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14-05-2024

# Brand\* Guidelines



## Tecno Auto Glass

Car Glass, Door Glass (Front & Back Screens)

E S T 2024

POWERED BY PETROL SOLUTION

# Welcome

## Guide Overview

This document is crafted for the teams and partners engaged in marketing, communications, and product development for TECNO AUTO GLASS. Our aim is to foster consistency, simplicity, and clarity as we shape the brand identity for Tecno Group. Like all thriving brands and products under the Tecno Group umbrella, this document will evolve and mature with time.



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Car Glass, Door Glass (Front & Back Screens)

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LOGO

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01

# Master Logo

## Tecno Auto Glass

Founded: March 2017

Car Glass, Door Glass (Front & Back Screen)

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The Tecno Auto Glass logo features a sleek cyan and black collar design, incorporating elements inspired by a side view perspective of car glass. Additionally, it incorporates a ladder concept, symbolizing progression and upward mobility in the automotive industry.



**Tecno Auto Glass**

Car Glass, Door Glass (Front & Back Screens)

# Clear Space & Sizing

## Rule Of Thirds

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The Tecno Auto Glass logo has been meticulously crafted to adhere to the rule of thirds, ensuring proper alignment and visual balance. This technique positions key elements such as the cyan and black collar, side view perspective, and ladder concept in strategic areas of the design, enhancing its overall aesthetic appeal and impact.



# COLORS

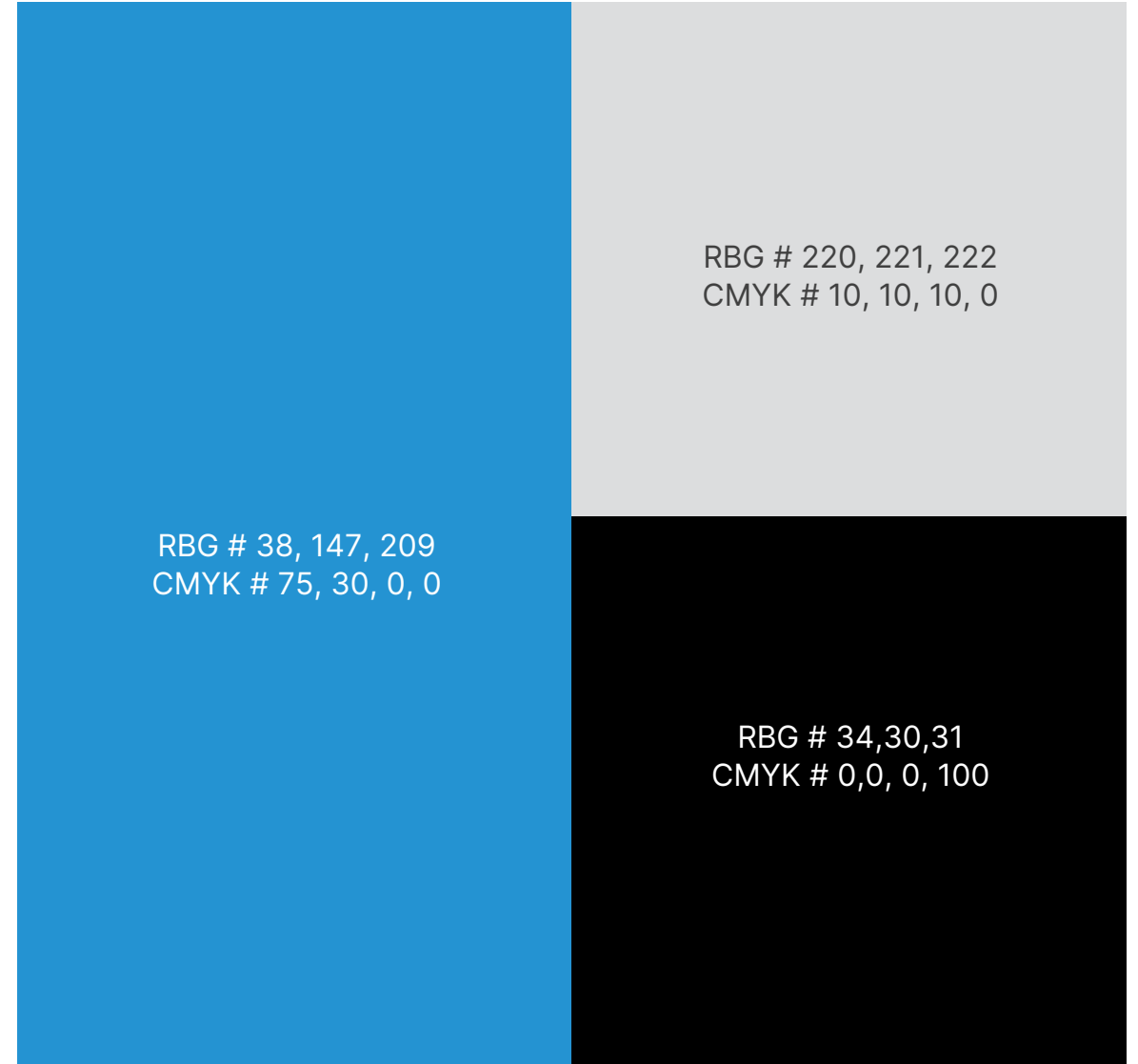
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# 02

