

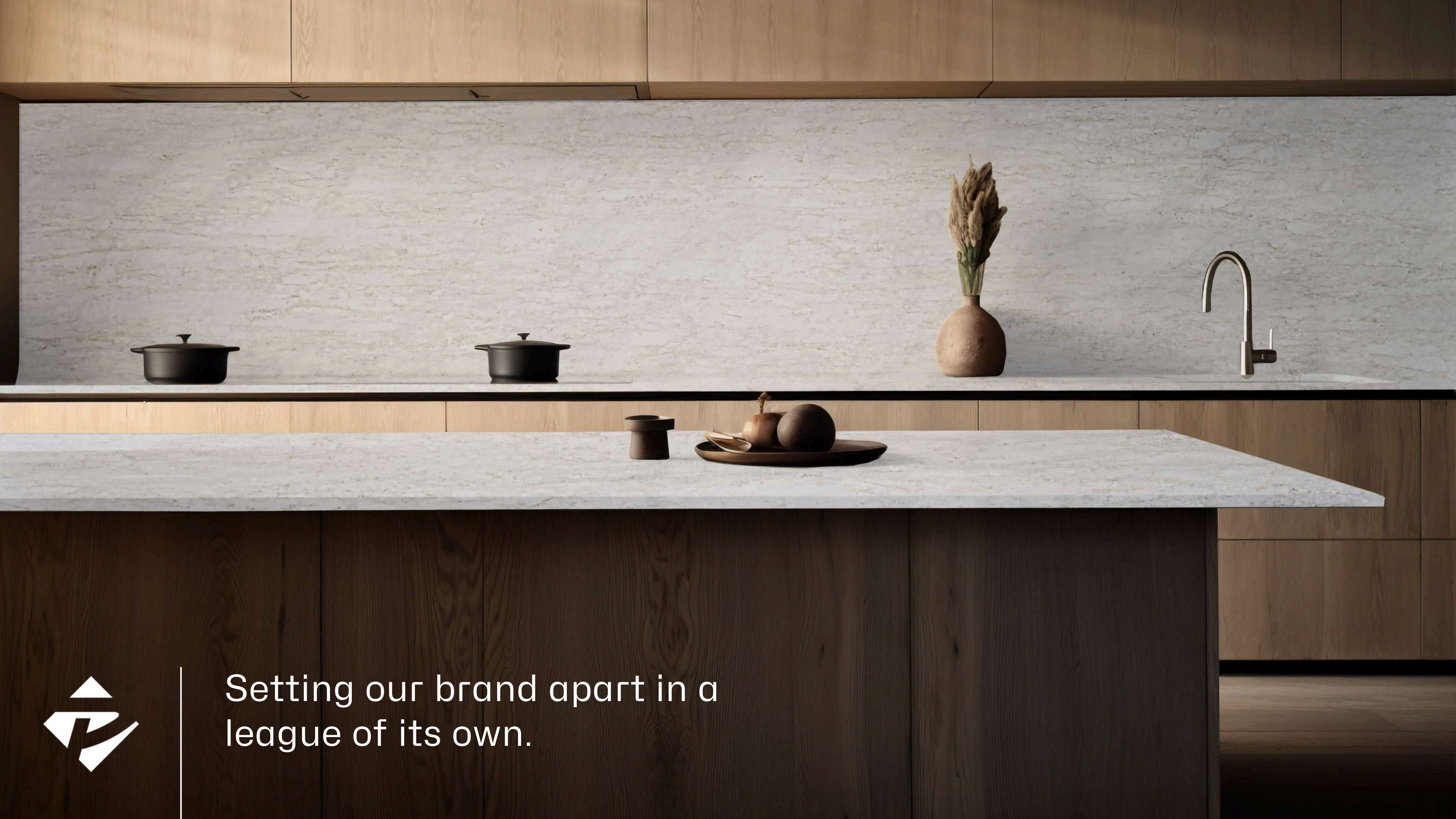


PACIFIC

BIGGER. BOLDER. BETTER.

Brand Manual & Marketing Collateral





Setting our brand apart in a league of its own.

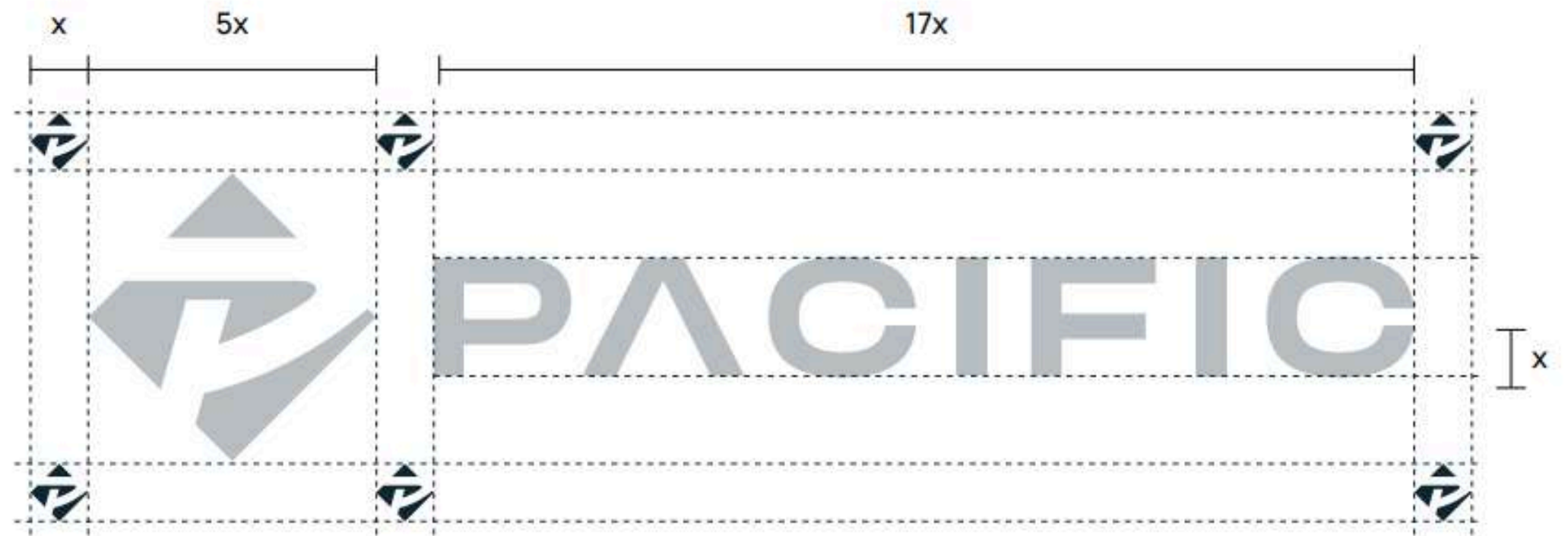
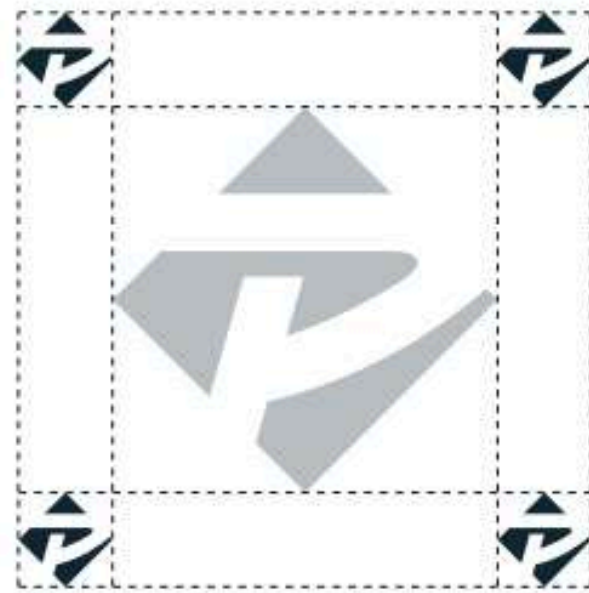
Brand Logo



