

# ITC Labs Brand Guidelines



Since 1988

## ITC Labs

Assuring Integrity, Trust & Confidence  
(Not affiliated with or a part of ITC Limited)

Explore the elements that define our visual identity, from our logo and color palette to typography and imagery.

2025

The background is a solid blue color with a faint, light blue illustration of various scientific and chemical symbols. These include a microscope, test tubes, a flask with a flame, a chemical structure, a water droplet, a beaker, and a test tube rack. The central focus is a large, faint circular graphic containing a test tube and a flask. The number '1' is prominently displayed in the upper right corner.

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# Introduction

# 1.1 Purpose of the Brand Guidelines

These guidelines provide a clear and consistent representation of ITC Labs brand identity, ensuring uniformity across all platforms and communications. Adherence to these standards helps maintain the integrity and recognition of our brand.





## 1.2 About ITC Labs

ITC Labs, established in 1988, is dedicated to providing reliable and comprehensive testing services with a commitment to integrity, trust, and compliance.



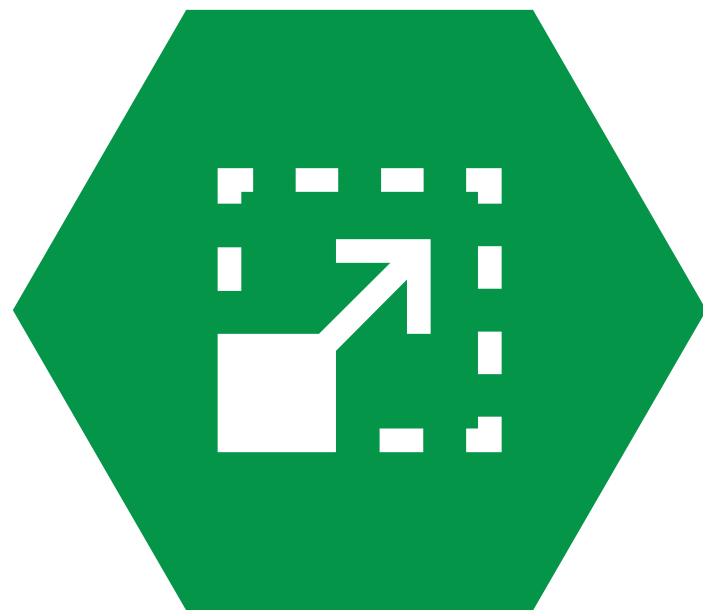


# Logo Usage

# Logo Usage

# Reminders for Our Brand

DON'T FORGET



Symbol Size  
and Spacing



Color Palette



Font Size  
and Spacing

## 2.1 Logo Design

The Interstellar Testing Center Pvt Ltd. (ITC Labs) logo features hands holding a checkmark, symbolizing protection, care, and assurance. This design reflects our core values and commitment to service quality.



[Download logo](#)

## 2.1 Logo Design

In terms of color, we carefully selected a palette that embodies our brand's essence. The dominant hues of green symbolize vitality and trust, while complementary colors enhance our high-tech image. This thoughtful color scheme enhances our brand's visual appeal while effectively communicating our values of innovation, safety, and environmental responsibility, all aligned with our mission to promote sustainable practices.



[Download logo](#)

## 2.2 Logo Variations

**Primary Logo:** Full-colour version for most uses.



[Download logo](#)



## 2.3 Logo Variations

### Secondary Logo:

Simplified or monochrome version for use on dark backgrounds or in contexts where color is not available.



## 2.4 Clear Space & Minimum Size

Ensure a minimum clear space around the logo equal to the height of the checkmark to maintain visibility and impact. The minimum size should not be smaller than [specify size] to ensure legibility.



# 2.5 Incorrect Usage

Do Not Distort :



Do Not Change  
Angles:



Do Not Re-  
arrange :



