

Brand Guidelines

Introduction

About Us

With a factory area of about 5000 sq.ft, Preload Engineering Technologies focuses on distributing superior quality linear motion and transmission products across India. Thanks to the superfast execution and high quality machining facilities that enable us to deliver our ultra precision products with excellent timing. Backed by an in-house service center and a dedicated team for ballscrew reconditioning, we are the best one-stop solution for all of your ballscrew needs. We proudly contribute to improved performance and minimised down time in numerous machine shops in Tamil Nadu.

Industries We Serve

We cater to a wide range of industries, including CNC Machine Shops, Special Purpose Machines, Automation Industries, Automotive Industries, Laser Cutting Machines, Aerospace Industries, Injection Moulding Machines, Router Machines, 3D Printing, Gantry Systems, Engraving Machines, Food Processing, Glass Processing, Textile Machines, Material Handling, Metrology Equipment, Printing Machines, Packaging Machines, Waterjet Cutting Machines, and Welding Machines.

Our products

We specialize in providing high-quality precision components and motion solutions for industrial and automation applications. We offer a comprehensive range of **Ballscrews, Linear Guideways, Couplings, Gearboxes, Rack and Pinion Systems, Ballscrew Support Units, and Precision Locknuts.**

Mission

We cater to a wide range of industries, including CNC Machine Shops, Special Purpose Machines, Automation Industries, Automotive Industries, Laser Cutting Machines, Aerospace Industries, Injection Moulding Machines, Router Machines, 3D Printing, Gantry Systems, Engraving Machines, Food Processing, Glass Processing, Textile Machines, Material Handling, Metrology Equipment, Printing Machines, Packaging Machines, Waterjet Cutting Machines, and Welding Machines.

Vision

With a factory area of about 5000 sq.ft, Preload Engineering Technologies focuses on distributing superior quality linear motion and transmission products across India. Thanks to the superfast execution and high quality machining facilities that enable us to deliver our ultra precision products with excellent timing. Backed by an in-house service center and a dedicated team for ballscrew reconditioning, we are the best one-stop solution for all of your ballscrew needs. We proudly contribute to improved performance and minimised down time in numerous machine shops in Tamil Nadu.

Our Logo



Logo Structure

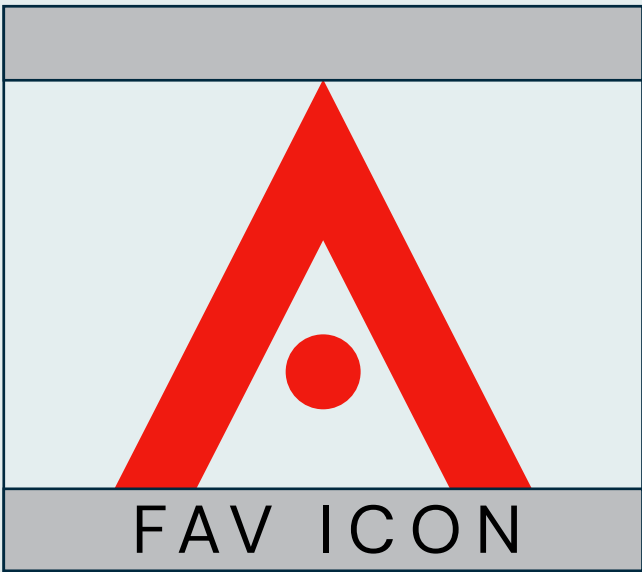
The Preload Engineering Technologies logo represents precision, growth, and engineering excellence. “A” Symbol: Represents upward growth, innovation, and precision engineering. Circle: Represents the company’s core product precision steel balls, symbolising accuracy, consistency, and perfection. “P&D” Element: Inspired by a screw gauge, representing dimensional measurement, inspection, and quality control. Overall Identity: A strong combination of precision, technology, reliability, and industrial expertise.

preloadengineering.com



Logo Types

The Logo + Tagline is the primary brand version, ideal for websites, brochures, presentations, advertisements, and other key brand communications. The Logo Only version provides a clean and versatile representation for business cards, stationery, social media, merchandise, and general branding applications. The Icon / Symbol is designed for specific compact uses such as favicons, patterns, packaging tape, watermarks, app icons, and other small-format applications.



