



# CO-BRANDING GUIDELINES

# About Us

# Welcome

Duratuf Products Pvt. Ltd. is a leading exporter of industrial rubber solutions, specializing in electrical insulating mats, rubber sheets, and conveyor belts. Since **2010**, we have served industries across **61+** countries, ensuring safety, durability, and efficiency in every product.

## Our Vision

Build a diversified global corporation committed to providing sustainable solutions to all our customers and creating value for all our stakeholders i.e. our Customers, Vendors, Investors, Employees, Government, Communities & Others.

## Our Mission

Become the #1 Rubber Company in the Non-Tyre Sector Globally by 2035 by expanding our product range to fulfill the increasing needs of our domestic and international customers with a truly enjoyable, transparent, and professional experience.

## History Behind Duratuf

Duratuf was conceptualized in 2007-08 while its founder, Mr. Aayush Kejriwal was working under his father's company, India Oil Seals and Synthetic Products. The idea stemmed from identifying key traits of rubber products that matter to consumers—durability (lasting beyond expectations) and toughness (symbolizing quality). By combining these two defining characteristics, the name "Duratuf" was created, embodying the essence of strong and long-lasting rubber solutions.

# About



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Our visual elements  
express our brand

Duratuf's visual identity reflects durability, toughness, and growth. Our logo stands as a mark of strength and reliability, while our colors reinforce industrial safety and expertise. Clean and modern typography ensures clarity and professionalism, creating a brand that is both strong and approachable.

High-quality imagery showcases our products in real-world applications, emphasizing performance and trust. Every design element is structured and impactful, ensuring consistency across all platforms. Through a seamless visual experience, we communicate our commitment to quality, innovation, and long-term partnerships.

# Contents



# Overview

## WHY CO-BRAND?

Using two brands together symbolizes partnership - a commitment to provide the market a new or enhanced product or service. Each brand constitutes a set of promises that people associate with the company. Care must be taken to ensure that we are not misrepresenting the product or service of either brand, causing confusion to the market, or more important the end customer.

To make sure that Duratuf benefits from our partnerships with other brands, it's important that we clearly and appropriately communicate these associations in a manner that is -

**EFFICIENT** - leveraging our mutual resources productively and accurately

**CONSISTENT** - developing visual cues that help Duratuf communicate our relationship to other brands

**EFFECTIVE** - clear and understandable from a customer perspective

The guidelines in this document will help to streamline the development of co-branded materials while protecting the valuable corporate and product brand assets for all involved.

All marketing collaterals must be shared with Duratuf for prior approval before external use.  
For further details, please connect with [marketing@duratufproducts.com](mailto:marketing@duratufproducts.com)

## TYPES OF CO-BRANDING

**PARTNER MARKETING** - Duratuf has an extensive ecosystem of partners that offer Duratuf products and solutions to their customers. These partners are responsible for appropriate usage of Duratuf's name and brand assets.

**ALLIANCE MARKETING** - A strategic alliance consists of two or more companies joining together for a set period of time. Such alliances therefore extend beyond one-time engagements. The companies are usually not in direct competition - but have similar strategic views, or complimentary products, services or solutions that are directed toward the same target audience.

## WHAT TO CO-BRAND?

Duratuf has developed templates and guidelines with pre-defined logo locations for items that we frequently co-brand with our partners:

- Email Headers
- Solution Briefs • Flyers
- Event Signage • Advertising

We also have Duratuf identified items that are NOT suitable for co-branding:

- White Papers
- Technical Documentation

This is not intended to be a comprehensive list of items - just examples for illustrative purposes.



# Logo Philosophy

The Duratuf logo visually represents the brand's core values of durability, toughness, and reliability. Curved 'D' Design – The unique, forward-leaning

curved 'D' symbolizes momentum, agility, and strength, highlighting Duratuf's progressive approach and adaptability in the industrial rubber sector.

Red (**D in Duratuf**): Symbolizes strength, energy, and urgency, reflecting the brand's dynamic and action-oriented approach. Similar to brands like 3M and Caterpillar, it evokes power and resilience.



Logo



# Logo Variations With Tagline

The logo can be used with the tagline in 4 colour variations.

On white background, use the logo with true colours i.e, DURATUF Red and DURATUF Dark Grey.

On blue backgrounds, The logo turns white respectively.

On black background, use white colour.

