ncrtc

A JV of Government of India and participating State Governments

गति से प्रगति

BRAND MANUAL

NCRTC BRAND NOTE & LOGO MEANING

VISION

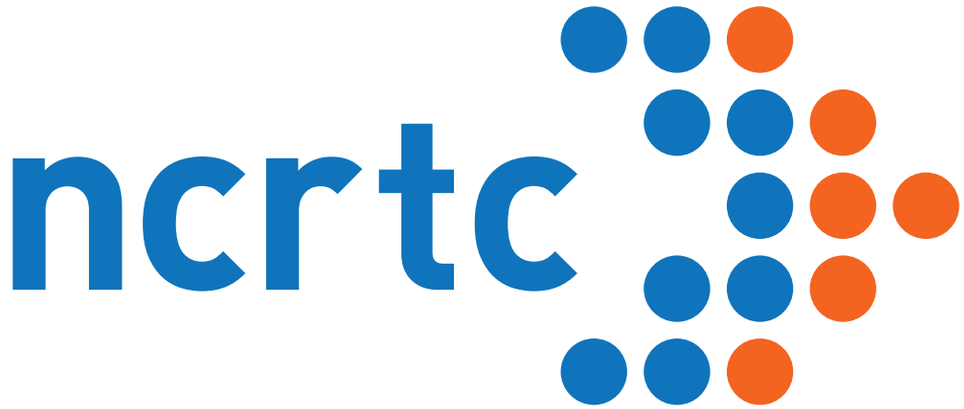
Improve quality of life of people by providing equitable, fast, reliable, safe, comfortable, efficient & sustainable mobility solutions enabling economic development of NCR.

CONTEXT

NCRTC aims to improve quality of life of people residing in National Capital Region (NCR) by delivering fast, reliable, comfortable and sustainable mobility solutions. NCRTC is committed to deliver a seamlessly integrated network of Regional Rapid Transit System (RRTS) through holistic planning and multi-modal integration. High-speed, high-frequency network of RRTS shall become the main transport backbone of the region and will be the fastest, safest and most comfortable mode of transport between regional nodes. The enhanced regional connectivity will speed up the pace of industrial, commercial, educational, economic and social development of the region and will create access to employment, education and health care. Increased opportunities and reduced commuting time will improve the quality of life in NCR.

Thus, NCRTC will act as a catalyst that will create ‘Progress through Speed.’

BRAND PROPOSITION - *PROGRESS THROUGH SPEED*



LOGO MEANING

The NCRTC logo comprises two elements – The word mark ‘NCRTC’ and an ‘arrowhead’ made up of polka dots that are a symbolic representation of the coming together of Governments, Institutions and People for a common goal of balanced and sustainable regional development through connectivity.

Together, these elements form a fast moving ‘arrow’ that represents speed and forward movement in the direction of progress and improvement in the quality of life of the citizens.

INDEX

- **LOGO TYPEFACE**
- **BRAND PRIMARY TYPEFACE**

(Also to be used for the English tag line)

- **BRAND SECONDARY TYPEFACE**
- **BRAND TERTIARY TYPEFACE**
- **BRAND & TAG LINE HINDI TYPEFACE**
- **BRAND LINE ENGLISH TYPEFACE**
- **LOGO COLOURS (CMYK, RGB)**

  - *COLOUR PALETTE/BLACK & WHITE VERSION*

- **REVERSE LOGO**
- **LOGO PROPORTIONS & CLEAR AREA**
- **LOGO MINIMUM SIZE**
- **LOGO USAGE DON'TS**

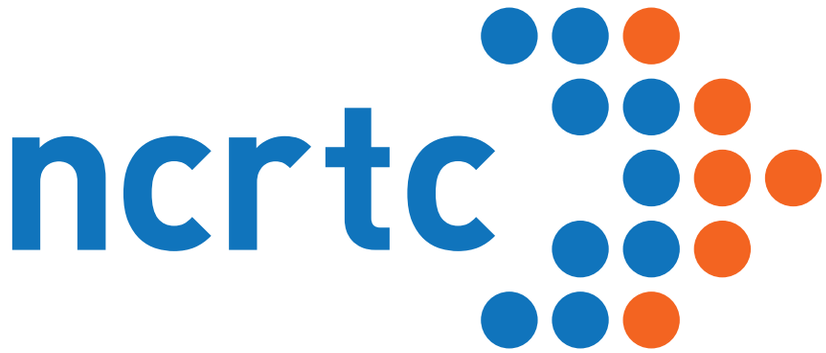
- **PREFERRED COLOUR BACKGROUND FOR THE LOGO**
- **SYMBOL USAGE**

  - SYMBOL USAGE DO'S

  - SYMBOL USAGE DON'TS

- **TAG LINE COLOURS & SIZE**

LOGO TYPEFACE



The font used to create the NCRTC logo belongs to the DIN family.

The font has been modified to ensure the logo's uniqueness.

Never attempt to re-create the logo using DIN or any other font.

The English version of the line ‘A JV of...’ belongs to the DIN family.

The Hindi version of the same belongs to the Akruti Dev Sridhar family.

BRAND PRIMARY TYPEFACE

DIN Alternate 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

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

This font will be used for English Tag Line - PROGRESS THROUGH SPEED

The DIN family can be used for all forms of communication.

Din Light

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

DIN Condensed 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

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

DIN-Light Alternate

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , ← → / ?

BRAND PRIMARY TYPEFACE

DIN-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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

DIN-Medium 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

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ' " ; : . , < > / ?

BRAND SECONDARY TYPEFACE

Trade Gothic Light

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

The Trade Gothic Family family can be used for all forms of communication.

Trade Gothic 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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

Trade Gothic 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

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

Trade Gothic Bold No.2

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

BRAND SECONDARY TYPEFACE

Trade Gothic Light Oblique

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

*~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?*

Trade Gothic Bold Oblique

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

*~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ I ’ ” ; : . , < > / ?*

BRAND TERTIARY TYPEFACE

Trebuchet MS

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

Trebuchet font is easily available and can be used as a replacement

for DIN and Trade Gothic fonts in web and outdoor applications/messaging only.

