IIT PALAKKAD

Indian Institute of Technology, Palakkad

Guidelines for using the Symbol

January 2019

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Indian Institute of Technology, Palakkad, India.

Visual identity & Guidelines for using the Symbol,
of the Indian Institute of Technology, Palakkad,
designed by National Institute of Design, Ahmedabad.

Digital Offset printed on 250 & 130 gsm matt stock
January 2019

Throughout this document, trademarked names are used. Rather than putting a trademark symbol in every occurrence of a trademarked name, it is stated that the names are used only in an editorial manner and to the benefit of the trademark holder with no intention of infringement of the trademark.

WHY THESE GUIDELINES?

For any symbol to be memorable and have the desired recall value, it is imperative that it be reproduced across different media in a consistent manner. The key elements which should be consistently used are the symbol, its colour and the typography. This ensures that the audience experiences the visual identity in the same manner on different collaterals and communication tools across various media, including print and web.

These guidelines have been developed by the National Institute of Design, Ahmedabad; as a framework to standardise the visual presentation and application of the visual identity of the Indian Institute of Technology, Palakkad (IIT – Pkd). It may be noted that while the visual language is designed thoughtfully, the content – text in the demonstrated applications is only indicative and not factual.

WHO SHOULD USE THIS?

This set of guidelines are for the use of trained personnel of the IIT Palakkad responsible for communication–both internal and external; or graphic designers, professional printers, or other vendors who may, as a part of their creative work be authorised to use the IIT Palakkad symbol.

The content is specific and technical. This booklet lays down standard guidelines and practices for the use of symbol. There are very few guidelines but please take the time to read and understand how they work, and how they can be used together to ensure a cohesive visual identity. It is crucial that the symbol appears correctly and consistently in every communication, across a variety of media.

As a technical guide which is meant to inform, the colours as reproduced in this booklet may not be accurate due to limitations of the printing method used to print copies of this booklet. To match the colours during print production, please use the CMYK specifications, or the Pantone codes, or colour swatches provided at the end of this booklet.

WHAT IS A VISUAL IDENTITY?

Any organisation, big or small, or an event, a campaign or a programme in the public domain, needs to have its own distinct visual identity in the communication era — a visual or an image which is distinct and represents the organisation's objectives, purpose, or philosophy and activities. This visual identity is the one, with which people associate the organisation.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual – shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity. On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, transparency, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation.

A symbol is only a part of the overall visual identity. A visual symbol is designed but an identity is created by consistent use of the symbol and various design elements over a period of time across several applications related to the organisation.

The visual identity representing the organisation translates on to several planes of visual interface with its target users. These include the basic stationery, business cards, envelopes, promotional material such as brochures, flyers, advertisements, posters hoardings etc; forms, in-house printed stationery such as vouchers and bills, environmental design such as interiors and signage systems, vehicles and uniforms, exhibitions and all promotional materials in the visual media.

Need for a Visual Identity

The identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities.

Visual identity performs certain vital functions for the organisation, both internally as well as externally. Within the organisation, the identity provides a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a strong association and loyalty towards the organisation.

For its public face, the visual identity is the most important and handy tool for an organisation. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identifies the organisation and helps it stand out in a competitive information age.

Components of a Visual Identity

The visual identity for any organisation broadly comprises of three critical components:
– the symbol
– the colour scheme
– type style (house fonts)

The logo – either a symbol, a wordmark; or a combination of both the logo and the logotype, gives the visual identity to an organisation. A consistent and undistorted use of the symbol across various applications lend the identity a distinctive image, powerful enough to be identified, recognised and associated with the organisation.

Colours are a vital factor in furthering the overall image. Through consistent use of the same set of the colour palette across different mediums, the organisation can build up a very unique image in the public mind.

The type style and the fonts used consistently re-inforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organisation.

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1. BASIC FEATURES OF THE SYMBOL.

This section explains the concept of the symbol and details out the basic set of guidelines on how to use the symbol – specifying certain do’s and don’ts pertaining to the usage of the symbol for IIT Palakkad.

This is to ensure that the identity is used in a consistent manner across all media, without diluting its essence.

1.1. THE SYMBOL

This unique symbol highlights the notion of synergy and dynamic inter-relationship between research, theory and practice in academics.

Inspired from the (5,3) torus knot, the cyclic form rendered in a continuous single line symbolises the process of continuous evolution.

The form also has a hidden question mark – representing curiosity. The subtle semblance to the form of a light bulb suggests enlightenment of knowledge, essential to dispel the darkness. The pentamerous elements are symbolic of the 'pal' flower.

The white star in the centre stands for the illustrious graduates who aspire to make the world a better place.

The colour palette is unique with the golden yellow representing the rising sun and its energy; and the cool grey representing the propriety of science education.

IIT PALAKKAD

1.2.
COLOUR

Colour plays a very important role in establishing the visual identity in the consciousness of people, and is chosen very carefully. The house colours for the IIT Palakkad identity are Golden Yellow and Cool Grey. It is recommended that the symbol be used on a white or a lighter background to enhance its visibility and recall value.

While creating publications which are going to be offset printed, please use the CMYK specifications. For screen printing, Pantone shade cards are recommended. The colour swatches included in this book must be shared with the vendors to match the exact shade if Pantone shade cards are not available.

However, in situations where the colour version cannot be used due to limitations of reproduction processes, such as photocopy etc, it is recommended to use the visual identity (logo and/or master identity) in black colour. Please note, that this a separate artwork.

IIT.Pkd Yellow

for four colour offset printing.
C 00. M 42. Y 100. K 00.

for screen printing/spot colour.
Pantone 2010 C

for on-screen applications.
R 255. G 173. B 0.

web safe colour.
#FFAD00

IIT.Pkd Grey

for four colour offset printing.
C 00. M 00. Y 00. K 60.

for screen printing/spot colour.
Pantone Cool Gray 10 C

for on-screen applications.
R 99. G 102. B 106.

web safe colour.
#63666A

An attempt should be made to maintain maximum contrast with the background colour. In cases where there already exists a strong background, the identity is advised to be used with the white background (clear space dimensions) so as to distinguish it from the background noise and to provide clear visibility.

For surfaces with colour, like craft paper, ledger paper, transparent folder, etc (pg. 36 and 37), it is advisable to use the entire lockup in black.

In items, where a white background is not desirable, the ideal situation is to use the identity in black on solid IIT. Pkd Yellow background. In few situations such as T-shirt or a dark coloured folder, the logo may be used in white colour as shown on this page.

NOTE: THE COLOURS SHOWN THROUGHOUT THIS BOOKLET MAY NOT BE THE CORRECT COLOUR DUE TO DIFFERENCE IN PRINTING PROCESS AND PIGMENTS USED FOR PRODUCING THIS BOOKLET. FOR MATCHING THE EXACT SHADE OF COLOURS, ALWAYS USE THE SPECIFICATIONS OR REFER TO THE COLOUR SWATCHES PROVIDED WITH THIS DOCUMENT. PANTONE® IS A REGISTERED TRADEMARK OF PANTONE INC.

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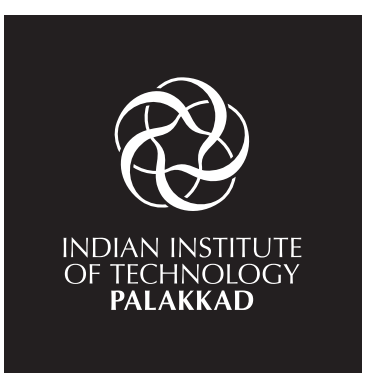


1.3. THE ASSETS

The logo of the IIT Palakkad, is designed to be used as a stand-alone and as per the context of use; along with the logotype, which is the full name of the organisation.

The Master identity (lockup) has two elements — the logo and the acronym; the Full Lockup has the full name of the organisation along with the symbol; while the Full signature has the logo and the name of the institute in Hindi (devanagari script) and in English (latin script). These elements in each of the lockups have been thoughtfully composed together considering their relative proportions and the alignment of each element besides the size of the typography.

These configurations of the elements together are also (henceforth, in this document) known as lockups and should ideally be used; without any distortion, on all the official communication material of the institute.

