



**NUMEROS**  
MOTORS

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Who we are

## **Build Tools of Economic Empowerment**

For the population of India that is self-employed and uses every possible resource available to earn a livelihood, access to a sturdy reliable and utilitarian vehicle is a top priority. Local kirana shop owners, last-mile delivery executives and other gig-economy workers all require a vehicle that they can depend on in order to earn a living.

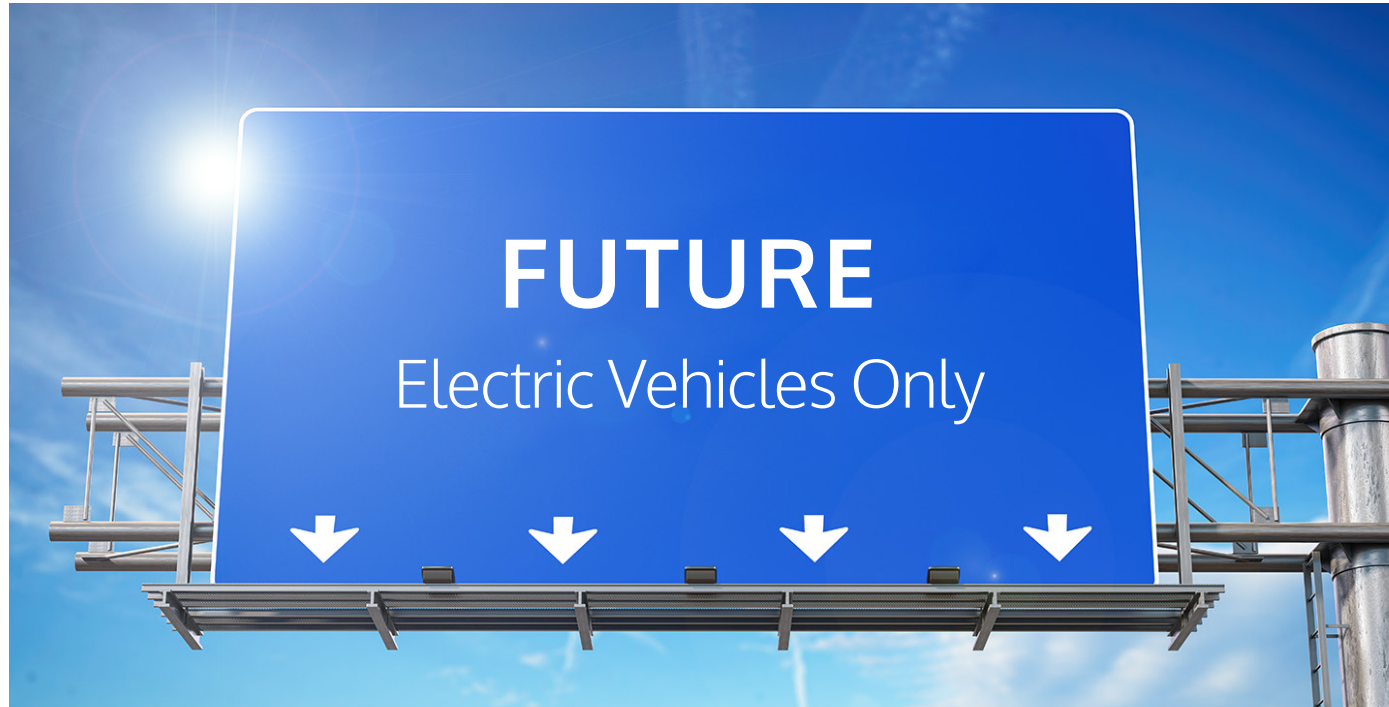
While industry has responded with enthusiasm to harbor in the EV revolution in India, there is a gap in the EV market for a vehicle to serve the needs of those who depend on their vehicle to make a living on a day-to-day basis.



# Vision

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“We wish to create a positive impact not just for the environment and the fight against climate change but, also for our end users who will use our products as tools to grow their own micro-businesses and earn a living.”



