

## CORPORATE BRANDING GUIDE



# VIJAY JOHAR

BUSINESS COACHING

Grow Fast • Grow More

Version 1 | 2020



# Guidelines Include

Brand Philosophy

Logo

Colors

Typography



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# Vijay Johar

## WHAT OUR BRAND STANDS FOR

The circle encloses brand initials. It represents the wholesome solution the brand provides businesses. It shows how the brand completes businesses who lack in approach and guidance. The circle is also symbolic of the wheel which spins ahead towards growth and the brand is central to a business's progress.



MORE THAN JUST A LOGO

Branding adds spirit and a soul  
to what would otherwise be a  
robotic, automated, generic  
price-value proposition.

DAVID AAKER



# THE LOGO

Details on Primary and Secondary Logo Types and their Usage



# The New Logo

A FRESH NEW LOOK



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# Primary Logo Type

## TEXT AND ICON

The primary logo is the complete logo that includes the text and the icon. It should only be used in the three variations shown here:

1. Coloured Logo on a White or Light Background
2. Black and White Logo on a White or Light Background
3. White Logo on a Black or Dark Background

The Light and Dark Background colours are the ones included in the Brand Colour Palette (section ahead)

No other colour shall be used



# Secondary Logo Type

## ICON ONLY

The secondary logo includes only the icon. It should only be used in the three variations shown here:

1. Coloured Logo on a White or Light Background
2. Black and White Logo on a White or Light Background
3. White Logo on a Black or Dark Background

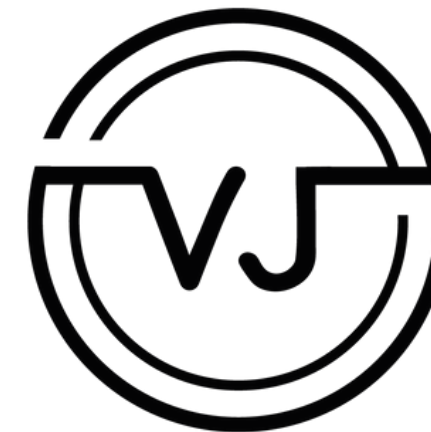
The Light and Dark Background colours are the ones included in the Brand Colour Palette (section ahead)

No other colour shall be used

1



2



3







# THE BRAND COLOURS

Details on Primary, Secondary, and Extended Brand Colour Palettes



# Primary Brand Colours

## BLUE AND MUSTARD

Blue and Mustard form a complimentary colour harmony. According to colour theory, dark blue is strong and reliable. Mustard (shade of yellow) is energizing.

Blue is a cool colour and mustard is a warm colour. Their colour harmony offers the brand best of both. This colour combination offers the best contrast on screen and makes the entire visual appeal refreshing.

A solid dark blue square representing the primary brand color.

#20345a

CMYK: 64, 42, 0, 65

RGB: 32, 52, 90

A solid mustard yellow square representing the primary brand color.

#f6b042

CMYK: 0, 28, 73, 4

RGB: 246, 176, 66

# Secondary Brand Colours

## BLACK AND GREY

These secondary colours will be used to help the primary colours and avoid over usage of them.

#000000

CMYK: 0, 0, 0, 100

RGB: 0, 0, 0

#585858

CMYK: 0, 0, 0, 65

RGB: 88, 88, 88

# Shades of Blue

This extended palette can be used to highlight the primary colour — blue

#20345a

#010203

#060a12

#0b1320

#111b2f

#16233d

#1b2c4c

#20345a

#253c68

#2a4577

#2f4d85

#355594

#3a5ea2

#3f66b1

# Tints of Blue

This extended palette can be used to highlight the primary colour — blue

#20345a

#466fbd

#557ac2

#6386c8

#7191cd

#809cd2

#8ea7d7

#9db3dc

#abbee1

#bac9e6

#c8d4ec

#d7e0f1

#e5ebf6

#f4f6fb

# Shades of Mustard

This extended palette can be used to highlight the primary colour — mustard

#f6b042

#110b01

#241602

#362203

#492e03

#5c3a04

#6f4605

#815106

#945d07

#a76908

#b97509

#cc810a

#df8c0b

#f2980c

# Tints of Mustard

This extended palette can be used to highlight the primary colour — mustard

#f6b042

#f4a01d

#f5a82f

#f6b042

#f7b855

#f8c067

#f9c77a

#facf8d

#fad7a0

#fbdfb2

#fce7c5

#fdefd8

#fef6eb

# Shades of Black

This extended palette can be used to highlight the secondary colour — black

#000000

#000000

#0a0a0a

#141414

#1f1f1f

#292929

#333333

#3d3d3d

#474747

#525252

#5c5c5c

#666666

#707070

#7a7a7a



# Tints of Black

This extended palette can be used to highlight the secondary colour — black

#000000

#858585

#8f8f8f

#999999

#a3a3a3

#adadad

#b8b8b8

#c2c2c2

#cccccc

#d6d6d6

#e0e0e0

#ebebeb

#f5f5f5

#ffffff

# Shades of Grey

This extended palette can be used to highlight the secondary colour — grey

#585858

#0a0a0a

#131313

#1d1d1d

#272727

#313131

#3b3b3b

#444444

#4e4e4e

#585858

#5c5c5c

#626262

#6c6c6c

#757575

# Tints of Grey

This extended palette can be used to highlight the secondary colour — grey

#585858

#898989

#939393

#9d9d9d

#a6a6a6

#b0b0b0

#bababa

#c4c4c4

#cecece

#d8d8d8

#e1e1e1

#ebebeb

#f5f5f5

#ffffff



# THE TYPOGRAPHY

Basic Principles on fonts used by the brand



# Primary Fonts

## MONTSERRAT AND ROBOTO

The font Montserrat will be used for headings. It is a bold and clear font popularly used to write headings.

The font Roboto will be used as paragraph text. It is neat and legible for text-heavy paragraphs.

# This is Monsterrat — used for headings

This is Roboto which shall be used for paragraph text.

Lorem ipsum dolor sit amet,  
consectetur adipiscing elit, sed do  
eiusmod tempor incididunt ut labore et  
dolore magna aliqua. Ut enim ad  
minim veniam, quis nostrud  
exercitation ullamco laboris nisi ut  
aliquip ex ea commodo consequat.

# Text Hierarchy

## HEADLINES

# Montserrat

## Heading 1

56 px, Regular

Sequencer and Title for Marketing

## Heading 2

48px, Regular

Big Headlines and Title

## Heading 3

40 px, Regular

Sublines Sections

# Text Hierarchy

BODY TEXT

# Roboto

Heading 4

32 px, Regular

Subheading Text

Heading 5

24px, Regular

Subheading Text

Heading 6

16 px, Regular

Body Text

THANK YOU

