



Brand Guidelines

The Complete Guide



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About IPLUG



What we do?

"I PLUG" is a company that specializes in a range of electrical products and services. As an electrical products and contract service provider. Our company likely caters to both residential and commercial clients, offering a variety of solutions for their electrical needs. We offer a range of services including electrical installations, maintenance, repairs, and we also sell electrical products such as plugs, sockets, lighting fixtures, and other electrical equipment. Contract services in the electrical field often involve working with commercial, industrial, or residential clients to ensure that electrical systems are safe, efficient, and up to code. This can include new construction projects, renovations, and ongoing maintenance work.

Our Products

Our product line includes switches, plugs, wires, and potentially other electrical components such as sockets, adapters, extension cords, circuit breakers, and lighting fixtures. Ensuring that our products meet industry standards and safety regulations is crucial. This might involve compliance with certifications such as UL (Underwriters Laboratories), CE (Conformité Européenne), or RoHS (Restriction of Hazardous Substances).



Switches



Port Extension

Plugs



Adapter



Socket



circuit breakers



Electrical Services

Control & Automation business of Electrical & Automation has an effective, preventive and corrective maintenance services that maximize the performance of your automation systems and control equipment. We offer service programs, which provide both proactive and remedial maintenance services. Our engineers utilize advanced diagnostic and repair practices to reduce mean time to repair and increase plant performance.

Cable Change

Electrical testing

Spares Support

Maintenance

Consultation

Installation

Call out Support

Remote Service

Security Alert

Energy Survey

Plant performance

Upgrades



01

Logo Story



Logo Story

How It Began

I Plug is a revolutionary electrical company that was founded by a group of innovative engineers and entrepreneurs. The company's journey started with a simple idea to create high-quality, efficient electrical plugs that could withstand the test of time. As the team brainstormed names for their new venture, they wanted a name that symbolized their dedication to providing top-notch products and services. Inspired by the idea of a plug connecting devices to power sources, they decided to name their company "**I Plug**". The "I" represents the individual customer, emphasizing the company's commitment to personalized attention and satisfaction.

How It Developed

From humble beginnings in a small workshop, I Plug quickly gained recognition for its cutting-edge designs and superior craftsmanship. The company's reputation grew as they expanded their product line to include a variety of electrical accessories, all designed with the customer in mind. Today, I Plug is a household name in the electrical industry, known for its reliability, durability, and commitment to excellence. With a team of dedicated employees and a passion for innovation, I Plug continues to push the boundaries of what is possible in the world of electrical engineering.



Logo Story



We wanted something that represented our commitment to providing high-quality electrical products to our customers. After brainstorming for hours, We came up with the perfect design – a 3 pin plug with a subtle twist. Instead of the usual plain plug design, we added our own creative touch by incorporating intricate patterns and colors into the logo. The end result was a stunning and eye-catching design that perfectly captured the essence of the electronics store.

Theme: Commitment | Unique | Trust

02

Brand Value



Brand Value



Power up with I Plug

At I Plug, we believe in Encouraging customers to choose I Plug for their electrical needs and Highlighting the ability of I Plug to bring energy and power to any environment by Emphasizing the high quality service and products offered by I Plug also Implying that I Plug can bring light and brightness to customers' lives

01

Excellence

We strive for excellence in all aspects of our work, from the quality of our products to the level of customer service we provide.

02

Integrity

We conduct business with honesty, transparency, and integrity, always putting the needs of our customers first.

03

Innovation

We are committed to staying ahead of the curve in the electrical industry, constantly seeking out new technologies and solutions to better serve our customers.

04

Safety

The safety of our customers and employees is our top priority. We adhere to the highest safety standards in all of our operations.