# Mission

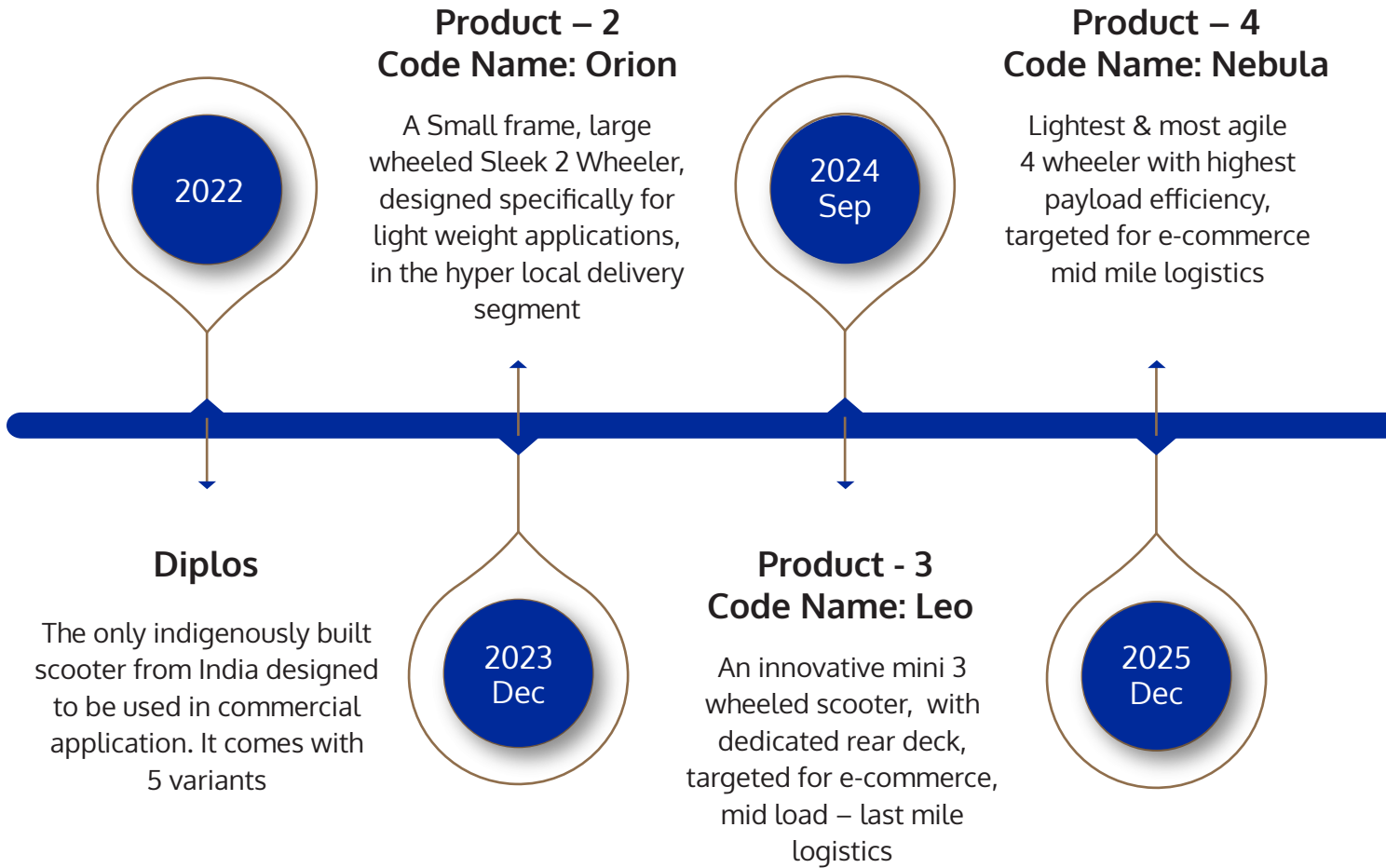
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Our Mission is to put 250,000 Electric Vehicles on road by Dec'2025, by introducing multiple products, variants, services and expanding distribution network to 250+ cities in India and export markets.

We call it Mission 25!