# Palette Brand Colors

## Using Colors

The cyan color chosen for Tecno Auto Glass embodies its dynamic and forward-looking essence, reflecting innovation and trust in automotive glass solutions. The gray tone adds sophistication, signifying dedication to high-quality precision. Bold black represents durability and reliability, underscoring Tecno Auto Glass's commitment to sturdy, long-lasting products.



# TYPOGRAPHY

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03

# Typography

**A** **a** .

## Franklin Gothic Demi Condensed

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Aa Bb Cc Dd Cc Ee Ff Gg Hh

Ii Jj Kk Ll Mm Nn Oo Pp Qq

Rr Ss Tt Uu Vv Ww Xx Yy Zz

01 02 03 04 05 06 07 08 09

# Typography

**B** **b**

The Tecno Auto Glass logos feature Franklin, a classic serif font for timeless elegance, and Helvetica, a modern sans-serif font for clarity and professionalism, epitomizing the brand's commitment to quality and innovation.

Helvetica  
(Light & Bold)

AaBbCcDdEeFfGgHhIiJjKk  
LlMmNnOoPpQqUuRrSsTtUu  
VvWwXxYyZz

1234567890  
!@#\$%^&\*()\_+<>?^

# APPLICATION

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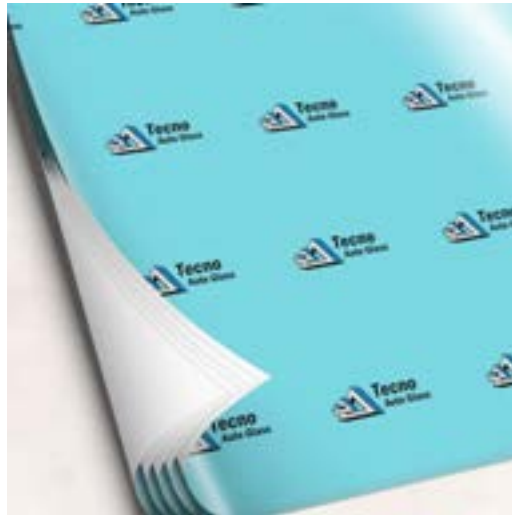
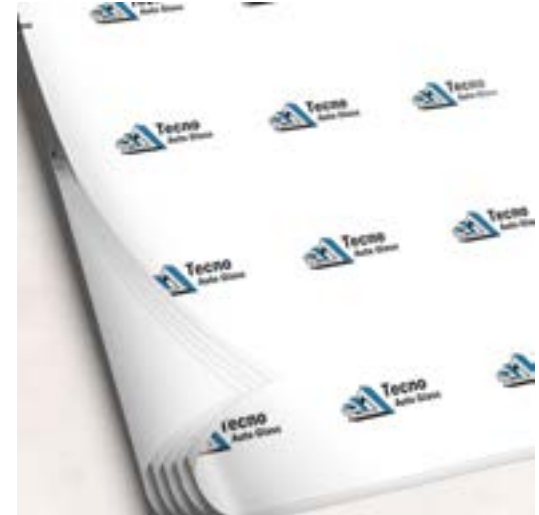
04

