



# BRAND GUIDELINES AND PRINCIPLES



Logo

Colour

Typography

Stationery

Graphics

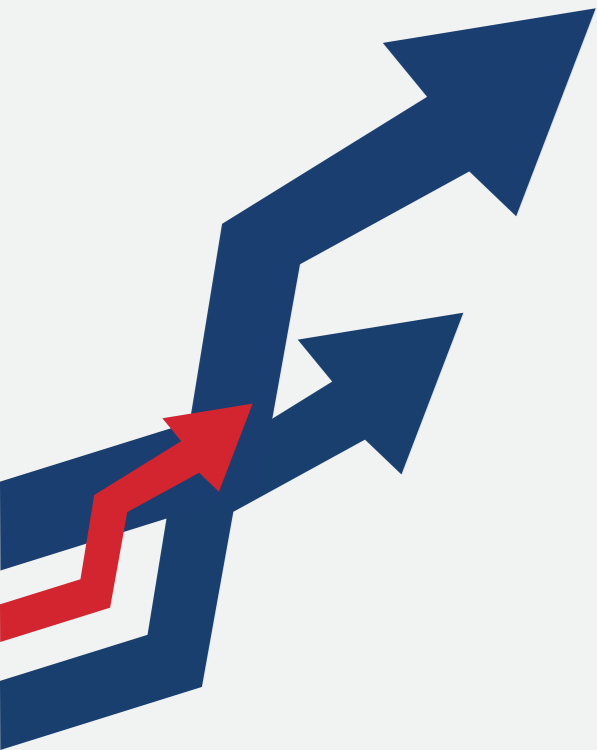
Merchandise

## OUR MISSION

To reach our vision with integrity, honesty and fairness to all stakeholders viz. Clients, Employees, Business Associates, Regulatory Authorities and the Society.

## OUR VISION

To be a globally recognized financial service provider, leveraging the best of technology, people and ideas.





Logo

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Merchandise

## OUR ETHOS / VALUES

Ashika Group aims to be a globally recognised provider of financial services, and we adhere to a number of values and principles to fulfil our ambition. These values provide us a sense of direction and acts as a firm foundation for our evolving culture.

### TRUST AND RELATIONSHIP

At the top of our business principles is fair dealing. We believe that the foundation of any fruitful business relation is mutual faith, and we strive to uphold it. We leave no stone unturned to build long-lasting relationships based on reliance and faith.

### TRANSPARENCY

We believe that the building block of a relationship of trust is transparency. We conduct all business in an open atmosphere to inspire confidence in our clients, associates and employees.

### COMPLIANCE

We follow the law of the land strictly and undertake only legal enterprises to preserve the reputation of our organisation.

### GROWTH

We forever work hard to ensure constant growth for all our stakeholders. At Ashika Group, we know growth is complemented by sharing.

### INNOVATION

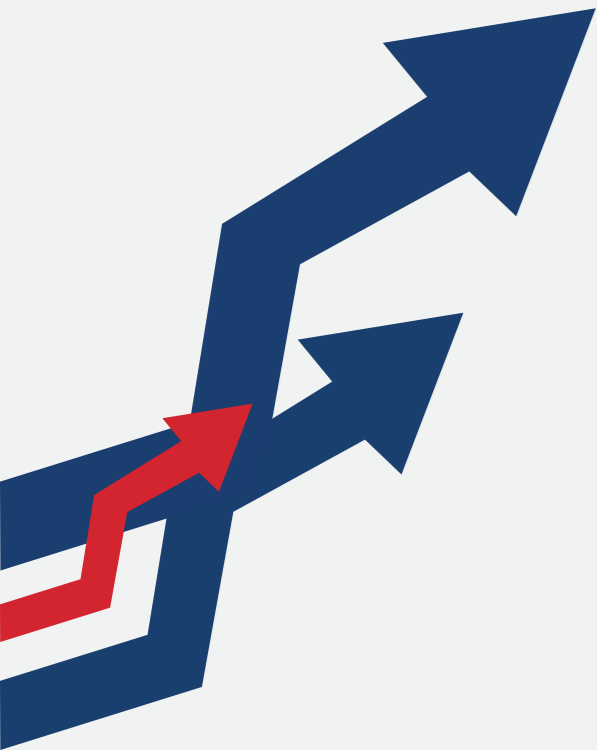
To stay ahead in a competitive market, innovation is the need of the hour. We strive to fulfil this promise by constantly upgrading our processes, policies and services to fit to the demands of an evolving market.

### DIVERSITY AND TEAM WORK

Ashika Group offers a plethora of services under the same umbrella. Also, people from a vast spectrum of cultural background and training come together under one umbrella to deliver the best service to you. We also understand the importance of co-operation, collaboration and team work in the road to success. So, our team of professionals and pan-India network is always at your service. An efficient and united team also helps us to keep one eye on risk and another on reward to ensure that your investment is secure.

### EXCELLENCE AND PASSION

Cutting-edge and competent service with a personal touch has been our winning formula. Ashika Group sets industry benchmarks so that you are satisfied every time. We combine high energy and determination with skills to deliver an international standard of services that you will surely appreciate.





