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# ZEE Corporate Brand Guidelines



Extraordinary

# Guideline Index

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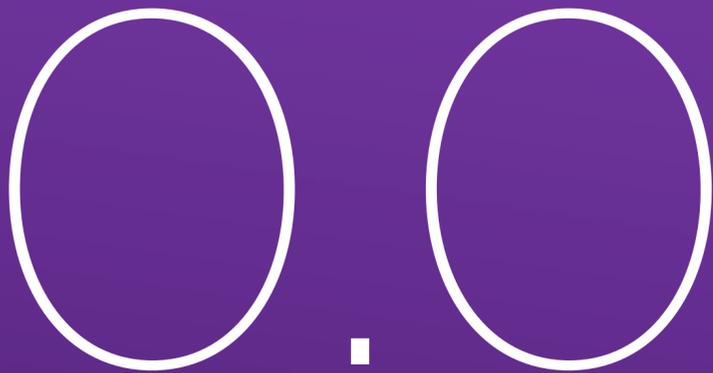
- 13.1 Contact details



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# Introduction

- 
- 0.1 Overview
  - 0.2 Our Golden Thread
  - 0.3 Our Story



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# Overview

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Brand guidelines are just that – guidelines.

Whilst they do contain design solutions which we intend the business to embrace, they cannot legislate for every design problem that ZEE will need to solve in the future.

They are a tool kit for a professional designer to understand our brand and then create compelling materials. These guidelines will evolve as more design and branding projects are completed.

Many of the examples included in this first iteration of the guidelines are conceptual and aimed at demonstrating how we envisage the ZEE brand identity working in the future.

If you are about to commission work by external agencies or your in-house design department and need advice, please contact your local brand implementation lead.

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# Our Golden Thread

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## We Celebrate the World

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The world is a wonderful  
colourful place

We paint fabulous pictures  
and tell terrific stories

---

## We are Stronger Together

---

We believe in the power  
of We. Sum > Parts

We are here to take everyone  
with us

We lift each other up in life

---

## We Mean Business

---

The Entrepreneurs,  
The Disruptors, The Originals

We're restless for the  
new and the next

We make resources multiply

---

## We Inspire to go beyond

---

Help find your full potential.

Trust ordinary to reach  
extraordinary.

We turn base metal of life  
into gold

---

# Our Story

---

We are an  
Extraordinary Brand



---

# Brand Strategy

- 
- 1.1 ZEE's promise
  - 1.2 Our Purpose

---

# 1.0

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# ZEE's Promise

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We are for the emerging middle Indian/Hyper Bharat native who is fearless in reaching out to the stars.

Who yearns for belonging that anchors, rudders and celebrates the triumph.

We believe that together we can turn the base metal of life into gold.

We make the world our audience's playground and give them inspiring content and experiences that help them reach, escape velocity.

So that they can grab life with both hands and thrive.

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# Our Purpose

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To create the  
extraordinary



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# Brand Architecture

- 
- 2.1 Brand architecture
  - 2.2 Logo System

---

# 2.0

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# Brand Architecture

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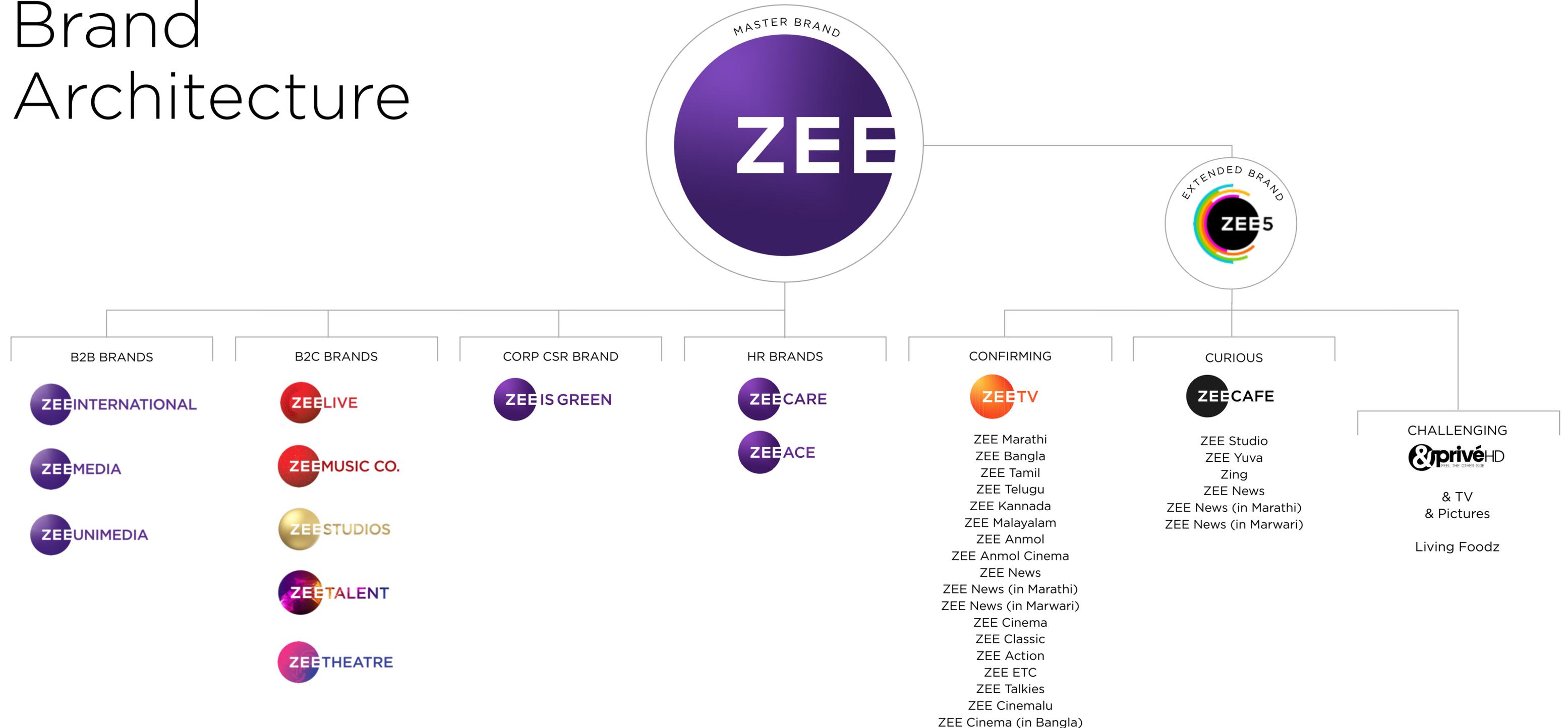
Our architecture's core ambition is to drive equity back to the ZEE brand, by:

- focusing on the audience
- ensuring all your activity is guided by your vision, mission and values.

It's purpose is to:

- drive consumer engagement and demand across our portfolio of brands
- create a cohesive brand experience

# Brand Architecture



# Logo System

Everything comes from the roundel. Every sub-brand should be an extension of the masterbrand.

Here we have demonstrated the different states in which the logo system can be used across the company.

## 1.0

### THE MASTER BRAND

The logo is our mark and serves as the primary ambassador of the brand.



## 2.0

### SUB-BRAND TYPOGRAPHY

All sub-brands are set to the right of the master logo to ensure a clear visual hierarchy between all the organisations within ZEE.



## 3.0

### COLOURING THE SUB-BRAND

Each sub-brand is coloured to distinguish the organisations from each other, yet remain in-line with master brand.



## 3.1

### SUB-BRAND EXTENSION

In some cases the sub-brand will require an extensions (as seen with the 'HD' label). It should be set at 50% of the scale of the sub-brand name.





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# Identity Elements

- 
- 3.1 Logo guide
  - 3.2 Tagline guide
  - 3.3 Logotype guide

---

# 3.0



# Logo

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Our icon is the most impactful and visible element of our identity. It's a universal signature across all our communications.



# Logo Measurement

Our logo is carefully measured, not just mathematically, but optically.

This thorough consideration of measurement is to ensure that it can be sized to a multitude of scales between print and digital applications across limitless devices and materials.

Please note, it should never be altered.

## 1.0 Logo measurement guide



# Logo Clearspace

Clearspace is the minimum space around our logo.

It is defined by the height of the letter 'E', then squared. It should be adhered to at all times.

## 1.0 Logo clearspace guide



# Logo Scale

Our logo can be scaled up to any size.

However, ensure it is never smaller than the minimum size specified as legibility will be compromised.

Print

100mm

Screen

280px



55mm

160px



28mm

80px



14mm  
**Minimum Size**

40px  
**Minimum Size**



7mm  
**(Illegible)**

20px  
**(Illegible)**



# Logo Incorrect Use

To keep the brand pure, it is important not to tamper with the key elements.

Follow this series of examples of what not to do to ensure consistent communication across the brand.

**1.0**  
Never warp the icon



**2.0**  
Never change the orientation of the icon



**3.0**  
Never recolour the icon (corporate)



**4.0**  
Never recreate the icon



**5.0**  
Never add an outline to the logo



**6.0**  
Never use effects on the logo i.e. drop shadow or glow

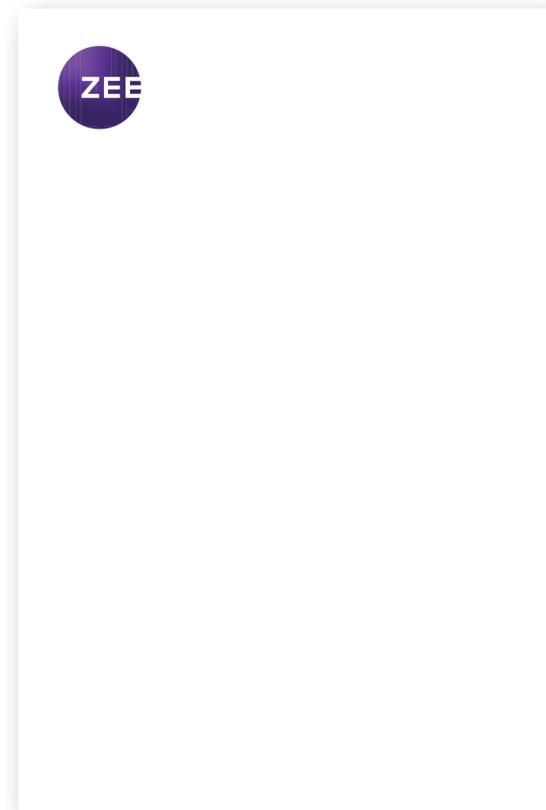


# Logo Positioning

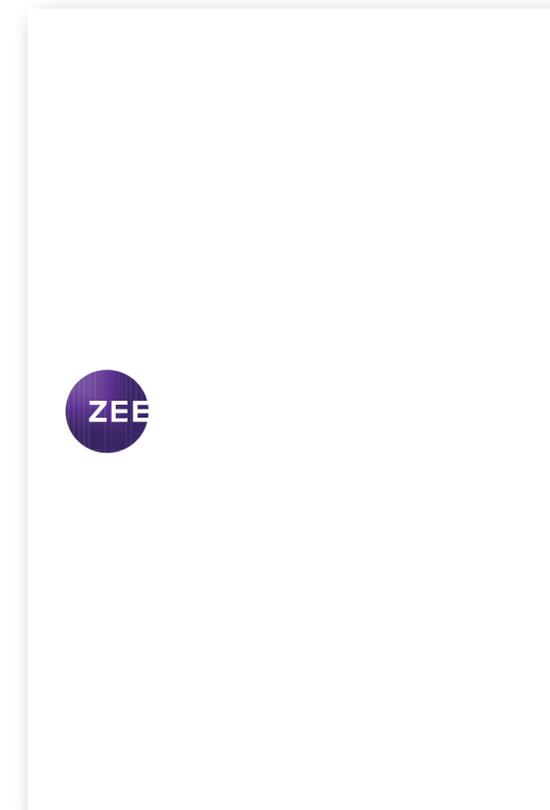
Position on the page is about importance, the logo must be seen to either be the center of everything, or the top of everything.

Follow this guide regardless of shape.

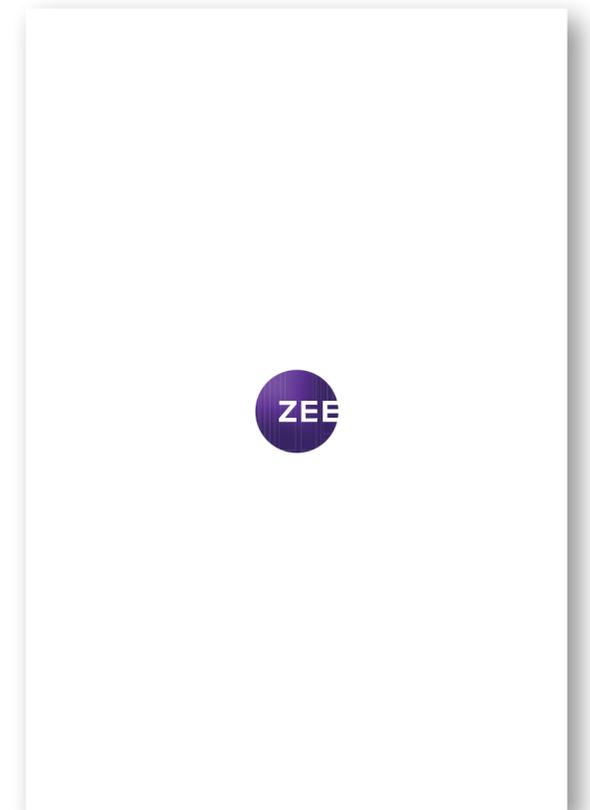
1.0  
Top Left



2.0  
Centre Left



3.0  
Centre





---

# Tagline

---

Our tagline is our consumer facing expression of our core purpose.

