



Brand Guidelines

The Sheela Foam brand communication

Who we are

Sheela Foam is leading the science of comfort in three continents. With 18 benchmark manufacturing plants in Europe and the Asia Pacific, it is among the most R&D-driven foam manufacturers in the world. For more than 50 years Sheela Foam is driving the foam industry with competence and commitment to quality thus becoming an establishment for benchmark innovation.

What we say, what we’re like

We are the pioneers of innovation in the foam industry and have introduced the comfort of foam to a generation. We are behind the organized market that made the product and the whole industry respectable, adding professionalism and trust to it.

We are proud leaders in technology and highly committed to reshaping the concept of comfort, convenience, and luxury.

Voice and tone

Factual and unambiguous exemplifying the science and achievement of Sheela Foam with bold and precise statements.

Distilled and pragmatic communication that respects the sensibility of a mature establishment and embracing the vision of a modern business.

Innovative and committed Sheela Foam always stays ahead with new technology and innovations in the industry. It is confident of its R&D, quality and integrity. We are equally committed to the society and our customers’ delight.

Sheela Foam old logo



SHEELA GROUP

The symbol

The brand symbol is updated for a time and Sheela Foam’s involvement with technology and good lifestyle. The symbol is redrawn and tidied up to look modern, smart, and attuned to Sheela Foam’s commitment to comfort, sophistication and luxury.



The Sheela Foam lettering

The Sheela Foam lettering is carefully crafted on top of the amplitude typeface to make the identity distinct and ownable. The letters have clean and crisp forms with soft curves and subtle tapered terminals. The squarish and forward leaning letters gives the Sheela Foam identity a sense of dynamism and stability at the same time.

SheelaFoam



The Sheela Foam logo

The new Sheela Foam identity is a combination of the symbol and the logotype designed to be modern, competent, and dynamic: a pursuer of constant innovation. The custom lettering makes the identity distinct and ownable. Its clean forms with abundant softness signify Sheela Foam’s endeavor for comfort and luxury.



Logo clearance

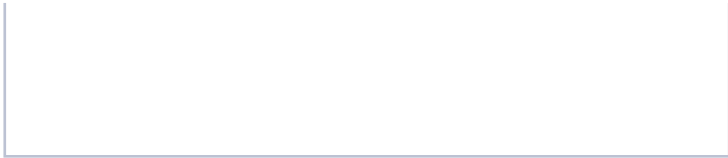
The minimum space needed is defined by a clearance zone, to protect the intrusion of other elements in the same canvas.

A clearance zone of the size of the primary symbol should be kept on all sides for the primary logo.



Logo with 50 years of Excellence and three global locations units

The primary logo can be used independently or combined with the three global locations and/or the 50 Years of Excellence unit.



Global locations unit



50 Years unit

Logo lockup clearance

A clearance zone of the size of the primary symbol should be kept on all sides for the logo lockups.



Usage on brand colour background



Single colour



Stationery



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Sheela Foam Ltd.
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• Greater Noida • Talwada • Punjab • Erode

