



Brand Manual

2021 • THE NEW CORPORATE DESIGN GUIDELINES FOR DEERIKA COMPANY



**Corporate
Identity? Have
a Look when
Image meets
Design.**



Table of content

Corporate Design Manual

SECTION 1 INTRODUCTION	PAGE 04
SECTION 2 CORPORATE LOGO	PAGE 06
SECTION 3 CORPORATE TYPOGRAPHY	PAGE 10
SECTION 4 CORPORATE COLOR SYSTEM	PAGE 16
SECTION 5 CORPORATE STATIONERY	PAGE 22
SECTION 6 LOGO PLACEMENT	PAGE 26
SECTION 7 GRID SYSTEMS	PAGE 28
SECTION 8 CORPORATE IMAGES	PAGE 36
SECTION 9 SUMMARY	PAGE 40



**These guidelines
describe the
visual and
verbal elements
that represent
Deerika's**



Logo introduction

// Introduction

THE DESIGN GUIDELINES

These guidelines describe the visual and verbal elements that represent Deerika's corporate identity. This includes the name, logo and other elements such as color, type and graphics.

Sending a consistent and controlled message of who we are is essential to presenting a strong, unified image of our company. These guidelines reflect Deerika's commitment to quality, consistency and style.

The Deerika brand, including the logo, name, colors and identifying elements, are valuable company assets.

Each of us is responsible for protecting the company's interests by preventing unauthorized or incorrect use of the Deerika name and marks.



The Logo Introduction

The Logo Application

The Logo Elements

Clearspace and computation

Logo introduction

THE FULL LOGOTYPE

The Deerika Masterbrand or Corporate Logo comprises two elements, the logo star symbol and logo type. The Logo Symbol is a powerful image evoking the culture of the customers attitude combining with the symbolism of customer reviews and quality ratings.

The Logo Type has been carefully chosen for its modern and yet refined, highly legible style, which has been further enhanced by the use of lower case letters. The typeface is Poppins Bold and has also been chosen to compliment and balance perfectly with the logo symbol.

The corporate logo is presented through the use of colour as well as shape and form. The two corporate colours are Yellow and Grey. It is a fresh and appealing blend of colours chosen for their strong combination - modern - classic - timeless.

The Colours have been selected according to international standards as shown below and are easily implemented.

LOGO INTRODUCTION

The Logo is the key building block of our identity, the primary visual element that identifies us. The signature is a combination of the the symbol itself and the company name – they have a fixed relationship that should never be changed in any way.

1 THE FULL LOGO



2 THE INVERS LOGO



3 NO TAGLINE LOGO



1) The Logo Symbol

Consists of a powerful element evoking the culture of retail. The main logo is the colored logo used on white or colored background. For other backgrounds you will find an alternative below.

3 LOGO DARK VERSION



4 LOGO LIGHT VERSION



3) The Logo Dark Version

will be used when the background color ist light

4) The Logo Light Version

will be used when the background color ist dark

RECOMMENDED FORMATS:

.eps | .ai | .png | .jpg | .tiff

ATTENTION:

Use of any stylized, animated, hand drawn or other versions of a unofficial logo is not permitted. This undermines the logo system and brand consistency. Please consult with Deerika Trademark Licensing if you have any questions

Logo Construction & Clearspace

LOGO CONSTRUCTION & CLEARSPACE

It is important to keep corporate marks clear of any other graphic elements. To regulate this, an exclusion zone has been established around the corporate mark. This exclusion zone

indicates the closest any other graphic element or message can be positioned in relation to the mark of the symbol itself and our company name – they have a fixed relationship that should never be changed in any way.

LOGO DIMENSIONS

Full Logo



CLEARSPACE

Full Logo

Definition

- Whenever you use the logo, it should be surrounded with clear space to ensure its visibility and impact. No graphic elements of any kind should invade this zone.



Computation

- To work out the clearsapce take the bottom part of the star symbol. (Clearspace = Height of the bottom part of the symbol).
The symbol clearspace is the top part of the cart handle from the star symbol.

Logo unauthorized usage

LOGO UNAUTHORIZED

It is important to keep the following restrictions to use the logo. In case if you will use in unauthorized way, it will decrease the brand value and the customers can't identify clearly the Deerika brand.



