

Produce Green  
Live Green



# Brand Guidelines

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# The Purpose

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This document will walk you through the fundamental components of our identity system and how we use them to construct our brand.

Maintaining a relevant and consistent character and tonality for Brand Servotech will require an understanding of these criteria.

# Introduction

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Servotech, a technology leader, has established itself as one of the leading manufacturers of inverters, batteries, led lights, solar products, UVC germicidal products, and oxygen concentrators, providing a variety of innovative solutions to its customers and bringing cutting-edge technology closer to the general public.

1. Offer the masses clean, innovative and reliable solutions.
2. Make the latest technology accessible to all.

# Brand Personality

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Servotech is the result of a combination of strong leadership that offers vision and direction, a multi-disciplinary team with extensive industry experience, and our tech-driven expertise. Our all-encompassing products and trusted collaborations with eminent institutions are the consequence of our claimed core competencies.

We are all about performance, design, safety and the overall environment. Through innovation, world-class production practices, a knowledgeable and customer-oriented distribution network, highly responsive after-sales service, and engaged staff, we are committed to making customers happy.

## Towards Customers

We are exceptionally responsive to modern lives and consumer demands. And with our technological aptitude, we strive to meet and surpass worldwide quality and best practice benchmarks on a regular basis. We are continuously looking for new ideas and ways of doing things, and most importantly, bring value closer to the end-user.

## Towards Employees

We promote a culture of trust and belief. We are an open organization that values everyone's point of view, regardless of their place in the hierarchy. We provide people ample freedom and space to follow through on their promises. We encourage the use of empathy in all of our actions and recognize the importance of everyone's contribution to the value chain.

## Towards Investors

We share pertinent information with all stakeholders in an open and transparent manner. We adopt a proactive planned strategy to help our customers reach their financial goals via integrity, drive, and a relentless commitment to goal achievement, based on the principals of financial preparedness, financial freedom, and financial well-being.

## Towards Society

Servotech strives to build a society that's environmentally safe and technologically adept. We tirelessly apply ourselves to provide a well-built community in which everyone can feel comfortable and at ease. We are aiming to provide a better lifestyle for society as a whole by delivering solutions to new age concerns.

## What We Aspire to be:

We aspire to be technology leaders by developing products and services that address the various challenges that people face. We accomplish this by developing ground-breaking product innovations, leveraging technology in the form of UV rays, and offering world-class solutions in the areas of air, water, surface sanitization, and medical healthcare.

## Vision Statement

Produce Green. Live Green.

# The Logo

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# The Logo

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Our logo is a visual representation of all that Servotec stands for: an image that is easily recognizable by our colleagues, patients, the scientific community, and the general public. Our logo is prominently displayed in all of our communications.

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.



# 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.

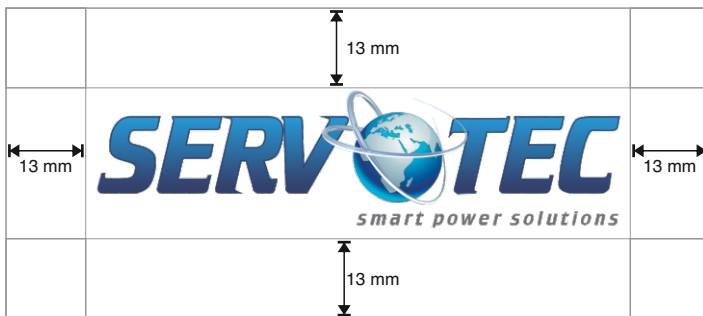




# Clearance Zone

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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 smart power solutions 13.0 mm 13.0 mm 3.0 mm Confidential 13.0 mm u - only for internal circulation

# Incorrect Usage

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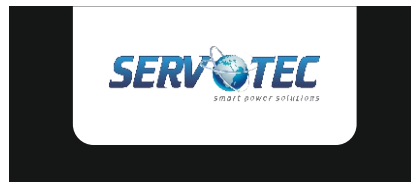
# Correct Usage

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Light Background



Dark Background



# Typography

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# HELVETICA

HELVETICA REGULAR  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# THIS IS HEADING

## Body

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# Color

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# Logo Type Color

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A consistent visual identity is vital to building a brand image. For this purpose, we've resolved to use DARK BLUE & GREEN colors for the presentation of our logo. The logo should never appear as a tint.

This colour-set evokes feelings of peace and relaxation which supports our brand idea of providing our consumers with when they purchase any SERVOTEC product.