Master Lockup: (Master_Lockup) the symbol and acronym (IIT Palakkad)

Full Lockup: (Full_Lockup) the symbol with the full name (Indian Institute of Technology Palakkad).

There may be situations where for paucity of space, or the context in which the identity of the IIT Palakkad is being used, it may not be possible to use the master lockup.

In such situations, the alternative lockups which are shown on this spread may be used (in colour or black and white, as the situation may demand). The decision of using the specific alternate is solely on the context and the designer working on the specific communication material.

Only Logo: (Only_Logo) only the symbol without the acronym.

Indian Institute of Technology Palakkad
भारतीय प्रौद्योगिकी संस्थान पालक्काड
Under Ministry of Human Resource Development, Govt. of India
मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार

IIT PALAKKAD

Full Signature: (Full_Signature) the symbol and only the acronym (IIT Palakkad) with the full name of Institute in Both English and Hindi.

1.4. MINIMUM SIZES

The master lockup and alternative lockups of the IIT Palakkad identity can be used upto a smallest size, as shown below. The width may vary depending on the version used.

For optimum visibility of the identity, it is advisable to not use these configurations in any situation, smaller than the height indicated below.

There may be situations where, the space may not be enough for optimum visibility. In such cases, it is suggested that only the logo may be used.

In case the identity is to be used in a further smaller size, it is recommended to use only the symbol (without the logotype). This can be reduced to a size of 10 mm in height.

smallest size
height 15 mm

smallest size
height 20 mm

smallest size
height 20 mm

1.5. SAFE ZONES / CLEARANCE SPACE

To ensure maximum visibility of the basic identifier in any identity, it is very important that the logo and the logotype be used in such a manner that it gets its due importance.
To ensure its integrity and visibility, the IIT Palakkad visual identity should be kept clear of competing text, images other graphic elements.

There must be adequate clear space surrounding the identity on all four sides – a space equal to the height of the letter 'T', as shown in the samples below.

The artworks include this clear space/safe zones.

Safe zone and clearance space for the Master Lockup

Safe zone and clearance space for the Full Lockup

THE DISTANCE BETWEEN THE SYMBOL AND THE BILINGUAL TEXT IN THE FULL SIGNATURE CAN BE VARIED IN UNITS OF THE LENGTH OF THE GREY LINE IN THE SYMBOL, WITH MINIMUM DISTANCE BEING EQUAL TO THE LENGTH OF ONE GREY LINE, AS SHOWN BELOW.

Safe zone and clearance space for the Full Signature (Bilingual Left)

1.6. INCORRECT USAGE: DON'T DO THESE

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, type and colour. The use of the symbol should be consistent and should not be distorted or changed in relative proportion, colour etc.

The symbol and logotype has been designed with a certain logic. It is very critical to maintain the relative proportions and colour across applications to ensure a robust and consistent identity. The examples shown here are showing only the logo, but are applicable to all the assets (including alternative lockups) as shown on pages 12 and 13.

DON'T STRETCH OR CONDENSE THE LOGO

DON'T CHANGE THE DISTANCE / SPACING BETWEEN DIFFERENT ELEMENTS OF THE IDENTITY

DON'T MAKE THE IDENTITY HOLLOW

DON'T USE COLOURS OTHER THAN SPECIFIED

DON'T ADD OUTLINE TO THE EXISTING COLOUR SCHEME OF THE LOGO

DON'T REDRAW THE LOGO. IT WILL BE DIFFICULT TO MATCH THE OFFICIAL SPECIFICATIONS

DON'T CHANGE THE FONTS IN THE IDENTITY

DON'T ADD DROP SHADOW OR ANY OTHER SPECIAL EFFECT TO THE LOGO

DO NOT USE THE LOGO AGAINST ANY COLOUR OTHER THAN GOLDEN YELLOW AND GRAY AS SPECIFIED IN THE GUIDELINES

DON'T USE ANY KIND OF TEXTURE INSIDE THE LOGO OR AGAINST IT

DON'T ROTATE THE LOGO

DON'T CHANGE OR ADD MORE COLOURS

1.7.
TYPOGRAPHY

Like human beings, typography and fonts also have distinct visual characters. The selection of a house font to be used across official communication is imperative for creating an exclusive and distinct identity of an organisation.

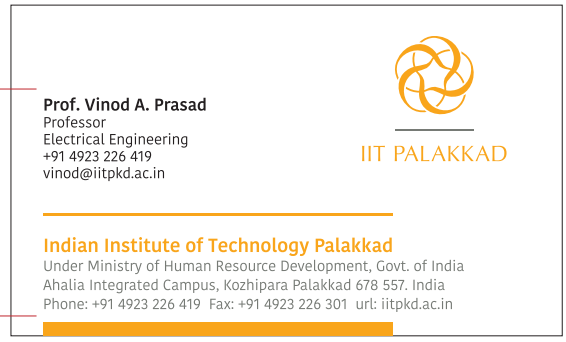
The logo and master lockups have been designed as a singular unit and the artworks of different configurations/alternatives are available as both image and vector files. ***Please do not attempt to recreate these.***

For stationery items such as letterhead, visiting cards and envelopes, the address lines appear in the typeface – 'Kohinoor'. It is advised that the insitute invest in these proprietary typefaces and download this open source typeface for maintaining consistency across all communication material such as, newsletters, signage etc. The link for downloading is provided overleaf.

The preview of these fonts is given on the following page.

The font, 'Calibri' may be used for general correspondence (body of the letters, text of reports, publications etc).

Kohinoor,
various weights



Kohinoor Devanagari,
various weights

Kohinoor Latin is an elegant low contrast humanist sans-serif typeface suitable for both body and display text. Part of the super family Kohinoor Multiscript. Kohinoor Latin comes in 5 upright styles with their complementary italics.

https://www.indiantypefoundry.com/fonts/kohinoor

Kohinoor Devanagari is an elegant low contrast Devanagari typeface suitable for both body and display text. Part of the super family Kohinoor Multiscript. It comes in 5 upright styles and has full support for the conjuncts and ligatures.

https://www.indiantypefoundry.com/fonts/kohinoor-devanagari

2. FUNCTIONAL APPLICATIONS OF THE SYMBOL.

This section shows how the IIT Palakkad symbol should be applied across basic functional print collaterals, in a consistent manner.

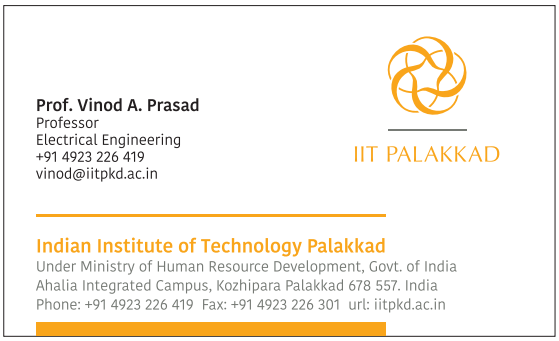
The proposed visual language has a very uncluttered personality with a lot of white space & visual contrast, giving due importance to the IIT Palakkad symbol.

2.1. VISITING CARDS

The visiting cards for the officials of the institute are designed as per a simple visual system, giving more importance to the institute, by placing the identity above the name of the individual.

Designed in the house colours, these visiting cards are printed on both sides. The front has the identity of the institute along with the official's name, address and contact details of the institute in English. The back side has the same information in Hindi.

As a thumb rule, these may be printed on uncoated stock.



