

Brand
Guideline
IIT JAMMU



Map of Jammu

The institute is located in the crown of India- Jammu and Kashmir. The logo gives prominence to the map as it brilliantly speaks about its origin and establishment.



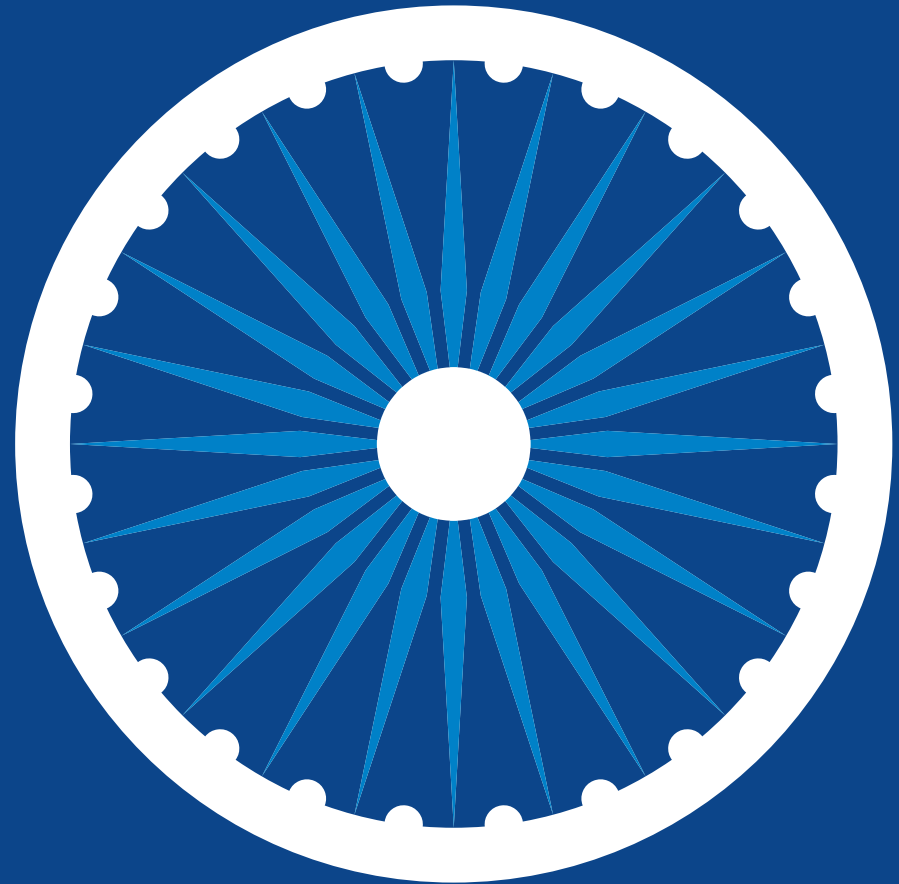
Picture of the Sun

The striking splash of the sunbeams is designed to form the map. It positions the institute as the one illuminating the lives of its students through its effective pedagogy.



Ashok Chakra

The 24 spokes of Ashok chakra are represented in the logo through the rays of the sun to demonstrate that the institute celebrates Indian-ness.



Theory

The map of the state of Jammu & Kashmir is one of the most beautiful maps among the Indian states. The beautiful and bright sunlight is innovatively shaped to form the map of Jammu and Kashmir, clearly communicating about the institute's location and its optimistic vision.



J&K Map



Sunshine



Ashok Chakra





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Justifiable logo manifestation in various backgrounds





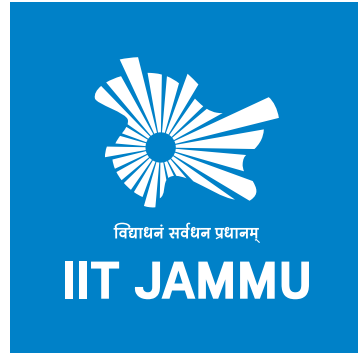
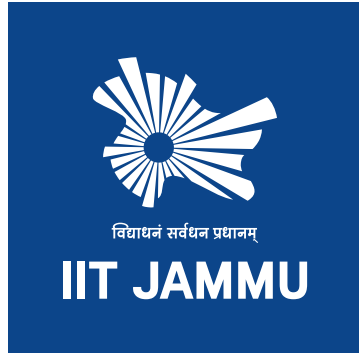
Vertical
Logo



