Developer Bazaar

Creating Positive Impact

Brand
Identitiy

Design Guidelines and usage

Who are We?

Developer Bazaar Technologies is an IT services and solutions provider headquartered in Indore, India. We aim to create some positive impact in the lives of all connected to us directly or indirectly. We know how technology works and using the power of technology we have the vision to bring positivity to the lives of people and make things easy for them.

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What is Our Logo?

Developer Bazaar Technologies logo is our primary identity and very important for us. We are recognizable across the world with our logo. Developer Bazaar Technologies' main aim is to create a positive impact in the lives of people. The voice of the company is depicted by our logo. You can see a hand in the upward direction telling the company's message of spreading positivity. Logo helps in maintaining the integrity of our company and establishing trust.

Identity Introduction

Primary Logo

Secondary Logo

Logo For Social Media Usage

Identity Components

The Developer Bazaar Technology identity is comprised of three elements, the word mark, the Human rise secondary logo and the tagline, "Creating Positive Impact". Colour, gray scale, all black and all white versions of the identity were created to address a range of communication needs.

In most instances all three elements will appear together. The proportions between the icon and word mark must never be altered. In some instances the secondary logo can be used alone and the Primary logo can be used. All DB Tech produced marketing materials must use the identity.

Do not change the color
of the icon.

Do not place any text or graphics
over the icon.

Do not change the direction
or position of the icon.

Icon Recognisation

The logo represents the vision and mission of Developer Bazaar Technologies. We started our journey with primary goal to create a positive impact in the lives of people. We believe that our clients and employees are the key assets of the company. We want that with our services customers feels satisfied and employees are happy being a part of our company and love doing their work. All this together we convey with our company's logo.

Developers bazaar is a company that creates an impact in the era of digital transformation by leveraging the most important component of your digital strategy, The People.

Do not use logo without
the tagline.

Icon and typographys positions
can be set according to the
application, but tagline should
never be removed from the logo.

Tagline Recognisation

Creating Positive Impact is our tagline. By positive impact, we mean to some-
how improve the lives of people and make it better with what we do. Today's
era is all about technology and we know how technology works. With our
knowledge and experience, we wish to make people feel happy, satisfied,
and content in their life. People connected with us by any means are import-
ant to us. And we work to contribute to making the lives of people easy.

Creating Positive Impact

Inappropriate usage
demonstration

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,

Lorem ipsum dolor sit amet,
consectetuer adipiscing elit,

Clear Space

Clear Space is needed to ensure the Developer Bazaar identity remains prominent when displayed with other graphic elements. This space is the minimum area around the identity which must be kept free of any other graphics or text. The clear space is defined by the "D" space around the logo.

* Note that this is the minimum recommendation, and more clear space is preferable.

Minimum Size
1. For conventional printing, use the measurement in millimeters. For digital purposes, such as web or PowerPoint, use the pixel measurement.
2. The identity cannot be smaller than these values, as this would greatly hinder readability.

112 x 22
Pixels

78 x 78
Pixels

Colored

Gray Scale

White

Identity Color Variants

Different colour variants of the identity have been created to address various printing requirements and communication needs. These identities are available in vector eps, jpg and png file formats. To ensure you are using the correct file format for optimum identity reproduction, refer to the identity file format guide in the sidebar.

Identity File Format Guide

For printed materials such as brochures, magazine ads, posters, direct mail and stationery, use the following file formats:

• Adobe Illustrator ai file

• eps file

For electronic applications such as websites, PowerPoint and social ads, use the following formats:

• jpg file

• png file

Improper Identity Usage

As a rule, never alter electronic artwork in any way. Here are some examples of what not to do with the identity. Do not attempt to re-create the identity.

To obtain approved final art files contact the marketing department.

Do not alter the colours
in the identity.

Do not alter the relationship between
the icon and the word mark.

Do not rotate the identity.

Do not distort the identity.

