identity
manual

NATURAL LANGUAGE AND INFORMATION PROCESSING LAB

the logo

NATURAL LANGUAGE
AND INFORMATION
PROCESSING LAB

The logo is designed to mimic a human head. The sound wave, the face and the rear with the ear signify the N, L and P of the NLIP abbreviation respectively. The asterisk which acts as the eye can be read as the I of NLIP or the pencil atop the head can be read as a tilted I. The semantics and the inspiration behind this approach is to emblematize the various media of language. The wave signifies speech, the eye and the ear signify visual and auditory perception and the pencil signifies writing. Together, they represent perception and propagation of information and knowledge.

about the logo

usage

The colour version of the logo is best used against a light background. It utilizes a black (#000000) primary colour and a red (#A92323) accent.

The typeface used is Raleway Semibold in size 20 with 16 percent letter spacing.

NATURAL LANGUAGE AND INFORMATION PROCESSING LAB

usage

For usage against dark backgrounds, use the dark variant with a white (#FFFFFF) palette accented with the pale crimson eraser dot (#F37070)
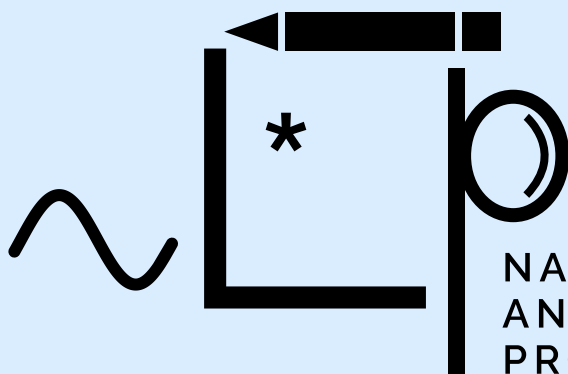
NATURAL LANGUAGE
AND INFORMATION
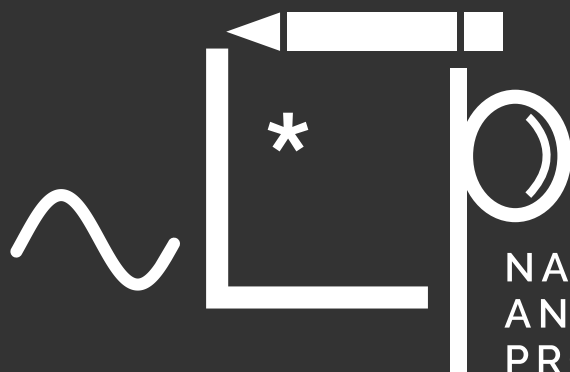PROCESSING LAB

usage

Use the monochrome black variant against light backgrounds

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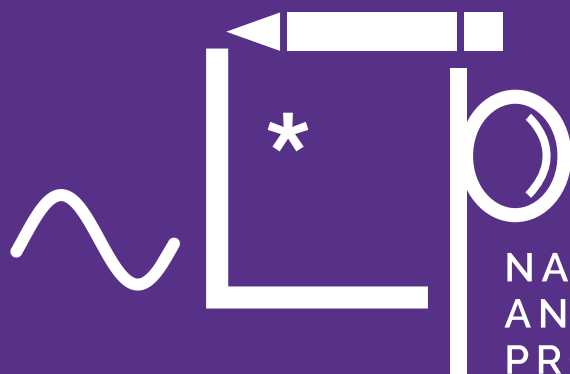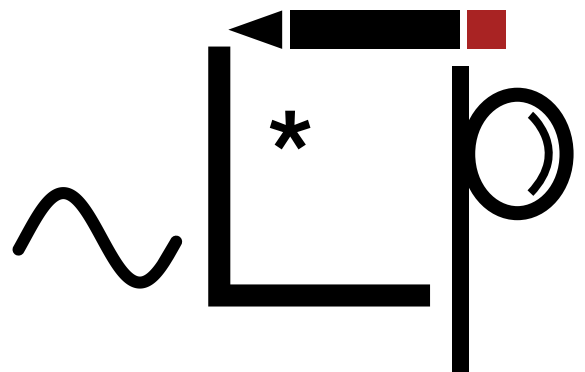PROCESSING LAB

usage

Use the monochrome white variant against dark backgrounds

NATURAL LANGUAGE
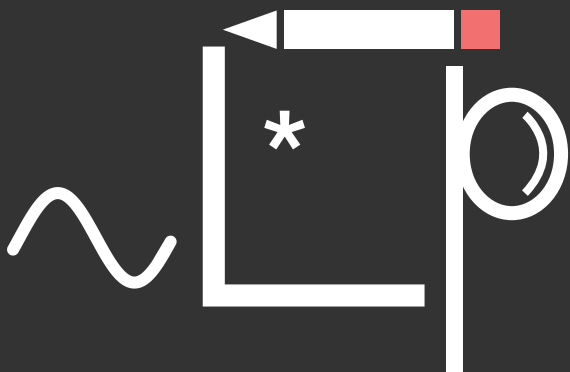AND INFORMATION
PROCESSING LAB

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Use the monochrome white variant against dark backgrounds

NATURAL LANGUAGE
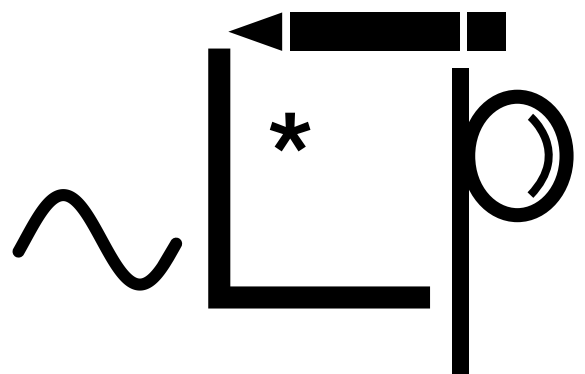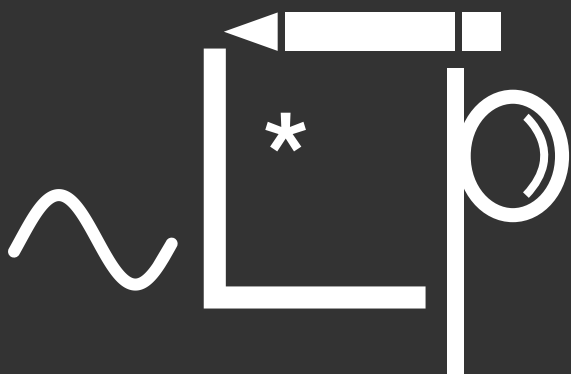AND INFORMATION
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usage

The logo can be utilized stand alone without the accompanying text

usage

The monochrome logo can be utilized stand alone without the accompanying text

thank you

I convey my heartfelt gratitude to Dr. Maunendra Sankar Desarkar for entrusting me in the conception of the design identity for the Natural Language and Information Processing Lab. I extend my thanks to Mr. Kaushal Kumar Maurya and Mr. Shrey Satapara for their constant feedback and support in this work.

Vishnuprasadh Kumaravelu