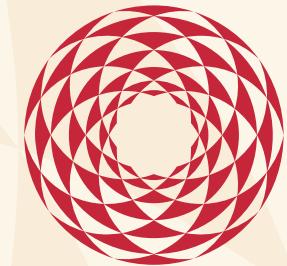


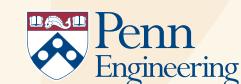
Brand Guidelines

Created by Ray + Keshavan for Ashoka University | March 2013



ASHOKA
UNIVERSITY

IN COLLABORATION WITH



Carleton College

About these guidelines

These guidelines have been created to ensure that the Ashoka University brand can be implemented easily across teams and locations. They must be read carefully and followed by anyone who is involved with creating brand-related collateral or experiences.

Our brand

Our brand is our most important asset. It is synonymous with our reputation and is the image that our stakeholders carry of us in their minds.

Our brand is not static – it is a living breathing entity that evolves in response to our actions and the perceptions they in turn create. Everything we do – big or small – impacts our brand. If we want it to fulfill its most important role, i.e., clarify what we stand for and differentiate us from others in our field, our brand must be nurtured and monitored so it is always responsive to a changing world.

Our brand identity

Our brand identity refers to the way our brand expresses itself.

It includes our logo, colours, typography and imagery used in a clearly defined visual language that makes us readily recognised. Applied in consistent ways across applications, our brand identity helps us communicate our positioning with clarity and strength.

Adherence to the guidelines given in the following slides builds salience for our brand and results in greater return on our branding investment.

01 Logo	6
+ 02 Colour	34
+ 03 Typography	37
+ 04 Imagery	47
+ 05 Tone of voice	56
<hr/>	
= 06 The Ashoka University brand identity	60

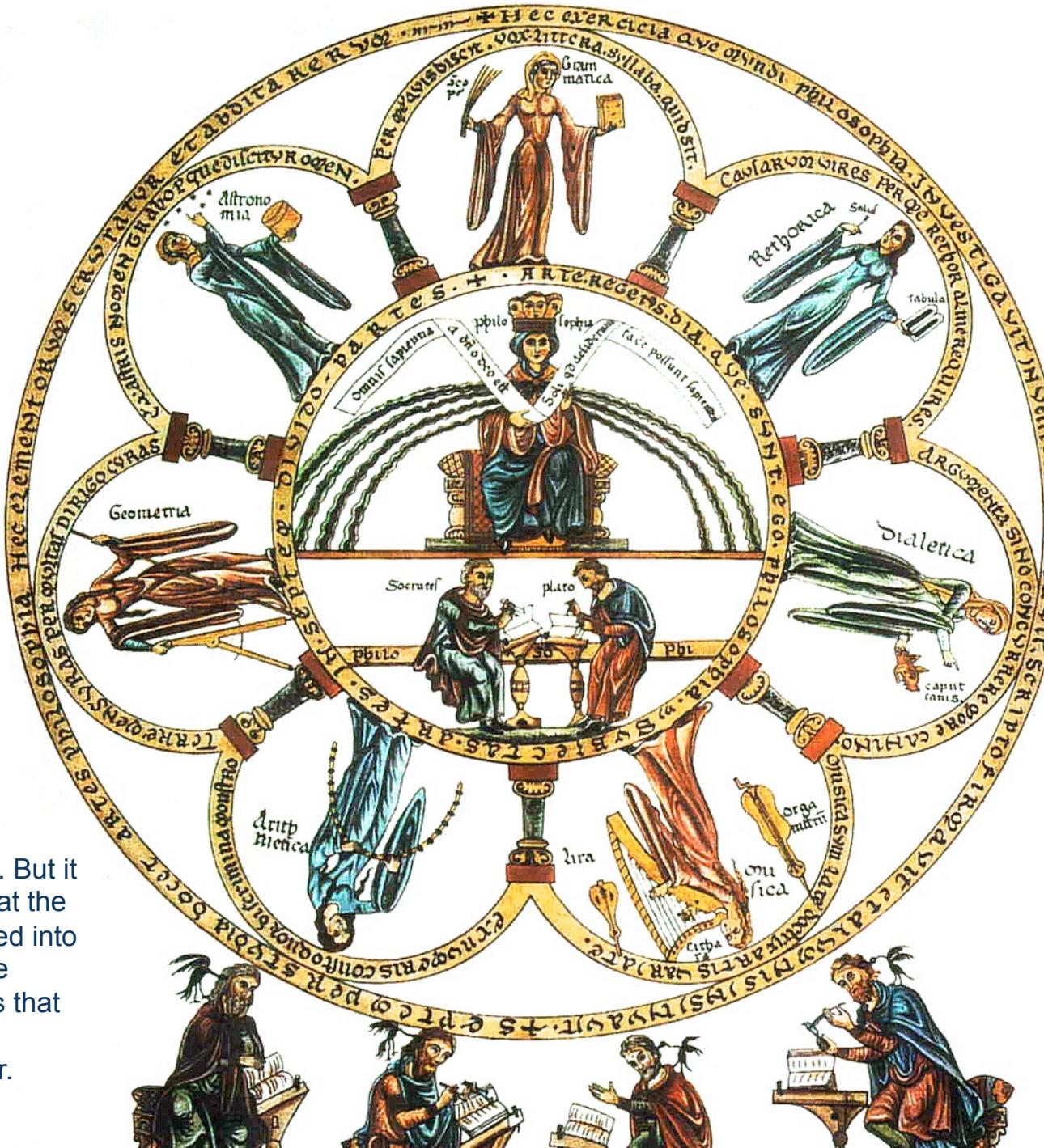
01. The Ashoka University logo

The Ashoka University logo

The Trivium: Grammar,
Logic, Rhetoric

The Quadrivium:
Arithmetic, Astronomy,
Geometry, Music

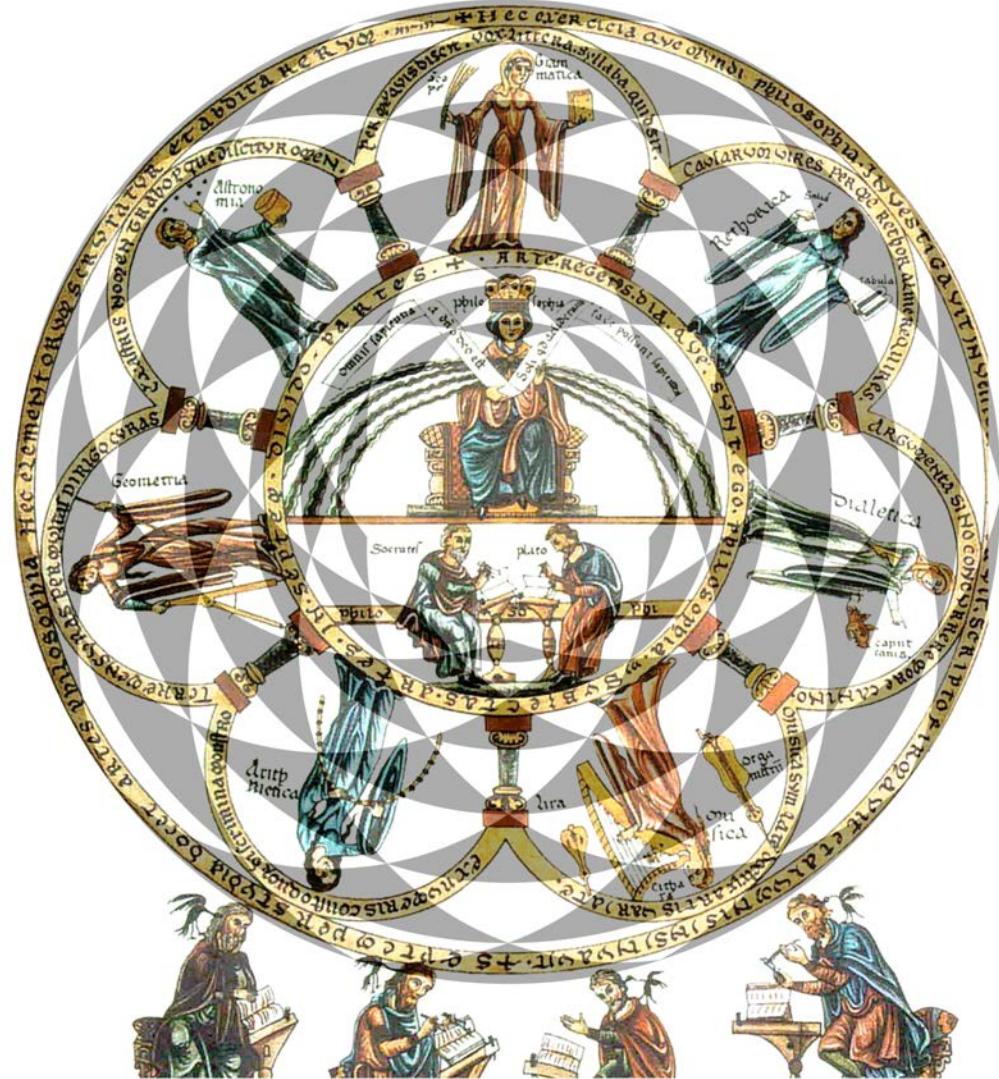
The tradition of asking questions and reflecting on issues has its origin in the classical thought of Greek philosophers. But it was during the Age of Enlightenment that the scope of liberal arts expanded and turned into a core curriculum that still comprises the broad range of humanities and sciences that provide the moral compass the ancient Greeks sought and that we still strive for.



The Ashoka University logo

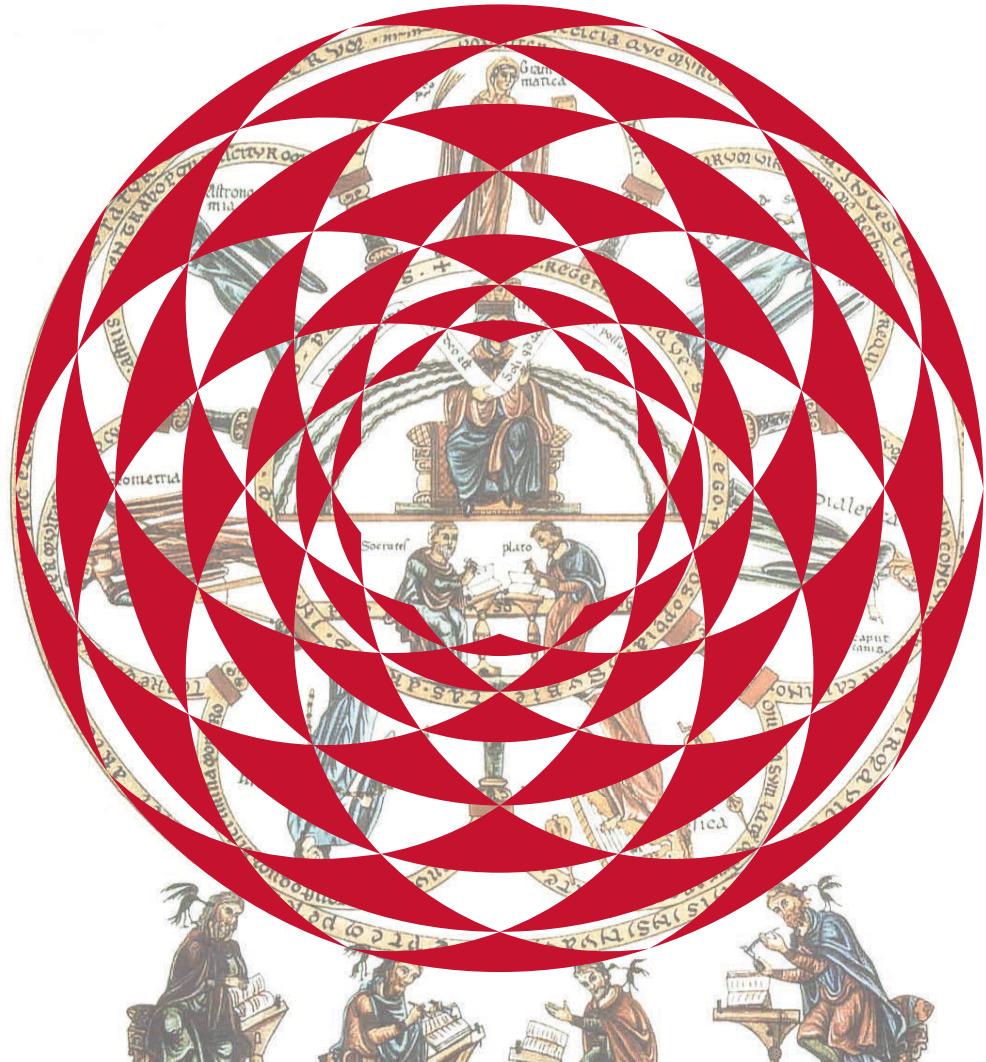
Our multi-disciplinary offering is depicted through myriad intersecting facets, that through form and counter-form create a multi-dimensional experience.

