



**MONTRA**  
— ELECTRIC —

BRAND GUIDE

# LOGO

The **Picture Mark** is inspired by the qualities of the eagle - agility, tenacity, focus, speed and aspiration. The metallic chiseled chrome symbolizes durability, precision and engineering. The picture mark has plain surfaces at the bottom and bevels at the top representing that our mobility solutions can traverse all terrains.

The etymology of the **word** MONTRA comes from 'mon' which means 'my' in French and 'tra' is short form for track. The word 'tra' is also used to describe a protector in several languages.



**MONTRA**  
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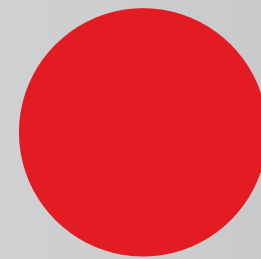
# LOGO COLOUR

Red is the colour of passion, empathy and adventure. A perfect fit for a brand whose aim is to help people realize their dreams. With a red logo Montra Electric sends just the right signals while calling people to action and telling them that, 'We power your dreams for a better quality of life'.

The Montra Electric logo has a bright shade of red that has a magical glow in a black background, and that equally stands out in a white background. We have a shade of red that perfectly articulates that Montra Electric will power you towards your dreams and ambitions.

Towards glory.

MONTRA ELECTRIC RED



# LOGO

## COLOUR

### PRODUCT APPLICATION ONLY



**MONTRA**  
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### UNIVERSAL USAGE



**MONTRA**  
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### PRIMARY COLOUR

#### MONTRA ELECTRIC RED



100% PANTONE 2035 C

### SECONDARY COLOURS

#### STEEL GREY DARK



100% PANTONE COOL GREY 11 C

#### MONTRA ELECTRIC BLACK



100% PANTONE BLACK 6 C

#### MONTRA ELECTRIC WHITE



### RETAIL APPLICATION

#### External Facade and Brand Wall



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# COLOURS

## SECONDARY

### **Secondary colours: Black, Shades of Grey & White**

To complement our primary red colour, we have chosen our secondary colours very carefully so that they don't dominate it.

Practical purpose: Classy black can be used to serve as the colour for text or backgrounds, depending on our design requirements.

Grey is the other secondary colour. Red goes well with every shade of grey. We can use the colour for text or as a background for various branding elements.

Red is a strong colour - not many colours work well with it. With black and shades of grey, we can maintain a clean, classy bold look, as opposed to a loud design template. Apart from these, we also use shades of blue, turquoise, and purple for text and background depending on the context and contrast.