# Product Roadmap



## 2025

- 4 Products | 10 Variants
- 250k Vehicles On Road
- 250+ Cities Presence
- 250+ Team Members
- International Presence
- Multiple lines of Business

# Brand Architecture

# Target Audience

Our primary customers are the people who depend on their vehicles to earn a living. Our target audience is not limited to the fleet operation companies but we directly serve individuals as well, to grow their micro-businesses and livelihood through our vehicles.



# Brand Positioning

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An Electric Mobility Ecosystem Company, which provides **meaningful**, **accessible** and **dependable** solutions for micro & hyper local needs.



## Meaningful

Use case based products  
Consumer Centric Features  
Balanced Performance & Style

## Accessible

Value based Product Price  
Available across channels  
Flexible Price & Financing

## Dependable

Electric mobility, no emissions  
Products born to last long  
Warranties & assurance

# Brand Communication Attributes

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## Clear and Concise

Always use short sentences and be precise.  
Never try to explain too much at once

## Authentic and Truthful

Always express with honesty and build trust.  
Never try to avoid difficult conversations

## Simple and Understated

Always make it easy to remember and recall.  
Never express it loudly and more than what it is.





Name & Logo

# Numeros - The Name

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Numbers greatly impact our lives. They are our existence. We make numbers and numbers make us. The invention of the number 0 changed the way we look at the world today. Our hustle for success is through numbers. We exist to define, collate, correlate, achieve numbers. Numbers drive us an organization.

In Spanish, Numbers are called Numeros.

Our fundamentals are based around Numeros. We express ourselves through Numeros. Numeros gives us definitive answers. Numeros makes us achieve transparency. Our accountability is through Numeros. Numeros drives our innovation. Numeros keeps us chasing sustainability. We are true to Numeros.

We are  
**NUMEROS**

# Monogram - The Meaning

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The mix of sharp edges and rounded corners, denotes that Numeros will deploy cutting edge technology in its product while being a well rounded corporate citizen which will fulfil its obligations towards building a better future.

The futuristic 'n' signifies an electric nature of the organisation.



# Logo

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The Numeros logo is a combination of the wordmark and monogram. Together, they form a vital element to the identity.



**NUMEROS**  
**MOTORS**

# Monogram

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# Clearspace

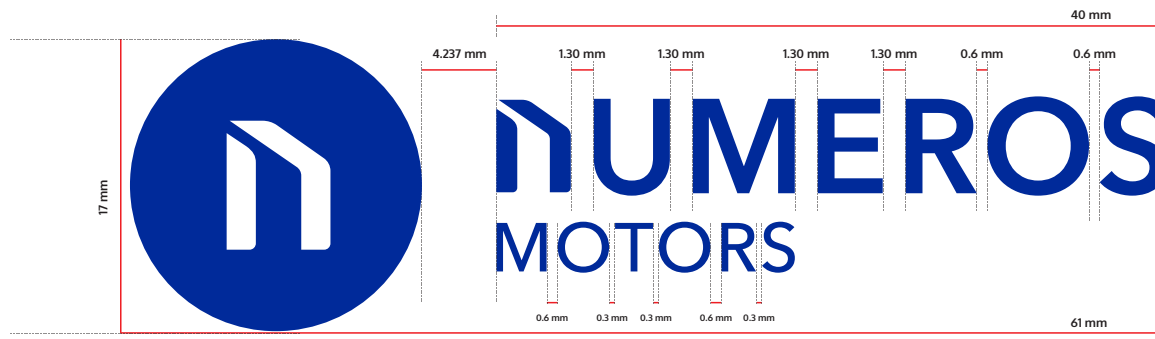
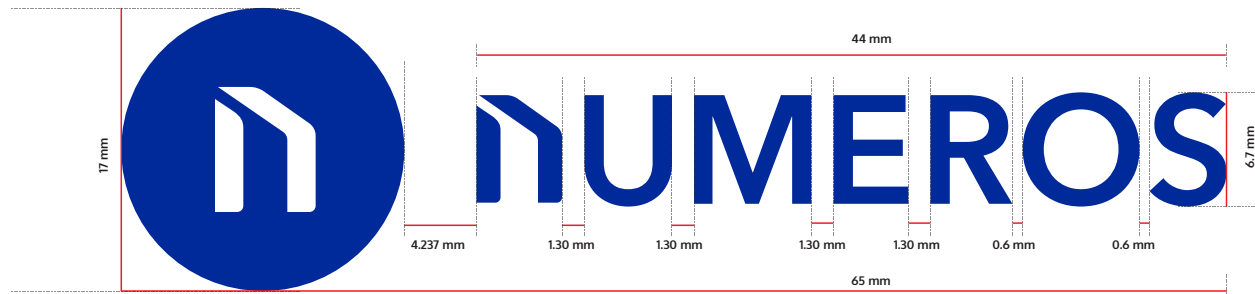
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Display the logo with a clearspace around all four sides at all times.

