

BRAND

GUIDELINES



BRAND

OVERVIEW



ABOUT

INDIA CORPORATE T20 BASH

Most corporate professional has a hidden sportsman (with focus on cricket) within, a dreamer who once aspired to be a cricketer but got caught in the cycle of deadlines, meetings, and business goals. ICBT20 is the bridge between past dreams and present ambitions, offering professionals the chance to experience serious, competitive cricket with world-class coaching while fostering company pride.

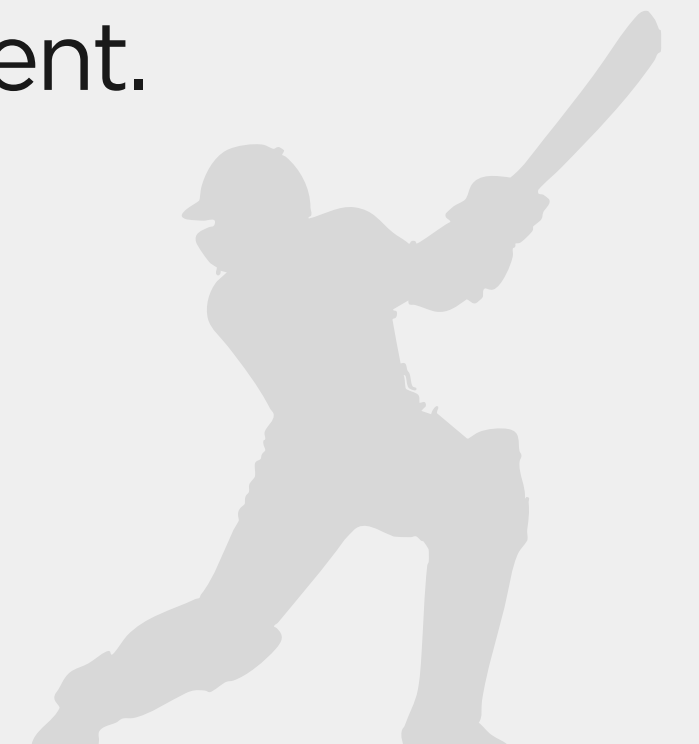


MISSION

To create a dynamic and competitive cricket league that brings together corporate professionals, allowing them to reignite their passion for the sport while fostering teamwork, leadership, and excellence beyond the boardroom.

VISION

To be the premier corporate cricket league that seamlessly blends workplace ambition with the spirit of the game, inspiring professionals to push their limits, embrace competition, and celebrate their love for cricket in a high-energy, performance-driven environment.



WORK
HARD.
PLAY
HARDER.



BRAND

PERSONALITY



ARCHETYPE

The Competitor – Driven by ambition, performance, and the desire to win, the Competitor archetype thrives on pushing boundaries, proving excellence, and achieving victory.



PERSONA

- Corporate professionals who are highly competitive and ambitious
- Passionate about cricket but immersed in their daily work hustle
- Seek an outlet to showcase their skills beyond the workplace
- Value performance, discipline, and the thrill of competition
- Appreciate a modern, sharp, and dynamic aesthetic
- Relate to a high-energy, fast-paced environment



STONE OF COMMUNICATION

- Sharp & Impactful: Direct and compelling language that fuels competitiveness
- Modern & Relatable: Uses corporate language infused with cricket analogies
- Motivational & Aspirational: Encourages professionals to bring their A-game
- Energetic & Bold: Reflects the dynamic, high-intensity nature of the league
- Performance-Driven: Focuses on excellence, achievement, and strategic thinking



A large billboard advertisement for the India Corporate T20 Bash. The billboard is divided into two main color sections: a red section on the left and a blue section on the right. On the left side, there is a stylized white silhouette of a tiger's head and three white chevron arrows pointing to the right. In the center, a cricket batsman in a blue and red uniform is shown in a batting stance, swinging a bat. To the right of the batsman, the text "INDIA CORPORATE T20 BASH" is written in large, bold, white capital letters. In the top right corner of the blue section, the "Eminence" logo is displayed, featuring a stylized flame or star symbol above the word "Eminence". The billboard is mounted on a building with a glass facade, and the scene is set at night with stadium lights visible.



