Shivtek Spechemi Industries Ltd

Brand Story
(About us)

Shivtek Spechemi Industries Ltd, a flagship of the Shiva Group, is a leading name in the specialty chemicals sector since 1987. With a strong focus on innovation, quality, and sustainability, Shivtek serves key industries including pharmaceuticals, agrochemicals, textiles, and industrial coatings.

Headquartered in Gurugram, the company operates zero-emission plants across India and exports to over 75+ countries. Its product range spans chlorinated paraffins, solvents, lubricants, and specialty additives. Shivtek also drives impactful CSR through its Shivasoul wing, supporting education, healthcare, and environmental causes.

Usage Protocol (To Be Followed)

- **Black color should not be used anywhere in the design; only approved brand color palettes must be followed.**
- **The company name must be written as LTD and not as “Limited” in any instance.**
- **Do not use a full stop after LTD; it should always appear as LTD without any punctuation.**

Logo Guidlines

Primary Logo



Logo Guidlines

Grayscale Logo

The grayscale Shivtek logo is for use in situations where color reproduction is limited, such as white print or restricted digital environments. It must retain the original proportions and design integrity to ensure brand consistency.

These include white versions of the primary logo, adjusted to counter visual distortion when used on light or dark backgrounds. Always use the correct version for the intended background and avoid modifications.



Typography Guidline

Primary Typeface

Secondary Typeface

Tertiary Typeface

PRIMARY TYPEFACE

Anteroly

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrtsuvwxyz
!@#$%&*()"//1234567890

Anteroly is primary font for Shivtek Spechemi Industries Ltd
It's elegent, high contrast, sophisticated, sans-serif.

Usage:

- Headlines and key brand messages
- Hero section, Product names and campaign titles

Styling Tips:

- Avoid heavy tracking
- Pair with generous whitespace

Regular

Aa

SECONDARY TYPEFACE

Poppins

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrtsuvwxyz
!@#$%&*()”//1234567890

Poppins is secondary font for Shivtek Spechemi Industries Ltd. It’s elegent, high contrast, sophisticated, sans-serif.

Usage:

- Headlines and key brand messages
- Hero section, Product names and campaign titles

Styling Tips:

- Avoid heavy tracking
- Pair with generous whitespace

Thin	Aa
Light	Aa
Regular	Aa
Medium	**Aa**
Semibold	**Aa**
Bold	**Aa**

TERTIARY TYPEFACE

Roboto

ABCDEFGHIJKLMNOPQRSTUWXYZ
abcdefghijklmnopqrtsuvwxyz
!@#$%&*()”//1234567890

Roboto is tertiary font for Shivtek Spechemi Industries Ltd. It’s elegent, high contrast, sophisticated, sans-serif.

Usage:

- Headlines and key brand messages
- Hero section, Product names and campaign titles

Styling Tips:

- Avoid heavy tracking
- Pair with generous whitespace

Thin	Aa
Light	Aa
Regular	Aa
Medium	**Aa**
Bold	**Aa**
Black	**Aa**

Colour Palette

Primary Colour

Secondary Colour

Tertiary Colour

Colour Palette

Primary Colour(Trustworthy. Dependable. Professional.)

This is the signature colour of Shivtek Spechemi brand.

