TECHASOFT
Crafting Ideas to Products

01

Crafting ideas to
products

Brand Guidelines 2021

# Techasoft Pvt Ltd.

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Brand Guidelines 2021

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" **INNOVATIVE SOFTWARE SOLUTIONS.**

Excellence and enterprise compliance.

# TECHASOFT PVT LTD.

## Brief History

### How we Started

Techasoft Pvt. Ltd. is a fast-growing IT Company that provides holistic IT solutions to businesses across geographies We offer IT expertise in software, website, and application (iOS & Android) development; UI/UX design; and digital marketing.

We are situated at around 12 service locations, serving businesses belonging to various sectors.

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## LOGO VARIATIONS

# The Three Types

### White Background

The primary version of the logo should be used whenever possible.

### Black Background

On a black background, the following variant of the logo must be used.

### Blue Background

When the background is Techasoft blue use the above variant of the logo.

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# PROPER LOGO USAGE



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# Rules of application

1.Don't adjust the proportions of the logo.

2.Don't modify the colors of the logo.

3.Don't apply the logo at an angle.

4.Don't use Techasoft logo within body of text.

5.Don't place the logo on a busy pattern or photo.

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# BRAND TYPOGRAPHY

## Main Font

For headline

Typography is key to consistent communications at Techasoft. Helvetica Neue is Techasoft's brand typeface and should only be used for headline treatments. The acceptable weights are displayed below. It should be used in title case or all caps.

## Aa

Montserrat Light

Montserrat Medium

**Montserrat Bold**

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## TYPOGRAPHY

# Body Copy

Avenir should be used for headers, body copy, subheads, titles and lists. The acceptable weights are displayed below. Headers and subheads should be set in Heavy. Body copy and lists should be set in Roman or Light. Titles should be set in Oblique.

# Aa

Montserrat Light

Montserrat Medium

**Montserrat Bold**

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# CORPORATE COLORS

The primary palette anchors the brand. The primary palette combines the logo colors with neutral shades. Gradients should be used at appropriate angles to enhance the feeling of depth and layering.

| | | | |
|---|---|---|---|
| Hex code #3A3A3B | Hex code #02326A | Hex code #2680EB | Hex code #FFFFFF |
| CMYK 98,0,0,36 | CMYK 98,53,0,58 | CMYK 84,46,0,8 | CMYK 0,0,0,0 |
| RGB 3,163,163 | RGB 2,50,106 | RGB 38,128,235 | RGB 255,255,255 |

# THANK YOU