Logo Grid



Clear Space



Legible Sizes



120mm | A2



70mm | A3



60mm | A4/A5



Minimum Size
40mm | 120px



Smaller
applications



App Icon / Favicon
32 x 32px

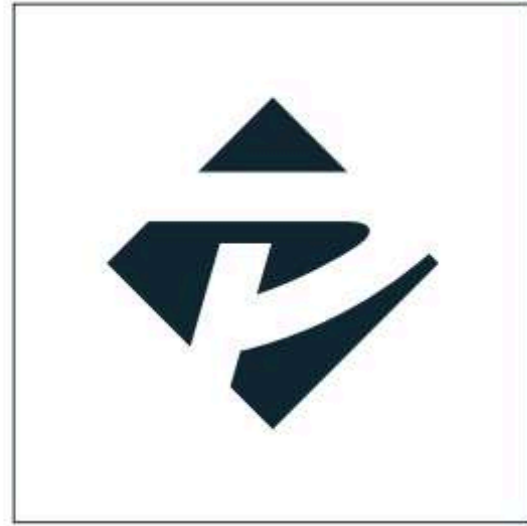


App Icon / Favicon
32 x 32px



App Icon / Favicon
32 x 32px

Logo Usage



Incorrect Logo Usage



Color Palette

#FFFFFF

R: 255 , G: 255 , B: 255

C: 0% , M: 0% , Y: 0% , K: 0%

#DAE1E8

R: 218 , G: 225 , B: 232

C: 13% , M: 7% , Y: 4% , K: 0%

#9AA8B6

R: 154 , G: 168 , B: 182

C: 42% , M: 27% , Y: 21% , K: 0%

#112732

R: 17 , G: 39 , B: 50

C: 89% , M: 70% , Y: 56% , K: 62%

Typography

Hubot Sans

Aa

LIGHT

Bb

REGULAR

Cc

MEDIUM

Dd

SEMIBOLD

Ee

BOLD

Ff

EXTRABOLD

Sample Cases

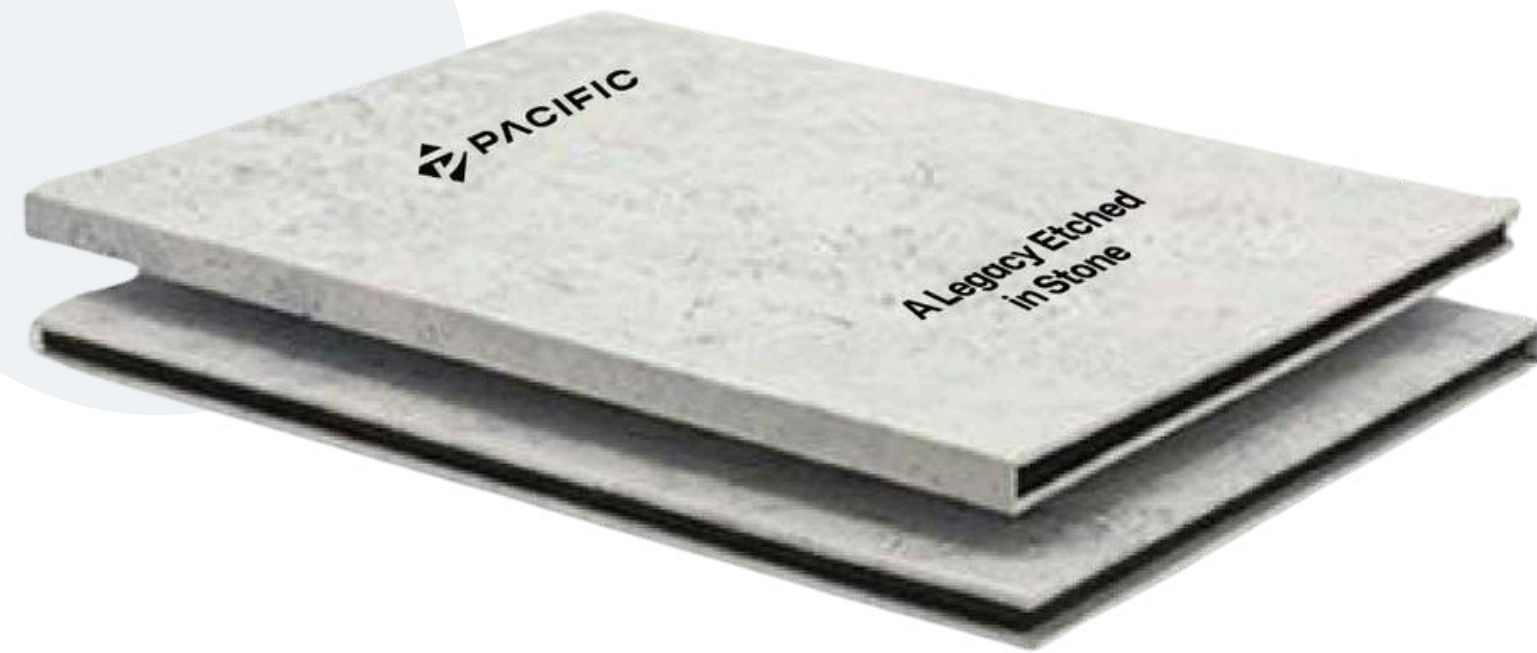


Sample cases holding the following sizes:

- **5 IN X 10 IN, 1 CM T (12.5 CM X 25 CM)
SAMPLE**
- **4 IN X 4 IN, 1 CM T (10 CM X 10 CM)
SAMPLE**
- **10 IN X 10 IN (25 CM X 25 CM) SAMPLE**
- **CUSTOM SIZE & DESIGNS
AS PER YOUR REQUIREMENT**



Sample Booklets



Sample booklets customized as per your requirements



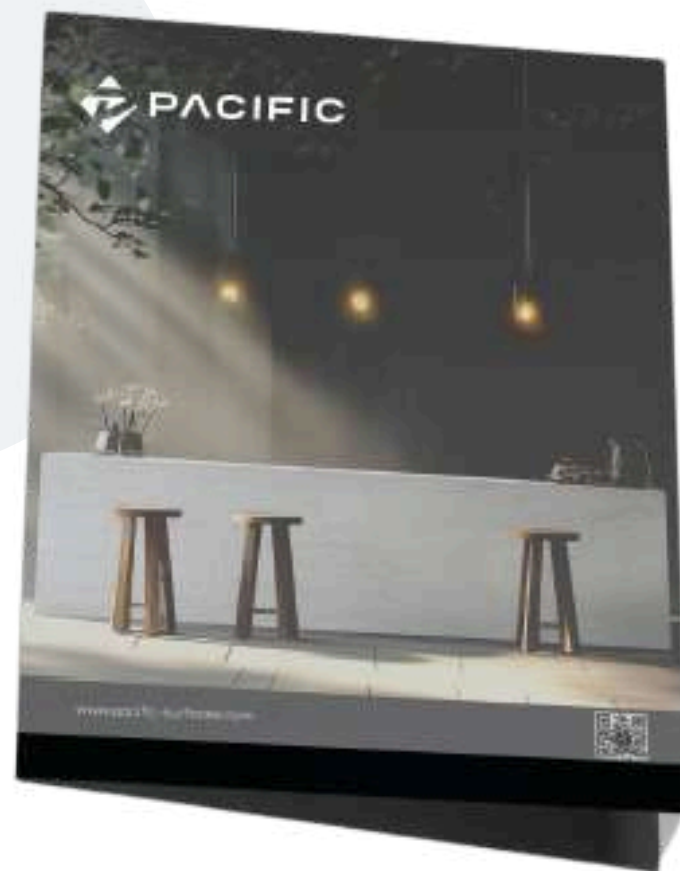
Color Swatches



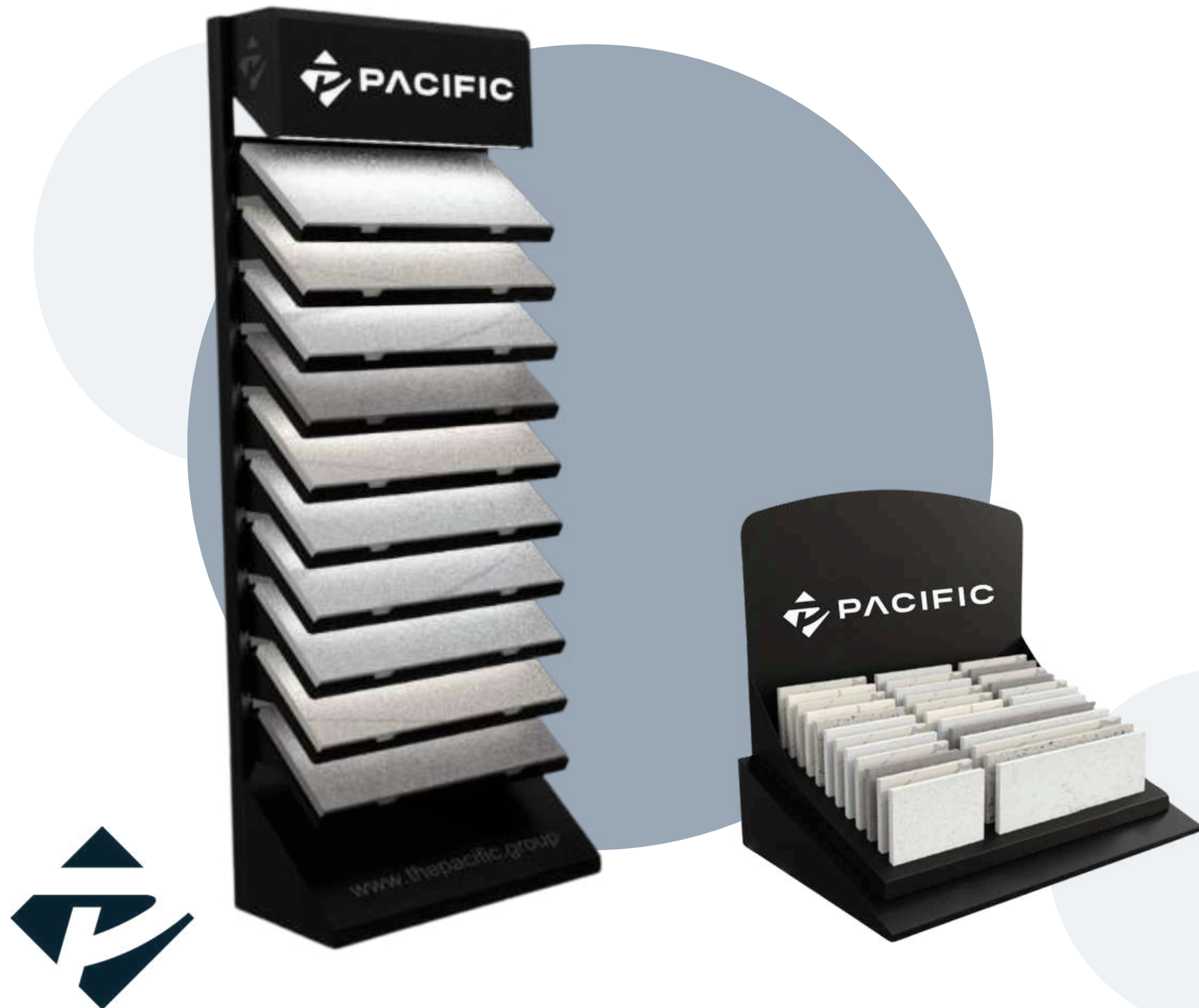
Color swatches customized as per your requirements



