SCALE&RATIOS

Brand Identity Guidelines

— 2024 —

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Welcome to the Brand Identity Guidelines for SCALE & RATIOS

This guide serves as a resource for designers, partners, and anyone involved in visually representing SCALE & RATIOS—whether it be online, in print, or in person.

Why Do We Need Identity Guidelines?

The visual elements that represent SCALE & RATIOS are crucial for building and maintaining a cohesive and recognizable brand identity. A consistent application of these elements helps us strengthen our brand presence and ensure a unified representation of our company across various platforms and media. Adhering to these guidelines not only fosters brand integrity but also streamlines processes, reducing the need for separate design efforts across different teams.

If you have any questions or need further clarification on these guidelines, please contact us at help@scaleratios.com.
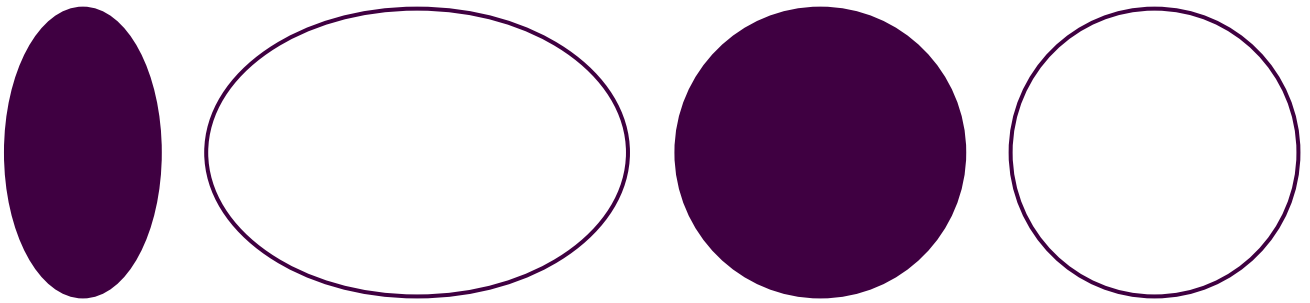
Transforming Businesses With Tailored Tech

At SCALE & RATIOS, we specialize in bringing together cutting-edge technology and comprehensive services to solve complex business challenges. Our tailored IT solutions are designed to be future-ready and scalable, ensuring that your business not only meets today's demands but is also prepared for tomorrow's opportunities. With deep industry expertise and a command of fast-evolving technological fields, we are committed to unlocking the value of technology for your organization.
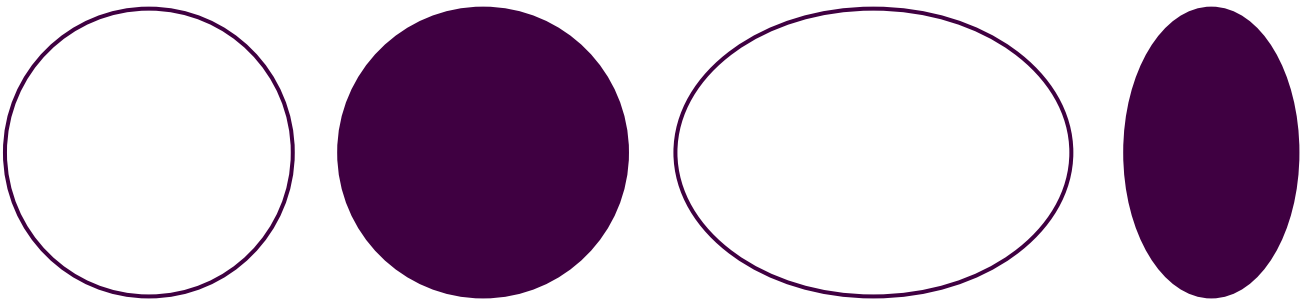
Our Story

Founded over 15 years ago, SCALE & RATIOS emerged from a vision to transform the way businesses leverage technology. Recognizing the growing complexities in the digital landscape, we set out to become the strategic partner companies need to navigate this terrain with confidence.

Our journey began with a simple belief: that precision in technology leads to performance in business, ultimately driving progress. Over the years, we've stayed true to this belief, expanding our expertise across cloud computing, data analytics, artificial intelligence, and more.

