



# Brand Visual Identity Guideline

*A style guide 1.0*

“

**It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.**

**- Warren Buffett**

”



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## Contents

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S. N.	Perticulars	Page No.
1.	About the guideline	3
2.	Name of the institute	4
3.	Style of writing the name of the institutes	5
4.	Logo	6
5.	Brand color	7
6.	Typography	8
7.	Margins	11
	Standard sizes of various creatives/videos	13
8.	Iconography	16
10.	E-mail signature	17
12.	Inclusion of complete campus addresses on brochures and letterhead	18
13.	Photos & videos	19



# Brand Visual Identity Guideline

## *A style guide 1.0*

## Introduction

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Brand Visual Identity Guideline is a set of rules that define the overall appearance and feel of our institution's brand. It is a combination of graphics, typography, color scheme, logo, icons, etc.

## Purpose

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The guideline will help anyone creating a message from the brand know and understand which elements to use and how to use them. It's about consistency, but it's also about knowing what's right and wrong when it comes to using those brand visual elements.

## Applications

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Brand Visual Identity Guideline would be used to creating social media creatives, videos, banners, posters, flyers, webpages, email signatures, brochures, newsletters, letterhead, annual reports and other marketing materials.

A style guide will not limit creativity anyway, but will help to keep the institution's visual identity consistent and recognizable.



# Brand Visual Identity Guideline

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## Name of the Institute

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### Do...

- ✓ Indian Institute of Foreign Trade, Delhi Campus
- ✓ Indian Institute of Foreign Trade, Kolkata Campus
- ✓ Indian Institute of Foreign Trade, Kakinada Campus
- ✓ Indian Institute of Foreign Trade, GIFT City Campus

### Short Name

- ✓ IIFT, Delhi Campus
- ✓ IIFT, Kolkata Campus
- ✓ IIFT, Kakinada Campus
- ✓ IIFT, GIFT City Campus

### Do Not...

- |   |                     |
|---|---------------------|
| ✗ Indian Institute of Foreign Trade, Delhi            | ✗ IIFT, Delhi       |
| ✗ Indian Institute of Foreign Trade-Delhi             | ✗ IIFT-Delhi        |
| ✗ Indian Institute of Foreign Trade, New Delhi campus | ✗ IIFT-Delhi Campus |

\*The style apply for other campuses as well.



# Brand Visual Identity Guideline

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## Style of writing the name of the institute

### Do...

- ✓ Indian Institute of Foreign Trade, Delhi Campus
- ✓ INDIAN INSTITUTE OF FOREIGN TRADE, DELHI CAMPUS

(Vertical)

### Do Not...

✗ *Indian Institute of Foreign Trade, Delhi Campus*

(Italic)



Indian Institute of Foreign Trade, Delhi

(curved)

✗ Indian Institute of Foreign Trade, Delhi Campus

(one side up)



Indian Institute of Foreign Trade, Delhi Campus

(one side down)

✗ Indian Institute of Foreign Trade, Delhi Campus

(underlined)

### No Text Effect

✗ Indian Institute of Foreign Trade, Delhi Campus

(Lift effect)

✗ Indian Institute of Foreign Trade, Delhi Campus

(Shadow effect)

✗ Indian Institute of Foreign Trade, Delhi Campus

(Hollow effect)

✗ Indian Institute of Foreign Trade, Delhi Campus

(Outline effect, etc.)



Indian Institute of Foreign Trade, Delhi Campus

Indian Institute of Foreign Trade, Delhi Campus



# Brand Visual Identity Guideline

## *A style guide 1.0*

## Logo

### Primary Logo

Logo should be treated as one unified graphic and should never be separated or distorted. The logo cannot be modified in any way.



### Secondary Logo

Secondary logo is designed for diamond jubilee celebrations. It cannot be stretched, the elements moved, or the elements rearranged. Nor can the words within the logo be separated and used as individual elements.



