



GUIDELINES



Brand Style Guidelines



MISSION

Mission Statement

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.



Bringing the value of digital technologies within the reach of everybody.

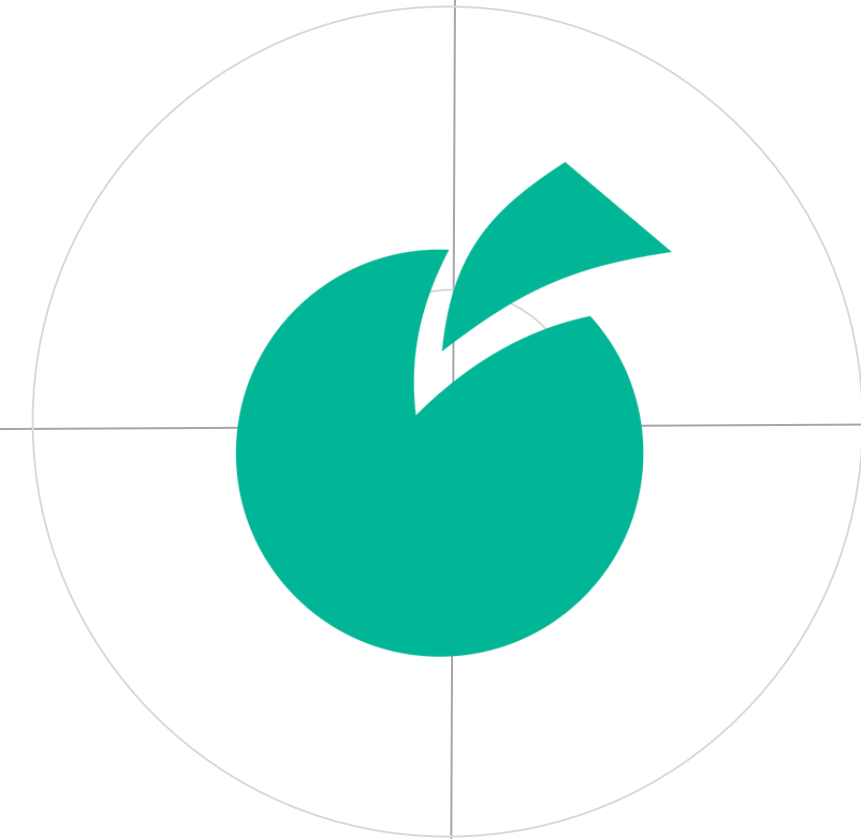




LOGO

Logomark Construction

A logomark is an identifying mark or symbol that doesn't contain the business name, like a drawing or image that represents the business.





Logo Construction

The logo contains the logomark and the wordmark. Both elements have been exactly positioned and proportionally fine-tuned.



- Height of logo mark vs width of logo = 4:23
- Height of R with respect to entire mark = 1:3
- Height of logo mark vs height of character = 4:5



LOGO

Mono Color Logo

Sometimes, often due to production costs, only one color of ink is available and so the logo must be reproduced using only one color.

In this scenario, the logo, logomark or wordmark must be used following the convention of using a light color type on a dark background or in a dark color type on a light background.





LOGO

Logo on Alternate Backgrounds

Alternate color combinations help in understanding the look and feel of the logo over different backgrounds.





