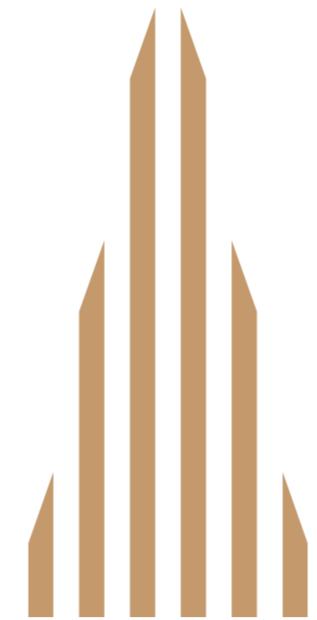




# BRAND GUIDE

---



**SIDDANTH**  
D E V E L O P E R S

# Brand Guidelines

Welcome to the guide that introduces Siddanth Developers to the world.

Siddanth Developers' work and projects are a testament in itself to our dedication and expertise in the Real Estate sphere. The brand book that you hold in your hand illustrates the visual translation of this standing and details the guidelines we must follow to maintain it.

Siddanth Developers' new visual identity has been crafted after many hours of research and study. Through multiple iterations, we have created the icon, colours, and font that effectively communicate the niche that Siddanth Developers occupies in the industry.

As a company, we strive for excellence and perfection in our work. As a brand, we intend to do the same; and this brand book guides us to it.

# CONTENTS

ABOUT US	05 - 07
BRAND LOGO	08 - 25
VISUAL ELEMENTS	26 - 41
LOGO PLACEMENT GUIDELINES	42 - 59
BRAND COLLATERALS	60 - 64

# ABOUT US

# About Us

Siddanth Developers is a plot development company that also oversees construction of residential buildings and commercial structures. Our plots are built, and made affordable, for common people. With us, you find your forever home that lives up to your expectations.

# Our Personality

**Transparency | Cooperation | Excellence | Growth**

While Siddanth Developers aims for brilliance in each of its endeavors, we ensure not to leave anyone behind in the process. We are here for everyone - we do not discriminate or put anyone down. If we provide a service and you come to us seeking help, we will always assist you and help out. We move forward and upward, and we make sure that we take you with us always.

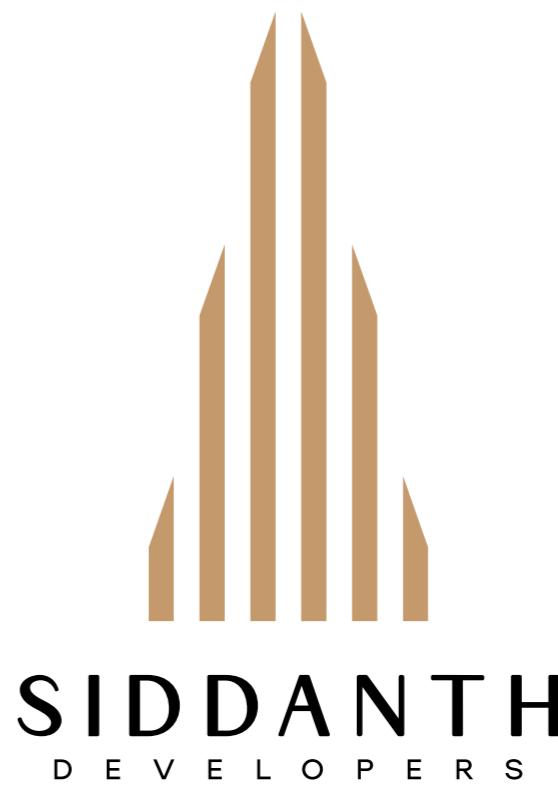
# BRAND LOGO

# Brand logo

A brand's logo is its most recognized asset. It's how customers tell your brand apart in a crowded industry. As such, a brand logo is the most important visual element of a brand and should be preserved at all times.

The Siddanth Developers brand logo should appear on all communications and be used in accordance with the following brand guidelines. We must ensure that the visual integrity and clarity of the logo are always upheld.

# The Siddanth Logo



# Logo Concept

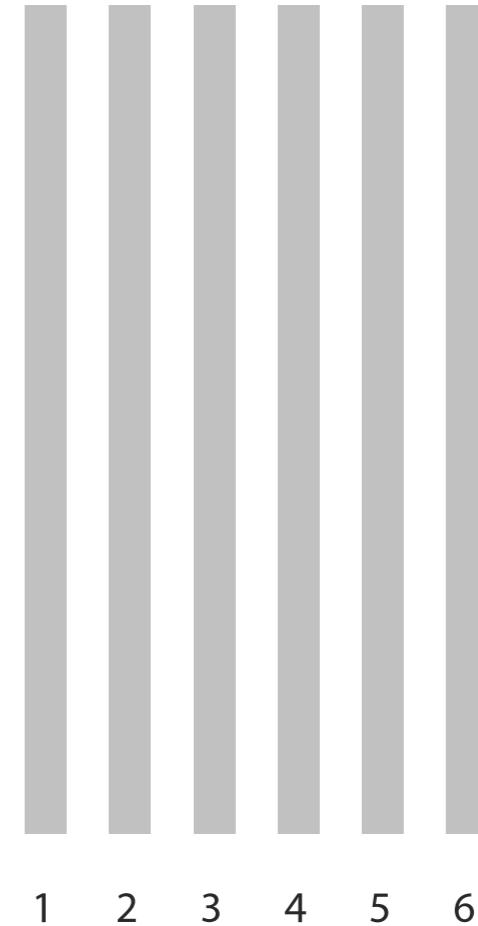
As a business, Siddanth Developers' biggest asset is the work that it does. It is essential that this comes across in the brand's primary logo. Hence, our logo represents the 6 essential steps of construction. Everything we do is by the book, and this is why all our projects exceed expectations. Our brand logo is a homage to doing things the right way.

To correlate with our brand's personality, we have used deliberate sharp-edged shapes in our brand logo. This showcases our earnestness for what we do. The icon in itself looks like a building. However, it also resembles a graph-like representation of the construction process.

You will find that the Siddanth Developers brand logo is clear, clean and very to-the-point. You get what you see - just like our houses.

# 6 STEPS OF A CONSTRUCTION PROJECT

- ▶ Conception
- ▶ Team & Delivery Method Selection
- ▶ Design
- ▶ Preconstruction & Procurement
- ▶ Construction
- ▶ Close - Out

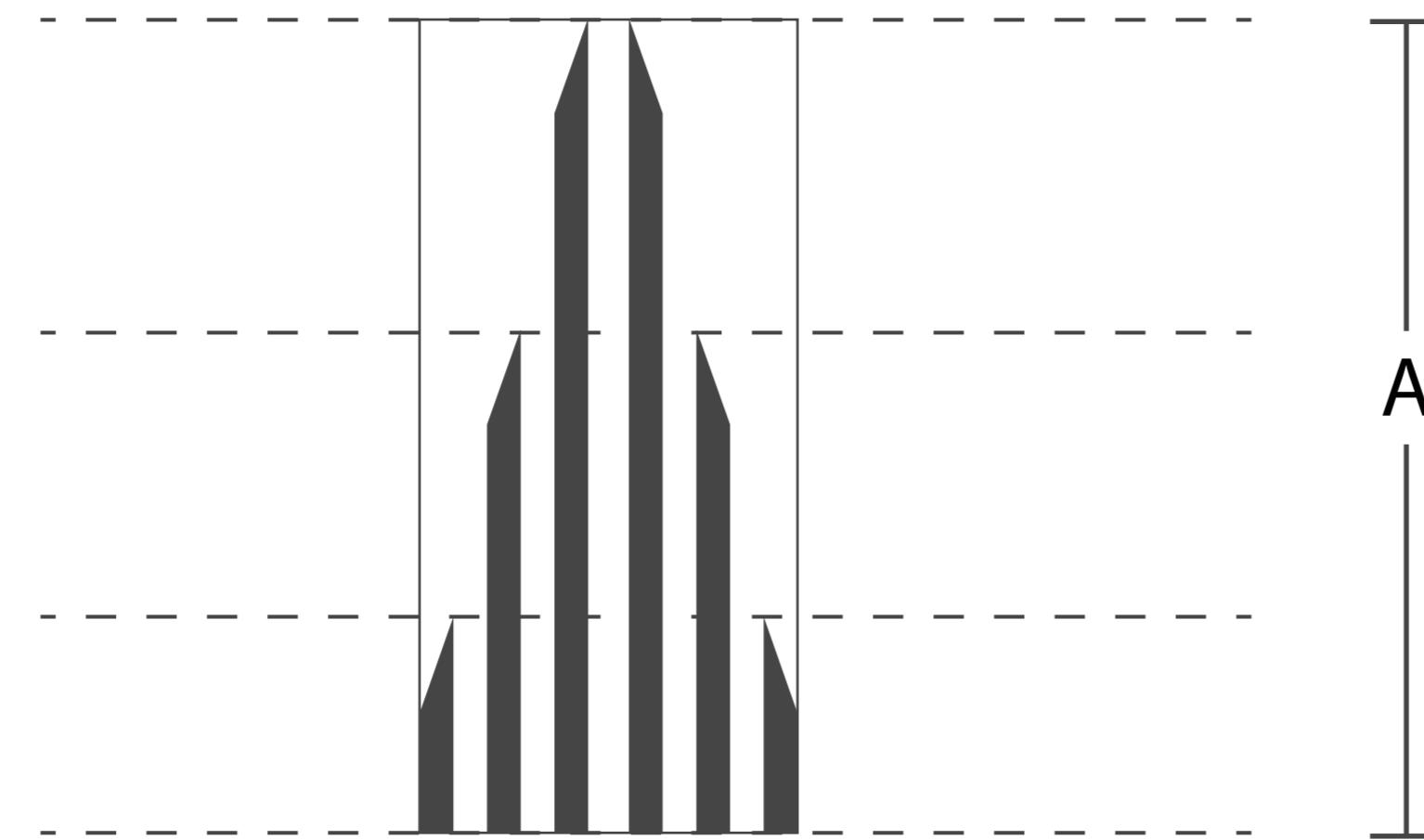


# Golden Ratio

Designing is not just a matter of creativity. True designing requires some knowledge of Mathematics as well and the Siddanth Developers logo is a testament to that. The golden ratio, also known as the divine proportion, is an irrational, never-ending number of 1.618033... When represented geometrically, it is believed to be a standard for beauty and aesthetics.

The brand logo created for Siddanth Developers utilises the phenomena of the golden ratio. The canvas of the logo is divided using the golden ratio into three major sections in terms of height. Each line of the icon corresponds to the adjacent one in terms of the golden ratio. The base of the icon is kept solid to represent a firm and grounded foundation of the brand. The top end of every line is sharpened, signifying an upward journey.

