BIGROCK

Domains, Websites and more...

Brand Book

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About the BigRock Brand

Root Strengths

BigRock functions on a technology platform which boasts of over 12 years of R&D and supports 5 million+ domains.

Stable, ICANN Accredited – The 'here to stay brand'

Target

Anyone between the age of 25- 50, who is interested in setting up their web presence

Key Geographies

Our key-target markets are top-metros and tier 1 and tier 2 cities

Insight

We work to provide the Indian Customer with an array of web presence products which, they have never experienced before. And of course, at a price and ease that was unimaginable.

Benefits

The company with the muscle - A company with a 12 year R&D of successfully running technology platforms

The Glocal player – Bringing to India, the products, design sense and flexibility of the strata which only foreign markets have experienced.

Cost Benefit - We have highly competitive pricing while maintaining focus on the quality of products and services provided.
Value for money – Websites start at Rs. 99
Personal & corporate branding to customers at a low price

Add one more point - Unmatched customer service

Value

BigRock stands for providing web-presence to the common man.

Beliefs

We believe that a large percentage of our target audience has been exposed to the idea of getting a website but has never been able to get one due to the chaos an unorganized market brings / due to the fear of investing too much time and money into it. BigRock, aims to bust those myths.

Personality:

BigRock is young, intelligent and approachable. It is also very strong and stable brand (as depicted by the rock in our logo.)

Discriminator

• Innovative products at affordable prices
• Best in class 24/7 Support
• Bringing web-presence to the common man
• Easy to use tools and interfaces to build the best end products

Essence

BigRock will fill a critical void in the web-presence industry with its innovative suite of web products & solutions designed to fortify businesses' competitive advantage and unleash their true potential. With a proven platform that powers over 5 million domain names worldwide, we are committed and confident of unlocking tremendous value for our customers in India.

Everyone needs a Website. It's easy at **BigRock**.com

Logo: Acceptable Variations and Usage Guidelines

Gloss:

for use on screen and gloss printed mediums such as online banners and ads, television ads, email newsletters, etc...

Non Gloss:

for use in offline collateral and matt finish printed mediums such as brochures, business cards, newspaper ads etc

Vertical

Only used when there isnt enough horizontal space to fit the regular logo, such as in tall online banners etc.

Color + Stroke Non Gloss:

for use in offline collateral and matt finish printed mediums such as brochures, business cards, newspaper ads etc where the background color is NOT WHITE. Simmilarly a Gloss stroke can be used for on-screen mediums where the logo is placed in a NON-WHITE background

Monochrome:

for use in offline collateral and matt finish printed mediums such as brochures, business cards, newspaper ads etc where colored printing is not available. **DO NOT USE AS WATERMARK**

Monochrome + Stroke:

for use on screen and gloss printed mediums such as online banners and ads, television ads, email newsletters, etc...

Logo: Inappropriate Use

No Tagline

Space between Rock and Text

Incomplete Brand Name

Rock Mascot Positioning

Details missing in Rock Face

Colored Background w/o Stroke

Logo: Spacing, Sizing & Colors

Spacing around the Logo

Spacing:

Spacing is always relative, but adequate white space must be maintained around the logo to ensure its visibility and legibility.

Use the height between the logo text and the rock as the minimum amount of space that must be available all around the logo.

Appropximate pixel dimensions are shown here, this represtnts the space required around the logo at this size and will need to be scaled as the logo is scaled.

Logo Size

← 60 % of width →

Maximum Size:

Avoid using the logo in sizes larger than **60%** of the available width to maintain whitespace and readability of the tagline in all surroundings

← 130 pixels →

OR

2.3 cm

Minimum Size:

Avoid using the logo in sizes too small to maintain the readability of the tagline and appearance of the rock face.

For Screen: No smaller than 130px wide.
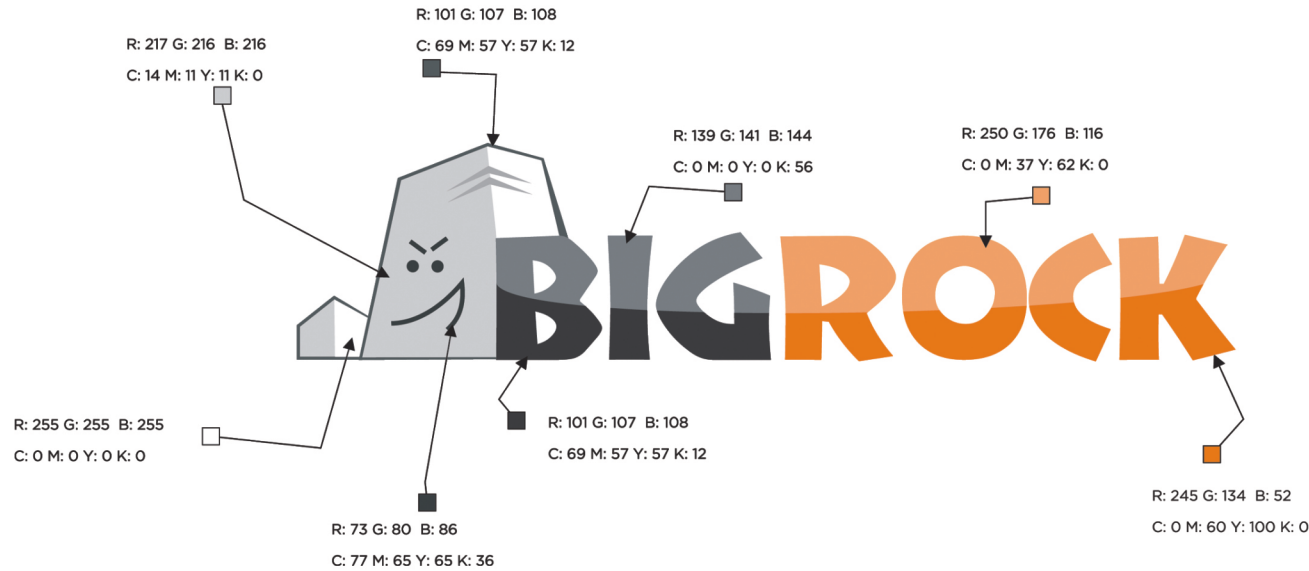For Print: No smaller than 2.3 cm wide

