

Brand Guidelines





MODULAR
INFRATECH

Uncompromised Quality

These guidelines are created to ensure that no matter how the brand is expressed, via different media or style of communication, it always remains distinct and consistently identifiable.



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OUR STORY

#1

More than 30 years ago, with a Civil Engineering degree and a decent experience in the topmost construction companies of Delhi, Mr. Sunil Trakru started Modular Infratech.

He had the vision and passion to build a company from ground up and raise the bar high up for all the existing construction companies at that time.

Modular Infratech entered the residential sector first, building iconic luxurious spaces of some well known personalities.

It then moved into the Industrial and Commercial space with focus on Space Management and Sustainability.

Some very known buildings around the country are built by the highly dedicated workforce of Modular Infratech.



ABOUT US

#2

Established in 1991, MODULAR INFRATECH Pvt. Ltd. has carved a niche for itself in the construction business. After doing some notable works in the private Residential sector, we diversified to the Industrial and Commercial sectors too.

Modular Infratech's activities span across a broad spectrum of building services. We undertake construction of Warehouses, Industrial factories, Commercial buildings, Institutional buildings, Pre-engineered buildings, Residential premises, and Farm houses.

We are a staunch believer of "Quality without Compromise" which is visible in each of our projects. We inculcate the latest cutting edge technology and an innovative design approach to deliver what our clients envision.

We have a vision to create a better tomorrow for our generations. We take utmost pride in the creativity which we put in each of our works. We aim to surpass our client's expectations and present them with something truly incredible.



VISION

To change the landscape of the construction sector in India through continuous evolvement in the latest technology, innovation and highly trained workforce.

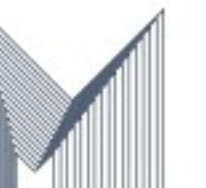
MISSION

To envision our clients dream and fulfill it through innovation, aggressive performance and superior quality.



VOICE

- Communication is a critical aspect of any brand. How we say is as important as what we say.
- Our goal is to create a clear and consistent messaging that reflects our brand personality.
- Our voice consists of both messaging and tone.
- Our brand voice is Confident, Bold, and Ambitious.
- The tone adjusts to what's suitable for a particular piece or message as per the voice making it Powerful, Clear, Enthusiastic & Strong.
- The language should always be Clean, Formal, Professional and Simple.
- The purpose of voice of the communication is to Inspire, Connect and Convey Passion.



LOGOTYPE

Our logo depicts the “Swiss Roofing” technique which is beautifully inculcated on top of a “M”, which stands for our brand Modular Infratech. The logo is strong, striking with a hint of modern on one hand and heritage on the other.

The logo exhibits our authority and expertise in our niche. It also reflects our innovative abilities.



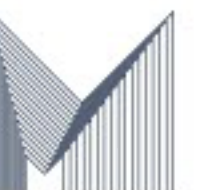
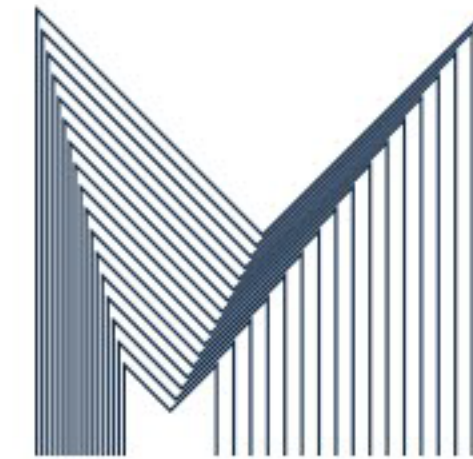
Word