INDIA CORPORATE T20 BASH



BRAND
LOGO



PRIMARY LOGO

The India Corporate T20 Bash (ICBT20) logo embodies the spirit of corporate cricket with a bold and dynamic design. Featuring a gradient blue-to-red cricketer silhouette, it symbolizes energy, passion, and professionalism.



COLOUR **USAGE**



COLOUR VERSIONS



**INDIA
CORPORATE
T20 BASH**



**ICB
T20**



MONOCHROME

VERSIONS





INDIA
CORPORATE
T20 BASH



Eminence

MEETINGS
BY DAY.
MATCH
WINNERS
BY NIGHT



ICB
T20

USAGE GUIDES



EXCLUSION ZONE

An exclusion zone is typically a clear area around a logo that ensures there's enough space for the logo to be recognizable and distinct from other elements on a page or application



OPTIMAL SIZE

An exclusion zone is typically a clear area around a logo that ensures there's enough space for the logo to be recognizable and distinct from other elements on a page or application



LOGO USAGE

India Corporate T20 Bash's logo is used in its original form without alterations. It maintains its proportions and not be distorted. The logo is always surrounded by clear space for visibility and impact

X DON'TS



ROTATED LOGO



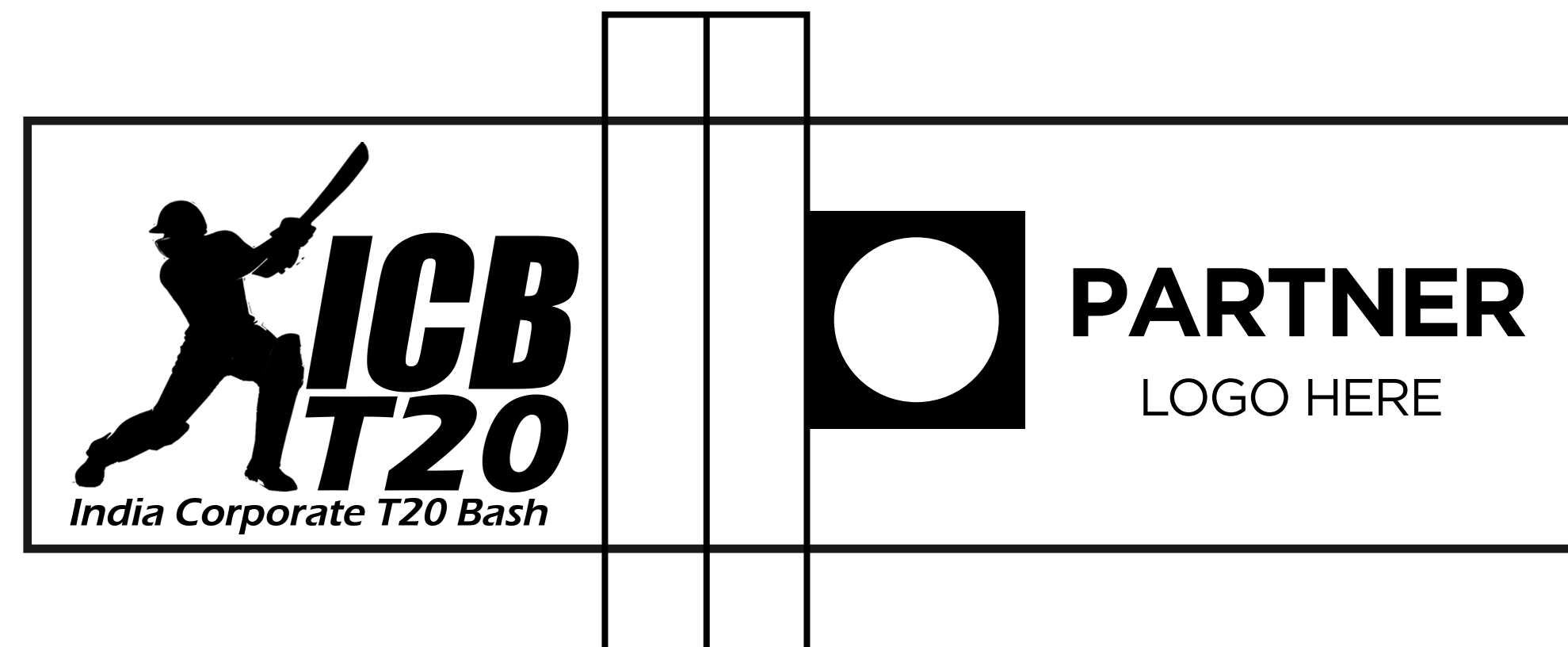
STRETCHED LOGO



COMPRESSED LOGO

CO-BRANDING

Here you can see how potential partnerships would look. To ensure flexibility, we created primary logo lockup. See below, how they were constructed.



CO-BRANDING EXAMPLES



TITLE SPONSOR



TITLE SPONSOR EXAMPLES



**INDIA
CORPORATE
T20 BASH**

India Coporate T20 Bash
121 Kazi Nazrul Sarak,
Dhanmondi, Dhaka
info@comapnyname.com
www.comapnyname.com

CEO of COMPANY
123 Street Hal,
Address 5640, USA

Subject : Lorem ispum dolor sit amet, consectetur adipiscing edit.

Lorem ispum dolor sit amet, consectetur adipiscing edit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt.

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YOUR NAME HERE
