



Brand Book

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Our Brand



OUR BRAND

Brand Story

Human progress is at a precipice

As the human race, we've built, developed, designed, created, and crafted a world for ourselves. We evolved and adapted because of the intelligence that we developed.

But is this all?

There's more to human life than excel sheets and numbers

We live in a world where any innovation is marred by a horde of paperwork, compliance, and regulatory along with other long processes.

Processes that take time and energy.
Processes that waste the gift of intelligence, the gift of some of the brightest minds of our generations.

It's time to set their minds free

With innovative, easy-to-use, smart, and high-quality products and services, clinical research can achieve operational excellence and innovate right, in order to thrive.

When the mundane is taken care of, researchers can focus on building a better world, to not only save lives but advance them - for a more meaningful, more human experience.

And we're making that happen at CGLIA

OUR BRAND

Our Brand Narrative

Our Vision

To enable the pioneers working towards human advancement with innovation & revitalized operations.

Our Mission

To provide innovative, smart, and simple solutions that empower organizations to operate efficiently for accelerated growth.

Brand Positioning Statement

CGLIA empowers human advancement endeavours with innovative solutions that eliminate necessary but tedious tasks in research and development.

Tagline

Advancing Intelligence

OUR BRAND

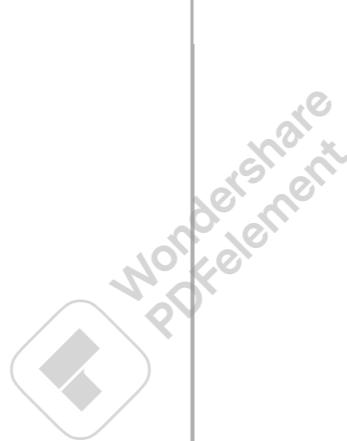
Brand Archetype Mix



The Everyman

50%

For Internal Communication



The Hero

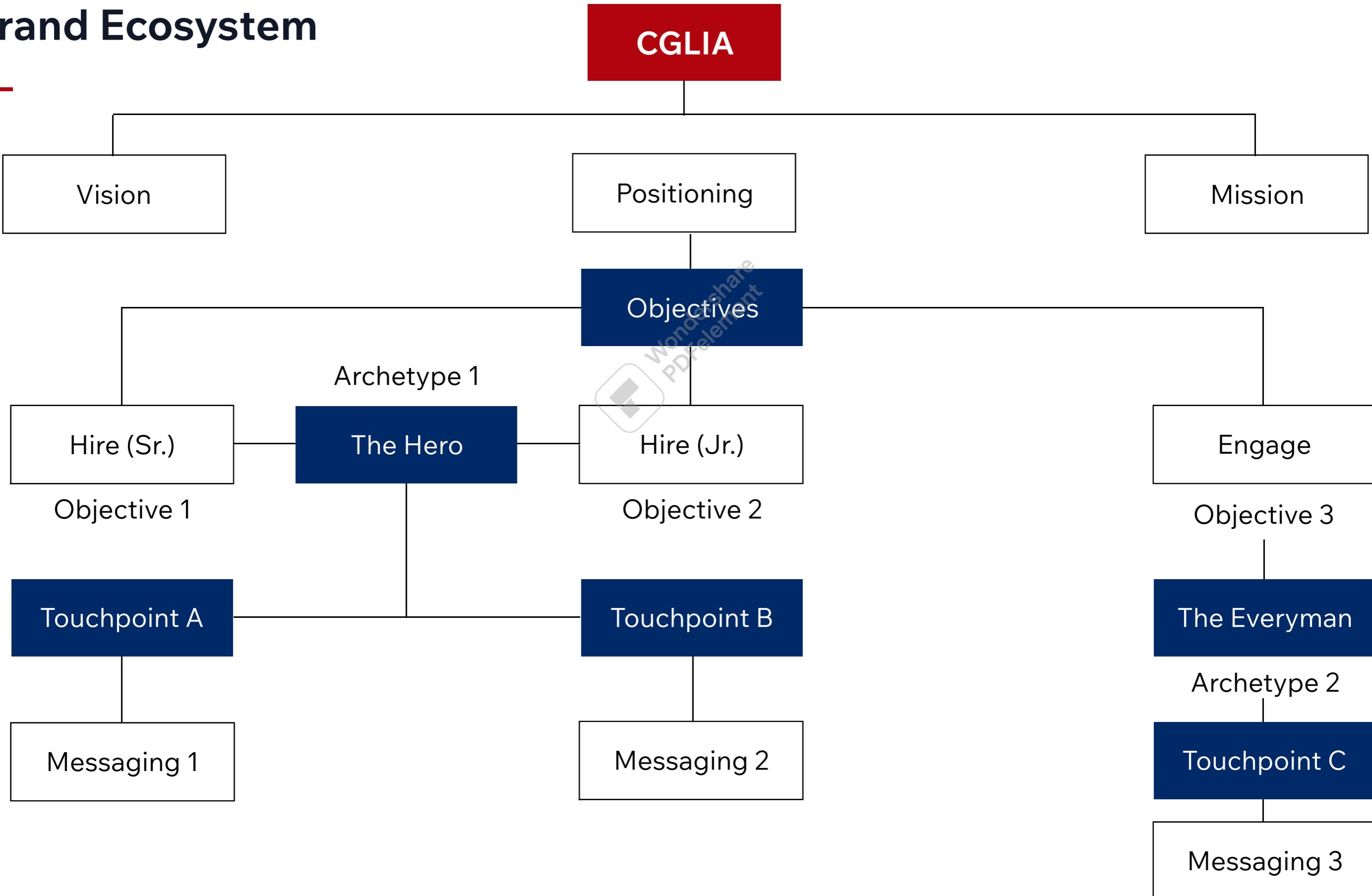
50%

For External Communication



OUR BRAND

Brand Ecosystem



OUR BRAND

Touchpoints

Objective - 1

Hiring Senior Professionals

- Website
- Social Media/Paid Advertising
- Events & Seminars
- Videos
- Sponsorships
- Industry Expo

Objective - 2

Hiring Junior Professionals

- Website
- Social Media/Paid Advertising
- Hackathons
- Office Entry Experience
- College Visits
- Job Portals
- Job Fairs

Objective - 3

Engaging & Retaining Employees

- Employee Welcome Kit
- Induction Presentation/Video
- Office Ambience
- Event Collaterals

Brand

Strategy



Messaging

Audience - 1

Senior Professionals

- Talk about a shared vision for a futuristic tomorrow, about bringing that change
- Talk about excelling at problem-solving and taking high strides towards building a better world
- Initiate discussions around problems that concern the world at large and not just around the industry we are in.

Audience - 2

Junior Professionals

- Show them the dream of being part of something that's bigger than themselves
- Talk to them about how they will be contributing at a global scale with the little things they might participate in - show them chaos theory
- Inspire them to ask questions and promptly reply to their questions

Audience - 3

Existing Employees

- Inspire them to see the bigger picture, to contribute in changing the world
- Talk to them about the lives they are changing by enabling the advancement of the world
- Talk to them about the pressing need for productivity and their role in making it work companies across the world.

BRAND STRATEGY

Tone of Voice

Audience - 1

Senior Professionals

- Use honest, candid, and brave tone of voice
- Use challenging and provocative messages
- Use strong words and ask the hard questions

Audience - 2

Junior Professionals

- Use friendly, humble, and authentic tones
- Stand up for fairness, excellence, and respectful communication
- Promote harmony and empathy

Audience - 3

Existing Employees

- Use friendly, humble, and authentic tones
- Stand up for fairness, excellence, and respectful communication
- Promote harmony and empathy

BRAND STRATEGY

Ideas to imbibe in teams

Cause

Brand Purpose

To eliminate long, drawn-out, and ineffective processes for accelerated innovation.

Brand Spirit

Continuous learning and aggressive innovation.

Brand's Stand

Productivity is paramount when the goal is excellence. The brand imbibes this notion to provide productivity and efficiency to all meaningful endeavors.

Believe

Brand's Doctrine

Transcendentalism. The idea that humans are innately and intuitively connected to not just what's empirical but also what's beyond our perception.

Brand's Manifesto

We believe that people, men and women equally, have the potential to pursue and gain knowledge through intuition and imagination. We believe that imagination is better than reason, creativity is better than theory, and action is better than contemplation. We have faith that humans could transcend limits and reach astonishing heights.

BRAND STRATEGY

Ideas to imbibe in teams

Build

- Encourage people to take public transportation twice a month to inspire observations of people unlike us.
- Inspire empathy. Partner with an NGO and bring in Volunteer work as part of the job profile - one weekend a month (or one saturday a month).
- Hire people from diverse backgrounds and inspire 'listening' to bring in a more collaborative workforce.
- Have 'middle-ground' sessions between people to create a safe space for open discussions about differences.

Criticise

Who We Are

We are enablers in the advancement of the human race.

What Do We Hate?

We hate resigning to the complexity and challenges on the road to human advancement. We make it easier for the human mind to focus on making lives more meaningful by eliminating unnecessary obstacles in their way.

BRAND STRATEGY

Actions to be taken

Touching

Build a Community

- Create forums/groups/communities on social platforms like Discord to attract people to conversations about software as an instrument to improve human life.
- Bring in real life people for interviews and chats to highlight how the software development built by the company is contributing to humanism.

Meaning

How we perceive life

- We believe that humans have the freedom to give meaning, value, and purpose to their lives by their own independent thought, free inquiry, and responsible, creative activity.
- We believe that innovation drives creativity and creativity adds meaning to life.

Belonging

From employee benefits to employee care

- Instead of leaving employee benefits to policies and paperwork, we create a culture of care by inspiring healthy dialogue and putting in the work.
- Create an open-door, non-hierarchical order of communication, making everyone feel heard. Put anonymous feedback boxes, monthly listening sessions, and interactive, two-way, transparent communication.

BRAND STRATEGY

Actions to be taken

Committing

Showing them the way

- Creating clear career pathways that are defined at all levels, and making them accessible to everyone who joins as a starter kit - show them the dream.
- Reward achievements through a leaderboard and have a yearbook-like coffee table book at the end of each year to highlight achievements of individuals.
- Create an office environment where individuals are more prominent than the brand.
- Create ranks, badges as tokens of recognition and honour.

Leading

Creating a balance

- Inspire ownership and enough freedom to bring in the individuality.
- Create healthy boundaries to avoid abuse of freedom.
- Create common grounds to balance the differences between differing groups of people.

