

## LOGO POLICY

### GUIDELINES FOR LOGO



PAPL-ADM-07 JUL 2020

**Effective: Immediate**

## PURPOSE OF LOGO GUIDELINES

These guidelines have been developed to significantly improve and standardize the visual presentation and application of the logo of PVN Associates Pvt. Ltd.

For a logo to be memorable and have the desired recall value, it is imperative that it be reproduced across several platforms in a consistent manner. The most important elements to be consistently used is the logo, its colour and the typography. This ensures that the viewer experiences the logo in the same manner across all media.

## USERS

It is for the use of personnel responsible for communication or graphic designers or professional printers or any other user, who may use the logo for the purpose intended. The content is specific and technical. This document lays down standard guidelines and practices for the use of logo. There are very few rules but please ensure to read and understand how they work, and how they can be used together to ensure a cohesive visual identity. It is crucial that the logo appears correctly and consistently in every communication.

As a technical guide which is meant to inform, the colors as reproduced in this booklet may not be accurate due to limitations of the printing process used. To match the colors during print production, please use the specifications mentioned.

## VISUAL IDENTITY

All organisations, irrespective of its size, needs to have its own distinct visual identity in the communication era. A visual or an image which can transcend all borders of the written and read text across different languages – a visual which is distinct and represents the organisation's objectives, purpose or philosophy and activities. This visual identity is the one with which people associate the organisation.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual – shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity.

On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, transparency, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation.

A logo is only a part of the overall visual identity. A visual logo is designed but an identity is created by consistent use of the logo and various design elements over a period of time across several applications related to the organisation.

The visual Identity representing the organisation translates on to several planes of visual interface with its target users. These include the basic stationary, business cards, envelopes, promotional material such as brochures, flyers, advertisements, posters hoardings etc; forms, in-house printed

stationary such as vouchers and bills, environmental design such as interiors and signage systems, vehicles and uniforms, exhibitions and all promotional material in the visual media.

The identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities.

Visual Identities form certain vital functions for the organisation, both internally as well as externally. Within the organisation, the identity provides a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a group identity and loyalty towards the company.

For its public face, the visual identity is the most important and handy tool for an organisation. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identifies the organisation and helps it stand out in a competitive information age.

## COMPONENTS OF A VISUAL IDENTITY

The visual identity for any organisation broadly comprises of three critical components:

- The logo
- The colour scheme
- Type style (fonts)

THE LOGO – Either a symbol, a word mark; or a combination of both the logo and the logotype, gives the visual identity to an organisation.

A consistent and undistorted use of the logo across various applications lend the identity a distinctive image, powerful enough to be identified, recognized and associated with the organisation.

COLOURS are a vital factor in furthering the overall image. Through consistent use of the same set of the colour palette across different mediums, the organisation can build up a very unique image in the public mind. The type style and the fonts used consistently reinforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organisation.

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This document explains the philosophy of the logo, and details out the basic set of guidelines on how to use the logo. It also specifies certain do's and don'ts pertaining to the usage of the PAPL logo. This is to ensure that the identity is used in a consistent manner across all media, without diluting its essence.

## 1.1 THE LOGO



A very simple and iconic logo. The four English letters are an Acronym for PVN Associates Private Limited and the six dots form an arrow mark representing the Vertical and horizontal transportation industry.

The dominant of all colours in the logo is Orange. Orange is a very vibrant and energetic colour that is strongly associated with creativity, representing the creativity in the work PAPL corp carries out.

The common colour in the logo is Blue that is dark and used here to represent responsibility and reliability that PAPL corp considers as its two most important attributes for being transparent, impartial and independent in its operations.

The light Grey colour in the dots stand for professionalism and sophistication with which PAPL Corp carries out its routine business activities.

The dots, six in number stand for Knowledge, Thought, Emotion, Awareness, Reason and Intelligence where the Orange dot represents knowledge and the Blue dot represents thought.

The dots form an arrow head. The arrow is inclined at 135 degrees to the horizontal and represents the field in which PAPL Corp operates. The arrow itself represents the Elevators; while the horizontal part of the arrow represents Travelators the inclined part represents the Escalators. The Mechanical Car Parking is represented by the vertical part of the arrow.



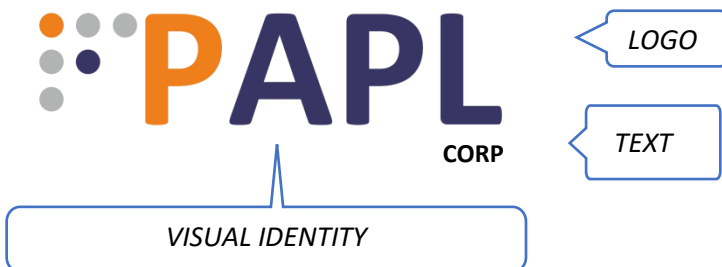
(Please refer to the Auto cad Drawing of the logo for more details)

Note: It has to be ensured that the aspect ratio of the logo should not be changed.

