**SINHGAD TECHNICAL EDUCATION SOCIETY'S**

# SINHGAD INSTITUTE OF TECHNOLOGY, LONAVALA

**INSTITUTION'S INNOVATION COUNCIL (IIC)**

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# DESIGN & CREATIVITY CONSTITUTION
## 2026 – 2036

## SOP for Visual Identity, Branding Integrity, and Content Execution

*The Comprehensive Manual for the Council's Visual Voice: Ensuring Aesthetic Supremacy and Brand Continuity across All Digital and Physical Platforms.*

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**Custodians:**
D&C Head & Co-Head
IIC SIT Lonavala

**Approving Authority:**
Dr. M.S. Chaudhari
Dean R&D and President IIC

**Classification: Restricted/Internal**

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# 1   ARTICLE I: FOUNDATIONAL MISSION AND SCOPE

## 1.1  The "Visual Guardian" Mandate

The Design & Creativity (D&C) Team is the aesthetic core and the "Visual Voice" of the IIC. Their role is to translate complex innovative ideas into impactful visual content. They are responsible for the **Branding Integrity** of the Council. This encompasses every digital post, event flyer, logo, flex banner, and on-ground decoration associated with IIC SIT.

## 1.2  The "Aesthetic Standard" Rule

In the IIC, visual quality is non-negotiable. The D&C team must ensure that every piece of content meets a "Global Professional Standard." This document eliminates the possibility of substandard design by mandating a strict hierarchy of logos, color palettes, and a multi-tier verification process for every asset released.

# 2   ARTICLE II: COMMAND STRUCTURE (HEAD & CO-HEAD)

To manage the heavy workload of content creation across two colleges, the D&C department follows a rigorous leadership structure.

## 2.1  The D&C Head (Brand Director)

- **Visionary Lead:** Sets the overall "Theme" for the year (Colors, Typography, Visual Style).

- **Final Approval Authority:** Every post, logo, or banner must be personally verified by the Head for spelling, alignment, and branding before submission to the President.

- **Strategic Collaboration:** Works directly with the Social Media and PR teams to align content with engagement goals.

## 2.2  The D&C Co-Head (Production Lead)

- **Execution Oversight:** Directly manages the internal "Squads" (Digital Design, Video, Decoration).

- **Deadline Enforcement:** Ensures that volunteers adhere to the "T-minus 48h" rule (all content ready 48 hours before posting).

- **Asset Management:** Maintains the centralized Google Drive/Server for all editable source files (.psd, .ai, .fig).

# 3   ARTICLE III: BRANDING INTEGRITY AND PROTOCOL

## 3.1   The Logo Hierarchy (Non-Negotiable)

Every digital or physical asset created by D&C must follow the **Institutional Logo Protocol**. Failure to include these or using incorrect versions results in immediate rejection.

1. **STES/SIT Logo:** Top Left/Right (Placement depends on background).

2. **IIC Logo (Ministry of Education):** Centralized or Primary branding position.

3. **Sponsor Logos:** Bottom bar, clearly separated from institutional logos.

## 3.2   Zero-Error Verification Workflow

To maintain the prestige of SIT Lonavala, a **Zero-Spelling-Mistake Policy** is in effect.

- **Scenario:** A volunteer finishes a poster for "Project ASCEND."

- **Step 1 (Check):** The volunteer must run a spell-check and alignment check.

- **Step 2 (Verify):** The Co-Head verifies the logo placement and typography.

- **Step 3 (Final Sign-off):** The D&C Head verifies all names, dates, and titles.

- **Step 4 (Release):** Only after the Head's "Approved" timestamp can the Social Media team post it.

# 4   ARTICLE IV: DIGITAL CONTENT AND SOCIAL MEDIA COLLABORATION

## 4.1   The Workflow Sync

D&C does not work in a silo. They are the execution arm for the Social Media and PR team.

- **Content Request System:** PR submits a "Design Request Form" at least 5 days before the event.

- **Real-Time Collaboration:** For "Live" events, D&C members must be present to create "Instant Stories" or reels in collaboration with the Multimedia team.

- **Punctuality:** Being "creative" is not an excuse for being late. All assets must meet the deadline set in the IIC Master Calendar.

# 5   ARTICLE V: ON-GROUND DECORATION AND PHYSICAL BRANDING

## 5.1   Event-Day Logistics

When an offline event is scheduled, the D&C team is responsible for the \*\*Atmosphere of Innovation\*\*.

- **Decoration Squad:** Designing and installing stage backdrops, entrance arches, and lab aesthetics.

- **Flex & Banner Audit:** Ensuring all physical banners are printed in high-resolution and placed in high-visibility areas (Dormitories, Mess, College Entrance).

- **Clean-up Mandate:** Post-event, the team must ensure all reusable decorations are stored in the "D&C Asset Box" in the IIC Lab.

# 6   ARTICLE VI: VOLUNTEER TRAINING AND WORKLOAD DISTRIBUTION

## 6.1   The "Spoon-Feeding" Mentorship

The D&C Head must ensure that the team's technical skills never stagnate.

- **Weekly Skill Sprints:** Every weekend, the Head/Co-Head must train volunteers in tools like Adobe Illustrator, Figma, or Canva.

- **Workload Balance:** No single volunteer should be overwhelmed. The Head must distribute tasks based on the "Specialization" (e.g., one volunteer for Typography, one for Illustration).

- **The Shadowing Rule:** Junior volunteers must "shadow" the Co-Head during major event preparations to learn the high-pressure workflow.

# 7   ARTICLE VII: STEWARDSHIP AND MULTI-CAMPUS LEGACY

## 7.1   Dual-Campus Synchronization

- **The Brand Book:** Maintaining a centralized "IIC SIT Brand Book" that contains official hex codes, font files, and transparent PNG logos for both colleges.

- **Asset Sharing:** If "College A" creates a set of social media icons, they must be shared with "College B" to maintain a unified visual identity.

- **Documentation:** Every project must have its source files archived. If a lead in 2030 needs to edit a poster from 2026, the file must be retrievable.

# 8 ARTICLE VIII: REAL-WORLD FAILURE MITIGATION

## 8.1 Scenario: The "Wrong-Date" Crisis

If an asset with incorrect information is published:

- **Immediate Action:** D&C Head must issue a "Takedown Order" to Social Media.

- **Correction:** Corrected asset must be issued within 30 minutes with a "Correction Header."

- **Prevention:** The volunteer and verifier must conduct a "Root Cause Analysis" to ensure the error is not repeated.

**SIGNATORIES OF THE 2026 D&C CONSTITUTION**

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*D&C Head (Brand)*           *Student President*           *PR Head IIC*