

Visual Identity Guidelines

JANUARY 2025

“Endorsement, Global Acceptance”

GITCHIA

Institute of Global Certification

www.gitchia.com

VISION

Our vision is to become the global benchmark for the provision of certification and training services.

MISSION

Our mission is to provide our clients comprehensive examination and certification services that inspire trust and benefit society and to keep professional etiquette and authenticity as a whole.

VALUES

Integrity, Professionalism, Fairness.

SLOGAN

“Endorsement, Global Acceptance”

ABOUT US



Gitchia Institute of Global Certification (PRIVATE) LIMITED

Gitchia is a certification body for persons, management systems, and products on a wide range of international standards. As a global provider of training, examination, audit, and certification services, Gitchia offers its expertise on multiple fields, including but not limited to Information Security, IT, Business Continuity, Service Management, Quality Management Systems, Risk & Management, Health, Safety, Food Safety and Environment.

We help professionals and organizations to show commitment and competence with internationally recognized standards by providing this assurance through the education, evaluation and certification against rigorous, internationally recognized competence requirements. Our mission is to provide our clients comprehensive services that inspire trust, continual improvement, demonstrate recognition and benefit society as a whole.

OUR PRINCIPAL OBJECTIVES AND ACTIVITIES:

- ✓ Establishing the minimum requirements necessary to certify professionals, organizations and products.
- ✓ Establishing requirements for the periodic renewal of certification and determining compliance with those requirements.
- ✓ Granting certificates to qualified candidates , organizations and products, maintaining of the records, and publishing a directory of the holders of valid certificates.
- ✓ Reviewing and verifying the qualifications of applicants for eligibility to be considered for the certification evaluation.
- ✓ Promoting the benefits of a certification to an organizations, employers, public officials, public and the practitioners in related fields.
- ✓ Developing and maintaining reliable, valid, and current certification evaluations.
- ✓ Ascertaining that our clients meet Gitchia standards in their professional practice.

USING THE BRAND BOOK

Welcome to the Gitchia brand book. This is a tool to help guide and strengthen the body of visual communications that will build Gitchia into a highly recognized and respected brand. The information provided and discussed in this manual bring a solid foundation to the Gitchia brand, while allowing the artistic and creative flexibility needed to create high quality and visually stunning communications. This brand manual is written for the benefit of those people within the Gitchia resellers or certified professionals and for those who are considering buying into the brand.

NOTE: The manual guide is for both print and web and the guidelines listed in this manual.

AN IMPORTANT COPYRIGHT NOTICE

The Gitchia logo is a trademark of Gitchia and copyrighted. It is important to maintain the integrity of the logo. The guidelines described in this document must be used by all Gitchia affiliates (Agents, Resellers, Trainers, Auditors, Clients, etc.) that intend to use our logo.

- ✓ The logo should use only the “official” logo colours listed in this manual.
- ✓ Any scaling must retain the original proportions of the logo.
- ✓ Other than the variations listed in this manual, the logo may not be modified in any way.
- ✓ Additional text may not be added in such a way that it appears to be part of the logo itself.

For further information, questions or concerns, please contact info@gitchia.com



LOGO TYPEFACE

The typeface that is used in the logo is Prototype



CLEAR SPACE REQUIREMENTS

No design elements, type, or photos should come any closer to the logo than 1x. The actual distance of x will change depending on how large the logo is scaled.



MINIMUM SIZE

In print, the logo should never appear smaller than 1.5 cm. On-screen, it must appear at least 100 pixels wide.



LOGOTYPE (DONT'S)

1



Don't group the logotype with other text, product names, or product logos

2



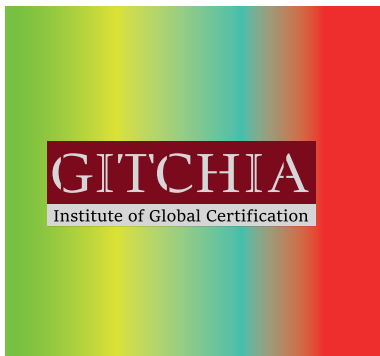
Don't use light coloured logotype artwork on white or light backgrounds.

3



Don't stretch or extend the logotype

5



Don't place the logotype over busy backgrounds

7



Don't use fonts other than the original logo font

4



Don't compress the logotype

6



Don't apply gradients, dropshadows or other effects to the logotype

8

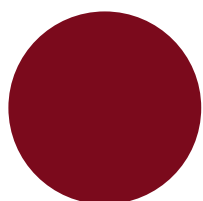


Don't use border to isolate the logo

LOGO FORMATS



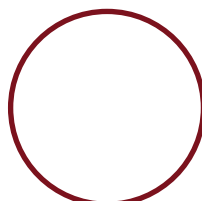
PRIMARY COLOUR



#7b0a1c

C=31 M=100 Y=80 K=43

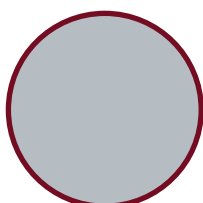
R=122 G=10 B=28



#ffffff

C=0 M=0 Y=0 K=0

R=255 G=255 B=255



#7b0a1c

C=28 M=18 Y=16 K=01

R=193 G=198 B=204

CERTIFICATION SEAL

This is a sample of our Gitchia Certification mark. Each certificate included in our portfolio obtains a seal like the one given below. Please see the guidelines that show how to use it when you place it on the marketing brochures or other relevant materials.