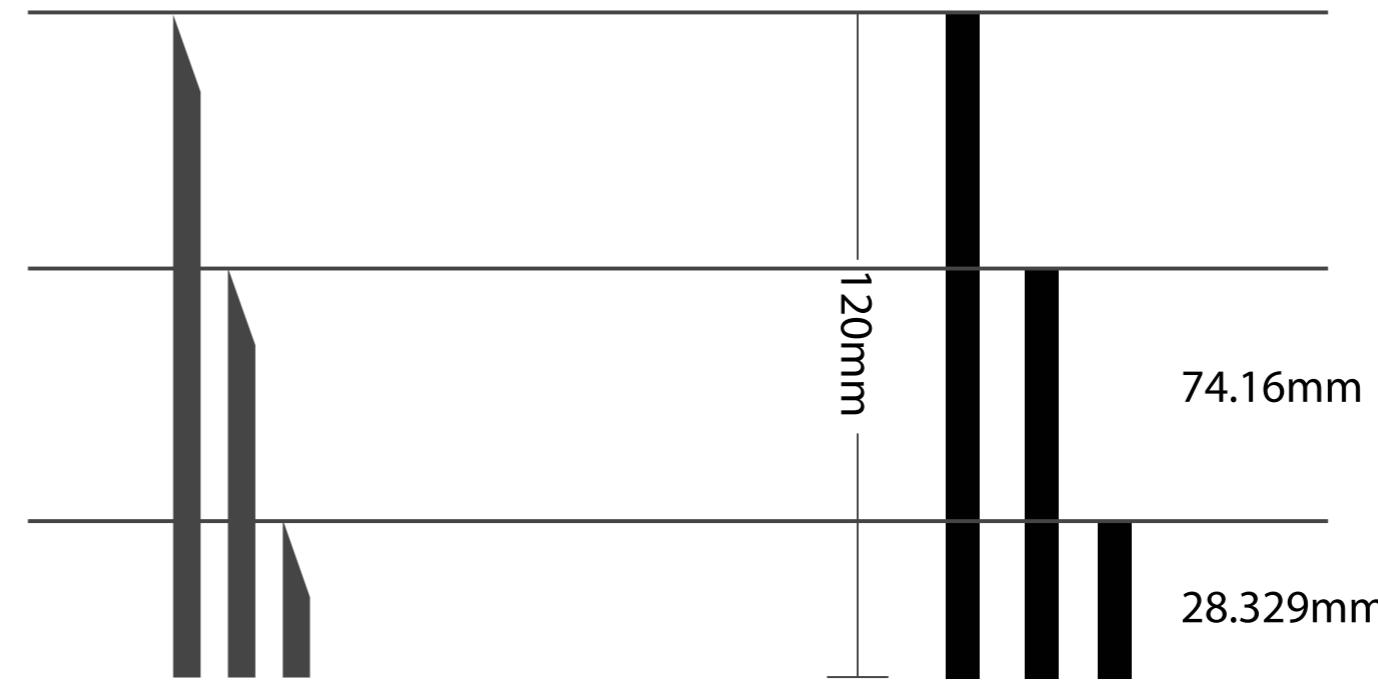
**GOLDEN RATIO = 1.618**



$A \times 0.618 =$   
Canvas Golden  
Ratio Division



## GOLDEN RATIO CALCULATION



$$120\text{mm} \times 0.618 = 74.16$$

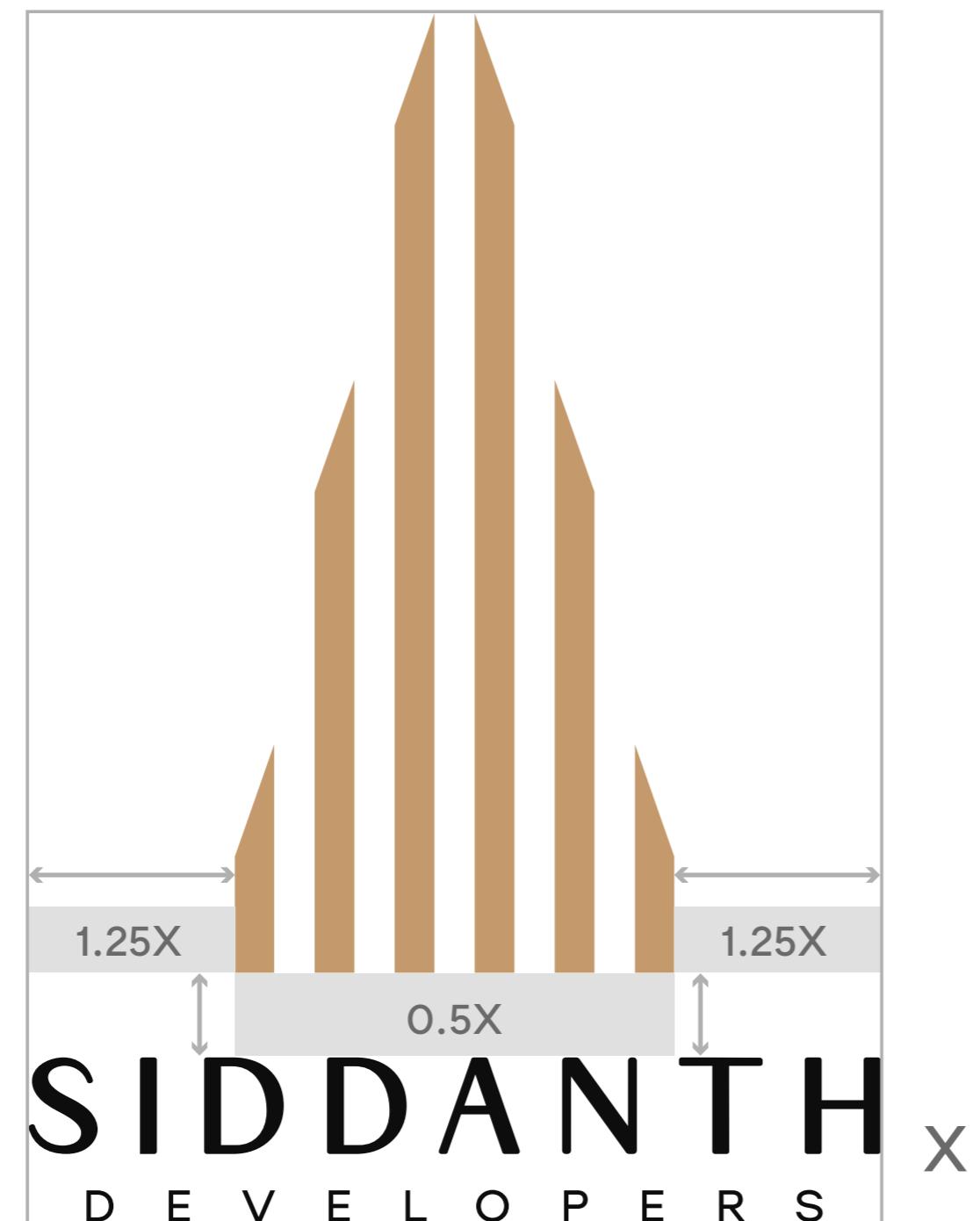
$$74.16\text{mm} \times 0.618 = 45.830$$

$$74.16 - 45.830 = 28.329$$

# Logo Clear Space

Every time the Siddanth Developers logo is used, we must ensure that every element is clear, legible and clutter-free. This maximises the logo's recognition, recall and impact across all media.

The icon and wordmark of the logo must be locked against each other exactly as illustrated on the next page. These values should not be altered as it runs the risk of hampering the integrity of the logo as a whole.



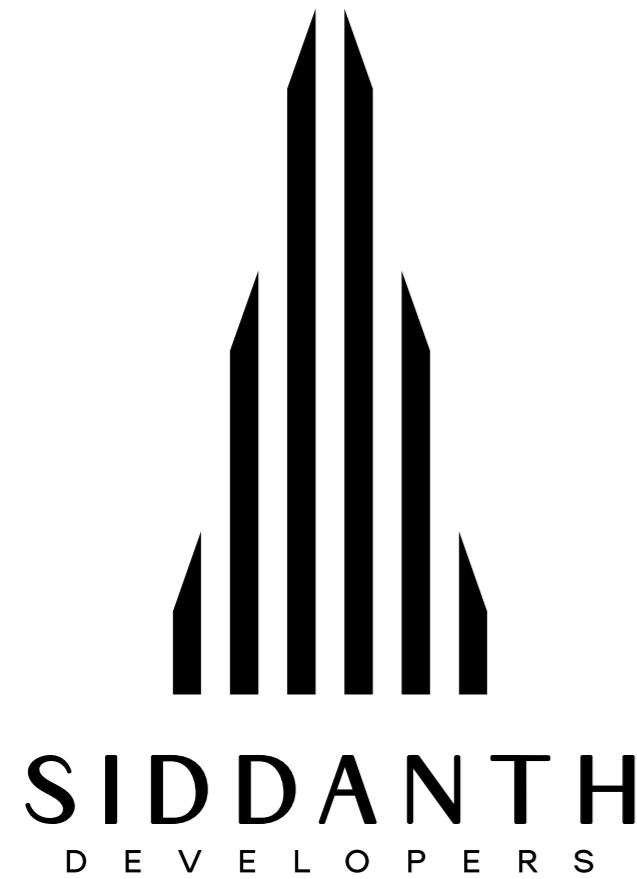
- $X$  denotes the height of the Wordmark here.
- $0.5X$  should be the spacing between Wordmark & the Icon.
- $1.25X$  should be the spacing around the icon with respect to the wordmark.

# Logo Lockups

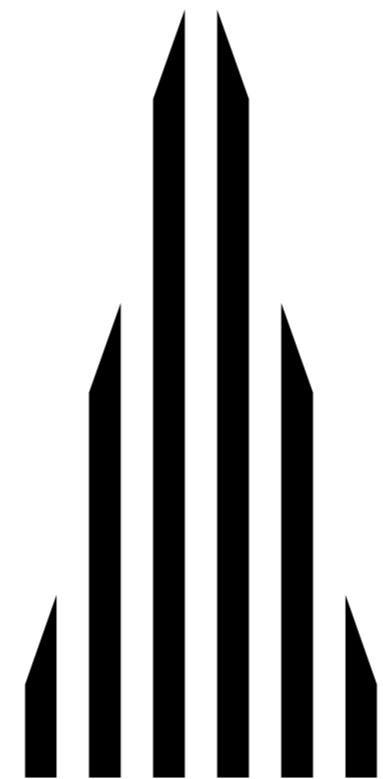
Using the entire logo on every collateral is not always possible. Given the space that the complete Siddanth logo occupies, we have created three official logo lock-ups that can be used as necessary. The primary lockup consists of both the icon and the wordmark. Whereas the other two lock-ups are icon and wordmark only respectively.

The Siddanth logo lock-ups help us fit in the brand's most recognisable asset in every possible space. So anywhere you look, Siddanth has the scope of making itself known.

## PRIMARY LOCKUP



## ICON - ONLY



## WORDMARK

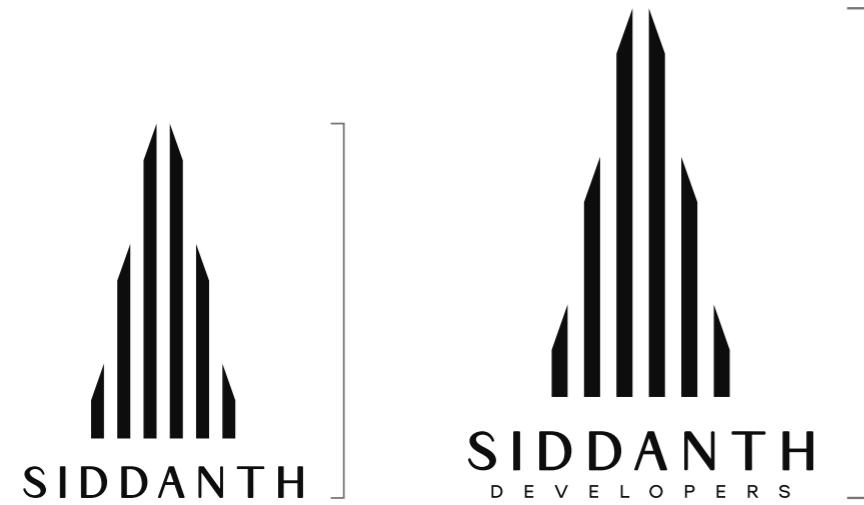
**SIDDANTH**  
DEVELOPERS

# Logo Sizing

Given the purpose and canvas size, the size of the logo is bound to change with every collateral being made.

