

SHIV NADAR
UNIVERSITY
DELHI NCR

Logo
Guidelines

DELHI NCR

April 7, 2021

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THE BRAND STORY

Shiv Nadar University is an international, multi-disciplinary research-led university. The University's mission is to develop and educate the leaders of tomorrow; to support research, scholarly, and creative endeavors that contribute to the creation of new knowledge; and to create research and teaching programs that tackle the most pressing problems of India and the global community. Located on a 286-acre campus in India's National Capital Region, the University offers undergraduate, post-graduate, and doctoral programs in a range of disciplines in engineering, humanities and social sciences, natural sciences, communication, business, and education. Shiv Nadar University is a private philanthropic institution established by the Shiv Nadar Foundation in 2011 through an act of the State of Uttar Pradesh.

LOGO CONSTRUCTION



I X is the height of Logo letter “l”



SPACING AROUND THE LOGO

To maintain the sanctity of the logo and to avoid clutter around it, we need to ensure that there is a certain clear space around it.

This clear space is known as exclusion zone around the logo which serves to give it prominence. If you are ever in doubt about using our logo in a way that is unusual, please take the reference below.

I X is the height of Logo letter “I”

MINIMUM CLEAR SPACE



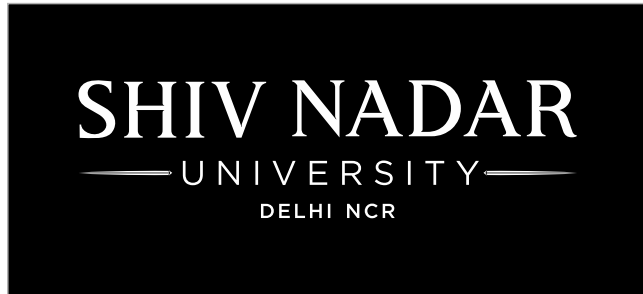
MINIMUM CLEAR SPACE



S I N G L E C O L O U R L O G O

B L A C K

SHIV NADAR
— UNIVERSITY —
DELHI NCR



B L U E

SHIV NADAR
— UNIVERSITY —
DELHI NCR



LOGO WITH SCHOOL NAME

HORIZONTAL



S X is the height of Logo's letter "S"



1. Size of Company Letterhead
21cm (w) x 29.7cm (h)

2. Bottom band should be 0.45 cm thick

3. Shiv Nadar University logo should appear at the Top-Left side; placement should be 2x distance away from the Left edge and 2x away from Top

4. School Name:

English: Font type - Gotham Medium, Font Size - 7,

Colour - C 100, M 56, Y 0, K 0

Book, Font Size - 7,

Colour - C 0, M 0, Y 0, K 80

LOGO WITH SCHOOL NAME

VERTICAL

SHIV NADAR
— UNIVERSITY —
DELHI NCR

School of
NATURAL SCIENCES

S X is the height of Logo's letter "S"

SHIV NADAR
— UNIVERSITY —
DELHI NCR

School of
NATURAL SCIENCES

1. Size of Company Letterhead
21cm (w) x 29.7cm (h)

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4. School Name:

English: Font type - Gotham Medium, Font Size - 7,

Colour - C 100, M 56, Y 0, K 0

Book, Font Size - 7,

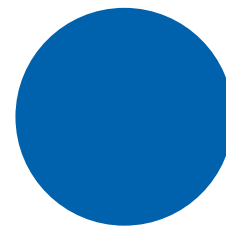
Colour - C 0, M 0, Y 0, K 80

SHIV NADAR
UNIVERSITY
DELHI NCR

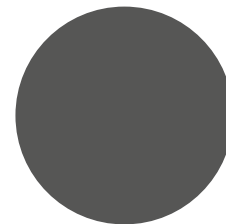


Brand
Hues

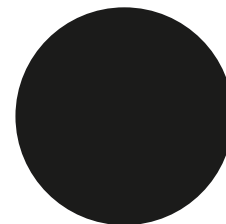
PRIMARY BRAND COLOURS



C : 100	R : 27
M : 56	G : 97
Y : 00	B : 169
K : 00	Hex #1B61A9

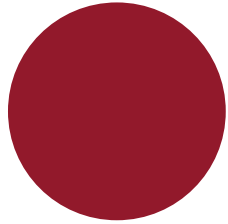


C : 00	R : 87
M : 00	G : 87
Y : 00	B : 86
K : 80	Hex #575756

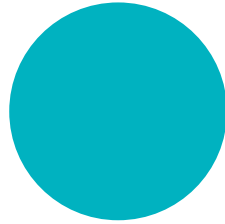


C : 00	R : 34
M : 00	G : 34
Y : 00	B : 33
K : 100	Hex #222221

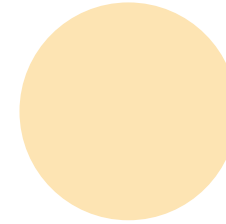
SECONDARY BRAND COLOURS



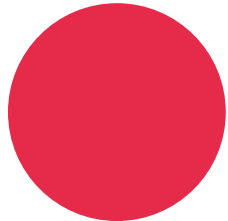
C : 30 R : 126
M : 100 G : 31
Y : 75 B : 47
K : 25 Hex #7E1F2F



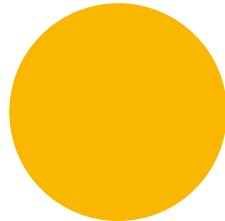
C : 75 R : 97
M : 00 G : 177
Y : 27 B : 190
K : 80 Hex #61B1BE



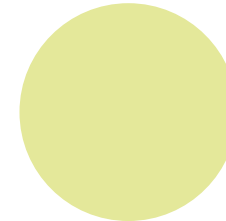
C : 00 R : 247
M : 12 G : 227
Y : 35 B : 181
K : 00 Hex #F7E3B5



