

Brand Identity Toolkit





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INTRODUCTION





1.0 About BOALT

BOALT SA Enterprises is a leading firm that specializes in end-to-end furnishing solutions for large scale institutional projects like schools, offices, and residential apartments. Started in 1997, BOALT is the brainchild of founder Mr. Hemant Sharma. Born and brought up in a distinguished family of craftsmen and furniture makers, whose legacy dates back 160 years, Mr. Sharma started the company after learning all the traditional techniques of furniture designing and manufacturing. Over the past two decades, BOALT has managed to carve out a niche for itself with multiple national and international projects of repute, especially in the public sector domain. The company is looking onward and upward to revolutionize the market for turnkey furnishing projects.

1.1 Purpose of a Brand Identity Toolkit

“If we have a website and a brochure from where we can learn more about BOALT, why do we then need this Brand Identity Toolkit? ”

As a business, we need to consistently apply a certain standard, style, and tone of voice that matches our brand values and goals, across all our marketing collateral. Having a defined guide with the exact elements and guidelines defined for such collateral will come handy in the future for, a) a consistent brand identity, and b) reflecting our position and values as we move forward. This style guide has to be followed consistently to reinforce the idea of the brand BOALT and what it stands for. This toolkit will eventually help build and protect the brand through visual and written communication.

1.2 WHEN TO USE THE TOOLKIT

This toolkit has resources and guidelines for the specifics of our brand identity. Anyone creating any form of communication for BOALT, whether visual or written, must use the toolkit as a reference point to create it.

This toolkit includes our logo, patterns, color palette, fonts, and tone of voice. The use of certain elements must be used as per norms set in this book to consistently help build the brand that we envision.

The toolkit has been created so that every person involved with BOALT can adhere to a set of rules, for a consistent use of brand assets, when creating anything on behalf of the brand.

Define a visual and verbal language to express the Brand World view.

Provide guidance for manifesting this world view for various audiences.

Inspire brilliance and consistent action internally and externally



2. Brand Articulation



2.0 WHAT is BOALT

...and what does it represent?

In a world where evolving technology is rapidly changing the way we do business, BOALT believes in working with the same precision that our forefathers did 160 years ago, while upscaling along the way.

We are proud of our legacy of furniture designing and manufacturing. We are confident in our experience of over two decades. We are committed, resilient, bold, and customer-oriented.

We enable and empower through our designs and solutions. We are Ready to Inspire.

Vision

To revolutionize end-to-end furnishing solutions for institutions of all sizes.

Mission

To create experiences for our customers that bring traditional design and build philosophy together with global standards of finishing, through a customer-first approach.



2.1 Brand Purpose and Brand Values

Brand Purpose

We make the lives of people easier so that they can focus on doing great things; we enable and empower

Brand Value

Our core values help guide our actions and communicates to our customers, exactly what we stand for

- Empowering
- Dependable
- Efficient
- Quality
- Agile
- Relationships
- Traditions

2.2 Tagline

READY TO INSPIRE

2.3 Boilerplate

BOALT is a leading end-to-end furnishing solutions firm for institutional needs. Established in 1997, BOALT has worked on multiple prestigious projects in the private and public sectors for the past 20 years, drawing inspiration from family traditions dating back 160 years.





2.4 Tone of Voice

Keeping our tone consistent and mindful of our values, we will create a recognizable tone of voice for our brand.

BOALT is proud, but not boastful.

We are confident, without being cocky.

We are professional, helpful, and empathetic.

We are experts at our craft, but we're also agile.

We listen and we advise.

We can take a stand, but we can also stand down.

We're also traditional, but not old-fashioned.



3. Creative Elements

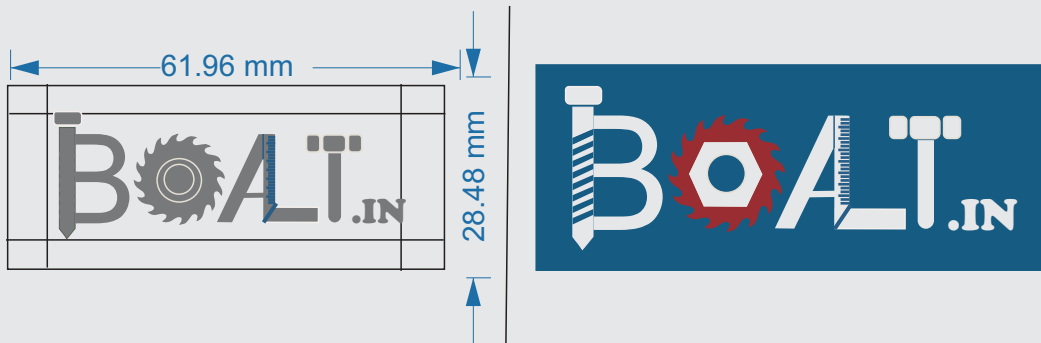


3.0 Logo Expressions

The BOALT logo is a key part and visual articulation of our brand identity. To maintain its integrity, the logo should be used consistently according to these guidelines.

