

CRAFTING BRILLIANCE,  
ONE SPACE AT A TIME.

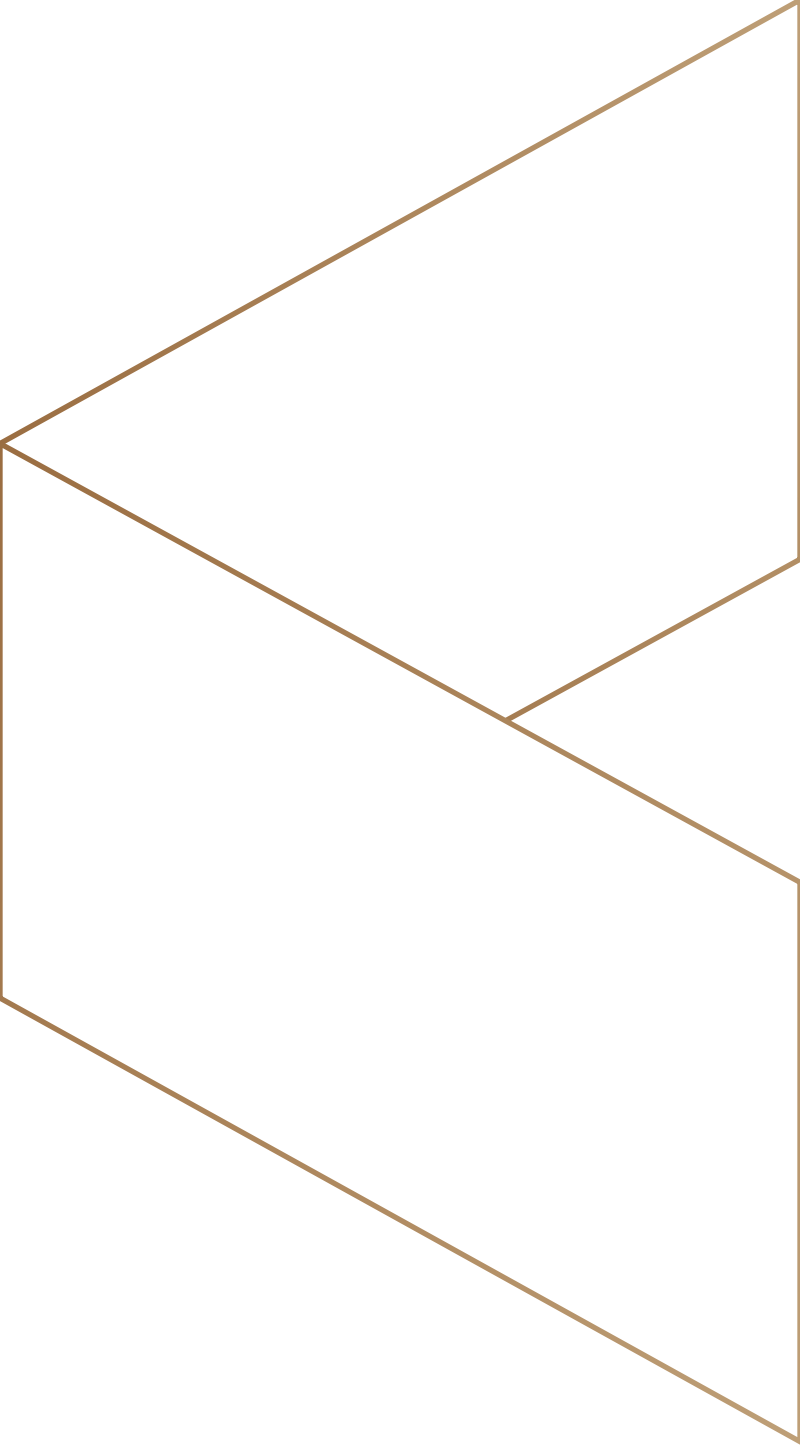


B A G M A N E



# Introduction

Our Brand Guideline document outlines the rules, tools and resources required to create an abiding expression and building an accurate representation for Bagmane Group. Complying with these standards will ensure our communications reflect a consistent and cohesive identity across all channels and touchpoints.



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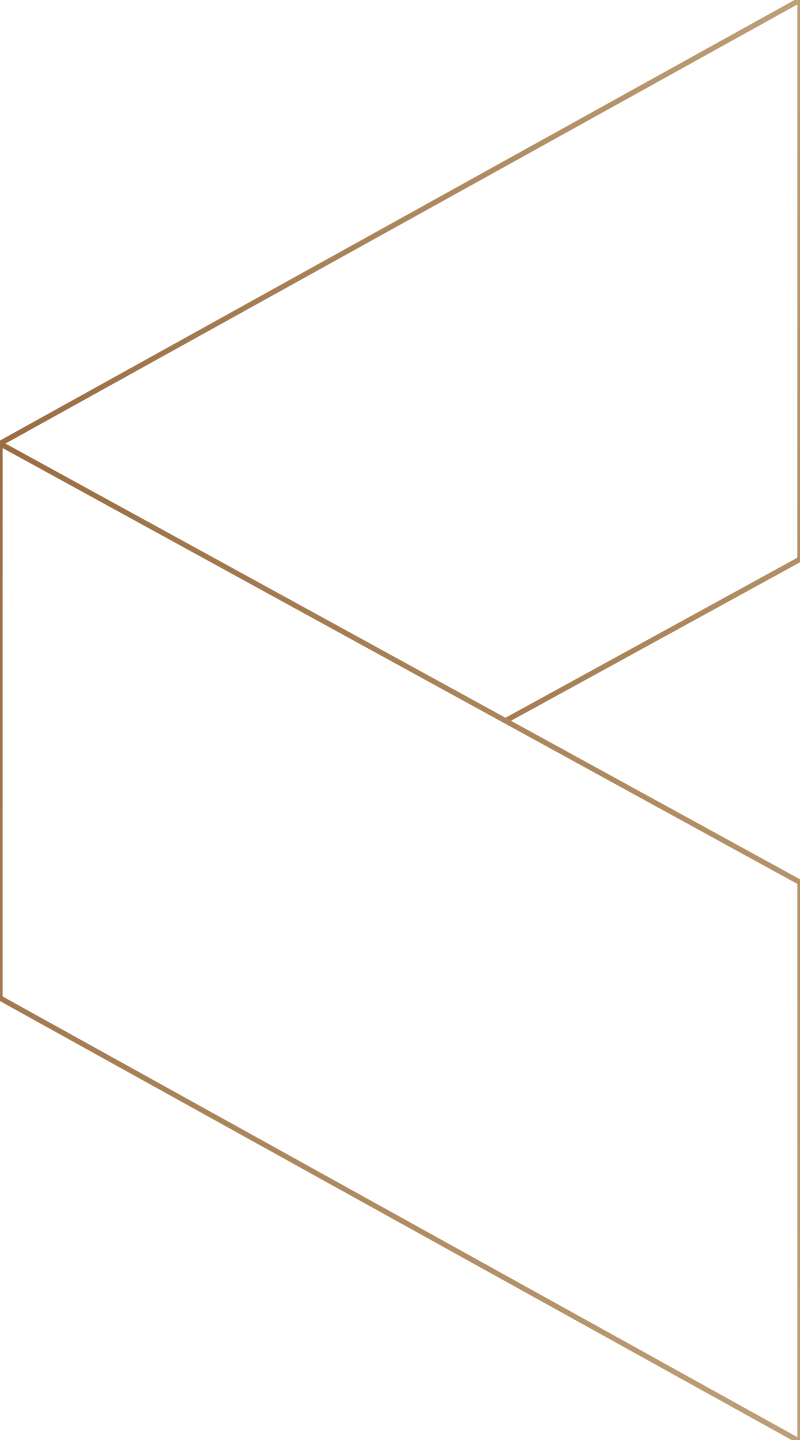
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# Who we are

