





Using the IAN brand

We've created this guide to help you use some of our core brand elements — our logo, colour model, presentation styles and how to use them.

It shouldn't take long to read (*we've kept it short*). Definitely check it out before you get started.



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Who is this book for?

Anyone at IAN who communicates on the organisation's behalf should find this book a helpful and inspiring resource.

Everyone within the organisation can use this guide as a platform to provide examples for the creation of new, impactful stories, member communication and updates, achievements of portfolio companies and the organisation.

We invite you all to mine the rich veins of typography, color palettes, presentation styles and design elements to give life to all collateral.

What will this book help us do?

We all want to tell a compelling, forward-thinking story about the IAN experience.

While there are many different internal and external audiences and stakeholders, the tools in this book should inspire each of us to take part in the journey and story of IAN, and to collectively and individually benefit from being part of it.



Our logo

Our Logo



Our Logo

Our logo is our most recognizable asset. That's why we love it, are protective of it and ask you to follow the rules when you use it.

Here's how:

- Only show the logo in our classic red. You can use white for certain exceptions (please reach out to us for approval).
- Don't alter, rotate, or modify the logo.
- Don't animate the logo.
- Don't use outdated versions of the logo.

Our Logo

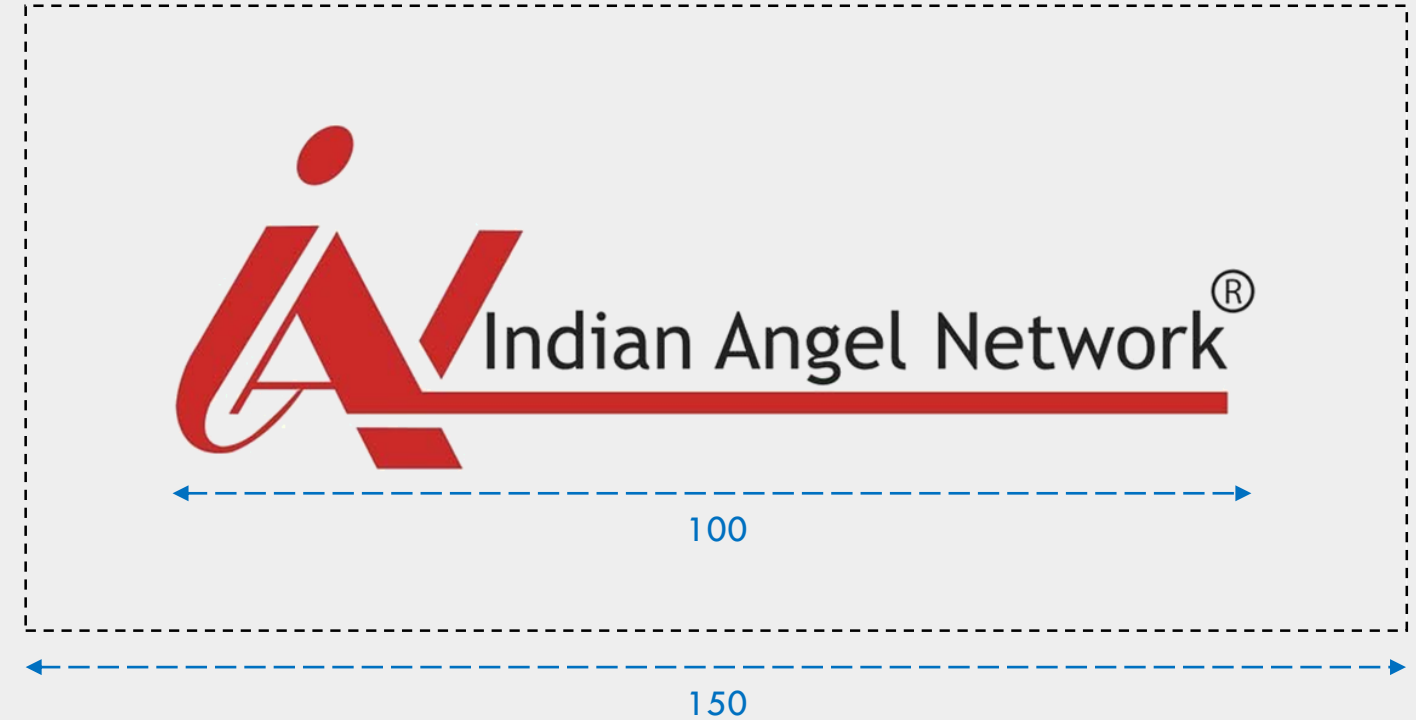
Spacing

Give our logo some room to breathe.

- The empty space around the logo should be at least 150% of the width of the logo.
- Don't go any smaller than 100 pixels wide



Logo clear space



Logo minimum size – 100 px

Our Logo

Colour

Remember, the IAN logo is always in red and black.

- When placing the logo on an image, always use the white version.
- Only when you are restricted by space or background colour, you can use the abbreviated logo version.

**There may be some exceptions to the rule.
Please reach out for permissions.**



Our Logo

Logo Misuse

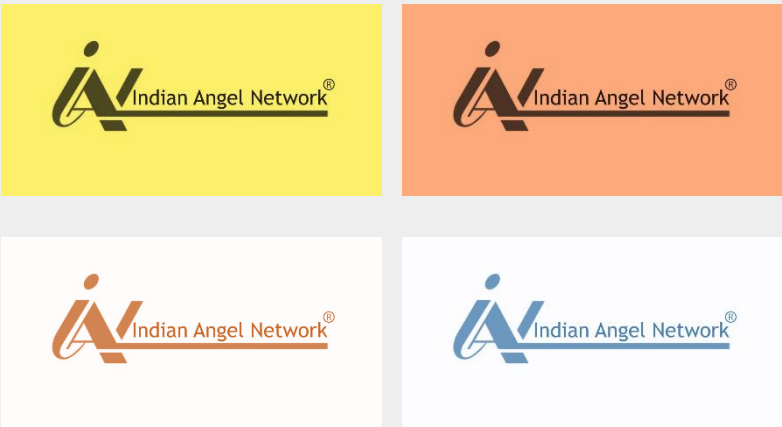