LOGO

C OLOUR

FLAT 2D

VERTICAL LOGO

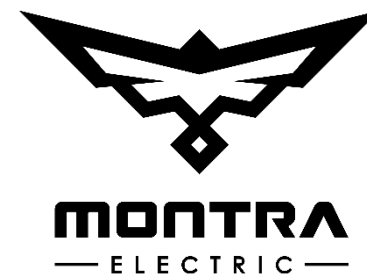
ON GREY



ON RED



ON WHITE/  
LIGHT GREY



**L O G O**

**C** O L O U R   F L A T   2 D

HORIZONTAL LOGO



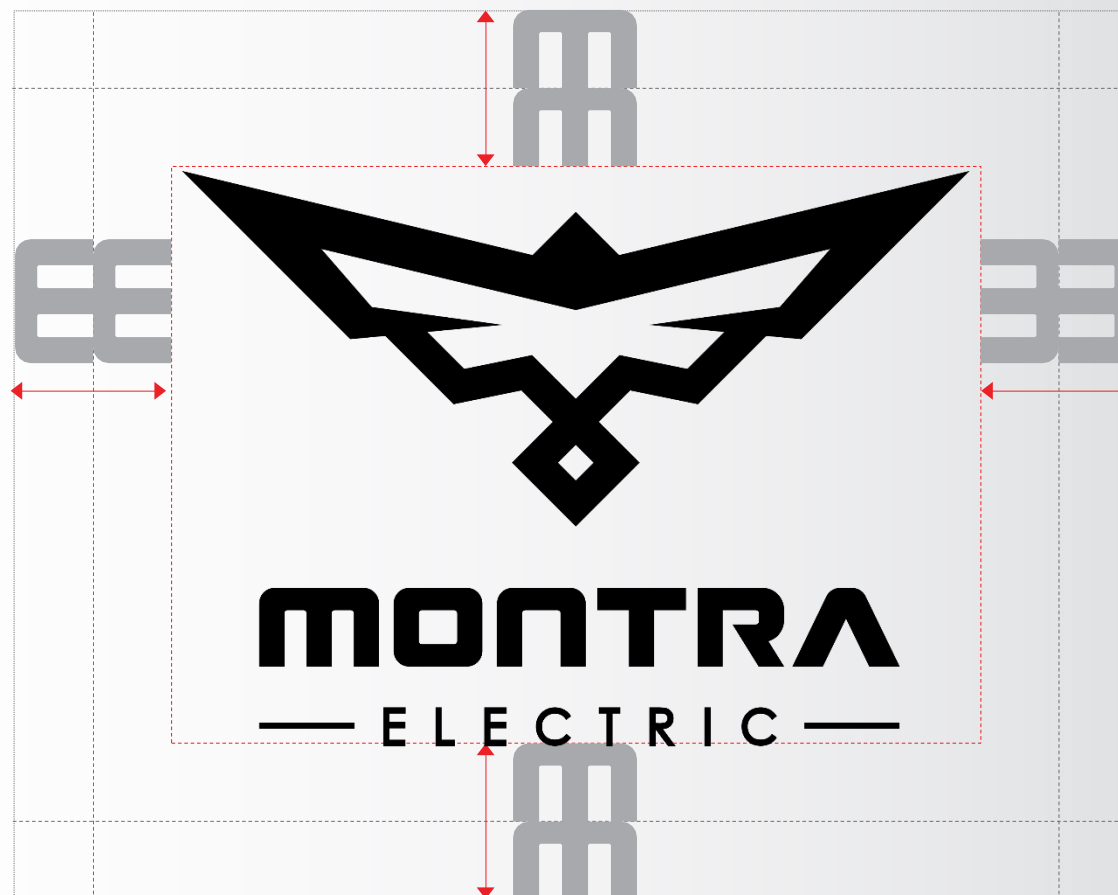
LOGO

ON GRID

VERTICAL LOGO

VERTICAL

HEIGHT OF **m**



LOGO CLEAR SPACE  
HEIGHT OF **2 m**

NOTE: INCREASE OR DECREASE THE LOGO SIZE PROPORTIONALLY.

