

Cloud TV

Branding Guidelines.

For approved partners only

Welcome!

These guidelines cover the rules when using or publicizing Cloud TV in branding, marketing, communications and advertising. Only approved partners with the license to use Cloud TV must follow these guidelines consistently to help your customers recognise references to Cloud TV.

You may only use the approved brand assets that are mentioned in this deck. Any other Cloud TV guidelines found elsewhere on the web is not approved for use.

The Logo

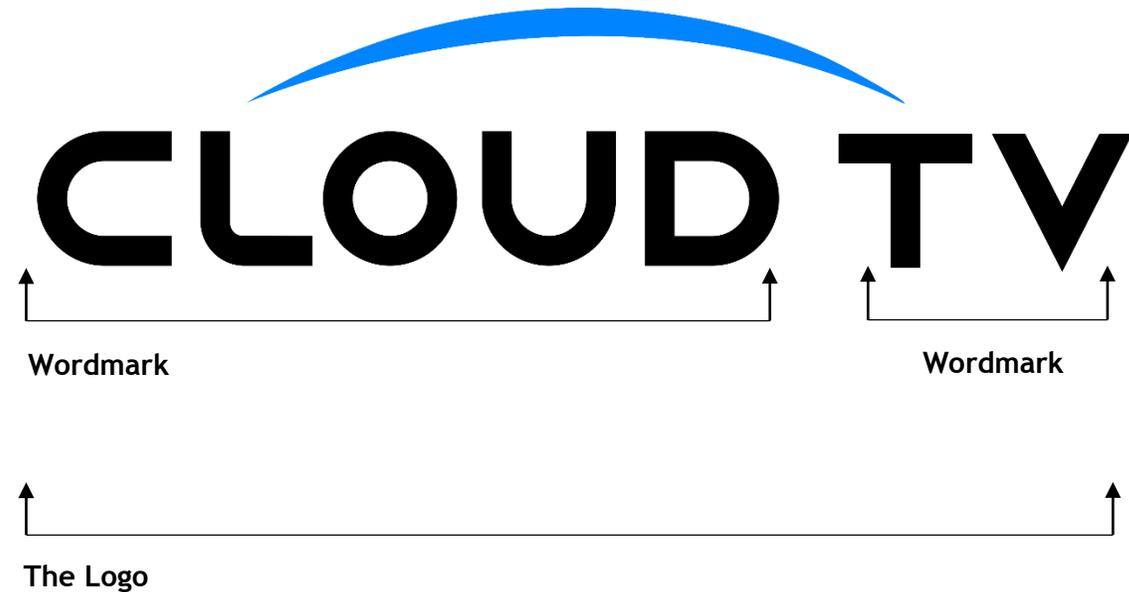
Primary Logo

Our brand signature

The Cloud TV logo is a combination of a modern wordmark signifying smart & emerging digital technologies built for TVs.

This logo is the core visual identity and must be used with proper guidelines to maintain consistency across all platforms.

The arc icon above Cloud TV logo, signifies the cloud of smart ecosystem developed for smart TV entertainment.



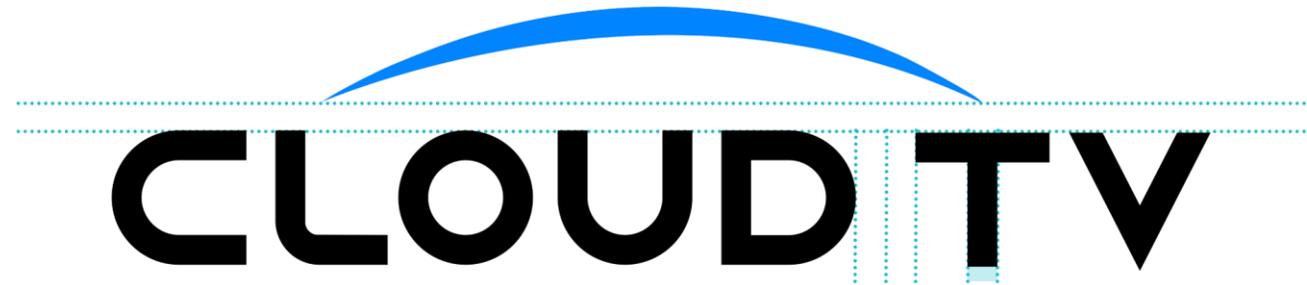
The Logos

Space between the elements

The space between the wordmark - Cloud & TV is twice the thickness of letter “T”.

