



Brand Identity Guidelines [Version 1.0](#)

# Mission & Vision

Softwarica exists to make Technological Education accessible to as many people as possible.

Technology barriers come in different forms, these barriers must be broken, because technology should empower the lives of everyone. Life is full of barriers waiting to be overcome when technology is used, quality of life improves.

Softwarica is a brand for the many, not the few.

# Values

HUMAN

QUALITY

DIGITAL

BRITISH DEGREE

PROGRESSIVE

AFFORDABLE

CURIOSITY

TECHNOLOGY



# Overview

Softwarica's Branding Guidelines are a graphic system, a toolkit of the institutional logo, colors, and typefaces that are associated with the Softwarica brand. These graphic components, and the rules that govern their use, create consistency in all communications across digital and print channels.

The Branding Guidelines reinforce the institution's messages, creating a unified, strong, college-wide identity. Using a standard set of rules ensures that all of Softwarica's communications can be easily identified as coming from the same Brand.

## The Purpose of this Document

These guidelines are an introduction to Softwarica's brand strategy and visual identity system. On the following pages, you will find sample branding and communications information, a detailed design toolkit and layouts that demonstrate ways to create a consistent voice and visual identity across all of our communications. Think of this document as a way to help you get to your destination. The work you do to keep our look and feel as consistent as possible will go a long way toward defining what the brand means for us now and in the future.

## Let's get started.

For questions and approval, please contact :  
brand.team@softwarica.edu.np

### Core Elements

Meet the logo  
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# Core Elements

## Meet the Logo

The Softwarica master brand logo is a simple, elegant wordmark. It is uncluttered and requires special care to ensure its placement is highly visible. There is beauty in its simplicity.

This guideline should be followed to ensure that the logo remains consistent and strong, as it supports many different communications. Please follow the guidelines within this brand book to ensure the Softwarica logo always looks its best.

It is very important that designers do not attempt to construct the logo themselves, as the lettering in the logo has been sculpted especially for Softwarica. In addition, do not reproduce the logo by scanning a previously printed version. Such "second-generation" art will degrade the quality of the image and perhaps alter the scale of the various elements.

Please download authorized logo files with original art.



wordmark

submark

# Logo Lockups

Our standard horizontal lockup is our official logotype, consisting of the our wordmark.

For external audiences, always use the version of the Softwarica logo with " College of IT & E-commerce " underneath, reinforcing brand positioning.

The logo is displayed in Softwarica Blue or Black. It can also appear in white on solid colors and photos. The Softwarica logo should only be displayed in one of these approved colors.

Orginal



Monotone



Single Color Blue



Single Color Black



Reverse Blue



Reverse Black



## Safe space

Safe space acts as a buffer between the logo and other visual elements on a page, including text. This space is the minimum distance needed and is equal to half the height of the letter 'S'.

The Softwarica logo requires minimum clear space in any communication. Clear space is equal to the height of the letter "S" in the logo itself.

It is essential to keep the clear space free from graphics, photography, typography and other elements. It is also essential to leave enough space between the logo and the edge of the format (whether it be a printed poster or a digital banner) in order to maximize legibility.



## Minimum Size

To make it as impactful as possible, the Softwarica logo must always be legible. A logo that is too small cannot achieve this.

To ensure legibility, a minimum size must be maintained. Do not go smaller than 25mm wide for print and 100px wide for digital use.

Print



25mm

Digital



100 px

## Monotone

When printing black and white (e.g. mono press advertisements or laser prints such as invoice sheets or PO's) we aim to keep our visual look as close as possible to our full color applications.

100% black

50% black



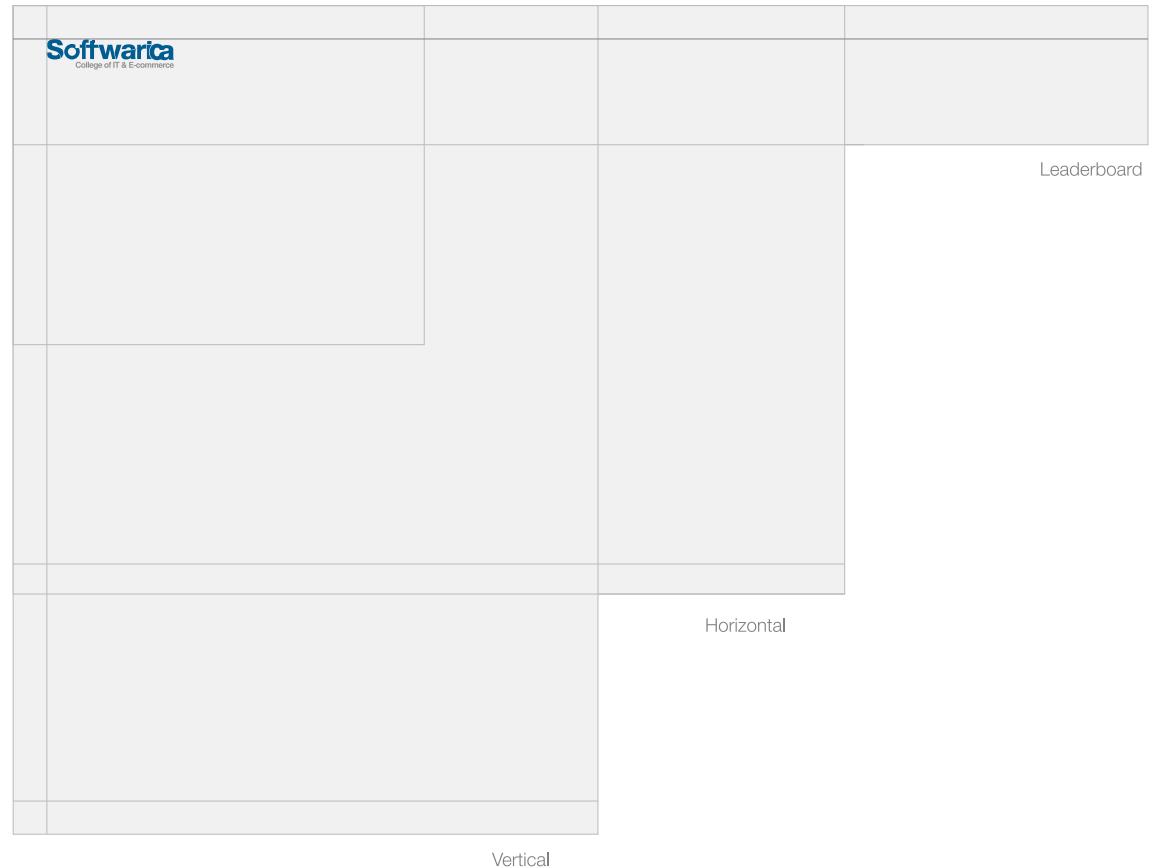
100% black



# Placement - I

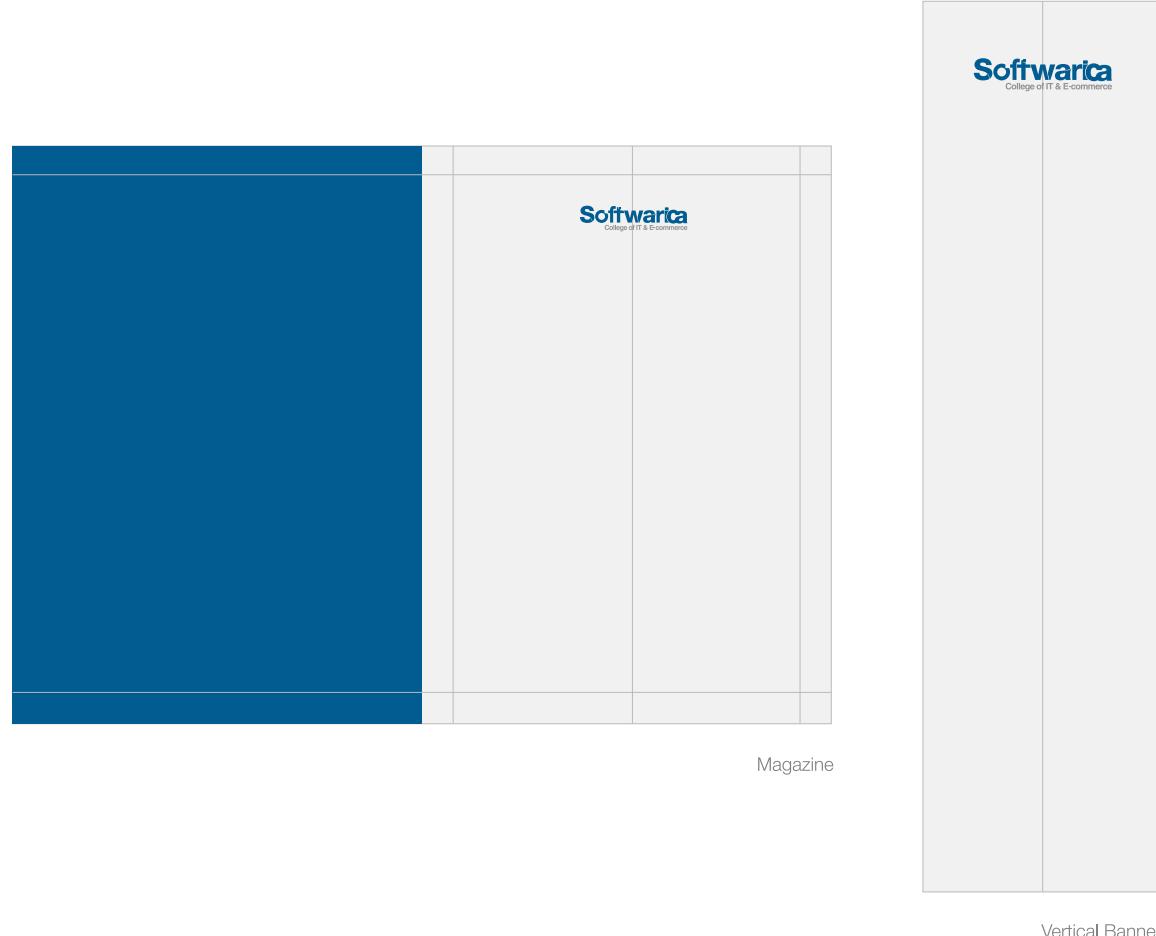
The Softwarica logo should be placed at the upper-lefthand corner of any print application. However, there are some exceptions to the rule as explained below:

Use your best judgement with the above rule. Stick with it until it doesn't make sense for the item you are developing.



# Placement - II

For print communications, where pages are bound together (magazine or catalog), the logo should be aligned centre top or centre bottom of the page.

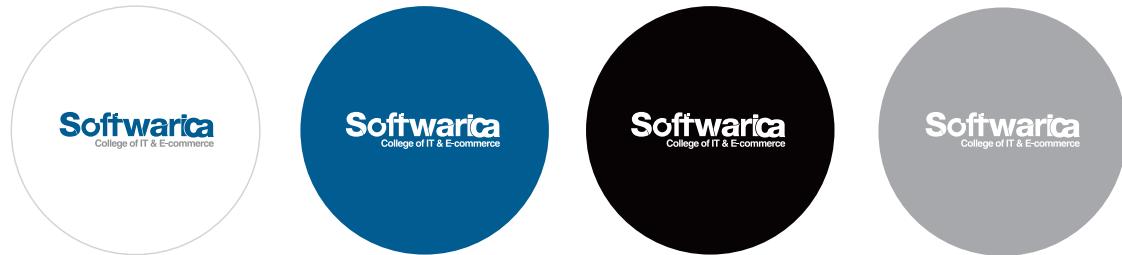


# Background Color

Our logo must always have good contrast with the background to ensure maximum impact and accessibility.

Use the black or white versions if the logo is to be presented on a background color. If you're going with grayscale, make sure you choose a version where the contrast between the logo and the background is strong.

Please use these color usage rules to best decide what colored logo should be used. This will help ensure consistency across communication materials and make decision-making easier over time.



**White Background**

Always use the blue logo.



**Blue Background**

Always use the white logo.



**Black Background**

Always use the white logo.



**Grey Background**

Always use the white logo.



**Dark Lifestyle Background**

Always use the white logo.



**Light Lifestyle Background**

Use the blue logo if it is legible over the background.



**Light Lifestyle Background**

Use the black logo as an alternative to blue if it stands out more.