Prof. Vinod A. Prasad
Professor
Electrical Engineering
+91 4923 226 419
vinod@iitpkd.ac.in

Name: Kohinoor Medium, 8 pt size, leading 9.6 pt
Designation: Kohinoor Book, 7 pt size, leading 8 pt
Department: Kohinoor Book, 7 pt size, leading 8 pt
Mobile Number: Kohinoor Book, 7 pt size, leading 8 pt
Email Id: Kohinoor Book, 7 pt size, leading 8 pt
COLOUR: BLACK

Under Ministry of Human Resource Development, Govt. of India
Ahalia Integrated Campus, Kozhipara Palakkad 678 557. India
Phone: +91 4923 226 341 Fax: +91 4923 226 301 url: iitpkd.ac.in

Kohinoor Book, 7 pt size, leading 9 pt
COLOUR: PANTONE Cool Grey 10 C

प्रो. विनोद ए. प्रसाद
प्रोफ़ेसर
इलेक्ट्रिकल इंजीनियरिंग
+91 4923 226 419
vinod@iitpkd.ac.in

Name: Kohinoor Devanagari Medium,
8 pt size, leading 8.5 pt
Designation: Kohinoor Devanagari Book,
7 pt size, leading 9 pt
Department: Kohinoor Devanagari Book,
7 pt size, leading 9 pt
Mobile Number: Kohinoor Book, 7 pt size, leading 8 pt
Email Id: Kohinoor Book, 7 pt size, leading 8 pt
COLOUR: BLACK

मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार
अहलिआ एकीकृत कैम्पस, कोज़्हिपारा, पालक्काड 678 557. भारत
फोन: +91 4923 226 509 फेक्स: +91 4923 226 301 वेब: iitpkd.ac.in

Kohinoor Devanagari Book, 7 pt size, leading 10 pt
COLOUR: PANTONE Cool Grey 10 C

Print Specifications — Visiting Cards

STOCK:
280 gsm Cordenons - Natural Evolution Recy Frost

FINISHED SIZE:
92mm Wd. x 55mm Ht.

PRINTING:
3/3 colour offset or screen printing, with bleed at the bottom (IIT.Pkd Yellow, IIT.Pkd Grey and Black)

FRONT

BACK

2.2.
LETTERHEADS

The letterheads for the institute are designed as per a very simple visual system. The pictures of printed letterheads are included on pages 28, 29.

Printed in the house colours, these use the master lockup and the address blocks in the house fonts. The contact details follow the international system.

The typography of the letter (content) is simple and straightforward —left justified, aligned with the name of the institute which is 24 mm from the left edge of the sheet. There should be a hard return after the address line and also after the subject line. The paragraphs of the body of the letter are differentiated with a first line indent of one 'em'.

The contact details on these samples are representative and are used to indicate size, placement, alignment and colour.

Print Specifications — Director's Letterhead

STOCK:
120 gsm Cordenons-
Natural Evolution Recy Frost

FINISHED SIZE:
210mm Wd. x 297mm Ht.

PRINTING:
3/0 colour offset
(IIT.Pkd Yellow, IIT.Pkd Grey and Black)

Print Specifications — General Letterhead

STOCK:
100 gsm BILT -
Royal Executive Bond

FINISHED SIZE:
210mm Wd. x 297mm Ht.

PRINTING:
2/0 colour offset
(IIT.Pkd Yellow and
IIT.Pkd Grey)

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मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार

IIT PALAKKAD

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Phone: +91 4923 226 500 Fax: +91 4923 226 301 Email: info@iitpkd.ac.in
url: iitpkd.ac.in

DIRECTOR'S LETTERHEAD

DIRECTOR'S LETTERHEAD

GENERAL LETTERHEAD

2.3.
ENVELOPES

Two different envelopes have been designed for the institute – a white envelope (1/3rd of A4) for general correspondence and a large brown envelope (open A4 size). Both these use the master lockup with the address block.

The white envelope is printed in the two house colours and the brown envelope is in single colour (black). As a thumbrule, these should be printed on uncoated stock.

If the small envelop is being printed on brown or khadi coloured paper, then it should be printed only in black colour.

Print Specifications — Small Envelope

STOCK:
100 gsm – BILT
Super Sunshine white

FINISHED SIZE:
235mm Wd. x 110mm Ht.
(horizontal)

PRINTING:
2/0 colour offset (IIT.Pkd Yellow and IIT.Pkd Grey)

Print Specifications — Brown Envelope

STOCK:
100 gsm
Brown Kraft paper

FINISHED SIZE:
254mm Wd. x 304.8mm Ht.
(horizontal)

PRINTING:
1/0 colour offset (Black)

SMALL ENVELOPE [REDUCED TO FIT]

BROWN ENVELOPE [REDUCED TO FIT]

2.4. IDENTITY CARDS

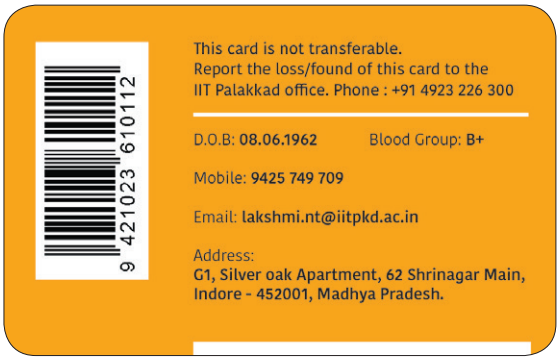
The identity cards for the staff and students of the institutes have been designed following the visual language of the basic stationery. The cards have been colour-coded to differentiate the staff IDs from student IDs. The student ID cards will have a band of solid colour of IIT.Pkd Yellow as shown in the pictures, while the staff identity card has a simple white background. The back side will have details and basic set of instructions on a background on solid colour of IIT.Pkd Yellow.