+

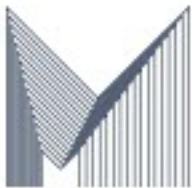


Swiss Roofing

=

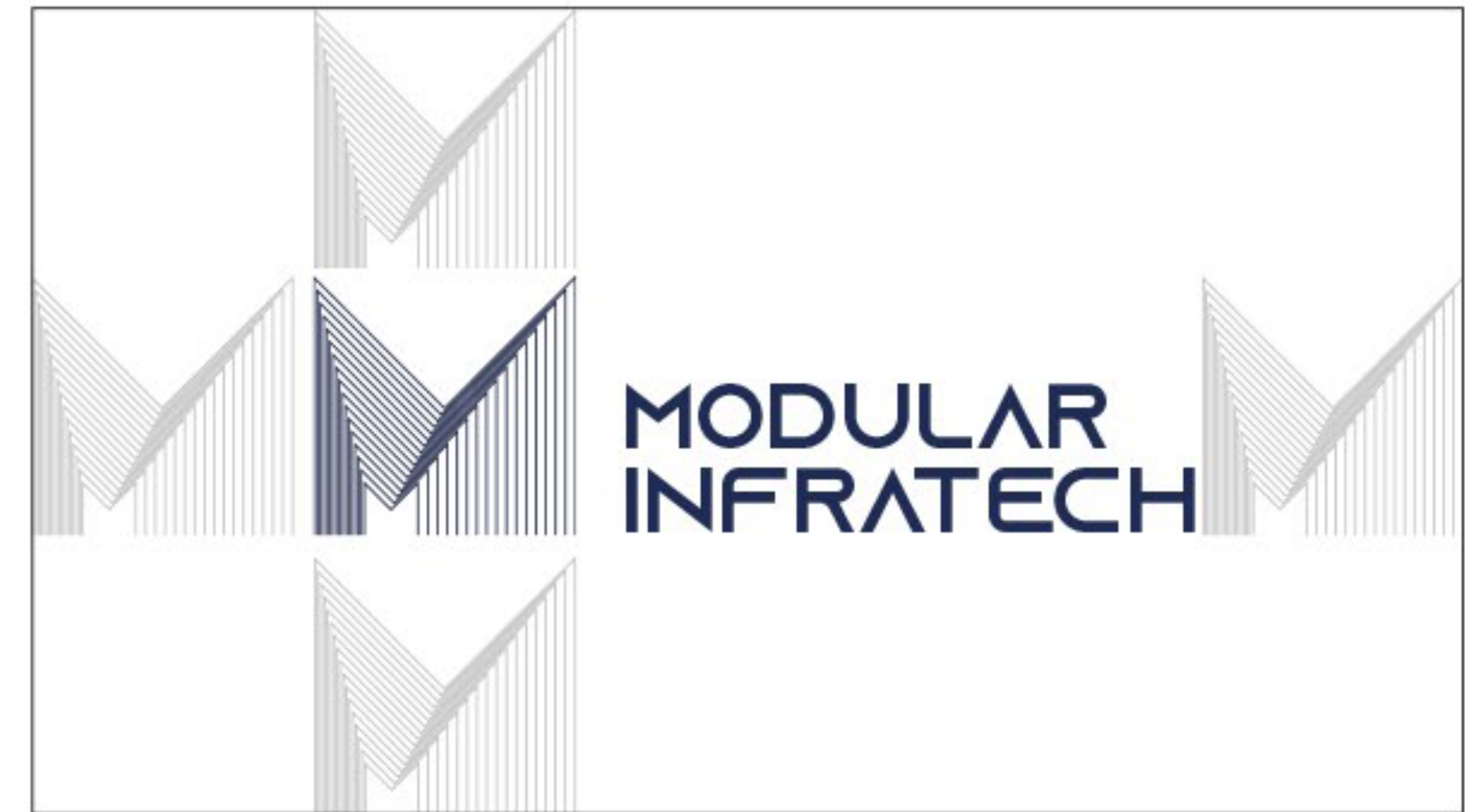
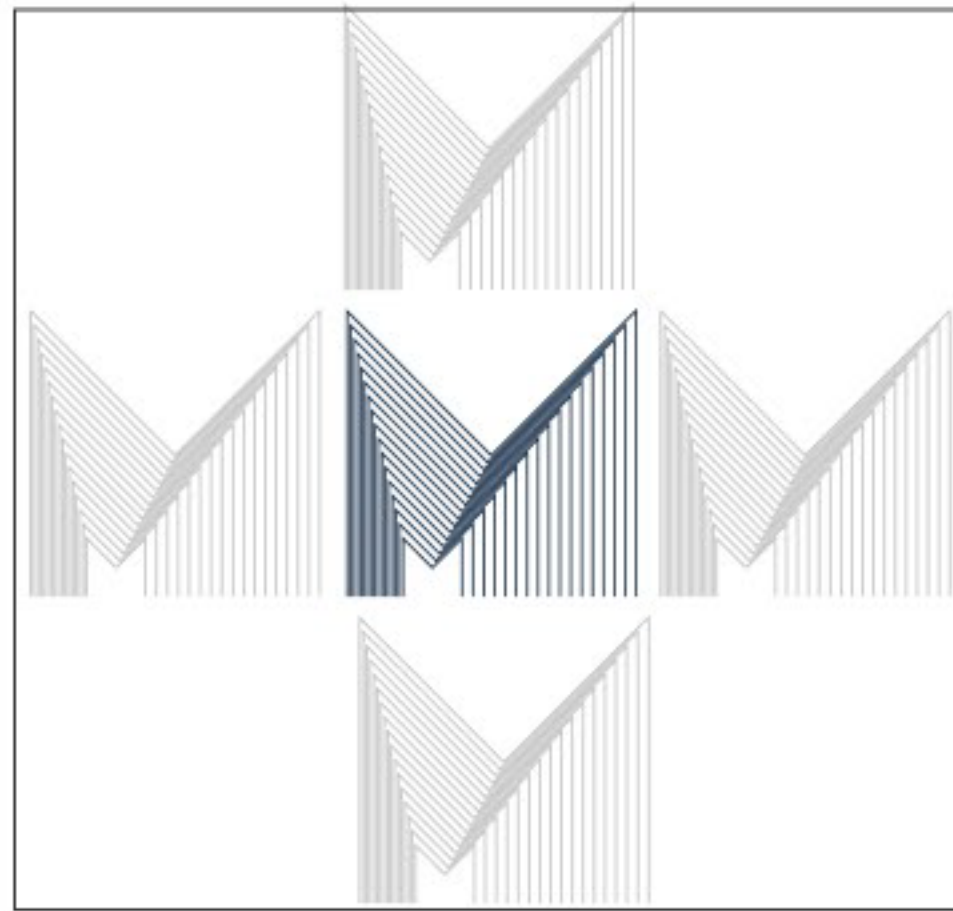


