



FRAGOMATRIX[®]

BRANDING GUIDELINES

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FRAGO MATRIX[®]

COMPANY PROFILE

FRAGO MATRIX , 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 SENTS over the decades. Our strengths lie in nationwide distribution network, instant availability of constant brand building.

LOGO DESIGN

LOGO
GUIDELINES
CLEAR SPACE



- 20% up between Font & Shadow

LOGO
GUIDELINES
PROPORTION

13.57X

FRAGOMATRIX[®] 1.57X

LOGO
GUIDELINES
COLOUR
GUIDELINES

The FRAGO MATRIX logo can be reproduced in specific colours whenever needed

COLOUR

FRAGO MATRIX[®]

ON BACKGROUND

FRAGO MATRIX[®]

LOGO
GUIDELINES
PRIMARY
COLOURS



FRAGOMATRIX[®]



LOGO GUIDELINES

GENERAL
PLACEMENT



TYPOGRAPHY

TYPOGRAPHY
FONT

FAGRO

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890

MATRIX

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890



TYPOGRAPHY

FONT USAGE

HEADLINE FONT : GAZATTE REGULAR

SUBTITLE FONT : MONTSERRAT LIGHT



TYPOGRAPHY

TYPESETTING

TYPOGRAPHY by 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

Web Font Size: 120-14 Body Copy Pixel Size : 14-16

STATIONERY

STATIONERY

BUSSINESS CARD

FRONT



BACK



STATIONERY

LETTER HEAD

LETTER HEAD SIZE A4 (210 mm X 294 mm)

LOGO SIZE : 1.77 CM



Helvetica Medium
Size 6 pt
& Leading -21 pt.
Center Aligned



Plot No. 71,, Abhinav Nagar CHS, W E Highway, Borivali East,
Mumbai 400066

2 mm distance

STATIONERY ENVELOPE



ENVELOPE SIZE :

STATIONERY

NOTEPAD

LOGO SIZE : 22 CM



26.3 mm distance

13.4 mm distance



STATIONERY

T-SHIRT



PRODUCT BRAND GUIDELINES

PRODUCT
BRAND
GUIDELINES
VAN



PRODUCT
BRAND
GUIDELINES
CAP



**PRODUCT
BRAND
GUIDELINES**
STORE FACADE



**PRODUCT
BRAND
GUIDELINES**

Exhibition stall
& Events



thank you