

Incharz

BRAND  
GUIDELINES

*#ChargingTheNewIndia*

Servotech EV Infra Pvt. Ltd.

# INTRODUCTION

Brand Manual describes the guidelines for using the brand name in the standardised format (print/digital) only. This helps the brand get recognised for its unique format. It covers all the branding strategy modes and the product on which the brand name is used as a mark for representation. This manual consists of the fundamentals that need to be taken care of while using the brand name for any authentication or representation purpose.

Brand manual essentials to be followed while using the brand name are as follows:

## **The Incharz Logo:**

The brand logo design needs to be used exactly as mentioned in the preferred logo design consisting of gradient colour letters. An alternative inverse logo design can also be used to represent the brand.

## **Clear Space:**

While mentioning the Brand logo, equal amount of space needs to be left blank / clear on all sides of preferred as well as alternate vertical logo.

## **Minimum Size:**

The preferred as well as alternate vertical logo designs are mentioned with their compressed size, apart from these designs no other compressed version of logo can be used.

## **Logo Colour Variations:**

Different colour backgrounds can be used as mentioned in the brand manual. If any other back ground colour is used, it won't be considered as representing the brand.

# BRAND PROMISE

## **Brand Stimulus :**

The Market | The Consumers | The Brand | The Opportunity | The Source of Business | The Single Most Important Advertisement Objective

## **Product :**

Charging Infra & Service for EVs. Establishing, Setting up, Managing, Servicing Public & Private Charging Stations (PCS, PRCS, CPO).

## **Positioning :**

Utter chaos in the market among consumers on account of 'sales pitch' by various players. Incharz brings the difference as End-to-end CPO (i.e. Manufacturing, Installation, Commissioning, Management, Maintenance).

## **Point of Difference:**

Technical aspects, Robust end user services 24/7 365 days, Past performance, Transparency, expertise, preferred partner of oil distribution companies like BPCL, IOC, HPCL etc. Long term association, Platform for complaint/feedback, Past complaint record, Managements qualification, Company's vision.

## **The Promise:**

A PCS within 1000 Mtr of wherever you are driving with 100% accuracy of charging data and 365 days of support.

# GENERAL ETIQUETTES

- » Just wish or exchange pleasantries if you are meeting someone for the first time in a day.
- » Seek permission for time before meeting someone. Don't just barge in.
- » Do not call names.
- » Do not start with reasoning, begin with results followed by reasons.
- » Come with possible solutions, do not be a problem child.
- » Use handkerchief or napkins while coughing/ sneezing.
- » Maintain meeting room decorum.
- » Talk sensibly and sophisticatedly.
- » Use of ENGLISH as a language for internal communication is a must.
- » Fall in queue if there are more than 2 people.
- » Use washroom the way you wanted it to be before you used it.
- » Follow the laid systems, voice your disagreement at the 1st minute itself, not at the 11th hour.
- » Ask about other person's well-being.
- » Don't pee-in in any room, meetings or presentation. You need to be qualified to be inside those walls.



# OPERATIONAL CODE

- Leaves are your rights and delivery are company's. Plan your leaves so that no one suffers.
- Neither doing 90% is good result nor does 100% gives you a medal. Its only going beyond 100% that will make you a hero. Start practicing it.
- Every individual plays crucial role in the functioning of this organization, and needs to be respected.
- Every function has its own importance, everyone who helps in bringing-in the beans are company's blue-eyed.
- Gossips and politics if channelized in the right direction can make a successful 'TV serial.
- Inform well on time, you may not make any sense if you are late.
- Practice what you preach or lead by example.
- Go that extra mile to achieve excellence.

# LEADERSHIP CODE

- We are here to make SEIPL successful, people may or may not be inclined towards success.
- Do not 'TELL,' just 'ASK'.
- Call a spade a spade.
- Your subordinates need your handholding, else you would have been their subordinate.
- Keep upgrading yourselves.
- Take accountability along with responsibility. Authority will automatically follow.
- No. of people reporting to you doesn't make Jack a smart Manager, it's the value addition that you make, does.
- Your communication, presence, style, thought and delivery is being closely observed by your peers.
- Simplify things and do not complicate them because of your own insecurity.
- Take charge and deliver.
- Make your boss look tall, this will elevate your position as well.

