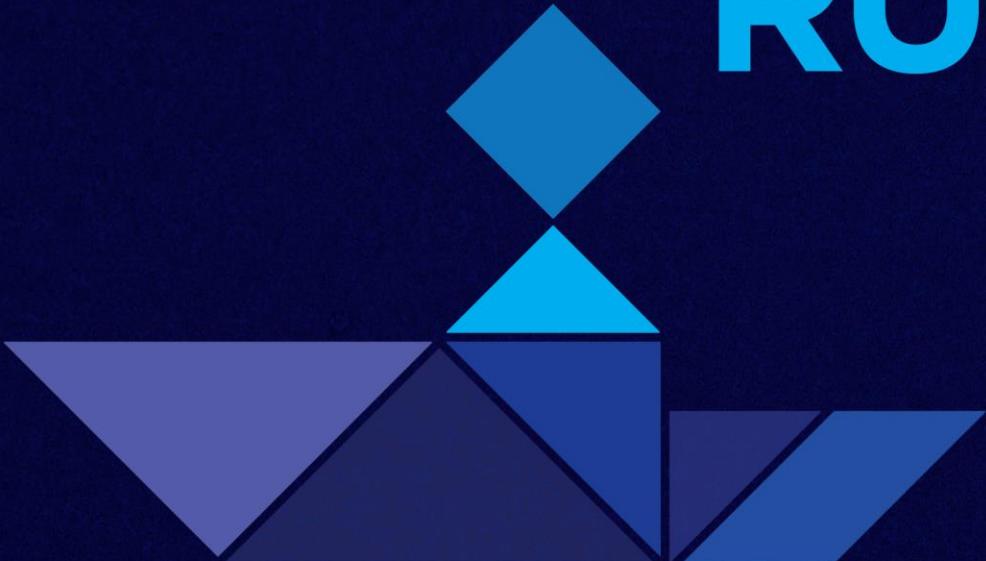


CORPORATE IDENTITY MANUAL



# LET IT RUN



## INTRODUCTION: CORPORATE IDENTITY MANUAL

A brand is unique!

It has an emotional link that binds all stakeholders, instituting an expectation of quality and consistency, and ultimately adds value over and above the products and services.

The Corporate Identity Manual (CIM) strengthens brand quality by accentuating a unique, consistent, and strong image of EMXCEL in the minds of all our stakeholders/patrons.

The CIM will guide you in the application of the corporate identity in all your communication undertakings.

If you have any inquiries around the updated corporate identity, do not hesitate and get in touch at- [marketing@emxcelolutions.com](mailto:marketing@emxcelolutions.com)

I wish you success in the daily building of our corporate image.

*Daxay Makhecha*

**Daxay Makhecha**

Managing Director

**MD MESSAGE 01**

- The Master Logo
- Pictogram
- Logo lockup
- Variations
- Logo Background
- Logo Usage
- Font Family
- Colour Palate

**IDENTITY GUIDELINES 10**

- Logo proportions
- Subtext
- Co-branding
- Trademark
- Do's and don'ts

**STATIONERY ADMINISTRATIVE 15**

- Stationery (Visiting Cards/ Envelope/ Letterheads/ CD Cover etc.)
- Binders (Welcome Kit/ Diary/ Note Pad)
- Cash Memo/bill
- Labels

**IDENTITY INTRODUCTION 22**

- Uniform
- Badges
- Gifts
- Shopping bag
- Product docket
- PR. Communications (Press Kit Folder)
- External (Building Exterior)
- Entrance (Office or Building Entrance)
- Interior (Office/Building/Shop Interior)
- Profile

**MARKETING/SALES 29**

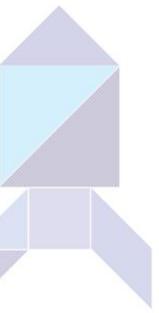
- Power Point Templates
- Mini Bus/Tempo
- Vans
- Paper Example (GSM/ Normal or Special)
- Printing (Offset, Screen, Digital | Paper GSM)
- Secondary Color Palette and Gradient Usage

**ADVERTISING GUIDELINE 36**

- Press Ad (Print Advertisement Full pg./Half pg., Vertical/Horizontal Strip Ad)
- Outdoor (Random Proportion 1x1/1x2/1x3/1x4/1x5 Vertical/Horizontal Outdoor)
- Poster
- Banner
- Co-Branding
- Exhibition Signage
- Web Banners
- Digital and Social Media
- Websites (Interface Design consider Brand Look and Feel)

**VISUAL GUIDELINE 51**

- Guidelines for Visual Photography
- Guidelines for Stock Vector
- Guidelines for Illustration Style
- Guidelines for Video
- Glossary



## THE MASTER LOGO

### EMXCEL

EMXCEL has been empowering businesses with digital solutions since its inception in 2016. The seamless blend of advanced business processes, flexible delivery models, competent project management, broad technology spectrum, and exceptional domain expertise empowers EMXCEL to support the end-to-end progression of software product engineering.

Discover how our products can resolve your business challenges with ready-to-deploy IT solutions.

### expect more

Technology is not for the select few. Technology is for multitudes, starting from the grassroots. At EMXCEL we are stalwartly and dedicatedly bent on a mission to make technology accessible to each and everyone on this planet and expedite empowerment and excellence.

Through our expertise and services offered for various domains, we endeavour to touch lives and make a difference. We are relentlessly working towards adding convenience and value at every touch point to empower businesses to sail smoothly through the competition.

The 'expect more...' tagline has been consciously chosen to echo the organizational culture where it's always about expecting more! More creativity, innovation, diversity, equality, participation, and experimentation, along with a greater presence and footprint.

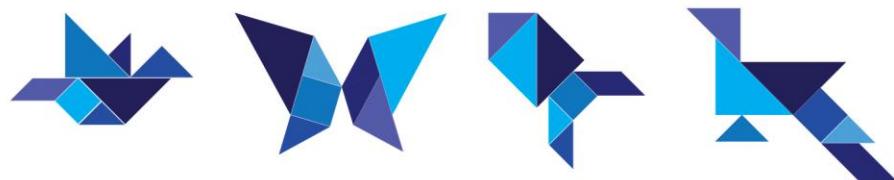


## PICTOGRAM

The pictogram is used as a decorative element. It can be trimmed as per the instructions that follow. The shortened version of the pictogram must always be used in combination with the full logotype. Don't forget to consider the exact space required around the pictogram.

## TANGRAM

Tangram is a puzzle comprising of seven pieces (five triangles, one square, and one parallelogram). Multiple figures can be formed with these pieces, all without superimposing them. Factually, Tangram can assemble 1700 figures with seven pieces. Tangrams mainly teach spatial relationships. It is represented to inculcate incredibly positive geometry skills that works with creativity and reasoning skills



THE MASTER LOGO GRID



## EMXCEL Logo Lockup

### MAIN VERSION

The preferred version for all material and marketing communications.



### INVERT VERSION

The preferred version for all dark backgrounds.



### DARK VERSION

The preferred version for only one-color printing. However, never to be used on the web.



### WHITE VERSION

The preferred version for only one-color printing on dark backgrounds. However, never to be used on the web.



## MASTER LOGO BACKGROUND

### Full Color

This is the preferred variant for product applications. It may be shown on white (preferred), light grey or a solid color background. It may also be used over photos where a suitable clear area exists.

### One Color Reverse

Use the reverse variant when a background is too dark to allow use of the positive logo.



### CORRECT BACKGROUND

This version must sit on white or light backgrounds or an image. The unit works best on a plain white background.

## FONT FAMILY

### REGULAR FONT

## GOTHAM FAMILY

**BOLD** (Use for Mainly Headlines)

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 Z  
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 z  
1 2 3 4 5 6 7 8 9 0

REGULAR (Use for Mainly Text)

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 Z  
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 z  
1 2 3 4 5 6 7 8 9 0

LIGHT (Use for Mainly Text)

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 Z  
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 z  
1 2 3 4 5 6 7 8 9 0

FAMILY FONTS

MEDIUM

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 Z  
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 z  
1 2 3 4 5 6 7 8 9 0

BLACK

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 Z  
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 z  
1 2 3 4 5 6 7 8 9 0

The following fonts are acceptable for EMXCEL brand imaging.  
Guidelines are provided for the use of each version.

#### Corporate Identity

The baseline of the EMXCEL logo, and our address or other co-ordinates should be typeset in HARABARA MAIS DEMO.

#### Headings

Headings are used in print and web materials. All headlines should be typeset in GOTHAM BOLD.

#### Body Copy

Use GOTHAM for body copy (blocks of text or paragraphs). No other font families or typefaces may be used or substituted.

### SECONDARY FONT

## HARABARA MAIS DEMO

(Use for Alternate)

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 Z  
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 z  
1 2 3 4 5 6 7 8 9 0

#### TEXT ALIGNMENT

Left, right or center align text with use of proper letter and line spacing.

##### 70% - USAGE LEFT ALIGNED

Typography is one of the most common interface design elements. So, it's not enough to merely list the names of typefaces used in a product. Clear instructions must be given for titles, subtitles, headings (H1, H2, H3), body, text, and captions.

##### 20% - USAGE CENTER ALIGNED

Typography is one of the most common interface design elements. So it's not enough to merely list the names of typefaces used in a product. Clear instructions must be given for titles, subtitles, headings (H1, H2, H3), body, text, and captions.

##### 10% - USAGE LEFT ALIGNED

Typography is one of the most common interface design elements. So it's not enough to merely list the names of typefaces used in a product. Clear instructions must be given for titles, subtitles, headings (H1, H2, H3), body, text, and captions.

## BRAND COLORS AND PSYCHOLOGY

Color is an instantly perceptible, recallable and important element of the EMXCEL Marketing Platform. Applying EMXCEL Marketing Platform's core color palette will help create strong visual communication in everything from product UI to illustration and iconography.

For the most part, white and the two core colors should be enough. If you do need additional colors for your project, you can use darker tones to help you balance primary and supporting palettes.

Blue denotes and brings out feelings of *trust* and *dependability*. It's reliable, *responsible*, and mentally soothing. For that reason alone, it's one of the most preferred colors by businesses to represent them around globe.

Blue inculcates a more mental reaction rather than physical that allows us to destress, calm down, and think of the most ideal situation. Unfortunately, it also is one of the last colors to be seen, and can be perceived as distant, cold, or unfriendly if used in great amounts.

Overall, blue is a well-liked color that can bring a sense of calmness and trust when building relationships, especially in marketing.