Color Swatches



Display Stands



- **FLOOR DISPLAY THAT CAN HOLD UPTO 10 SAMPLES OF 20" X 10" OR 20 SAMPLES OF 10" X 10"**
- **COUNTER DISPLAY THAT CAN HOLD UPTO 30 SAMPLES OF 5" X 10" OR 4" X 4"**
- **EXCLUSIVE COLOR DISPLAY - 24 " X 120 "**

Display Stands



**FLOOR DISPLAY THAT
CAN HOLD UPTO 12
SAMPLES OF 20" X 10" OR
20 SAMPLES OF 10" X 10"**



Rotating Display Stands



**ROTATING SAMPLE
DISPLAY TOWERS THAT
CAN HOLD UPTO 10
SAMPLES OF 10" X 10"**



Display Stands



**EXCLUSIVE COLOR
DISPLAY - 24" X 120"**



Display Stands



COUNTER DISPLAY THAT CAN HOLD UPTO 6 SAMPLES OF 10" X 10" OR 12 SAMPLES OF 5" X 10"

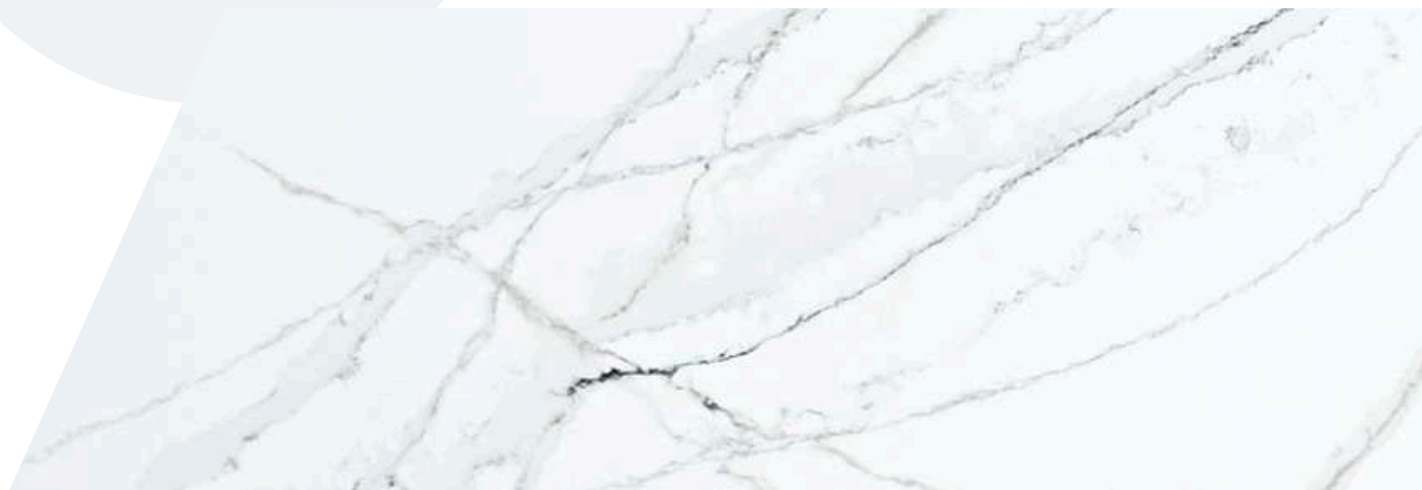


Exclusive Display

**COUNTER DISPLAY THAT CAN HOLD
A SAMPLE OF 10" X 10" OR 20" X 10"**



Free Trade Samples

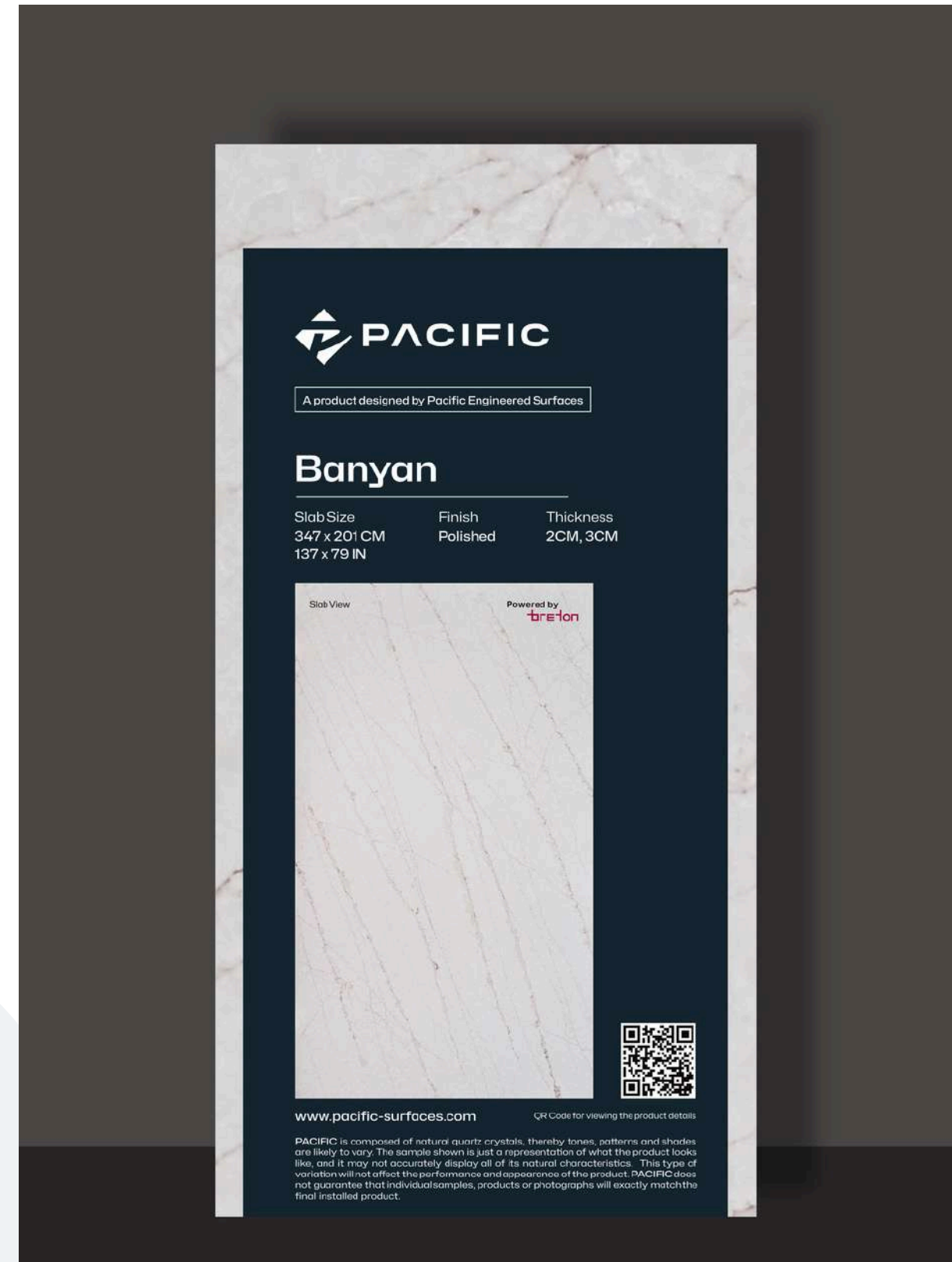
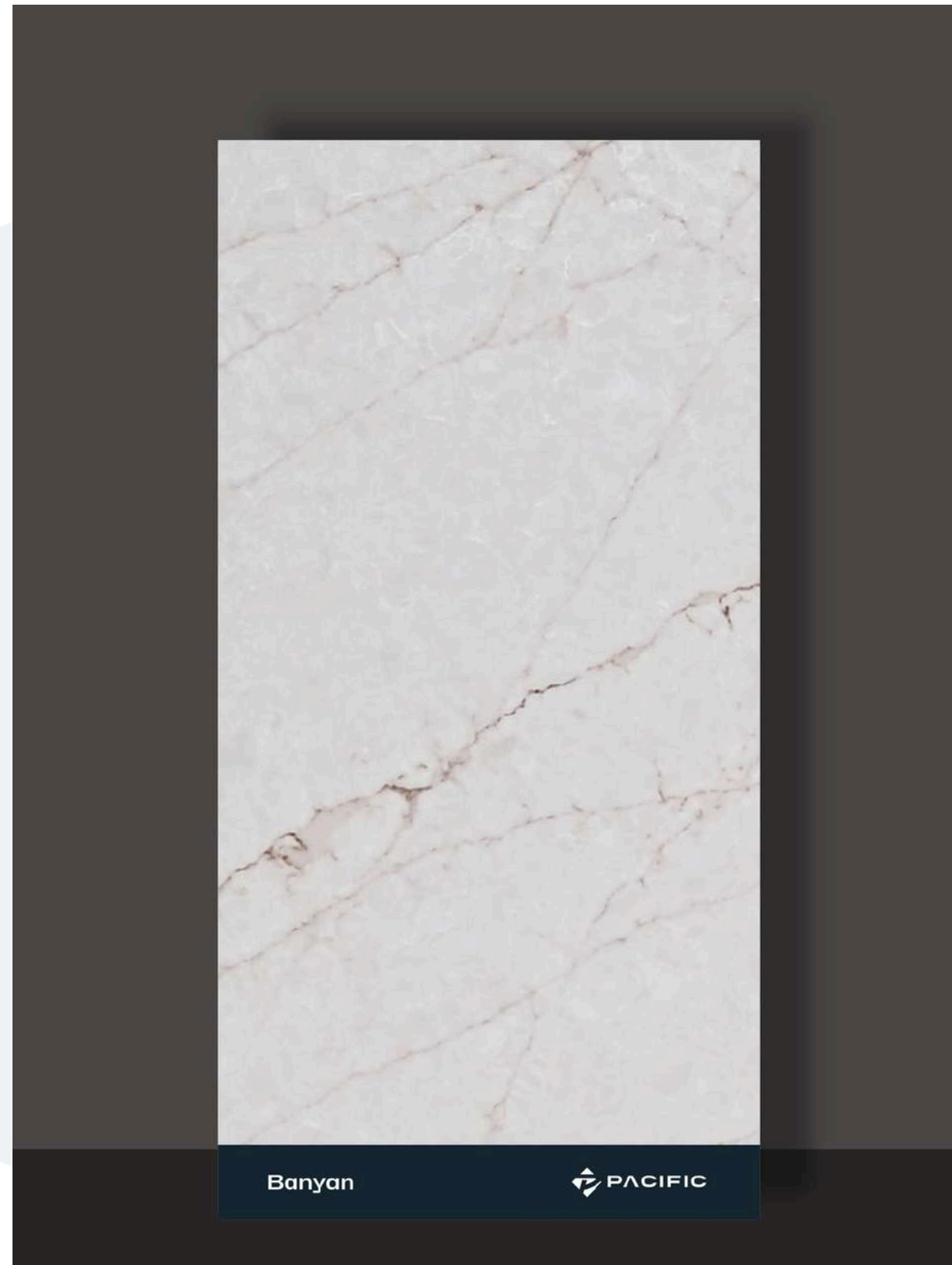


Our samples are available in the following sizes:

- **4" X 4" (10 CM X 10 CM)**
- **5" X 10" (12.5 CM X 25 CM)**
- **10" X 10" (25 CM X 25 CM)**
- **20" X 10" (50 CM X 25 CM)**
- **CUSTOM SIZE AS PER YOUR REQUIREMENT**

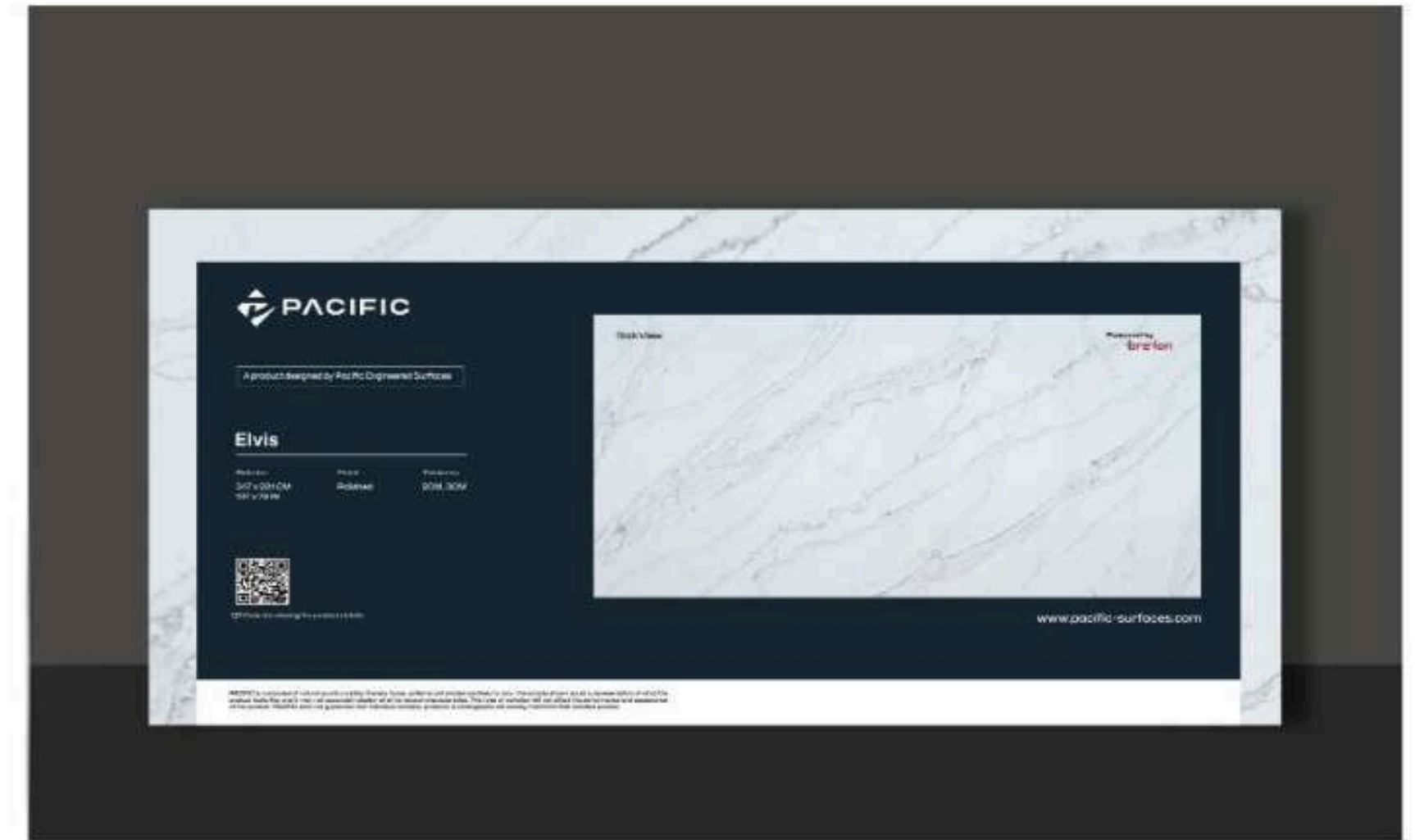
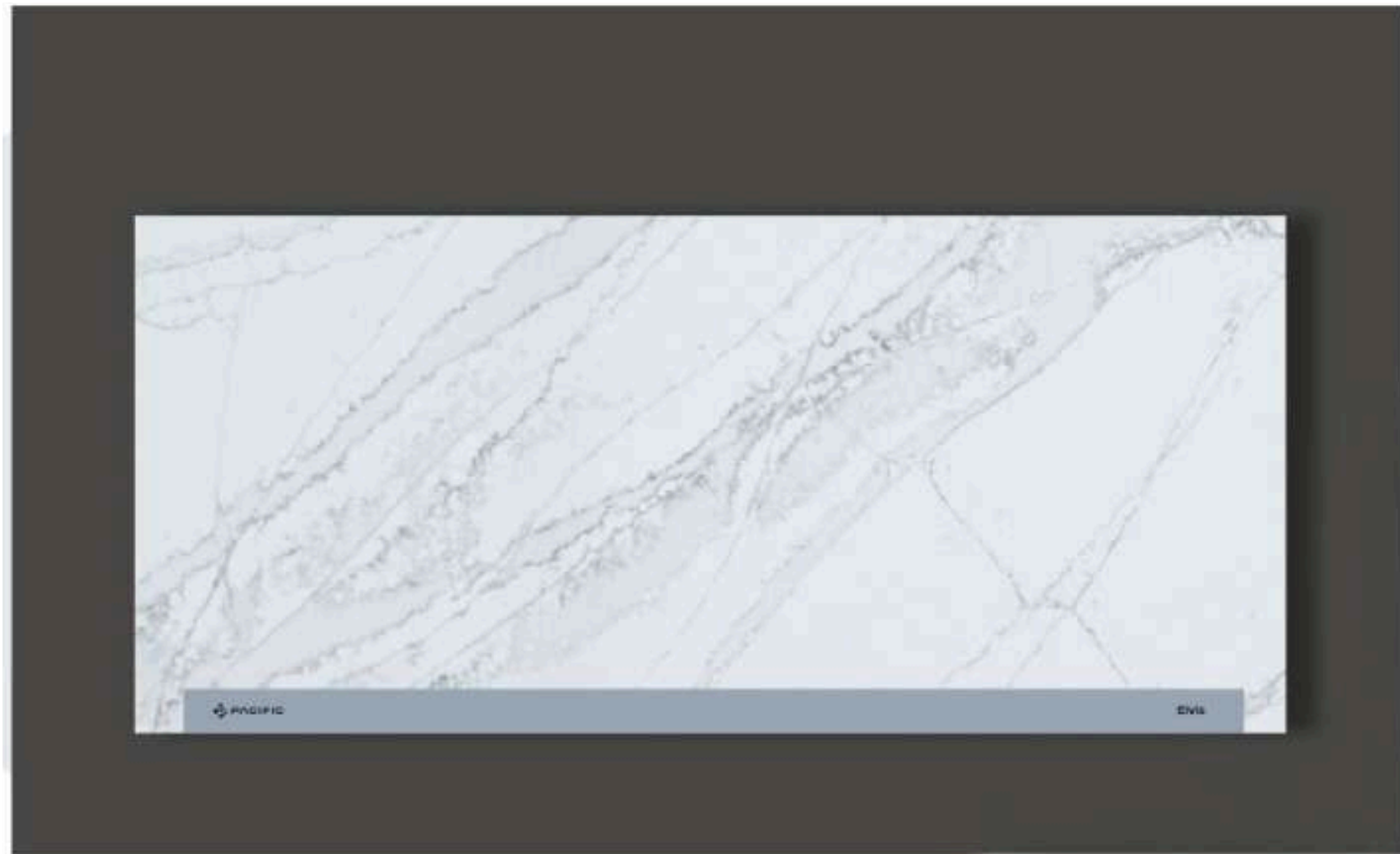


