



**PODDAR**  
*PIPES*

# Brand Playbook

Made at Opposite, 2025

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01

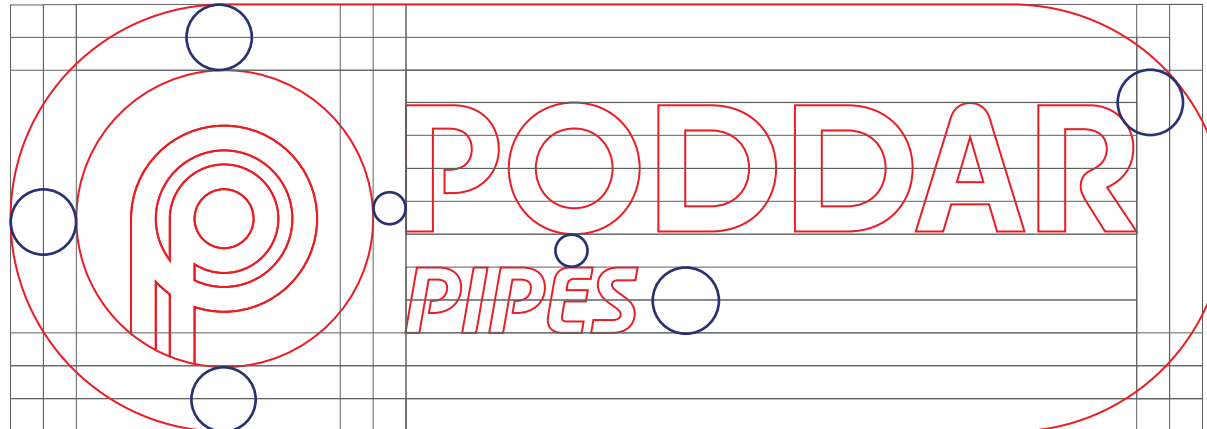
Logo

## PRIMARY LOGO

The logo is a unique and bold signifier of the Poddar brand. The concentric circles in the logo symbolizes the smooth, uninterrupted flow of water through the pipes while the solid, capital forms of the letters are reflective of the brand's solid foundation, trustworthiness, and stability.



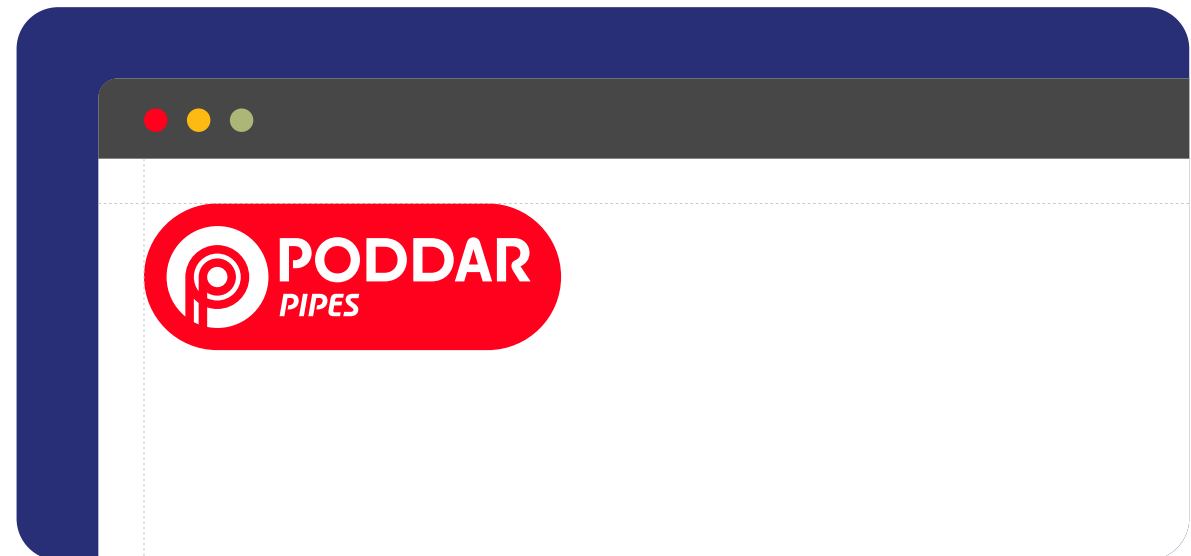
# LOGO CONSTRUCTION



## EXCLUSION ZONE

Isolation zone is the minimum space that should be kept around the logo when placing it against other brands.

The grid indicates the isolation zone for Poddar. The unit of measurement is the height of the typemark (i.e. the height of the letter 'o').



# LOGO SCALING

The logo has been carefully crafted to read well, even in small sizes. There is no upper size limit, but the logo should not be used in sizes smaller than specified.



Minimum Print Size  
H: 5 mm  
Minimum Digital Size  
H: 15 px



Minimum Print Size  
H: 5 mm  
Minimum Digital Size  
H: 15 px

## LOGO COLOURS

The logo is designed to appear on either a blue or white background, ensuring strong visibility and contrast.



Red on White



White on Black



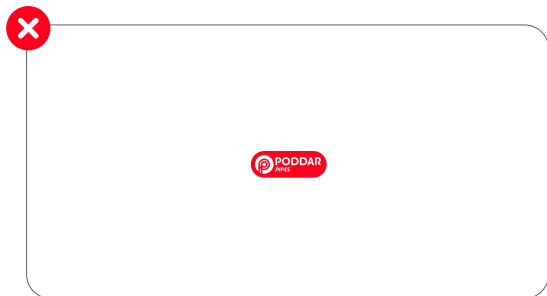
Red on Blue



Black on White



## WATCHOUTS



Do not use the logo smaller than what's mentioned in the guidelines.



Do not distort the logo in any way.



Do not use the logo without the pill shape.



Do not rearrange the logo.



Do not re-colour the logo.



Do not use shadows or any other effects.

