

INSPECTEST



The BrandBook



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Board Message

Dear Team,

Welcome to our new identity - an identity imbued with commitment and purpose. We have given form to our Vision, realigned our Mission and captured our Values. We are now ready to tell the world who we are and what we stand for because our brand is a simple representation of a complex and technical business.

Over the last few years we have overseen a tremendous effort to grow our business. Now we have developed the tools and resources to assist us in conveying an innovative and forward-looking story - the story of InspecTest.

In a competitive landscape that has traditionally been dominated by well established global players, some of whom have been around for over a century, we represent a brand that is young and dynamic. Our brand can rapidly respond to changing customer needs through strong, reliable resources. We are agile, we are energetic and we are progressive.

This BrandBook lays out the framework for various external and internal communication as well as customer interaction. This will ensure that our messaging remains consistent and identifiable in all its manifestations.

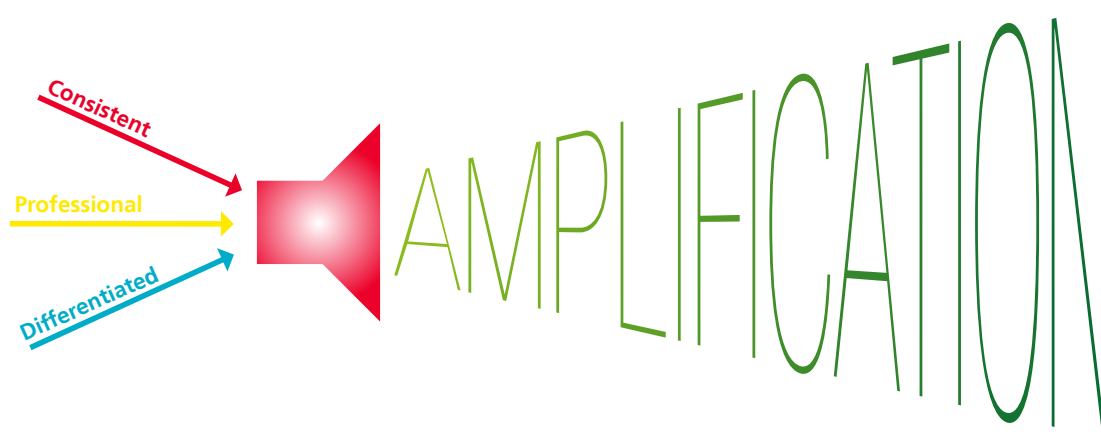
The injection of this new look and feel brings with it a renewed sense of focus and energy. We invite each and every one of you to join in this collective effort. Let's give our customers an experience that not only meets all their needs, but also creates a vitally important emotional connection.

Board of Directors

InspecTest (Private) Limited

Strong brands can drive choice, command a premium and establish loyalty.

Our new brand aims to do just that. We will seek to stand out and stay relevant.



Consistent

No matter where our customers and colleagues encounter us, we must always look and sound the same. This will make us reliable.

Professional

All the materials we produce will look as if they come from the world's leading inspections company. Because that is who we are.

Differentiated

Our messaging will always convey what makes us stand out. It will create an impression that is both emotional and functional.

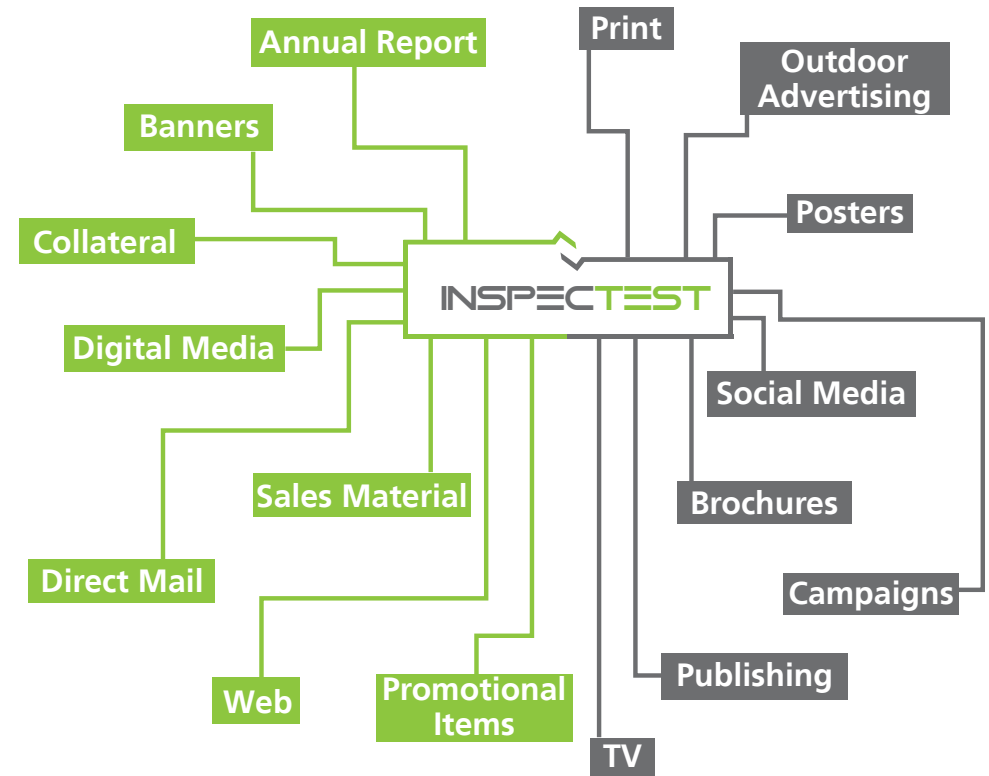
This BrandBook is the result of a strategic process conducted with our most important audience. It began with a broad perception that distilled insights to arrive at a clear positioning platform. From this, we derived our Vision, Mission and Values as well as the look and feel for the InspecTest brand identity.

The BrandBook is to be used by anyone producing branded collateral for InspecTest.

Definitions A

Our brand proposition embodies all that inspires and guides us. Everything we say and do, everything we live and breathe, stems from our proposition, our Vision, Mission and Values.

It brings to light how we treat each other, be it a colleague or a customer. It provides the platform from which to distil any message, any behaviour and any promise we make as the InspecTest brand. Our positioning differentiates us, sustains us and motivates us. It is what we want people to associate with when they think of us.



Vision

Our Vision represents our ambitions and aspirations. It inspires us to do what we do and how we do it.

Mission

Our Mission works together with our Vision and informs the way in which we think, work, interact and communicate every single day.

Our Proposition

Statement

InspecTest reimagines the world as a safer place through constant innovation, care, training and the highest degree of professionalism.

Support for our Statement

At InspecTest safety is our priority, both for our people and for our customers. We believe that a safe environment is one where people can thrive and be the best that they can be.

