



BRANDING GUIDELINES

IDENTITY MANUAL 2024

WELCOME



Welcome to the Srivaru Motors Brand Guidelines. This document contains all you need to know about how our brand should be used in print and digital materials ensuring it remains consistent throughout. Using our brand correctly is extremely important to us, so we ask that the guide is always referred to and adhered to.

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Brand

STRATEGY

THE STORY

SVM designs and manufactures premium electric motorbikes in India, advancing the industry with sustainable energy solutions while maintaining a high-quality rider experience.

MISSION STATEMENT

To design, develop, manufacture, sell and service the best electric motorcycles powered by sustainable energy

CORE VALUES

Own It
Building Trust by listening to our customer
Driven by Technology and Innovation
Customer Delight always comes first

VISION STATEMENT

To revolutionize the two-wheeler industry with world-class products powered by renewable energy; building a relationship unlike any other between rider and machine

LOGO

Our logo stands out as the most recognizable aspect of our identity. Maintaining consistent use of our logo is crucial in upholding our brand's strength by ensuring instant recognition of our identity and values.



Logo

MASTER LOGO

Our logo embodies simplicity, cleanliness, and elegance, serving as the visual representation of our company, Srivaru Motors Private Limited. It is designed to be utilized in blue, black, or white variations when presented independently. The logo's design exudes a modern and professional aesthetic across all applications.



