

# **IIT Jammu Logo Usage Policy**

## **1. About IIT Jammu**

The Indian Institute of Technology Jammu was inaugurated on 6<sup>th</sup> August 2016, and welcomed the first batch of students into the campus in Paloura, Jammu. In the initial phases, the establishment of IIT Jammu was done under the mentorship of IIT Delhi.

In 2018, IIT Jammu shifted its primary operations to the 400 acres of lush green land in Jagti village, just outside Jammu city, provided by the Government of Jammu and Kashmir for establishing its main campus. Currently, Phase 1A of the main campus, spread across 25 acres, is operational. Phase 1B and 1C are undergoing rapid construction. The main campus of the Institute is located on National Highway-44, 19 km from the Jammu Airport and 17 km from the Jammu Tawi Railway Station.

The campus in Paloura now accommodates Ph.D. scholars. It also houses the high-end research facility: Central Instrumentation Facility (CIF or SAPTARSHI Labs), equipped with highly sophisticated state-of-art instruments to enable researchers in basic sciences and engineering.

### **Vision**

"To create tomorrow's world through technological interventions which are humanistic, creative and futuristic."

### **Motto**

Learn, Engage, Invent, Create Impact.

## **2. Purpose**

The purpose of this policy is to define the proper and consistent use of the Indian Institute of Technology (IIT) Jammu logo across all mediums and platforms to ensure brand integrity, recognition, and professionalism.

## **3. Scope**

This policy is regarding the use of IIT Jammu logo and applies to all individuals and entities, including but not limited to employees, students, alumni, vendors, partners, and sponsors, who are associated or represent IIT Jammu in any capacity.

## **4. IIT Jammu Logo Specifications**

The IIT Jammu logo design, specifications, colour combinations, guidelines and approved logo configurations are given at IIT Jammu website at <https://www.iitjammu.ac.in/institute-logo>

## **5. Logo Ownership**

The IIT Jammu logo is the intellectual property of IIT Jammu and is protected by copyright and trademark laws. Only authorized personnel have the right to modify, reproduce, or distribute the logo.

## **6. Authorized Use**

Only Employees of IIT Jammu can use the Logo for various purposes like Visiting Cards, Letterheads, Envelopes, Identity Cards, Plastic Folder, Internal Note, Office File, Website Homepage, Certificate, Seals / Stamps, Badges, Notepad, T-Shirts, Glassdoor, Mug & Podium etc. subject to the following:-

- (i) The IIT Jammu logo should only be used for official purposes that align with the mission, vision, and values of IIT Jammu.
- (ii) The logo must not be altered, distorted, or manipulated in any way that could compromise its integrity or readability.
- (iii) The logo should always be displayed in its original colors and proportions. No modifications to color or design are permitted without prior approval from the authorized department.
- (iv) The logo should be used in a manner that reflects positively on IIT Jammu and maintains its professional image.
- (v) Proper credit to IIT Jammu must be given when using the logo in publications, advertisements, or promotional materials.

## **7. Prohibited Use**

- (i) The logo must not be used for personal gain, commercial purposes, or in a manner that implies endorsement of products, services, or causes without explicit permission.
- (ii) The logo must not be combined with other logos, trademarks, or graphic elements without prior approval from the authorized department.
- (iii) The logo must not be used in a way that is misleading, defamatory, or infringes upon the rights of others.
- (iv) The logo must not be used in connection with illegal or unethical activities.
- (v) No person can use the IIT Jammu logo in a manner so as to create an impression that it is associated with or an official document of the Central Government or State Government, as the case may be, without permission of the appropriate authority / government.
- (vi) No person can use the logo for commercial purpose or as a part of patent title, trademark or design, seminar or conferences etc in individual capacity, except in cases as approved by IIT Jammu.

## **Unacceptable Logos**

Maintaining the integrity of the IIT Jammu logo is important. Logos and marks must be presented in a clear, consistent and effective manner. In order to maintain consistency throughout our identity, it is essential that the IIT Jammu Logo is never altered in any way. Altering, distorting or illustrating the logo in any way weakens the power of our brand and what it represents.

The following guidelines should be followed while using the IIT Jammu logo:

- Do not modify, crop, alter or fill the logo in any way.
- Do not skew or distort.
- Do not add patterns or alter logo colors.
- Do not outline, emboss, blur, bevel or add other special effects.
- Do not reduce the opacity or tint.
- Do not cover or overlap with text or other graphic elements.
- Do not rearrange or resize elements of the logo.
- Do not add any additional design elements or text.
- Do not change typefaces or character case.
- Do not invert the logo.
- Do not create photo or texture masks with the logo.
- Do not add outlines to the logos.
- Do not overlay text onto the logos.
- Do not create patterns with the logos.
- Do not personalize or make the logo specific to a department.

## **8. Approval Process**

Any individual or entity seeking to use the IIT Jammu logo in a manner not covered by this policy must seek approval from the designated department responsible for branding and communications at IIT Jammu. The request to be routed through Associate Dean-Media, IIT Jammu for approval by Dean Admin for consideration.

## **9. Enforcement**

Violations of this policy may result in corrective action, including but not limited to the withdrawal of logo usage privileges, legal action for infringement, and disciplinary measures for employees or students vide Section 101 to 121 of “Offences, Penalties and Procedure” of The Trade Marks Act, 1999 which includes punishment with imprisonment for a term which may extend to three years, or with fine, or with both.

## **10. Review and Updates**

This policy will be periodically reviewed and updated as needed to ensure compliance with evolving branding standards and legal requirements. Any proposed changes to the policy must be approved by the relevant authorities at IIT Jammu.

By using the IIT Jammu logo, individuals and entities agree to abide by the terms outlined in this policy and uphold the reputation and integrity of IIT Jammu's brand.