

הארץ



VISUAL
IDENTITY
MANUAL

IN THIS BOOK

you will find the rules for the usage of the **DARWIN** visual identity system signatures, color palette, typography and applications. This manual is provided to help us build, grow and maintain the brand.



This manual suggests the proper usage of the logo.

The **DARWIN** and its sub brands Logo Unit must only be used in the corporate brand colors mentioned in this manual.

The Logo Unit must not be altered in any way. Use the Logo Unit file provided with this manual.

Conceived, Designed & Developed by **iinfi**.



CONTEXT

Darwin is a new venture that is based on the philosophy of Cohabiting in Nature rather than Inhabiting. It will create building technology and designs that abide by this philosophy.

The brand Darwin - 'Living Light' comes from the promoters of a company that has been in the business of restoration and reuse of old buildings for two decades and the resultant understanding of changing lifestyle priorities of people on one hand and the inefficiency and outdatedness of existing building methods and legacy structures that it creates.

PROCESS OF LOGO CREATION

The first step of the process of logo creation is finding the context.

THE BRAND IDENTITY

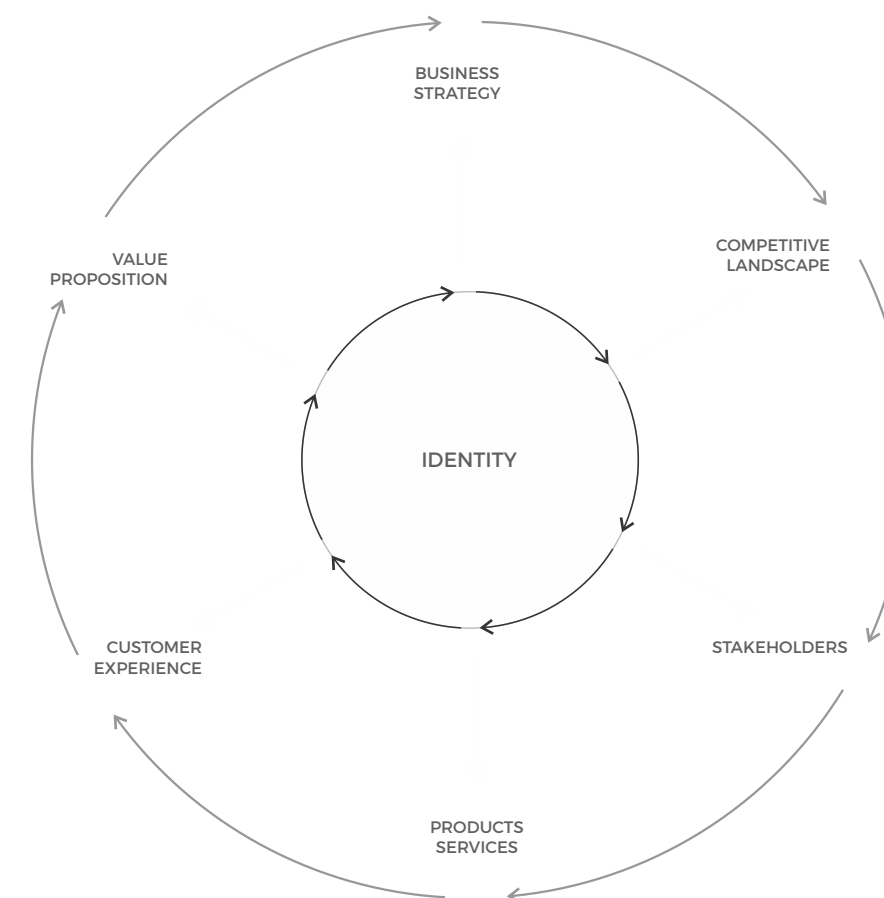
PROCESS OF LOGO CREATION

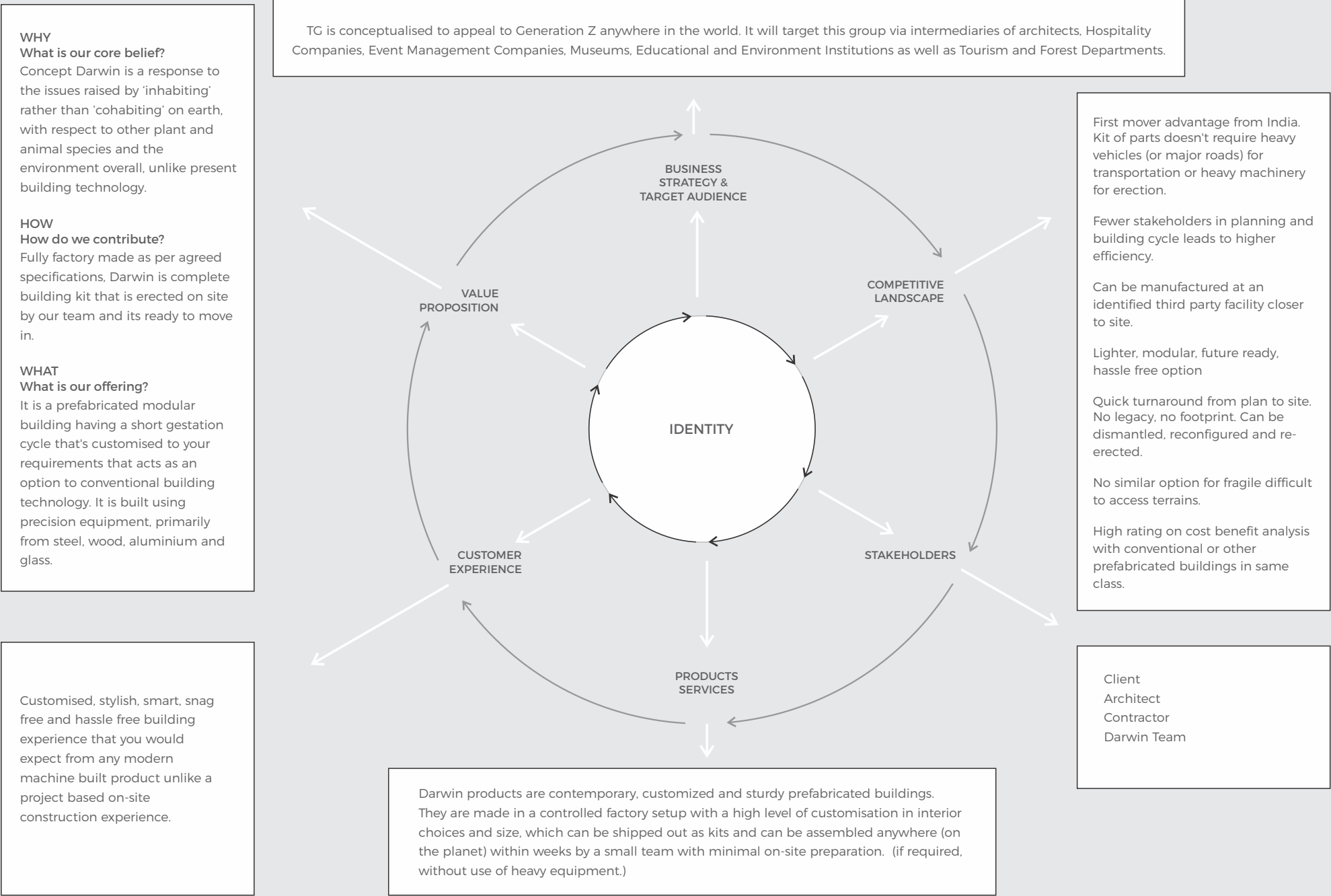
Every project is a collaboration, an act of pursuing a shared understanding of the brand through a framework that explores the different components of a brand identity.

The initial exploration starts with the purpose of bring together the main stakeholders to share with our team their perspective on their brand.

Often, by following the framework, the exercise becomes a shared journey between our team and the client's leadership, exploring the boundaries in place and defying the status quo, driving the brand and the organization to new realities.

Our experience tells us that this step, by reaching a shared perspective on the brand and it's potential, is the cornerstone of a successful branding exercise.





PROCESS OF LOGO CREATION

The insights gained from each stake holder is a key to communicate the brand.

CORE BELIEF

WHY What is our core belief?

Concept Darwin is a response to the issues raised by ‘inhabiting’ rather than ‘cohabiting’ on earth, with respect to other plant and animal species and the environment overall, unlike present building technology.

HOW How do we contribute?

Fully factory made as per agreed specifications, Darwin is complete building kit that is erected on site by our team and its ready to move in.

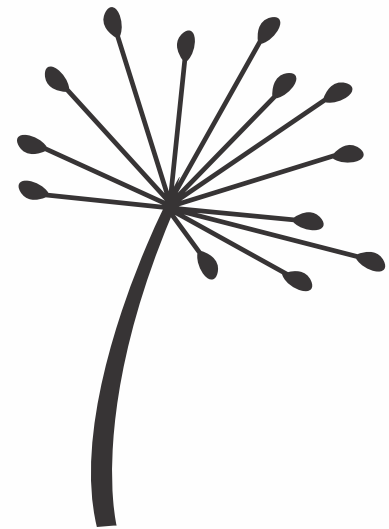
WHAT What is our offering?

It is a prefabricated modular building having a short gestation cycle that's customised to your requirements that acts as an option to conventional building technology. It is built using precision equipment, primarily from steel, wood, aluminium and glass.

PROCESS OF LOGO CREATION

Every thing of the research is synthesized into the core belief of the brand.

THE STORY



PROCESS OF LOGO CREATION

THE DANDELION

The URBAN NOMAD. As a concept our products primarily focus on the user we would like to call the urban nomad.

The urban nomad what we perceive is a group of people who want to travel from place to place to find new places and connect to nature with a lifestyle which is light.

A very strong graphic element that we choose to represent this was the dandelion. The dandelion is light, travels distances and it itself represents nature.

This we feel is a very strong narrative that connects to DARWIN.



THE STORY OF TYPE

PROCESS OF LOGO CREATION

THE MODULAR LOGO TYPE

As a critical element of the core philosophy of the brand, we wanted to capture the process of design to the product itself which is very modular in nature.

We started with core shapes of circle and rectangle to create a logo type that is modular and mathematical.

Some other aspects that were taken into account were to make it a stencil so that it can be very adaptable in its use.

Being so minimal yet intrinsic to the identity allows us to use it then across the board for the different audiences and segments, always carrying a meaning and infusing it, or at least opening an opportunity to, tell the narrative behind.



