

A large red geometric shape, resembling a parallelogram or a trapezoid, is positioned on the left side of the slide. It has a slanted right edge and a horizontal top edge.

Logo Design for

Indian Institute of Technology Hyderabad

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The new logo



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

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About the design guidelines booklet

Logo is a distinct visual element that represents an organization, company, publication, product, idea or a service. It is an important element that communicates the philosophy of an organization in a compact form. And it provides a visual identity, a face to the organization to recognize and recollect.

The logo is aesthetically designed with an objective to provide a good visual appearance. It is important that the reproduction of logo must be consistent across mediums to maintain the coherent visual identity. And for the logo to be registered and memorable its usage needs to be standardized. The design guidelines provided in the booklet aims to ensure its proper usage.

The simple guidelines will help standardize the visual representation and application of the logo. The booklet is especially for the persons involved in the communication and reproduction of the logo such as graphic designers, professional printers, DTP operators, visual artists and signboard artists. It would also help general public to use the logo in an appropriate and visually consistent manner. Please read the guidelines carefully for the correct usage of the logo.

Design brief

The brief was to design a contemporary logo for IIT Hyderabad which is different from the conventional logos of established IITs. The logo should reflect its mission with emphasis on Inventions and innovations.

IIT Hyderabad Mission

Inventions and innovations are key words on which the foundation of IIT Hyderabad is based. These are also key drivers for the vision of IIT Hyderabad. Our endeavour is to create an institute that will provide a space for free and uninhibited thinking, a space where faculty and students can experiment with novel ideas without the fear of failure. It is our firm belief that such an ambience will foster highest level of research: blue sky research as well as developmental research leading to proof of concepts and prototypes.

IIT Hyderabad will always strive to offer an innovative environment to realize the dreams of its faculty and students for higher knowledge, dreams for scientific discovery, and for technology creation.

Design concept

The design philosophy of the logo is based on the two key words '*Inventions and Innovations*', the foundation and vision of IIT Hyderabad. It is depicted using two i's with common dot above them. These letters emanates outwards on either directions signifying expansion and growth of that knowledge. This reflects the core values of the institute where it fosters and facilitates in expanding ones intellectual ability, creativity, research and scientific discoveries.

The identity is a symbolic representation of a person reading a book. This indicates imparting knowledge through quality education. The logo has also been envisaged with another deeper and philosophical meaning. The circle in the logo depicts the sun, the primary source of energy. The portrayal of sun symbolizes guiding light, force, creation, growth and strength. The warm and radiating colour scheme is derived from the vibrant sunlight (which also reflects the geographical climate of the city).

The two letters of i's are placed together in such a way that it forms the letter 'H' – acronym of Hyderabad.



