

visual standards  
and guidelines

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LESS IS MORE

our ideology

## OUR IDEOLOGY

# less is more

Simplicity is better than elaborate embellishment; Sometimes something simple is better than something advanced or complicated.

The phrase less is more means that having just the essential things is better than having way too much of superfluous things. It allows you to focus on what matters.

At Crestech, we have “less is more” ideology as the foundational pillar of anything that comes in or goes out of crestech.

Be it communication, where we want to be as precise and impactful as possible with the least amount of words.

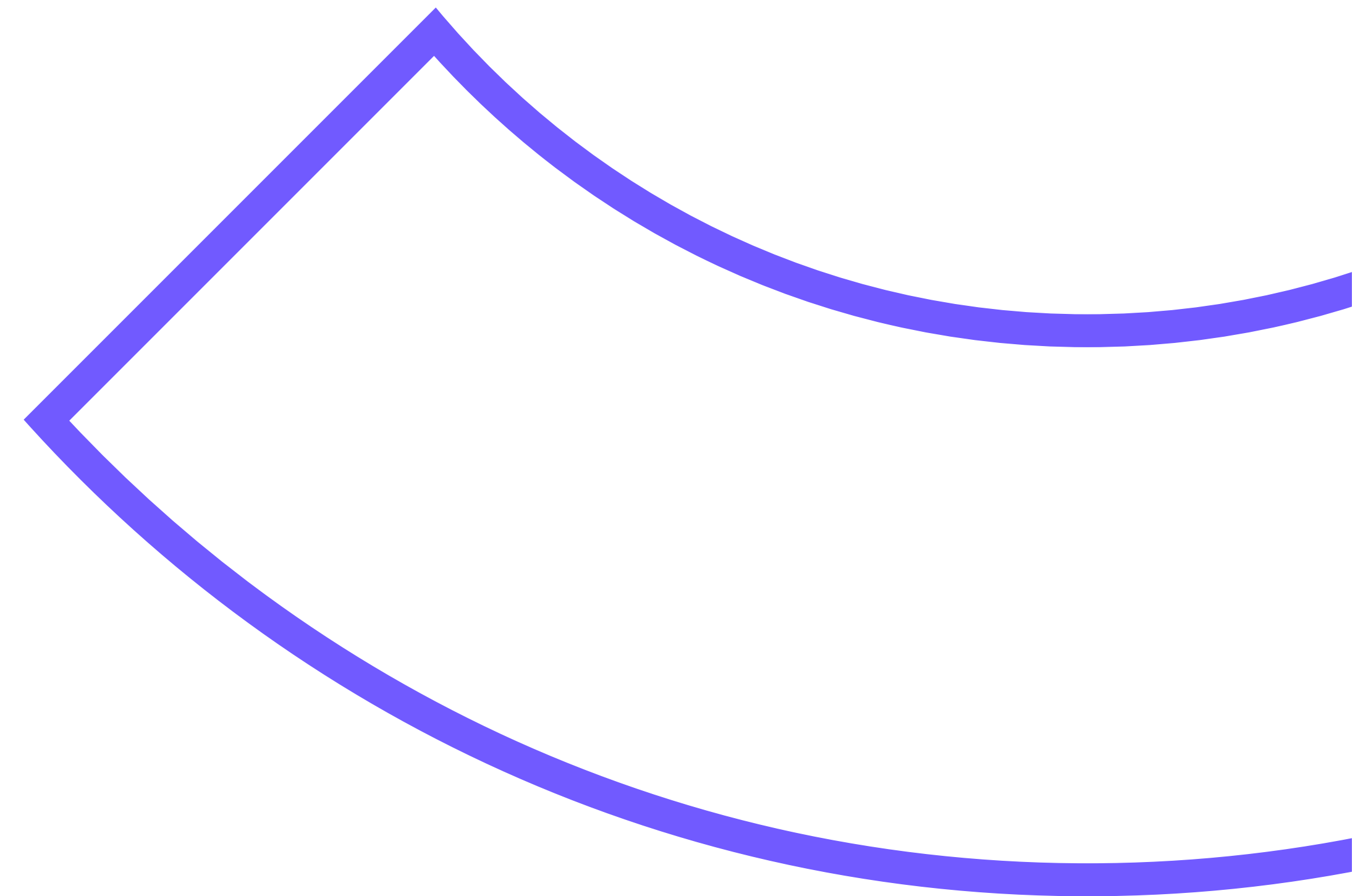
Or be it resources or clients, we might operate and work with less, but nothing less than the best people that can drive success to Crestech and our clients.

The idea behind this expression is that it is possible to overdo something.

But it is always a good idea to take a step back, reanalyze, and subtract whatever looks extra to the eye.

If the design/framework works, then the subtracted detail was not important in the first place.

So, yeah, we will leave it at this. Less is more.



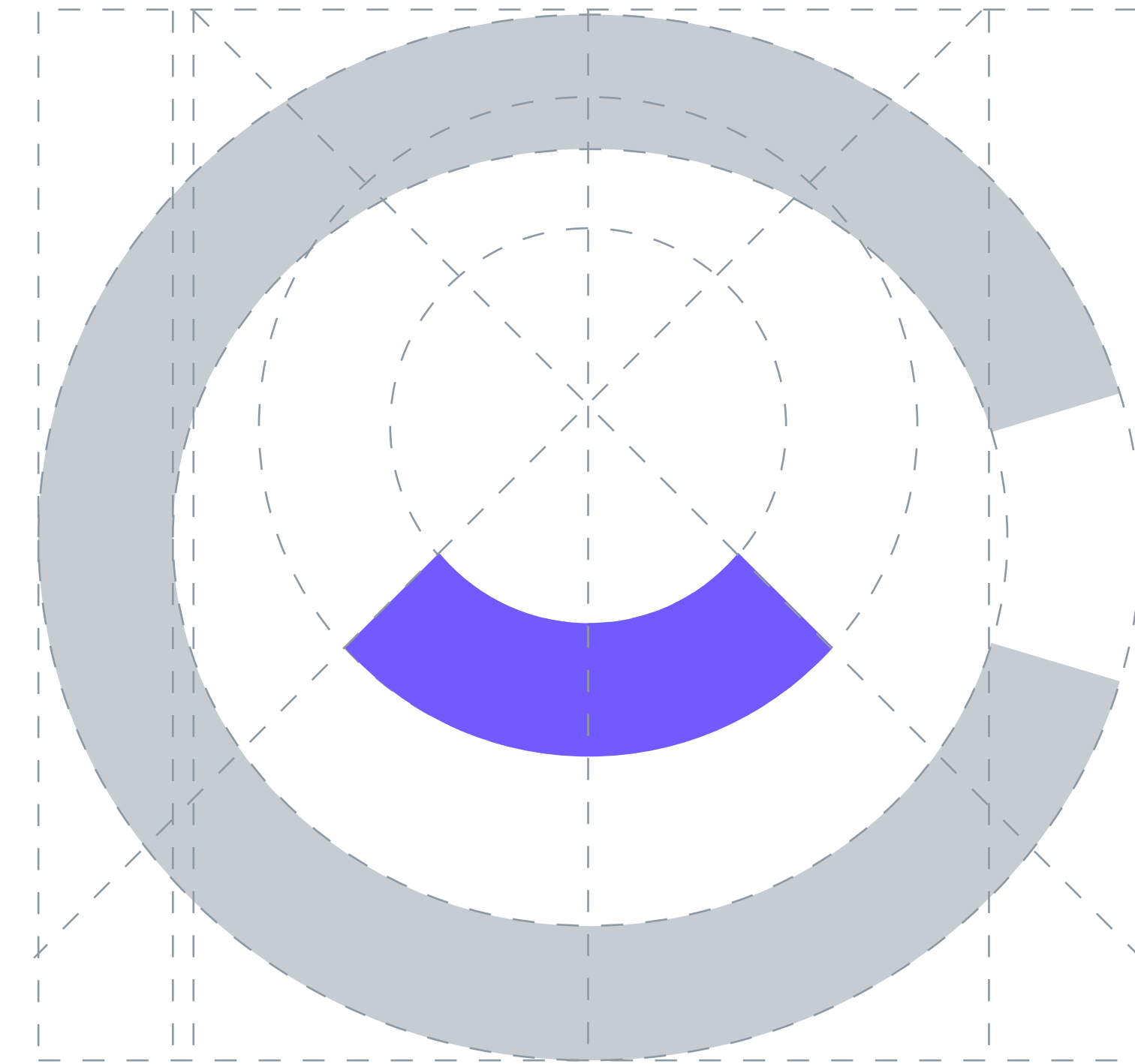
## OUR IDEOLOGY

Branding Crestech to become a strong, value driven, trusted, global leaders of Quality Assurance and Testing Providers.

We are on a mission to touch as many lives as possible revolutionizing the end user's experience and security of final products, and to give back to the society by uplifting the underprivileged socially and financially.

In the journey of achieving this mission we have set smiles as our milestones. With every smile generated or delivered to a client, or a coworker, or maybe a business companion, we believe we are one step closer to our goal.

Hence, a smile has become an integral part of our identity, which we use in numerous ways to put across our communication over various mediums.



SMILES CONSTANTLY DELIVERED TO  
**COWORKERS - CLIENT - COMPANION**

LOGO GUIDELINES AND APPLICATIONS

**crestech identity**

# CRESTECH LOGO

The logo features the word "crestech" in a lowercase, black, sans-serif font. The letter 'c' is stylized with a blue, curved shape inside its lower half, resembling a smile or a wave.

crestech

## SPACING AND LEGIBILITY

To ensure the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the height of the first letter “c”.

Always make the signature at least 1in (72px) for print and 75 px for digital applications so that they are reproduced at a size where they are clearly legible. The signatures may need to be larger when they are reproduced via low-resolution media in order to retain design integrity.



MINIMUM DISTANCE BETWEEN LOGO AND OTHER ELEMENTS SHOULD BE EQUAL TO OR GREATER THAN THE HEIGHT OF THE FIRST LETTER “c”.



MINIMUM PRINT SIZE: 1IN. / 25.4MM  
MINIMUM DIGITAL SIZE: 75 PX



## LOGO ADAPTATIONS

The new Crestech logo has been made to fit all spaces and all mediums.

We have four different variations in which the logo can be adapted, namely, a pair of primary and secondary logos, a pair of logomark and knockout mark.

These adaptations should be used directly in relation to the canvas area available for use.

Primary, Secondary and Logomark units hence are to be used to fit large, medium and small canvas areas respectively to create the compositions where the branding is legible.

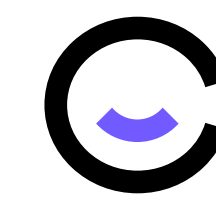
The minimum size and clear space guidelines are to be followed as discussed in Spacing and Legibility.

The primary logo consists of the word "crestech" in a lowercase, sans-serif font. The letter "c" is stylized with a blue smile-like shape inside its lower curve.

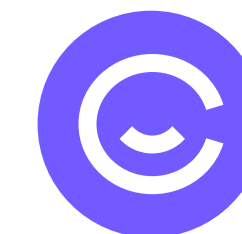
PRIMARY LOGO

The secondary logo consists of the word "ctech" in a lowercase, sans-serif font. The letter "c" is stylized with a blue smile-like shape inside its lower curve.

SECONDARY LOGO



LOGOMARK



KNOCKOUT MARK

## VARIATION WITH TAGLINE

Crestech has a fantastic tagline and we love to embrace it wherever possible. Hence, the new logo has different variations with tagline for all primary, secondary and logomark adaptations.


The usage guidelines are to be followed as discussed in the last section with primary, secondary and logomark units to be used to fit large, medium and small spaces respectively.

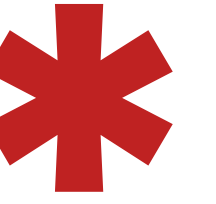
The minimum size and clear space guidelines are to be followed as discussed in Spacing and Legibility.

