

DR. FIXIT BRAND GUIDELINES

BRAND LOGO





4 colour Logo



3 colour Logo



1 colour Logo

LOGO TO BE USED WITH CELEBRITY



On white background



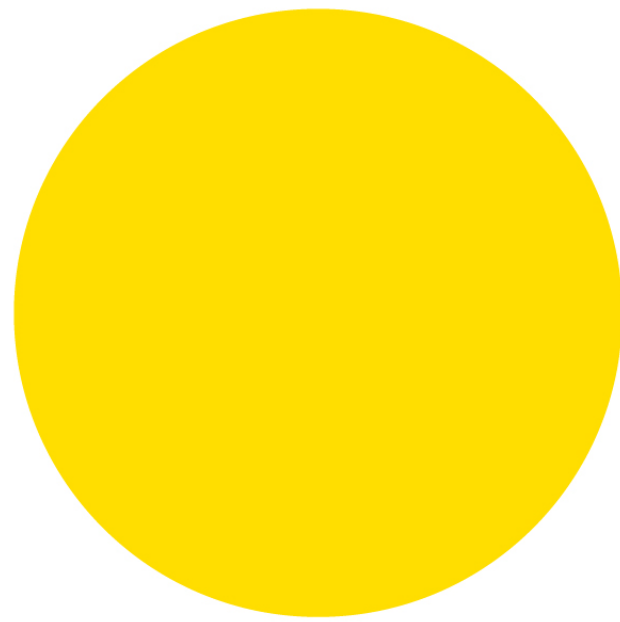
On yellow background



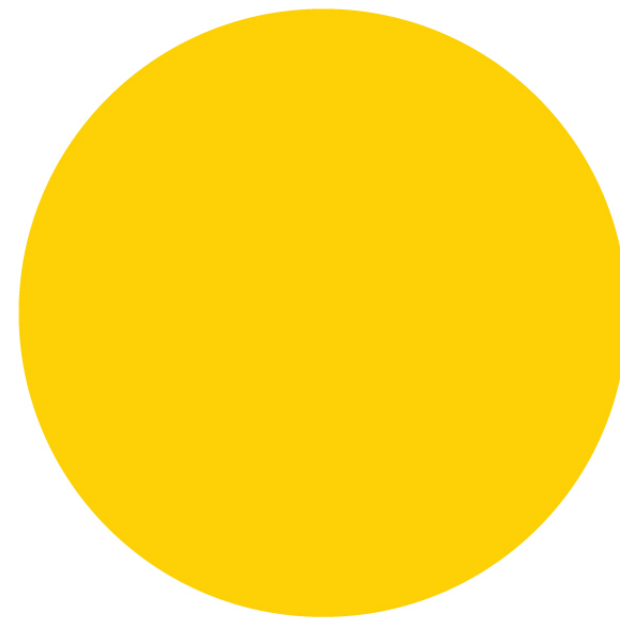
On blue/other dark background

BRAND COLOURS

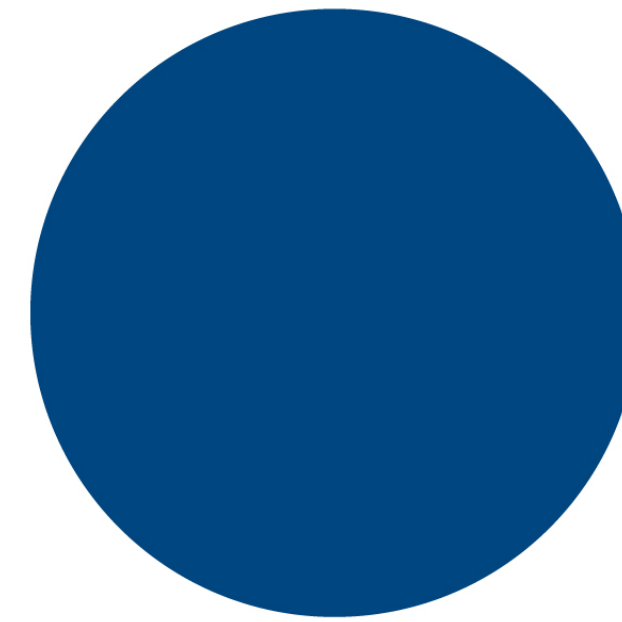




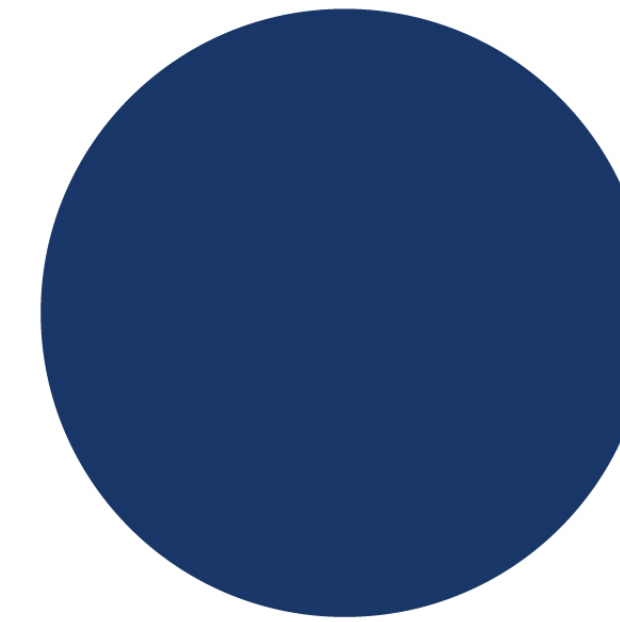
C 00
M 10
Y 100
K 00



PANTONE
109C



C 100
M 68
Y 07
K 28



PANTONE
294C

BRAND FONTS



INTERSTATE PLUS

LIGHT
MEDIUM
BOLD

KLAVIKA

LIGHT - *LIGHT ITALIC*

REGULAR - *REGULAR ITALIC*

MEDIUM - *MEDIUM ITALIC*

BOLD - *BOLD ITALIC*

BRAND USAGE





WATERPROOFING KA ALL-ROUNDER



MULTIPLE PROBLEMS,
ONE SOLUTION



PREVENTS
& STOPS
DAMPNESS



REPAIRS
PEELING
& FUNGUS



QUICK REPAIR
FOR ROOF
& WALLS

1800 209 5504 | info.drfixit@pidilite.com | www.drfixit.co.in



DON'T WAIT TO PAINT IT,
SURESEAL IT.

PRESENTING A QUICK
WATERPROOFING SOLUTION



PREVENTS
& STOPS
DAMPNESS



REPAIRS
PEELING
& FUNGUS



QUICK REPAIR
FOR ROOF
& WALLS

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Hybrid Latex with
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Use

