

BRAND GUIDELINES - 2026

Bansal Brothers

BATHINDA, PUNJAB, INDIA

This document defines the visual identity system for Bansal Brothers. It establishes the rules for consistent brand application across all print, digital, and environmental touchpoints

Bansal Brothers was established in Bathinda, Punjab, as a first-generation business built on the values of hard work, honesty, and community service. Founded by the Bansal family, the business grew from a local cement and steel supplier into a trusted name across the region's construction industry. What began as a modest operation serving local contractors has expanded into a comprehensive building materials supply business serving residential builders, large-scale contractors, and individual property owners across Punjab.

"We don't just supply materials — we supply the foundation that families build their lives on."

— Sahil Bansal, Director

The business operates on a direct-supply model, offering competitive pricing without compromising on product quality. Bansal Brothers has never relied on heavy advertising — its reputation has been built entirely through consistent delivery, reliable stock, and genuine relationships with its customers. As the business moves into its next chapter, it is investing in a stronger brand presence to reflect the quality and trustworthiness it has always delivered.

RELIABILITY

Consistent supply, on-time delivery, and dependable service that contractors and builders can plan around.

INTEGRITY

Honest pricing, genuine product quality, and transparent communication with every customer.

STRENGTH

A brand built like its products — solid, enduring, and designed to support what matters most.

COMMUNITY

Rooted in Bathinda, committed to supporting local builders and contributing to regional development.

PROFESSIONALISM

Presenting a credible, polished brand that reflects the quality of service the business already delivers.

TRUST

Every touchpoint — from signage to invoice — should reinforce the message: Strength You Trust.



**BANSAL
BROTHERS**

STRENGTH YOU TRUST

The primary logo is the full lockup — icon mark combined with the wordmark and tagline. The icon depicts a stylised building structure merging with the letter B, representing construction, structure, and the Bansal Brothers identity simultaneously. The wordmark uses Source Sans Variable SemiBold for authority and legibility at all sizes

Can be used on

- Official documents (invoices, quotations, letterheads)
- Website headers
- Social media banners
- Marketing materials
- Signage and branding
- Light backgrounds

This always must have

- The full icon (B with the structure)
- The complete wordmark (BANSAL BROTHERS)
- The tagline (Strength You Trust)
- Proper alignment and spacing between all elements

LOGO ON DARK BACKGROUND



Avoid

- Placing the standard dark logo on dark backgrounds
- Using low-contrast color combinations
- Adding outlines or effects to “fix” visibility

Guidelines

- Use white or light-colored text
- Maintain the contrast of the icon elements
- Ensure the logo remains clearly visible and legible



The icon-only version is derived from the primary logo and represents the brand in compact or space-restricted environments.

Can be used on

- Website browser tab (favicon)
- Mobile app icons (if applicable)
- Social media profile images
- Watermarks
- Small-scale branding (stamps, packaging marks)

Guidelines

- Use only the icon (BB structure mark)
- Do not include text or tagline
- Maintain clarity at small sizes
- Ensure sufficient contrast with background

OPTIONAL/SUPPORTING



The supporting element used with right opacity as provided (5%-15%)

The logo may be used as a subtle background graphic in selected areas where additional visual balance is required. This application is intended to enhance layouts that feel visually empty, while maintaining a clean and professional appearance.