# LOCAL COMPLIANCES

- Be punctual: arrive and deliver results on time.
- Adhere to the law of the land.
- Wear helmet while driving a two wheeler, seatbelts while driving a four wheeler.
- Customers first, no phones or data allowed. Stay focused.
- Read all the policies, notices, internal mails with utmost seriousness.
- Voice out your opinion at the right time and on the right platform.
- Bring in discipline in yourself and life. It pays.
- Celebrate your success and learn from your mistakes.
- Take pride in what you do, or else look for something which you can be proud of.
- Do not work for anyone. SEIPL is the biggest personality of all.

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# THE LOGO

Incharz

# THE GENESIS



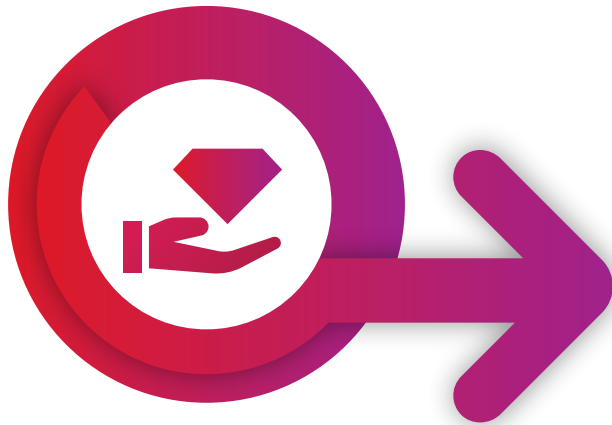
“

To become Most Preferred EV Charging Operator in India, recognized for its innovation, reliability, and commitment to sustainable mobility.

”

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# THE VALUES



- Respect every individual.
- Bring passion to work.
- Be disciplined & transparent.
- Strive for excellence in all.
- What's right than who's right.
- Practice resilience all the times.

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# THE AUDIENCE

## Audience

21-50, primarily tech savvy  
environment conscious,  
cost sensitive female/male  
in Tier A, B cities across  
geographies.



# THE LOGO - Clear Space

Make sure the clear space around the logo. The "X" denotes here is the height of the logo, maintain the "1/2 X" space around the logo.



This is the primary version of logo. To be used on the top-right corner for most of the time.



# THE LOGO - The Primary Color

**Gradient :** Colour gradients, or colour transitions, of Red and Magenta signifies a gradual blending from wisdom to prosperity, from stability to progress, from reliability to freshness of services and outcome.



Incharz



PANTONE  
3517 C



# CE0012



PANTONE  
248 CVC



# A3057F

**Red :** Red symbolizes energetic, ambitious and competitive. Incharz has all of these traits in its thoughts and action.

**Magenta :** The shade of balance and harmony, is unconventional that prides itself on being unique. Magenta would play a pivotal role transforming the market of conventional energy dependencies to green energy dependencies.

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**THE LOGO -  
Black & White and Reverse**

**IncharZ**

**IncharZ**

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# THE LOGO - Watermark

Incharz

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# THE LOGO - Secondary Colors

Incharz

PANTONE  
3517 C

# CE0012

C M Y K  
1 100 100 6

Incharz

PANTONE  
2258 C

# 02831C

C M Y K  
82 0 100 40

Incharz

PANTONE  
7548 C

# FFC700

C M Y K  
0 21 100 0

Incharz

PANTONE  
267 C

# 65219C

C M Y K  
80 100 0 0

Incharz

PANTONE  
6140 C

# 037B7A

C M Y K  
87 13 44 30

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# THE LOGO - Incorrect Usage

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# TYPEFACE

## NEXA BOLD

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz**

## NEXA LIGHT

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm  
Nn Oo Pp Qq Rr Ss Tt Uu Vv Xx Yy Zz

