INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING,
KANCHEEPURAM

Brand and Visual Identity Guidelines

Version 1.0 | October, 2016

Our Institute's name[1] is:

✓ Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram

Not: Do not…

⊘ Indian Institute of Information Technology Design and Manufacturing, Kancheepuram (… Miss the comma)

⊘ Indian Institute of Information Technology, Design and Manufacturing-Kancheepuram (… Use any other symbol other than comma before Kancheepuram)

⊘ Indian Institute of Information Technology Design & Manufacturing, Kancheepuram (… Use '&' in the Institute name)

⊘ Indian Institute of Information Technology, Design and Manufacturing (… Miss out Kancheepuram)

⊘ Indian Institute of Information Technology, Design and Manufacturing, Kanchipuram (… Use Kanchipuram instead of Kancheepuram)

⊘ Indian Inst of Info Tech, Design and Mfg, Kanchipuram (… Shorten the wordings)

Verbally, and in print, the only appropriate acronym is:

✓ IIITDM Kancheepuram

Use of '&' in the acronym is not permitted, except the text inside the Insignia.

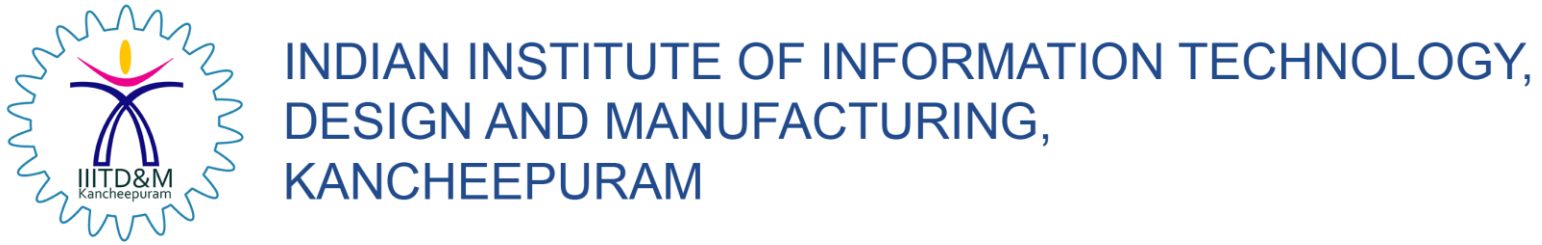
When using this acronym verbally, it should be prononced as "triple ai tee di em Kancheepuram".

[1] Cited from 'The SCHEDULE ' of page no. 19 in IIIT Bill (Link: http://www.prsindia.org/uploads/media/IIIT%20bill/IIIT%20Bill%20as%20passed%20by%20LS.pdf)

Primary Logo

The logo of IIITDM Kancheepuram consists of two elements - the “insignia” and the “logotype” - combined into one cohesive signature. Each logo should be treated as one unified graphic and should never be separated or distorted. Type of the logo should never be broken apart and the proportions of the logo should remain consistent. The logo cannot be modified in any way; it is forbidden.

Download



Insignia

Logotype

Minimum size: 9 cm

Secondary Logo

Secondary logo has been designed for special applications where the primary logo would not be appropriate. As with the primary logo, the secondary logo CANNOT be altered in any way. It cannot be stretched, the elements moved, or the elements rearranged. Nor can the words within the logo be separated and used as individual elements.

Download

Minimum size: 5 cm

Bilingual Logo

Bilingual logo comprises of Insignia and Institute name written in English and Hindi. Rules apply like the primary logo. Bilingual logo should be used only in document heading or website header.