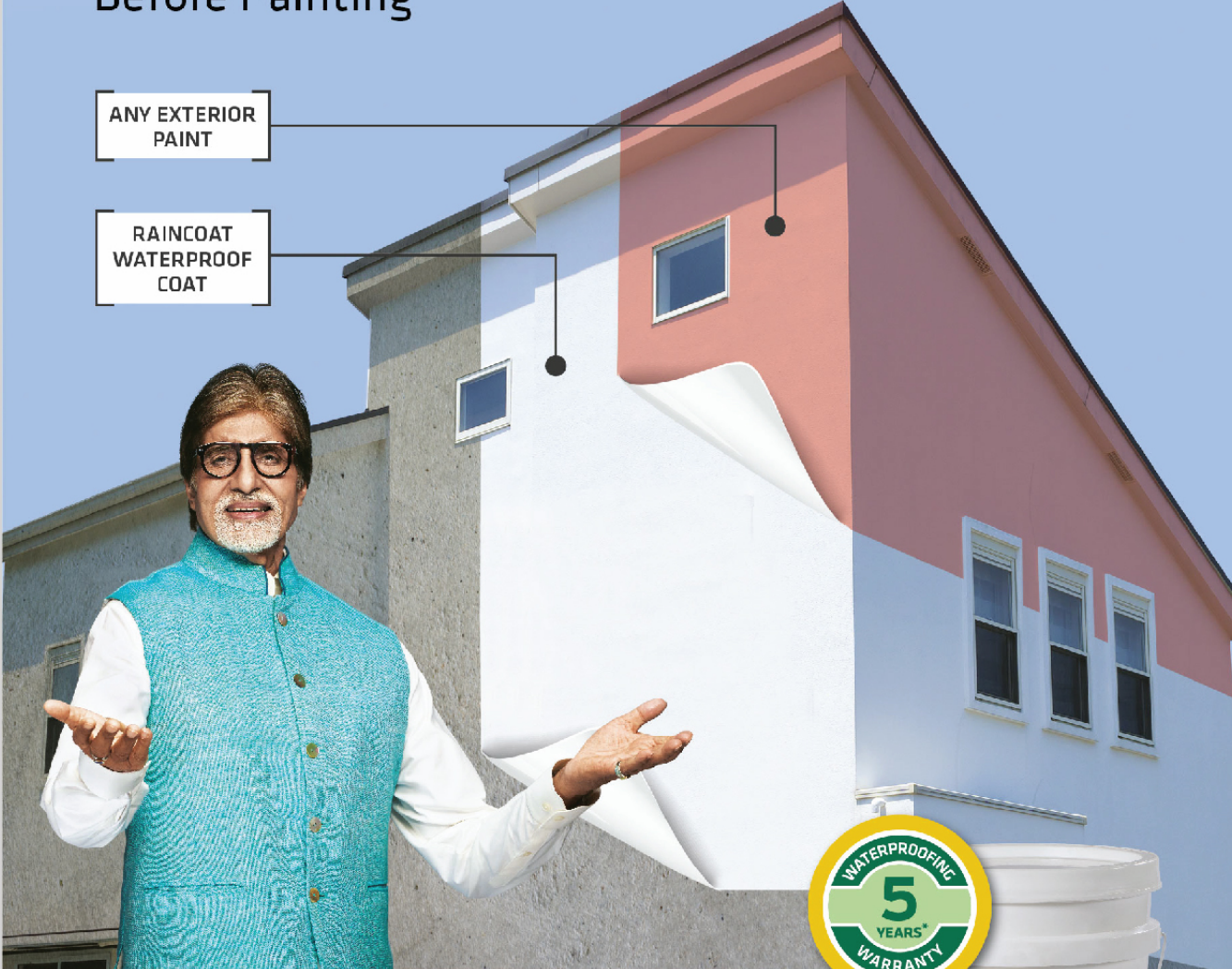
Raincoat Waterproof Coating

Before Painting



ANY EXTERIOR PAINT

RAINCOAT WATERPROOF COAT







125 - 150 microns
of film thickness



Bridges hairline
cracks



Finish with exterior
paint of your choice





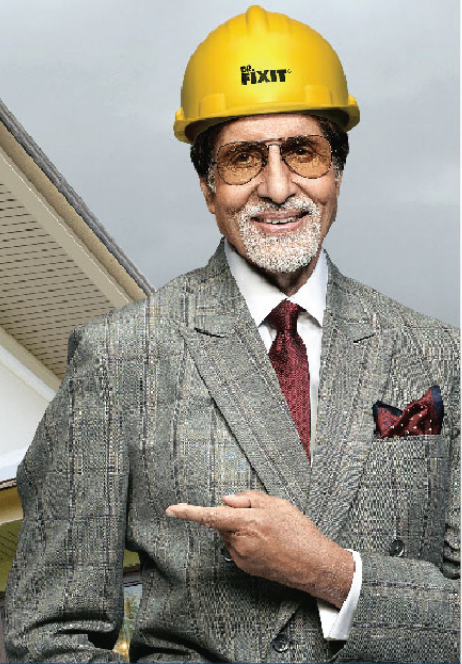
Yaad Rahe,
"1 ltr Dr. Fixit LW+ in Cement ki
har 5 Bori, no Chori "

