



BRAND GUIDELINES

Version 1.0 · October 2026

The brand idea

Consent should be as easy to give as it is to take back.

The myconsentapp mark is a switch in the ON position with a tick in its knob. It says one thing clearly: the person is in control, and their choice has been recorded.

The Digital Personal Data Protection Act, 2023 asks that consent be free, specific, informed, unconditional and unambiguous, given through a clear affirmative action (Section 6(1)), and that withdrawing it be as easy as giving it (Section 6(4)). A switch is the most familiar everyday symbol of exactly that.

Everything in this guide supports three qualities: **clarity**, **control** and **trust**.

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Primary logo and versions



Stacked. For square spaces, signage, merchandise.



With domain. Print, outdoor, offline media where people need the web address.



Mark only. When the name is already present nearby, or space is very tight.

The horizontal logo is the default. The wordmark is always set as one word, lower case: "my" and "app" in Medium, "consent" in ExtraBold. Never retype it; always use the supplied artwork.

Logo on backgrounds



Full colour on White, Paper or Blue Tint. First choice.



Reversed on Consent Ink or any dark, plain background.

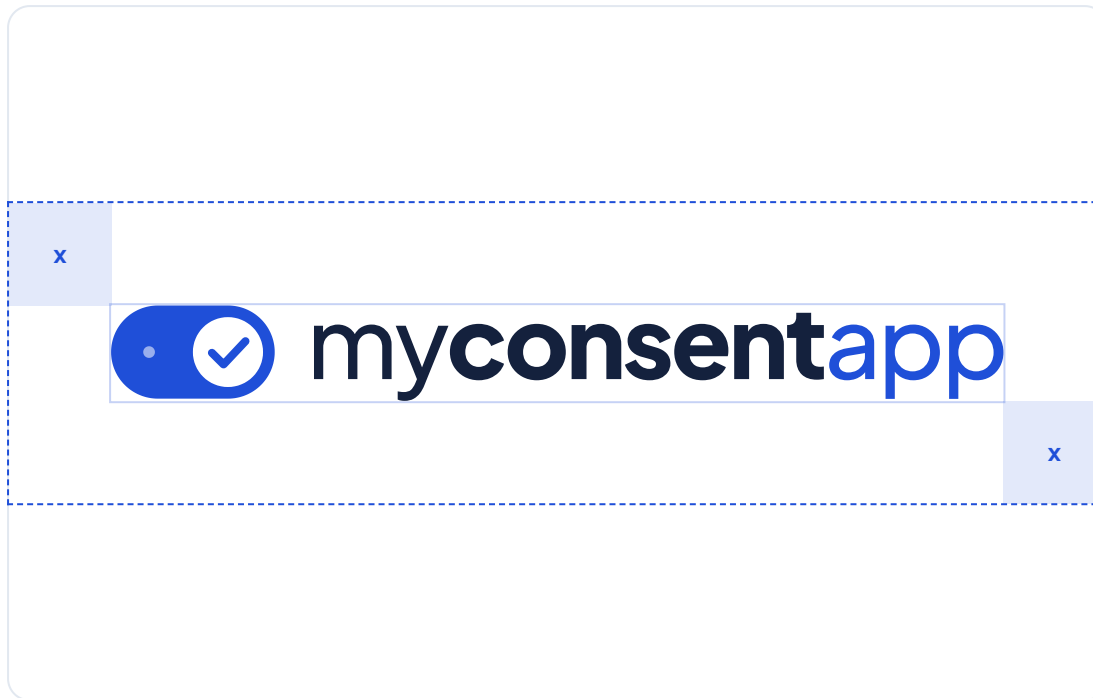


One colour, Ink. Single colour print, stamps, forms, fax, newspaper.



One colour, White. On Trust Blue, photography or coloured backgrounds.

Clear space and minimum size



Keep a clear zone of **x** on all sides, where **x** is the diameter of the knob (three quarters of the mark's height). No text, edges or other logos inside it.

Minimum size

Artwork	Digital	Print
Horizontal logo	120 px wide	30 mm wide
Horizontal with domain	160 px wide	40 mm wide
Stacked logo	80 px wide	20 mm wide
Mark	28 px wide	8 mm wide
Favicon (no tick)	16 to 48 px	Not for print



Shown at minimum digital size. Below 28 px the tick fills in, so use the favicon artwork instead.

Logo misuse



✗ Do not stretch or squash



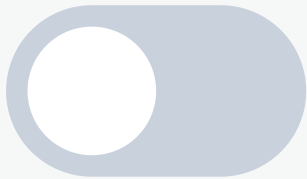
✗ Do not recolour



✗ Do not rotate



✗ Do not add shadows or effects



✗ Never show the switch OFF



✗ Do not place on busy backgrounds

My Consent App

✗ Do not retype the name



✗ Do not fade or reduce contrast

Colour palette

Consent Ink

HEX #14213D

RGB 20 33 61

CMYK 67 46 0 76

Primary text, wordmark, dark backgrounds

Trust Blue

HEX #1F4FD8

RGB 31 79 216

CMYK 86 63 0 15

Brand accent, mark, links, primary buttons

Sky

HEX #8FB0FF

RGB 143 176 255

CMYK 44 31 0 0

Accent on dark backgrounds only

Paper

HEX #F6F8F7

RGB 246 248 247

CMYK 10 0 3

Page and section backgrounds

Blue Tint

HEX #EAF0FD

RGB 234 240 253

CMYK 8 5 0 1

Light panels, selected rows, light icon

Slate

HEX #4A5568

RGB 74 85 104

CMYK 29 18 0 59

Secondary text, captions, pending status

Signal Orange

HEX #C2410C

RGB 194 65 12

CMYK 0 66 94 24

Withdrawn or attention status only

CMYK values are direct conversions for reference. For print, ask your printer to match the HEX values or run a proof. Trust Blue is the brand; Signal Orange is reserved for status and never used as decoration.

Accessibility and colour blindness

Contrast (WCAG 2.2)

Pair	Ratio	Use
Aa Consent Ink on White	16.0:1	AAA
Aa Consent Ink on Paper	15.0:1	AAA
Aa Trust Blue on White	6.6:1	AA
Aa Trust Blue on Paper	6.2:1	AA
Aa White on Trust Blue	6.6:1	AA
Aa White on Consent Ink	16.0:1	AAA
Aa Sky on Consent Ink	7.5:1	AAA
Aa Slate on White	7.5:1	AAA
Aa Signal Orange on White	5.2:1	AA
Aa Mist #A9B4C6 on Ink	7.6:1	AAA
Aa Sky on White (avoid)	2.1:1	Fail
Aa Trust Blue on Ink (avoid for text)	2.4:1	Fail

AA needs 4.5:1 for body text and 3:1 for large text (24 px, or 19 px bold) and icons.

Designed for colour vision deficiency

Around 1 in 12 men and 1 in 200 women have some form of colour blindness, most often red green. The palette is built so nothing depends on hue alone:

- Blue is the hue most reliably seen across common types of colour blindness.
- The logo works in one colour. The ON state is carried by the knob's position and the tick, not by colour.
- Status pairs blue with orange, never green with red.
- Every status shows an icon **and** a text label.

Consent status



Typography

Plus Jakarta Sans

Free and open source (SIL Open Font License). Included in /fonts and on Google Fonts.

Your data, your choice.

Display · ExtraBold 800 · tracking -2%

Manage every consent in one place

Headings · Bold 700

You can withdraw this consent at any time from your dashboard.

Withdrawal does not affect processing already carried out.

Body · Regular 400 · 15 to 17 px · line height 1.5 to 1.6

CONSENT RECEIPT

Labels · Medium 500 · caps, tracking +20%

Indian languages

Section 5(3) of the DPDP Act gives Data Principals the option to read a notice in English or any language in the Eighth Schedule of the Constitution. Plus Jakarta Sans covers Latin script only, so pair it with the matching **Noto Sans** family for each Indian script:

Script	Languages (examples)	Font
Devanagari	Hindi, Marathi, Nepali, Konkani, Sanskrit	Noto Sans Devanagari
Bengali	Bengali, Assamese	Noto Sans Bengali
Tamil, Telugu, Kannada, Malayalam	Same names	Noto Sans (script)
Gujarati, Gurmukhi, Odia	Gujarati, Punjabi, Odia	Noto Sans (script)
Perso Arabic	Urdu, Kashmiri, Sindhi	Noto Nastaliq Urdu
OI Chiki, Meitei Mayek	Santali, Manipuri	Noto Sans (script)

Match weights visually: Noto Regular with Jakarta Regular, Noto Bold with Jakarta Bold. Allow 10 to 20% more line height for Indic scripts.

App icons and favicons



App icon
Primary, dark



Light
Light themes, docs



Avatar
Social profiles



Favicon
No tick, larger knob

Platform	Files supplied	Notes
Apple App Store, iOS	app-icons/ios: 1024, 180, 167, 152, 120, 87, 80, 60, 58, 40	Full bleed square, no transparency. iOS applies the rounded mask.
Google Play, Android	app-icons/android: 512, 192, 144, 96, 72, 48, plus adaptive foreground and background (432)	Adaptive foreground keeps the mark inside the 66 dp safe zone.
Website	favicon.ico (16, 32, 48), favicon.svg, apple-touch-icon.png, android-chrome 192 and 512	See README for the HTML head tags.

Social and presentation



Link preview (Open Graph) · 1200 × 630



LinkedIn banner · 1584 × 396



X header · 1500 × 500

The tagline "Consent made simple" is safe for all uses. Describe the business as a Consent Manager only once it is registered with the Data Protection Board of India, as the Act requires (Section 6(9)).

Brand in consent interfaces

The brand promise only holds if the product keeps it. These principles turn the DPDP Act into interface rules.

- **Default OFF.** The logo shows a switch ON because the person chose it. In product, every optional consent starts OFF. No pre-ticked boxes; consent needs a clear affirmative action.
- **One purpose, one switch.** Never bundle purposes. Each switch names its purpose in plain words.
- **Withdraw in the same place, the same way.** Withdrawing must be as easy as giving (Section 6(4)).
- **Name the Data Fiduciary.** Always show whose request it is, with their logo in the request and ours in the frame.
- **Plain language first.** Short sentences, Class 8 reading level, with the full notice one tap away in the user's chosen language.
- **Receipts.** Every grant and withdrawal gets a dated confirmation the person can keep.

 Consent request

ACME Bank Ltd wants to use your data

Send account statements by email

Needed to deliver the service you asked for

Required

Personalised loan offers

Optional. You can change this anytime

☐

Share with credit bureau partners

Optional. You can change this anytime

☐

Save my choices

[Read full notice](#) · [हिंदी](#) · [English](#)

Illustrative only. Optional purposes start OFF and are never bundled with what the service needs. Save records only what the person switched on.

Asset index

Folder	Contents	Use for
logo/svg	Horizontal (colour, reversed, black, white, with domain), stacked (colour, reversed, black)	Web, print, design tools. Scales to any size.
logo/png	Every logo at 600, 1200 and 2400 px wide, transparent	Documents, slides, email signatures, social posts
mark/svg, mark/png	Mark in colour, reversed, black, white; PNG at 224, 448, 1024 px	Small spaces, watermarks, merchandise
app-icons	iOS and Android sizes, adaptive icon layers, rounded and light versions, SVG masters	App stores, launchers
favicon	favicon.ico, favicon.svg, PNG 16 to 256, apple-touch-icon, android-chrome	Website and web app
social	Profile picture, Open Graph image, LinkedIn banner, X header, presentation title slide	Social profiles and link previews
fonts	Plus Jakarta Sans 400, 500, 700, 800 (woff2, woff) and licence	Website and documents

Use SVG wherever the software accepts it. Use PNG for Word, PowerPoint, email and social platforms. Always pick the largest PNG and let the software scale it down.