



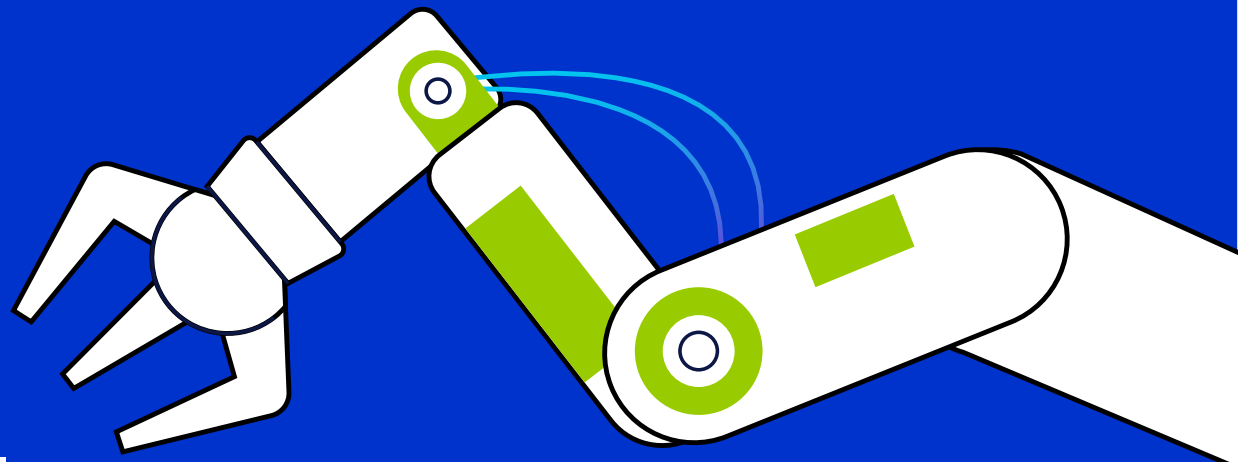
Jane Tech Labs

Brand Kit

These guidelines are intended to help bring the Jane Tech Labs (JTL) brand to life.

They provide a comprehensive framework for maintaining consistency across all brand materials. This document outlines essential dos and don'ts, along with examples to illustrate the brand's identity in action.

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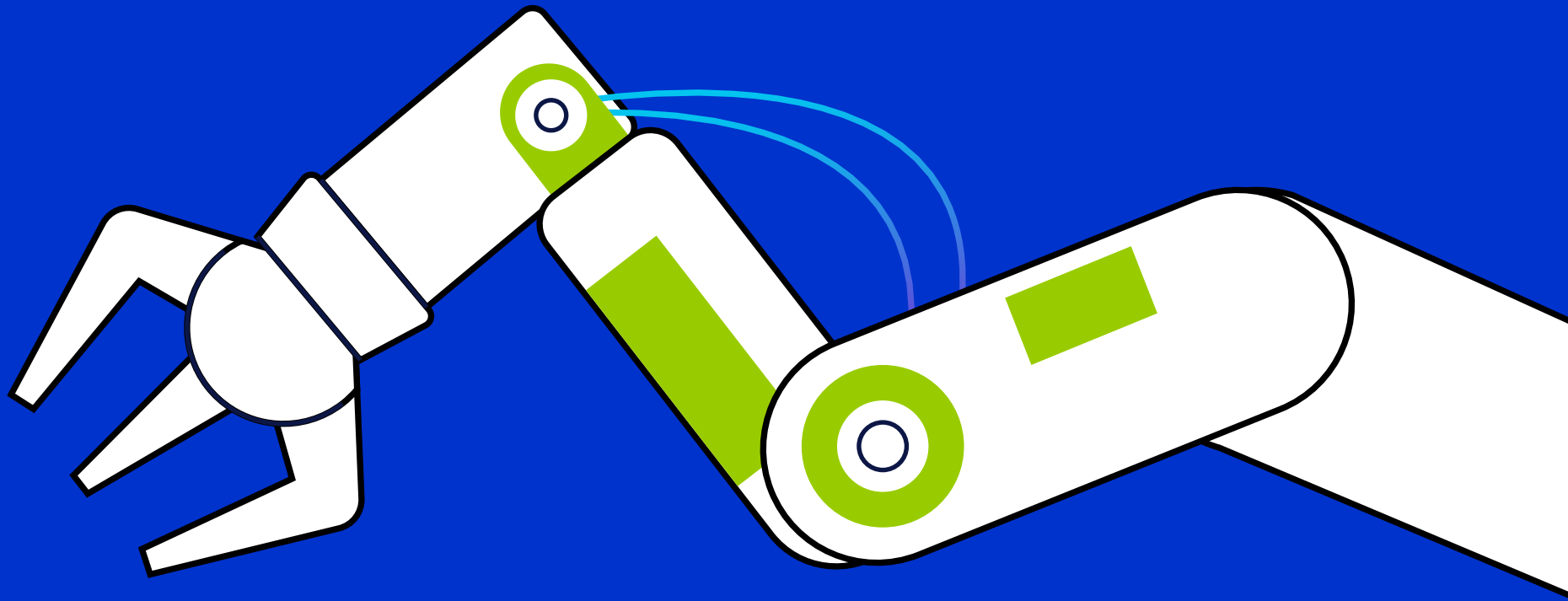
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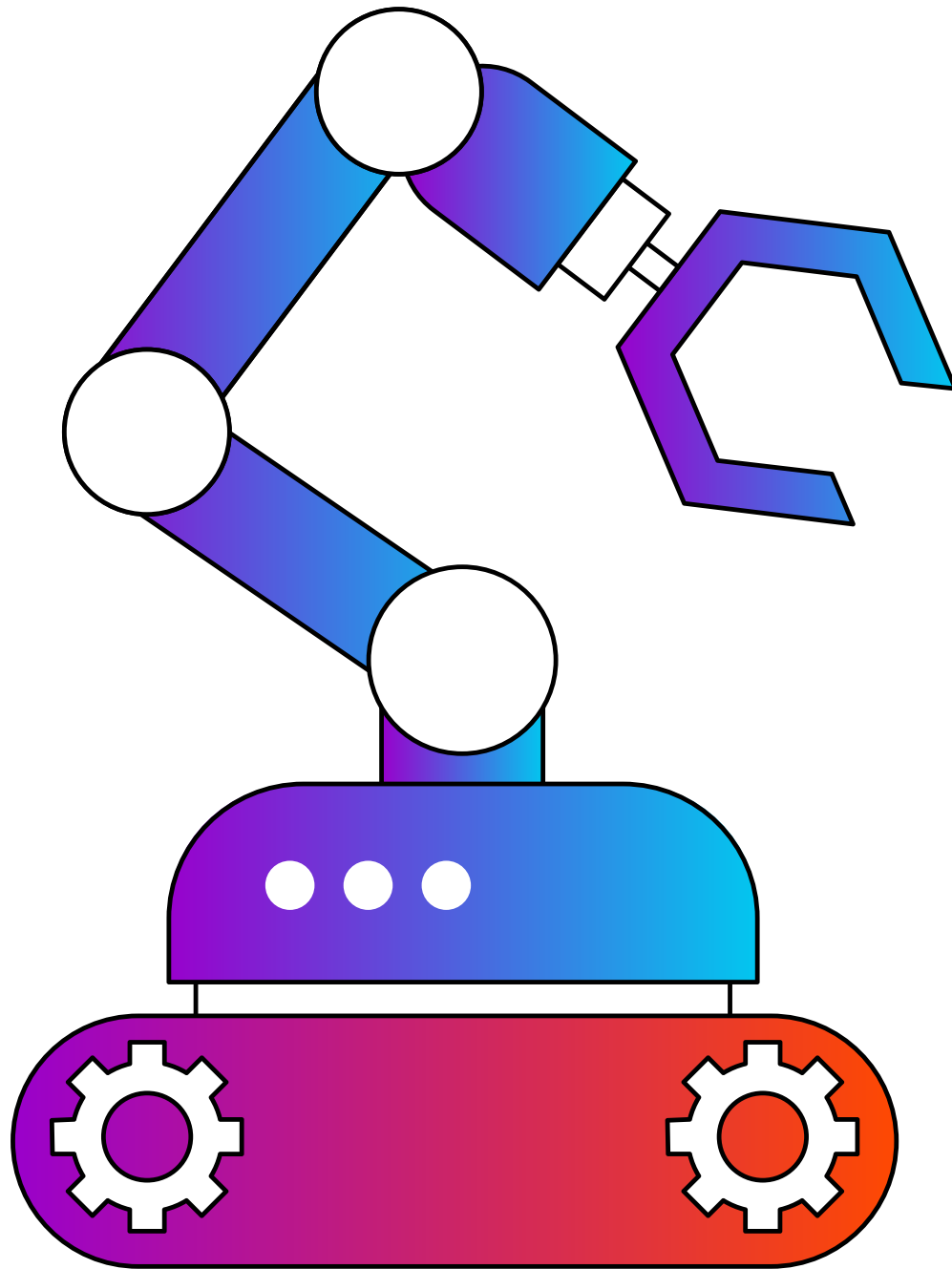
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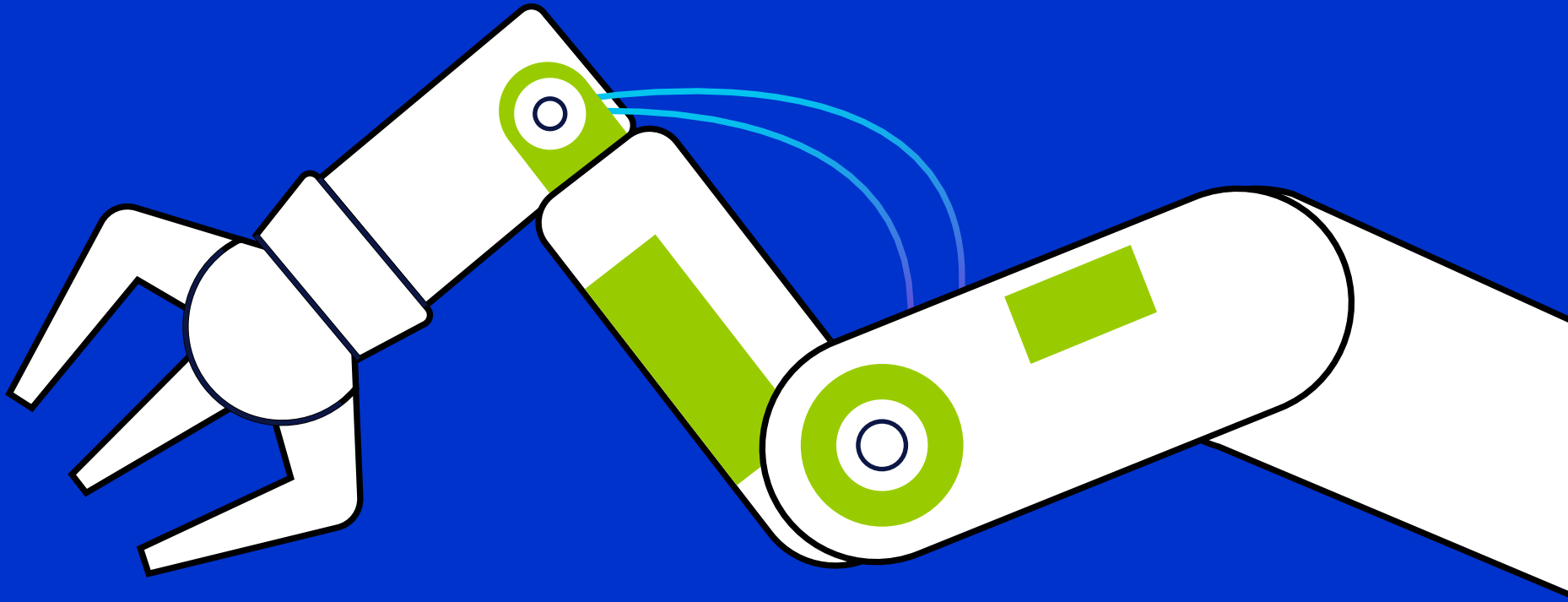
01. Introduction



