

# BRAND GUIDELINES

VISUAL IDENTITY MANUAL



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# BRAND OVERVIEW



# ABOUT ACTORS CRICKET BASH

Launched in 2019 in Mumbai, Actors Cricket Bash (ACB) is where Entertainment, Sports, and Business come together. Actors from various film industries join forces to play cricket in a fun and competitive league. ACB gives these stars a chance to show off their cricket skills and promotes fitness through sports. It's a unique way to see your favorite actors in a different light, enjoying the game and building friendships. ACB is all about bringing the excitement of cricket and the glamour of the entertainment world under one roof.



# OUR STORY

The foundation of ACB was laid by Dilip Agrawal, who has over 30 years of experience in sports management, branding, and event production, started in banking but found his true calling in sports. He has managed major teams like "Mumbai Heroes" in the Celebrity Cricket League and "Bengal Warriors" in the Pro Kabaddi League, and served as Team Director of the "Samp Army" in the T10 Universe.

Dilip also created "Boxy Boyz," India's first celebrity sports team, now boasting over 100 top actors and models. In 2019, Dilip launched Actor's Cricket Bash (ACB), an all-actors professional cricket tournament. Over four seasons, ACB has featured more than 120 TV stars playing competitive cricket, blending entertainment and sports, and promoting fitness and camaraderie among celebrities.