Logo Variations

These logo variations provide flexibility across different backgrounds and applications. Each version is designed to maintain the PRELOAD brand’s visibility, consistency, and visual identity across print and digital platforms.



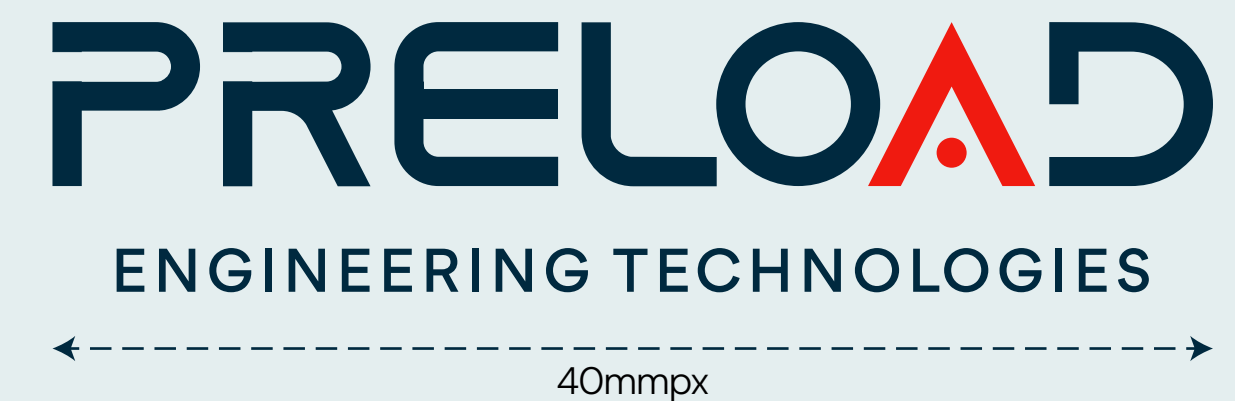
Minimum Size

To maintain the clarity and legibility of the PRELOAD wordmark, the minimum size guidelines should be followed across all applications.

Digital Applications: Minimum width of **250 px** to ensure clear visibility on screens.

