

WE ARE CRICKET

Quick Logi Technologies Pvt. Ltd. # L 376/A, Ground Floor, 5th Main, Sector 6, HSR Layout, Bengaluru, Karnataka 560102 www.stancebeam.com



### OUR LOGO

**STANCE** - How one stands in the game of cricket and in a more general sense the position someone takes in life to follow their passion for sports.

**BEAM** - A pillar of support for things to rise and stand upon - like a ray of light which can cut through the strongest of objects.

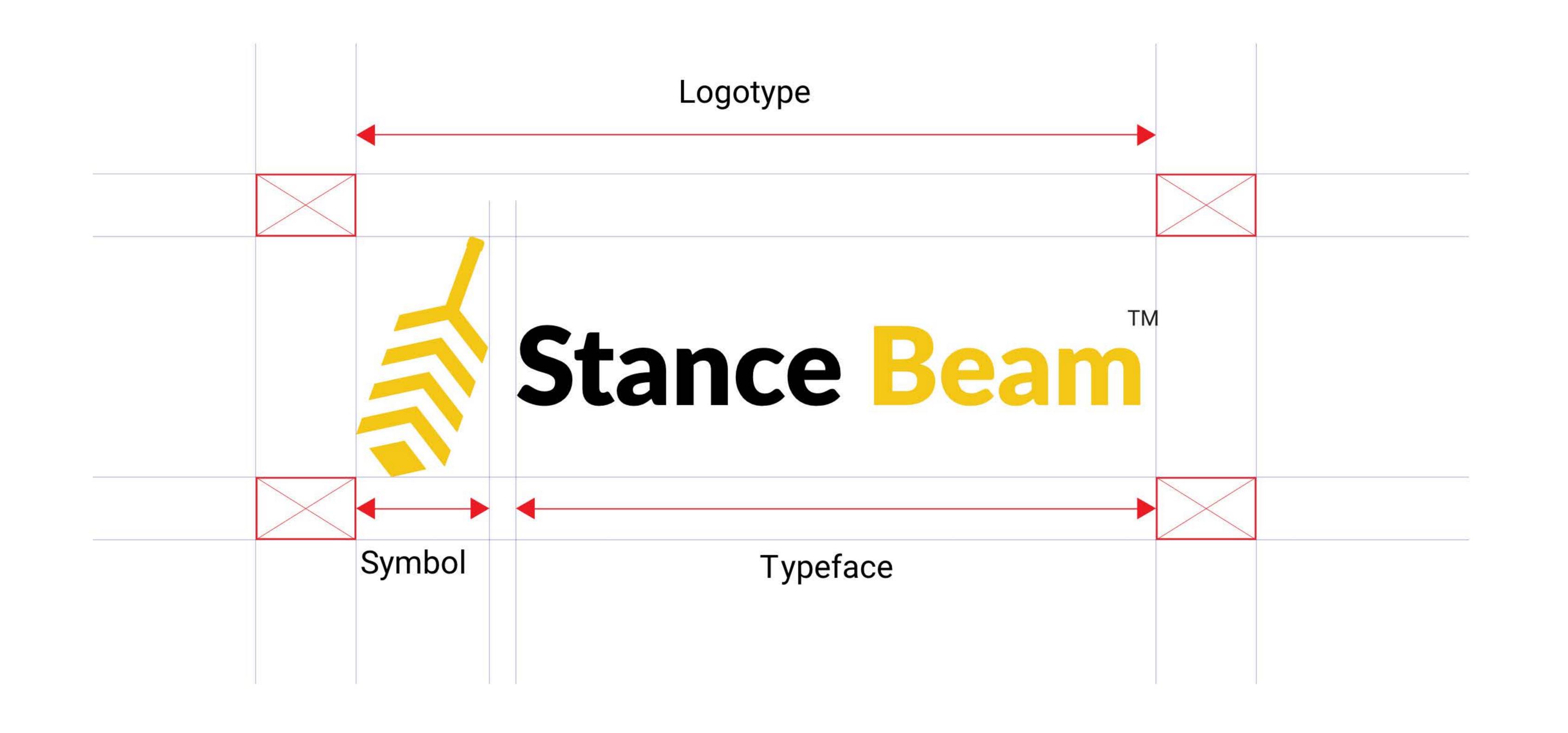
**STANCEBEAM** - We are a beam of strength that supports aspiring cricketers to rise up in their technique, innings and careers.

