BRAND IDENTITY GUIDELINES

SKORIA

ENGINEERS INTERLOCKS

SURFACES · PATTERNS · LIFESTYLE

PREPARED FOR
Skoria Ventures Pvt Ltd

PREPARED BY
Digiboy, Kozhikode

VERSION
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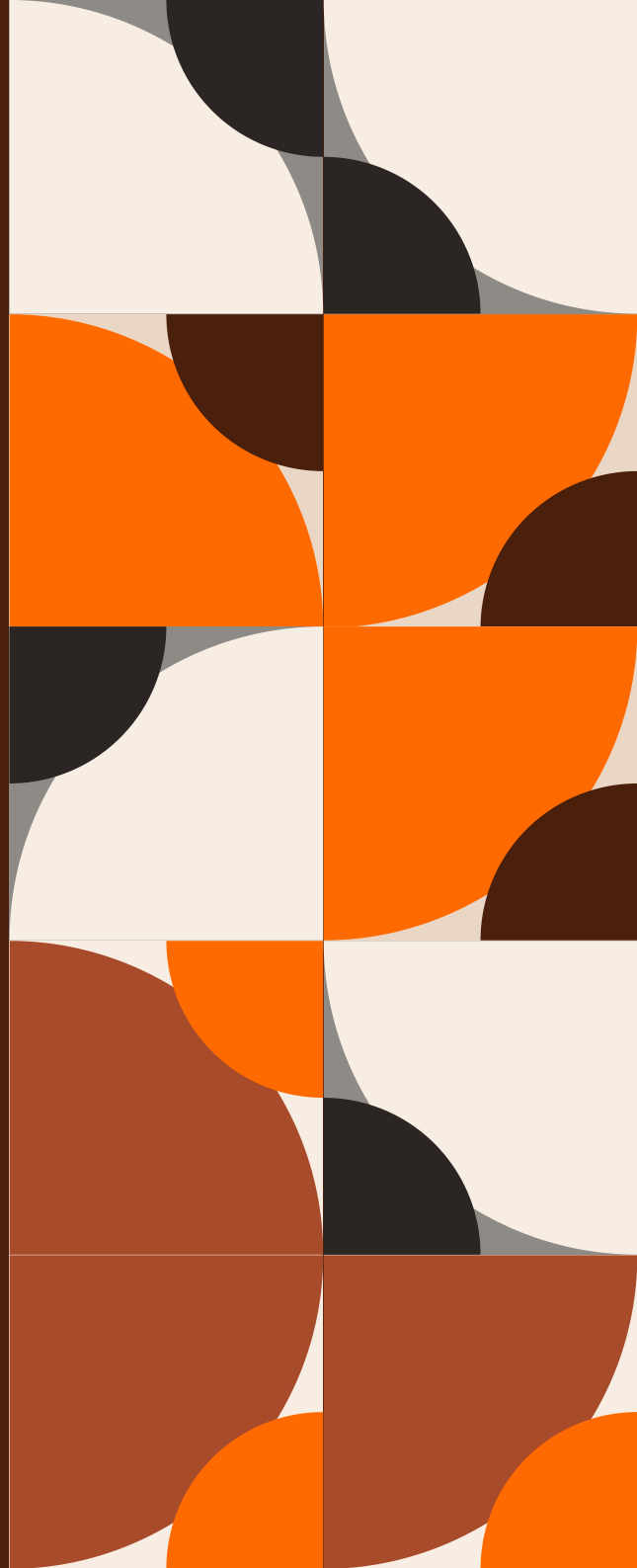

00 INTRODUCTION

A brand cut from the surfaces it makes.

Skoria makes engineered interlocking pavers and designer tiles. The identity starts from the product: the symbol is the way a paver locks into its neighbours, and the patterns are cut from the same shape.

It had to do three things. **Look engineered** on a factory wall, with strong, even letters. **Feel designed** in a showroom, with warm earth colours and a pattern language. And **hold more than one product line** under one master brand, so the next line does not need a new identity.

This document sets out the symbol, wordmark, colour, type, pattern and brand architecture, and shows how they are applied. Use it to brief printers, signmakers, designers and your own team.

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1 SYMBOL	6 COLOURS	8 PATTERNS	3 BRAND LINES

Four surfaces, one joint.

