

Bangalore Packaging Automation LLP

BRAND BOOK

01 Brand Overview

Bangalore Packaging Automation LLP is a Bengaluru-based provider of industrial packaging machinery and turnkey solutions. Serving sectors like pharmaceuticals, FMCG, and e-commerce across India, the company offers high-performance equipment including strapping, sealing, and wrapping machines backed by 25 years of engineering expertise and dedicated after-sales support.

"Our Product Protects Your Product"



02. Brand Logo



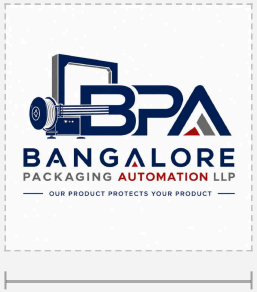
Logo Clear Space



Always maintain clear space around the logo to keep the logo clean and legible.

125 px on each side

Minimum Size



Below this size, clarity is lost.
Always honor the minimum.

1.58 inch / 152 px width

03 Typography

Typefaces are the way your brand communicates its voice and tone. These fonts are meant to balance hierarchy and readability to ensure your brand remains recognizable and cohesive across all mediums and touchpoints.

PRIMARY TYPEFACE

Outfit

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

SECONDARY TYPEFACE

Inter

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!@#$%

04. Color Palette

Colors are the way your brand communicates its personality and character. These colors are meant to balance functionality with intentionality and deliver on your brand's mission and promise.



Obsidian Black

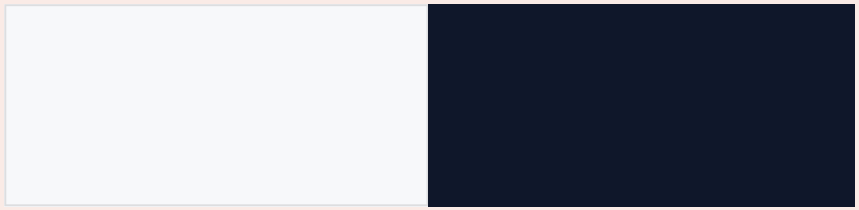
Hex #0B1120
RGB 11, 17, 32
CMYK 66%, 47%, 0%, 87%
HSL 223, 49%, 8%

Burnt Sienna

Hex #D44211
RGB 212, 66, 17
CMYK 0%, 69%, 92%, 17%
HSL 15, 85%, 45%

Pure White

Hex #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSL 0, 0%, 100%



Chalk White

Hex #F7F8FA
RGB 247, 248, 250
CMYK 1%, 1%, 0%, 2%
HSL 220, 23%, 97%

Obsidian Black

Hex #0F172A
RGB 15, 23, 42
CMYK 64%, 45%, 0%, 84%
HSL 222, 47%, 11%

05. Imagery







VALUES

"Reliability, Technical Excellence, Transparency, Customer Commitment"

AESTHETIC

Industrial Dynamism

High-Impact Utility

Technical Feature-Density

Performance-Driven B2B

Mechanical Authority

TONE OF VOICE

Professional

Authoritative

Dependable

Trustworthy