Use the height of the 'N' logo symbol to determine the clear space for the logo.

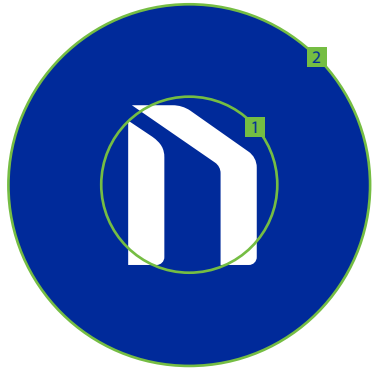


# Letter Space





# Adaptable Sizes



1:2 ratio

The minimal size of the logo should always be 27 mm in height to ensure visibility.

There is no limit on the maximum size that the logo can be scaled up to.

Enlargement and reduction of logo should always be diagonal to ensure it perfectly suits the prescribed logo in various proportions.



Scaling of Logo

# Logo Usage

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To ensure visual consistency, the logo should only be used in the horizontal format, as indicated here. No vertical or angular reproductions should be permitted. The Baseline should always be below the logo.



Do not crop the logo



Do not change the transparency of the logo



Do not use any effect of drop shadow on the logo



Do not alter the orientation of the logo



Do not alter or change the colours or use any of the brand colours



Do not re-create using any other typeface

# Logo Usage



**NUMEROS**  
MOTORS

Do not alter the position of the monogram



**NUMEROS**  
MOTORS

Do not distort the position of the logo in any way



**NUMEROS**  
MOTORS

Do not outline any part or parts of the logo



**NUMEROS**  
MOTORS

Do not use tints or shades



**NUMEROS**  
MOTORS

Do not scale, resize or change the proportions of the monogram or logotype



**NUMEROS**  
MOTORS

Do not shear the logo



**NUMEROS**  
MOTORS

Do not rotate any part of the logo



**NUMEROS**  
MOTORS

Do not change the leading or kerning of the wordmark



**NUMEROS** MOTORS

Do not change the position of the baseline



Typography

Colour

Iconography

# Primary Typeface

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Oxygen is modern, minimal and versatile typeface. It has a family of weights (Light, Regular and Bold) that helps highlighting across different mediums of communication.

AaAaAa

**Oxygen - Light | Regular | Bold**

the quick brown fox jumps over the lazy dog.

THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890 !@#\$%^&\*()

# Secondary Typeface

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AaAaAaAa

**Avenir - Book | Roman | Medium | Oblique | Black**  
the quick brown fox jumps over the lazy dog.  
THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG.

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890 !@#\$%^&\*()

# Primary Colour Palette

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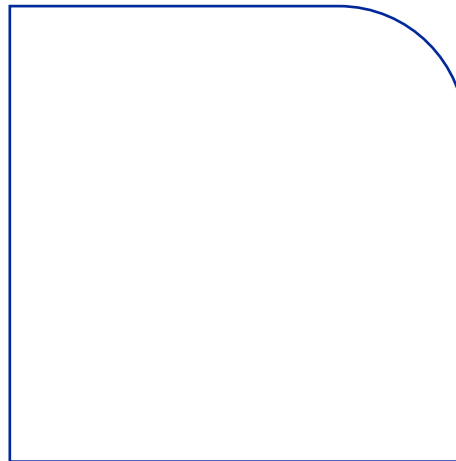
**The Numeros Blue** represents the sky. The sky is blue during the day and black during the night. During lightening its a combination of blue, black and white. The sky is vast and timeless, generating curiosity and motivating imagination. These characteristics essentially resonates very well with Numeros Motors.