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1.0  
Tagline lock-up

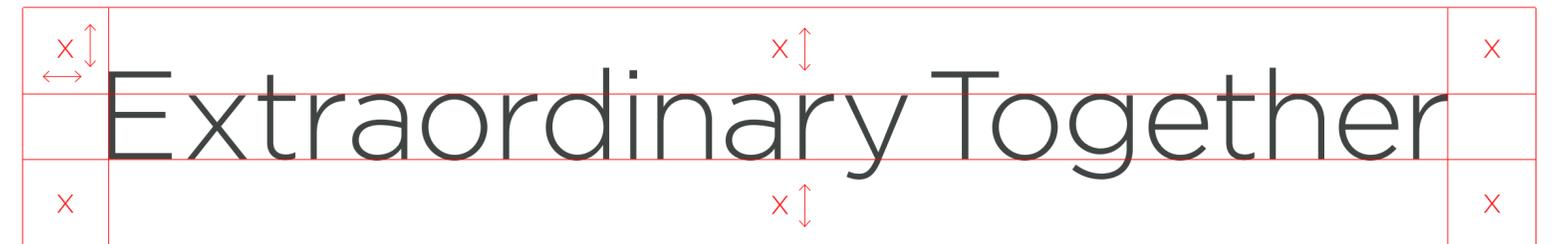
Extraordinary Together

# Tagline Clearspace

Clearspace is the minimum space around our tagline.

It is defined by the height of the letter 'E', then squared. It should be adhered to at all times.

## 1.0 Minimum clearspace guide

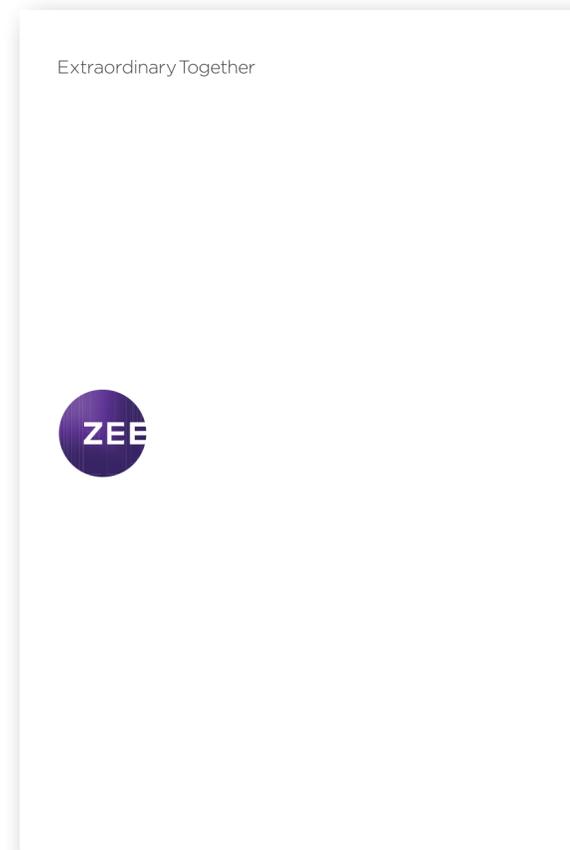


# Tagline Positioning

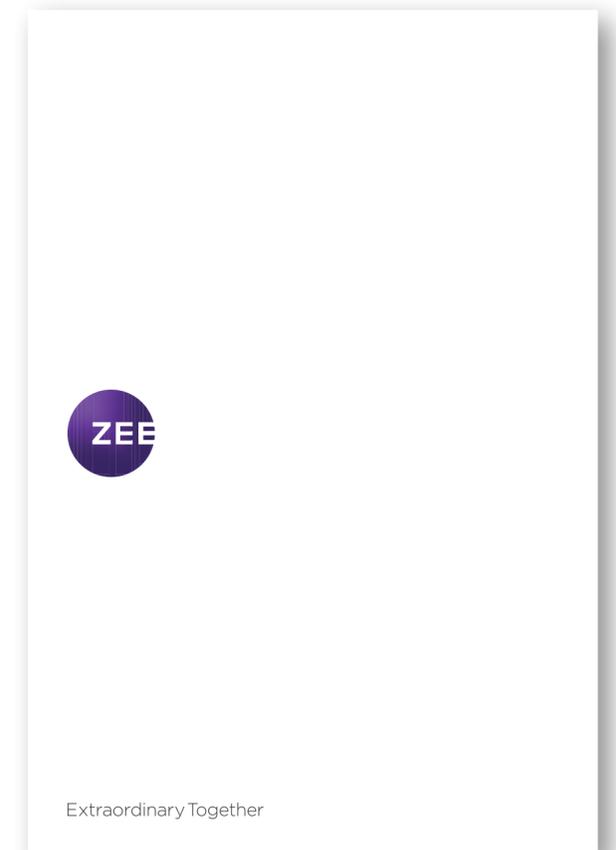
Position on the page is about importance, the tagline must be seen to support the logo and never outweigh it.

Follow this guide regardless of shape.

1.0  
Top Left Aligned



2.0  
Bottom Left Aligned





# Logotype

The logotype is the pairing of both the corporate logo and our tagline.

1.0  
Logotype and tagline lock-up



Extraordinary Together

# Logotype Measurement

Our logotype is carefully measured, not just mathematically, but optically.

This thorough consideration of measurement is to ensure that it can be sized to a multitude of scales between print and digital applications across limitless devices and materials.

Please note, it should never be altered.

1.0  
Logotype measurement guide



# Logotype Clearspace

Clearspace is the minimum space around our Logotype.

The outside of the logotype is defined by the height of the letter 'E' within the logo, not the tagline.

Please adhere to this rule.

1.0  
Logotype clearspace guide



# Logotype Scale

Our logo can be scaled up to any size.

However, ensure it is never smaller than the minimum size specified as legibility will be compromised.

Print

100mm

Screen

280px



Extraordinary Together

55mm

160px



Extraordinary Together

30mm  
**Minimum Size**

80px  
**Minimum Size**



Extraordinary Together

14mm  
**(Illegible)**

35px  
**(Illegible)**



Extraordinary Together

# Logotype Incorrect Use

To keep the brand pure, it is important not to tamper with the key elements.

Follow this series of examples of what not to do to ensure consistent communication across the brand.

**1.0**  
Never warp the icon



Extraordinary Together



**2.0**  
Never change the orientation of the icon



Extraordinary Together



**3.0**  
Never recolour the icon (corporate)



**4.0**  
Never recreate the icon



Extraordinary Together



**5.0**  
Never add an outline to the logo



Extraordinary Together



**6.0**  
Never use effects on the logo i.e. drop shadow or glow



Extraordinary Together



# Tagline Positioning

Position on the page is about importance, the logotype must be seen to either be the center of everything.

Follow this guide regardless of shape.

1.0  
Logotype & tagline lock-up position





# Primary Colour

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4.1 Amethyst

4.2 Gradient guide

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4.0

# Primary Colour Amethyst

Amethyst is a stone of transformation. We have chosen Amethyst as our core colour because of its ability to expand the higher mind. It also enhances one's creativity and passion. It strengthens the imagination and intuition, and refines the thinking processes. It helps in the assimilation of new ideas, putting thought into action, and brings projects to fruition. It is a talisman of focus and success.



# Primary Colour Gradient

The amethyst colour gradient forms our primary colour palette.

It is constructed with an off-axis radial gradient that pinpoints 3 different tones of purple.

Be sure to follow these rules across print and screen respectively.

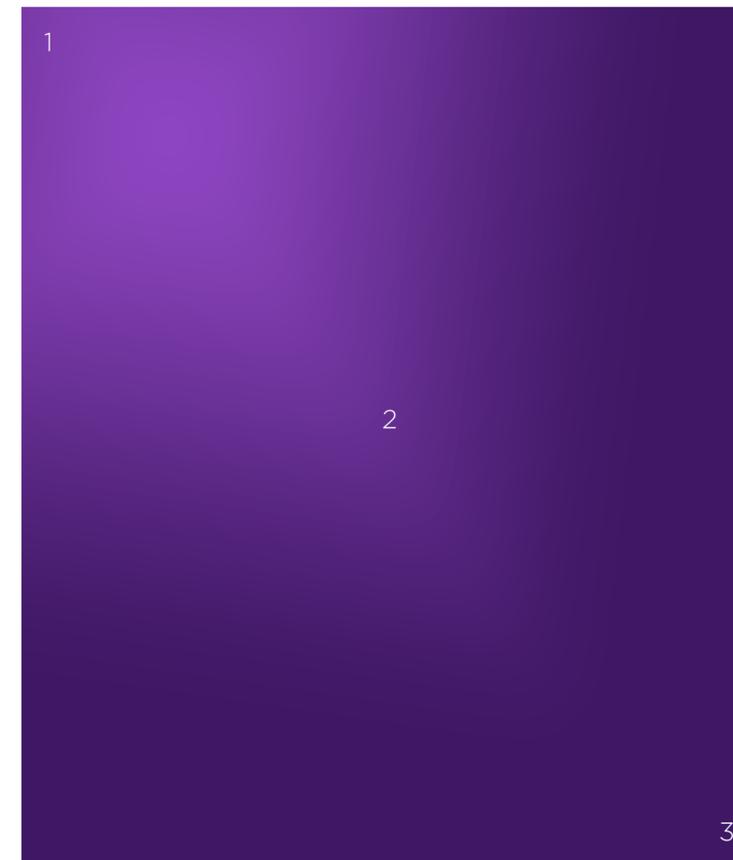
## Logo



## CMYK

1.0	2.0	3.0
C 70	C 81	C 50
M 78	M 100	M 60
Y 0	Y 0	Y 0
K 0	K 10	K 0

## Spectrum



## RGB

1.0	2.0	3.0
R 137	R 99	R 62
G 65	G 46	G 26
B 187	B 142	B 101

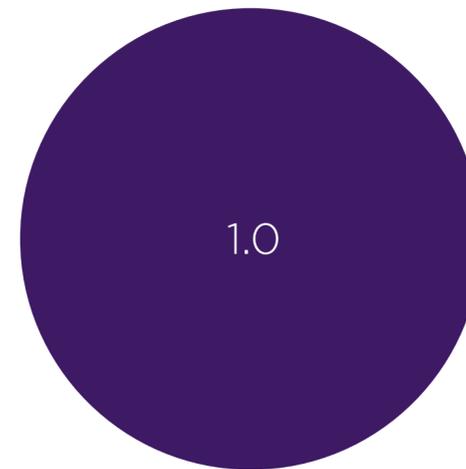
## Pantone

1.0	2.0	3.0
<b>Coated</b> Pantone 2587 C	<b>Coated</b> Pantone 2607 C	<b>Coated</b> Pantone 2617 C
<b>Uncoated</b> Pantone 2073 U	<b>Uncoated</b> Pantone 3593 U	<b>Uncoated</b> Pantone Medium Purple U

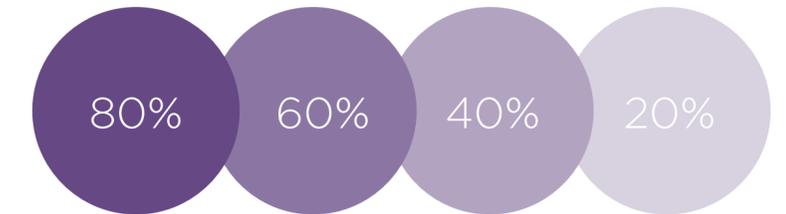
# Primary Colour Breakdown

To give the primary colour palette consistency and flexibility, it is acceptable to use the colours individually.

Within each colour, it is also possible to use tints of 20% increments.