MAIN LOGO



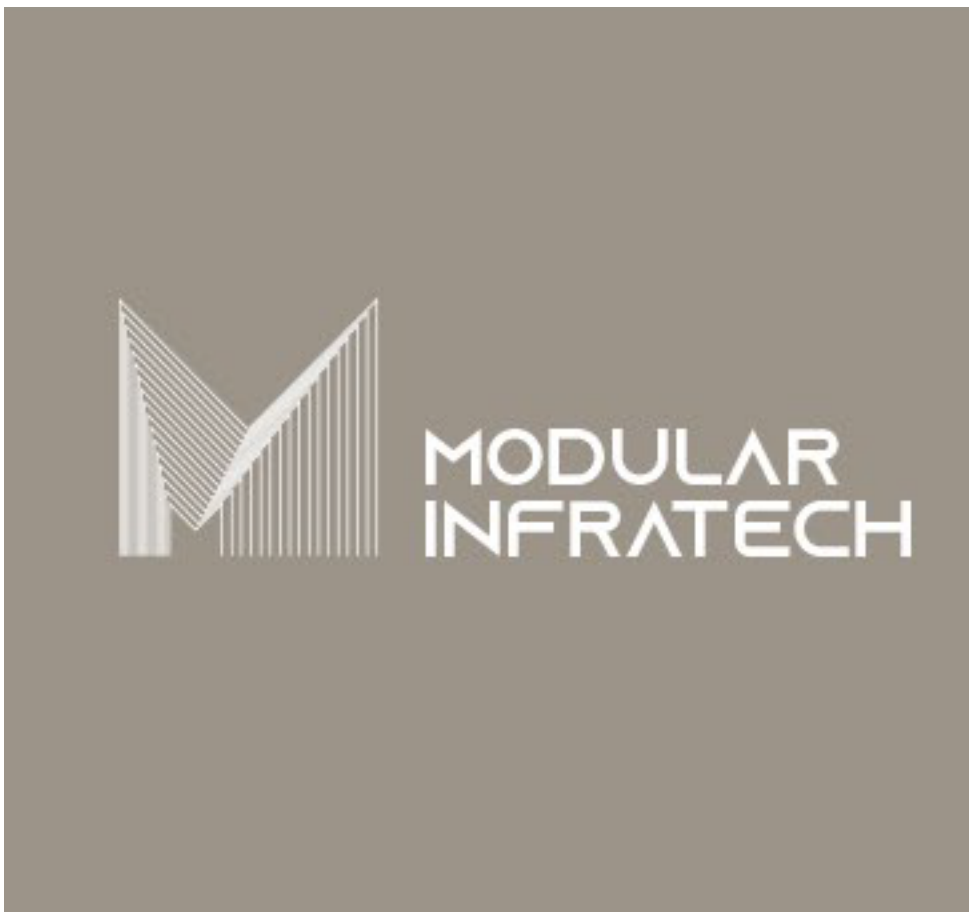
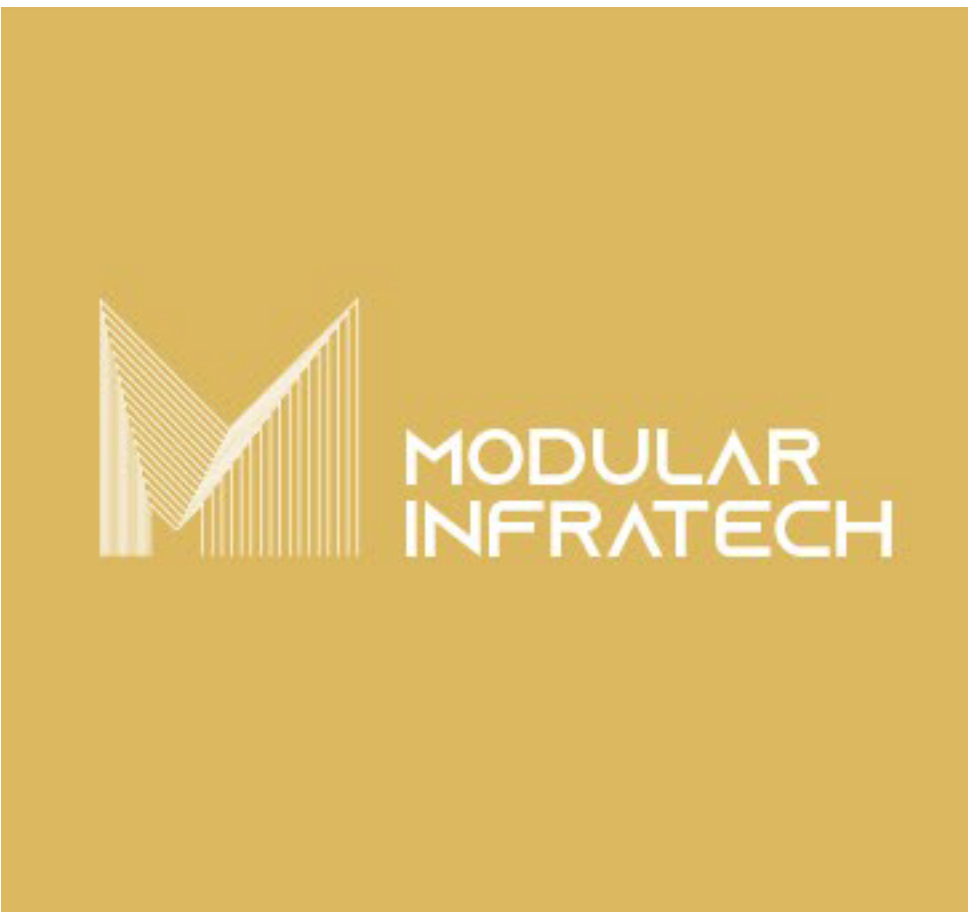
