



TeamLease

Logo & Brand Guidelines

| Table of Contents

- 01 Our Identity
- 02 Logotype
- 03 Group of Companies Logos
- 04 Logo Variations
- 05 Brand Typography
- 06 Brand Colours
- 07 Placement On Colour Backgrounds
- 08 Font Usage

Content Brand Identity

Our brand manual sets out the principles for the correct implementation of our brand identity. The aim is to merge both aspects of TeamLease: the strategic and the graphic. Its purpose is to guide the creation of coordinated and consistent materials for both internal and external audiences. Everyone who communicates on behalf of the brand or interacts with our customers has an impact on how we are seen. This manual is therefore for anyone who plays a part in this process.

This section gives you an overall view of our core rules, serving as a foundation for the more in-depth guidelines to follow. Please note, this guide is for the TeamLease brand, and if you have any queries that is not covered in the brand manual please contact xxx

Creative Brief

The logo is a fundamental part of the brand. Our distinct logotype has been designed especially for us, and hence we must honour the rules associated with. These include logo size, the background and how to use our signature.

Icons



Icons



Main logo

TeamLease Group of Companies



Logo Variations



Typographic

Two types of Font family

MONTERRAT

ABCČĆDĎEFGHIJKLMNOPQRSŠTU-
VWXYZŽ
abcčćdďefghijklmnopqrsštuvwxyz
žАБВГГДЂЕЁЄЖЗСИІЇЈКЛЉМЊЌОПР
СТЋУЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђеёежзсииій
јкљмњћопрстћуўфхцчџшщъыьэяĂÂÊÔŮǺǻ
êôσu1234567890'?'!"(%)[#{@}/&\<-
+÷x=>®©\$€£¥¢;:,.*

Roboto

ABCČĆDĎEFGHIJKLMNOPQRSŠTU-
VWXYZŽabcčćdďefghijklmnopqrsštuvwxyz
žАБВГГДЂЕЁЄЖЗСИІЇЈКЛЉМЊЌОПРСТЋ
УЎФХЦЧЏШЩЪЫЬЭЮЯабвггдђеёежзсииійј
кљмњћопрстћуўфхцчџшщъыьэяĂÂÊÔŮ
Ǻǻêôσu1234567890'?'!"(%)[#{@}/&\<-
+÷x=>®©\$€£¥¢;:,.*

Typographic

MONTSERRAT FONT

Values from the core, relationship building with flair, unfeigned services, hard work and innovation as a means of staying ahead, here at TeamLease is where we help connect job seekers with employers. Our long-view purpose is that of 'Putting India To Work'.

Size

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Roboto

Values from the core, relationship building with flair, unfeigned services, hard work and innovation as a means of staying ahead, here at TeamLease is where we help connect job seekers with employers. Our long-view purpose is that of 'Putting India To Work'.

Size

Light

Light Italic

Regular

Regular Italic

Bold

Bold Italic

Brand Colours

2.0

Corporate Color

20325C



509F83



DB9D47



5492DE

Brand Colours



20325C

5492DE

3C689E

DB9D47

c43750

509F83

C: 65 R: 32
M: 46 G: 50
Y: 0 B: 92
K: 64

C: 62 R: 84
M: 34 G: 146
Y: 0 B: 222
K: 13

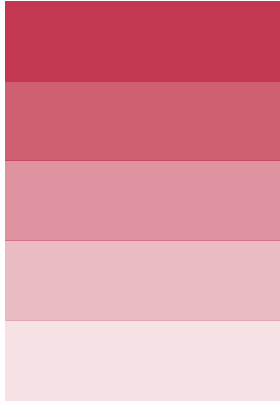
C: 62 R: 60
M: 34 G: 104
Y: 0 B: 158
K: 38

C: 0 R: 219
M: 28 G: 157
Y: 68 B: 71
K: 14

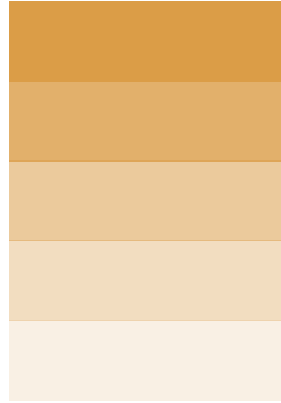
C: 0 R: 196
M: 72 G: 55
Y: 59 B: 80
K: 23

