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INSYNC BRAND GUIDELINES

Implementing the INSYNC Brand in communications
Updated 12 May 2015

INSYNC Confidential



INDEX

TERMS AND CONDITIONS	1
Trademark & logo - do's & don'ts	5
BRAND IDENTITY	7
BRAND PROMISE	11
BRAND PERSONALITY	15
GUIDE TO VISUAL SYSTEM	19
NAMING	23
EVOLVING LOGO	25
THE MONOGRAM	27
THE TYPEFACES	29
LOGO AND SPACING	33
VARIOUS BACKGROUNDS	37
COLOR PALLETTE	41
SIZE OF THE LOGO	45
IMAGERY	47
LAYOUT	51
OUTDOOR DESIGN	59
CORPORATE IDENTITY	63
PACKAGING	69
EMAIL SIGNATURE	73
SHOWROOMS AND STALLS	77
OFFICE STATIONERIES	81







BRAND MANUAL

TERMS AND CONDITIONS

The INSYNC brand is a valuable asset of Insync Retail Project Management Pvt Ltd. Your use of the trademarks, trade names, service marks, logos or images of INSYNC (collectively the "INSYNC Marks") contained in the INSYNC Branding Guidelines is limited to the use licensed in the agreement you signed with INSYNC RPM. If a trademark license is not included in your agreement with INSYNC RPM, you are prohibited from using the INSYNC marks without the express written permission of an authorized representative of INSYNC Marketing Communications.

As a partner, you are required to comply with these INSYNC Branding Guidelines. It is essential you ensure that all personnel responsible for producing ads, direct mail pieces and other promotional materials review them, understand them and implement them properly and consistently.

Adherence to these INSYNC Branding Guidelines does not guarantee that INSYNC RPM will provide co-operative marketing funds ("Co-op Funds") or market development funds ("MDF"). However, when requesting Co-op Funds and/or MDF reimbursement, adherence to these INSYNC Branding Guidelines will help to expedite processing, approval and reimbursement. These INSYNC Branding Guidelines define consistent guidelines and standards for using the names, logos and imagery ascribed to the INSYNC products and services and applies to all advertising and promotional materials, regardless of their source of funding.

Approval Process

INSYNC RPM Marketing Communications needs to review and approve the content of any advertisement, collateral or promotional materials containing the INSYNC wordmark, logo or imagery prior to it being released. Please allow a minimum of five (5) business days for the review process to occur. Please submit all materials and direct any questions about use of INSYNC Marks to info@insyncrpm.com

* No part of the Brand Guideline can be distributed, photographed or reproduced without prior written approval from INSYNC RPM







TRADE MARK

INSYNC Branding Guidelines Version

The following marks are applicable for materials created for use in INDIA and for global distribution. Registered Marks and Trademarks

When referencing INSYNC products and services, use Marks as adjectives. Avoid using the INSYNC Marks generically, as nouns or verbs and do not use them in the plural or possessive form. Also, be sure to follow the additional rules set out in the INSYNC Trademark Rules section on this page.

INSYNC ™

INSYNC™ SYNTRACK

INSYNC Trademark Rules

I. Use the Insync Marks as adjectives, not nouns. Avoid using the INSYNC Marks as nouns. A trademark is an adjective to be used with the noun it modifies. The INSYNC wordmark should never be used alone.

The INSYNC™ Product is...

The INSYNC™ is...

2. Use the INSYNC Marks as adjectives, not verbs. Avoid using the INSYNC Marks to describe the performance of an act.

I will make my shop by installing INSYNC $^{\text{\tiny{M}}}$ Products

My shop is INSYNCED.

3. Do not use the INSYNC Marks in plural or possessive form.
INSYNC™
INSYNCS, Insynced

4. Do not alter the INSYNC Marks. INSYNC™, INSYNC RPM™,

INSYNC Retail Project Pvt Ltd ™

5. Do not combine the INSYNC Marks with other trademarks or other words to form new trademarks.

6. Use the proper symbol for the Insync Marks. Always Capitalize the product brand name and designate the trademark with the appropriate [™] or [®] symbol. INSYNC™

7. Use a Notice of Ownership and Disclaimer. A prominent notice should be used when any of the INSYNC Marks appear on materials or web sites. See the "Trademark Disclaimer" section for the appropriate Trademark notice.

