

BUZZMAVEN

BRANDING & GUIDELINES

BRANDS COVERED IN THIS DOCUMENT

SETENERGY | **PURE TRĀCES**
ABOVE EARTH DIAMOND™

SETENERGY

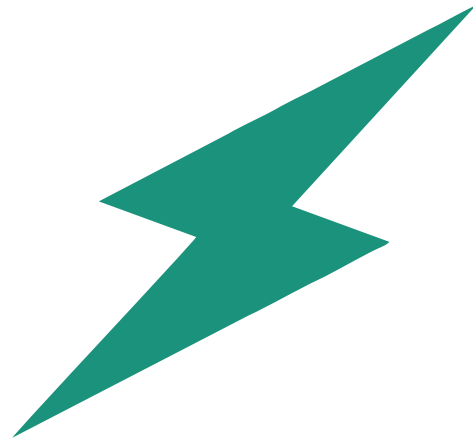
BRANDING & GUIDELINES



Set your Sights on Clean Energy



A Leaf That Represents nature, sustainability,
and our eco-conscious mission.



A bolt that Symbolizes energy, power, and
forward momentum.



Merges nature and energy to express clean, responsible power a
perfect harmony of technology and the environment.



SETENERGY







GREENER POWER. SMARTER LIVING

Empowering Homes with Nature.

DEEP GREEN

It echoes the reliability of solar power and the brand's engineering strength the foundation that holds everything together.

99 33 76 78 CMYK



LIGHT GREEN

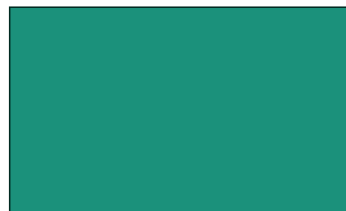
It brings a sense of clarity, lightness, and forward momentum like sunlight filtered through nature.

82 11 57 20 CMYK

COLOR VARIATIONS



C67 M0 Y44 K0



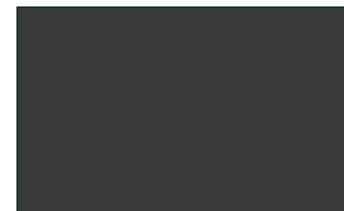
C82 M11 Y57 K20



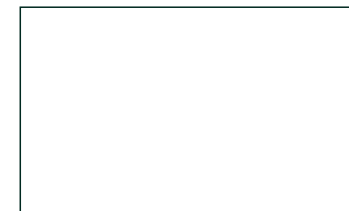
C98 M29 Y66 K65



C98 M34 Y74 K77



C0 M0Y0 K80



C0 M0Y0 K0



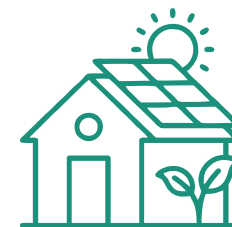
Chat



Approval



Worker



Home Solar



Phone



Billing

ICON USAGE

Follow the icons, your solar journey made visual.

BRAND TONE

Set Solar speaks in clarity, looks to nature, and builds trust through clean, confident visuals and approachable language.



TYPEFACE 1

SOLITAS

It echoes Set Solar's promise: no complications, just clean, straightforward energy solutions.
Just like your panels absorb light clearly, your typeface communicates clearly.

TYPEFACE 2

POPPINS

Its friendly geometry echoes trust and simplicity, helping homeowners feel confident and informed about clean energy.

SOLITAS × POPPINS

The Supporting Voice of Clarity

THE SET SOLAR PROMISE

HEADING (33.5 Font Size)

Reliable. Sustainable. Hassle-Free.

SUB HEADING (19.5 Font Size)

Set Solar delivers clean, affordable energy with integrity, efficiency, and lasting performance — built on trust, not tactics.

DESCRIPTION (14 Font Size)

92 points space
between header
and sub heading

56 points space
between sub heading
and description

COLOR USAGE

Light Green Primary Color to be used in Heading (C82 M11 Y57 K80)
Dark Grey Brand Color to be used in Sub Heading and Description (C0 M0 Y0 K80)

FONT USAGE AND HIERARCHY

SOLISTAS should always be used in Heading with Large font size.
Poppins Bold to be used in Sub Heading in Medium Font size and Poppins Regular to be used for Descriptions Small Font Size.



Powering Tomorrow Naturally



JAMES FREY

Business Director

P: +91 00000 00000

W: www.website.com

E: connect@brand.com



YOU CAN FIND US AT THIS LOCATION GIVEN HERE

P: +91 00000 00000

W: www.website.com

E: connect@brand.com



SETENERGY



PRIMARY LOGO

Mobile formats, packaging, social media, vertical spaces and website favicon.