## LOGO IN USE

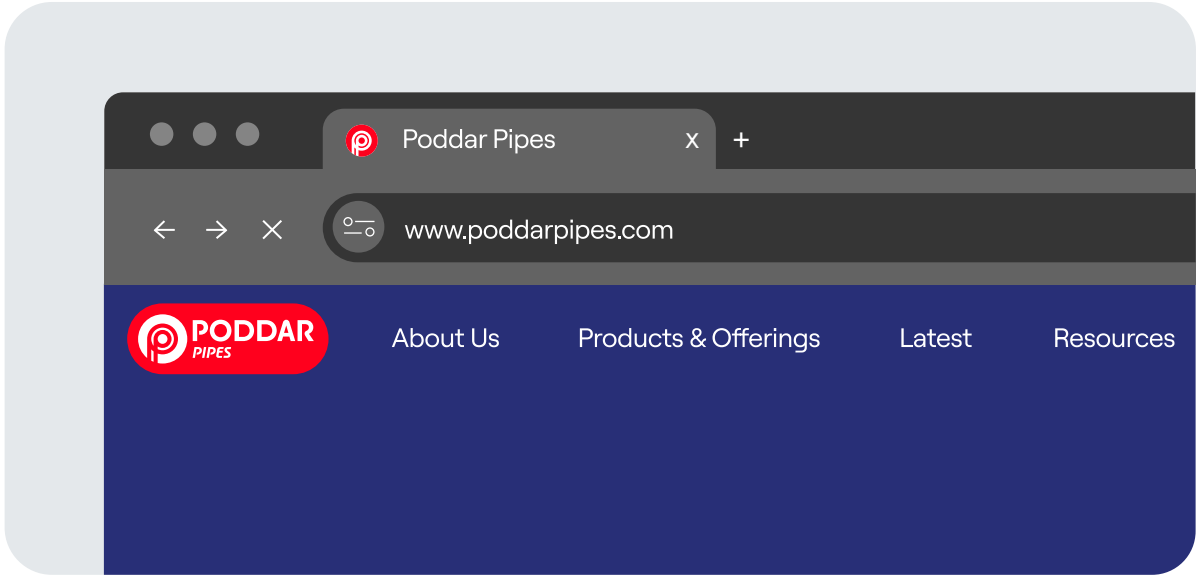


# ICON IN USE

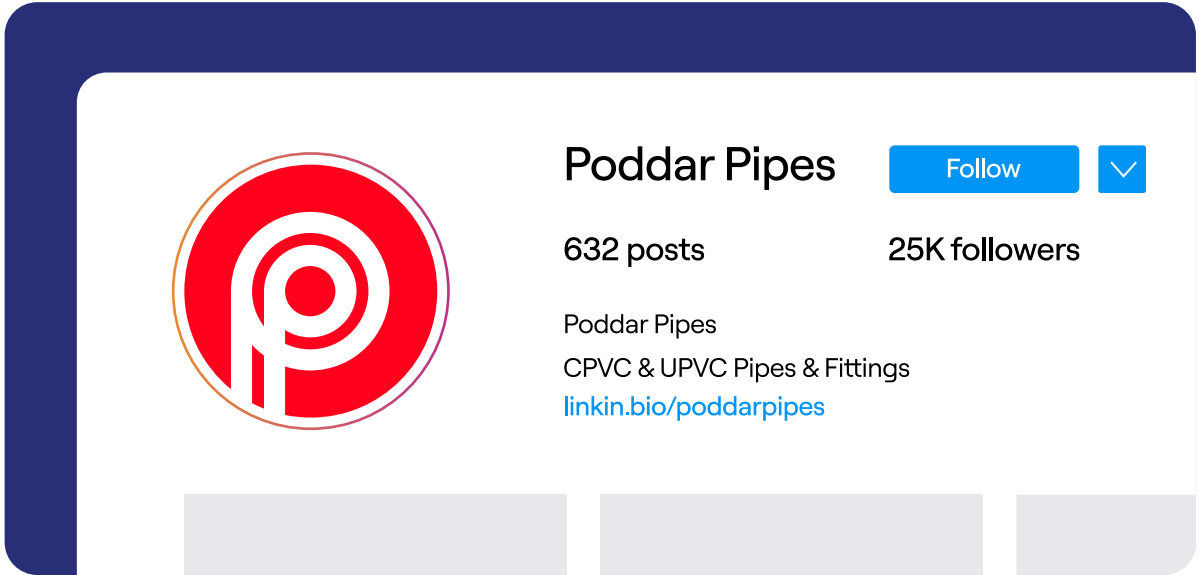
Use the brand icon as the primary symbol on social media and across other digital touchpoints. The icon works best in a circular container.



