



**RUBBERWALA**

building dreams

# The Brand Identity Guide

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Rubberwala Brand Guidelines

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# 1.Introduction

At Rubberwala Housing and Infra Ltd., our purpose and values are significant drivers of our culture and ethos. The values of Knowledge, Action, Care and Impact have helped us develop a reputation of integrity, customer-centricity and long-term value creation for all home-buyers. With over 17 years of consistent commitment to quality, the Group always strives to create a positive impact on society with each endeavour. Offering a seamless mix of comfort, aesthetics & functionality, each and every space of Rubberwala articulates the saga of a distinct life which contributes to the well-being of our society.

## 1.1 Brand Legacy

### **It all began with a dream to build dreams**

Established in 2003, Rubberwala has been one of the most reliable names in South Mumbai's real estate. The Group makes a mark by always delivering more than promised.

Guided by the vision of founder Mr. Tabrez Shaikh, together with his brothers Mr. Parvez and Mr. Humayun Shaikh, the Group began its journey of "Building Dreams" with redevelopments of old South Mumbai's construction into timeless landmarks.

Today, the Group has blossomed into a large, vibrant and highly respected organization with a multi-sector footprint. Our special taste in aesthetics reflects in the innovations of our constructions, designs, layouts, fittings and fixtures. We are committed to uphold our values to become one of the most respectable real estate companies in India.

## 1.2 Brand Philosophy

### **"Be the change you want to see"**

As a strong believer of this quote, the Group has always endeavoured to give back to the society in the form of a quality lifestyle.

RHIL is committed to:

Discipline

Quality

Punctuality

Transparency

Inspiration to excel every day

Learning environment

& Self-esteem

'Creating value' is a principle that is deep rooted in our system and at every step in the development; we consistently strive to create value that is aligned to our customers' needs, desires and aspirations.

### 1.3 Vision & Mission

**VISION**

- Creating safe and secure living environments which enriches lifestyle
- To contribute towards community development and nation building
- Expand our footprints beyond the realm of South Mumbai
- Create a landmark of the location

**MISSION**

- Giving a landmark to every location
- Bring modern approach to making homes
- Redefine construction quality and delivery standards
- At no stage, the customer, be left with unanswered questions or unpleasant surprises

## 2. Tone of Voice

Rubberwala’s brand tonality must capture the various facets that make us unique in the realty world. On one hand, we are a company that holds service at the centre of everything we do. This deeply customer-centric ethos is captured by a voice that is always empathetic, respectful and collaborative. We are warm and approachable, yet efficient and creative. On the other hand, we are a new-age company with a well-known legacy. One that continually pushes the boundaries through innovations for its customers and the society. The transformative nature of these offerings, to empower, uplift and simplify your life, must come through in every piece of communication.

# 3. Brand Identity

Here we shall cover the complete usage of our logo and positioning. These guidelines need to be followed to maintain the discipline of our visible elements like colour, design and logo identity.

## 3.1 Logo definition

Rubberwala's identity is the first and most visible indication that it's a developer unlike any other. Separated from a sea of usual builders whose symbol-roof or key identities have become a cliché of the industry.

The identity design began with a fresh page and a series of questions. Should it signify authority, or approachability, simplicity and transparency? Should it represent a rich legacy, or reflect the optimism and vibrancy of a new India?

Glance at the logo, and several things become apparent to the viewer: the standalone font represent how each creation has an identity of their own but at the same time unite under one common roof of quality. The monogram narrates how the core periphery of excellence remains protected while its aura continues to radiate the magnificence. The colours are warm and earthy yet royal, denoting class and culture of perfection. Designed to look as vibrant on an iPad as it will on a sign in rural India, it's an identity for a new generation of realty.

### Slogan

We have been committed to give life to your dream home. Brick by brick we build your aspiration and transform it to a reality which is draped in elegance and empowered with quality. Based on this as the core ideology and a strong foundation of the brand, we derived to the positioning of our brand as "building dreams".



**RUBBERWALA**  
building dreams



The special treatment in the letter "w" reflects the company's aspiration to soar high with wings.

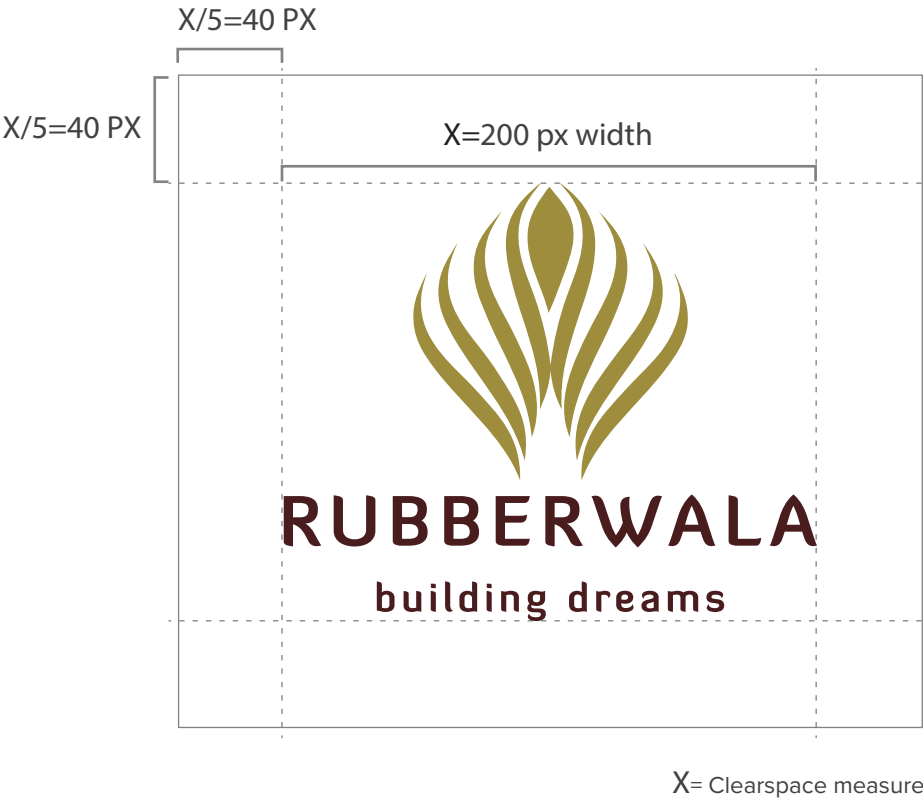
### 3.2 Protecting our logo

Whenever the logo shall be used in any form of communication, the space maximisation should not compromise on its readability. To avoid this, make sure the space above, below and on either side of the logo should be equal to at least the size of the diamond inside the monogram as rightly shown in the diagram.



### 3.2 Protecting our logo

Whenever the logo shall be used in any form of communication, the space maximisation should not compromise on its readability. To avoid this, make sure the space above, below and on either side of the logo should be equal to at least the size of the diamond inside the monogram as rightly shown in the diagram.



3.3 Logo variants

Our actual logo is based on two colours.  
Shown in the diagrams are the specifications  
of the primary colours of the logo.

Logo

Both variations of the logo must only be  
placed against a white background or a light  
grey as per the specifications shown. The  
logo should not be placed on a busy image  
or a coloured background. The colours and  
letters should be as specified and must  
never be interchanged.

Single colour

Depending on the demand of the layout, the  
logo can be used in black, white or grey as  
per the given specifications.

