

BRAND KIT · VERSION 1.1 · 16 MAY 2026

How **Digi2L** looks. Sounds. Behaves.

A working brand kit for OEM partners, resellers, logistics partners, press, and our own team. Use it as a reference, download what you need, and reach out if something's missing.

01 · THE DIGI2L STORY

Every appliance is too valuable, and too consequential planet, to be lost to the scrap dealer.

MISSION

Give every appliance a fair, dignified second life.

POSITIONING

The trusted, transparent way to sell, exchange, and buy premium home appliances — backed by AI valuation, doorstep local brand-partner network.

PROMISE

Fair value. Frictionless. First time.

02 · LOGO SYSTEM

The wordmark is the brand.

The Digi2L logo is a custom wordmark. **DIGI** and **L** are set in Midnight Navy. The **2** – the pivot, the moment of transformation – is set in Voltage Green. This split is the only color treatment the logo ever takes.



DIGI2L

Primary wordmark

Default. Light backgrounds.

The logo 'DIGI2L' is centered on a dark navy blue background. The letters 'D', 'I', 'G', 'I', and 'L' are white, while the '2' is a vibrant green. The font is a clean, modern sans-serif.

DIGI2L

Reverse wordmark

Dark backgrounds, photos.

The logo 'DIGI2L' is centered on a plain white background. The letters are a dark navy blue color. The font is a clean, modern sans-serif.

DIGI2L

Mono navy

Single-colour: foil, watermark, mono print.

DIGI2L

Mono white

Knockout on full-bleed photography.

Clear space

Always leave clear space around the logo equal to the height of the letter **D** stem. Nothing – text, image, or rule – enters

The image shows the 'Digi2L' logo centered within a light gray rounded rectangle. A dashed white border surrounds the rectangle, indicating the required clear space. The '2' in the logo is colored green, while the other characters are black.

DIGI2L

Minimum size

Below these thresholds the wordmark stops reading. Use the icon roundel instead.

Web / app header

Favicon / app icon (roundel)

Print


Logo misuse

- ✗ Don't recolour the 2 – it is always Voltage Green
- ✗ Don't stretch, condense, rotate, or warp
- ✗ Don't apply gradients to the wordmark itself
- ✗ Don't add a fixed tagline lockup under the
- ✗ Don't place on busy photography without a navy or white scrim
- ✗ Don't use the older arrow-ring Digi2L graphic deprecated

Two brand colours. Used with discipline.

The palette is intentionally narrow. Midnight Navy carries the substance; Voltage Green carries the moment. Everything else is a neutral or a semantic signal. Both brand colours were measured directly from the wordmark artwork – they are not approximations.

PRIMARY 950
Midnight Navy (core)




#0A1425
RGB 10, 20, 37
CMYK 100 / 85 / 40 / 70
On white: **17.6 : 1**

PRIMARY 900 (WORKING)

#0F1E3D
RGB 15, 30, 61
CMYK 100 / 82 / 35 / 55
On white: **16.5 : 1**

PRIMARY 800
Deep Indigo



#1A2D5C
RGB 26, 45, 92
CMYK 95 / 75 / 15 / 45
On white: **10.6 : 1**

ACCENT 500 · BRAND IDENTITY ONLY
Voltage Green

#5DAE3E
RGB 93, 174, 62
CMYK 60 / 0 / 95 / 15
On white: **2.8 : 1** · decoration ≥40 px or