The icon should always be placed above and at the centre of Cloud TV

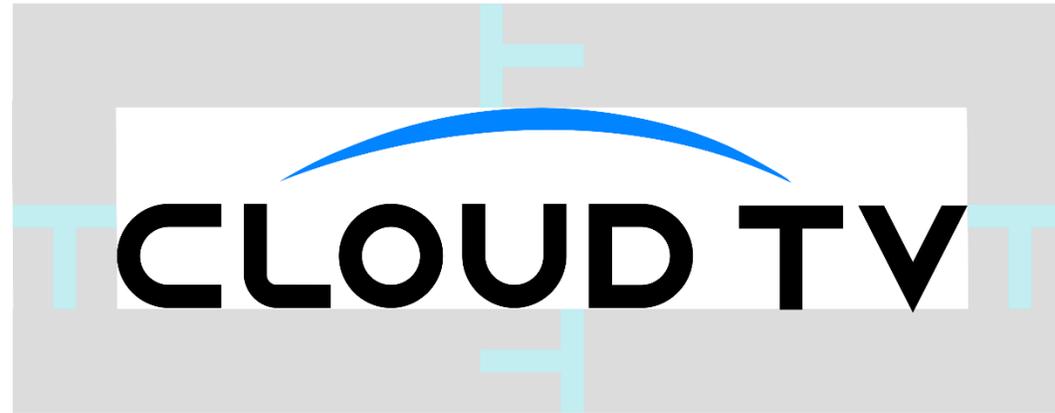
The space between the ends of the icon & Cloud TV is equal to thickness of letter “T”



Primary Logo

Exclusion zone

The exclusion zone is equal to the letter "T" on all 4 sides



Other logo is too close to the logo

NO



Copy is too close to the logo

NO



YES



YES

The Logos

Colour Options

Primary logo

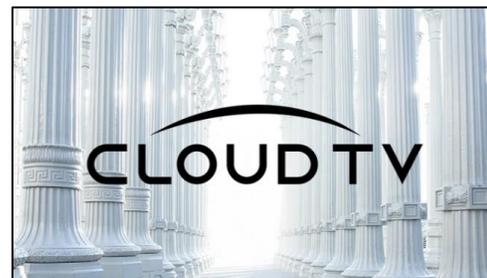
Use on solid background.
Use the almost black full-colour logo on background that's lighter than 40% grey. The white full-colour logo should be used on background darker than 50% grey.



Monochrome Logo option

If any background affects the visibility of the colour logo, use monochrome logo options.

Icon colour should be same as the respective monochrome logo.



Full Black - Should be used on light background

Full White - Should be used on dark multi-coloured background

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The Logos

Minimum size

Digital

To ensure readability, the logos should not be used any smaller than 70px in any digital medium of communication

Print

To ensure readability, the logos should not be used any smaller than 200mm in any print medium of communication



Minimum digital height 70 px



Minimum print height 0.125 inches or 3.1 mm

Primary Logo

Avoid

To maintain standard recognition of the Cloud TV logo, it should never be altered. Here are few examples to follow



Avoid changing the space between Cloud & TV



Avoid changing the direction/placement of arc icon



Avoid using a different typeface for Cloud TV



Avoid using any colour other than black or white.



Avoid adding effects like shadow, gradients etc.



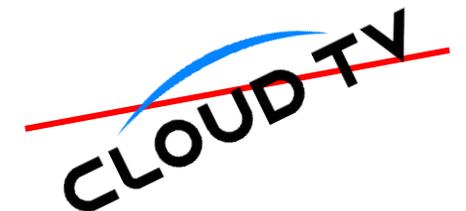
Avoid using the logo in a phrase or sentence



Avoid stretching, rotating or compressing the logo



Avoid using the logo on busy backgrounds



Avoid rotating the logo

The Launcher

The Launcher

✓ What can be used?

Actual screenshots of the Launcher images with expanded or collapsed menu bar.

Only content from specified partnered apps can be shown in the launcher images (partner apps as mentioned on slide 14).

Replace content from YouTube, Netflix, Amazon Prime Video or other apps not partnered with Cloud TV with content from specified partner apps only.