**crestech**  
Great products made possible

**ctech** Great products  
made possible

Great products  
made possible

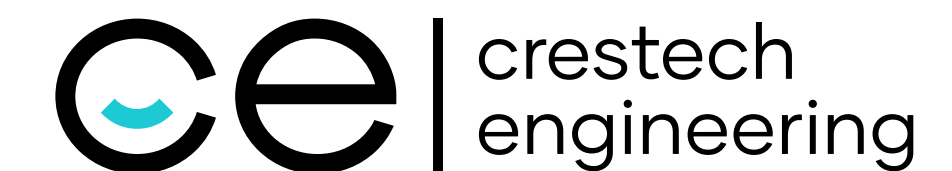
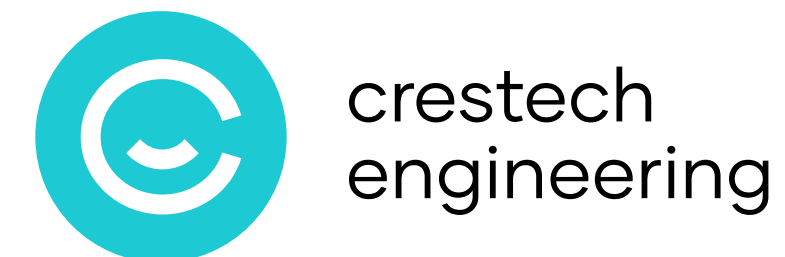
Great products  
made possible



## EXTENTION TO VERTICALS

To ensure the logo has consistent, optimal legibility and prominence, an area of clear space should be maintained around the logo. This distance should, ideally, be equal to or greater than the height of the first letter “c”.

Always make the signature at least 1in (72px) for print and 75 px for digital applications so that they are reproduced at a size where they are clearly legible. The signatures may need to be larger when they are reproduced via low-resolution media in order to retain design integrity.



# COMMON MISTAKES

Our logo is a valuable asset and its integrity should not be compromised in any way.

A few examples of inappropriate logo usage are shown on this page. The wordmark should not be altered in any way, such as extending, condensing, outlining, adding borders, special effects or drop shadows, or attaching other words or graphics. Please avoid these and all other changes to the YouGov wordmark and signatures.



DO NOT USE THE OLD LOGO



DO NOT ROTATE THE LOGO



DO NOT USE IN OUTLINES



DO NOT ADD SHADOWS



DO NOT DISTORT THE MARK



DO NOT ADD DROP OUTLINES



NOT ENOUGH NEGATIVE SPACE



NOT ENOUGH CONTRAST



DO NOT USE OTHER COLOURS



DO NOT USE GRADIENTS



DO NOT ALTER SPACING

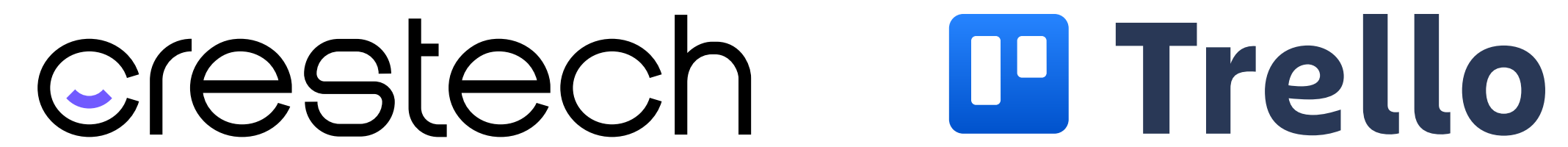



DO NOT USE AN IMAGE MASK

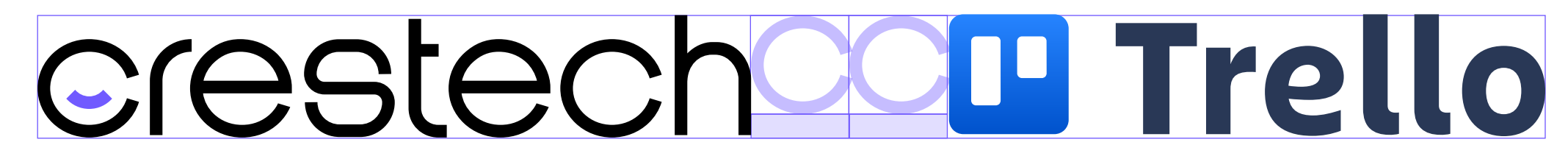
## LOGO COBRANDING

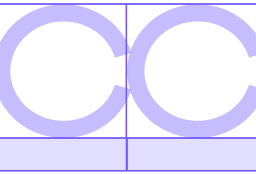

In general, try to align the logos to feel balanced in size.

The Crestech logo is designed to play well with others but should maintain its sense of self next to other identities.



crestech  **Trello**

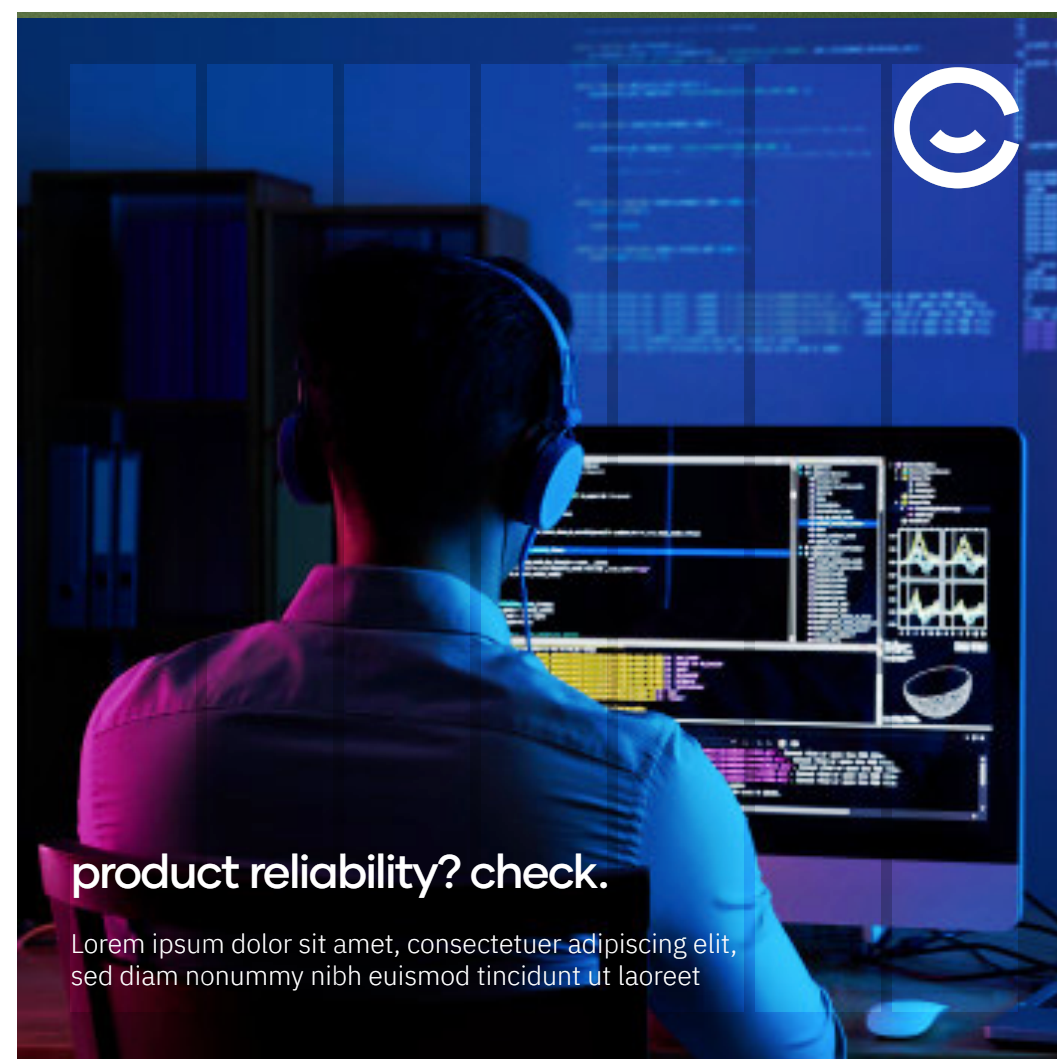


crestech   **Trello**

# USAGE ON SOCIAL MEDIA (1:1)

## 1200X1200 PX WITH STOCK PHOTOGRAPHY

Posts follow a 7-column grid with 60px (5%) margins. Logomark in single column is always on top. Subject in stock images can take upto 50% canvas area i.e. 3-4 columns. Only use primary typefaces to do communication. Creative copy is in landscape (portrait) can take upto 5 columns (3 columns).



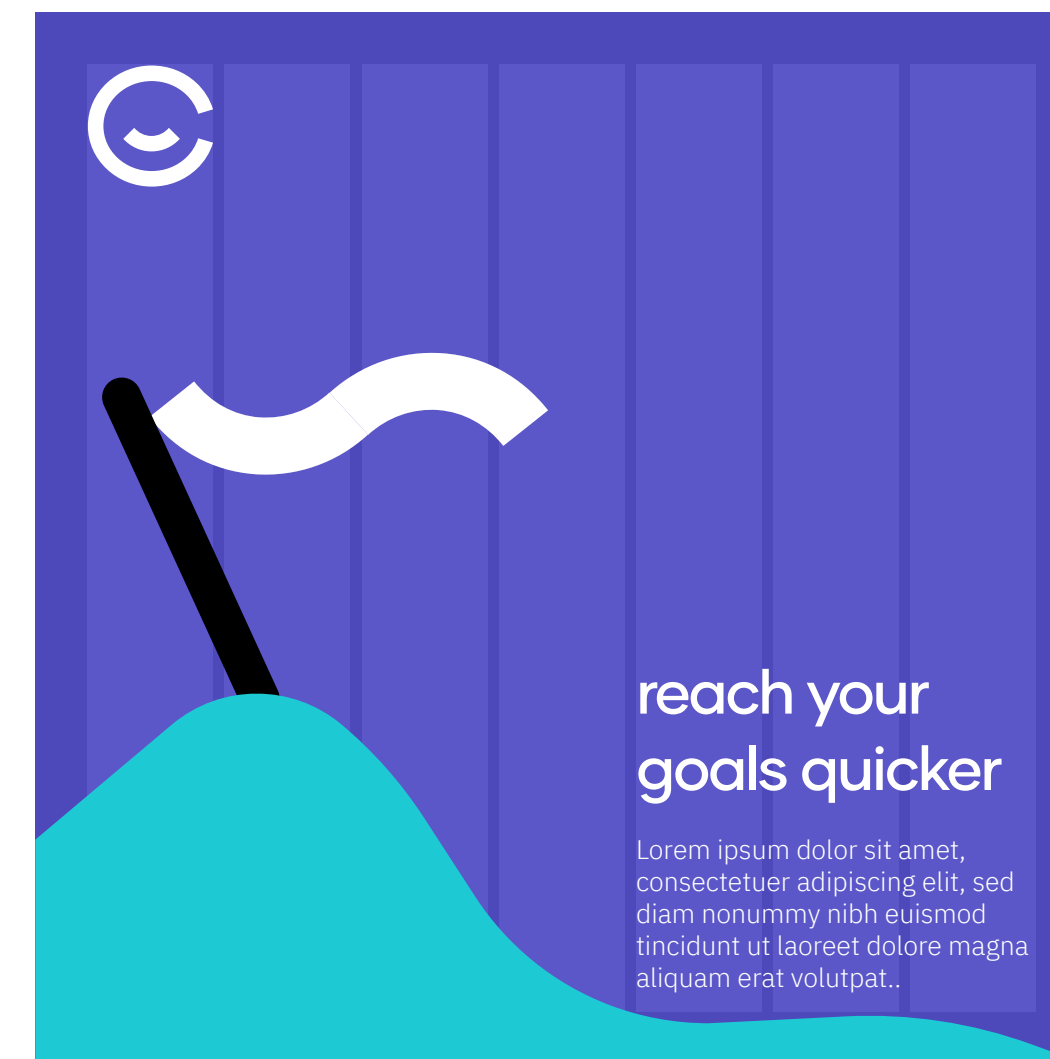
1200X1200 PX- 7 COLUMN GRID WITH 5% MARGINS ON CORNERS. LOGO MARK COMES ON TOP RIGHT CORNER ALWAYS.