## Co Branding

Softwarica + Co Brand :

When using the Softwairica logo with another logo as Cobranding, always make sure to put the Softwarica logo first. The space between the two lockups should always be consistent with the cap height of the "S"



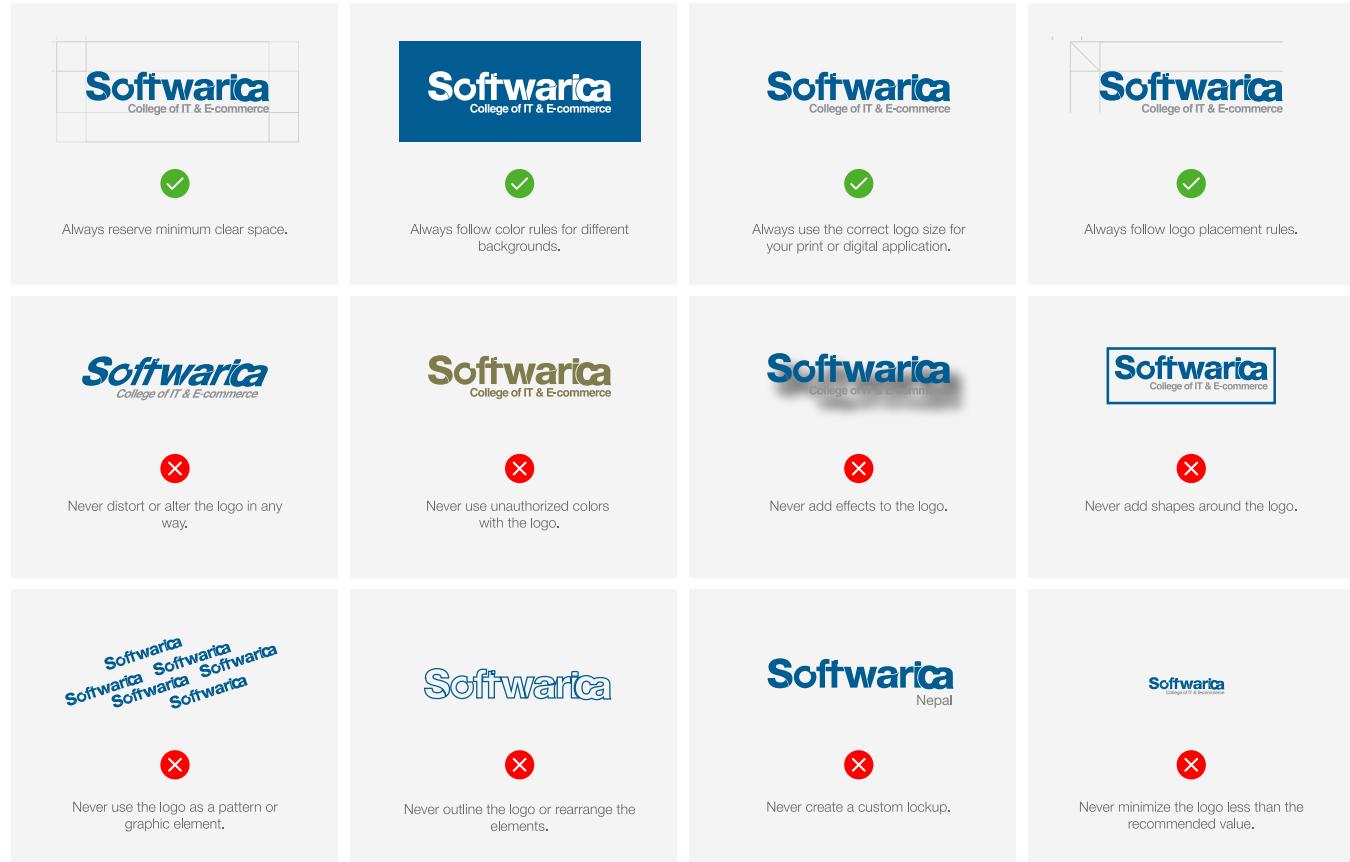
## Hierarchy

Any sub information that needs to be attached along with Softwarica Logo, it needs to be kept in the left side of the logo as shown in the reference.



# Logo Do's & dont's

- Never manipulate or distort the Softwarica logo, for example, by stretching or compressing it.
- Never replace an element of the logo or add any graphic elements such as a symbol or punctuation mark.
- Never add words or images to the logo to create a composite logo treatment.
- The integrity of the logo must be preserved at all times. Do not stretch, skew, condense or otherwise morph or manipulate the logo.
- Modifications confuse meaning and diminish impact.







# Colors

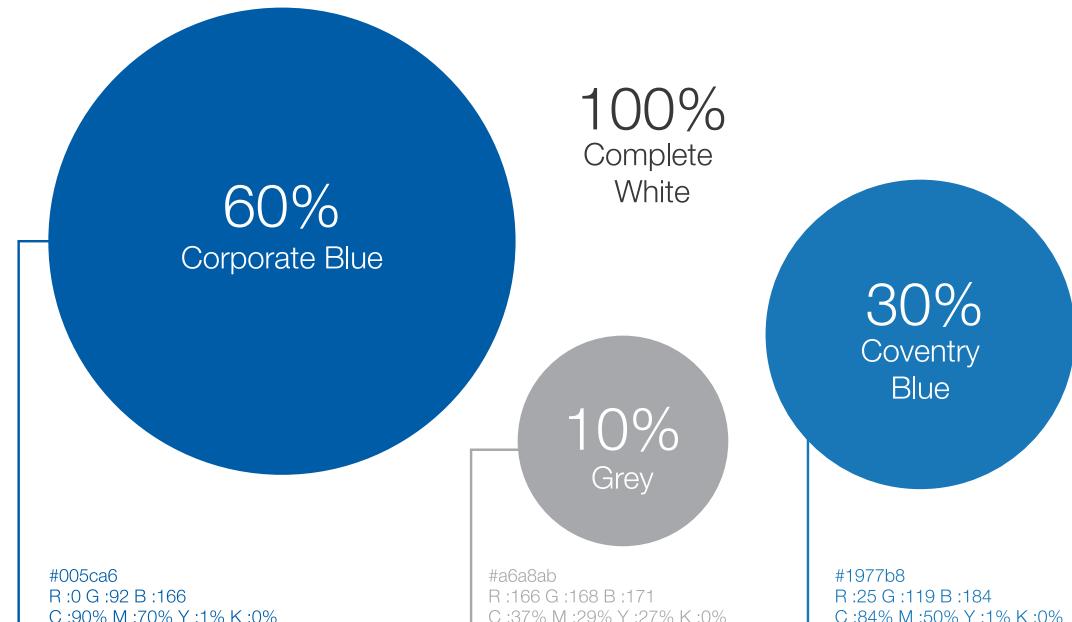
## Core Colors

The Softwarica blue is bright and vibrant and we want it to stand out clearly.

The official Softwarica colors are Corporate Blue and Grey. Corporate Blue color should appear frequently across all communications, including websites, print publications, merchandise etc.

It is important to render the colors accurately. This can pose a significant challenge when working with vendors in various mediums. They use different means for reproducing colors such as on a mug, or banner. You should request that the color accuracy reference be the RGB for Screen and CMYK for print.

A designer should never change the Brand colors by designating an alternate color codes in a different shade of blue.



Color Visibility Percentage



## Example



Its about  
making **Ideas**  
happen.

## Extended Palette

### Secondary Colors

The range of the Softwarica color palette provides flexibility so that individual designs can create a look that expresses their own distinct values and brand personality. A particular combination can be used consistently so that communications are recognized as coming from a single source within the Brand. The palette complements the official colors for easy alignment with the overall Softwarica brand.



# Typography

### Official Type Face

The Softwarica official fonts fit a variety of communications needs for digital and print environments. These typefaces are required and complements the college logo. Each family of fonts has a large range of weights and style options, including light, medium, bold, and italics.

The range of these typefaces allows for design flexibility so that college and units can create a distinctive look for their own marketing purposes. At the same time, we ensure that all communications originating from Softwarica's have a professional and unified appearance.

# Helvetica Neue

sophisticated. playful. clean. delightful. stable.  
modern. functional. legibility. friendly. current.

Aa

## Primary Font Family

# Helvetica Neue

### Bold

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

0123456789

### Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

0123456789

### Light

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

0123456789

Aa

## Secondary Font Family

# Quick Sands

### Regular

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

0123456789

### Medium

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

0123456789

### Bold

ABCDEFGHIJKLMNO  
PQRSTUVWXYZ

abcdefghijklmnopqr  
stuvwxyz

0123456789

# Typo Colors and Hierarchy

# Titles, headlines, call out

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## links / secondary text

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Our Global Research Institutes are flagships for interdisciplinary research in areas of major societal challenge.

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# Creating better Future Creating Today for Tomorrow

# Collaterals

# Letterhead

Softwarica letterheads follow the format at left. All offices and individuals should employ the general college stationery without personalization.



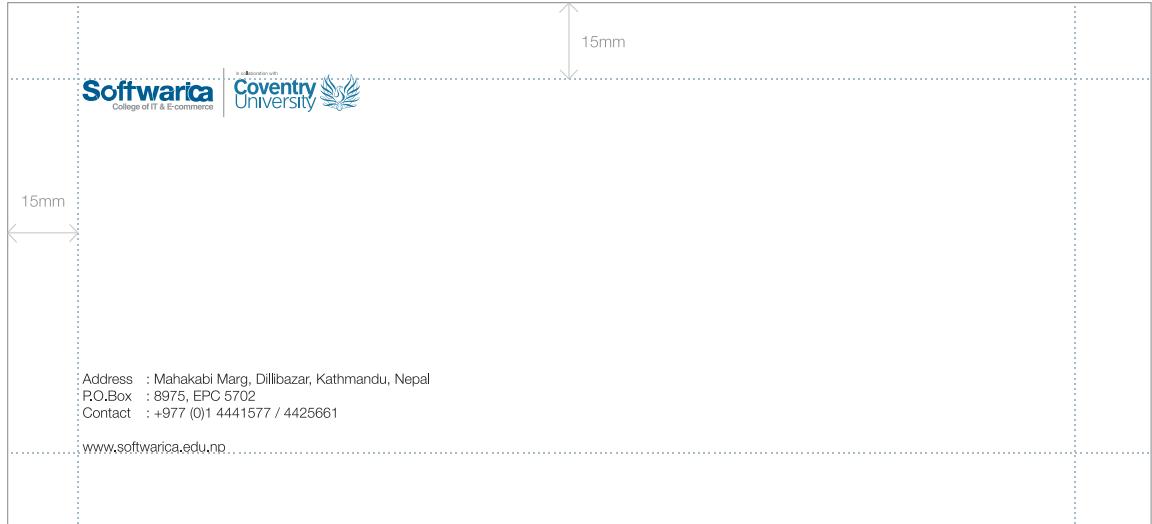


# Envelope

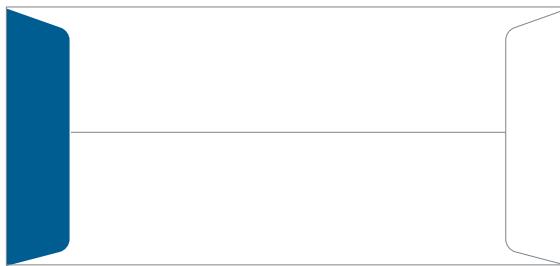
3 standard layouts are created :