Usage of the logo on the pictures depends upon the colours of the photographs, use true colour if the picture have light background else use true colours.

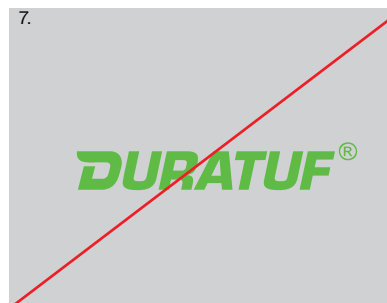
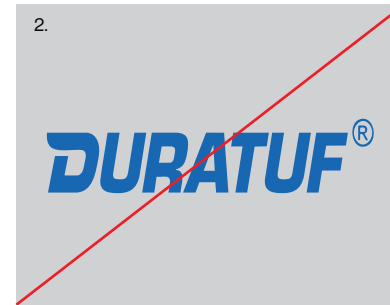


# Logo



# Wrong usage of the logo

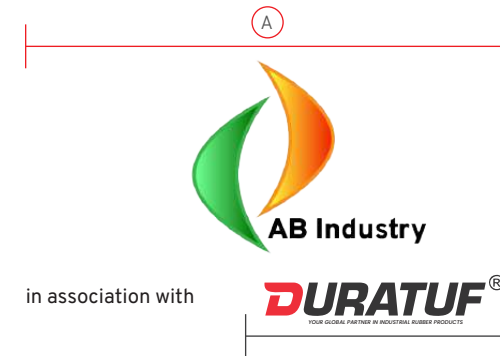
1. Do not scale the logo disproportionately.
2. Do not set the logo in colors outside the ones provided.
3. Do not use the text without the symbol
4. Do not crop the logo.
5. Do not add gradients/masks to the logo.
6. Do not use registered trademark symbol as logo.
7. Do not use other colours the logo, only use the ones provided.
8. Do not add a drop shadow below the logo.
9. Do not alter the spacing between the logo.



Wrong



# Lookup With Partners Logo



# Lookup





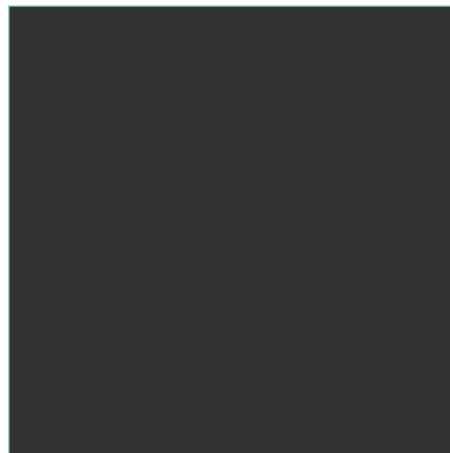
# Primary Colours



Duratuf Red #ED3237

CMYK: 0% 94% 83% 0%

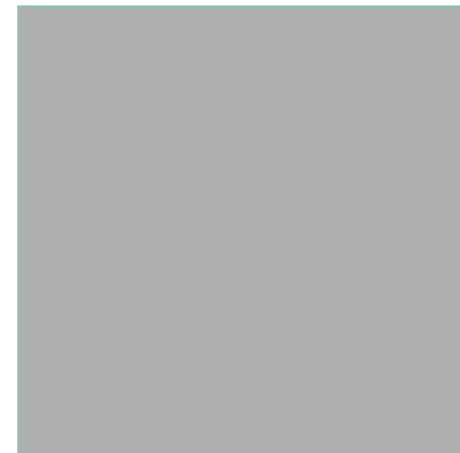
RGB: 237; 51; 56



Duratuf Dark Grey #333333

CMYK: 69% 63% 62% 58%

RGB: 51; 51; 51



Duratuf Light Grey #b0b0b0

CMYK: 33% 26% 26% 0%

RGB: 176; 176; 176

# Colours



# Primary Typeface

**Overpass** (Used by Microsoft & PayPal) – Designed for readability on screens, ensuring clear communication across digital platforms.

## OVERPASS GROTESK DISPLAY PRO

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  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ : ; “ ‘

## POPPINS GROTESK DISPLAY PRO

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  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ : ; “ ‘

**Poppins** (Used by Swiggy & Airbnb) – Modern and geometric, conveying innovation and a forward-thinking approach.

## HELVETICA GROTESK DISPLAY PRO

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  
1 2 3 4 5 6 7 8 9 0  
! @ # \$ % ^ & \* ( ) \_ : ; “ ‘

**Helvetica** (Used by Caterpillar & Panasonic) – Timeless, clean, and highly legible, perfect for industrial reliability.

