



A BRAND BY DIGITECH

BRAND
GUIDELINES

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01 BACKGROUND

BACKGROUND

Digitech was established in 2003 as a specialized retailer of household appliances representing premium brands such as LG Electronics in Sudan. The company was setup to meet the growing demand for high-tech appliances driven by an emerging middle class following the discovery and boom in the oil sector which created strong economic growth and boosted consumer spending on luxury goods.



Digitech succeeded in positioning itself as one of Sudan's innovative companies with the introduction of inventive concepts such as modernizing the customer retail experience in Sudan, introducing new after sales service concepts 'Care & Delight', as well as customizing products 'LVS Refrigerators' to meet local market challenges. Over the years, Digitech has become a household name, a trusted brand, as it continues to find the best products and solutions to offer to the Sudanese market.

Today, Digitech is launching a new brand 'DIGI'

WHAT IS DIGI?

As the economic and social landscapes evolve to reflect the developments in the country, Digitech is always exploring and testing new ideas to ensure consumer demand is met. The current landscape has proven to be a challenging environment to solely offer premium and high end brands such as LG Electronics as consumer preference has started to shift towards products that offers lower price entry points.

DIGI - a Digitech brand - aims to occupy this emerging segment by offering competitively price technology but keeping the same quality in product design, customer service excellence and after sales services.

DIGI aims to provide a new customer base with a fresh value proposition.

02 PURPOSE STATEMENT

OUR BRAND'S PURPOSE

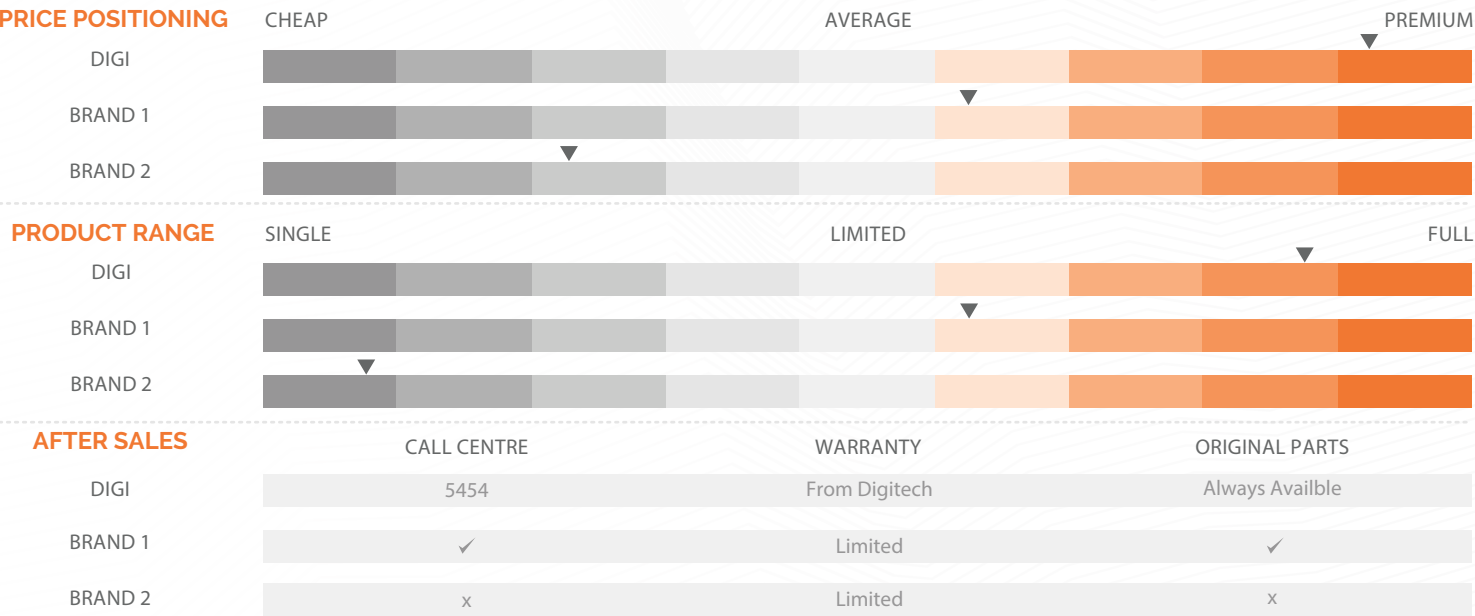
As the leading company in the Sudanese consumer electronics market, Digitech aims to ensure that owning quality household appliances is not a privileged commodity. Our purpose is to facilitate the purchase of quality household appliances and to make them accessible to a wider customer base with varying income levels, social backgrounds, and geographical locations.