With every change, what must not be lost is the visibility and legibility of the logo. To ensure this, we have provided minimum sizes for each logo lock-up. The Siddanth logo should never be reproduced in any size smaller than what is represented on the next page.

## PRIMARY LOCKUP



## ICON - ONLY



## WORDMARK LOCKUP



*The minimum height for the entire logo should be 1". The word "Developers" should be added only if the Logo height is more than 2".*

*The icon's minimum height should be 1".*

*The minimum width of the wordmark should be 1". The word "Developers" should be added only if the wordmark width available is more than 2".*

# Logo Colour Variants

In branding, colour plays a vital and impact role. It helps distinguish brands from their competitors and builds recognition. Accordingly, we must ensure that we do not play around too much with colours when it comes to the brand's logo.

The Siddanth Developers logo utilises all its primary colours - Camel Brown, white and black. The icon must always be displayed in white, whereas the background colour can be Camel Brown or black - whichever is deemed most appropriate by the designer for the specific use.

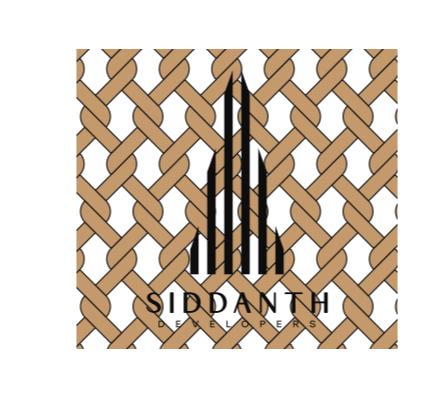
The only logo colour alternatives that should be used are illustrated on the next page.



# Logo Misuses

The Siddanth Developers brand logo is the brand's primary visual representative. Hence, its integrity should be respected at all times and in all places. Please do not stretch, condense, augment or distort its form. Changing any graphic element of the logo will weaken its impact and detract it from the image we seek to project.

The illustrations on the next page describe some of the most common misrepresentations and inappropriate uses of the logo. Please make sure that these are not reproduced anywhere.

		
<p><i>Do not stretch, squash, skew or distort the logo in any way.</i></p>	<p><i>Do not change the logo color outside of the approved palette</i></p>	<p><i>Do not outline the logo</i></p>
		
<p><i>Do not add graphic effects to the logo, including drop shadows</i></p>	<p><i>Do not add place the logo on a high contrast pattern or a busy background</i></p>	<p><i>Do not change the layout of the logo</i></p>
		
<p><i>Do not crop or remove any logo elements.</i></p>	<p><i>Do not change the typeface of the logo.</i></p>	<p><i>Do not rotate the logo</i></p>

# VISUAL ELEMENTS

# Brand Colors

The **primary** brand colours for Siddanth Developers have been carefully chosen to visually reflect its values and its work standard.

## **CAMEL BROWN**

This colour is the perfect representative of a brand that is not too premium or too cheap. It makes the brand look superior while keeping it approachable and attainable. This colour is also very closely related to land-related business and services - which is one of the expertises of Siddanth Developers.

## **JET BLACK**

A pure black colour helps elevate the visuals of the brand. It brings a sense of elegance and strength to the brand. It also helps highlight the Camel Brown colour, which is our hero brand colour.

## **PURE WHITE**

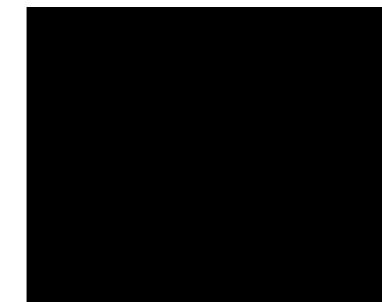
Pure white is an extremely cooling colour and brings a sense of neutrality to the brand perception. It balances out the other bold colours used without reducing their impact. This is also a very useful colour to have in your primary colour palette.

The **secondary** colours for the brand can be used as required for various brand collaterals. These colours should not be used primarily and can be utilised for highlights and visual enhancement.

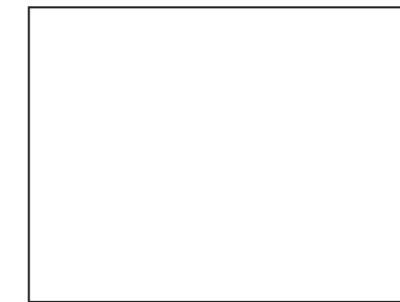
# Primary



**HEX** - #c49a6c  
**R**-196, **G**-154, **B**-108  
**C**-0, **M**-21, **Y**-45, **K**-23



**HEX** - #000000  
**R**-0, **G**-0, **B**-0  
**C**-60, **M**-40, **Y**-40, **K**-100



**HEX** - #FFFFFF  
**R**-255, **G**-255, **B**-255  
**C**-0, **M**-0, **Y**-0, **K**-0

# Secondary



#44260F



#960F0F



#0E1E4F



#E5CFBA



#588B8B



#B5BAC6

# Typography

The primary heading typeface for Siddanth Developers is Poppins whereas the body typeface is Qualion.

Poppins is geometric in style and includes 18 different font weights, making it an extremely versatile font. Qualion also has humanist and geometric inspirations. This font is a modern sans-serif typeface that is flexible and easy to read. Qualion is uniquely suited for a wide range of visual communications - both print and digital.

Katherine Script is a special signature typeface that is to be used scarcely in our communications. Its usage will depend on the desired intent and impact.

**POPPINS**

**ABC12**

QUALION

ABC12

*Katherine*

*Abc 12*

# Heading & Sub-Heading

**Poppins Black**  
**Poppins Extra Bold**  
**Poppins Bold**  
**Poppins Semi Bold**

***Poppins Extra Bold Italic***  
***Poppins Bold Italic***  
***Poppins Semi Bold Italic***

# Body Text

Qualion Light

Qualion Book

**Qualion Demi Bold**

Qualion Light Oblique

Qualion Book Oblique

**Qualion Demi Bold Oblique**

Katherine Script can be used with only Poppins in all the brand's collaterals. Since this font is used comparatively less and is dependent heavily on the desired impact, it can be placed alongside the other typefaces as illustrated on the right.

**POPPINS BLACK**

*Katherine*

**POPPINS EXTRABOLD**

*Katherine*

A few guidelines with regards to the usage of typefaces must be kept in mind. A few dos and don'ts with regards to tracking, kerning, leading, and the use of strokes and solid fills are illustrated on the right.

There should not be any kind of overlap - word, letter or line - under any circumstance. The signature font should not overlap the Heading text in any way.

The heading text can be filled, stroked or a combination of both. However, please ensure that there is no tracking (line), kerning (word) or leading (letter) overlap.



**POPPINS  
BLACK**

**POPPINS  
BLACK**

**POPPINS  
BLACK**

**POPPINS** *Katherine* **BLACK**



**POPPINS  
BLACK**

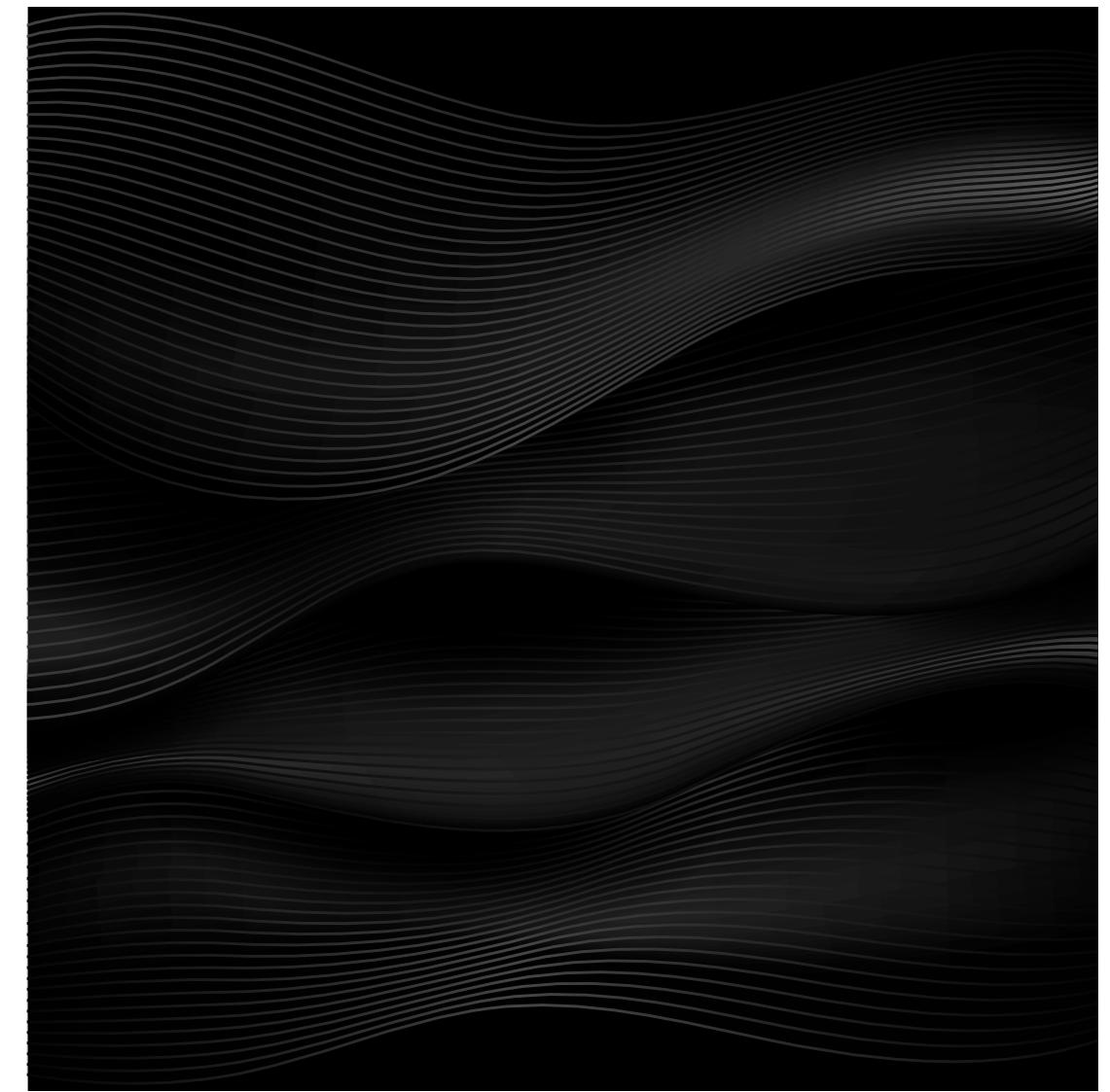
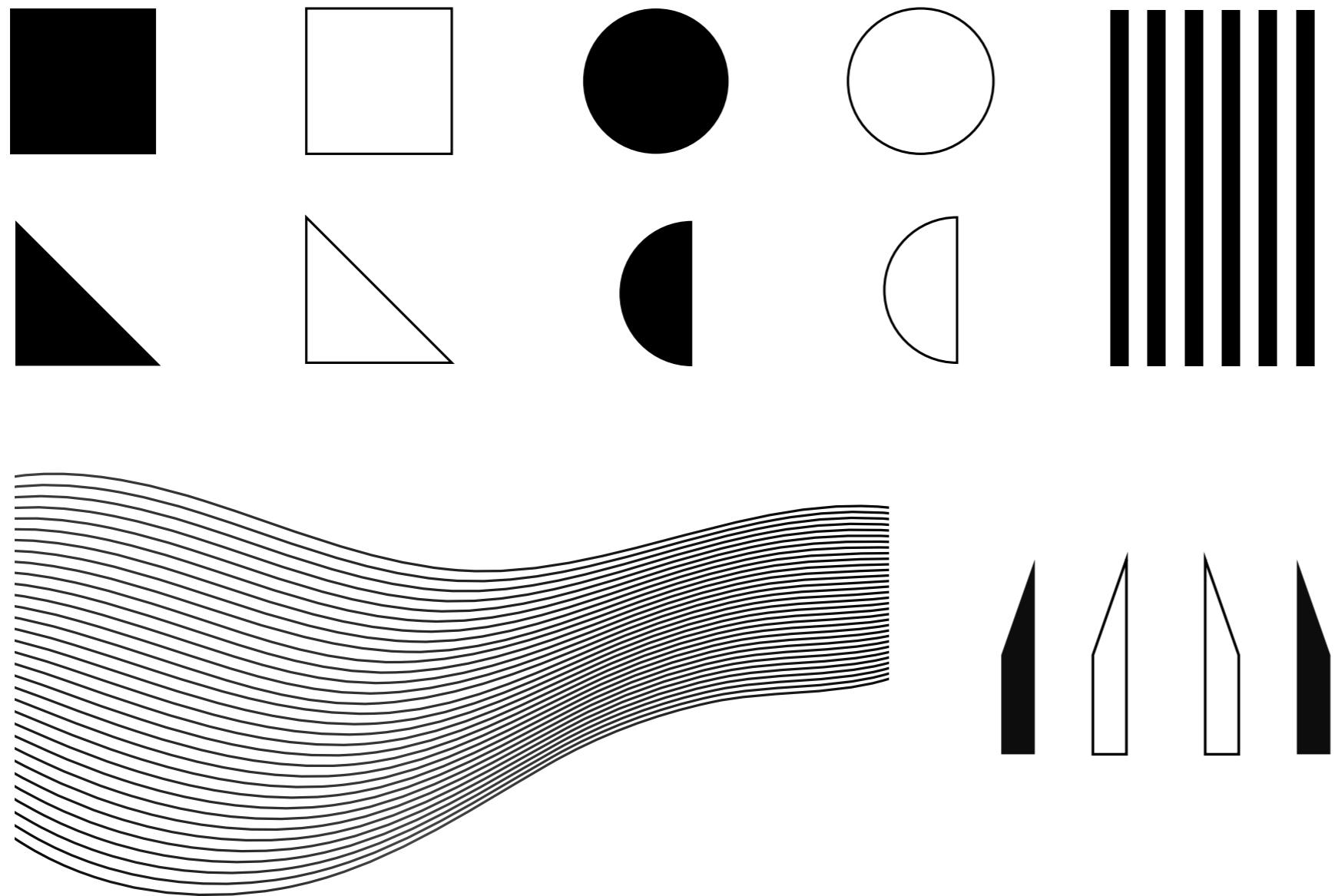
**POPPINS  
BLACK**