Logo ▶

Colour

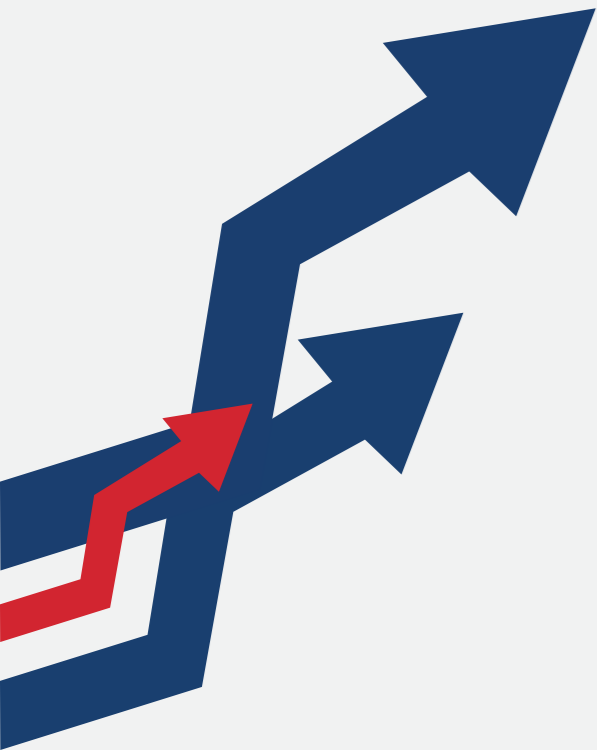
Typography

Stationery

Graphics

Merchandise

# LOGO





# LOGO

Positive background

Logo ▶

Colour

Typography

Stationery

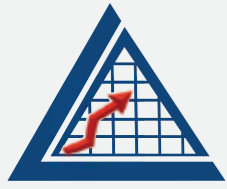
Graphics

Merchandise



Negative Background





# LOGO

Colour

Below are the only colour versions of our logo that should be used. The all black version should only be used where colour reproduction is not possible i.e. on automated shipping labels.

Logo ▶

Colour

Typography

Stationery

Graphics

Merchandise

Positive: Primary (for clean, light backgrounds)



Negative: (for cluttered or dark backgrounds)



Positive: Single Colour (Black) (for B&W printing)



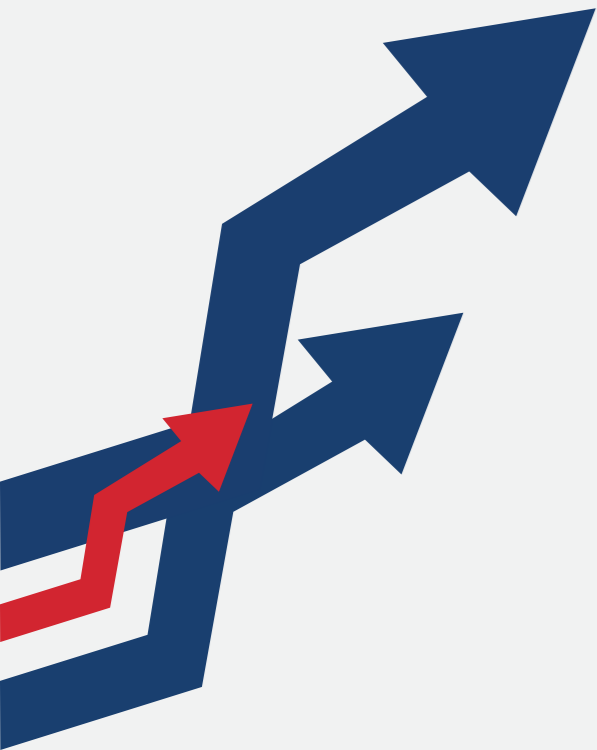
Negative: Single Colour (White) (for B&W printing)



Positive: Stacked (for constrained spaces)



Negative: Stacked (for constrained spaces)





# SYMBOL

Clearspace

For some specific applications the symbol is used by itself.

Use half the width of the symbol as a minimum clearspace.

