



BATI SARTI

PRINCIPLES FIRST. ACTIONS SECOND.

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BRAND BOOK

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LOGO IDENTITY

Final Logo

The popular social language is often “we control our own destiny” when in fact we are not in control; universal principles control. If we accept that and follow the principles; then in that sense we are in control. In that sense, we are masters of our destinies. But that is a modest sense because it respects that principles ultimately govern.



Logo Color Variations

Principles are timeless. They govern our lives and control the consequences of our actions. Principles are universal. They are natural laws that are self-validating. They are realities found at the nucleus of our actions.



BRAND COLORS

Color Using

Global citizens always understand the principles which underline their actions. Because situations may change, and certain actions may no longer apply, but the principles will remain constant. They will always apply.

DEEP BLUE



PANTONE 211 C
FOR WEB USE
R: 20 G: 79 B: 118
FOR PRINTING USE
C: 96 M: 70 Y: 32 K 15

BLUE LIGHT



PANTONE 2158 C
FOR WEB USE
R: 83 G: 128 B: 158
FOR PRINTING USE
C: 47 M: 19 Y: 00 K 38

GREY



PANTONE 2127 C
FOR WEB USE
R: 173 G: 193 B: 216
FOR PRINTING USE
C: 20 M: 11 Y: 00 K 15

BLUE



PANTONE 284 C
FOR WEB USE
R: 92 G: 174 B: 224
FOR PRINTING USE
C: 59 M: 22 Y: 00 K 12

INDIANRED



PANTONE 7418 C
FOR WEB USE
R: 205 G: 92 B: 92
FOR PRINTING USE
C: 15 M: 77 Y: 60 K 20



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