



**A.ALIMOHAMED & CO.**  
Empowering Progress, Inspiring Innovation

**BRAND MANUAL**

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# VISUAL IDENTITY



Crisp Bold Font  
(Maturity of the  
business)

Tagline that defines  
the product  
and our purpose



**A. ALIMOHAAMED & CO.**  
Empowering Progress, Inspiring Innovation

Upward Arrow

Spark of Welding /  
Spark of Innovation

## Visual Concept:

The inspiration for our logo stems from our brand's tagline : "Empowering Progress, Inspiring Innovation." We've captured this concept by incorporating an upward arrow shape into the letter 'A.' This arrow signifies our commitment to continually raising the bar.

Additionally, the spark at the core of our logo serves a dual purpose. It harmoniously echoes the image of a radiant sunrise, symbolizing new beginnings and growth. Simultaneously, it represents the sparks that emerge during the welding process, reflecting our dedication to craftsmanship and precision. Together, these elements encapsulate our brand's essence and values.

Standard logo with tagline



Standard logo without tagline



Standard logo with tagline and est. date



## Logo Usage:

The logo can be used in three forms.

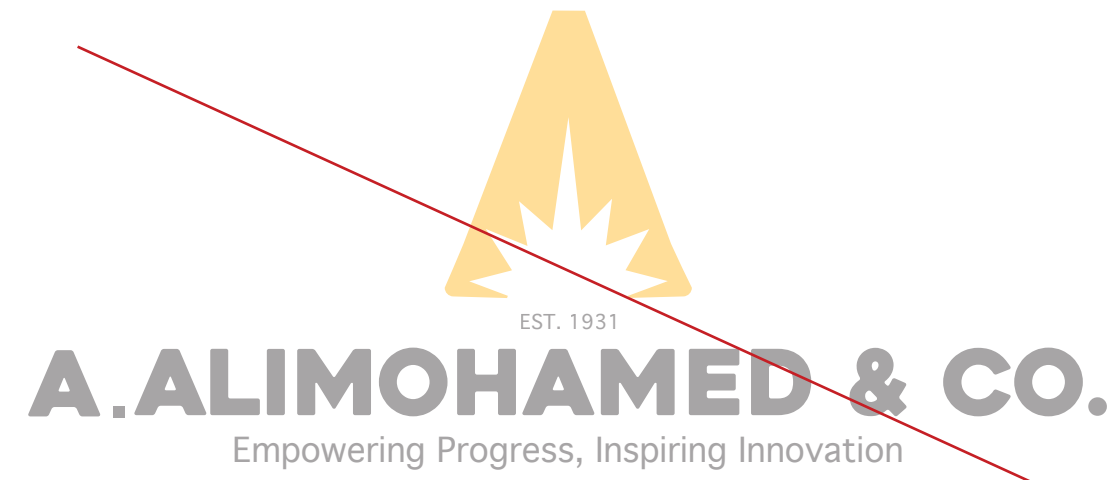
the primary form being the icon, brand name and the tagline.

Additionally all collaterals are presented with the icon, brand name, tagline and the establishment year. The third format of the icon and brandname can be used during presentations or any form of direct communication.



**Logo Single  
/Black :**

In case the use of the multi-color logo is not feasible, the single color version of the logo is to be used. This can be in any of the two colors shown here or in full white.



Do not adjust opacity



Do not remove elements



Do not recreate the type



Do not use unapproved colours



Do not distort the logo



Do not tilt

## Do not do:

The logo must be used in the correct format and standards as specified. No modifications can be made to the symbol logo or the word mark, as any deviation will undermine the status of the logo. The logo should always be in the appropriate scale, using the colours specified in this brand manual, and in the orientations mentioned.



## Size Ratio:

The brand logo must always be reproduced from the supplied master artwork files. The logo requires space around it in order to maximise its visual presence. The proper size ratio has to be maintained among all the elements of the logo to ensure the same.

The x is calculated by the height of the tag line letters in lower case



		
.15x		
x		EST. 1931
.2x		
.3½ x	<b>A ALIMOHAMED &amp; CO.</b>	
x		
x		Empowering Progress, Inspiring Innovation



