

Shop



* Registered Brand Name
**PSSSKART PRIVATE
LIMITED**

BRAND IDENTITY GUIDELINES

Our brand is a valuable asset. Using our brand together with our visual identity guidelines ensures consistent visual communications and brand associations and hence delivers the desired message.



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INTRODUCTION

CORPORATE

BRAND MANUAL

The guidelines that directs communications for SPSdeals Products and Services are part of larger effort to build awareness, understanding and preference for the Spsdeals Brand and Product and Services in the markets in which we compete. To build a brand that Endures.

The SPSdeals brand including the logo, name and colors and elements are reserved as company assets. We are responsible for protecting the company's interests throw preventing unauthorized use of the SPSdeals Design.

SPSdeals - REGENERATING YOUR SHOPPING EXPERIENCE is the source for all kind of Products.

We're dedicated to giving you the very best, with a focus on three characteristics, i.e. Reliability, customer service and uniqueness.

We hope you enjoy our products as much as we enjoy offering them to you. With quality, value, and convenience mixed right into our foundation, we will try to provide you - the best possible shopping experience.

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COMPANY LOGO

The Ultimate

REPRESENTATOR of SPSdeals

SPSdeals logo is playing role as representator of our company, Our People and our brand to world. The logo is a valuable **corporate asset** that must be used in the proper and approved way. Our corporate logo is the building block of our

corporate identity that ensure our strong existence. The **SPSdeals logo type** has two components, the logo symbol and logo type. The logo symbol is playing powerful role in representing the culture of our design services.

The logo type directly addresses the SPSdeals inner feelings of design in life and at work. The logo type of our brand has been chosen very carefully so that our creative purposes can be met; as well as showcase our actual objective. Its modern, highly legible to the customers. The typeface is **open sans** which makes balance perfectly with logo and symbol

The Corporate **symbol color** has been selected based on International standards, so that it can be implemented very easily. Two colors are used here - blue and orange. The Combination of these two colors have made the logo modern and timeless.



*The Corporate
Full logo of
SPSdeals
Brand*

LOGO ELEMENTS

LOGO SYMBOL & LOGO TYPE

The logo has **two elements** - the symbol of shopping bag to visualize the company's focal point and the logo types that's being used Open typeface to brand our products and marketing communications. The symbol must be used as a part of the logo for each and every communication purpose too. If you have further any queries please contact spsadmin@spsdeals.com



MODULE OF THE COMPANY LOGO

Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. Sizes mentioned here are for your reference only.

The module of the logo is determined according to the height of the "O" letter of the respective logo.



PROTECTIVE AREA OF THE LOGO

An important part of maintaining a consistent presentation of SPSdeals is keeping a clear area around it from other text, graphics or illustrations. Crowding the SPS logo detracts from its legibility and impact.

The logo must always fit into the protective area, which can not be intervened by other graphic elements which could hinder legibility of the brand.

The protective area of the logo is defined according to the height module of the letter "O".



Minimum logo width – 92 mm.



LOGO COLORS

The basic colors of SPSdeals is blue, orange, grey and white.

SPSdeals Blue is a bold, powerful color that embodies strength and dynamism of SPSdeals and should be used whenever a graphic vibrancy is desired in communication.

Orange color is a strong support color that speaks to the innovative side of SPSdeals.

PANTONE 648 C

C	100	R	0
M	85	G	45
Y	36	B	93
K	31		

Hex Code : #002d5d

80% 70% 60% 50% 40%

PANTONE 158 C

C	0	R	243
M	70	G	112
Y	100	B	33
K	0		

Hex Code : #f37021

80% 70% 60% 50% 40%

PANTONE Cool Gray 4C

C	27	R	243
M	21	G	112
Y	100	B	33
K	0		

Hex Code : #bcbcbc

80% 70% 60% 50% 40%

LOGO VARIATIONS

The Greyscale version is only used when black and white print is required.

