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# Brand Manual

Rules and guides for the  
design elements of our brand

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[www.yosync.com](http://www.yosync.com)



## Core Values.

Our brand values reflect our core ideologies and drive the decisions we make. They act as a reality-check which helps us to ensure that design, photographic and written communications express the unique character of Vosync. Every piece of work needs to encapsulate and express something of each value, and should not contradict these values under any circumstances.

These values statements reflect what we must live, breathe and reflect in all our daily activities. They are the guidelines for driving every associates' day-to-day decision making and are the tools to help bring the brand to life.

We exist to keep our clients satisfied; our colleagues & collaborators happy; our staffs fulfilled and motivated; our management proud and celebrated; our brand competitive and progressive.

To achieve the above, we pride ourselves on these Values:

### Integrity

We keep our promises: we are honest, trustworthy and ethical in our all actions.

### Team Work

We work together to achieve more.  
We commit to achieving common goals.  
We support one another.

### Competence

We are research driven: we give reliable information that help our clients make the right decisions.

### Prompt delivery

We are quick to act and respond to clients needs and we perform our duties without delay.

### Quality Client

Our clients are the driving force of our existence; keeping them satisfied is the fundamental reason for our existence.

### Versatility

We are professional and adaptable to the varied needs of our clients: we provide exceptional services.

## Tone of Voice.

Developing a distinct tone of voice is about reflecting your personality as an agent.

This will be present in both verbal and written communication; how you greet people, your email sign-off, your social media posts, and even your celebratory phrase of choice when a deal goes through.

When it comes to writing a real estate ad, there are various parts of the message to get across

### The facts

These are the property's features, the type, and size.

### The appeal

What are the standout features and benefits of the home? Is it the location, the decor, the section size, or the view?

These key points are often what you'll bring out into your headline.

### The ideal audience

Your target market is often implied by your tone of voice.

Are they seasoned investors or hopeful first home buyers?

### Know your audience

Take the time to understand your audience and learn their vocabulary, so you can speak in a tone of voice that they can relate too.

Developing your unique tone of voice is an opportunity to put your own flair into things and it can even form part of your point of difference as an agent.

## Company Logo.

**Name, company logo, colours, typeface:** these are the pillars of the identity of the company.

Their characteristics ensure an individual and consistent image of the company on the market.  
The graphic of the definitive logo is very clean, linear, essential, strong and emphasizes the values of the brand.  
The logo is a graphic comprised of the wordmark (logotype) and figurative mark (symbol).

The lettering is created using the **Diavlo** typeface, and the stylized lighthouse is inseparable.

The logo should be always produced from the master artwork.

The only time you should use the symbol alone is on the website or social media channels where there are other elements to help the user recognise the brand.

The Vosync logo can exist with an "**inverted**" colour scheme, which means that the main colour is dark blue and the details remains orange on a light background.

The **monochromatic version** has been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.

Vosync Brand Logo



**Vosync Brand Logo : Black Version**



**Monochrome for Special Printing needs**

Vosync Brand Logo : On Dark Background



Vosync Brand Logo : On Light Background



**Vosync Brand Color**

The logo for Vosync features the word "YOSYNC" in a bold, teal, sans-serif font. The letter "O" is replaced by a circular icon containing a gear and a network symbol, with two curved arrows indicating a clockwise cycle.

**Turquoise Blue**

-

Preciousness

Refreshing

Creativity

Dynamism

-

C84 M0 Y27 K0

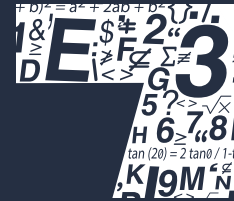
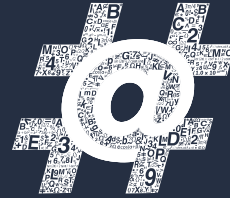
R71 G168 B184

HEX: #46a7b8



Concept Storytelling.

