INDIA GATE™

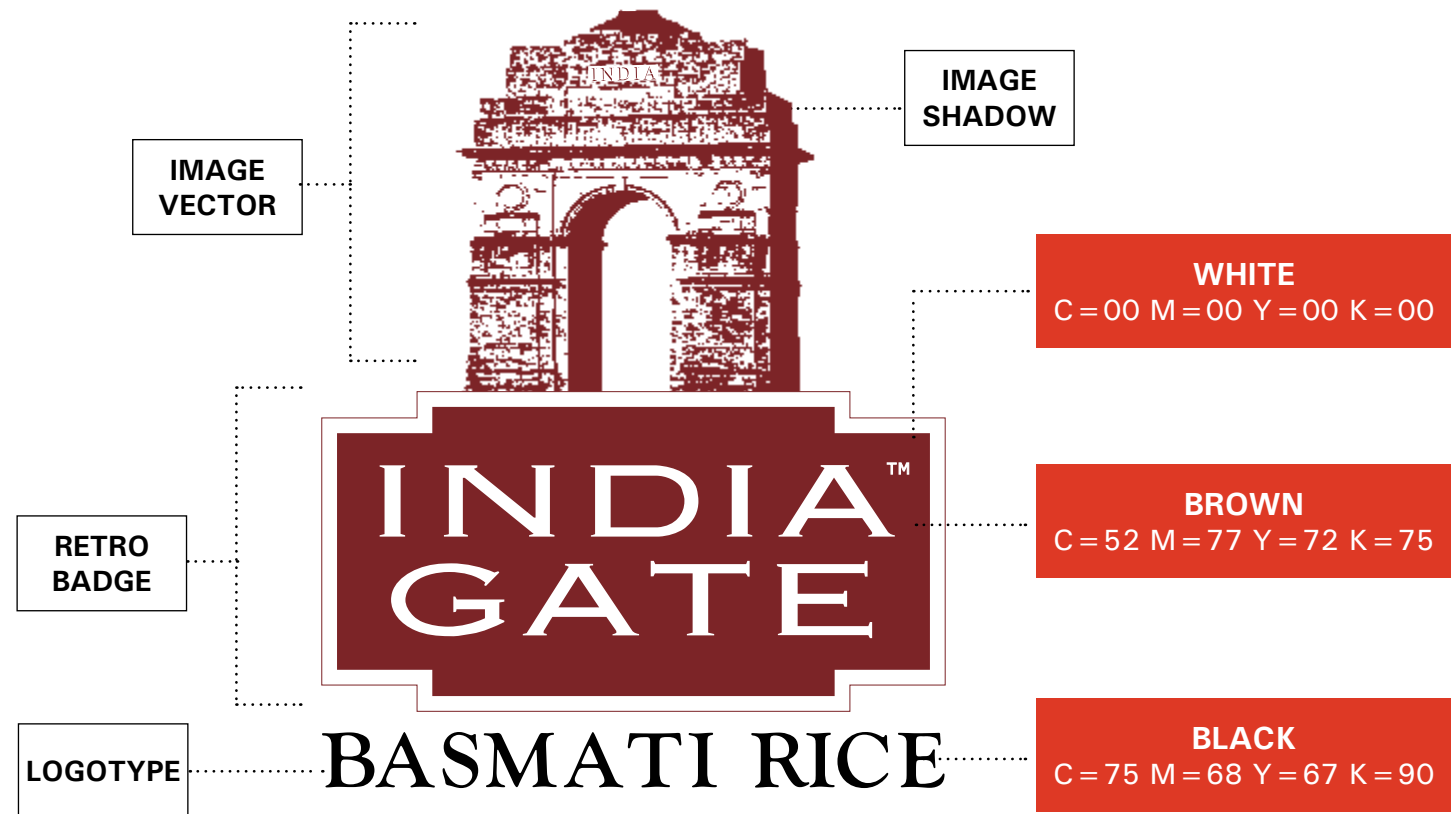BASMATI RICE

BRAND GUIDELINES BOOKLET

← THE CONTENTS →

THE BRAND SPECIFICATIONS

THE LOGO
India Gate Basmati Rice logo comprises of many key elements

1. The image vector of India Gate with its shadow (it must never be used without the shadow)

2. Retro Badge with a thick border (white)

3. "Basmati Rice" Logotype must always accompany the logo.

4. Trade mark symbol must always be visible and legible when appyling the logo.

IMAGE SHADOW

IMAGE VECTOR

RETRO BADGE

LOGOTYPE

INDIA

INDIA GATE™

BASMATI RICE

WHITE
C = 00 M = 00 Y = 00 K = 00

BROWN
C = 52 M = 77 Y = 72 K = 75

BLACK
C = 75 M = 68 Y = 67 K = 90

USING THE LOGO WITH BASMATI RICE TAGLINE
Where ever possible the tagline "Basmati Rice " must accompany the logo.

USING THE LOGO WITHOUT BASMATI RICE TAGLINE
Only in exceptional cases, can the logo be used without the Tagline. Eg when selling a non-basmati rice type like Brown Rice under the IG umbrella.

