

— BRAND IDENTITY & DESIGN SYSTEM • MUMBAI

ENLIGHTEN®

Brand Identity & *Design Manual*

Founded in Mumbai in 2006, Enlighten works across brand design, digital products, and cinema culture—from India's largest film society and home video label to Matterden CFC and independent web projects.



01 // ORGANIZATION

Enlighten Media Private Limited
Founded 2006 • Pranav Ashar

02 // PRACTICES

Studio • Labs • Experiences
Design • Digital • Cinema

03 // REGISTERED OFFICE

51 Anil Chambers, Andheri
Mumbai • +91 98212 26194

04 // SPECIFICATION

24 Widescreen Spreads
enlighten.co.in

— CONTENTS & DIRECTORY

System *Index*

This manual defines the visual and verbal standards of Enlighten Media Private Limited. Every rule—from the geometry of the 19-ring symbol to the four-color palette and plain, direct copywriting—exists to keep our work sharp and unmistakable across print, screen, and cinema halls.

SECTION 01 // PAGES 03–05

[FOUNDATION]

Brand Story, Practices & Voice

Origin story from the 2006 Sunday morning screenings to the three practices—Brand Studio, Labs, and Experiences—plus our plain, piercing editorial voice.

03 ORIGIN • 04 THREE PRACTICES • 05 LINEAGE & VOICE

SECTION 02 // PAGES 06–11

[LOGOMARK]

The 19-Ring Mark & Lockups

Meaning of the symbol, mathematical construction and radius table, horizontal and vertical lockups, clearspace, minimum sizes, 4-ring favicon, and eight misuse rules.

06 SYMBOL • 07 GEOMETRY • 08–10 LOCKUPS • 11 DON'TS

SECTION 03 // PAGES 12–14

[CHROMATICS]

Black, Grey, White & Gold

A disciplined four-color palette anchored by Paper White (#F5F5F3), Obsidian Black (#0A0A0C), Neutral Grey (#71717A), and Enlighten Gold (#A18142), plus print stock specs.

12 PALETTE OVERVIEW • 13 SWATCH SPECS • 14 PRINT & GRAIN

SECTION 04 // PAGES 15–17

[TYPOGRAPHY]

Typographic Hierarchy

Futura Geometric for the wordmark, Plus Jakarta Sans for structure and body copy, Newsreader Italic for editorial emphasis, and Space Mono for index labels.

15 TYPE SYSTEM • 16 SPECIMENS • 17 SCALE & PAIRING



ENLIGHTEN

[24 SPREADS]

Core System Summary:

- Mark: 19-Ring Concentric Aperture (31.7° Cone)
- Colours: Black, Grey, White & Gold (#A18142)
- Type: Plus Jakarta Sans, Newsreader Italic, Space Mono
- Photography: Silver-Gelatin Black & White

SECTION 05 // PAGES 18–19

[DIRECTION]

Swiss Grid & Photography

12-column Swiss layout grid, classical cinema aspect ratios (2.39:1, 16:9, 4:3), and high-contrast silver-gelatin black-and-white archival photography.

18 ASPECT RATIOS • 19 SWISS GRID & SILVER-GELATIN STILLs

SECTION 06 // PAGES 20–24

[APPLICATIONS]

Stationery, Packaging & Web

Pranav Ashar calling cards and A4 letterhead, World Cinema & Fauji DVD spines and boxsets, web and VR interfaces, Matterden tickets, and the Taj Tareef Award press archive.

21 STATIONERY • 22 DVD ARCHIVE • 23 WEB & VR • 24 PRESS

— VOLUME 01 • BRAND FOUNDATION

01

ORIGIN • MUMBAI, 2006

Enlighten began when an 18-year-old Pranav Ashar rented two screens at Cinemax on Sunday mornings so Mumbai audiences could watch classic world cinema the way it was meant to be seen—on the big screen.

POSITIONING STATEMENT

Built on *cinema*.
Driven by *craft*.

What started as a packed Sunday morning film club grew into India's largest film society, an independent home video label with ~150 world cinema releases, the revival of Lower Parel's historic 1926 Deepak Talkies as Matterden CFC, and a design and technology studio serving major Indian brands.

(01) BRAND STUDIO

Identity & Campaigns

Brand systems, retail communication, and print campaigns for Indian enterprises and cultural institutions.

(02) ENLIGHTEN LABS

Digital & VR Projects

Focused web projects and virtual reality cinema, including *The Golden Ray* VR and *NotDual.org*.

(03) EXPERIENCES

Screenings & Archive

Theatrical programming at Matterden CFC, the Taj Enlighten Film Society, and the ~150-title DVD archive.

Three *Practices*, One Standard

All three practices share the same 19-ring Enlighten mark and the same monochrome-and-gold visual system—without separate sub-brand colors.

PRACTICE (01)

IDENTITY & DESIGN



Designs clear brand identities, print campaigns, packaging, and exhibition graphics for businesses and cultural partners across India.

CAPABILITIES

- Visual Identity & Brand Guidelines
- Print & Broadsheet Campaign Direction
- Collector Packaging & Book Design
- Cultural & Retail Partnerships

SELECTED PARTNERS & CLIENTS

Brooke Bond Taj Mahal (HUL) • Croma • MovieMax • Cinemax

PRACTICE (02)

WEB & VR PROJECTS



Builds independent web publications, interactive film archives, and virtual reality cinema experiences with clean, distraction-free interfaces.

CAPABILITIES

- Virtual Reality (VR) Film Direction
- Independent Web Publications
- Digital Film Archives & Screening Rooms
- Editorial & Typographic Web Systems

LABS PROJECTS

The Golden Ray (Satyajit Ray VR) • NotDual.org • Cineoo

PRACTICE (03)

CINEMA & PUBLISHING



Brings classic and contemporary world cinema to Indian audiences through theatrical retrospectives, film society screenings, and home video editions.

CAPABILITIES

- Theatrical Programming & Retrospectives
- Film Society Screenings (FFSI Certified)
- Home Video Publishing (~150 DVD Titles)
- Cultural Honors & Festival Curation

VENUES & INITIATIVES

Matterden CFC (Deepak Talkies) • Taj Tareef Award • World Cinema Day

— CHRONOLOGY & VERBAL IDENTITY • 2006–PRESENT

Milestones & *Editorial Voice*

FFSI CERTIFIED • ~150 DVD RELEASES • EST. 2006

2006 // THE CLUB

Sunday Morning Screenings

Pranav Ashar rents two screens at Cinemax on Sunday mornings. Word-of-mouth turns weekly screenings into India's largest film society, certified by FFSI.

2008 // HOME VIDEO

~150 Films & Fauji on DVD

Enlighten launches its home video label, releasing around 150 world cinema classics, collector boxsets, and Shah Rukh Khan's debut series *Fauji* on DVD.

2010 // HONORS

The Taj Tareef Award

Celebrates World Cinema Day (April 13) and presents the Taj Tareef Award to Shabana Azmi, Amitabh Bachchan, Mrinal Sen, and Javed Akhtar.

2014 // THE VENUE

Matterden CFC at Deepak Talkies

Revives Mumbai's historic 1926 Deepak Talkies in Lower Parel as Matterden CFC, hosting curated repertory seasons and international festivals.

TODAY // STUDIO & LABS

Design, VR & Web Projects

Produces VR experiences like *The Golden Ray*, independent Labs sites like *NotDual.org*, and brand work from our Andheri studio.

VERBAL IDENTITY • PLAIN & PIERCING

Enlighten is the hero. Write with dry wit and concrete facts.

Our voice comes straight from Enlighten's print campaigns in *Mumbai Mirror*, *Mid-Day*, and *Hindustan Times*. It is plain, direct, and piercing—never mystical, never padded with philosophical jargon, and never boastful.

ARCHIVE HEADLINE BENCHMARK (2008)

"Some movies are bigger than a 21."

✓ HOW WE WRITE

01 Plain & Piercing: Short sentences that land on the first read.

02 Concrete Specifics: Name the film, the director, the venue, the year.

03 Dry Wit: Let the contrast between a 21-inch TV and the silver screen speak for itself.

04 Verifiable Truth: Never inflate numbers or invent technical claims.

× WHAT WE AVOID

01 No Mystical Framing: Do not frame the company around Advaita or abstract philosophy.

02 No Startup Jargon: Avoid "ecosystems", "synergies", or "algorithmic disruption".

03 No Fake Precision: Never add decorative GPS coordinates or unverified stats.

04 Keep Projects Distinct: *NotDual.org* is one Labs project, not the voice of Enlighten.

AUTHENTIC CAMPAIGN LINES FROM THE ENLIGHTEN ARCHIVE

"Watch them without the remote this time." • "Legends can't come to life in a drawing room." • "The Taj Tareef Award goes to Shabana Azmi.^{VOICE // 01}
The honour though, is ours."