Today, we're proud to have partnered with organizations around the world, helping them unlock the full potential of technology to achieve scalable growth.
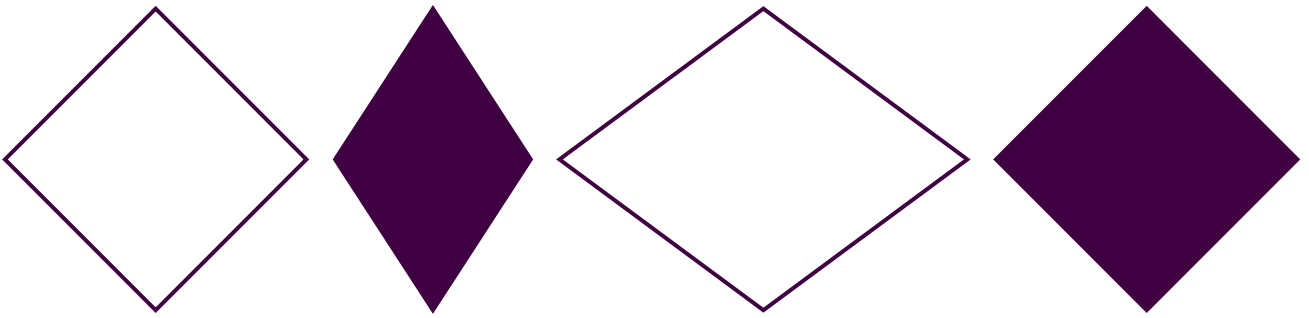
Problem Statement

In today's rapidly evolving digital landscape, businesses face the challenge of keeping up with technological advancements while managing their core operations. The lack of tailored, scalable IT solutions hinders organizations from unlocking the full value of technology, leading to inefficiencies and missed opportunities for growth.

Our Solution

SCALE & RATIOS addresses these challenges by offering end-to-end IT solutions that are customized to your business needs. From strategy and design to operational management, we provide expertise across cloud services, data analytics, artificial intelligence, connectivity, software development, digital engineering, and platforms. Our solutions are not only designed to solve immediate problems but also to be scalable and adaptable for future growth.
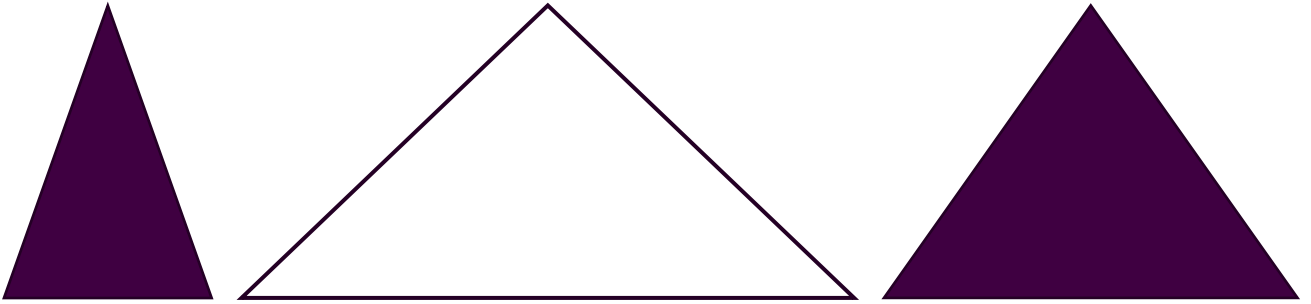
Purpose

Our purpose is to make businesses work better by delivering precise, high-performance IT solutions that drive progress. We aim to be the catalyst that enables organizations to transform and manage their operations effectively, harnessing the power of technology to unlock new avenues of growth and efficiency.