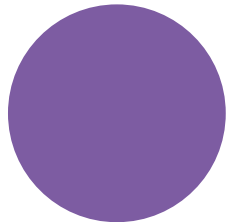
C : 00 R : 198
M : 92 G : 47
Y : 60 B : 75
K : 00 Hex #C62F4B



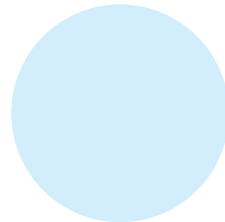
C : 00 R : 234
M : 30 G : 183
Y : 100 B : 22
K : 00 Hex #EAB716



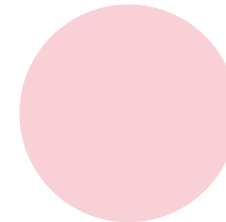
C : 15 R : 229
M : 00 G : 231
Y : 50 B : 157
K : 00 Hex #E5E79D



C : 60 R : 117
M : 70 G : 92
Y : 00 B : 159
K : 00 Hex #755C9F



C : 20 R : 218
M : 00 G : 236
Y : 00 B : 251
K : 00 Hex #DAECFB



C : 00 R : 238
M : 25 G : 207
Y : 10 B : 212
K : 00 Hex #EECFD4

SHIV NADAR
UNIVERSITY
DELHI NCR



Usage
On Different
Backgrounds

PERMISSIBLE LOGO BACKGROUNDS

Primary Logo background colour



C : 25 | R : 208
M : 00 | G : 231
Y : 00 | B : 250
K : 00 | Hex #D0E7FA



C : 100 | R : 27
M : 56 | G : 97
Y : 00 | B : 169
K : 00 | Hex #1B61A9



C : 00 | R : 235
M : 00 | G : 235
Y : 00 | B : 235
K : 10 | Hex #EBEBEB



C : 00 | R : 34
M : 00 | G : 34
Y : 00 | B : 33
K : 100 | Hex #222221

PERMISSIBLE LOGO BACKGROUNDS

Secondary Logo background colour which can support white and black logo as shown below



C : 30 R : 126
M : 100 G : 31
Y : 75 B : 47
K : 25 Hex #7E1F2F



C : 75 R : 97
M : 00 G : 177
Y : 27 B : 190
K : 00 Hex #61B1BE



C : 00 R : 234
M : 30 G : 183
Y : 100 B : 22
K : 00 Hex #EAB716



C : 00 R : 198
M : 92 G : 47
Y : 60 B : 75
K : 00 Hex #C62F4B



C : 60 R : 117
M : 70 G : 92
Y : 00 B : 159
K : 00 Hex #755C9F

Secondary Logo background colour which can support original colour logo



C : 20 R : 218
M : 00 G : 236
Y : 00 B : 251
K : 00 Hex #DAECFB



C : 00 R : 247
M : 12 G : 227
Y : 35 B : 181
K : 00 Hex #F7E3B5



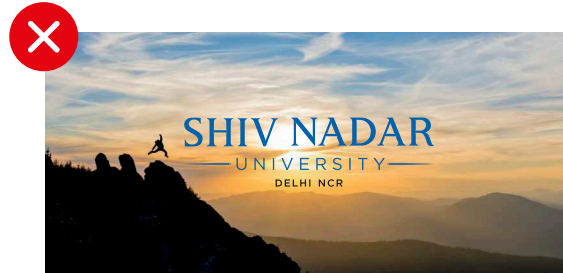
C : 00 R : 238
M : 25 G : 207
Y : 10 B : 212
K : 00 Hex #EECFD4



C : 15 R : 229
M : 00 G : 231
Y : 50 B : 157
K : 00 Hex #E5E79D

NON USEABLE LOGO TREATMENT AND BACKGROUNDS

The Shiv Nadar University logo will be provided to you in a variety of different digital formats. These are not to be changed in any way whatsoever. As you can see, using the outline of the SNU logo is not permitted.



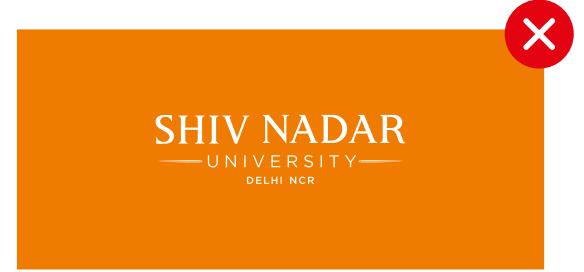
Place the logo over a picture



Outline the logo



Place the logo over a texture



Change the shade of the secondary colour



Stretch or contract the original proportion of the logo



change the shade of the brand blue colour



Place the logo over any gradient background

SHIV NADAR
UNIVERSITY
DELHI NCR



Brand
Font

.....
BRAND COMMUNICATION TYPEFACE - Gotham Family
.....

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

.....
SECONDARY BRAND COMMUNICATION TYPEFACE - Lato Family
.....

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

abcdefghijklmnopqrstvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890!@#\$%^&*()_+{}|:<>?/.,;

SHIV NADAR
UNIVERSITY
DELHI NCR



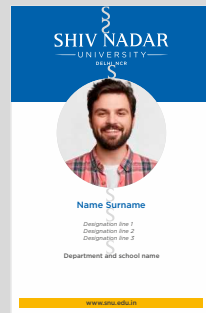
Brand
Stationery

The stationary guidelines lend a consistent visual identity to letterhead, business card and envelopes across the Shiv Nadar University institutions.