INVERSE COLOR
To make the logo legible and clear on a darker surface the tagline "Basmati Rice" can be inversed.

WITH TAGLINE

WITHOUT TAGLINE

INVERESE COLOR TAGLINE

MINIMUM SIZE

3cm

FREE SPACE

The free space around the logo must always be measured with the first initial of the logotype ie, 'B'. The free space must always be applied when using the logo.

1. THE LOGO SHOULD NEVER BE SQUISHED OR STRECHED.

2. THE COLORS OF THE LOGO SHOULD NEVER BE CHANGED

3. THE PLACEMENT OF THE LOGO SHOULD ALWAYS BE 90 DEGREES

4. THE LOGO SHOULD NEVER BE BROKEN OR DIVIDED.

5. THE LOGO TYPE SHOULD NOT BE USED WITHOUT THE IDENTY SYMBOL (ie india gate)

6. THE PROPORTION OF THE INDIA GATE SYMBOL AND THE TEXT SHOULD NEVER BE ALTERED AND SHOULD BE USED/RESIZED IN ITS ENTIRETY.

1. INDIA GATE BASMATI RICE

2. INDIA GATE BASMATI RICE

3. INDIA GATE BASMATI RICE

4. INDIA GATE BASMATI RICE

5. INDIA GATE BASMATI RICE

6. INDIA GATE BASMATI RICE

1. The logo should always be legible and clear.

2. It should be placed along with or without the footer where it best compliments the design in print and online executions.

3. The logo works best on shades of bright color Backgrounds for footer.

4. Sufficient contrast must always be maintained between the background color or imagery and the logo colors.

If you wish to place the logo on a photo, minimal texture is preferred. Photos may need to be adjusted in Photoshop to ensure best logo legibility. The logo must be positioned with acceptable clear space around it to ensure it does not compete with other visual elements. These rules apply to both print and online executions.

THE USE OF PHOTOGRAPHY

ART DIRECTION

Raw Rice: Make sure the rice is basmati, any non-basmati or tukda basmati rice should be avoided.

Cooked Rice: All cooked/boiled rice should showcase white long grains.

Rice Dishes: All rice dishes should look appetizing and fresh.

SUBJECT OF PHOTOS

The photographs should always be depicted as healthy and hygenic.

QUALITY

The images should be sharp and clear with no hidden agendas.

RAW RICE

COOKED RICE

RICE DISHES

ART DIRECTION
The photographs should feature the family and family members in such a way that they are depicted happy, full of life and very importantly healthy. A sense od togetherness should also be delievered.

SUBJECT OF PHOTOS
The subject of the photos can either be depicted enjoying healthy hygenic food or any such daily activities.

MODE /THEME
The theme of the photos should reflect words such as subtle, down to earth, confident, honest, positive.

MOTHERHOOD

COOKING TOGETHER

EATING TOGETHER

NATURE OF PHOTOGRAPHY
The photograps should never be rude or scary in nature.
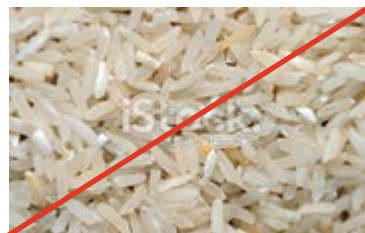
SUBJECT OF PHOTOS
The photographs should always reflect and be hygenic and never depict the process of production involving animals.

MODE /THEME
Happy people eating and enjoying life should be the theme of the photographs. The picture in no situation should depict saddness.

LOCATION
The photography must always be photographed at a studio and photoshopped.

THE LOOK & DESIGN

KEY FEATURES

1. The KRBL logo
It must always be placed at the left corner of the layout leaving min of 10mm from the edge. However creatives could carry a different placement as well.

