bondbazaar

Brand & identity guidelines

1.0
Introduction

1.1
Introduction to the business

Welcome to the world of bonds.

Lorem ipsum is simply dummy text of the printing and typesettzing industry. lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. it has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

1.2
Vision

Enable universal access to the **bonds market** in an efficient and transparent manner.

1.3
Values

Ease

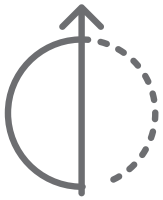
Efficiency

Ethics

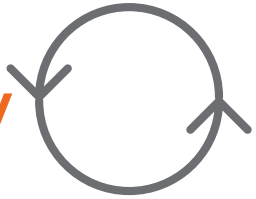
1.4
Purpose

Promote bonds as a **responsible investment option** that fosters universal prosperity.

1.5
Brand personality

Mature 

Dependable 

Friendly 

Flexible 

1.6

Tone of voice

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1.7
Iconography

General



1.8
Iconography

Financial



1.9

Photography

Use images that appear warm and friendly. The imagery should symbolize wealth, trust and professionalism

A focus image and a bokeh/blur combo should be present in every photograph.

While using text on images, always use images with enough copy space

An area that is free of any heavy graphics or colors – in order to make sure the text is legible and prominent.









2.0
Logo design & elements

2.1

Logo inspiration



2.1
Logo



2.2
Logo elements



bond
bazaar

a
Logo
symbol /
mnemonic

b
Logo
type

2.3

Logo with tagline



2.4

Logo mnemonic



2.5

Logo mnemonic in different size



2.6
Logo orientation



Master logo



Stacked logo

2.7

Logo
single color



2.8

Incorrect usage of the logo



Do not condense or stretch the logo



Do not condense or stretch the logo



Do not change the colour order or add new colour



Do not alter placement of the logotype



Do not create new compositions of the log



Do not skew the logo



Do not outline any element of the logo



Do not add any special effect element to the logo



Do not add any special effect element to the logo

2.9

Logo minimum size



Not less than 45 mm wide

2.10

Logo clear space



3.0
Colours & typography

3.1
Primary colours



C 0 M 70 Y 100 K 0

R 242 G 106 B 33

PANTONE 1585C

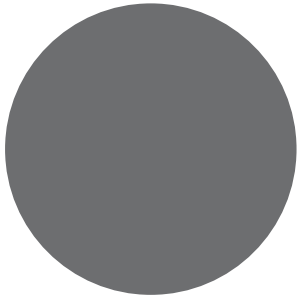
C 70 M 70 Y 65 K 75

R 35 G 30 B 30

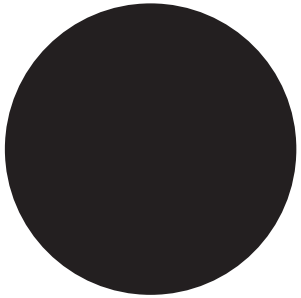
PANTONE NEUTRAL BLACK C

3.2
Grayscale



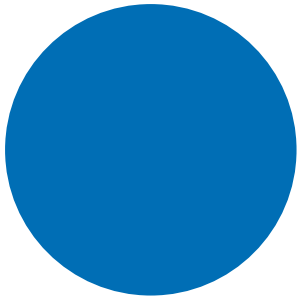


C 0 M 0 Y 0 K 70

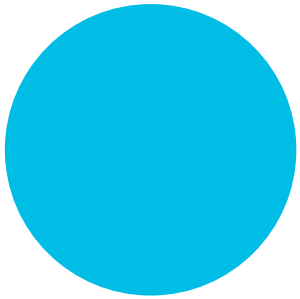


C 0 M 0 Y 0 K 90