**POPPINS  
BLACK**

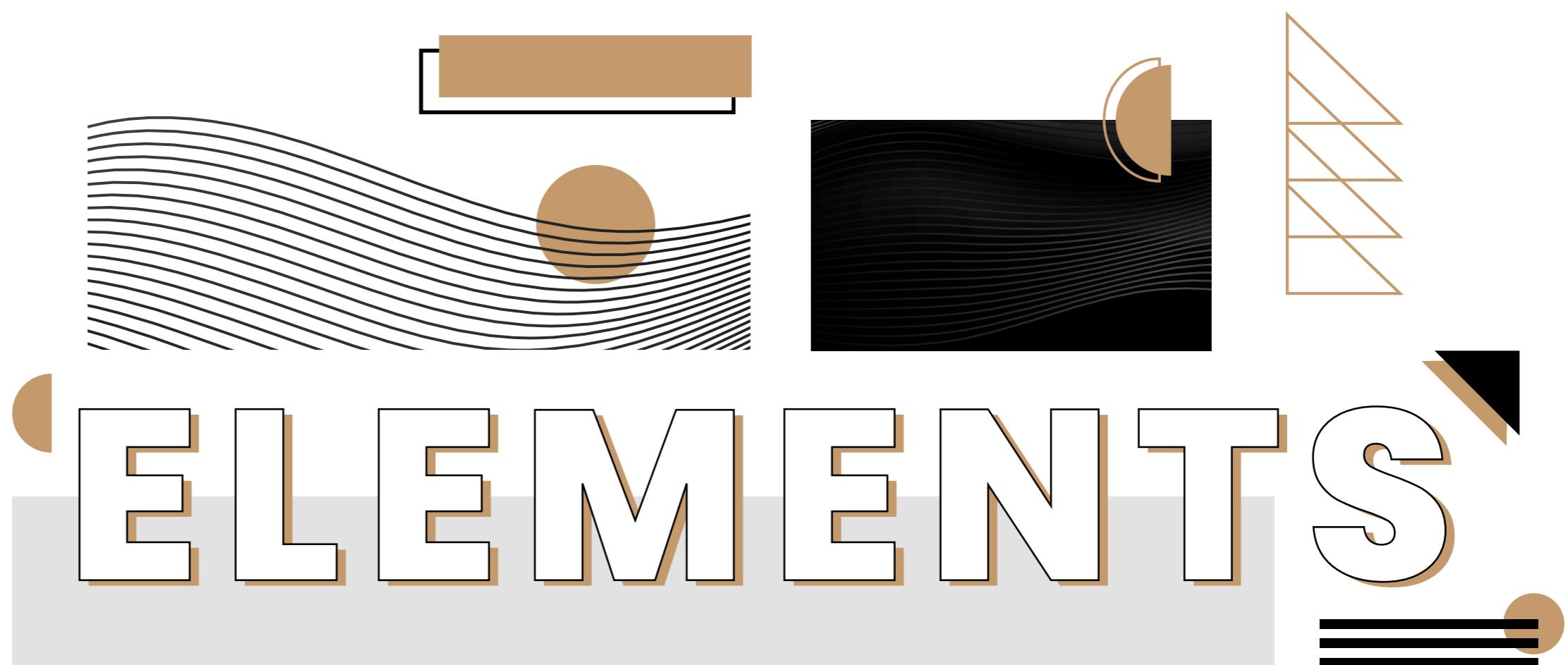
# Brand Elements

A brand's unique shapes and patterns add to its visual appeal and make it more dimensional. These shapes and patterns correlate to the brand logo and colour palette. These elements are important as they make the entire visual identity of the brand more cohesive and whole.

The inspiration for Siddanth Developers' brand shapes and patterns has been taken from the logo and personality. With every element, we only aim to amplify Siddanth's way of working and its quality.

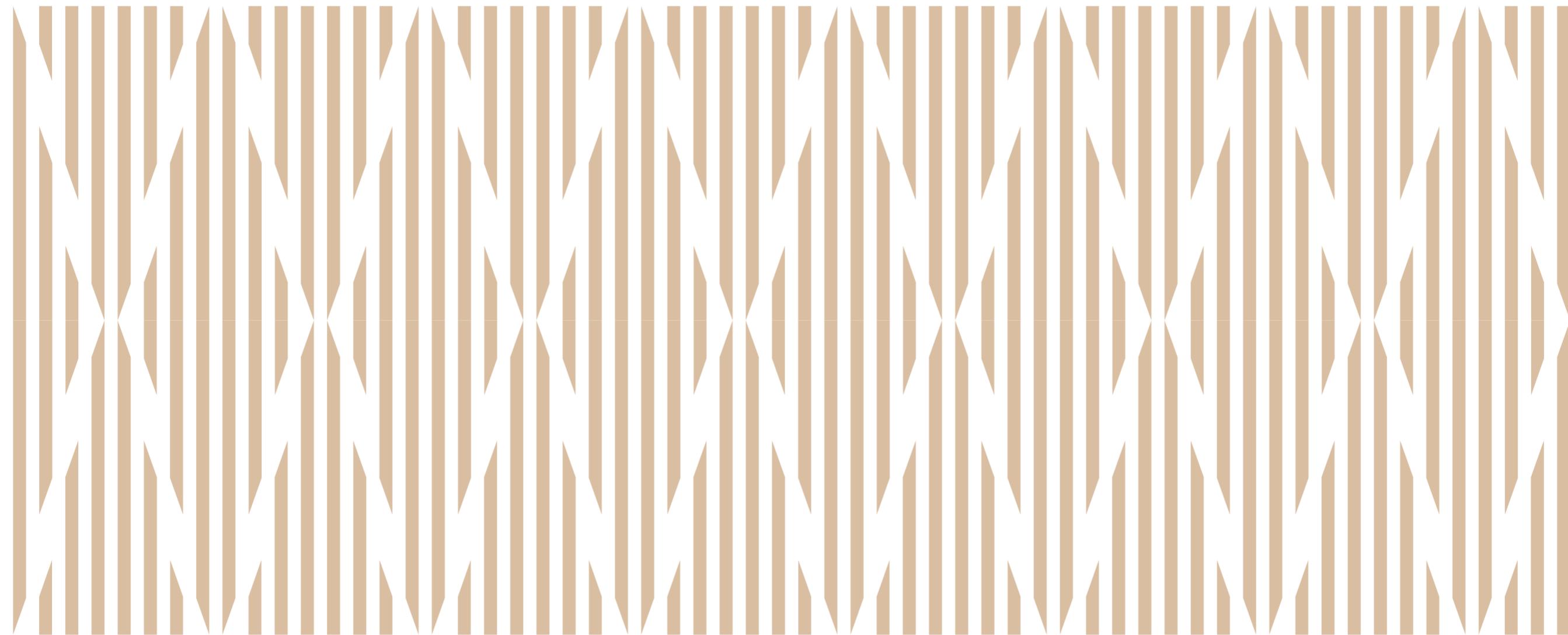


Here is an illustration of how the basic brand elements should be incorporated together in a single space to create visual appeal.



# Brand Pattern

Siddanth Developers' brand pattern helps create strong brand recall. It is heavily inspired by the logo - creating a thread of recognition with every collateral. The brand patterns should not be loud and must be used at a reduced opacity.



# Iconography

The Siddanth Developers' iconography uses only its primary Camel Brown colour. The main feature of this iconography style is that it incorporates sharp edges, alluding to Siddanth's strong and successful personality.

We must ensure that only this iconography style is used across all of Siddanth Developers' collaterals.



