



Hyvolution
INDIA

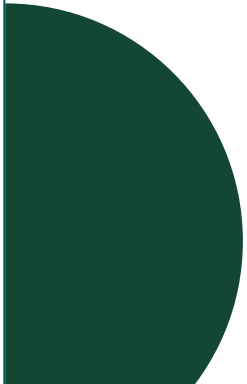
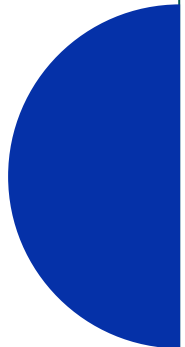
BRAND GUIDELINES

(FOR PARTNERS AND EXHIBITORS)

CONTENTS

Contents

| | |
|------------------------|----|
| Brand Overview | 02 |
| Typography | 03 |
| Event Theme Usage | 04 |
| Font Hierarchy | 05 |
| Colour Palette | 06 |
| Logo Usage | 07 |
| Incorrect logo | 08 |
| Save Area | 09 |
| Visual Identity Style | 10 |
| Media Applied | 11 |
| Image Style | 12 |
| Communication Tone | 13 |
| Mandatory Approval | 13 |
| Media Kit | 14 |
| Compliance | 15 |
| Co-Branding Guidelines | 15 |



Brand Overview

Hyvolution India 2026 is jointly delivered by:

- **Hyvolution (Global Exhibition Platform)**
- **India Green Hydrogen Assembly (IGHA / GH2 India)**
- **Global Exhibition platform organised by GL events**



Both brand identities must be used consistently across all communications, marketing materials, and event-related collateral.

All sponsors, exhibitors, and partners must adhere to these guidelines.



Typography

To maintain visual consistency across all communication materials, the following fonts must be used.

Font: **Neulis Neus**

Usage:

- Heading
- Statistics
- Infographics
- Highlight numbers
- Section titles
- Key event messaging

Font: **Roboto**

Usage:

- Body text
- Paragraphs
- Descriptions
- Sub headings
- Supporting content

Font: **Neulis Neus**

Aa

ABCDEFGHIJKLM
abcdefghijklmnopqr
z 0123456789

Font: **Roboto**

Aa

ABCDEFGHIJKLM
abcdefghijklmnopqrz
0123456789

Event Theme Usage



IGHA

(Assembly, Partnership & Delegate Branding)

Theme: Rising Green Hydrogen

Use this visual for all IGHA-related communication, including partnerships, assembly content, and delegate materials.

Hyvolution India

(Exhibition Branding)

Theme: Hydrogen Droplet

Use this visual for all exhibition-related communication and branding.



Font Hierarchy

| Element | Font | Size |
|-----------------|--------|----------|
| Main Heading | Rift | 40 pt |
| Sub Heading | Garet | 35 pt |
| Section Heading | Roboto | 18–22 pt |
| Body Text | Roboto | 11 pt |
| Caption | Roboto | 9–10 pt |

These font sizes must be followed for:

- Brochures
- Presentations
- Website
- Sponsor Creatives
- Booth Graphics
- Advertisements

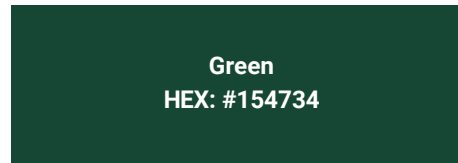
Colour Palette

Since Hyvolution India is delivered by two organisations, both brand identities must be respected.

IGHA India

Usage:

- Policy & leadership communication
- IGHA content
- Assembly communication
- Conference branding



Primary Colour



Secondary Colour

Hyvolution

Usage:

- Exhibition communication
- Website design
- Visual identity
- Marketing creatives



Primary Colour



Primary Colour



Secondary Colour



Secondary Colour

LOGO USAGE

Logo Usage

Approved Logos

Only official logos provided in the media kit may be used:

- Hyvolution India Logo
- IGHA Logo
- Co-branding lockups (when provided)

Logo Do's

- ✓ Use official files
- ✓ Maintain proportions
- ✓ Use high resolution
- ✓ Maintain spacing
- ✓ Use approved colour formats



