

# Visual Identity Guidelines

**JANUARY 2026**

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**“Endorsement, Global Acceptance”**

**GIT'CHIA**

Institute of Global Certification

**[www.git chia.com](http://www.git chia.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.

## SL OGAN

“Endorsement, Global Acceptance”

# ABOUT US

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

# USING THE BRAND BOOK

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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

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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 colors 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](mailto:info@gitchia.com)



## **LOGO TYPEFACE**

**The typeface that is used in the logo is Prototype**



# CLEAR SPACE REQUIRMENTS

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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

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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)

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1



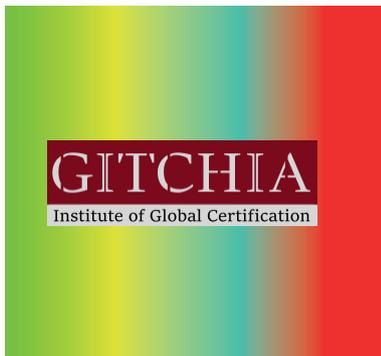
**Don't group the logotype with other text, product names, or product logos**

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**

2



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

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**

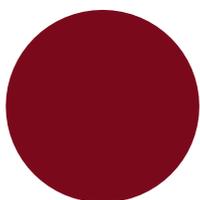
## LOGO FORMATS

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## PRIMARY COLOUR

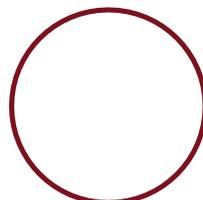
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**#7b0a1c**

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

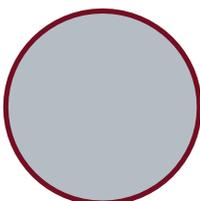
**R=122 G=10 B=28**



**#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

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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 pixels wide.**

# CERTIFICATE SAMPLE

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



## Certificate

Certificate No.: XX-XXXXX

Gitchia Institute of Global Certification (Private) Limited (hereinafter "Gitchia") awards this management system certificate to

Aforementioned organization has been assessed and certified in accordance with the Gitchia procedures and successfully meeting the requirements of

**ABC Company**  
Address: XYX, Pakistan.

**ISO 9001:2015**  
Quality Management System

**General Conditions for Certification Services**  
This registration is subject to the Gitchia terms and conditions, as well as its auditing and certification procedures. The certificate is subject to regular surveillance audits. To maintain the validity and effectiveness of certificate, organization must successfully pass all required audits. This document is copyright protected. Its content shall not be duplicated, reproduced, or distributed without prior written permission from Gitchia. Any misapplication, modification, falsification, or fabrication of this document is strictly prohibited and unlawful.

**Certification Scope:** ABCXYZ

Further clarifications regarding the scope of this certificate and the applicability of ISO 9001:2015 requirements may be obtained by consulting the organization.

The validity of this Gitchia certificate will be maintained by annual surveillance audits and one re-certification audit before the expiry date of current cycle.

**Initial Certification Since:** XXXX XX, XXXX  
**Certificate Issue Date:** XXXX XX, XXXX  
**Valid Until:** XXXX XX, XXXX  
**Next Surveillance Due:** XXXX XX, XXXX



DCM F-000(V.1.0)

This is a blockchain verified certificate, the authenticity of this document can be verified by scanning the QR.

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Muhammad Sajjad  
Chief Executive Officer



Gitchia | [www.gitchia.com](http://www.gitchia.com) | [info@gitchia.com](mailto:info@gitchia.com) | [learning.gitchia.com](http://learning.gitchia.com)  
Head Office: 43 L, Abdul Haque Road, Johar Town, Lahore, Pakistan



Blockchain ID

This certificate remains the property of Gitchia and shall be returned upon request. "Endorsement, Global Acceptance"

# TRAINING CERTIFICATE ACHIEVEMENT SAMPLE

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



## Certificate

Gitchia Institute of Global Certification (Private) Limited (hereinafter "Gitchia") awards this certificate of successful achievement to

Aforementioned delegate has been assessed and certified by passing the written examination and continuous assessment in accordance with the Gitchia personnel certification scheme for

ABC

Diploma in Fire Safety and Disaster Management

**General Conditions for Personal Certification:**  
This certificate is issued under Gitchia's terms, conditions, and training procedures. It certifies the named participant has completed the specified program. It remains valid as a training record and does not confer professional certification unless stated. Transition training is required when a new standard version is released. This document is copyright protected. Unauthorized reproduction, release, or alteration is strictly prohibited without written permission from Gitchia.

