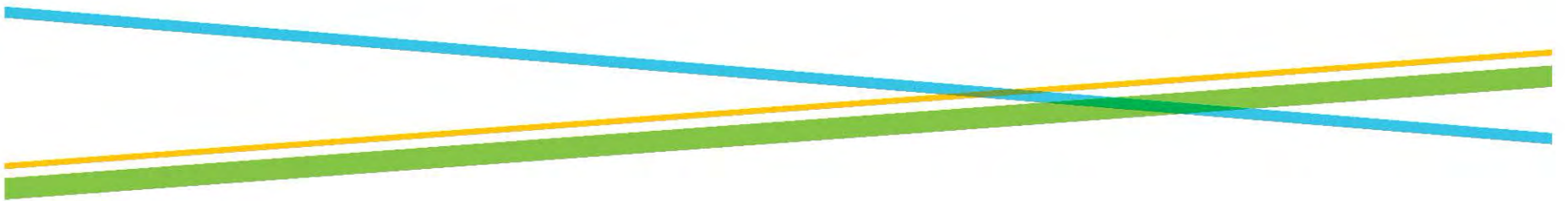


# IDENTITY SYSTEM



## Symbol

The most crucial point, from which everything hinges is the Pivot. It virtually captures the essence of the alchemy in its process. Different attributes like dynamism, creativity, future mindedness and change are infused to bring about an organic form.

The Pivot is inspired by the multiplicity and the dynamism of InterGlobe itself. At its core it is a confluence of ideas and attributes. The colour equity of the brand has been created to symbolise InterGlobe's prowess in multiple fields thus giving birth to the InterGlobe logo.

## Type

The Brand Logo consists of a specially created characters, which are unique to the brand and should not be altered in anyway. The proportion of the symbol in respect to the type must never be altered.



## Logo | Proportion and Placement of Symbol

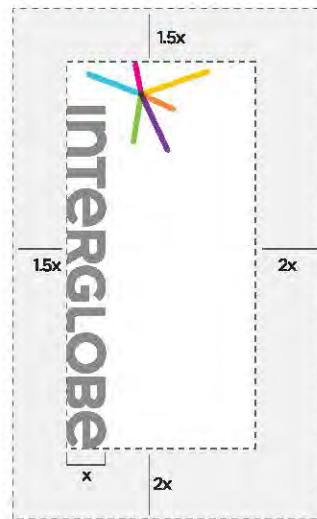
The Proportion of the overall symbol has been defined, to maintain the consistency of the brand across all mediums.

Placement of the symbol from the center pivot to the InterGlobe has been defined to have consistency in all its logos across all verticals.



## Logo | Clear Space

It is essential to ensure that there is clear space around the logo. This will help maximize its effect and help to give it full prominence. No other element should interfere with the logo or the defined clear space around it.



Vertical Logo

## Logo | Colour Variations

Black and White versions of the logo have been developed for use in applications where full colour usage is not possible.

Logo in one colour black



Usage of single colour logo on colour backgrounds.  
The decision of using a single colour white or black logo is to be made with surface contrast. There needs to be enough contrast between the logo and the background colour.



Reverse one colour logo



Usage of single colour logo over images.



## Logo | Sign Off Colour Variations

50% Black, Black and White versions of the logo have been developed for use in applications.

Maintain Contrast between the background colour and the logo unit. The decision of the colour usage to be made with the surface contrast.

Logo in one colour 50% black



Logo in one colour black



Logo in one colour white



## Logo | Incorrect Usage

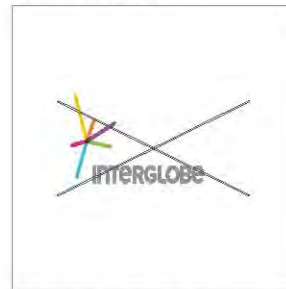
The logo consists of specially drawn characters which are unique and should never be redrawn, rearranged or manipulated in any way.

Expanded Logo



Make sure the logo is never too wide.

Condensed Logo



Make sure the logo is never tall.

Proportion of Symbol



The symbol should never look too small in respect to the type.



The symbol should never dominate in respect to the logo type.

Ready Typeface



Never to use a ready typeface even if it is close to the original logo type provided.

Position of Symbol



Never have the symbol placement so close to any letters from the logo type.



Never place the symbol on any other side or position except for the given specification.



Never place the symbol on any other side or position except for the given specification.

## Logo | Incorrect Usage

The logo versions should be used correctly in order to have brand consistency and should never be used in the following ways.

Symbol In 1 colour



Make sure that the symbol is never in any 1 colour from the brand colour.

Colour of the Lines



Make sure that the colour of the lines are never altered.

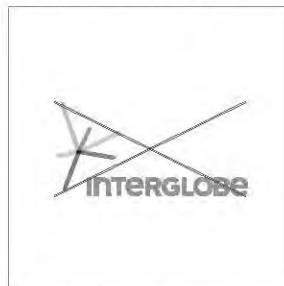


Never use multiply symbol directly on colour background.



Never to use colour logo on colour backgrounds from the brand colours or the colours which are too close to the brand colours.

Grey Scale of colour logo



Never to convert the original colour logo to grey scale values.

On 55% Black



Make sure that the colour of the lines are never altered.