Download

भारतीय सूचना प्रौद्योगिकी अभिकल्पना,
एवं विनिर्माण संस्थान, कांचीपुरम

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING, KANCHEEPURAM

भारतीय सूचना प्रौद्योगिकी अभिकल्पना,
एवं विनिर्माण संस्थान, कांचीपुरम

INDIAN INSTITUTE OF INFORMATION TECHNOLOGY,
DESIGN AND MANUFACTURING, KANCHEEPURAM

Minimum size: 18 cm

Visual Identity | Insignia Design

Insignia is designed to appear like a human flying high and achieving success. The lower half of the logo consists of intersecting trunks which symbolizes the highly interdisciplinary approach to education that the institute follows. The confluence of the three core branches with design is also communicated through this. The upper half of the logo is made such as to represent a lamp, which symbolizes enlightenment and wisdom. The gear in the background emphasizes on the manufacturing attribute of the courses offered by the institute. Together all these elements symbolize progressive thought, design thinking and imparting of a holistic and complete education which are the tools for making a smarter world for the future.

Download

Minimum size: 5 cm

When to use only the Insignia:

When the branding space is limited and while referring in external websites.

Visual Identity | Reversed Logo

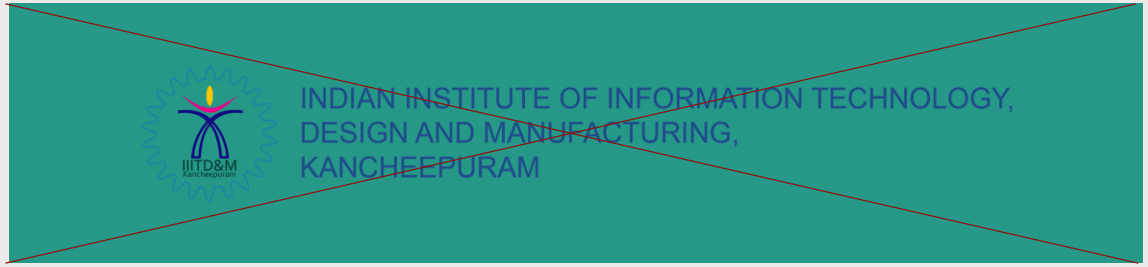
The reversed logo may be placed over any IIITDM Kancheepuram brand or primary color except white. If the background color is white, use primary or secondary logo.

Download

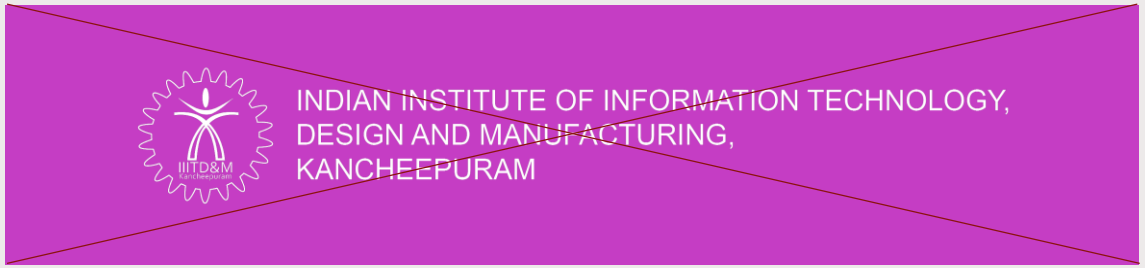
Don’ts:

Do not …

… Stretch the logo disproportionately

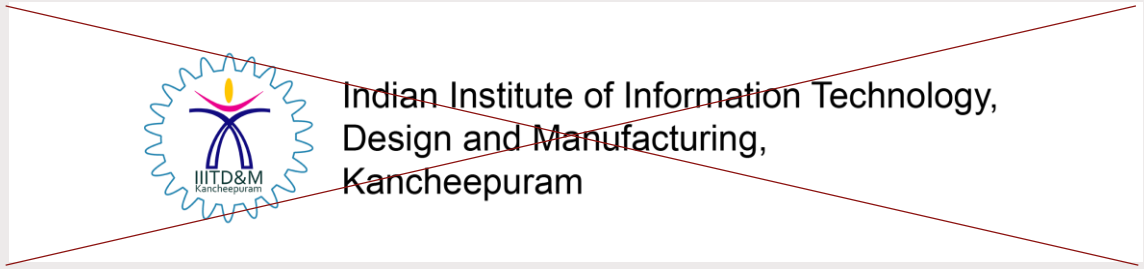


… Place the logo in inappropriate color



… Place the logo in non-brand color

… Rotate the logo



… Alter the colors in the logo

… Crop the logo

Brand Color

Cornflower Blue - the color is synonymous with the institute brand - symbolises intuition, imagination, inspiration, creativity and innovation.