Your Position

COMPANY NAME
123 Street Hal,
Address 5640, USA

P : 01737 333 039
T: 082 333 039

Mail: info@company.com
Web : www.company.com

JONATHON DEO
MANAGER

ICB
T20



ICB
T20

YOUR NAME
YOUR POSITION

EXTIOM CORPORATE .INC
121 Kazi Nazrul Sarak,
Dhanmondi, Dhaka
P - 00145 547 862
M - 01758 561 745
E - info@extiom.com
W - www.extiom.com

BRAND

COLOURS



MAIN COLOURS

Deep Corporate Blue Represents Trust, Professionalism, And Discipline (Of Corporate) & Energetic Orange Symbolizes Optimism, Ambition, And The Spark Of Competition

**DEEP
CORPORATE
BLUE**

100% Opacity

R=241 G=63 B=9
HEX f1 3f 9
RGB 241 63 9
CMYK 1 90 100 0
LAB 55 66 65
GrayScale 57

**DEEP
CORPORATE
BLUE**

70% Opacity

R=230 G=101 B=61
HEX e6 65 3d
RGB 230 101 61
CMYK 5 75 84 0
LAB 59 49 47
GrayScale 47

**ENERGETIC
ORANGE**

100% Opacity

R=26 G=32 B=189
HEX 1a 20 bd
RGB 26 32 189
CMYK 93 88 0 0
LAB 25 44 -82
GrayScale 81

**ENERGETIC
ORANGE**

70% Opacity

R=79 G=79 B=187
HEX 4f 4f bb
RGB 79 79 187
CMYK 79 76 0 0
LAB 38 24 -59
GrayScale 64

WHITE

BLACK



TYPHO

GRAPHY



TYPEFACE

The Gotham typeface embodies the spirit of ICBT20—bold, modern, and confident. Its clean, geometric structure ensures high readability while reinforcing a strong, competitive, and professional tone.

GOTHAM
GOTHAM
GOTHAM
GOTHAM
GOTHAM
GOTHAM
GOTHAM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

LOUD &

CLEAR



GRAPHIC

ELEMENTS



GRAPHIC ELEMENTS

Lines and strips: Inspired by financial growth charts and cricket pitch markings, indicating strategy and progress.

Dynamic / Strips / Strokes: Used for highlighting and cancellations, bringing in an unstoppable energy and expressive movement, reinforcing action, aggression, and passion.

Arrows: Representing momentum, forward-thinking strategy, and the corporate-cricket synergy.



INDIA
CORPORATE
T20BASH

ICB
T20
India Corporate T20 Bash





THANK
YOU