Bagmane Group has been at the forefront of corporate real estate since our establishment in 1996. With an aim to provide knowledge corporations with globally standardized workplaces, we have delivered exceptional and sustainable projects that have shaped Bangalore's real estate landscape.

Pioneering in transformative real estate trends, our next-generation workplaces with premier business parks, excellent connectivity and ample collaboration spaces are based strategically in prime Bangalore locations.





# What we stand for

Over the years, Bagmane Group has reached numerous milestones, emerging as a leader in the real estate sector.

## **Strategic location focus**

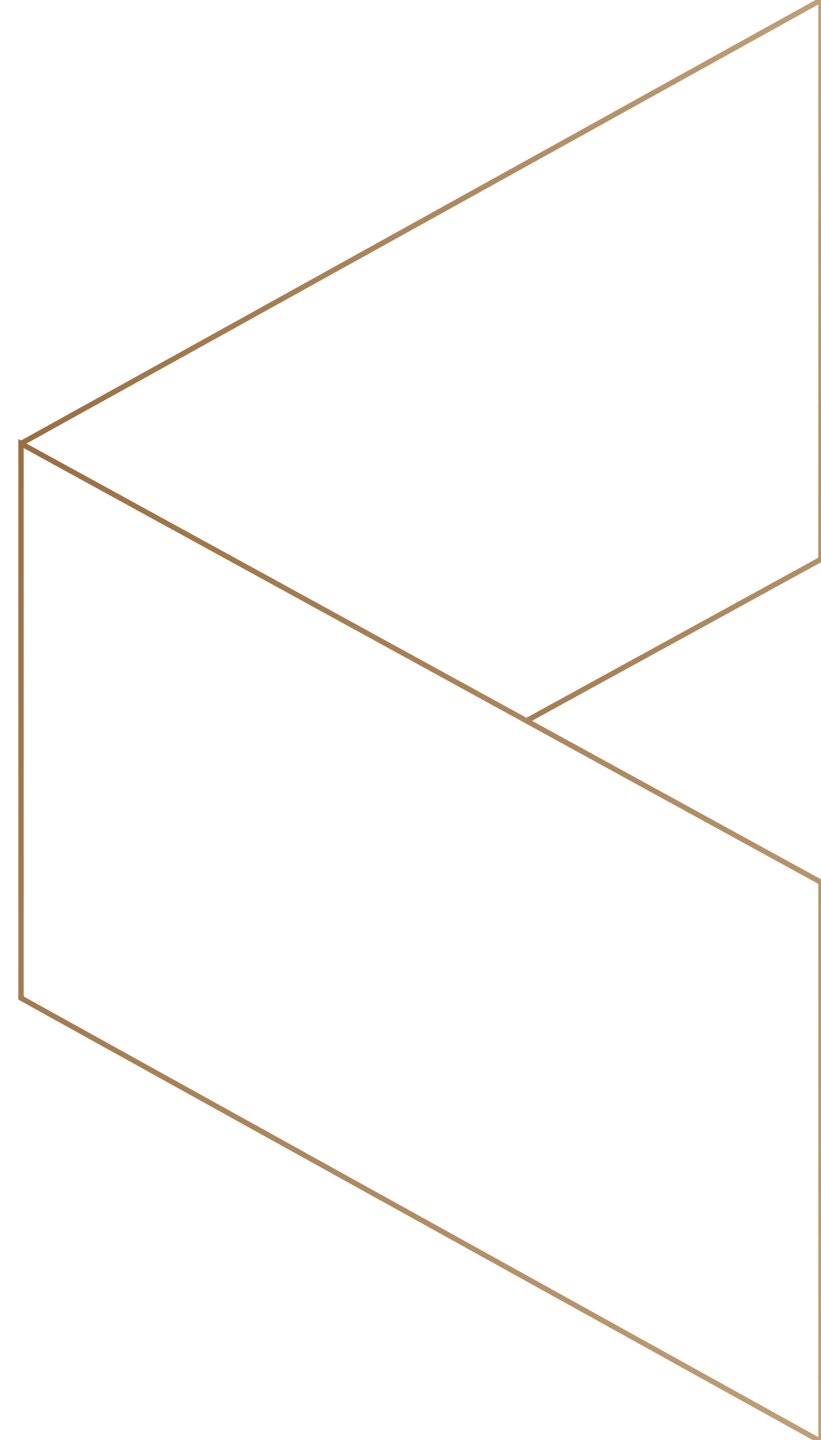
We select locations that offer excellent connectivity to major transportation hubs, business centers and essential services.

## **Substantial investments in infrastructure**

Our infrastructure acts as a strategic business differentiator. We create an environment to foster growth and efficiency for your business and workforce alike.

## **Commitment to sustainable spaces**

With our environmentally conscious tech parks, we aim to create healthier, more sustainable spaces that benefit both the community and the planet.