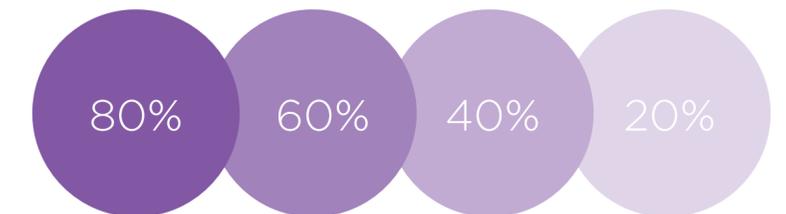
TINTS (20% INCREMENTS)



C 70	R 137	<b>Coated</b>
M 78	G 65	Pantone 2587 C
Y 0	B 187	<b>Uncoated</b>
K 0		Pantone 2073 U



TINTS (20% INCREMENTS)



C 81	R 99	<b>Coated</b>
M 100	G 46	Pantone 2607 C
Y 0	B 142	<b>Uncoated</b>
K 10		Pantone 3593 U



TINTS (20% INCREMENTS)



C 50	R 62	<b>Coated</b>
M 60	G 26	Pantone 2617 C
Y 0	B 101	<b>Uncoated</b>
K 0		Pantone Medium Purple U

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# Kerning Guidelines

- 
- 5.1 Latin glyphs
  - 5.2 Devanagari glyphs

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5.0

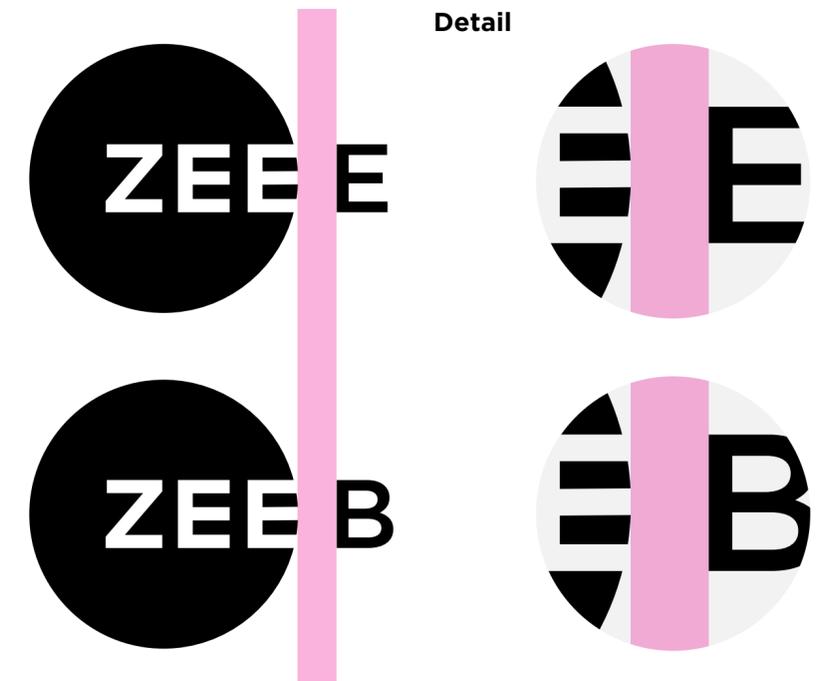
# Kerning Latin Glyphs

Kerning is a practice of relativity. Because the identity has to work across infinite surfaces, sizes and materials, a unit of measurement is useless.

To solve this, we have provided a block of relativity. When creating a new sub-brand, scale the block with the logo to ensure spacing is consistent across the company.

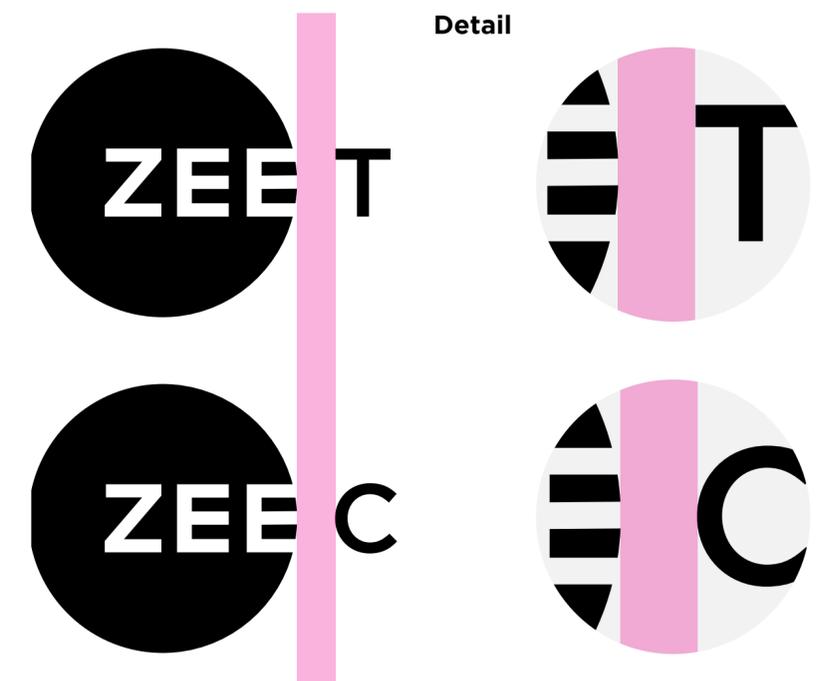
## 1.0

When kerning the space between the logo and letters such as 'E' and 'B'. There is no overlap of lettering between the two elements.



## 2.0

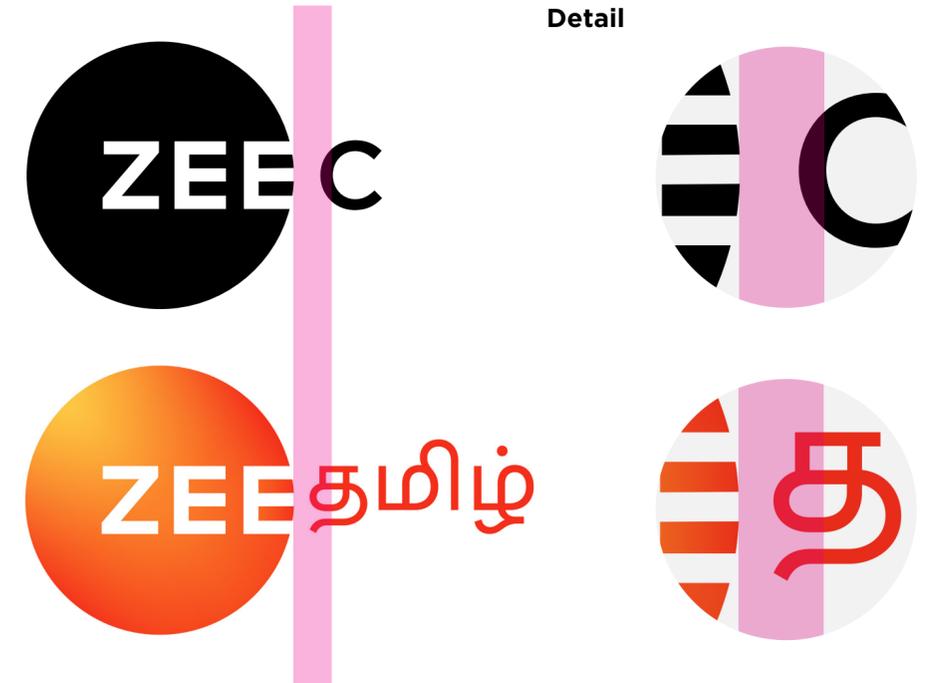
When kerning the space between the logo and letters such as 'T' and 'C'. There is no overlap of lettering between the two elements.



# Kerning Devanagari Glyphs

When typesetting in different characters use the curve of the latin character set as an alignment guide.

Incorrect use



Correct use





# ZEE 25

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## 6.1 Logo guide

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6.0

# Logo

We have created a visual identity to celebrate this milestone event in ZEE's history.

Figure 1



# Logo Measurement

Our 25 Logo is carefully measured, not just mathematically, but optically.

This thorough consideration of measurement is to ensure that it can be sized to a multitude of scales between print and digital applications across limitless devices and materials.

Please note, it should never be altered.

Figure 1



# Logo Clearspace

Clearspace is the minimum space around our 25 Logo.

The outside of the 25 logo is defined by the height of the letter 'E' within the logo.

Please adhere to this rule.

Figure 1



# Logo Scale

Our logo can be scaled up to any size.

However, ensure it is never smaller than the minimum size specified as legibility will be compromised.

Print

Screen

100mm

280px



55mm

160px



28mm

80px



14mm  
**Minimum Size**

40px  
**Minimum Size**



7mm  
**(Illegible)**

20px  
**(Illegible)**



# Logo Incorrect Use

To keep the brand pure, it is important not to tamper with the key elements.

Follow this series of examples of what not to do to ensure consistent communication across the brand.

**1.0**  
Never warp the icon



**2.0**  
Never change the orientation of the icon



**3.0**  
Never recolour the icon (corporate)



**4.0**  
Never recreate the icon



**5.0**  
Never add an outline to the logo



**6.0**  
Never use effects on the logo i.e. drop shadow or glow





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# ZEE5

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## 7.1 Logo guide

---

# 7.0

# 5 Logo

ZEE 5 is the only logo within the ZEE family of brands to have a visual element operate outside of the roundel.

Figure 1



# 5 Logo Measurement

Our 5 logo is carefully measured, not just mathematically, but optically.

This thorough consideration of measurement is to ensure that it can be sized to a multitude of scales between print and digital applications across limitless devices and materials.

Please note, it should never be altered.

Figure 1



# 5 Logo Clearspace

Clearspace is the minimum space around our 5 Logo.

The clearspace of the 5 logo is defined by the height of the letter 'E' within the logo.

Please adhere to this rule.

Figure 1



# 5 Logo Scale

Our logo can be scaled up to any size.

However, ensure it is never smaller than the minimum size specified as legibility will be compromised.

ZEE 5 is different to the other logos because it contains a language that exists outside the roundel.

If the logo needs to go to 40px, remove the outer rings.

Print

100mm

Screen

250px



55mm

190px



28mm

80px



14mm

**Minimum Size with rings**

60px

**Minimum Size with rings**



7mm

**Minimum size without rings**

40px

**Minimum size without rings**



# 5 Logo Incorrect Use

To keep the brand pure, it is important not to tamper with the key elements.

Follow this series of examples of what not to do to ensure consistent communication across the brand.

**1.0**  
Never warp the icon



**2.0**  
Never change the orientation of the icon



**3.0**  
Never recolour the icon (corporate)



**4.0**  
Never recreate the icon



**5.0**  
Never add an outline to the logo



**6.0**  
Never use effects on the logo i.e. drop shadow or glow





# Our Visual Property

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8.1 Exuberance guide

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# Visual Property

## Exuberance

Our visual property embodies our promise and our purpose.

### exuberance

*noun*

the quality of being full of energy, excitement, and cheerfulness; ebullience.  
*“a sense of youthful exuberance”*

*synonyms: ebullience, buoyancy, cheerfulness, sunniness, breeziness, jauntness, light-heartedness, high spirits, exhilaration, excitement, elation, exultation, euphoria, joy, joyfulness, cheeriness, gaiety, jubilation, sparkle, effervescence, vivacity, enthusiasm, irrepressibility, energy, animation, life, liveliness, vigour, zest; More the quality of growing profusely; luxuriance.  
“plants growing with wild exuberance”*



# Visual Property

## No Tagline

Our visual property embodies our promise and our purpose.

### exuberance

*noun*

the quality of being full of energy, excitement, and cheerfulness; ebullience.

*“a sense of youthful exuberance”*

*synonyms: ebullience, buoyancy, cheerfulness, sunniness, breeziness, jauntness, light-heartedness, high spirits, exhilaration, excitement, elation, exultation, euphoria, joy, joyfulness, cheeriness, gaiety, jubilation, sparkle, effervescence, vivacity, enthusiasm, irrepressibility, energy, animation, life, liveliness, vigour, zest; More the quality of growing profusely; luxuriance. “plants growing with wild exuberance”*

Figure 1



# Visual Property With Tagline

Our visual property embodies our promise and our purpose.

## exuberance

*noun*

the quality of being full of energy, excitement, and cheerfulness; ebullience.  
*“a sense of youthful exuberance”*

*synonyms: ebullience, buoyancy, cheerfulness, sunniness, breeziness, jauntness, light-heartedness, high spirits, exhilaration, excitement, elation, exultation, euphoria, joy, joyfulness, cheeriness, gaiety, jubilation, sparkle, effervescence, vivacity, enthusiasm, irrepressibility, energy, animation, life, liveliness, vigour, zest; More the quality of growing profusely; luxuriance.  
“plants growing with wild exuberance”*

Figure 1



Extraordinary Together

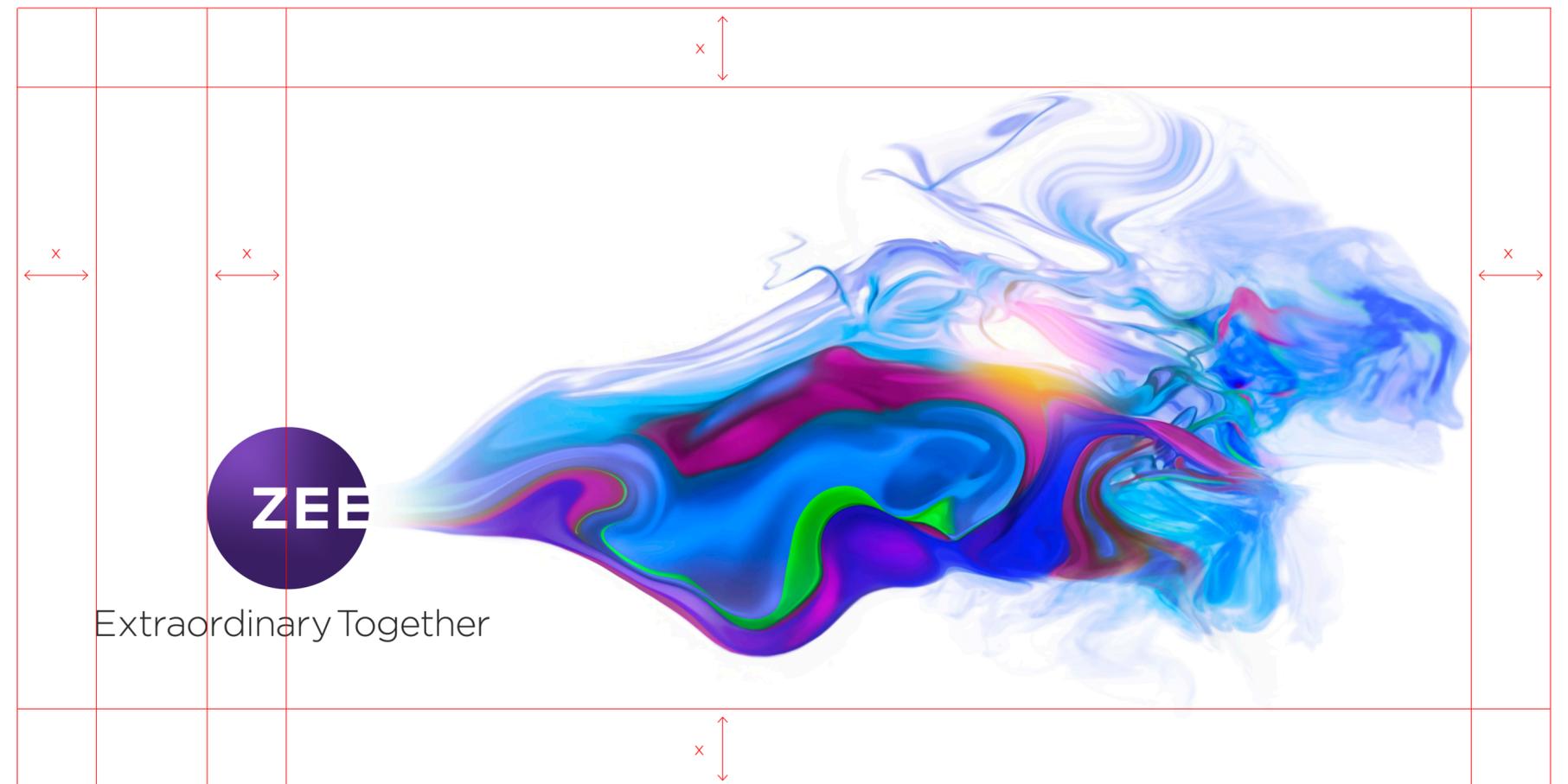
# Visual Property Clearspace

Clearspace is the minimum space around our exuberance lock-up.

