Corporate Brand Guidelines

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BRAND STORY

"Young Outside Solid Inside"

The Word

Pronounced as "Kay . Pri . Cot", Capricot is a new word. A company always ahead with new aspirations and new vision.

This combined with the strength and leagacy of our 4 founding companies

Symbolism

Eye on the future

Moving Upwards

Inspired by the fruit Apricot

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BRAND VISION STATEMENT

We help unleash ideas to
create a better world

CORPORATE LOGO

LOGO – MAIN FORMAT

SYMBOL

WORD MARK

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LOGO - MAIN FORMAT

MINIMUM SAFE AREA

Use the letter "C" from the wordmark to establish the minumum safe area from all sides.

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LOGO - MAIN FORMAT

COLOR FORMATS

FULL-COLOR LOGO
The full-color logo should be used whenever print or on-screen technology or budget allows. This version can be printed in four-color process- (CMYK) ink.

FOUR-COLOR LOGO
(with out gradient)
The four-color logo can be used whenever print technology or budget does not allow for the full-color version. This version can be printed using CMYK ink.

BLACK-ONLY LOGO
The black-only logo can be used whenever print technology or budget does not allow for the full-color or four-color version. This version may only be printed using Process Black ink.

GRAY SCALE LOGO
This gray scale logo is only used for in-house black & white printouts.

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LOGO - MAIN FORMAT

PERMITTED BACKGROUND COLOR USAGES

Logo is to be used only in the background colours shown below

WHITE

PANTONE - 1235 C
CMYK - C0, M29, Y91, K0
RGB - R253, G187, B48
WEB - #FDBB30

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LOGO – MAIN FORMAT

PERMITTED SINGLE COLOR + REVERSE USAGES

Logo is to be used only in the background colours shown below

SOLID BLACK

PANTONE - 476 C
CMYK - C48, M68, Y75, K54
RGB - R81, G53, B40
WEB - #54301A

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LOGO - MAIN FORMAT

OTHER PERMITTED SINGLE COLOR USAGES

Other single color logos are to be in the following colours.

NOTE : Use sparingly and only on minor applications such as screenprinted merchandise. Do not reverse.

PANTONE - 166C
CMYK - C0, M64, Y100, K0
RGB - R244, G123, B32
WEB - #F47B20

PANTONE - 1235 C
CMYK - C0, M29, Y91, K0
RGB - R253, G187, B48
WEB - #FDBB30

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LOGO - MAIN FORMAT

DO'S AND DON'TS

Always stick to the brand guidelines as shown.

Do not distort the logo

Do not recolor the logo

Do not use the logo against an image or a non-permitted background color.

Do not alter the proportions of the wordmark and the symbol

Do not change the wordmark

Do not rotate or tilte the logo

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LOGO - ALTERNATE FORMAT

SYMBOL WORD MARK

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LOGO - ALTERNATE FORMAT

MINIMUM SAFE AREA

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LOGO - ALTERNATE FORMAT

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Do not change the wordmark

Do not rotate or tilte the logo

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COLOURS AND TYPOGRAPHY

BRAND COLORS

Inspired from the colours of the fruit and that of the rising sun, the colours are bright, young and dynamic

Color can bring communications to life. Our bold and confident brand palette Color consist 6 color shades that ensure Capricot' s communications will be as distinctive as they are impactful.

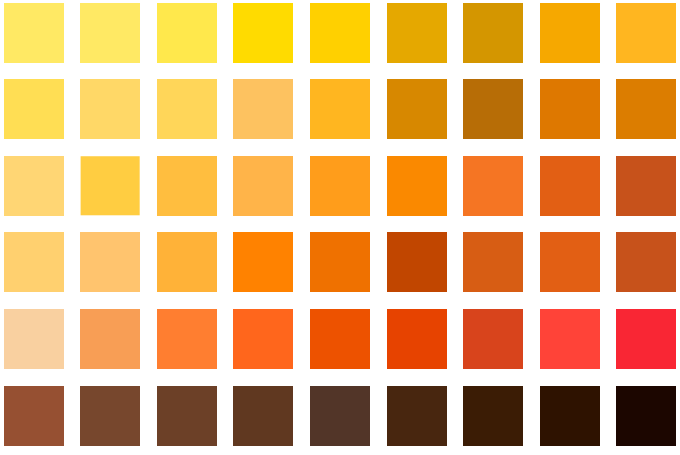
	USED FOR WEB						
Pantone		476 C	166 C	152 C	1375 C	1235 C	109 C
CMYK	c-53 m-70 y-80 k-75	c-57 m-80 y-100 k-45	c-0 m-64 y-100 k-0	c-0 m-51 y-100 k-1	c-0 m-40 y-90 k-0	c-0 m-29 y-91 k-0	c-0 m-10 y-100 k-0
RGB	r-50 g-30 b-14	r-84 g-48 b-20	r-244 g-123 b-32	r-243 g-144 b-29	r-250 g-166 b-52	r-253 g-187 b-48	r-255 g-221 b-0
Web	#321E0E	#54301A	#F47B20	#F3901D	#FAA634	#FDBB30	#FFDD00