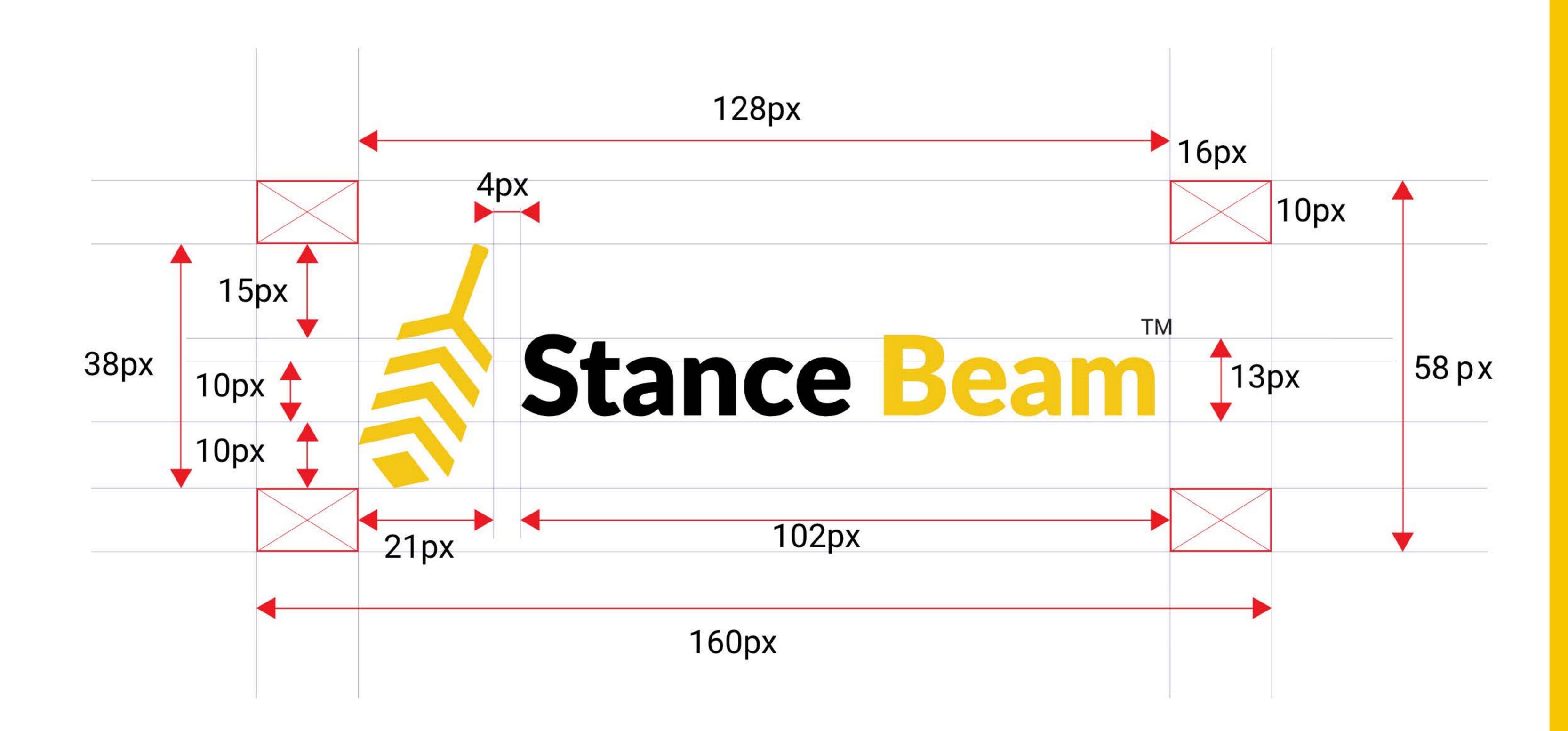
**OUR COMPANY** - Through our name, logo and vision aims to be a pillar of strength that pushes batsmen higher, further and faster.