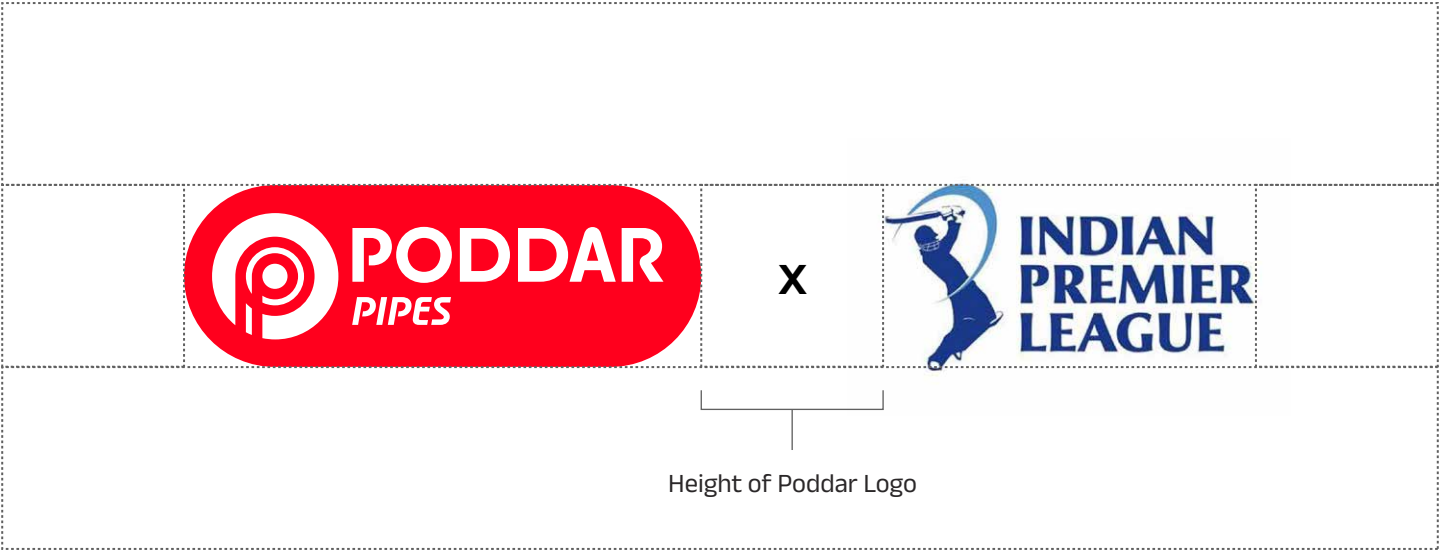
FAVICON



PROFILE  
PICTURE



CO-BRANDING





02

# Typography

## LOGO TYPEFACE

**Paramount Neo** Bold and Bold Italic have been used for the brand logotype.

Paramount Neo  
Bold

**PODDAR**

***PIPES*** Paramount Neo  
Bold Italic

# PRIMARY TYPEFACE

**Format: TTF / Variable**

**License: Open Source**

**Weight & Styles: Variable Width & Weight**

**Languages: Devanagari + Latin**

For Poddar Pipes, we use **Anek Devanagiri** across all communications. It comes in a range of weights, typically from Thin to Black. This allows for flexibility in both display and body text usage.

Anek Devanagiri is an open-source font available for free under the Google Fonts repository.

The font is Unicode-compliant, making it ideal for use in digital environments.

[Link to Google fonts](#)

[Link to Font Foundry - Ek Type](#)



**Devanagari**

**40 Weights / 2 Axes**

Anek, designed, engineered and maintained by Ek Type; is a well-informed, conscientious and refreshing interpretation of India's letter traditions. Its expansive design space allows Anek to don multiple personalities. Sharp terminals and tapered joineries sparkle amidst regimented forms, making this ideal for setting titillating headlines or that magnetic word-mark.

## TYPEFACE USAGE

Maintain consistent usage of these weights across all materials to ensure a clean and cohesive brand identity.

### PRIMARY HEADLINE

40-60 pts

**Anek Devnagiri  
Bold / Semibold**

**अनेक देवनागरी  
बोल्ड / सेमीबोल्ड**

### SECONDARY HEADLINE

20-30 pts

**Anek Devnagiri  
Semibold**

**अनेक देवनागरी  
सेमीबोल्ड**

### BODY TEXT

15-25 pts

Anek Devnagiri Regular

अनेक देवनागरी रेगुलर



## TYPEFACE USAGE

Use the pill shape outline as containers to highlight key points in your design layout. Keep the text centre-aligned.

**Ultra-Strong**

**Pressure Resistant**

**Durable**

**Non-Toxic**

**Leak Proof**

**अल्ट्रा-स्ट्रॉन्ग**

**प्रेसर-रेज़िस्टेंट**

**ड्युरेबल**

**नॉन-टॉक्सिक**

**लीक प्रूफ**

# Unwavering Quality Commitment

## Delivering Excellence in Water Distribution Solutions

Our commitment is to provide innovative solutions for the water distribution and construction industries, backed by years of expertise and industry leadership.

**PRIMARY  
HEADLINE:**  
Anek Devnagiri  
Bold

**SECONDARY  
HEADLINE:**  
Anek Devnagiri  
Semibold

**BODY TEXT:**  
Anek Devnagiri  
Regular

## TYPE ALIGNMENT

Headlines and subheadings can be left-aligned, right-aligned or centered depending on the layout.

Body copy should always be left or right-aligned for maximum readability.



## TYPE COLOUR USE CASE

## HEADLINES

**Unwavering Quality  
Commitment**

**Unwavering Quality  
Commitment**

**Unwavering Quality  
Commitment**

**Unwavering Quality  
Commitment**

**Unwavering Quality  
Commitment**

**Unwavering Quality  
Commitment**

## PARAGRAPHS

**Poddar Pipes Pvt. Ltd.  
Manufactured in Gurgaon,  
India 2024**

**Poddar Pipes Pvt. Ltd.  
Manufactured in Gurgaon,  
India 2024**

**Poddar Pipes Pvt. Ltd.  
Manufactured in Gurgaon,  
India 2024**

## TYPE SPECIAL USE CASE

We are committed towards **constant innovations** in plumbing, irrigation and sewerage technologies.

Quality  
Assurance

Revolutionary  
Technology

Sustainable

Innovation



**03**

# **Colour Palette**

## COLOUR PALETTE

The brand's colour palette consists of blue, red and white, with the logo primarily using red and white. We recommend sticking to these colours and ensuring that the primary blue is dominant, for a Poddar feel.

### Blue

HEX #292f73  
C-100, M-96, Y-20, K-13

### Red

HEX #ee202e  
C-0, M-99, Y-91, K-0

### White

HEX #ffffff  
C-0, M-0, Y-0, K-2

### Black

HEX #292728  
C-0, M-0, Y-0, K-98

### Light Blue

HEX #aceaff  
C-26, M-0, Y-0, K-0

# PRIMARY COLOURS USAGE

## BLUE



HEX: #292f73  
RGB: 0, 102, 204  
CMYK: 100, 96, 20, 13

### Usage:

#### Primary Background:

Blue is the dominant background colour for key visual assets like website banners, product packaging, and business cards.

#### Typography:

Use blue in headers, body text and key message points to maintain focus.

## RED



HEX: #ee202e  
RGB: 237, 32, 46  
CMYK: 0, 99, 91, 0

### Usage:

#### Logo:

Use the red pill shape as a container for the logo at all times.

#### Accents:

Use red to highlight key information.

#### Secondary Elements:

Red should be used in subheadings, or calls to action to create emphasis without overpowering the primary blue.

## WHITE



HEX: #ffffff  
RGB: 237, 32, 46  
CMYK: 0, 99, 91, 0

### Usage:

#### Logo:

The logo type should remain white always.

#### Background:

Use white as background colour where a lot of text is required.

#### Other Elements:

White should be used in text and icons where the primary blue or red is the background colour.