- 9x4 inches landscape
- A4 landscape
- A4 vertical

9x4 inches landscape - Front



9x4 inches landscape - Back I



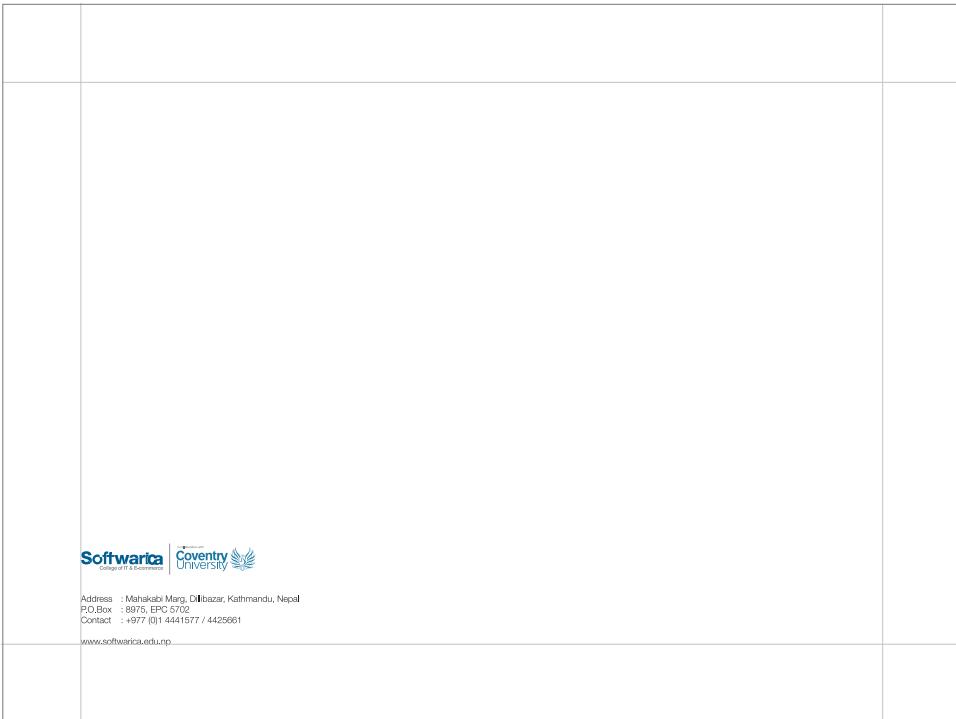
9x4 inches landscape - Back II



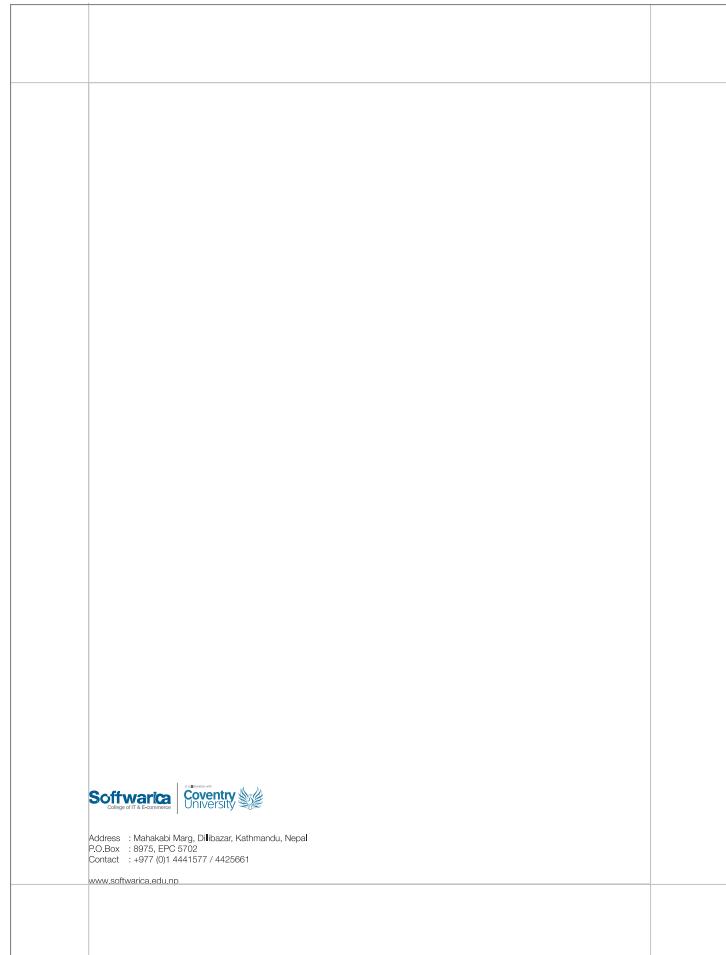
## Collaterals

© SoftwaricaCollege2021 | www.softwarica.edu.np

- A4 landscape



- A4 Vertical



# Business Cards

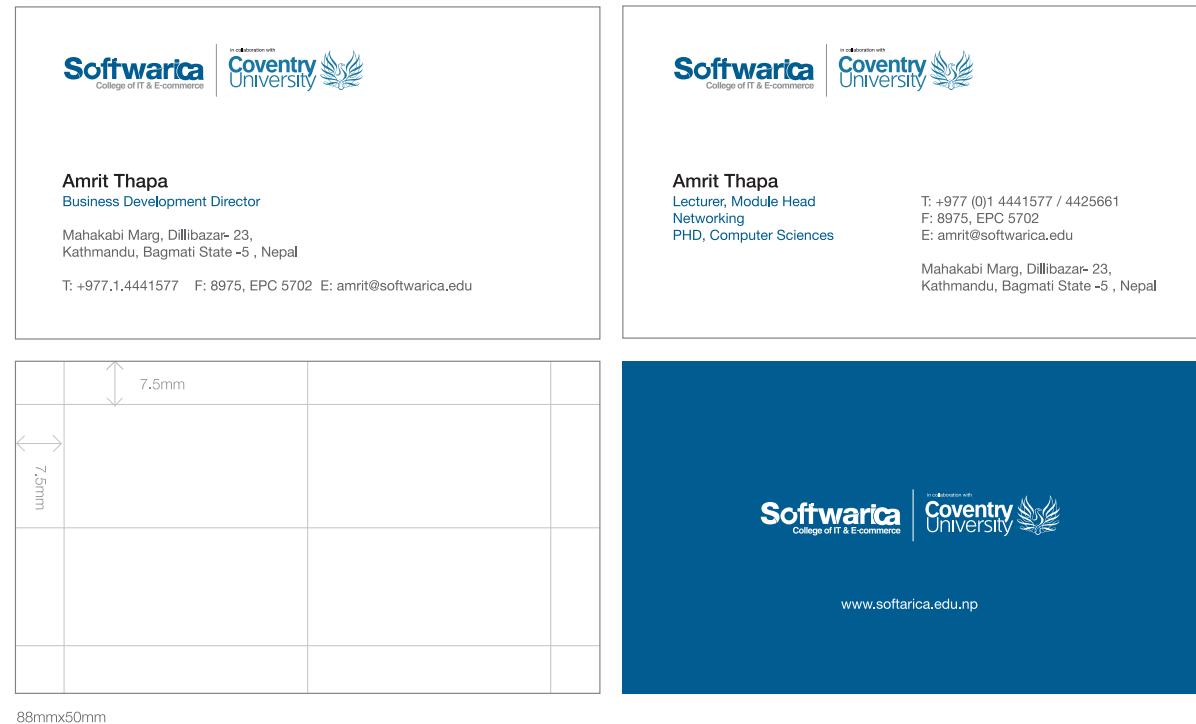
All business cards carry the Softwarica's identity positioned as specified.

The name and job title are placed below the logo aligned with the bottom line of the address details indicated. Post-nominal letters, if appropriate, can be included after the name on the understanding that this may overflow to a second line.

The font used for the name is Helvetica Neue Family, 8pt. The person's position is printed using Corporate Blue with 6pt. Address and other details are printed using 6pt.

## Paper Quality :

Business cards will be printed on 300gsm - 350gsm artboard paper.





# ID Cards

### Students / Staff / Visitors

ID cards should be presented in very clean manner, the most important informations like college brand placement, image of the person, name and designation to be kept in the front side and remaining informations in the back side.

Lynyard



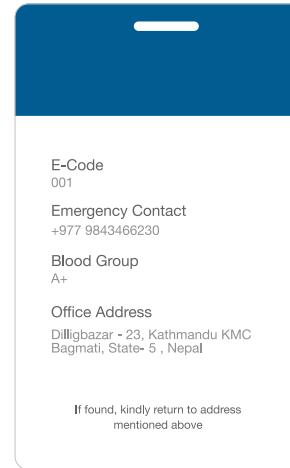
7.5mm



Staff Card : Front



Staff Card : Back



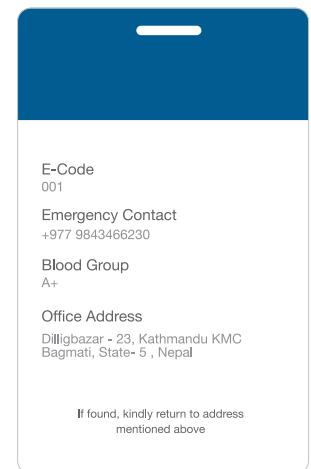
Visitor Card



Student Card : Front



Student Card : Back

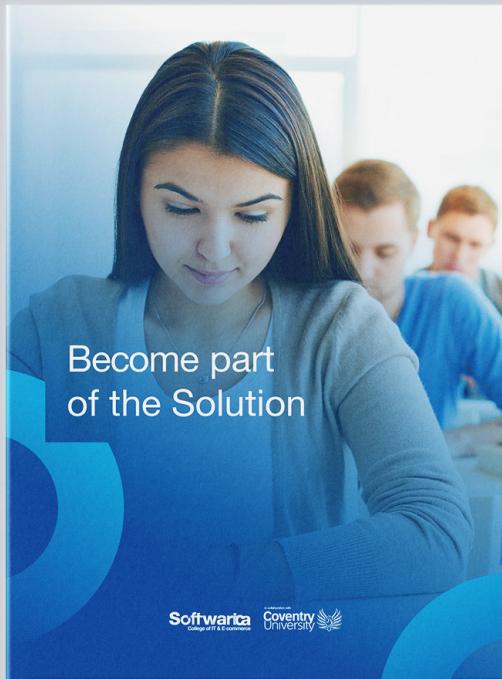


## Collaterals



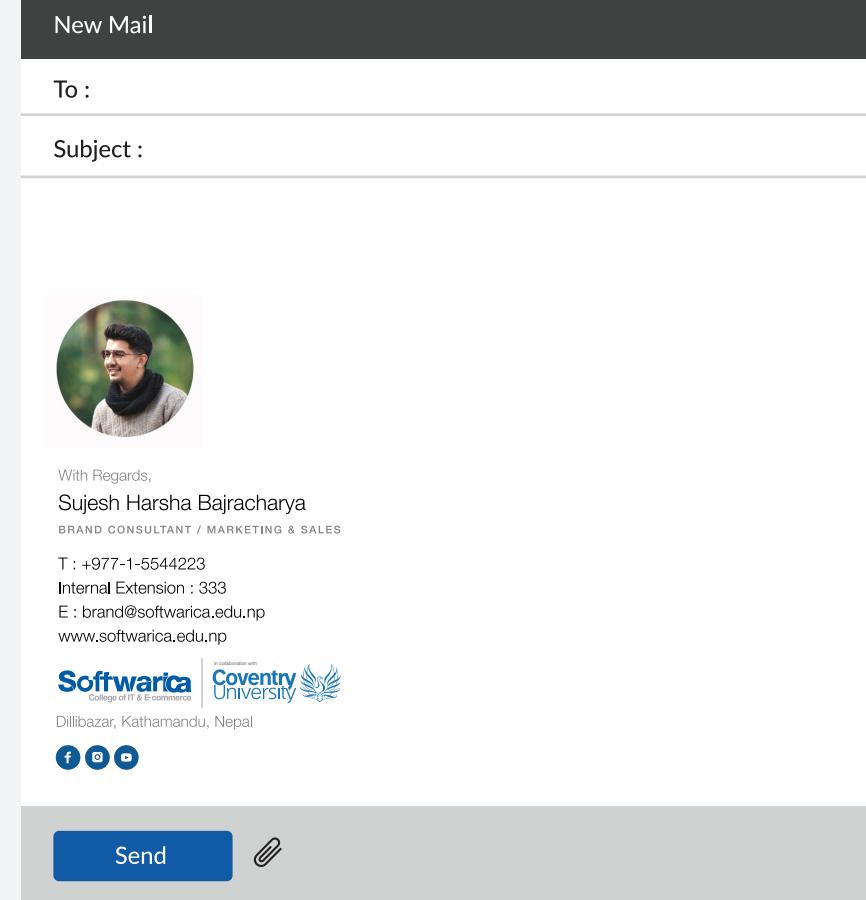
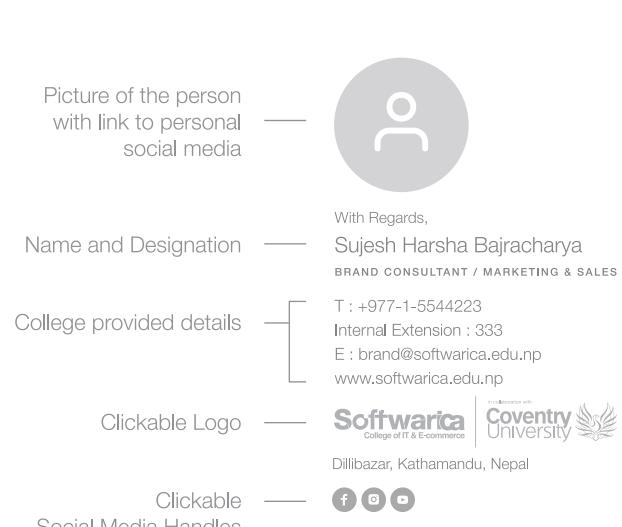
## Collaterals

© SoftwaricaCollege2021 | www.softwarica.edu.np



# Email Signature

The signature will be provided to all authorized and official members of the College. It must be added by all the official email address holders with clickable links and all informations.

