

The Sify logo is displayed in a light green color. It features the word "Sify" in a lowercase, sans-serif font, with a small square dot above the letter "y".

Sify

The text "BRAND GUIDELINES 2024" is presented in a dark blue, uppercase, sans-serif font. The word "BRAND" is on the top line, "GUIDELINES" is on the second line, and "2024" is positioned to the right of "GUIDELINES".

**BRAND
GUIDELINES** 2024

For more updates on Sify Brand Guidelines, please login to Sify Brand Central and download the latest deck

Purpose of the **Brand Guidance**

This manual is created to educate and provide guidance in ensuring consistency and a unified brand identity across all communication channels.

It will serve as a comprehensive reference document that outlines the visual & non-visual elements of our brand identity.

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BRAND FOUNDATION

About **Brand Sify**



PURPOSE

Sify is the digital bridge for enterprise transformation, built on our world class digital IT infrastructure, digitalized services & core digital platforms.



VISION

To be India's leading digital infrastructure and managed services provider to help business enterprises achieve their digital ambition.



CULTURE

The Sify Way

Put Customers' needs first.

Be accountable.

Treat others with dignity.

Be action oriented.

Have the courage to confront issues.

Always remember that you are a part of the Sify team.

Protect Sify's interest always.

Brand Narrative

Sify is a leading digital infrastructure and platform partner, empowering customers' digital ambition with its world class Data Centers, Cloud & Network assets and wide portfolio of Digital Services.



Sify has evolved as the digital bridge in its clients' transformation journey. This digital bridge spans:

- Network Infra Services
- Data Center Colo Services
- CloudInfinet Enterprise Cloud Infra
- Network Digital Managed Services
- Cloud & IT Managed Services
- Security Managed Services
- Digital Apps Managed Services
- Industry Apps Managed Services



The infusing of Artificial Intelligence (AI) and Machine Learning (ML) into our services result in:

- Better user experience
- Increased efficiency
- Improved decision making

All these ultimately lead to improved business outcomes for our clients.

We can do this through:

- Improved automation
- Enhanced personalization
- Predictability in performance metrics
- Fraud detection
- Improved cybersecurity



Brand Personality Types



**THE
REFORMER**



**THE
ACHIEVER**



**THE
CHALLENGER**

- Irreverent Maverick
- The Human Being
- The People Champion
- Democratizer
- The Game Changer
- The Equalizer
- Missionary
- **Next Gen**

Sify's Brand Personality



Our brand personality is a combination of traits, characteristics, and attributes that evoke specific emotions and perceptions.

As a brand, we have evolved from an Internet Service Provider to a full-service ICT company in more than two decades. We are a progressive brand with a commitment to always move forward. We have actively embraced change and innovation to stay relevant and meet the needs of our customers.



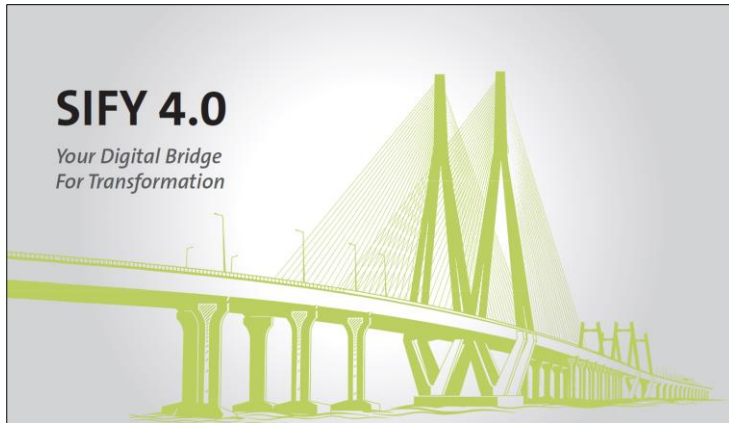
We challenge the relevance of the past in the new world and provide better alternatives for the newer needs. We identify ourselves as a Next Gen Brand that leverages latest technologies to enhance our products and services.