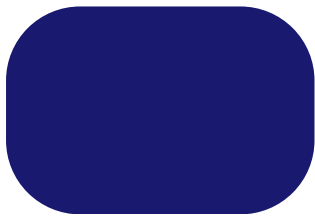


# Brand Visual Identity Guideline

*A style guide 1.0*

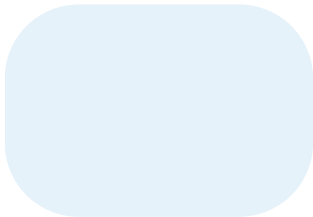
## Brand Color

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Hex Code: #191970  
RGB: 25, 25, 112  
Color Name: Midnight Blue

### Primary Color



Hex Code: #e6f2fa  
RGB Code: 230, 242, 250  
Color Name: Polar



Hex Code: #004aad  
RGB Code: 0, 74, 173  
Color Name: Dark Blue



Hex Code: #ffbd59  
RGB Code: 255, 189, 89  
Color Name: Golden Tainoie

### Secondary Color



Hex Code: #0097b2  
RGB Code: 0, 151, 178  
Color Name: Dark Turquoise



Hex Code: #F7591F  
RGB Code: 247, 89, 31  
Color Name: Orange Red



Hex Code: #F08080  
RGB Code: 240, 128, 128  
Color Name: Light Coral



# Brand Visual Identity Guideline

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## Typography - English

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### Headings:

#### Primary Font -

**Font Name on Microsoft: Segoe UI Black/Segoe UI Bold**

**Similar Font Name on Google: Open Sans Extra Bold/Open Sans Bold**

#### Secondary Font -

**Font Name on Microsoft: Impact**

**Similar Font Name on Google: Anton**

### Running Text/Paragraph:

#### Primary Font -

Font Name on Microsoft: Calibri

Similar Font Name on Google: Open Sans

#### Secondary Font -

Font Name on Microsoft: Century Gothic

Similar Font Name on Google: Century Gothic Paneurop/Century Gothic

### Font Color:

**Primary Color -** Blue, Black and White

Blue color name- Mid night Blue,

Hex Code- #191970, RGB- 25,25,112

**Secondary Color -** Orange Red, Hex code- #F7591F,

RGB: 247,89,31

**Font size depends on the layout)**





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## Typography - हिंदी

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### शीर्षक:

माइक्रोसॉफ्ट पर फ़ॉन्ट नाम: कृतिदेव 030 बोल्ड

गूगल पर फ़ॉन्ट नाम: लिनोटाइप देवनागरी

### पैराग्राफ:

माइक्रोसॉफ्ट पर फ़ॉन्ट नाम: कृतिदेव 010 / कृतिदेव 011

गूगल पर फ़ॉन्ट नाम: सरल देवनागरी

फ़ॉन्ट का आकार लेआउट पर निर्भर करता है।



# Brand Visual Identity Guideline

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## Typography - ARTISTIC FONTS IN HINDI AND ENGLISH

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Artistic fonts and colors may be used as per the requirements of any academic or administrative event.