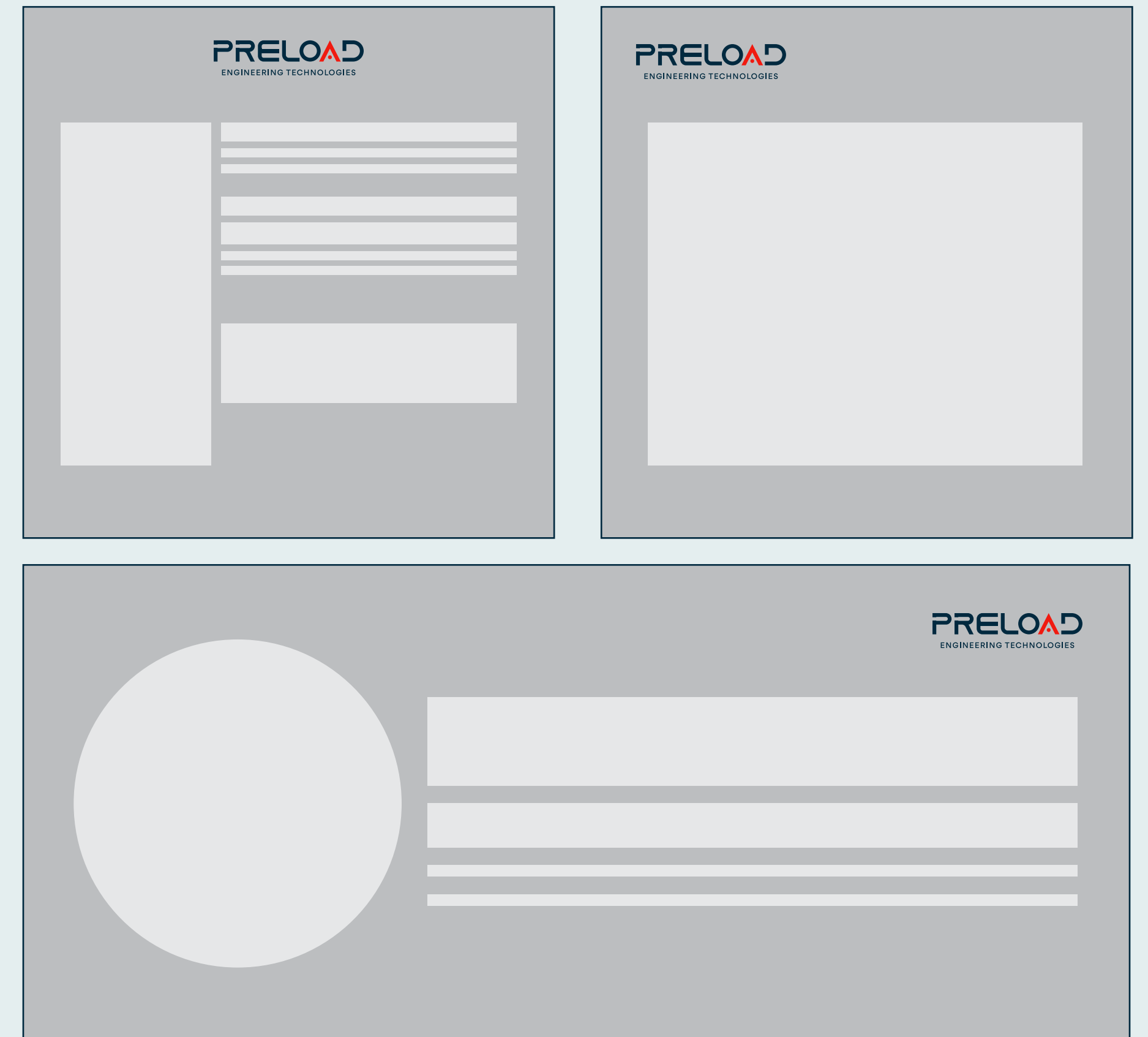
Print Applications: Minimum width of **40 mm** to maintain sharpness and readability in print.

These guidelines ensure consistent and professional logo presentation..



Logo Placement

The PRELOAD logo should be positioned consistently to maintain a clean and professional visual identity. Depending on the layout and application, the logo can be placed in the centre, top-left corner, or top-right corner, while maintaining sufficient clear space around it.



Typography

Primary typeface

Montserrat

A modern and bold sans-serif typeface that creates a strong, professional visual presence. Ideal for headings, titles, and key brand communication.

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
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
1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +

Montserrat Bold

Montserrat SemiBold

Montserrat Medium

Montserrat Regular

Montserrat Light

Secondary Typeface

.Raleway

A clean and elegant sans-serif typeface with a refined, modern appearance. Ideal for subheadings, body text, and supporting brand communication.

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

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

1 2 3 4 5 6 7 8 9 0 ! @ # \$ % ^ & * () _ +

Raleway Bold

Raleway SemiBold

Raleway Medium

Raleway Regular

Raleway Light

Typography Hierarchy

Typography hierarchy creates a clear visual order, with Montserrat for strong headings and Raleway for clean, refined supporting text.

Primary Heading — Montserrat Bold / ExtraBold | Main titles and key statements.

Secondary Heading — Montserrat SemiBold / Bold

Subheadings and important supporting headlines. | Sub-Heading — Raleway SemiBold / Medium

Section labels and supporting headings.

Body Text — Raleway Regular

Descriptions and general content.

Caption — Raleway Regular / Medium

Captions, labels, and secondary information.