When used, there is a minimum amount of space the logo requires when positioning on any communication. This margin must be maintained between the logo and the edge of a page. Any other elements or logos should not be positioned within the clear space.

Please consult the brand team if you have any questions about the usage of the logo.



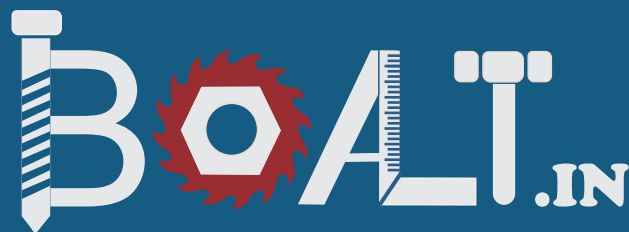
3.1 Our Logo

A cursory glance at the BOALT logo tells us that the brand focuses on the craft of furniture making.

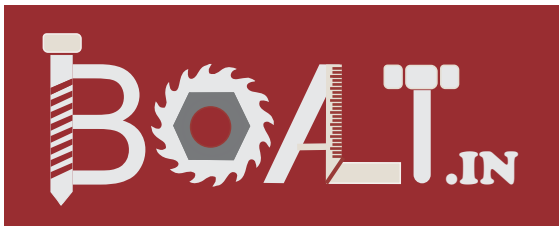
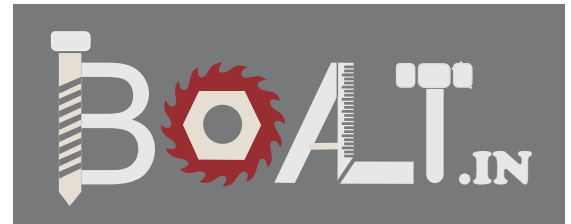
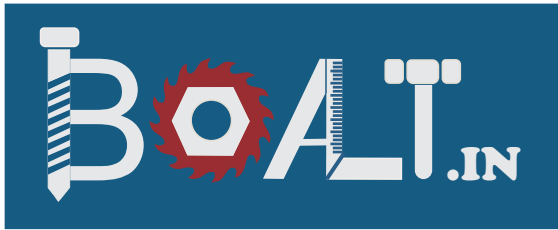
The different elements, including the screw, hammer, bolt, and saw cutter are traditional tools in furniture making, and conjure up a very workman like imagery in the mind.

The 90 degree angle denotes precision.

The logo is bold and pronounced so there is no confusion what expertise BOALT possesses.

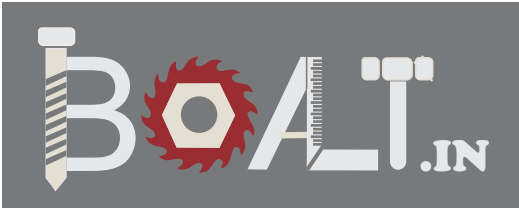
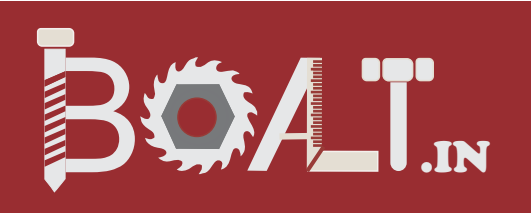