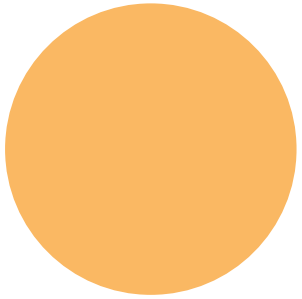
3.3
Secondary colours



C 90 M 55 Y 0 K 0



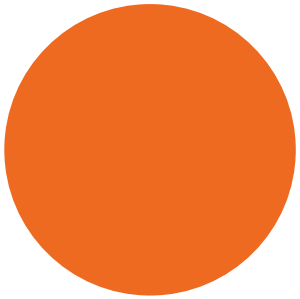
C 70 M 0 Y 5 K 0



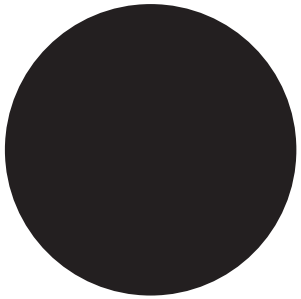
C 0 M 30 Y 70 K 0

3.4

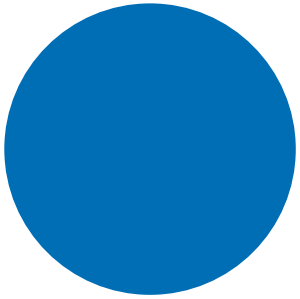
Color palette primary & secondary



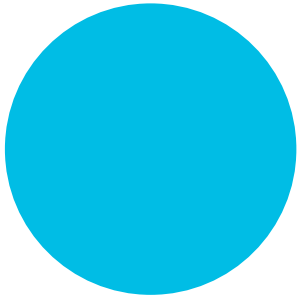
C 0 M 70 Y 100 K 0



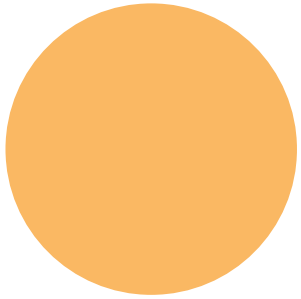
C 70 M 70 Y 65 K 75



C 90 M 55 Y 0 K 0



C 70 M 0 Y 5 K 0



C 0 M 30 Y 70 K 0

3.5

Logo on backgrounds



3.6

Logo on backgrounds

Incorrect usage







3.7

Primary typeface

Centrale sans family



3.8

Primary typeface

Centrale sans family

With a warm and harmonious presence, centrale sans is more than just another modern sans serif typeface. Driven by its geometric nature, but distinguished through a multitude of humanistic features, it remains versatile due to the inclusion of open bowls and an extended width - an all-around work-horse for both small and large text sizes!

Centrale sans offers a polished, contemporary appearance deeply embedded in the humanist tradition, but also builds on the legacy of more rationally constructed grotesque type-faces such as akzidenz grotesk. The generous x-height and open apertures contribute to an all-embracing sense of affec-tion and sincerity, while steering clear of the more saccharine qualities of authentic humanist typefaces.

Designers: **Alexander Nedelev, Veronika Slavova**

3.9

Primary typeface

Centrale sans family

5 weights

Thin

Light

Regular

Medium

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.10

Primary typeface

Usage

In any communication, the typography must always be in lowercase.

Headline

This is the headline font

Centrale sans - bold

Sub-head

This is the sub headline font

Centrale sans - medium

3.11

Secondary typeface

Neogram family

universe
of **bonds**
universe
of **bonds**

3.12

Secondary typeface

Neogram family

Neogram is a modern neo-grotesque type family inspired by the early roots of swiss design. The concept was to create a neutral typeface that would demonstrate great clarity while understated in its intended use and application. Stroke contrast is slightly increased, with a more geometric letter shape giving a warmer and more robust personality. Neogram is now available as version 2.0 (2021); The remastered letterforms meet a higher level of technical standards demanded by modern-day users.