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Headline One
Headline Two

Sub Heading

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Social Media Layout

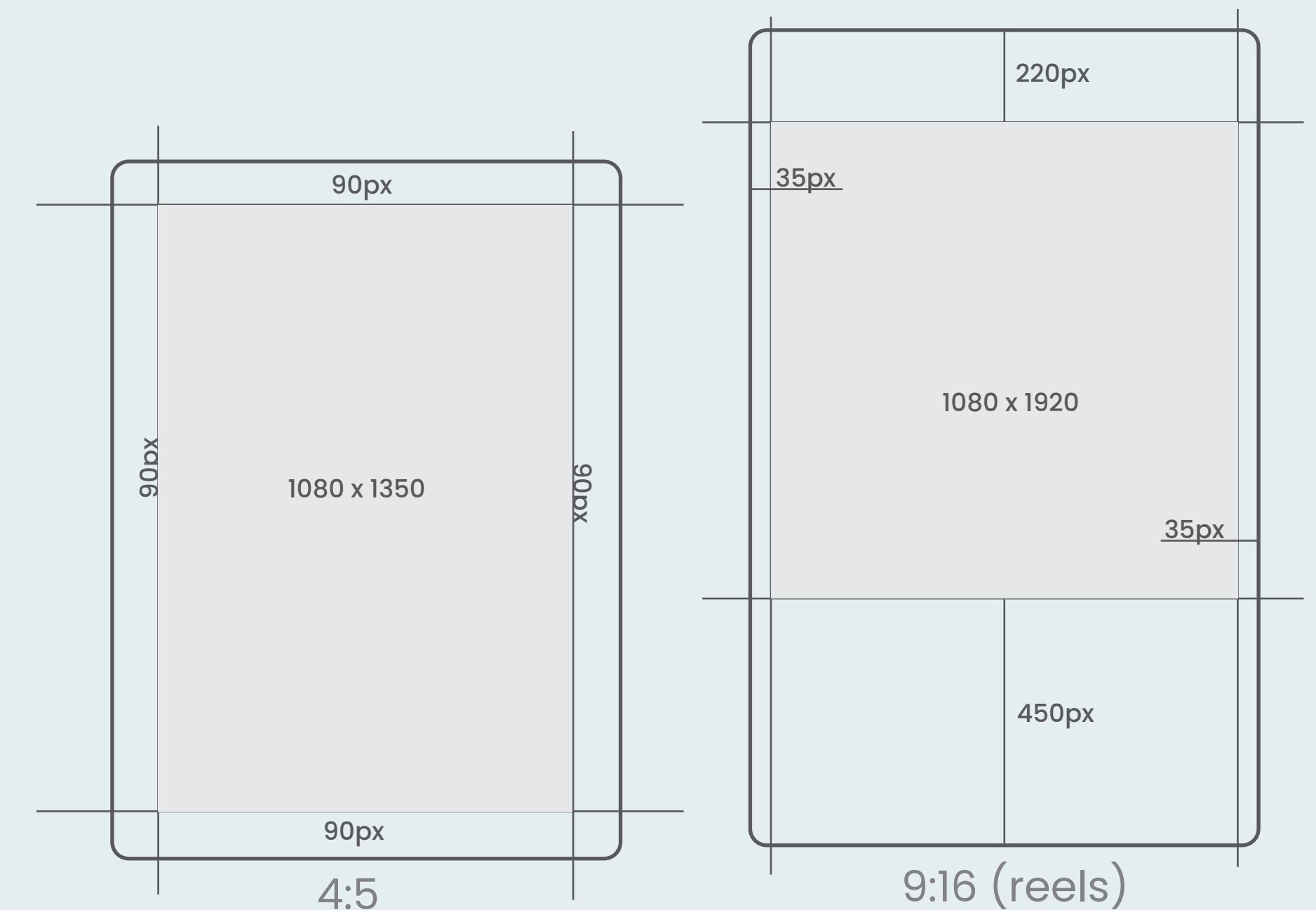