8. Do not alter the INSYNC logos.

Incorrect use of the INSYNC logo Compromises the integrity and effectiveness of the logos. To ensure accurate and consistent reproduction of the logos, never alter, add to or attempt to recreate the logos. Always use the approved digital work available from INSYNC Marketing Communications (Email: marketing@insyncrpm.com) You may only use the INSYNC logos or INSYNC Marks if you have obtained prior approval from INSYNC Marketing Communications and your use complies with these guidelines.



Brasiding

THE BRAND IDENTITY





BRAND IDENTITY



Name	The Brand Name INSYNC signifies alignment and mashing synchronously.
Crypto	The Brand name INSYNC written in caps, the shape is squarish conveying

ergonomics, stability and strength.

Color The color Black conveys strength, sharpness and sophistication;

attributes associated with the INSYNC Brand, aptly exemplifying the product line's depth of class. It also conveys a powerful legacy, dedicated to the pursuit of excellence, that forms the basis of our philosophy of "Saying what we mean and delivering what we say with no grey areas in

oetween".

Logo The Brand's logo SYNCHROMAN talks about perfect synchronization

between four different pieces, to make one beautiful unit.

Shape The Brand's shape bridges the reliability of safe with modernity and

fluency of today.

Feel The Brand's Feel conveys a sense of fine finish and reveals the product

line's invisible, yet ethereal facit similar to a strong iceberg.

Sonar The Brand's Jingle has to be peppy and spirited. It should compliment the

merchandise's ability to lend color and life to its ambience. It should be

bouncy and noticeable.







BRAND PROMISE



Stability The architecture and design has zero scope for tremors.

Looks The brand is subtle, modest, sleek with last mile finish

Durability The brand has a lifespan beyond the functional need of the customer.

Resilience The brand can withstand pressure or weight more than expected.

Versatility The brand does not limit to one particular usage but makes it convenient for

the customer to use it in various forms and facets.

Agility The sleek structure is flexible and strong

Trust & Faith The brand sticks to its promise to deliver time and again whether it is in

product, solution or support.

Reliability The brand can be trusted for its' quality consistency and speed.

Support The brand stands by its' commitment to offer multiple solutions and support.







BRAND PERSONALITY

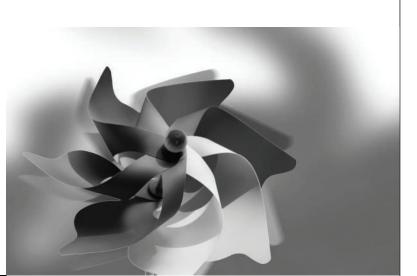
SHARP | STRONG | SOPHISTICATED

INSYNC is young, agile, curious, imbibing speed, strength and style.











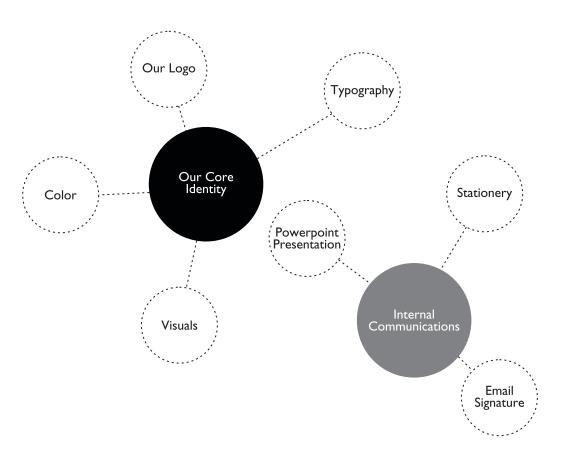
A GUIDE TO A COMPREHENSIVE VISUAL SYSTEM

A comprehensive visual system

In keeping with our updated brand approach, we've created a complete set of design guidelines. These guidelines are intended to ensure consistency over just about every instance of customer contact & touch point.