05

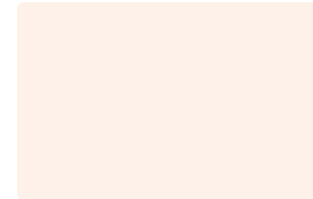
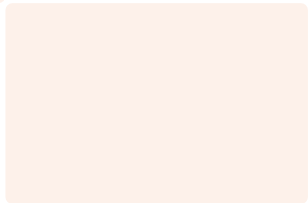
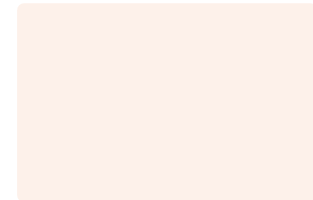
Professionalism

We approach every interaction with professionalism, respect, and a commitment to delivering exceptional results.

06

Sustainability

We are dedicated to promoting sustainability and environmental responsibility in all of our practices, from our products to our operations.



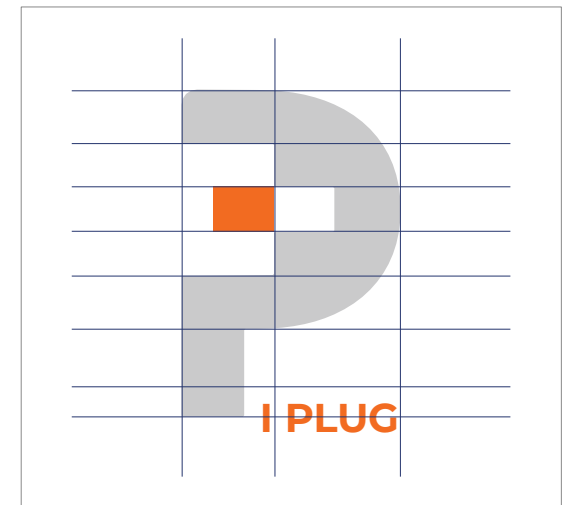
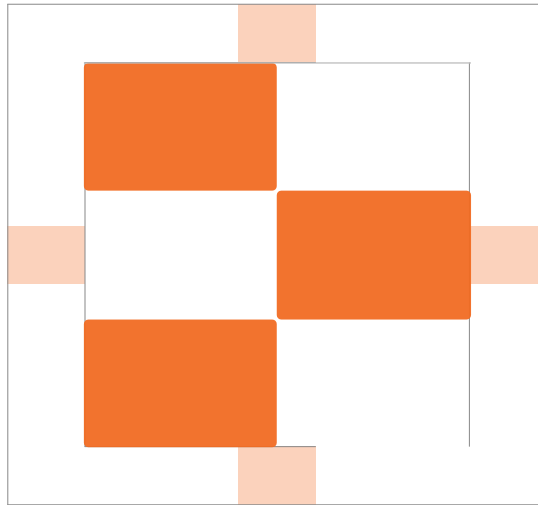
03

Logo



Logo - Legibility

An exclusion zone around the I Plug logo has been created to protect its integrity and make sure the logo is easy to read. The height of the “Box” of the logo is taken as a guide to define the exclusion zone.



Logo - Colour usage



Blue & White

A logo that combines white and orange with a blue background offers a harmonious blend of colors, each contributing its own unique meaning. The blue background, often associated with trust and stability, provides a professional foundation for the logo.



Black & Orange

Combining black with orange in a logo creates a striking and dynamic visual impact. This dynamic duo creates high contrast, ensuring the logo stands out and is memorable. This color pairing is versatile and can be tailored to various brand personalities.

Black & White

A logo featuring white and orange on a black background offers a striking visual contrast. The white elements appear crisp and pure, while the orange adds a burst of energy and warmth.



Blue & Orange

White with orange embodies purity and vivacity. White symbolizes simplicity and clarity, enhancing the logo's modernity, while orange infuses it with enthusiasm and creativity. This combination is fresh and eye-catching.



Orange & White

A logo with white design elements set against an orange background creates a vibrant and energetic statement. The white stands out for its simplicity and clarity. Meanwhile, the orange background infuses the logo with warmth, creativity, and a sunny disposition.