Designers: **Jonathan Hill**

3.13

Secondary typeface

Neogram family

6 weights

Ultra light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.14

Secondary typeface

Usage

Bodycopy

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Neogram - Regular & **Medium**

3.15

Digital typeface

Cabin family

4 weights

Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Medium

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Semibold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.16

Script typeface

Yellowtail

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

3.17

All typeface

Primary

Centrale sans

Secondary

Neogram

Digital

Cabin

Script

Yellowtail

4.0
Applications

4.1
Business card

Double sided
generic

90mm x 51mm

Medium
paper

Thickness
300gsm
stock

Printing
matt finish





4.2

Business card

Single sided
generic

90mm x 51mm

Medium
paper

Thickness
300gsm
stock

Printing
matt finish



4.3

Letterhead

Version 1

210mm x 297mm

Medium
paper

Thickness
110gsm
fine art paper

Printing
matt finish



4.3
Letterhead

Version 2

210mm x 297mm

Medium
paper

Thickness
110gsm
fine art paper

Printing
matt finish



4.4

Continuation sheet

210mm x 297mm

Medium
paper

Thickness
110gsm
fine art paper

Printing
matt finish



4.5
Envelope

Generic
vertical - a4

229mm x 324mm

Medium
paper

Thickness
110gsm
fine art paper

Printing
matt finish



4.6
Envelope

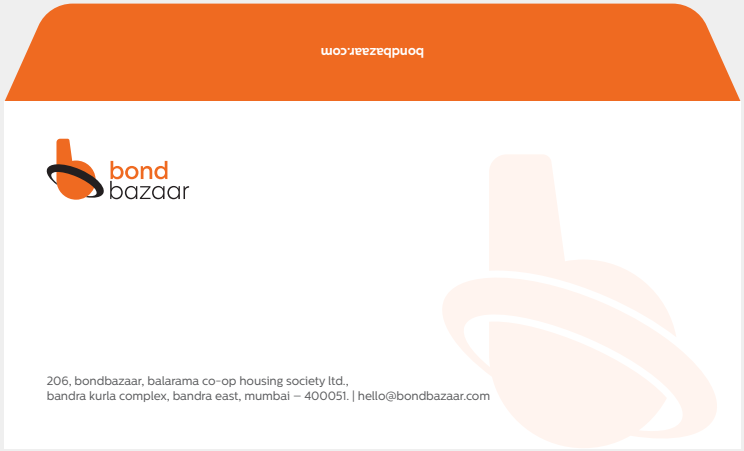
Generic
horizontal - a4

220mm x 110mm

Medium
paper

Thickness
110gsm
fine art paper

Printing
matt finish



4.7

Email signature

Horizontal

600px X 300px



4.8

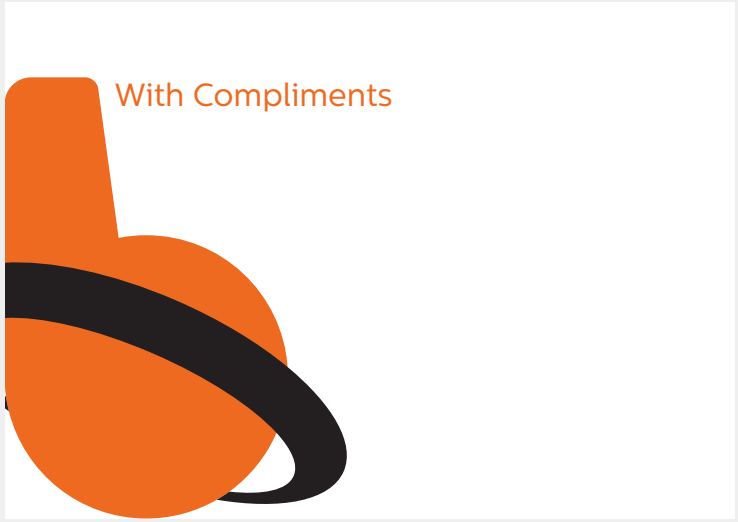
Best compliments card

A5
210mm x 148mm

Medium
paper

Thickness
250gsm
stock

Printing
matt finish



4.9

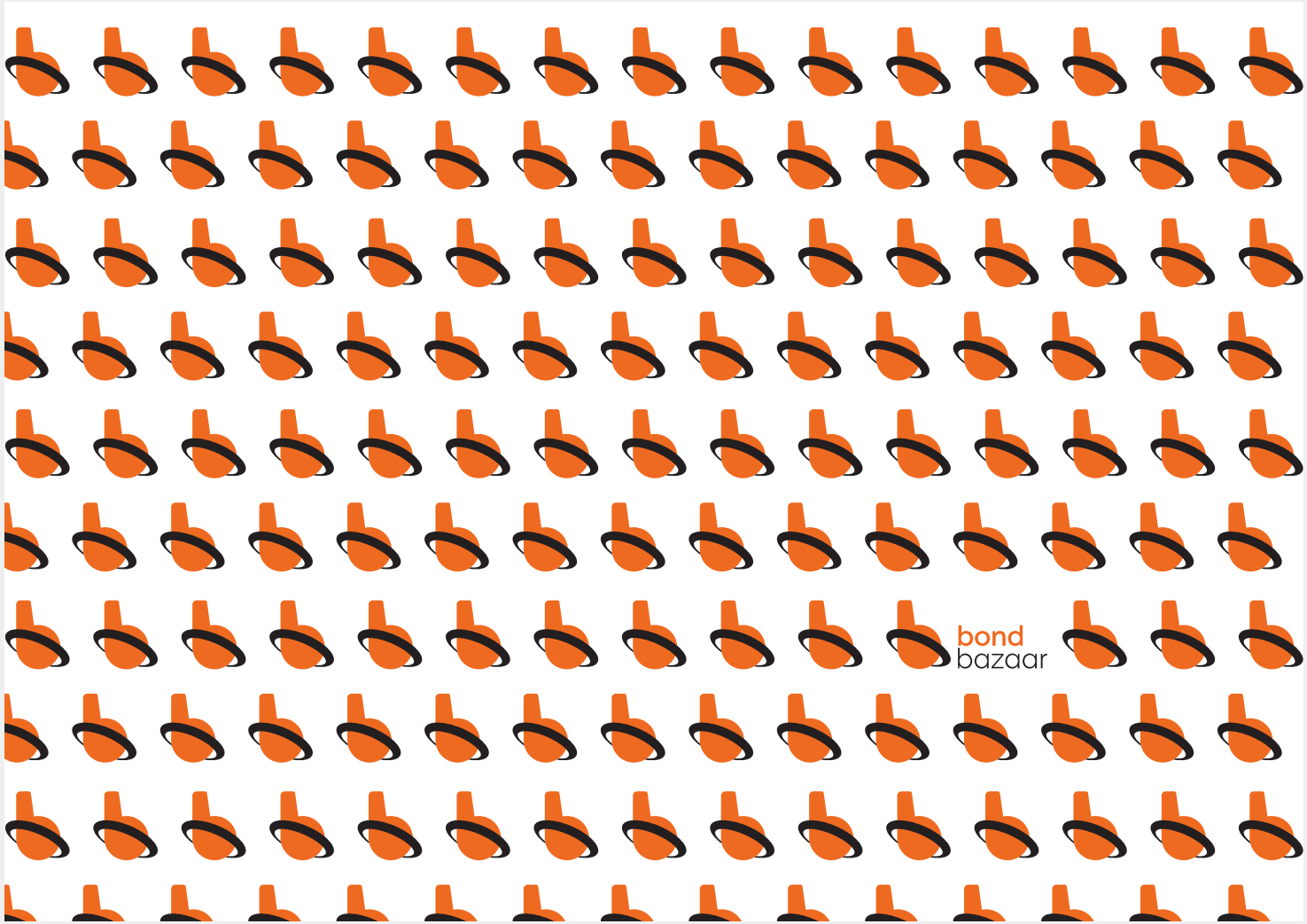
Gift wrapping paper

A3
297mm x 420 mm

Medium
paper

Thickness
110gsm
stock

Printing
matt finish



4.10

Employee id card

bond bazaar



Lorem Ipsum
Marketing

Id no. 11231923123
Valid thru: 09/23

bondbazaar.com

bond bazaar

Mobile no: **+91 98400 12345**
lorem@bondbazaar.com

206, bondbazaar,
balarama co-op housing society ltd.,
bandra kurla complex, bandra east,
mumbai – 400051.