The Sify Culture

We believe in the power of people and encourage them to stay curious, give them freedom to express and contribute.

People are our backbone.

How we can continuously help them succeed through their actions every day. The Sify Culture defines how we keep our customer at the center of all our decisions. Our unique space and culture that has been created, helps us to be India's most customer centric company to work for, as we also safeguard our employees' growth & safety.



The Sify Culture – Sify Code for Success

Be the crazy one
Think Different. The Sify Code for Success.



The Sify logo is displayed in white on a yellow background. To the right of the logo is a pink brain icon.

You drive Sify
Be personally invested. The Sify Code for Success.



The Sify logo is displayed in yellow on a blue background. To the right of the logo is a white speedometer icon.

Supercharge growth
Create value together with partners. The Sify Code for Success.



The Sify logo is displayed in yellow on a purple background. To the right of the logo is a red and white rocket icon.

Think out of the box
Demonstrate agile leadership. The Sify Code for Success.



The Sify logo is displayed in white on a green background. To the right of the logo is an orange and white open box icon.

Stay curious, be unstoppable
Continuous learning. The Sify Code for Success.




The Sify logo is displayed in white on a teal background. To the right of the logo is a white lightbulb icon.

Be a Sify champion
Commitment to the organization. The Sify Code for Success.



The Sify logo is displayed in white on a light green background. To the right of the logo is a small superhero icon.

We obsess about our customers
Put customers needs first. The Sify Code for Success.



The Sify logo is displayed in yellow on a purple background. To the right of the logo is an orange heart icon.

India's top 5 banks know they can bank on Sify Data Centers and Network

Tried. Tested. Trusted.
For over 22 years now
India's leading digital infrastructure partner



The Sify logo is in the top right corner.

India's largest power utility company runs on Sify's Cloud

Tried. Tested. Trusted.
For over 22 years now
India's leading digital infrastructure partner



The Sify logo is in the top right corner.

World's most widely distributed postal system trusts Sify's Managed Network Services


Tried. Tested. Trusted.
For over 22 years now
India's leading digital infrastructure partner



The Sify logo is in the top right corner.

Global OTT players rely on Sify Data Centers for on time content delivery

Tried. Tested. Trusted.
For over 22 years now
India's leading digital infrastructure partner



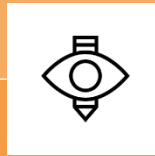
The Sify logo is in the top right corner.

Global social media network connects billions of users thru Sify Data Centers

Tried. Tested. Trusted.
For over 22 years now
India's leading digital infrastructure partner



The Sify logo is in the top right corner.



VISUAL IDENTITY

Logo Usage

A free space equivalent to x (the height of Sify) should be left free around the logo



Logo Usage



- The x-height of 'keeping you ahead' (y) is equal to the height of the box.
- A minimum distance equal to twice the width of the box (2y) should be given between the logotype and tagline.

Logo Usage



A free space of the x-height of Sify (x) should be given around the logotype-tagline unit.

Logo Colors



Sify Green



Sify Gray



Sify Black



Sify White

C 30 - M 0 - Y 100 - K 0
R 185 - G 211 - B 0
Pantone Formula - 382 C

C 20 - M 0 - Y 0 - K 70
R 96 - G 106 - B 116
Pantone Formula - 431 C

C 0 - M 0 - Y 0 - K 100
R 0 - G 0 - B 0

C 0 - M 0 - Y 0 - K 0
R 225 - G 225 - B 225

Primary **Color Palette**

Green and Gray are our primary colors signifying growth and knowledge, respectively.