How? By building a deeper and more emotional connection to our customer. It's subtle, yet so tangible when executed properly.

That's why it's our duty as keepers of the brand to protect, support, and communicate our brand clearly and consistently in everything we say and do. Do this and the strong, positive perceptions created will drive customers to our stores. The core design elements are the essential visual elements of our brand - the INSYNC logo, typefaces, color palettes, imagery, and graphics — and are the starting point for any INSYNC communication.







INSYNC OR IN-SYNC OR IN SYNC

Consistency.

It's a powerful idea and one that can't be overstated. Especially when it comes to our logo and the way we express our name in written copy. So please take a few moments to review the following brief yet very important style direction:



Horizontal Logo



We hear it all the time: "How am I supposed to write our company's name?" The answer is simple: unless you're in the legal department or investor relations, you write our company name just as it's written in our logo: INSYNC.

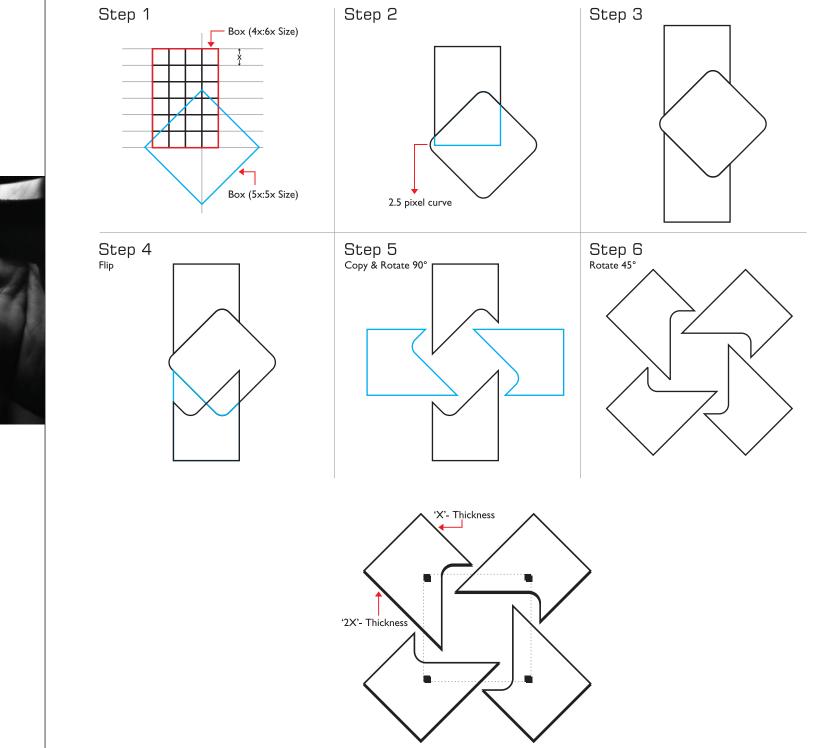
The right way: When writing, just keep it simple: INSYNC