Cutting-Edge Tech for a Global Future

Introduction

At Jane Tech Labs (JTL), we believe in a world where technology fuels happiness and empowerment for all. Our mission goes beyond innovation; we build technologies that make lives better, fostering equitable access and shared prosperity. With transformative solutions, we work across diverse sectors to bridge gaps and bring scalable, impactful solutions to the forefront. From research to realization, JTL operates as a dynamic laboratory of ideas, committed to creating advancements that promote well-being and opportunity worldwide.



02. Logo

This section outlines the guidelines for using the Jane Tech Labs (JTL) logo, emphasising its significance as the visual embodiment of our brand identity. It covers the meaning behind the logo, usage guidelines, dos and don'ts, and acceptable variations. These instructions ensure consistent and proper representation of our brand identity across all platforms and materials.

Primary Logo



Meaning Behind Our Logo

The Jane Tech Labs (JTL) logo is a visual representation of the brand's commitment to innovation and cutting-edge technology. The bold "J" stems from the parent brand, signifying the strong foundation and continuity from Jane's legacy. The circle embodies the comprehensive, futuristic approach that Jane Tech Labs (JTL) brings to technology, symbolizing unity and progress across multiple tech sectors.

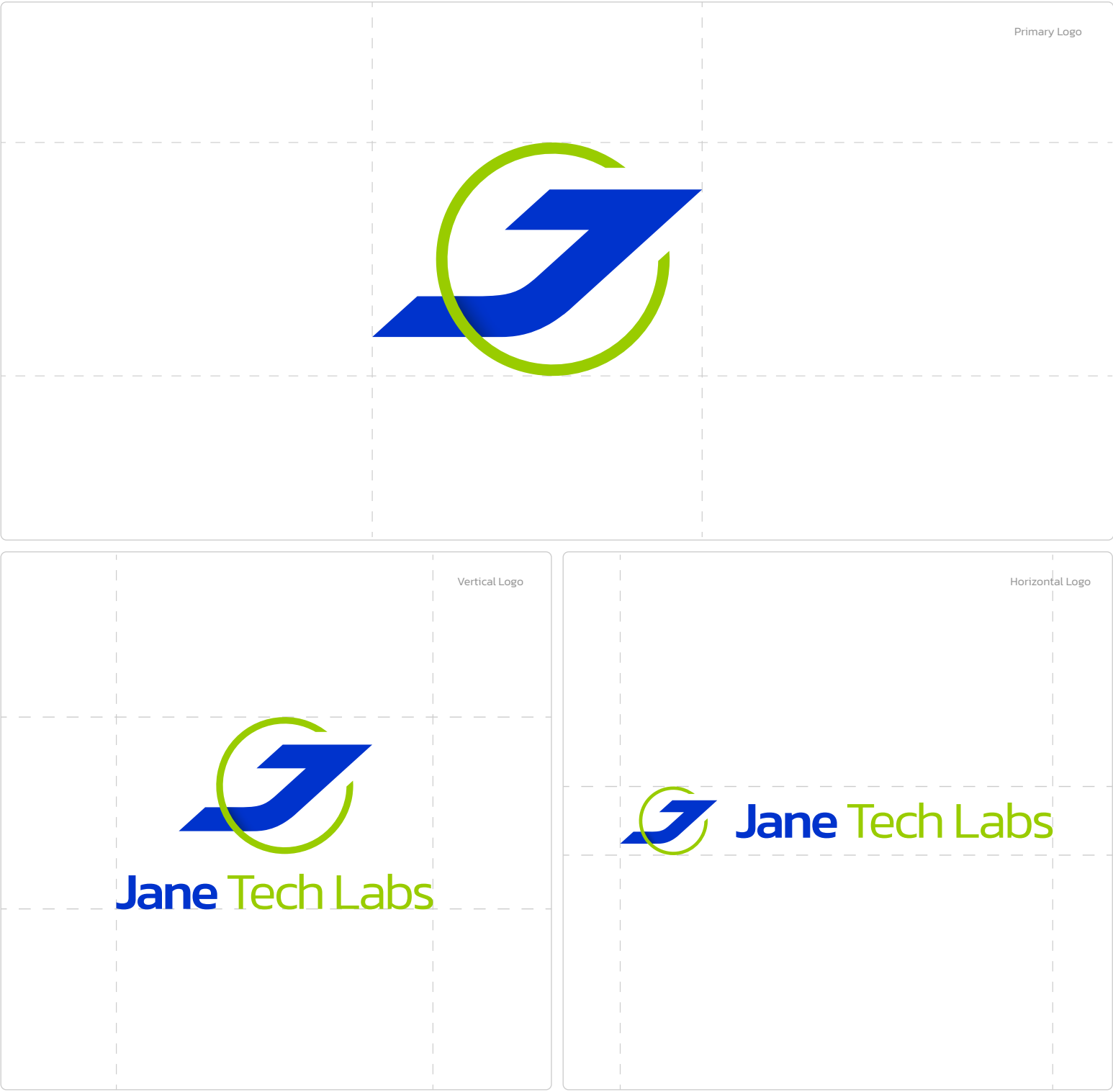
The cut in the circle and the extension of the "J" outside the boundary signify the brand's philosophy of breaking through conventional limits, pushing boundaries, and leading advancements in tech innovation. This visual cue embodies the concept of "cutting through" challenges to pioneer the future of technology, emphasizing Jane Tech Labs (JTL) focus on groundbreaking solutions and forward-thinking approaches.



Logo Toolkit

The Jane Tech Labs (JTL) Logo Toolkit ensures consistent and proper use of our logo across all platforms. It includes detailed guidelines for logo placement, sizing, color variations, and clear space, offering flexibility while preserving brand integrity. With multiple logo options—full color, monochrome, and simplified versions—this toolkit guarantees our logo always reflects Jane Tech Labs (JTL) innovative and cutting-edge identity.

 [Download JTL Logo Toolkit](#)



Full Colour

The Jane Tech Labs (JTL) logo is crafted with careful consideration to maintain its visual impact across diverse backgrounds. This section showcases a collection of backgrounds aligned with our primary colour palette, demonstrating the logo's versatility and ability to stand out in any environment. Whether it's against a vibrant backdrop or a subtle tone, our logo maintains its integrity, ensuring consistent brand presence across various settings.

Logo on Blue BG



Logo on White BG



Logo on Gradient BG



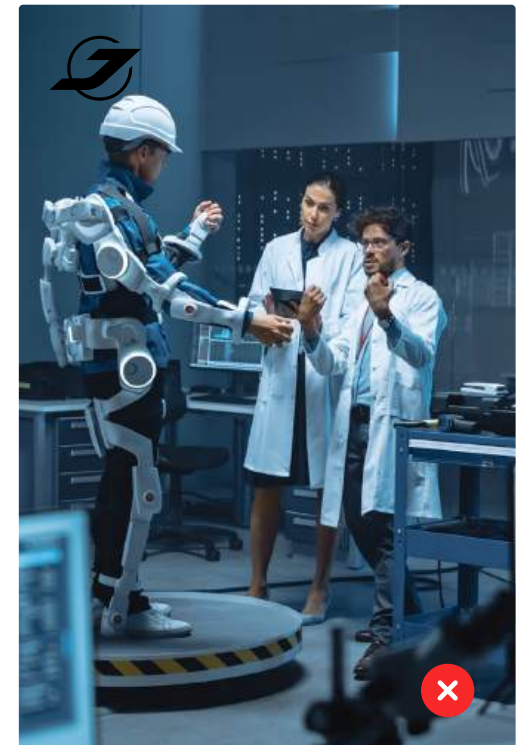
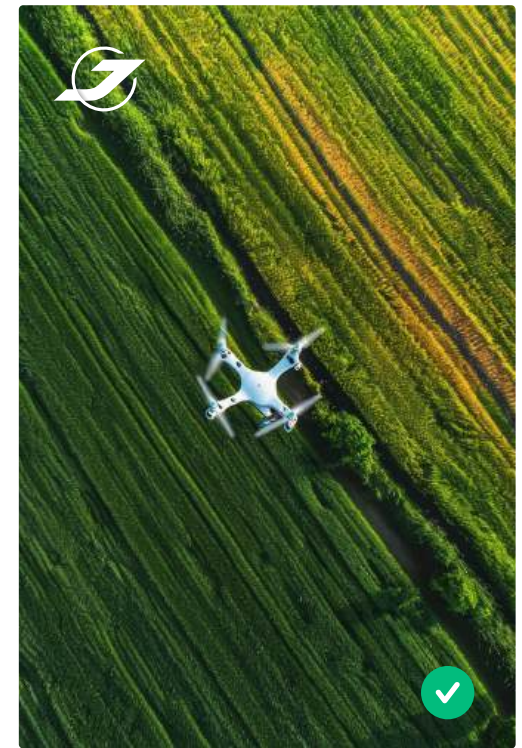
Monochrome

The Jane Tech Labs (JTL) logo is also designed to be effective in monochrome. This section provides guidelines for using the logo in black and white, ensuring it remains clear and recognisable in all contexts. Monochrome versions are particularly useful for applications where colour printing is not available or suitable, maintaining our brand identity's integrity and impact.



