

IDENTITY & LOGO DESIGN *SPECIFICATION MANUAL*
Indian Institute of Information Technology Raichur

Designed By,
Prof. Deepak John Mathew, Ph.D.


File Extension formats

.Ai (CC) | .pdf | .jpeg | .png



Indian Institute of Information Technology Raichur
भारतीय सूचना प्रौद्योगिकी संस्थान रायचूर





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Indian Institute of Information Technology Raichur



IDENTITY & LOGO DESIGN *SPECIFICATION MANUAL*
Indian Institute of Information Technology Raichur

DESIGNED BY,
**Design Innovation Centre,
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WHAT IS A LOGO?

A SYMBOL or other small design adopted by an organization to identify its products. Identity of a company is depicted by a LOGO, which visually communicates the company's personality to its clients, users, public, vendors and all digital media.

The logo should be simple and easy to remember and be reproduced in any media.

Colors used should be minimal so as to ensure ease of reproduction in any form or through any process.

The accompanying text along with the logo should always be comprehensible in all sizes. Too many fonts are not preferred in a logo.

Good logo design is not an option for any business that wants to stay in business. Good logo design is a necessity. Being able to place a crisp, good looking logo on all of the company promotional and administrative materials is the first step towards creating solid brand recognition. It's also crucial for developing company awareness.

With a well designed logo, a place will always be putting it's best foot forward.



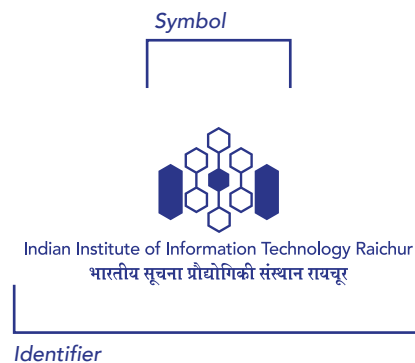
IIIT RAICHUR LOGO

This logo is designed for client:
**Indian Institute of Information
Technology Raichur.**

A logo is a design symbolizing the organization. A logo type is a graphical representation of the organization's name that is uniquely designed used for ready recognition.

Now days, the most popular and successful organizations continue to say that "simpler is better". So it has done in a very stylish manner yet remaining conservative so that it's easier for the eye to catch and the brain to memorize the logo design. I have also considered the reproduction cost as the logo will be printed on various materials and surfaces the colours are kept to a minimum in order to keep the printing process simpler and economic. While designing a logo the best shapes to use is symmetrical shapes so that it is balanced and very easy to handle. The concept was evolved from many ideas and some of the key features are generated from the philosophy of IIIT. IIITs are known for it's excellence in teaching and research and it continues for without stoppage it has no limits.

Since logo is the core identifier of an organization, used on business cards, letterhead, and advertising material. More than a mere visual mark, it is the face of the organization, and so it is designed to be original and memorable for the greatest impact.



LOGO VARIATIONS

Select artwork from the above logo variations for signages, graphics, promotions, print, emboss, material based manufacturing etc.

(horizontal/vertical)



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Horizontal Configuration
of a **colored** logo



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Vertical Configuration
of a **colored** logo

TECHNICAL COLOR CODES



RGB 43, 54, 137

CMYK 100 % 95 % 11 % 1 %

HEX #2B3689

Given are the **CMYK, RGB & # codes** for the logo. For best printing results given codes should be applied.

Please implement this logo on lighter or pastel colored walls/background for **bold and neat visibility**.

IIIT RAICHUR B/W LOGO

It is essential for any organisation that, its logo always portrays the values of the organisation in the public realm in an appropriate manner and should always ensure visibility.

Black and white logo is mostly used for the newspaper advertisements, fax and documents that need to be photocopied.

In all these instances, black is the color used for printing. A single colored logo can also be printed on tote bags, caps, T-shirts, rubber seals, it can be embossed on glass doors or stationery, or on single colored stationery if required. There are several ways in which single colored logos can be put to optimum use.

Symbol



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Identifier

B/W LOGO VARIATIONS

Select artwork from the above logo variations for signages, graphics, promotions, print, emboss, material based manufacturing etc.

(horizontal/vertical)



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Horizontal Configuration
of a **B/W** logo



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Vertical Configuration
of a **B/W** logo

TECHNICAL COLOR CODES (B/W)



RGB 79, 79, 79

CMYK 65 % 57 % 57 % 35 %

HEX #4F4F4F

Given are the **CMYK, RGB & # codes** for the logo. For best printing results given codes should be applied.

Please implement this logo on lighter or pastel colored walls/background for **bold and neat visibility**.

LOGO DIMENSIONS

Never make use of the logo below the specified sizes,
Vertical configuration of the logo should not be less than **18 mm** in height and **Horizontal configuration** of the logo not less than **12 mm** in height.

Note,

Always use the artwork file provided in a USB DRIVE /MAIL for logo. Always re-size the logo proportionately.



W 76MM ~ H 31.029MM

Vertical Configuration
of a **colored logo**



W 76MM ~ H 15.5 MM

Horizontal Configuration
of a **colored logo**



18 MM in Height
Vertical Configuration



12 MM in Height
Horizontal Configuration

SAFE ZONE/WHITE SPACE FOR A LOGO

The **a-width space** from all the four sides of the logo depends upon the type of configuration through which logo ensures visibility. For example, note the configuration a-width space as shown in the below illustrations. Never compose or write anything within the safe zone.



“a” width = to width of typography

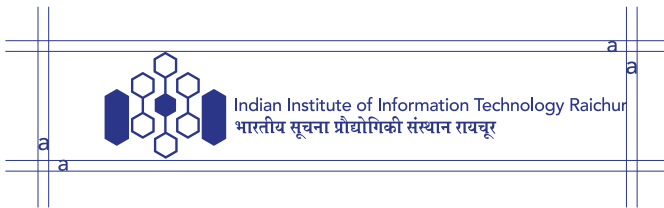
White Space ~ Vertical Configuration

Safe Zone/Breathing Space,

Leave the “a” width space from all the four sides of the logo as shown in the above vertical illustration.

SAFE ZONE/WHITE SPACE FOR A LOGO

The **a-width space** from all the four sides of the logo depends upon the type of configuration through which logo ensures visibility. For example, note the configuration a-width space as shown in the below illustrations. Never compose or write anything within the safe zone.



“a” width = to width of typography

White Space ~ Horizontal Configuration

Safe Zone/Breathing Space,

Leave the “a” width space from all the four sides of the logo as shown in the above horizontal illustration.

LOGO TYPOGRAPHY

In this case special tuning has been done with the English & Devanagari font ~ hence, it is better to use the vector file provided by the designer. Where ever you need to use just the name of the organisation, please use the file provided by the designer.

You will get all the formats of vectors files in the provided USBDRIVE/MAIL as illustrated below i.e. circular and straight typography.

Typography (*special tuning*),

Avenir (*Medium*)

Kruti Dev 670

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*For Vertical Configuration
Center Para align is used*

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*For Horizontal Configuration
Left Para align is used*

LOGO TYPOGRAPHY

Don't use the logo in a irregular shapes and effects.

You will get all the formats of logo vectors files in the provided USB DRIVE/MAIL as illustrated.

Note,

Never ever try to reproduce the logo. Always use the specified artwork files provided by the designer.



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Never squeeze the logo horizontally or vertically. Always proportionately increase or decrease the size of the logo.



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Never give outline to the logo.



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Never use the logo without specified colors and configuration. Never convert logo into outline.



Never rotate the logo.



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Never give drop shadow effects to the logo.



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Never compose logo Tightly.

Always give white space to the logo.



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Never give emboss/bevel effect, image masking effect to the logo.



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Never give gradient or feather effects to the logo.



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Never use the logo on textured background.



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Never use the logo on a darker background.

BASIC STATIONERY DESIGN

Letter Head

Visiting Card

Envelope

Tshirt

DVD/CD with Cover

USB Drive

Notepad & Pencil

Letter Head



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An Institute of National Importance by the act of Parliament



IIIT RAICHUR

Academic Block - B, Room No. 504, IIT Hyderabad, Kandi, Sangareddy, Telangana - 502 285

Visiting Card



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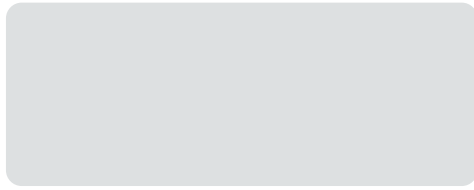
Lorem ipsum dolor sit amet,
dolor sit amet,

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Academic Block - B, Room No. 504,
IIT Hyderabad, Kandi, Sangareddy,
Telangana - 502285

