

BRAND GUIDELINES

Telkomsel Mitra Inovasi (TMI)

FULL COLOR

PRIMARY LOGO



This is the primary TMI logo.
Please use this logo whenever possible.

PRIMARY LOGO WITH DESCRIPTOR



This is the primary TMI logo with descriptor.
Please use this logo whenever it is used in conjunction with other partner logos.

LOGO ON RED



Use this logo only on a Telkomsel red background. Same rules apply to this logo version with descriptor.

The red box is used to show how the logo works on Telkomsel red background. It is not part of the logo lock-up.

REVERSE GREYSCALE ON BLACK



Use this logo only on a black background. Same rules apply to this logo version with descriptor.

The black box is used to show how the logo works on a black background. It is not part of the logo lock-up.

BLACK & WHITE



Use this logo version when placing the logo against different coloured backgrounds or when the logo has to be reproduced in a single color option. Same rules apply to this logo version with descriptor.

REVERSE WHITE

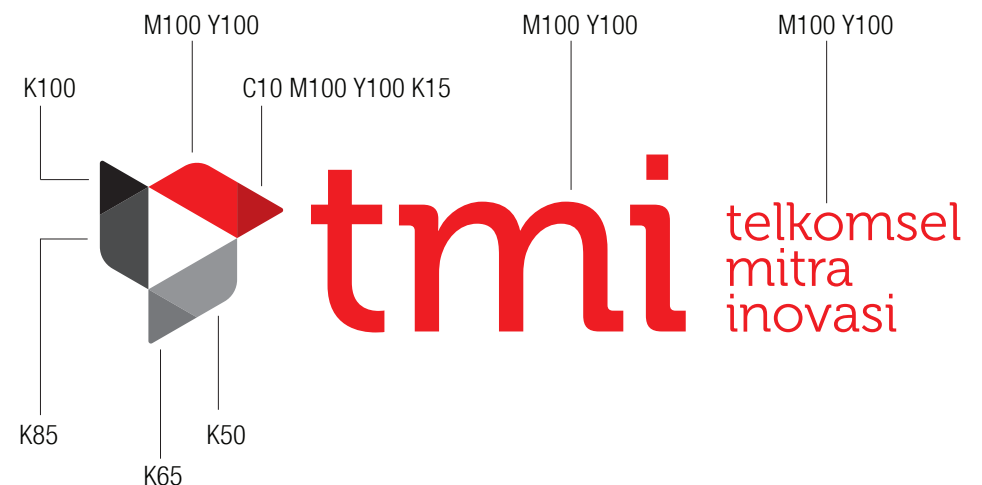
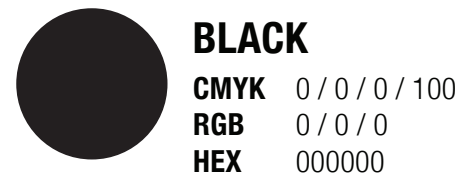
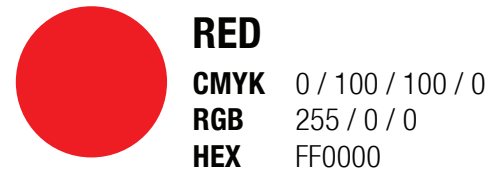


Use this logo version when placing the logo against different colored backgrounds or when the logo has to be reproduced in a single color option. Same rules apply to this logo version with descriptor.

The black box is used to show how the logo works on a color background. It is not part of the logo lock-up.

COLORS

THERE ARE TWO PRIMARY COLORS; TELKOMSEL RED AND BLACK.
ALL OTHER LOGO COLORS ARE DERIVED FROM THE 2 PRIMARY COLORS.

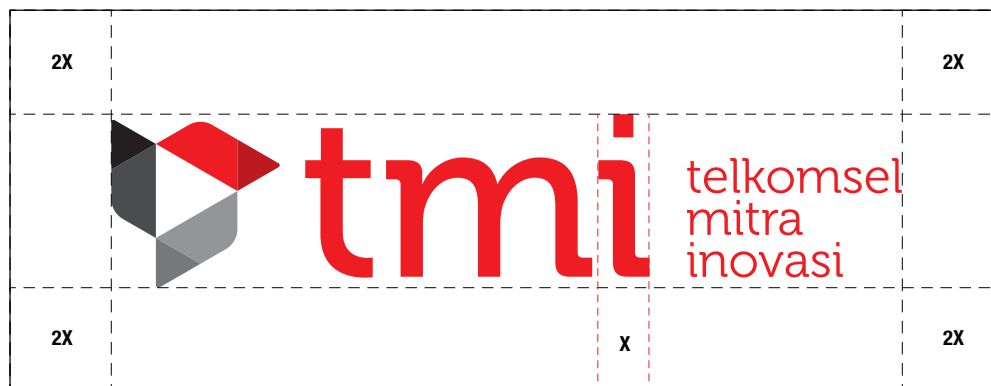


EXCLUSION ZONE

PRIMARY LOGO



PRIMARY LOGO WITH DESCRIPTOR



The minimum free space around the logo is 2X, where X is defined by the width of the letter 'i' of the wordmark.

MINIMUM SIZE



The minimum size for the primary logo is 20mm for print and 90px for digital as measured by the total width of the logo.



The minimum size for the primary logo with descriptor is 35mm for print and 150px for digital as measured by the total width of the logo.