These guidelines set out the rules for the use of the StanceBeam brand identity. On no account should any StanceBeam masterbrand or campaign logo be redrawn or modified. They must always be reproduced from the artwork supplied by StanceBeam and should never be copied from other communications.

Use of the StanceBeam Masterbrand or any campaign logo must be sent to StanceBeam for approval before publishing.











## CLEAR SPACE & MINIMUM SIZE

Clear space is the minimum area surrounding the logo, which must remain clear of any other visual elements or text.

The clear space of the logo is equal to rectangle of 16\*10 px at each corner.

For optimal reproduction and viewing on digital applications, always never use our logo smaller than the sizes listed.

Printing - 100\*36 mm

Digital - 160\*58 px

# COLOR PALLET & TONES

This page details the colors used in our logos and creatives.

Where possible, printed applications should use Pantone colors. This will ensure our vivid colors are reproduced correctly.

#### Primary Brand/Logo Colors

StanceBeam uses a three (3) Primary Color system in it's core branding, assets and developments. These two core colors are pure yellow and black.



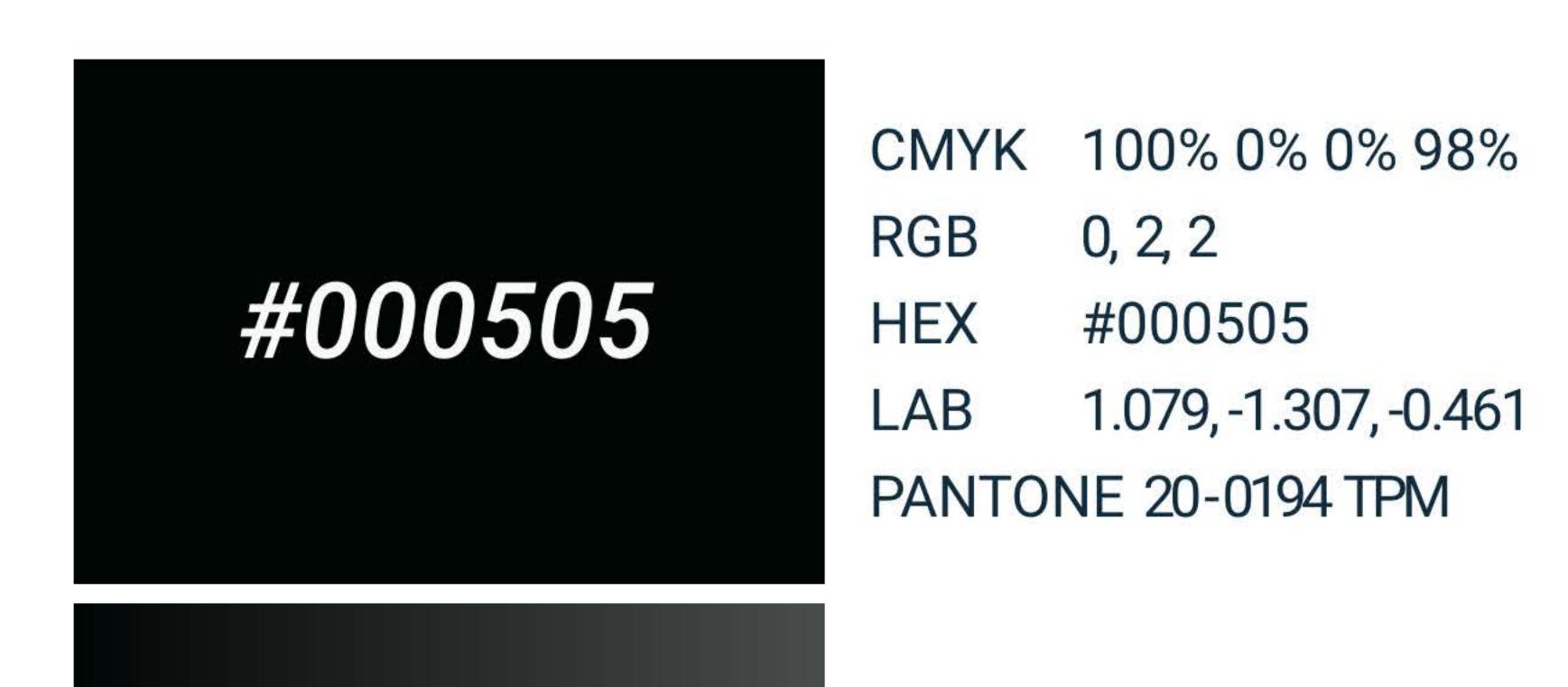
CMYK 0% 20% 100% 4%

RGB 246, 198, 0

HEX #f6c600

LAB 81.829, 2.91, 83.152

PANTONE 123 C





CMYK 0% 0% 0% 5%

RGB 241,242,242

HEX #f6c600

LAB 95.42,-0.332,-0.125

PANTONE 179 - 1 C

#### Primary Text Colors

These colors are central to the branding with the Stancebeam brand messaging.