Clear

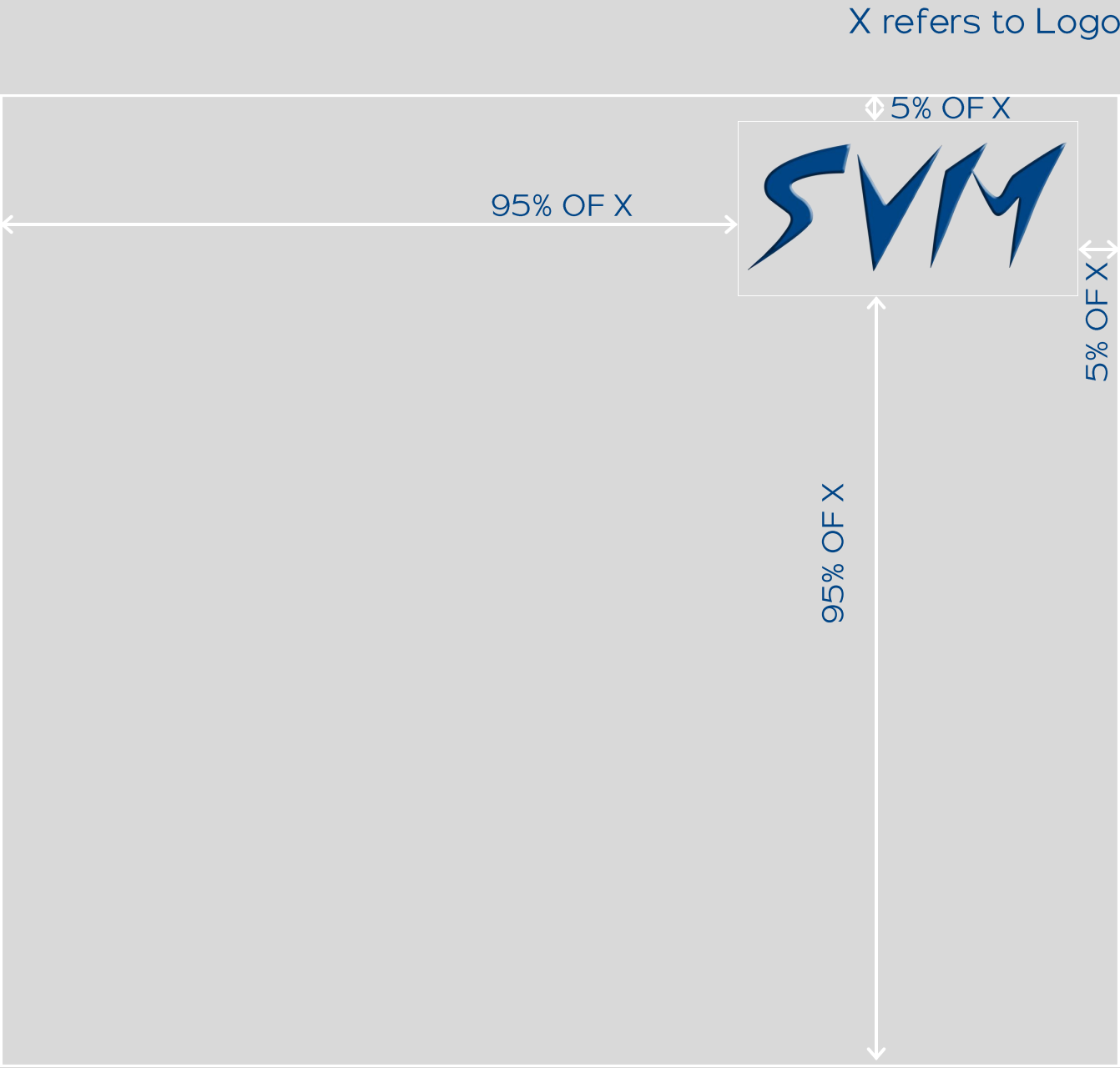
SPACE & SIZING

Clear space refers to the zone surrounding our logo that should remain text and graphic-free. This practice ensures that our logo remains distinct in all our communications. It is recommended to maintain a minimum clear space of 50% of the logo's total height. Additionally, our logo should be sized adequately for readability across all platforms.



THE MINIMUM SIZE

It is sometimes necessary to increase and decrease the logo depending on the print area. Always keep in proportion. Always ensure the text is legible.



LOGO

PRODUCT LOGO

Our logo represents simplicity, cleanliness, and elegance, reflecting our product visually. It is intended to be used in grey, black, or white versions and can be embossed on our product. It is essential to keep this product logo separate from our SVM logo.



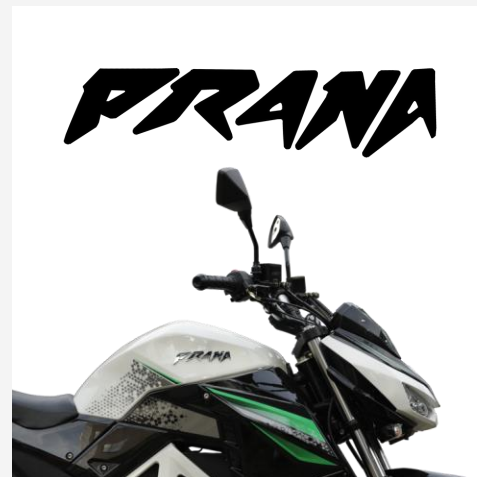
PRANA metal can be used only on vehicles.

Logo USAGE

To maintain the integrity of the brand, it is crucial to follow specific rules. Changing our logo might jeopardize our values and the overall image of the brand. The examples given emphasize clear guidelines for our logo as well as Product. Any adjustments to the logo may weaken the message we want to communicate to our audience. For slogans we can use both the Primary and Secondary colors. By following the precise instructions outlined in the examples, we guarantee that our logo stays identifiable, reliable, and reflective of our brand identity.



SVM logo location is always top right



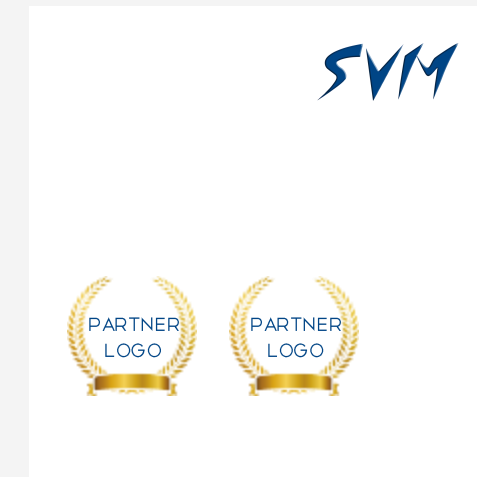
The Prana Logo can stand alone but must always be connected to a product visual.



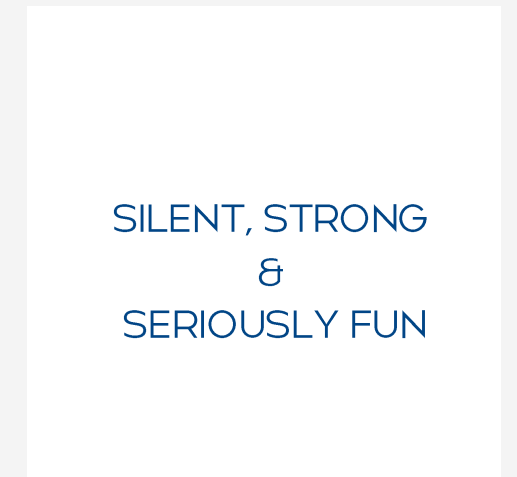
The product visual can be shown without the Prana logo if the name "Prana" is clearly visible in the product photo.