Pantone 619PC  
CMYK C113 M17 Y78 K35  
RGB R157 G141 B62

Pantone 4695EC  
CMYK C24 M85 Y100 K81  
RGB R25 G64 B05

Single color  
Grey

CMYK R0 M0 Y0 K58  
RGB R108 G108 B108

Black

CMYK R0 M0 Y0 K100  
RGB R0 G0 B0

White

CMYK R0 – M0 – Y0 – K0  
RGB R255 – G255 – B255

3.4 Logo sizing

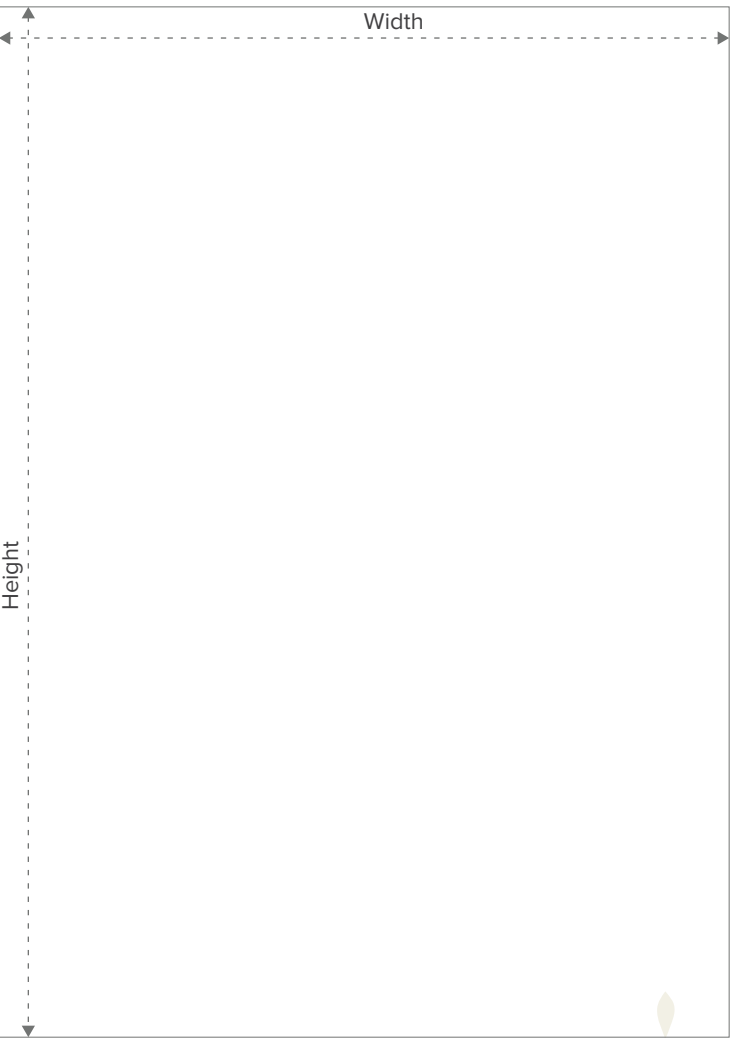
Preferred logo size  
listed below:  
A5 – 148x210 – 30mm  
A4 – 210x297 – 45mm  
A3 – 297x420 –60mm  
A2 – 420x594 – 65mm  
A1 – 594x841 – 80mm

Different formats  
To work out the size of the our  
logo simply measure the width of your  
canvas and add the height measure;  
then divide the result by 12. Try to round  
up to the nearest 0.5mm either way if  
necessary with either horizontal or vertical  
extreme formats to use a visually  
appropriate logo size.

Minimum size  
Irrespective of the dimension of any  
canvas, never resize the logo to an extent  
where readability is compromised.

Sizing of logo formula

Width + Height = XX : 12 = XX



### 3.5 Logo positioning

Our preferred logo position is either top or bottom right. This ensures consistency across our communications, however the bottom corners can also be used if the circumstances dictate them to be the best position.



### 3.6 Logo lock-ups

- 100% Primary logo lock-up**  
To ensure clarity, the logo should retain the clear space along all 4 sides. This ensures that the tagline below the main unit is readable.
- 50% – 25% Signage logo lock-up**  
In rare case of space restrictions, half or quarter the size of the diamond should atleast be retained as per the clear space instructions.





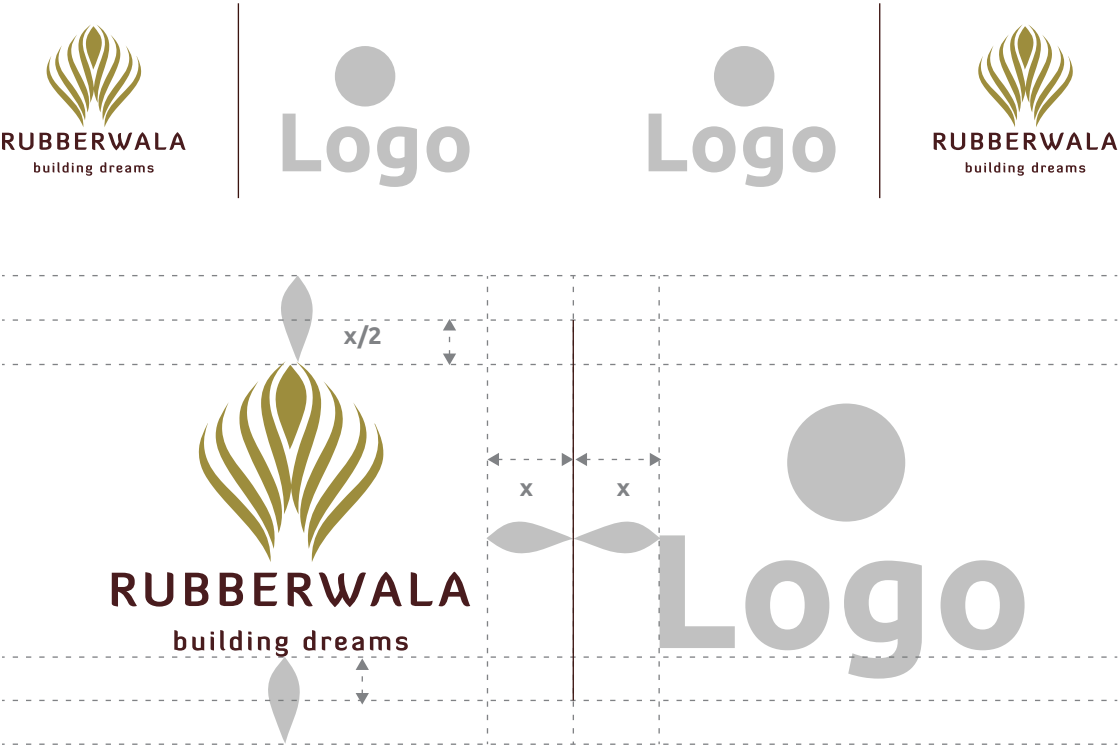
3.7 Logo and slogan relationship

The slogan is a part of the logo and will always be aligned with the logo vertically as shown. In any given case do not detach the both.



3.8 Co-branding

The partner logo should sit on the same baseline as shown below and be separated by the logo clearspace. A line can separate the two logos to create more clarity and distinction. When presenting logos with our own consider the degree of impact the partnering logo creates. Ensure that it doesn't visually dominate and take prominence over the Rubberwala logo.



3.9 Incorrect logo usage



**RUBBERWALA**  
building dreams

Do not apply drop shadows to our logo



**RUBBERWALA**  
building dreams

Do not outline or redraw



***RUBBERWALA***  
building dreams

Do not attempt to recreate the Wordmark



**RUBBERWALA**  
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Do not use a one-colour logo on white, always use the primary two-color logo



**RUBBERWALA**  
building dreams

Do not use the wordmark without the spade symbol



**RUBBERWALA**  
b u i l d i n g d r e a m s

Do not re-arrange slogan



**RUBBERWALA**  
building dreams

Do not re-arrange logo components



**RUBBERWALA**  
building dreams

Do not use a one-colour logo on white, always use the primary two-color logo



**RUBBERWALA**  
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Do not distort the proportions of the logo by expanding or stretching it



**RUBBERWALA**

Do not use logo without slogan



**RUBBERWALA**  
building dreams


Do not change size of logo elements.