As a form, the logo is very simple in its shape and structure, making it easy to remember, recall and replicate with minimal distortion.

## 1.2 ALTERNATE REPRESENTATIONS

It is permitted to use the logo singularly or with a text identifier. However, the text should be in black, capitals, bold and fit within the extent of the logo



The preferred configuration is shown above and all the all other scripts should be approved by the management before usage.

The logo can also be used in grey scale subject to fulfillment of above conditions



To ensure maximum visibility, of the logo in any identity, it is very important that the logo and the typography be used in such a manner that the logo gets its due importance.

To ensure its integrity and visibility, the PAPL visual identity should be kept clear of competing text, images and other graphic elements. There must be adequate clear space surrounding the identity on all four sides – a space equal to three character spaces depending on the font size being used

### 1.3 USAGE WITH OTHER LOGOS

There may be situations where the PAPL logo/ identity is placed along with symbols/logos of other organisations. In such a scenario first attempt should be made to give utmost importance to the PAPL logo/ identity, however it depends on the relationship with the other organisation and their own branding guidelines.

The PAPL Corp Letter head shall not carry any other brand logo except for PAPL's Logo in line with these guidelines. Similarly, the visiting cards and other official stationary shall not carry any other logo except for PAPL Logo. The proposals shall also not carry any other logo except PAPL Logo.

Usage with other logos is permitted only on two occasions a) in inspection reports & b) Inspection Certificates where it would be necessary to carry a specific logo of the body that has accredited PAPL as an inspection body.

Logos of organisations where PAPL has accreditation or membership or of clients may be used in power point presentations, brochures or other promotional material not along with PAPL Logo but only to indicate the association.

### 1.4 COLOUR

It is recommended that the logo be used on a white or a lighter background to enhance its visibility and recall value.

The colour standards are provided and have to be used while reproducing the logo



C87 M86 Y31 K21  
R59 G55 B101  
Hex #3b3765



C2 M61 Y100 K0  
R238 G127 B34  
Hex #ee7f22



C30 M23 Y125 K0  
R179 G180 B179  
Hex #b3b4b3

In situations where the colours cannot be used due to limitations of reproduction processes, it is recommended to use the entire visual identity (logo and the masthead) in black colour as shown below. Either of the options may be used.

An attempt should be made to maintain maximum contrast with the background colour.



Please Note: The colours shown throughout this booklet may not be the correct colour due to difference in printing process and pigments used. For matching the exact shade of colours, always use the specifications or refer to the colour swatches provided with this document.

## 1.5 INCORRECT USAGE: DO NOT DO THESE

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, type, and colour. The use of the identifier (logo and masthead) should be consistent and should not be distorted or changed in relative proportion, colour etc.

The Logo has been designed with a certain logic. It is very critical to maintain the same relative proportions and colour across applications to ensure a robust and consistent identity.

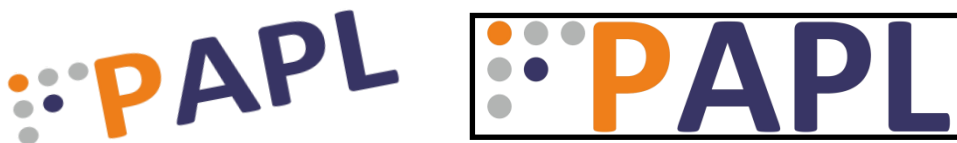


Please use the files which are provided in the media folder of the official website. Please do not attempt to recreate/redraw the logo. A few examples are shown below, which should not be done in any situation or for any kind of purpose.

1. DO NOT STRETCH OR CONDENSE



2. DO NOT ROTATE THE LOGO OR ADD OUT LINES



3. DO NOT ADD SHADOWS TO THE LOGO



4. DO NOT ADD BACK GROUND TEXTURES



5. DO NOT USE REFLECTIONS FOR THE LOGO



#### 6. DO NOT USE INCOMPLETE LOGO



OR



#### IMPORTANT NOTE

- ALWAYS USE THE LOGO IN ORIGINAL PROPORTIONS
- USE THE ELECTRONIC FILE PROVIDED AND DO NOT DOWN LOAD FROM ANY WHERE ELSE EXCEPT FROM KNOWN SOURCES
- USE THE SPECIFIED COLOURS

## 1.6 TYPOGRAPHY

The basic version of the logo defines that the typography used should be of uniform thickness and bold letters (CALIBRI) to complement the visual form of the logo.

The logo is the recognizable face for PAPL corp. All designs should be such that the logo gets more importance. The cover page of reports, brochures, publications and other material should be free of visual clutter.

This logo should be given more (or equal) importance on applications such as workshop kits – folders, notepads etc., made for trainings, seminars, consultations, workshops on this subject.