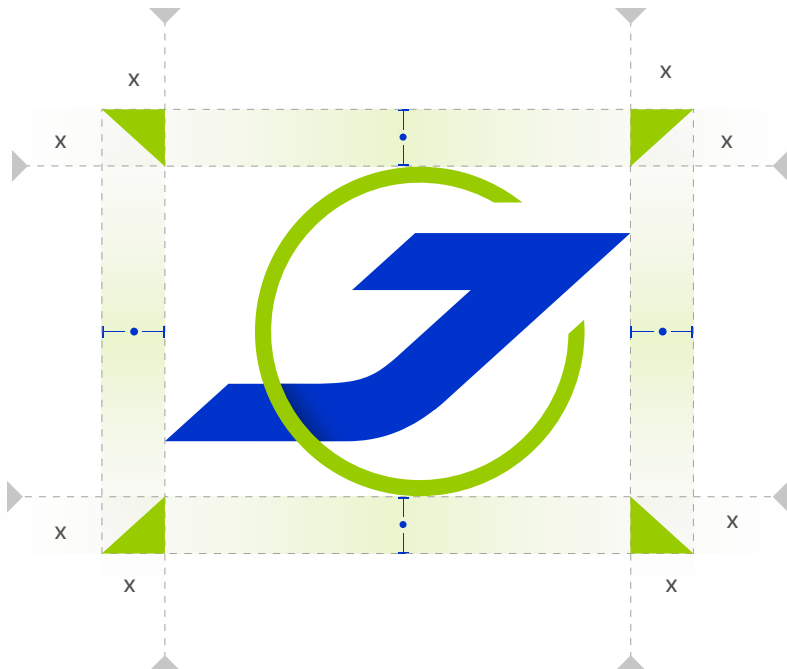
Logo Use on Imagery

When placing the Jane Tech Labs (JTL) logo on imagery, it's essential to ensure it remains clear and legible. This section outlines best practices for overlaying the logo on various backgrounds. The logo should be positioned on areas of the image with sufficient contrast and minimal visual clutter. Using the logo with appropriate clear space around it helps maintain its visibility and impact, ensuring a strong and consistent brand presence across all visual materials.



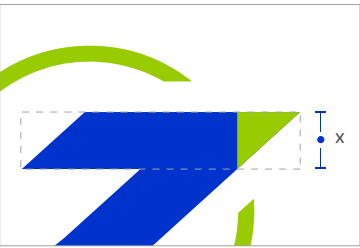
Logo Spacing & Exclusion Zone

Ensuring proper clear space around the Jane Tech Labs (JTL) logo is vital for maintaining its clarity and impact in all contexts. This section establishes guidelines for the minimum amount of space required between the logo and surrounding elements, such as headlines, copy, or imagery. Our favicon serves as the measurement tool for clear space, ensuring consistent spacing on all four sides of the logo. By adhering to these guidelines, our logo maintains its effectiveness and leaves a lasting impression.




A diagram showing the Jane Tech Labs logo centered within a square exclusion zone. The zone is defined by a dashed line and shaded light green. The logo consists of a blue stylized 'J' and 'L' with a green circle around them. The exclusion zone extends 'x' units from all four sides of the logo, where 'x' is the height of the horizontal bar of the 'J'.

Exclusion Zone




The exclusion zone is equivalent to the height of the Horizontal strip formed by the letter 'J'

Favicon



A diagram showing the Jane Tech Labs logo as a favicon within a grid. The logo is centered, and the grid lines are spaced 'x' units apart, where 'x' is the height of the horizontal bar of the 'J'.

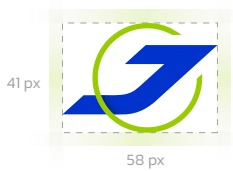
Shorthand



A diagram showing the Jane Tech Labs logo and name in a shorthand format within a grid. The logo is on the left, and the text 'Jane Tech Labs' is to its right. The grid lines are spaced 'x' units apart, where 'x' is the height of the horizontal bar of the 'J'.

Logo Sizing

To maintain the legibility and visual integrity of the Jane Tech Labs (JTL) logo, we have set minimum sizes for both the wordmark and the shorthand version. These guidelines guarantee that our logo retains its impact and recognisability across diverse mediums and applications.



Logo Placement

Ensuring adequate clear space around the Jane Tech Labs (JTL) logo is essential for its clarity and legibility in all contexts. It's important to maintain a minimum distance between the logo and surrounding elements such as headlines, copy, or imagery. By adhering to these guidelines, our logo remains prominent and distinct, regardless of its placement.



janetechlabs.com

Jane Tech Labs



Jane
Tech Labs

Get a 360-provider
for all your aerospace needs

Incorrect Logo Use

Respect the integrity of the Jane Tech Labs (JTL) logo at all times. Avoid stretching, squeezing, or altering the logo in any way, as this compromises its meaning and impact. Preserve the original design to maintain consistent brand recognition.

Do not apply unauthorised one-colour versions



Do not add drop shadow



Do not modify any colours



Do not rotate



Do not recreate with objects, shapes, people or products



Do not place any elements over the top of the logo



Do not fill with imagery



Do not remove any element

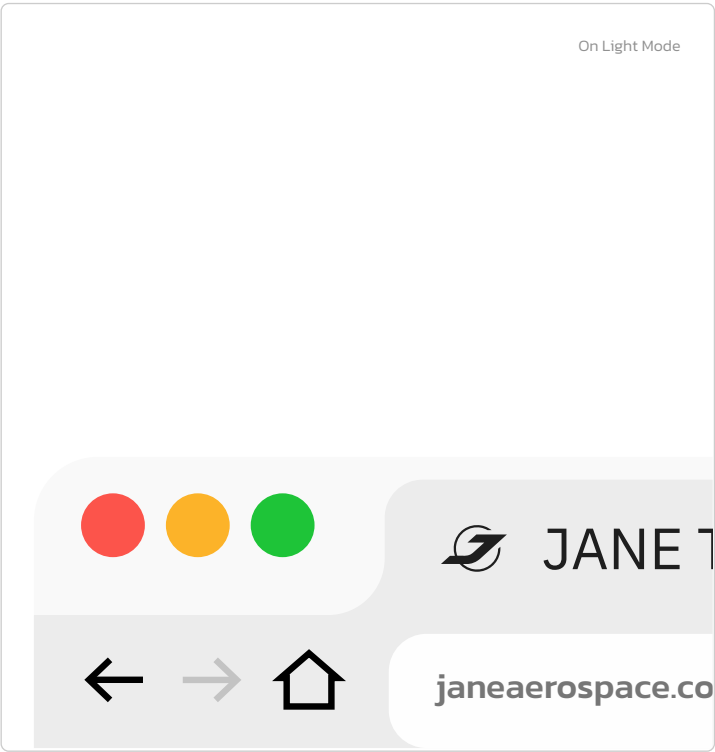
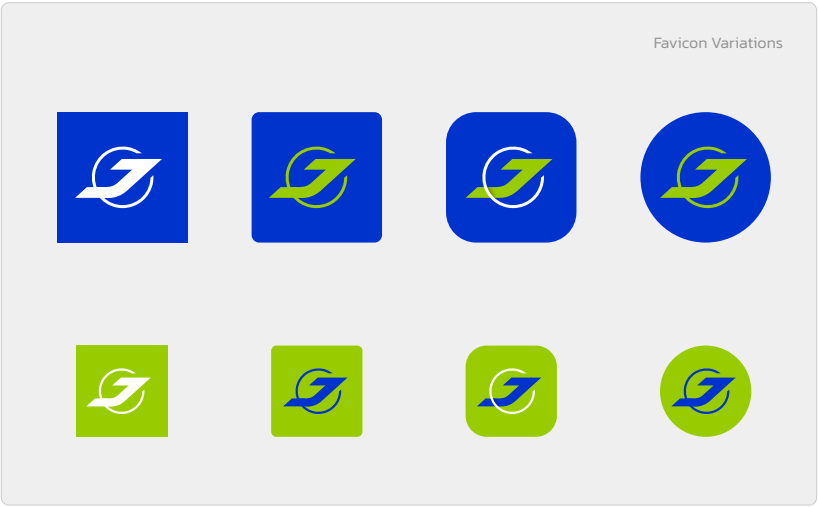
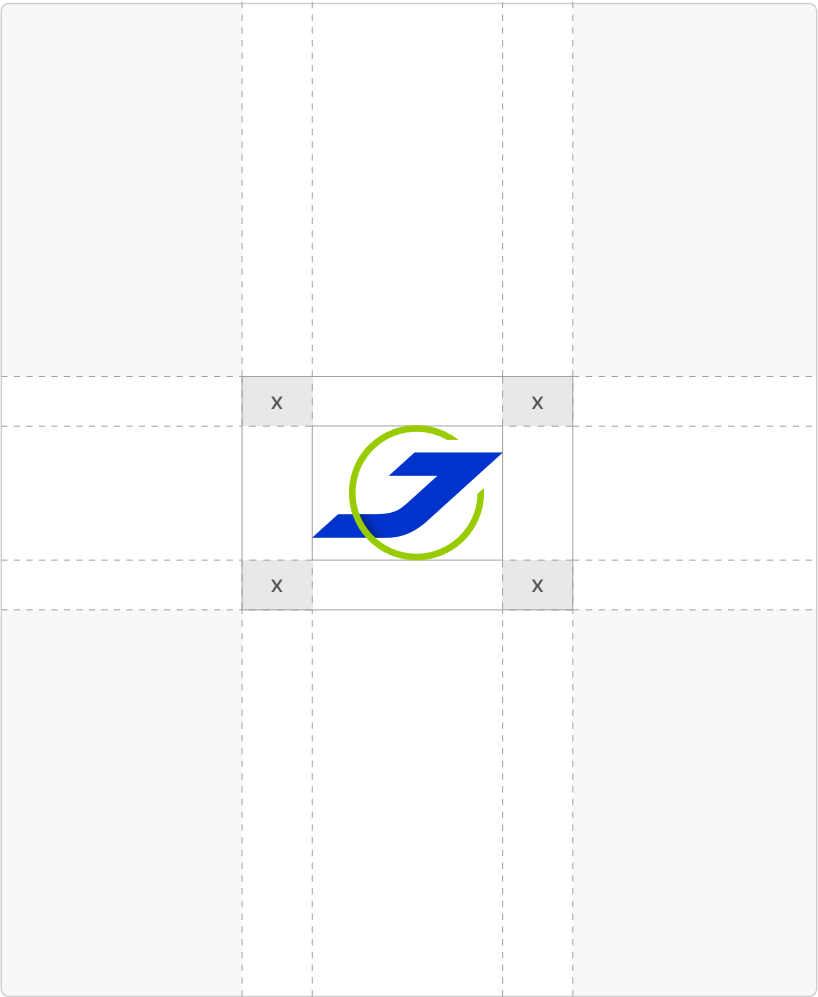


