Stellium Brand Manual

Brand Usage Guidelines

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About Stellium

What does Stellium mean?

Derived from the Latin abbreviation of "Satelletium" in astrology, Stellium is the meeting of three or more planets in conjunction in one zodiac sign or on the same astrological house .

The stellium is a focal point of energy: who is born with a stellium in your birth chart has a strong influence of the sign or the house where it is present, impacting their behavior and personality.

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The Stellium Brand Story

Stellium helps combine expertise, innovation and technology to deliver path breaking solutions.

We are always moving forward with ideas that service clients with accuracy. Success is driven by knowledge and insight. That is the proposition of Stellium.

It's more than just the beginning. It's about creating client value and developing world class professionals. It's the essence of the Stellium brand experience.

Our ideas combine with passion. Passion for innovation, passion for people, passion for satisfied clients, passion for excellence. An excellence, that spreads an umbrella of trust to all our clients. Thereby, helping them redefine success to its true worth. They help us reflect our vision to become globally visible, to be a respected place to work, to be a thought leader with a difference.

For those who expect excellence, professionalism and leadership, the solution is as simple as developing success - for our clients, consultants, and our firm.

Our name is derived from the synergy that occurs when three or more planets are in the same sign or house. We generate energy. An energy that transforms into helping clients achieve sustainable results by improving value chain and minimizing decision latency across horizontals. Founded in September 2012, we began by acquiring over 20 clients with a select team of 55.

Specialized in the improvement of supply chain and operational effectiveness, we provide advisory, analytics and system integration services in the areas of Logistics & Warehouse Management, Supply Chain Management, Analytics and Decision Sciences, Financial Planning and EPM, and SAP Services and Center of Excellence.

Our Stellium approach focuses on building service differentiation in identified niche areas. With best in class solutions, accelerated execution and faster business adoption as our pillars of differentiation, flanking solutions are built around core SAP products.

Driven by non-linear growth, our supply chain solution suite continuously identifies white spaces and productizes them using an identified client as adopter.

We invest in developing core capabilities and work with our specialized teams, partners and alliances to ensure end-to-end solutions to all our clients.

A committed team intermingled with endurance is how each of our professionals accepts challenges and sets out to make a difference. A difference that makes all who work at Stellium continuously evolve while staying motivated.

Located across North America, India and soon, the Middle East, Stellium every day, helps business economies scale great heights while creating better leaders and citizens for tomorrow.

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The logo

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The logo

As the name suggests, the Stellium logo symbolizes three planets coming together. The three colors signify the energy, and also the three areas of work Stellium offers: Business insights, Innovation and Technology.

Logo - colors

CMYK	0, 90, 80, 0	90, 60, 20, 0	80, 20, 100, 0	0, 0, 0, 20	0, 0, 0, 70
RGB	255, 51, 51	51, 102, 153	51, 153, 51	204, 204, 204	102, 102, 102
HEX	FF3333	336699	339933	CCCCCC	666666
PANTONE	Solid Coated 1788 C	Solid Coated 7684 C	Solid Coated 7739 C	Solid Coated Cool Gray 3 C	Solid Coated Cool Gray 10 C

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Logo – Color Variations

Below are various ways this logo may be used in case of restrictions on color or medium of printing.

Greyscale

Single Color (Grey)

Black & White

Logo – Color Variations

Below are various ways this logo may be used in case of restrictions on color or medium of printing.

White on blue / green background

White on Black background

White on grey background

Logo – Color Variations

Variations of the logo against solid dark background, retaining the 3 colors of the symbol. Note that this version of the logo should NOT be used against any other background besides the ones presented below.
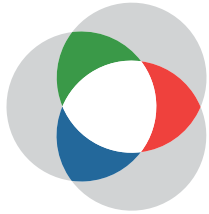

Logo against black

Logo against dark blue(#000033)

Logo against dark grey (#515151)

The Symbol

Depending upon the context of usage, the logo may be represented only by the symbol, in none other than the following ways.

Original

Greyscale

Single Color (Grey)

Black and white

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The Symbol

Depending upon the context of usage, the logo may be represented only by the symbol, in none other than the following ways.
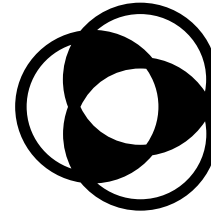
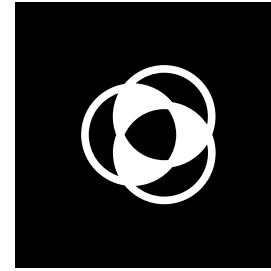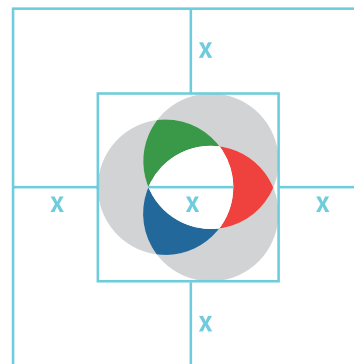White on grey   White on green   White on blue   White on black

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Logo - surrounding space

It is important to have empty space around the logo, so the logo stands out in a composition, whether in print or on web.

