

BRAND GUIDELINES



BUILTECH GATEWAY

IDENTITI

BRAND STORY



BRAND STORY

The Builtech brand name has been one of goodwill and repute, synonymous with leading apartment projects in the state for over four decades. Our newest project, Builtech Gateway, is in pursuit of developing an all-inclusive township in Palakkad, the gateway to Kerala.

Builtech Gateway was envisioned as the archway to Palakkad's beautiful landscape. Much like the vast green expanses of the district, this one-of-a-kind project takes the mantle of a focal point for all things fresh, vibrant and unique. And, as a single property to live, work and play, Builtech Gateway becomes the future of modern living, commerce and entertainment, for the people of Palakkad...for Kerala herself.

LOGO

Primary Logo

Vertical / Horizontal Format

Clear Space

Colour , Reverse & B/W

Scaling

Don'ts

LOGO



LOGO



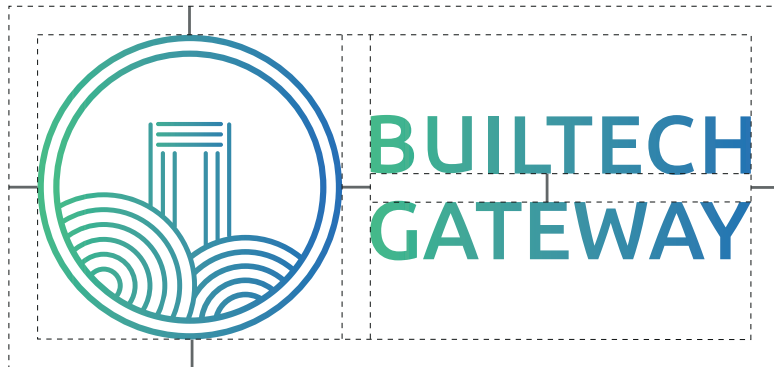
Vertical / Horizontal Format



LOGO



Clear Space



(H) Total height of right outer most line of gateway / 4,
Which is the distance between Icon & typography and the clear space

(H) total height / 4

LOGO

Colour, Reverse & B/W



LOGO



Scaling



LOGO

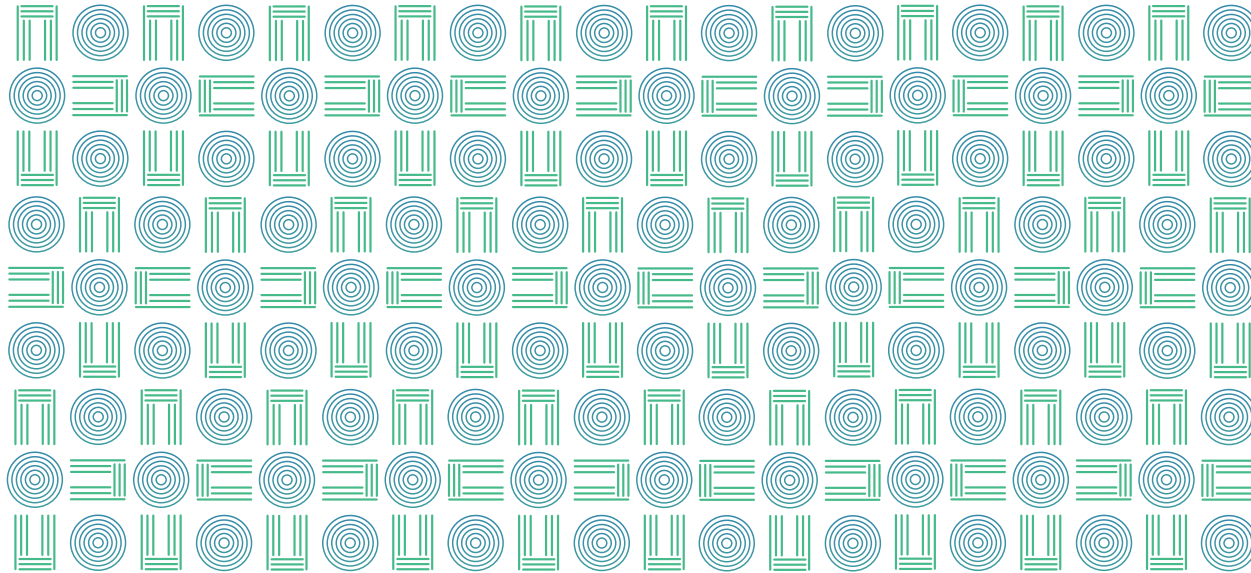
Don't's



LOGO



Theme



Colour

Primary Colour

Secondary Colour

Colour

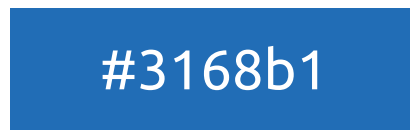
Primary Colour



C	67	R	84
M	00	G	181
Y	63	B	127
K	00		

PANTONE 7479 C

Using Tint (100% to 10 %)



