



TM

**POWER  
ELECTRICAL**

# Typography & Colouring

Inter

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# Font Weights

- Inter Thin Font
- Inter Light Font
- Inter Regular Font
- Inter Semi Bold Font**
- Inter Bold Font**
- Inter Extra Bold Font**
- Inter Black Font**



# The Mark

The Power Electrical logo is designed to visually communicate the brand's core strengths **energy, reliability, innovation, and seamless flow.**

## Key Elements & Meaning:

### **Dynamic Abstract Symbol**

The central icon is built using fluid, sweeping lines that form an abstract lightning-inspired shape. This symbolizes continuous flow, representing how Power Electrical delivers uninterrupted performance through its manufacturing and trading solutions.



# Key Elements & Meaning:

## **Forward-Moving Curves**

The layered curves suggest motion, progress, and technological advancement. They visually express the company's commitment to innovation and the evolving nature of the industry.

## **Shades of Blue**

The gradient blues convey trust, safety, professionalism, and stability—qualities essential in this sector. The lighter tones represent energy and modernity, while the darker shades emphasize strength and dependability.

## **Overall Brand Message**

Together, the icon and typography create a visual identity that reflects:

- Reliable Solutions
- Technical Expertise
- Safe and Efficient Performance
- A Modern, Forward-Thinking Brand

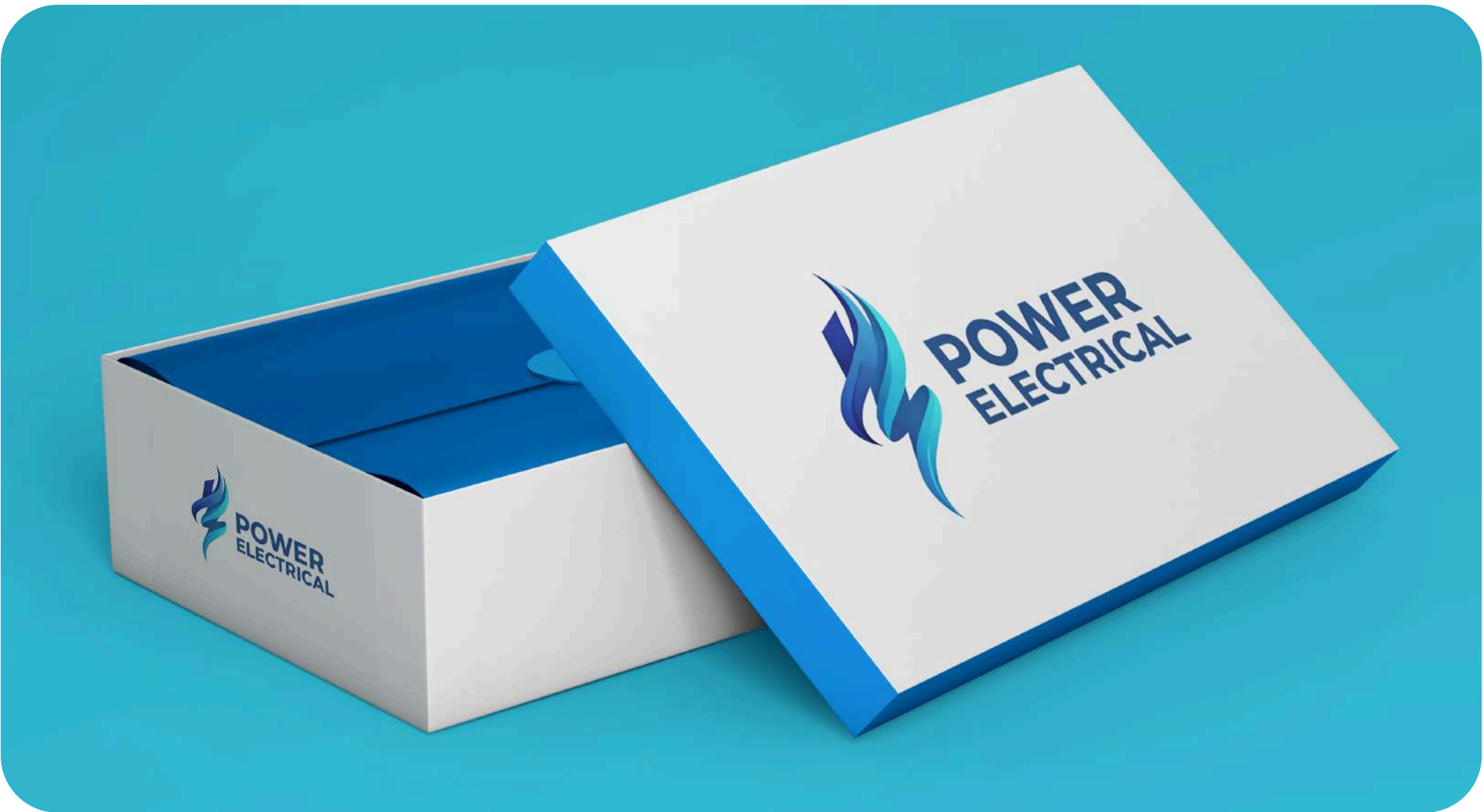




The Power Electrical logo blends dynamic curves and bold structure to symbolize energy, innovation, and reliability. The flowing blue elements represent the continuous flow of electrical current, while the sharp, upward form reflects strength, precision, and forward movement. The gradient tones convey modernity and technical excellence, aligning with the brand's commitment to high-quality manufacturing and trusted electrical solutions. Overall, the logo captures the essence of power, progress, and dependable performance.













Power Electricals Pvt. Ltd.  
5-1-12, S. M Towers, R.P Road, 560089, Bangalore, India  
560089, Bangalore, India



To  
John Malkovich  
Assistant Director

Mailing Address Thomas Nolan Kaszas  
PSC 430 Box 297 APO AP 96206



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November 11  
2017

Abraham Smith  
Creative Director

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To  
John Malkovich  
Assistant Director

Mailing Address Thomas Nolan Kaszas  
PSC 430 Box 297 APO AP 96206

Dear Sir

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