3.2 Logo Variations

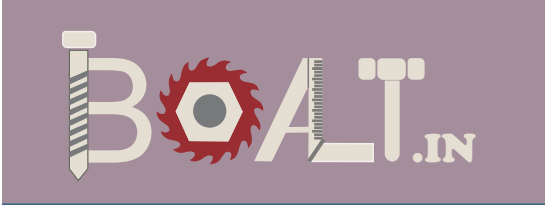
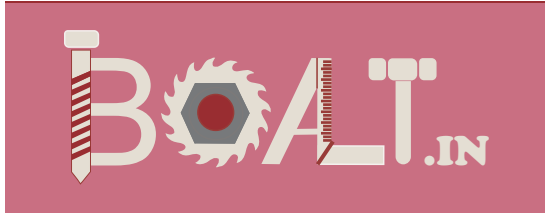
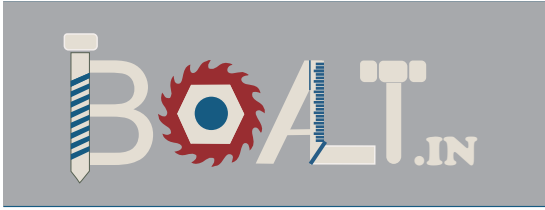


3.3 Do's and Don'ts

Do's



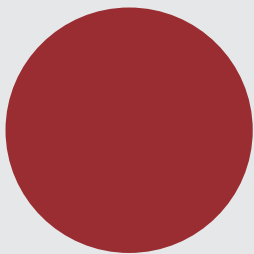
Don'ts



3.4 Brand Colors

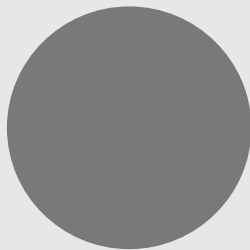
Primary Color

Red



Web Color
RGB : 131 41 42
Printing Color
CMYK : 44 99 97 05

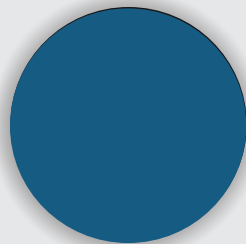
Grey



Web Color
RGB : 105 103 102
Printing Color
CMYK : 00 00 00 65

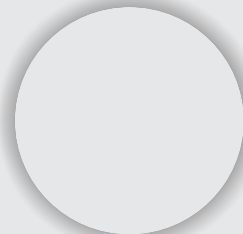
Secondary Color

Blue



Web Color
RGB : 34 76 117
Printing Color
CMYK : 85 47 15 30

White



Web Color
RGB : 222 222 221
Printing Color
CMYK : 00 00 00 10

