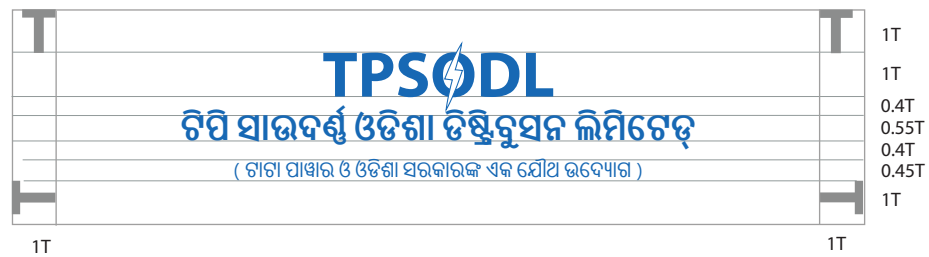
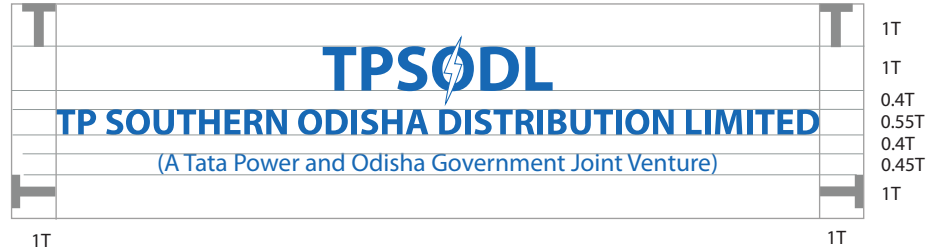


TP SOUTHERN ODISHA DISTRIBUTION LIMITED COMPOSITE MARK

Our Composite Logo comprises the brand name - TPSODL, our legal name- TP SOUTHERN ODISHA DISTRIBUTION LIMITED and the JV line - A Tata Power and Odisha Government Joint Venture.

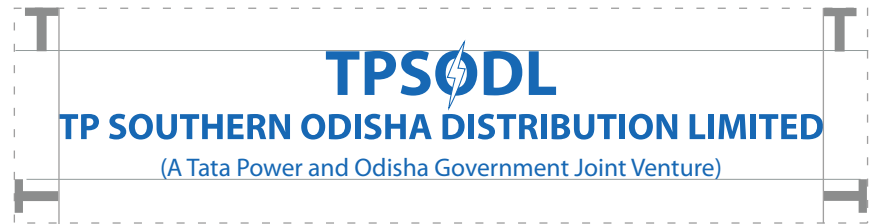
The Composite logo is today an inseparable part of the organizations identity. Therefore, it is important that the Composite Logo is applied on every communication which is external in nature or on every collateral which is created with the end objective of being used by a consumer.



Clear Space

Clear Space

The dotted line around the mark indicates the minimum exclusion zone into which nothing should intrude. This zone which measures as much as 1 'T' on all sides of the Composite Logo. This would ensure that the logo never appears cluttered by other graphics and occupies a position of prominence wherever it is applied.



Colour Rationale

Colour Rationale

The preferred colour for the visual identity in terms of both the Composite and the Brand Logo, therefore, is "Tata Power Blue" on a white background. Where Tata Power Blue is not available, for example on laser printed documents and black and white advertisements, it may appear in black only. Where appropriate, it may appear in white on a background of Tata Power Blue.



Tata Power Blue
Pantone 2727 C
C 90 M 60 Y 0 K 0
R 58 G 125 B 218
Web 3a7dda

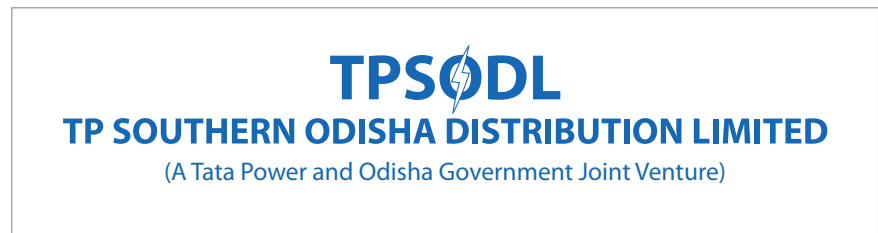


White

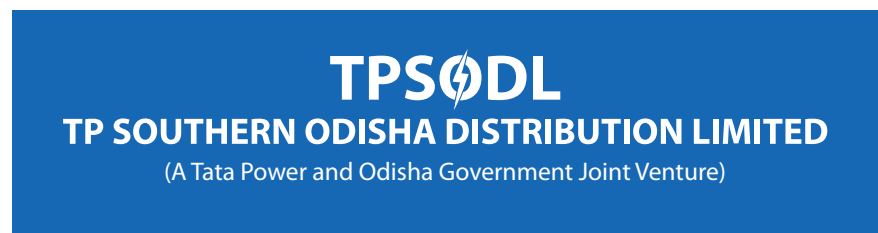


Black

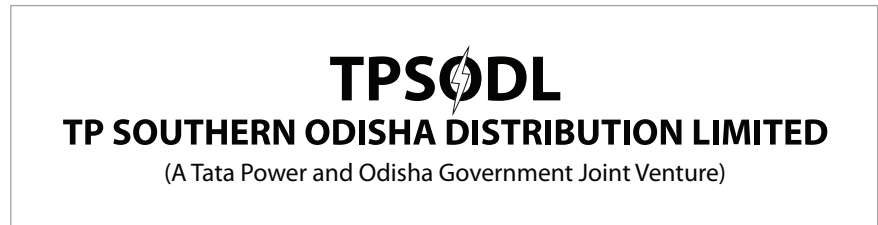
TPSODL LOGO (PREFERRED OPTION)



TPSODL LOGO (REVERSE OPTION)



BLACK AND WHITE



BLACK AND WHITE (REVERSE OPTION)

