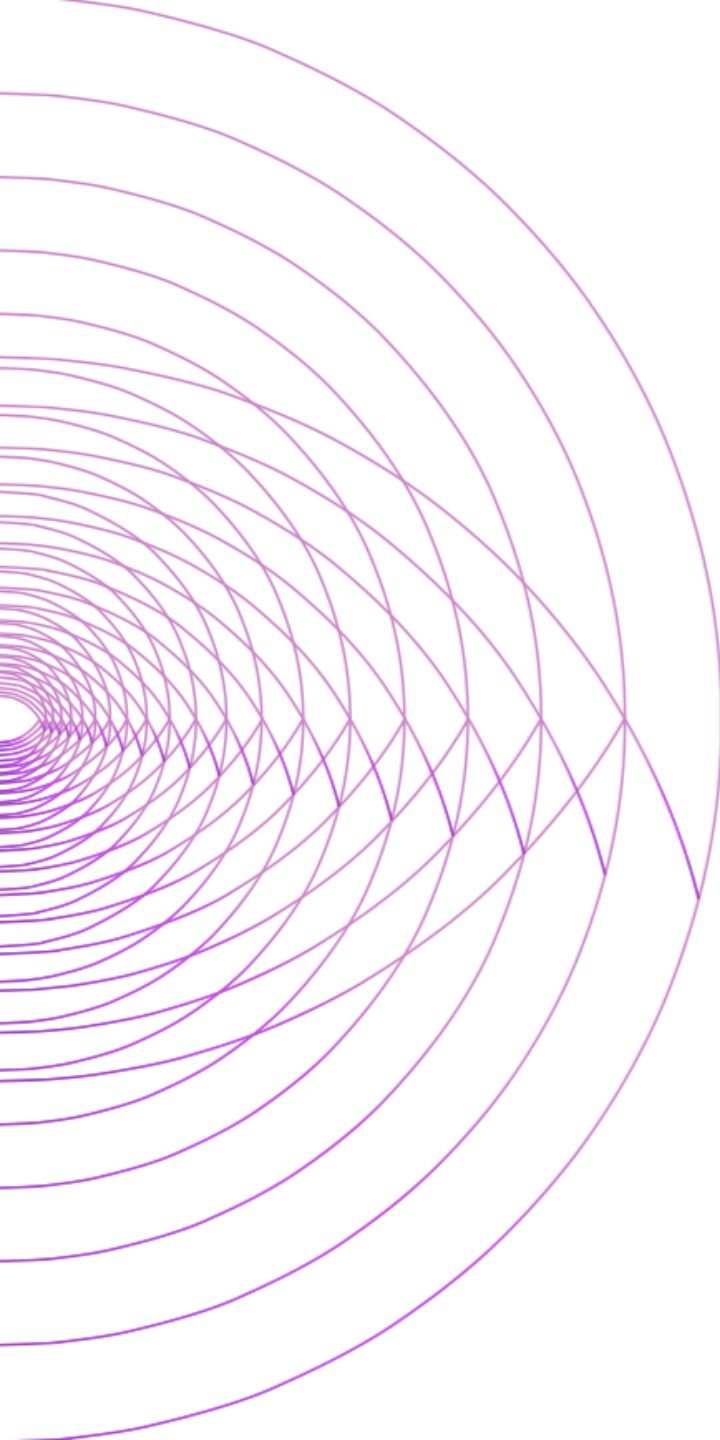




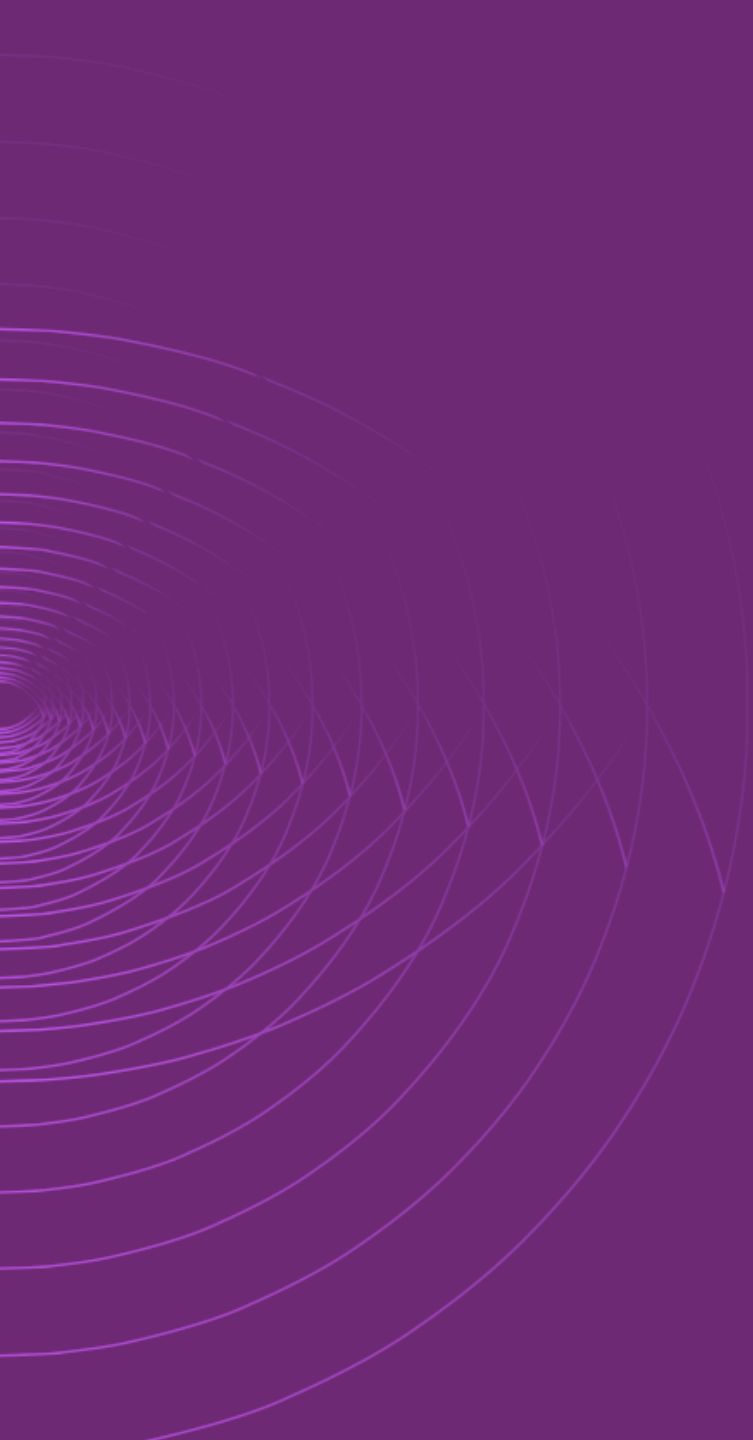
Brand Guide

iota



IOTA represents the idea of providing unique device experiences to a new age of connected Indian consumers. The core thought behind the IOTA brand is to bring about a deep integration of daily services and products into mobile devices for a better and simpler life. When we say deep integration, we mean it in every sense of the word – where every device is enabled to interact with each other in order to provide a specific service or utility. What IOTA essentially aims at is to provide practical, relevant and consumer-centric utility solutions through daily devices.

IOTA envisages a world in which one tap on your device is all it takes for you to do anything – be it dim the lights, make coffee, order a product, take a medicine, keep a tab on your kids, look for lost keys, cool your home, monitor pollution levels, get weather warnings, ensure the oven is off, turn on the air conditioner before you arrive – the list and possibilities are endless. But the idea is one – to revolutionize consumer experience through connected devices.