YOSYNC



Business Name

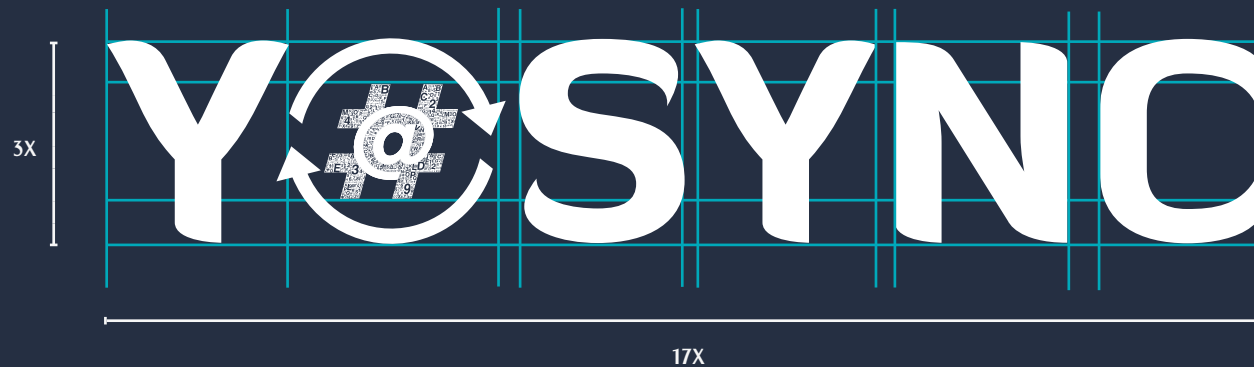
BlockchainID #+@

Math Pattern

Sync

YOSYNC

## Logo Grid.



Designing a logo and a visual identity goes way beyond the free form and artistic side of what most people think. There is all the rational part including proportions, scalability optical adjustments and reproduction that has to be thought in order to create an efficient and well design logo. The visual design guidelines will provide this information to ensure that the brand is used correctly.

Here we want to illustrate the construction or guidelines of our logo.

## Clear Space.



We've defined an exclusion zone that stops other graphic elements interfering with the Yosync logotype and make sure the logo is easy to read. Proportions, space and size relationships of all blocks have been carefully developed and must not be altered, redrawn, embellished or recreated in any way. An important part of maintaining a consistent presentation is keeping a clear space around the logo from other text, graphics or illustrations. Crowding the logo detracts from its legibility and impact.

## Legibility.



YOSYNC

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70mm | A2



YOSYNC

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35mm | A3

App Icon / Favicon



32 x 32px

The logo should never be too small to read.

It is not recommended to use the logo at less than 20mm or 60 pixels in width.

The Vosync favicon graphic is linked with the website: it is a smaller representation of the brand for the browser and for the mobile interfaces. Take into account that the favicon is not the brand logo and should never replace the logo.

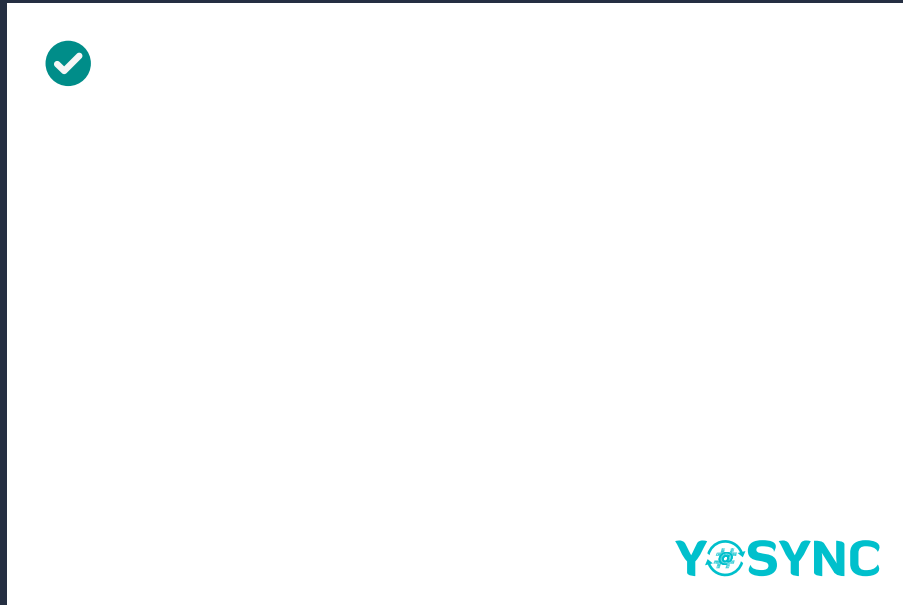
## Incorrect Usage.