Sify Green

#BED730

Sify Gray

#556677

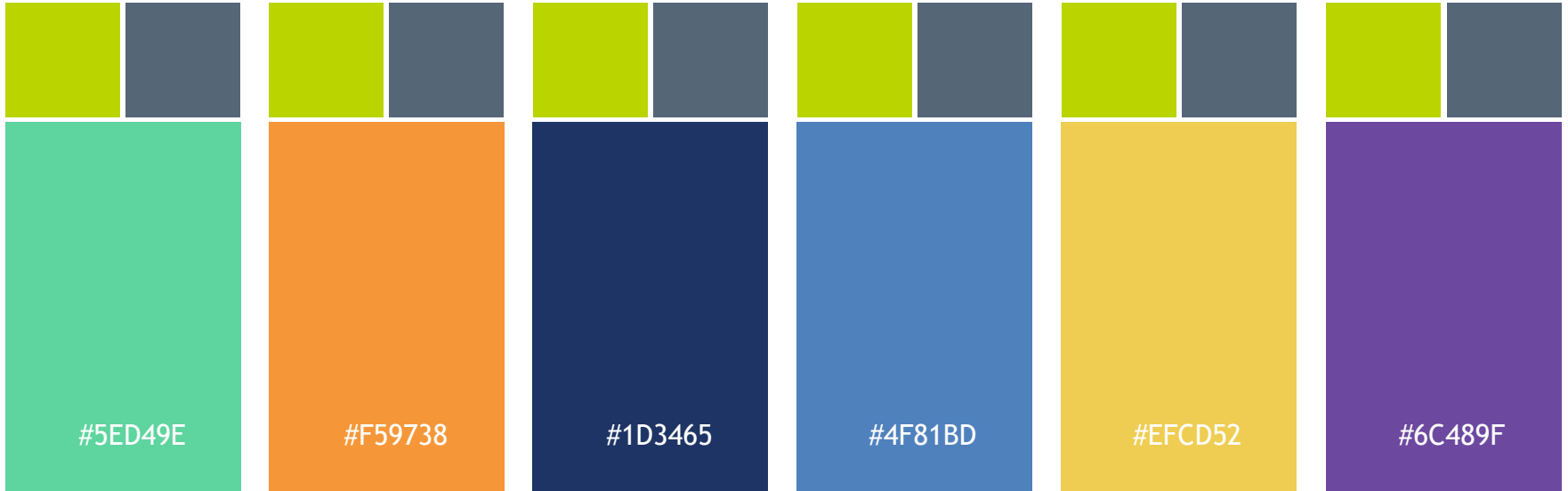
Secondary **Color Palette**

As a Next Gen brand, we are adding colors which are eye popping, resonate with the new generation and add freshness to the brand.

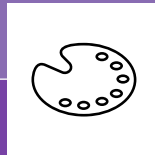
The secondary color palette also merges well with the primary colors; green and gray.

Secondary colors can be the dominant color palette used along with the primary colors.

Secondary Color Palette (New Gen)



These secondary colors form a complementary color palette along with Sify's primary colors



BRAND ASSETS

Typography

Primary Font

TheSans Office

[Download Link](#)

Uses:

Legal documents, Annual Reports, Financial Reports, any other official documents.

Secondary Font

Trebuchet MS, Arial

Available with Microsoft Suite

Uses:

Marketing Collaterals, Presentations, other Communication Material.

Website Font

Source Sans Pro - 400

Uses:

Sify websites, landing pages

Iconography

Pre- designed icons for various Sify services and solutions



Cloud Services



Digital Services



Data Centers

Browse and download the official icons from the below link

[Click here to access Sify Services Icons](#)



Networks and Communication



Technology Integration Services



Security Services

Images and Templates

Images

Images of Sify office buildings across India.

[Click here to access Sify Infrastructure Images](#)

Templates

These backgrounds can be used for Sify presentations and other collaterals.

[Click here to access Sify Power Point Templates](#)

[Click here to access Sify Background Images](#)

Social Media Guidelines

Do not disclose confidential or proprietary information about the company, clients, colleagues, or ongoing projects.

If using Sify logo, ensure use of the official company logo in accordance with Sify Brand Guidelines; logo's colors, proportions, or elements.