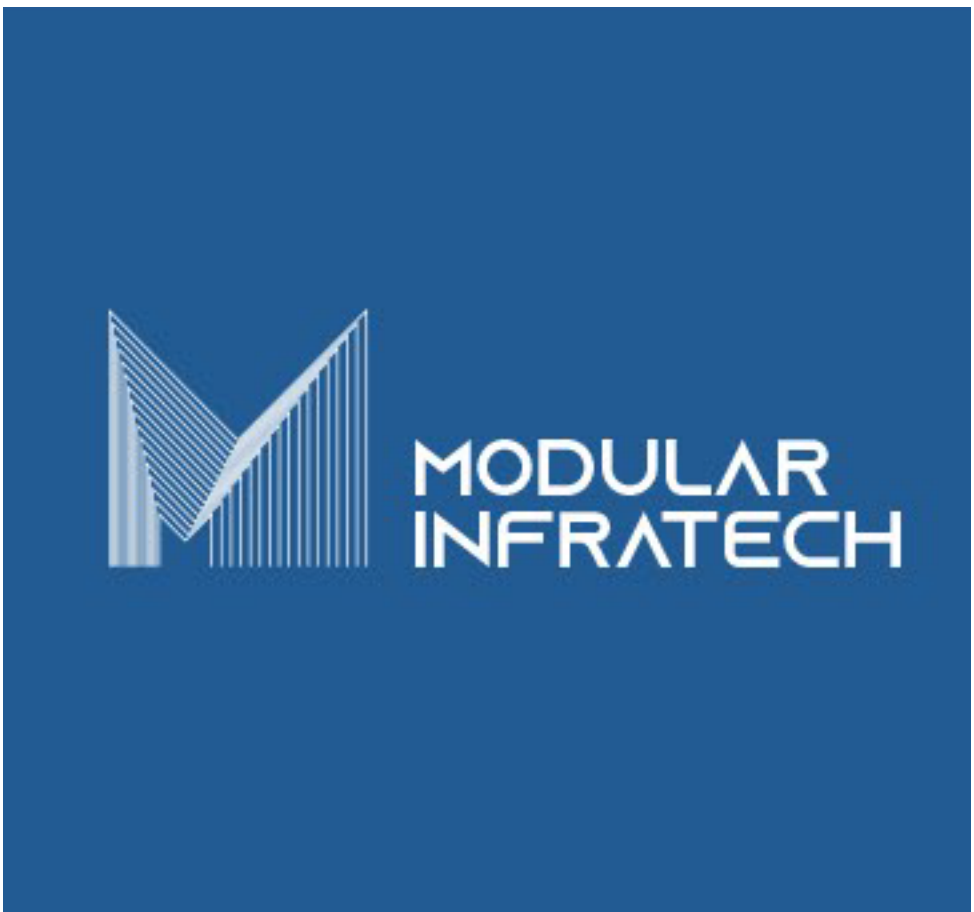
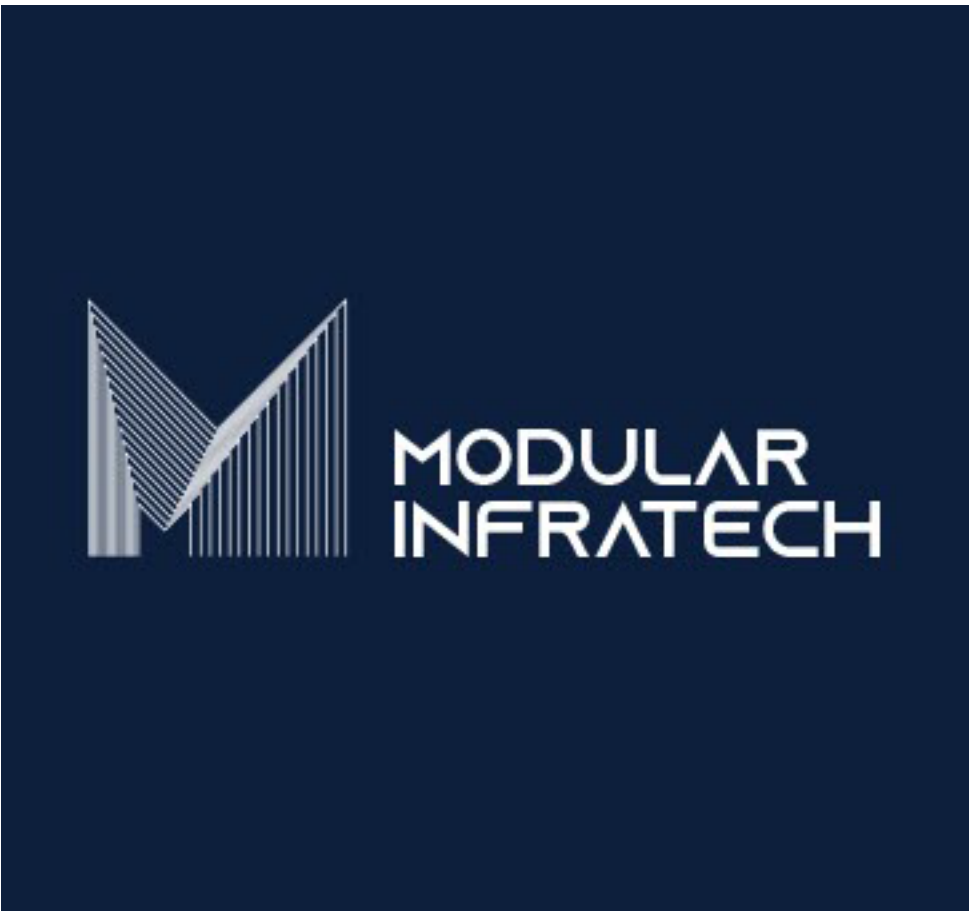
LOGO SPACING