Do not alter the font in the word mark
or change its letter case.

Do not alter the size, font or alignment
of the tagline.

Do not alter the sizing and alignment
in the word mark.

Identity on Background

In some instances, the identity may appear on a photographic, graphic or illustrative background. Ensure the background where the identity sits is neutral enough so the identity is legible. Refer to the examples here.
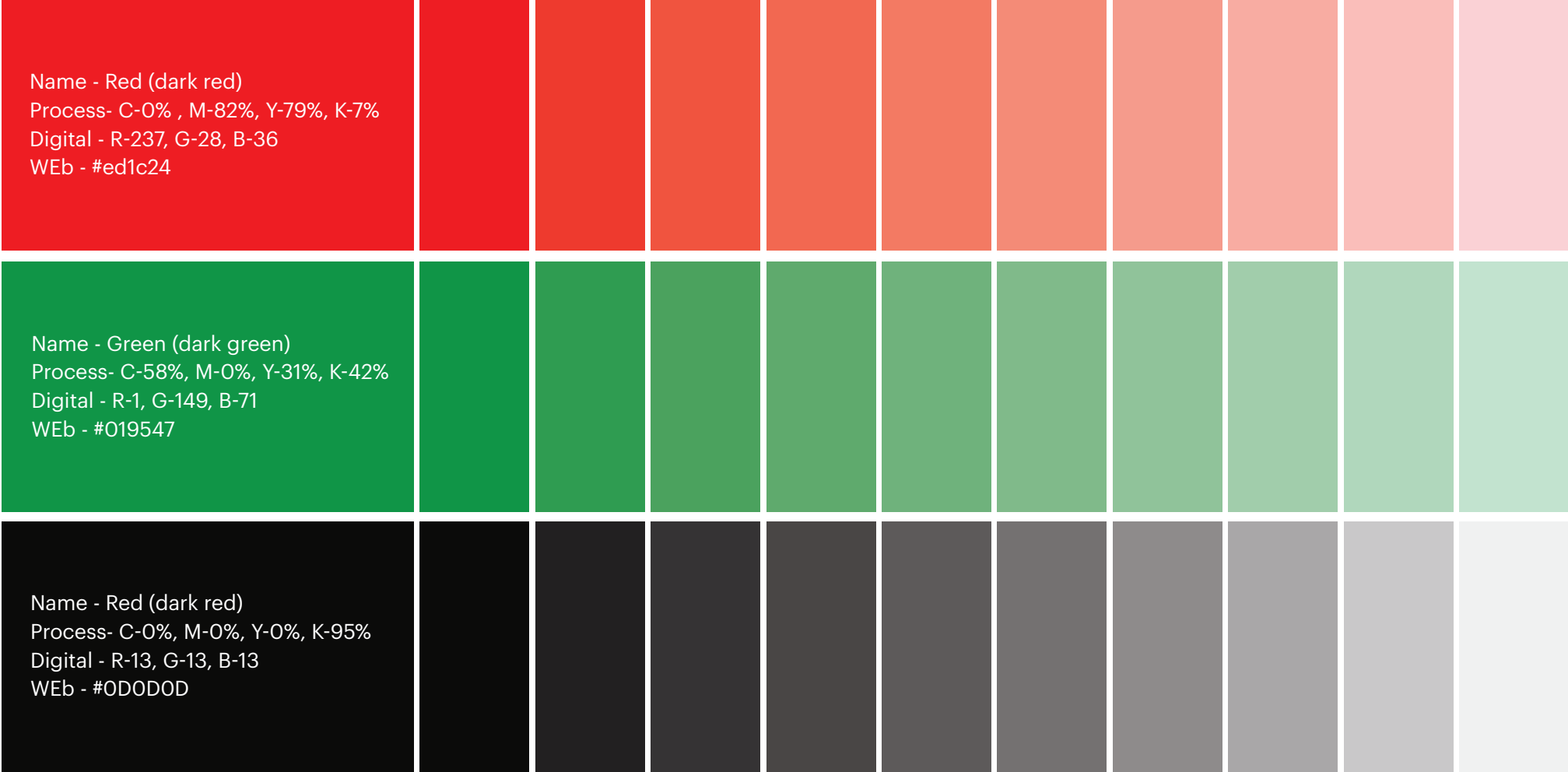