IDENTITY CARD - FACULTY / STAFF

IDENTITY CARD - STUDENT

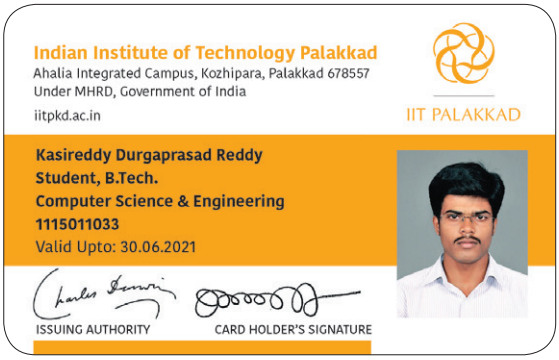
IDENTITY CARD - FACULTY / STAFF

FRONT

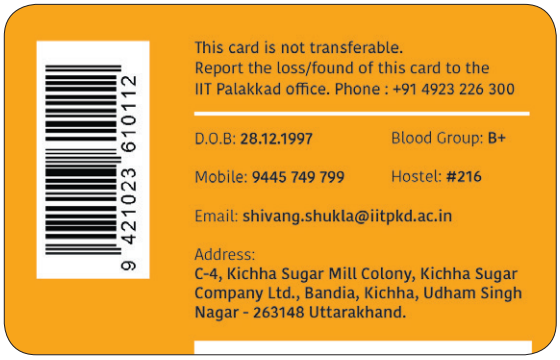


BACK

IDENTITY CARD - STUDENT



FRONT



BACK

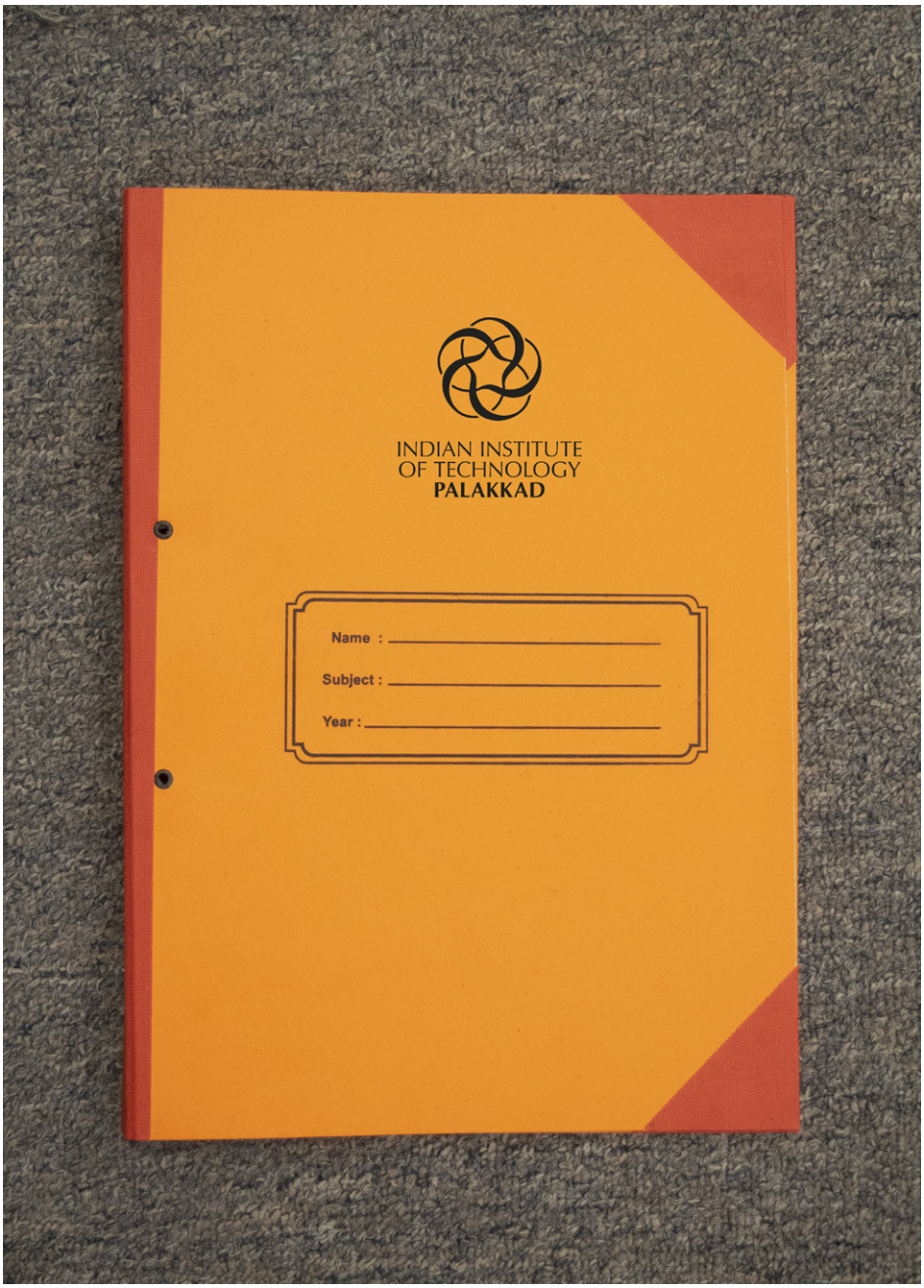
3. INDICATIVE APPLICATIONS OF THE SYMBOL.

This section provides suggestions on how the symbol for IIT Palakkad may be used across various promotional material, on a variety of surfaces. The collaterals shown in this section are purely suggestive and the content is indicative in nature.

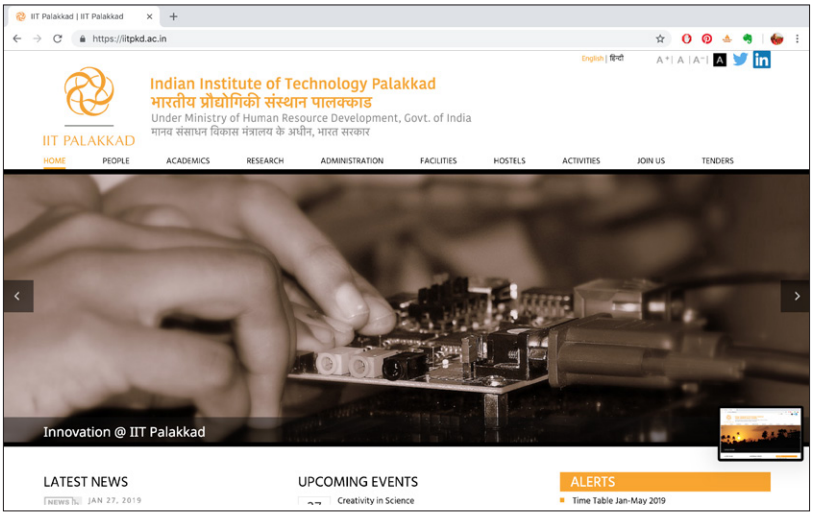
3.1.
PLASTIC FOLDER

3.2.
INTERNAL NOTE

3.3.
OFFICE FILE



3.4.
WEBSITE
HOMEPAGE



3.5.
CERTIFICATE

3.6.
SEALS

INDIAN INSTITUTE OF TECHNOLOGY
PALAKKAD

INDIAN INSTITUTE OF TECHNOLOGY
PALAKKAD

IIT PALAKKAD
Indian Institute of Technology Palakkad

3.7.
BADGES

3.8.
NOTEPAD

3.9.
T-SHIRTS

INDIAN INSTITUTE
OF TECHNOLOGY
PALAKKAD

Tech
Fest
2017
INDIAN INSTITUTE OF TECHNOLOGY PALAKKAD

3.9.
T-SHIRTS

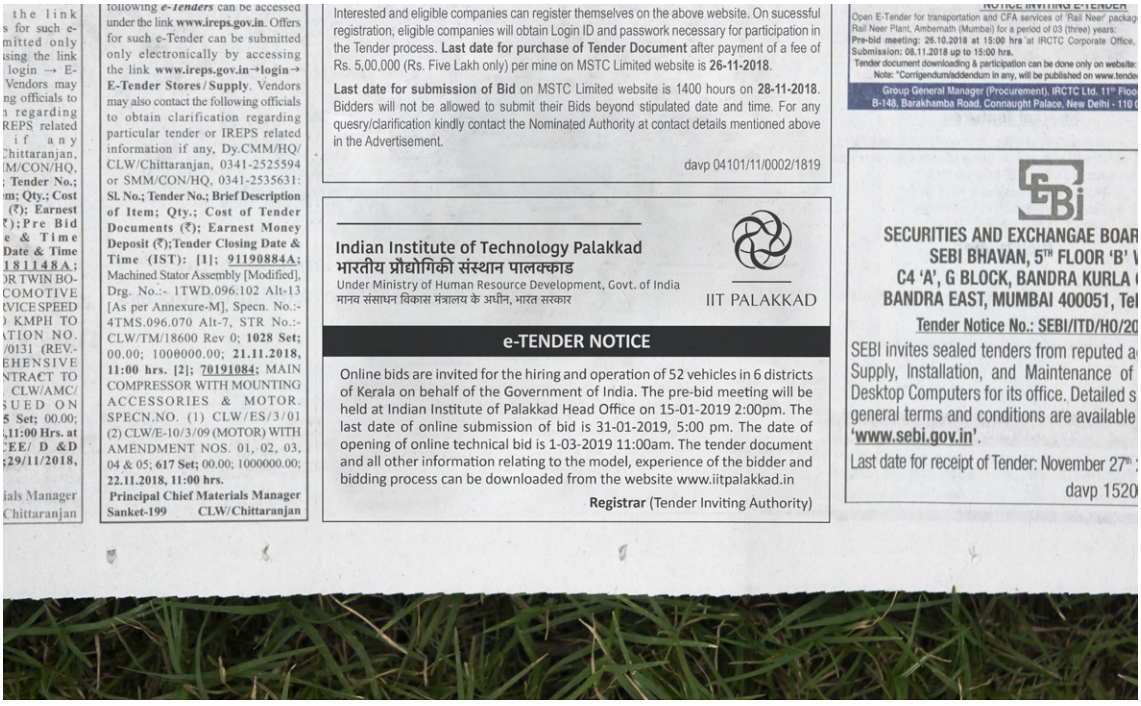
INDIAN INSTITUTE
OF TECHNOLOGY
PALAKKAD

INDIAN INSTITUTE OF TECHNOLOGY PALAKKAD

3.10.
EMBROIDERED LOGO ON BLAZER

3.11.
GOLD FOIL STAMPING

3.12.
NEWSPAPER ADVERTISEMENT



Interested and eligible companies can register themselves on the above website. On sucessful registration, eligible companies will obtain Login ID and passwork necessary for participation in the Tender process. **Last date for purchase of Tender Document** after payment of a fee of Rs. 5,00,000 (Rs. Five Lakh only) per mine on MSTC Limited website is **26-11-2018**.

Last date for submission of Bid on MSTC Limited website is 1400 hours on **28-11-2018**. Bidders will not be allowed to submit their Bids beyond stipulated date and time. For any quesry/clarification kindly contact the Nominated Authority at contact details mentioned above in the Advertisement.

