

**GLOBAL
SCREENING
SERVICES**

Brand Guidelines

Logo Variants



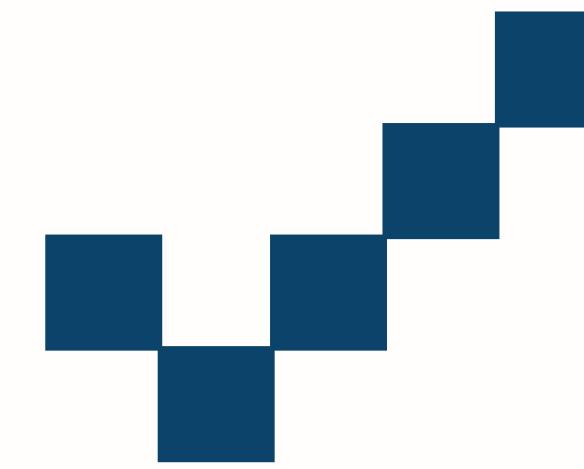
PRIMARY LOGO

Use as the default logo across all applications; switch to the Secondary Logo only when the Primary becomes illegible at smaller sizes or constrained layouts.



SECONDARY LOGO

Use only when legibility of the Primary Logo is compromised; optimised for vertical usage.



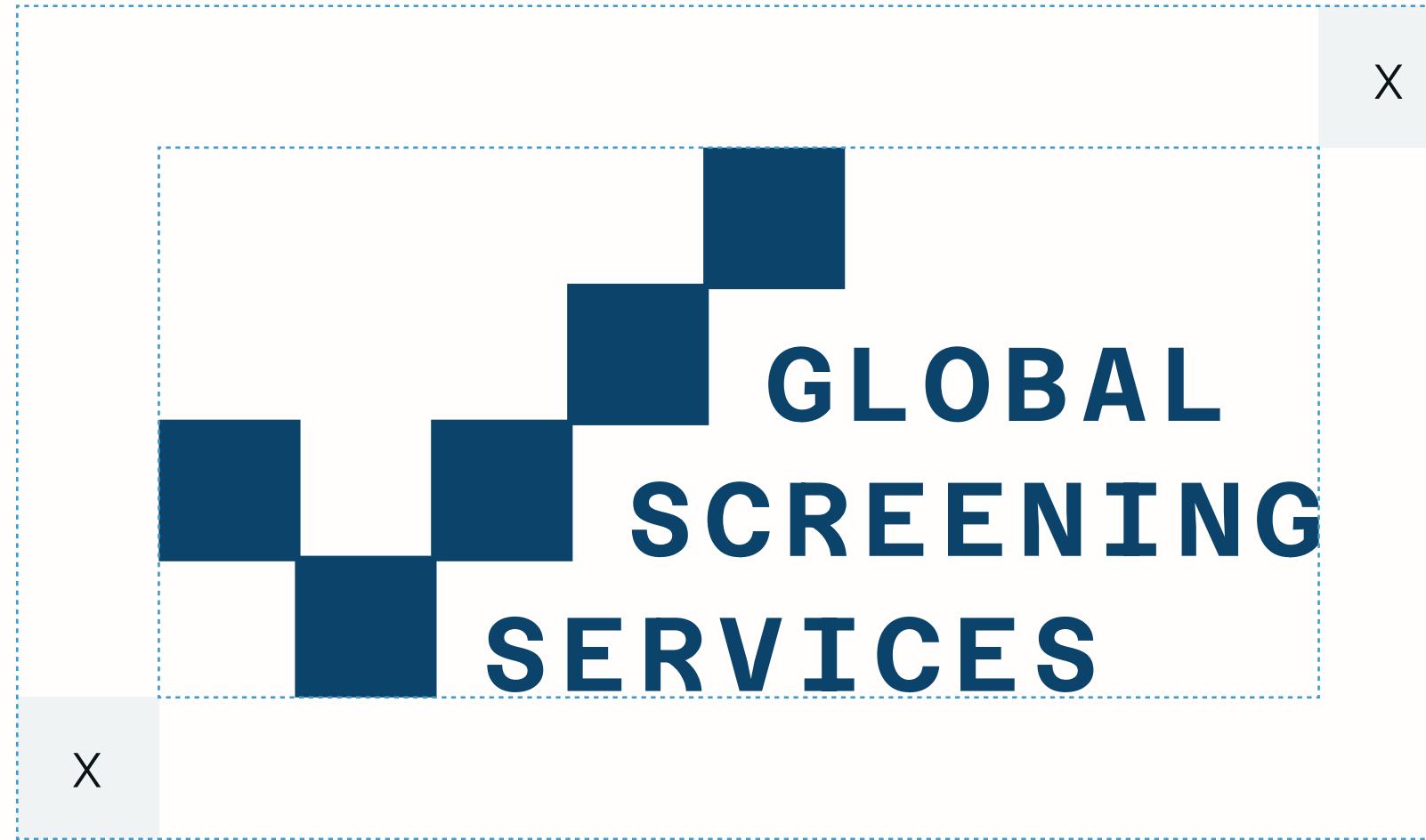
ICON

Use the icon by itself as a primary mark of the brand, as a mark of verification by GSS

The idea of verification and technology coming together gives us the pixel checkmark.

Logo Safe Space

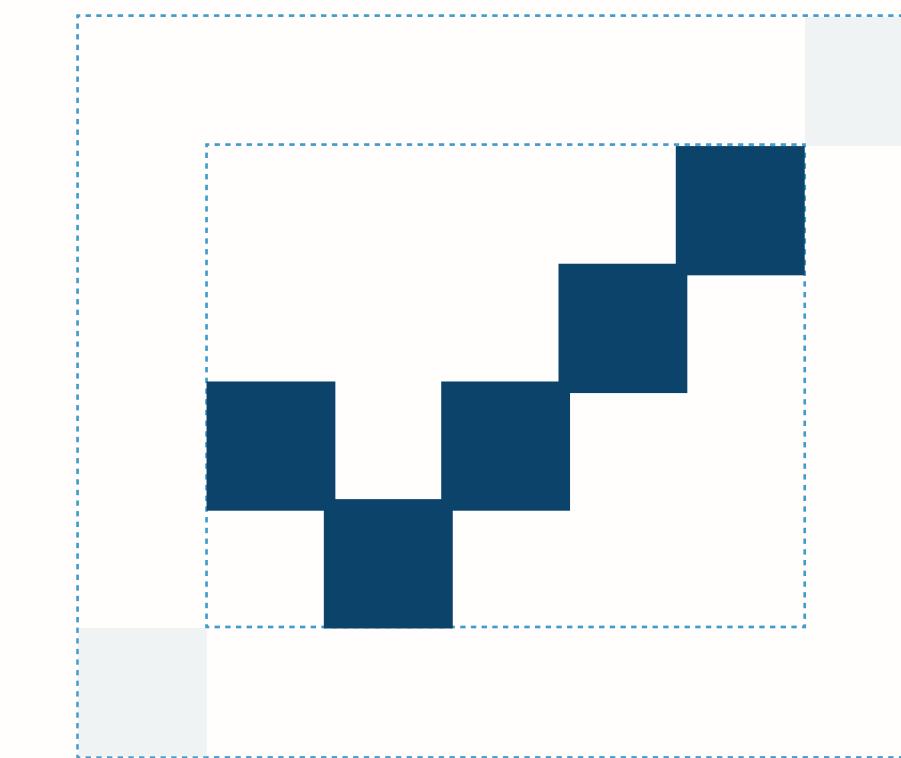
PRIMARY LOGO



SECONDARY LOGO



ICON



= X

Logo Minimum Size

	Primary Logo	Secondary Logo	Primary Mark
Screen	w = 72px, h = 34px	w = 50px, h = 40px	w = 31px, h = 25px
Print	w = 0.5in, h = 0.24in	w = 0.4in, h = 0.5in	w = 0.35in, h = 0.33in



Logo Misuse



Do not stretch the logo horizontally or vertically.



Do not place the logo on backgrounds where it loses visibility.



Do not put a stroke on the logo.



Do not change spacing between elements of the logo.



Do not put any effects on the logo.



Do not use different typeface for the logotype.



Do not change the placement or relationship of the symbol and wordmark.

Colour Palette

PRIMARY

#057DBB BLUE

#A82223 RED

Each colour represents a pillar of the tone of voice for the brand. Blue represents Knowledgeable, Red represents confidence and Black represents No-nonsense.