- Logo and Key brand assets
- Button, Headline, accents

Primary Colour

#0374BC

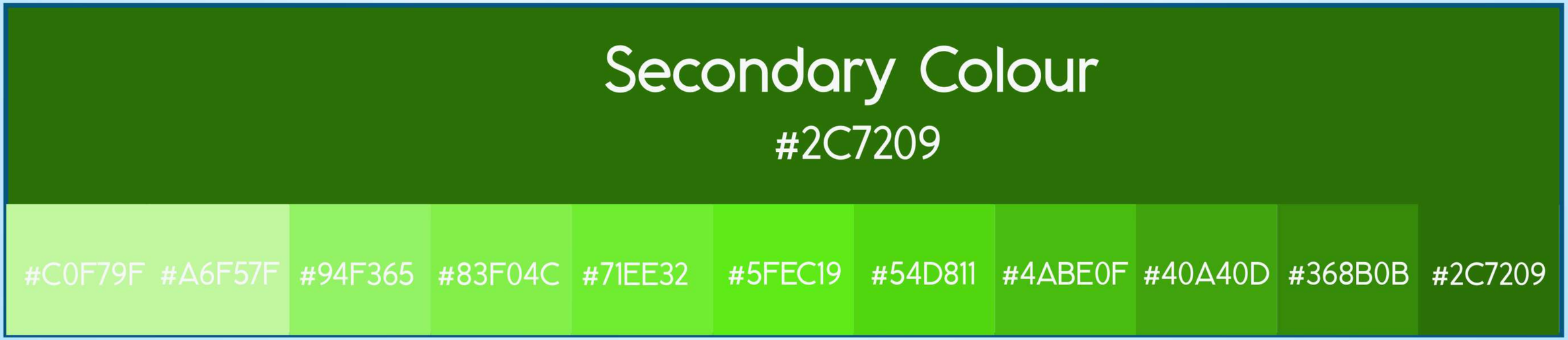
#A5DBFE	#8ED3FD	#77CAFD	#61C1FD	#4AB8FC	#34AFFC	#1DA6FC	#069DFB	#0490E7	#0382D0	#0374BC

Colour Palette

Secondary Colour(Sustainable. Responsible. Progressive.)

It enhances contrast and ensures the primary element stand out:

- Background, Web Section
- Text Overlay, When paired with dark element

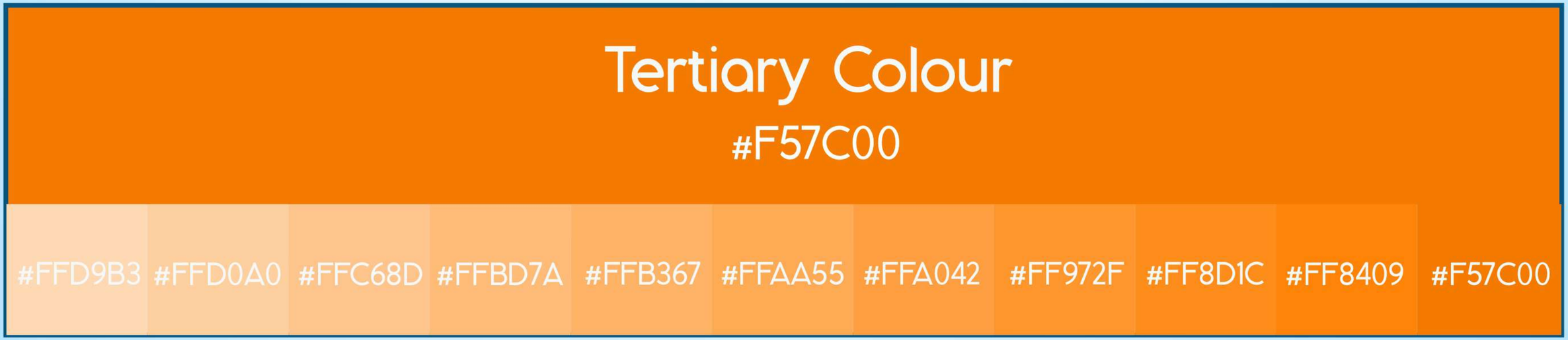


Colour Palette

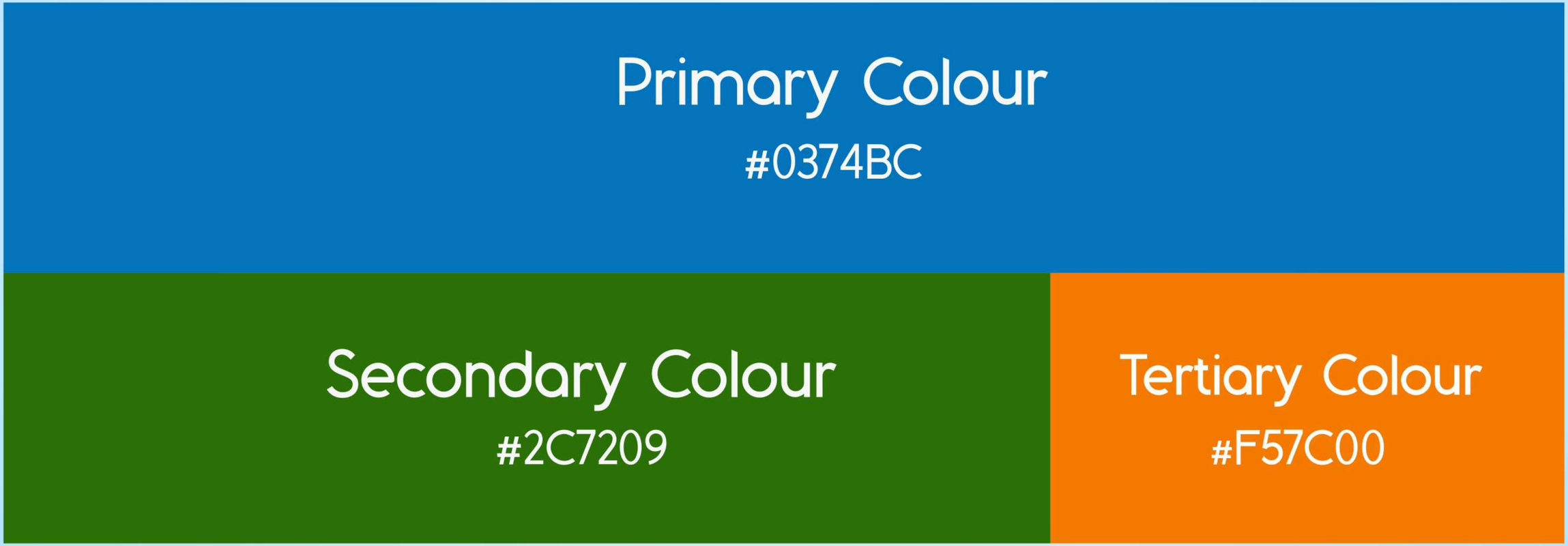
Tertiary Colour(Energetic. Innovative. Attention-grabbing.)

It enriches visual language without overpowering. It's usage includes:

- Illustrative Details
- Works best as complementry finish



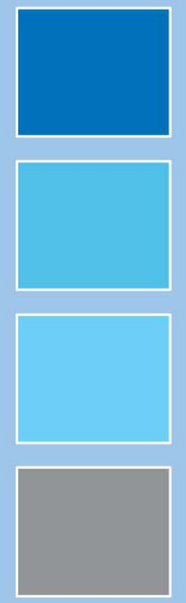
Brand Colours: Overview



Brand Colours

Primary Colour Palette (CMYK & Pantone)

- **Pantone 3005 C**
  CMYK: C90 M50 Y0 K0 (Deep Blue - Trust, Innovation, Global Presence)
- **Pantone 298 C**
  CMYK: C70 M15 Y0 K0 (Sky Blue - Transparency, Technology, Clean Chemistry)
- **Pantone Blue 0821 C**
  CMYK: C50 M0 Y0 K0 (Light Blue - Fresh Thinking, Innovation, Approachability)
- **Pantone Cool Gray 7 C**
  CMYK: C0 M0 Y0 K50 (Gray - Stability, Reliability, Industrial Strength)



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Colour Rationale

- **Deep Blue (Pantone 3005 C): Represents our commitment to trust, credibility, and strong global presence. It reflects the depth of our expertise and innovation.**
- **Sky Blue (Pantone 298 C): Signifies transparency in processes, clarity of solutions, and clean, sustainable chemical practices.**
- **Light Blue (Pantone Blue 0821 C): Embodies innovation, new thinking, and approachability in partnerships.**
- **Cool Gray (Pantone Cool Gray 7 C): Reflects industrial strength, reliability, and precision - values at the core of our production and partnerships.**






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Thank You