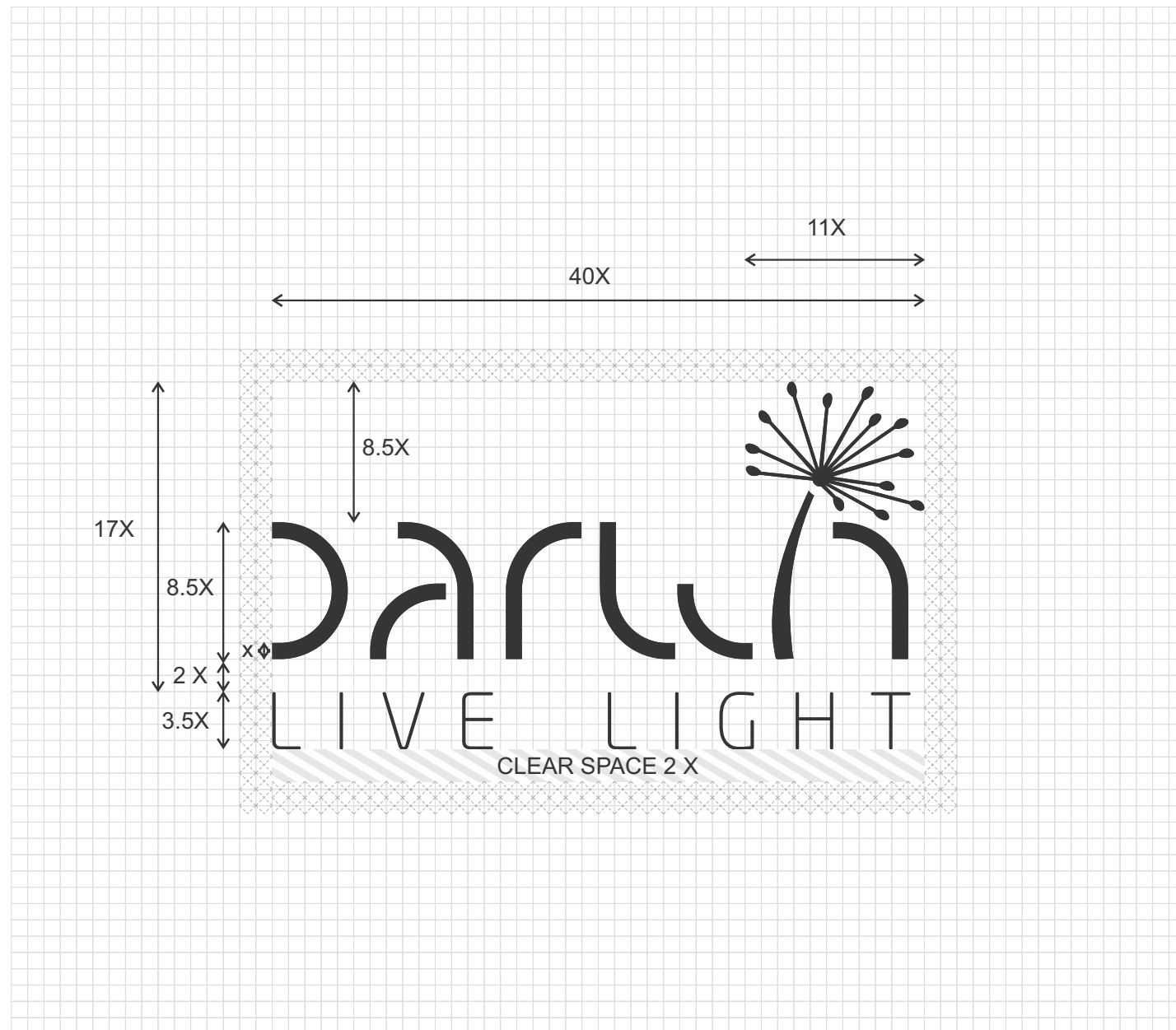
THE LOGO



PROCESS OF LOGO CREATION

DARWIN

THE VISUAL IDENTITY



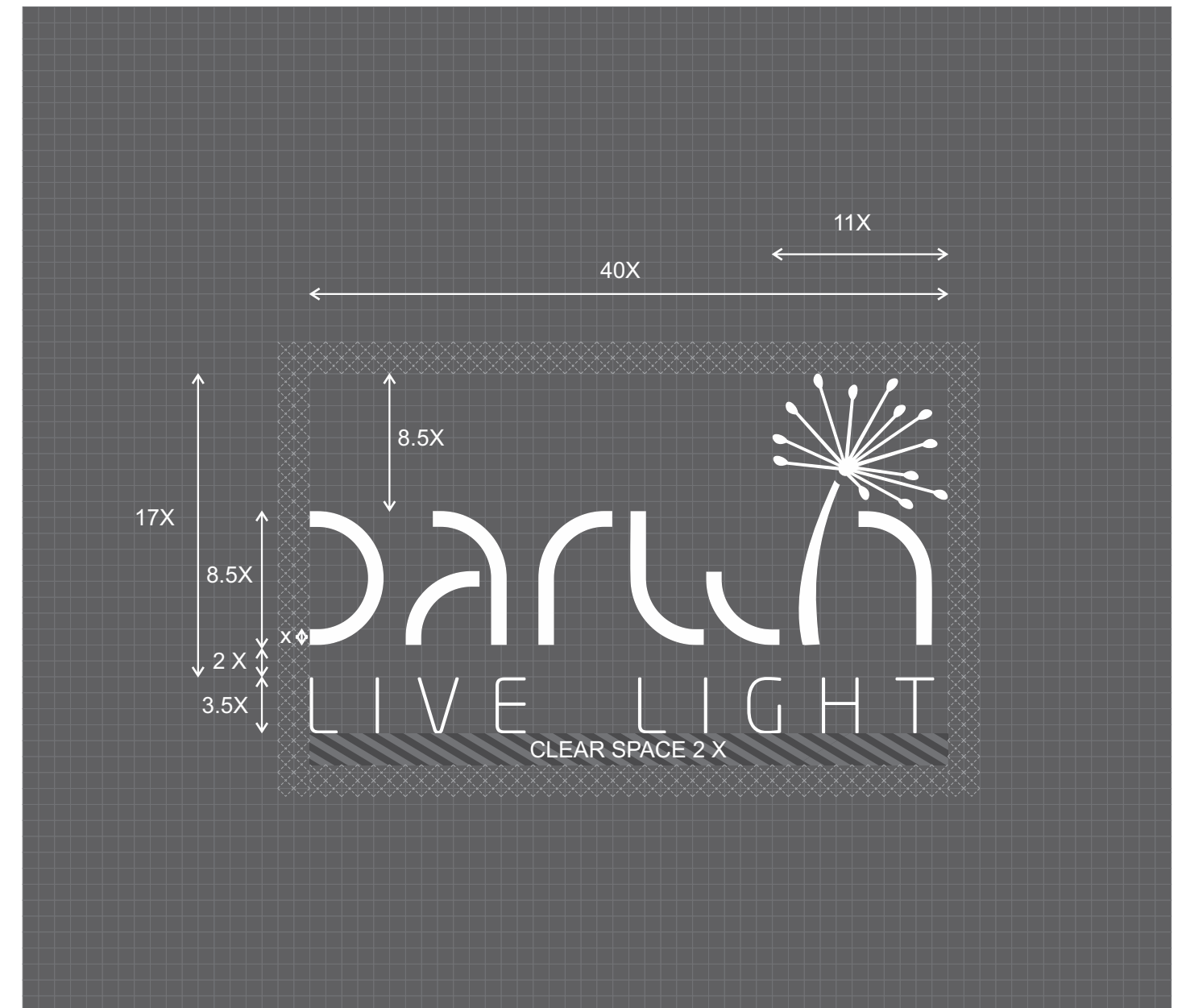
LOGO UNIT CONSTRUCTION

The **DARWIN** Logo may primarily be used in this format when required.

Please note that the Logo Type is center aligned to the Logo Mark.

The Clear space is indicated in the **DARWIN**Logo file.

To ensure its integrity and visibility, the **DARWIN** Logo should be kept clear of competing text, images and graphics. A minimum space equal to 2x (where x is the **WEIGHT** of the logo type) must be left on all sides of the logo.



LOGO TYPE CONSTRUCTION

The **DARWIN** Logo type can primarily be used in this format when required.

The Clear space is indicated in the **DARWIN** Logo file.



LOGO UNIT ON WHITE BACKGROUND

The **DARWIN** Logo may primarily be used in this format when required.

Please note that the Logo Type is center aligned to the Logo Mark.

The Clear space is indicated in the **DARWIN**Logo file.

To ensure its integrity and visibility, the **DARWIN** Logo should be kept clear of competing text, images and graphics. A minimum space equal to 2x (where x is the **WEIGHT** of the logo type) must be left on all sides of the logo.



LOGO TYPE ON DARK BACGROUND

The **DARWIN** Logo type can primarily be used in this format when required.

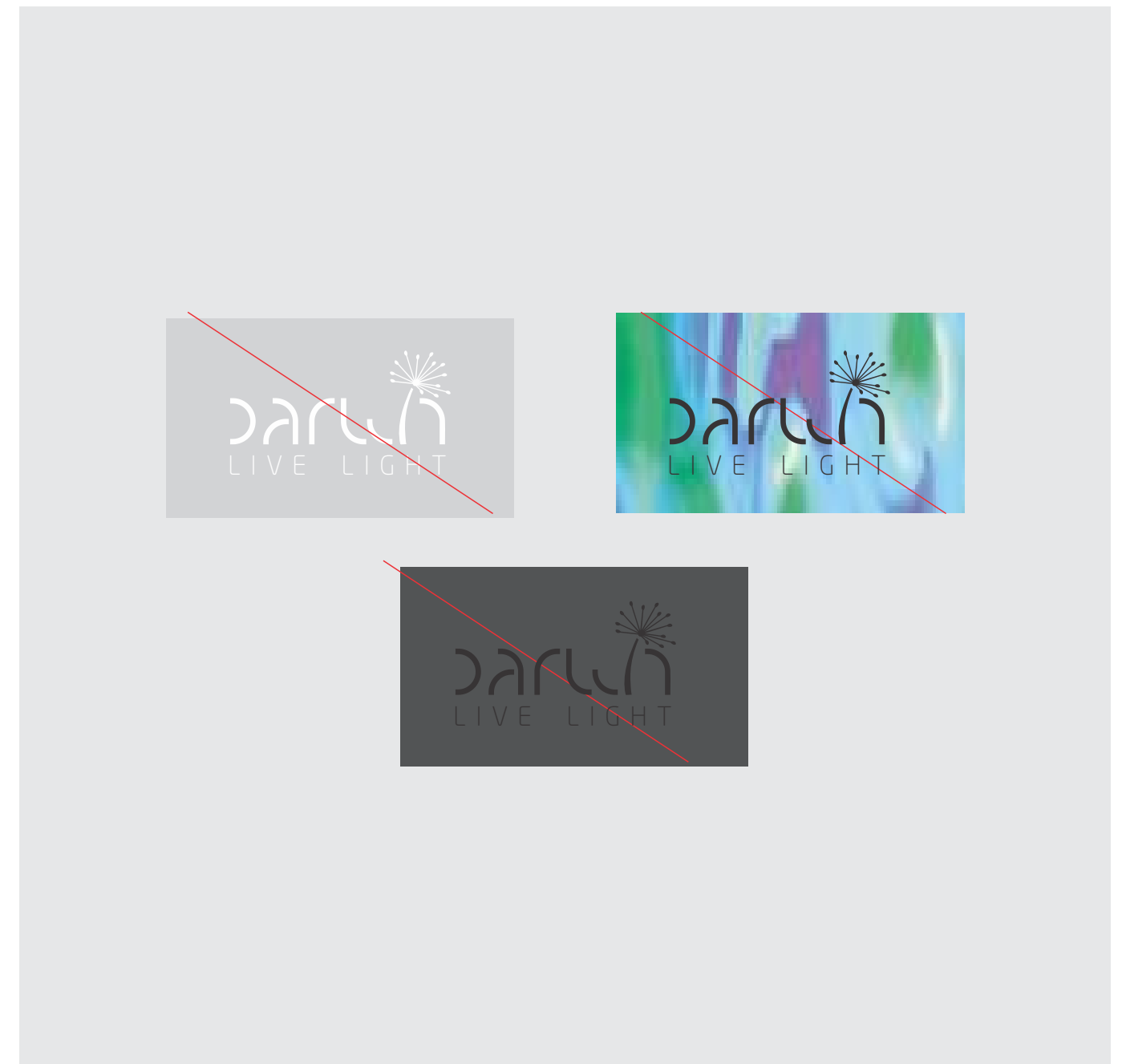
The Clear space is indicated in the **DARWIN** Logo file.



