



SOMAIYA
VIDYAVIHAR UNIVERSITY

Brand Guidelines 2020

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O1 Brand Overview

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Brand Driver Platform

Why we exist

To provide unfettered access to learnings and experiences, that enable each individual to build their skills and capabilities, acquiring the readiness to create their future

Distinguishing Beliefs

- **Sky is the limit:** We provide unlimited opportunities and multiple learning pathways for everyone to acquire knowledge, critical life-skills and the confidence to surge ahead
- **Rooted in values:** Our enduring value-system guides us in shaping tomorrow's leaders in today's fast-changing world
- **Challenging the norm is key:** With a drive to ask critical questions and embrace new challenges, we adopt an innovative approach enabling each one to explore new perspectives and achieve holistic development
- **Each person has a unique potential:** We strive to enable others to discover who they really are, their passions, push boundaries and be transformed into a better version of themselves
- **We are stronger together:** We seek ways to foster a collective and connected community, grow existing relationships, and building new ones

Brand idea

Freedom of Possibilities

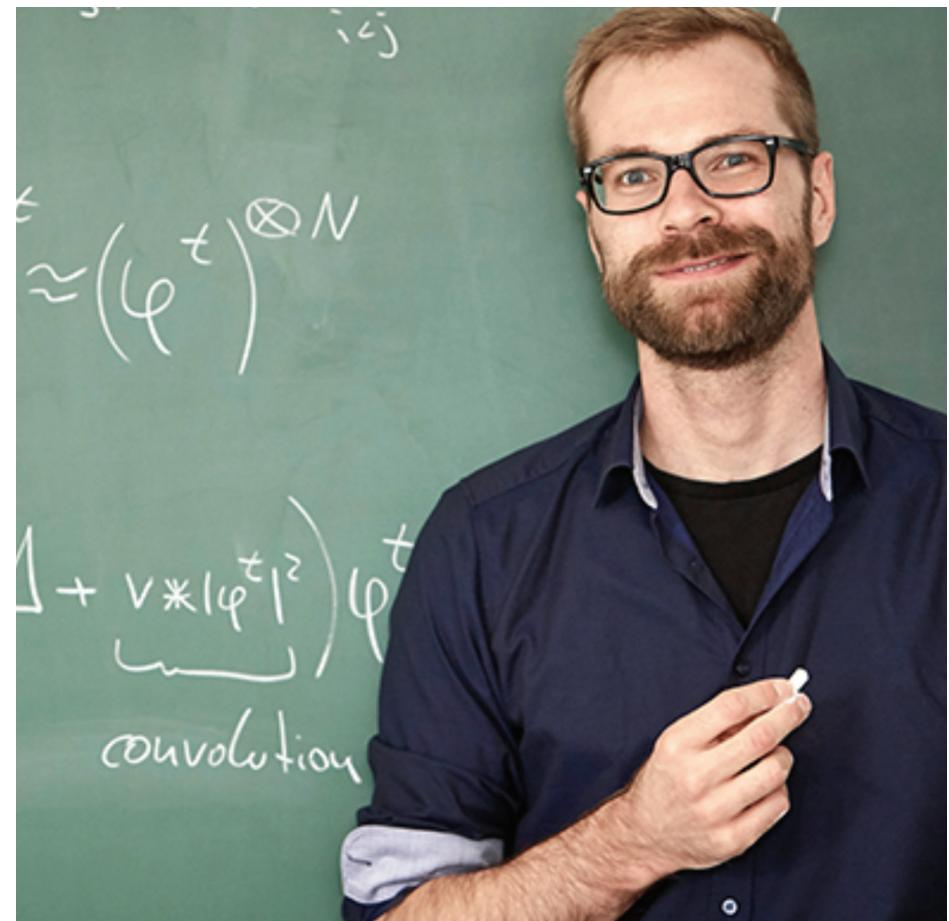
Behaviors

Courageous
Imaginative
Open
Nurturing

Brand Persona

The favourite teacher

- Powered by a yearning to create meaningful impact on his students, instilling in them a desire to learn more
- Creates excitement in learning, making the mundane come to life with his passion and knowledge
- Makes you challenge yourself, but always finding the right balance between pushing and embracing you
- Is down-to-earth and wears his expertise lightly
- Is approachable and reachable for problems within the institute and outside
- Rooted in a strong core value system built around integrity, discipline, perseverance and authenticity



Brand Voice Principles

In a world where Somaiya Vidyavihar University stands for being
the favourite teacher, the brand sounds like

Inspiring

Bold

Empowering

Optimistic

Brand Voice Examples

Inspiring

- We always **say things that motivate and/or stimulate new thinking**
- We **use words and phrases that are encouraging and push boundaries to be different** and identify true potential of every individual

Example:

Social media post inviting prospective students to join the orientation session for the new academic year

Invent the future. Start with yours.
On the 15th of June 2020, join us as we take

you through all the new programmes we are introducing this year. From Big Data to design thinking, AI and more, our curriculum will take you to new heights.

For us, learning goes beyond the classroom, so make your way to our Upcoming Initiatives Zone and find out what more you can do beyond the classroom.

The future was never more exciting. Ready to push your boundaries just yet?

Brand Voice Examples

Bold

- We use an **engaging voice that is confident, clear and straight-forward**
- We are **thought-provoking and are not afraid to make suggestions** on how students or teachers can best achieve their goals
- We **speak in an open manner, stay active** and not shy away to discuss and debate on any topic

Example:

Website banner and social media posts
You have done the courses, read the articles and put in the hours and effort to hone in on your skill set.

It's time you apply that knowledge in the real world.

#HackMasterz – A national coding challenge for top tech talent in Data science. Here's your chance, go show them what you're made of and win some exciting prizes as well. #Hackathon

Brand Voice Examples

Empowering

- We **always put ourselves in your shoes** and assure our teams, students and teachers that they have what it takes to be more, do more
- We **speak in a warm and familiar way to help every individual to be self-reliant** and achieve their ambition, empowering them to find the answers

Whatever direction you take, this is your starting line.

Sign up for the latest
Admissions now open for 2020'

Example:

Social media post promoting Somaiya Vidyavihar University approach to education

Brand Voice Examples

Optimistic

- We **inject positive energy into everything we do**
- We **use simple language** to make sure that every message we say is easily understood
- We **use active words to describe interesting ideas** with enthusiasm and cheer

We know you have greatness within you. and we are here to make you harness it, polish it and make it shine

At Somaiya Vidyavihar University, you'll join a community of thinkers, leaders and challengers who are determined to create new possibilities in the pursuit of making a difference

Example:
Social media



O2

Brand Assets

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02 Brand Assets

Somaiya Vidyavihar University
Brand Guidelines

Identity

① Emblem

The emblem represents the drive and the flame the university builds within every student.



SOMAIYA
VIDYAVIHAR UNIVERSITY

② Wordmark

Identity is designed to build equity in the Somaiya name.



SOMAIYA
VIDYAVIHAR UNIVERSITY

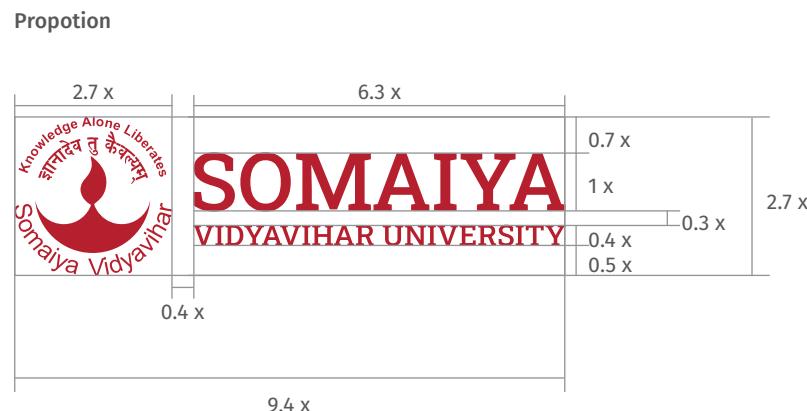
① Emblem

② Wordmark

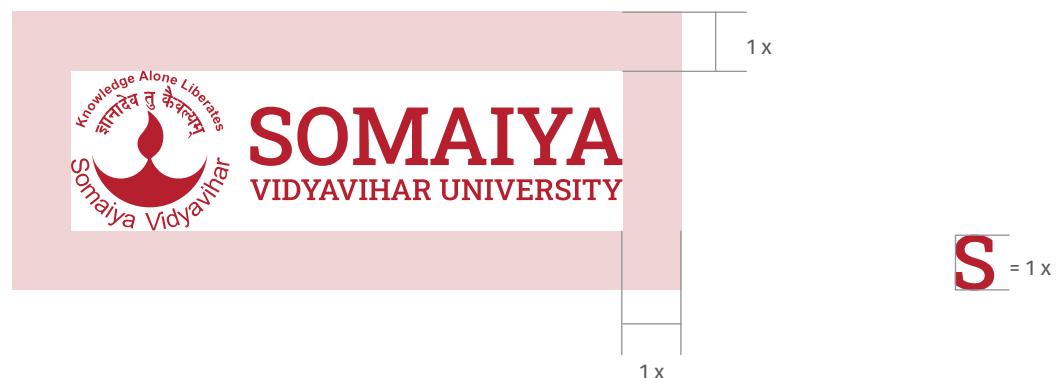
Construction of Somaiya Vidyavihar University Identity

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.



Clear Space



02 Brand Assets

Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Somaiya Vidyavihar University Brand Guidelines

Figure - A Print



70 mm (w)

Figure - B Digital



200 px (w)

02 Brand Assets

Somaiya Vidyavihar University Brand Guidelines

Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Vidyavihar University logo.



Do not distort the logo horizontally



Do not distort the logo vertically



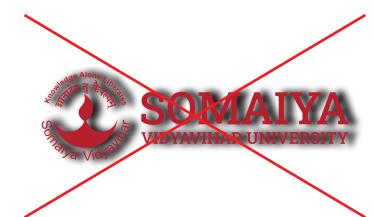
Do not rotate the logo in any angle



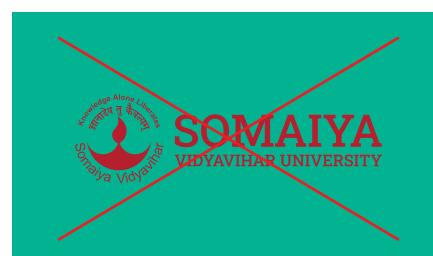
Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines



Do not place the Identity on a photographic background which compromises the identity legibility

02 Brand Assets

Somaiya Vidyavihar University
Brand Guidelines

Identity

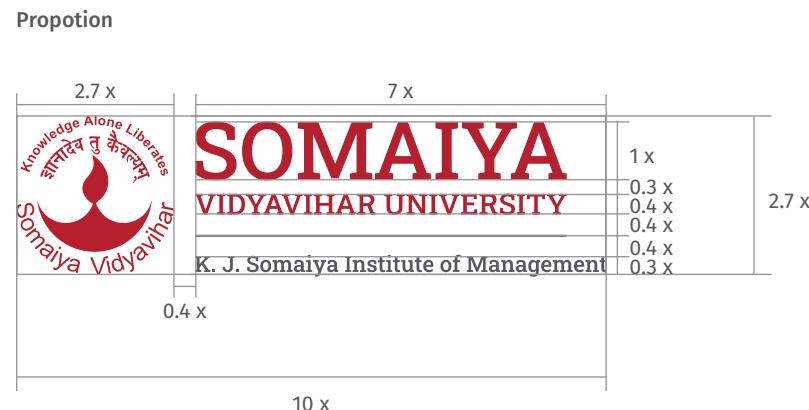
- ① College names will appear below the University names building consistent hierarchy within the brand



Construction

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.



Clear Space



02 Brand Assets

Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Somaiya Vidyavihar University Brand Guidelines

Figure - A Print



80 mm (w)

Figure - B Digital



200 px (w)

02 Brand Assets

Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Vidyavihar University logo.