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

The standard logo

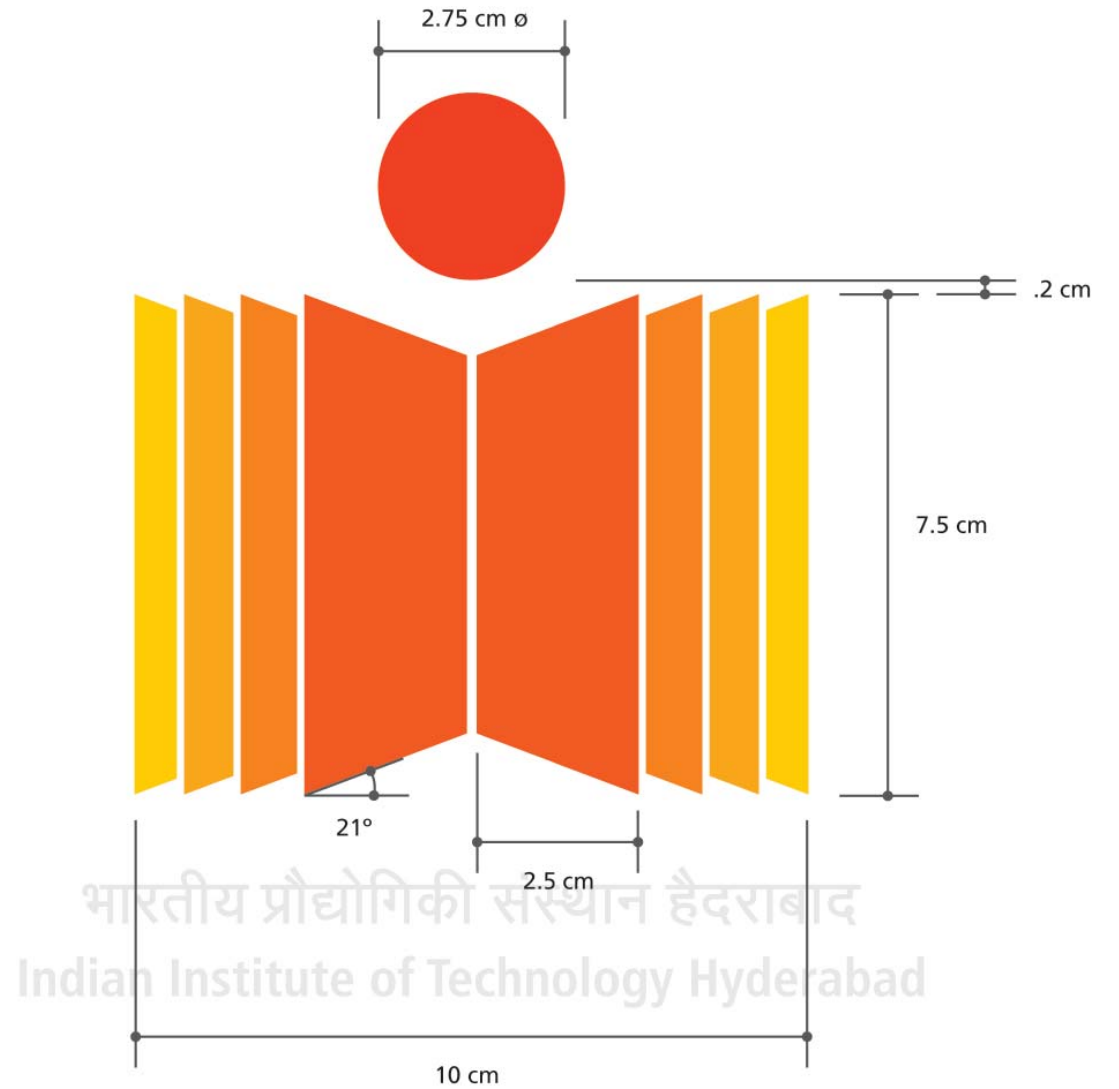
The design comprises of two parts, the logo mark on top and centrally aligned text at the bottom. The standard logo should have both the components together.



Standard dimensions and proportions

The logo should adhere to the following dimensions and proportions. It is designed with certain logic and purpose. It should never be distorted or deformed under any circumstances or for any purpose.

DO NOT STRETCH THE LOGO



Typography

The text should have central alignment and must be centrally aligned to the logo mark. It should also follow the same dimensions and proportion as specified on the following page with respect to the logo mark.