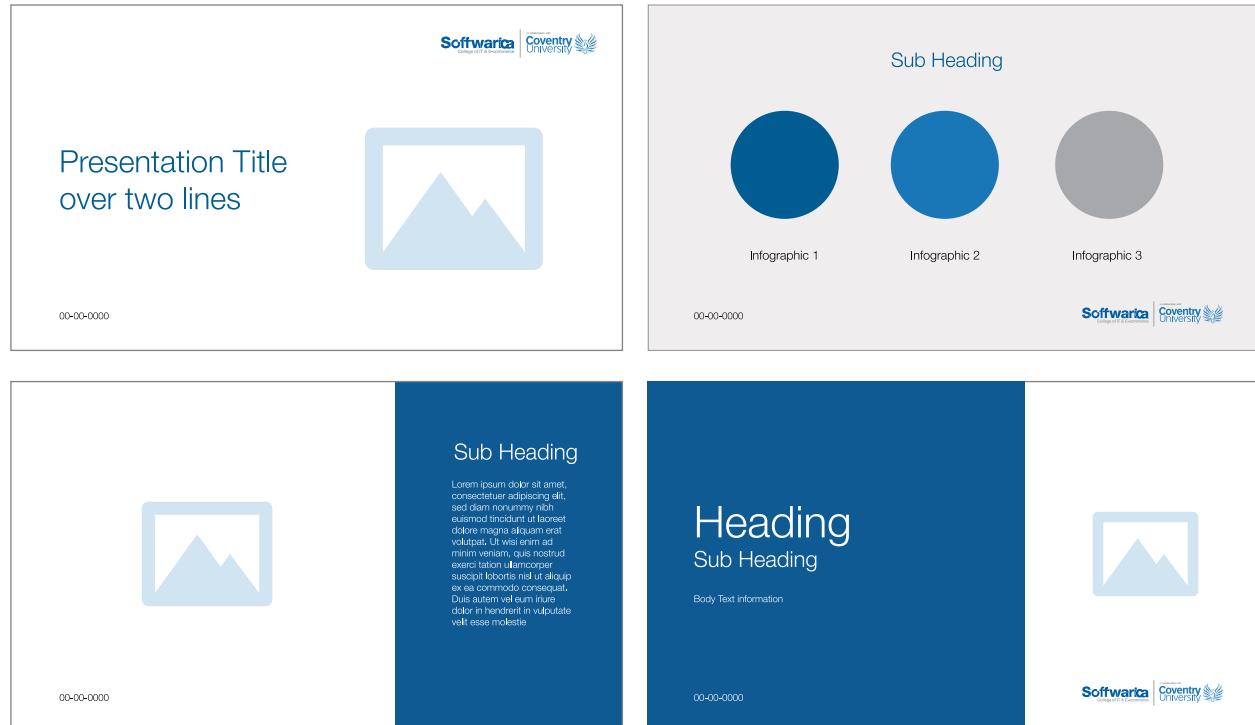


# Power Point Template

The master template features instructions, charts and diagrams templates, an icon library and as well as imagery and layout options to make presentations visually engaging and in line with the Softwarica's brand.

When charts and diagrams are being used in powerpoint templates the secondary color palette should be utilised.

The system font Arial should be used as a substitute for Helvetica Neue Text.



# Power Point Template II



# Merchandise

# Clothing

All clothing branded under Softwarica must follow the same consistent logo placements and color theme.

The clothings include :

- Tshirt
- Polo Shirt
- Hoodie
- Cap



## Polo Shirts



## Caps



Badges /  
Bracelets /  
Pins



## Table Flag Mockup



# Mugs

Mugs are one of the major merchandises. It can be customized as per requirement, with different colors and different arts in one side and the college logo in the other side.

The college logo need to be placed in the right hand side of the holder as shown in the first mug .



## Pens



# Imagery

# Photography Basic Principle

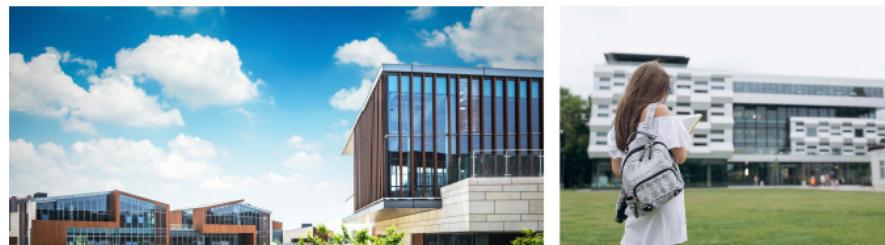


## Photography : Architectural

Exterior



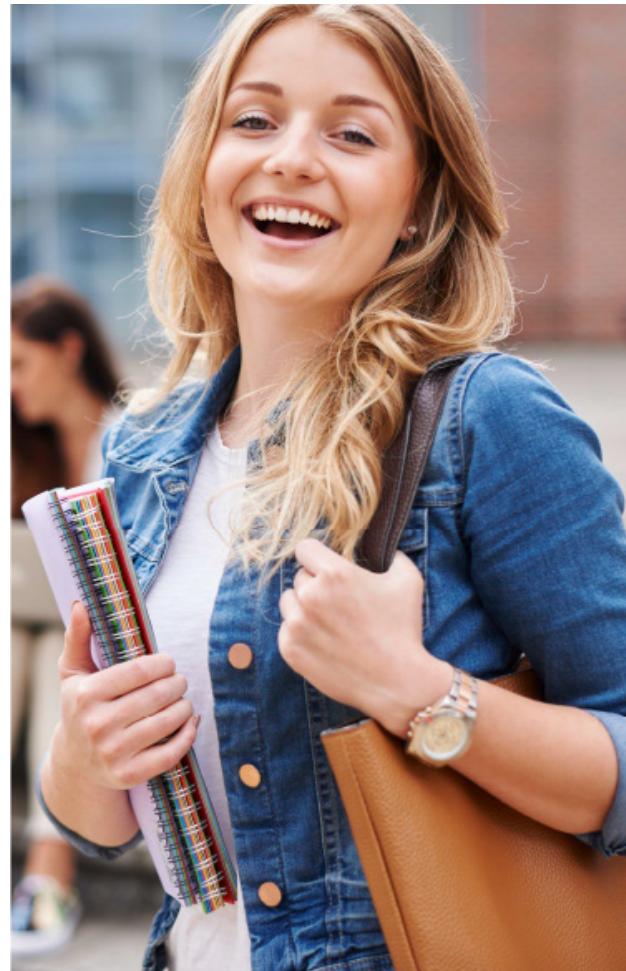
Interior



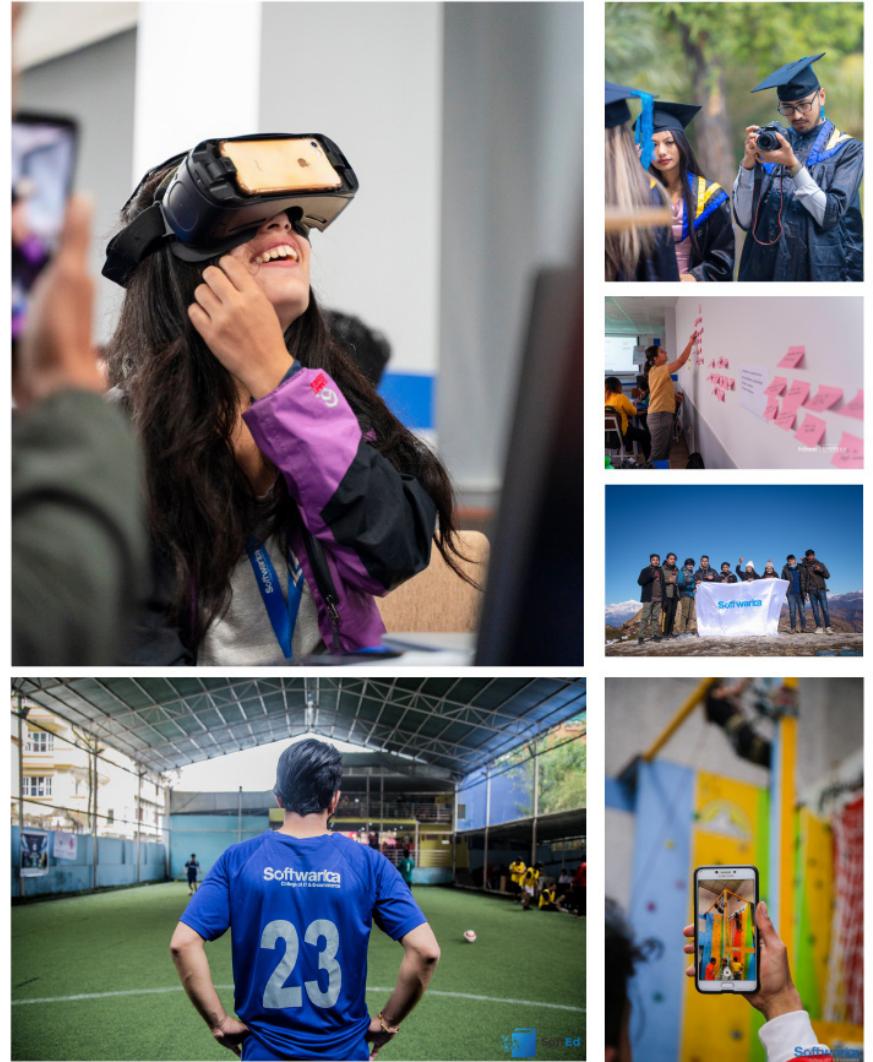
## Students : Color Background



## Photography : Students Portrait College Life



## Events Photography : Life at Softwarica



## Photography : Faculty



## Photography : Duotone



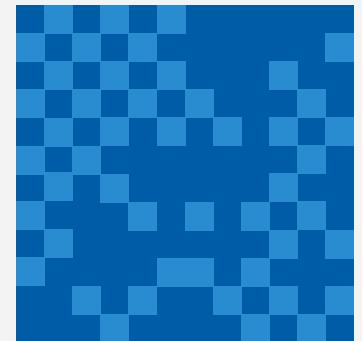
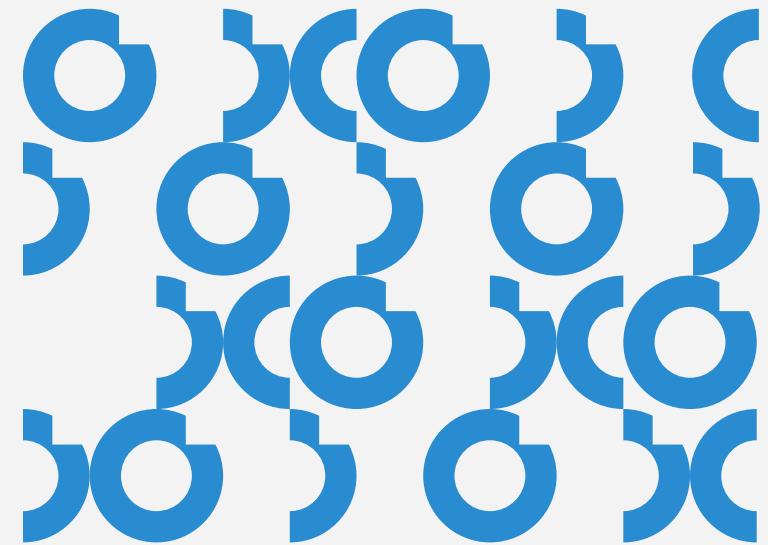
# Illustrations

# Patterns

Patterns can be used at various places.

It is to be used mostly to fill the voids of plain space,  
It should not make the design complex,

It should be kept subtle.

