

BHUTORIA 

BRANDING GUIDELINES

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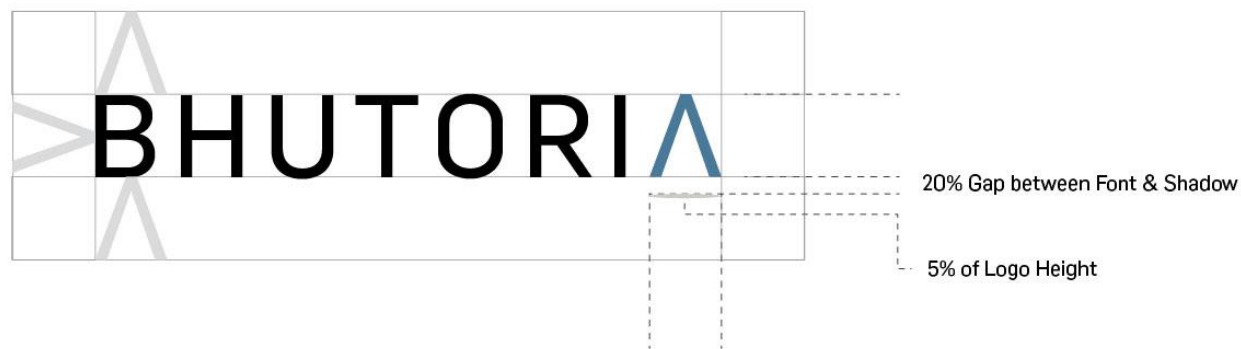
BHUTORIA

COMPANY PROFILE

At Bhutoria, we strongly believe in quality and service and reflect it in our company culture. We have developed a strong image of a trusted supplier and manufacturer of air conditioning products over the decades. Our strengths lie in nationwide distribution network, instant availability of spares and constant brand building.

LOGO GUIDELINES

LOGO
GUIDELINES
CLEAR SPACE



LOGO
GUIDELINES
PROPORTION

100X



16.75X

LOGO GUIDELINES

COLOUR GUIDELINES

The Bhutoria logo can be reproduced in specific colours whenever needed

Colour

BHUTORIA 



On Background

BHUTORIA 



Reverse

BHUTORIA 



BLACK & WHITE

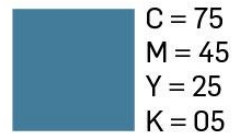
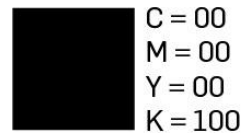
BHUTORIA 