Trebuchet MS

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

~ ` ! @ # $ % ^ & * ( ) _ - + =] [} { \ | ’ ” ; : . , < > / ?

आकृती देव श्रीधर

अ आ इ ई उ ऊ ए ऐ ओ औ अं अः क ख ग घ ङ

च छ ज झ ञ ट ठ ड ढ ण त थ द ध न प फ ब

भ म य र ल व श ष स ह क्ष ज्ञ त्र ऋ

१ २ ३ ४ ५ ६ ७ ८ ९ ०

This font will be used for Hindi Tag Line Gati Se Pragati

आकृती देव श्रीधर बोल्ड

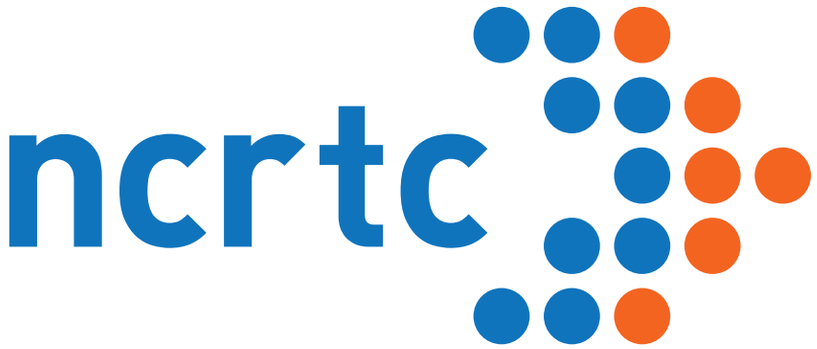
अ आ इ ई उ ऊ ए ऐ ओ औ अं अः क ख ग घ ङ

च छ ज झ ञ ट ठ ड ढ ण त थ द ध न प फ ब

भ म य र ल व श ष स ह क्ष ज्ञ त्र ऋ

१ २ ३ ४ ५ ६ ७ ८ ९ ०

LOGO COLOURS



A JV of Government of India and participating State Governments

C: 00 • **M**: 00 • **Y**: 00 • **K**: 80 **I R**: 88 • **G**: 89 • **B**: 91

Saffron Orange combines the energy of red and the happiness of yellow. It also represents spiritual upliftment.

C: 00 • **M**: 75 • **Y**: 100 • **K**: 00 I **R**: 242 • **G**: 101 • **B**: 34

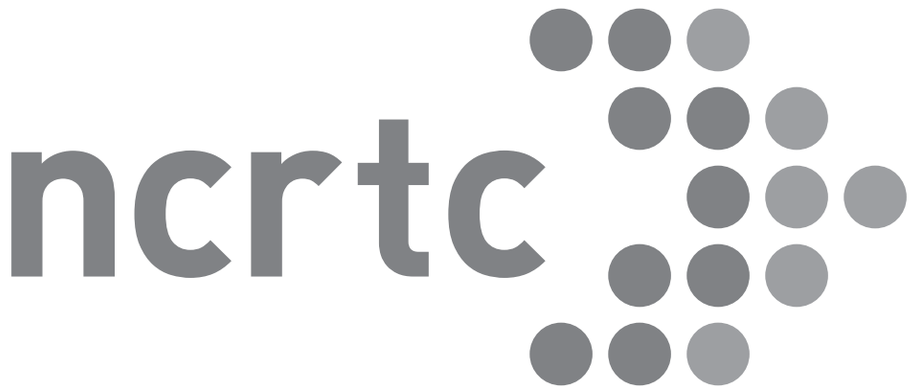
Pantone Solid: 1655C or **Pantone Solid**: 021C

Blue represents technology and trust. Technology leads to speed and progress. Trust is a facet that gives technology a human face.

C: 85 • **M**: 50 • **Y**: 00 • **K**: 00 I **R**: 28 • **G**: 117 • **B**: 188

Pantone Solid: 2935C or **Pantone Solid**: 300C

Together, the Saffron Orange & Blue symbolise the coming together of trust and technology that leads to happiness.


ncrtc

C: 00 • **M**: 00 • **Y**: 00 • **K**: 60 **|** **R**: 128 • **G**: 130 • **B**: 133

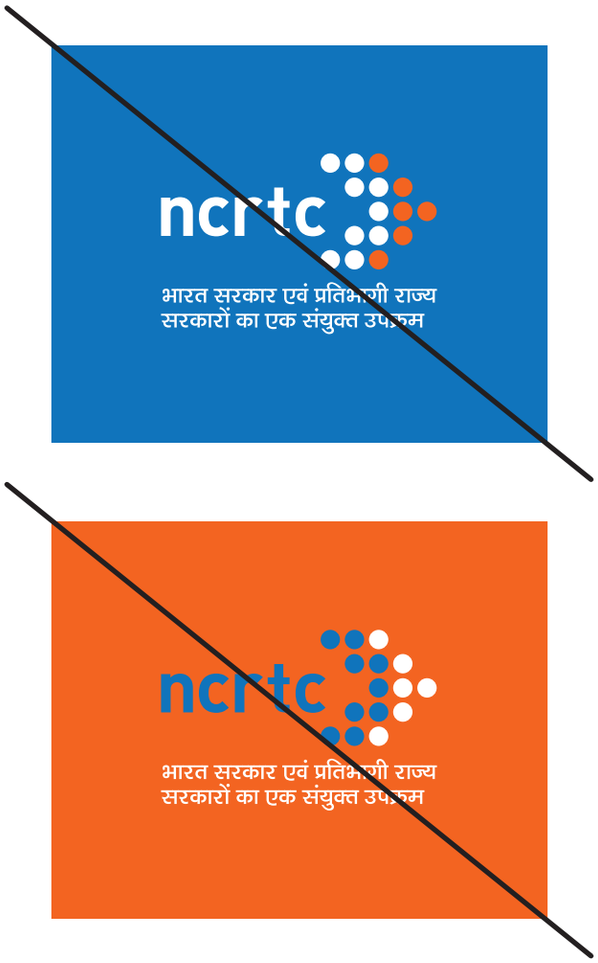
C: 00 • **M**: 00 • **Y**: 00 • **K**: 45 **|** **R**: 157 • **G**: 159 • **B**: 162