3.5 Font Style

Typography

Primary Font

Bodoni Bk BT

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

Primary Font

Footlight MT Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

123456789

3.6 Brand Icon



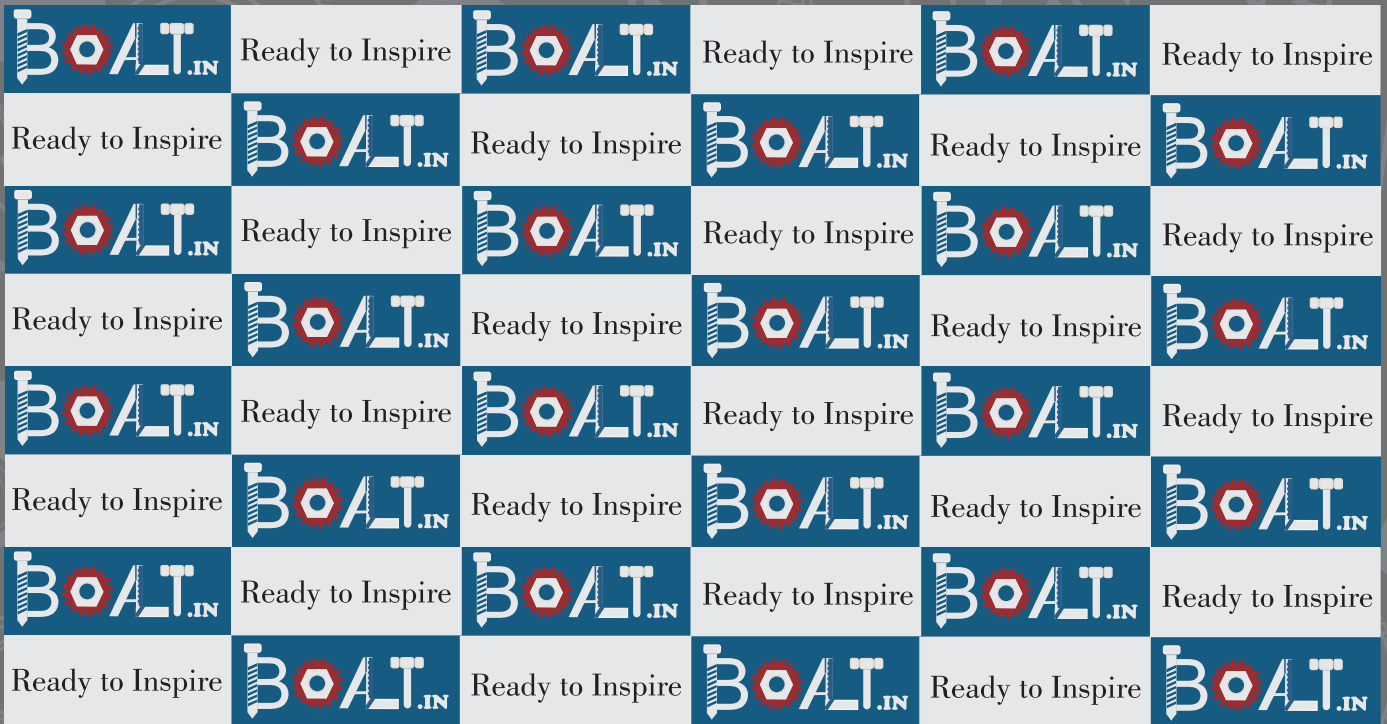


4 Creative Space

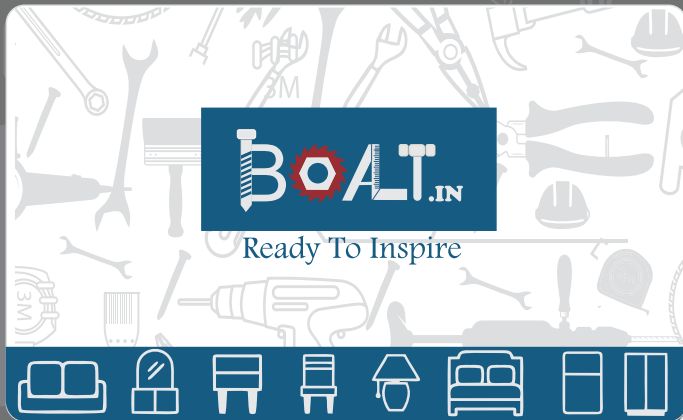


4.0 Creative Space

We Highlight our core strength with an interactive layout which help the consumers to have an enriched thought for the product and trust from the Boalt (S A Enterprises).



4.3 Business Card



HEMANT SHARMA
PROPRIETOR

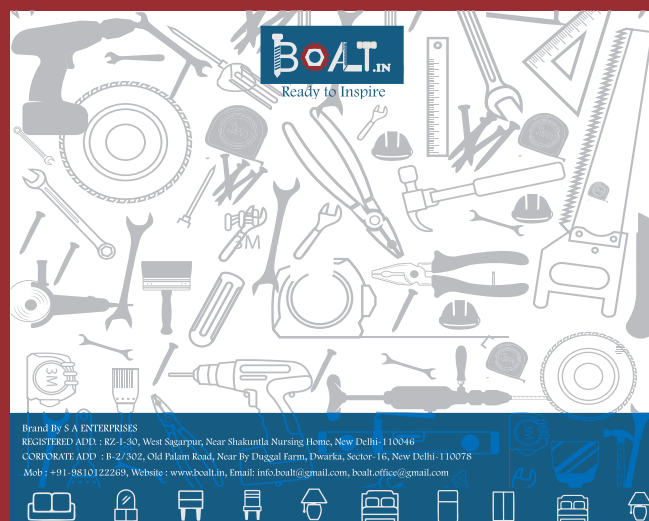
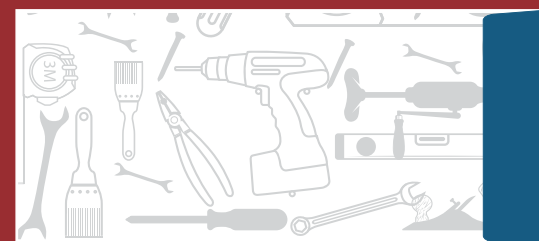
Brand By S A ENTERPRISES