INCORRECT LOGO

Incorrect logo

Logo Don'ts

- X Do not stretch
- X Do not rotate
- X Do not recolor
- X Do not apply shadows
- X Do not add effects
- X Do not change typography

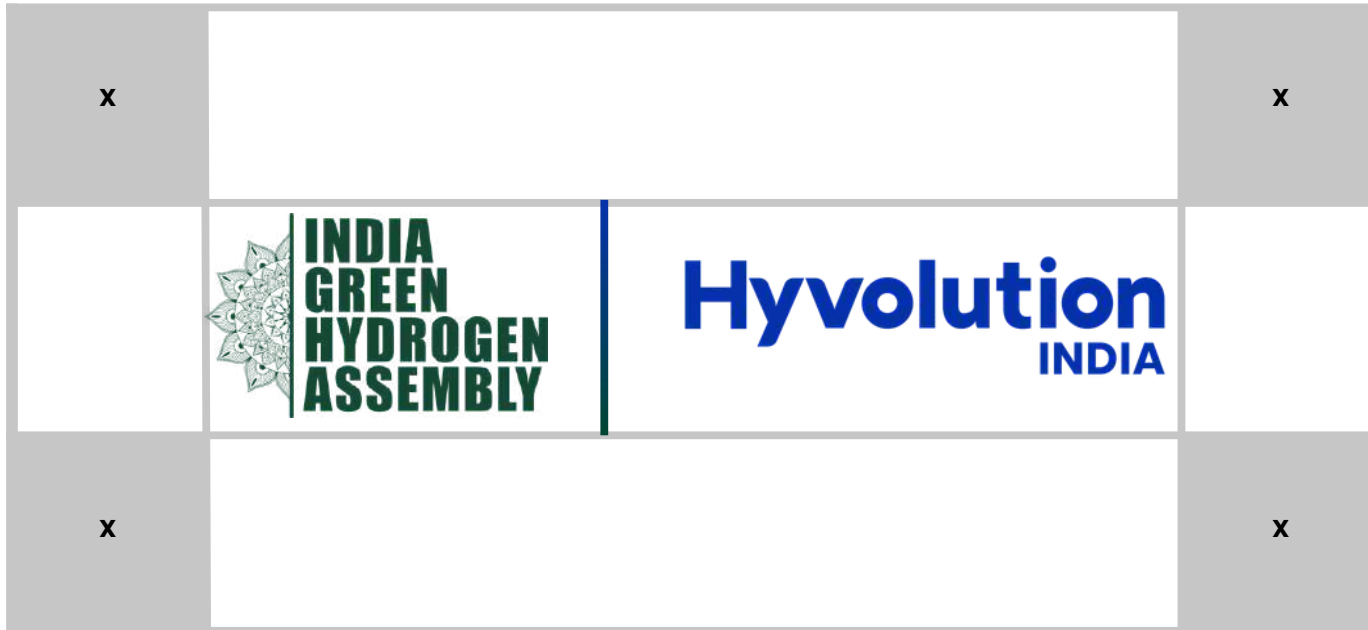


SAVE AREA

Save Area

Logo Clear Space

- Maintain adequate spacing around logos
- No other elements should overlap
- Maintain proportional scaling



Visual Identity Style



Identity reflects:

- Innovation
- Technology
- Clean energy
- Scientific aesthetic



The design uses:

- Gradient lighting
- Clean shapes
- Hydrogen energy symbolism

MEDIA APPLIED

Media Applied

Social Media Applied

The logo is available in all basic formats for print and digital use. The primary full color logo should be used whenever possible