C: 50 R: 80
M: 0 G: 159
Y: 18 B: 131
K: 38

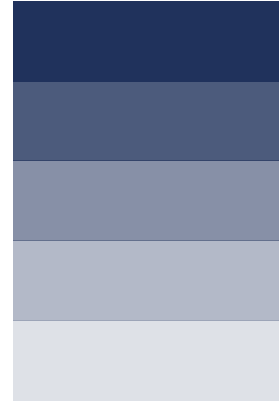
Secondary Colours



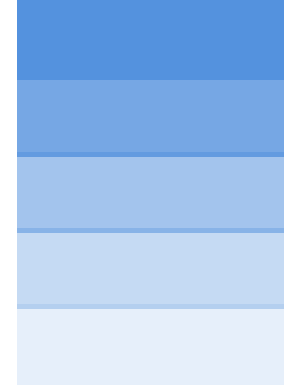
C43750



DB9D47



20325C



5492DE

Placement on Colour Backgrounds



YOUR PATH TO CAREER SUCCESS

DREAM IS NOT THAT WHICH YOU SEE WHILE SLEEPING. IT IS SOMETHING THAT DOES NOT LET YOU SLEEP.

- DR. APJ ABDUL KALAM



WEBINAR
#PuttingIndiaBackToWork
Road to recovery

TeamLease
Putting India to Work

MODERATOR
Ritupama Chakraborty
Chairman (EP) TeamLease Services Limited
Board Member, India-Staffing Federation

OUR SPEAKERS

- Rajesh Sahay**
Sr. VP & Head - HR
Human Resource Care & Lighting
- Manas Martha**
VP & Chief HR
TTR Package
- Raj Narayan**
CEO
Team Inclusion

2ND JUNE
11 Am to 12Pm

LIVE DISCUSSION
Followed by Q&A

The COVID-19 pandemic presents a serious threat to people, businesses and economies across the world. Welcome to another live panel discussion organized by TeamLease on the topic "Putting India Back To Work - Road to Recovery".

Register Now



TeamLease is hiring Site Engineers for the largest industrial manufacturing company in Maharashtra

Job Requirements:

- RTU / PLC
- Good knowledge of Substation & Substation equipment
- IT Networking
- Basic knowledge of SCADA

Location: Kolhapur, Nasik, Mumbai

Designation: RTU Site Engineer

Salary: Rs. 15,000 to Rs. 30,000 CTC

Years of Experience: 1 - 7 yrs

Contact: Anish Chandra - anish.chandra@teamlease.com



From TeamLease Webinar

What will be your message to the Engineering graduates who want to make a career in manufacturing? What are the skillsets they need to develop?

#PuttingIndiaBackToWork

Niraj Barethiwa
Vice President-HR
Finolex Industries Ltd

Sudeep Kumar Sen
Business Head
TeamLease Services Limited

Font Usage

A4 Publication

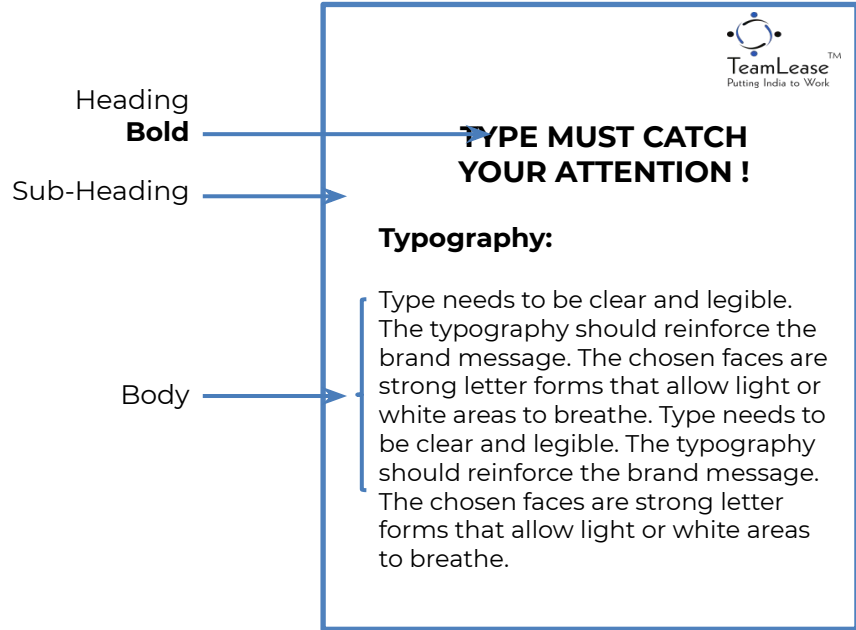
Type needs to be clear and legible. The typography should reinforce the brand message. The chosen faces are strong letter forms that allow light or white areas to breathe. Do not justify the text and avoid setting them in italics.

Don'ts

Force justified



Type needs to be clear and legible. The typography should reinforce the brand message.





TeamLease®
Putting India to Work

TeamLease Services Limited
6th Floor, BMTC Commercial Complex,
80 Feet Road, Koramangala,
Bangalore, Karnataka.
PIN - 560 095
+91-80-6824 3000
+91-80-6824 3001