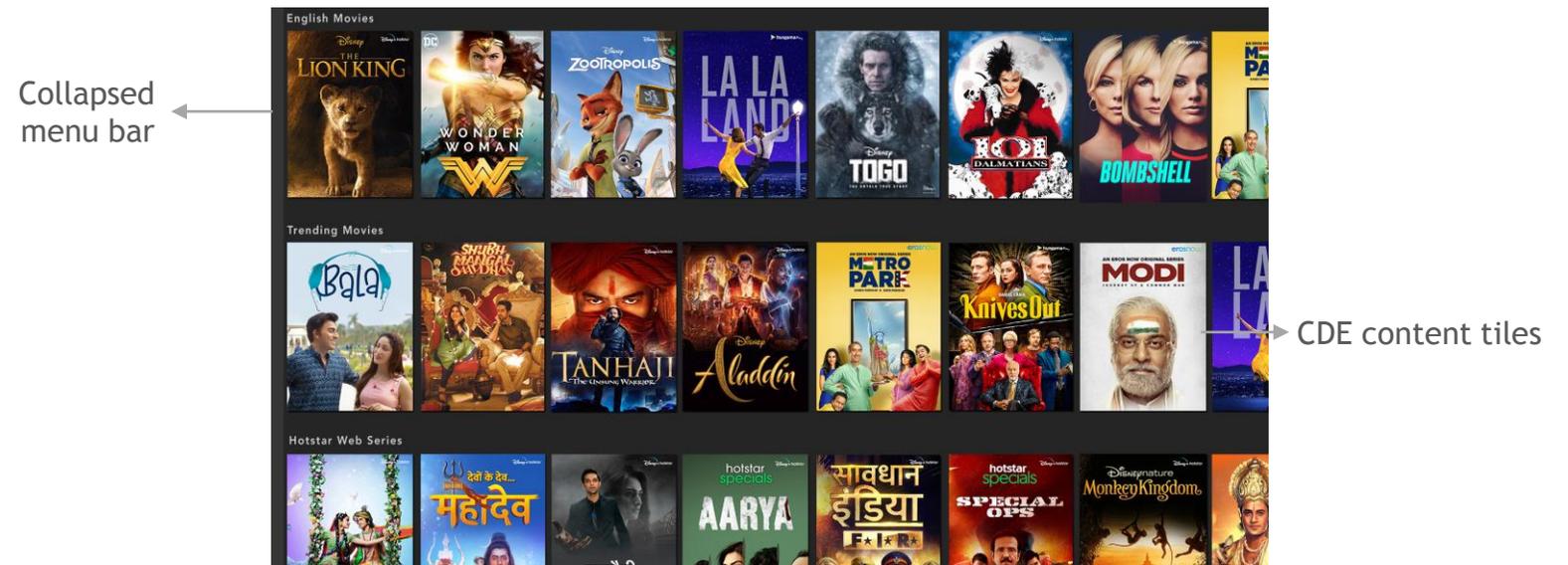
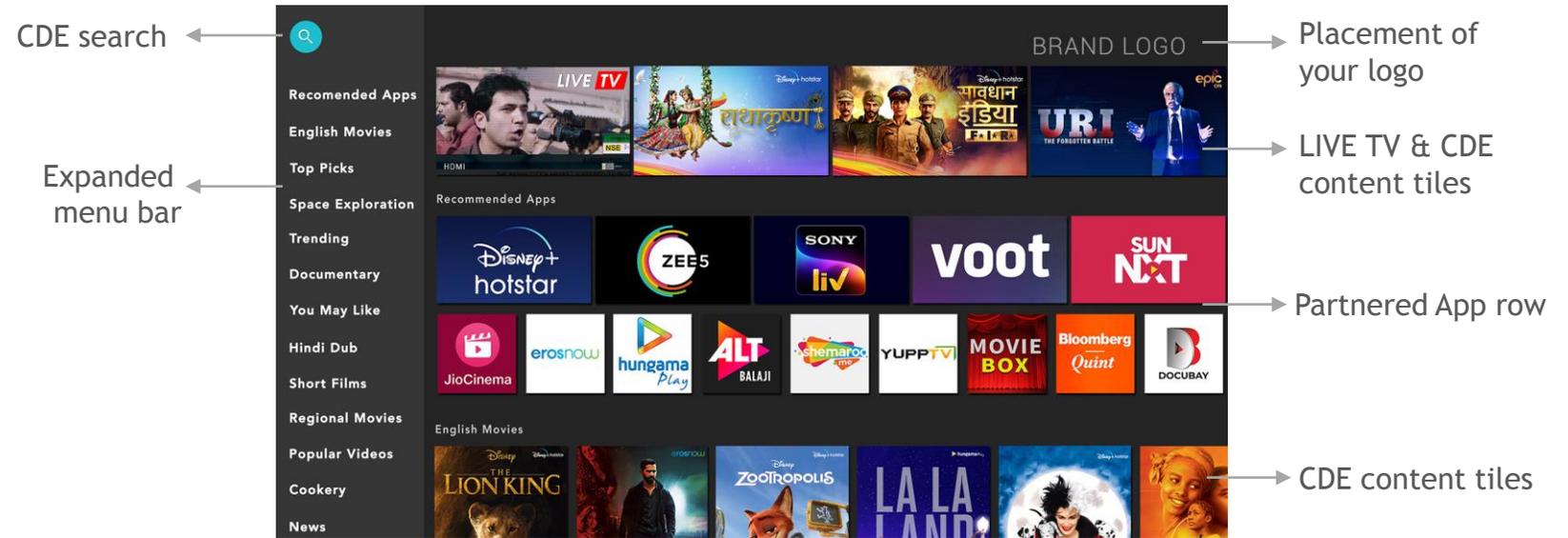
All content images should have their respective app logo source mentioned on the top right corner.