Blue & Orange

I PLUG logo combines blue and orange, as these colors create a balanced visual message. Blue is associated with trust and reliability, while orange is linked to optimism, warmth. Together, these colors convey a professional and positive outlook.

04

Typography



Typography



Montserrat Font’s geometric and elegant simplicity is central to its versatility, with a large X-height, it creates a majestic yet fun appearance. I Plug is known for its Excellence and professionalism which is the main reason for using this font. The sleek, modern design of I Plug made it perfect for a wide range of applications, from branding to editorial design. Its clean lines and geometric shapes were a testament to the skill and attention to detail of its creator. Every letter, every symbol was meticulously crafted to perfection, making I Plug a truly remarkable typeface.

Primary Montserrat

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789&#\$\$@

lowercase

abcdefghijklmn
opqrstuvwxyz
123456789&#\$\$@

Heading

Sub-Heading

Consistent use of fonts is important for brands. So, what are the best practices for typography pages in brand guidelines

Secondary Arial

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

The quick brown fox jumps over the lazy dog

UPPERCASE

ABCDEFGHIJKLMN
OPQRSTUVWXYZ
123456789&#\$\$@

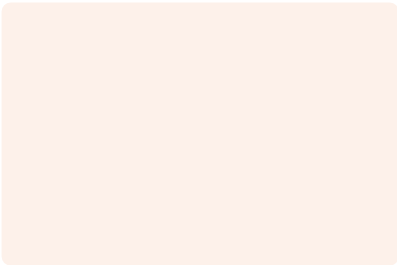
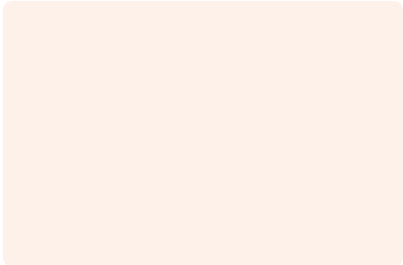
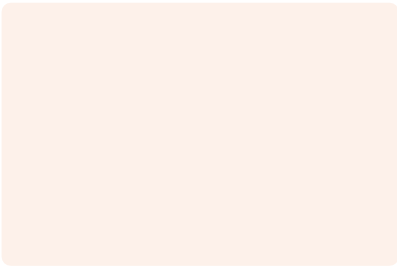
lowercase

abcdefghijklmnop
qrstuvwxyz
123456789&#\$\$@

Heading

Sub-Heading

Consistent use of fonts is important for brands. So, what are the best practices for typography pages in brand guidelines



05

Colour Palette



Colour Palette



I PLUG’s brand's color strategy, with primary colors of blue and orange, accented by black and white, and supported by secondary shades of blue and orange, creates a versatile and dynamic palette. Blue exudes trust and stability, while orange brings energy and warmth. Black and white add contrast and sophistication. The secondary shades enrich your brand's visual identity, allowing for a nuanced expression across various media. This palette ensures a strong, cohesive brand image that can adapt to different contexts while maintaining its core personality.

