

Brand Guidelines



Contents

Colour Palette

Logotype

Logotype Specifications

Visual Symbol

Typography

Special Fonts

Social Media Template



Colour Palette

A unique and modern colour palette has been developed for consistent use throughout all Jain Metal Group digital and print communication materials.

Primary colours

R=28 G=45 B=89
HEX 1c 2d 59
RGB 28 45 89
CMYK 98 89 37 30
LAB 19 5 -30
GrayScale 82

R=226 G=183 B=69
HEX e2 b7 45
RGB 226 183 69
CMYK 12 27 86 0
LAB 77 7 61
GrayScale 28

Supporting colours

R=167 G=201 B=87
HEX a7 c9 57
RGB 167 201 87
CMYK 39 4 85 0
LAB 77 -25 51
GrayScale 30

R=111 G=138 B=198
HEX 6f 8a c6
RGB 111 138 198
CMYK 59 41 2 0
LAB 57 2 -35
GrayScale 46

R=160 G=160 B=160
HEX a0 a0 a0
RGB 160 160 160
CMYK 40 32 33 0
LAB 66 0 0
GrayScale 37

R=204 G=204 B=204
HEX cc cc cc
RGB 204 204 204
CMYK 20 15 15 0
LAB 82 0 0
GrayScale 20

Text Colours

R=35 G=35 B=35
HEX 23 23 23
RGB 35 35 35
CMYK 72 66 65 71
LAB 14 0 0
GrayScale 86

R=244 G=244 B=244 1
HEX f4 f4 f4
RGB 244 244 244
CMYK 3 2 2 0
LAB 96 0 0
GrayScale 4



Logotype

The Jain Metal Group logo blends professionalism with a strong focus on sustainability. A gold flame icon symbolizes energy and transformation, aligning with the company's role in recycling. The bold, uppercase "JAIN METAL GROUP" text conveys strength and reliability in the industry.

The tagline, "recycle today. greener tomorrow." reflects the company's commitment to creating a sustainable future through recycling. The sleek, modern design captures the brand's eco-conscious mission and forward-thinking approach.



Logotype Specifications

Main logotype



Don't use



Typography

Two sets of fonts have been selected to be used for creation of branded materials in a consistent manner.

Adobe and digital applications:

Montserrat Regular

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&

Montserrat Italic

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
Z abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&

Montserrat Bold

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&

Montserrat Extra Bold

AaBbCcDd
ABCDEFGHIJKLMNOPQRSTUVWXYZ
YZ abcdefghijklmnopqrstuvwxyz
1234567890@#\$%&

Special Fonts

Two sets of fonts have been selected for creating special days and promoting offers on those days.