Sample Labels



5x10 in

Sample Labels



20x10 in

Sample Labels



10x10 in

Digital Catalog



100 + QUARTZ COLORS TO CHOOSE FROM

High-resolution Images



FULL SLAB IMAGES, CLOSE-UP IMAGES AND APPLICATION IMAGES

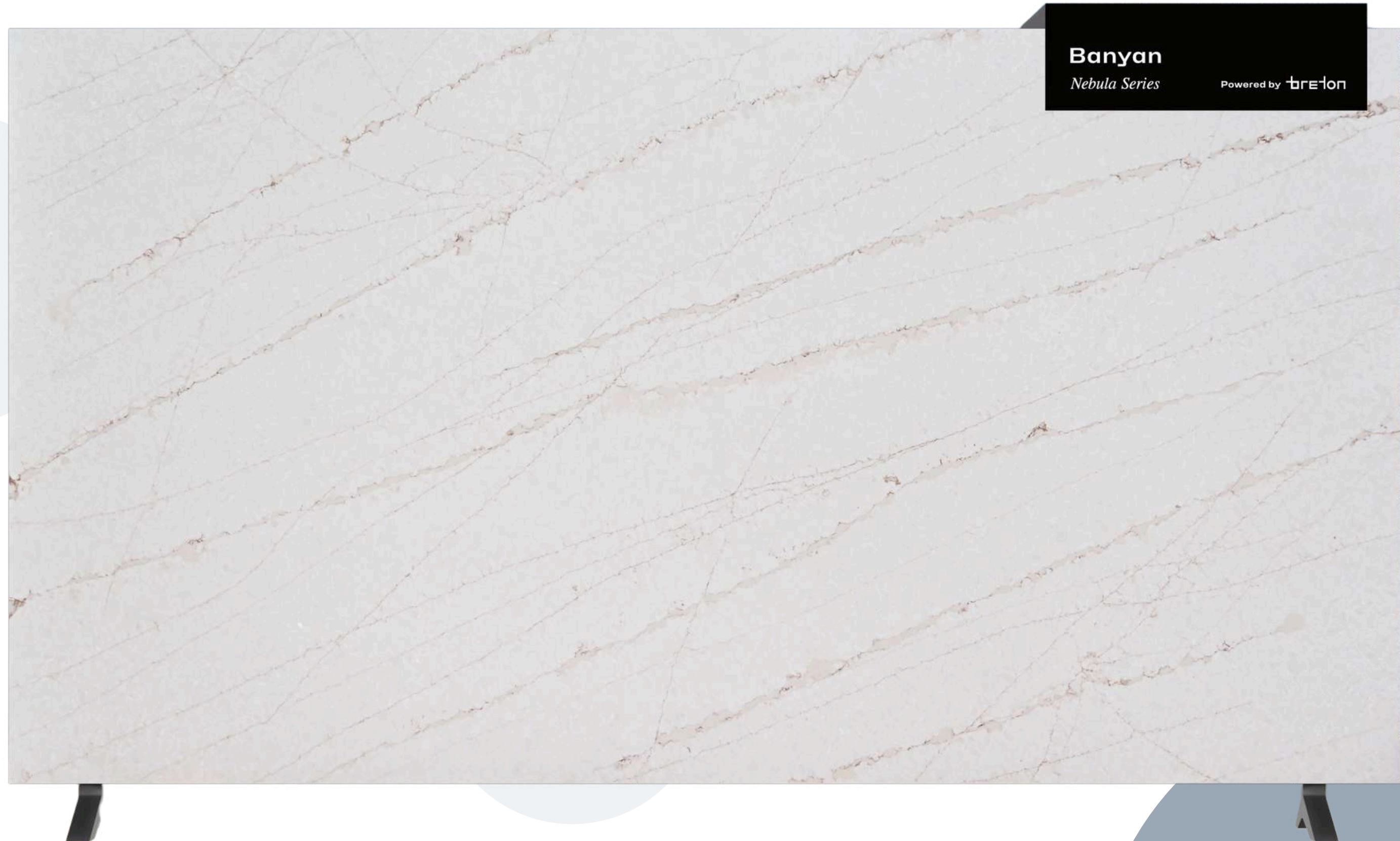
Introductory Deck & Video



Price List



