



**PARTNER  
GUIDELINES**

／ 2011 v1.0

INTRODUCTION	/ 03
BRAND VOICE	/ 04
TELENAV WORDMARK	/ 05
WORDMARK CLEAR ZONE	/ 07
WORDMARK COLORS	/ 09
WORDMARK MISUSES	/ 14
BUSINESS UNITS	/ 16
COLOR PALETTE	/ 18
TYPOGRAPHY	/ 20

These guidelines provide the usage rules from which to inform and implement Telenav's visual identity. Usage rules are designed to provide a basis for consistency among all creative executions while demonstrating design flexibility and nuance.

**EMPOWERING**

Simple to use, everyone is welcome, encourages discovery; like a good teacher.

**DEPENDABLE**

Always can be counted on, trustworthy results; like a good friend.

**PERSONABLE**

Brand and product feel like a one-to-one relationship; a partner that understands you.

**FUN**

Engaging experience, friendly and fun brand personality; someone you want to spend time with.

# TELENAV WORDMARK

TELENAV

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The TELENAV Wordmark features a capital “A” doubling as an arrow pointing northward. Within this letter, another arrow-like form can be read as a road receding into the distance, symbolizing a sense of exploration and discovery.

The TELENAV Wordmark uses a custom-designed typeface and should not be altered. The Wordmark forms the most significant feature of the Telenav corporate identity and should be used on all aspects of branded communication. The TELENAV Wordmark should never be altered, tilted, distorted, manipulated or disassembled on any application.



1"



MINIMUM SIZE

# WORDMARK CLEAR ZONE

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The following is the clear zone rule for the TELENAV Wordmark. In order to gain maximum visibility, the TELENAV Wordmark should always appear with a minimum area of clear space around the Wordmark. This area should be free of any type or graphic element. Using the height of the letters as “x,” the clear space is a 1x area around the entire Wordmark. This rule applies to all versions of the TELENAV Wordmark on all mediums.





# WORDMARK COLORS

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# WORDMARK COLORS

## ／ FULL COLOR WORDMARK

Color is a powerful means of identification. Consistent use of our new TELENAV Wordmark colors will help build visibility and recognition for Telenav and will set us apart from our competitors. Across applications, every effort should be made to use the full-color TELENAV Wordmark with Gradient “A,” on a white or black background.

### FULL COLOR WORDMARK—WITH GRADIENT “A”



### SPOT COLOR WITH GRADIENT

The spot color Wordmark uses Pantone 123 overprinted Pantone 109 for the letter “A” and Pantone Cool Gray 10c for other letters. When on black background, use Pantone Cool Gray 7c for the gray color. Please see the Color Formulas (page 18) for specific PANTONE® color translations.

### 4-COLOR PROCESS WITH GRADIENT

When it is not feasible or cost-effective to print the spot color Wordmark, use the 4-color process Wordmark.

### RGB WITH GRADIENT

This version is used for all desktop and on-screen applications.

### SPOT COLOR WITHOUT GRADIENT (FLAT)

Use this version for simple spot color applications where gradations are not possible (such as appliquéd flags and embroidery).

### FULL COLOR WORDMARK—WITH GRADIENT “A”



### FULL COLOR WORDMARK—WITH FLAT “A”



# WORDMARK COLORS

## ／ ONE-COLOR WORDMARK

Across applications, every effort should be made to use the full-color TELENAV Wordmark with Gradient “A,” on a white or black background. However, in instances where only one color is available for printing, use the one-color options to the right.

### 1-COLOR GRAYSCALE

The TELENAV Wordmark can also be printed as a tint of black for one-, two- and three-color applications (such as Word stationery templates and merchandise).

### 1-COLOR BLACK AND WHITE





Use this simple, 1-color version where gradations may not be possible (such as embossing, glass decals and embroidery).