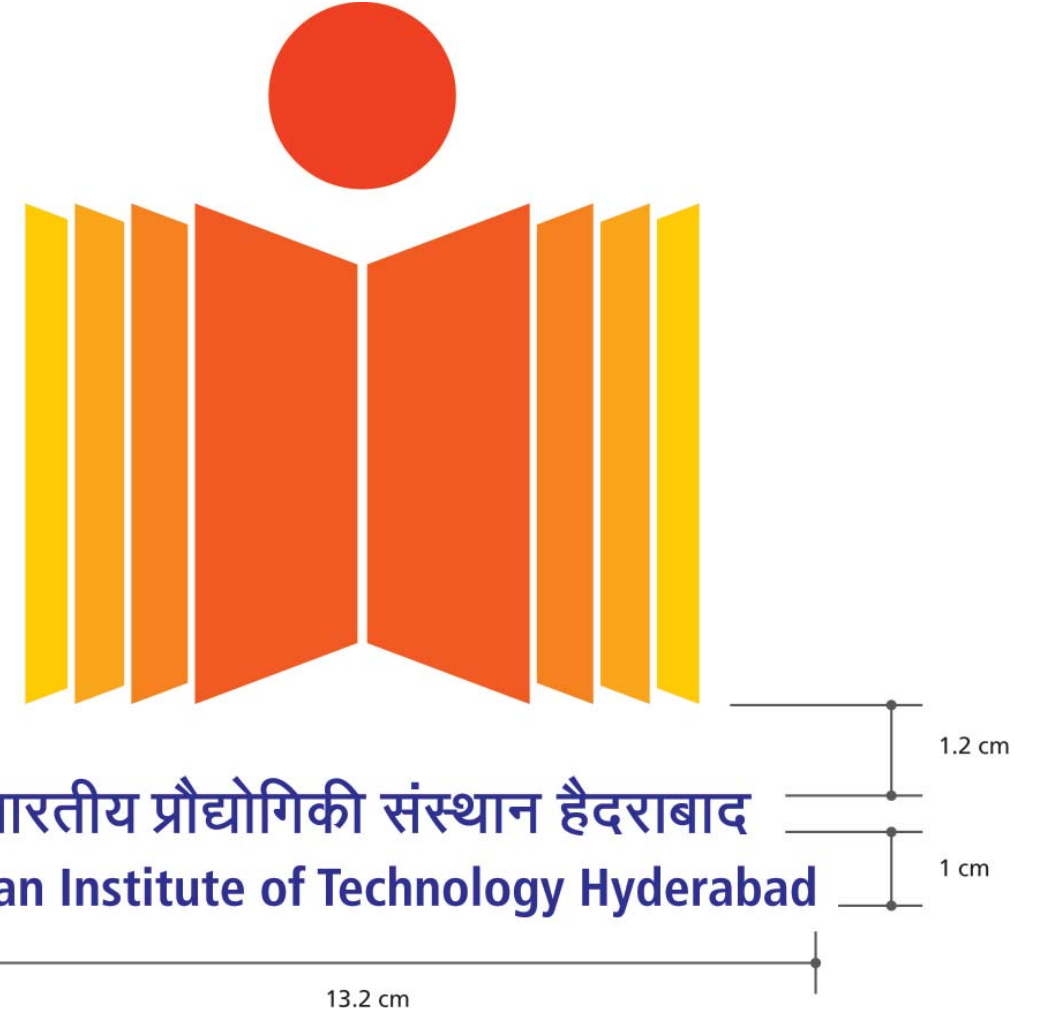
Typefaces used

भारतीय प्रौद्योगिकी संस्थान हैदराबाद

CDAC GIST Yogesh
Bold
22 pts

Indian Institute of Technology Hyderabad

Frutiger
67 Bold Condensed
22 pts



Colour scheme

CYAN 0
MAGENTA 90
YELLOW 100
BLACK 0



C 0
M 80
Y 100
K 0



C 0
M 60
Y 100
K 0



C 0
M 40
Y 100
K 0



C 0
M 20
Y 100
K 0



C 100
M 100
Y 0
K 0



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Margin space

The logo should have enough margins around it to ensure good visibility. This provides a breathing space for the logo and also helps it to stand out from the contents that compete with it. For better visual clarity, the surrounding clear space should at least be $1/8^{\text{th}}$ the height of logo to rest of the content.



Margin space

The logo should be used within a white rectangular box with margins as specified above in case of distinct background colour or that has the same colours as in the logo (see illustration next page).



आई आई टी हैदराबाद
IIT Hyderabad

Usage with other logos

The logo must be used proportionally alongside other IITs and organizational logos. Both the standard and shorter version of the logo can be used whichever is found appropriate.



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad



आई आई टी हैदराबाद
IIT Hyderabad

Short version of the logo
(In Devnagiri script)



भारतीय प्रौद्योगिकी संस्थान
हैदराबाद

Short version of the logo
(In Roman script)



**Indian Institute of Technology
Hyderabad**

Short version of the logo

(With abbreviations both in Devnagiri and Roman script)

Typefaces used

आई आई टी हैदराबाद

CDAC GIST Yogesh
Bold
32 pts

IIT Hyderabad

Frutiger
65 Bold
36 pts



आई आई टी हैदराबाद
IIT Hyderabad

Short version of the logo
(Abbreviation in Devnagiri script)



आई आई टी हैदराबाद

Short version of the logo
(Abbreviation in Roman script)



Logo in horizontal configuration
(Alternative option)



भारतीय प्रौद्योगिकी संस्थान
हैदराबाद

Indian Institute of Technology
Hyderabad

Logo on black background

The outline of logo becomes transparent when used on a background. Which means the lines between the pages that is emanating outwards (the fading band of colours) takes the background colour when used on a background.