Only authorized employees are allowed to engage in or act as Sify representative on social sites.

Use official or Sify-specific hashtags when sharing/re-sharing content about Sify:
#digitalbridge #lifeatSIFY #SIFYwins #stayaheadwithSIFY and other campaign specific hashtags (as applicable).

Discretion in personal content: Be mindful of the content shared on personal profiles that may be associated with the company.

Report any accounts acting as Sify ; or any suspicious activity or potential security threats received from any of Sify's social media accounts.

Protect Sify's interest, always!

Email Signatures

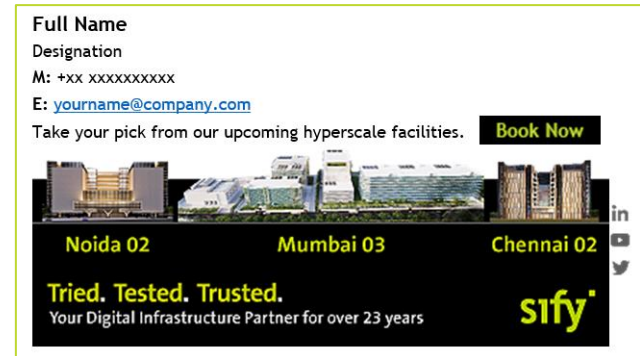
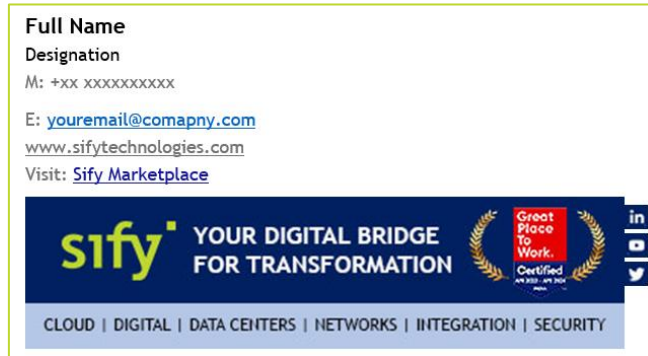
A well-designed email signature increases professionalism and helps spread brand awareness. Email signatures are a convenient way to promote company offerings by including links to promotional materials, upcoming events, or services offered.

Basics of a good email signature are sender's name, designation, contact details, website, and social handles.

This allows recipients to easily reach out to the sender, as well as provide direct links to company's web presence for them to explore more.

[Click here to access latest Sify email signature templates.](#)

Sample Email Signatures
(ready to use templates
available on Brand Central)



Email Signatures: **Do's and Don'ts**

✓ Do's

Keep it Professional: Ensure that your email signature reflects professionalism and aligns with Sify's brand narrative and guidelines.

Include the Basics: Full name, Designation, Company name, Contact details are the basic elements which should be in your email signature.

Be consistent: Following Sify approved email signature templates will reinforce Sify brand recognition and consistency.

Hyperlink Resources: If applicable, include links to Sify websites, upcoming event landing pages, social media profiles, or other relevant Sify resources. This will provide recipients with additional ways to connect with Sify and access more information.

Update it regularly: Remember to update or change your email signature if it contains any information which is irrelevant after a certain date or time.

Keep it Concise: Keep your email signature concise and avoid including unnecessary information or clutter.

✗ Don'ts

Unapproved Fonts or Colors: Do not use decorative fonts or bright colors. Use only from Sify brand color palette.

Personal Ideologies: While personal quotes seem like a nice touch, they may not be received well on recipient's end. Mention of any personal or political tagline, quotes, icons, logos, or any related element is strictly forbidden.

Don't Forget to Test: Before finalizing your email signature, test it across different devices to ensure that it displays correctly and is formatted properly.

Facade Signage

Consistency with Brand Identity: Ensure that the design of the facade board aligns with Sify's brand identity.

Logo Placement: Place Sify logo prominently on the facade board. The logo should be large enough to be easily readable and draws attention.