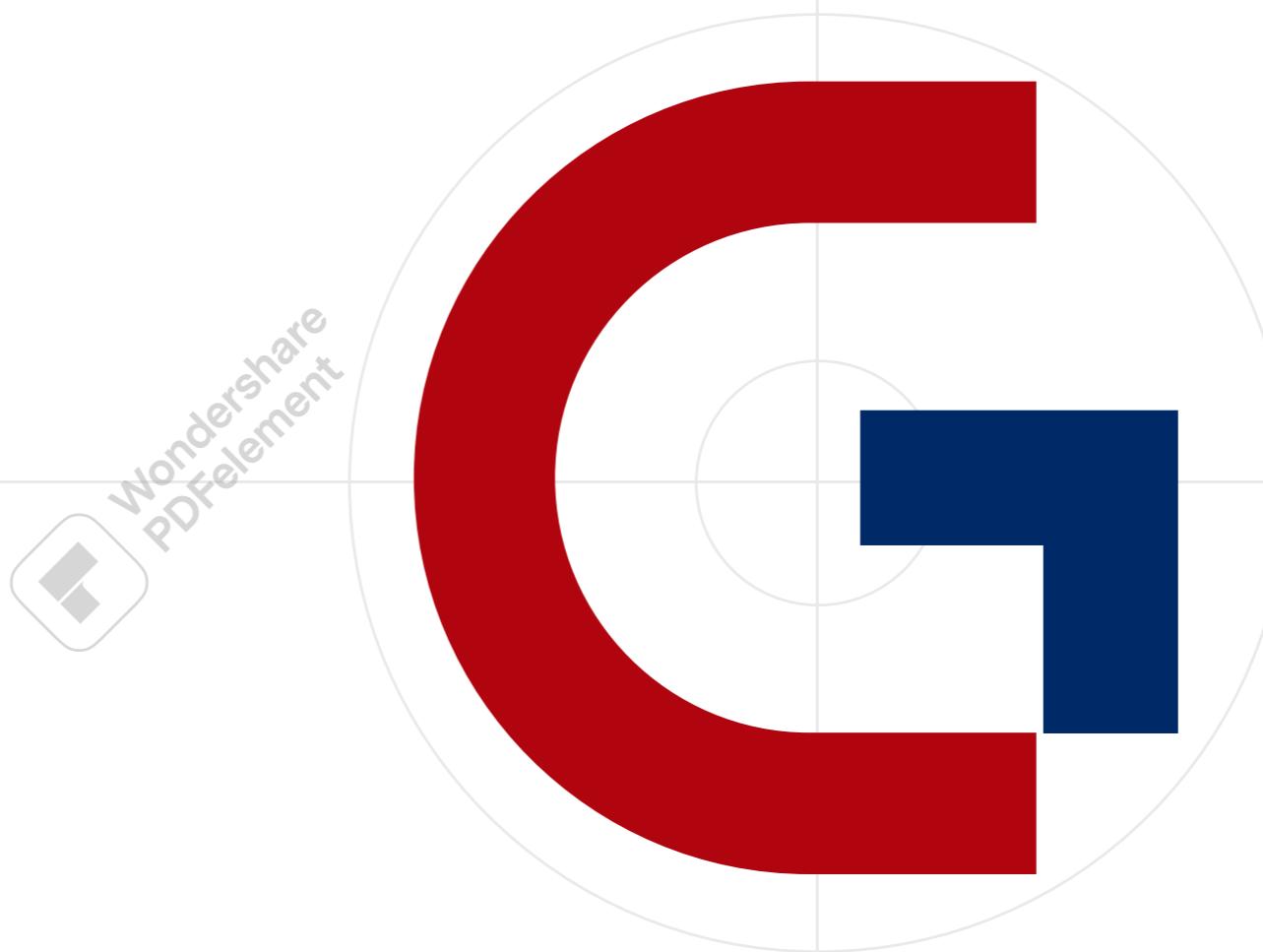
Visual Identity



BRAND VISUAL IDENTITY

Mnemonic Construction

An Arrowhead symbolizes everything that a hero brand stands for - courage, strength, and a sense of purpose. Using a minimalistic representation of an arrowhead



BRAND VISUAL IDENTITY

Logo Construction

We have created a brand artwork that's blended within the wordmark. Using a suave, modern font style, we have created a logo that's sleek, edgy, and, at the same time, approachable. At the first glance, it promises a future that's yet to come.

We've chosen the letter 'G' for placing the artwork to emphasize how the brand places its entire focus on growth - of people, of businesses, and of the entire human race.



1 rem = 16 px

B R A N D V I S U A L I D E N T I T Y

Primary Logo

The CGLIA logo on white will become our one instantly recognisable badge. The primary logo should feature on all brand assets.



BRAND VISUAL IDENTITY

Secondary Logo

Alternative color combinations



BRAND VISUAL IDENTITY

Mono Color Logo

Having a monochromatic logo option alongside the primary logo is essential for a brand's versatility and accessibility. It ensures consistency across different mediums and accommodates situations where color reproduction is limited or when a simpler aesthetic is desired.

The monochromatic version also caters to individuals with visual impairments or color blindness, making the logo accessible to a wider audience. Additionally, it addresses print and production considerations and strengthens brand recognition by maintaining a cohesive visual presence. It possesses a minimalist appeal, aligns with legal and trademark requirements, and serves as a valuable asset in expanding the brand's visual identity.



BRAND VISUAL IDENTITY

Clearspace & Minimum Size

Clearspace refers to the designated area surrounding a logo, particularly around a specific reference letter—in this case, the letter "C." It is the recommended minimum space that should be left free from any other elements, such as text, images, or graphics. The purpose of clearspace is to ensure the logo's visual integrity, legibility, and impact by providing it with sufficient breathing room.

By maintaining an appropriate clearspace, the logo can stand out, maintain its visual balance, and retain its distinctiveness even when placed among other elements or in different applications.

The minimum size of a logo for web and print refers to the smallest dimensions at which the logo should be displayed to ensure legibility and visual impact. The purpose of establishing a minimum size is to maintain the logo's clarity and prevent it from becoming visually distorted or difficult to discern.

Establishing a minimum size for a logo in both web and print contexts is crucial to maintain the logo's visual impact and ensure it can be effectively recognized and understood by the audience. It helps to maintain the integrity of the logo's design and supports consistent branding across different mediums.



Print and Electronic: Minimum Size



Web: Minimum Size



BRAND VISUAL IDENTITY

Logo Positioning

The positioning of a logo, particularly at the corners, refers to its placement within a given layout or design, specifically in the corner areas of a document, webpage, or any other visual medium. The logo's position in the corners is often significant as it can contribute to the overall composition and balance of the design.

When positioning a logo in the corners, it is crucial to consider the surrounding elements and white space. The logo should be strategically placed to maintain visual harmony, readability, and prominence. It should not be cramped or overwhelmed by other content or graphics in the corner.



BRAND VISUAL IDENTITY

Logo Don'ts

Avoid horizontal skewing



Avoid vertical skewing



Avoid changing brand colors



Avoid rotating



BRAND VISUAL IDENTITY

Logo Do's



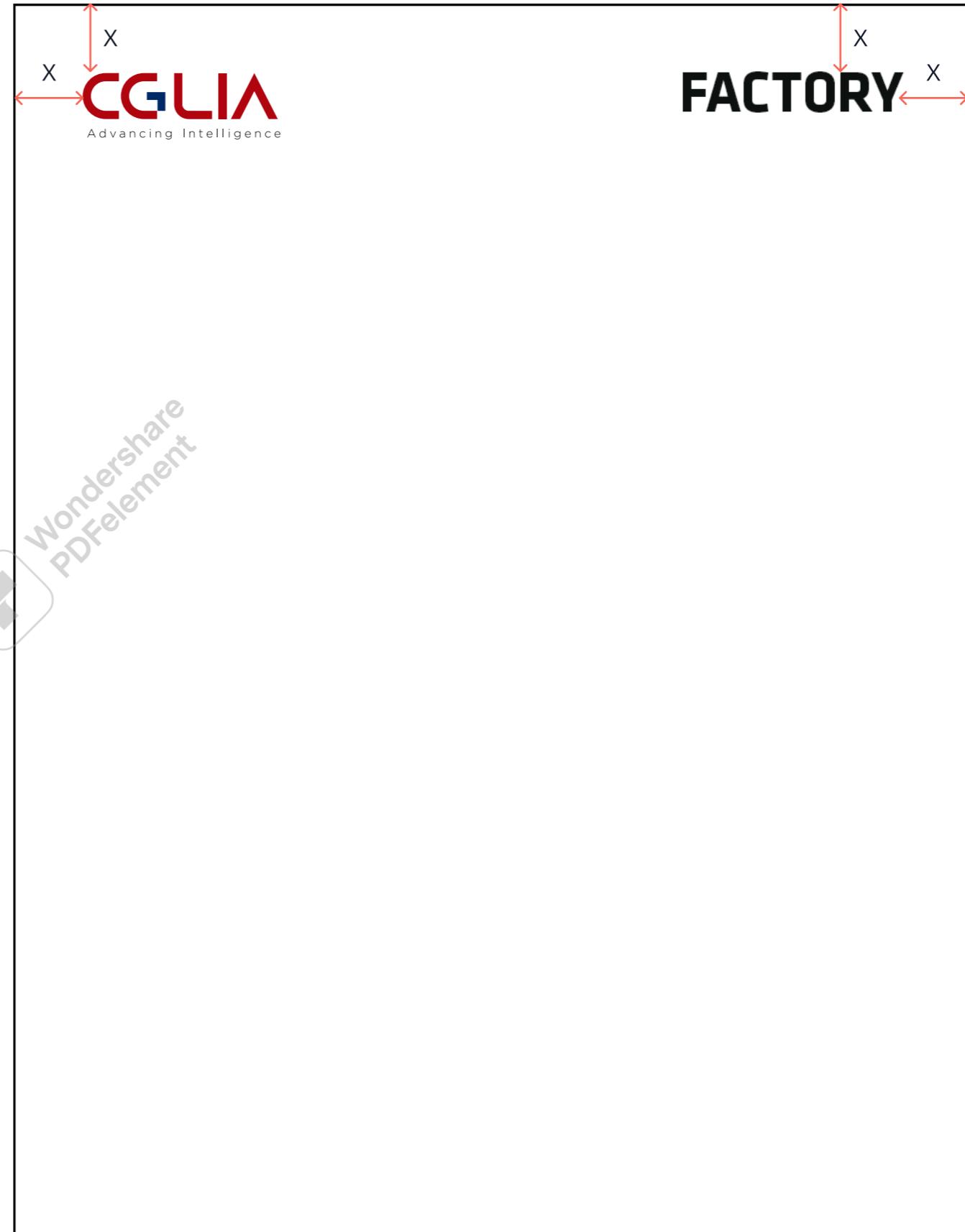
BRAND VISUAL IDENTITY

Logo Co-branding

In co-branding, logos must be positioned side by side. It's crucial to ensure that both logos are easily recognizable and that their individual identities are preserved within the co-branded material.

The goal is to create a design where the logos work harmoniously together to communicate the collaborative nature of the partnership.

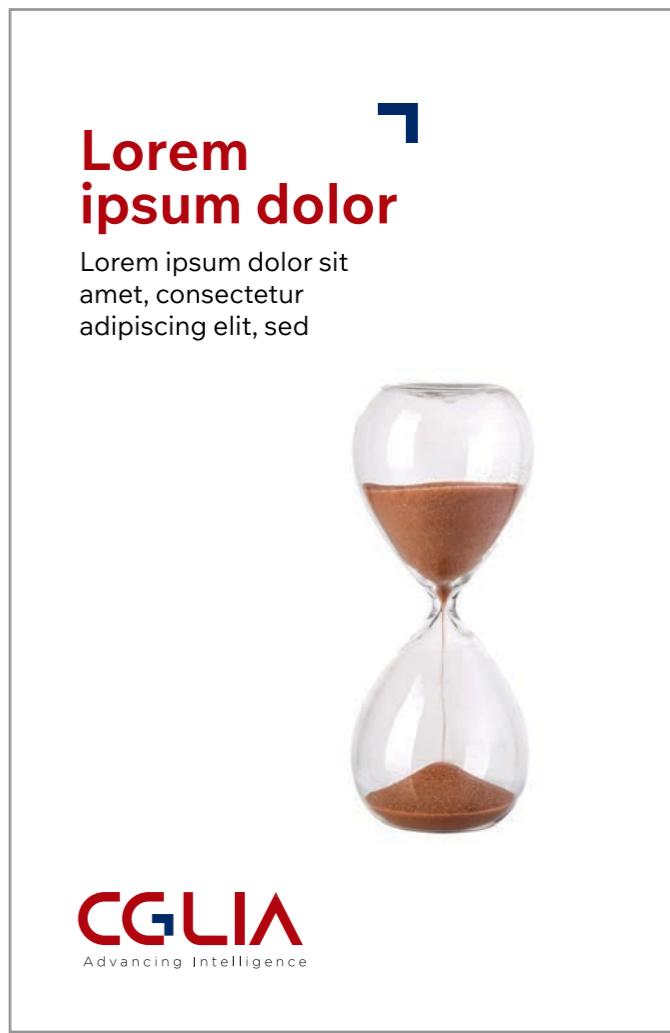
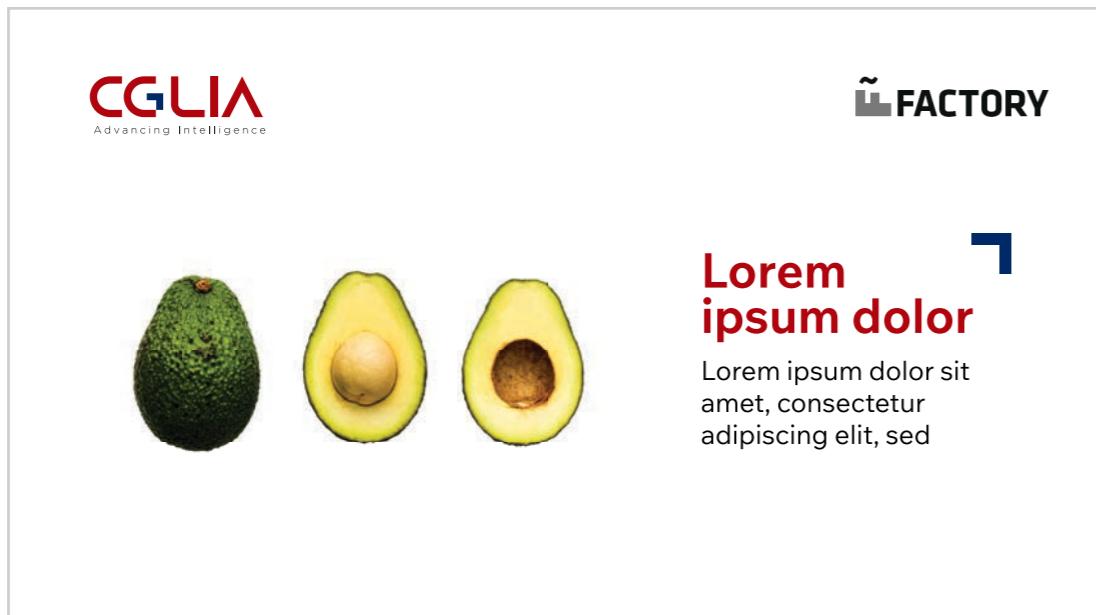
Logo placement in co-branding should also adhere to design principles such as consistency, integration, and simplicity. It should result in a visually appealing representation that conveys the partnership effectively while maintaining the individual brand identities.