The clearspace of the Logo Property is defined by half of the circle.

Please adhere to this rule.

Figure 1



# Visual Property Incorrect Use

To keep the brand pure, it is important not to tamper with the key elements.

Follow this series of examples of what not to do to ensure consistent communication across the brand.

**1.0**  
Never warp the logo and the property



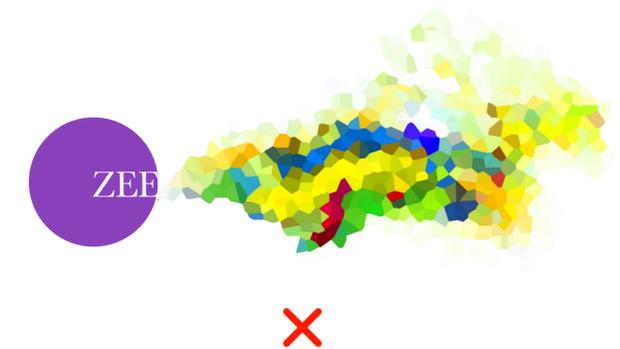
**2.0**  
Never change the orientation of the property lock-up



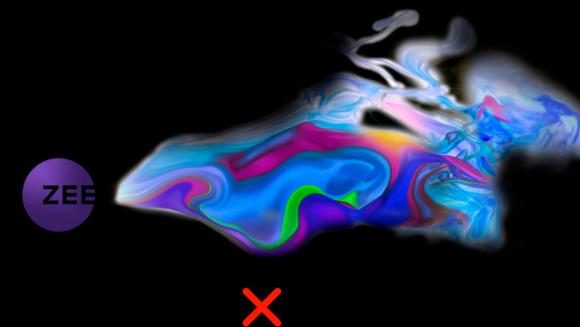
**5.0**  
Never recolour the property



**6.0**  
Never remake the property



**5.0**  
Never use the property on black



# Visual Property Cropping Guide

Make the most of the property. The artwork is hi-resolution, therefore the opportunity to crop within the artwork for various communications will give you a flexible, yet undiluted brand language.

An example of this can be seen in the Application section, in Social Media examples.

Figure 1.0

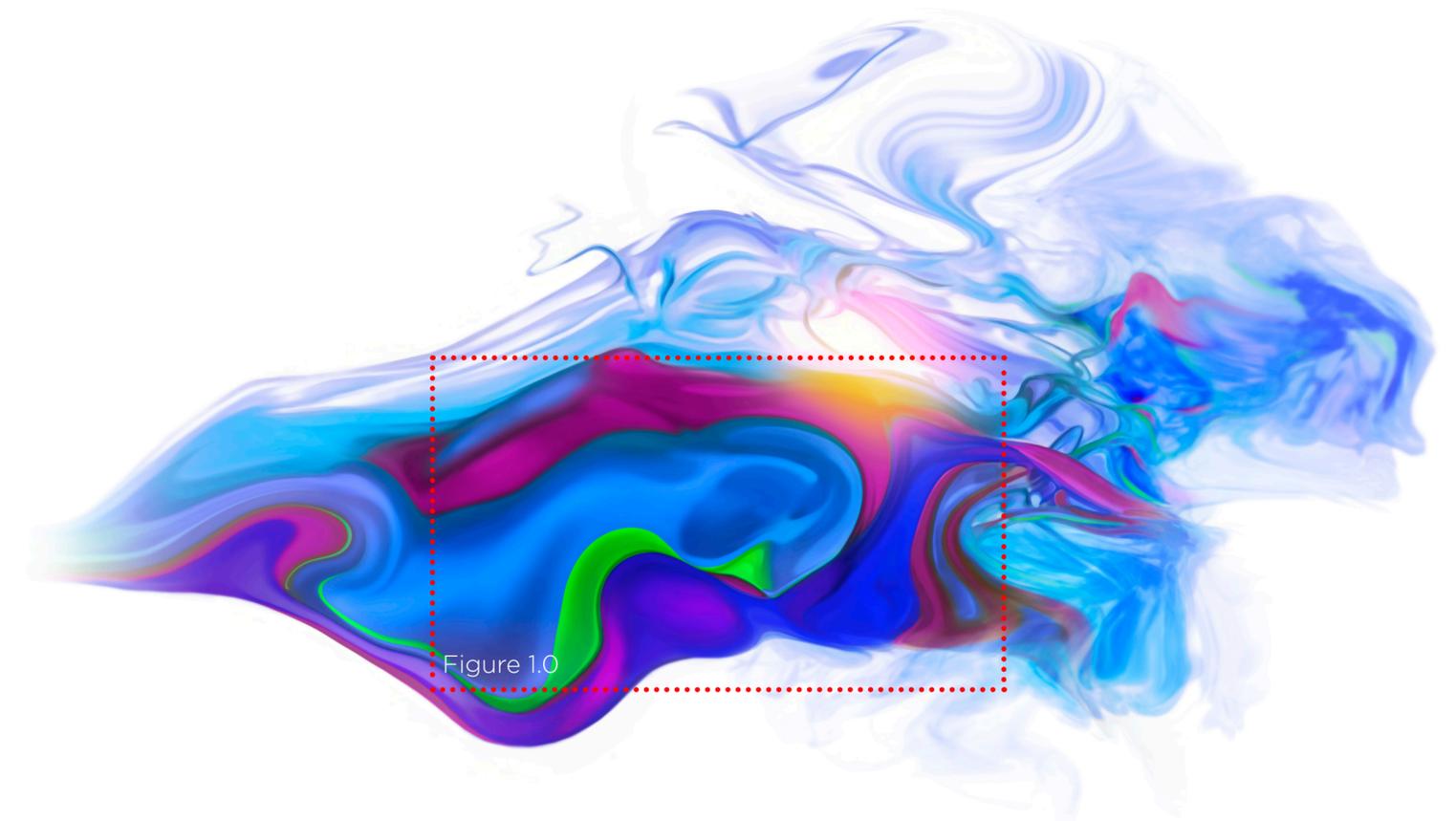
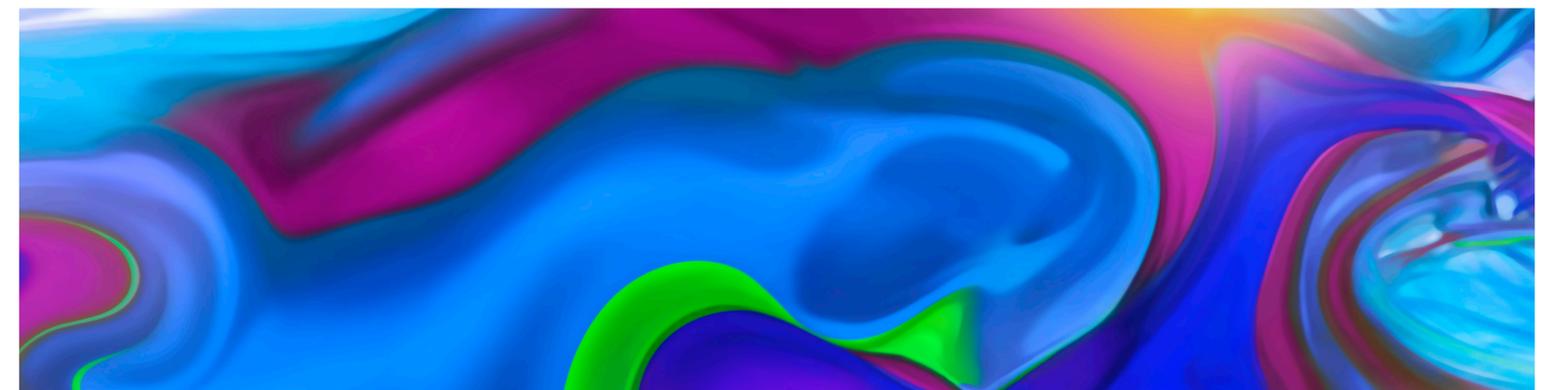


Figure 1.0

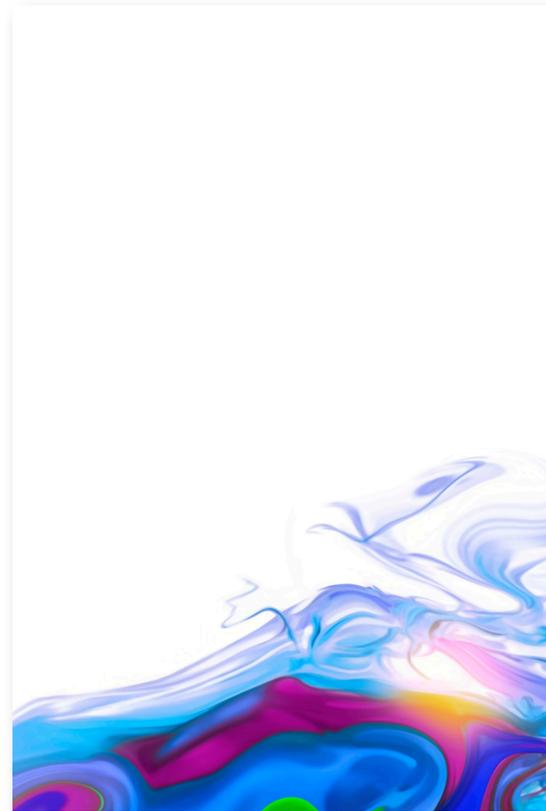


# Visual Property Cropping

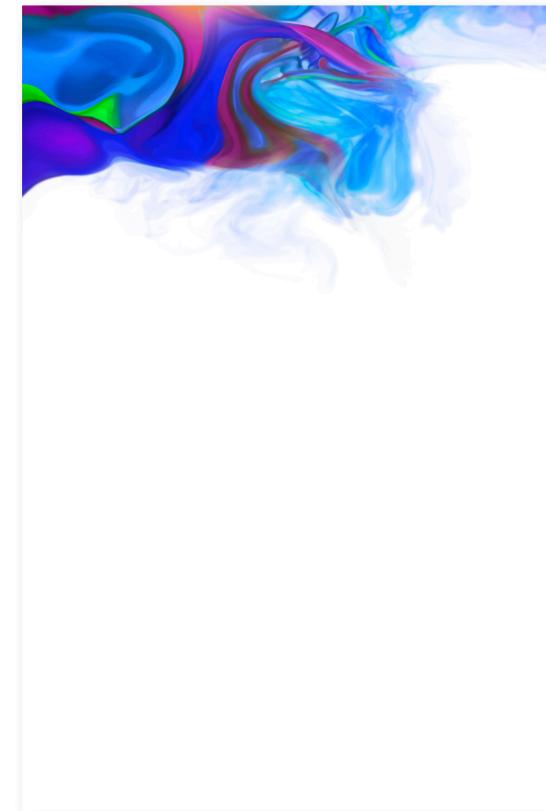
The property can be cropped to fit multiple compositions.

We would suggest leaving generous space for any additional content i.e. titles, logo, body text.

