TouchCraft Digital

Stand out with a captivating brand identity crafted by us.

Dive into our Branding Projects

Equity Intelligence

Equity Intelligence India is a well-known investment advisory firm in India founded by renowned investor Porinju Veliyath, from Kerala.

Explore the work $\longrightarrow$

Forsonic

Forsonic is an electronic products company that produces and distributes electronic equipment as well as wiring cables.

Explore the work $\longrightarrow$

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Equity Intelligence

Project 01 Re-Branding

Client	Year	Location
Equity Intelligence	2022	India

Type	Process
Investment	Re-Branding

The Brief

Equity Intelligence India is a well-known investment advisory firm in India founded by renowned investor **Porinju Veliyath, from Kerala.** The company specializes in providing investment advice and portfolio management services to individuals and institutional clients.

Services:

✓ Branding   ✓ Visual Identity   ✓ Illustrations

✓ Website Revamps   ✓ Brand Guidelines

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The Brand

Equity Intelligence India is known for its value-based investment philosophy. The firm's investment strategies are focused on identifying undervalued companies with strong growth potential, and it has a reputation for investing in small and mid-cap stocks. The firm's success has helped to put Kerala on the map as a hub for investment and financial expertise.

The Logo

The logo is inspired by the rich tradition of Kerala. It features a continuous flow design that represents the backwaters, symbolizing the company's commitment to ongoing learning and growth. The logo also incorporates elements that represent adaptability, flexibility, and problem-solving, showcasing the company's forward-thinking mindset. Overall, the logo is a perfect blend of traditional values and a modern outlook.

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Logo Rationale
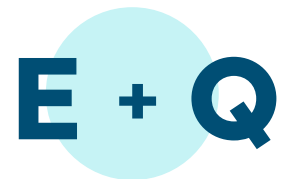
EQ is Equity.

+

A well-made investment is just like a well planted coconut tree. "Sow now and reap later" is basic law.

"You reap what you sow.

+

Water stands for flow, change, simplicity, and adaptability. Being "formless" and not letting oneself be trapped in any certain mindset is a very important characteristic of value investors.

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Construction

Give the logo space. To preserve the integrity and visual impact of the logo, always maintain adequate clear space around it . It's an integral part of the design, and ensures the logo can be seen quickly, uncluttered by other logos, symbols, artwork or text

ONE I-HEIGHT

ONE I-HEIGHT

ONE I-HEIGHT

ONE I-HEIGHT

Minimum clear space is one I-heights all around

0.8 Inch

Minimum size:
0.8 inch in height

0.4 Inch

Minimum size:
0.4 inch in height

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Logo Extensions

In an ever growing online world we require logos to be responsive to take on its demands. Hence we require an icon that will depict the brand. We have the ideal brandmark for this.

Primary Logo

Secondary Logo

Monochrome Logo

Monochrome reverse Logo

The Icon

In an ever growing online world we require logos to be responsive to take on its demands. Hence we require an icon that will depict the brand. We have the ideal brandmark for this.

Primary logo

Vertical logo

Horizontal logo

Icon mark

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Brand Colors

Blue is a perfect color for Equity Intelligence, as it is connected to traits such as tranquility, dependability, and trust. The color blue is often associated with water, which can be a symbol of stability and reliability.

Additionally, blue has a soothing effect on the mind, creating a sense of serenity and space that can be conducive to decision-making and strategic planning. It is often associated with maturity, which can be an important consideration for a company in the finance industry. Overall, the use of blue in branding and design for Equity Intelligence can communicate a sense of stability, reliability, and trust to potential clients and investors.

Color Palette

Primary Color - EQ Blue

PANTONE - P 114-16 U
RGB - 0 / 78 / 116
HEX - #004E74
CMYK - 99 / 70 / 33 / 16

Shadow Tone

Light Tone

Lighter Tone

Accent Color - Celeste

RGB - 204 / 255 / 255
HEX - #CCFFFF
CMYK - 16 / 0 / 3 / 0

Darker Color - Midnight Blue

RGB - 0 / 50 / 74
HEX - #00324A
CMYK - 100 / 75 / 47 / 43

Chalkboard

Pearl River

Frost

Fog

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Typography

Logo font
Helvetica Neue

THE FONT

The Helvetica Neue font embodies the values of trust, experience, and adaptability. Its timeless and elegant design instils a sense of trust in the viewer. The font's clean, simple lines and legibility demonstrate a depth of knowledge.