ACCENT 600 · WORKING
INTERACTIVE
Forest Press



#3F8E2C

RGB 63, 142, 44

CMYK 70 / 0 / 95 / 30

On white: 4.1 : 1 · CTAs, focus, success

ACCENT 100 · SOFT SUCCESS BC
Spring Mist




#E8F5E2

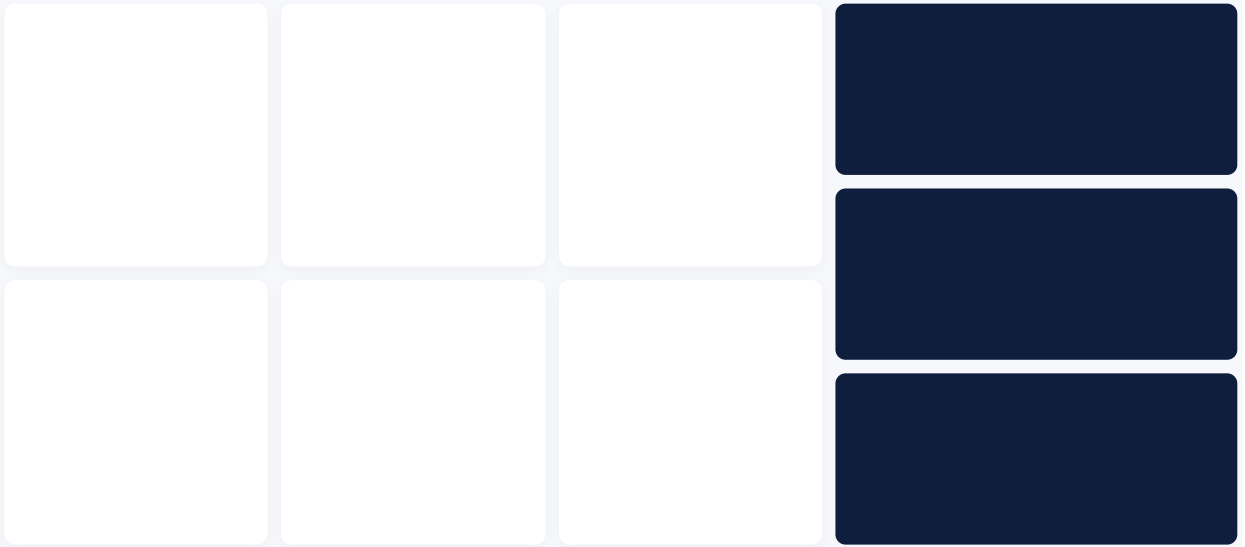
RGB 232, 245, 226

CMYK 8 / 0 / 15 / 0

The 60–30–10 rule

Hold every page to roughly:

-  **60 % neutrals** – background, white surfaces, mist
-  **30 % Midnight Navy** – type, nav, footer, primary surfaces
-  **10 % brand green** – Voltage Green for ≥ 40 px hero decoration; Forest Press for the one primary CTA per f success





Voltage Green is a brand-identity colour, not an interactive colour.

Voltage Green `#5DAE3E` scores only 2.8:1 against white – below WCAG's 3:1 floor for graphical UI contrast, and 4.5:1 for body text. Use it on the wordmark, swatches, and decorative type ≥ 40 px. For every interactive use (focus rings, links, success ticks) – use Forest Press `#3F8E2C` (4.1:1, passes AA Large + 1.4.11 graphical UI). The difference is small enough that users perceive them as the same brand green, but the contrast difference is the difference between a brand that ships and a brand that fails an accessibility audit.

Inter for the headlines. Manrope for the prose.

Both faces are free on Google Fonts. The pair is intentional — Inter carries the geometric authority of the wordmark; Manrope adds warmth in long-form. Don't substitute, don't mix the roles.

Inter

Display · weights 7

Aa Bb 0123

The fair price for your fridge.

Tabular numerics for prices: ₹8,400 · ₹12,250 · ₹37,900

Manrope

Body · weights 4

Aa Bb 0123

Digi2L gives every appliance a dignified second life — sell it, exchange it, or buy one that already had one. Fair price, dc instant payment.

Caption · meta · helper text · timestamps. Manrope at 14 px stays legible without competing with body copy.

DISPLAY

40 → 96 px

weight 900

Hero only

H1

32 → 56 px

weight 800

Page heroes

H2

28 → 40 px

weight 700

Sections

BODY

16 px

weight 400

Default

A friend who happens to know the resale price of your fridge.

