





MAY 2022





PROCESS CHECKLIST | 'DIGO' LOGO

This guide will describe the correct usage of the 'DIGO' logo with regards to:

- Colour
- Fonts
- Logo spacing
- Logo sizing
- Group corporate mark application
- Page placement

For all enquiries and to submit material for review and approval, please contact us at: BrandDesk.internal@tatacommunications.com

NOTE - 'DIGO' logo can be used only for materials related portal promotions, customer communications related to portal.

- Do not use this logo and templates for other communications and collaterals unless specified otherwise
- Do not use Tata Communications and DIGO logo together on any of the materials





INTRODUCTION TO 'DIGO' LOGO



Powered by Tata Communications

DIGO Powered by Tata Communications should always be on the outside of the asset on the top right hand side.

Note:

Do not use the **DIGO** logo on its own. **DIGO** is incomplete without the 'Powered by Tata Communications' line.

DIGO - Powered by Tata Communications - Brand Guidelines | May 2022

DIGO PRIMARY COLOURS



Powered by Tata Communications



PRIMARY COLOURS DIGO Red DIGO Orange #D63548 #F57C52 CMYK 10/94/721 CMYK 0/64/72/0 RGB 214/53/72 RGB 245/184/82 DIGO Black **DIGO Purple** #092133 #552F72 CMYK 92/76/52/62 CMYK 80/6/23/10 RGB 9/33/51 RGB 85/47/114

'Powered by' - TEXT #717171 CMYK 0/0/0/70 RGB 113/113/113

DIGO SECONDARY COLOURS



Powered by Tata Communications



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SECONDARY COLOURS #F2D2D2 #F7F1E5 CMYK 3/19/10/0 CMYK 2/4/9/0 RGB 242/210/210 RGB 247/241/229 **Slight Grey** Light Grey #787785 #9D9FA1 CMYK 56/49/36/7 CMYK 41/33/32/1 RGB 120/119/133 RGB 157/159/161

Lightest Grey #E8E8E8 CMYK 8/6/6/0 RGB 232/232/232

DIGO FONTS

Gotham Font (for printing)

Header style

H1 - Bold/Medium 48px / line spacing 56

H2 - Bold/Medium 38px / line spacing 48

H3 - Bold/Medium 28px / line spacing 38

Sub-heading style

SH1 - Bold/Regular 16px / line spacing 32

SH2 - Bold/Regular 14px / line spacing 28

Body copy

Body copy1 - Regular 11px / line spacing 22

SH2 - Bold/Regular 10px / line spacing 20 Trebuchet Font (for screen)

Header style

H1 - Bold 48px / line spacing 56

H2 - Bold 38px / line spacing 48

H3 - Bold 28px / line spacing 38

Sub-heading style

SH1 - Bold/Regular 16px / line spacing 32

SH2 - Bold/Regular 14px / line spacing 28

Body copy

Body copy1 - Regular 11px / line spacing 22

SH2 - Bold/Regular 10px / line spacing 20

FONT

The font to be used in all the **DIGO** communications is '**Gotham**' for all print versions and '**Trebuchet**' for digital online versions.

Different variations and usage guidelines of the fonts are given.

FONT COLOURS

Header Text DIGO Red #D63548 CMYK 10/94/721 RGB 214/53/72

Paragraph text DIGO Black #092133 CMYK 92/76/52/62 RGB 9/33/51





DIGO LOGO COLOUR VARIATIONS





DIGO LOGO TOP-LEFT OF ASSET



SIZING RESTRICTION

Logo should never be scaled smaller than 25mm or 1 inch for printing and 14mm for screen viewing.



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DIGO LOGO PLACEMENT IN DIFFERENT ORIENTATIONS



VERTICAL LAYOUT

The **DIGO** logo must always be presented standalone.

The logo cannot be separated from the 'Powered by Tata Communications' text.

The logo must appear at the top-left corner of the page. It always appears at the top with equal spacing from the left and top edge.