SIDE BY SIDE

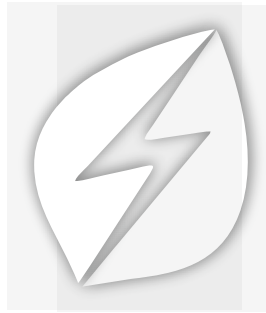
Website headers, social media banners, digital ads, business cards.

LOGO VARIATIONS

with black and white, Chrome and Monochrome





SETENERGY



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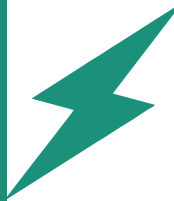


SETENERGY



Save on Power Bills

www.website.com



Prepare for a Green Future

www.website.com

Social Media

Follow the guidelines and create visuals that make an impact.

LOGO

- To be used on Top with Left, Middle and Right
- If on Green Background it should be used in a white background strip with roundness as shown.

CONTENT

- Either Primary or Secondary Fonts to be used for the visuals, with Font Size maintained.
- Website to be used Always as shown.
- Contact Details should be used when making visuals Related to Primary Goods.



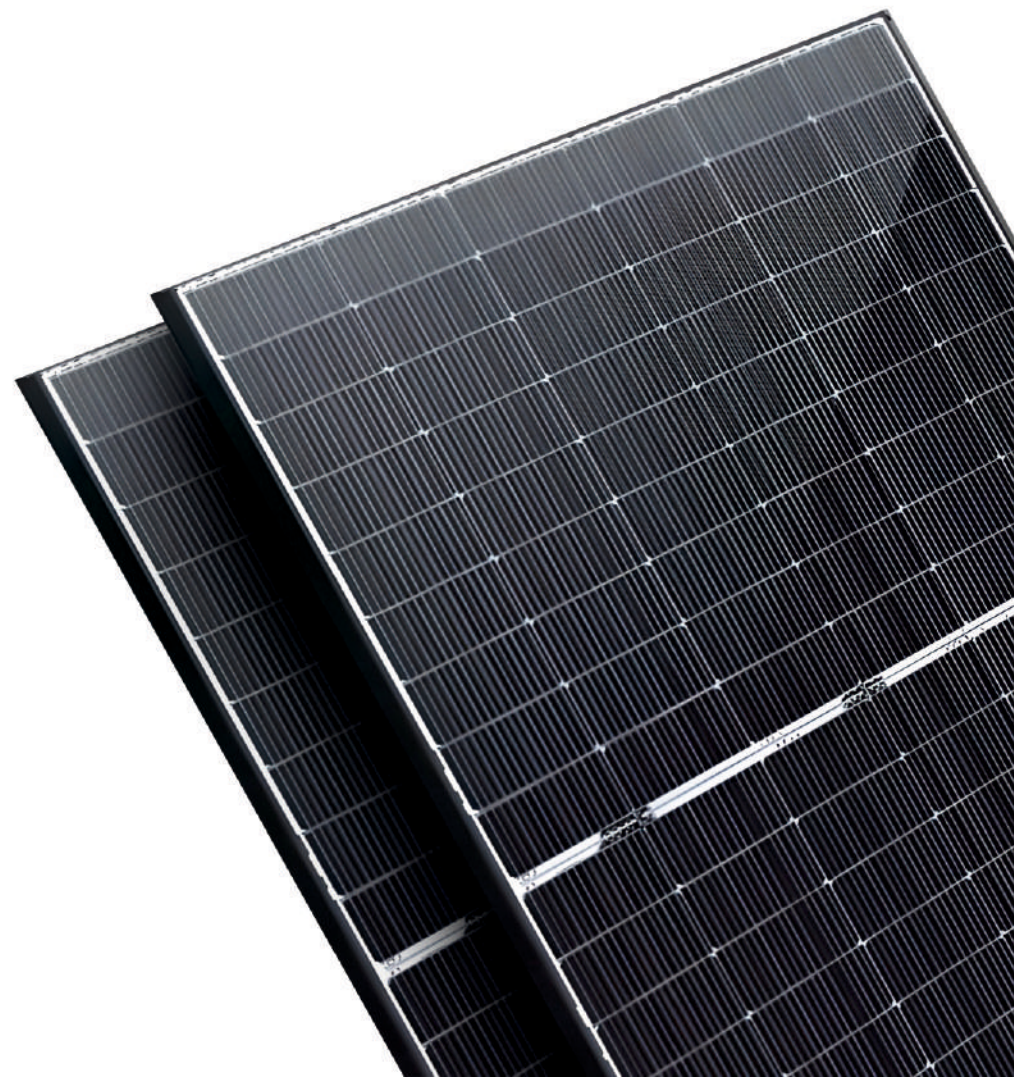


PREMIUM TIER - 1

440W PANELS

Built for efficiency, backed by quality — power your home with confidence.

www.website.com





SETENERGY

Installing the Power of Tomorrow, Today.