BRAND VISUAL IDENTITY

Application of Logo

Some of the examples on how we can use these logo application on designs

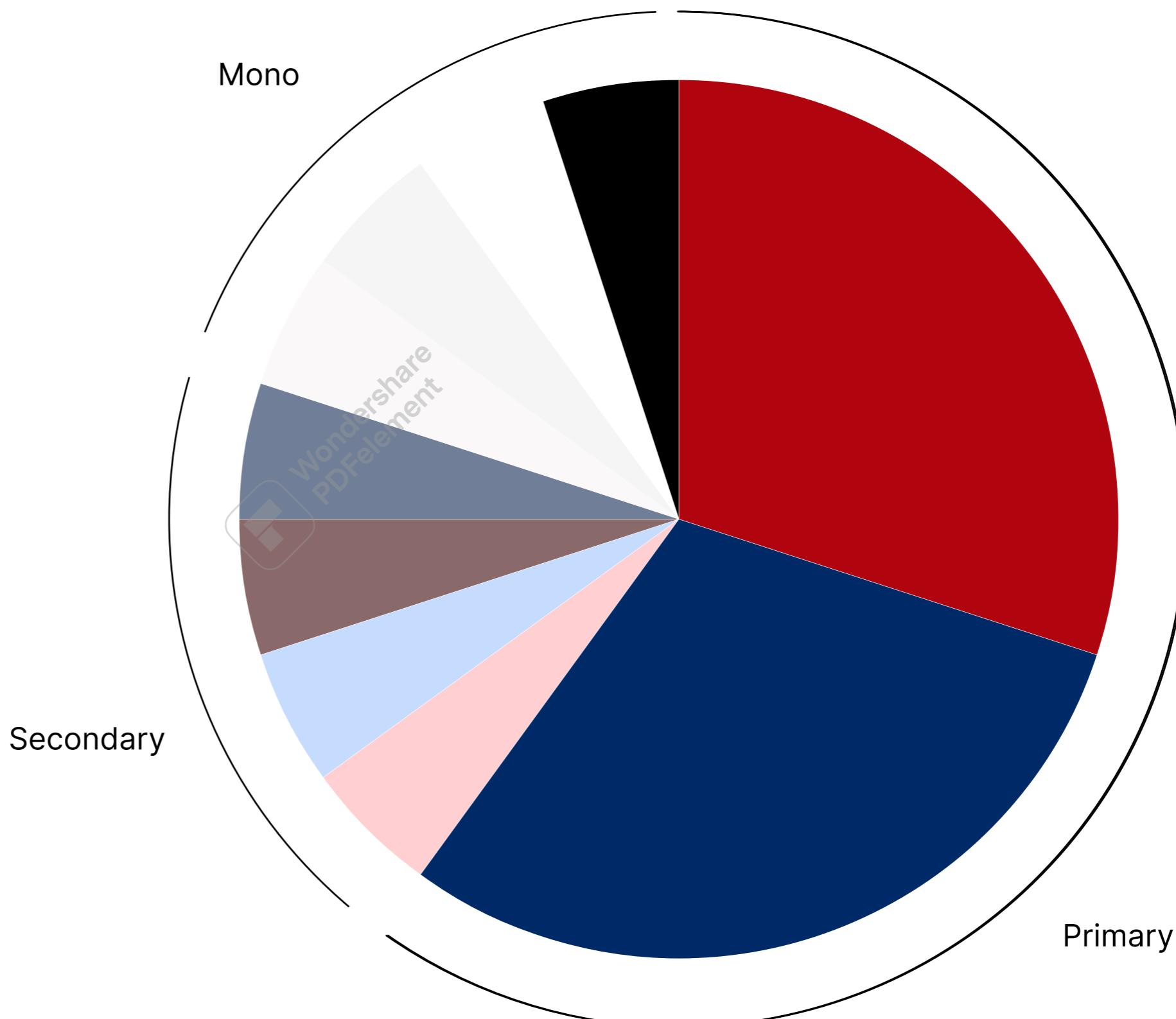


BRAND VISUAL IDENTITY

Color Palette

A color palette for a brand consists of a selection of colors that are used consistently across various brand assets, including logos, marketing materials, websites, and other visual representations. Our brand has three sets of colors – primary, secondary, and mono – each set serves a specific purpose within the overall visual identity.

These color sets establish a cohesive and recognizable visual language that represents the brand consistently across various platforms and materials.

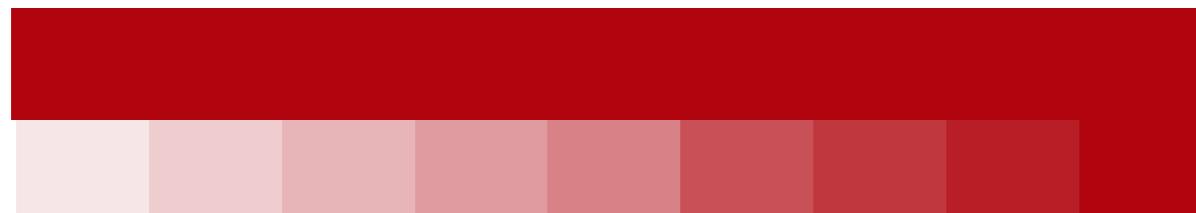


BRAND VISUAL IDENTITY

Primary Colors

This primary color palette is the foundation of our brand's visual identity. It includes two primary colors that represent our brand's core attributes, personality, and values. These colors are used for the logo, key brand elements, and important visual components. They must stay distinctive, memorable, and reflective of the brand's essence.

Color Shades

**CGLIA Red**

RGB

176, 5, 14

CYMK

21, 100, 100, 14

HEX Code

#B0050E

Pantone Coated

3517 C

Pantone Uncoated

3517 U

**CGLIA Blue**

RGB

0, 41, 103

CYMK

100, 87, 35, 21

HEX Code

#002967

Pantone Coated

294 C

Pantone Uncoated

294 U

BRAND VISUAL IDENTITY

Secondary Colors

The secondary color palette complements the primary colors and expands the brand's visual versatility. These colors are used to add variety, support specific design contexts, or represent different aspects of the brand. The secondary colors may be used for backgrounds, accents, or other visual elements to create a harmonious and cohesive visual experience across different brand touchpoints.

**Light Red**

RGB

255, 207, 210

CYMK

0, 23, 8, 0

HEX Code

#FFCFD2

Pantone Coated

706 C

Pantone Uncoated

706 U**Lavender Blue**

RGB

197, 220, 255

CYMK

20, 7, 0, 0

HEX Code

#C5DCFF

Pantone Coated

2707 C

Pantone Uncoated

2707 U**Mauve Taupe**

RGB

138, 105, 107

CYMK

0, 24, 22, 46

HEX Code

#8A696B

Pantone Coated

7615 C

Pantone Uncoated

7615 U**Slate Gray**

RGB

112, 127, 151

CYMK

26, 16, 0, 41

HEX Code

#707F97

Pantone Coated

7667 C

Pantone Uncoated

7667 U

BRAND VISUAL IDENTITY

Mono Colors

The mono color palette, also known as the monochromatic or grayscale palette, consists of shades and tones derived from a single base color. This palette is particularly useful in situations where color reproduction is limited or a simplified aesthetic is desired. The mono colors can be used for situations such as print materials with grayscale limitations, applications with accessibility considerations, or when a more minimalist look is preferred. The mono color palette ensures consistency and legibility while maintaining the brand's visual integrity in diverse contexts.

Snow

RGB	CYMK	HEX Code	Pantone Coated	Pantone Uncoated
250, 248, 249	0, 1, 0, 2	#FAF8F9	7436 C	7436 U

Cultured

RGB	CYMK	HEX Code	Pantone Coated	Pantone Uncoated
245, 245, 245	0, 0, 0, 4	#F5F5F5	663 C	663 U

White

RGB	CYMK	HEX Code	Pantone Coated	Pantone Uncoated
255, 255, 255	0, 0, 0, 0	#FFFFFF	N/A	N/A

Black

RGB	CYMK	HEX Code	Pantone Coated	Pantone Uncoated
0, 0, 0	75, 68, 67, 90	#000000	BLACK 6 C	BLACK 6 U

BRAND VISUAL IDENTITY

Typography

The Wix Madefor font features a modern and contemporary design, making it suitable for a wide range of brand applications. It offers a clean, elegant, and professional appearance that can work well across different mediums, including digital and print. The font's versatility allows for flexibility in design choices while maintaining a consistent and polished look.

It prioritizes accessibility, considering factors such as character spacing, contrast, and readability for users with visual impairments or reading difficulties. By using a font that is designed with accessibility in mind, we demonstrate our commitment to inclusivity and ensure that our content is accessible to a wider audience.



Aa

Wix Madefor Text

ABCDEFGHIJKLM NOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

!@#\$%^&*()_+{}[]|\\";':<,>>.?

BRAND VISUAL IDENTITY

Typography - Web

This is header H1	Bold	150%	54
This is header H2	Bold	100%	32
This is header H3	Bold	80%	24
This is header H4	Medium	70%	21
This is big subtitle	Regular	80%	24
Button Text	Bold	60%	18

O V E R L I N E

S E M I - B O L D

5 0 %

1 8

BRAND VISUAL IDENTITY

Typography - Web

Body Big - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular 40% 18

Body - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular 35% 16

Body Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold 35% 16

Body Small - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Regular 30% 14

Body Small Bold - There are many variations of passages of Lorem Ipsum available, but the majority have suffered alteration in some form, by injected humour.

Bold 30% 14

BRAND VISUAL IDENTITY

Typography - Print

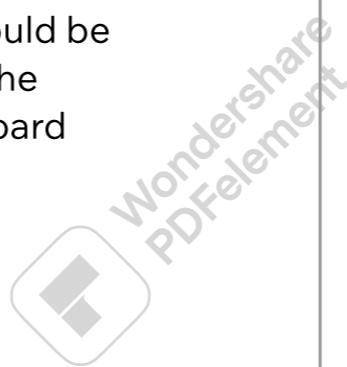
Font - Wix Madefor Bold

Banner Copy

Banner copy should be
1/8th size from the
diagonal of artboard

**Banner
statement
of cover
page**

1/8 of X



BRAND VISUAL IDENTITY

Typography - Print

Font - Wix Madefor

Heading

Banner copy should be 1/12 size from the diagonal of artboard

Font - Wix Madefor Bold

Sub-heading

Sub-heading should be 1/16 size from the diagonal of artboard

Font - Wix Madefor Bold

Body

Body should be 1/24 size from the diagonal of artboard

Font - Wix Madefor Regular

Heading

X/12

Sub-heading

X/16

Body X/24

BRAND VISUAL IDENTITY

System Typeface

For PowerPoint, Word, web and e-Newsletters use Arial as some of the tools uses only system fonts.