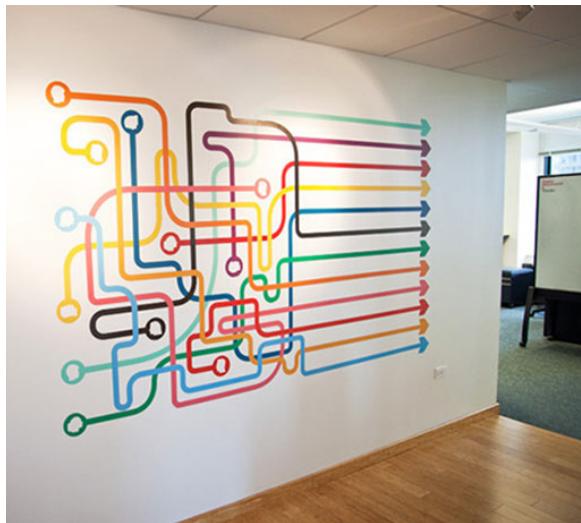


### 2D Illustrations



# Wall Arts

Different illustrative arts can be placed in walls created within the brand color palettes. These arts will make the interiors alive and should have some connection to technology , productivity and creativity.



# Iconography

## Icons

Icons should support our communications and always be representative of the data they convey. They should not be used as space fillers.

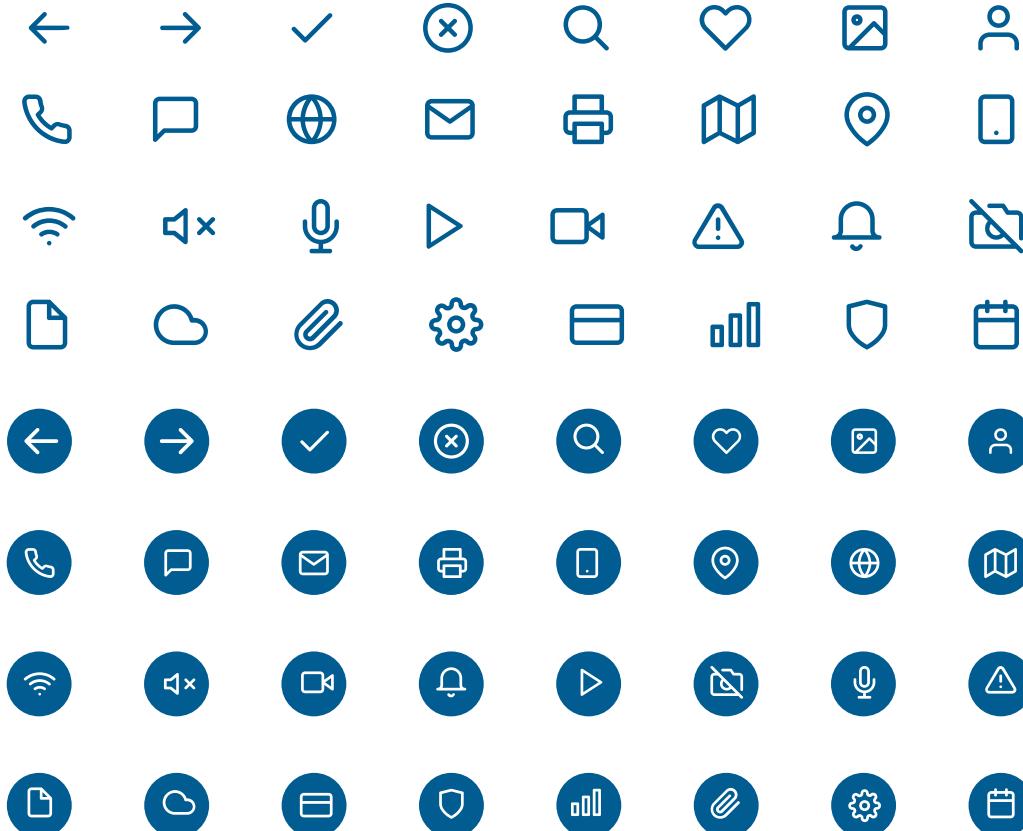
Icons are to be predominantly used in digital applications to aid navigation, but can also be utilised in other applications, e.g. brochures, to communicate details such as statistics.

Only approved icon style can be used in marketing collateral.

### ICON COLOURS :

White icons should be used in a coloured circle or against a plain colour background, using colours from the approved colour palette.

When using standalone icons, a white background is preferred. Do not use standalone icons against a busy background such as a photograph.



# Print Media Guide

# Master Grid

## Inside Layouts

We want to encourage designers to be creative when designing inside spreads. We do not want to place too many restrictions, however, we have established a basic column system in order to retain consistency.

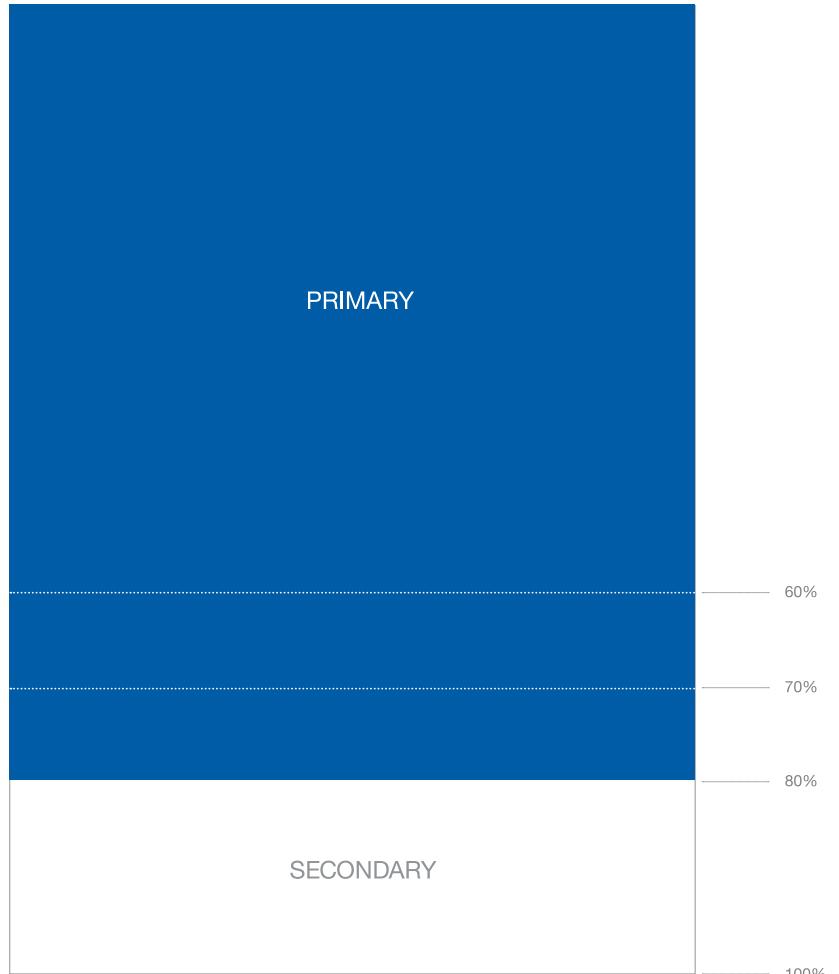
Spreads could be a purely typographical design or a full spread image with minimal text. Be creative and design spreads that will engage with the audience.

Softwarica's communication materials need to have a clear focus area to create emphasis within the asset.

Communications must have a messaging hierarchy where a main message appears in a primary area, and supporting details (if relevant) appear in a secondary area.

By sticking to this rule you can better ensure that end users are exposed to the most important message first, and that secondary messaging is there to support the main message.

Regardless of the shape and/or size of the communication, assuming it is a square or rectangle (which it should be), you can apply this rule universally to both print and digital assets.



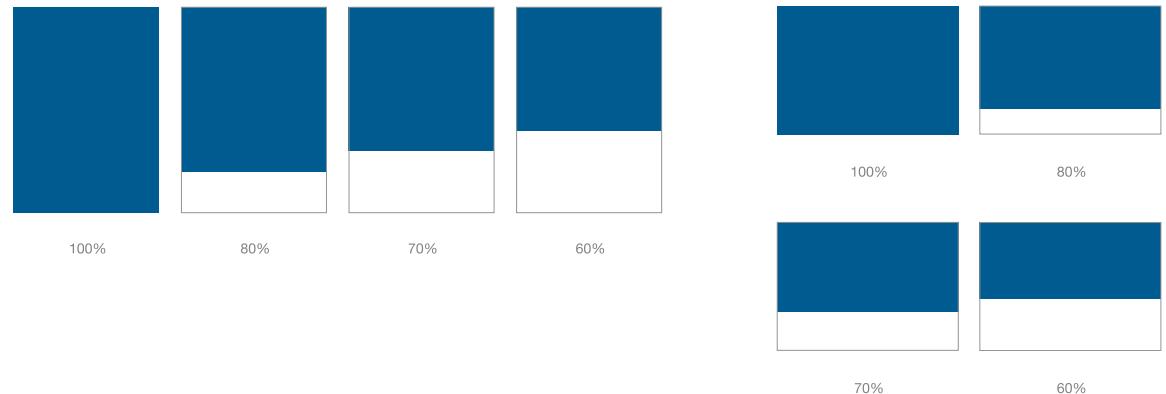
# Print Division

Dividing a communication to create an area of focus is important. Divide your base layout into a primary and secondary section. The rules presented here are simple and all based on percentages.

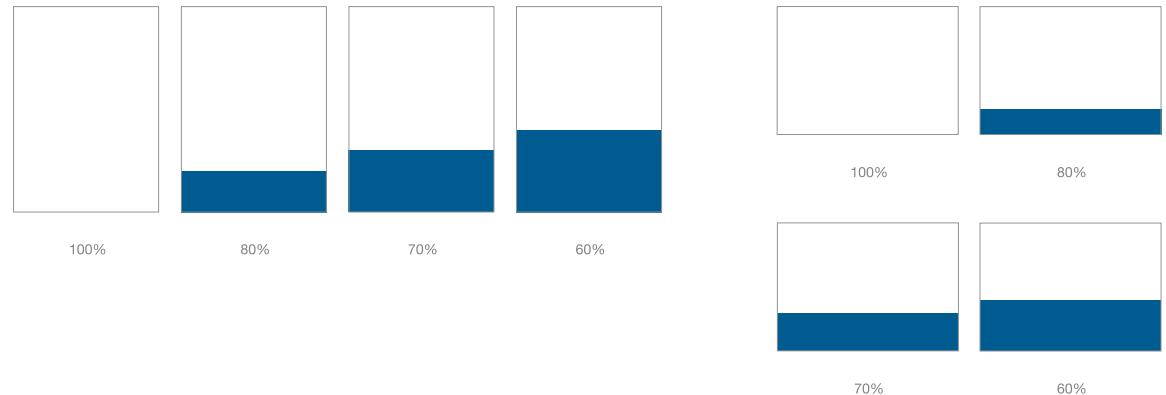
There's a blue and a white base option to choose from. Choose the one that best suits your needs based on the content you wish to create.

Blue is good for high brand recognition. White is good as a catch all to place content that may not look great on blue (photography or lots of different colors).

Blue Options



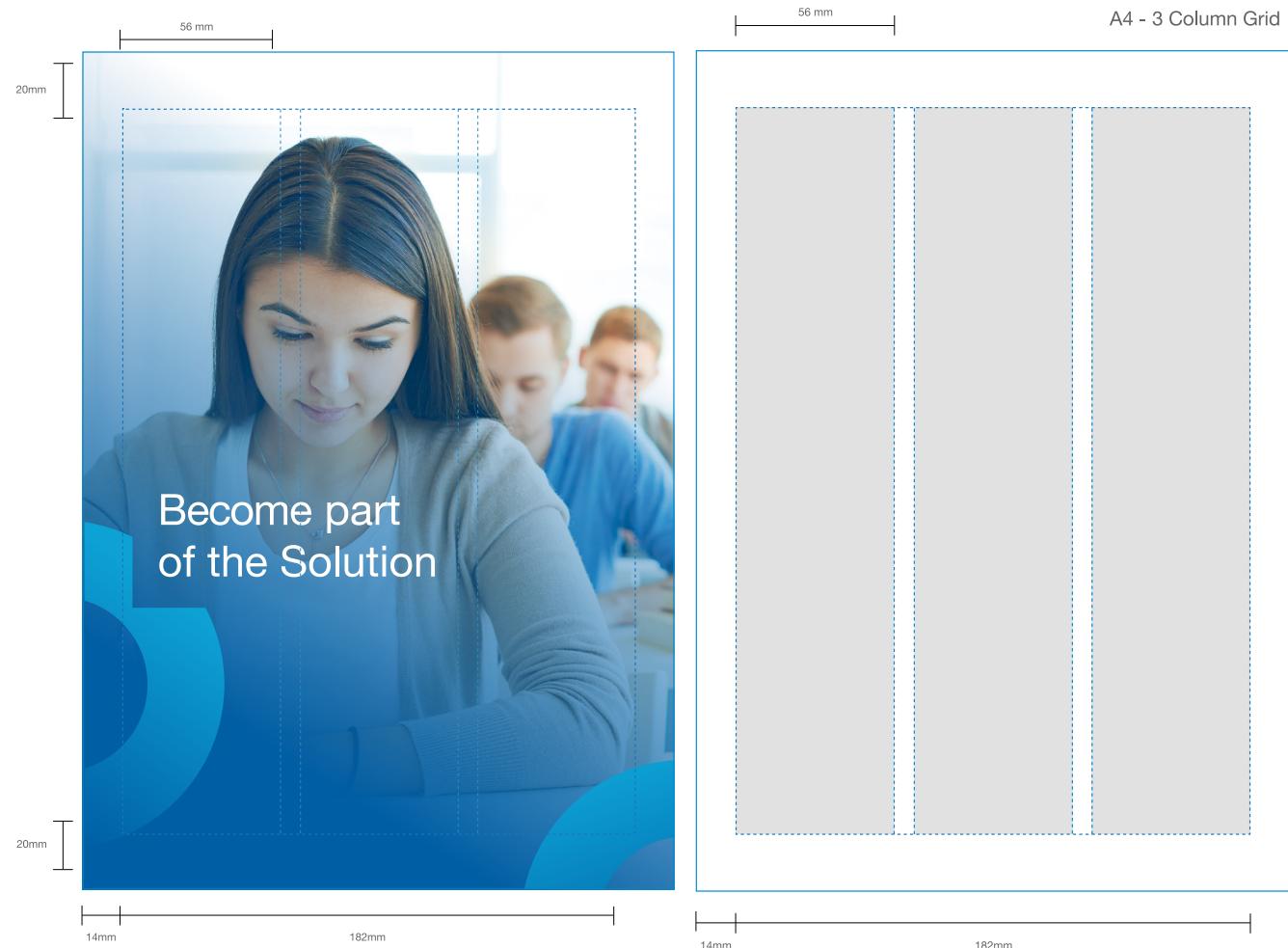
White Options



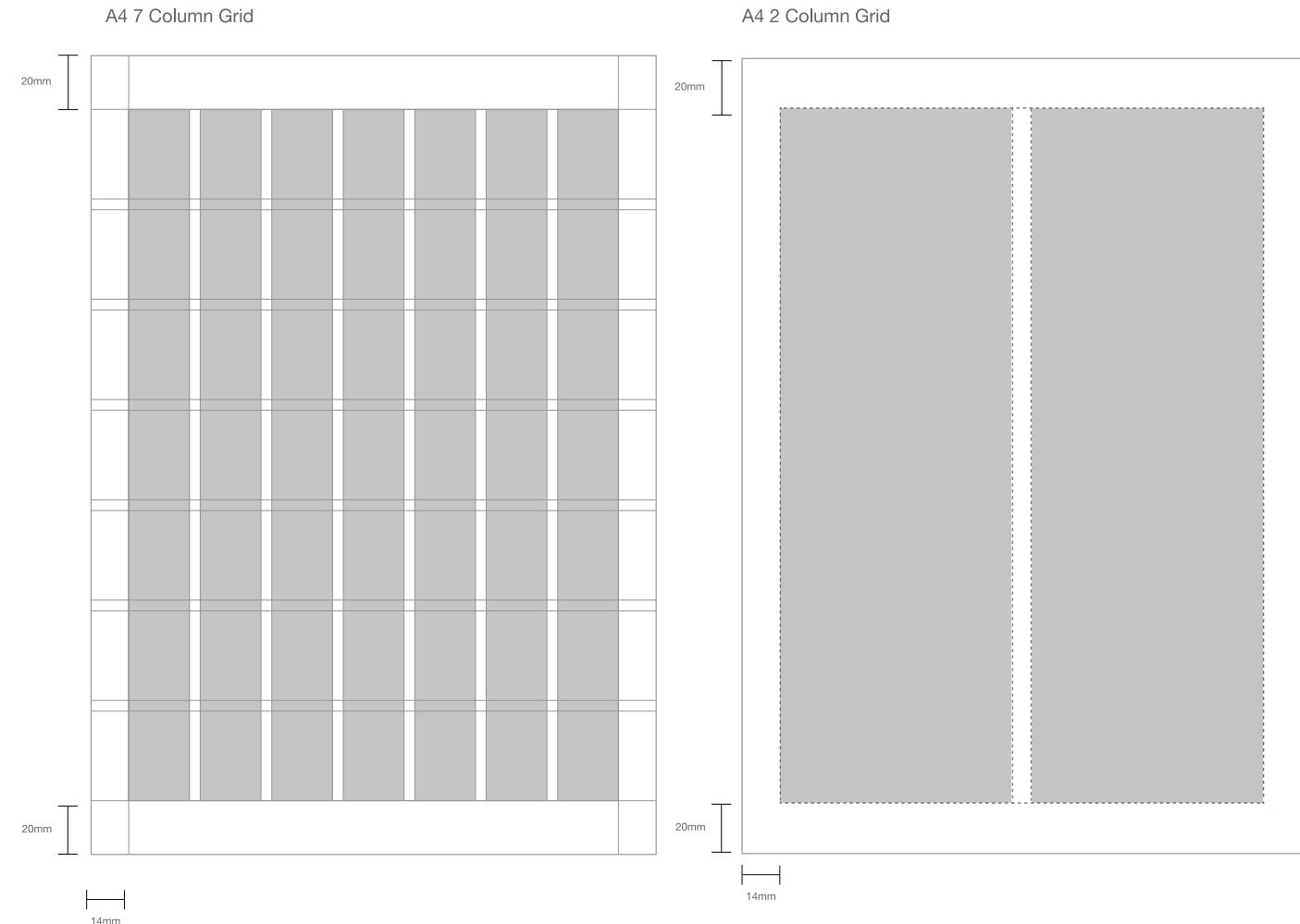
# Our Publications

The provided guidelines should be followed to create any publications. the grid system should be followed to keep the designs and materials uniform.

## Cover Template



# A4 Grid Template



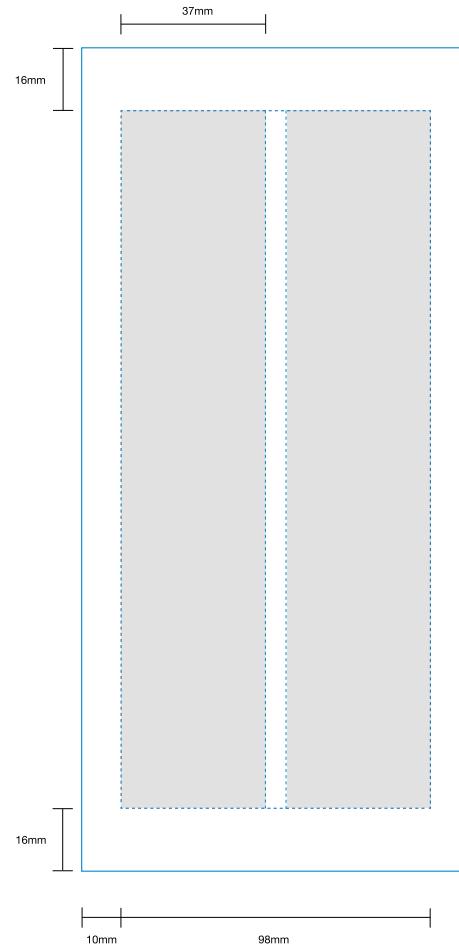
# A4 Grid Template Example

The image displays two pages of a document, labeled 01 and 03, illustrating an A4 grid template. Both pages feature a light gray background with a dashed grid overlay.

**Page 01:** This page contains a large title "Welcome to Softwarica" in blue font at the top. Below the title is a large blue rectangular placeholder. At the bottom left, there is a form with fields for "Name" and "Job Title". The main content area contains three columns of Latin placeholder text (lorem ipsum).

**Page 03:** This page features a large blue rectangular placeholder at the top. The main content area contains two columns of Latin placeholder text (lorem ipsum). The right side of the page has a vertical column of extremely long placeholder text.

DL Grid Template



# Applications

# Inquiry Form






# Admission Form

**Student Admission Form**

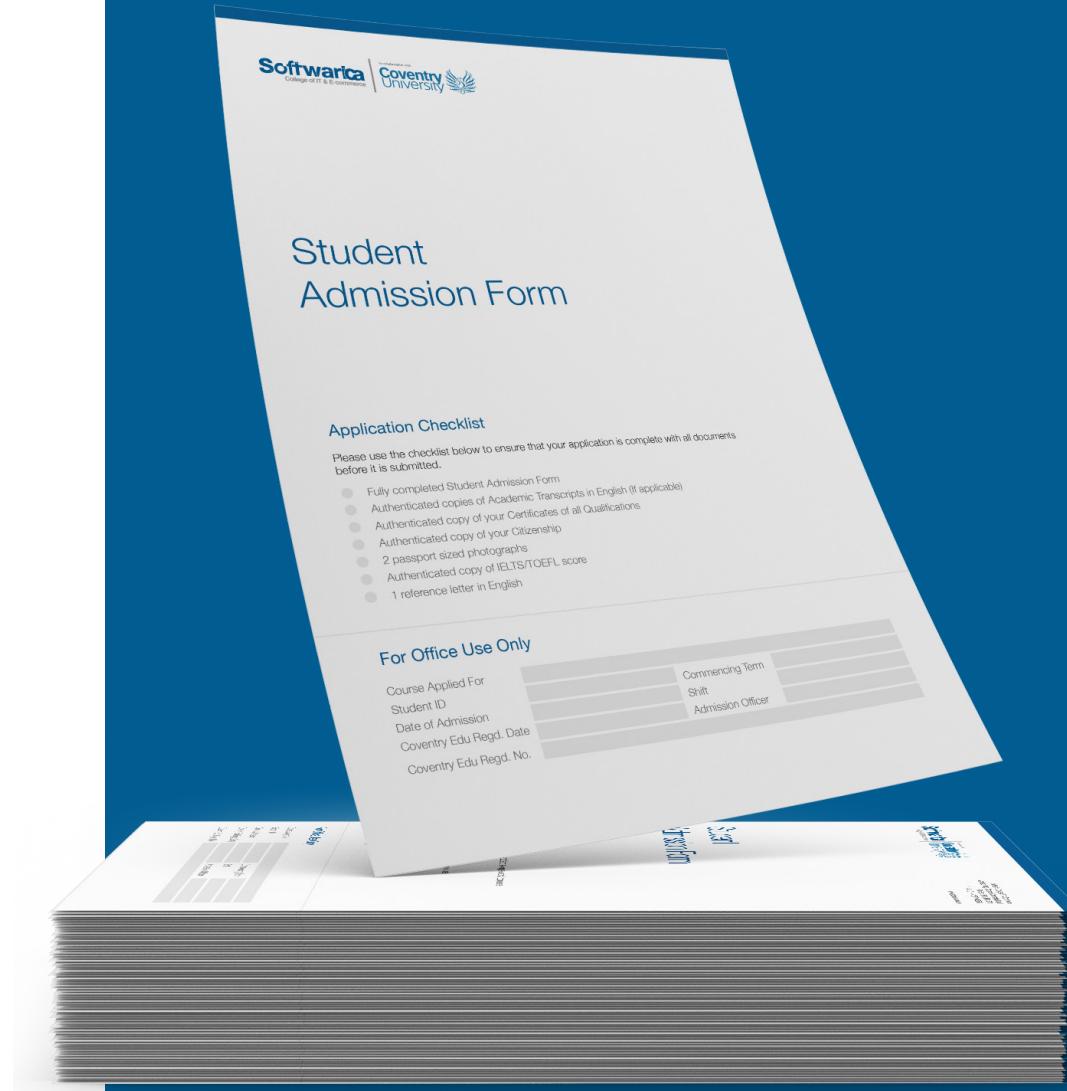
**Application Checklist**

Please use the checklist below to ensure that your application is complete with all documents before it is submitted.