The following colours are the only ones that may be used for **EMXCEL logotype**. No other colours may be used or substituted for the EMXCEL logo.



**Medium Electric Blue**  
C M Y K  
100 90 0 0



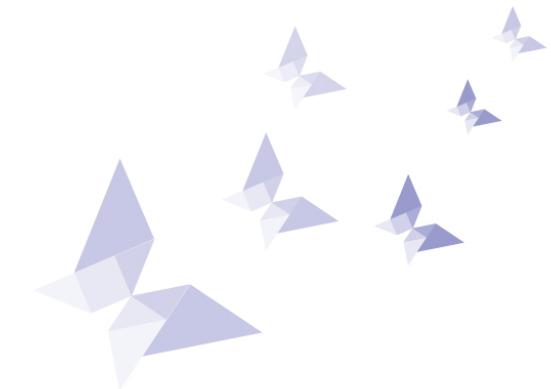
## PRINTS



**Blue Grey**  
C M Y K  
32 18 00 35



**Black**  
C M Y K  
40 40 40 100



**Medium Electric Blue**  
R G B    HEX    PANTONE  
35 30 160    231EA0    2736 C



## ELECTRONICS



**Blue Grey**  
R G B    HEX    PANTONE  
121 137 163    7989A3    7682 C



**Black**  
R G B    HEX    PANTONE  
0 0 0    000000    Natural Black C



# FOLLOW **THE PATH**

A decorative graphic at the bottom of the page consists of a series of overlapping triangles and squares in shades of blue and purple, forming a winding path that starts from the left and curves towards the right, ending near the text.

Identity Guidelines

A brand isn't just a logo, or our business cards. It's not words on a page or images on a screen. It's not a billboard or an event booth. It's a mix of these elements, but really, so much more.

Most important, a brand is about people. When you interact with someone, they won't always remember the particulars of your conversation. But you can be sure they'll remember how you made them FEEL. That's a brand.

## LOGO PROPORTIONS

LOGO UNIT



### SPECIFICATION

What is 'V'

V = Height of the letter 'V' of the logo unit

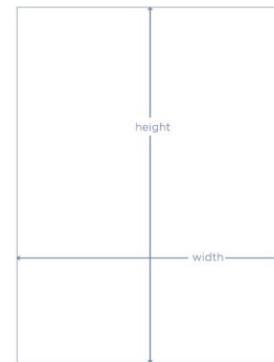
What is 'W'

W = Width of the logo unit

What is 'X'

X = The minimum space to be left around the Logo

TYPICAL SPACE



**SUBTEXT****EXCLUSION ZONE**

The EMXCEL Logo must stand out. Maintain clear spaces on all sides of the Logo. The free zone restricts the Logo competing with other elements and graphic expressions.

The minimum clear space above and under the Logo is equal to the height of the letter "E." The clear space to the left and right of the Logo is equal to the width of the letter "E."

**MINIMUM SIZE**

The following are specific guidelines related to the sizing of the EMXCEL Logotype. The minimum Logo size in all usages is 2 cm wide.

The baseline EMXCEL need not be used if the Logo needs to be smaller than 2 cm. The Logo must not be shorter than 1 cm wide (without baseline).

## REGISTERED

Brand name does not just differentiate us from the competition; it is an emotional connection establishing an expectation of quality and consistency. Brand names used by EMXCEL are registered and must carry the ® symbol.

The brand name must be written in capitals. It is always accompanied by the signature 'by EMXCEL.' The company signature must always be on a blue background and must maintain the same length. The baseline should be aligned with one of the capitals in the brand name (if possible).

Position of ® for large size logo



For smaller size logo



### NOTE

The ® Logo must be placed within the area specified above. However, in the case of small-sized logos, it may be placed outside, as shown to adhere to the minimum size requirements of the ® Logo.

## DO'S AND DON'TS

Every application of the EMXCEL brand identity must strengthen and reinforce the organization's positive brand image. The development of the identity should be done with care and with the highest quality standards possible.

The Logo is a fixed design element that may not be edited or changed in any way. The Logotype may only be reproduced graphically, as described in this document. The brand identity, in all its forms, is the exclusive property of EMXCEL.

To ensure that our Logo is always recognizable, it must be used consistently, with discipline, and with precision. The power of a Logo is easily weakened, when misused. We can avoid this problem by guarding the usage. The correct usage of the EMXCEL Logo is defined on the page.



Don't use the old logo



Don't use the word-mark alone



Don't stretch it



Don't squeeze it



Don't rotate it



Don't use busy backgrounds



Don't use against low-contrast



Don't use the old logo



Don't use reshape logo



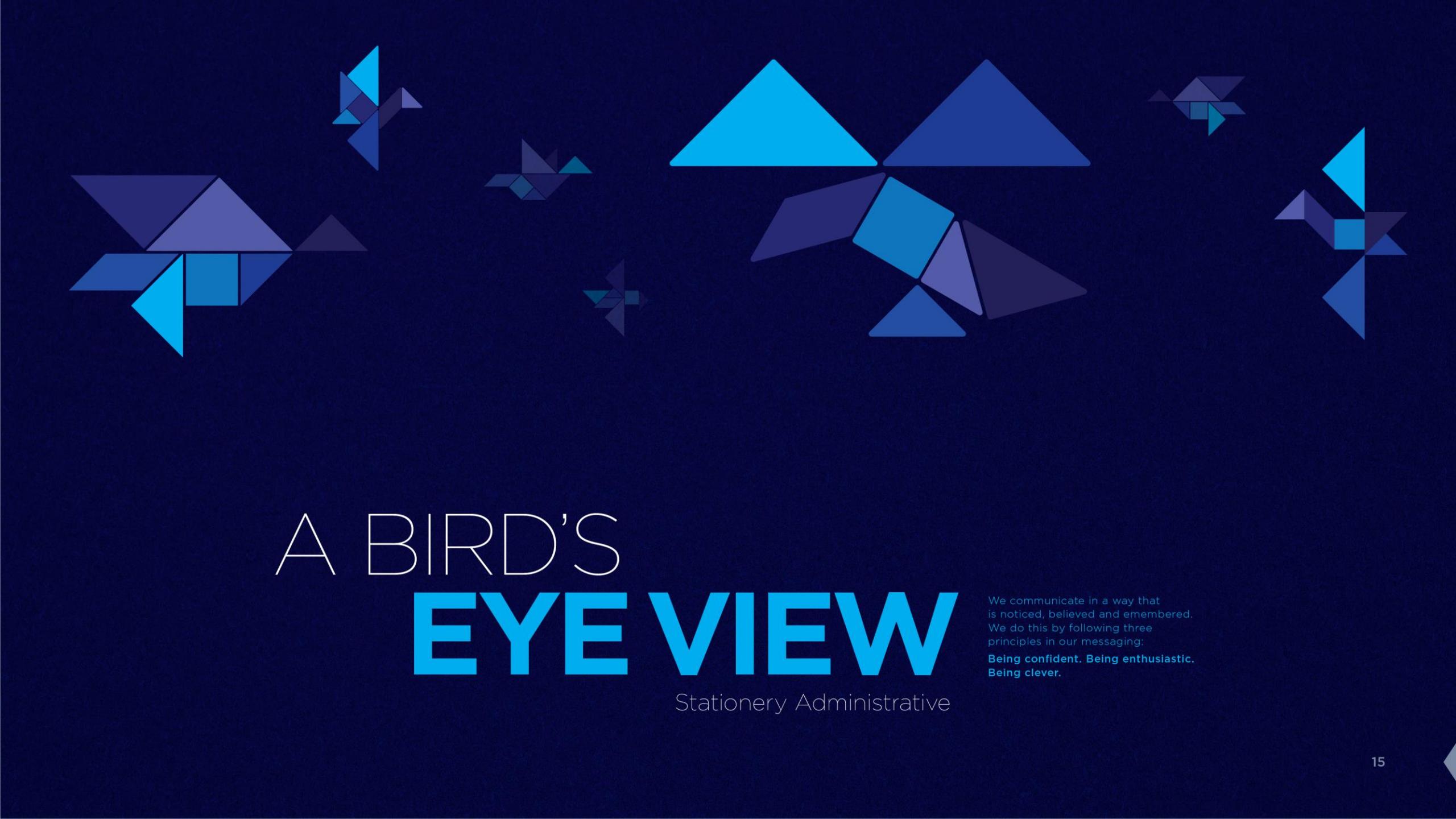
Don't change the logo color



Don't outline or create a key-line around the logo



Don't stack the logo



# A BIRD'S **EYE VIEW**

Stationery Administrative

We communicate in a way that  
is noticed, believed and remembered.  
We do this by following three  
principles in our messaging:  
**Being confident. Being enthusiastic.**  
**Being clever.**

## VISITING CARD



## ENVELOPE / LETTER HEAD/CD COVER / PEN DRIVE



Front



Back

A4\_Letterhead



A4\_Letterhead Continuation Sheet



## SIGNATURE IN MICROSOFT OUTLOOK

### EMXCEL Auto Signature in MS Outlook

Signatures can be used to add text to an outgoing message sent by mail automatically. Signatures should be used when sending mails to EMXCEL's external contacts. This makes the message more personal, and the recipient has access to your contact information.

Signatures sent from EMXCEL should have a uniform appearance. No background colour or background images may be used.

#### Content in signature

The content of a signature consists of the sender's name, title, telephone, and mobile number, email address, and EMXCEL company name, address, and web address.

#### Setting the signature in MS Outlook

Auto signature is set under Options – Mail Format – Signatures. Insert the signature in the email message by going to Insert – Signature.

Roshan Pawaskar  
Creative Director

T + 022 2666 55 77  
M + 91 98765 43210  
roshan.pawaskar@emxcelsolution.com



8 Office Locations | 400+ Employees  
The content of this email is confidential and intended for the recipient specified in the message only. It is strictly forbidden to share any part of this message with any third party without the written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such an error does not occur in the future.