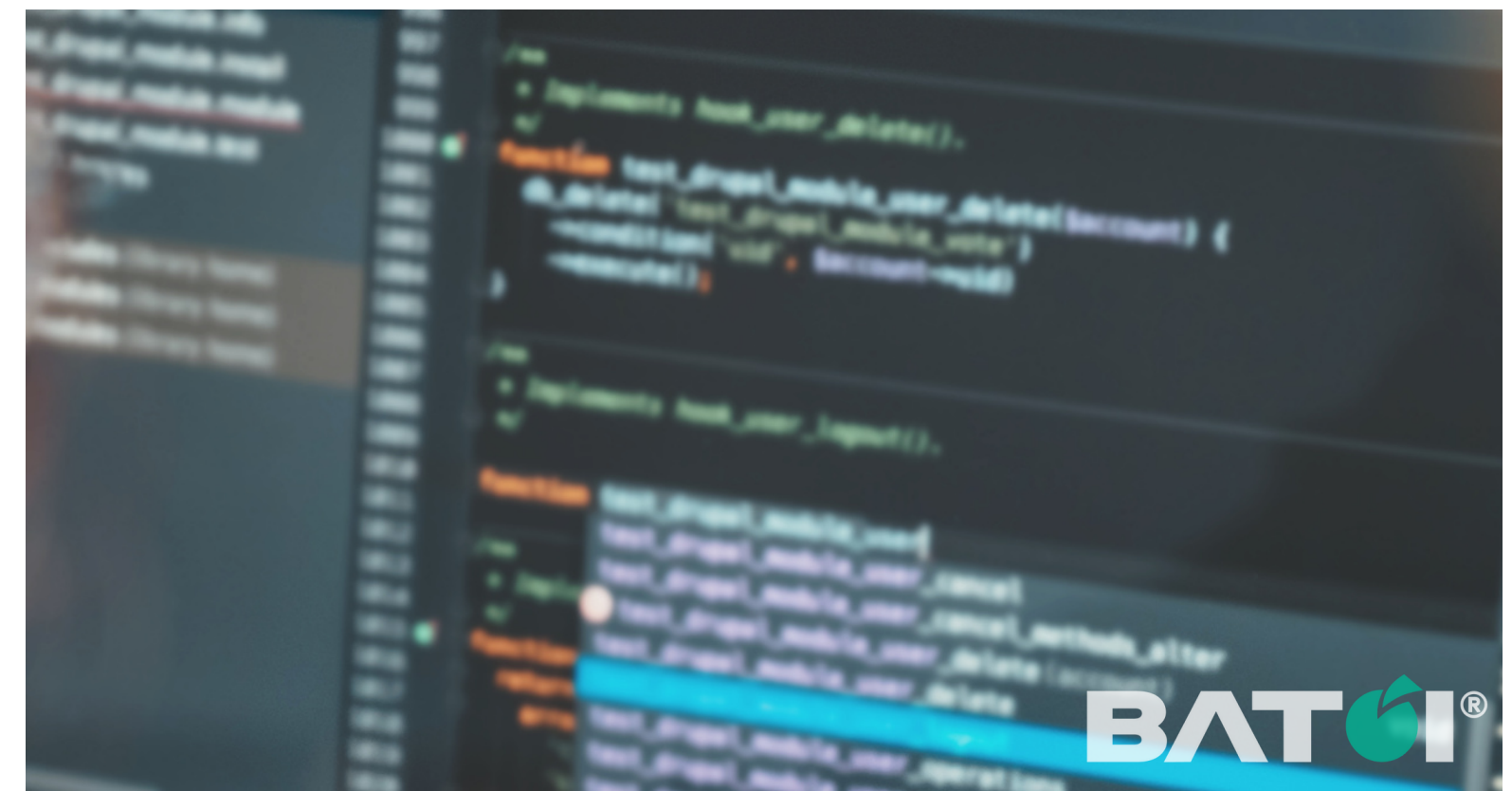
LOGO

Watermark



Use watermark to protect and copyright photos and videos online

- Use monochromatic version (B/W) of the logo
- Use 15-30% transparency
- Put watermark on the edge of the photo
- Keep it as small as possible while being noticeable





LOGO

Compressed Mark



Compressed marks are used for small and confined spaces where a full logo cant be used.





LOGO

Primary Colors

The main color palette includes are the colors shown below, we tried to keep the color scheme basic and simple so as to not dilute brand visuals. Blue and green are the accent colors.

#0E68B0 Blue	#00B696 Green	#FFFFFF White
		#000000 Black



Typography

Typography is the art and technique of arranging type to make written language legible, readable and appealing when displayed. We have used a single font style. As for both headings and body text we used Proxima Nova as font style.

Proxima Nova

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Thank You

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