Logo - surrounding space

It is important to have empty space around the logo, so the logo stands out in a composition, whether in print or on web.

Bo. Esequod icipsanda quiaspis non estiisit quiantur audi delest, officiendunt eatemped ut enihit, nobis alitis comni ni untust, quam harunt fuga. Do tore ex et ma sit faces dis assim idus era earum non etur aut eos es quisqui atenditae occullor simil ese volut quae velendandios et quis voloria aribus ea cum acearup busaectur?

Correct spacing between logo and surrounding text

Bo. Esequod icipsanda quiaspis non estiisit quiantur audi delest, officiendunt eatemped ut enihit, nobis alitis comni ni untust, quam harunt fuga. Do tore ex et ma sit faces dis assim idus era earum non etur aut eos es quisqui atenditae occullor simil ese volut quae velendandios et quis voloria aribus ea cum acearup Unt odi conesti busaectur?

WRONG! Very little space between logo and surrounding text

Logo – minimum sizes for Print

The logo should always be scaled up or down keeping the ratio of the dimensions intact, i.e., without distorting the logo. Do not reduce the logo to a size smaller than the size specified below.

Minimum width – 20mm   Minimum width – 30mm   Minimum width – 8mm   Minimum width – 16mm

Logo – minimum sizes for Web

The logo should always be scaled up or down keeping the ratio of the dimensions intact, i.e., without distorting the logo. Do not reduce the logo to a size smaller than the size specified below.

Minimum width – 60px   Minimum width – 80px   Minimum width – 20px   Minimum width – 40px

Logo – Usage on images

The original logo must be used only and only against a solid white background (no image, no texture). However, if the logo has to be used over an image, it may be used in single color (white, black or grey), only against a clear background with not much disturbance that might hamper the visibility of the logo.

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Logo – Incorrect usage

The logo should NOT be used in any bounding shape other than a rectangle. The logo should not be distorted in any way. It should always be scaled keep the ratio intact. It should not be used against a differently colored background, besides a specified colors. The logo font and color must not be changed for any purpose. The ratio of the symbol and font should never be changed.

WRONG! The logo bounding shape must NOT be any other than a rectangle

Logo – Incorrect usage

The logo should NOT be used in any bounding shape other than a rectangle. The logo should not be distorted in any way. It should always be scaled keep the ratio intact. It should not be used against a differently colored background, besides a specified colors. The logo font and color must not be changed for any purpose. The ratio of the symbol and font should never be changed.

WRONG! The logo must NOT be distorted. Always scale it keeping the dimensional ratio intact.

Logo – Incorrect usage

The logo should NOT be used in any bounding shape other than a rectangle. The logo should not be distorted in any way. It should always be scaled keep the ratio intact. It should not be used against a differently colored background, besides a specified colors. The logo font and color must not be changed for any purpose. The ratio of the symbol and font should never be changed.

WRONG! The logo must NOT be used against any other background color besides the specified ones

Logo – Incorrect usage

The logo should NOT be used in any bounding shape other than a rectangle. The logo should not be distorted in any way. It should always be scaled keep the ratio intact. It should not be used against a differently colored background, besides a specified colors. The logo font and color must not be changed for any purpose. The ratio of the symbol and font should never be changed.

WRONG! The logo font should never be changed. Always use the original form.

Logo – Incorrect usage

The logo should NOT be used in any bounding shape other than a rectangle. The logo should not be distorted in any way. It should always be scaled keep the ratio intact. It should not be used against a differently colored background, besides a specified colors. The logo font and color must not be changed for any purpose. The ratio of the symbol and font should never be changed.

WRONG! The ratio of the sizes of the symbol and the type should NEVER change.

Logo – Incorrect usage on images

The logo should never appear against a background with disturbance. It should always appear in single color when used against an image. The logo with original colors should not appear against any image.

