

Guidelines for the Implementation of 'Graphic Identity of Brand BHU' in Colour

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, 2013 regarding 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 Colour

BHU Bilingual Logotype use in Colour with Hindi and English (BHU Blue - C : 100, M : 100, Y : 0, K : 30) design and in between both of them BHU Seal (BHU Safron - C : 0, M : 80, Y : 100, K : 0). Without this parameter don't use any other type of writing in any stationery items for colour print. 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 Colour

BHU Logo use as per given below design in JPG format. Never try to recreate. Colour of BHU logo are For B & U use BHU Blue - C : 100, M : 100, Y : 0, K : 30 and for H use outline with Colour ratio – BHU Grey - C : 0, M : 0, Y : 0, K : 70

Always use Tagline – *capital of knowledge* in Bold and Italic in small alphabets with Logo. Never use Logo without Tagline. Colour of the Tagline is C : 0, M : 0, Y : 0, K : 70

Graphic Identity of Banaras Hindu University

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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.



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

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

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).

BHU Logo use as per given below design in JPG format. Never try to recreate. Colour of BHU logo are For B & U use BHU Blue - C : 100, M : 100, Y : 0, K : 30 and for H use outline with Colour ratio – BHU Grey - C : 0, M : 0, Y : 0, K : 70



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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. Colour of address details is BHU Grey - C : 0, M : 0, Y : 0, K : 70. Kindly follow given below instructions :

Graphic Identity of Banaras Hindu University

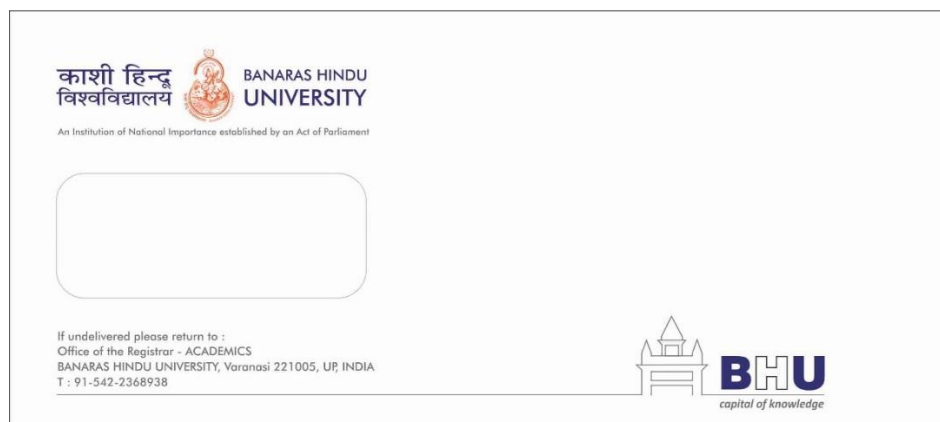
Dr. Manish Arora T : 91-542-6701978, M : 09307627818, E : rmanish1973@yahoo.co.in, W : www.bhu.ac.in

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'

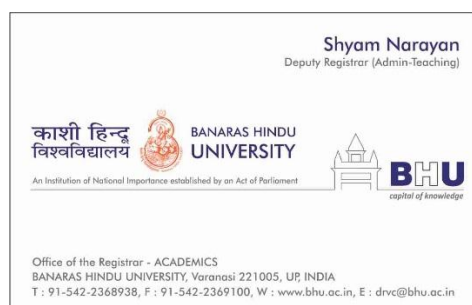
D. A Graphic Property of BHU Gate or your Institution may also add in the footer with BHU Logo.



Specimen for Colour Envelop



Specimen for Visiting Card in Colour



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Graphic Identity of Brand BHU

passed by Academic Council vide ACR No. 23 dated 08.12.2012,
The Executive Council vide ECR No. 96 dated 28.02.2013 and
Notified by Deputy Registrar (General Administration)
vide Ref. No R/GAD/Amend.ACTand STATUES/5016 Dated : 06.05.2013



C : 0
M : 80
Y : 100
K : 0

Colour ratio of BHU Emblem



C : 100
M : 100
Y : 0
K : 30



C : 0
M : 0
Y : 0
K : 70

Colour ratio of BHU Logo



C : 0
M : 0
Y : 0
K : 70

Colour ratio of BHU Tagline

Concept & Creation
Dr. Manish Arora
Banaras Hindu University

Graphic Identity of Banaras Hindu University

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SPECIMEN