

Girmit Software

# Brand Identity Manual

Innovating the payments ecosystem through  
intelligence and technology.

# Brand Overview

Girmiti Software Private Limited is a technology-driven company specializing in product engineering, digital solutions, and services with a strong focus on the payments industry. With years of expertise, Girmiti has partnered with global clients to deliver innovative, scalable, and secure solutions that support diverse business models and industries.

Our brand stands for trust, innovation, and excellence. We are committed to providing end-to-end solutions that combine advanced technology with user-friendly experiences. Whether it is UI/UX, product development, or enterprise solutions, our work reflects precision, reliability, and customer-centric values.

## What Our Brand Represents

- **Innovation:** Pioneering technology and digital solutions.
- **Reliability:** Secure, scalable, and trusted by global clients.
- **Excellence:** Quality-driven execution in every engagement.
- **Partnership:** Long-term collaboration and client success.

## Why Brand Consistency Matters

Every interaction with Girmiti-whether through our logo, digital platforms, or communication-shapes how people perceive us. Consistent use of our brand elements ensures we always present a professional, unified, and trustworthy identity. These guidelines are designed to maintain that consistency across all channels, teams, and projects.

# Our main logo

The primary logo is the main representation of Girmiti Software Pvt. Ltd. and should be used whenever possible. It reflects the brand's identity most clearly and consistently