2. The Text Copy Holder
The text holder should carry text however it could also be used as a design elements as well.

3. The product feature

4. The footer
The footer should always carry the border and compliment the text holder.

5. Image Background

6. The IGBR logo

KRBL LOGO

IMAGE BACKGROUND

TEXT HOLDER

PRODUCT FEATURE

FOOTER

IGBR LOGO

when happiness is on the menu

Come home to the aroma of your family. Come home to the smell of rain-drenched earth and the dreamy serenity of the backwaters. Come home to crisp new clothes and delicious aromas of your mother's cooking, made exquisite by India Gate Basmati Rice. Come home to Onam.
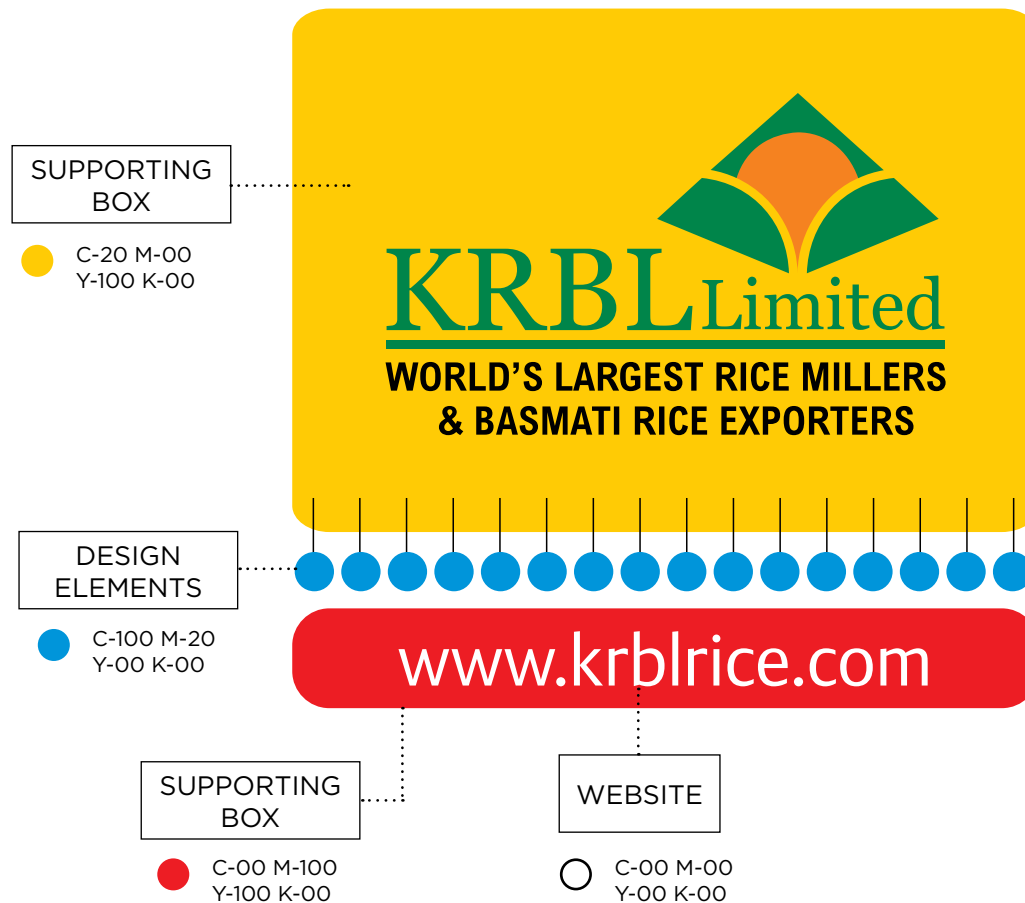
KRBL LOGO
The KRBL logo must always be placed over a yellow box not touching the border, (10mm) away from the left border. It should always be accomplained with its website.

PLACEMENT
The logotype must always be centrally aligned inside the box.

THE DESIGN ELEMENT
The design element should always accompany the main supporting box. The number should never vary. It should always remain 16.

SUPPORTING BOX

C-20 M-00 Y-100 K-00

DESIGN ELEMENTS

C-100 M-20 Y-00 K-00

KRBL Limited

WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS

www.krblrice.com

SUPPORTING BOX

C-00 M-100 Y-100 K-00

WEBSITE

C-00 M-00 Y-00 K-00

OTHER VARIATIONS

KRBL Limited
WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS
www.krblrice.com

C - 25
M - 00
Y - 100
K - 00

KRBL Limited
WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS
www.krblrice.com

C - 57
M - 00
Y - 20
K - 00

KRBL Limited
WORLD'S LARGEST RICE MILLERS & BASMATI RICE EXPORTERS
www.krblrice.com

C - 00
M - 50
Y - 30
K - 00

THE TEXT PLACE HOLDER
This element must consistently be an imperfect circle. However the size could vary, while the colors should be picked up from the color palette provided in the document.

THE FOOTER BORDER
The footer border must compliment the text place holder.

THE TEXTURE
The design element must always carry a texture.

THE LINE ELEMENT
The min width of the stroke should be 0.2pt

THE TEXT
○ C-00 M-00 Y-00 K-00
● C-100 M-100 Y-100 K-100

THE TEXTURE

BORDER

HANDRAWN CIRCLE SHAPE

THE DOT ELEMENT IN THE DESIGN MUST ALWAYS BE BLACK

OTHER ELEMENTS

THE INSIDE OF THE TEXT HOLDER MUST NEVER BE LEFT WHITE

seeing is believing

The best chefs in the world get pleasure not from cooking, but from watching. Seeing their loved ones relish every spoonful, lick their plates clean and then ask for seconds makes it all worth it. Long-grained, aromatic and pure heaven for the taste buds, it's no surprise that India Gate Basmati is not only cherished by all, but is every chef's dream come true.

THE FOOTER
The footer should have its footer border always. It may or may not carry the product feature, depending on the layout of the design.

SHAPE
The shape of the footer should represent a flat hill.

TEXTURE
The texture must always be applied to the footer.

NOTE : The India Gate Basmati Rice must not be comprimised and should always be legible and clear.

