

Logo Usage Guidelines

2018

hotstar

PRIMARY LOGO - HORIZONTAL

Our logo represents how we're taking Star to a new level, rethinking and redefining our brand for a new audience, new platform, and new era. The bright color spectrum, which appears on a black background, represents how this new Star is emerging from a universe of content to fill our audience's world with a variety of great stories.

We use our primary logo at a large scale; it is celebrated as an expressive and confident element of the brand's visual identity. There are two versions of our logo, one for large scale use, and another for small applications.

This version of the logo is used in all our applications except the endslates of the video.

hotstar



Minimum Size: 270px High



PRIMARY LOGO - VERTICAL

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hotstar

Minimum Size: 500px High



hotstar

LOGO CONSTRUCTION - HORIZONTAL

In order to allow our logo to really shine, it is to be used on a black, background. It is never recommended to use the logo on a white background, but when doing so is unavoidable, you must use the greyscale lockup.

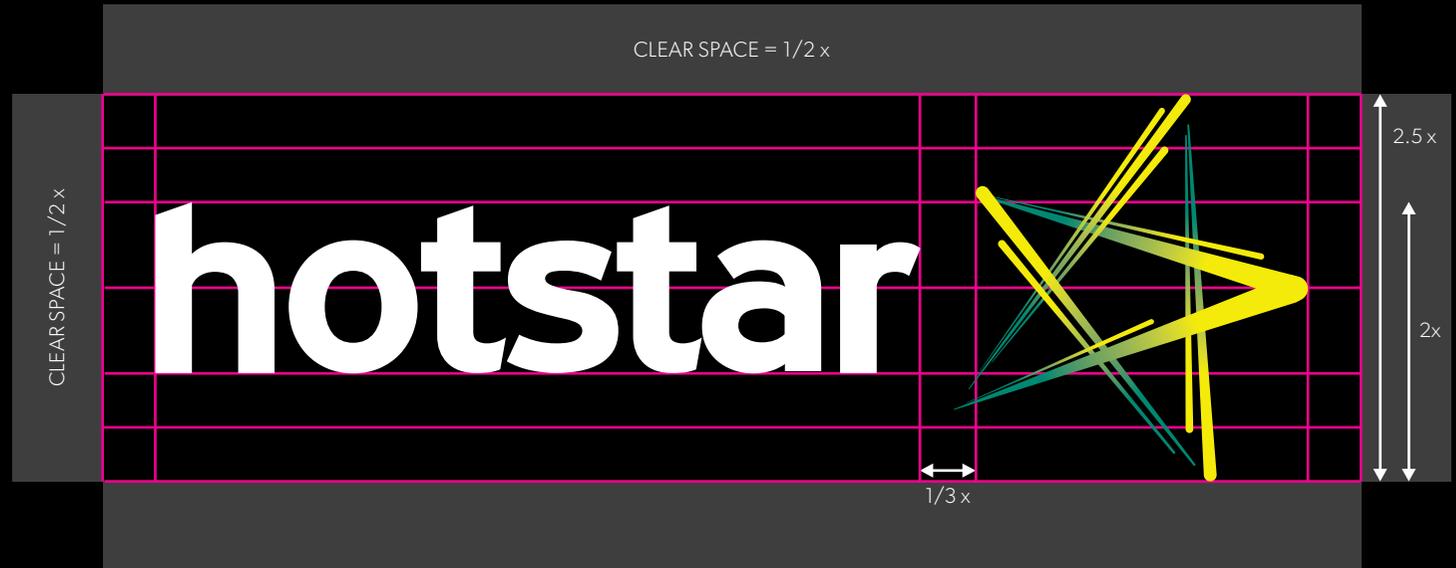
MINIMUM SIZE

The logo should always be sized correctly to allow for legibility and successful reproduction. Although we primarily use the logo at a large scale, for the infrequent usages when a small logo is necessary, do not size it any smaller than 90px high. Make sure the logo retains its proportion when it is scaled in size.