TYPEFACE

AaBbCc123456

MEDIUM

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $&@?!+(.,:;)

BLACK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Primary font
FreightText Pro

THE FONT

The Freight collection of typefaces is a set of bold, historically innovative and popular typefaces created by Joshua Darden in 2005. Freight is the primary typeface for Equity Intelligence. It is used for all the communications.

TYPEFACE

AaBbCc123456

BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $&@?!+(.,:;)

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

Secondary font
Inter

THE FONT

Inter is a variable font family carefully crafted & designed for computer screens. Inter is the secondary typeface for Equity Intelligence. It is used for all the communications.

TYPEFACE

AaBbCc123456

BOOK

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 $&@?!+(.,:;)

BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ITALIC

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

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Illustration Style

Illustrations are Metaphors for various aspects taking inspiration from the nurturing traditions.

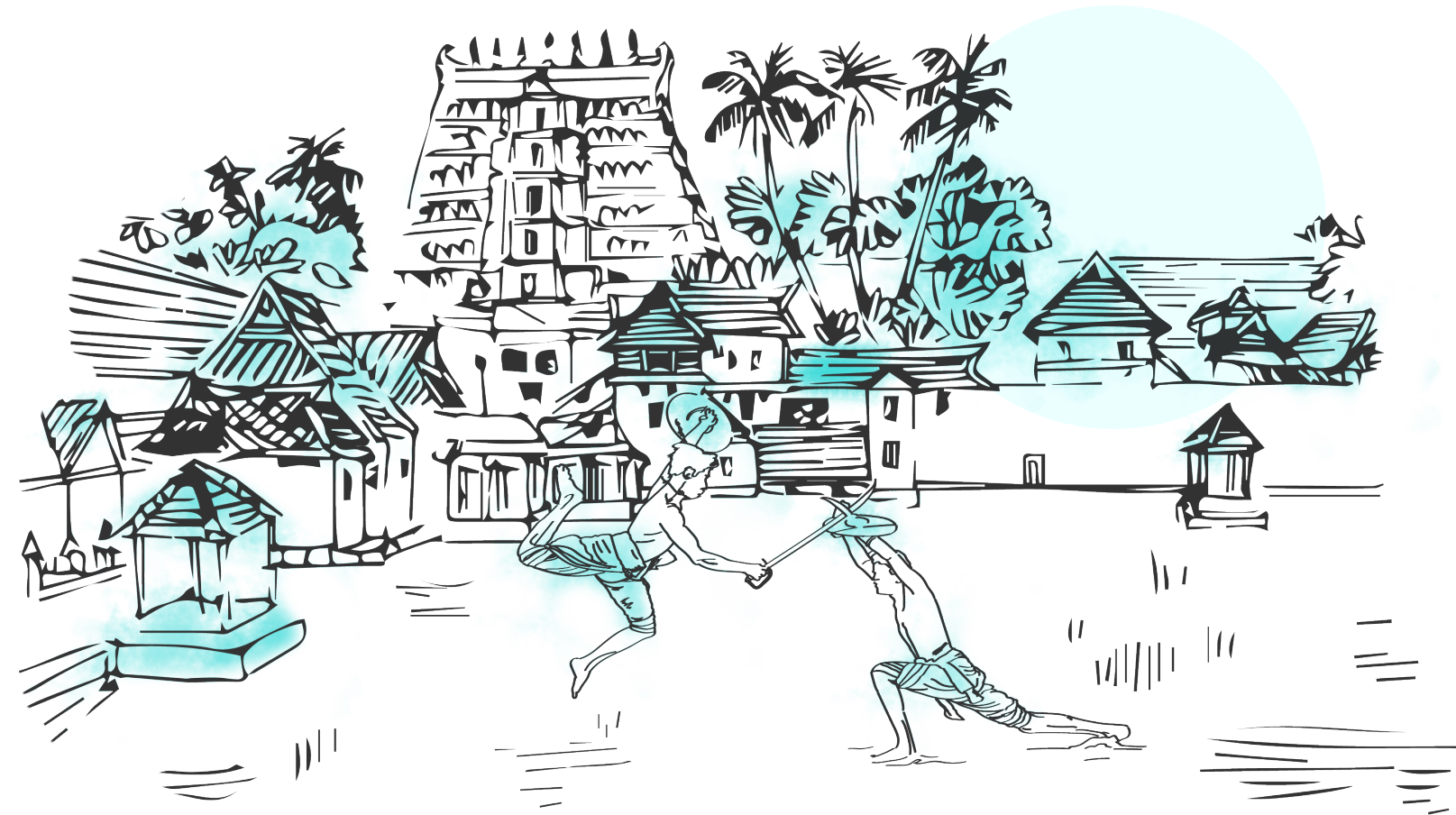The style is very much a hand drawn.

