Guidelines for the Implementation of 'Graphic Identity of Brand BHU' in Black & White

Kindly refer GAD letter Ref No. R/GAD/Amend. ACT and Statutes/5016 Dated 06.05.2013 and Letter Ref. No. R/GAD/Amend. ACT and Status/ 18323 Dated: 18th July, 2013regarding the **'Graphic Identity of Brand BHU'**. Accordingly, the approved model for use in Office Stationeries (Letter Heads, Business Cards, Envelops, File Covers and all other related office communication) Souvenirs (Gift Items and Novelties), Printing (Books, Magazines, Proceedings, Annual Reports, Catalogue, Brochure, Posters, Banners and Hoarding etc.), Web Design (Web Site Design, Social Media presence etc.) and all other related published material in any form or format must use the approved model strongly.

It's understood that after the implementation of these guidelines all earlier communication designs i. e. Single use of Seal in any colour, 150th Anniversary Logo etc. are not valid for any type of communication

The following instructions use for the appropriate implementation of **'Graphic Identity of Brand BHU'** in university campus especially for the Stationery Design.

A. USE of BHU Bilingual Logotype in Black & White

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BHU Bilingual Logotype use in Black and White with Hindi and English design and in between both of them BHU Seal. Without this parameter don't use any other type of writing in any stationery items. Never use BHU Seal single. Special Instruction – Never use any other fonts and not to try recreate this design. Always use its JPG image.

B. Use of BHU LOGO in Black & White

BHU

capital of knowledge

BHU Logo use as per given below design in JPG format. Never try to recreate. Always use Tagline – ***capital of knowledge*** –Bold and Italic in small alphabets with Logo. Never use Logo without Tagline.

For more details about the Graphic Identity Programme of Brand BHU you may contact to Dr. Manish Arora, Assistant Professor, Department of Applied Arts, Faculty of Visual Arts, BHU or via e-mail : rmanish1973@yahoo.co.in

Dr. Manish Arora T : 91-542-6701978, M : 09307627818, E : rmanish1973@yahoo.co.in, W : www.bhu.ac.in

A specimen for the Letter pad as a Header and footer

Header

Header of the Letter pad BHU Bilingual Logotype size is not less than 3 inch and it must be on Left Side of the pad. Right side use in Hindi (any Devnagri style of Font – Kruti Dev, Dev Lys, and in English (use only Futura Md BT Font not more than 10 or 12 point) for your section name.

Footer

Footer of the Letter pad BHU LOGO size is not less than 2.25 inch and it must be on Left lower Side of the pad. Right side use address details of your section only in English (use only Futura Md BT Font not more than 8 or 10 point).

C. Always use your Telephone numbers, Fax number, E-mail ID and Website for the appropriate communication. Special instruction for the use of above words. Kindly follow given below instructions :

For the telephone number.	Use bold '**T**'
For the Fax number.	Use bold '**F**'
For the E-mail.	Use bold '**E**'
For the website address.	Use bold '**W**'

D. A Graphic Property of BHU Gate or your Institution may also add in the footer with BHU Logo.

काशी हिन्दू विश्वविद्यालय BANARAS HINDU UNIVERSITY

An Institution of National Importance established by an Act of Parliament

Office of the CONTROLLER OF EXAMINATIONS
DEPUTY REGISTRAR (P. E. T.)

परीक्षा नियंता कार्यालय
उपकुलसचिव (पी. ई. टी.)

SPECIMEN

BHU
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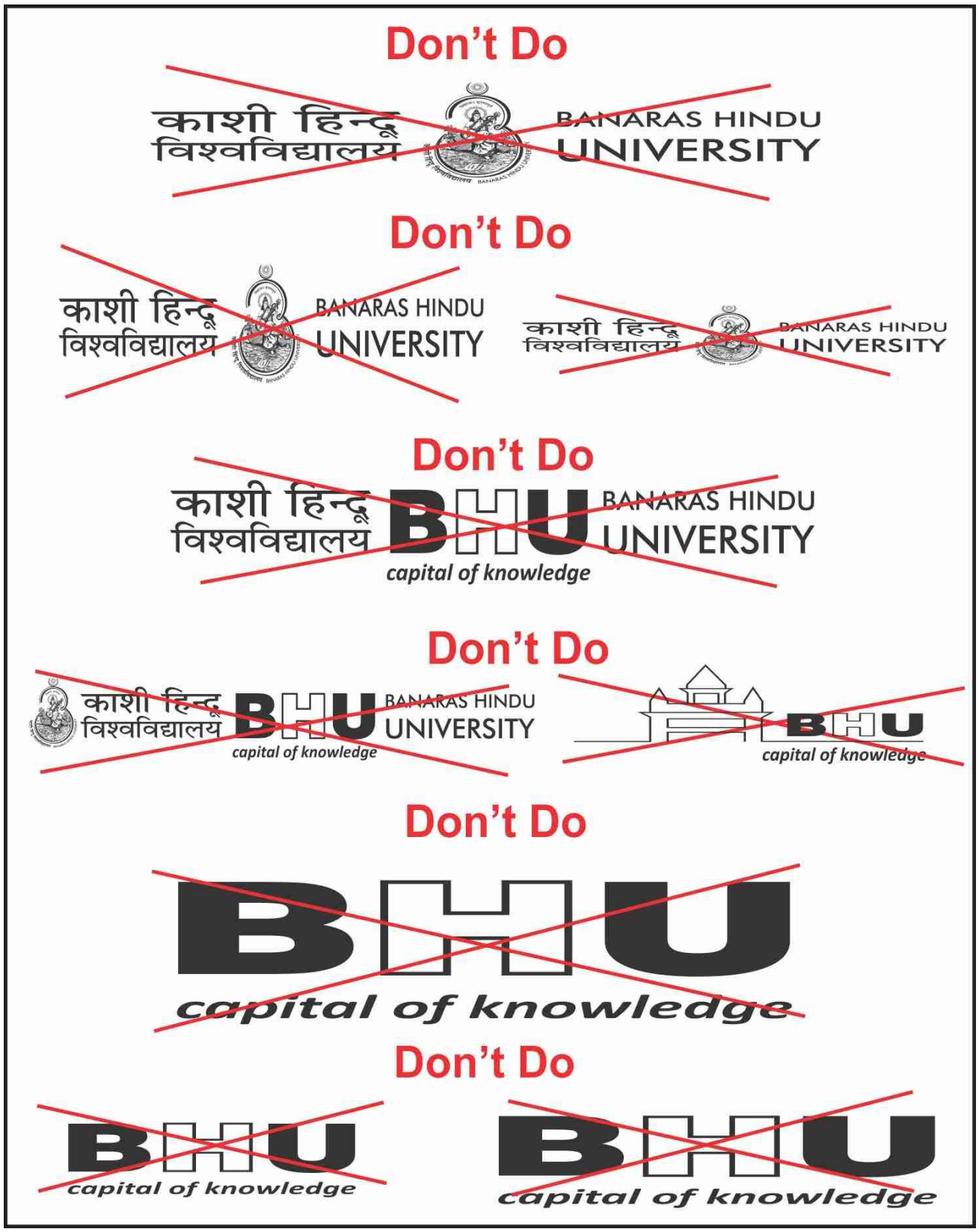
Varanasi 221005, UP, INDIA
T : 91-542-670391
F : 91-542-2368174
E : chandra_19572001@yahoo.co.in



Graphic Identity of Banaras Hindu University

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