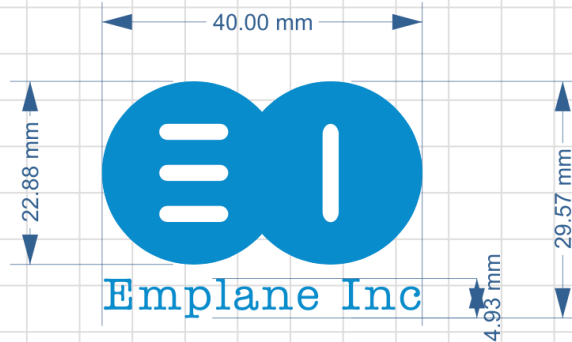


Emplane Solutions Private Limited - Logo Usage Guidelines



Colour Code

C : 78

M : 16

Y : 04

K : 00

R : 0

G : 140

B : 204

Pantone Colour

PANTONE Process Blue C

Hex Colour : #008CCC

Font Name : AmerType Md BT

1. Logo Variations and Background Compatibility

- The blue-colored logo must be used only on a white background to maintain brand consistency and visibility.
- When placing the logo on a dark or colorful background, only white or black versions of the logo should be used.
- Under no circumstances should any other color variations be used.

2. Logo Size and Proportions

- The logo must always maintain its original aspect ratio and proportions.
- No stretching, compressing, or distorting of the logo is allowed.
- The minimum size for digital and print usage should ensure legibility and clarity.

3. Clear Space & Placement

- A minimum clear space should be maintained around the logo to ensure visibility and brand prominence.
- The clear space should be at least equal to the height of the letter 'E' in the logo.
- The logo should not be cluttered with text, images, or other design elements in close proximity.

4. Color Specifications

- Primary Blue Logo Color: Use the exact brand blue color for consistency.
- Alternative Colors: Black or White versions should be used as required by the background.
- The logo should not be displayed in any unapproved colors.

5. Unauthorized Modifications

- No alterations, rotations, reflections, or additional effects should be applied to the logo.
- Do not add drop shadows, outlines, or other graphic treatments.
- The logo must not be placed within another shape or frame that alters its visual identity.

6 Improper Usage Examples (Avoid)

- Using the blue logo on non-white backgrounds.
- Distorting or resizing the logo disproportionately.
- Adding shadows, gradients, or outlines.
- Changing the logo's colors beyond the approved blue, black, and white versions.