bondbazaar.com

4.11
Signage



1:1



1:2

4.12
Signage



1:3

4.13

Presentation template

Master

Version 01

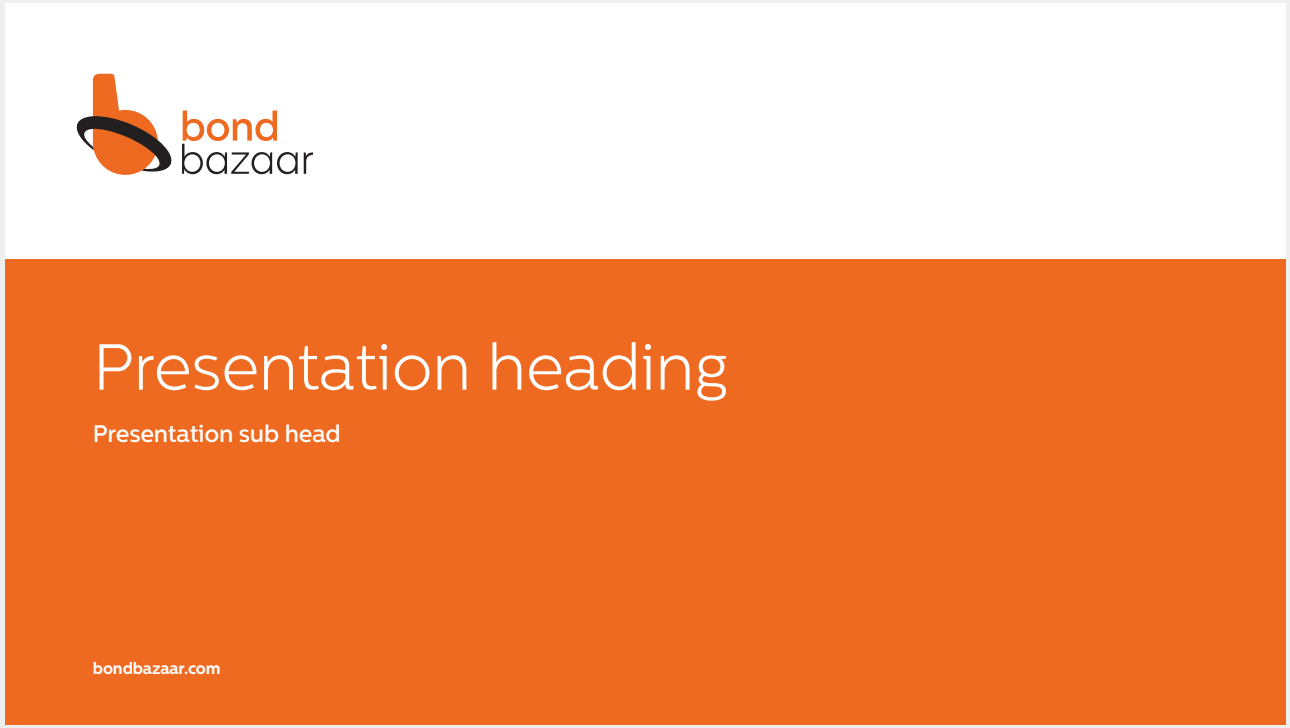


4.14

Presentation template

Master

Version 02



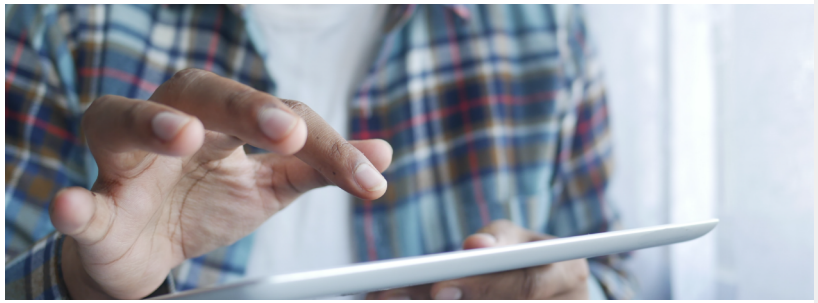
4.15

Presentation template

Inner

Version 01

Lorem ipsum is simply dummy text of the printing and typesetting industry. lorem ipsum has been the industry's standard dummy text ever s**ince the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.** it has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.



