

RevInfotech
revolution redefined

Brand Guidelines

RevInfotech Logo

Logo Variants

Primary (Vertical)



RevInfotech

Use in digital or printed materials when the RevInfotech wordmark is easily legible.

Logo + Tagline



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Use when dimensions are large enough and when the logo has a lot of white space around it.

Horizontal



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Use in digital or printed materials when there is not enough vertical room for the Primary variant wordmark to be legible, e.g. website logo or next to another horizontal logo.

Color Palette

Primary Palette

Lead brand colors in our brand palette link to our heritage and at the same time help us stand out from the sea of sameness in the world of technology. Midnight creates a technological brand feel and gives the perfect setting for the primary orange to pop out.

The palette was designed to create contrast and energy. Our colors are fundamental in expressing our personality. We use color to create consistent messaging across all channels, inspire and engage, and add flexibility to the design system.

Typography

Brand Typeface

Poppins is our brand typeface.

Poppins Bold

Aa

**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
0123456789 @\$%&?!**

Poppins Semi-Bold

Aa

**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 0123456789
@\$%&?!**

Poppins Regular

Aa

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
0123456789 @\$%&?!

Page no.

3-4-5-6

7-8-9-10-11

12-13-14-15

16-17

18-19

Logo & Brand Identity Guidelines

Brand System

RevInfotech Logo

Color Palette

Typography

Iconography

Primary Colorways

The RevInfotech logo comes in different colorways. Choose a logo suitable to the background color it is used on.

Primary (Vertical)



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Always ensure you use the exact values of the colors, as outlined on this page.

Dark Blue

Pantone N/A

C0.93, M0.49, Y0, K0.53

R8 G61 B119

HEX 093D77

Orange

Pantone N/A

C0, M61, Y89, K0

R255 G99 B27

HEX #FF631B

White

Pantone N/A

CMYK 0, 0, 0, 0

RGB 255, 255, 255

HEX FFFFFFFF

| Title Name | Font-Type | Font-Size | Color | Line-Height |
|-------------|-------------------|-----------|---------|-------------|
| Heading 1 | Poppins-Bold | 60 PX | #093D77 | 90 PX |
| Heading2 | Poppins-Bold | 37 PX | #093D77 | 56 PX |
| Heading3 | Poppins Semi-Bold | 30 PX | #FF631B | 45 PX |
| Sub-Heading | Poppins Semi-Bold | 20 PX | #FF631B | 30 PX |
| Paragraph | Poppins-Regular | 18 PX | #000000 | 30 PX |

Brand System

Brand Idea & Narrative

A brand idea is an idea, captured in a simple yet meaningful phrase, that expresses the essence of a brand. A brand narrative is the central building block of a meaningful brand strategy.

Brand idea

See Beyond, Rise Above

Brand narrative

We help our clients all over the planet to turn their advanced tests into business achievements. Our specialized skills and industry experience empower us to guess what's straightaway and answer questions even before they're inquired.

Clear Space

To retain the visual integrity of the symbol, clear space and rules have been set up. The clear space for the symbol is defined for each

Primary (Vertical)



Logo + Tagline



Secondary Palette

In addition to the primary palette, there are five extra colors that can be used exclusively to create diagrams and infographics.

