GRÈSBOND

by *Kajaria*

Brand Book
2024

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The Brand

Kajaria Gres marks an exciting new chapter in the world of premium tiles. India's trusted tile, we've taken a bold step forward with Gres. This isn't just a new name – we promise to deliver tiles that combine exceptional strength with stunning beauty, setting new standards in the industry.
Every Kajaria Gres tile is crafted using advanced technology that makes it special. Our tiles are built to last, offering outstanding protection against water and fire, while being incredibly strong for everyday use. Whether you're tiling a home or a busy shopping mall, our perfectly flat surfaces and exact measurements make installation smooth and results flawless. Each tile is designed to keep its beauty for years, making it a smart choice for any space.

The Logo

Wordmark

GRÈSBOND

The Logo

Black on white

GRÈSBOND

The Logo

White on black

GRÈSBOND

The Logo

Logomark



The Logo

Black on white



The Logo

White on black



The Logo

Logo lockup

These are the only two variations in which the logo-mark and wordmark will be presented. Any other layout is not valid.



Horizontal lockup



Vertical lockup

The Logo

Horizontal Clearspace



The Logo

Vertical Clearspace



The Logo

Logomark Clearspace



The Logo

Sizing (digital)

Minimum Logomark Size – 100 px

This shows the minimum size of the wordmark on any ditigal platform. At any point, the wordmark should not be smaller than the mentioned width.



100 px



230 px



400 px



550 px



700 px

The Logo

Sizing (print)

Minimum Wordmark Size - 1 inches

This shows the minimum size of the wordmark on any print media. At any point, the wordmark should not be smaller than the mentioned width.



1 in



2.3 in



4 in



6 in



8 in

The Logo

Misuses

It is imporant to note that the logo lockup must not be skewed, taken out of its original proportions, must not be placed in various styles, must only be used as per the guidelines, any usage of the logo in any of these manners is improper and does not represent the brand.



















The Logo

Misuses

It is imporant to note that the logomark must not be skewed, taken out of its original proportions, must not be placed in various styles, must only be used as per the guidelines, any usage of the logo in any of these manners is improper and does not represent the brand.