# CHARGING STATION



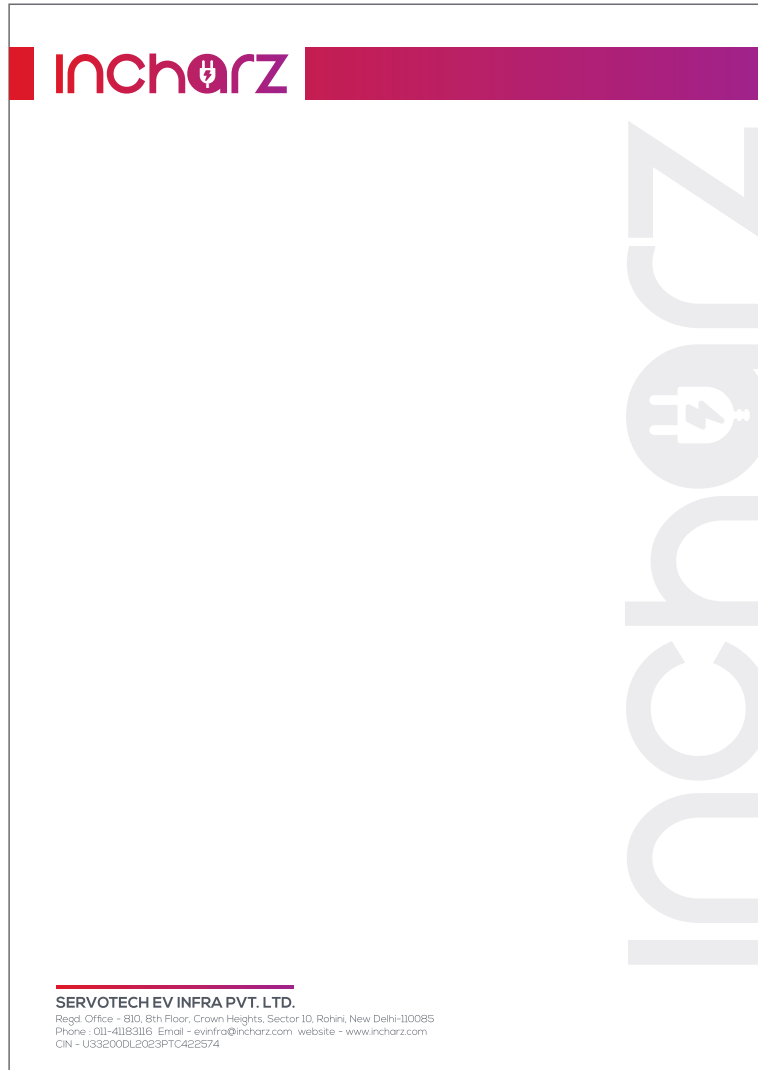
# CHARGING STATION





# STATIONERY

Letter Head



Business Cards Front & Back



Envelope



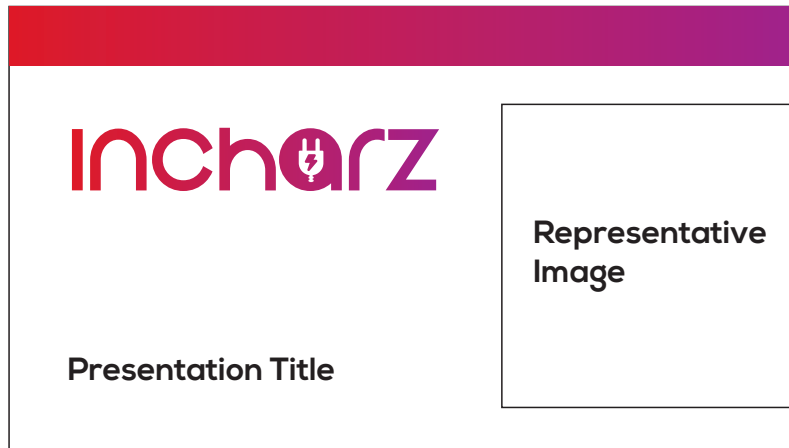
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# STATIONERY



