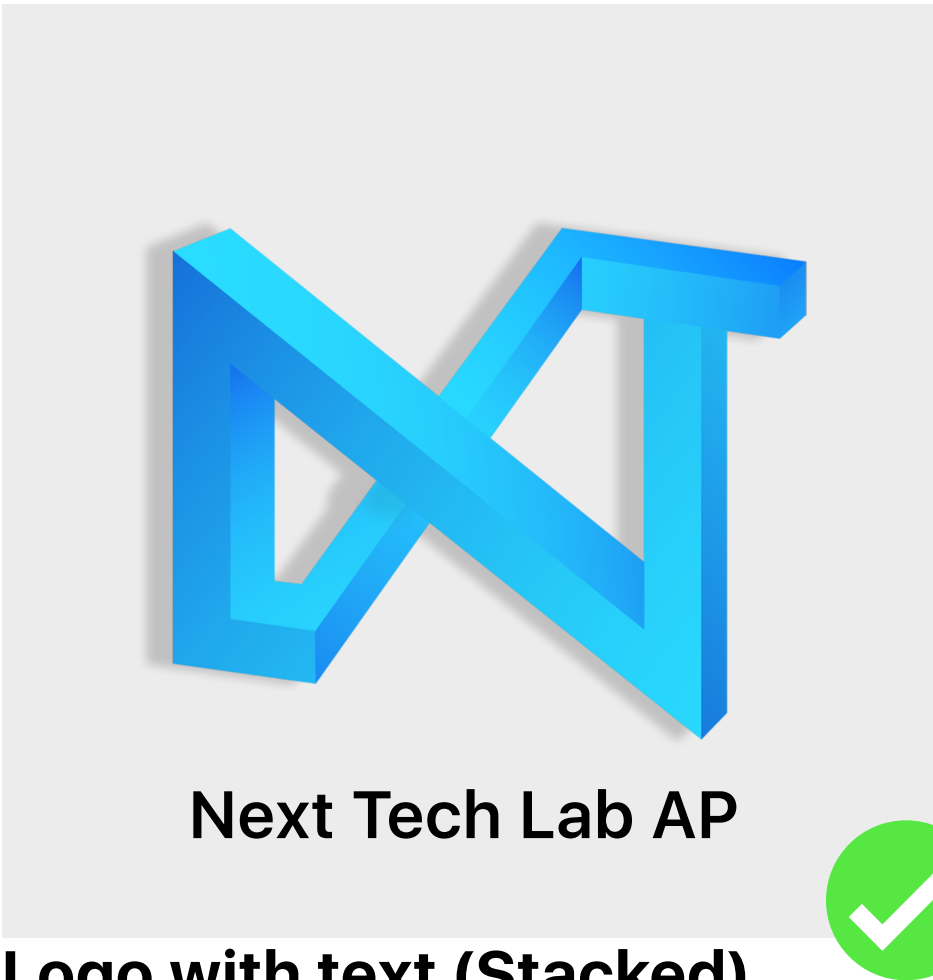# Next Tech Lab Branding Guidlines

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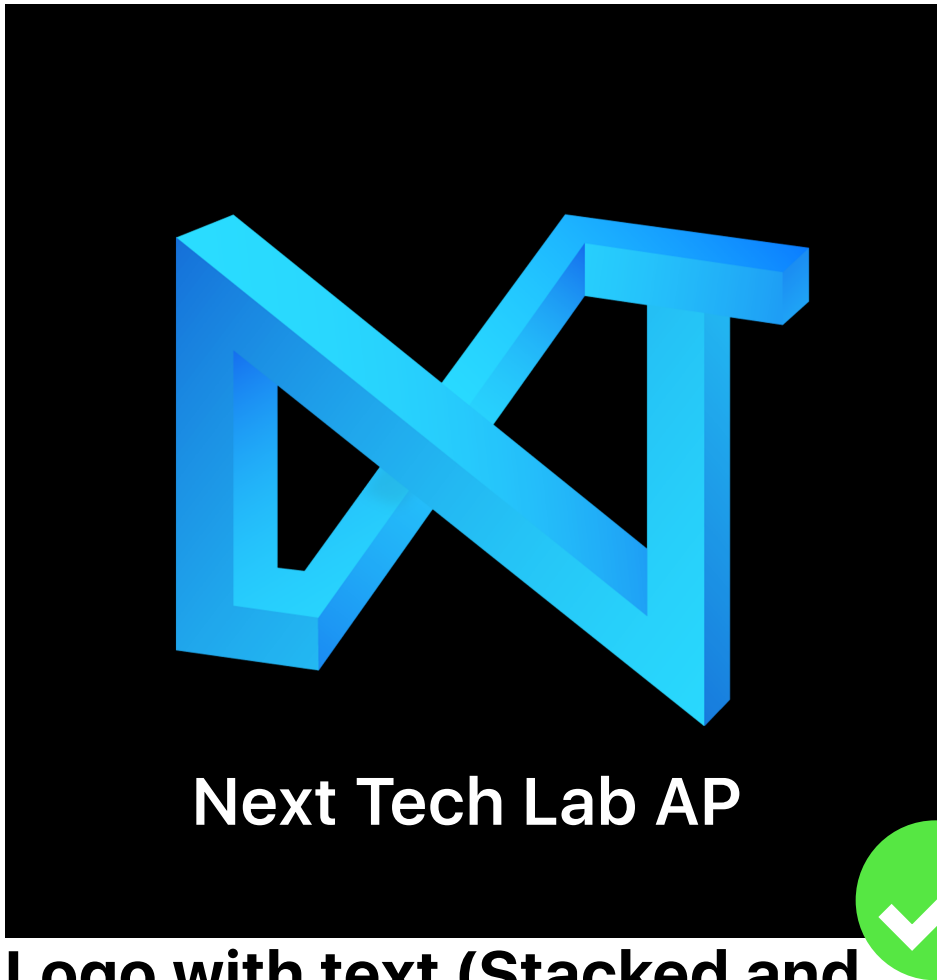

