

Brand Guideline



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Logo Meaning

This logo takes a modern and dynamic approach to the new identity of One Sales. The customised “A” symbol features a continuous, flowing form that represents movement, progress, and growth, reflecting a brand that is always moving forward.

The orange “A” represents energy, ambition, and action, while the dark typography adds strength, professionalism, and reliability. The connection between the symbol and wordmark represents “ONE” – one vision, one team, and one direction towards growth.

Overall, the identity is bold, energetic, contemporary, and versatile for long-term branding.



Clear Space

The clear space around the AONE Sales logo ensures the identity remains clean, visible, and impactful across all applications. It prevents the logo from feeling crowded by text, images, or other elements.

A minimum clear space should always be maintained around the logo, based on the proportions of the symbol. No visual elements should enter this protected area, ensuring the AONE Sales identity stays balanced, professional, and instantly recognisable.



Logo Usage

The Aone Sales logo should always be used in its approved form to maintain a consistent and professional brand identity. Do not stretch, distort, rotate, or alter the logo in any way.

Use the appropriate logo variation based on the background to ensure clear visibility, strong contrast, and consistent brand recognition across both digital and print applications.



Slide Watermark

The Aone Sales watermark is designed to strengthen brand visibility while keeping a subtle and professional presence. It works as a background element that complements the content without distracting from the main message.

Use the watermark with low opacity and careful placement, preferably in corners or as a soft background highlight. It should never affect readability or compete with key visuals, helping maintain a clean, consistent, and premium brand experience across presentations and marketing materials.



Logo Sizing

The Aone Sales logo is designed to maintain clarity, balance, and strong visual impact at different sizes. Always scale the logo proportionally to preserve the relationship between the symbol and typography.

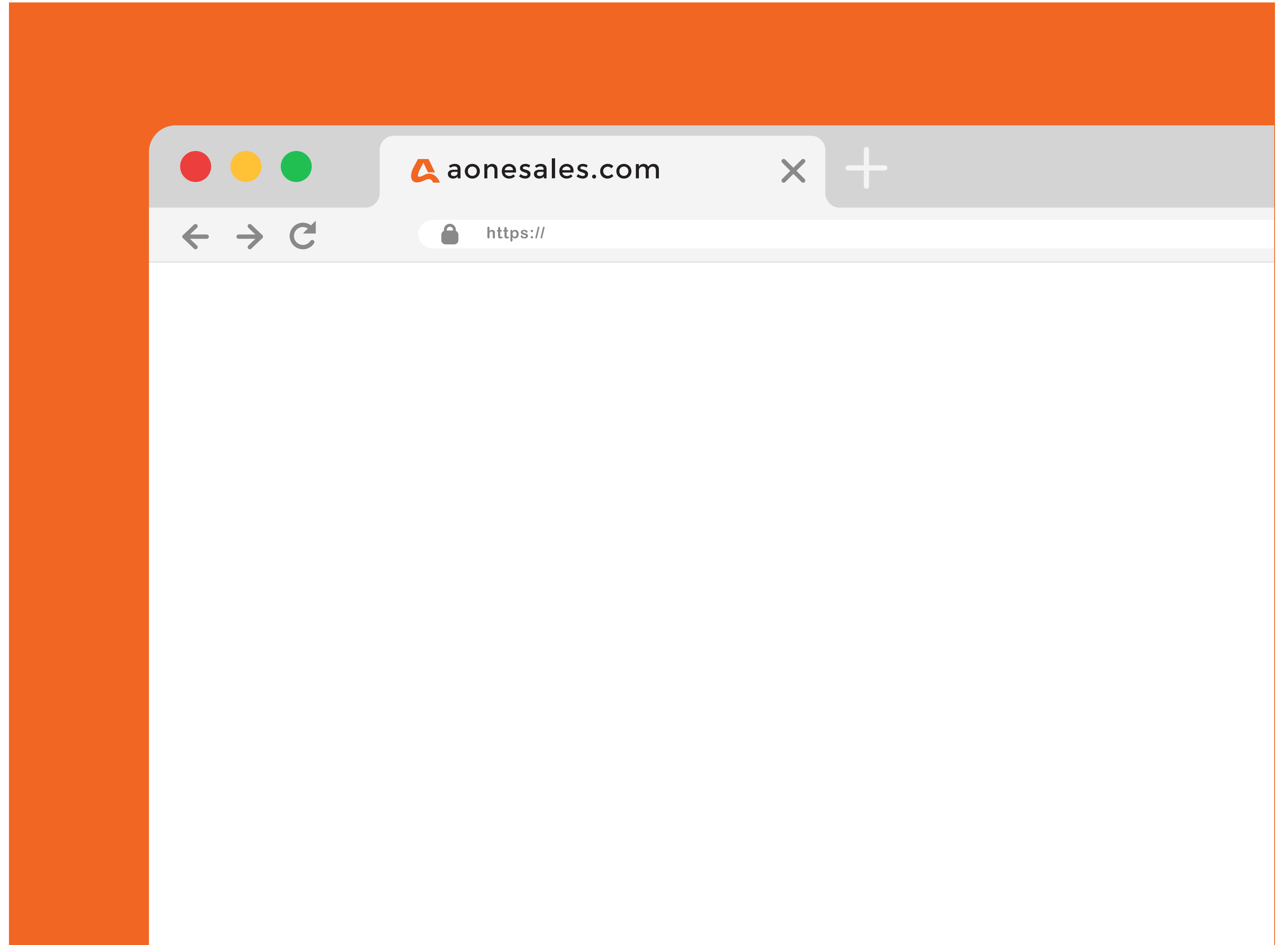
Use the appropriate size based on the application, while ensuring the logo remains clear, legible, and recognisable. Avoid reducing the logo beyond its minimum size, as excessive scaling may affect readability and visual detail.



