



An institutions' Brand Guidelines are the verbal and visual representations of the Brand Personality. They delineate a clear design approach that imparts consistency to all communication.





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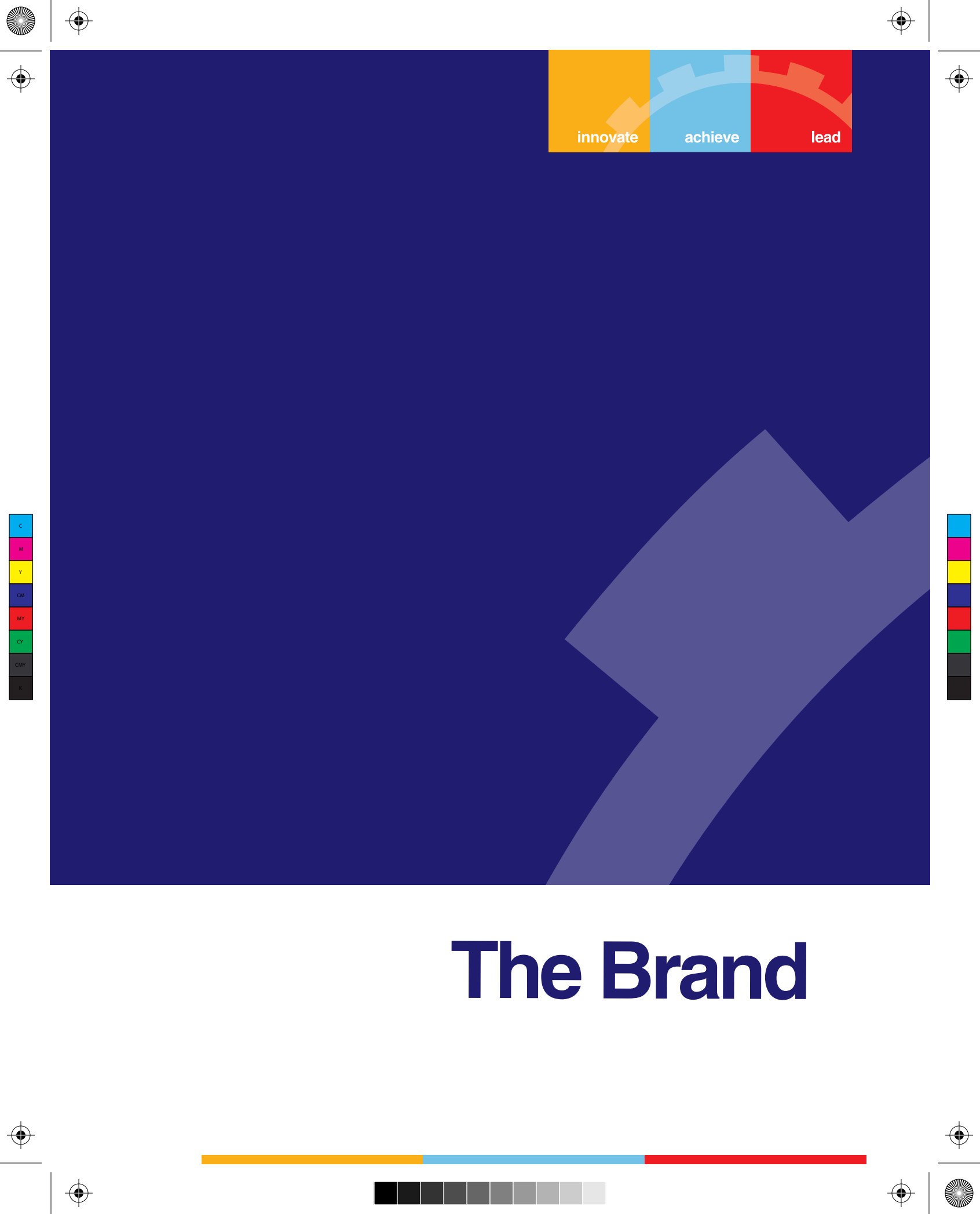
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innovate

achieve

lead

The Brand





# Positioning platform

Beyond consistent and uniform application of design elements, branding implies the creation of a unique personality and identity of an institution in the minds of all its stakeholders. An institution's brand is the sum of the aspirations of all its participating groups, and simultaneously the enforcer of the positive qualities that these groups identify in the institution.

A Positioning Platform is a crucial component of this branding exercise. It is an articulation of the position the institution wants to occupy in the minds of the people and is a product of stakeholder consensus. The creation of this platform is an inclusive and collaborative process, and identifies our core values and strengths. It helps us create brand messaging that is coherent, constructive, inclusive and effective.

As an august and venerable institution poised to take a leap into the global arena, the BITS Pilani Positioning Platform needs to be a carefully controlled mix of values, statements and drivers that come together to provide the ideal foundation on which the brand can be built.

The Positioning Platform consists of the following:

- **Positioning Statement**
- **Brand Promise**
- **Brand Drivers and Key Messages**
- **Brand Personality**

Through ever-evolving external factors and creative strategies, the Positioning Platform remains constant. It acts as a guiding light during the development of creative executions and also provides a basis on which the creative collateral and messaging material can be evaluated. The Positioning Platform only undergoes small evolutionary changes to reflect the changing competencies and strengths of the institution, for which it must be reevaluated every few years.







# Positioning statement

## Who are we?

We are India's leading private university, integrating learning and the discovery of knowledge through an enriching campus life, pervasive industry engagement, and continuous innovation in curriculum and pedagogy.

## For whom are we?

We are the institute of choice for high-ability and goal oriented students and faculty who seek an inspiring and collaborative learning environment.

## What's different about us?

- We are deeply committed to innovation in every field and provide an atmosphere that promotes cross disciplinary interaction and research by students and faculty alike.
- We have led from the front in creating transparent intake systems that place merit above all other considerations and provide equal opportunities to every candidate.
- The curriculum is constantly updated based on emerging international trends and changing industry demands, to create a pedagogy that is always cutting edge.
- Our pervasive industry engagement has provided working professionals the opportunity to advance their knowledge and skills. It has allowed our students to be valued for their professional skills and strong work ethic, and to become effective leaders in their professions and communities.
- For over 50 years our alumni have advanced rapidly and scaled newer heights in their chosen fields. They have achieved national and international success in a number of fields, and have changed society for the better.







# Brand promise

## Innovate . Achieve . Lead

We provide a compelling combination of education, industry experience and opportunity for self-expression – all of which contribute to giving our students a unique market position, prestige and point of distinction. We inspire constant innovation, we celebrate achievements, and we groom future leaders.





# Brand drivers

## What are Brand Drivers?

The Brand Drivers are the clearest enumeration of the institute's attributes that are associated with the brand. When combined with compelling benefits and insightful messaging, the Brand Drivers result in arresting, interesting and impactful communication. Coupled with the Positioning Statement and Brand Promise, the Brand Drivers impart sustainability and adaptability to any brand communication. They also provide logical starting points to any creative execution.

To resonate with relevance across time, the Brand Drivers and Brand Promise should be built around fundamental attributes of the institute, and not reflect any tactical strategy or advantage. Further, the Brand Promise and Brand Drivers must be adaptable. Their scope should be overarching and should reflect the attributes and strengths of the organisation as a whole. They must be applicable to every component, department and programme within the institute.

The usage of Brand Drivers must be consistent, all-pervading and comprehensive. They must be reflected at every engagement with a potential audience and their usage must be stressed in every communication.

### **BITS Pilani Brand Drivers**

- Legacy of excellence
- Commitment to transparency
- Equal opportunity for all
- Pervasive industry engagement
- Enriching campus life
- Continual innovation in curriculum and pedagogy

### **The Brand Drivers form the basis for:**

- Advertising campaigns
- Press releases
- Various brochures and prospectus
- Guide for interaction between any of the institutions' official representatives and members of the press and public
- Communication collateral—both internal and external





## Brand Drivers, Key Messages and Proof Points

The Brand Drivers must be supported with Proof Points whenever they are to be used in any communication. Proof Points are facts that lend credence and believability to the Brand Driver claims. They may take the shape of data, anecdotes or other examples, and must be chosen depending on the audience to be addressed.

This is an indicative list and is not comprehensive. To submit new ideas to the Key Messages and Proof Points database, email a concise description to the PMRU on your campus.

| Brand Drivers                                   | Key Messages   | Selected Proof Points   |
|---|--|---|
| Legacy of excellence                            | <ul style="list-style-type: none"><li>■ BITS Pilani has a 50-year-old legacy of excellence</li></ul>   | <ul style="list-style-type: none"><li>■ Established in 1964 under technical partnership with MIT, BITS Pilani has been a consistent frontrunner in technical education in India.</li><li>■ BITS Pilani alumni have gone on to become leading technocrats, entrepreneurs and leaders of society across the world.</li></ul>  |
| Commitment to transparency                      | <ul style="list-style-type: none"><li>■ Transparent intake processes</li><li>■ Fair admission and evaluation criteria</li></ul>  | <ul style="list-style-type: none"><li>■ BITSAT 1st online admission test</li></ul>  |
| Pervasive industry engagement                   | <ul style="list-style-type: none"><li>■ Offers industry experience to students to develop professional skills and strong work ethics through Practice School (PS)</li><li>■ BITS Pilani provides working professionals opportunities to learn and hone their skills.</li></ul> | <ul style="list-style-type: none"><li>■ The PS is a unique and innovative programme providing industrial training like no other.</li><li>■ We value corporate partnerships that contribute as much as the support they provide.</li><li>■ The PS provides employers with a finished 'product' ready to take on the responsibilities of corporate work.</li><li>■ Adds long term value as employees to students.</li></ul>   |
| Enriching campus life                           | <ul style="list-style-type: none"><li>■ Students and faculty engage within a close knit learning environment.</li><li>■ Students are empowered to showcase their leadership skills.</li><li>■ Students are given multiple avenues for overall development.</li></ul>           | <ul style="list-style-type: none"><li>■ Students and faculty share a close bond and support each other in community initiatives.</li><li>■ Students are empowered to take decisions and showcase their leadership skills in managing community and student events.</li><li>■ Students learn and play via engagement techniques that are intrinsic to their holistic development.</li><li>■ A number of extracurricular activities, clubs, events and organisations ensure holistic development of students.</li></ul> |
| Continual innovation in curriculum and pedagogy | <ul style="list-style-type: none"><li>■ Wide choice of programmes offered allows students to develop effectively.</li><li>■ Pedagogic focus is on student exposure across disciplines.</li></ul>   | <ul style="list-style-type: none"><li>■ Educational reforms in the curriculum offered have been going on for the past 3 to 4 decades.</li><li>■ Students have the freedom to select inter-disciplinary courses.</li><li>■ Faculty commitment ensures students gain knowledge which is updated and industry relevant.</li></ul>  |





# Brand personality

## What is Brand Personality?

Brand Personality is the way a brand speaks and behaves. It means assigning human personality traits/characteristics to a brand so as to achieve differentiation. These characteristics signify brand behavior through both individuals representing the brand (i.e., faculty, students, alumni, among others), as well as through advertisements, press releases, brochures, prospectus, etc.