Logo ▶

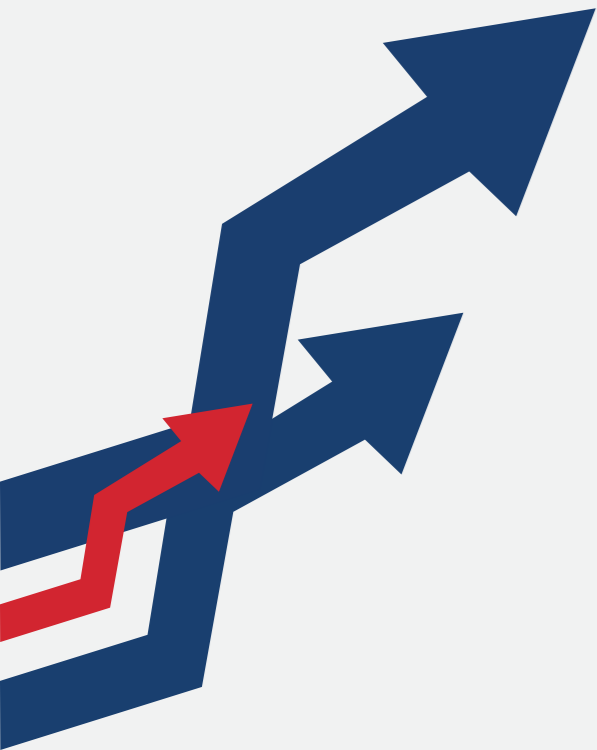
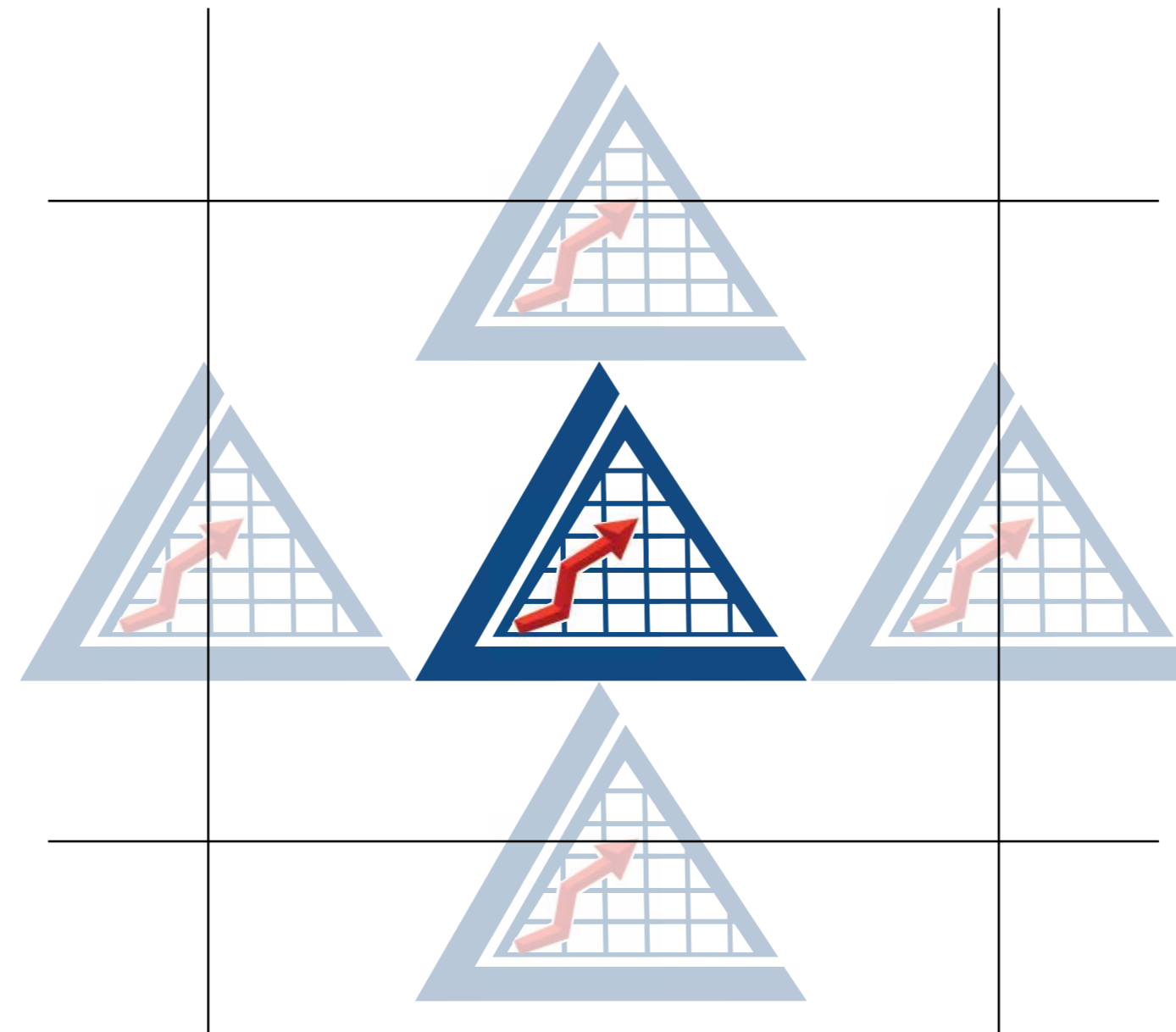
Colour

Typography

Stationery

Graphics

Merchandise





# LOGO

Clearspace

To give our logo the space it deserves, we've defined specific parameters for its clear space. The clearspace is where no other graphic element can encroach.

All graphic elements must remain the specified distances from our logo. Logo should always be given as much space as possible. Use half the width of the symbol as a minimum clearspace.

Logo ▶

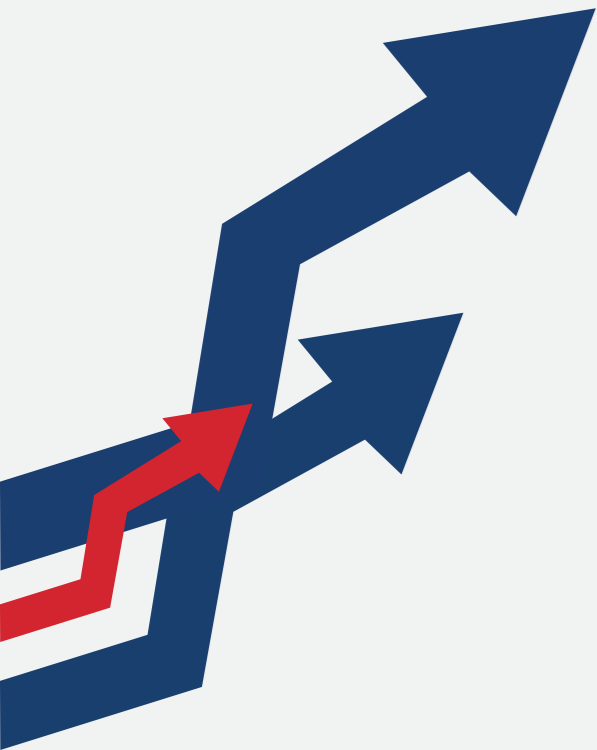
Colour

Typography

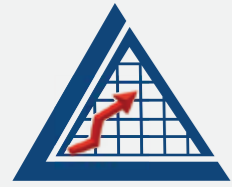
Stationery

Graphics

Merchandise







# LOGO

Minimum size usage and description

Logo should always be legible in every application.

Never use the logo below the minimum sizes illustrated below.

Logo ▶

Colour

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Merchandise



20mm for print



100px for online

Logo is represented by a blue triangle with a red arrow rising up denotes a deep meaning.

#### TRIANGLE

Triangle denotes progress based on a strong foundation. The three prongs indicate versatility and preparedness to meet any situation.