Favicon

The Aone Sales favicon is a simplified version of the brand symbol, created specifically for small digital applications such as browser tabs, bookmarks, and web icons.

Its compact and recognisable design helps maintain brand visibility even at minimal sizes. The favicon should always use the approved brand colours and remain clear against its background, ensuring a consistent and professional digital identity across platforms.



Logo Misuses

The Aone Sales logo should always be used in its approved form to maintain a strong and consistent brand identity. It must not be stretched, distorted, rotated, or altered, and the approved colours and proportions should always be maintained.

Avoid using the logo with unapproved colours, effects, or treatments, or placing it on busy and low-contrast backgrounds. Correct usage ensures the logo remains clear, professional, recognisable, and consistent across all brand applications.

× 	× 	× 
× 	× 	× 

Primary Colour

The Aone Sales colour palette is designed to reflect the brand’s energy, professionalism, and modern character. The vibrant orange represents energy, creativity, and action, while the deep navy communicates strength, trust, and reliability. Supporting light grey and white provide balance and a clean, contemporary feel.

These colours should be used consistently across all brand materials to create a strong, recognisable, and cohesive visual identity. Maintaining the approved colour values ensures consistency across both digital and print applications.

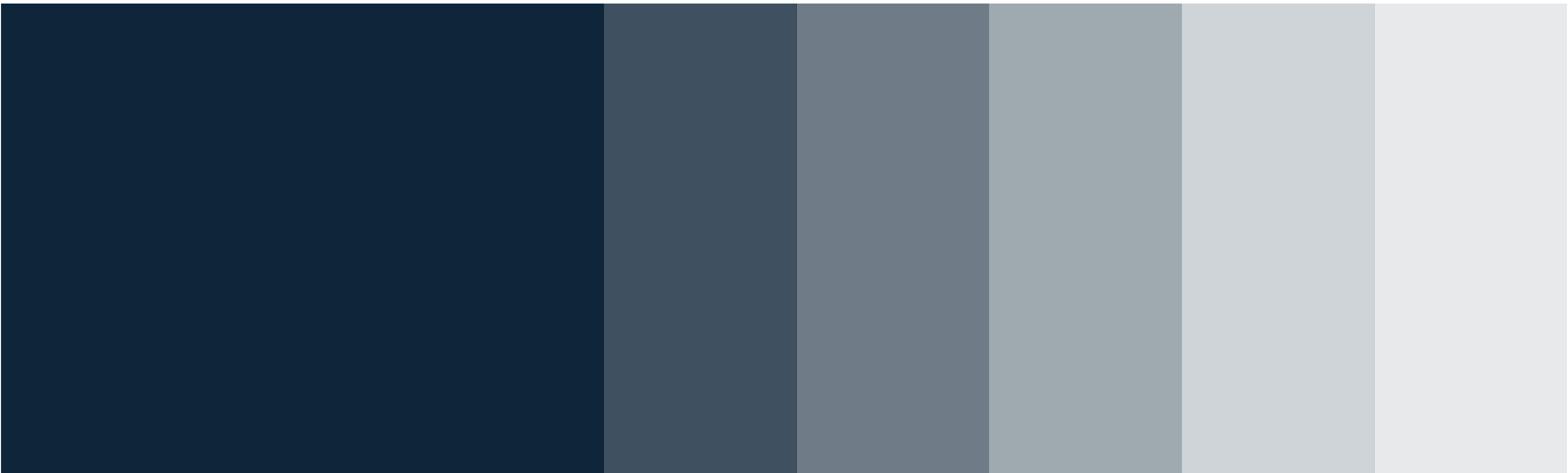
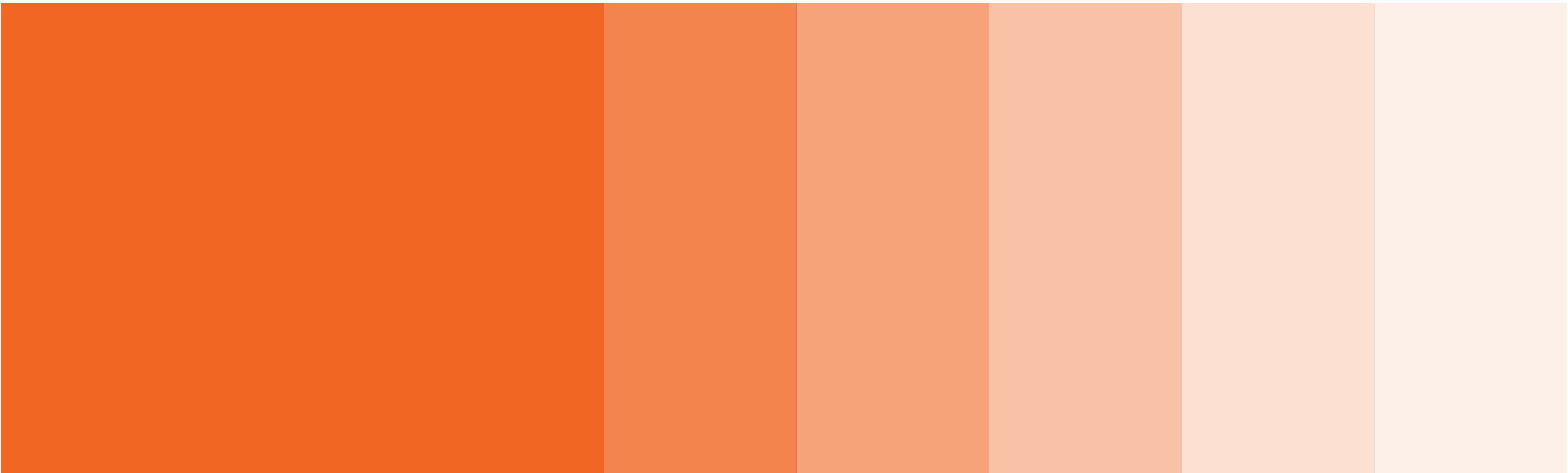
#f16622	C : 1%	#0f263a	C : 94%	#f1f2f2	C : 4%	#ffffff	C : 0%
R : 241	M : 74%	R : 15	M : 77%	R : 241	M : 2%	R : 255	M : 0%
G : 102	Y : 99%	G : 38	Y : 50%	G : 242	Y : 3%	G : 255	Y : 0%
B : 34	K : 0%	B : 58	K : 56%	B : 242	K : 0%	B : 255	K : 0%



Secondary Colour

The Aone Sales secondary colour palette is designed to complement the primary colours while adding flexibility and visual depth to the brand identity. The range of orange and navy tones creates hierarchy, supports key elements, and allows for a balanced and modern visual system.

These shades should be used thoughtfully to support the primary palette without overpowering it. Consistent use of the approved secondary colours helps maintain a cohesive, professional, and recognisable brand presence across all communications.



Font Family

The Aone Sales typography uses Montserrat to create a clean, modern, and professional visual identity. Its bold and geometric character provides strong readability while giving the brand a confident and contemporary look.

The selected weights – Light, Regular, Medium, Semibold, Bold, and Extrabold – provide flexibility across different communication needs. Consistent use of the font family helps maintain clear hierarchy and a cohesive brand appearance across digital, print, and marketing materials.