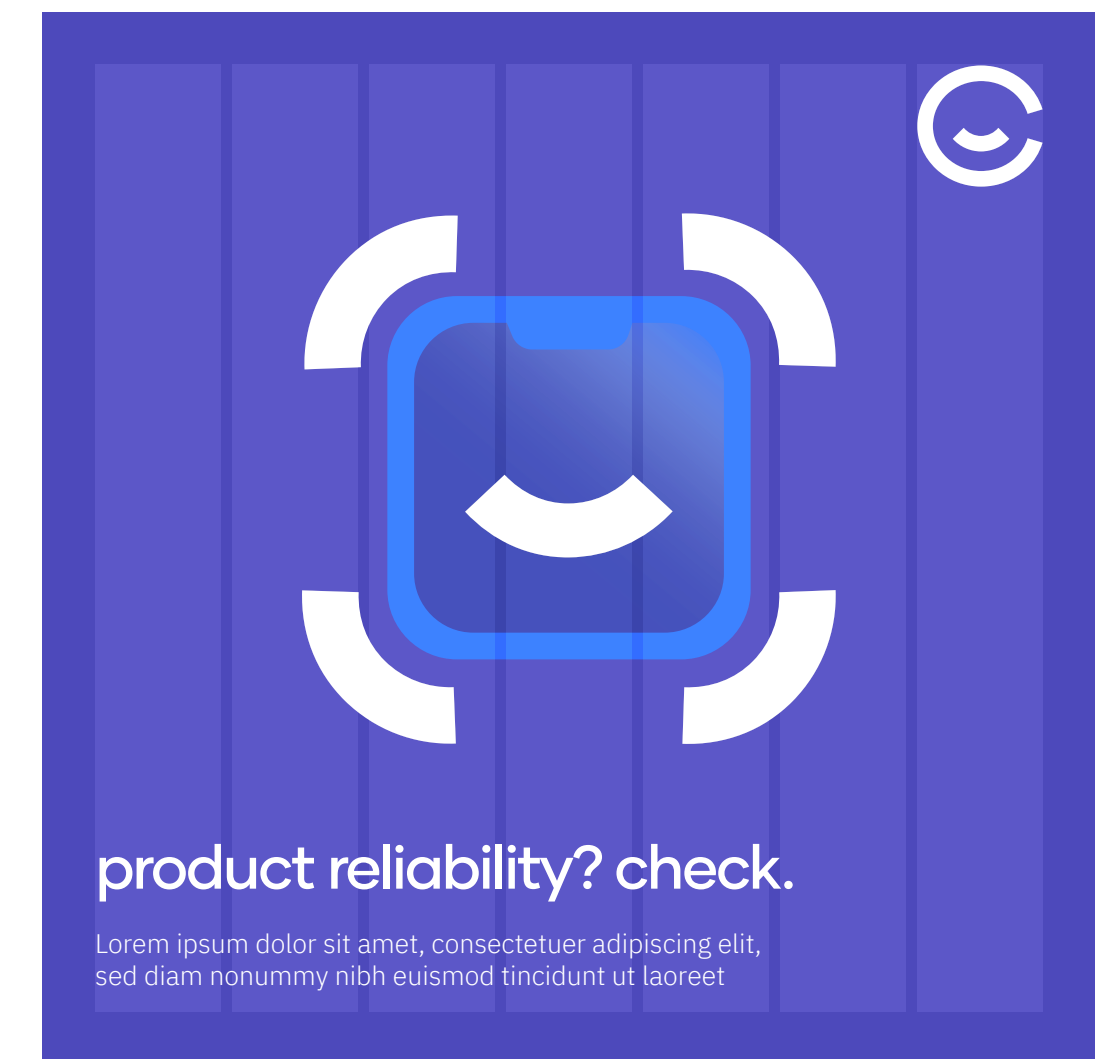
1200X1200 PX- 7 COLUMN GRID WITH 5% MARGINS ON CORNERS. IMAGERY CAN COVER 40-50% OF CANVAS AREA.

## 1200X1200 PX WITH ATOMIC ILLUSTRATIONS

Posts follow a 7-column grid with 60px (5%) margins. Only use the logomark with a width of 1 column. Subject in illustrations can take upto 50% canvas area i.e. 3-4 columns. Only use primary typefaces to do communication. Creative copy is in landscape (portrait) can take upto 5 columns (3 columns).



1200X1200 PX- 7 COLUMN GRID WITH 5% MARGINS ON CORNERS. ARTWORKS CAN COVER 40-50% OF CANVAS AREA.

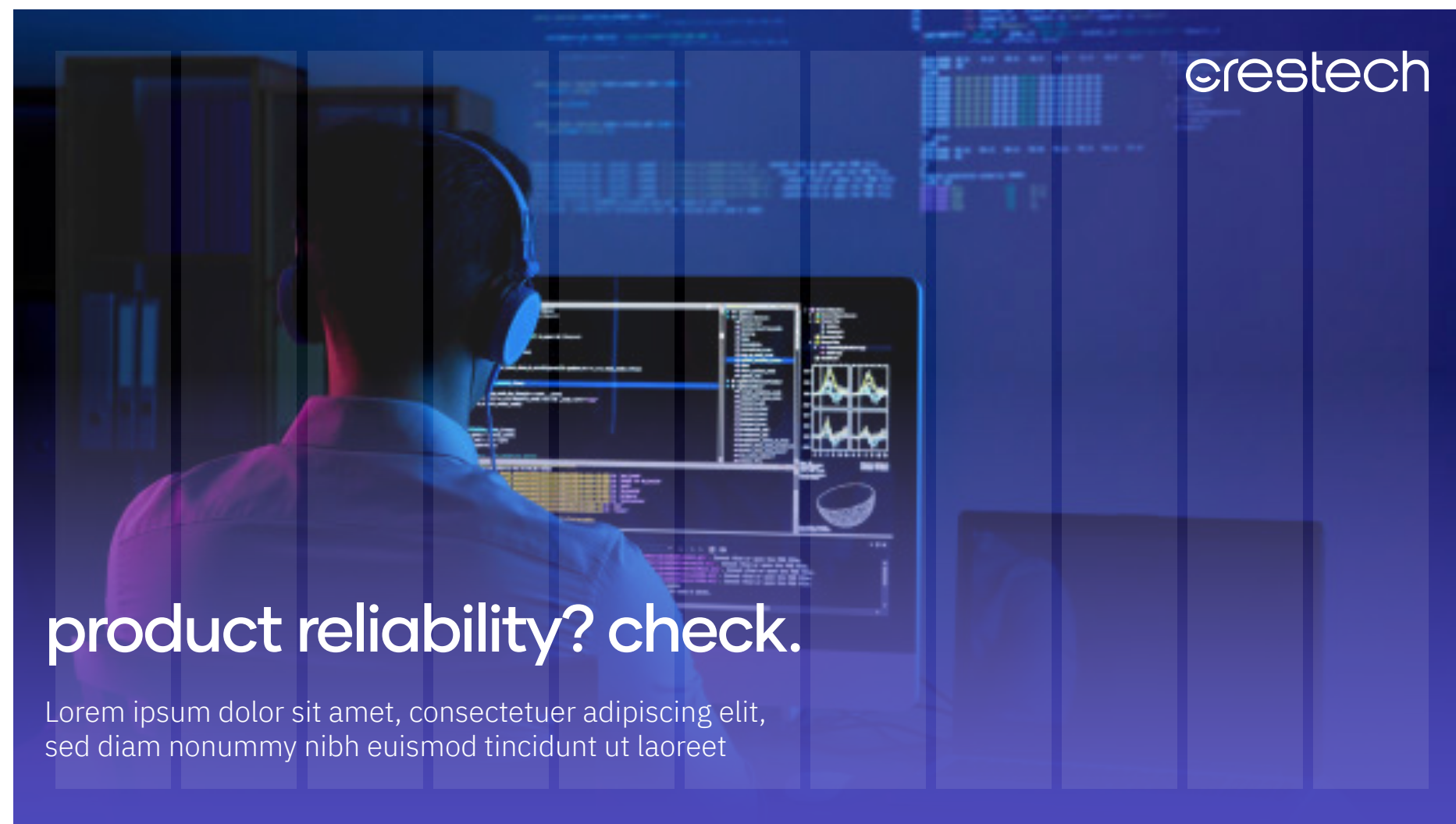


1200X1200 PX- 7 COLUMN GRID WITH 5% MARGINS ON CORNERS. ARTWORKS CAN COVER 40-50% OF CANVAS AREA.

## USAGE ON SOCIAL MEDIA (16:9)

### 1920X1080 PX WITH STOCK PHOTOGRAPHY

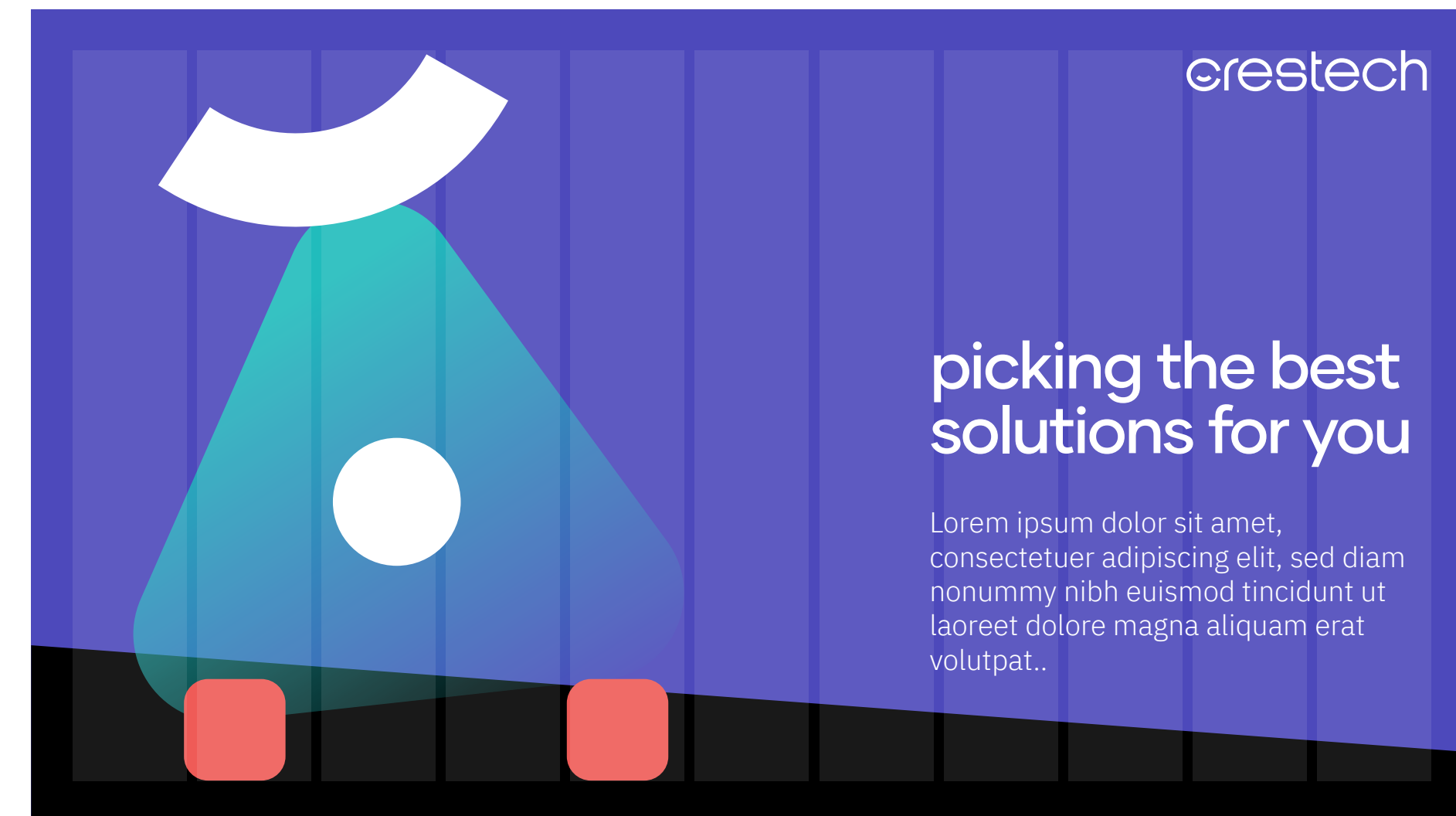
Posts follow a 11-column grid with 54px (5%) margins. Primary logo in single column is always on top. Subject in stock images can take upto 60% canvas area i.e. 5-7 columns. Only use primary typefaces to do communication. Creative copy is in landscape (portrait) can take upto 6 columns (4 columns). Use a gradient strip at the bottom of the creative for communication to have its own focus.