The Black & White version of the logotype do exist, but should only be used in exceptional circumstances.

Reversed logo version for any dark background.



Grayscale version



Black & White version



Inverted color version

COLORS VARIATIONS

SPSdeals Brand Love

To make it creative
use **colors** and
have **fun!**

COLOURS

The SPSdeals brand love to play with variety of colors; specially strong and **high contrast** colors which makes our brand more appealing to the viewers. The most effective background color is white on which to reproduce the color logo as it gives a clean

contrast for the logo's color and elements. If the color reproduction is not available, the lgo should be reproduced in **solid black**. it can be used on **reverse** background of white color. When the SPSdeals logo is placed on a photographic image the image behind the logo must

be light enough to ensure high contrast for the positive logo or dark for the reverse logo.



Original color version



Black & White Version



Color version-1



Color version-2



Inverted color version



Grey Color version

INCORRECT USE OF THE LOGO

Presentation of SPSdeals logo must be carefully monitored and controlled. Incorrect use can undermine the identity system through mixed and unclear messages.

This page illustrates a number of incorrect presentations of SPSdeals logo. They range from reproduction of the logo itself, to violations of clear space and additional graphics.

This is not a complete list.



Examples 1-6 illustrate incorrect reproduction of SPSdeals Logo.

1. Relationship between the height and the width of the logo can not be changed.
2. The logo can not be used against complicated and intensive backgrounds.
3. A three dimensional logo can not be used in corporative materials.
4. The position of the elements can not be changed.
5. Spatial effects are not permitted.

COMMUNICATION TYPEFACE

Typography and consistent use of typefaces is a key element to create a cohesive look across all communications.

Font Type used in Logo is Gloucester MT Extra Condensed, popular as a text face in the early 20th century, the extra-condensed variation proves particularly useful to maintain legibility while packing more characters into a certain space.

Second typface for logo is Trumpit Regular. Trumpit is an amazing hand lettered script with a vintage feel. It comes with a full set of glyphs, including multilingual support and Opentype features.

Gloucester MT Extra Condensed

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()

Trumpit Regular

*Aa Bb Cc Dd Ee Ff Gg Hh
Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz
0 1 2 3 4 5 6 7 8 9
? ? „ “ : ; ? ! @ # \$ % & * ()*

Calibri Light

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()

Calibri Light Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv
Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()*

OFFICE AND ELECTRONIC CHANNELS TYPEFACE

The only font that may be used for corporate communications are the Calibri.

Calibri is a sans serif font, has a precise, technical feel that matches the company's technological base. It is ideal for captions, headings, technical information and signage, as well as for longer texts, such as reports, proposals and publications.

Calibri should be used as the primary sans serif typeface, but if for some reason it can't be obtained, the substitute typeface is Arial. Similar to PT Sans, Arial offers a contemporary feel with versatile function.

Calibri Regular

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()

Calibri Italic

*Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()*

Calibri Bold

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()**

Calibri Bold Italic

***Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9
« » „ “ : ; ? ! @ # \$ % & * ()***

INTRODUCTION CORPORATE IDENTITIES

CORPORATE IDENTITY KIT FOR SPSDEALS.COM



DAIRY



VISITING CARD
FRONT



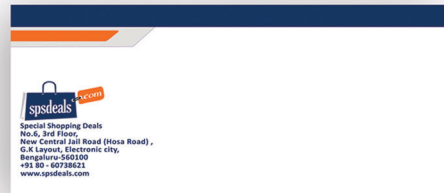
VISITING CARD
BACK



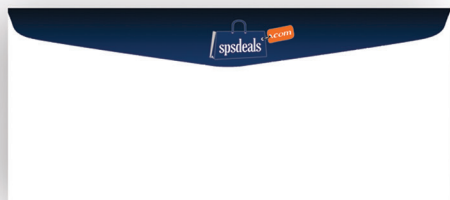
LOGO



EMAIL PROMO



ENVELOPE FRONT/BACK



LETTER HEAD



FACEBOOK AD

LETTER HEAD

Size of a document form – 210 x 297 mm. (A4)

The contact information of the company is written in Calibri font.