Asian Paints
0419 Nut Brown-N

Asian Paints Acrylic Emulsion
L104 Cotton Wool

Meta Mark Vinyl
E-372M Brown, MT-672

3M Vinyl
Dark Brown 3630-59



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TYPOGRAPHY

The typeface of Capricot is geometric, modern and dynamic

Nexa Bold **ABCDEFGHIJKLMNOPQRSTUVWXYZ**
0123456789!?({[@#$&*.,,']})

Nexa Light ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!?({[@#$&*.,,']})

Nexa Light 10px **Nexa Bold 10px**

Nexa Light 12px **Nexa Bold 12px**

Nexa Light 14px **Nexa Bold 14px**

Nexa Light 18px **Nexa Bold 18px**

Nexa Light 24px **Nexa Bold 24px**

Nexa Light 32px **Nexa Bold 32px**

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SIGNATURE GRAPHIC ELEMENTS

1. CAPRICOT SYMBOL

The unique symbol can be used in multiple ways across all channelsThe colour of the Symbol has to be two shades darker than the background. Refer the colours from the colour pallette. The symbol may be shown in thefollowing color combinations.

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1. CAPRICOT SYMBOL

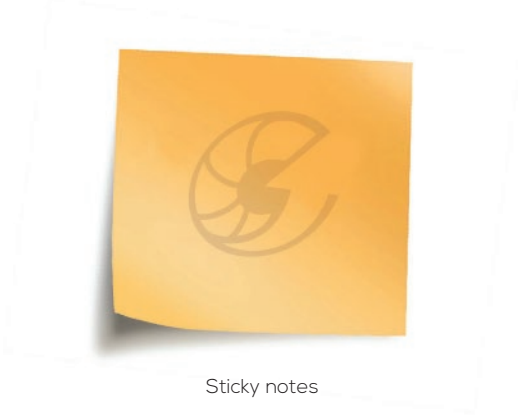
USAGE EXAMPLES

The following are examples of the Capricot symbol used in communication.

NOTE : Symbol can only beused for minor applications and to reinforce the brand. This symbol will not supercede the main brand logo.

Inside part of folder
(Main logo appears on front)

Lapel pin



Sticky notes

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2. CAPRICOT SPIRAL

VERTICAL USAGE

The spiral is a form derived from the Capricot logo itself. It may be cropped and used as a background graphic element in various communications as per requirement. Below are some examples of how the spiral can be used in vertical applications.

