



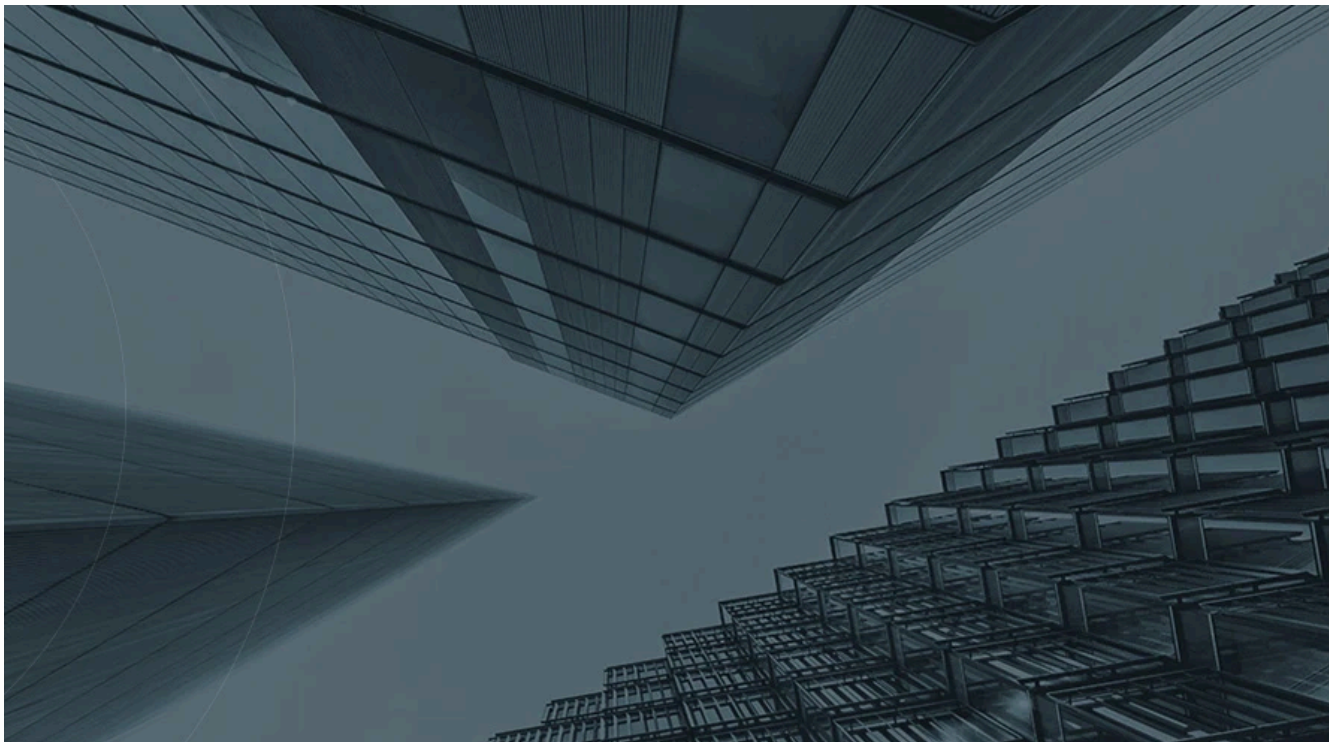
# Brand Guidelines

“Vijay”, meaning Victory, is at the core of our brand identity. It reflects our commitment to achieving meaningful results with integrity, precision and purpose. Our brand stands for more than success alone; it represents how success is achieved, through ethical practice, disciplined execution and a relentless focus on delivering value. This philosophy shapes every aspect of our work and defines the standard we bring to every client engagement.

[www.vjmgt.com](http://www.vjmgt.com)

# Welcome to Our Brand Guidelines

## ↗↗↗



Vijay Management Consulting (VMC) is a global strategy, digital and IT management firm committed to delivering measurable results and sustainable value. Our brand reflects professionalism, clarity and confidence, positioning us alongside leading international consulting firms.

### **Our identity is built on trust, precision and performance.**

We earn trust by operating with integrity, consistency and a deep commitment to our clients' success. Precision defines how we think and act—through structured analysis, attention to detail and disciplined execution. Performance is the outcome we deliver, focusing on measurable results that create lasting value. Together, these principles shape how we engage, advise and deliver, ensuring every interaction reflects the standards of a world-class consulting firm.

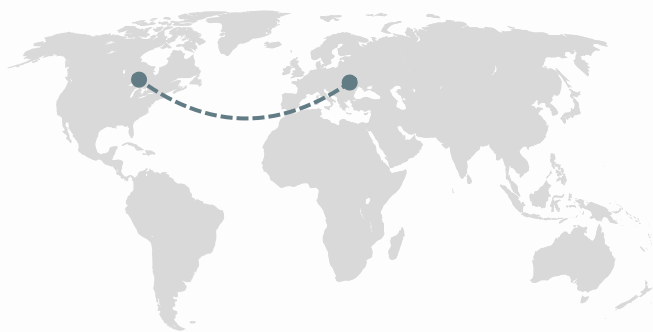
# Our Brand Story

## Who We Are and Why We Exist



Vijay Management Consulting is a global strategy, digital and IT management firm built to help organizations navigate complexity and achieve meaningful, measurable results. We bring together strategic insight, technical capability and disciplined execution to support businesses in making confident decisions and driving sustainable growth.