## PRIMARY COLOURS USAGE



## SECONDARY COLOURS USAGE

### BLACK



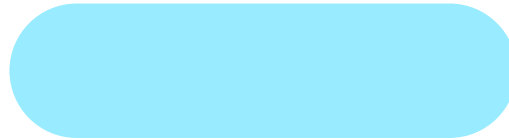
HEX: #292728  
RGB: 45, 41, 45  
CMYK: 0, 0, 0, 98

#### Usage:

#### Typography:

Use sparingly for body copy.

### LIGHT BLUE



HEX: #aceffa  
RGB: 174, 226, 250  
CMYK: 29, 0, 0, 0

#### Usage:

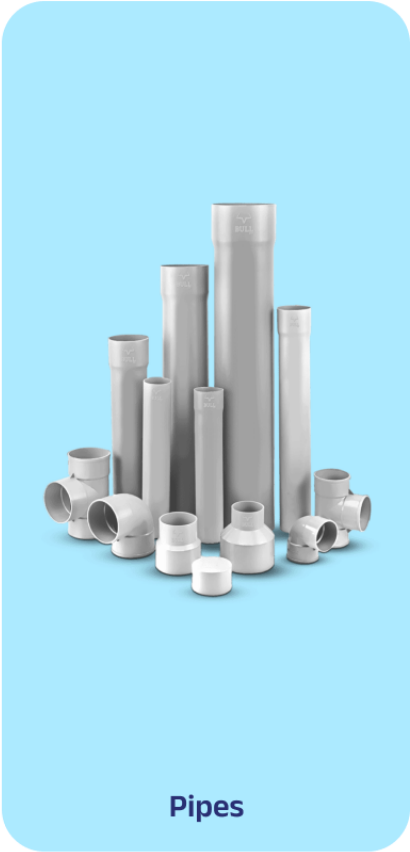
#### Background:

Light Blue can be used as the background colour for visual assets like photography.

SECONDARY  
COLOURS USAGE

Product Range

[View Catalogue](#)



# WATCHOUTS



Do not use gradients. Stick to only flat patches of colour.



Do not use red for the body text.



Do not use secondary colours as backgrounds on design collaterals.



Do not change the colours or create new shades of the colour palette.



Do not add strokes or outlines to any text. Only use solid fills.



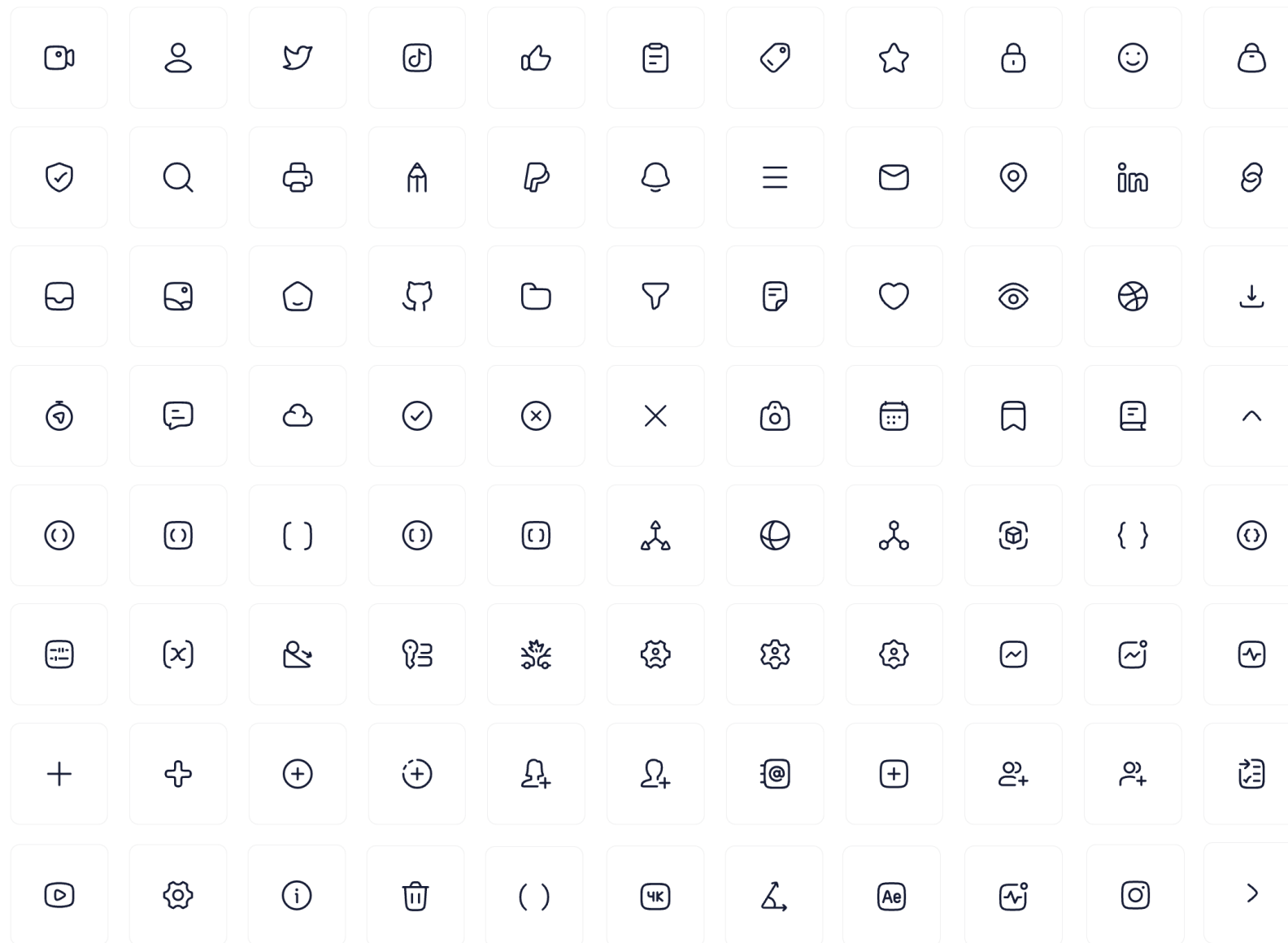
**04**

# **Visual Language**

# ICONOGRAPHY

All icons used across the brand should follow similar stylistic principles to maintain consistency—stroke thickness, rounded corners, and visual weight.