Blue is the primary colour, while Red is the accent. All Supplementary colours are derived from Blue.

#0A1418 BLACK

Colour Palette

SECONDARY

#0C436B DEEP BLUE

#750F0F DEEP RED

#FFFFEC WHITE

Apart from the primary colours, these have been added as supplementary colours to add depth to the brand.

#FBFBFB LIGHT GREY

Colour Palette

SUPPLEMENTARY

#E8F3F8 LIGHT BLUE

#C3D3DE MEDIUM BLUE

#ECF2F5 LIGHT BLUE GREY

#D0DADE BLUE GREY

Along with Primary and Secondary, Supplementary colours are added to give range to UI. These are to be used in backgrounds, containers, strokes, etc.

#9AAAB0 DARK BLUE GREY

Logo on Colour



Logo in Colour



Blues are to be used only for top level / senior management of GSS.

Reds to be used for admin / middle management.

Black to be used only for people going out in the field / external contractors.



Typography

Header Font

Zalando Sans

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Extralight	Verification without Data Captivity
<i>Extralight Italic</i>	<i>Verification without Data Captivity</i>
Light	Verification without Data Captivity
Light Italic	Verification without Data Captivity
Regular	Verification without Data Captivity
<i>Italic</i>	<i>Verification without Data Captivity</i>
Medium	Verification without Data Captivity
<i>Medium Italic</i>	<i>Verification without Data Captivity</i>
Semibold	Verification without Data Captivity
<i>Semibold Italic</i>	<i>Verification without Data Captivity</i>
Bold	Verification without Data Captivity
Bold Italic	<i>Verification without Data Captivity</i>
Extrabold	Verification without Data Captivity
Extrabold Italic	<i>Verification without Data Captivity</i>
Black	Verification without Data Captivity
Black Italic	<i>Verification without Data Captivity</i>

Body Font

Manrope

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0123456789

Light	Verification without Data Captivity
Light	Verification without Data Captivity
Regular	Verification without Data Captivity
Medium	Verification without Data Captivity
SemiBold	Verification without Data Captivity
Bold	Verification without Data Captivity
ExtraBold	Verification without Data Captivity