The logo must be used as is and not be altered in any way; this means that you **MUST NOT**:

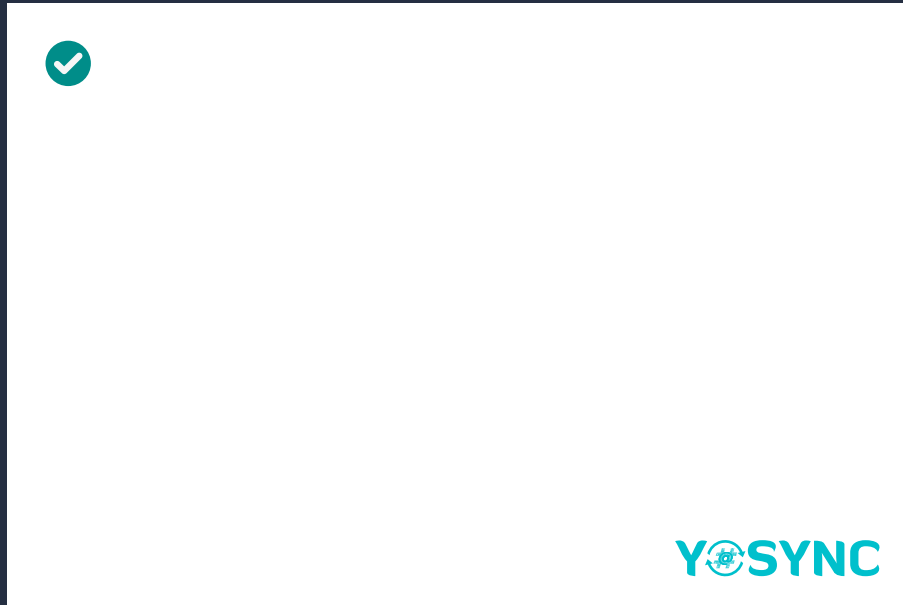
- Change the logo's orientation or rotation.
- Disproportionately scale the logo.
- Change the logo's colors.
- Display the logo with colour combinations not previously specified.
- Display the logo in a configuration not previously specified.
- Attempt to recreate the logo.
- Make alterations to the logo's text.
- Add special effects to the logo.
- Add an outline to the logo or display the logo as an outline.
- Display other elements within the logo's designated clear space.
- Crop the logo in any way.

## Logo on Photographs.



Care must be taken to create well balanced and considered compositions: photography is a key part of the identity and the use of color should always feel complimentary to the image. When placing the logo over photography please choose a pale area of the image to maintain sufficient stand out.

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## Typography.

Typography is a powerful tool in the development of a creative identity and is a key element to create a cohesive look across all communications. Using a typeface consistently makes it recognisable; it pulls together communications and makes them more distinctive. The style of type we use to bring our communication to life sets the tone of our brand: clean, modern, stylish, distinctive and legible.

Sans Serif Font Used in Logo [Diavlo](#).



# Diavlo Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789 .,?!(@+ = / \* ) \$ % &

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## Diavlo Black

### Sample Text

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

# EK03Plain-B02

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 .,?!(@+ = / \* ) \$ % &

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## EK03Plain-B02

### Sample Text

Marty, is that you? That's right. No, it was The Enchantment Under The Sea Dance. Our first date. It was the night of that terrible thunderstorm, remember George? Your father kissed me for the very first time on that dance floor. It was then I realized I was going to spend the rest of my life with him. Listen, I gotta go but I wanted to tell you that it's been educational. How's your head?

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## Application Examples.