To protect the logo from proximity to any other elements, a safe space is defined. This is the minimum space the logo needs around it.



USAGE OF LOGO

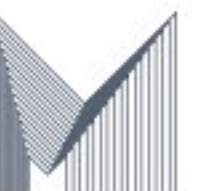
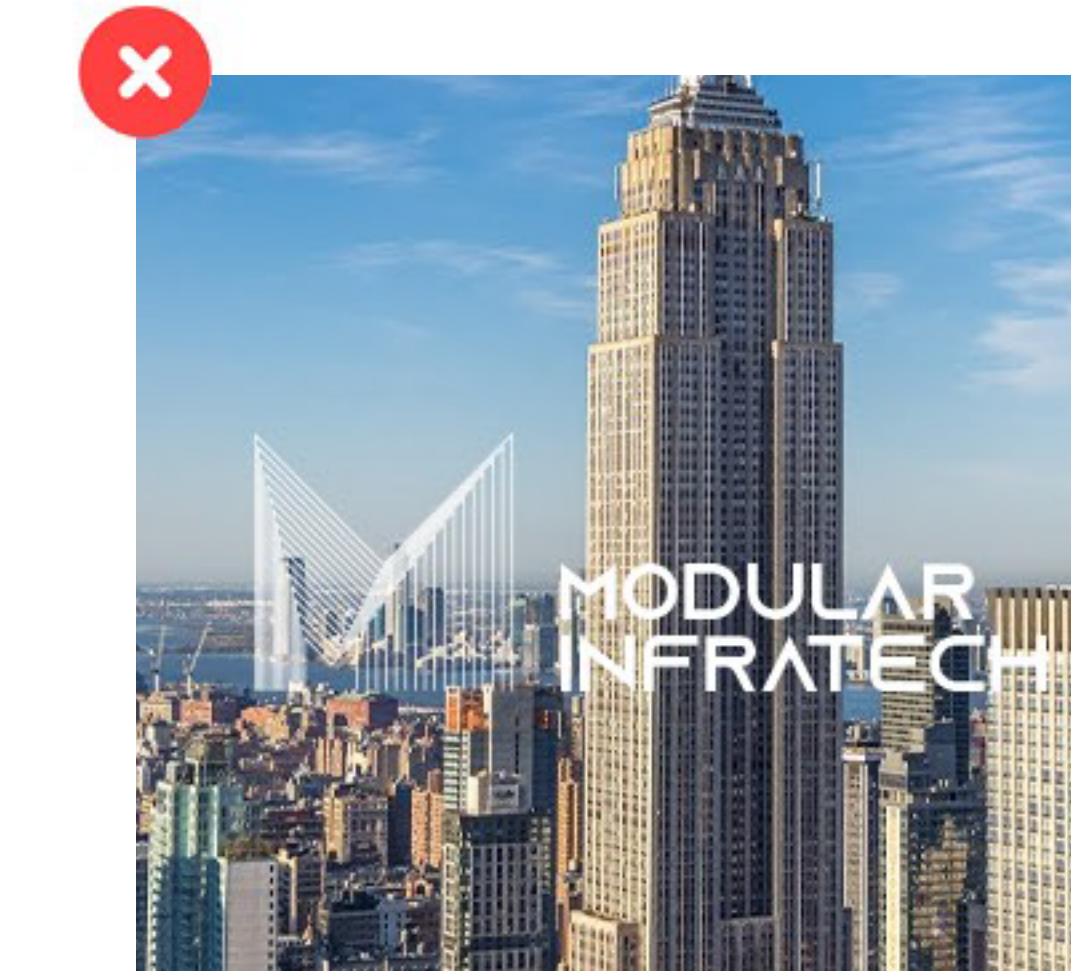