✗ What cannot be used?

Content images from YouTube, Netflix Amazon Prime Video or any unauthorised app, which is not partnered with Cloud TV.

Outdated partnered app logos & launcher theme.

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The Launcher

Avoid

Brand Logo

- ✗ Do not use different logo or make it different from the given launcher
- ✗ Do not change the placement of the logo
- ✗ Do not change the size of logo
- ✗ If you have opted for standard launcher, do not super impose your brand logo. Use Cloud TV logo only as provided.

Colour

- ✗ Do not change the colour scheme or make it look different from the given launcher

CDE Content Tiles

- ✗ Do not change poster size or make it look different from the given launcher
- ✗ Do not use original content images from partnered apps **without their respective app logos** placed on the top right corner. If unsure, send the images to Cloud TV team for approval.
- ✗ Do not use outdated app logos. If unsure, send it to Cloud TV team for approval
- ✗ Do not use original content images from official partnered apps **without written authorisation from Cloud TV**
- ✗ Do not use content images from unauthorised apps or apps which are not partnered with Cloud TV
- ✗ Do not change the layout of the CDE rows and tiles

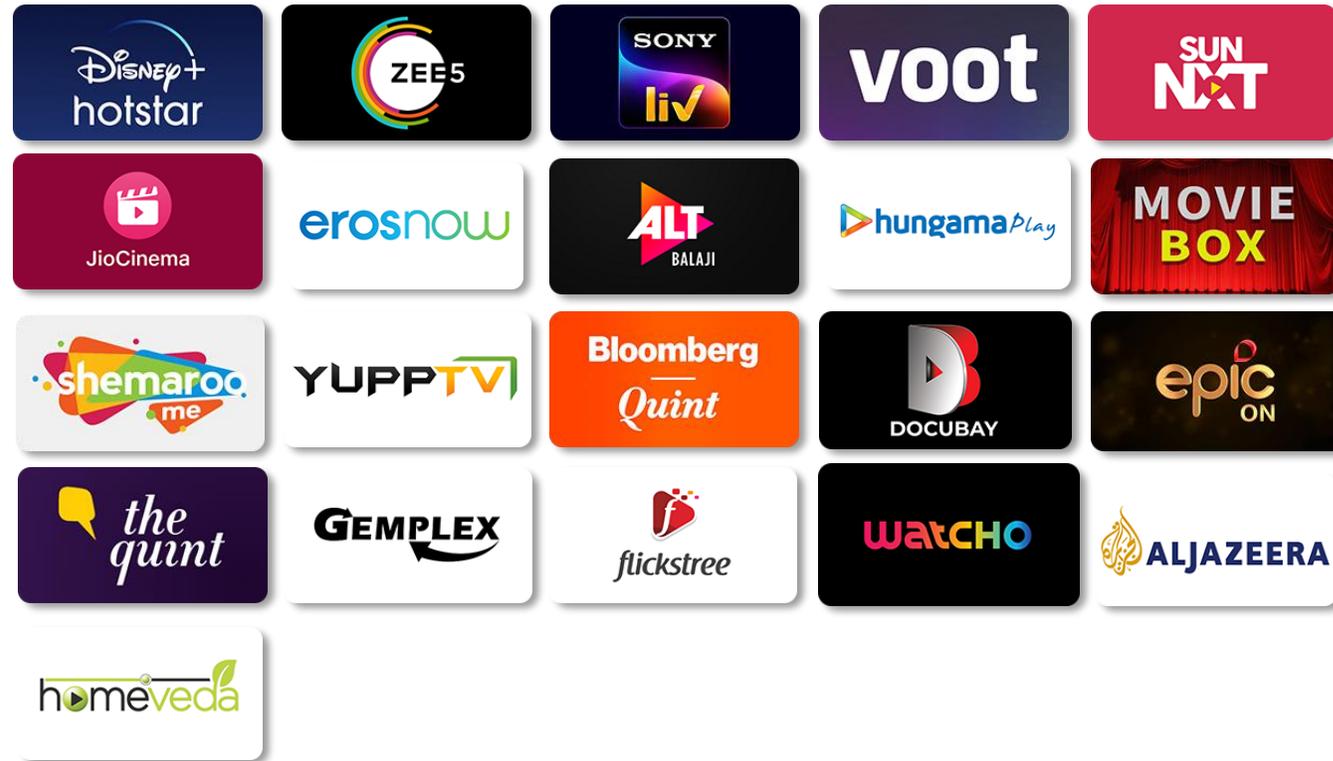
Layout

- ✗ Do not change or move the layout and make it look different from the given launcher