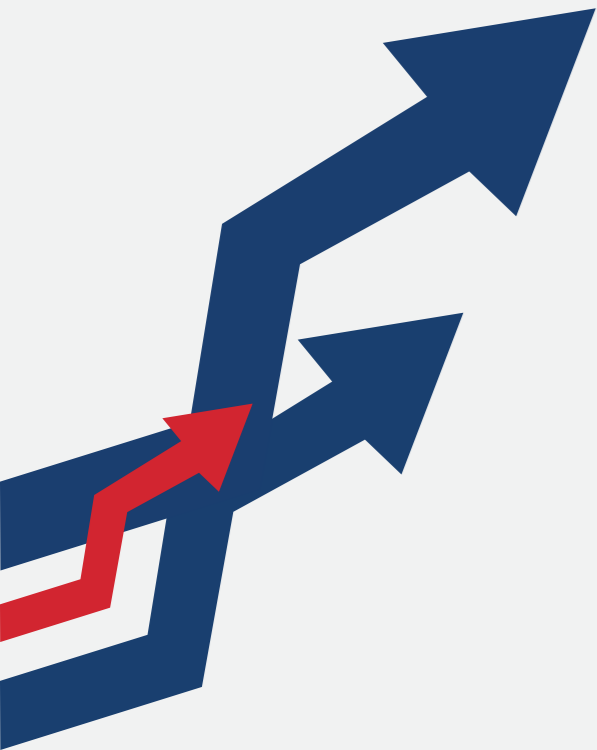
#### THE ARROW

Upward arrow denotes the growth. The red arrow through the triangle represents the courage to move forward and gives confidence in the products & services we provide. It is a symbol of movement precision and speed.

#### OUR HOUSE COLOURS

Blue: It is a color that symbolizes loyalty, strength, wisdom and trust. It exhibits an inner security, stability and confidence.

Red: The colour red exudes a strong and powerful energy that motivates us to take action. It signifies a pioneering spirit with leadership qualities, promoting ambition and determination.





# LOGO

Misuse

Below are examples of what not to do with our logo.

Logo ▶

Colour

Typography

Stationery

Graphics

Merchandise



Do not colour it



Do not re-align it



Do not change the size relationship



Do not insert texture



Do not apply Photoshop effects



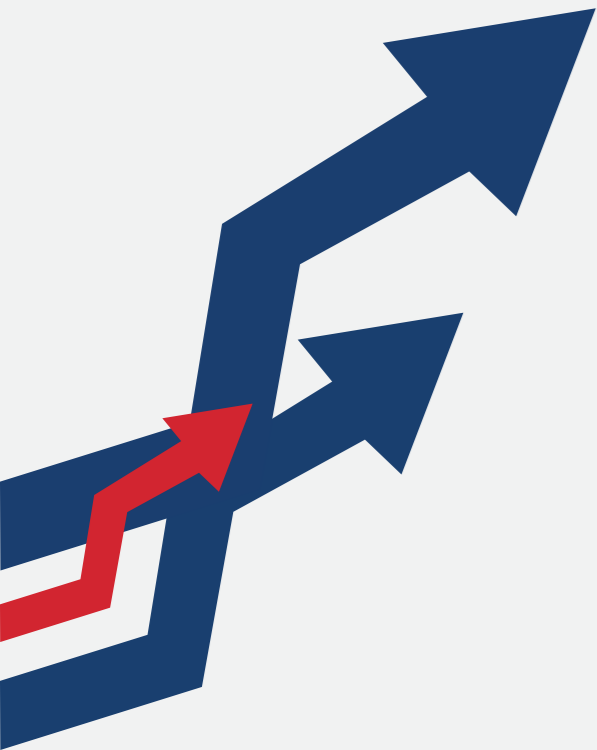
Do not crop it



Do not break it up



Do not distort, rotate or transform it





# LOGO

Misuse

Below are examples of what not to do with our logo.

Logo ▶

Colour

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Merchandise



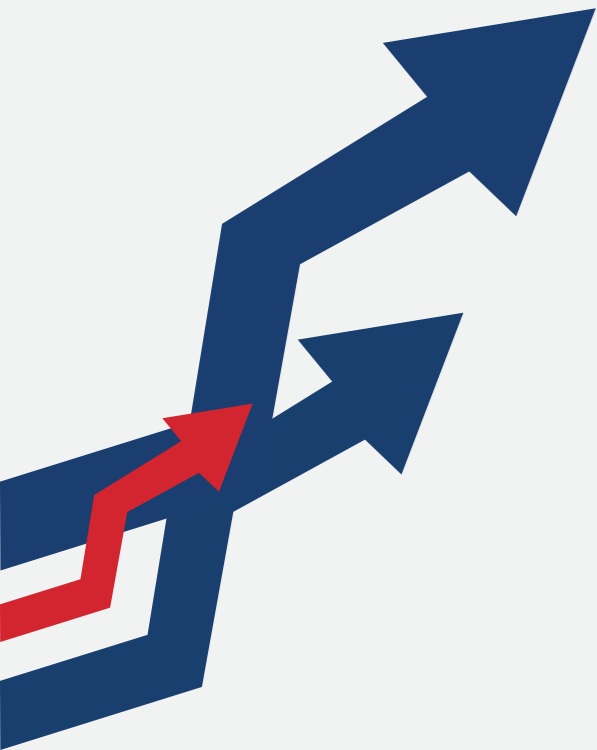
Use reverse logo on plain/gradient background



Do not use reverse logo on busy background



Use reverse logo with white patch on busy background





Logo

Colour ▶

Typography

Stationery

Graphics

Merchandise

# COLOUR





# COLOUR

palette

Our primary palette uses red.  
Ensure to use the colour values  
shown below.

Colours are only ever used at  
100% opacity and never as tints.