Every field of study is but one of many ways of partitioning knowledge — a part of a much greater whole. The symbol is based on the idea that Ashoka University offers an education that creates coherence and integrity in one's intellectual experience that is dynamic, yet holistic and coherent.

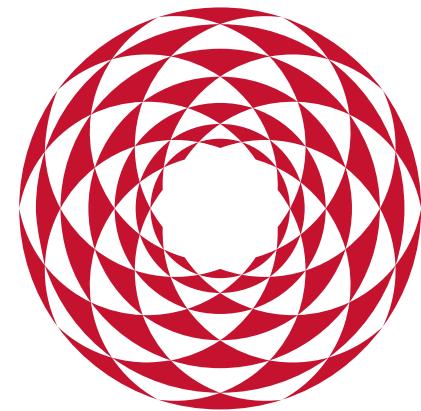


The Ashoka University logo

Because Ashoka University is about the study and application of the liberal arts in today's ever-changing world, the symbol has been carefully crafted in an extremely contemporary manner.



The Ashoka University logo

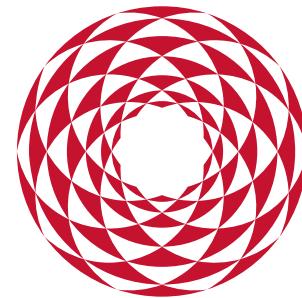


ASHOKA
UNIVERSITY

The Ashoka University logo

Elements of the logo

SYMBOL

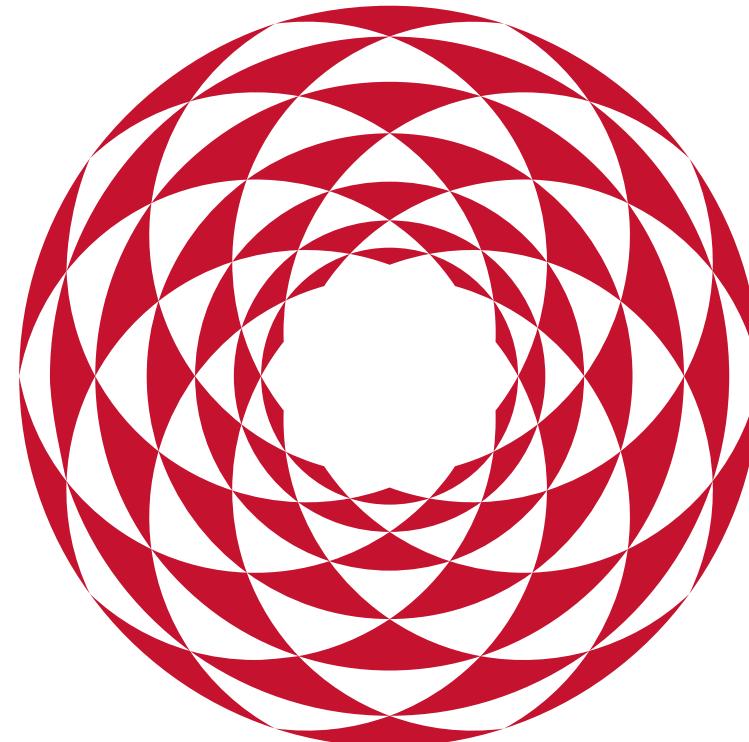


LOGOTYPE

ASHOKA
UNIVERSITY

The Ashoka University logo

Our symbol



At the core of the symbol is
a star that captures our
commitment to excellence.

The Ashoka University logo

Our logotype

ASHOKA
UNIVERSITY

The unique logotype has been hand-drawn and its memorable, organic letterforms create a subtle connect to Indian scripts.

The Ashoka University logo

Remember that the Ashoka University logo in all its permitted versions must only be reproduced from the master artworks. These have been provided in all relevant formats. Never try and recreate the logo or any of its elements. Our logo is our stamp of assurance and maintaining its integrity is key to our desired brand experience.

The Ashoka University logo

Exclusion zone

Leaving free space around the logo ensures that extraneous elements do not intrude on it and dilute its visibility.

Leave a uniform area equal to the height of the logotype (i.e.. the combined height of the words 'Ashoka' and 'University' and the space between them) around the edge of the logo. This is the Exclusion Area of our logo. This should not be violated – do not place anything else in this area.



x is height of 'Ashoka University' logotype

Permitted logo
lock-ups

Permitted logo lock-ups

There are two permitted versions of the Ashoka University logo unit – **Stacked and Horizontal**. These have been carefully worked out keeping in mind the proportions of different applications and what would work best for each.

The Stacked version of the logo is the most preferred unit. It should be used for most applications unless specified otherwise. It can be used in all the tall and narrow applications like vertical banners, pylon, etc.

The Horizontal version of the logo should be used in applications where the format is extremely long and thin and the stacked unit won't fit or will become too small, like signage (illustrated in the next slide).

STACKED LOGO



HORIZONTAL LOGO



Permitted logo lock-ups

Examples of usage

STANDARD LOGO ON BUSINESS CARD



HORIZONTAL LOGO ON SIGNAGE



Logo colours

Logo colours

Specifications

Full colour version of the Ashoka University logo
with **Ashoka University Red** and **Ashoka University Blue**

Ashoka University Red

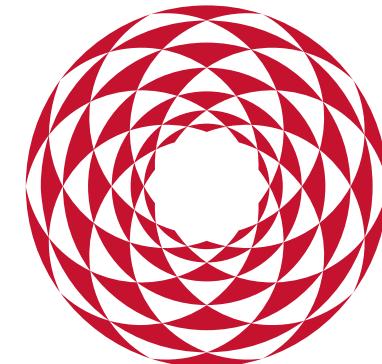


Ashoka University Blue



PANTONE 200 C
CMYK 0 : 100 : 80 : 20
RGB 196 : 18 : 47
3M Vinyl Translucent - Dark Red
3M Vinyl Opaque - Geranium

PANTONE 540 C
CMYK 100 : 80 : 30 : 30
RGB 13 : 56 : 98
3M Vinyl Translucent -European Blue



ASHOKA
UNIVERSITY

Logo colours

Decoding colour specs



**Ashoka University
Red**



**Ashoka University
Blue**

PANTONE
200C

PANTONE
540C

PANTONE COLOURS: The pantone Matching System is a worldwide printing, Publishing and packaging color standard for the selection and control of color

CMYK
0 : 100 : 80 : 20

CMYK
100 : 80 : 30 : 30

CMYK COLOURS: Stands for Cyan, Magenta, Yellow and Black. All offset and most digital printing devices use this mode of resolving colour

RGB
196 : 18 : 47

RGB
13 : 56 : 98

RGB COLOURS: Stands for Red, Green and Blue. All electronic displays, including monitors use this mode of colour

HEX
#c4122f

HEX
#Od 3862

HEXADECIMAL VALUES: All industry standard Web and image editing software use these values. You can specify these values to that agency that maintains your website

VINYL
3M Translucent Dark Red
3M Opaque Geranium

VINYL
3M European Blue

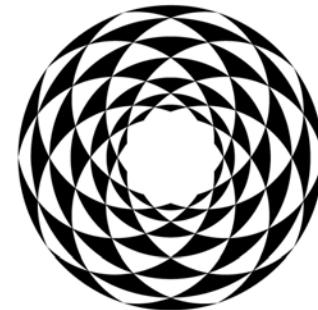
3M VINYL CODES (For signage applications): The codes specified are for translucent and opaque films for internal and external signage. Translucent vinyls are light transmitting, so they allow light to shine through, allowing the color of the vinyl to become illuminated at night. They are used for back-lit signage. Opaque vinyls are non-light transmitting, used for sign applications which are not back-lit.

Logo colours

Logo in single colour

In print applications, the single colour version of the logo should be used only in black and no other colour. The typical applications where a single colour logo would be used are b/w laser prints, forms, fax sheets etc.

The logo can also be applied on materials like glass, wood, metal, plastics etc. by processes like embossing or etching, in which case it would take on the colour of the material.



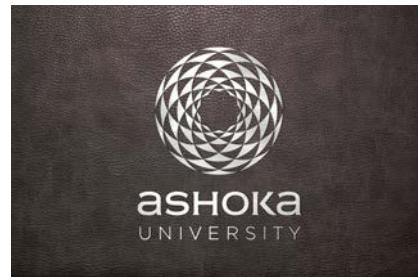
ASHOKA
UNIVERSITY



CMYK 00 : 00 : 00 : 100



Embossing on stainless
steel plate



Foil stamping



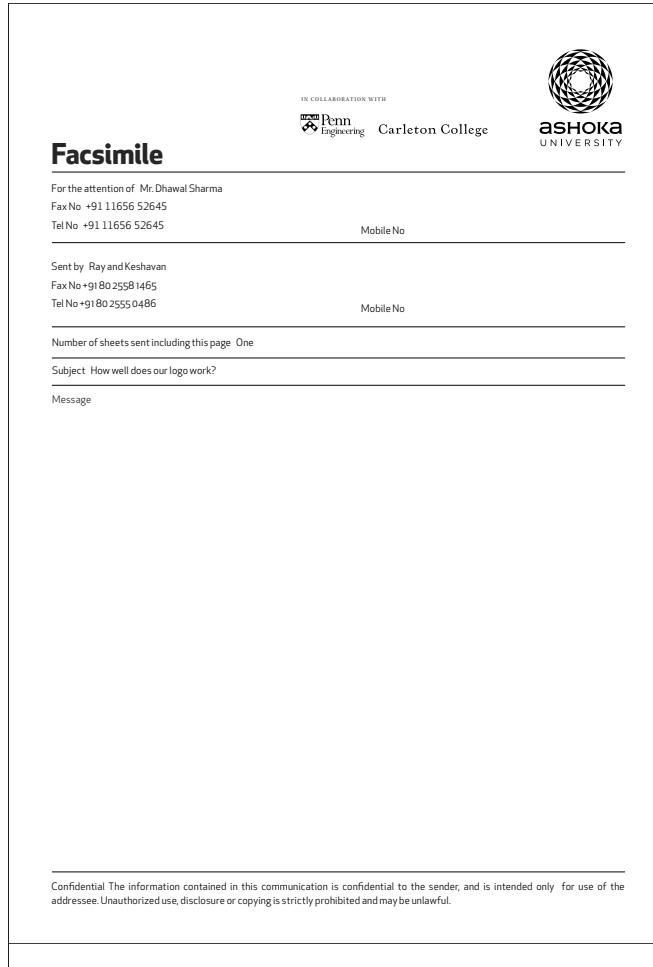
Logo etched on wood



Frosted vinyl on glass

Logo colours

Logo in single colour – Examples of usage



Logo on fax sheet



Embossed logo on report cover

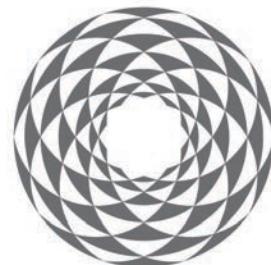


Gold foil stamped logo on diploma

Logo colours

Logo in grey-scale

The brand colours have been assigned equivalent values in grey. For all grey-scale applications, including newspaper and directory advertisements, the specially created grey-scale version of the logo should be used.