[Click here for Icon Pack](#)



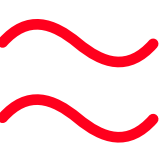
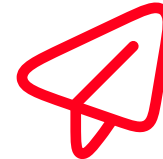
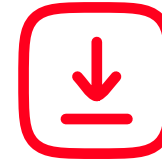
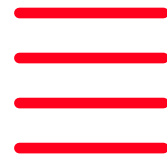
## ICONS CONSTRUCTION



Our icons follow our logo aesthetic.

Construct a new icon on a 60 px x 60 px canvas using a 4 pt stroke with rounded caps.

The style of drawing should retain the roundness from our logo style. For this, draw the icons and round the edges and corners.



## ICONS IN USE



### Plumbing Pipes & Fittings

CPVC Range (Hot and Cold)

UPVC Range

SWR Range (Soil, Waste  
and Rainwater)



### Sewerage Pipes & Fittings

Silencio Range

Drain Pro Range

Foamcore Range



### Agriculture Pipes & Fittings

Water Extraction Solutions

Water Transmission Solutions

Surface Drainage System



### Solvents & Lubricants

CPVC Cement

UPVC Cement

Rubber Lubricant



## CTA BUTTONS

All CTA buttons should have a consistent pill shape. Follow the pill shape of the logo for consistency across all brand touchpoints.

You can vary the length of the pill button depending on the length of the text inside the button, but the height of the pill should remain constant—do not skew the height to make it taller or shorter.

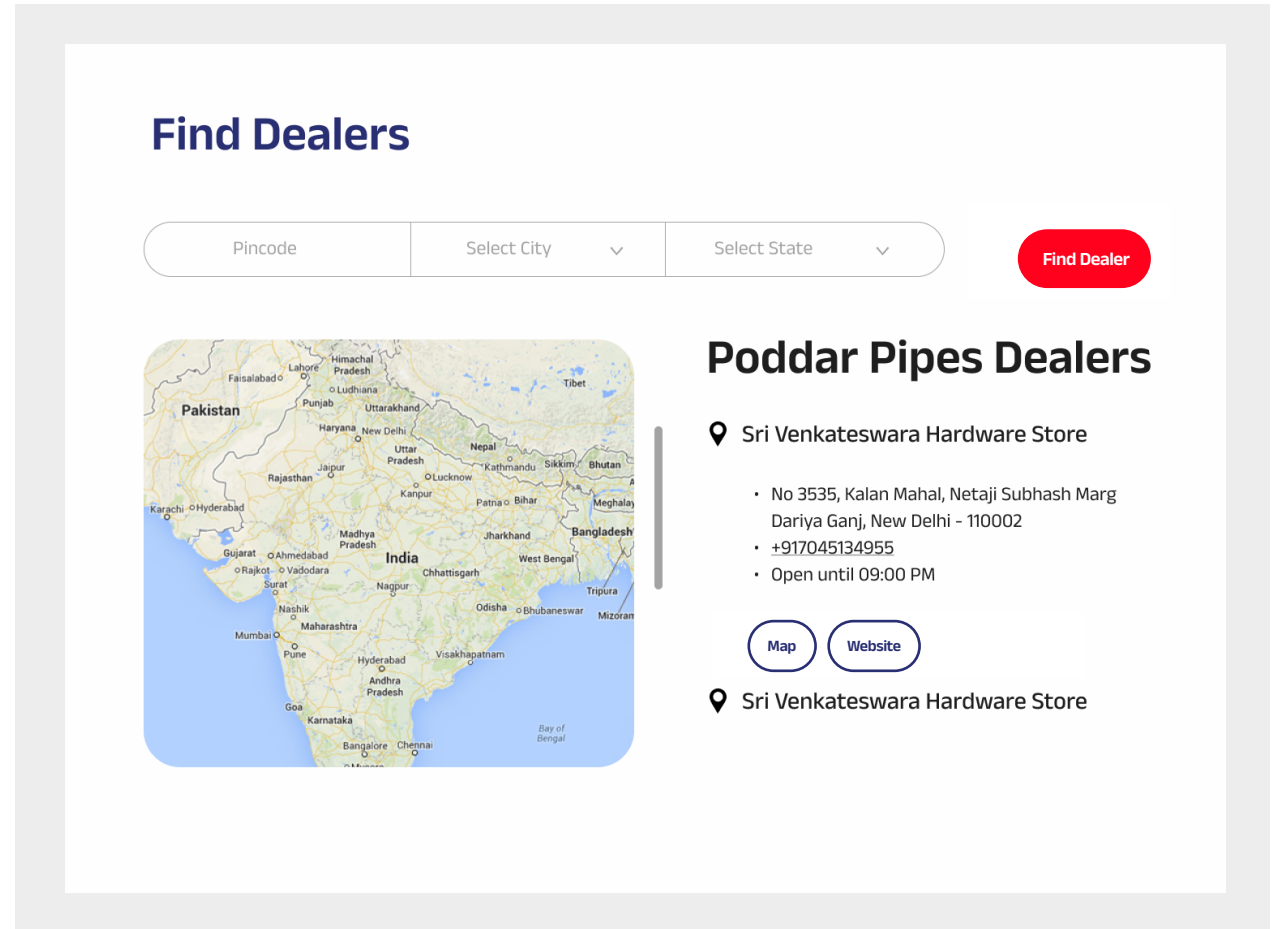
The text inside the pill button should be in title-case and center-aligned both horizontally and vertically. The amount of space between the text and the edges of the pill should be equal.



Height :  
Pill from the logo

Text :  
25% of the pill height

Padding :  
Equal around the text



## PRIMARY CTA BUTTONS:



Primary CTA buttons should be designed in the brand's primary colour. Ensure it stands out against background elements.

The text colour should always be white to maintain contrast and readability.

## HOVER STATE :



When the user hovers over the button, implement a colour change.

## SECONDARY CTA BUTTONS:



Secondary CTA buttons can use muted or lighter variations of the primary brand colour, with a subtle border to distinguish them from the primary CTA button. Text can be in the same colour as the outline for better legibility.

## HOVER STATE :



When the user hovers over the button, implement a colour change.