## BITS Pilani Brand Personality

Dignified and yet contemporary, the BITS Pilani brand personality encompasses a wide range of values, each of which contributes to making it unique.

### BITS Pilani is:

#### Dignified

BITS Pilani is respected by all stakeholders. Its legacy spans over 50 years. Students, faculty and alumni of BITS Pilani are well-rounded people with a reputation for a strong work ethic and high standards of personal integrity.

#### Young

BITS Pilani is always reinventing, growing and absorbing the best of technology and pedagogy to bring to students a cutting edge educational experience in a relevant format.

#### Values led

At BITS Pilani we are honest, transparent and fair in our approach. We are strongly ethics and values led and aim to impart the same to students.

#### Approachable

BITS Pilani's dignity does not detract from its approachability. The campus experience is close knit and friendly to stakeholders.

#### Passionate

BITS Pilani is passionate about education, technology and research. It always achieves the desired outcomes.

#### Innovative & creative

BITS Pilani does pioneering and ground-breaking work through multiple research programmes led by faculty.

#### Leader

BITS Pilani is a leader. It has always been ahead of its time and its contemporaries.

#### Creative Approach

BITS Pilani is dignified yet dynamic, focussed yet fun, close knit yet challenging, global yet personal. It is an institution that strongly adheres to a set of core values, while always seeking to push the boundaries in terms of innovation and excellence.





# Brand guidelines

An institutions' Brand Guidelines are the verbal and visual representations of the Brand Personality. They delineate a clear design approach that imparts consistency to all communication. Adherence to the Brand Guidelines when designing is necessary in creating a clear brand image in the mind of all stakeholders. Brand Guidelines are derived from the Brand Personality and articulate brand attributes in creative terms.







Tagline





# Strategic tagline

## What is a Strategic Tagline?

A Strategic Tagline is a very important component of the overall Brand Personality, both from the strategy and the communication viewpoints. It is a restatement of the Brand Promise in a fresh and engaging way. It is designed to exude personality and is a strong signoff to all brand related communication.

### BITS Pilani Strategic Tagline

# Innovate . Achieve . Lead

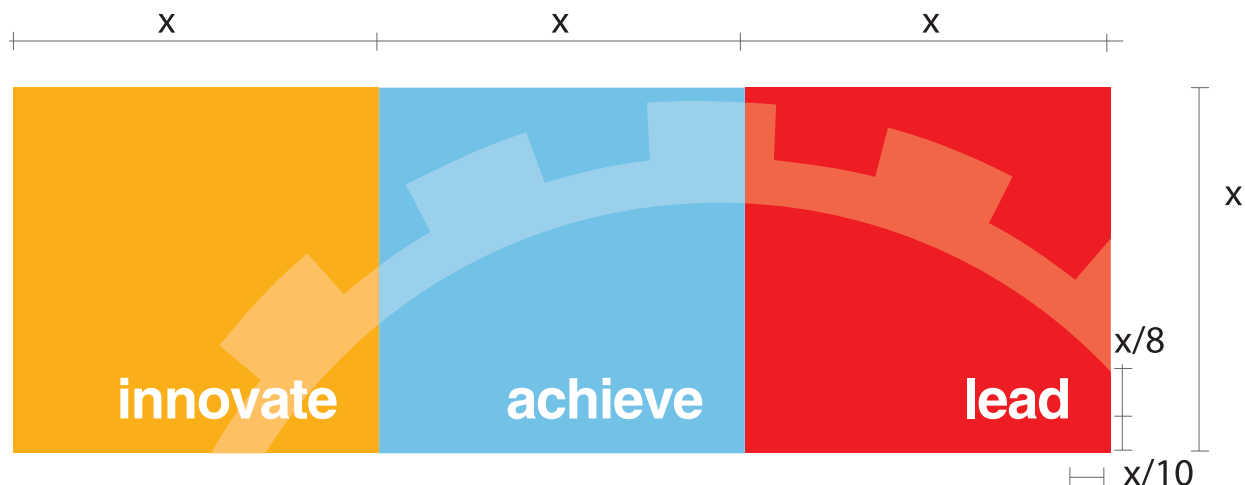
### BITS Pilani Tagline Treatment

Consistency is the key to reinforcing a desired brand image. The following section illustrates some key ways in which the BITS Pilani tagline can or cannot be used in communication.





# Tagline element construction



## Colour: Yellow

Hex Value: #FCB017  
CMYK: 0, 35, 100, 0  
RGB: 252, 176, 23

## Colour: Blue

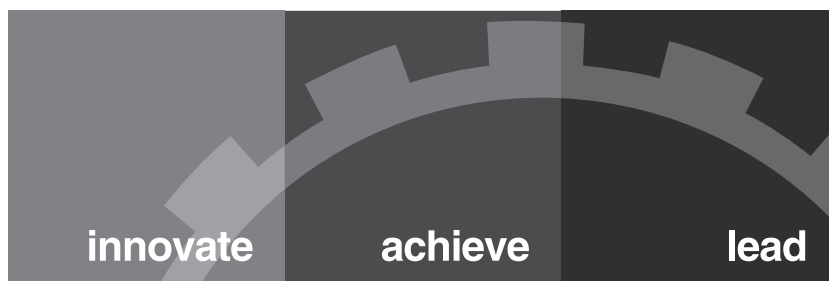
Hex Value: #76C2E5  
CMYK: 50, 7, 3, 0  
RGB: 118, 194, 229

## Colour: Red

Hex Value: #ED1C24  
CMYK: 0, 100, 100, 0  
RGB: 237, 28, 36

Font: Helvetica/Arial  
Font-Weight: Bold

**Gear Wheel:** To be used as watermark in white with opacity set to 25%



Hex Value: #808285  
CMYK: 0, 0, 0, 60  
RGB: 130, 130, 130

Hex Value: #4D4D4F  
CMYK: 0, 0, 0, 85  
RGB: 77, 77, 77

Hex Value: #333132  
CMYK: 0, 0, 0, 95  
RGB: 50, 50, 50

Hex Value: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

Minimum height for this unit: 1 cm

**Please note that in case this element is to be screen printed, the gear water mark should be removed.**



# Tagline element usage

## Usage in Written English

✓ DOs

Innovate . Achieve . Lead

Innovate | Achieve | Lead

✗ DON'Ts

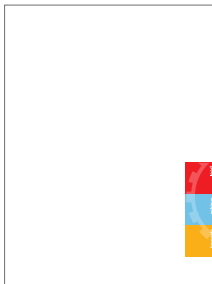
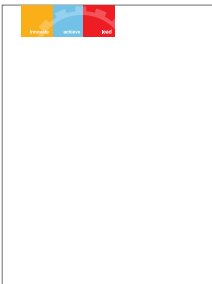
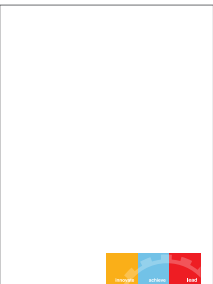
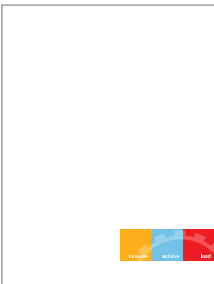
innovate, achieve, lead

innovate - achieve - lead

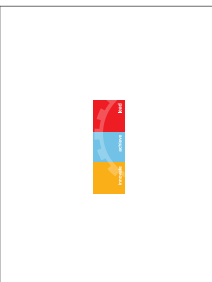
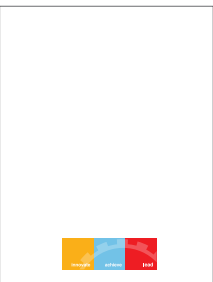
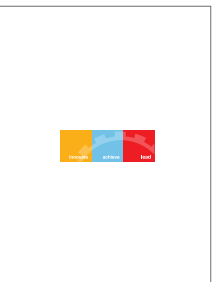
## Usage as a Graphic Element

The tagline element will always have one of the sides touching the border of the artifact that it is used on. Also, all the three squares have to be used together as a unit and not in isolation.

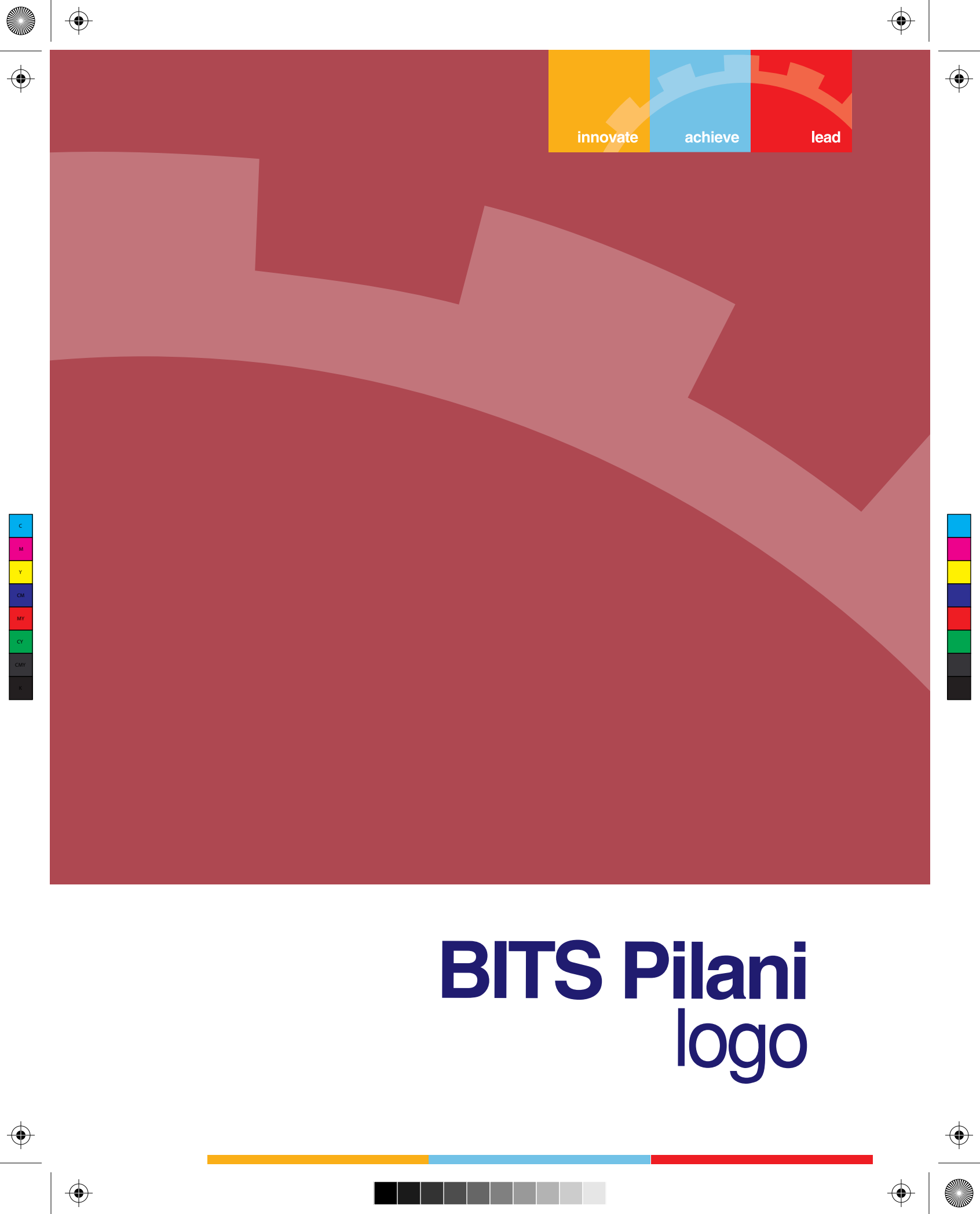
✓ DOs



✗ DON'Ts







innovate

achieve

lead

**BITS Pilani**  
logo





# BITS Pilani logo

The logo plays a major role in building a brand image.

