

# INTERIM GUIDELINES



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# INTRODUCTION

The logo for Beekay Zenith features a red square icon with a white geometric pattern on the left. To its right, the word "BEEKAY" is written in a bold, red, serif font. Below "BEEKAY", the word "ZENITH" is written in a larger, dark blue, serif font.

# BEEKAY ZENITH

Welcome to Beekay Zenith, a beacon of modern luxury and innovation. Towering as one of the city's tallest landmarks, this stunning glass-structured building boasts an impressive 35,000 square feet of premier showroom space on its ground floor. With its striking glass facade and strategic location, Zenith by Beekay seamlessly blends contemporary sophistication with cutting-edge automotive excellence.

This splendid facility is equipped with a elevator, washroom and desirable car parking amenities. Offering dynamic options for leasing, renting, or self-owned offices, Zenith is designed to cater to high-profile businesses seeking a sophisticated and versatile environment.



# WHO WE ARE

With a distinguished legacy spanning over 37 years, Beekay has firmly established itself as a trusted name across multiple sectors. As pioneers of North Bengal's automobile industry, Beekay introduced one of the region's first state-of-the-art Maruti Suzuki showrooms and now proudly operates over 21 showrooms across the region.

Beyond automobiles, Beekay stands out as a pioneer in offering boutique hotel experiences, particularly designed for grand Indian weddings, with the prestigious Barsana Hotel and Resort located in Siliguri. The company has also launched the premium Barsana Garden Apartments, a testament to its dedication to luxurious living.

Today, Beekay remains at the forefront of automobiles, real estate, and hospitality, upholding a legacy of quality and innovation. The brand's unwavering commitment to excellence continues to drive its success and reinforce its legacy across diverse industries.



# WHAT WE DO

## Beekay **Zenith**

Offers a premier location with a state-of-the-art car showroom on the ground floor, set to be one of the largest in the region. The upper floor are available for lease, providing flexible, high-profile commercial space in one of the area's tallest and most innovative buildings.



# OUR BRAND ARCHETYPE

## Core Desire

"Redefine luxury with innovation."

## Goal

"Deliver exceptional, high-quality spaces that enhance their lifestyle and satisfaction."

## Gift

"Provide exceptional value and unparalleled experiences, ensuring lasting satisfaction."

## Strategy

"Innovate, Excel, Satisfy."

# BRAND IDENTITY





**BEEKAY**  
**ZENITH**

## Wordmark

The wordmark should not be used without the logomark, except in rubber stamps and official documents like legal contracts where legibility needs to be enhanced. On creatives where we use the logo outline as a framing device, the logomark should not be repeated, only the wordmark should appear here.



## Primary Brand Identity

**Beekay Zenith** refers to the highest point or peak, symbolizing excellence, prominence, and success.

The **Beekay Zenith** logo, while inspired by the original Beekay design, it maintains a direct connection to the original logo, reflecting the brand's evolution. This modern take on the Beekay logo symbolizes excellence and prominence, aligning with Zenith's status as the tallest property in its area. The use of black and maroon colors underscores elegance and richness, emphasizing the property's exceptional height and distinguished presence.



## Logomark

To ensure clarity and impact, ample clear space should be given to the logo whenever it is used. The logo should always be placed clear of other graphic elements such as text, taglines, other identities and photography. Do not let other graphics or text come within the space defined, which is the height of the alphabet 'M'.



## Logo in minimum size

The logo cannot be reduced less than 3 cms in height. This is the minimum size that the logo can be reduced in print. The same will be applicable for the black and white logo.

The logo for BEEKAY ZENITH. It features a square icon on the left containing a stylized 'G' made of concentric lines. To the right of the icon, the word 'BEEKAY' is written in a bold, uppercase, sans-serif font. Below 'BEEKAY', the word 'ZENITH' is written in a larger, uppercase, sans-serif font with wide letter spacing.

## Monotone

This logo will be used on invoices, receipts, legal purpose, delivery paper works and official occasions.



Grey  
C 61, M 53, Y 52, K 24





## Logo in black and white

These logos are specifically used while embossing and debossing.

Lorem Ipsum



Black  
C 0, M 0, Y 0, K 100



# Logo usage – Do's



Always use logo with wordmark and symbol together.



Always put logo on white background, do not use colour backgrounds.

# Logo usage – Don'ts



The logotype cannot be placed beside the logomark



Do not add drop shadow or any other effects



Do not tilt the logo



Do not horizontally stretch the logo



Do not vertically stretch the logo



Do not change the font of logo



Do not replicate the logo in a color that's not a brand color



Do not add gradient



## Logo usage with brand name

When collaborating with another brand and the project name is predefined, we will always add our logo while the project name will follow the look and feel defined by the collaborator's brand. No modifications or additions to the logo unit must be made. Additionally, the exclusion zone around the logo unit must be maintained as per the guidelines specified for our logo.





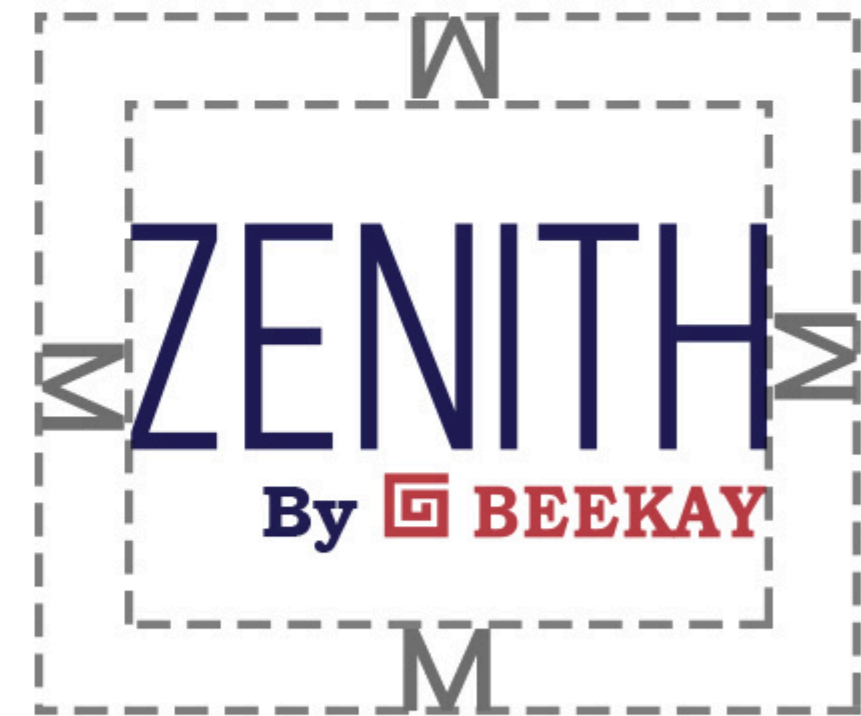
## Logo usage – Do's



Always use logo with wordmark and symbol together.



Always put logo on white background, do not use colour backgrounds.



Always use the distance on 1 'M' from all the sides of the logo.



# Logo usage – Don'ts



The logotype cannot be placed beside the logomark



Do not add drop shadow or any other effects



Do not tilt the logo



Do not horizontally stretch the logo



Do not vertically stretch the logo



Do not place logo directly on the image



Do not replicate the logo in a colour that's not a brand colour



Do not add gradient.

**THANK YOU**