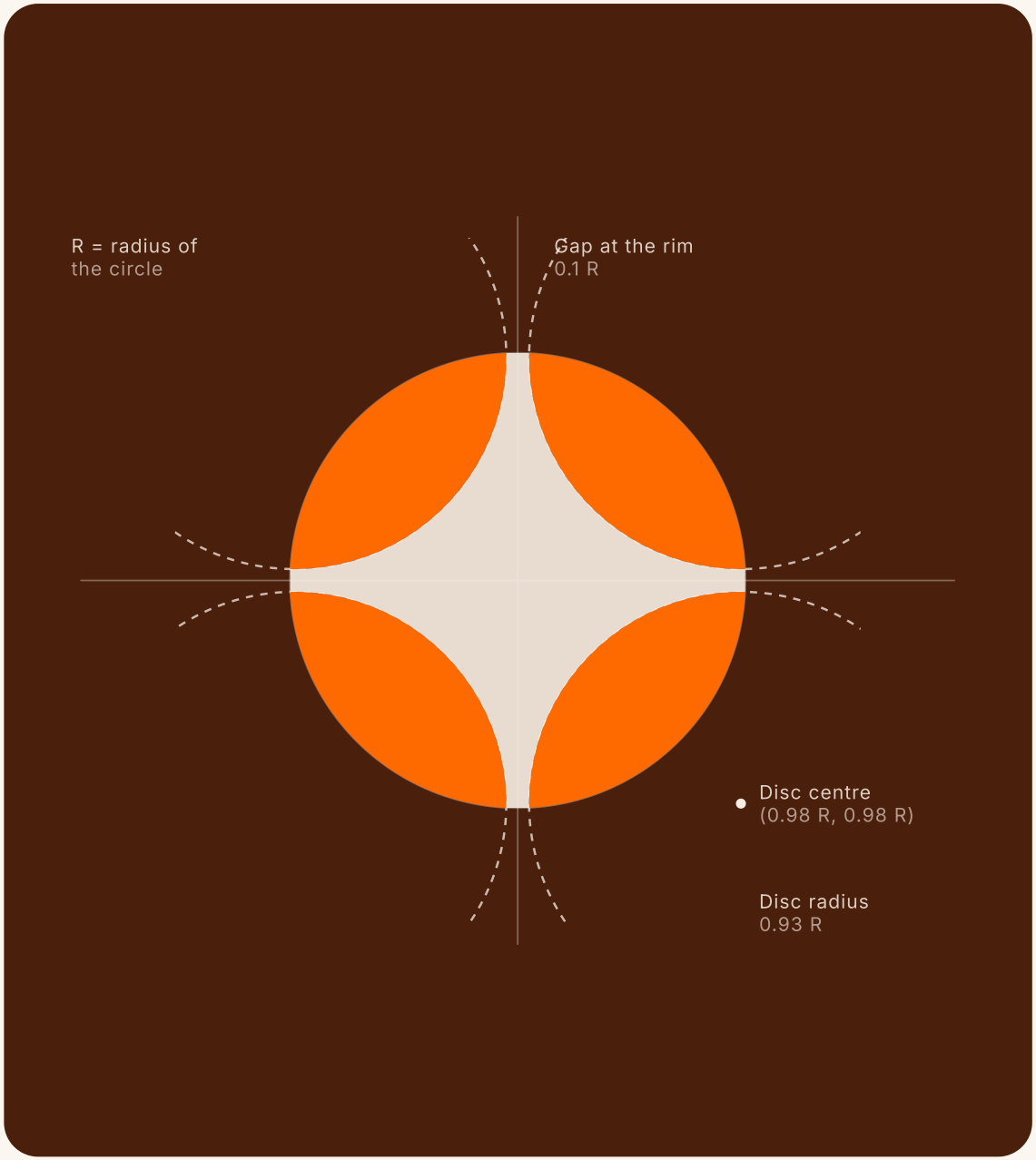
Four petals meet at a single point. Each petal is one paver face; the gaps between them draw a four-pointed star, the joint where pavers lock.

The symbol is a circle meeting four discs on its diagonals. Each petal is the part of the circle that falls inside one disc, so it ends in a point at the rim. The gap between petals is narrow at the rim and opens into a star towards the centre.

The symbol is also the O in SKORIA, so the mark and the word are one piece. It can stand alone where the name is not needed.



Symbol alone, in three colours



Wide, flat and even. Cut like a paver.