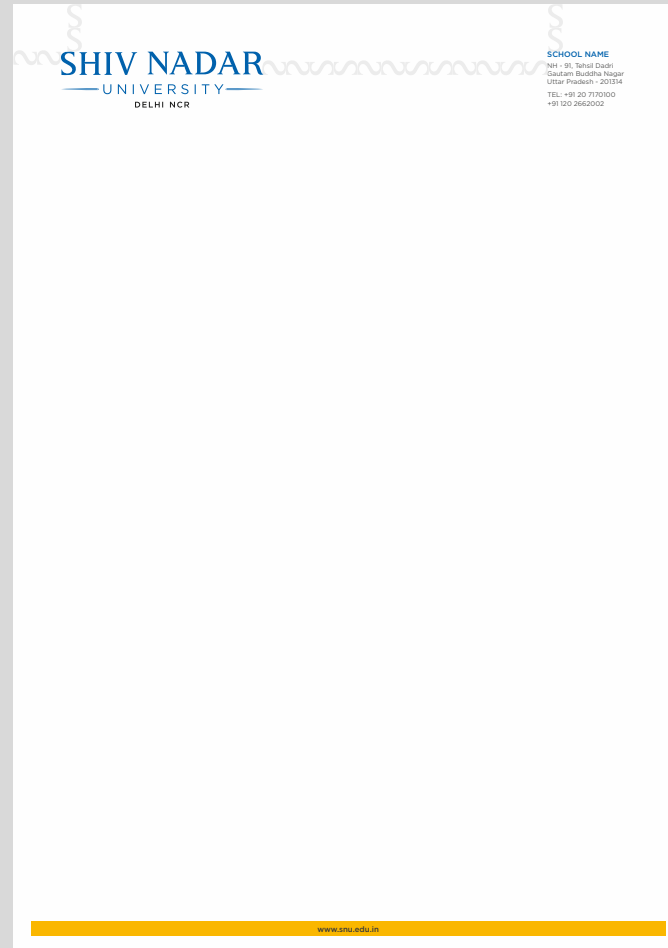
Business Card



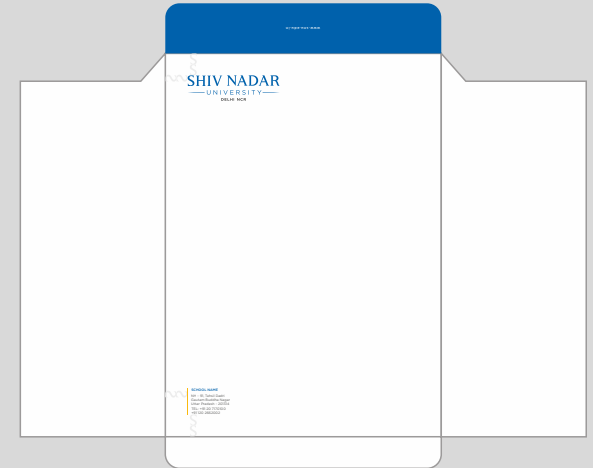
ID Card



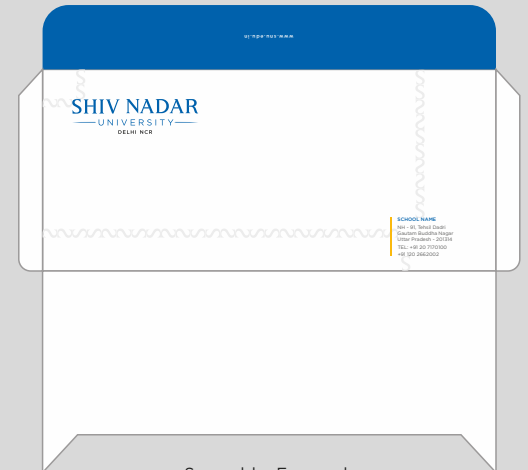
Letterhead



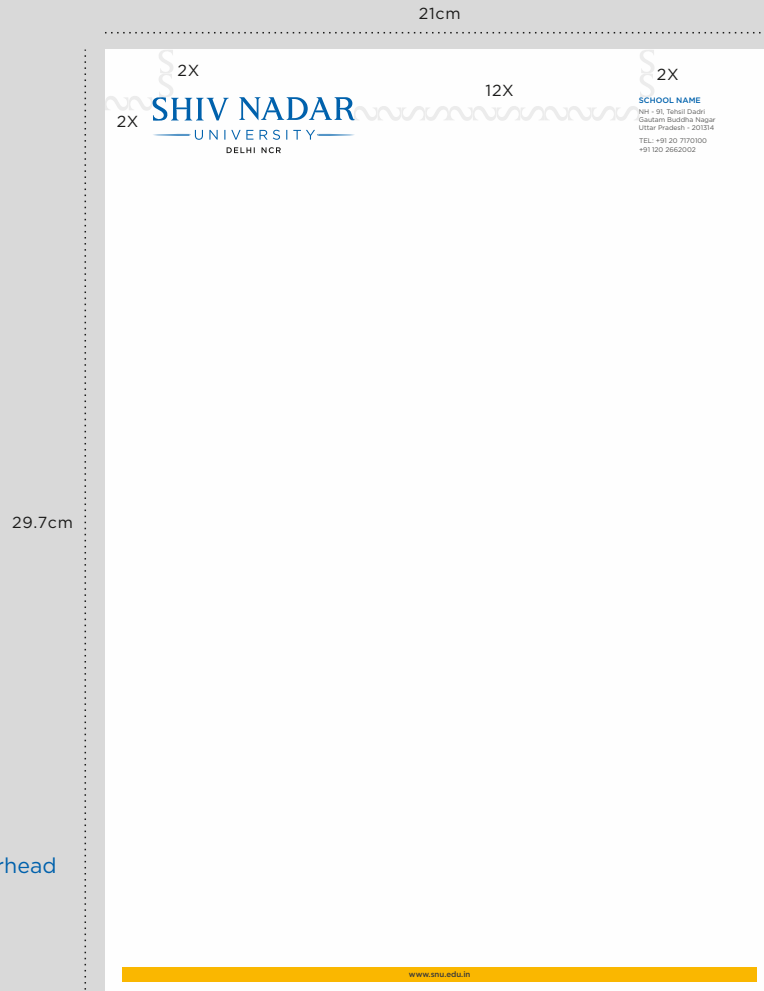
A4 Envelope



Small Envelope



COMPANY LETTERHEAD

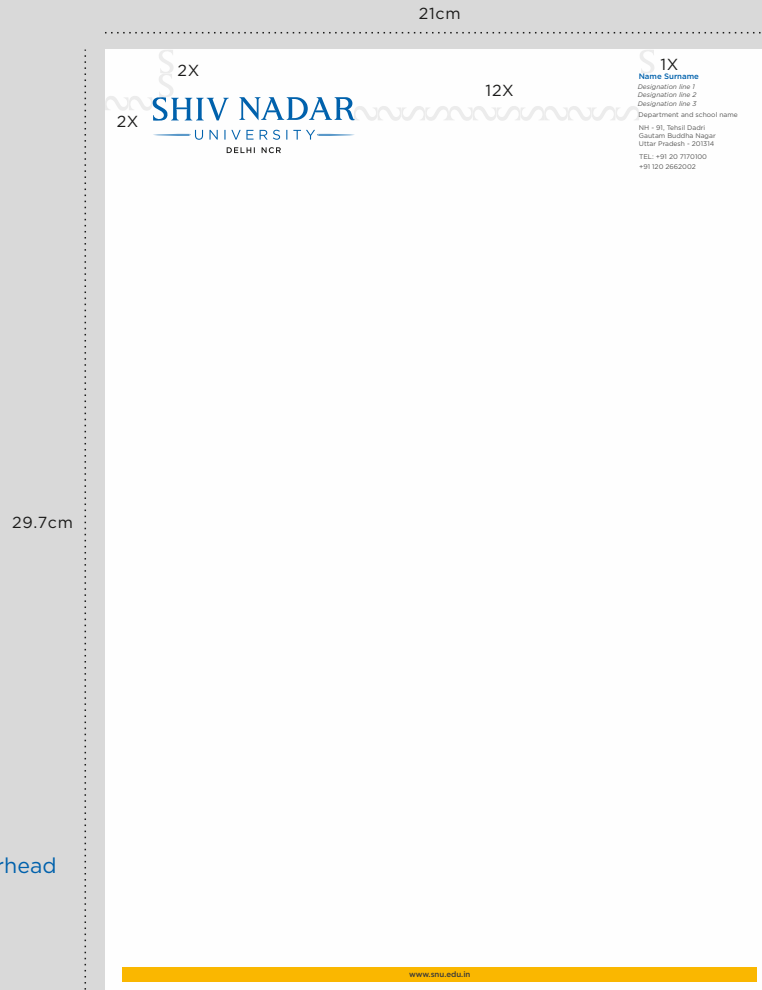


X is the height of the logo's "S"

1. Size of Company Letterhead
21cm (w) x 29.7cm (h)
2. Bottom band should be 0.45 cm thick
3. Shiv Nadar University logo should appear at the Top-Left side; placement should be 2x distance away from the Left edge and 2x away from Top
4. School Name:
English: Font type - Gotham Medium, Font Size - 7,
Colour - C 100, M 56, Y 0, K 0
5. Address, Contact No. and Website:
English: Font type - Gotham Book, Font Size - 7,