fig 1. The Padmnabhaswamy Temple. The Vault (Nilavara) B ("The Forbidden Zone") was discovered to have treasures worth croores that was kept hidden for centuries.

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fig 3. hundan vallams, magnificent snake boats used in boat races, are up to 140-foot-long canoes made of wood that can carry up to 128 rowers.

Team EQ, like a Chundan vallam, is paddling ahead in unison to success under Mr. Porinju Veliyath - an able amarakkaran (helmsman) leading from the front.

fig 2. Kalari means training ground or battleground, and payattu means training in martial arts. It stresses the importance of having a holistic approach that uses the body, the mind, and the weapon in unison.

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Iconography

Icons that are static or dynamic with same style as that of our Illustrations.

Iconography is the use of visual images, symbols or figures to represent complex ideas, subjects or themes, that are important to different cultures. An understanding of the iconographic images and symbols used in a particular art work helps to reveal the meaning of the work.
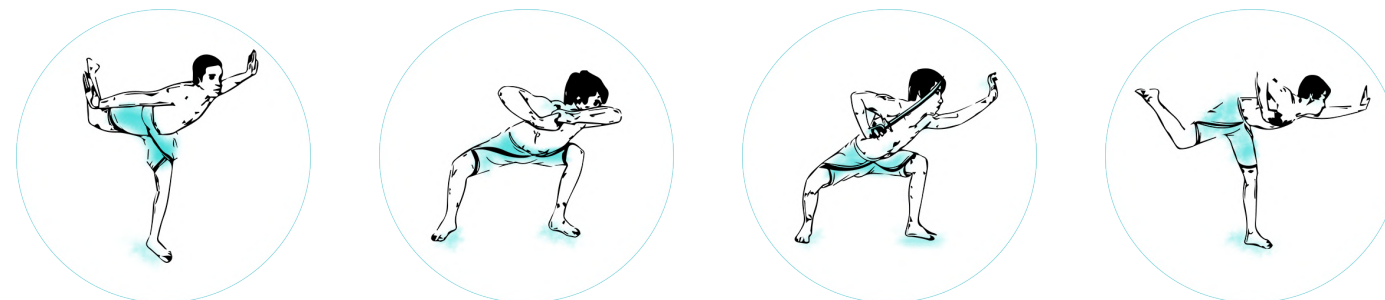
Line drawing icons

Minimal fill icons

Extented line drawing icons

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Stationery

A sample stationery design that follows all the brand guidelines. The productions from the guides should resonate the brand identity.

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Company Seal

Seals can be an effective tool for branding, as they can be used to indicate authenticity and quality, and to increase brand recognition and trust with customers. They can also be used to indicate official validation and awards.

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Application & in Production

Here's a moodbaord to our logo in use at various possible places. This is how we can take our brand from a basic brandmark to an identity to be reckoned with.

User Interface (UI)

The User Interface was developed for EQ that would reflect the same brand style. The website is a reflection of the traditional aesthetics of Kerala combined with a moder approach that emphasis the idea of value investing.

