



Institute for Foreign Studies

*Igniting Minds.
Enlightening Society.*

Brand Story

Founded in 2001 by Rama Raju, IFS was born not from business ambition, but from personal frustration & two back-to-back F1 visa rejections in Mumbai. What began as an attempt to bridge the gap in information and guidance became one of Vizag's most student-first consultancies.

Today, IFS continues its work grounded in empathy, honesty, and independence from commission-based pressures.

"We don't sell dreams."

We guide journeys.

IFS had credibility,
history, and trust.

But its visual identity
told a different story.

Mission



To provide ethical, student-first guidance for studying abroad, helping students make informed, aligned, and empowered decisions.

Vision



To be Vizag's most trusted academic ally known not for volume, but for values.

Brand Values

Integrity over incentives

Guidance over gimmicks

Students over systems

Clarity over confusion

Long-term growth over short-term wins

Old Logo



It wasn't wrong for 2001. It
was wrong for today.

New Logo



The logo redesign was a
consequence, not the starting point

What IFS stood for:

- Student-first
- Ethics over commissions
- Calm, honest guidance
- Long-term thinking

What the old identity signaled:

- Bureaucratic
- Transactional
- System-driven
- Generic consultancy

What changed conceptually:

- From boxed → open
- From heavy framing → white space
- From institutional seal → guiding mark
- From authority-first → ally-first

What stayed intentionally:

- Academic seriousness
- Trust
- Simplicity
- Longevity



- The graduation cap icon is aligned to the height of the 'F' and does not exceed the width of the 'i'.
- Maintain clear space equal to the height of the cap around the logo.
- Do not skew, stretch or re-colour the logo.
- Use monochrome or reversed versions on black or white backgrounds.

Typography System

Primary Font (Headings): **DM Serif Display**

*Heading Example

- Academic credibility without stiffness

Secondary Font (Body): **Inter / Work Sans**

*This is a sample of body text that demonstrates clarity and readability when using Inter/Work Sans or a similar modern sans serif font.

- Modern clarity, digital readability

Tone:

Academic, modern, minimal

Brand Colors



Primary Orange
#FF8F17



Supportive Black
#000000



Light Background
#F9FBFD

Usage Guidelines:

Orange is used for highlights, icons, and key calls-to-action. Avoid gradients. Use flat tones for clarity

Brand Voice



Voice Traits

- Honest, guiding, and clear
- Warm but direct
- Calm, not flashy

Example Lines

- We're not here to push universities.
- We're here to help you pick one that fits.
- Not paid to recommend. Paid to guide.

Do's



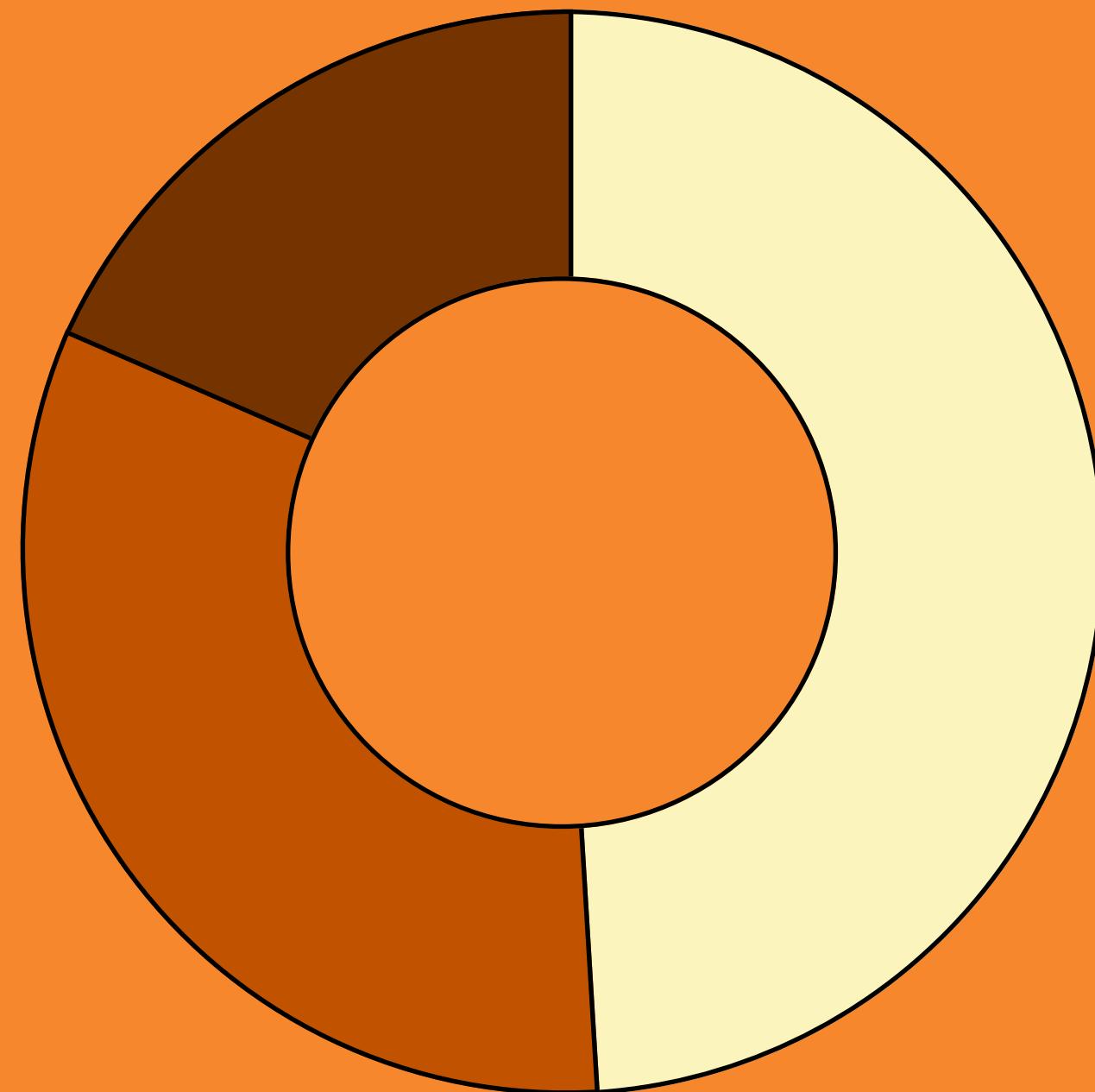
- Use white space generously
- Focus on storytelling-based content
- Maintain contrast and accessibility

Don'ts



- Avoid jargon or overused education slogans
- Avoid overcrowded visuals
- Never highlight commission-based partnerships

Social Media Aesthetic



Guidelines:

- Reels: founder-led or AI-avatar style in Rama Raju's voice.
- Carousels: bold question headers and light, minimal backdrops.

Tagline Use

Igniting Minds. Enlightening Society.

Alternate Phrases

- Built for students. Not for commissions.
- Study Abroad, With Integrity.
- Guidance Over Gimmicks. Always.

This wasn't a visual
refresh. It was a
credibility realignment

Contact & Credits

Creative Partner: **Gensync Media**



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