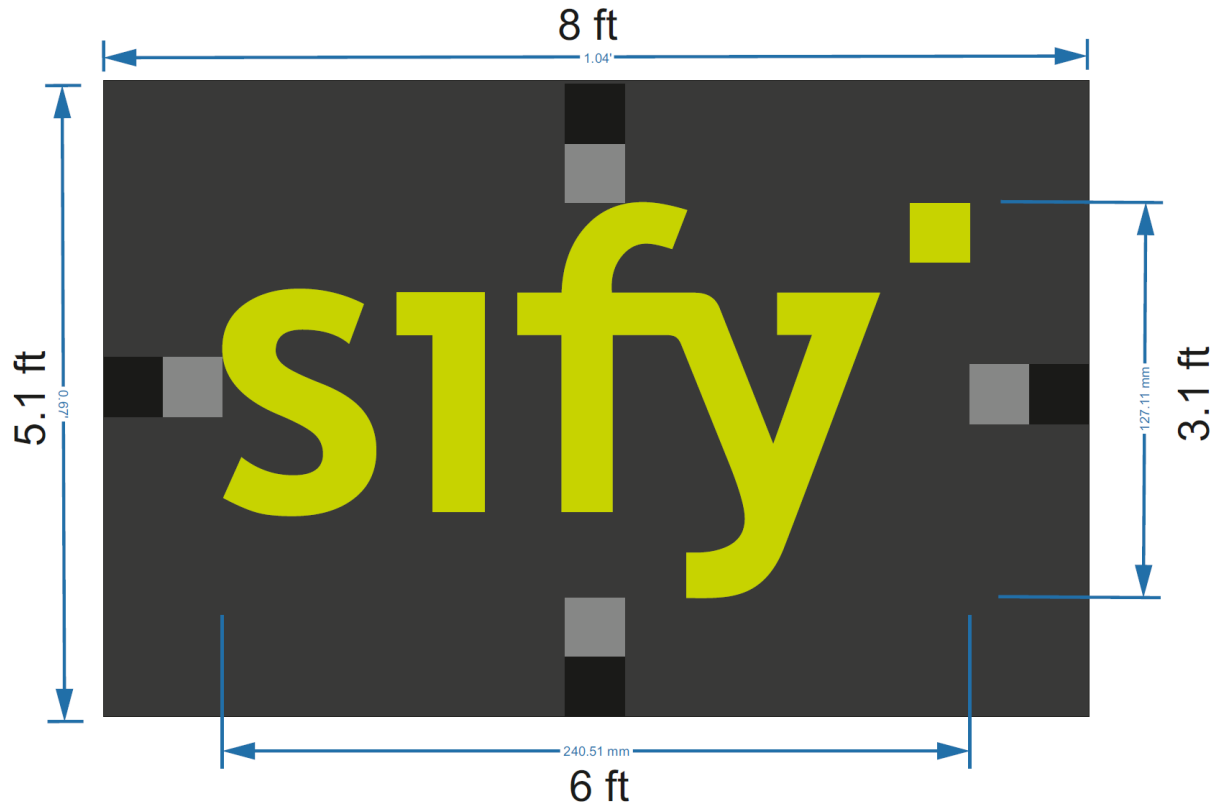
Minimalist Design: The design of the facade board should be clean to avoid clutter and confusion. Focus on essential information like Sify logo and address.

High-Quality Materials and Printing: Use high-quality materials for the facade board to ensure durability and longevity.

Government Regulations: Ensure that the design and placement of the facade board comply with local regulations and guidelines. This may include restrictions on size, placement, and content of outdoor signage.

Weather Resistance: Ensure that the facade board is weather-resistant to withstand outdoor elements such as rain, wind, and sunlight. Choose materials that are suitable for outdoor use and resistant to fading, warping, or damage.

How to **size the logo** for space?



Foyer and Office ID Boards

- Only parent company to be mentioned in the foyer area.
- Only white board.
- No punctuations to be used.
- Vernacular line to immediately follow English with comparative font so as to not go beyond English line.