LOGO GUIDELINES

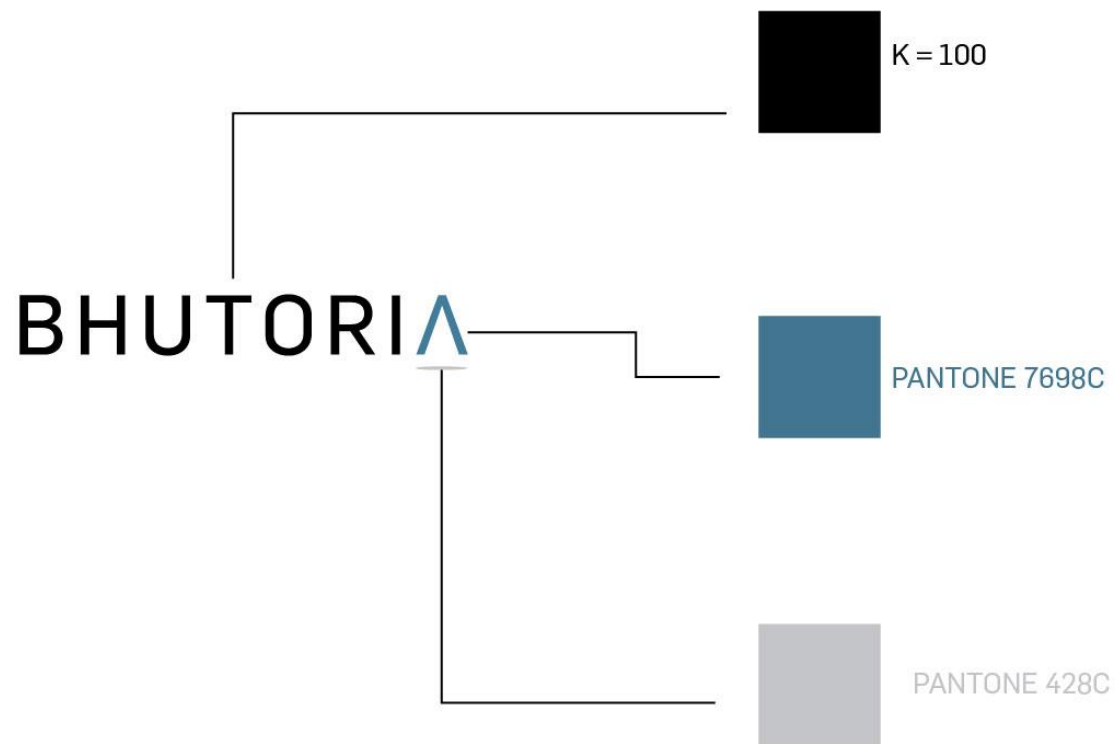
PRIMARY COLOURS

BHUTORIA



LOGO GUIDELINES

PANTONE
SHADE



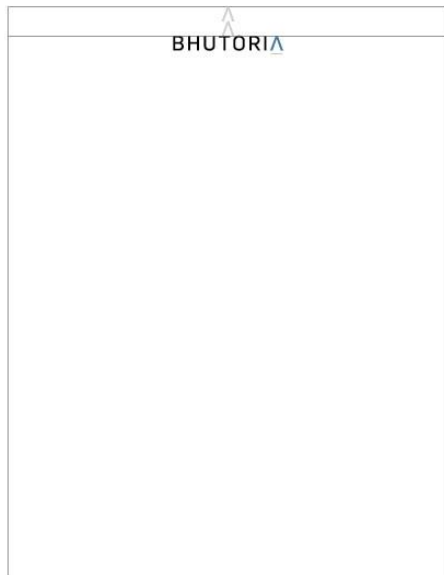
LOGO
GUIDELINES
MISUSE

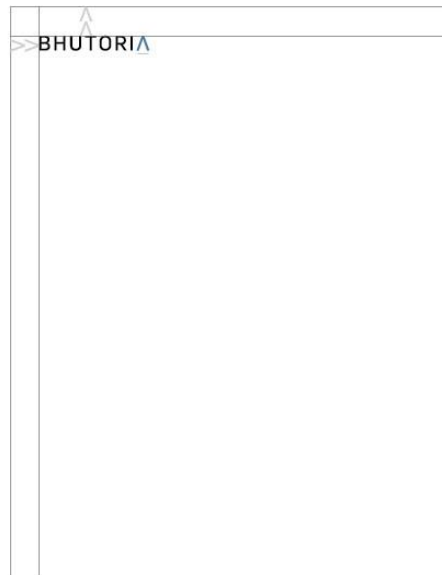
LOGO GUIDELINES

GENERAL PLACEMENT

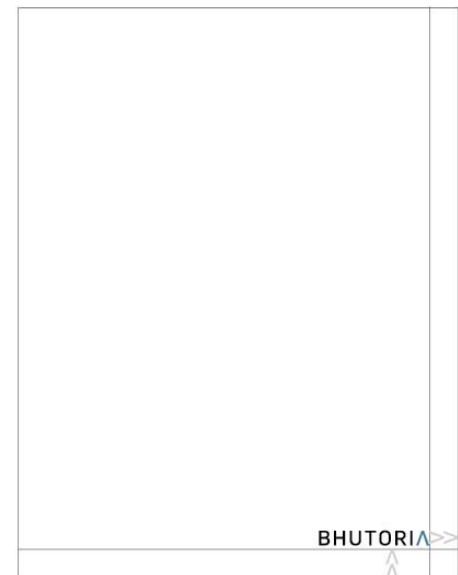
Preferred Placement



Secondary placement



Secondary placement



TYPOGRAPHY

TYPOGRAPHY
FONT

FLAMA

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

TYPOGRAPHY

FONT FAMILY

FLAMA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

FLAMA MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

FLAMA THIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

FLAMA BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

FLAMA SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890!

TYPOGRAPHY
FONT USAGE

HEADLINE FONT : FLAMA MEDIUM

BODY COPY FONT: FLAMA LIGHT

TYPOGRAPHY TYPESETTING

Typography is to be always left aligned. This helps the eye with a constant starting point for each line, making text easier to read.