Do not rotate or tilt



Do not place image on top



Do not stretch



Do not add effects



Do not use other than logo colours



Do not outline it



Do not add gradient



Do not mis-place

GRÈSBOND

Brand Colour

Brand colour

Kajaria Blue
#004B87

White
#FFFFFF

Black
#000000

Typography

GRÈSBOND

Typography

Primary Font

Aa

SCALE VF

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+_-=/#!@%&*|\/

Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+_-=/#!@%&*|\/

Typography

Secondary Font



NEUE KAINE

Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+_-=/#!@%&*|\/

Semi Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789+_-=/#!@%&*|\/

Outdoor Creative

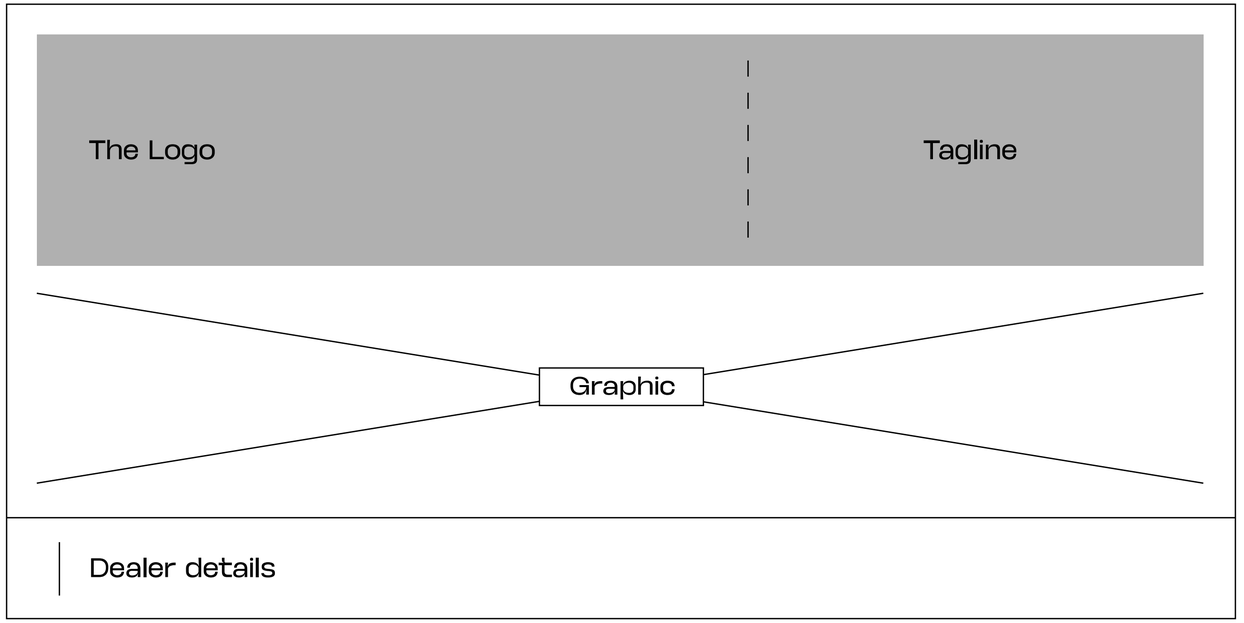
Outdoor Creative



Outdoor Creative Guideline

Banner size ratio - 2:1

This shows the guideline of the Gresbond banner. The Gresbond logo will always be placed at the upper half of the banner, preferably left alligned. The tag-line will always be placed next to the logo. The dealer details and all will be at the bottom section and the remaining graphics will be in between.



Newspaper Ads

Nerwspaper Ads

Full-page



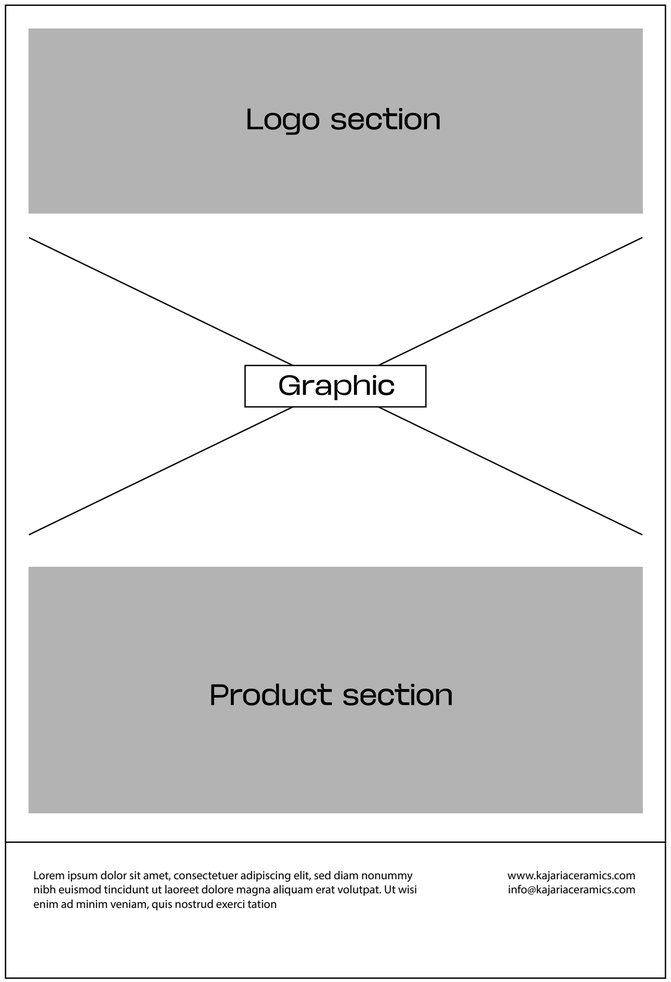
Nerwspaper Ads

Full-page guideline

The logo will always be placed on the top section. Additional info will be written on the bottom of the ad along with site and mail.

The products will be shown at the bottom half, just above the detail panel. And the graphic will be in the middle with the tagline.

No image or text will be placed over the logo and the product section. The deatil section will always have white background.



