

The Sri Lanka Telecom logo

It says a lot about us

The current Sri Lanka Telecom logo was designed in 1998 and has remained unchanged for well over 12 years. It is a logo which is now entrenched in the minds of all Sri Lankans from all walks of life. In 2011, with the launch of the 'One Country. One Voice.' campaign, the Sri Lanka Telecom logo has seen a slight evolution in its design and stature.

The upward wave or S-Stroke, symbolizes the passionate pursuit of Sri Lanka Telecom with regard to always being up to date with state-of-the-art technologies and corporate systems. It also symbolizes the ability of SLT to move with the times and meet all customer expectations. The curves on the S-Stroke symbolize the flexibility of the Company and the ability to accommodate and adapt to ever changing expectations and needs of consumers, technological advancements and trends. The fluid motion of the S-Stroke portrays the accelerated efficiency and skilful productivity of Sri Lanka Telecom in all aspects.

The seven spheres of the logo depict several aspects. Firstly, it forms the letters L and T. It also symbolizes the seven brand values of Sri Lanka Telecom.

The top four spheres or dots represents the customer care platform of the Company.

- Service excellence
- Total customer care
- Total Quality Management
- Continuous improvement to reach new heights

The bottom three spheres or dots represent the technology platform of the Company.

- Forefront of technology
- Building a state-of-the-art network for the future
- Serving the nation (with island wide reach), for today and tomorrow

The Sri Lanka Telecom logo must always be used as specified in the brand guideline document. It should not be disproportionately scaled, tampered with or redesigned in any form. The logo which is provided in the corporate guideline CD should be used as the digital master artwork at all times.



Mechanical representation of the logo

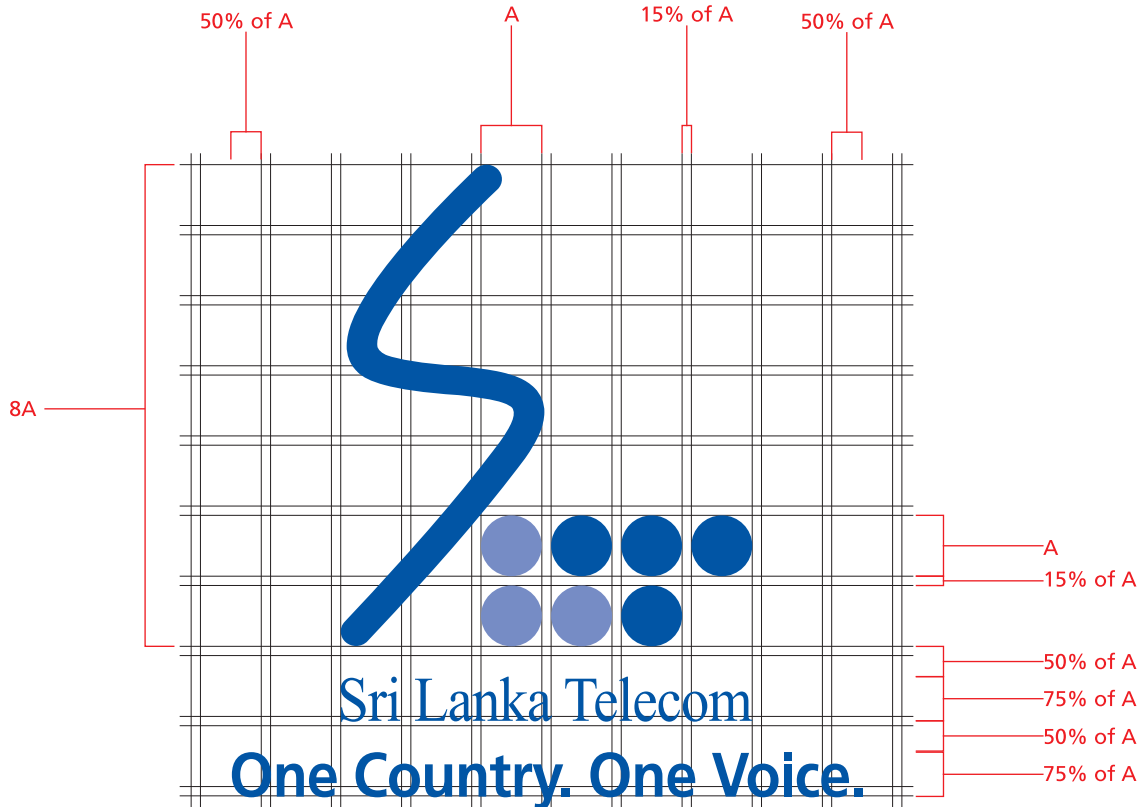
The Sri Lanka Telecom logo has seen a slight evolution in its design. Whilst retaining its original form, a few minor enhancements have been taken into consideration to further strengthen the uniformity of the logo.