1920X1080 PX- 11 COLUMN GRID WITH 5% MARGINS ON CORNERS.  
IMAGERY CAN COVER 50-60% OF CANVAS AREA.

### 1920X1080 PX WITH ATOMIC ILLUSTRATIONS

Posts follow a 11-column grid with 54px (5%) margins. Primary logo in single column is always on top. Subject in illustrations can take upto 60% canvas area i.e. 5-7 columns. Only use primary typefaces to do communication. Creative copy is in landscape (portrait) can take upto 6 columns (4 columns). Do not overlap the creative copy with the illustration.



1920X1080 PX-11 COLUMN GRID WITH 5% MARGINS ON CORNERS.  
ARTWORKS CAN COVER 50-60% OF CANVAS AREA.

COLOR PALETTE AND VARIATIONS

**brand colours**



# COLOR PALETTE

The Crestech Colour palette is comprised of six colors, three primary and three accent colours. These colour variations have been selected to give the flexibility needed to express different ideas and to differentiate key messages and information.

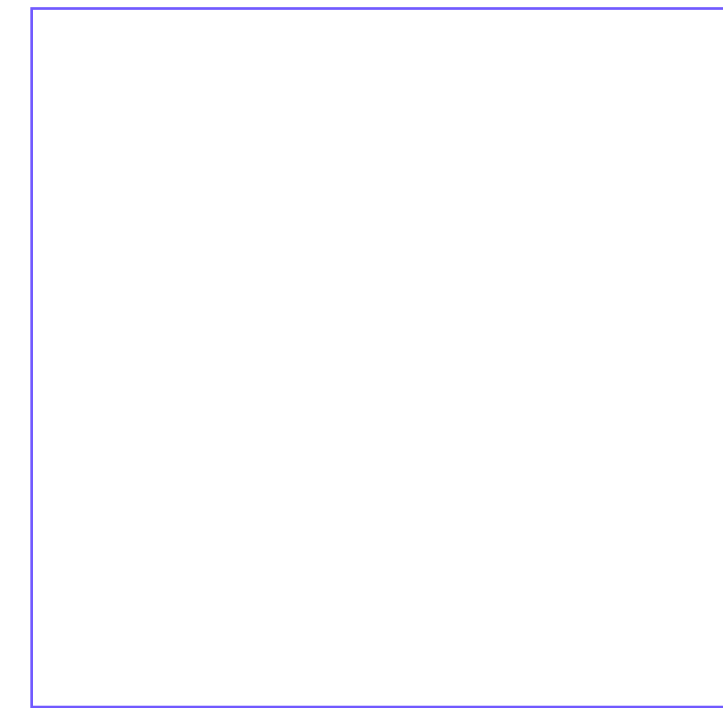
## PRIMARY COLOURS

Crestech's colours bring visual life to all of our communication. Our primary colour mix includes a representation of strength with its purple, white and black.

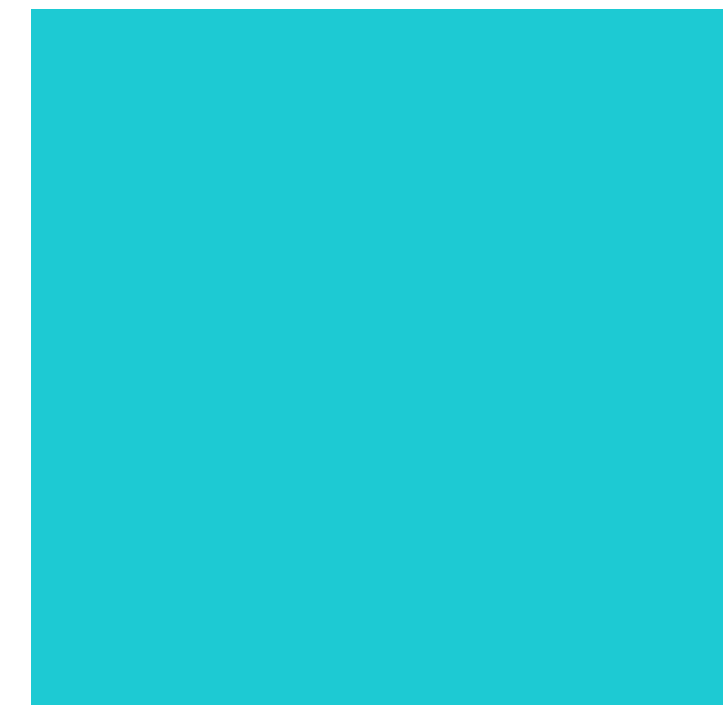
## SECONDARY COLOURS

Use secondary colours to add visual variety. The secondary colours will provide nice accents to our primary palette as documents are created. The red, teal and yellow offer some visual pop to draw attention to important details.

PRIMARY



SECONDARY

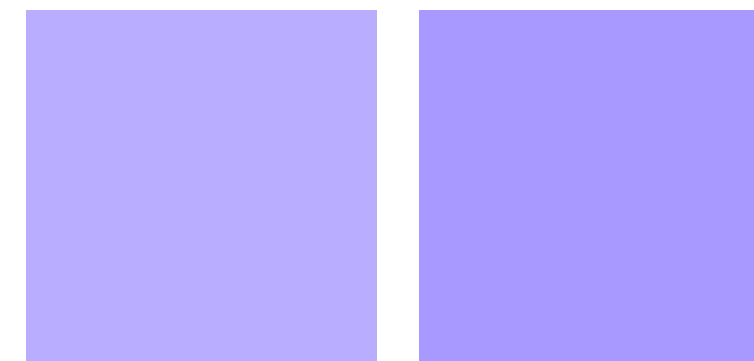


# PRIMARY COLOR VARIATION

## PRIMARY COLOURS

Crestech's colours bring visual life to all of our communication. Our primary colour mix includes a representation of strength with its purple, white and black.

PANTONE Colours are displayed as mini swatches on the brand color.



#B8ADFF  
C28 M31 Y0 K00

#A799FF  
C38 M40 Y0 K00



#8D9AA5  
C48 M33 Y29 K00

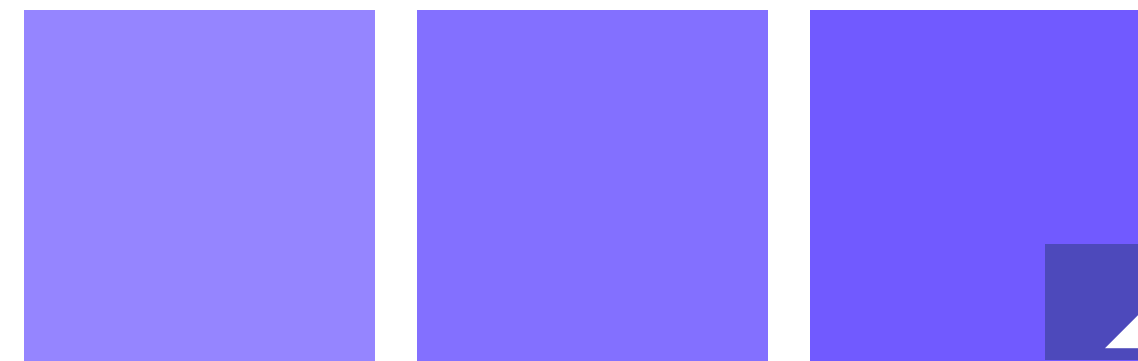
#63727E  
C65 M48 Y40 K11



#-----

#-----

## BEST TO USE COLOURS



#9585FF  
C49 M50 Y00 K00

#8370FF  
C61 M61 Y00 K00

PANTONE 2368C  
#715AFF



#48535B  
C72 M58 Y50 K29

#2D3439  
C76 M65 Y58 K55

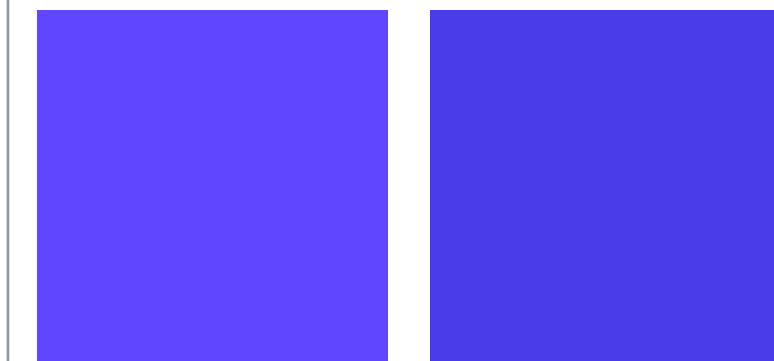
PANTONE BLACK C  
#000000



#-----

#-----

PAPER  
#FFFFFF



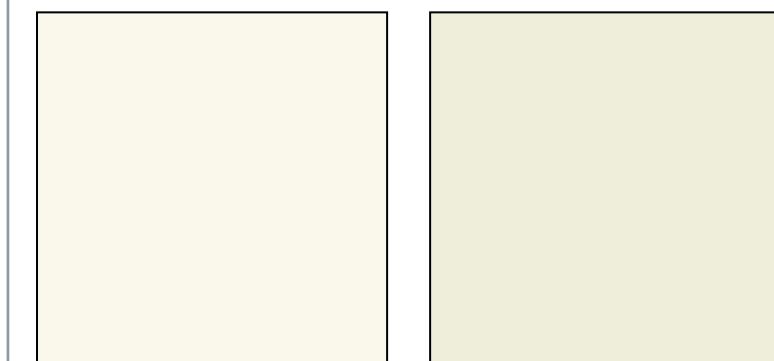
#6047FF  
C749 M72 Y00 K00

#493DEA  
C80 M75 Y00 K00



#09072B  
C90 M86 Y50 K68

#040423  
C87 M81 Y55 K74



#F9F8EA  
C02 M01 Y08 K00

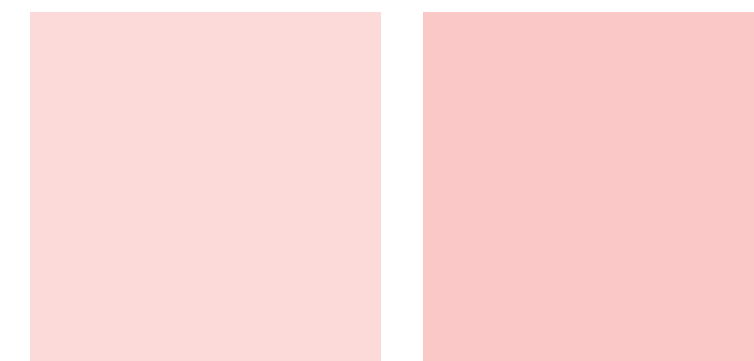
#EFEEDA  
C06 M03 Y15 K00

# SECONDARY VARIATIONS

## SECONDARY COLOURS

Use secondary colours to add visual variety. The secondary colours will provide nice accents to our primary palette as documents are created. The red, teal and yellow offer some visual pop to draw attention to important details.