Logo without text

This is Next Tech Lab's logo. It should be used in this form whenever possible with a light gray or white background.

Next Tech Lab AP

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.
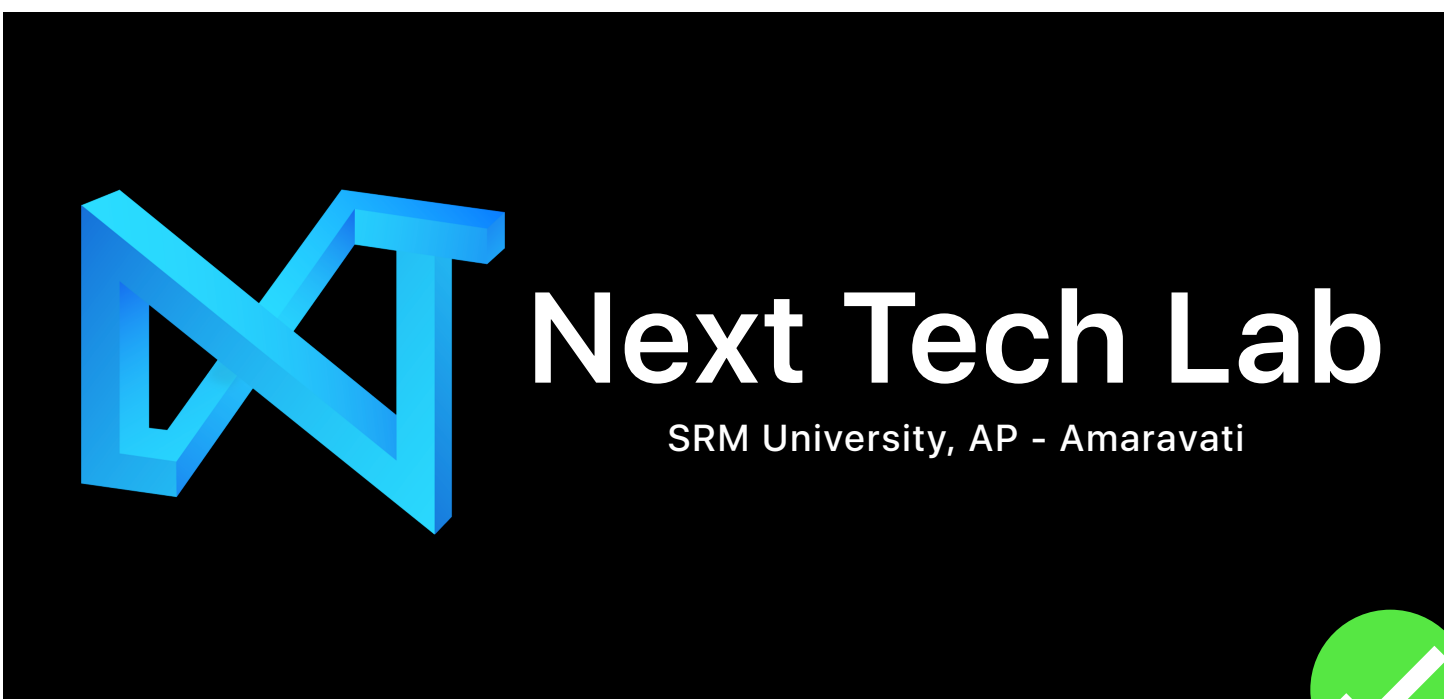

Next Tech Lab AP

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.

Next Tech Lab
SRM University, AP - Amaravati

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.

Next Tech Lab
SRM University, AP - Amaravati

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 AP

Helveltica Neue (Medium)
Next Tech Lab AP

Microsoft Sans Serif
Next Tech Lab AP

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

SF UI Display (Medium)
SRM University, AP - Amaravati

Helveltica Neue (Medium)
SRM University, AP - Amaravati

Microsoft Sans Serif
SRM University, AP - Amaravati

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 Helveltica Neue with Medium weight.
If Helveltica Neue is not available, use Microsoft Sans Serif.