Body copy:  
Calibri Regular, 10 pt

Dear

*Lore ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.*

Calibri Bold, 12 pt  
Calibri Regular, 10 pt

Roshan Pawaskar  
Creative Director

Calibri Regular, 10 pt

T + 022 2666 55 77  
M + 91 98765 43210  
roshan.pawaskar@emxcelsolution.com

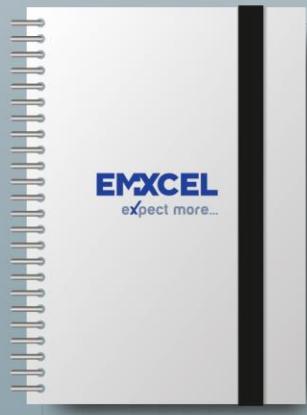
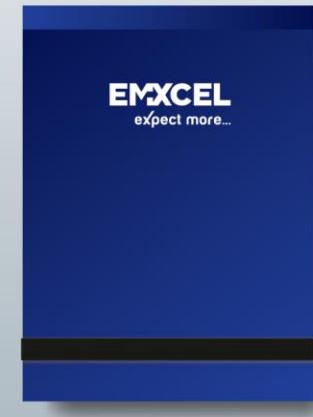


4,5 cm

8 Office Locations | 400+ Employees  
The content of this email is confidential and intended for the recipient specified in the message only. It is strictly forbidden to share any part of this message with any third party without the written consent of the sender. If you received this message by mistake, please reply to this message and follow with its deletion, so that we can ensure such an error does not occur in the future.

**BINDERS (WELCOME KIT)**

BINDER (DIARY/ NOTE NOTEPAD)

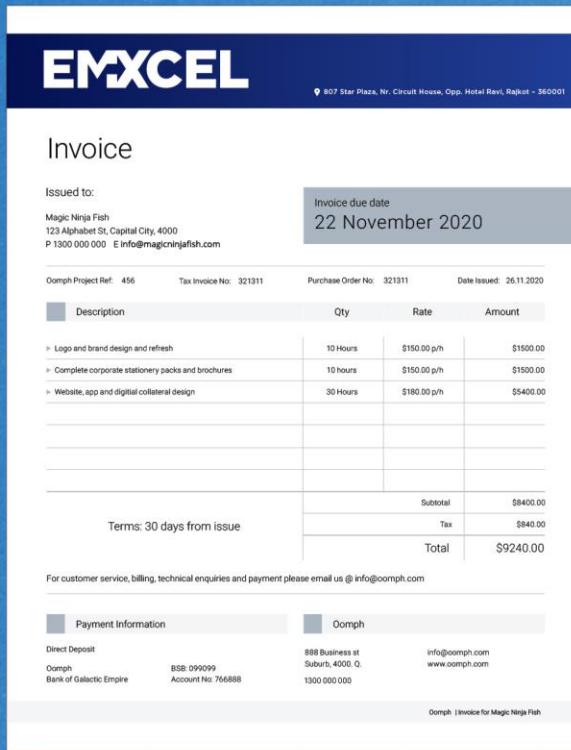


## CASH MEMO/BILL/LABELS

INVOICE design option - 1



INVOICE design option - 2



# JUMPING **FOR JOY**

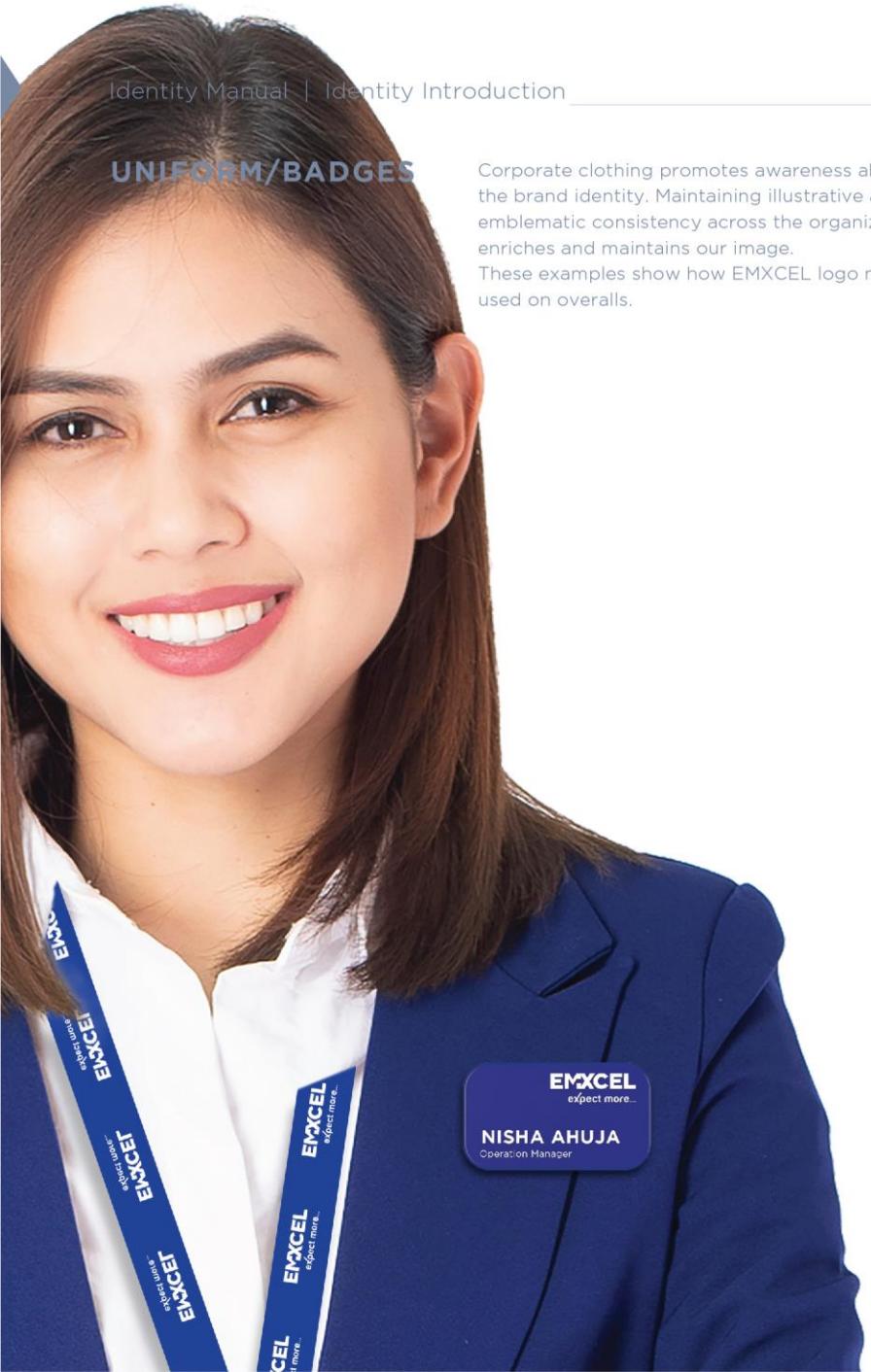


Identity Introduction

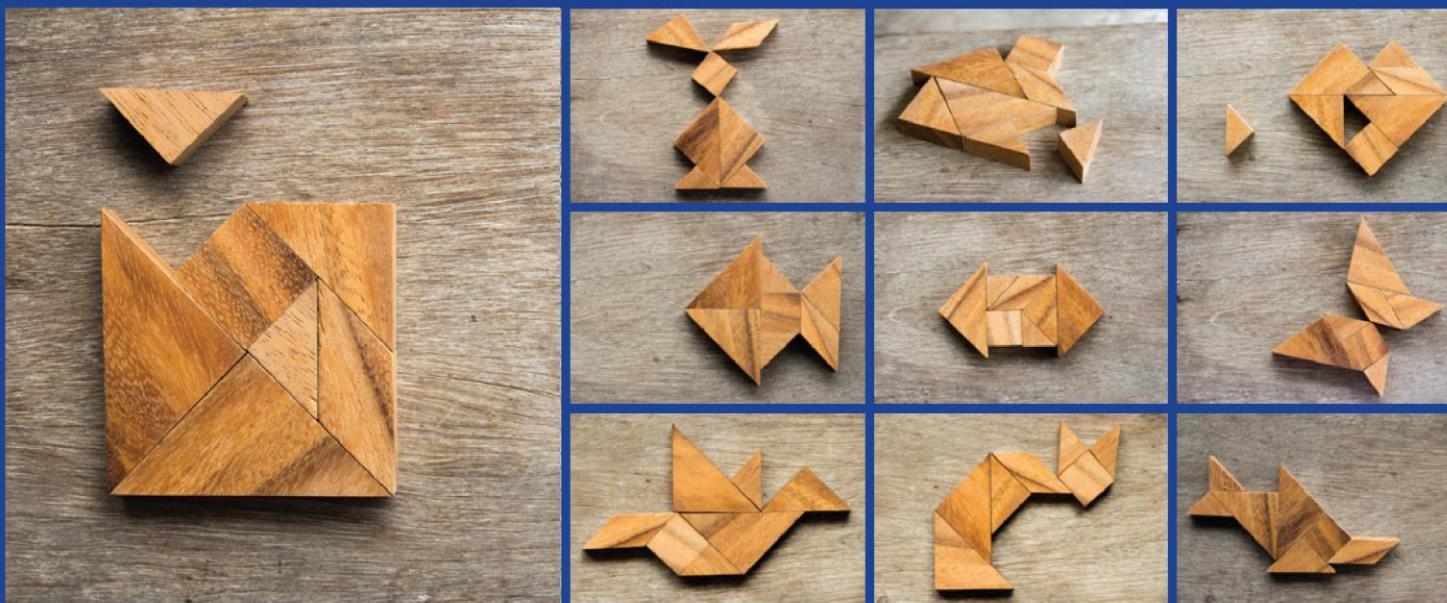
As part of the EMXCEL family, you get to shape what people say about the brand. You are a brand steward. And that's where this book comes in—to give you guidelines on how best to convey our brand story. We want you to own our brand. It's yours, and it's yours to defend and support in everything you do.

**UNIFORM/BADGES**

Corporate clothing promotes awareness about the brand identity. Maintaining illustrative and emblematic consistency across the organization enriches and maintains our image. These examples show how EMXCEL logo may be used on overalls.