Brand Identity

LIGHT
BACKGROUND



DARK
BACKGROUND

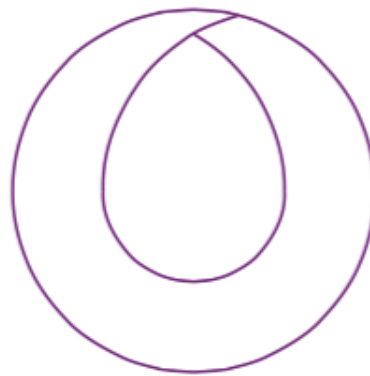
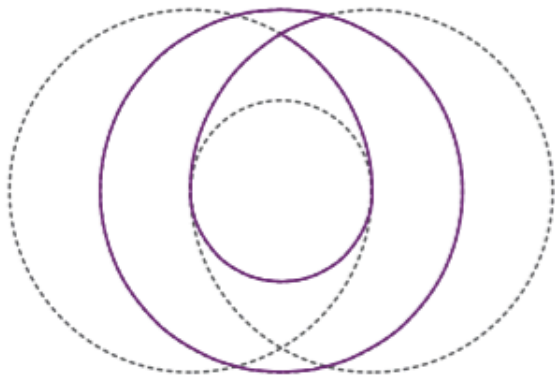


Mobius Logo Evolution

The name 'IOTA' is derived from the Greek alphabet 'i' that represents the imaginary number.

Brand IOTA envisions an age of connected devices and dares to bring the concept of 'Internet of things' alive with the aid of its innovative and cutting edge technology and its sound understanding of user experience across devices.

We live in a 3 dimensional world and we know everything has at least 2 visible sides. We took inspiration from a this impossible shape which has only one edge and one side.





Logo Elements

CLEARSPACE

The **iota** logo and Mobius mark should always be surrounded by a minimum area of space. A margin of clear space equivalent to half the height of the Mobius is drawn around the logo to create the invisible boundary of the area of isolation. These areas of separation are a minimum and should be increased wherever possible.

MINIMUM SIZE

There are no predetermined sizes for the iota logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility.

There is no preset maximum size for the iota logo. Minimum sizes are as shown here.



LOGO MARK

WORD MARK

LOGO COLOURS

The **iota** logo is a set of three shades of Purple and one grey. The colours of the logo are inspired from the parent brand and also chosen such that the



#bc28e9

R 188 C 47%
G 40 M 81%
B 233 Y 0%
 K 0%



#9918b6

R 153 C 47%
G 24 M 81%
B 182 Y 0%
 K 0%



#6c0274

R 108 C 47%
G 2 M 81%
B 116 Y 0%
 K 0%

TYPOGRAPGY

The font used in **iota** logo is called Santor. The font is both modern and legible. It is a fixed width Sans Serif font with symmetric shapes thus making it legible both in print and digital media.

60pt

Santor

40pt

Santor

20pt

Santor

10pt

Santor

6pt

Santor



#555555

R 85 C 64%
G 85 M 56%
B 85 Y 55%
 K 31%

SECONDARY TYPEFACE

We have used Roboto as the secondary typeface for the brand. Roboto will be used in body text and headings. Different weights of the font are used to make the content distinct and to bring in hierarchy in the body of text.

BODY TEXT

40pt

Roboto Thin

20pt

Roboto Thin

12pt

Roboto Thin

SECONDARY HEADING

40pt

Roboto Medium

20pt

Roboto Medium

12pt

Roboto Medium

PRIMARY HEADING

40pt

Roboto Bold

20pt

Roboto Bold

12pt

Roboto Bold



Do's and Do Not's

LOGO DO NOTS

The logo is available in only two printable formats.

In both the options the gradient on the logomark should be consistent. The wordmark can have either white colour (#FFFFFF) on dark backgrounds or grey colour (#555555) on light backgrounds.



Do not change the colours of the logomark and wordmark.



Do not add any outlines to the logo and also don't use only the outlines of the logo



Do not increase or decrease the space between the logomark and the wordmark



Do not change the orientation of the logo



Do not change the angle of the logo and the logo elements.



Logo Usage

BACKGROUNDS

The background colour for the logo needs to be chosen such that it maintains a good contrast with the purple shades in the logomark.

The wordmark colour can be changed according to the backgrounds to maintain maximum visibility and readability for the logo.



#000000



#404040



#808080



#F1F1F1



#FFDE3E



#48D8FF

SECONDARY TYPEFACE

The logo can be embedded on a variety of hard surfaces by creating a groove on the surface in the shape of the logo.



White Matte Plastic



Metal Matte Radial



Metal Matte Linear

FAVICON

The simplicity of the Logo Mark and it's legibility allows us to use that as the favicon in websites as well as applications.