Partner Branding

Logo Size:

If the BigRock logo is used in conjunction with any partner's logo, the partner's logo should not be larger than the BigRock Logo.

Neither the width nor the height of the Partner's logo should exceed the width or height of the BigRock Logo.

Color Guidelines

R: 217 G: 216 B: 216
C: 14 M: 11 Y: 11 K: 0

R: 101 G: 107 B: 108
C: 69 M: 57 Y: 57 K: 12

R: 139 G: 141 B: 144
C: 0 M: 0 Y: 0 K: 56

R: 250 G: 176 B: 116
C: 0 M: 37 Y: 62 K: 0

R: 255 G: 255 B: 255
C: 0 M: 0 Y: 0 K: 0

R: 101 G: 107 B: 108
C: 69 M: 57 Y: 57 K: 12

R: 245 G: 134 B: 52
C: 0 M: 60 Y: 100 K: 0

R: 73 G: 80 B: 86
C: 77 M: 65 Y: 65 K: 36

Monochrome Guidelines

R: 217 G: 216 B: 216
C: 14 M: 11 Y: 11 K: 0

R: 101 G: 107 B: 108
C: 69 M: 57 Y: 57 K: 12

R: 139 G: 141 B: 144
C: 0 M: 0 Y: 0 K: 56

C: 0 M: 0 Y: 0 K: 36

R: 101 G: 107 B: 108
C: 69 M: 57 Y: 57 K: 12

C: 0 M: 0 Y: 0 K: 50

Brand Colors

Primary Colors:

R: 245 G: 134 B: 52
C: 0 M: 60 Y: 100 K: 0

R: 101 G: 107 B: 108
C: 69 M: 57 Y: 57 K: 12

Secondary Colors:
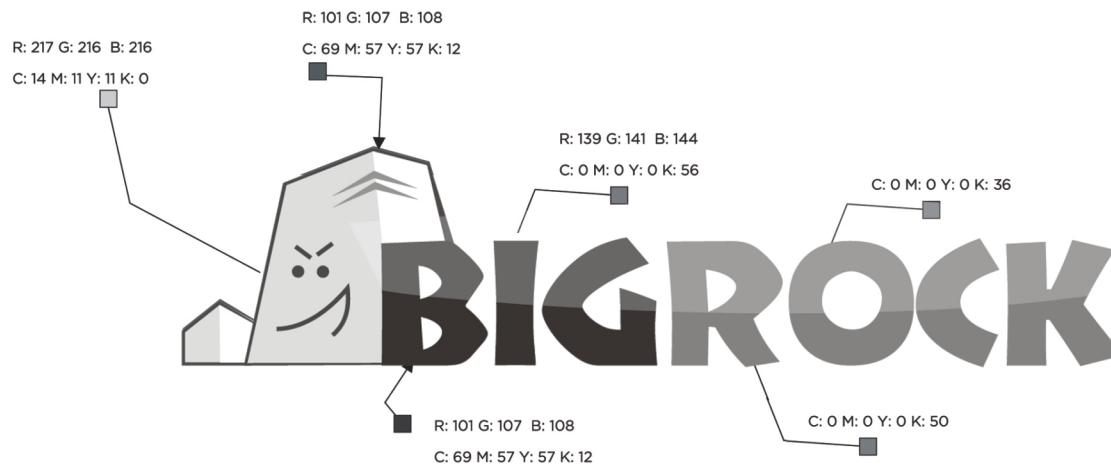
R: 106 G: 151 B: 63
C: 64 M: 22 Y: 100 K: 5

R: 137 G: 139 B: 141
C: 49 M: 40 Y: 38 K: 4

R: 250 G: 201 B: 74
C: 2 M: 21 Y: 82 K: 0

Fonts: Usage Guidelines

Brand Typography: For Website & Collaterals

Body Copy:

Arial / Helvetica

Headline:

Lucida Grande

Callout:

Annifont

Plan Title:

Capricorn OSF

Inappropriate Use

Times New Roman

Do not use Serif fonts such as 'Times New Roman' and 'Georgia'.
These set a formal tone and we prefer a more conversational voice for the BigRock brand.

Comic Sans

Do not use novelty fonts such as 'Comic Sans' and 'Typewriter/Courier/etc'.
Replace these with our callout font: 'Annifont' if you need a friendly hint/highlight