



DotCom Visual Design Style Guide

Version 1.2 / June 2015

DStv DotCom Introduction

DStv DotCom gives DStv Premium subscribers access to some of the best DStv shows, sport and more, to enjoy whenever and wherever they like.

Available on your smart devices and online. There's always something to watch with DStv ...and it's all on YOUR terms.



DStv DotCom brand colours

DStv blues

Our colour palette is made up of the DStv Primary Blue, the DStv Activated Blue and various tints of the DStv Core Blue.

When to use Activated Blue

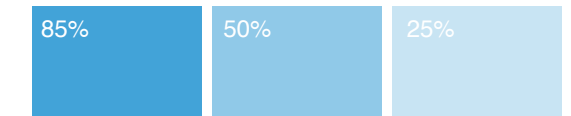
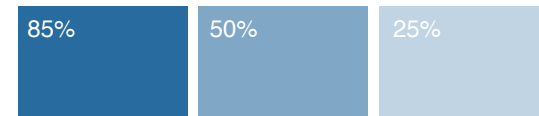
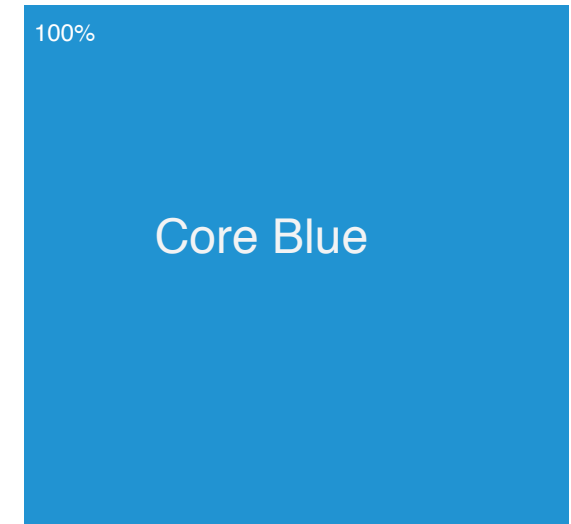
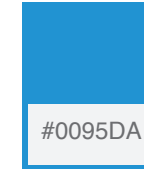
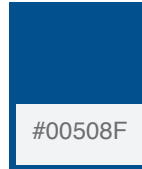
Use Activated Blue to indicate a text link as the hover or activated colour.

When to use Core Blue

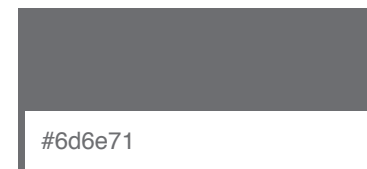
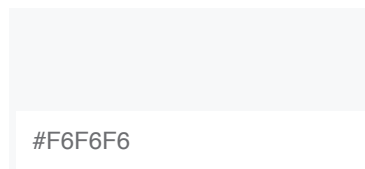
Use Core Blue to indicate a text link whether it appears in a paragraph or a heading.

Supporting Colours

The white logo works well when contrasted against the activated blue, black environment. The blue logo works well in a light / white environment.



Supporting Colours



Clear space

Clear space is the minimum “breathing room” that must be maintained around our logo to preserve its integrity, ensuring it is always legible and easily identifiable.

Do not position any text, graphic element, or other visual marks inside the recommended clear space.

Determining the clear space

The clear space is determined by the height of “D” in the wordmark and is equal to 1.5 x D.

All versions of the logo have the minimum clear space.



Typography **Body Copy**

Helvetica

DStv DotCom's primary typeface is Helvetica Regular, a modern, flexible and easy-to-read font that gives impact and clarity to communications.

Use Helvetica Regular for major DStv DotCom communications. e.g Billboards, Headlines, Straps. When use of Helvetica Regular is not possible, use the system typeface, Helvetica.

Approved weights

Helvetica Regular
Helvetica Light
Minimum font size = 12px.

Use helvetica for all supporting copy / copy less than 16px @72dpi.

Body copy must follow the rules specified.