# LOGO PLACEMENT GUIDELINES

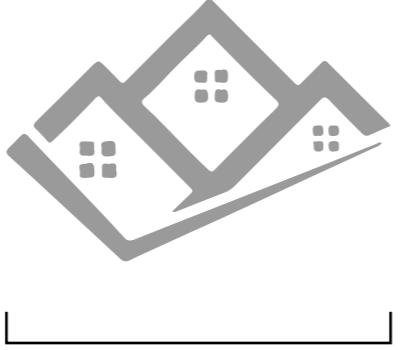
# **Sub Brand Logo**

All of Siddanth Developers' current and future project logos must exceed the width and height of the primary Siddanth logo. This has been illustrated on the next page for more clarity.

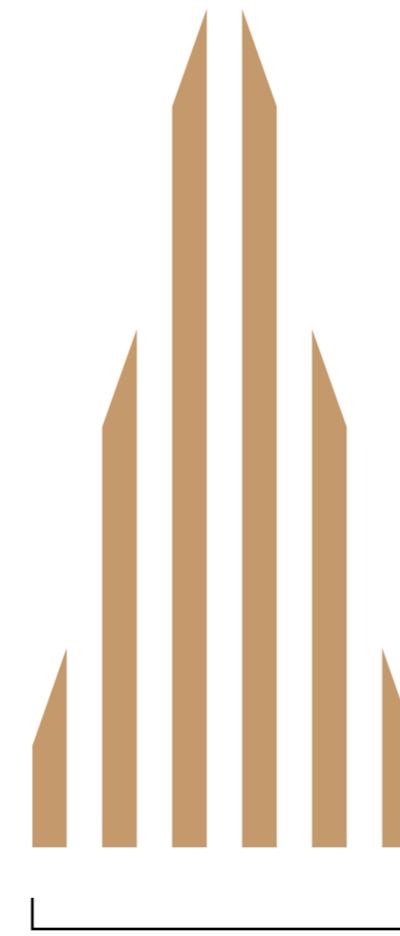
By following this guideline, we ensure that the Siddanth logo always stands superior. This increases brand recognition and recall.



*y*



*y*



*y*



*y*

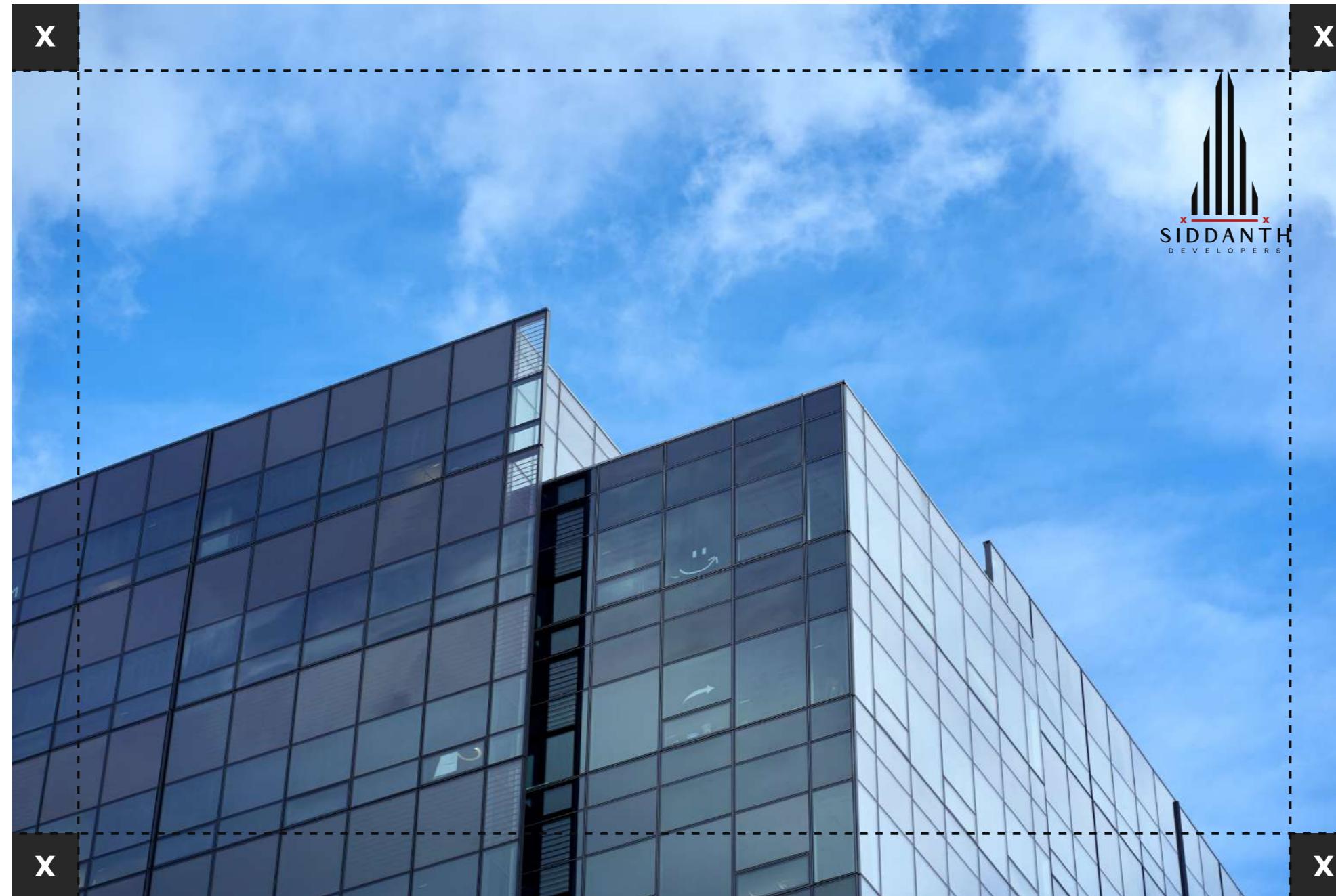


*y*

# On Images

If the logos are to be placed on the pictures as a secondary element, use the right upper corner as a primary logo placement area. If the image doesn't allow the logo to be legible or easily visible in the right upper corner, we can also place it in other corners respecting the safe areas.

However, we must ensure that the margin space given on all sides is  $x$  of the icon's width.



*Note: X is the width of Logo Icon in the creative.  
The logo should be placed keeping in mind the safe areas.*

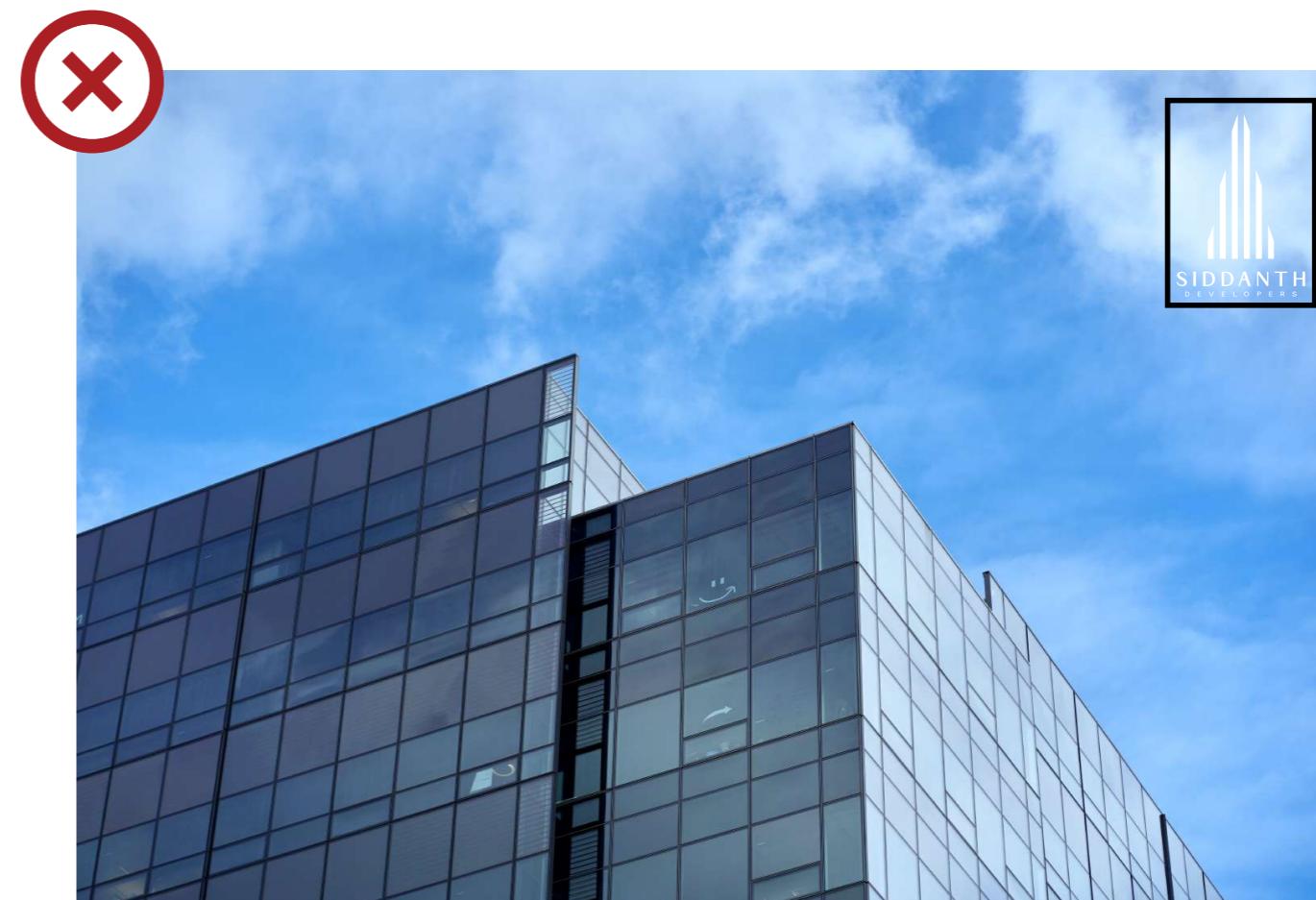
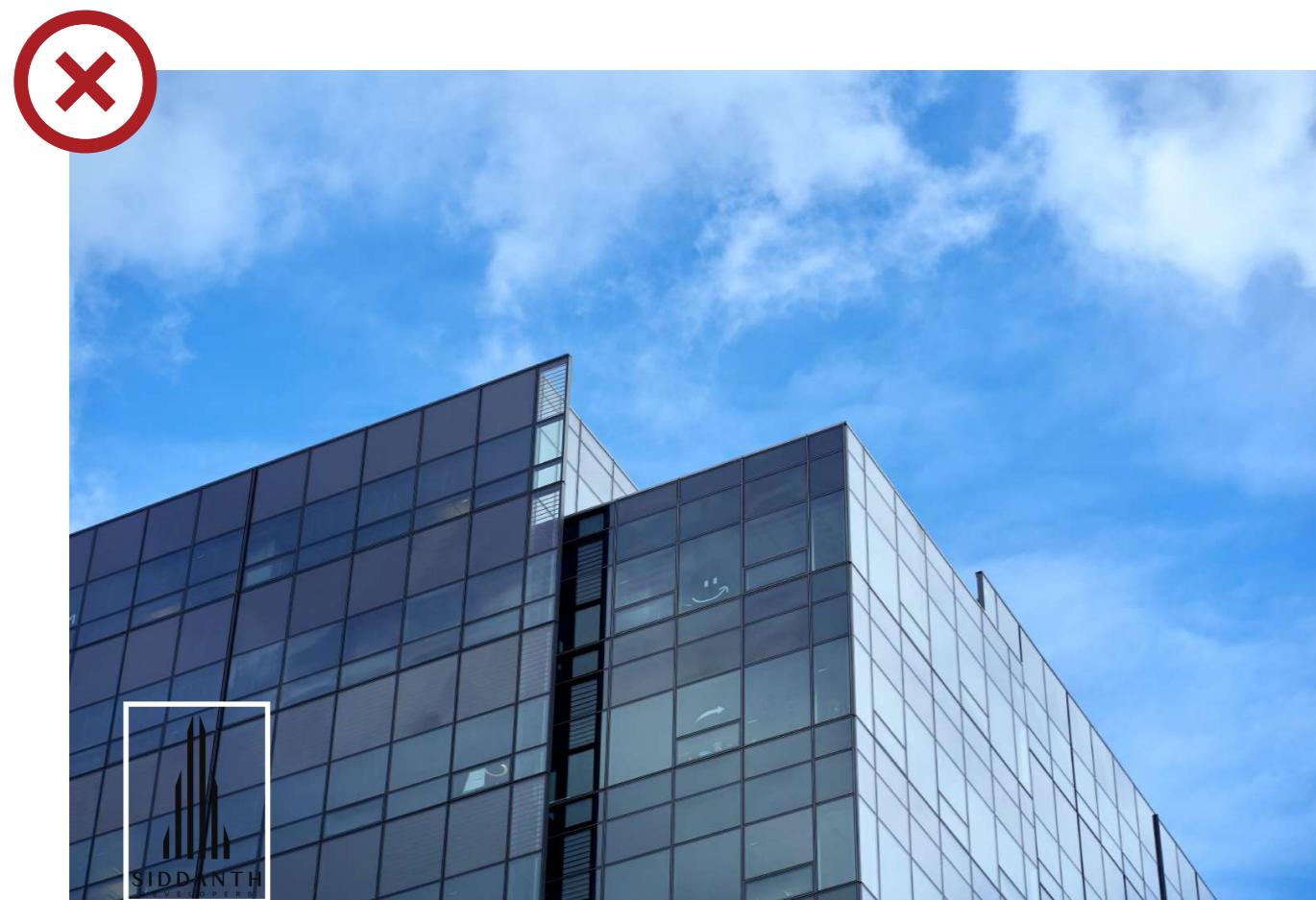