ACCEPTABLE USAGE

The TMI full color logo should be used on white or light colored backgrounds where there is sufficient contrast between the logo and the background. Same rules apply to the logo with descriptor. In all cases please defer to the discretion of the designer to make the correct choice.

MONOCHROME BACKGROUND



PHOTOGRAPHIC BACKGROUND



LIGHT COLORED BACKGROUND



LIGHT GRADIENT BACKGROUND



ACCEPTABLE USAGE

Where the logo has to appear on dark colored backgrounds, use the reverse white version.
Same rules apply to the logo with descriptor. In all cases please defer to the discretion of the designer to make the correct choice.

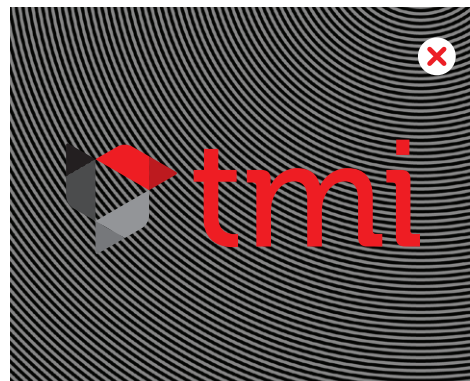
DARK COLORED BACKGROUND



DARK PHOTOGRAPHIC BACKGROUND

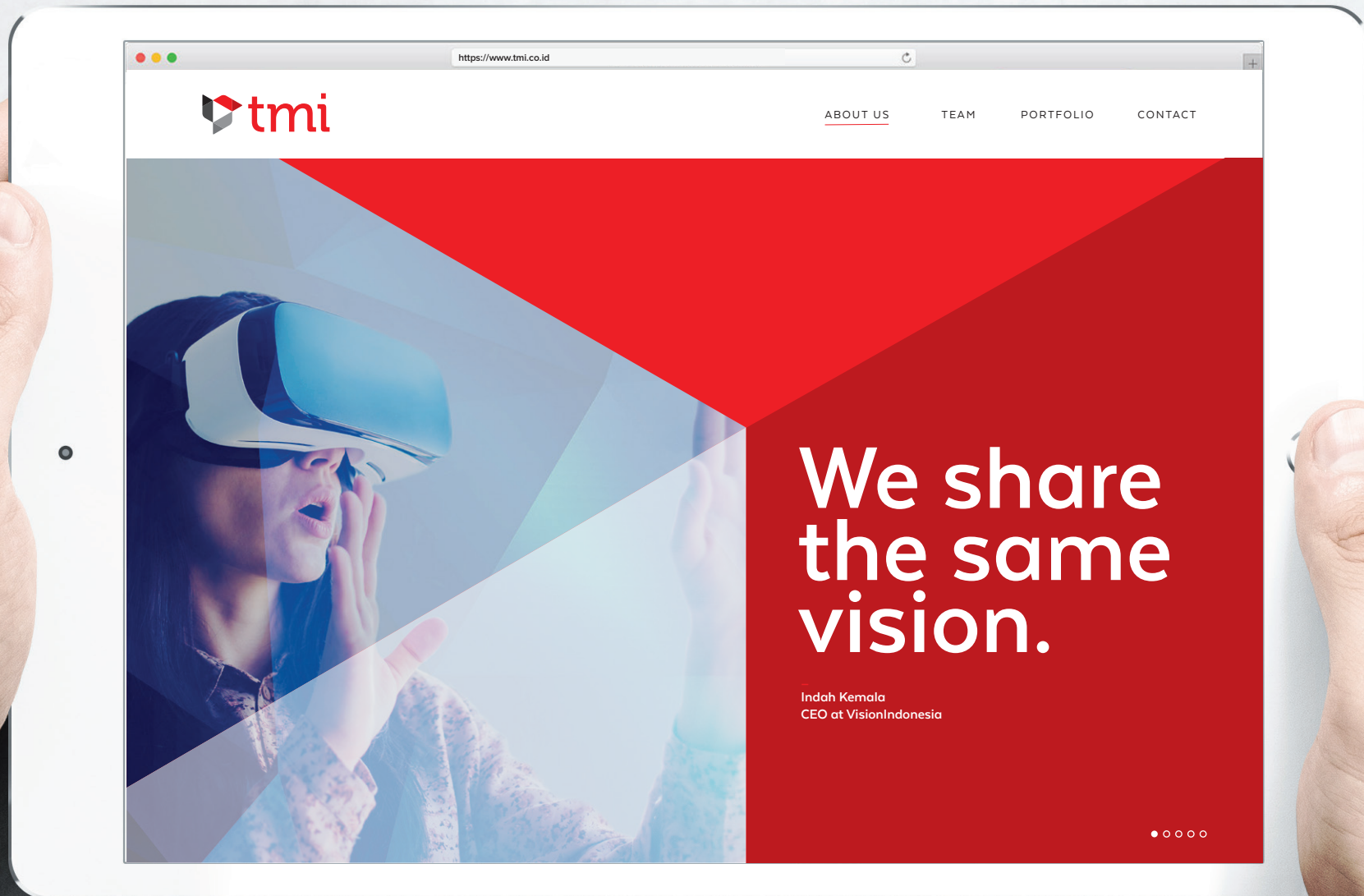


BUSY DARK BACKGROUND



BUSY DARK PHOTOGRAPHIC BACKGROUND







Full Name Here
Partner

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