PANTONE Colours are displayed as mini swatches on the brand color.



#FCDAD9  
C00 M17 Y08 K00

#FAC8C7  
C00 M26 Y13 K00



#F7A4A1  
C00 M44 Y26 K00

#F57E7A  
C00 M64 Y43 K00

PANTONE 178C  
#F25B57



#D13737  
C12 M93 Y85 K03

#BF2222  
C18 M99 Y100 K08



#FFECC2  
C00 M06 Y27 K00

#FFDF99  
C00 M12 Y46 K00



#FFD270  
C00 M18 Y66 K00

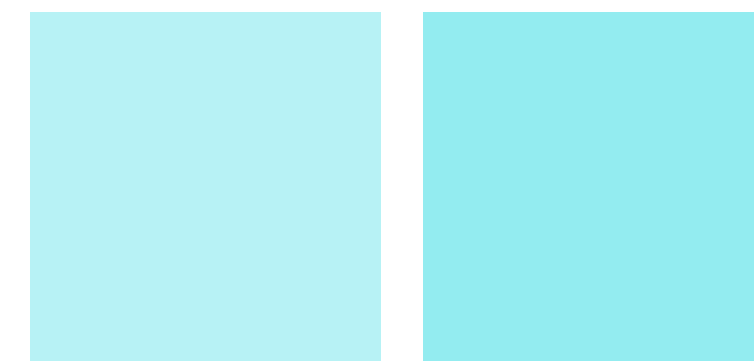
#FFC547  
C00 M24 Y82 K00

PANTONE 1235C  
#FFB71B



#F5A700  
C02 M38 Y100 K00

#E09900  
C11 M43 Y100 K00



#B7F2F5  
C24 M00 Y07 K00

#93ECF0  
C36 M00 Y10 K00



#5DE2E9  
C50 M00 Y14 K00

#3ADCE4  
C58 M00 Y17 K00

PANTONE 319C  
#1DCAD3



#1BBDC5  
C71 M00 Y26 K00

#18ACB4  
C75 M10 Y31 K00

## BEST TO USE COLOURS

PRIMARY AND SECONDARY TYPEFACES

typography

# PRIMARY TYPEFACES

Our primary typefaces are Gilmer and IBM Plex.

Gilmer and IBM Plex should be used as header and body font respectively in all designed material such as collateral and advertising.

Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.

HEADER SAMPLE

this is Gilmer,  
a header font.

This is a sample paragraph in IBM Plex Light. Gilmer and IBM Plex should be used as header and body font respectively in all designed material such as collateral and advertising.

GILMER LIGHT

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

GILMER BOLD

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+**

GILMER REGULAR

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

GILMER HEAVY

Aa

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+**

GILMER MEDIUM

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

GILMER OUTLINE

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

# PRIMARY TYPEFACES

Our primary typefaces are Gilmer and IBM Plex.

Gilmer and IBM Plex should be used as header and body font respectively in all designed material such as collateral and advertising.

Multiple weights help establish a clear hierarchy and draw the reader's attention to important content.

BODY SAMPLE

*IBM Plex is  
for the body.*

This is a sample paragraph in IBM Plex Light. Gilmer and IBM Plex should be used as header and body font respectively in all designed material such as collateral and advertising.

IBM PLEX EXTRA LIGHT

*AaBb*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

IBM PLEX LIGHT

*AaBb*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

IBM PLEX REGULAR

*AaBb*

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

IBM PLEX MEDIUM

***AaBb***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+**

IBM PLEX SEMIBOLD

***AaBb***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+**

IBM PLEX BOLD

***AaBb***

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+**

## SECONDARY TYPEFACES

Our secondary typefaces are present in two weights and helps to replace the primary fonts as follows:

Verdana Regular replaces Gilmer Light and Regular.

Verdana Bold replaces Gilmer Medium, Bold and Heavy.

Arial Regular replaces IBM Plex Extra Light, Light and Regular.

Arial Bold replaces IBM Plex Medium, Semi Bold and Bold.

These fonts should be used on all Word and PowerPoint materials that are edited outside of design

VERDANA REGULAR

# AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

ARIAL REGULAR

# AaBb

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()\_+

VERDANA BOLD

# AaBb

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+**

ARIAL BOLD

# AaBb

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**1234567890 !@#\$%^&\*()\_+**

SECONDARY TYPEFACE SAMPLE

# verdana bold as a heading.

*This is a sample paragrah in Arial Regular.*

Arial Regular replaces IBM Plex Extra Light, Light and Regular. Arial Bold replaces IBM Plex Medium, Semi Bold and Bold. Verdana and Arial fonts should be used on all Word and PowerPoint materials that are edited outside of design.

GRID SETUP AND GUIDELINES

# iconography



# GRID SETUP

Crestech is all about consistency with an element as big as a billboard and as small as an icon. Setting great iconography starts with setting up the grid.

The grid is composed of 2 major components; the grid itself and guides for safe areas.

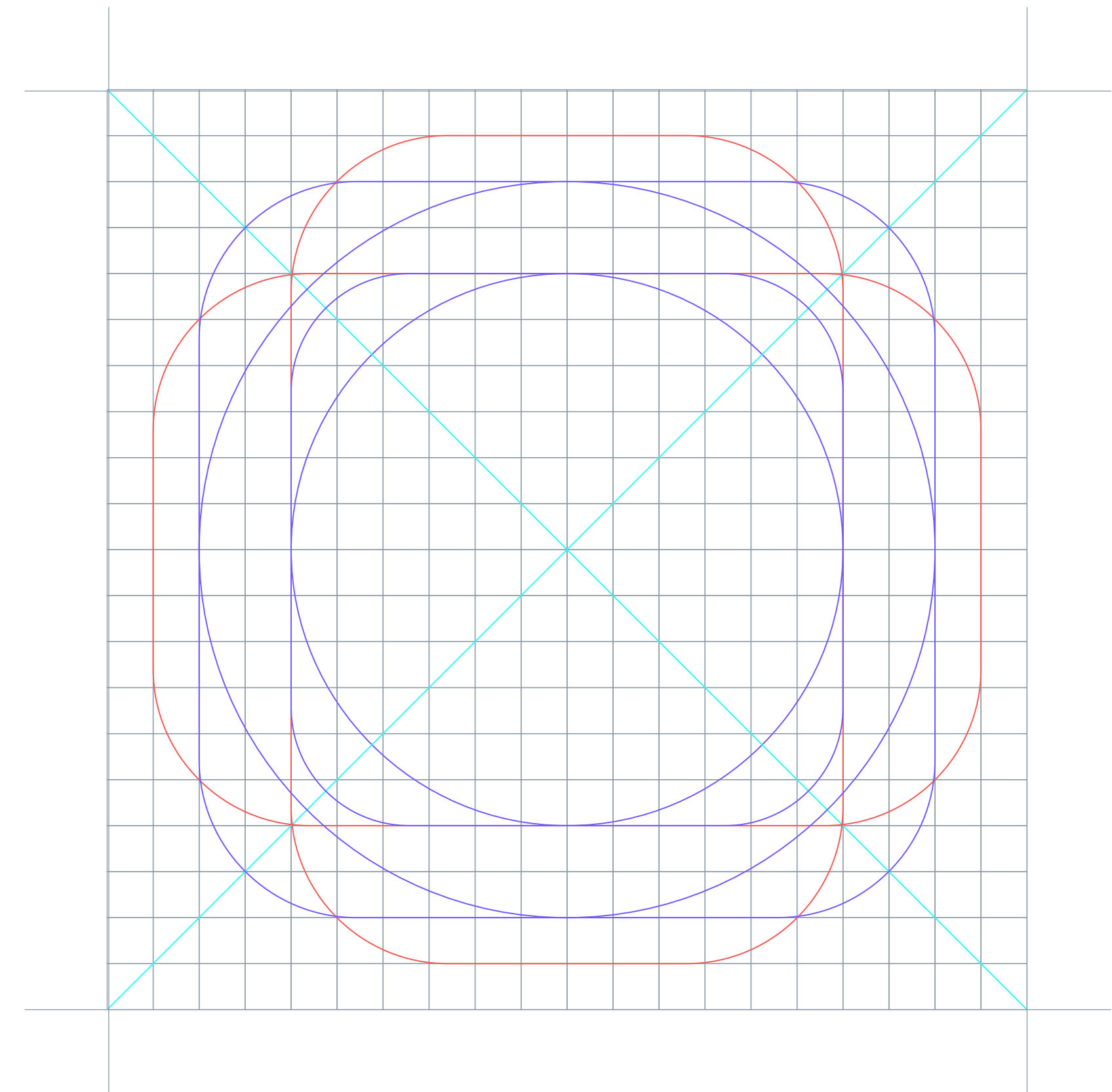
To set up the grid, create a 10x10px square. Duplicate and create a row of 20 squares. Now select the row and duplicate it vertically to make 20 copies. You should now have 20x20 matrix of 10x10px squares, resulting in a canvas area of 200x200px.

Now to setup the guides, create a 120x120px circle and a square with 48px round corner. Repeat this step to create a 160x160px circle and a square with mentioned round corners. This creates the guides in purple and marks the safe area for creating an icon.

Often, an icon will have greater details and it might surpass the safe area guides. Hence, we now move into creating extended area guides, marked in red, to create larger icons.

To setup these guides, create two rectangles with dimensions 120x180px and 180x120px from the center. Put a corner radius of 90px. These guides mark an area extension if the icons exceeds the safe area.

Please note that we are now left with extra areas on each edge of the grid. This sets a limit for an icon dimension. An icon that exceeds the red guides can not go forth this area.



# CONSTRUCTION GUIDELINES

Crestech iconography is based on two broad concepts; one, always balance both round and sharp edges to match the aesthetics of the logo. Two, create accentuations in the iconography using the primary purple brand color.