Manifesto

We believe in the power of precision in technology to drive performance and progress in business. Our commitment is to partner with organizations, large and small, to unlock the transformative potential of technology. We stand for innovation, scalability, and the relentless pursuit of excellence. At SCALE & RATIOS, we don't just provide IT solutions—we enable a future where technology is the cornerstone of sustainable business success.
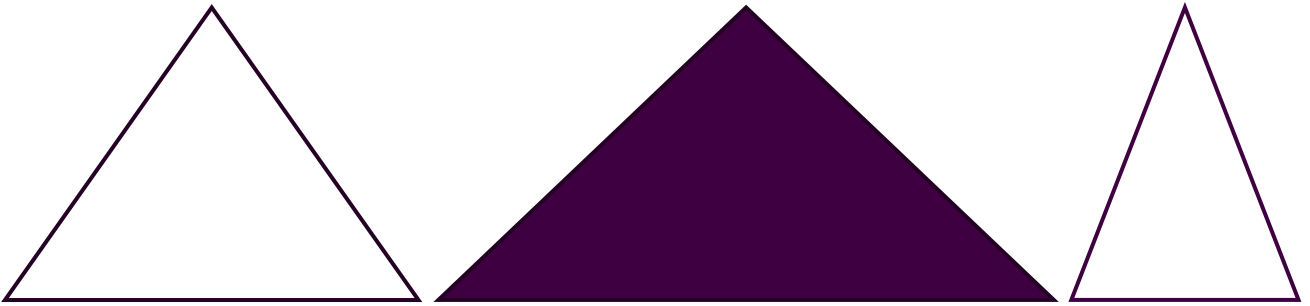
Mission

To empower businesses globally by providing precise, high-performance IT solutions that drive progress and scalability, enabling our clients to unlock the full potential of technology.

Vision

To be the world's leading strategic partner in business transformation, recognized for our expertise in leveraging technology to deliver scalable, future-ready solutions that redefine industry standards and drive sustainable growth.

Positioning

SCALE & RATIOS positions itself as a strategic IT partner, delivering high-performance solutions that transform businesses. It helps organizations navigate digital challenges with scalable, future-ready solutions, standing out through precision, performance, and progress.
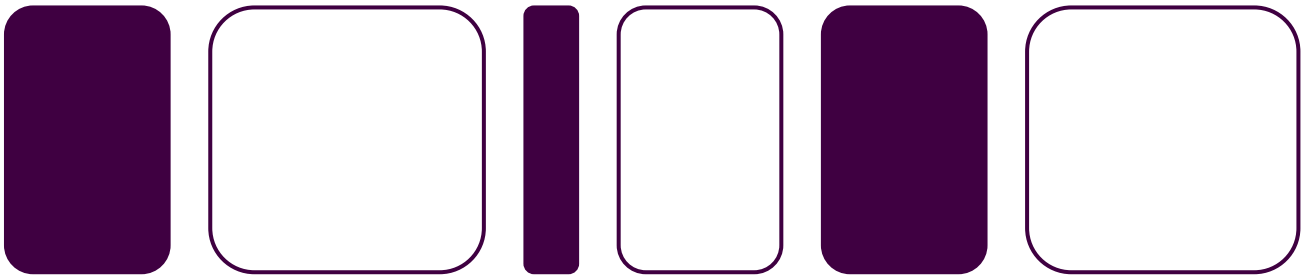
Design System

The design system for SCALE & RATIOS focuses on maintaining a cohesive and recognizable brand identity. It includes:

1. Typography: A consistent font usage that reflects the brand's professional yet approachable tone. Primary and secondary fonts are used for different contexts.

2. Colour Palette: The primary brand colour is a deep purple (as seen in the provided logo), symbolizing sophistication and reliability. Supporting colours include neutral tones for backgrounds and accents to maintain visual harmony.

3. Logo Usage: The logo should be displayed on a white or light background for maximum impact and legibility. The minimum size and clear space around the logo are specified to ensure visibility.

4. Components: Standardized design components like buttons, form fields, and icons that adhere to the brand's visual language for consistent application across all platforms.

IBM Plex Sans

IBM Plex Sans

IBM Plex Sans

Avenir Next

Avenir Next

Avenir Next

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z.
a, b, c, d, e, f, g, h, i, j, k, l, m, n, o, p, q, r, s, t, u, v, w, x, y, z.

Typography

We use IBM Plex Sans for clarity and precision, paired with Avenir Next for a sophisticated and modern touch. Together, they enhance readability and reflect our commitment to innovation and excellence.

1. IBM Plex Sans: All-purpose use. Headlines, body copy. Can be used for both web and print. Five weights (Regular, Light, Extra Light, Thin) in upright and italic styles.

2. Avenir Next: Restricted use. Headline and sub headline. Can be used for both web and print. Five weights (Medium, Regular, Ultra Light) in upright and italic styles.