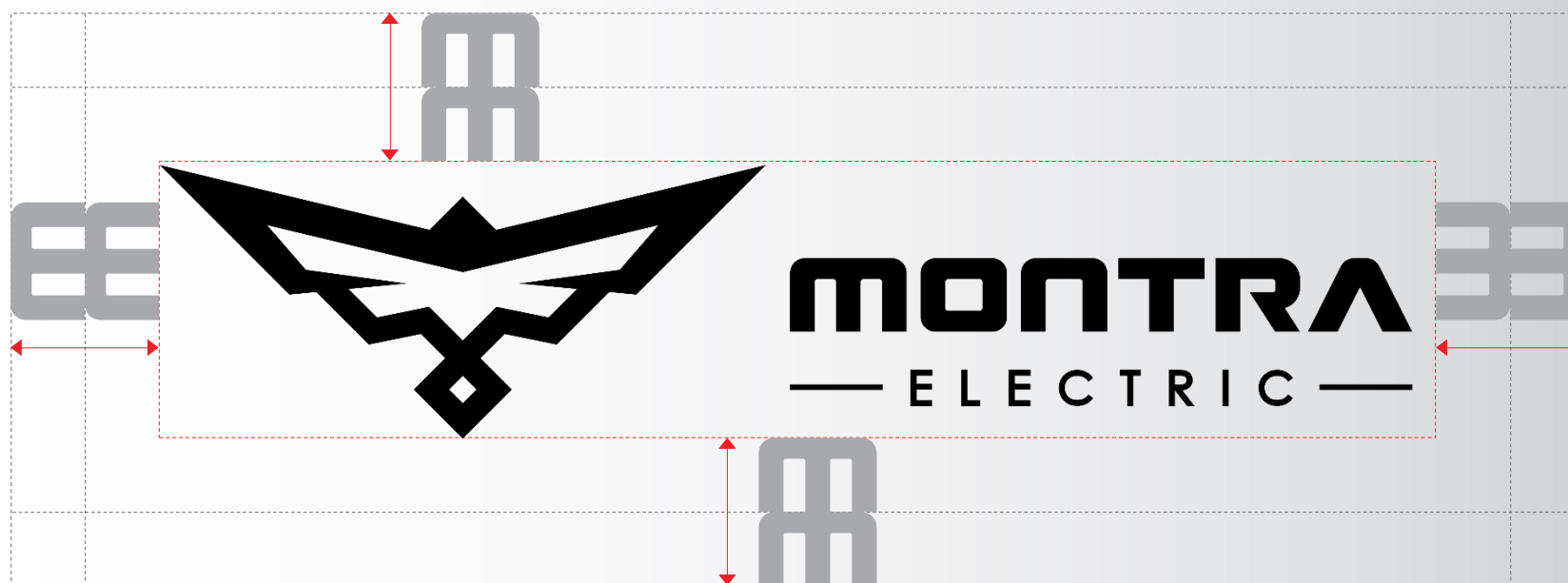


LOGO

ON GRID

HORIZONTAL LOGO

HORIZONTAL



LOGO CLEAR SPACE  
HEIGHT OF **2 m**

NOTE: INCREASE OR DECREASE THE LOGO SIZE PROPORTIONALLY.

# F O N T S

## PRIMARY FONT ( Headline )

### Aero

is a contemporary font, perfect for a futuristic, new-age brand like Montra Electric. It is non-serif which makes it look ultra modern. The sleek, curved edges of the Aero font are reminiscent of the sleek curvature of the Montra Electric auto.

## SECONDARY FONT ( Sub-head / Body)

### Arial & Calibri

family types make for excellent Secondary Types because of their simple, yet elegant lines.

ABCDEFGH  
abcdefgh

ABCDEFGH  
abcdefghijkl

ABCDEFGH  
abcdefghijkl

ABCDEFGH  
abcdefghijkl



# LOGO

## D O ' S & D O N ' T S



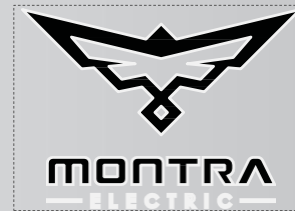
**Do not** skew the logo or create false perspectives.



**Do not** scale/resize the logo disproportionately.



**Do not** rotate the logo.



**Do not** add strokes or outlines to the logo.



**Do not** scale/resize the logo elements separately.



**Do not** distort the logo.



**Do not** interchange the logo elements.



**Do not** use unspecified colours.



**Do not** add glows to the logo.



**Do not** add elements to the logo.



**Do not** add shapes around the logo.



**Do not** add lines to the logo.

# LOGO

## D O ' S & D O N ' T S



Exceptional Usage



Exceptional Usage



Exceptional Usage: Picturemark and wordmark can be separately used only on the Vehicle, Apparel and Merchandise that carry design implication.

Note: These guidelines apply to special use cases of the logo as well.

# B U S I N E S S C A R D



A minimalist design in classy Steel Grey and black with a Montra Electric Red ticker incorporated.



This helps the stationery stand out and, more importantly, to deliver the message that Montra Electric can help you soar and realise your dreams.



