

Summit
DIGITEL



LOGO IDEA



This design is intended to give a 'neat' as well as 'identifiable' look to the brand logo. The bold 'Summit' and 'TEL' in the Brand logo highlights its name and its area of work efficiently. The 'DigITEL' combined with the 'connecting symbol' over the top signifies the digital connection that the brand has been building for years. This font style has been used to make the brand name look 'inviting' and allowing people to 'scan' over it with ease.

USAGE

Various usages of the logo in the backdrop of brand colours to enhance readability and prominence across the mediums and platforms of communication. Secondary colour tones are chosen to amplify 'reliability', 'security, 'professionalism.



Summit
DIGITEL



Summit
DIGITEL




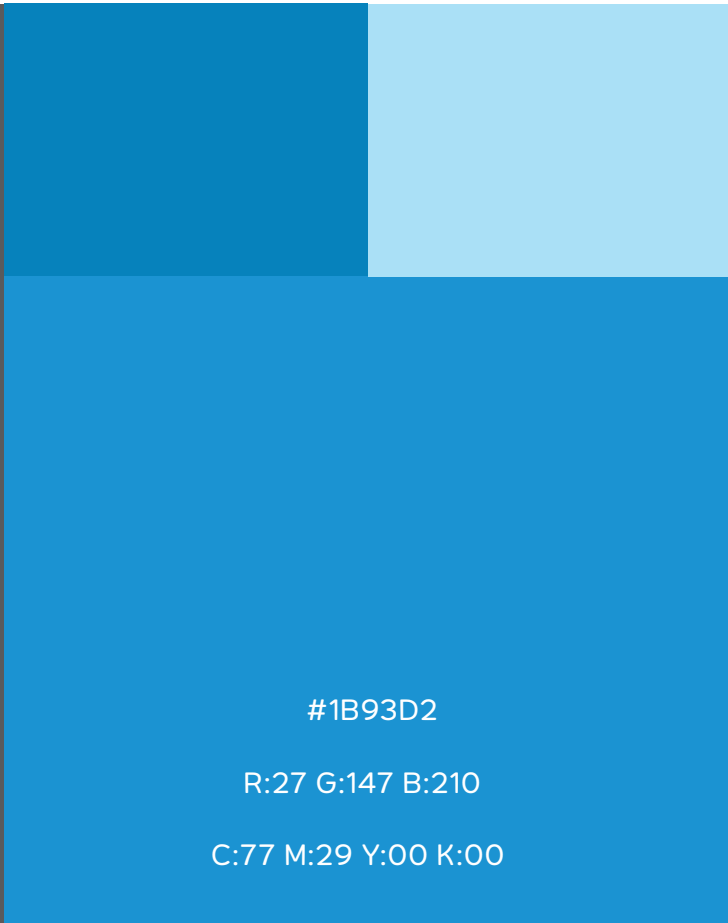
Summit
DIGITEL

PALETTE

The combination of black and grey colour signifies ‘elegance’, ‘strength’ and balance, while blue highlights a sense of ‘security’. This design combined with these colours signifies how Summit Digitel provides security to the people with its strength and professionalism. The ‘white’ colour however reflects how Summit DigīTEL is carrying the responsibility of connecting India with ‘purity’, ‘sophistication’, and ‘efficiency’.