Nerwspaper Ads

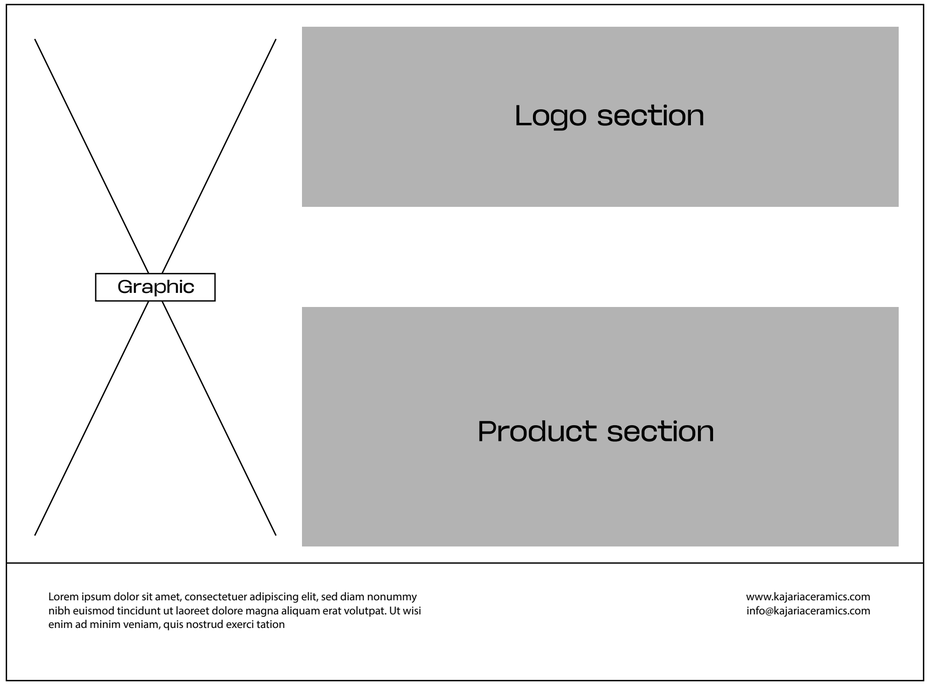
Hlaf-page



Nerwspaper Ads

Hlaf-page guideline

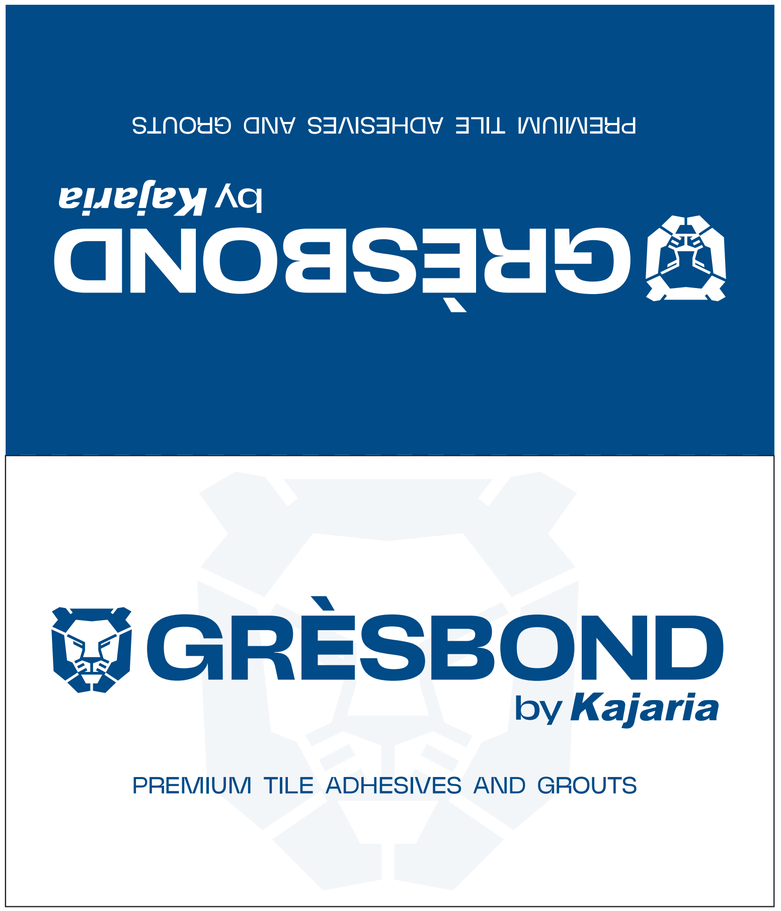
The logo will always be placed on the top section. Additional info will be written on the bottom of the ad along with site and mail.
The products will be shown at the bottom half, just above the detail panel. The graphic will be placed according to other elements, with the tagline.
No image or text will be placed over the logo and the product section. The detail section will always have white background.