REVERSE LOGO

C: 85 • **M**: 50 • **Y**: 00 • **K**: 00 **I R**: 28 • **G**: 117 • **B**: 188
Pantone Solid: 2935C or **Pantone Solid**: 300C

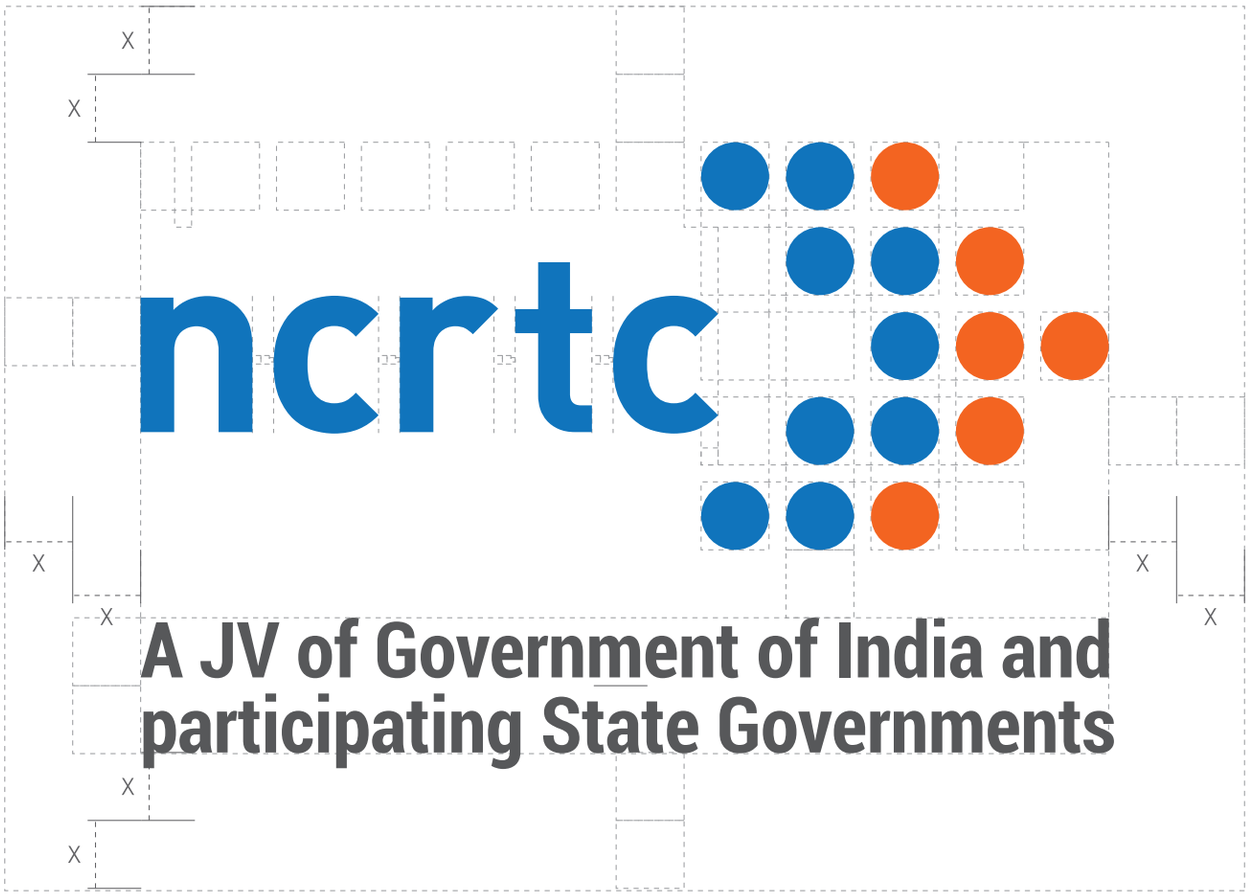
C: 00 • **M**: 75 • **Y**: 100 • **K**: 00 **I R**: 242 • **G**: 101 • **B**: 34
Pantone Solid: 1655C or **Pantone Solid**: 021C

NCRTC logo can only be used in white, that is, reversed format, on the background of the colours shown above.



The examples on the facing page are the only way to use the NCRTC logo in the reversed format. Shown above: Examples of wrong usage of NCRTC logo in reversed format.

LOGO PROPORTIONS & CLEAR AREA



X = Diameter of the polka dot

Minimum clear area to be left around the NCRTC logo is 2X. X is the diameter of the Blue/Saffron Orange Polka Dot in the logo. All the relative proportions of NCRTC logo are shown in fractions and/or multiples of X in the adjacent diagram.