Somaiya Vidyavihar University Brand Guidelines



Do not distort the logo horizontally



Do not distort the logo vertically



Do not rotate the logo in any angle



Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured
backgrounds other than those specified
in these guidelines



Do not place the logo on gradient
backgrounds other than those specified
in these guidelines

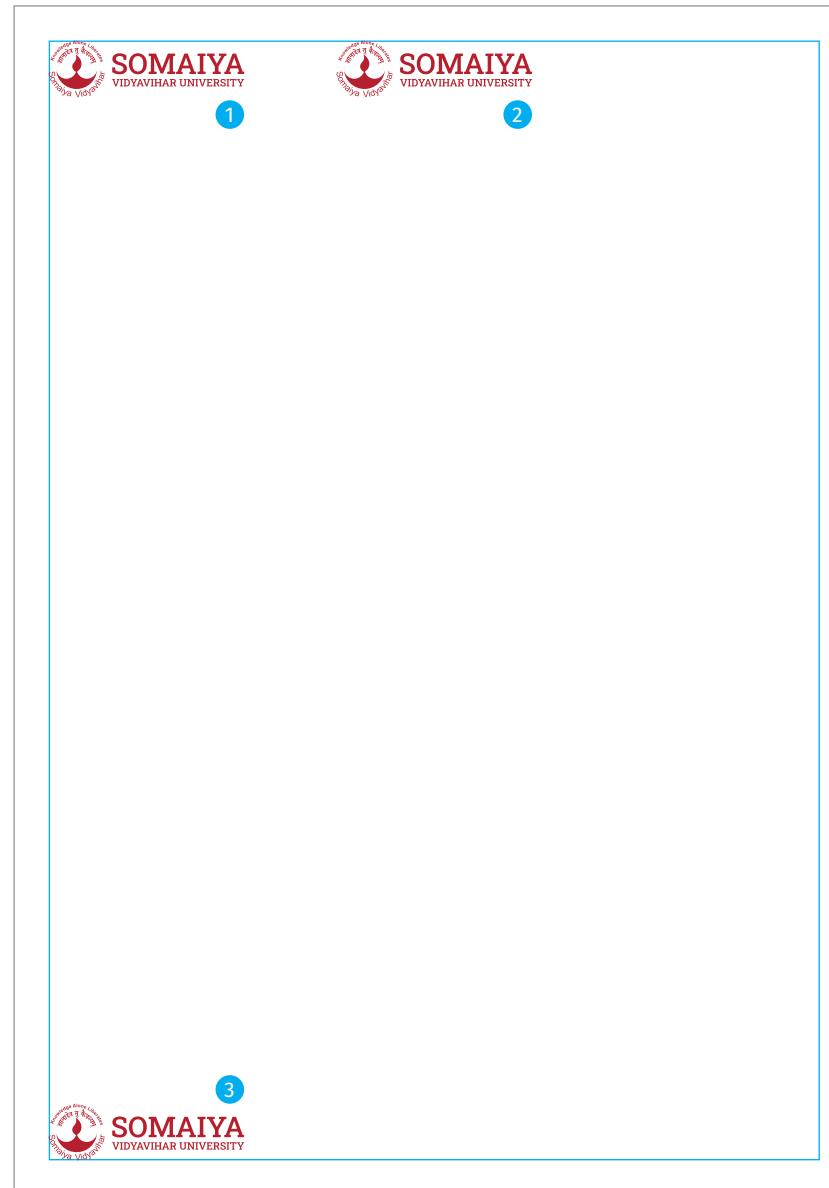


Do not place the Identity on a photographic
background which compromises the
identity legibility

Identity Placement

We must be consistent in how we place our identity. The Somaiya Vidyavihar identity is always placed as below:

- ① Top left corner
- ② Top centre (Only for Certificate)
- ③ Bottom left corner





03 Colour Palette

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03 Colour Palette

Primary Colour

The primary red has been made a little sharper to give it an extra dose of vitality. Our brand colour infused with some vitality for the future with an addition of a brighter red.

Somaiya Vidyavihar University
Brand Guidelines

<p>Power Red</p> <p>C M Y K 20 100 90 10</p> <p>R G B 183 32 46</p> <p>HEX #b7202e</p> <p>PANTONE 186 C</p>	<p>Vitality Red</p> <p>C M Y K 0 100 100 0</p> <p>R G B 237 28 36</p> <p>HEX #ed1c24</p> <p>PANTONE 2347 C</p>	<p>C M Y K 0 0 0 80</p> <p>R G B 88 89 91</p> <p>HEX #58595b</p> <p>PANTONE Cool Gray 10 C</p>	<p>C M Y K 0 0 0 0</p> <p>R G B 255 255 255</p> <p>C M Y K 0 0 0 100</p> <p>R G B 35 31 32</p> <p>Hex #231f20</p>
--	---	--	---

03 Colour Palette

Secondary Colour

Secondary colour palette will be only used for graphs and infographics. For all other applications, only primary colour palette is to be used. It includes colours that represent the myriad possibilities that the brand offers and are meant to connote our warmth and empathetic nature. They also bring to life our rootedness in our values.

C M Y K
0 60 100 0

R G B
245 130 32

HEX
#f58220

C M Y K
0 20 100 0

R G B
255 203 5

HEX
#ffcb05

C M Y K
40 75 100 50

R G B
96 51 18

HEX
#603312

C M Y K
25 70 100 20

R G B
162 87 35

HEX
#a25723

03 Colour Palette

Background Colour

These are our permitted background colours on which our logo can appear as shown

Somaiya Vidyavihar University
Brand Guidelines

Colour Identity on white background



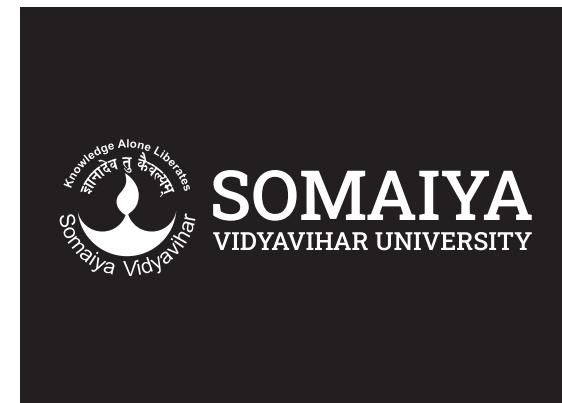
Reverse Identity on dark background



Black Identity on white background



Reverse Identity on dark background





O4

Typography

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Primary Font

Our type is a combination of two main typefaces. For headlines we use Marcellus, which comes in a single weight and has a touch of legacy juxtaposed with an open and contemporary character.

Marcellus

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 { } ! @ # \$ % & * , . ? | : " - +

Secondary Font

For body copy, we use Fira Sans, which is a contemporary condensed typeface and comes in many different weights

Fira Sans

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 () { } ! @ # \$ % & * , . ? | : " - +

Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 () { } ! @ # \$ % & * , . ? | : " - +

Primary & Secondary Font Usage

Typesetting

- ① **Heading** : Marcellus Regular
Title Case
- ② **Subheading** : Marcellus Regular
Sentence case
- ③ **Body Copy** : Fira Sans Regular
Sentence case
- ④ **Action Copy** : Fira Sans Medium
Sentence case

① **K J Somaiya
Institute of Management**

Admissions 2020

② Last date to apply 10th February 2020

- ③ • Leading business school in India
- Located in the heart of Mumbai
- 50 acre lush green campus
- State-of-art sports facilities
- International Immersions
- Experience based learning
- 100% placements
- Leading business school in India
- Located in the heart of Mumbai
- 50 acre lush green campus
- State-of-art sports facilities
- International Immersions
- Experience based learning
- 100% placements

④ Contact : +91-22 6728 3000/3050 | simsr.somaiya.edu

System Font

Arial is a system font that is pre-installed on PCs and Macs, and should be used for internal communication. It can be used in two weights, as shown on the right.

Arial

Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 () {} ! @ # \$ % & * , . ? | : " - +

Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 () {} ! @ # \$ % & * , . ? | : " - +

System Font Usage

Typesetting

① **Heading** : Arial Bold
Title Case

② **Subheading** : Arial Regular
Sentence case

③ **Body Copy** : Arial Regular
Sentence case

④ **Action Line** : Arial Bold
Sentence case

① K J Somaiya Institute of Management

Admissions 2020

② Last date to apply 10th February 2020

- | | |
|--|---|
| <p>③</p> <ul style="list-style-type: none">• Leading business school in India• Located in the heart of Mumbai• 50 acre lush green campus• State-of-art sports facilities• International Immersions• Experience based learning• 100% placements | <ul style="list-style-type: none">• Leading business school in India• Located in the heart of Mumbai• 50 acre lush green campus• State-of-art sports facilities• International Immersions• Experience based learning• 100% placements |
|--|---|

④ Contact : +91-22 6728 3000/3050 | simsr.somaiya.edu



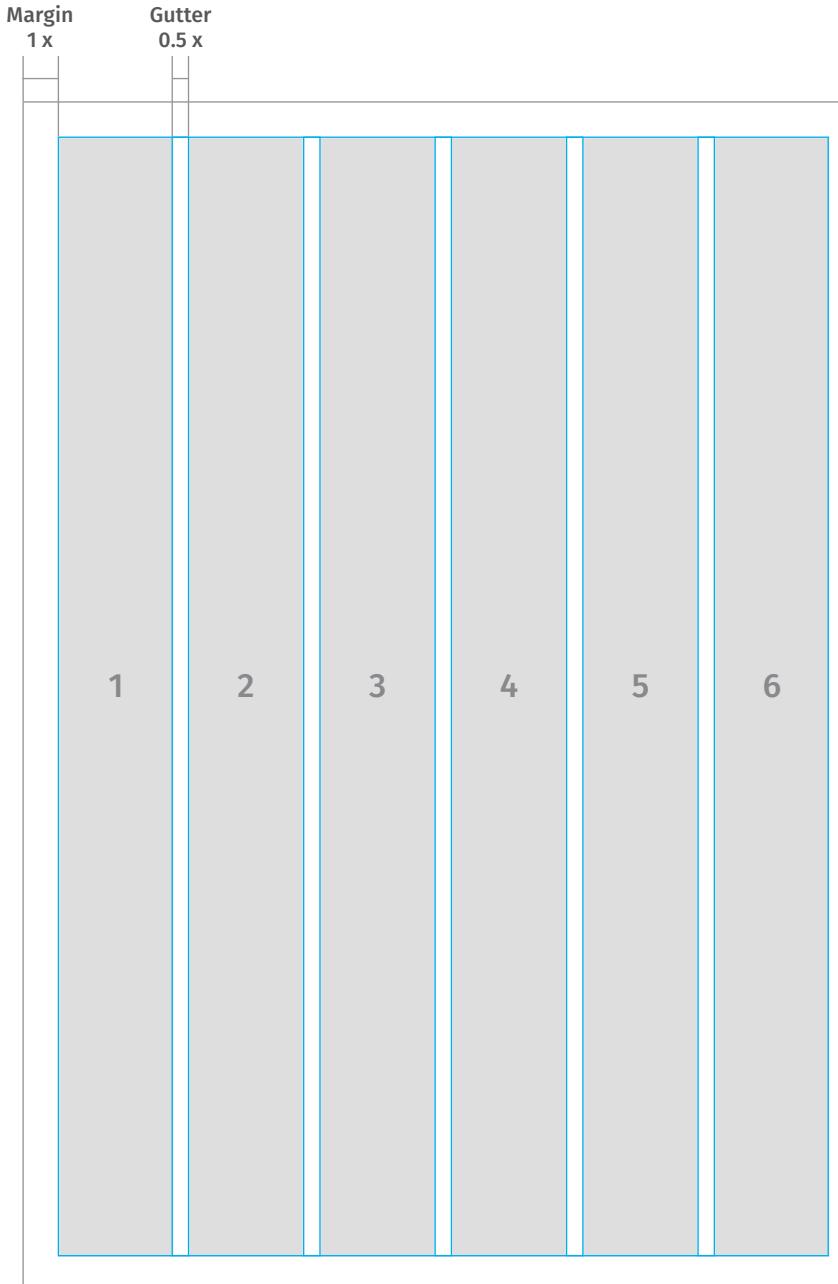
05

Graphic Device

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Vertical Layout 6 Column Grid.....	42-46
Square Layout 6 Column Grid.....	47-50
Widest Layout 18 Column Grid	51-54

Vertical Layout 6 Column Grid

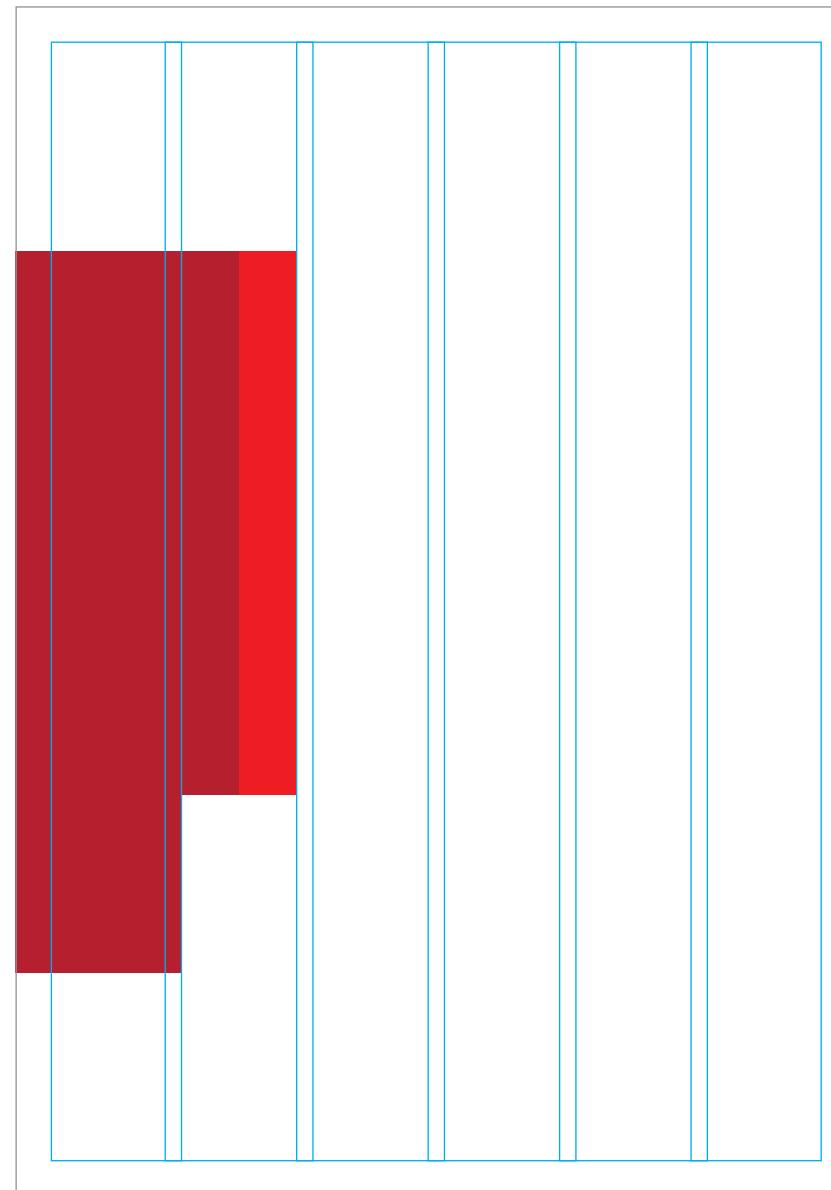
Somaiya Vidyavihar University opens up a world of opportunities for each student that attends the various programs. To represent how versatile the university is, the master grid for all design templates is to be built in multiples of six as shown. This will guide where the graphic device 'the edge' is placed, how the text comes.