4.16

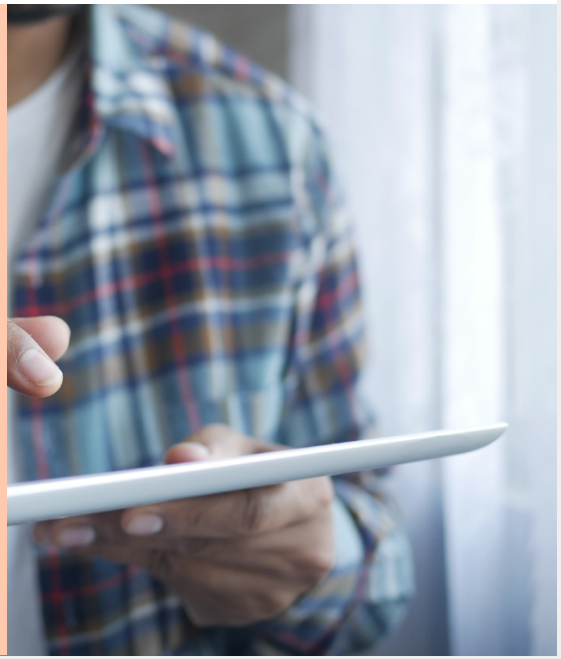
Presentation template

Inner

Version 02

bondbazaar.com

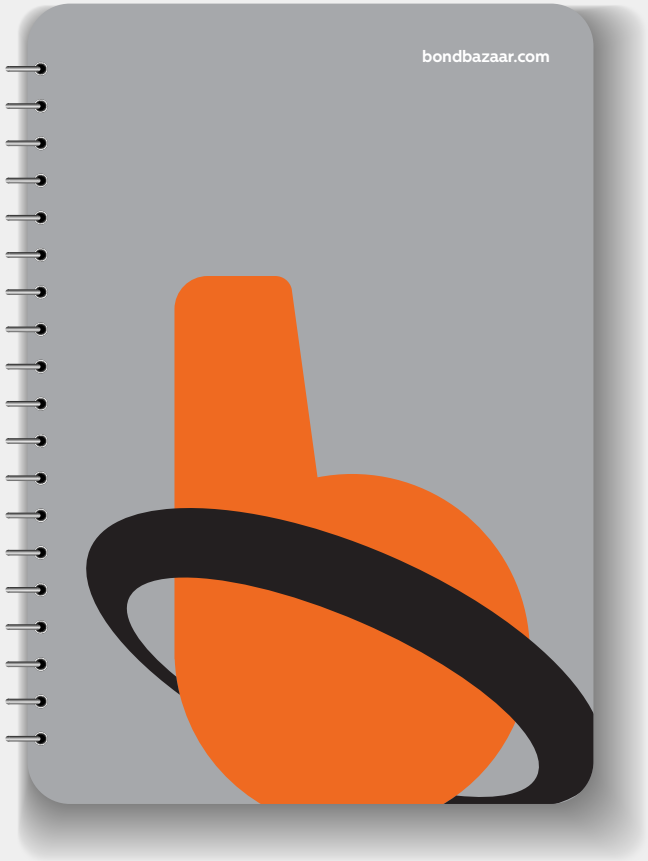
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5.0
Merchandise

5.1

Spiral notebook



5.2
Diary



5.3
Pencil





5.4
Pendrive



5.5
Plate



5.6
Tote bag



5.7
Mug



Thank you