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# | LOGO

# 1 Introduction

This manual has been developed in order to endure that the graphic elements which make up the visual identity of INDO FOREIGN TRADE CRAFT : the logo, the colors, the type font and design architecture are used correctly and consistently in their applications. A corporate identity manual defines how your company's brand, image and messaging is delivered to the public and particularly to your key audiences. A corporate identity manual is simply a set of instructions for how to present things like logos and how to describe the business accurately.



INDO FOERIGN  
TRADE CRAFT



## 2.1 Logo Variant

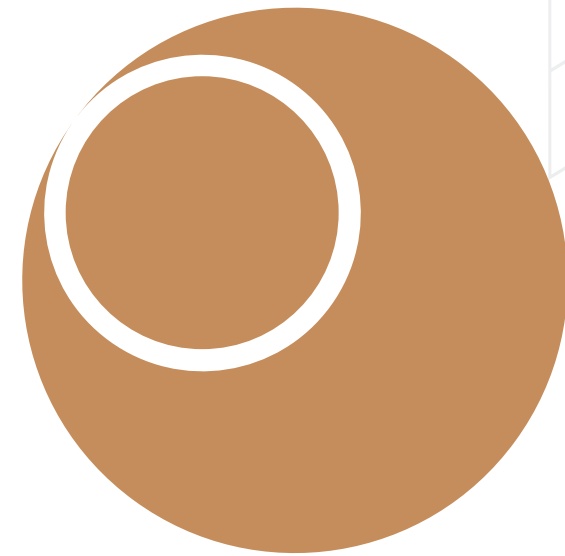


## 2.2 Color



**#414140**

**C67% M60% Y60% K47%**



**C48D5B**

**C21% M46% Y71% K3%**

## 2.3 Color Version





## 2.4 Safe Zone



## 2.5 Incorrect Logo use

⊘ Don't Distort The Logo



⊘ Don't Recreate The Type



⊘ Don't Color Change The Logo



⊘ Don't Rotate The Logo



# | TYPEFACE

**B E R N A R D M T**

**A B C D E F G H I J K L M N O P**

**Q R S T U V W X Y Z**

# | CONTACT

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**Office Address**

**Building no. MGP-7/8  
Aryakkara, Muhamma,  
Alappuzha kerala  
688525**



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**(NOT FOR LEGAL USE)****As on Date : 26/09/2021****Status : Formalities Chk Pass**

|                          |  |
|--------------------------|--|
| TM Application No.       | 5147820  |
| Class                    | 35   |
| Date of Application      | 25/09/2021   |
| Appropriate Office       | CHENNAI  |
| State                    | KERALA   |
| Country                  | India  |
| Filing Mode              | e-Filing   |
| TM Applied For           | INDO FOREIGN TRADE CRAFT   |
| TM Category              | TRADE MARK   |
| Trade Mark Type          | DEVICE   |
| User Detail              | Proposed to be used  |
| Certificate Detail       |  |
| Valid upto/ Renewed upto |  |
| Proprietor name          | (1) INDO FOREIGN TRADE CRAFT<br>Partnership Firm Details : (i) Shri. Varun Lal So Shri. Lal Gopalakrishnan , aged 36 years residing at 'Lal Cottage, Aryakara, Muhamma P O, Alappuzha, Kerala, PIN – 688525 and (ii) Smt. Sangeetha Raveendran Do Raveendran N G aged 34 years residing at ' Bhavana, Mayale, Vallikode P.O, Pathanamthitta, Kerala , PIN- 689648'   |
| Proprietor Address       | Building No. MGP-7/8, Aryakara, Muhamma P O, Alapuzha (Dt), Kerala, PIN - 688525   |
| Email Id                 | ****vadassery@gmail.com  |
| Attorney name            | JOHN VADASSERY[20386]  |
| Attorney Address         | J V & ASSOCIATES , ROOM # 44/783, FIRST FLOOR, PENTA ESTATE , PALARIVATTOM, KOCHI-682025   |
| Goods & Service Details  | [CLASS : 35]<br>(i) Services of export of Superior quality Coir Mats plain, inlaid, stencilled, bevelled, F.F. Imperial, carpets , carnatic, car mats , coir matting rolls, geo textiles, rugs, jute & aloe matting , cricket matting , and all other kinds of coir floor furnishing elements , (ii) Services of Import of dyes , chemicals and machineries, (iii) trading and (iv) ecommerce , as included in class 35. |

Trade Mark Image : (1)



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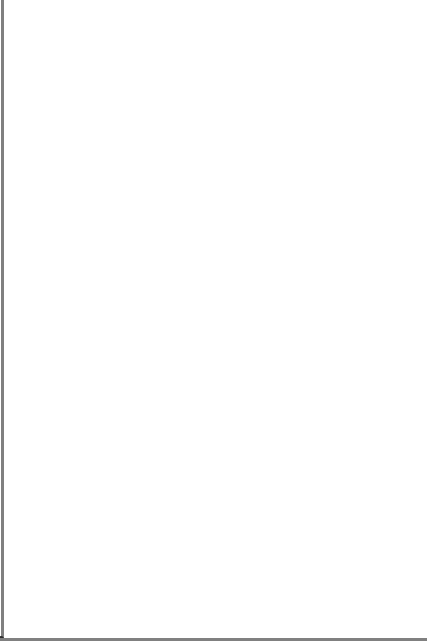
As on Date : 15/02/2023

Status : Accepted & Advertised

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|                          |  |
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| Email Id                 | ****vadassery@gmail.com  |
| Attorney name            | JOHN VADASSERY[20386]  |
| Attorney Address         | J V & ASSOCIATES , ROOM # 44/783, FIRST FLOOR, PENTA ESTATE , PALARIVATTOM, KOCHI-682025   |
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| Publication Details      | Published in Journal No. : 2089-0 Dated : 30/01/2023   |

Trade Mark Image : (1)





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भारत सरकार / GOVERNMENT OF INDIA

व्यापार चिन्ह रजिस्ट्री / TRADE MARKS REGISTRY

भौतिक सम्पदा भवन, पी एच टी रोड, गुन्दी, चेन्नई - 600032  
Intellectual Property Building, G. S. T. Road, Guindy, Chennai-600032



## VIRTUAL HEARING CELL

Virtual hearing under rule 115 of Trade Marks Rules 2017

दिनांक/Dated : 19/01/2023

सेवा में/To,

JOHN VADASSERY  
J V & ASSOCIATES, ROOM # 44/783, FIRST  
FLOOR, PENTA ESTATE, PALARIVATTOM, KOCHI-  
682025

विषय/Subject: आवेदन संख्या/Application No 5147820 वर्ग/Class 35.

व्यापार चिन्ह के पंजीकरण के लिए/for Registration of Trade Mark INDO FOREIGN TRADE CRAFT  
के नाम में/in the name M/s. INDO FOREIGN TRADE CRAFT.

महोदय/सहोदया,  
Sir/Madam,

उपर्युक्त आवेदन जैसा की व्यापार चिन्ह अधिनियम की धारा 20(1) के प्रावधानों के अनुसार स्वीकृत है,  
व्यापार चिन्ह पत्रिका में विज्ञापित किया जाता है।

The above-said application shall be advertised in the Trade Marks Journal as accepted  
under the provisions of section 20(1) of the Trade Marks Act, 1999 subject to:

(DEVENDER KUMAR)

वरिष्ठ परीक्षक, व्यापार चिन्ह  
SENIOR EXAMINER OF TRADE MARKS

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