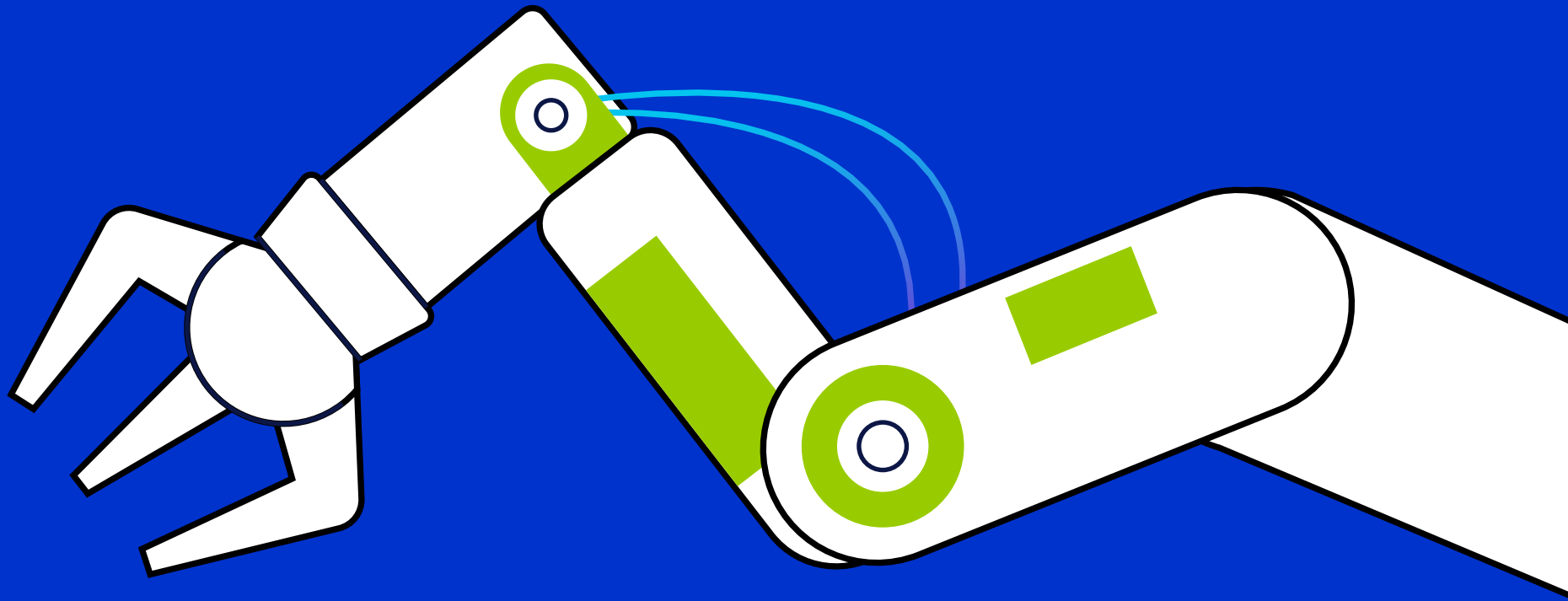
Do not distort



Logo Usage

The Logo Usage guidelines outline the correct and consistent application of the Jane Tech Labs (JTL) logo across all media. This section provides clear instructions on maintaining optimal logo clarity and visibility, covering areas such as minimum size, placement, and acceptable color variations.





03. Colours

Colour serves as a powerful tool for communicating our brand personality and creating an emotional connection with our audience. Our colour palette has been carefully curated to reflect the Jane Tech Labs (JTL) brand, and this section outlines the guidelines for using it consistently across all our communications.

Primary Colour Palette

Jane Tech Labs (JTL) color palette is centered around two primary colors: Tech Blue and Future Green, each carefully selected to reflect the brand’s forward-thinking identity. Tech Blue conveys trust, innovation, and precision, embodying Jane Tech Labs (JTL) commitment to cutting-edge technology and reliability. Future Green represents growth, sustainability, and progress, highlighting the brand’s aspirations in pioneering tech advancements across various sectors. Together, these colors create a cohesive and dynamic visual identity, ensuring consistency and impact across all brand touchpoints.

Tech Blue

HEX Code #0033cc
RGB 0, 51, 204
CMYK 91%, 81%, 0%, 0%
HSB 224°, 100%, 80%

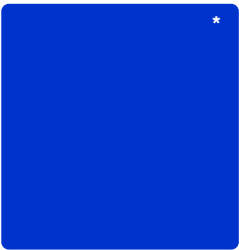
Future Green

HEX Code #99cc00
RGB 153, 204, 0
CMYK 45%, 0%, 100%, 0%
HSB 74°, 100%, 80%


Extended Colour

To enhance the versatility of our primary colour palette, we have expanded it to include lighter tints and darker shades of our core colours. These additional lighter and darker tones provide flexibility and depth in our design applications, allowing for more nuanced and dynamic visual compositions while maintaining consistency with our brand identity.

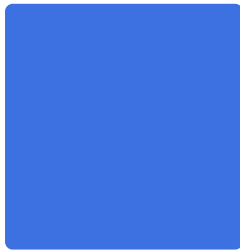
*JTL Primary Colours



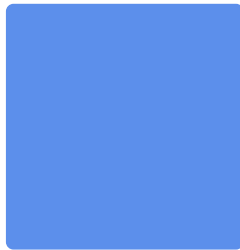
HEX Code **#0033cc**
RGB 0, 51, 204
CMYK 91%, 81%, 0%, 0%




HEX Code **#1f52d6**
RGB 31, 82, 214
CMYK 85%, 71%, 0%, 0%




HEX Code **#3d70e0**
RGB 61, 112, 224
CMYK 77%, 58%, 0%, 0%




HEX Code **#5c8feb**
RGB 92, 143, 235
CMYK 62%, 40%, 0%, 0%




HEX Code **#7aadf5**
RGB 122, 173, 245
CMYK 48%, 23%, 0%, 0%




HEX Code **#99ccff**
RGB 153, 204, 255
CMYK 35%, 10%, 0%, 0%




HEX Code **#99cc00**
RGB 153, 204, 0
CMYK 45%, 0%, 100%, 0%




HEX Code **#a3d61f**
RGB 163, 214, 31
CMYK 41%, 0%, 100%, 0%



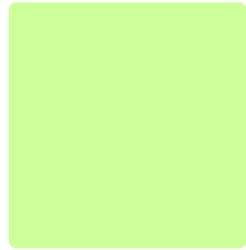
HEX Code **#ade03d**
RGB 173, 224, 61
CMYK 36%, 0%, 93%, 0%



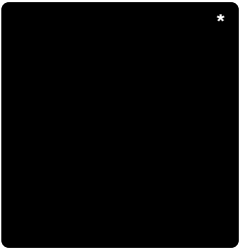
HEX Code **#C7ABFF**
RGB 199, 171, 255
CMYK 31%, 0%, 80%, 0%



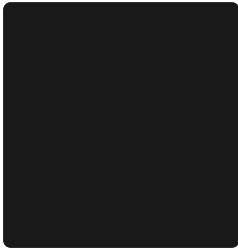
HEX Code **#c2f57a**
RGB 194, 245, 122
CMYK 26%, 0%, 68%, 0%



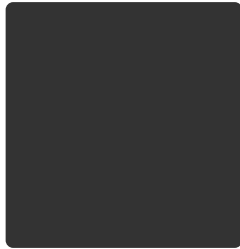
HEX Code **#ccff99**
RGB 204, 255, 153
CMYK 21%, 0%, 53%, 0%




HEX Code **#000000**
RGB 0, 0, 0
CMYK 75%, 68%, 67%, 90%




HEX Code **#191919**
RGB 25, 25, 25
CMYK 73%, 67%, 65%, 79%




HEX Code **#333333**
RGB 51, 51, 51
CMYK 69%, 63%, 62%, 58%



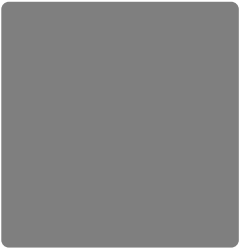
HEX Code **#4C4C4C**
RGB 76, 76, 76
CMYK 66%, 58%, 57%, 37%




HEX Code **#666666**
RGB 102, 102, 102
CMYK 60%, 51%, 51%, 20%



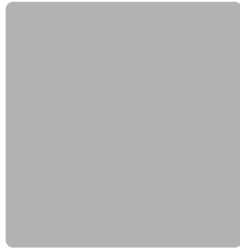
HEX Code **#7F7F7F**
RGB 127, 127, 127
CMYK 52%, 43%, 43%, 8%



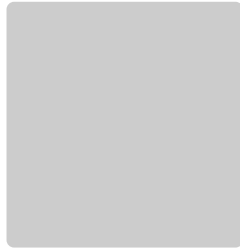
HEX Code **#7F7F7F**
RGB 127, 127, 127
CMYK 52%, 43%, 43%, 8%



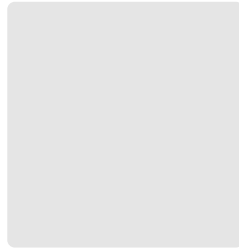
HEX Code **#999999**
RGB 153, 153, 153
CMYK 43%, 35%, 35%, 1%



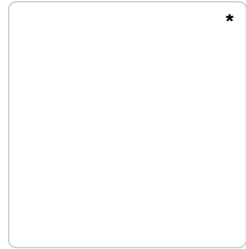
HEX Code **#B2B2B2**
RGB 178, 178, 178
CMYK 31%, 25%, 25%, 0%



HEX Code **#CCCCCC**
RGB 204, 204, 204
CMYK 19%, 15%, 16%, 0%



HEX Code **#E5E5E5**
RGB 229, 229, 229
CMYK 9%, 6%, 7%, 0%



HEX Code **#FFFFFF**
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%

Secondary Colour Palette

The extended color palette of Jane Tech Labs (JTL) includes Bright Cyan, Vibrant Orange, Tech Purple, along with White and Black. Each of these colors plays a vital role in complementing the core palette and enhancing the brand’s visual storytelling. Bright Cyan symbolizes energy, innovation, and cutting-edge technology, while Vibrant Orange brings a sense of boldness and creativity, representing Jane Tech Labs (JTL) fearless approach to innovation. Tech Purple adds a layer of sophistication and futuristic thinking. White and Black ensure balance, clarity, and contrast, serving as foundational tones to ground and elevate the brand’s visuals. Together, these colors offer flexibility and richness to the brand identity while maintaining consistency and impact.

