Information Needed to Design Logo, Brochure & Letterhead for Aadhar

A. Company Identity & Background

1. What is the full legal name of the firm? And Its meaning.

AADHAR CIVIL CONSULTANCY SERVICES PRIVATE LIMITED
Meaning: "Aadhar" signifies **foundation/base**, representing strong structural support, trust, and reliability in engineering services.

2. Is there any tagline or slogan you have or want to include?

Trusted by Precision

3. What is the expected launch/start date of the company?

January 2026

4. What is the vision and mission of the company?

Vision:
To become a trusted and leading civil engineering consultancy known for accuracy, quality, and ethical engineering practices.
Mission:
- To provide reliable, precise, and cost-effective engineering solutions.
- To support construction projects with scientific testing, design expertise, and modern technology.
- To ensure safety, durability, and client satisfaction in every project.

5. What values define your company? (e.g., trust, precision, reliability, innovation)

Trust, Precision, Quality, Professionalism, Reliability, Innovation, Ethical engineering

6. What makes Aadhar unique compared to other engineering consultancies?

➢ Strong technical expertise in both **testing and consultancy**.
➢ Focus on **accuracy, transparency, and scientific methods**.
➢ Use of **modern tools and standards** for structural design and testing.
➢ One-stop solution: design, testing, supervision, and certification.

7. Do you have an existing logo or branding in your mind? If yes, what do you like/dislike about it? Please specify

No existing logo. Open to modern engineering-oriented concepts.

B. Services & Expertise

1. What are your primary services?

➢ Geotechnical Investigation
➢ Non-Destructive Testing
➢ Construction Material Testing
➢ Project Management Consultancy
➢ Surveying
➢ Detailed Project Reports & Estimations
➢ Highway Engineering
➢ Third Party Inspection
➢ Structural Engineering
➢ Railway Engineering
➢ Advanced Field Testing including FWD, NSV, and Bump Integrator Tests

2. What sectors do you work in?

➢ Residential
➢ Commercial
➢ Industrial
➢ Infrastructure
➢ Government projects

3. Any special expertise/technology used?
   (BIM, AutoCAD Civil 3D, GIS, sustainable design, etc.)

   Total Station & GPS Survey, NDT Testing methods, Quality assurance systems by using Falling Weight Deflectometer and Network survey vehicle

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C. Target Audience

1. Who are your main clients?

- ➢ Builders/developers
- ➢ Government bodies
- ➢ Contractors
- ➢ Architects
- ➢ Corporates

2. What type of impression do you want to give your clients?

- ➢ Professional
- ➢ Trustworthy
- ➢ Technical
- ➢ Modern
- ➢ Reliable
- ➢ Precise

D. Brand Preferences (Visual Direction)

1. Any preferred color palette? (Blue/grey for engineering, earthy tones, etc.)

- ➢ **Blue and Grey** (professional & engineering)
- ➢ Optional highlight: **Orange** or **Dark Green**

2. Any colors to avoid?

- ➢ Very bright neon colors
- ➢ Pink
- ➢ Overly flashy tones

3. Any preferred visual style?

- ➢ Modern minimal
- ➢ Technical/Engineering oriented
- ➢ Geometric
- ➢ Clean and professional

4. Any symbols you want included or avoided?
   (Foundation, structure lines, buildings, compass, letter "A", grid, etc.)

Preferred:
- ➢ Letter "A"
- ➢ Foundation/base concept
- ➢ Structure lines or grid
- ➢ Minimal engineering geometry

Avoid:

➢ Cartoonish symbols

5. Competitor logos you like or dislike? Why?
Like: Simple, geometric, engineering-based logos with clean fonts.
Dislike: Over-complicated or colorful logos.

E. Logo Requirements

1. Should the logo be text-based, symbol-based, or a combination?
Combination (Symbol + Text)
2. Should the symbol represent engineering or the name "Aadhar" (meaning foundation/base)?
Both **engineering precision** and **Aadhar = foundation/base**.
3. Should the identity feel:

➢ Stable/solid
➢ Trust-building
➢ Technical/precise
➢ Innovative

4. Any specific fonts or font styles you prefer? *(optional)*

➢ Clean, Sans-serif
➢ Modern
➢ Bold but not heavy
(Examples: Montserrat, Poppins, Proxima Nova)

5. Where will the logo be used?

➢ Website
➢ Signboards
➢ Site boards
➢ Drawings
➢ Official documents
➢ Social media
➢ Lab reports & certificates

6. Do you need multiple variations? (symbol-only, full logo, monochrome version)
Yes:

Full logo (symbol + text)

Monochrome version

F. Brochure-Specific Questions

1. What is the purpose of the brochure?

   ➢ Company introduction
   ➢ Services overview
   ➢ Client pitching
   ➢ Highlighting quality, expertise & trust

2. What size/format do you prefer? (Tri-fold, bi-fold, A4 booklet, digital PDF) based on your requirements
   A4 bi-fold and **A4 digital PDF** (clean and professional)

3. Do you have professional photographs of projects?
   Currently limited; will share project photos as available.

4. Do you have project case studies that can be included?
   Not yet available (new startup), but sample service descriptions can be included.

5. What tone should the content follow?

   ➢ Technical
   ➢ Informational
   ➢ Slightly promotional but professional

6. Any mandatory content sections?

   ➢ Home
   ➢ Who we are
      About us,
      Vision and Mission
      Empanelment
      Certifications (once available)
      Accreditations (once available)
   ➢ Services
   ➢ Team Profile / Expertise
   ➢ Careers
   ➢ Contact Details

7. Do you have any sample brochures you like?
   Clean, minimal brochures with engineering-themed layouts (no clutter).

G. Letterhead-Specific Questions

1. What mandatory information must appear on the letterhead?

   ➢ Company name
   ➢ Registered Address
   ➢ Email ID
   ➢ Phone Numbers
   ➢ Website
   ➢ CIN
   ➢ GST (once allotted)

2. Do you want watermark/logo in the background?
   Yes, a **very light watermark symbol** is preferred.

3. Any preferred layout? (top-logo, side strip, footer details, etc.)

   ➢ Logo on top left
   ➢ Address and contact details in footer
   ➢ Clean white background

4. Should the letterhead match the brochure color scheme or remain minimal?
   Yes, it should follow the **same professional color palette** but remain **minimal**.