Vertical Layout 6 Column Grid

The Edge (that is the name for the graphic device) is the visual representation that the student gets while attending Somaiya Vidyavihar University. It represents how the world opens up for the students after attending the various programs the university offers. Our graphic device will always appear in the shape of L within the system. Power red should be used in a manner that it fills at least one column at the minimum. The vitality red will be in less than 20% proportion to that of the brand's power red.

- The Edge must either be used in conjunction with white space or with photographs. In a continuous flow, the edge's cannot be on the same side or be one below another.
- The Edge must be applied boldly in a singular manner in a layout. It should not be used with multiple photographs or repeated within in any layout.
- The Edge appears only with the colour white. It cannot be used with any other colour.
- The Edge should be used in full colour and not used as an overlay over photographs.



Vertical Layout 6 Column Grid



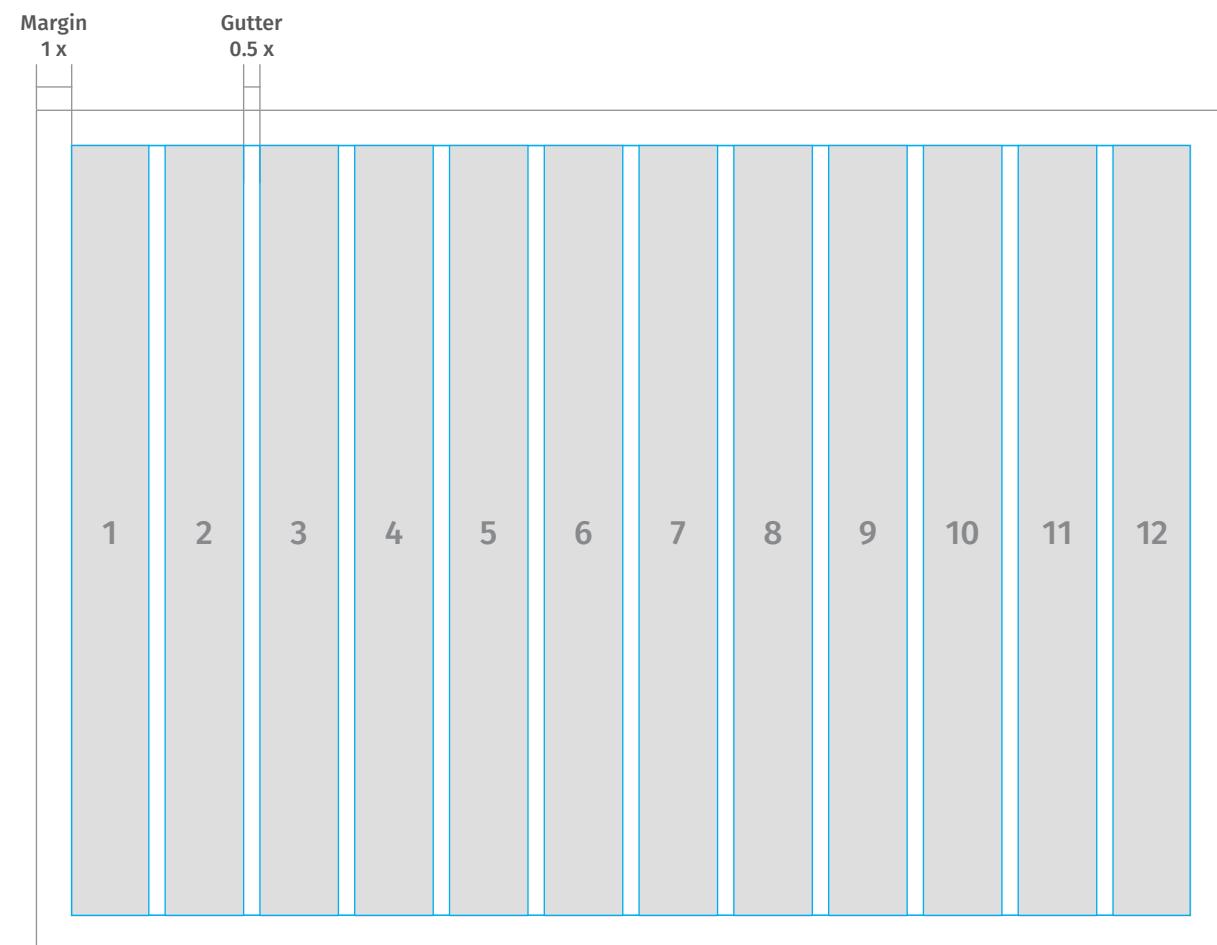
Vertical Layout 6 Column Grid



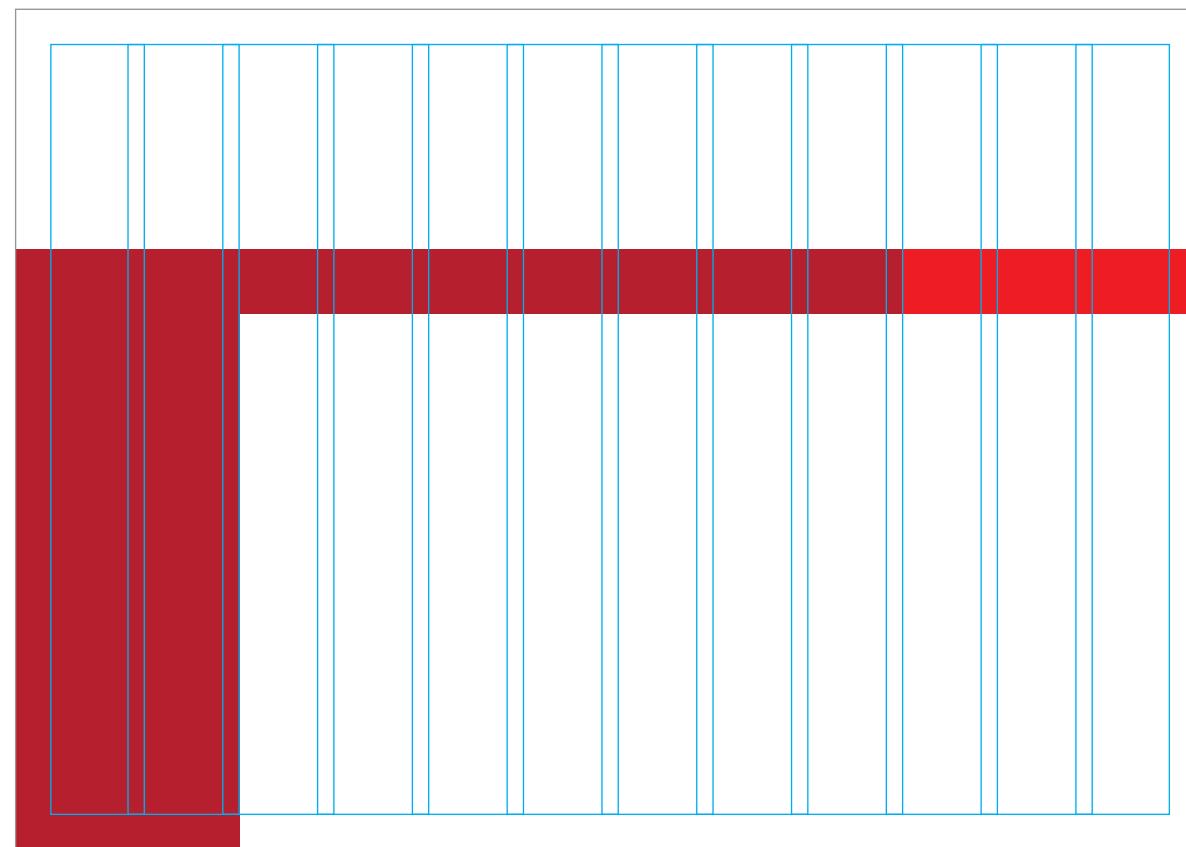
Vertical Layout 6 Column Grid



Horizontal Layout 12 Column Grid



Horizontal Layout 12 Column Grid



Horizontal Layout 12 Column Grid



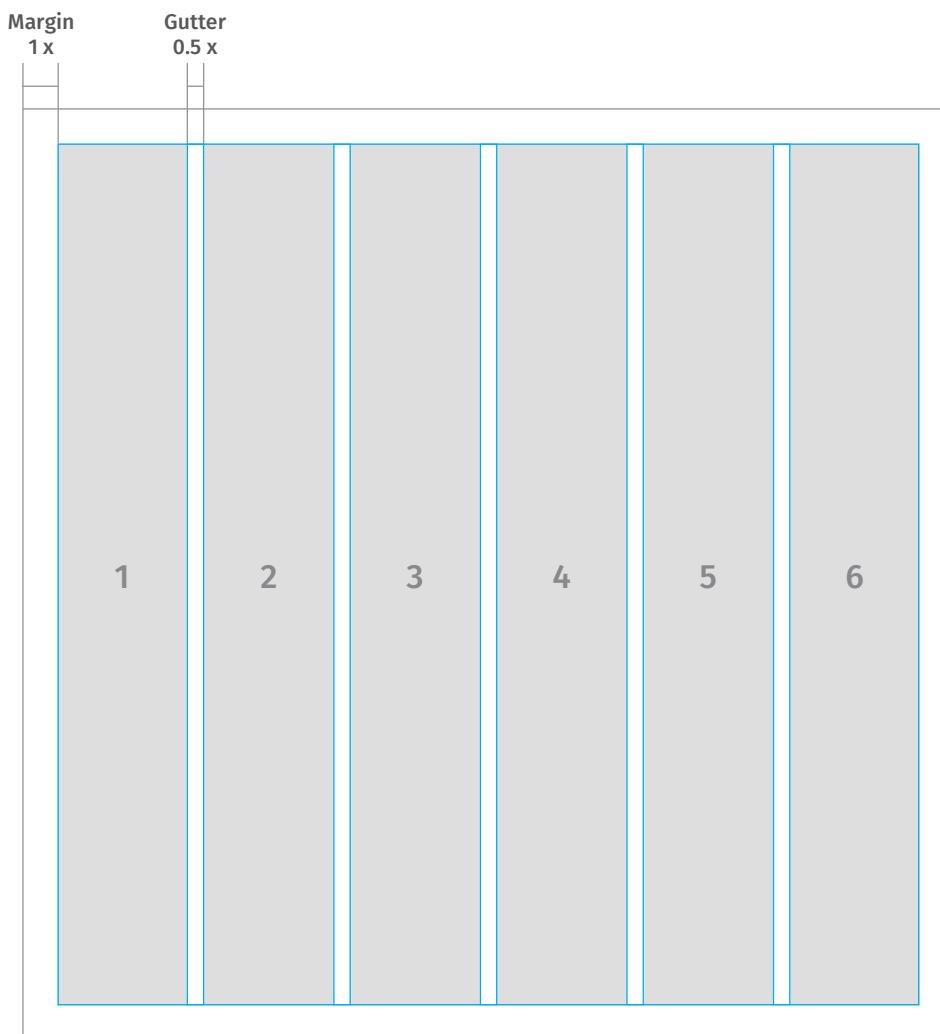
05 Graphic Device

Horizontal Layout 12 Column Grid

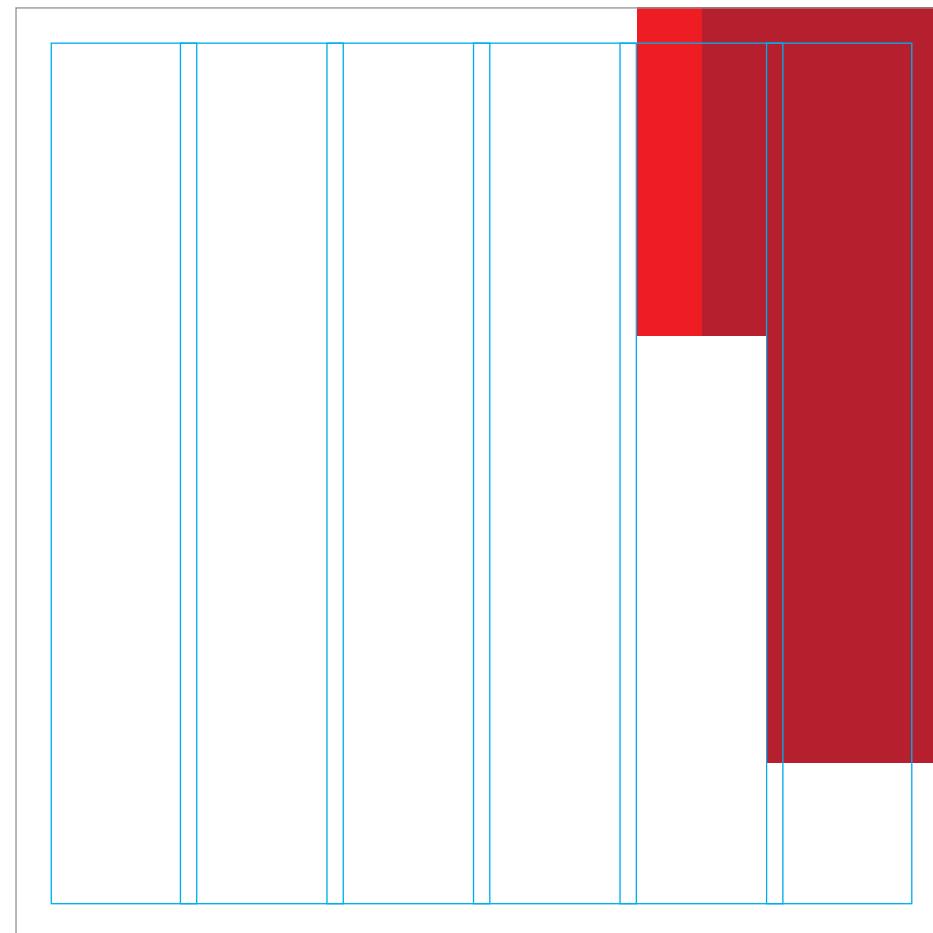
Somaiya Vidyavihar University
Brand Guidelines