DIGI is conceived to offer a range of products and services that would deliver on this promise and will continue to explore product extensions that would further enable more and more customers to make their first purchase or repeat the memorable experience again and again.

OUR POSITIONING

DIGI will position itself as the premium brand in its segment. We will offer the most competitive prices, the best in class product quality and excellent after sales service to make our customers feel and live better.

Our value proposition will differentiate DIGI from other competing brands in this segment that tend to be single product driven or lack the operational depth and expertise to offer customers a portfolio of products and services to meet their day to day needs.



03 BRAND PERSONA

BRAND SPIRIT

Aa a new entrant to the market, DIGI is positioned as a young and dynamic brand that will offer customers a new value proposition that will rival competing brands in this segment.

BRAND SPIRIT	IN THE MIND OF CUSTOMERS	IN THE MIND OF EMPLOYEES
High Quality	Premium brand that fits my lifestyle	No Compromise
Innovative	Re-engineered products that solve my problem	Address Customers' Needs
Practical	Value for money	Competitive Pricing Strategy
Dynamic	Young and fresh brand	Striving for Solutions
Trustworthy	A Digitech Brand	Maintain Digitech Standard
Family Oriented	A Sudanese Lifestyle. My Lifestyle.	Word of Mouth

TONE OF VOICE

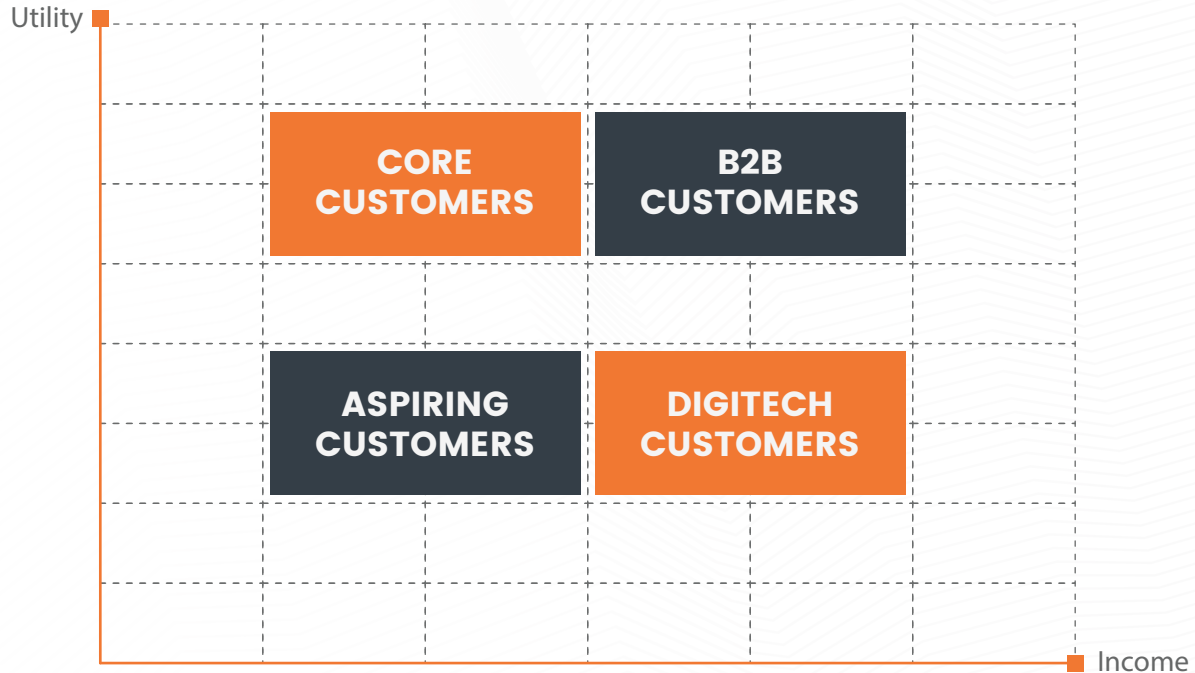
DIGI's tone of voice is sincere and honest. Our communication will aim to deliver the key values held by each customer base using our local Sudanese dialect to build the desired brand persona.