LOGO UNIT USAGE

⚠ DO NOT

- Do not use the oval image as a standalone graphic element
- Do not stretch the logo unit or any part of it
- Do not recreate the logo type
- Do not stretch or color the logo type
- Do not use the logo unit or logo type in outline
- Do not use the logo unit with backgrounds that effects its legibility



LOGO UNIT USAGE

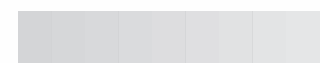


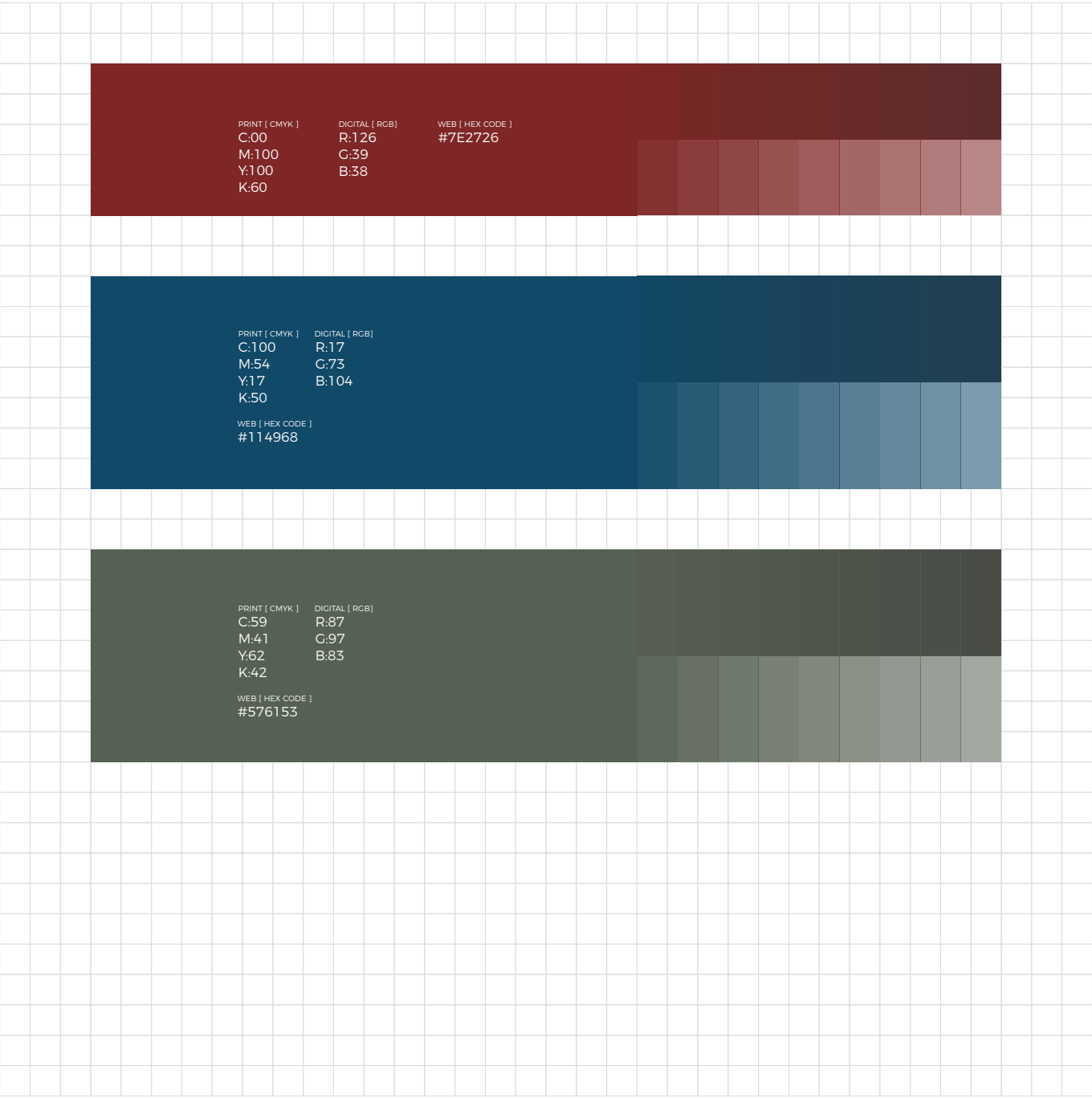
BRAND ARCHITECTURE

The **DARWIN** is the main brand and has a lot of brands under it which are segregated under the mini umbrellas.

COLORS

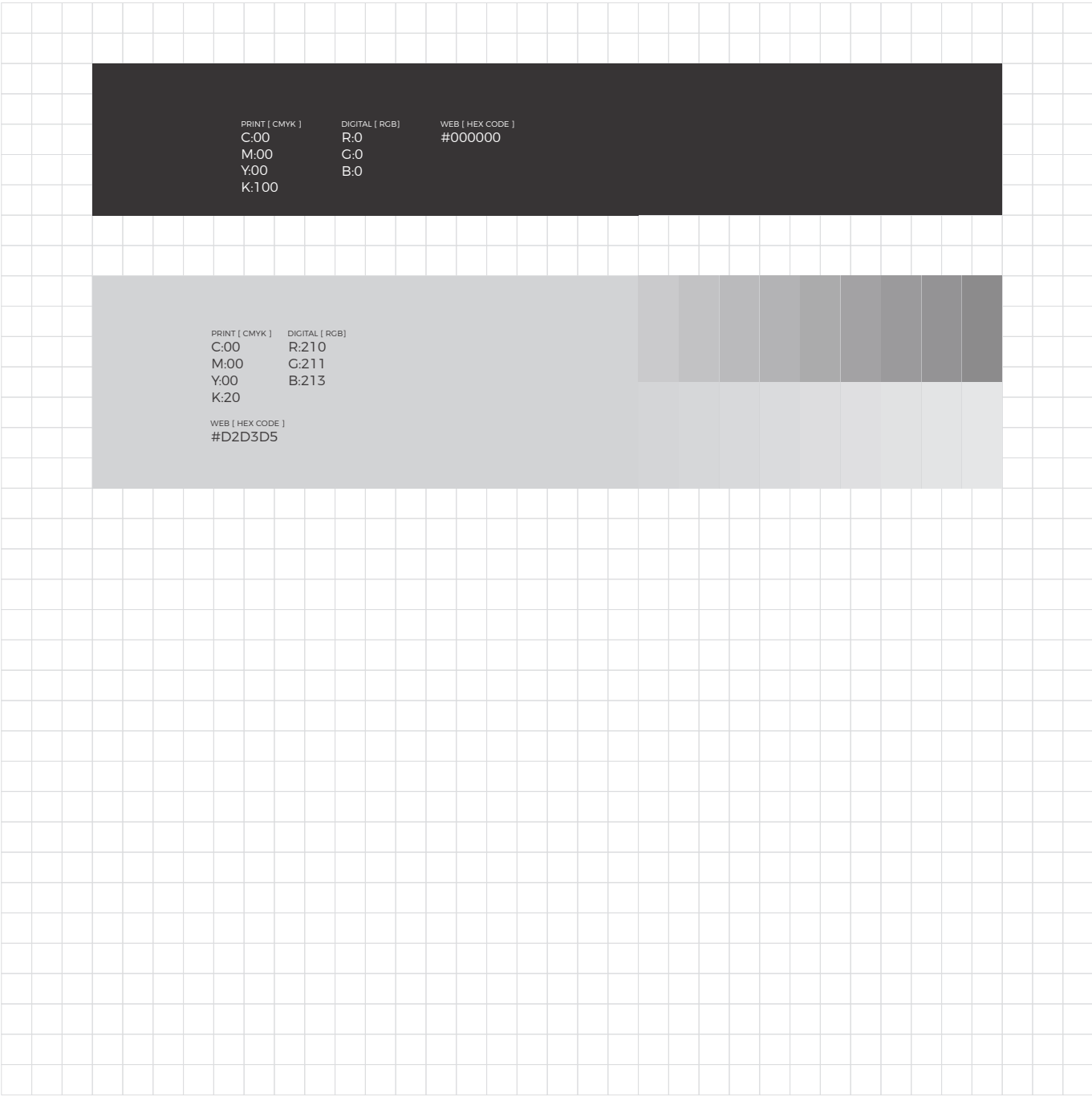
Corporate Brand Colors





MAIN LOGO AND MINI UMBRELLAS COLOR GUIDE

The DARWIN Brand has six mini umbrellas under it. There is a Brand color for each mini umbrella and the logo unit for each sub brand under it.



Rendezvous(imported)

BRAND MATERIAL COLLATERAL GUIDE

The DARWIN rand has a specific material that needs to be used across all the collateral of the sub brands.

This material is a preferred material and should be used in whatever collaterals possible.

PAPER
Rendezvous paper - 80/120 gsm available.
ure this paper)





AaBbCcDd

TYPOGRAPHY

Font Usage for Web & Print

HEADER FONT TYPES

Sans Serif fonts

Examples of this style in fonts are given below

01 NEO SANS PRO

WEB-SAFE FONTS

01 NEO SANS PRO

DARWIN Brand uses sans serif fonts as the brand font
One may use font-families that belong to this type
of typeface for designs.