ASHOKA
UNIVERSITY



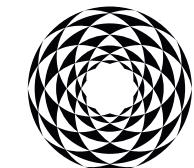
CMYK 00 : 00 : 00 : 70



CMYK 00 : 00 : 00 : 100

Do Not

Do not change the values of the colours specified



ASHOKA
UNIVERSITY



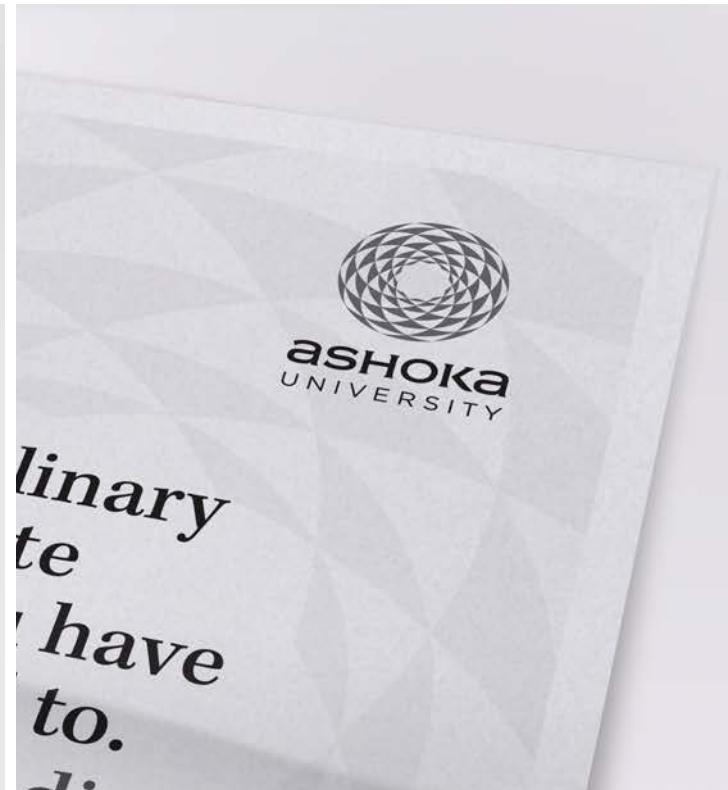
ASHOKA
UNIVERSITY

Logo colours

Logo in grey-scale – Example of usage



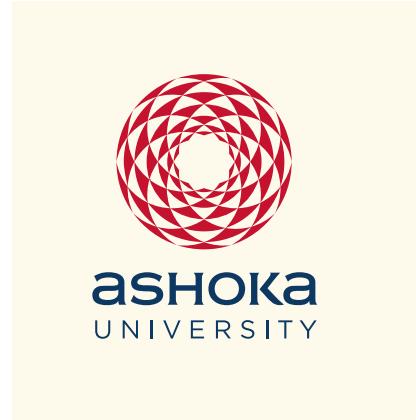
Newspaper ad



Logo on backgrounds

Logo on backgrounds – Colour

In addition to the white background our logo can appear on a neutral ivory and a 10% grey background (refer colour values specified in the colour section—slide number 36).



Do Not

Do not change the values of the colours specified



Logo on backgrounds – Logo in reverse

In reverse our logo can appear on the Ashoka University blue.



Do Not

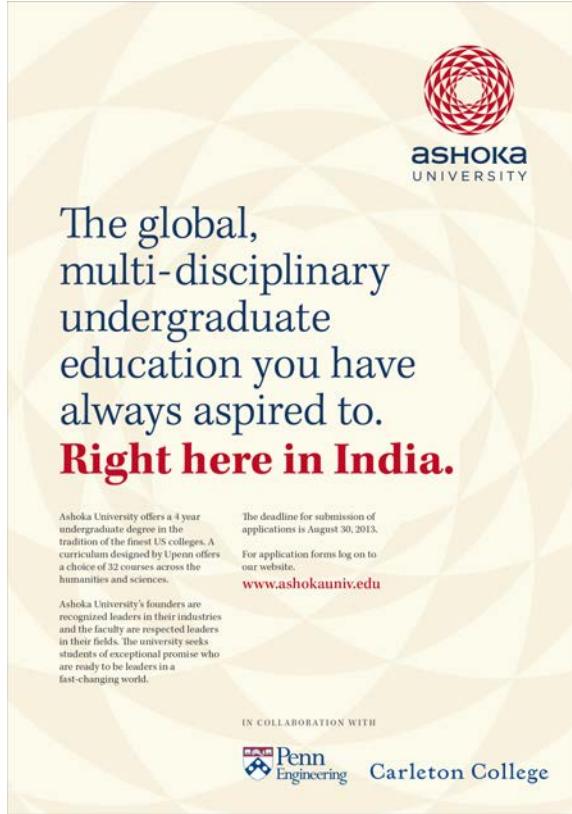
Do not change the values of the background colour specified



Do not reverse the logo out of any other colour



Logo on backgrounds – Patterns



The logo can be placed over the pattern derived from the logo mark as demonstrated above.

(Refer to usage of pattern in slide number 52)



Do Not

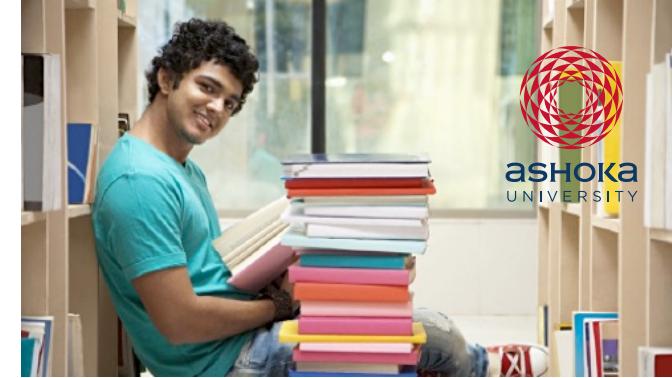
Do not place the logo against any other patterns



Logo on backgrounds – Images



The logo can be used over images (example shown above). Ensure that the area where the logo is placed is not busy and provides sufficient contrast.



Do not place the logo over a busy area of the image

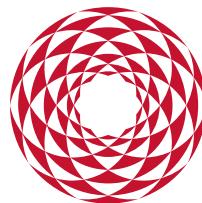


In situations like the above, the logo can be placed over a white patch (size same as the exclusion zone of the logo), to ensure that the visibility of the logo is not compromised

Logo usage

Do not's

Watch out for and avoid these common mistakes with logo usage.



ASHOKA
UNIVERSITY



Do not change the logo orientation



ASHOKA
UNIVERSITY



Leave specified clear area around the logo



ASHOKA
UNIVERSITY



Do not change the colours of the logo

Logo usage

Do not's

Watch out for and avoid these common mistakes with logo usage.



Do not apply effects or embellishments to the logo



Do not change the alignment of letters



Do not use the logo as part of a sentence or place other graphics too close to it

Logo usage

Do not's

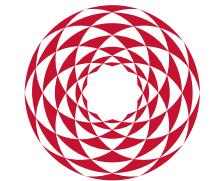
Watch out for and avoid these common mistakes with logo usage.



Do not scale the logo disproportionately or distort it



Do not tilt the logo.



ashoka
UNIVERSITY



Do not change the typeface and do not recreate the logo, always use the master artwork

02. Brand colours

Our brand colour palette is defined by deep red and a rich tone of blue. Our brand colours reinforce the brand presence and are represented in all our applications. Always ensure that the brand colours are adhered for any future design and communication purposes.

Brand colours

Primary colours

Our primary colours are given below. The **Ashoka University Red** and **Blue** are our signature colours and creates recall for our brand.



Ashoka University Red

PANTONE 200 C
CMYK 0 : 100 : 80 : 20
RGB 196 : 18 : 47
3M Vinyl Translucent - Dark Red
3M Vinyl Opaque - Geranium



Ashoka University Blue

PANTONE 540 C
CMYK 100 : 80 : 30 : 30
RGB 13 : 56 : 98
3M Vinyl Translucent - European Blue

NOTE

1. Please refer to **slide number 21** to understand the different colour systems.
2. There may be minor variations in colour during production depending on the substrates being used and the production techniques employed.

Brand colours

Secondary colours

These supporting colours give us a wider palette of options to make our brand world come alive. They are always used in addition to our primary colours, never instead. A set of muted colours, they make our brand expression much more sophisticated.

These can be used in various brand collateral to create headline hierarchies, draw attention to text, etc.

Each colour has been provided with CMYK values for print applications, and RGB values for all online and digital applications.



Ashoka University Red

Tints & Shades of Ashoka University Red

CMYK 00:100:100:35

RGB 167:14:19



Ashoka University Blue

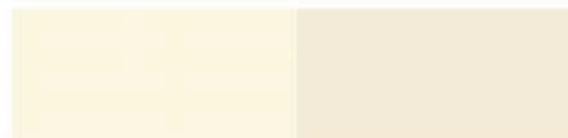
Tints & Shades of Ashoka University Blue

CMYK 100:80:30:45

RGB 08:32:65

CMYK 100:80:30:10

RGB 20:54:101



Tints & Shades Ivory

CMYK 00:00:10:02

RGB 250:246:227

CMYK 03:05:16:00

RGB 243:232:204



Black & Greys

CMYK 00:00:00:100

RGB 00:00:00

CMYK 00:00:00:80

RGB 90:90:90

CMYK 00:00:00:70

RGB 110:110:110

CMYK 00:00:00:60

RGB 224:225:227

03. Brand typography

A good typographic style, used well, is one of the most important ways of expressing the tone as much as the content of our communication.

Typography is an art and a science. While it requires aesthetics and flair, there are also well-defined and time-honoured rules that should be adhered to in its usage. We have a distinctive brand typographic style. We use the Kepler family as our primary typeface.

Typography does more
than create a message...
*...it gives a brand a
distinctive tone of voice.*

Typography

Named after the German Renaissance astronomer, Kepler is a contemporary type family created by Adobe type designer Robert Slimbach in the tradition of classic modern 18th century typefaces. Kepler captures the modern style in a humanistic manner.

It is elegant and refined with a hint of old-style proportion and calligraphic detailing that lends it warmth and energy.

classic
Kepler
ELEGANT versatile
legible

Typography

Primary typeface

Significant visual equity can be built by consistent use of the brand font, Kepler. Select Regular for body text, and headlines. Bold may be used in headlines as well, but never for long paragraphs of body copy. Use the italic versions to emphasise something in a sentence.

Kepler Light

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Regular

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Medium

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Semibold

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Bold

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Black

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Light Italic

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Regular Italic

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Medium Italic

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Semibold Italic

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Bold Italic

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Kepler Black Italic

ABCDEFGHIJK LMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Digital typefaces—Primary

PRIMARY DIGITAL TYPEFACE

For digital applications like PowerPoint presentations, emails, websites and phone apps since the house fonts may not be available on remote computers, we recommend the use of Georgia as Primary Typeface, which is a universally available typeface. It can be used for headlines, sub-headlines and body text.

Georgia

Georgia Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Georgia Bold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Digital typefaces—Secondary

SECONDARY DIGITAL TYPEFACE

We recommend Open Sans as the secondary typeface for digital applications. It is a free, open-source font optimized for the web and is available as part of the Google web fonts directory.

Do Not

Do not use Open Sans for headlines, or for text that will have primary focus. It is only to be used in combination with Georgia as a secondary typeface.