Product Name Plates



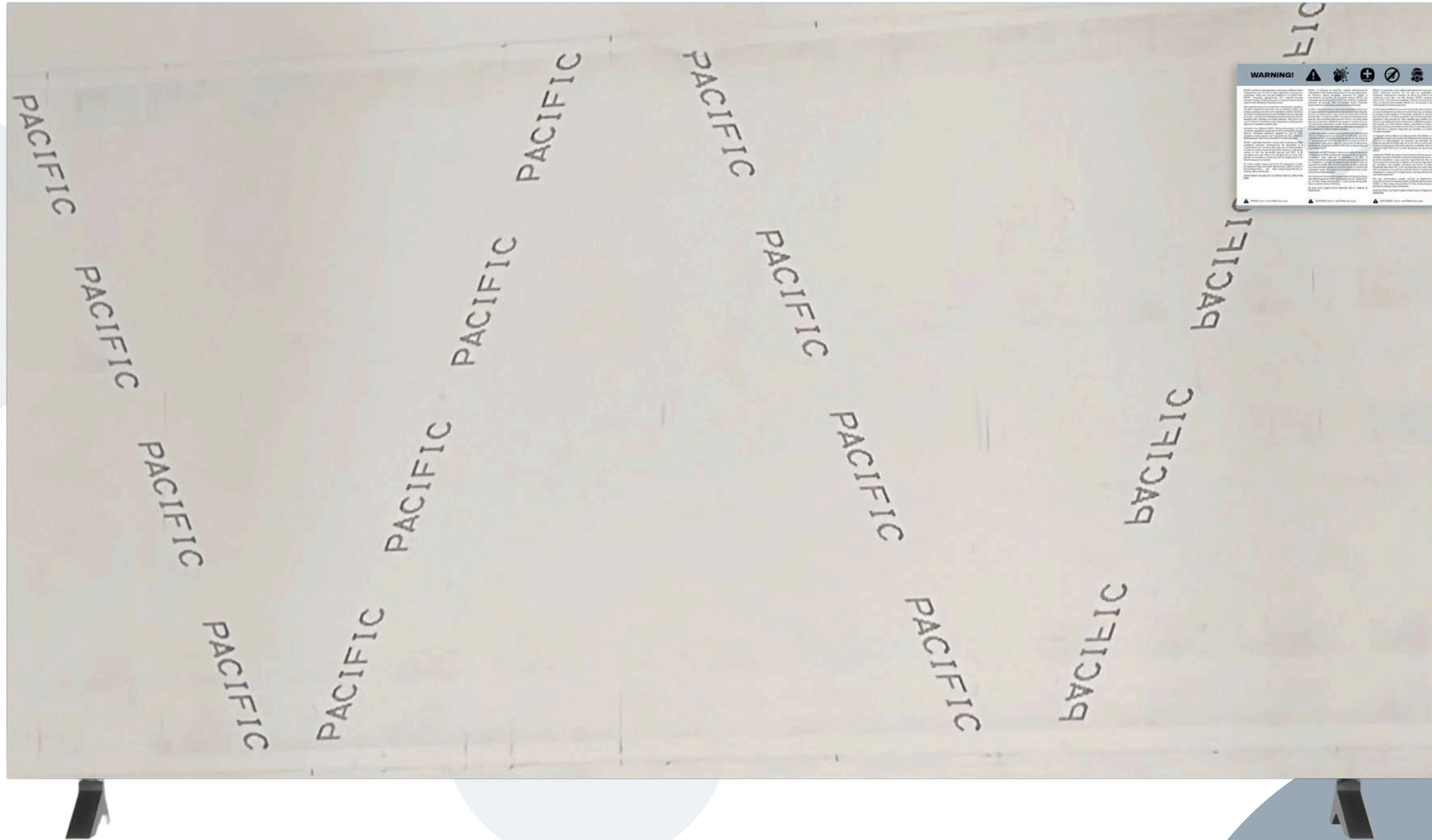
Banyan

Nebula Series

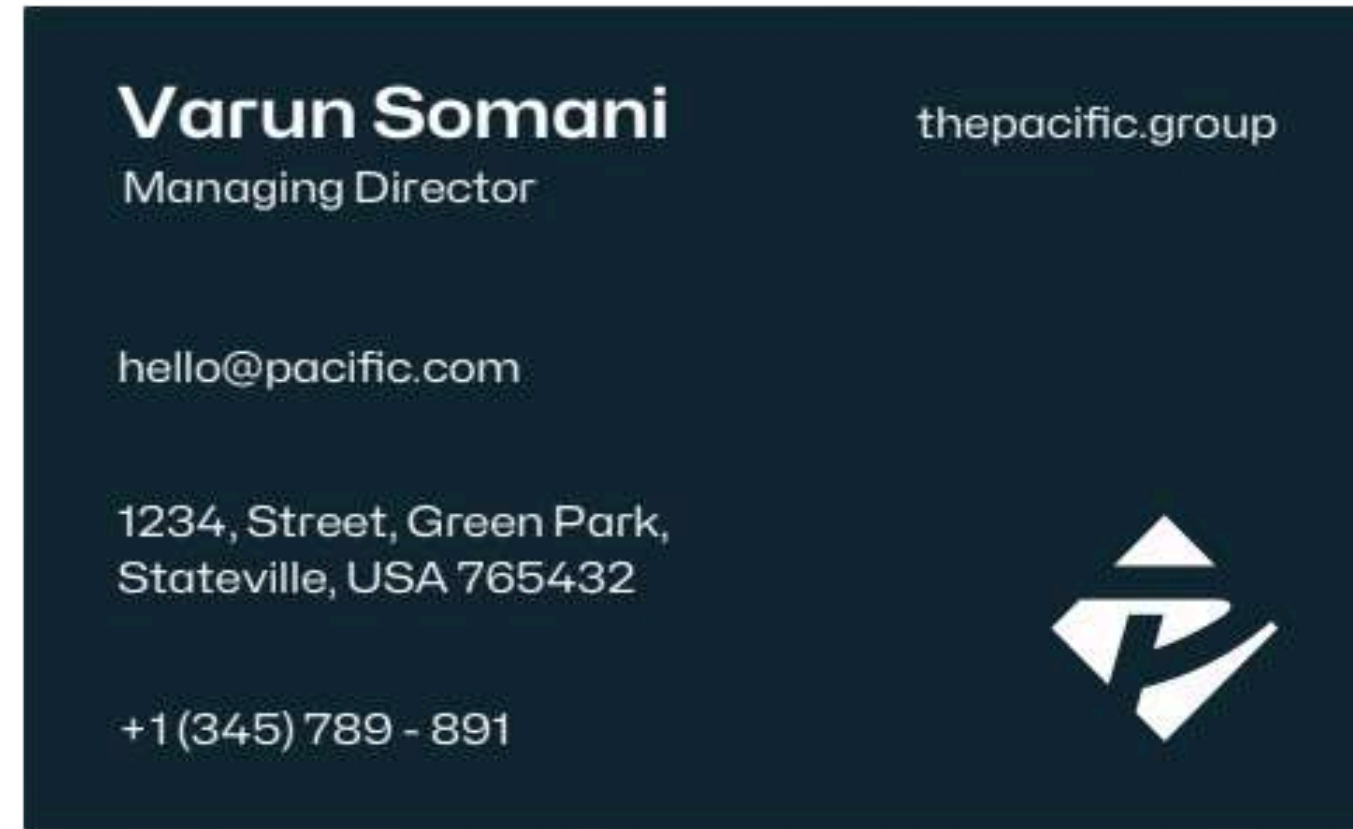
Powered by **breton**



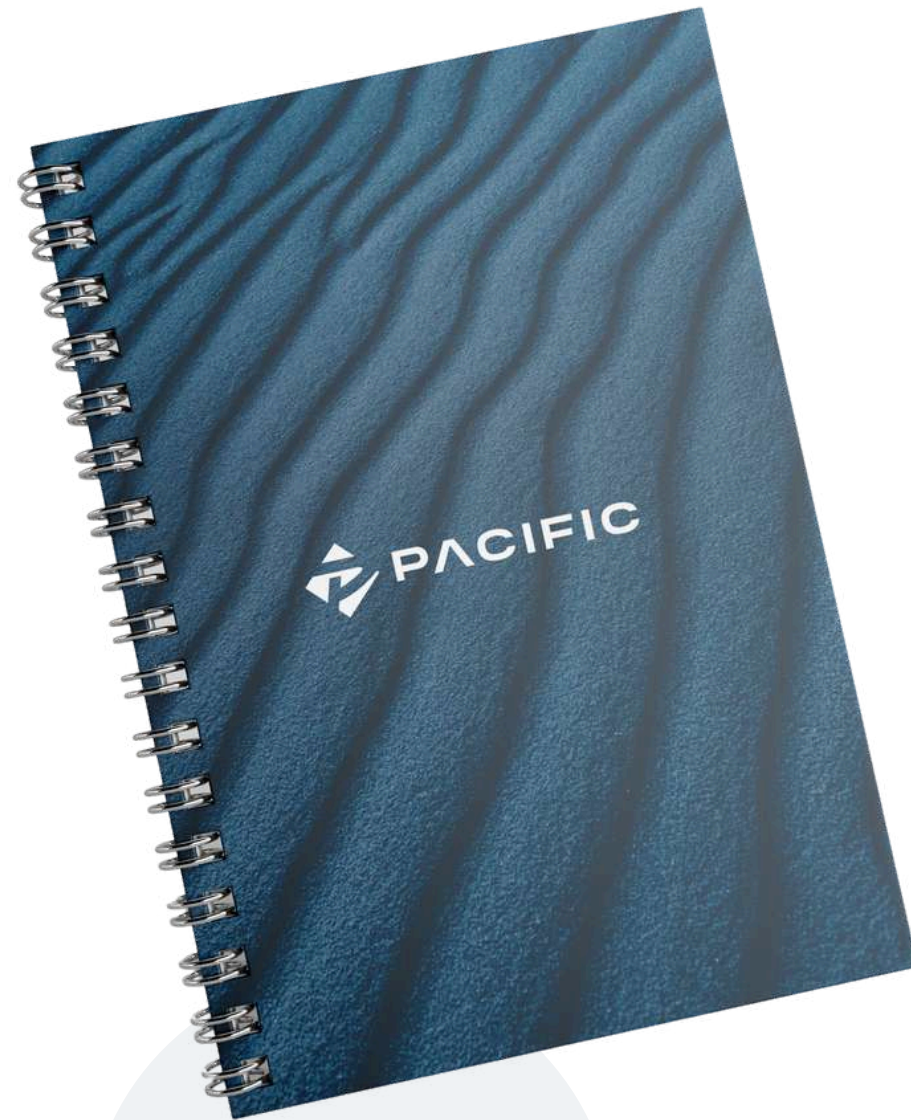
Branding & Disclaimer behind the Slab



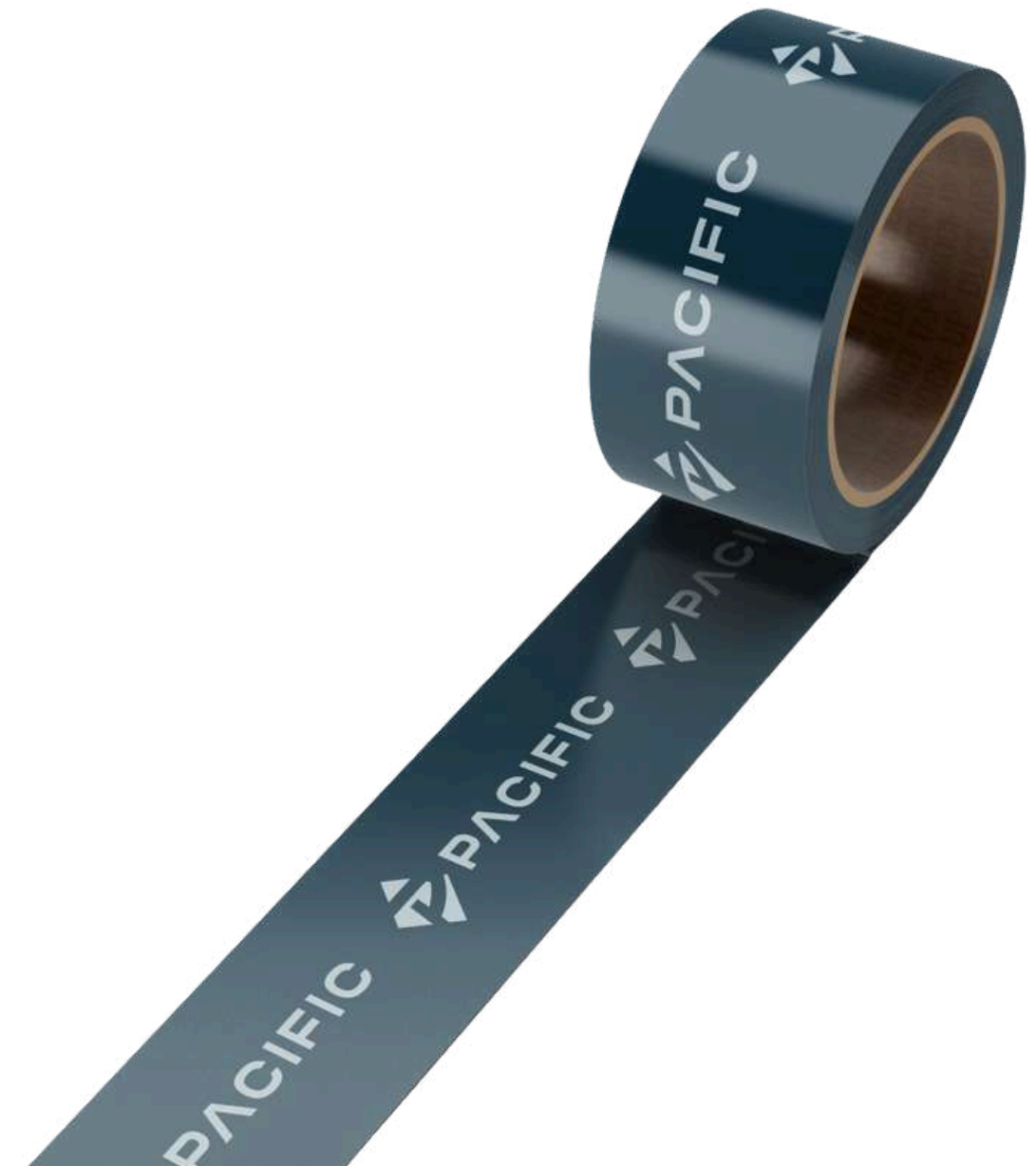
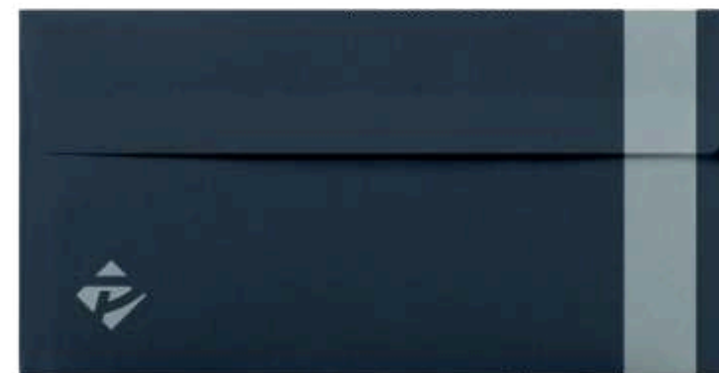
