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BRAND GUIDELINES

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Indian Muneem (“Indian Muneem”, “our”, “us” or “we”) provides these Brand Guidelines. This document serves as a comprehensive resource for understanding and maintaining consistency across all aspects of our brand identity. Our brand is more than just a logo or a color scheme; it's a reflection of our values, vision, and mission. These guidelines are designed to ensure that every interaction with our brand, whether it's through visual elements, messaging, or tone, aligns with our core identity. By adhering to these guidelines, we can present a unified and compelling brand experience to our audience, fostering trust, recognition, and loyalty.

1. Logo Usage:

1.1 Clear Space Around The Logo:

Maintaining adequate clear space around our logo is crucial to ensure its visibility and impact. The minimum clear space should be equal to the height of the letter "A" in our logo.

1.2 Minimum Size Requirements:

To maintain legibility and visual impact, our logo should never be reproduced smaller than 272 x 60 pixels.

1.3 Proper Placement on Different Backgrounds:

1.3.1 Light Backgrounds:

- When placing our logo on light backgrounds, always use the full-color version with our primary brand color.
- Ensure sufficient contrast for maximum visibility.
- Avoid placing the logo over busy or cluttered backgrounds.

1.3.2 Dark Backgrounds:

- When placing our logo on dark backgrounds, use the white or light-coloured version for maximum contrast.
- Ensure the logo stands out clearly without blending into the background.

1.4 Incorrect Usage Examples:

1.4.1 Distorted Logo:

- The logo should never be stretched, skewed, or otherwise distorted. Always maintain the original aspect ratio.

1.4.2 Incorrect Colors:

- Do not alter the colors of the logo. Always use the approved color variations provided in the brand guidelines.

1.4.3 Improper Scaling:

- Avoid scaling the logo disproportionately. Always resize it proportionally to maintain its integrity.

1.4.4 Inappropriate Backgrounds:

- Do not place the logo on backgrounds that clash with its colors or distract from its visibility.
- Avoid placing the logo over complex patterns or textures that may obscure its clarity.

By adhering to these guidelines, we ensure that our logo maintains its integrity and effectively represents our brand in various contexts.

2. Color Palette:

2.1 Primary Colors:

Our primary colors are the cornerstone of our brand identity, representing our essence and values:

- Orange

2.2 Secondary Colors:

Complementing our primary palette, our secondary colors enhance visual diversity while maintaining brand consistency:

- Blue
- White

2.3 Color Codes:

- Orange: #d23b27
- Blue: #1d3b6d
- White: #fff

2.4. Color Usage Guidelines:

2.4.1 Backgrounds:

- **Primary Colors:** Reserved for background elements that require high visibility and prominence, such as banners or hero sections.
- **Secondary Colors:** Can be used for backgrounds in less prominent areas or for adding visual interest without overpowering content.

2.4.2 Text:

- **Primary Colors:** Use for text that requires high contrast and readability, especially against light backgrounds.
- **Secondary Colors:** Use sparingly for accent text or headings to add visual interest without detracting from readability.

2.4.3 Accents:

- **Primary Colors:** Utilize primary colors for accents in design elements such as buttons, borders, or icons to maintain consistency and brand recognition.

- **Secondary Colors:** Secondary colors can be used for subtle accents or to add depth to the design without overshadowing primary elements.

By adhering to these color guidelines, we ensure a cohesive and harmonious visual identity across all brand materials and touchpoints.

3. Typography:

Typography plays a vital role in defining our brand's visual identity and conveying our message effectively. Consistent use of typography across all brand materials is essential for maintaining brand recognition and coherence.

3.1 Primary Font

Our primary font is Aileron SemiBold.

3.2 Secondary Font

If applicable, our secondary font is Lato.