Partner logos meant for events or corporate branding must be distinctly separate from our own logos.



Place the SVM Logo on a clear white background, positioned in blue at the top right corner when displaying Partner Logos.



Every visual needs to have the Slogan embedded, it is a compulsory part of any branding material.

Logo USAGE

Few rules are necessary for maintaining the integrity of the brand. Any changes to our logo can diminish our values and the overall look of our brand. The examples shown here are some specific “do not” for our logo. Please do not compromise the overall look of the logo by rotating, skewing, or distorting in any way - that includes adding unnecessary and unattractive text, decorative elements, shadows, and outlines.



Do not alter the logo's colors in any way.



Do not lock up text to the logo.



Do not add elements or shadows.



Do not place the logo in a holding shape.



Do not alter the logo's shape in any way.



The PRANA logo should be integrated into a product visual and not displayed alongside the SVM logo or Partner Logos on the same visual.

COLOR

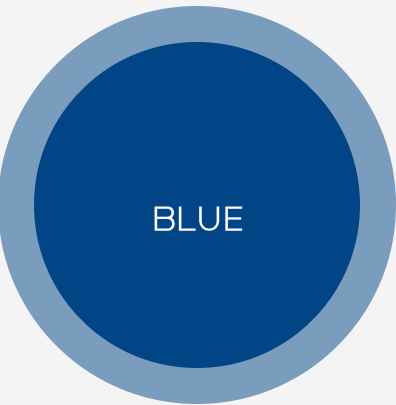
Our brand is underpinned with a colour palette designed to be fresh, modern and distinctive. Different combinations of colour can dramatically change the tone and appearance of a document so it is important to consider how they work together. To help achieve greater brand recognition it is important that our colour palette is applied consistently.



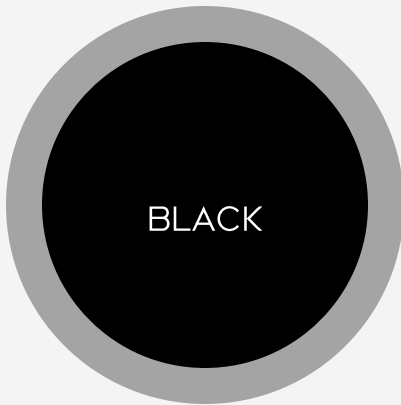
PALETTE

BRAND COLORS

The main color scheme is maintained consistently throughout all communications. A color hierarchy has been set up, with electric blue, black, white and grey to be the primary colors. Green and red are our secondary colors to be used to represent our brand and products. Whenever possible, Pantone colors are the preferred choice. For a greater visual impact, debossing is allowed.



HEX
004687
CMYK
100, 81, 20, 5
RGB
0, 70, 135



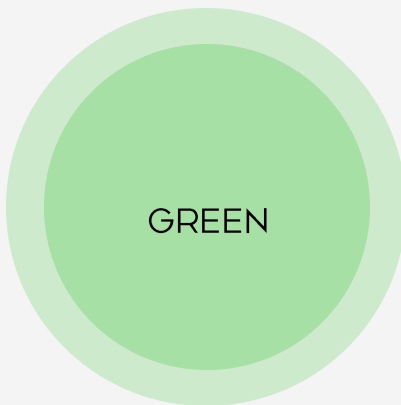
HEX
000000
CMYK
75, 68, 67, 90
RGB
0, 0, 0



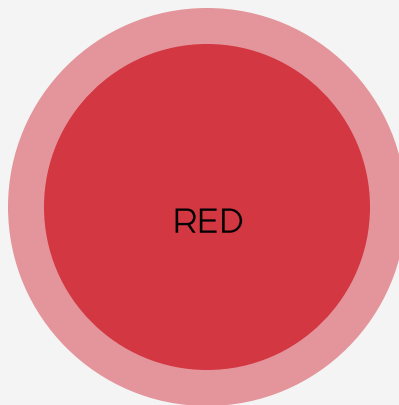
HEX
FFFFFF
CMYK
0, 0, 0, 0
RGB
255, 255, 255



HEX
9DA399
CMYK
41, 29, 39, 1
RGB
157, 163, 153



HEX
#A6E0A4
CMYK
35, 0, 46, 0
RGB
166, 224, 164



HEX
#D23742
CMYK
12, 93, 76, 2
RGB
210, 55, 66

PRIMARY

SECONDARY

TYPOGRAPHY



Our core brand typography comprises of three key sections:

- Heading
- Subheading
- Body text

We differentiate the chosen typography for creative work and corporate communications such as letters and emails.