Partner Guidelines

Our Partners

Cloud TV comes with an in-built App store featuring certified apps & official content partners.



What can be used?

Prior written authorisation is required from Cloud TV to use official partnered App logos, content or names for any marketing purpose.

- ✓ Only partnered apps logos can be used in Cloud TV launcher images, in the same order as mentioned
- ✓ Partnered app logos should be used as per their respective logo guidelines
- ✓ Hotstar should always be placed as the 1st app in order in Cloud TV launcher image, marketing campaigns, call-outs etc.
- ✓ Partnered apps can be mentioned in marketing communications, images, retail assets, packaging. Eg: Official Apps - Hotstar, Zee5, Sony LIV, Voot, SunNxt, Jio Cinema, Eros Now, Alt Balaji, Hungama Play & many more, **only with prior written authorisation from Cloud TV**
- ✓ Dedicated hotkeys of partnered apps on TV remote is permitted **with written authorisation from Cloud TV**
- ✓ Include the disclaimer (as specified further in the guideline)

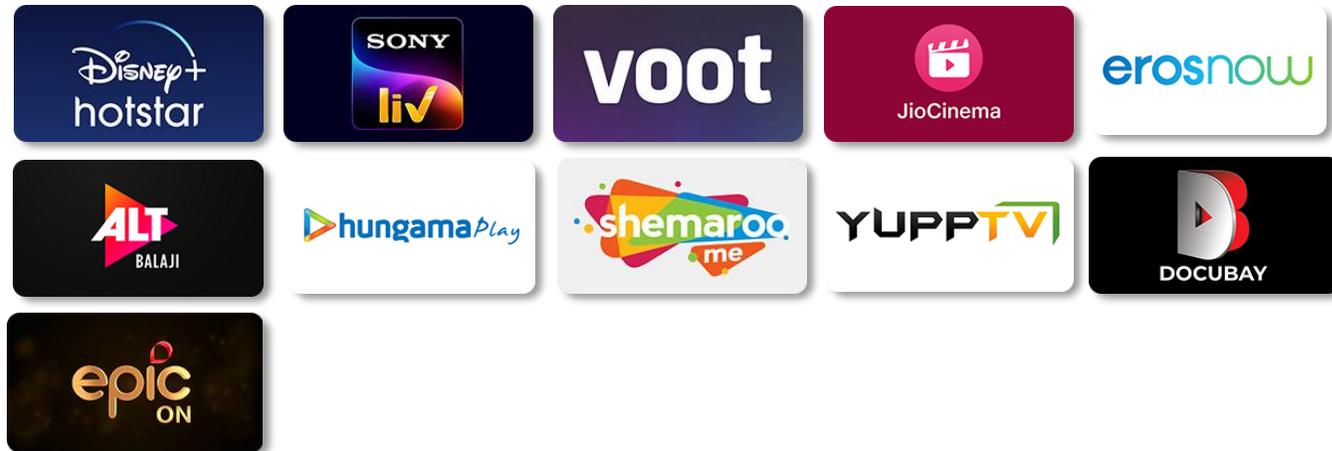
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Our Partners

What can be used?

- ✓ Original content images only from specified partner apps can be used in the launcher images, with prior written authorisation from Cloud TV



What cannot be used?