It is essential to abide by the rules in order to ensure optimum exposure of the BITS Pilani brand, and to clearly identify the originator of all media produced.





# Components of the logo

## The Emblem

Wherever possible the logo should be used in all colour. In case the resources are not available to print the colour version please see below for specifications for printing in grey scale and in black and white.

Minimum height for emblem: 1.5 cm



Hex Value: #E9972F  
CMYK: 7, 46, 94, 0  
RGB: 233, 151, 47

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112

Hex Value: #FAC92E  
CMYK: 2, 20, 92, 0  
RGB: 250, 201, 46

Hex Value: #76C2E5  
CMYK: 50, 7, 3, 0  
RGB: 118, 194, 229

Hex Value: #ED1C24  
CMYK: 0, 100, 100, 0  
RGB: 237, 28, 36



Hex Value: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0

Hex Value: #333132  
CMYK: 0, 0, 0, 95  
RGB: 50, 50, 50

Hex Value: #4D4D4F  
CMYK: 0, 0, 0, 85  
RGB: 77, 77, 77

Hex Value: #808285  
CMYK: 0, 0, 0, 60  
RGB: 130, 130, 130

Hex Value: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255



Hex Value: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0

Hex Value: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255





# Components of the logo

## The Name

The name of the institution should always appear as below.

### Usage in a sentence

## BITS Pilani, Pilani Campus

Font: Helvetica/Arial

Font-Weight: Bold + Normal

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112

or

Hex Value: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0

or

Hex Value: #4D4D4F  
CMYK: 0, 0, 0, 85  
RGB: 77, 77, 77

### Usage as a logo without the emblem

## Birla Institute of Technology & Science, Pilani

Pilani | Dubai | Goa | Hyderabad

Font: Helvetica/Arial

Font-weight: Bold + Normal

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112

### Usage as a logo without the emblem (shorter version)

## BITS Pilani

Pilani | Dubai | Goa | Hyderabad

Font: Helvetica/Arial

Font-Weight: Bold + Normal

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112







# Usage of the logo

Minimum white spaces around the logo if it is used in isolation



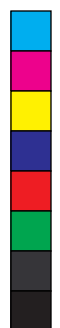




# Usage of the logo

## Emblem and Name

Logo and name can be combined in various formats following certain rules. Examples in the subsequent pages demonstrate the various configurations in which they can be used.





# Logo + name

## Vertical Short Version

University logo



**BITS Pilani**  
Pilani | Dubai | Goa | Hyderabad

Campus specific logos



**BITS Pilani**  
Pilani Campus



**BITS Pilani**  
K K Birla Goa Campus



**BITS Pilani**  
Hyderabad Campus



**BITS Pilani**  
Dubai Campus



بيتس بيلاي  
لبي حرم الجامعة

Minimum height for this logo unit: 2.5 cm

Note: The font used for Arabic is custom generated to match the style, so please ensure that you source the vector version for it.



# Logo + name

## Horizontal Short Version

University logo



**BITS Pilani**  
Pilani | Dubai | Goa | Hyderabad

Campus specific logos



**BITS Pilani**  
Hyderabad Campus



**BITS Pilani**  
Dubai Campus



**BITS Pilani**  
K K Birla Goa Campus



**بيتسي بلاني**  
لبي حرم الجامعة



**BITS Pilani**  
Pilani Campus

Minimum height for this logo unit: 1.5 cm

Note: The font used for Arabic is custom generated to match the style, so please ensure that you source the vector version for it.





# Logo + name

## Horizontal Long Version

University logo



**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad

Campus specific logos



**Birla Institute of Technology & Science, Pilani**  
Pilani Campus



**Birla Institute of Technology & Science, Pilani**  
Dubai Campus



**Birla Institute of Technology & Science, Pilani**  
K K Birla Goa Campus



**Birla Institute of Technology & Science, Pilani**  
Hyderabad Campus

Minimum height for this logo unit: 1.5 cm







# Name

## Long Version

### University logo

**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad

### Campus specific logos

**Birla Institute of Technology & Science, Pilani**  
Pilani Campus

**Birla Institute of Technology & Science, Pilani**  
Dubai Campus

**Birla Institute of Technology & Science, Pilani**  
K K Birla Goa Campus

**Birla Institute of Technology & Science, Pilani**  
Hyderabad Campus

Minimum height for this logo unit: 0.75 cm







# Name

## Short Version

University logo

# BITS Pilani

Pilani | Dubai | Goa | Hyderabad

Campus specific logos

**BITS Pilani**  
K K Birla Goa Campus

**BITS Pilani**  
Dubai Campus

**BITS Pilani**  
Pilani Campus

بيتسي بلاني  
لبي حرم الجاوة

**BITS Pilani**  
Hyderabad Campus

Minimum height for this unit: 0.75 cm

Note: The font used for Arabic is custom generated to match the style, so please ensure that you source the vector version for it.







# Name

**Sentence Version** (Name + Campus Name)

**BITS Pilani, Pilani Campus**

**BITS Pilani, K K Birla Goa Campus**

**BITS Pilani, Dubai Campus**

**BITS Pilani, Hyderabad Campus**

بيتس بلاني بي حرم الجاوة

**Sentence Version** (Name + Campus Name + Country)

**BITS Pilani, Pilani Campus, India**

**BITS Pilani, K K Birla Goa Campus, India**

**BITS Pilani, Dubai Campus, UAE**

**BITS Pilani, Hyderabad Campus, India**

Note: The font used for Arabic is custom generated to match the style, so please ensure that you source the vector version for it.





# Usage of logo with colour

Against dark coloured backgrounds



Against medium intensity coloured backgrounds



Against light coloured backgrounds



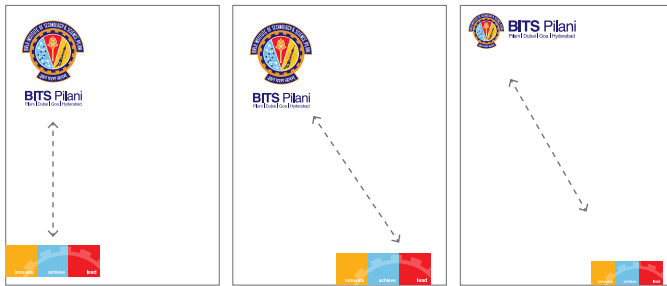


# Usage of logo with tagline

## Rules

1. The logo unit and tagline element should be placed opposite or diagonally opposite each other on the x-axis to create visual balance.

### ✓ DOs

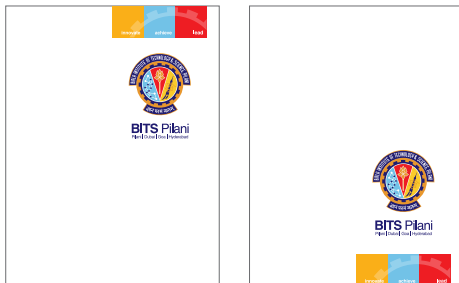


### ✗ DON'Ts



2. Use the vertical format of logo when the logo and tagline element are used as a unit and positioned one above the other. The two elements must be vertically centre aligned. The tagline element will always have only one of the sides touching the border of the artifact that it is used on.

### ✓ DOs



### ✗ DON'Ts

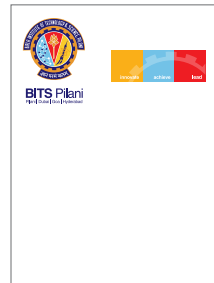


3. Use the horizontal format of logo when the logo and tagline element are used as a unit and positioned horizontally next to each other.

