AHUJA GROUP VISUAL IDENTITY QUICK REFERENCE

LOGO

CONSISTENCY IS CRUCIAL

Consistent logo appearance is important to Ahuja Group's brand recognition. Always use the logo exactly as it appears below to maintain a professional, quality appearance.

NEVER RE-CREATE, MANIPULATE OR DISTORT THE LOGO FOR ANY REASON.

4 Colour

1 Colour

TAGLINE

Experience Quality Beyond Compare

Always capitalise each word of the tagline and preferably in Ubuntu Italic in Ahuja Grey.

Black & White

COLOURS

Primary colours used for shades and accents in specific applications, used very sparingly and never near any logo signature.

Secondary Colours mainly used for headlines and for large solid colour backgrounds for differentiation.

Accent Colour and Tints of Primary and Secondary Colours mainly used in graphs, tables, thin lines and for demarcation and highlight.

Use 80%, 60% and 40% shades of the colours for tint and accent variation.

Primary	Secondary	Accent
AHUJA BLUE C:93 M:78 Y:6 K:0 R:39 G:62 B:130 HEX: 273e82	**AHUJA SILVER** C:0 M:0 Y:0 K:30 R:170 G:169 B:169 HEX: aaa9a9	**AHUJA YELLOW** C:0 M:17 Y:100 K:0 R:255 G:203 B:0 HEX: ffcb00
AHUJA RED C:10 M:90 Y:85 K:0 R:128 G:37 B:29 HEX: da251d	**AHUJA ORANGE** C:0 M:45 Y:85 K:0 R:247 G:150 B:70 HEX: f79646	**AHUJA AQUA** C:60 M:5 Y:15 K:0 R:75 G:172 B: 198 HEX: 4bacc6
	AHUJA GREEN C:32 M:9 Y:81 K:0 R:155 G:187 B:89 HEX: 9bbb59	

FONTS

Primary font used for headlines, distinctive text, decorative writing and wherever specified.

Print & Multimedia Fonts Calibri for all text which will be printed and Corbel for headlines and sub headings.

Primary & Distinctive	Print & Multimedia	Onscreen & Plain Text
Ububtu	Calibri	Arial
	Corbel	Verdana

Onscreen & Plain Text Fonts for all text in emails and other text send for onscreen reading.