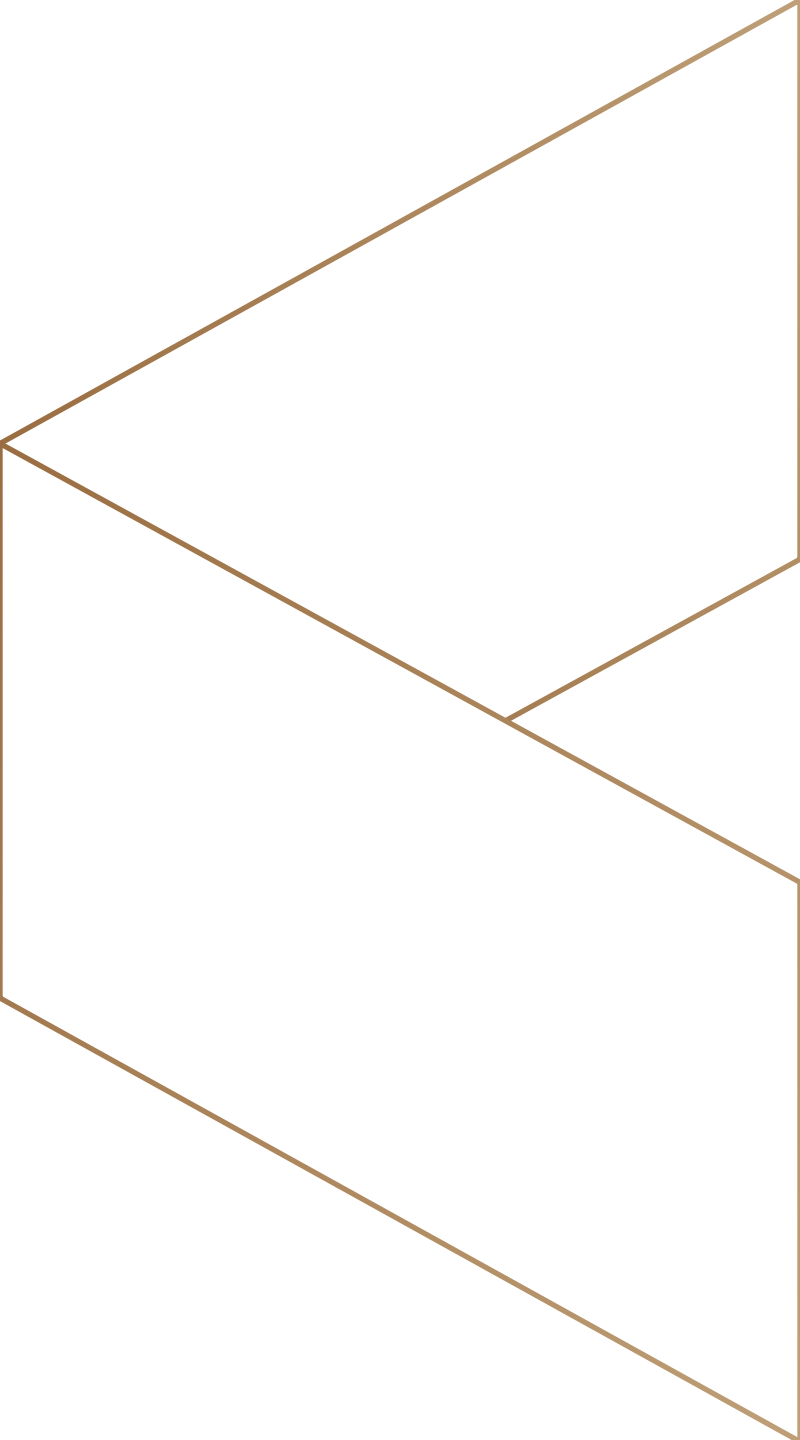
# What drives us

## MISSION

Bagmane Group is committed to creating and overseeing cutting-edge technology parks that empower businesses to excel. Our mission is to deliver outstanding value through adaptable, forward-thinking workspaces that foster collaboration and creativity. With sustainability at our core, we strive to incorporate eco-conscious practices across all facets of our operations, making a positive impact on the environment and the people.

## VISION

At Bagmane, our vision is to lead the way in corporate real estate by integrating innovation, sustainability and social responsibility seamlessly. We strive to be the premier choice for businesses seeking advanced workspaces that promote technological progress. Our dedication remains firm in transforming spaces, enriching lives and leaving a lasting legacy of growth and innovation.



# Our Identity

The logo unit is the combination of a wordmark with our icon.  
Our icon is a shorter version of our logo.



**B A G M A N E**

# Logotype

## MASTER LOGO

The logo is the primary visual representation of the brand, and it is important to choose the version that is deemed to be the most appropriate one for our communications.

Choose from the two variants shown in the following pages.  
For colour specifications, refer to the colour palette.