Do not rotate it



Avoid complex backgrounds



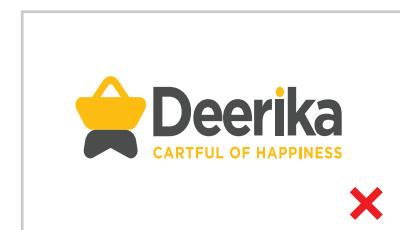
Do not change the colours



Do not use without symbol



Do not change the logo elements position



Do not distort the logo



Do not write additional text to the logo and keep the isolation space



Do not use drop shadows or any other effects



Do not try to recreate using a font style

Application on a background

APPLICATION ON DIFFERENT BACKGROUNDS

Always make sure the background provides sufficient contrast from the logo (both symbol and logotype) to be clearly visible. Ensure backgrounds are not overly busy or cluttered. The full colour display on a white background is optimal and the white or yellow logos on the colored background.



APPLICATION ON SECONDARY COLOR SYSTEM

Logo Application Guidelines



MINIMUM LOGO SIZES



Full Logo

Minimum Size: 15mm x 3.8 mm

Size: 30x7.6mm



Size: 20x5.1mm



Size: 15x3.8mm

Logo Symbol

Minimum Size: 4.5 mm x 4.5 mm



Size: 4.5 x 4.5 mm



Size: 10 x 10 mm



Size: 17.5 x 17.5 mm



Size: 25x25 mm



Corporate Font Primary Font Secondary Font Font Hierarchy

The corporate Font and history

Poppins

DESIGNER :

**THE DEVANAGARI IS DESIGNED BY NINAD KALE.
THE LATIN IS BY JONNY PINHORN.**

THE FONT

During the 1920s, Central European type foundries joined the modernists movements in art and design. Modernism was truly international in scope; only three years after the founding of the German Bauhaus school, several of its painting instructors were already exhibiting their work in Calcutta.

Geometric sans serif typefaces have been a popular design element ever since these actors took to the world's stage. Poppins is one of the newest comer to this long tradition. An open source family supporting both Devanagari and Latin, this typeface is an internationalist take on the geometric sans genre. Many of the Latin glyphs – the ampersand, for instance – are far more constructed and rationalist than in previously released geometric typefaces. Poppins's Devanagari design is particularly new. It is likely the first-ever large Devanagari family in this style that has been brought to market.

The Poppins family includes five weights, from Light through Bold. Each font includes 1014 glyphs, including all of the unique conjunct forms necessary for typesetting Indian languages like Hindi, Marathi, Nepali, etc. Just like the Latin glyphs, the Devanagari forms in Poppins are based pure geometry (particularly circles). Poppins's letters are practically monolinear, although optical corrections have been applied to stroke joints where necessary, to maintain an even colour in text. The Devanagari base character height and the Latin ascender height are equal; Latin capital letters are shorter than the Devanagari characters, and the Latin x-height is set rather high.



The Corporate Font

Typography plays an important role in communicating an overall tone and quality. Careful use of typography reinforces our personality and ensures clarity and harmony in all Deerika communications. We have selected Poppins, which helps inject energy and enthusiasm into the entire Deerika communications, as the primary and secondary corporate typefaces.

CORPORATE FONT POPPINS

DESIGNER :
NINAD KALE

THE FONT

The Devanagari glyphs in Poppins were designed by Ninad Kale. The Latin is from Jonny Pinhorn. The Indian Type Foundry first published Poppins in 2014. Helvetica typeface families from Linotype. The Neue Helvetica family had been extended with the range of eight compressed weights.

The Font and Structure

TYPE EXAMPLES
HELVETICA NEUE

Poppins

Bold

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

Regular

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

Figures

0 1 2 3 4 5 6 7 8 9 0

Special Characters

! " § \$ % & / () = ? ` ; : i " ¶ ¢ [] | { } ≠ ¤ ‘
“ “ € ® † Ω “ / ø π • ± ‘ æ œ @ Δ ° ª © f ð , å ¥ ≈ ç

Typography and Hierarchy

Typographic hierarchy is another form of visual hierarchy, a sub-hierarchy per se in an overall design project. Typographic hierarchy presents lettering so that the most important words are displayed with the most impact so users can scan text for key information. Typographic hierarchy creates contrast between elements. There are a variety of ways you can create a sense of hierarchy. Here are some of the most common techniques for Deerika layouts.

CONTENT TEXT AND INNER HEADLINES

You want to explain something more in detail? This is the best way to do it.

- *Poppins Medium Italic – Normal letters
7 pt Type / 11 pt Leading*
-

This text is reserved for copy text and huge text amount. Take it, use it.