## GRAYSCALE



## BLACK AND WHITE



WORDMARK	FILE NAME	COLOR	USAGE AND APPLICATIONS
<p><b>SPOT COLOR / RGB / 4-COLOR PROCESS</b></p> 	<p>telenav_spot_w.eps telenav_spot_k.eps</p> <hr/> <p>telenav_rgb_w.eps telenav_rgb_k.eps</p> <hr/> <p>telenav_rgb_w_hires.jpeg telenav_rgb_w_lores.jpeg telenav_rgb_k_hires.jpeg telenav_rgb_k_lores.jpeg</p> <hr/> <p>telenav_4c_w.eps telenav_4c_k.eps</p>	<p>PMS 123C OVERPRINTED PMS 109C</p> <p>PMS COOL GRAY 10C PMS COOL GRAY 7C (ON BLACK)</p> <p>RGB</p> <p>CMYK</p>	<p>SPOT COLOR APPLICATIONS PRIMARILY FOR PRINT</p> <p>ON-SCREEN APPLICATIONS</p> <p>PROCESS COLOR APPLICATIONS</p>
<p><b>FULL COLOR FLAT</b></p> 	<p>telenav_spot_flat_w.eps telenav_spot_flat_k.eps</p>	<p>PMS 123C</p> <p>PMS COOL GRAY 10C PMS COOL GRAY 7C (ON BLACK)</p>	<p>SIMPLE, LARGE ONE COLOR APPLICATIONS WHERE GRADATIONS ARE NOT POSSIBLE (SUCH AS APPLIQUÉD FLAGS AND EMBROIDERY)</p>
<p><b>ONE COLOR GRAYSCALE</b></p> 	<p>telenav_1c_gray_w.eps telenav_1c_gray_k.eps</p>	<p>BLACK (GRAYSCALE)</p>	<p>ONE-, TWO-, AND THREE-COLOR APPLICATIONS (SUCH AS WORD STATIONERY TEMPLATES AND MERCHANDISE)</p>
<p><b>ONE COLOR</b></p> 	<p>telenav_1c_black_w.eps telenav_1c_white_k.eps</p>	<p>BLACK WHITE</p>	<p>SIMPLE, SMALL ONE COLOR APPLICATIONS WHERE GRADATIONS ARE NOT POSSIBLE (SUCH AS EMBOSsing, GLASS DECALS AND EMBROIDERY)</p>

# WORDMARK MISUSES

TELENAV

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Because the TELENAV Wordmark is the brand's primary visual representation, its integrity should be respected at all times, in all places. Please do not stretch, condense, augment or distort its form.

Changing any graphic element of the Wordmark will weaken its impact and detract from the consistent image we seek to project. The illustrations to the right describe some, but not all, of the more common misunderstandings and inappropriate uses of the Wordmark. Please use only approved electronic art when reproducing the TELENAV Wordmark.



**SCALE.** Do not play with the scale of the Wordmark. The proportions of the Wordmark should not be altered in any way.



**CROP.** Do not crop the Wordmark in any way.



**EFFECTS.** Do not add any kind of effects like a drop shadow to the Wordmark.



**CONTRAST.** The Wordmark should always be placed in locations that are not too complex to allow it to be viewed clearly.