Square Layout 6 Column Grid



Square Layout 6 Column Grid



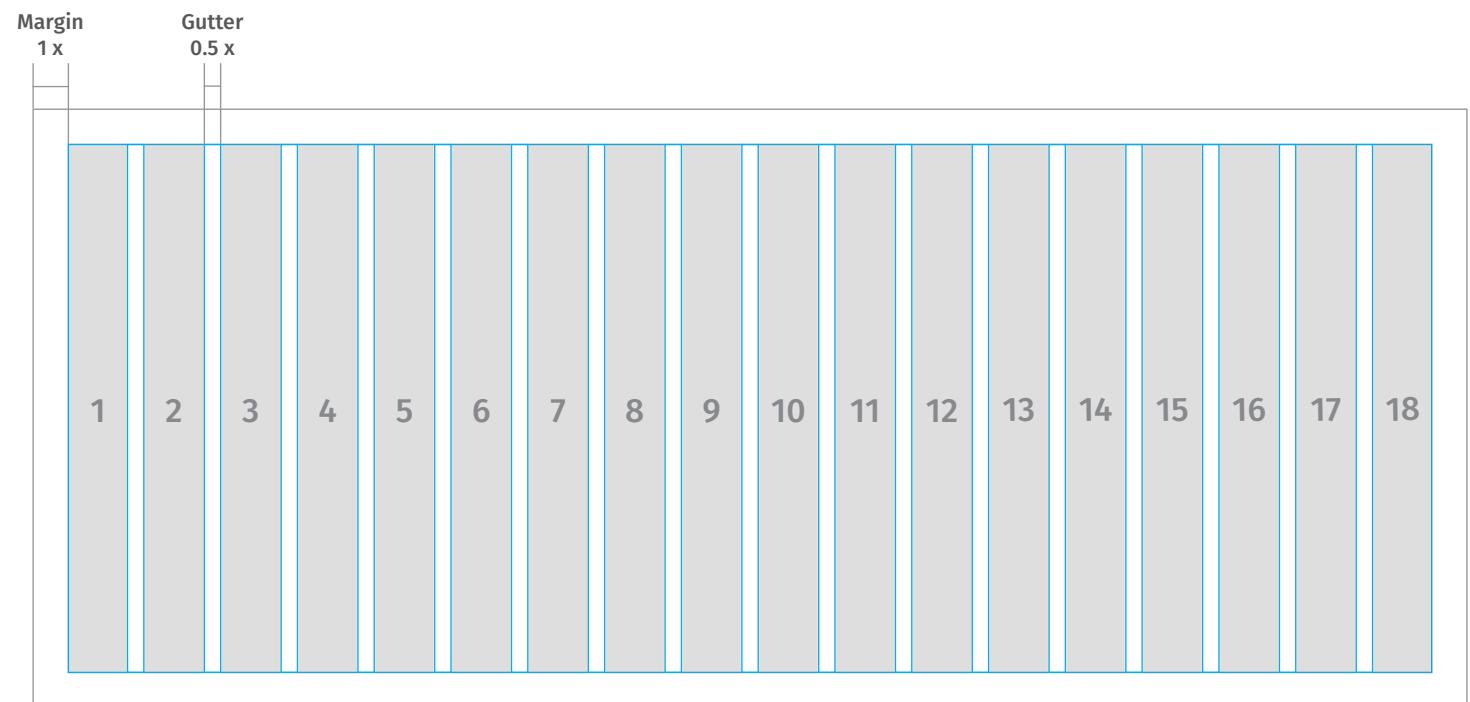
Square Layout 6 Column Grid



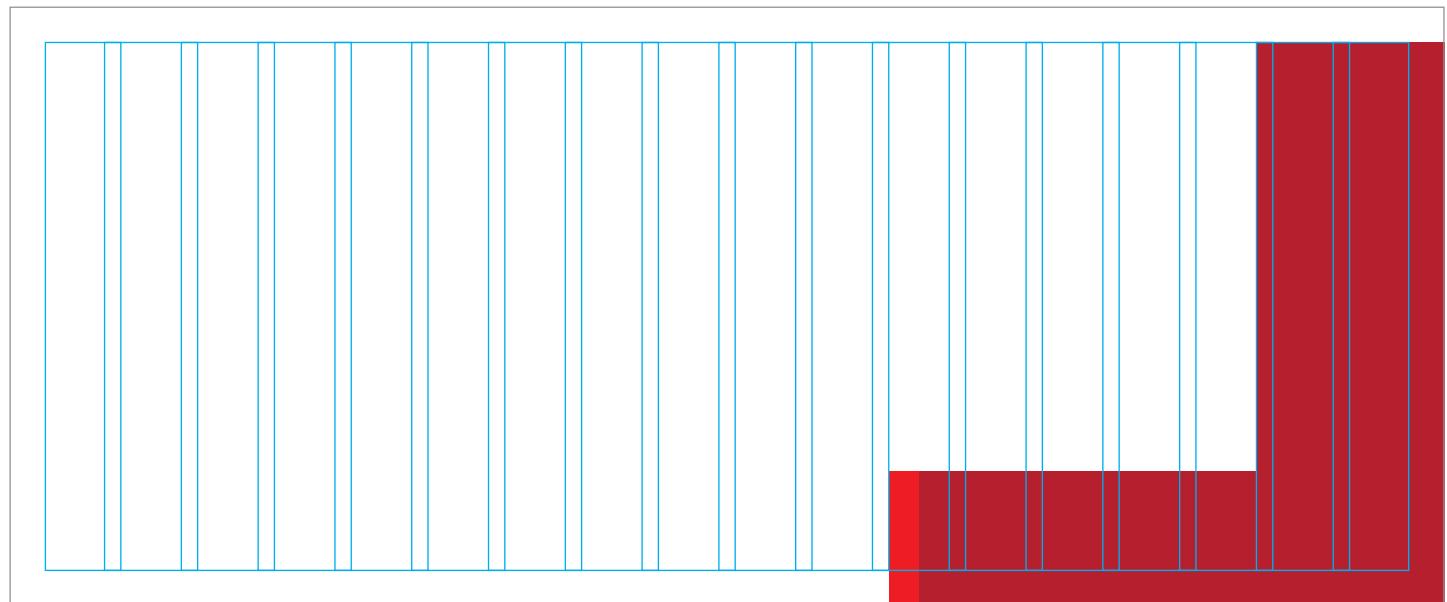
Square Layout 6 Column Grid



Widest Layout 18 Column Grid



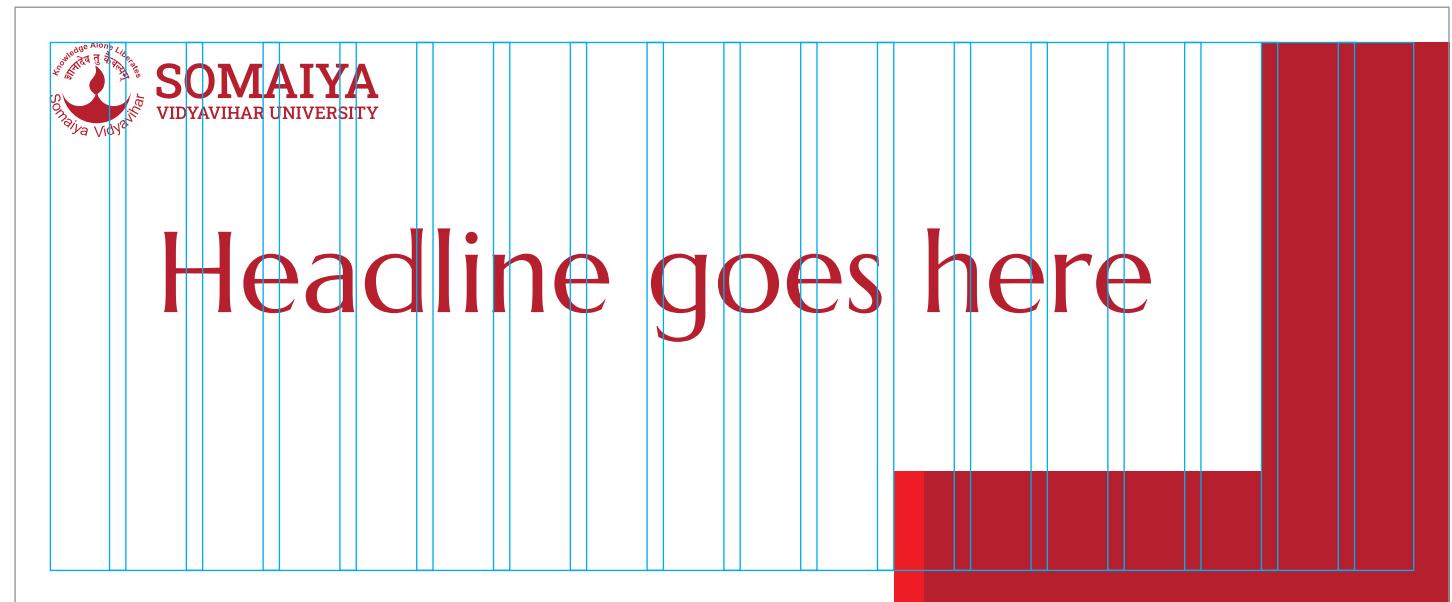
Widest Layout 18 Column Grid



Widest Layout
18 Column Grid

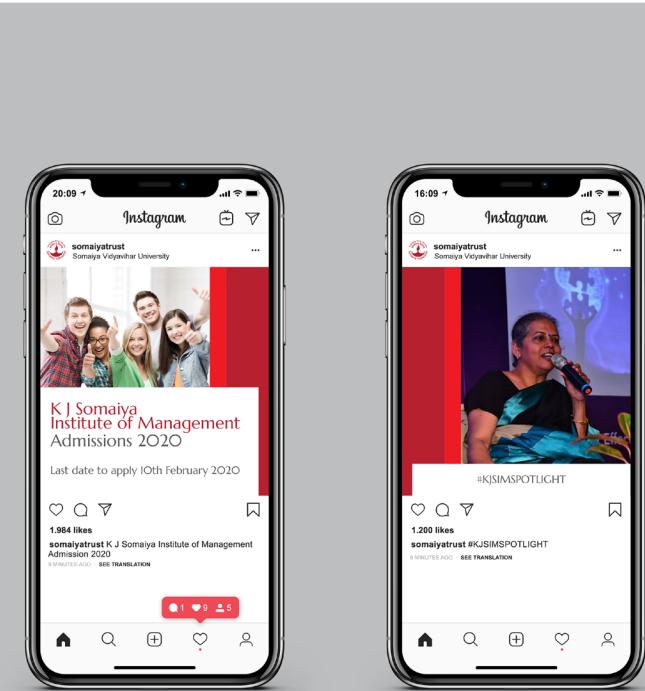
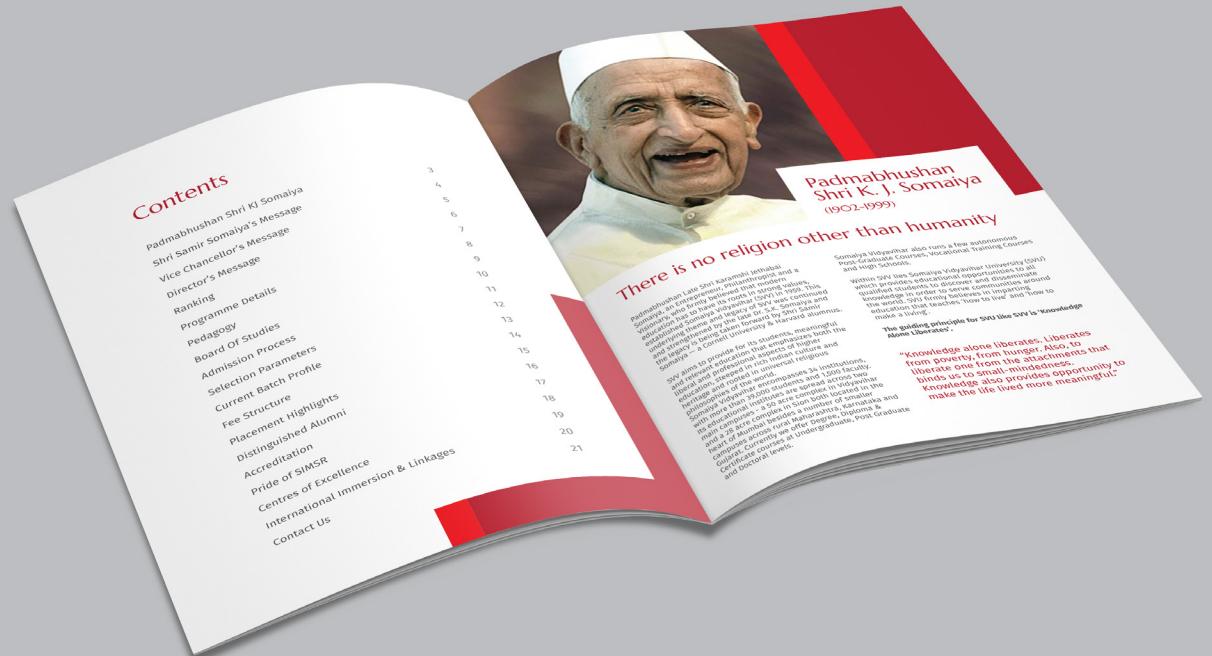


Widest Layout 18 Column Grid



Examples of Grid Layout







06

Photography

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06 Photography

Photography Style

Photography is an integral part of the new Somaiya Vidyavihar University brand. To represent the freedom, the ability to cross pollinate and learn from the multiple learning pathways that the programs offer, the photographs must

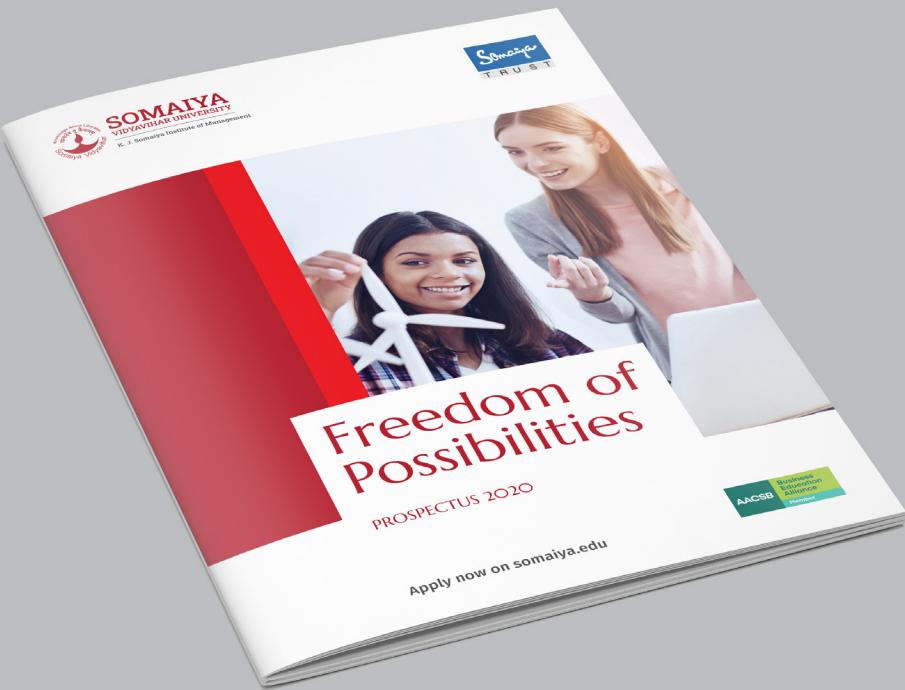
- Have a lot of open area and white space
- Showcase the beauty of the campus
- Have a strong source of light
- Include portraits of students and teachers
- Include collaboration of groups of people learning and growing
- Exude positivity and confidence and hope for the future



Misuse of Photography

- Photographs cannot be dull, it should not be in dark unlit rooms
- Cannot represent tears or violence
- Cannot be single gender or race.
- Photographs cannot be black & white







07

Print

Applications

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Envelope - DL.....	66
Identity Card	68
Certificate	70
Brochure	72-73
Print Ad	75
Conference Room	77
Canteen	78

07 Print Applications

Business Card

Typesetting

- ① Name : Marcellus Regular 8 pt by (English) 12.5 pt leading - Title Case
- ② Designation : Marcellus Regular 7 pt by (English) 12.5 pt leading - Title Case
- ③ Description : Fira Sans Regular 6 pt by (English) 7.2 pt leading - Sentence case
- ④ Address : Fira Sans Regular 6 pt (English) 7.2 pt leading - Sentence case
- ⑤ Name : SHREE-DEV7-0708 Bold 10 pt (Devanagari) by 8 pt leading
- ⑥ Designation : SHREE-DEV7-0708 Bold 8 pt (Devanagari) by 8 pt leading
- ⑦ Description : SHREE-DEV7-0708 Bold 7.5 pt (Devanagari) by 7 pt leading
- ⑧ Address : SHREE-DEV7-0708 Bold 7.5 pt (Devanagari) by 7.2 pt leading
- Size : 92 mm (w) x 54 mm (h)

Somaiya Vidyavihar University Brand Guidelines

Business Card - English Version



Business Card - Devanagari Version





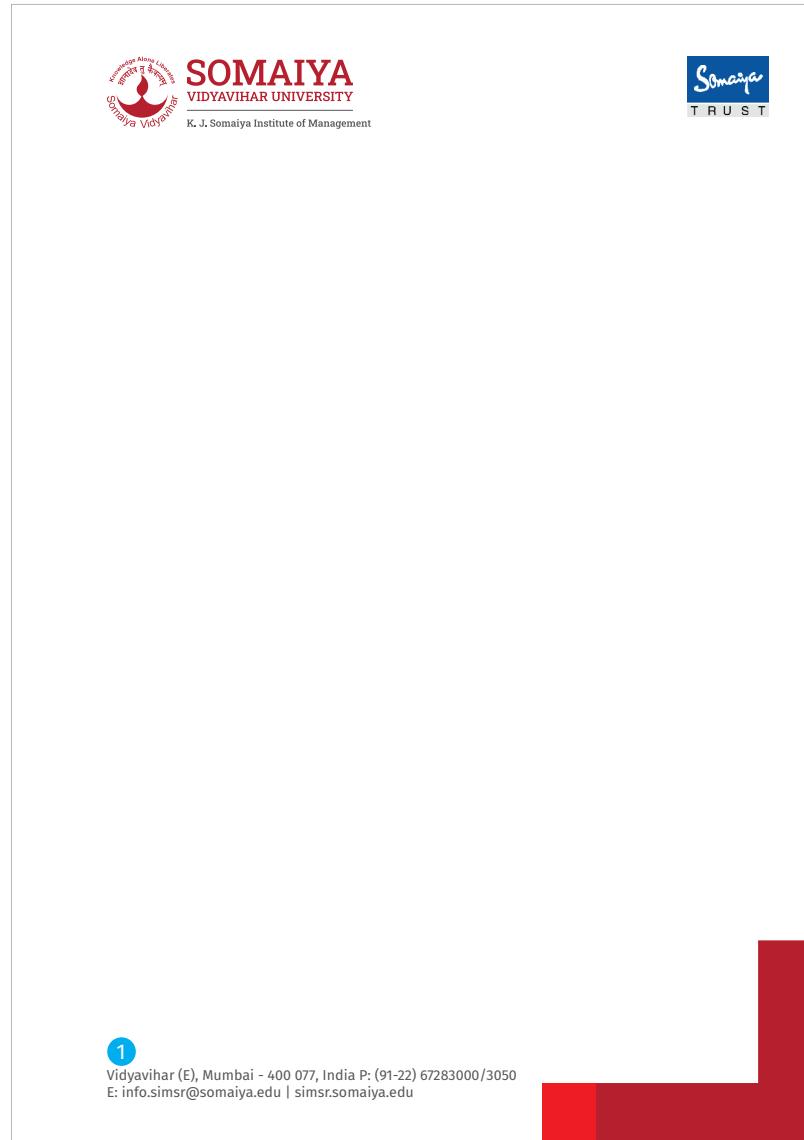
07 Print Applications

Letterhead

Typesetting

- ① Address : Fira Sans Regular 10.5 pt by
12.6 pt leading
Sentence case
- Size : 210 mm (w) x 297 mm (h)

Somaiya Vidyavihar University
Brand Guidelines





SOMAIYA
VIDYAVIHAR UNIVERSITY

K. J. Somaiya Institute of Management

Somaiya
TRUST

Vidyavihar (E), Mumbai - 400 077, India P: (91-22) 67283000/3050
E: info.simsr@somaiya.edu | simsr.somaiya.edu

Envelope - DL

Typesetting

① Address : Fira Sans Regular 9 pt by
10.4 pt leading
Sentence case

Size : 228.6 mm (w) x 101.6 mm (h)
(Close Size)





Vidyanagar, Vidyavihar (E), Mumbai - 400 077, India. P. (91-22) 67283000/3050
E. director.simsr@somaiya.edu | simsri.somaiya.edu

07 Print Applications

Identity Card

Typesetting

- ① Category 1 : Marcellus Regular 17 pt
Upper case
- ② Person Name : Marcellus Regular 9 pt
Upper case
- ③ Person Details : Fira Sans Regular 6 pt by
12 pt leading - Upper case
- ④ Authorized Signature : Fira Sans Regular 5 pt
Title Case
- ⑤ Visitor Number : Fira Sans Regular 40 pt
- ⑥ Category 2 : Marcellus Regular 35 pt
Upper case
- Size : 85 mm (w) x 54 mm (h)
Faculty & Staff

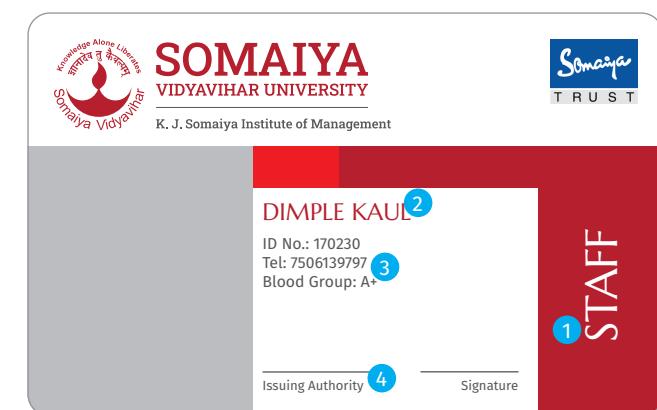
54 mm (w) x 85 mm (h)
Student & Visitor

Somaiya Vidyavihar University Brand Guidelines

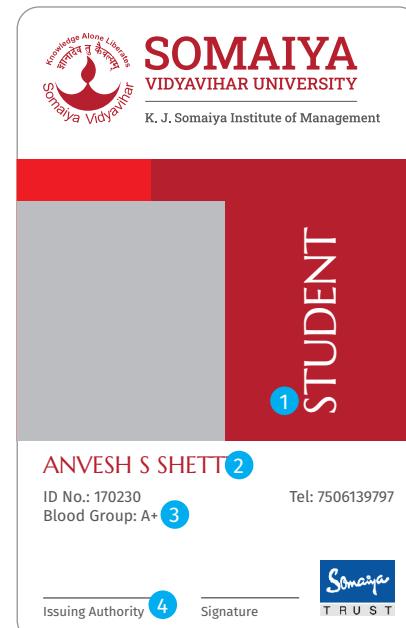
Faculty Identity Card



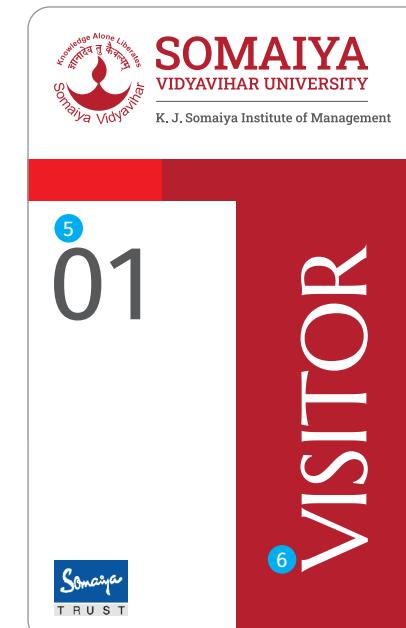
Staff Identity Card

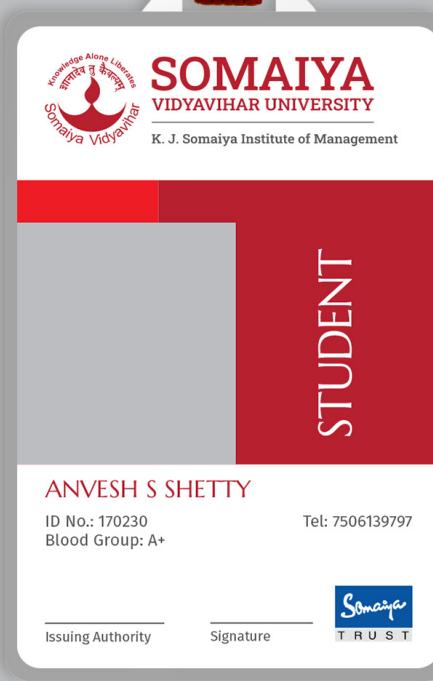


Student Identity Card



Visitor Identity Card





Certificate

Typesetting

- ① **Presentation** : Marcellus Regular 18 pt by Line 22 pt leading - Sentence case
- ② **Recipient's Name** : Marcellus Regular 26 pt Title Case
- ③ **Description** : Marcellus Regular 18 pt by 22 pt leading - Sentence case
- ④ **Authorised Signature** : Marcellus Regular 15 pt Title Case
- Size** : 320 mm (w) x 230 mm (h)





SOMAIYA
VIDYAVIHAR UNIVERSITY

We, the Members of the Board of Management and
Director of K. J. Somaiya Institute of Management confer
the Post Graduate Diploma of Management (Executive)
approved by All India Council for Technical Education on

Garima Gupta

With a Cumulative Grade Point Average of 8.20
In the A Grade

for the examination held in December 2018 at the
Convocation held on 7th December 2019

Somaiya
TRUST

Provost

President, Somaiya Vidyavihar

Director



07 Print Applications

Brochure

Typesetting

- ① **Heading** : Marcellus Regular 57 pt by 56.7 leading - Sentence case
- ② **Year** : Marcellus Regular 17.4 pt Uppercase
- ③ **Website** : Fira Sans Medium 15 pt Sentence case
- ④ **Contents** : Marcellus Regular 30 pt Sentence case
- ⑤ **Contents Details** : Fira Sans Regular 14 pt by 30.4 pt leading Sentence case
- Size** : 210 mm (w) x 297 mm (h)
(Close Size)