All Digital Platforms

Playfair Display

AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&

Playfair Display Bold

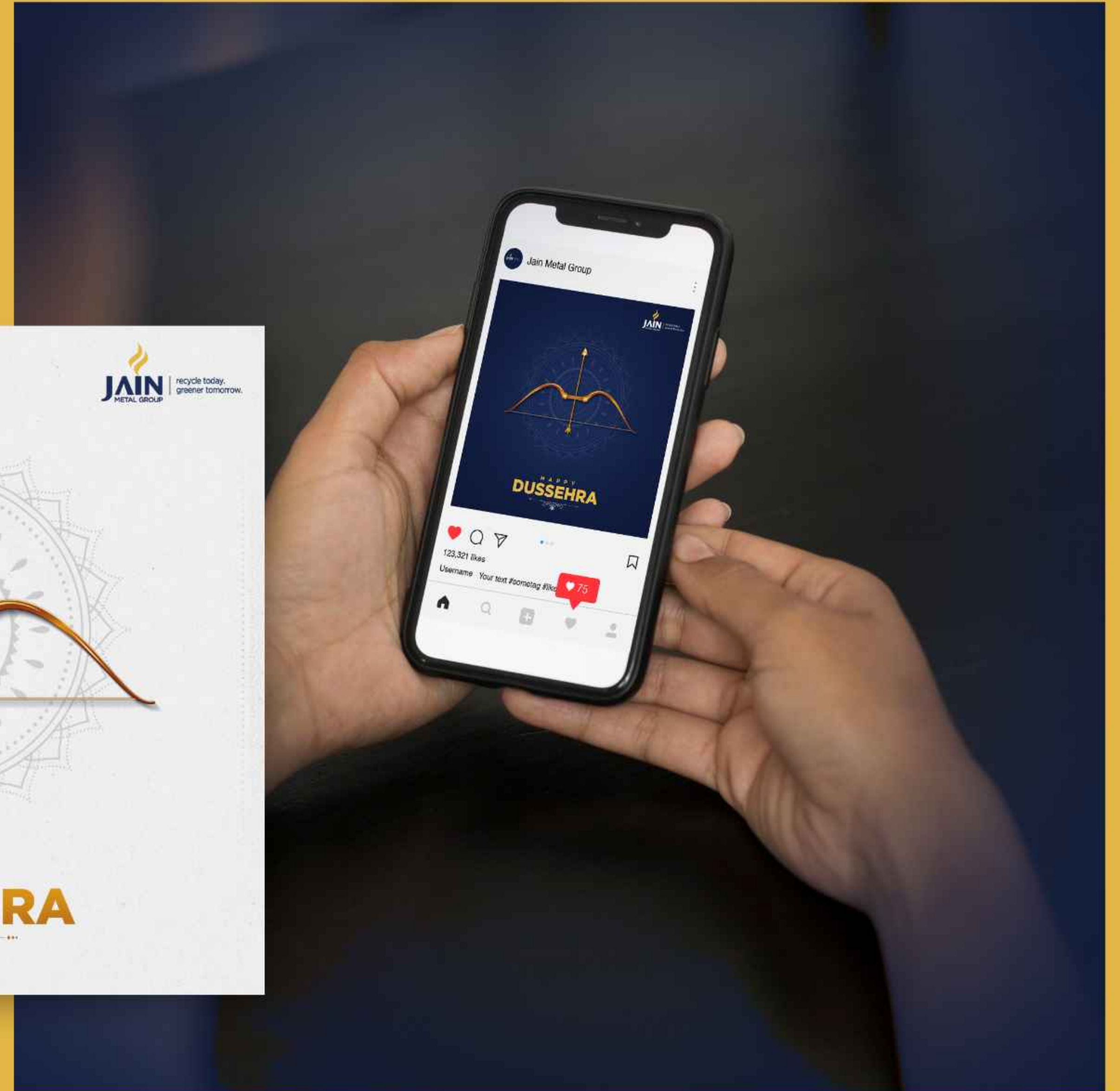
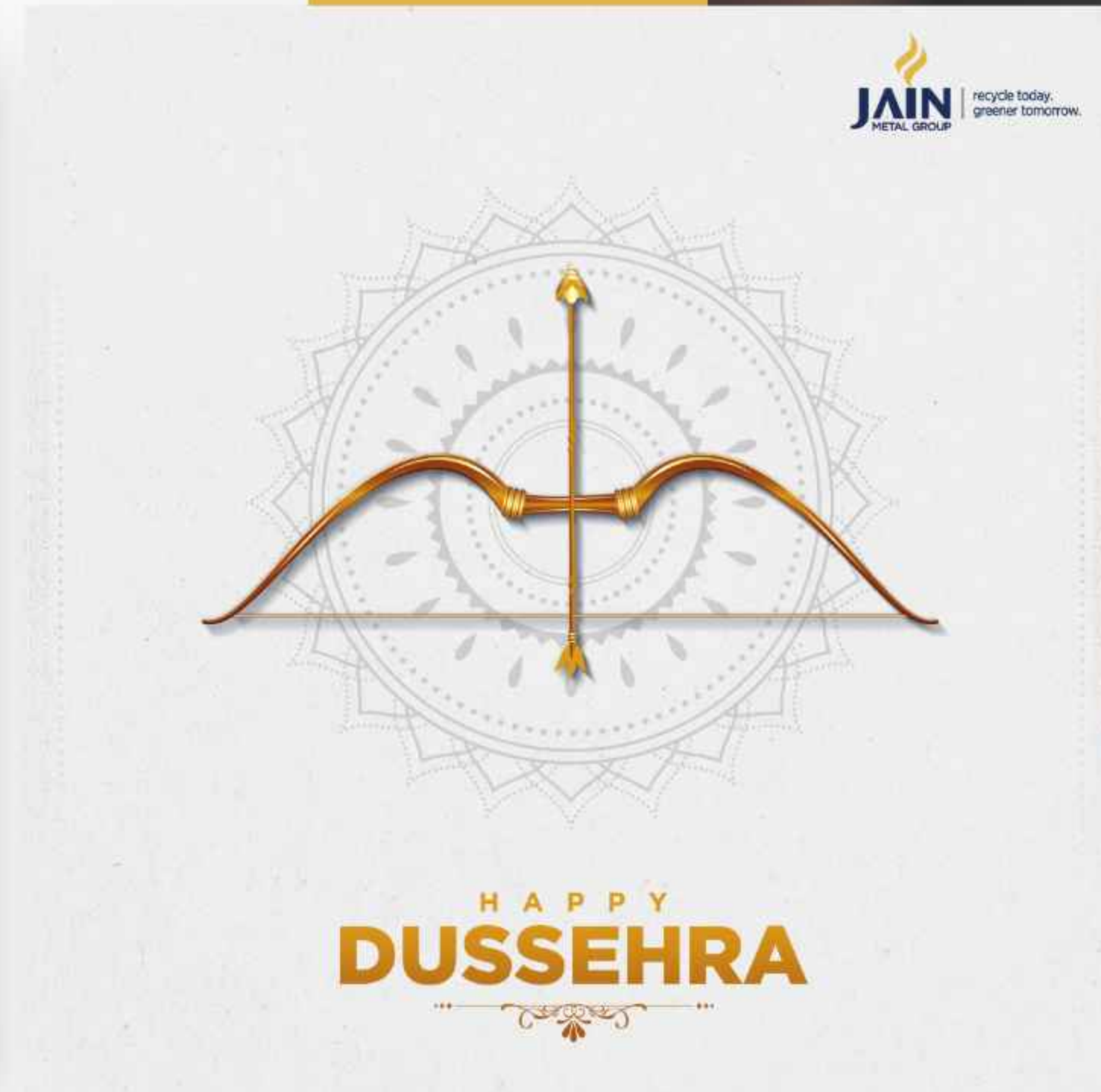
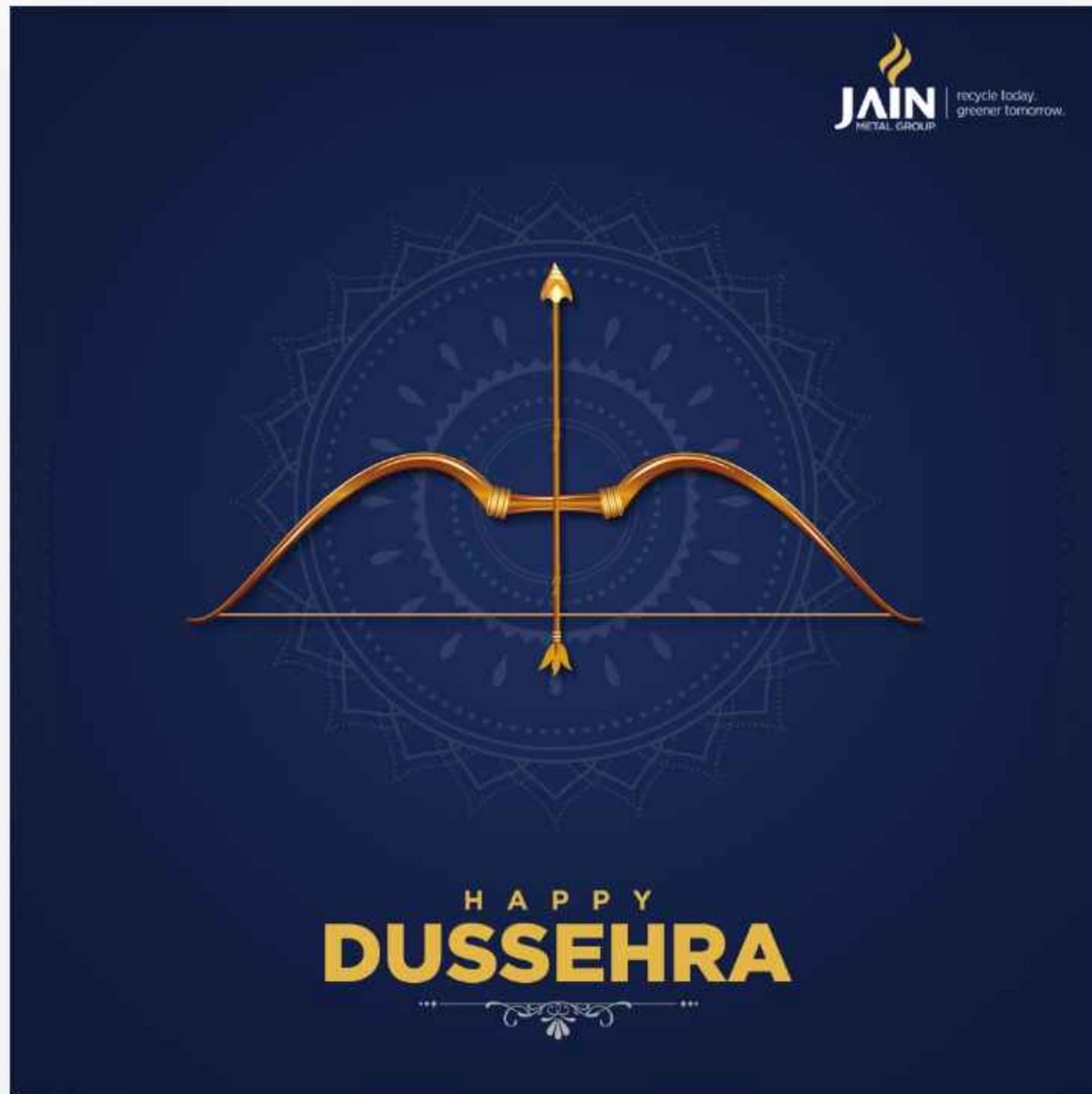
AaBbCcDd

ABCDEFGHIJKLMNOPQRSTUVWXYZ

YZ abcdefghijklmnopqrstuvwxyz

1234567890@#\$\$%&

Social Media Templates



CORE VALUES

COMMITMENT

Dedication to delivering quality & consistency in every endeavor.



INTEGRITY

Upholding ethical standards and trust in every decision & action.



TRANSPERENCY

Open communication & clarity are prioritized in all interactions.



FLEXIBILITY

Adapting swiftly to changing demands and challenges is essential.



VISSION & MISSION





JAIN

Jain Resource
Recycling Pvt Ltd

JAIN

Jain Metal Group
Specializes in
Manufacturing
and Recycling of
Non-Ferrous
metals.

Corporate office

JAIN

Aluminium Ingots

JAIN
METAL GROUP

recycle today.
greener tomorrow.

JAIN

recycle today.
greener tomorrow.

**Thank
You**