Colour - C 0, M 0, Y 0, K 80

Company Letterhead

PERSONAL LETTERHEAD



X is the height of the logo's "S"

1. Size of Personal Letterhead

21cm (w) x 29.7cm (h)

2. Bottom band should be 0.45 cm thick colour

golden yellow - C 00, M 30, Y 100, K 00

website: Font type - Gotham Medium, Font Size - 7,

3. Shiv Nadar University logo should

appear at the Top-Left side;

placement should be 2x distance away from
the Left edge and 2x away from Top

4. Name:

English: Font type - Gotham Medium, Font Size - 7,

Colour - C 100, M 56, Y 0, K 0

5. Designation

English: Font type - Gotham Italic,

Font Size - 7,

Colour - C 00, M 00, Y 0, K 80

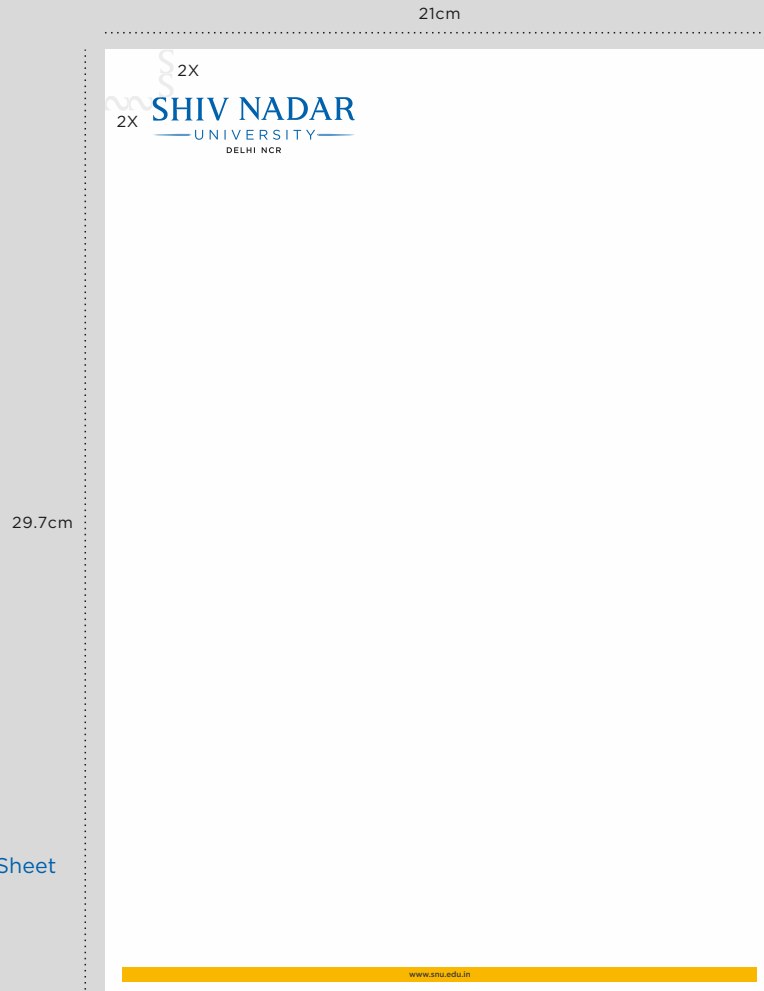
6. Department and school name, Address, Contact