Core colour

Deep Purple
#3F0042
RGB 63, 0, 66
HSL 297, 100%, 13%

Vibrant colour

Vibrant Magenta
#D900E9
RGB 217, 0, 233
HSL 296, 100%, 46%
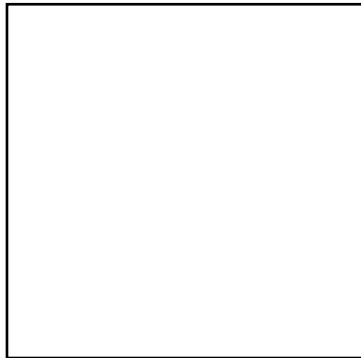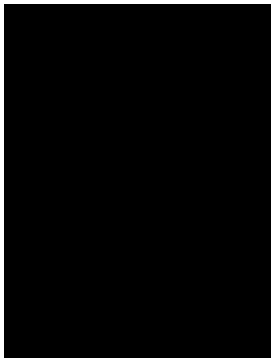
Supporting and natural colours

Solid Black
#000000
RGB 0, 0, 0
HSL 0, 0%, 0%

Crisp White
#ffffff
RGB 255, 255, 255
HSL 0, 0%, 100%

Colour Palette

Our colour palette features a bold and refined combination: deep purple (#3F0042) represents strength and sophistication, vibrant magenta (#D900E9) evokes innovation and energy, while crisp white (#FFFFFF) provides clarity and balance. Solid black (#000000) is reserved for text and key details, ensuring contrast and elegance. These colours together symbolize our brand's commitment to precision, progress, and a forward-thinking vision.

Usage: Deep Purple (#3F0042) serves as the core colour for versatile application across all mediums. Vibrant Magenta (#D900E9) is ideal for highlights, numbers, and text, and can be adapted into various shades as needed. Crisp White (#FFFFFF) is used exclusively for backgrounds, creating balance and a minimalist aesthetic, while Solid Black (#000000) is dedicated to text and content elements, providing clear contrast and readability.
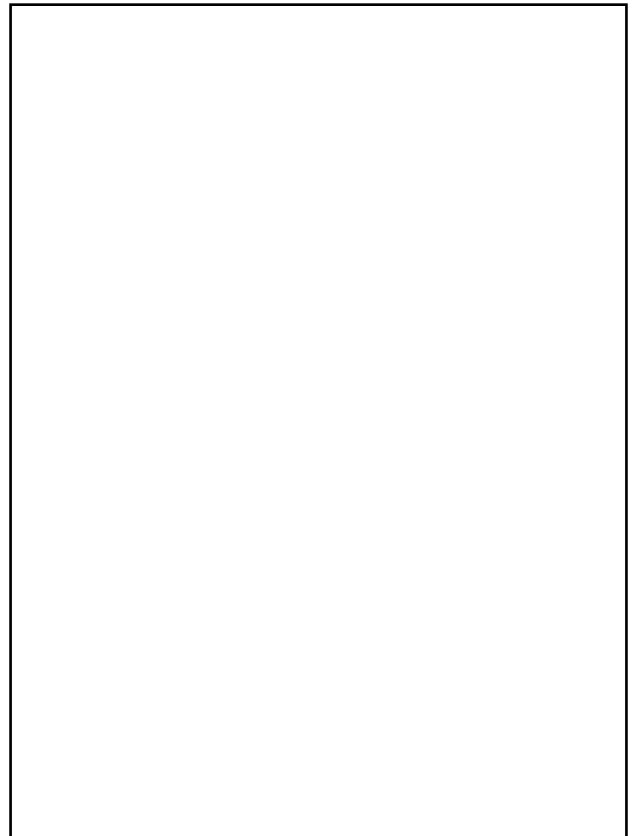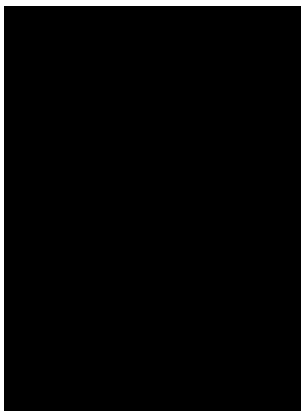
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Logo Usage

The SCALE & RATIOS logo is a crucial element of our brand identity, representing our commitment to precision, performance, and progress. To maintain a strong and consistent visual presence, it is essential to use the logo correctly across all mediums and applications. This guide provides comprehensive usage instructions, covering the various elements of the logo system, including the core logo, wordmark, favicon, and their appropriate contexts. Adhering to these guidelines will ensure that the logo maintains its integrity, visibility, and impact, effectively communicating the strength and sophistication of the SCALE & RATIOS brand.