Application in UI



Typescale

DESKTOP

STYLES

Heading 1

Heading 2

Heading 3

Heading 4

Body 1

Body 2

Caption 1

Caption 2

FONTS

Zalando Sans

Zalando Sans

Zalando Sans

Zalando Sans

Manrope

Manrope

Manrope

Manrope

SIZE

96

64

40

32

24

20

16

14

LINE HEIGHT

100

72

48

38

32

26

24

20

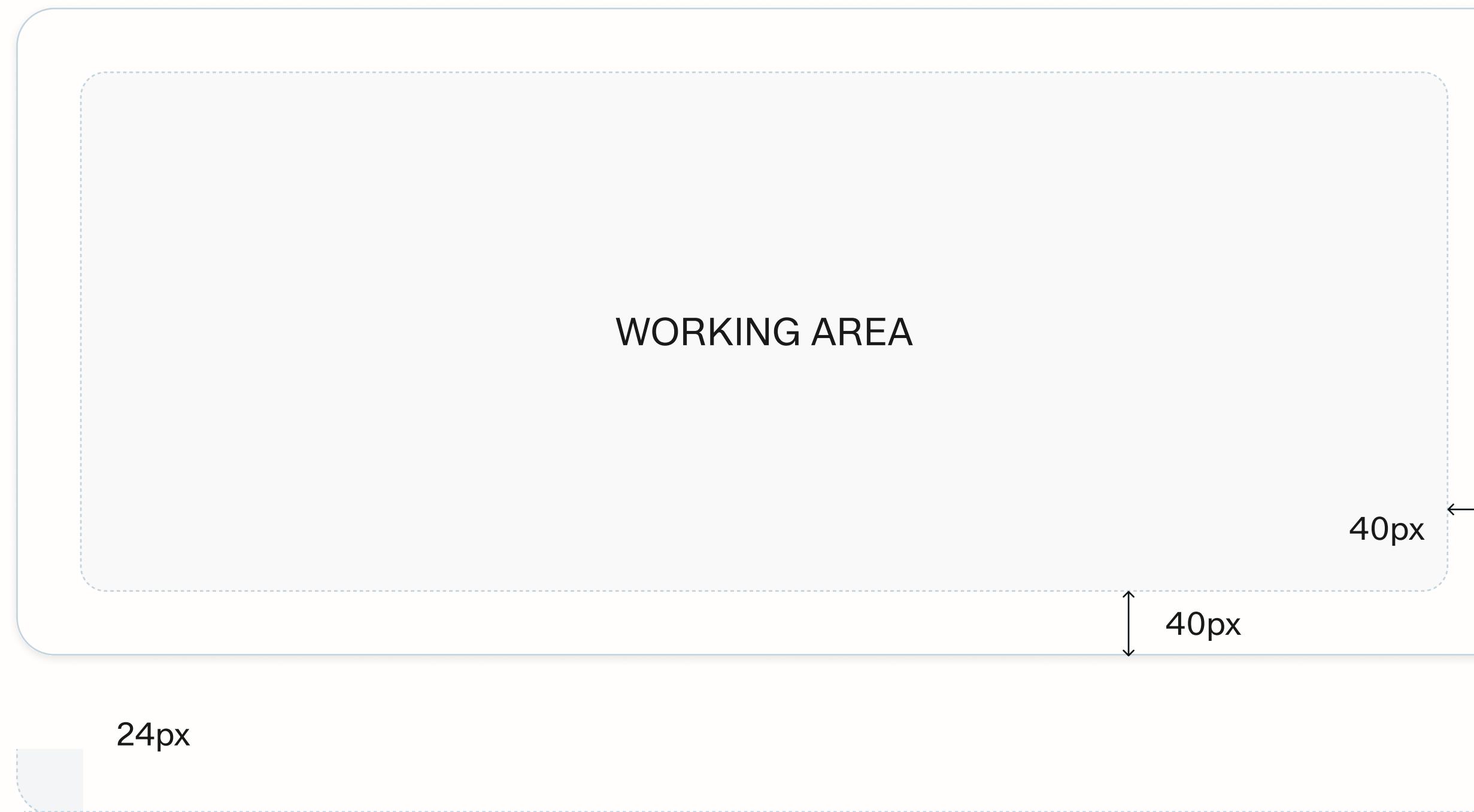
Typescale

MOBILE

STYLES	FONTS	SIZE	LINE HEIGHT
Heading 1	Zalando Sans Medium	28	36
Heading 2	Zalando Sans Medium	24	30
Heading 3	Zalando Sans Medium	20	28
Heading 4	Zalando Sans Medium	16	23
Body 1	Manrope Regular	24	32
Body 2	Manrope Regular	14	20
Caption 1	Manrope Regular	10	14
Caption 2	Manrope Regular	8	12