Black

Pantone N/A

C80, M70, Y70, K100

R0 G0 B0

HEX 000000

Silver

Pantone N/A

C0 M0 Y0 K10

R244, G244, B244

HEX F9FBFF

Light Blue

Pantone N/A

CMYK 07, 04, 0, 05

RGB 225, 232, 241

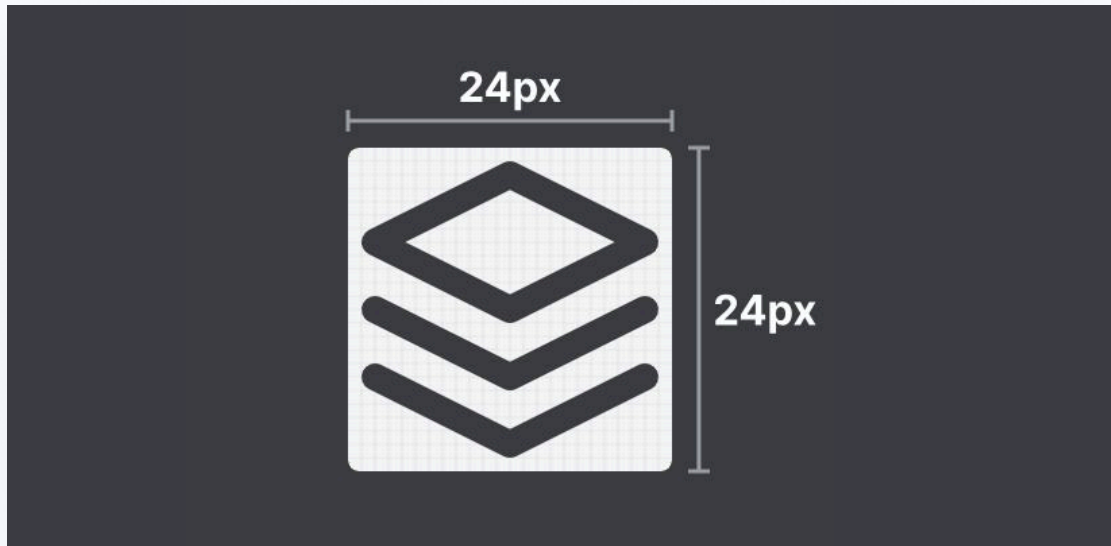
HEX E1E8F1

Iconography

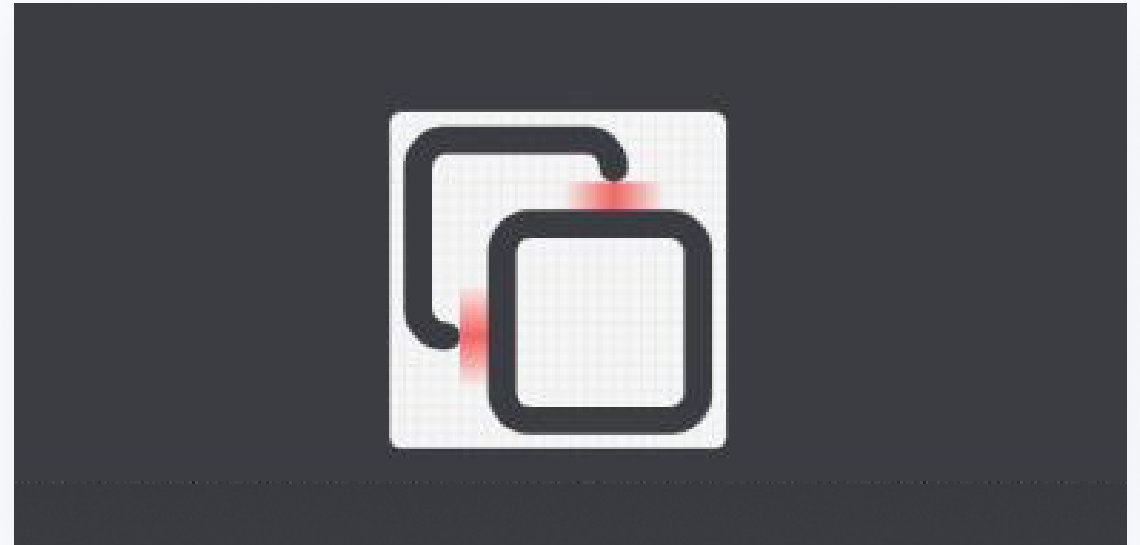
Characteristics

We use a 24×24 grid to draw icons. To ensure consistency in all icons, we use rounded corners and make sure there is an overlap in the design. The icons have been so designed to work across different scales.

Grid



Rounded corners



Our organization with clients speeds up their development by giving them an extraordinary upper hand – they can see around corners and ensemble their prosperity. Getting them there is our commitment.

We approach each day at work with the mindset of working to achieve a sustainable advantage. We are resolved to convey quality through tirelessness and resourcefulness. It's our journey, together with our clients, to see past today and transcend the opposition.

Brand Values

These four core principles represent the identity of our company: Innovation, Integrity, Customer-centric and Diversity & inclusion



Innovation

Innovation is often emphasized in our organization. We strive to create cutting-edge solutions, stay on top of the latest technology, and push the boundaries of what is possible.

Logo Don'ts



Don't use the logo on top of photography that compromises its legibility.



Don't change the size ratio and reposition the elements of the logo



Don't squash or distort the logo



Don't use the logo in altered colorways



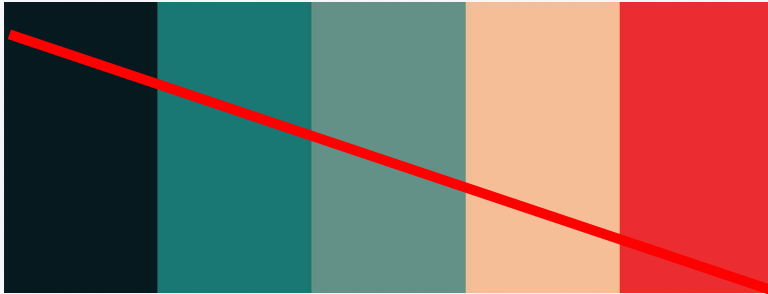
Don't place logos too close to each other