- *Poppins Light – Normal letters
7 pt Type / 11 pt Leading*
-

FOLLOW THE RULES OF DESIGN TO GET AWESOME RESULTS.

- *Poppins Bold – Capital Letters
12pt Type / 11pt Leading*



Typography and Hierarchy

HEADLINES AND TYPOBREAKS

Much more than an interesting headline!

*Poppins Bold - 18 pt
16pt Type / 16pt Leading*

Super.Headlined

*Poppins Bold - Normal letters
48pt Type / 48 pt Leading*

Spectacular.

*Poppins Bold - Normal letters
62pt Type / 30 pt Leading*



The Corporate Colors

Primary Color System

Secondary Color System



The primary Color System and Color Codes

PRIMARY COLOR SYSTEM

Color plays an important role in the Deerika corporate identity program. The colors below are recommendations for various media. A palette of primary colors has been developed, which comprise the "One Voice" color scheme.

Consistent use of these colors will contribute to the cohesive and harmonious look of the Deerika brand identity across all relevant media. Check with your designer or printer when using the corporate colors that they will be always be consistent.

Explanation:

The Deerika Company has three official colors: Yellow, Black and Gray. These colors have become a recognizable identifier for the company.

Usage:

Use them as the dominant color palette for all internal and external visual presentations of the company.

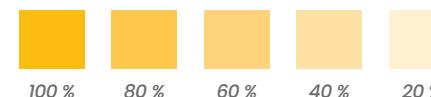
PRIMARY COLOR YELLOW

COLOR CODES

CMYK : C000 M028 Y100 K000
Pantone : 10-8 U
RGB : R252 G190 B000
Web : #fcbe00

Pantone 10-8
uncoated

COLOR TONES



THE GRADIENT



Blue Gradient

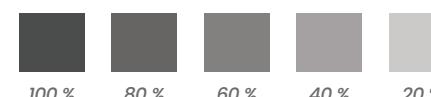
PRIMARY COLOR GREY

COLOR CODES

CMYK : C066 M058 Y057 K037
Pantone : 169-16 U
RGB : R083 G080 B078
Web : #53504e

Pantone 169-16
uncoated

COLOR TONES



THE GRADIENT



Grey Gradient

The secondary color system and color codes

SECONDARY COLOR SYSTEM

-

Explanation:

The Secondary colors are complementary to our official colors, but are not recognizable identifiers for Design.Inc company. Secondary colors should be used sparingly, that is, in less than 10 percent of the palette in one piece.

Usage:

Use them to accent and support the primary color palette.

