

# Brand Guidelines



Inquisitive India Pvt. Ltd.

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## Our Story

In the bustling streets of India's vibrant city Mumbai, amidst the whirlwind of creativity and innovation, a new star was born – **Inquisitive India Pvt. Ltd.**

Motivated by the multifarious customs of India and the constantly changing digital terrain, our goal was to revolutionize digital marketing, graphic design, and brand advertising. Finding the essence of brands and crafting engrossing narratives that appeal to audiences across the country are the goals of our journey. The Idea to start Inquisitive India Pvt. Ltd. popped up in our mind when we were having a cup of tea during a late evening work for a delayed and stretched project, due to cross departmental inaction.

## Mission

**Innovation:** To provide solutions that go above and beyond expectations, we think it's important to question norms and welcome experimentation.

**Integrity:** Our work is based on trust and openness, which strengthens our bonds with partners and clients.

**Inclusivity:** We make sure that everyone's voice is heard and respected by celebrating diversity and promoting inclusivity in all of its manifestations.

## Values

Our goal at Inquisitive India is to elevate brands and engage audiences by leveraging technology and creativity. In everything we do, we work to push boundaries, cultivate trust, and celebrate diversity. Our mission is to develop memorable brand experiences that have a lasting effect by working together strategically and coming up with creative solutions.



## Logomark

Our logo serves as the visual representation of Inquisitive, embodying our identity. It's crucial to use it accurately and consistently.



## Primary Logomark

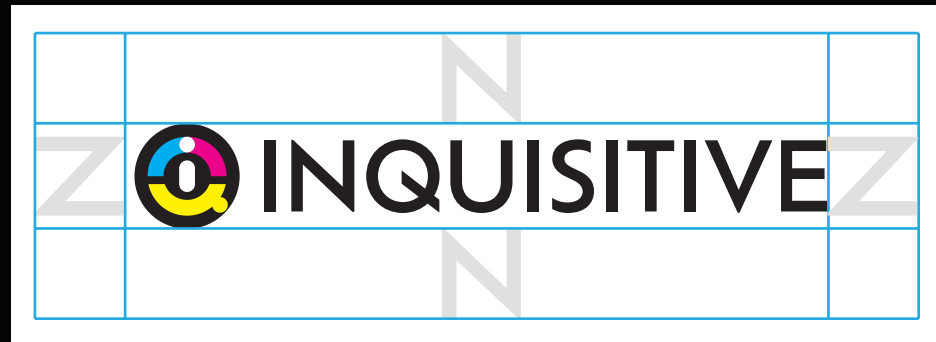
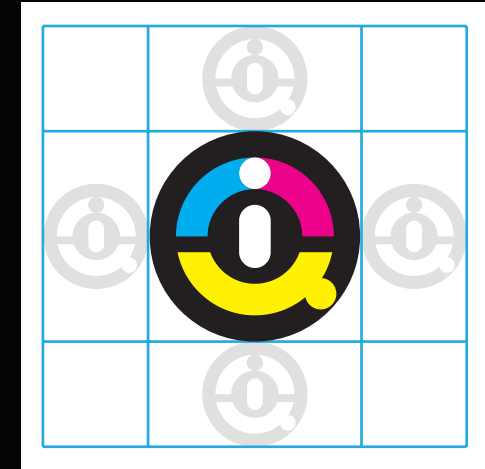
Our logo serves as the visual representation of Inquisitive, embodying our identity. It's crucial to use it accurately and consistently.

The clear space around our logo keeps it easy to read and prevents other stuff from getting too close. We decide this space by making it half the height of the logo on each side. So, to figure out the clear space for the main logo use below steps :

1. Measure the height of the capital letter "N" in the primary logomark.
2. Multiply the height of the "N" by 50% to find half of its height.
3. The clear space around the logomark should be equal to the result obtained in step 2 on each side.

Let's say the height of the capital letter "N" is 10 mm.

Half of the height of the "N" would be  $10 \text{ mm} * 0.5 = 5 \text{ mm}$ . Therefore, the clear space around the logomark should be 5 mm on each side.





**Full colour**



Full colour with background



**One colour**



**One colour reverse**

Inquisitive logo used on an application will often depend on the background and production method.

When using the logo on a white background, use full color version or orange color logo.

When using the logo on a coloured background, you can use full color version logo with white stroke.

Additionally, when using the logo on a dark background, you can use one color version logo or the reverse one depending on the substrate colour.

CMYK

|

HEX

|

PMS

**100** 00 00 00 | #00AEEF | PANTONE Process Blue C00 **100** 00 00 | #F89521 | PANTONE Magenta 0521 C00 00 **100** 00 | #FFF200 | PANTONE Yellow C00 00 00 **100** | #231F20 | PANTONE Black C

100 00 00 00 | #FFFFFF | BLANK



## The Typeface Family

Only one font style is used for the logo, typeface family: Ofelia Display Medium from Adobe font family.