WRONG! The logo should never appear against a background with disturbance
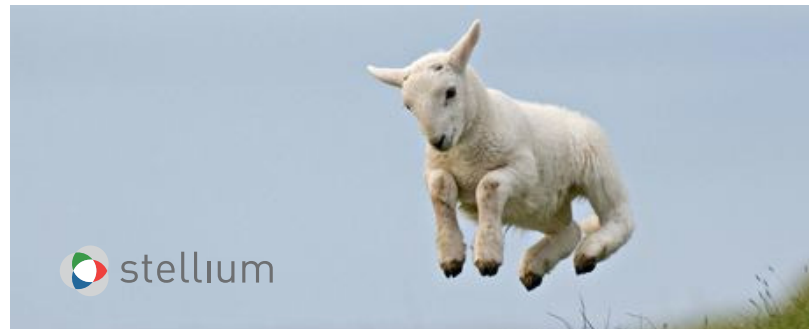
Logo – Incorrect usage on images

The logo should never appear against a background with disturbance. It should always appear in single color when used against an image. The logo with original colors should not appear against any image.

WRONG! The original logo should never appear against a background other than solid white

Stellium's Services

Branding Stellium's Services

Usage of the Service Titles when the logo itself is not present in the layout.

stellıum
Analytics
& DECISION SCIENCES

stellıum
Supply Chain
MANAGEMENT

stellıum
Logistics
& WAREHOUSE ADVISORY

stellıum
Financial
TRANSFORMATION & EPM

stellıum
SAP Services
& CENTER OF EXCELLENCE

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Branding Stellium's Services

Usage of the Service Titles when the logo is already present in the layout.
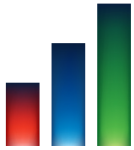
Analytics
& DECISION SCIENCES

Supply Chain
MANAGEMENT

Logistics
& WAREHOUSE ADVISORY

Financial
TRANSFORMATION & EPM

SAP Services
& CENTER OF EXCELLENCE

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Service specific iconography

Usage of the Service Titles when the logo is already present in the layout.

Analytics &
Decision Sciences

Supply Chain
Advisory

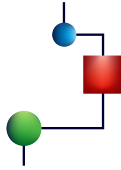Logistics &
Warehouse Advisory

Financial
Transformation & EPM

SAP Services
& CoE

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Stellium's Product Solutions

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Branding Stellium's Product Solutions

Product branding to be always used as presented, against a white background or a colored background.

Typography

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Primary Typeface

The brand font for Stellium is AKKO STD.

Akko Std should be all for all purposes of print/publication (brochures, stationery, etc.) or on the website.

Akko Std Light

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Akko Std Light Italic

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Akko Std Medium

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Akko Std Medium Italic

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Akko Std Black

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Akko Std Black Italic

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

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Secondary Typeface

For web-based documents, like MS Word, Powerpoint documents, etc that might be shared in and outside of Stellium, the font Calibri, a default Windows system font, should be used. Note that this font should NOT be used for any print / publication purpose.

Calibri Light

Nit audi tet qui ipsum ut aute cus, aautam fugia quae vitet que conessumquam il exerehe.

Calibri Light Italic

Nit audi tet qui ipsum ut aute cus, aautam fugia quae vitet que conessumquam il exerehe.

Calibri Regular

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Calibri Italic

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Calibri Bold

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

Calibri Bold Italic

Nit audi tet qui ipsum ut aute cus, autam fugia quae vitet que conessumquam il exerehe.

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E-mail signature

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E-mail signature

Consistency should be maintained amongst e-mail signatures of all employees and associates of Stellium.

Regards,
Name Surname
Service – Designation
Mobile: +xx.xxx.xxx.xxxx
Email:**e-mail@stelliuminc.com** | Skype: **SkypeID**

www.stelliuminc.com

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INDIA: First Floor, Ferns Icon, Doddanekundi, Marathalli Outer Ring Road, Bangalore-560 037 | PH: +91 80 4922 4400

Images

The following licensed images pertain to various services and industries Stellium caters to, and should be used as primary visuals for each corresponding service or industry.

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Service – Analytics & Decision Sciences

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Service – Supply Chain Advisory

Service – Logistics & Warehouse Advisory

Service – Financial Transformation & EPM

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Service – SAP Services & Center of Excellence

Industry – Agro sciences

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Industry - Automotive

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Industry – Banking & Finance

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Industry – Consumer Goods

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Industry - Energy

Industry - FMCG

Industry – Life Sciences

Industry - Manufacturing

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Industry – Oil & Gas

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Industry - Retail
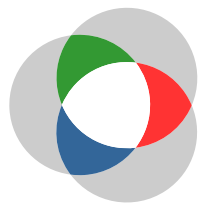
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Industry – Sports & Entertainment

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Industry - Telecommunications

Industry - Transportation

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Thank you