PROJECT GANGA · DSP HANDBOOK

DSP Store Branding Playbook

Everything you need to brand your GangaFiber store: what to print, in which size and material, and how to get it done.

For Authorised Partners of Project GANGA · October 2026

01 Before you start

Download the master files

Give these folders to your vendor. Tap to open.

DSP Store Branding ↗ | DSP Stationery & Merchandise ↗

5 rules

1. **Master files only.** The vendor may change just two things: your firm details and the size.
2. **No printing before approval.** The Regional team must approve the vendor's proof in writing.
3. **Never touch the logos.** No stretching or recolouring. The co-branding strip is always One Broadband | UP State Transformation Commission | Hinduja, in that order.
4. **Approved content only.** Use the approved taglines, current prices and 1800 210 4989 as printed, and no other brand's posters.
5. **Keep it fresh.** Replace faded, torn or outdated items the same day.

6 steps

1 Measure
Frontage width, height above the shutter, glass panels, back and side walls. Photograph the shop.

2 Pick your format
Choose your format and design options (next page).

3 Brief the vendor
Hand over the master files, this playbook, your measurements and firm details: name in Hindi and English, address with PIN, mobile and email.

4 Approve
Forward the vendor's proof to the Regional team. Print only after their written OK.

5 Install
Be present, and check each item against the approved proof before it goes up.

6 Send 8 photos within 3 days
Front by day and by night (lights on), glass branding, back wall with logo, both side walls, legal signage, staff in uniform.

Brand colours

Colour	HEX	CMYK	Used for
Saffron	#F26A21	0/73/100/0	गंगा in the logo, signage left panel, price boxes
Ganga Navy	#1E2B5E	100/85/25/25	Signage right panel, standee, T-shirt
Fiber Blue	#167FB8	84/43/7/0	"fiber", Wi-Fi icon, headings

Always take colours from the master file. These codes are only for checking proofs.

02 Your store format

Format	Shop size	Install
Rural	8 × 10 ft	Must have: glow-sign top signage, standee, counter logo, legal signage, 2–3 A4 plan posters
Semi-Urban	10 × 12 ft	Rural list + wall branding. Glass branding and other extras only where the store layout allows
Urban · Experience centre	12 × 15 ft	Should feel like a GangaFiber experience centre: branding on every available wall, glass branding where there is a glass front, a comfortable waiting area. A TV demo screen is optional

Extra elements for Semi-Urban and Urban stores depend on the store format and the space available. Agree the final list with the Regional team at the proof stage.



- Rural (8 × 10 ft): two approved top signage layouts



- Semi-Urban: branding on both glass panels (left) or one panel + standee (right)

03 Store looks



- Semi-Urban interior



- Urban experience centre: interior (TV optional)



- Urban experience centre: exterior (a one-line DSP name is also approved)

04 Store branding specs

Master files: **DSP Store Branding ↗**

Element	Size	Material	Placement
Top signage (backlit)	As per the store façade: full frontage width	Glow-sign board: iron pipe structure box, powder-coated sheet, backlit flex (680 GSM), lights	Lower edge at least 8 ft above ground
Wall branding	As per store size and wall space available (keep artwork ratio)	Eco-solvent vinyl (140 GSM) on sunboard	Between 3 ft and 8 ft from the floor
Counter logo	⅓ of wall width (3–5 ft)	Sunboard cut-out with eco-solvent vinyl (140 GSM)	Centre at 5.5 ft on a plain white wall
Standee	3 × 6 ft (W × H)	Flex (440 GSM)	At the entrance by day, inside at night
Side glass door panel	As per the glass panel size, if the façade has glass	One-way vision vinyl	Fixed panels only. Keep door glass clear
Legal signage	A3	3 mm acrylic with UV print, or 5 mm sunboard	Eye level near the counter

Wider shop than the design?
Stretch only the plain saffron and navy areas. The logo circle stays centred and unstretched. Under 7 ft wide, ask the Regional team for the compact layout.

Glow sign safety
Wire the lights through a separate MCB with earthing. Check with your Nagar Nigam / Palika whether a signage fee applies.



- Top signage artwork. The dashed box is where your DSP name goes (Hindi above, English below)