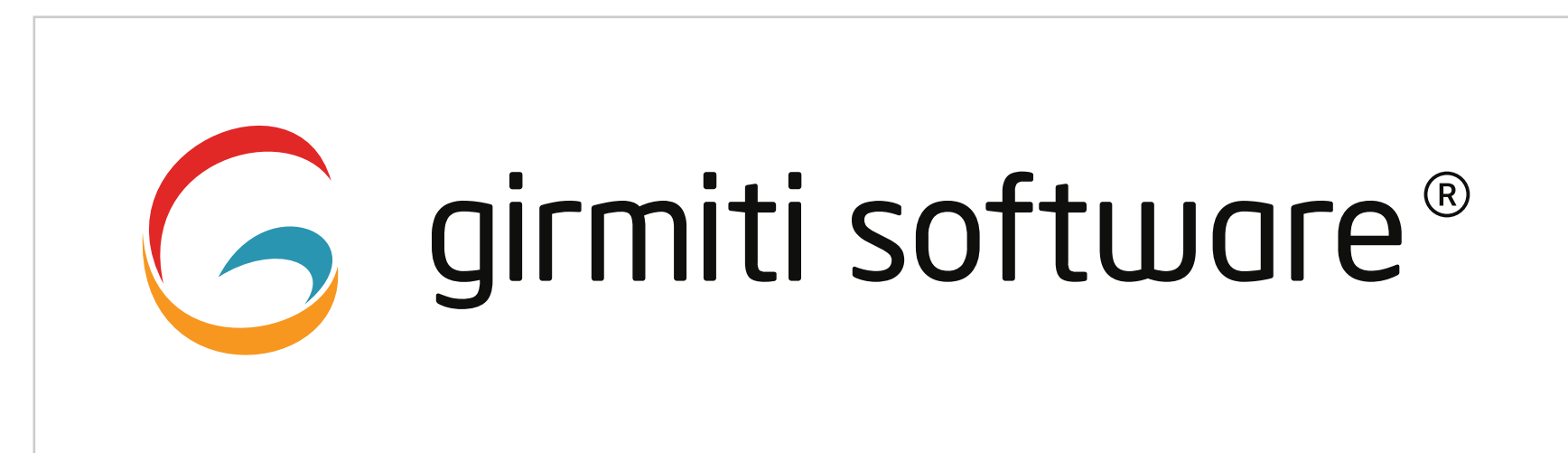
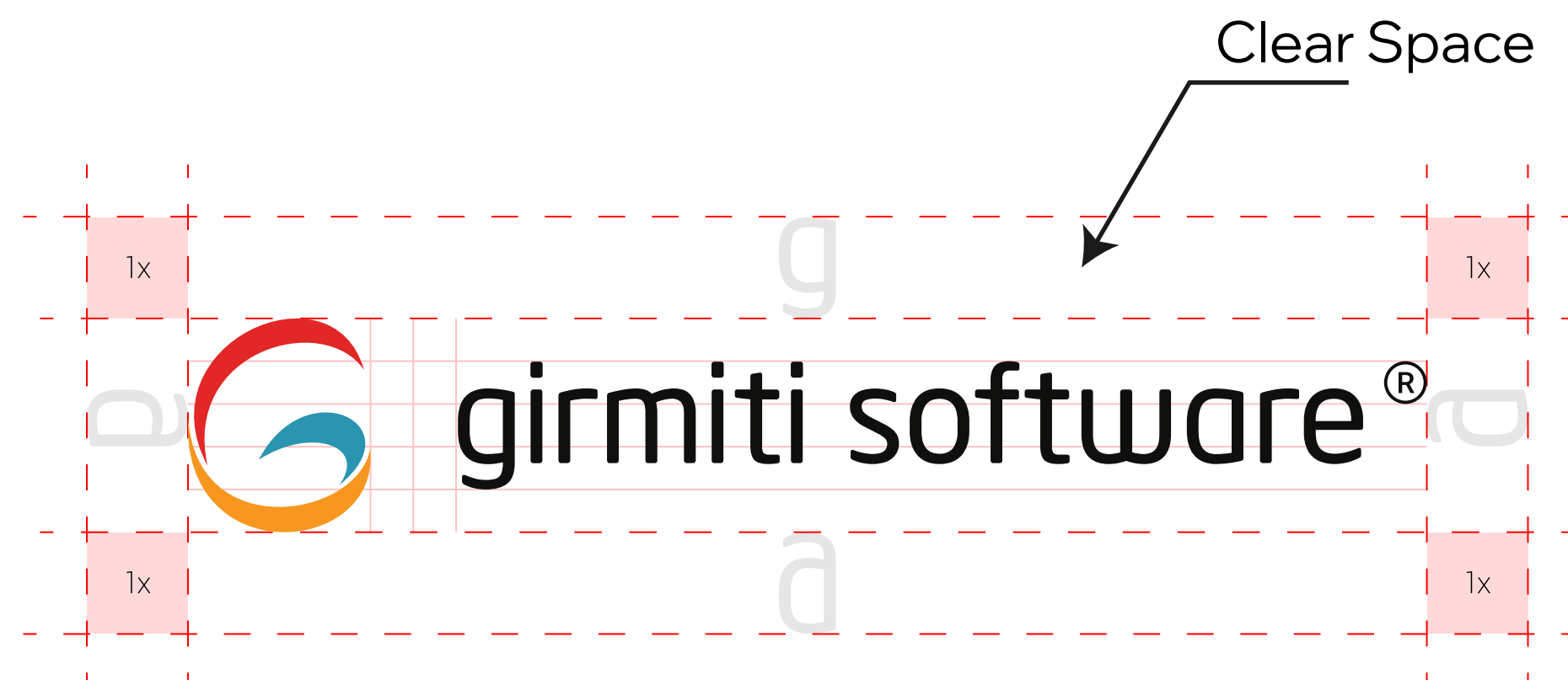
Light/White Background