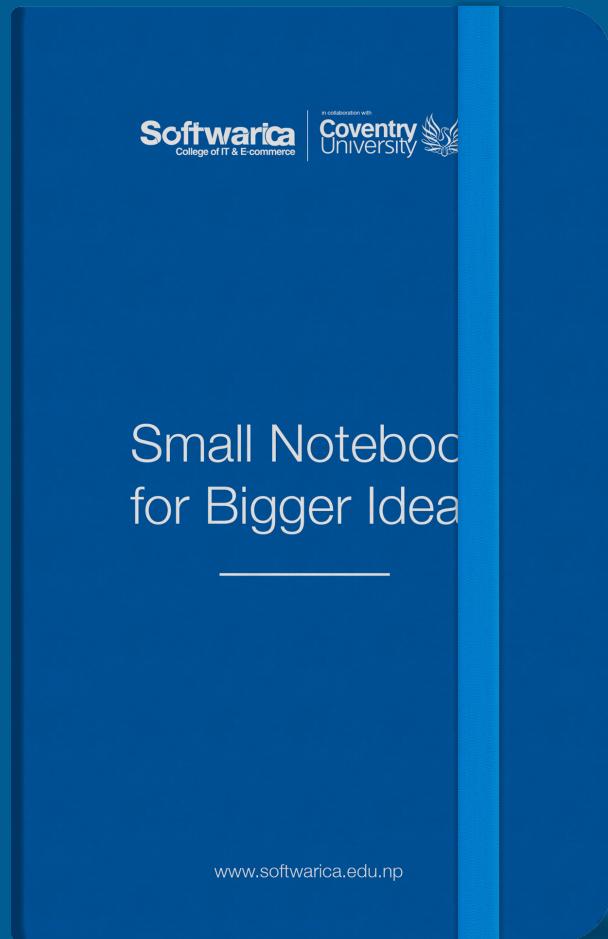
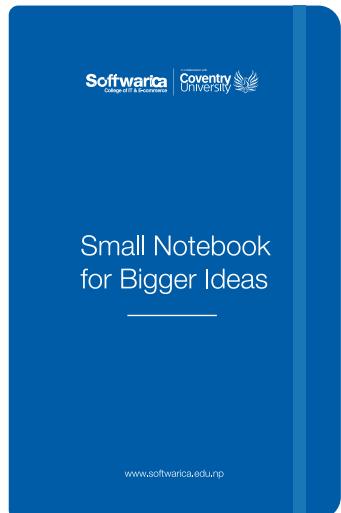
- Fully completed Student Admission Form
- Authenticated copies of Academic Transcripts in English (if applicable)
- Authenticated copy of your Certificates of all Qualifications
- Authenticated copy of your Citizenship
- 2 passport sized photographs
- Authenticated copy of IELTS/TOEFL score
- 1 reference letter in English

**For Office Use Only**

Course Applied For	Commencing Term
Student ID	Shift
Date of Admission	Admission Officer
Coventry Edu Regd. Date	
Coventry Edu Regd. No.	



# Notebook



## Certificate Design



# Digital Media Guide

## Social Media Avatars

All social media pages of Softwarica must have the same avatar (profile picture) at one time.

The can be updated as per theme required seasonally but all at once.

### Social Media Naming Structure

In order to ensure the College's audiences can easily search, tag and engage with its official social media accounts, any subdomain under Softwarica should follow the naming convention.

Handle Format:

@Softwaricacollege

Subdomain to use :

@softwarica.eventsclub  
@softwarica.sportsclub  
@softwarica.alumni  
@softwarica.youthclub

### Softwarica's Account

Facebook



Linked In



Twitter



Instagram



### Area Specific Account Avatars

Sports Club



Events Club



Students Club



Alumnis Club



# Social Media Posts

Social Media images should be visually striking and not text heavy. Text should also be larger for readability.

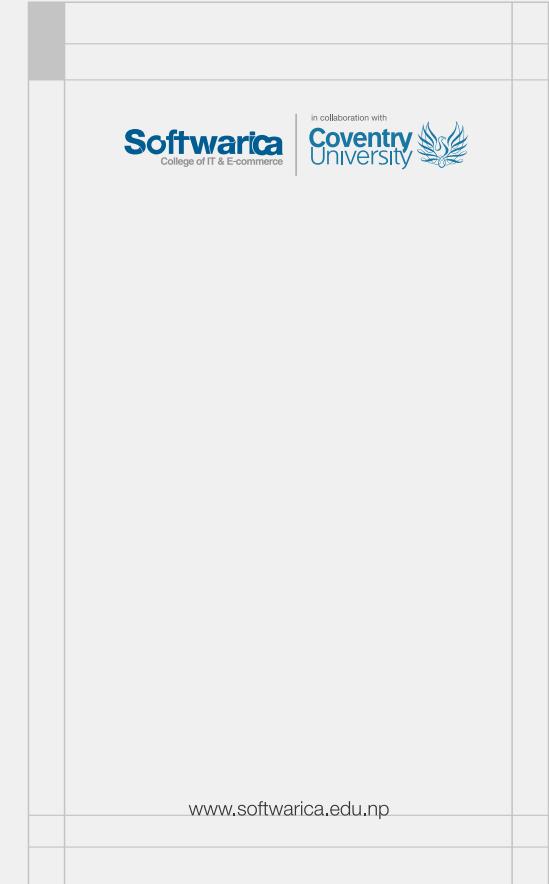
Statistics should be represented in infographic style using icons placed on a solid background from the Softwarica's colour palette.

All images should be optimised per social media channel.

# Digital Margins

Any communication needs ample margins and spacing in order for the content to look clean and organized. It is important that communication materials use the same set of rules so that when different materials appear side-by-side, they look like one set.

Digital margins, as the name suggests, works for all digital material and can be followed as a universal rule.

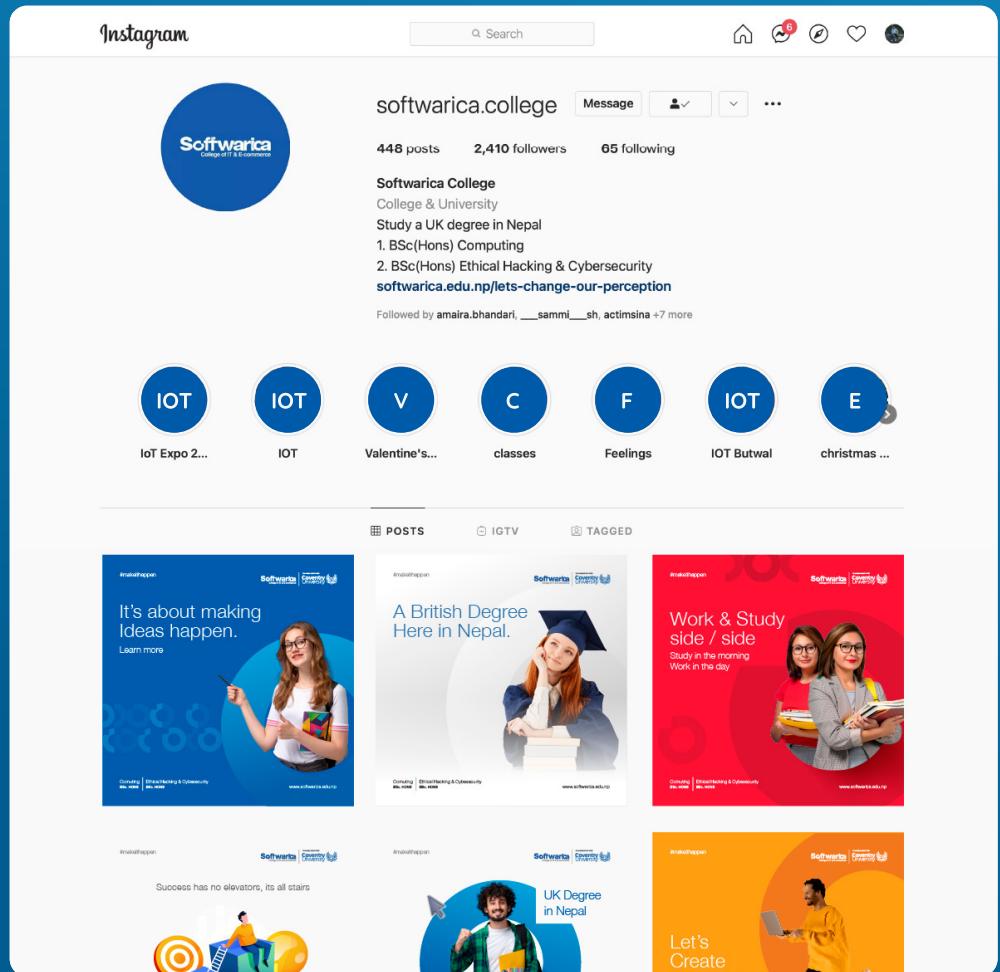


## Posts Guides

Social Media images should be visually striking and not text heavy. There are 5 different types that should be adhered to when creating content.

1. Photography / Video
2. Infographic / Informational / Announcement Posts
3. Quote Posts / Testimonials
4. Event Posts
5. Promotional / Advertisement Posts

Instagram Page

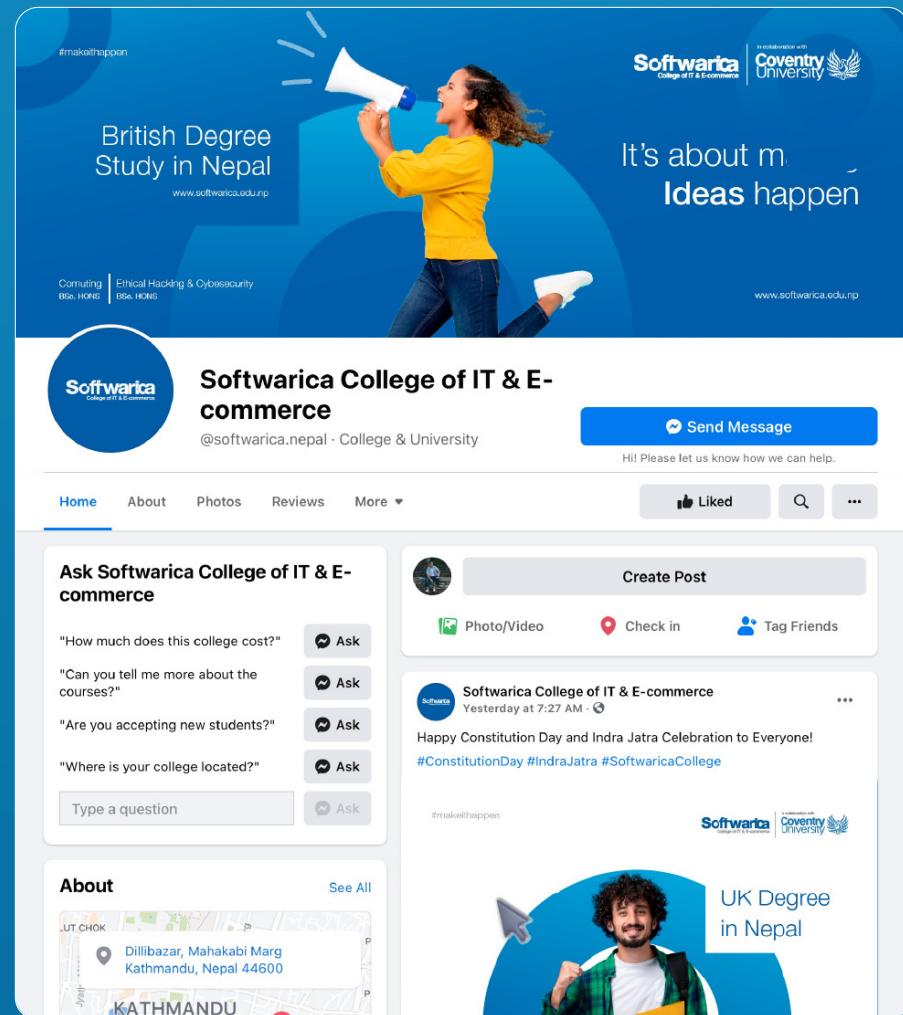


## Facebook I

Facebook page dimensions :

Profile Picture	: 300x 300
Cover Image	: 851 x 315 / 851 x 640
Square Post	: 1080x1080
Story Post	: 1920x1080

### Facebook Page



## Facebook II

Design Template includes three different layouts of designs:

1. Lifestyle image cover
2. White Design theme
3. Blue Design theme



### Cover Page & Profile Picture



## Digital Banners I

These skyscraper banners use different color options. These examples use an 80/20 division split, however you can increase (or decrease) this split percentage based on the content you need to display.