Primary colours



Dark blue

HEX #24346d
RGB 36, 52, 109
CMYK 100, 91, 28, 15



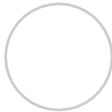
Bright orange

HEX #f26b21
RGB 242, 107, 33
CMYK 0, 72, 98, 0



Rich black

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



Pure white

HEX #ffffff
RGB 255, 255, 255
CMYK 0, 0, 0, 0

Secondary colours



Maritime

HEX #1b4584
RGB 27, 69, 132
CMYK 100, 83, 19, 5



Daphne

HEX #0b6bb0
RGB 11, 107, 176
CMYK 90, 57, 3, 0



Orioles

HEX #ef865d
RGB 239, 134, 93
CMYK 2, 58, 67, 0



Crab Bisque

HEX #f2b399
RGB 242, 179, 153
CMYK 3, 34, 36, 0



Stone Cold

HEX #555555
RGB 85, 85, 85
CMYK 64, 56, 55, 31



Million Grey

HEX #999999
RGB 153, 153, 153
CMYK 43, 35, 35, 1



Plaster

HEX #eaeaea
RGB 234, 234, 234
CMYK 7, 5, 5, 0



Lynx White

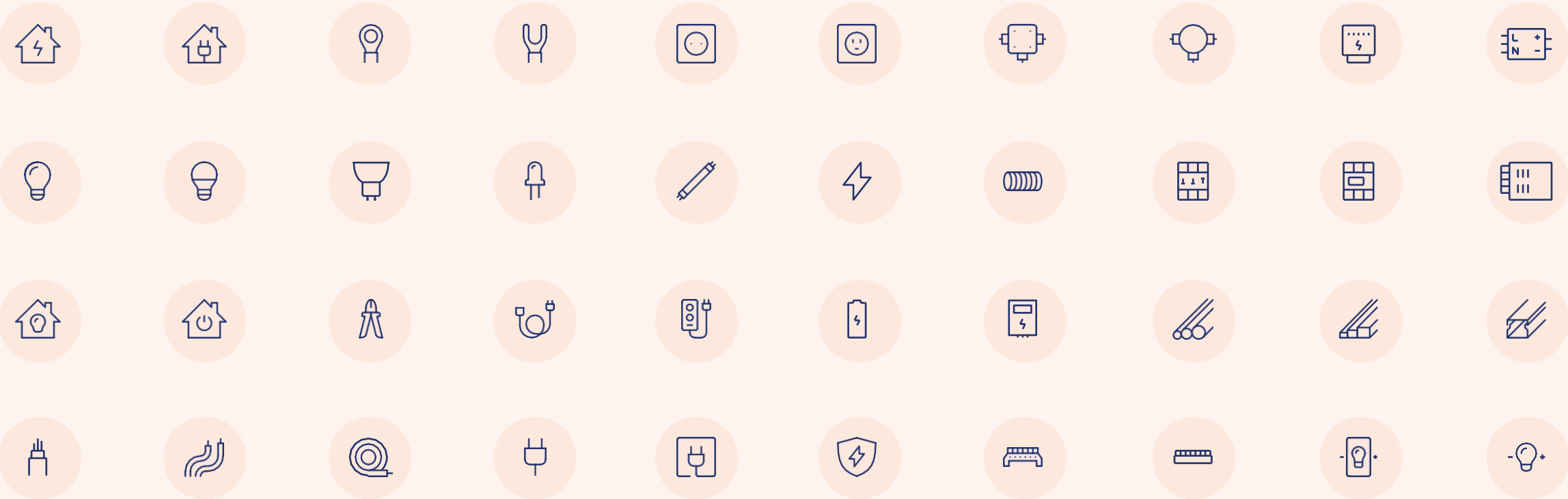
HEX #f7f7f7
RGB 247, 247, 247
CMYK 2, 1, 1, 0

06

Icons



Creating line icons for the concept of "IPLUG" involves encapsulating the idea of connectivity, technology, and digital integration through simple, yet evocative designs. Here are some suggestions for line icons that could represent IPLUG. A stylized representation of an electrical plug, with lines forming the prongs and the base, symbolizing the act of plugging into a power source or network. A line drawing of a lightning bolt, representing the speed and power of digital connections or the spark of innovation. These line icons can be used individually or in combination to visually communicate the essence of IPLUG in a clear and recognizable manner.