Secondary Colours are prominently used on the website

HEX Code #02c6ef
RGB 2, 198, 239
CMYK 66%, 0%, 4%, 0%
HSB 189°, 98%, 93%

HEX Code #FF7D0D
RGB 254, 73, 2
CMYK 0%, 86%, 100%, 0%
HSB 15°, 98%, 99%

HEX Code #9900cc
RGB 153, 0, 204
CMYK 56%, 88%, 0%, 0%
HSB 283°, 100%, 80%

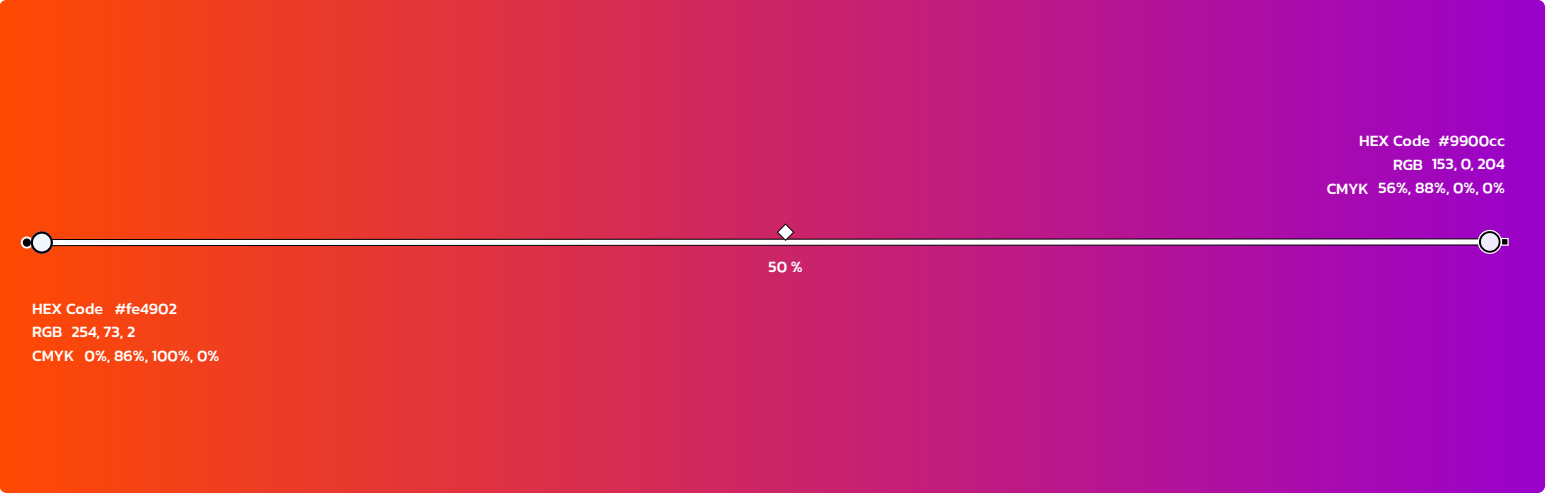
HEX Code #FFFFFF
RGB 255, 255, 255
CMYK 0%, 0%, 0%, 0%
HSB 283°, 0%, 100%

HEX Code #000000
RGB 0, 0, 0
CMYK 75%, 68%, 67%, 90%
HSB 283°, 100%, 0%

Gradients

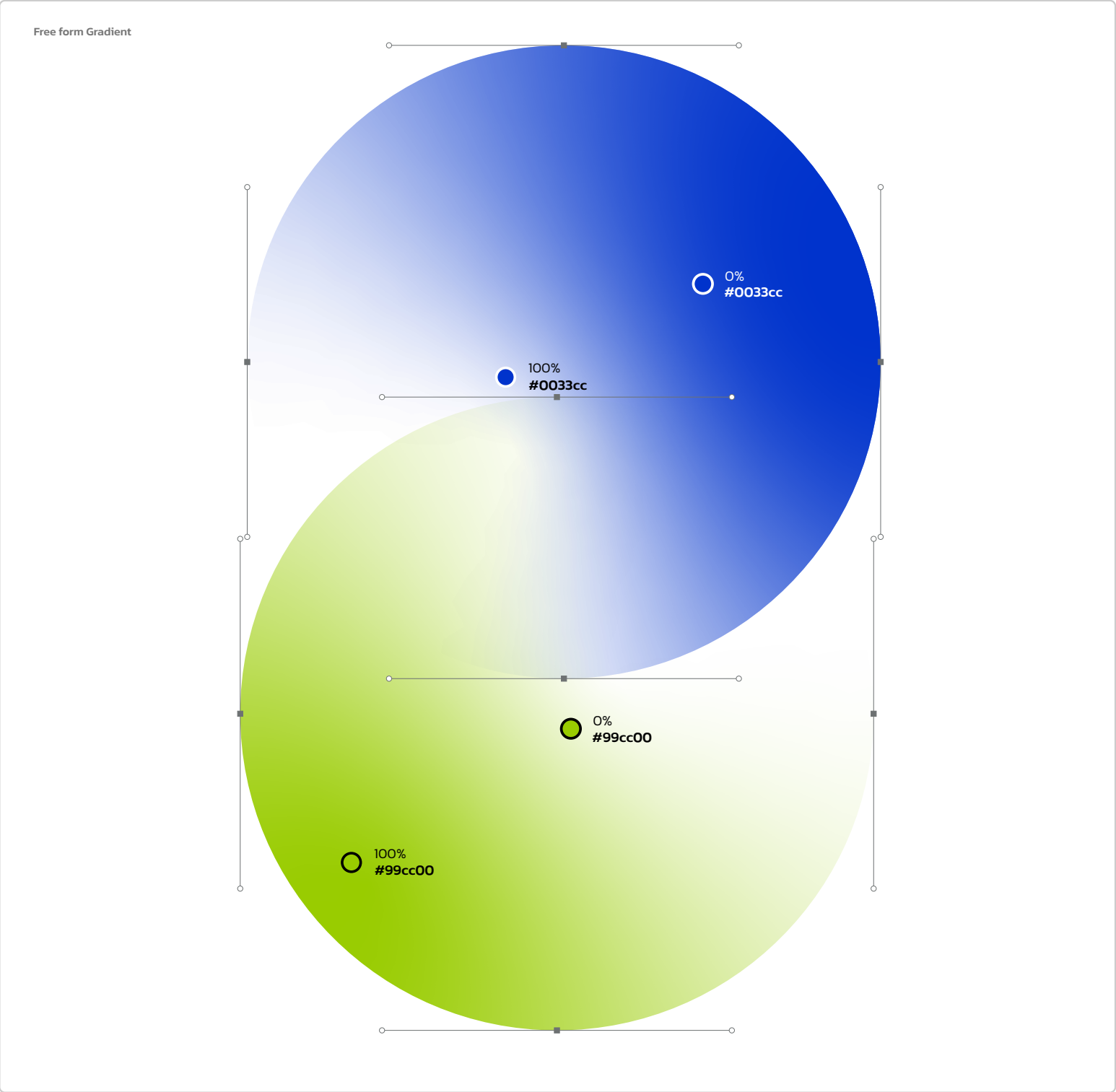
The gradients in Jane Tech Labs (JTL) visual identity blend dynamic hues to reflect the brand’s progressive and future-oriented nature. The Cyan to Blue gradient represents the seamless transition from innovation to reliability, symbolizing the brand’s continuous pursuit of cutting-edge technology while ensuring trust and precision. The Cyan to Purple gradient embodies the fusion of energy and sophistication, reflecting Jane Tech Labs (JTL) focus on pushing the boundaries of tech with a bold, forward-looking vision. The Orange to Purple gradient signifies bold creativity meeting advanced technical expertise, highlighting the brand’s fearless and innovative approach to solving future challenges. These gradients add depth and dynamism to the brand’s visual language, enhancing its futuristic appeal.

Gradients are prominently used on the website



Gradient Shapes

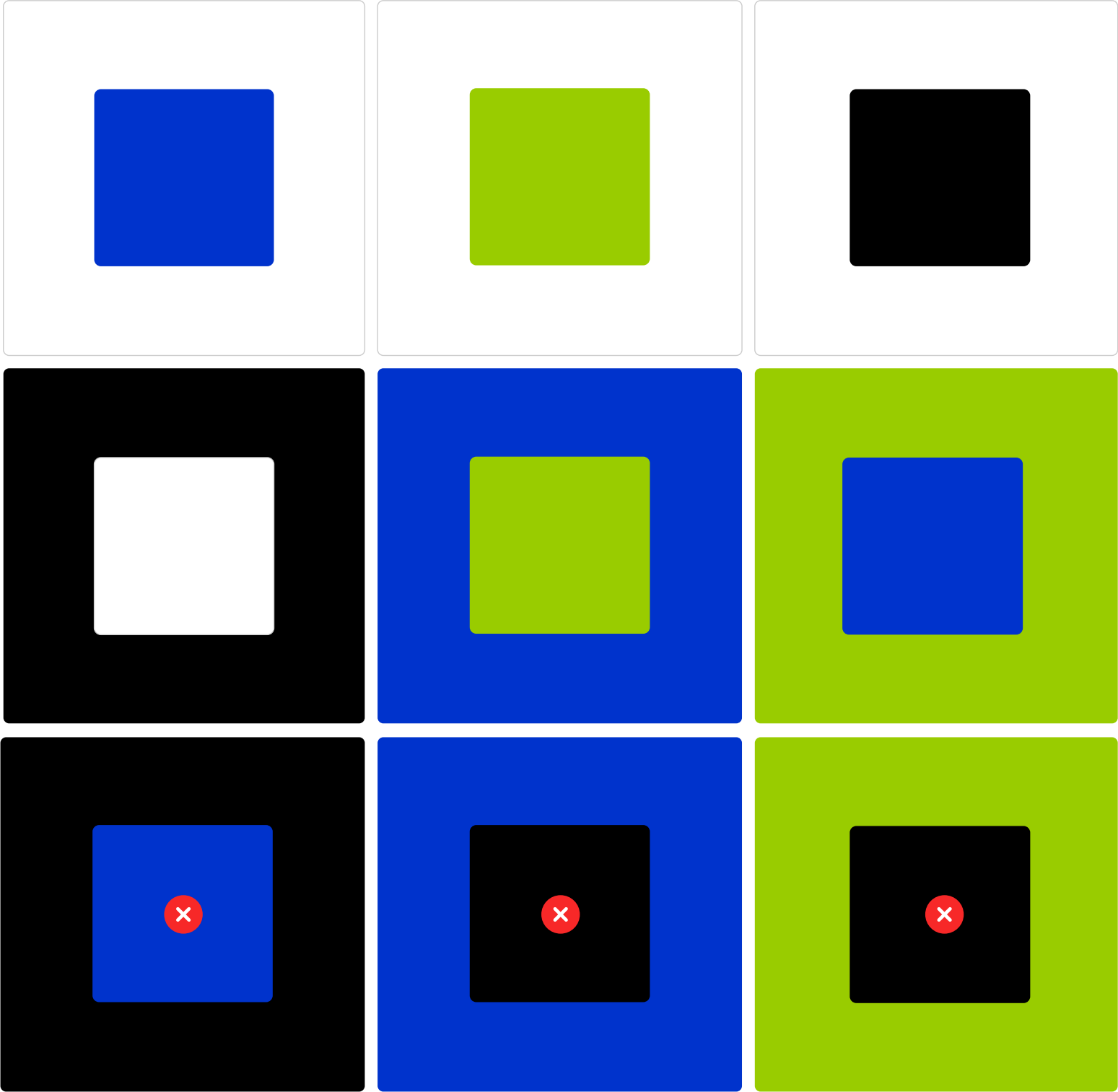
The gradient shapes in Jane Tech Labs (JTL) branding serve as powerful visual elements that reflect the brand's fluidity and adaptability in the tech landscape. These shapes, infused with gradients, symbolize transformation and evolution—key aspects of the brand's ethos. The smooth transitions of color within the shapes emphasize forward movement and cutting-edge innovation. Whether used in circular, angular, or abstract forms, these gradient shapes represent the convergence of creativity and technology, echoing Jane Tech Labs (JTL) mission to break barriers and advance toward the future. Each shape plays a role in reinforcing the brand's dynamic and modern identity, making its visuals both impactful and memorable.