Do not place identity on a busy background

Color Palette

Our pre-determined colour palette allows us to add visual diversity to our printed and electronic materials without deviating from the overall visual identity. The colours may be used in highlighting type, as bars or key lines, charts, graphs and more. Each of these colours is derived from our icon and each is shown in special co-lours , process colours (CMYK), digital colours (RGB) and web. To expand the range of colour palette options even further, tints from these colours may also be used, for example on graphs, charts and call-out information.

	100%	90%	80%	70%	60%	50%	40%	30%	20%	10%

Name - Red (dark red)
Process- C-0% , M-82%, Y-79%, K-7%
Digital - R-237, G-28, B-36
WEb - #ed1c24

Name - Green (dark green)
Process- C-58%, M-0%, Y-31%, K-42%
Digital - R-1, G-149, B-71
WEb - #019547

Name - Red (dark red)
Process- C-0%, M-0%, Y-0%, K-95%
Digital - R-13, G-13, B-13
WEb - #0D0D0D

Examples of how colours and tints may be used:

We are sorry for the inconvenience caused.

The website is under construction as we are introducing new updates on the page, visit us in sometime. Thanks

Go to Home

Developer Bazaar- Brand Identity

Happy Womens Day

Developer Bazaar
Creating Positive Impact

Developer Bazaar Technologies
Office Infrastructure
WORKSTATION FOR TEAM

6th Anniversary of
Developer Bazaar Technologies
Creating Positive Impact

Guest of Honor
Mr. Vikas Singh
Founded - Srijan Incubation Center
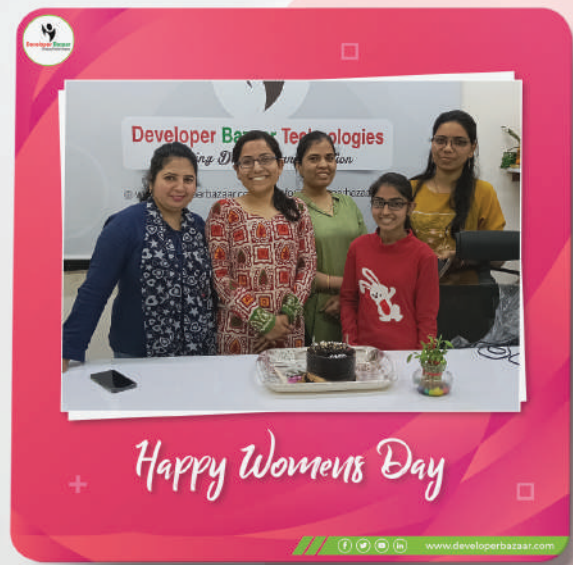(First Incubator of Madhya Pradesh)

Developer Bazaar
Creating Positive Impact

HIMANSHI AHIR

We wish you a day full of laughter and happiness and
a year that brings you much success.

HAPPY Birthday

Change The Way to
Think About Problems,

Take Every Challenge
as an Opportunity.

Developer Bazaar- Brand Identity

Coorporate Typeface

Our corporate typeface consists of Helvetica. Graphik font can be used for all may be used for all web applications, Social Media layouts. Lobster may be used for taglines and highlights.

- **Primary Fonts** - Helvetica & Graphik
- **Secondary Fonts** - Open Sans & Lobster

Primary Fonts

Helvetica - Narrow Bold (Logo)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Graphik- Regular (Web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Secondary Fonts

Open Sans (Web)

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Lobster

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0

Social Media

To protect our visual integrity, we need to maintain a theme. In order to achive a sophesticated look on our social profiles we follow certain fundamental rules that helps us achieve optimum definition of our brand. We maintain our identity instantly recognisable by our smooth use of theme and consistancy.