USING THE FOOTER

SREE GANESHA STORES
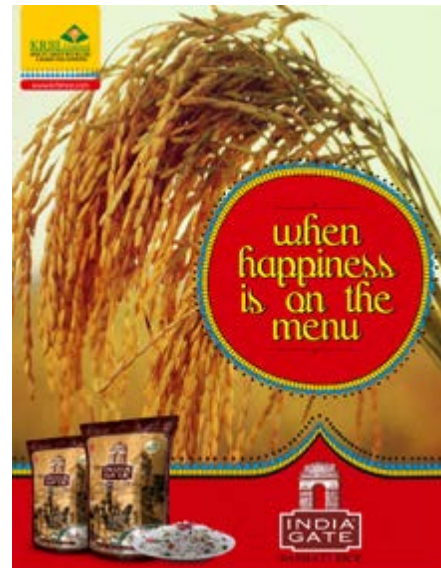
When the image used does not feature cooked rice or any other rice dish then an image of cooked rice dish shall be added along with the product feature.

Relevant packs should be used for making creatives. For example when featuring brown rice the brown rice pack should be featured.

THE TEXT & TYPE

THE BODY COPY
For the body copy the font 'Plan'. The bold variation of the font may be applied for emphasis.

THE HEADER COPY
The Header must always carry the font scryptin.

ALTERNATIVES
If the fonts are unavaible for web usages then Myriad Font Family shall be applied for the body copy only.

BODY COPY FONT

ABCDabcd
ABCDabcd

PLAN ROMAN
PLAN BOLD

BODY HEADER FONT

ABCDabcd

SCRYPTIN ROMAN

ALTERNATIVE FONTS

ABCDabcd
ABCDabcd

MYRIAD ROMAN
MYRIAD BOLD

COLOR PALETTE FOR BODY COPY ◯ C-00 M-00 Y-00 K-00   ● C-100 M-100 Y-100 K-100

THE COLOR PALETTE

COLOR RATIO
While selecting the colors palette it must be kept in mind that the selected palette must have a similar color ratio.

COLORS
Reds and yellows may be used frequently.

Using a complimentary scheme would be prefered and recommended.

AVOID
Dull colors and other cold colors could be avoided or used very minimally.

25% OF REDS

12.5% OF ORANGE

20% OF YELLOWS

10% OF GREENS

15% OF BLUES

12.5% OF MEGENTAS
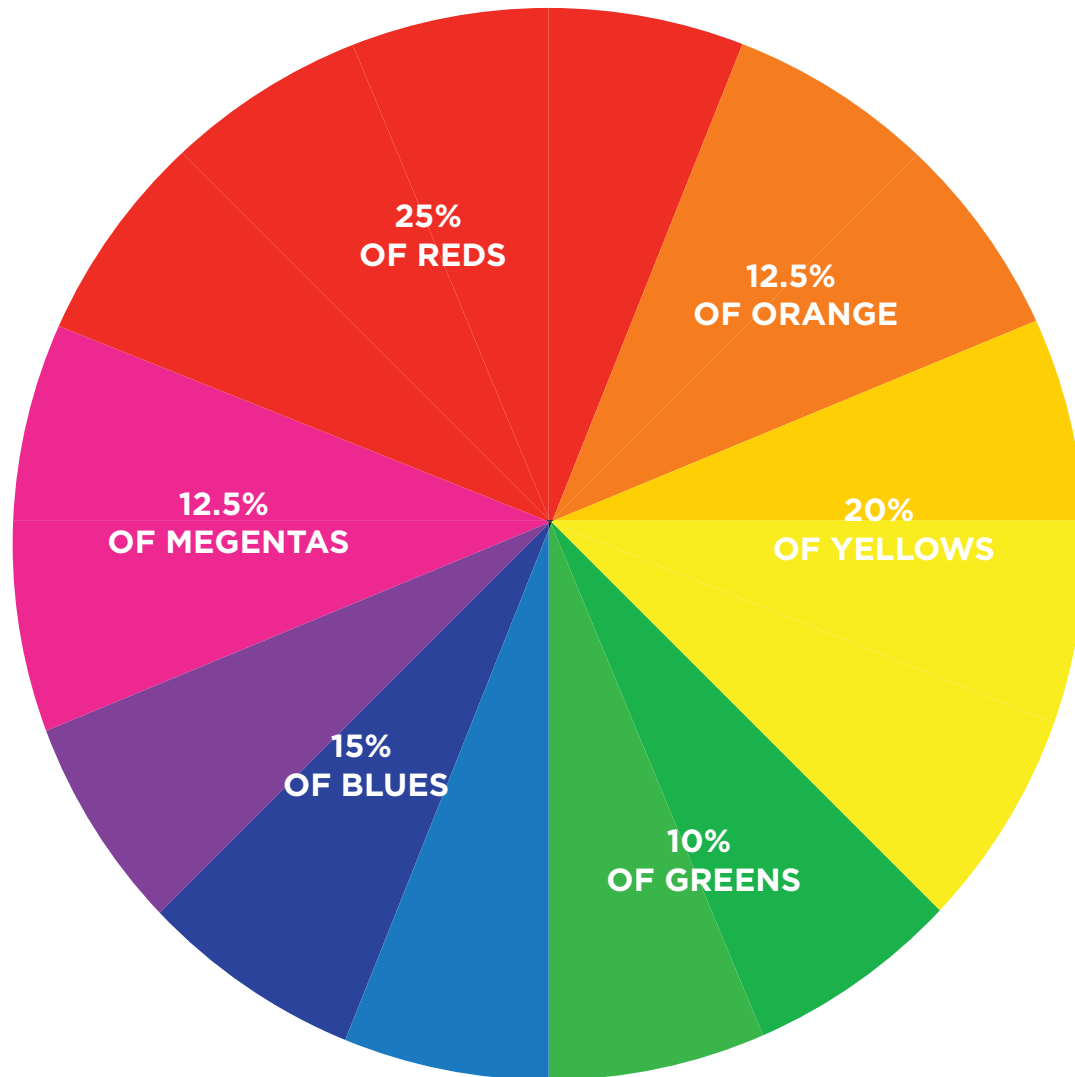
ON A LIGHT PHOTO
The selected palette must not create heavy contrast. It should compliment the image background used and make it look more appealing while taking too much attention from the product feature and the overall advertisment.

