

new

BRAND

GUIDELINES



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# Logo

## The Basics

**The newj logo is a powerful symbol for what's happening in India and what people are talking about right now. Here are some rules to using our logo**

- Only ever use our logo in white.
- Don't alter, rotate or modify the logo.
- Don't accessorize the logo with extra elements.
- Don't anthropomorphize the logo
- Don't overemphasize the logo.
- Don't use the previous versions of the logo.
- Follow the clear space guidance in this document



# Logo Clear space

**When you're using the logo with other graphic elements, make sure you give it some room to breathe. The empty space around the logo should be at least 150% of the width of the logo.**

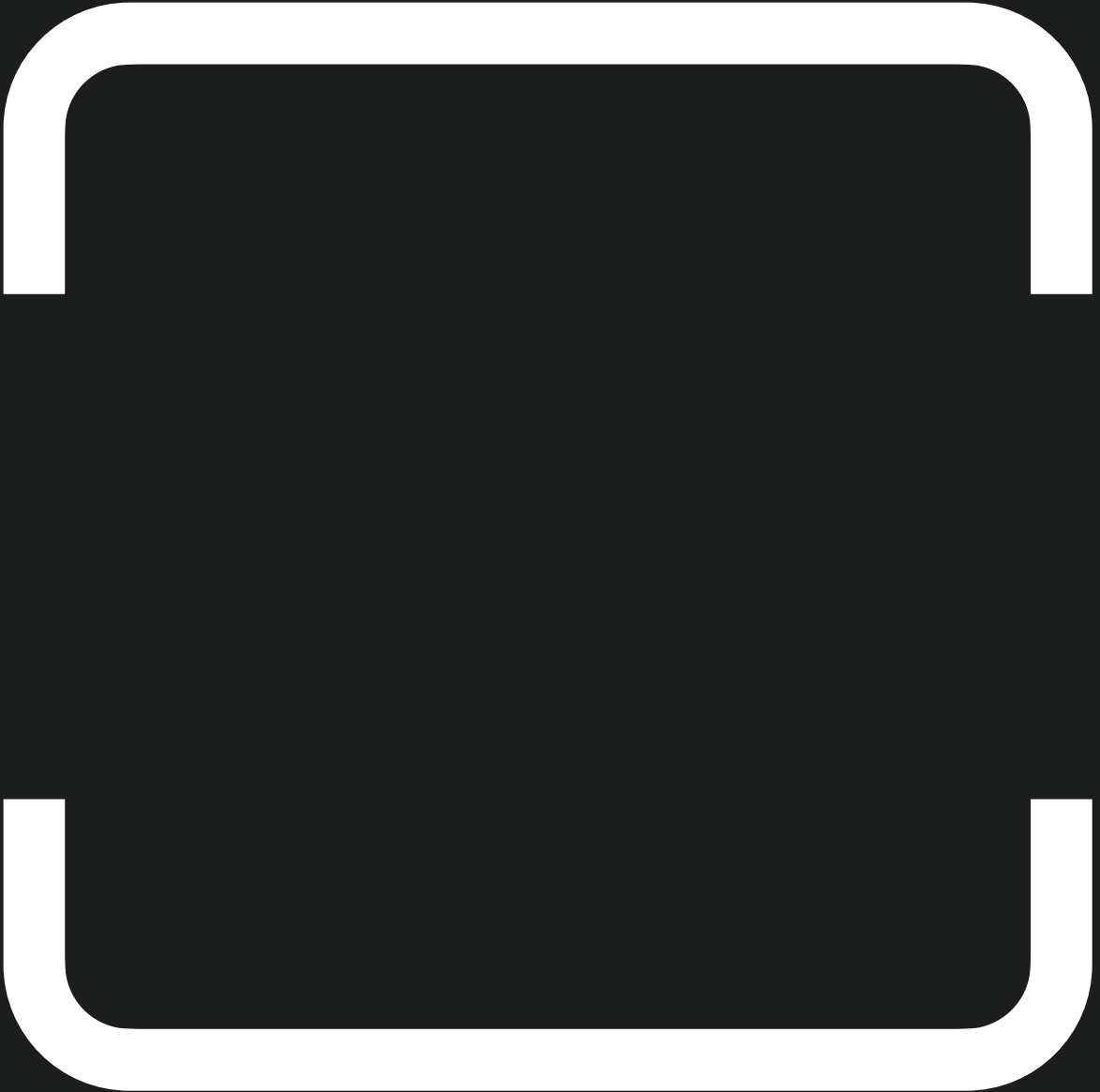


Logo

**Logo Variations**



newJ



Logo

**Logo for verticals**



newJ



Replaced per vertical



# Logo Colour



#ffffff

**The Newj logo is always white.**

**It must be legible and maintain the integrity of its form.**

**When placing the logo on an image, always use the PNG logo version.**

**For images with a light background, we suggest applying a 10-20% black tint to the entire image to maintain legibility of the white logo.**

**And never show the newj logo in black or any other colors.**

Okay, we do have one exception: some limitations with color printing may apply. This is the only time the logo is permitted to be displayed in black with prior permission from the design team.



Layer 2  
10–20% black tint



Layer 1  
Original image

# Brand Guidelines

## Colour

**We have observed and recognised that the colour orange has diverse and culturally vibrant meaning in the Indian community so we adopted that as the primary colour for newj.**

**#ffa951**

**#ffffff**

**#000000**

# Brand Guidelines

## Typography

**When we as a company were trying to find our voice we developed and modeled it to not only echo the sentiments of our audience of tier 2 and tier 3 cities of the country, but also to amplify it and introduce them to new ideas in a manner most comfortable to them.**

**we have observed and recognised that the colour orange has diverse and culturally vibrant meaning in the Indian community so we adopted that as the primary colour for newj.**