No. Font type - Gotham Book, Font Size - 7,

Colour - C 0, M 0, Y 0, K 80

Personal Letterhead

CONTINUATION SHEET

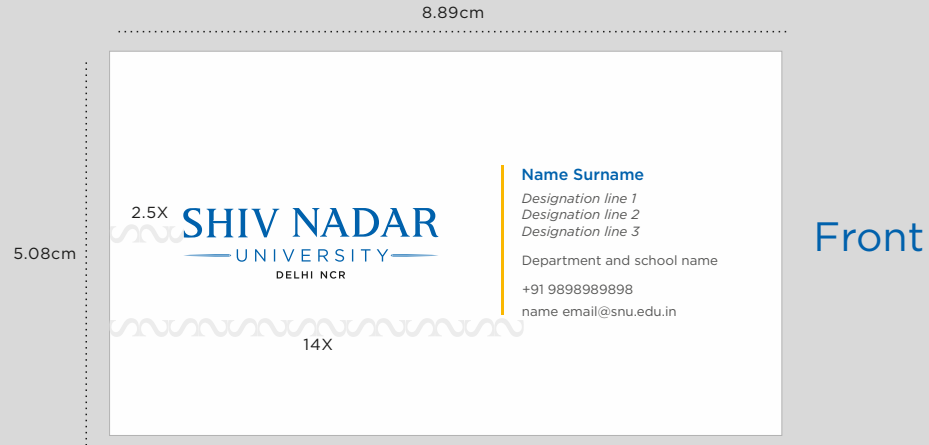


X is the height of the logo's "S"

1. Size of Continuation Sheet
21cm (w) x 29.7cm (h)
2. Bottom band should be 0.45 cm thick
3. Shiv Nadar University logo should appear at the Top-Left side; placement should be 2x distance away from the Left edge and 2x away from Top

Continuation Sheet

VISITING CARD FRONT



X is the height of the logo's "S"

1. Size of Visiting Card
8.89cm (w) x 5.08cm (h)

2. Bottom band should be 0.45 cm thick

3. Shiv Nadar University logo should appear at the Left-Center; placement should be 5.5x distance away from the Top edge

4. Name:

English: Font type - Gotham Medium, Font Size - 6,
Colour - C 100, M 56, Y 0, K 0

5. Designation

English: Font type - Gotham Medium Italic,
Font Size - 5,
Colour - C 00, M 00, Y 0, K 80

6. Department and school name, Address, Contact No.

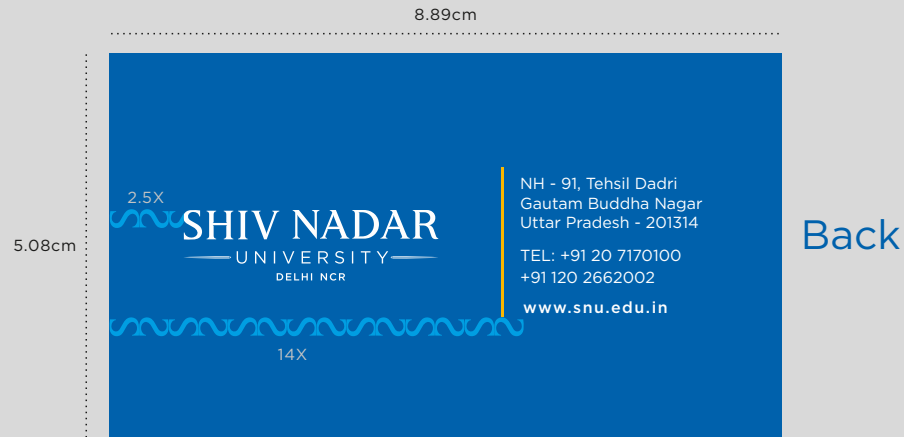
English: Font type - Gotham Book, Font Size - 5,
Colour - C 0, M 0, Y 0, K 80

7. Website

English: Font type - Gotham Medium, Font Size - 5,
Colour - C 0, M 0, Y 0, K 80

8. The yellow line width should be equal to the width of text on the left.

VISITING CARD BACK



1. Size of Visiting Card Back

8.89cm (w) x 5.08cm (h)

2. Bottom band should be 0.459 cm thick

3. Shiv Nadar University logo should appear at the Left-Center; placement should be 2.5x distance away from the Left edge