FONT FAMILY

NEO SANS PRO MEDIUM

LIGHT • NORMAL • BOLD

abcdefghijkl klmnopqr stuvwxyz	ABCDEFGHIJ JKLMNOPQR STUVWXYZ	1 2 3 ! # \$ 4 5 6 % ^ * 7 8 9 0 ~ _ +
LIGHT		
abcdefghijkl klmnopqr stuvwxyz	ABCDEFGHIJ JKLMNOPQR STUVWXYZ	1 2 3 ! # \$ 4 5 6 % ^ * 7 8 9 0 ~ _ +
REGULAR		
abcdefghijkl klmnopqr stuvwxyz	ABCDEFGHIJ JKLMNOPQR STUVWXYZ	1 2 3 ! # \$ 4 5 6 % ^ * 7 8 9 0 ~ _ +
BOLD		
MINIMUM SIZE ON PRINT 6 pts	SUGGESTED LEADING / LINE-HEIGHT >1.2 times the text size	SUGGESTED TRACKING / LETTER-SPACING 0 / auto

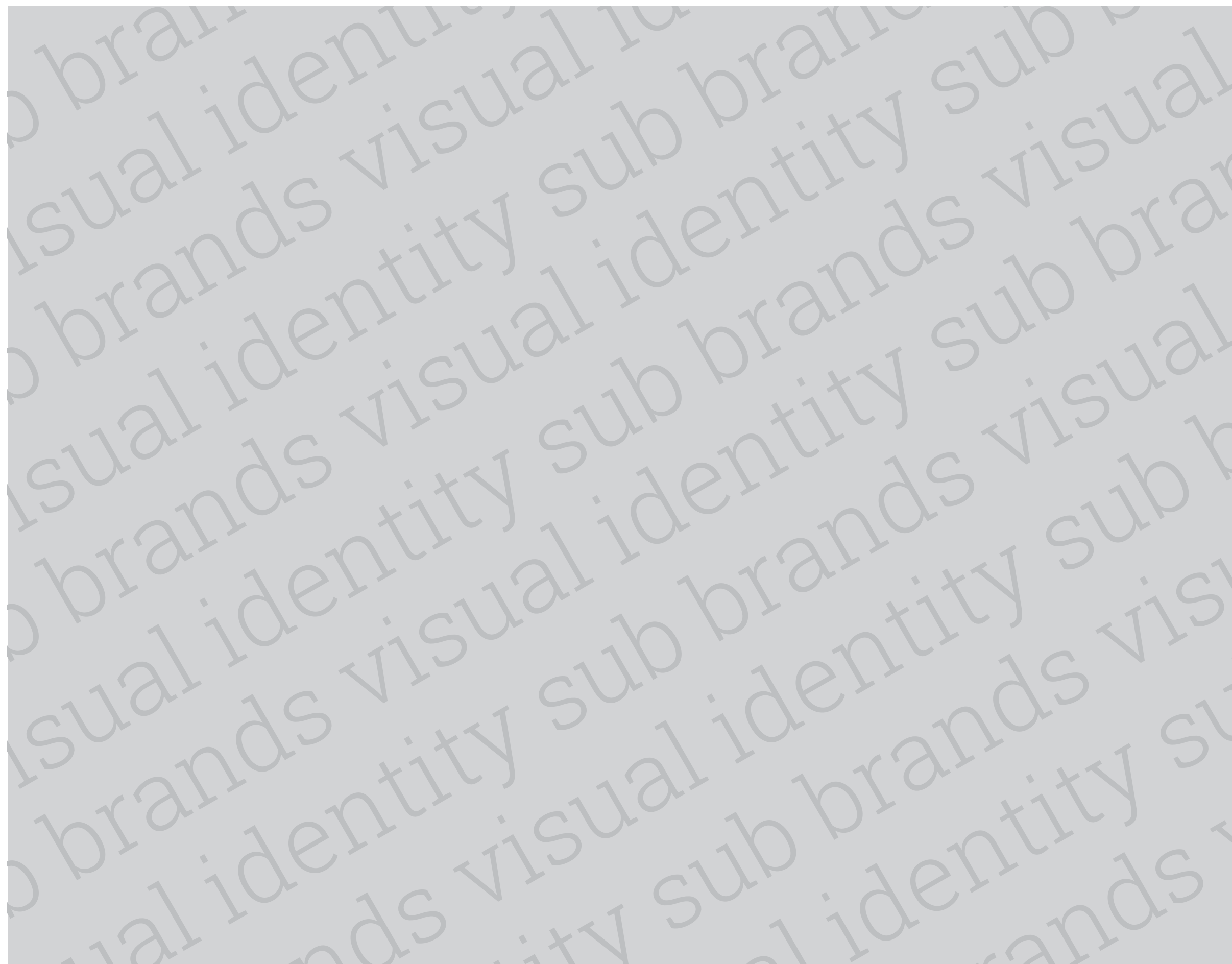
TYPOGRAPHY OVERVIEW

Montserrat is an ultra modern corporate typeface family.
The various widths and an extensive character set make
this a clean, versatile, distinctive and legible type face.

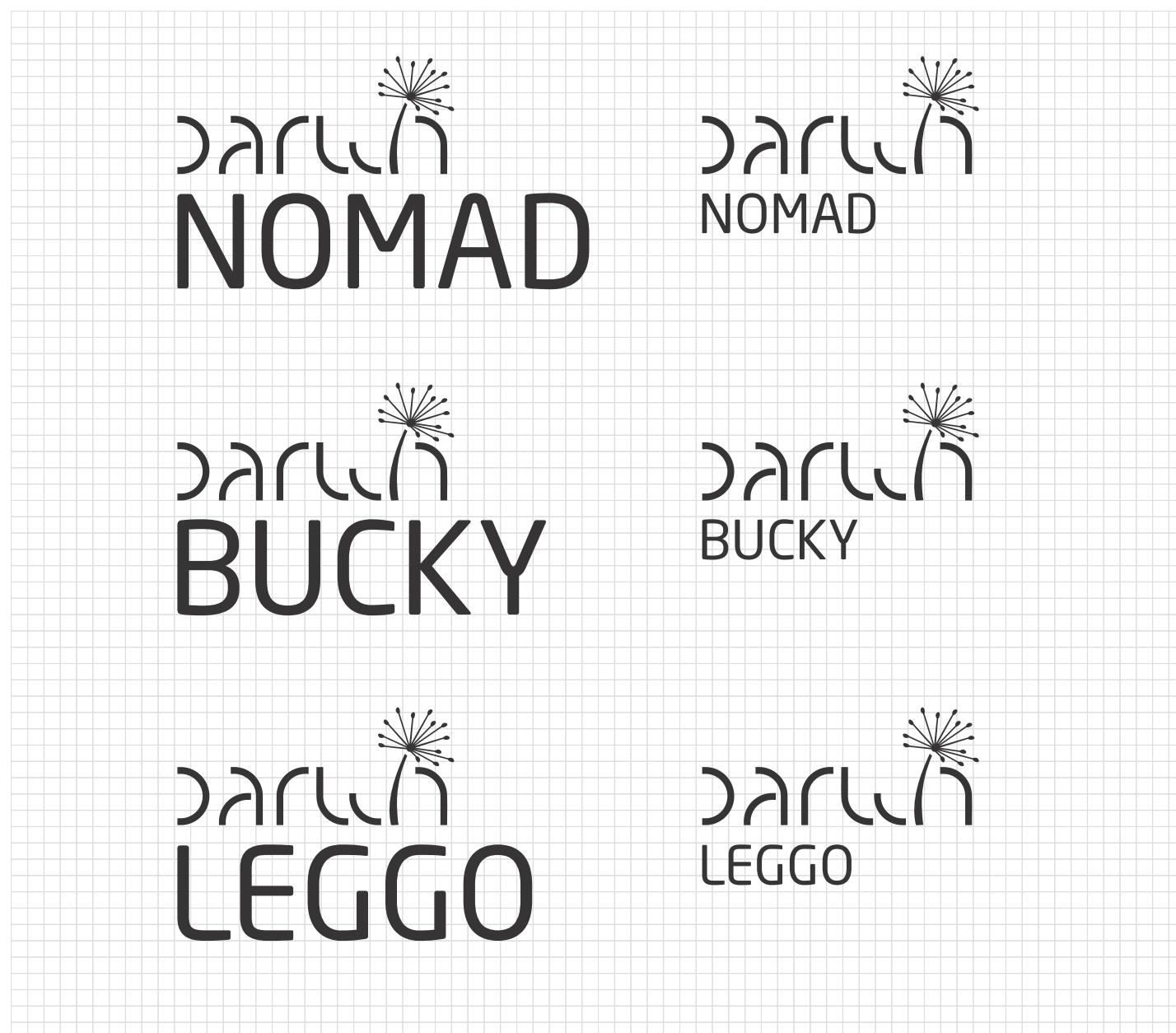
!

DO NOT

Do not stretch or compress the font.