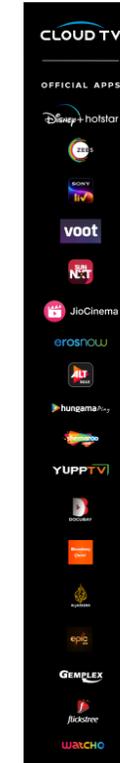
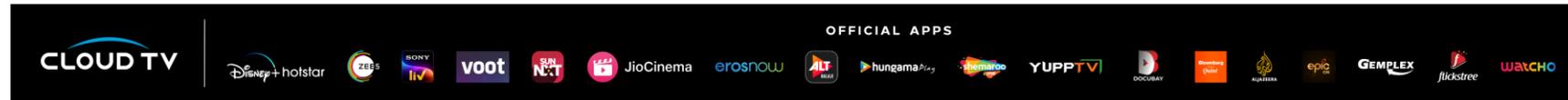
- ✗ Unauthorised or non-partnered apps & content providers cannot be used in Cloud TV launcher image, branding, marketing campaigns, call-outs, packaging materials, retails assets, PR activities or anything in association with Cloud TV
- ✗ Mention of your partnership with Cloud TV's official partnered apps & content providers cannot be used in your press releases, editorials, news or any marketing communication mediums, **without prior written authorisation from Cloud TV.**

Cloud TV - Official App Badge

Primary Badge - Coloured logos on black background

Can be used in any of the 3 variations depending upon the design space as per the medium of communication.

Prior written authorisation is required from Cloud TV to use official partnered App logos or names in any marketing material.



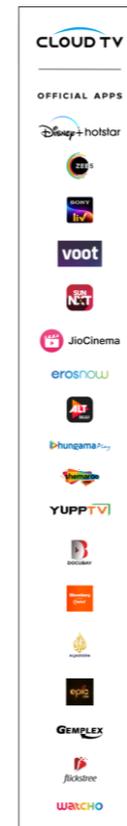
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Cloud TV - Official App Badge

Secondary Badge - Coloured logos on white background

Can be used in any of the 3 variations depending upon the design space as per the medium of communication.

Prior written authorisation is required from Cloud TV to use official partnered App logos or names in any marketing material.



Cloud TV - Official App Badge

Black and white Badge - B&W logos on transparent background

Can be used in any of the 3 variations for printing on packaging box, material or any other medium, as per the medium of communication

Prior written authorisation is required from Cloud TV to use official partnered App logos or names in any marketing material.



The Badge

Avoid

Prior written authorisation is required from Cloud TV to use official partnered App logos or names in any marketing communications / activity.

Cloud TV logo

- ✗ Do not use any other Cloud TV logo or logo without “Certified AOSP” tagline
- ✗ Do not change the placement of the logo, except as provided in the 3 variations
- ✗ Do not change the size of logo

Layout / Colour

- ✗ Do not change the colour scheme of the badge other than black, white or transparent backgrounds as provided
- ✗ Do not change the colour of the Cloud TV logo or any partnered app logos other than as provided in the badge and its respective backgrounds
- ✗ Do not change the layout of the badge, other than the 3 variations provided

Partnered App logos

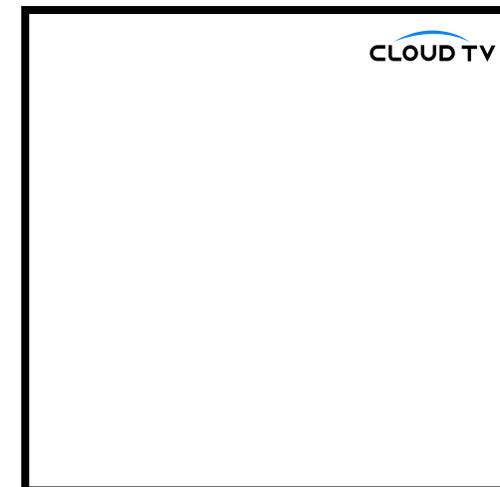
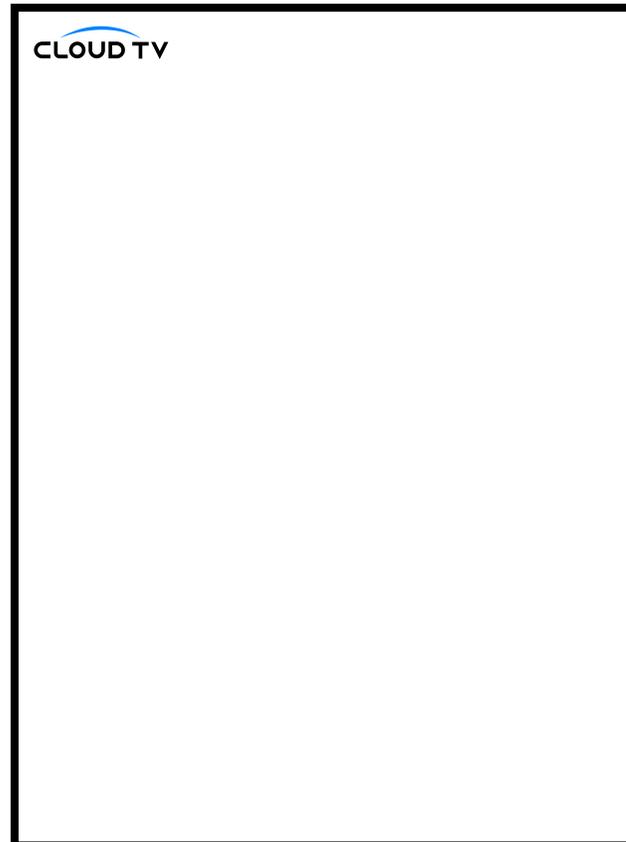
- ✗ Do not change the order or placement of the logos
- ✗ Do not alter / modify the logos
- ✗ Do not add / delete any logo, unless informed and notified by Cloud TV team