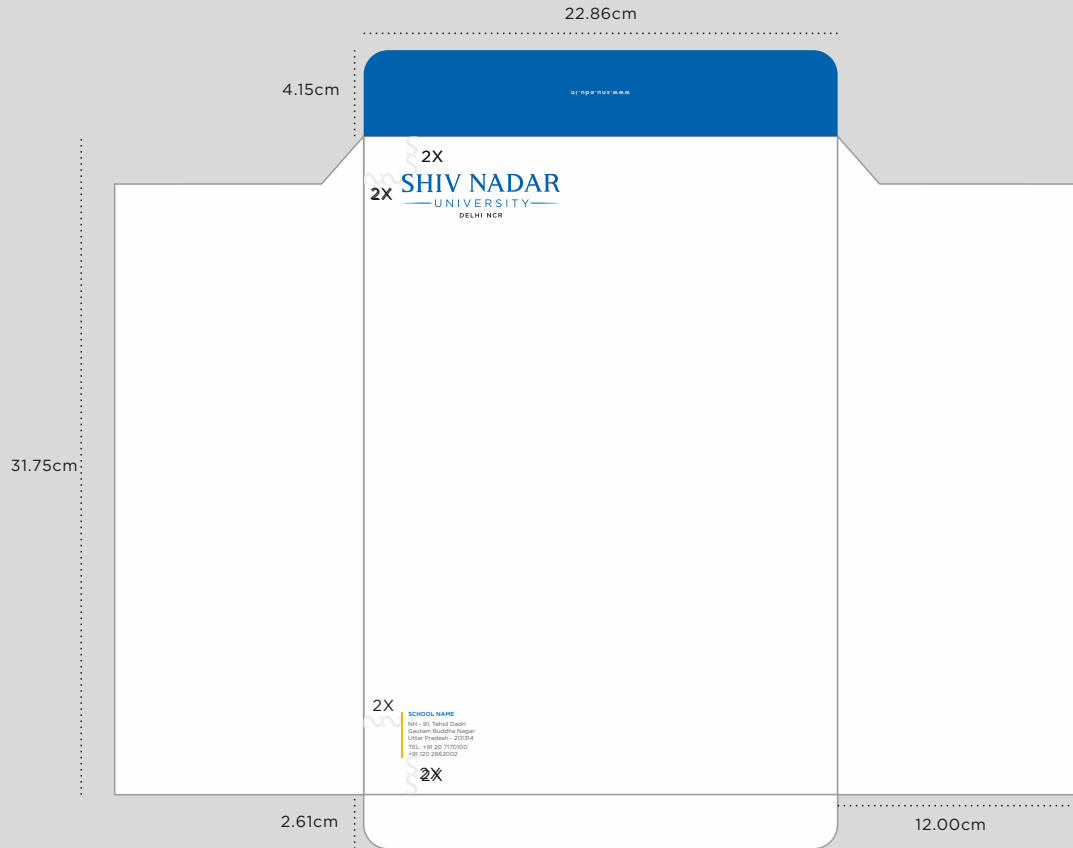
4. Address, Contact No., Email
English: Font type - Gotham Book, Font Size - 6,
Colour - C 00, M 00, Y 0, K 00

5. Website

English: Font type - Gotham Medium, Font Size - 6,
Colour - C 0, M 0, Y 0, K 0

X is the height of the logo's "S"

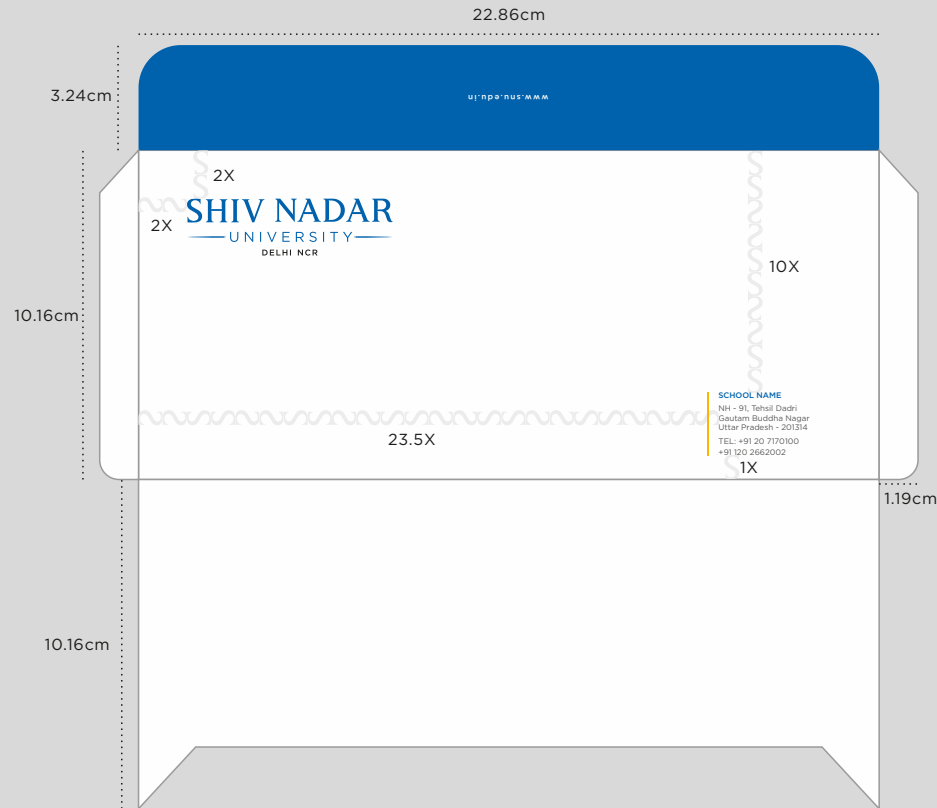
BIG ENVELOP



X is the height of the logo's "S"

1. Close size of Big Envelope
46.87 cm (w) x 38.51 cm (h)
2. Shiv Nadar University logo in 3 cm (w) x 0.83 cm (h) size, will appear 2x below the top band and 2x away from the left
3. School Name
Font type - Gotham Medium, Font size - 8pt
Colour - C 100, M 56, Y 0, K 0
4. Address and Contact No.
Font type - Gotham Book, Font size - 8pt
Colour - C 0, M 0, Y 0, K 80
5. Website
Font type - Gotham Medium, Font size - 8pt
Colour - C 00, M 00, Y 0, K 80
6. Placement of company name, address and company URL will be 2x away from the left edge and 2x above the bottom band
7. The yellow line width should be equal to the width of text on the left.