Business Cards



Stationery Items



Letterheads, Envelopes, Packing tapes



Jute Bags



**A STEP TOWARDS GREENER
FUTURE**

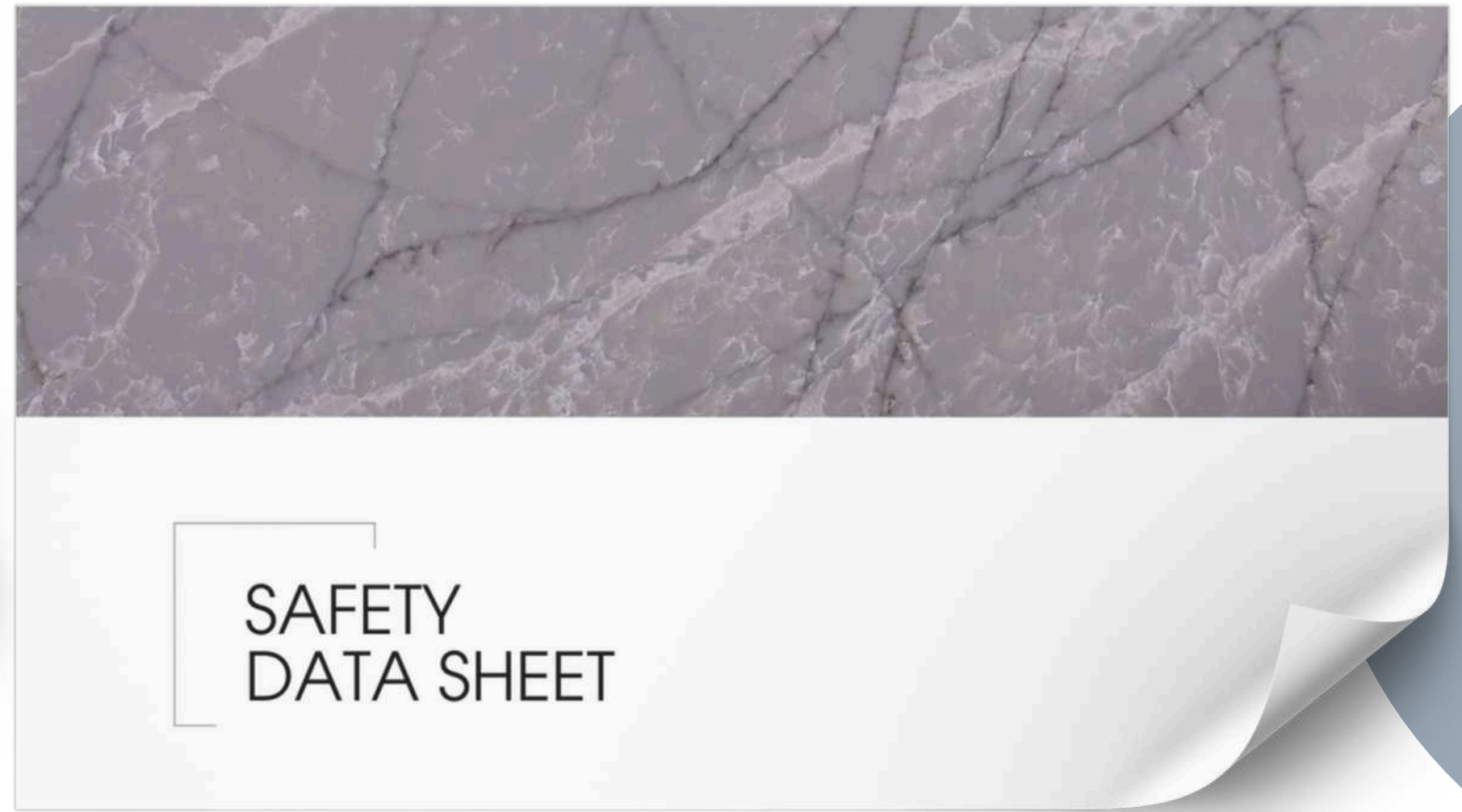


Door Stickers



 **PUSH & PULL STICKERS**

Technical Data Sheet & Safety Data Sheet



Care & Maintenance Sheet.