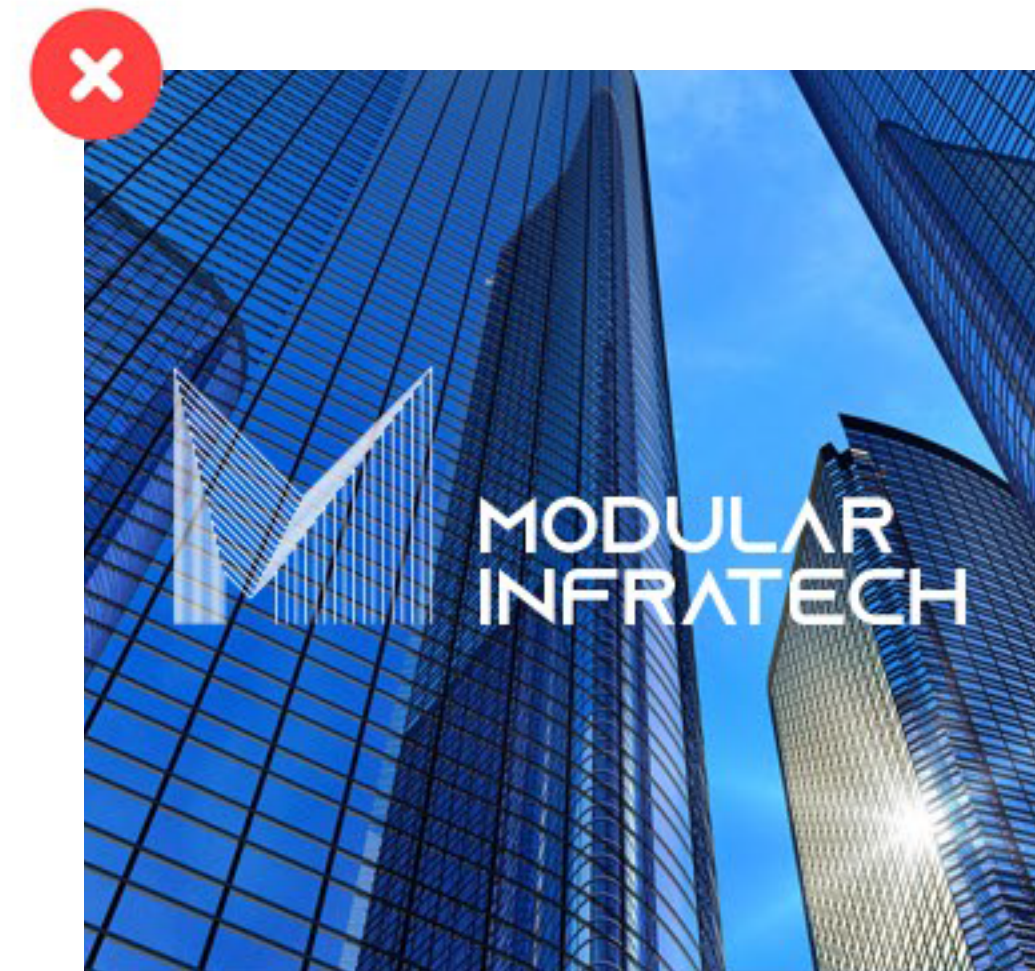
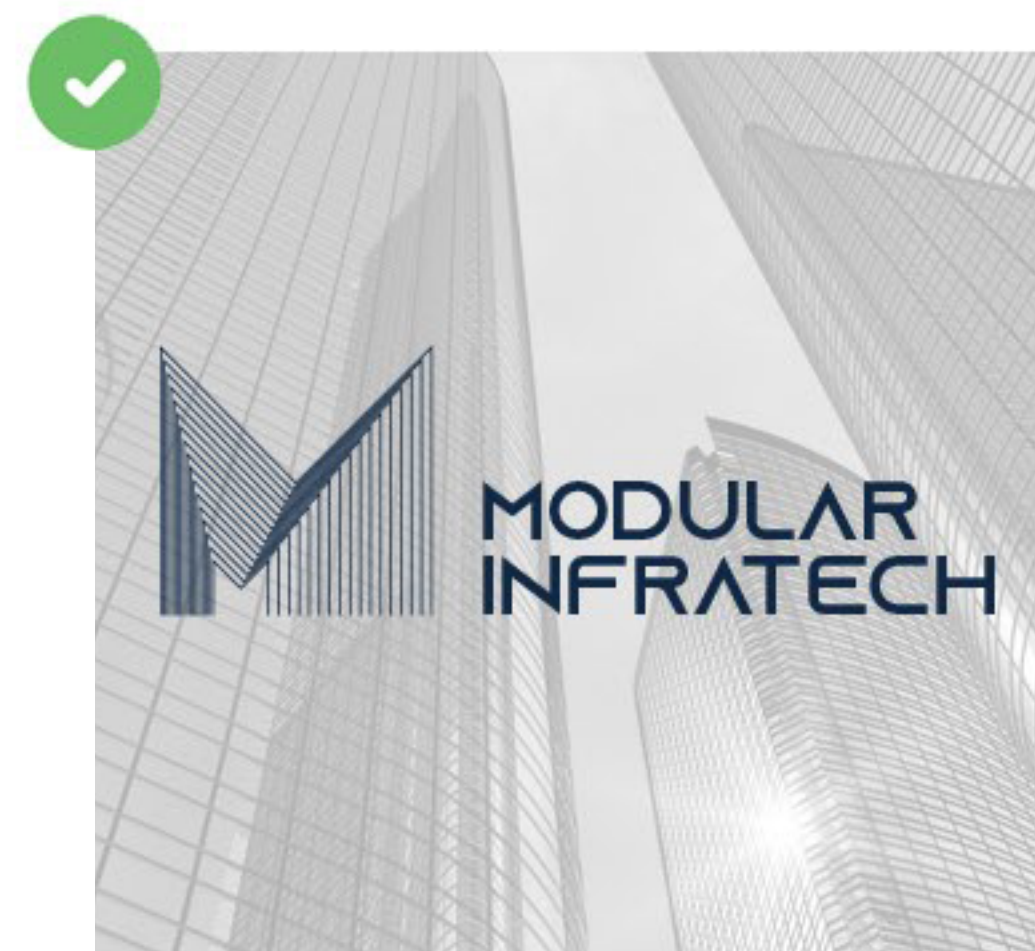
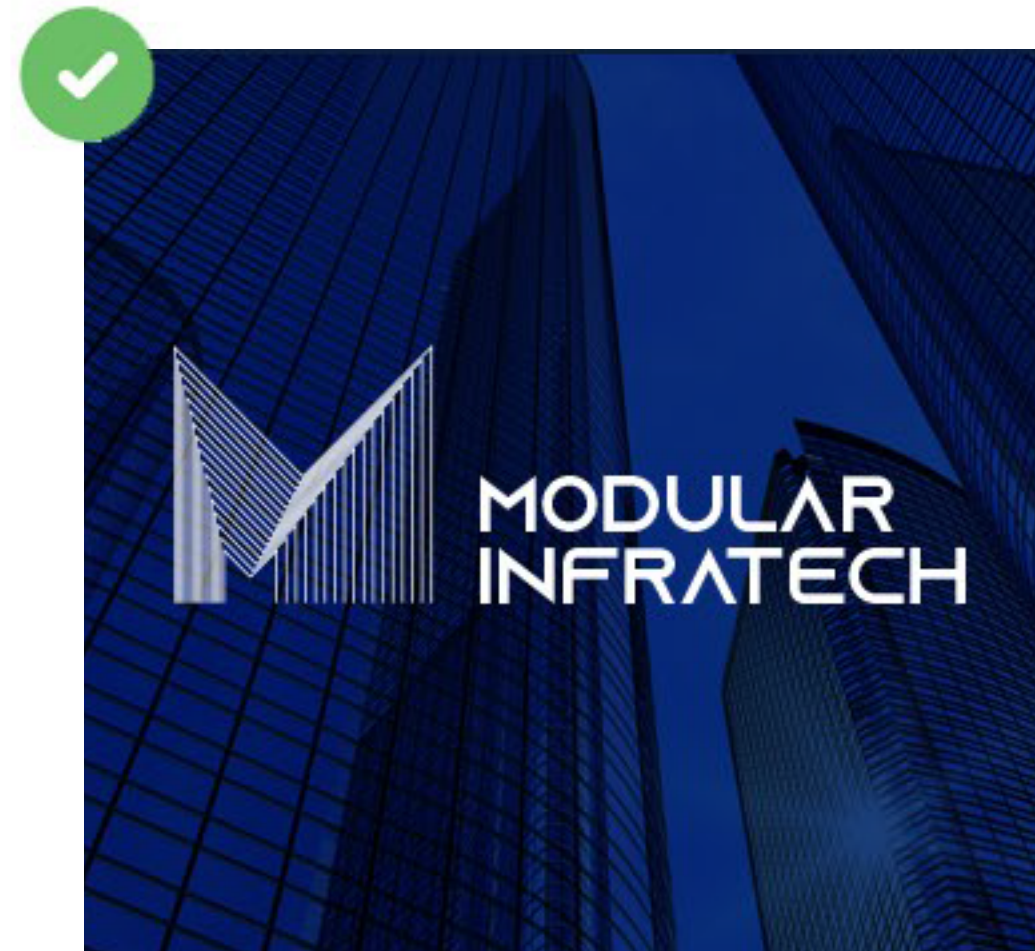
Approved Usage of Logo, no other combination of logo colour and solid background colour will be used other than this.