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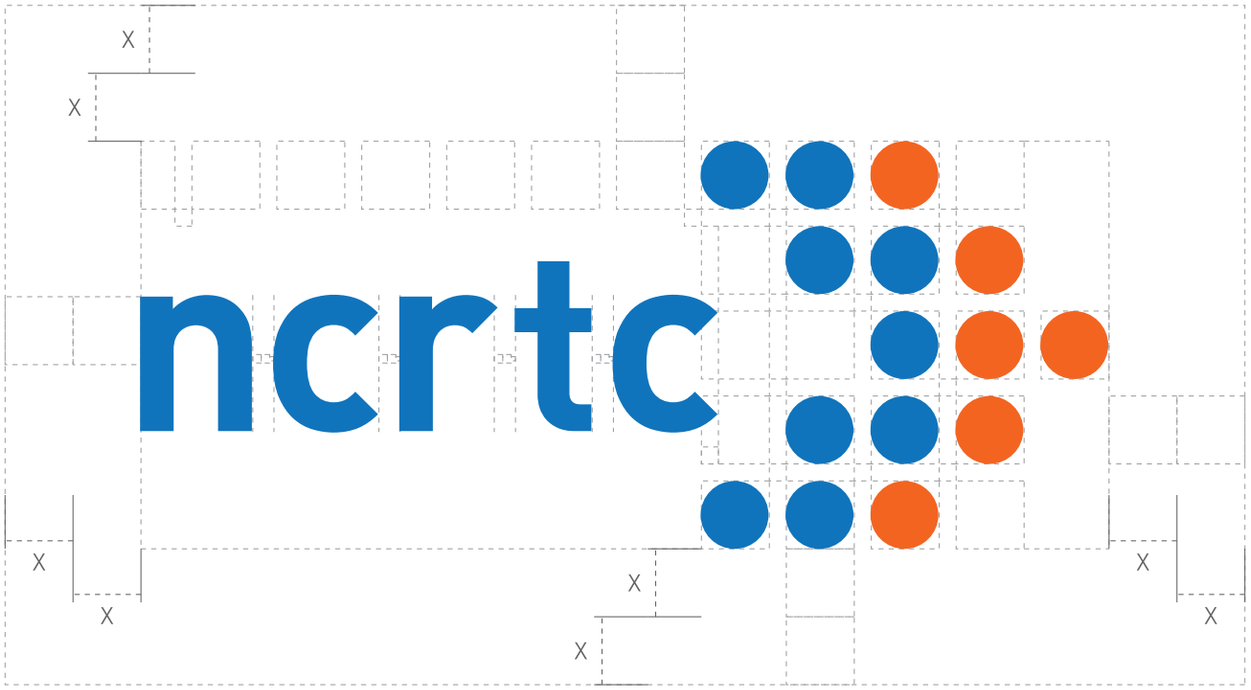
LOGO PROPORTIONS & CLEAR AREA



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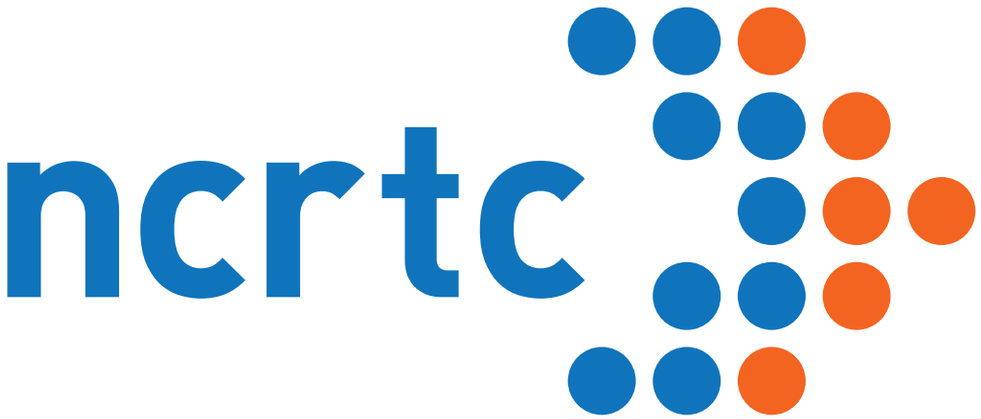
LOGO MINIMUM SIZE