*Note: When using the logo on a populated image, a patch should be added to it for better visibility.*

# Dont's

We must ensure that any logo variation used on images should be placed on a contrasting background. Under any circumstance, the integrity and legibility of the logo must be kept intact.

Some examples of how **not** to use the logo are illustrated on the next page.



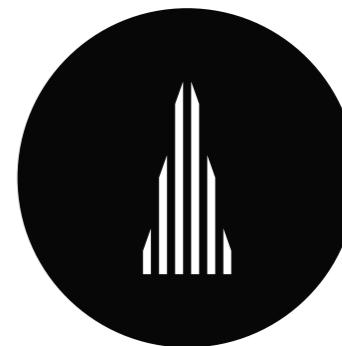
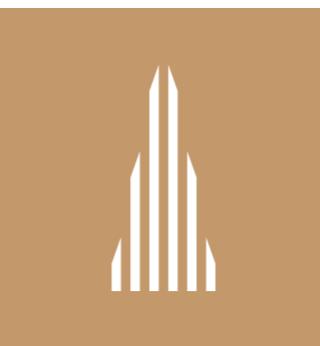
# Favicon

Social media platforms are vital for every business. As a result, the brand's presence on social media must be clear, memorable and easily recognisable.

The brand's icon or wordmark should be displayed on social media in any of the approved colour combinations. Please refer to the appropriate variations of these here; any of these are good to be used on social media.

**ICON-ONLY**

*Preferred lockup for use on all social media platforms. All approved color combinations may be used.*

**WORDMARK**

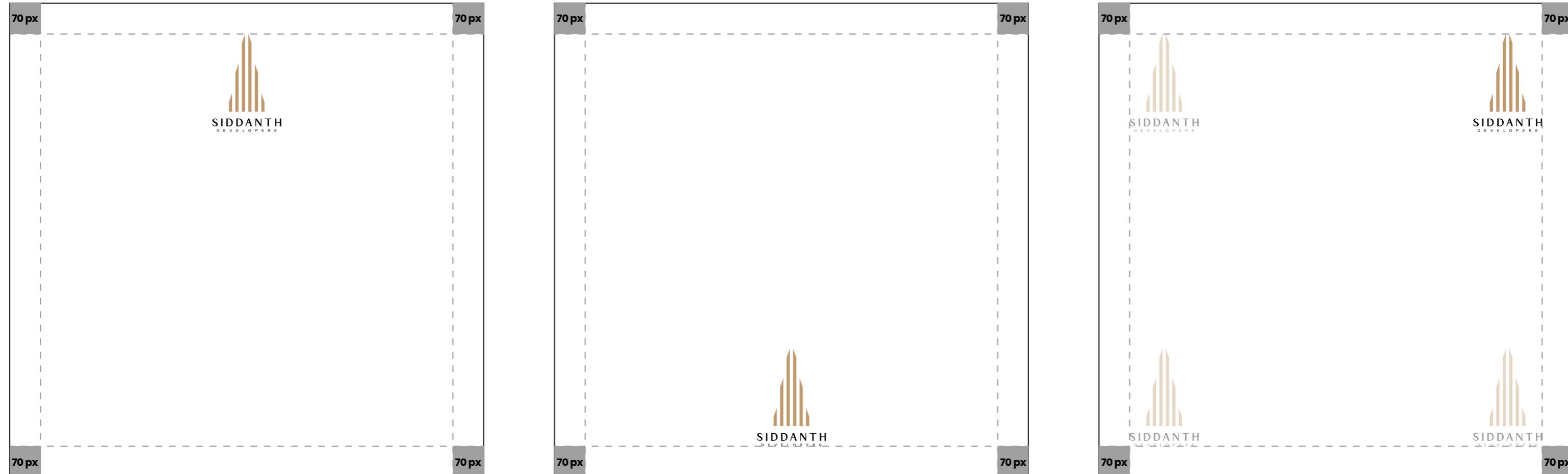
*All approved color combinations may be used. The wordmark must be visually center aligned.*

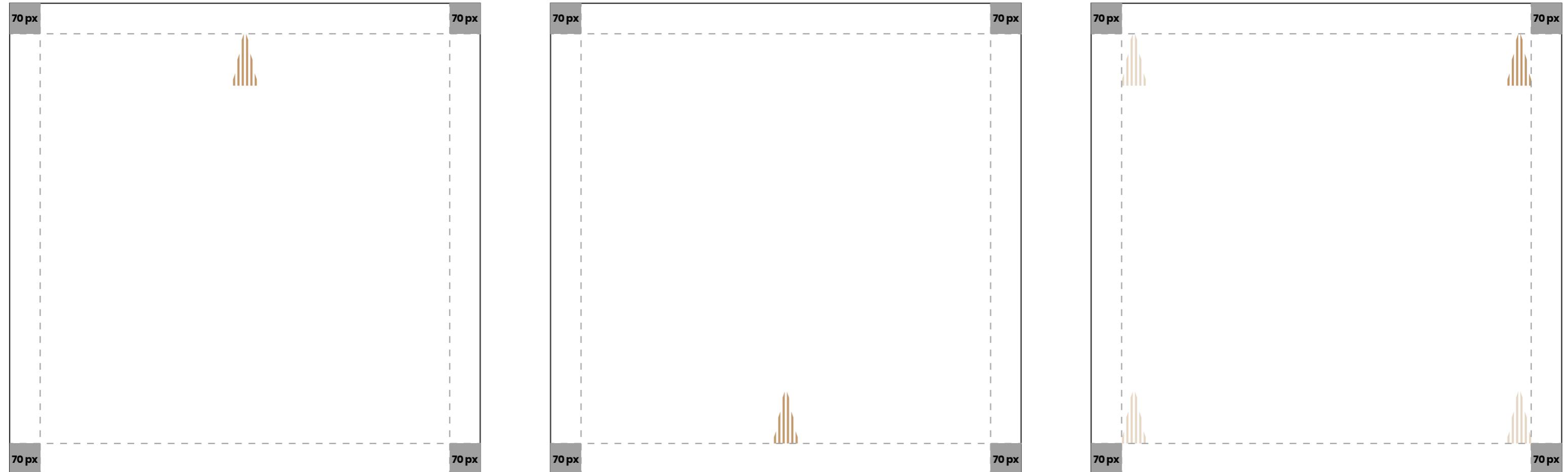


# Digital Media

Siddanth Developers has designated templates to be used for their digital media posts and stories. For any public announcements or updates, these templates should be used. It is necessary to be mindful of the spacing along the borders of these templates.

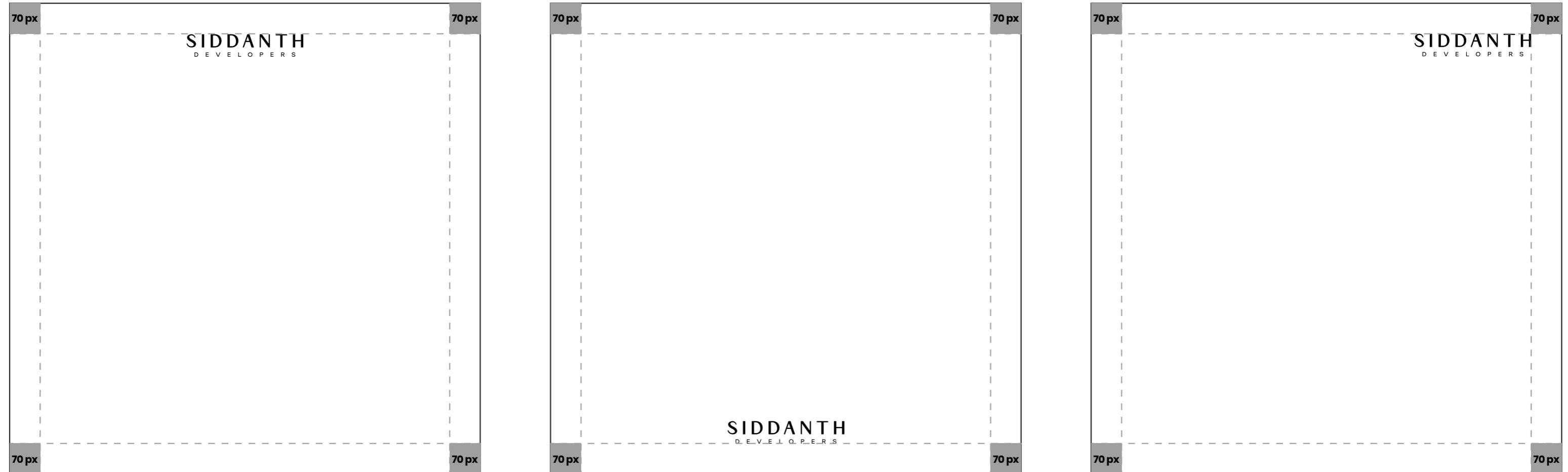
The templates have been illustrated on the next 6 pages.