Home furnishing and cleaning

CMYK : C032 M000 Y013 K000
Pantone : 124-3 U
RGB : R185 G224 B227
Web : #b9e0e3



Dairy and bakery

CMYK : C026 M051 Y063 K019
Pantone : 33-9 U
RGB : R171 G121 B087
Web : #ab7957



Home and decor

CMYK : C057 M026 Y015 K002
Pantone : 114-3U
RGB : R120 G063 B194
Web : #78a3c2



Groceries

CMYK : C000 M083 Y094 K000
Pantone : 40-8U
RGB : R232 G070 B029
Web : #e8461d



Fashion and accessories

CMYK : C000 M034 Y023 K000
Pantone : 55-1U
RGB : R247 G190 B183
Web : #f7beb7



Kitchen needs

CMYK : C000 M046 Y093 K000
Pantone : 20-7U
RGB : R255 G157 B000
Web : #ff9d00



Electronics - appliances

CMYK : C100 M096 Y040 K050
Pantone : 101-8U
RGB : R030 G029 B063
Web : #1e1d3f



Toys and stationery

CMYK : C040 M000 Y100 K000
Pantone : 160-8U
RGB : R177 G255 B000
Web : #aeff00



Fruits and vegetables

CMYK : C033 M000 Y053 K036
Pantone : 153-11U
RGB : R137 G158 B110
Web : #899e6e



Meats

CMYK : C029 M096 Y091 K034
Pantone : 50-15U
RGB : R137 G033 B027
Web : #89211b

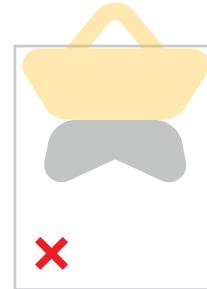


Symbol Crop on different views

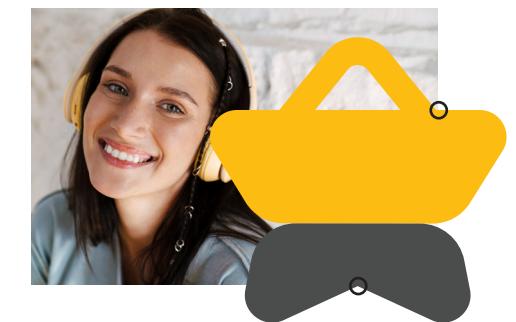
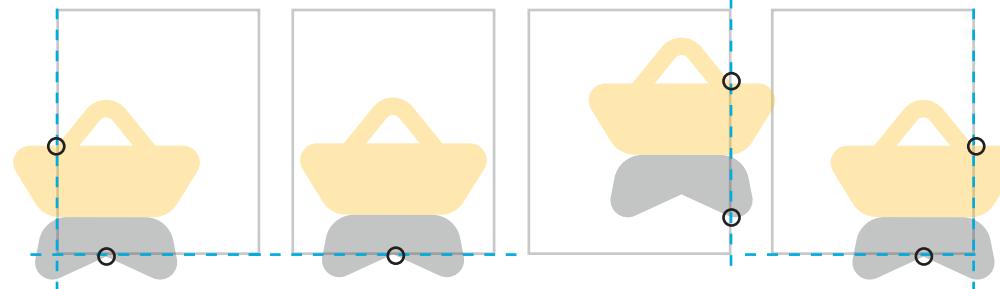
CROPPING LINES

-

When you crop the symbol of the logo we highlighted with dotted line and the anchor points where you have to place the side of the images.



Using the star on the top part of the images is not allowed because the handle of the cart symbol will disappear.



Explanation:

The star symbol needs to be visible, but you can use on the different corners or part of the images just follow the highlighted anchor points.





Get the Look.

*Corporate Stationery
The Company Letterhead
The Company Business Cards
The Envelope
Logo Placement*



**Corporate
Stationery**
**The Company
Letterhead**
**The Company
Business Cards**

The Corporate Stationery

THE COMPANY LETTERHEAD

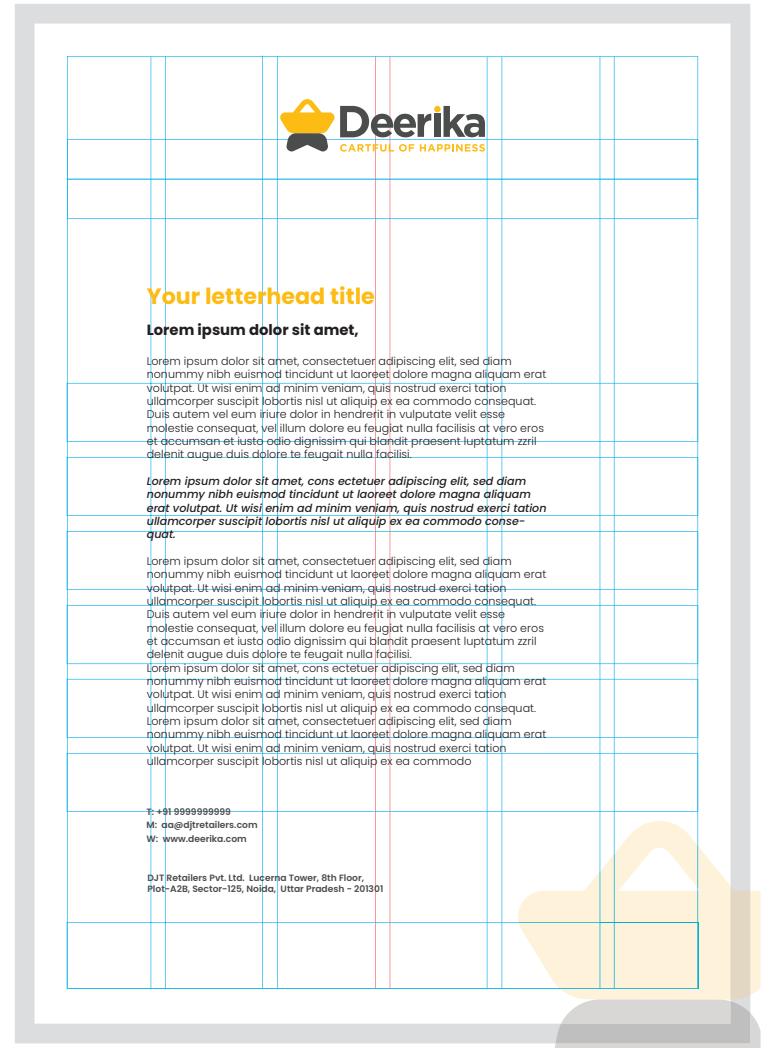
-

Explanation:

This shows the approved layouts with the primary elements of the Deerika stationery system for the front letterheads.