**Pantone Dark Blue C**

C:100 Y:92  
M:7 K:3

RAL 5002



**White**

C:0 Y:0  
M:0 K:0



**Black**

C:0 Y:0  
M:0 K:100

# Secondary Colour Palette

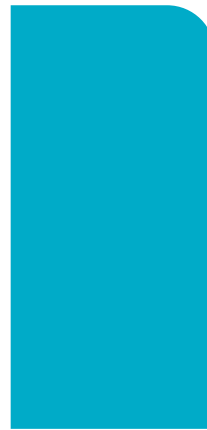
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**Pantone 874C**  
C: 40.16 Y: 74.25  
M: 50.31 K: 18.44



**Pantone 5405C**  
C: 74.35 Y: 33.17  
M: 47.04 K: 7.14



**Pantone 3125C**  
C: 95.12 Y: 21.96  
M: 1.89 K: 0



**Pantone 368C**  
C: 59.04 Y: 100  
M: 1.67 K: 0



**Pantone 151C**  
C: 0 Y: 100  
M: 59.75 K: 0



# Colour Palette Usage

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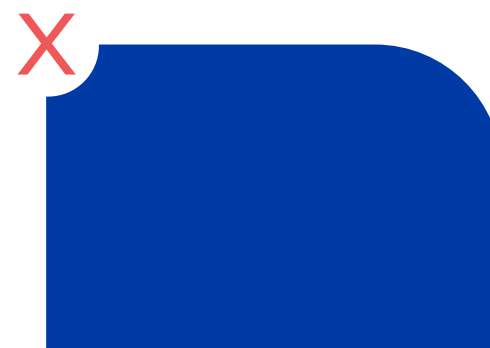
Do not use patterns or gradients



Do not use colours for the headline that are not contrasting



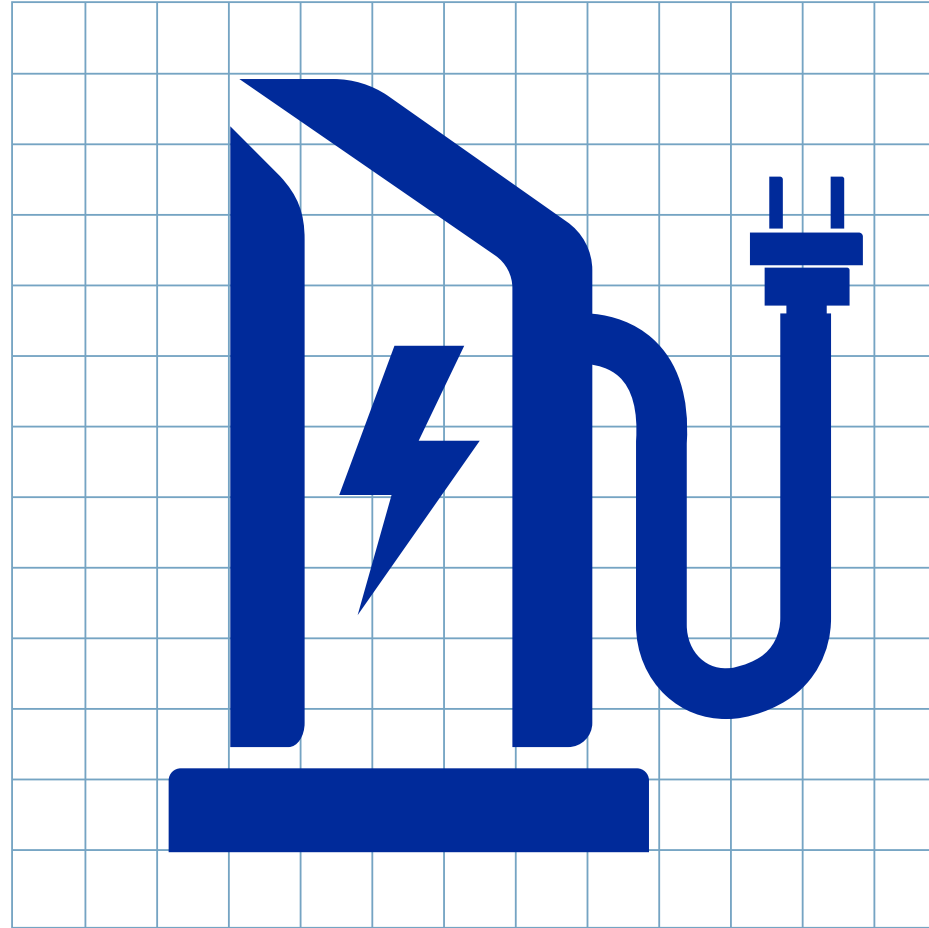
Do not use off brand colours that are not in the colour palette