# Brand Dominance

Brand dominance means one partner will have a clear visual lead in executions, often using their identity/brand system in a dominant manner.

Brand dominance is determined during partnership negotiations and is influenced by factors such as financial and/or resource contribution, which partner is granting access to customers and maintaining that relationship, or which partner will host the experience.

**Expressing brand dominance is simple and can be achieved by the following:**

1. Placing the emphasized brand in the most visible and valuable space (e.g. Above the fold on a website, or at lower right on a billboard).
2. When partner logos are shown in close proximity to each other in a brand-neutral environment, the dominant brand will be placed on the left.

## DURATUF DOMINANT

Duratuf dominance is established when Duratuf most heavily influences the communication experience. This is when Duratuf is driving the customer experience or if our resources are most depended upon. Duratuf dominant experiences rely heavily on the Duratuf visual system for look and feel.

## PARTNER DOMINANT CO-BRANDING

Partner dominance is established when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the partner brand's visual system, it's critical that we protect and appropriately display the Duratuf logo.

## OTHER PARTNERSHIPS

Not all partnerships have clear brand dominance. If you have any questions regarding how to best represent an unclear co-branding scenario, please contact:

[marketing@duratufproducts.com](mailto:marketing@duratufproducts.com)



# Brand



# Duratuf Dominance

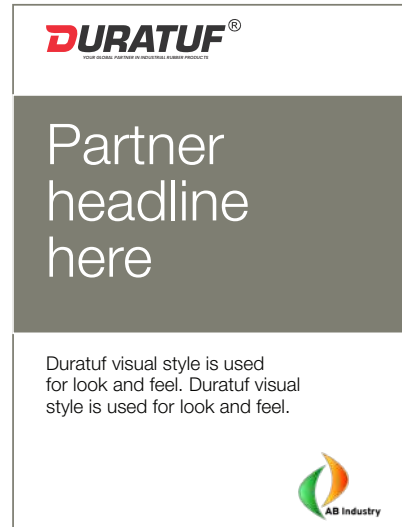
Duratuf dominance is established when Duratuf most heavily influences the communication experience. This is when Duratuf is driving the customer experience or if our resources are most depended upon. Duratuf dominant experiences rely heavily on the Duratuf visual system for look and feel.

These examples demonstrate conceptually how Duratuf dominant co-branded communications should appear in common marketing vehicles.

Note that the Duratuf visual identity takes the lead, and the partner logo is placed in a visually subordinate position.

## DESIGN REQUIREMENTS

1. Wherever possible, Duratuf visual identity system is used.  
(See Duratuf Visual Style Guide).
2. The Duratuf logo and partner logo are optically equal in size.
3. Use the Duratuf logo in full color on a white background when available.  
If this is not possible, use the Duratuf reverse, all black or all white logo.



# Duratuf

# Partner Dominance

Partner dominance is established when the partner brand heavily influences the communication experience. As a result, the Partner brand is featured more and the design is geared towards their visual system. While the execution will be driven by the Partner brand's visual system, it's critical that we protect and appropriately display the Duratuf logo.

These examples demonstrate conceptually how Partner dominant co-branded communications should appear in common marketing vehicles.

Note that the Partner visual identity takes the lead, and the partner logo is placed in a visually subordinate position.

## DESIGN REQUIREMENTS

1. Wherever possible, the Partner visual identity system is used.
2. The Duratuf logo and partner logo are optically equal in size.
3. Use the Duratuf logo in full color on a white background when available. If this is not possible, use the Fortinet reverse, all black or all white logo.



# Partner

# Marketing collateral

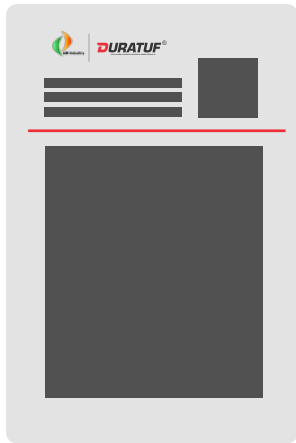
Do's	Dont's
Create your own unique videos and presentations for both online and in-person events, or direct your audience to Duratuf videos and other marketing assets using call-to-action buttons.	Do not repurpose Duratuf videos, images, audio clips, or any other creative content without obtaining permission from either the central Duratuf Partners team or the respective regional team. Unauthorized use can result in legal liabilities and infringement issues, as multiple parties may claim rights to the content. Always ensure appropriate authorization before using any Duratuf content in your own materials.