SCALE&RATIOS

Core Logo

The core logo features the full brand name "SCALE & RATIOS" in deep purple (#3F0042), representing strength and sophistication. This version is used as the primary identity mark for all major branding and communication materials.

Wordmark

The wordmark version of the logo consists of the text "SCALE & RATIOS" in all capital letters, without any additional graphical elements. It is used in contexts where a simpler representation of the brand is required, such as headers or footers. This uppercase format ensures strong visibility and reinforces the brand's bold, confident identity in a clean and straightforward manner.

SCALE&RATIOS

Core Logo Clearspace

To ensure the SCALE & RATIOS logo maintains its visual integrity and prominence, a clearspace equivalent to the height of the 'R' in the logo, measured at a font size of 469.2 pt, must be maintained around all sides. This clearspace acts as a protective buffer, preventing other elements, text, or images from crowding the logo and diminishing its impact.

Maintaining this clearspace ensures that the logo remains legible and stands out, enhancing brand recognition and professionalism. It also helps create a balanced and uncluttered design, allowing the logo to communicate its message effectively. By adhering to this guideline, we preserve the strength and sophistication associated with the SCALE & RATIOS brand, reinforcing our commitment to precision and aesthetic excellence in all visual communications.

Core Logo Background

To ensure the Scale & Ratios logo remains legible and impactful, it is essential to use the appropriate logo version depending on the background colour:

1. White Backgrounds: When the logo is placed on a white or light background, use the standard deep purple (#3F0042) logo. This maintains brand consistency and ensures the logo stands out clearly, making it easily recognizable.

2. Dark Backgrounds: For dark or coloured backgrounds, use the white or light-coloured version of the logo. This contrast prevents the logo from blending into the background, ensuring it remains prominent and legible. This version preserves brand integrity and visual impact, even in challenging conditions.

By using the appropriate version of the logo based on the background, we maintain the brand's professional and polished appearance, ensuring consistent recognition and readability across all media and applications.

SCALE&RATIOS

Core Logo Colour & Usage

The primary brand colour of SCALE & RATIOS is a distinctive deep purple (#3F0042), symbolizing sophistication, strength, and innovation. This colour is more than just a visual choice; it embodies the brand's core values and identity. Deep purple is traditionally associated with creativity, wisdom, and ambition, reflecting the company's commitment to delivering innovative and high-performance solutions.

Using deep purple as the core colour helps create a cohesive and recognizable brand image, establishing a sense of trust and professionalism in all visual communications. It differentiates SCALE & RATIOS from competitors, making the brand instantly recognizable across various platforms and media.

Usage Guidelines:

1. Primary Use: The deep purple logo should be displayed on light or neutral backgrounds, ensuring maximum visibility and impact. This setup maintains the logo's prominence and avoids visual clutter.

2. Secondary Use: On darker backgrounds, a white or light-coloured version of the logo should be used to maintain contrast and readability.

3. Avoid: Using the logo in colours not specified in the brand guidelines, as this an dilute the brand's identity and create inconsistency.

S & R

S & R

Favicon Usage

The favicon for SCALE & RATIOS is a simplified version of the logo, designed to maintain brand recognition in spaces where the full logo cannot be used. It typically features the initials "S&R" in a clean and minimal style.

1. The second version features the initials "S&R" in white against a deep purple background (#3F0042). It is ideal for use in browser tabs, mobile icons, and other digital interfaces where a darker theme is prevalent. The contrast ensures that the logo remains visible and distinctive, even at small sizes.

2. The light background version displays the initials "S&R" in deep purple on a white background. This variant is best suited for environments with lighter themes, providing a sharp contrast that enhances readability and brand presence.

Core Logo Small Use And Minimum Sizes

For smaller formats, such as business cards, social media avatars, email signatures, and mobile app icons, the wordmark should be scaled down appropriately while preserving its proportions. In these contexts, it is essential that all elements of the wordmark remain distinct and easily readable to ensure brand recognition and professionalism.

Minimum Size Guidelines:

1. Web and Social Media: The wordmark should not be used smaller than 30px in height. This ensures that the text remains legible across various devices and screen resolutions, avoiding blurriness or pixelation.