Somaiya Vidyavihar University
Brand Guidelines

Cover Page



Inside Page

④ Contents

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07 Print Applications

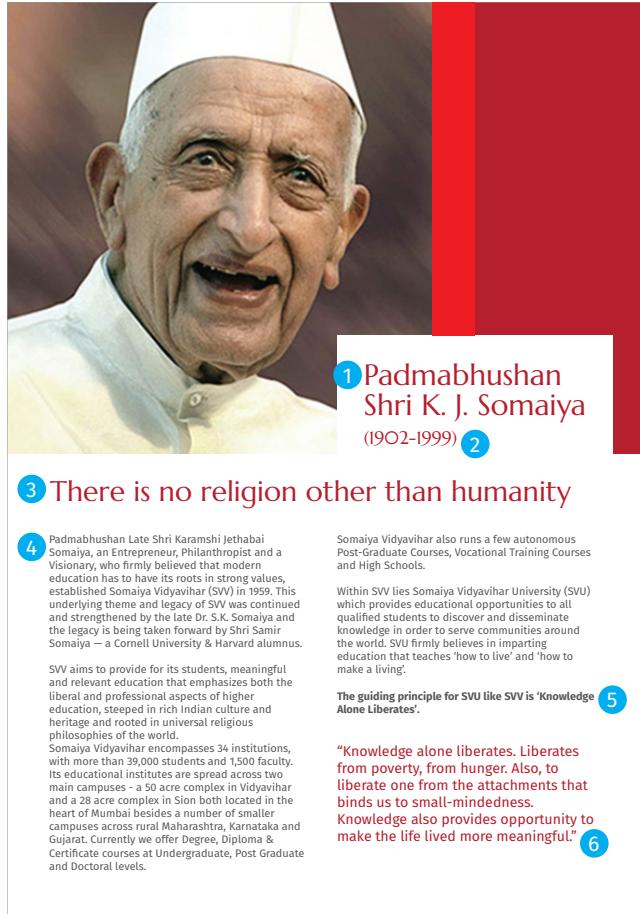
Brochure

Typesetting

- 1 Photo Caption : Marcellus Regular 27 by 27 leading - Title Case
- 2 Year : Marcellus Regular 16.6 pt
- 3 Heading 1 : Marcellus Regular 26 pt Sentence case
- 4 Body Copy : Fira Sans Regular 10 pt 12 pt leading - Sentence case
- 5 Highlight Point 1 : Fira Sans Bold 10 pt by 12 pt leading - Sentence case
- 6 Highlight Point 2 : Fira Sans Regular 13 pt by 15.6 pt leading - Sentence case
- 7 Heading 2 : Marcellus Regular 29.2 pt Sentence case
- Size : 210 mm (w) x 297 mm (h)
(Close Size)

Somaiya Vidyavihar University Brand Guidelines

Inside Page



Inside Page

7 Vision
Our dream is to build a world class research and teaching institution that is global in the reach of its ideas and universal in its service.

7 Mission
To foster a spirit of inquiry, enable livelihoods, encourage innovations and create good citizenship.

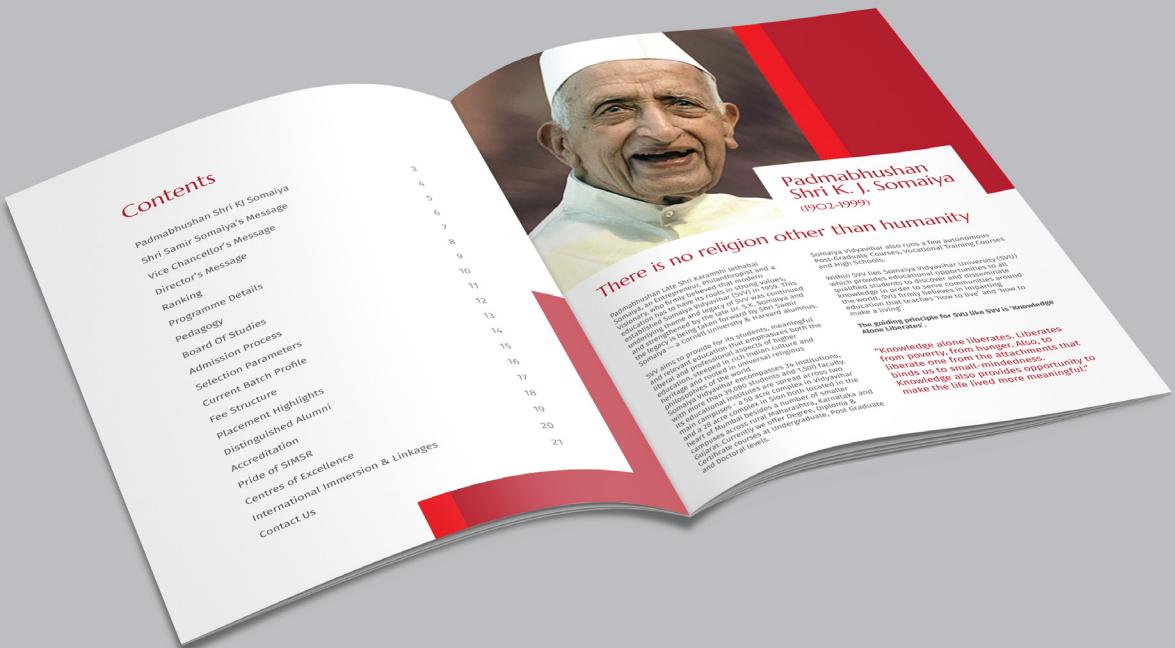
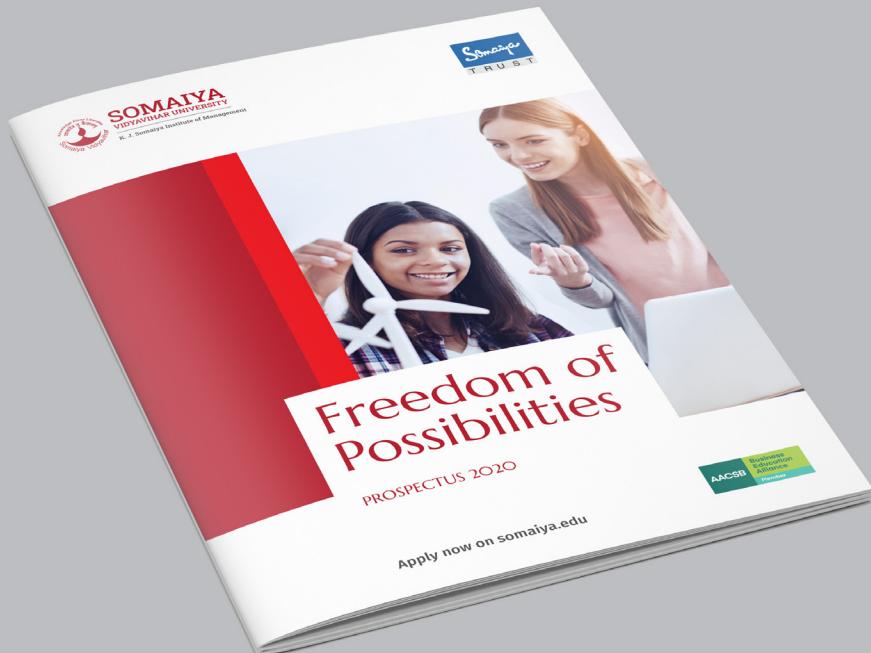
7 Ranking
PGDM Executive is ranked number 5 one year MBA program in India among private business schools by MBA universe which is considered one of the more credible rankings. (Oct 2019).

4 It is also ranked amongst the top One Year MBA Colleges in India by Businessworld. (Nov 2019).

Top One Year MBA equivalent PGDM Executive offered by NCTE B-schools & Universities						
B-School - Program Name	Duration	Average Work Experience Required	Minimum Work Experience Required	Fees	Average Placement	Month of Programme Commencement
SPJSB Mumbai - PGDM	15 Months	6.4 Years	5 Years	19,60,000	17,26,500	January
XLRJ Jhunjhunwala - PGDM	15 Months	6.7 Years	5 Years	20,00,000	17,54,000	April
MDI Gurgaon - NLP	15 Months	7.8 Years	5 Years	15,35,000	-	February/March
Great Lakes, Chennai - PGDM	12 Months	3.4 Years	2 Years	10,25,000	13,11,000	May
SOMAIYA Vidyavihar - PGDM Executive	15 Months	-	5 Years	7,52,900	10,70,000	September
PGDM, IIMB, Bangalore	15 Months	-	5 Years	13,00,000	-	August
Management, Delhi	15 Months	-	5 Years	5,46,750	-	June
LBSM, New Delhi	15 Months	-	3 Years	12,50,000	-	August
BMTHC, Greater Noida	15 Months	-	3 Years	12,50,000	-	August
XIM Bhubaneswar	12 Months	3.5 Years	3 Years	16,50,000	N/A	To be announced
EMBA-BM, EMBA-BA	-	-	-	-	-	-

BW BUSINESSWORLD
INDIA'S NO 1 MBA PORTAL

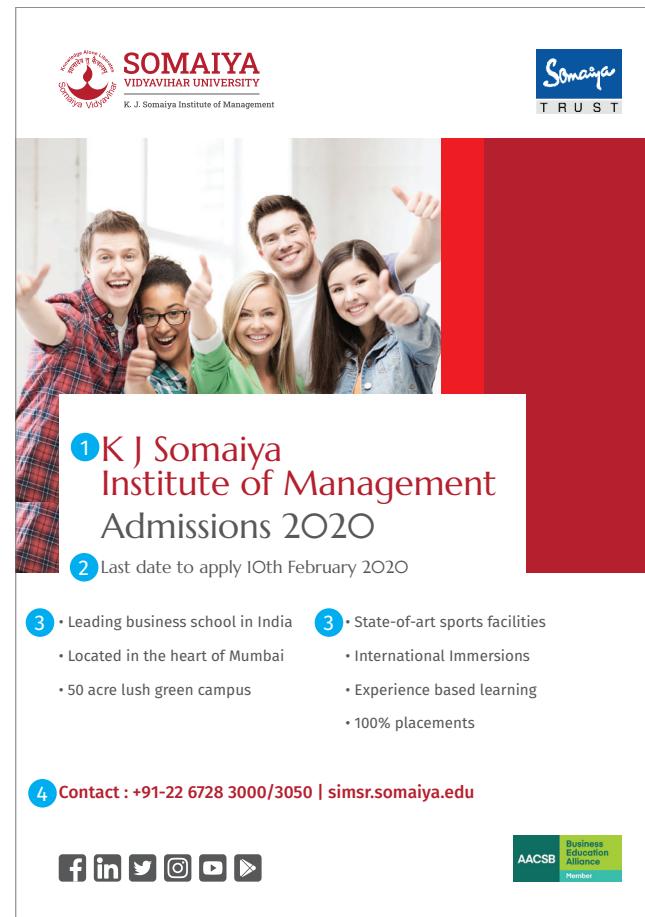
INDIA'S TOP 100 B-SCHOOLS
most-distinguished schools in India



Print Ad

Typesetting

- ① **Heading** : Marcellus Regular 32 pt by 31.5 leading - Sentence case
 - ② **Subheading** : Marcellus Regular 16 pt Sentence case
 - ③ **Points** : Fira Sans Regular 14 pt by 31 pt leading Sentence case
 - ④ **Contacts** : Fira Sans Medium 16 pt Sentence case
- Size** : 210 mm (w) x 297 mm (h)





SOMAIYA
VIDYAVIHAR UNIVERSITY

K. J. Somaiya Institute of Management

Somaiya
TRUST



KJ Somaiya Institute of Management Admissions 2020

Last date to apply 10th February 2020

- Leading business school in India
- Located in the heart of Mumbai
- 50 acre lush green campus

- State-of-art sports facilities
- International Immersions
- Experience based learning
- 100% placements

Contact: +91-22 6728 3000/3050 | simsr.somaiya.edu



Conference Room



Canteen





08 Digital Applications

08 Digital Applications.....	81
Emailer	82
Digital Ad	84-86

08 Digital Applications

Emailer

Typesetting

- ① **Heading** : Marcellus Regular 32 pt
Sentence case
- ② **Body Copy** : Fira Sans Regular 10 pt by
12 pt leading - Sentence case
- ③ **Website** : Fira Sans Medium 12 pt
Sentence case
- Size** : 600 px (w)