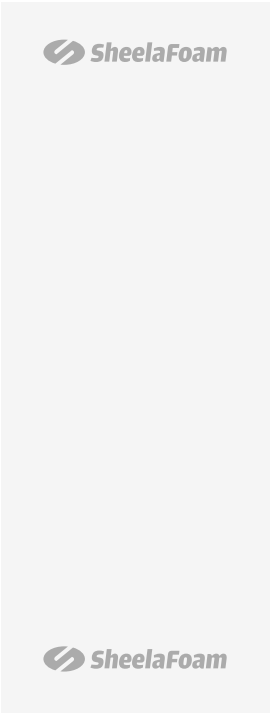
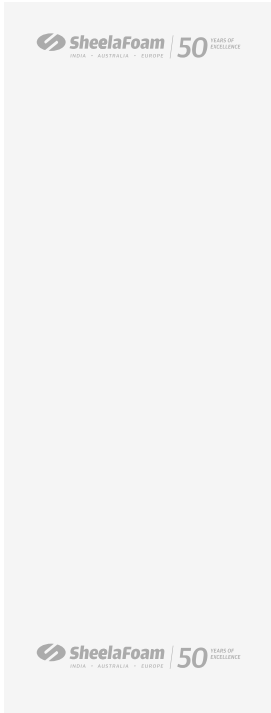
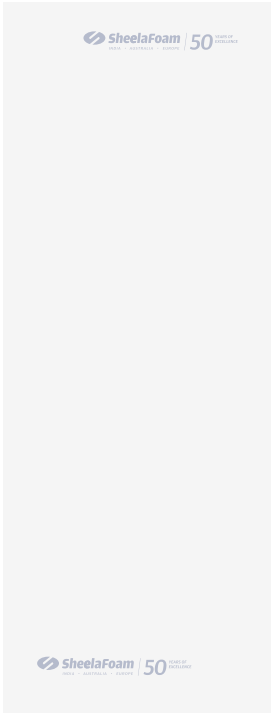
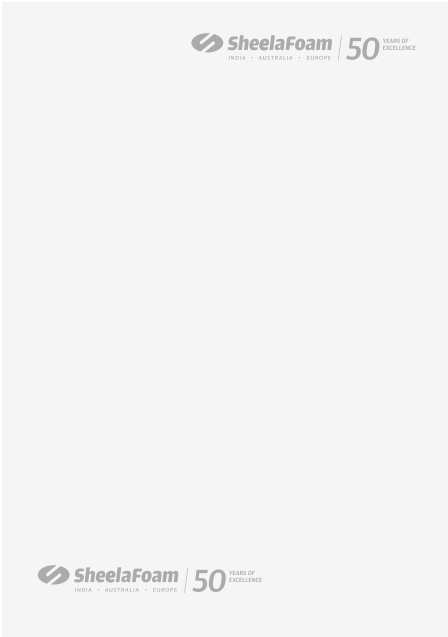
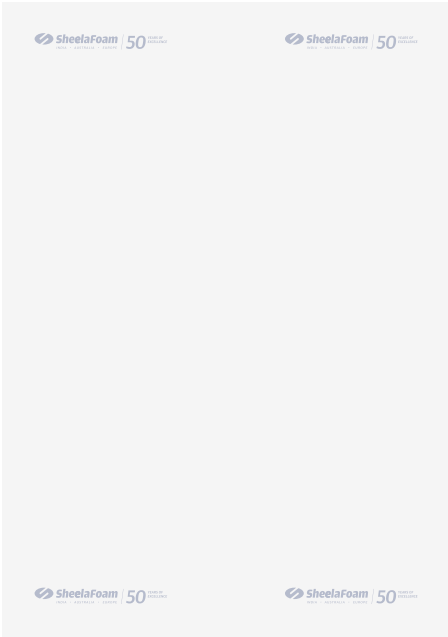
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Logo usage in layouts

Either the primary logo or the combined unit should be placed preferably in any one of the corners in a layout. For narrow vertical layouts (like banners, standees etc.) place the logo unit close to the top or the bottom edge.



Logo misuse

Steer away from practices that will hurt the consistency of the brand identity.

Don't use alternate lockups



Don't rotate the logo



Don't distort the logo



Don't use non-brand colours



Don't place on dark backgrounds



Don't place on busy backgrounds



Don't change the primary logo lockup



Don't create a vertical lockup



Typography

Amplitude is a typeface that combines function with style and designed for maximum readability. Its clean and crisp forms with soft curves and subtle tapered terminals provide the perfect balance of industrial competence and luxury of comfort.

Headlines

Headlines can be set in Amplitude bold with an option to skew the headline by 7°.

Body copy

The body copy is set in Amplitude Wide Regular.

