



Brand Usage Guidelines

Version 1.0



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All great brand stories share a common value – trust. For CarDekho Group, trust and expertise are two core guiding principles that drive the brand on a fundamental level. With every step, CarDekho Group is building a future of trust and expertise. Guided by this vision, CarDekho Group is becoming the house of CarDekho under which other brands will function.



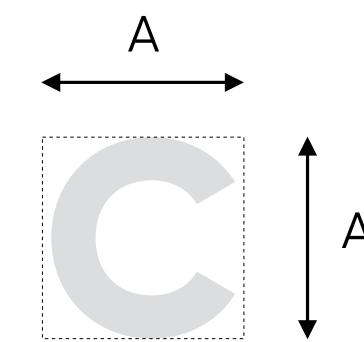
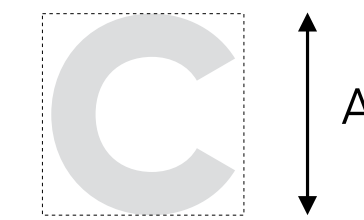
The height of the Group wordmark will always equal to 'Z' height which is the height of 'O' in CarDekho wordmark. Refer to the diagram below for clear guidance.



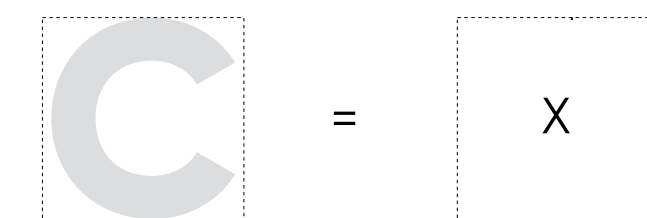
The height of the Group wordmark will always equal to 'Z' height which is the height of 'O' in CarDekho wordmark

Clear Space

The clear space around the logo should be equal to the height of the 'C' of CarDekho. The height and width of the clear space are defined by the height and width of 'C' of the CarDekho Group branding.



If the height is 'A' then the clear space box would be 'A' W x 'A' H

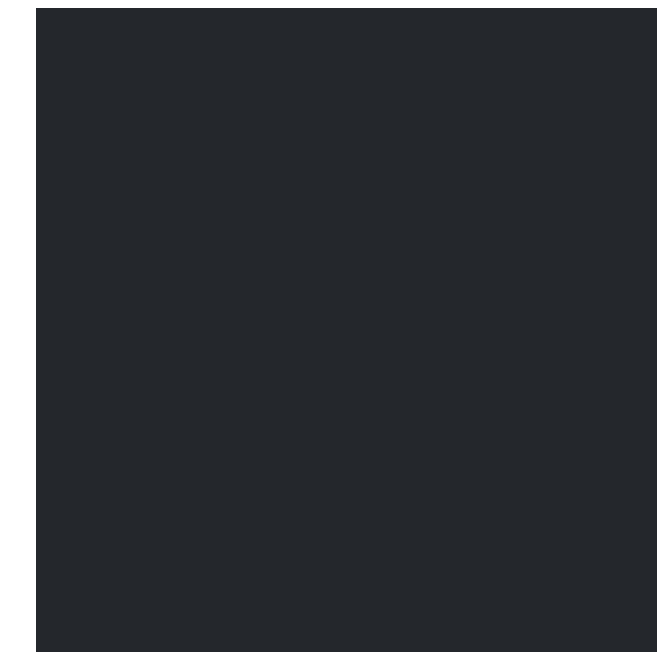


Primary Colour Palette

Our primary brand colours are Orange and Grey. These should be used in all of our communications.



RGB 247 93 52
CMYK 0 78 87 0
HEX #F75D34



RGB 36 39 44
CMYK 76 67 59 66
HEX #24272C

Secondary Colour Palette

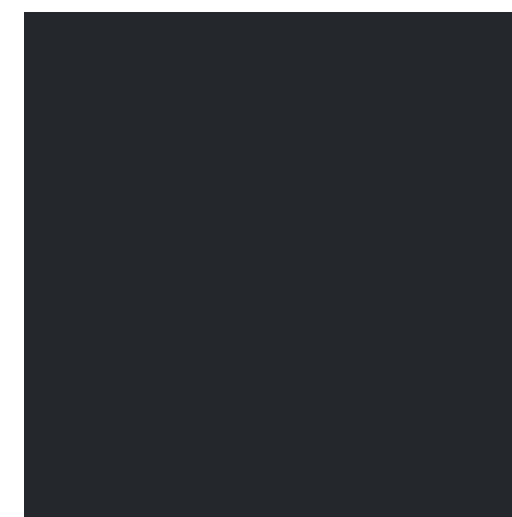
Below are the secondary colours to support our primary brand color and to build visual hierarchy in our communication. Secondary colors, its shades and tints can be used in iconography, illustration and any other graphic assets.