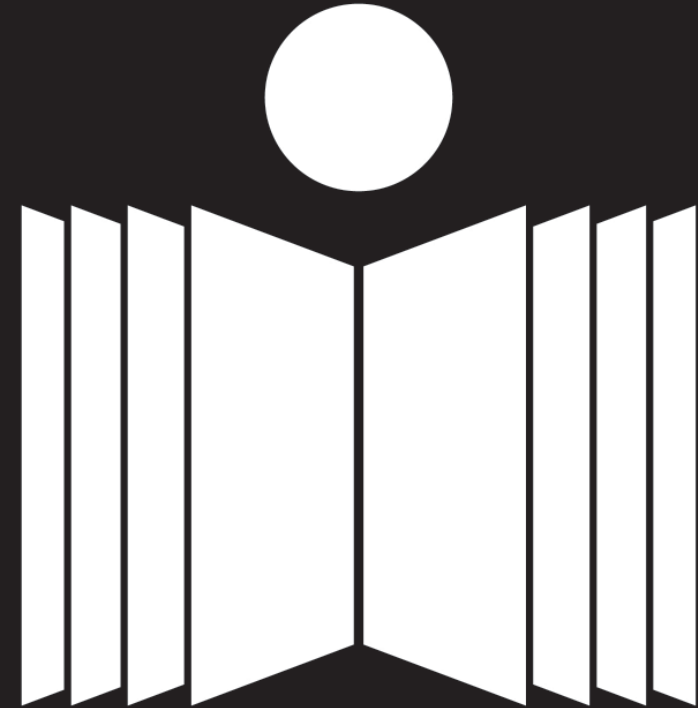
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Black logo on white background



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

White logo on black background



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Grey logo on white background

CYAN 0
MAGENTA 0
YELLOW 0
BLACK 100



C 0
M 0
Y 0
K 95



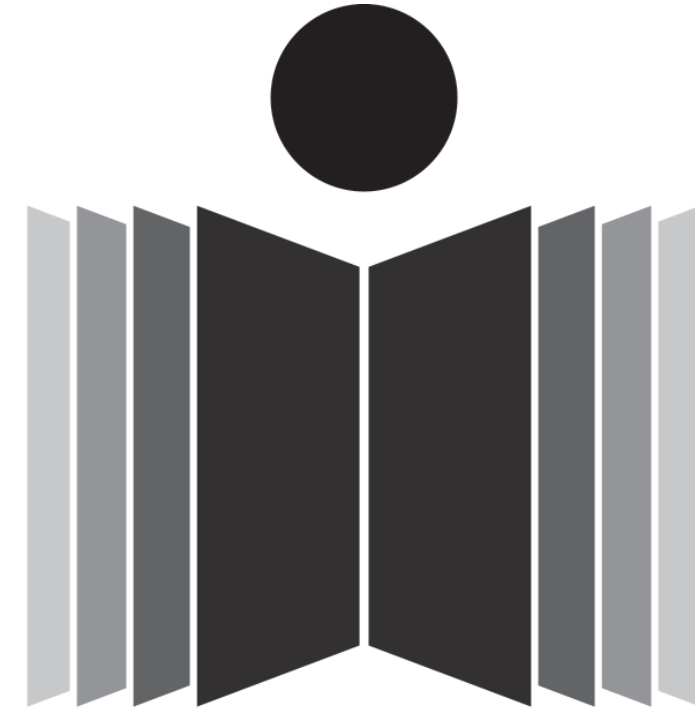
C 0
M 0
Y 0
K 75



C 0
M 0
Y 0
K 50

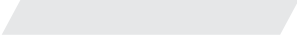





C 0
M 0
Y 0
K 25



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Grey logo on black background