ENGINEERS INTERLOCKS

Letters

Every letter is custom, drawn for Skoria on one stroke weight: 22% of the cap height. Flat cuts, 45° arms on the K and slanted terminals on the S, set close, so the name reads as one level surface.

Two special letters

The **O** is the symbol. The **A** is a wide pointed arch with no crossbar, cut flat at the top, on the same stroke weight as the other letters.

Descriptor and tagline

The line **Engineers Interlocks** sits under the wordmark in Montserrat Medium, capitals, tracked wide. The tagline **Surfaces · Patterns · Lifestyle** is used on stationery and signage.

One lockup, five grounds.

PRIMARY: ON CREAM

SKORIA

ON EARTH BROWN

SKORIA

ON BURNT ORANGE

SKORIA

ON DEEP CHARCOAL

SKORIA

MONOCHROME: STAMPS AND ONE-COLOUR PRINT

SKORIA

SYMBOL ALONE: APP ICONS, HELMETS, SMALL CORNERS



Room to breathe.



Clear space **x** equals half the height of the letters, on every side. Nothing else starts inside the dashed line.

Minimum size

Shown here at true size. Below these sizes the pointed tips and the star lose their shape.



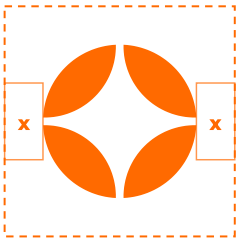
25 mm
WORDMARK

8 mm
SYMBOL

For signage and large format there is no maximum. Scale the whole logo together; never scale the letters and the symbol separately.



With the descriptor line, clear space is measured around the whole lockup. The line sits a short step below the wordmark, aligned to its left edge.



Symbol alone: clear space is a quarter of its width on every side (shown as **x**).

Colours dug out of the ground.

Earth Brown

#4A1F0C
RGB 74, 31, 12
CMYK 32 · 78 · 87 · 60

The wordmark, headlines and solid panels.

Terracotta

#A84B2A
RGB 168, 75, 42
CMYK 12 · 75 · 90 · 17

Pattern colour: packs, walls and tile faces.

Burnt Orange

#FF6A00
RGB 255, 106, 0
CMYK 0 · 70 · 100 · 0

The symbol. One spark per layout.

Cream

#F7EDE3
RGB 247, 237, 227
CMYK 3 · 5 · 7 · 0

The ground. It leads every layout.

Deep Charcoal

#2B2624
RGB 43, 38, 36
CMYK 71 · 73 · 71 · 56

Heavy-duty line, safety gear, small text.

Stone

#8E8A85
RGB 142, 138, 133
CMYK 44 · 39 · 39 · 2

The quiet tone, taken from the paver itself.

How to use it

Cream leads and earth brown carries the type. Burnt orange is the spark: use it for the symbol and one point of emphasis per layout, not as a background for long text. Terracotta and stone support the patterns and the product.

HEX and RGB are for screen; CMYK is for print (percentages of C · M · Y · K). Burnt Orange is brighter than any CMYK ink can print, so for signage and large runs match it as a spot colour and approve a press proof.

Text pairings

Aa — Earth Brown on Cream
12.2:1 · AAA

Aa — Cream on Earth Brown
12.2:1 · AAA

Aa — Deep Charcoal on Cream
12.9:1 · AAA

Aa — Cream on Deep Charcoal
12.9:1 · AAA

Aa — Deep Charcoal on Burnt Orange
5.2:1 · AA

Aa — Earth Brown on Burnt Orange
4.9:1 · AA

Two typefaces. Wide for headings, quiet for reading.

HEADINGS · MONTSERRAT EXTRABOLD

Aa

Precision paving solutions.

ENGINEERS INTERLOCKS

Descriptor lines: Montserrat Medium, capitals, tracked wide.

READING · INTER

Aa

Interlocking pavers are laid without mortar, so each block carries load into the next. Choose a series by the traffic it will take, then choose a finish.

Inter Regular for text, Inter Medium for emphasis and captions.