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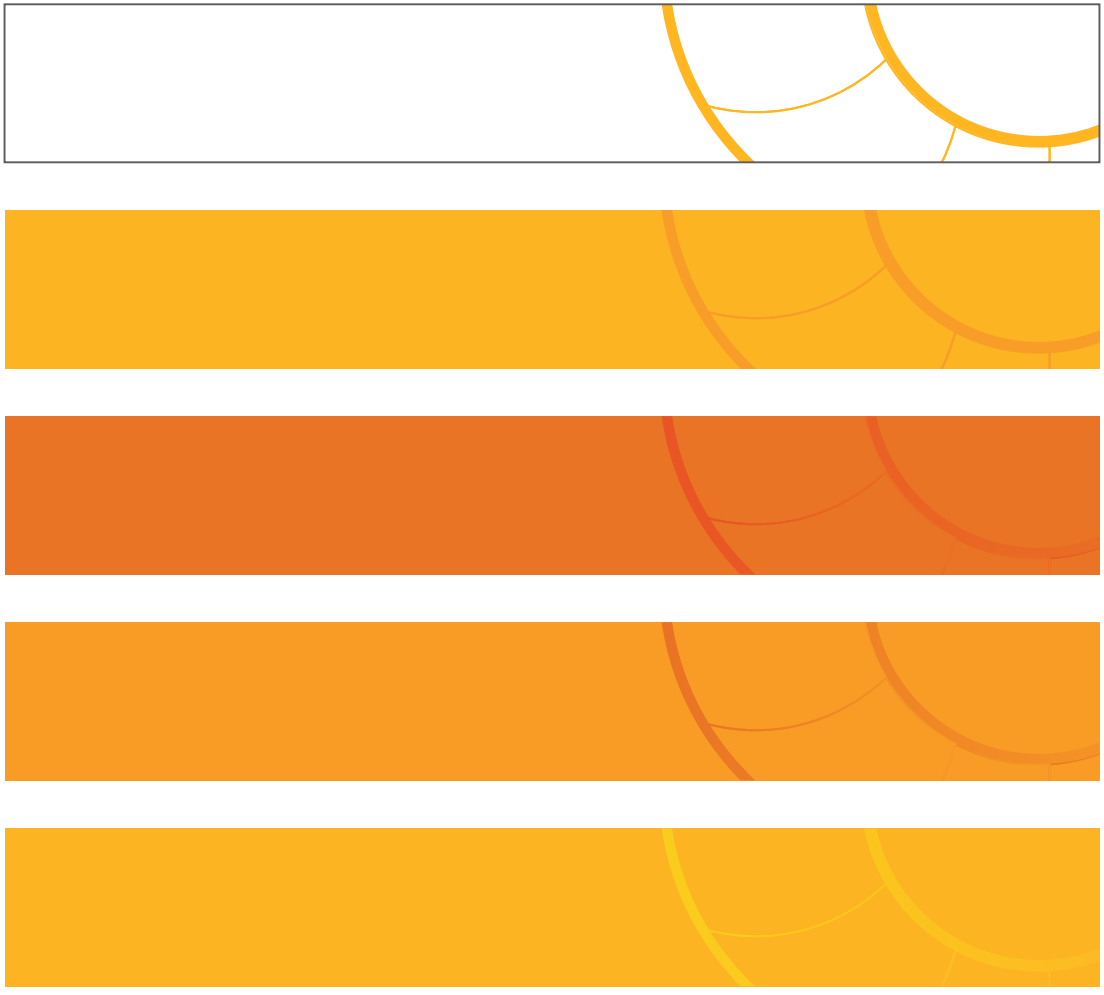
2. CAPRICOT SPIRAL

HORIZONTAL USAGE

The spiral is a form derived from the Capricot logo itself. It may be cropped and used as a background graphic element in various communications as per requirement. Below are some examples of how the spiral can be used in horizontal applications.



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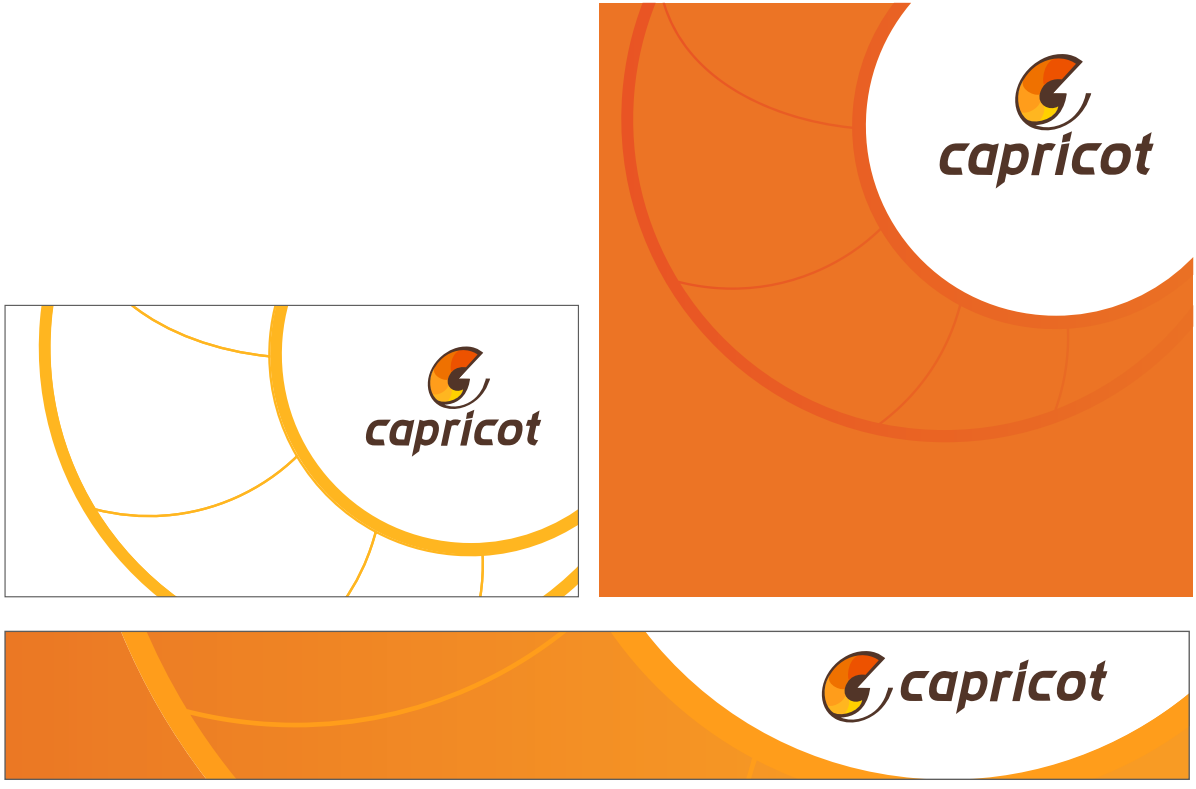
2. CAPRICOT SPIRAL