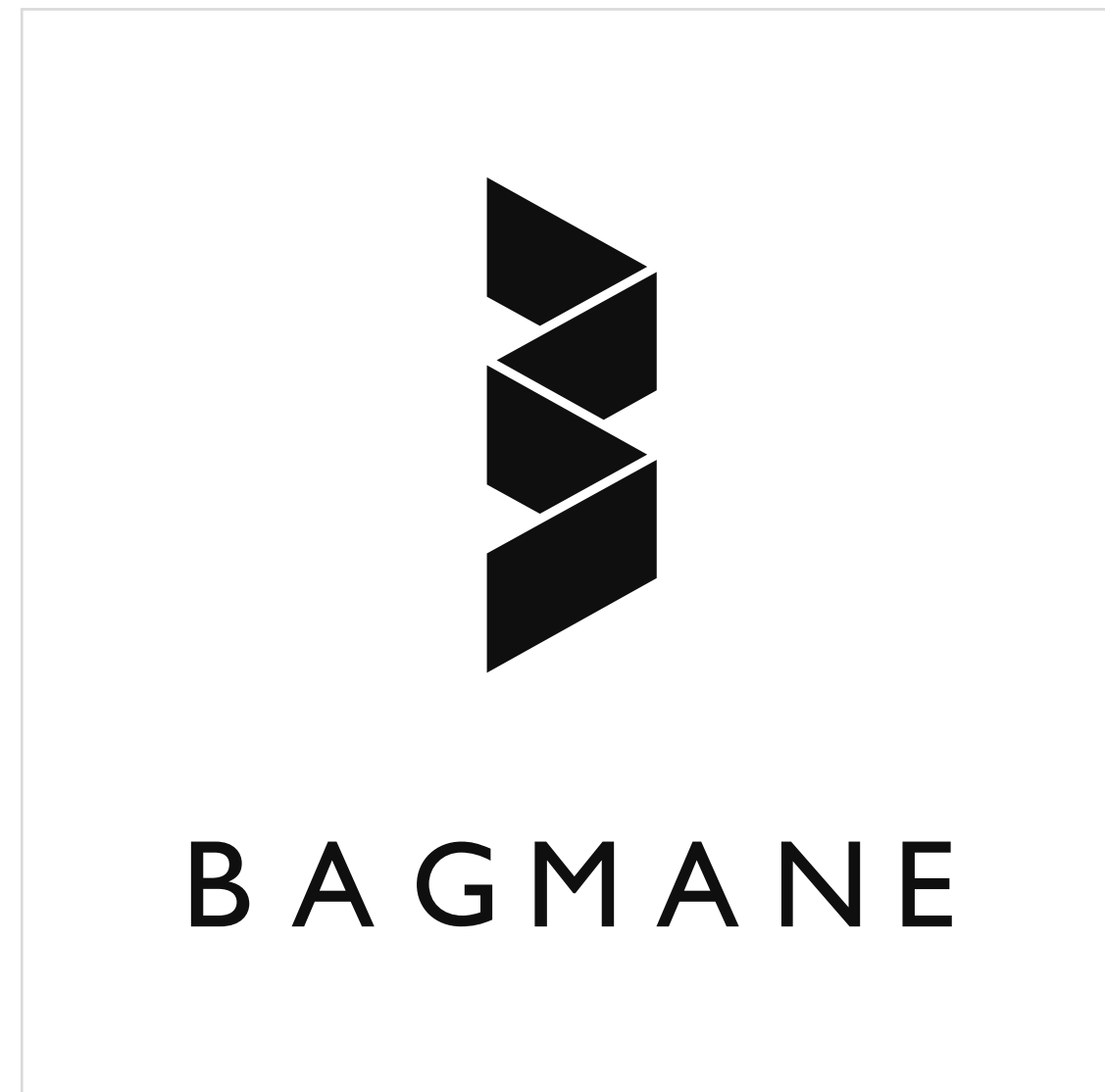
# Logotype

HORIZONTAL LOGO



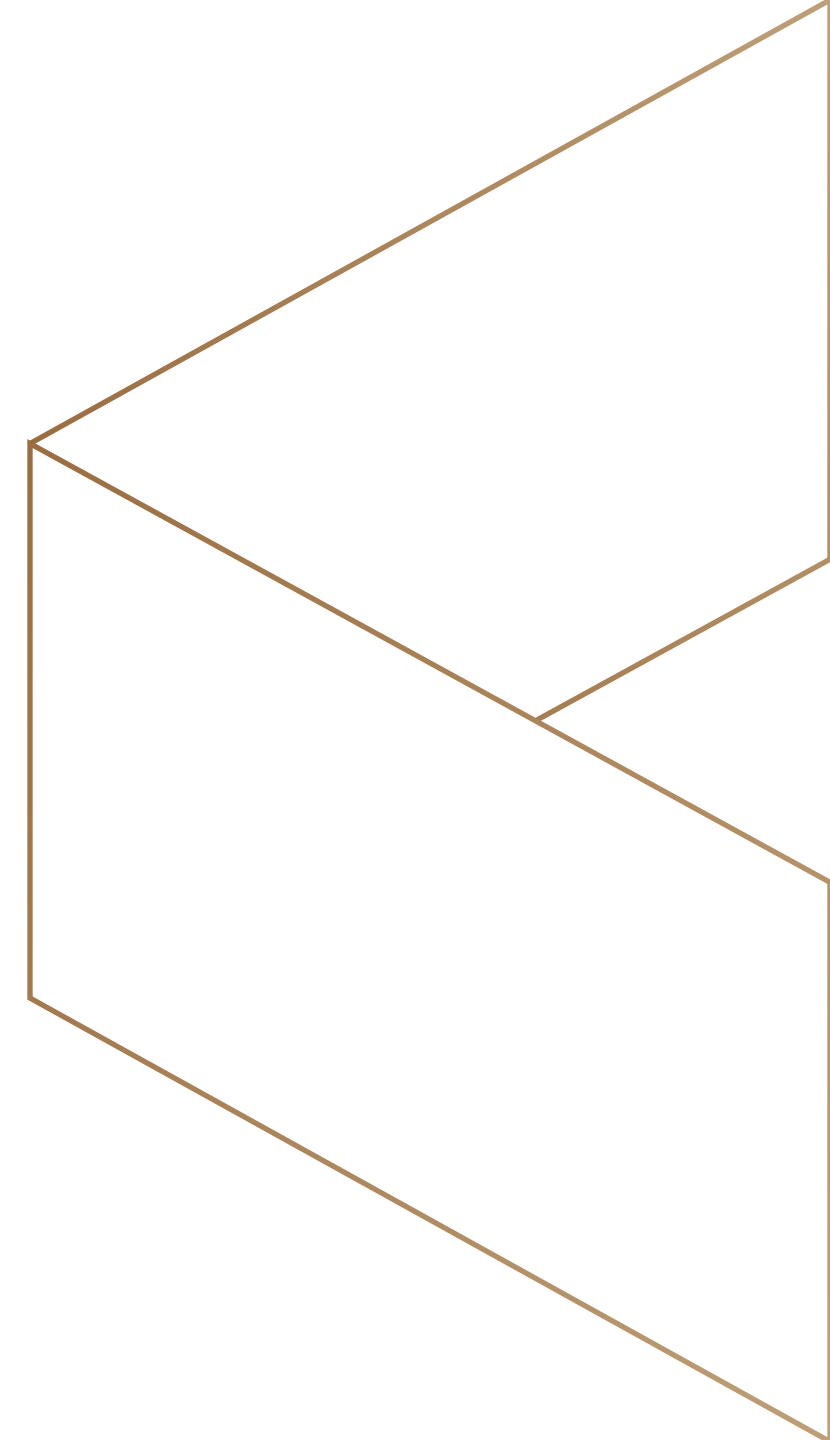
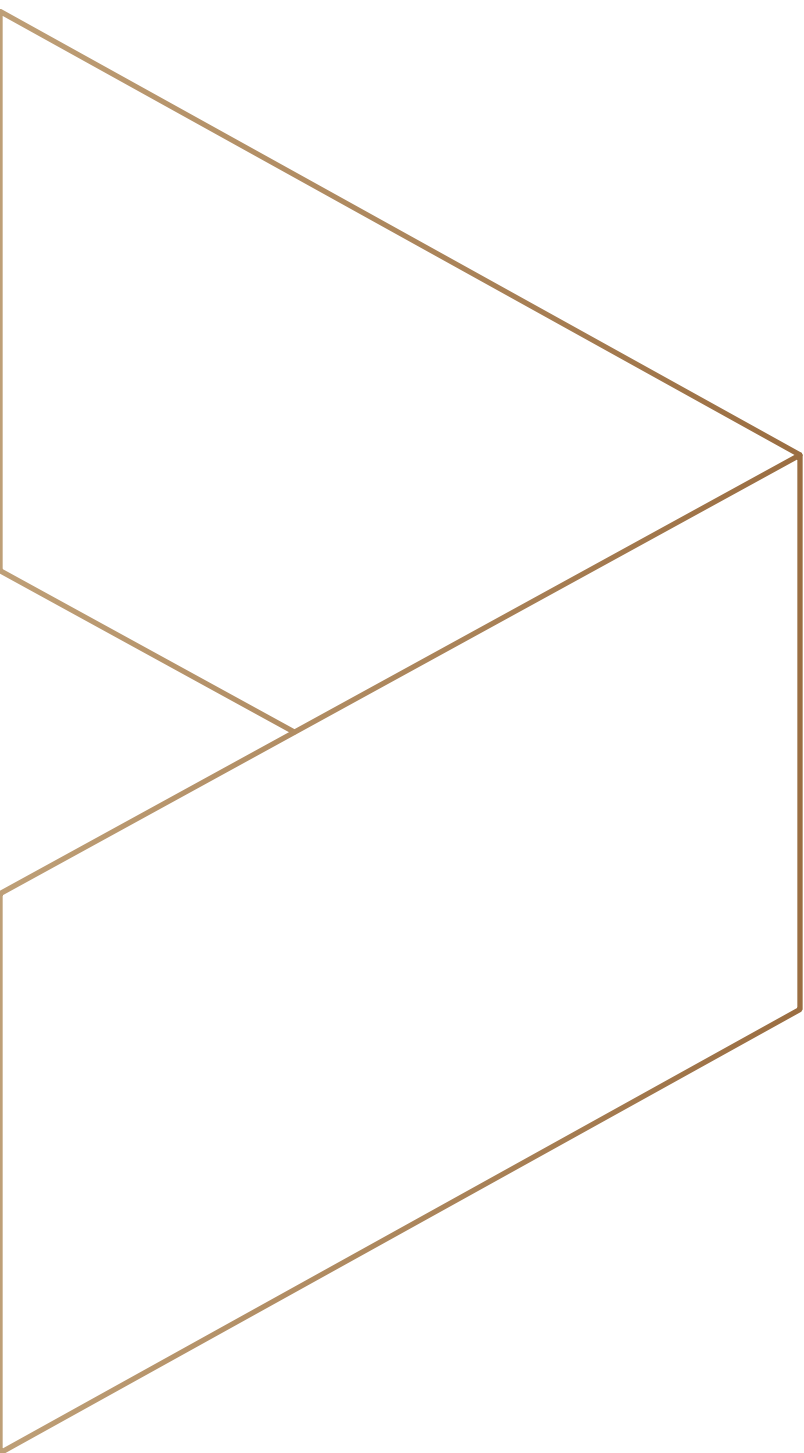
# Logo in Single Colour