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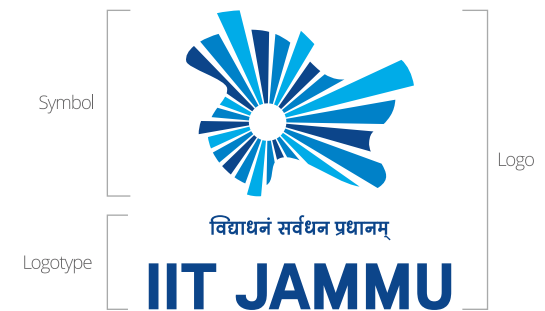
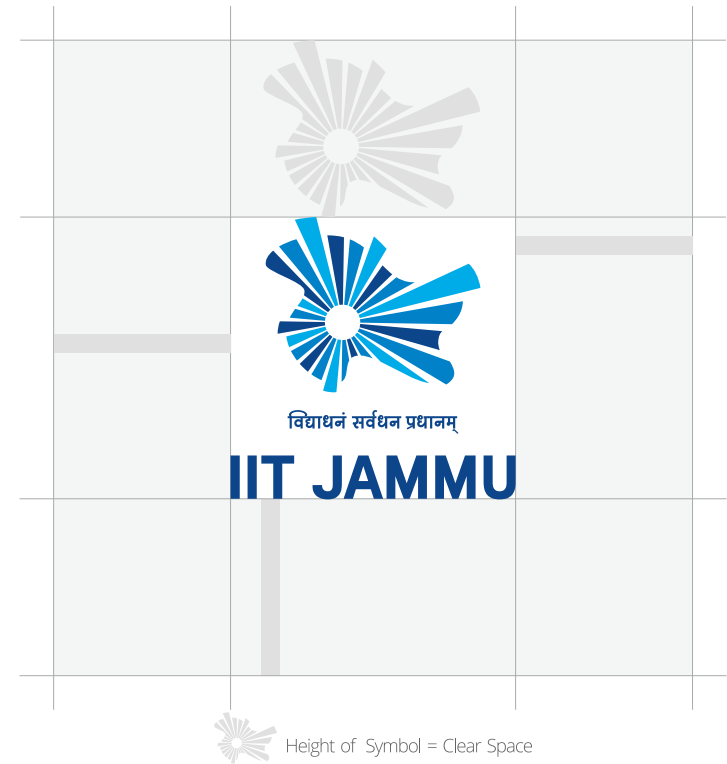
Justifiable logo manifestation in various backgrounds



A sunburst graphic with a central dark blue circle containing the text "Spacing & Scaling". The sunburst consists of numerous rays of varying lengths and widths, all in shades of blue, radiating outwards from the center. The background is a solid dark blue.

Spacing & Scaling

Breathing space throughout logo application



Limitations of logo scale

45 MM



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35 MM



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25 MM



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15 MM
Minimum
Height



www.iitjammu.com

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80 MM



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60 MM



विद्याधनं सर्वधन प्रधानम्

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40 MM



विद्याधनं सर्वधन प्रधानम्

IIT JAMMU

20 MM
Minimum
Height



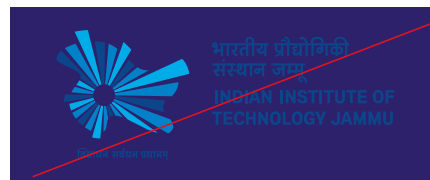
विद्याधनं सर्वधन प्रधानम्

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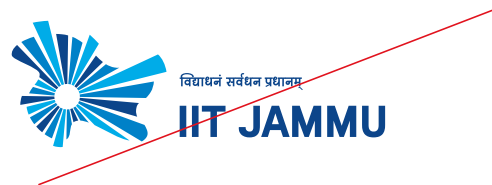
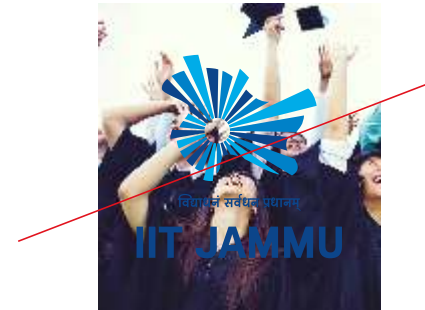
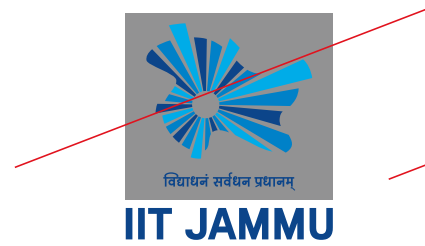
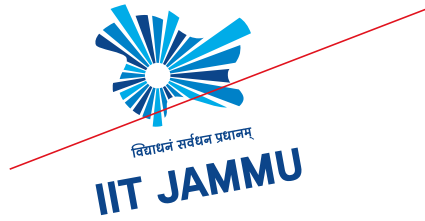
A sunburst graphic with a central dark blue circle and numerous rays of varying lengths extending outwards, all in shades of blue. The rays are arranged in a circular pattern, creating a fan-like effect.

Unmistakable Boundaries

Restrictive Practices



Restrictive Practices





Color
Palette

Colours that create visual appeal



C:100 M:75 Y:0 K:0
R:0 G:63 B:136
HEX #003f88
PANTONE SC 7687 C



Tint



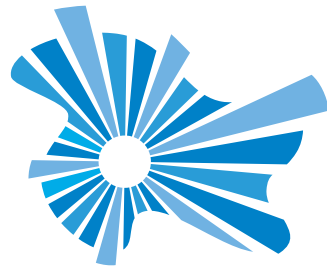
C:75 M:0 Y:0 K:0
R:0 G:171 B:233
HEX #00abe9
PANTONE SC 2995 C



Tint



C:100 M:25 Y:0 K:0
R:0 G:127 B:200
HEX #007fc8
PANTONE SC 7460 C



Tint



C:0 M:0 Y:0 K:100
R:0 G:0 B:0
HEX #231a1c
PANTONE SC Neutral Black C



Tint

Air-Heavy

**INDIAN INSTITUTE OF
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Air-Heavy

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPYZ
1234567890

Shree-Dev-002E

**भारतीय प्रौद्योगिकी
संस्थान जम्मू**

श्री देव-००२ई

कखगघडचछजझञटठडढणतथदध
नपफबभमयरलवशषसहळक्षत्रज्ञ
अआइईउऊऋएऐओऔअंअः
ॠॡ ॢ ॣ । ॥ ॥ : ॥
१ २ ३ ४ ५ ६ ७ ८ ९ १०

Shree-Dev-002

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श्री देव-००२

कखगघडचछजझञटठडढणतथदध
नपफबभमयरलवशषसहळक्षत्रज्ञ
अआइईउऊऋएऐओऔअंअः
ॠॡ ॢ ॣ । ॥ ॥ : ॥
१ २ ३ ४ ५ ६ ७ ८ ९ १०

A sunburst graphic with a central circle containing the text "Corporate Identity". The sunburst consists of numerous rays of varying lengths radiating from the center, creating a fan-like effect. The entire graphic is rendered in shades of blue against a dark blue background.

Corporate
Identity

A4 size Letter Head

This is the primary format of our letterhead whose guidelines should be adhered to strictly. Our logo communicates our value and vision. Hence, it should be placed correctly on all the print and digital material. Follow the margin guidelines as given below:

- Size- 210 MM x 297 MM
- 22.5 MM Internal Bleed
- Position logo after leaving the space of 13.6 MM from the top
- Text between 60 MM margin from the top, 22.5 MM width from right and 26.7 width MM from left
- 17.7 MM bottom for institute's address
- Address Font: Open Sans 8.5pt
- Font of the Body Text of the Letter: Open Sans 9pt



A4 size Letter Head

This is the secondary format of our letterhead which is content heavy. However, to maintain the consistency in the brand identity, it is recommended to use primary letterhead format in most of the situations.

- Size- 210 MM x 297 MM
- 22.5 MM Internal Bleed
- Position logo after leaving the space of 13.6 MM from the top
- Text between 60 MM margin from the top, 22.5 MM width from right and 26.7 width MM from left
- 17.7 MM bottom for institute's address
- Address Font: Open Sans 8.5pt
- Font of the Body Text of the Letter: Open Sans 9pt

22.5 MM

13.6 MM

60 MM

22.5 MM

26.7 MM

26.7 MM

17.7 MM

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विराटमं सर्वम प्रदानम्

March 15, 20xx

Ms. Jillian Shepperd
Director of Admissions
Admissions and Recruitment Office
MacDonald University
1449 Dorchester Ave. W., Rm. 451
Montreal, QC, H3A 1T4

Dear Ms. Jillian,

I am very pleased to write this recommendation on behalf of Siddharth Malhotra
Siddharth has been a student in B. Tech. in Computer Science and Engineering program at IIT Jammu for a period of 4 years. During that period I have observed him grow into a poised and accomplished young man. He is an exceptional student with excellent grades resulting from diligent work habits.

Siddharth has superior interpersonal skills and works equally well independently or in a group setting. He also displays good leadership skills when involved in group projects. He is very well liked and respected by both his peers and his teachers.

Siddharth has shown an ongoing interest in advanced IT frameworks, and it is my understanding that he intends to pursue a Master's degree in IT. He has traveled extensively and has written outstanding reports with observations on conditions he has witnessed throughout the world.

I believe that Siddharth Malhotra has tremendous potential as a student and I feel quite confident that he would be an asset to both student life and academics at your university.

Yours truly,
XXXXXXXX

Indian Institute of Technology Jammu, Jagti, NH 44, Nagrota, Jammu - 181221, J&K, India.
P: +91-191-2597433 / 2597455 | E: director@iitjammu.ac.in | W: www.iitjammu.ac.in

Business Card

It is our prime duty to treat our logo with care and respect in all our communication material. For business cards, we have following margin rules to adhere to:

Front of the Business Card

- Size- 90 MM x 50 MM
- 12.7 MM margin from the top and width from the right
- 26.6 MM width from the left
- 7.4 MM margin from the bottom

Back of the Business Card

- 10.6 MM margin from the top and 11.2 margin from the bottom
- 12.7 MM width from the left
- Font: Open Sans 8pt



Envelope

Logo is the identity of the institute. Wherever applied, it should be legible and create a strong impact. Follow below margin guidelines for the envelopes:

- Size- 241 MM x 108 MM
- Position logo after leaving 13.82 MM space from the top and 19 MM width from the left
- Window space of height and width of 46 MM designated for the stamp area
- Address area after leaving 6 MM space from the logo and the address
- 10.2 MM bottom for institute's address
- Font: Open Sans 8.5pt



Identity Card

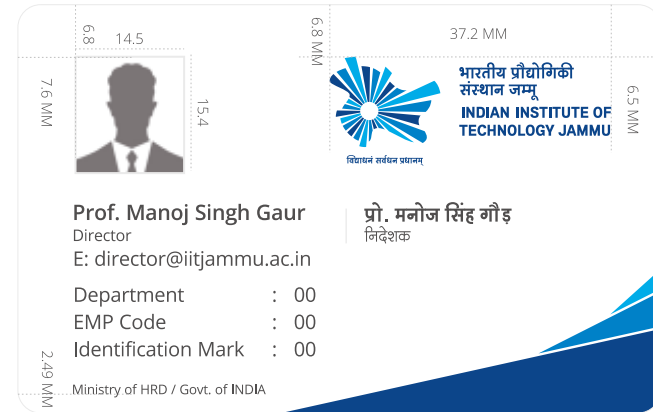
Logo has its own character and therefore it should stand out on all applications. While placing it on the identity card, follow below mentioned margin measurements:

Front of the Identity Card

- Place the photo of width- 14.5 MM and height- 15.4 MM after leaving the space of 6.8 MM from the top and 7.6 MM width from the left
- 2.49 MM bottom for other details
- Position the logo on the right after leaving 6.8 MM from the top, 6.5 MM width from the right, also the logo should cover the width of only 37.2 MM
- Font: Open Sans 7.5pt

Back of the Identity Card

- Leave space of 7.2 MM width from the left
- Name and Address of the institute after leaving the space of 9.7 MM from the top
- 2 MM bottom for other details
- Leave the space of 6.7 MM from left for Registrar
- Font: Open Sans 7.5pt



Email Signature

To ensure that logo can be deciphered in a clear manner, it is necessary to adhere to the below given margin guidelines:

- Size - 600 Pixels x 300 Pixels
- Leave space of 8.6 MM width from the left
- Position the logo after leaving space of 4.2 MM from the top
- 4.2 MM bottom for other details
- Font: Open Sans 8pt



Guideline Summary

A visual identity helps is a significant part of the brand that helps to maintain brand integrity. The elements, colour and fonts synchronize to give brand a new life and a distinct identity, hence, it is important to strictly adhere to the logo guidelines mentioned in this manual. Logo identity will be used by its stakeholders with due respect to IIT Jammu's identity and in all relevant communication.





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