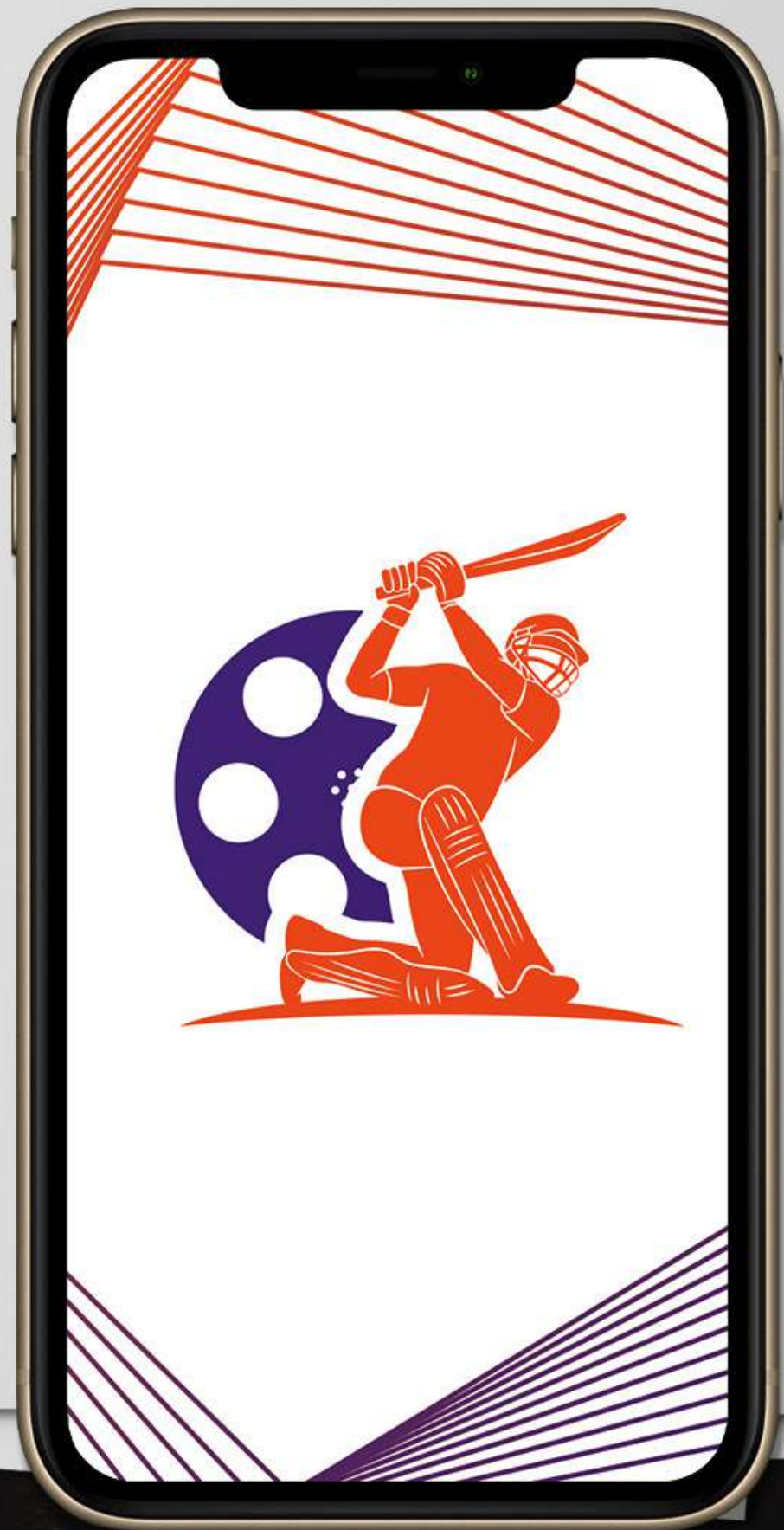
# MISSION

We bring actors from different film industries together to play professional cricket, promoting fitness and friendship. ACB creates a fun and exciting space where sports and entertainment meet, delighting fans and encouraging healthy competition.

# VISION

To be the ultimate platform where actors showcase their cricket skills, inspiring fans and promoting a healthy lifestyle. We aim to blend sports and entertainment, creating unforgettable experiences and building a community among celebrities and fans.





**BRAND**

**PERSONALITY**



# ARCHETYPE

ACB embodies the "Hero" archetype, showcasing actors as modern-day heroes on the cricket field. It highlights qualities of bravery, skill, and excellence, promoting fitness and teamwork.

ACB inspires fans by blending sports and entertainment, creating a dynamic platform for competition and camaraderie.



# PERSONA

- Dynamic
- Inspirational
- Entertaining
- Competitive
- Camaraderie-driven
- Vibrant



# tone of communication

1. **Energetic:** Using enthusiastic language to convey excitement and passion for cricket and entertainment.
2. **Inclusive:** Welcoming and embracing all actors and fans, fostering a sense of belonging and participation.
3. **Informative:** Providing clear and concise information about events, matches, and initiatives.
4. **Celebratory:** Highlighting achievements and successes of players and teams, creating a festive atmosphere.
5. **Engaging:** Interacting actively with fans through social media, encouraging feedback, and interaction during matches and events.





ACB  
MAXIMUM SIXES  
SEASON-2

ACB  
MOST VALUABLE PLAYER  
SEASON-2

ACB  
GOLDEN BAT

GOLDEN BAT  
ACB

ACB  
BEST BATSMAN  
2021

ACB  
BEST BOWLER  
2021

# BRAND LOGO



# PRIMARY LOGO

This logo combines the worlds of cricket and cinema. Cricket is one of the most popular sports in India, and Bollywood is the world's largest film industry. The ACB is a cricket series featuring celebrities and artist from across the entertainment world and digital platforms.



# COLOR VERSIONS

Orange Stump is a bright and energetic color that is associated with sports and competition. Violet Sweep is a color that is associated with royalty, luxury, and creativity. They are used together to create a visually interesting and energetic logo.



# MONOCHROME VERSIONS

In situations with limited colour usage, the monochrome version of the Actors Cricket Bash logo is used to ensure recognition and impact.





# USAGE GUIDES



# EXCLUSION ZONE

An exclusion zone is typically a clear area around a logo that ensures there's enough space for the logo to be recognizable and distinct from other elements on a page or application.



# OPTIMAL SIZE

Logos should be large enough to be clear and recognizable, but not so large that they take up too much space. Considering the amount of detail in the logo, it likely shouldn't be used at very small sizes.



# LOGO USAGE

Actors Cricket Bash's logo is used in its original form without alterations. It maintains its proportions and not be distorted. The logo is always surrounded by clear space for visibility and impact.