Print Headline: 20-26

Print Body Copy: 10-11

Stationary: 8-10

Power Point Headline: 25-30

Body Copy Point Size : 12-18

Web Font Size: 25-30

Body Copy Point Size : 12-18

STATIONERY

STATIONERY

BUSINESS CARD

Business Card Size: 92 mm x 54 mm

FRONT



BACK



STATIONERY

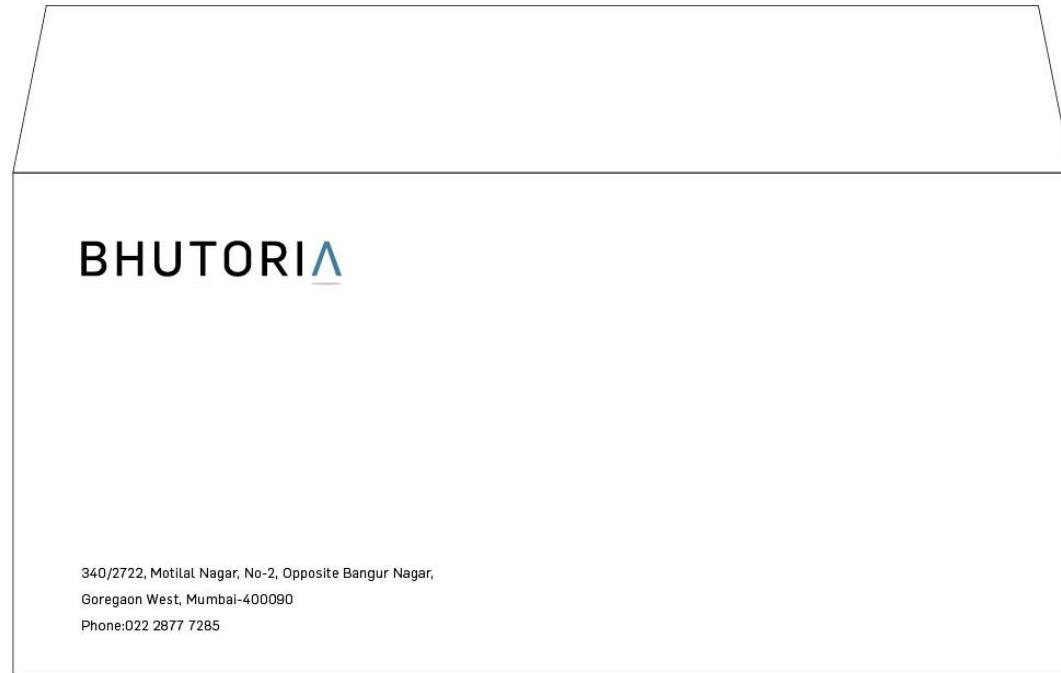
LETTER HEAD

Letter Head Size A4 (210 mm x 297 mm)



STATIONERY

ENVELOPE



ENVELOPE SIZE: 9.5" X 4.5"

STATIONERY

NOTEPAD

Note Pad Size: A5 (148.5 mm x 210 mm)

Logo Size: 48 mm Width



15 mm distance

3.5 mm distance
Flama Basic
Size 6 pt.

STATIONERY

CD



STATIONERY

CD COVER



STATIONERY

T-SHIRT



ADVERTISING GUIDELINES

ADVERTISING GUIDELINES



MAGAZINE AD TEMPLATE

ADVERTISING GUIDELINES



NEWSPAPER AD TEMPLATE

ADVERTISING GUIDELINES



HORIZONTAL MAGAZINE AD TEMPLATE

For newspaper ads, we will follow the same template. The only difference will be, the body copy will be placed on the white patch and the logo on the coloured patch.

IMAGERY

IMAGERY



Imagery plays a very important role in conveying the brand essence and brand message. Use of images that signify premiumness, sophistication, and that look international, will help us to portray the brand as a luxury brand.

Given below are few examples of imagery guidelines to ensure consistency in presenting the brand.



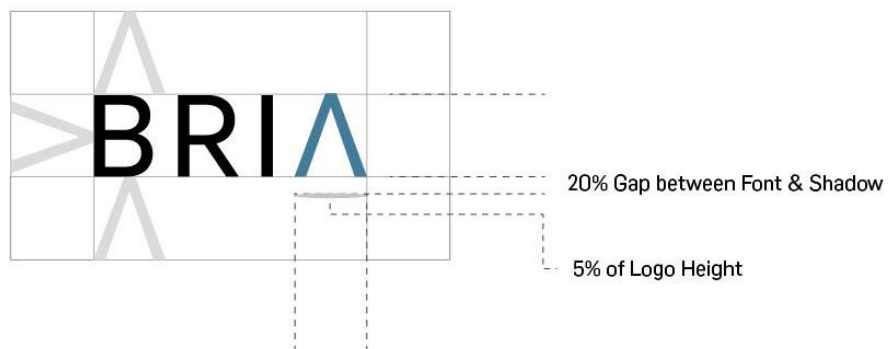
IMAGERY



PRODUCT BRAND GUIDELINES

BRIA

LOGO
GUIDELINES
CLEAR SPACE



LOGO
GUIDELINES
PROPORTION

100X



37.7X

PRODUCT
BRAND
GUIDELINES
AIR CONDITIONER



PRODUCT
BRAND
GUIDELINES
PACKAGING



PRODUCT
BRAND
GUIDELINES
THERMOSTAT



PRODUCT
BRAND
GUIDELINES
VAN



PRODUCT
BRAND
GUIDELINES
EXHIBITION
STALL



PRODUCT
BRAND
GUIDELINES
STORE FACADE

Electroménager

BRIA

Multimedia



PRODUCT
BRAND
GUIDELINES
CAP