Do not use a different shade of dark blue

# Icons - Style and Colour

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# Icons - Style and Colour

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Sustainability



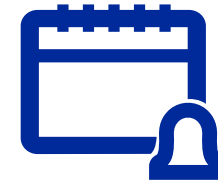
Battery



Tested



Location



Calendar



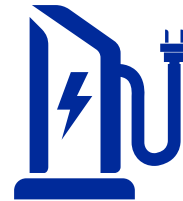
Contact



Repair



Time



Charging Station



Two Wheeler



Business Papers

# Business Card

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# Letterhead & Envelope

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Numeros Motors Private Limited.  
No. 736 & 737, 15th Cross, 6th Phase, J P Nagar, Bengaluru, KA - 560078  
+91 44 9999 9999 | www.numeros.com


Numeros Motors Private Limited.  
No. 736 & 737, 15th Cross, 6th Phase, J P Nagar, Bengaluru, KA - 560078  
+91 44 9999 9999 | www.numeros.com

# Identity Card





## PRIMARY COLOURS

 Pantone Dark Blue C  
HEX: #243C7E

 Microsoft Grey

 Standard Black

## SECONDARY COLOURS

 Microsoft Brown

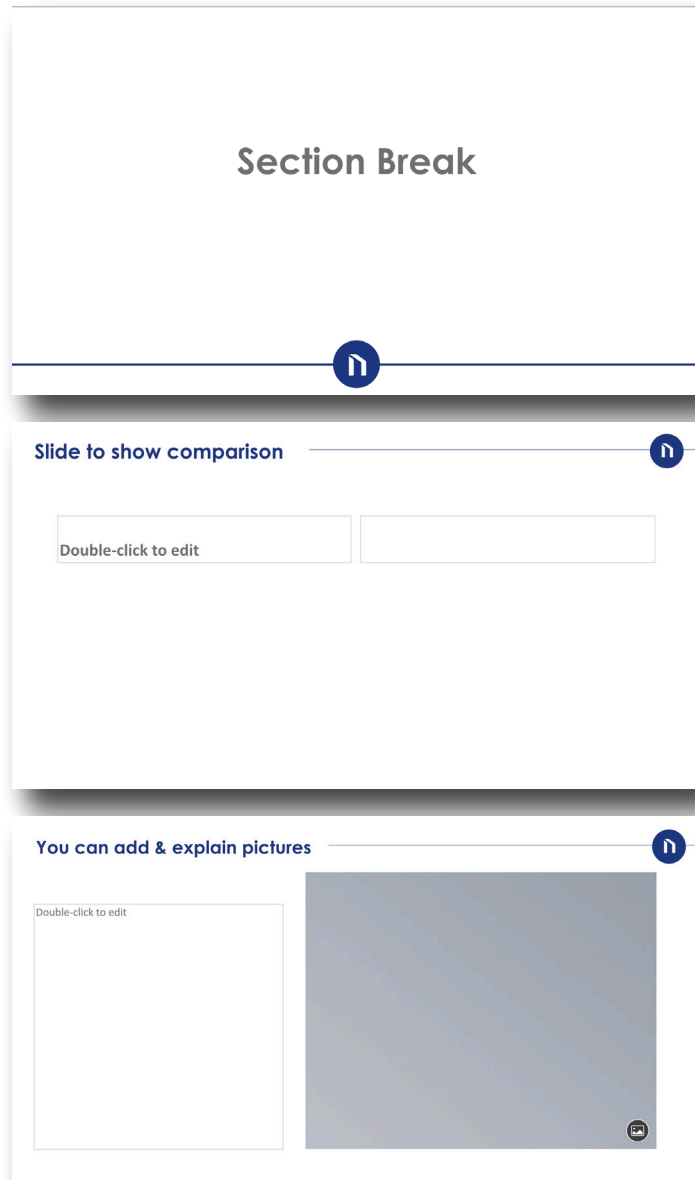
 Microsoft Brown

The title slide text size will be 50 and it's color will always be our blue

The title slide has a small box on the bottom left corner, this space should be used the information as seen in it currently