USAGE OF LOGO

8

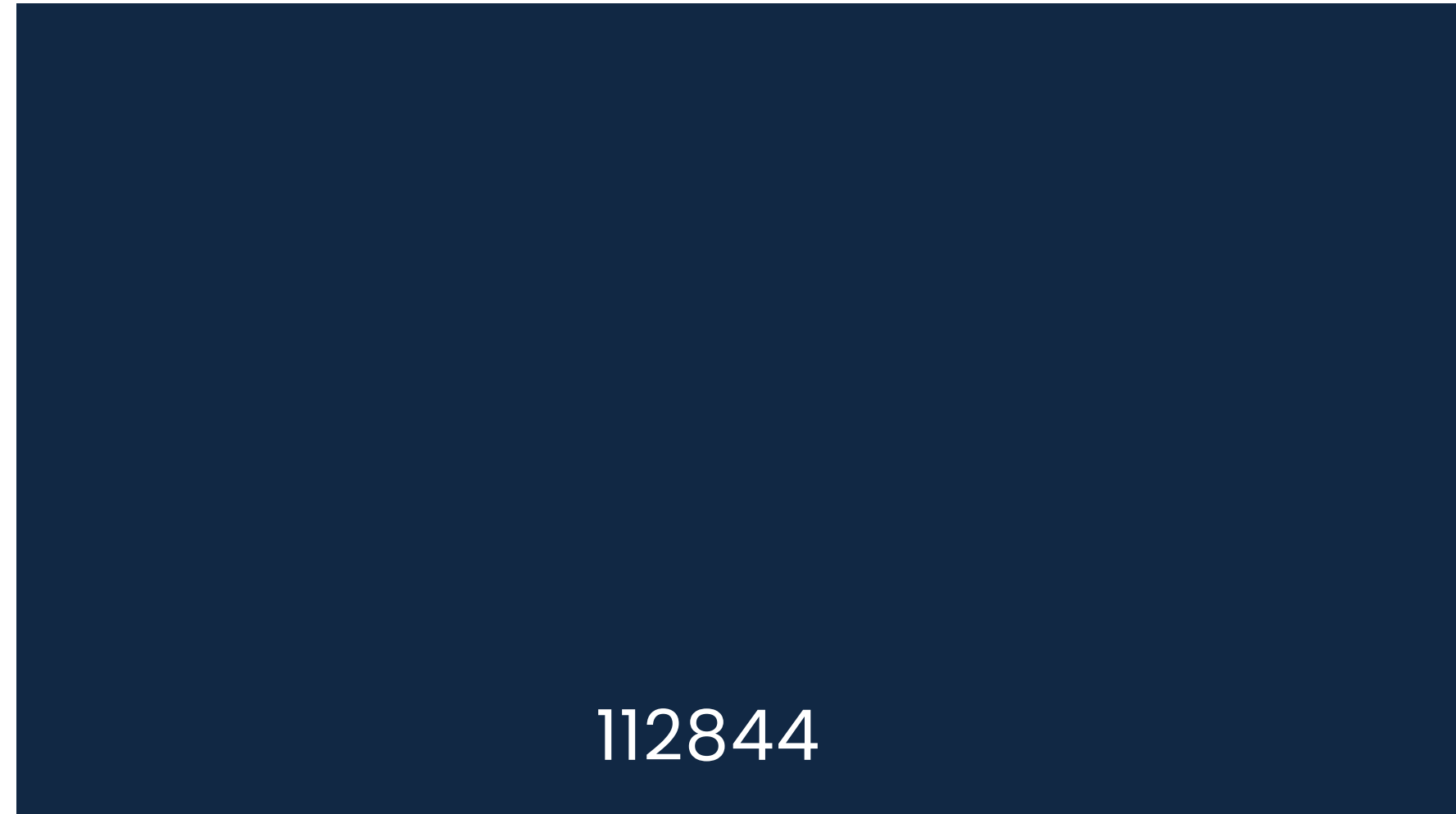
Approved Usage of Logo, no other combination of background contrast will be used other than this.