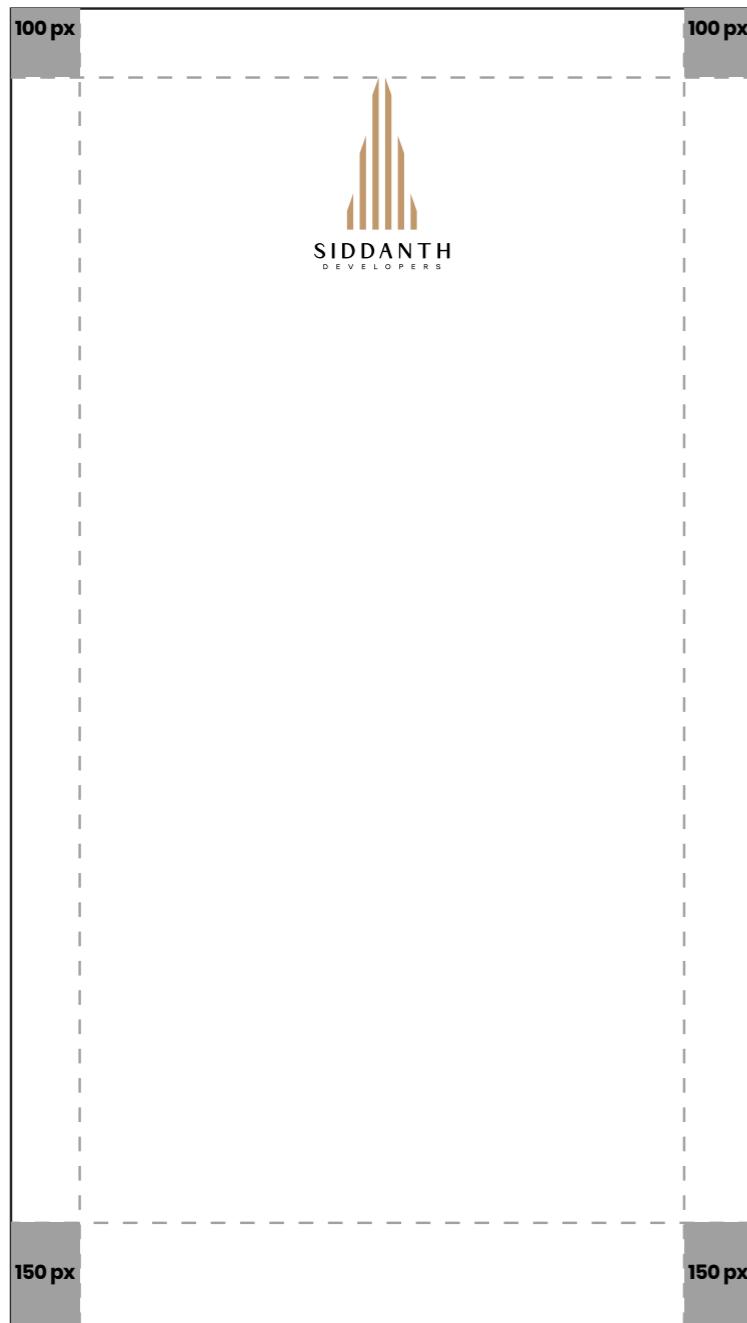
1080 x 1080 px

ICON ONLY

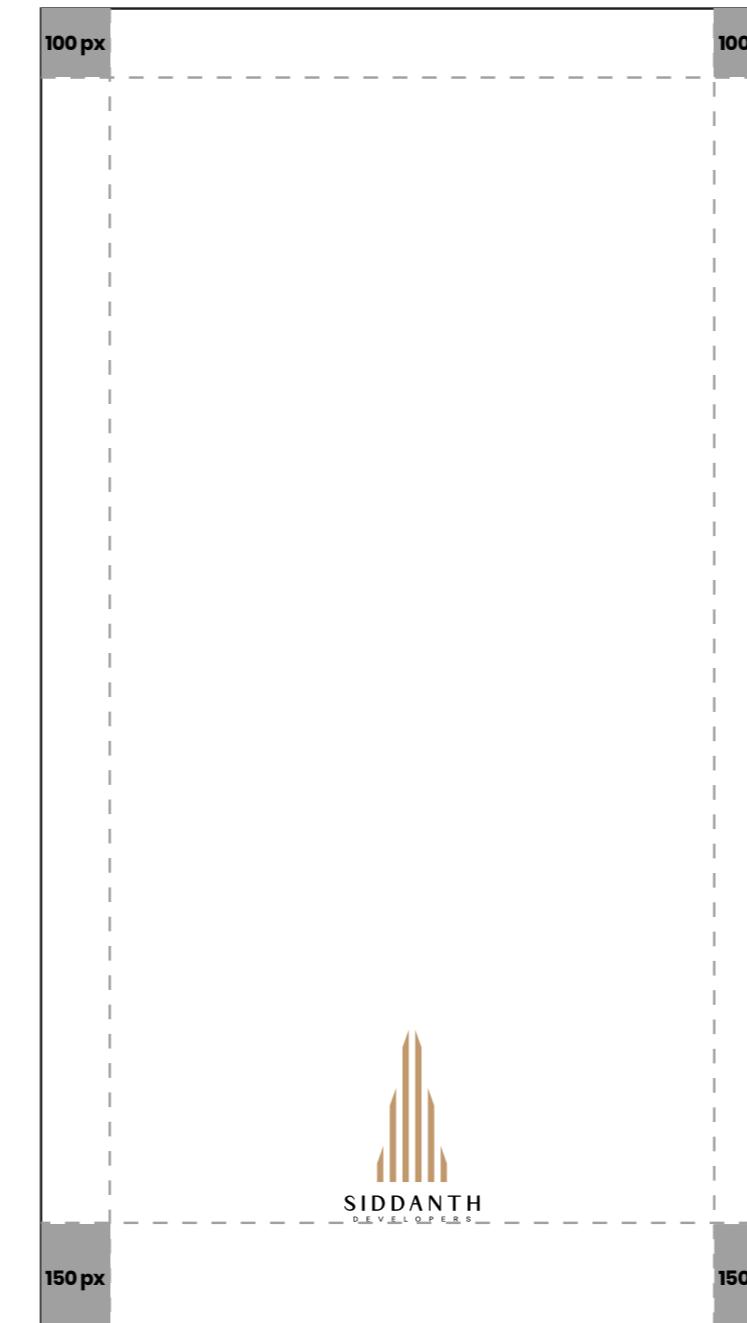


1080 x 1080 px

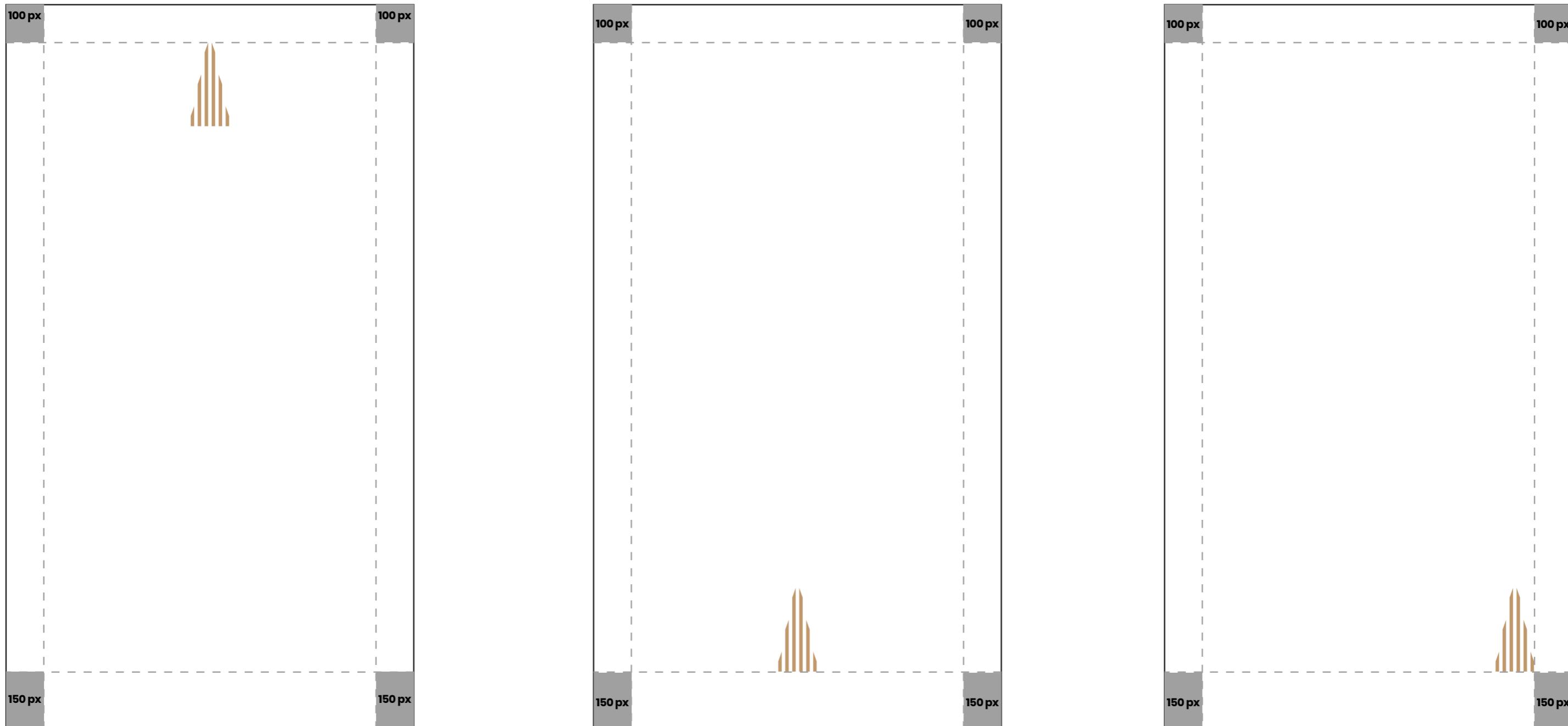
WORDMARK ONLY



1080 x 1920 px  
PRIMARY LOGO

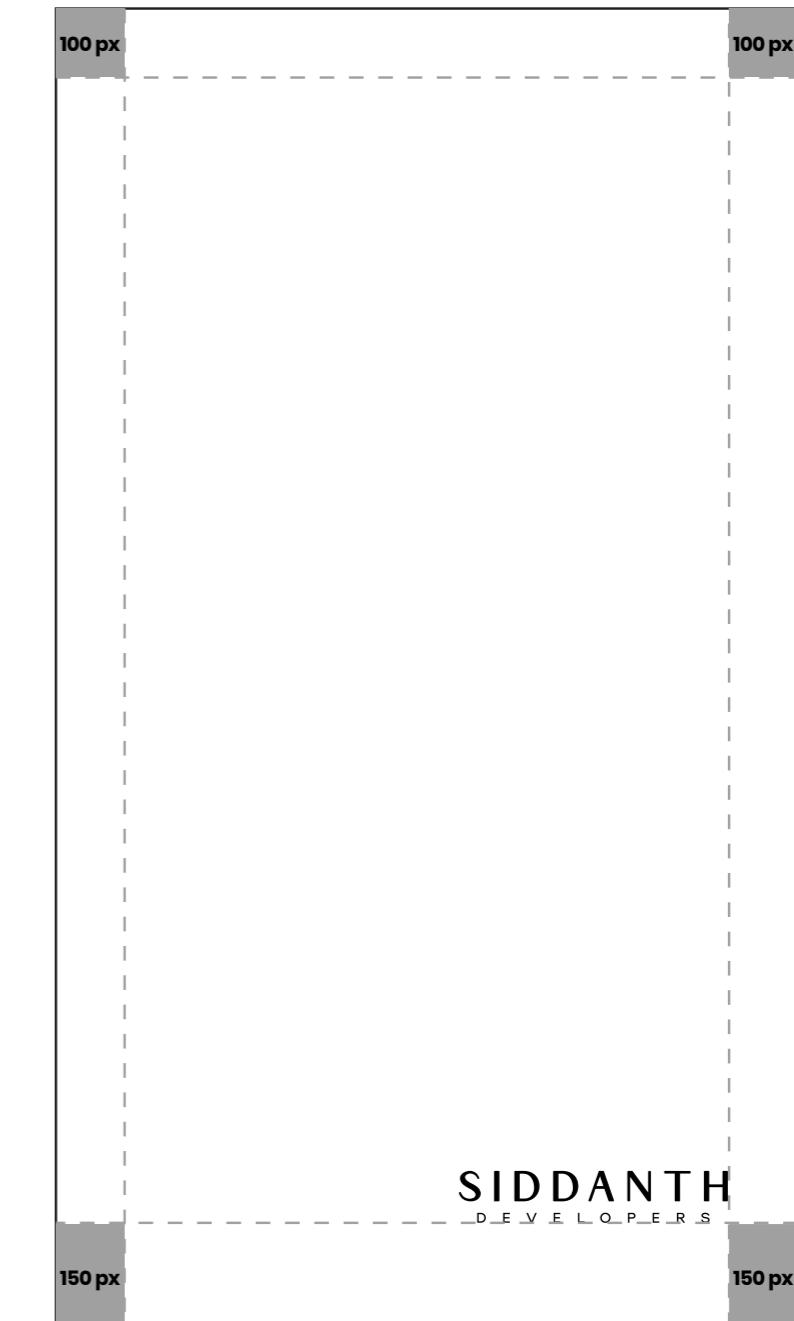
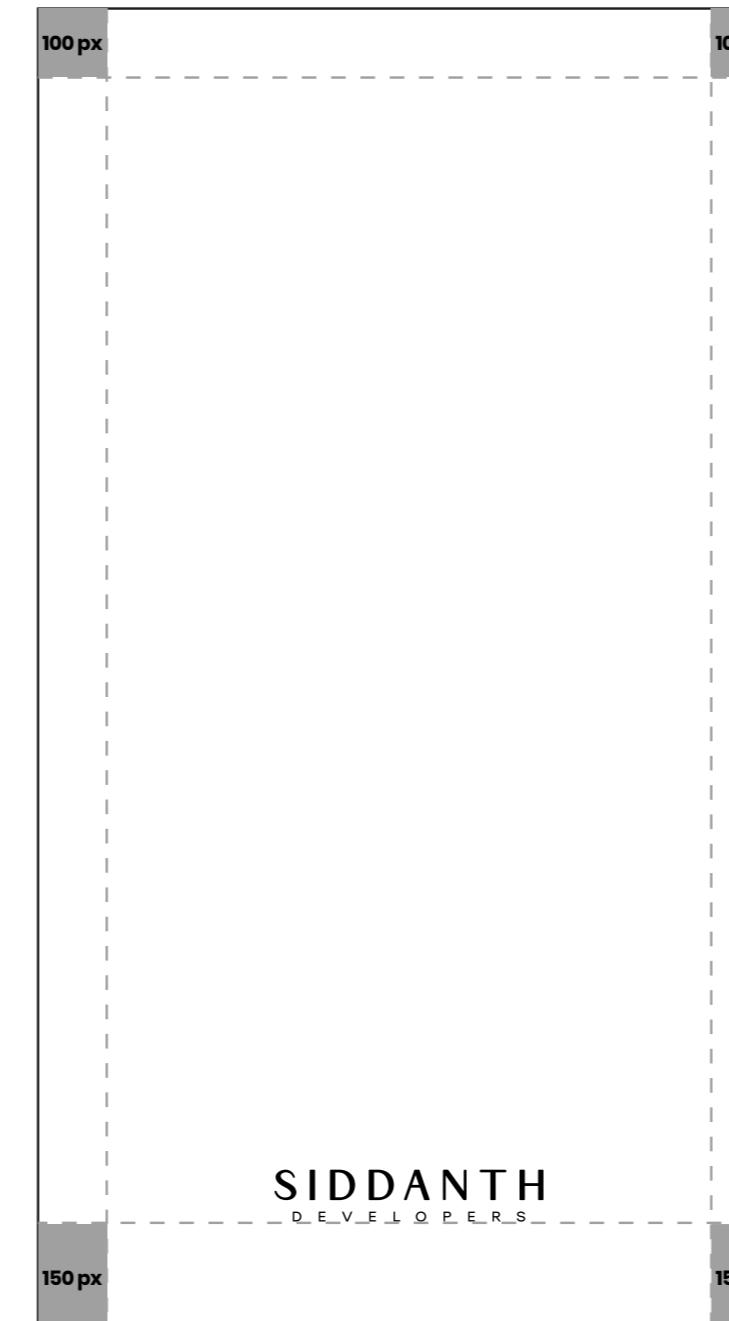
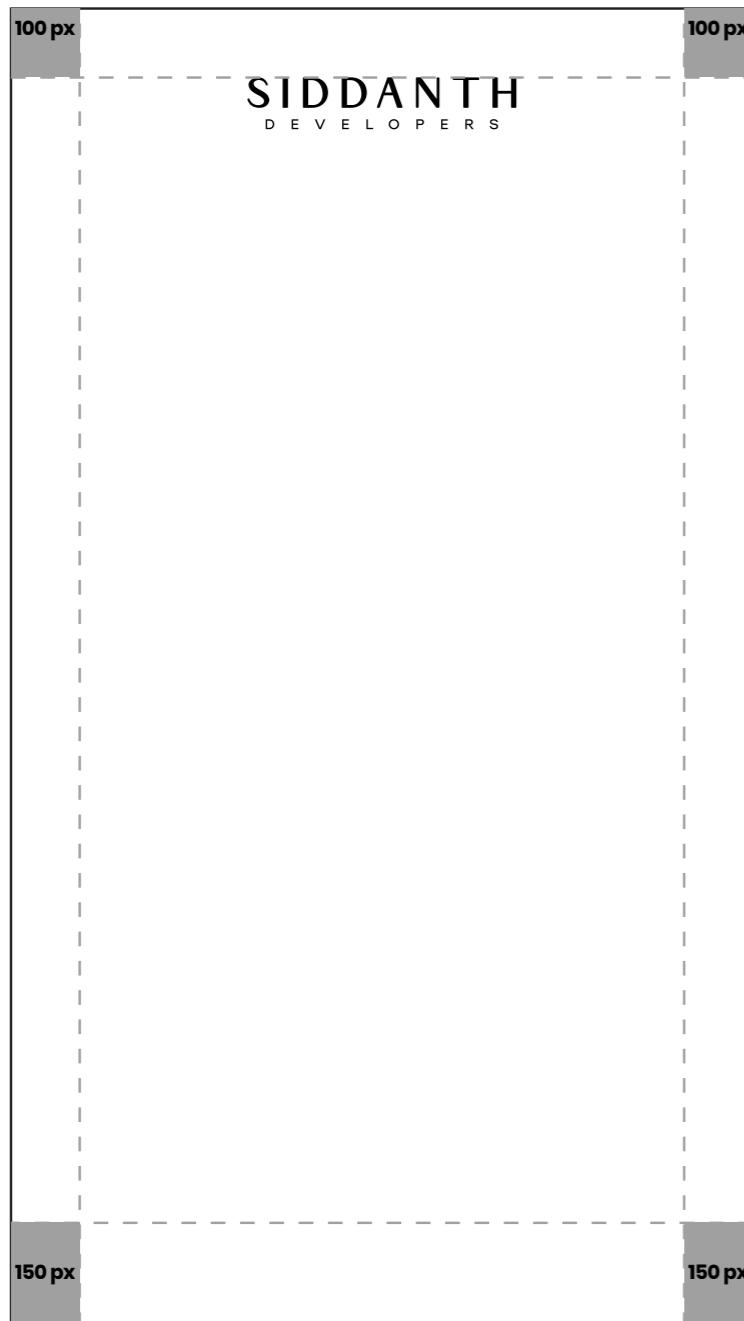


Note: Please make sure that the bottom margins are higher than the rest of the margins to accommodate the social media features.



1080 x 1920 px  
ICON ONLY

*Note: Please make sure that the bottom margins are higher than the rest of the margins to accommodate the social media features.*



1080 x 1920 px  
WORDMARK ONLY

Note: Please make sure that the bottom margins are higher than the rest of the margins to accommodate the social media features.

# BRAND COLLATERALS











# File Format Usage

---

## EPS (electronic files provided)

EPS stands for Encapsulated PostScript. This is the preferred file format for reproducing the Corporate Signature in all use cases. EPS files are scalable and resolution-independent, making them ideally suited for reproduction in Pantone (Spot), Process (CMYK), and onscreen (RGB) environments.

### When should I use EPS?

EPS is the primary format for distributing the Corporate Signature artwork. For all forms of print applications, EPS files should always be used. For electronic media, the RGB version of the EPS logo may be used if the logo needs to be inserted into another graphic. An EPS file can be used to create a GIF file for other web or onscreen needs.

**NOTE:** Please do not open any of the EPS files. These files are intended to be downloaded, placed and sized directly within a layout software application such as Adobe InDesign.

GIF stands for (Graphics Interchange Format). GIF files are RGB only, resolution-dependent ID 72 ppi (pixels per inch measures the resolution provided by devices in various contexts), and limited to a 256-color maximum color palette. These files may be scaled down, but not up. Use GIF ONLY for electronic media and NEVER for print.