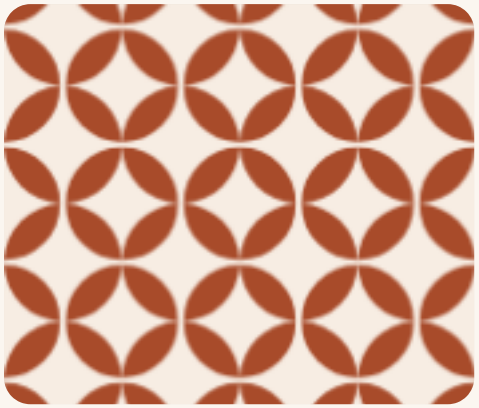
Heading, Montserrat ExtraBold

LABEL, MONTSERRAT MEDIUM

Body, Inter Regular at a comfortable measure.

One shape, eight patterns.

The patterns come from the symbol: a petal, a quarter circle, a ring. They tile into walls, packs, borders and the faces of designer tiles.



01 **Primary Repeat**



02 **Diagonal Flow**



03 **Quarter Grid**



04 **Interlock Grid**



05 **Radius Weave**



06 **Offset Circle**



07 **Modular Arc**



08 **Surface Tiles**

How it is built.

Three modules



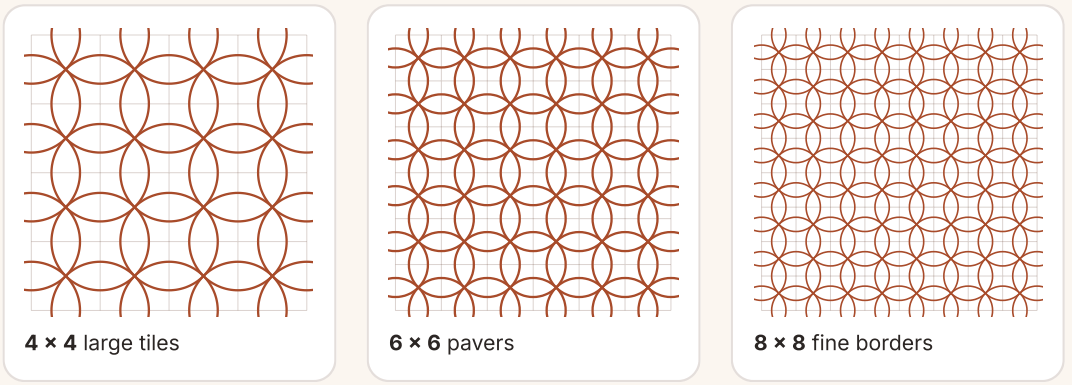
The petal

The quarter circle

The ring

Every pattern is made by turning, repeating and recolouring these three. Tiles turn in steps of 90°.