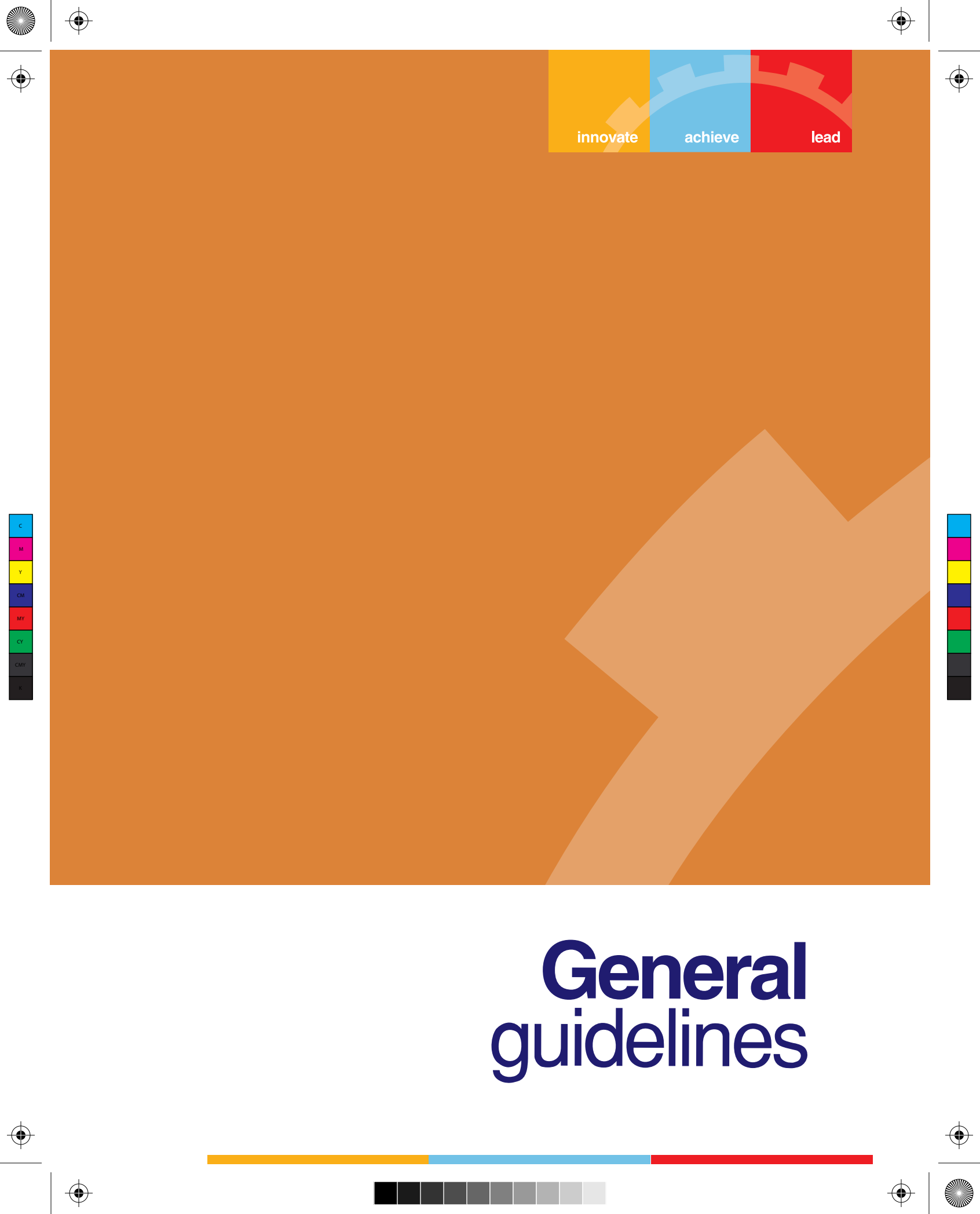
### ✓ DOs



### ✗ DON'Ts







# General guidelines







# Images guidelines and usage

A distinguished legacy and a futuristic outlook—these are some of the key qualities that set apart BITS Pilani. Conveying these qualities should be the key consideration behind choosing images for the brand.

## Image Themes

As reinforcers of the brand, every aspect of BITS Pilani communication must reflect the Brand Drivers. Images chosen must be a visual depiction of the qualities that constitute the brand.

### The Brand Drivers and associated image themes are:

#### Modern images that convey a sense of scale

Large panoramic views that highlight the beauty and bring out the scale of the institute are image styles that must be employed frequently. Key structures that are distinguishing marks of each campus must also be appropriately photographed and frequently employed for communication. Such images will help highlight the legacy and grandeur of the institute.

**Note:** The sense of scale must never seem to become impersonal and imposing. Buildings and structures must always seem occupied and engaged by students and faculty.







# Images guidelines and usage

## Honest smiling interaction

Interactions between the institute and the various stakeholders must be captured and used across collateral. These images serve to highlight the institute's commitment to transparency.



## Mixed group photographs

Mixed groups across gender and economic status depict the institute's equal opportunity policy and support the institute's efforts in this direction.







# Images guidelines and usage

## Visuals of students on the job

Images of students working at internships and visuals of the CEP programme can effectively highlight the industry engagement of BITS Pilani. Images of work must be interestingly framed and must convey a sense of motion, dynamism and focus.



## Student faculty interaction and extra-curricular activities

Life at BITS Pilani is an enriching experience for students. Images of students engaged in personality building highlights this key brand driver and lends credence to communication. Scenic images of the campuses also serve to establish this quality.







# Images guidelines and usage

## High-tech classroom facilities and laboratories

BITS Pilani lays great emphasis on continuous innovation, our pedagogy is constantly evolving and developing to always be in sync with current trends. These images must always have students and professors engaged deeply with the task at hand, signalling the commitment that the institute brings to what it does.





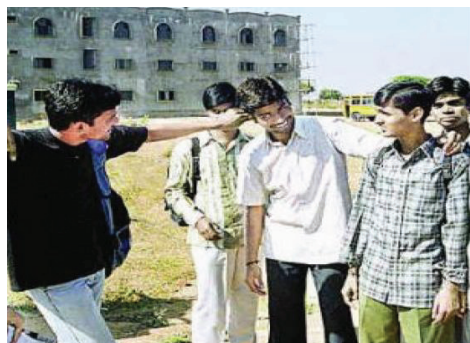


# Images guidelines and usage

## Collective DON'Ts

The following visuals are strictly to be avoided:

Images that make the institute seem old fashioned or regressive



Visuals of disengaged students or faculty



Visuals which are not natural and have been modified on Photoshop



Low resolution images or snap shots





# Images guidelines and usage

## Other Photography Considerations

The following visuals are strictly to be avoided

Photos in which subjects are wearing clothing with prominent logos of other brands or clothes that are dirty.



Photos that appear dated—by clothing and hairstyles, campus landmarks or faculty who are no longer with the institute.



Photos manipulated to the point where they are no longer accurate (e.g., 'flipping' a photo so that the road once on the west side of the academic block is now on the east).



Overuse of stock photography





# Images guidelines and usage

## Image Manipulation

### Cropping images

Cropping is an extremely powerful image manipulation tool. Smart cropping can change the meaning of images and bring out hidden aspects. BITS Pilani photographs must be cropped not merely for stylistic flourishes, but to enhance the image’s dramatic quality in line with the communication at hand.

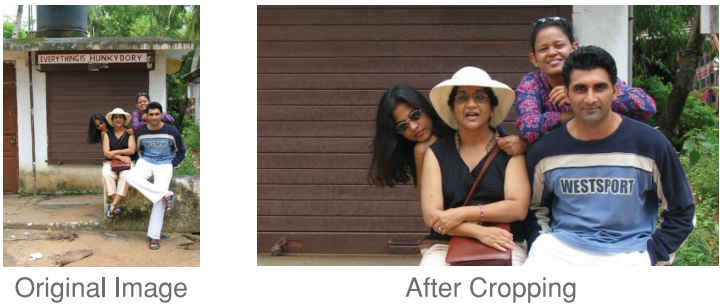
### Using cropped images:

All cropped images must be shown in simple rectangles. Images are not to be framed in circles or other shapes.

### DON'Ts



Care should be taken to crop images in a way that heightens their dramatic quality.



Original Image

After Cropping





# Images guidelines and usage

## Angled Formats

Interesting angles can often add unexpected dimensions to images. Appropriately angled images of students impart a sense of dynamism and purpose. That said, this technique cannot be used in a number of situations for the BITS Pilani Brand.

### Using angled images:

#### DOs

Use angled images to bring out the forward motion of single characters.



Use angled images in an appropriate manner to show focus and conviction of subjects.



#### DON'Ts

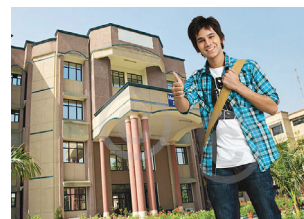
Avoid angled images of buildings.



Avoid giving excessive and over dramatic angles to subjects.



Avoid angling cropped images of human subjects.



Avoid angling images with multiple subjects.







# Lexicon

## vocabulary to be used

A distinctive tone of voice is a key component in the creation of a unique Brand Personality. Language used in harmony with the Brand Drivers and Brand Promise infuses definition into the brand, and makes communication more believable and effective.

In accordance with the BITS Pilani Brand Drivers some of the key terms that describe the BITS Pilani tone of voice will be:

### Distinguished

BITS Pilani speaks from a position of eminence. It is respected institution that has made its mark.

### Forward Looking

Innovation is in our DNA. We do not excel to prove ourselves but drive ourselves towards new discoveries and paradigms because it is our passion to do so.

### Simple but Eloquent

Transparency is a key feature of BITS Pilani. Our messages and statements must therefore be clear and lucid. Simultaneously there needs to be a dignity in our style in accordance with our legacy of excellence.

### Challenging

The fact that we set very high ideals and standards for ourselves—and work towards achieving them—should be conveyed. We are always urging others and ourselves to view every trial as a challenge to be overcome.

### Approachable

Like any good teacher BITS Pilani is approachable and helpful. We are not an institute that sits in an ivory tower. All brand conversation must be from Us to You—a first person tone.







# Lexicon vocabulary to be used

## Existing:

The institute is engaged in increasing their global exposure and expanding their research facilities.

Over the years, BITS has provided the highest quality technical education to students from all over India admitted on the basis of merit. Its graduates may be found throughout the world in all areas of engineering, science and commerce. BITS symbolizes the maturing of Indian technical ability and "can-do" entrepreneurial spirit, especially as derived from the private sector. BITS is located in the Vidya Vihar campus adjacent to the town of Pilani in Rajasthan.

With a view to establish itself as one of India's top research-led universities and be amongst the leading technical universities in the world, BITS Pilani has embarked upon an aggressive plan to expand its postgraduate and Ph.D. research programmes, while consolidating its undergraduate programmes.

The Institute faculty work in several areas of research of national relevance. The faculty has to merge the individual ambition with the Institute's goals and contribute to the research efforts at the First Degree and Higher Degree through theses, practice school projects, and Ph.D. degrees etc. Further, opportunities are available for participation in consultancy activities arising out of linkages established with the outside world. Faculty members are also expected to seek research funding from various national and international agencies.

## Expected:

We are on the move, increasing our global exposure and expanding our research facilities.

Since our inception, we have focussed on providing the highest quality technical education to meritorious students from across India, fostering a challenging and nurturing educational environment. Today, our alumni are in leading positions in diverse fields across the world. We have come to symbolise the maturing of the Indian technical ability and its "can-do" entrepreneurial spirit, especially as derived from the private sector. Our flagship institute is located in the Vidya Vihar campus adjacent to the town of Pilani in Rajasthan.

In an increasingly globalised world, we are taking the next step in our evolution, and are aggressively expanding our postgraduate and Ph.D. research programmes, while consolidating our undergraduate programmes to emerge as one of the leading technical universities in the world.

As leading intellectual powerhouses of India, our faculty engages in research in several areas of critical national importance. Faculty members are thus encouraged to merge individual ambition with the institute's goals and contribute to research efforts through theses, practice school projects, and Ph.D. degrees, among others. Faculty members are also expected to seek research funding from various national and international agencies to fulfill research targets. Further, our strong linkage with industry creates the opportunity to engage actively with it through consultancy projects.







# Lexicon

## vocabulary to be used

### Active

BITS Pilani is forever striving towards the next goal. This aspect of the institute is best represented by an active tone of voice. This brings out our energy and vibrancy, and brings immediacy to all brand conversation.