C	84	R	49
M	56	G	104
Y	00	B	177
K	00		

PANTONE 7691 C






Using Tint (100% to 10 %)



GRADIENT COLOUR

Colour

Secondary Colour

#71A850	C 62 M 12 Y 84 K 01	R 113 G 168 B 80	PANTONE 7489 C	
#4CA585	C 70 M 12 Y 56 K 01	R 76 G 165 B 133	PANTONE 7489 C	
#1226AA	C 100 M 85 Y 00 K 00	R 18 G 38 B 170	PANTONE 2736 C	
#49388D	C 87 M 88 Y 00 K 00	R 73 G 56 B 141	PANTONE 7672 C	
#101820	C 93 M 77 Y 56 K 78	R 16 G 24 B 32	PANTONE Black 6 C	

TYPOGRAPHY



Primary

TYPOGRAPHY

Primary

Ubuntu

Light
Light Italic
Regular
Italic
Medium
Medium Italic
Bold
Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9 0

COLLATERALS

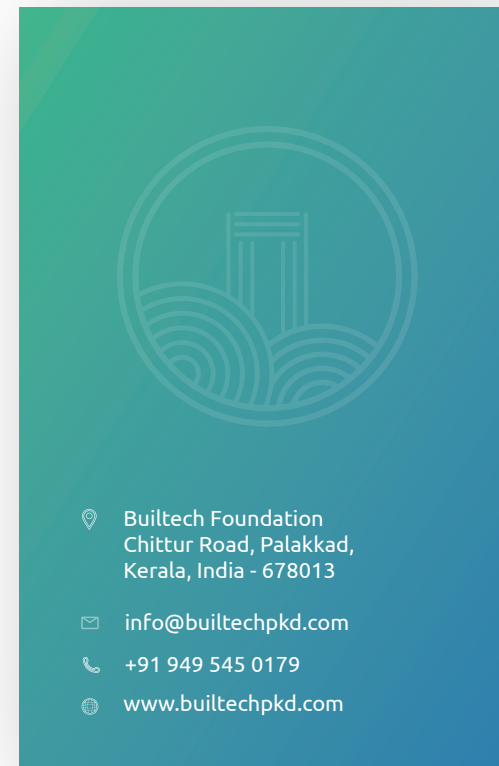
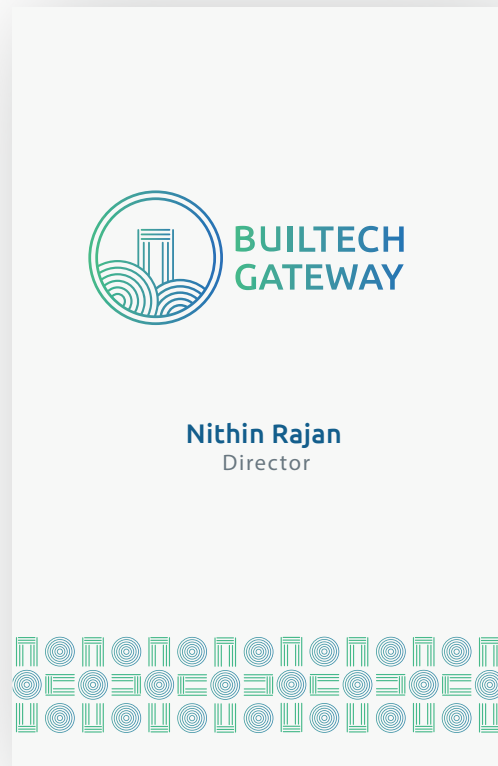
Business Card