We define our own standard of professionalism which is made up of attitude, respect and expertise. Our teams are trained to innovate and meet these standards. We listen, we take action and we share information. We recognise that a satisfied employee means a satisfied customer.

We represent youth and dynamism. This agility allows us to challenge our market, never accepting but always questioning the status quo and always striving to innovate.

Our customers rely on us. Our one window operation and breadth of geography ensures fast TAT, keeping customers up and running. This allows us to do what we do best: add value to assets and reduce risk.

Brand Essence

Always safe

Tagline

In safe hands

Vision

Creating an environment that is safe, caring and reliable.

Mission

At InspecTest, we never compromise on safety or people for growth. We support and nurture our employees to become the company's greatest asset, adding value and ensuring sustainability for our customers and the communities we live in.

Values

Our Values make us who we are. They act as our guide to make us unique and incomparable in all we do no matter where we do it.

Our values stand for our beliefs and principles and they amplify our culture.

➤ SAFETY

"We believe HSE is of utmost importance and we attach the highest value to the safety of our employees and stakeholders."

- I take responsibility for my personal safety and that of my co-workers
- I will act as a safety ambassador for the company
- I will report and do everything possible to rectify unsafe situations

➤ OPEN COMMUNICATION

"We believe open communication is the foundation of trust."

- I am transparent and straightforward in all my dealings
- I extend trust to others and make all efforts for others to trust me
- I have the courage to speak my mind

➤ CONTINUOUS IMPROVEMENT

"We believe excellence is a commitment to improve everything we do all the time."

- I am in constant pursuit to deliver the highest quality possible
- I am keen to learn and always look for better ways of doing things
- I have a strong desire to be the best I can be

➤ LEADERSHIP

"We believe leaders inspire others to learn and achieve more."

I am humble and lead by example
I motivate and energize my colleagues
I empower and help others to be their best

➤ TEAM WORK

"We believe in the strength of the individual, yet we accomplish more by working together."

I put the team's success ahead of my personal success
I am committed to caring for and supporting others
I listen to others with an open mind and give constructive feedback

➤ ACCOUNTABILITY AND OWNERSHIP

"We believe in taking responsibility for our decisions, actions and their results."

I act with integrity and focus on doing what is right
I have the honesty to admit and rectify my mistakes
I do what I say and take pride in what I do

Our People, Our Priority

We...

are industrial doctors.

hire on attitude - those that want to be a part of something bigger.

anticipate the unexpected.

go the extra mile.

work hard and play hard.

are energetic and dynamic.

take ownership of everything we do.

listen to learn and listen to serve.

share information and make it interesting and meaningful.

build our culture purposefully, not by accident.

celebrate success through stories of excellence.

serve our community.

invest in new technology to bring our customers the latest and the best.

give responsibility and pay respect.

think like owners and focus on results.

are the example we want to see.

streamline and keep things simple.

are humble and do what it takes.

blaze new trails and stand behind our commitments.

own our mistakes and learn from them.

align our systems with our values.

treat our colleagues like our most valued customers.

Everyone plays a part

Visual ID



1 The positive logo

This is the positive version of our company name. The wordmark and hands are always used together.



2 The negative logo 1

This is the negative version of our company name. The lime background should always have a grey logo.



3 The negative logo 2

This is the negative version of our company name. The grey background should always have a lime logo.



4 The colour palette

Our colour palette contains 2 primary colours: Lime and Grey. These colours are supported by their respective gradients.

Abc

5 The typeface

Frutiger is our corporate typeface for all applications.



People



Situations



Machinery

6 Imagery

Our imagery and photography express our values and our brand essence, 'Always safe.'

Our Logo

Our logo comprises the Hands alongwith a newly adopted font for our wordmark.

Together they show safety, care and reliability. The colour palette has been intergrated for a modern outlook, with a nod to the environment and sustainability.

Our Hands



Wordmark

INSPECTEST

Evolution



Don't alter the fixed relationship between the InspecTest wordmark and the Hands.



Don't change the colour of any part of the InspecTest logo.



Don't recreate the InspecTest wordmark in any other font.



Don't use the InspecTest wordmark without the Hands.



Don't place the negative logo on any other colour than InspecTest colours.

Size & Clear Space

We must always guard the integrity of our logo. It is important that the InspecTest logo is not used below a minimum size.

We must also ensure that there is an area of clear space around the logo. This clear space is maintained by the 'T'.



Regular size

The logo shown here is the correct size for A4 format communications. For A5 and DL formats the size is reduced in proportion.



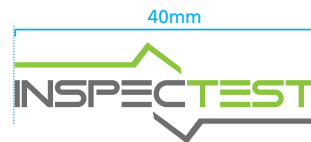
Clear space area

To maintain the visual impact of the logo, it should always be surrounded by an area of clear space.

Clear space



As shown here by the dotted cyan outline and T characters.



Minimum size

To maintain the legibility of the logo and to ensure accurate reproduction, they should never be used smaller than the minimum size shown here.

Other Logos

Exceptional use logos must be used only when there is no other alternative.

These logos are designed to increase the versatility of the InspecTest logo so that no situation arises where a logo cannot be used. These versions of the logo are applicable to all InspecTest logos.

Exceptional use logos



Greyscale:
1 colour black printing



Flat colour:
colour printing where the
print process limits the
use of tints



Flat black:
1 colour black printing with
limitations



Flat white:
For use on dark background
colours

Applications



1 colour black printing



Two colour print



Embossing, embroidery,
die-cutting.



Embossing, embroidery,
die-cutting.

Logo with tagline

The logo lock-up integrated with the tagline can only be used as shown here. It is imperative to use the logo without distorting the ratio.

The cyan T has been used to determine the size of the tagline. It is only shown for illustration purposes.

With Tagline



Colour Palette

Colour is a powerful way to ensure recognisability and consistency.

Highlight Colours

Red	75%	Yellow	75%	Blue	75%
	50%		50%		50%
	25%		25%		25%
Pantone 185C C 0 M 100 Y 81 K 0		Pantone 803C C 0 M 06 Y 91 K 0		Pantone 3125C C 90 M 0 Y 24 K 0	

These are the boldest colours in our palette. They can add drama and visual interest to our messaging. We must always exercise restraint when using these colours as excess usage can reduce attention rather than amplify it.

