



# Why Name Steel Summit ..??

## **Evoking Aspiration and Achievement:**

The name "Steel Summit" conveys a sense of ambition, progress, and the pursuit of excellence. It suggests that your company aims to reach the pinnacle of the steel industry, symbolizing a commitment to achieving the highest standards and becoming a leader in the field.

## **Global Appeal:**

"Steel Summit" possesses a universal appeal and can resonate with a broad range of audiences, regardless of geographic location. The name's simplicity and straightforwardness allow it to transcend language and cultural barriers, making it easier to establish a strong and recognizable international presence.

## **Differentiation:**

While names like "Fine Steel" and "Pak Steel" may convey quality and national identity respectively, they are relatively common and lack distinctiveness. "Steel Summit" stands out as a unique and memorable choice, setting your brand apart from competitors and enabling it to be easily recognized and recalled in a crowded marketplace.

## **Connotations of Strength and Durability:**

The term "summit" implies reaching the highest point, which aligns perfectly with the inherent qualities of steel—strength, durability, and resilience. By associating your brand with this term, you create a powerful imagery that instills confidence in the quality and reliability of your steel products.

## **Versatility and Potential for Expansion:**

"Steel Summit" allows for future expansion beyond steel production, if desired. While it primarily conveys the core focus of your company, the name is flexible enough to accommodate potential diversification into related industries or services. This versatility provides long-term brand value and adaptability.

In summary, "Steel Summit" combines aspiration, global appeal, differentiation, connotations of strength, and versatility, making it an excellent choice for your brand. It captures the essence of your company's ambitions, communicates a commitment to excellence, and distinguishes itself in a competitive market.

I hope this brief explanation provides you with a clear rationale for selecting "Steel Summit" as your brand name. Should you have any further questions or require additional information, please don't hesitate to reach out.

Thank you for your attention, and I look forward to our continued collaboration.





# Steel Summit

## DEALS IN QUALITY STAINLESS STEEL

### VISION:

To be a leading provider of high-quality stainless steel products, recognized for our innovation, reliability, and commitment to customer satisfaction. We strive to be the preferred choice for stainless steel solutions globally, setting industry standards through excellence in manufacturing and customer service.

### MISSION:

Our mission is to deliver exceptional stainless steel products that meet the diverse needs of our customers. We aim to achieve this by leveraging our expertise, state-of-the-art technology, and a dedicated workforce. We are committed to continuously improving our processes, maintaining strict quality control, and fostering sustainable practices throughout our operations. Our goal is to forge long-lasting partnerships with our clients based on trust, integrity, and mutual success.



Created by  
Muhammad Ahmad Ali

# Brand Guideline





# About Brand Guidelines

The document will explain the basic Elements of the Steel Summit. It explains how to use the logo and Style elements correctly.



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## 1.1. Brand Slogan

# Concept

# 1.0

Brand Slogan

**DEALS IN QUALITY STAINLESS STEEL**

1.1

A

06

Brand Guidelines  
Version 1.0

Created by  
Muhammad Ahmad Ali







# Logo

- 2.1. Main Logo
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- 2.9. Incorrect Usage

# 2.0

# Main Logo

The Main Logo Consist of two parts - The watermark  
And the brand mark. The Logo was designed with specific  
Proportions that allow the logo to feel balanced.



# Logo Anatomy



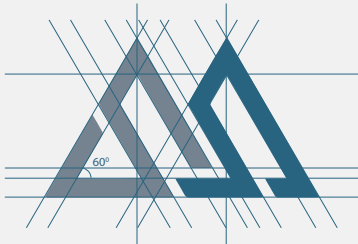
# Brand Mark

The brand mark is created according to the brand mission.  
It can be used in many different ways due to its integrity,  
For example can also be used as a pattern.



# Brand mark Anatomy

Its a strong key visual that is memorable and simple.  
The position and proportions of the logo are strictly Fixed. They must not be changed or redrawn for any Reason.



# Logo & Slogan Compositions

You can use these options as main part of a composition

On Big layouts (e.g. poster, billboards, preleader screen, etc).



# Minimal logo size

Here are the minimum logo sizes. Please avoid  
Reducing in further, the logo will be illegible.



# Incorrect Usage

In order to preserve the integrity of the logo, please avoid  
Executions which misuse, amend, or trivialize the identity.  
Here are some examples of what not to do.





# Typography

# 3.0



# Primary Typeface

## NulshockRg-Bold

NulshockRg is a modern font with a geometric touch, so you can use them to your heart content.

**A**  
**A B C D E F G H I J K L M N**  
**O P Q R S T U V W X Y S**  
**! @ # \$ % ^ & \* ( ) \_**  
**1 2 3 4 5 6 7 8 9 0**



**Color**

**4.0**



# Brand Color

## Sea Green

Hex: #21627F  
RGB: 32 / 99 / 128  
CMYK: 99 / 55 / 34 / 12

## Cadit Grey

Hex: #74838F  
RGB: 116 / 131 / 143  
CMYK: 54 / 37 / 31 / 12

## White

Hex: #F1F2F2  
RGB: 241 / 242 / 242  
CMYK: 0 / 0 / 0 / 5





# Bussiness Card

# 5.0

## 5.1. Bussiness card



There should be logo and name in uv print. we can feel the uv and glossy effect in it.





# Letterhead

# 6.0



## 5.1. Letterhead

Letterhead Steel Summit  
Deals in Quality Stainless Steel



☎ 034976070 | 0309-602030  
✉ [Contact@steelsummit.pk](mailto:Contact@steelsummit.pk)  
🌐 [www.steelsummit.pk](http://www.steelsummit.pk)







# Bill Book

# 7.0



### 5.1. Bill Book

A5 size bill book designed for the Steel Summit brand. It includes essential billing information and serves as a professional record-keeping tool. The bill book's design should align with the brand's visual identity guidelines, incorporating official logos, colors, and typography to maintain a consistent and cohesive look.



WAZIRABAD, PUNJAB 52000.  
03497769270 | 0309 6051350  
Contact@steelsummit.pk  
www.steelsummit.pk

**BILL BOOK**

Invoice No. : \_\_\_\_\_  
Invoice Date : \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Phone Number \_\_\_\_\_

| Sr.No. | Description | Qty. | Rate  | Amount |
|--------|-------------|------|-------|--------|
|        |             |      |       |        |
|        |             |      | Total |        |


Rupees in words : \_\_\_\_\_

Signature \_\_\_\_\_



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**BILL BOOK**

Invoice No. : \_\_\_\_\_  
Invoice Date : \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Phone Number \_\_\_\_\_

| Sr.No. | Description | Qty. | Rate | Amount |
|--------|-------------|------|------|--------|
|        |             |      |      |        |

Total

Rupees in words : \_\_\_\_\_

Signature \_\_\_\_\_



# Stamp

# 8.0



## 5.1. Round Stamp





### 5.1. Rectangular Stamp







*Thank You*  
**QASIM AFAQ**