Base Aligned



Top Aligned



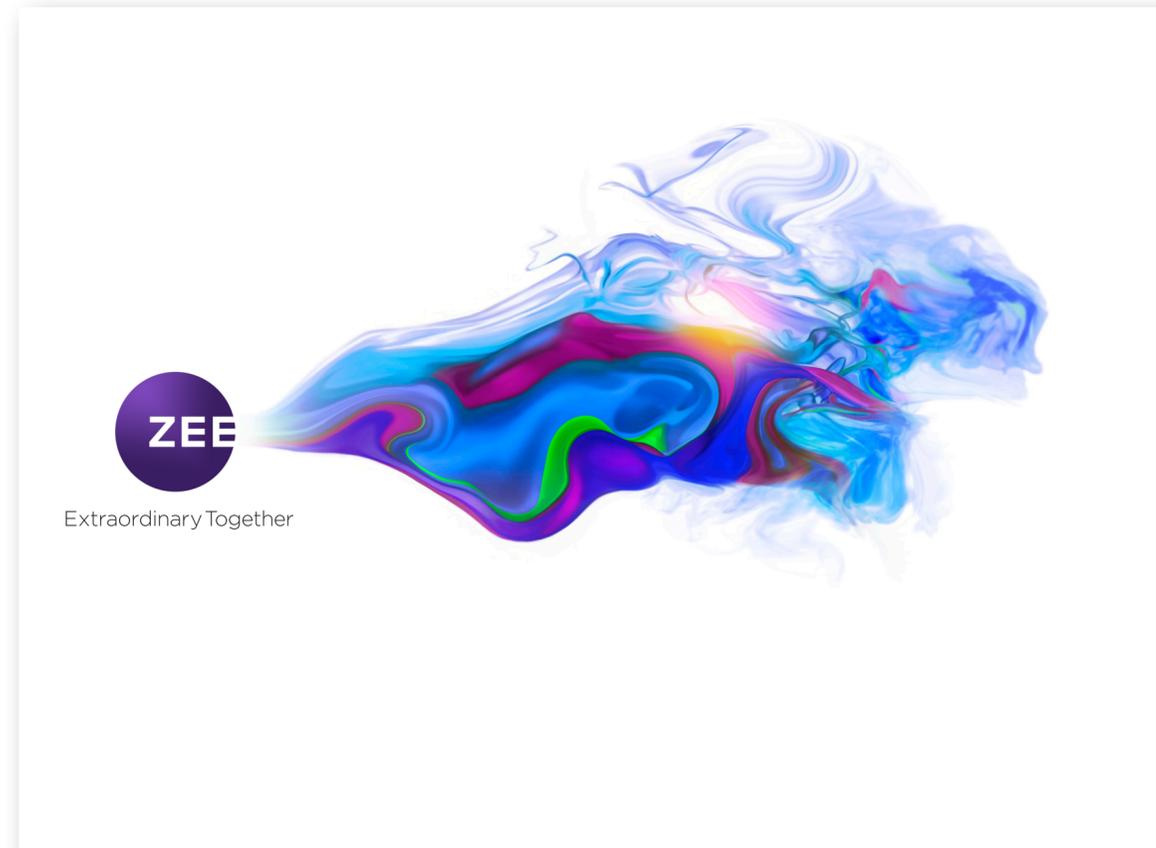
Corner Aligned



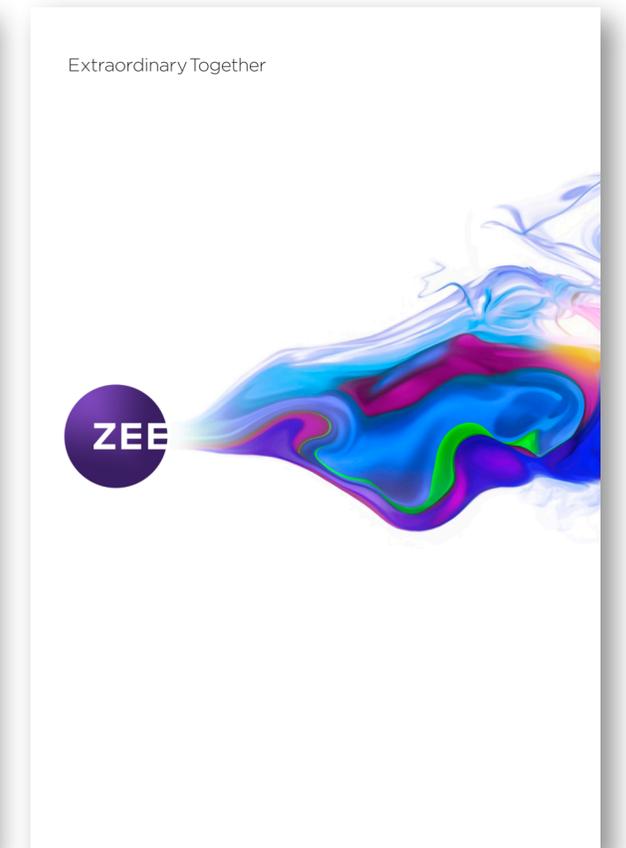
# Visual Property Alignment

The alignment of the logotype and property is flexible. Don't try and squeeze the whole lock-up onto a portrait composition, instead let the exuberance bleed off the page.

1.0  
Landscape alignment



2.0  
Portrait alignment



# Visual Property Split Assets

It is also possible to split the property between two assets. Here is two portrait compositions shown, to visually complete the property.

1.0  
Visual Property split between two assets



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# Typography

- 
- 9.1 Primary English typeface
  - 9.2 Primary Indian typeface
  - 9.3 System English typeface
  - 9.4 Typography guide

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9.0

# Primary English Typeface — Gotham

Our English language type is Gotham Designer, Frere-Jones, said his type was “not the kind of letter a type designer would make, but the kind of letter an engineer would make.” Clean, clear and easily understood

## Gotham Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+**

## Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+

## Gotham Light

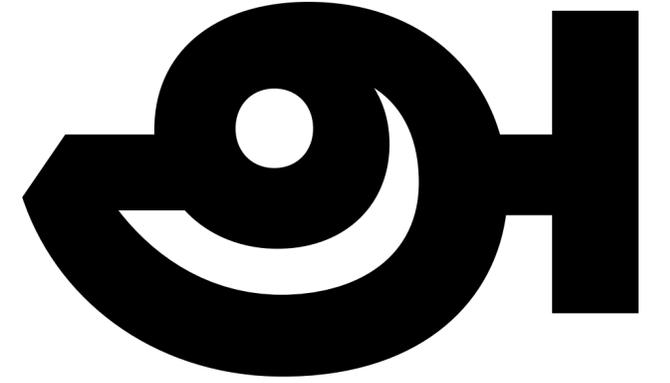
ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+

## *Gotham Light italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+*

# Primary Tamil Typeface

## — Volte



Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

அங்ொஉஊள்கனபமதரலடணாஐஇஏற  
வீஒளெ்ள  
0123456789  
#!@£\$%^&\*=()-[]+

### Volte Medium

அங்ொஉஊள்கனபமதரலடணாஐஇஏற  
வீஒளெ்ள  
0123456789  
#!@£\$%^&\*=()-[]+

### Volte Light

அங்ொஉஊள்கனபமதரலடணாஐஇஏற  
வீஒளெ்ள  
0123456789  
#!@£\$%^&\*=()-[]+

# Primary Thai Typeface

## — Volte

Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

พีแอนด์ร่าสทีนยๆพหะอไ้ผ

0123456789

#!@£\$%^&\*=( )-[]+

### Volte Medium

พีแอนด์ร่าสทีนยๆพหะอไ้ผ

0123456789

#!@£\$%^&\*=( )-[]+

### Volte Light

พีแอนด์ร่าสทีนยๆพหะอไ้ผ

0123456789

#!@£\$%^&\*=( )-[]+

# Primary Arabic Typeface

## — Volte



Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

زيخووتسرقپونملكجي هع في دچبا  
**0123456789**  
**#!@£\$%^&\*=( )-[]+**

### Volte Medium

زيخووتسرقپونملكجي هع في دچبا  
 0123456789  
 #!@£\$%^&\*=( )-[]+

### Volte Light

زيخووتسرقپونملكجي هع في دچبا  
 0123456789  
 #!@£\$%^&\*=( )-[]+

# Primary Kannada Typeface

## — Volte



Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

**ಅಬ್ಬೆದ್ಲೆಫೆಜ್ಕಲ್ಮನೊಪ್ಪರ್**  
**ಸುತುಯ್**  
**0123456789**  
**#!@£\$%^&\*=()-[]+**

### Volte Medium

ಅಬ್ಬೆದ್ಲೆಫೆಜ್ಕಲ್ಮನೊಪ್ಪರ್  
 ಸುತುಯ್  
 0123456789  
 #!@£\$%^&\*=()-[]+

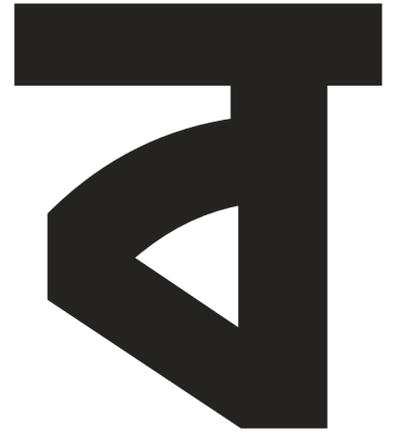
### Volte Light

ಅಬ್ಬೆದ್ಲೆಫೆಜ್ಕಲ್ಮನೊಪ್ಪರ್  
 ಸುತುಯ್  
 0123456789  
 #!@£\$%^&\*=()-[]+



# Primary Bangla Typeface

## — Volte



Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

বোম্মাপিগরকতসলদজৌহ্নেংব

0123456789

#!@£\$%^&\*=()-[!]+

### Volte Medium

বোম্মাপিগরকতসলদজৌহ্নেংব

0123456789

#!@£\$%^&\*=()-[!]+

### Volte Light

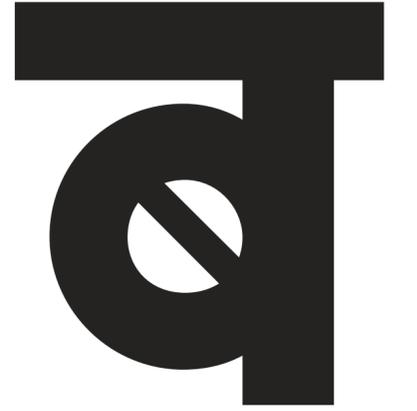
বোম্মাপিগরকতসলদজৌহ্নেংব

0123456789

#!@£\$%^&\*=()-[!]+

# Primary Devanagari Typeface

## — Volte



Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

वेवमापिगरकतसलदजौहनेब

0123456789

#!@£\$%^&\*=()-[]+

### Volte Medium

वेवमापिगरकतसलदजौहनेब

0123456789

#!@£\$%^&\*=()-[]+

### Volte Light

वेवमापिगरकतसलदजौहनेब

0123456789

#!@£\$%^&\*=()-[]+

# Primary Telugu Typeface — Volte



Volte is a contemporary open and simple geometric sans typeface. It's geometry is harmonious with the latin Gotham face.

Volte ensures visual consistency between the wide variety of languages our business communicates through.

### Volte Bold

లోవమోపగరకతసలదజౌ శౌహాన్బౌ

0123456789

#!@£\$%^&\*=()-[]+

### Volte Medium

లోవమోపగరకతసలదజౌ శౌహాన్బౌ

0123456789

#!@£\$%^&\*=()-[]+

### Volte Light

లోవమోపగరకతసలదజౌ శౌహాన్బౌ

0123456789

#!@£\$%^&\*=()-[]+

# System English Typeface — Verdana

# Aa

Verdana is our English system font.

System fonts are chosen when digital platforms do not provide the specific font available to a brand i.e. browsers, email clients, Apps etc.

When possible the brand must stay consistent, so a system font must be chosen to cater when the primary font is not available.

## Verdana Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+**

## Verdana Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+

## *Verdana Regular Italic*

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789  
#!@£\$%^&\*=( )-[ ]+*



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# Our Secondary Colours

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- 10.1 Exuberance colour breakdown
- 10.2 Secondary palette guide

