PRADHAN TRADING COMPANY

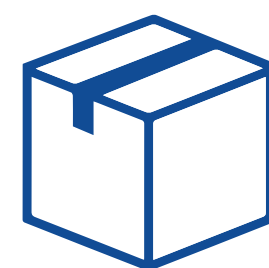**Logo Manual**

Logo

Symbol
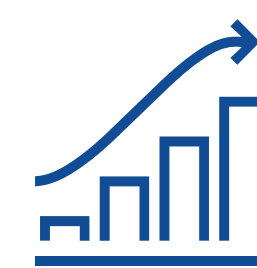
PC PRADHAN TRADING COMPANY ●————— Wordmark

INSPIRATION

BOX   LETTER   GROWTH

The primary logo comprises wordmark and a symbol.

The name of the brand is the wordmark that has been designed with sharp-edged texts. The left side of the logo has a symbol that is comparatively larger in size and consists of the letters "PTC".

The inspiration is from your business goal where you mention Financial **growth**, brand recognition, customer **growth.**

Logo Details

Primary Logo

This is to be used as a form of a trademark
for all communication purposes

Logo Safe Area

The depicted area is to be left free of any
graphic elements, to give the logo room to stand out/breathe.

Brand Colours

PRADHAN TRADING COMPANY

The brand colors are soft, welcoming and give a sense of security. Different shades of blue have been used in the logo. The darker shade of blue and the lighter shade of blue perfectly balance each other and make the design complete.

The primary palette is to be used for official applications only. (Letterhead, Envelope, Business Cards, etc)
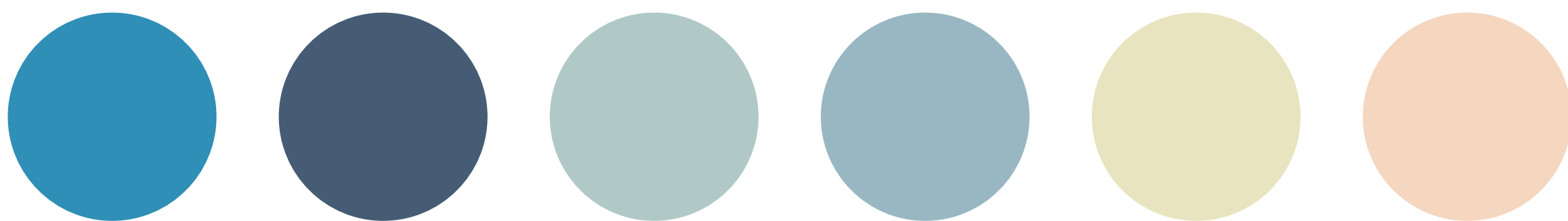
The secondary palette is to be used for guest touchpoints. (Menu cards, Tariff Cards, Websites, etc)

Primary Colours
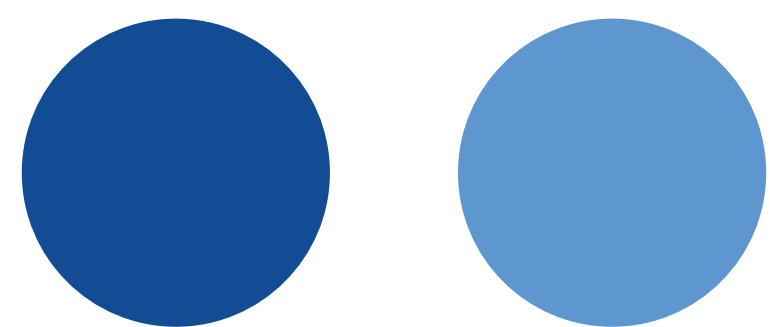
#114c95   #5e96d0

Secondary Colours

#2f8fb6   #455c74   #b0c9c6   #98b7c2   #e8e4bf   #f5d6bf

Logo Frame and Single Colour Usage

PRADHAN TRADING COMPANY

For usage in single colour on white or light coloured background.

PRADHAN TRADING COMPANY

For usage in single colour on dark backgrounds use the patch version defined to get maximum contrast and visibility.

Logo on Coloured Background

This is the manner in which the logo
will appear on coloured backgrounds.
Only these brand colours are to be used
in all applications and communication methods.

Thank you

www.beyondcrimson.com