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Corporate Brand Book

INDIAN GAS EXCHANGE

hello

The purpose of this Brand Book is to create a framework, which serves as a ready reckoner for all visual identity elements. This has been created in an effort to maintain consistency across all mediums to reinforce the brand's personality and visual identity.

Corporate
Brand Identity?
Have a Look
when
Image meets
Design.

Corporate Brand Book

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These brand guidelines describe the visual and verbal elements that represent design and in turn forms Organisation's corporate identity.



Introduction

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The Logo Introduction
The Logo Colour
The Logo Elements
Clearspace and
Computation
Incorrect Logo Usage

Logo Colour

Red and Blue are the colours of the logo



PANTONE 485C
R237 / G28 / B36
C0 / M100 / Y100 / K0

PANTONE 7687C
R32 / G62 / B119
C100 / M87 / Y25 / K10

Reverse Logo

Red and Blue are the colours of the logo



On dark backgrounds where the IGX logo is not visible enough we use white (C0/M0/Y0/K0)



IGX logo will not appear on any image in the background. It should have a solid colour in the background

Clearspace and Computation





There should be no elements close to the logo. To measure the minimum safe area, an isolation space of the height of alphabet 'G' of the IGX logo should be maintained uniformly on all four sides.

Incorrect Logo Usage



Font
Fundamentals
Corporate Font
Imagery

Roboto is a neo-grotesque sans-serif typeface family, developed by Google as the system font for its mobile operating system Android, and released in 2011 for Android 4.0 "Ice Cream Sandwich".

It is available in sixteen weights: Thin, Thin Italic, Light, Light Italic, Regular, Italic, Medium, Medium Italic, Bold, Bold Italic, Black, Black Italic, with condensed stylings.

Roboto

Roboto Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Roboto Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Imagery

Imagery

Brand Imagery is the aesthetic appearance of your brand's core. Here are the three principles we need to follow:

Capturing Market Scenario

Imagery aims to capture the glimpses of the business aspects only as IGX is a B2B company. Whether it is depiction of people, places or objects, the imagery we use should in no way be contrived. We believe in using fresh, genuine and spontaneous imagery.

Controlling Tone

It is important to define the colour tone for a brand. Using the defined colour tones for the brand's communication helps build a consistent visual identity.

Avoiding Clutter

Imagery should be clutter-free. Visual disturbances and unnecessary extra elements of any sort is avoided in IGX communication.

Dont's

Gradient, unrealistic and rough-cut images should be avoided. Images that contain foreign faces, skin showing characters cannot be used.

Corporate Stationery

The Letterhead

The Business Cards

The Envelope

The Letterhead

The corporate logo should appear on the top right side of the letterhead

The company address should appear at bottom center of the letterhead

Flame watermark with black percentage of 8 (C0/M0/Y0/K8) should appear in the center of the letterhead

Three strips of brand colour should appear at the bottom of the letterhead



Parameter

Dimensions
A4 (8.25" X 11.75")

Weight
120gsm uncoated white

Print
CMYK

The Business Card

The corporate logo should appear on the top left side of the business card

The name, designation and other details should appear below IGX logo

Flame watermark with black percentage of 8 (C0/M0/Y0/K8) should appear in the center of the letterhead

Three strips of brand colour should appear at the bottom of the letterhead



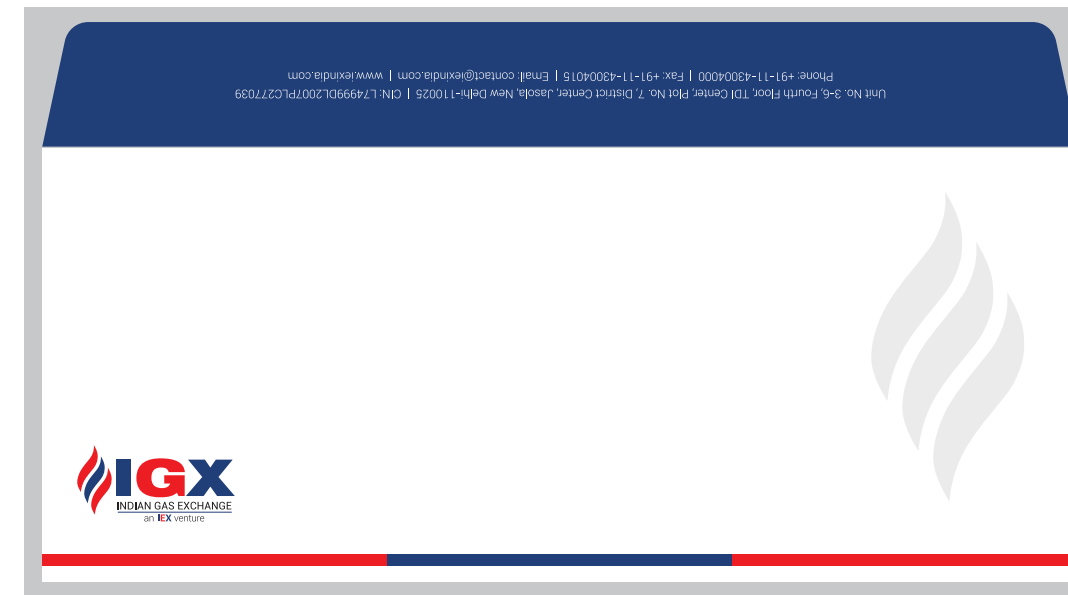
Parameter

Dimensions
(95 mm X 55 mm)

Weight
220 gsm uncoated white

Print
CMYK

The Envelope



Parameter

Dimensions
(8.5" X 4.5")

Weight
120 gsm uncoated white

Print
CMYK

The corporate logo should appear on the bottom left side of the envelope

The company address should appear at bottom left of the envelope

Flame watermark with black percentage of 8 (C0/M0/Y0/K8) should appear in the right side of the envelope

Three strips of brand colour should appear at the bottom of the envelope

The Correct Logo Placement

Correct Logo Placement



The corporate logo should appear on the top right side of all communication.

Graph if required can appear in brand colours

The Envelope (A4 open)



The corporate logo should appear on the bottom center of the envelope

The company address should appear at the center of the blue flap of the envelope

Flame watermark with black percentage of 8 (C0/M0/Y0/K8) should appear in the center of the envelope

Three strips of brand colour should appear at the bottom of the envelope

Parameter

Dimensions
(9.0" X 12.5")

Weight
120 gsm uncoated white

Print
CMYK