Cloud TV branding

Usage of Cloud TV branding

What can be used?

- ✓ Products listed on any e-commerce platform, must have at least 1 image with Cloud TV logo branding.
- ✓ Banners, brochures or catalogues used to promote products in offline retail shops, must have Cloud TV logo branding.
- ✓ TV packaging carton boxes must have the Cloud TV logo branding
- ✓ Cloud TV branding can be included in product images, A+ enhanced marketing content, videos, banners, textual content, ads, social media, website, press releases, packaging, manuals, retail fixture, brochures, leaflets or any consumer touch points
- ✓ Cloud TV logo should be used exactly as per its guidelines
- ✓ Include the disclaimer (as specified further in the guideline)



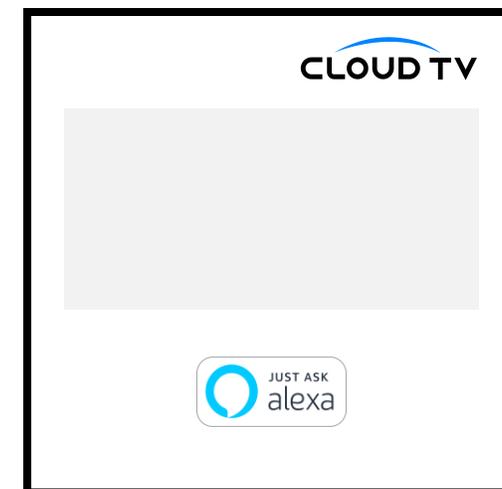
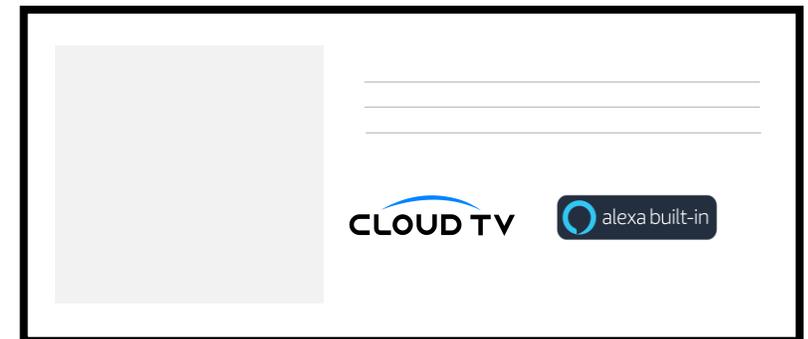
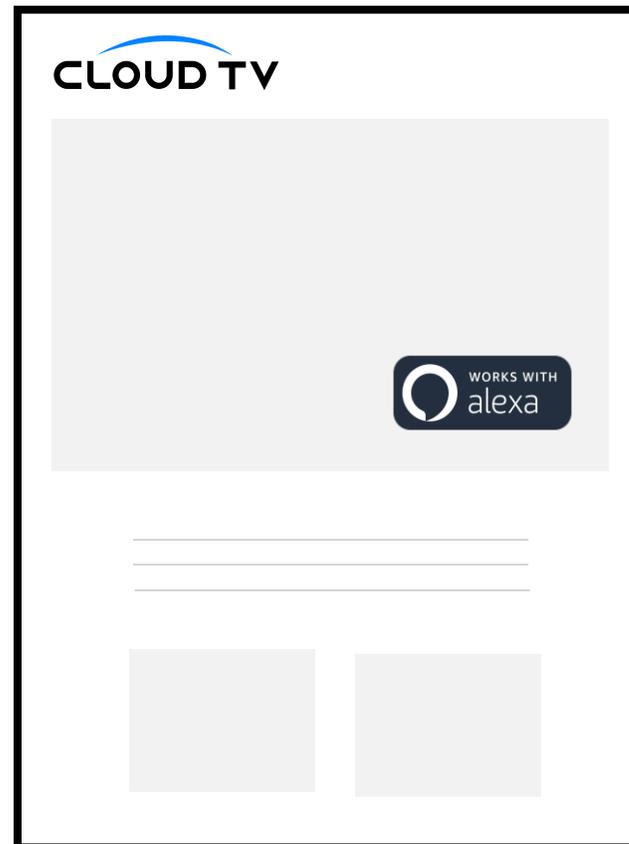
Alexa on Cloud TV