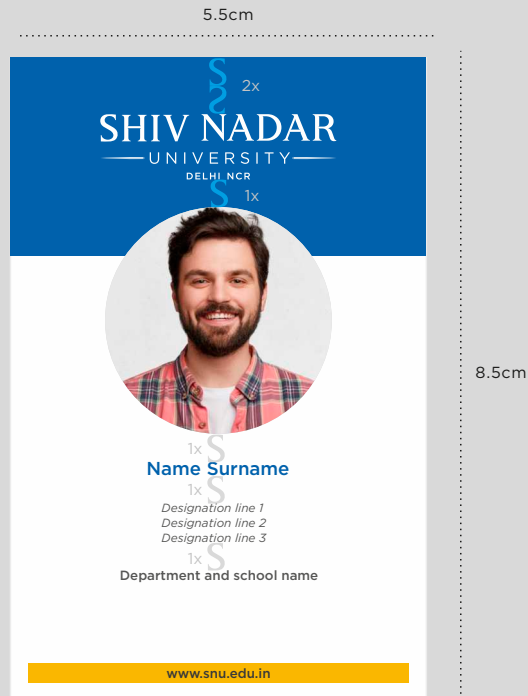
SMALL ENVELOPE



X is the height of the logo's "S"

1. Close size of Small Envelope
25.25 cm(w) x 23.56 cm (h)
2. Shiv Nadar University logo in 2.50 cm (w) x 0.6cm (h) size, will appear 2x below the top band and 2x away from the left
3. School Name
Font type - Gotham Medium, Font size - 7pt
Colour - C 100, M 60, Y 0, K 0
4. Address and Contact No.
Font type - Gotham Book, Font size - 7pt
Colour - C 0, M 0, Y 0, K 80
5. Website
Font type - Gotham Medium, Font size - 7pt
Colour - C 00, M 00, Y 0, K 80
6. Placement of company name, address and company URL will be 2x away from the left edge and 2x above the bottom band
7. The yellow line width should be equal to the width of text on the left.

ID CARD



X is the height of the logo's "S"

1. ID Card Size:

5.5 cm(w) x 8.5cm (h)