Dark/Black Background

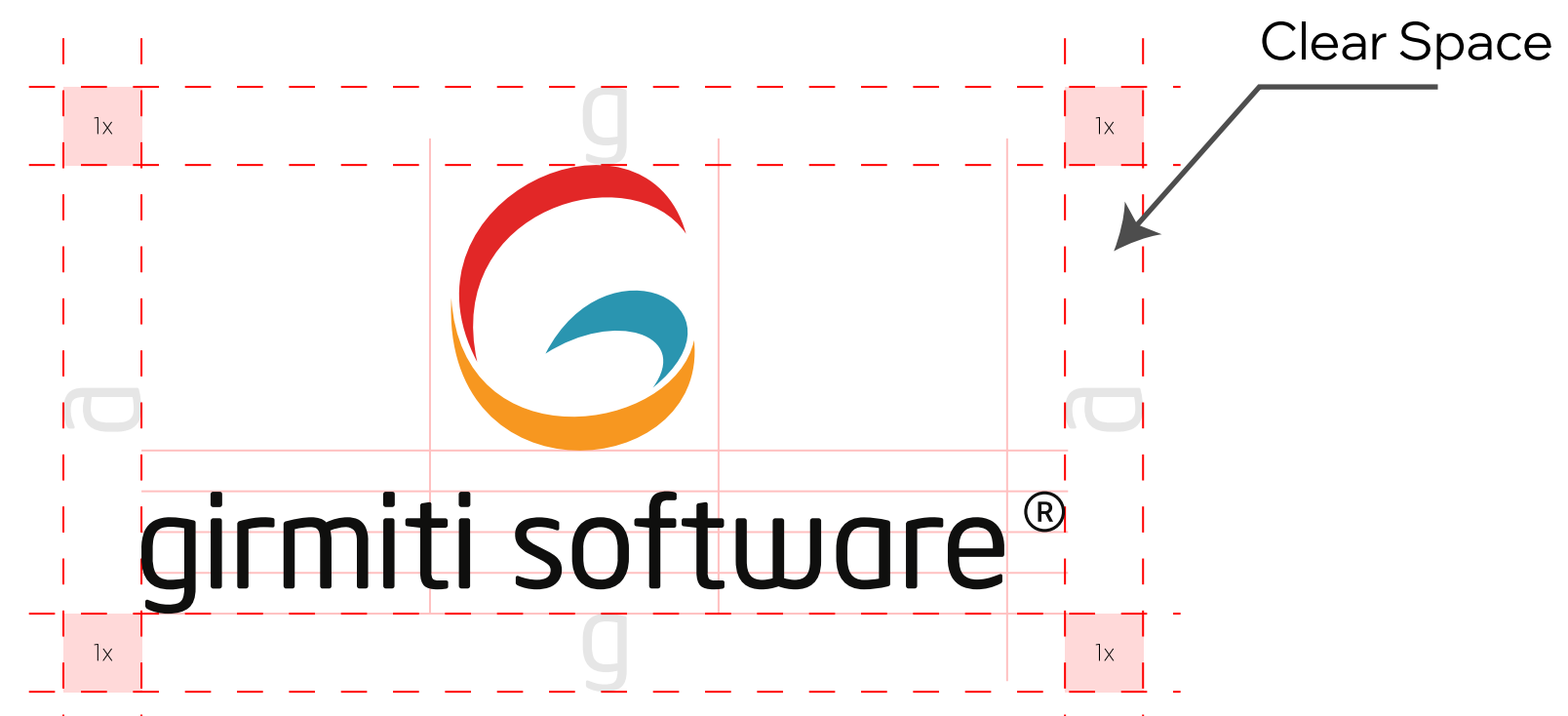
# Clear Space (Horizontal)

**Clear space (safe zone)** is the minimum empty area around the logo that keeps it visible and impactful. It is measured using part of the logo (e.g., the height of a letter or symbol) as a unit (X) and applied on all sides. This space prevents crowding, distortion, or distraction, ensuring the logo always looks professional and consistent.