SUB BRANDS



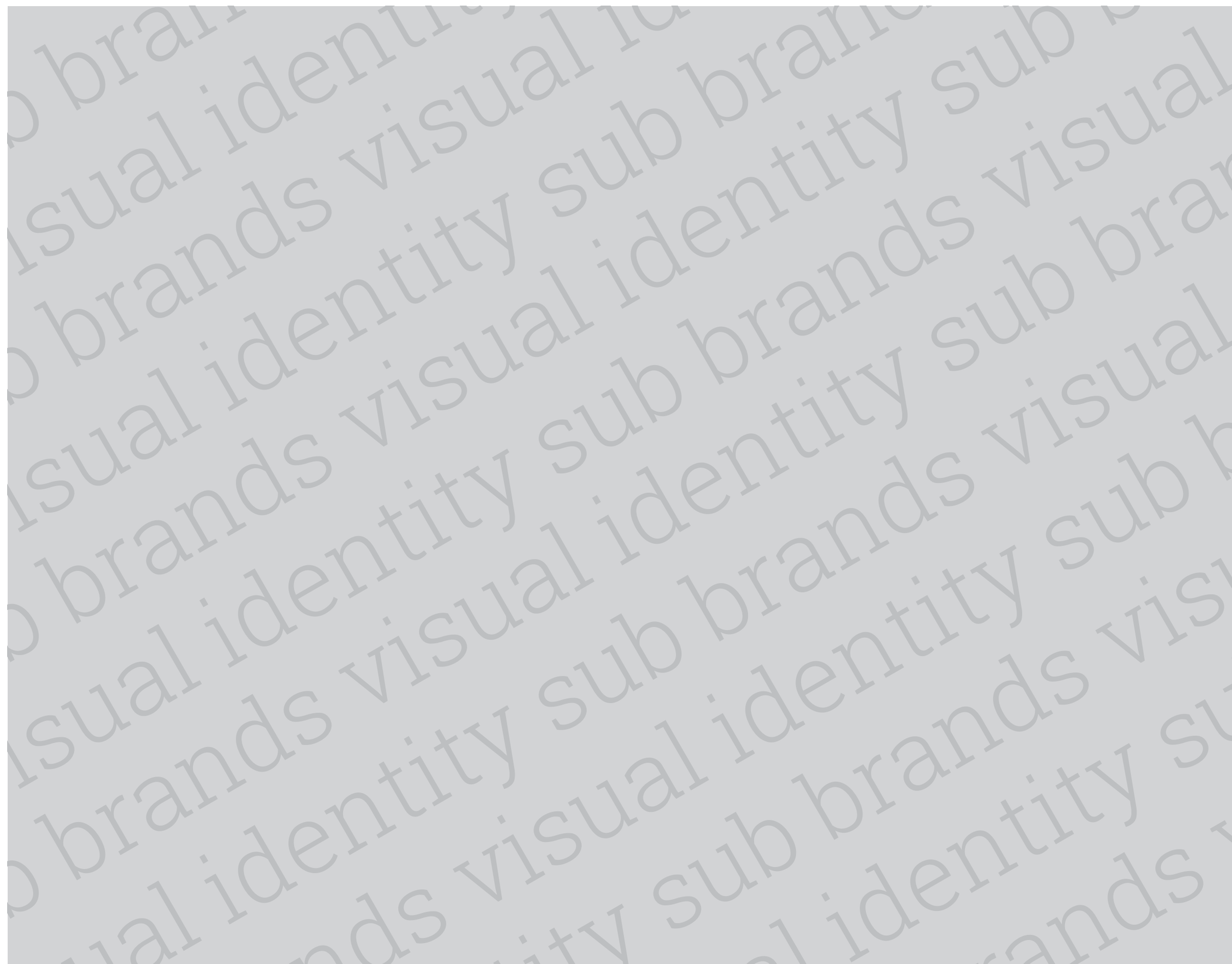
LOGO AND MINI UMBRELLAS CONSTURCTION

The DARWIN Brand has three mini umbrellas under it.
The brand name is in the brand font and the
logo unit above it.

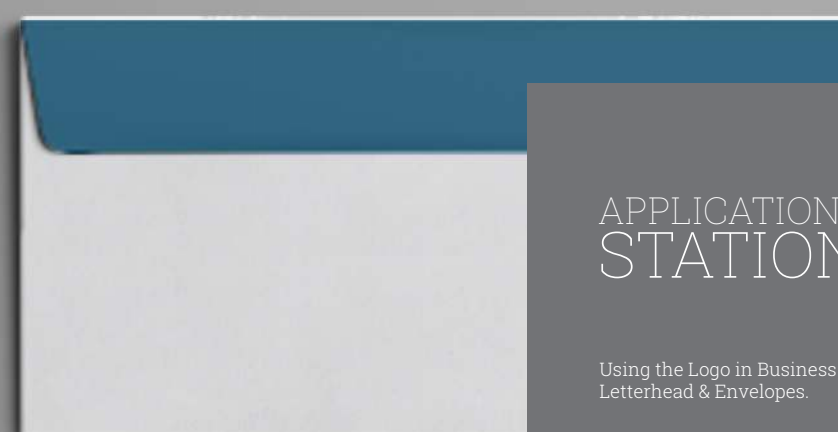
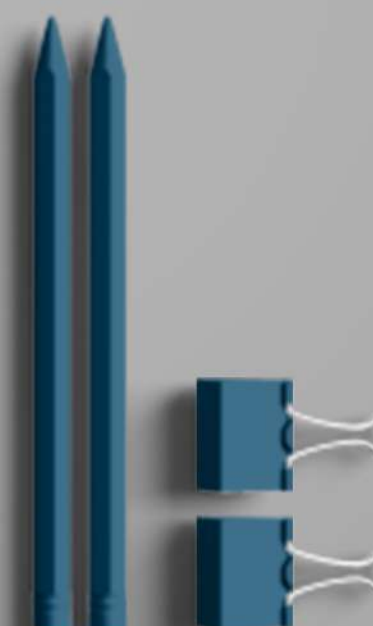


LOGO BLOCK WITH MINI UMBRELLAS CONSTRUCTION

The DARWIN Brand has three mini umbrellas under it.
The brand name is in the brand font and the
logo unit above it. This unit to be used only in cases where
all three products need to be highlighted along with the logo.

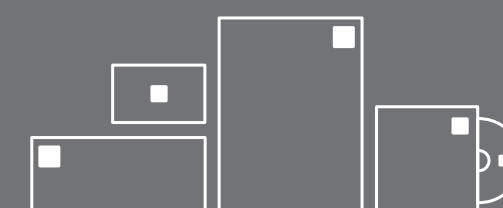


COLLATERALS



APPLICATION: STATIONERY

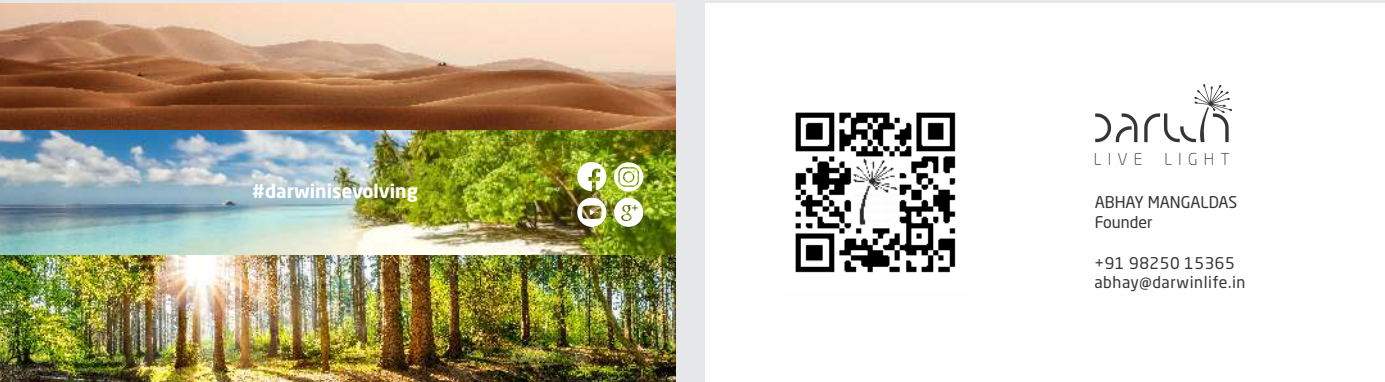
Using the Logo in Business Cards,
Letterhead & Envelopes.







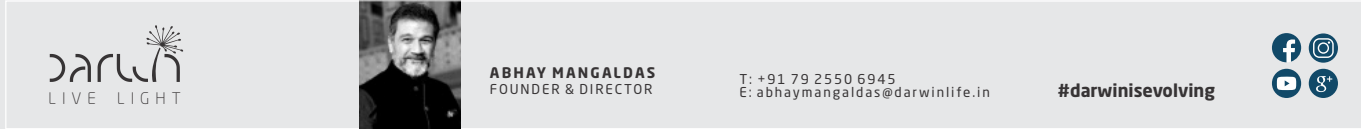
VISITING CARDS



ENVELOPE



EMAIL SIGNATURE



APPLICATION STATIONERY BUSINESS CARDS / LETTERHEAD / ENVELOPE / INVOICE

The DARWIN Business stationery do not use any text directly under or above the Logo Unit.

Business Cards
Thickness [MIN 200GSM] [MAX 600GSM]
Paper / Card
Virgin Craft liner (imported)
Recycled Craft paper (local)

Letterheads / Envelopes / Invoice
Thickness [MIN 100GSM] [MAX 175 GSM]
Paper
Virgin Craft liner (imported)
Recycled Craft paper (local)

LETTER HEAD





NAME : _____ INVOICE NO.: _____
ADDRESS : _____ DATE : _____

AMOUNT IN WORDS _____

SIGNATURE / STAMP

#darwinisevolving Mangalbag, Near Parimal Garden, Ahmedabad, Gujarat 380006 | +91 9879789048 | info@darwinlife.in | www.darwinlife.in