Do not crop the logo



Do not change transparency of the logo



Do not use different colours or shades



Do not change the size, colour or position of the acronym and logo



Do not distort the logo



Do not drop / add any shadows or other effects



Do not recreate using any other typeface



Do not rotate any part of the logo





Core Colours

- Use these color proportions in any layout or collateral design.
- Text should always be set in black, white, grey or deep red

Refer to the RGB / CMYK values for the right shade.

WHITE

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0
HEX: #ffffff

GREY

RGB: 122, 122, 122
CMYK: 0, 0, 0, 52
HEX: #7a7a7a

BLACK

RGB: 0, 0, 0
CMYK: 0, 0, 0, 100
HEX: #000000

RED

RGB: 192, 0, 0
CMYK: 0, 75, 75, 25
HEX: #C00000



Typography



Typography

- All headlines are set in “ Tw Cen MT “.
- The font Tw Cen MT will be used to create headings on all collateral – printed or digital.

Note: If converting from G Slides or Keynote to Powerpoint, use Tw Cen MT throughout for headlines and body text.

If the presentation originates in Power Point, follow regular brand font guidelines.

Aa Bb Cc Dd Ee Ff Gg Hh Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz 0123456789

Regular	Quick brown fox jumps over the lazy dog
Italic	<i>Quick brown fox jumps over the lazy dog</i>
Bold	Quick brown fox jumps over the lazy dog
Bold Italic	<i>Quick brown fox jumps over the lazy dog</i>

Type Specimen

The ideal stack

H1: Tw Cen MT, Size: 36, Bold

H2: Tw Cen MT, Size: 28, Bold

H3: Tw Cen MT, Size: 24

P1: Tw Cen MT, Size: 18

P2: Tw Cen MT, Size: 10
(for Word documents)

For Entrepreneurs, By Entrepreneurs

Money, Mentoring & Market Access

Unparalleled & Experienced Team that nurtures ideas & visions to make them great businesses

Indian Angel Network is India's first and world's largest business angel network with close to 500 members across the world, comprising the who's who of successful entrepreneurs and dynamic CEOs. With investors from 12 countries, IAN's presence spans 7 locations, which includes cities in India and the UK. The network is sector agnostic and has funded start-ups across 17 sectors in India and 7 other countries growing global footprint companies.