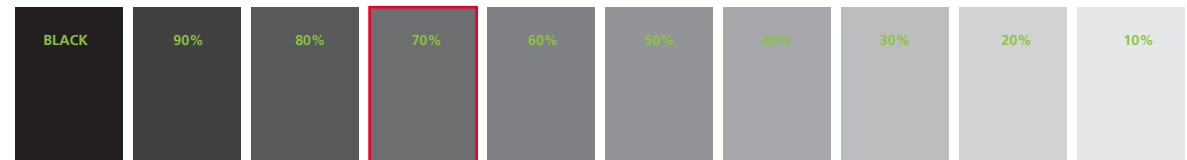
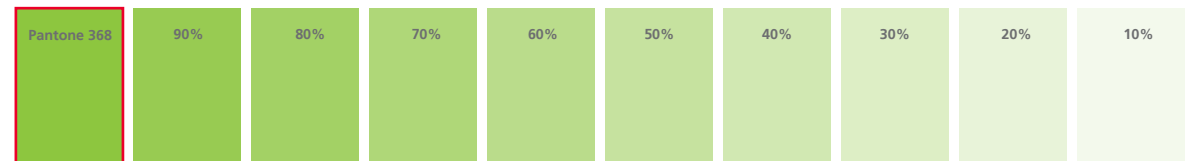
Avoid using any of the highlight colours on a contrasting colour.

Primary Colours



Our colour palette contains 2 primary colors: Lime and Grey. These must be dominant in all materials. Our hero primary colour is Lime. White gives balance and should be used as a contrast colour. It also provides a clean look to communication.

Secondary Colours



Our secondary colours are gradient colours derived from our primary colours. The secondary colours are used for charts, graphs and text, making it easier to decode the message.

Colour Matching

Colour	Print	Screen
Pantone 368	Coated C 50 M 0 Y 100 K 0	R 141 G 199 B 63 HTML 8DC73F
	Uncoated C 50 M 0 Y 100 K 0	
Pantone 242	Coated C 0 M 0 Y 0 K 70	R 255 G 245 B 109 HTML FFF56D
	Uncoated C 0 M 0 Y 0 K 70	
White	Coated C 0 M 0 Y 0 K 0	R 255 G 255 B 255 HTML FFFFFFFF

Pantone colours are used to match for correct reproduction by a professional printer. Coated colours are the master colour reference for all matching. Uncoated colour references have been selected for closer colour matching on uncoated materials. CMYK colour classification provides a starting point for process colour reproduction. These values can be adjusted to get the closest match.

Typography

Frutiger is our corporate typeface.

It was designed in the 1960s by Adrian Frutiger for the Charles de Gaulle Airport near Paris. Frutiger will be used for all communication, including signage and print media.

Arial is our secondary font and is used for all online applications and system-generated messages.

Frutiger and Arial are the only two fonts that can be used.

Colours

Our colour palette can be applied to typography to add visual depth and help decode messaging.

Headlines and subheadings can be written in lime and grey. Body copy is written only in grey.

Highlight colours can be used to add emphasis.

Frutiger Black

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!?"'"/()#&%*<>-+=

Only used for headlines. It should never be used for text. Headlines can either be centred or left justified - never lead from the right. Headlines can be written in all capitals or title case but never in all lower case.

Frutiger Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!?"'"/()#&%*<>-+=

The Oblique weight can be used for extra emphasis

Used for subheadings and body copy. This font should only be used in title case and lower case - never in all capitals.

Arial
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!?"'"/()#&%*<>-+=

The Bold and Oblique weight can be used for extra emphasis.

Frutiger Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!?"'"/()#&%*<>-+=

Used for headlines, subheadings and callouts. It should never be used for text. Headlines can either be centred or left justified - never lead from the right. Headlines, subheadings and callouts can be written in all capitals or title case but never in all lower case.

Frutiger Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789
.,!?"'"/()#&%*<>-+=

The Oblique weight can be used for extra emphasis

Mainly used for body copy. This font should only be used in title case and lower case - never in all capitals.

All capitals - Headlines only

Bold and Oblique weights can be used for emphasis.

Imagery

Our imagery is engaging and captures our Vision and Brand Essence. InspecTest is a community made up of our people, our customers and our environment.

Our photography should always seek to portray this. Please note that both black and white and colour photography can be used.

The images shown here should assist in commissioning a photography shoot or selecting images for collateral.

People

People should always be portrayed in a direct and un-posed way. The image should look natural and spontaneous. Whether you are using portraits or groups of people, these principles apply to both.

Situations

Situations should capture a real moment in time. When using pictures of events, it is important to capture the spirit of the event. People should look engaged and the image should be kept simple.

Machinery

When capturing machinery it is important to show dramatic angles. The image should capture both form and function. Lighting is important for machinery and can add depth and dimension to inanimate objects.

Things to avoid:

- Posing models
- Abstractions
- Hard white light
- Oversaturation

People



Situations



Machinery



Tessellations

Our tessellations are a graphic tool that will add visual interest and depth. They will provide a unique flavour when cleverly combined with artworks and can either be emphasised or down played individually to enhance our storytelling.

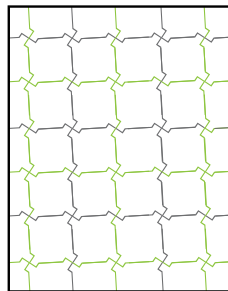
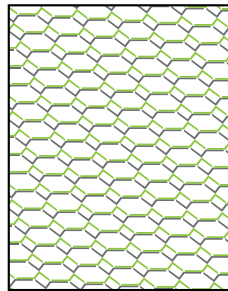
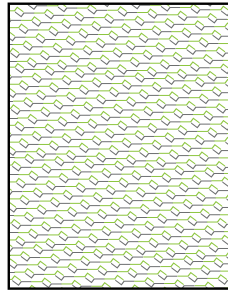
These elements appear to be whole when placed together but they can be broken apart and explored individually. When used consistently, they will create continuity across a set of collateral or can be used by a particular department. Examples of applying tessellations can be found throughout this BrandBook.

Colour

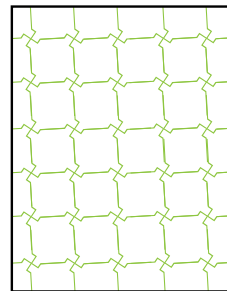
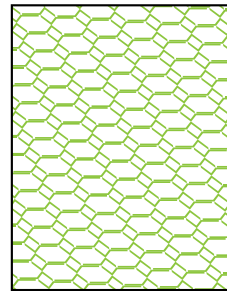
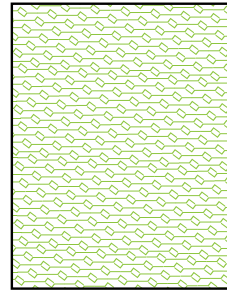
Colour variations can only be used as shown. Opacity can be played with to suit the needs of the artwork. This will help achieve gradations and shading.