X

Rotated Logo



Compressed Logo

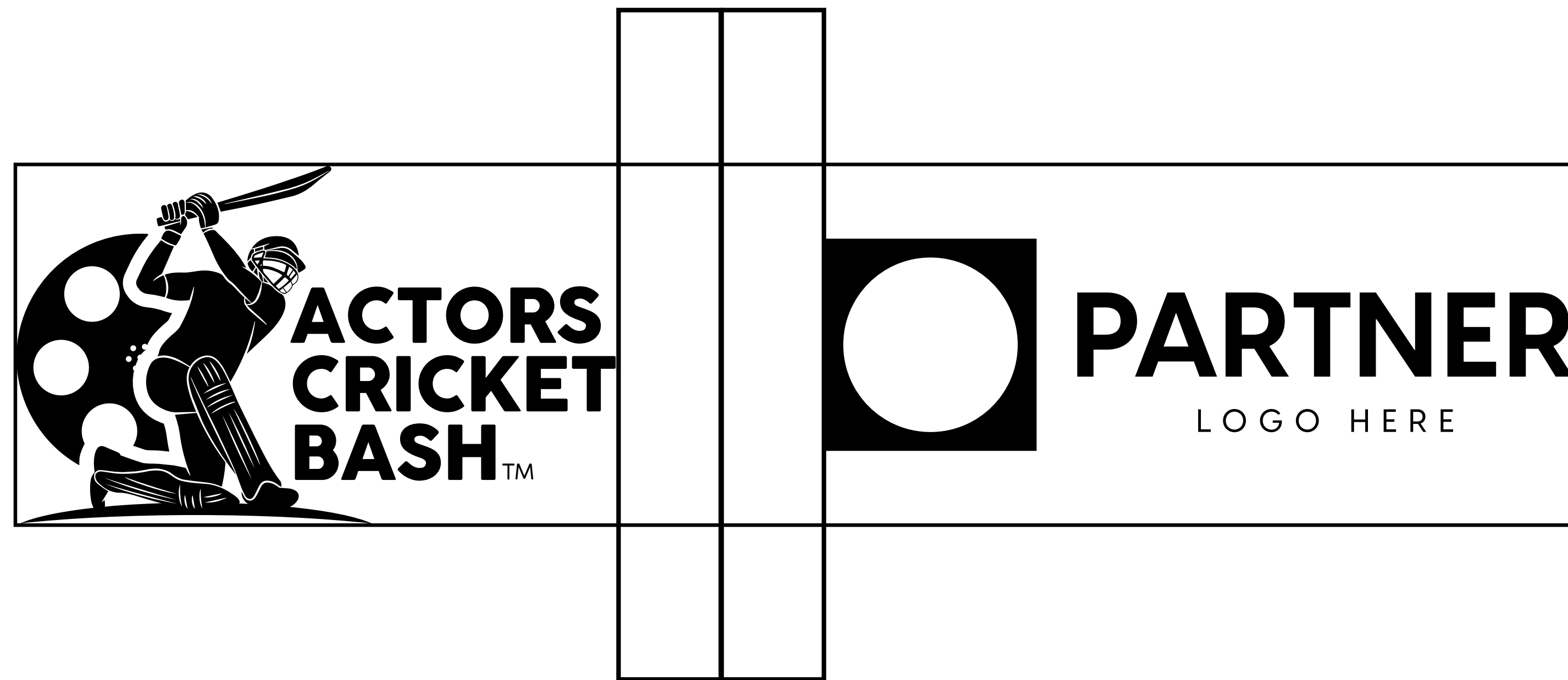


Reversed Logo



# CO-BRANDING

Here you can see how potential partnerships would look. To ensure flexibility, we created primary logo lockup. See below, how they were constructed.



# TITLE SPONSOR

Here you can see how potential partnerships would look. To ensure flexibility, we created primary logo lockup. See below, how they were constructed.





SANSAL  
SHEK VERMA

5

Vegaan

Vegaan

dafabet

# BRAND COLORS



# MAIN COLORS

Orange Stump is a bright and energetic color that is associated with sports and competition. Vilot Sweep is a color that is associated with royalty, luxury, and creativity.