3.3 Font Pairing Guidelines:

When combining fonts, we aim for a harmonious balance that enhances readability and visual appeal. Here are some guidelines for font pairing:

- **Contrast:** Choose fonts with contrasting styles to create visual interest without sacrificing readability.
- **Consistency:** Maintain consistency in font weights, styles, and proportions to ensure a cohesive look.
- **Hierarchy:** Use different font weights, sizes, and styles to establish a clear hierarchy between headings, subheadings, and body text.

3.4 Usage Instructions

3.4.1 Headings:

- **Primary Font:** Use the primary font for headings to maintain brand consistency and visual hierarchy.
- **Secondary Font:** If applicable, the secondary font can be used for headings to add variety and visual interest.

3.4.2 Body Text:

- **Primary Font:** Utilize the primary font for body text to ensure consistency and readability across all brand materials.
- **Secondary Font:** If applicable, the secondary font can be used sparingly for special sections or emphasis within body text.

By following these typography guidelines, we ensure a cohesive and professional brand presence across all communication channels and materials.

4. Applications:

Our brand guidelines extend beyond just visual elements; they also encompass how our brand is represented across various applications. Consistency across all touchpoints is essential for reinforcing our brand identity and establishing trust with our audience.

4.1 Stationery:

Our stationery serves as a physical representation of our brand in the professional world. Consistent branding on stationery items like letterheads and business cards reinforces our identity and leaves a lasting impression. Here are some guidelines for stationery applications:

- **Letterhead:** Ensure our logo is prominently displayed at the top, along with our brand colors and typography for a cohesive look.
- **Business Cards:** Incorporate our logo, contact information, and brand colors/fonts for a professional and recognizable design.
- **Envelopes:** Include our logo and brand colors on envelopes to maintain consistency with other stationery items.

4.2 Digital Applications:

In today's digital age, our online presence is just as important as our physical one. Consistent branding across digital platforms like our website and social media channels helps to build brand recognition and trust among our online audience. Here are some guidelines for digital applications:

- **Website:** Use our brand colors, typography, and imagery consistently throughout the website for a cohesive user experience. Ensure our logo is prominently displayed on each page.
- **Social Media:** Apply our brand colors, logo, and typography consistently across all social media platforms. Create branded templates for posts to maintain a cohesive look and feel.
- **Email Signatures:** Standardize email signatures across all employees with our logo, brand colors, and contact information for a professional and unified appearance.

4.3 Marketing Collateral

Our marketing collateral, such as brochures and flyers, serves as tangible representations of our brand and its offerings. Consistent branding on marketing materials helps to reinforce our brand identity and messaging. Here are some guidelines for marketing collateral:

- **Brochures:** Incorporate our logo, brand colors, and typography into brochure designs for a cohesive and professional look. Ensure messaging is aligned with our brand voice and values.
- **Flyers:** Use our brand colors, typography, and imagery consistently on flyers to maintain brand recognition. Include clear calls-to-action and contact information.
- **Presentations:** Create branded templates for presentations with our logo, brand colors, and typography for a consistent and professional look. Ensure slides are visually appealing and easy to read.

5. Guidelines for Third-Party Use of Brand Assets:

If applicable, please adhere to the following guidelines when using our brand assets:

- **Logo Usage:** Only use our logo in accordance with the guidelines outlined in our brand guidelines document. Do not alter, distort, or modify the logo in any way.
- **Font Usage:** If using our brand fonts, ensure they are used solely for representing our brand and not for any other purpose. Do not distribute our fonts to third parties.
- **Color Usage:** Use our brand colors consistently and accurately. Refer to our brand guidelines for specific color codes and usage guidelines.
- **Asset Distribution:** Do not distribute our brand assets to third parties without prior authorization. If sharing assets with approved partners or vendors, ensure they understand and agree to abide by our brand guidelines.

- **Attribution:** When using our brand assets in external materials or collaborations, provide proper attribution to Indian Muneem as the owner of the assets.

By following these guidelines, you help maintain the integrity and consistency of our brand identity across all platforms and channels.