Certifications



International Expos





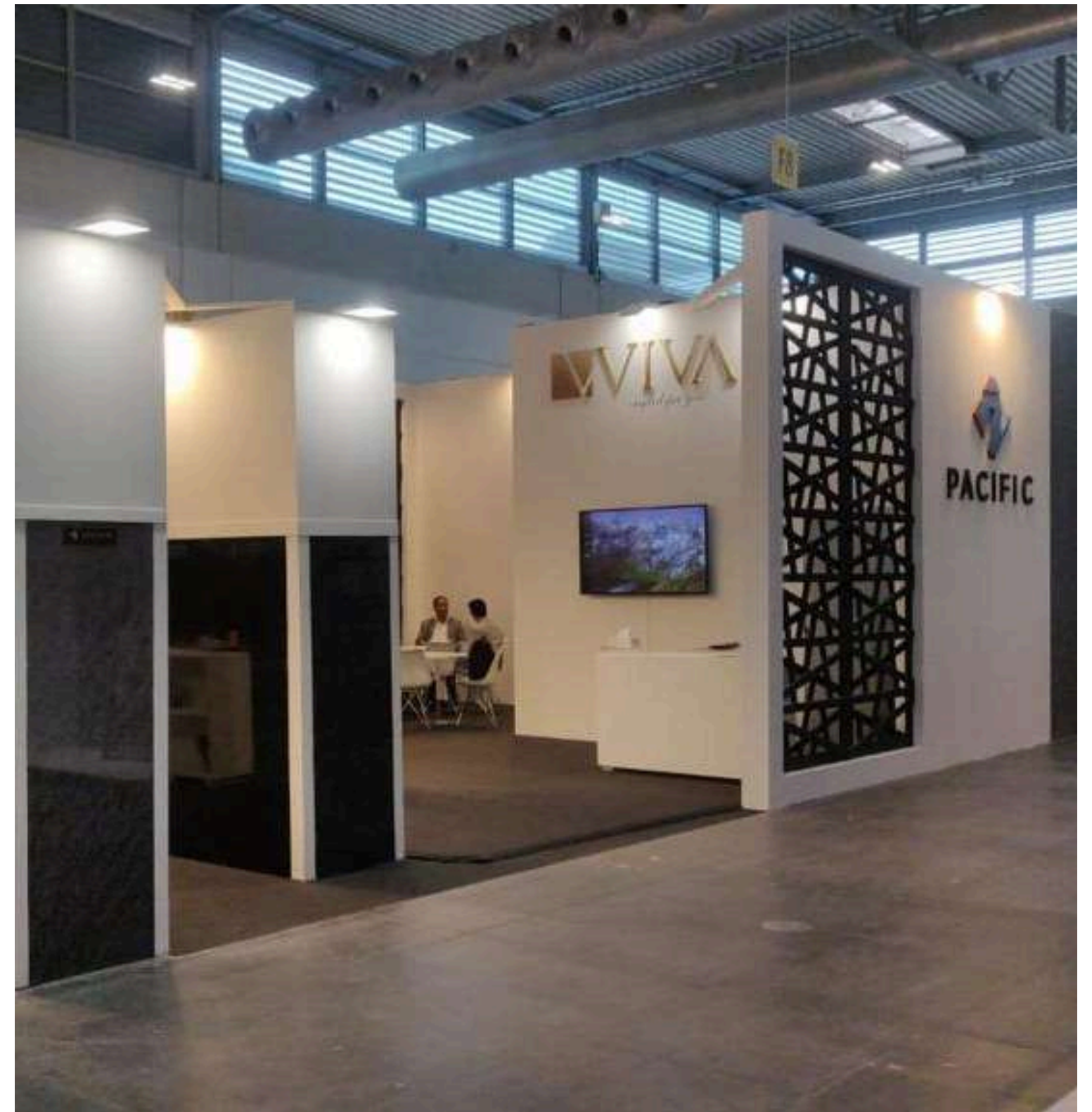
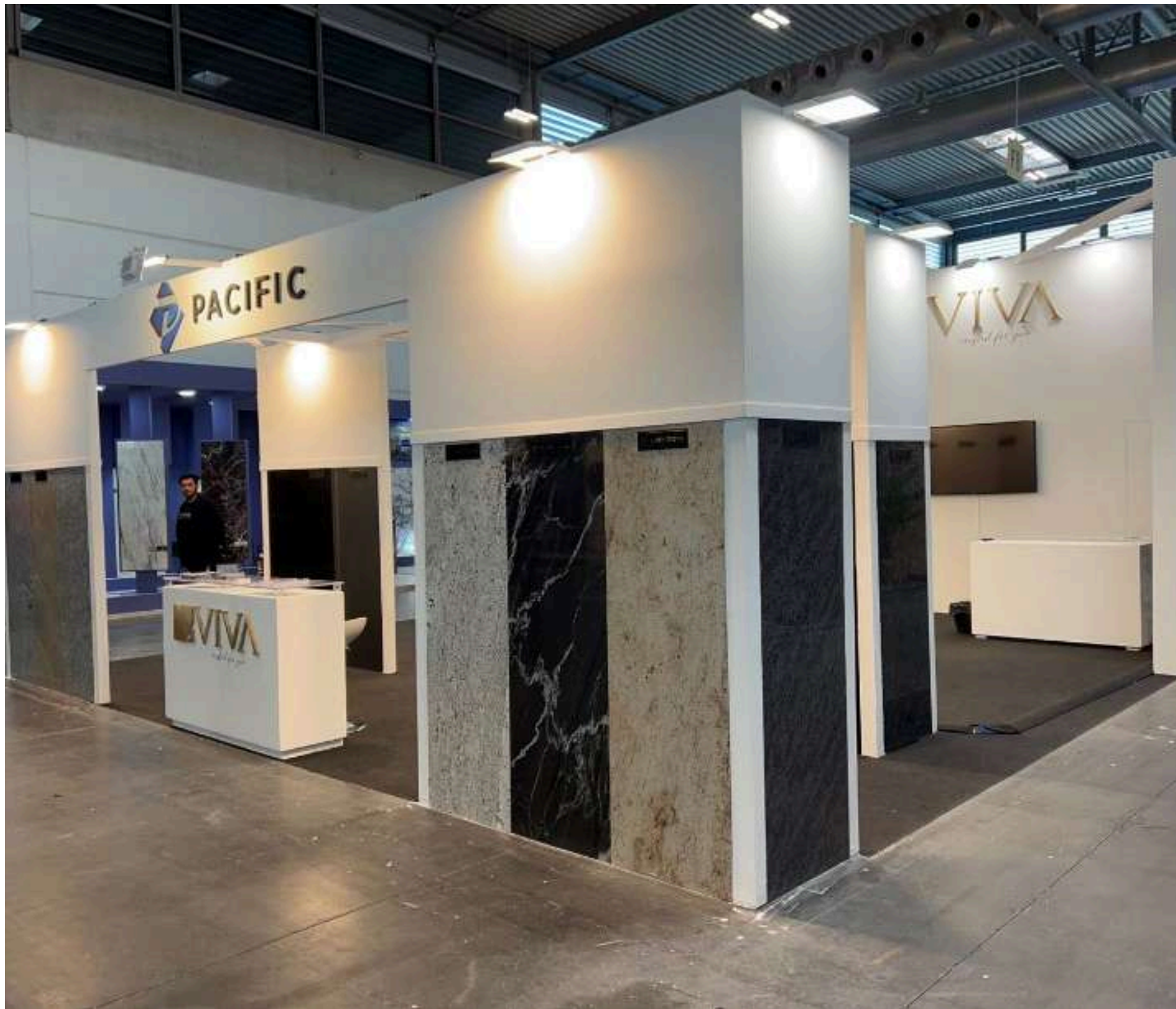
COVERINGS 2024



BELGRADE FAIR



MARMOMAC 2023



MARMOMAC 2022



STONA 2020



ACETECH 2022

Marketing & Promotions

- Adhere to PACIFIC Brand Guidelines for marketing and promotions
- Manage Meta and Google advertising campaigns
- Collaborative posts on social media
- Develop catalogs featuring selected colors
- Host bi-annual promotional events at distributor warehouses
- Provide sample display solutions
- Organize themed marketing events like launch parties and holiday celebrations.
- Establish experience centers in prime locations on a cost-sharing basis
- Participate in local and international exhibitions
- Develop and distribute email marketing campaigns and newsletters.





Website :

www.pacific-surfaces.com

Address :

Pacific Engineered Surfaces Pvt. Ltd.
SY.NO.73/2B, Nallaganakotappalli
Village, NH 44, Hosur, Tamil Nadu 635109