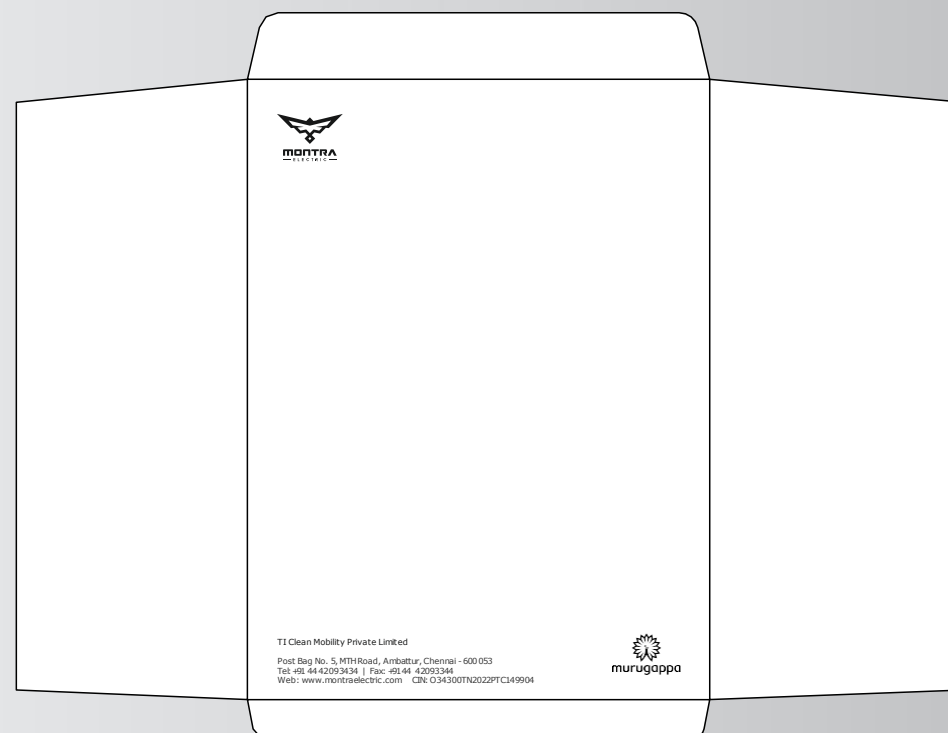
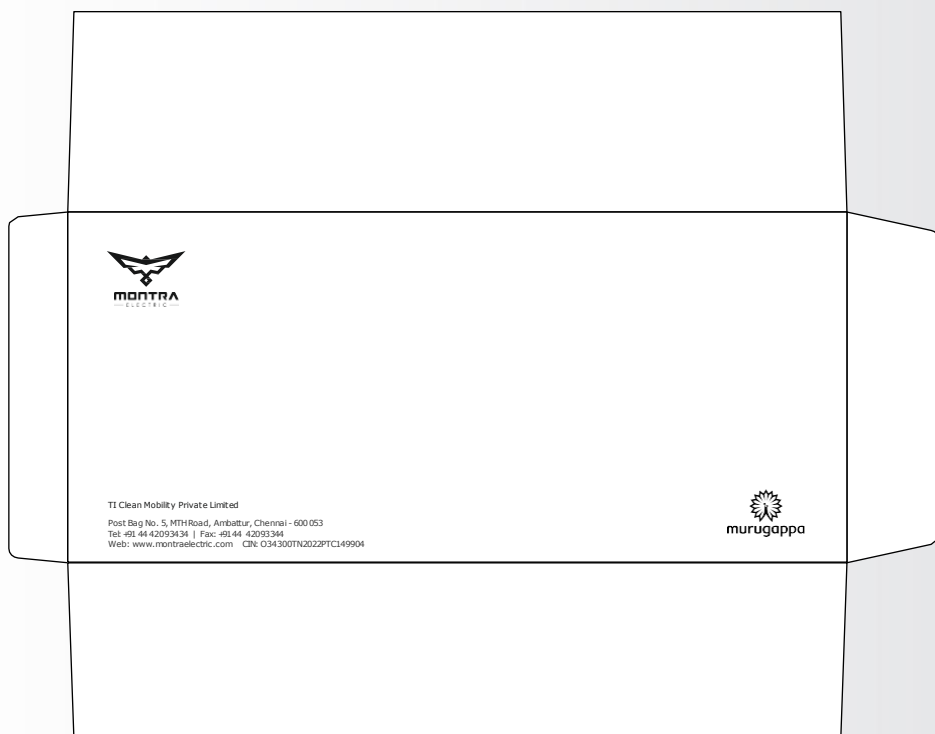
PRIMARY FONT - AERO - FONT  
SECONDARY FONT - CALIBRI

# LETTERHEADS

	<p>TI Clean Mobility Private Limited</p> <p>Post Bag No. 5, MTH Road, Ambattur, Chennai - 600 053 Tel: +91 44 42093434 Fax: +91 44 42093344 Web: www.montraelectric.com CIN: U34300TN2022PTC149904</p>
<p>Registered Address: Dare House, 234, N.S.C. Bose Road, Chennai - 600001, India. Tel: +91 44 4217 7705   Fax: +91 44 4421 0404</p>	
	

	<p>IPL Tech Electric Private Limited</p> <p>Subsidiary of TI Clean Mobility Private Limited</p> <p>Head Office: 422, Sundity Success Tower, Sector 65, Gurugram - 122018 Telephone : 0124 2841373 Email : info@iplogisticstechnologies.com CIN : U73100HR2019PTC082891</p>
<p>Registered Address: Dare House, 234, N.S.C. Bose Road, Chennai - 600001, India. Tel: +91 44 4217 7705   Fax: +91 44 4421 0404</p>	
	