INSTALL NOW AND PAY LATER

 Brighte |  hummm®

 +91 00000 00000  +91 00000 00000



SAVE ON BIG SOLAR

Expert installation, and interest free financing

More than savings—Set Solar powers a cleaner future.

Small
6.6kw

\$2,899*

Medium
9.9kw

\$4,449*

Large
13.2kw

\$5,449*

INSTALL NOW
PAY LATER



Premium Tier-1
440W panels

solar
Batteries
Also on sale



Solar Journey Made Simple



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www.website.com



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Powering Tomorrow, Naturally.

PURETRACES

BRANDING & GUIDELINES



A new era of sustainable luxury *lifestyle*



In 2022, Pure Traces emerged from a vision to revolutionize the jewellery industry, offering lab-grown diamonds with transparency, authenticity, and joy. The brand blends sustainability and luxury that captivates and inspires, delivering top-tier diamonds and Jewellery with a traceable origin.

Fonts shape the essence of your *brand language*



Fonts were chosen to keep the look and feel of a brand's communication.

The main focus is to create a font style that is minimal and easy to read.

Futura

Name

Font

Large text bold

8 pts

Large text regular

Medium text bold

6 pts

Medium text regular

Small text bold

4 pts

Small text regular

adelia

Name

Font

Large text Regular

8 pts

Medium text regular

6 pts

Small text regular

4 pts

colors

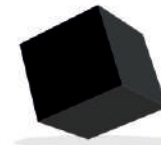
Color that represent the brand used as primary and accents.



HEX - #003937
RGB - 0,57,55



HEX - #FFFFFF
RGB - 255,255,255



HEX - #000000
RGB - 0,0,0

Welcome

To PURE TRACES, where we create enduring beauty with Above Earth Diamonds™. Our commitment to excellence and innovation shines through in every piece designed to elevate your style and celebrate life's most precious moments.

Explore our exquisite jewellery collection and discover the allure of lab-grown diamond jewellery, where beauty meets nature, at PURE TRACES.



ROOTED IN OUR VALUES



OUR TRACES



RESPONSIBLE



INNOVATION



CELEBRATION

In 2022, Pure Traces was established by Mr. Dhaval Dnyana and Mr. Pragmesh Navadia, visionaries who recognized the potential of lab-grown diamonds to revolutionize the jewellery industry. Through cutting-edge technology and unwavering craftsmanship, we have redefined diamonds, offering a sustainable alternative. Prioritizing environmental responsibility and ethical origins, we trace each diamond's journey from seed to stone. Our commitment to perfection ensures our jewellery captivates and inspires. Choose Pure Traces for a new era of sustainable luxury in diamond jewellery.

OUR MISSION IS TO CREATE CHERISHED LAB-GROWN DIAMOND JEWELLERY, BLENDING ELEGANCE AND COMFORT FOR SUSTAINABLE LUXURY IN EVERY MOMENT.

PURE TRACES

ABOVE EARTH DIAMOND™



QUALITY GUARANTEED
Our Quality Certificate analyses and guarantees every diamond to comply on all parameters.



STANDARDIZED PRICING
Pure Traces is known for its transparent and standardised diamond pricing across nation.



LIFETIME EXCHANGE
Under this policy, the jewellery you buy from us is eligible for a lifetime exchange.