2 colour

Lime & Grey

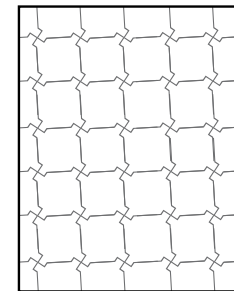
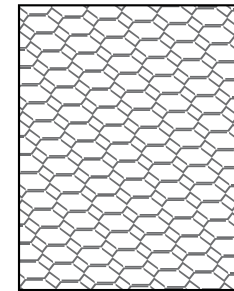
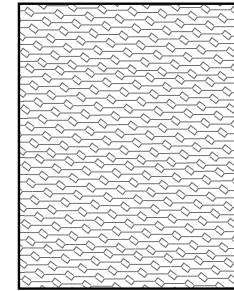


Lime

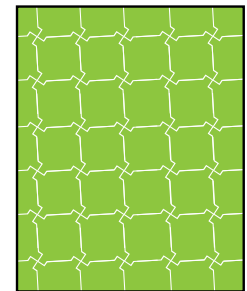
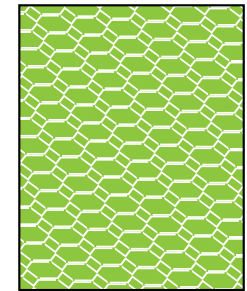
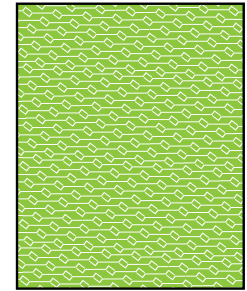


1 colour

Grey



Reverse Lime



Applications

All our patterns are based exclusively on the Hands. Some examples of applications are shown here. You are only limited by your imagination!

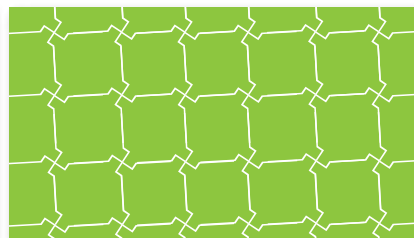
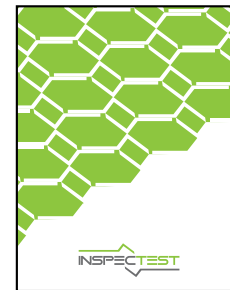
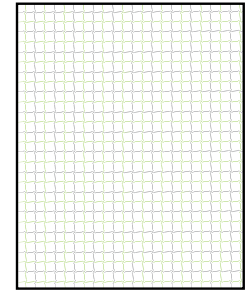
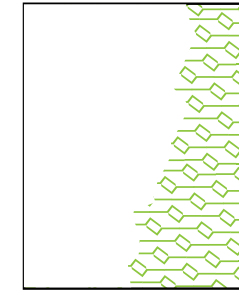
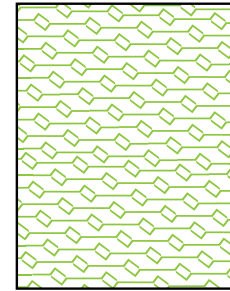
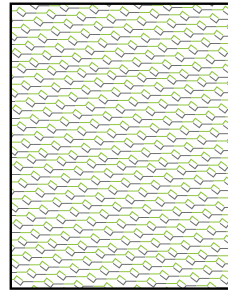
Depending on the skill level of the person using them, the following elements can be varied:

Size

Each individual element can be zoomed in or out. However, size must not vary within an artwork.

Coverage

Tessellations can be used to cover part of the artwork or even as a background or wallpaper to cover the entire surface area.



Tone of Voice

Like people, every brand has its own voice that reflects its personality and character.

This is how we say what we say. It exemplifies our attitude and personality, reinforces our brand and makes us unique.

Friendly but Respectful

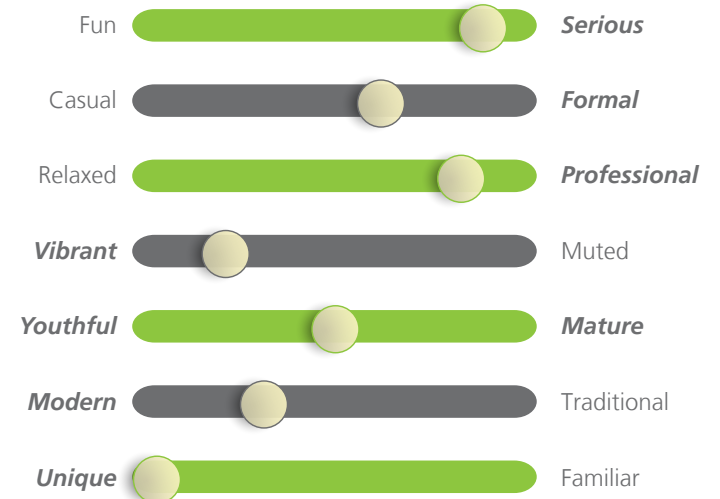
We are **approachable** and **warm** but we do not frighten our customers with language that is overly formal. We are **inclusive** and **engage** customers in dialogue rather than being patronising. We must sound like the experts we are to **boost** customer confidence in us. Our clients must feel reassured because we are **insightful** without being preachy.

- *'If you need assistance, you can always contact us.'*
- *'We, at Inspectest, are happy to help.'*
- *'We believe there is a better option.'*
- *'Over the years, we have learnt that in such situations...'*

Serious but Vibrant

We use **modern** language that evolves with time. We are **transparent** and **truthful**, delivering on brand promise. We do not tell jokes but we show that we are **vibrant** and **dynamic**, with a voice that is **youthful** and **energetic**.

- Do not make empty claims that are only there to impress: *'We are 110% dedicated to customer service.'*
- Do make bold claims that are true: *'Inspectest is the safe and reliable choice.'*
- Be vibrant about we do: *'At Inspectest, we have certified some of the largest...'*
- Do not use ! - the words should say it all



Specific but explanatory

We give our customers useful information that is **empowering** because it is **specific** and **definitive**. We organise information logically to bring **clarity** to complex processes and procedures. We always sound **positive** and **direct** without bragging.

- Use bullet points where necessary
- Numbering things can help organise information
- Break up paragraphs rather than using big chunks of copy
- Get the key points across early
- Use font size and colour to emphasise
- Tell your audience what they need to know, no more and no less

The Basics

Our TOV should have a consistent character but adapt to different situations - a press release should not sound the same as the response to a customer complaint. As a B2B, we have the benefit of knowing our customers personally and we should use this to our advantage.

Write like this:

Dear [Name],
We sincerely apologise for any inconvenience this issue caused you. Please be assured that your feedback has been reviewed. I will contact you directly tomorrow to resolve the matter.
Thank you for your patience.

Not like this:

To Whom it May Concern,
Your feedback has been duly noted and we will revert within 24 hours.

Word Length

Short words make us simple and direct.



try *not* endeavour
use *not* utilise
cuts *not* cutbacks
Long words show sophistication and expertise.



superior *not* better
sufficient *not* enough
additional *not* extra

Our language should use a combination of both:
'We use superior materials for additional strength.'

Sentence Length

Short sentences keep us concise and to the point.
We can create rhythm with tempo.

Pronouns

We use second person pronouns like '*you*' to be engaging and third person pronouns like '*customers*' to be formal.