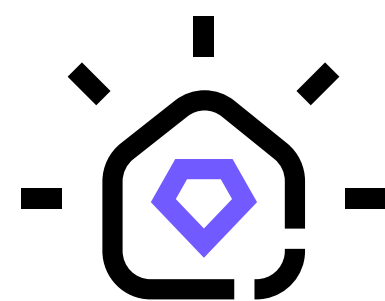
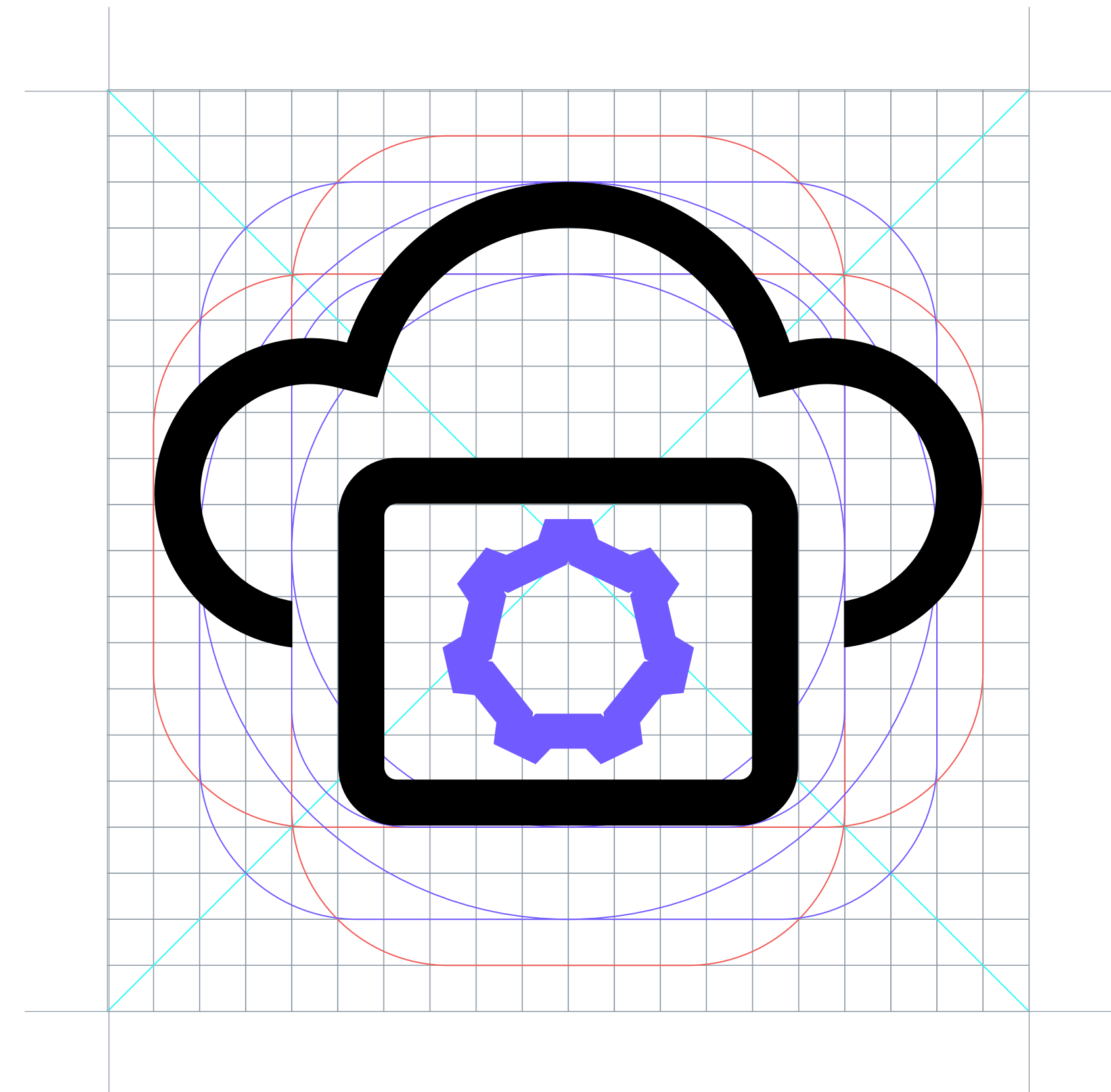
First, mark the keyword in the icon you are working on. Eg. Center of Excellence has 'Excellence' as a keyword. The element in the icon to depict this keyword with take the accent purple color of the icon.

The stroke weight of the icons while creating grid is 10px. Whenever in doubt, it is advisable to use a 10x10px box as a guide to create consistent stroke on the icon.

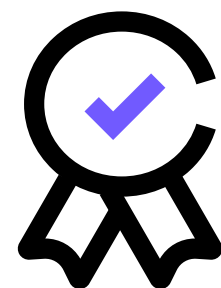
When an icon is polygonal, you can round its corner at 48px to create the crestech smile. Cut a curved corner on a 30px height and 30px width on the grid to create the smile with a 10px gap.

When icons are circular, please use the first letter 'c' from the logo than a circle. Do not use a smile in this case.

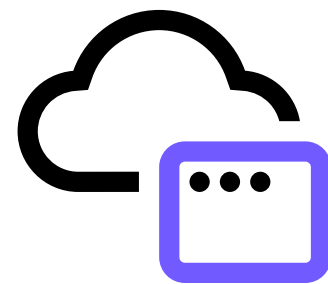
In a case where icons have more organic geometry, please do not use either the smile or letter 'c' in the icon. Just use accentuation of the keyword to keep the details simple.



THE CENTER OF EXCELLENCE



QUALITY ASSURANCE



WEB OR CLOUD BASED APPS

GRID SETUP AND GUIDELINES

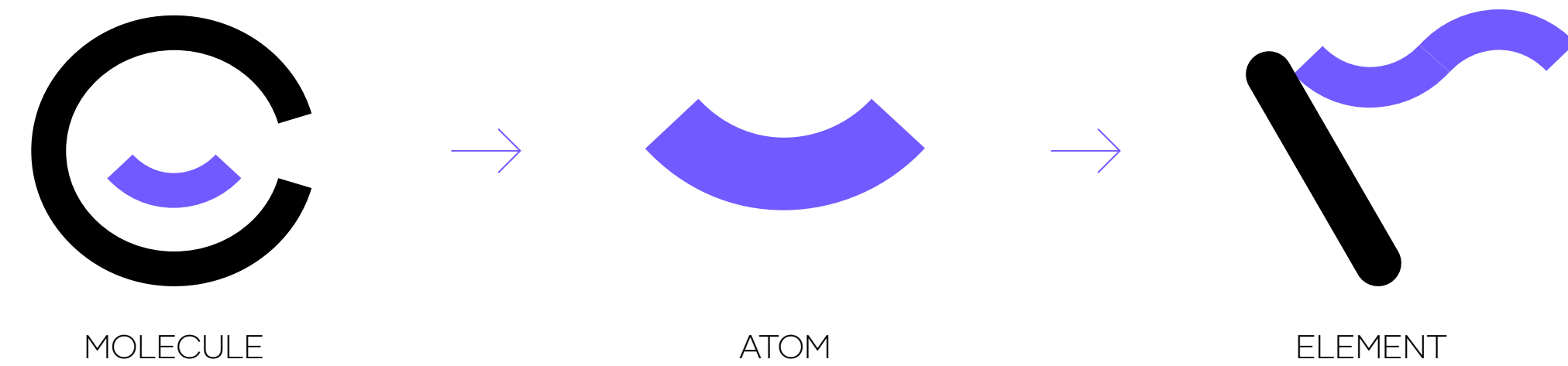
# visual elements

# SMILE AS ATOMS

Crestech Smile is an invaluable asset which can be used whenever we want to create a brand recall through iconography and illustrations.

We like to call it an atom, like in science which creates elements, that further creates substance for the brand to generate impactful communication pieces.

The aim here is to use Atomic elements as substance for the brand when we want to move away from traditional stock imagery, and/or we wish to create proprietary communication subconsciously nudges people into remembering Crestech when smiles are displayed or talked about.



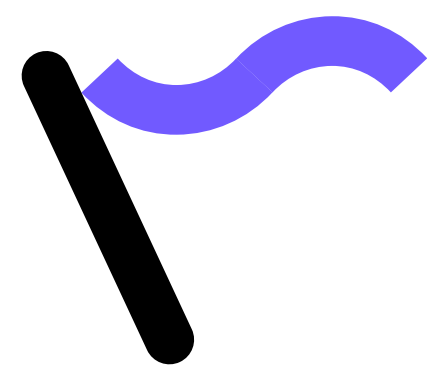
SUBSTANCE

# CONSTRUCTION EXAMPLES

To make the best of atomic elements follow these construction guidelines to bring about consistency.

Always start with atom laid flat in original colour. Rotation is allowed only at angles in multiples of 5. It is allowed to make multiple copies of the atom to create your element, but the cloned atoms must adhere to the same scale. Usage of different colour to accentuate maximum of one atom for better focal points is allowed.

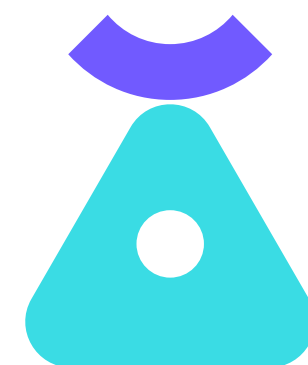
Usage of basic geometric shapes is allowed to enhance the scope of visual communication of ideas. Furthermore, gradients based on brand colors can be used in the shapes to add depth to the design.



FLAG \ MILESTONES

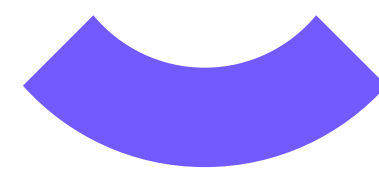


SECURITY \ RELIABILITY

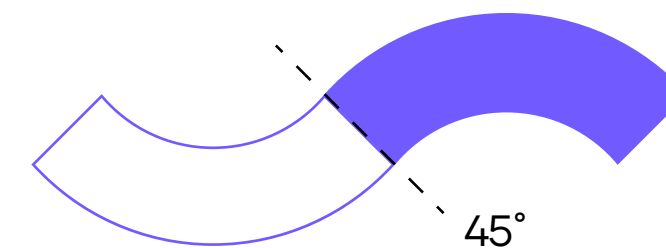


CREST \ UFO

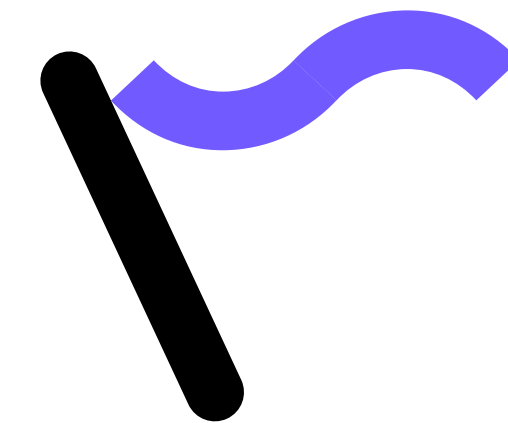
EXAMPLE 1



ALWAYS START WITH THE ATOM LAID FLAT IN ORIGINAL COLOUR

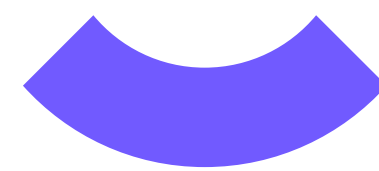


ROTATION OF THE ATOM IS ALLOWED ONLY AT ANGLES IN MULTIPLES OF 5.