# Colour palette

## Primary Palette

### Base Colours



Hex Value: #E9972F  
CMYK: 7, 46, 94, 0  
RGB: 233, 151, 47  
Pantone 1375



Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112  
Pantone 273

### Highlight Colours



Hex Value: #ED1C24  
CMYK: 0, 100, 100, 0  
RGB: 237, 28, 36  
Pantone 485



Hex Value: #76C2E5  
CMYK: 50, 7, 3, 0  
RGB: 118, 194, 229  
Pantone 297



Hex Value: #FCB017  
CMYK: 0, 35, 100, 0  
RGB: 252, 176, 23  
Pantone 143



Hex Value: #FAC92E  
CMYK: 2, 20, 92, 0  
RGB: 250, 201, 46  
Pantone 129

### Neutral Colours



Hex Value: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0  
Pantone Process Black



Hex Value: #333132  
CMYK: 0, 0, 0, 95  
RGB: 50, 50, 50  
Pantone Process Black



Hex Value: #4D4D4F  
CMYK: 0, 0, 0, 85  
RGB: 77, 77, 77  
Pantone Cool Gray 11

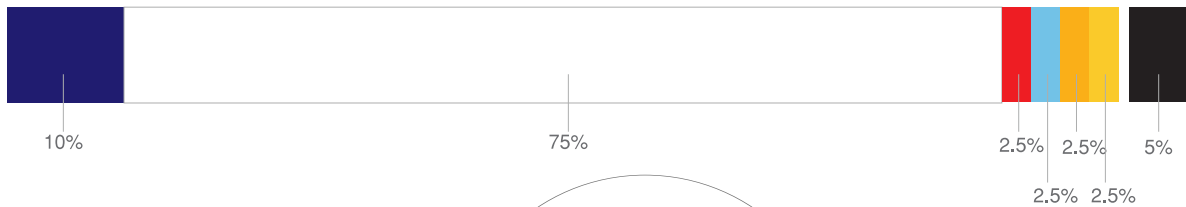


Hex Value: #808285  
CMYK: 0, 0, 0, 60  
RGB: 130, 130, 130  
Pantone 877



Hex Value: #FFFFFF  
CMYK: 0, 0, 0, 0  
RGB: 255, 255, 255

### Relative Usage of Colours







# Colour palette

## Extended Palette

|   |   |   |  |   |
|---|---|---|--|---|
| Hex Value: #191932<br>CMYK: 89, 85, 49, 61<br>RGB: 25, 25, 50   | Hex Value: #517380<br>CMYK: 72, 45, 40, 11<br>RGB: 81, 115, 128 | Hex Value: #BBA25B<br>CMYK: 28, 31, 76, 2<br>RGB: 187, 162, 91  | Hex Value: #876238<br>CMYK: 38, 57, 84, 24<br>RGB: 135, 98, 56 | Hex Value: #AE4A52<br>CMYK: 25, 82, 62, 11<br>RGB: 174, 74, 82  |
| Hex Value: #212053<br>CMYK: 100, 99, 36, 32<br>RGB: 33, 32, 83  | Hex Value: #699CAF<br>CMYK: 62, 27, 25, 0<br>RGB: 105, 156, 175 | Hex Value: #DBB344<br>CMYK: 15, 28, 87, 0<br>RGB: 219, 179, 68  | Hex Value: #BA8346<br>CMYK: 25, 49, 82, 6<br>RGB: 186, 131, 70 | Hex Value: #D13D47<br>CMYK: 12, 91, 73, 2<br>RGB: 209, 61, 71   |
| Hex Value: #211D70<br>CMYK: 100, 100, 0, 30<br>RGB: 33, 29, 112 | Hex Value: #76C2E5<br>CMYK: 50, 7, 3, 0<br>RGB: 118, 194, 229   | Hex Value: #FAC92E<br>CMYK: 2, 20, 92, 0<br>RGB: 250, 201, 46   | Hex Value: #E9972F<br>CMYK: 7, 46, 94, 0<br>RGB: 233, 151, 47  | Hex Value: #ED1C24<br>CMYK: 0, 100, 100, 0<br>RGB: 237, 28, 36  |
| Hex Value: #2F3996<br>CMYK: 97, 94, 0, 0<br>RGB: 47, 57, 150    | Hex Value: #41B8EA<br>CMYK: 63, 8, 0, 0<br>RGB: 91, 65, 184     | Hex Value: #FEB012<br>CMYK: 0, 28, 100, 0<br>RGB: 254, 188, 18  | Hex Value: #F6851F<br>CMYK: 0, 58, 100, 0<br>RGB: 233, 151, 47 | Hex Value: #ED1C24<br>CMYK: 0, 100, 100, 0<br>RGB: 246, 133, 31 |
| Hex Value: #4754A4<br>CMYK: 83, 77, 0, 0<br>RGB: 71, 84, 164    | Hex Value: #48C2EE<br>CMYK: 60, 2, 1, 0<br>RGB: 72, 194, 238    | Hex Value: #DDA827<br>CMYK: 14, 34, 100, 0<br>RGB: 221, 168, 39 | Hex Value: #F6851F<br>CMYK: 12, 56, 90, 1<br>RGB: 219, 131, 56 | Hex Value: #C82027<br>CMYK: 14, 100, 100, 5<br>RGB: 200, 32, 39 |







# Font styles

## Helvetica

In order to guarantee simplicity, power and recognition, only one font is used: Helvetica. Used in only three forms (regular, bold and oblique), and through variations in font size and colour, it allows hierarchial organisation of information in the simplest possible way.

## Arial

In case Helvetica is unavailable for any reason, then fonts from the Arial family can be used instead.





Helvetica

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >:;'+-@%!?

Helvetica Regular is to be used for all purposes  
ranging from body copy to headings, etc.

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >:;'+-@%!?

Helvetica Bold is to be used for headings, titles  
and quotes, etc.

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >:;'+-@%!?

Helvetica Oblique is to be used for providing  
image subtitles, highlighting quotes, etc.

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >:;'+-@%!?

Helvetica Oblique Bold is to be used for  
headings, titles and quotes, etc.





## Arial (to be used only in case Helvetica is not available)

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >,:'+-@%!?

**Arial Regular** is to be used for all purposes  
ranging from body copy to headings, etc.

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >,:'+-@%!?

**Arial Bold** is to be used for headings, titles and  
quotes, etc.

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >,:'+-@%!?

**Arial Italic** is to be used for providing image  
subtitles, highlighting quotes, etc.

ab

THE QUICK BROWN FOX  
JUMPS OVER THE LAZY DOG.  
The quick brown fox jumps over  
the lazy dog.  
1234567890< >,:'+-@%!?

**Arial Bold Italic** is to be used for headings,  
titles and quotes, etc.







An example of how visual hierarchy is created through the effective use of font sizes and weights

# Lorem amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vitae nisl eget massa.

## Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vitae nisl eget massa elementum egestas sed vitae urna. Cras vestibulum, ante at elementum ornare, turpis leo faucibus ipsum, vel auctor dui nunc a sapien.

### Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Cras vitae nisl eget massa elementum egestas sed vitae urna. Cras vestibulum, ante at elementum ornare, turpis leo faucibus ipsum, vel auctor dui nunc a sapien.



lorem ipsum  
dolor sit  
amet ”



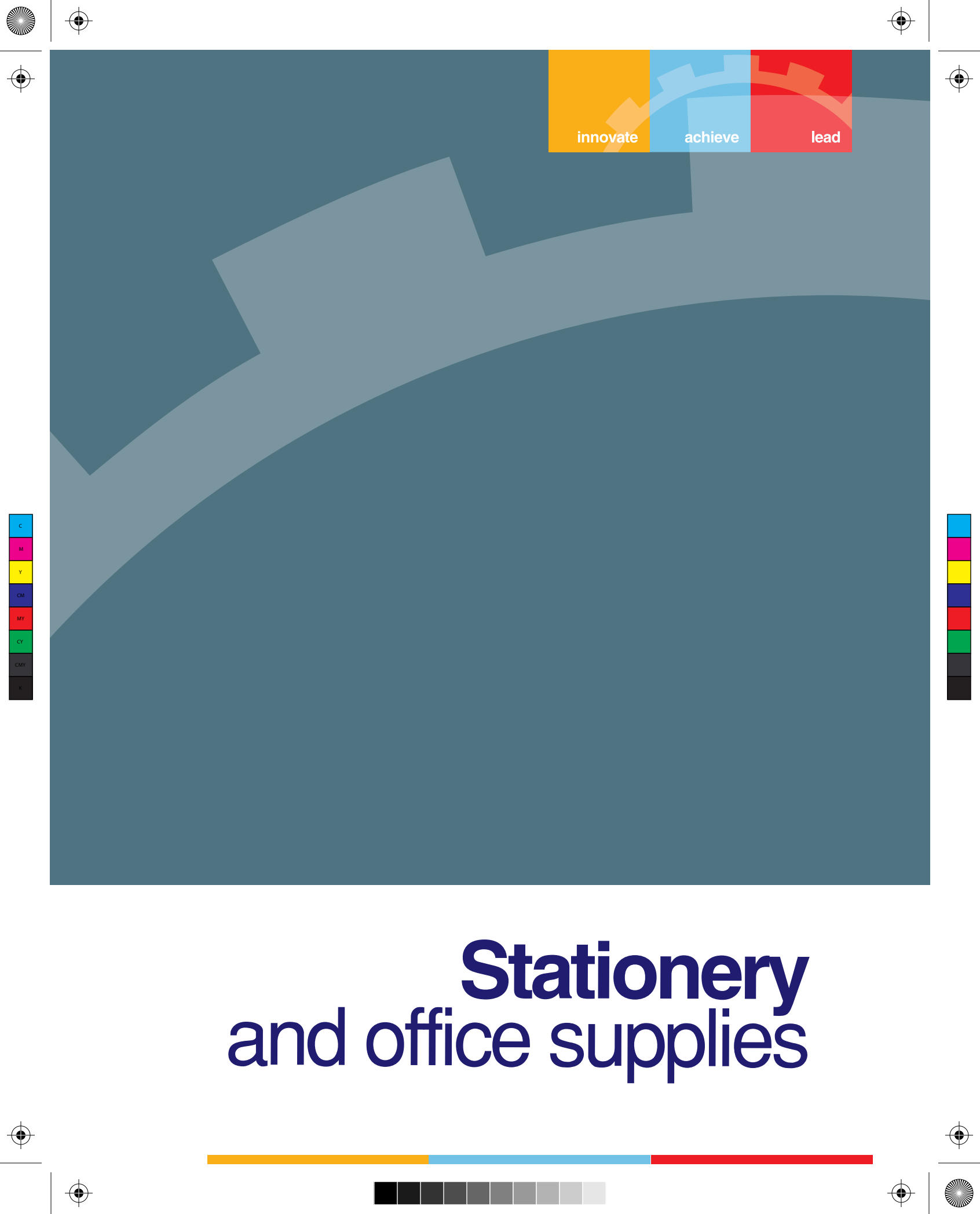
lorem ipsum  
dolor sit  
amet ”



Lorem ipsum dolor sit amet, consectetur adipiscing elit.