# File Format Usage

---

## When should I use GIF?

GIF is appropriate for online use of images that are composed primarily of lines and solid blocks of color. Use GIF for any onscreen applications of the logo. The GIF format should not be used for photographs or illustrations with complex, subtle gradations of color. For these types of images, use JPEG.

NOTE: If there is a need for the Corporate Signature in any other file format, these files should always be created from the EPS files, using the appropriate colors and clear space, and at 100% of the final placed size.

## Color Formats: (provided in EPS format)

RGB (Red, Green, Blue) files should only be used when creating artwork for viewing onscreen. This can be for use within raster programs like Adobe Photoshop when creating graphics for the web. Or for placement into page layout programs such as Adobe InDesign or QuarkXPress for creation of PDFs to be viewed onscreen, or into PowerPoint for presentation decks.

## Spot Color

Used exclusively for print, the colors within Spot files have been separated into Pantone Yellow 123, Pantone Green 368 and Pantone Blue Hex Cyan. These files are to be placed into page layout programs for output to lithographic printing using these specific spot ink colors.

## CMYK

Used exclusively for print, the colors within CMYK files have been separated into Cyan, Magenta, Yellow and Black. These files are to be placed into page layout programs such as Adobe InDesign or Quark xPress for output to process lithography or digital printing. Do not use these files for the creation of artwork that will be viewed onscreen.



**SIDDANTH**  
D E V E L O P E R S