Never place partner logo above the logo

Color Don'ts

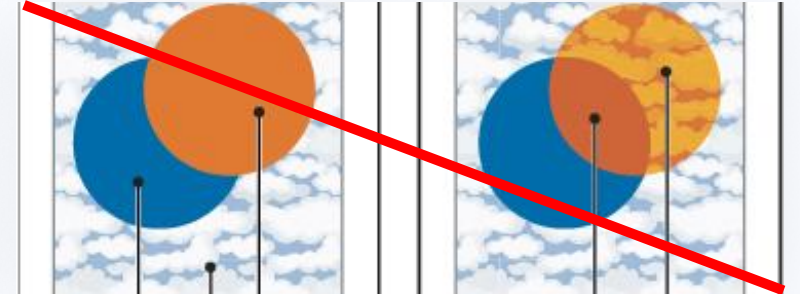
The colors are an inherent part of the brand and everything should be done to ensure we don't misuse them.



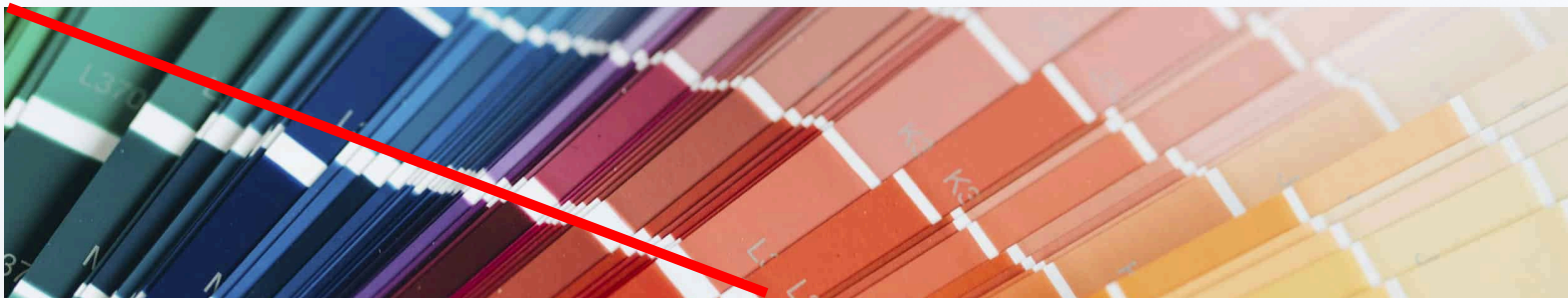
Don't use colors that are not in this document