Letter Head

Envelope

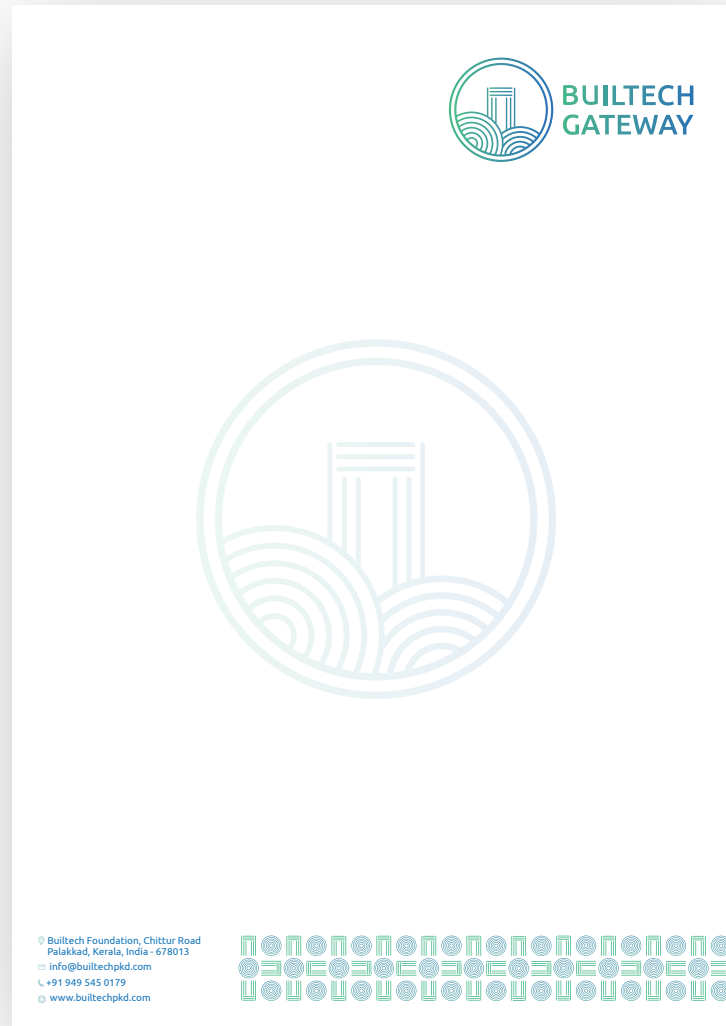
COLLATERALS

Business Card



COLLATERALS

Letter Head



COLLATERALS

Envelope



APPLICATIONS

Carry Bag

Folder

Website Homepage

APPLICATION

Carry Bag



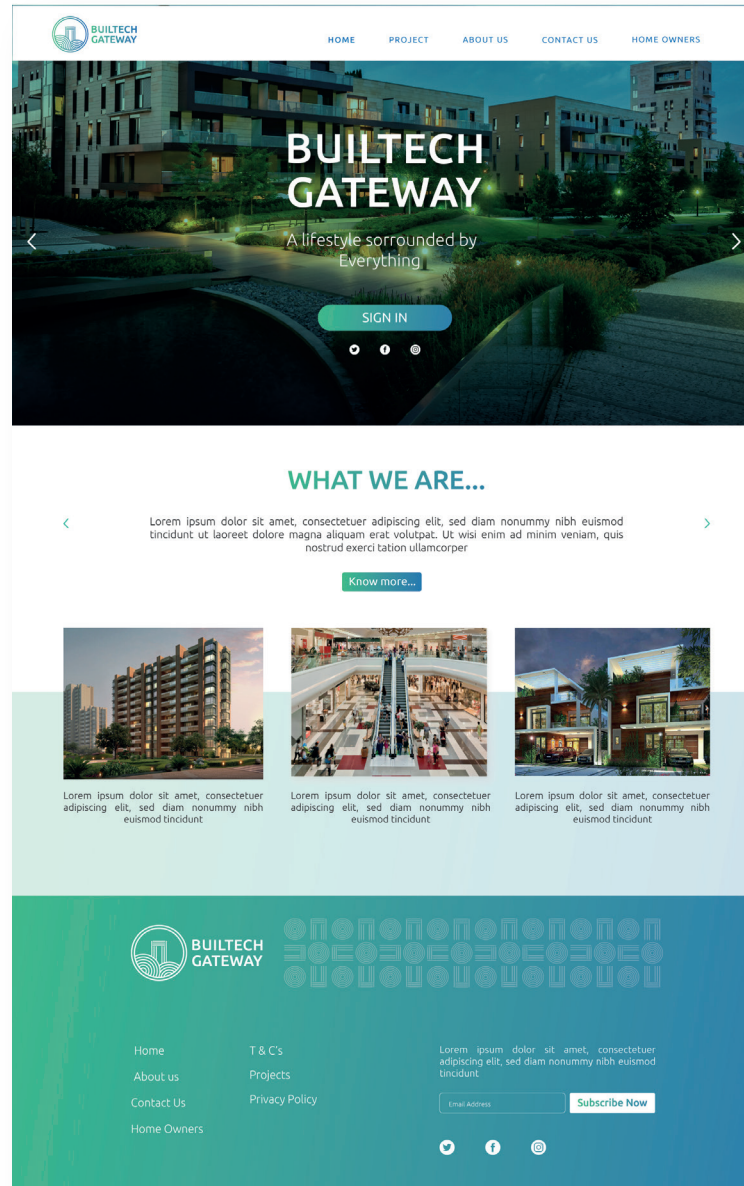
APPLICATION

Folder



APPLICATION

Website



APPLICATION

Mobile Application



Builtech
Gateway



Builtech
Gateway



Builtech
Gateway



Builtech
Gateway