C-00 M-100
Y-00 K-00

C-25 M-00
Y-97 K-00
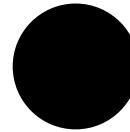
C-75 M-86
Y-67 K-90

C-03 M-100
Y-96 K-00
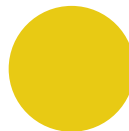
C-11 M-16
Y-100 K-00
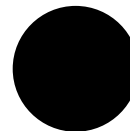
C-75 M-86
Y-67 K-90

C-50 M-83
Y-00 K-00

C-79 M-100
Y-00 K-00
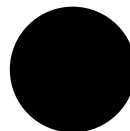
C-75 M-86
Y-67 K-90

C-94 M-73
Y-00 K-00

C-03 M-93
Y-95 K-00
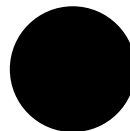
C-75 M-86
Y-67 K-90
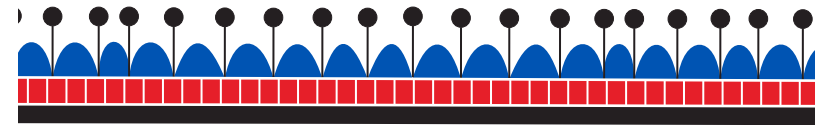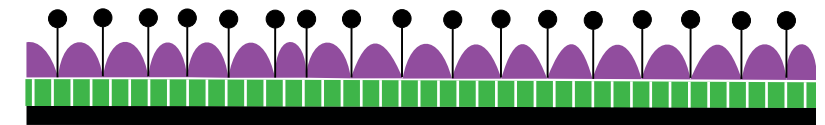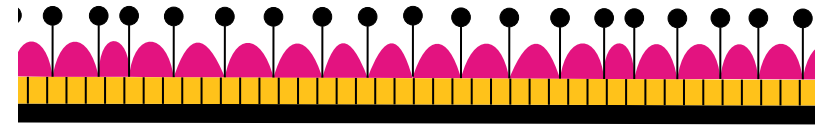
ON A DARKER PICTURE

The elements should be used in such a way that its legible and compliments the whole design layout.
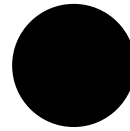
Color palette other than the provided can be applied however a few elements should reamain constant for example the lower line must always remain black.
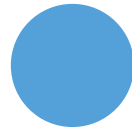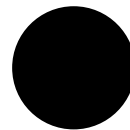
C-64 M-24 Y-00 K-00
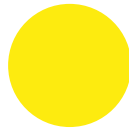
C-03 M-01 Y-96 K-00

