

# Brand Guidelines

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## Impermeable Engineering

Waterproofing Consulting & Contracting Services

# Welcome to **Impermeable Engineering**

At Impermeable Engineering, we understand that the reputation of our clients is built on the quality of their work. That's why we're committed to providing construction services of the highest quality, designed to stand the test of time. We will be your trusted partner in building projects that exceed expectations and enhance your reputation in the long run.

## **Our Story**

Our journey commenced on Oct'2023 with a clear and impactful thought process: to empower our client and enhance their reputation, we deserve to provide quality waterproofing services.

## **Our Approach**

At Impermeable Engineering: Being a professional, We always believe in process and will work for the project objective rather vested interest of individuals. We ensure “Zero Corruption” and provide “Value Engineering” by highlighting the technical and process violations of any associated works by respective stakeholders in order to resolve the issues, as most of the construction activities are interdependent with each other.

# Logo Concept



The Impermeable Engineering logo is inspired by the strength and structure of modern construction. It combines the initials "I" and "E" into a bold architectural symbol, representing stability, precision, and engineering excellence. The architectural form reflects structural integrity and innovation, while the clean lines convey professionalism and reliability. The teal color symbolizes trust, growth, and long-lasting quality—core values of Impermeable Engineering.

# Primary Logo



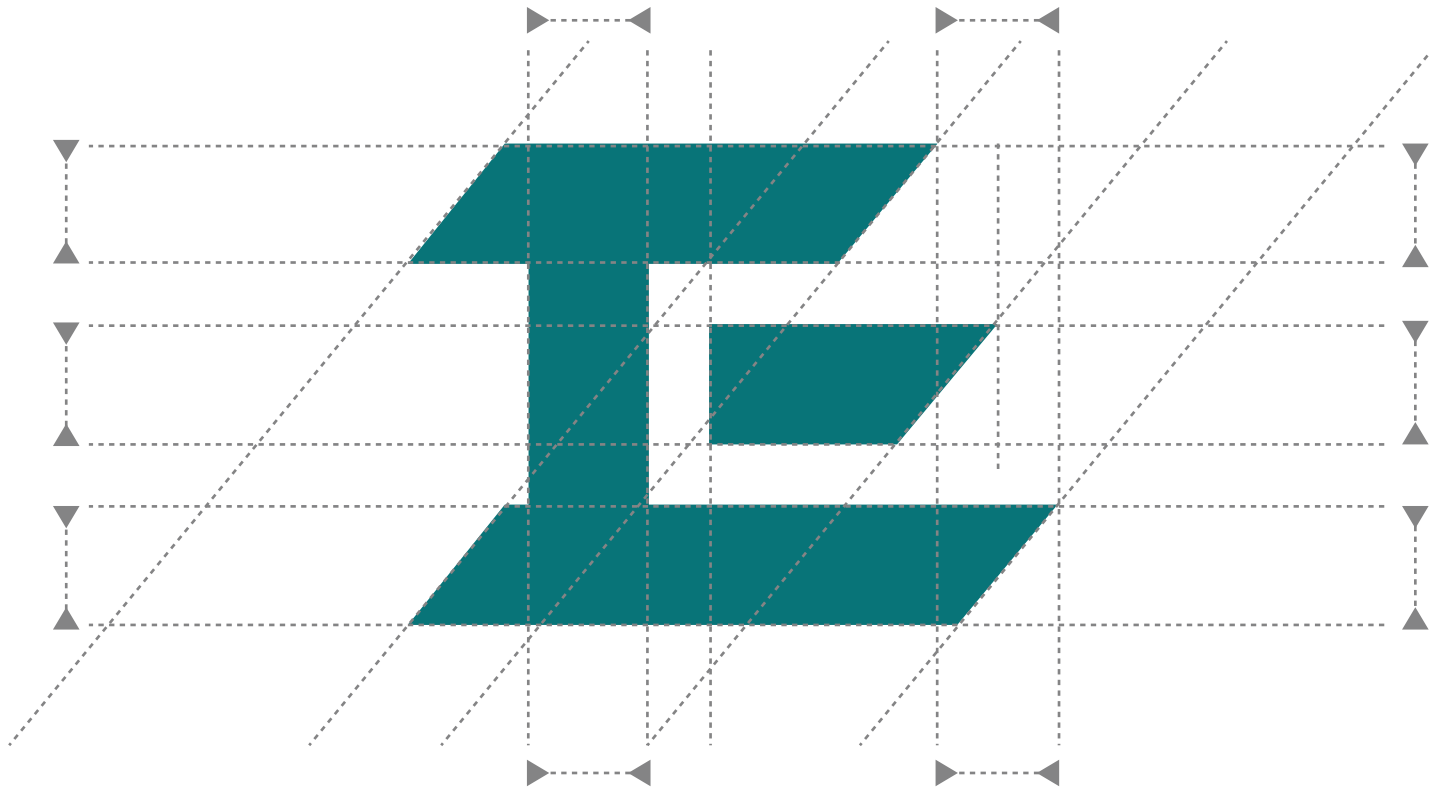
The Primary Logo serves as the core visual representation of the brand, combining the brand name, symbol, and visual elements into a cohesive identity. It is designed to ensure strong brand recognition, consistency, and professionalism across all platforms. This logo should be the first choice whenever space and layout permit, maintaining the brand's integrity and visual impact.

# Background



Logo is the main and most recognizable version of a brand's logo. It represents the brand's identity and is used across all major touchpoints, including websites, mobile apps, marketing materials, social media, signage, and official communications

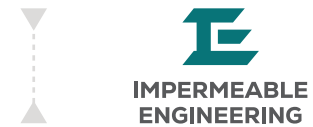
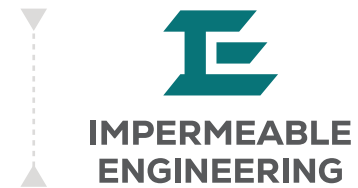
# Clear Space



# Logo Icon



# Structure



# Colors

## Teal Green

The teal green color conveys trust, reliability & sustainable growth.



CMYK : 90, 40, 50, 10

RGB: 0, 116, 121

Code: #007479

## Dark Gray

Dark Gray symbolizes strength, professionalism, and reliability



CMYK : 0, 0, 0, 80

RGB: 89, 90, 92

Code: #595a5c

# Typography

## Hanken Grotesk

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z  
A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
a b c d e f g h i j k l m n o p q r s t u v w x y z  
a b c d e f g h i j k l m n o p q r s t u v w x y z

1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )  
1 2 3 4 5 6 7 8 9 0 ! @ £ \$ % ^ & \* ( )

Its modern sans-serif design delivers a clean, professional, and highly readable appearance across both digital and print media. The balanced letterforms complement the brand's engineering-focused identity, reflecting precision, reliability, and innovation.

### Typography Characteristics

**Font Family:** Hanken Grotesk

**Style:** Modern Sans-Serif

**Personality:** Professional, Clean, Contemporary

**Google Font**

<https://fonts.google.com/specimen/Hanken+Grotesk?preview.script=Latn>

# Thank You

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