To ensure the unified look that is so vital to a strong brand identity, it is important to reproduce the colors in the SERVOTEC palette as accurately as possible, in all print and electronic applications. All the relevant color-matching formulas are provided here.

# Primary Colors

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## Primary Colors

### 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		C-98
G-48	#29305A	M-83
B-90		Y-13
		K-49



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



# Secondary Colors

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We will use the secondary colors according to our topic of communication.

For non topical we will use bright colour palette to compliment the primary colours.



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



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



R-222		C - 17
G-115	#DE73B9	M - 67
B-185		Y - 0
		K - 0



R-108		C - 64
G-104	#7668AB	M - 64
B-171		Y - 0
		K - 0

# Photography

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# Photography

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When we use photography well, it does these three things:

1. Tells meaningful stories that feel real and true.
2. Highlights our products and how they fit into people's lives.
3. Improves the user experience by making products useful and personal.

# Use of Images

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# Use of Images

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Images convey our brand's ability to communicate its ideals and personality. As a standard procedure, all the images used with accordance with Servotech Power Systems Limited must be High-Definiton (HD) in terms of image-quality, texture and tint, as is proposed in this brand manual. Employing blurred or blemished images must be always avoided.

develoPPP.de



Implemented by  
**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH



develoPPP.de



**giz** Deutsche Gesellschaft  
für Internationale  
Zusammenarbeit (GIZ) GmbH

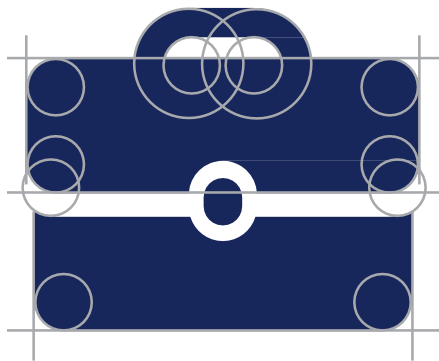


# Iconography

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# Icons

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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





# **Tone of Voice**

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# Tone of Voice

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This is how we try to speak our minds to you:

**Reliable:** It's approved and certified.

**Informative:** Studies have shown.

**Matter of Fact:** It's a challenged faced by all.

**Friendly:** We're in this together.

**Helpful:** That's what we're here for!

# Brand Tonality

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# Brand Tonicity

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## Fear Mongering

The brand is attempting to instill fear in the target group by emphasizing the notion that poor sanitization is detrimental to one's health.

UVC



# Brand Tonicity

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## Caring-For

The brand also uses the care and safety aspect by talking to parents and family members and encouraging them to use Servotec goods to keep everyone safe.

UVC



# Brand Tonicity

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## Fear Mongering

The brand is attempting to instill fear in the target group by emphasizing the notion that poor sanitization is detrimental to one's health.

## Oxygen Concentrator



# Brand Tonicity

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## Caring-For

The brand also uses the care and safety aspect by talking to parents and family members and encouraging them to use Servotec goods to keep everyone safe.

## Oxygen Concentrator



# Brand Tonicity

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## Sustainability

The brand intends to spread awareness and highlight the far-reaching benefits of promising technological innovations that can change consumer preferences for good.

Solar





# Brand Tonicity

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## Cost-Efficient

The brand aims to showcase how its extensive product range can significantly help reduce its customer's cost-to-utility in more ways than one.

Solar



# Brand Tonicity

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## Sustainability

The brand intends to spread awareness and highlight the far-reaching benefits of promising technological innovations that can change consumer preferences for good.

LED



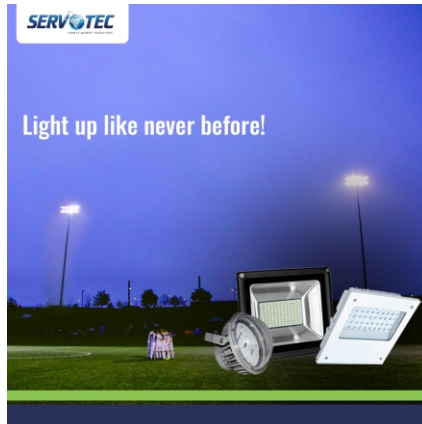
# Brand Tonicity

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## Experience

The brand seeks to concentrate on how the use and availability of new-age products may significantly improve the lifestyles of its target demographic.