Helvetica Regular

abcdefghi

ABCDEFGH I

12345@#

Helvetica Bold

abcdefghi

ABCDEFGH I

12345@#

Aa

Typography **Body Copy**

Colour

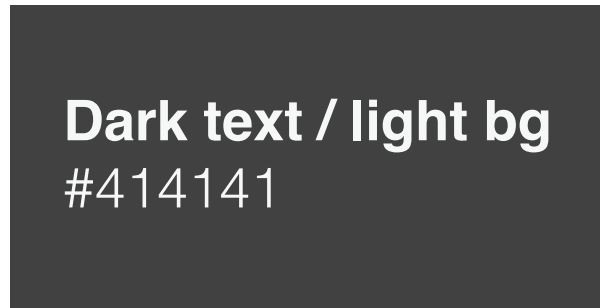
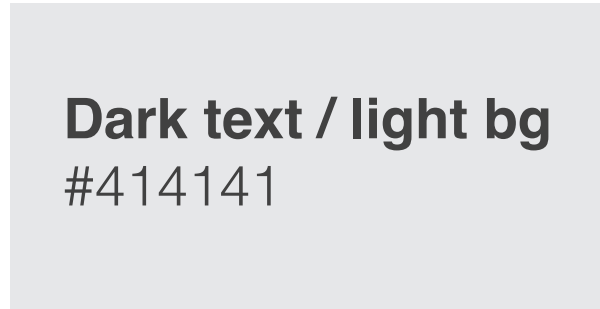
Contrast dark text (not pure black) on a light surface to gain maximum readability. Light text (not pure white) on a dark background should be used sparingly

Spacing

Body Copy should have a margin of at least 10px average character spaces between the text and bordering elements.

Canvas

Keep copy backgrounds plain. Solid colours or slight gradients can be used. Don't use textures or imagery behind large areas / blocks of text.