SPACE REQUIREMENTS

Space equal to X (width of letter 'I' in DIGO) should be maintained all around the logo.



DIGO LOGO PLACEMENT IN DIFFERENT ORIENTATIONS



HORIZONTAL LAYOUT

The **DIGO** logo must always be presented standalone.

The logo cannot be separated from the 'Powered by Tata Communications' text.

The logo must appear at the top-left corner of the page. It always appears at the top with equal spacing from the left and top edge.

SPACE REQUIREMENTS

Space equal to X (width of letter 'I' in DIGO) should be maintained all around the logo.



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TATA COMMUNICATIONS

DIGO LOGO PLACEMENT IN DIFFERENT ORIENTATIONS



SQUARE LAYOUT

The **DIGO** logo must always be presented standalone.

The logo cannot be separated from the 'Powered by Tata Communications' text.

The logo must appear at the top-left corner of the page. It always appears at the top with equal spacing from the left and top edge.

SPACE REQUIREMENTS

Space equal to X (width of letter 'I' in DIGO) should be maintained all around the logo.





Tata Communications is a leading global provider of A New World of CommunicationsTM to multinational enterprises and service providers. The company leads from the front to create an open infrastructure, partner ecosystem and platforms for businesses to stay competitive in this digital age.

With a strong presence in both developed and emerging markets, the company is a key enabler of information and communication technology globally with a broad range of services including network services; voice, data and mobility solutions; unified communications & collaboration tools; managed security; content management; media and entertainment services; and cloud and data centre solutions.

Over the past few years technology has caused significant changes in the way enterprises conduct business. The exponential growth of connected devices, emergence of social media, analytics, cloud computing together with the acceptance of BYOD are all resulting in a major transition in the way businesses engage with technology. As a key enabler of information and communication technologies to global enterprises and service providers, Tata Communications has led from the front in ensuring a robust digital ecosystem that is equipped for the future. Tata Communications' portfolio of services are underpinned by the company's leading global network infrastructure. Today, the company owns and operates the world's largest and most advanced subsea fibre cable network, including the only whollyowned fibre ring around the world. Over 24% of the world's internet routes travel over Tata Communications' network and the

company is the only Tier-1 provider that is in the top five by routes in five continents. This network enables customers and partners to reach 99.7% of the world's GDP, with connectivity to over 240 countries and territories.

The company is headquartered in Numbai and Singapore and has more than 8,000 employees across 38 countries. The \$3.2bn company is listed on the Bombay Stock Exchange and the National Stock Exchange of India and is the flagship telecoms arm of the \$103.3 billion Tata group.

TATA COMMUNICATIONS FAST FACTS

- \$3.2 billion in annual revenue in FY13-14 with 77% of this revenue generated outside of India
- 24% of the world's internet routes travel over its Network
 Only Tier-1 provider that is in the top five by routes in five continents



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TOP BAR LAYOUT

The minimum clear space around the **DIGO** logo is 1x. The logo always sits on the top-left. The top bar always bleeds off to the top and the sides.

Space equal to X (width of letter 'I' in DIGO) should be maintained all around the logo.

Never change the colour of the top bar.

JB HEADING, TREBUCHET 16PT BOLD USING 'SUB HEAD' STYLE! ABAND USING SUB HEAD 2 STYLE FOR KEY WORD PULLOUT

₿IGO



DIGO LOGO LIVE EXAMPLES



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SPEC SHEETS





FAST FACTS POSTERS



DIGO LOGO JOINT-LED AND PARTNER-LED EXAMPLES







INCORRECT LOGO USAGE



INCORRECT LOGO USAGE

The **DIGO** logo must always be scaled proportionally. The individual elements within a logo unit should never be altered.

The logo must always be presented over uncluttered backgrounds to ensure its legibility and be given its due importance.



tatacommunications.com

www.tatacommunications.com | 🍑 @tata_comm

http://tatacommunications-newworld.com | www.youtube.com/tatacomms

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