Leading the science of comfort in three continents

Amplitude Bold; leading/line-height 100% of type size; letter-spacing -15, skew angle 7°

18 benchmark manufacturing plants in Europe and the Asia Pacific. Among the most R&D driven foam manufacturers in the world. A leader in Polyurethane (PU) Foam, Sheela Group is a multi-billion rupee entity. It has a nationwide presence in manufacturing PU Foam with a global marketing perspective and an impeccable track record, since 1971. Sheela Group is committed to a one-point programme that of bringing comfort, convenience and luxury to enhance the lifestyle of a modern man.

Amplitude-Wide Regular

Brand colours

Primary Blue

Primary colour for Sheela Foam.

Secondary Gold

Gold should be used judiciously to highlight important elements.

Secondary Blue (Print)

To be combined with primary blue in print works. It’s usage should be always less than the primary blue when used together.

Secondary Blue (Web)

To be used for web colours.

Primary Blue

Print

Process Colour
C 98 | M 88 | Y 24 | K 10

Spot Colour
PANTONE 280 C

Web and screen displays

R 32 | G 51 | B 108
#20336c

Secondary Gold

Print

Process Colour
C 24 | M 36 | Y 55 | K 4

Spot Colour
PANTONE 4665 C

Web and screen displays

R 189 | G 155 | B 119
#bd9b77

Secondary Blue (Print)

Process Colour
C 70 | M 22 | Y 0 | K 0

Spot Colour
PANTONE 2171 C

Web and screen displays

R 55 | G 160 | B 218
#37a0da

Secondary Blue (Web)

Web and screen displays

R 12 | G 55 | B 165
#0c37a5

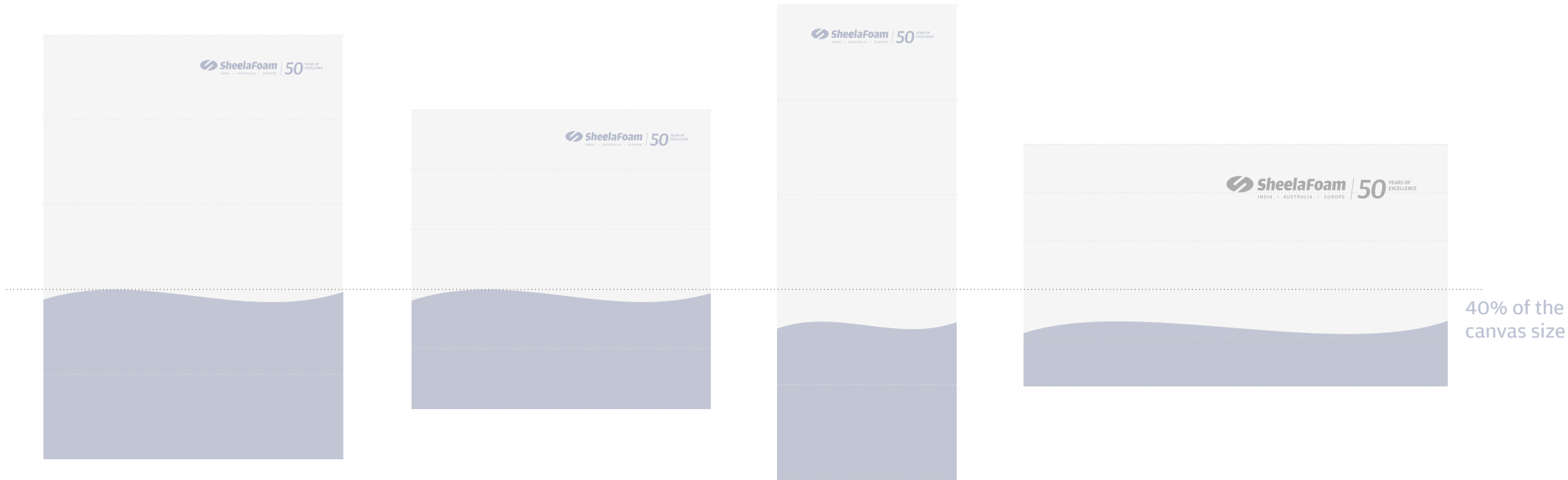
Secondary Blue (Web)