# Marketing

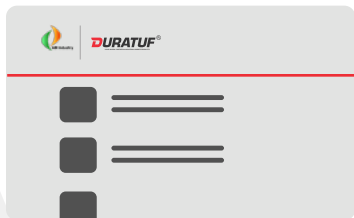


# Print collateral

Email headers



Blog posts



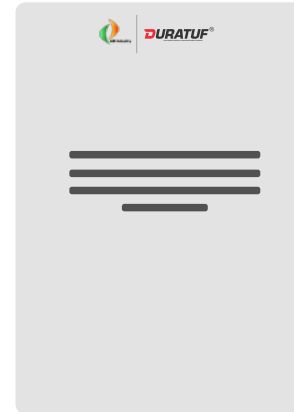
Flyers



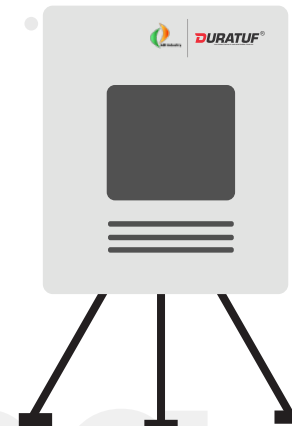
Solution briefs or case studies



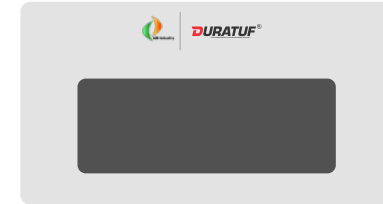
Infopapers



Event signage



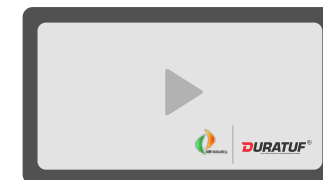
Advertising



E-books



Videos or webinars



Marketing

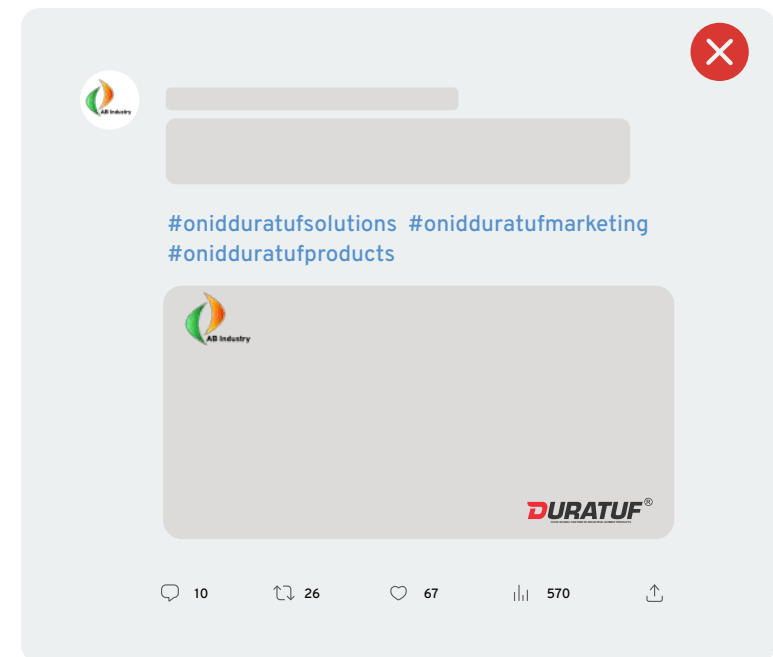


# Social Media Posting

**Do's** Create social media handles, tags, or similar identifiers that accurately represent your company and its brands.



**Dont's** Create social media handles, tags, or similar identifiers that accurately represent your company and its brands.



# Marketing





# Events & Webinars

Duratuf will furnish you with the artwork for the Duratuf logo, as well as the textual content to accompany specific products and offerings. You may not modify these materials in any manner.