We exist to simplify the complex, unlock opportunity and deliver outcomes that matter. In an increasingly dynamic and unpredictable environment, our role is to provide clarity, structure and direction—enabling our clients to move forward with confidence and purpose.



## Delivering Global Excellence with Integrity

Our work is driven by a commitment to excellence, integrity and long-term value creation, ensuring that every engagement contributes to building stronger, more resilient organizations.

# Our Vision & Values



## Company Vision

Our vision is to be a trusted global partner, enabling organizations to navigate complexity with agility and confidence, unlocking new opportunities and building resilient businesses that create long-term value in an evolving world.



## Company Mission

Our mission is to help organizations achieve measurable results through ethical strategy and disciplined execution, delivering tailored solutions that drive performance, reduce risk and create sustainable value across global markets.



## Company Value

We are grounded in insight, empowered by technology, and armed with an impetus for action.



# Logo Usage Primary and Secondary Logo



## Primary

where substance, precision and credibility take precedence over unnecessary visual complexity.

## No Secondary

Vijay Management Consulting adopts a typographic logo – VMC – without the use of an additional symbol. This reflects our belief in clarity, simplicity and confidence in our identity. Rather than relying on abstract marks, our brand is defined by the strength of our name, our reputation and the value we deliver.

## Application on each color medium



Light backgrounds, ensuring clarity and professionalism.



Vibrant on our brand blue, maintaining strong recognition.



High-contrast on dark backgrounds, perfect for sophistication.

# Typography & Iconography

**Public Sans** (Bold)

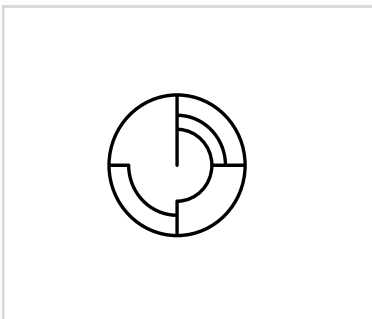
**Public Sans** (Semi-Bold)

**Public Sans** (Medium)

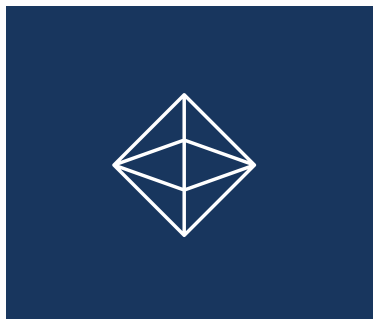
Public Sans (Regular)

## Iconography

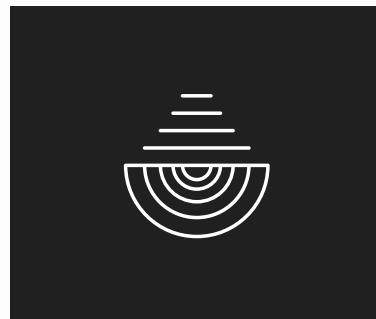
The use of line-based icons reinforces our structured approach to problem-solving, symbolizing logic, order and analytical thinking. Their simplicity ensures versatility across digital and print applications, while maintaining a cohesive and professional appearance.



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# Color Palette for Visual Expression



## Color Variation



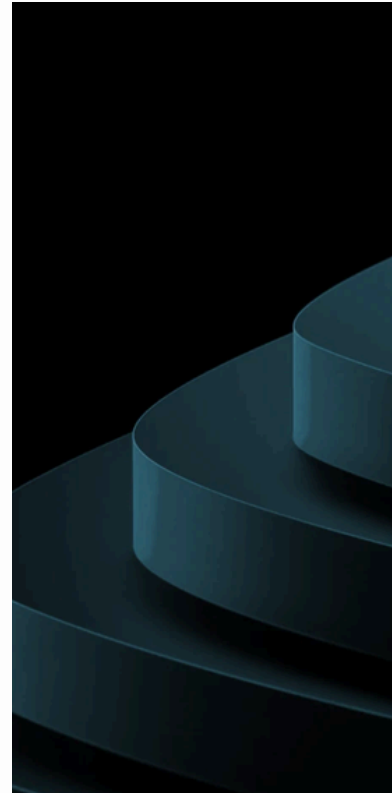
## Color Variation

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	<b>#2f5972</b> 24, 54, 94 574%, 43%, 0%, 63%	<b>#202020</b> R47, 89, 114 9%, 22%, 0%, 55%
	<b>#d9d9d9</b> RGB 217, 217, 217 CMYK 0, 0, 0, 15	<b>#fdfdfd</b> RGB 253, 253, 253 CMYK 0, 0, 0, 1

# Imagery & Photography Style

We use a combination of global cityscapes, executive environments and subtle technology-inspired visuals to represent the environments in which our clients operate. Photography should feel authentic, refined and purposeful — avoiding overly staged or generic stock imagery.