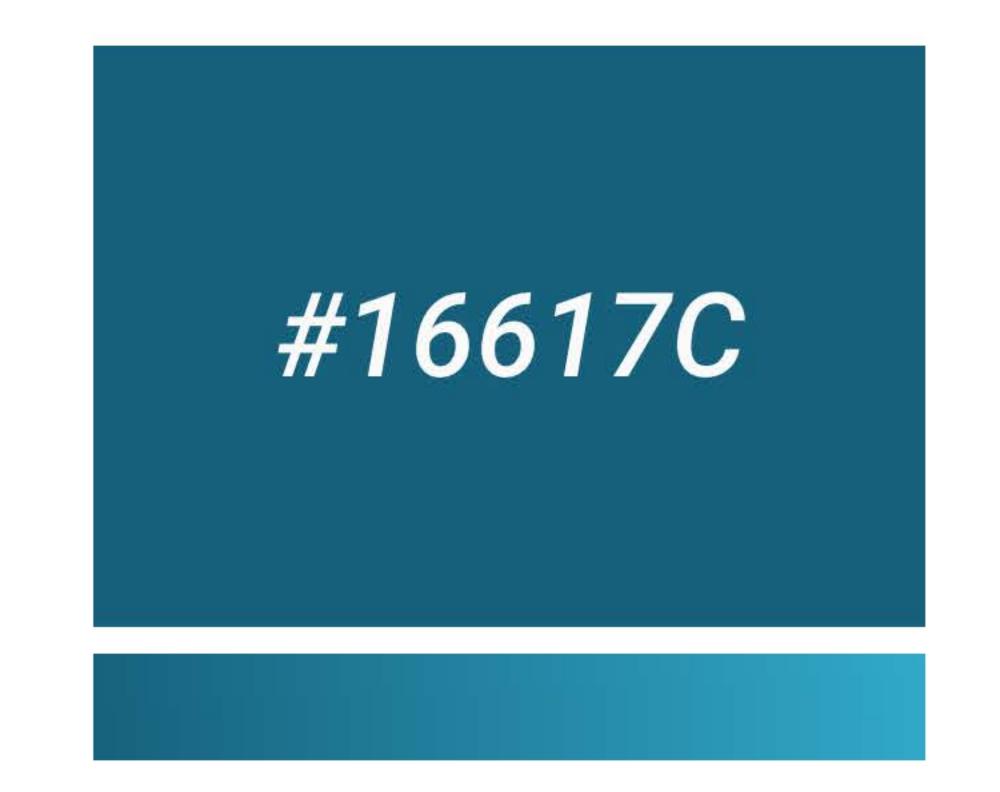






### Secondary Colors

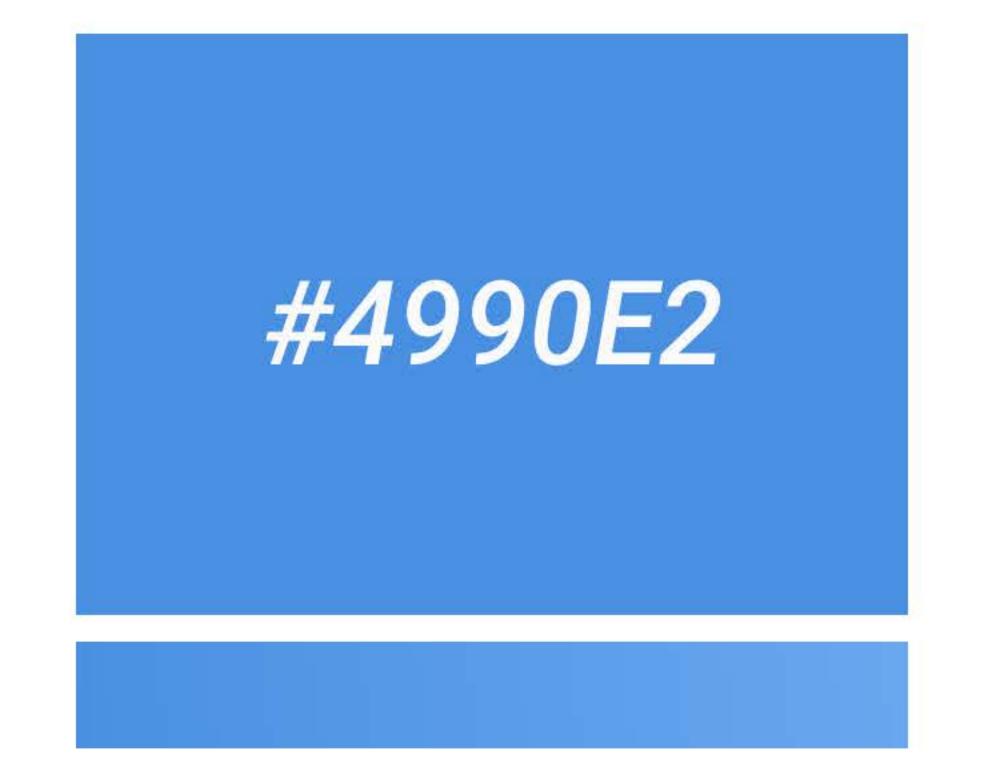
Stancebeam uses an extended color pallet inside it's digital and app platform - which focuses in around the traditional colors of cricket - namely green grass, wood tones and red leather.











### Light Background







#### Dark Background







#### Powered by







## LOGO VARIATIONS

The following logo variations can be used dependent on the type of application.

## LOGO MISUSE

The brand mark should not be altered in any way. To maintain brand consistency and integrity, these examples should be avoided.

- 1. Change colours
- 2. Alter or redesign any element
- 3. Rotate the logo or cut off part of the logo
- 4. Skew, stretch or compress
- 5. Add any effects
- 6. Frame within a box
- 7. Place over a complicated image
- 8. Place over a colour that will compromise legibility
- 9. Use a different typeface





