



Godrej Enterprises Group

Brand Playbook



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Who we are and what we do?

Since 1897, the Godrej Enterprises Group has been driven by an entrepreneurial spirit. This has led to innovations like the world's first patented springless locks and 'made-in-India' solutions for safes, typewriters, refrigerators and almirahs. Our engineering prowess has been instrumental in furthering India's space and energy ambitions. All this has shaped the economic progress of India in the 20th century.

Today, our efforts to pioneer progress play out through our strategic investments in design and hi-tech engineering. This has allowed the Godrej Enterprises Group to contribute to the advancement of critical sectors like space technology, civil aviation, clean energy, green construction, healthcare tech, and efficient intralogistics, as well as delivering on growing consumer aspirations of design-led and integrated smart solutions in furniture, appliances and security.

As we look into the future with exploration that extends beyond our planet, we always remain true to our founding principles of trust, integrity, respect and environmental stewardship. We are driven by an entrepreneurial spirit that ensures we understand our consumers deeply in order to create solutions that optimise for profit, people and planet.

We are here to pioneer progress for generations.



Setting the foundation



An aerial photograph of a vast mangrove forest. A dark, winding river flows through the dense green trees. In the distance, a city skyline is visible across a body of water under a clear sky. Several small boats are visible in the river.

Purpose

Pioneer progress for generations.

Vision

To be admired for sustainability practices, innovative solutions and superior business performance.

Mission

Unlock experiences that engage customers and build loyalty.

Our Values

Integrity

Trust


Customer centricity

Respect

Environment stewardship

Entrepreneurship





Where Purpose Meets Promise

Our foundation is deeply rooted in pioneering progress, driven by an unwavering commitment to our people, our nation and our planet. This sense of purpose has made brand Godrej a trusted choice, generation after generation.

Our strength lies in balancing a rich legacy with a bold vision for the future, thus setting the stage for our continued success in the years to come.

In a rapidly changing and complex world, where expectations from life and business are higher than ever, Godrej constantly reimagines and reinvents to not only meet evolving needs but also to **move the world forward** for all.

Positioning on a page

Who we are

Godrej is a brand that is trusted by over a billion people for over 125 years to move them forward while helping build this great nation of ours.

What we stand for

We believe in progress – for people and businesses alike.

What we offer

We deliver smartly and sustainably designed products and solutions that enable a modern experience of life – at home, at work and beyond.

What's the benefit

We unlock new kinds of value that help you feel fulfilled in life and confident to compete and grow in business.

Brand promise

Moving your world forward.

Brand personality

We make things Smarter, we feel Authentic, we instill Confidence.

Our new identity

Logo



Our new logo represents more than a shift in colour. It captures the essence of who we are—pioneers with a deep sense of purpose, always ready to reimagine and reinvent. The signature reflects our enduring values, a tribute to our legacy as one of India’s most trusted and respected brands. Simultaneously, it symbolizes our bold aspirations, signalling our hunger to innovate, lead, and shape the future.

Our new colour palette is inspired by modern life – dynamic, rich and energetic. Our lead colour **Purple** has an element of aspiration to it – embodying our rich history, our passion for creating differentiated experiences, and our relentless pursuit of innovation. It exudes creativity and inspiration—qualities that define us and drive us to continuously reimagine and lead.

The shift from a three-colour identity to a single colour allows for greater consistency and synergy across our businesses and helps us stand out. It stands for a bolder and more confident us.

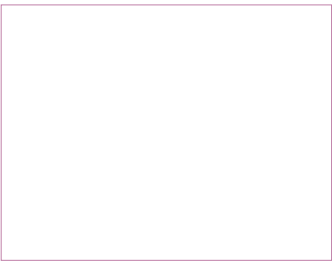
Colour palette

Primary colours



Godrej Purple

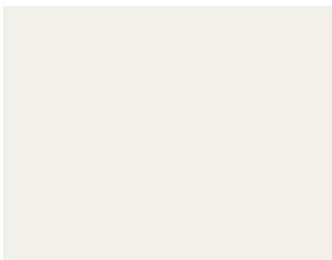
Our lead colour is purple. It's dynamic, confident and modern.



White

Accessible, bright and modern, White is our main neutral colour.

Background colour option



Cool grey

Cool grey is our **warm neutral colour**.

Accent colour



Accent red

Red is our **accent colour**.

Body copy colour



Graphite

Graphite is our **colour for text** within communications.

Typography

Simple. Sharp. Impactful.

Our custom typeface is crafted with precision to ensure clarity and modernity in every communication. Available in three distinct weights – Light, Body Copy, and Headline – this font helps us convey messages that are both approachable and bold.

With this typeface, we are not just sharing information; we're making sure that our words stand out and connect with our audience in a meaningful way.

GEG Light

GEG Light italic

GEG Body Copy

GEG Body Copy italic

GEG Body Copy Highlight

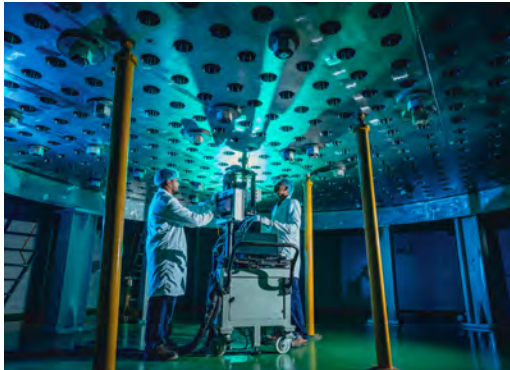
GEG Body Copy Highlight italic

GEG Headline

GEG Headline italic

Visual imagery

A stronger focus on enhanced visual imagery, making our communication more engaging and inspirational.



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Our brand campaign

Unlock New Worlds

Unlock new worlds

Our new brand campaign captures the essence of curiosity, innovation, and perseverance. It showcases a group of young, curious minds, captivated by a bold, purple lock-shaped piñata. Through creativity, resourcefulness, and determination, they unlock a new world brimming with exciting possibilities.

Much like these children, Godrej has always embodied these same qualities, creating a pioneering culture. From Ardeshir Godrej's groundbreaking springless locks, which revolutionized Indian homes, to our diverse ventures in aerospace, appliances, furniture, intralogistics, and construction, we have consistently reinvented ourselves. Our commitment to reimagining possibilities and pushing boundaries has allowed us to stay relevant and create meaningful experiences for our customers.

Titled "Unlock New Worlds," this campaign was conceptualized by our creative partner Lowe Lintas, directed by Katie Bell, and produced by Entourage Films

Tools & resources

Toolkit:

We've created a dedicated Media Toolkit on our website, designed specifically for you. Packed with essential resources, it will help you gain a deeper understanding of our brand refresh and how to effectively represent it.

Godrej Enterprises Group