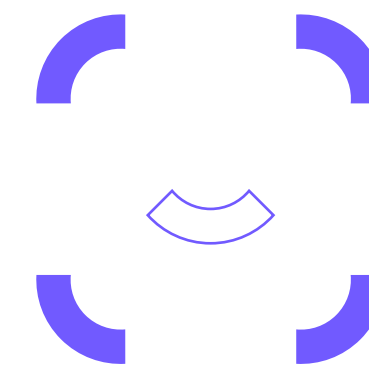


YOU CAN FURTHER ADD BASIC GEOMETRIC SHAPES TO AID THE TO THE COMMUNICATION

EXAMPLE 2



ALWAYS START WITH THE ATOM LAID FLAT IN ORIGINAL COLOUR



SCALE OF DIFFERENT ATOMS SHOULD NOT VARY IN A COMPOSTION



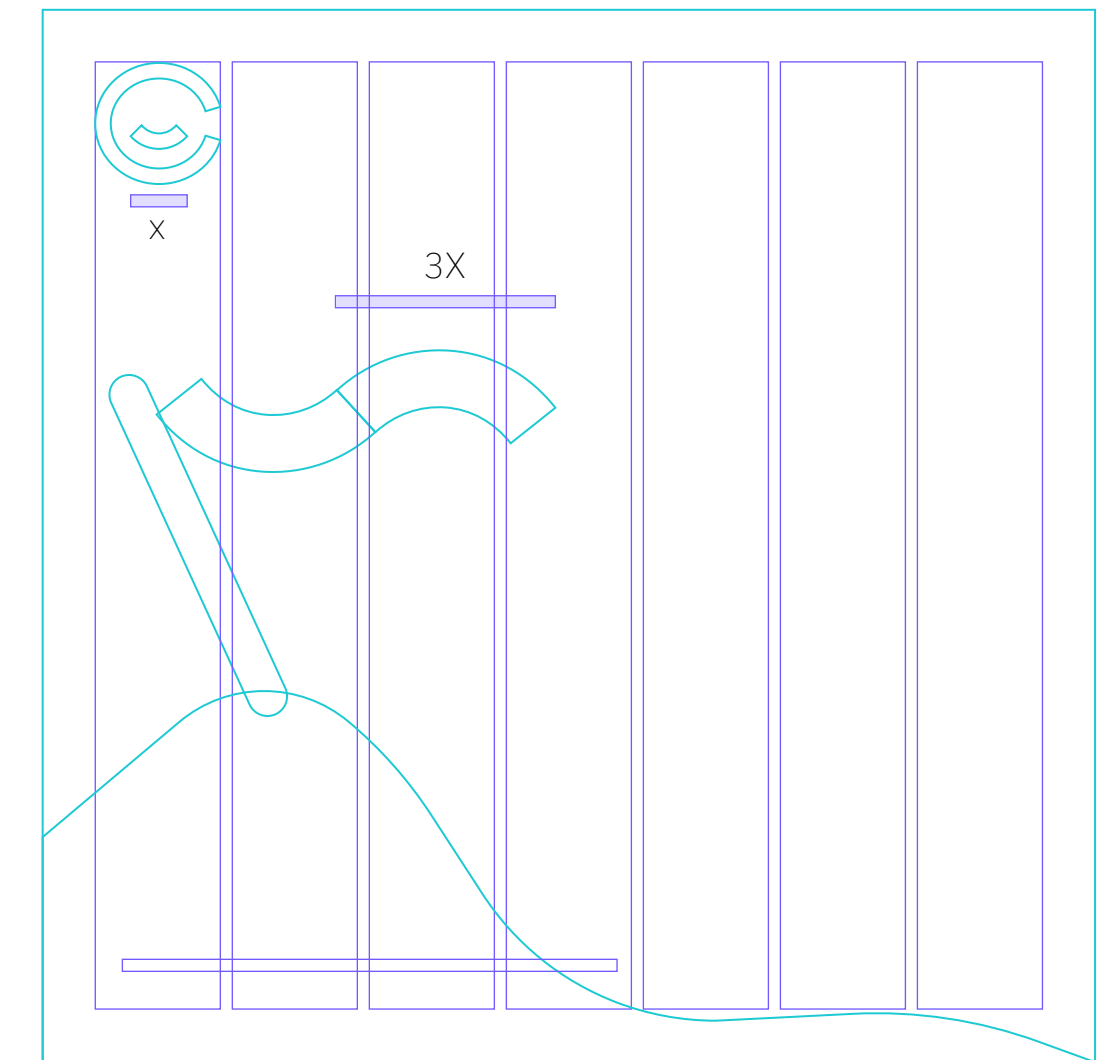
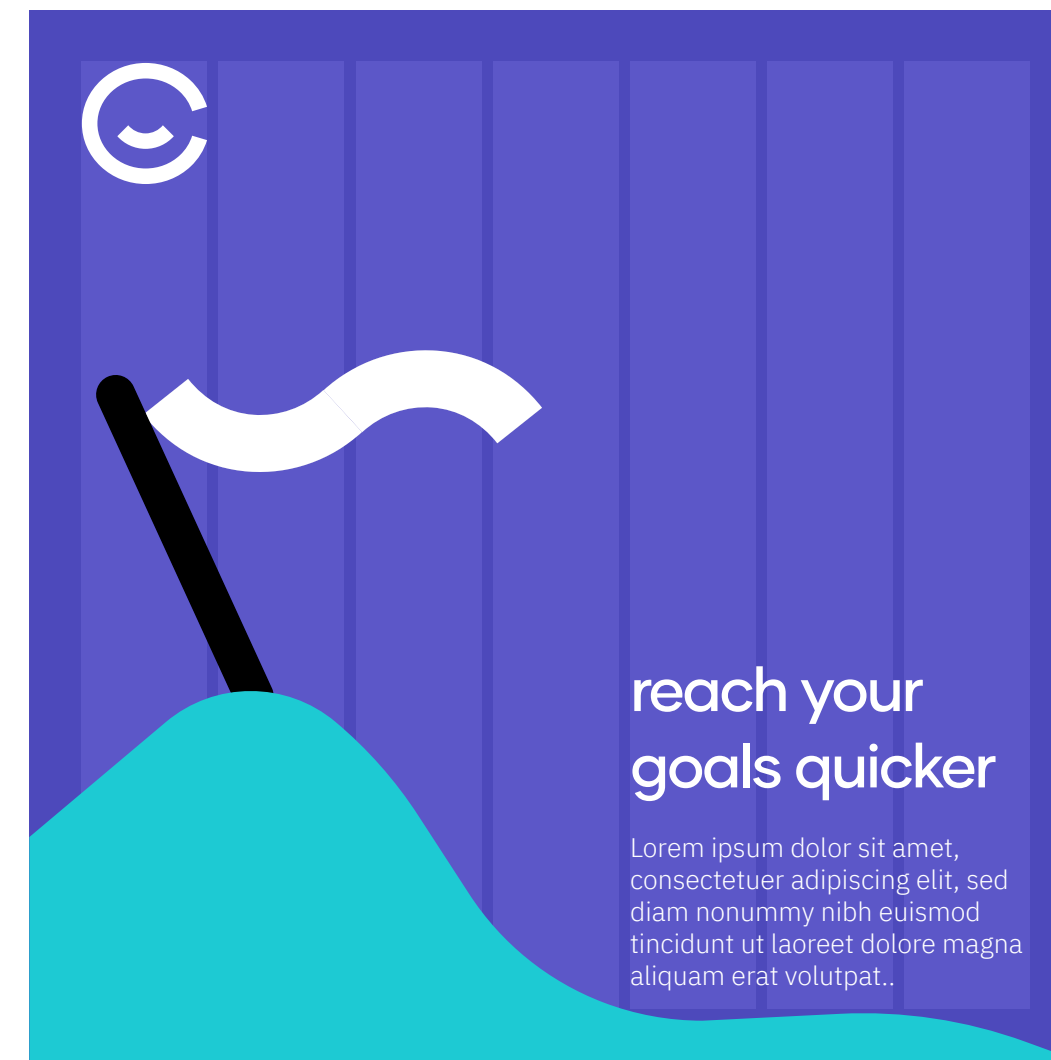
YOU CAN FURTHER ADD COLOURS AND SHAPES TO AID THE COMPOSTION

# USAGE ON ILLUSTRATIONS

When creating illustrations aka substance for the brand, visual heirarchy becomes important for a smooth flow of information.

To strike the right balance and consistency in replicating the atomic elements across different platforms and canvases, the illustration follows the grid layout talked in Uasge on Social Media section.

Further, the creation of the atomic element must be such that the atom in the illustration is atleast 3x the size of the smile in the logomark used on the same canvas following the predefined grid system.



# EXTENTION ON STOCK IMAGES

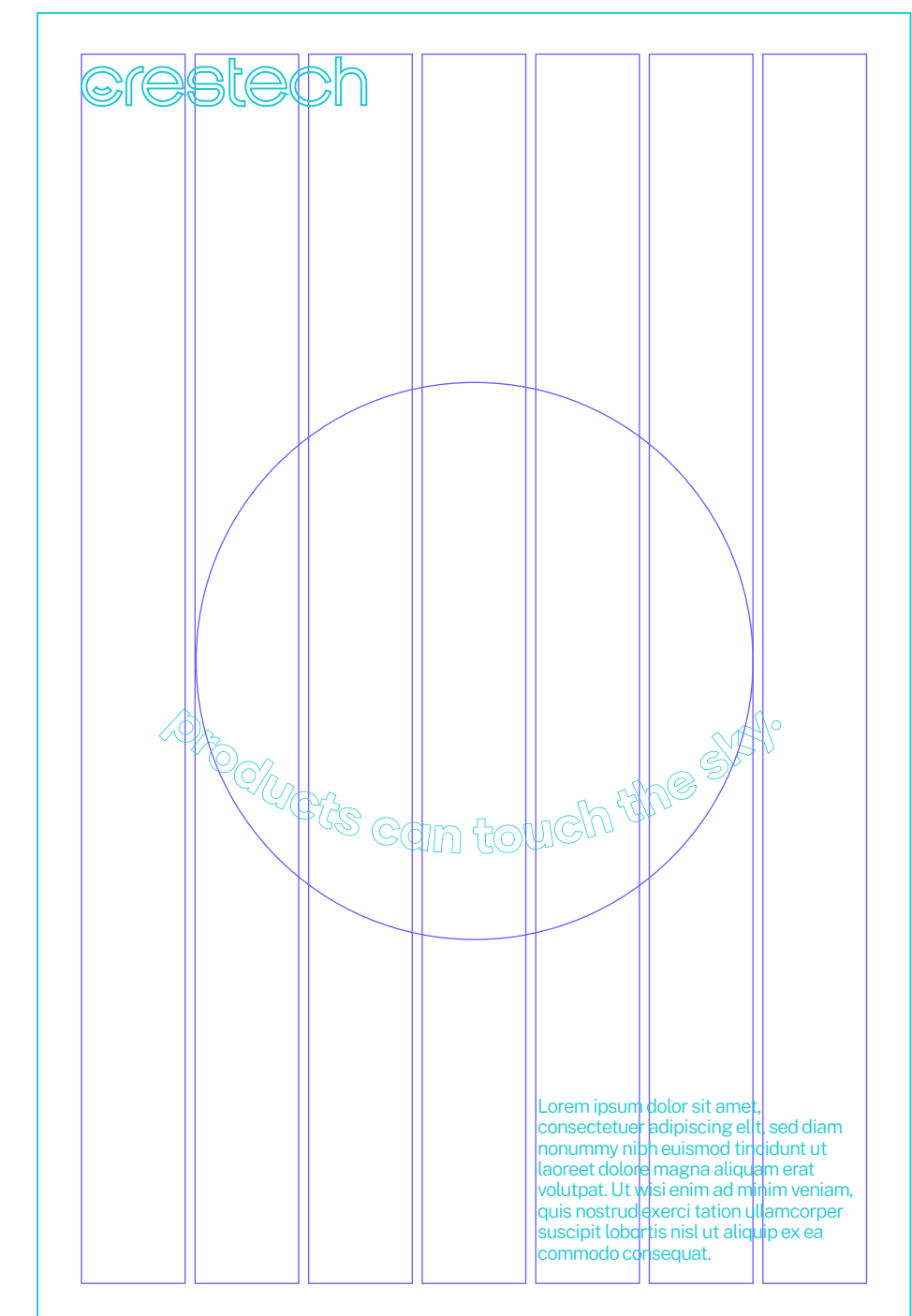
It is understandable that usage of illustrations is not always possible while creating pieces due to various factors. In such a scenario, we resort to the use of stock imagery along with creative copy masked as crestech smile to create brand recall.

Please note, that this is an extention which is to be used sparsely, and only on marketing collaterals.

First, setup the grid system defined earlier in the document.

Two, carefully choose stock images which display circular shapes with a clear, noise free, solid background. Additionally, images must be flat lay. Avoid the use of any image which is angular.

Three, using the stroke of the smile, create the headline text in gilmer. The headline text is always in small caps and superimposes/ traces the edge of the circular object to create the Crestech Smile.