In all assets, the same rules for typography still apply but replace “Wix Madefor” with “Arial” font.

Heading

Banner copy should be 1/12 size from the diagonal of artboard

Font - Arial Bold

Sub-heading

Sub-heading should be 1/16 size from the diagonal of artboard

Font - Arial Bold

Body

Body should be 1/24 size from the diagonal of artboard

Font - Arial Regular

Heading

X/12

Sub-heading

X/16

Body X/24

BRAND VISUAL IDENTITY

Primary Imagery

Cut-out images with a white background as the primary imagery offers a clean and minimalist aesthetic, ensuring the focus is on the subject of the image. The absence of distracting elements or cluttered backgrounds creates a visually pleasing experience while allowing for versatility and adaptability across various design contexts.

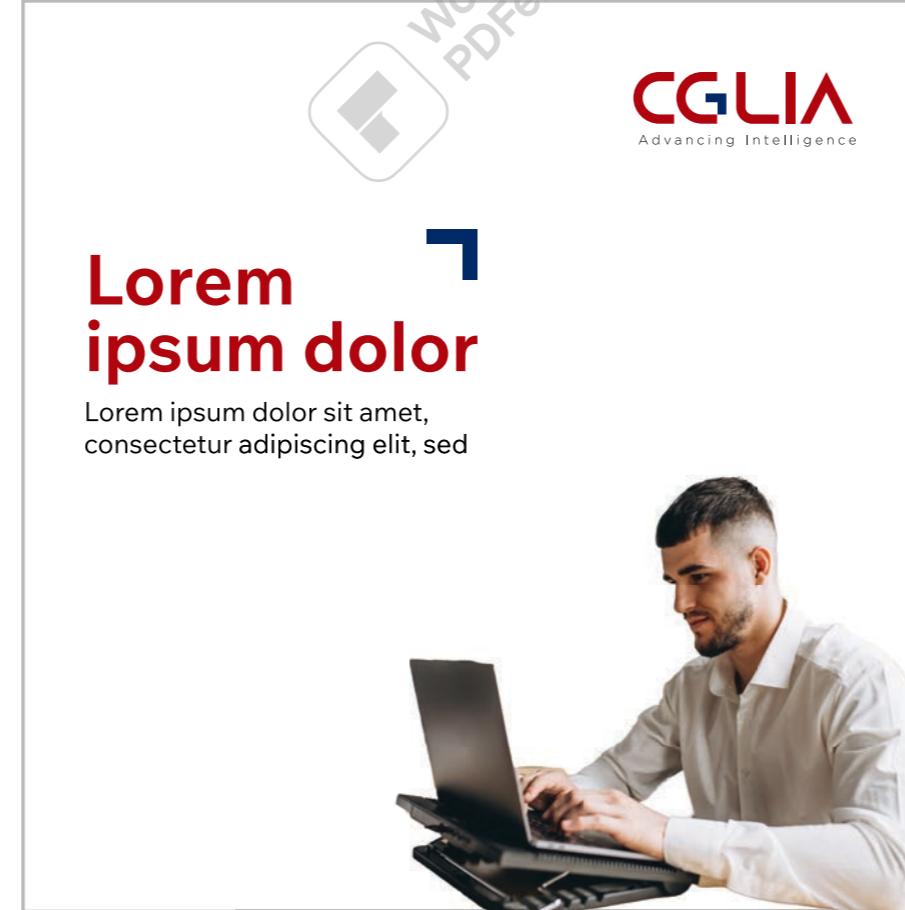
The white background serves as a neutral canvas, seamlessly integrating the images into different platforms and maintaining a consistent visual identity. This approach also emphasizes our messages, enhances brand recognition and recall, and provides a timeless and classic appeal that transcends trends.



BRAND VISUAL IDENTITY

Primary Imagery - Examples

With this approach, our brand delivers a visually cohesive and impactful visual identity that captivates the audience and effectively communicates its message.



BRAND VISUAL IDENTITY

Primary Imagery - Don'ts

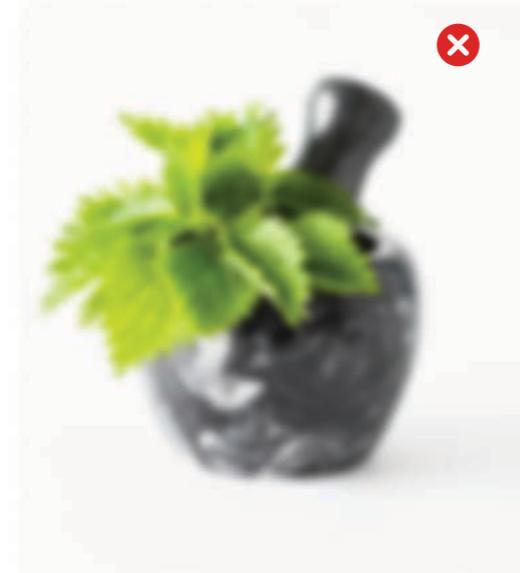
DON'T use low-quality or pixelated images: Poor image quality can detract from the overall visual impact and professionalism of your brand.

DON'T overcrowd the design: Avoid cluttering the design with too many cut-out images, as it can create visual confusion and diminish the intended message.

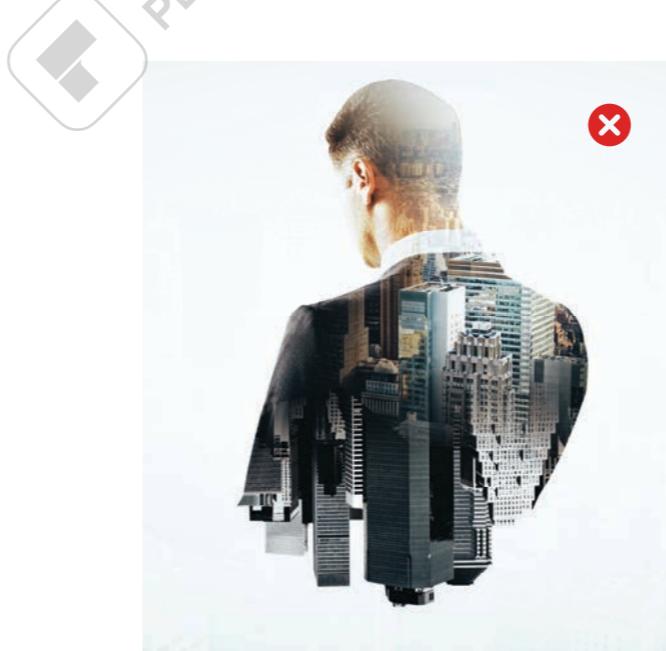
DON'T mix styles: Stick to the chosen style and avoid mixing cut-out images with different background colors or styles, as it may result in visual inconsistency.

DON'T forget about branding elements: Ensure that your brand's logos, typography, and other visual elements are properly integrated with the cut-out images to maintain a cohesive brand identity.

DON'T overlook image licensing: Make sure that you have the proper licenses or permissions to use the cut-out images in your brand materials to avoid any legal issues.



Don't use blurred images



Don't use double exposure images



Don't use distorted images

BRAND VISUAL IDENTITY

Secondary Imagery

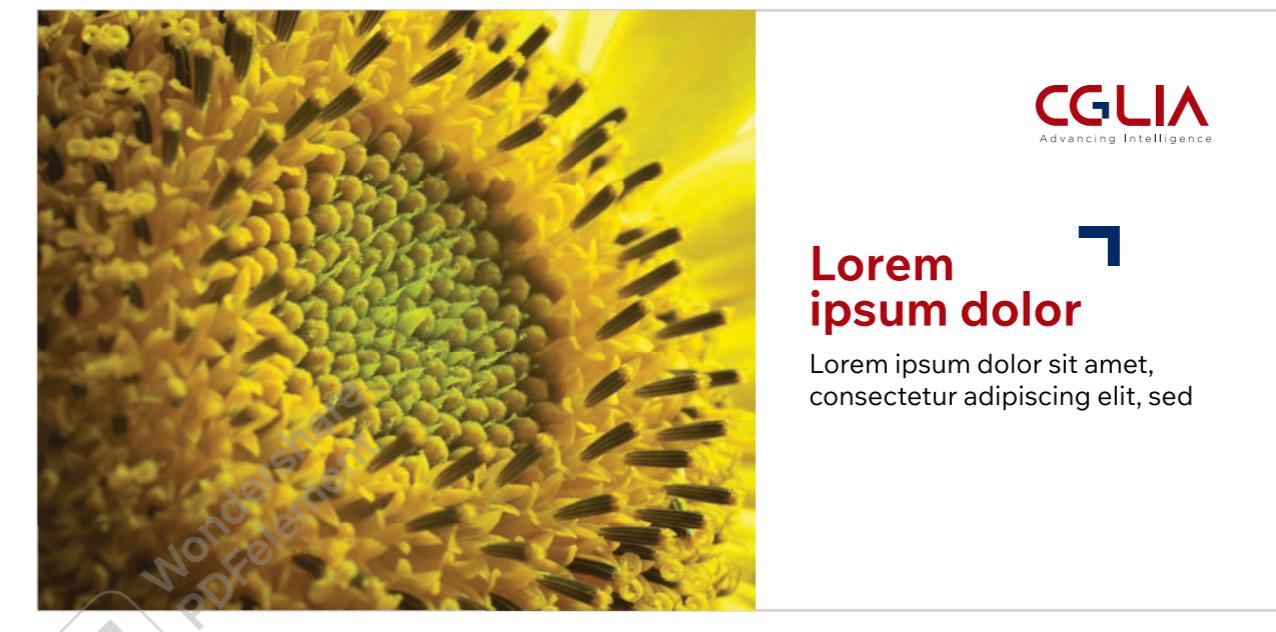
Using close-up shots of objects as secondary imagery for a brand offers the opportunity to showcase intricate details, evoke emotions, and create visual variety. These shots emphasize specific aspects of the objects, drawing attention to their unique qualities and enhancing the audience's engagement. Close-up shots establish a personal and relatable connection, adding depth to the brand-consumer relationship.



BRAND VISUAL IDENTITY

Secondary Imagery - Examples

These distinctive shots create a memorable impression and enhance the overall brand identity, making us stand out in a crowded online ecosystem.



BRAND VISUAL IDENTITY

Secondary Imagery - Don'ts

DON'T neglect context: While close-up shots focus on details, it's essential to provide enough context to ensure the audience understands the purpose and relevance of the objects. Avoid using close-up shots that might confuse or mislead the viewers without proper context.

DON'T overuse or rely solely on close-up shots: While close-up shots can be visually engaging, it's important to strike a balance and not solely rely on them for all secondary imagery. Variety in visual content keeps the audience engaged and prevents monotony.

DON'T sacrifice image quality: Ensure that close-up shots are of high quality, with clear focus and proper lighting. Avoid using blurry or low-resolution images that may diminish the overall visual appeal and professionalism of the brand.

DON'T overlook brand consistency: Close-up shots should align with the overall visual style and branding of the brand. Ensure that the color schemes, tone, and composition of the shots are consistent with the brand's identity to maintain a cohesive visual language.

DON'T forget about usability and practicality: While close-up shots can be visually captivating, consider their practicality and usability in different marketing materials and platforms. Ensure that the shots are relevant, scalable, and adaptable to various design contexts without losing their impact.



Image should be focussed on main subject



Don't use image which is irrelevant



Don't use distorted and blurry images



Don't use images which has no meaning

BRAND VISUAL IDENTITY

Artwork File Naming

When organizing artwork files in a repository, follow these guidelines for effective file naming:

Use descriptive and concise names, such as "ProjectName_Version1_Date.jpg" or "CampaignName_Logo_Final.png".
Example: "SummerPromo_Banner_v2_2023-05-15.jpg"

Be consistent in file naming format across all artwork files, like "ProjectName_Version_Date".
Example: "ProductLaunch_Logo_v1_2023-04-01.png"

Include relevant keywords, like "Subject_Style_Campaign".
Example: "Landscape_Painting_Abstract_SpringSale.jpg"

Utilize version control with numbers or revision indicators, such as "Filename_v1" or "Filename_RevA".
Example: "Brochure_v3" or "Poster_RevB.png"

Consider chronological order with the date, like "ProjectName_Date_Description".
Example: "Flyer_2023-03-20_SaleEvent.jpg"

Use underscores or hyphens to separate words for clarity.
Example: "Product_Image_01.jpg" or "Brand-Logo.ai"

Avoid special characters and spaces, stick to alphanumeric characters, underscores, or hyphens.
Example: "Advertisement_SpringSale.jpg"

Prioritize leading zeros for numerical ordering, like "001", "002", "003".
Example: "Catalog_001.pdf" or "Banner_012.png"

Be mindful of file extensions, include them at the end of the file name.
Example: "Logo_Final.ai" or "Banner_Ad_01.psd"

Regularly review and update file names to maintain consistency and relevance.
Example: "EmailCampaign_v2_2023-06-01.jpg"

Design Principles



DESIGN PRINCIPLES

Design Principles

Brand Name Convention: Always write the brand name in UPPERCASE. It conveys a sense of strength, authority, and professionalism, while also facilitating easy recognition and memorability.