Logo

Colour ▶

Typography

Stationery

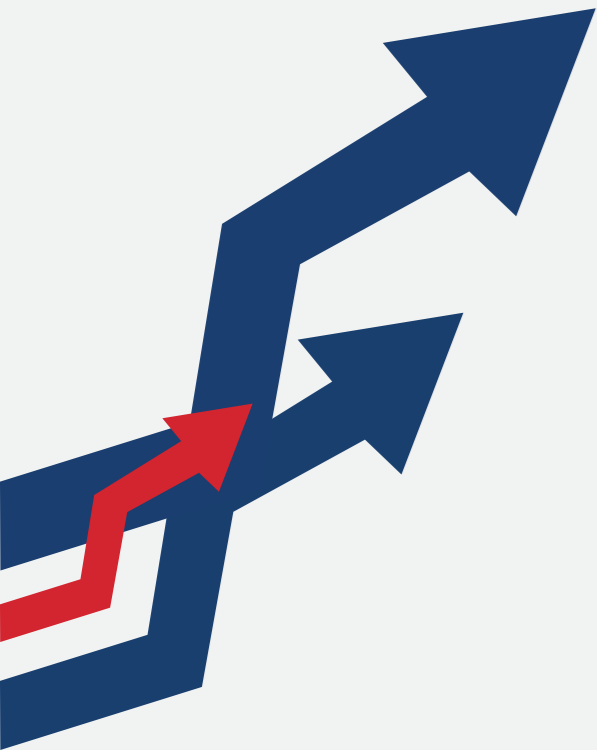
Graphics

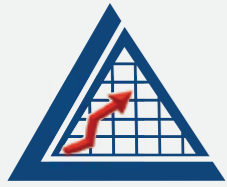
Merchandise

Blue  
PMS 541 c  
C100 M84 Y30 K16  
R210 G38 B48

Red  
PMS 1795 c  
C11 M99 Y90 K2  
R210 G38 B48

Black  
Hex #000000  
C0 M0 Y0 K100  
R0 G0 B0





Logo

Colour

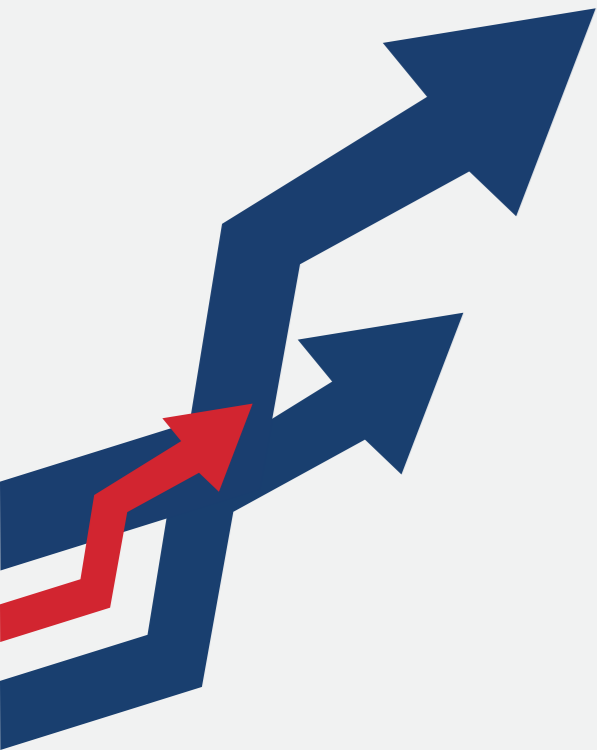
Typography ▶

Stationery

Graphics

Merchandise

# TYPOGRAPHY





Logo

Colour

Typography ▶

Stationery

Graphics

Merchandise

# TYPOGRAPHY

palette

Helvetica Regular: Typeface for headlines  
Use where ever possible

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890

Use the standard version of Helvetica regular.  
And Helvetica Bold, Medium, Light  
as support typefaces, only for headlines.

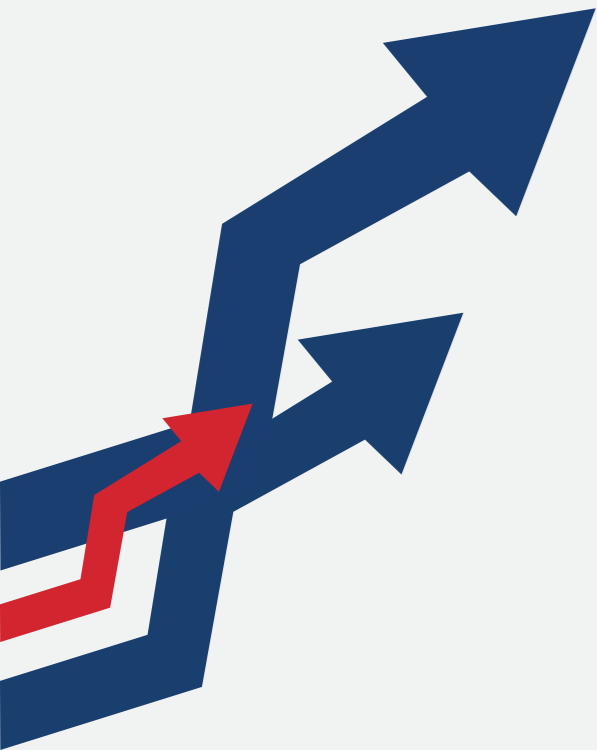
Leading is Auto and  
tracking is set to 20.

Helvetica Bold, Medium, Light :  
support typeface. Use to add emphasis when  
further hierarchy is needed

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
OPQRSTUVWXYZ  
1234567890





Logo

Colour

Typography ▶

Stationery

Graphics

Merchandise

For most applications, our typography looks best in:

- Dark Grey (positive)
- Black (positive)
- White (negative)

In case the background colour is from the secondary palette, please use a more saturated version of the same colour for the text.

Please refer to our colour palette for exact colour values.