	CYAN	0
	MAGENTA	0
	YELLOW	0
	BLACK	0
	C	0
	M	0
	Y	0
	K	10
	C	0
	M	0
	Y	0
	K	35
	C	0
	M	0
	Y	0
	K	60
	C	0
	M	0
	Y	0
	K	85

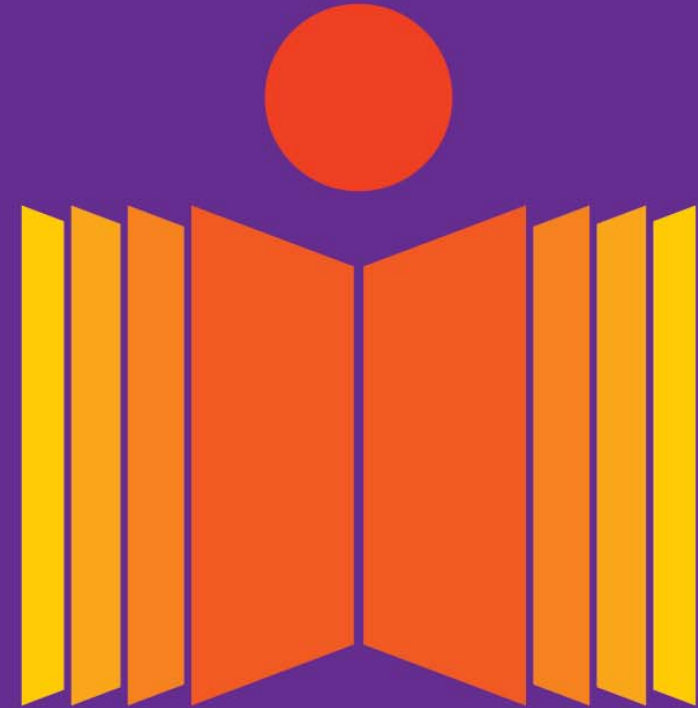


Logo on coloured background



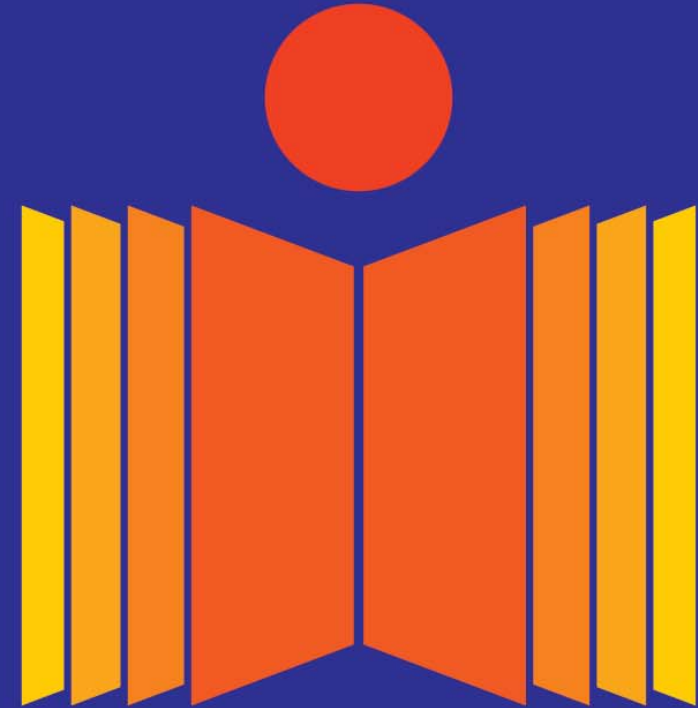
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Logo on coloured background



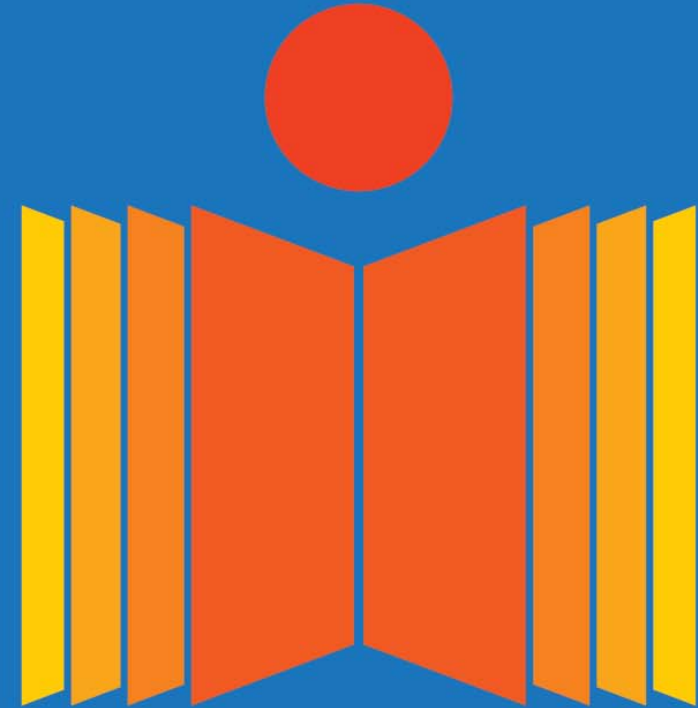
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Logo on coloured background