Color Usage

Cornflower blue should be the dominant color for materials, with the primary color palette providing accents. These rich colors can have white text printed or displayed over them.

All use of color should meet accessibility standards[2].

Cornflower Blue

Hex: # 214B8C
RGB: 33-75-140
CMYK: 76-46-0-45

[2] Refer to Chapter 6: Guidelines for Indian Government Websites (Link: http://guidelines.gov.in/documents/pdf/webguidelines.pdf)

Visual Identity | Color Palette

Primary Colors

Jungle Green
Hex: #259888
RGB: 37-152-136
CMYK: 76-0-11-40

Emperor
Hex: #555555
RGB: 85-85-85
CMYK: 0-0-0-67

Tamarillo
Hex: #8C1310
RGB: 140-19-16
CMYK: 0-86-89-45

Tan
Hex: #9A4C16
RGB: 154-76-22
CMYK: 0-51-86-40

Astral
Hex: #3275AA
RGB: 50-117-170
CMYK: 71-31-0-33

Secondary Colors

Orange
Hex: #FF552C
RGB: 255-85-44
CMYK: 0-67-83-0

Ebb
Hex: #EDEAEA
RGB: 237-234-234
CMYK: 0-1-1-7

Process Black
Hex: #1E1E1E
RGB: 30-30-30
CMYK: 0-0-0-0

Blue Stone
Hex: #015B64
RGB: 1-91-100
CMYK: 1-9-0-61

Pampas
Hex: #F2F1EB
RGB: 50-117-170
CMYK: 0-0-3-55

Lemon Yellow
Hex: #FFDB6D
RGB: 255-219-109
CMYK: 0-9-58-0

Wayfinding

Previous Next Close Accordion Open Accordion Menu Add Close

Contacts

Email Phone Fax

Social Media

Google Scholar LinkedIn Facebook Research Gate Pinterest Twitter Instagram

Representational

News Announcement RSS

Calendar Achievements Photos

Help Tool Menu Profile

Action-Oriented

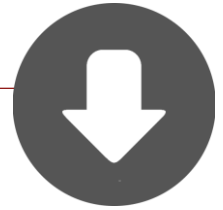
Share Video/ Watch Audio/ Listen Search

Typography | Print

Bookman Old Style

- Headlines
- Call-outs
- Sidebars
- Chart Titles
- Quotes
- Calls to Action
- Letters

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

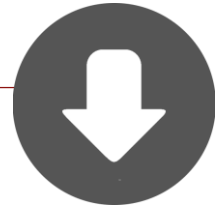


Download

Georgia

- Subheads
- Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Download

About IIITDM Kancheepuram

Bookman Old Style
Size: 28pt
Color: Primary Color

Vision

Georgia Bold
Size: 16pt

To become a premier institution of excellence in Design and Manufacturing that would create and develop a new generation of engineers and technologists with the ability and mindset to lead Indian industries in globally competitive economic environment.

Mission

To be a world class apex centre of excellence in education, research, development and training in Design and Manufacturing.

Georgia
Size: 14pt

Charter

To provide education and training, at both undergraduate and postgraduate levels, to persons of outstanding abilities who would provide leadership to Indian industry in globally competitive economic environment.

To carry out advanced research and development activities in design and manufacturing technologies, both on its own and on its own and on sponsorship basis for the industry.