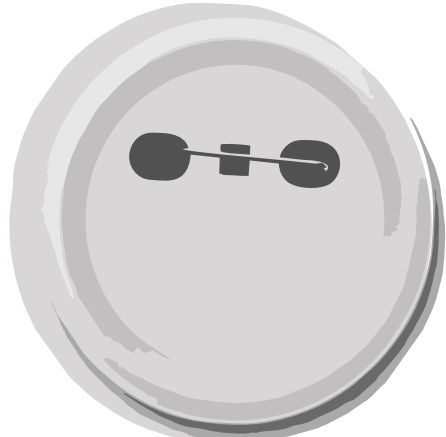
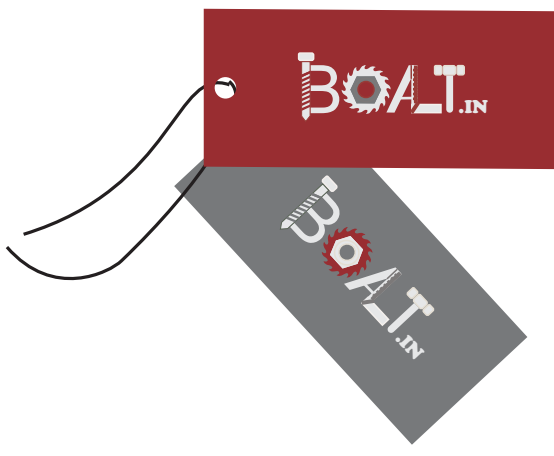
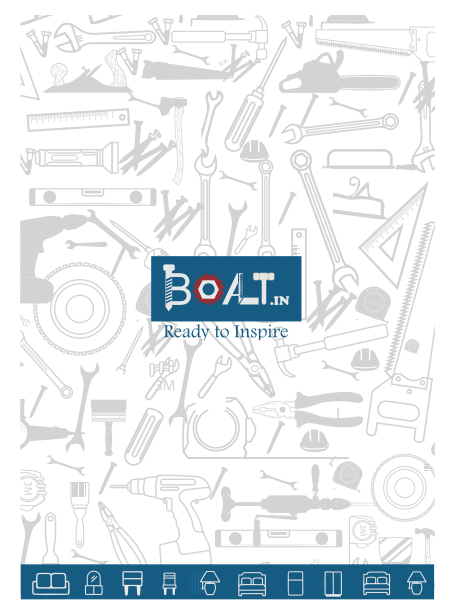
Corp. off Add :3rd Floor,B-2/302, Old Palam Road, Near by Duggal Farm, Dwarka
Sector-16, New Delhi-110078 Mob :+91-9810122269.

Website : www.boalt.in, Email : info.boalt@gmail.com, info@boalt.in,

OFFICE SUPPLIES

Our Stationery Templates have been created with fixed and editable regions, allowing you to Customized contact Details

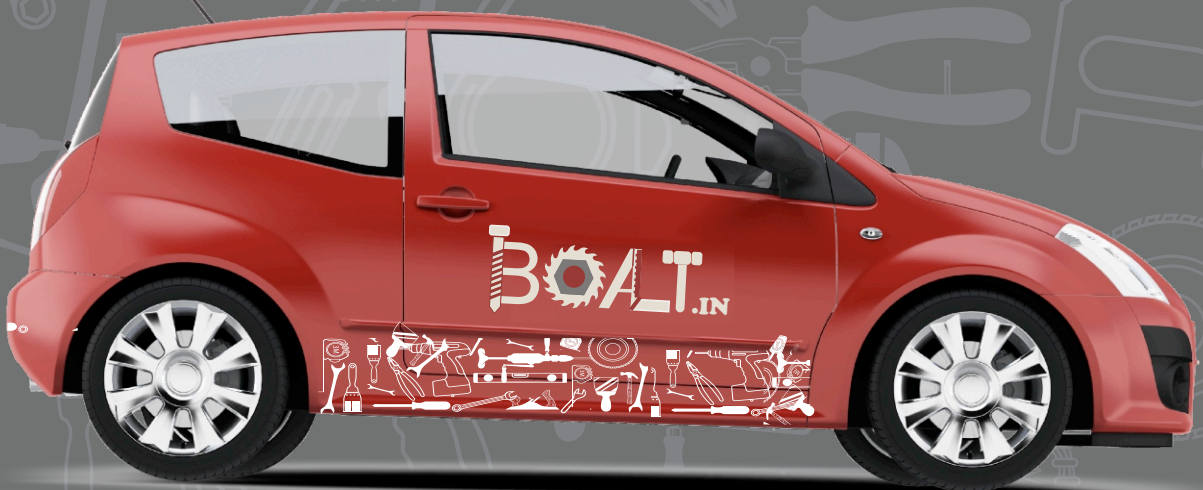
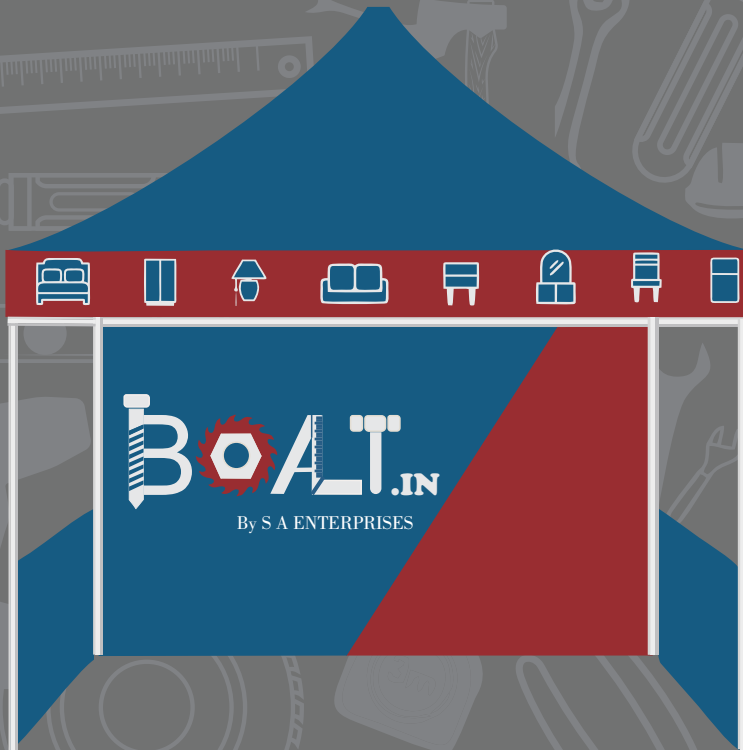