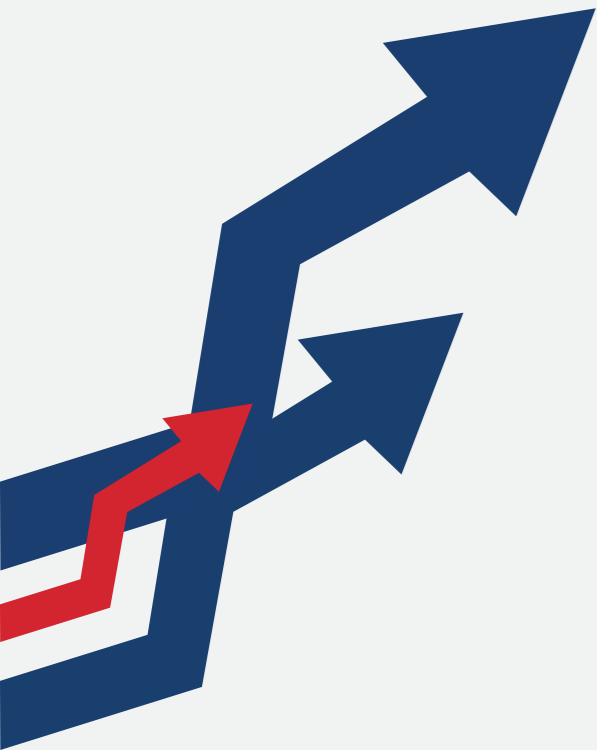
The font can be in our red colour where we want to communicate the brand thought.

Dark Grey (Positive)

**Be The Game Changer**  
Be The Game Changer

White (Negative)