**RUBBERWALA**  
building dreams

Do not use a one-colour logo on white, always use the primary two-color logo

3.9 Incorrect logo usage



Do not use a logo on faces or key visuals



# 4. Colour

The colours are inspired by the warm culture of India. They are evocative of stability and clarity, enlightenment and transformation, energy, joy, richness and optimism.

## 4.1 Colour palette

### Primary

The colours present in our logo are the primary colours of our brand identity. These shades can be used as a patch or background for any communication piece. Whenever we use primary colours as the base of our any design, make sure to adhere to the logo guidelines.

### Secondary

For any sort of extended communication, where the primary colours are not suitable to the requirement, the secondary colours are given as an alternative. These shades can be used for any designing purpose. They belong to the same family yet keeping the brand identity undisturbed.

Pantone 4505 C

CMYK C13 M17 Y78 K35

RGB R157 G141 B62

Pantone 4975 C

CMYK C45 M80 Y70 K65

RGB R72 G31 B31

Pantone 3995 C

CMYK C50 M50 Y100 K30

RGB R109 G95 B39

Pantone 424 C

CMYK C55 M50 Y50 K15

RGB R116 G111 B109

Pantone 7629 C

CMYK C40 M80 Y70 K40

RGB R110 G53 B53

WHITE

CMYK C0 M0 Y0 K0

RGB R255 G255 B255

BLACK

CMYK C00 M00 Y00 K100

RGB R35 G31 B32

Pantone 663 C

CMYK C0 M0 Y0 K10

RGB R230 G231 B232ZZ

4.2 Logo version colour usage

If the primary brand colours are used in the layout then the logo should be kept in white only. In instances where light colour tones are used in layouts, we can use the logo in its original form. However, in cases where the background colours appear mid tone or dark, the logo should appear in white only.

Brand colors



Light color tones



Mid color tones



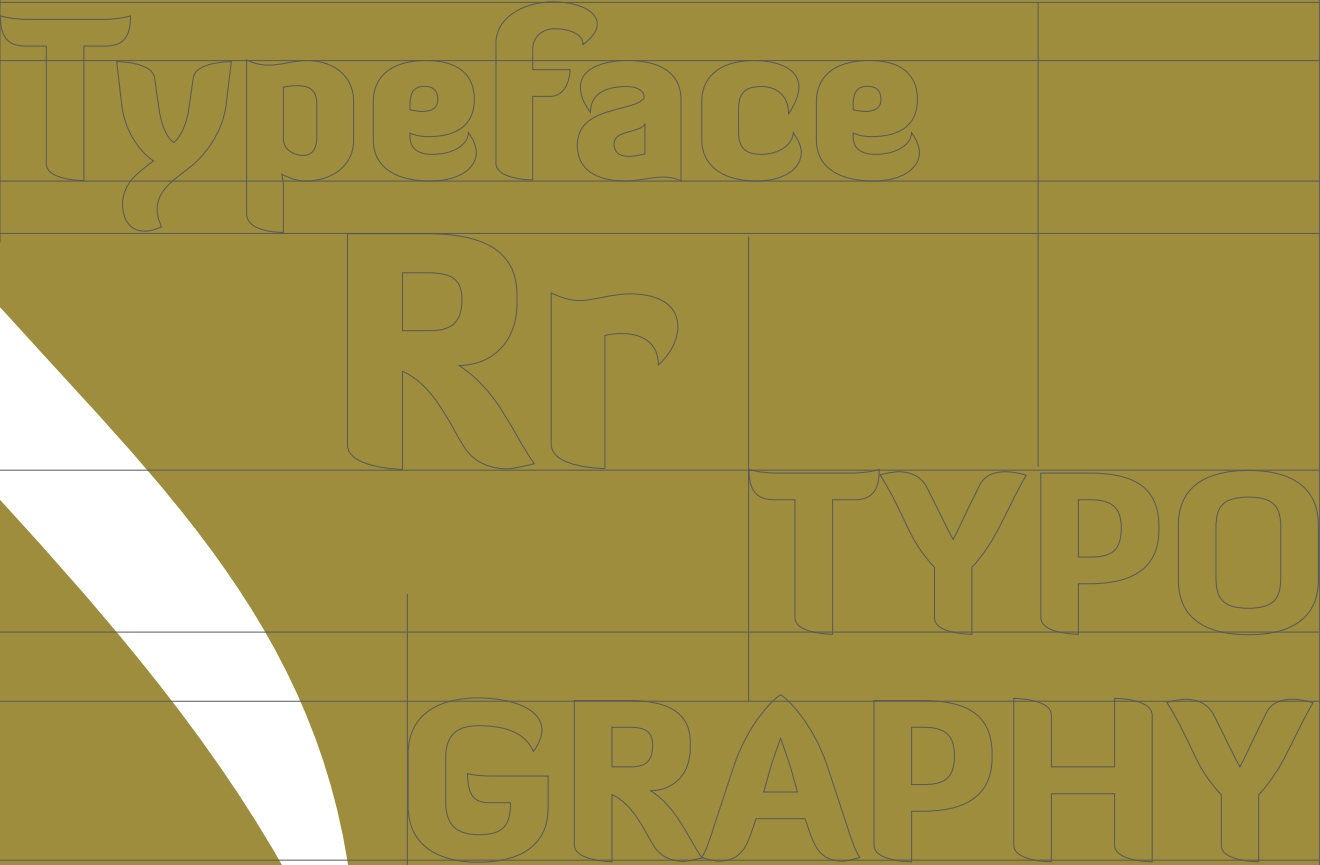
Dark color tones



Photography



5. Typography



5.1 Logo typeface

Logo Font  
The font of our logo clearly suits the personality of the brand. The clear sharp edges with rounded corners denote our focus with flexibility.  
This font can also be utilized for headlines or key words of our communication.

Diavlo Bold

RUBBERWALA

building dreams

Diavlo

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

Light  
Book  
Medium  
Bold  
Black

!@#£\$€%&\*()\_+|:”<>?.,  
0123456789

5.2 Brand typeface

Clean and modern, it is as readable as it is timeless.  
While the font is available in variety of styles, we suggest to keep it consistent throughout our communication.

Open Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv  
Ww Xx Yy Zz

!@#£\$€%&\*()\_+|:”<>?.,  
0123456789

Regular  
SemiBold  
SemiBold Italic  
Bold  
Bold Italic  
ExtraBold  
ExtraBold Italic  
Light  
Light Italic  
Italic

5.3 System preference

In case of the absence of the main font, this is an alternative font which can be used for communication purposes.

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

!@#£\$€%&\*()\_+|:”<>?.,  
0123456789

Regular  
Italic  
Bold  
Bold Italic

5.3 System preference

In case of the absence of the main font, this is an alternative font which can be used for communication purposes.

Calibri

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll  
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

!@#£\$€%&\*()\_+|:”<>?.,  
0123456789

Light  
Light Italic  
Regular  
Italic  
Bold  
Bold Italic



# 6. Photography

While using human figures in designing and layouts, make sure you're making the right choice for the type of photography. Choosing the incorrect style of images may ruin the impression you make on clients as well as the brand image. Let's focus on the do's and don'ts regarding the image usage guidelines.