## GIFTS - MUG / COASTER



## GIFTS - UNISEX T-SHIRT/CAP



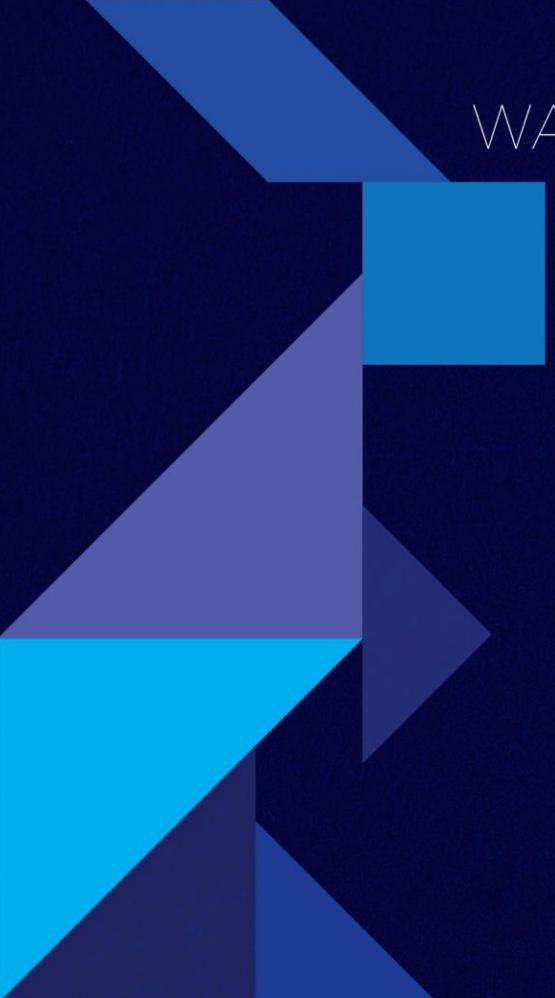
## SHOPPING BAG



**UMBRELLA/JACKET & OTHERS**

## PR COMMUNICATION/FACILITY SIGNS

DIRECTION  
ARROW



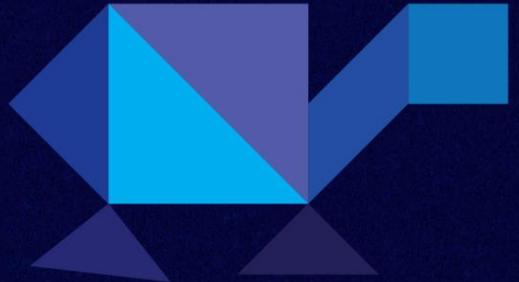
WAKE UP AND SMELL

# THE COMPETITION

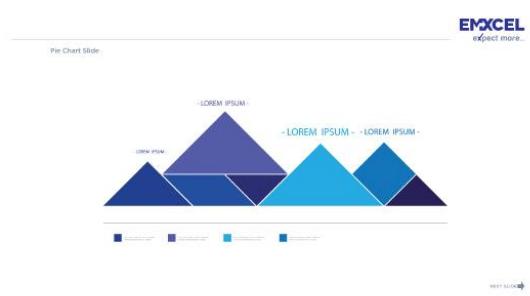
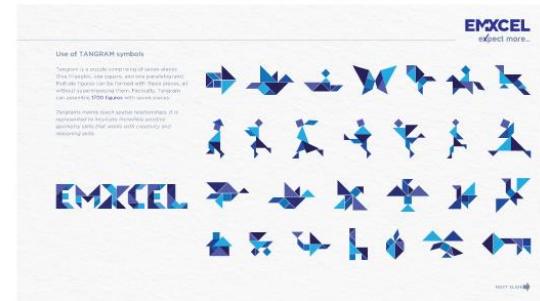
## Marketing Sales

We want all of our brand collaterals to be consistent and of the highest standards. We would expect nothing less of the places we create and manage. The simple process presented on this page should be followed whether we are producing external or internal material.

Our promotional items should always feature our logo and primary colour palette prominently. Wherever applicable, the logo should carefully adhere to its clear-space guidelines.



## POWER POINT TEMPLATES

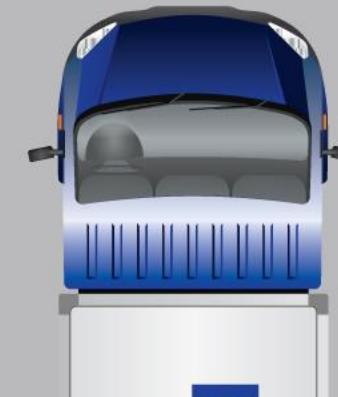


A standard template has been developed for use in all EMXCEL PowerPoint slides and presentations. The template may not be modified or edited in any way, in order to maintain a standard organisational image. Photos may be added to the presentation below the title bar. The template consists of a Title slide, Text slide (with example of image positioning) and an End slide, all in Gotham OR Calibri font.

## VANS

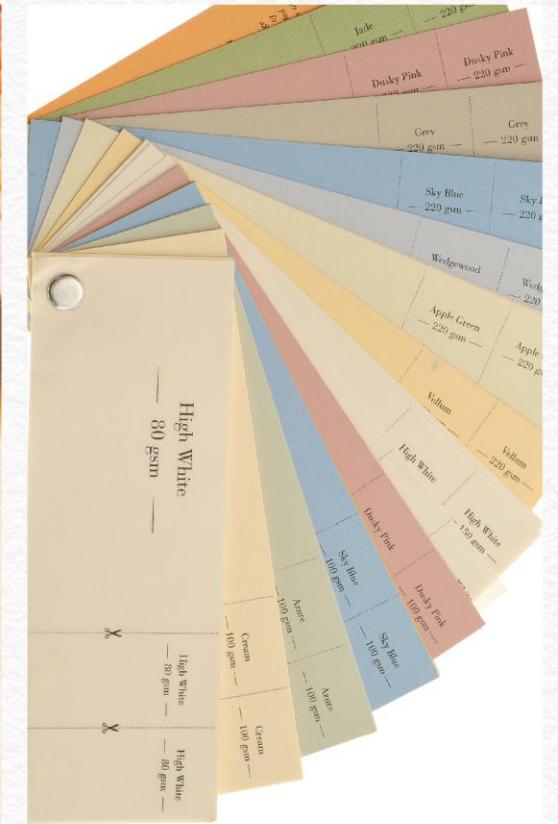


## TEMPO



## BUS



**PAPER EXAMPLE (GSM/NORMAL OR SPECIAL)****PAPER EXAMPLES**

## SECONDARY COLOR PALETTE

Primary colors are the dominant colors in the palette. They're used to construct the logo and word mark and may also cover large surface areas. These should be the first choices when selecting colors.

The secondary color palette is used primarily for the website to identify different roles. Secondary colors are used sparingly, if at all, in marketing materials.

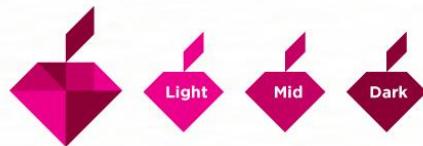
Secondary colors may be used to cover large areas or to provide highlights within a design. Colors may also be combined to create gradients. To maintain a fresh and clean look and feel, gradients should be created from colors within the same color family. Please refer to color specifications in the appendix for full CMYK, RGB, Pantone and Hexadecimal references.

Avoid using too many secondary colors on a design. We suggest that you limit the colors on any item to the primary color palette plus colors from within the same range within the secondary palette.

## GRADIENT USAGE

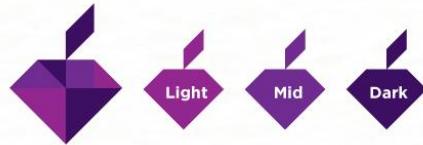
-  Minimal usage on letterhead, business cards, white papers and one sheets.
-  Slightly more usage on banner ads and some promotional items, like stickers.
-  The gradient will be used most on trade show booths and banners.

### Magenta



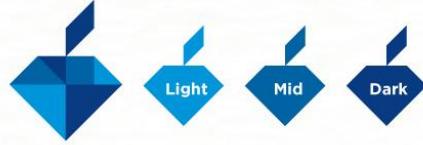
Secondary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
Light Magenta	Process Magenta	0/100/0/0	236/0/140	#ec008c
Mid Magenta	215C	0/100/20/20	196/0/99	#c40063
Dark Magenta	222C	0/100/40/50	139/0/55	#8b0037

### Purple



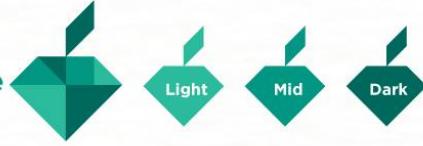
Secondary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
Light Purple	2587C	50/100/0/0	46/39/143	#92278f
Mid Purple	267C	70/100/0/0	11/44/145	#6f2c91
Dark Purple	2695C	80/100/0/40	61/16/99	#3d1063

### Blue



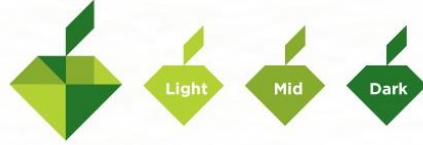
Secondary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
Light Blue	Process Blue	100/20/0/0	0/149/218	#0095d
Mid Blue	300C	100/50/0/15	0/99/165	#0063a5
Dark Blue	294C	100/80/0/25	1/59/130	#013b82

### Turquoise

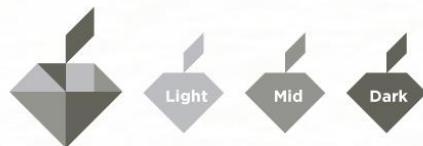


Secondary Colors	Pantone®	C/M/Y/K	R/G/B	Hex
Light Turquoise	3262C	70/0/50/0	57/187/157	#39bb9d
Mid Turquoise	3282C	80/0/50/20	0/151/132	#009784
Dark Turquoise	3302C	90/0/50/50	0/105/94	#00695e

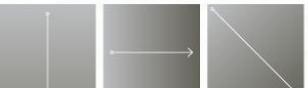
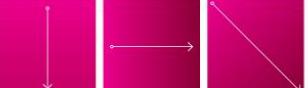
### Green



### Grey



## ACCEPTABLE GRADIENT DIRECTIONS



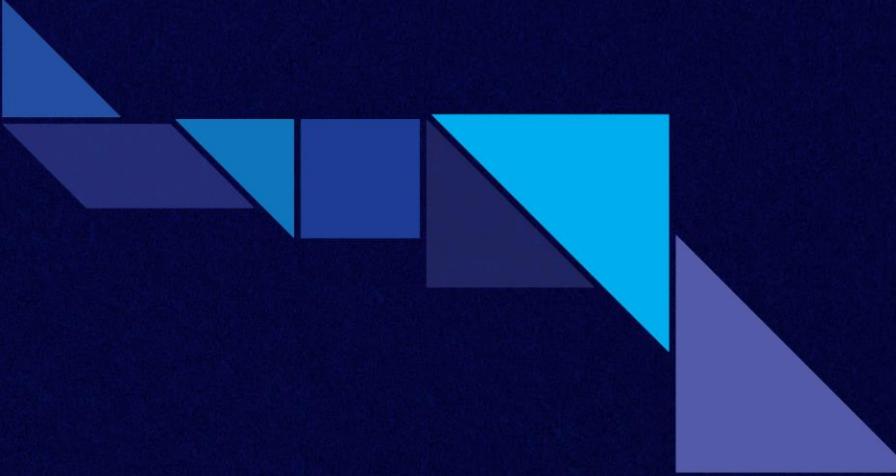


# HIT THE **TARGET**

EMXCEL has a specific brand voice that should come through on all media channels, whether those appear online, in display ads, or within onsite materials.

