www.raymach.in

brand manual

guidelines

Year 2020

RAYMACH

TECHNOLOGIES

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01

about company

RayMach Technologies Pvt Ltd is an IT-Aviation business consulting company based in India that provides both products and services tailored for the Aviation industry. Our business model and product offerings are focused on automation & optimization of various processes. Based on the expectation of the Aviation domain, we also provide IT consulting services for various departments e.g. Crew Operations, Fleet & Flight Management, Engineering and Revenue.

Our vision is to optimize the processes of the Aviation industry highlighting the scope of improvement in terms of time & cost. Our mission is to serve customers with quality and remarkable efficiency helping them to increase their On Time Performance.

logo identity

Final Logo

Methodical 1. Newfangled 2. Diligent 3.

THE PHILOSOPHY

Ray refers to a beam of light and Mach is the unit of speed of sound.

The concept behind the name is an increase in the efficiency of processes denoting the fact that we function at speeds of light and sound.

Our services and products revolve around the optimization & automation of the processes of the aviation industry. Most of the processes in the aviation industry are managed through manual methods currently. Our approach towards those processes is to introduce technology to speed them up.

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Logo Color Variation

Final Logo

The logo will always be in Black OR White variations, however while using it on complex colored backgrounds, ensure that the text and Icon is visible and can be read clearly.

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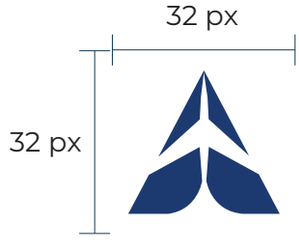
04

Minimum Size

Allowed Variations

Below we have highlighted what are the minimum allowed dimensions of our logo. Please use at least 25.4 mm height for printed media and for web graphics the minimum defined size is 32/32 px, beyond which there will be loss of colors and quality.

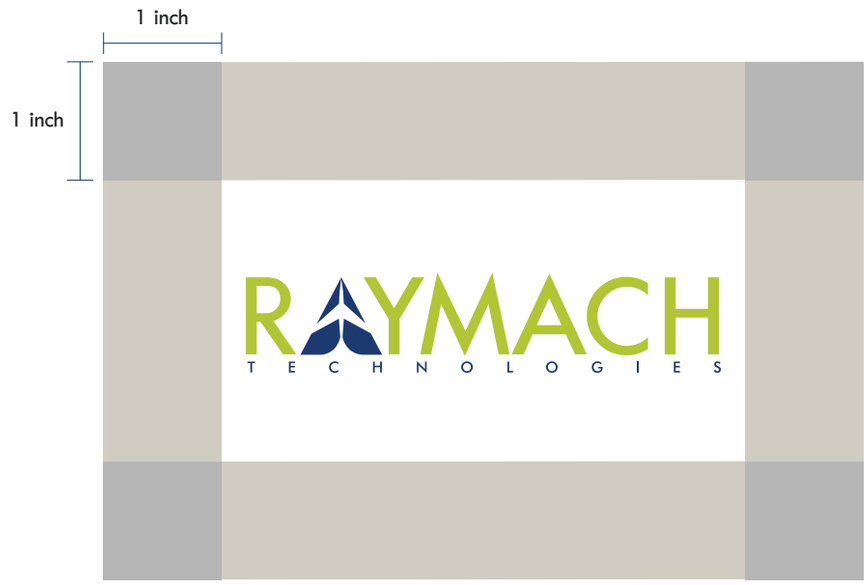


Logo Usage

Isolation Zone

It is imperative that the RayMach logo is readable and isolated. In order to achieve this, please allow a certain area around the logo as the isolation zone. Within this area there should not be any characters or design elements present.

The zone shown below is the “minimum” space that must be left around the logo, while displaying it. It is encouraged to use as much isolation space as possible to display the logo properly.



basic brand color

Color Usage

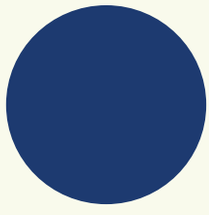
Be sure to comply with the below values when creating RGB image data from CMYK vector data.

chartreuse green

FOR WEB USE
Red: 176 Green: 198 Blue: 54

FOR PRINTING USE
Cyan: 36 Magenta: 7 Yellow: 100 Key: 0

Aegean Blue



FOR WEB USE
Red: 31 Green: 59 Blue: 113

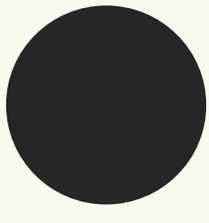
FOR PRINTING USE
Cyan: 100 Magenta: 87 Yellow: 28 Key: 14

White

FOR WEB USE
Red: 255 Green: 255 Blue: 255

FOR PRINTING USE
Cyan: 0 Magenta: 0 Yellow: 0 Key: 0

Black



FOR WEB USE
Red: 40 Green: 40 Blue: 40

FOR PRINTING USE
Cyan: 71 Magenta: 65 Yellow: 64 Key: 68

typography

Typeface

The official font for RayMach logo is Futura Classic. Please make sure the text associated with the logo is always in Futura Classic.

