



Our Visual System



Our New Brand Identity

Our mission is to fulfil aspirations, and this is reflected in our logo. Our visual mnemonic, the **AspireMark**, shows upward flight, symbolising a rise in both the standard of living and the quality of life. Our wordmark is bold, confident and has a forward slant to show movement towards the future.

TVS CREDIT

← AspireMark

Wordmark

The letters 'TVS' are used exactly as they are in the TVS Motor logo, while 'Credit' is in Futura font.

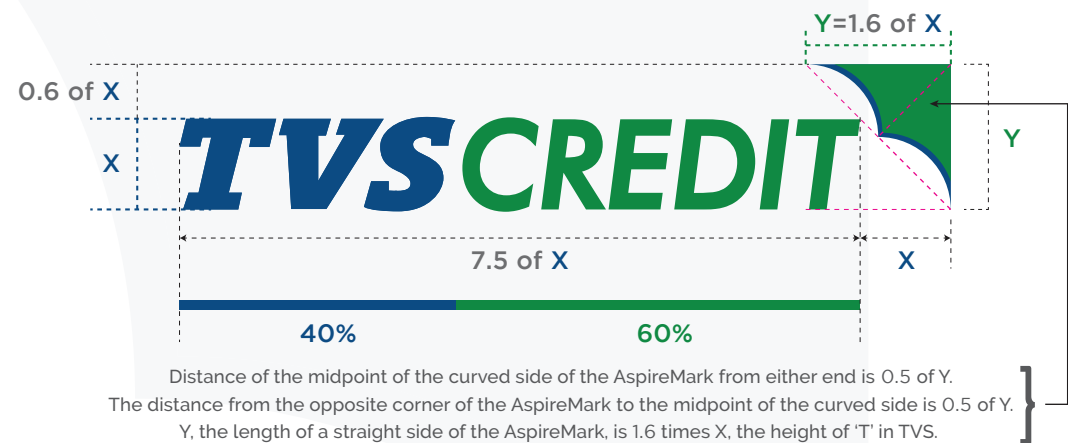


Usage of our New Identity: Aspect Ratio of the Logo

Ratios and proportions are important - in fact, they're critical. Our logo can only be used with all its elements in the ratios and proportions shown below.

X: Height of the 'T'

Y: Width of the 'AspireMark'



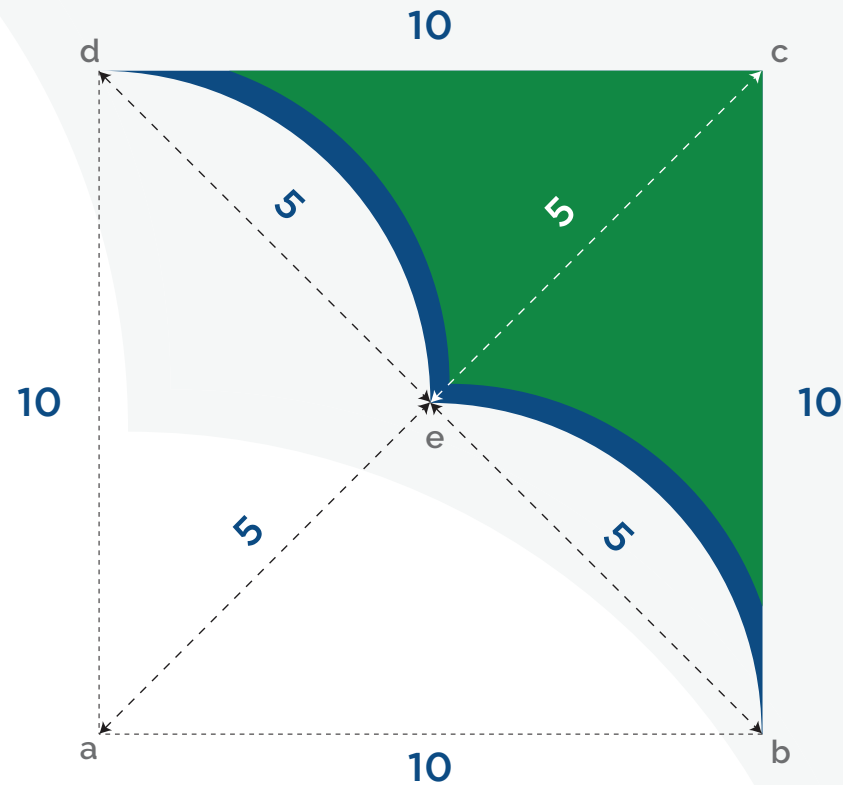
Minimum clear space around the logo





Usage of our New Identity: Aspect Ratio of the AspireMark

As shown in this example, if each straight side of the AspireMark is 10, the distance from each corner to the midpoint of the curved side is 5.