Usage:

The letterhead will be used for all official communication that is going out of Deerika company.



PARAMETER

Dimensions

297 x 210mm

DIN A4

Weight

120g/m Uncoated white

Print

CMYK

The Corporate Stationery

THE COMPANY BUSINESS CARDS

Explanation:

This shows the approved layouts with the primary elements of the Deerika stationery system for business cards.

Usage:

The business cards will be used for all official contact and communication of Deerika company. Insert the Deerika letterhead and send your documents throughout the world.

Frontside



Backside



PARAMETER

Dimensions

297 x 210mm
DIN A4

Weight

120g/m Uncoated white

Print

CMYK

The Corporate Stationery

THE COMPANY ENVELOPE

-

Explanation:

This shows the approved layout with the primary elements of the Deerika stationery system for envelopes.

Dimensions

220 x 110 mm

Weight

400g/m Uncoated white

Print

CMYK

PARAMETER

Dimensions

220 x 110 mm

Weight

400g/m Uncoated white

Print

CMYK



The Corporate T-Shirts

THE COMPANY T-SHIRTS

Explanation:

This shows the approved layouts with the primary elements of the Deerika uniform t-shirts



FRONT



BACK



FRONT



BACK

The Corporate Secondary T-Shirts

THE COMPANY T-SHIRTS

Explanation:

This shows the approved layouts with the primary elements of the Deerika uniform t-shirts



FRONT



BACK



FRONT



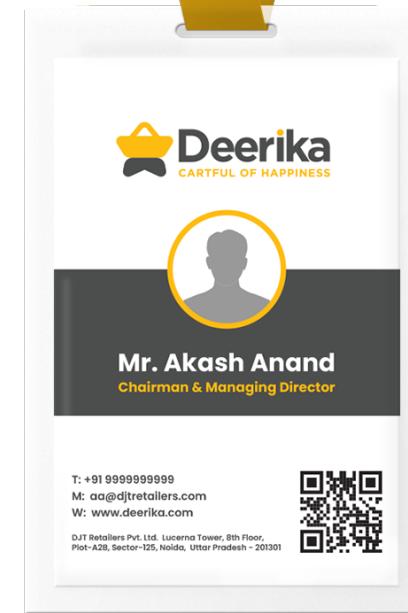
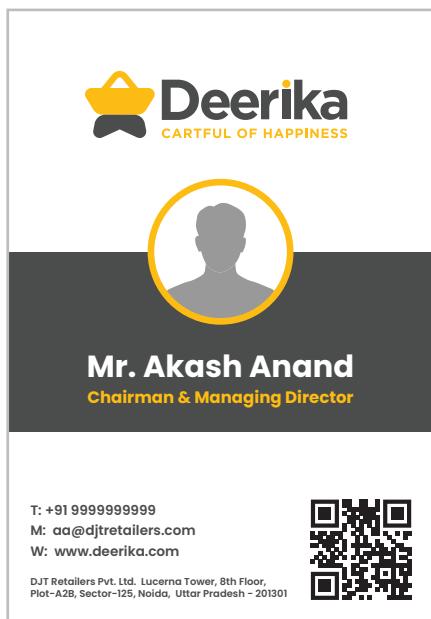
BACK

The Corporate I-Card

THE COMPANY I-CARD

Explanation:

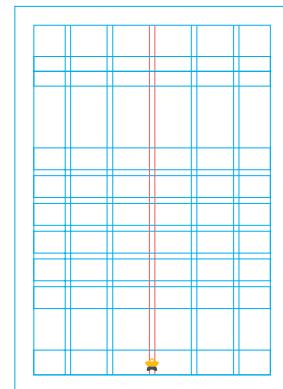
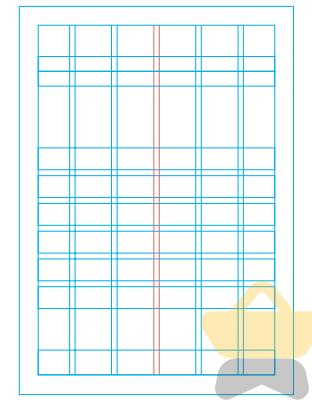
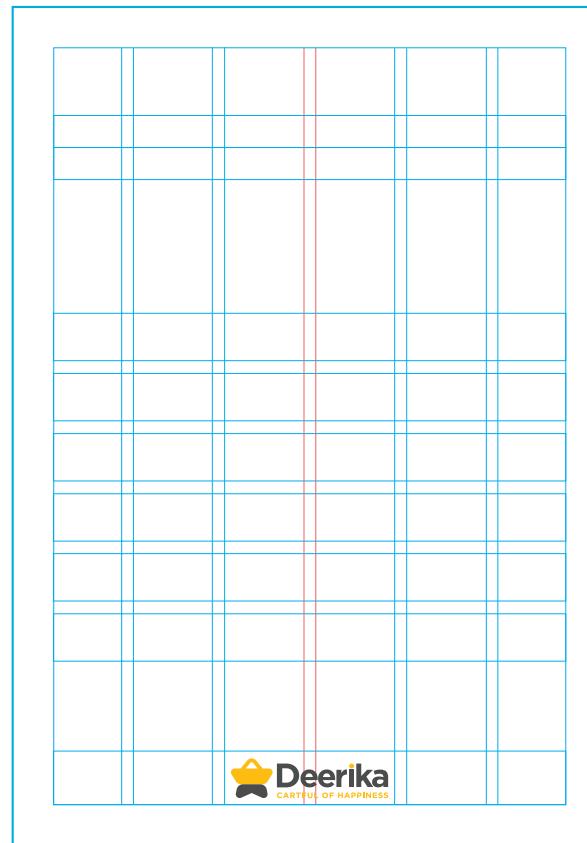
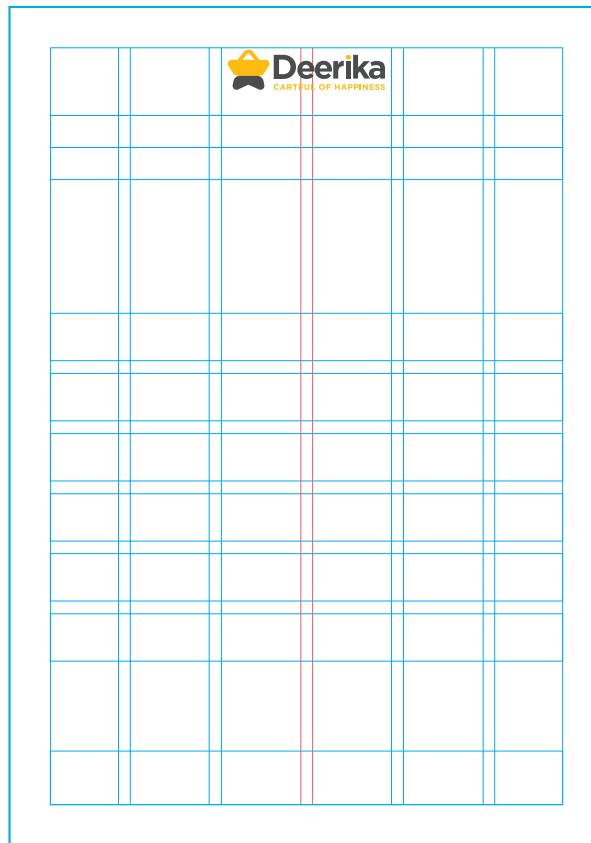
This shows the approved layouts with the primary elements of the Deerika I-Card



Correct Logo Placement

THE LOGO PLACEMENT

To place the Deerika logo in the correct way please use one of the approved styles that are shown on the right. To place the Deerika logo in other ways is not allowed.