USAGE WITH LOGOS

The spiral can also be used to contain the logo depending on the application.

NOTE : Minimum clear space rules should be applied when showing the logoc within the spiral.



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USAGE EXAMPLES

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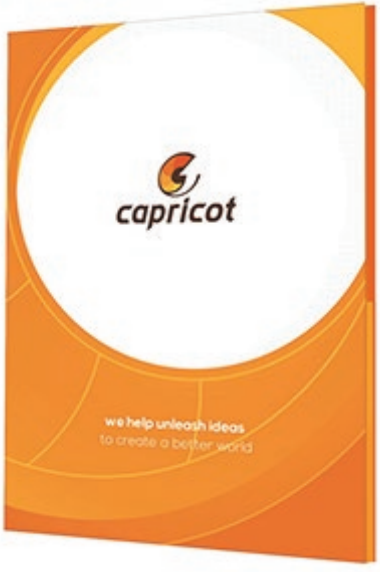

Promotional Folder

Flex Standee

Powerpoint opening slide

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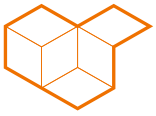
VERTICAL AND SERVICES VISUAL LANGUAGE

VERTICALS AND SERVICES

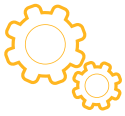
CLASSIFICATIONS + ICONOGRAPHY

Capricots 8 verticals and 4 services are visually represented through iconography and a rich visual language. These visuals will appear across all material pertaining to these verticals and services.

CAPRICOT PRODUCTS



AEC BUILDING AND INFRASTRUCTURE

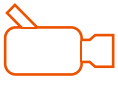


MANUFACTURING SOLUTIONS

COMPUTING SOLUTIONS

GOVERNMENT SOLUTIONS

VOLUME BUSINESS



MEDIA AND ENTERTAINMENT

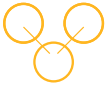
GRAPHIC ARTS SOLUTIONS

EDUCATION SOLUTIONS

CAPRICOT SERVICES

HARDWARE SERVICING

BUILDING INFORMATION MODELLING



CAPRICOT C.O.A.C.H

TRAINING SOLUTIONS

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VERTICALS

1. AEC BUILDING AND INFRASTRUCTURE

AEC BUILDING AND INFRASTRUCTURE

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VERTICALS

2. MEDIA AND ENTERTAINMENT

MEDIA AND ENTERTAINMENT

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VERTICALS

3. COMPUTING SOLUTIONS

COMPUTING SOLUTIONS

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VERTICALS

4. MANUFACTURING SOLUTIONS

MANUFACTURING SOLUTIONS

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VERTICALS

5. GOVERNMENT SOLUTIONS

GOVERNMENT SOLUTIONS

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VERTICALS

6. VOLUME BUSINESS

VOLUME BUSINESS

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VERTICALS

7. EDUCATION SOLUTIONS

EDUCATION SOLUTIONS

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VERTICALS

8. GRAPHIC ARTS SOLUTIONS

GRAPHIC ARTS SOLUTIONS

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SERVICES

1. HARDWARE SERVICING

HARDWARE SERVICING

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SERVICES

2. BUILDING INFORMATION MODELLING

BUILDING INFORMATION MODELLING

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SERVICES

3. CAPRICOT C.O.A..C.H

CAPRICOT C.O.A.C.H

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SERVICES

4. TRAINING SOLUTIONS

TRAINING SOLUTIONS

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VERTICALS AND SERVICES

USAGE EXAMPLES

Combined with the Capricot branding and Signature graphic elements, each vertical can be visually represented, either individually or as a whole across a wide range of mediums. A few examples are shown below.

POWERPOINT TEMPLATE

ENVIRONMENTAL GRAPHICS

WEB MEDIA

PRINTED APPLICATIONS (MOUSEPAD ETC)

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BANGALORE • DELHI • HYDERABAD • MUMBAI
JAIPUR • MOHALI • BELGAUM • MANGALORE

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West of Chord Road, Mahalakshmipuram,
Bangalore 560 086, India.
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