Contractions

We do not use contractions like '*we've*' and '*shouldn't*.' We will always say '*we have*' and '*should not*.'

Buzzwords and Jargon

We use buzzwords and jargon very sparingly and cautiously. And even when we use them, we must be certain that our audience understands them.

Acronyms and Technical Terms

We embrace these throughout our communication. We are experts and we know that our audience is adept in the technical language that is a mark of the work we do. We use these terms to inspire confidence and create synergy.

Numbers

- Use figures, not words: 1 2 3 4...
- Use first, second, third up to tenth. Then 11th, 12th, 13th...
- Use commas after 3 figures in large numbers: 1,000,000
- Million and billion are abbreviated in currency: PKR 2M, USD 3B
- If a number appears at the beginning of a sentence, use the word
- Use the symbol %. Note that a fall from 6% to 3% is a drop of 50%, not 3%
- Write percentage, not %age

Usage

Our Name

InspecTest (Private) Limited is the full, official name of our company. This should only be used when and where it is legally required to do so. The company's name should never be altered in capitalisation, spacing or spelling.

Correct

InspecTest (Private) Limited

Incorrect

Inspectest private limited

Our brand name is InspecTest. It should be used in all other communication, both internal and customer facing.

Correct

InspecTest

Incorrect

Inspectest

Examples of name usage in sentences:

Correct

Below is the annual earnings report for InspecTest (Private) Limited.

Incorrect

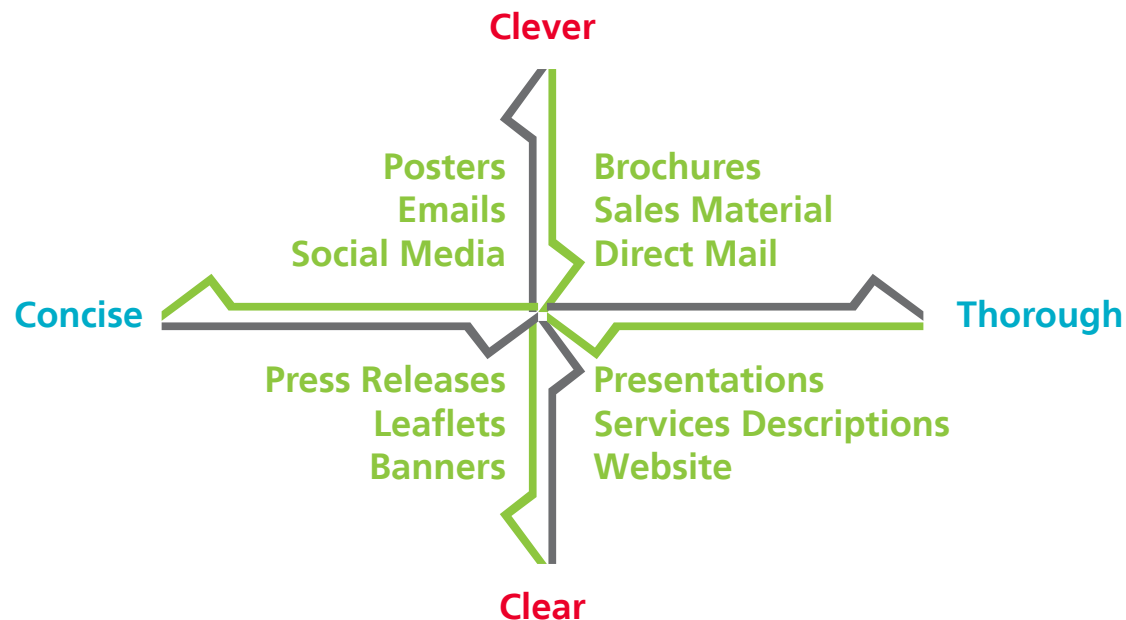
Below is the annual earnings report for Inspectest.

Correct

Welcome to the InspecTest Home Page.

Incorrect

Welcome to the Inspectest (Private) Limited Home Page



Some examples

Incorrect

While providing support to quality controls and in setting up risk based maintenance, modernisation and investment plans, we can fully manage big maintenance stoppages and training services.

Correct

We completely manage big maintenance stoppages and training services. We can set up risk based maintenance and investment plans while ensuring quality control.

Incorrect

Pakistan Petroleum Limited has awarded the contract for inspection services at its largest gas field located at Sui, Baluchistan, to Inspectest (Pvt.) Limited. The scope of work includes critical inspection of dead legs of the pipelines laid at the site.

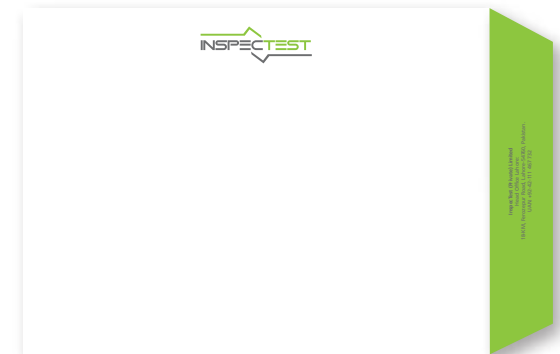
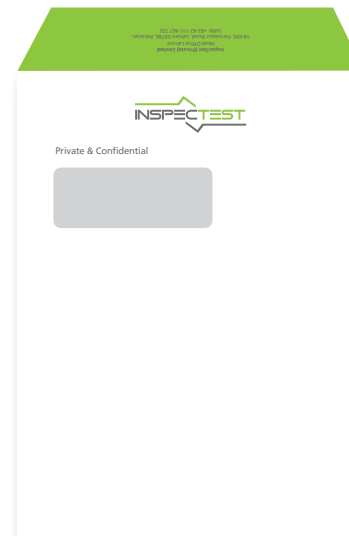
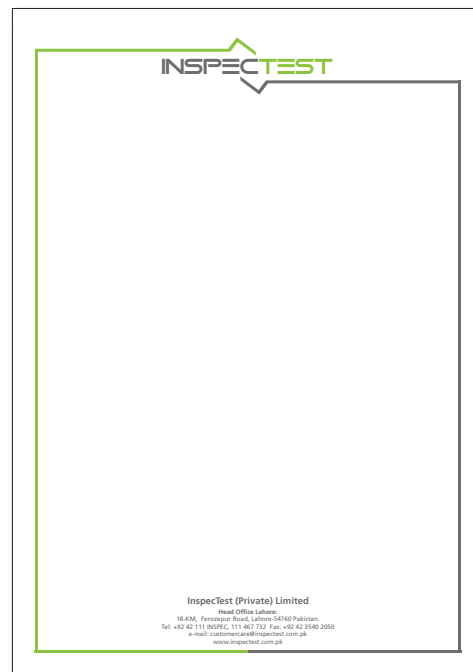
Correct

InspecTest has been awarded the contract for Pakistan Petroleum's largest gas field. The site is located in Sui, Baluchistan. We will be inspecting dead legs of the pipelines laid at the site, commencing next month.