**Be The Game Changer**







Logo

Colour

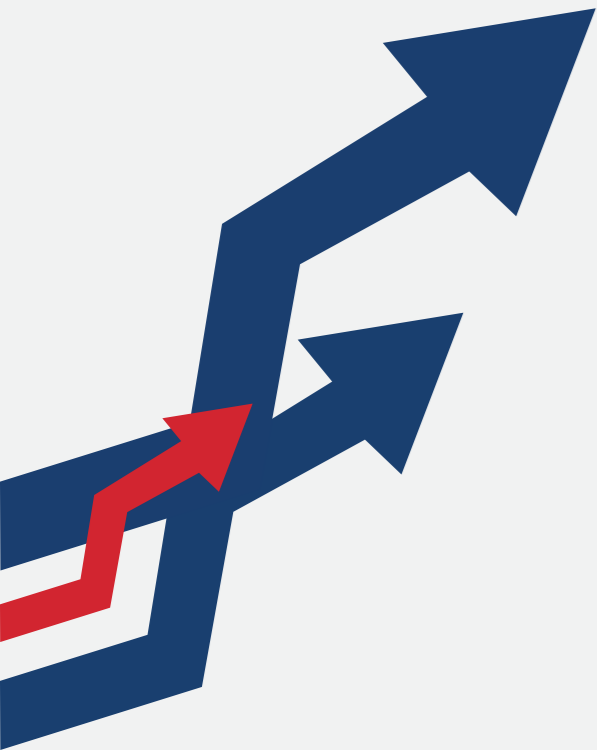
Typography

Stationery ▶

Graphics

Merchandise

# STATIONERY





# STATIONERY

Logo

Colour

Typography

Stationery ▶

Graphics

Merchandise

Letter head



Visiting card-front



Visiting card-back



Envelope - front



Envelope - back





Logo

Colour

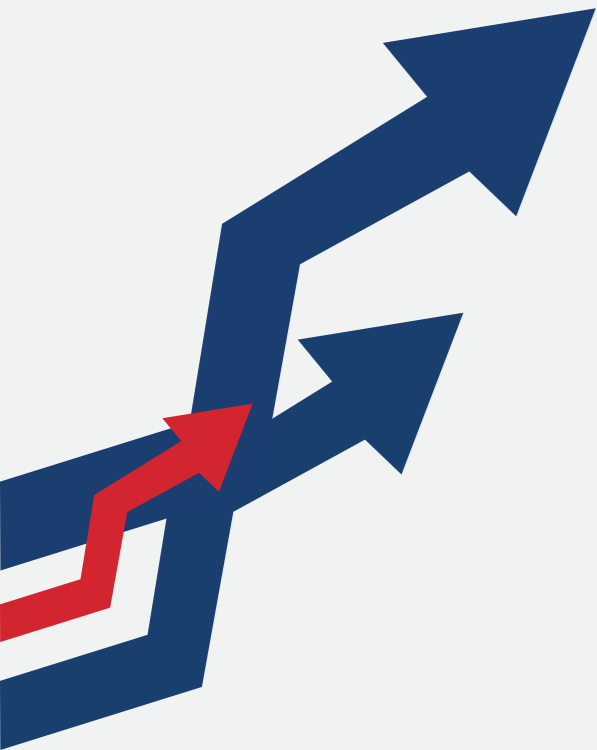
Typography

Stationery

Graphics ▶

Merchandise

# GRAPHICS





# GRAPHICS

Presentation slide layout

Logo

Colour

Typography

Stationery

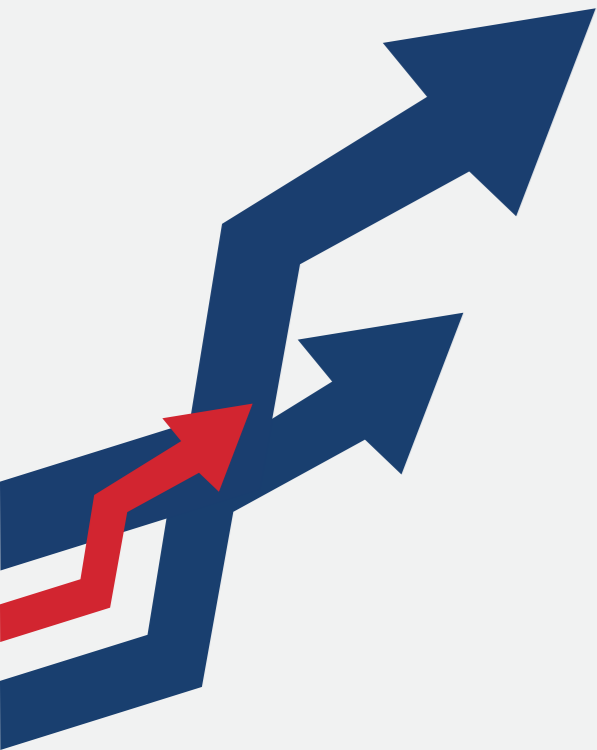
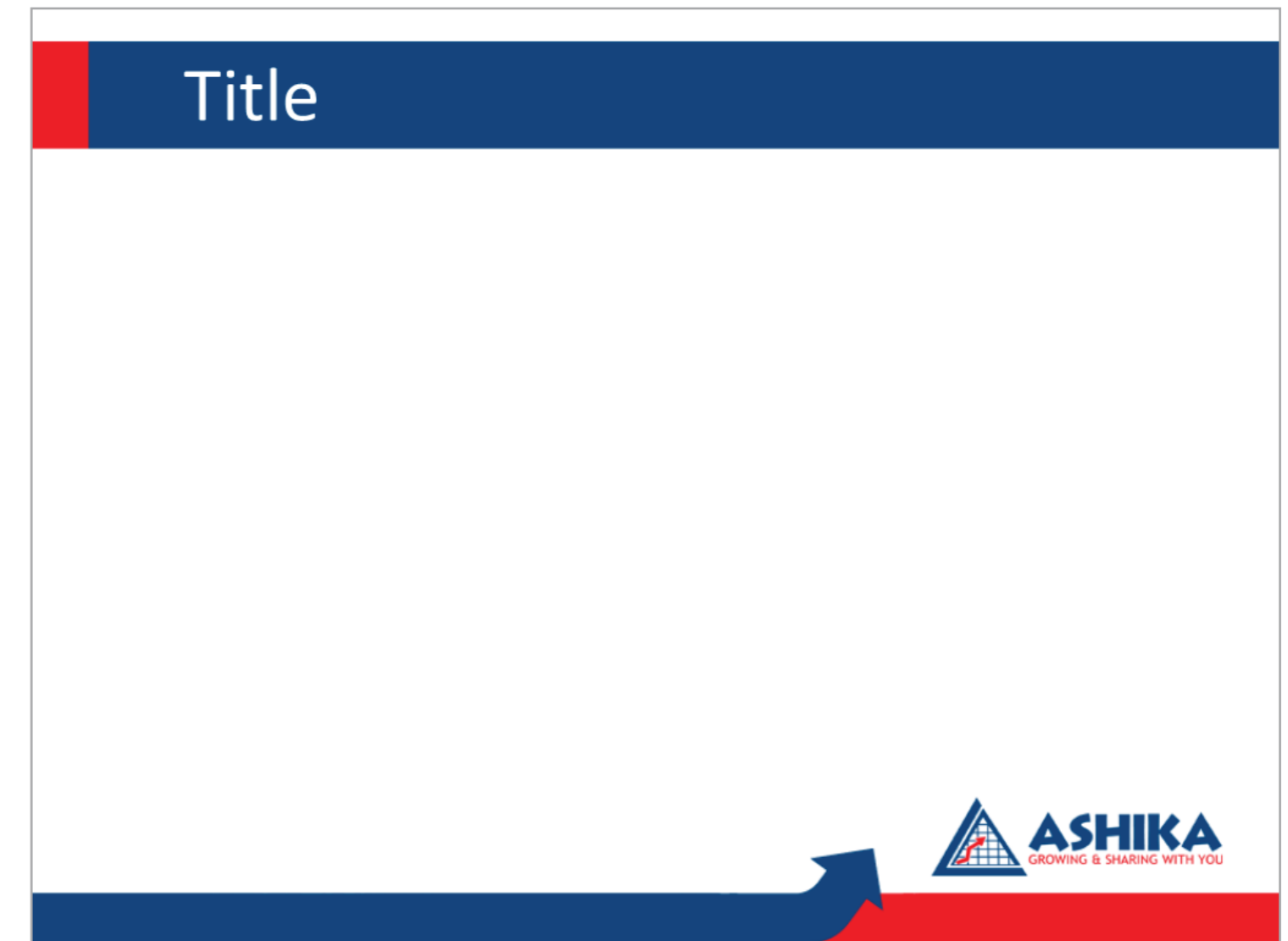
Graphics ▶