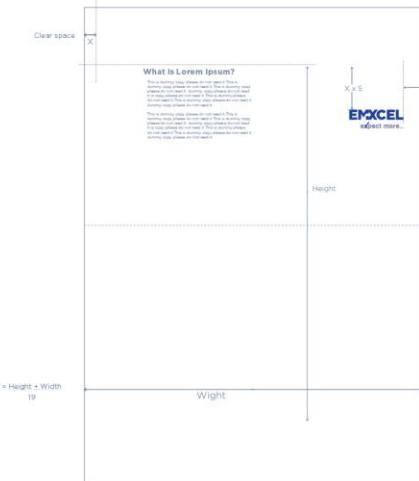
The best way to describe this voice is Sincerity/Authenticity, with a side of wit. In other words, headlines should tell the truth about the brand, but balance it with unmatched and original insight or observation.

Advertising Guideline  
(Templates/look & Feel)



## PRESS ADS (PRINT ADVERTISEMENT)

## THE BASIC GRID



## ADAPTATION GRID FOR THEME ADS



Half Page



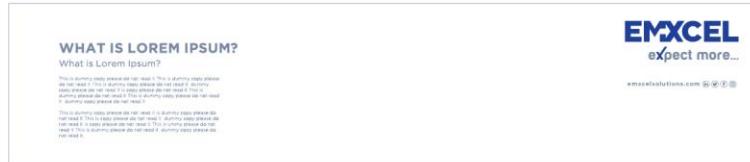
40.465 mm



Half Page



Half Page



Horizontal Strip 5 x 8 col



Verticle 30x1 col



Horizontal Strip 5 x 8 col



Verticle 30x1 col

**OUTDOOR**

(Random Proportion 1x1/1x2/1x3/1x4/1x5 Horizontal Outdoor)



1x1

1x2

1x3



1x4



1x5



**OUTDOOR**

(Random Proportion 1x1 / 1x2 / 1x3 / 1x4 Verticle Outdoor)



## CO-BRANDING GUIDELINES

The EMXCEL brand is our most valuable asset. We have invested years of effort creating and shaping positive experiences with our partners and customers.

Our brand can strategically help our partners grow with us. These guidelines, outline acclaimed co-branding practices and provide detailed direction on how to best stimulate these scenarios in your marketing communication materials.

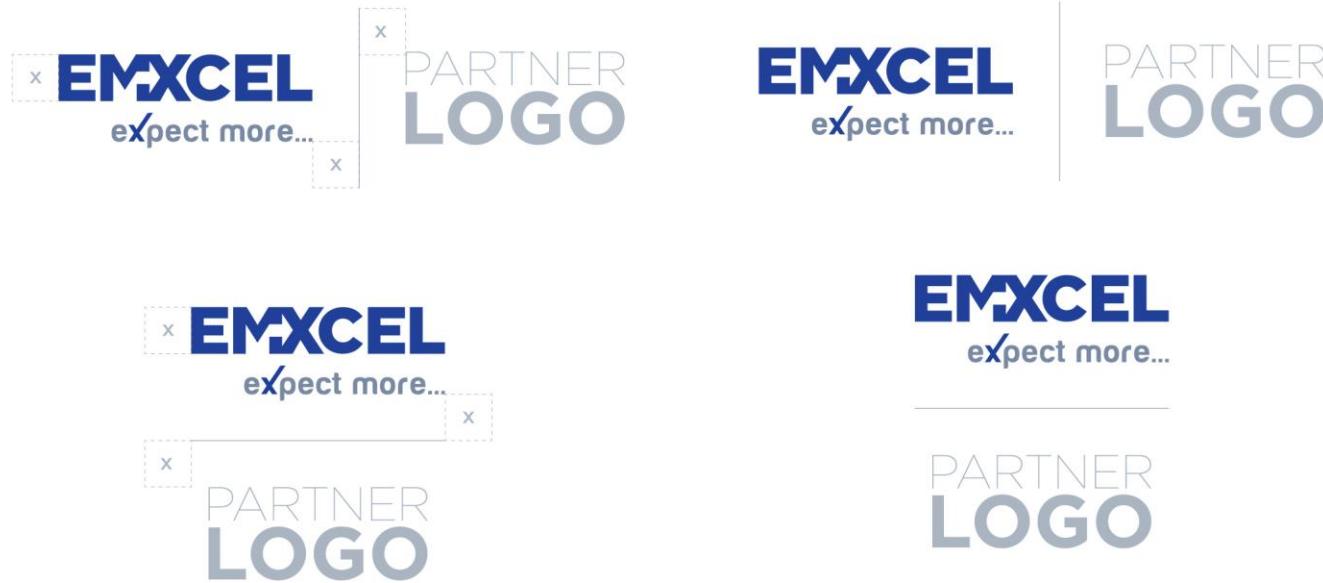
We appreciate our partnership and know that we will share the responsibility of maintaining the positive experience associated with the EMXCEL brand.

### LOGO LOCK-UP

Many partnerships and alliance co-branding instances will require placing the EMXCEL logo side-by-side with another company's logo in a "lockup" format.

Each logo should be sized to be optically equal. The left position of the lockup indicates brand dominance in brand-neutral environments.

When placed horizontally, a partner logo must match the height of the letter "E" in the EMXCEL logo. When placed vertically, partner logo must match the width of the EMXCEL logo.



## EXAMPLES: EMXCEL DOMINANT CO-BRANDING

These examples demonstrate how EMXCEL dominant co-branding should appear in common marketing vehicles. The designer should use the EMXCEL visual identity system. While the partner logo is optically equal in size, it is placed in a visually subordinate position.

ADVERTISING



WEB BANNER



EVENT MATERIALS



EVENT MATERIALS



OTHER COLLATERAL



## EXAMPLES: PARTNER DOMINANT CO-BRANDING

These examples demonstrate how partner dominant co-branding should appear in common marketing vehicles. The designer should use the partner company's visual identity system. While the EMXCEL logo is optically equal in size, it is placed in a visually subordinate position.

ADVERTISING



WEB BANNER



EVENT MATERIALS



EVENT MATERIALS



OTHER COLLATERAL



## EXHIBITION SIGNAGE OVERVIEW

Exhibitions are a powerful face-to-face medium, that allows us to engage in conversations with our stakeholders and a unique opportunity to promote our brand.

*Every occasion will be different and therefore the solutions are indefinite.* It is important that all these events express our brand appropriately and apply our personality traits as Approachable, Stylish, Smart and Contemporary EMXCEL.

### Branding principle

The illustrations below shows typical stand elements like a suspending display, pylons, desks and the schematics to brand them.

The EMXCEL logo should always be placed on top of all other secondary brand elements and stay uncluttered to allow best visibility.



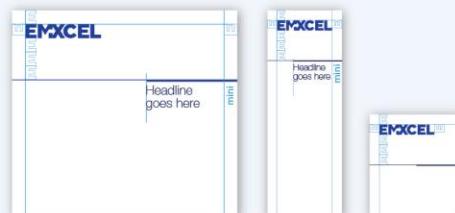
The division areas are highlighted on pylons while using the Key line with the descriptor.

Please follow the spacing and height proportions as shown.

