TATA COMMUNICATIONS

TATA

DIGO

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

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 PRIMARY COLOURS

DIGO

Powered by **Tata Communications**

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

DIGO Orange
#F57C52
CMYK 0/64/72/0
RGB 245/184/82

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

DIGO Purple
#552F72
CMYK 80/6/23/10
RGB 85/47/114

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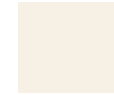RGB 113/113/113

DIGO SECONDARY COLOURS

SECONDARY COLOURS

Light Red
#F2D2D2
CMYK 3/19/10/0
RGB 242/210/210

Light Orange
#F7F1E5
CMYK 2/4/9/0
RGB 247/241/229

Slight Grey
#787785
CMYK 56/49/36/7
RGB 120/119/133

Light Grey
#9D9FA1
CMYK 41/33/32/1
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

No objects should be placed within 1 'x' all around the logo

Black and white application

Knockout application

Sizing restriction 25mm or 14mm

25 mm or 14 mm

USAGE

DIGO logo should be used by placing the logo on the top-left side of the asset.

COLOUR

DIGO Red
#D63548
CMYK 10/94/721
RGB 214/53/72
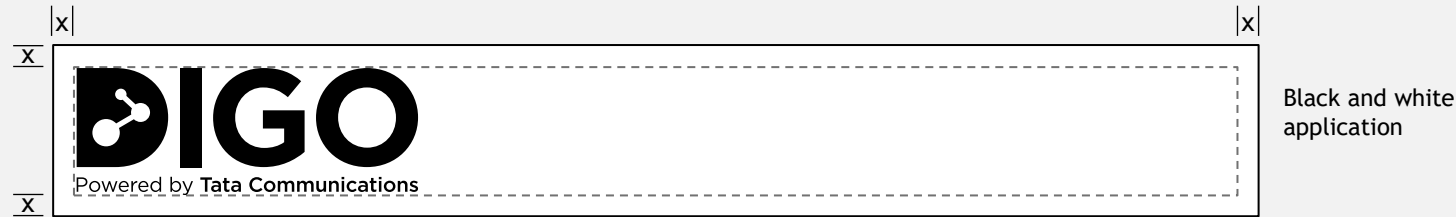
DIGO Black
#092133
CMYK 92/76/52/62
RGB 9/33/51

CLEAR SPACE REQUIREMENTS

Space equal to X (width of letter 'I' in DIGO) should be maintained all around the logo. No object should be placed within 1 'x' around the logo.

SIZING RESTRICTION

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

DIGO LOGO TOP-LEFT OF ASSET

No objects should be placed within 1 'x' all around the logo

Black and white application

Knockout application

USAGE

The visuals on the left depict the DIGO logo orientation. Any of these can be used across ads, collaterals, templates, documents, etc. The DIGO logo must be left-aligned to the top of the page. Space equal to X (width of letter 'I' in DIGO) should be maintained all around the logo.

COLOUR

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

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

CLEAR SPACE REQUIREMENTS

No object should be placed within 1 'x' all around the logo.

SIZING RESTRICTION

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

DIGO LOGO PLACEMENT IN DIFFERENT ORIENTATIONS

Vertical layout options

1x

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 options

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.

DIGO LOGO PLACEMENT IN DIFFERENT ORIENTATIONS

Square layout options

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.

DIGO LOGO PLACED ON TOP BAR IN LAYOUTS

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.
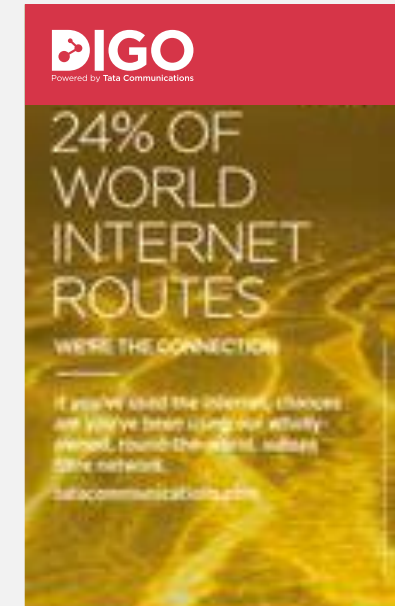
Never change the colour of the top bar.
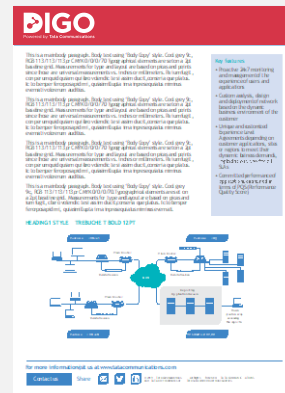
DIGO LOGO LIVE EXAMPLES

BROCHURE

SPEC SHEETS

FAST FACTS POSTERS

DIGO LOGO JOINT-LED AND PARTNER-LED EXAMPLES

JOINT-LED

PARTNER-LED

INCORRECT LOGO USAGE

Never distort the logo vertically or horizontally

Never add graphic effects such as 'shadows' to the logo

Never overlay the logo on top of cluttered images, graphs or maps

Never rotate the logo

Do not create lockups with the corporate logo, any other group marks or entities

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.

THANK YOU