## 2.5 Incorrect Usage



**DO NOT** change the color.  
and typeface



**DO NOT** crop  
the logo.



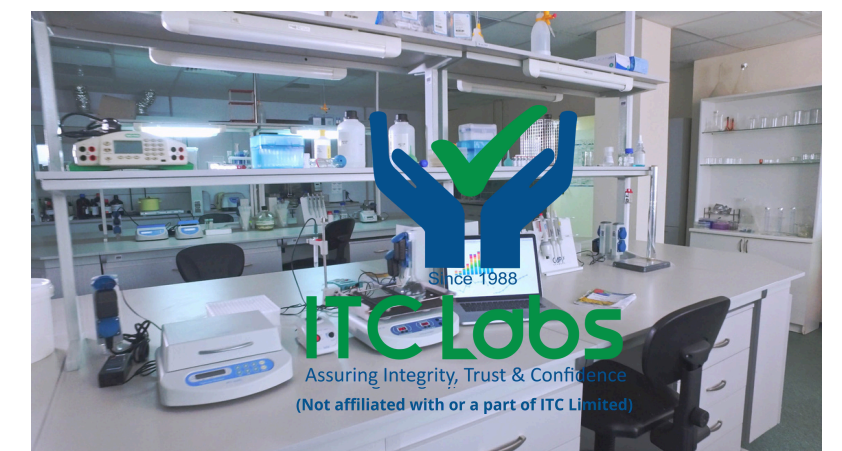
**DO NOT** add  
shadows or effects.



**DO NOT** blur  
the logo.



**DO NOT** put over  
another illustration



**DO NOT** place the logo  
over a busy visual



## Do's



### Use Official Color Palette

Ensure you use the brand's specified colours in all assets.



### Typography Consistency

Use the specified fonts and styles in the brand guidelines for all written communications.



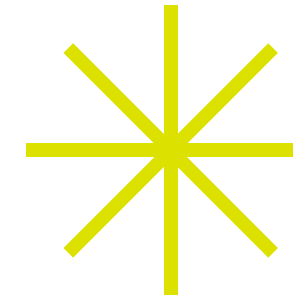
### Follow Imagery Style

Use photography and illustrations that match the brand's aesthetic.



### Consistent Messaging

Ensure the message delivered is aligned with our brand values.



## Don'ts



### Modify the Logo

Do not alter, distort, or change the logo colours without permission.



### Misuse Design Elements

Refrain from using brand graphic elements inconsistently with the guidelines.



### Inappropriate Color Usage

Avoid using unauthorized colors for brand representation.

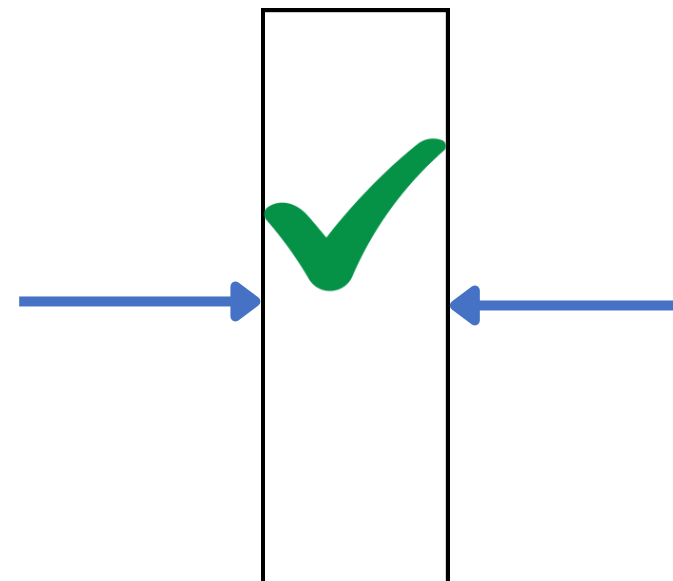
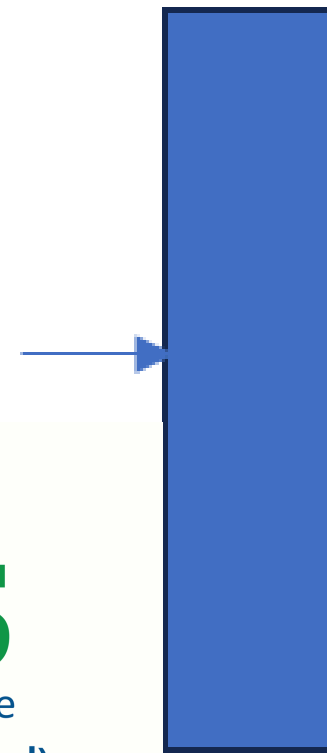


### Conflicting Messages

Avoid communications that contradict or obscure our brand message.