2. Email Signatures: For email signatures, a minimum height of 25px is recommended, as this format often requires more compact dimensions.

3. Business Cards and Stationery: The wordmark should not be used smaller than 10mm in height. This size maintains clarity when printed and ensures the logo is prominent and legible, even on smaller materials like business cards.

4. Documents and Brochures: For general print documents, such as brochures or letterheads, a minimum height of 15mm is recommended. This provides sufficient visibility while maintaining a professional appearance.

The wordmark, being a typographic logo, must be scaled carefully to prevent distortion or loss of detail. Always maintain the original proportions when resizing to preserve the visual integrity of the logo. Additionally, adequate clear space should be maintained around the wordmark to ensure it stands out and is not crowded by other design elements.

SCALE&RATIOS

Logo Don'ts:

To ensure the integrity and consistency of the SCALE & RATIOS brand, it is essential to follow specific guidelines when using the logo. These guidelines help maintain a cohesive visual identity and prevent misrepresentation of the brand. Misuse or incorrect application of the logo can weaken its impact and confuse audiences. Below are the key "Don'ts" that must be observed to preserve the logo's professional and recognizable appearance.

Logo Don'ts:

1. Do not alter the proportions or colours of the logo.

2. Do not add shadows, gradients, or effects to the logo.

3. Do not place the logo on complex or cluttered backgrounds.

4. Do not rotate, skew, or distort the logo in any way.

5. Do not use the logo in any colour other than the approved brand colours.

6. Do not apply any transparency or opacity changes to the logo.

7. Do not use the logo as part of a sentence or phrase.

8. Do not create unauthorized variations of the logo.

9. Do not outline or add borders to the logo.

10. Do not crop or partially display the logo.

[Project/Department]_[Document Type]_[Content Description]_[Version]_[Date].[File Extension]

File Naming Guide

A standardized file naming convention ensures that files are organized, easily accessible, and identifiable at a glance. This guide outlines the structure and rules for naming files related to SCALE & RATIOS. Following this convention will streamline collaboration, minimize confusion, and maintain a professional and organized digital environment.

Components of the File Name:

1. Project/Department: Use a short identifier for the project or department. Examples: "BRND" for Branding, "MKTG" for Marketing, "FIN" for Finance, or "DEV" for Development.

2. Document Type: Describe the type of document using clear abbreviations. Examples: "PRP" for Proposal, "REP" for Report, "LOG" for Logo, or "GU" for Guide.

3. Content Description: A brief description of the document content, using key terms. Examples: "Logo_Design", "Social_Media_Campaign", or "Monthly_Financials".

4. Version: Indicate the document version with "v" followed by the version number. Examples: "v1.0" for initial version or "v2.3" for third revision of the second version.

5. Date: Use the format YYYYMMDD for the date. Examples: "20240922" for September 22, 2024.

6. File Extension: The appropriate file extension based on file type (e.g., .pdf, .docx, .xlsx, .png).

File Naming Rules:

1. Use Underscores (_) as Separators: Separate different components of the file name with underscores for clarity.

2. Avoid Special Characters: Do not use special characters like spaces, slashes, colons, or asterisks, as they may cause errors in some systems.

3. Use Capitalization for Readability: Capitalize the first letter of each component and separate words with underscores.

4. Avoid Redundancy: Do not repeat information that is already conveyed in another part of the file name.

By following this file naming guide, you will ensure efficient file management, easier searchability, and a more organized workflow.
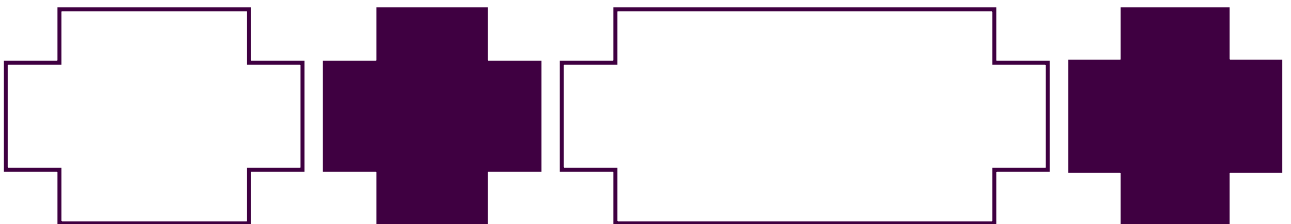
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Business Cards

Business cards are a vital component of SCALE & RATIOS'
professional identity, serving as a tangible representation of the
brand during face-to-face interactions. They not only convey
essential contact information but also reflect the company's
values of precision, sophistication, and innovation.

