



Silver Consumer Electricals Limited

Brand Guideline

This document serves as a definitive guide to the SILVER brand's conceptual orientation and digital presence, detailing key elements of its identity such as logo usage, color palette, typography, and imagery for a cohesive and refined presentation across all platforms.

The Overview

Adhering to these guidelines ensures consistent graphic and messaging integrity, safeguarding our logo assets and enabling the creation of impactful communications across diverse media channels.

From proprietary logos to approved typefaces and selected visuals, every aspect of our brand plays a crucial role in our overall identity. It is imperative that we handle each element with meticulous care.

By following the rules outlined in this style guide, we unify our voice, foster compelling engagements, forge enduring connections with our audiences, and fortify our brand's longevity.

Primary Logo

These logos are the cornerstone of all brand communications, serving as trademarks that instantly distinguish the Trusted brand. Their consistent and careful application is paramount, ensuring they are always presented with utmost care and respect.

Full Logo



Symbol



Color Versions

These color versions of our logos are pivotal trademarks designed to ensure immediate recognition of the Trusted brand across all communications. The careful and consistent application of these logos is essential to uphold the integrity and visual identity that our audience associates with reliability and excellence. Each use must reflect our commitment to precision and respect for our brand standards.



Color Palette

Our palette, elegant and sober, embodies the essence of refinement and distinction that defines Our brand.

It serves not only to strengthen our identity but also to evoke a sense of sensibility and sophistication.

These carefully selected colors form our primary palette, reflect our commitment to clarity and coherence.

While black and white backgrounds are permissible, their usage should be sparing to maintain the palette's prominence.

We adhere strictly to these colors, ensuring a unified and impactful visual presence.

Color Gradient



Safe Zone

To ensure the prominence and legibility of the logo, always surround it with a generous field of clear space.

This clear space acts as a protective barrier, isolating the logo from other graphic elements such as text, images, or patterns that might compete for attention or detract from the logo's visual impact.

By maintaining this buffer zone, the logo retains its distinctiveness and stands out effectively, ensuring it remains the focal point of the design. The clear space should be proportional to the size of the logo, with a minimum distance equivalent to the height of the logo's main elements, such as its letters or icons. This meticulous attention to spacing not only enhances the logo's visibility but also contributes to a clean and harmonious overall aesthetic.



Misuse

This page delineates the improper ways to handle a logo, establishing clear guidelines to prevent any unauthorized alterations. It serves as a crucial reference to ensure the logo's integrity is maintained across all applications. By adhering to these guidelines, you can effectively prevent undesired modifications such as skewing, stretching, or unauthorized color changes that often occur in the absence of stringent brand standards. Ensuring the logo is used correctly preserves its visual consistency and reinforces brand identity.



Do Not Use Random Colors



Do Not Apply Outlines



Do Not Apply Dropshadow



Do Not Use Pattern As a Fill



Do Not Skew, Stretch

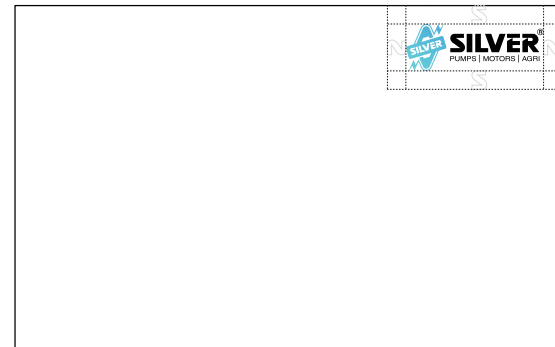
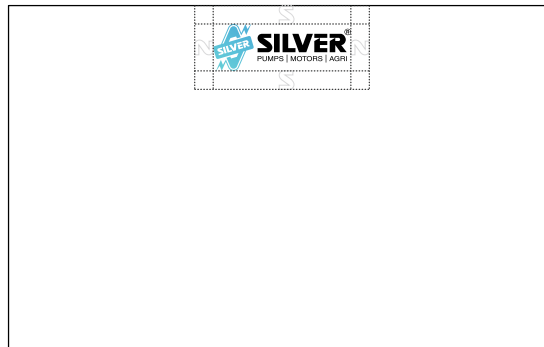
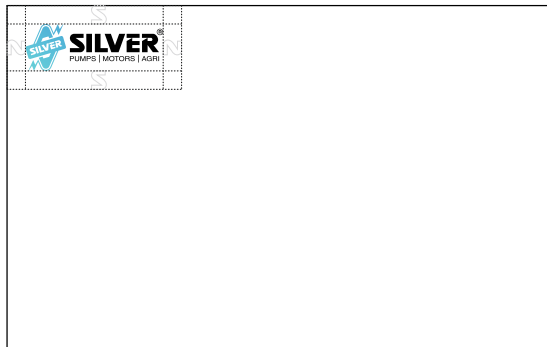
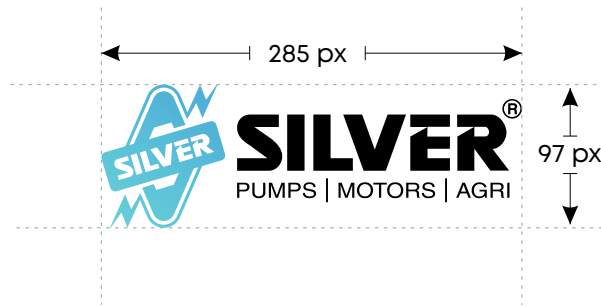


Do Not Change Orientation

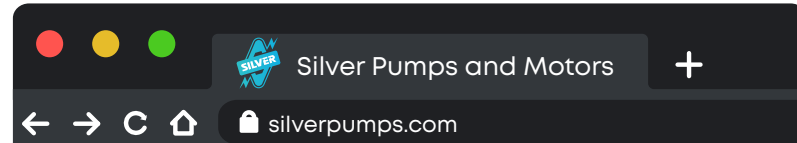
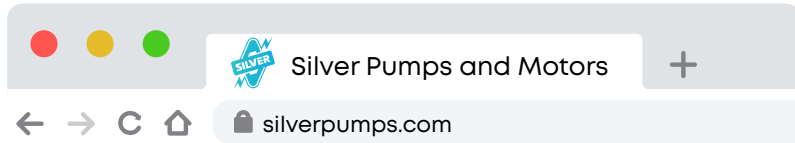
Social Media Guide

These are the recommended practices for using logos in social media profiles.

Ensure you always apply a generous amount of clear space around the logo mark, maintaining its prominence and visibility. Consistency is key; apply these guidelines uniformly across all social channels to reinforce a cohesive brand identity. By adhering to these recommendations, you can enhance brand recognition and ensure a professional and polished appearance in your social media presence.



Website Guide



Thank You!

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