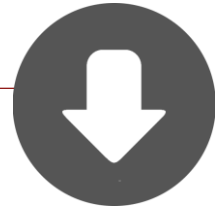
To provide distance learning and continuing education programmes for

Typography | Web

Bookman Old Style

- Page Title
- Intro Paragraph
- Subtitle

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

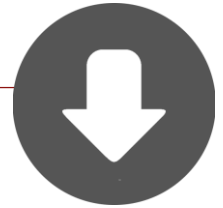


Download

Source Sans Pro

- Subheads
- Body Copy

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890



Download

About IIITDM Kancheepuram

Vision

To become a premier institution of excellence in Design and Manufacturing that would create and develop a new generation of engineers and technologists with the ability and mindset to lead Indian industries in globally competitive economic environment.

Mission

To be a world class apex centre of excellence in education, research, development and training in Design and Manufacturing.

Charter

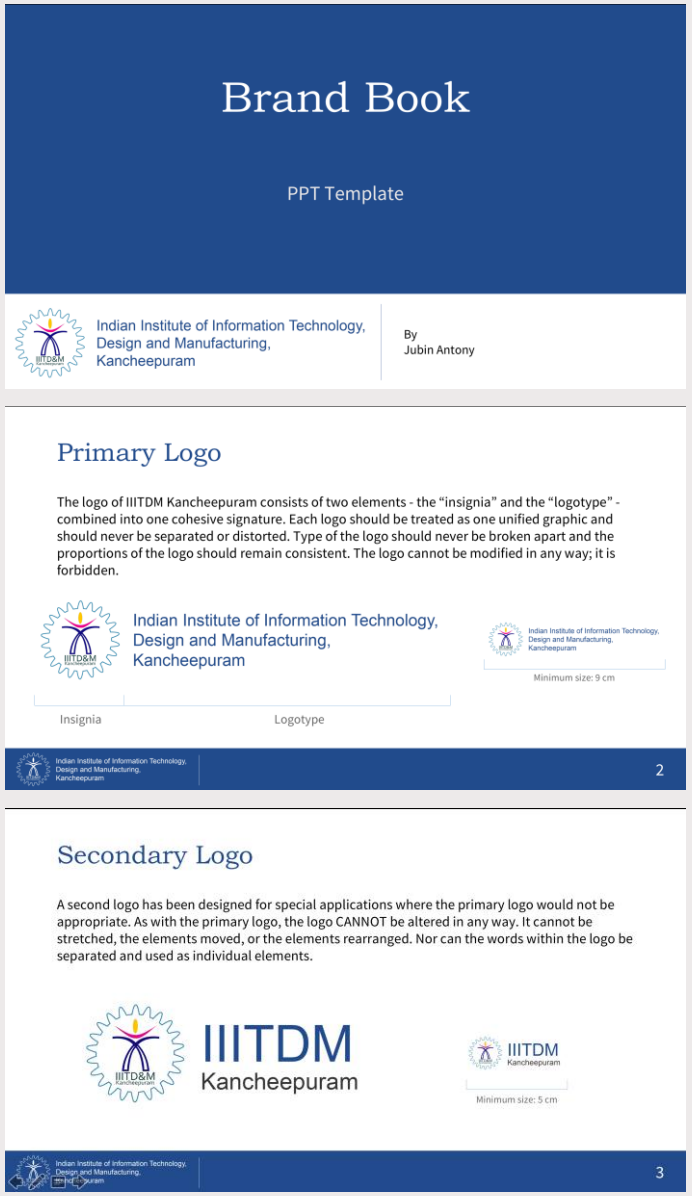
To provide education and training, at both undergraduate and postgraduate levels, to persons of outstanding abilities who

Bookman Old Style
Size: 28pt
Color: Primary Color

Source Sans Pro
Size: 24pt
Color: Primary or Secondary colors

Source Sans Pro
Size: 18pt

Templates | Presentations



Brand Book

PPT Template

Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram

By
Jubin Antony

Primary Logo

The logo of IIITDM Kancheepuram consists of two elements - the "insignia" and the "logotype" - combined into one cohesive signature. Each logo should be treated as one unified graphic and should never be separated or distorted. Type of the logo should never be broken apart and the proportions of the logo should remain consistent. The logo cannot be modified in any way; it is forbidden.