A JV of Government of India and participating State Governments

1 INCH

1.5 INCH

1 INCH

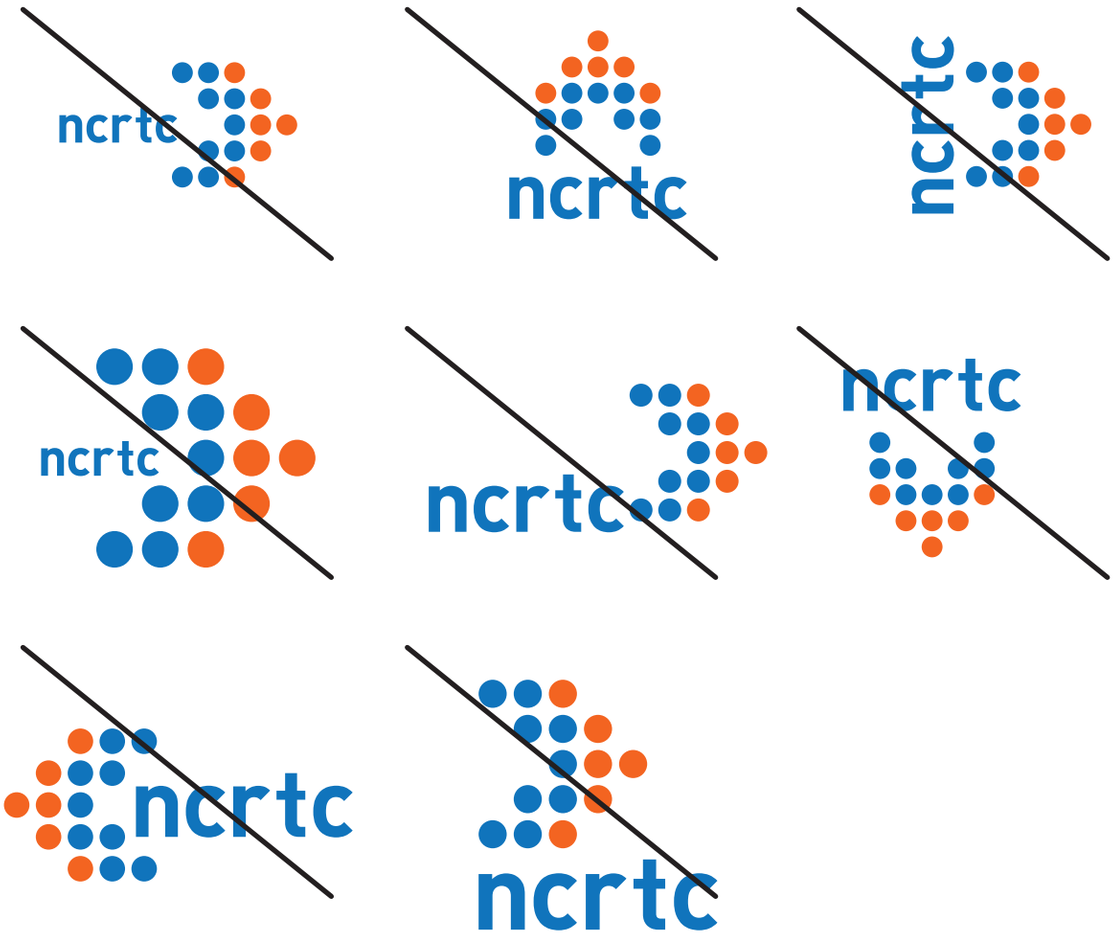
1.5 INCH

Minimum Logo Width - Print Format

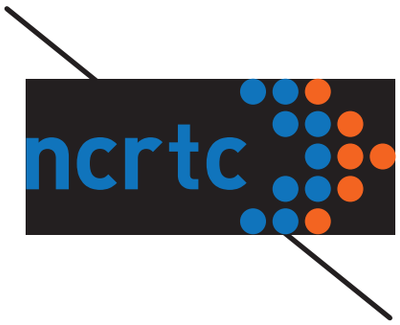
Minimum width for using the NCRTC logo with the descriptor line, ‘A JV of Government of India and Participating State Governments’ (for all print applications) is 1 inch.

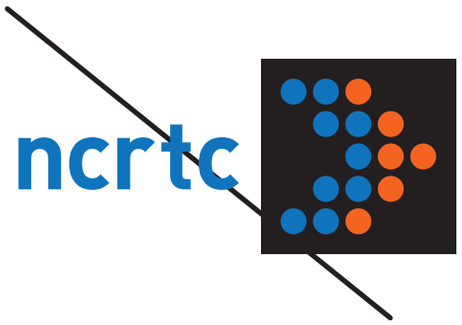
Minimum width for using the NCRTC logo with National Capital Region Transport Corporation descriptor line (for all print applications) is 1.5 inches.

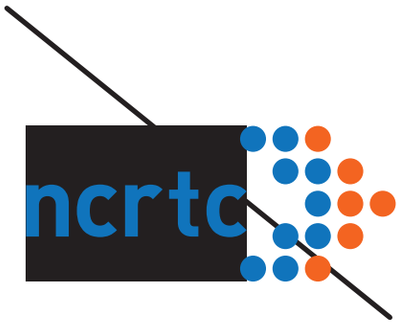
LOGO USAGE - DON'TS

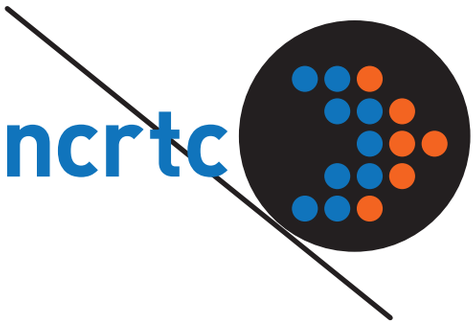


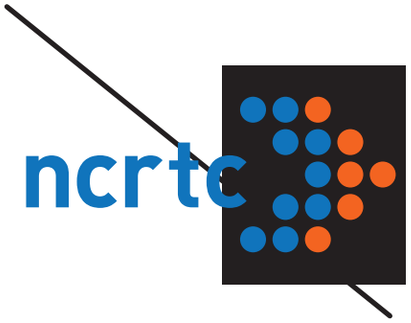
It is against the Brand Guidelines to change the relative positions and proportions of the Word Mark and the Arrowhead.

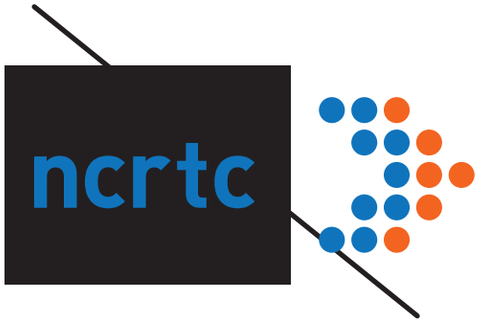

ncrtc


ncrtc


ncrtc


ncrtc


ncrtc


ncrtc

PREFERRED COLOUR BACKGROUNDS FOR THE LOGO

C: 00 • **M**: 00 • **Y**: 00 • **K**: 00

R: 255 • **G**: 255 • **B**: 255

C: 15 • **M**: 00 • **Y**: 00 • **K**: 00

R: 212 • **G**: 239 • **B**: 252

C: 00 • **M**: 12 • **Y**: 12 • **K**: 00

R: 254 • **G**: 227 • **B**: 215

C: 00 • **M**: 00 • **Y**: 40 • **K**: 00

R: 255 • **G**: 249 • **B**: 174

The full-colour logo can be used on white, black or recommended coloured backgrounds.

On dark backgrounds, the descriptor line below the logo will be in white, as shown here.

Note: The logo can be used only on coloured backgrounds shown on these pages.