---

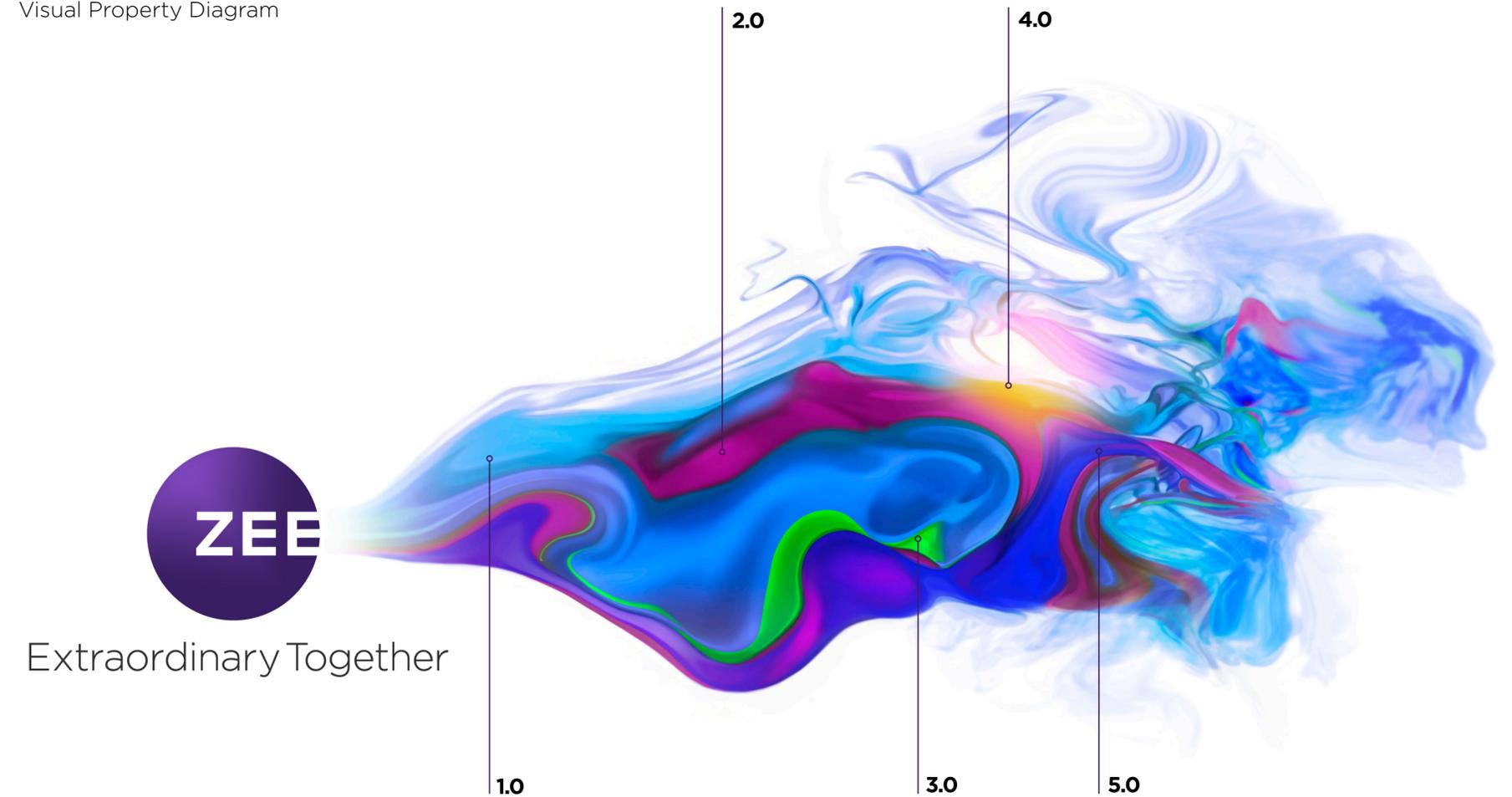
# 10.0

# Visual Property Pantone Colour Guide

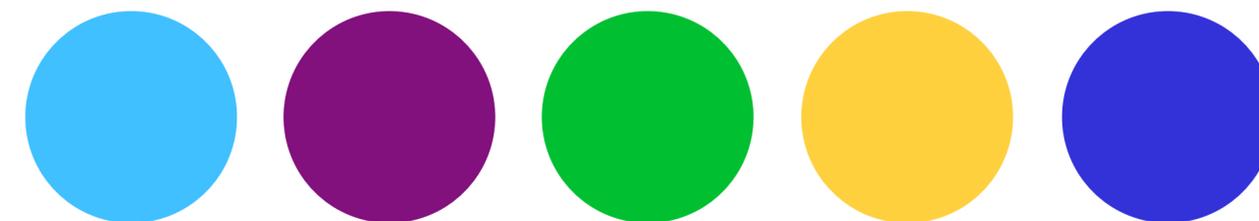
Our exuberance is made of millions of colours.

We have isolated each of the core colours within the property so that they

Visual Property Diagram



Pantone Colours



**1.0**  
Pantone 2915 U  
Pantone 292 C

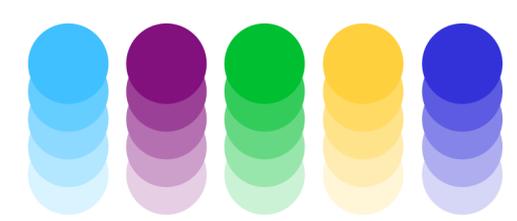
**2.0**  
Pantone 032 U  
Pantone 185 C

**3.0**  
Pantone 802 U  
Pantone 802 C

**4.0**  
Pantone 109 U  
Pantone 116 C

**5.0**  
Pantone 072 U  
Pantone 072 C

20% Tints



**1.0**

**2.0**

**3.0**

**4.0**

**5.0**

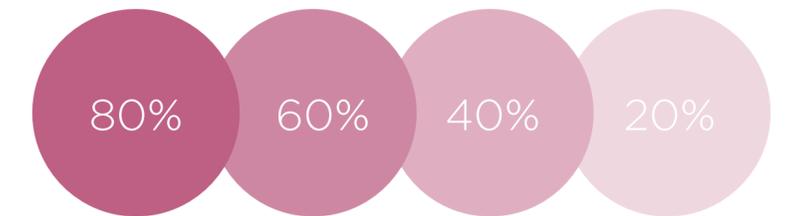
# Secondary Colours

Our secondary colours are complimentary, they support our primary amethyst palette.

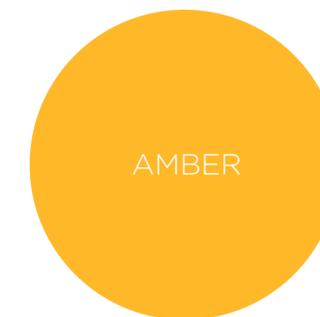
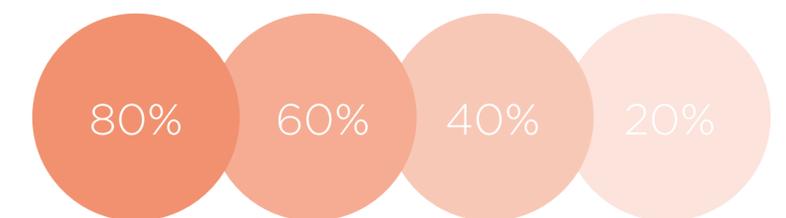
They should be used sparingly, and not on primary facing communications i.e. billboards or outdoor advertising.



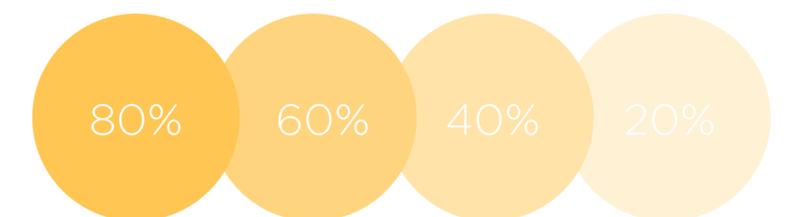
TINTS (20% INCREMENTS)



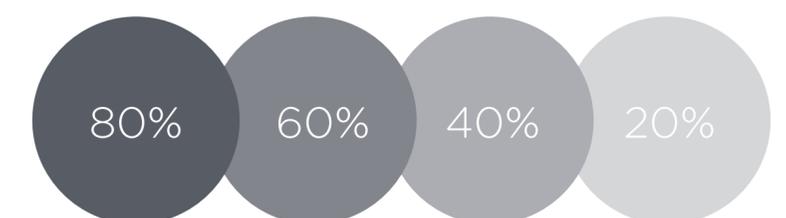
TINTS (20% INCREMENTS)



TINTS (20% INCREMENTS)



TINTS (20% INCREMENTS)



# Secondary Colours Application

Secondary colour should be used in situations where colour becomes gives heirarchy to data, statistics, section divides.

Use sparingly, as it starts to dilute the core brand if applied to primary facing communications i.e. Billboard advertising.

**ZEE**

The world is my family

ZEE Entertainment Enterprises Ltd. (ZEE) is a worldwide media brand offering entertainment content to diverse audiences with a presence in over 172 countries and a reach of more than a billion people around the globe. ZEE is among the largest global content company across genres, languages, and platforms.

**FY17 Highlights**

16.0%  
Television network share

64,342 MN  
Revenue

29.9%  
Ebitda margin

**Key Performance Indicators**

Revenues		Million	EBITDA		Million
<b>+16.2%</b>			<b>+21.1%</b>		
FY12-17 CAGR			FY12-17 CAGR		
FY 2013	36,396		FY 2013	9,543	
FY 2014	44,217		FY 2014	12,043	
FY 2015	48,837		FY 2015	17,538	
FY 2016	58,125		FY 2016	20,136	
FY 2017	64,342		FY 2017	19,269	

**Revenues**  
ZEE's revenues have grown at 16.2% CAGR over the last five years on the back of improvement in network viewership share and digitisation of analogue subscriber base. During FY17, revenue growth was lower at 9.7% primarily due to depreciation impact in the second half. Our advertising revenue growth of 8.2% was better than the industry average and subscription business grew by 13.5% adjusted for the sale of sports business.

**EBITDA**  
Our EBITDA CAGR of 21.1% over the last five years has been better than revenue growth. EBITDA margin improved from 24.5% in FY12 to 29.9% in FY17. This improvement in margin is driven by operating leverage.

**Key Performance Indicators**

PBT before exceptional items		Million	Return on capital employed		Million
<b>+14.8%</b>			<b>+76bps</b>		
FY12-17 CAGR			FY12-17 CAGR		
FY 2013	10,559		FY 2013		
FY 2014	13,198		FY 2014		
FY 2015	14,040		FY 2015		
FY 2016	14,059		FY 2016	15,196	
FY 2017	16,725		FY 2017	19,269	

**PBT before exceptional items**  
ZEE's revenues have grown at 16.2% CAGR over the last five years on the back of improvement in network viewership share and digitisation of analogue subscriber base. During FY17, revenue growth was lower at 9.7% primarily due to depreciation impact in the second half. Our advertising revenue growth of 8.2% was better than the industry average and subscription business grew by 13.5% adjusted for the sale of sports business.

**Return on capital employed**  
ZEE's revenues have grown at 16.2% CAGR over the last five years on the back of improvement in network viewership share and digitisation of analogue subscriber base. During FY17, revenue growth was lower at 9.7% primarily due to depreciation impact in the second half. Our advertising revenue growth of 8.2% was better than the industry average and subscription business grew by 13.5% adjusted for the sale of sports business.

**Corporate Governance**

ZEE Entertainment Enterprises Ltd. (ZEE) is a worldwide media brand offering entertainment content to diverse audiences with a presence in over 172 countries and a reach of more than a billion people around the globe. ZEE is among the largest global content company across genres, languages, and platforms.

**FY17 Highlights**

16.0%  
Television network share

64,342 MN  
Revenue

29.9%  
Ebitda margin

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# Photography

- 
- 11.1 Photography types
  - 11.2 Together imagery

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# 11.0

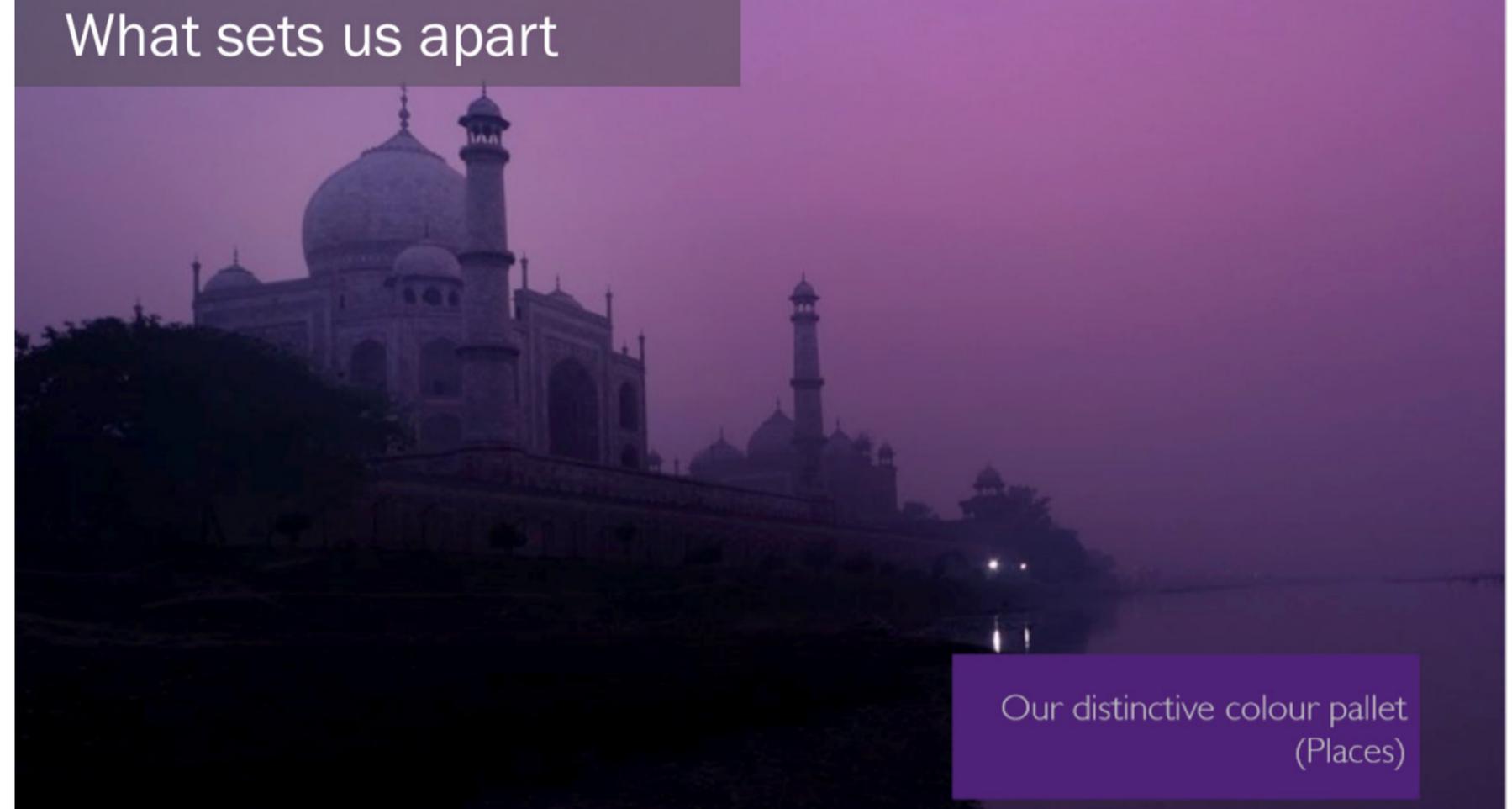
# Photography Scale

Our vast sense of scale sets us apart.