Displaying several divisions / market sectors\_EMXCEL

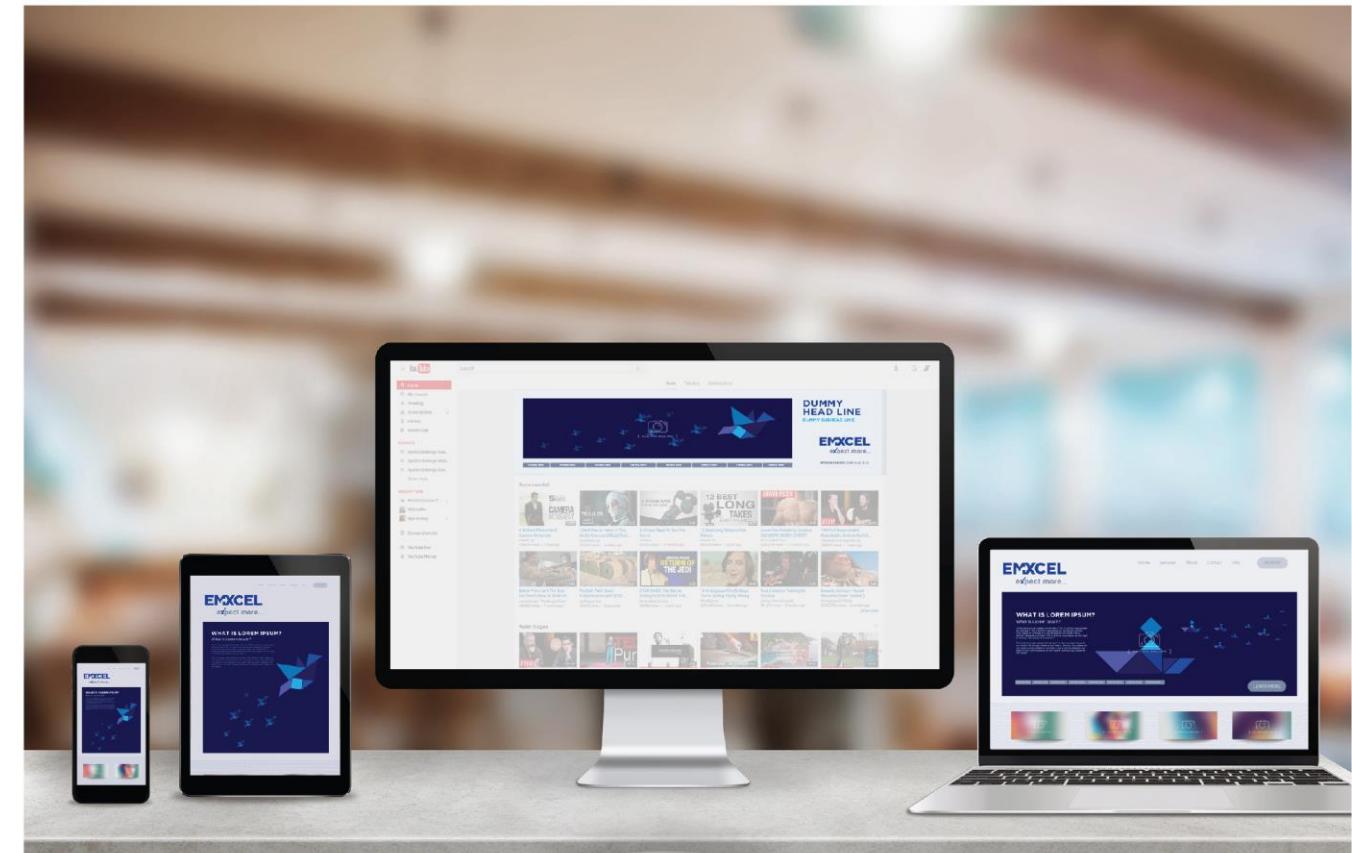
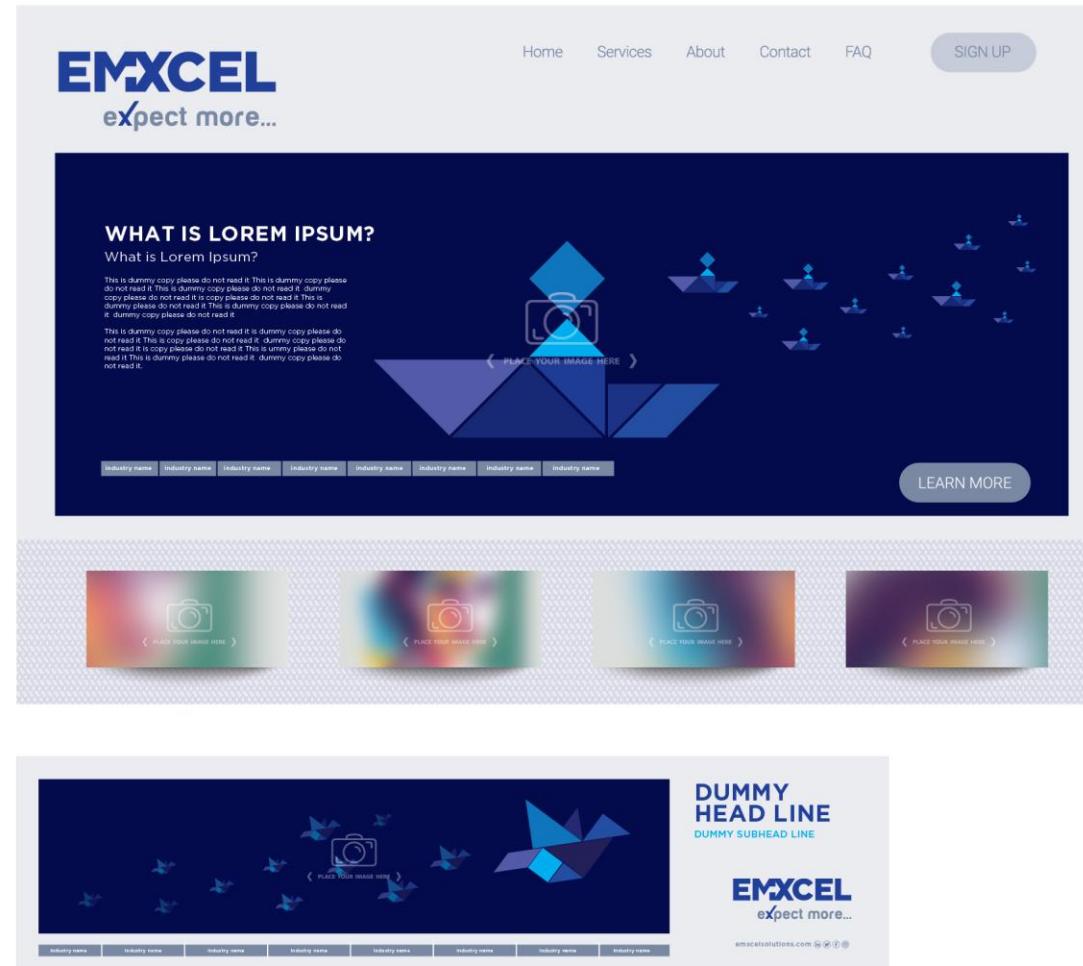


Displaying a single division / market sector\_EMXCEL



**DIGITAL**

## WEB BANNERS/WEB SITE



## DIGITAL & SOCIAL MEDIA

### Specific Digital Guidelines for Symbol

The symbol can be used as a favicon  
for browser icons and Apps icons



Speed-dial-icon-384x240.png

Apple-touch-icon-114x114  
precomposed.pngApple-touch-icon-72x72  
precomposed.pngApple-touch-icon-57x57  
precomposed.png  
Apple-touch-icon-57x57.png  
Favicon-16x16.png  
Favicon-16x16.ico

**Examples**



### Specific Digital Guidelines for Videos

All EMXCEL videos should start and end with the EMXCEL logo  
with the point-it and apply the rules of the digital guidelines.  
(see image on the right).

**Examples**



If you create a new app (out of the Weber App), please contact the digital team  
to decide on an appropriate icon.

## Specific Digital Guidelines for Social Media

## Facebook

The **EMXCEL logo** to be used is the one with the white cartridge that acts as a protection area in the profile image format.

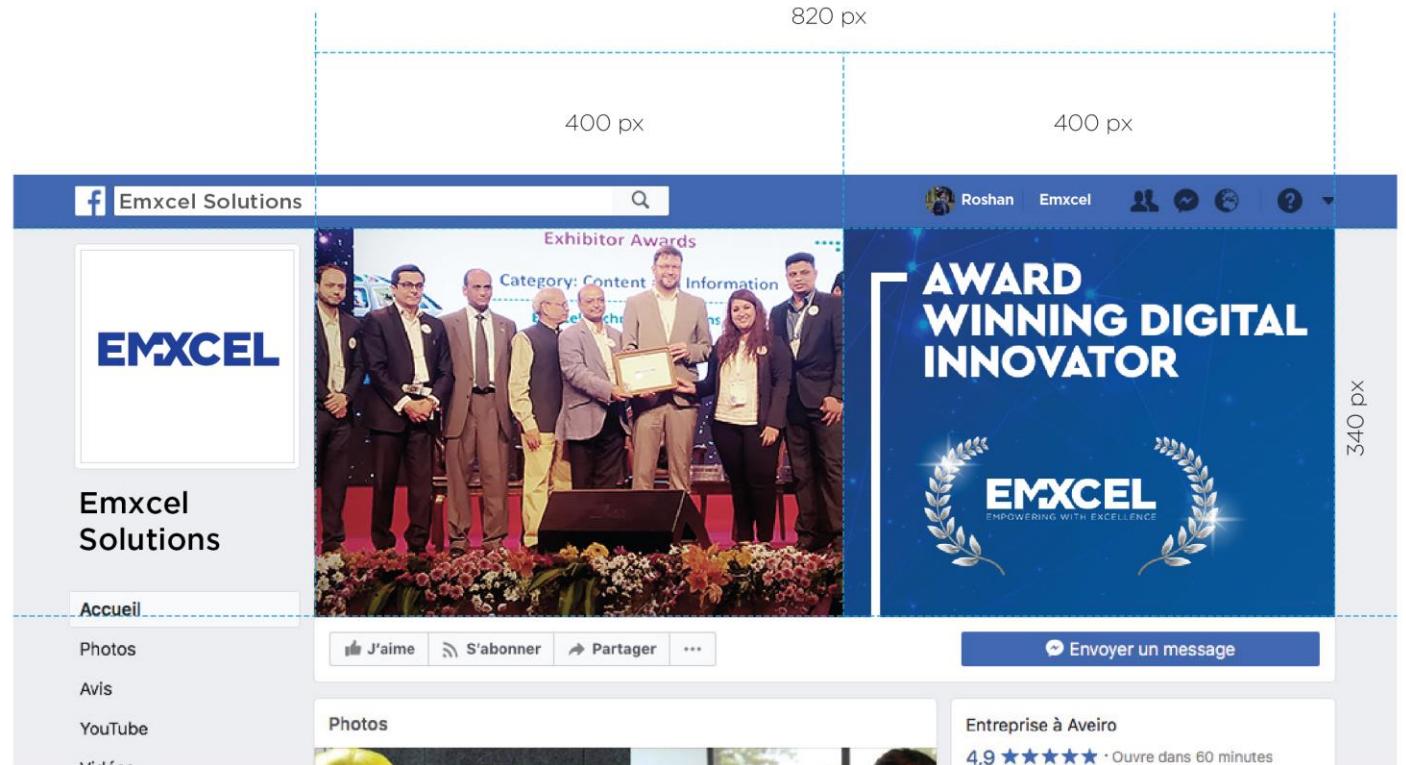
**The width of the Point-** It is 2/3 of the EMXCEL logo width.

**The two images** have the same width in the banner. The text on the left image should not cover a person's face and be decipherable.

In any case, correctly follow the sizes of the images indicated by the social network.



180 x 180 px



Know more about technical constraints communicated by Facebook here:  
<https://www.facebook.com/CoverPhotoSize>

## Specific Digital Guidelines for Social Media

## Twitter

The **EMXCEL logo** to be used is one with the white cartridge that acts as a protection area in the profile image format.

**The width of the Point- It** is 2/3 of the EMXCEL logo width.

**The two images** have the same width in the banner. The text on the left image should not cover a person's face and be decipherable.

In any case, correctly follow the sizes of the images indicated by the social network.



400 x 400 px

1500 px

740 px

740 px

500 px

Emxcel @Emxcelolutions

Recherchez sur Twitter Vous avez déjà un compte ? Se connecter ▾

# Emxcel

**Emxcel** @Emxcelolutions

We are a global technology company that provides customized digital solutions to your businesses developed on a strong culture of innovation

105 Following 386 Followers

Followed by Beep Corporate and beep

Tweets Tweets & replies Media Likes

You might like

- ST Telemedia Global ... Follow
- Osamuyi Okpame @osamuyi Follow
- vanessakou @vanessakou Follow

Know more about technical constraints communicated by Twitter here:

<https://support.twitter.com/articles/127871-customizing-your-profile>

## Specific Digital Guidelines for Social Media

## YouTube

The **EMXCEL logo** to be used is one with the white cartridge that acts as a protection area in the profile image format.

