

the
Brand
Guideline

about this document

This document defines the brand guideline for 72interactive for various mediums like Web, Print, Social Media.

using our brand identity

We are happy to give you the correct logo for any work you may be doing which is related to or involves 72interactive. However, we need to know how you intend to use the logo.

If you want to use our logo, please get in touch with us and we will be able to help you.

Contact: Amit Shroff, Tel: +(91) 98.1112.2212, email: marketing@72interactive.com

Please note that all use of 72interactive logo must be approved by us in advance. The logo can be supplied in jpeg/tiff or pdf format. You will need to give the following information:

- How you plan to use our logo.
- What type or types of material you are producing.

our brand essence

When speaking about 72interactive, we have created core and expanded messages that communicate who we are, what we do, and how we do it. As the organization evolves to meet changing needs, these messages will be adapted.



vision

Help our clients to maximize their brand awareness across all digital mediums.



promise

Deliver nothing but the best.

our brand essence - cont...

We

72interactive is a New Media & Digital Agency located in New Delhi, India

What

As a Digital Agency, we offer our clients an entire online and digital marketing strategy to maximize their brand potential across all digital mediums.

How

We learn about their business, their customers, and what is important to them and their clientele.

the identity

“360 degree branding is about...emitting a constant stream of messages to create a lasting impression.”

Shelly Lazarus, Ogilvy & Mather



Since our name is derived from 72dpi (dot per inch), which is the standard resolution for digital mediums like computers, mobiles, digital cameras, etc. Hence our logo strongly prepresent the connectection between digital medium and interactivity. Hence showcasing 72interactive ability to add user experience and interactivity across all digital platform.

typography

Aa

Arial Rounded MT Bold

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Arial

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Tahoma

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

Aa

Georgia

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz
0 1 2 3 4 5 6 7 8 9

The logo and caption type setting is in lower case. Arial Round MT Bold is the only font acceptable for creating a logo. The caption type case is Tahoma.

Print & Digital Medium

Headlines Set : Title/Lower Case

Body copy set : sentence/lower case

Typefaces

Tahoma & Georgia are the preferred fonts in marketing materials. In email and written correspondence, you can only use Tahoma and Arial.

color palette



Red

C=4 M=100 Y=100 K=1*

R=277 G=0 B=0

Hex #e30000.



Grey

C=0 M=0 Y=0 K=40*

R=167 G=169 B=172

Hex #a7a9ac.



White

C=0 M=0 Y=0 K=0*

R=255 G=255 B=255

Hex #FFFFFF.



Dark Grey

C=56 M=48 Y=47 K=14*

R=113 G=113 B=113

Hex #717171

*For the most effective form of output, use the four color process (CMYK) formula settings.

brand architecture



Logo on a Red background



2 color logo on white background



Logo in Grey Scale/Monochrome



logo on a color background,
with logo only in white color.

logo initials

The initials can only be used in social media thumbnail like facebook, twitter etc., you cannot use our initials for showcasing 72interactive at places like clients, articles, blogs etc.



Logo on a
Red background



Logo on
Greyscale



Logo on
White background



Logo on
Color background

We shall be updating this section and a separate section for size guideline. Please check this space soon.

don't

The logo is intended to be used exactly in the format it is provided to you by us. It may not be skewed, rotated or manipulated in any way that causes its proportions to become distorted. The colors of the logo may not be changed in any way.

The logo is displayed in its standard, unaltered format. It consists of the word "72interactive" in a bold, sans-serif font, with "creative communication" in a smaller, lighter font directly beneath it.The logo is displayed in its standard, unaltered format. It consists of the word "72interactive" in a bold, sans-serif font, with "creative communication" in a smaller, lighter font directly beneath it.The logo is displayed in its standard, unaltered format. It consists of the word "72interactive" in a bold, sans-serif font, with "creative communication" in a smaller, lighter font directly beneath it.The logo is displayed in its standard, unaltered format. It consists of the word "72interactive" in a bold, sans-serif font, with "creative communication" in a smaller, lighter font directly beneath it.

Do not rotate, skew, reportioned or scale the logo.

The logo is shown rotated 90 degrees clockwise. It consists of the word "72interactive" in a bold, sans-serif font, with "creative communication" in a smaller, lighter font directly beneath it.

This is only allowed if using as twitter background

don't - cont...



Do not place the logo over backgrounds that are too busy.



Do not use the inversed logo over dark backgrounds and don't change color of logo as shown above.



Do not place the logo over similar backgrounds.



Do not place text over or under the logo.

contact information

To get more information about 72interactive marketing activities, sign up to our newsletter or download the 72interactive mediakit pack.

Please visit <http://www.72interactive.com/download/download.html> or contact us at marketing@72interactive.com