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lead

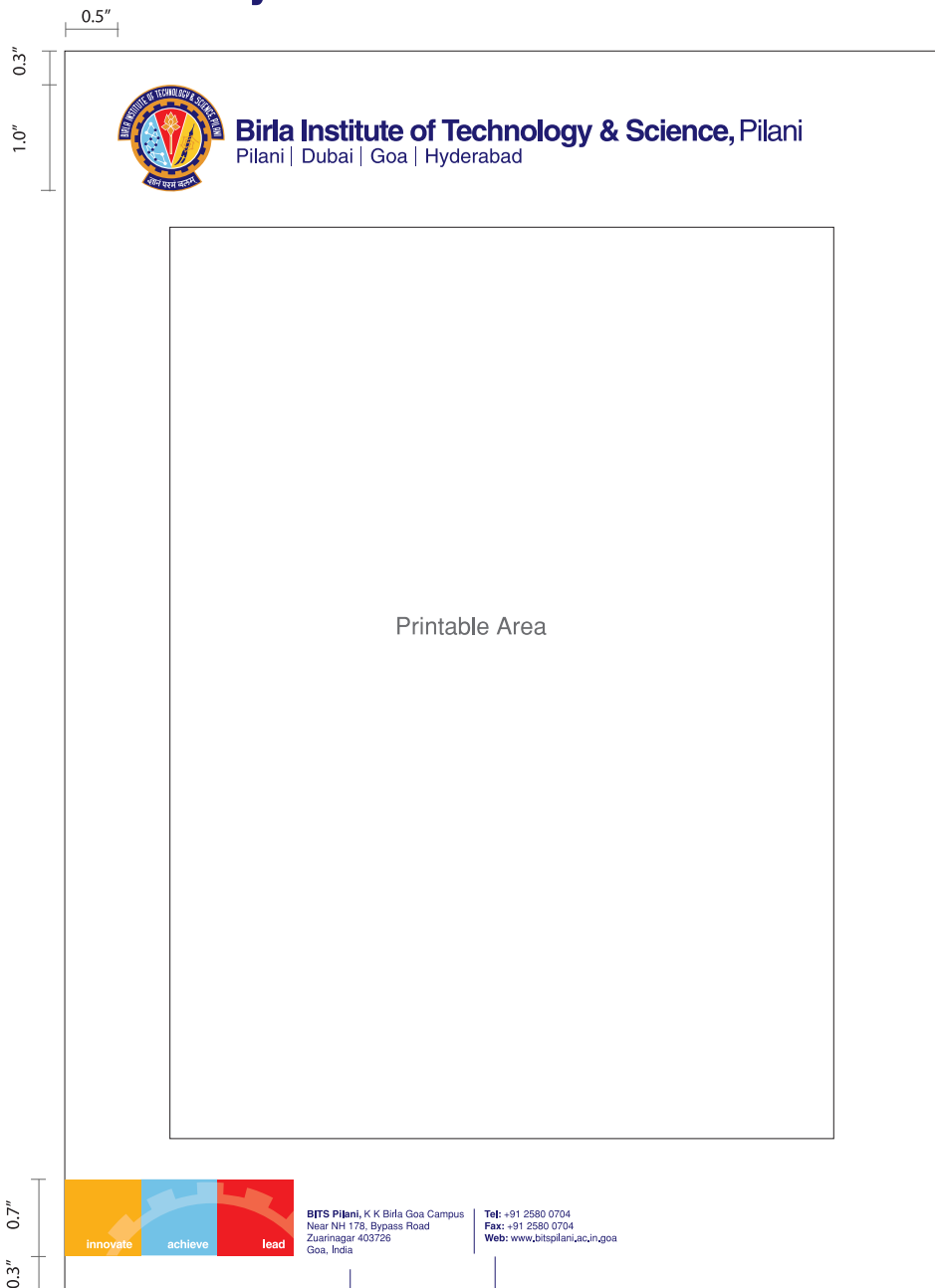
# Stationery and office supplies





# Stationery design

## University Letterhead



**Letterhead Size:** A4

**Left Margin:** 1 inch

**Right Margin:** 1 inch

**Top Margin:** 1.6 inch

**Bottom Margin:** 1.4 inch

**Font:** Helvetica/Arial

**Font Weight:** Bold + Normal

**Font Size:** 10 Point

**Font:** Helvetica/Arial  
**Font Weight:** Bold + Normal  
**Font Size:** 7 Point

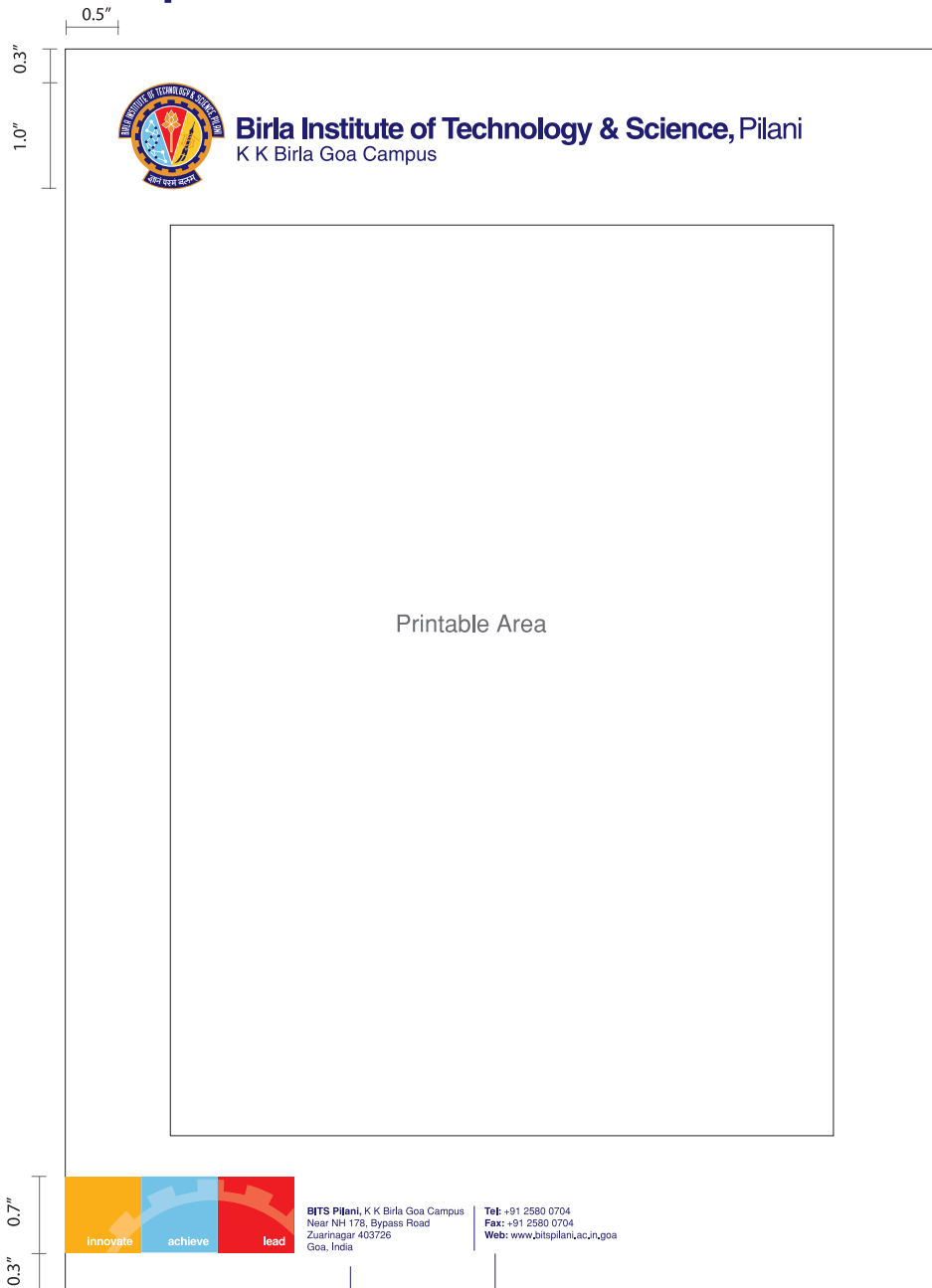
Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112