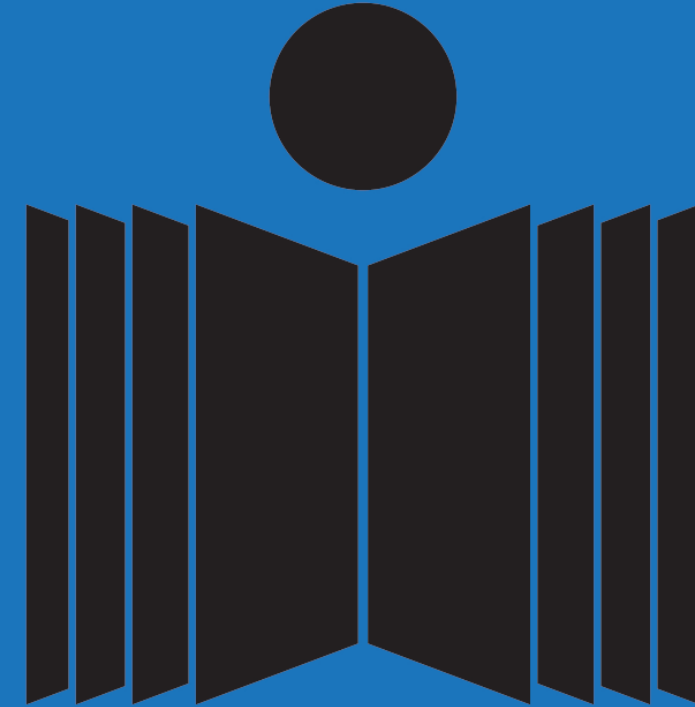
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
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Logo on coloured background



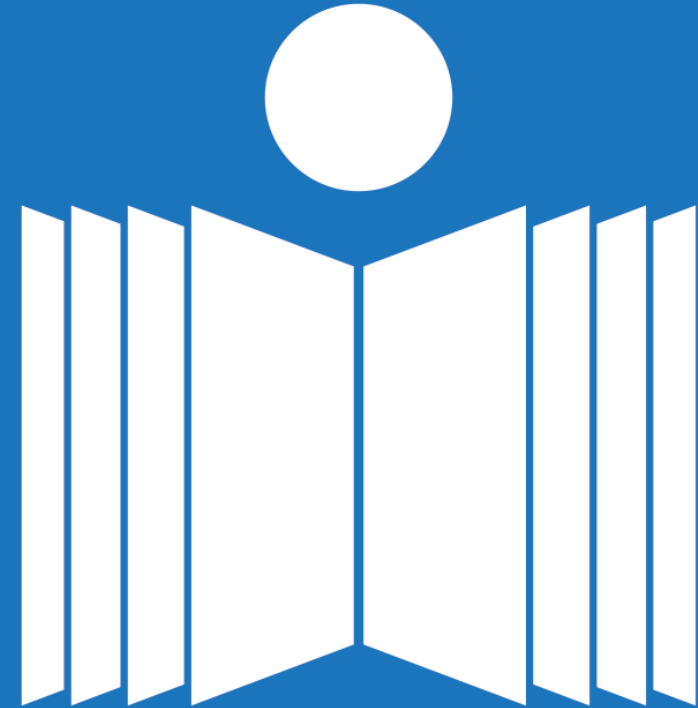
भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Black logo on coloured background
(On blue)



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

White logo on coloured background
(On blue)



भारतीय प्रौद्योगिकी संस्थान हैदराबाद
Indian Institute of Technology Hyderabad

Emboss on wall



File formats to use

The reproduction of logo in different medium requires different file formats. The following form can be used for any print projects such as books, magazines, posters, project reports, stationeries, banners, signage etc.,

EPS (Encapsulated Postscript)

IIT Hyderabad_logo.eps

AI (Adobe Illustrator file)

IIT Hyderabad_logo.ai

PDF (Portable Document Format)

IIT Hyderabad_logo.pdf

CDR (CorelDraw file)

IIT Hyderabad_logo.cdr

For onscreen or digital usage such as PowerPoint, websites, blogs, film etc. use any of the following file formats,

JPEG (Joint Photographic Experts Group)


IIT Hyderabad_logo.jpeg

GIF (Graphic Interchange Format)

IIT Hyderabad_logo.gif

PNG (Potable Network Graphics)

IIT Hyderabad_logo.png



Concept and Design

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