



EYE THE FUTURE

BRAND GUIDELINES



AI AUTOMATION
FOR ENTERPRISE
QUALITY CONTROL

FUNDAMENTALS



LOGO PHILOSOPHY



EYE THE FUTURE

This logo unit looks elegant and is visually interesting in a subtle way. It has a simple typeface and almost no imagery, but the use of red makes it stand out. Red is a powerful colour that is warm, exciting and urgent. White is a reflective colour that represents innovation, sophistication and efficiency.

Red and white logos evoke feelings of power, timelessness, and versatility. The powerful contrast makes the brand name stand out. This logo will be extremely effective for its easy recall value. The logo will never get missed in any form of communication whether digital or analog.

This logo represents CamCom's values of being bold, a thought leader, its diversity, energy, agility, collaborative nature and calls to mind positivity and modernity.

Two complete modern typefaces, 'Porto Regular' a Display Sans Serif font (CAMCOM) based on thin lines with rounded corners and Futura Book (EYE THE FUTURE) set to the importance of legibility and type quality, give the logo unit an improved readability.



EYE THE FUTURE



EYE THE FUTURE



EYE THE FUTURE

CLEAR SPACE AND LOGO USAGE

Please follow the rules below to ensure that the logo version is visible and legible.

1: The minimum size is equal to 7 mm in width for the red block square or 30 pixels. Depending on the reproduction process, it may be necessary to increase its size.



2: The clear space is equal to letter "A" of the CamCom logo around the entire logo unit.



3: Isolation Zone & Sizing. A clear isolation zone has been set to enhance the appearance and distinctiveness of the logo unit. The isolation zone is the immediate area surrounding the red square block. It is important to keep this area free of other graphic elements, except for approved backgrounds and background colours.



In Corporate communications, the brand unit must only be used on a white background.

LOGO INCORRECT USAGE

A lot of thought and energy has gone into establishing the CamCom logo unit. Consistent and correct use of the logo unit is essential to build and maintain a strong brand identity. Here are some examples of possible misuse.



TYPEFACES

1: Porto is the mandatory typeface for the logo signature.

A B C D E F G H I J K L M N Ø P Q R S T U V W X Y Z
A B C D E F G H I J K L M N Ø P Q R S T U V W X Y Z
1 2 3 4 5 6 7 8 9 0

Porto 400

2: Futura BT is our typeface for everyday use (memos and fax, letters, PowerPoint, meeting reports, etc.)

and for all professionally designed publications and communications materials (brochures, magazines, mailings, posters, etc)

A B C D E F G H I J K L M N Ø P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Futura Heavy BT Font

A B C D E F G H I J K L M N Ø P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Futura Medium BT Font

A B C D E F G H I J K L M N Ø P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

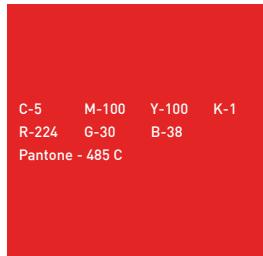
Futura Book BT Font

COLOUR

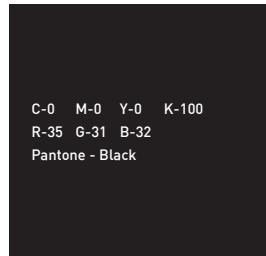
Primary colour palette

**CamCom's visual territory
has two colour palettes:**

- The Primary colour palette,

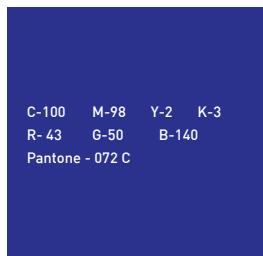


C-5 M-100 Y-100 K-1
R-224 G-30 B-38
Pantone - 485 C

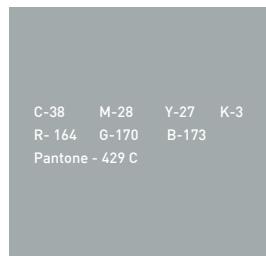


C-0 M-0 Y-0 K-100
R-35 G-31 B-32
Pantone - Black

- The Secondary colour palette.



C-100 M-98 Y-2 K-3
R-43 G-50 B-140
Pantone - 072 C



C-38 M-28 Y-27 K-3
R-164 G-170 B-173
Pantone - 429 C

The Primary colour palette comprises of Red and Black typeface and multiple intense colours, appear in the Extended colour palette.