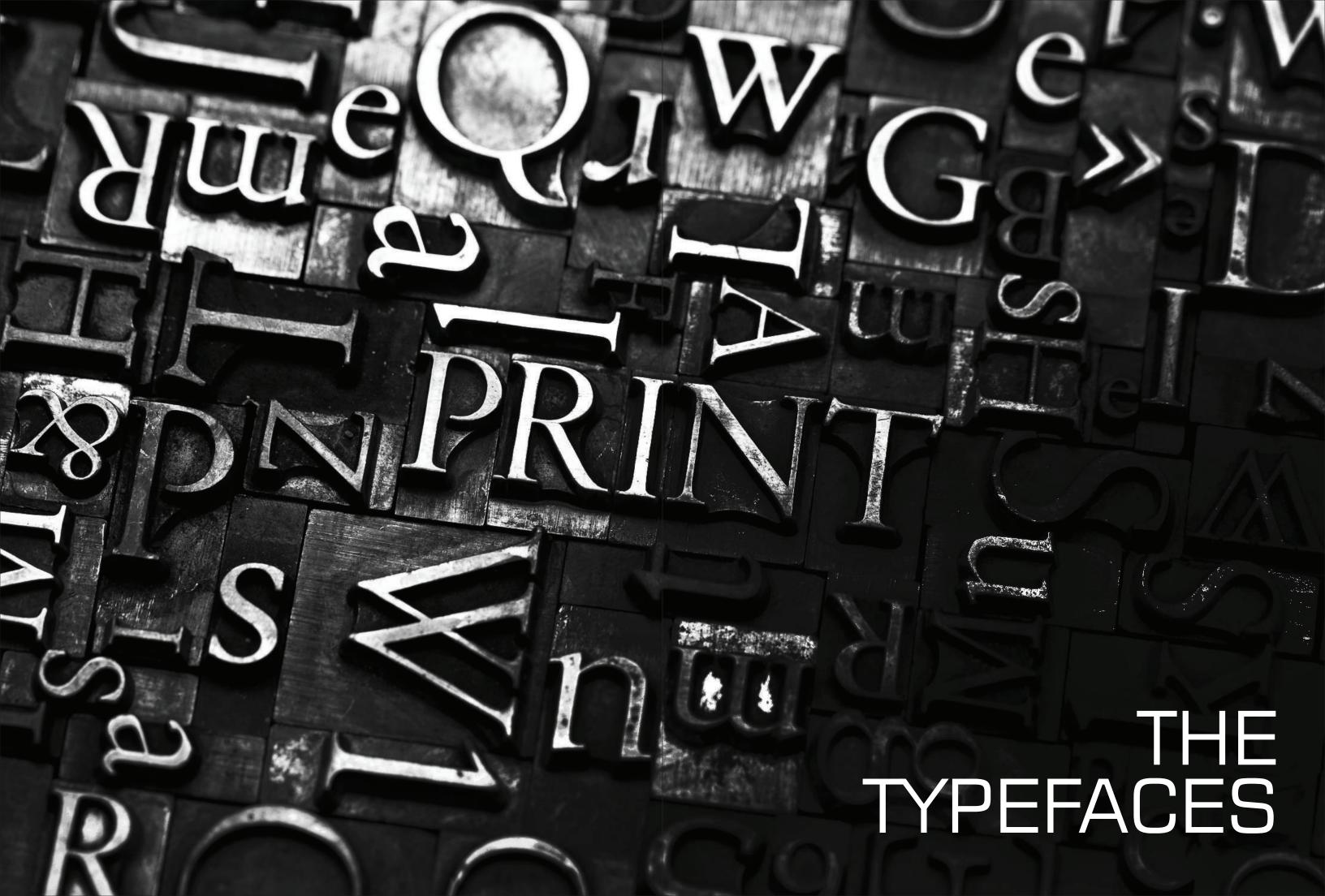
BRAND MANUAL

THE MONOGRAM



28







THE TYPEFACES

The Brand Fonts

The Quark font has played an important part in building the INSYNC brand. Its bold, confident and distinct appearance has made it recognisable and easy to associate. Its soft friendly curves and straight thick lines have given a warm personality to the 'INSYNC' businesses. Note the Quark font should only be used for the business name. No shading or keylines should be used around the business name. Square 721 BT creates the perfect balance as the communication font, with its clean and contemporary linear features. Gill Sans is the font to be used as corporate typeface.