UI Styles

PRIMARY CONTAINER



SECONDARY CONTAINER



UNSELECTED STATE

SELECTED STATE

16px

DESKTOP

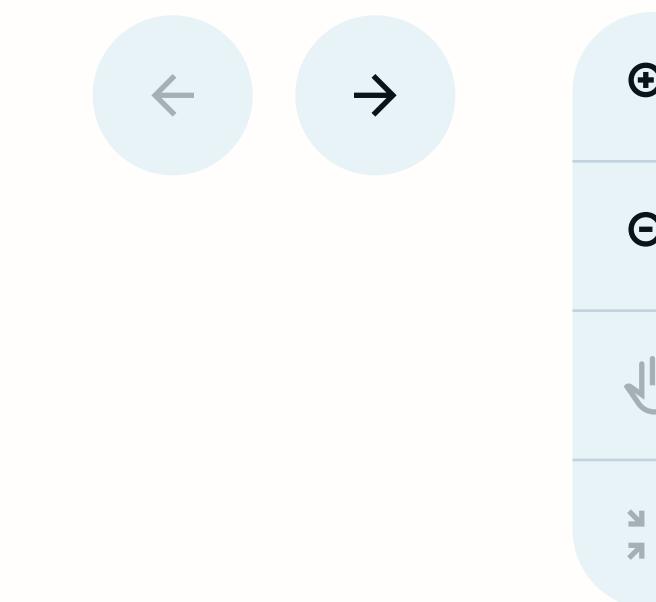
BUTTONS

Primary Button

Secondary Button

Tertiary Button

SUPPLEMENTARY BUTTONS



SECTION MARKERS

What We Stand By

MOBILE

BUTTONS

Primary Button

Secondary Button

Tertiary Button

SUPPLEMENTARY BUTTONS



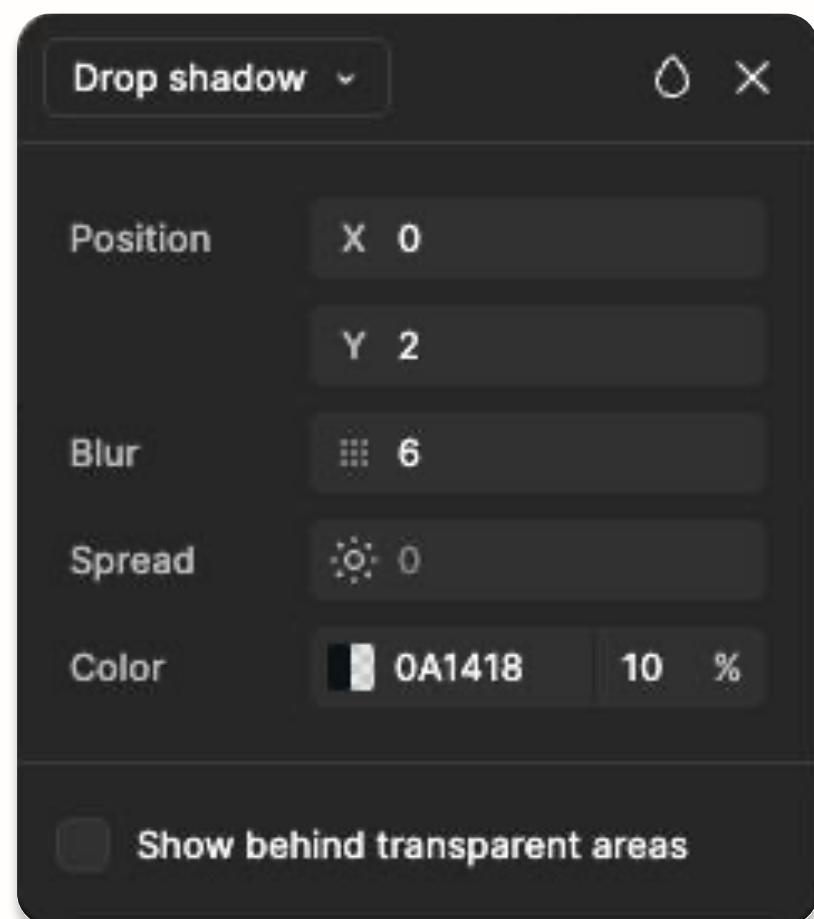
SECTION MARKERS

Global Presence

UI Styles

For any screen, the background should be **Light Grey** and the containers should be **White**. Primary and secondary containers should have a Stroke of 1pt in **Medium Blue**.

Primary container and any selected state containers should have a shadow with these settings:



Sample UI

Dear Manjunatha A M, Welcome to VATI Platform

Select Language / భాషా చునె / భాషీయన్న ఆయ్యిమాది/ మొழియైత్ తోర్నంతెత్తుక్కబుమ్ / భాషను
ఎంచుకోండి / భాషా నిర్వాచన కరున

English

English

हिन्दी

Hindi

తెలుగు

Telugu

English

English

हिन्दी

Hindi

తెలుగు

Telugu

Next

PRIMARY CONTAINER SECONDARY CONTAINER (SELECTED) SECONDARY CONTAINER (UNSELECTED)

DESKTOP HEADING 4

DESKTOP BODY 2

DESKTOP BODY 2 (BOLD)

DESKTOP BODY 2

DESKTOP BODY 1 PRIMARY BUTTON

Dear Manjunatha A M, Welcome to VATI Platform

Select Language / ભાષા ચુને / భాష්యన్న ఆయ్యుమాడి/ മൊழിയൈത് തേര്ന്നതെടുക്കவുമ் / ભାଷનુ
ંંમણ્ણ / ଭାଷା ନିର୍ବାଚନ କରନ

English
English

हिन्दी
Hindi

తెలుగు
Telugu

English
English

हिन्दी
Hindi

తెలుగు
Telugu

Next

PRIMARY BUTTON



LIGHT BLUE GREY



Brand Guidelines