In print, the seal should never appear smaller than 2.5 cm.



On-screen, it must appear at least 200 pix els wide.

This is a sample of a certificate that is issued to organizations whose product is certified by Gitchia.



TRAINING CERTIFICATE ACHIEVEMENT SAMPLE

This is a training certificate achievement sample that is issued to individual whose is certified by Gitchia.



Certificate

Registration No.: UK-xxxxxx

Gitchia Institute of Global Certification (Private) Limited
(hereinafter "Gitchia") awards this training certificate to:

Mentioned delegate has been evaluated and
certified in accordance with the Gitchia procedures
and successfully meeting the requirements of the
course:

NAME

DIPLOMA IN QUALITY MANAGEMENT
(BASED) ON ISO 9001:2015

General Conditions for
Certification Services:
This registration
was subject to the Gitchia
terms and conditions,
auditing and certification
procedures.
The certificate is subject
to regular
surveillance audits.
To take care
of the
effectiveness of
certificate organization
should have to
successfully pass the audit.
This document
is copy right protected.
Content could not
be duplicated without the
prior written
permission of Gitchia.
Any misapplication,
modification, deceit and
fabrication is
unlawful.

Mode of Training: Virtual Instructor-led Training (VILT)
Duration: xxxx
Score: xxxx

Course No.: xxxx
Registration Date: xxx
Issuance Date: xxxx
Certificate No.: xxxx

The validity of the Gitchia certificate will be maintained by
following the delegate code of conduct and transition of QMS
whenever required by the iso.org

SIGNATURE

Authorized Signatory



Head Office: 120 Q, Phase-II Johar Town, Lahore, Pakistan
Gitchia | www.gitchia.com | info@gitchia.com

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HALAL CERTIFICATE SAMPLE

This is a sample of a certificate that is issued to organizations that are Halal Certified by Gitchia.



HALAL CERTIFICATION

awarded to
YOUR COMPANY NAME

Site Address : XYZ

Gitchia Institute of Global Certification (Pvt.) Ltd. hereby certifies that products and/or services of the aforementioned organization has been assessed and found to be in accordance with the requirements of Pakistan Halal Standard PS:3733-2022 (R) OIC/SMC 1: 2019 (MOD)

Certification Scope :
Halal Product(s) : See Annex I of this certificate for Halal Product(s)
Category: CII

Initial Certification : May 06, 2022
Expiry Date : May 03, 2025

Grant Date : May 04, 2024
Revision No. : 00

Certification No. : XX-XX-XXXX-XXXX
(Unique ID)

Client Identification No. : GIT-XXXX-XXX

Shariah Advisor

PS:3733-2022 (R)

Chief Executive Officer

Blockchain ID

General Conditions for Certification Services: Certification was subject to the Gitchia Institute of Global Certification terms and conditions, auditing and certification procedures. The certificate is subject to regular surveillance audits. To take care of the affectivity of certificate, organization should have to successfully pass the audit. This certificate remains the property of Gitchia. The first certificate and every one copy shall be destroyed upon the request by Gitchia.

Head Quarter: Gitchia Institute of Global Certification (Private) Limited; Address: 43/L, Abdul Haque Road, Khokhar Chowk, Phase-II Johar Town, Lahore, Pakistan
Email: info@gitchia.com | Web: gitchia.com | Phone: +924235454541

Doc#FH-100.V1

Page 1 of 2



HALAL CERTIFICATION

Annex I of the Halal Certificate No. XX-XX-XXXX-XXXX

Sr. No.	Product(s)	Brand	HFT No.
01	Product Name	ABC	XX-XXX-XXX
02	Product Name	ABC	XX-XXX-XXX
03	Product Name	ABC	XX-XXX-XXX

Shariah Advisor

PS:3733-2022 (R)

Chief Executive Officer

Blockchain ID

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Page 2 of 2

GITCHIA BRAND BOOK 2025

12

TRAINING PARTICIPATION CERTIFICATE SAMPLE

This is a training participation certificate sample that is issued to individual whose has participated in webinar/seminar by Gitchia.



Certificate of Participation

This is to certify that

Name

has Completed Based on

Training Name

Date of completion

Gitchia Group of Companies VILT Academy



info@gitchia.com

XX.XX. XXX-XXXX/XXX

www.gitchia.com

Trainer Name
Chief Executive Officer

Helpline: +92304 1110252

GITCHIA TYPEFACE

The Oswald font is Gitchia official font, if you consider making any font changes to our material, only the following styles can be considered as approved by us.

Oswald Regular



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oswald Medium



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oswald SemiBold



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oswald Bold



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oswald Semibold



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Oswald Semibold Italic



ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

BUSINESS CARD

This is the only official layout of our business cards.