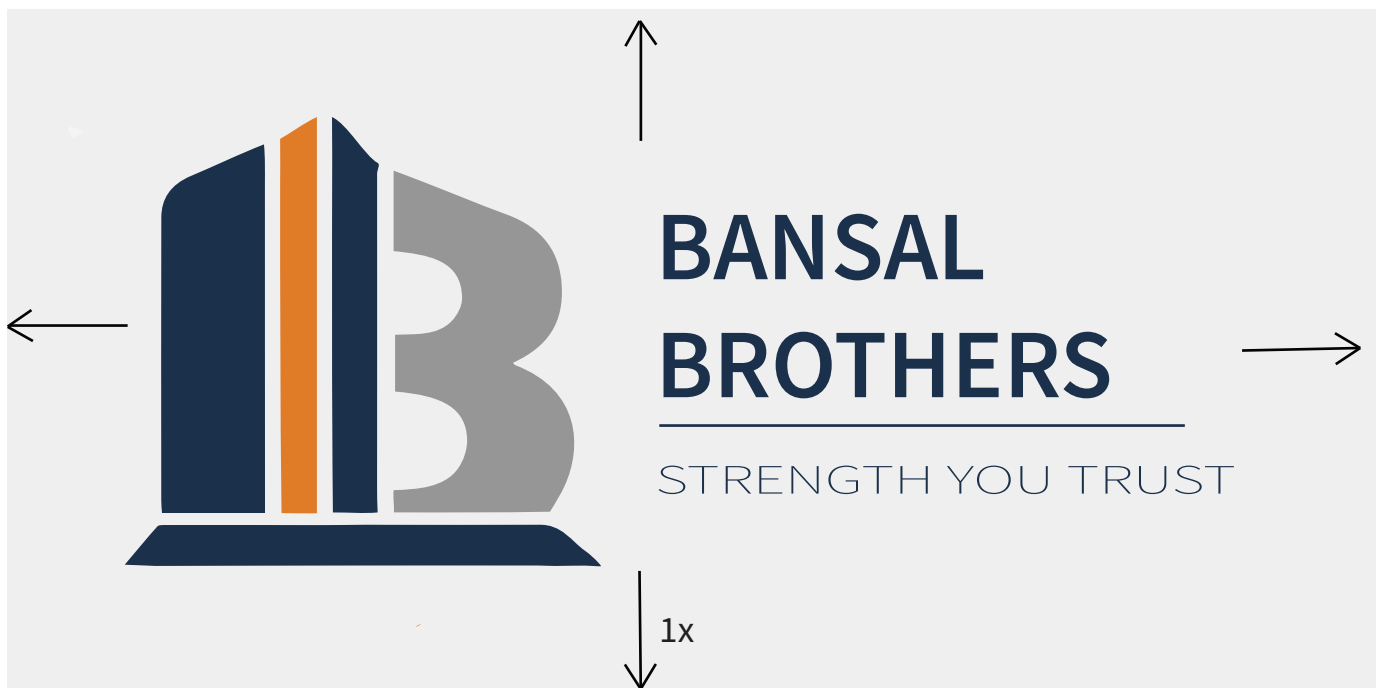
Usage

- Add visual depth to minimal layouts
- Introduce brand presence without adding clutter
- Support the overall composition in empty spaces

Guidelines

- Use the logo at low opacity (5% – 12%)
- Apply only in specific sections, not across the entire layout
- Keep it behind all primary content
- Ensure all text and key elements remain clearly readable

Clear space is the minimum amount of empty space that must surround the logo at all times. This zone protects the logo from competing visual elements and ensures it remains legible and impactful in any context. The clear space unit is defined as the height of the capital "B" in the wordmark — referred to here as 1x.



No text, images, graphic elements, or other logos should appear within this protected zone. When space is limited, always preserve the clear space proportionally — reduce the logo size before reducing the clear space

The Bansal Brothers colour palette has been selected to communicate strength, reliability, and professionalism — qualities that are central to the construction and building materials industry. Each colour has a defined role and should be applied consistently across all brand touchpoints.



STEEL NAVY

The dominant brand colour. Used for all primary backgrounds text headings, icon marks, and structural elements. Communicates authority, depth, and trust — the backbone of the entire visual identity.

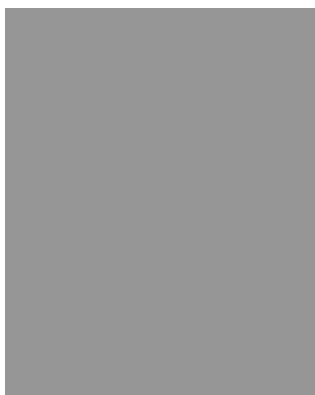
Hex code: 21314b CMYK: 91,78,45,42 RGB: 33, 49, 75



RUST ORANGE

The accent colour. Used for divider lines, highlights, call-to-action elements, and key brand moments. Inspired by construction equipment and site signage, it brings warmth and energy without overpowering the navy foundation

Hex code: #e07b27 CMYK: 10, 62, 100, 1 RGB: 224, 123, 39



INDUSTRIAL GREY

The supporting neutral. Used for secondary text, icon fill on the B mark, body copy, and supporting graphic elements. Echoes the grey of concrete and steel — grounding the palette in the physical materials Bansal Brothers supplies.

Hex code: 231f20 CMYK: 44, 36, 36, 1 RGB: 150, 150, 150

Black (#000000) and white (#ffffff) are used when needed for light/dark background or text.

Bansal Brothers uses a single typeface family, T Source Sans Variable — across all brand communications. This deliberate choice ensures cohesion while providing flexibility through its wide range of weights. The variable format means the typeface can be used from ExtraLight to Black, making it versatile for everything from delicate body text to powerful display headings.

DISPLAY / HEADINGS - SEMI BOLD

Bansal Brothers

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8....

BODY/ SUPPORTING TEXT - EXTRA LIGHT

STRENGTH YOU TRUST

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1 2 3 4 5 6 7 8 9.... @ # \$, ...

DO'S

- Use the full colour logo on white or light backgrounds
- Use the reversed white logo on dark backgrounds
- Maintain the approved clear space at all times
- Scale the logo proportionally from a corner
- Use only approved colour versions
- Use vector files (AI, EPS, SVG) for print
- Use PNG with transparent background for digital use

DON'TS

- Stretch or compress the logo disproportionately
- Rotate or skew the logo at any angle
- Add drop shadows, outlines, or glows
- Change any of the logo colours
- Retype the wordmark in a different font
- Place on a busy or low-contrast background

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