# Photography Places

Our distinctive colour pallet sets us apart.



# Photography People

Our distinctive colour pallet sets us apart.



Our distinctive colour pallet  
(People)

# Photography Saturated

Our distinctive colour pallet sets us apart.



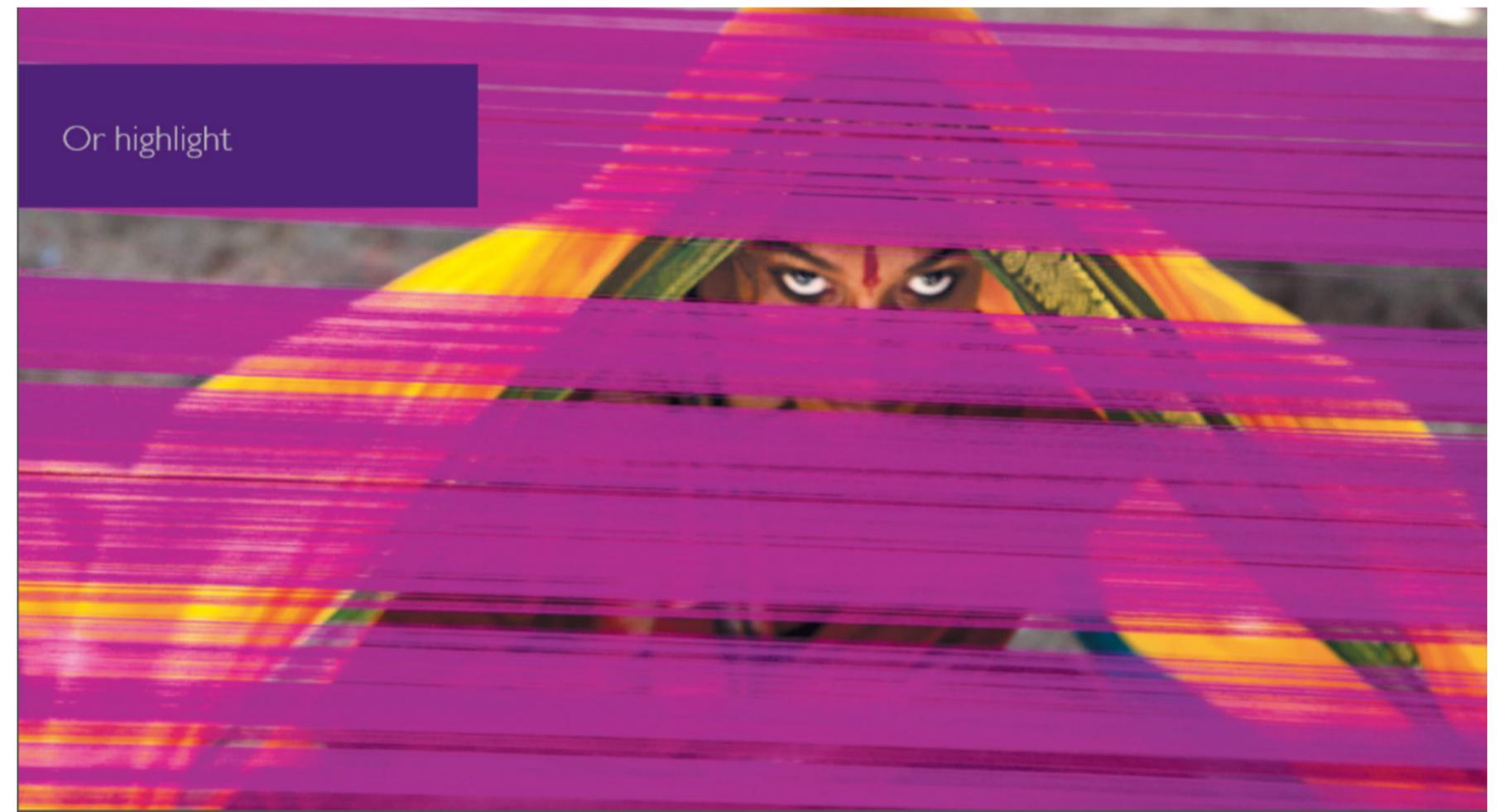
# Photography Desaturated

Our distinctive colour pallet sets us apart.



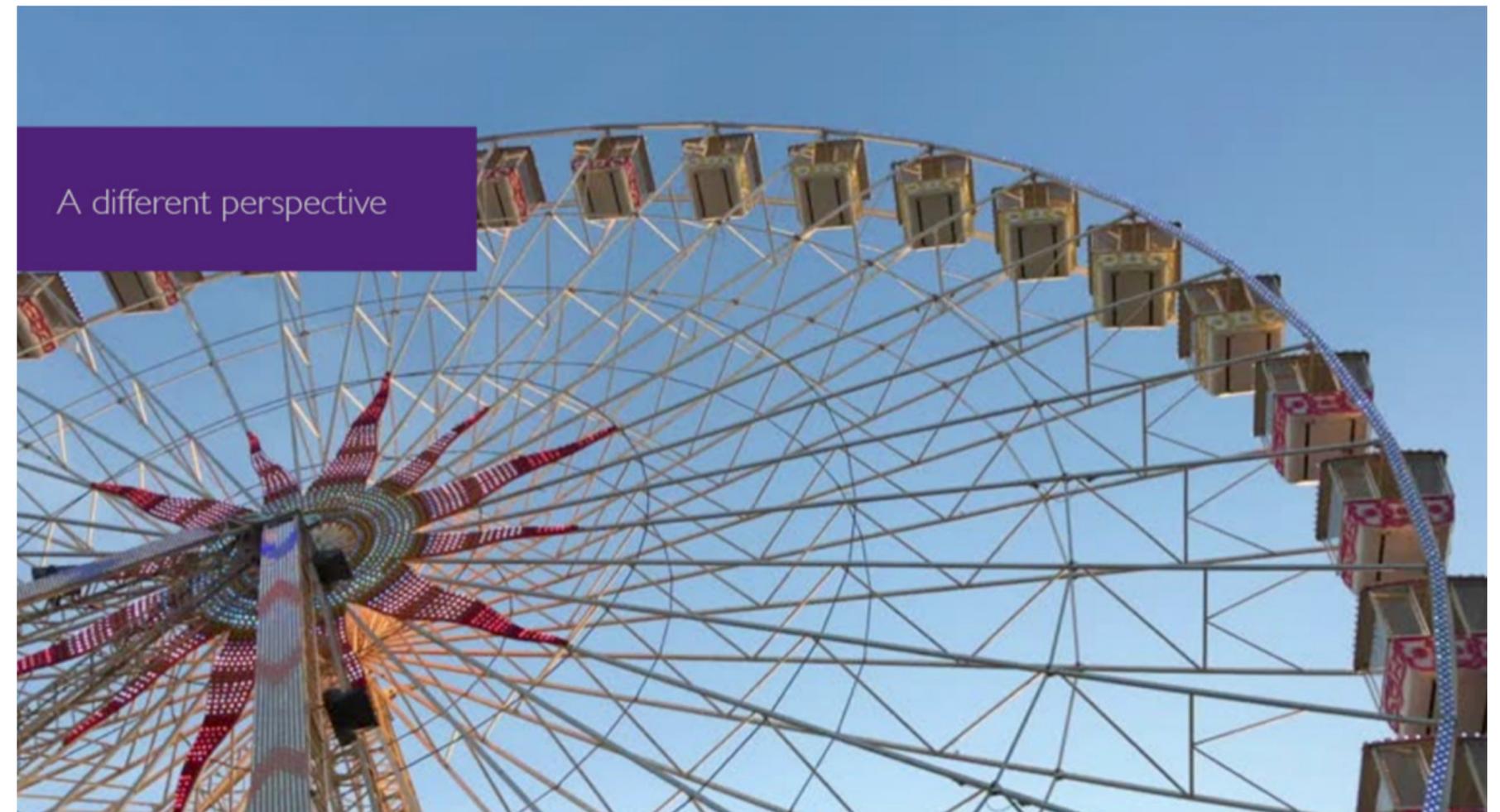
# Photography Desaturated

Our distinctive colour pallet sets us apart.



# Photography A Different Perspective

Our different perspective on the world sets us apart.



# Photography Extreme Close-Up

Our view on detail sets us apart.



# Photography Together Imagery

Our distinctive outlook on togetherness sets us apart.



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# Applying The Brand

- 
- 12.1 Application examples
  - 12.2 Print examples
  - 12.3 Digital examples
  - 12.4 Environment examples

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# 12.0

# Application

These are hypothetical examples of how the brand is applied.

This is to demonstrate how the design system could be used, but doesn't demonstrate every eventuality in which the design system will be used.

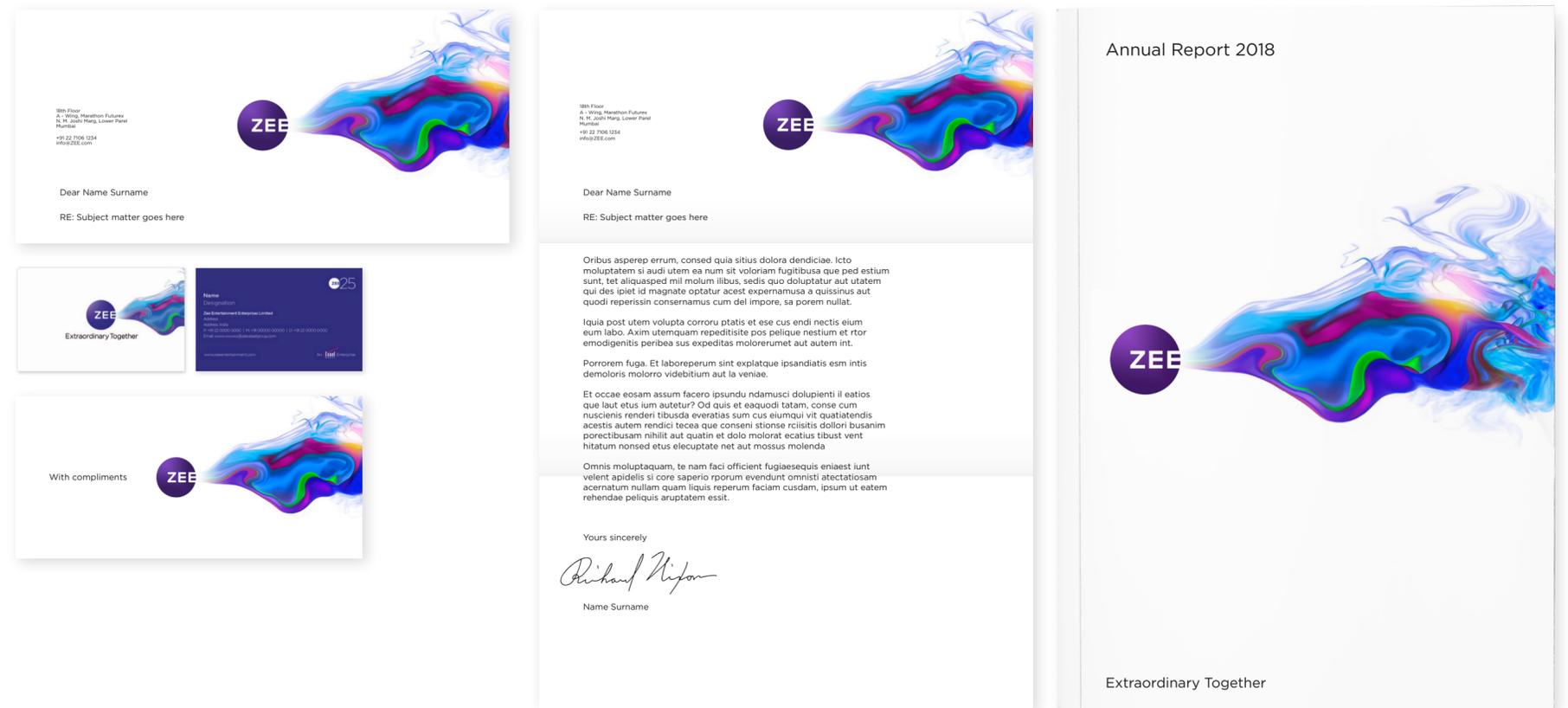


# Application Print

These are hypothetical examples of how the brand is applied.

This is to demonstrate how the design system could be used, but doesn't demonstrate every eventuality in which the design system will be used.

Figure 1



# Application Product

These are hypothetical examples of how the brand is applied.

This is to demonstrate how the design system could be used, but doesn't demonstrate every eventuality in which the design system will be used.