HORIZONTAL LOGO



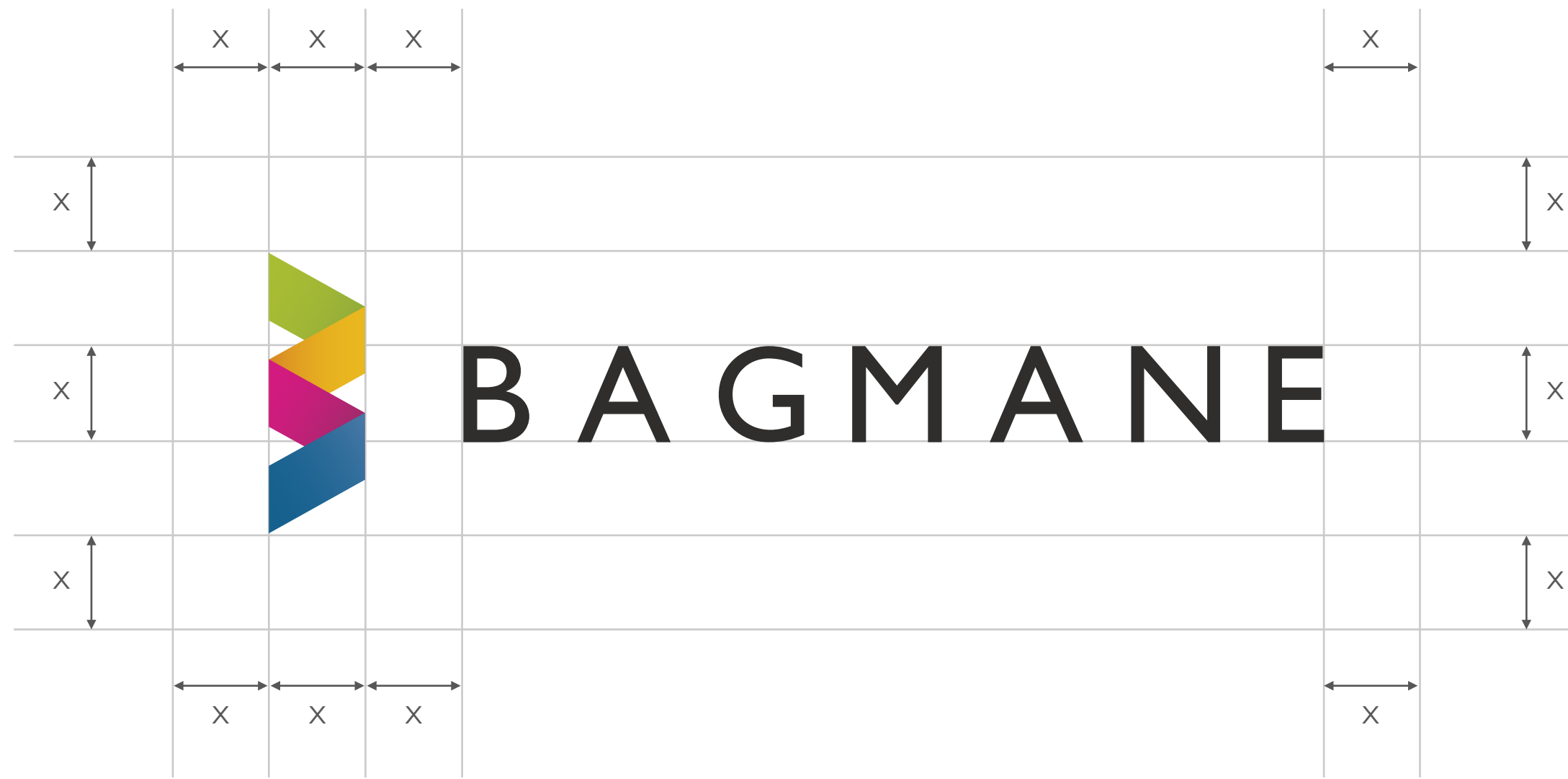
# Clearspace

MASTER LOGO



# Clearspace

HORIZONTAL LOGO



# Minimal Size

PRINT



**B A G M A N E**

30 mm

DIGITAL



**B A G M A N E**

100 pixels

# Incorrect Usage



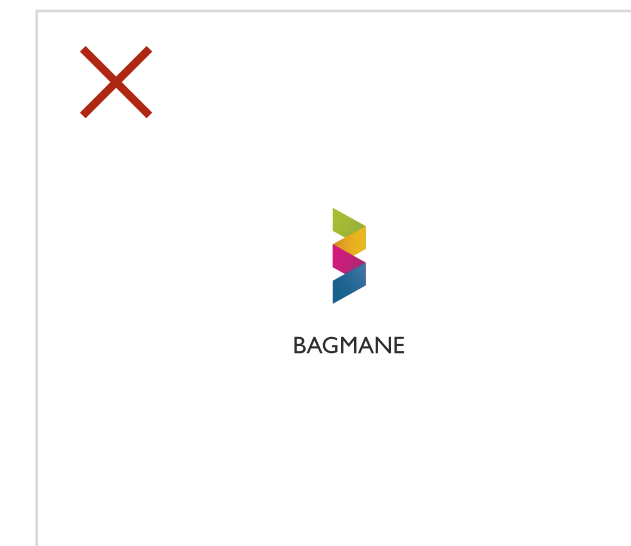
Do not reproduce our logo in colours other than the prescribed brand colours



Do not scale the logo disproportionately



Do not use the logo in any orientation other than the master and horizontal version



Do not use the logo smaller than 30mm/100 pixels in width



Do not change the order in which colours are applied in our logo



Do not scale the logo disproportionately



Do not place any visual element within the Exclusion Zone



Do not place the logo over any busy background

# Logo Colors

Our brand colours represent a strong identity associated with our values. A combination of Green, Yellow, Pink, and Blue stands for Growth, Trust, Optimism, and Confidence respectively.

## Green

C 37  
M 7  
Y 100  
K 0

RGB - 175 197 53  
Hex - #AFC535

## Yellow

C 4  
M 27  
Y 98  
K 0

RGB - 244 188 32  
Hex - #F4BC20

## Pink

C 16  
M 98  
Y 21  
K 0

RGB - 205 32 120  
Hex - #CD2078

## Blue

C 89  
M 60  
Y 11  
K 1

RGB - 36 103 163  
Hex - #2467A3

# Logo Gradient

## Green

CMYK - 33 5 100 0  
RGB - 183 203 51  
Hex - #B7CB33

CMYK - 48 14 100 1  
RGB - 147 177 61  
Hex - #93B13D

Slider at 70%

## Yellow

CMYK - 8 44 99 0  
RGB - 231 153 37  
Hex - #E79925

CMYK - 3 22 97 0  
RGB - 247 197 31  
Hex - #F7C51F

Slider at 70%

## Pink

CMYK - 5 98 13 0  
RGB - 226 26 128  
Hex - #E21A80

CMYK - 49 87 41 23  
RGB - 121 55 90  
Hex - #79375A

Slider at 70%

## Blue

CMYK - 93 65 13 1  
RGB - 21 96 156  
Hex - #15609C

CMYK - 75 48 4 0  
RGB - 75 122 182  
Hex - #4B7AB6

Slider at 70%



# Primary Colors

Our brand identity is embodied by Gold, Green and Grey, reflecting a perfect harmony between luxury and sustainability.

C 33  
M 55  
Y 81  
K 16

RGB - 156 109 65  
Hex - #9C6D41

C 26  
M 35  
Y 59  
K 1

RGB - 192 161 119  
Hex - #C0A177

C 21  
M 26  
Y 60  
K 0

RGB - 205 180 122  
Hex - #CDB47A

C 0  
M 2  
Y 9  
K 0

RGB - 255 247 230  
Hex - #FFF7E6

C 71  
M 47  
Y 77  
K 41

RGB - 62 81 58  
Hex - #3E513A

C 67  
M 63  
Y 68  
K 69

RGB - 42 40 35  
Hex - #2A2823

C 66  
M 61  
Y 67  
K 60

RGB - 53 51 45  
Hex - #35332D

# Secondary Colors

Our creatives can be enhanced using shades of Blue as secondary colours, to represent the sky or background in the images.

C 92  
M 61  
Y 20  
K 3

RGB - 26 98 148  
Hex - #1A6294

C 72  
M 30  
Y 0  
K 0

RGB - 55 149 212  
Hex - #3795D4

C 14  
M 2  
Y 0  
K 0

RGB - 213 236 255  
Hex - #D5ECFF

# Neutral Colors

Our creatives can include shades of grey and black as neutral colors to strike the right balance between the brighter hues and ensure a cohesive appeal for the visual output.