Color Pairings

Our colour palette communicates our values and personality through meticulously selected hues that evoke emotions and set the tone for our brand's communication. This section showcases our carefully curated colour combinations, designed to seamlessly blend our brand colours.

These combinations have undergone thorough curation, testing, and refinement to ensure their compatibility and effectiveness across all brand touchpoints, consistently representing our brand identity.



Guidance

To maintain the integrity of our brand identity, it's essential to avoid certain colour combinations that may detract from our intended message. In this section, we provide examples of incorrect colour pairings, illustrating scenarios where colours clash or fail to complement each other effectively. By understanding what not to do, we can ensure that our brand remains visually cohesive and impactful across all communication channels.

Use JTL colours to flood a design.



Only headline text may appear in a colour.



Use JTL colours to flood a design.



Do not flood a design with an extended colour.

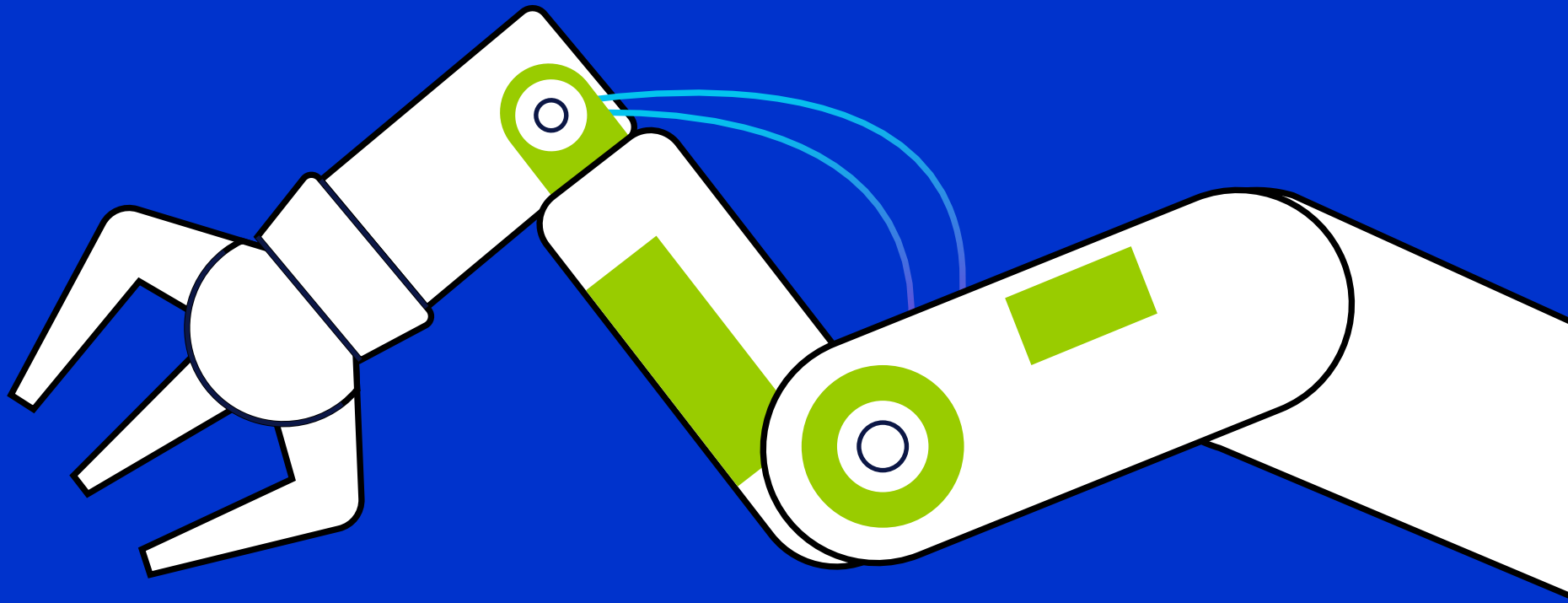


Do not apply colour headline text to a non-white background.



Do not combine colours in unauthorised ways





04. Typography

Typography is a cornerstone of our brand identity and voice, shaping the tone of our communications and distinguishing us in a competitive marketplace. This section delineates the guidelines for employing our selected typefaces consistently, reinforcing our brand personality and ensuring easy recognition by our audience.

Primary
Typeface

Our brand's typography is chosen with precision to reflect a bold, modern, and confident identity. Meet our primary typeface: Kanit. With its sleek lines and contemporary feel, Kanit encapsulates our brand's personality and style. It strikes the perfect balance between professionalism and approachability, ensuring clear readability across all applications.

 [Download Kanit](#)

Kanit

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890!@#\$%^&*}[]{}?t

Aa123

45!@#

Font Family

Jane Tech Labs (JTL) utilises the Kanit font family, encompassing a variety of weights and styles, including Light, Regular, Medium, and Bold. This extensive range of variants provides flexibility in design, ensuring consistency and coherence across all brand communications.

 [Download Kanit](#)

Aa **Bold**

Bb **SemiBold**

Cc **Regular**

Dd **ExtraLight**

Type Specimen:
Ideal Stack

Our approach to setting type follows a simple and standard methodology. By adhering to these fundamental type usage rules, we ensure a consistent and cohesive application of typography across all our touchpoints and communications.

Heading 1
Manrope Bold
40/42 px

Cutting-Edge Tech

Heading 2
Kanit Medium
30/32 px

Discover our cutting-edge solutions and career opportunities.

Heading 3
Kanit Medium
20/22 px

Navigate the complexities of the aerospace market with confidence.

Heading 4
Kanit Regular
12/14 px

Get a 360° provider for all your aerospace needs

Paragraph
Kanit Light
6/8 px

The Pegasus Family is named after a winged horse from Greek mythology and true to its name, is just as much of a modern marvel as Pegasus was a mythological one. These transformable robots from Robotic Research in Gaithersburg, Maryland, function similarly, as hybrid devices that combine the advantages of both airborne and ground vehicles. The origin of the Pegasus family stemmed from the governments’ customers who wanted something that wasn’t the generic UAV or UGV (Unmanned Ground Vehicle).

After six months of the government’s customers stating their concerns, Robotic Research addressed their problems with the prototype developed with funding from the Defense Threat Reduction Agency and the US Army Armament Research Development and Engineering Center. The prototype was built entirely from parts that weren’t foreign-made.

Quote Mark
Kanit Medium
82



Pull Quote
Kanit ExtraLight
20

Navigate the complexities of the aerospace market with confidence.

Attribution
Kanit Medium, Light
8/6

Leo Peter Charles
Founder & CEO, Jane Aerospace Pvt Ltd

Typography Colour

The colour of our typography plays a crucial role in enhancing readability and visual appeal. This section provides guidance on selecting appropriate colours for text to ensure optimal contrast and legibility against background elements. By maintaining consistency with our brand palette and considering factors such as accessibility and hierarchy, we ensure that our typography remains clear, engaging, and consistent across all brand communications.

Body text should be black or white.

Sourcing & Vendor Negotiation

Benefit from our extensive network of trusted vendors and our expertise in negotiation to secure the best deals for your procurement needs.



Headlines should be black or white in most instances.

Cutting Edge

Navigate customs regulations seamlessly with our expert handling and documentation services, ensuring compliance and hassle-free clearance.



Headlines should be the JTL Primary colour on a white background, with an exception for digital pages where they are either white or black on a white or black background.

Vendor Payments

Simplify your payment processes with our efficient vendor payment solutions, ensuring timely transactions and smooth operations.



Use white or black typography on photos.

Tech



Body text should never be in colour.

Sourcing & Vendor Negotiation

Benefit from our extensive network of trusted vendors and our expertise in negotiation to secure the best deals for your procurement needs.



Do not use multiple vibrant colours in close proximity.

Customs Handling

Navigate customs regulations seamlessly with our expert handling and documentation services, ensuring compliance and hassle-free clearance.



Do not combine colour text with colour backgrounds.

Vendor Payments

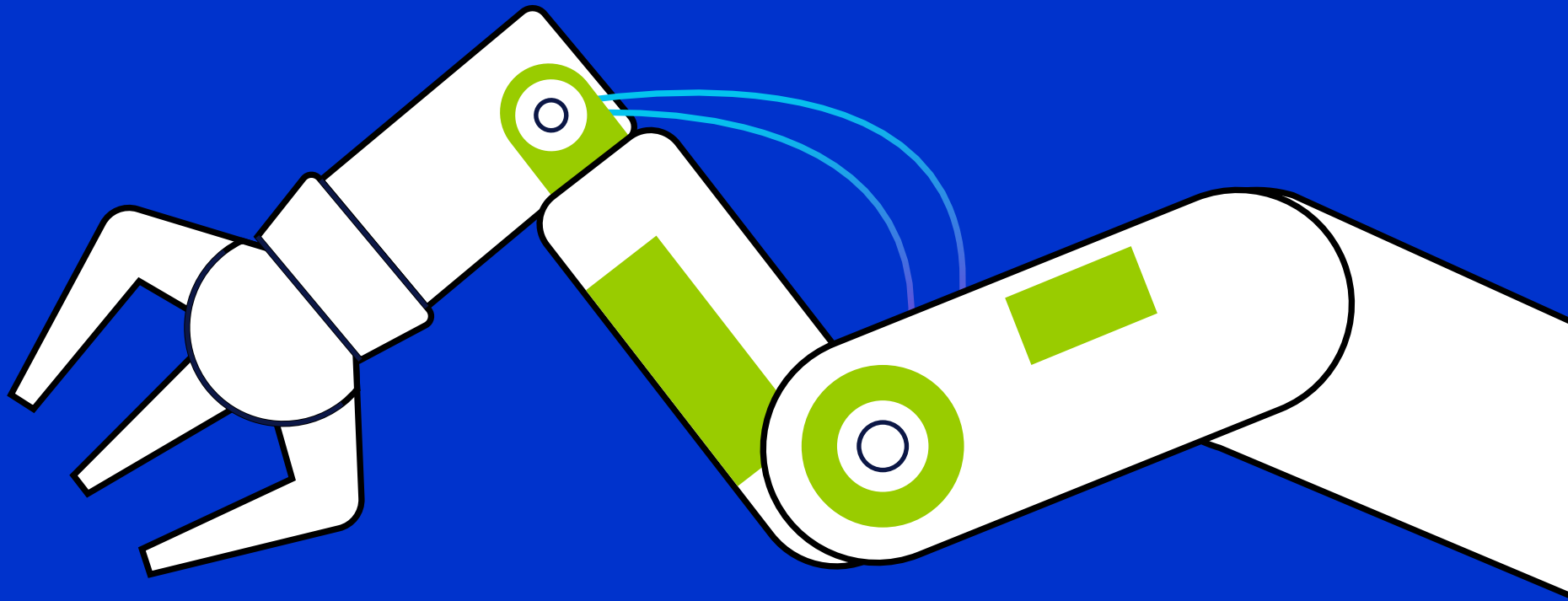
Simplify your payment processes with our efficient vendor payment solutions, ensuring timely transactions and smooth operations.