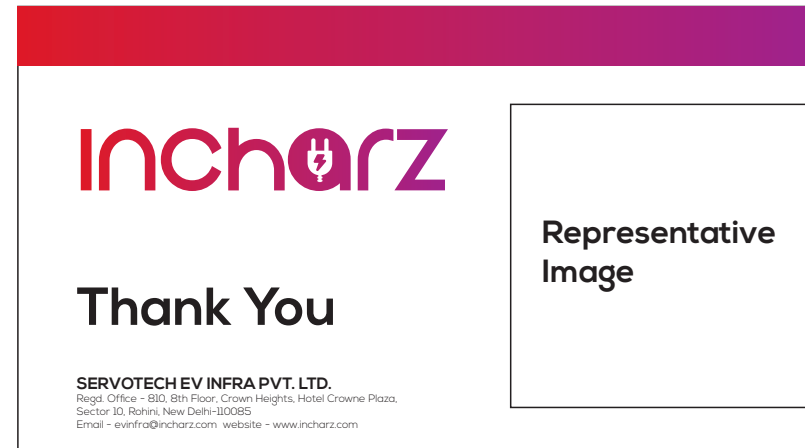
# PRESENTATION TEMPLATE

First Slide



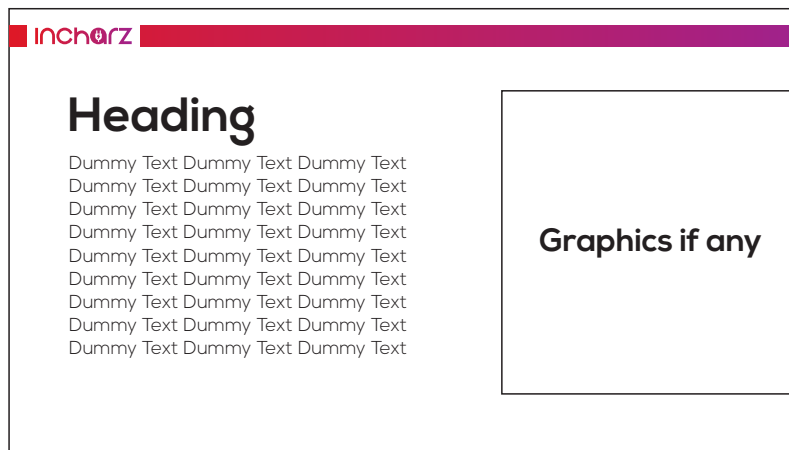
The first slide template features a red-to-purple gradient header bar. On the left, the 'Incharz' logo is displayed in red and purple. Below the logo is the placeholder text 'Presentation Title'. On the right side, there is a large white rectangular box labeled 'Representative Image'.

Last Slide



The last slide template features a red-to-purple gradient header bar. On the left, the 'Incharz' logo is displayed in red and purple. Below the logo is the text 'Thank You'. At the bottom left, there is contact information for SERVOTECH EV INFRA PVT. LTD., including the registered office address in New Delhi, India, and contact details for email and website. On the right side, there is a large white rectangular box labeled 'Representative Image'.

Internal Slide



The internal slide template features a red-to-purple gradient header bar with the 'Incharz' logo on the left. Below the logo is the placeholder text 'Heading'. Underneath the heading is a block of dummy text consisting of ten lines of 'Dummy Text'. On the right side, there is a large white rectangular box labeled 'Graphics if any'.



Google Slides template link

<https://bit.ly/3STPpqN>

# THE LANGUAGE & FORMATTING

## Language

Our brand communicates only in English.

## Style

For every technical, non-technical, formal, casual, slang, 'I should be in upper case and rest all alphabet in lower case, while mentioning our brand.

## Formatting

Our brand likes to be written as Incharz while taking a short-cut, SEIPL as abbreviation and Servotech EV. Infra. Private Limited. as the company name.

## Tone

Our Brand likes to sound Logical or emotional and serious the way some one who is Incharge talks.

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# THE STYLE GUIDE

## **Editorial Guidelines:**

Complete name of the company at least once in the writeup.

## **Formatting:**

Incharz is one word.

## **Structure**

for official documents, blog posts and print material use the brand name Incharz by Servotech EV Infra.



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# THE SOCIAL MEDIA GUIDE

For all the purpose with space / count constraints on social media,  
**call me 'Incharz'**



Incharz

Happy  
Branding !

*If you don't give market, the story to talk about ,  
they'll define your Brand's story for you.*

Servotech EV Infra Pvt. Ltd.