Open Sans

Open Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Open Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

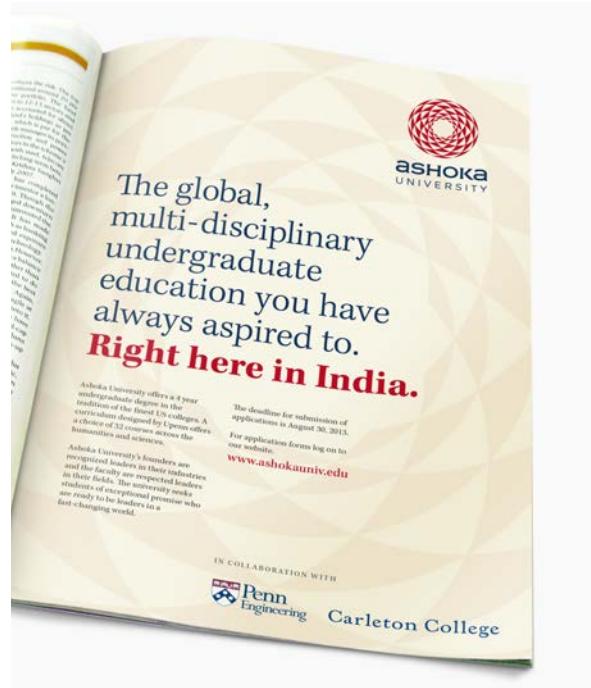
Open Sans Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

Typography

Usage of primary typeface

Use of good typographical structures and systems plays a pivotal role in sending across the message that we would like to communicate and expressing the tone as much as the content of our communication.



Magazine ad



Hoarding

Typography

Usage of primary typeface

HEADLINE
Kepler Std Light

HEADLINE
Kepler Std Bold

BODY COPY
Kepler Std Regular

HIGHLIGHTED TEXT
Kepler Std Medium

The global, multi-disciplinary undergraduate education you have always aspired to.
Right here in India.

Ashoka University offers a 4 year undergraduate degree in the tradition of the finest US colleges. A curriculum designed by Upenn offers a choice of 32 courses across the humanities and sciences.

Ashoka University's founders are recognized leaders in their industries and the faculty are respected leaders in their fields. The university seeks students of exceptional promise who are

ready to be leaders in a fast-changing world. The deadline for submission of applications is August 30, 2013.

For application forms log on to our website.
www.ashokaniv.edu

Headlines

The weight of typefaces should be varied (as shown above) to distinguish headlines vis-à-vis the body text, and create visual hierarchy in any piece of communication.

Body Text

All body text must be left aligned. It should never be centered, right aligned or justified. The unequal spaces between characters and words in justified text make it unwieldy and hard to read. Always use a line space between paragraphs and start new paragraphs without any indentation. Never set body text in upper case. Italics should be used sparingly only for emphasising a word or a phrase in body text.

Typography

Usage of digital typefaces (website)

The screenshot shows the homepage of the Ashoka University website. It features a large image of students working together at a table. Overlaid on the image is a red banner with the text "Welcome to Ashoka University" and "The global, multi-disciplinary undergraduate education you always aspired to – right here in India". Below the banner, there is a call to action "REGISTER FOR AN ALERT >". To the right of the banner, there is a line of text "IN COLLABORATION WITH" followed by logos for Penn Engineering and Carleton College. At the bottom, there is a section titled "Hear from our founders" with five video thumbnail cards. Each card has a small video player icon in the bottom right corner.

HEADLINE
Georgia Regular

HEADLINE SUBTEXT
Open Sans Regular

BODY TEXT
Open Sans Regular

Admissions for Undergraduate class of 2014-2018 will open 1st August

REGISTER FOR AN ALERT >

IN COLLABORATION WITH

Penn Engineering Carleton College

Hear from our founders

Sanjeev, about students choosing engineering over passion

Pramath, about the lack of good options in India

Puneet, on the need for comprehensive college education

Ashish, on the importance of innovation in Indian college system

Sid Yog, says every career opportunity needs this education

Typography

Do not's

Do not change the fonts for the headline and the body text. Only use the typefaces specified.



The global, multi-disciplinary undergraduate education you have always aspired to.

Right here in India.

Ashoka University offers a 4 year undergraduate degree in the tradition of the finest US colleges. A curriculum designed by Upenn offers a choice of 32 courses across the humanities and sciences.

Ashoka University's founders are recognized leaders in their industries and the faculty are respected leaders in their fields. The university seeks students of exceptional promise who are ready to be leaders in a fast-changing world.

The deadline for submission of applications is August 30, 2013.

For application forms log on to our website.
www.ashokauniv.edu

Do not use alignments/styles for the text other than specified



The global, multi-disciplinary undergraduate education you have always aspired to.

Right here in India.

Ashoka University offers a 4 year undergraduate degree in the tradition of the finest US colleges. A curriculum designed by Upenn offers a choice of 32 courses across the humanities and sciences.

Ashoka University's founders are recognized leaders in their industries and the faculty are respected leaders in their fields. The university seeks students of exceptional promise who are ready to be leaders in a fast-changing world.

The deadline for submission of applications is August 30, 2013.

For application forms log on to our website.
www.ashokauniv.edu

04. Imagery



Imagery

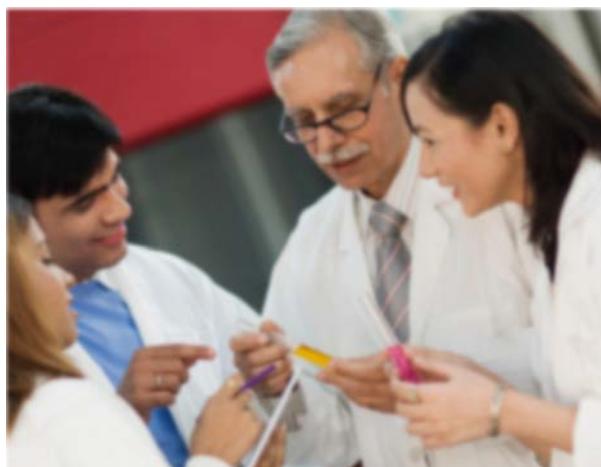
Our images and the way we use them are defining elements in how our university looks and communicates.

Our image style represents the values, quality of service and the quality of education we deliver to our students through our faculty and our resources. Our image style uses pictures that are clear, crisp, confident, striking and engaging.



Imagery

Do not's



Do not use images that
are dull or too dark.

Do not use imagery where the main
subject is blurred or out of focus

Imagery

Do not's



Do not use images that appear gimmicky or lack gravitas.

Use images that are confident, striking and engaging.

Imagery

Supporting visual device

Logo watermark – on cultured backgrounds

The logo mark can also be used as a pattern either whole or cropped interestingly, to create dynamic backgrounds.

The pattern can be used against the Ashoka University ivory as shown on the right. This can be used as a background for applications like magazine ads, hoardings, websites etc.

The pattern can also be used against the Ashoka University blue or red, but as supporting visual elements, like separator slides in PowerPoint presentations or section separators in a brochure



Imagery

Supporting visual device

Logo watermark – on cultured backgrounds

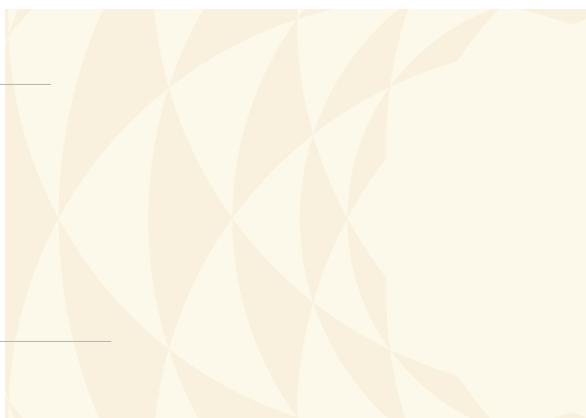
The logo watermark can be used either whole or cropped as shown, in the specified ivory shades.



CMYK 00 : 00 : 10 : 02
RGB 250 : 246 : 227



CMYK 03 : 05 : 16 : 00
RGB 243 : 232 : 204



Imagery

Supporting visual device

Examples of logo watermark – on cultured backgrounds



Hoarding



Website

Imagery

Supporting visual device

Logo watermark – on images

The logo mark can also be used as a pattern over images as shown.



Cropped logo mark multiplied over the image with an opacity of 50-60% depending on the colour of the image.

Make sure the logo watermark is not overpowering the image. It should help enhance the dynamism and vitality of the background image used.

05. Tone of voice

Tone of voice

Our brand's tone of voice reflects the personality of our brand as expressed through the written and spoken word. Tone of voice governs WHAT we say as well as HOW we say it – it refers to the content and style of our communication, in any setting and in any medium.

Why is tone of voice important?

Developing a consistent tone of voice strengthens our brand. When we communicate in a particular way, what we say becomes more engaging, more convincing. Our collective brand personality should shine through all our communications; this is a key opportunity to express what makes us different and stand out from the crowd. Used effectively, words can shape the way people perceive us and provide a consistency to our communications that audiences will begin to associate with our brand.

Defining our tone of voice

The easiest way to understand what our tone of voice should be is to think about the personality of the Ashoka University brand. If our brand was a person, what would they be like? How would we expect them to speak? If they sent us an email, how would it be written?

The following adjectives describe our desired personality and must be reflected in our tone of voice (elaborated on the next slide).

- 1. Confident & Trustworthy**
- 2. Authentic**
- 3. Approachable**
- 4. Differentiated**

Tone of voice

1. Confident & Trustworthy

We should always appear confident and our pride in what we are doing must be evident. We need to speak with authority and sound like an expert. Everything we say must encourage and inspire our readers. A common pitfall to avoid is an overly ‘casual’ tone arising from the logic that our audience is young. We are not selling soda – we are expecting students to trust us with their future. We are a university and while we must be clear and friendly, we must reflect a certain gravitas.

2. Authentic

We should never dumb down nor over-complicate our language. We should be straightforward, which means both avoiding jargon as well as steering clear of over-the-top marketing language. We should sound sincere and authentic. Our audience has short attention spans and we stand a much better chance of getting our message across if we keep it simple and direct.

3. Approachable

Our communication must never appear cold, ‘stand-offish’ or intimidating. We should always be inclusive and friendly. We have a lot to say, but we appreciate the value of listening too – the most productive conversation is two-way, in partnership and collaboration. We offer a genuinely supportive environment, so it is important to represent this in the words that we use. Make sure that the tone is simple, empathetic and honest.

4. Differentiated

We know that our offering is clearly differentiated from the other institutions in India today. It is imperative that every piece of communication, no matter how small, reflects this. The biggest mistake we can make is to use a ‘generic’ tone and message that makes us sound like one more new university. Our communication must never over-sell, else it will be hard to build an aspirational brand.

Tone of voice

Structure your paragraphs in the inverted pyramid style: This means stating the conclusion or result first, then supporting it with the sentences that follow. This helps readers to move from point to point, and decide where they would like to dive in deeper.

Avoid masses of undifferentiated text: Embrace the line break. Feature one idea per paragraph, and keep them short. A big grey mass of text can overwhelm the reader and result in him/her just skipping the entire paragraph.

Use attention-getting headlines and sub-headlines: A strong, attention getting headline is vital to getting readers to engage with us in the first place. Subheadings or ‘mini headlines’ keep them moving through the rest of the content.

Make headlines intriguing, but informative: ‘Compelling’ is good, ‘hyped’ is not. A good practice is to first write the headlines and sub-headings. Once you’ve completed that, read them to check if the audience will understand what you want to say if he or she reads only that information. Are the important takeaways all there?

Bullet that list: Bullets make ‘scanning’ easier because they are visually differentiated to the rest of your text. They also force you to make your points crisp by removing unnecessary words.

Use highlighted boxes, infographics, captions: Differentiate anything that is noteworthy by putting it in a box or representing it visually. Do remember that infographics are meant to make it easier to decode the point you are making so an overly complex diagram will not help.

Check your readership path:

Once you have finished formatting your content, follow different readership paths to see if you have succeeded in addressing different needs:

1. The impatient scanner: Read only the headlines and sub-headlines
2. The short-on-attention but big-on-detail reader: Read headlines, sub-headlines and all formatted text – highlights, bold, bullets, infographics, etc.
3. The deep diver: Read everything. Look for repetition. Saying the same thing in different words does not prove your point.