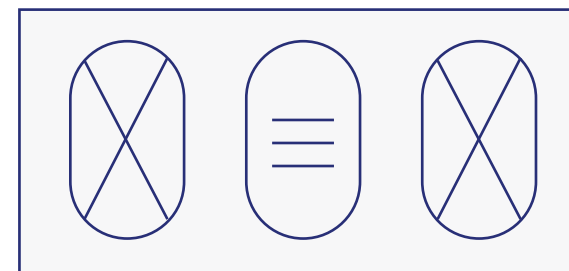
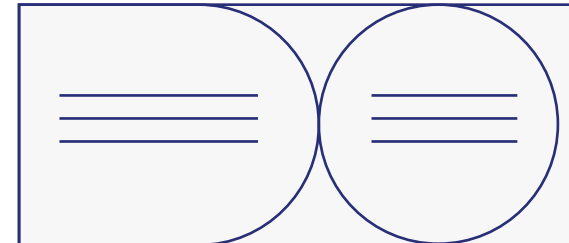
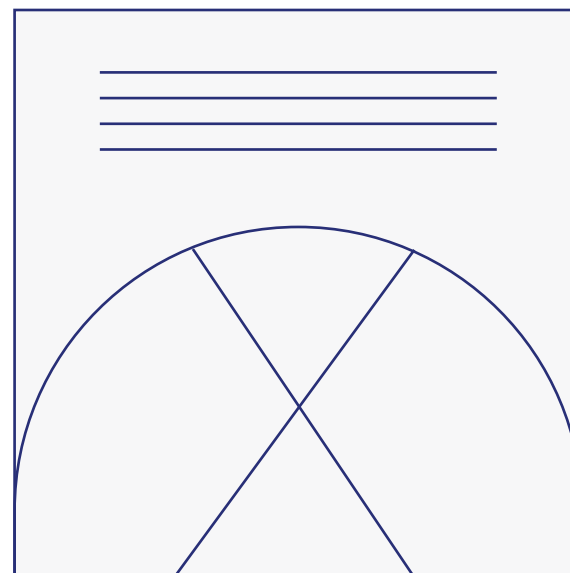
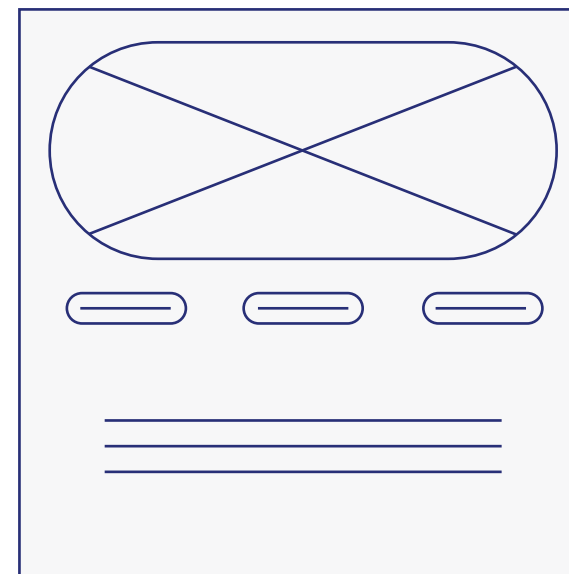
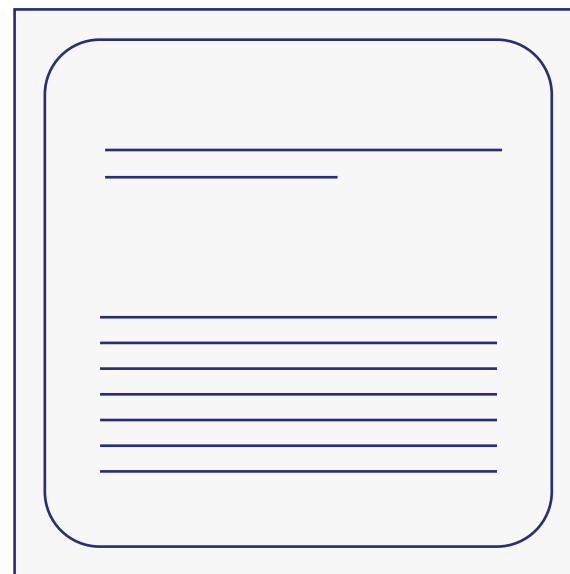
# CONTAINERS

The container shapes - rounded rectangles, pill shapes, and circles; serve as visual elements to highlight or organize key content, such as text, images, or interactive elements. They help break up large sections of content, improving readability and usability.

The circle and pill shapes can be cropped in half if required.

Containers can be filled or outlined with brand colours to maintain brand consistency. Containers can be outlined with thin borders (1 - 2 px) for subtle emphasis.

When using text inside containers, choose a legible font weight and size that complements the container's proportions.



CONTAINERS  
IN USE

**QUALITY KA**  
**SINCE 1982** **STAMP**



Ultra-Strong   Pressure Resistant   Durable   Non-Toxic

**Quality ka Stamp**

**Quality & Reliability  
in Every Pipe**

Established as a trusted name in the pipe industry, Poddar Pipes has been a pioneer in delivering high-quality water pipes to customers for decades.



Saalon ka  
tajurba, har  
ghar ki  
pehchaan,  
har pipeline  
mein  
bharosa.



