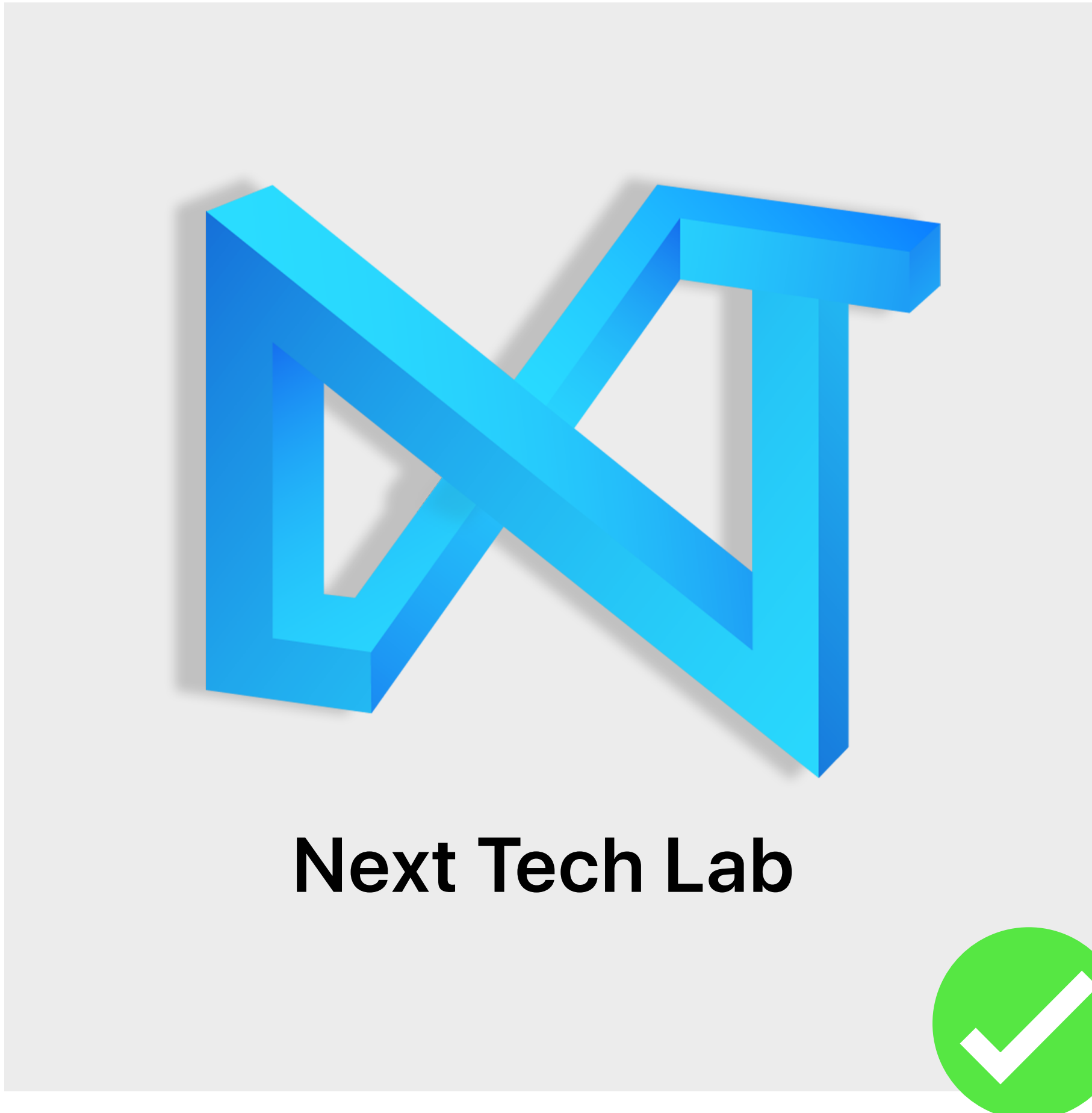


# Next Tech Lab Branding guidelines

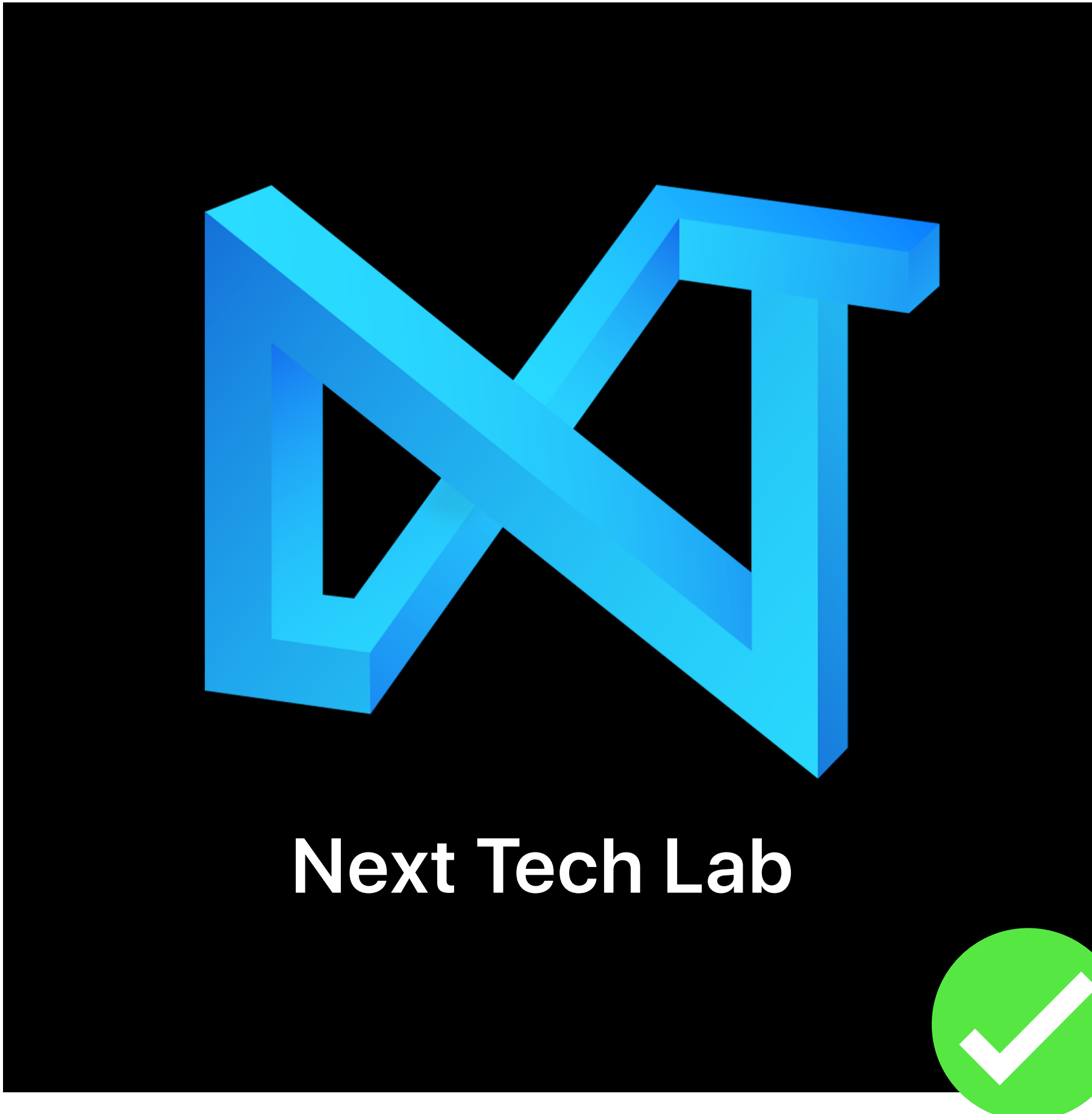
Dos and Dont's of using Next Tech Lab's logo



**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.