



velocis[®]

Velocis **Logo** **Guidelines**



velocis[®]

It is important that one should not attempt to create the logo themselves, as the lettering and style in the logo has been sculpted especially for Velocis. Please download or contact Corporate Communication for the authorized logo files with original art forms.

In addition, do not reproduce the logo by scanning a previously printed version. Such “second-generation” art will degrade the quality of the image and perhaps alter the scale of the various elements.

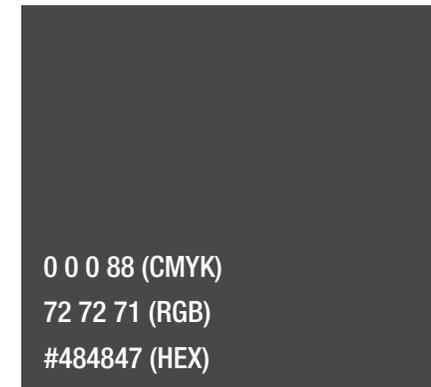
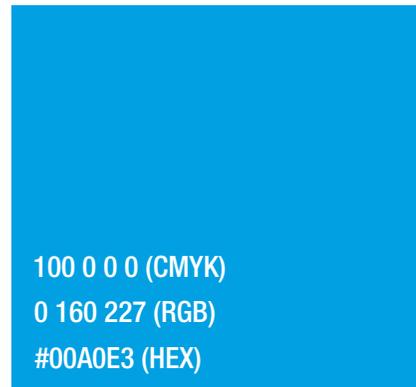
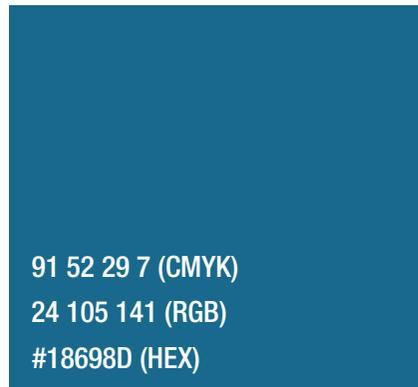
When using “Velocis” to refer to the company, which is named Velocis Systems Pvt. Ltd., Velocis may be used as a noun. When using “Velocis” as a trademark or service mark, as our brand of products, Velocis should be followed by the circle ® symbol for all the products and services for which the mark is registered and followed by ™ when used with products or services with which the mark is not yet registered.

Core Colours

The Core Colours make us instantly recognizable, and are supplemented by a secondary colour palette that can be used for highlight purposes. When reproduced in color, the wordmark should always appear in Velocis primary colour. The logo should never be represented in any colors other than Velocis defined primary colors.

Official Business Colours

Professional, Trustworthy, Strong, Honest



The primary and official color palette for Velocis is made up of Velocis Blue, Cyan and Greys (in a CMYK gradient color range of **0 0 0 11** to **0 0 0 88**).

CMYK color values should be used for full-color printed materials that do not use PMS spot colors.

RGB color values should be used when the final design result is intended for on-screen viewing.

HEX color values should be used when designing for the web.

Guidelines

- Velocis logo is our corporate identity and should be used on all communications representing the company
- The first letter of Velocis and its subsidiary brand(s) is always capitalized.
- Velocis has protected its brand with trademarks or registered trademarks. When referencing these items, they must be followed by a superscript trademark or registered trademark symbol at wherever our logo is being used.
- Please observe these things while reproducing the Velocis and its subsidiary brand(s) logo on merchandize: Print finishing, minimum size, clean space, positioning, background, typeface, complimentary colours
- Any representation, reproduction in print, digital, merchandise or any other format whatsoever must receive prior approval on email from Corporate Communications by emailing us at **corp.comm@velocis.in**

- The email must contain the following information:
- Purpose of using the Velocis and its subsidiary brand(s) logo,
- Type of activity or program the logo is going to be part of,
- If an event: date/time/place | Print: where to be distributed, target audience | Digital: URL
- Velocis logo in the mockup/design artwork of the planned final output
- Information about the other companies going to be a part of the same program, if applicable
- Please allow us 2 business days-time to respond on your query/approval mail

Approval will only be given where Velocis has control over the output and where the use of the insignia or logo makes it clear what Velocis contribution is.

All exceptions to any of the guidelines in this email must receive prior approval from Corporate Communications by emailing us at corp.comm@velocis.in. If you have questions regarding proper use of Corporate Logo guidelines, or you want our team to provide advice and guidance on seeking approval, contact: corp.comm@velocis.in

Contact Us



velocis.systems.1



velocis-systems



contact.us@velocis.in

© 2020. Velocis Systems Pvt. Ltd.

| | |
|---|---|
| NOIDA A-25, Sector - 67, Noida - 201301 T: +91 120 673 7500 | DELHI X-1, Okhla Phase - II, New Delhi - 20 T: +91 11 4011 2418 |
| MUMBAI Synergy Business Park, 202-203, 2nd Floor, Sahakarwadi, Behind Virwani Industrial Estate, Off. Aarey Road, Goregaon East, Mumbai - 400063, T: +91 22 61242701 | PUNE AI Sana Plaza, 2nd Floor, No.1, 10th Main, Jeevanbhimanagar Main Road, HAL 3rd stage, Bangalore - 560075 T: +91 80 42200021 |
| GURUGRAM 14-B, Hartron Complex, Sector - 18(P), Electronic City, Gurgaon - 122015 | CHENNAI Plot No.17A, Ground Floor, Mettu Street, Velachery, Chennai - 600042 |
| BANGALORE 8th Floor, A - 803, Teerth Technospace, Off Mumbai Bangalore Highway Baner, Pune - 411045 T: +91 82370 75658 | SINGAPORE Velocis Systems Pvt. Ltd. (Singapore Branch), 3 Shenton Way, #10-05, Shenton House, Singapore (068805) |



www.velocis.in