PRIMARY COLORS

	
#59595b	#1B93D2
R:89 G:89 B:91	R:27 G:147 B:210
C:63 M:56 Y:53 K:27	C:77 M:29 Y:00 K:00

MONOTONES

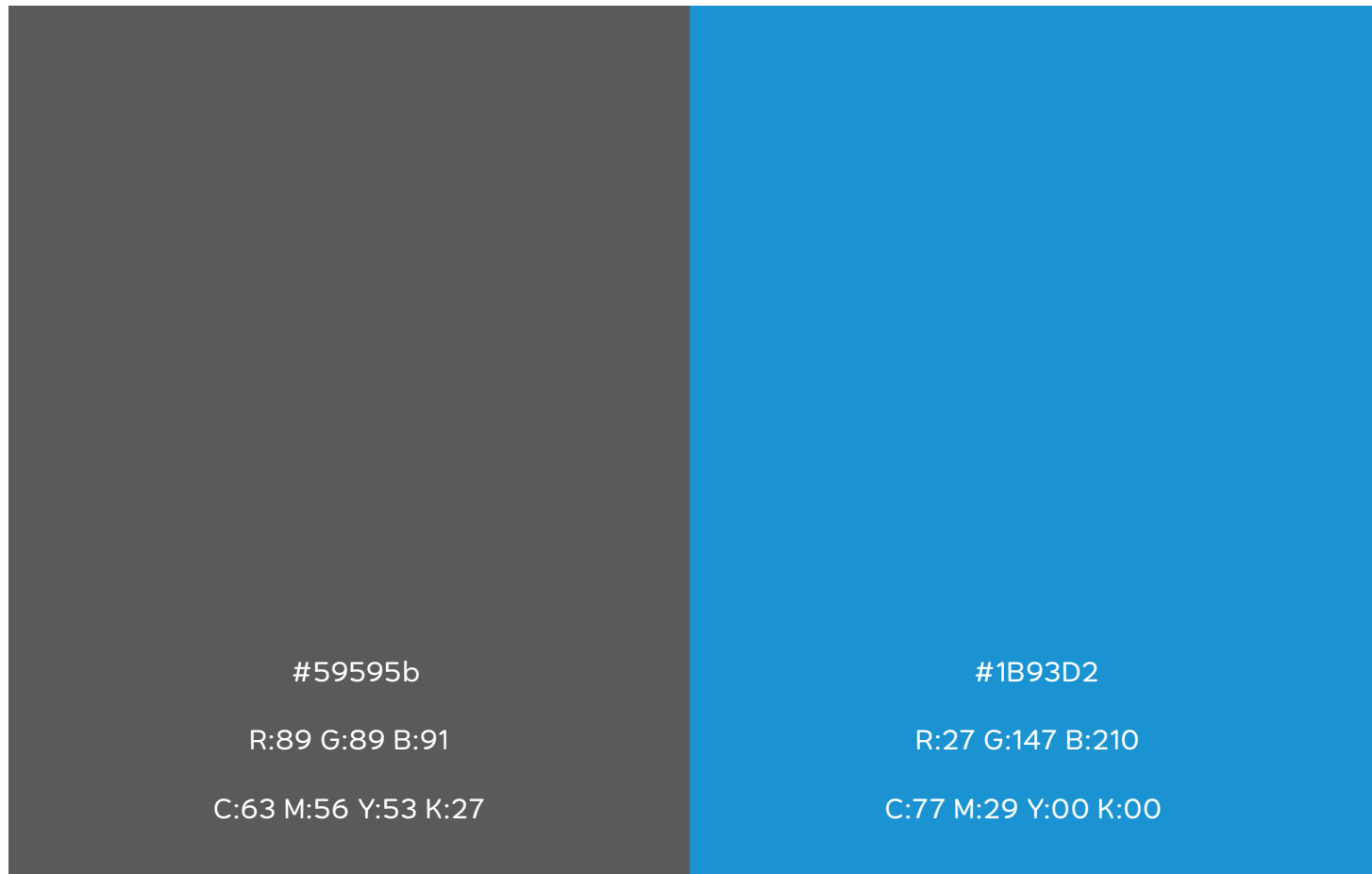
		
#d1d3d4	#808285	#231F20
R:209 G:211 B:212	R:128 G:130 B:133	R:35 G:31 B:32
C:00 M:00 Y:00 K:20	C:00 M:00 Y:00 K:60	C:00 M:00 Y:00 K:100

FONT

Summit Digitel's primary font family Montserrat, is conceptualized from old posters and signs in the traditional "Montserrat" neighborhood of Buenos Aires. Hence, the letters that inspired this font have work, dedication, care, color, contrast, light and life, day and night like the beautiful city.

By chance, the primary font Montserrat cannot be used due to software encoding limitations(PowerPoint, Word, etc.), safe fonts from the Century Gothic family can work as alternatives

FONT COLOR USAGE



PRIMARY | MONTSERRAT

Download: <http://www.shorturl.at/nCHQS>

HEADLINE - MONSTSERRAT BOLD (Minimum 20pt)

The quick brown fox jumps over the lazy dog

SUBHEAD - MONSTSERRAT LIGHT (Minimum 16pt)

The quick brown fox jumps over the lazy dog

BODY - MONSTSERRAT REGULAR (Minimum 10pt for legibility)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.

SAFE USAGE | CENTURY GOTHIC

Download: <http://www.shorturl.at/erQSW>

HEADLINE - CENTURY GOTHIC BOLD (Minimum 20pt for legibility)

The quick brown fox jumps over the lazy dog

SUBHEAD - CENTURY GOTHIC REGULAR (Minimum 16pt)

The quick brown fox jumps over the lazy dog

BODY - CENTURY GOTHIC REGULAR (Minimum 10pt for legibility)

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat.