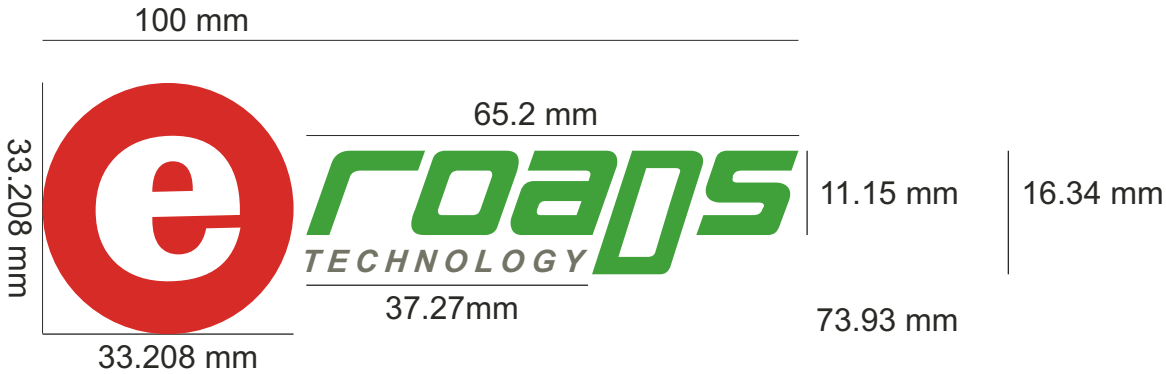




eROADS Technology Limited
The Brand eROADS Technology

Corporate Identity Manual

STANDARD LOGO






VISUAL IDENTITY DESCRIPTION






This particular logo has been designed keeping in mind the nature of the company and its future growth plans. The red circle symbolizes globe, its vast accessibility and connectivity. The word 'road' is slightly inclined towards the right hand side, giving it a moment and together the entire logo forms a key, a key or solution to every technological need.

The colour red symbolizes boldness and the forward looking nature of the company and the colour green is synonymous with prosperity.

CMYK COLOUR PALATTE

		C-Cyan	M-Magenta	Y-Yellow	K-Black
eROADS Red		0	100	100	0
eROADS Green		65	10	100	0
eROADS Olive Drab		0	0	20	60

RGB COLOUR PALATTE

		R-Red	G-Green	B-Blue
eROADS Red		214	44	38
eROADS Green		65	161	59
eROADS Olive Drab		114	115	103

WEBSAFE COLOURS

eROADS Red		#D62C26
eROADS Green		#41A13B
eROADS Olive Drab		#727367

GRAYSCALE LOGO



- Grayscale of the circle - 75K
- Grayscale of the ROADS - 45K
- Grayscale of the TECHNOLOGY - 80K

LOGO IN REVERSE



OPTIONS OF COLOUR AND SOLID BACKGROUNDS



UNACCEPTABLE COLOUR BACKGROUND



CORRECT AND INCORRECT USAGE OF LOGO



Correct usage of logo



Never distort the logo by changing the proportion of any of the individual elements.



Never change the position of the individual elements of the logo



Never change the colour of the individual elements of the logo



Do not distort the logo horizontally



Do not distort the logo vertically

CORRECT AND INCORRECT USAGE OF LOGO



Never cover the logo



Never create the logo in wrong colours



Never create the logo in wrong colours



Never break apart the logo



Never break apart the logo



Never reproduce the logo on a photographic background that does-not provide sufficient contrast for the logo

TYPEFACES

The eROADS logo uses its own distinct font for the 'e' and the 'roads' part. The font ARIAL in BOLD and ITALICS has been used for writing '**TECHNOLOGY**'. For all other purposes eROADS Technology would be limiting itself to the following typefaces: Arial, Times New Roman, Gothic 720 BT and Folio Lt BT. These fonts should be used in all materials and communication that are used for promoting eROADS Technology.



GOTHIC 725 BT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

FOLIO LT BT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

ARIAL

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

TIMES NEW ROMAN

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

GOTHIC 720 BT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

FOLIO BD BT

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

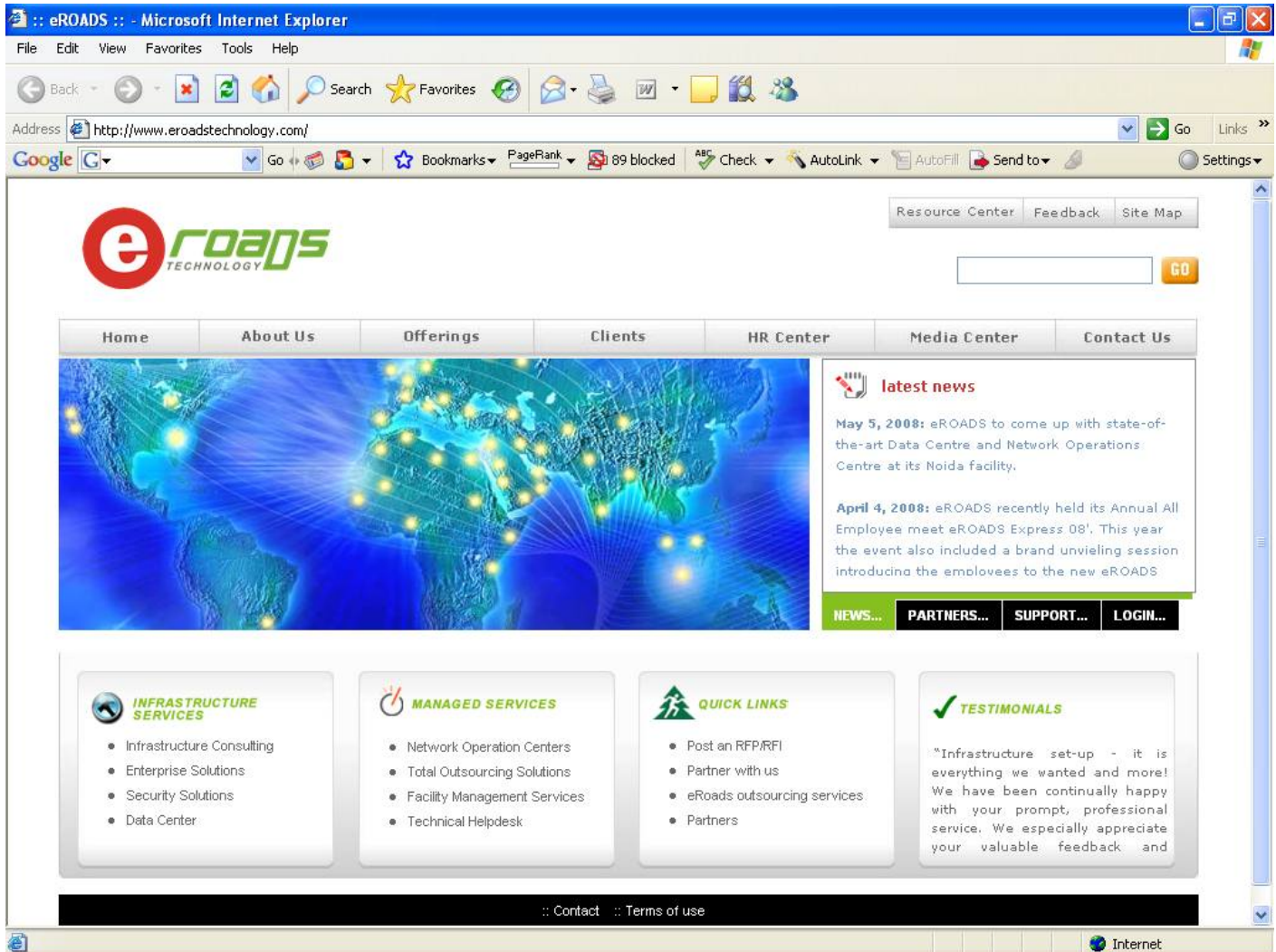
ARIAL BOLD

**Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz**

TIMES NEW ROMAN ITALICS

*Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz*

TYPEFACES FOR WEB



The official website of eROADS Technology is www.eroadstechnology.com The web typeface uses a combination of Arial and Verdana. The group that has been used for Arial is - Arial, Helevtica, Sans-Serif and the group for Verdana is - Verdana, Arial, Helvetica, Sans-Serif

ARIAL

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

HELVETICA

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

VERDANA

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

SANS SERIF

Aa Bb Cc Dd Ee Ff Gg
Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

MINIMUM SIZES ON WEB, PRINT AND 3D

Minimum Size

The eROADS Technology logo must never appear smaller than shown in the demonstration below.

The minimum size will assure that the eROADS Technology is clearly legible in all forms of reproduction.

For Print



For Web



For 3D



SEAL OR STAMP

USE OF THE eROADS TECHNOLOGY SEAL AND EMBLEM

The eROADS Technology Limited seal indicates an official sanction by the company, while eROADSTechnology logo represents the organisation's image and should not be used interchangeably with the logo. The seal should not be used in daily communications nor altered in anyway. The seal is pictured below:



LOGO SIZES FOR PRINT ADVERTISEMENTS

SIZE OF LOGO IN PRINT ADVERTISEMENTS

The size of logo in any print campaign cannot be specified but mentioned below are standard logo sizes for various advertisements in various sizes.



240 sq. cm



400 sq. cm



800 sq. cm



1600 sq. cm

LOGO ON GARMENTS

SIZE OF LOGO ON GARMENTS

The size of logo on any textile without much texture would depend on the printing technology. For example printing with the help of a T-Shirt transfer paper would result in better resolution than screen printing henceforth the minimum logo size can be smaller in case of inkjet printing.



Inkjet, Plotter, Laser & Transfer Printing

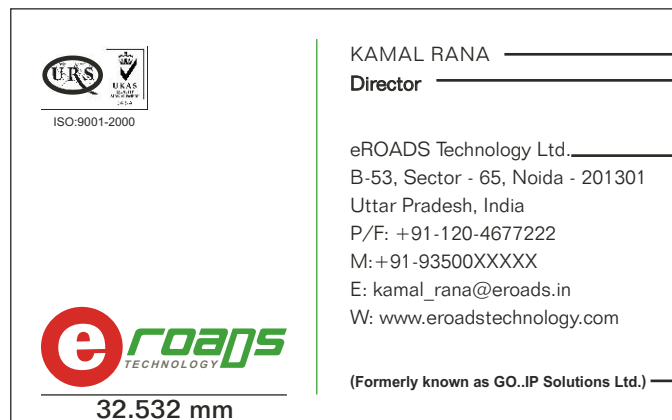


Screen or Block Printing



Embroidery/Jacquard

VISITING CARD



FONT - Folio Lt Bt
FONT SIZE - 7.5 (All Caps)
Color C-0, M-0, Y-0, K-100

FONT - Folio Lt Bt
FONT SIZE - 7.5 (Title Case)
Color C-0, M-0, Y-0, K-100

55 mm

FONT - Arial Bold
FONT SIZE - 5.755
Color C-0, M-0, Y-0, K-100

32.532 mm

88 mm

ENVELOPES (10" X 4.5")



52.49 mm

If undelivered, please return to

eROADS Technology Limited
B-53, Sector - 65, Noida - 201301, Uttar Pradesh, India
Phone: +91-120-4677222, Fax: +91-120-4677222
Website: www.eroadstechnology.com
(Formerly known as GO..IP Solutions Ltd.)

254 mm

FONT - Folio Lt Bt
FONT SIZE - 8.5
COLOR C-0, M-0, Y-20, K-60

FONT - Folio Lt Bt
FONT SIZE - 8.5 (All Caps)
Color C-0, M-100, Y-100, K-0

Please Note: The envelope is not in actual size. The measurements given are actual.

ENVELOPES (10" X 12")



76.087mm

If undelivered, please return to

eROADS Technology Limited
B-53, Sector - 65, Noida - 201301, Uttar Pradesh, India
Phone: +91-120-4677222, Fax: +91-120-4677222
Website: www.eroadstechnology.com
(Formerly known as GO..IP Solutions Ltd.)

305mm

FONT - Folio Lt Bt
FONT SIZE - 9.5
COLOR C-0, M-0, Y-20, K-60

FONT - Folio Lt Bt
FONT SIZE - 9.5 (All Caps)
Color C-0, M-100, Y-100, K-0

Please Note: The envelope is not in actual size. The measurements given are actual.

LETTERHEAD A4 SIZE



62.812 mm

FONT - Folio Lt Bt
FONT SIZE - 8.5
Color C-0, M-100, Y-100, K-0

FONT - Folio Lt Bt
FONT SIZE - 8.5
Color C-0, M-0, Y-20, K-60

Line Size - 0.5 pt
Color C-65, M-10, Y-100, K-0

Corporate Office: B-53, Sector - 65, Noida - 201301, Uttar Pradesh, India, Phone/Fax: +91-120-4677222 , www.eroadstechnology.com
Registered Office: D-82, East of Kailash, New Delhi - 110065 , India
(Formerly known as GO..IP Solutions Ltd.)

Please Note: The letterhead is not in actual size. The size of the letterhead is 210mm (width) and 297 mm (height).The measurements given are actual.

LETTERHEAD A4 SIZE - PERSONALIZED



62.812 mm

FONT - FOLIO LT BT
FONT SIZE - 9.0 (ALL CAPS)
COLOR C-0, M-100, Y-100, K-0 → KAMAL RANA
Director
FONT - Folio Lt Bt
Font Size - 9.0 (Title Case)
Color C-65, M-10, Y-100, K-0
Mobile: +91-9810287977
Email: kamal_rana@eroads.in

FONT - Folio Lt Bt
FONT SIZE - 8.0 (All Caps)
Color C-0, M-0, Y-20, K-60

Line Size - 0.5 pt
Color C-65, M-10, Y-100, K-0

FONT - Folio Lt Bt
FONT SIZE - 8.5
Color C-0, M-0, Y-20, K-60

FONT - Folio Lt Bt
FONT SIZE - 8.5
Color C-0, M-100, Y-100, K-0

B-53, Sector - 65, Noida - 201301, Uttar Pradesh, India, P: +91-120-4677222, F: +91-120-4677222, www.eroadstechnology.com
(Formerly known as GO..IP Solutions Ltd.)

Please Note: The letterhead is not in actual size. The size of the letterhead is 210mm (width) and 297 mm (height).The measurements given are actual.