

KOTECH
INFRA PVT LTD

BRAND
BOOK

BRAND LOGO



KOTECH
INFRA PVT LTD

Black & White Logo



Color code

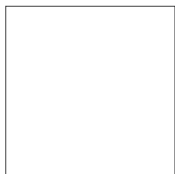
CMYK



C - 0
M - 40
Y - 100
K - 0



C - 0
M - 0
Y - 0
K - 100



C - 0
M - 0
Y - 0
K - 0

RGB



R - 250
G - 166
B - 37



R - 0
G - 0
B - 0



R - 254
G - 254
B - 254

Logo Layouts



A

TARJAN PRO 3 SEMIBOLD

TARJAN PRO 3 NORMAL

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

TARJAN PRO 3 SEMIBOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

TARJAN PRO 3 BOLD

AA BB CC DD EE FF GG HH II JJ KK LL MM NN OO PP QQ RR SS TT UU VV WW XX YY ZZ

Logo Positive



Logo Negative



Logo Clear Space

Minimum clear space around the logo ensures visibility and clarity. The preferred amount of clear space around the logo is equal to the height of the graphic 'I'.



Logo Minimum Size

For Print the logo should never be reduced below the minimum size of 15mm. And for Digital application not less than 42 pixels.



Logo Usage - Don'ts



Do not stretch, skew, bend



Do not use outline



Do not change the angle



Do not crop the logo



Do not add extra elements



Do not use drop shadow

Apparels





THANK
YOU

BESPOKE
design

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