It is important to understand that creative content needs to be striking and sometimes prominent in its reading.

Meanwhile for corporate communications, especially while corresponding with official letters or in e-mails, the fonts must be sophisticated, friendly and easy to read so that the reader can stay focused, this is especially important while receiving a large chunk of body text.

TYPOGRAPHY CREATIVES

Typography holds significant branding power when applied consistently. To maintain the brand's minimalistic and elegant essence, utilize this specific set of fonts across all print and web platforms. Our creative typefaces are Orbitron, Groside and Nother Sans, and their sizes can be adjusted based on the font's application.

ORBITRON & **GROSIDE**

To be used for headings and titles.

NOTHER SANS & GOTHAM

To be used for Sub heading and body of the text.

TYPOGRAPHY

BEST PRACTICES

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.

Flex/Banner Print

ORBITRON

GROSIDE

NOTHER SANS



EXTRAORDINARY TODAY,
BETTER TOMORROW

ENGINEERED FOR COMFORT!

PERFORMANCE ACTIVATED!

ANTI-SKID SEQUENTIAL SAFETY!

BATTERY LAST TO VEHICLE LIFE

Future is Coming Earlier
Are You Ready!

LEARN MORE!



LEARN MORE!





PRANA 2.0

Silent, Strong & Seriously Fun



TYPOGRAPHY BEST PRACTICES

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.

Social media Post



ORBITRON

GROSIDE

Gotham

TYPOGRAPHY

CORPORATE

Typography holds significant branding power when applied consistently. To maintain the brand's minimalistic and elegant essence, utilize this specific set of fonts across all print and web platforms. Our corporate typefaces are Orbitron, Nother Sans, and Gotham Sans, and their sizes can be adjusted based on the font's application.

ORBITRON

To be used for headings and titles.

NOTHER SANS

To be used mainly for captions and secondary titles

GOTHAM

To be used for body text. This is our font for all correspondence on letters and within e-mail body text. Please note e-mail will have only Gotham fonts for subject line and body text.

TYPOGRAPHY BEST PRACTICES

Use only Gotham font in Emails.

EMAIL

Send

▼

?

▼

🗑

📎

To

Bcc

Cc

Subject

Draft saved at 12:49 PM

Dear [Recipient's Name],

I hope this email finds you well. My name is [Your Full Name], and I am writing to express my interest in connecting with professionals in the [mention industry or field] field.

Your background and expertise are inspiring, and I am eager to learn from your experiences. I have attached my resume for your reference and would greatly appreciate any insights or advice you can share.

Thank you for considering my message, and I look forward to a potential conversation or meeting.

Gotham

TYPOGRAPHY

BEST PRACTICES

COMPANY NAME BOARD



ORBITRON

Nother Sans

Gotham

TYPOGRAPHY

BEST PRACTICES

Legal documents typically utilize Times New Roman for Body of the text and Calibri for headings, while our internal official letters feature our branding typefaces.

OFFICIAL LETTER

APPOINTMENT ORDER

SVM/HR/AO/xxx/xxx

To
Dear Mr. XXXX

With reference to your application and the subsequent interview that you had with us, we are pleased to appoint you as (Designation & Department) in our Organization, xx-yy-zzzz effective from in accordance with the terms and conditions stated herein below: -

1. Your remuneration details are mentioned in the Annexure enclosed.

2. You will be reporting to the (Designation & Department)

3. You will be posted currently at our Sulur unit, Coimbatore

4. Your total remuneration is Rs. 0000000 Lakh per year (Rs. 000000 per month).
The salary is purely confidential between you and the top Management. You are requested to maintain strict confidentiality of the same and shall not to disclose it with any employee in the organization

5. You will be placed on Probation for a period of One Year from your date of joining.
During the period of probation, your performance will be evaluated, if your

ORBITRON

Gotham

TYPOGRAPHY

BEST PRACTICES

Legal documents typically utilize Times New Roman for Body of the text and Calibri for headings, while our internal official letters feature our branding typefaces.