SHOP FITTINGS

Quark - Capital Letters

Ouark - Small Letters

uobárztnymxds apcqetdp:)\(\text{Prw}\)

Square 721 BT - Capital Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789

Square 721 BT - Small Letters

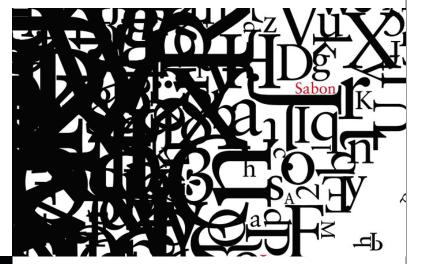
abcdefghijklmnopqrstuvwxyz

Arial - Capital Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Arial - Small Letters

abcdefghijklmnopqrstuvwxyz



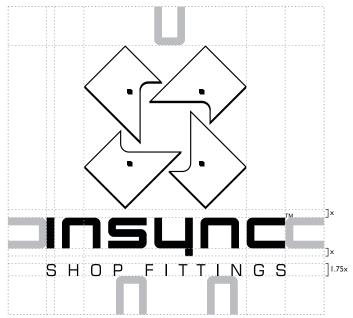






LOGO AND SPACING





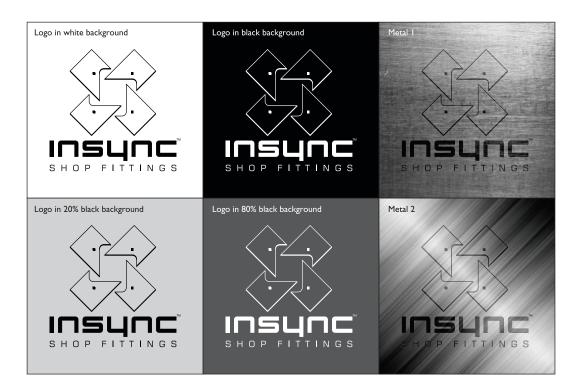








LOGO ON VARIOUS BACKGROUNDS











COLOR PALLETTE

For Logo

Color Codes: Color Codes: C40, M30, Y30, K100 R0, G0, B4 H236°, S97%, B2% #000004 PANTONE 426 C Family Color Pallette Family Color Pallette (Used as 5th color) Color Codes : Color Codes: C0, M0, Y0, K80 R88, G89, B91 H224°, S3%, B36% #58595b PANTONE 425 C Color Codes: Color Codes: C0, M0, Y0, K50 R147, G149, B152 H214°, S3%, B59% #939598 PANTONE 7 C Color Codes : Color Codes: C0, M0, Y0, K30 R188, G189, B192 H212°, S2%, B75% #bcbdc0 PANTONE 4 C

For Logo (Used as 5th color)

The colors shown here and throughout this manual have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE Color Standards. Consult current PANTONE Publications for accurate color. PANTONE® is the property of Pantone, Inc.





BRAND MANUAL

MINIMUM SIZE OF THE LOGO

The INSYNC logo retains its visual strength in a wide range of sizes. However, when the logo is reproduced in print too small, it is no longer legible and its impact is diminished. The minimum size of the logo for print is determined by the width of the INSYNC wordmark, which should not be reproduced in a size smaller than I "in width for the preferred logo, 0.25" in width for the alternate horizontal logo, and I "in width for the alternate vertical logo, as illustrated.









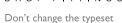




MISUSE OF LOGO

Incorrect use of the INSYNC logo compromises its integrity and effectiveness. The examples of logo misuse below are not comprehensive; they are only a small sample of possible misuses of the INSYNC logo. To ensure accurate, consistent reproduction of the INSYNC logo, never alter, add to, or attempt to recreate it. Always use the approved digital artwork, available from INSYNC Brand Manager.







Don't use a pattern within the logo.



Don't change the color



OPFITTINGS

Don't remove TM

Don't use the logo in circle



SHOP FITTINGS

Don't rearrange the elements

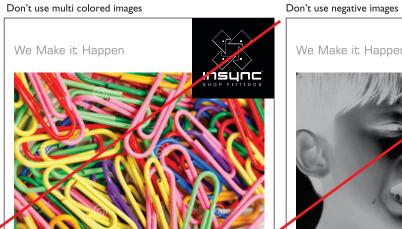




BRAND MANUAL

IMAGERY

Don't use unrealistic images We Make it Happen We Make it Happen We Make it Happen