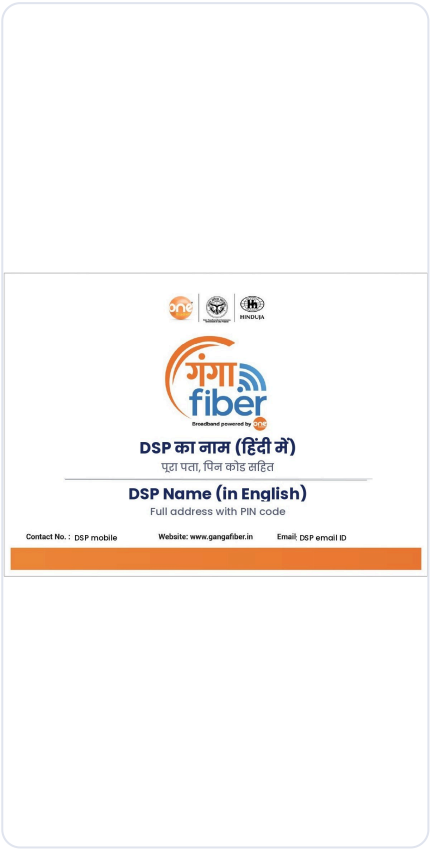
05 Approved designs: store branding



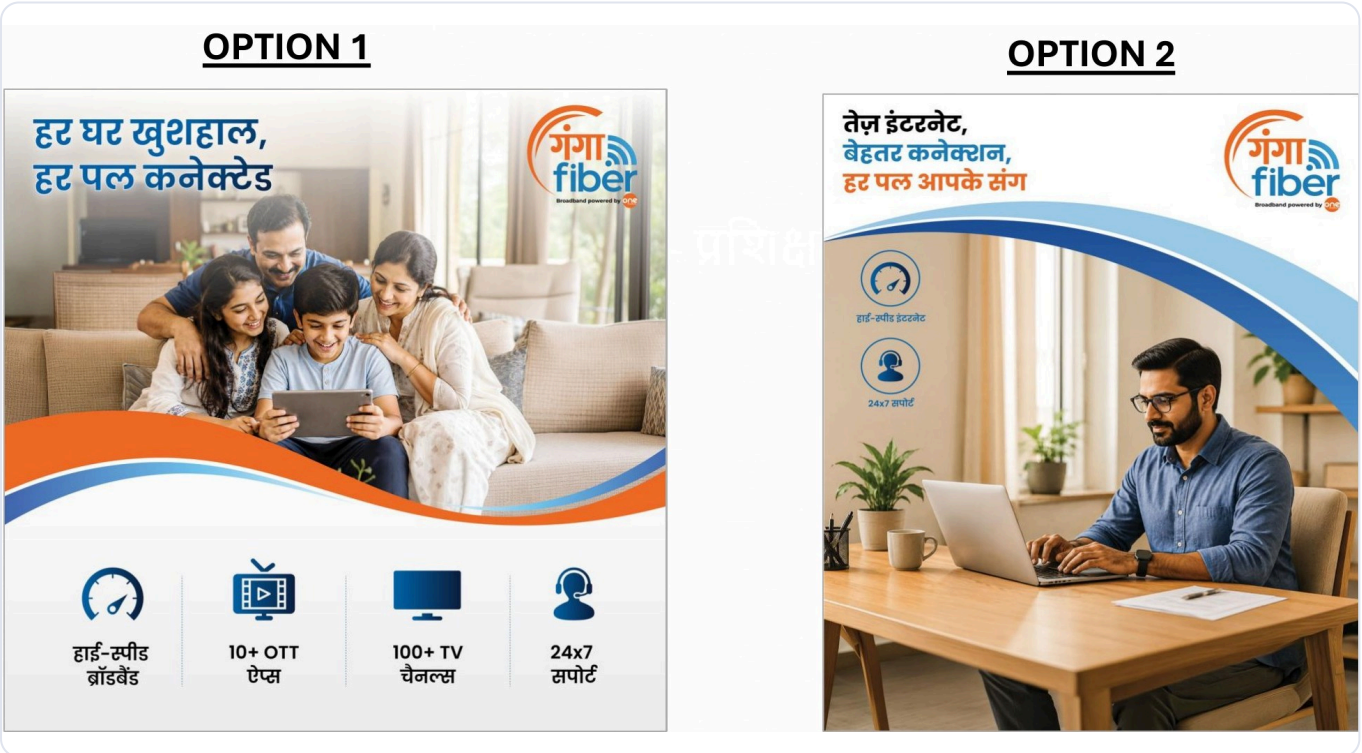
- Standee Option 1: for the door



- Standee Option 2: near the counter



- Legal signage: fill in your DSP details



- Glass branding: Option 1 (left) and Option 2 (right)

06 Approved designs: store branding



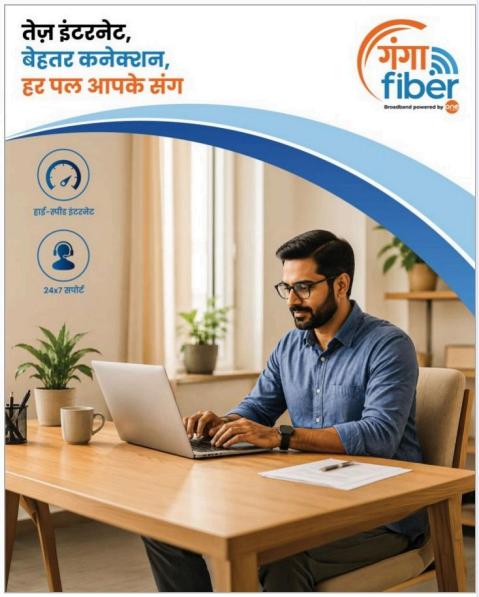


- Wall branding: Options 1 and 2

OPTION 3



OPTION 4



- Wall branding: Options 3 and 4

Recommended pairing
Option 3 on the long side wall, Option 4 on the opposite wall. Keep the shape (ratio) the same when resizing.

07 Print, uniforms and stationery

Master files: **DSP Stationery & Merchandise ↗**

Item	Material	Size
Flyer	100 / 120 GSM	A5
Poster (top & bottom sticker peel)	170 GSM	A4
Business card	350 GSM glossy	3.619 × 2.125 in
Log books (4)	Cover: 100 GSM colour. Inside pages: 75 GSM black & white	A4
Challan (carbon insert)	100 GSM	8.26 × 5.82 in
T-shirt	Collar T-shirt, navy blue, cotton, 250 GSM	Medium / Large
Cap	Cotton	54–58 cm
Safety jacket	Polyester reflective safety jacket	Medium / Large / XL
Umbrella	Polyester, with tripod stand	7 × 7 ft
Diary and pen	A5 black PU diary with logo; black metal pen engraved "GANGAFIBER"	–

Flyers and posters
Stamp your firm name and mobile in the blank strip. Never correct prices by hand; reprint when prices change.

Records
Issue a challan for every payment and note its number in Log Book 4. Write in ink only.

Current plans

Plan	Speed	₹/month incl. GST	OTT apps
Ganga First	50 Mbps	399	10*
Ganga Plus	50 Mbps	481	12
Ganga Connect+	100 Mbps	589	13
Ganga Pro	300 Mbps	943	13
Ganga Elite	1 Gbps	1179	13

All plans include 100+ TV channels. *On Ganga First, OTT comes only with 3, 6 or 12 month plans.

08 Approved designs: flyers



- All-In-One flyer, Option 1



- All-In-One flyer, Option 2



- Ganga First · 50 Mbps · ₹399



- Ganga Plus · 50 Mbps + OTT · ₹481



- Ganga Connect+ · 100 Mbps · ₹589



- Ganga Pro · 300 Mbps · ₹943

09 Approved designs: stationery



- Ganga Elite · 1 Gbps · ₹1179



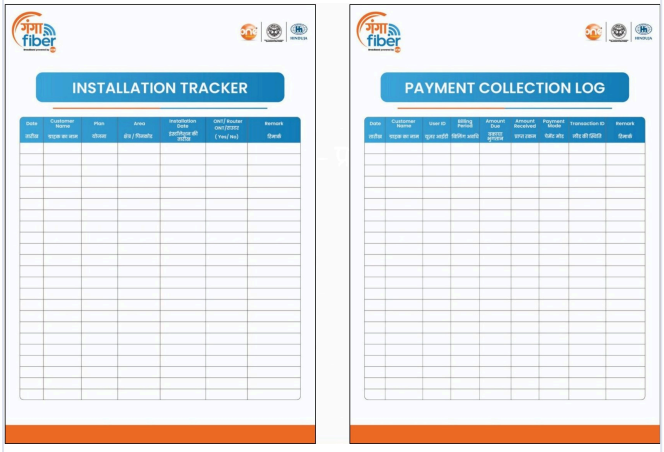
- Business card: front and back



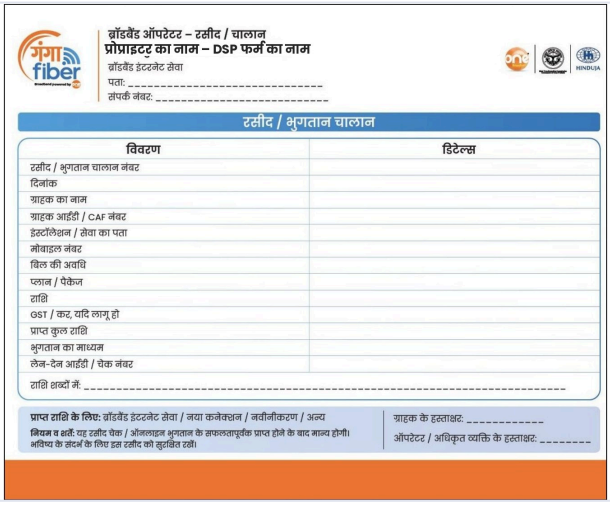
- Log book cover



- Log Book 1: Leads · Log Book 2: Complaints



- Log Book 3: Installations · Log Book 4: Payments



- Receipt / Challan

10 Uniforms and final check



- Staff T-shirt



- Safety jacket (field technicians)





- Diary and pen

Check before you pay the vendor

- [ ] Firm name, address, mobile and email are spelled correctly
- [ ] Logos are not stretched; the co-branding strip is complete and in order
- [ ] Saffron is not red, and navy is not black
- [ ] Materials and GSM match this playbook; ask the vendor for the media label
- [ ] Prices and T&C lines match the current master file; QR codes scan
- [ ] Sizes match your measurements, with nothing cut off; no blur, bubbles or loose wires
- [ ] Written approval from the Regional team is saved

Questions or master files?

Contact your Regional / Circle team.

Customer care 1800 210 4989 · www.gangafiber.in

Download the master files

DSP Store Branding ↗

DSP Stationery & Merchandise ↗