2. Bottom band should be 0.25 cm thick

website: Font type - Gotham Medium, Font size - 5pt

3. Shiv Nadar University logo in 1.23 cm (w)

x 0.34 cm (h) size, will appear 2x from the top and on blue background

4. Name

Font type - Gotham Medium, Font size - 7pt

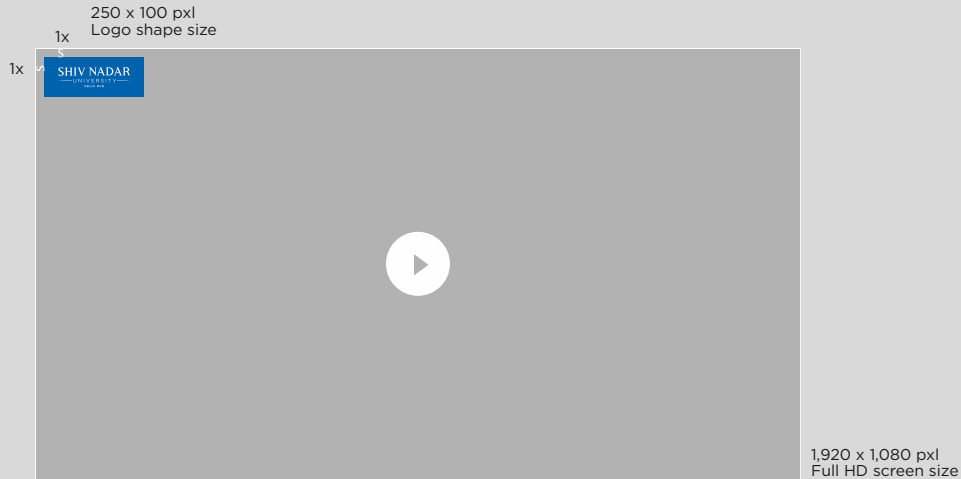
Colour - C 100, M 56, Y 0, K 0

5. Designation and Department

Font type - Gotham Book Medium, Font size - 5pt

Colour - C 0, M 0, Y 0, K 80

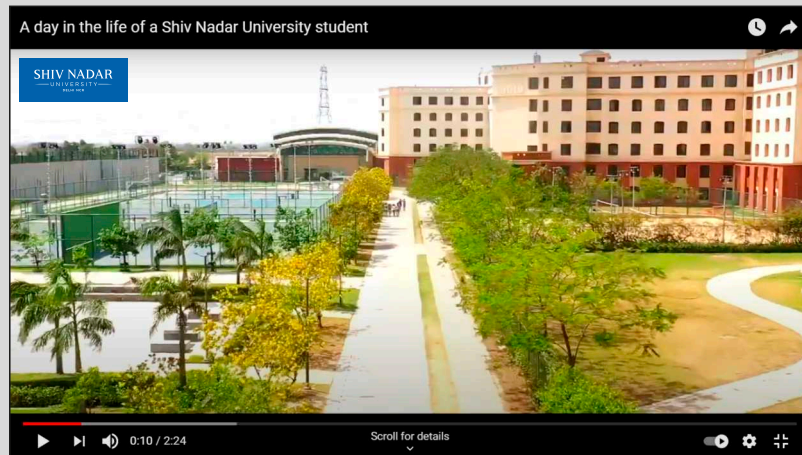
VIDEO FRAME



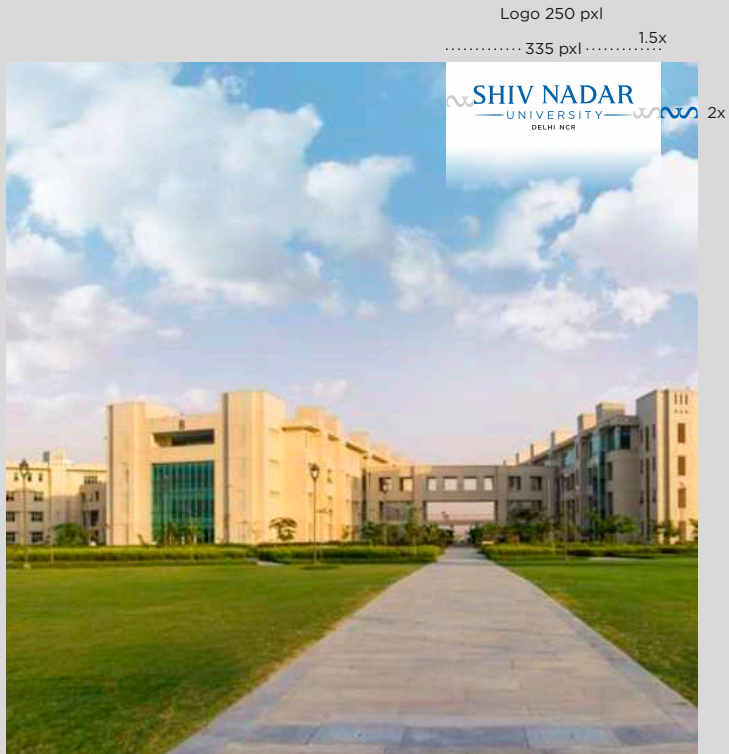
X is the height of the logo's "S"

Shiv Nadar University logo in blue background with minimum clear space around the logo.

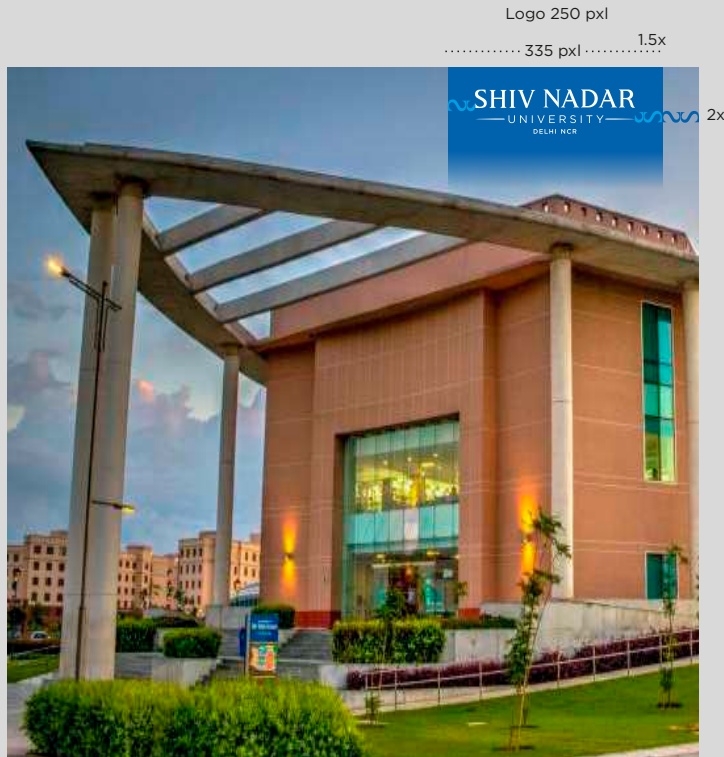
Logo shape should be placed 1x away from the top left corner on the video frame



DIGITAL POST



Post size 1080 pxl X 1080 pxl



Post size 1080 pxl X 1080 pxl

X is the height of the logo's "S"

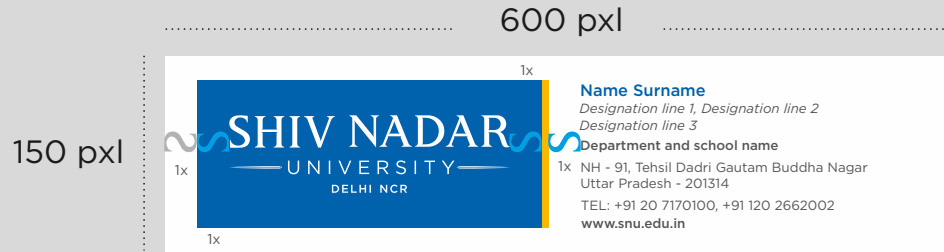
Shiv Nadar University logo in white or blue background with transparency effect at the bottom

Minimum clear space around the logo should be 1.5x

Logo shape should be placed 2x away from the top right corner on the post

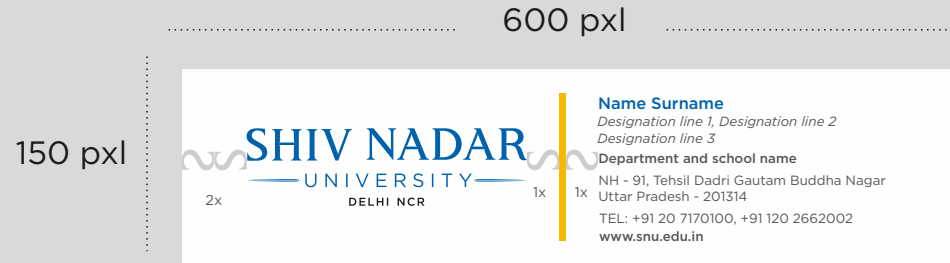
Minimum logo size should not be less than 250 pxl width

EMAIL SIGNATURE



X is the height of the logo's "S"

Shiv Nadar University logo in white should be 2x away or in blue background should be 1x away from the left edge



BUS BRANDING



Shiv Nadar University logo in blue background should be centre aligned and the band should have a space for graphics at the end as shown above

This open canvas at the end can be used for any promotion or campaign about the university



Bus back should have the logo with address, phone number and website



The graphic can be anything any vector design following the brand guidelines for colours

Example of a graphic at the end