

L O G O



G U I D E L I N E S

SRTEPC VISION

To make Indian synthetic and rayon textiles internationally competitive and sustainable so as to benefit all constituents of the industry and become a global leader.

As an integral part of realising this vision, SRTEPC has adopted a brand identity that is in tune with the present and the future.

Thus the new brand identity is rooted in Indian culture, relevant to our industry and appeals to the world.



LOGO GENESIS



UPWARD MOVEMENT REPRESENTING GROWTH



LINES REPRESENTING YARN SPUN FROM FIBRE



GRAPHIC FORM REPRESENTING

FABRIC & the 'S' of SRTEPC



INDIAN YELLOW REPRESENTING HERITAGE

LOGO



NOMENCLATURE



SYMBOL • WORD MARK • DESCRIPTOR

WORD MARK



SYMBOL

srtepc™

SINCE 1954

DESCRIPTOR

LOGO CONSTRUCTION



X is the width of the stem of individual letters in the Word Mark

- Distance between the Symbol and Word Mark = X
- Distance between Word Mark and descriptor = X
- Distance between C of the Word Mark and T of TM = X/2



LOGO COLOURS

C M Y K · R G B · P A N T O N E

INDIAN YELLOW

Represents Warmth, Clarity, Positivity, Optimism and Intellect.

As an organisation that represents India to the world, the SRTEPC Yellow represents Indian Warmth and Hospitality.

For SRTEPC members, it evokes familiarity and a sense of community.



C M Y K

0 0 • 5 5 • 1 0 0 • 0 0



R G B

2 4 6 • 1 3 9 • 3 1



P A N T O N E

1 3 7 5 C



MINIMUM SIZE

- Minimum logo width without the Complete Corporate Name for print format has to be 1.5 inches
- Minimum logo width with the Complete Corporate Name for print format has to be 2 inches
- When the logo is reduced to 2 inches width, the point size of the Complete Corporate Name is 7 pt



1.5 INCHES



THE SYNTHETIC & RAYON TEXTILES
EXPORT PROMOTION COUNCIL

2 INCHES



**MINIMUM CLEAR
SPACE AREA**

- The minimum clear space to be kept around the logo is X
- This rule is also applicable when the Complete Corporate Name is used with the Logo



X is the width of the stem of individual letters in the Word Mark





LOGO IN REVERSE

- The logo can be used on White, 90% Black or Indian Yellow backgrounds as shown in the diagram
- Logo can also be used on Indian Yellow background with a section of the brand graphic as a watermark
- When the Logo is used on dark coloured backgrounds it has to be in White



Background CMYK - 00 · 00 · 00 · 00



Background CMYK - 00 · 55 · 100 · 00



Background CMYK - 00 · 00 · 00 · 90



Background CMYK - 00 · 00 · 00 · 90



Background SRTEPC Orange CMYK - 00 · 55 · 100 · 00

Brand Graphic Section Watermark CMYK - 00 · 65 · 100 · 00

DO'S



DON'TS





LOGO USAGE
DO'S & DON'TS

Please follow the diagram for the correct usage of the SRTEPC logo. When the SRTEPC logo needs to be used vertically for a standee or vertical scroll collateral, it has to be rotated 90° in an anti-clockwise manner only. It is against the brand guidelines to change relative proportions and positions of elements in the logo.

DO'S



DON'TS





S Y M B O L U S A G E

The SRTEPC Symbol can be used independent of the Logo, in full or part. A section of the Symbol can be used on White, 90% Black and Indian Yellow backgrounds as a design element. When used on Indian Yellow background, the colour values have to be C: 00 M:65 Y: 100 K: 00





F O N T F A M I L Y
L O G O • O T H E R M E D I A

Logo: The Word Mark and Descriptor font is Andes.

Print Media: The font family to be used is Andes.

Web: All variants in the Raleway font family.

Exception: When both fonts, Andes and Raleway,
are not available, Trebuchet font family can be used.

ANDES FONT

ANDES ULTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES EXTRA LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES BOOK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES SEMI BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ANDES BLACK

ABCDEFGHIJKLMNOPQRSTUVWXYZ

PRIMARY FONT

andes font

andes ultra light

abcdefghijklmnopqrstuvwxyz

andes extra light

abcdefghijklmnopqrstuvwxyz

andes light

abcdefghijklmnopqrstuvwxyz

andes book

abcdefghijklmnopqrstuvwxyz

andes regular

abcdefghijklmnopqrstuvwxyz

andes medium

abcdefghijklmnopqrstuvwxyz

andes semi bold

abcdefghijklmnopqrstuvwxyz

andes bold

abcdefghijklmnopqrstuvwxyz

andes extra bold

abcdefghijklmnopqrstuvwxyz

andes black

abcdefghijklmnopqrstuvwxyz

ANDES FONT

ANDES ULTRA LIGHT	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES EXTRA LIGHT	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES LIGHT	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES BOOK	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES REGULAR	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES MEDIUM	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES SEMI BOLD	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES BOLD	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES EXTRA BOLD	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/
ANDES BLACK	`~1234567890-=-~!@#\$\$%^&*()_+{ :~";'}\[\]>?<.,/

RALEWAY FONT

RALEWAY LIGHT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY LIGHT ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY REGULAR

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY MEDIUM ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY EXTRA BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

RALEWAY EXTRA BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

SECONDARY FONT

r a l e w a y f o n t

raleway light

abcdefghijklmnopqrstvwxyz

raleway light italic

abcdefghijklmnopqrstvwxyz

raleway regular

abcdefghijklmnopqrstvwxyz

raleway italic

abcdefghijklmnopqrstvwxyz

raleway medium

abcdefghijklmnopqrstvwxyz

raleway medium italic

abcdefghijklmnopqrstvwxyz

raleway bold

abcdefghijklmnopqrstvwxyz

raleway bold italic

abcdefghijklmnopqrstvwxyz

raleway extra bold

abcdefghijklmnopqrstvwxyz

raleway extra bold italic

abcdefghijklmnopqrstvwxyz

RALEWAY FONT

RALEWAY LIGHT `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY LIGHT ITALIC `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY REGULAR `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY ITALIC `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY MEDIUM `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY MEDIUM ITALIC `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY BOLD `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY BOLD ITALIC `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY EXTRA BOLD `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

RALEWAY EXTRA BOLD ITALIC `~1234567890-~!@#\$%^&*()_+{}|:"';'\|>?<,./

TREBUCHET MS FONT



TREBUCHET MS

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TREBUCHET ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TREBUCHET BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ

TREBUCHET BOLD ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ

trebuchet ms font

trebuchet ms

abcdefghijklmnopqrstvwxyz

trebuchet italic

abcdefghijklmnopqrstvwxyz

trebuchet bold

abcdefghijklmnopqrstvwxyz

trebuchet bold italic

abcdefghijklmnopqrstvwxyz

TREBUCHET MS FONT



TREBUCHET MS

`~1234567890-~!@#\$%^&*()_+{|:”;']\ [> ? < , . /

TREBUCHET ITALIC

`~1234567890-~!@#\$%^&*()_+{|:”;']\ [> ? < , . /

TREBUCHET BOLD

`~1234567890-~!@#\$%^&*()_+{|:”;']\ [> ? < , . /

TREBUCHET BOLD ITALIC

`~1234567890-~!@#\$%^&*()_+{|:”;']\ [> ? < , . /

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