Airport Collaterals

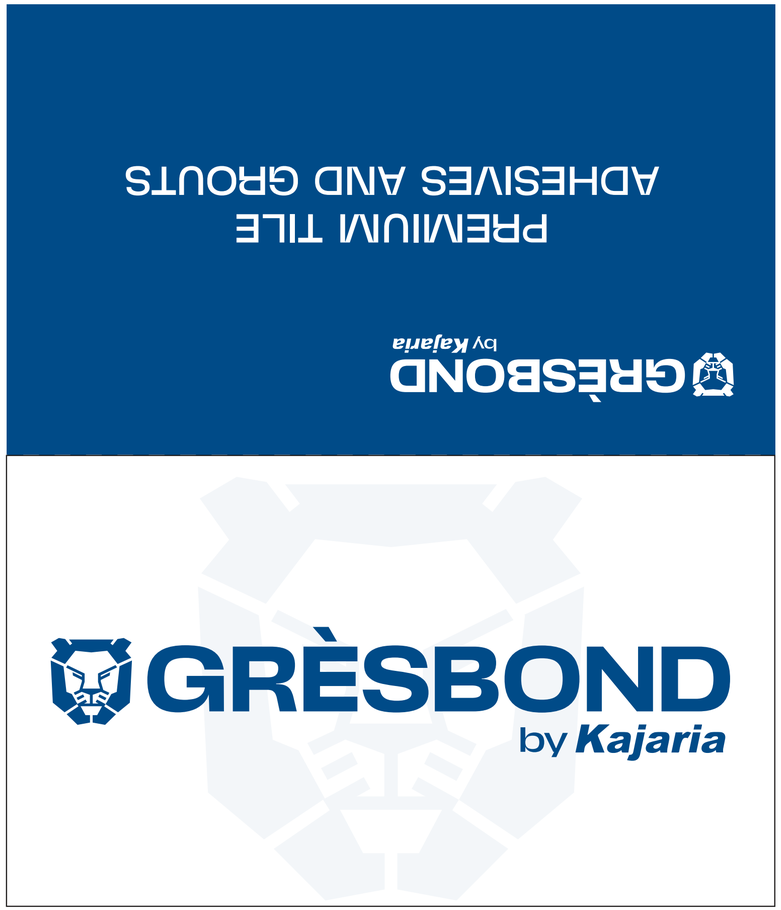
Bus Handle

Option 1
Sizing : 15 X 12.7 CM



Bus Handle

Option 2
Sizing : 15 X 12.7 CM



Airport Collaterals

Collateral
Sizing : 45.5 x 25 CM



Airport Collaterals

Collateral

Sizing : 43.5 X 4.8 CM





Sizing : 23 X 4.8 CM

Airport Collaterals

Collateral

Sizing : 25 x 19 CM



Airport Collaterals

Collateral

Sizing : 23.5 X 4.8 CM





Sizing : 17.5 X 4.8 CM

Airport Collaterals

Collateral

Sizing : 23.5 X 4.8 CM





Sizing : 17.5 X 4.8 CM

Packaging

Packaging