# PPT Template



The section break slide will have the text size of 50 but the color will be the grey we chose

The title above should be of 28 size and in the Century Gothic font


The color of it will be the official blue color of Numeros

The white box in which the title line should be increased or decreased according to the length of the title

The text of the body in each slide shall be in grey or black (if required)

The body text is set at size 24 in the Calibri (body) font

# PPT Template

Use this format to add tables 

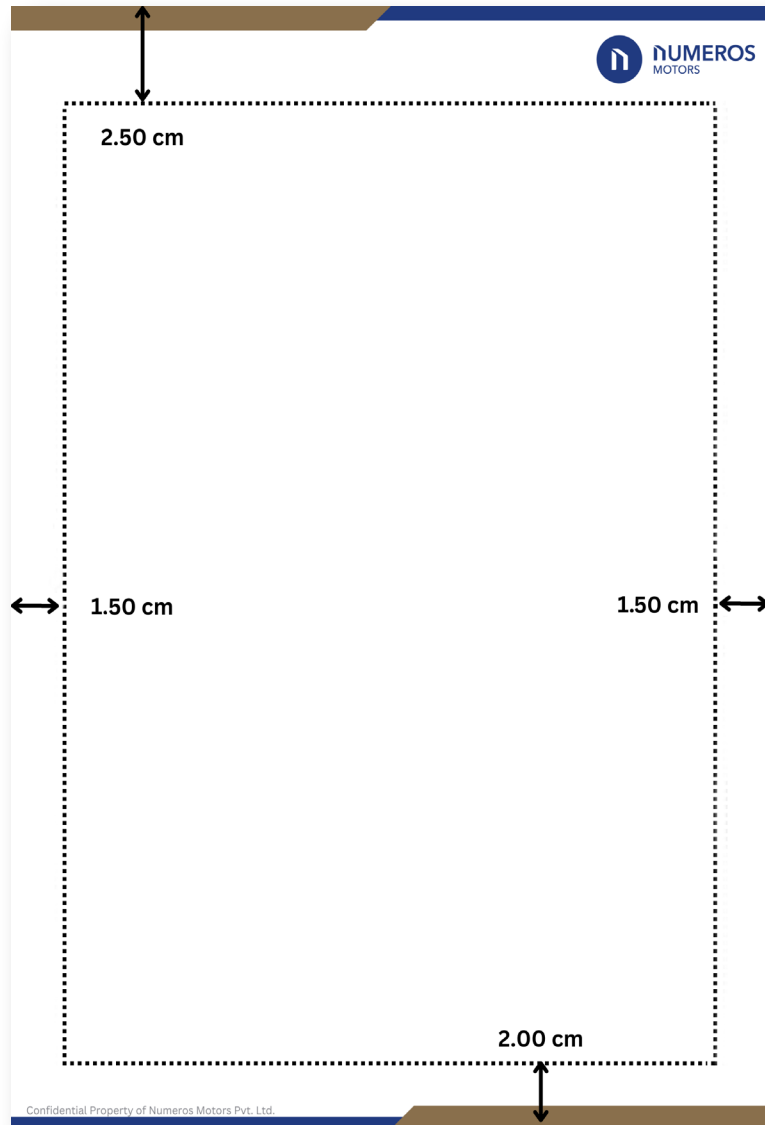
Column 1	Column 2	Column 3	Column 4	Column 5
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text
Text	Text	Text	Text	Text



There is a separate table slide included that you can use

All charts and graphs should also adhere to the colour format of blue, grey & black some colour flexibility is okay as long as it compliments the existing colour scheme

# Doc Template



## Title specifications

Font – Oxygen  
Style – Bold  
Size – 20  
Color – Blue, Black

## Body text specifications

Body text font – Oxygen  
Style – Normal  
Size – 12  
Color – Blue, Black, Grey

## Page margins

Top – 2.50 cm  
Bottom – 2.00 cm  
Left – 1.5 cm  
Right – 1.5 cm

## How to Set the Margins

Click on Layout > Select Margins > Custom Margins > Fill all the standardised numbers in Top, Bottom, Left, Right > Click on Ok

## How to Use the Template

- Download the .doc file and place it in – documents > custom office templates.
- Once done you can start using the template by clicking on design > themes > browse for more themes > select the file you downloaded.