C: 00 • **M**: 10 • **Y**: 100 • **K**: 00

R: 255 • **G**: 221 • **B**: 00

C: 00 • **M**: 00 • **Y**: 00 • **K**: 100

R: 35 • **G**: 31 • **B**: 32

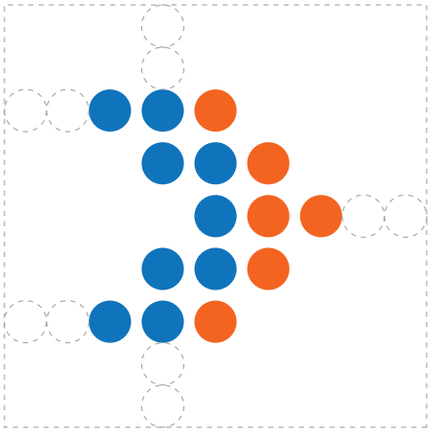
C: 00 • **M**: 100 • **Y**: 90 • **K**: 90

R: 62 • **G**: 00 • **B**: 00

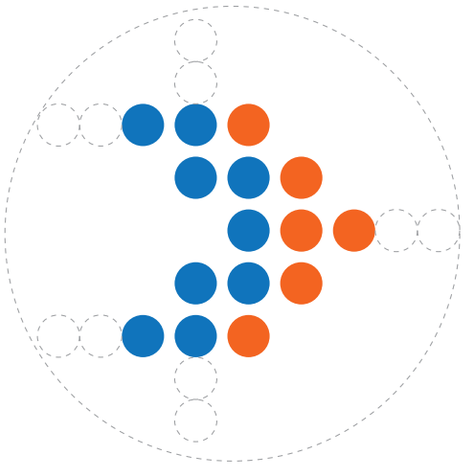
C: 100 • **M**: 100 • **Y**: 00 • **K**: 80

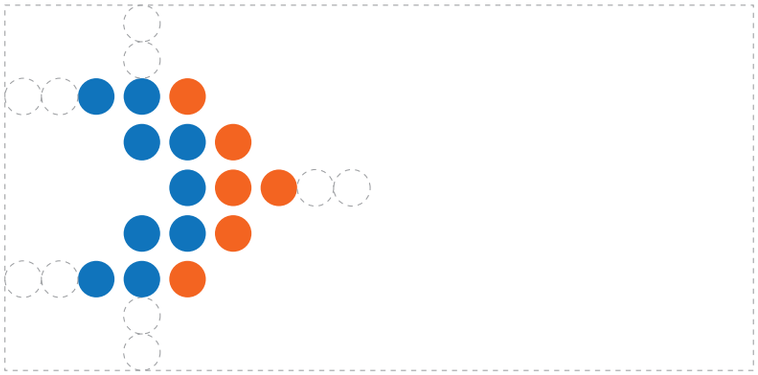
R: 00 • **G**: 00 • **B**: 49

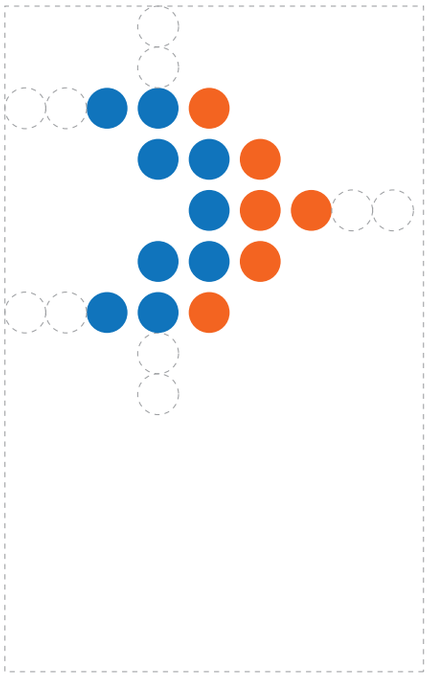
SYMBOL USAGE

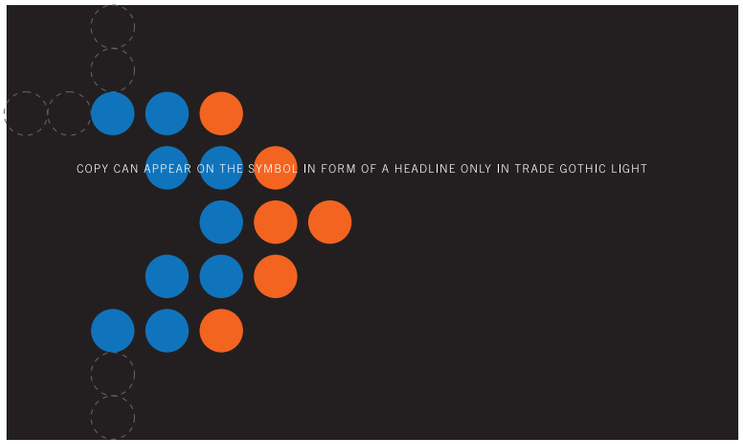


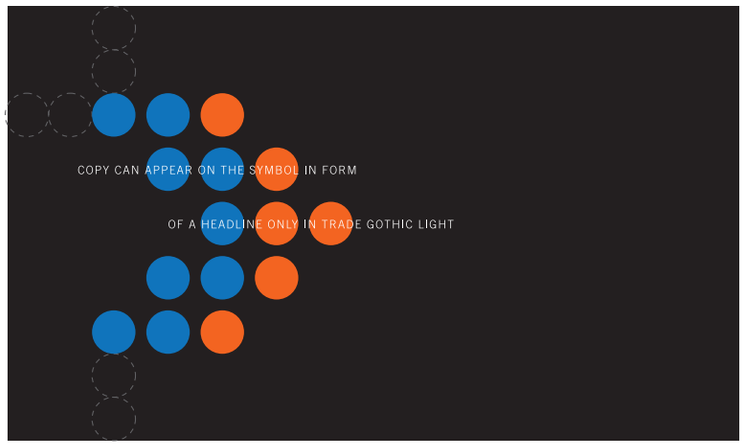
The symbol can be used independently of the word mark as long as the clear space area of 2X is maintained around it. Symbol can be placed anywhere in the design as long as the clear space rule is taken into consideration.