Size of contact information – 12 pt.

Paper – Arctic Volume White 100 g/m².



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BUSINESS CARDS

Size of a business card – 89 x 51 mm.

The other side of the card contains stylized SPSdeals logo and website details.

Text on a business card is written in Calibri font.

Size of the name and surname is 14 pt.

Size of position and contact information is 11 pt.

Paper – Arctic Volume White 300 g/m².



Front side



Back side

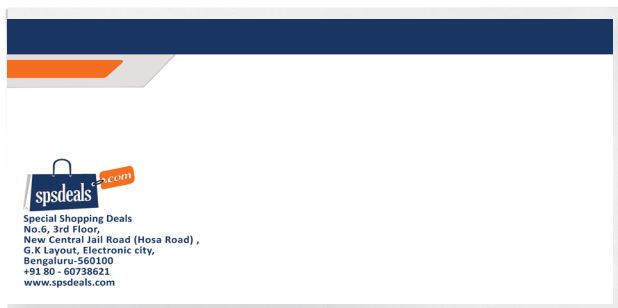
ENVELOPES

C4, C5 and C65 format envelopes are used.

Paper – Arctic Volume White 100 g/m².

Contact information of the company is written in PT Sans font.

Size of contact information – 10 pt.



Envelope sizes

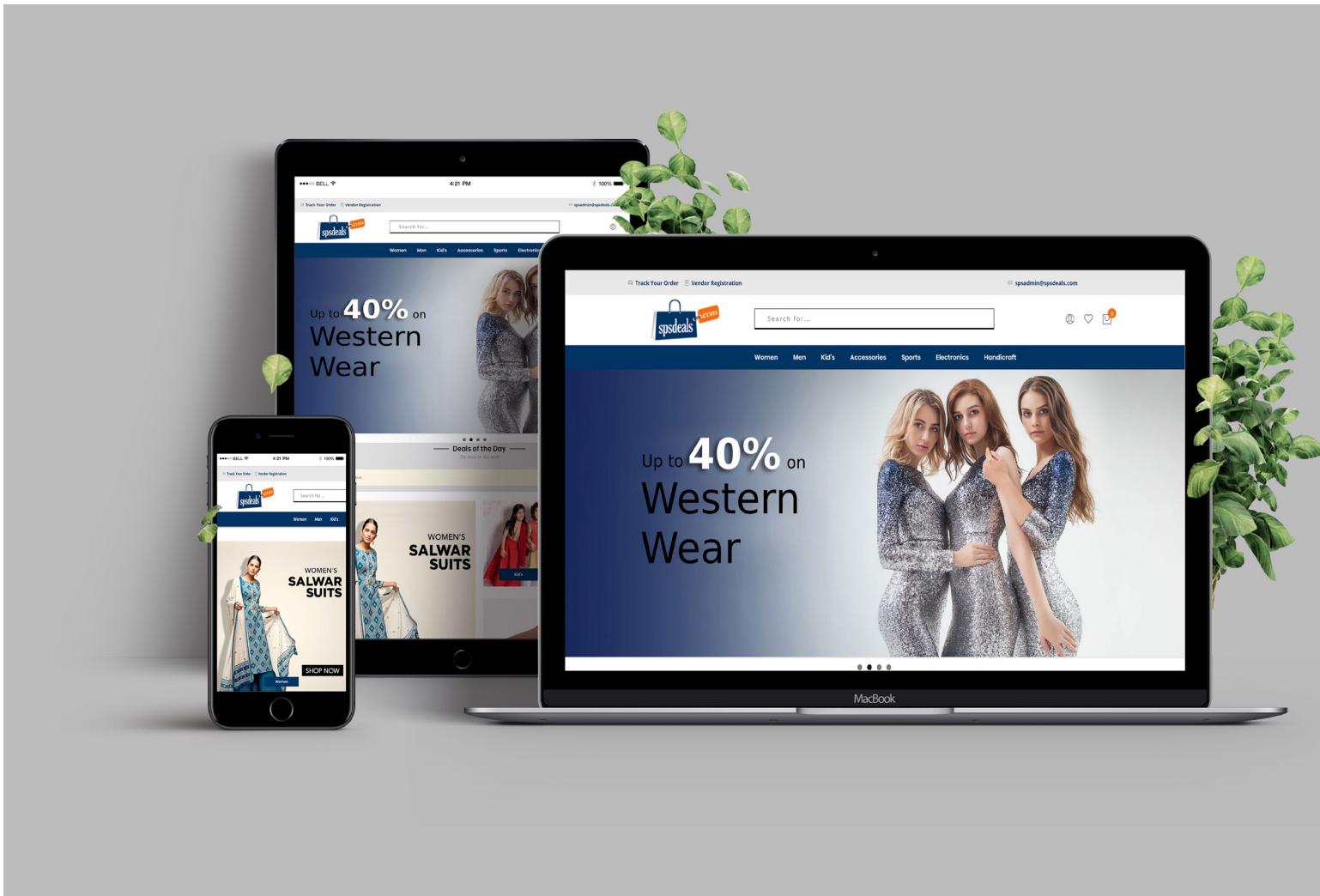
C4 – 229x324 mm

C5 – 162x229 mm

C65 – 114x229 mm



ON SCREEN PAGES



Usage:

These on screen layouts can be used for all corporate communication purposes of SPSdeals

Requirements:

- High Contrast Text Color
- High quality image
- Resolution 768x1024 px
- Professional look
- Format RGB

CORPORATE IMAGERY

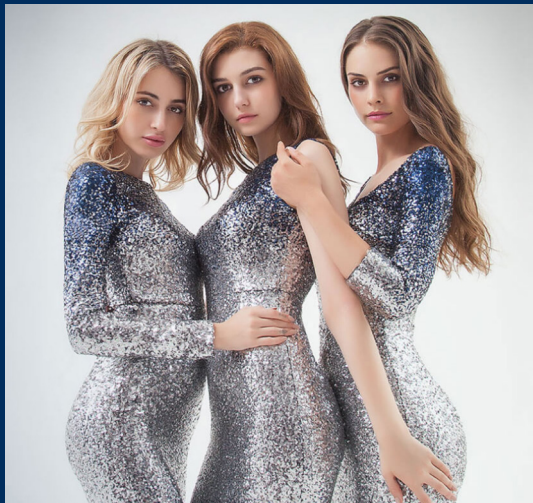
Images are responsible to transfer the values of SPSdeals to our Customers or our potential customers. It is a composite psychological impression that continually changes with the firm's circumstances, media coverage, performance

pronouncements, etc. SPSdeals use various corporate advertising to enhance public image in order to improve their desirability as a supplier, employer, customer, borrower, partner etc.



Requirements:

- High Contrast
- Sharp images
- minimalistic look
- modern and business like



BRAND PHRASES

The use of SPSdeals proprietary words, phrases, products, etc. that directly tie into SPSdeals functionality or features is allowed (e.g. "Deals Of The Day"), but requires approval from SPSdeals. Outside of this context, use of SPSdeals branded terms or similar statements are not allowed unless expressly approved.

This includes but is not limited to:

- Deals of the Day
- Top Seller in the Week
- Wish List (or Wishlist)
- Today's Deals
- Subscribe & Save

CALL TO ACTIONS (CTAs)

Text Link CTAs

The following CTAs are allowed in SPSdeals branded text links:

- Shop now at SPSdeals.com
- Shop now
- Pre-order now
- Learn more
- See details
- Watch now



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