RGB 247 157 52
CMYK 0 45 90 0
HEX #f79d34



RGB 93 52 247
CMYK 76 75 0 0
HEX #5d34f7



RGB 36 39 44
CMYK 76 67 59 66
HEX #24272c



RGB 54 67 170
CMYK 90 84 0 0
HEX #3643aa



RGB 37 176 98
CMYK 78 2 84 0
HEX #25b062



RGB 92 48 168
CMYK 78 91 0 0
HEX #5c30a8

Colour Tints & Shades

Tints



HEX #FA9D85



HEX #F98D70



HEX #F87D5C



HEX #F76D48



HEX #F75D34



HEX #DE532E



HEX #C54A29



HEX #AC4124



HEX #94371F

Shades

Tints



HEX #FAC485



HEX #F9BA70



HEX #F8B05C



HEX #F7A648



HEX #F79D34



HEX #DE8D2E



HEX #C57D29



HEX #AC6D24



HEX #945E1F

Shades

Colour Tints & Shades



HEX #F9D85FA



HEX #8D70F9



HEX #7D5CF8



HEX #6D48F7



HEX #5D34F7



HEX #532EDE



HEX #4A29C5



HEX #4124AC



HEX #371F94

Tints

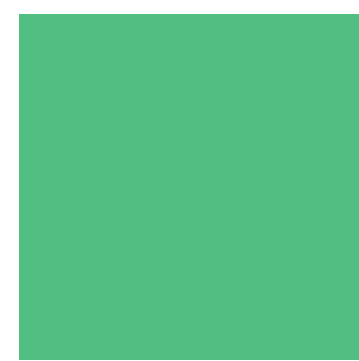
Shades



HEX #7CCFA0



HEX #66C791



HEX #50BF81



HEX #3AB771



HEX #25B062



HEX #219E58



HEX #1D8C4E



HEX #197B44



HEX #16693A

Tints

Shades

Colour Tints & Shades



HEX #868ECC



HEX #727BC3



HEX #5E68BB



HEX #4A55B2



HEX #5D34F7



HEX #303C99



HEX #2B3588



HEX #252E76



HEX #202866T

Tints

Shades



HEX #9D82CA



HEX #8C6EC2



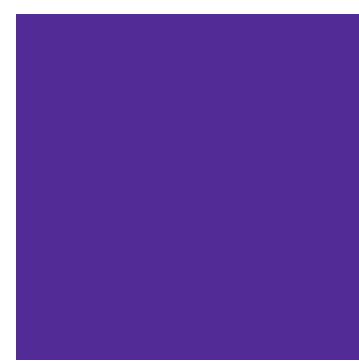
HEX #7C59B9



HEX #6C44B0



HEX #5C30A8



HEX #522B97



HEX #492686



HEX #402175



HEX #371C64

Tints

Shades

Colour Usage Parameters

It is important to follow the rules of proportions when creating any brand communication in order to maintain brand consistency and remain accessible for all people.

Each communication should have visible amount of orange.

At least 50% use of Primary Orange.

Remaining 50% can be white, but not single secondary color.

Use secondary colors sparingly



Colour Gradients



CarDekho Group Brand Do's and Dont's

Maintain the sanctity of the logo by using it appropriately as displayed in the below images. The logo unit should not be distorted and should always offer clear contrast against the background. It is vital to maintain the brand colour at all times. The background for the logo should never be distorted or disturbed and there should always be clear space behind the logo. Please follow the examples provided to know what is the correct and incorrect usage of the logo. Strictly adhere to the visual guidelines provided below in all circumstances.

Do's



Dont's



Do's



Dont's