SCALE&RATIOS

scaleratios.com   connect@scaleratios.com   +91-9511626200   ALTF, Statesman House, 5th Floor, Barakhamba Road, New Delhi - 110001

Letterhead

The letterhead is an essential component of our corporate stationery, representing the brand in all formal written communications. It reflects the company's professionalism, attention to detail, and commitment to maintaining a consistent brand identity. A well-designed letterhead not only enhances the visual appeal of correspondence but also reinforces the credibility and reputation of the organization.
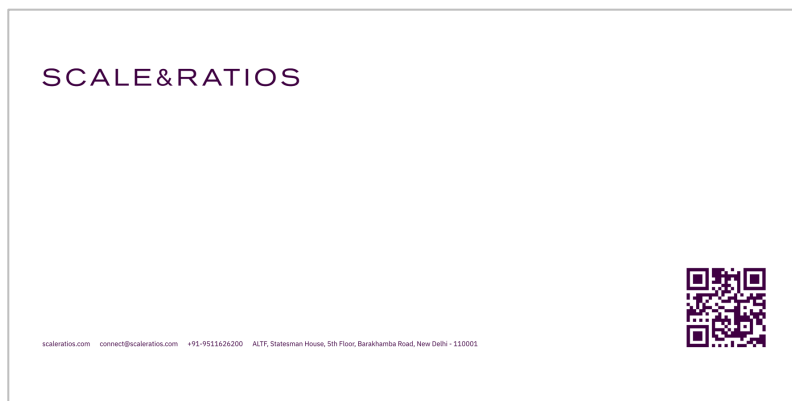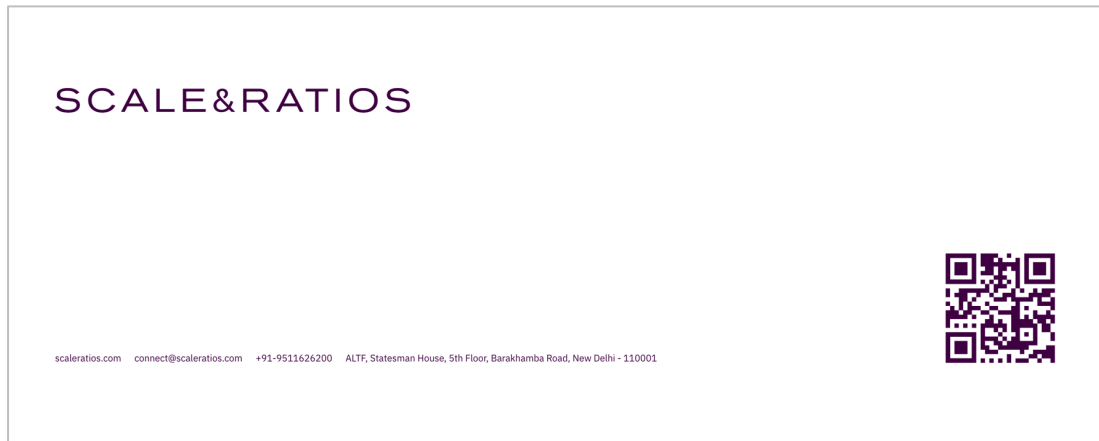
Envelopes

Envelopes are a key component of our business stationery, serving as the first point of contact in physical correspondence. A well-designed envelope not only ensures that the brand makes a strong initial impression but also reflects the professionalism and attention to detail that SCALE & RATIOS values. The design should be consistent with the rest of the brand's visual identity, while also being functional and easily recognizable.

Contact Us

We are here to help! Whether you have questions, concerns, thoughts, or need more information about SCALE & RATIOS, we encourage you to reach out. Our team is dedicated to providing the support and guidance you need. Whether you're interested in our services, have a business inquiry, or simply want to learn more about how we can collaborate, we are always open to connecting with you.

For general inquiries, feedback, or specific requests, please email us at: contact@scaleratios.com.

Designed and Developed by the SCALE & RATIOS
Branding and Design Team

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