## 2.4 Co-Branding



The background is a solid blue color with a faint, light blue illustration of various scientific and chemical symbols. These include a microscope, test tubes, a beaker, a flask, a dropper, a chemical structure, a water drop, a test tube rack, a Bunsen burner, and a beaker with a stirrer. The symbols are arranged in a circular pattern around the center.

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Tagline

## 3.1 Tagline Statement

"Assuring Integrity, Trust & Confidence"



## 3.2 Usage Guidelines

Incorporate the tagline "Assuring Integrity, Trust & Confidence" consistently alongside the logo in all marketing materials. The tagline should always be presented in conjunction with the logo and **should not be used as a standalone element.**



The background is a solid blue color with a faint, light blue illustration of various scientific and chemical symbols. These include a microscope, test tubes, a beaker, a flask, a dropper, a chemical structure, a water drop, a magnifying glass, and a test tube rack. The text '4' is positioned in the upper right corner.

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# Color Palette



## 4.1 Primary Colors

- **Prussian Blue: #283967**

C:96 M:85 Y:32 K:21

Symbolizes trust, reliability, and professionalism.

- **Maroon: #8a2c2d**

C:29 M:91 Y:81 K:30

Represents strength, determination, and commitment.



HEX: #06538E



HEX: #059548

## 4.2 Secondary Colors

- **Black #000000**  
C:75 M:68 Y:67 K:90
- **Snow White #ffffff**  
C:0 M:0 Y:0 K:0
- **Grey #E7E6E6**  
C:8 M:6 Y:7 K:0



HEX: #000000

HEX: #ffffff

HEX: #E7E6E6

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Typography

## 5.1 Primary Typeface

- Font Family: **NEXA font family**
- Usage: Headlines, body text, and digital content.

Typeface Header Text

Light

Reguler

**Bold**

AaBb

Cc

ABCDEFGHIJKLMNOPQR  
STUVWXYZ1234567890#  
@!~{}

[Download Font](#)

## 5.2 Secondary Typeface

- Font Family: **Open Sans font family**
- Usage: For additional text elements or supporting information.

Typeface Body Text

Light

Reguler

**Bold**

AaBb

Cc

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890#@!  
~{ }

[Download Font](#)



## 5.3 Typography Guidelines

Regular

SemiBold

- Use primary typeface for all main text.
- Ensure readability and maintain consistency in font sizes across all materials.

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# Tone of Voice

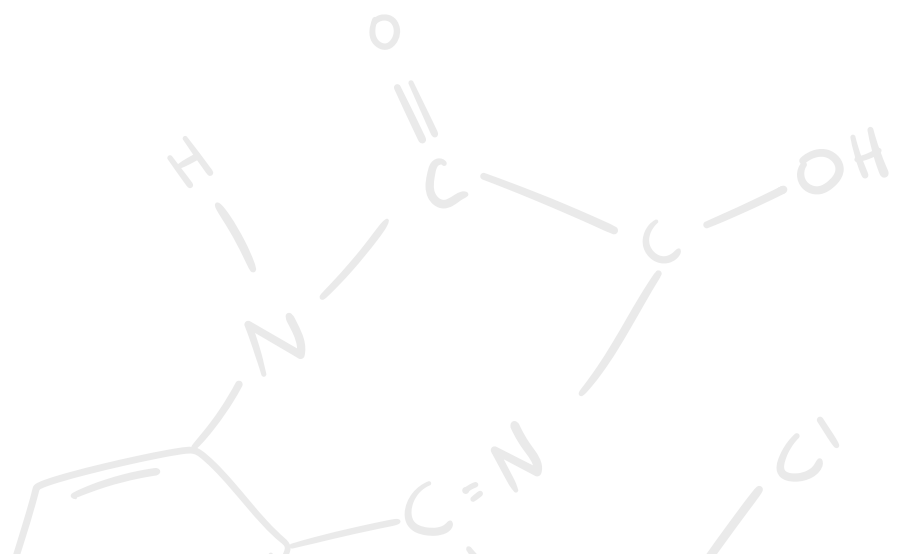
## 6.1 Brand Voice

Professional, reliable, and reassuring. Communicate with clarity and confidence, reflecting our commitment to excellence.



## 6.2 Messaging Guidelines

- ✓ Use clear, concise language.
- ✓ Emphasize integrity, trust, and compliance in all communications.



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Contact Information



# Brand Management

For any questions or clarifications regarding the brand guidelines, please contact -

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