



Brand Guidelines

KRYSTALVISION  TM

LOGO

Identity Lockup

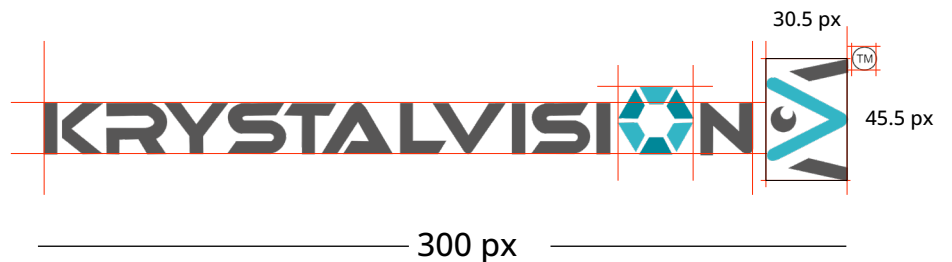
The Krystalvision Lockup is essentially the Logomark accompanied by the brand name.



Digital Use



Print Use



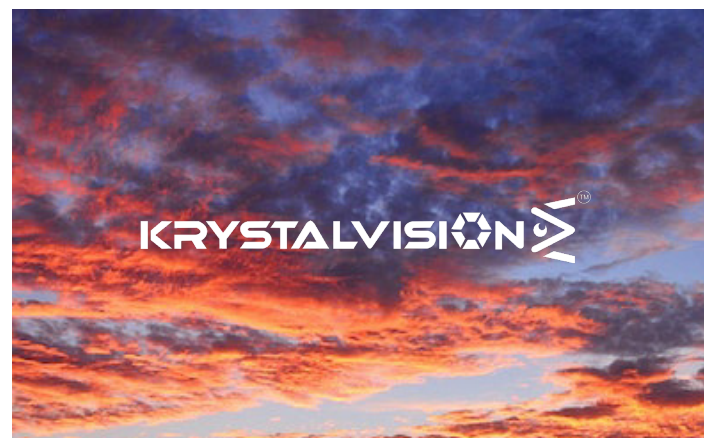
Usage on Backgrounds

The full-colour logos should be used only on the mentioned backgrounds. Avoid using full-colour logos on photographs unless the logo sits on a black, white or areas of the image that are dominant with the mentioned colours.



Single Colour Usage

Special, single coloured version of the identity should only be used on the primary colour palette backgrounds as mentioned here. In cases of using the identity on a photograph, always pick parts of the image which allow for enough contrast for the identity to be legible.



Identity Misuse

Any other Colors using



Using Drop Shadow



Using Transparency



Using Jet Black



Squeezing



Expanding



Tilting



Primary Colour Palette

Davy's Grey, Pacific Blue and Dark Cyan form the basis for the primary colour palette for KrystalVision.



HEX Value

Davy's Grey #575656	Pacific Blue #33b5c5	Dark Cyan #008798

RGB Value

R87 G86 B86	R51 G181 B197	R0 G135 B152
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CMYK Value

C63 M56 Y55 K30	C70 M6 Y23 K0	C85 M31 Y35 K3
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Typography

Typeface used in Website

- 1. Teko (Primary)
- 2. Yantramanav (Secondary)

TEKO

TEKO
TEKO
TEKO
TEKO
TEKO

Light
Regular
Medium
Semi-Bold
Bold

Yantramanav

Yantramanav
Yantramanav
Yantramanav
Yantramanav
Yantramanav
Yantramanav

Thin
Light
Regular
Medium
Bold
Black

Typeface used in Website

	Font Used	Size		Font Used	Size
Navigation Bar	Teko	20 px	Footer Section Header	Teko	26 px
Section Headline	Teko	60 Px	Footer Section Body	Yantramanav	20 Px
Section Body	Yantramanav	20 px	Product section Head	Teko	28 Px
Navigation Hover	Teko	18 px			

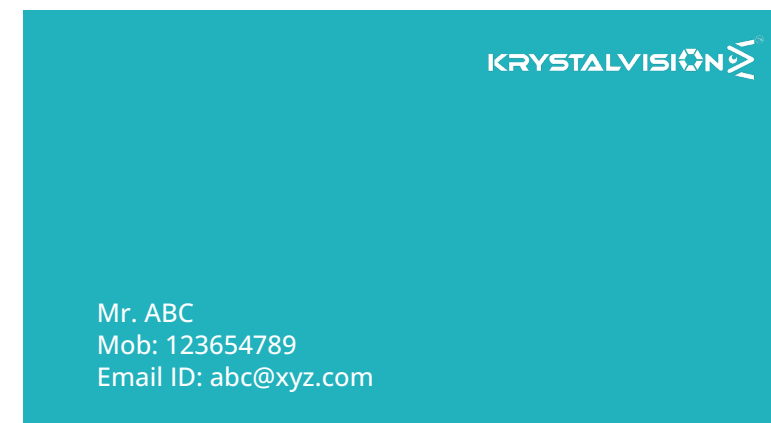
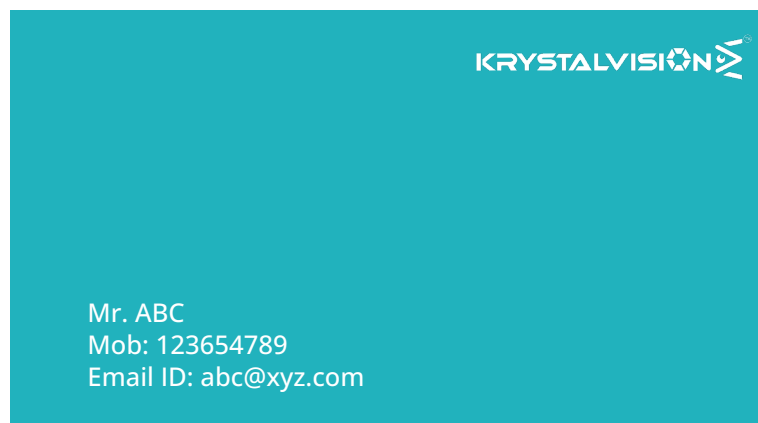


Brand Extensions

Stationery Kit

—Business Card

Colour coding used to differentiate between business cards belonging to employees of different posts, hierarchy.



Stationery Kit
—Letterhead





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Stationery Kit
—DL Envelope