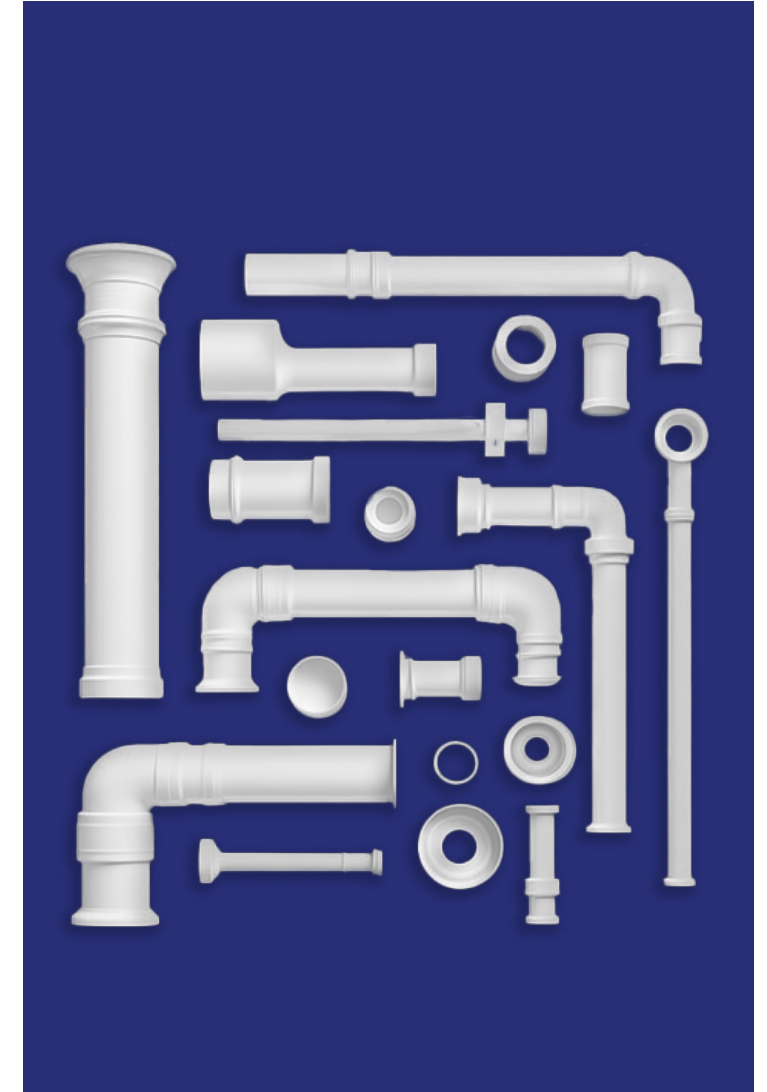
## PHOTOGRAPHY STYLE

To ensure a consistent and high-quality visual presentation of Poddar Pipes across all digital and print platforms, use flatlay photography to be the core style for showcasing pipes and related products on the website.

This approach offers a more engaging, professional, and visually appealing way to present the products and also makes the brand stand out compared to the competitors.



Standard industry practice  
to show products



Suggested alternative  
to show products



05

Layouts

# LAYOUT PRINCIPLES

## Colours:

Use colours in the following ration  
Blue - 60%, Red - 20%, White-20%  
Light Blue - Photography Background

## Logo:

Always use the logo inside the red pill

## Typography:

Create an effective text hierarchy in layouts by using varying font sizes and weights to differentiate between headings, subheadings, and body text. Highlight key points using the outlined pill shape.

## Shapes:

Stick to using rounded rectangles and pill shapes as containers for text and imagery.



## Quality & Reliability

### Leading the Way in Pipe Technology

Innovation is key at Poddar. We continuously invest in cutting-edge technology to produce pipes that meet the evolving needs of modern infrastructure. Our products are designed to be highly efficient, easy to install, and incredibly durable. With Poddar Pipes, you get the latest in pipe technology, providing you with solutions that last.



## LAYOUT EXAMPLES



GAME  
BADAL DO

Pressure Resistant  
Durable Non-Toxic

Revolutionary  
Hot & Cold Water  
Piping Systems.

PODDAR  
PIPES

Poddar Pipes Pvt. Ltd.  
Manufactured in Gurgaon,  
India 2024

This advertisement layout features a dark blue background. At the top, the text 'GAME BADAL DO' is written in large, white, bold, sans-serif capital letters. To the right of this text are three small white rounded rectangles containing the words 'Pressure Resistant', 'Durable', and 'Non-Toxic' in dark blue. Below the main text, a man with dark hair and a beard, wearing a blue long-sleeved shirt, is shown from the waist up, giving a thumbs-up and holding a white pipe with the Poddar Pipes logo. To his right, the text 'Revolutionary Hot & Cold Water Piping Systems.' is written in white. At the bottom left is the Poddar Pipes logo (a red circle with a white 'P' and the words 'PODDAR PIPES' in white). At the bottom right, the text 'Poddar Pipes Pvt. Ltd. Manufactured in Gurgaon, India 2024' is written in small white font.



PODDAR  
PIPES

QUALITY KA  
STAMP

SINCE 1982

PODDAR  
PIPES

This advertisement layout features a white background. At the top is the Poddar Pipes logo (a red circle with a white 'P' and the words 'PODDAR PIPES' in white). Below the logo, the text 'QUALITY KA STAMP' is written in large, dark blue, bold, sans-serif capital letters. To the left of 'STAMP' is a small dark blue rounded rectangle containing the text 'SINCE 1982' in white. At the bottom, a man with dark hair and a beard, wearing a blue long-sleeved shirt, is shown from the waist up, giving a thumbs-up and holding a white pipe with the Poddar Pipes logo. The background behind the man is a dark blue semi-circle.



## LAYOUT EXAMPLES



Ultra-Strong

Pressure Resistant

Durable

Non-Toxic

# Quality ka Stamp



Poddar Pipes Pvt. Ltd.  
Manufactured in Gurgaon,  
India 2024

SINCE  
1982



Poddar Pipes Pvt. Ltd.  
Manufactured in Gurgaon,  
India 2024

SINCE  
1982

## LAYOUT EXAMPLES



## LAYOUT EXAMPLES



**PODDAR**  
PIPES

Reliability You Can Count On,  
Pipes You Can Trust.



PRABHUDAS LILADHAR      +91 9876543210      प्रभुदास लीलाधर



**PODDAR**  
PIPES

Reliability You Can Count On,  
Pipes You Can Trust.