Myriad Devanagari

Tahoma

Adorsholipi

Adobe Kannada

Adobe Telugu

Uni Ila.Sundaram

Myriad Devanagari



**Myriad Devanagari**

हिंदी

Black

मैरडि देववादे वादे जायते तत्त्वबोधः

70 Font Size (Black)

Spacing: 110

# Tahoma

English

Bold

**The quick brown fox jumps  
over the lazy dog.**

70 Font Size (Bold)

Spacing: Auto

# Adorsholipi

বাংলা - Bangla

Regular

তুমি আমার সব,  
আমি তোমাকে ভালোবাসি

Font - 70

Spacing - 100

# Adobe Kannada

ಕನ್ನಡ - kannada

Bold

ಕರ್ನಾಟಕದ ಜನತೆಗೆ  
ಹೃದಯ ಪೂರ್ವಕ ನಮಸ್ಕಾರ ಗಳು

Font - 90

Spacing - 110

# Adobe Telugu

తెలుగు - Telugu

Bold

రెండు రాష్ట్రాల  
తెలుగు ప్రజలకి నమస్కారం

Font - 80

Spacing - 100

**Uni Ila.Sundaram**

**தமிழ் - Tamil**

Regular

**சென்னையில் ஒரு நாள்**

Font - 80

Spacing - 90

**Myriad Devanagari**

**मराठी - Marathi**

Black

**कसे असेल 2020 इस्त्रोचे वर्ष**

Font - 70