iiitr.ac.in

Envelope



IIIT RAICHUR

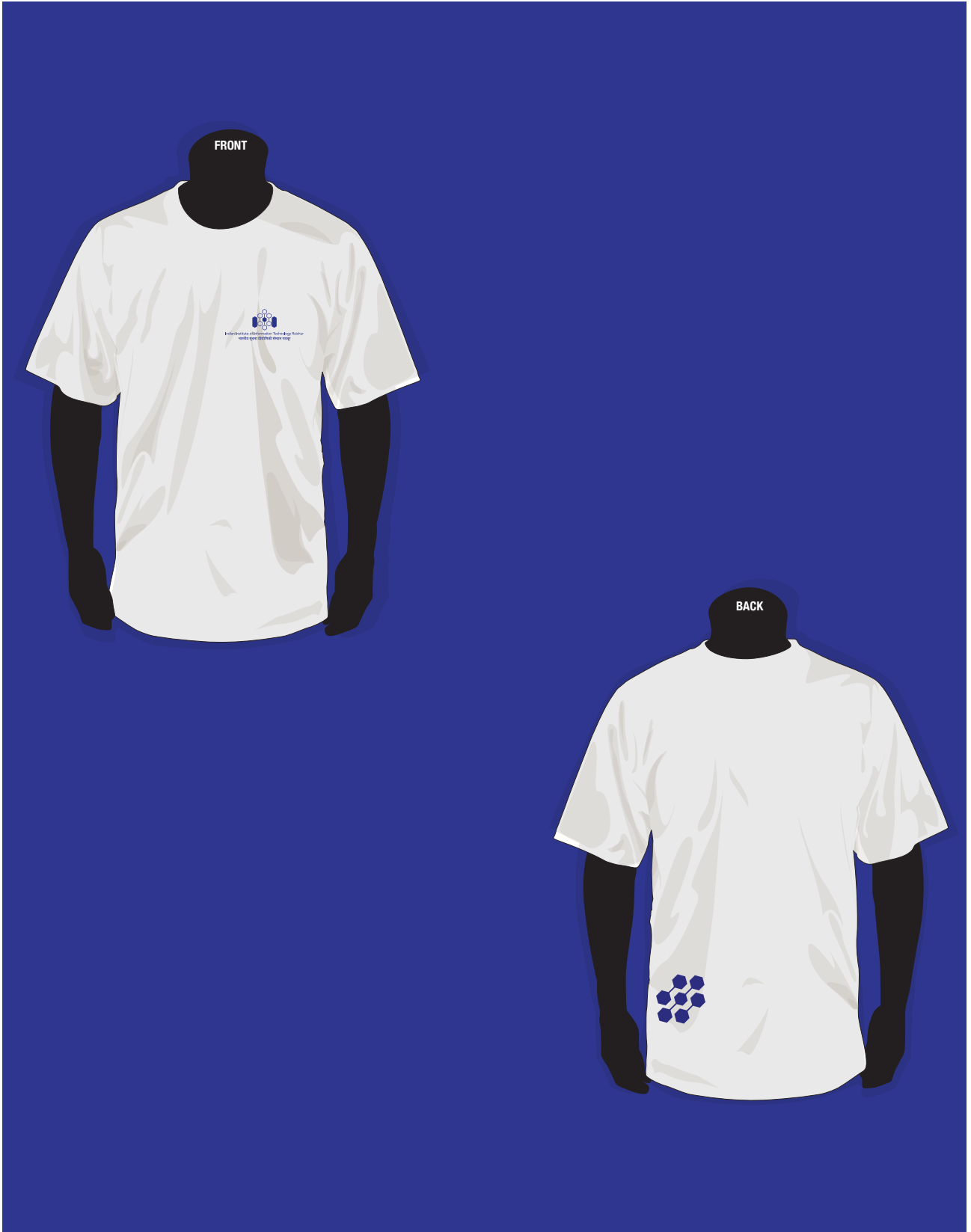
Academic Block - B, Room No. 504, IIT Hyderabad, Kandi, Sangareddy, *Telangana* - 502285



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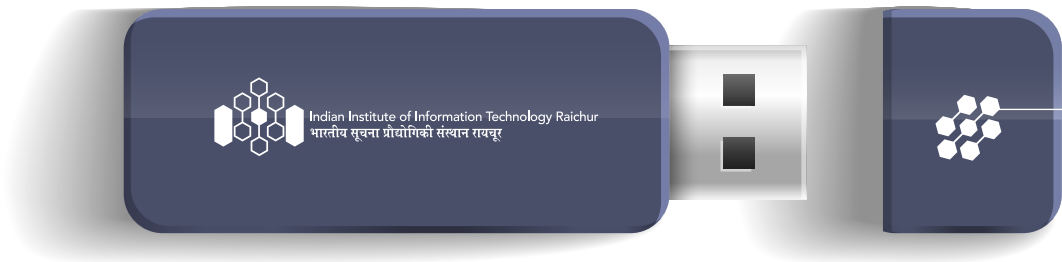
T-Shirt



DVD/CD with cover



USB Drive



Notepad & Pencil



LIST OF DIGITAL FILES IN A USB



IIIIT Raichur_Logo

IIIIT Raichur Logo_Ai

IIIIT Raichur Horizontal Logo.ai
IIIIT Raichur Vertical Logo.ai
B/W IIIIT Raichur Horizontal Logo.ai
B/W IIIIT Raichur Vertical Logo.ai

IIIIT Raichur Logo_Pdf

IIIIT Raichur Horizontal Logo.pdf
IIIIT Raichur Vertical Logo.pdf
B/W IIIIT Raichur Vertical Logo.pdf
B/W IIIIT Raichur Vertical Logo.pdf

- IIIIT Raichur_Logo fonts

Avenir (Medium)
Kruti Dev 670

- Letter Head & Visiting Card

IIIIT Raichur Logo_Jpeg

IIIIT Raichur Horizontal Logo.jpeg
IIIIT Raichur Vertical Logo.jpeg
B/W IIIIT Raichur Horizontal Logo.jpeg
B/W IIIIT Raichur Vertical Logo.jpeg

IIIIT Raichur Logo_Png

IIIIT Raichur Horizontal Logo.png
IIIIT Raichur Vertical Logo.png
B/W IIIIT Raichur Horizontal Logo.png
B/W IIIIT Raichur Vertical Logo.png

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