Clarity and Detail: Emphasize the intricate details and clarity of the objects in the close-up shots. Use high-resolution images that highlight the intelligence, precision, and sophistication associated with the brand. Ensure that the objects are easily recognizable and convey a sense of advanced knowledge or expertise.

Minimalism and Simplicity: Maintain a minimalist design approach with the cut-out images on a white background. Let the objects take center stage, creating a clean and uncluttered visual experience. This simplicity reflects the brand's focus on advancing intelligence, showcasing a refined and focused aesthetic.

Visual Hierarchy: Establish a clear visual hierarchy by strategically placing the close-up shots and cut-out images within the design. Use size, positioning, and layering to guide the viewer's attention and highlight key elements that reinforce the brand's message of advancing intelligence.

Symbolism and Metaphors: Explore the use of symbolism and metaphors within the objects or elements chosen for the close-up shots. Look for visuals that represent progress, innovation, or intellectual growth. These symbolic elements can evoke a deeper understanding and emotional connection with the brand's central idea.

Typography: Select typography that complements the design choices and enhances the message of advancing intelligence. Consider clean and modern typefaces that exude professionalism and sophistication. Ensure legibility and proper hierarchy in typography placement to maintain a cohesive and visually appealing design.

Color Palette: Choose a color palette that aligns with the brand's identity and conveys intelligence, innovation, and advancement. Opt for a harmonious combination of colors that evoke a sense of intellect, such as cool blues, sophisticated grays, or vibrant accent colors that provide a touch of energy and vitality.

Consistency and Branding: Maintain consistency in the application of design elements, including the placement of the close-up shots and cut-out images, typography styles, and color usage. Ensure that these elements align with the brand's visual identity and reinforce the central idea of advancing intelligence.

DESIGN PRINCIPLES

Checklist

As a guideline for our team, we start by reviewing each point of the Creative Checklist for On-Brand Execution. We objectively assess our creative work, identifying areas that may require improvement to align with our brand, maintain consistency, resonate with the target audience, and deliver a compelling visual appeal. We actively seek feedback and collaborate with our team members, valuing their perspectives and insights. Regularly revisiting the checklist allows us to maintain ongoing alignment and drive continuous improvement. By embracing this guideline in our creative workflow, we enhance the effectiveness of our materials and consistently deliver compelling on-brand experiences.

Creative Checklist for Ensuring On-Brand Execution:

Brand Alignment:

Does the creative align with our brand's mission, values, and personality?
Is our visual identity properly represented, including logos, colors, and typography?

Differentiation:

Does the creative set us apart from our competitors?
Does it highlight our unique selling points or value proposition?

Channel Suitability:

Is the creative tailored to the specific marketing channel or medium we're using?
Does it consider the format, dimensions, and requirements of the platform?

User Experience:

Does the creative provide a seamless and intuitive user experience?
Is it designed with our audience's needs and expectations in mind?

Legal and Ethical Compliance:

Does the creative comply with copyright laws and licensing agreements?
Does it uphold ethical standards and avoid any potentially offensive or misleading content?

Testing and Feedback:

Have we gathered feedback from relevant stakeholders, such as our brand team or clients?
Have we conducted thorough testing to ensure the creative performs as intended?

DESIGN PRINCIPLES

Checklist

As a guideline for our team, we start by reviewing each point of the Creative Checklist for On-Brand Execution. We objectively assess our creative work, identifying areas that may require improvement to align with our brand, maintain consistency, resonate with the target audience, and deliver a compelling visual appeal. We actively seek feedback and collaborate with our team members, valuing their perspectives and insights. Regularly revisiting the checklist allows us to maintain ongoing alignment and drive continuous improvement. By embracing this guideline in our creative workflow, we enhance the effectiveness of our materials and consistently deliver compelling on-brand experiences.

Creative Checklist for Ensuring On-Brand Execution:

Brand Alignment:

Does the creative align with our brand's mission, values, and personality?
Is our visual identity properly represented, including logos, colors, and typography?

Differentiation:

Does the creative set us apart from our competitors?
Does it highlight our unique selling points or value proposition?

Channel Suitability:

Is the creative tailored to the specific marketing channel or medium we're using?
Does it consider the format, dimensions, and requirements of the platform?

User Experience:

Does the creative provide a seamless and intuitive user experience?
Is it designed with our audience's needs and expectations in mind?

Legal and Ethical Compliance:

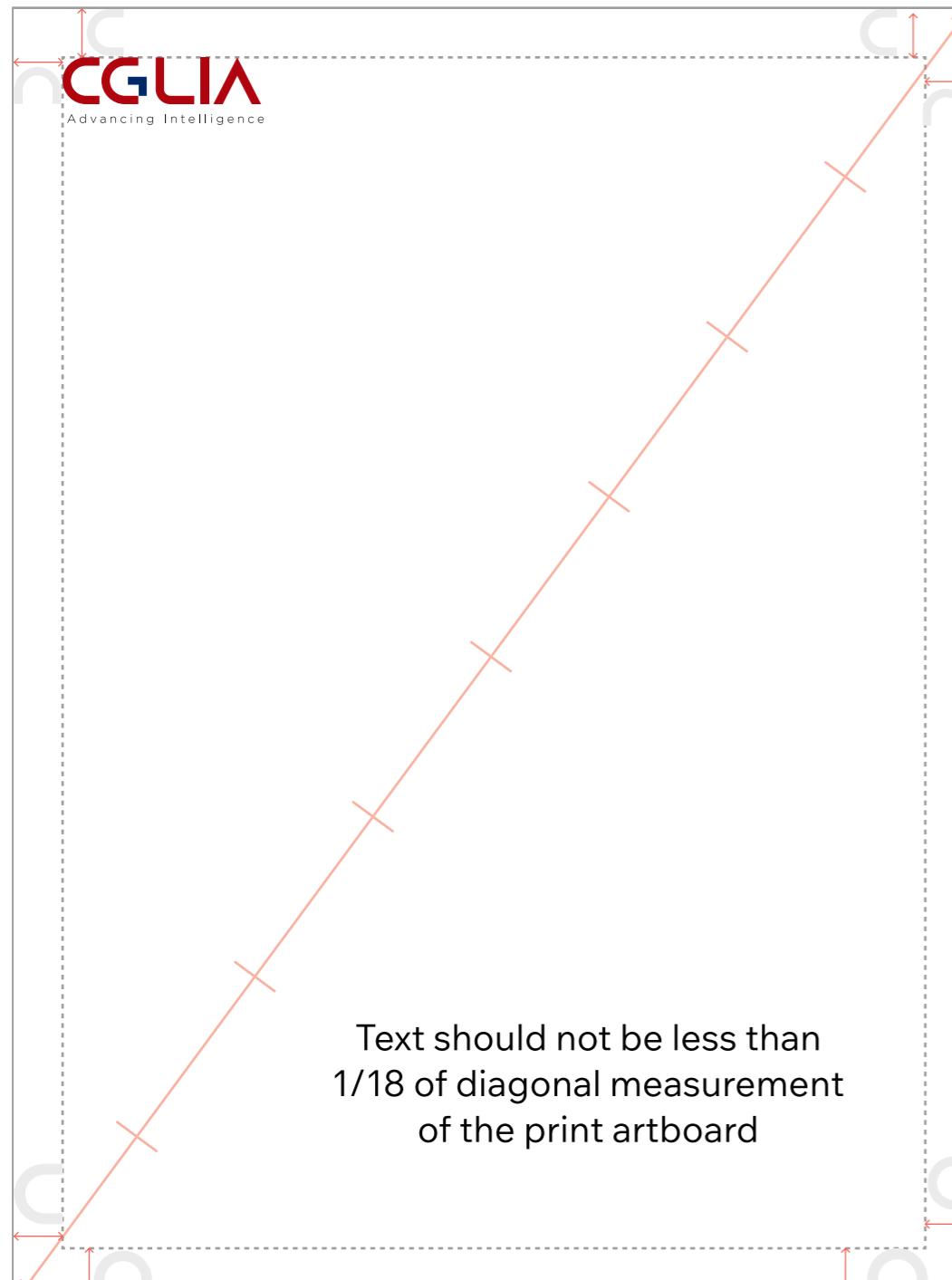
Does the creative comply with copyright laws and licensing agreements?
Does it uphold ethical standards and avoid any potentially offensive or misleading content?

Testing and Feedback:

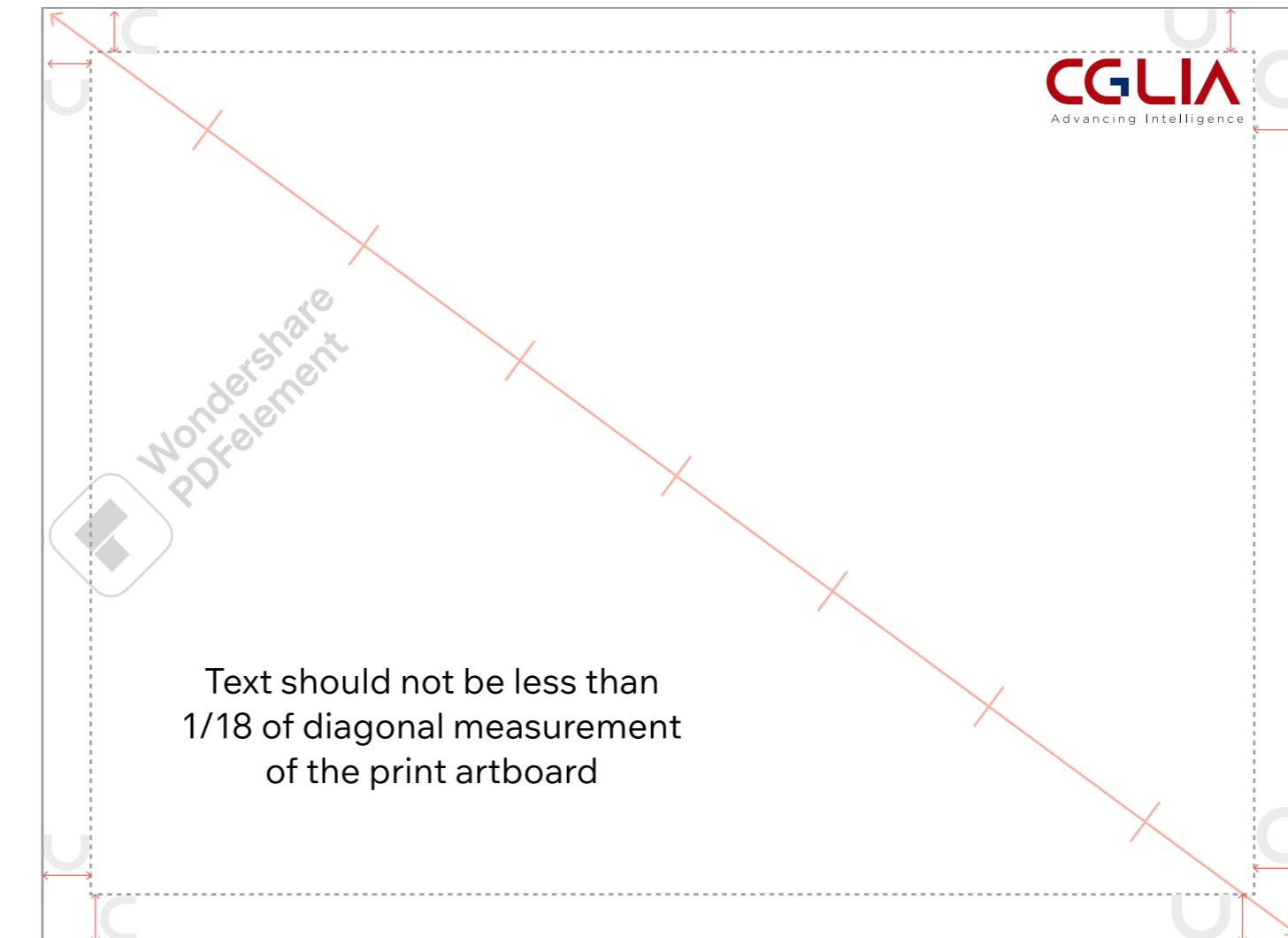
Have we gathered feedback from relevant stakeholders, such as our brand team or clients?
Have we conducted thorough testing to ensure the creative performs as intended?