Colour codes

CX1 / CX2
#114479

LX7
#5D2B6D

EX5
#EAB624

VX1 / VX2
#E02826

C2TE

#102447

#114478

#E1EAF7

Packaging

CX1



Packaging

CX1



Packaging

CX2



Packaging

CX2



Packaging

EX5



Packaging

EX5



Packaging

LX7



Packaging

LX7



Packaging

VX1



Packaging

VX1



Packaging

VX2



Packaging

VX2



Packaging

C2TE



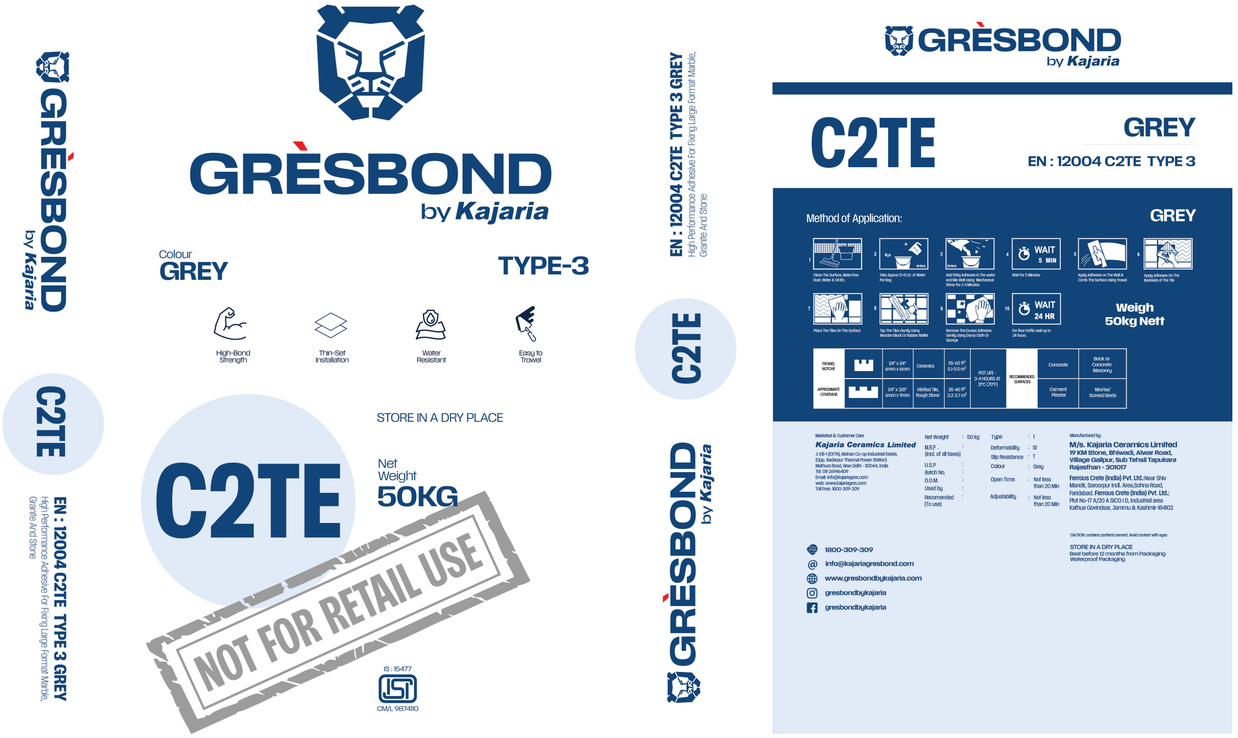
Packaging

C2TE



Packaging

C2TE



Packaging

C2TE



Stationary

Stationary

Visiting Card

This visiting card is designed solely for Gresbond.