These colours should be used on non-commercial materials also, including front covers of magazines, brochures, etc.

Included for each colour:

- the Pantone reference (direct colour),
- the four-colour printing reference (CMYK),
- the RGB reference.

ADVERTISING STRATEGY

GUIDELINES & BEST PRACTICES

COMMUNICATION DEVELOPMENT PROCESS

CAMPAIGN FUNDAMENTALS

VALUES

GENERAL APPROACH FOR FILMS

GENERAL APPROACH FOR PRESS

PRINT - ADS

PRESS CONSUMER INSIGHT

OUTDOOR PRINCIPLES

WEB PRINCIPLES

CONTENT PRINCIPLES

360° INTEGRATION

ADVERTISING STRATEGY

GUIDELINES & BEST PRACTICES

Our unique identity consists of our logo, colour palettes, typographic style and graphic elements which combine to create a distinctive framework for our brand and help us to stand out.

The following pages demonstrate the flexibility and controls within the CamCom brand and should be impactful and imaginative.

ADVERTISING STRATEGY

COMMUNICATION DEVELOPMENT PROCESS

Good brief: Good Advertising!

The brief has to be sharp at all stages:

- True & provocative insight
- Single-minded benefit
- Sustained by a tangible proof
- Defined target

The single key message has to be identified before starting the creative process.

Good advertising says one thing and one thing only!

More general information on the market can be included with the advertising brief document.

ADVERTISING STRATEGY

CAMPAIGN FUNDAMENTALS

Fundamental & mandatory CamCom codes

Strong & provocative insights

Proprietary execution codes

- White background (exceptions available)

- Red and White typeface

- Positive imagery

- CamCom logo and signature

Distinctive tone of voice

- Authoritative, Change-maker, Straightforward, Credible and Motivating

ADVERTISING STRATEGY

VALUE

In order for us to deliver on our brand promise,
it is essential that we strive to embody
the following principles:

Occupy the customer mindspace

Be bold – or nothing

Have direct, yet engaging conversations with our target audience,
leaving no room for ambiguity

Inspire through our ideas, thoughts and innovations

Use our expertise, experience and knowledge to stay a step ahead of the rest

ADVERTISING STRATEGY

GENERAL APPROACH FOR FILMS

1. Setting the insight or problem part

The objective with this 1st part is to emphasize the insight, the problem or the situation that needs to be solved.

- As the first part of the communication, it needs to be impactful both in terms of meaning and visual situation.

Insights should be clear, true to customers but also specific enough to our business.

- The insight should echo a real customer's truth, expressed in a way that helps viewers connect.
- Focusing on individual situations (vs.a mass approach) is more relevant to customers, as it better conveys the impression of customer centricity/personalized & individual service.
- In any case, make sure the insight part always ends with a clear & explicit connection to the Business Line.

ADVERTISING STRATEGY

GENERAL APPROACH FOR PRESS

Press principles

Press is an excellent media for delivering more information on the proofs advertised. It needs to be: very clear and concrete on what it offers, impactful in a crowded environment and visually aligned with other media.

Depending on the context, many different creative approaches are possible. However, 4 mandatory elements have to be respected:

- a predominant white background
- Red or White typeface
- highlight the CamCom solution
- the CamCom logo and signature

The usage and the choice of visuals will depend on the creative needs to best generate impact, brand attribution & engagement.

ADVERTISING STRATEGY

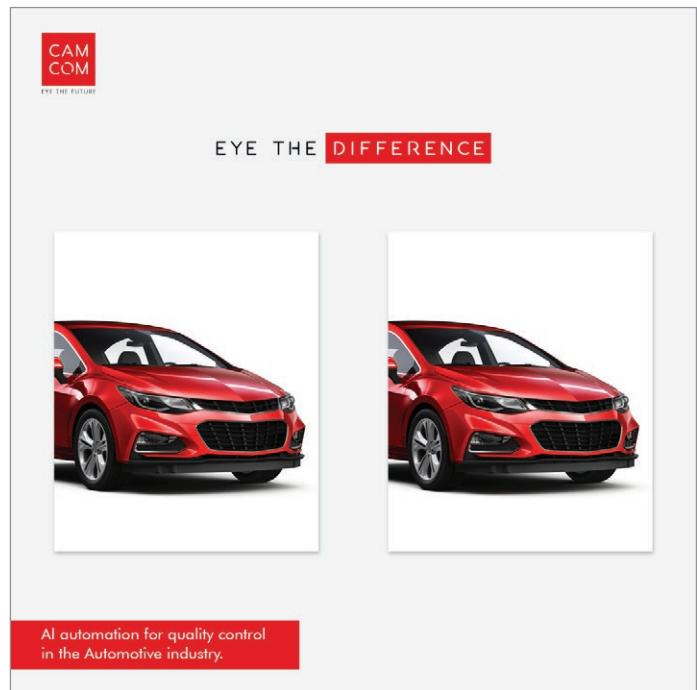
PRINT - ADS

Background, photo and text color

- For ad with text only: white background is part of the visual identity and will help brand recognition.
It's mandatory.

