



**Servotech Renewable Power System Limited**

**Brand Guidelines**

# The Logo

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1. Our logo is a visual representation of all that Servotec stands for: an image that is easily recognizable by our Customers, Investors, Shareholders, Dealer/Distributors, and the general public. Our logo is prominently displayed in all of our communications.
2. Our logo is made up of two separate graphic elements: a logotype and an emblem. These features have been meticulously crafted, and the logotype's typography has been proportioned and spaced to perfection. Please only use the approved logo artwork, and do not retype the logotype using a typeface.



**Note:** The logo features the name as SERVOTEC (without an 'H'). However, the company is officially addressed as SERVOTECH (with an H) throughout all platforms and documents.

# Brand Element – Globe

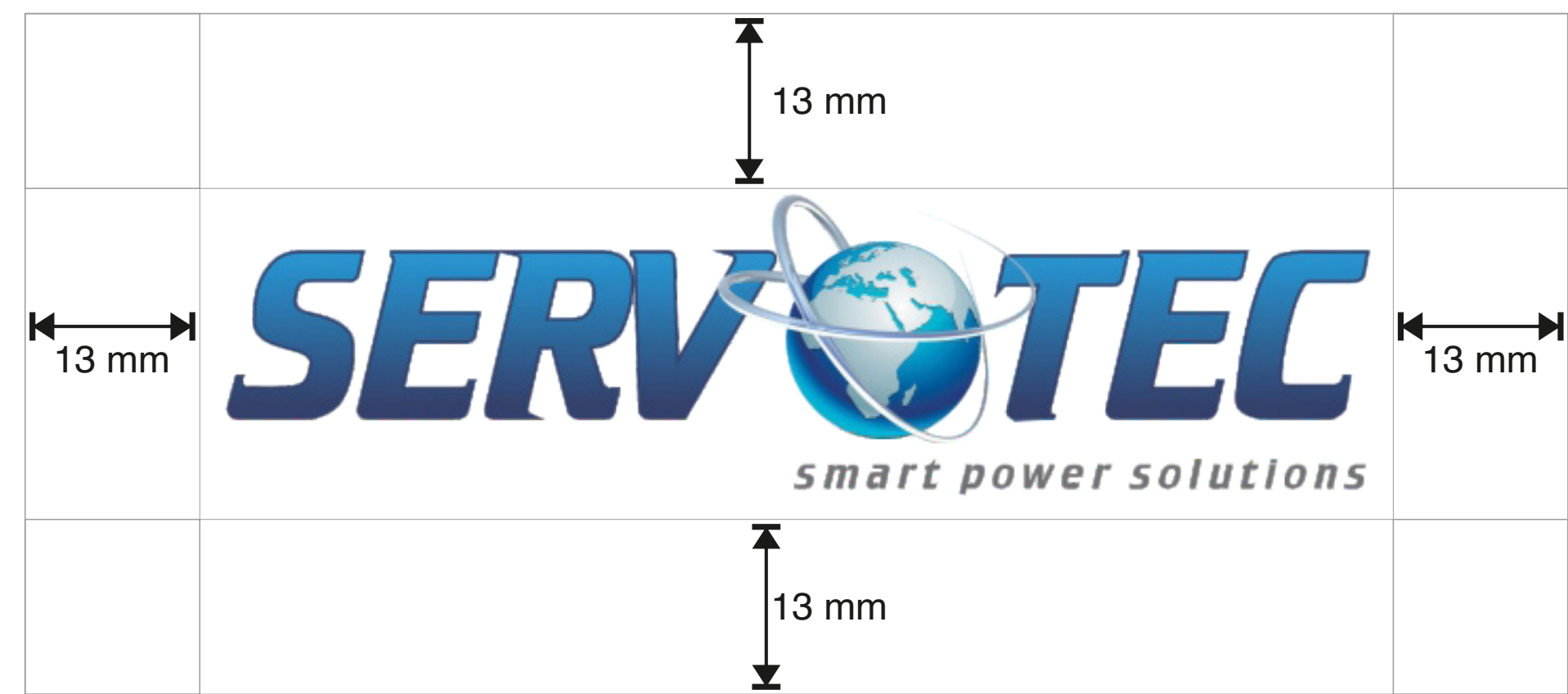
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**THE GLOBE** in the Servotech logo represents our global, all-encompassing approach and attitude towards the making the latest technological advancements accessible world over by way of our ground-breaking products which boasts leading-edge scientific know-how and high-tech essentials offering innovative solutions on a number of fronts. Additionally, it also reflects our position as a company engaged in smooth technology transfer with other trade partners, with a focus on finished goods as well as device components and spare parts.



# Clearance Zone

The Servotec Smart Power Solutions logo, as one of our most valuable pieces of intellectual property, must be secured through correct use. Text, symbols, logos, and other superfluous graphic components should be kept to a minimum in order to communicate effectively. A line of text or any other graphic element should never be placed above the logo. The clearance zone criteria are determined from the height and breadth of the logo, which is 13 mm. The SERVOTEC will be more legible if the logo is at least 13 mm on each side.



The SERVOTEC tagline lock-up is the lone exception to this rule. For further information, see the SAARA and tagline guidelines. Always follow the clearance zone standards while using the SERVOTEC logo. Please refrain from using colours that are not part of the permitted colour palette. Bounding boxes and other graphic elements should not be included in the lock-up. Blends, drop shadows, filters, and effects should all be avoided. SERVOTEC smartpower solutions 13.0 mm 13.0 mm 3.0 mm  
Confidential 13.0 mm-only for internal circulation

# Incorrect Usage

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X



X



X



X





# Correct Usage

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Light Background



Dark Background



For Screen Printing Only

# Typography

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## POPPINS

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Heading	<b>THIS IS HEADING</b>
Sub Heading	This is Sub Heading
Body	This is Demo Text This is Demo Text This is Demo Text This is Demo Text This is Demo Text This is Demo Text This is Demo Text This is Demo Text This is Demo Text This is Demo Text

# Typography

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**KANIT**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789

Heading

**THIS IS HEADING**

Sub Heading

**This is Sub Heading**

Body

This is Demo Text This is Demo Text  
This is Demo Text This is Demo Text  
This is Demo Text This is Demo Text  
This is Demo Text This is Demo Text  
This is Demo Text This is Demo Text



# Fonts Usages

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**Poppins & Montserrat – Social Media**

**Kanit – Website**

**Kanit & Poppins – Branding Material (POP/POSM)**

# Primary Colors

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## Dark Blue

Dark-blue is often connected with money and luxury, as it is the traditional colour of aristocracy and royalty. It also conjures up images of fantasy, mystery, and magic, as well as a sense of knowledge and inventiveness.

## Green

Green is a color that represents development as well as calm and healing. Because it's the hue of thriving foliage, it reminds people of nature and good health. Money and wealth are also related with it.