CLEAR SPACE

Always keep the proper clear space around the logo, ensuring it is free of other visual elements.

Maintaining the height of 'h' as the value of x



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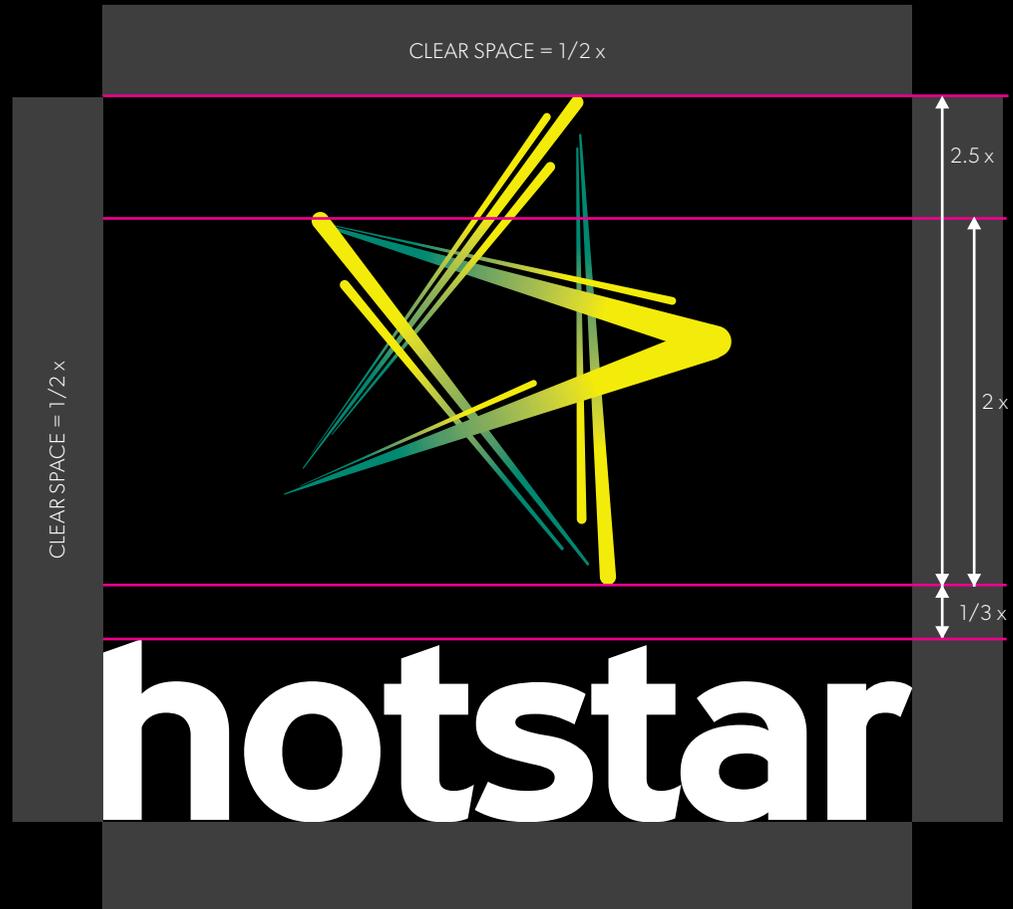
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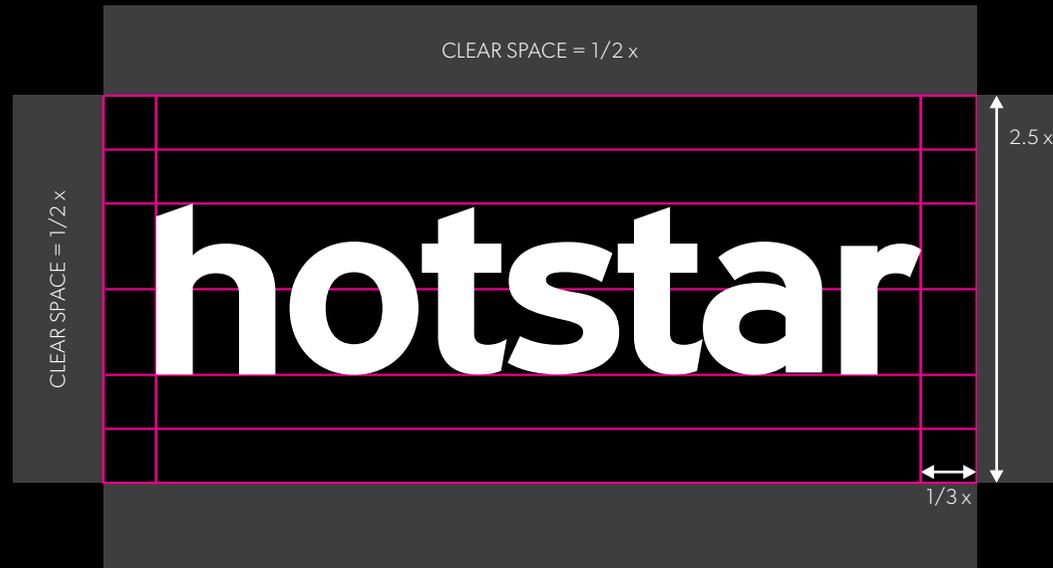
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CLEAR SPACE