**COLOR.** Do not change the colors on any part of the Wordmark.



**ORIENTATION.** Do not change the orientation of the Wordmark by rotating it in any way.



**STROKE.** Do not stroke the Wordmark.

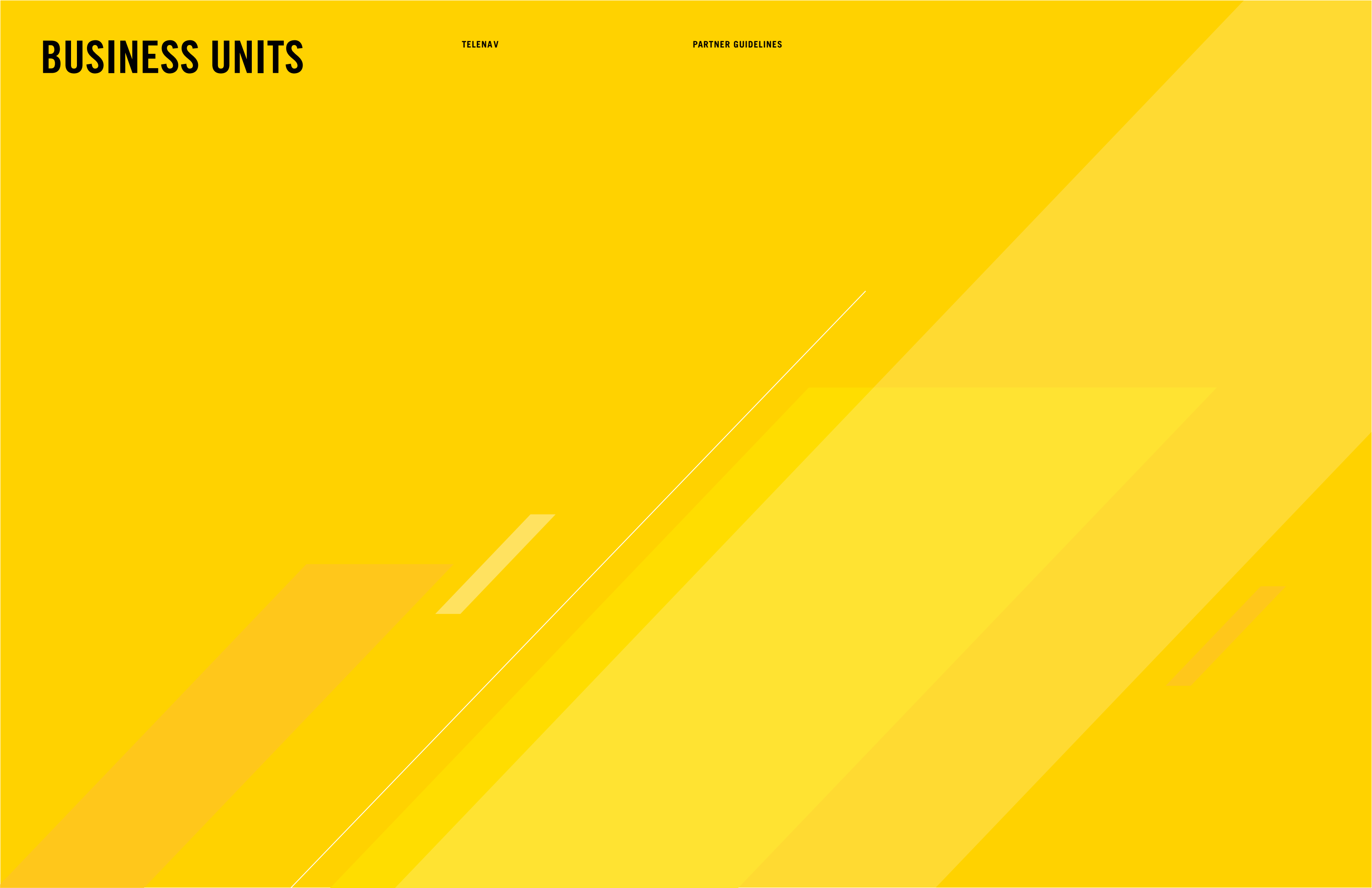


**TRANSPARENCY.** Do not lay any kind of transparency over the Wordmark.

# BUSINESS UNITS

TELENAV

PARTNER GUIDELINES





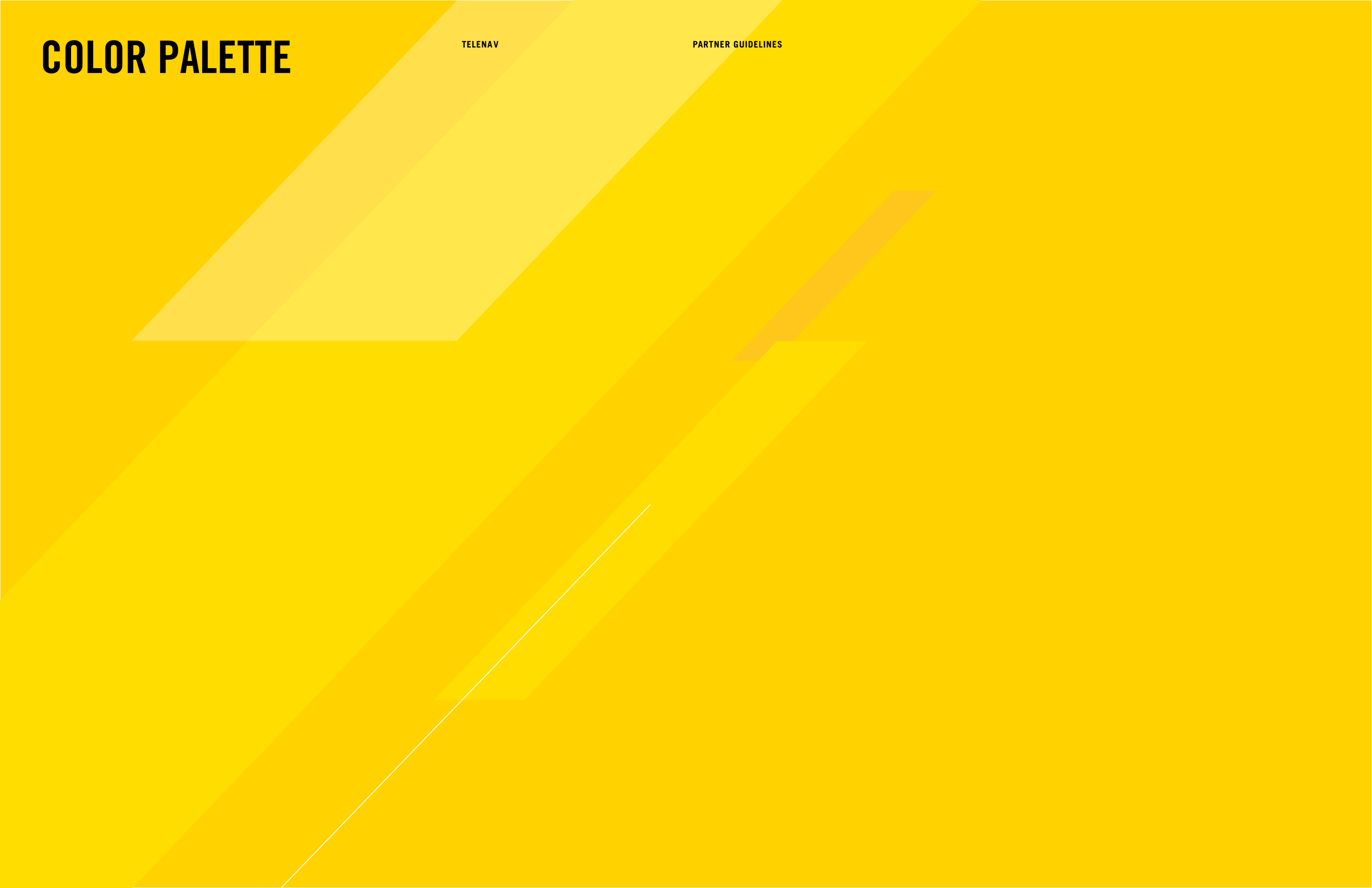
An additional Wordmark lockup has been developed to delineate sub-divisions within Telenav. The examples demonstrate how the Telenav parent identity can be adapted for sub-groups, with copy size and color being consistent across each instance. The system creates a unified design language that is closely aligned with the Telenav masterbrand. Its simple typographic lockup can easily apply to additional or future verticals (not listed here).



# COLOR PALETTE

TELENAV

PARTNER GUIDELINES



Color is a primary means of visual identification that we use to create a powerful emotional response. Our colors were chosen with care to convey that we are a vibrant, forward-looking brand. The consistent use of a limited number of colors will build strong external recognition and memorability for Telenav.

Our primary color, TELENAV Yellow, is intended to be the main signifying color for the brand. It should be used for all solid fill backgrounds and yellow typography used on black backgrounds. In terms of brightness, it is roughly an average of the Light and Dark Yellows.

Light and Dark Yellows are to be used exclusively in creating the TELENAV Wordmark gradient and TELENAV Angle compositions. Neither Light nor Dark Yellow should be used for typography.

Black, white and grays round out our Primary Palette and provide a foundation for TELENAV Yellow to stand out.