## 6.1 Photographic style principles

All human based images should follow the following principles:

- Indian looking faces should be considered
- Always use happy and pleasant expressions
- No obscene or skin showing images to be used
- We have to avoid showing back facing images to the viewer and use angular images (basically the back shouldn't be facing the viewer)
- If its a gated community project in promotion, family style images must be used for the same
- If a luxury project is being portrayed, single images should be preferably used





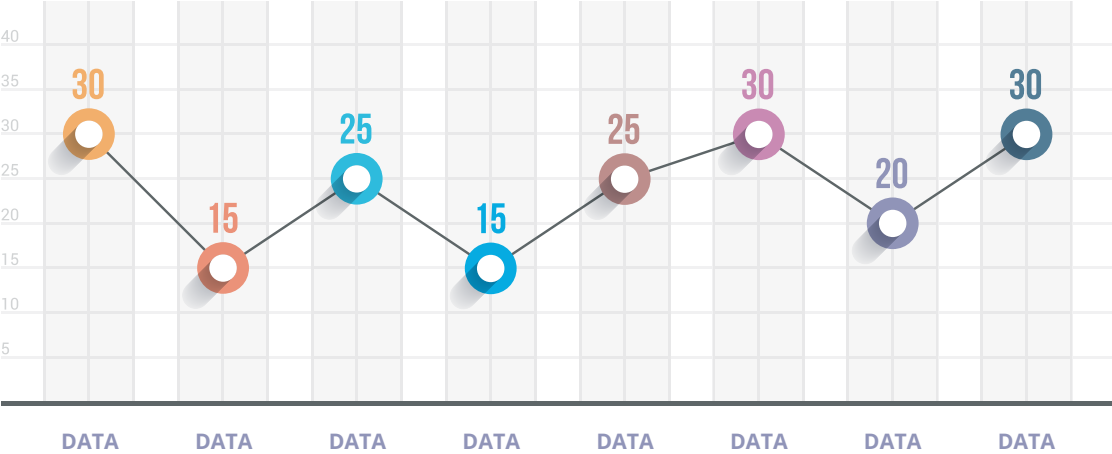
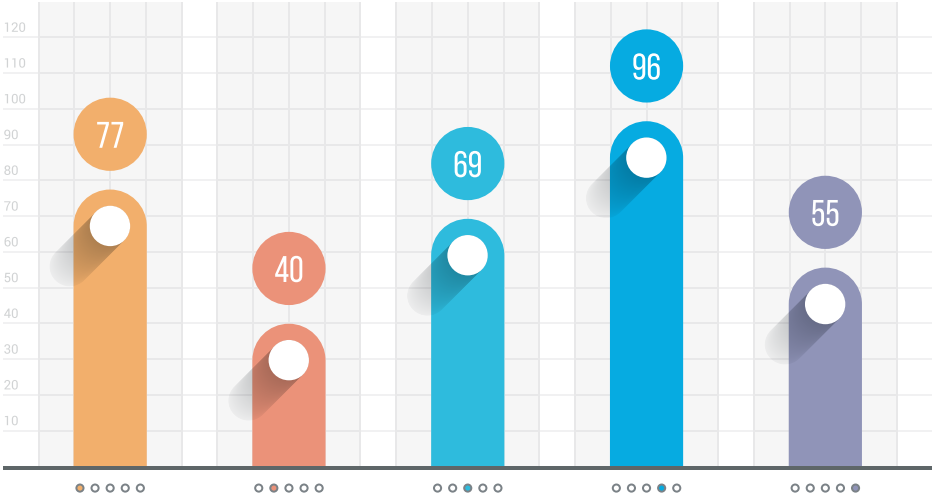
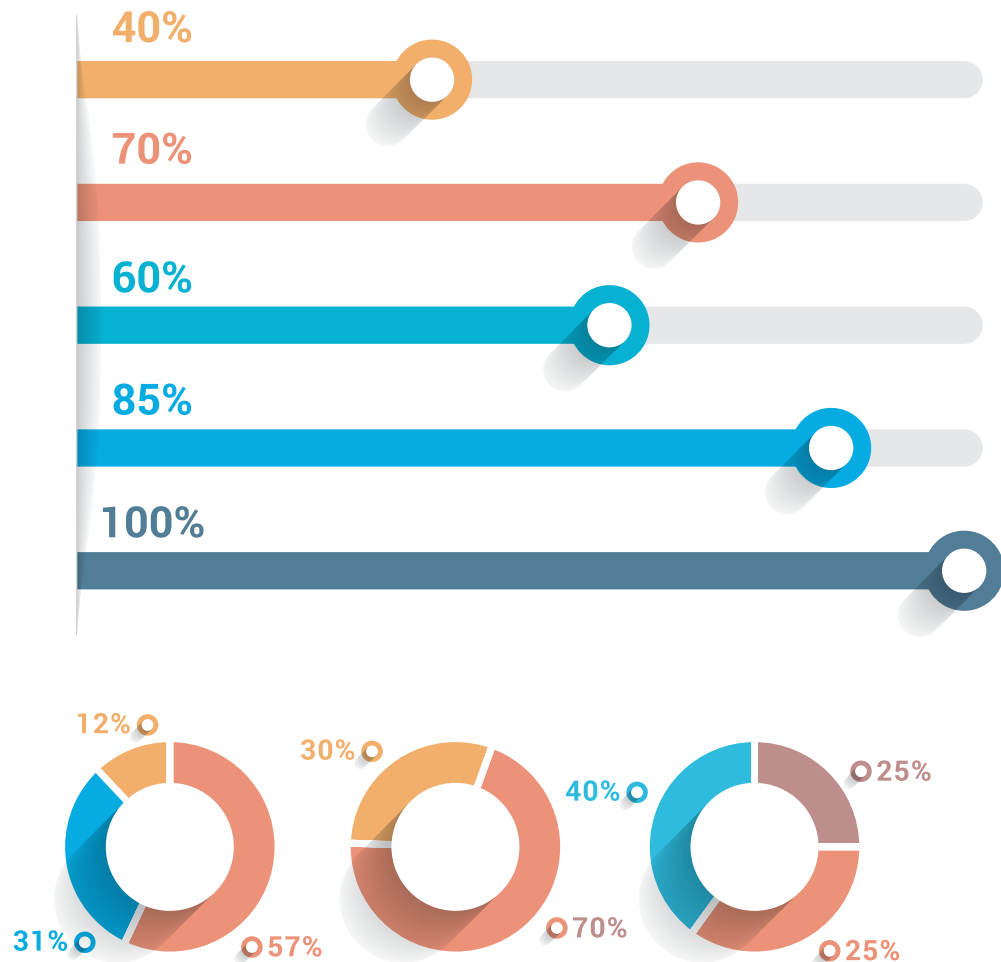
## 7. Infographics

We shall use striking, engaging visuals to communicate information quickly and clearly in our info-graphic communication.



7.1 Infographics overview

We have a flexible infographic style that can communicate both complex and simple processes.



## 7.2 Infographics color palette

It is recommended to follow the mentioned colour palette while using any charts or diagrams.