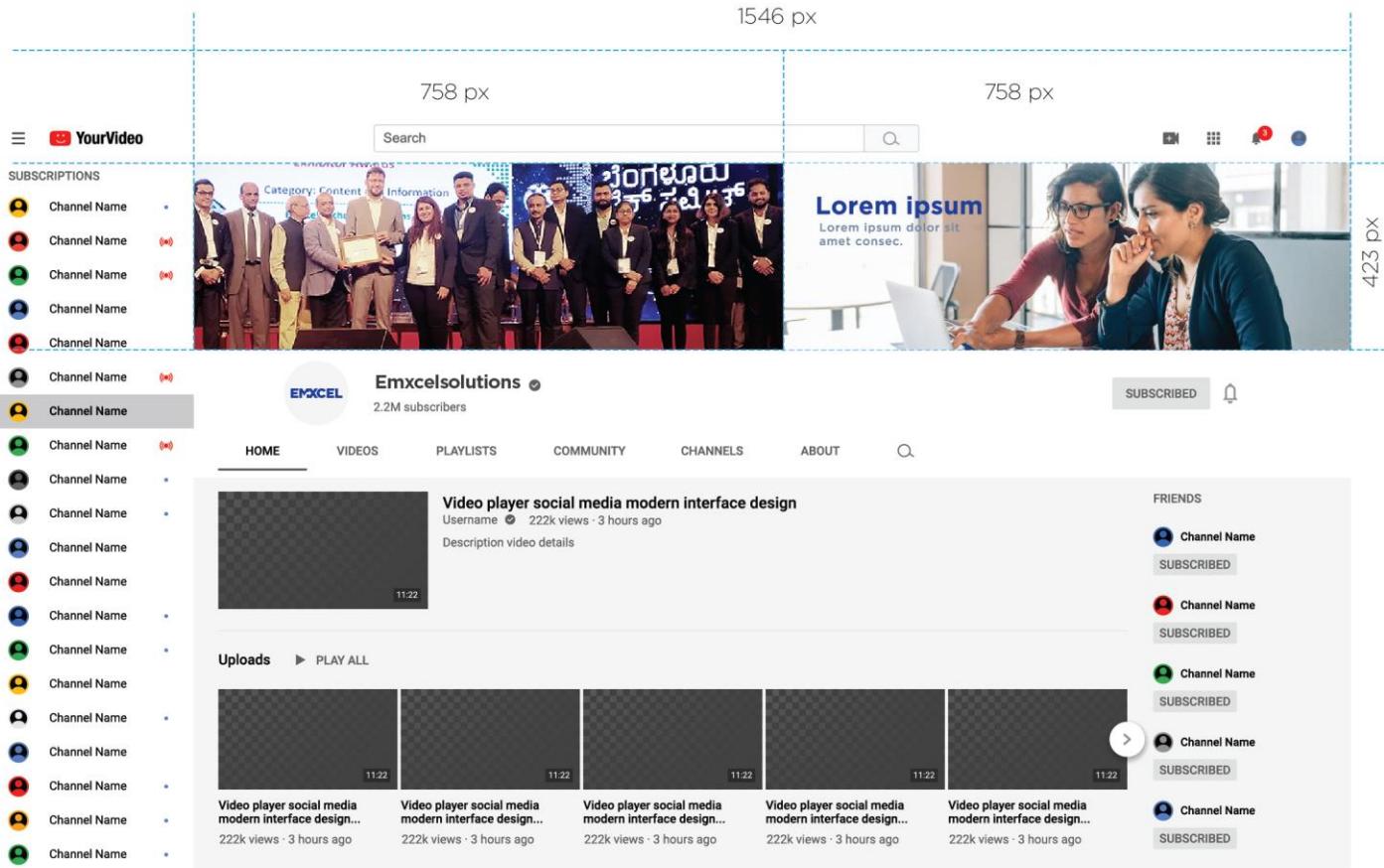
**The width of the Point- It** is 2/3 of the EMXCEL logo width.

**The two images** have the same width in the banner. The text on the left image should not cover a person's face and be decipherable.

In any case, correctly follow the sizes of the images indicated by the social network.



800 x 800 px



Know more about technical constraints communicated by YouTube here:

<https://support.google.com/youtube/answer/2976309?hl=en>

## Specific Digital Guidelines for Social Media

## YouTube

The **EMXCEL logo** to use is one with the white cartridge that acts as a protection area in the profile image format.

**The width of the Point-** It is 2/3 of the EMXCEL logo width.

**The two Images** have the same width in the banner. The text on the left image should not cover a person's face and be decipherable. In any case, correctly follow the sizes of the images indicated by the social network.



300 x 300 px

1536 px

753 px

753 px

512 px

1536 px

753 px

753 px

512 px

Know more about technical constraints communicated by LinkedIn here:

<https://www.linkedin.com/help/linkedin/answer/70781/image-specifications-for-your-company-pages-and-careerpages?lang=en>



# BURN THE CANDLE **AT BOTH ENDS**

## Visual Guideline

Photography is a crucial part of the brand identity. Pictures used should always be professional and of high quality. Substandard and unprofessional images may only be used for publications, such as news, blogs, etc.

Images inspire the audience; add value and further aid in brand development. Used correctly, they are an essential tool and help set a proper style, create brand recognition, and engage the customer.



## GUIDELINES FOR VISUAL PHOTOGRAPHY

### LANDSCAPES

Use of visually appealing, natural landscapes are a great way to persuade the target audience. Use pictures of spectacular beaches, high mountains, or beautiful horizons wherever possible.

When you use images of cities, choose recognizable places such as capitals or famous monuments.



## EXPERIENCES

The Target Audience can also be inspired by demonstrating experience through people or objects.

People must look candid or natural, never looking at the camera. The people in the picture should also seem to have similar inquisitiveness as the target audience.

*The objects in images should be related to the specific message they appear alongside.*



## SELECTION CRITERIA

Choose neutral and natural images, with no retouching, effects, added objects, or strident colours.

The images should be clean, with a few visual elements. Try to choose a picture that features corporate colours wherever possible.

Consider these while choosing the best image:

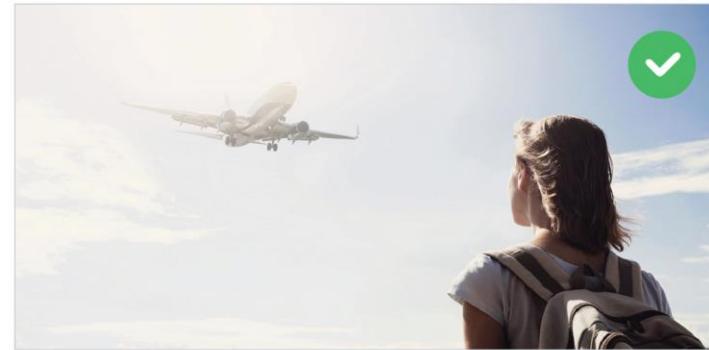
- 1 Does it feel natural?
- 2 Is it inspiring?
- 3 Do the actions of people seem natural/casual?
- 4 Does it show less than six people?
- 5 Does it feel unique? (not a stock photo)

If you answered "Yes" to all these questions, then you can use the picture.

### Choosing the best image



It does not feel natural it also seems a stock photo



More than six people. Not very inspiring.

**Blue Colour Photo Treatment**

Whenever photos are used as a generic background where they play a secondary role, a graphical treatment is recommended. For this brand book, it's called "*EMXCEL Blue Colour Photo Treatment*."

**Blue Colour Photo Treatment - Creation Method**

The creation method is described as a generic one which most graphic softwares support (i.e., Photoshop, Illustrator).

- Convert the desired photo into greyscale
- Create a new layer above the greyscale image, and set up a blending mode to multiply/darken. Sometimes the greyscale image will require some retouching - brightness/contrast.
- After creating the image, always flatten the layers before sending, as in some cases like viewing a pdf file from a web browser may not show the desired results, or may appear corrupted.



## GUIDELINES FOR ILLUSTRATION STYLE

## DO'S AND DON'TS

Icons are essential graphic elements and are one of the most recognized aspects of the brand.

Icons can help improve usability issues or send a message strongly and consistently.

There are two types of icons:

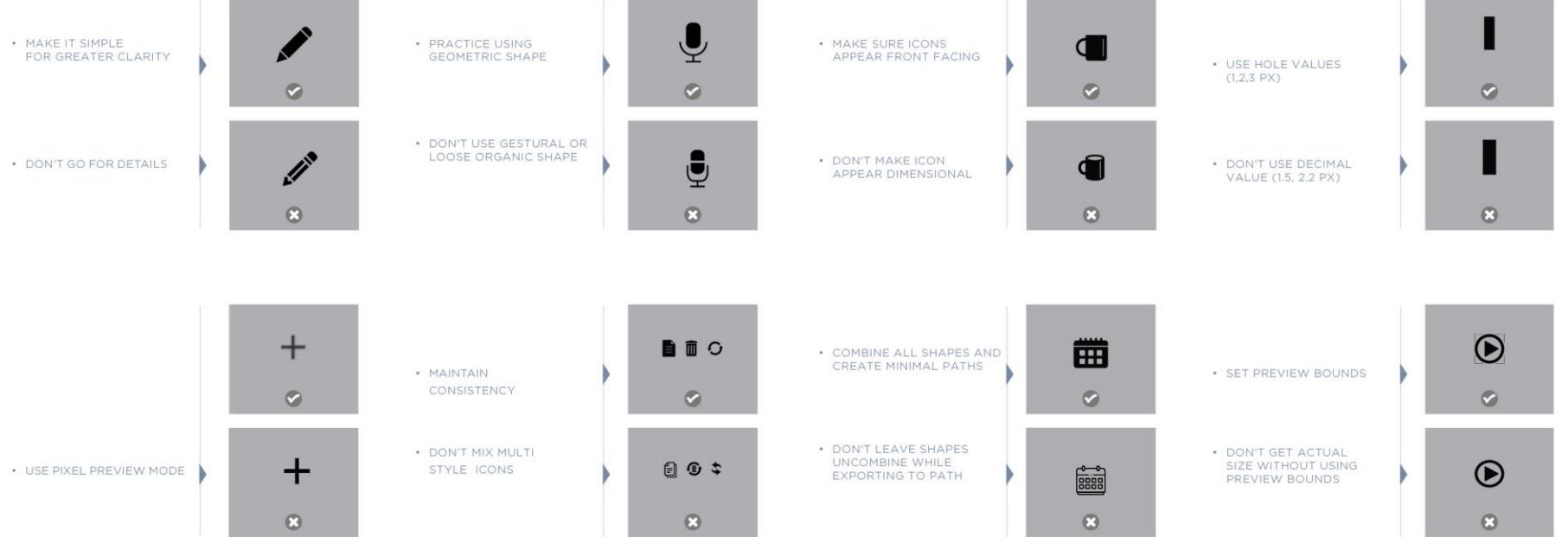
**1. Product, ancillary, or travel icons:**

All our products are identified with icons which are used across all platforms and markets. Icons should be minimum and straightforward strokes.