## When to Use

**Ofelia Display Medium** is the primary font used for the logotype/logo wording.

**Ofelia Display Light** is to be used for all other forms of standard body text, ranging from: stationery, website design, brochures and all forms of general correspondence.

## Ofelia Display

### Ofelia Display Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )

### Ofelia Display Light

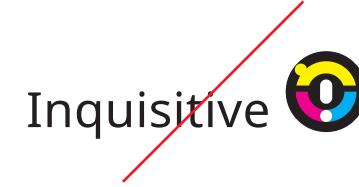
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )

**Do Not:** Logomark

Do not resize or change the position of the logomark.

**Do Not:** Fonts

Do not use any other font, no matter how close it might look to Ofelia Display (Medium)

**Do Not:** Sizing

Do not distort the logo. Any resizing must be in proportion only.

**Do Not:** Colour

Do not change the colours even if they look similar. Use the official colour specifications detailed in these guidelines.



The word mark should be single colour black only.

## PRINT - BUSINESS CARD

-Dimensions :95mm \* 55mm

-Front:

-logo size 15mm

-distance from top 20mm

-distance from left 20mm

-Name:

12pt

-Job title:

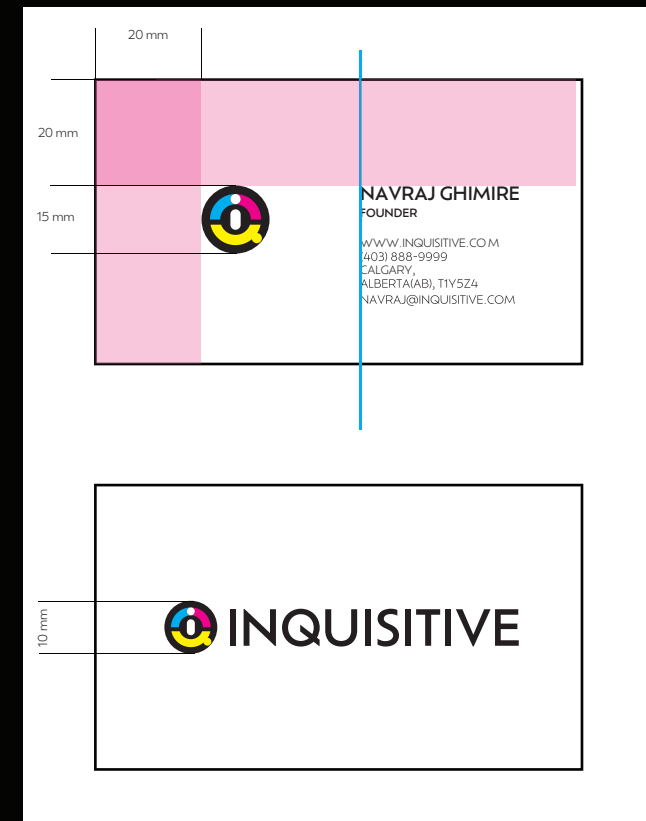
8pt font : Ofelia Display Medium

-Details:

8pt font : Ofelia Display Light

back-centred logo on white

background. -logo size 10mm



## PRINT - LETTER HEAD

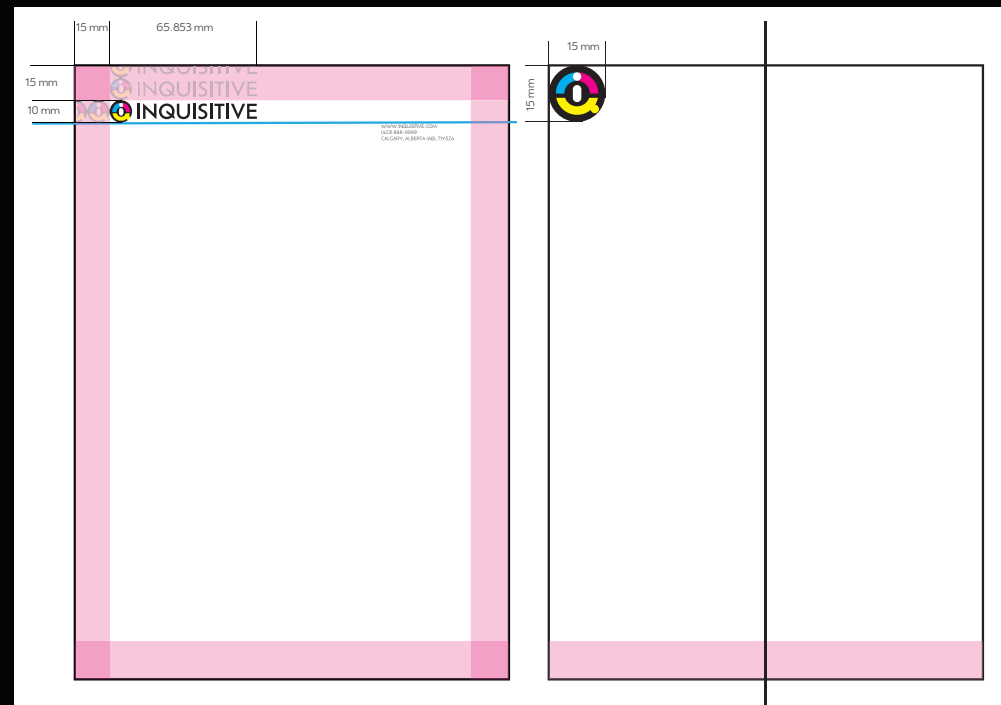
-Dimensions :215.9mm \* 279.4 mm

### -Front:

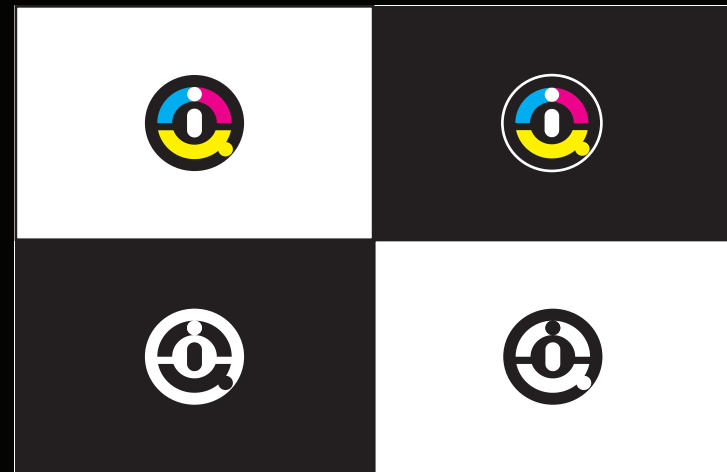
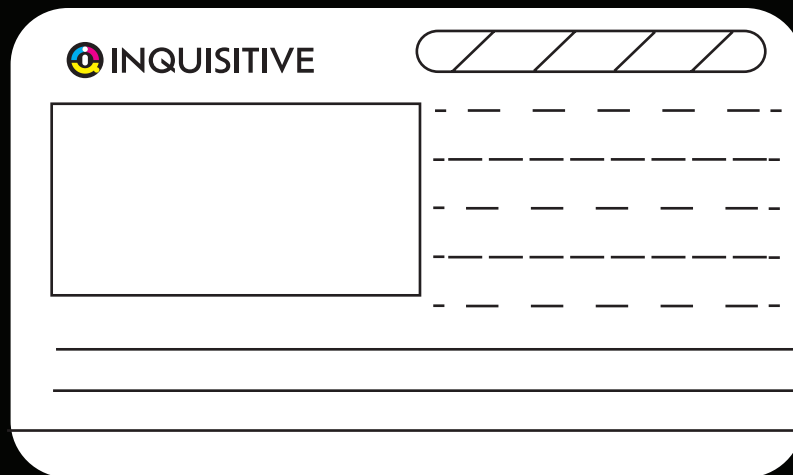
- Logo width 65.853 mm
- Logo height 10mm
- Logo distance from left margin minimum 15mm
- The distance between top, left and margin and logo is equal with 1.5 times the logo height

### -Back:

- 12pt
- Logo is aligned to the top and left edge
- The logo transparency is set to 25%
- The logo height is set to 15 mm



## WEB &amp; SOCIAL MEDIA



*-The logo should be optimized for digital display for usage on websites and social media platforms so that it remains readable and clear across a range of screen resolutions and sizes. Use the RGB color mode versions of the logo at all times, making sure it stands out on all platforms by creating a strong contrast with the background.*

## T-SHIRT



*When printed on any merchandise, every effort should be taken to keep the scaling in proportionate. The logos should not appear stretched in any circumstances impacting the brand identity. This should be specially taken care of when printed on a stretchable fabric.*



*Photographs should always show vibrant, fun, adventurous, happy, diverse community and hopeful things. Whether it's from the stock photos or shot ones, the scenes should be lively to catch people's interest and make them want to be part of the moment.*

*Photographs should never be boring or static. Avoid photographs with less colours or emotion. The photographs should not be restricted to a particular gender, region religion or race. There should be no offensive element in the quest to highlight creativity and artistic freedom.*

THANK YOU