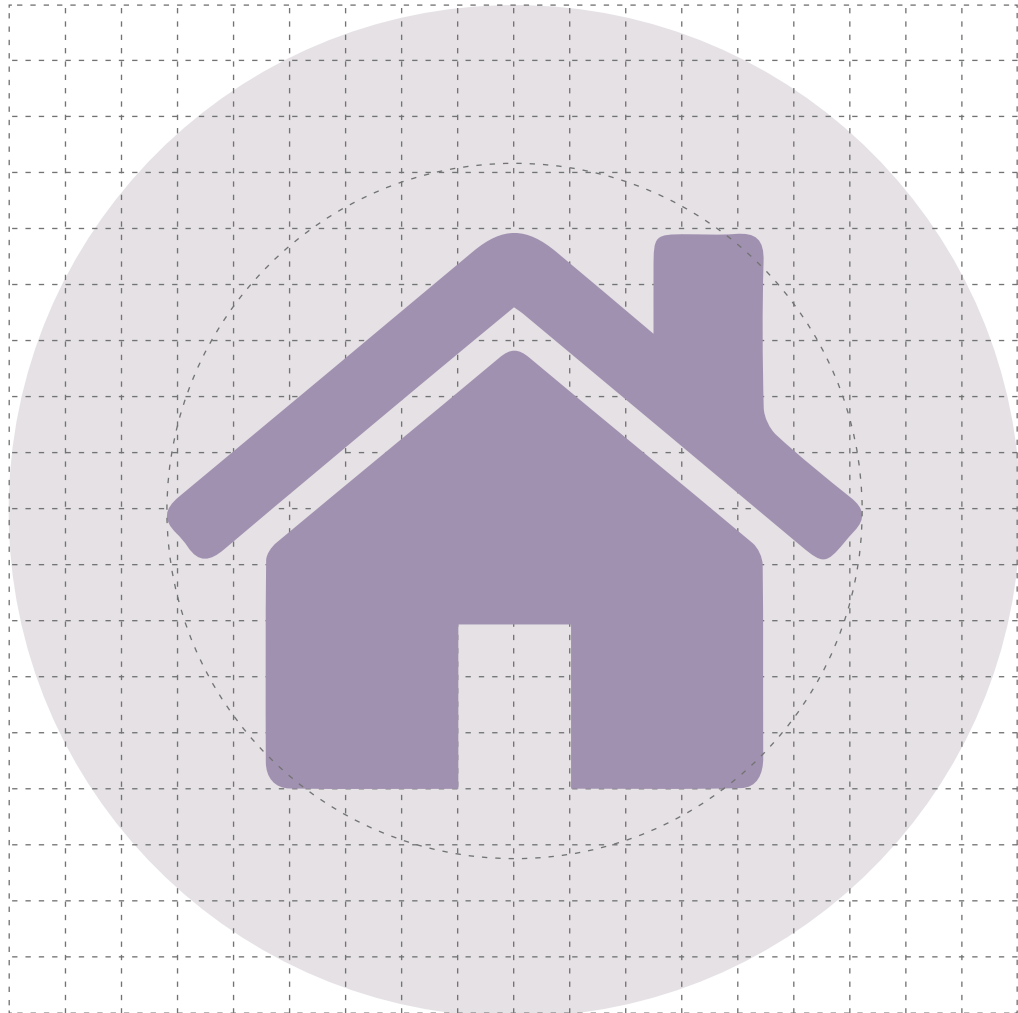
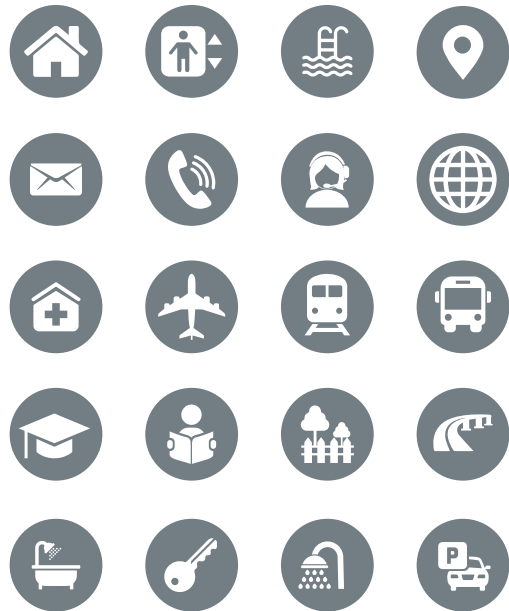
<div>Pantone 150 C</div> <div>CMYK C00 M35 Y75 K00</div> <div>RGB R251 G177 B87</div>	<div>Pantone 7639 C</div> <div>CMYK C30 M50 Y40 K20</div> <div>RGB R152 G114 B114</div>
<div>Pantone 486 C</div> <div>CMYK C05 M50 Y45 K00</div> <div>RGB R234 G148 B129</div>	<div>Pantone 7709 C</div> <div>CMYK C60 M10 Y25 K00</div> <div>RGB R98 G181 B190</div>
<div>Pantone 575 C</div> <div>CMYK C55 M30 Y90 K20</div> <div>RGB R110 G128 B62</div>	<div>Pantone 666 C</div> <div>CMYK C40 M40 Y10 K00</div> <div>RGB R158 G149 B185</div>
<div>Pantone 673 C</div> <div>CMYK C10 M60 Y00 K00</div> <div>RGB R219 G130 B181</div>	<div>Pantone 4975 C</div> <div>CMYK C50 M80 Y70 K70</div> <div>RGB R61 G25 B26</div>
<div>Pantone 5415 C</div> <div>CMYK C70 M40 Y30 K00</div> <div>RGB R91 G135 B158</div>	<div>Pantone 618 C</div> <div>CMYK C40 M30 Y100 K00</div> <div>RGB R168 G160 B156</div>
<div>Pantone 663 C</div> <div>CMYK C10 M10 Y05 K00</div> <div>RGB R226 G222 B228</div>	<div>Pantone 444 C</div> <div>CMYK C50 M35 Y35 K20</div> <div>RGB R115 G126 B130</div>

# 8. Icons

Icons are an essential part of many user interfaces, visually expressing objects, actions and ideas. When done correctly, they communicate the core idea and intent of a product or action, and they bring a lot of nice benefits by enhancing aesthetic appeal. Despite these advantages, icons can cause usability problems when designers hide functionality behind icons that are hard to recognize. Hence, it is essential that these guidelines are followed while using any icons.

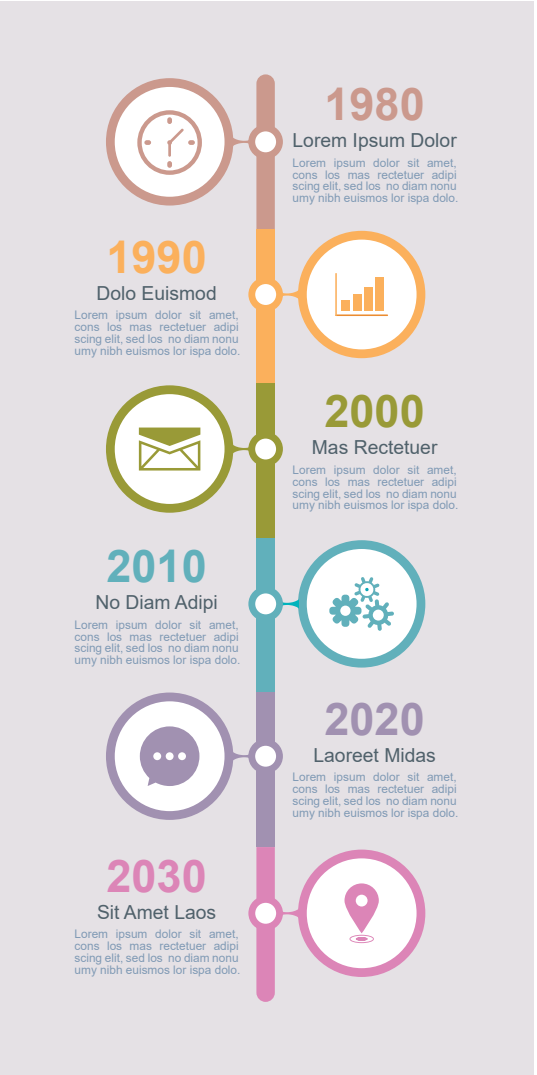
## 8.1 Creating our icons

For certain icons, there are standard designs that you'll want to use so that users know exactly what those elements do. This can include icons for social media links, search, shopping carts and navigational arrows. You should never sacrifice usability for a new design. The icons shown here are fixed to avoid any overlapping of depiction. However, exceptions can be considered subject to the art and communication requirement.