08. Our brand identity

(Summary and examples of usage)

Our brand identity

Summary of elements

Our brand identity is the visual expression of our brand. It includes our logo, colours, typography, imagery and tone of voice used in a clearly defined language that makes us recognized and differentiated from others in the industry.

Always adhere to the brand guidelines for consistency and clarity in representing the brand. Examples of usage are shown in the following pages through our brand applications.



Logo



Colour

Kepler
Georgia
0123456789
Aa....Zz

Typography



Imagery



Tone of Voice

Our brand applications

Stationery

The quality of the letterhead on which a letter is printed says as much as its contents. Business cards with non-standardised designs communicate lack of integration in an organisation and demonstrate low quality standards.

All Ashoka University stationery must only be printed using the digital master artworks which have been provided and under no circumstances must any artwork ever be recreated at a supplier's site. Stationery must always be offset printed at a good quality supplier.



Dhawal Sharma
Project Manager

M +91 98188 56904
T +91 11656 52645
E dhawal@ashoka.edu.in
W www.ashoka.edu.in

PROJECT

Office No. 2
Green Avenue Street
Pocket D3, Vasant Kunj
New Delhi 110 070

CAMPUS

Rajiv Gandhi Education City
Kundli, NCR

Business card



SPECIFICATIONS

Size 80 mm x 54 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory 250 gsm

Standard: Matte Art Card 200 gsm

SPECIFICATIONS FOR CONTENT

Name: Kepler Std SemiBold – 8.5 pt

Colour: Ashoka University Blue

Designation: Kepler Std SemiBold – 6.5 pt

Colour: Ashoka University Red

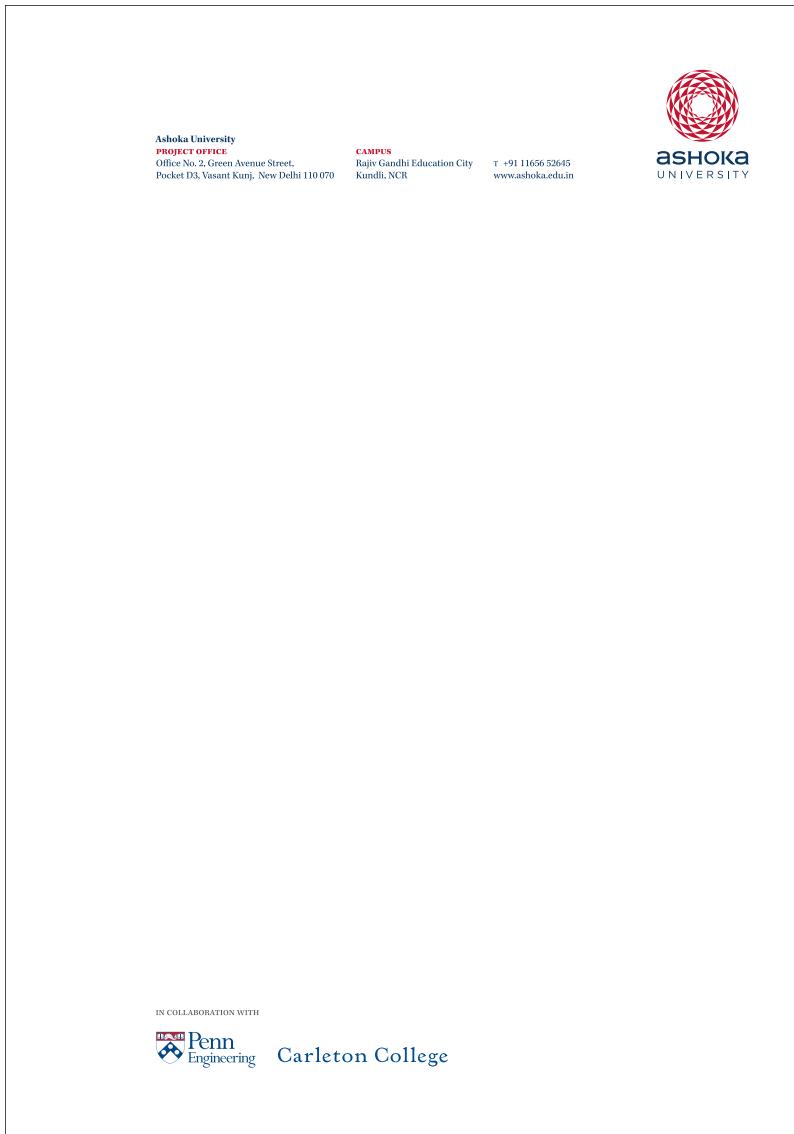
Contact Details: Kepler Std Regular – 7 pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Regular – 7 pt

Colour: Ashoka University Red

Letterhead



SPECIFICATIONS

Size ① mm x ② 7 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory ③ gsm

Standard: Matte Art ④ rd ⑤ gsm

SPECIFICATIONS FOR CONTENT

Name of University: Kepler Std Bold – ⑥ pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Bold – ⑦ pt

Colour: Ashoka University Red

Contact Details: Kepler Std Regular – ⑧ pt

Colour: Ashoka University Blue

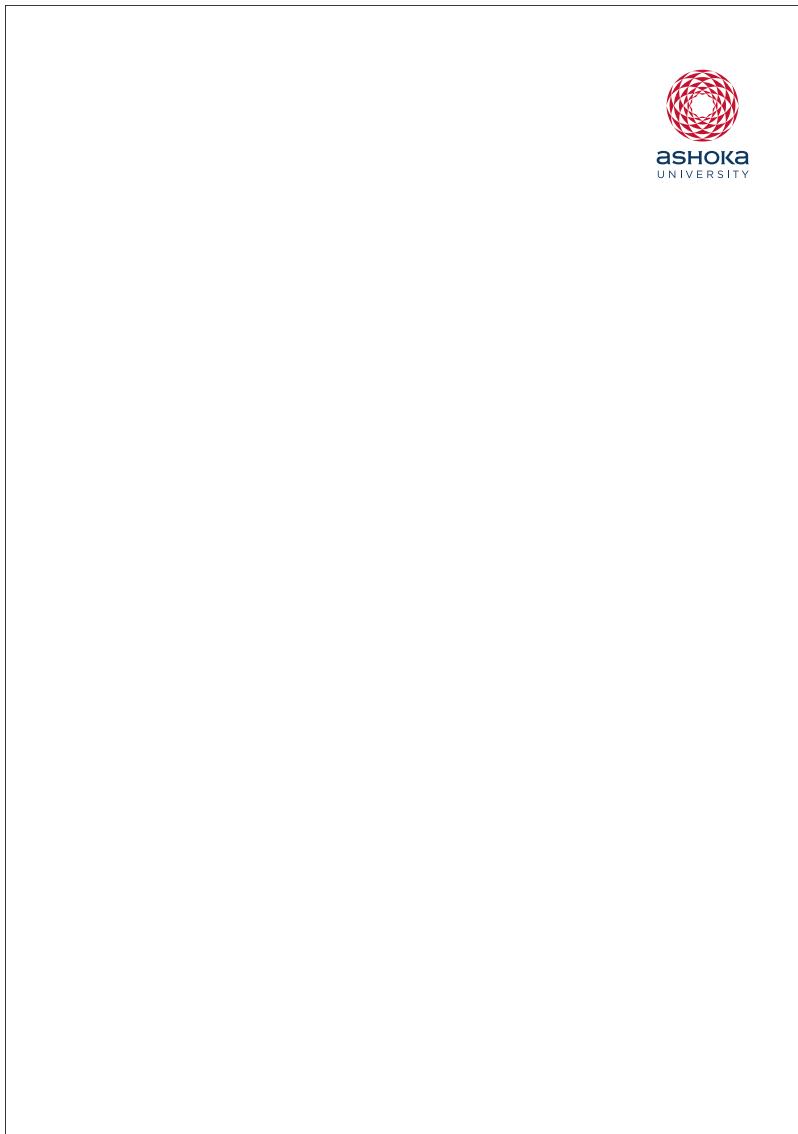
IN COLLABORATION WITH



Penn Engineering

Carleton College

Continuation sheet



SPECIFICATIONS

Size 10 mm x 27 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory 100 gsm

Standard: Matte Art Card 100 gsm

Letterhead A5



SPECIFICATIONS

Size: 148.5 mm x 210 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory 120 gsm

Standard: Matte Art Card 120 gsm

SPECIFICATIONS FOR CONTENT

Name of University: Kepler Std Bold – 7 pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Bold – 7 pt

Colour: Ashoka University Red

Contact Details: Kepler Std Regular – 7 pt

Colour: Ashoka University Blue

Ashoka University**PROJECT OFFICE**

Office No. 2, Green Avenue Street
Pocket D3, Vasant Kunj, New Delhi 110 070

CAMPUS

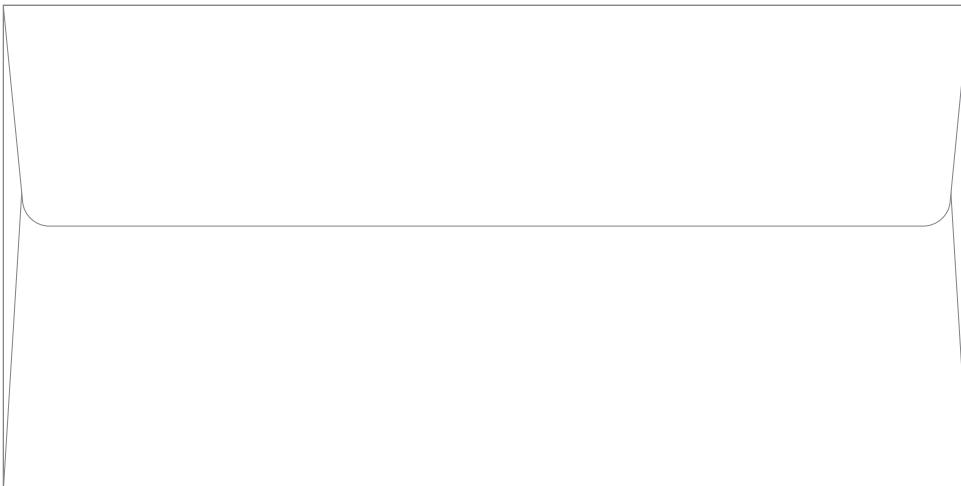
Rajiv Gandhi Education City
Kundli, NCR

t +91 11656 52645
www.ashoka.edu.in

Envelope-A4



Front



Back

SPECIFICATIONS

Closed Size 210 mm x 297 mm

Open Size 210 mm x 148 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory 100 gsm

Standard: Maplitho Highbright 100 gsm

SPECIFICATIONS FOR CONTENT

Name of University: Kepler Std Semi Bold – 5 pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Bold – 5 pt

Colour: Ashoka University Red

Contact Details: Kepler Std Regular – 5 pt

Colour: Ashoka University Blue

Envelope-A4 window



Front



Back

SPECIFICATIONS

Closed Size 210 mm x 110 mm

Open Size 210 mm x 110 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory 100 gsm

Standard: Maplitho Highbright 100 gsm

SPECIFICATIONS FOR CONTENT

Name of University: Kepler Std Bold – 5 pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Bold – 5 pt

Colour: Ashoka University Red

Contact Details: Kepler Std Regular – 5 pt

Colour: Ashoka University Blue

Envelope-A4 document



SPECIFICATIONS

Closed Size 0 mm x 0 mm

Open Size 0 mm x 0 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Premium: Cordenons – Natural Evolution Ivory 0 gsm

Standard: Maplitho Highbright 0 gsm

SPECIFICATIONS FOR CONTENT

Name of University: Kepler Std Semi Bold – 5 pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Bold – 5 pt

Colour: Ashoka University Red

Contact Details: Kepler Std Regular – 5 pt

Colour: Ashoka University Blue

Mailing label



SPECIFICATIONS

Size 3 mm x 8 mm

Product ion: Process 4 Colour Offst (CMYK)

Paper:

Standard: Maplitho Highbright 90 gsm
(Gummed after printing)

SPECIFICATIONS FOR CONTENT

Name of University: Kepler Std Bold – 7 pt

Colour: Ashoka University Blue

Address Headers: Kepler Std Bold – 7 pt

Colour: Ashoka University Red

Contact Details: Kepler Std Regular – 7 pt

Colour: Ashoka University Blue

Fax sheet

IN COLLABORATION WITH

 Penn Engineering Carleton College

Facsimile

For the attention of _____
Fax No _____
Tel No _____

Mobile No _____
Sent by _____
Fax No _____
Tel No _____
Mobile No _____
Number of sheets sent including this page _____
Subject _____
Message _____

Confidential The information contained in this communication is confidential to the sender, and is intended only for use of the addressee.
Unauthorized use, disclosure or copying is strictly prohibited and may be unlawful.