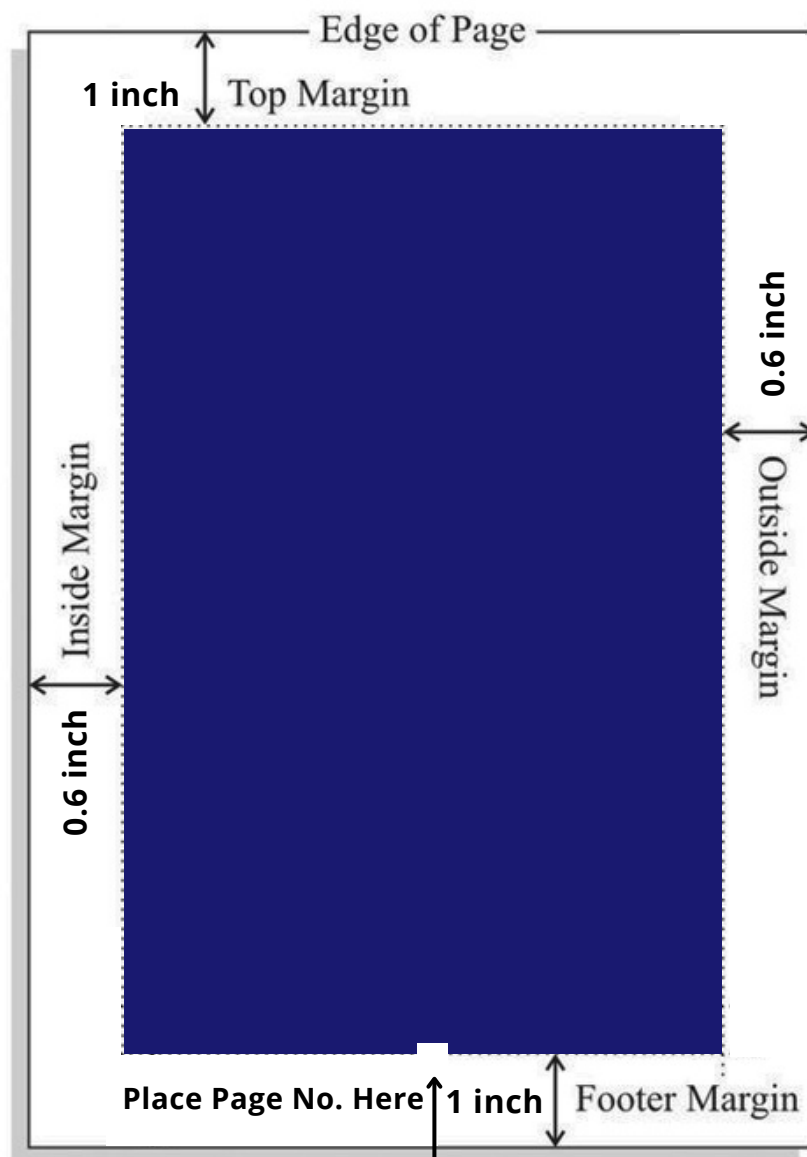


# Brand Visual Identity Guideline

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## Margins - Print and Online Documents