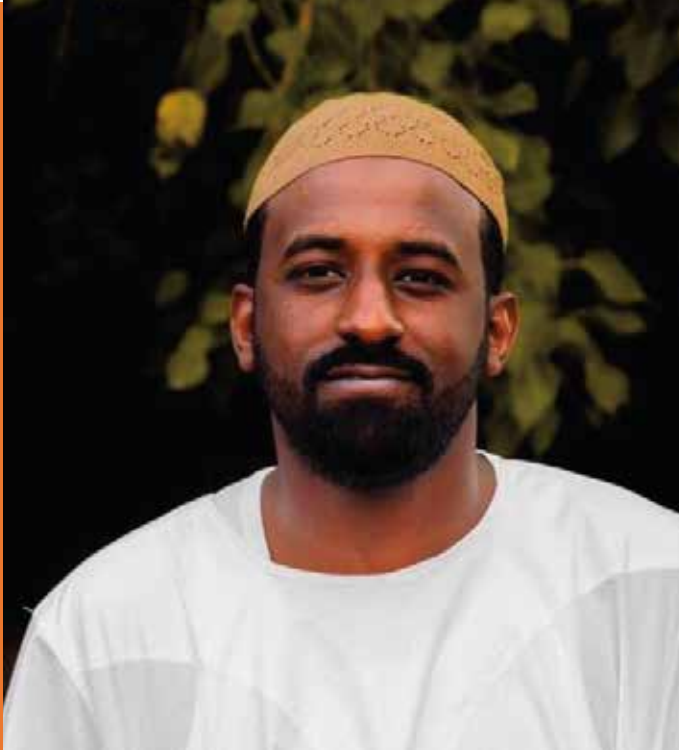
04 OUR CUSTOMERS

WHO ARE OUR CUSTOMERS?

Choosing DIGI is a form of self-expression - DIGI is designed to cater for a larger audience based on their utility, lifestyle and income levels



/ WHO ARE OUR CUSTOMERS?



"I look for Brands I **trust**
With Affordable **prices**"

Core Customers

Price is a major factor in their purchase decision due to budget constraints. They value trusted brands due to their high utility of the product and dependency to meet their lifestyle needs. They will tend to develop a strong brand loyalty if needs are met.

/ WHO ARE OUR CUSTOMERS?

"I look for **Affordable** products
that offers **status & style**"

Aspiring Customers

These are customers that at present have a low utility rate for the range of products offered by DIGI and also do not have the income levels to own them. However, they aspire to one day own a brand that signifies a change in lifestyle and status. They will benefit from increased communication and awareness campaigns to drive their ambitions.





Digitech Customers

These are Digitech customers – affluent, urban, and appreciate functionality. Their utility of DIGI products is not as dominant as other customer segments but DIGI will serve a functional purpose to their lifestyle. They are easily identified and acquired.

"I look for **Quality products** With The **best Functionality**"

WHO ARE OUR CUSTOMERS?



"I look for
Durable products
With The best
Payment terms"

B2B Customers

These customers are niche – they have a high utility rate coupled with flexible budgets. They value quality of product and payment terms.

WHO ARE OUR
CUSTOMERS?

05 BRAND TOOL-KIT

LOGO FORMS

 DIGI

 DIGI
A BRAND BY DIGITECH

 DIGI
منتج من ديجيتك

 DIGI
A BRAND BY DIGITECH
منتج من ديجيتك

 DIGI
A BRAND BY DIGITECH
منتج من ديجيتك


DIGI
A BRAND BY DIGITECH
منتج من ديجيتك


DIGI
A BRAND BY DIGITECH
منتج من ديجيتك

DIMENSIONS & CLEAR SPACES



Dimensions:

where:
x= 'DIGI' word height

DIMENSIONS & CLEAR SPACES



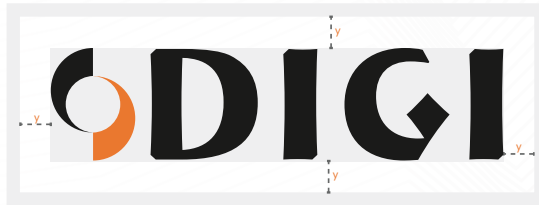
Dimensions:

where:

y= Rectangle height

z= Corporate shape
height

DIMENSIONS & CLEAR SPACES



Clear Space:

As illustrated, the safe space on each side of the logo should be equal to or greater than the height of the swoosh's highest edge.

where:

$$y = x/3$$

MINIMUM SIZE



CMYK, RGB & WEB PALETTE

CMYK MODE



Main CMYK
0C, 67M, 92Y, 0K



Main CMYK
0C, 0M, 0Y, 100K

RGB MODE



Main RGB
0C, 53M, 100Y, 0K



Main RGB
25R, 25G, 26B

WEB SAFE



Web RGB
0C, 53M, 100Y, 0K



Main CMYK
25R, 25G, 26B

PANTONE PALETTE



Pantone Coated 172C
Pantone Coated Hex.Chrome Black C



Pantone Uncoated 172U
Pantone Uncoated Hex.Chrome Black U



Pantone Metallic 8944
Pantone Metallic 8603C



Pantone Pastels Coated 0961C
Pantone Pastels Coated 0961C

ENGLISH TYPOGRAPHY

Typography is a strong extension of our brand personality and plays a major role in creating a consistent look for DIGI across all communication and promotional material. RALEWAY font family has been selected as it offers a large amount of design flexibility for all graphic communication

Raleway
Light

Aa
abcdefghijklmnopqrstuvwxyz

Raleway
Regular

Aa
abcdefghijklmnopqrstuvwxyz

Raleway
Bold

Aa
abcdefghijklmnopqrstuvwxyz

Raleway
Black

Aa
abcdefghijklmnopqrstuvwxyz

When the primary typface, Raleway is unavailable for use, use Arial in its place.

ARABIC TYPOGRAPHY

GE SS TEXT font family is the primary Arabic typeface for DIGI communication.

When GE SS Text typeface is unavailable, use Adobe Arabic font.

GE SS Text
Light

أ ب ت
ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

GE SS Text
Italic

*(italic feature not
available, text box
should be sheare
by 5 dgree angle)*

أ ب ت
ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

GE SS Text
Medium

أ ب ت
ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

GE SS Text
Bold

أ ب ت
ث ج ح خ د ذ ر ز س ش ص ض
ط ظ ع غ ف ق ك ل م ن ه و ي

LOGO DIFFERENT BACKGROUNDS

Primary usage:

Colour version of the logo is intended to be used on lighter backgrounds and images (GRAYSCALE/GRAY-WHITE) in order to maintain legibility.



GRAYSCALE BACKGROUNDS



GRAY/WHITE BACKGROUNDS



SOLID BACKGROUNDS



Gradient BACKGROUNDS

Another acceptable colour option is to reverse the logo out to White on darker backgrounds and images.

Primary usage:

Colour version of the logo is intended to be used on lighter backgrounds and images (GRAYSCALE/GRAY-WHITE) in order to maintain legibility.