C-100 M-100 Y-100 K-100

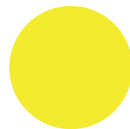C-62 M-00 Y-63 K-00

C-00 M-87 Y-41 K-00

C-00 M-100 Y-00 K-00

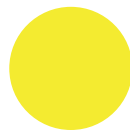C-67 M-00 Y-07 K-00

C-00 M-68 Y-100 K-00

C-07 M-00 Y-91 K-00
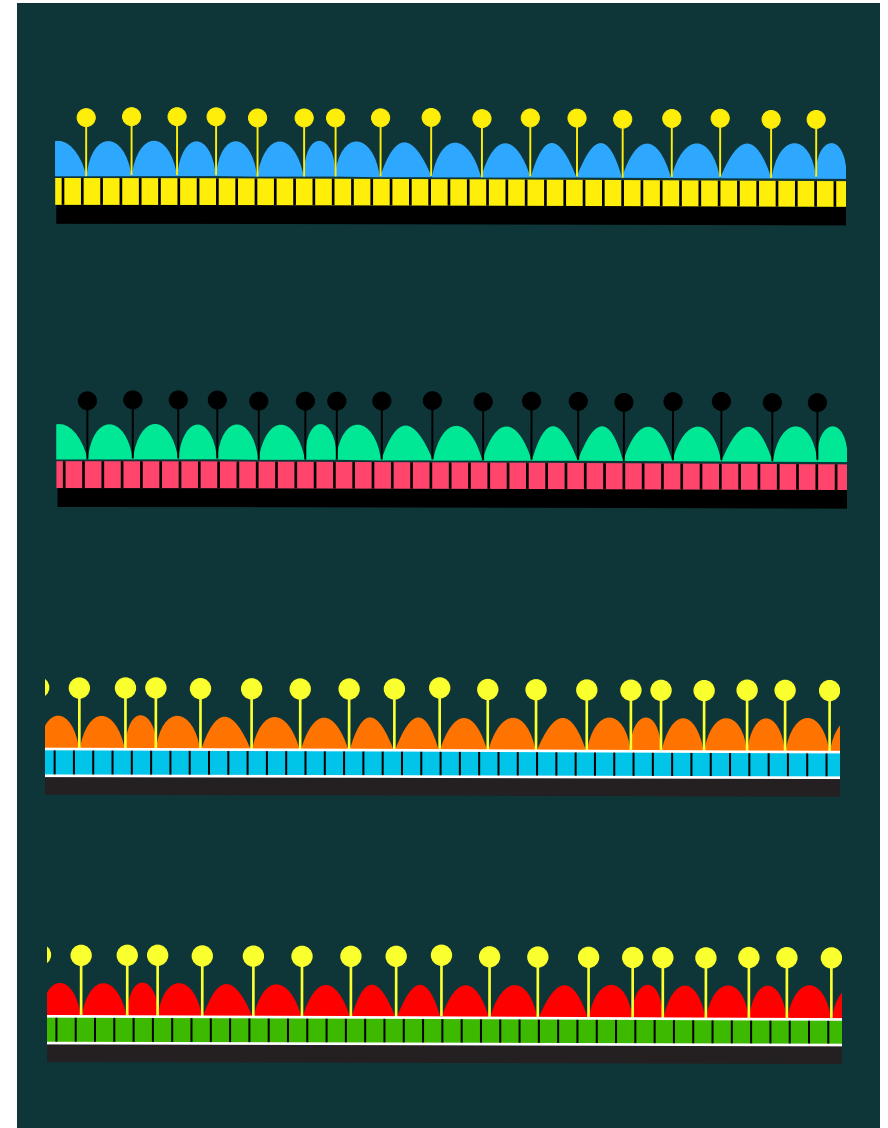
C-00 M-100 Y-100 K-00

C-11 M-16 Y-100 K-00

C-07 M-00 Y-91 K-00

THE TEXT PLACE HOLDER

This element must always compliment the footer.

THE COLOR

The color should be a shade of a brighter color, such that white text is visible on it.

THE DETAILING LINES

The lines used in the design elements must either be white or black and not any other color.

C - 51 M - 67
Y - 91 K - 64
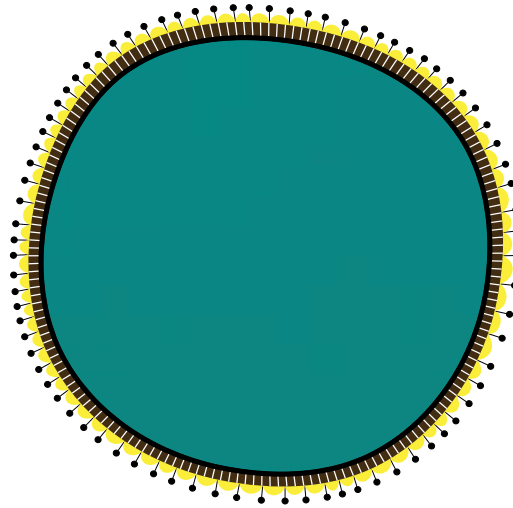
C - 04 M - 00
Y - 87 K - 00