Do not use colour typography on photos.

Tech





05. Imagery

At Jane Tech Labs (JTL), we recognise the potency of visual storytelling in conveying our brand values and identity. Whether through photography or other imagery, our visual content serves as a vital conduit for communicating our brand messaging. This section outlines our guidelines for utilising imagery and photography in our communications. It encompasses our preferred visual style, composition, image selection criteria, and how these elements synergise with other facets of our brand identity.

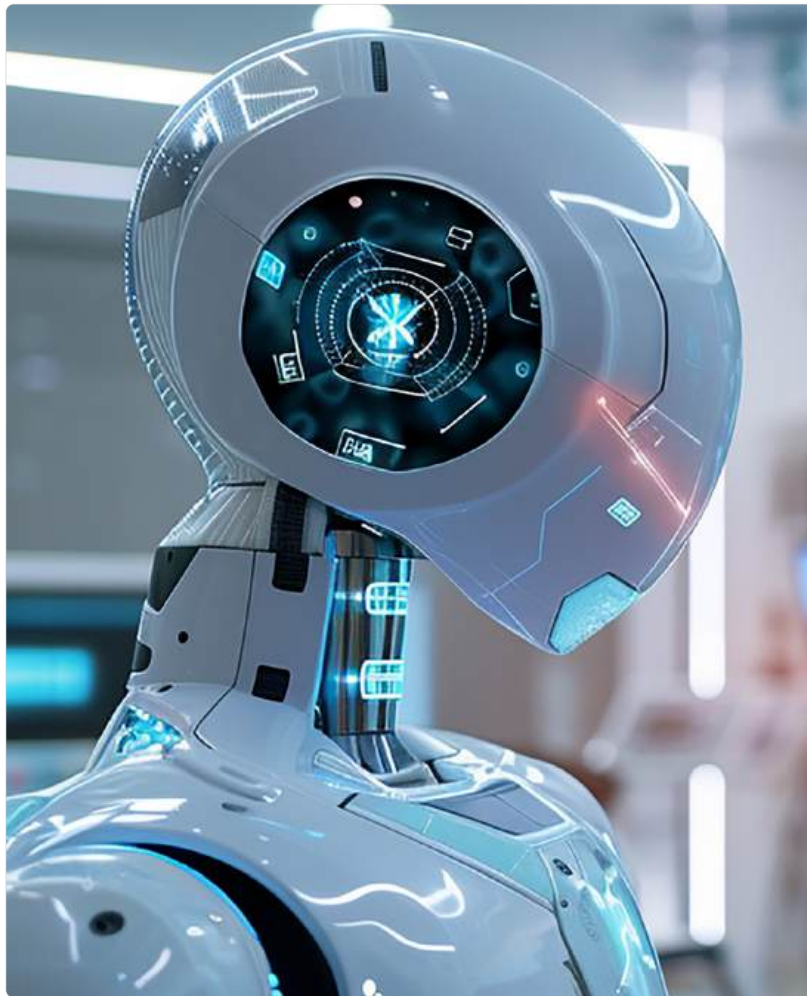
Futuristic and Cutting Edge

This imagery highlights the forward-thinking and groundbreaking nature of Jane Tech Labs (JTL). Showcasing advanced technology and visionary concepts, each image reinforces the brand's commitment to pushing the boundaries of innovation. These visuals capture the essence of what it means to be at the forefront of the tech industry, inspiring progress and new possibilities.



Precision and Detail

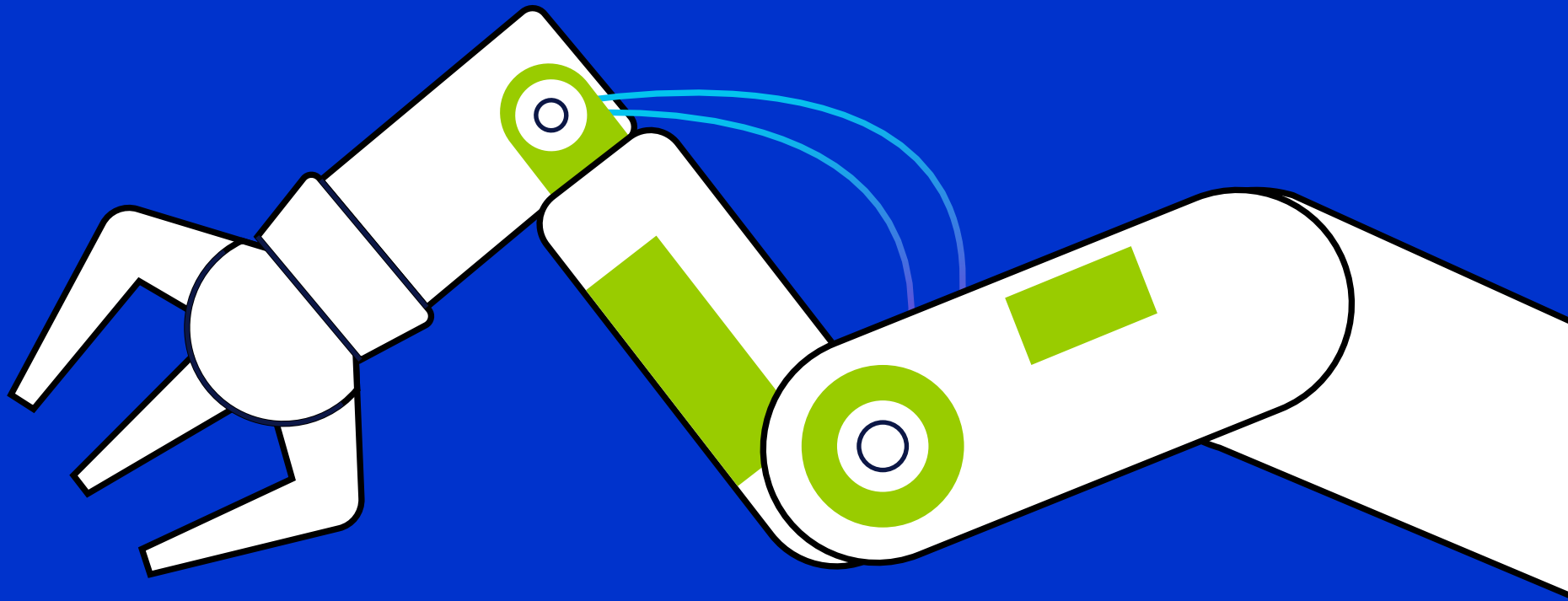
Close-up shots and intricate details of technology are key to emphasizing the brand's expertise and technical mastery. These images highlight the precision and craftsmanship behind the solutions Jane Tech Labs creates, underscoring a dedication to quality and technical excellence in every aspect of the brand's work.



Dynamic and Industry-Relevant

Imagery that captures Jane Tech Labs (JTL) involvement in real-world applications of technology is crucial to demonstrating the brand's relevance. From agricultural tech to drone innovation, these visuals reflect the dynamic nature of the industries the brand serves, reinforcing its position as a key player in the evolving tech landscape.





06. Illustrations

Illustrations play a vital role in bringing our brand messaging to life, offering a unique and engaging visual representation of complex ideas and concepts. From conveying abstract concepts to adding a touch of creativity and personality, illustrations enrich our brand communications and help differentiate us in a crowded marketplace.

Style

The illustration style of Jane Tech Labs (JTL) is characterized by a minimal, sleek, and bold aesthetic, perfectly aligning with the brand’s cutting-edge identity. Each illustration is designed with precision, focusing on clean lines and simplified forms that convey sophistication and clarity. The minimalism allows the technology-driven message to stand out, while bold elements add a sense of confidence and forward-thinking energy.

These visuals emphasize the brand's commitment to innovation without overwhelming complexity, ensuring that the illustrations remain both impactful and easy to understand. This approach ensures consistency across all platforms, reinforcing Jane Tech Labs (JTL) image as a modern, tech-driven leader in its field.

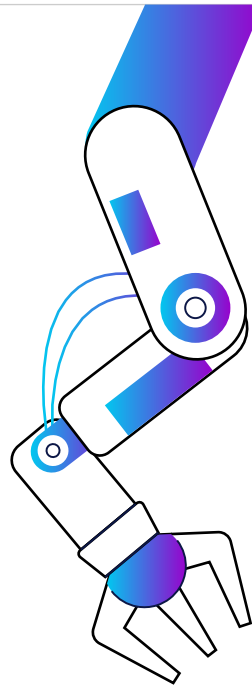
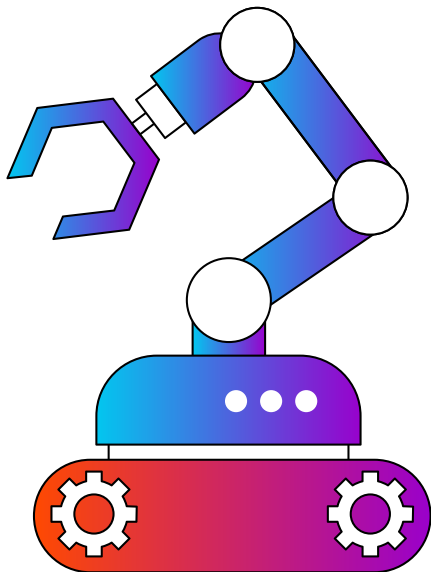
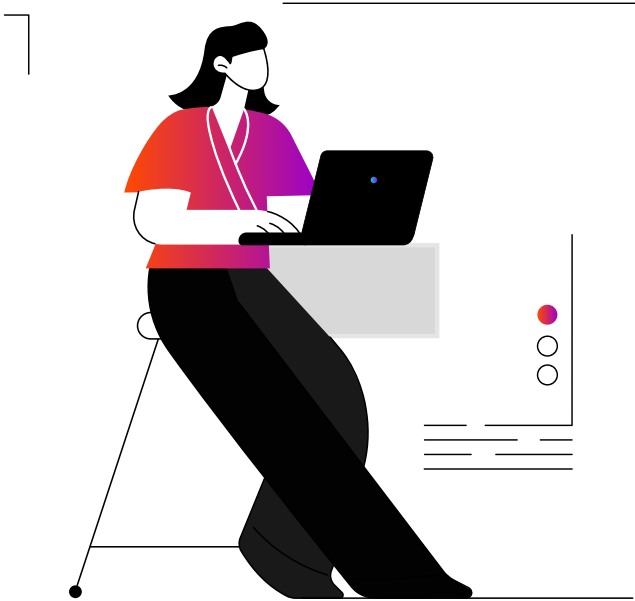
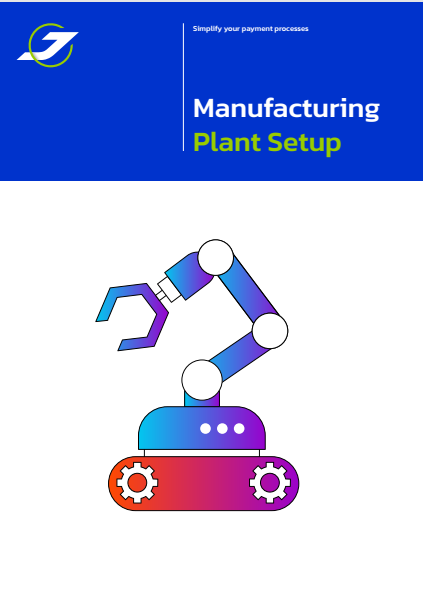