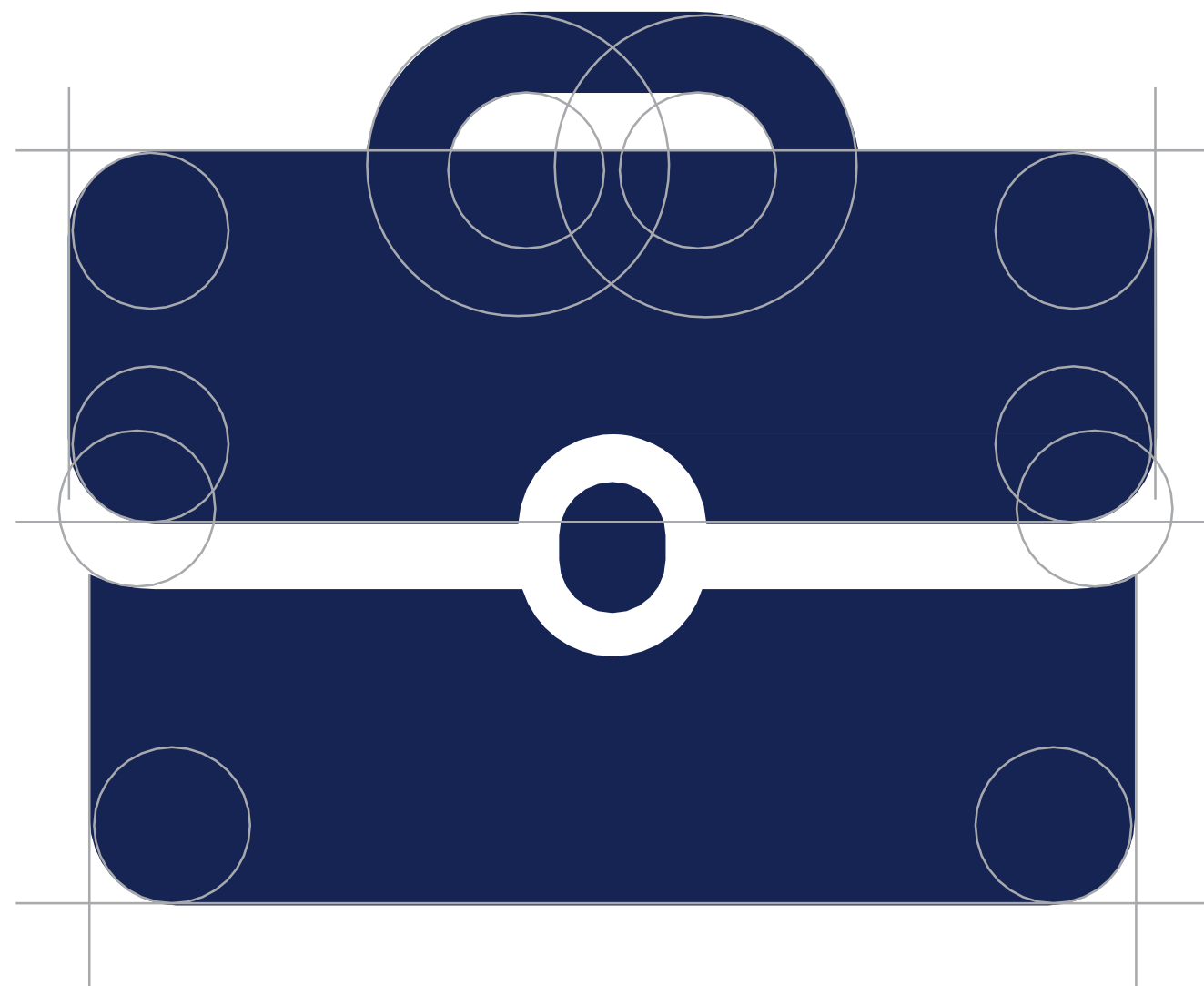
RGB	Hashcode	CMYK
R-41	#29305A	C-98
G-48		M-83
B-90		Y-13
		K-49



R-138	#8AC54F	C-56
G-197		M-1
B-79		Y-86
		K-1

# Iconography

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# Icons

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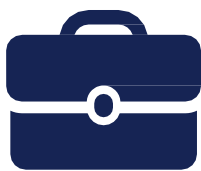
**2000+**  
PROJECTS



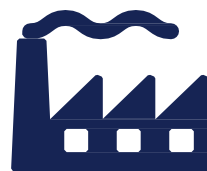
**70+**  
CITIES



**12**  
COUNTRIES



**470**  
OFFICES



**230**  
MANUFACTURING UNITS



**21**  
REFINERIES



**900**  
HOMES



**3**  
AIRPORTS



# Visiting Card





First Name Last Name  
Designation



Mobile No



E-mail Address



www.servotech.in





Servotech Renewable Power System Limited  
(Formerly known as Servotech Power Systems Limited)  
EV Chargers | Solar Products | BESS | Power & Backup Devices  
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Email-servotech@servotechindia.com  
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Khata No. 1970 , K hewat No. 1672,  
Khasra No. 21/20/2/2, R evenue Estate,  
Kundli, P.S.Rai, S onipat, Har yana - 131029  
Safiabad Plant  
Killa No. 14/6/1/2 (0-3), 6/2/3 (5-13)  
Safiabad, Pana Paposhian, Rai,  
Sonipat 131029 Har yana

**Thank you**