ANGEL
Business Promoters of Mizoram

00 — OVERVIEW

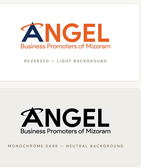
OUR BRAND, OUR IDENTITY

These guidelines define how the Angel Business Promoters of Mizoram brand is presented across all touchpoints — digital and print. Consistent, confident use of this identity builds trust and recognition in every market we operate in.

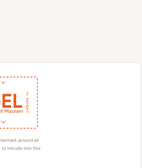
01 — LOGO

THE MARK









01B — LOGO

CLEAR SPACE

Always maintain a minimum clear space equal to the height of the 'A' lettermark around all sides of the logo. Never allow other elements — text, imagery, borders — to intrude into this zone.

01C — LOGO

MINIMUM SIZE

CONTEXT	MINIMUM WIDTH	NOTES
Digital / Screen	120px	Full lockup including tagline
Digital / Icon use	48px	Wordmark only, drop tagline
Print	35mm	Full lockup
Print / Small	20mm	Wordmark only
Favicon / App icon	32px	Use stylised 'A' mark only

02 — COLOR

COLOR PALETTE

Angel Navy
HEX #1A3A6B
RGB 26, 58, 107
CMYK 76 46 0 58

Angel Orange
HEX #E8651A
RGB 232, 93, 26
CMYK 0 60 89 0

Pure White
HEX #FFFFFF
RGB 255, 255, 255
CMYK 0 0 0 0

Off Black
HEX #0A0A0A
RGB 42, 36, 32
CMYK 0 9 24 84

COMBINATION	USE CASE	CONTRAST RATIO
Orange on Navy	Primary brand pairing, headers, CTAs	✅ AAA
White on Navy	Body text on dark backgrounds	✅ AAA
White on Orange	Button labels, icon overlays	✅ AA
Navy on White	Body text, documents, email	✅ AAA
Orange on White	Accents only — not for body text	⚠ Accent use

03 — TYPOGRAPHY

TYPE SYSTEM

DISPLAY / HEADLINES

ANGEL BUSINESS PROMOTERS

Bebas Neue — Bold, all caps. Used for headlines, section titles, large call-outs.

BODY / UI

Building Mizoram's business community with integrity, ambition, and local expertise.

DM Sans — 300/400/500/600. Used for all body copy, captions, navigation & labels.

56px / 400 **Display**

36px / 400 **H1 Heading**

24px / 500 **H2 Subheading**

18px / 400 Body Large — Use for introductory paragraphs

14px / 400 Body Small — Captions, footnotes, metadata

11px / 600 LABEL / EYEBROW TEXT

04 — USAGE

DO'S & DON'TS

✓ DO

- Use the logo on approved backgrounds only (navy, white, orange, neutral grey)
- Maintain clear space on all four sides at all times
- Use the full lockup (logo + tagline) whenever space allows
- Keep the logo at 100% opacity — never reduce it
- Use the provided HEX values exactly for brand colors
- Use Bebas Neue for all display/headline text
- Ensure sufficient contrast on all text and icons
- Scale the logo proportionally — hold Shift when resizing

✗ DON'T

- Stretch, squash, or distort the logo in any direction
- Recolor the logo with any unapproved colors
- Apply drop shadows, glows, or gradients to the logo
- Place the logo over busy photos without a backing panel
- Use the logo at sizes below the minimum
- Recreate or redraw the logo from scratch
- Use off-brand fonts (Arial, Comic Sans, Roboto, etc.) in branded materials
- Place the tagline on its own, separate from the main wordmark

05 — DIGITAL

SOCIAL MEDIA FORMATS







PLATFORM	PROFILE PHOTO	COVER / BANNER	POST SIZE
Instagram	400×400	N/A	1080×1080
Facebook	170×170	820×312	1200×630
LinkedIn	300×300	1584×396	1200×627
Twitter / X	400×400	1500×500	1600×900
WhatsApp Business	500×500	N/A	1080×1080

06 — VOICE

BRAND VOICE

TRUSTED

We speak with confidence and authority. Our messaging is clear, honest, and backed by local expertise.

AMBITIOUS

We champion growth and opportunity. Our tone is forward-looking and motivating — never passive.

LOCAL

We're proudly Mizo. We celebrate Northeast India and connect businesses to the people and culture here.

TONE EXAMPLES

INSTEAD OF...	SAY THIS
"We provide business services"	"We help Mizoram's best businesses grow faster."
"Please contact us for more information"	"Let's talk. We're ready when you are."
"Our company has been established for many years"	"Rooted in Mizoram. Built for what's next."
"We offer various promotional solutions"	"One partner. Every platform. Real results."

07 — ASSETS

FILE FORMATS

FORMAT	USE FOR	BACKGROUND
SVG	Website, digital displays, any scalable use	Transparent
PNG (transparent)	Social media overlays, presentations, documents	Transparent
PNG (on navy)	Email signatures, profile photos	Brand navy
PDF	Print — signage, business cards, merchandise	As required
AI / EPS	Printer/vendor use only — do not modify	Transparent