

Reg. Name: Eco-GreenChinar Pvt Ltd

Marketing/Branding name: **EcoGreen Controls**

Brand Guidelines

1. Purpose of This Document

This document defines the visual identity standards for EcoGreen Chinar Pvt Ltd to ensure consistent, professional branding across the website, proposals, letterheads, presentations, and marketing materials.

Note on logo: EcoGreen Chinar's final logo is currently under development. This document intentionally does not include logo artwork or usage specimens. Once the logo is finalized, a logo-usage section (clear space, minimum sizes, incorrect usage, favicon and social media crops) should be appended following the structure used in section 5 below.

2. Brand Positioning

EcoGreen Chinar delivers mid-to-high-end automation solutions for hospitality and residential properties, partnering with specialist vendors across IoT platforms, energy management, smart building systems, HVAC, and networking. The brand should read as knowledgeable, trustworthy, and modern — technical credibility balanced with approachable, sustainability-minded design.

3. Color Palette

The primary palette is to maintain visual consistency across the group's brands.

Color	Hex	Meaning / Usage
Jade Green	#00A86B	Harmony, growth, sustainability, health
Imperial Blue	#005A92	Trust, security, engineering precision, reliability
Charcoal (support)	#1A1A1A	Body text, technical diagrams, contrast
Light Grey (support)	#F2F2F2	Backgrounds, section dividers, whitespace

Primary usage guidance:

- Jade Green (#00A86B) — primary accent color. Use for headings, calls to action, highlights, and key brand moments.
- Imperial Blue (#005A92) — secondary accent color. Use for sub-headings, links, section headers, and structural elements such as table headers.
- Charcoal (#1A1A1A) — default body text color for readability.
- Light Grey (#F2F2F2) — background fills, alternating table rows, and section dividers; never as a primary text color.

Avoid introducing additional accent colors outside this palette without approval.

4. Typography

All marketing materials, documentation, and the website must use **sans-serif** typefaces

Primary typeface	Open Sans
Approved alternates	Roboto, Poppins, Noto Sans, Work Sans, Epilogue
Headings	Imperial Blue (#005A92), bold weight
Body text	Charcoal (#1A1A1A), regular weight
Emphasis / accents	Jade Green (#00A86B), bold or semi-bold

5. Logo (Placeholder)

EcoGreen Chinar's logo is in active development. An early concept explores a chinar-leaf motif combined with a circuit/chip frame, reflecting the fusion of nature and automation technology central to the brand. No logo files are included in this version of the guidelines.

Once finalized, the logo section should specify, following JK Green Technologies' format:

- Logo lockups: mark only, mark with company name, mark with website URL
- Minimum clear space and minimum sizes for print and digital use
- Vertical layout: 160 x 160 px
- Horizontal layouts: 250 x 150 px, 350 x 75 px, 400 x 100 px
- Favicon sizes: 16 x 16, 32 x 32, 48 x 48 px
- Correct and incorrect usage examples (stretching, recoloring, low-contrast backgrounds)

6. Digital Asset Resolutions

Standard image resolutions for website and social media assets, carried over from JK Green Technologies LLP guidelines:

Asset type	Recommended resolution
Website hero banner	1920 x 1080 px
Blog / article header	1200 x 630 px
Instagram profile photo	320 x 320 px
Instagram square post	1080 x 1080 px
Facebook cover photo	851 x 315 px
Facebook landscape post	1200 x 630 px
LinkedIn cover photo	1128 x 191 px
LinkedIn square post	1080 x 1080 px

7. Voice and Tone

While not covered in the source document, the following guidance is recommended for consistency across written materials:

- Clear and technically credible — avoid marketing jargon that obscures what the system actually does.
- Warm and consultative — the tone of a trusted local partner, not a faceless vendor.
- Sustainability-forward — connect automation benefits to energy efficiency and comfort wherever relevant.