



AITC International

Brand Guideline

VISUAL MANUAL • 2026

The standards and rules that the organization uses to maintain brand consistency across channels.

Using this guide

These guidelines are your introduction to how we can use the visual identity. They are a call to action to align our creative work and bring a new focus on our connected visual identity system.

This comprehensive documentation of the entire visual identity system will explain the ins and outs of our evolving brand. From logo placement, font typeface, each element of our brand has a role to play in how Vultr is visually represented across a variety of mediums. Here we will address each component providing guidelines, rules of usage, and use cases to show how each piece works together to cohesively create a powerful, proprietary brand that's ready to take on the future.

02 | Introduction & Our Brand Voice

03 | Logo Variations

04 | Logo Dont's

05 | Colors

06 | Typography

07 | Stationery Guide

08 | Digital Presence

09 | Pattern

Introduction

AITC International Pvt. Ltd. stands as Nepal's leading IT services provider, offering top-notch business solutions in the Information Technology domain. We boast a team of over 40 tech experts dedicated to optimizing digital operations for both local and global businesses. Whether working with startups or industry giants, we're passionate about pushing boundaries and finding better ways to get things done.

Our Brand Voice

We make technology work for you. Our IT solutions are designed to help businesses grow and adapt. Whether you're a small startup or a large company, we're here to guide you on your digital journey.

With a focus on data and performance, we create efficient, scalable, and future-proof solutions that deliver measurable results and drive your business forward.



We center our efforts around your unique business goals, ensuring that every solution we offer not only meets but exceeds your expectations.



Driven by our passion for the latest technological advancements, we integrate innovative strategies to ensure your business remains future-ready.

Logo variations

It is recommended to use the exact logo from this file to maintain the original proportions. The logo font should not be altered in any



Vertical (Standard)

The first way we signify the presence of AITC is with our Primary Logotype. It's the clearest way we can identify our company visually. We should be signing off all of our communications with the logotype our partner messages must be identified as coming from us, and you!



Horizontal (Alternative)

If it's impossible to use the Primary Logotype for some reason, you have the option of using the Horizontal logotype. It's still a good way of showing off the AITC brand.



Logomark (Alternative)

If it is not possible to use the full logo, you can use our unique logomark separately.



Monochromatic (Alternative)

The monochromatic logotype should only be used when there are not enough colors to properly reproduce the Primary Logotype.

Logo Don'ts

To ensure the logo remains recognizable and consistent in style, it is recommended to use the graphical display of the logo from this file. Do not re-create it or edit it. Do not use a different color scheme, disproportionate transformation or rotations



Don't distort



Don't add shadow



Don't use Background colour similar to the logo



Don't use outline around shape



Don't rotate



Don't change the colour of inner shape



Don't change brand colors



Don't use outline



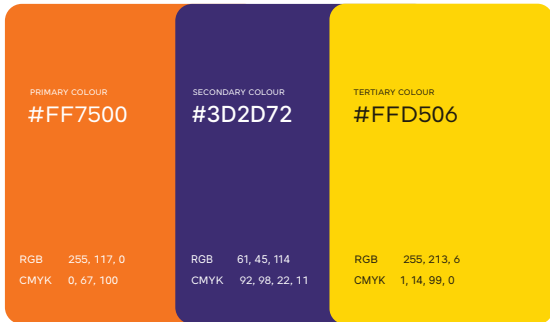
Don't Use Another Background Color

Colours

Primary colours help consumers quickly identify a brand. These colors are incorporated into a company's logo.

Secondary colors highlight and complement the primary colors. While you can have an infinite number of secondary colors, we suggest limiting the color palette to aid recognition and consistency.

It is advised to use the provided color codes in the appropriate media. However, some changes to the codes are allowed if they are more suitable for the specific task.



Typography

Jones is a clean, balanced typeface that sits well with our design language and works well for our non-English communication as well. All **our brand stationery, social media & prints** set in Jones. Jones is a modern and geometrical sans serif font family.

[Click here to download font](#)

Lato is our secondary typeface, which one used on our website. When Primary Fonts are unavailable for digital content and internal documents, maintaining consistency and accessibility is essential. Lato is a free-to-use Google typeface with character support for a ton of languages. You can download and install it on any computer a simple Google search will help you find it

[Click here to download font](#)

Primary font

Aa

Always Set the **tracking -20**

Font Name

Jones

अक

Font Name

002 Arap

Headlines: All bold or Black. used for major headings and titles to attract attention.

Subheadings: Book and Light sentence case, used for secondary headings to provide a clear hierarchy.

Body Text: Book, sentence case, used for general content to ensure readability and professionalism.

Secondary font

Aa

Font Name

Lato

अक

Font Name

Aakriti

Usage: For digital content and internal documents where Primary Fonts are unavailable, ensuring consistency and accessibility.

Stationery Guide

Our comprehensive range of promotional products, including customizable notebooks, business cards with trackable and corporate gifts such as cups, are thoughtfully designed for specific events and tasks, with flexible design elements including colors and logo placement that can be tailored to make lasting impressions whether used in office, home, or outdoor settings, ensuring maximum impact and utility for your brand.



Digital Presence

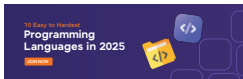
Keep your logo, colors, fonts and tone of voice consistent across all platforms avoid mixed messages.

Social media platforms have become an integral part of today's marketing environment. They play a significant role in maintaining business connections and engaging with both current and potential customers.

Social Media post



Banners



Pattern

Pattern reinforces visual identity, creating consistency across all touchpoints. It enhances recognition, adds uniqueness, and strengthens brand recall. Shapes evoke emotions and communicate messages subtly, making designs more engaging. A well-defined pattern ensures cohesion in branding, helping audiences connect with the brand instantly across different platforms.