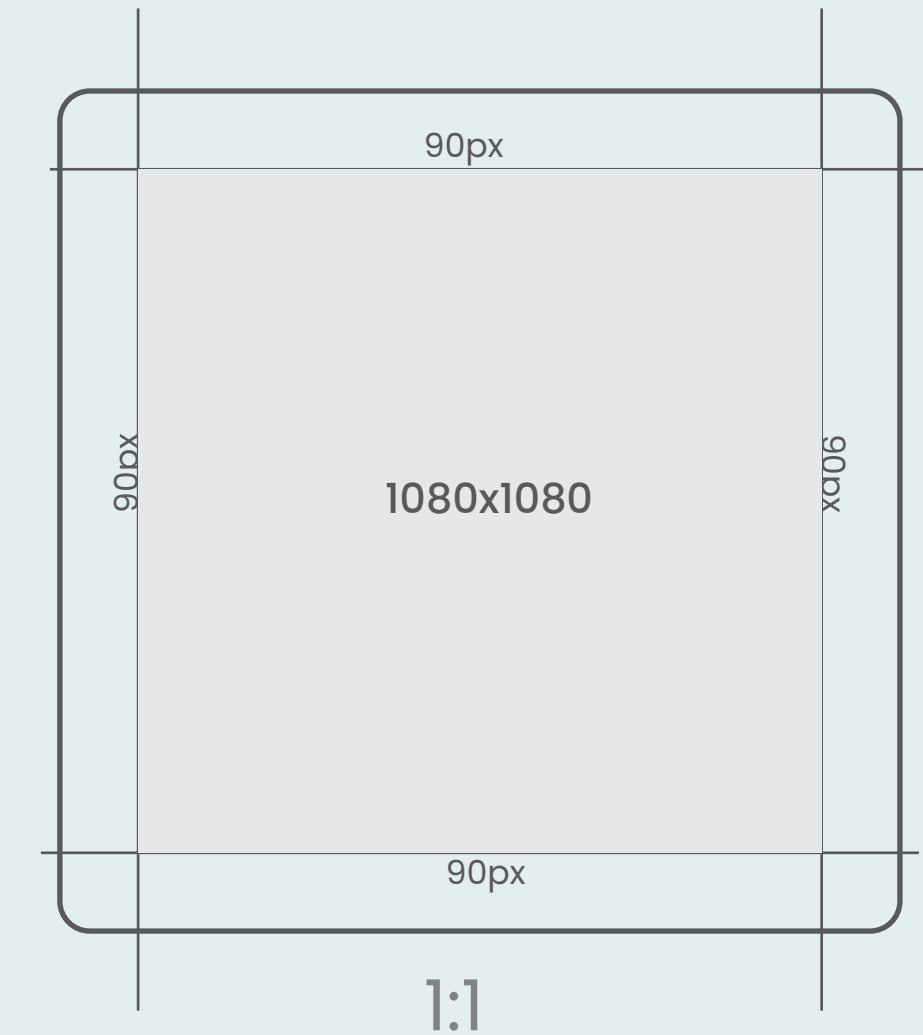
Keep text within the designated safe area to ensure readability across different screen sizes and platform interfaces. Use the following recommended dimensions:

4:5 — 1080 × 1350 px: 90 px safe margin

1:1 — 1080 × 1080 px: 90 px safe margin

9:16 — 1080 × 1920 px: 220 px top, 450 px bottom, and 35 px side margins

Position key text away from the edges to prevent cropping or obstruction.



Color Palette

Color Palette

The PRELOAD color palette combines a deep navy for trust and technical professionalism, a vibrant red for energy and emphasis, and a light neutral for clean, balanced backgrounds. The navy-to-red gradient adds depth and a modern engineering feel to brand applications

A solid red square color swatch.

#F01A10

A solid navy blue square color swatch.

#00293F

A light neutral gray square color swatch with a thin black border.

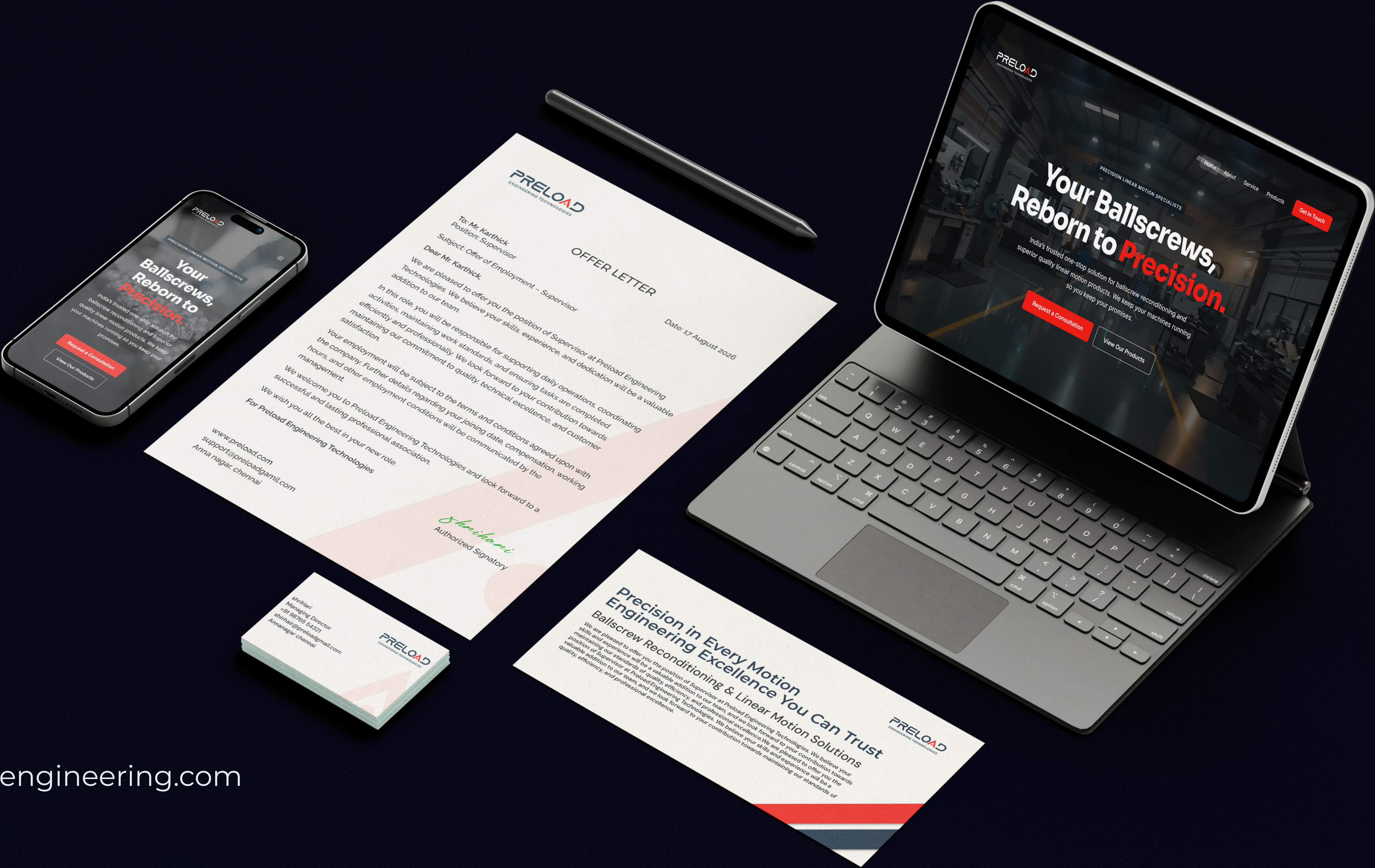
#E4EEEF

A horizontal bar with a gradient from navy blue on the left to red on the right.

#00293F

#F01A10

Stationery



Brand In Use









Precision in Every Motion
Engineering Excellence You Can Trust
Ballscrew Reconditioning & Linear Motion Solutions



Thank You!

For Your Time and Attention