# Stationery design

## Campus Letterhead



**Letterhead Size:** A4

**Left Margin:** 1 inch

**Right Margin:** 1 inch

**Top Margin:** 1.6 inch

**Bottom Margin:** 1.4 inch

**Font:** Helvetica/Arial

**Font Weight:** Bold + Normal

**Font Size:** 10 Point

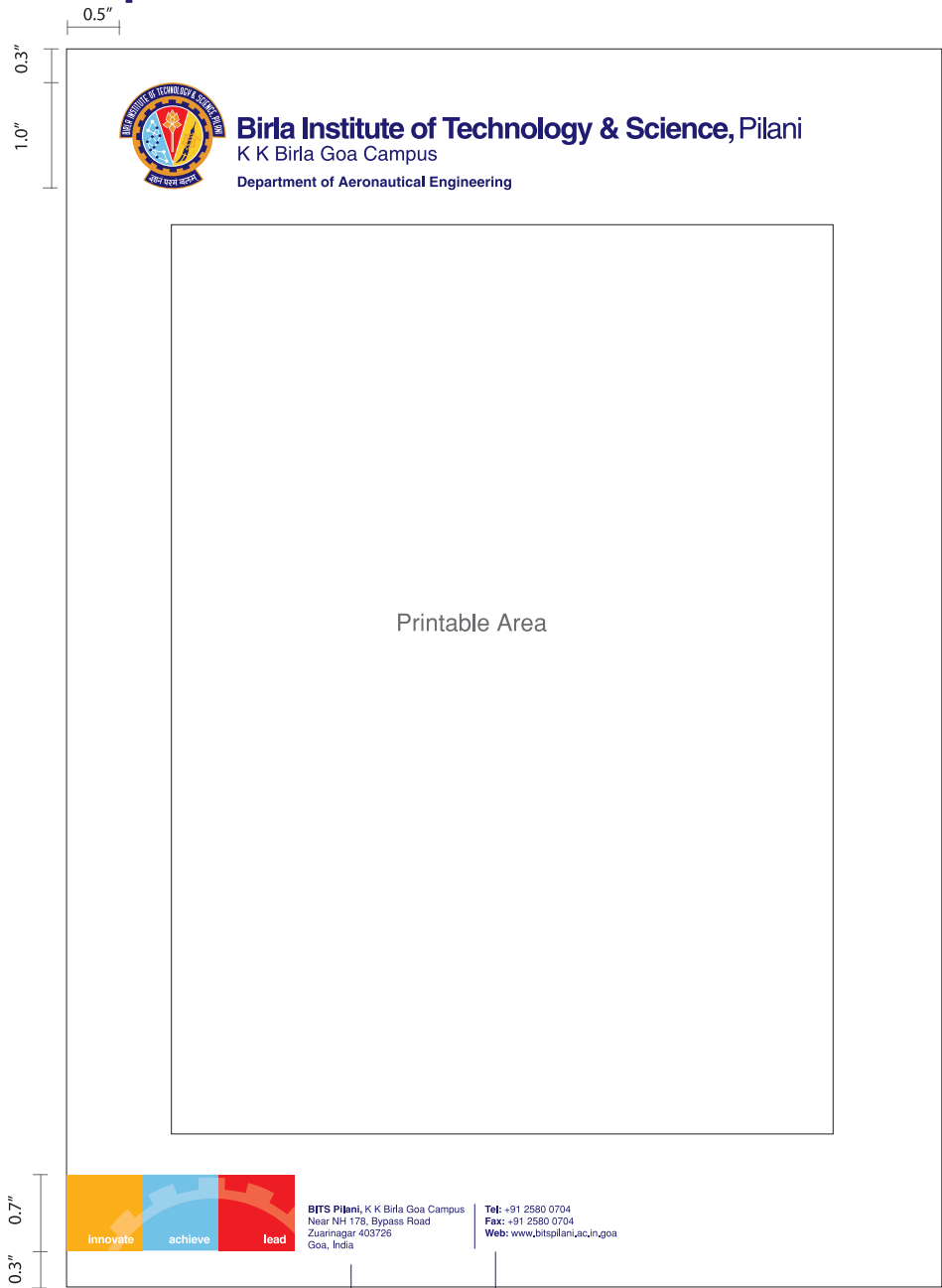
**Font:** Helvetica/Arial  
**Font Weight:** Bold + Normal  
**Font Size:** 7 Point

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112



# Stationery design

## Department Letterhead



Letterhead Size: A4

Left Margin: 1 inch  
Right Margin: 1 inch  
Top Margin: 1.6 inch  
Bottom Margin: 1.4 inch

Font: Helvetica/Arial  
Font Weight: Bold + Normal  
Font Size: 10 Point

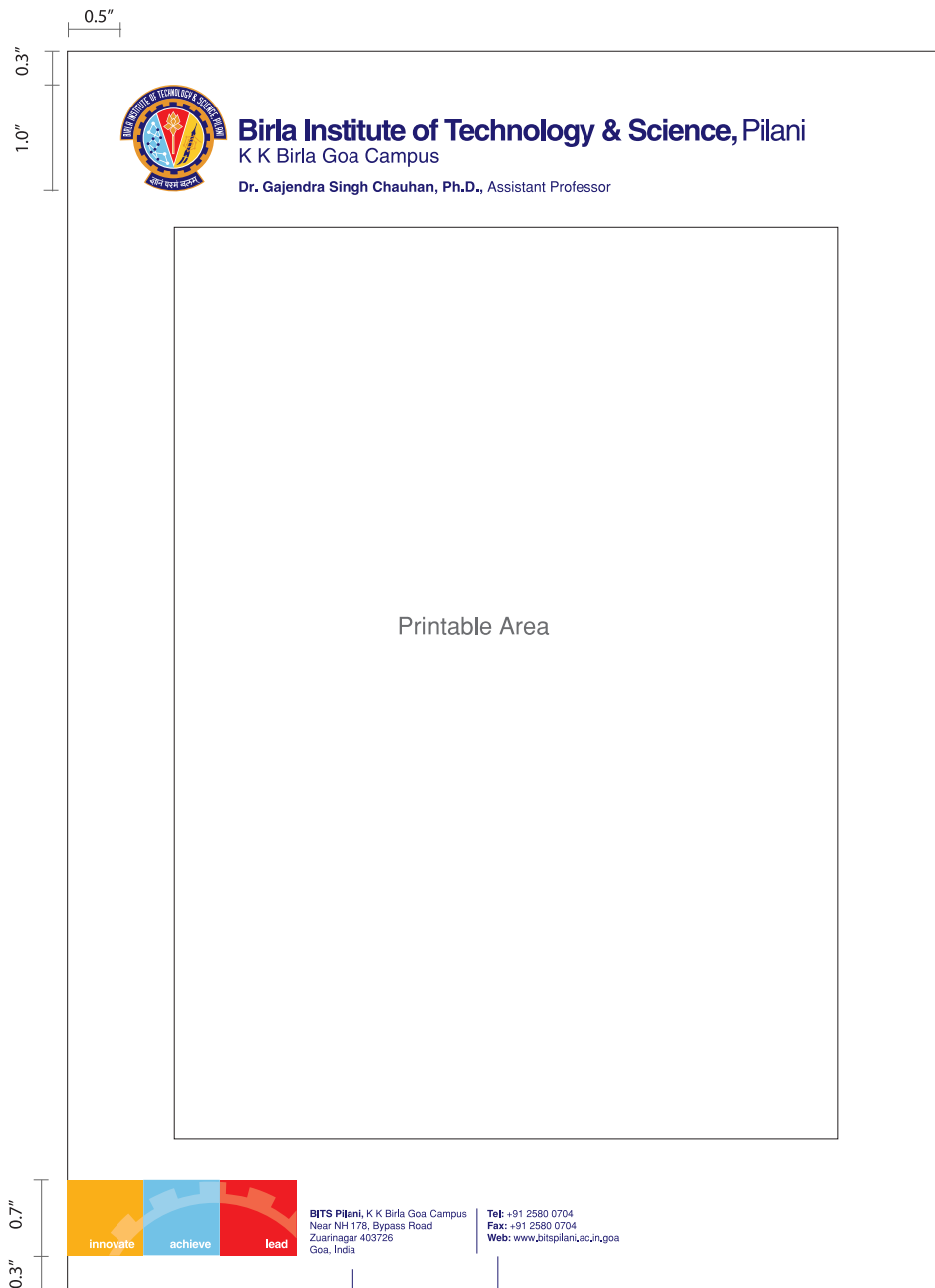
Font: Helvetica/Arial  
Font Weight: Bold + Normal  
Font Size: 7 Point

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112



# Stationery design

## Professor's Letterhead



**Letterhead Size:** A4

**Left Margin:** 1 inch

**Right Margin:** 1 inch

**Top Margin:** 1.6 inch

**Bottom Margin:** 1.4 inch

**Font:** Helvetica/Arial

**Font Weight:** Bold + Normal

**Font Size:** 10 Point

**Font:** Helvetica/Arial  
**Font Weight:** Bold + Normal  
**Font Size:** 7 Point

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112





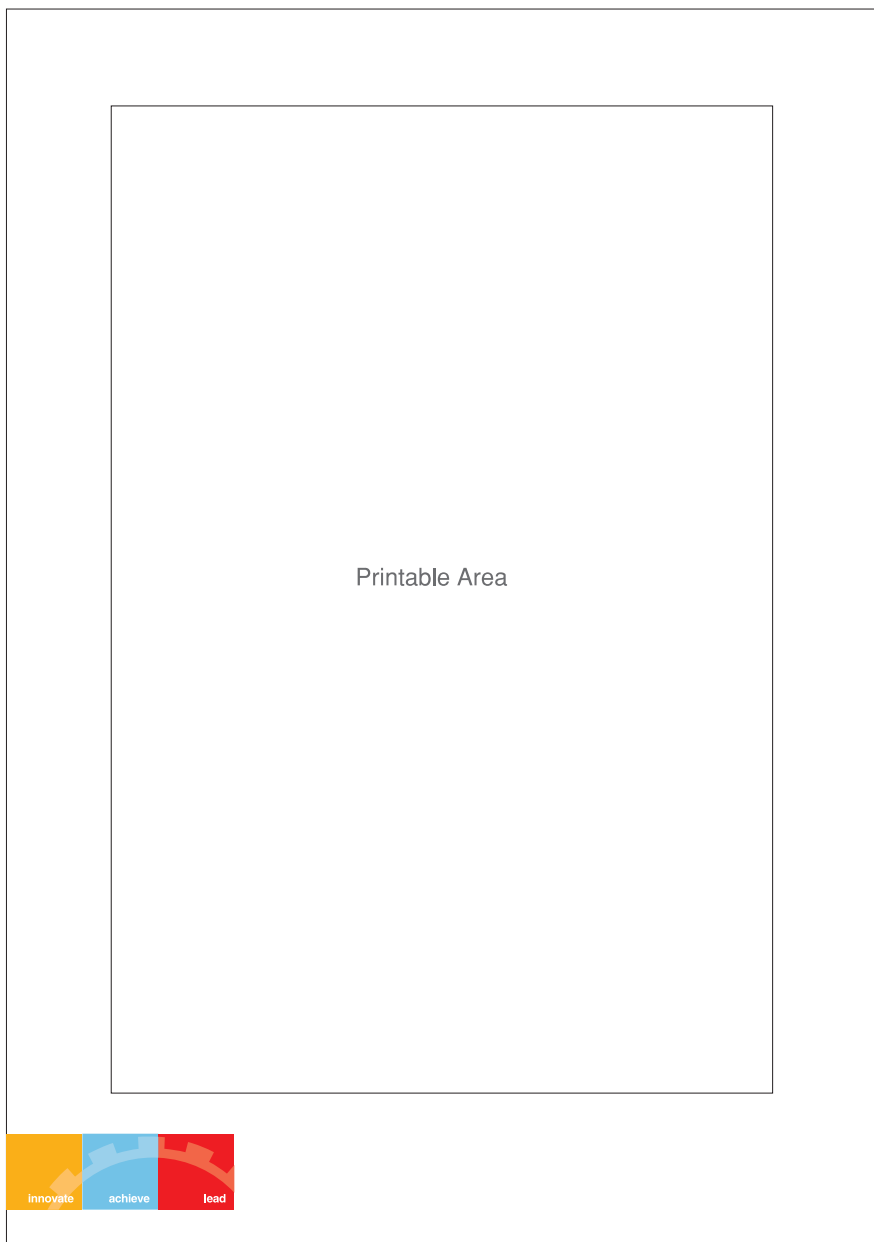
# Stationery design

## Continuation Sheets

Sheet Size: A4

Left Margin: 1 inch  
Right Margin: 1 inch  
Top Margin: 1 inch  
Bottom Margin: 1.4 inch

Font: Helvetica/Arial  
Font Weight: Bold + Normal  
Font Size: 10 Point






# Stationery design

## Envelopes

0.5"

0.3"

1.0"




**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad

Address

0.5"

0.3"