C 73  
M 67  
Y 65  
K 80

RGB - 22 22 22  
Hex - #161616

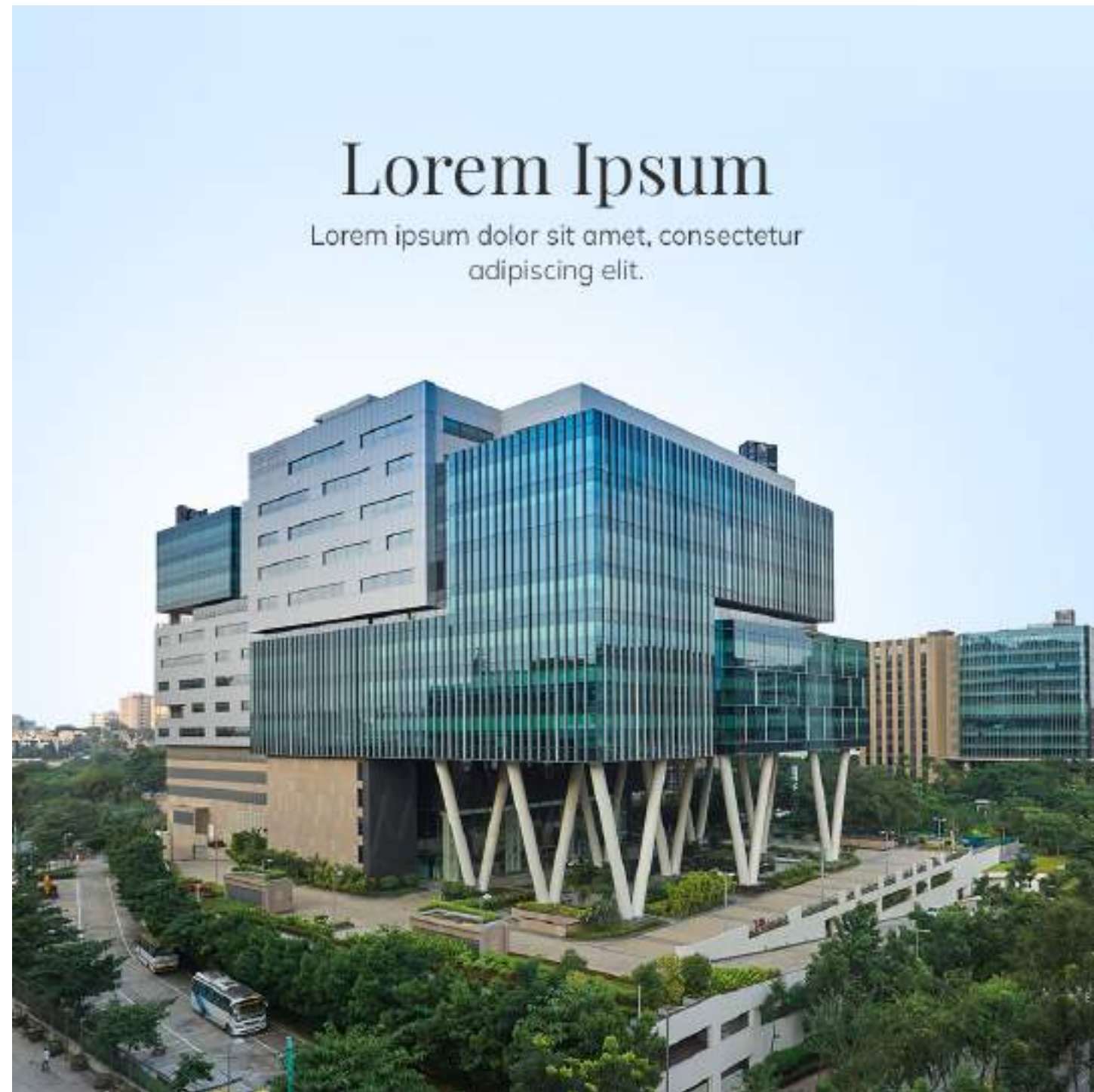
C 62  
M 54  
Y 53  
K 27

RGB - 91 91 91  
Hex - #5B5B5B

C 6  
M 4  
Y 4  
K 0

RGB - 237 237 237  
Hex - #EDED

# Color Usage



Social Media



Web Banner

# Color Usage



Social Media Ad