**ORANGE  
STUMP**

HEX: #F05924  
RGB: (240,89,36)  
CMYK: (0,80,97,0)

**VILOT  
SWEEP**

HEX: #4F2D86  
RGB: (79,45,134)  
CMYK: (86,100,9,1)

**Black**

HEX: #000000  
RGB: (0,0,0)  
CMYK: (0,0,0,100)

**White**

HEX: #FFFFFF  
RGB: (255,255,255)  
CMYK: (0,0,0,0)



ACB

ACTORS  
CRICKET  
BASH™



ACTORS  
CRICKET  
BASH

# TYPO GRAPHY



# TYPEFACES

The typefaces are chosen to be attention-grabbing and bold, reflecting the excitement of a cricket match. The secondary typeface is chosen to contrast the bold text and differentiate the two parts of the event name.

## PRIMARY TYPEFACE

**Coco Gothic**

**Heavy**

**AaBbCcDdEeFfGgHhIiJj**

**KkLlMmNnOoPpQqRrSs**

**TtUuVvWwXxYyZz**

**Aa**

## SECONDARY TYPEFACE

Poppins

Regular

AaBbCcDdEeFfGgHhIiJj

KkLlMmNnOoPpQqRrSs

TtUuVvWwXxYyZz

**Aa**

# HIERARCHY

It is important to organize typography in a hierarchical system according to relative importance or inclusiveness through scale and function on communication. You can see how headlines, subheads and body copy are aligned.

**Main Heading**



75px

Subheading



46px

Paragraph



28px

Book Now



28px



# SOCIAL MEDIA & ADVERTISEMENT



# SOCIAL MEDIA VISUAL GUIDELINES

The logo is likely being used on social media to promote the Actors Cricket Bash (ACB), an event featuring celebrities and influencers from the entertainment world across platforms playing cricket. The logo is designed to be eye-catching and informative on social media. It effectively uses color, imagery, and text to promote the event.



WATCH YOUR FAVORITE  
ACTORS PLAY REAL CRICKET

WATCH NOW

SOCIAL MEDIA POST  
(RIGHT CORNER LOGO USAGE)