BROWN BACKGROUNDS



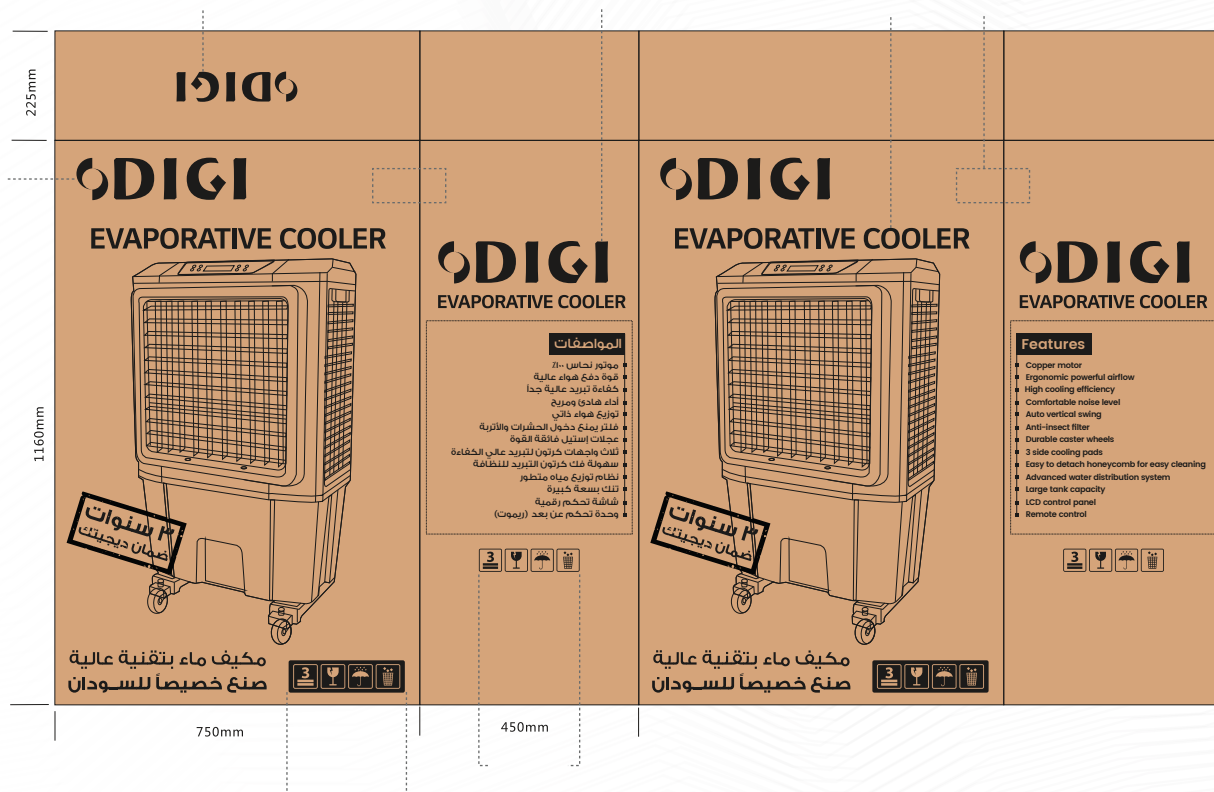
BLACK BACKGROUNDS

WHAT TO AVOID?



06 STATIONARY & BRANDING

BRAND CORPORATE IDENTITY



USER MANUAL & WARRANTY CARD LAYOUT

تنبيه

للتأكد من سلامة المنتج المستخدم، يرجى قراءة التعليمات المكتوبة على هذا الجهاز بعناية وبشكل صحيح، خاصة في حالة عدم استخدام هذا المنتج وفقاً لما هو مكتوب على بطاقة المنتج، حيث أن الشركة لا تتحمل المسؤولية عن ذلك.

إن كل منتج من منتجات الشركة، بما في ذلك هذا المنتج، لا يضمن أنه خالٍ من الأخطاء، حيث أن الشركة لا تتحمل المسؤولية عن ذلك.



منتج من ديجيتيك



خليفة علي


دليل المستخدم

5454

التمديد

ديجيتيك

DIGITECH



WARRANTY CARD

Customer Name: _____ Address: _____

No: _____ Product Code: _____

Product Purchase Date: _____ Product Serial No: _____

Invoice No: _____ Dealer/Selling Point Name, Address & Stamp: _____

Digitech and its authorized distributors/sellers provide 24 months Warranty for all LG products and 12 months warranty support to Ocean and Groupe SEB products to the original purchaser.

Digitech provides a limited warranty to the original purchaser, depending on the item, that all products supplied by Digitech shall be free of defects in workmanship. Digitech's sole and only obligation in such event shall be exclusively limited to Digitech option to either:

1. Repair the defective product.
2. Replace the defective product if the claim is made within maximum one month of purchase date and the spare part required for repair cannot be made available within 15 working days, or subject defect is physical or body damage occurred due to Digitech transportation to the customer's site.
3. Credit the value of product at present price.
4. Digitech shall not be obliged to repair or replace defective product(s), in whole or in part, by causes such as:
 - Catastrophe.
 - Power irregularities or fluctuations.
 - Improper use
 - Unauthorized installation.
 - Unauthorized repair, use of unauthorized parts and/or tampering with the product(s).
5. The warranty does not cover transportation, portage, accessories, remote controls, rubber parts, air filters and heat exchange cleaning.

