

Usage Guidelines

Overview

This document outlines the core visual identity assets of Crest Digitel, and their usage in multi-channel interpretations.

Our Logo

The 'T' bears a green coloured full-network icon which signifies growth, strength and prosperity, and relevance with the telecom industry.

The custom typeset depicts strength and resilience - qualities synonymous to Crest Digital.



Logo usage

Minimum size

For print applications,

the minimum recommended size for optimum legibility will be 20mm in overall width.

For digital applications,

the minimum recommended size for optimum legibility will be 150px in overall width.



Logo usage

Exclusion zone

The exclusion zone where no artwork, type or graphical elements can be used is defined by the letter “E” in the logo.

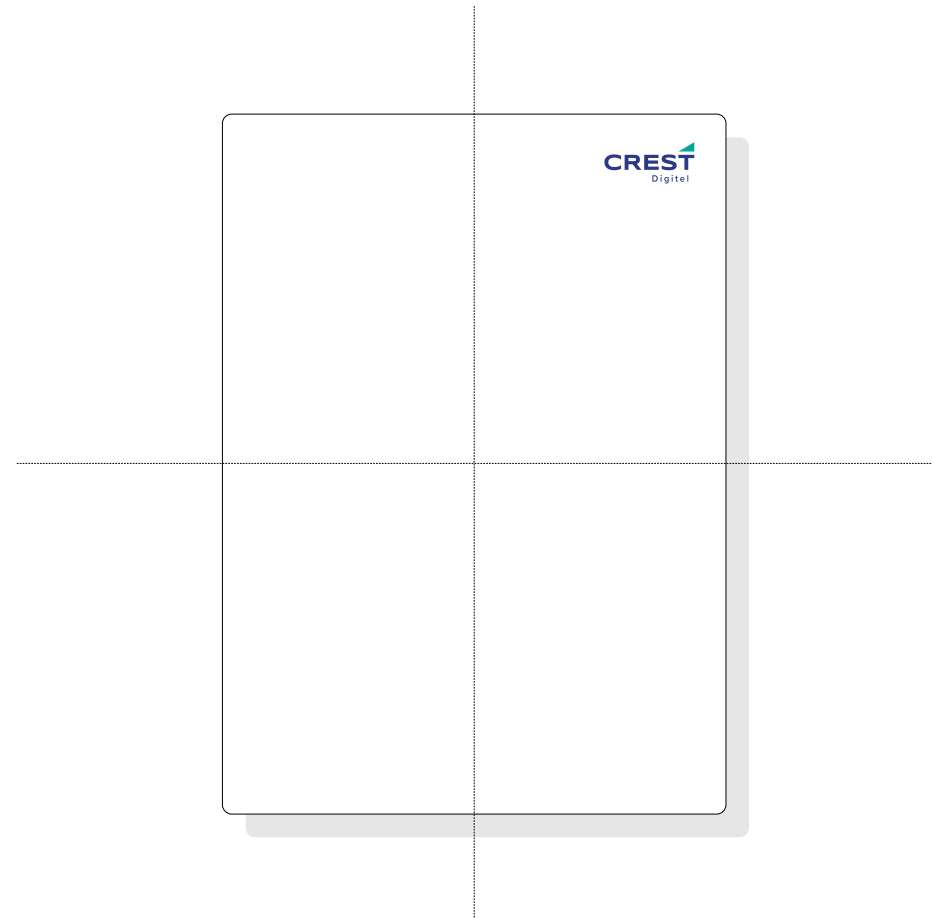


Logo usage

Placement

Always top right.

The placement of the logo is crucial to the overall balance and consistency of proposed visual language.



Logo usage

Color variations

When using brand logo in backgrounds other than white, the icon and type color will change to keep the legibility intact. This slide shows all the acceptable combinations.



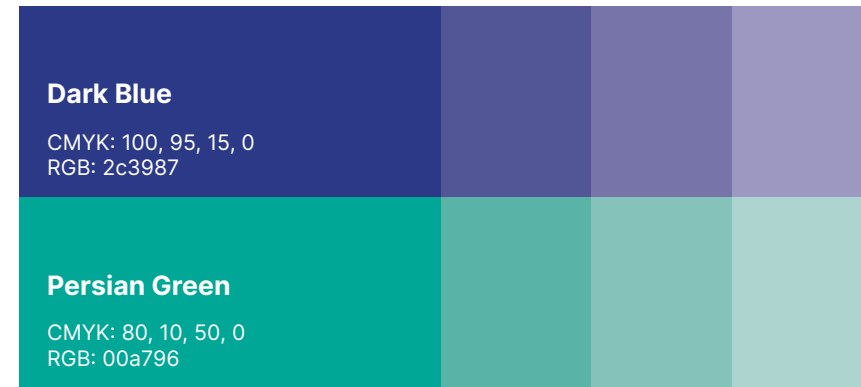
Brand Colors

Primary - Dark Blue and Persian Green

Dark Blue signifies trust and professionalism whereas the Persian Green used, mainly as an accent color, represents growth and prosperity. These colors were carefully chosen to depict the core values of the brand.

Secondary - Dark Grey, Teal Blue

Derived from the primary palette, these colors express similar intensity. These colors should be used sparingly as they are a part of the secondary palette.



Typography

Inter

Simply versatile, Inter is a sans serif font. It is optimized for web, print and mobile uses. It has excellent legibility characteristics in its letterforms.

It is recommended to use three weightages for textual heirarchy. Bold for headlines, medium for sub-headlines and regular for paragraphs/body.

[Click here](#) to download this font.

Inter - Bold

The quick brown fox jumps over the lazy dog.

Inter - Medium

The quick brown fox jumps over the lazy dog.

Inter - Regular

The quick brown fox jumps over the lazy dog.

— **Thank you.**