Figure 1

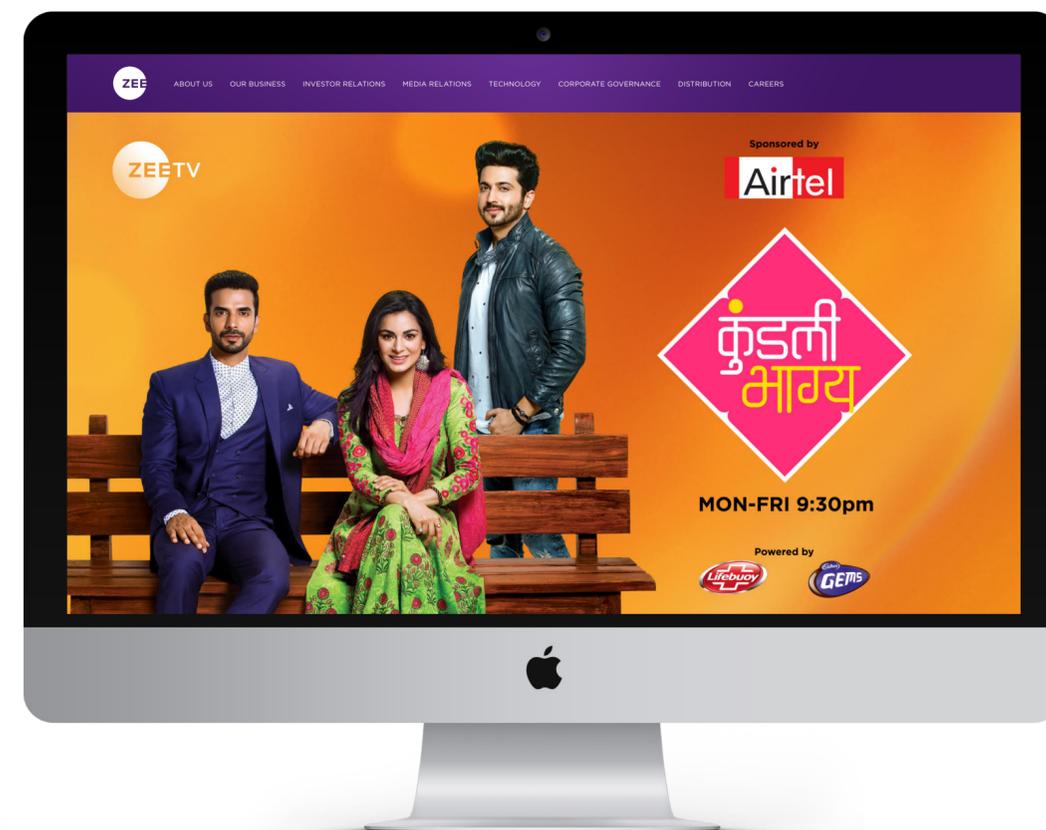


# Application Digital

These are hypothetical examples of how the brand is applied.

This is to demonstrate how the design system could be used, but doesn't demonstrate every eventuality in which the design system will be used.

Figure 1



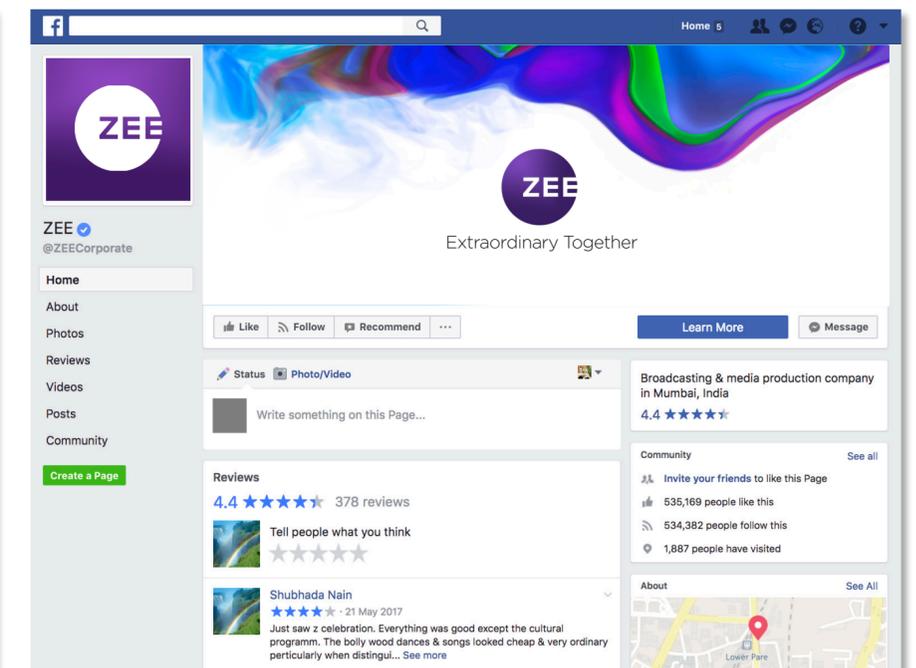
# Application Social Media

Here are examples of how the identity could be used on social media. Both platforms show different crops of the property and the identity both with and without the tagline.

Figure 1

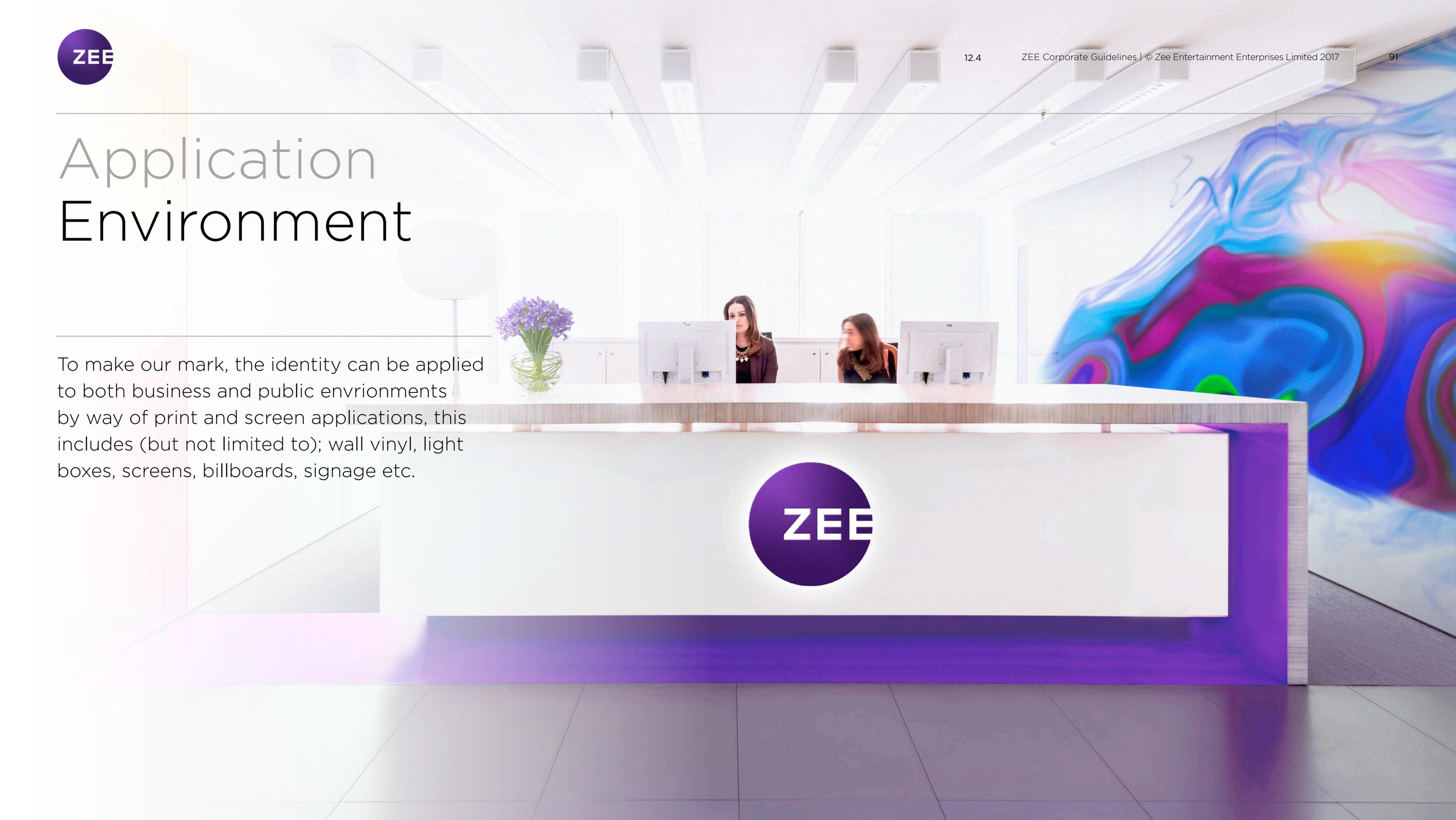


Figure 2



# Application Environment

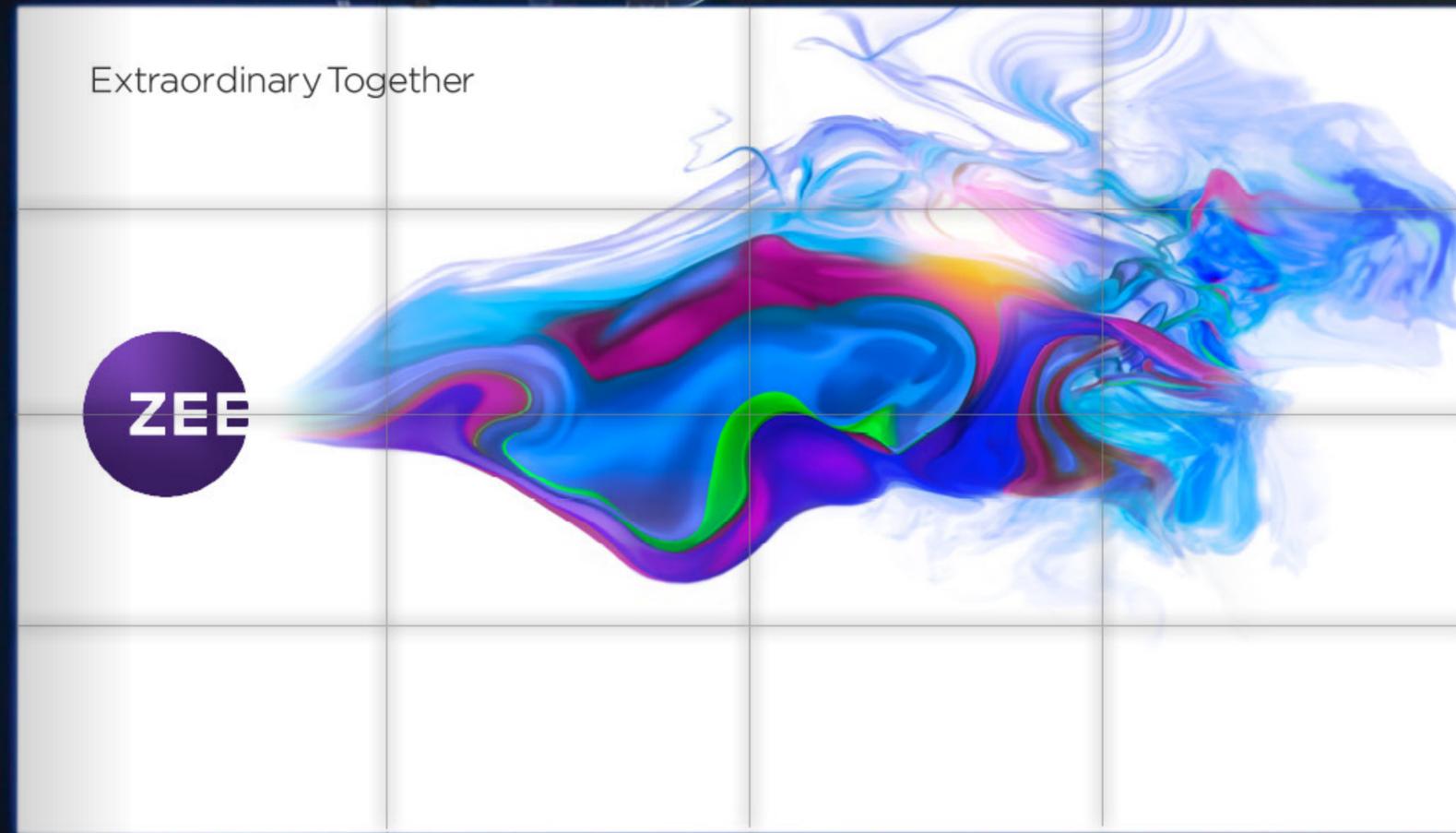
To make our mark, the identity can be applied to both business and public environments by way of print and screen applications, this includes (but not limited to); wall vinyl, light boxes, screens, billboards, signage etc.



ZEE

# Application Environment

To make our mark, the identity can be applied to both business and public environments by way of print and screen applications, this includes (but not limited to); wall vinyl, light boxes, screens, billboards, signage etc.



# Application Outdoor Advertising

To make our mark, the identity can be applied to both business and public environments by way of print and screen applications, this includes (but not limited to); wall vinyl, light boxes, screens, billboards, signage etc.





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# Contact

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13.1 Contact details

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# 13.0



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# Contact

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## **Brand Team**

17th Floor, A - Wing, Marathon Futurex,  
Lower Parel, Mumbai - 400013, India

 +91 22 7106 1234



# Together



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# Thank you