Blue  
Skyscraper  
Banner



80%

White  
Skyscraper  
Banner



80%

Lifestyle  
Skyscraper  
Banner



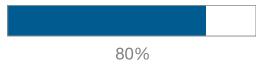
80%



# Digital Banners II

These leaderboard banners use different color options. These examples use an 80/20 division split, however you can increase (or decrease) this split percentage based on the content you need to display.

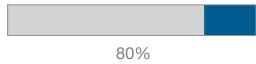
Blue Leaderboard Banner



White Leaderboard Banner



Lifestyle Leaderboard Banner



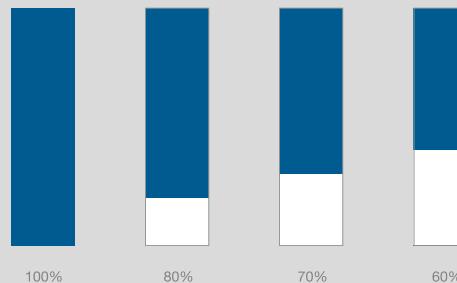
# Digital Divisions

Dividing a communication to create an area of focus is important. Divide your base layout into a primary and secondary section. The rules presented here are simple and all based on percentages.

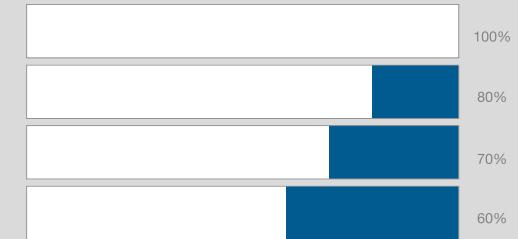
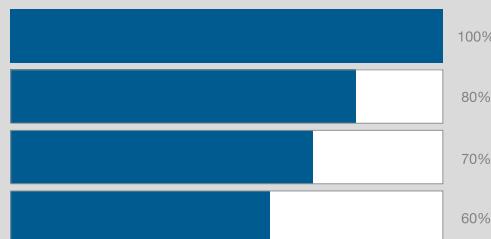
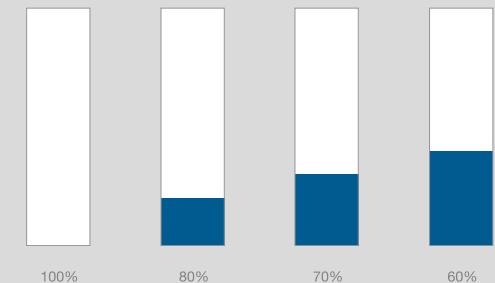
There's a blue and a white base option to choose from. Choose the one that best suits your needs and best fits the content you wish to create.

Blue is good for high brand recognition. White is good as a catchall to place content that may not look great on blue (lifestyle photography or lots of different colors).

Blue Options



White Options



# Large Format Print Guide

## Print Billboard

These billboards use different color options. These examples use 100% of the media space. The additional 80/70/60 options can be used to add space at the bottom or sides of the media to support additional content.

Please note that for billboards, and in other large format applications, too much content and details should be avoided. People cannot read much from a billboard other than large contents.

Blue Billboard



White Billboard

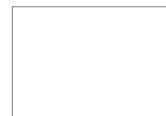
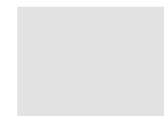


Image Billboard



100%

100%

100%



## Exterior Signage

Exterior college signage can be fabricated with a variety of production methods. They should be placed in a such a location so that it is visible from maximum far distance.

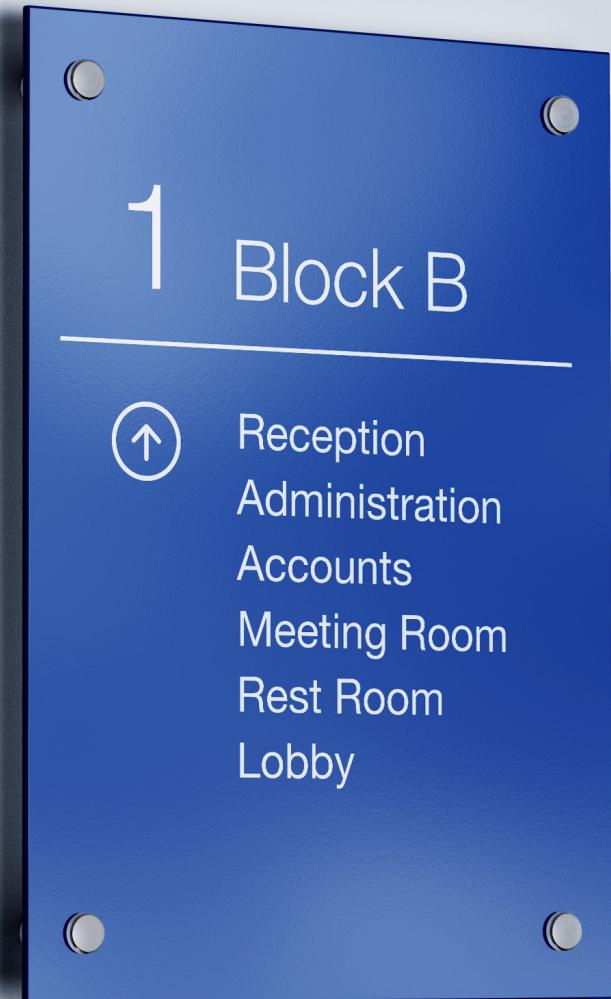
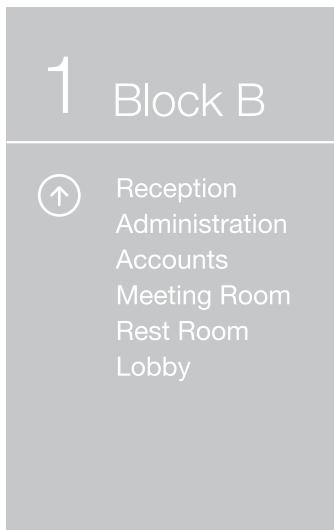


# Map Totem Design



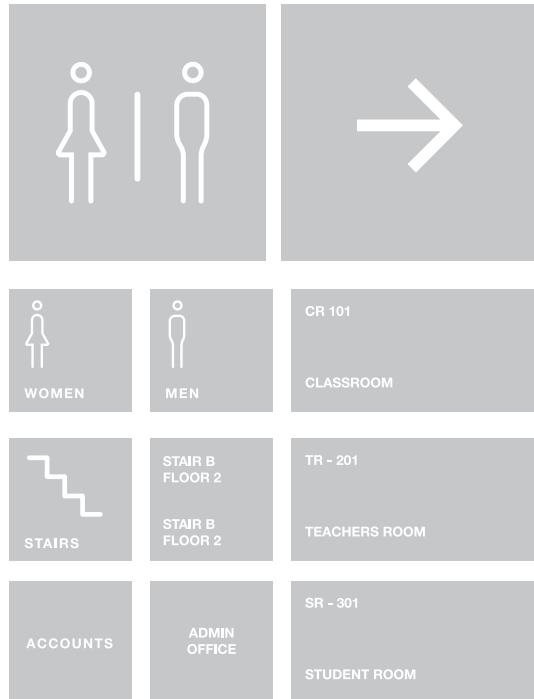
## Interior Signage

These signages are to be created in a very simple and clean format, giving ample blank space around the icons and text. It should be placed in highly visible area to give clear message to the visitors.



# Interior Sinages

These signages are to be created in a very simple and clean format, giving ample blank space around the icons and text. It should be placed in highly visible area to give clear message to the visitors.



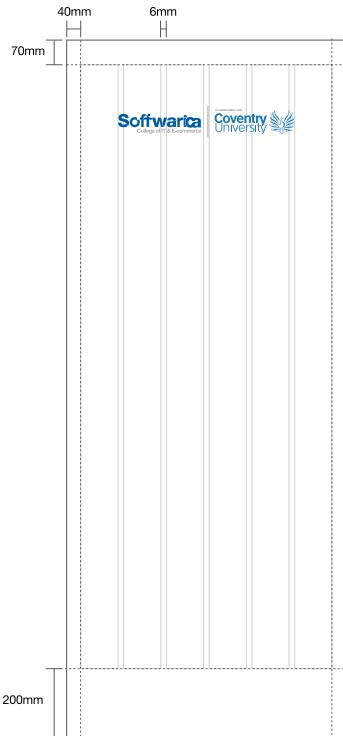
## Pop Up Advertisements

These pop up advertisements use different color options. These examples use a full color option, however you can use full white or full image option based on the content you need to display.



# Pull Ups / Exhibition Stands

When producing pull-ups the grid template is designed to give flexibility to allow for a variety of outcomes. See below for examples.

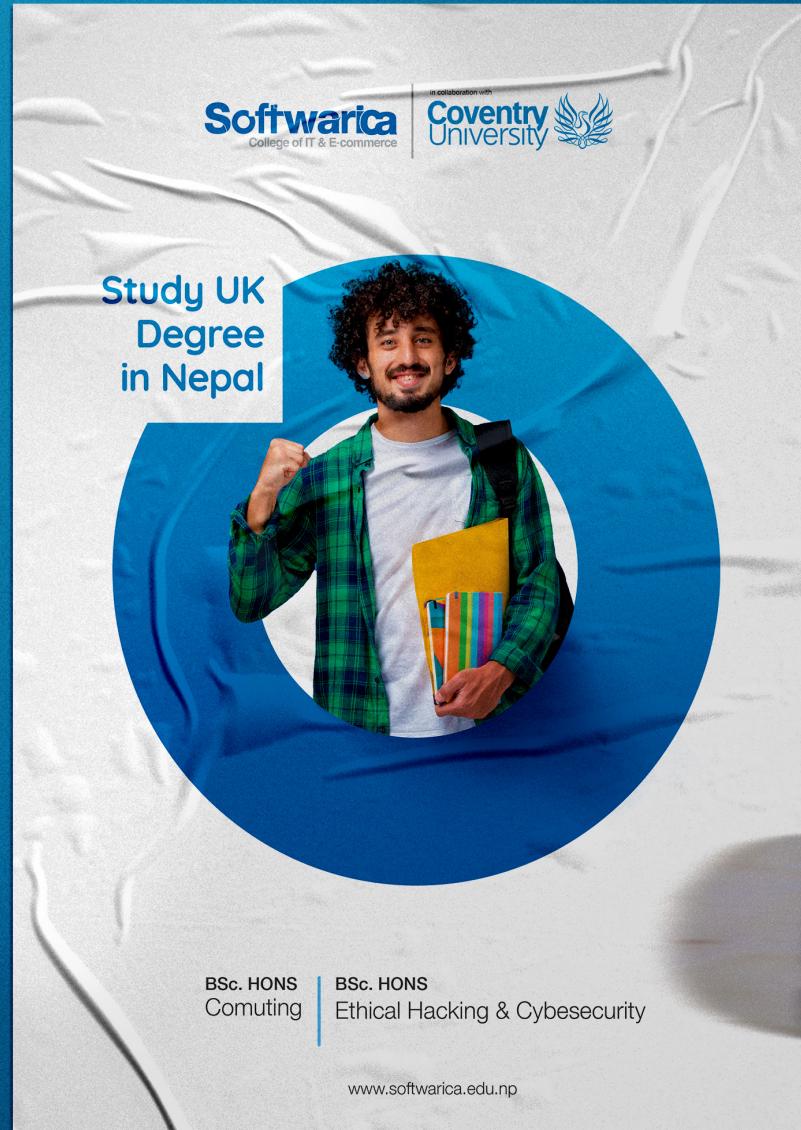


## Booth Design



## Booth Design







**Softwarica**  
College of IT & E-commerce



**Softwarica**  
College of IT & E-commerce

In collaboration with  
**Coventry**  
University

**Softwarica**  
College of IT & E-commerce

Links to :  
guide download link  
logo files download link



# Versatile Layouts that Work Well Together

Softwarica College of IT & Ecommerce | Brand Identity Guidelines

Version 1.0



Created by :

Harsha Designs

[www.harshadesigns.com](http://www.harshadesigns.com)

**Softwarica**  
College of IT & E-commerce

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