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IIT PALAKKAD

e-TENDER NOTICE

Online bids are invited for the hiring and operation of 52 vehicles in 6 districts of Kerala on behalf of the Government of India. The pre-bid meeting will be held at Indian Institute of Palakkad Head Office on 15-01-2019 2:00pm. The last date of online submission of bid is 31-01-2019, 5:00 pm. The date of opening of online technical bid is 1-03-2019 11:00am. The tender document and all other information relating to the model, experience of the bidder and bidding process can be downloaded from the website www.iitpalakkad.in

Registrar (Tender Inviting Authority)

3.13.
GLASSDOOR

3.14.
BUS GRAPHICS

3.15.
MUG

3.16.
PODIUM

4. DIGITAL ARTWORKS & COLOUR SWATCHES

This section enlists details of the digital files of the artworks and specifications of the basic stationery. The offset printed colour swatches, for colour matching are also included in this section.

4.1. ARTWORK FILE FORMATS

While creating any promotional material where the logo is used, it is important to use the correct file format for getting the correct results. The accompanying files have the master artworks. These files are categorised as per their content, type and colour model.

The EPS format is preferred for any printed projects such as publications, reports, posters, signs, booklets, stationery, stickers etc. For on-screen projects such as PowerPoint presentations, websites, blogs, films, television programmes; JPG files (depending on the application) should be used.

Although gif, png and jpg files can look fine on your computer monitor, they may print out fuzzy (or pixillated) and often look worse when enlarged. For printing purpose, use scalable vector/eps files (or Adobe Illustrator files) wherever possible.

FILE FORMATS >>	AI	CDR	EPS	JPG	PNG
BASE SOFTWARE					
MS OFFICE [DOC]	☒	☒	☐	☑	☐
MS POWER POINT	☒	☒	☐	☑	☐
MS EXCEL	☒	☒	☐	☑	☐
COREL DRAW	☑	☑	☑	☒	☒
ADOBE INDESIGN	☑	☐	☑	☒	☒
ADOBE ILLUSTRATOR	☑	☒	☑	☐	☐

FILE FORMATS >>	AI	CDR	EPS	JPG	PNG
PURPOSE					
DISPLAY BANNERS	☑	☑	☐	☒	☒
BOOK COVERS	☑	☐	☐	☒	☒
STATIONERY	☑	☑	☑	☒	☒
VEHICLE GRAPHICS	☑	☑	☐	☒	☒
WEBSITES/BLOGS	☒	☒	☐	☑	☑
VIDEOS & TV	☒	☒	☐	☑	☑
ETCHING/ENGRAVING	☑	☑	☐	☒	☒

☑	RECOMMENDED FORMAT
☐	ACCEPTABLE
☒	DONT USE THIS FORMAT

4.2.
NAMING OF THE FILES

IITPkd_Master_Lockup_Colour_RGB.jpeg

IDENTIFIER

IITPkd
identifies name of the institute, since these artworks may be shared with other vendors too. Common for all the logo artworks

FILE CONTENT

Master_Lockup identifies the file for the Master Lockup (symbol and acronym)

Full_Lockup identifies the file for the Full lockup (symbol with full name)

Only_Logo identifies the file for the logo (without the acronym)

Full_Signature identifies the file for the Full signature (symbol and acronym, along with full name in English and Hindi)

STN_LH_General is the template for general letterhead

STN_LH_Director is the template for the letterhead of Director

STN_VCard is the template of visiting card, both front and back

STN_Small_Env is the template for the small envelope

STN_Brown_Env is the template for the brown envelope

COLOUR MODE

CMYK indicates files in process colour space for four-colour offset printing or digital printing

RGB indicates files in the RGB colour space, ideally suited for on-screen applications such as websites, powerpoint presentations etc

Black indicates files for production using spot colours (silk screen printing or single colour printing)

FILE FORMATS

AI vector files in the industry standard, Adobe illustrator CS6 format. Scalable to any size without any loss in quality. Works seamleassly across all Adobe softwares.

EPS encapsulated postscript files are a special format for printing that allows the artwork to be printed clearly at any size, without loss in quality. These are scalable.

JPEG raster files often with a loss in quality. ideally suitable for low resolution work such as on-screen applications. Scaling to bigger sizes will lead to poor quality.

PNG raster file format with lossless compression. Gives better results than jpeg files - not advisable for scaling up.

CDR vector artwork, scalable to any size in CorelDraw 11 format. Limited use with other softwares.

4.3. USING ARTWORKS IN VARIOUS SOFTWARES

During the process of designing artworks of various communication tools such as brochures, banners, etc.. various applications or softwares may be used. Irrespective of the software being used, it is essential to access the correct artwork file format depending on the end product which is being designed (refer to information table on previous page).

While using the logo, please follow the basic set of rules and guidelines mentioned in this document. This shall ensure a cohesive and consistent system of the visual identity for IIT Palakkad, across various applications.

ADOBE ILLUSTRATOR CS

A vector based software ideally suited for single page art such as posters, banners etc. Once you have created the artboard of the desired size, identify the correct version of the identity which is to be used in your design (refer to pages 12 & 13 of this document). Now go to the file menu and place. In the place dialogue box, select the path and select the correct file of logo (ai, eps, jpg or png). The vector artwork is now on your artboard, ready to be used in any size.

ADOBE INDESIGN CS

This is a desktop publishing software application. It is ideal for multipage documents, versatile in handling typography and has inbuilt features for pre-press stages and can be used to create flyers, brochures, reports etc..

Once you have created the pages of the desired size, identify the correct version of the identity which is to be used in your design (refer to pages 12 & 13 of this document). Now go to the file menu and place. In the place dialogue box, select the path and select the correct file of logo (ai, or eps). The vector artwork is now on your artboard, ready to be used in any size. In the Window menu, select Links and select link to create a link to the file. This will embed the image in InDesign file. You can also open the respective file of the logo artwork in Adobe Illustrator, select,and copy the artwork and directly paste it in the InDesign file.

The image file in InDesign may appear to be pixelated on screen. Once the Display Performance is set to High Quality Display, it renders in high resolution. In any case, if the the image is embedded (linked), it will print accurately.

PLEASE REMEMBER THAT WHILE INCREASING OR DECREASING THE SIZE, PLEASE DO IT PROPORTIONALLY (CHANGING THE SIZE WHILE KEEPING PRESSED THE SHIFT+CNTRL KEYS, IN WINDOWS, AND SHIFT+COMND KEYS IN MAC).

ADOBE PAGEMAKER 6.5 AND ABOVE

Formerly Aldus PageMaker allows you to create high-quality publications, ranging from simple one-page flyers to complex reports.

Once you have created the pages of the desired size, identify the correct version of the identity which is to be used in your design (refer to pages 12 & 13 of this document). Now go to the file menu and place. In the place dialogue box, select the path and select the correct file of logo (ai, or eps). The vector artwork is now on your artboard, ready to be used in any size.

In the File menu, select Links and select link to create a link to the file. This will embed the image in InDesign file.

ADOBE PHOTOSHOP CS

You use the place command in file menu to add the logo artwork as a smart object in your photoshop document. One can also copy from the open illustrator file and paste it in photoshop as a smart object. This will get pasted automatically in a new layer. Smart objects can be scaled, positioned or rotated, without degrading the image. You can place all file formats of the artworks included in the folder into Photoshop, but it is advised to place the artworks for print (especially— ai/cdr/eps files) as smart objects in order to avoid loss of resolution.

MICROSOFT POWERPOINT

In order to insert images to PowerPoint, click on the slide that you want to insert the image onto.
Select Insert > Picture > From File. On the 'Insert Picture' dialog, find and select by double-clicking on the image file that you want to insert. However, one can even simply follow the Copy & Paste method when it comes to transferring data.

MICROSOFT WORD

In order to insert images to Word, click where you want to insert the picture. On the Insert menu, point to Picture, and then click From File. Locate the artwork you want to insert. Double-click or press open (in the dialogue box) to insert the relevant artwork file you want. By default, Microsoft Word embeds images in a document.

