Chennai Day

நம்ம CHENNAI. நம்ம PRIDE.

Brand guidelines

Celebrating 383 years of
Namma Chennai.
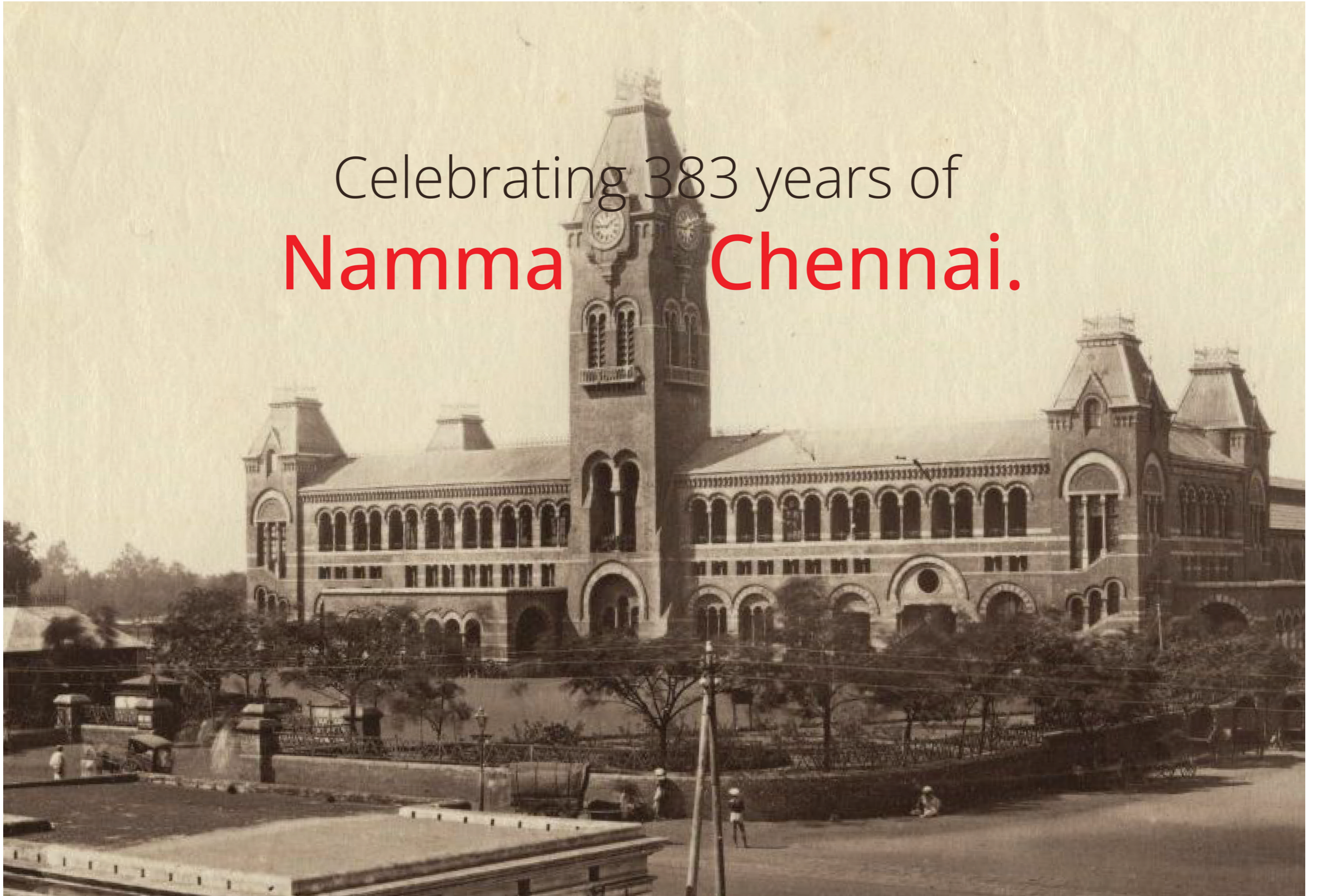
Table of contents

Link to download the logo

The required logos or logo unit can be downloaded
from the Brand Centre of the Chennnai day website.
Direct Link: https://chennaiday.org/brandcentre

If after reading the branding guidelines, you still
haven't found the answer to your query,
please contact us on: brand@chennaiday.org

Logo

The logo is the core of a brand's identity. Find out about the logo's elements, variations and how to apply it in a consistent way.