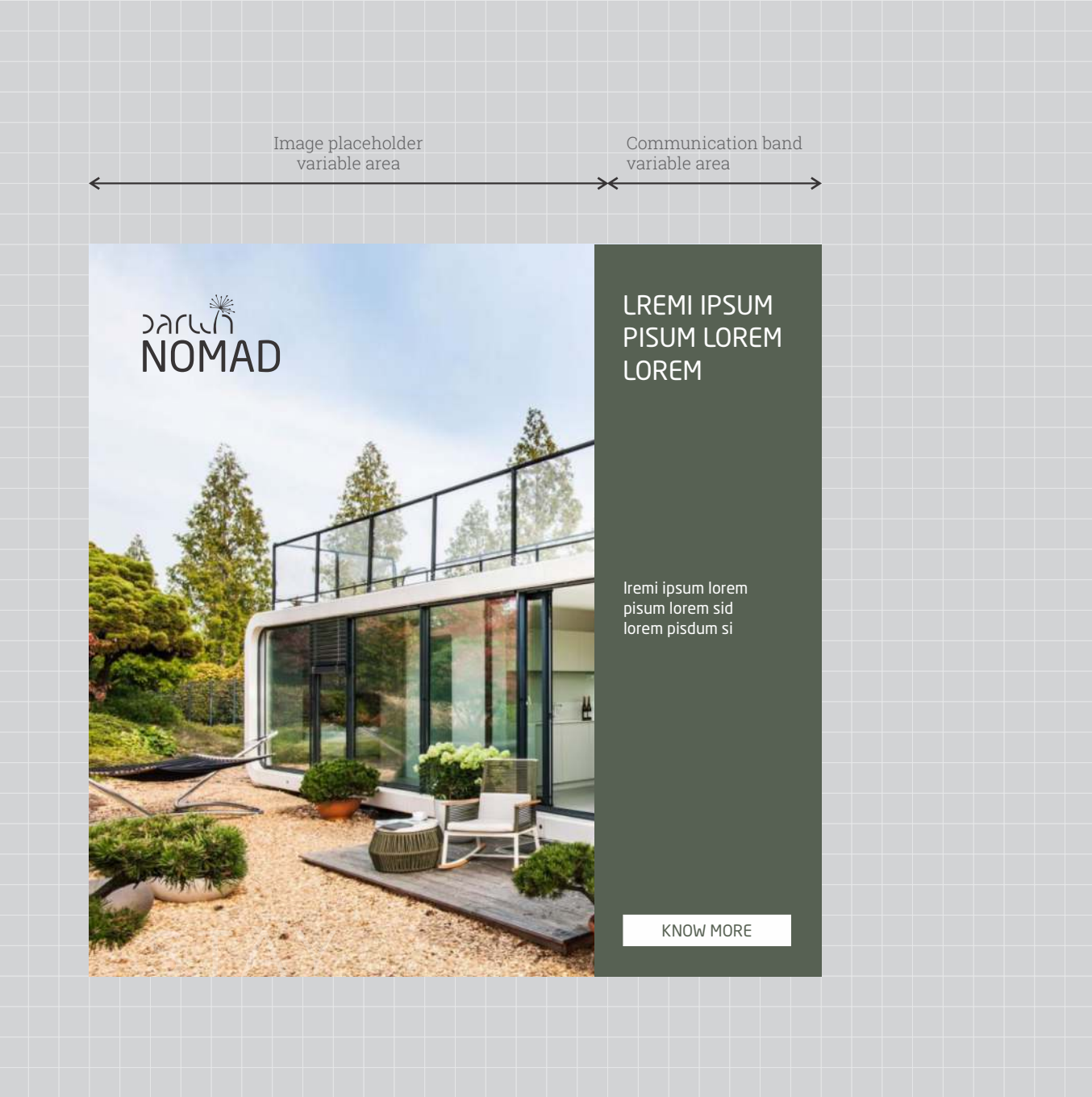


APPLICATION SOCIAL MEDIA POSTS TEMPLATE

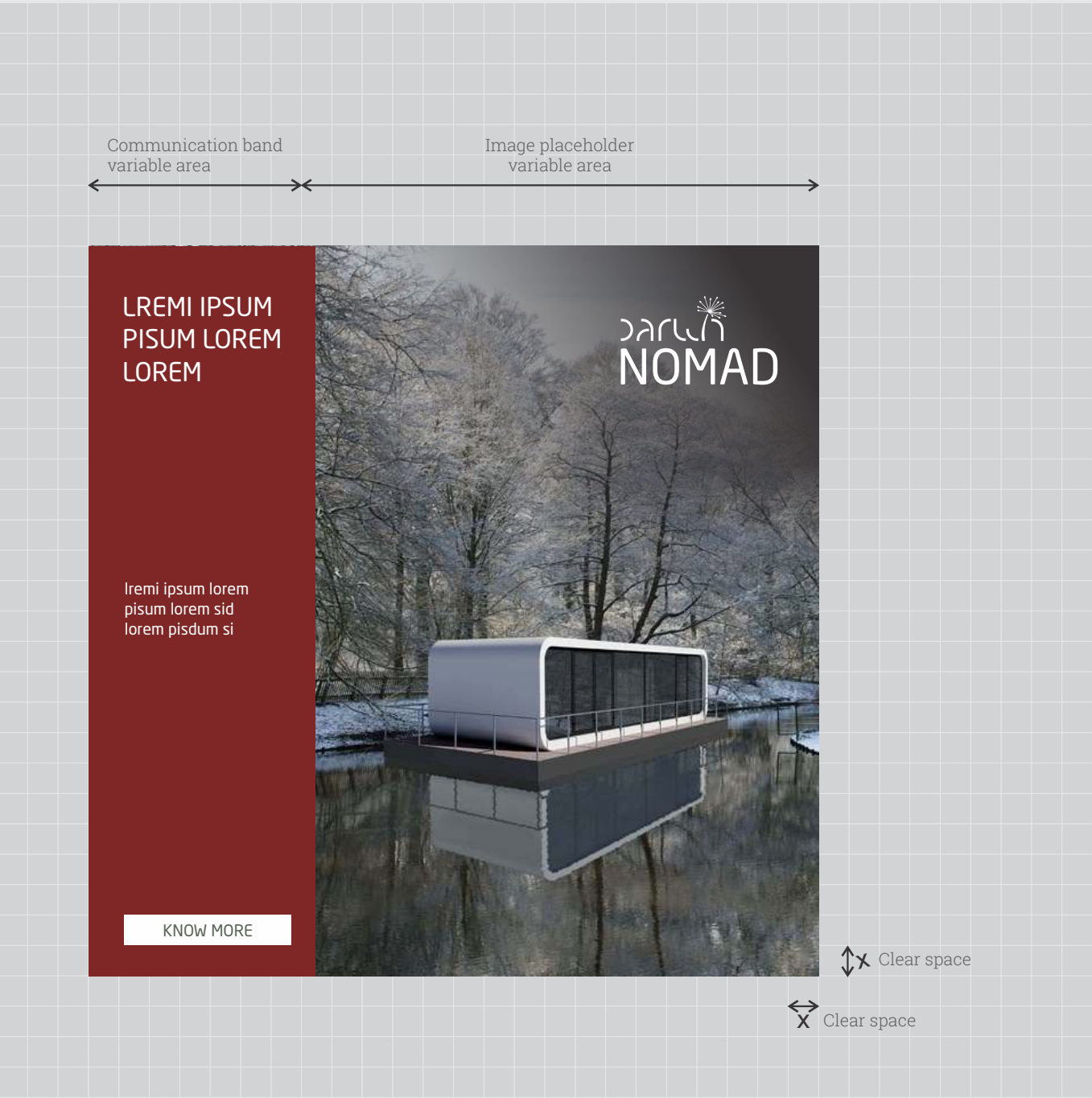
The DARWIN Social media & website template.

Where x = total width divided by 24
minimum space on all sides should be X. (it will be the designers choice if the layout requires more space)

minimum logo size = 2.5 x (x is total width of creative divided by 24)



APPLICATION SOCIAL MEIDA - LAYOUT OPTIONS



APPLICATION SOCIAL MEDIA - LAYOUT OPTIONS

The DARWIN Social media & website template.

Where x = total width divided by 24
minimum space on all sides should be X . (it will be the designers choice if the layout requires more space)

minimum logo size = $2.5 \times (x \text{ is total width of creative divided by } 24)$



APPLICATION SOCIAL MEIDA - LAYOUT OPTIONS

The DARWIN Social media & website template.

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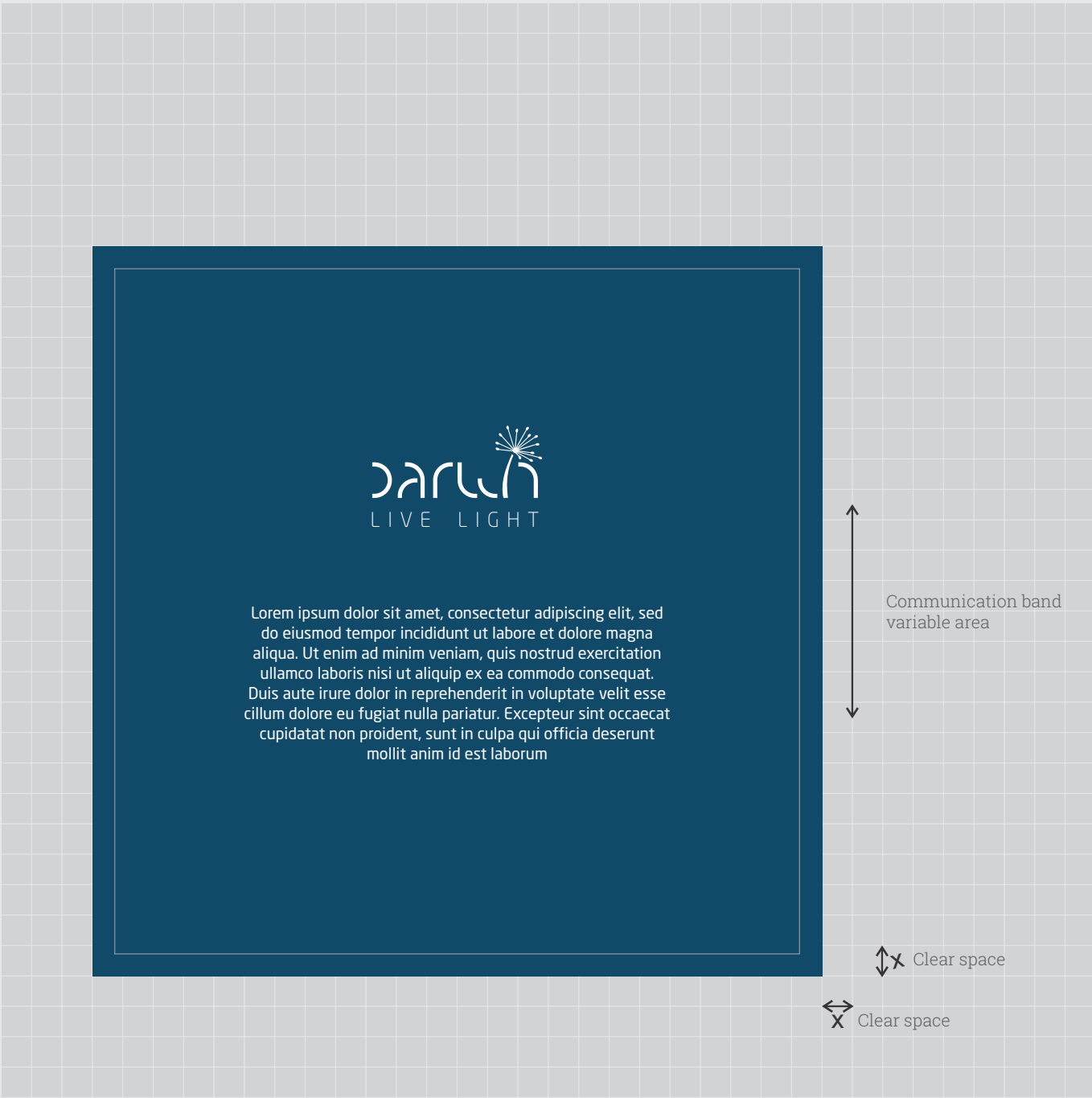


APPLICATION SOCIAL MEDIA - LAYOUT OPTIONS

The DARWIN Social media & website template.

Where x = total width divided by 24
minimum space on all sides should be X. (it will be the designers choice if the layout requires more space)

minimum logo size = 2.5 x (x is total width of creative divided by 24)



APPLICATION SOCIAL MEIDA - LAYOUT OPTIONS

The DARWIN Social media & website template.