PRIMARY FONT

FUTURA CLASSIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghiklmnopqrstuvwxyz
01234567890!@$%

FONT SIZE 22 PT

Title
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘’
123456789£$?!<>{}[]#¢™®

FONT SIZE 16 PT

Headline
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘’
123456789£$?!<>{}[]#¢™®

FONT SIZE 11 PT

Subtitle
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘’
123456789£$?!<>{}[]#¢™®

FONT SIZE 9 PT

Content
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz.,“”‘’
123456789£$?!<>{}[]#¢™®

09

design elements

Illustrated Icons

These are certain predefined Icons which can be used while representing RayMach.

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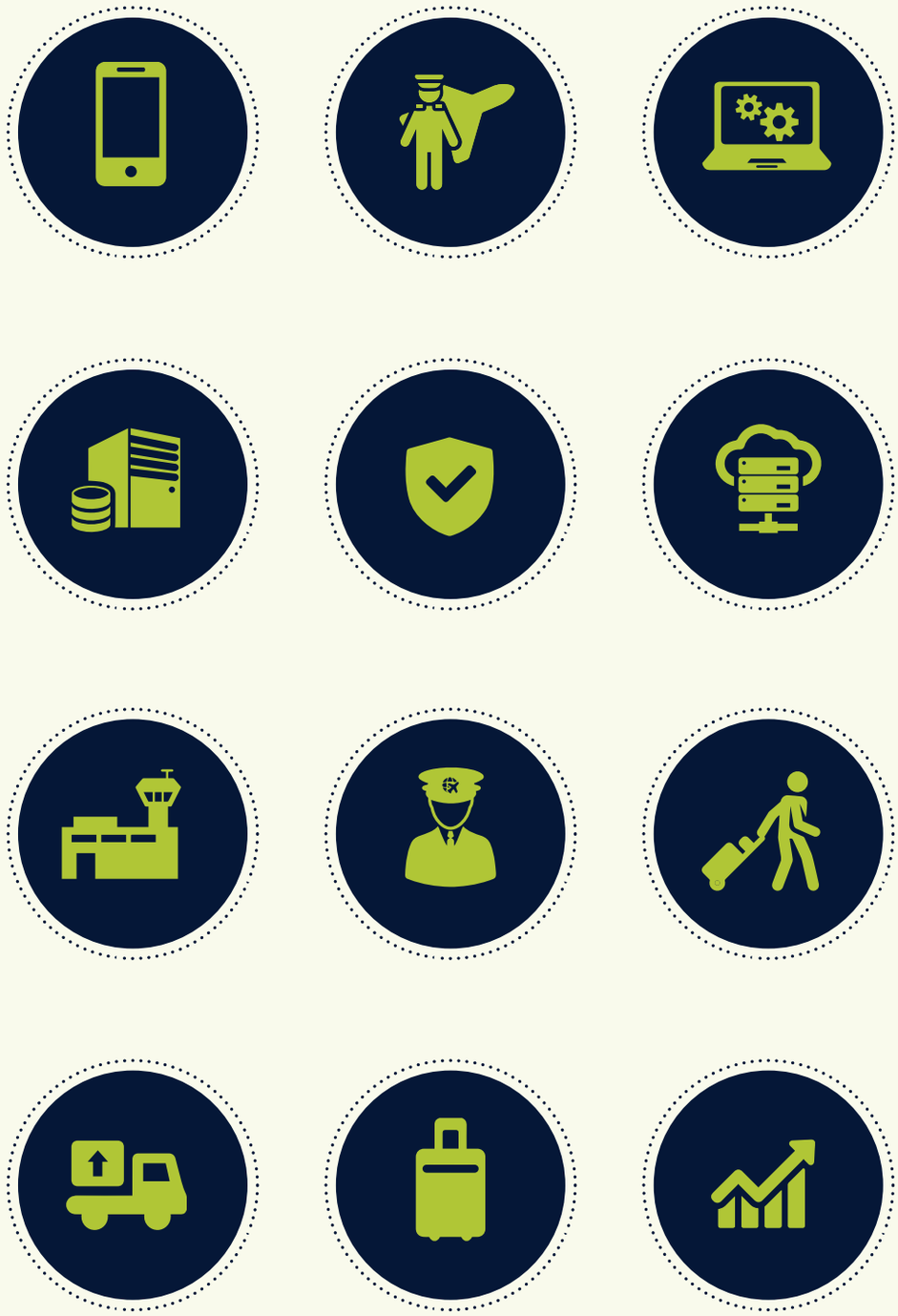

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