Training Held at: Virtual Instructor-Led Training  
Duration: XXXX XX, XXXX  
Training Held on: XXXX XX, XXXX

Issue Date: XXXX XX, XXXX  
Certificate No.: XXXX

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



DCMH F-300(V.1.0)

This is a blockchain verified certificate, the authenticity of this document can be verified by scanning the QR.

Page 1 of 1

Muhammad Sajjad  
Chief Executive Officer



Gitchia | www.gitchia.com | info@gitchia.com | learning@gitchia.com  
Head Office: 43 L, Abdul Haque Road, Johar Town, Lahore, Pakistan

Blockchain ID

This certificate remains the property of Gitchia and shall be returned upon request. "Endorsement, Global Acceptance"

# HALAL CERTIFICATE SAMPLE

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



## Certificate

Git chia Institute of Global Certification (Pvt.) Ltd. hereby certifies that the product(s) and/or service(s) of the below mentioned organization have been assessed and comply with the requirements of Pakistan Halal Standard PS:3733-2022 (R) OIC/SMBC 1:2019 (MOD), Islamic Shariah guidelines, and Git chia halal certification scheme. The product(s) listed in this certificate contain halal ingredients and comply with Islamic Shariah law; therefore, they are permissible for consumption and use by Muslims.

**Company Name:** ABC Company  
**Site Address:** ABC  
**Certification Scope:** ABC

**Halal Product(s):** See Annex I of this certificate for Halal Product(s)  
**Product Category:** XXXX

This certificate, bearing the number XXX-XX-XXXX and Revision 00 for the organization GIT-XXXX-XXX, is valid from March XX, XXXX to March XX, XXXX. Its validity, which originated on the organization's initial certification date of March XX, XXXX, is maintained subject to satisfactory surveillance audits. Failure to meet audit requirements may result in suspension or withdrawal of this certification.



PS:3733-2022 (R)  
OIC-42-000X

—  
Mufti Faisal Sher  
Shariah Advisor

—  
Muhammad Sajid  
Chief Executive Officer



Blockchain ID

**General Conditions:** This certification is granted under Git chia's official terms, conditions, and procedures. Its ongoing validity is conditional upon the organization's continued compliance and successful completion of required surveillance audits. This certificate and its associated marks remain the intellectual property of Git chia. If the certification is withdrawn, the client shall cease its use and return to Git chia.  
 Head Office: Git chia Institute of Global Certification (Private) Limited (GIC), Abul Hasan Road, Jinnah Town, Lahore, Pakistan  
 Email: info@gitchia.com | www.gitchia.com | www.islamicgitchia.com | Phone: +92-423888641



## Certificate

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

Sr. No.	Product(s)	Brand	HET No.
1	Product	XYZ	HC-NTL-001
2	Product	XYZ	HC-NTL-002
3	Product	XYZ	HC-NTL-003



PS:3733-2022 (R)  
OIC-42-000X

—  
Mufti Faisal Sher  
Shariah Advisor

—  
Muhammad Sajid  
Chief Executive Officer



Blockchain ID

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 Email: info@gitchia.com | www.gitchia.com | www.islamicgitchia.com | Phone: +92-423888641

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# 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](http://www.gitchia.com)

**Trainer Name**  
Chief Executive Officer

Helpline: +92304 1110252

# GITCHIA TYPEFACE

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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

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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