DESIGN PRINCIPLES

Designing Guidelines



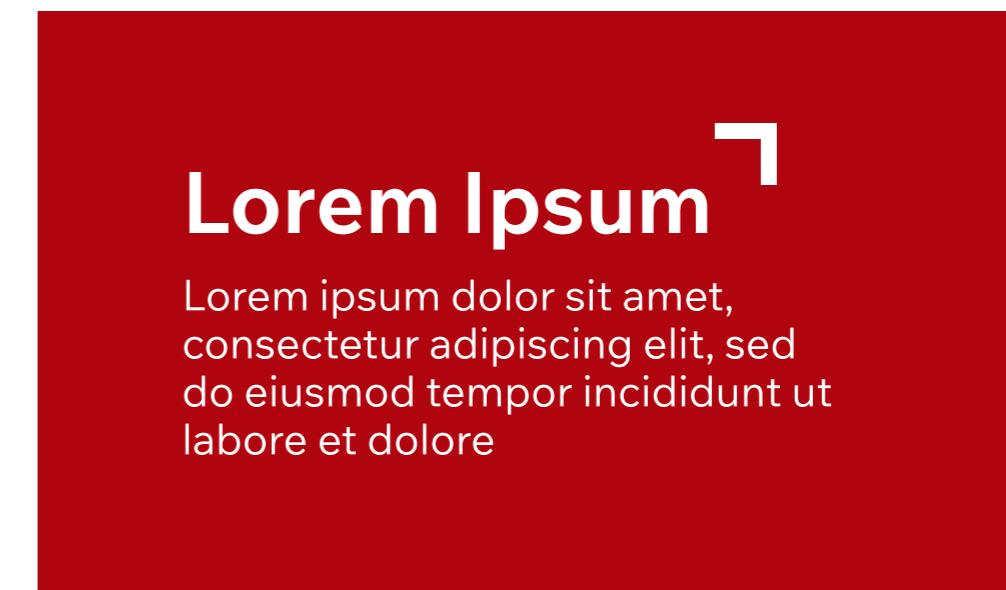
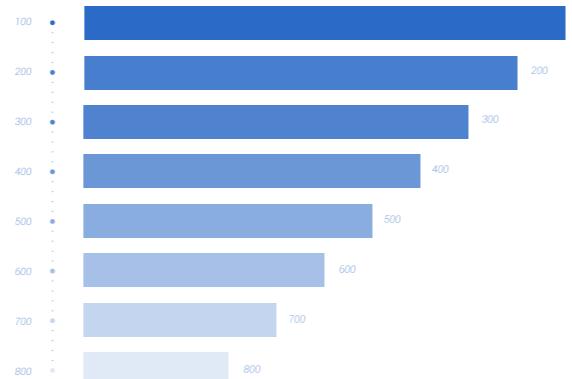
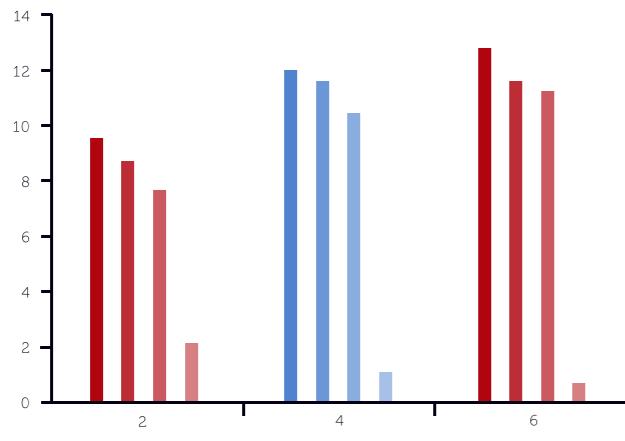
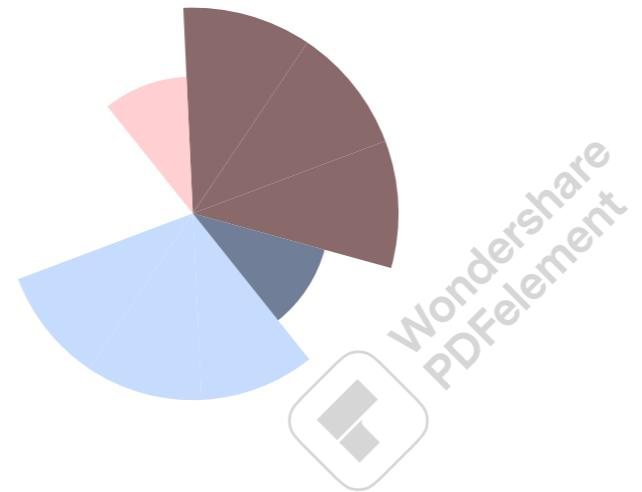
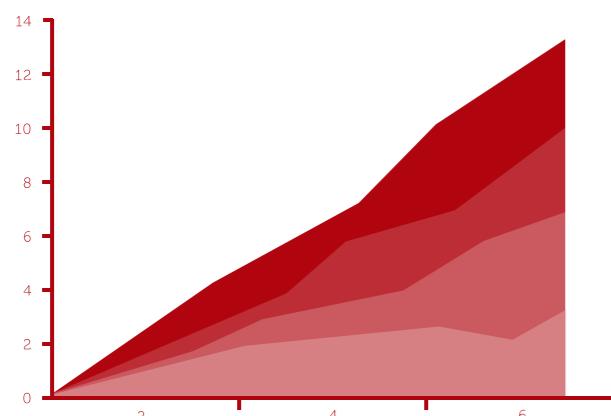
Vertical Artboard



Horizontal Artboard

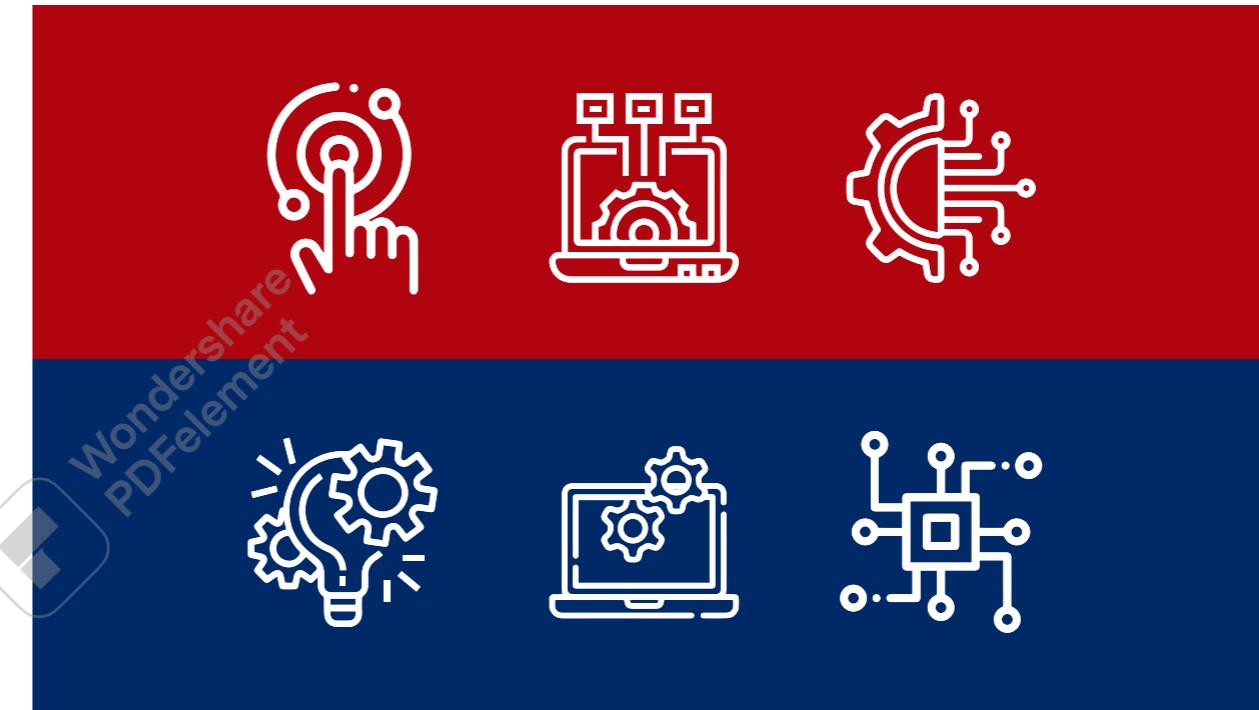
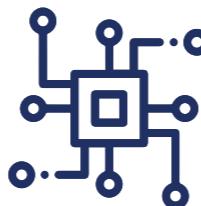
DESIGN PRINCIPLES

Using Colors



DESIGN PRINCIPLES

Iconography



MOCK UP



Product Development

CGLIA, from its inception, has been working on software solutions, many of them large enterprise level products. CGLIA always saw the software as a business solution, rather than a piece of code. This means, CGLIA always paid great attention to the domain...

Submit

Brand Application



Wondershare
PDFelement

BRAND APPLICATION

Business Card

The logo, our main brand element, should be positioned prominently on one side of the business card. This ensures it grabs attention and reinforces brand recognition. Additionally, maintain consistency by placing the logo on both sides of the card.

Adhere to the provided instructions regarding print typography. These guidelines ensure a consistent and professional visual identity for our brand. By using the recommended typography consistently, we convey a clear and cohesive message to our audience, enhancing brand recognition and communication.

Opt-1



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Plot No-520, Road No-27 &
28, Near MCRHRD, Jubilee
Hills, Hyderabad - 500 033.