C - 85 M - 27
Y - 50 K - 04

C - 00 M - 00
Y - 100 K - 00

C - 100 M - 100
Y - 100 K - 100

C - 25 M - 100
Y - 90 K - 00

C - 08 M - 18
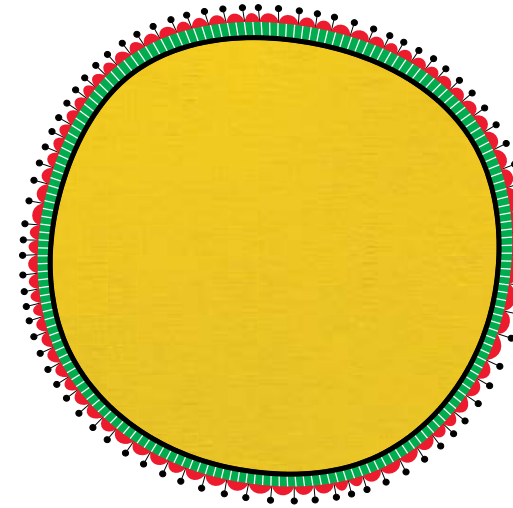Y - 97 K - 00

C - 88 M - 00
Y - 100 K - 00

C - 00 M - 00
Y - 100 K - 00

C - 100 M - 100
Y - 100 K - 100

C - 87 M - 83
Y - 09 K - 29

C - 91 M - 82
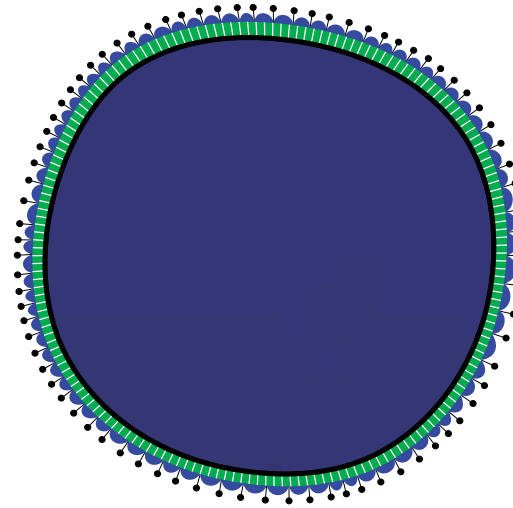Y - 00 K - 00

C - 88 M - 00
Y - 100 K - 00

C - 00 M - 00
Y - 100 K - 00

C - 100 M - 100
Y - 100 K - 100

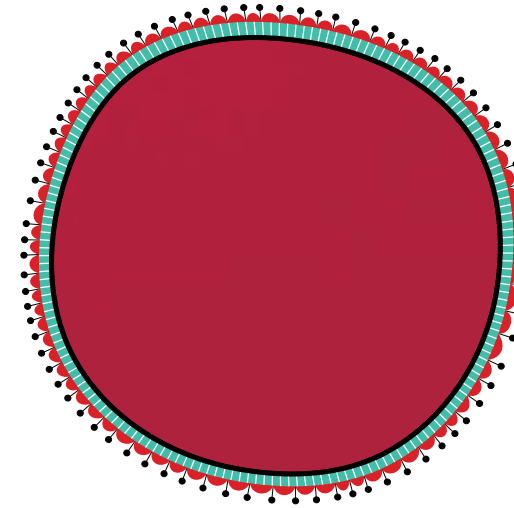C - 26 M - 100
Y - 77 K - 07

C - 67 M - 00
Y - 43 K - 00

C - 10 M - 100
Y - 100 K - 00

C - 00 M - 00
Y - 100 K - 00

C - 100 M - 100
Y - 100 K - 100

FOOTER COLORS
The colors for the footer should be towards shades to warm colors such as red or blue etc, provided they compliment thecolors of text place holder element and the footer border.

SHAPE
The shape of the footer should represent a flat hill andshould always remain constant.

TEXTURE
The texture must always be applied to the footer.

NOTE : The India Gate Basmati Rice must not be comprimised and should always be legible and clear.

C - 84 M - 26
Y - 49 K - 04

C - 00 M - 60
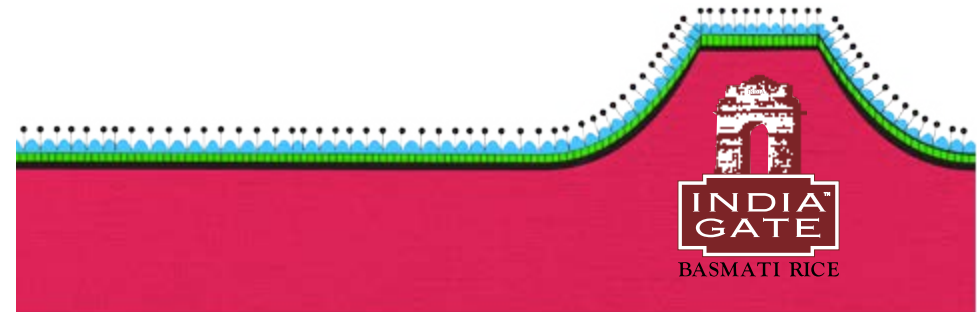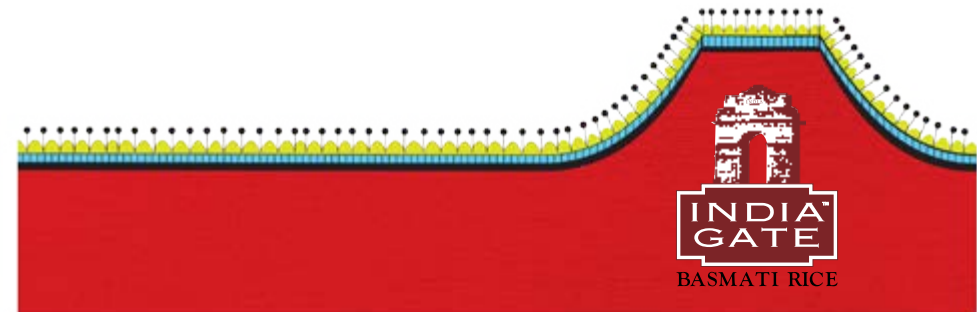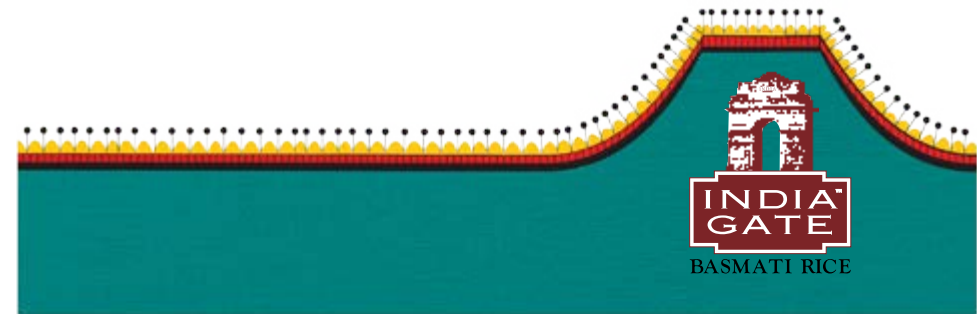Y - 100 K - 00