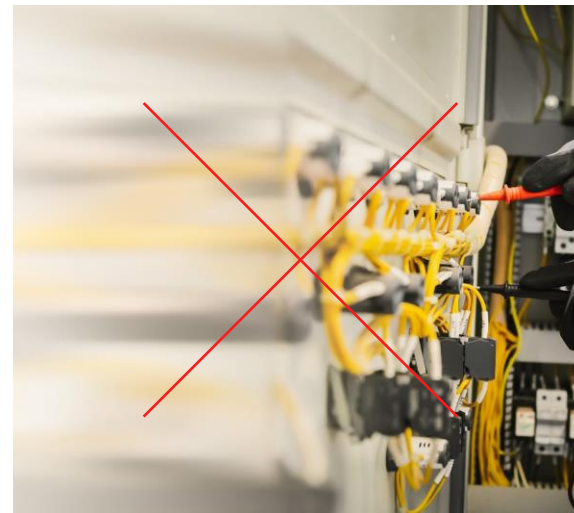
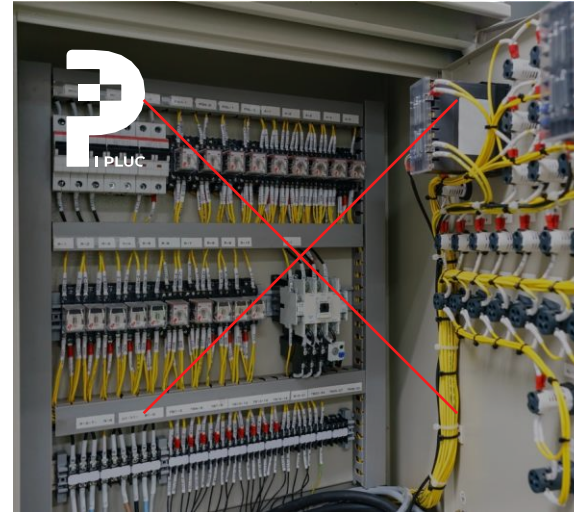
07

Imagery



IPLUG's brand imagery vividly captures the essence of electrical innovation, featuring individuals immersed in the dynamic world of wiring and circuits. Abstract representations of coils and wires symbolize connectivity and power, encapsulating the brand's commitment to efficiency and reliability in the electrical domain.