Somaiya Vidyavihar University
Brand Guidelines





08 Digital Applications

Somaiya Vidyavihar University
Brand Guidelines

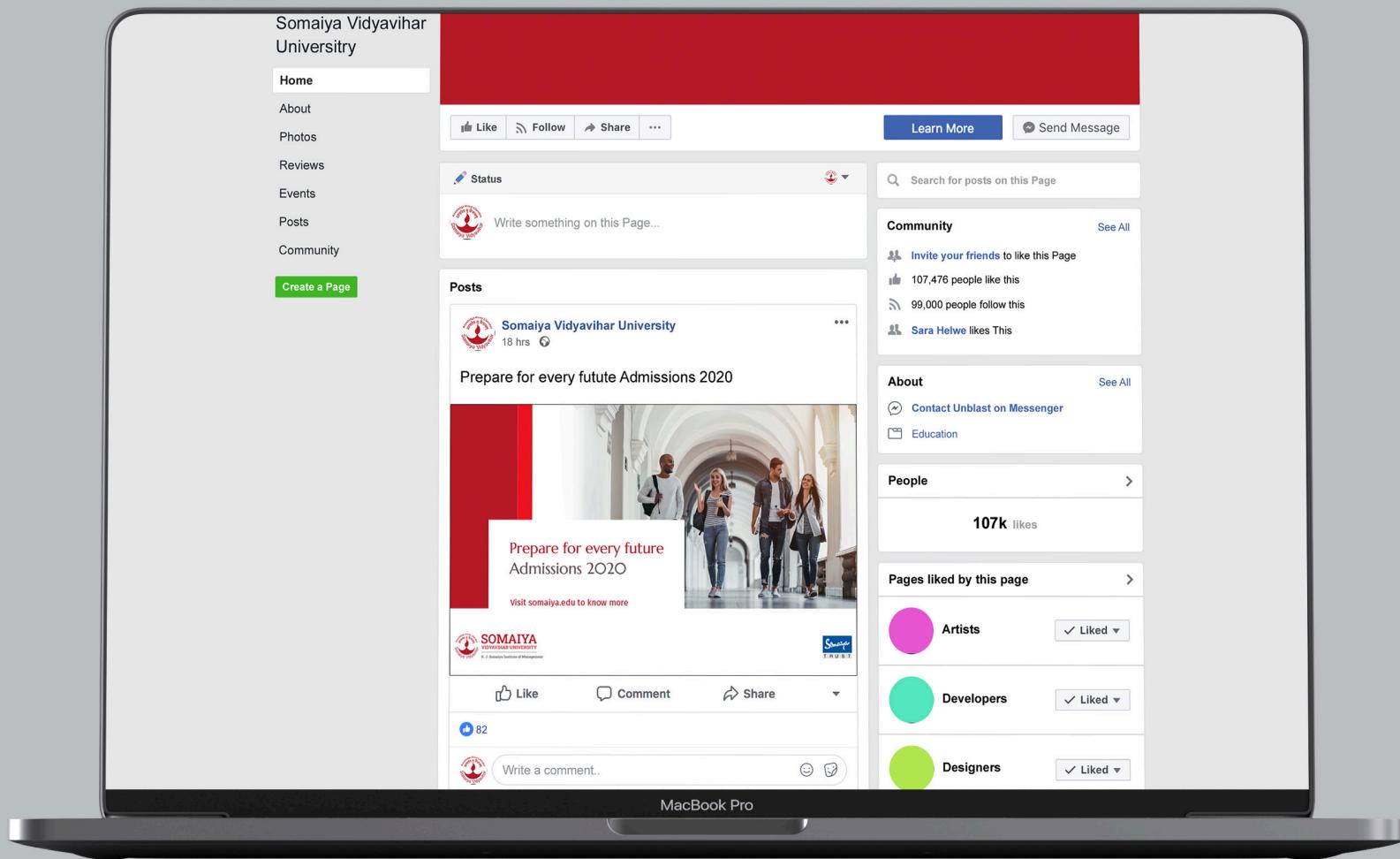
Digital Ad

Typesetting

- ① **Heading** : Marcellus Regular 39.3 pt
Sentence case
- ② **Subheading** : Marcellus Regular 41.3 pt
Sentence case
- ③ **Website** : Fira Sans Regular 22.7 pt
Sentence case
- Size : 1200 px (w) x 717 px (h)

Facebook Highlighted Image





08 Digital Applications

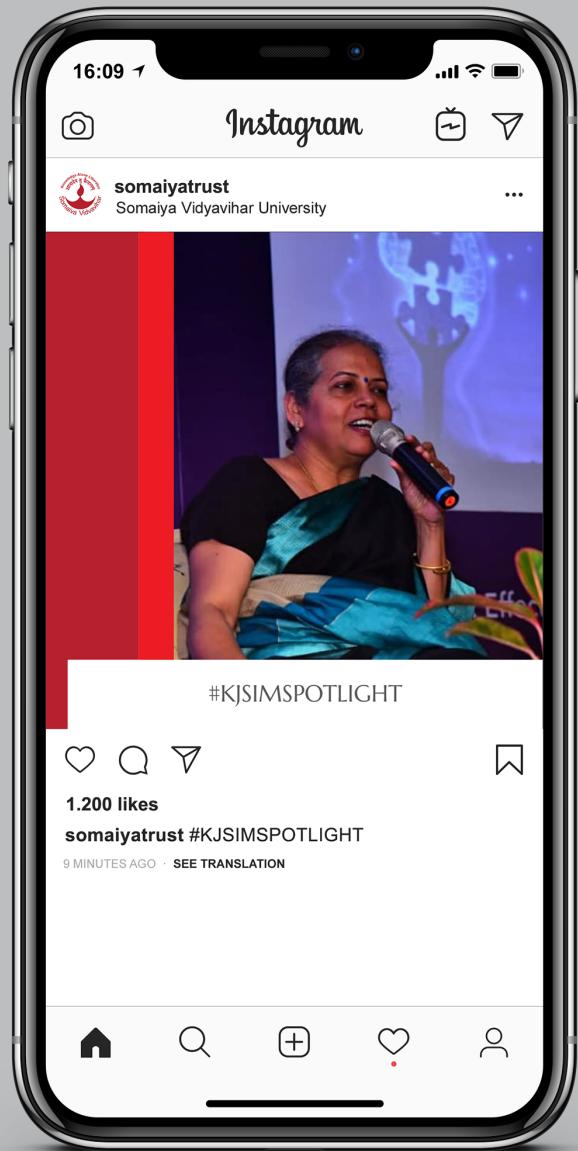
Somaiya Vidyavihar University
Brand Guidelines

Digital Ad

Typesetting

- ① **Heading** : Marcellus Regular 79 pt by 84 pt leading - Sentence case
- ② **Subheading** : Marcellus Regular 50.7 pt Sentence case
- ③ **Hashtag** : Marcellus Regular 50.7 pt Uppercase
- Size : 1080 px (w) x 1080 px (h)

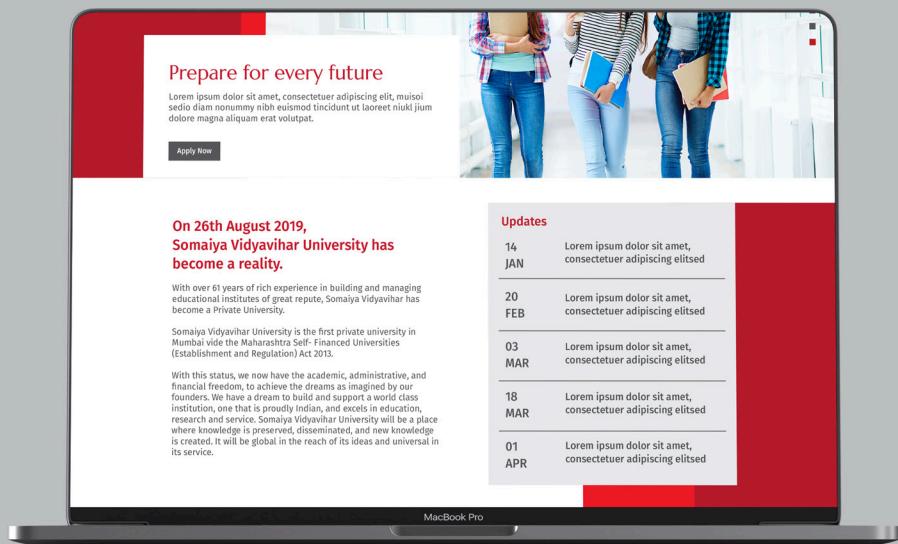
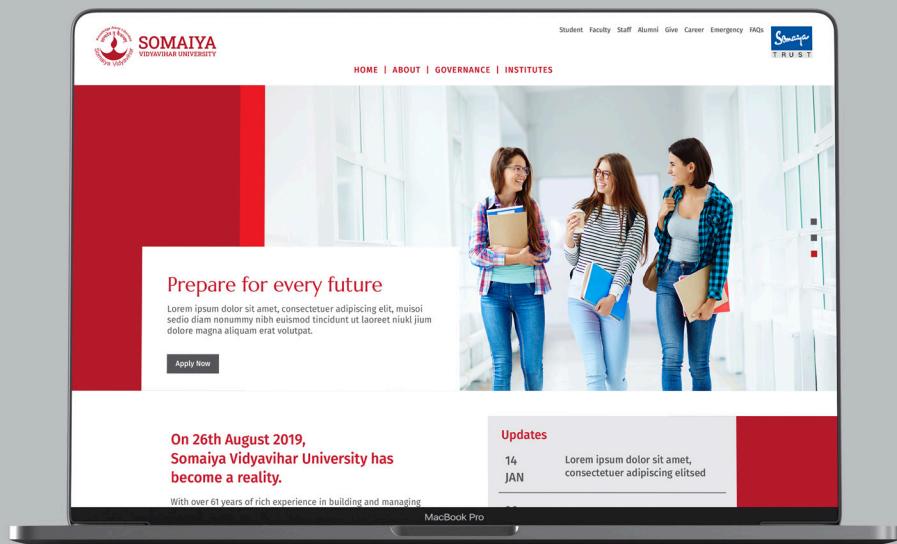




08 Digital Applications

Somaiya Vidyavihar University Brand Guidelines

Website - Homepage





09

Brand

Architecture

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Construction of	
SomaIya Vidyavihar Identity.....	91-96
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SomaIya Ayurvihar Identity.....	97-102
Construction of	
SomaIya Schools Identity	103-108

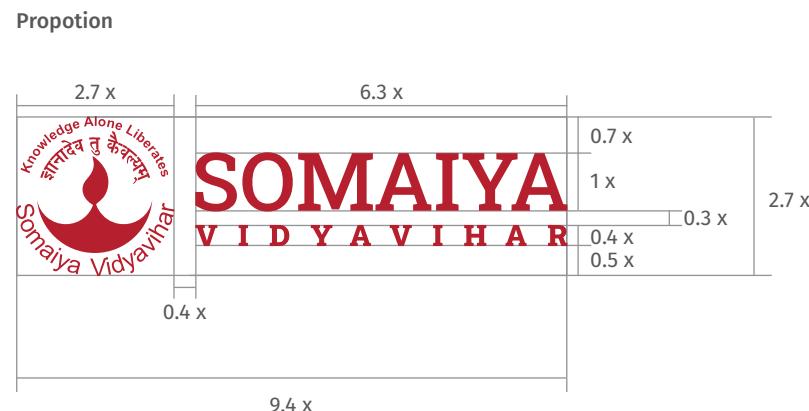
Brand Architecture



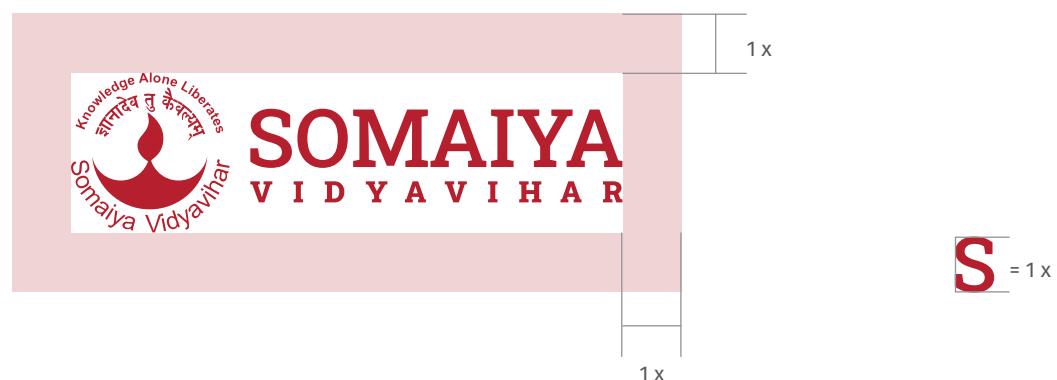
Construction of Somaiya Vidyavihar Identity

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.



Clear Space



Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure - A Print



Figure - B Digital



09 Brand Architecture

Somaiya Vidyavihar Brand Guidelines

Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Vidyavihar logo.



Do not distort the logo horizontally



Do not distort the logo vertically



Do not rotate the logo in any angle



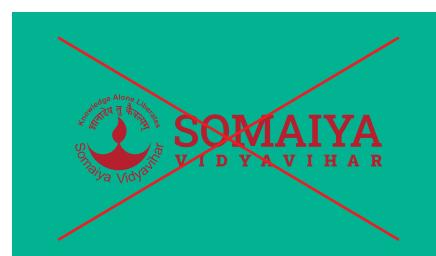
Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines



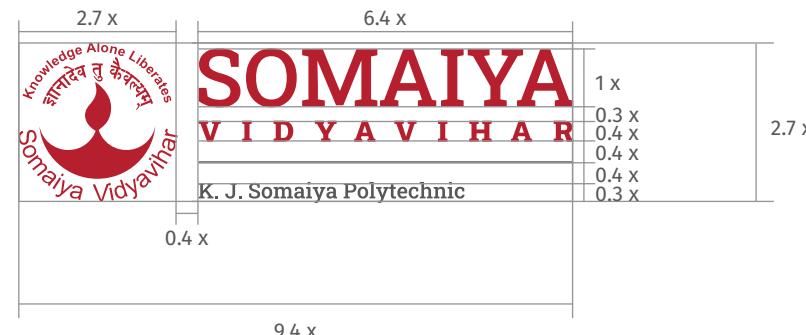
Do not place the Identity on a photographic background which compromises the identity legibility

Construction

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The ‘S’ height of the “Somaiya” wordmark equals ‘x’, and the space on all four sides of the logo is determined by ‘1 x’.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.