Stationery

Stationery is a very important element of our corporate identity.

It is often the first impression a customer or a potential colleague will have. This is why it is imperative for our stationery to be consistent, no matter which office it comes from or who it goes to.



Letterhead

1 Logo

Use 75 mm logo

2 Company Name

Typeface: Frutiger Bold

Type size: 12 pt

Colour: Pantone 242

3 Company Location

Typeface: Frutiger Bold

Type size: 8 pt

Colour: Pantone 242

4 Company Address

Typeface: Frutiger Roman

Type size: 8 pt

Leading: 9.6 pt

Colour: Pantone 242

The main letterhead template is a large rectangular box. At the top right, there is a logo consisting of a green arrow pointing right, followed by the word "INSPECTEST" in a bold, sans-serif font. The logo is labeled with a small "1" in a black box. Below the logo, the company name "INSPECTEST" is written in a bold, sans-serif font, labeled with a small "2" in a black box. At the bottom left, the company location "18-KM, Ferozepur Road, Lahore-54760 Pakistan." is written in a smaller, sans-serif font, labeled with a small "3" in a black box. At the bottom right, the company address "Head Office Lahore: Tel: +92 42 111 INSPEC, 111 467 732 Fax: +92 42 3540 2050 e-mail: customercare@inspectest.com.pk www.inspectest.com.pk" is written in a smaller, sans-serif font, labeled with a small "4" in a black box.

Continuation Sheet

The continuation sheet template is a smaller rectangular box. At the top right, there is a logo consisting of a green arrow pointing right, followed by the word "INSPECTEST" in a bold, sans-serif font. The logo is labeled with a small "1" in a black box. Below the logo, the company name "INSPECTEST" is written in a bold, sans-serif font, labeled with a small "2" in a black box. A dimension line indicates a width of 60mm for the logo area.

50% of actual size

Business Card

1 Logo

Use 45 mm logo

2 Name

Typeface: Frutiger Bold

Type size: 10 pt

Colour: Pantone 368

3 Designation

Typeface: Frutiger Bold

Type size: 7 pt

Leading: 11 pt

Colour: Pantone 242

4 Email Address

Typeface: Frutiger Roman

Type size: 6 pt

Colour: Pantone 242

5 Company Name

Typeface: Frutiger Bold

Type size: 6 pt

Leading: 7 pt

Colour: Pantone 242

6 Address and Contact

Typeface: Frutiger Roman

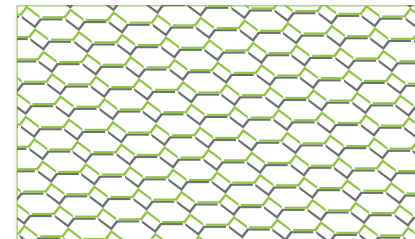
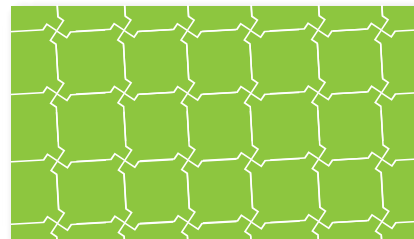
Type size: 6 pt