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Maintaining the height of 'h' as the value of x



LOGO CONSTRUCTION

Logo used only for small size usage or on black background and white background.

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LOGO DON'TS HORIZONTAL & VERTICAL

The identity system must not be altered or manipulated. Always present the logo fully and make sure it's clearly visible.

Do not:

- Alter or partially cover the logo.
- Alter the proportions, position or letter spacing.
- Stretch, condense distort or separate logo elements.
- Alter the color or add effects (drop shadow, glow, etc.)
- Replace the logotype or tagline with another typeface.
- Place an image either within or behind the logo.
- Rotate (vertically, horizontally or diagonally) or flip.



Disclaimer

These Hotstar Logo Usage Guidelines are for those who wish to use Hotstar trademarks or logos (“Hotstar Logo(s)”) in any material, mediums or modes. To request use of the Hotstar Logo(s) for your purpose, please write to legal@hotstar.com. Kindly note that any use of Hotstar Logos without the prior written consent/authorisation of Novi Digital Entertainment Private Limited (“Novi”) or any use outside of the usage as permitted is prohibited and will constitute infringement.

By using Hotstar Logo(s), in whole or in part, you acknowledge Novi’s affiliate Star Television Productions Limited (“STPL”) as the sole owner of the Hotstar Logo(s) and agree that you will:

- a) Not interfere with any rights, title, or interest in the Hotstar Logo(s), including challenging STPLs’ use, registration of, or application to register the Hotstar Logo(s), alone or in combination with other words, including but not limited to any marks comprising, imitating or confusingly/-deceptively similar to the Hotstar Logo(s), anywhere in the world;
- b) not dilute, harm, misuse, or bring into disrepute any Hotstar Logo(s).
- c) use the Hotstar Logo(s) solely as permitted by Novi and only in accordance with these Hotstar Logo Usage Guidelines.

Novi reserves the right to revoke the permission for use of the Hotstar Logo(s), at any time, including in the event where Novi is of the opinion that your use of the Hotstar Logo(s) is beyond the scope of these Hotstar Logo Usage Guidelines or is likely to infringe the rights of third parties including STPL. In such case, you must immediately cease all uses, distribution, or publication of the Hotstar Logo(s).

The goodwill derived from using any part of any Hotstar Logo(s) exclusively inures to the benefit of and belongs to STPL. Except for the limited right to use as expressly permitted upon prior written consent from Novi, no other rights of any kind are granted to you hereunder, by implication or otherwise. All rights are reserved by STPL, and/or Novi, as the case may be. Novi reserves the right to add to, alter, revise the Hotstar Logo Usage Guidelines at any time without prior notice.

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