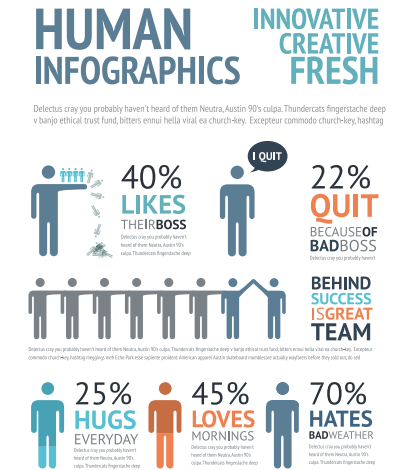
## 8.2 Putting elements together to make infographics

Simple changes can go a long way. This kind of adjustment can help common elements become part of your design and visual story as well. But you can put your own whimsical twist on these standard icon styles. Change the color, tweak the shape or even redraw the icons in your style. The trick is to do something that feels unique while maintaining visual recognition so that users don't question what the icon means.



### 8.3 Bringing infographics to life

Icons can be miniature art canvases in themselves. Good iconography can pull together a project in a way that gives it that bit of polish and finesse. However, while doing so we must always remember to fill or outline them within our suggested colour palette (refer 7.2) which keeps the design closest to our brand identity



# 9. Brand in Variations

We often talk about “brand” as if it is one thing. It’s not of course – in fact, the meaning and the use of the term differs, quite markedly, depending on the context and the media platform. By this reckoning, we have categorized how to use communication in different ways.

9.1 COLLATERALS

Stationery



Visiting Card





Envelope



Letterhead

## 9.2 Merchandise



Diary

Notepad



Mousepad/Sticker



Pen Drive



Bags



Cup





Gift Wrapping Paper/Gift Tags




Uniforms

## 9.3 PRINT


Press Ad





**RUBBERWALA**  
Building Dreams

AFTER DEVELOPING  
A LIFESTYLE  
**LEGACY FOR SOBO**  
We thought of **delivering some more.**

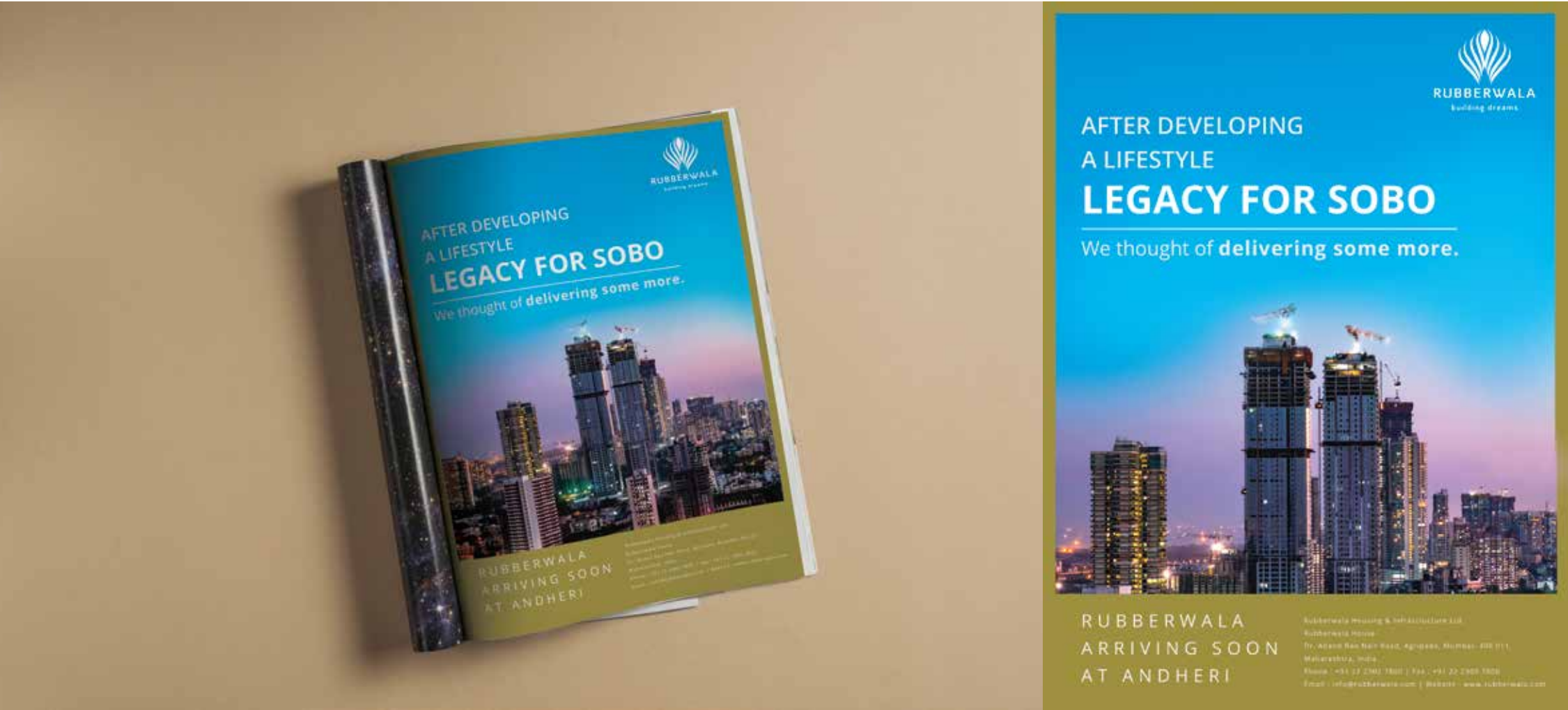


**RUBBERWALA**  
ARRIVING SOON  
AT ANDHERI

Rubberwala Housing & Infrastructures Ltd.  
Rubberwala House  
Dr. Anand Rao Near Keshavnagar, Agripada, Mumbai - 400 011,  
Maharashtra, India  
Phone : +91 22 2862 1800 | Fax : +91 22 2862 1800  
Email : info@rubberwala.com | Website : www.rubberwala.com