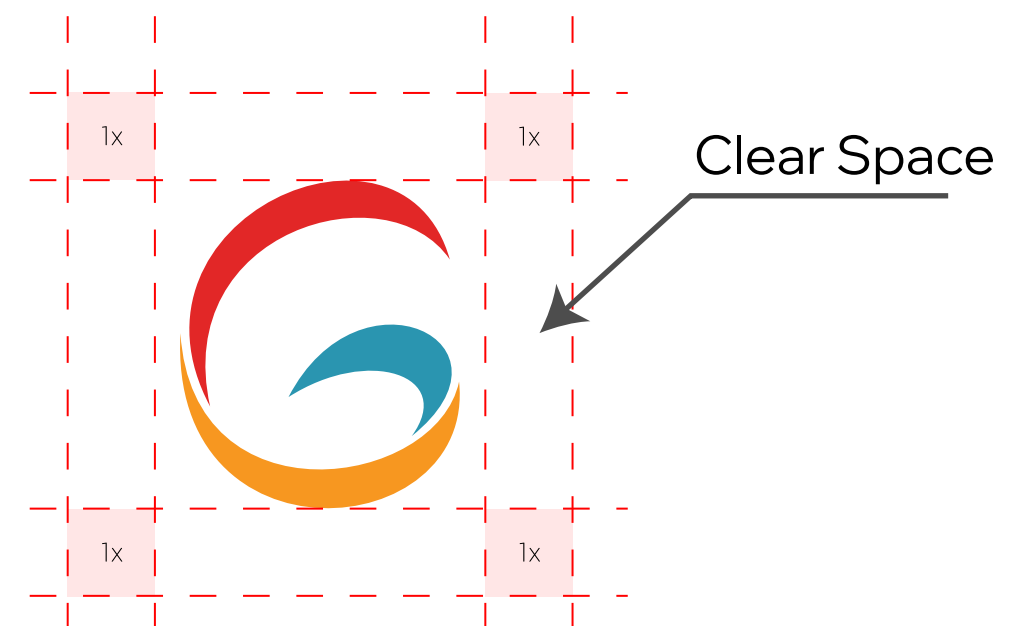


# Clear Space (Vertical & Logo Mark)

Vertical



Logo Mark



# Color Palette

## Primary Colors



### Teal Blue

HEX #2A95B0 / RGB (42, 149, 176)

Symbolizes Trust, Technology, and Innovation.



### Vibrant Orange Yellow

HEX #F79720 / RGB (247, 151, 32)

Represents Energy, Growth, and Forward Momentum.



### Dynamic Red

HEX #E22727 / RGB (226, 39, 39)

Conveys Strength, Confidence, and Impact.

# Color Palette

## Secondary Colors

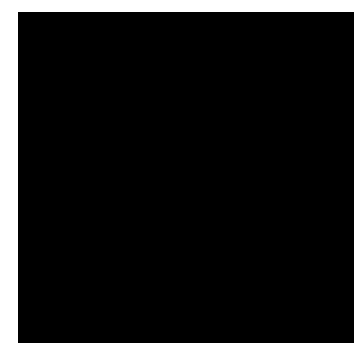


**Prestige Green**

**HEX #005B41**

emphasizes exclusivity and premium quality.

## Natural Colors



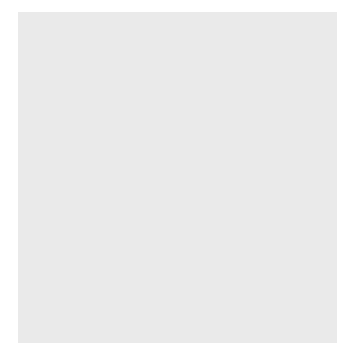
**Black**

**HEX #000000**



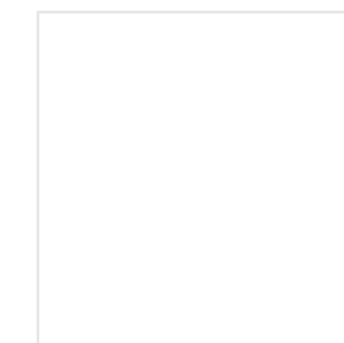
**Dark Gray**

**HEX #333333**



**Light Gray**

**HEX #eaeaea**



**White**

**HEX #FFFFFF**



# Typography Overview

Typography is a vital element of Girmiti's brand identity, ensuring clarity, consistency, and professionalism across all platforms. Our typeface system balances formal corporate communication with modern digital presence.

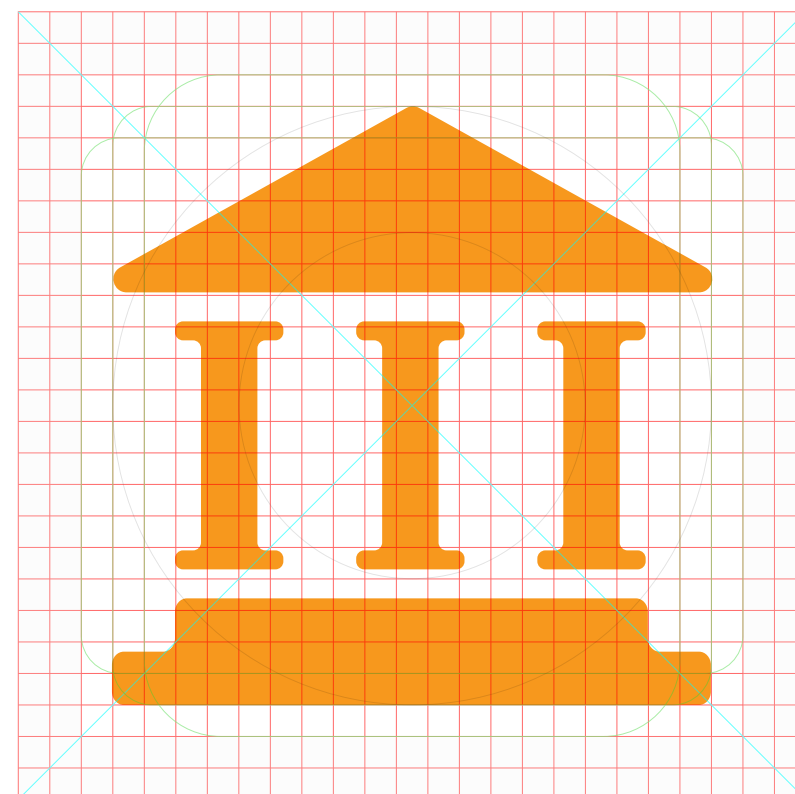
- **Verdana** is our official typeface, chosen for its readability and professional tone in reports, documents, and presentations.
- **Wix Madefor Display** is our digital typeface, designed for user interfaces, marketing, and product experiences, bringing a modern and approachable style.