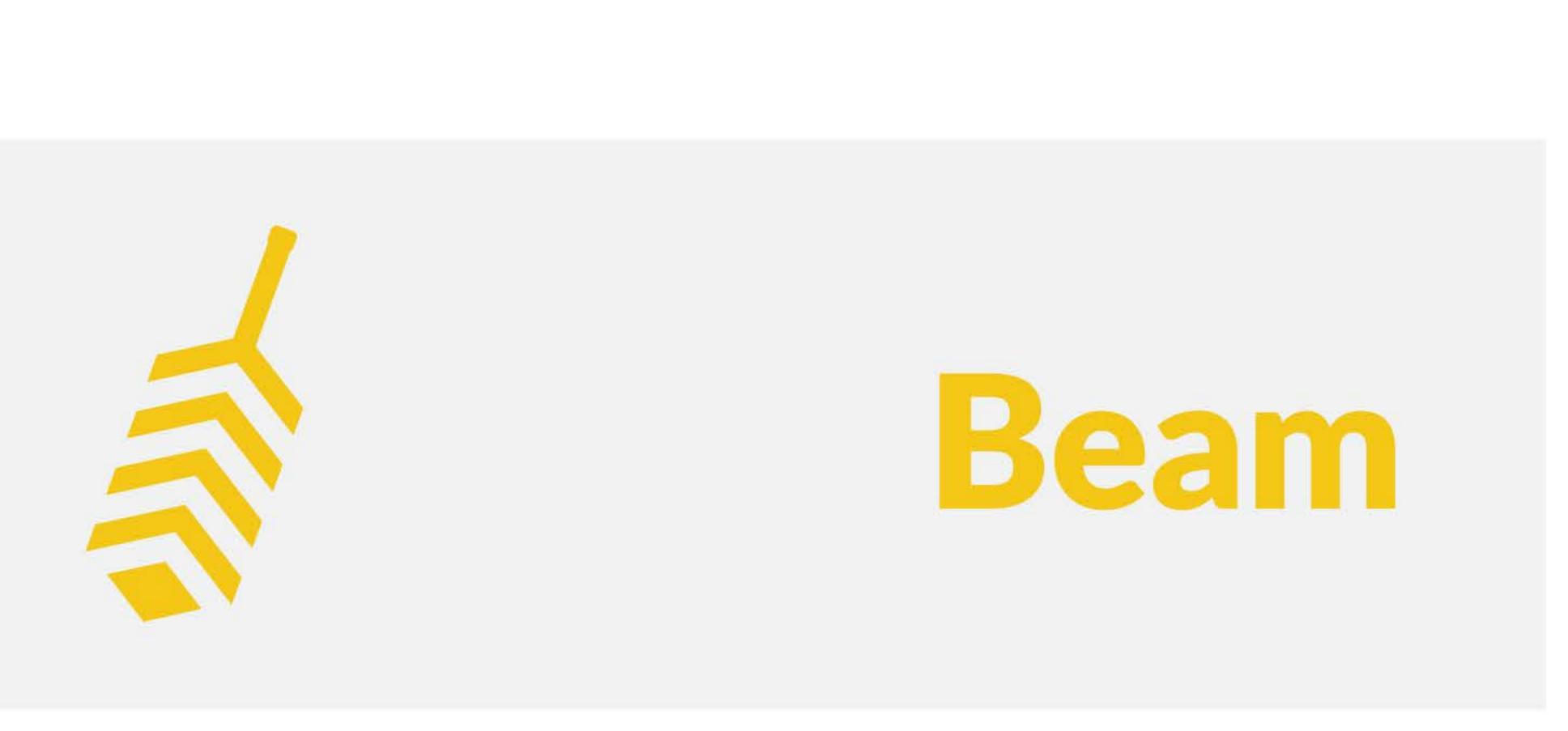














Roboto

ABCDEFGHIJKLMNOPQRST abcdefghijklmnopqrstuv

MABCDEFGHIJKLMNOPQRST abcdefghijklmnopqrstuv

ABCDEFGHIJKLMNOPQRST abcdefghijklmnopqrstuv

ABCDEFGHIJKLMNOPQRST ਰੋਂ abcdefghijklmnopqrstuv

Teg 1 2 3 4 5 6 7 8 9 0

## FONT8

The Primary Font for StanceBeam is Roboto - which is available in the Google and Adobe Type Kit Stores.