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



SAMPLE

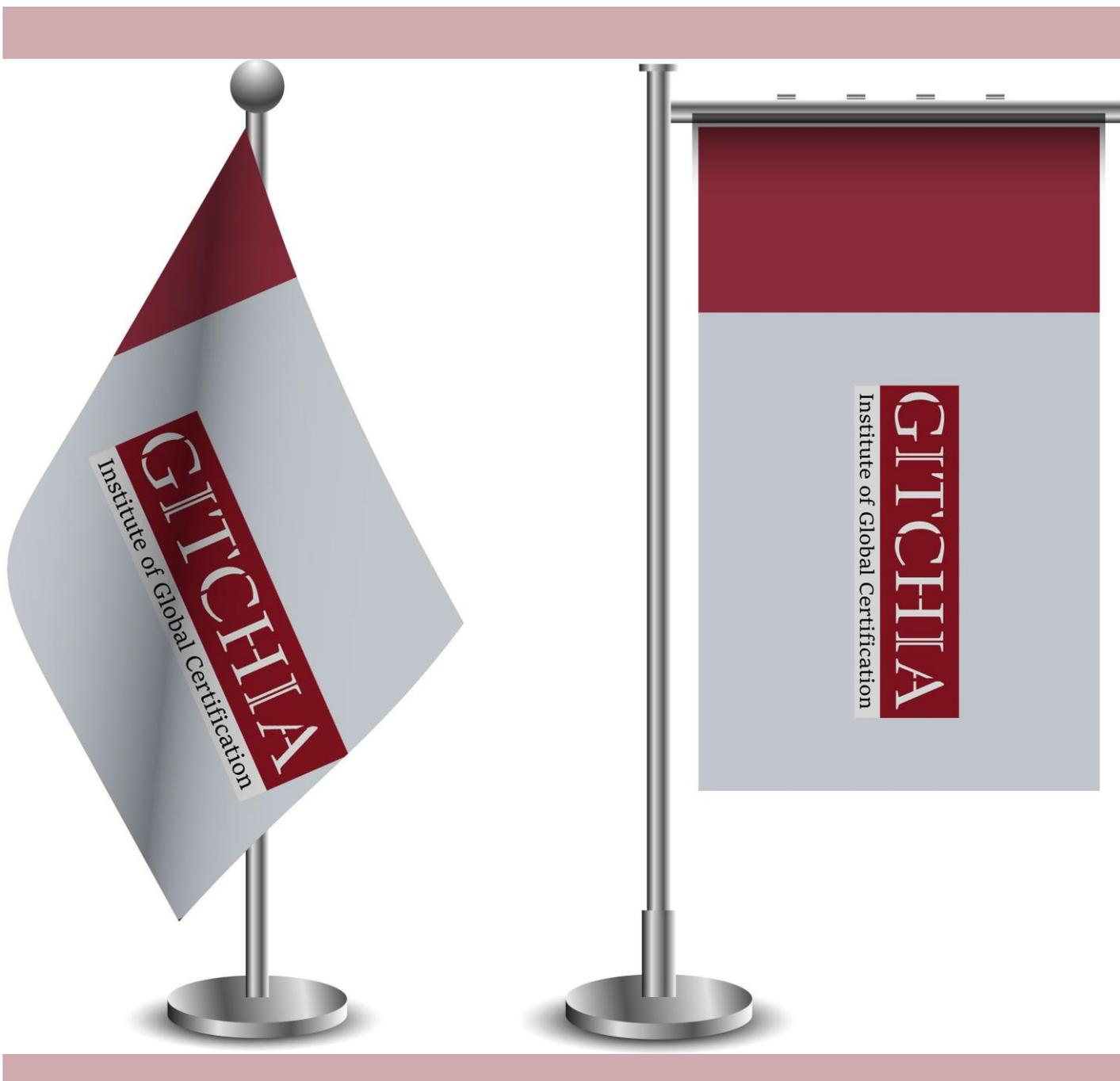
"Endorsement, Global Acceptance"

+92-42-35445640 [www.gitchia.com](http://www.gitchia.com) [info@gitchia.com](mailto:info@gitchia.com) 43-L, Abdul Haque Road, Phase-II, Johar Town, Lahore

## GITCHIA FLAG

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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

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The following design is Gitchia wall clock





# 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

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+92 (042) 35445641  
+92 (304) 1110252



[www.gitchia.com](http://www.gitchia.com)



[info@gitchia.com](mailto:info@gitchia.com)



43- L Abdul Haque Rd,  
Phase-II Block L Johar  
Town, Lahore,

# GITCHIA

Institute of Global Certification

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