LED



# Brand Attributes

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## **Ten Commandments for Brand Identity:**

- At all times, ensure that the brand identity and specifications match the highest professional standards and reflect the brand's values.
- Make sure the brand identity is consistent across all promotional and non-promotional channels.
- The Head of Strategic Development will provide internal and external advice as well as brand guidelines.
- The Head of Strategic Development will create and standardize templates and instructions for both printed and electronic documentation.
- Ensure that legal statutory bilingual policies are followed when creating promotional media (such as signage, point-of-service materials, and collaterals).
- Ensure that all promotional and non-promotional literature includes brand trademarks.
- Check for copyright acknowledgements on all text (internal or external), graphics, and images from outside sources.
- To promote understanding of the relevance of the Brand the Head of Strategic Development will maintain good communication ties with other work areas.
- Variations in the use of the brand should be discussed with the Head of Strategic Development before being implemented.
- Ensure that all promotional and non-promotional media is signed off on by our Head of Strategic Development to ensure that our brand values are respected at all times.

# Visiting Card

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**Employee Name**  
Designation

**Contact Details**  
Email id

**Servotech Power Systems Pvt. Ltd.**

**Corporate Office:** - 806, 8th Floor, Crown Heights, Hotel Crowne Plaza, Rohini, New Delhi-110085  
**Plant and R&D:-** 76A, Sector-57, Revenue Estate, Kundli, Sonapat 131028, Haryana  
**Corporate Tel No.:** +91-11-41189117  
**www.servotech.in | shop.servotech.in**

# Email Signature

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**Thanks & Regards**

**Employee Name**

**Designation**

**Contact Details**

**Servotech Power Systems Pvt. Ltd.**

Corporate Office: - 806, 8th Floor, Crown Heights, Hotel Crowne Plaza, Rohini, New Delhi-110085

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[www.servotech.in](http://www.servotech.in) | [shop.servotech.in](http://shop.servotech.in)

**WHY SERVOTECH:**

Servotech contributes to society by providing the best green energy and renewable products with 100% customer satisfaction, which helps in reducing global warming. Through business benefits, we provide the best plant and infrastructure to the employees for producing the best products; we also provide better mental and financial life to them and their families. Through profits, we fulfill our corporate social responsibility and satisfy shareholders through profit.

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# Presentation Template

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**HEADLINE Helvetica Bold**

SUB-HEAD Helvetica

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# SLIDE CONTENT Helvetica Bold

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BODY TEXT Helvetica Regular



# SECTION HEADER



# SIGNOFF MESSAGE

**Servotech Power Systems Pvt. Ltd.:**

Corporate Office : 806, 8th Floor, Crown Heights, Hotel Crown Plaza, Rohini,  
New Delhi - 110085 [www.servotech.in](http://www.servotech.in)



# **Our Collaborations**

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# Our Collaborations

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## GIZ- PV Port

Servotech Power Systems Limited has joined hands with the German Agency for International Cooperation (GIZ) for the better use, reach, and development of Solar PV-Port panels as part of our technology-for-masses policy.

Ensure that our Head of Strategic Development signs off on all promotional and non-promotional media to ensure that our brand values are upheld at all times.



## DeveloPPP.de – UVC

As part of our aim to bring the latest in technology closer to the masses, Servotech Power Systems Limited has partnered with DeveloPPP.de to improve the use, accessibility, and furthering of UV-C technology.

This is the most accurate representation of all of our logos. Please only use the approved logo artwork and avoid retyping the logotype with a typeface. This emblem is clearly displayed on all of our correspondence.



# Our Collaborations

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## IIT Jammu – Oxygen Concentrator

IIT-Jammu and Servotech have proudly teamed up to perfect the Oxygen Concentrator Technology and make it indigenous.

Our logo represented here is in its most correct form. Please avoid retyping the logotype using a typeface and only use the approved logo artwork. On all of our correspondence, this logo is prominently visible.



भारतीय प्रौद्योगिकी  
संस्थान जम्मू  
INDIAN INSTITUTE OF  
TECHNOLOGY JAMMU



## IISER Bhopal - Oxygen Concentrator

IISER Bhopal and Servotech have come together to facilitate knowledge-transfer and make indigenous the oxygen concentrator machine.

The version of our logo seen here is the most accurate. Only use the approved logo artwork instead of retyping the logotype using a typeface. This emblem is clearly displayed on all of our correspondence.



IISER Bhopal  
INDIAN INSTITUTE OF SCIENCE EDUCATION AND RESEARCH BHOPAL





# Product Catalogue

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Oxygen Concentrator

[bit.ly/124a4588](https://bit.ly/124a4588)

UVC Products

[bit.ly/124a4588](https://bit.ly/124a4588)

Solar Products

[bit.ly/124a4588](https://bit.ly/124a4588)

LED Products

[bit.ly/124a4588](https://bit.ly/124a4588)



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