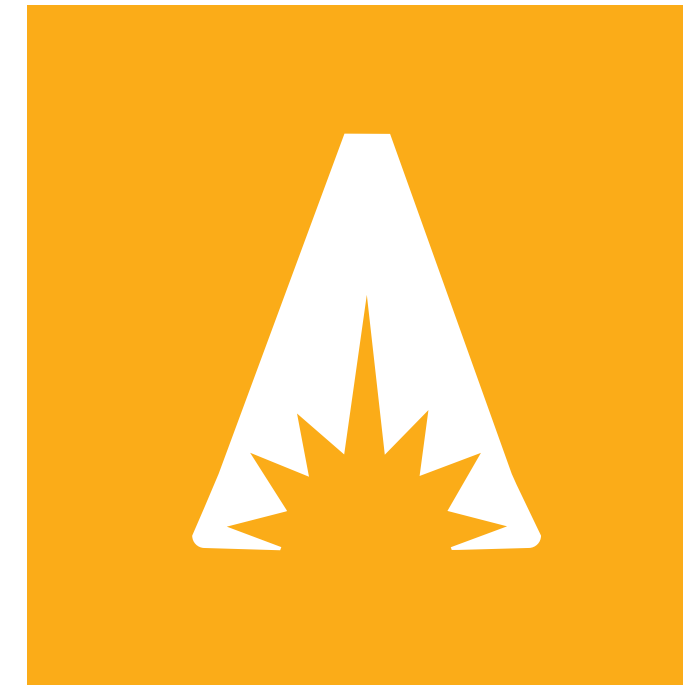
## Logo Spacing:

The logo requires space around it in order to maximise its visual presence. An exclusion zone around the logo prevents any graphic element from interfering with its integrity. Any graphic element, including type, is only permitted to bleed up to the edge of the exclusion zone.

The X is calculated by the height of the brand name and tagline put together.



Coloured



Encased

## Symbol:

The symbol can be used as a contraction of the A.Alimohamed & Co. logo in areas where the full logo cannot be used. This includes use as favicon for the website, as social media profile picture or any other specified purpose. However, the symbol should not be used as a replacement for the logo in official communications, advertising, etc.

**Primary Yellow:**

**CMYK:** 0%  
35%  
100%  
0%

**RGB:** 250  
180  
21

**WEB:** FAB415



**Secondary Black:**

**CMYK:** 75%  
68%  
67%  
90%

**RGB:** 000  
000  
000

**WEB:** 000000



**Tertiary Grey:**

**CMYK:** 61%  
53%  
52%  
24%

**RGB:** 96  
96  
96

**WEB:** 606060



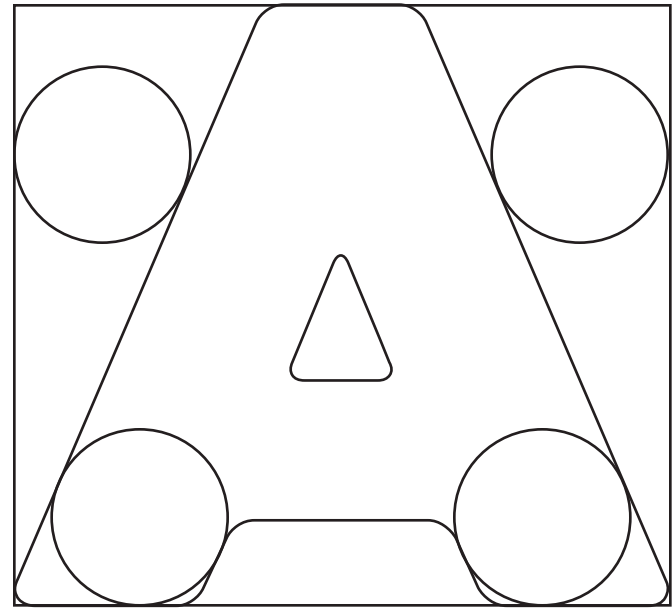
**Brand Colours:**

Four color process printing (CMYK)

If the four color printing process is used, the color values in the first row will have to be used.

RGB values

When using any of these colors on-screen, in presentations or through interactive media, you will see, in the second row appropriate RGB values and the corresponding hexadecimal values in the third row.



## HEAVITAS

**H1 HEAVITAS 60P**

**H2 POPPINS BOLD 36P**

H3 POPPINS REGULAR 24P

Aa

poppins thin

abcdefghijklmnopqrutuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Aa

poppins medium

abcdefghijklmnopqrutuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

Aa

poppins black

abcdefghijklmnopqrutuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

AA

HEAVITAS

abcdefghijklmnopqrutuvwxyz | ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890

## Typography:

Heavitas is the primary typeface of Niyom Legal's identity. This primary typeface should be used for display purposes, document titles, headline copy and signage. The choice of type size is based on format, function and purpose.

Poppins family are the secondary fonts and should be used as the template typeface for all body content, correspondence, letters and wherever Heavitas cannot be used.





**Business  
card**



**A. ALIMOHAMED & CO.**  
Empowering Progress, Inspiring Innovation

**JUZER LAL**  
Director

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- No. 186, Linghi Chetty Street, Parrys,  
George Town, Chennai, 600001





Date: 10.10.2020

To  
**John Doe**  
Sales Head  
Address  
Contact Number  
Location

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*Juzer*

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**Letterhead**



To  
**John Doe**  
Sales Head

Address  
Contact Number  
Location

Date: 10.10.2020

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*Juzer*

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**email  
signature**



**Packing  
tape**





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