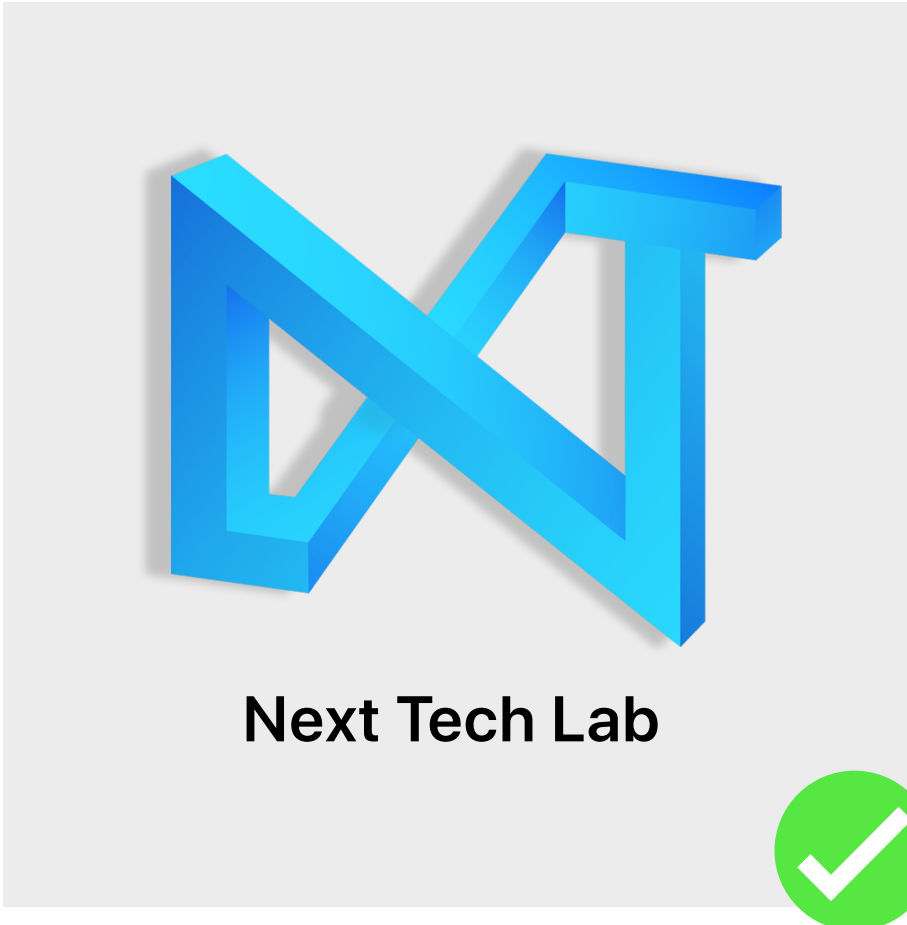


Next Tech Lab Branding guidelines

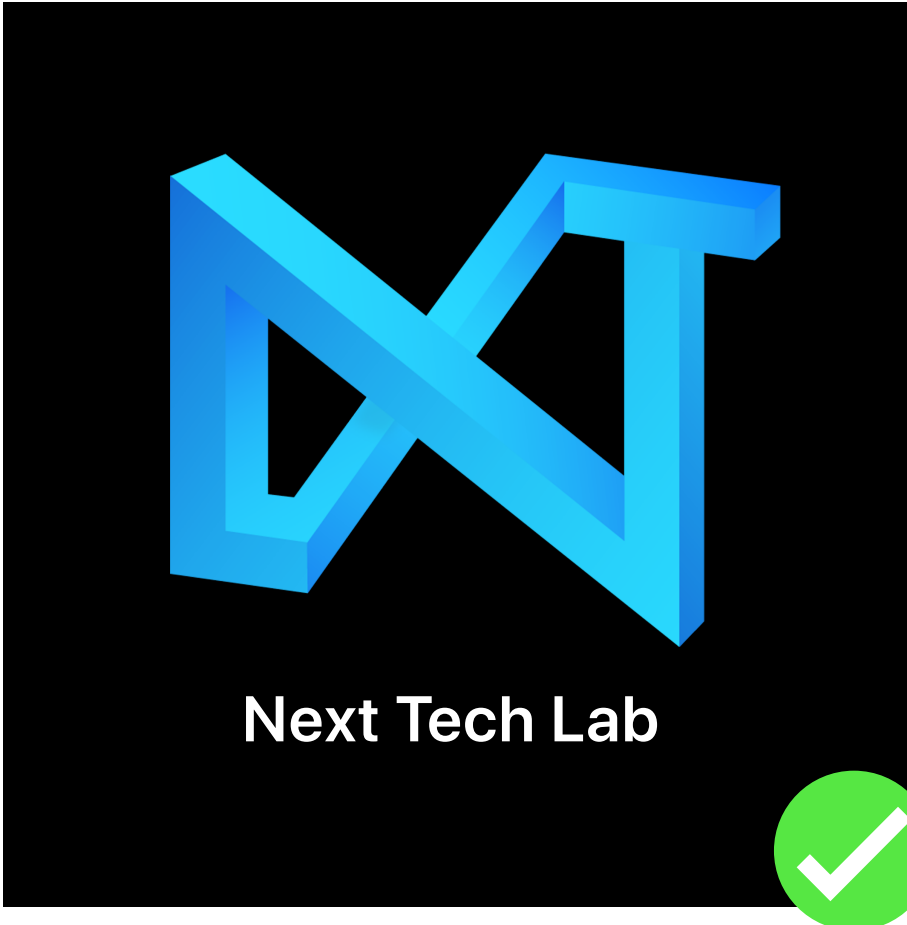
Dos and Dont's of using Next Tech Lab's logo



Logo without text
This is Next Tech Lab's logo. It should be used in this form whenever possible with a light gray or white background.



Logo with text (Stacked)
This is Next Tech Lab's logo with text. It should be used in this form with the text stacked and with approved typeface and colours with the ratio maintained.



Logo with text (Stacked and Inverted)
This is Next Tech Lab's logo with inverted text. It should be used in this form with the text stacked and with approved typeface and colours with the ratio maintained.



Logo with text (Unstacked)
This is Next Tech Lab's logo with text. It should be used in this form with the text at the side with approved typeface and colours with the ratio maintained.



Logo with text (Unstacked and Inverted)
This is Next Tech Lab's logo with inverted text. It should be used in this form with the text at the side with approved typeface and colours with the ratio maintained.



Logo with similar background
Do not use Next Tech Lab's logo with a similar background, i.e. a blue background.



Logo with a contrasting background
Do not use Next Tech Lab's logo with a contrasting background.



Tilted logo
Do not tilt Next Tech Lab's logo.

Approved Typefaces

SF UI Display (Semibold)

Next Tech Lab

Helvetica Neue (Medium)

Next Tech Lab

Microsoft Sans Serif

Next Tech Lab

Use SF UI Display with Semibold weight whenever possible for the phrase 'Next Tech Lab'.
If SF UI Display is not available, use Helvetica Neue with Medium weight.
If Helvetica Neue is not available, use Microsoft Sans Serif.

SF UI Display (Medium)

SRM Institute of Science and Technology

Helvetica Neue (Medium)

SRM Institute of Science and Technology

Microsoft Sans Serif

SRM Institute of Science and Technology

Use SF UI Display with Medium weight whenever possible for the phrase 'SRM Institute of Science and Technology'.
If SF UI Display is not available, use Helvetica Neue with Medium weight.
If Helvetica Neue is not available, use Microsoft Sans Serif.