PARAMETER

Example Dimensions
297 x 210 mm (Din A4)

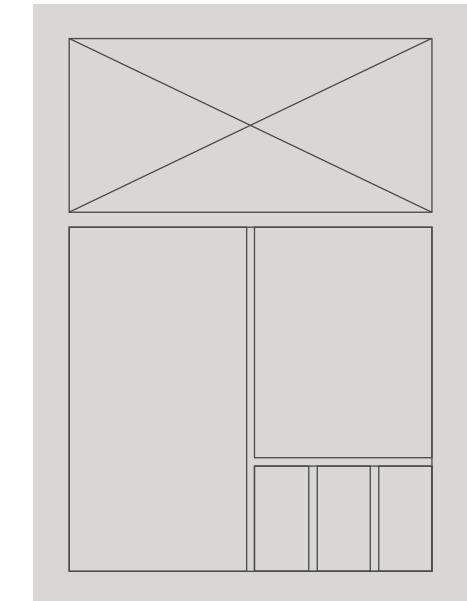
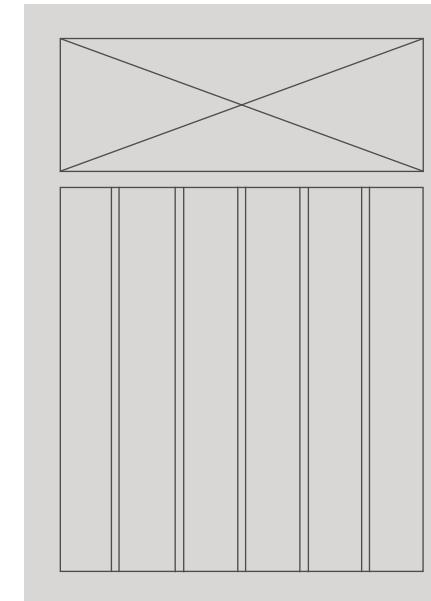
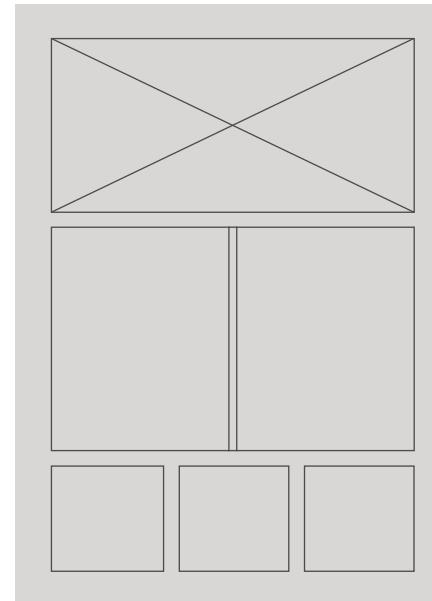
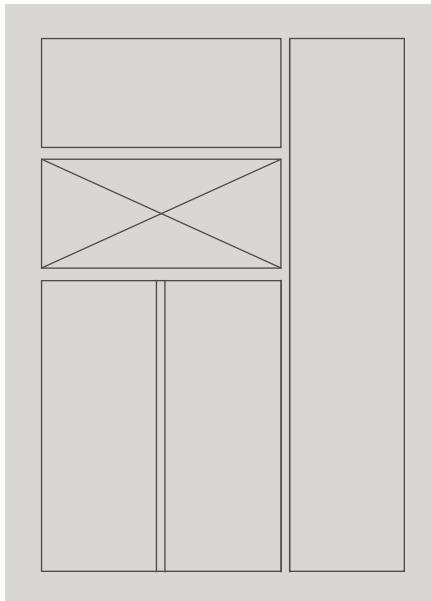


Grid Systems
Vertical Grid
Systems A4
Vertical Poster
Grid System A3
Horizontal Presentation
Grid System

The Deerika Grid Systems

In graphic design, a grid is a structure made up of a series of intersecting straight (vertical, horizontal, and angular) or curved guide lines used to structure content. The grid serves as an armature on which a designer can organize graphic elements (images, glyphs, paragraphs) in a rational, easy to absorb manner. A grid can be used to organize graphic elements in relation to a page, to other graphic elements on the page, or relation to other parts of the same graphic element or shape.

A4 VERTICAL GRID SYSTEM EXAMPLES





Corporate Image

Image themes for Deerika's brand



SMILE CLOSE FACES

People with smile on their face suggest the customers „everything is fine.“ The quality life, success combining with healthy lifestyle. All these thing together result a happy life.

CLOSE NATURE

Watching different things in close perspective means the attention for details. The macro and close nature pictures provide for customers the feeling of quality and healthy foods and products.

PRODUCTS - FOR ADVERTISING

For product advertising try to make photos on homogenous background, it takes in focus only the product. Preferred angle the top view photos on table colored or material textured background.