CROPPING OF LOGO









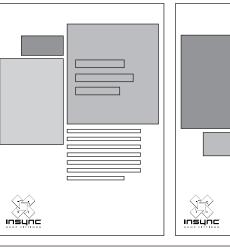


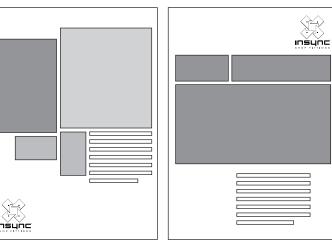


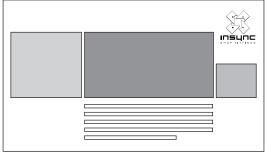
IMAGERY AND PRINT LAYOUT

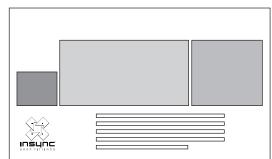










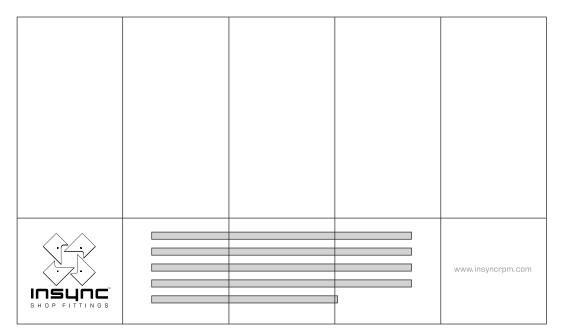






PROPORTION OF LOGO IN PRINT LAYOUT

We Make it Happen	IF SH		We Make i	t Happen	www.insynorpm.com
		ww.insyncrpm.com	nsync		_









BOARD DESIGN - INSYNC





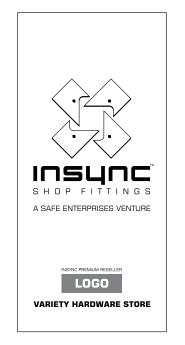










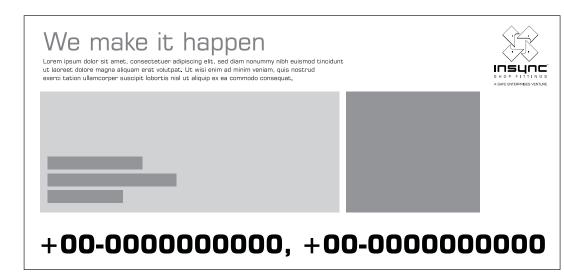


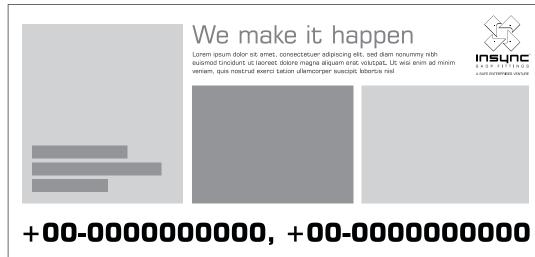


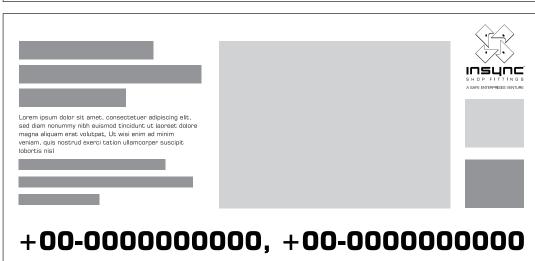




HOARDING DESIGN - INSYNC















PROPORTION OF LOGO IN HOARDING DESIGN

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Lorem ipsum dolor ut laoreet dolore r	nake it sit amet, consectetuer a agna aliquam erat volutpe corper suscipit lobortis ni	dipiscing elit, sed diam no t. Ut wisi enim ad minim	nummy nibh euismod tinc veniam, quis nostrud	dunt		SHOP FITTINGS A SAFE ENTERPRISES VENTURE
+00-000000000, +00-000000000						