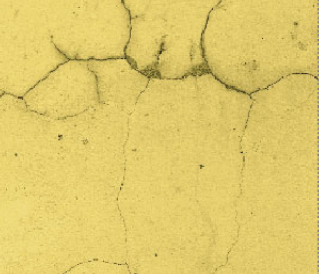
5 BAGS
OF
CEMENT

+



1 ltr Dr. Fixit LW+



SLABS		COLUMNS & BEAMS		WALL PLASTER	
Reduces water permeability of concrete		Resists corrosion of steel		Reduces cracks	
 Without Dr. Fixit LW+	 With Dr. Fixit LW+	 Without Dr. Fixit LW+	 With Dr. Fixit LW+	 Without Dr. Fixit LW+	 With Dr. Fixit LW+



1800 209 5504

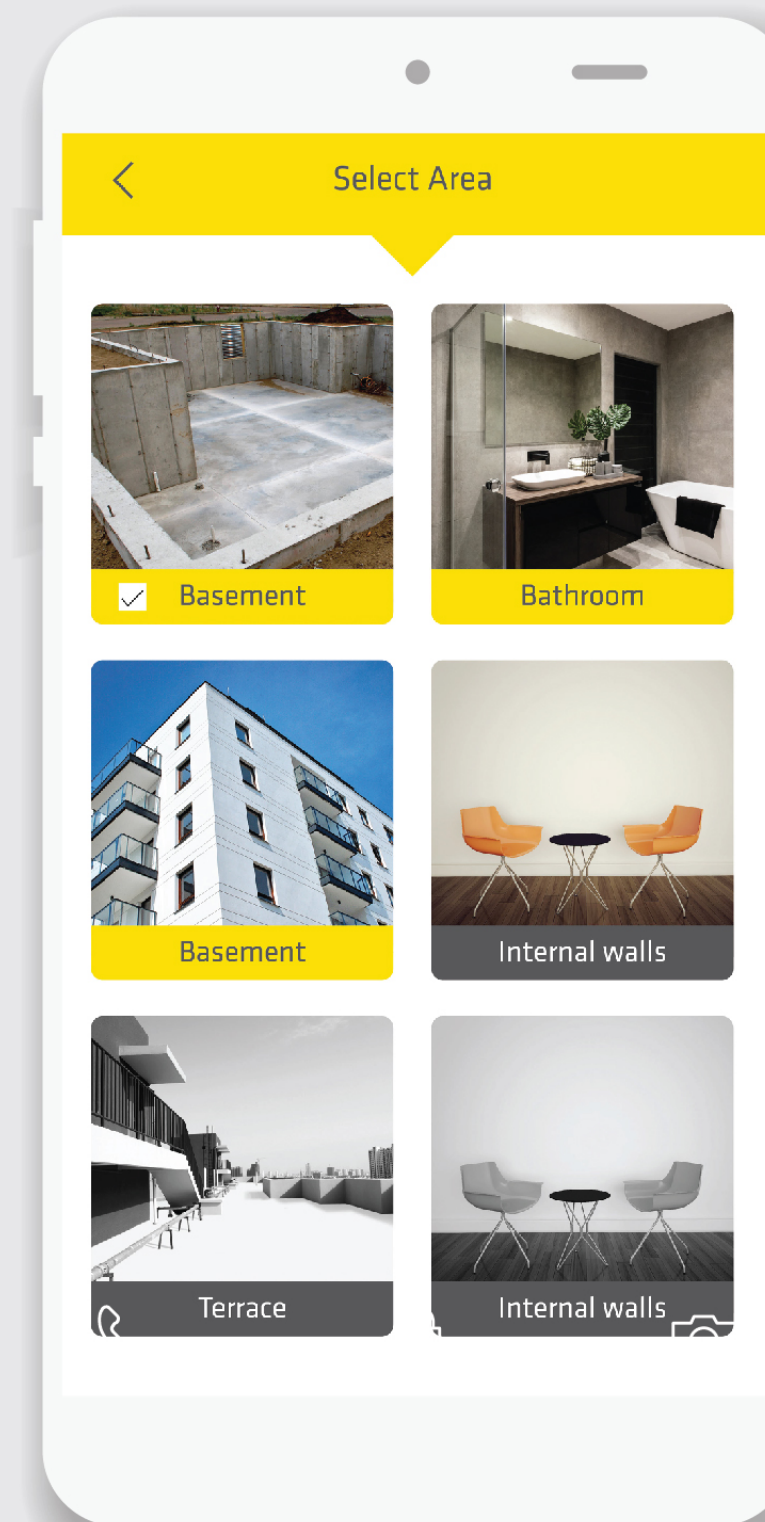
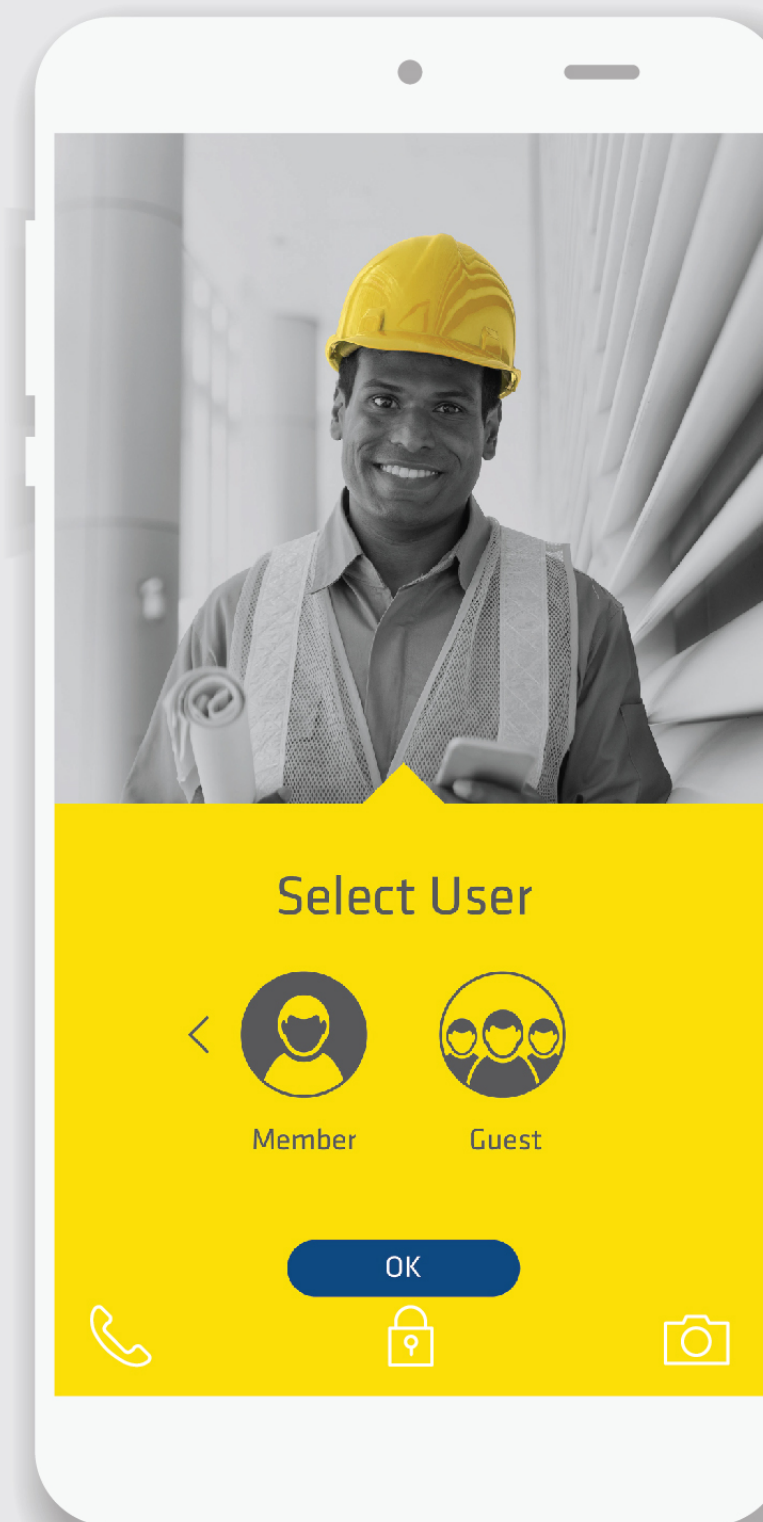
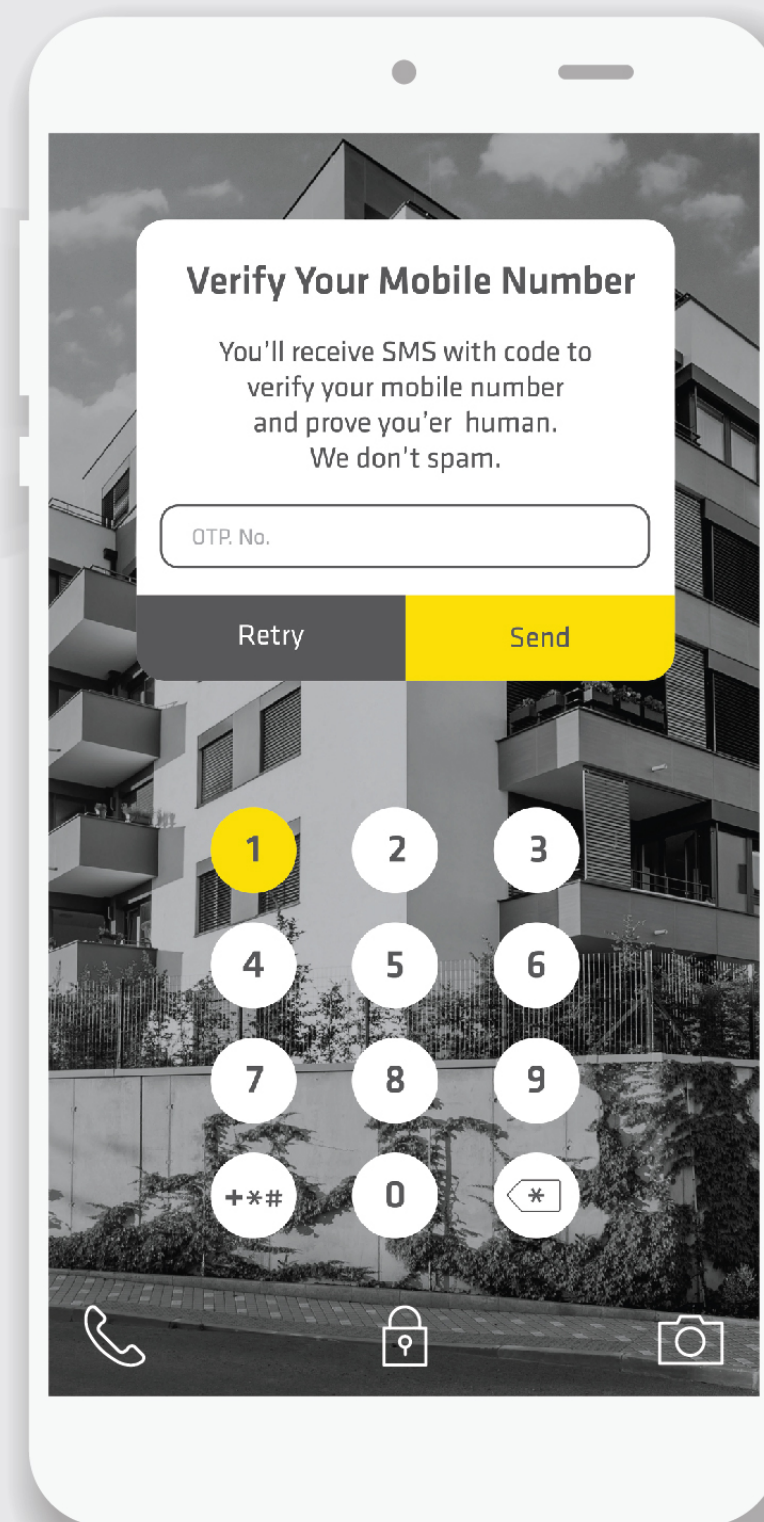
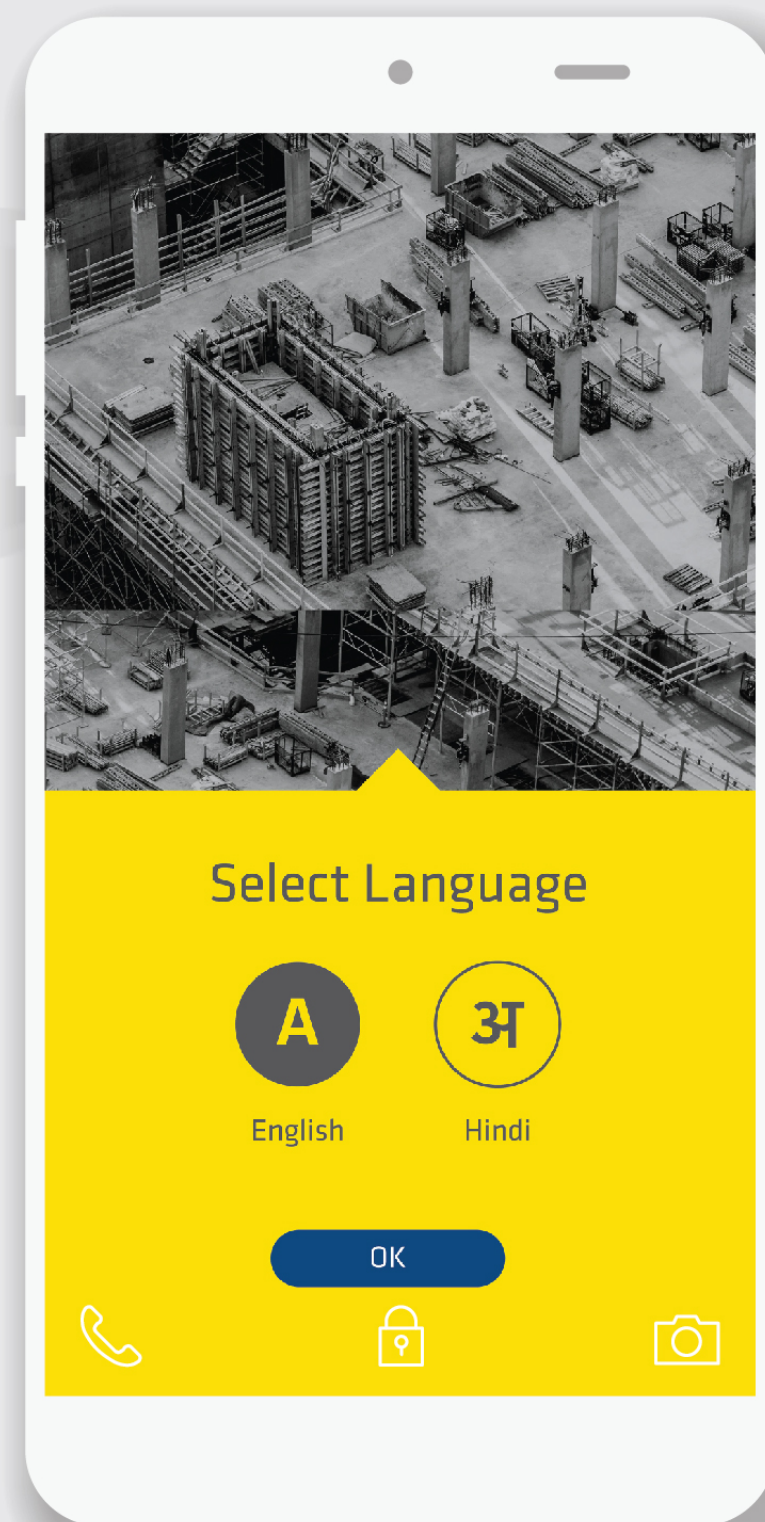