Web and screen displays

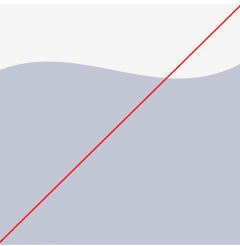
R 19 | G 32 | B 69
#132045

Wave graphic element

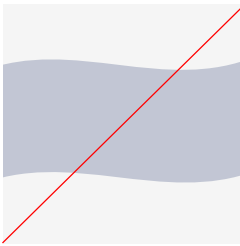
The wave graphic adds warmth and a touch of softness to the design layout. It can be used to create a division in the layout. When used in a design it should be placed at the bottom edge of the layout taking not more than 40% of the canvas size (or 2/5th) and should occupy a minimum of 20% of the canvas size (1/5th).



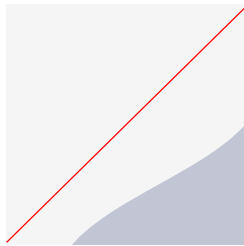
Misuse



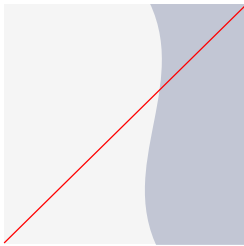
More than 40% of the canvas size



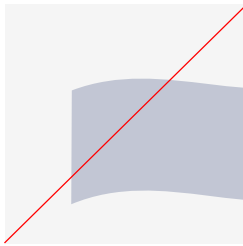
Placing on the middle of the canvas



Placing on an angle



Placing vertically on the canvas



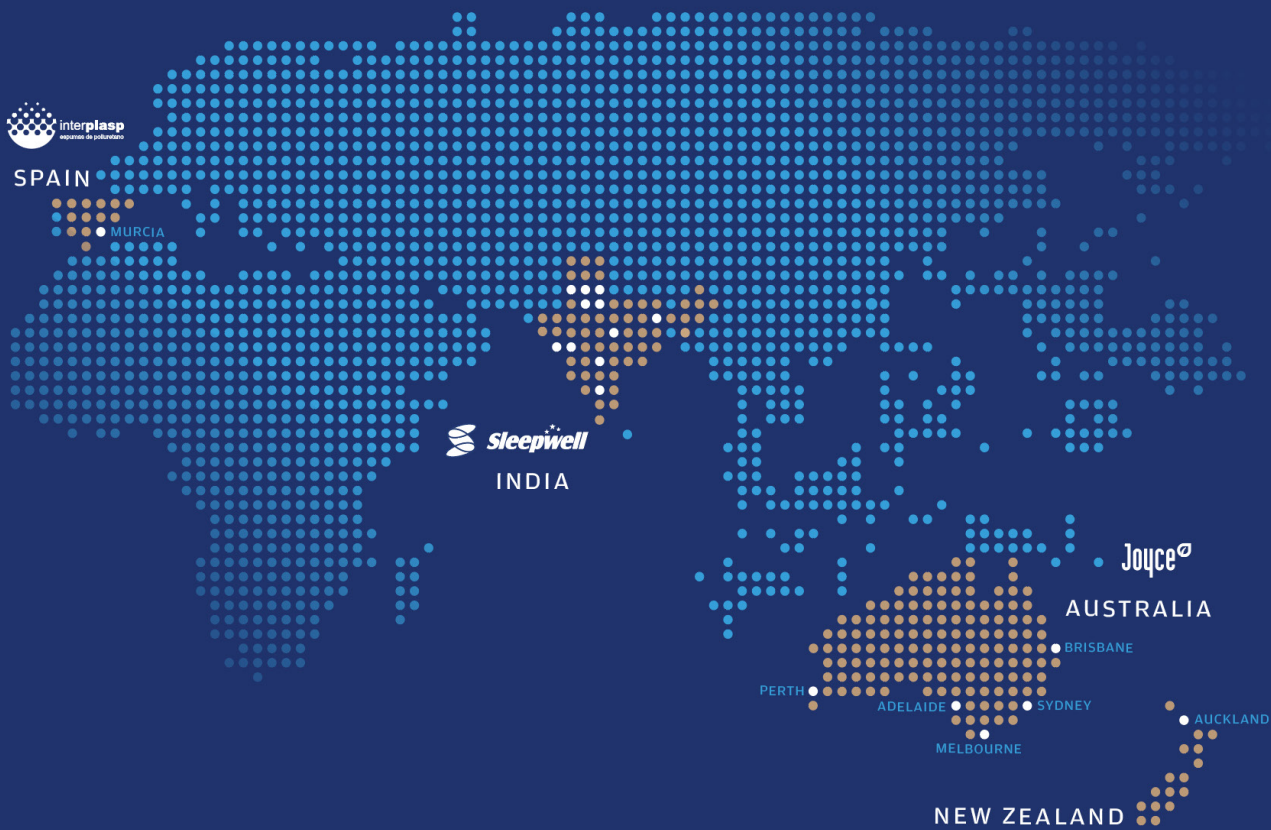
Placing a cropped version of the wave on the canvas