Board to be divided into 3 parts; one part for Sify logo and two parts for name and address.
For example, this board is 9 ft. Long and divided into 3 parts of 3 ft.



Foyer and Office ID Boards (if area is darkly lit)

Everything else remains the same except the logo space will have gray background.

Board to be divided into 3 parts; one part for Sify logo and two parts for name and address.
For example, this board is 9 ft. Long and divided into 3 parts of 3 ft.



Name of the company always in bold in larger font.

This 1/3rd to be reversed with gray background.
Centered with equal space all around in the 1/3rd area.

Local address first followed by registered office. Each of these lines to be followed by vernacular line.

Outside Sify Building (backlit)

- Only Sify gray background
- Logo centered to the board to use only 60% of the volume of the board
- Sify green lettering - to use only acrylic paint or molded sheet
- Inside top lit with white light
- Base to be either raised 1 ft if mounted on parapet or L clamped to the face of the building with appropriate earthing

Size : 6' X 4'



Base ACP Sheet : Brand Viva : Colour VA 303 Dark Grey
Sify Letter : 3mm Acrylic 2.5" Rising



CO-MARKETING GUIDELINES

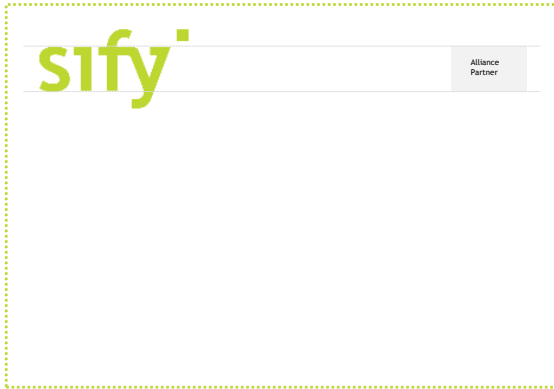
Co-marketing Guidelines: **Why do we need?**

Co-marketing Guidelines ensure that all partner marketing activities comply with relevant laws & regulations, including copyright, trademark, and advertising standards.

Guidelines help maintain the quality of marketing materials, ensuring that the shared content reflects positively on both brands and resonates with the target audience.

Co-marketing: Alliance Partners

Alliance Partner logo should always be placed on the top right corner of the creative, aligned in height with the Sify logo placed on the top left corner.



✓ Top extreme corners
(Sify on left, partner on right)



✗ Together, Top right



✗ Together, Top left

*In case there is a contradiction between Sify and Partner brand guidelines, kindly reach out to Sify Marketing at marketing@sifycorp.com

Co-marketing: Channel Partners

- The Sify and Channel Partner logos should always be mentioned as a lock-up and not individually.
- This lock-up should always be placed on the top right corner of the creative.
- Always use a separator ‘|’ between the 2 logos.



✓ Top right



✗ Bottom right



✗ Top left

*In case there is a contradiction between Sify and Partner brand guidelines, kindly reach out to Sify Marketing at marketing@sifycorp.com

Co-marketing: **Media Partners**

Media Partner logo should always be placed on the top left corner of the creative, aligned in height with the Sify logo placed on the top right corner.



✓ Top extreme corners
(Sify on right, media on left)



✗ Together, Top right



✗ Together, Top left

*In case there is a contradiction between Sify and Partner brand guidelines, kindly reach out to Sify Marketing at marketing@sifycorp.com

Co-marketing: Alliance and Media Partners



In case both Alliance and Media/Channel partners are present in a creative, place the Media partner logo on the top left, Sify logo at the top center, and Alliance partner logo on the top right.



Correct representation

*In case there is a contradiction between Sify and Partner brand guidelines, kindly reach out to Sify Marketing at marketing@sifycorp.com



Thank you for your effort in ensuring the brand has a strong and consistent image.

For further information or clarification, please contact Sify Marketing Team on marketing@sifycorp.com