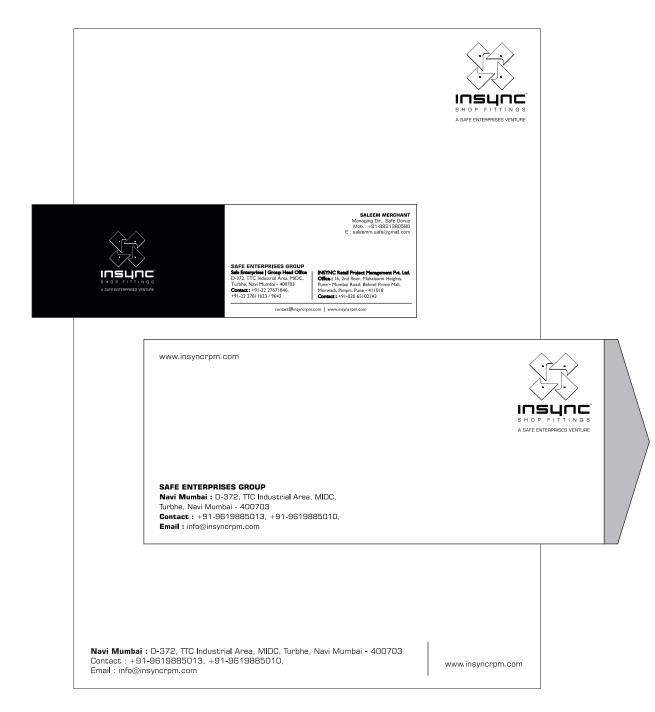


^{*} Subject to location, position & size of the hoardings





CORPORATE IDENTITY - INSYNC

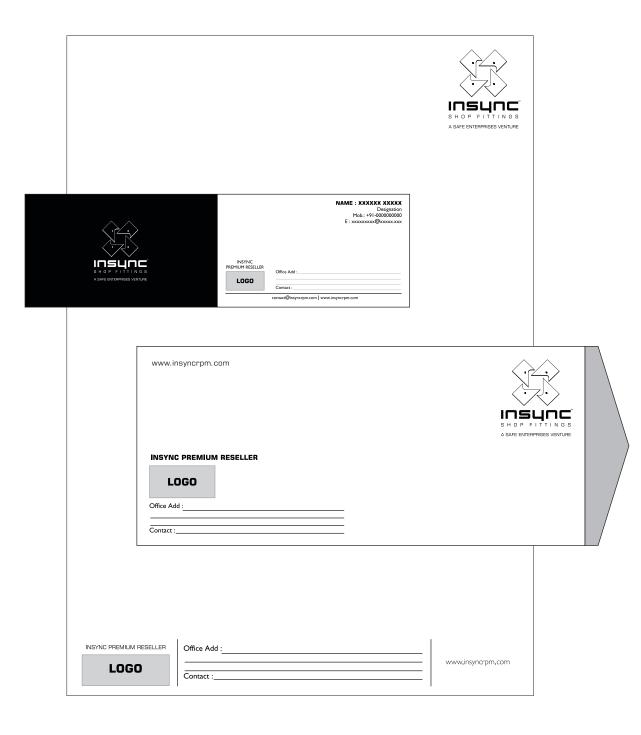








CORPORATE IDENTITY - FRANCHISE



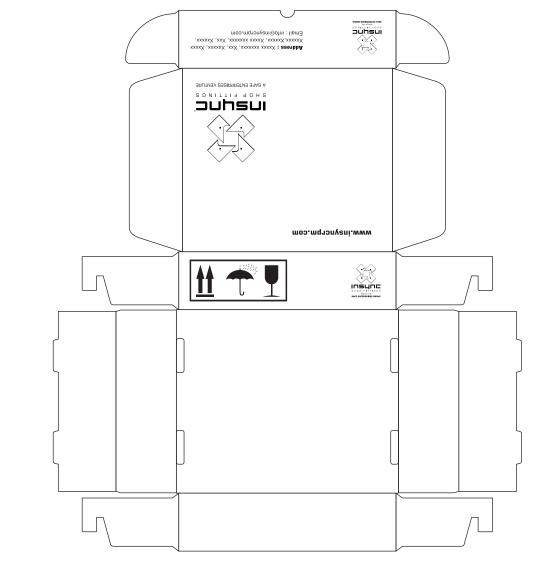


PACKAGING DESIGNS





PACKAGE DESIGNS - INSYNC





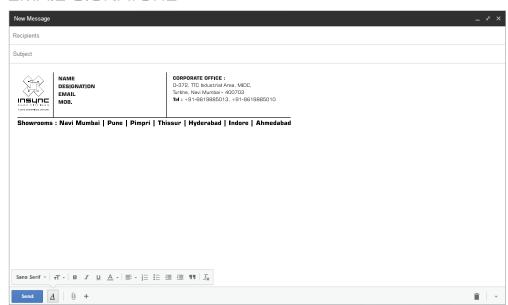