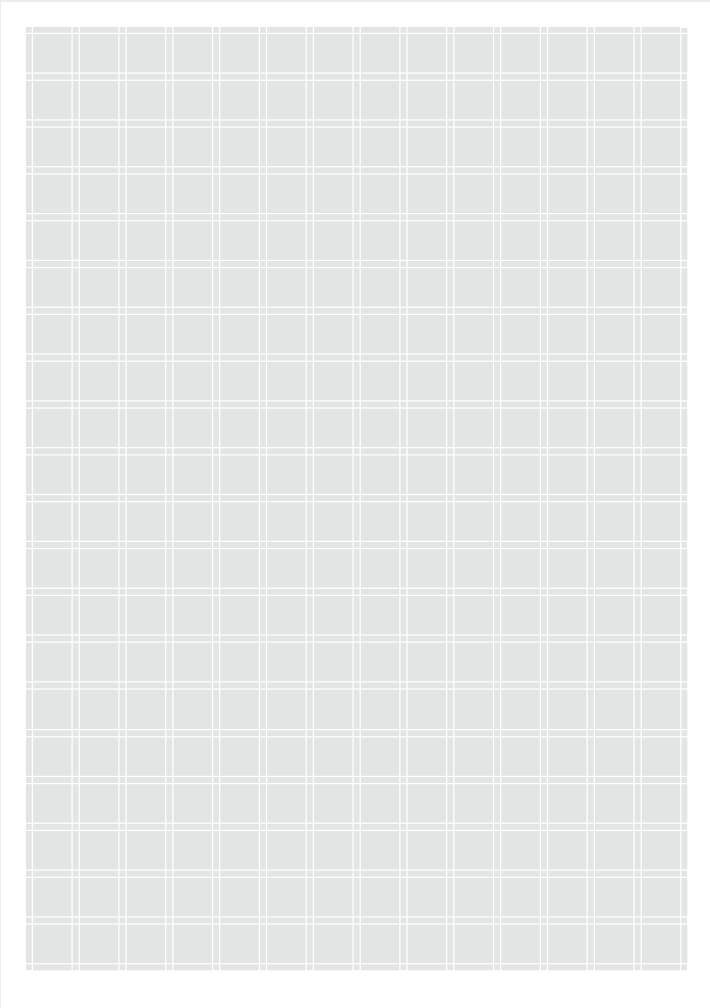
PRABHUDAS LILADHAR

प्रभुदास लीलाधर

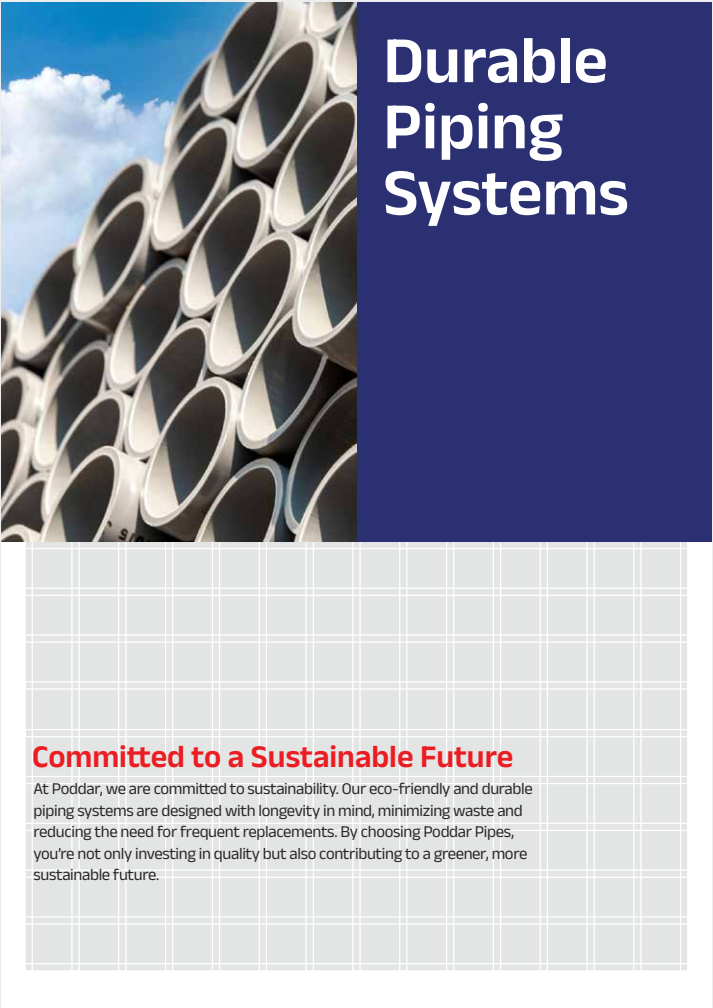
+91 9876543210

# CATALOGUE GRID SYSTEM

- Each square represents a unit of measurement.
- A consistent margin should be applied around the perimeter of the catalogue grid.
- Content should always be aligned to the grid structure. Use whole grid squares to maintain order.
- Ensure text blocks don't span from one edge to the other. Leave 1 - 2 squares as breathing space.
- Page numbers should be placed in consistent locations across all pages.



14 (columns) x 20 (rows) squares with padding





06

Packaging

## PACKAGING PRINCIPLES

Use the brand's primary colour palette for all packaging to maintain a cohesive visual identity.

Use blue as the background colour.

Use white boxes as containers in places where printing or writing will be required.

Avoid using other prominent red pill elements that might distract from or diminish the focus on the logo.



## VISUAL HIERARCHY

**Logo:** The most prominent elements on the packaging should be the Poddar Pipes logo. The red pill shape logo should be placed at the top to establish clarity at first glance.

**Product Type:** The logo is followed by the product type (e.g., CPVC or UPVC) and the product description in a group. Use a bold font inside a white pill for the product type and a smaller bold font for product description.

**Key Features:** Use an outlined pill shape to showcase essential features such as size, and key benefits (e.g., UV resistance, leak-proof). These can be placed next to each other or stacked for easier scanning.





# VISUAL HIERARCHY

**Additional Information:** Instructional text or safety warnings should be in a smaller size to guide the customer without overwhelming the visual space. Consider using text boxes, banners, icons or illustrations to separate information hierarchically.

**Certifications & Accreditations:** Always include any necessary certifications or quality marks ensuring they do not overpower the main message but still remain visible. This might include standard marks such as ISI or ASTM logos.







**07**

# **Brand Package**

# BRAND PACKAGE

## 01 Logo

Open Files  
PNGs  
SVGs  
Profile Pictures

## 02 Typography

Paramount Neo  
Anek Devanagiri

## 03 Packaging

BOPP Bag  
Corragurated Box  
Lubricants

## 04 Collateral

Business Card  
Envelopes  
Letterhead  
Catalogue Templates  
Presentation Slides Templates  
In-Shop Boards Templates  
Store Front Boards Templates  
Favicon  
Merchandise

## 05 Brand Playbook