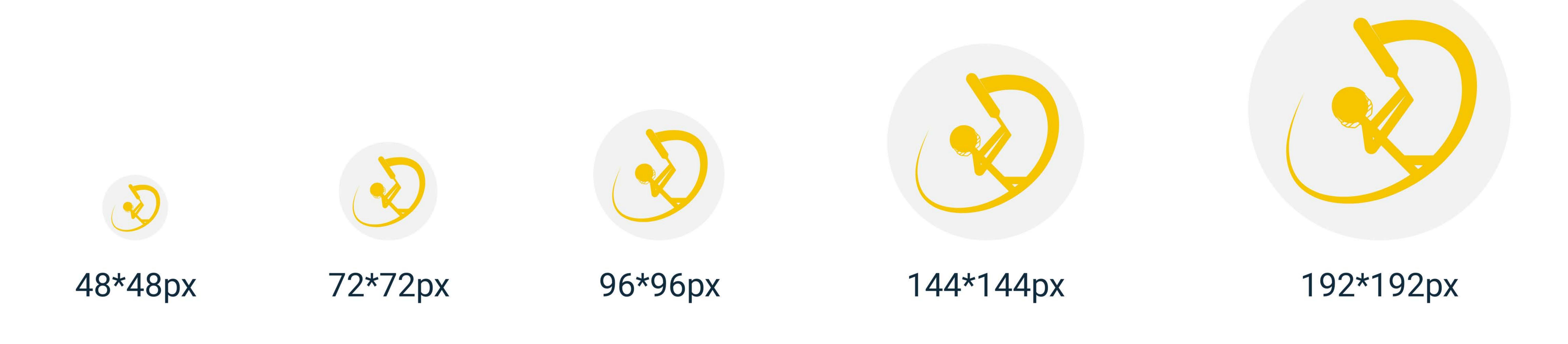
Anton is used to display numerical data.

This font should be used in all publications, activities and use of brand.

# ICONOGRAPHY

StanceBeam is a plug & play Device which makes a cricket bat 'smart'. Its powerful motion sensors provides personalised, real-time and accurate performance analysis. As a result, we had an icon set where well-metaphors such as 'Cricket bat' or 'Cloud' lived together with icons like a play, gear, battery, data analysis etc.

#### con size

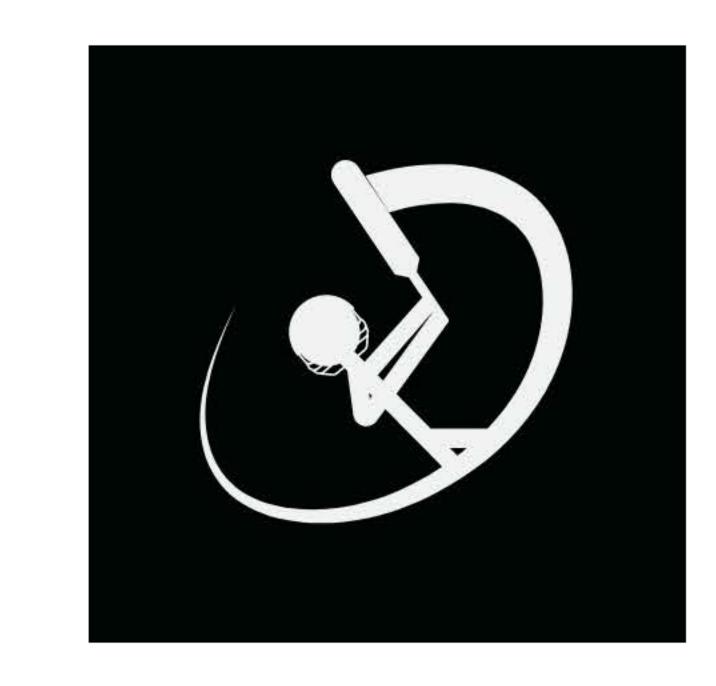


#### Icon Background













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