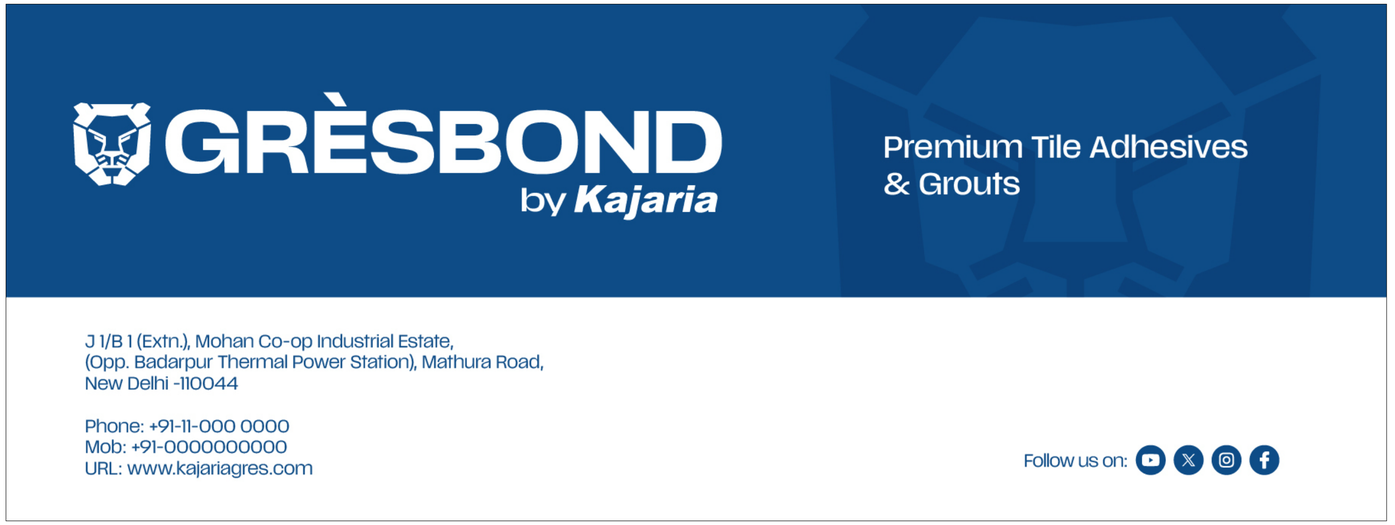
Specifications :
Business Card Size : W: 3.5” H: 2”





Stationary

Email sign



Stationary


GRÈSBOND by Kajaria
J1/B1 (Extn.),
Mohan Co - op Industrial Estate,
NH-19, Mohan Cooperative Industrial Estate,
Badarpur, New Delhi, Delhi 110044
info@kajariaceramics.com
Dear Mr. Shubham
Fusce scelerisque sem sem, non interdum ligula gravida id. Curabitur sit amet molestie elit. Pellentesque ac congue diam. Duis varius suscipit elementum. Ut ac volutpat arcu, id commodo erat. Suspendisse tempor diam ut nunc egestas finibus. Maecenas quis porttitor dolor, a accumsan odio. Phasellus nisl metus, consectetur ut venenatis sit amet, imperdiet at nunc.
Donec facilisis malesuada ipsum sit amet vulputate. Integer justo justo, fermentum vitae pellentesque feugiat, ullamcorper non velit. Suspendisse molestie volutpat nisl at faucibus. Praesent posuere sodales libero, sed lacinia lacus ultrices eu. Phasellus lobortis, lectus sit amet vehicula hendrerit, risus purus blandit nunc, porttitor dictum arcu nisl varius ipsum. Nam tempus et purus sit amet cursus. Ut nec mauris quam. Integer condimentum quis magna id tempus. Pellentesque et orci scelerisque nisi faucibus egestas et at orci. Aliquam placerat ultricies erat id tincidunt. Nunc quis justo ipsum. Pellentesque at nisl et nulla posuere sollicitudin vitae vel ex. Vivamus fermentum orci sem. Phasellus tempor, metus vitae rutrum varius, ex libero mattis sapien, nec dictum enim augue non augue. Vestibulum in orci ut augue iaculis porttitor.
Praesent sit amet augue auctor, ultrices dui eget, pellentesque enim. Vivamus eu elementum odio. Nulla vitae enim porta, posuere tellus in, euismod nulla. Pellentesque vitae sodales ligula, vitae viverra nunc. Integer tristique sit amet leo vel feugiat.
John A. Powell
Marketing Manager
John Powell
Kajaria
India's No.1 Tile Company
TO :
GRÈSBOND by Kajaria
J1/B1 (Extn.), Mohan Co - op Industrial Estate,
NH-19, Mohan Cooperative Industrial Estate,
Badarpur, New Delhi, Delhi 110044
GRÈSBOND by Kajaria
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Premium tile
adhesives and grouts
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