Magazine Ads



9.4 OUTDOOR



Hoarding





Site Branding/ Banner



Standee

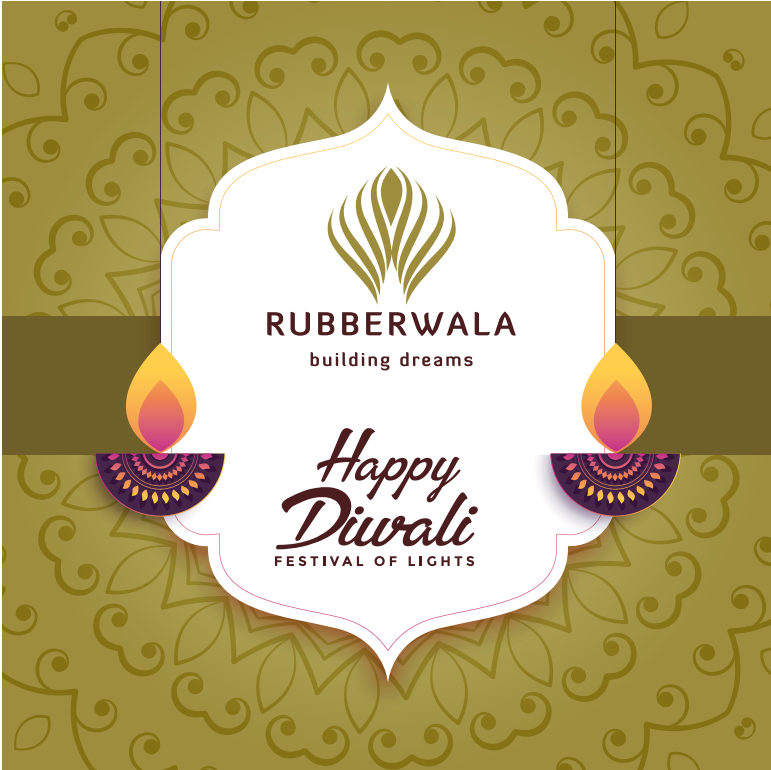
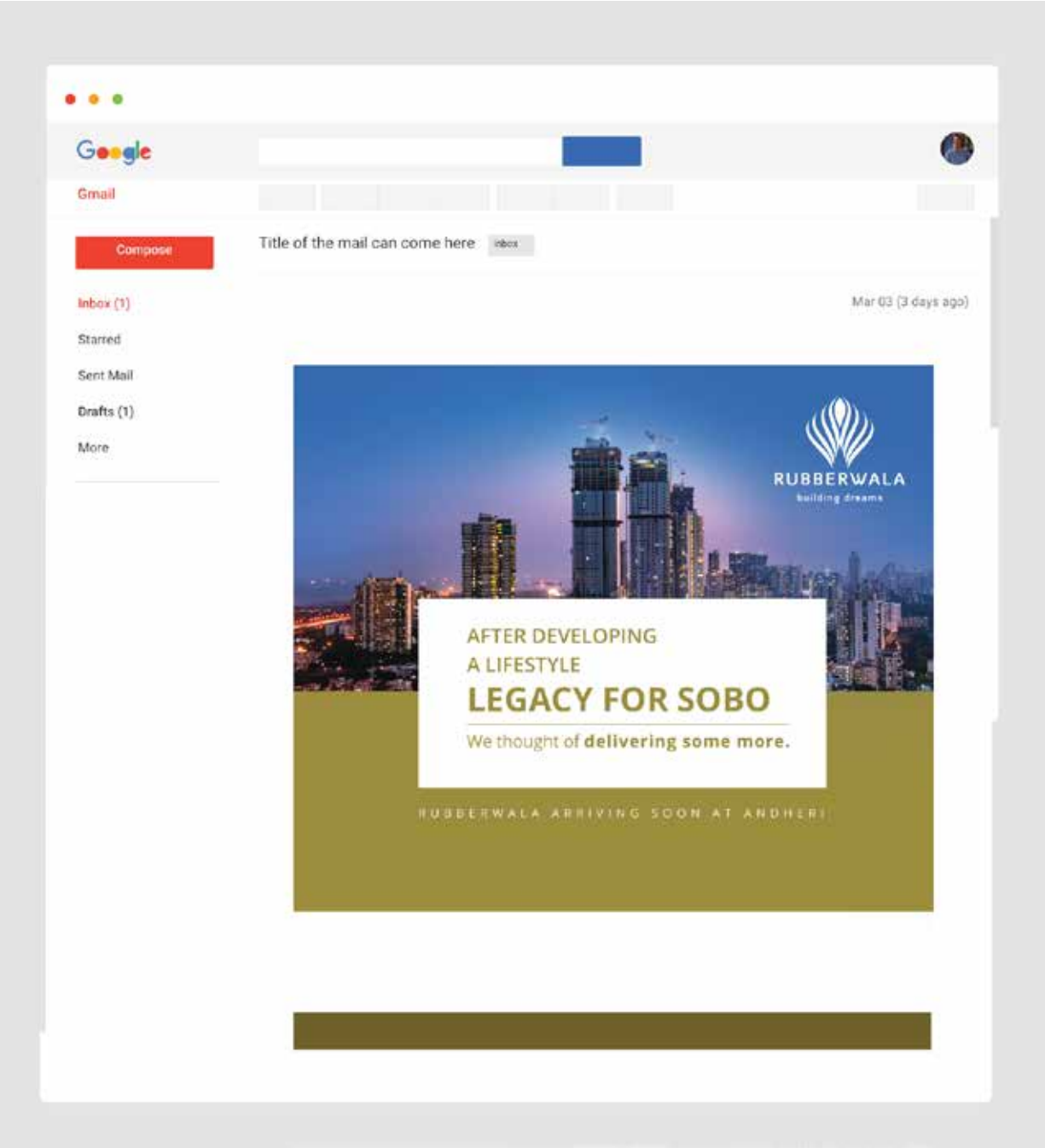


Pole Kiosk/ Poster

9.5 DIGITAL

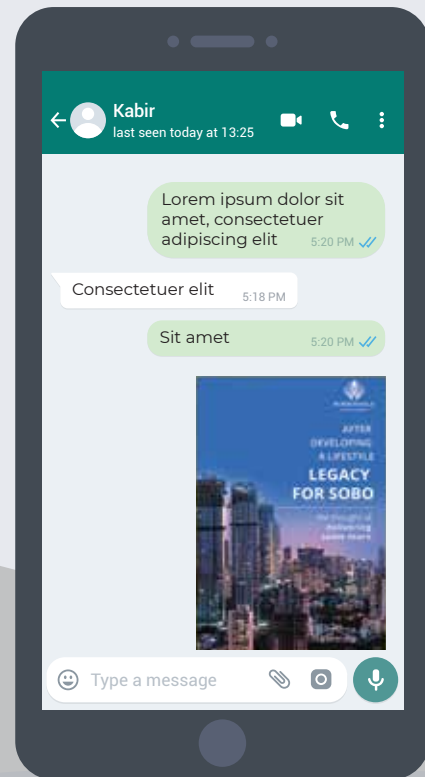
The digitalization and interaction of consumers with brands have caused a change of demands in communication. Flexibility in messages and the visual appearance is needed to fulfill the expectations of all target groups as well as the media depending on the need of the hour.

Emailer



Festive Post  
As a brand, we believe in contributing to society by building the finest of living standards. The same shall reflect even in our corporate festive communications. The occasion-based greetings should carry a soft, warm message which sets the reader to do something good for our society.