## How to Install the font

Download the fonts from the attachment > right click on the file > click on install

## What not do

- Do not use another logo of Numeros Motors as already one logo is permanently used in the document.
- Do not screenshot the logo from this document and use it in the document or elsewhere.
- Do not use too many different colors in the document.
- Do not change the size of the Numeros logo and the template styling in any way.

## Key Points to Remember

- This template can be used for all external vendors communication.
- This template can be used for internal office communications.  
It is not mandate to use for internal communication.
- This template cannot be used to establish any communication with the government authorities like, Visa office, Customs, Embassy, Diplomats etc.
- This is not to be treated as a company letter head.

# Certificates



**NUMEROS MOTORS**

**BRAND CORE VALUES**

**Meaningful**

- Use Case Based Products
- Consumer Centric Approach
- Balanced Performance & Style

**Accessible**

- Value Based Product Pricing
- Available Across Multiple Channels
- Flexible Pricing & Financing Options

**Dependable**

- Clean Electric Mobility Solutions
- Products Built for Long Life
- Warranties & Assurances

*Shreyas Shikhal*  
Founder & CEO

**NUMEROS MOTORS**

**PRODUCT CORE VALUES**

**Reliable**

Longevity & Durability of the Asset

**Smart**

Fully Connected Vehicle

**Safe**

Rider Safety Built in to the Design

*Shreyas Shikhal*  
Founder & CEO

**NUMEROS MOTORS**

**VISION AND MISSION**

To create a positive impact not just for the environment and the fight against climate change but, also for our end users who will use our products as tools to grow their own micro-businesses & lead a better life.

To put 2,50,000 vehicles on road by December 2025, by introducing multiple products, variants and expanding our distribution network to 250+ cities.

**We call it Mission 25!**

*Shreyas Shikhal*  
Founder & CEO

**NUMEROS MOTORS**

**I Innovation**  
Introduce and promote the application of new and practical ideas, products, processes and procedures. Encourage and inspire others to develop, modify and implement their ideas to improve efficiency, effectiveness, or competitive advantage.

**S Sustainability**  
Demonstrate empathy towards the environment, consciously seek to minimize the negative impacts of one's activities on the environment, and constantly strive to meet the needs of customers without compromising the ability of future generations to meet their own needs.

**C Customer Centricity**  
Anticipate and meet the needs of customers and appropriately respond to them. Demonstrate a personal commitment to identify customer segments and analyze their needs and continuously seek to provide the highest quality service and product to our customers.

**A Accountability**  
Accept responsibility for our actions and decisions and demonstrate a commitment to accomplish work in an ethical and professional manner. It is about not giving excuses or blaming others but admitting one's mistakes. It is holding oneself and others accountable for their actions.

**L Lead by Example**  
Set direction and help oneself and others to do the right thing to move forward. Actions must mirror the words - walk the talk. Lead by example also means doing the right thing when nobody's watching, inspire others by one's behavior and be a role model.

**E Excellence**  
Strive to do more and be better through our continued efforts, will and desire to learn along the way in addition to delivering quality products and services of unmatched values, constantly raising the bar of our performance.

Founder & CEO

**NUMEROS MOTORS**

**VALUES IN ACTION**

**I** Innovation

**S** Sustainability

**C** Customer Centricity

**A** Accountability

**L** Leadership By Example

**E** Excellence



# Brand Collaterals

# Stationery

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# Tableware

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# Travel Accessories

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# Garmenting

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# Gadgets

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...And this is just a humble beginning in the journey of creating a great brand.

We are



**NUMEROS**  
MOTORS