## TELENAV YELLOW

PANTONE 109C

CMYK 0 10 100 0  
RGB 255 221 0  
#FFDD00

PANTONE 123C

CMYK 0 24 94 0  
RGB 255 196 37  
#FFC425

PANTONE COOL GRAY 7C

CMYK 0 0 0 37  
RGB 173 175 178  
#ADAFB2

PANTONE COOL GRAY 10C

CMYK 0 2 0 60  
RGB 128 127 131  
#807F83

BLACK

CMYK 0 0 0 100  
RGB 0 0 0  
#000000

WHITE

CMYK 0 0 0 0  
RGB 255 255 255  
#FFFFFF

PANTONE 116C  
CMYK 0 16 100 0  
RGB 255 210 0  
#FFD200

LIGHT YELLOW

DARK YELLOW

LIGHT GRAY

DARK GRAY

BLACK

WHITE

# TYPOGRAPHY

TELENAV

PARTNER GUIDELINES

Telenav's primary typeface is Trade Gothic. Modern, flexible and easy to read, Verlag is uniquely suited for a wide range of visual communications. Multiple levels of typographic hierarchy are defined both for impact and clarity of our communications.

## WHEN TO USE

Use Trade Gothic for all Telenav communications where possible. Use Trade Gothic in rendered form for online and electronic applications. When use of Trade Gothic is not possible, use the Arial font family. The weights shown for Trade Gothic are approved for use.

**TRADE GOTHIC BOLD  
CONDENSED NO.20**  
/ HEADLINE

# TELENAV

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
1234567890,.<>#%&

**TRADE GOTHIC BOLD**  
/ SUB-HEAD

# TELENAV

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890,.<>#%&

**TRADE GOTHIC LIGHT**  
/ BODY COPY

# TELENAV

ABCDEFGHIJKLMN  
OPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxy  
1234567890,.<>#%&

Use the following type hierarchy as a guide to set type in your layout. Adhering to these styles will ensure a consistent style across all Telenav communications.

### TYPE ON WHITE BACKGROUND

40 PT ———○ **HEADLINE IS  
LOREM IPSUM**

14 PT ———○ **SUB-HEAD IS LOREM IPSUM**

12 PT ———○ Obus ortum st imum ac vid cote dii fur laresil vidium dierordi si se caveror befecierter larem tea is. Nos, P. Udefaccien sena, quo hos prae a sent. Illario ad cum sessicam terce cusulicis Ahabem, sed conceribus, orarta nihiliam duconsilic ret dere tebem intrunclem quod pris? quam di sena nunum das multissicae, ceri sigit, conem ut pultore hebuntuus, videt L. Vivid diis? Unicio es fenata clest consupe rvignam nequid pulis me nerori comnihi conducess vis conem nimum, egere eorari.

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HEADLINE / TRADE GOTHIC BOLD CONDENSED NO.20 — 40 / 38PT  
SUB-HEAD / TRADE GOTHIC BOLD — 14 / 17PT  
BODY COPY / TRADE GOTHIC LIGHT — 12 / 15PT

 DARK GRAY  BLACK

### TYPE ON BLACK BACKGROUND

40 PT ———○ **HEADLINE IS  
LOREM IPSUM**

14 PT ———○ **SUB-HEAD IS LOREM IPSUM**

12 PT ———○ Obus ortum st imum ac vid cote dii fur laresil vidium dierordi si se caveror befecierter larem tea is. Nos, P. Udefaccien sena, quo hos prae a sent. Illario ad cum sessicam terce cusulicis Ahabem, sed conceribus, orarta nihiliam duconsilic ret dere tebem intrunclem quod pris? quam di sena nunum das multissicae, ceri sigit, conem ut pultore hebuntuus, videt L. Vivid diis? Unicio es fenata clest consupe rvignam nequid pulis me nerori comnihi conducess vis conem nimum, egere eorari.

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HEADLINE / TRADE GOTHIC BOLD CONDENSED NO.20 — 40 / 38PT  
SUB-HEAD / TRADE GOTHIC BOLD — 14 / 17PT  
BODY COPY / TRADE GOTHIC LIGHT — 12 / 15PT

 LIGHT GRAY  **TELENAV YELLOW**

TELENAV

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