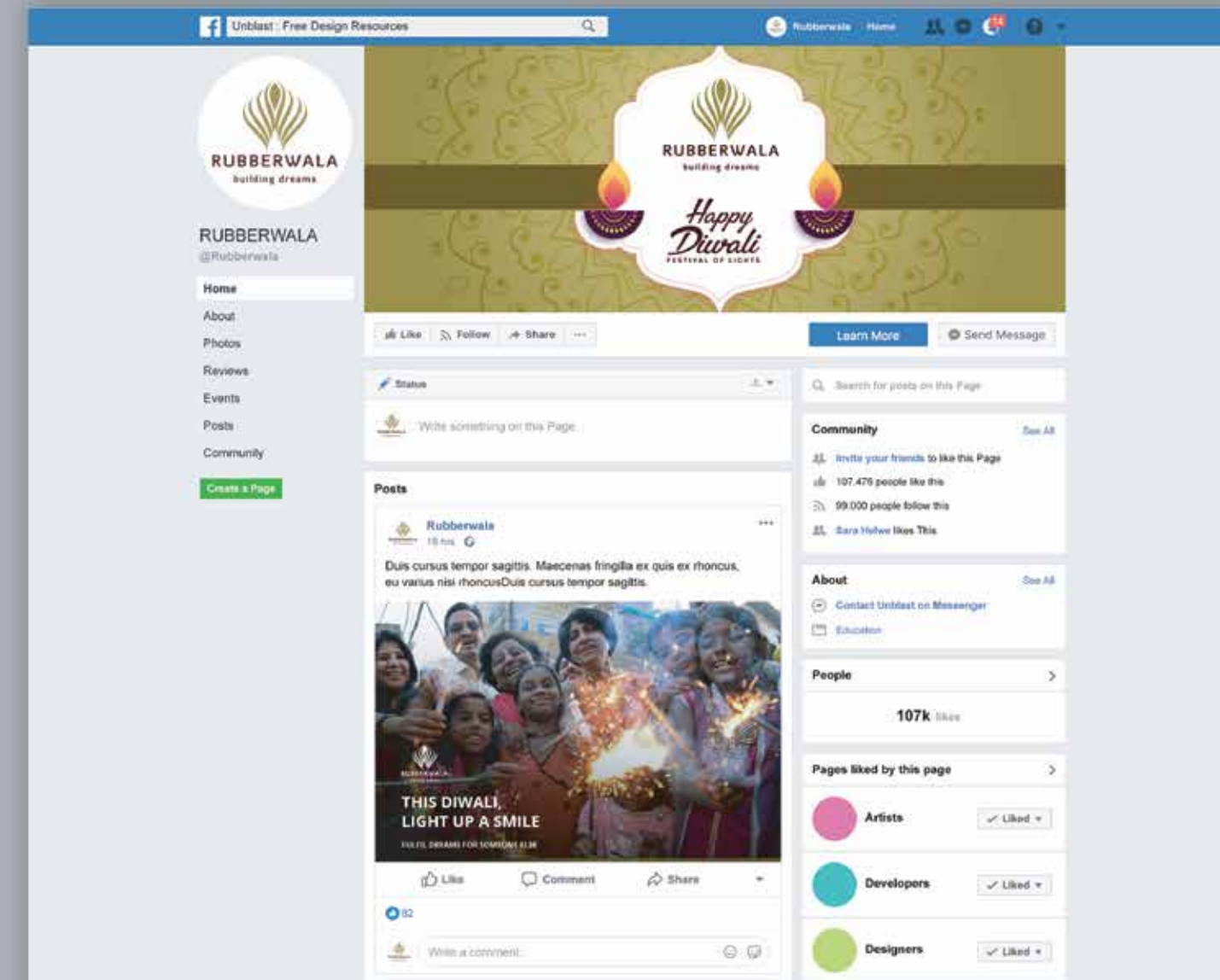




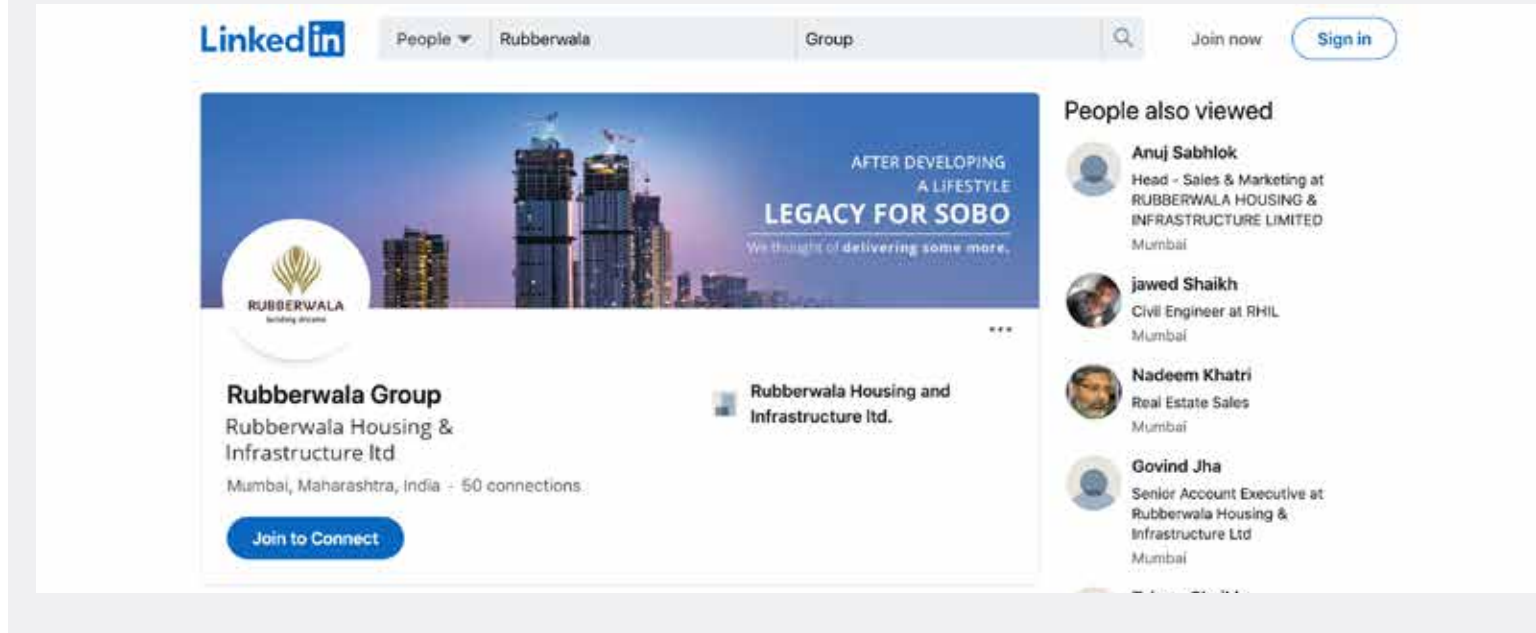
Whatsapp



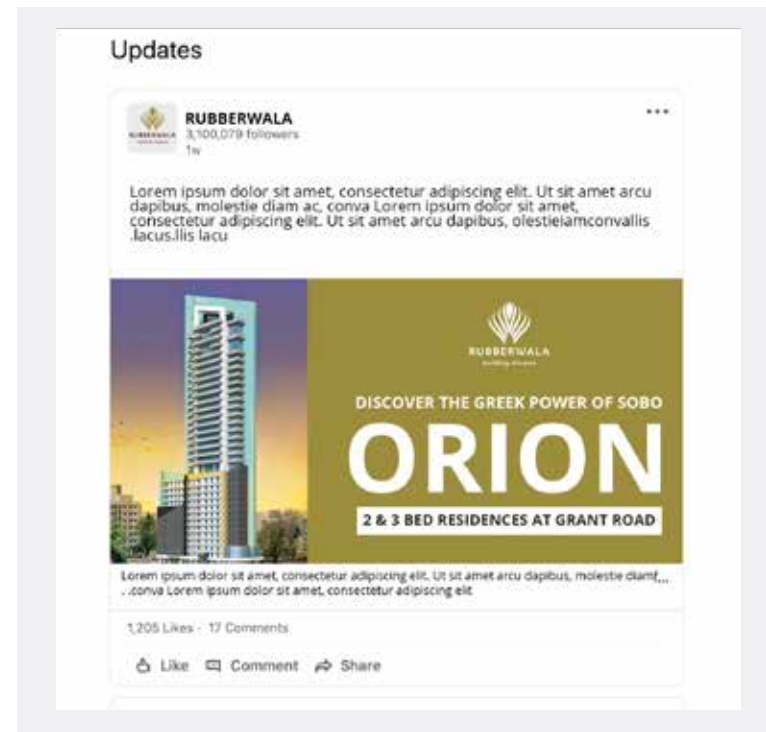
Instagram Post



Facebook Post  
Facebook Cover



Linkedin Cover/  
Linkedin Post



Brand Building Post



Project Post



Presentation Slides



Indoor glass panel for sites or sales office



**RUBBERWALA**

building dreams

Rubberwala Housing & Infrastructure Ltd.

Rubberwala House

Dr. Anand Rao Nair Road, Agripada, Mumbai- 400 011,  
Maharashtra, India.

Phone : +91 22 2302 7800 | Fax : +91 22 2309 7800

Email : [info@rubberwala.com](mailto:info@rubberwala.com) | Website : [www.rubberwala.com](http://www.rubberwala.com)