Our Social Presence
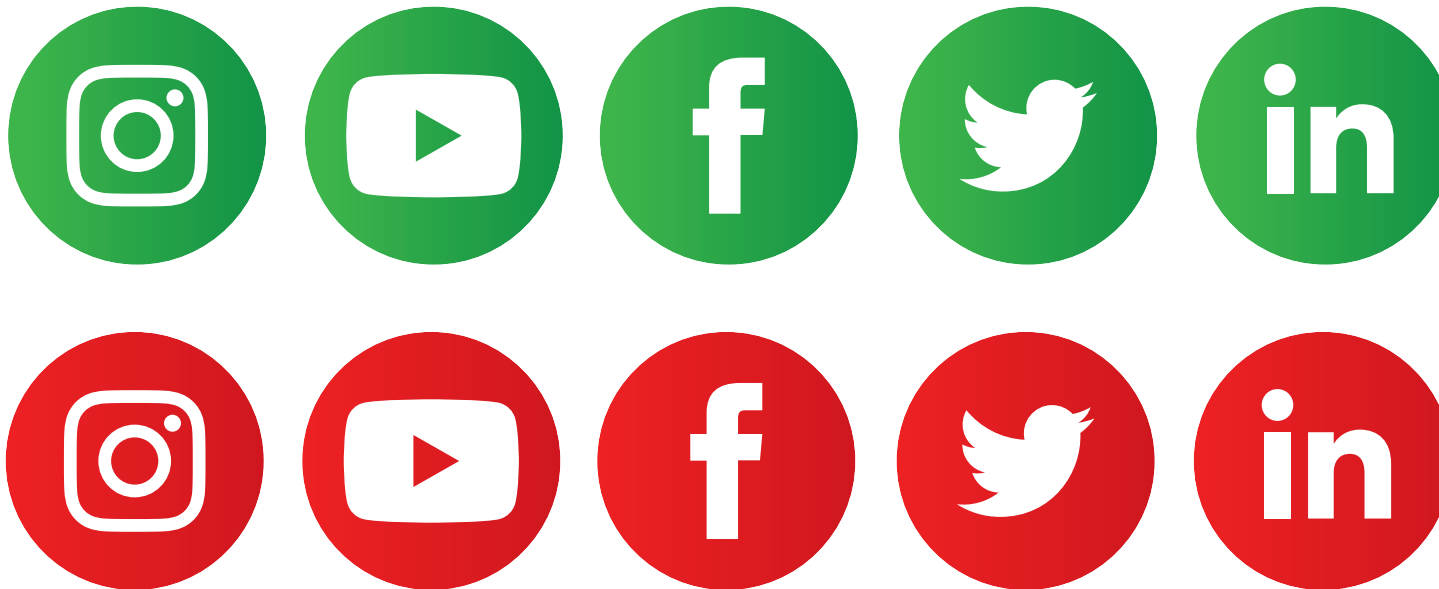
Solid Colors

Gradients

Logo should not cover the core concept of the post.

Social Media Guidelines

• Posts should strictly adhere to the brand colors. It gives uniformity to the profiles and makes the Developer Bazaar Technology brand easily recognizable.

• High visibility of the logo is essential. The Logo directly communicates to the audience therefore it is important to place it carefully in the right position.

• Images should be designed in a way to interact with people. It should convey a clear message of the company in a simple way.

• Pictured used for the posts should high resolution and well connected to the brand.

• Avoid using selfies and posing images of any kind.

• Placement of logo should not cover any kind of image or the core concept of the post.

Office Infrastructure

Our office infrastructure describes the framework of our company, it includes all the essential amenities, facilities, structures and services that constitute the bones of our business.

Developer Bazaar- Brand Identity

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