**Brochures, Newsletters, Annual reports, other promotional and informational booklets etc.**



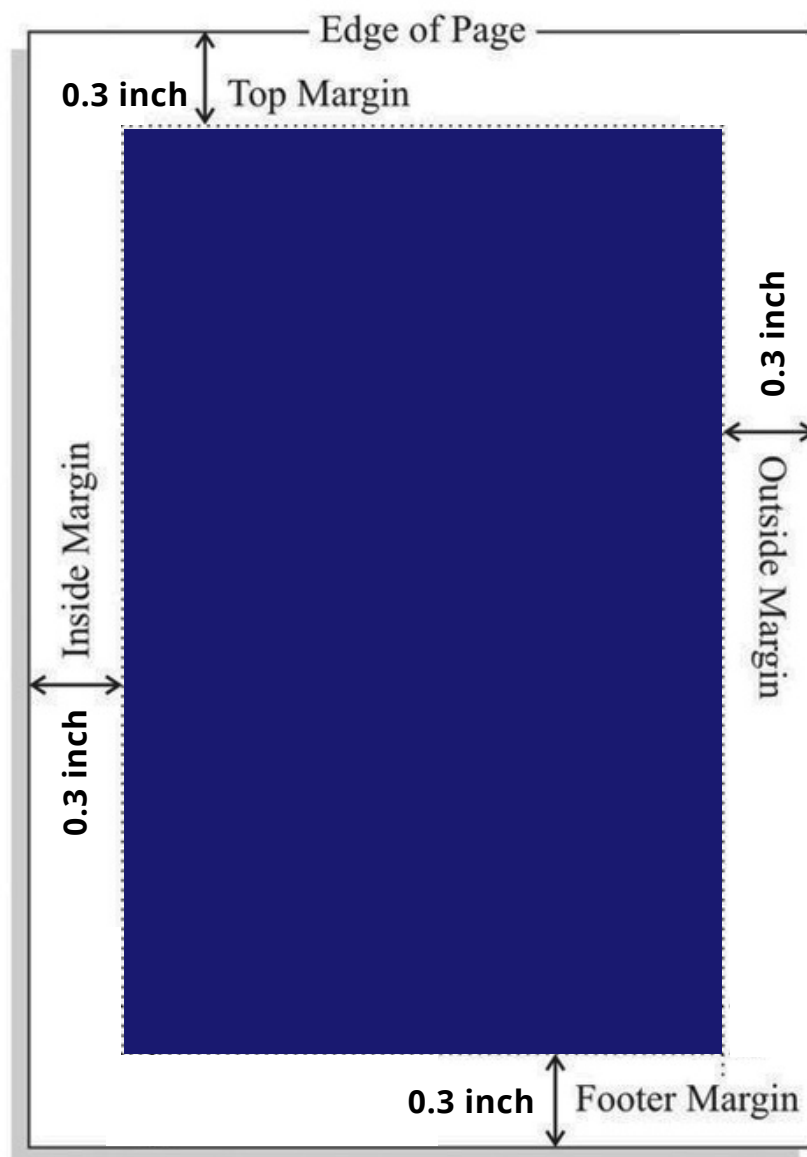


# Brand Visual Identity Guideline

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## Margins

**Social Media, Creatives, website banners and banner for digital standee**





# Brand Visual Identity Guideline

## *A style guide 1.0*

### Standard sizes of various creatives/videos

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#### Instagram (Post/Video/Thumbnail)

Size in Inches: 11.249 X 11.249

W-1080 px



H-1080 px

#### Instagram Reel

---

Size in Inches: 11.249 X 19.999

W-1080 px



H-1920 px

#### Facebook

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##### Post

W-940 px



H-788px

Size in Inches: 9.791X8.208

##### Video

W-1080 px



H-1080 px

Size in Inches: 11.249 X 11.249



# Brand Visual Identity Guideline

## *A style guide 1.0*

### Standard sizes of various creatives/videos

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#### Twitter Post

Size in Inches: 14.062 X 11.249

W-1350 px



H-1080 px

#### Twitter Video

Size in Inches: 16.666 X 9.374

W-1600 px



H-900 px

#### LinkedIn Post

Size in Inches: 12.499X 12.499

W-1200 px



H-1200 px



# Brand Visual Identity Guideline

*A style guide 1.0*

## Standard sizes of various creatives/videos

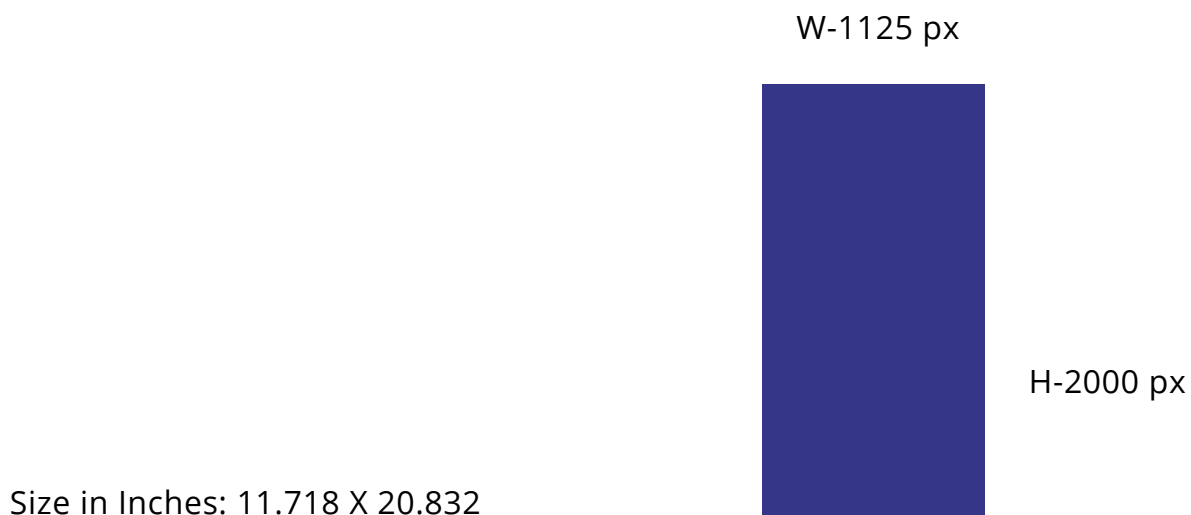
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### Website Banner