Visual language examples

Poster

Leading the science of comfort
in three continents

18 benchmark manufacturing plants in Europe and the Asia Pacific. Among the most
R&D driven foam manufacturers in the world




SheelaFoam | 50 YEARS OF EXCELLENCE
INDIA • AUSTRALIA • EUROPE

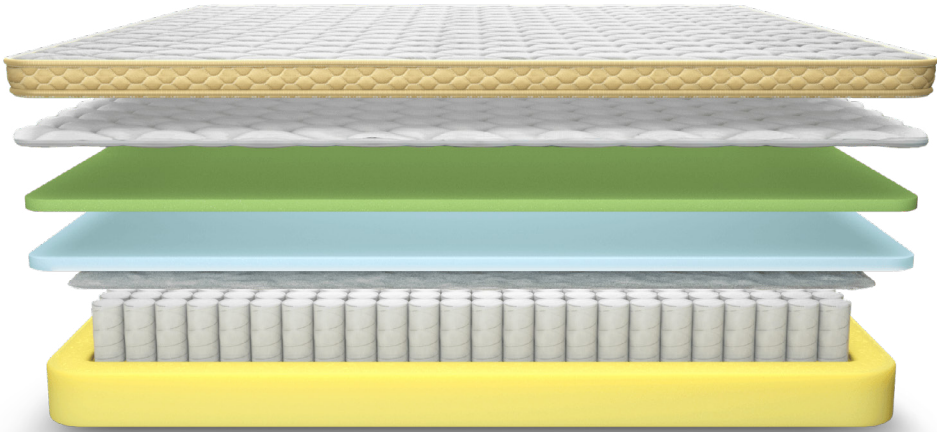
Sleepiwell SLEEPX STARLITE Lamiflex featherfoam Joyce interpiasp

Visual language examples

News/magazine full page advertisement format



The next memory foam



INTRODUCING HYGROFLEX

27%
faster heat
dissipation

32%
high pressure
relief

67%
better body conformation regardless
of ambient temperature

Hygroflex Comfort Layer

An innovation by Joyce Australia, supported by clinical research with RMIT University, AU.

Made on Variable Pressure Foam (VPF) technology, eliminating use of toxic chemicals. Hygroflex improves sleep efficiency through increased comfort and active response to the body.

Joyce, AU is a part of the Sheela Foam Group of companies, dedicated to developing innovations in sleep.

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Visual language examples

PowerPoint template