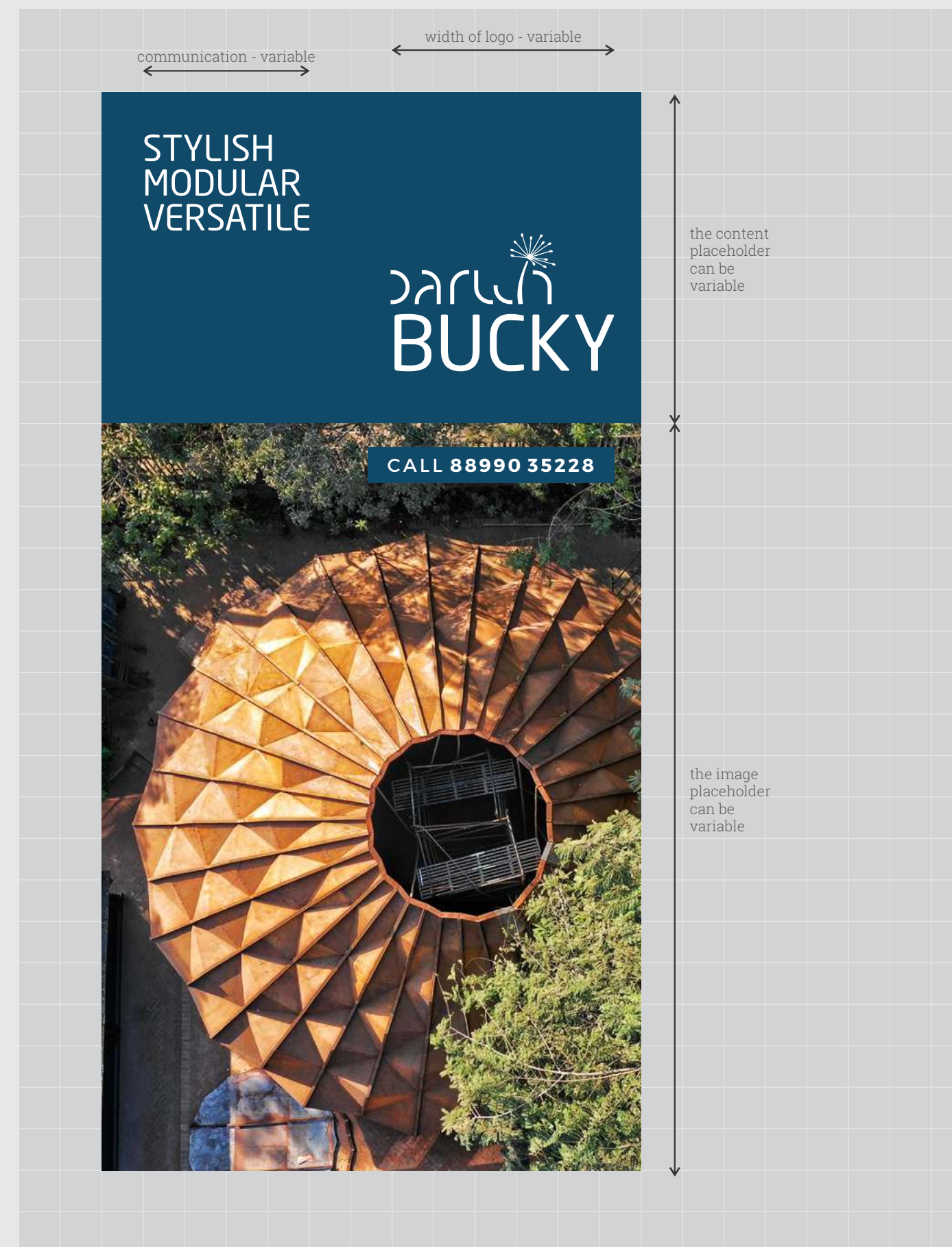
Where x = total width divided by 24
minimum space on all sides should be X. (it will be the designers choice if the layout requires more space)

minimum logo size = 2.5 x (x is total width of creative divided by 24)