Using these two typefaces consistently strengthens our visual identity and ensures our brand always appears clear, reliable, and future-focused.

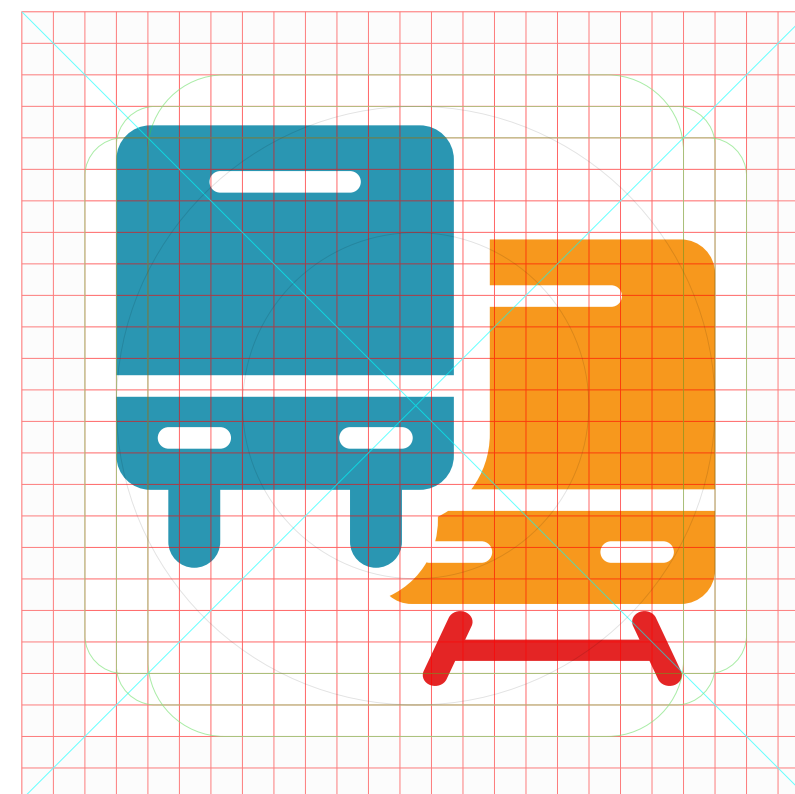
# Typography Specs

Typeface	Primary Use	Style & Weights	Recommended Size	Notes
<b>Verdana</b> (Primary)	Official documents, reports, internal communication	Regular <b>Bold</b> <i>Italic</i>	H1: 18–20pt H2: 16–18pt H3: 14–16pt Body: 10–12pt Footnotes: 6 –8pt	Reserved for print, formal docs, and presentations
<b>Wix Madefor Display</b> (Secondary)	Digital media, product UI, marketing materials, websites	Regular Medium <b>Semi Bold</b> <b>Bold</b> <b>Extra Bold</b>	H1: 18–20pt H2: 16–18pt H3: 14–16pt Body: 10–12pt Footnotes: 6 –8pt	Reserved for digital, external, and product-facing use.









# Iconography



Single/Solo Icon



Dual/Merged Icon

	Primary Color	Accent Color
Line Icon	 	 
Bold Icon	 	 

# Thank You

We are committed to building innovative, AI-powered fintech solutions that simplify complexity and empower businesses to grow with confidence.

Girmiti Software Private Limited

**Making Complex Simple with Innovation, AI & Fintech**