### Digital Standee

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# Brand Visual Identity Guideline

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## Iconography

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### Social Media



Facebook



Twitter



Instagram



LinkedIn



You Tube



Google Scholar

### Action Oriented

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Share



Search



Video/Watch



Audio/Listen

### Contact

---



Email



Call



Fax

### Representational

---



Date



Venue



News



Profile



Time



Announcement



Photos



Help



RSS Feed



Website



Download



Upload





# Brand Visual Identity Guideline

*A style guide 1.0*

## Email Signature



सादर ,

**डॉ. पी. के. गुप्ता**

**कुलसचिव**

भारतीय विदेश व्यापार संस्थान

(मानित विश्वविद्यालय)

वाणिज्य और उद्योग मंत्रालय द्वारा स्थापित

बी-21 कुतुब इंस्टीट्यूशनल एरिया, नई दिल्ली - 110016

दूरभाष: 011-26531565, 011-39147210

ईमेल: registrar@iift.ac.in, वेबसाइट: www.iift.ac.in

Font: Kruti Dev 011 Size: 12 Bold  
or Google Hindi font

Font: Kruti Dev 010  
Size:12  
or Google Hindi font

Font Name: Sans Serif for Zimbra and Gmail



Regards,

**Dr. P. K. Gupta**

**Registrar**

Indian Institute of Foreign Trade

(Deemed to be University)

Under Ministry of Commerce & Industry

B-21, Qutub Institutional Area, New Delhi - 110016

Tel: 011-26531565, 011-39147210

Email: registrar@iift.ac.in Website: www.iift.ac.in

Font Size: 12 Bold

Font Size: 12



Please do not print this email unless it is necessary. Every unprinted email helps the environment.

**Other campuses of IIFT will also employ same signature format.**



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## Inclusion of complete campus addresses on brochures and letterhead

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### INDIAN INSTITUTE OF FOREIGN TRADE

(Deemed to be University)

Under Ministry of Commerce & Industry

#### Delhi Campus

B-21,  
Qutab Institutional Area,  
New Delhi-110016  
Tel: 011-39147200 – 205 (EPBX)  
Fax: 011-39147301

#### Kolkata Campus

1583, Madurdaha,  
Chowbagha Road,  
Ward No. 108, Borough XII,  
Kolkata-700107  
Tel.: 033-24432451 – 53 (EPBX)  
Fax: 033-24432454

#### Kakinada Campus

IIFT  
JNTUK Campus  
Kakinada  
Andhra Pradesh-533003



[www.iift.ac.in](http://www.iift.ac.in)



# Brand Visual Identity Guideline

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## Photos

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- ✓ Photos should be of a good quality.
- ✓ Photos should be clear.
- ✓ Photos should be focused.
- ✓ Photos should communicate or have a message.

## Videos

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- ✓ Videos should be of good quality and in proper size .
- ✓ Videos should have point of interest.
- ✓ Videos should have clarity.



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