
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 that signifies growth, strength and prosperity, and relevance with the telecom industry.

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



Logo usage

Minimum Size

For Print Applications

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

For Digital Applications

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



Logo usage

Exclusion Zone

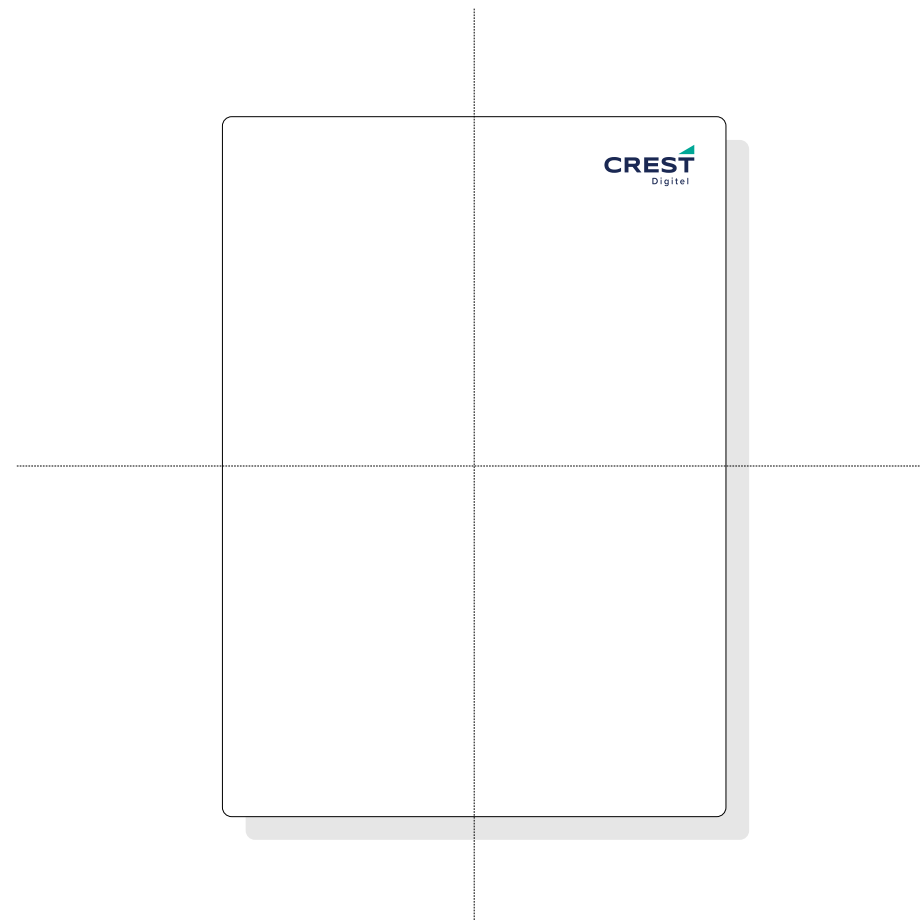
The exclusion zone, where no artwork, type or graphical elements must be used, is defined by the letter 'E' in the logo.



Logo Placement

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.



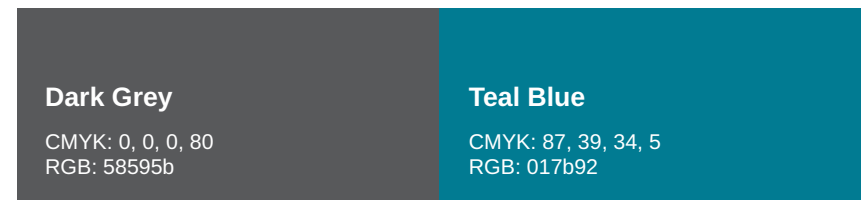
Brand Colors

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.



Primary Typeface

Arimo

Simply versatile, **Arimo** is a Sans Serif font that is ideal for web, print and digital applications. With excellent legibility characteristics in its letterforms, the font exudes a sense of modernity, clarity and professionalism.

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

Arimo - Bold

The quick brown fox jumps over the lazy dog.

Arimo - Medium

The quick brown fox jumps over the lazy dog.

Arimo - Regular

The quick brown fox jumps over the lazy dog.

Secondary Typeface

Montserrat

Montserrat Font Family is a Sans Serif typeface, offering a sleek, contemporary and unified appearance across all forms of communication.

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

Montserrat - Bold

The quick brown fox jumps over the lazy dog.

Montserrat - Medium

The quick brown fox jumps over the lazy dog.

Montserrat - Regular

The quick brown fox jumps over the lazy dog.

Secondary Typeface

Arial

Arial Font Family is a Sans Serif typeface, allowing a simple, modern and cohesive look across all forms of communication.

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

Arial - Bold

The quick brown fox jumps over the lazy dog.

Arial - Medium

The quick brown fox jumps over the lazy dog.

Arial - Regular

The quick brown fox jumps over the lazy dog.

Thank you

Crest Digital Private Limited

(An Altius group Company)