SATISFIED CUSTOMERS

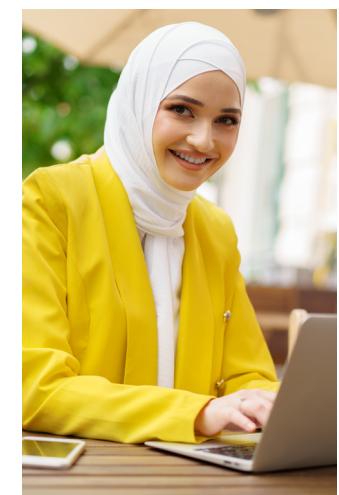
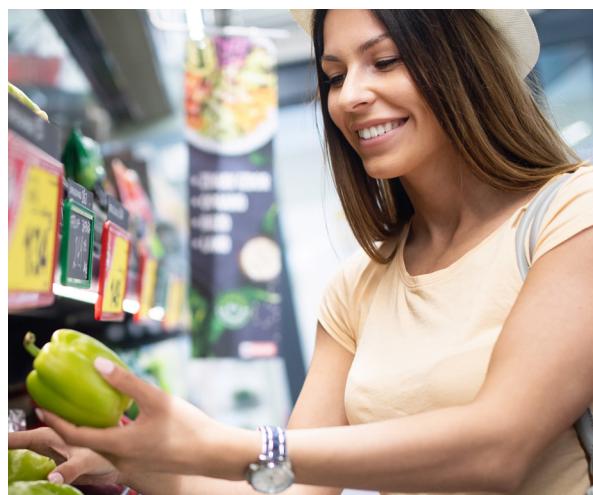
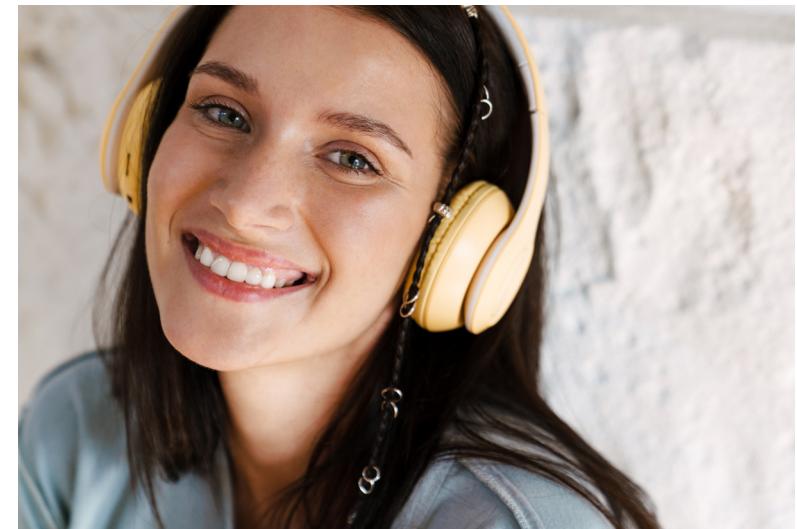
A customer is happy when something is reasonable in price, or their have money to buy it. Also feel satisfied if the product quality worth the money.

Corporate Image : Smile faces



Super.Headlined

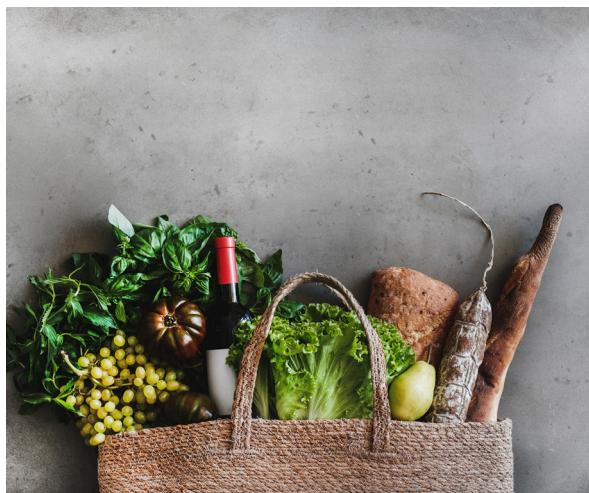
Much more than an interesting headline! Niu eside crem



Corporate Image : Nature



Corporate Image : Product shots



Corporate Image : Satisfied customers





Summary and Contact

**DO YOU HAVE QUESTIONS?
CONTACT THE DESIGN STUDIO**

For further information please contact:

Kovacs Apor

E: info@hunap.com

P: +36 70 2865 375

W: www.hunap.com



ALL RIGHTS RESERVED • HUNAP STUDIO