Story

# Brand Voice

OUR TONE OF VOICE IS

## **Visionary**

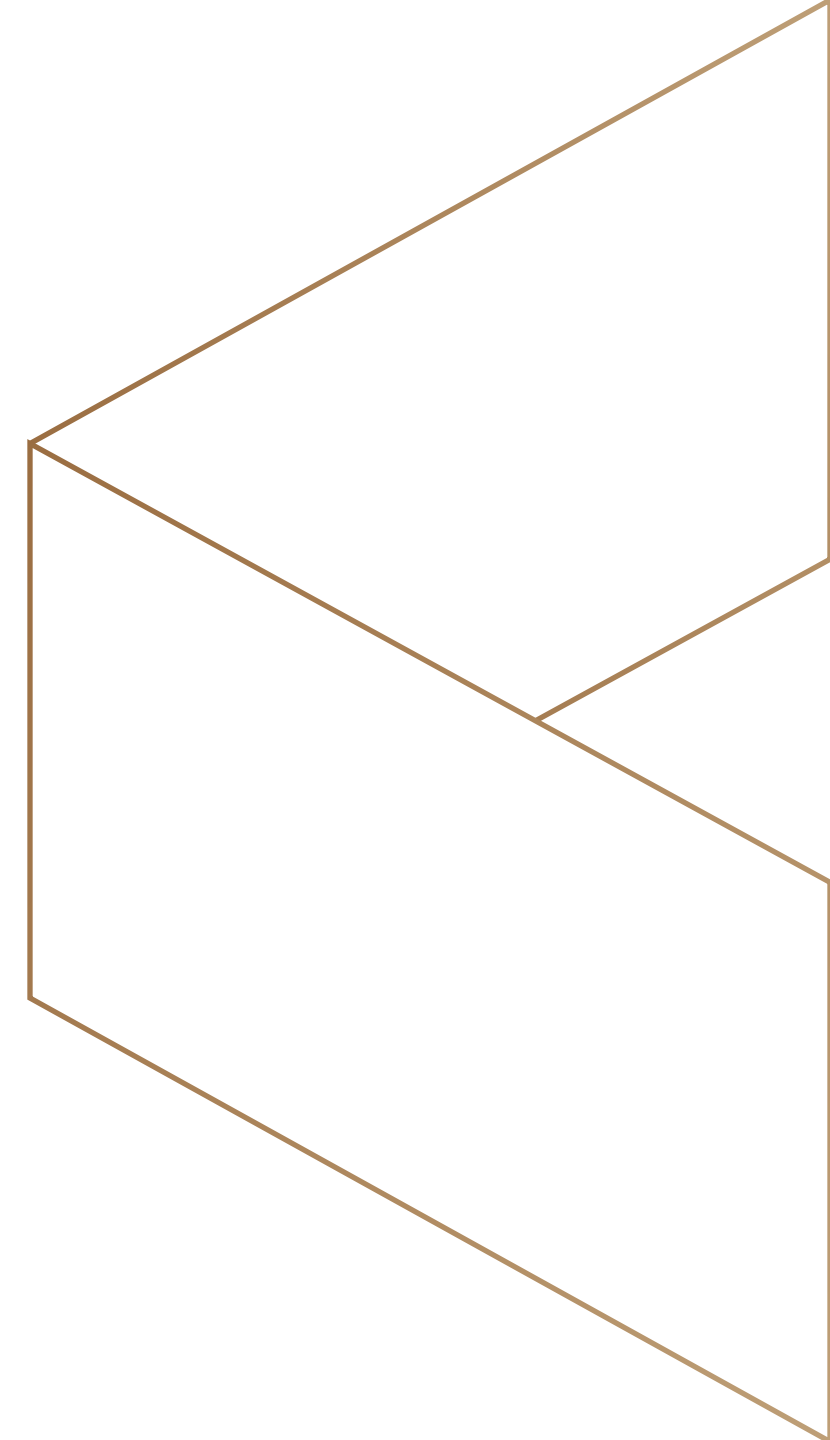
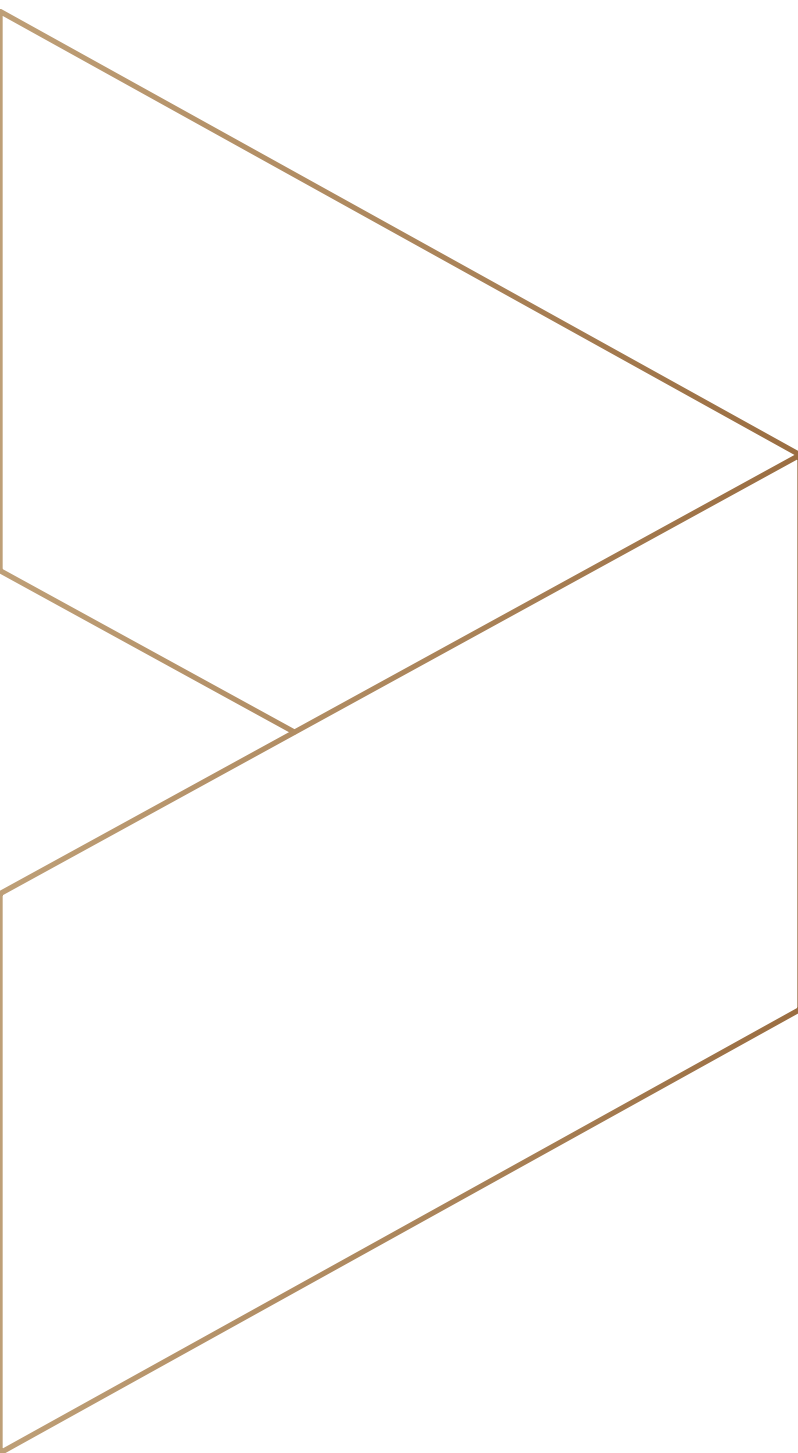
We express a forward-thinking approach, aligning their development strategies with the evolving needs of digital age corporations and global occupiers.