Our Colours and their Significance

Our brand colours are Blue and Green. Blue, derived from the identity of our parent Group, stands for freedom, inspiration, confidence and stability. Green, on the other hand, connotes growth, harmony and renewal. Given below are the colour codes of our exact shades for different uses.

TVSCREDIT

C 100 M 79 Y 21 K 6
R 17 G 73 B 132
Hex # 114984
PANTONE 7686 C

Dark Blue

C 86 M 21 Y 100 K 9
R 14 G 137 B 67
Hex # 0E8943
PANTONE 348 C

Emerald Green

TVSCREDIT



Our Colours and their Significance

Grey Scale and Reverse equivalent of the brand colours

Although black and white usage is rare nowadays in communication, we can choose to use it sometimes. In these cases, our logo can be used in a grey scale, but only as shown here. Also, there may be times when the logo has to be used in white against a coloured background. In such cases, it should only be used against our own blue or green, and never a combination of the two colours.

TVSCREDIT

C 73 M 65 Y 62 K 67
R 38 G 39 B 41
Hex #252728
PANTONE 426 C

C 61 M 53 Y 48 K 19
R 101 G 101 B 106
Hex #646569
PANTONE Cool Gray 10 C

TVSCREDIT

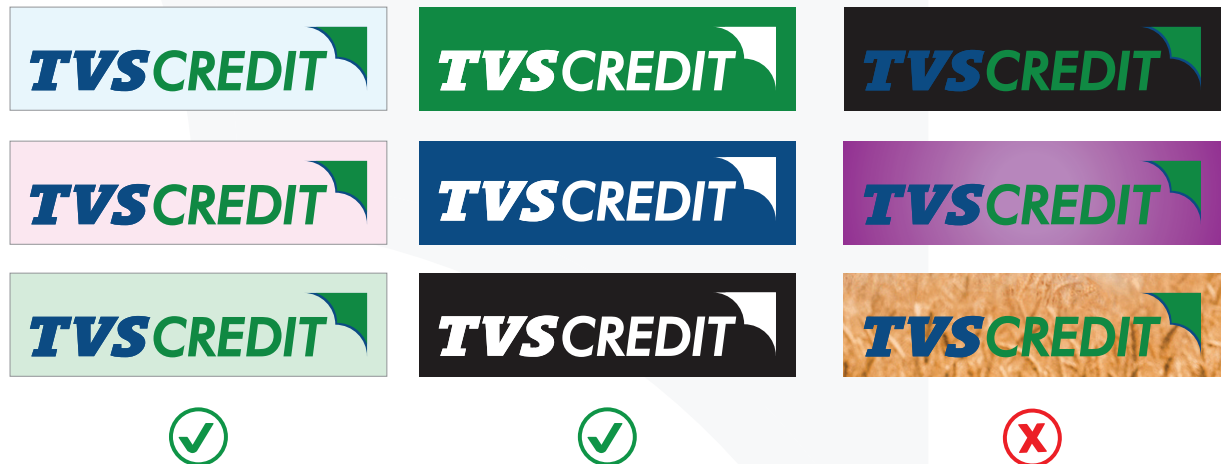
TVSCREDIT

TVSCREDIT



Usage of our New Identity: Background Colour

Ideally, our logo should be placed on a white background. However, if white is not an option, a pastel background is preferred. If the only available backgrounds are dark colours, or the green/blue of the logo itself, use an all-white (reverse) logo after taking prior approval from the Brand Team.





Usage of our New Identity: Do's and Don'ts

There is only one correct way to use our logo, but there are many ways to get it wrong. Given below are some instances of misuse that must be avoided at all costs.



X Don't alter placement of the units in the logo



X Don't remove elements of the units in the logo



X Don't alter the colours of the logo



X Don't alter placement of the units in the logo



X Don't alter the orientation of the logo



X Don't add any effects to the logo



X Don't alter the proportions of the units in the logo



X Don't distort the logo by elongating or condensing it



X Don't add any effects to the logo



Co-branding Guidelines

In a co-branded collateral, the size and visual presence of our logo and the partner's logo should be the same. Similarly, when our logo appears in a partner's collateral, the same rule applies.





Terms and Conditions

As a partner, you are required to comply with TVS Branding Guidelines. It is essential that you ensure that all personnel responsible for producing ads, direct mail pieces and other promotional materials review them, understand them and implement them properly and consistently.

Adherence to these Branding Guidelines will help to expedite processing, approval and reimbursement. These Branding Guidelines define consistent standards for using the names, logos, and imagery ascribed to the products and services and apply to all advertising and promotional material, regardless of their source of funding.

Reach out to marketing.comm@tvscredit.com for any queries.