THE AI, EPS, JPEG AND PNG FORMATS CAN BE INSERTED IN BOTH MS POWERPOINT AND MS WORD, HOWEVER, IF THE FILE YOU ARE CREATING IS TO BE VIEWED ONLY ON THE SCREEN, IT IS PREFERRED TO RESTRICT YOUR USE TO .JPG AND .PNG FILE FORMATS.

IN CASE THE LOGO IS USED IN THE MS OFFICE SOFTWARES TO CREATE NOTICES AND OTHER SUCH INTER-OFFICE COMMUNICATION WHICH SHALL BE PRINTED USING A BLACK-AND-WHITE OFFICE PRINTER, IT IS ADVISABLE TO USE THE AI OR EPS FILE FORMATS (IN SINGLE COLOUR).

4.4.
ARTWORK FILES

These digital artworks are uploaded on Dropbox and can be downloaded by typing the following link in the url text box of your browser window.

https://tinyurl.com/IITPkd-Logo-2019

for Offset Print

IIT PALAKKAD

IITPkd_Master_Lockup_colour_CMYK.ai
IITPkd_Master_Lockup_colour_CMYK.eps
IITPkd_Master_Lockup_colour_CMYK.cdr

INDIAN INSTITUTE OF TECHNOLOGY PALAKKAD

IITPkd_Full_Lockup_colour_CMYK.ai
IITPkd_Full_Lockup_colour_CMYK.eps
IITPkd_Full_Lockup_colour_CMYK.cdr

IITPkd_Only_Logo_colour_CMYK.ai
IITPkd_Only_Logo_colour_CMYK.eps
IITPkd_Only_Logo_colour_CMYK.cdr

Indian Institute of Technology Palakkad
भारतीय प्रौद्योगिकी संस्थान पालक्काड
Under Ministry of Human Resource Development, Govt. of India
मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार

IIT PALAKKAD

IITPkd_Full_Signature_colour_CMYK.ai
IITPkd_Full_Signature_colour_CMYK.eps
IITPkd_Full_Signature_colour_CMYK.cdr

for Photocopy/screen printing

IIT PALAKKAD

IITPkd_Master_Lockup_Black.tiff
IITPkd_Master_Lockup_Black.ai

INDIAN INSTITUTE OF TECHNOLOGY PALAKKAD

IITPkd_Full_Lockup_Black.tiff
IITPkd_Full_Lockup_Black.ai

IITPkd_Only_Logo_Black.tiff
IITPkd_Only_Logo_Black.ai

Indian Institute of Technology Palakkad
भारतीय प्रौद्योगिकी संस्थान पालक्काड
Under Ministry of Human Resource Development, Govt. of India
मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार

IIT PALAKKAD

IITPkd_Full_Signature_Black.tiff
IITPkd_Full_Signature_Black.ai

for Digital / Web

IIT PALAKKAD

IITPkd_Master_Lockup_colour_RGB.jpg
IITPkd_Master_Lockup_colour_RGB.png

INDIAN INSTITUTE
OF TECHNOLOGY
PALAKKAD

IITPkd_Full_Lockup_colour_RGB.jpg
IITPkd_Full_Lockup_colour_RGB.png

IITPkd_Only_Logo_colour_RGB.jpg
IITPkd_Only_Logo_colour_RGB.png

Indian Institute of Technology Palakkad
भारतीय प्रौद्योगिकी संस्थान पालक्काड
Under Ministry of Human Resource Development, Govt. of India
मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार

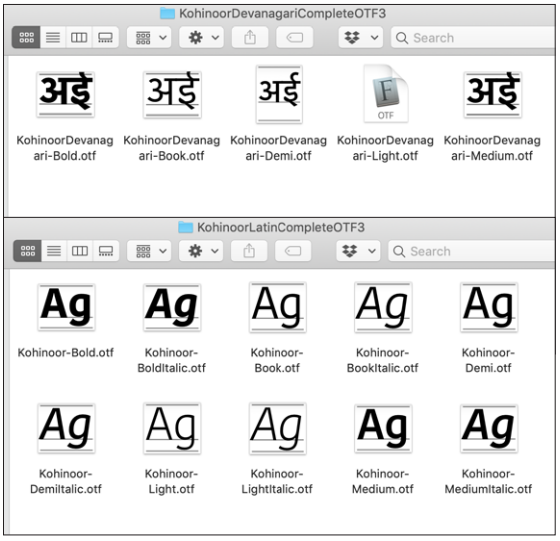
IIT PALAKKAD

IITPkd_Full_Signature_colour_RGB.jpg
IITPkd_Full_Signature_colour_RGB.png

Stationery Templates

IITPkd_STN_LH_General_CMYK.indd
IITPkd_STN_LH_Director_CMYK.indd
IITPkd_STN_VCard_CMYK.indd
IITPkd_STN_Small_Env_CMYK.indd
IITPkd_STN_Brown_Env_CMYK.indd

Fonts for IIT Palakkad



Kohinoor Latin and Kohinoor Devanagari

Depending on the printing method used, the designer may create the pre-press artwork appropriately.

4.5.
SPECIFICATIONS / TEMPLATES

The following four foldouts contain the stationery templates specifying the following:

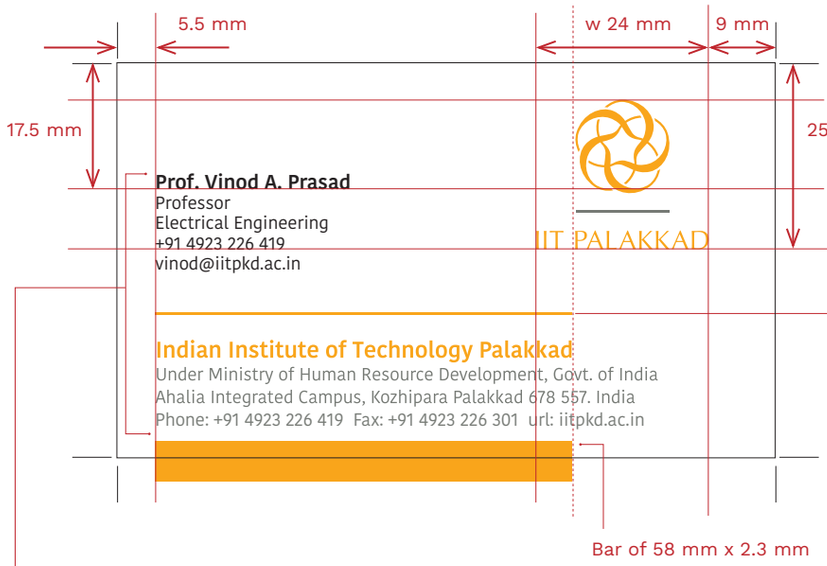
- type (typeface, point size and colour)
- measurements and position of elements including the logo.

1. Visiting cards
2. Director's letterhead
3. General letterhead
4. Small envelope

VISITING CARDS SPECIFICATIONS

Finished Size: **92 mm W x 55 mm H**

FRONT



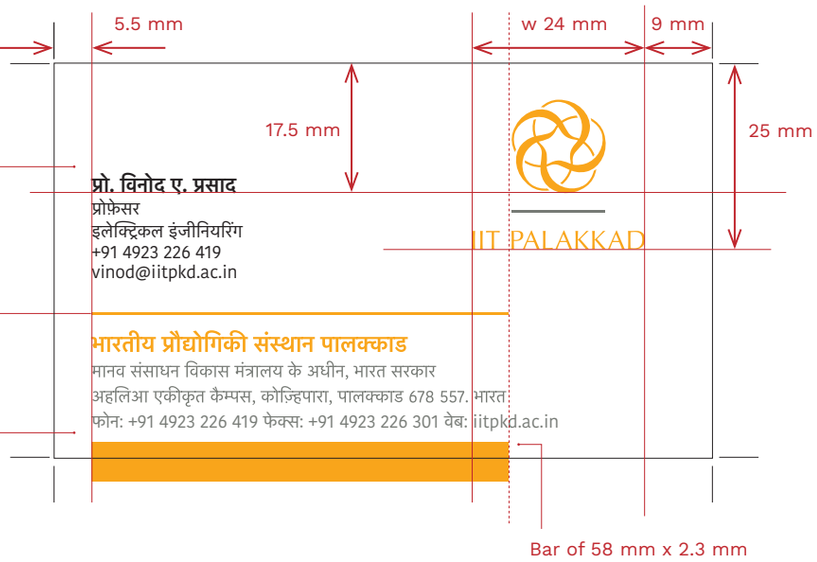
Name: Kohinoor Medium, 8 pt size, leading 9.6 pt
Designation: Kohinoor Book, 7 pt size, leading 8 pt
Department: Kohinoor Book, 7 pt size, leading 8 pt
Mobile Number: Kohinoor Book, 7 pt size, leading 8 pt
Email Id: Kohinoor Book, 7 pt size, leading 8 pt
COLOUR: BLACK