APPLICATION LEAFLETS

The DARWIN leaflets | W 10cm x H 21 cm | x = 8 mm



APPLICATION STANDEE

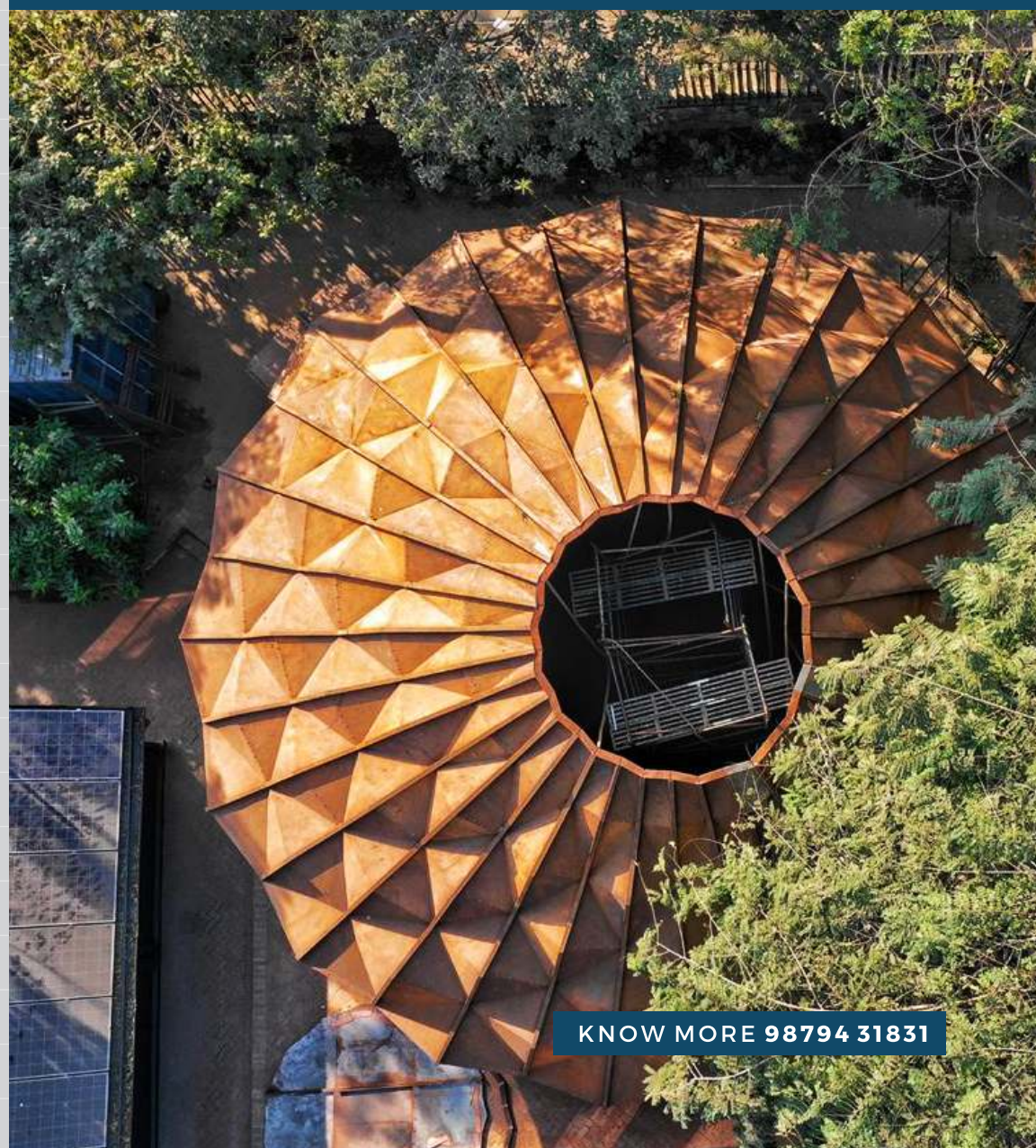
The DARWIN Standee | W 3ft x H 6ft

Clear space \updownarrow x

DARWIN
BUCKY

STYLISH
MODULAR
VERSATILE

the content
placeholder
can be
variable



the image
placeholder
can be
variable

APPLICATION POSTER option#1

The DARWIN poster | W 29cm x H 42 cm | x = 8 mm

Clear space \updownarrow x

DARWIN
BUCKY

STYLISH
MODULAR
VERSATILE

the content
placeholder
can be
variable

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum



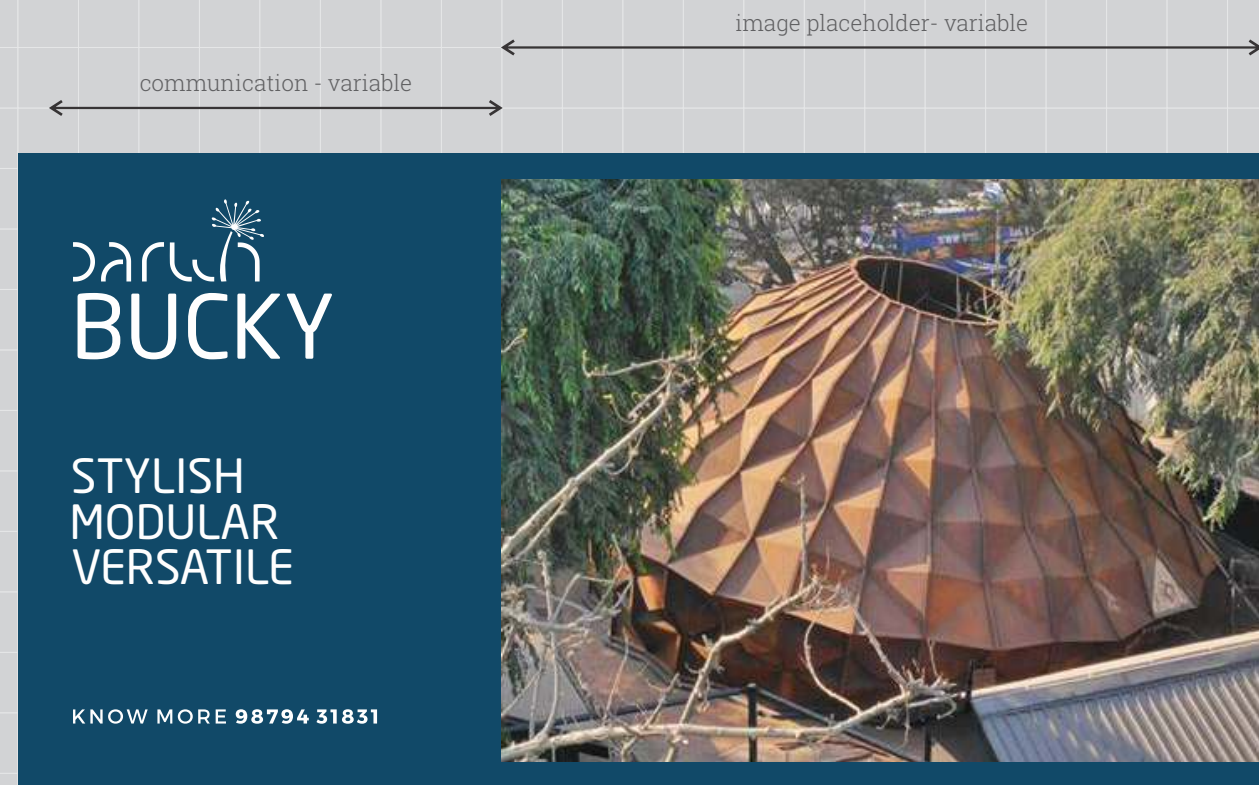
the image
placeholder
can be
variable



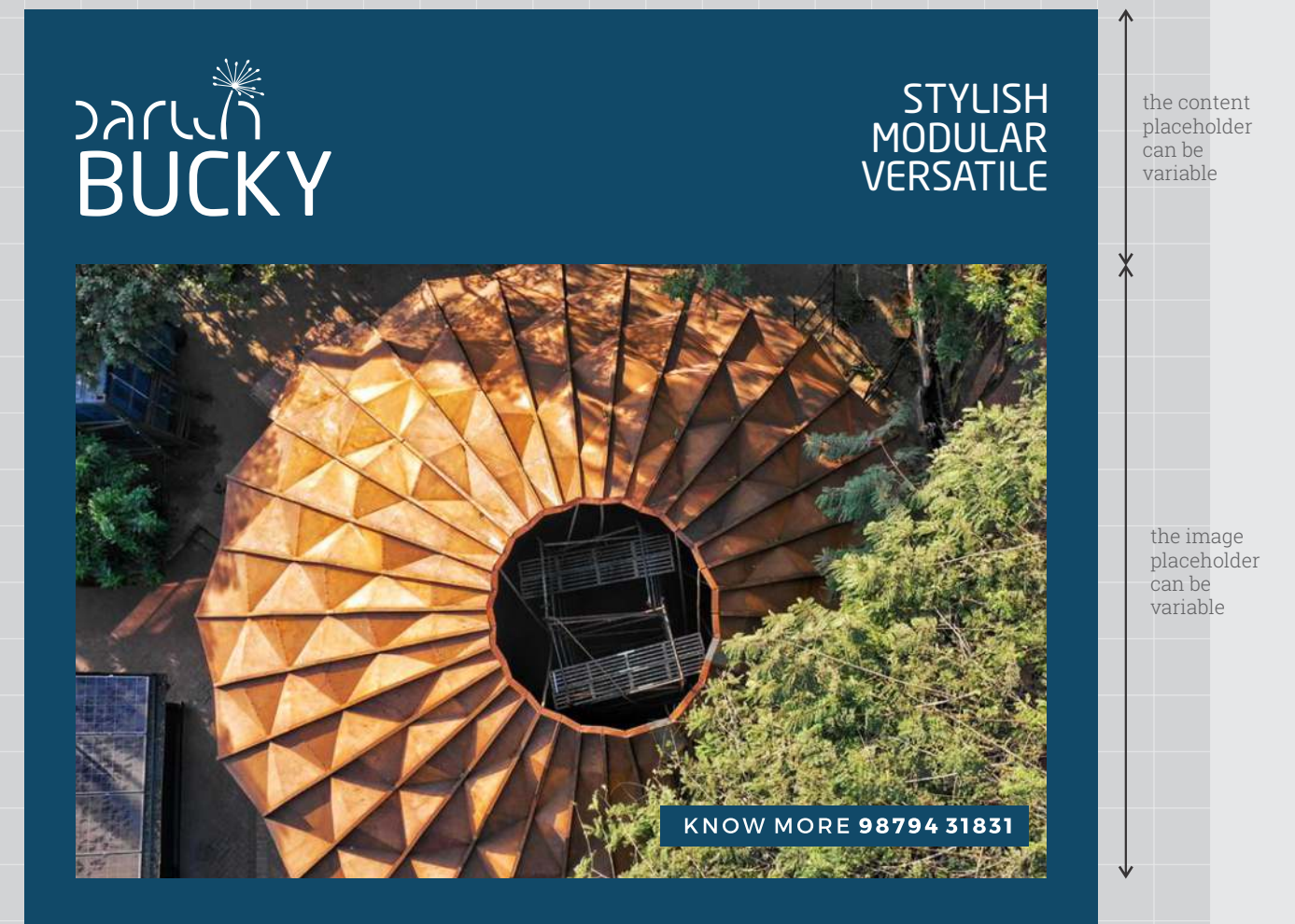
the image
placeholder
can be
variable

APPLICATION POSTER option#2

The Shreyas Foundation poster | W 29cm x H 42 cm | x = 8 mm



APPLICATION BANNER (horizontal)
The DARWIN



APPLICATION BANNER (vertical)
The DARWIN



APPLICATION BRAND BOARDS

The DARWIN brand board

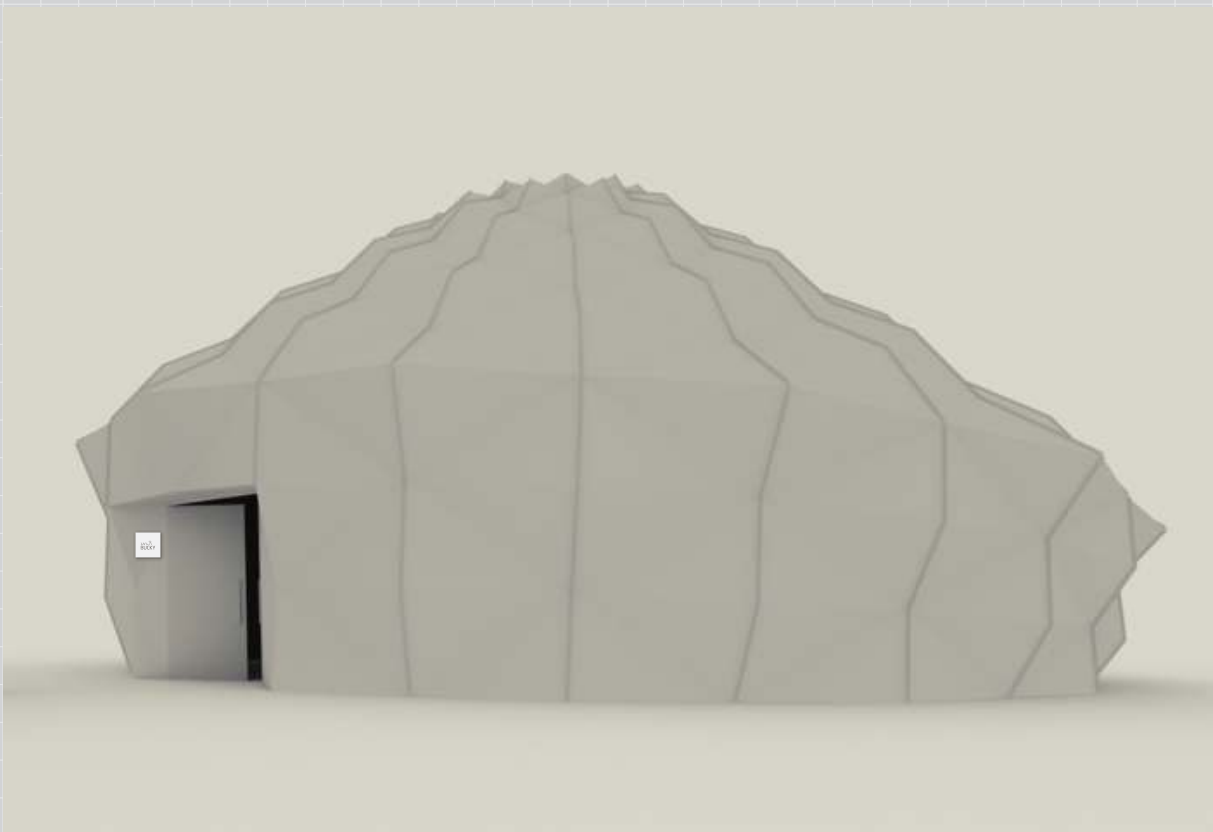


APPLICATION BRAND BOARDS

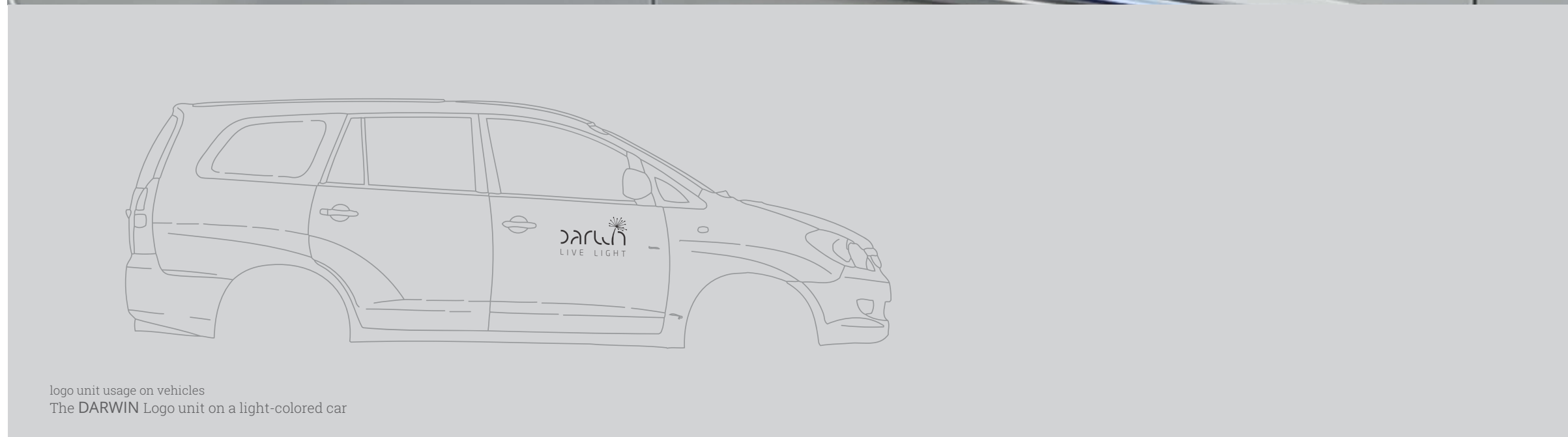


APPLICATION BRAND SIGNATURE BOARD (for products)

The DARWIN brand will have a board on each of its product.
M S plate with light grey PU paint and brand logo through cut.
Fitted 5 mm away on the product entrance.
(size : 9" x 9" - variable as per requirement)



APPLICATION BRAND BOARDS



logo unit usage on vehicles
The DARWIN Logo unit on a light-colored car

The logo must be placed at a height where the horizontal line of the unit must be vertically aligned to the handle of the car. White logo to be used on dark cars and Black logo to be used on light colored cars.

The clear space indicated just implies that there shouldn't be any complex artwork around the logo.

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