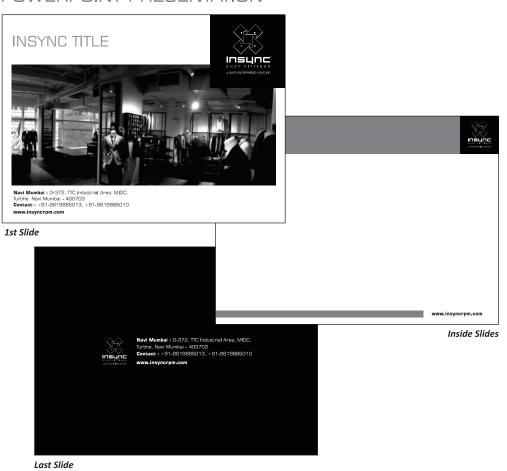




EMAIL SIGNATURE



POWERPOINT PRESENTATION



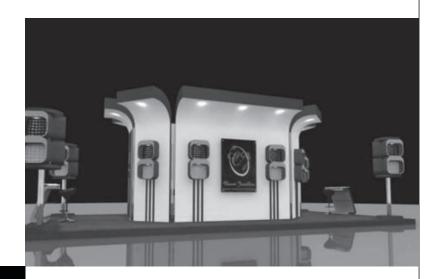


INSUNC[®] Shop fittings





SHOWROOMS AND STALLS







OFFICE STATIONERIES















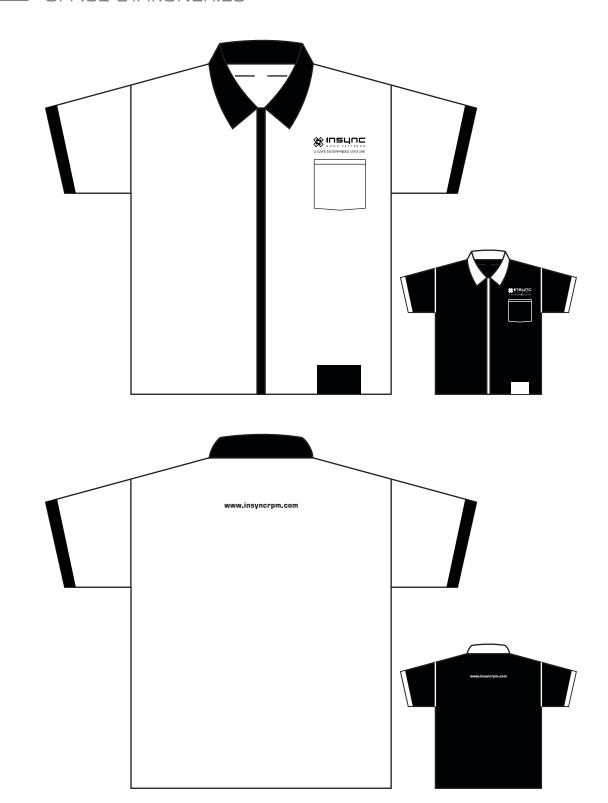








OFFICE STATIONERIES









OFFICE STATIONERIES (FRANCHISE)























OFFICE STATIONERIES (FRANCHISE)