You must get approval from the Duratuf Partners team before using your artwork to represent Duratuf at an event.

## Duratuf-sponsored events

The branding should be done exclusively for the promotion of the Duratuf brand and not the Partner brand.

## Co-sponsored or co-hosted events

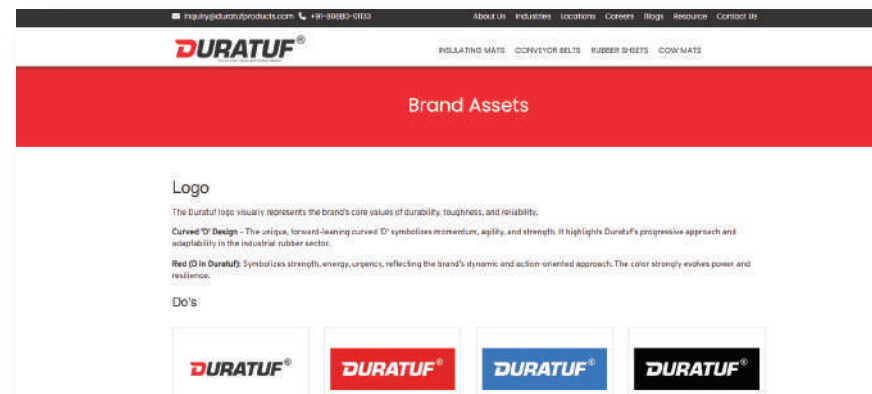
Collaborate with your dedicated account Manager or establish appropriate messaging and allocation of brand space for the event.

All marketing collateral for events can be accessed in the Partner Portal's branding kit.

All designs used by the Partner must be in accordance with the latest standards established by Duratuf. This includes the Duratuf logo, product logos, Partner program logo, and Partner tiers logo.

You may access the Duratuf Partners branding Assets here:

**Partner Marketing Branding Assets**



# Events



# Events & Webinars

## Do's

Get speakers, client testimonials, and success stories validated by your dedicated account manager

Submit your presentation in advance to the Duartuf Partners team for review and approval.

Use either Duartuf Backstage, Duartuf Meeting, or Duartuf Webinar to host your webinars. Use Duartuf Spark for training purposes.

Use Duartuf Show to share your presentations.

## Dont's

Do not promote competitor products or other brands.

Do not use incorrect or outdated product logos.

Do not share unverified statistics or quotes about Duartuf.



Ratio Size 1: 1  
500 to 500 pixels



# Events



# Events & Webinars

Backdrop



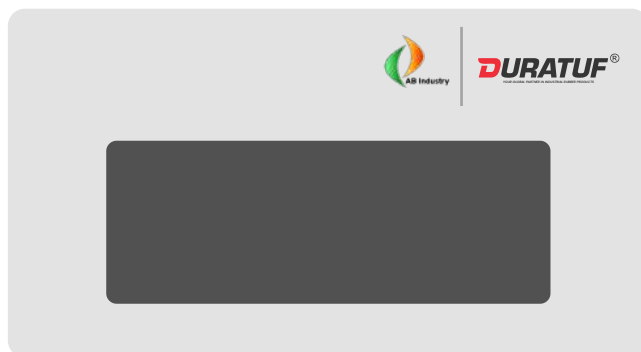
Standee



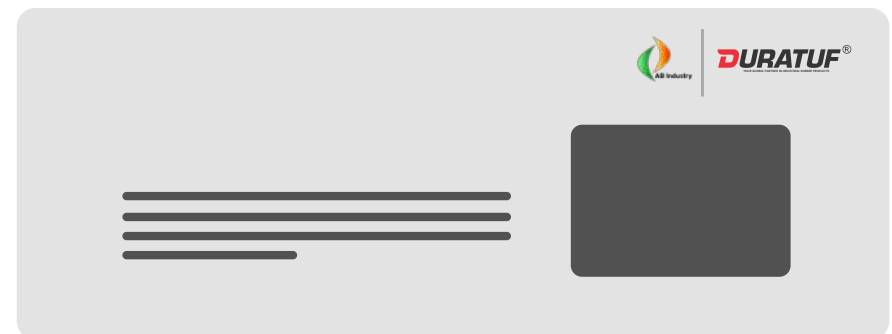
Flyer



Pitch desk or presentation



Banner




# Events





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