Architecture

The logo is a graphic comprised of the
wordmark (logotype),
figurative vector of
Chennai monuments and specialities (symbol)
and tagline. (Namma Chennai. Namma Pride)

The lettering is the combination of
two typefaces those are created using
the **Clarissa** and **Brickson Free Trial**.

The logo should be always used from
the master artwork which is available
in the official website of the Chennai day
https://chennaiday.org/brandcentre

Use the complete logo with tagline.
The only time you should use the symbol alone is
on the social media channels where there are other
elements to help the user recognise the brand.
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wordmark

symbol

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tagline
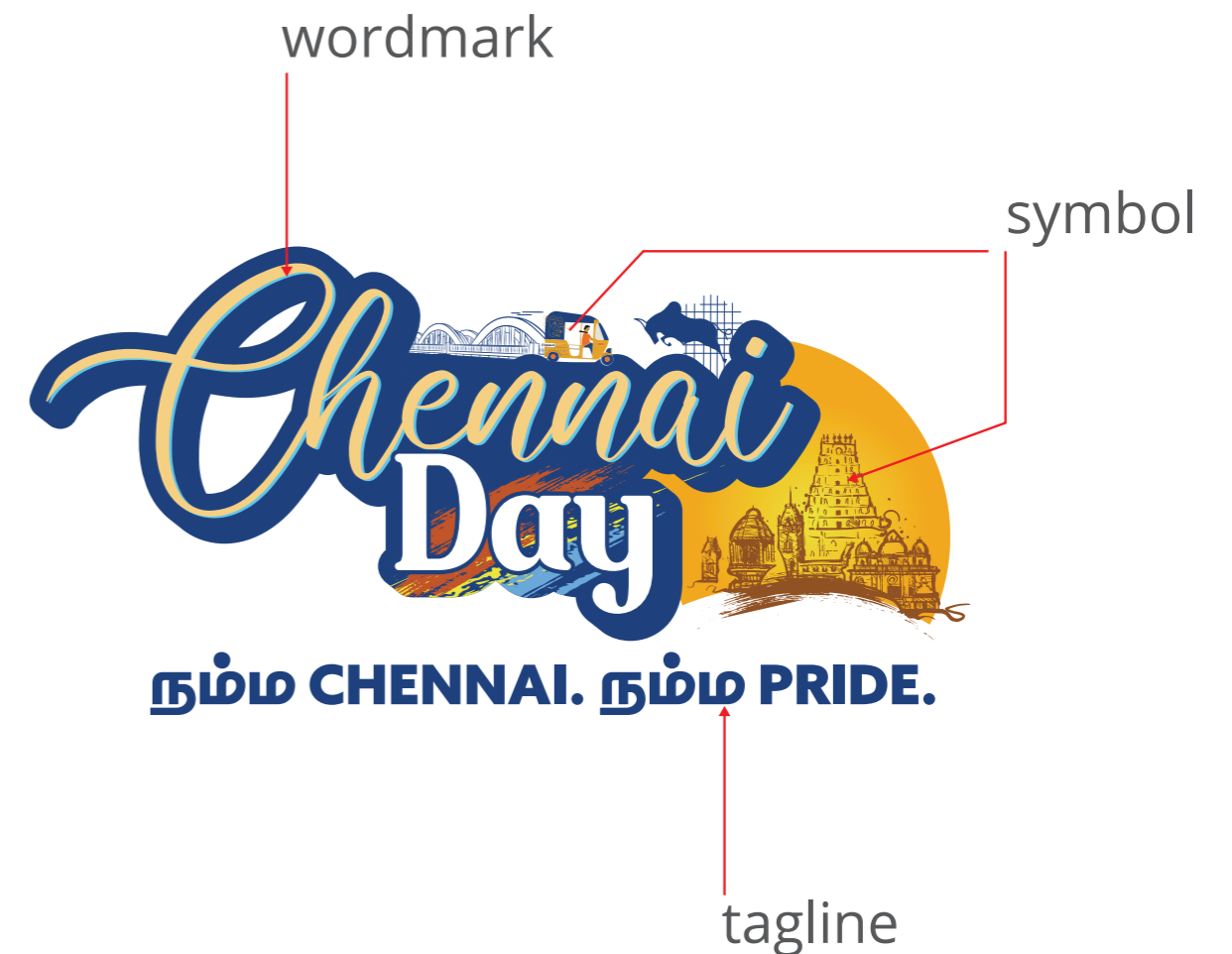
Legibility

An exclusion zone around the logo has been created to protect its integrity and make sure the logo is easy to read.