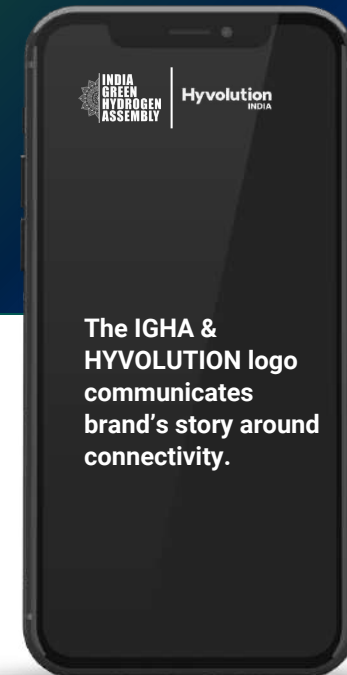
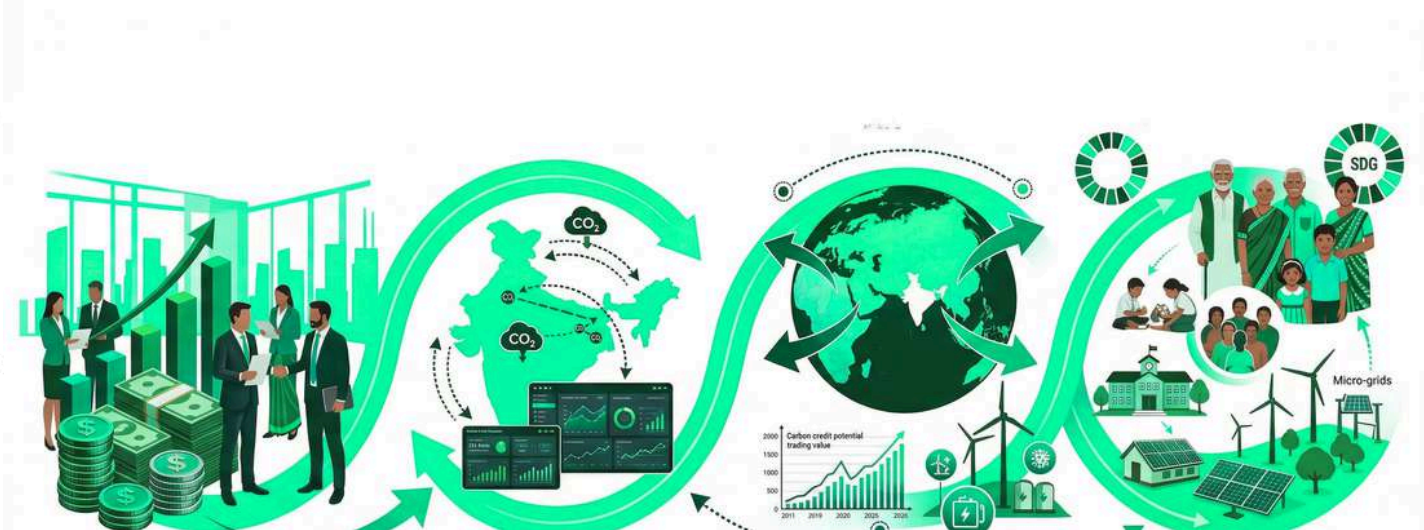


IMAGE STYLE

Image Style

- Real Images from Hydrogen Events
- Illustrations



Avoid:

- Generic stock imagery
- Low resolution images
- Non-relevant industry visuals

Communication Tone

All communication must be:

- Professional
- Credible
- Industry-focused
- Global in tone
- Neutral in messaging

AVOID:

- Casual tone
- Over marketing claims
- Unverified data
- Political messaging

Mandatory Approval

The following require approval:

- Sponsor announcements
- Social media creatives
- Booth designs
- Email campaigns
- Press releases
- Advertisements

APPROVAL REQUIRED FROM: CENTRALISED TEAM OF:

- Hyvolution India Team
- IGHA Communication Team

Media Kit

Include:

Logo files (AI, EPS, PNG, SVG)

Brand colours

Icons

Visual assets

Templates

Typography

Compliance

These guidelines apply to:

Partners

Exhibitors

Agencies

Media

Failure to comply may result in:

Rejection of creatives

Branding removal

Delayed approvals

Co-Branding Guidelines

When using sponsor branding with Hyvolution India:

- Event branding must remain prominent
- Sponsor logos must follow hierarchy
- Co-branding requires approval
- No modification of event logo allowed



Hyvolution
INDIA

Partnership and exhibition; sales@igha-hyvolution.com

Assembly; conference@igha-hyvolution.com

Marketing and media alliances; marketing@igha-hyvolution.com