S-Stroke:

The S-Stroke of the logo now has rounded edges on the top and bottom ends. This is to further improve its uniformity in relation to the seven dots which represents the seven values of Sri Lanka Telecom. The stroke thickness has also been equalized to increase uniformity and solidity.

Inclusion of tag line:

With the launch of the 'One Country. One Voice.' campaign, The Sri Lanka Telecom logo has been aptly partnered with its proposition line. Therefore, the corporate logo, the company name and proposition line have become one holistic corporate branding device.



Sri Lanka Telecom corporate blue

Corporate colour

Sri Lanka Telecom is represented by the colour blue. Blue depicts many aspects for a corporate entity. Primarily it represents stability, trustworthiness, dependability and commitment.

The Sri Lanka Telecom logo uses Pantone Reflex Blue C and a 55% tint of the same colour.

Pantone Reflex Blue C



Sri Lanka Telecom logo

Corporate logo colour usage

The following printing specifications and colour percentages must be used when reproducing the Sri Lanka Telecom logo.

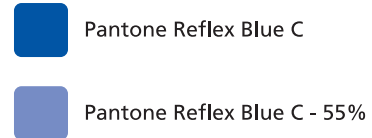
The logo can be reproduced using the Pantone Colour Matching System (PMS), CMYK and Black.

All the elements in the corporate logo can be reproduced with Pantone Reflex Blue C, cyan and magenta process colours and black as mentioned below. The dots which form the letter 'L' is printed with a 55% tint of Pantone Reflex Blue C or 50% black when being reproduced only in black.



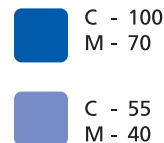
Pantone Logo

This should be used when only Pantone colour printing is available.



CMYK Logo

This should be used when only CMYK colour printing is available.



Black & White Logo

This should be used when only 1 colour printing is available.

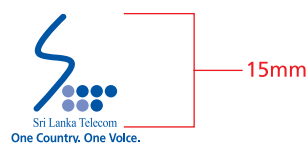


Logo usage formats

Primary format

The Sri Lanka Telecom logo as mentioned before consists of three elements. The S-Stroke and Dots, The Sri Lanka Telecom Company name and the 'One Country. One Voice.' tag line.

The logo format below is the preferred, primary stacked option in all languages. It must be used on all above the line communication.



Minimum logo size

Minimum printing size of logo

The minimum print size of the logo should be 15mm. However, there may be instances where the logo is required to be reproduced below this specified size (eg: branding on pen). If so, it would be advisable to use the horizontal version of the logo format to avoid illegibility of the logo elements.

Logo usage formats

Stacked and Horizontal

The following logo format options are reserved for below the line communication.

This option could be used where vertical placement of the logo is required with minimal lateral spacing. This option also provides more weight on the proposition line.



This horizontal logo option can be used on layouts or artworks which require horizontal spacing with restrictions on height.



This secondary horizontal logo option is used to obtain maximum coverage on extra long layouts which require added weight on the proposition line.



Logo usage formats

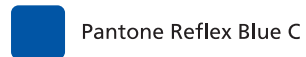
Usage of logo in reverse and on corporate background

In the instance where the corporate logo must be reproduced in reverse (open white letters) the following specifications must be utilized at all times.



Pantone Logo in corporate background

This should be used when only Pantone colour printing is available.



Pantone Reflex Blue C



CMYK Logo

This should be used when only CMYK colour printing is available.



C - 100
M - 70



Black & White Logo

This should be used when only 1 colour printing is available.



K - 100