Sizes

40px =

46px line height
-0.02em letter spacing

20px =

26px line height
-0.02em letter spacing

18px =

24px line height
-0.01em letter spacing

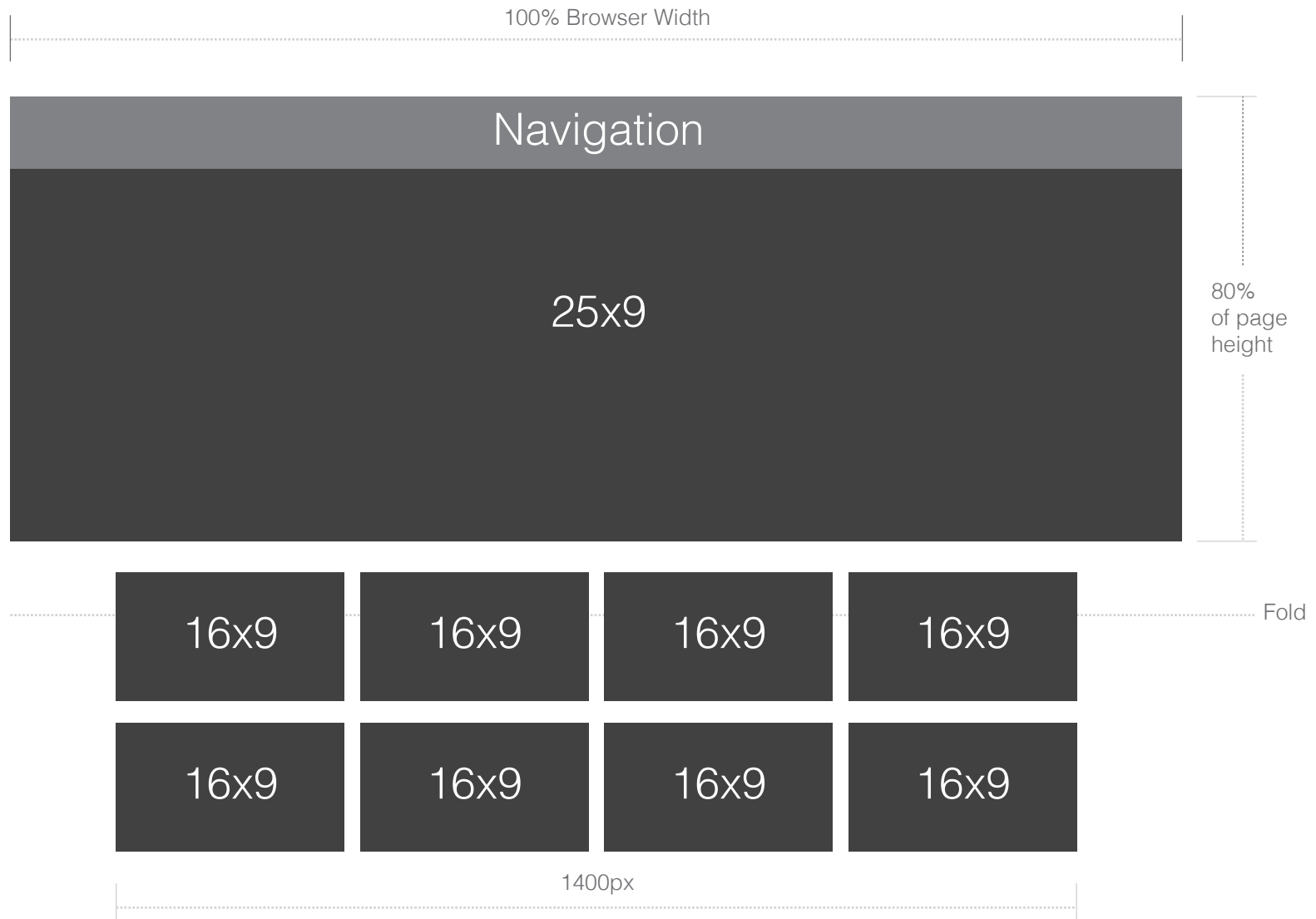
14px =

20px line height
-0.01em letter spacing

12px =

18px line height
-0.01em letter spacing

Page Layout Grid



Page Layout MegaNavigation - Web View

Heading

Font-type: Helvetica
Font-size: 2.2rem
Color: #00508F

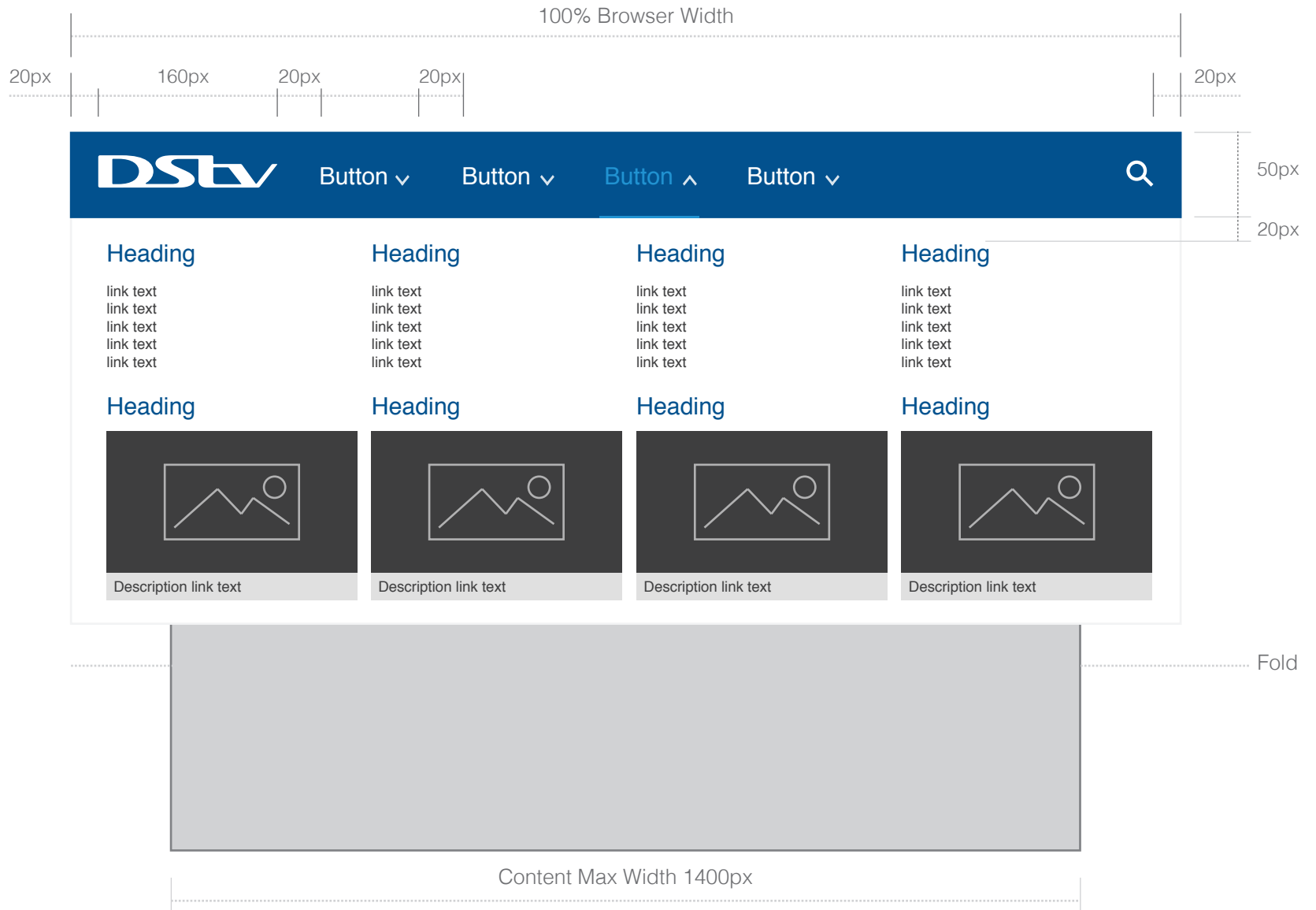
Links

Font-type: Helvetica
Font-size: 1.6rem
Color: #000000

Note: Links should not exceed 5 x links per heading.