Montserrat

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Light
Regular
Medium
Semibold
Bold
Extrabold



Business Card

The Aone Sales business card is designed to create a clean, professional, and modern brand impression. The balanced layout, bold typography, and signature orange and navy colours ensure important information remains clear while reinforcing the brand identity.

The design follows a minimal and consistent visual approach, with strong spacing and distinctive brand elements. Using the approved logo, colours, and typography ensures a cohesive identity and a polished, memorable presentation across professional interactions.



Letterhead

The Aone Sales letterhead is designed to present a clean, professional, and trustworthy brand image. The structured layout combines the logo, brand colours, and essential contact details to create a clear and consistent format for all official communications.

The design maintains a minimal and balanced appearance, with strong alignment and purposeful use of brand elements. Consistent application of the approved logo, colours, typography, and watermark ensures a polished and recognisable identity across all business documents.



Envelope

The Aone Sales envelope is designed to create a clean, professional, and distinctive brand impression across all official communications. The bold navy and orange palette, combined with the signature brand symbol, gives the envelope a modern and recognisable appearance.

The design follows a minimal and balanced approach, keeping essential contact details clear while using strong brand elements for visual impact. Consistent use of the approved colours, logo, and typography ensures a cohesive



Mug

The Aone Sales mug is designed to bring the brand into everyday use while maintaining a clean, modern, and professional appearance. The logo and signature orange element create a distinctive look that keeps the brand visible without feeling overwhelming.

The design follows the approved colours, logo proportions, and spacing, ensuring a balanced and premium finish. Its simple yet impactful treatment makes it suitable for office use, client gifting, and promotional branding.



Payment Scanner

The Aone Sales Payment Scanner is designed to provide a convenient, clear, and professional way to share business and payment details. It combines the brand identity with essential GST, bank, and UPI information, making payments quick and accessible.

The layout follows the approved brand colours, typography, and visual elements, ensuring important details remain easy to understand. Its compact and branded format is ideal for counter displays, customer interactions, and everyday business payments.



Tshirt

The Aone Sales T-shirt is designed to create a modern, energetic, and professional look while strengthening brand visibility. The bold orange graphic, combined with the navy and white colour options, creates a distinctive and recognisable branded appearance.

The design follows the approved logo, colours, proportions, and placement guidelines, ensuring the brand remains clear and consistent. Suitable for team uniforms, events, field staff, and promotional use, the T-shirt brings the Aone Sales identity into everyday wear.



Bill

The Aone Sales bill is designed to present a clear, professional, and organised format for business transactions. The structured layout combines essential billing details with the brand logo and signature orange accents, creating a strong and consistent brand presence.

The design prioritises clarity, readability, and easy access to important information, including customer details, items, payment information, and banking details. Consistent use of the approved branding ensures every transaction reflects a professional and trustworthy Aone Sales identity.

BILL OF SUPPLY

ORIGINAL FOR RECIPIENT

Delivering safety, everytime.

AONE SALES A ONE SALES Shop No 03, Shiv Samadha Complex, Golibar Chowk, Nagpur, Maharashtra, 440002 Mobile: 7387302062 Email: aonesalesve@gmail.com				
BILL TO CL. SARFARAZ ALAM Mobile: 9890060256		Invoice No. AO/SL/26-27/1010 Invoice Date 19/08/2026 2:56 PM Due Date 25/08/2026		
S.NO.	ITEMS	QTY.	RATE	AMOUNT
1	Orient Falcon Deco 900mm C/F MBC HS 140	1 PCS	2,900	2,900
TOTAL		1		₹ 2,900
Received Amount: ₹ 0		Previous Balance: ₹ 0		Current Balance: ₹ 2,900
Bank Details Name: Dipesh Mulchandani IFSC Code: KKBK0001833 Account No: 3512985582 Bank: Kotak Mahindra Bank, DHARAMPETH BRANCH		Payment QR Code PhonePe / Google Pay / PayTM UPI ID: dinky965@oksbi		Authorised Signatory For A ONE SALES

Bags

The Aone Sales bags are designed to extend the brand identity into everyday customer interactions and promotional use. The bold combination of navy, orange, and white, along with the distinctive logo, creates a strong and recognisable visual presence.

The design maintains the approved brand colours, logo proportions, and spacing, ensuring a clean and professional finish. Available in multiple sizes, the bags offer a practical way to reinforce the Aone Sales brand while carrying products or promotional materials.