Name of the Institute:
Kohinoor Medium, 9 pt size, leading 10.8 pt

Under Ministry of Human Resource Development, Govt. of India
Ahalia Integrated Campus, Kozhipara Palakkad 678 557. India
Phone: +91 4923 226 341 Fax: +91 4923 226 301 url: iitpkd.ac.in

Kohinoor Book, 7 pt size, leading 9 pt
COLOUR: PANTONE Cool Grey 10 C

BACK



Name: Kohinoor Devanagari Medium, 8 pt size, leading 8.5 pt
Designation: Kohinoor Devanagari Book, 7 pt size, leading 9 pt
Department: Kohinoor Devanagari Book, 7 pt size, leading 9 pt
Mobile Number: Kohinoor Book, 7 pt size, leading 8 pt
Email Id: Kohinoor Book, 7 pt size, leading 8 pt
COLOUR: BLACK

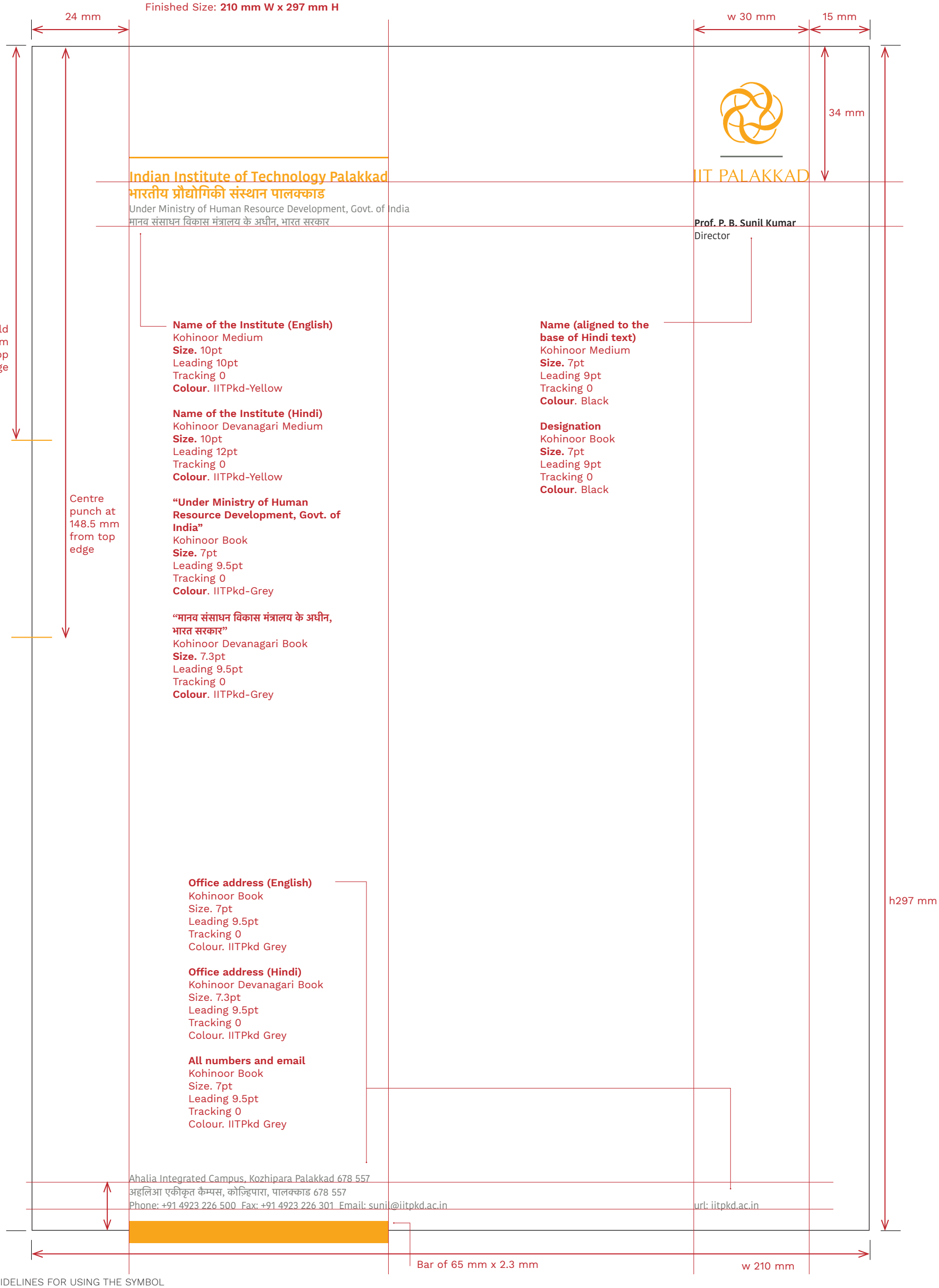
Name of the Institute:
Kohinoor Devanagari Medium, 9 pt size, leading 10 pt

मानव संसाधन विकास मंत्रालय के अधीन, भारत सरकार
अहलिआ एकीकृत कैम्पस, कोज़्हिपारा, पालक्काड 678 557. भारत
फोन: +91 4923 226 509 फेक्स: +91 4923 226 301 वेब: iitpkd.ac.in

Hindi Words: Kohinoor Devanagari Book, 7 pt size, leading 10 pt
Numbers & website: Kohinoor Book, 7 pt size, leading 10 pt
COLOUR: PANTONE Cool Grey 10 C