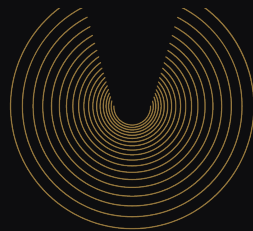
— VOLUME 02 • VISUAL IDENTITY CORE

02

ANATOMY OF THE SYMBOL

The *Projector Beam*,
the *Vessel*, and the *Amphitheater*.

Drawn with 19 fine concentric arcs, the Enlighten mark reads simultaneously as a beam of light thrown upward from a projector lens, an open vessel at the center, and the tiered seating of a classical amphitheater.



THE 19-RING MARK
19 concentric rings expanding outward from a shared center, opened at the top by a 31.7° tangent V-cone.

(01) THE BEAM
Upward Light Cone

Two straight rays tangent to the innermost circle open upward at a 31.7° angle, cutting through the 18 outer rings like a projector beam in a dark hall.

(02) THE INNER CUP
Dense Core Luminance

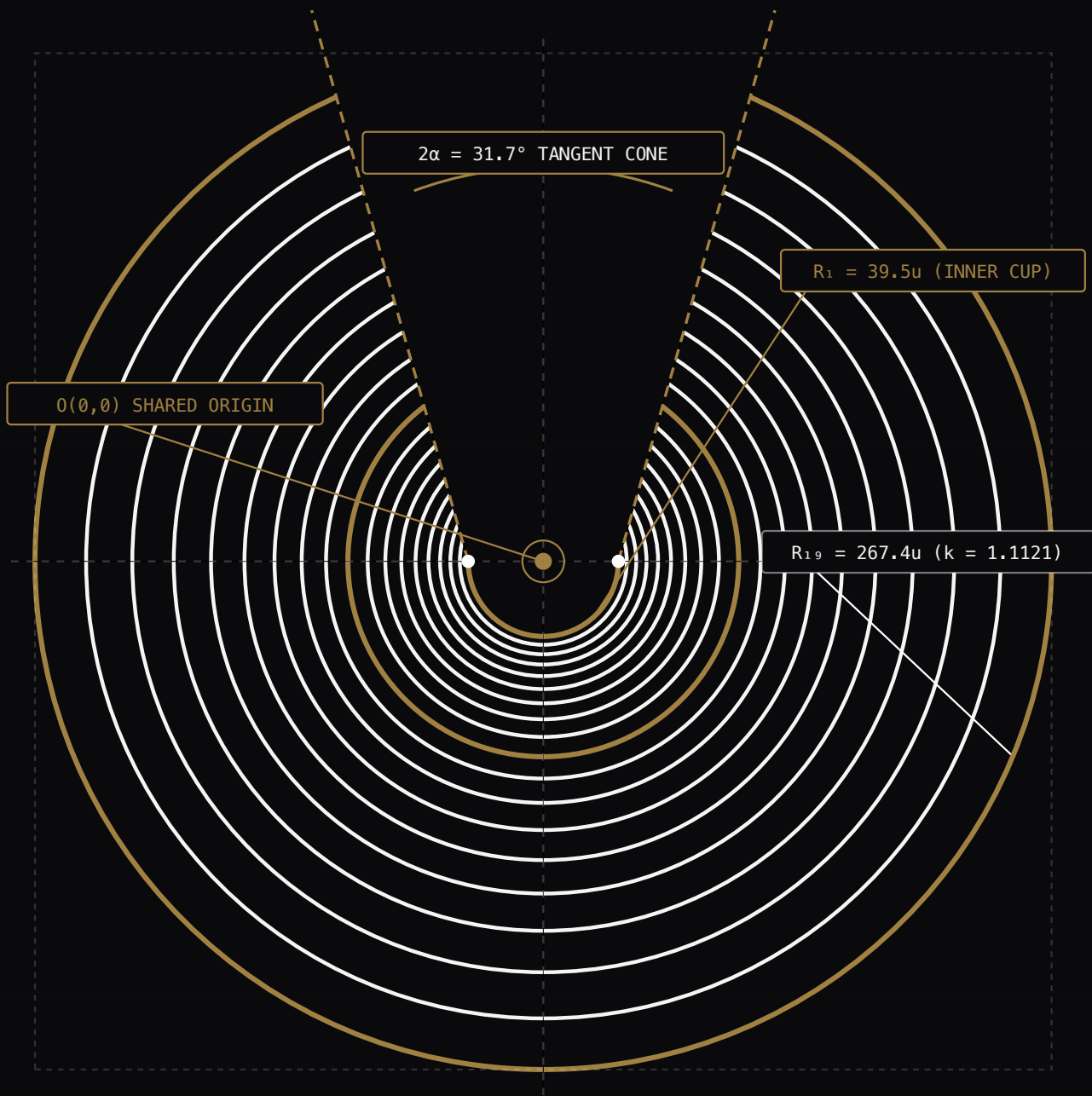
Because the rings expand geometrically rather than linearly, the tight spacing near the center creates a bright, high-density U-shaped focal cup.

(03) THE AMPHITHEATER
19 Concentric Tiers

As the rings move outward, the intervals widen gracefully—mirroring the rows of an amphitheater radiating from the stage.

CONSTRUCTION // SPEC 02.A – 19-RING GEOMETRY

SCALE 1:1 • ORIGIN 0(0,0)



ENLIGHTEN

$W_{\text{wordmark}} = 1.514 \times W_{\text{mark}}$

FUTURA GEOMETRIC • WIDE TRACKING

— GEOMETRIC SPECIFICATION

Geometric *Ring* Progression

The Enlighten mark is built from 19 concentric circles sharing a single center $0(0,0)$. Each successive ring radius multiplies by a constant factor $k = 1.1121$, so the spacing between rings widens smoothly from the inner core to the outer edge.

01 // RADIAL PROGRESSION FORMULA (19 RINGS)

$$R_n = 39.5 \cdot (1.1121)^{n-1} \quad \text{for } n \in \{1, 2, \dots, 19\}$$

Inner Radius $R_1 = 39.5u \rightarrow$ Outer Radius $R_{19} = 267.4u$. Every radius in the table below is calculated directly from this formula.

02 // TANGENT APERTURE CUT ($2A = 31.7^\circ$)

$$x_{\text{cut}}(y) = \pm [R_1 + \tan(15.85^\circ) \cdot (y_0 - y)]$$

The top opening is bounded by two straight lines tangent to the innermost circle R_1 at $(\pm 39.5u, 0)$, angled outward at 15.85° on each side (31.7° total).

03 // STROKE WEIGHT & WORDMARK RATIO

$$\text{Stroke} = 2.1u \quad (0.053 \cdot R_1) \quad | \quad W_{\text{word}} = 1.514 \cdot W_{\text{mark}}$$

All 19 rings share an even stroke weight. In the vertical lockup, the wordmark spans $1.514\times$ the diameter of the outer ring.

EXACT 19-RING RADIUS TABLE: $R_n = 39.5 \times (1.1121)^{n-1}$

R01: 39.5u	R05: 60.4u	R09: 92.4u	R13: 141.4u	R17: 216.2u
R02: 43.9u	R06: 67.2u	R10: 102.8u	R14: 157.2u	R18: 240.5u
R03: 48.9u	R07: 74.7u	R11: 114.3u	R15: 174.8u	R19: 267.4u
R04: 54.3u	R08: 83.1u	R12: 127.1u	R16: 194.4u	$\Sigma = 19 \text{ ARCS}$

— OFFICIAL MASTER ASSETS • LOCKUP HIERARCHY

Master *Lockup* Configurations

The Enlighten identity comprises two primary lockups (Horizontal and Vertical/Stacked), the standalone 19-Ring Symbol, and the Executive/Practice lockups. Always use approved master files.

LOCKUP (A) // PRIMARY HORIZONTAL SIGNATURE

ASPECT RATIO 3.76 : 1

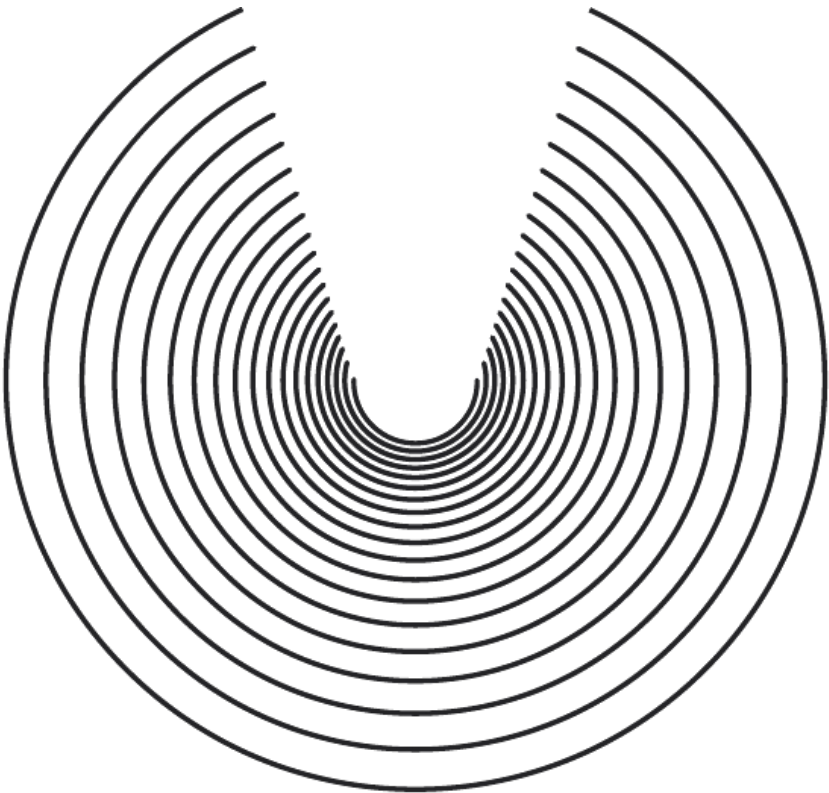


Primary Usage: Website navigation headers, stationery mastheads, press ads, and signage.

FILE: ENL_HORIZ_MASTER

LOCKUP (B) // PRIMARY VERTICAL STACKED

RATIO 1.23 : 1

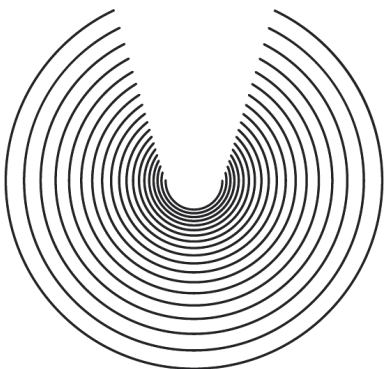


Primary Usage: Theatrical title cards, book & DVD packaging covers, posters, formal invitations, and cover spreads.

FILE: ENL_VERT_MASTER • CENTER-AXIS SYMMETRIC

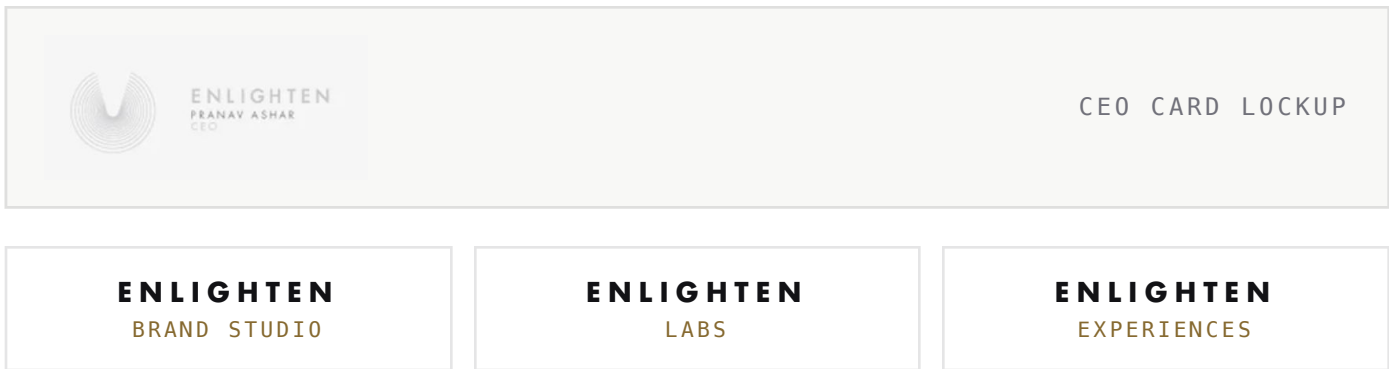
LOCKUP (C) // SYMBOL

1.05 : 1



Usage: App icons, blind deboss seals, favicons, DVD spines.

LOCKUP (D) // EXECUTIVE & PRACTICE LOCKUPS



Practice descriptors set in Space Mono in Gold (#A18142) or Neutral Grey.

— SPATIAL ISOLATION & OPTICAL SCALING

Clearspace & *Minimum Sizing*

CLEARSPACE RULE // UNIT X = INNER CUP DIAMETER (2•R₁)

MINIMUM MARGIN: 1.0X ALL SIDES

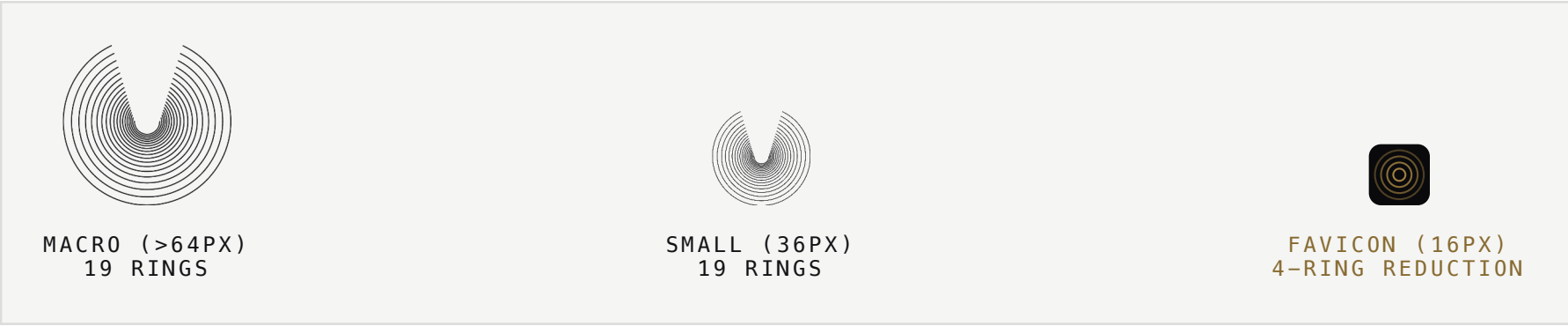


To protect the legibility of the 19-ring mark, maintain a minimum clearspace of 1X on all sides, where X equals the diameter of the innermost cup (2 • R₁).

OPTICAL SCALING & MINIMUM THRESHOLDS

Because the master symbol contains 19 fine concentric arcs, reproducing it below minimum thresholds in print or low-DPI screens can cause inner-ring plugging. Observe strict size floors:

LOCKUP VARIANT	PRINT (MM)	DIGITAL (PX)
Horizontal Master	28 mm width	120 px width
Vertical Stacked	18 mm width	76 px width
19-Ring Symbol Mark	10 mm width	36 px width
Micro Favicon (4-Ring)	4 mm Foil Seal	16 px – 32 px



— SURFACE POLARITY & CHROMATIC ADAPTATION

Approved *Colorways* & Polarity

The Enlighten mark is strictly monochromatic in execution—never multi-colored. It appears only in White, Black, Grey, or Enlighten Gold (#A18142) across dark and light surfaces.

01 // DARK SURFACE PRIMARY

BG: #0A0A0C



ENLIGHTEN

Paper White (#F5F5F3) on Obsidian Black

AAA 18.4:1

02 // LIGHT SURFACE PRIMARY (SITE DEFAULT)

BG: #F5F5F3



ENLIGHTEN

Obsidian Black (#0A0A0C) on Paper White

AAA 17.8:1

03 // ENLIGHTEN GOLD EDITION

GOLD: #A18142



ENLIGHTEN

Enlighten Gold (#A18142) on Obsidian Black

FOIL / ACCENT

04 // NEUTRAL GREY / DEBOSS

INK: #8E8E93



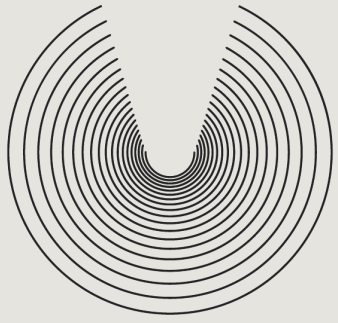
ENLIGHTEN

Neutral Grey Ink & Deboss on Uncoated Cotton Card

CALLING CARD

05 // EDITORIAL STONE GREY

BG: #E5E4DF



ENLIGHTEN

Booklet Essays, Press Ads & Retrospective Programs

EDITORIAL

06 // OVER ARCHIVAL PHOTOGRAPHY

MIN SCRIM: 60%



ENLIGHTEN

White Lockup over Darkened Silver-Gelatin Frame

CINEMA SLATE

— IDENTITY SAFEGUARDS • EIGHT DON'T RULES

Incorrect Usage & *Prohibitions*

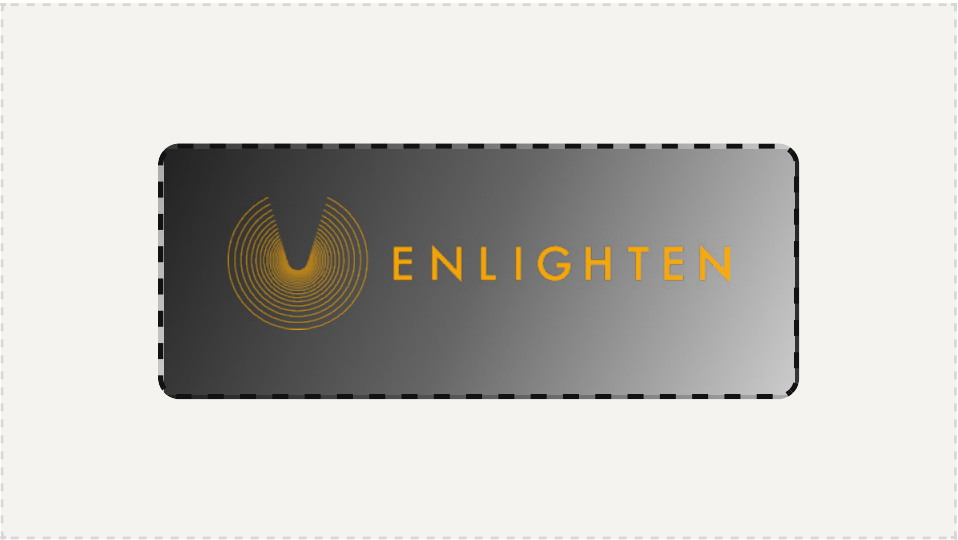
Any distortion, unapproved color, or structural alteration compromises the precision of the 19-ring mark and wordmark. The following eight modifications are never permitted.



× 01 // DO NOT DISTORT OR STRETCH
Never scale horizontally or vertically independently; the rings must remain 1:1 true circles.



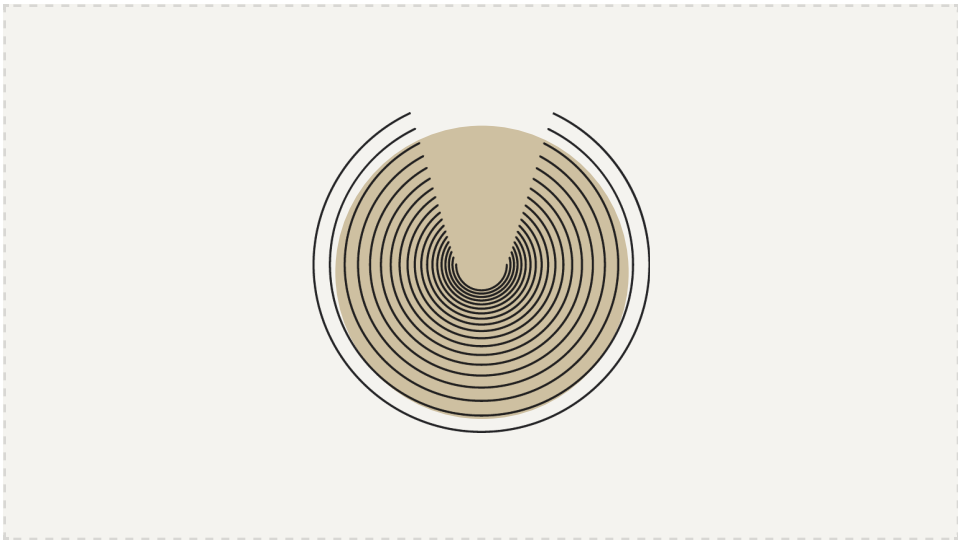
× 02 // DO NOT ROTATE THE AXIS
The 31.7° aperture cone must always point straight upward along the vertical 90° axis.



× 03 // DO NOT APPLY GRADIENTS OR NEW COLORS
Never apply multi-color gradients or introduce green, blue, or red fills outside the four-color palette.



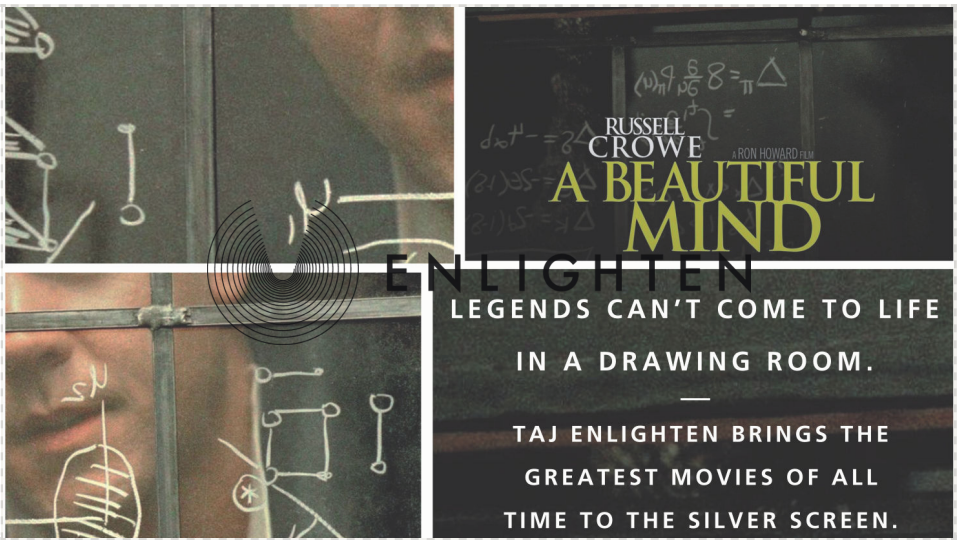
× 04 // DO NOT RESET THE WORDMARK
Never replace the wide-tracked Futura Geometric uppercase wordmark with serif or lowercase text.



× 05 // DO NOT FILL THE INNER CUP
The space between and inside the 19 concentric arcs must remain open to the background surface.



× 06 // DO NOT ADD DROP SHADOWS
Never apply drop shadows, bevels, emboss filters, or outer glows to any lockup.



× 07 // DO NOT PLACE ON CLUTTERED MEDIA
Never place the dark mark over busy, high-frequency imagery without at least a 60% tonal scrim.



× 08 // DO NOT ALTER INTERNAL SCALE
Never resize the concentric mark relative to the wordmark or alter their locked spacing.

— VOLUME 03 • COLOR & MATERIALITY

03

STRICTLY FOUR COLOURS

Enlighten uses only four colours across every medium: **Black (#0A0A0C)**, **Grey (#71717A)**, **White (#F5F5F3)**, and **Gold (#A18142)**. No green, blue, or crimson practice accents are ever introduced.

CHROMATIC RESTRAINT

Black, Grey, White,
and *Enlighten Gold*.

The website defaults to a clean **Paper White (#F5F5F3)** canvas with deep ink and sparse **Enlighten Gold (#A18142)** details, while theatrical slates and presentation decks invert the exact same palette to **Obsidian Black (#0A0A0C)**.

SYSTEM COLOR DISTRIBUTION RATIO

92% MONOCHROME (BLACK / WHITE / GREY) • 8% GOLD (#A18142)



— MASTER COLOR SPECIFICATION • FOUR-COLOR SYSTEM

Black, Grey, White & *Enlighten Gold*

Every Enlighten touchpoint—across the website, print campaigns, packaging, and all three practices—is built from this single palette. The gold is always #A18142.

01 // BLACK

Obsidian Black

HEX	#0A0A0C
RGB	10, 10, 12
CMYK	75, 68, 65, 90
ROLE	Primary Ink / Dark BG

02 // CHARCOAL

Charcoal Slate

HEX	#18181C
RGB	24, 24, 28
CMYK	72, 65, 60, 82
ROLE	Elevated Dark Card

03 // GREY

Archival Grey

HEX	#71717A
RGB	113, 113, 122
CMYK	52, 43, 38, 18
ROLE	Secondary Text / Rules

04 // WHITE

Paper White

HEX	#F5F5F3
RGB	245, 245, 243
CMYK	3, 2, 4, 0
ROLE	Site Surface / Paper

05 // GOLD

Enlighten Gold

HEX	#A18142
RGB	161, 129, 66
CMYK	32, 42, 78, 12
ROLE	Signature Brand Accent

LIGHT MODE // WEBSITE DEFAULT (#F5F5F3) enlighten.co.in Paper White Canvas with Obsidian Ink The website and editorial stationery use Paper White (#F5F5F3) as the primary surface, Obsidian Black (#0A0A0C) for headlines, Archival Grey (#71717A) for metadata, and Gold (#A18142) for index accents.	DARK MODE // SCREENING & DECK (#0A0A0C) CINEMA SLATE Obsidian Canvas with Paper White Type Theatrical slates, presentation decks, and collector box sets invert the exact same colours: Obsidian Black (#0A0A0C) background, Paper White (#F5F5F3) typography, and Gold (#A18142) highlights.	PRACTICE IDENTIFIERS // MONOCHROME + GOLD NO EXTRA HUES One Palette Across All Three Practices Brand Studio, Labs, and Experiences are distinguished by their Space Mono label—never by separate green, blue, or red colour-coding.
---	---	---

— PHYSICAL PRODUCTION & TEXTURE

Print Stock, *Deboss* & Film Grain

In print and packaging, Enlighten relies on uncoated paper stocks, blind debossing of the 19-ring mark, and subtle matte gold foil matching #A18142.

01 // CALLING CARDS & COVERS

Uncoated Matte Cotton Card (350–400 gsm)

UNCOATED

Natural warm-white or deep black uncoated stock—never high-gloss UV laminated.

02 // THE 19-RING MARK IMPRESSION

Blind Deboss or Matte Gold Foil (#A18142)

DEBOSS / FOIL

On calling cards and slipcases, the 19-ring symbol is struck either in neutral grey/blind deboss or matte gold foil.

03 // SUBTLE 35MM FILM GRAIN

Monochrome Silver-Halide Surface Texture

3.5% GRAIN

Dark theatrical backgrounds may carry a subtle monochrome film grain overlay (opacity: 0.035) to soften flat digital blacks.

04 // HAIRLINE DIVIDERS

1px Structural Grid Rules

1PX RULE

Use `rgba(10,10,12,0.12)` on Paper White surfaces and `rgba(245,245,243,0.12)` on Obsidian surfaces.

ACCESSIBILITY // WCAG 2.1 CONTRAST MATRIX

FOUR-COLOR PALETTE

Verified Legibility Ratios

All text and UI pairings across light and dark surfaces must meet or exceed these verified contrast ratios:

FOREGROUND	BACKGROUND	RATIO	RATING
#0A0A0C Obsidian Black	#F5F5F3 Paper White	17.8 : 1	AAA (Body & Display)
#F5F5F3 Paper White	#0A0A0C Obsidian Black	17.8 : 1	AAA (Body & Display)
#A18142 Enlighten Gold	#0A0A0C Obsidian Black	5.4 : 1	AA (Labels & Display)
#8A6D35 Deep Gold	#F5F5F3 Paper White	4.6 : 1	AA (Light-Mode Labels)
#A1A1AA Light Grey	#0A0A0C Obsidian Black	7.9 : 1	AAA (Dark Subtext)
#71717A Archival Grey	#F5F5F3 Paper White	4.5 : 1	AA (Site Subtext)

GOLD USAGE RULE

Use Gold (#A18142) sparingly for eyebrows, index numbers, rules, and key italic words—never as a full-page background fill.

MAX 8%

— VOLUME 04 • TYPOGRAPHIC SYSTEM



THREE VOICES + MASTER WORDMARK

Typography matches the Enlighten website directly: **Plus Jakarta Sans** for structure and copy, **Newsreader Italic** for literary counterpoint, and **Space Mono** for archival indexing —paired with **Futura Geometric** in the locked wordmark.

EDITORIAL CLARITY

Modernist Structure meets *Literary Serif*.

Set headlines in crisp geometric sans-serif (**Plus Jakarta Sans**) and italicize a single pivotal phrase in **Newsreader** to give every statement the poise of a classic film poster or Criterion-grade essay.

01 // WORDMARK

FUTURA

Locked Brand Signature Only

02 // SANS

Plus Jakarta

Headlines, UI & Body Copy

03 // SERIF

Newsreader

Italic Emphasis & Pull Quotes

04 // MONO

Space Mono

Catalogue Numbers & Specs

— TYPEFACE SPECIMENS • MATCHING ENLIGHTEN.CO.IN

Primary & Secondary *Typefaces*

All web and editorial typography is set using Google Fonts (Plus Jakarta Sans, Newsreader, and Space Mono) so every digital and print touchpoint stays 100% consistent with the website.

01 // PRIMARY STRUCTURAL SANS: PLUS JAKARTA SANS

WEIGHTS: 400 / 500 / 600 / 700

Aa

Some movies are bigger than a 21".

Tight display tracking (−0.03em) with clean geometric counters.

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz • 0123456789 !@#\$%^&*()

03 // LITERARY SERIF: NEWSREADER (ITALIC & ROMAN)

OPTICAL SIZE 16–72PT

Aa

"Watch them without the remote this time."

Used for italicised emphasis words inside sans headlines, film titles, and pull-quotes.

ABCDEFGHIJKLMNOPQRSTUVWXYZ • abcdefghijklmnopqrstuvwxyz • 1925–2027

02 // LOCKED WORDMARK TYPE: FUTURA MEDIUM / BOLD

LOGO ONLY

ENLIGHTEN

Used strictly in the official vector wordmark with custom wide tracking. Do not use for body text.

04 // ARCHIVAL INDEX MONOSPACE: SPACE MONO

WEIGHTS: 400 / 700

ENL // 001 • 12 ANGRY MEN (1957) • 35MM ACADEMY 1.37:1
ABCDEFGHIJKLMNOPQRSTUVWXYZ • 0123456789 // [] ()

— MODULAR TYPE SCALE & SPACING

Typographic *Hierarchy*

DISPLAY HERO
72px / 0.98 / -0.035em

Legends *live* here.

PLUS JAKARTA 700
+ NEWSREADER IT

H1 SECTION
48px / 1.06 / -0.03em

World Cinema *Archive*

PLUS JAKARTA 700
+ NEWSREADER IT

H2 TITLE
32px / 1.15 / -0.02em

The Satyajit Ray Retrospective

PLUS JAKARTA 600
SENTENCE CASE

PULL QUOTE
24px / 1.40 / 0.00em

"Some movies are bigger than a 21."

NEWSREADER ITALIC
400 REGULAR

BODY LEAD
16px / 1.65 / 0.00em

Clear, unhurried paragraphs set between 60 and 72 characters per line for effortless reading across essays and case studies.

PLUS JAKARTA 400
MAX 68CH

MONO INDEX
11px / 1.40 / +0.18em

SEC // 04 • ARCHIVE REF 1955 • 35MM PRINT

SPACE MONO 400
UPPERCASE

EDITORIAL LOCKUP // SPECIMEN

1.37:1 ACADEMY

— RETROSPECTIVE SERIES // SATYAJIT RAY

Some movies are bigger than a *21."*

Between 1955 and 1991, Satyajit Ray directed thirty-six features and documentaries that changed how Indian cinema looked at everyday life. Enlighten curated and presented his landmark films across home video and theatrical retrospectives—bringing Apu, Charulata, and Feluda back to the big screen where they belong.

"Watch them without the remote this time."

CURATED BY ENLIGHTEN

MUMBAI • DEEPAK TALKIES

— VOLUME 05 • GRID & PHOTOGRAPHY

05

CINEMA ASPECT RATIOS & SWISS GRID

Layouts combine a 12-column Swiss architectural grid with classical cinema aspect-ratio frames and high-contrast **silver-gelatin** black-and-white photography.

THE FRAME & THE STILL

Swiss Grid & *Silver-Gelatin* Light.

Every photograph is treated like a darkroom contact sheet print—rich blacks, luminous highlights, and honest film grain—framed inside exact cinema aspect ratios.

1.37 : 1

35mm Academy
Archival Portraits

1.78 : 1

16:9 Widescreen
Web & Presentations

2.39 : 1

Anamorphic Scope
Hero Cinema Banners

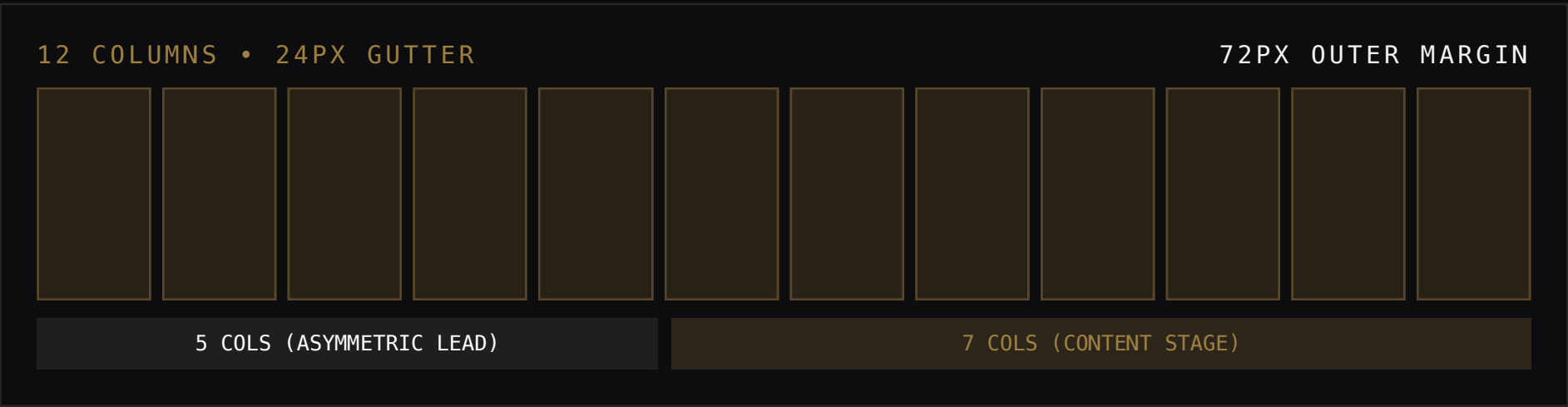
1:1.41

ISO A4 / Print
Posters & Press Ads

LAYOUT & MOTION SPECIFICATION

12-Column *Swiss Grid*

All pages and web views lock to a 12-column grid with exposed 1px structural hairlines and generous outer margins.



WEB MOTION // DELIBERATE & QUIET
cubic-bezier(0.22, 1, 0.36, 1) • 600ms
Smooth, unhurried transitions. Never use bouncy springs or auto-playing background audio.

PHOTOGRAPHY // SILVER-GELATIN MONOCHROME
filter: grayscale(100%) contrast(1.15)
Portraits and archival stills are graded in monochrome silver-gelatin; original DVD covers and press clippings remain full-color archival artifacts.



PLATE 01 // SATYAJIT RAY RETROSPECTIVE ARCHIVE
Satyajit Ray on Set (Photographed by Nemai Ghosh)
Natural available light, deep shadow density, and unretouched silver-gelatin grain.



PLATE 02 // WORLD CINEMA MASTERS
Akira Kurosawa on Location



PLATE 03 // CULTURAL ARCHIVE
Taj Enlighten World Cinema Card Launch

— VOLUME 06 • BRAND IN ACTION



STATIONERY, ARCHIVE & DIGITAL

From the CEO calling card at 51 Anil Chambers to the numbered DVD spines, digital projects, and newspaper campaigns in *Hindustan Times* and *Mumbai Mirror*.

SYSTEM APPLICATIONS

Print, *Packaging*, Screen & Cinema Hall.

The following four spreads specify how the visual system is applied across executive stationery, the ~150-film home video archive, digital platforms, and cultural programming.

PAGE 21

Executive Stationery

CEO Card & A4 Letterhead

PAGE 22

Home Video Archive

Numbered Spines & Box Sets

PAGE 23

Digital Projects

Website, Golden Ray VR & Labs

PAGE 24

Venues & Press

Deepak Talkies & Taj Tareef

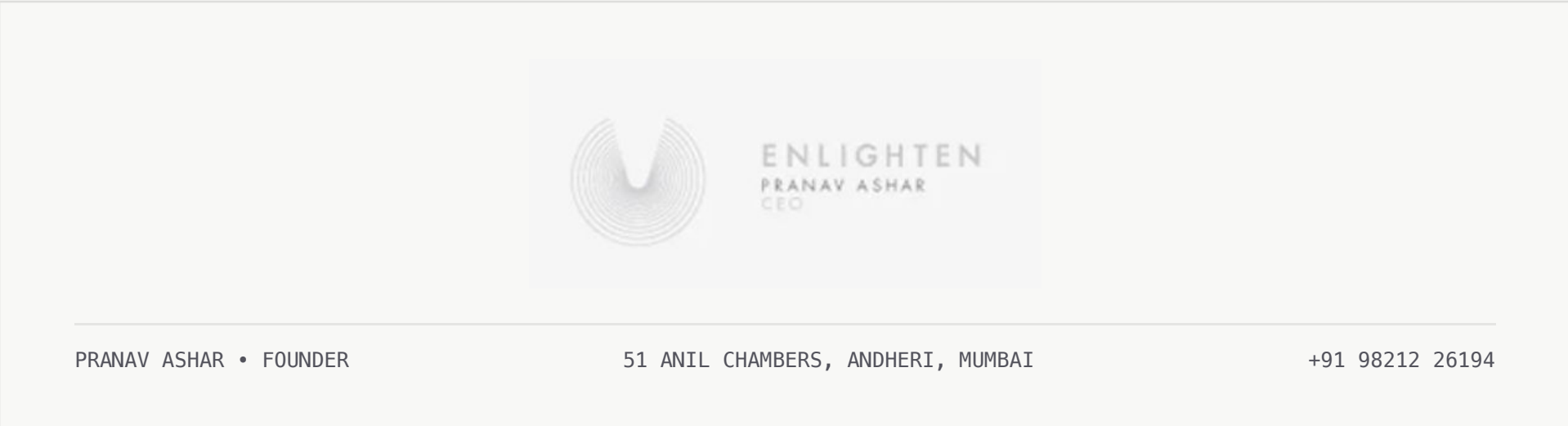
— APPLICATION 01 • EXECUTIVE CORRESPONDENCE & CALLING CARDS

Executive *Stationery* Suite

Anchored by the original Pranav Ashar CEO calling card—pairing the silver/grey 19-ring mark on warm uncoated cotton board with clean Futura & Jakarta typography.

01 // MASTER EXECUTIVE CALLING CARD (OBVERSE)

90 MM × 55 MM • UNCOATED COTTON

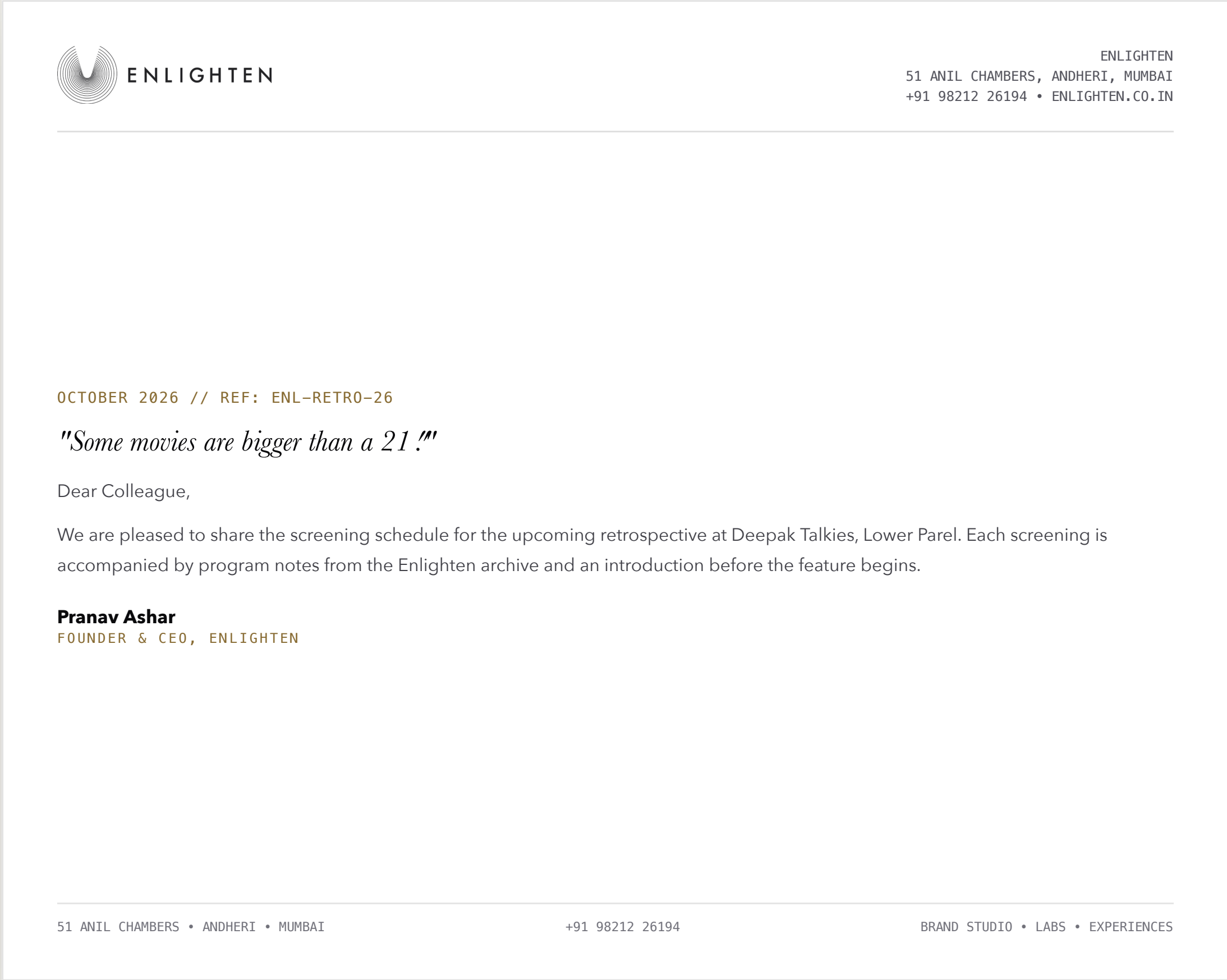


Finish: Neutral Grey Ink (#8E8E93) + Blind Deboss on 350gsm Cotton Card

SPEC: CARD_LIGHT

03 // A4 EXECUTIVE LETTERHEAD (210 × 297 MM)

120 GSM UNCOATED PAPER WHITE



Margins: 25mm Left/Right, 20mm Top/Bottom • Type: Plus Jakarta 10pt/15pt

ISO 216 A4



02 // DARK EDITION REVERSE

Obsidian Card with Gold Foil (#A18142)

Used for retrospective guest passes, festival invitations, and collector editions.

FOIL: #A18142 • **STOCK:** 350GSM BLACK COTTON

— APPLICATION 02 • WORLD CINEMA HOME VIDEO ARCHIVE (~150 RELEASES)

Collector Packaging & *Numbered Spines*

Enlighten released approximately 150 classic and world cinema titles on DVD in India—including *12 Angry Men*, *Bicycle Thieves*, *Metropolis*, *The Battleship Potemkin*, *Fauji*, and curated director and genre box sets.

SPINE ARCHITECTURE // CATALOGUE SERIES

14MM SPINE GRID

ENL
001

12 ANGRY MEN • LUMET • 1957



ENL
002

BICYCLE THIEVES • DE SICA • 1948



ENL
003

METROPOLIS • LANG • 1927



ENL
004

BATTLESHIP POTEMKIN • 1925



ENL
005

SHOESHINE • DE SICA • 1946



ENL
006

THE LAST EMPEROR • 1987

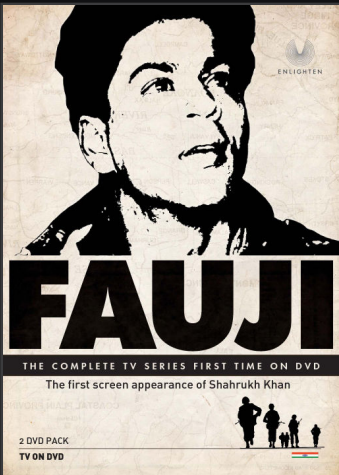


ENL
007

FAUJI • KAPOOR • 1989



Spine Alignment Rule: Catalogue number in Space Mono at top; film title & director rotated 180° vertical; 19-ring symbol locked 12mm from bottom edge so shelves align across the collection.



ENLIGHTEN RELEASE // COLLECTOR'S PACK

Fauji (1989)

4-DVD Collector's Edition • 13 Episodes

Restored home video edition of the landmark 1989 television series introducing Shah Rukh Khan, complete with archival liner notes.



ENLIGHTEN ARCHIVE // GENRE ANTHOLOGY

Classic Film Noir Box Set

Shadow, Streetlight & Crime Cinema

High-contrast monochrome packaging housing landmark post-war American and European noir features.



ENLIGHTEN ARCHIVE // CURATED BOX SET

World Cinema Box Set

Multi-Disc Collector's Anthology

Curated anthology bringing European, Asian, and Latin American masterworks to Indian home video shelves.



ENLIGHTEN ARCHIVE // ACADEMY MILESTONES

Academy Award Collection

Collector's Slipcase Edition

Gold-accented collector slipcase pairing archival artwork with the Enlighten 19-ring spine mark.

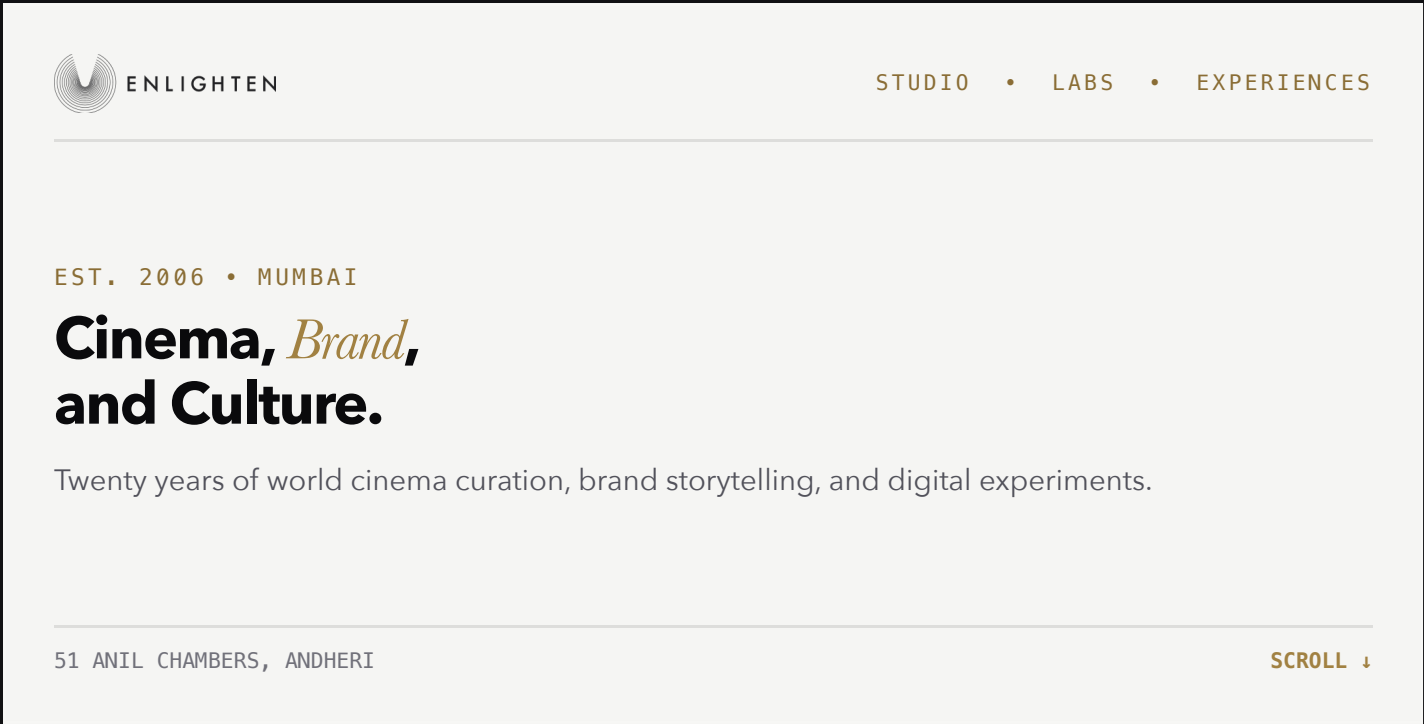
— APPLICATION 03 • WEBSITE & ENLIGHTEN LABS PROJECTS

Digital *Interfaces* & Labs

Every digital product shares the four-color palette (Black, Grey, White, and #A18142 Gold) and the three-typeface system (Plus Jakarta Sans, Newsreader, Space Mono).

01 // ENLIGHTEN.CO.IN

LIGHT SURFACE (#F5F5F3)



Enlighten Flagship Website

Built on a warm Paper White (#F5F5F3) surface with Obsidian Black headlines, Archival Grey body copy, and Enlighten Gold (#A18142) accents.

02 // THE GOLDEN RAY & CINE00

VR & STREAMING

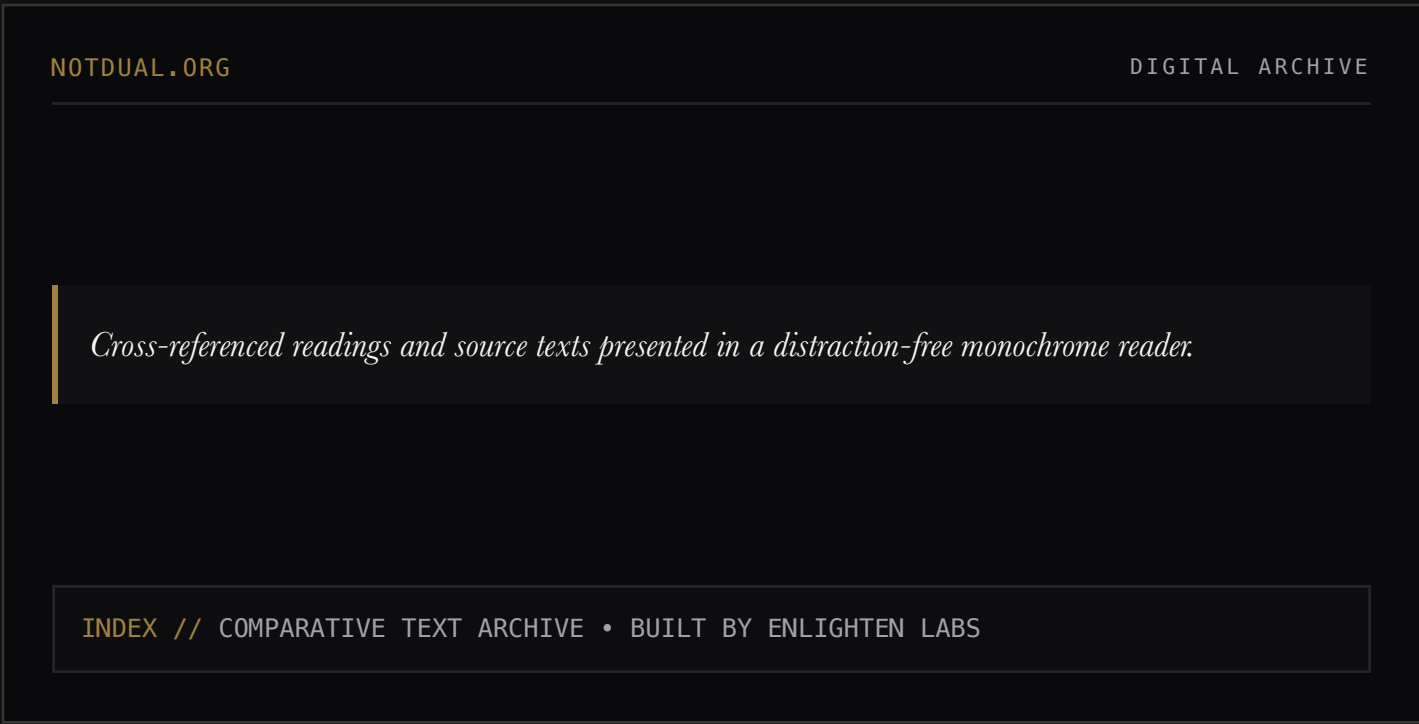


Cinema Technology & VR

Encompasses *The Golden Ray* (Cannes VR tribute to Satyajit Ray with NFDC) and *Cine00*, Enlighten's curated cinema streaming project.

03 // LABS PROJECT: NOTDUAL.ORG

ENLIGHTEN LABS



One Independent Labs Project

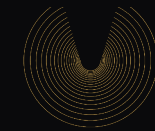
NotDual.org is a standalone research library built inside Enlighten Labs. Its subject matter stays within its own project and never dictates the voice of Enlighten as a whole.

— APPLICATION 04 • CULTURAL VENUES & PRESS ARCHIVE

Deepak Talkies & *Press Archive*

MATTERDEN CFC // DEEPAK TALKIES (EST. 1926)

LOWER PAREL, MUMBAI


ADMIT ONE

Satyajit Ray*Retrospective*

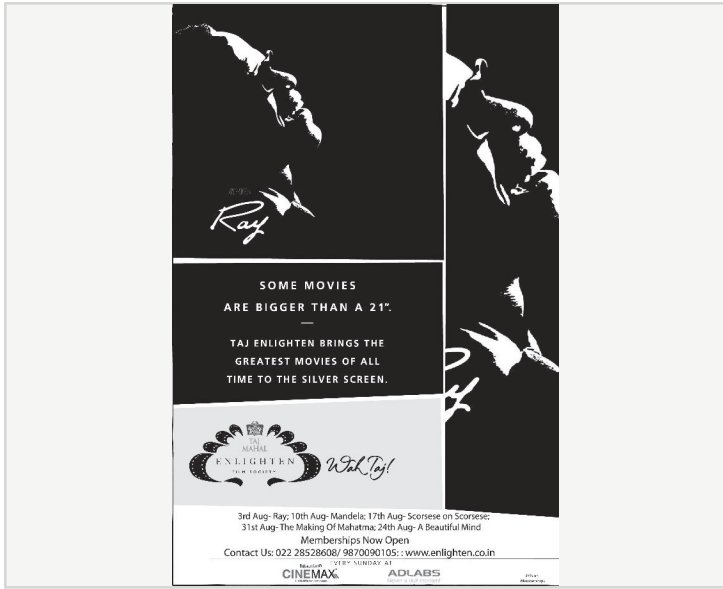
35MM ARCHIVAL SCREENING • STALLS ROW E • SEAT 14

ORIGINAL PRINT CAMPAIGNS // HINDUSTAN TIMES & MUMBAI MIRROR

ARCHIVE TEARSHEETS



TAJ TAREEF AWARD (SHABANA AZMI)



"BIGGER THAN A 21" (RAY AD)



RUSSIAN MASTERPIECES

SELECT CLIENTS & CULTURAL PARTNERS

2006 – 2027

TAJ GROUP

Taj Tareef Award & Card

NFDC INDIA

The Golden Ray (Cannes VR)

CROMA

Brand Studio Work

TATA VOLTAS

Brand Storytelling

ZEE / BARC

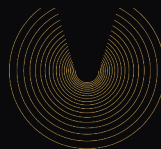
Broadcast Campaigns

EMBASSIES

France, Germany, Italy, Japan

COLOPHON // BRAND GUIDELINES

Enlighten Identity System



FOUNDER & CEO

Pranav Ashar

+91 98212 26194

REGISTERED STUDIO

51 Anil Chambers, Andheri

Mumbai • enlighten.co.in

COLOUR SYSTEM

Black, Grey, White & Gold (#A18142)

TYPOGRAPHY

Plus Jakarta, Newsreader & Space Mono

© ENLIGHTEN • ALL RIGHTS RESERVED

END OF SPECIFICATION // PAGE 24 OF 24