Spacing - 110



# Brand Guidelines

## Anatomy



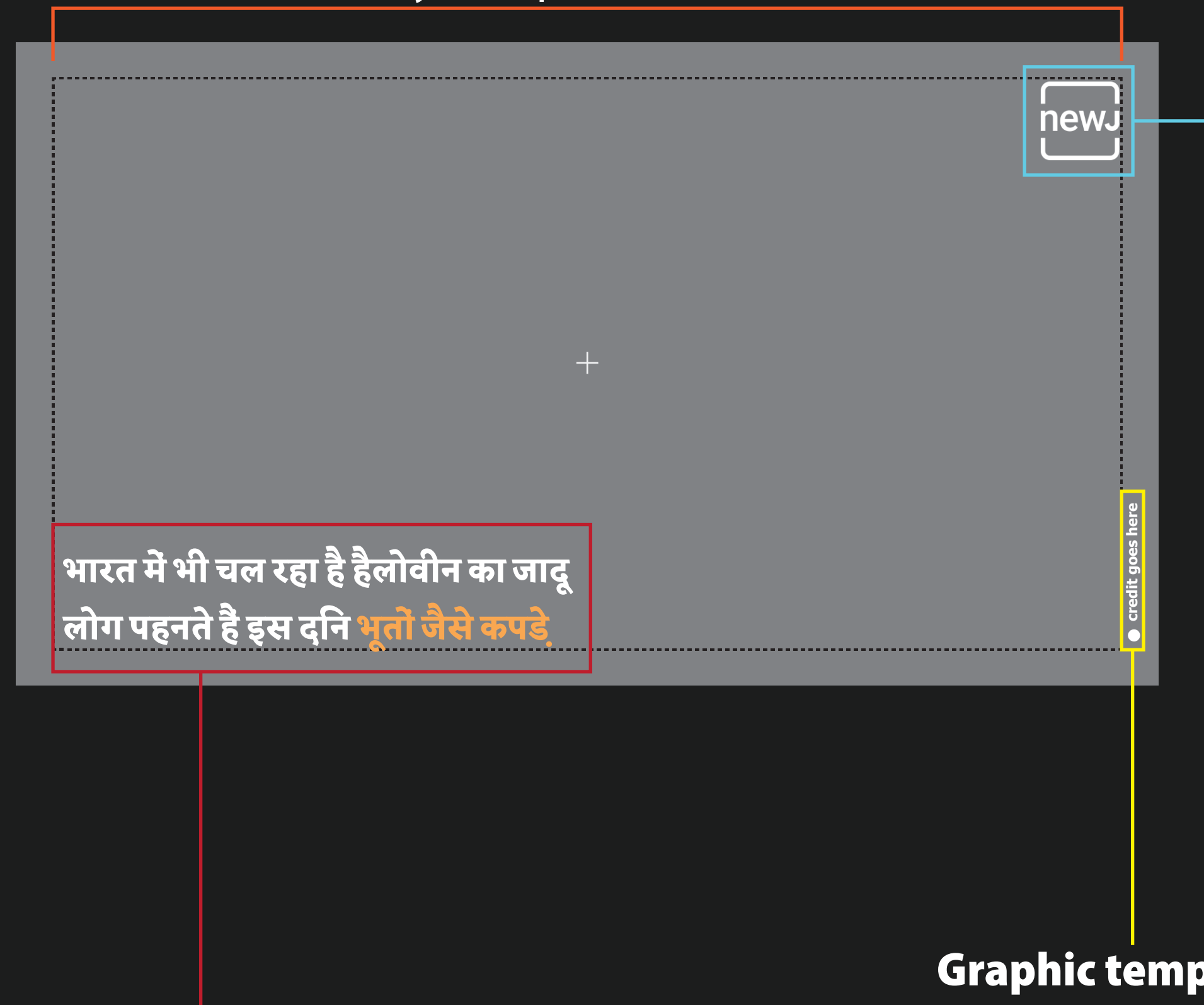


# Video Guidelines

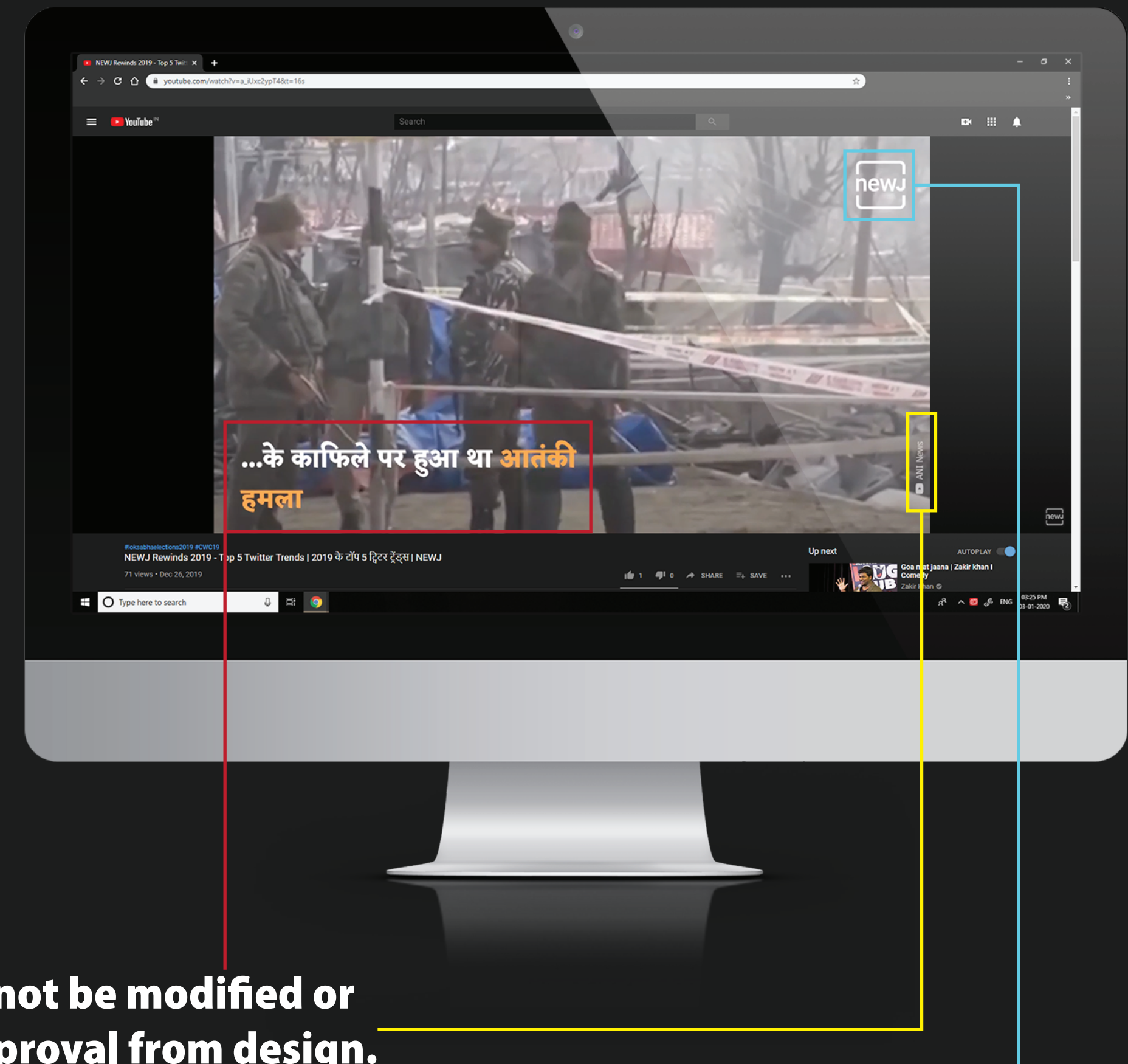
## Horizontal Anatomy

**All graphics should stay within the guide perimeters**

Credits are the only exceptions



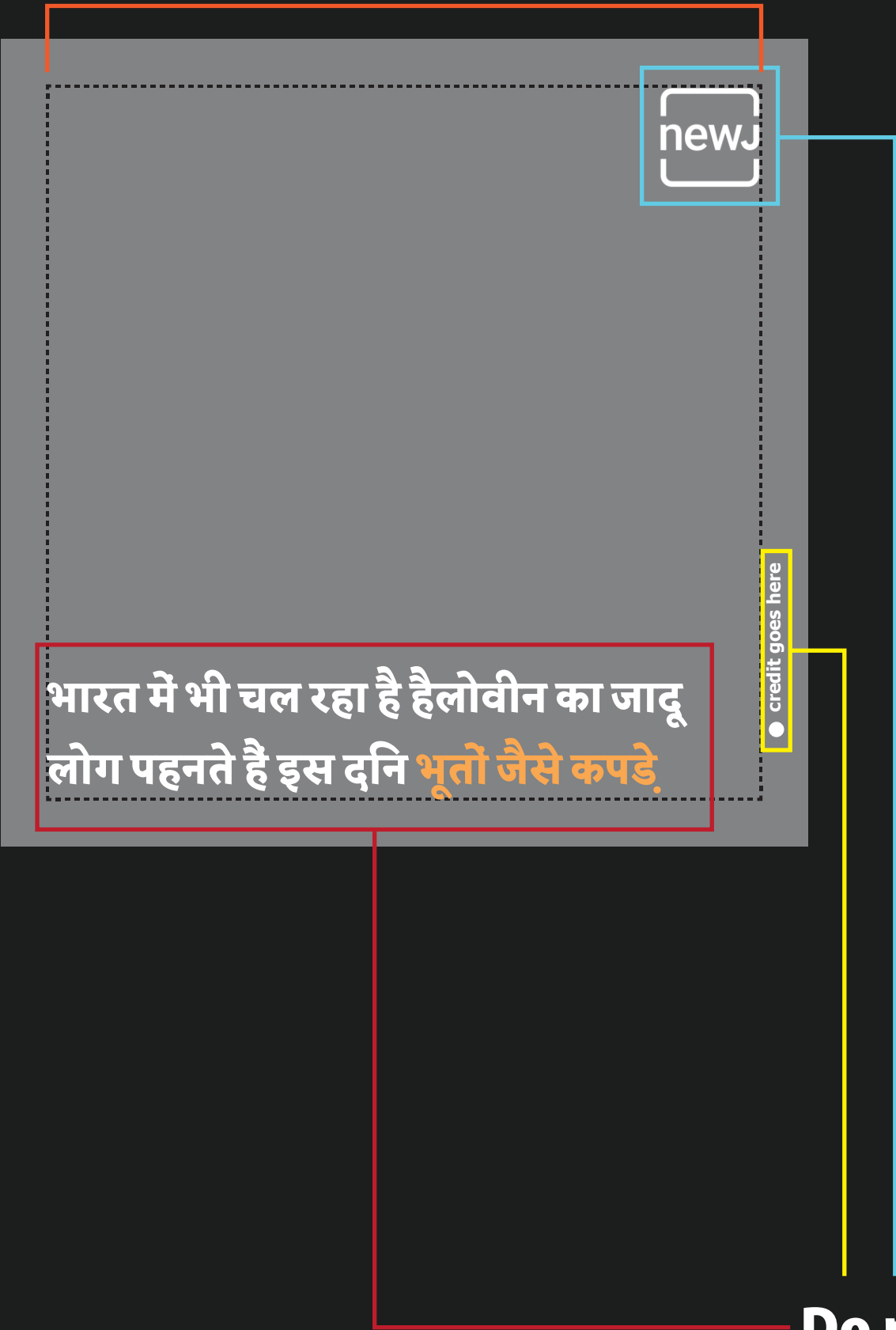
**Graphic templates should not be modified or changed without proper approval from design.**