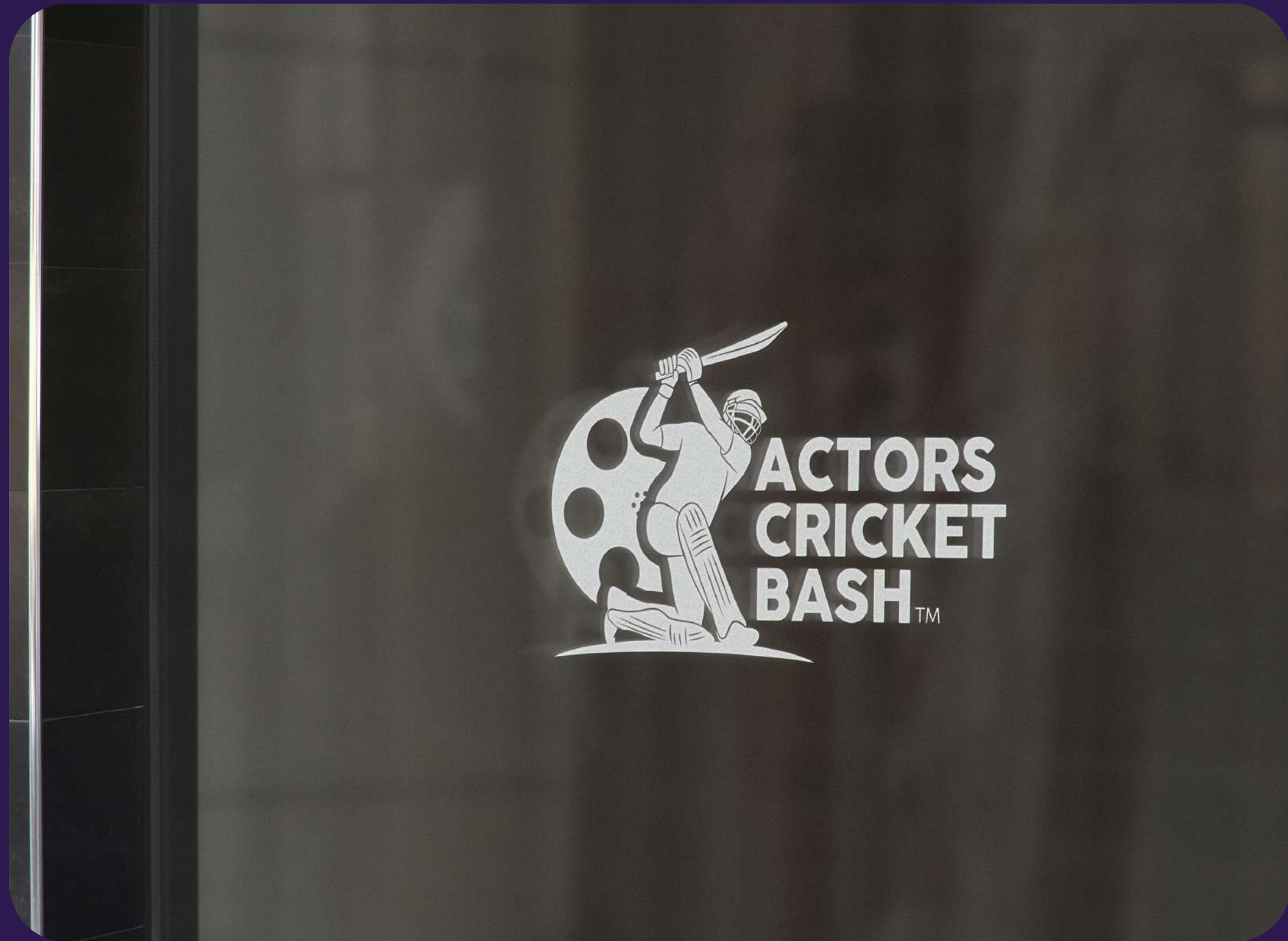
WATCH YOUR FAVORITE  
ACTORS PLAY REAL CRICKET