## Visuals tell the story

Our visual language is designed to reflect the professionalism, clarity and global perspective of Vijay Management Consulting. Imagery should convey a sense of confidence, scale and modernity, supporting our positioning as a forward-thinking, results-driven firm

# Social Media Guidelines



## Representing Our Brand Online

Our digital presence is a direct reflection of our brand. Every interaction, whether on our website, social platforms or digital communications, should consistently communicate professionalism, clarity and credibility.



# Logo Application Examples

## Logo on the building

The VMC logo should be presented with clarity, precision and confidence when applied to building exteriors. As a representation of our physical presence, it must convey strength, professionalism and a global consulting standard.



## Print Document

The logo is typically positioned in the header or footer, aligned with the document grid and maintaining sufficient clear space around it. Preferred usage includes monochrome or subtle color variations to ensure readability and a refined appearance across different print formats.

# Logo & Brand Dos and Don'ts



## 01. Maintain Clear Space

### Do

Always keep sufficient space around the VMC logo to ensure clarity and visibility

### Don't

Do not crowd the logo with text, images or other design elements.

## 02. Use Correct Colors

### Do

Use approved brand colors or monochrome versions to maintain consistency and professionalism.

### Don't

Do not alter the logo colors, apply gradients or use unapproved variations.

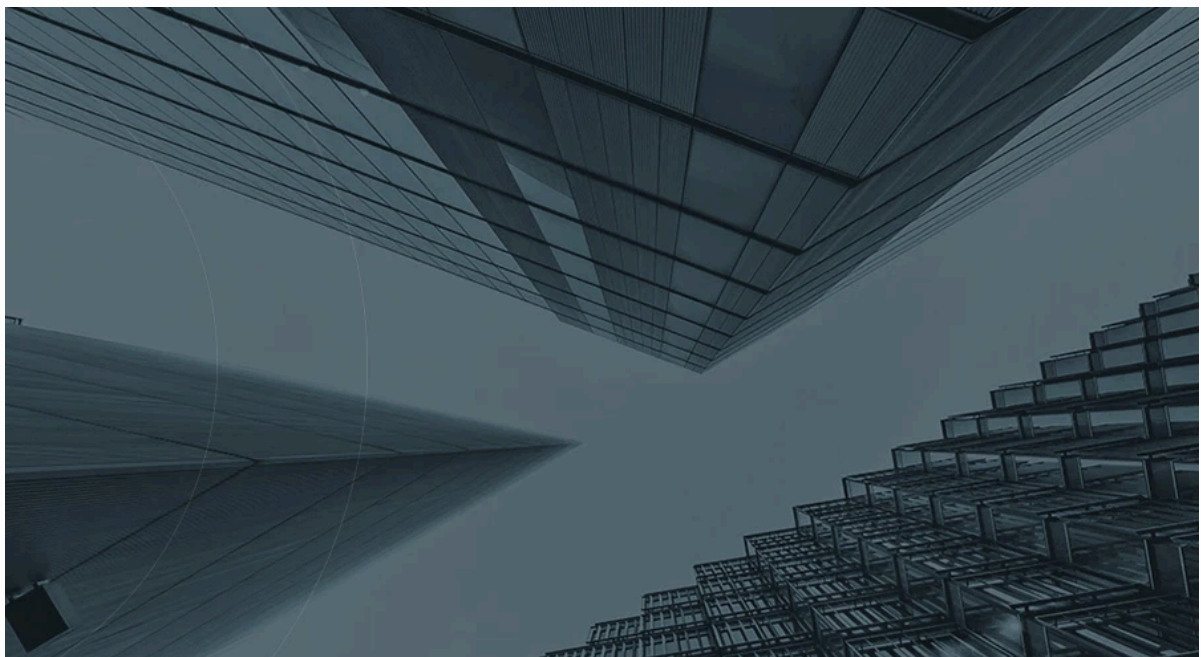
## 03. Preserve Logo Integrity

### Do

Keep the logo proportions, alignment and structure exactly as defined

### Don't

Do not stretch, distort, rotate or modify the logo in any way.






# Thank You for Upholding Our Brand!

Thank you for upholding the VMC brand. Every detail, interaction and representation contributes to how we are perceived and trusted by our clients and partners. By consistently applying these guidelines, you help reinforce our commitment to clarity, professionalism and excellence, ensuring that our brand remains strong, cohesive and respected across every touchpoint

## Our Contact Informations

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