SPECIFICATIONS

Size: 210 mm x 297 mm

Production: Process 4 Colour Offset (CMYK)

Paper:

Standard: Matte Art Card 120 gsm

Our brand applications

Signage

Exterior signage illustration



Exterior

OPTION 1



NOTE:

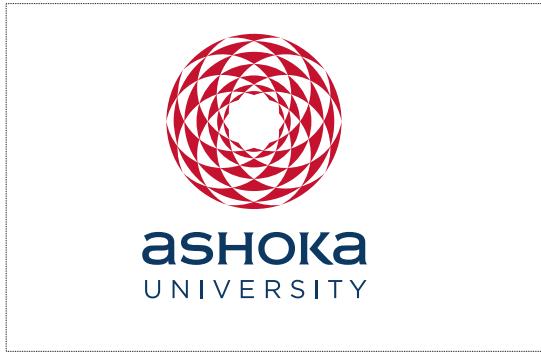
A signage-specific Ashoka University logo has been crafted for use on interior and exterior signage. This has been sent along with the standard logo artworks and signage specifications.

Depth of cut-letters have not been specified, as this will depend on final size of sign.

MATERIAL SPECIFICATIONS

Router-cut brush steel or stainless steel.

OPTION 2



MATERIAL SPECIFICATIONS

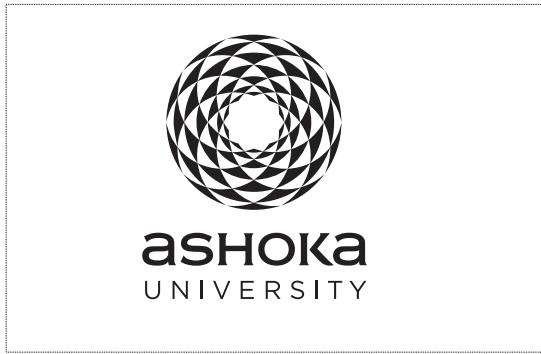
Aluminium cut-letters and spray-painted in colours matched to specifications in the Ashoka University brand guidelines

3M frosted vinyl illustration



Interior

OPTION 1



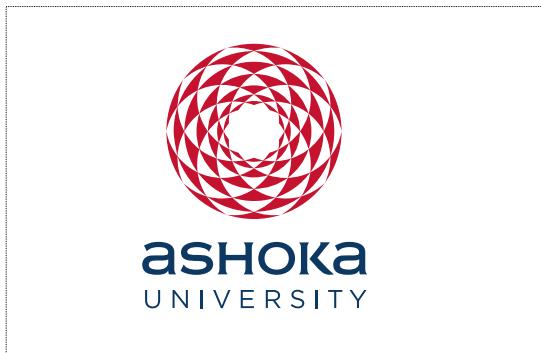
A signage-specific Ashoka University logo has been crafted for use on interior and exterior signage. This has been sent along with the standard logo artworks and signage specifications.

Depth of cut-letters have not been specified, as this will depend on final size of sign.

MATERIAL SPECIFICATIONS

3M frosted-vinyl cut stickers or 3M vinyl cut stickers in colours to match specifications in the Ashoka University brand guidelines

OPTION 2



MATERIAL SPECIFICATIONS

Foam-board/sun-board cut-letters. Spray-painted colours to match specifications in the Ashoka University brand guidelines

Our brand applications

Outdoor installation

Sculpture



NOTE:

This is an artist's impression of a sculpture that could be created at the University premises.