## **Confident and Strategic**

Bagmane Group communicates a sense of confidence in their ability to create strategic business differentiators through thorough planning and thoughtful infrastructure development.

## **Engaging and Purpose-Driven**

We are dedicated to enhance collaboration possibilities, enable sustainable spaces and improve work-life balance to create meaningful and impactful spaces for businesses.



# Typography

HEADLINE FONT

# Playfair Display

Regular

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
0123456789

# Typography

ALTERNATE FONTS

## Mulish

Light

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789

Regular

abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**O**PQRSTUVWXYZ  
0123456789

**Bold**

**abcdefghijklmnopqrstuvwxy**  
**ABCDEFGHIJKLMN**O**PQRSTUVWXYZ**  
**0123456789**



## Font Usage

# Tap Into The Future

Headline - Playfair Display Regular, Title Case, left aligned.

## **Lorem ipsum dolor sit amet,**

Sub-Head - Mulish (Bold), sentence case, left aligned.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Ut in facilisis eros, ac aliquet mauris. Cras consectetur blandit neque. In porttitor massa dolor, elementum volutpat lacus commodo vel.

Body copy - Mulish (Light), sentence case, left aligned.

# Photography

BUILDINGS



# Photography

ARTISTIC MOOD SHOTS



# Photography

INTERIOR AND LIFESTYLE



# Photography

INCORRECT USAGE



# Email Signature



**BAGMANE**

[f](#) [t](#) [v](#) [in](#) [p](#)

**Rithesh Monnappa**  
Associate General Manager - Brand & Marketing Communications

+91 9108680269  
rithesh@bagmanegroup.com  
www.bagmanegroup.com  
Bagmane Developers Pvt. Ltd., 5th Floor, B Block, Laurel Bagmane Tech Park,  
C.V. Raman Nagar, Bengaluru - 56009



[f](#) [t](#) [v](#) [in](#) [p](#)

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**BAGMANE**

# Email Signature



**B A G M A N E**

**Rithesh Monnappa**

Associate General Manager - Brand & Marketing Communications

☎ +91 9108680269

✉ rithesh@bagmanegroup.com

📍 Bagmane Developers Pvt. Ltd., 5th Floor, B Block, Laurel Bagmane Tech Park,  
C.V. Raman Nagar, Bengaluru - 56009

🌐 www.bagmanegroup.com



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Empowering Businesses  
Through Innovative Workspaces



**Rithesh Monnappa**

Associate General Manager - Brand & Marketing Communications

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✉ rithesh@bagmanegroup.com

📍 Bagmane Developers Pvt. Ltd., 5th Floor, B Block, Laurel Bagmane Tech Park,  
C.V. Raman Nagar, Bengaluru - 56009

🌐 www.bagmanegroup.com

# Connect with us:

Bagmane Developers Pvt Ltd  
5th floor, Laurel - B Block, Bagmane Tech Park  
CV Raman Nagar, Bengaluru 560093

Phone: +91 80 4032 9999

Meta: <link> | LinkedIn: <linn>