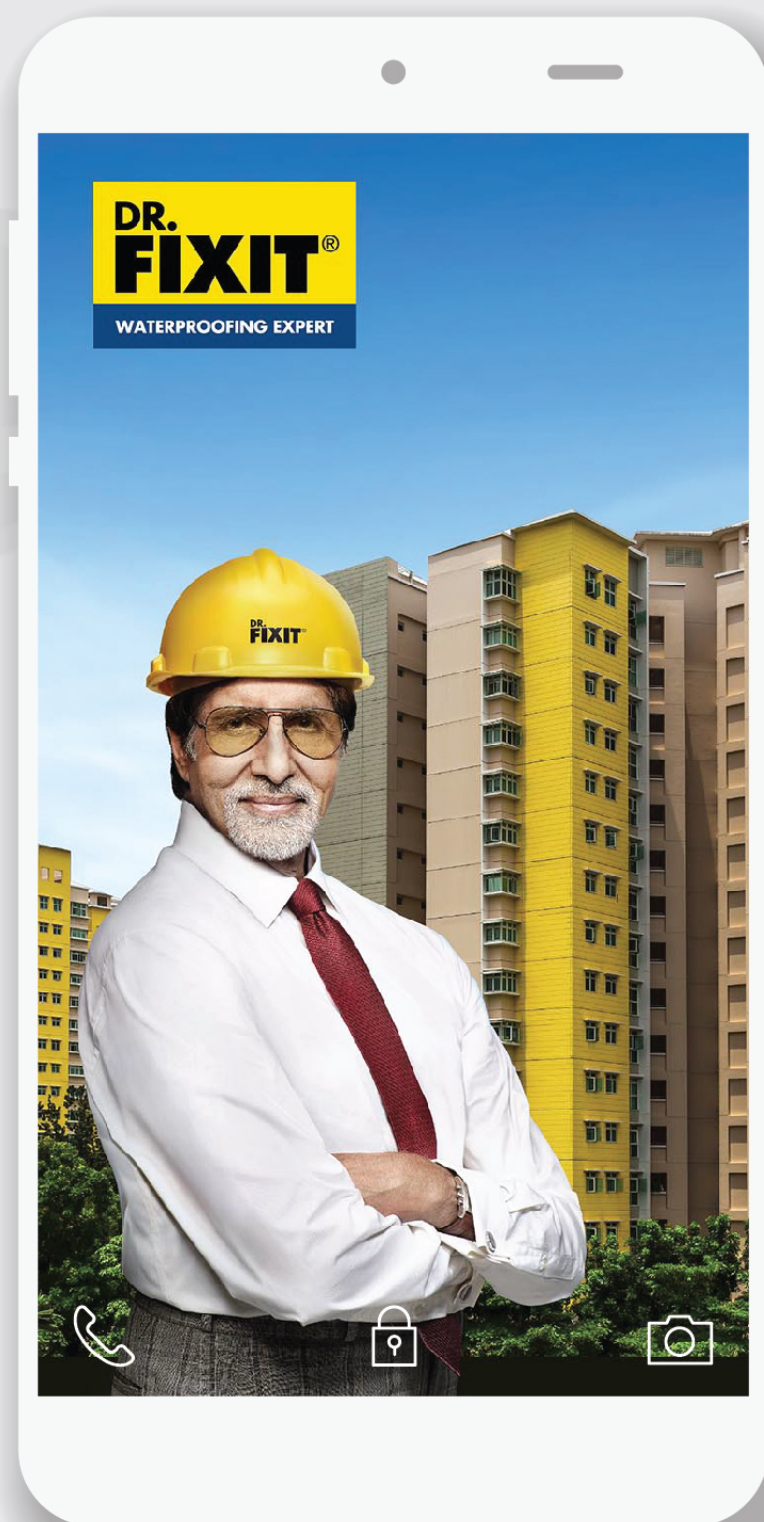
www.drfixit.co.in



YouTube

DR. FIXIT APP





EXHIBITIONS





RETAIL BRANDING





**DR.
FIXIT®**

VIDHARBHA HARDWARE

डॉ. फिक्सिट

**THE WATERPROOFING
SOLUTION PARTNER**

विदर्भ हार्डवेयर



DR.
FIXIT®

WATERPROOFING EXPERT

Vidharbha Hardware



Advice Centre

☎ **1800 209 5504**

डॉ. फिक्सिट वॉटरप्रूफिंग एक्सपर्ट

विदर्भ हार्डवेयर