Propotion



Clear Space



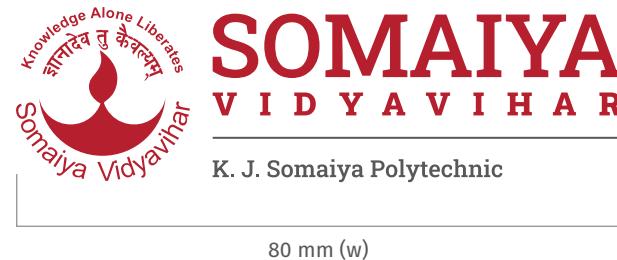
S = 1 x

Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure - A Print



80 mm (w)

Figure - B Digital



200 px (w)

Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Vidyavihar K J Somaiya Polytechnic logo.

Somaiya Vidyavihar Brand Guidelines



Do not distort the logo horizontally



Do not distort the logo vertically



Do not rotate the logo in any angle



Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines

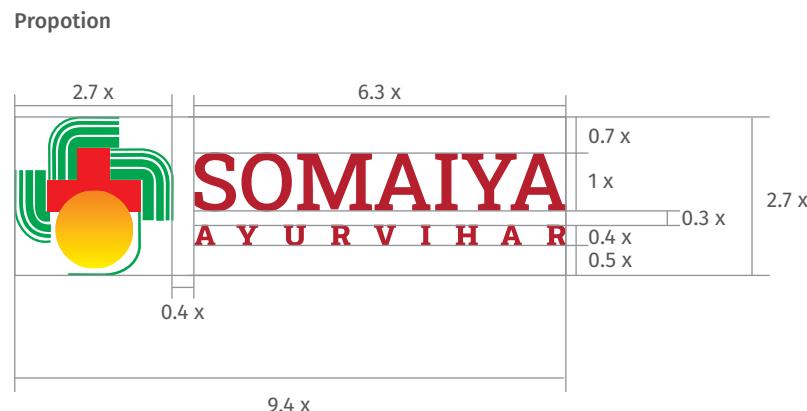


Do not place the Identity on a photographic background which compromises the identity legibility

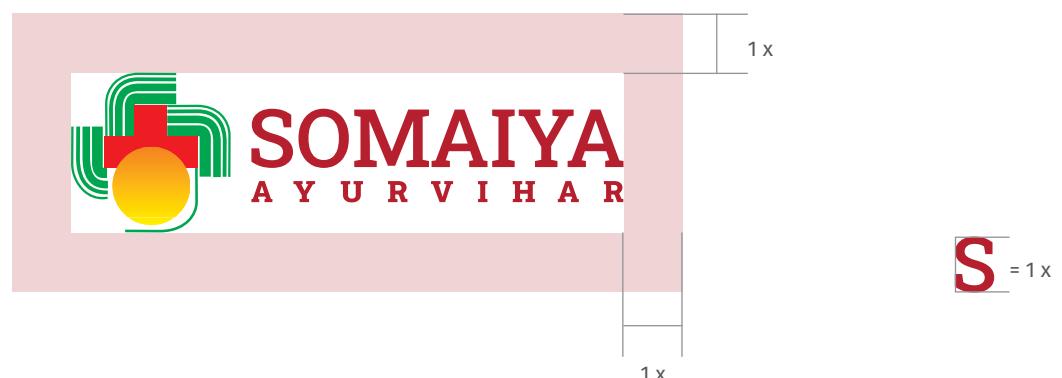
Construction of Somaiya Ayurvihar Identity

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.



Clear Space



Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure - A Print



70 mm (w)

Figure - B Digital



200 px (w)

Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Ayurvihar logo.



Do not distort the logo horizontally



Do not distort the logo vertically



Do not rotate the logo in any angle



Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines



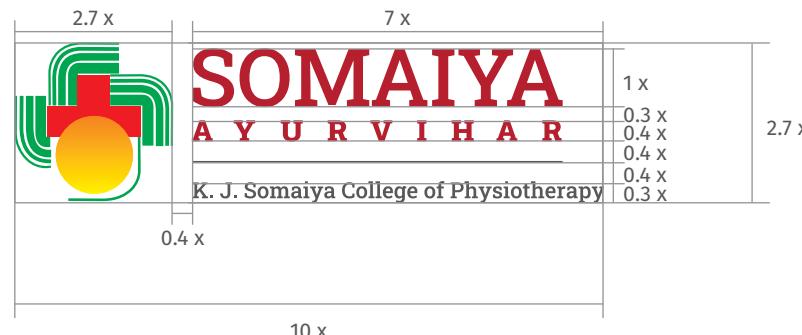
Do not place the Identity on a photographic background which compromises the identity legibility

Construction

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.

Propotion



Clear Space



Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure - A Print

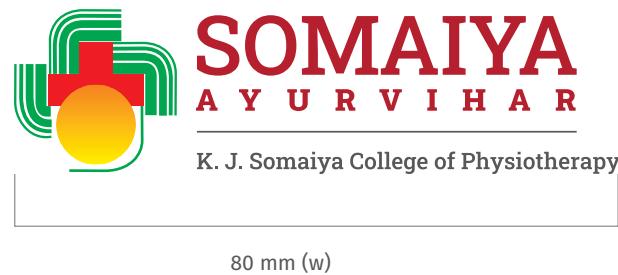
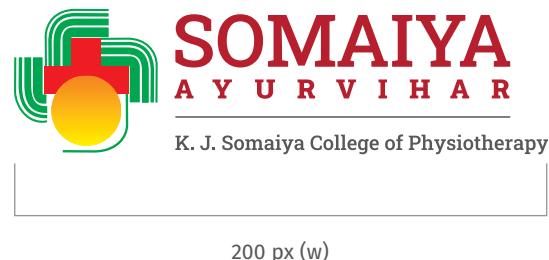


Figure - B Digital



Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Ayurvedihar K J Somaiya College of Physiotherapy logo.

Somaiya Ayurvedihar Brand Guidelines



Do not distort the logo horizontally



Do not distort the logo vertically



Do not rotate the logo in any angle



Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines

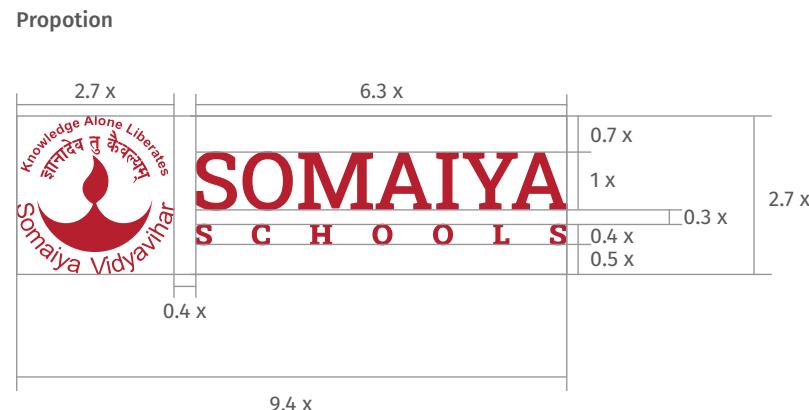


Do not place the Identity on a photographic background which compromises the identity legibility

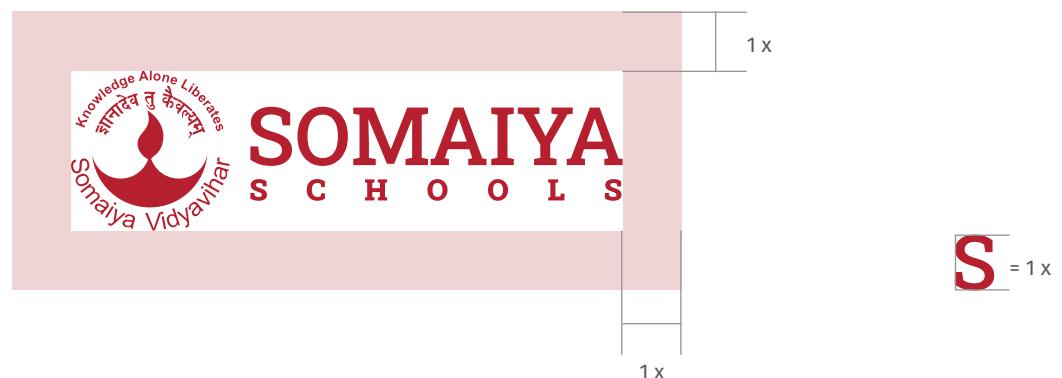
Construction of Somaiya Schools Identity

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.



Clear Space



Minimum Size

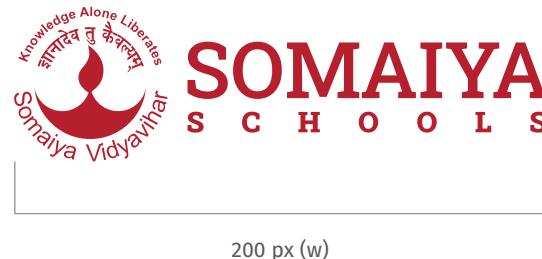
Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure - A Print



Figure - B Digital



09 Brand Architecture

Somaiya Schools Brand Guidelines

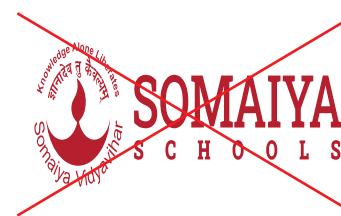
Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

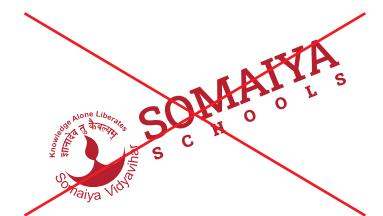
To the right are examples of what NOT to do with the Somaiya Ayurvihar logo.



Do not distort the logo horizontally



Do not distort the logo vertically



Do not rotate the logo in any angle



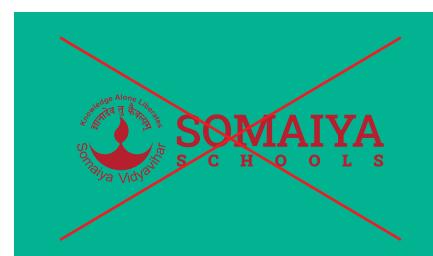
Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines

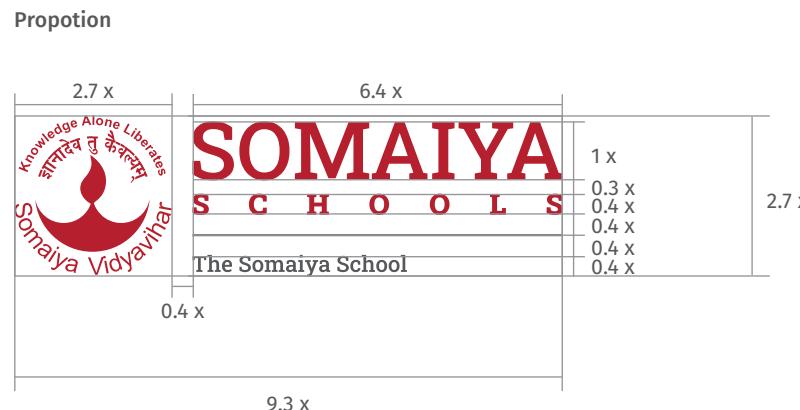


Do not place the Identity on a photographic background which compromises the identity legibility

Construction

In order to ensure the prominence and legibility of the logo, a clear space around the logo is required at all times. The 'S' height of the "Somaiya" wordmark equals 'x', and the space on all four sides of the logo is determined by '1 x'.

The line surrounding the logo shown indicates the clear space and is not meant to be printed. This invisible box should remain free from any other elements, such as typography and graphic elements.



Clear Space



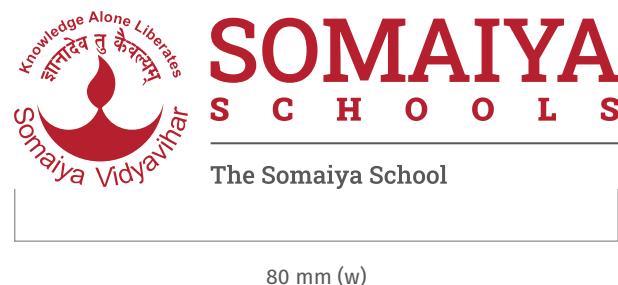
S = 1 x

Minimum Size

Figure A shows the logo for print. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure B shows the logo for digital. This is the minimum size. The logo is scalable and there is no limit to the maximum size.

Figure - A Print



80 mm (w)

Figure - B Digital



200 px (w)

Misuse

It is crucial that the logo is always used correctly, and not misused in any way. This will ensure a consistent look across all touchpoints.

To the right are examples of what NOT to do with the Somaiya Schools The Somaiya School logo.

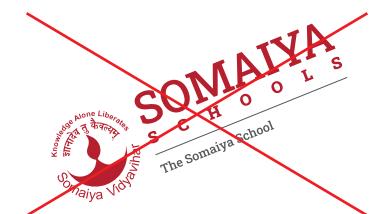
Somaiya Schools Brand Guidelines



Do not distort the logo horizontally



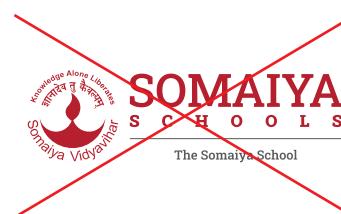
Do not distort the logo vertically



Do not rotate the logo in any angle



Do not change the colours of the logo



Do not change the placement of logo



Do not use any special effects



Do not place the logo on coloured backgrounds other than those specified in these guidelines



Do not place the logo on gradient backgrounds other than those specified in these guidelines



Do not place the Identity on a photographic background which compromises the identity legibility

Thank You