Indian Institute of Information Technology, Design and Manufacturing, Kancheepuram

Minimum size: 9 cm

Insignia

Logotype

2

Secondary Logo

A second logo has been designed for special applications where the primary logo would not be appropriate. As with the primary logo, the logo CANNOT be altered in any way. It cannot be stretched, the elements moved, or the elements rearranged. Nor can the words within the logo be separated and used as individual elements.

IIITDM
Kancheepuram

Minimum size: 5 cm

3

SAMPLE

Download

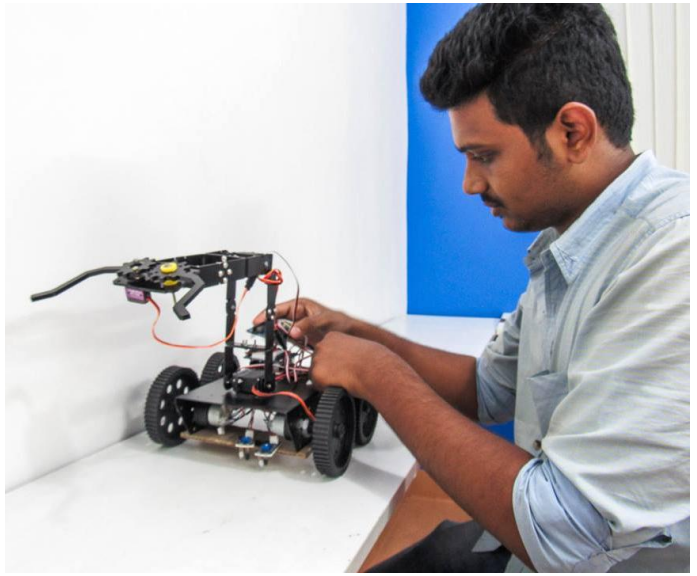
Photography | Rules

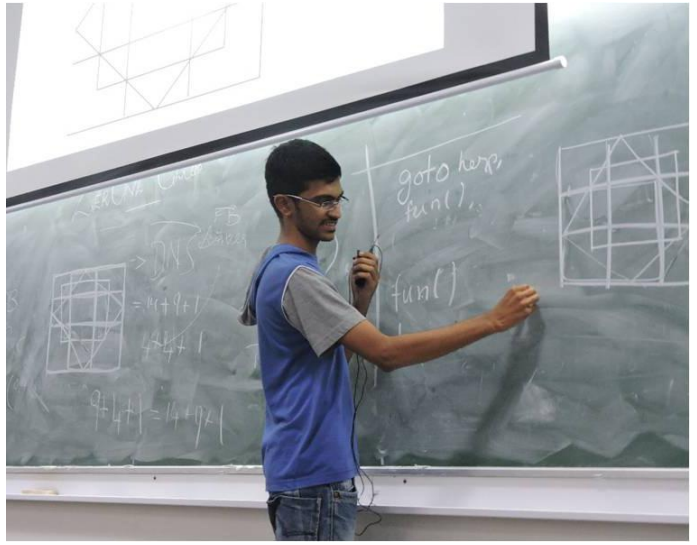
Photos should
- ✓ Be of good quality
- ✓ Be focused
- ✓ Be non-blurry
- ✓ Have optimum lighting
- ✓ Have point of interest
- ✓ Have positive motive
- ✓ Have clarity

Videos should
- ✓ Be of good quality
- ✓ Not be shaky
- ✓ Have optimum lighting
- ✓ Have point of interest
- ✓ Have positive motive
- ✓ Have clarity

Photography | Infrastructure

Photography | People





Photography | Objects

“A Brand for an Institute is like a reputation for a person.”

- Adapted from Jeff Bezos’ quote

We should guard it with care

Contact Us

Web Development Team,
IIITDM Kancheepuram
Email: webadmin@iiitdm.ac.in

Led by Senthilkumaran | Designed by Jubin Antony, Jeffrey Sam Jacob and Rohan Sehgal