Opt-2



BRAND APPLICATION

Business Card - Mockup



BRAND APPLICATION

Letterhead

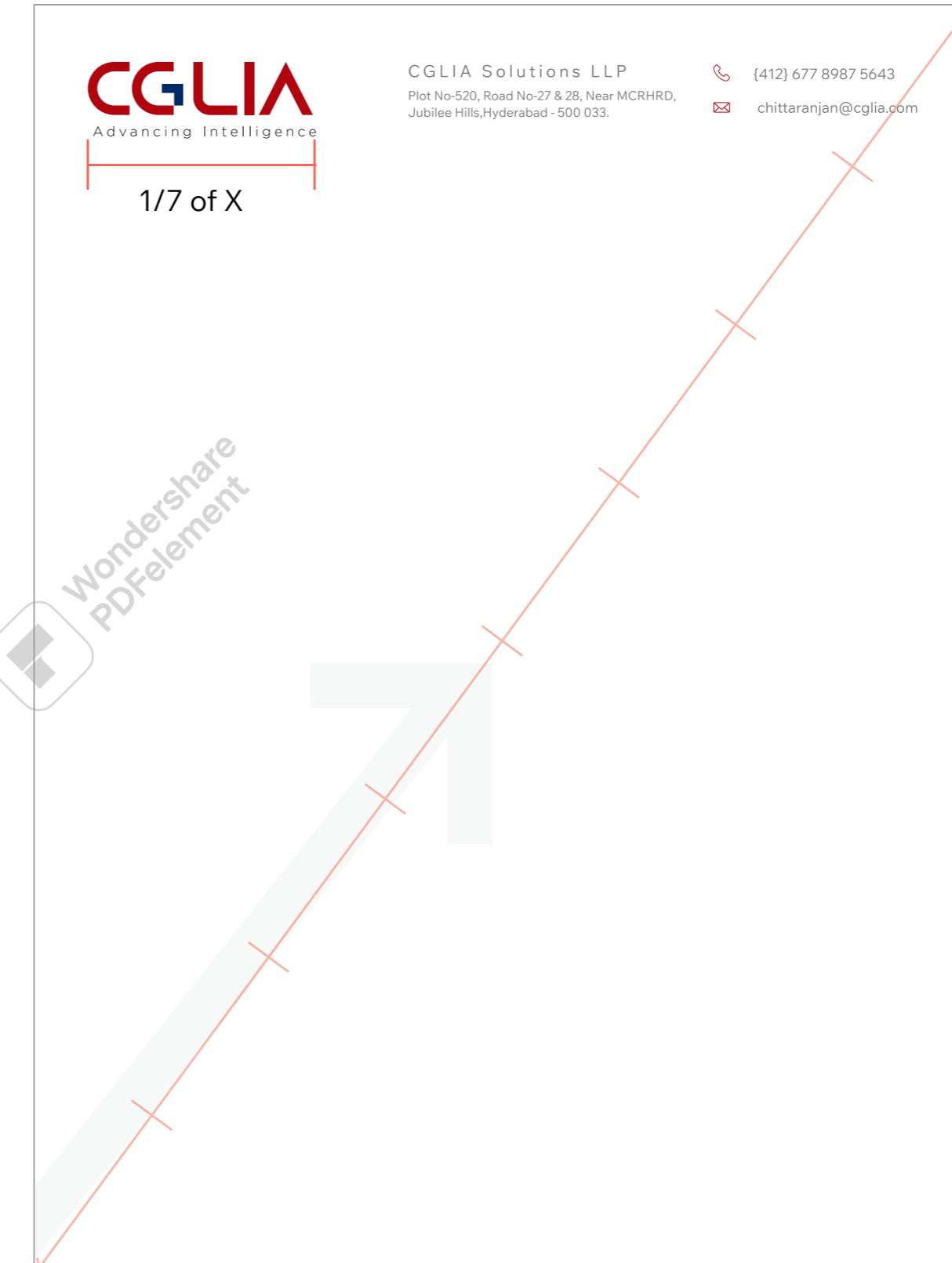
Logo Size: The logo should have a dimension equal to 1/7 of the diagonal measurement of any artboard.

Width Specifications: For A4/US letter size, the logo should be 52mm wide. For A5/half US letter size, the logo should be 37mm wide.

Placement: Position the logo in the top left-hand corner of the letterhead to ensure its visibility and prominence.

Company Details: Write the company details in the right corner of the letterhead, following the designated typeface guidelines.

Watermark: Include a watermark of an arrow from the bottom left corner to the middle of the paper, adding a subtle visual element to the letterhead design.



B R A N D A P P L I C A T I O N

Letterhead - Mockup



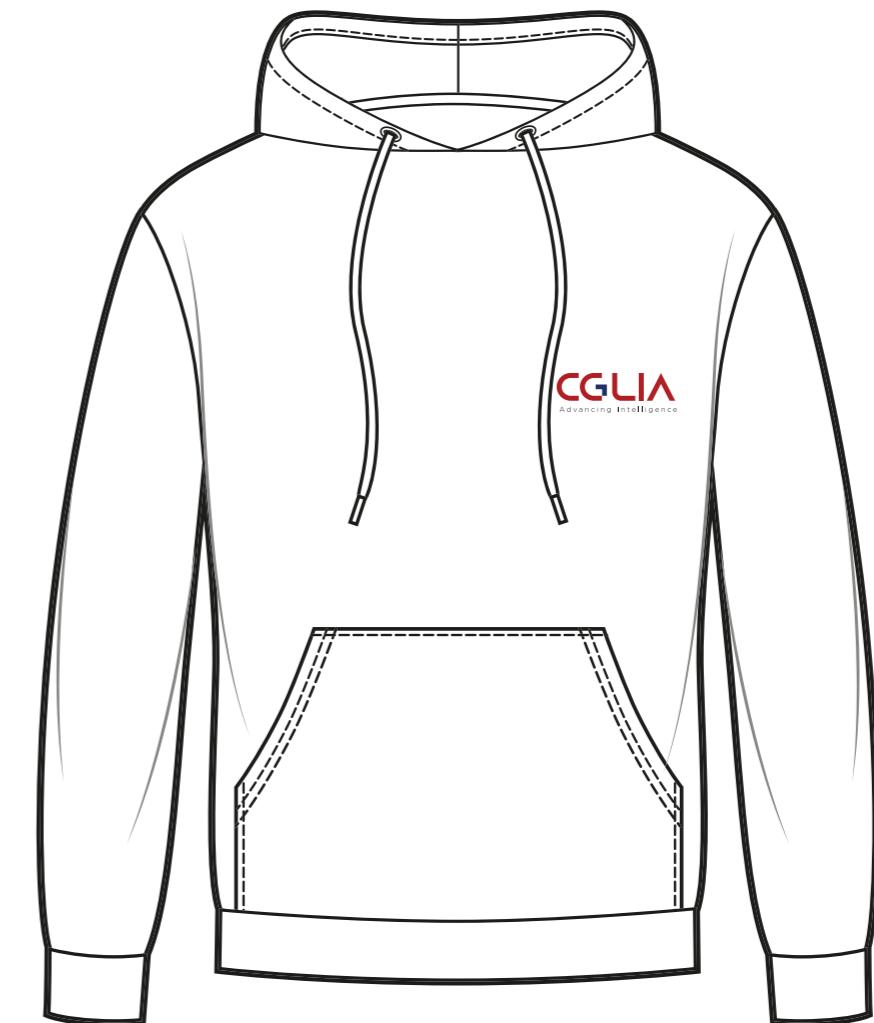
BRAND APPLICATION

Merchandise

Logo Size: Adhere to the print guidelines to determine the appropriate logo size based on the shirt size. Ensure the logo is proportionate to the garment, maintaining a visually balanced design.

Placement: Position the logo at the top of the pocket on the shirt. This placement ensures visibility and maintains a clean and professional look.

Mnemonic Placement: Place the mnemonic, a smaller symbol or representation of the logo, on the left-hand sleeve of the T-shirt. This placement adds visual interest and reinforces brand recognition.



B R A N D A P P L I C A T I O N

Merchandise - Mockup



BRAND APPLICATION

Employee Welcome Kit

Logo Placement: Ensure the logo is positioned prominently on each merchandise item, considering the available space and the item's shape or surface. Place the logo in a location that maximizes visibility and brand recognition.

Size Considerations: Scale the logo appropriately for each merchandise item, ensuring it is proportionate to the item's size. Avoid making the logo too small, as it may lose impact, or too large, as it may overpower the design or compromise legibility.

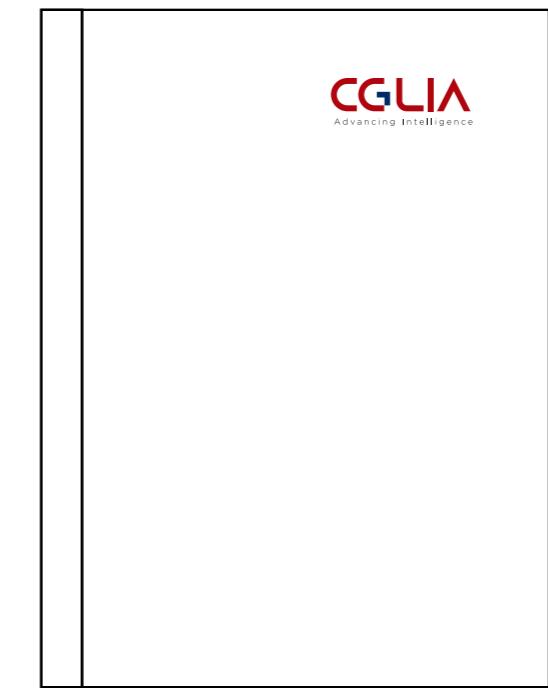
Color Consistency: Maintain consistent brand colors across all merchandise items. Ensure the logo colors contrast well with the background or item color for optimal legibility and visual appeal.

Typography: Follow typography guidelines to ensure clear and legible text elements, such as company name, tagline, or additional information. Choose fonts that align with the brand's visual identity and complement the logo.

Material Compatibility: Consider the material of each merchandise item when designing. Select printing or embellishment methods that work well with the material, ensuring durability and longevity of the logo on the item.

Design Space: Maintain a balanced and visually appealing design by utilizing appropriate white space and avoiding overcrowding. Allow the logo and any accompanying elements to breathe within the design.

Brand Consistency: Ensure that the overall design and placement of the logo align with the established brand guidelines. Maintain consistency in logo usage, colors, and overall visual identity across all merchandise items.



BRAND APPLICATION

Employee Welcome Kit - Mockup



BRAND APPLICATION

Id Card

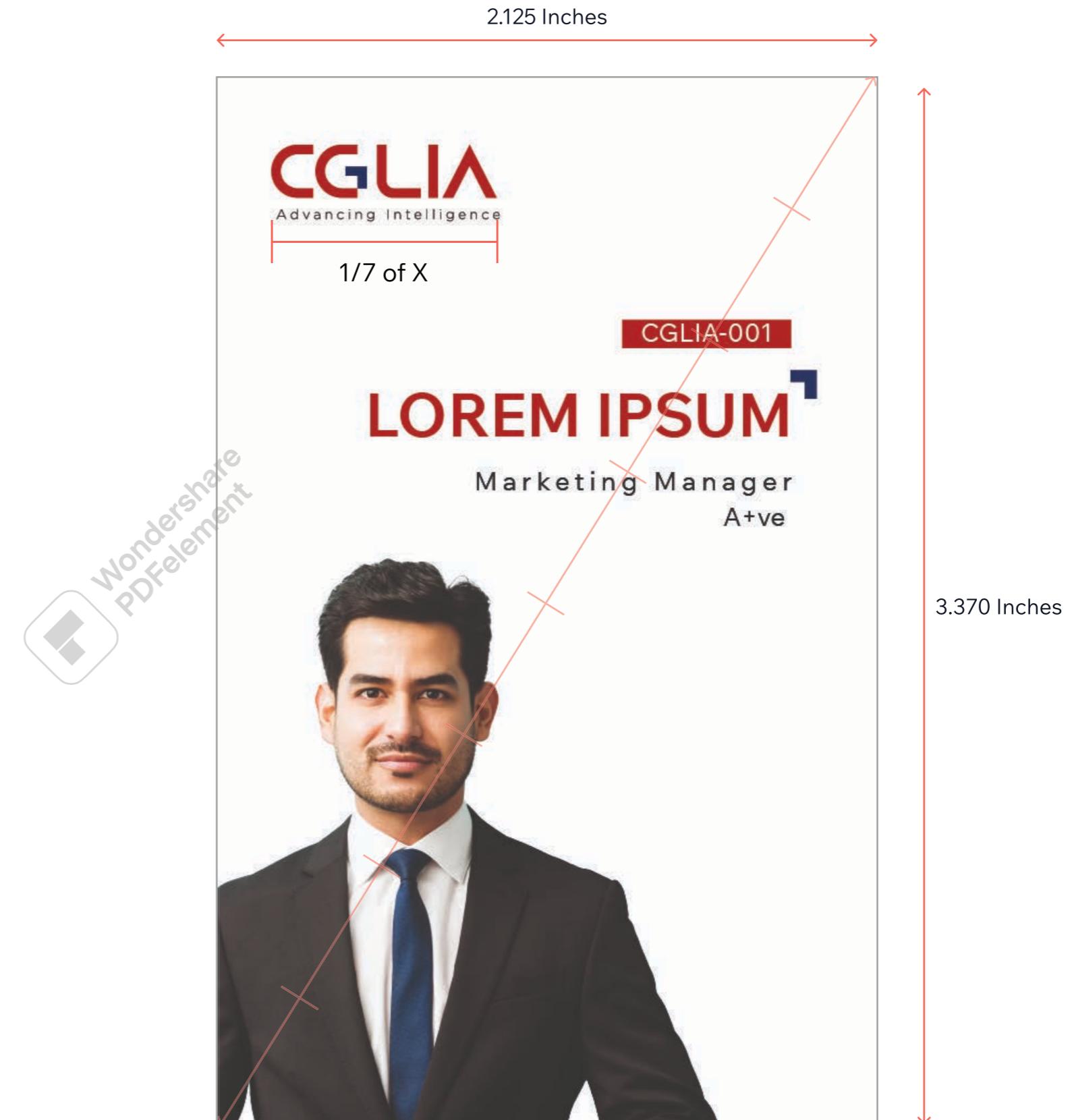
Logo Placement: Position the logo prominently on the ID card for instant brand recognition.