Leading: 7 pt

Colour: Pantone 242



Actual Size



Envelope - DL& A4

1 Logo

Used 60 mm logo

2 Company Name

Typeface: Frutiger Bold

Type size: 8 pt for DL envelope

Type size: 10 pt for A4 envelope

Colour: Pantone 242

3 Location

Typeface: Frutiger Bold

Type size: 8 pt for DL envelope

Type size: 10 pt for A4 envelope

Colour: Pantone 242

4 Address and Contact

Typeface: Frutiger Roman

Type size: 8 pt for DL envelope

Leading: 9.6 pt

Type size: 10 pt for A4 envelope

Leading: 12 pt

Colour: Pantone 242

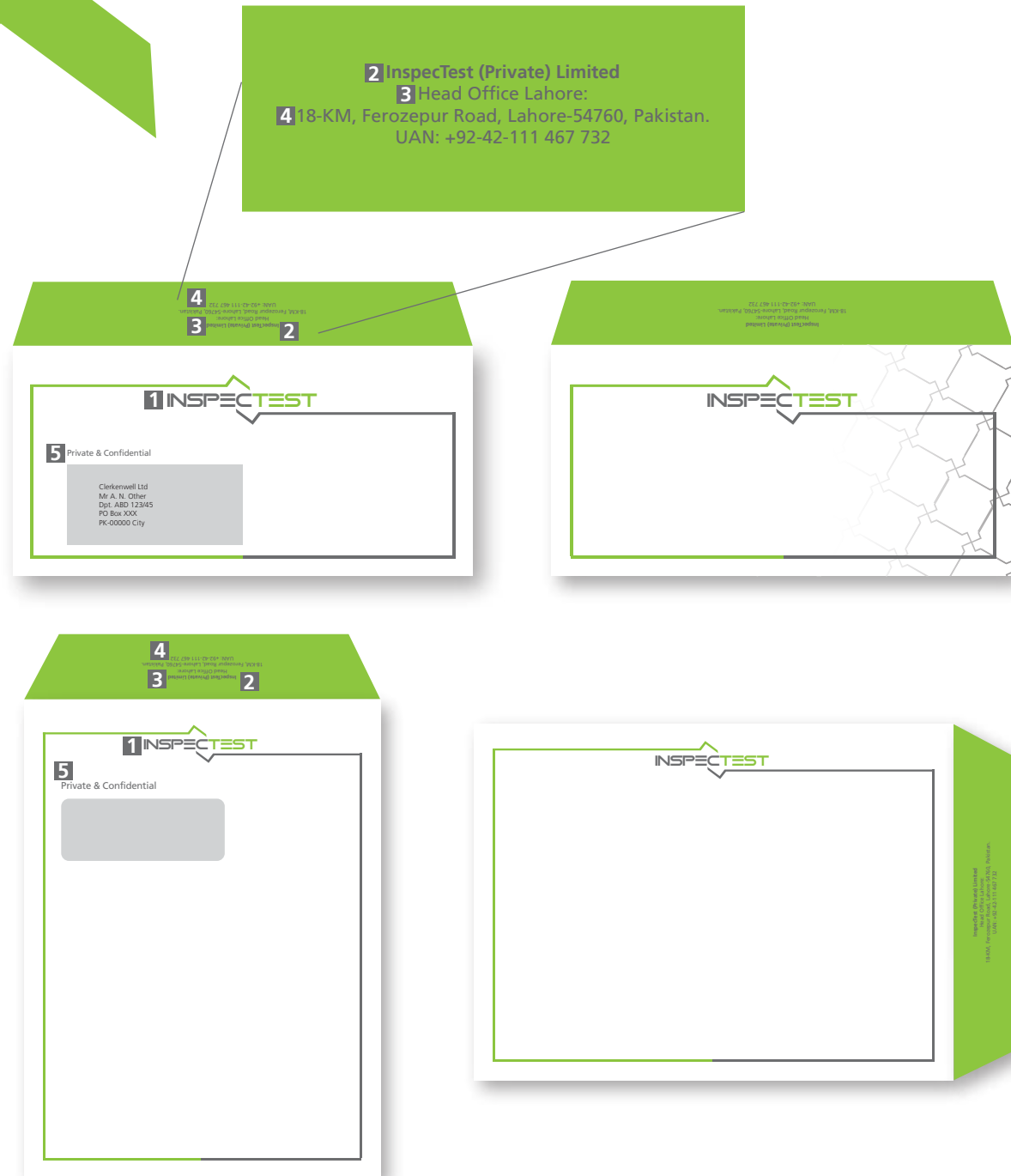
5 Private & Confidential

Typeface: Frutiger Bold

Type size: 12 pt for DL Envelope

Type size: 18 pt for A4 Envelope

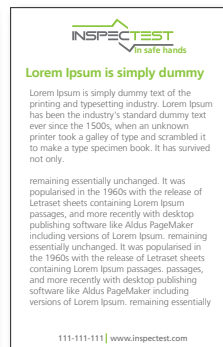
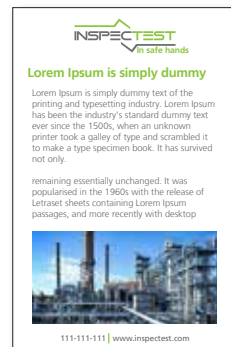
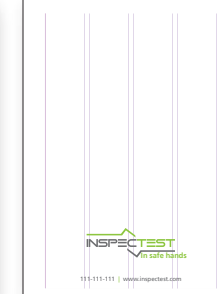
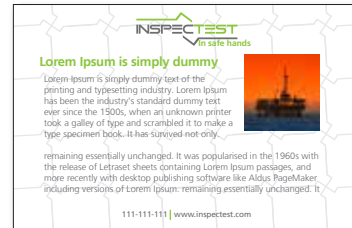
Colour: Pantone 242



Brand Applications

Collateral enables us to communicate the InspecTest brand.

We use a combination of visual presentation, content and production quality to highlight and best communicate our message. Whether it is intended for internal or external audiences, our collateral must remain consistent in its look and feel through colour and content.



A4 & A5

Back



What is Lorem Ipsum?



- Vestibulum malesuada elit sed sollicitudin tincidunt.
- Cras blandit arcu ut dictum sodales.
- Mauris non tellus at massa vehicula facilisis.
- Vivamus quis dolor ac sem scelerisque hendrerit nec et dolor.
- Cras eget magna non sapien fringilla ullamcorper.
- Fusce semper tellus a tortor tristique posuere.

111-111-111 | www.inspectest.com

Front




Headline title

Secondary heading

111-111-111 | www.inspectest.com

Inside

Headline title can be set over one or two lines if needed

Secondary heading



tempor phasellus condimentum. Vestibulum elevarum mollis feugiat. Etiam fringilla ipsum ut urna metus, suscipit sedentem metus pharetra. Vestibulum metus pharetra hendrerit. Cras tunc amet ultricies eros, vitae semper porta. Vestibulum lacinia porta ac porta sedentem metus. Nulla lobortis tempus et amet diam gravida, a scelerisque lectus malesuada.

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Back



What is Lorem Ipsum?



Headline title

Secondary heading

111-111-111 | www.inspectest.com

Front




Headline title

Secondary heading


111-111-111 | www.inspectest.com

Inside

Headline title


Secondary heading

1960s, with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker



but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker

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- Fusce semper tellus a tortor tristique posuere.

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Corporate Communication

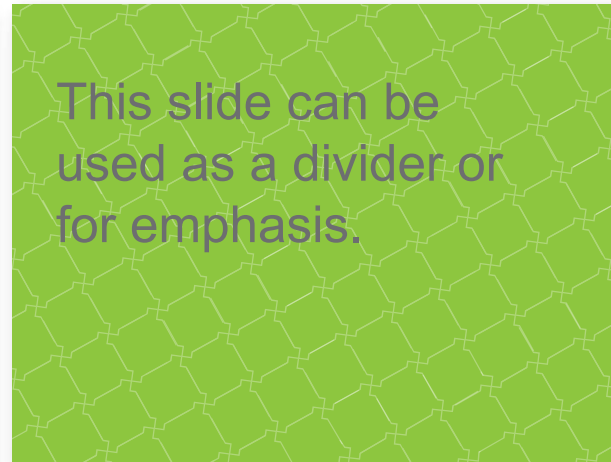


Presentation Templates

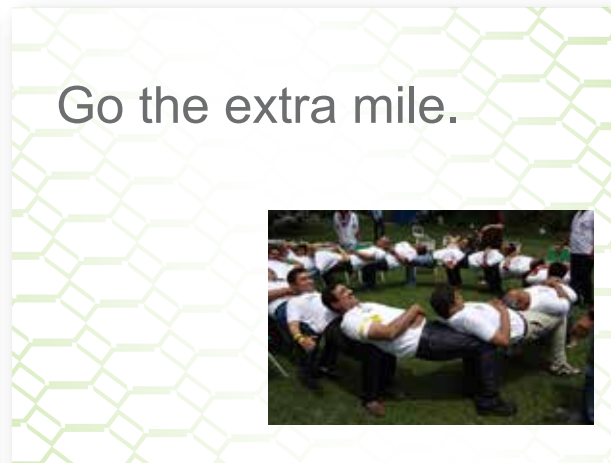
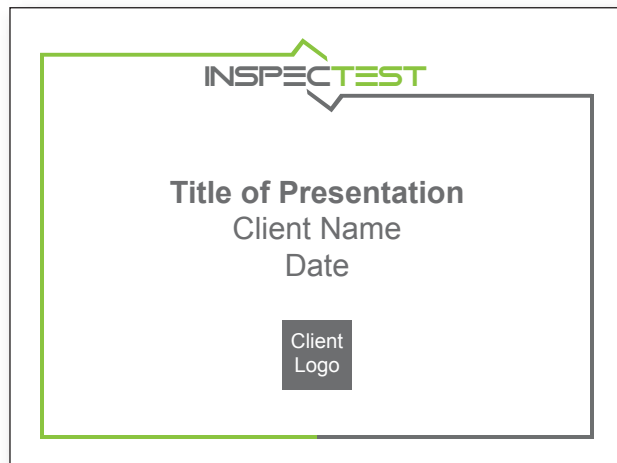
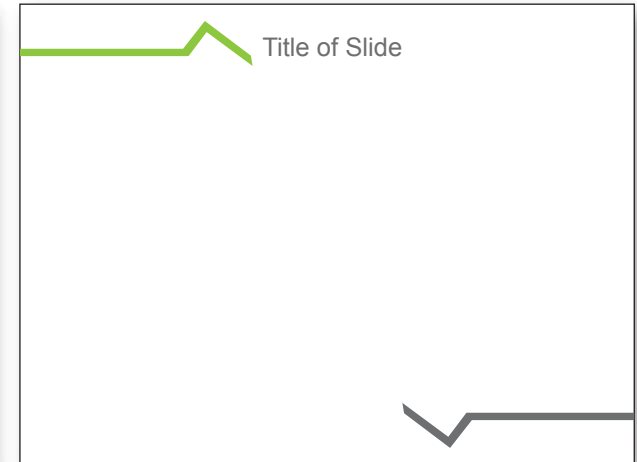
Title Slide