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Project 02 Branding

Client	Year	Location
Forsonic	2021	India

Type	Process
Electronics	Branding

Services:

- ✓ Branding
- ✓ Visual Identity
- ✓ Illustrations
- ✓ Website Revamps
- ✓ Brand Guidelines

The Brief

Forsonic is an electronic products company that produces and distributes electronic equipments as well as wiring cables. This presentation will have concepts developed for Forsonic that resonates with the brand values.

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The Brand

Forsonic is an upcoming brand that manufactures and distributes electronic equipments that are limited to computer periphals. Hence, the brand has to stand out in a way that is adaptible and stay modern.

The Logo

The logo for Forsonic comprises of a typographic text and a brandmark. The combination makes it easier for its usage accross multiple platforms and channels. The logo also have to be in unison with the other brands of its parent company.

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Logo Rationale

Here we use the logo in separate forms. A brandmark and a
typography that can be used interchangeably or in unison. The
letter F is formed by using a mouse cursor. We cascade the
cursors in a style similar to the Forerun Logo.

Cascaded
Forerun Logo

+

The letter F

+

Mouse Arrow

=

The Brandmark

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Construction

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Bounding Box

Icon

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Logo Extensions

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The Icon

In an ever growing online world we require logos to be responsive to take on its demands. Hence we require an icon that will depict the brand. We have the ideal brandmark for this.

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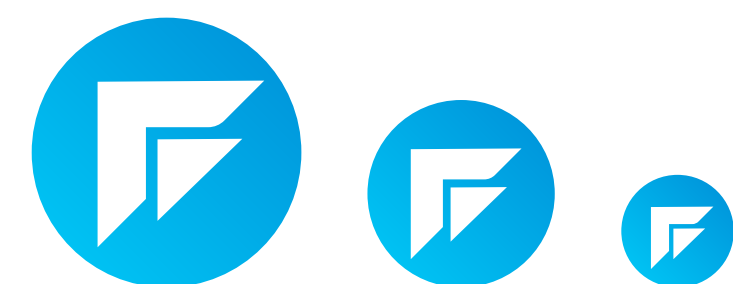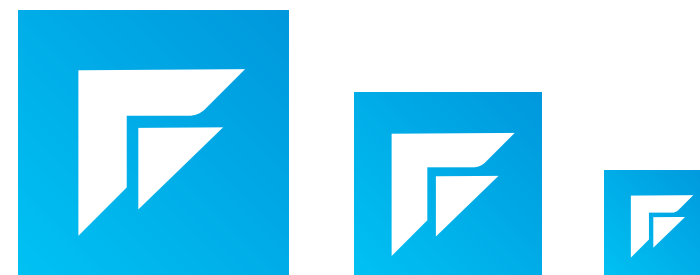
Brand Colors

We use the lighter colors here to stay more on the side of corporate. The color can sit out well on lighter surfaces.

BLUE GRADIENT
#00C2F3 TO #0097DC

PANTONE P 115-6 C
#00B2E3

PANTONE P 112-8 C
#0097DC

WHITE
#FFFFFF

DARK BLUE
#202945

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Typography

Proxima Nova is our official font and must be used when possible. It's modern and sophisticated. It feels authentic and familiar.

Futura LT is our secondary font. It is introduced as an alternate when the primary logo can't be used.

Aa
Proxima Nova

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#$%^&*()_+

SECONDARY

Aa
Futura LT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1234567890!@#$%^&*()_+

NEXT GENERATION PRODUCTS

H1 | Proxima Nova | Bold | 26

TOP QUALITY ELECTRONIC DEVICES

H2 | Proxima Nova | Medium | 22

Computers and power cables for your home.

P | Futura LT | Medium | 20

CUSTOMER SATISFACTION

H3 | Futura LT | Book | 18

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Stationery

A sample stationery design that follows all the brand guidelines. The productions from the guides should resonate the brand identity.

Application & in Production

Here's a moodbaord to our logo in use at various possible places. This is how we can take our brand from a basic brandmark to an identity to be reckoned with.

The packing of products are made with diagonal shpaes that inherits its angle from the logo.

With the brand colors applied we can create great package designs in light or dark shades.