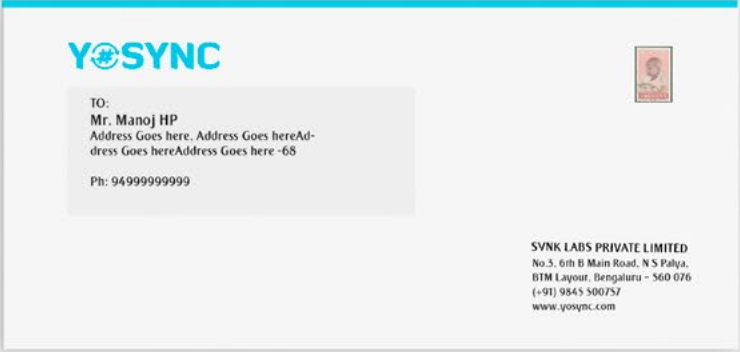
The following section brings all of the identity elements together to show the Vosync Brand in application: we would like as many people and organisations as possible to use the identity elements of the Vosync Brand.

*Please use these example applications as a visual guide to help you create your communications.*

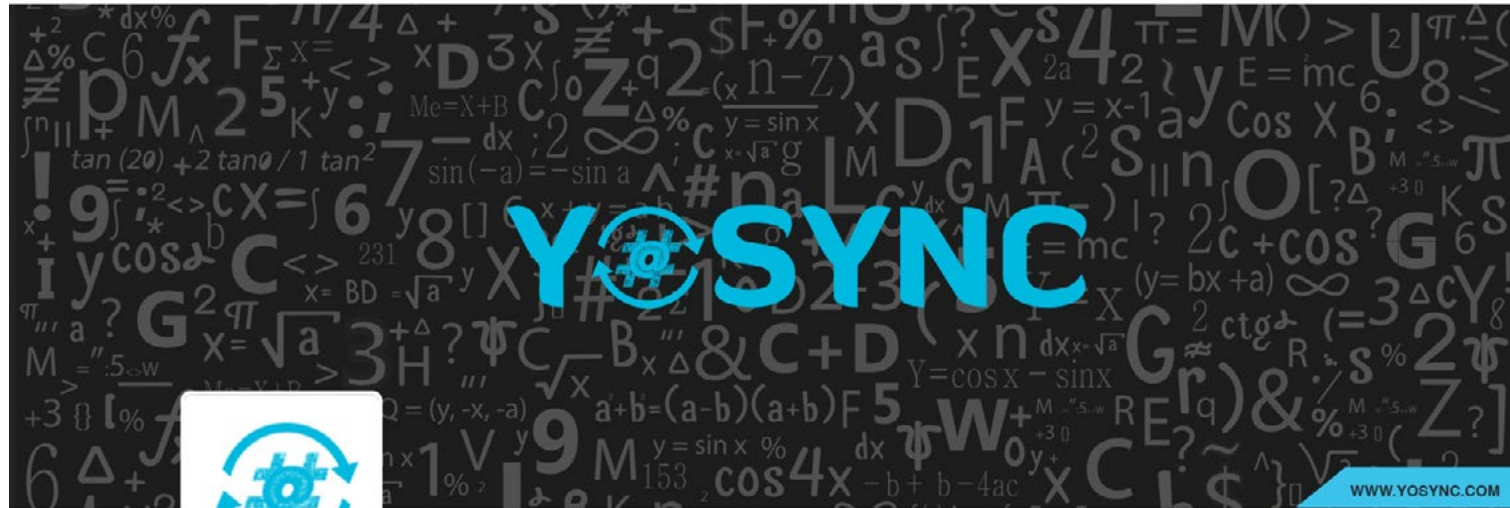
This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.



Letterhead, Visiting Card, Envelope



Social Media



**Synk Labs Private Limited**

CIN: U72200KA2016PTC086671  
No.3, 6th B Main Road, N S Palya, BTM  
Layout, Bengaluru, KA- 560 076  
GST IN: 29AAWCS9143F1ZM



BILL TO

Sample Name here  
Address Goes here, Address Goes here, -938  
GST IN: Z235AAT110sdP1ZD

Invoice No: #INV00001  
Invoice Date: 11/11/2020  
POS: Bengaluru

Bill Description : Bill for XVZ work According to Quote : WMD92380 Dated 11/2/2020

DESCRIPTION	QTY	UNIT PRICE	TOTAL
Item 1	25	4444.00	0.00
Item 2	32	3322.00	106504.00
Item 2	5	45435.00	150299.00
Item 2	2	34435.00	68866.00
Item 2	1	43545.00	43545.00
Item 2	8	321.00	2568.00
			0.00
			0.00
			0.00
			0.00
			0.00
			0.00

SUBTOTAL 351582.00  
GST RATE (9%CGST +9%SGST) 18.00%  
TOTAL TAX 63284.76  
**Balance Due ₹ 414,866.76**

In words:  
One Hundred eighteen rupee only  
Thank you for your business!