# Application

## Tile Sheet With Logo Variations (Gravure Printing)

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The tile sheet with logo variation for Tecno Auto Glass, utilizing gravure printing, presents a durable and visually appealing surface adorned with the brand's logo. This method ensures high-quality reproduction, showcasing the logo in various iterations to maintain brand consistency and recognition



# Application

## Small Fragile Box Wrapped With Tile Sheet (Gravure Printing)

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The side mirror fragile box wrapped with tile sheet, employing gravure printing, offers robust protection for delicate automotive components. Adorned with the brand's logo, the tile sheet ensures brand recognition and consistency, enhancing the packaging's aesthetic appeal.



# STICKER VARIATIONS

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# Sticker Variations With White Base



# Sticker Variations With Transparent Base



# FRONT GLASS MIRROR

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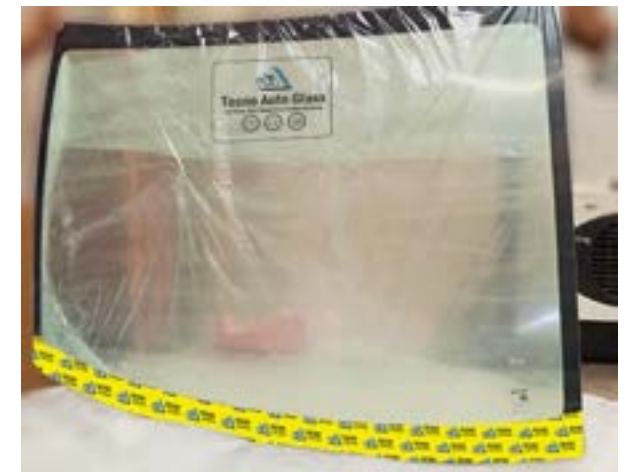
06

# Front Glass Mirror

## Front Glass Mirror With Sticker Variations

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The logo-branded front glass mirror by Tecno Auto Glass merges practicality with brand exposure, enhancing recognition and emphasizing the company's dedication to quality and customer service.



# FRAGILE BOXES

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07

# Fragile Box Of Side View Mirror

## Fragile Box With Sticker & Safety Icons.

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The fragile boxes adorned with the Tecno Auto Glass logo and safety icons provide secure packaging for delicate automotive components. Featuring prominent branding and safety indicators, these boxes ensure both product protection and brand visibility, aligning with Tecno Auto Glass's commitment to quality and customer satisfaction.



# Fragile Box Of Front Glass Mirror

## Fragile Box With Sticker & Safety Icons.

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Tecno Auto Glass's fragile boxes, embellished with the company logo and safety icons, offer robust packaging for fragile automotive parts. With prominent branding and safety cues, these boxes guarantee both product security and brand presence, in line with Tecno Auto Glass's dedication to excellence and customer contentment.



# Brand Strategy



**Mission**  
our mission is to provide superior automotive glass solutions, delivering unmatched quality, safety, and customer satisfaction.



**Vision**  
Redefining automotive safety and style through innovation and service excellence.



# Contact Us.

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## Phone

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+92 21 34301101~7



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## Email

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info@tecno-group.com.pk



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## Website

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## Address

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255-A, Block-6, P.E.C.H.S  
Shahra-e-Faisal Karachi.

*brand Guidelines.*

**Thank you.**