Typographical style

- Porto/ Futura is mandatory for the sub-title and body-copy
- Other typeface is possible for headlines
- Use a font that is consistent with the visual and the creative concept



ADVERTISING STRATEGY

PRESS CONSUMER INSIGHT

Consumers want to see an optimistic view to the future

- A solution to any problem
- A positive mood
- A simple straightforward style and tone of voice
- A symbol of change
- A tone of voice that generates a call to action and involves them in the process

They are looking for understanding, transparency and simplicity in the communication (since this demonstrates reliability, trustworthiness and self-confidence coming from the brand).

ADVERTISING STRATEGY

OUTDOOR PRINCIPLES

Outdoor can say one thing and only one thing.

So, make sure our central message clearly communicates

The benefit and is straight to the point

"1 second to read":

- Say ONE thing
- Make sure the message is readable
- Have the logo visible

CAM COM
EYE THE FUTURE

AI AUTOMATION FOR
BOTTLING QUALITY CONTROL

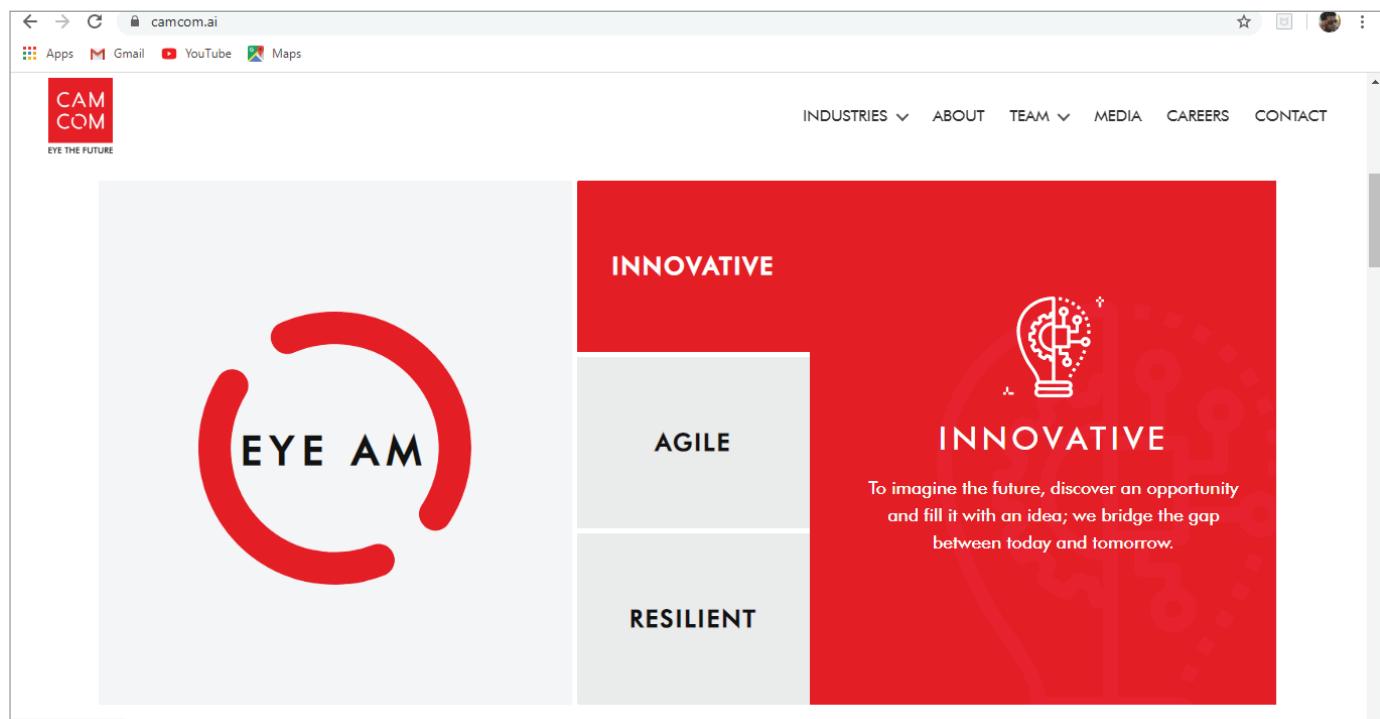
ADVERTISING STRATEGY

WEB PRINCIPLES

Objective here is to build upon brand attributes

while ensuring impact and differentiation.