WATCH NOW

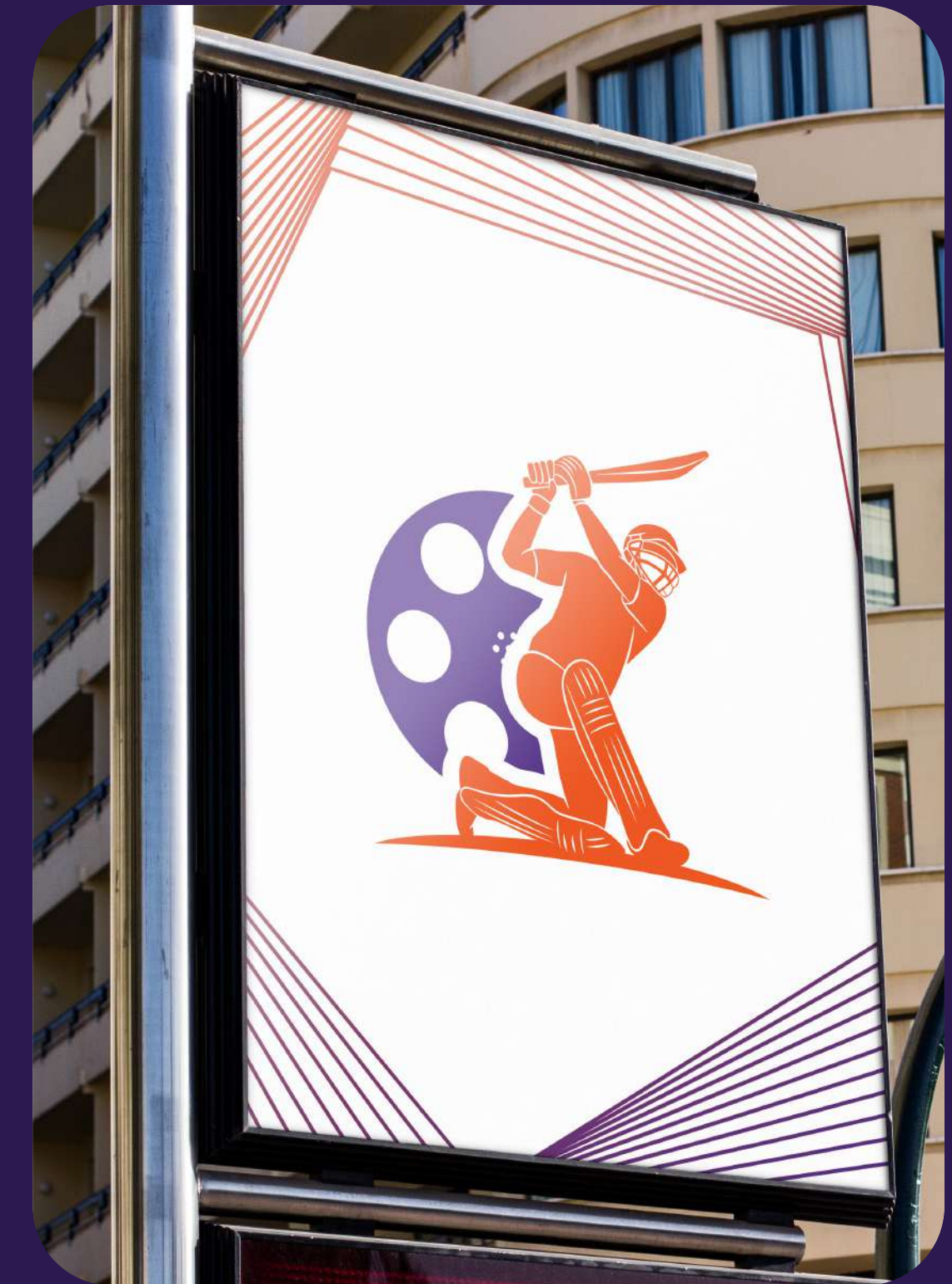
SOCIAL MEDIA POST  
(LEFT CORNER LOGO USAGE)

# ADVERTISING

The combination of the logo work together to visually communicate the event is related to both cricket and celebrities and influencers. This would be effective in advertisements because it would quickly grab the attention of people.



BUILDING ADVERTISEMENT



DIGITAL PANEL ADVERTISEMENT



**Dilip Agarwal**  
Founder/Director

Actors Cricket Bash,  
Lokhandwala Complex Market,  
601, Kamdhenu Bldg No.2, 1st Cross Lane,  
Andheri West, Maharashtra-400053  
[www.actorscricketbash.com](http://www.actorscricketbash.com)  
+91 937 222 4038

ACB – An initiative of Mr Dilip Agarwal, Founder & CEO of 'Out of Box' Sports Management Company, ACB aims to bring on its line-up all the popular actors from the television industry who share a common zeal for serious cricket. With actors eager to play the game, ACB has extensive and inspiring plans to take the game to all the states of India. This will be a golden opportunity for the regional actors to partake in the game as well as Networks within all the industries. ACB aims to be one of the most entertaining and glamorous celebrity-based cricket events in Pan India involving celebrities and international cricket personalities in times to come.

AN UPCOMING I.P. WITH TREMENDOUS GROWTH OPPORTUNITIES AND POTENTIAL. Actor's Cricket Bash (ACB) Dilip Agrawal is now vigorously working towards heralding a new era with 'Actor's Cricket Bash' (ACB).

Played on open ground, ACB is serious cricket. The game aims to give all those actors who enthusiastically love the game a new lease of life. Away from the sweat and the rigours of being in front of the camera, the team play robustly, enjoying every moment of batting for ACB.

It is a novel idea as ACB aims to bring on its lineup all the popular actors who share a common zeal for cricket. It is not surprising therefore that ACB has been received very well garnering much appreciation from all quarters.

*Dilip Agarwal*

**Dilip Agarwal**  
Founder/Director

THANK  
YOU