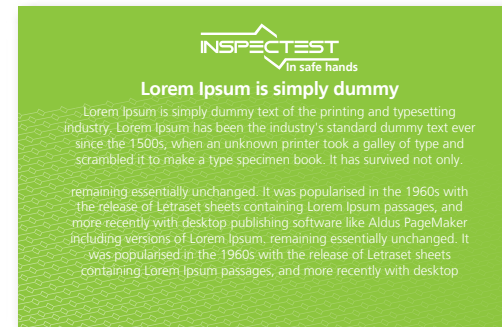
Divider / Inner



Inner




Press Release



INSPECTEST

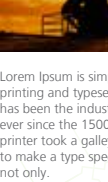
Lorem Ipsum is simply dummy

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus Pagemaker including versions of Lorem Ipsum. remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop

A black and white photograph of an offshore oil rig, likely a jack-up rig, positioned in the middle of the ocean. The rig has a complex structure with a central derrick and various support beams. The sea is visible in the background, and the rig is illuminated by its own lights.

INSPECTEST
In safe hands


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The logo for INSPECTEST features the word "INSPECTEST" in a bold, black, sans-serif font. Above the text is a stylized graphic consisting of two horizontal lines that meet at a central point, forming a shape reminiscent of a mountain peak or a stylized letter 'A'.

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Press Ads

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Black and White

Lorem Ipsum

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- Cras eget magna non sapien fringilla ullamcorper.

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Spot Colour

Billboards

1:2 ratio



In safe hands

Lorem Ipsum

What is Lorem Ipsum?

- Vestibulum malesuada elit sed.
- Cras blandit arcu ut dictum sodales.
- Mauris non tellus at massa vehicula.
- Vivamus quis dolor ac sem scelerisque hendrerit nec et dolor.
- Cras eget magna non sapien fringilla.
- Fusce semper tellus a tortor .



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1:3 ratio



In safe hands

Creating Safe and Sustainable Environments



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Standees and Flags



Trade Stall



Others

Uniform



Cufflinks




Tie Bar



Bag



Plates & Sticker

	Tag No:	_____
	SR. No:	_____
	Set Pressure:	_____
	Calib Date:	_____
	Next Calib Date:	_____



ID No.	_____
S.W.L.	_____
D.O. INSP.	_____
Due Date:	_____
Inspectest (Private) Limited	

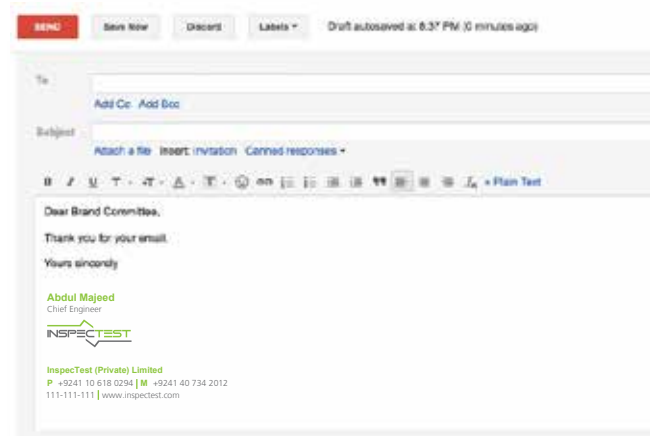
Website



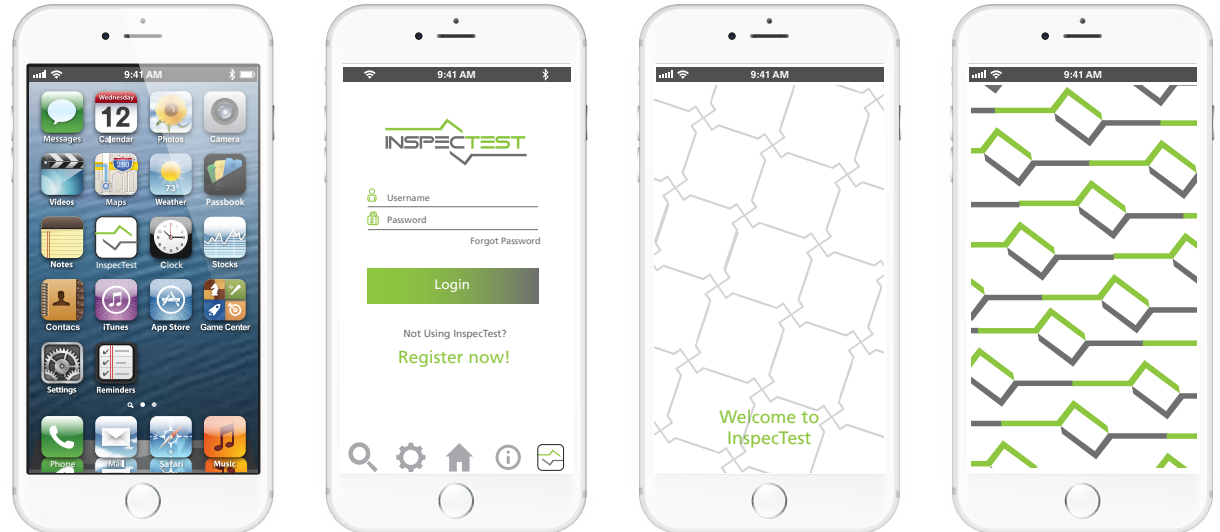
Email and Mobile

Email Signature

Abdul Majeed	_____	Arial Bold 12 Pt / Lime
Chief Engineer	_____	Arial Reg. 10 Pt / Grey
	_____	Logo 40 Mm
InspectTest (Private) Limited	_____	Arial Bold 10 Pt / Lime
P +9241 10 618 0294 M +9241 40 734 2012	_____	Arial Bold 10 Pt / Lime
111-111-111 www.inspecttest.com	_____	Arial Reg. 10 Pt / Grey



Mobile



Icons



InspectTest



InspectTest



InspectTest



InspectTest

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brand consultant

sayfarah@gmail.com
+92 311 0432353