Grids

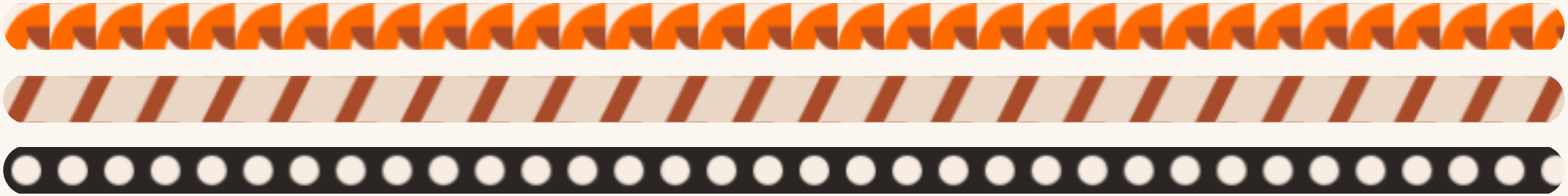


4 × 4 large tiles

6 × 6 pavers

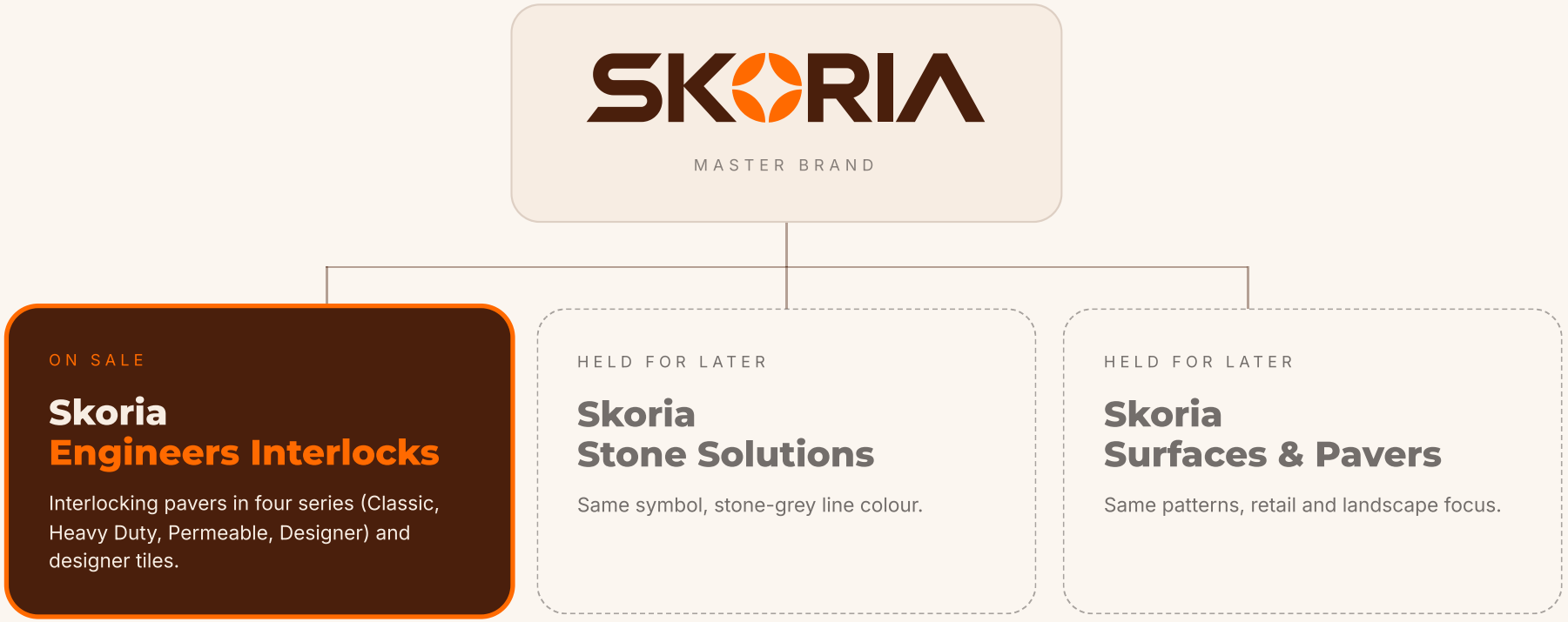
8 × 8 fine borders

Borders



One master brand, room for more.

Skoria is the master brand. Engineers Interlocks is the line on sale today. The architecture keeps places for stone and surface lines, so a new product takes the same symbol and the same patterns.



Signage. From the gate to the door.



Head office

The wordmark glows off a stone wall, the symbol picks up the orange, and the pattern wraps the corner of the building. A smaller sign carries the wordmark with the name of the site.



Factory frontage

The full lockup with its descriptor line, the symbol repeated on a low sign, and wayfinding signs in earth brown with white type.

Applications are concept mockups that show how the system is meant to be used.

Interiors and flags.



Reception

Backlit letters over a plaster wall, with terracotta pattern panels carried onto the front of the reception desk.



Flags

Three colourways, cream, burnt orange and charcoal, each with the wordmark set vertically and its own pattern corner.

Applications are concept mockups that show how the system is meant to be used.

Stationery and workwear.



Stationery

Letterhead, business cards, envelope, notebook and company profile on cream stock, with the pattern in a corner of each piece.



Workwear and safety gear

The symbol marks the jacket, polo, vest, helmets and gloves, with the pattern running down the side of the polo.

Applications are concept mockups that show how the system is meant to be used.

Packs and display.



Pack, paver finishes, catalogue and counter display

The pack carries the symbol and a pattern corner; the three paver finishes (Classic, Heavy Duty, Permeable) are labelled on the display, and the four series are listed on the counter card.

Applications are concept mockups that show how the system is meant to be used.

Do this. Not that.

Use the primary lockup on cream

Reverse it out on earth brown

Do not stretch or squash

Do not rotate

Do not change the colours

Do not outline

Do not add shadows or effects



Do not place it on a busy or low-contrast background

Thank you.

Designed by Digiboy, Kozhikode, Kerala · digiboy.in

Brand Identity Guidelines for Skoria Ventures Pvt Ltd · Version 1.0 · November 2026
Applications shown are concept mockups.