Alexa on Cloud TV

Cloud TV comes with Alexa built-in, adding voice control functionality to your TV

What can be used?

- ✓ Alexa logos, badge and communication should be used exactly as mentioned as per Alexa brand guidelines shared
- ✓ Alexa badge or logos must always be accompanied with Cloud TV logo, both of the same size wherever used for branding, marketing communications, images, social media, e-commerce listing, videos, websites, press releases, packaging, manuals, retails fixtures & for any advertising purpose
- ✓ TV packaging carton boxes must have **Powered by “Cloud TV”** and **“Alexa”** logos, both of the same size, as per the respective guidelines
- ✓ Include the Alexa disclaimer (as specified further in the Alexa guideline)



Scope & approvals

Usage Scope & Brand Approvals

If you are facing any trouble with the guidelines, you are unsure of your communication or design best representing the Cloud TV brand or if you're missing brand elements from the package, please contact your SPOC at Cloud TV brand team or write to us at brandapproval@cloudtvos.com

Cloud TV brand assets can be used for branding, marketing campaigns, communications, packaging, retails assets & for advertising purpose as specified below:

1. Cloud TV logo & launcher in images on print, digital or any other forms of advertising and communication
2. Cloud TV mention in branding, marketing communications, call-outs, PR or any other publishing platform

If you're using or referring Cloud TV and its official partnered apps intended for any commercial activity, you **will require prior written authorisation from Cloud TV before release**, for any of the following:

1. Branding, marketing & advertising that appears in any offline and online mediums
2. Press releases, editorials, live streaming, news and commentary of any kind
3. Usage of Cloud TV's partnered apps & content providers as specified in partner guidelines
4. Packaging materials

Reach out to us, requesting for approvals at brandapproval@cloudtvos.com and you should hear from us. Plan additional time in case revisions are required.

Disclaimer - For use by approved Cloud TV partners

Short version - To be used when there is space limitation (Eg: packaging box) and while mentioning / showcasing Cloud TV with its partnered apps.

To be used when Android Robot is used along with the Cloud TV - Official app badge in any marketing material.

Always include the following disclaimer while using / showcasing Cloud TV, its partnered apps & other assets.

Apps and content shown are for representation purpose only & must be downloaded from the App store. All trademarks, product names and logos are the property of their respective trademark holders. Certain apps performance depends upon the support provided by the app developer. Due to continuous R&D. Launcher design, partnered apps & content providers mentioned may vary from time to time, without prior notice.

All trademarks, product names and logos are the property of their respective trademark holders.

All trademarks, product names and logos are the property of their respective trademark holders. The Android robot is reproduced or modified from work created and shared by Google and used according to terms described in the Creative Commons 3.0 Attribution License.

Disclaimer

The Cloud TV guidelines are for approved partners only, who wish to use Cloud TV trademark, logo, launcher images, partnered app logos, in any material, medium or modes of marketing & communications. Any use of Cloud TV assets without the prior written consent / authorisation from Cloud TV or any use outside of the usage as permitted is prohibited and will constitute infringement.

Apps and content shown are for representation purpose only & must be downloaded from the App store. All 3rd party product names, brands, logos, content & other trademarks featured or referred within Cloud TV are the property of their respective trademark holders. Certain apps performance depends upon the support provided by the app developer. Due to continuous R&D. Launcher design, partnered apps & content providers mentioned may vary from time to time, without prior notice.