4.2 BOALT PROJECT OFFICE



4.4 Event Setup

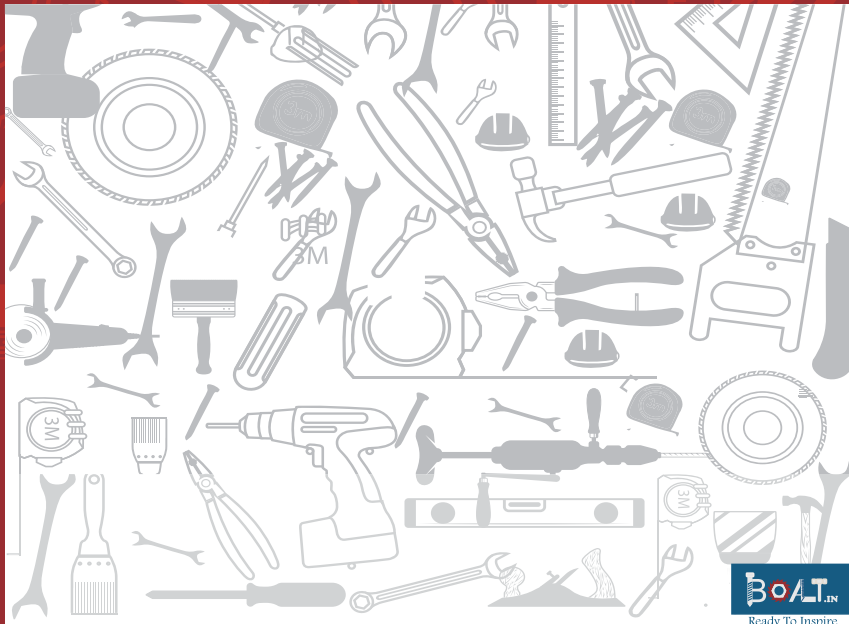




4.5 Newsletter

A newsletter is an important medium for building relationships and maintaining regular contact with customers and prospects. It increases awareness about us and our products, while demonstrating our expertise with updates on on-going projects and developments. With the help of our newsletter, we can create a database of customers or potential customers who follow us and would like to interact with the brand in the future as well.

4.6 Power Point Slide



4.7 BOALT office Design





BOALT CORPORATE OFFICE



NEW GUIDELINES CLASSIC STYLE 2020

Version 1.0 2020 Edition

The Complete Brand Guidance, defining the
set of rules followed by the Boalt (S A ENTERPRISES)



CORPORATE OFFICE

3rd Floor, B-2/302, OLD PALAM ROAD,
Near By Duggal Farm, Sector-16, DWARKA
NEW DELHI-110078