Merchandise

Cover slide



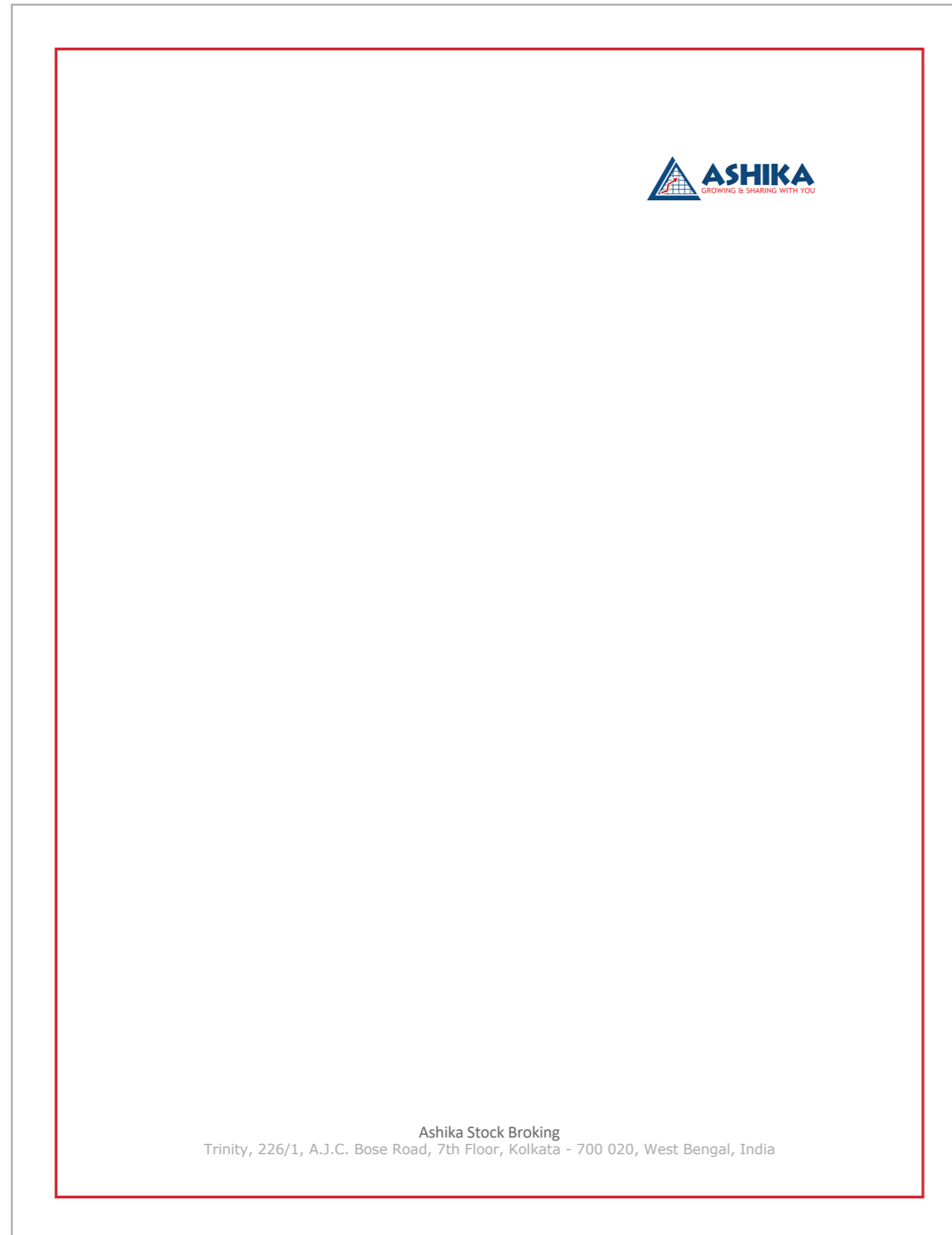
Inside slides





# GRAPHICS

Word file layout



Logo

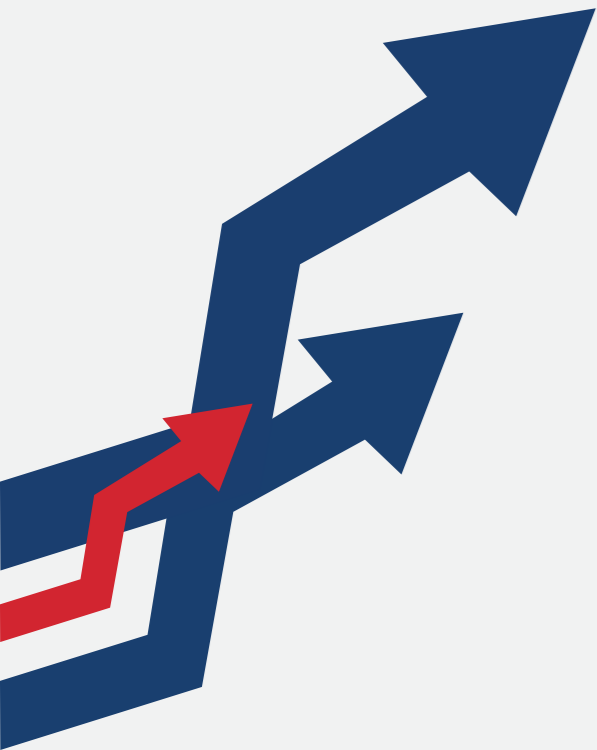
Colour

Typography

Stationery

Graphics ▶

Merchandise



Research report layout





Logo

Colour

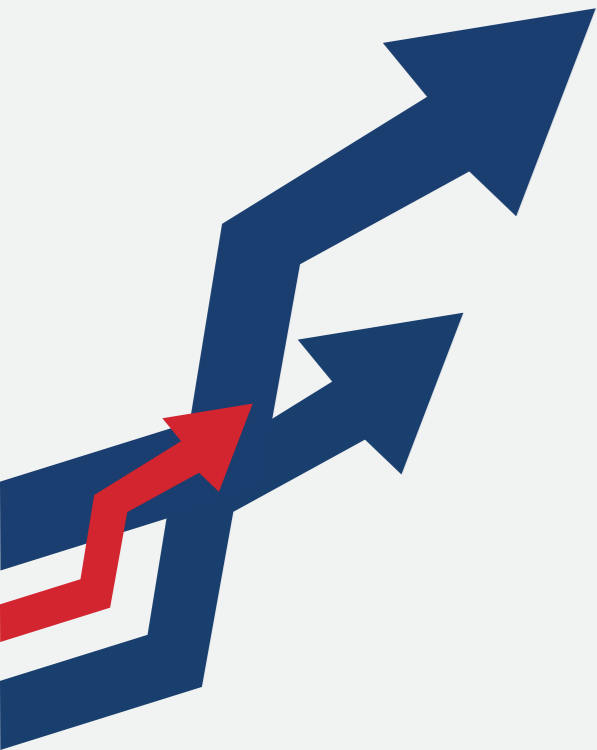
Typography

Stationery

Graphics

Merchandise ▶

# MERCHANDISE





# MERCHANDISE

Logo

Colour

Typography

Stationery

Graphics

Merchandise ▶

Cap



T-shirt



Pen



Mug