Confident, plain-spoken, useful. We are a national brand, not a polished one. Three rules:

01

Lead with the number.

Your Samsung 253L fridge: ₹8,400. Then explain.

02

Use the words a friend uses.

Pickup, not reverse logistics. Fair price, not competitive valuation.

03

Don't apologise for being a business.

No we humbly request. Say tell us your address.

Microcopy in practice

SAY THIS	NOT THIS
✓ Your old appliance is worth more than you think.	✗ The curated lifecycle.
✓ Get my price	✗ Start selling
✓ Shop certified appliances	✗ Explore SmartBuy
✓ Partnered with	✗ Trusted by global tech leaders

✓ Done. We're on the way.

✗ ~~Your request has been submitted.~~

✓ No orders yet. Want to sell something?

✗ ~~There are currently no items to display.~~

Mini glossary

Sell

not *Dispose / dispense*

Fair price

not *Best price / unbeatable price*

Pickup

not *Reverse logistics / dispatch*

Quality Check (QC)

not *Inspection / audit*

Trade-in

not *Buyback (except for the product Assured Buyback)*

Smart Buy

not *Refurb / pre-owned*

When you're running an exchange with us.

For OEMs, resellers, logistics partners, and media: how to show the Digi2L wordmark next to yours, in copy and in print.

In layout

- ✓ Use the primary wordmark on light backgrounds, reverse on dark.
- ✓ Lock up side-by-side with a 1× D-stem vertical rule, equal optical weight.
- ✗ Never make the Digi2L wordmark smaller than 50 % of your own – we are an equal partner.
- ✗ Never imply endorsement we haven't given in writing.

In copy

- ✓ "In partnership with Digi2L"
- ✓ "Exchange your old appliance with Digi2L"
- ✗ "~~Powered by Digi2L~~" – we are a brand, not infrastructure.
- ✗ "~~A Digi2L company~~" – UTC Digital is the parent.

In press

First reference: "*Digi2L, a UTC Digital brand and India's first digital platform for used home appliances.*" Subsequent reference: "*the Digi2L platform.*"
Never "*the Digi2L platform.*"

Take what you need.

High-resolution raster PNGs of every wordmark variant, plus the app icon roundel at every common size. Vector SVG ships in the next release.

Wordmark

The image shows the primary wordmark 'DIGI2L' centered on a light blue background. The letters 'D', 'I', 'G', 'I', and 'L' are in a dark navy blue, while the '2' is in a vibrant green color.

Primary wordmark

Navy DIGI+L, green 2 · light backgrounds



DIGI2L

Reverse wordmark

White DIGI+L, green 2 · dark backgrounds



DIGI2L

Mono navy

Single colour · foil, watermark, mono print

DIGI2L

Mono white

Single colour · knockout on full-bleed photos

App icon · site favicon

The exact SVG served as the browser-tab favicon at digi2l.in. A circular recycling-arrow stroke wrapping the “D2L” monogram, in a green-blue-deep-green gradient. Scales cleanly to any tab size because it’s a vector; OS launchers letterbox or pad to a square as needed.



favicon.svg

📄 SVG · 679 bytes · scales to any size

Full brand kit as PDF

An 8-page partner-ready PDF of everything on this page. Regenerated before each release that touches the brand.



Need something else?

Vector SVG, co-brand lockups, press photos – write to brand@digi2l.co.in.

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© Digi2L, a UTC Digital brand. The live version is at digi2l.co.in/brand-kit.

DIGI2L

India's #1 platform to sell, exchange, and buy used home appliances. Free pickup. UPI payment in 2 hours. Partnered with Samsung, LG, Panasonic, Bosch, Whirlpool.



(<https://digi2l.in>)



(<https://digi2l.in>)

PLATFORM

Sell your appliance

Value Calculator

Bulk / Corporate

COMPANY

About Us

Sustainability

CATEGORIES

Fridges

Washing Machines

Televisions

Air Conditioners

SUPPORT

Help Center

Contact Us

[Careers](#)

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[Brand Kit](#)

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