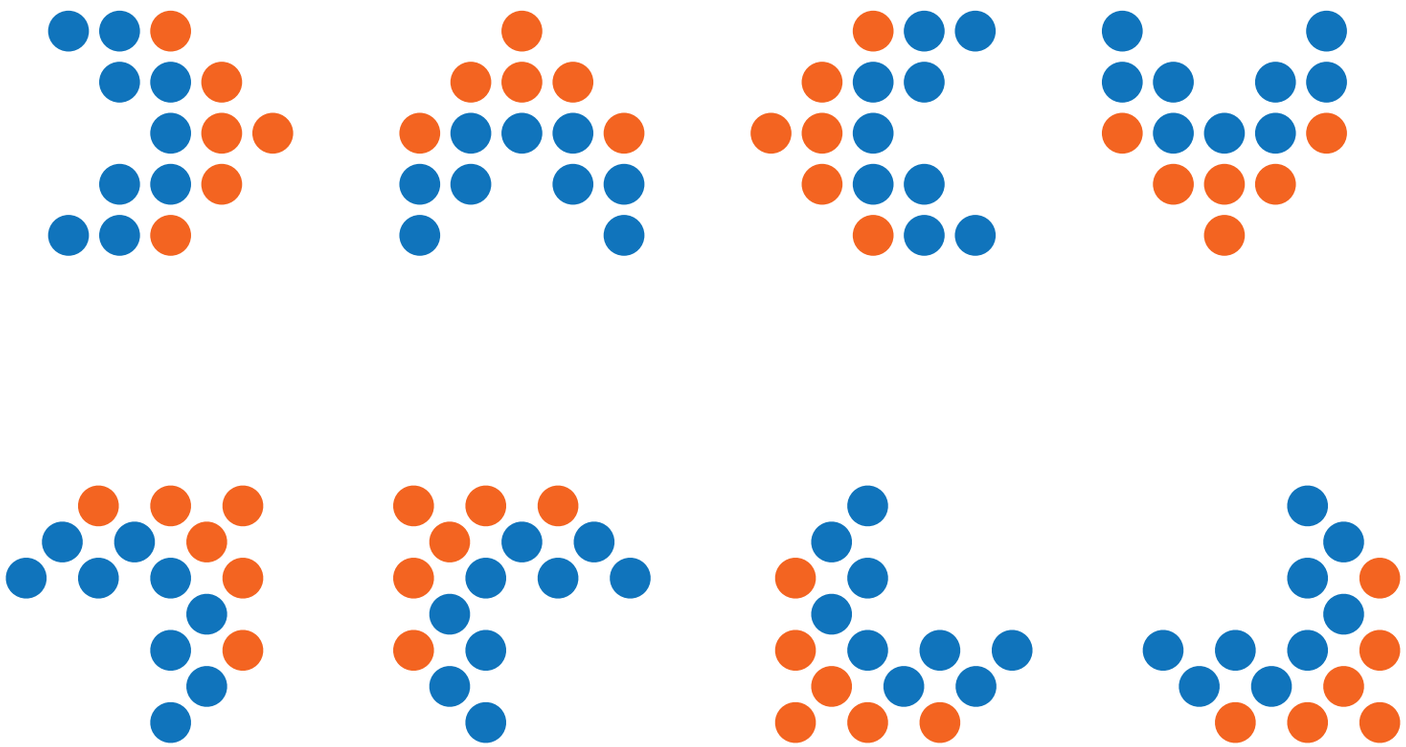


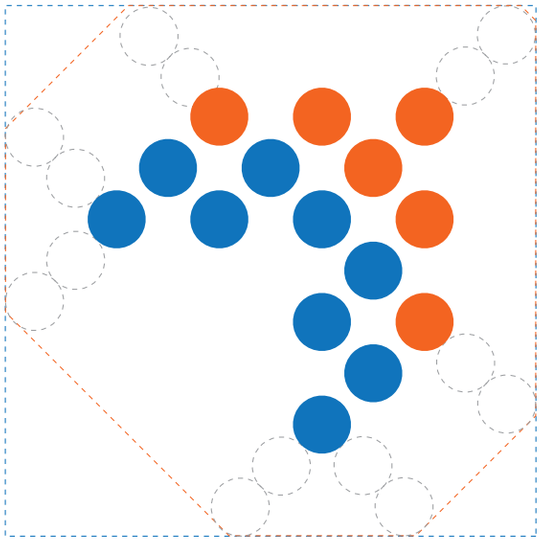


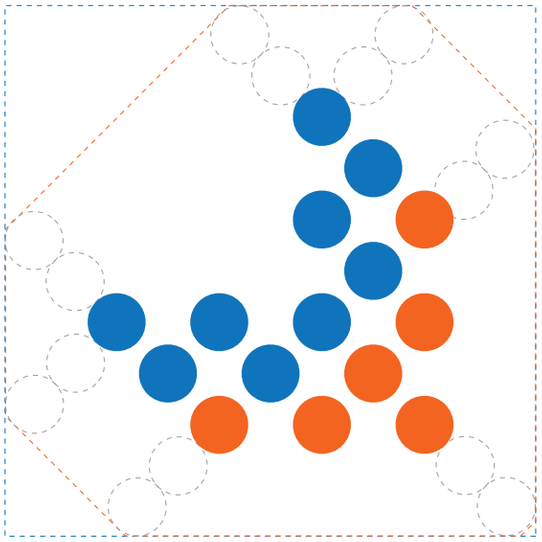
The only exception to the clear space rule is when the symbol is used as a background element for text.