When the web is part of a 360° approach, the key challenge is to integrate with other media, i.e. making sure that all media (web included) contribute to a complete campaign.



ADVERTISING STRATEGY

CONTENT PRINCIPLES

Brand Voice

We, as a Brand, emphasize on enabling technology using our collective expertise and knowledge, to connect with our customers. We instill confidence by strengthening our voice through the innovation we bring to the table, the agility in our approach, and the resilience to stay pertinent in the rapidly changing technological world. We, in the process, are perceived as a thought-leader who's quick and flexible, and therefore, relevant

ADVERTISING STRATEGY

VOICE CHARACTERISTICS

Authoritative - We use our expertise, experience and knowledge to stay a step ahead of the rest and create a stance for ourselves where we are recognized as the leader and authority in our field of business

Change-maker - We constantly evolve and look for ways to enhance technology, service and experience. We put forth our belief in taking the path less travelled and being open to new ideas and new beliefs

Straightforward - We have a direct, yet engaging conversation with our target audience, leaving no room for ambiguity. We speak their language to keep it simple, yet powerful. To the point, yet incisive

Credible - We always substantiate our stance and beliefs with facts and resources. We act responsible enough to be trusted in every step of approach, and to every stakeholder we communicate to

Motivating - We inspire through our ideas, thoughts and innovations, and thus act as a springboard to catapult the confidence of our potential audience, enabling them to make the right decision for themselves

ADVERTISING STRATEGY

DO'S

We focus on communication with straightforward thoughts and choice of words that exhibit simplicity. We stay within the confines of the context, without digressing or diluting the message

We take the stance of an enabler. We communicate this, through words and pictures, and with utmost clarity. We emphasize on our values and show our TG how we do, what we do

We use numbers, facts, figures or other statistics that are only backed by credible sources. We double check on the credibility of information we deliver to our target

We remain consistent in our approach of words, colours and ideas and take creative liberties, only when necessary

ADVERTISING STRATEGY

DON'TS

We avoid complexity or thoughts that add a layer to the communication and confuse the audience. As an example, we always say '90% accurate' instead of 'the best/ most successful'

We never preach or act as a philosopher. We are ambitious and forward thinking yet grounded when it comes to the communication. We inspire people yet we keep it real

We do not use data, facts, statistics that are either outdated or lack credibility. We also do not use information if it doesn't fit into the context of communication we are creating

We do not change our brand approach on the basis of the context, situation or industry

ADVERTISING STRATEGY

TONE AND MANNER

DIRECT

AUTHORITATIVE

IMAGINATIVE

HONEST

BOLD



ADVERTISING STRATEGY

360° INTEGRATION

The 360° approach is an amazing way to multiply and emphasize the power of a campaign. Consequently, we need to consider how to integrate the different media.

This articulation can be based on different foundations:

- Building upon a same insight

e.g. A same customer insight can be the entry point for the film and the print (but both of them should be formulated in a similar and distinctive way).

- Building upon the main character(s) e.g. The characters become the campaign's recognition sign.
- Building upon symbols (that convey the concept of the insight)

ADVERTISING STRATEGY

MUSIC

How do I use music?

- As an introduction: teaser to introduce a spot with the aim of capturing the listener's attention.
- As a background: as musical dressing throughout the whole communication.
- As a conclusion: to finish off using the theme of the signature.



STATIONERY

LETTER HEAD



GIFTO Retail Technologies Private Limited – CIN U74999KA2017PTC106196
Registered Office: No 190/11, 4th A Cross, Panduranganagar, Arekere, Bannerghatta Road, Bangalore - 560076
Corporate Office: No 136, 3rd Cross, 3rd Main, Dollars Colony, J P Nagar 4th Phase, Bangalore – 560078

STATIONERY

BUSINESS CARD



STATIONERY

ENVELOPE



COLLATERALS

COFFEE MUG



COLLATERALS

T-SHIRT



COLLATERALS

SHIRT





EYE THE FUTURE