C - 03 M - 98
Y - 100 K - 00

C - 84 M - 28
Y - 100 K - 14

C - 09 M - 97
Y - 51 K - 00

C - 100 M - 91
Y - 23 K - 08

THE TONE & VOICE

VOICE & TONE

1. COPY: Written in a friendly and approachable tone. A successful, light tone where almonds are a solution to nutritional concerns.
   a. Keep sentences to a reasonable length if it can be cut in half, cut it in half.
   b. Edit, edit, edit: Some build up is necessary but fluff is not.

2. HEADLINES: Should convey a sense of pride at being an everyday hero. Speak to the audience and motivate them.

3. CONTENT: Well researched and backed up by facts and figures. When in doubt follow the Almond Board website, but always remember to contextualize it to Indian Culture and Indian Consumer Beliefs.

Takeaway: Be clear about the desired effect of the copy. Try to pick 1 major benefit as leader.

Stacey's exact comment was "I feel like we're trying to accomplish a lot in the advertorials and would ask us to revisit the desired effect of copy. It seems much more child-focused (as opposed to mom's imprint), and does not really go much deeper into providing facts about almonds.

STRUCTURE:
1. The advertorial content should be structured in such a way that it has a simple flow. An example to follow would be :

o **Para 1 : The Problem**
o **Para 2: Suggesting almonds as a solution**
o **Para 3: Why almonds work**

2. The nutritional benefits should be limited to one paragraph (as opposed to being scattered all over the advertorial).

3. The buildup/intro to the advertorial shouldn't be too long or preachy and shouldn't try too hard to convince the reader that we know what they're thinking. It runs the risk of turning the reader off. A simple set up that is shorter in length is preferable.

DEAL BREAKERS:
1. Steer away from negative comments about other foods. We cannot disparage other foods or food groups, so no comparison to sugary soft drinks, chocolates or other snacks. Direct comparisons of nutritional facts are ok.

2. When talking quantitatively about nutrients, ensure that you mention the serving size or number of almonds.

3. The ads should contain nothing offensive, or nothing that can be construed as being offensive about any religion or religious festival.

4. While almonds are perceived to be good for brain, hair and skin – these benefits cannot be substantiated. Saying almonds are rich in vitamin E which is good for hair and skin is ok.

5. Don't go overboard on the promise of what almonds deliver. Phrases like 'the promise of good health' should be avoided.

6. Refrain from using "fewer calories" or "less in sugar" when referring to almonds.

7. The copy should only feature almond benefits that have been included in the message map (This message map goes through changes through the year. Ensure the one you are referring to is the latest version. You will find the latest version of the message house at : https://app.asana.com/0/638120374282/905553446284)

JENNY'S GUIDELINES:

1.   Protein and fibre are not considered "essential" nutrients in most countries so they can't come in the list of essential nutrients.

2.   It needs to be specified that almonds are the "tree nut" highest in these nutrients. Peanuts are higher in protein.

3.   Since we don't have guidance on vitamin E content claims from Codex and they don't yet exist for India, I would recommend stating the amount per serving or including vitamin E in the list of nutrients that almonds are highest in. "almonds are the tree nut highest in protein, fibre, and essential nutrients like calcium, riboflavin and vitamin E." We may learn more about how to message vitamin E once we have guidance from Cantox.'

4.   In the US, we are not allowed to say, "packed with protein" because almonds don't qualify as an excellent source. Since the case is similar in India, I would recommend using "energy-packed protein."

5.   Avoid Manganese. Jenny thinks it might

not be well-known in India.

6. We cannot imply that almonds can treat or manage diabetes.

7. We cannot say "loaded with antioxidants" since we don't have an approved content claim for vitamin E. I would recommend saying, "...almonds provide heart-healthy monounsaturated fat and 7.7 mg of vitamin E per 30g serving.

8. We can say Almonds come loaded with magnesium and heart-healthy monounsaturated fat. (since almonds qualify as an excellent source of both of these nutrients.

9. Not sure whether we can call almonds "heart-friendly" in India yet. It's probably safe, but a safer bet might be to mention monounsaturated fat as the same kind of fat that is emphasized in the Mediterranean diet.

10. There is no reference value for potassium in India or in Codex guidelines, so we can't make nutrient content claims

11. Almonds don't qualify for a "cholesterol-free" labelling claim because to use this claim, they must also qualify as low in saturated fat (i.e. less than 1.5g/100g) Almonds contain more than 3g/100g, so do not qualify. I don't know if we can talk about almonds not containing cholesterol until I'm able to review with compliance agency, but Leatherhead recommends against it.

12. Ref to Honey coated almonds can stay in as long as we're not talking about weight management or diabetes.

INDIA GATE™

GATE

BASMATI RICE