Illustration Types

Our illustrations encompass a variety of styles and types, each serving a specific purpose in visually communicating our brand message. From bold filled-in illustrations to sleek line art, each type offers a unique visual representation that captures attention and engages our audience. Additionally, we utilise icons to convey information concisely and effectively, facilitating understanding and retention. By leveraging a diverse range of illustration types, we ensure our visuals are dynamic, versatile, and aligned with our brand identity.

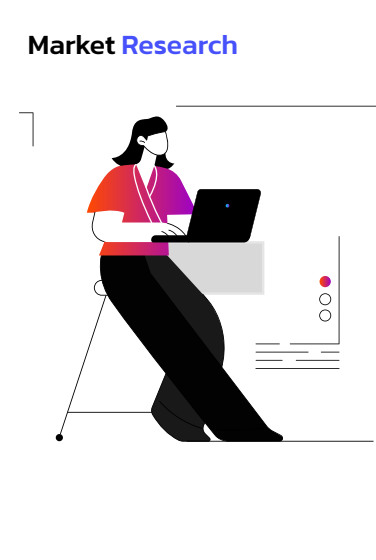
Display illustration



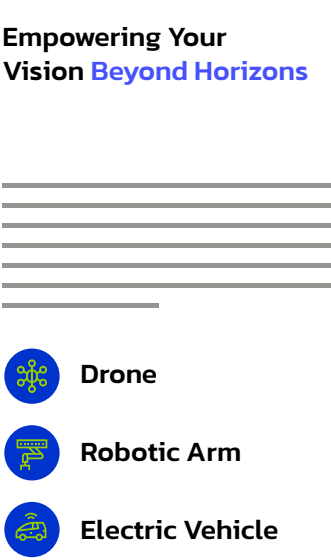
Spot illustration (sidebar)



Spot illustration (infographic)



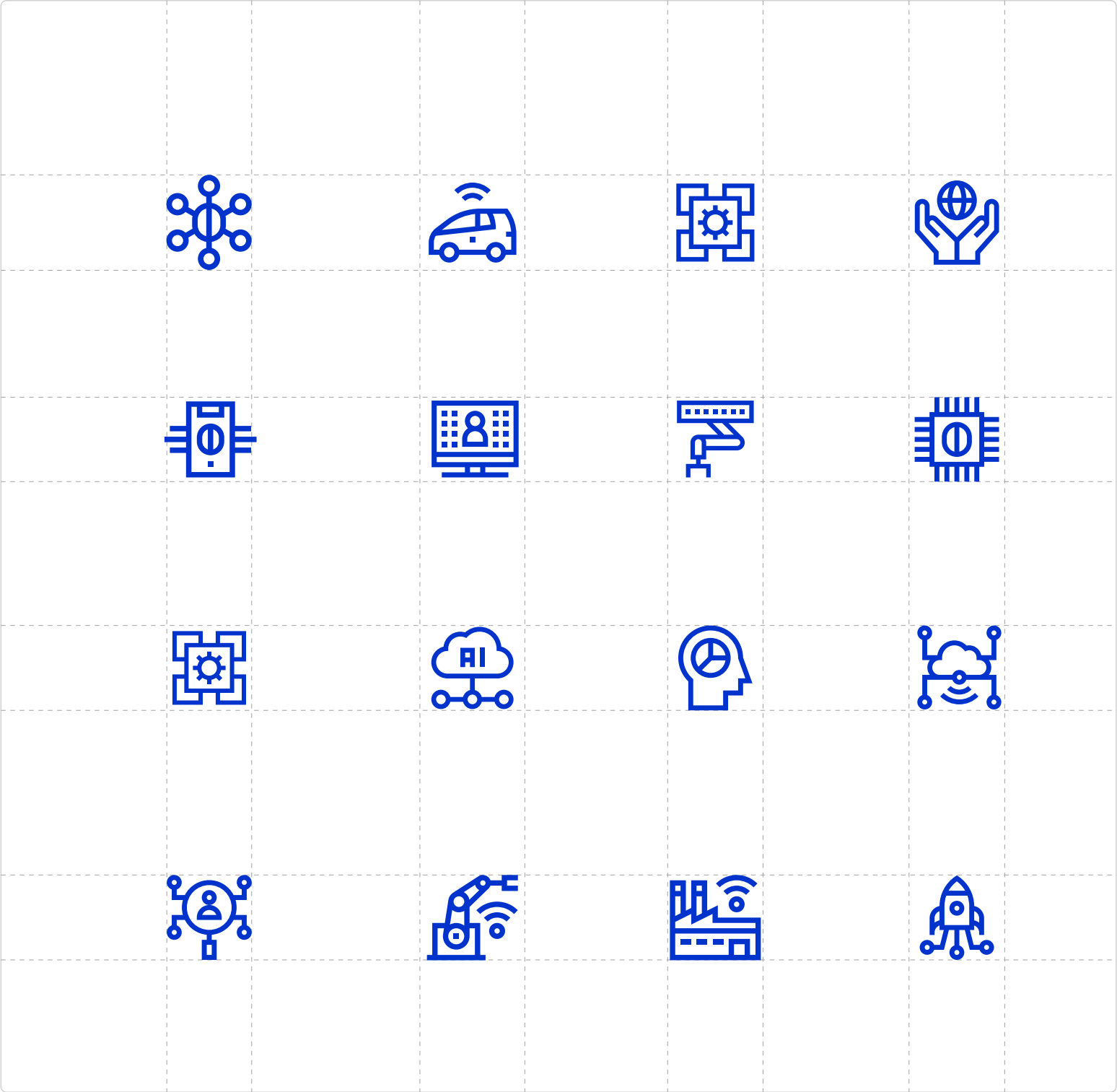
Supporting icons (sidebar)

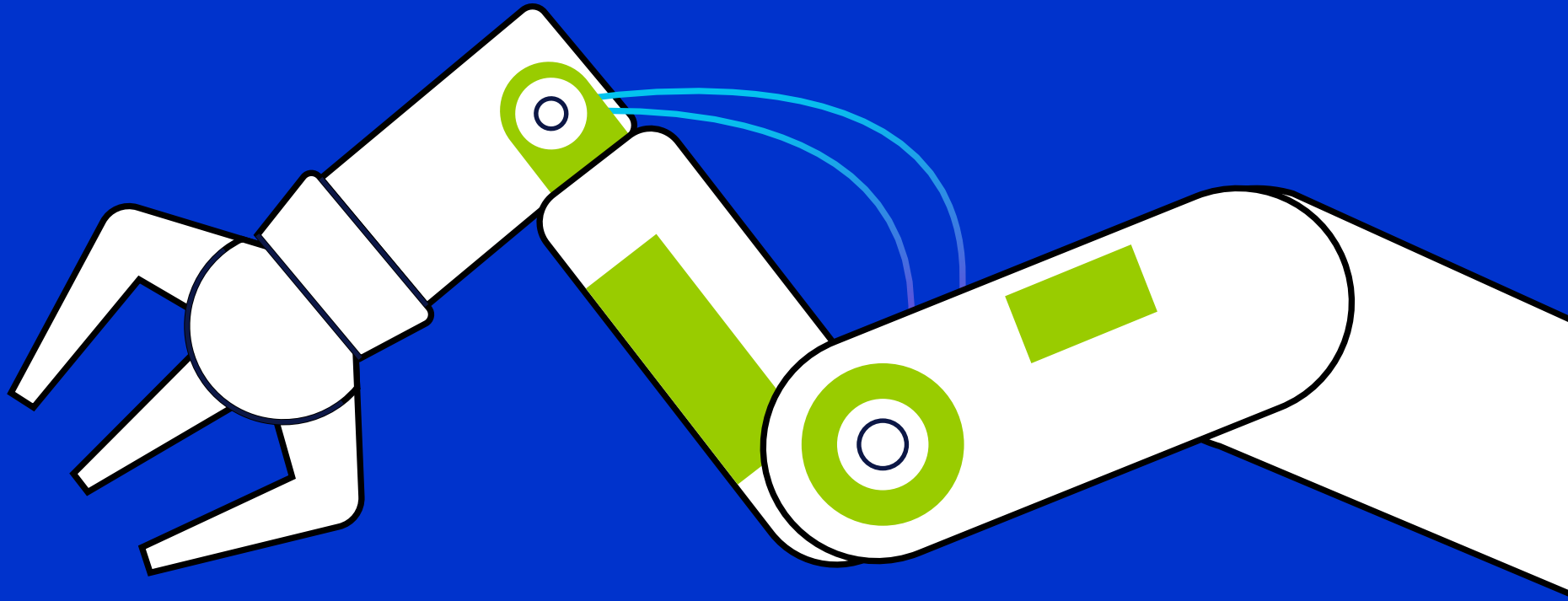


Iconography

Iconography serves as a potent instrument for articulating intricate ideas and concepts with clarity and simplicity within our brand framework. Designed to be crisp and modern, our icons boast bold aesthetics that mirror the personality and style of our brand. This cohesive approach ensures consistency in our visual presentation, enabling us to effectively communicate our message across various platforms and mediums.

 Source more icons from [Flaticon](#)





07. Applications

Applications serve as the culmination of all elements within the Jane Tech Labs (JTL) brand, harmonising to create a unified and cohesive whole. It is in these applications where our logo, colours, and typography converge, ensuring consistent representation across all touchpoints. This section elucidates the guidelines for applying our brand identity consistently across various mediums, encompassing digital and print media alike. By adhering to these guidelines, we reinforce our values and messaging, fostering a strong and enduring brand presence.



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HAPPINESS SUPPLIED



















Jane Tech Labs