



DesiPlay TV LOGO USAGE GUIDELINES

Logo | Usages On-Air



OK logo usage on Black/Dark BG



OK logo usage on White/Light BG



DO NOT use gray logo on white background



DO NOT use color logo as grayscale on white background



DO NOT use gray logo on black background



DO NOT use color logo as grayscale on black background

Logo | Usages Off-Air



Ensure logo sufficiently contrasts with the background, to be clearly legible.



Single Color logo use only for merchandise branding

Logo | Don'ts Page



The logo should never be manipulated, stretched, distorted or cropped.



Don't flip the logo



Don't change the given lock up



Don't angle or shear the logo



Don't tilt the logo



Don't use Transparency



Don't outline the logo



Don't use drop shadows or add other graphic effects



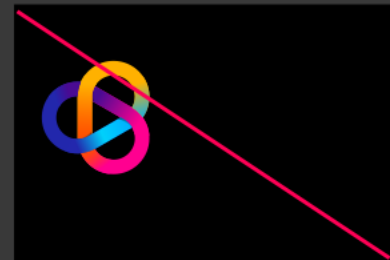
Don't use a different font for the word "DesiPlay TV" in this logo lock-up



Never change the color of the "Mnemonic"



Never change the color of the word "DesiPlay TV"



Logo **MUST NOT** blend into the background. All components must be clearly legible at all times.

Logo | Colors Palette

Primary Color



#4a0b93



#ff0057



#ffffff



Gradient Color



#ff0090

#4a0b93



#ffee00

#ff4e00



#00e066

#ffee00



#2327ad

#00d1fc



#2327ad

#4a0b93



#ff0090

#ff4e00

Logo | Isolation Area

A cardinal rule for the display of the DesiPlay TV logo is the area of isolation. No extraneous elements such as text, photographs, graphic images, or the outside edge of the brand logo's display surface may be placed within the area of isolation.



All the extra lines shown here are only to indicate the invisible spacing around the logo. And should never be used.

The area of isolation is defined by using the width & proportional height of 'TV' word of the logo which is referred to as 'X'.

A margin of clear space equivalent to 'X' is drawn around the logo to create the invisible boundary of the area of isolation.

This area of separation is a minimum and should be increased wherever possible.

Logo | Scale & Proportion

There are no predetermined sizes for the 'DesiPlay TV' logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the 'DesiPlay TV' logo.

Print



In print the minimum size is 1" width
& height to be in proportion

Digital



For digital uses the minimum size for the
standard logo is 300 pixels width
& height to be in proportion

Logo | In Text Format

Correct usage **'DesiPlay TV'**

Incorrect usage **'Desi Play TV, Desiplay TV, Desiplaytv, Desi Playtv'**



THANK YOU!