Our brand applications

Fleet marking

Bus graphics - Side

1



2



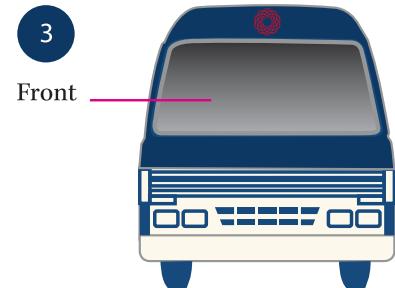
Side 1



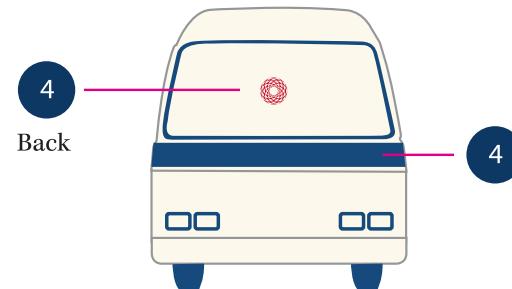
Side 2



Bus graphics - Front



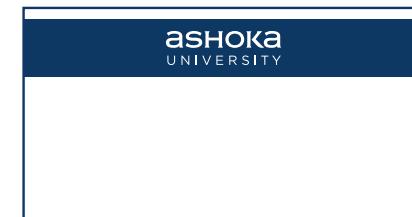
Front
Front Top



Back
Rear Window



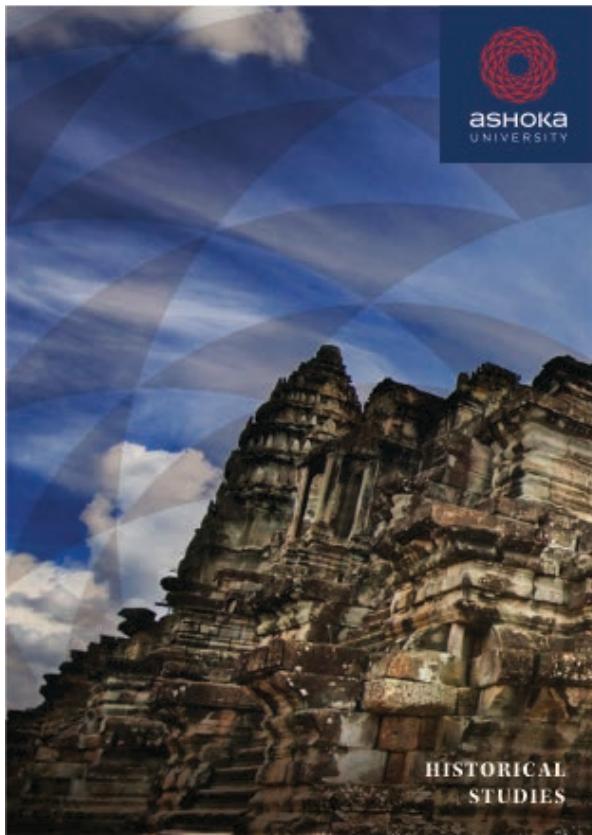
Back Bottom



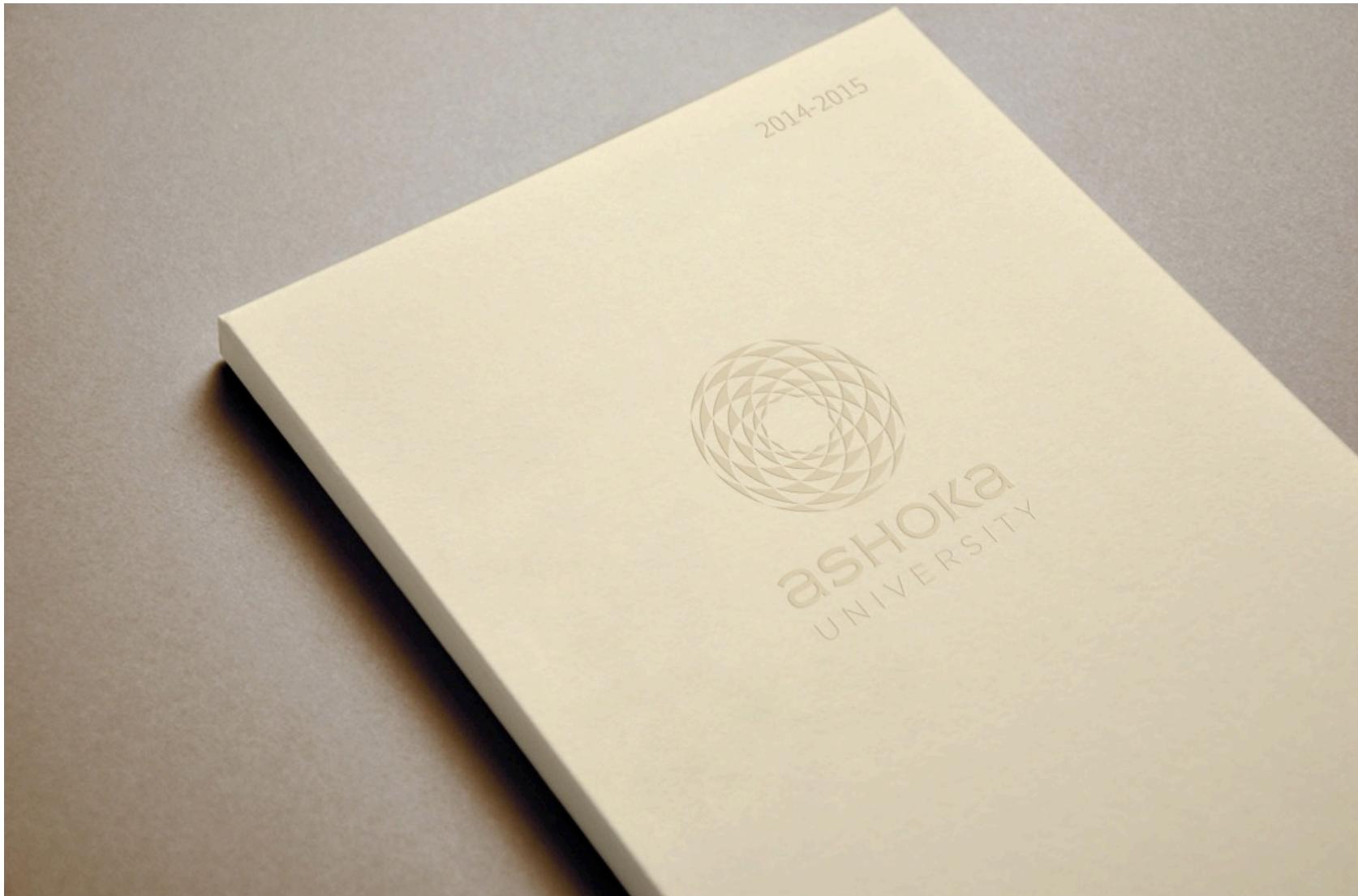
Our brand applications

Other collateral

Course leaflets



Report cover



Diploma Certificate



Apparel – Faculty



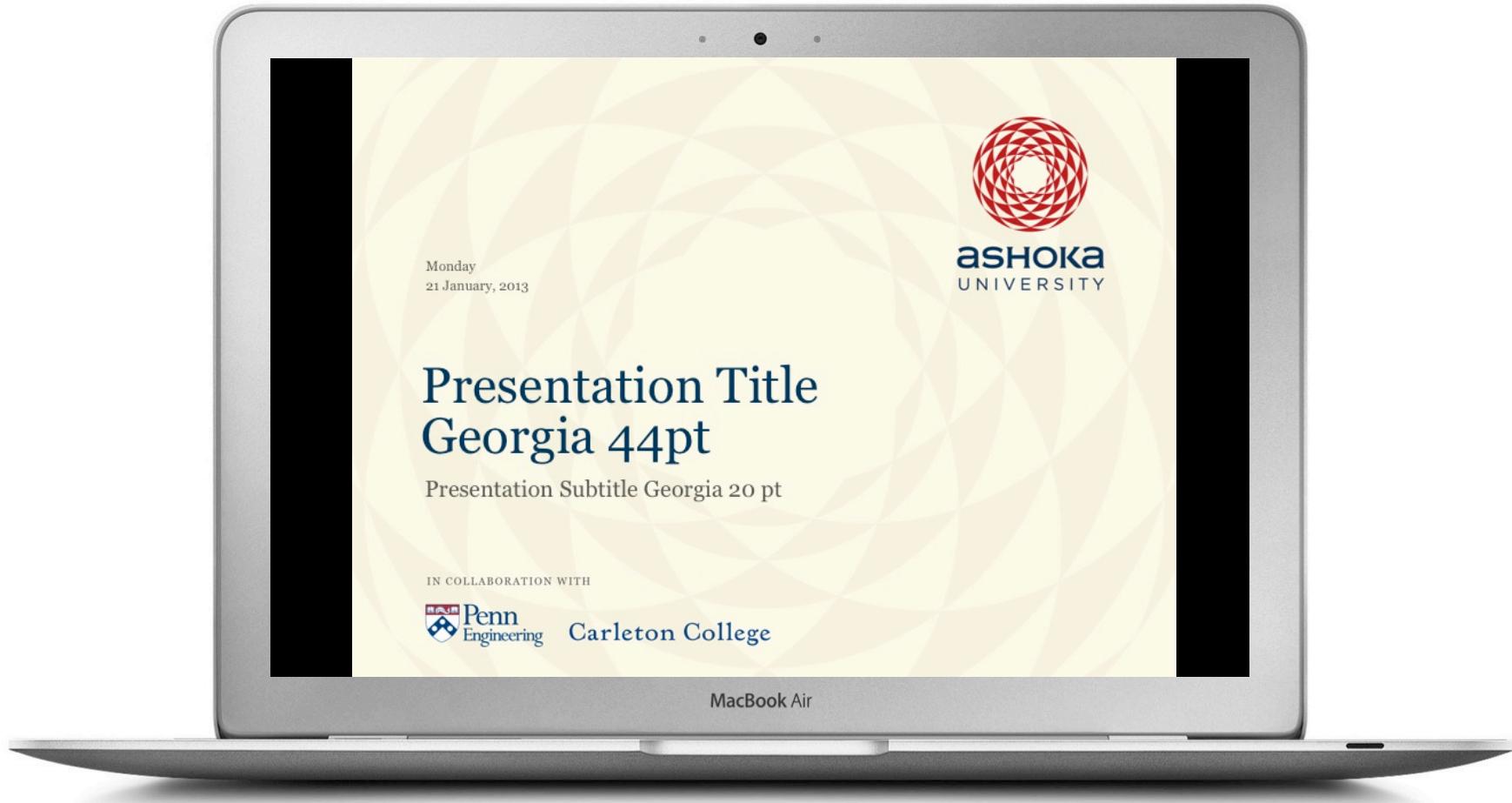
Apparel – Students



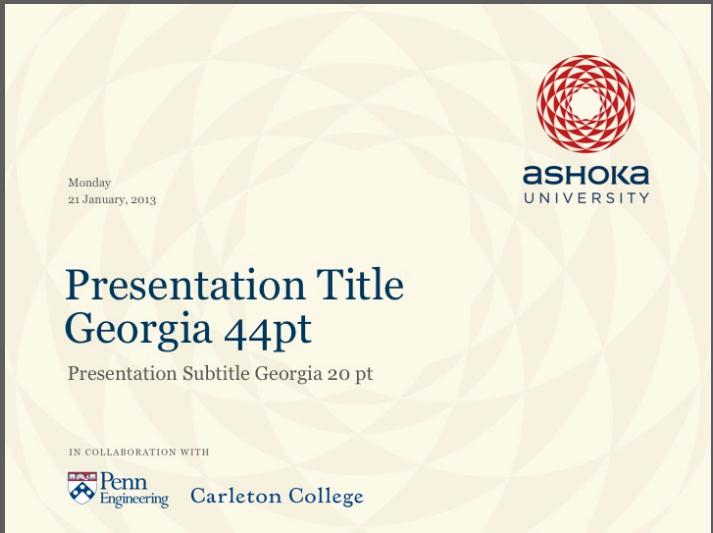
Our brand applications

Digital

PowerPoint template



PowerPoint template



Example of a long Heading in Georgia 32pt Regular

Body copy in Georgia 18pt Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dignissim malesuada ligula. In hac habitasse platea dictumst. Integer fringilla, lectus sit amet aliquam egestas, elit arcu mattis sapien, at accumsan dolor nibh a felis. Duis venenatis metus. Morbi et tortor. Donec ut ante quis urna viverra convallis. Aenean a odio. Fusce aliquet. Donec id velit. Vivamus bibendum, tellus sed blandit placerat, nisl ante faucibus.

Highlighted text in Georgia 16pt Bold

- Example for usage of bullet points
- Eneterh exero conummy niame
- Vulpuset ilisl ea con enimam cortis faccum veliqui
- Eneterh exero conummy niame

Footer Note Heading Georgia 10pt Regular
Example of footer notes body text in Georgia 10pt Regular.

Heading Georgia 32pt Regular

Sub head Georgia 16pt Bold

Body copy Georgia 16pt Regular. Integer fringilla, lectus sit amet aliquam egestas, elit arcu mattis sapien, at accumsan dolor nibh a felis. Duis venenatis metus. Morbi et tortor. Donec ut ante quis urna viverra convallis. Aenean a odio. Fusce aliquet. Donec id velit. Vivamus bibendum, tellus sed blandit placerat, nisl ante faucibus.

Highlighted text, Georgia 16pt Bold

Body copy Georgia 16pt Regular. Lorem ipsum dolor sit amet, consectetur adipiscing elit. Quisque dignissim malesuada ligula. In hac habitasse platea dictumst.

Highlighted text, Verdana 16pt Bold

Body copy Georgia 16pt Regular. Integer fringilla, lectus sit amet aliquam egestas, elit arcu mattis sapien, at accumsan dolor nibh a felis. Duis venenatis metus. Morbi et tortor. Donec ut ante quis urna viverra convallis.

Colours for use in Presentations for graphs, clip-art etc.

R 196 G 18 B 47	R 13 G 56 B 98
R 0 G 0 B 0	R 38 G 38 B 38
R 89 G 89 B 89	R 166 G 166 B 166

Slide presentations are typically made using Microsoft PowerPoint.

A PowerPoint template has been designed to maximise clarity and consistency.

All presentations must be based on this. Frequently used graphs and charts are also demonstrated. Use the prescribed colour palette and fonts for consistency.

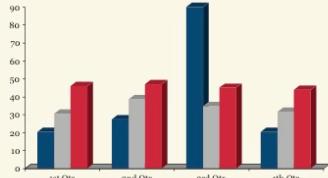
PowerPoint template

Example of slide with graph

Sub head Georgia 16pt Bold

Body copy Georgia 16pt Regular. Integer fringilla, lectus sit amet aliquam egestas, elit arcu mattis sapien, at accumsan dolor nibh a felis. Duis venenatis metus. Morbi et tortor. Donec ut ante quis urna viverra convallis. Aenean odio.

Note
Shown here is the ideal size for a graph.
Data in Georgia 10pt Regular.



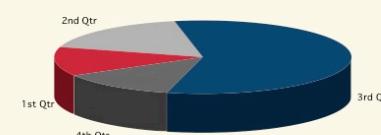
5

Example of slide with graph

Highlighted text in Georgia 16pt bold

- Example for usage of bullet points
- Eneterh exero conummy niame
- Vulpuset ilisl ea con eniam cortis faccum veliqui
- Eneterh exero conummy niame

Note
Shown here is the ideal size for a graph.
Data in Georgia 10pt Regular.



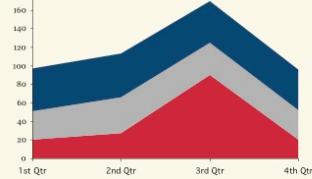
6

Example of slide with graph

Highlighted text in Georgia 16pt bold

- Example for usage of bullet points
- Eneterh exero conummy niame
- Vulpuset ilisl ea con eniam cortis faccum veliqui
- Eneterh exero conummy niame

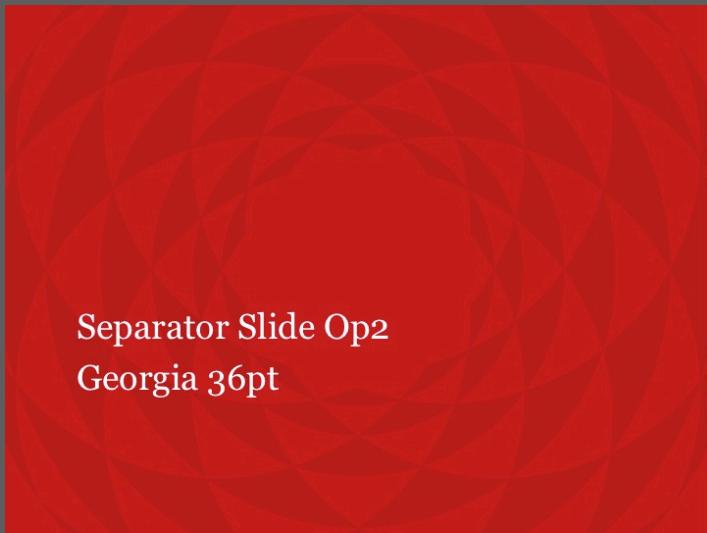
Note
Shown here is the ideal size for a graph.
Data in Georgia 10pt Regular.



7

Separator Slide Georgia 36pt

PowerPoint template



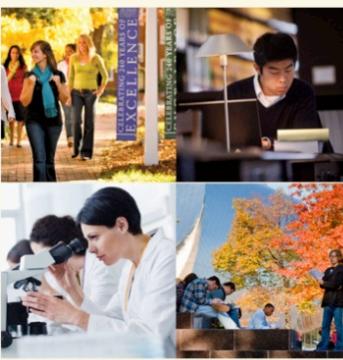
Example of image use



- Example for usage of bullet points
- Eneterh exero conummy niame
- Vulputet ilisl ea con eniam cortis faccum veliqui
- Eneterh exero conummy niame

10

Example of image use



Body copy Georgia 16pt Regular.
Integer fringilla, lectus sit amet
aliquam egestas, elit arcu mattis
sapien, at accumsan dolor nibh a felis.
Duis venenatis metus. Morbi et tortor.
Donec ut ante quis urna viverra
convallis. Aenean a odio.