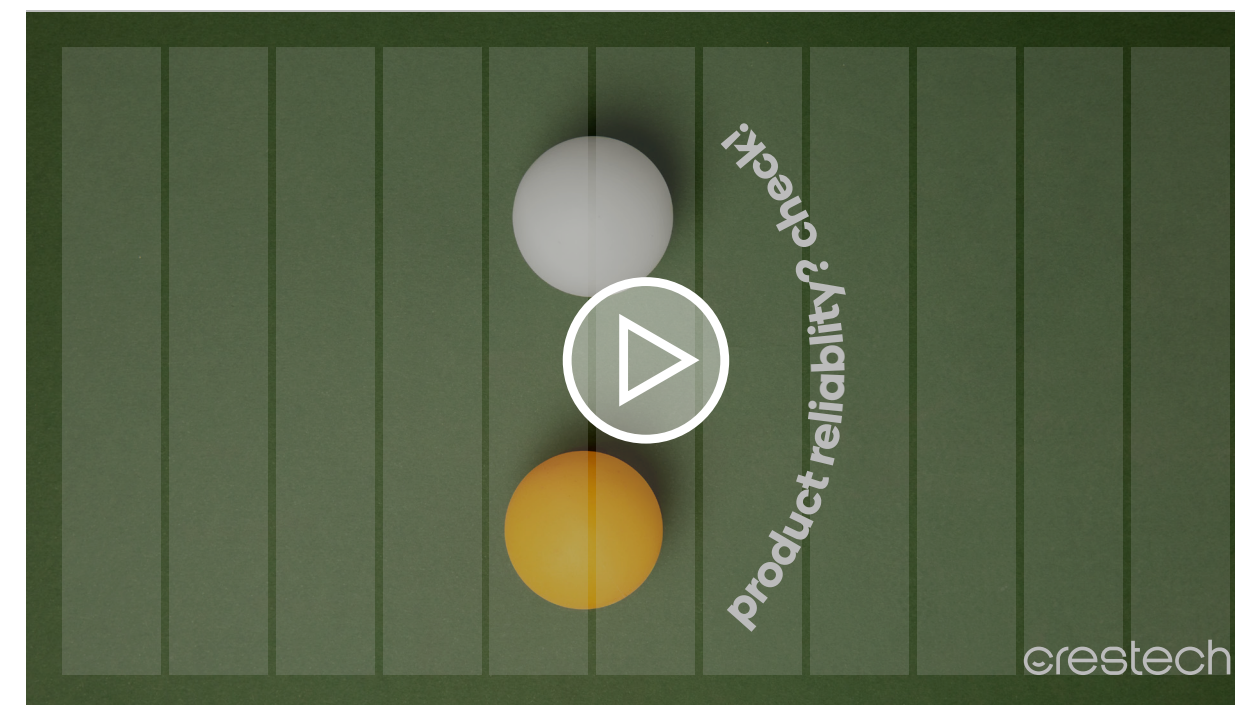
# EXTENTION ON VIDEOS

Brand can further choose to use these elements in a video format which enhances the recall value for our target audience.

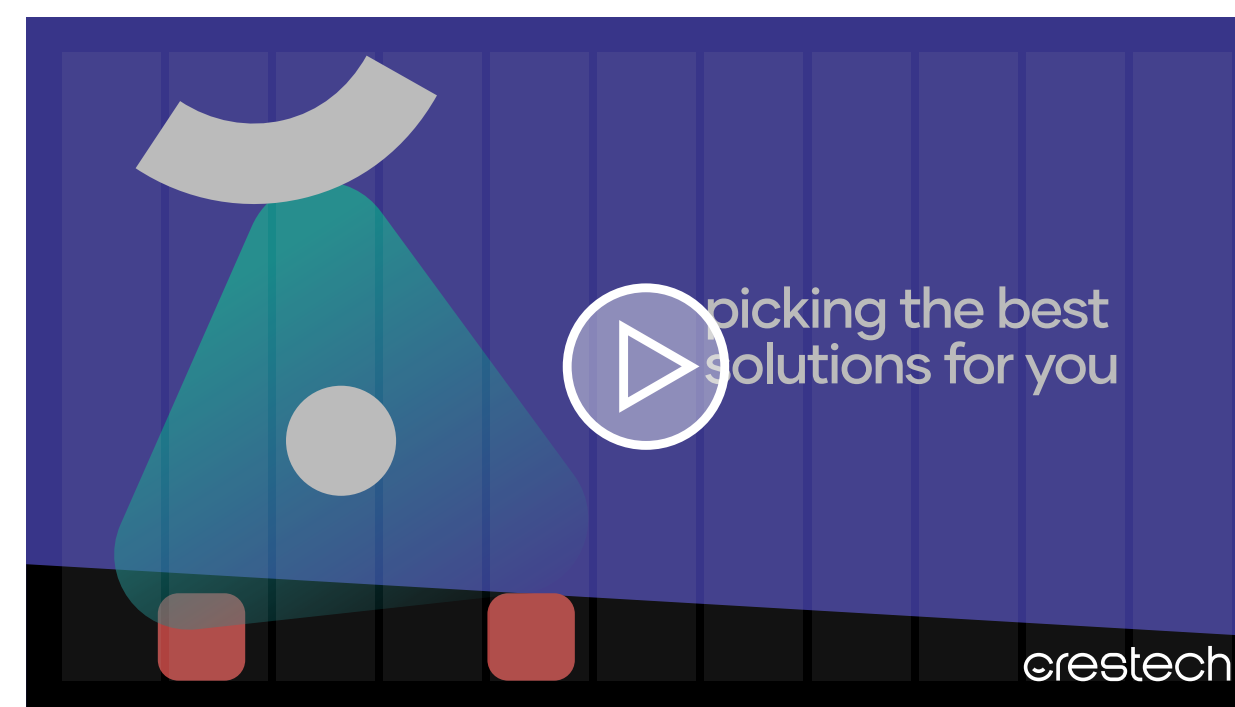
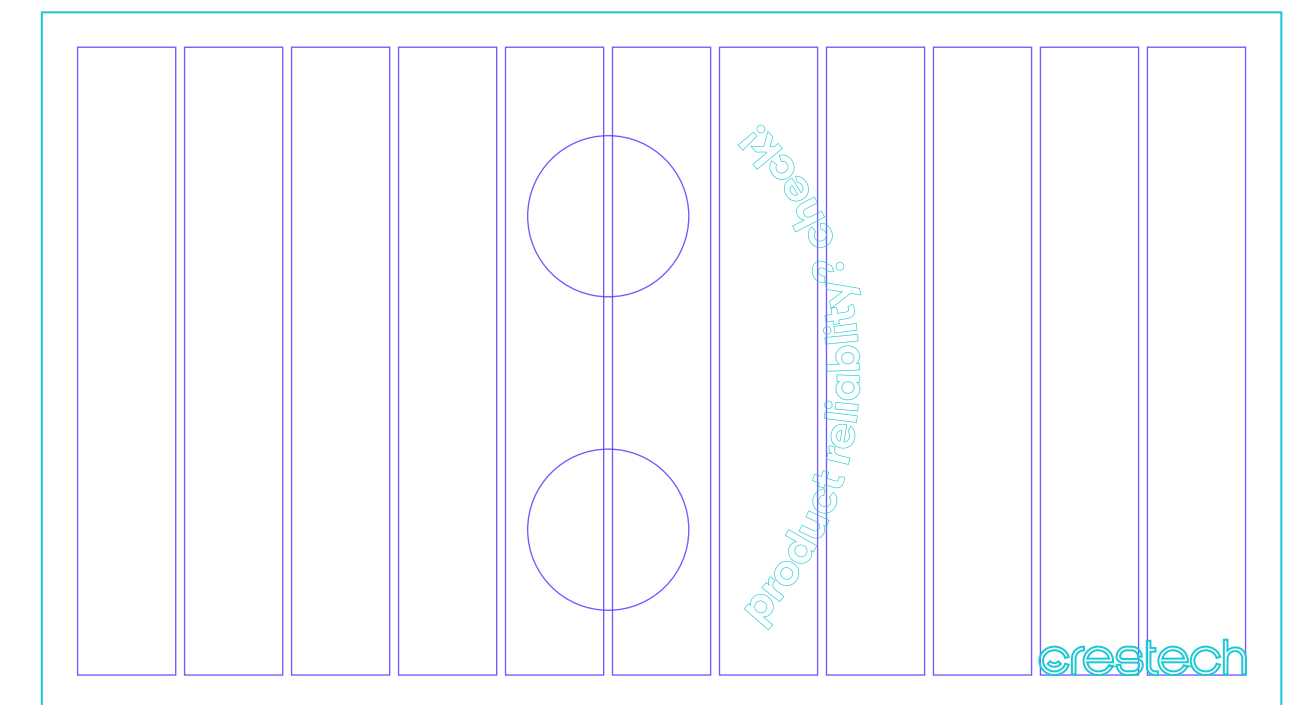
Videos are a great opportunity to highlight the story behind the smile and nudge people into sunconsciously related the ideas of smile with crestech resulting in better recall value.

Brand can choose to use either stock footage as well as motion graphics, which carry the same guidelines as the discussed earlier in Extention to Stock Imagery and Usage on Illustrations.

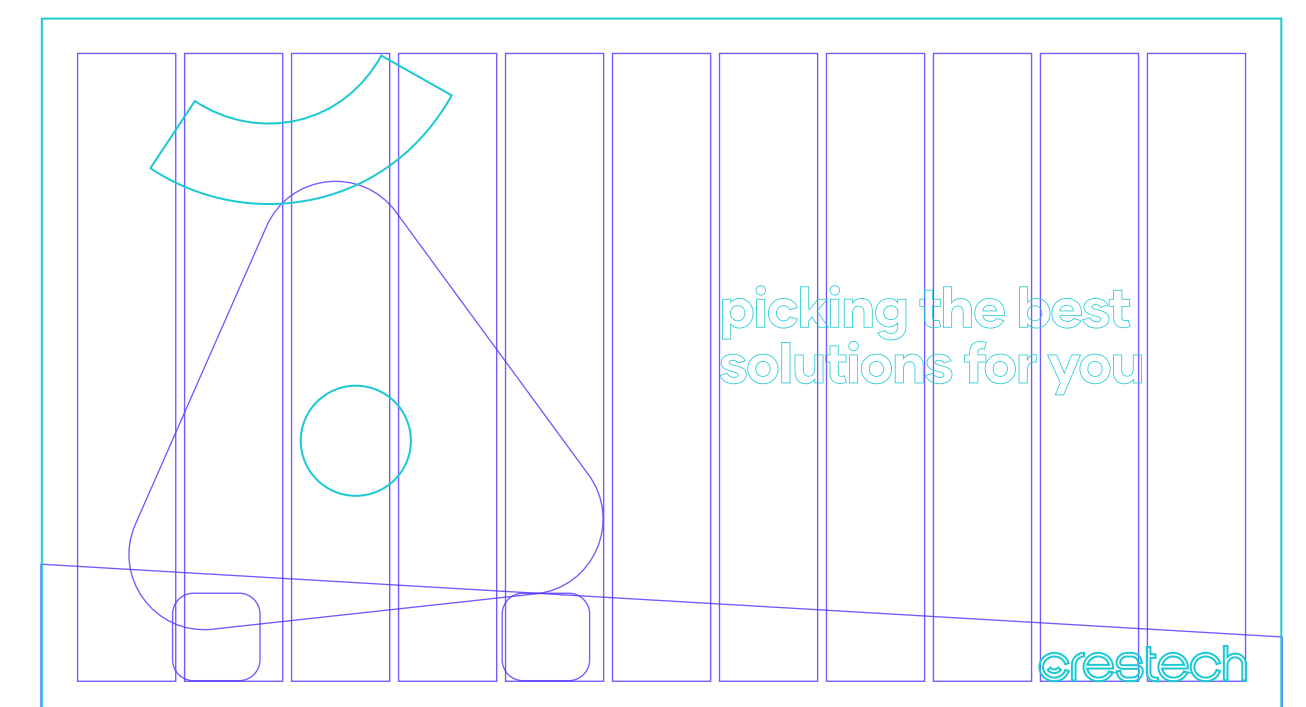
Further, an additional guideline is imposed on the usage and placement of the primary logo towards the bottom right corner extending to a width of 2 columns.



STOCK FOOTAGE



MOTION GRAPHICS





THANK YOU

let's create great stuff