The height of the "D" of the logo is taken as a guide to define the exclusion zone.

Minimum size online
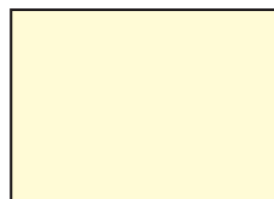
Minimum size offline

165px

8cm

Usage on backgrounds

Place our logo against only the
background colors shown here,
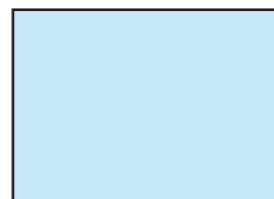as these have all passed accessibility
testing.

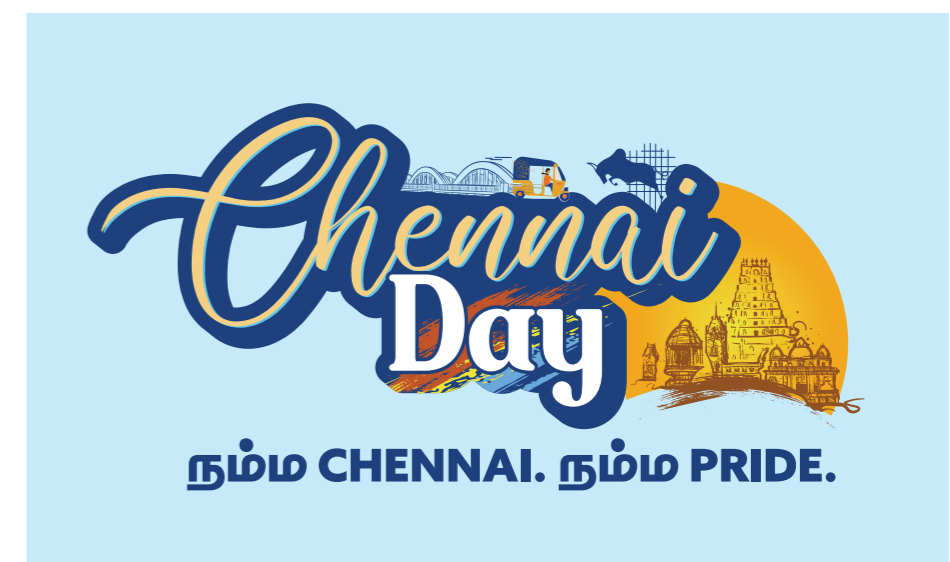This ensures the logo is recognisable.

C:0, M:0, Y:0, K:0   C:0, M:0, Y:20, K:0   C:20, M:0, Y:0, K:0

* You should always try to use the master version of the logo.
   Avoid using the logo on dark background.

* Never use our logo on the dark image backgrounds & complex backgrounds.

Don'ts

❌ Move elements

❌ Remove elements

❌ Stretch or transform

❌ Adding elements

❌ Changing colors

❌ Outline

❌ Adding shadows

❌ On dark background

It is not allowed to alter the structure, colour, proportions, elements or the direction of the logo.

Design application

Logo & "**Namma Chennai. Namma Pride.**" tagline

Here are some suggestions for placing our logo and tagline onto **T-shirt** in subtle and well-considered ways.

Tagline printed on the back of a T-shirt with the Chennai Day logo on the front

Design application

Logo & "**Namma Chennai. Namma Pride.**" tagline

HERE ARE SOME SUGGESTIONS FOR
PLACING THE LOGO AND TAGLINE ON **CAP**

TAGLINE PRINTED ON THE
BACK OF THE CAP WITH THE
CHENNAI DAY LOGO ON THE FRONT

Thank you