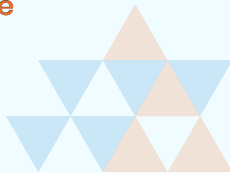


Brand Guidelines



complete guideline of brand & its usage



About us

“Synergy ”

Synergy believes in blending India's finest wireless technologies along with mobile applications to develop the most precise, comprehensive, and modernized digital map data.

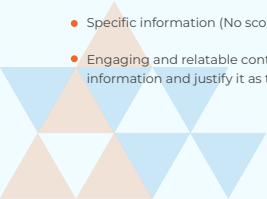
The first decade of the 21st century witnessed the much awaited rise of the torch-bearing journey of Synergy - India's premier mobile asset management solutions provider. By mastering the art of real-time tracking systems Mr fleet management and security applications, Synergy believes in blending India's finest wireless technologies along with mobile applications to develop the most precise, comprehensive, and modernized digital map data.

Rubbing shoulders with indigenous and international competitors, we have realized the colossal benefits that geo-data could bring to diverse market segments across logistics, education institution, healthcare providers, security and police agencies, public and private transport operators and BPOs, banks, retailer and utility services.

Acing the art of digital mapping expressions, Synergy is an invincible band that provides unique, straight-forward, fresh and customized mobile communications and internet tracking solutions. Combining digital specialists with feature-rich and ground-breaking technology, our remote tracking solutions burst with personality. Driven by our team of resourceful and highly dedicated individuals, we create insightful products, services and interactive experiences that deliver a superlative end user experience.

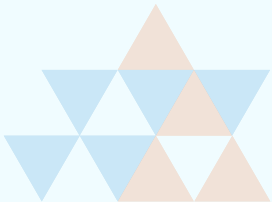
We are soon advancing towards a world, which is surrounded by tens of billions of devices that integrate seamlessly with the converging internet and enhance the life of people. A world where uniquely identify objects and their virtual representation would keep us connected. Possibilities galore, we at Synergy are relentlessly working on machine-to-machine communication technologies that will feed the societies

Brand Voice (Regardless of the Language Used in Content - English, Hindi or Hinglish)

- Adoption of a clear, concise and easy-to-understand narrative
 - Good use of data (Use multiple sources for data collection)
 - Our narrative should highlight problems and solutions
 - Simple, crisp sentences, smaller paragraphs will ensure maximum content consumption
 - Specific information (No scope for generic content)
 - Engaging and relatable content from introduction till finish (We should reveal some exciting information and justify it as the content goes further)
- 

01

Logo





SYNERGY
TELEMATICS

Use only white/Light backgrounds



SYNERGY
TELEMATICS

For dark backgrounds



SYNERGY
TELEMATICS

The black logo is not used.

Main logo

Minimum space to breath- 5px



Our logo should always have space to breathe.

We call the space around our logo the red zone. Please don't put stuff in it.



Do not rotate any part of the logo



Do not distort the logo



Do not Change the Opacity of the logo



Do not use drop shadow or any other effect



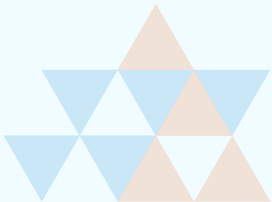
Do not crop the logo



Do not change the color of the logo

02

Colour Palette



The colour palette remains the same as the one that was defined in 2010. Blue and Orange that is more associated with Synergy telematics than any other brand in both Rural and Urban India.

The Rising Blue is Primary by Cool Orange, Grey, which are neutral and can be used across applications, while Ivory and Ink Black have universal application.

Blue	orange	Black
	#F26E27	#303030
	Grey	Black
#1E82C5	#565758	#FFFFFF

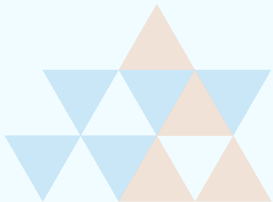
Color Tint

Logo colors for a company are essential for brand recognition and evoke specific emotions or associations. The choice of colors should align with the brands identity, target audience, and industry standards. Consistent use of colours across branding materials fosters a cohesive and memorable brand image.

1E82C5	F26E27	565758
358FCB	F37D3D	676869
4B9BD1	F58B52	787979
62A8D6	F69A68	89898A
78B4DC	F7A87D	9A9A9B
8FC1E2	F9B793	ABABAC
A5CDE8	FAC5A9	BBBCBC
BCDAEE	FBD4BE	CCCDCE
D2E6F3	FCE2D4	DDDDDE

03

Typography



a A b B

Montserrat Family

Montserrat Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&**(:><?

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&**(:><?

aA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

All Montserrat Font We can Use

a A b B

Poppins Family

Poppins Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&**(:><?

Poppins Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#\$%^&**(:><?

aA

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum

All Poppins Font We can Use

Thank You