Thumbnails

Thumbnail Ratio: 16 x 9
Font-type: Helvetica
Font-size: 1.6rem
Color: #000000



Page Layout MegaNavigation - Mobile View

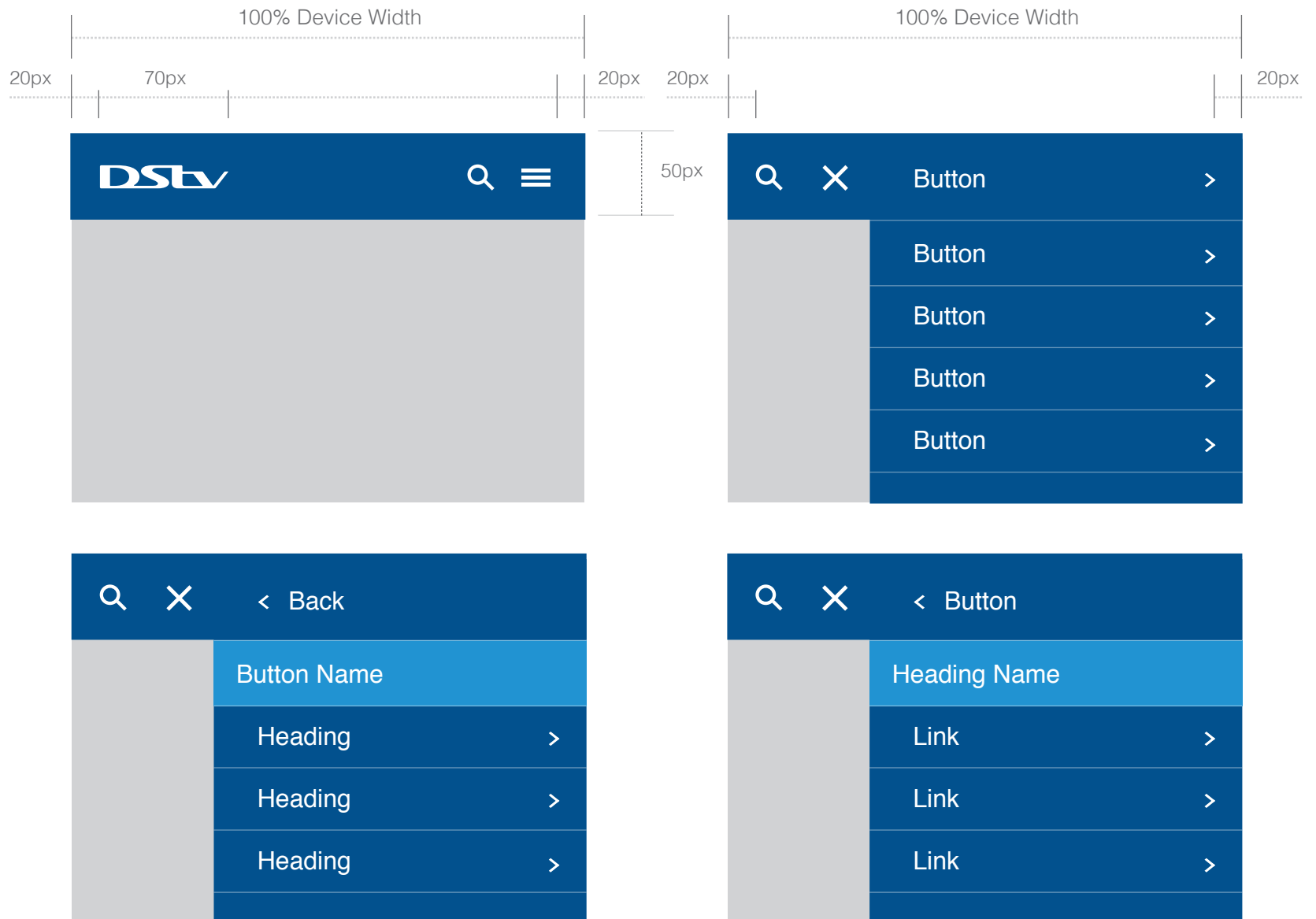
Heading

Font-type: Helvetica
Font-size: 18px
Color: #00508F

Links

Font-type: Helvetica
Font-size: 18px
Color: #000000

Note: Links should not exceed 5 x links per heading.



Page Layout **Billboard**

Main Heading

Font-type: Helvetica
Font-size: 48px
Color: #FFFFFF

Call to Action

Font-type: Helvetica
Font-size: 20px
Color: #FFFFFF

Note: Links should not exceed 20 characters per call to action.

*Billboard area

Thumbnail Ratio: 25 x 9
Max-height: 700px
Min-height: 360px
Info position: 15%, Left float