Sinage

The Aone Sales signage is designed to create a bold and highly visible brand presence in outdoor and real-world environments. The strong combination of navy, orange, and white, along with the prominent logo, ensures quick recognition from a distance.

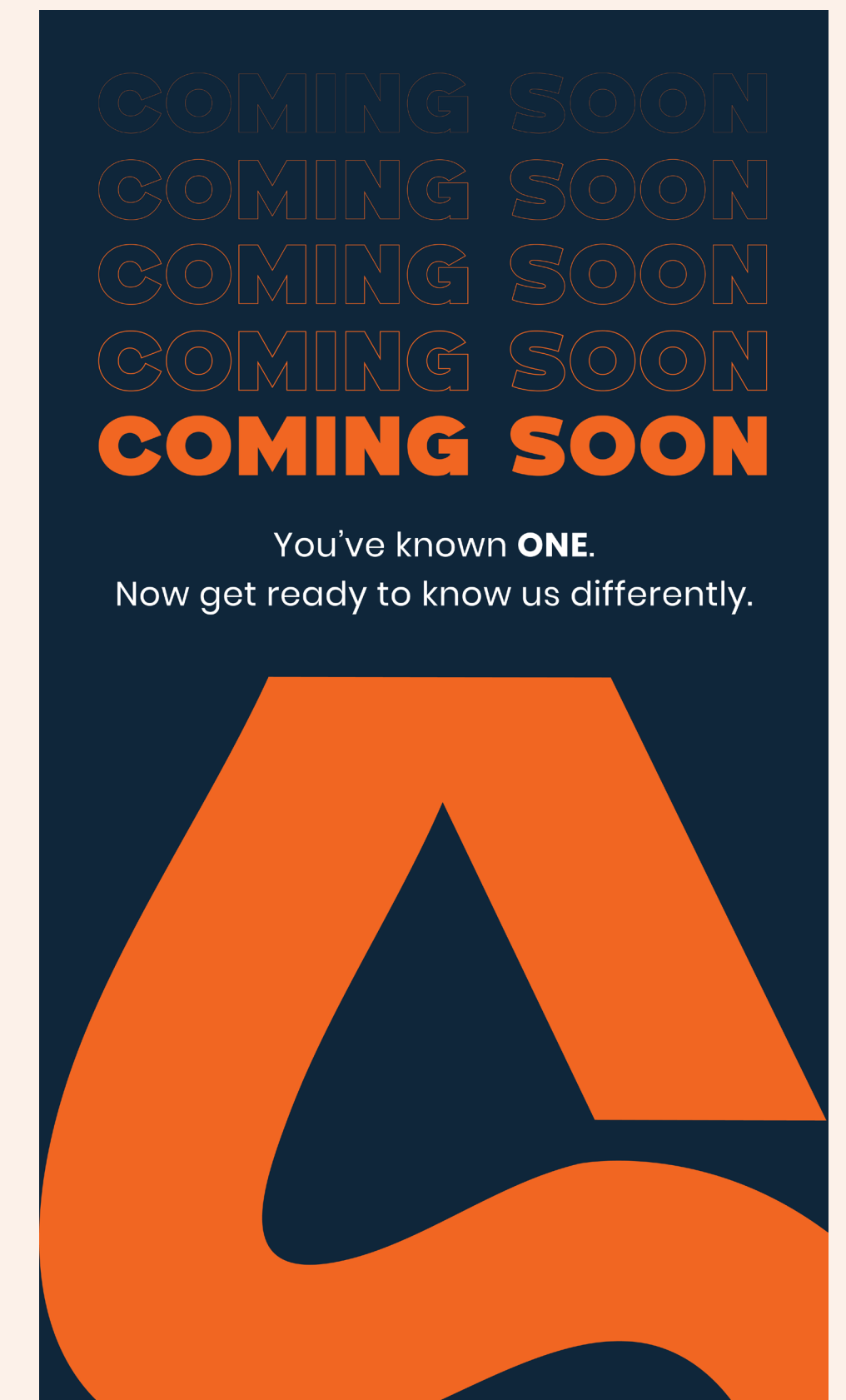
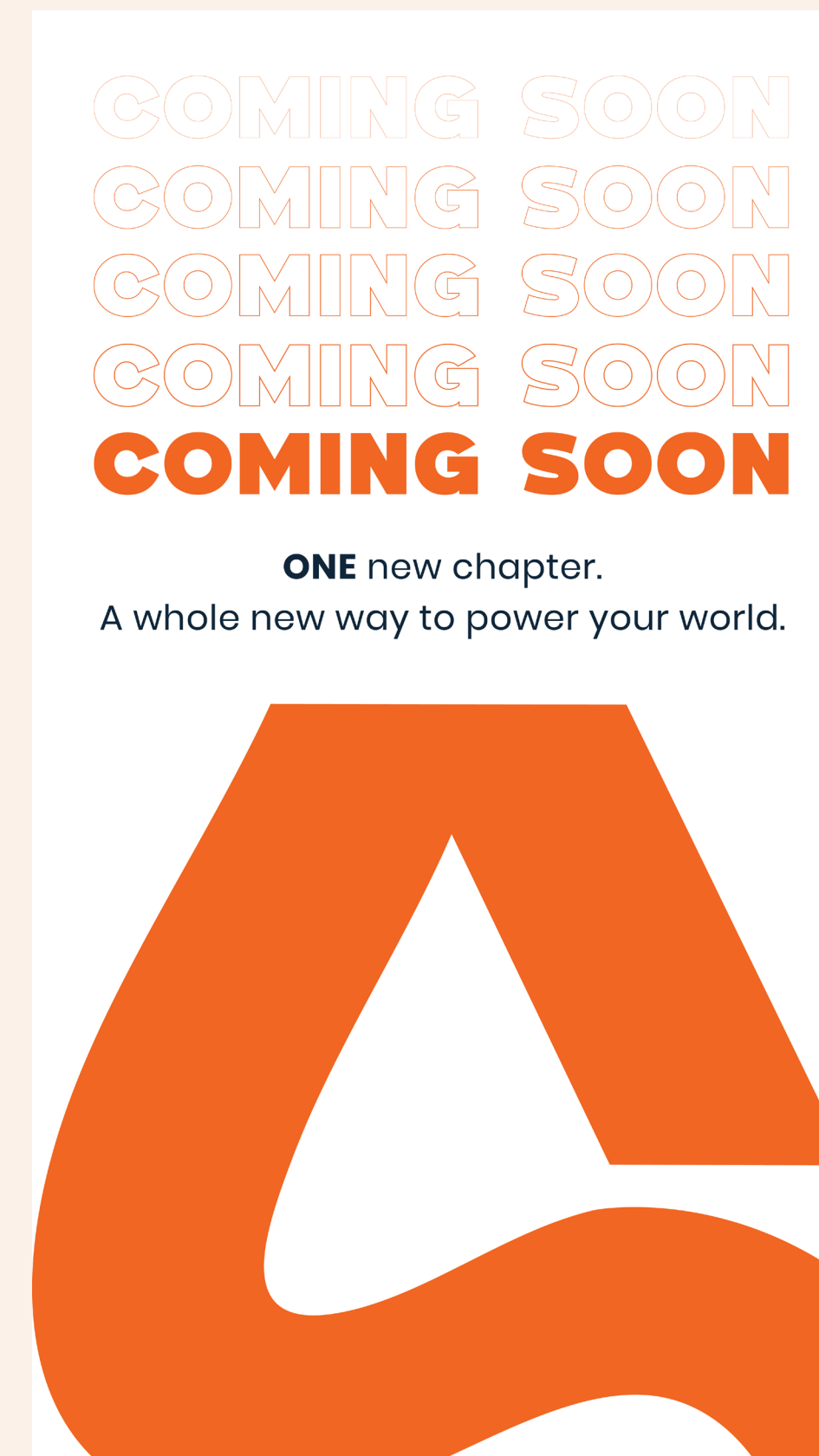
The design follows the approved brand colours, logo proportions, and typography, while maintaining clear hierarchy and readability. Its impactful layout makes it suitable for building signage, storefronts, hoardings, and other large-format applications, ensuring a consistent and professional brand presence.



Social Media

The Aone Sales social media creatives are designed to build a strong and consistent digital presence across social platforms. The bold use of the brand symbol, orange, navy, and white creates an eye-catching visual style while keeping the communication simple and recognisable.

The creatives follow a consistent layout, typography, and colour system, allowing different posts to feel connected as part of one brand identity. The flexible colour variations provide visual variety while maintaining a bold, modern, and professional Aone Sales presence online.





**Thank
You**