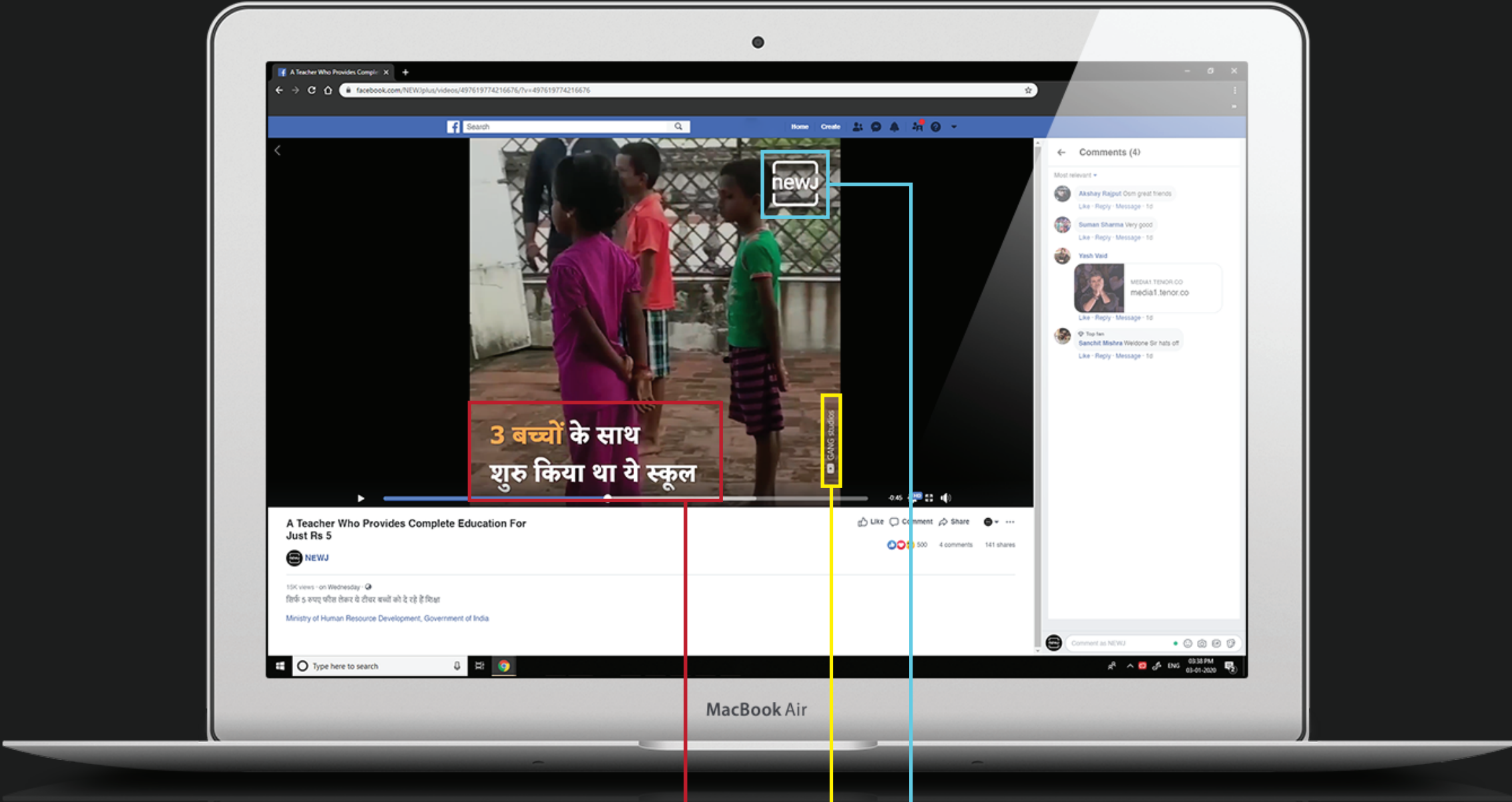
# Video Guidelines

## Square Anatomy

Be mindful of the Title/action safe grid



Do not move position or change the scale

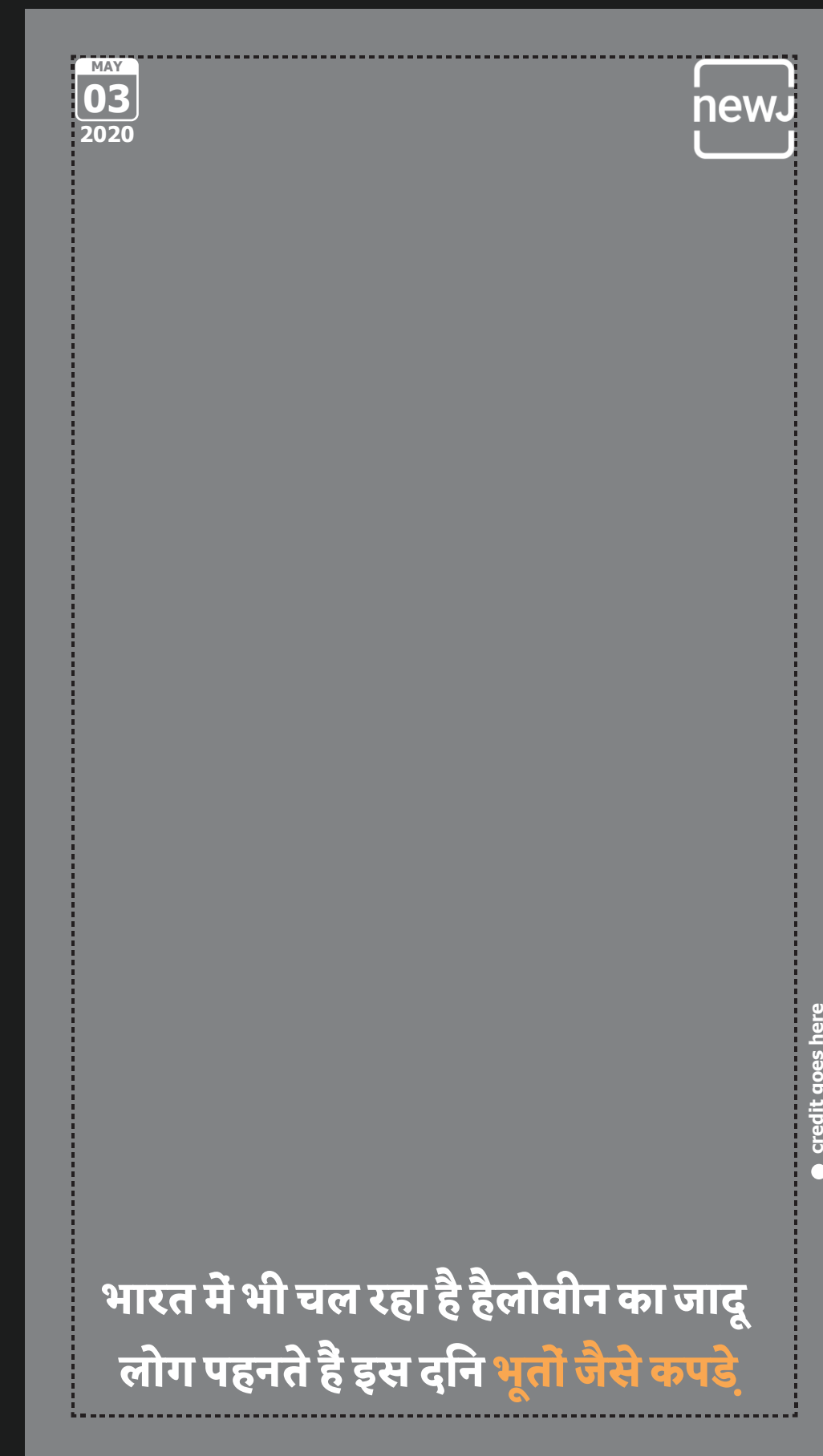




# Video Guidelines

## Vertical Anatomy

- Make sure you use the right vertical library as there are two - IGTV and Full Frame.
- IGTV elements are restricted to accommodate the Instagram elements.





# Video Guidelines

## End Slates

Ensure you use the End Slates made for the specific platforms.





# Company Business Card



# Brand Guidelines

## Glossary

### RGB

**(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.**

### CMYK

**(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.**

### Vector

**Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.**

### Raster

**Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.**

### Lossless

**Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.**

### Lossy

**Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.**



# Brand Guidelines

## Glossary

### JPEG/JPG

**JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.**

**AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).**

### EPS

**EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.**

### PDF

**PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.**

### PNG

**PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.**

### TIFF/TIF

**TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.**

THANK  
YOU