08

Graphic Element

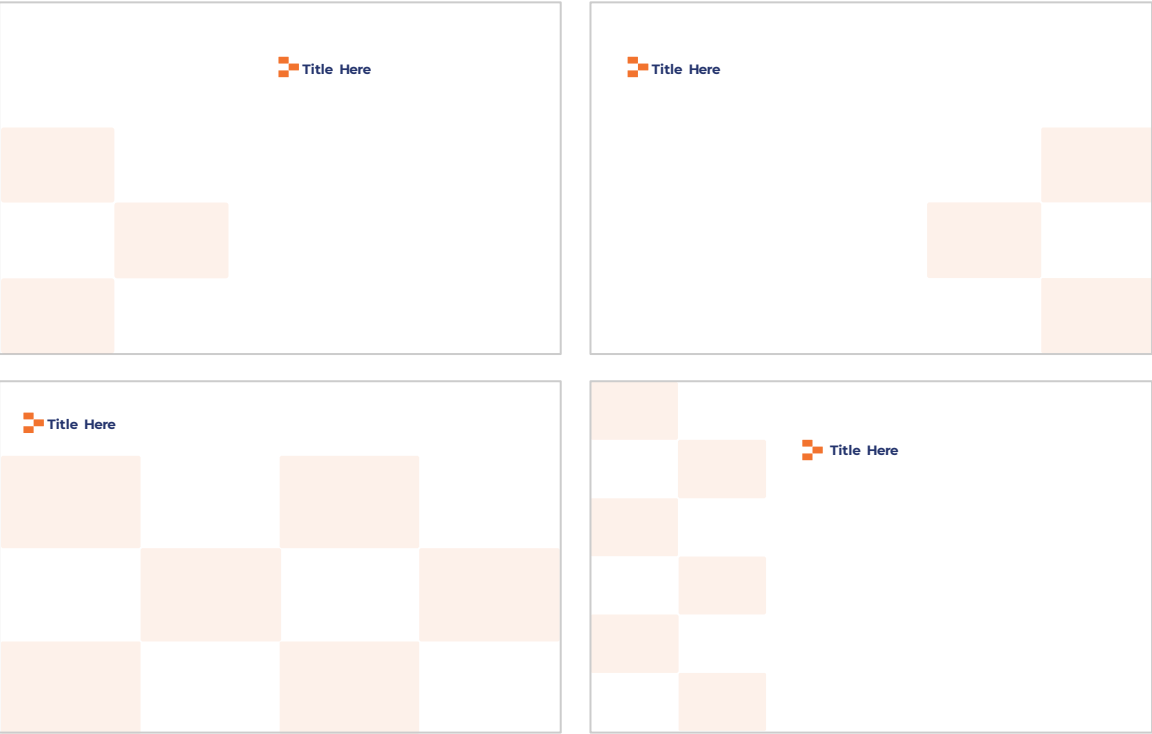


Graphic Element

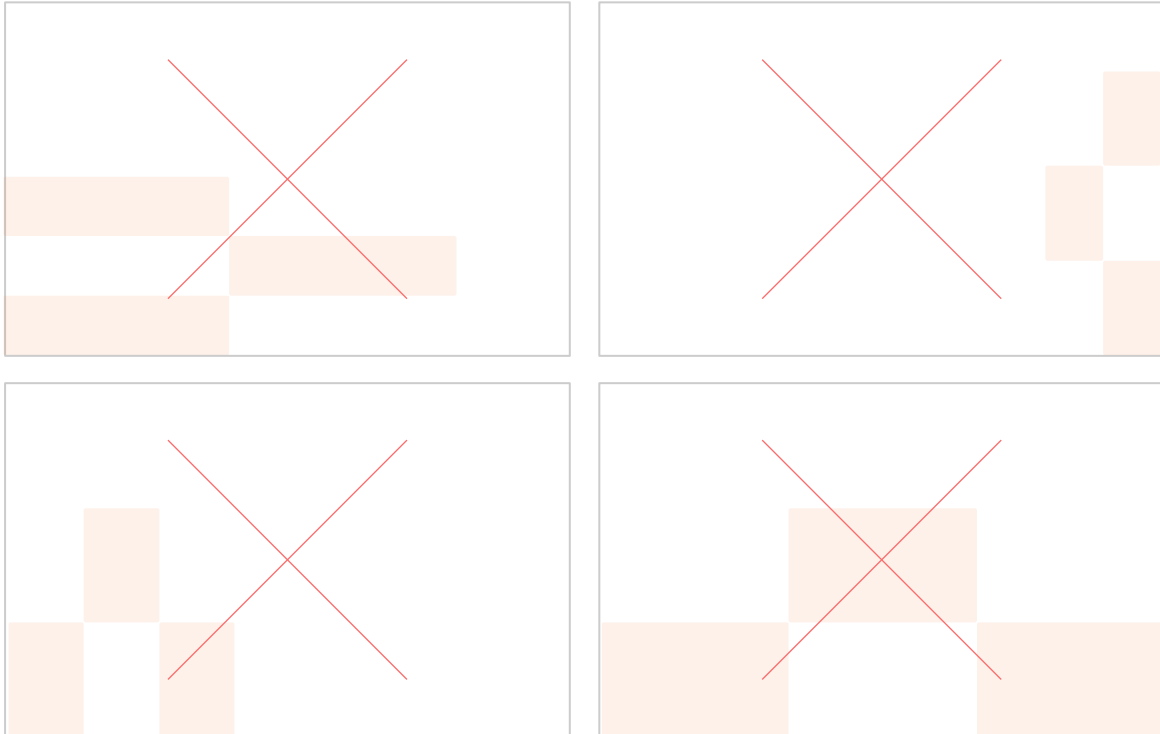


IPLUG's brand element symoolizes the brand's dedication to innovation, connectivity, and the seamless integration of power solutions. At the core of these images is the iconic 3-pin plug, a universal symbol of power and reliability, embodying the brand's commitment to delivering robust and efficient electrical solutions.