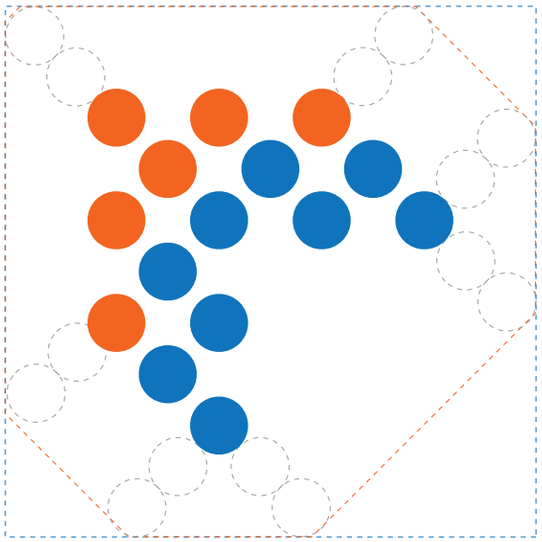
SYMBOL USAGE DO'S

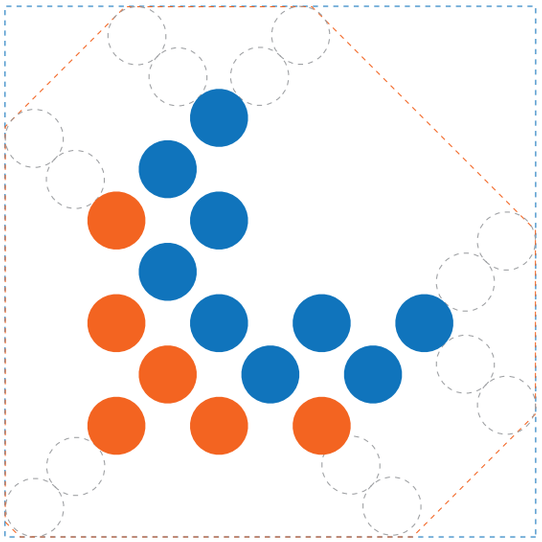
Since the arrow in the logo depicts motion, it can be rotated in all directions for the purpose of design while following the clear area rule.







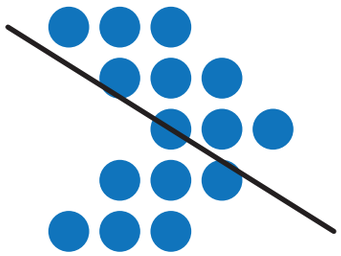


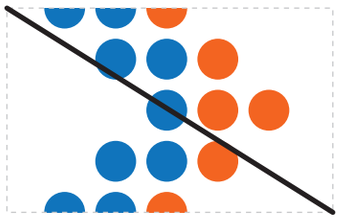


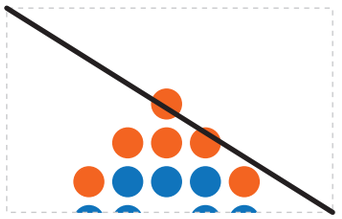
SYMBOL USAGE DON'TS

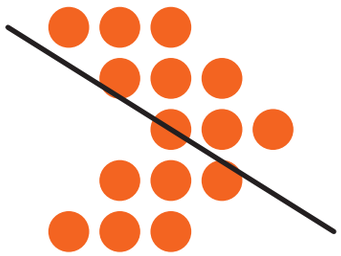
The arrowhead symbol has to be used in full. It is not permitted to be cropped or used in parts.

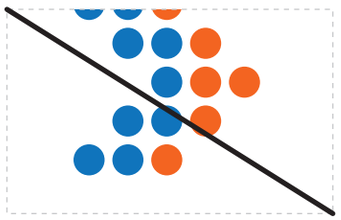
The arrowhead symbol has to be used in the same colours as the NCRTC logo or in white on coloured backgrounds specified before.

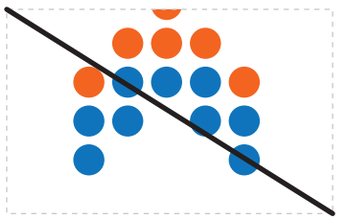


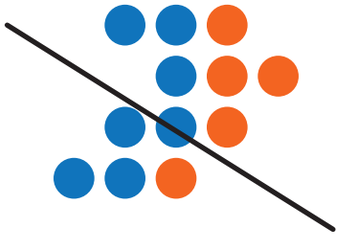
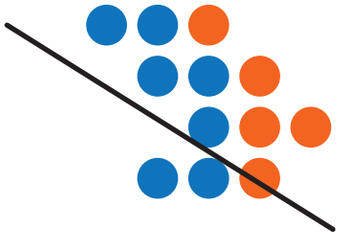
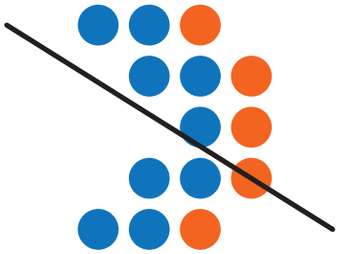
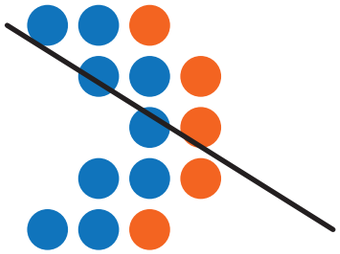
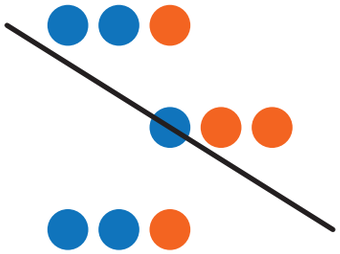










TAG LINE COLOURS & SIZE

C: 75 • **M**: 00 • **Y**: 100 • **K**: 60 I **R**: 57 • **G**: 181 • **B**: 74

गति से प्रगति | PROGRESS THROUGH SPEED

ON WHITE

गति से प्रगति | PROGRESS THROUGH SPEED

ON BLACK

गति से प्रगति | PROGRESS THROUGH SPEED

ON BLACK IN WHITE COLOUR

Above mentioned green colour will be used for the Tag line

Minimum Tag Line Size & Font - Print & Web Format

गति से प्रगति	PROGRESS THROUGH SPEED
Minimum Point Size - 12 pt	Minimum Point Size - 7 pt
Hindi Font - Akruti Dev Sridhar Bold	English Font - DIN Alternate Bold

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