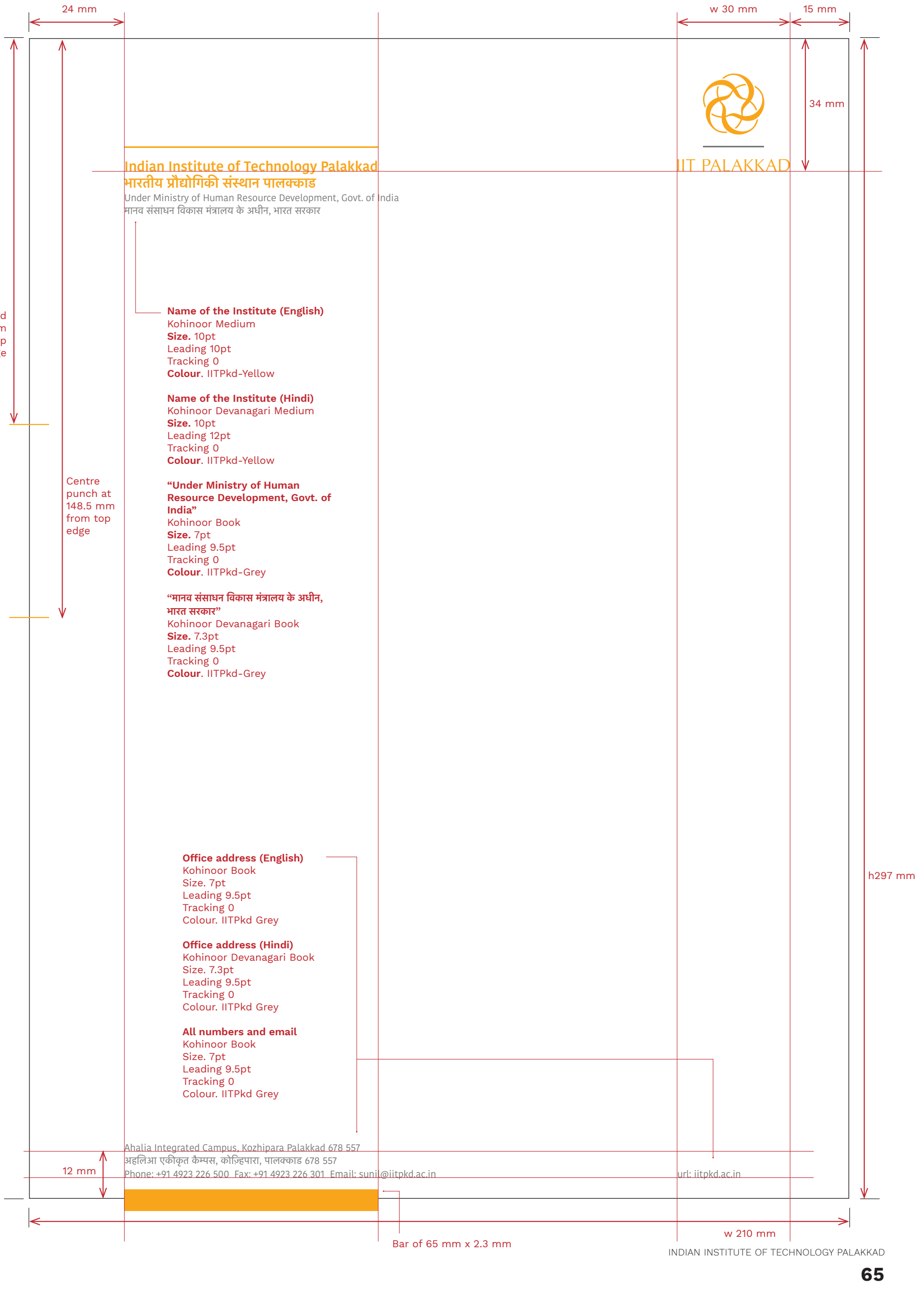
DIRECTOR'S LETTERHEAD SPECIFICATIONS

Finished Size: **210 mm W x 297 mm H**



GENERAL LETTERHEAD SPECIFICATIONS

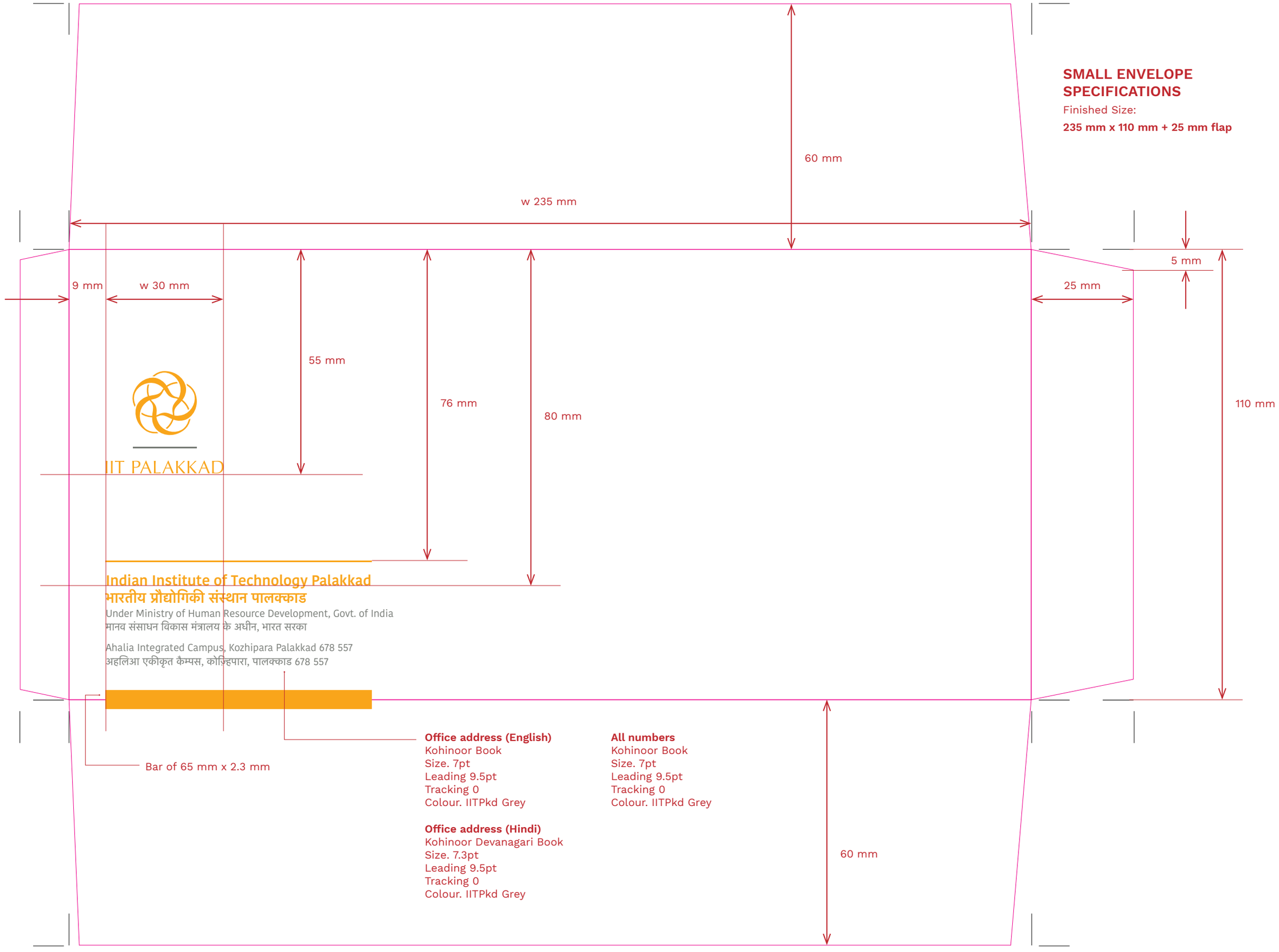
Finished Size: **210 mm W x 297 mm H**



SMALL ENVELOPE SPECIFICATIONS

Finished Size:

235 mm x 110 mm + 25 mm flap

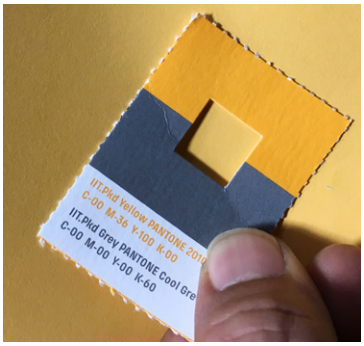


Office address (English)
Kohinoor Book
Size. 7pt
Leading 9.5pt
Tracking 0
Colour. IITPkd Grey

Office address (Hindi)
Kohinoor Devanagari Book
Size. 7.3pt
Leading 9.5pt
Tracking 0
Colour. IITPkd Grey

All numbers
Kohinoor Book
Size. 7pt
Leading 9.5pt
Tracking 0
Colour. IITPkd Grey

4.6. COLOUR SWATCHES



The various artworks have the CMYK colour swatches and RGB colour swatches embedded in the respective files. However, there might be situations where the production of the specific products, such as banners, reports, and other publicity material might be produced using digital offset or large format printing or silk screen printing (spot colours).

Often there might be situations where the product (e.g., application forms) is being printed in one colour offset in grey or black.
It is advisable to use the colour swatches provided here to match the colour of the output. These swatches may be shared with third party vendors with instructions to match the colour, especially in situations of spot colour print production. These are easy to tear and can be send along with the dummies/artworks to the printers. The square hole in the centre makes it easier to match the colour.

The swatches in this document are offset printed using specially matched spot colour inks on uncoated paper. The swatches are arranged in the following sequence:

1. **100 gsm Super Sunshine White (BILT)** Used for small envelopes.
2. **100 gsm Royal Executive Bond (BILT)** Used for general letterhead.
3. **120 gsm Natural Evolution Recy Frost (Cordenons)** Used for Director's letterhead.
4. **280 gsm Natural Evolution Recy Frost (Cordenons)** Used for visiting cards.

The results on coated (art paper) might vary slightly based on the substrate.

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Design Associate
Vineet Gedam

Guidelines
Tarun Deep Girdher with Vineet Gedam

Client Servicing
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