



— www.margsoft.com —

LOGO & STANDARD CONTENT GUIDELINES

MARGSOFT TECHNOLOGIES
LOGO Guidelines

MARGSOFT Technologies Pvt. Ltd. aims to stand out from the crowd. An ISO certified company, MARGSOFT carries transparency and precision at the core of its IT solutions and services.

Managed by a team of highly skilled and experienced professionals, we strive to provide industry-specific consultancy and technology solutions, customized to the requirements of our clients.

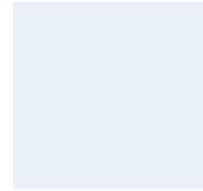
MARGSOFT envisions the future of the IT business to revolve around collaboration, support, innovation, automation, and incremental value addition. Our commitment is not only to work harder but also to smarter.

MARGSOFT TECHNOLOGIES
LOGO Guidelines

OUR LOGO



A simple path to technological innovation with easy and straightforward support . It is bold clean and clear. We use the same version in print, on digital screen and on the side of buildings



#EBF1F8

Black logo on ultra light background
& For Outdoor Branding



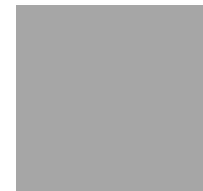
#C1D3E9

Black logo on ultra light background
& For Outdoor Branding



#000000

White logo on black background
& For Indoor Branding



#A6A6A6

Grey logo on white background
& For Indoor Branding



LOGO

CLEAR SPACE



Minimum LOGO Size Recommendation

MARGSOFT TECHNOLOGIES LOGO Guidelines



In Print

Do not use our logo with the seal smaller than 1"

In Digital

Do not use our logo with the seal smaller than 100 pixels wide at 72 dpi

MARGSOFT TECHNOLOGIES
LOGO Guidelines

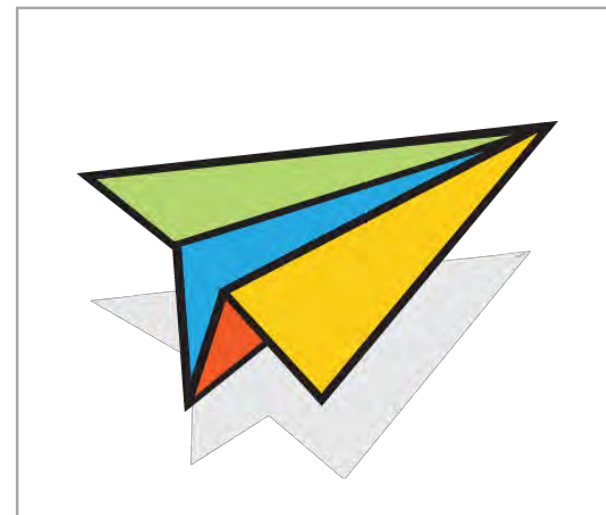
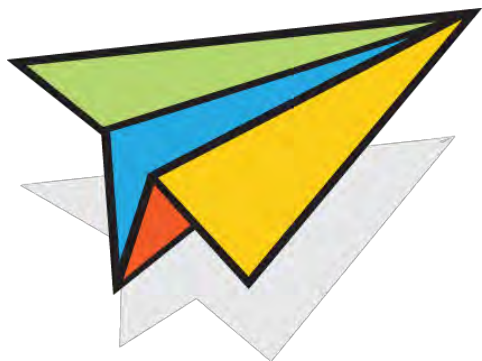
LOGO MISUSE/LOGO COLOR DON'TS



MARGSOFT TECHNOLOGIES
LOGO Guidelines

LOGO USAGE DON'TS





LOGO SYMBOL

MARGSOFT Technologies Pvt. Ltd.
providing wings to technological
solutions

LOGO DIGITAL USAGE



LOGO USAGE FOR **BRANDING**



T H E C O M P A N Y L O G O



TYPOGRAPHY

USAGE OF RECOMMENDED FONTS

MONTERRAT Is the brand typeface Its clean contemporary and bold style contributes to our distinctive aesthetics.

MONTERRAT

ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789

MONTERRAT HAIRLINE
MONTERRAT ULTRA LIGHT
MONTERRAT LIGHT
MONTERRAT REGULAR

MONTERRAT SEMI BOLD
MONTERRAT BOLD
MONTERRAT EXTRA BOLD
MONTERRAT BLACK

MYRIAD PRO is the secondary
brand typeface.

MYRIAD PRO

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

abcdefghijklm

nopqrstuvwxyz

1234567890

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With a focus on innovative insights, our original solutions delivers quality results on-time, everytime.

Founder & CEO

MARGSOFT TECHNOLOGIES PVT.LTD.



Vivek Gupta

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Mr. Vivek Gupta started his career from Siemens after completing his Bachelor in Engineering. With an acute acumen of business and strong penchant for growth, he founded MARG Software Solutions in the year 2000. Responsible for strategic, planning & entrepreneur skills for MARG Group of Companies, Vivek played a key role to create parallel sister IT concerns like Infozen, MARGAHEAD, Yabtech & TROOLOGY. He is empowered with membership of TiE Group & has taken classes on Entrepreneurship, besides mentoring buddy entrepreneurs under his guidance.



www.margsoft.com

Contact us at [ +91-9415408619] or [ vivekgupta@margsoft.com]