IAN has also launched the IAN Fund, an INR 375 crore fund, is a uniquely differentiated seed/early stage Fund which aims to transform India's entrepreneurial landscape. The fund invests in innovative companies in sectors including healthcare and medical devices, VR, AI, software as a service, marketplaces, fin-tech, big data, artificial intelligence, agritech, and hardware. With this, IAN has created the single largest platform for seed and early-stage investing, enabling entrepreneurs to raise from Rs. 25 lakhs to Rs. 50 crores.

Presentations

Presentations

Presentations

- All slides sized for: Widescreen

Width: 33.9 cm

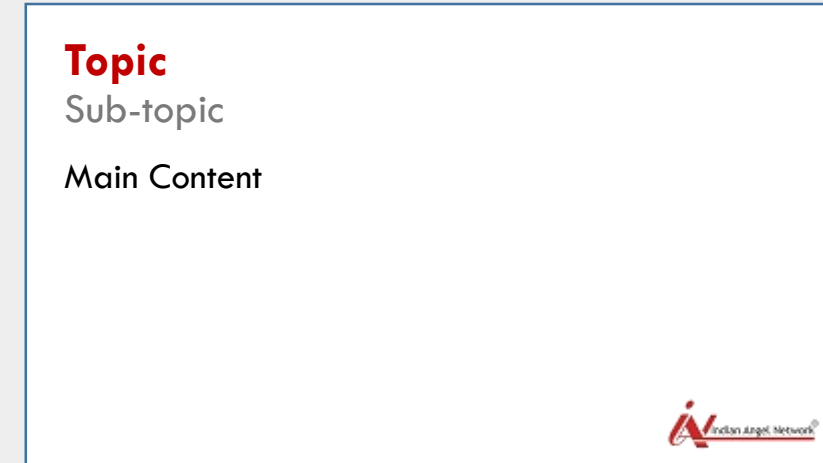
Height: 19.05 cm

- Orientation: Landscape
- Do not use any of the pre-set formats available in Microsoft Word, G Slides or Keynote.
- Do not add any colour or tint to the slides

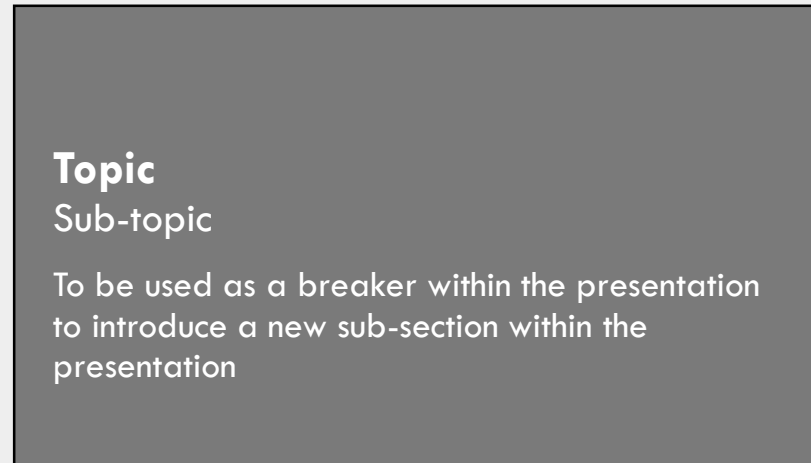
The IDEAL Deck:



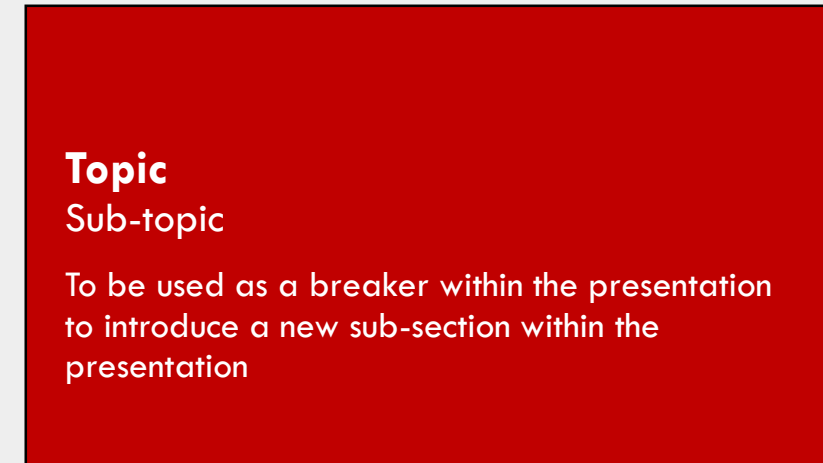
First / Introductory Slide



Main Slides of the Presentation



Breaker / Topic Introduction



Breaker / Topic Introduction

Email Signatures

Email Signatures

Less is More

Our email signature is an opportunity to create brand alignment while relaying relevant contact information.

└─
Thanks & Regards
First Name Last Name
Designation



CONFIDENTIAL COMMUNICATION

Information shared with Indian Angel Network Services Private Limited / IAN Consultancy LLP (IAN) may be shared with its members, advisors, consultants, directors, employees (without limitation), therefore, IAN strongly recommends not to share any sensitive and/or competitive information that may compromise the confidentiality of your proposition.

The contents of this message may be legally privileged and confidential, for the use of the intended recipient(s) only. If you are not the intended recipient, do not read, disclose, copy, circulate or in any other way use or rely on the information contained in this email or any attachments. If you have received the message in error, notify the sender immediately, preserve its confidentiality and delete this email and any attachments from your system. Emails cannot be guaranteed to be secure or error free as the message and any attachments could be intercepted, corrupted, lost, delayed, incomplete or amended. IAN and its associates/subsidiaries do not accept liability for any damage caused by this email or any attachments thereof.

* IT team to ensure all employees have a standard email signature.

Investor Notes & Updates



Here is an exciting opportunity in the consumer's space in India. We live in a world of consumerism and the fact of the matter is that purchasing a product is only the start of the journey. Service is what defines the journey and more importantly, product/brand loyalty. All customer centric companies want their end consumers to be happy and satisfied; however reaching customer service centres is extremely difficult. Consumers typically google search a customer care number, get stuck in the IVR & eventually, give up. As many as 34% of customers will hang up and never call back if their call is not answered quickly. Losing service revenue from 1 in 3 customers is significant.

One Dias is a one-stop B2B2C platform that aggregates service requests from users and ties-up with brands to create a platform for users to help service their appliances

Problem Statement

A typical ownership listing of a middle-class Indian household would look like a combination of various brands and services across sectors. An illustrative example is as under:

a. Appliances: Samsung, LG, Panasonic, Sony, Xiaomi

b. Gadgets

Daikin, Hitachi, Carrier, Samsung, Voltas, LG, IFB, Samsung, LG, Bosch, Whirlpool, Godrej, Hitachi, Samsung, LG, Bosch, BlueStar, Kent, Eureka Forbes, Pureit, Tata, ZeroB, Livepure, Inalsa, Padmini, Glen, Pigeon, prestrike, Kaff, Preeti, Havells Bajaj Usha Venus et



- Add IAN / IAN Fund's logo to the top right of the document
- Add a border to the document
Design > Page Borders > Box Width: 1 pt
- Font Type: Tw Cen MT
Font Size: 11

IAN Brand Guidelines

November 2021