Do's



Dont's



09

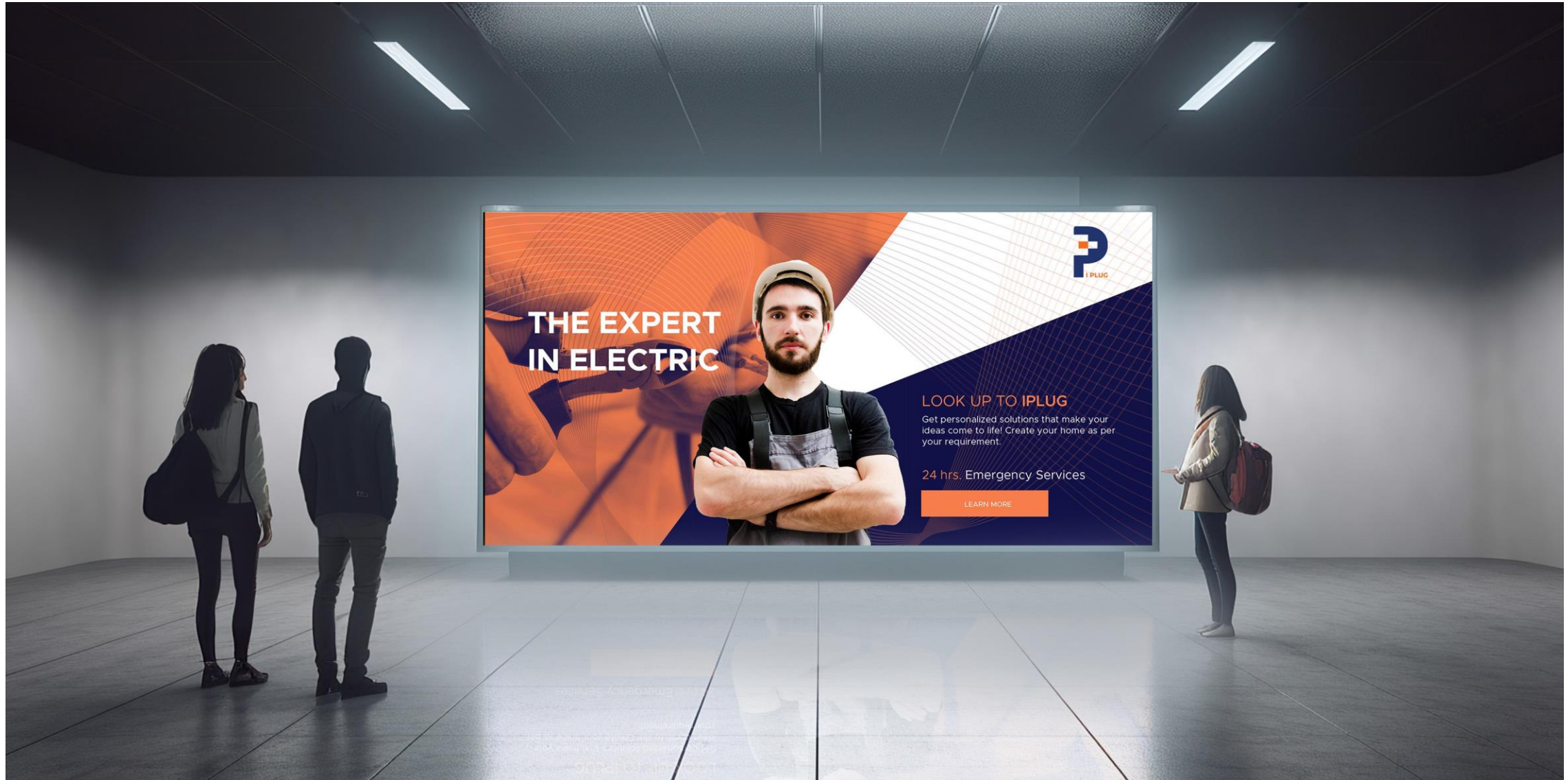
Mockup Layouts



Mockup Layouts



Mockup Layouts



Mockup Layouts



Mockup Layouts



**Thank
You**

