



**Always the
smarter choice**

1.4 Logo protection area

In order to ensure that the logo stands out and is not dominated by other graphic and typography, a minimum clear area has been designed around it.



x is the width of the alphabet "i".

Minimum clear area



Minimum clear area



When DiGi logo appears next to other logos or near graphic elements, use 4x circulation area.



**Pastinya pilihan
yang lebih bijak**



**Always the
smarter choice**



**向来都是
更明智的选择**

Tagline Typography
Helvetica Neue
77 Bold Condensed

Note: Logo with Jawi Tagline
to be advised soon.
Jawi version is only used for
Terengganu and Kelantan market.

1.3a When to use the tagline



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The DiGi logo with tagline must be applied to all forms of printed materials and in all electronic media.

Exceptions to this rule are listed to the right.



Do NOT include the tagline on

- web
- WAP
- internal stationary
- shop signage
- and if the logo is smaller than 15mm
(Please refer to "minimum size" slide)