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User Interface (UI)

Forsonic is an electronic products company that produces and distributes electronic equipments as well as wiring cables. This presentation will have concepts developed for Forsonic that resonates with the brand values.

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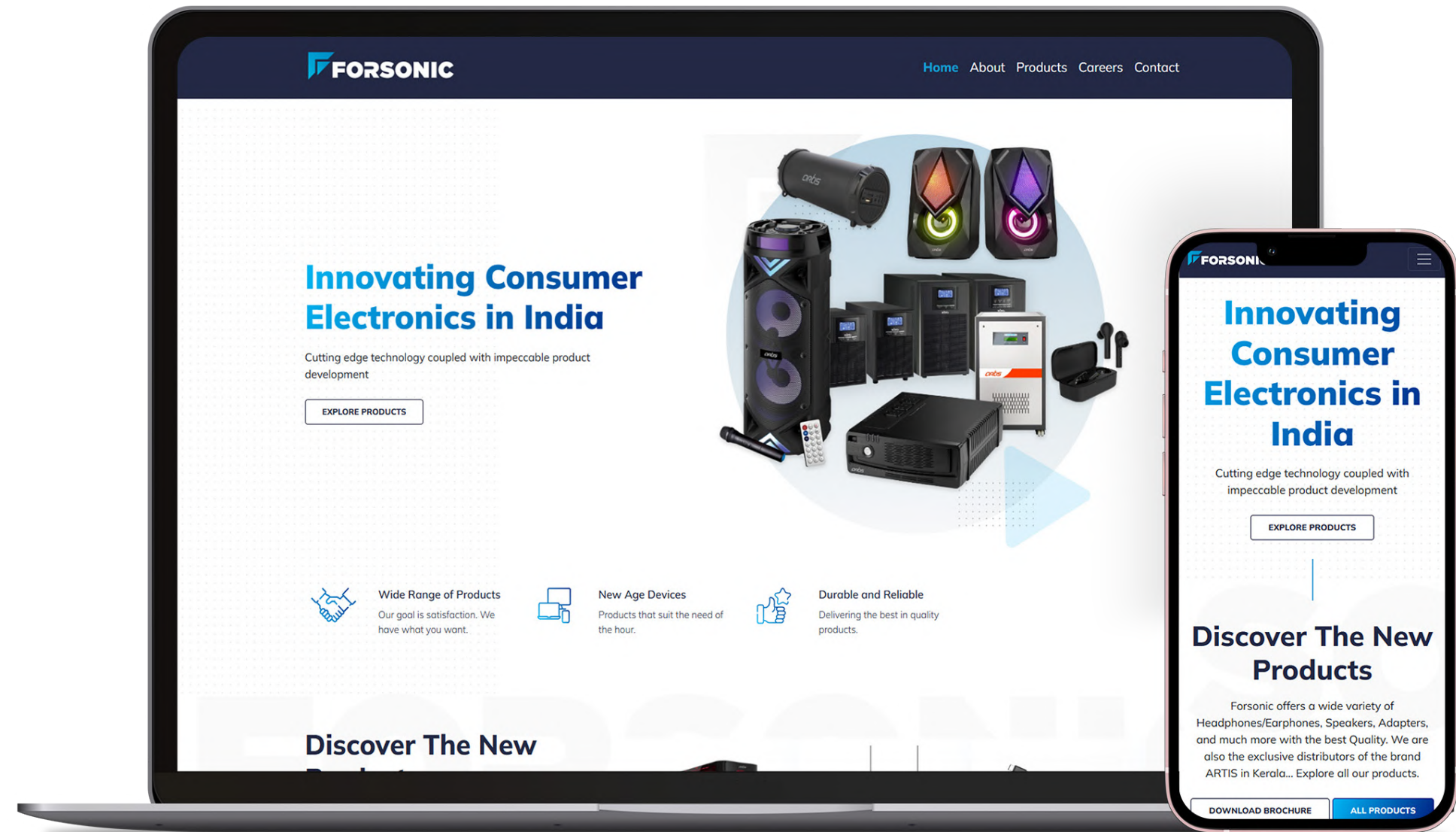
Thank You

TouchCraft
Digital____

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