Don't use different tint levels than the ones outlined



Don't use the colors with transparency and blending modes

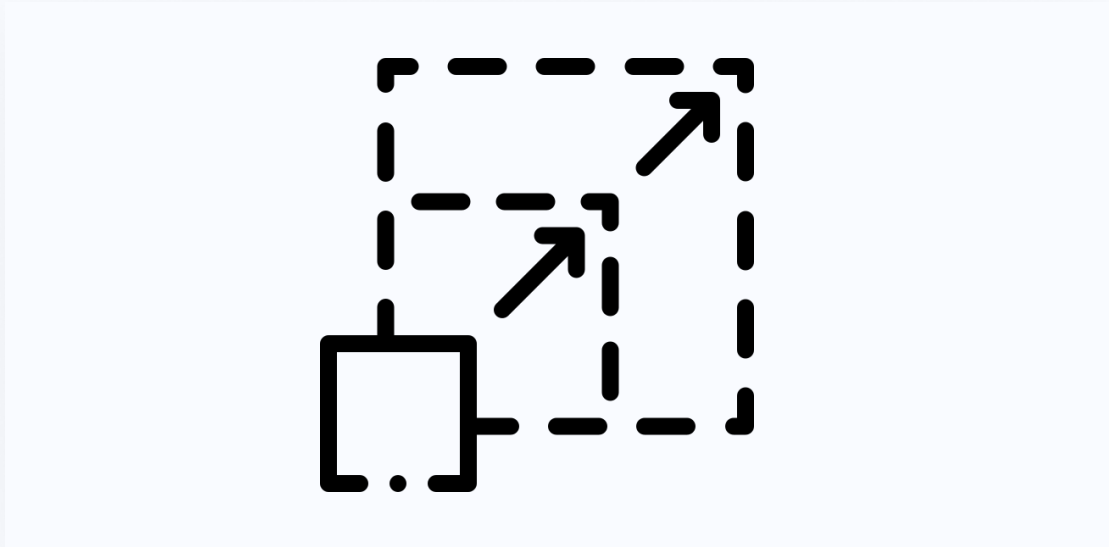


Don't use PowerPoint table styles that contain too much orange

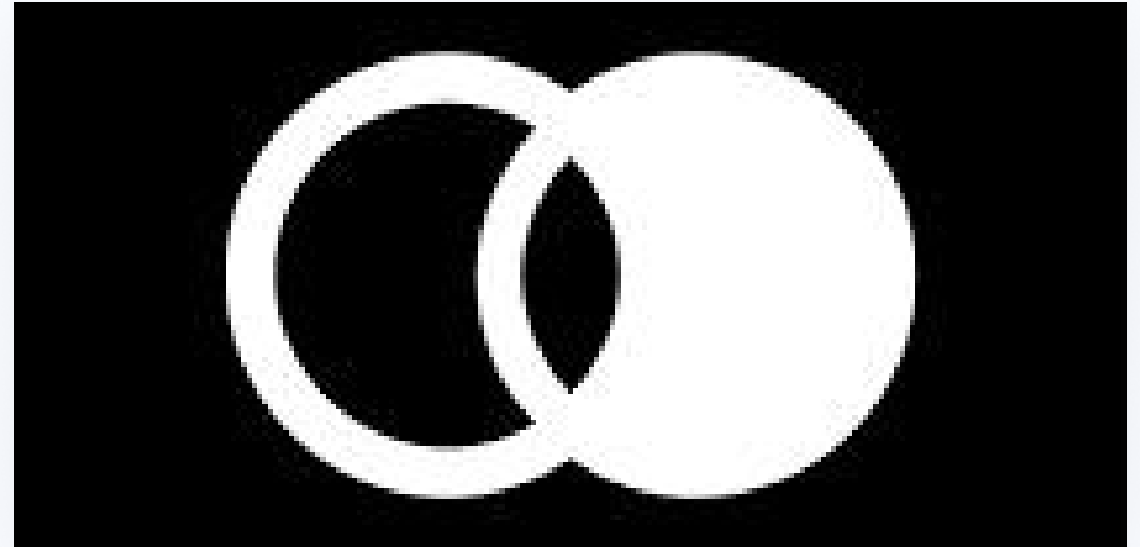


Don't use too much orange

Scaling



Overlap



Icon Library

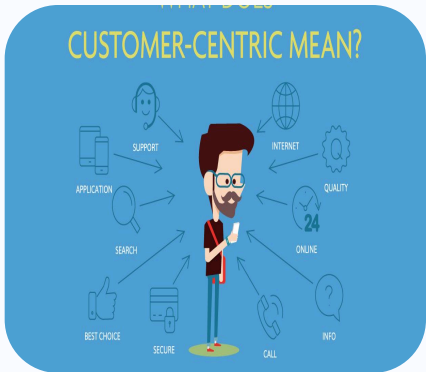
Icons can be created using any of the colors in the primary or secondary color palette. Use dark icons on light backgrounds and vice-versa.





Integrity

Business integrity refers to conducting business ethically and maintaining honesty and transparency at all times. In order to build trust with clients and partners, we adhere to this value.



Customer-centric

Putting clients' needs at the center of all decisions is customer-centric. Revinfotech prioritize understanding customer pain points and tailoring solutions to specific requirements.



Diversity and inclusion

We at RevInfotech strive to embrace diversity and foster an inclusive environment, which not only enhances creativity and problem-solving within the company but is also ethically responsible.

Logo Placement

Horizontal Layout



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circle

In the horizontal layout, lowercase text in both logos is the same height and the visual element of the partner logo should be the same or smaller than RevInfotech logo.

Brand Personality

These 3 core principles represent the identity of our company: Farsighted, Curious and Relentless

Farsighted



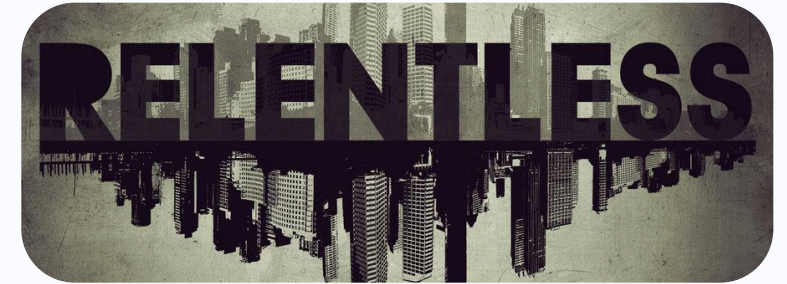
We don't just see the technology landscape as it is today; we envision the possibilities of tomorrow. Our commitment to foresight drives us to innovate relentlessly, anticipating the needs of our clients.

Curious



Curiosity is the driving force behind our company's brand personality. We thrive on the insatiable desire to explore, discover, and innovate in the ever-evolving world of technology.

Relentless



Relentless is the beating heart of our company's brand personality. It embodies our unwavering commitment to innovation and client satisfaction. Like a relentless force of nature, we persistently push the boundaries.