WARRANTY PRODUCT CATEGORIES

Product	Warranty Years
TV, Audio, Refrigerator, Air conditioner, Washing Machine, Vacuum cleaner, Microwave Oven, Monitor	2

Parts	Warranty Years
Compressor for air conditioner, refrigerator and water dispenser	5
Motors for washing machine and microwave magnetron	5

Parts	Warranty Years
Direct Drive Motor for Direct Drive Washing Machine	10
Inverter Refrigerator Compressor	10

خليفة علي

ديجيتيك

DIGITECH

UNIFORM & TOOL BAG LAYOUT



BRAND CORPORATE IDENTITY

BUSINESS CARD

Trimmed size

BC – 900mm x 550mm

Print Specifications

CMYK process

Paper Specifications

300 GSM Conqueror CX 22

350 GSM Conqueror CX 22



Zubier Pasha St.
P.O. Box 980
Khartoum, Sudan

+249 187 144000
info@ictgroupkh.com
www.ictgroupkh.com



Trimmed size

A4 – 210mm x 297mm

Print Specifications

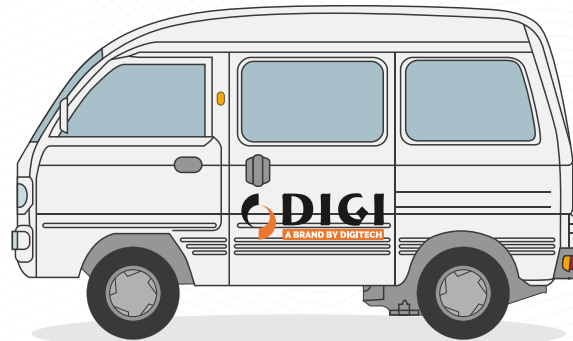
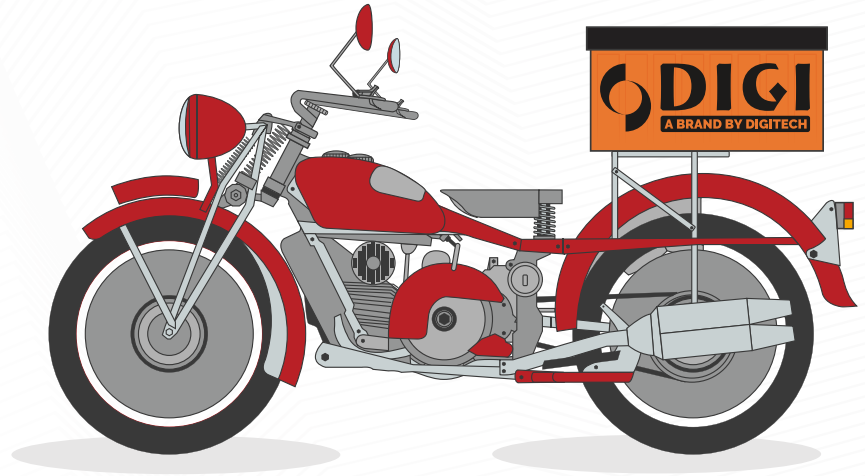
CMYK process.

Paper Specifications

100 GSM Conqueror CX 22.

VEHICLES LAYOUT

Logo should be centered between the two doors with a height of 30 cm, and the website address should be placed at the back side of vehicles with 50 cm width. In pickups the logo is placed on the front door as shown here, and with a height of 30cm.



POWERPOINT TEMPLATE



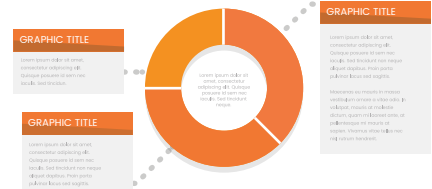
HEADLINE

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HEADLINE

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BOX HEADLINE

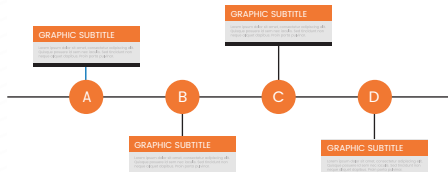
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- HEADLINE
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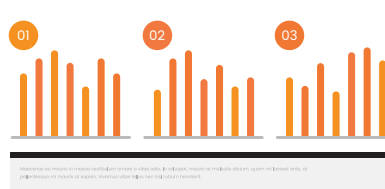
HEADLINE

lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque posuere id sem nec faucibus. Sed tincidunt non neque.



HEADLINE

lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque posuere id sem nec faucibus. Sed tincidunt non neque.



Elements usages

Font:

Typography: E: Raleway, A: GE SS Text
Color Mode: RGB (51, 51, 51)
Font size: 12pt - 24pt

Logo:

Dimensions: Width : 110 px | Height: 125 px
Color Mode: Main Colors/White
Position: mainly in the right side of header by 2x padding from the border.
Logo Form: Horizontal logo could be used in the header or footer and also in the first slide along with the title and other details.

PUBLISHING & OUTDOOR BRANDING

