

Corporate Identity Design System Guidebook

Era Group

2010

Corporate Identity - An Overview

It is the face of Era Group. That vital and central asset which renders expression to our core brand values and lends strength to our inherent value system. That key differentiator which enables us to create a unique niche for our brand in the highly competitive marketplace.

Our identity is more than just a powerful tool to promote the Era brand. It is an ethos, a philosophy that gives feel to our vision and shape to our mission.

Corporate Brand Color

The basic color of ERA is Blue.
Blue is seen as trustworthy, dependable and committed.
This lends into customer loyalty and brand reliability.

Era Blue



C-100
M-50
Y-10
K-0

Support Brand Color

Orange is the support color in the Era Corporate Identity System. Color Orange expresses advanced creativity, while reinforcing determination to challenge through its color palette.

Era Orange



C-0
M-75
Y-100
K-0

Other Colors

Dark Grey

This color is a standard typography color. The brand positioning line comes in this color.

Era Dark Grey



C-0
M-0
Y-0
K-70

Light Grey

This lighter grey is used in instances where vertical's name is used alongwith brand logo.

Era Light Grey



C-0
M-0
Y-0
K-40

Era Brand Logo

The brand logo is designed to simply and powerfully promote the Era Brand.

It features a sharp design element craved out of a solid square block that expresses our determination to challenge, solid foundation, reliability and confidence.



Era Brand Logo with Positioning Line



Clear Area Around Logo

A very important part of the Era identity is the space around the logo. Clear space is the area surrounding the logo that must be kept free of other graphic elements. The minimum required space is defined by the measurement 'X' as shown. This measurement is equal to the height of the uppercase 'A' in our wordmark.



Era Business Verticals



Believe in difference



Era Brand Logo on Background



Era Brand Logo in Black & White



Reverse logo

C-0
M-0
Y-0
K-100



Era Brand Logo in Grayscale



Believe in difference

Dark Grey

C-0
M-0
Y-0
K-70

Light Grey

C-0
M-0
Y-0
K-40