EMPLOY CARD

This is the only official layout of our employ cards.



FRONT

BACK



LETTERHEAD

This is a sample of our official letterhead used in Gitchia communications.



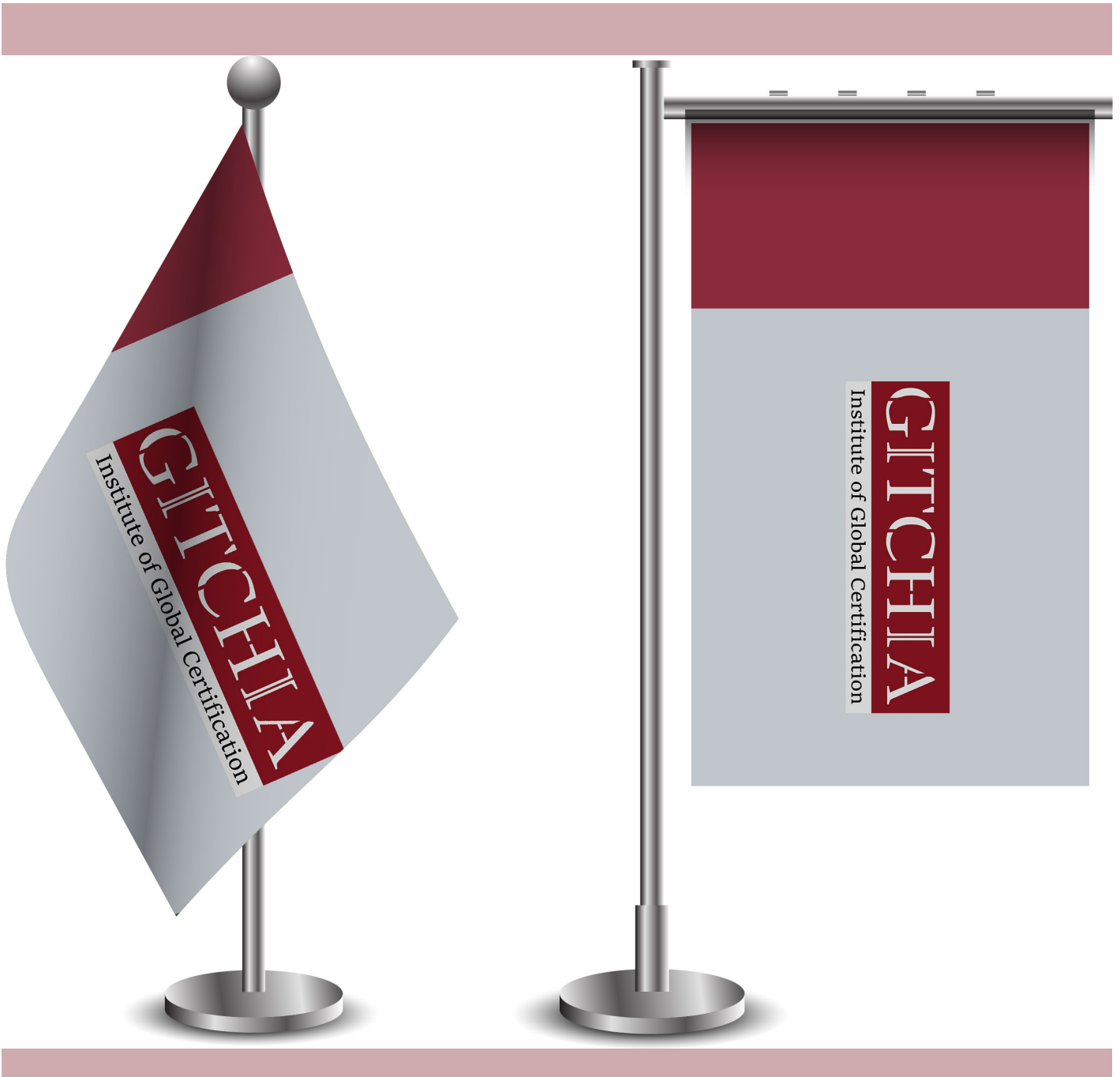
SAMPLE

"Endorsement, Global Acceptance"

+92-42-35445640 www.gitchia.com info@gitchia.com 43-L, Abdul Haque Road, Phase-II, Johar Town, Lahore

GITCHIA FLAG

The following flag is Gitchia standard flag used for the events. Flags are digitally printed on one side in full color photographic quality. Gitchia flag should be printed accordingly in 5x3 inch dimensions.



GITCHIA WALL CLOCK

The following design is Gitchia wall clock



The following design is Gitchia wall design.



STAND BANNER

The following banner is Gitchia standard banner used for the events. Banners are digitally printed on one side in full color photographic quality. Stand Banners should be printed accordingly in 30x70 inch dimensions.



Contact Us



+92 (042) 35445641

+92 (304) 1110252



www.gitchia.com



info@gitchia.com



43-L Abdul Haque Rd,

Phase-II Block L Johar

Town, Lahore,

GITCHIA

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