COLOUR SCHEME

#10

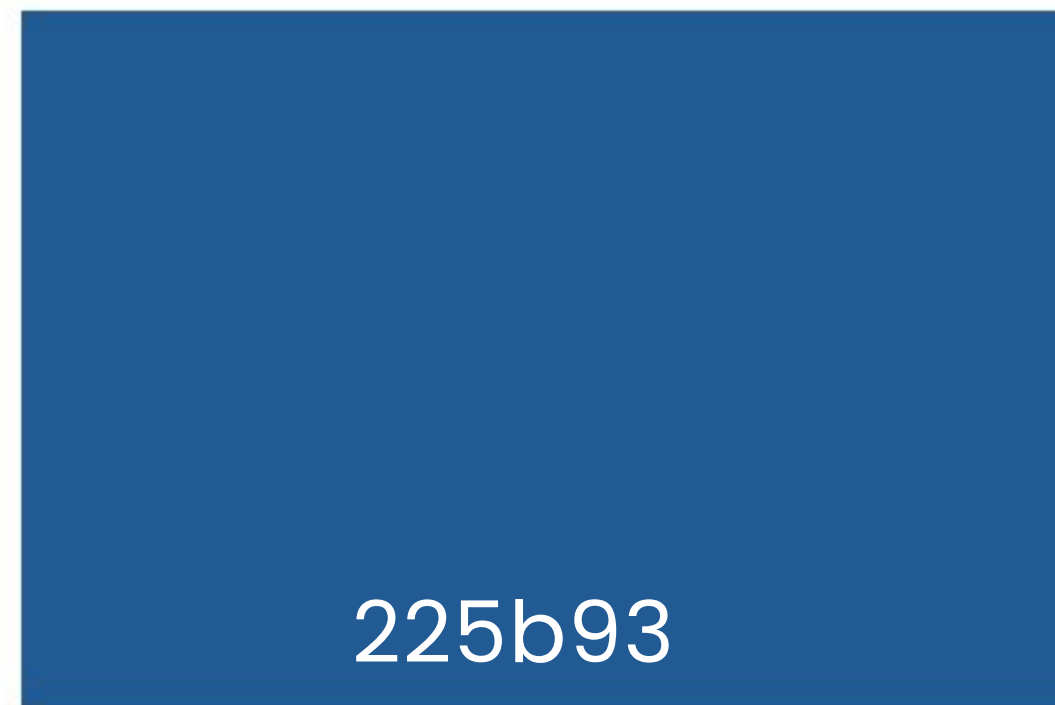
Primary Colours



112844

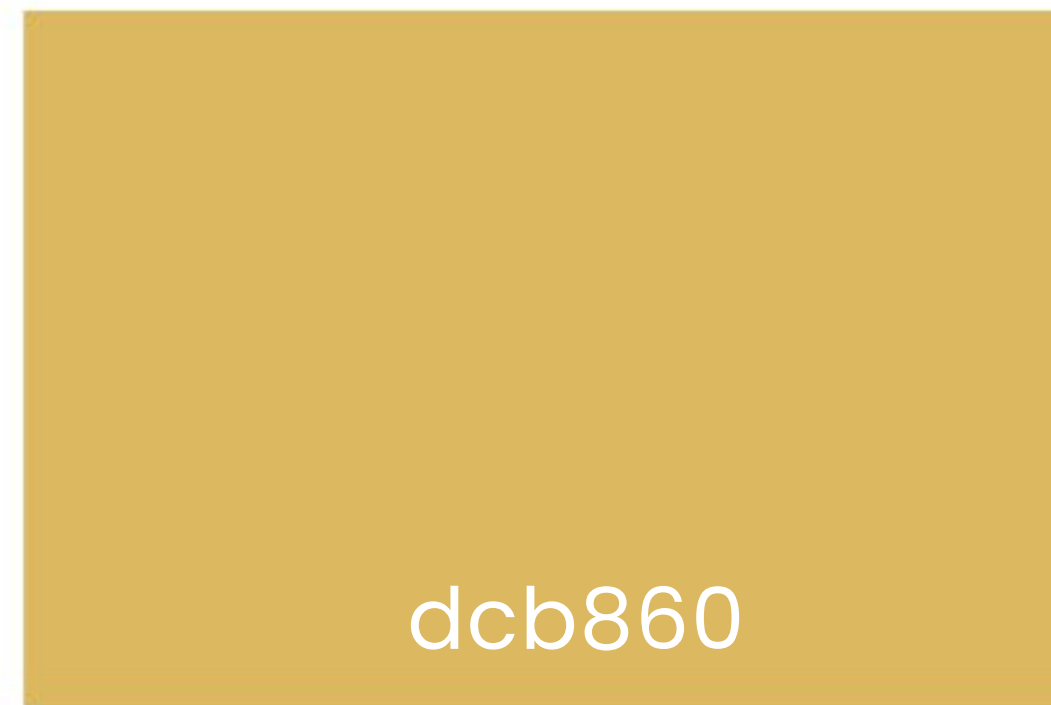
Navy Blue

Secondary Colours



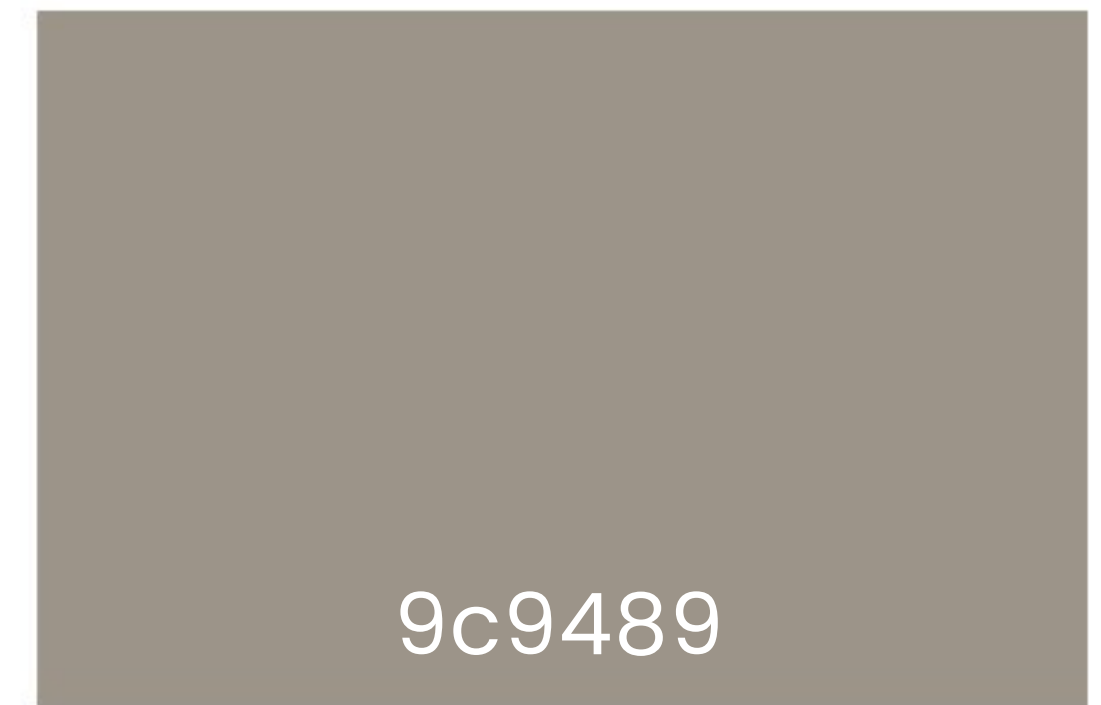
225b93

Pastle blue



dcb860

Misted Yellow



9c9489

Aluminum



TITLE FONT

BEBAS (FOR DIGITAL & PRINT MEDIUM)

QUALITY WITHOUT COMPROMISE

PRIMARY FONT

ROBOTO FAMILY (FOR DIGITAL & PRINT MEDIUM)

Roboto- Bold

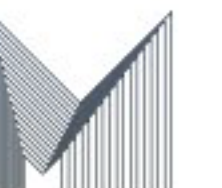
Roboto- SemiBold

Roboto- Medium

Roboto - Regular

Roboto- Light Italic

QUALITY WITHOUT COMPROMISE



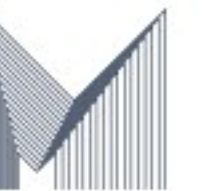
HEADING	<div></div> <h1>FACTORIES AND WAREHOUSES</h1>
SUB-HEADING	<div></div> <h2>Project with LEED PLATINUM Certification awarded by Green Business Certification Inc.</h2>
BODY	<div></div> <p>Whether it is an industrial building, a commercial complex, or a warehouse project we use leading-edge construction technology to realize the dreams of our clients. We believe that the success of any project depends on the synergy of a three-way partnership with a client, architect, and contractor all working together in a spirit of true collaboration.</p>



SIGNATURE PATTERN

TRI-HEXAGON PATTERN

Of all the geometric shapes in sacred geometry, the hexagon is arguably the most powerful and fascinating shape, it is a symbol of harmony and balance.





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