# ENVELOPES



# E - M A I L

## S I G N A T U R E

To

Bcc

Cc

Add a subject line

**Veerakyathappa HC**

Senior Account Executive- Social  
Division Name

M: +91-7033981289/ 8273908337

CALIBRI BOLD - 16 PT

CALIBRI REGULAR - 9 PT

FONT LEADING - 7 PT



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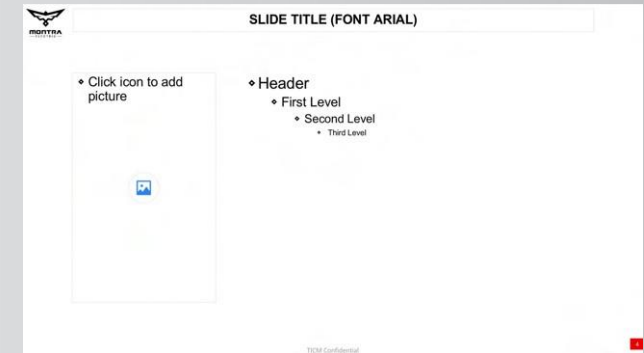
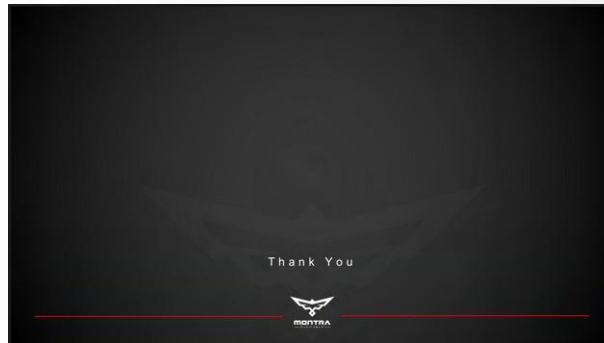


murugappa



# POWERPOINT

## TEMPLATE



# LOGO

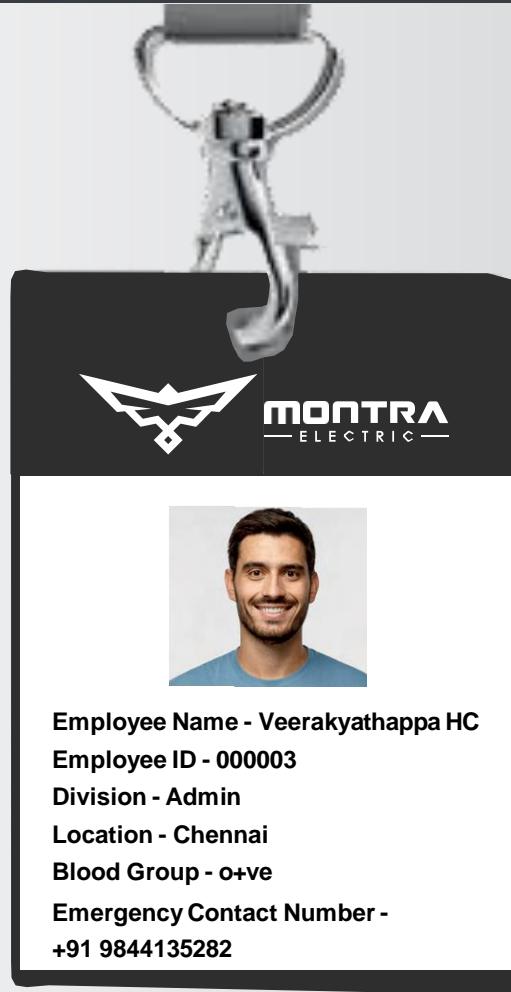
## SPECIAL USE CASES

Apparel can use Wordmark and Picturemark separately as well.

For Caps, only Picturemark will be there in the front. Wordmark will be taken elsewhere as per design.



# I D CARD



# LOGO

## ON VEHICLE

The picture mark and word mark can be separately used in vehicle. At least the picture mark should be in 3D and must have the place of highest prominence on the vehicle. If both the picture mark and word mark are placed together, then both should be in 3D.



C O R P O R A T E

G I F T S



**CARRY**

**B**AGS