11



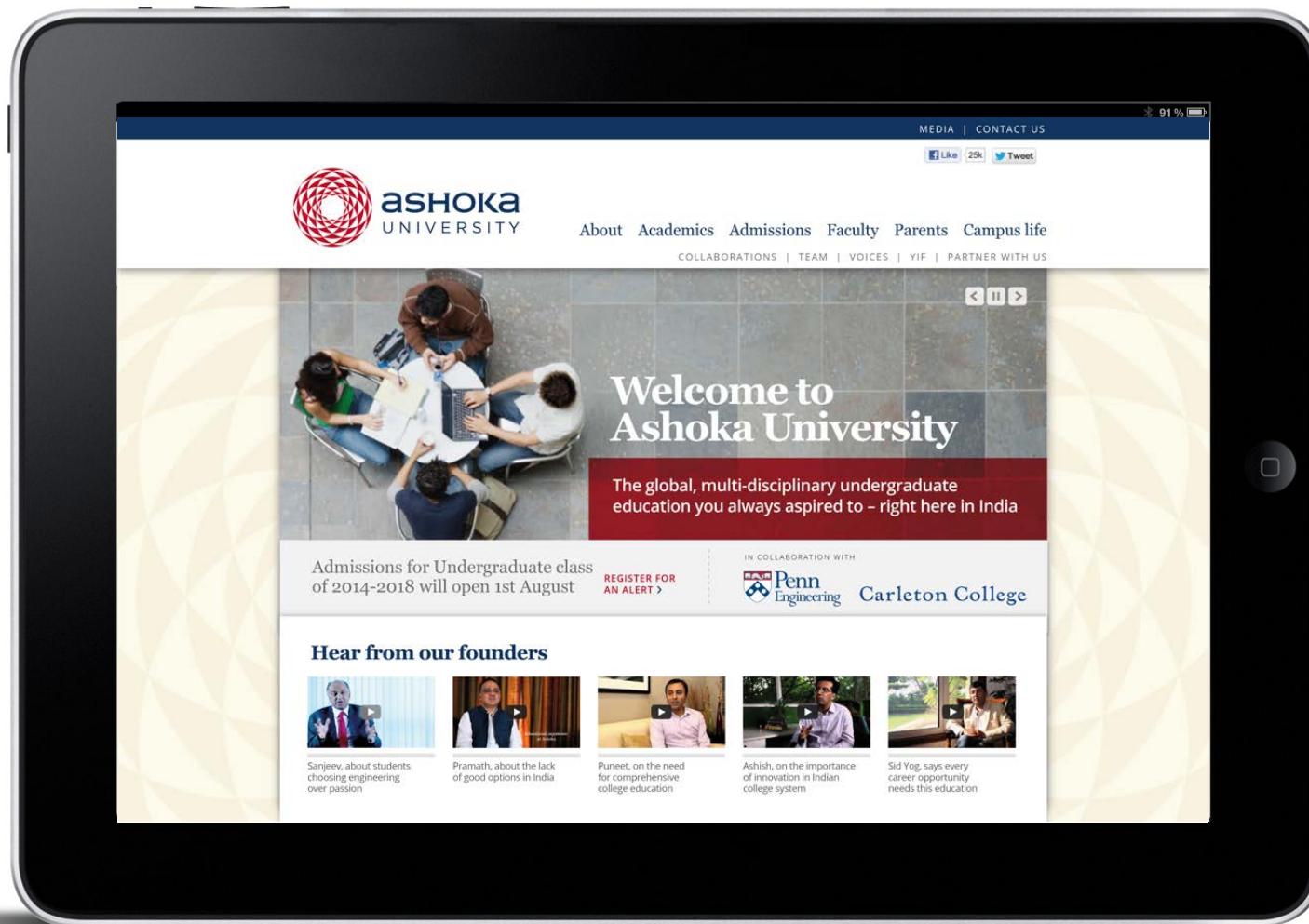
ASHOKA UNIVERSITY

Thank You

IN COLLABORATION WITH

 Penn Engineering Carleton College

Website



Website

The screenshot shows the homepage of Ashoka University's website. At the top, there is a dark blue header bar with the university's logo on the left, followed by links for 'MEDIA' and 'CONTACT US'. Below the header, there are social media icons for Facebook ('Like 25k'), Twitter ('Tweet'), and YouTube. A navigation menu includes 'About', 'Academics', 'Admissions', 'Faculty', 'Parents', and 'Campus life'. Below the menu, a sub-navigation bar lists 'COLLABORATIONS', 'TEAM', 'VOICES', 'YIF', and 'PARTNER WITH US'. The main content area features a large image of four students sitting around a table, looking at a laptop and documents. Overlaid on this image is the text 'Welcome to Ashoka University' in large, bold, white letters. Below this, a red banner contains the text 'The global, multi-disciplinary undergraduate education you always aspired to - right here in India'. To the left of the banner, a call-to-action box says 'Admissions for Undergraduate class of 2014-2018 will open 1st August' and includes a link 'REGISTER FOR AN ALERT >'. To the right, it says 'IN COLLABORATION WITH' and lists 'Penn Engineering' and 'Carleton College' with their respective logos. Below this, a section titled 'Hear from our founders' displays five video thumbnail cards, each featuring a man speaking. The thumbnails are: 'Sanjeev, about students choosing engineering over passion', 'Pramath, about the lack of good options in India', 'Puneet, on the need for comprehensive college education', 'Ashish, on the importance of innovation in Indian college system', and 'Sid Yog, says every career opportunity needs this education'. At the bottom, there is a 'Stay Connected' section with social media links for Facebook, Twitter, YouTube, and RSS, and a 'Subscribe' form where users can enter their email address.

MEDIA | CONTACT US

ashoka UNIVERSITY

About Academics Admissions Faculty Parents Campus life

COLLABORATIONS | TEAM | VOICES | YIF | PARTNER WITH US

Welcome to Ashoka University

The global, multi-disciplinary undergraduate education you always aspired to - right here in India

IN COLLABORATION WITH

Penn Engineering Carleton College

Admissions for Undergraduate class of 2014-2018 will open 1st August

REGISTER FOR AN ALERT >

Hear from our founders

Sanjeev, about students choosing engineering over passion

Pramath, about the lack of good options in India

Puneet, on the need for comprehensive college education

Ashish, on the importance of innovation in Indian college system

Sid Yog, says every career opportunity needs this education

Stay Connected

Subscribe to our updates

Please enter email address

SUBSCRIBE

COPYRIGHT © 2013 ASHOKA UNIVERSITY

Website

The screenshot shows the 'About Us' section of the Ashoka University website. At the top, there is a navigation bar with links for 'MEDIA' and 'CONTACT US', along with social media icons for Facebook, LinkedIn, and Twitter. Below the navigation is a horizontal menu with links for 'About', 'Academics', 'Admissions', 'Faculty', 'Parents', and 'Campus life'. Underneath this is a sub-menu with links for 'COLLABORATIONS', 'TEAM', 'VOICES', 'FIR', and 'PARTNER WITH US'. The main content area features a large image of a modern building with a glass facade and people walking outside. To the left of the image, there is a sidebar with three sections: 'IFRE OBJECTIVES TEAM', 'IFRE', and 'Objectives'. The 'Objectives' section contains a detailed list of goals for the IFRE. Below this is a 'Team' section listing nine individuals with their names, titles, and brief biographies. At the bottom of the page, there is a 'Stay Connected' section with links for social media and a newsletter sign-up form.

A website is not just a brochure in a different format. Each medium makes its own demands on content and these must be respected. There are certain global guidelines that can help enhance the user experience and these are given below.

Research shows that most users 'scan' on the web and do not really read every word. Therefore ensure that your text is crisp, direct and succinct with:

- Consistent design and placement across navigation hierarchies
- Clearly highlighted cross links
- Meaningful sub-headings
- Bulleted lists instead of paragraphs
- The inverted pyramid style that starts with the conclusion and then leads the viewer into the details
- Clusters of small easy-to-read blocks of text with one idea per paragraph

Website

MEDIA | CONTACT US

 ashoka
UNIVERSITY

About Academics Admissions Faculty Parents Campus life
COLLABORATIONS | TEAM | VOICES | YIF | PARTNER WITH US



Media & Contact

MEDIA
CONTACT US

Media

JAN 16 Ashoka University in The Christian Science Monitor
The Christian Science Monitor; January 16, 2013 ›

JUN 12 New private universities in Haryana
Hindustan Times; June 12, 2013 ›

JUN 10 Haryana CM unveils Ashoka University foundation stone
The Economic Times; June 10, 2012 ›

JUN 09 Ashoka University foundation stone unveiled
IBN Live Wires; June 09,2012 ›

Contact Us

NAME 
EMAIL ADDRESS Email: info@ashoka.edu
COMMENTS
SUBMIT

Address

PROJECT OFFICE
No. 2, Green Avenue Street Pocket D-3,
Vasant Kunj New Delhi - 110070 (India)
(O): +91 11 65652645 (M): +91 9560784184

REGD. OFFICE
International Foundation for Research & Education
9-AB, Taimoor Nagar, New Friends Colony
New Delhi - 110065 (India)

YOUNG INDIA FELLOWSHIP CAMPUS
Sri Aurobindo Society Campus,
Shaheed Jeet Singh Marg, Adchini,
New Delhi - 110017 (India)
Tel.: +91 11 6565 2643
Website: www.youngindiafellowship.com

CAMPUS SITE
Plot No. 2, Rajiv Gandhi Education City,
Rai, Haryana (India)

Stay Connected

Subscribe to our updates | Please enter email address SUBSCRIBE



COPYRIGHT © 2013 ASHOKA UNIVERSITY

Brand resources

Frequently asked questions

How can we access the master files of the logo?

The logo in its different versions is available as AI, EPS, PDF and JPEG files with the Marketing Department.

How can the logo be enlarged?

The logo can be made larger by scaling it proportionately from a vector file of the master artwork. Do not use bitmap files (jpg / tif / psd / gif / pdf etc.) for scaling.

Where should CMYK colours be used?

CMYK is to be used for print applications where it is not possible to use Pantone colours.

Since many of our local suppliers use CorelDraw, what files do we use?

EPS files are fully compatible with all vector software including CorelDraw.

Why do the colours of the logo appear different on our monitor?

Variations in colour do occur from one monitor to another depending on individual display settings.

What is the best way of specifying colours to printers: Pantone or CMYK?

The Pantone Matching System is a universally understood standard for matching colour. All good offset printing houses carry Pantone shade cards. It is the most accurate way to specify colour.

Why do you recommend CMYK colours for print advertising, why can we not use Pantone values?

Pantone colours cannot be used for print advertising since all magazines are printed using the CMYK process.

As opposed to this a good commercial printing house can print Pantone colours. Since colours seem to vary from one material to another, should we have separate colour values for each type of paper?

Colours do appear different from one type of material to another. Even within the same kind of paper, there are often variations in texture from one lot to the next that alters the appearance of the colours printed on it.

Likewise the colours of the same object can appear different in different sorts of ambient light. There are too many variables that determine colour, and we have to live with the fact that there will be small variations. Since they do not significantly affect the identity, we do not require separate colour swatches.

Can the logo be applied on fabric?

The logo can be embroidered on fabric for uniforms, caps, bags etc. The brand colours should be matched with the embroidery thread manufacturers catalogue.

What colours should be used when printing banners?

Banners are printed mostly on CMYK digital printers. You may specify CMYK values for the brand colours.

How can the logo be etched on brass?

Etching does not employ colour. You can use the single colour version of the logo.

Glossary of terms

Artwork

An artwork is a print-ready file.

Brand colours

The two colours employed in the logo – Ashoka university Blue and Ashoka University Red.

CMYK

Cyan, Magenta, Yellow and Black. All offset and most digital printing devices uses this mode of resolving colour.

Grey-scale

This implies resolving the logo in just one colour, but allows different depths of it.

Logo

The logo is the unit that combines the symbol and the logotype.

Logotype

The text part of the logo.

Offset printing

Fast and economical, this is the most preferred form of printing when it comes to bulk volumes.

Pantone

This is the universal standard for colour. With most good suppliers carrying Pantone shade cards (or ‘swatches’), it is the best way to spec the brand colours.

RGB

Stands for Red, Green and Blue. All electronic displays, including monitors, and many desktop colour printers use this mode of colour.

Single colour

This implies resolving the logo in just one colour in uniform depth.

Symbol/Emblem

The Ashoka University symbol.



ashoka
UNIVERSITY

Ashoka University

τ +91 11656 52645

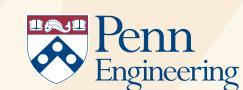
Project Office

Office No. 2, Green Avenue Street,
Pocket D3, Vasant Kunj, New Delhi 110 070

Campus

Rajiv Gandhi Education City, Kundli, NCR

IN COLLABORATION WITH



Carleton College