EMAIL SIGNATURE



Silent, Strong & Seriously Fun

FULL NAME

ORBITRON

Designation

Company Name

Nother Sans

@ Email ID

Gotham

☎ Phone Number

🌐 Website



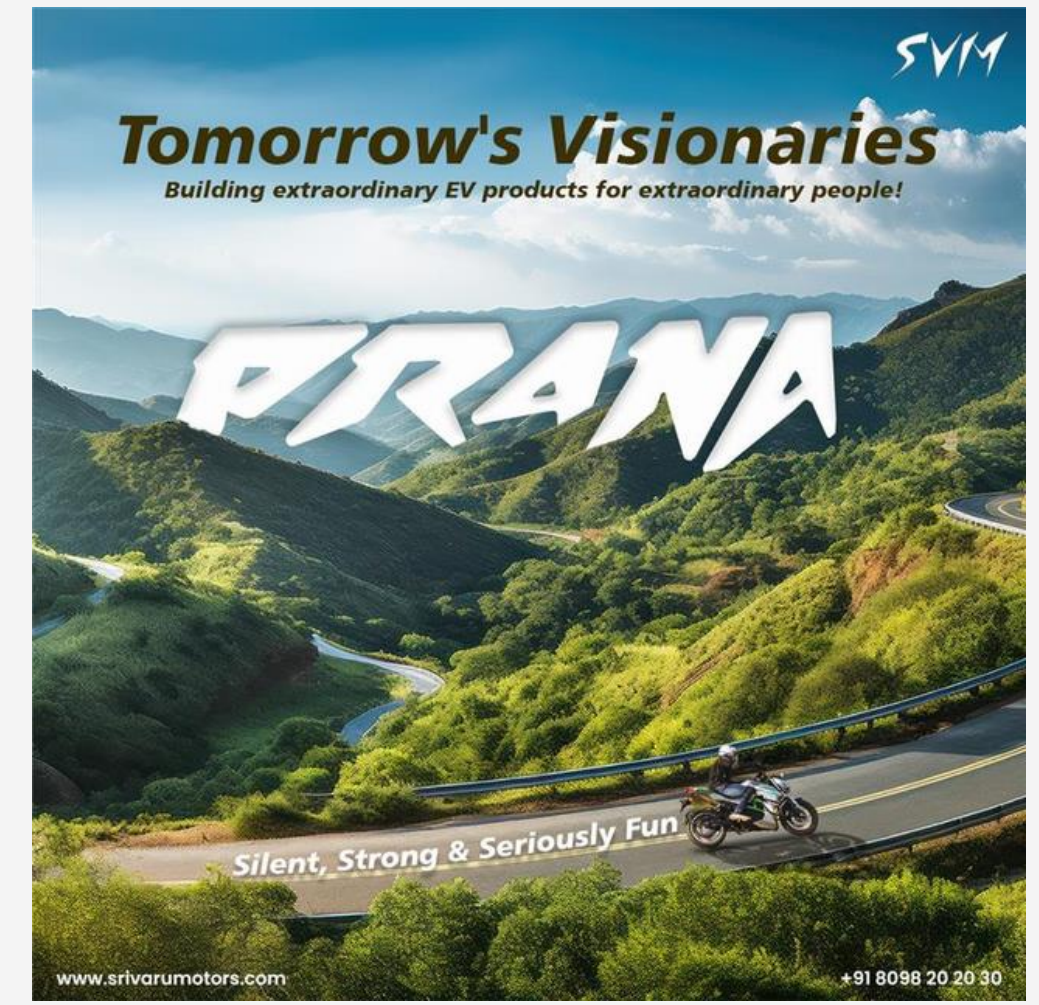
IMAGERY

Our photography and filming style captures real moments with real impact. It conveys a unique perspective on the dynamic nature of our people, communities, operations and the changing world around us.

IMAGERY

BEST PRACTICES

This photographic style is for banners, advertisements, social media, and reports. It captures who we are and what we do as a brand. Imagery should contain clean and professional backgrounds which allow for the application of our logo and headlines over the image.





DESIGN COLLATERALS

We will continuously design collaterals across all departments, from Marketing to Sales, HR and Manufacturing.

At this stage, it is important to have a unified appearance on our staff ID, letterhead front design as well as business cards and sign off's one-mails.

DESIGN COLLATERALS





The Future of Urban Mobility

FULL NAME

Designation

Company Name

@ Email ID

☎ Phone Number

🌐 Website

Silent, Strong & Seriously Fun

BRAND

LEGAL GUIDELINES

COPYRIGHT

All materials produced related to our brand are protected by copyright. Always ensure to obtain permission before using third-party owned materials.

TRADEMARK

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

LICENSING

Some assets may be used under specific licenses. Ensure to follow all terms of these licenses, including usage, attribution, and restrictions.

UNAUTHORIZED USE

Avoid unauthorized or potentially brand-damaging use of our brand assets.

OBJECTIONS AND VIOLATIONS

Immediately report any objections or violations against our brand to our legal department.

MARKETING MATERIAL APPROVAL

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.

THANK YOU

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