**2. Functionality or interaction icons:**

Functionality icons help improve navigation, interaction, or user experience.

All functionality icons should be derived from the flaticon.com family, which has been purchased for this use.



## ILLUSTRATION

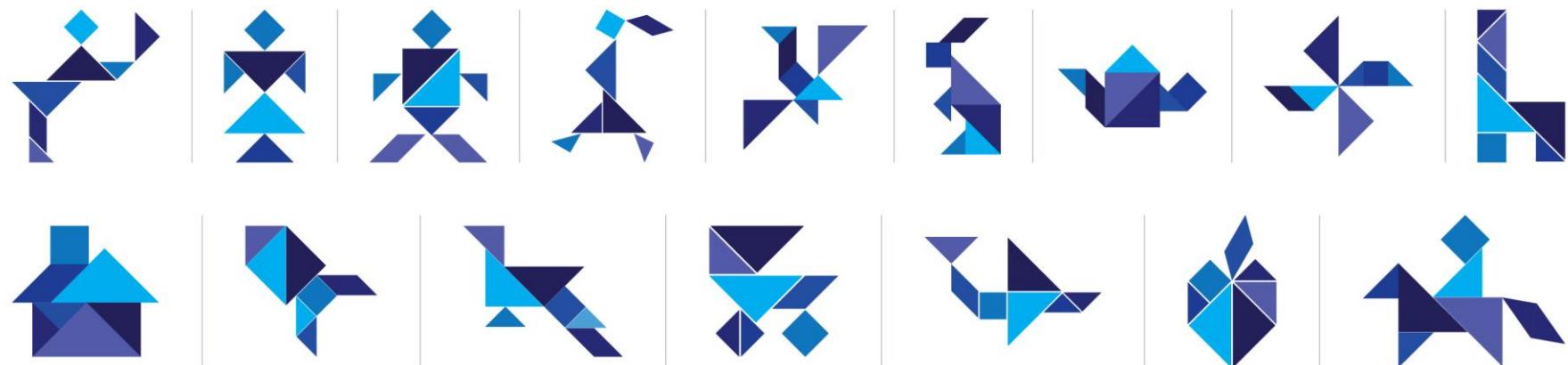
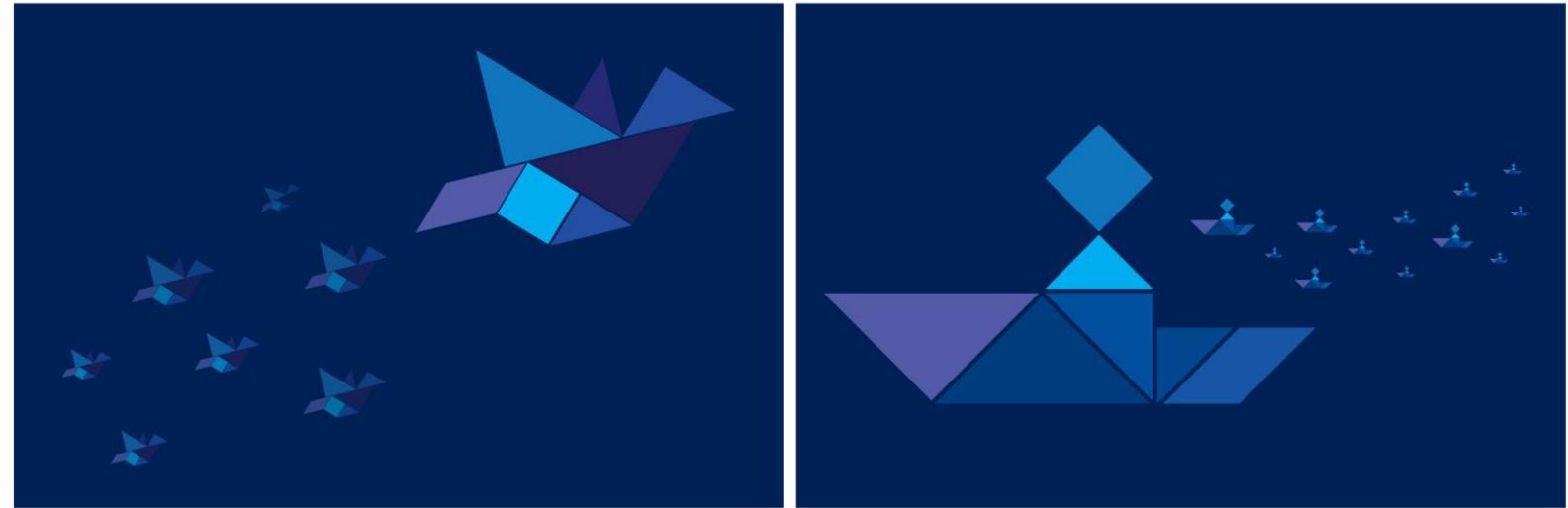
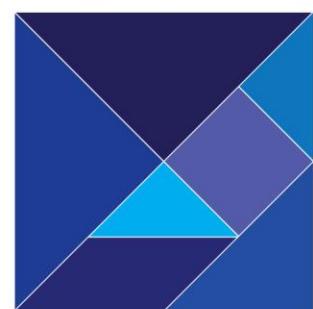
When done right, a good illustration does these four things:

1. It **eliminates** the need of words to convey a message, narrative, or process.
2. It **delivers** a piece of useful information always.
3. It **simplifies** abstract information and complex data so that any user can easily understand it.
4. It **communicates** the style of EMXCEL through a balanced use of white and brand's core colors.

Our illustration style is bold, elevated, and dimensional, heavily defined by the use of negative space and perspective. It was created to distinctly capture the Slack brand and is used across a range of communications as well as within our product. Please refer to our Illustration Guidelines for specific notes on composition, style and use.

Illustrations should complement your message, not compete with it. If the image takes more than a second to decipher, it's too complex.

Color is the main tie that unifies illustrations across EMXCEL marketing, products, and branding. Most illustrations should have a balanced representation of colors from our color palette. These colors are instantly recognizable and help keep our illustrations "EMXCEL." Follow these 7 shapes and color shades for making any illustrations.



## GUIDELINES FOR VIDEO

**Lower thirds:** Design should be clean and clear. Names should be set in **Gotham Bold**, titles in Gotham Book and backgrounds set to 80% opacity.

**Ending slates:** All videos should end with the EMXCEL logo, animated or still.

**Watermarked logos:** Watermarked logos should be placed in the upper left at 50% opacity.

### File Settings

In most cases, online media hosts (such as YouTube and Vimeo) optimize your video for online playback. However, proper settings will yield the best uploading results.

### Resolution

It's recommended to upload videos in HD for quality playback. Traditional HD is 1920 pixels by 1080 pixels. 4K (AKA Ultra HD) is 3840 pixels by 2160 pixels.

### Aspect Ratio

Use one of the standard aspect ratios: 4:3 or 16:9. When the video is uploaded to the site, YouTube will either leave it as is (for 16:9) or add vertical black bars (for 4:3). Don't add horizontal black bars before uploading a video.

### Frame Rate

Keep an original frame rate. Usually videos have the best quality if the frame rate is between 25-30 fps with a maximum of 60 fps.

### Bitrate

Bitrate is highly dependent on video codec.

Type	Frame Rate Standard (24, 25, 30)	Frame Rate High (48, 50, 60)
1440 (2K)	16 Mbps	24 Mbps
2016 (4K)	35-45 Mbps	53-68 Mbps

### Codec

Most suitable codecs for YouTube are H.264, MPEG-2 or MPEG-4. These codecs are used in most modern videos, so you'll hardly need to change this parameter.

### Format

YouTube states that the best format to use is MP4 (standard, HD and Ultra HD 4K quality).

### Avoid:

AVI and FLV.  
WMV HD format, as it will lose its quality.  
3GP or SWF resolutions are too small.

### Audio

The recommended sound parameters are MP3 or AAC format, 44.1kHz sampling rate and the highest bitrate possible, but no less than 192 kbps.



**Rajesh Bhatia**  
chief financial officer



**Rajat Bajaj**  
financial Head

## GLOSSARY

**Align:**

To relate typography and/or graphic elements on the same horizontal or vertical line.

**Brand:**

A unique set of differentiating promises communicated through a name and its related identifier that link a product, service, or company to its customers.

**Crop:**

To eliminate portions of photographs or illustrations.

**Font:**

A complete set of characters in a given type style.

**Grid:**

A series of vertical and horizontal intersecting lines that serves as a guide in the arrangement of graphic elements and typography to achieve a planned and consistent layout.

**Icon:**

A bold symbol which, through its unique character, instantly conveys an idea.

**Layout:**

The visual arrangement of graphic elements on a page.

**Logo:**

A brand name rendered in a dedicated type treatment, sometimes accompanied by a stylised symbol, all set in a fixed configuration.

**Margin:**

A blank border surrounding the printed portion of a page.

**Lower case:**

The smaller form of an alphabetical letter, as opposed to a capital letter.

**Point (pt):**

A standard typographic unit of measure.

**Sans serif:**

A typeface without serifs (the short, decorative lines appearing at the top and bottom of the strokes of each letter). Arial is an example of a sans serif typeface.

**Serif:**

The short, decorative lines appearing at the top and bottom of the strokes of letters in typefaces such as Times New Roman.

**Solid colour:**

Colour applied without shading or tinting.

**Spread:**

Facing pages of a book, magazine or other printed material.

**Spread:**

The full view of a document or publication when it is opened out flat.

**Title case:**

When the leading letter in a sentence is capitalised. Also writing a word with its first letter as an upper case letter and the remaining letters in lower case.

**Typeface:**

A complete set of typographic characters of a single design, including its various weights and styles.

**Typography:**

The use of type, including its selection, specification and relationship to a given layout.

**Widow:**

A widow is a very short line – usually one word, or the end of a hyphenated word – at the end of a paragraph or column. A widow is considered poor typography because it leaves too much white space between paragraphs or at the bottom of a page.

THANK  
**YOU**