Account Information  
Bank: HDFC Bank  
Branch: Indiranagar 100ft road  
Account Name: SVNK LABS PVT LTD  
Current Account Number: 50200019736150  
IFSC CODE: HDFC0001755  
PAN Number: AAWCS9143F

Signature  
Satish Shekar  
Director, Synk Labs Pvt. Ltd

**Synk Labs Private Limited**

CIN: U72200KA2016PTC086671  
No.3, 6th B Main Road, N S Palya, BTM  
Layout, Bengaluru, KA- 560 076  
GST IN: 29AAWCS9143F1ZM



BILL TO

Sample Name here  
Address Goes here, Address Goes here, -938  
GST IN: Z235AAT110sdP1ZD

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SUBTOTAL 351582.00  
GST RATE (9%CGST +9%SGST) 18.00%  
TOTAL TAX 63284.76  
**Balance Due ₹ 414,866.76**

In words:  
One Hundred eighteen rupee only  
Thank you for your business!

Account Information  
Bank: HDFC Bank  
Branch: Indiranagar 100ft road  
Account Name: SVNK LABS PVT LTD  
Current Account Number: 50200019736150  
IFSC CODE: HDFC0001755  
PAN Number: AAWCS9143F

Signature  
Satish Shekar  
Director, Synk Labs Pvt. Ltd

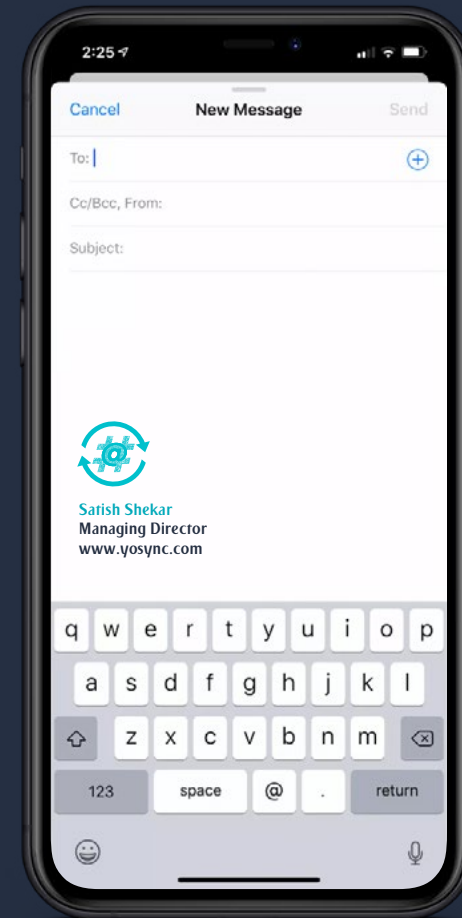
T-Shirt



## Stamp



## Email Sign



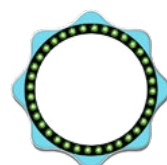
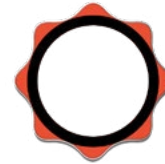
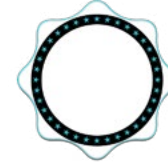
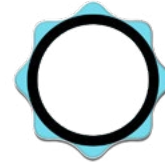
For a strong corporate image, all email messages should identify the sender in a standard and clear manner. Please follow the example shown. To keep a professional look and to minimize file size, do not add any additional graphics, logos, slogans, or messages to your e-mail signature.



Iconography.



Badges.





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## Contacts.

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BTM Layout, Bengaluru - 560 076  
(+91) 9845 500757  
sarith@yosync.com  
www.yosync.com



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