Size Considerations: Scale the logo appropriately to ensure visibility without overwhelming the design.

Information Hierarchy: Prioritize key information while maintaining a cohesive and branded design.

Color Scheme: Utilize brand-aligned colors with sufficient contrast for legibility.

Typography and Security Features: Choose legible fonts and incorporate relevant security features without overshadowing the logo and overall design.



BRAND APPLICATION

Id Card - Mockup

Clear Visibility: Ensure high visibility with contrasting colors and fonts.

Size and Proportion: Determine an appropriate size for easy readability.

Strategic Placement: Position signage at eye level and in attention-grabbing areas.

Minimalist Design: Opt for a clean and uncluttered design that complements the glass.

Reflect Brand Identity: Incorporate brand elements for consistency and recognition.



B R A N D A P P L I C A T I O N

Name board & Doors - Mockup



BRAND APPLICATION

Emailers

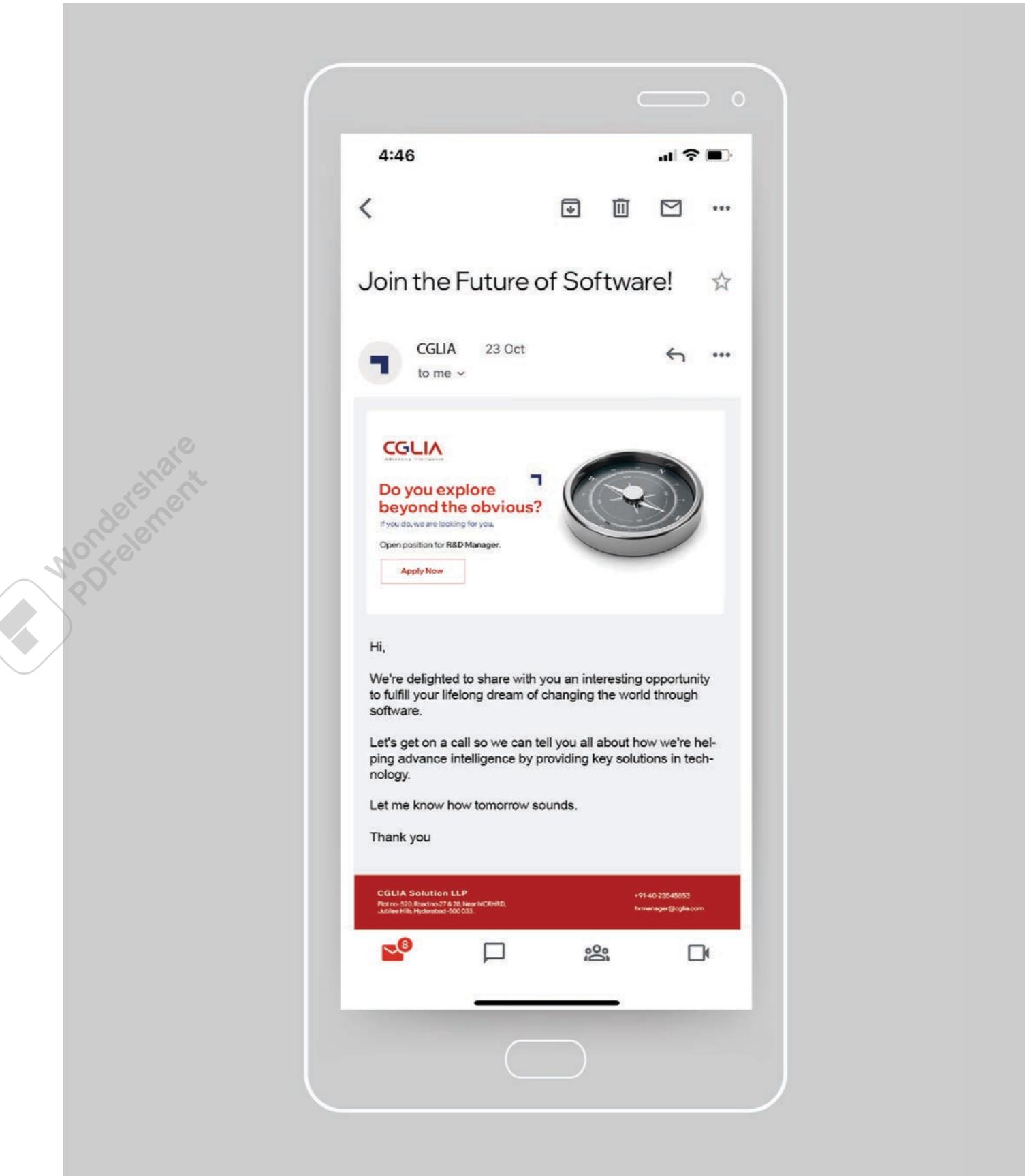
Clean Layout: Use a simple and organized design for easy readability.

Consistent Branding: Reflect the brand's visual identity for brand recognition.

Clear Call-to-Action: Include a prominent and compelling call-to-action.

Mobile Responsiveness: Ensure the emailer is mobile-friendly and adapts to different devices.

Engaging Visuals and Concise Content: Use visually appealing images and concise, relevant content to grab attention and maintain interest.



B R A N D A P P L I C A T I O N

Brochure - Mockup



BRAND APPLICATION

Standee - Mockup

Following the print guidelines, logo size should be as per the size of the asset



B R A N D A P P L I C A T I O N

Ads - Mockup



BRAND APPLICATION

Magazine & Newspaper Ad - Mockup



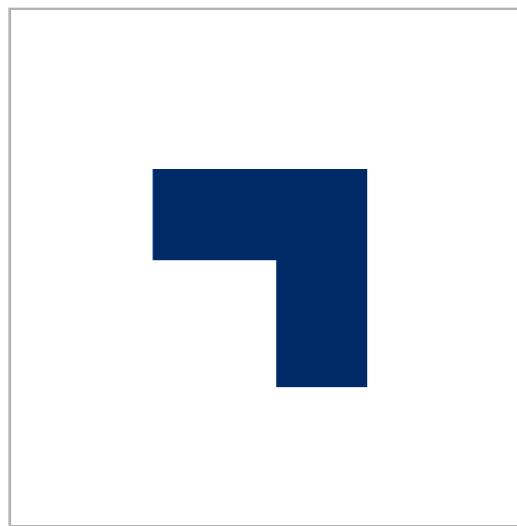
BRAND APPLICATION

Airport Ad



BRAND APPLICATION

Social Media Lookup



Profile Image Dimensions will be -
1080×1080px

In which logo will be -
450×450px

The LinkedIn profile page for CGLIA Software Company shows a placeholder profile picture with the dark blue geometric logo. The cover image features the same logo with the text "Advancing Intelligence". The LinkedIn header includes the company name and "Software Company". The page displays 5,000 followers and 500+ connections. Action buttons for "+Follow", "Message", and "More" are present.

Facebook Cover Image size - 820×360px

LinkedIn Cover Image size - 1584×396px

Twitter Cover Image size - 1500×500px

BRAND APPLICATION

Website Assets

CTA

Submit

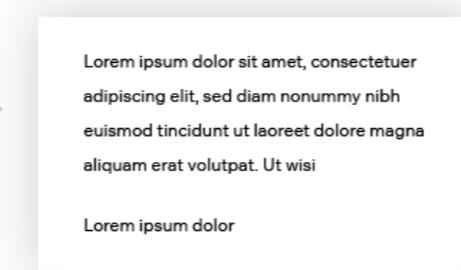
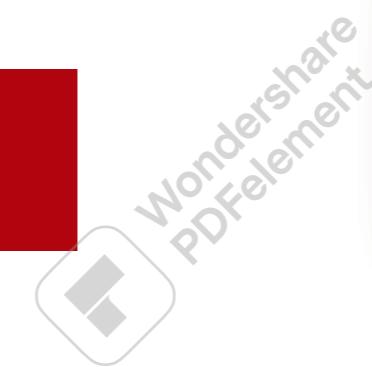
On Hover

Submit

Submit

Submit

View More → **View More**



Consectetuer adipiscing elit,
sed diam nonummy nibh



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BRAND APPLICATION

Website Assets

Form

First Name

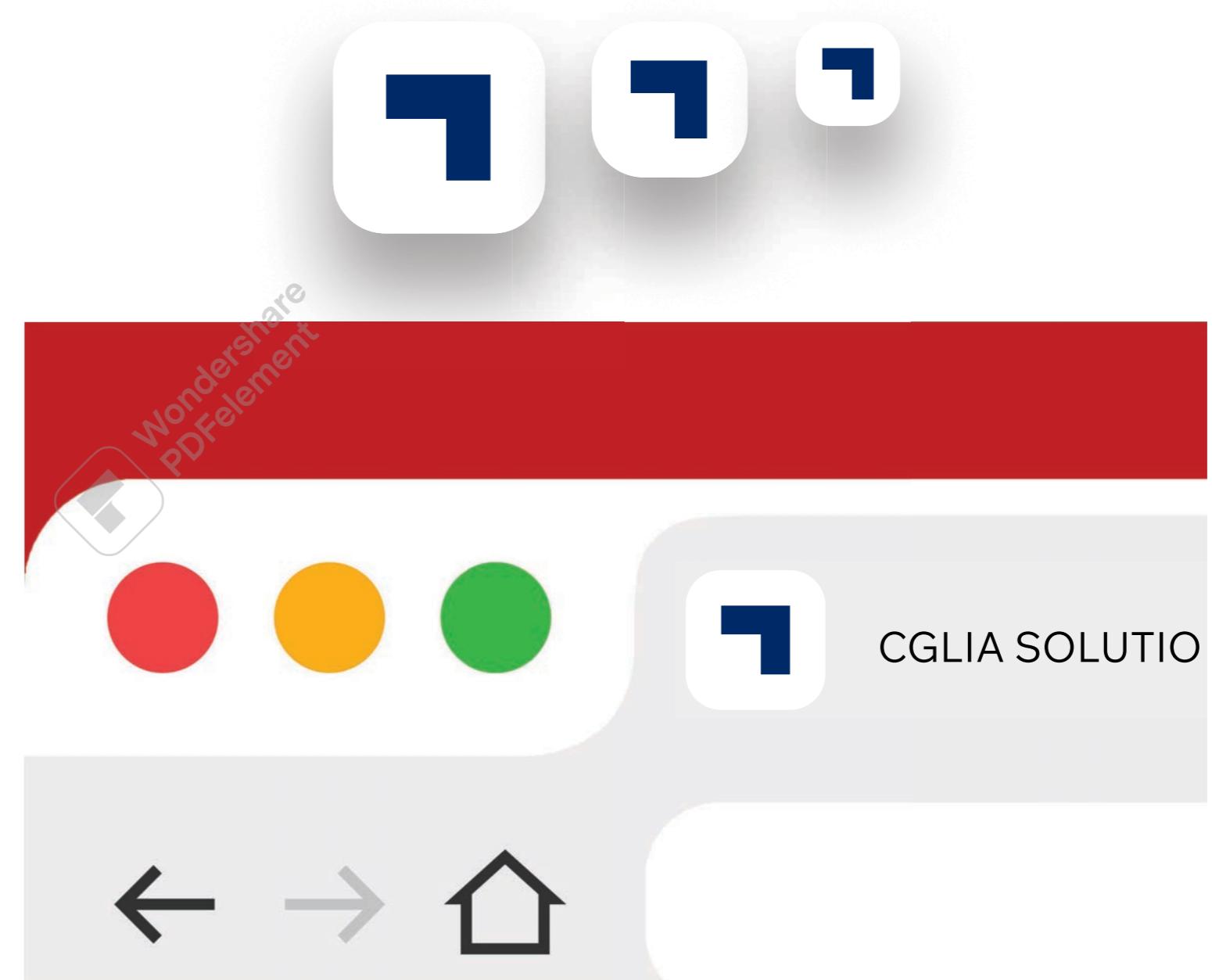
Last Name

Email

Contact

Submit

Favicon



Get In Touch[↗]



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