WELLERY IS CERTIFIED BY



IGI Certification



SGL Certification

OverNatural

17272 02000
puretraces.com
traces.com

PURE TRACES

ABOVE EARTH DIAMOND™



REINVENTING NATURES
Masterpiece



PURE TRĀCES

ABOVE EARTH DIAMOND™

Reinventing Natures Masterpiece

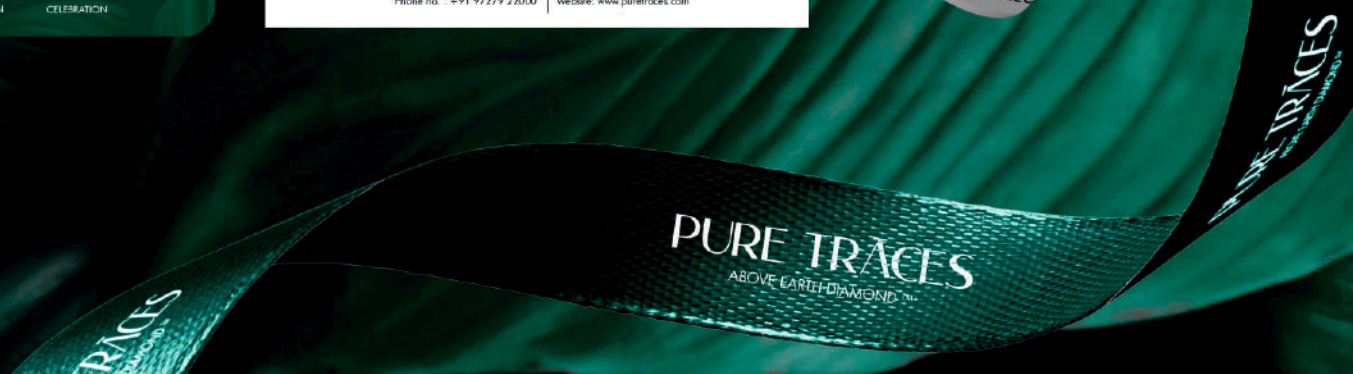
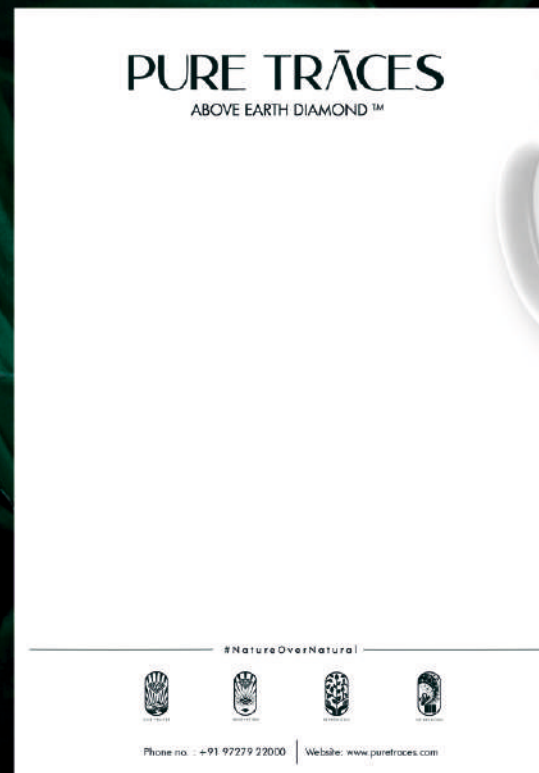
Email: connect@puretraces.com

Phone no. : +91 99299 22002

Website: www.puretraces.com

PURE TRĀCES™





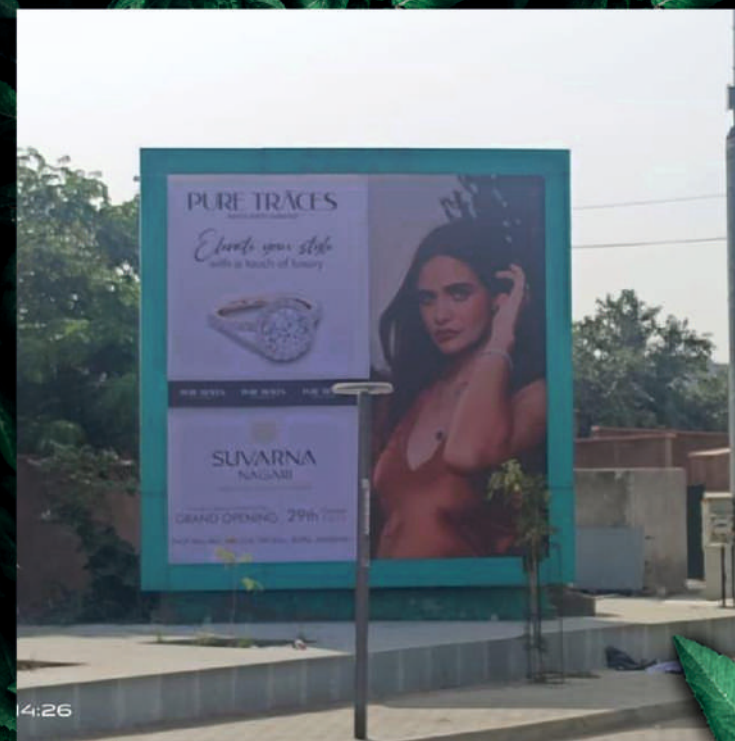
Store-in-store Branding

compelling designs like flyers, posters, and hoardings meticulously crafted to elevate brand presence and enrich the retail experience. Experience firsthand how my creative vision transforms physical spaces into immersive realms of elegance and sophistication.





Creating captivating posters and visuals
for in store brand presence.



Hoardings and banners to create brand awareness.

PURE TRĀCES

ABOVE EARTH DIAMOND™

REINVENTING NATURE'S MASTERPIECE

BUZZMAVEN

IT'S NOT JUST BUZZ, IT'S MAVEN WORTHY

BRANDING DONE BY IBRAHIM SHAIKH (Creative Head at BuzzMaven)

+91 81606 37332 | +91 77789 00453