1.0"



**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad

Address

0.3"

0.7"



**innovate** **achieve** **lead**

**BITS Pilani**, K K Birla Goa Campus  
Near NH 178, Bypass Road  
Zuarinagar 403726  
Goa, India

**Tel:** +91 2580 0704  
**Fax:** +91 2580 0704  
**Web:** [www.bitspilani.ac.in/goa](http://www.bitspilani.ac.in/goa)

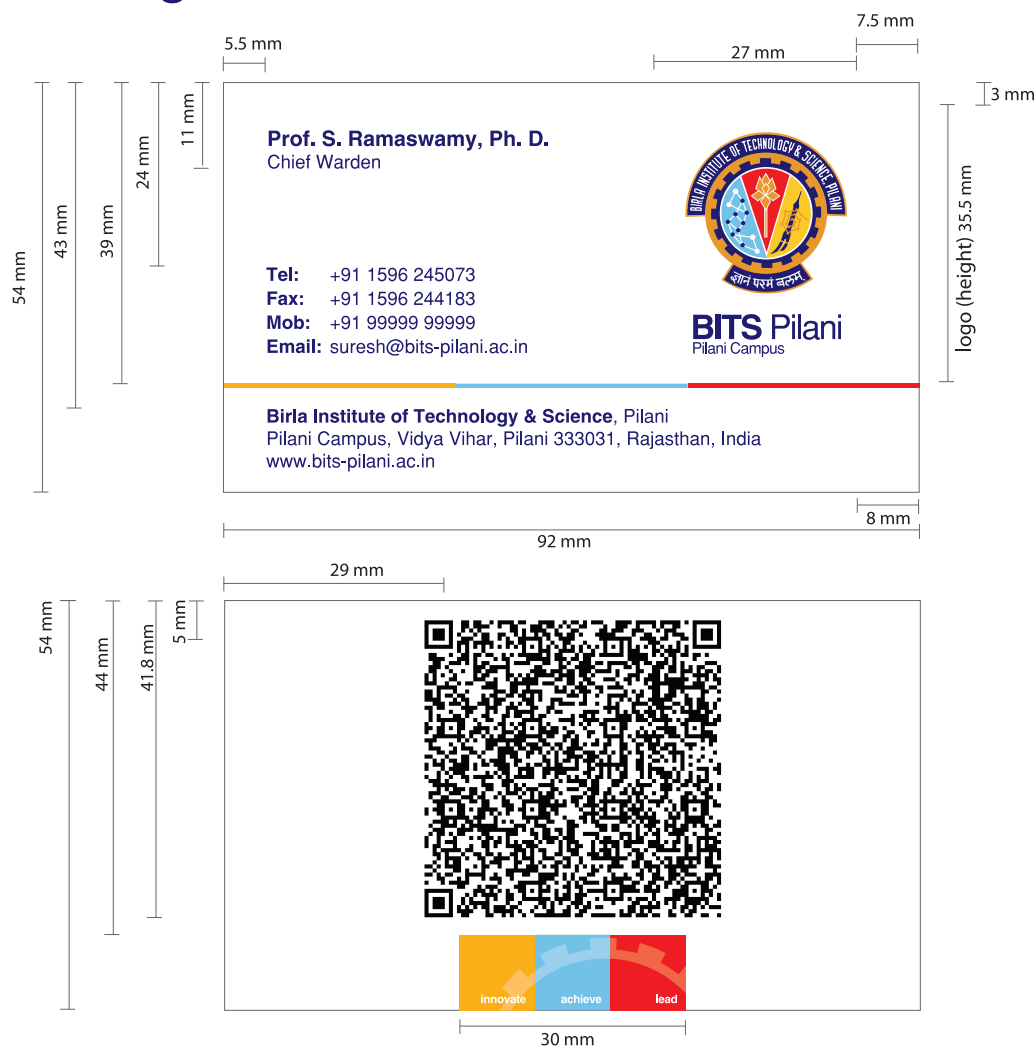
**Font:** Helvetica/Arial  
**Font Weight:** Bold + Normal  
**Font Size:** 7 Point

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112



# Stationery design

## Visiting Cards



**Prof. S. Ramaswamy**

Font: Helvetica/Arial  
Font Weight: Bold + Normal  
Font Size: 8 Point

Tel: +91 1596 245073  
Fax: +91 1596 244183  
Mob: +91 99999 99999  
Email: suresh@bits-pilani.ac.in  
Web: www.bit-pilani.ac.in

Font: Helvetica/Arial  
Font Weight: Bold + Normal  
Font Size: 7 Point

**Ph.D.**  
Chief Warden

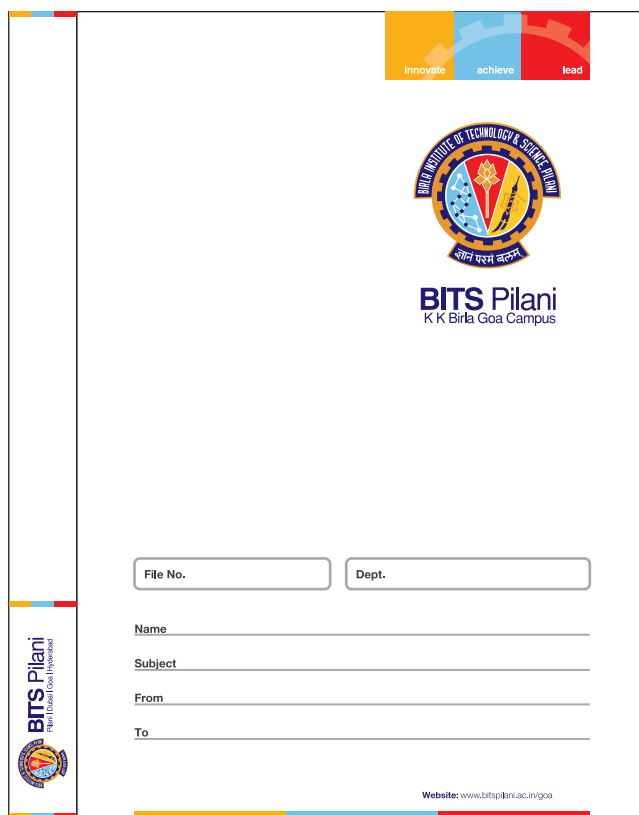
Font: Helvetica/Arial  
Font Weight: Bold + Normal  
Font Size: 7 Point

**Birla Institute of Technology & Science, Pilani**  
Pilani Campus, Vidya Vihar, Pilani 333031, Rajasthan, India



# Office stationery

## File Folders



File Folder Template for BITS Pilani K K Birla Goa Campus. The template features a header with the college logo and the motto "विद्यया ऽमृतमश्नुते". Below the header, there are fields for "File No." and "Dept.". The main body contains fields for "Name", "Subject", "From", and "To". The footer includes the college name and the website address "www.bitspilani.ac.in/goa".

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**BITS Pilani**  
K K Birla Goa Campus

File No. Dept.

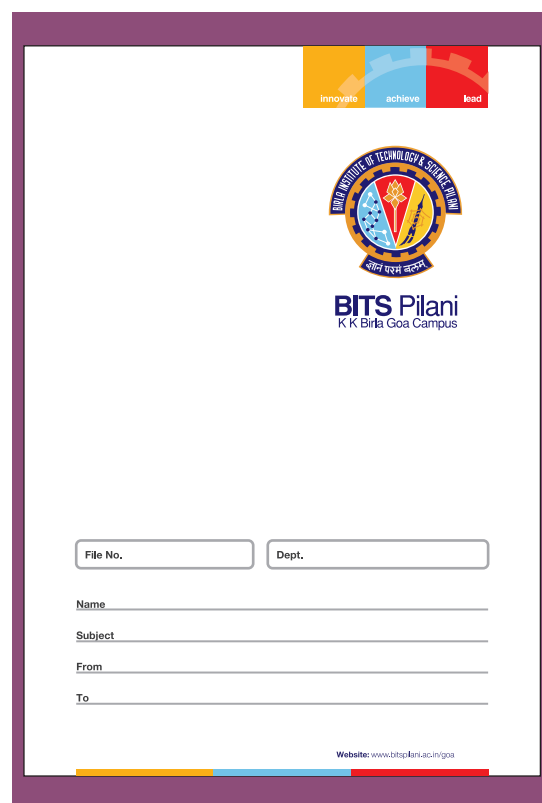
Name \_\_\_\_\_

Subject \_\_\_\_\_

From \_\_\_\_\_

To \_\_\_\_\_

Website: [www.bitspilani.ac.in/goa](http://www.bitspilani.ac.in/goa)



Sticker for card files template for BITS Pilani K K Birla Goa Campus. The template features a header with the college logo and the motto "विद्यया ऽमृतमश्नुते". Below the header, there are fields for "File No." and "Dept.". The main body contains fields for "Name", "Subject", "From", and "To". The footer includes the college name and the website address "www.bitspilani.ac.in/goa".

innovate achieve lead

**BITS Pilani**  
K K Birla Goa Campus

File No. Dept.

Name \_\_\_\_\_

Subject \_\_\_\_\_

From \_\_\_\_\_

To \_\_\_\_\_


Website: [www.bitspilani.ac.in/goa](http://www.bitspilani.ac.in/goa)

Sticker for card files

Download link: <http://bits-pilani.ac.in/downloads>



## Scratch Pads



# BITS Pilani

Pilani | Dubai | Goa | Hyderabad

Date : \_\_\_\_\_

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**Website:** [www.bitspilani.ac.in/goa](http://www.bitspilani.ac.in/goa)

[illegible][illegible]

**Download link:** <http://bits-pilani.ac.in/downloads>






# Office stationery

## Receipts

5-7%  
X

5-7%  
X



**BITS Pilani**  
K K Birla Goa Campus


**BITS Pilani**, K K Birla Goa Campus  
Near NH 178, Bypass Road  
Zuarinagar 403726, Goa, India

**Tel:** +91 2580 0704  
**Fax:** +91 2580 0704  
**Web:** www.bitspilani.ac.in/goa

**receipt**

5-7%  
X

5-7%  
X



**Birla Institute of Technology & Science, Pilani**  
Pilani Campus

**receipt**

5-7%  
X

5-7%  
X

**Received** with thanks from:

Name: \_\_\_\_\_

Admission No: \_\_\_\_\_ Year: \_\_\_\_\_ Branch: \_\_\_\_\_

Tuition Fee : \_\_\_\_\_

University Fee : \_\_\_\_\_

Caution Fee : \_\_\_\_\_

e-Learning Fee : \_\_\_\_\_

Study Materials & Other Fee : \_\_\_\_\_

Total Amount : \_\_\_\_\_

(Total amount in words) \_\_\_\_\_

\_\_\_\_\_

Cashier

Date : \_\_\_\_\_

Sr.No. : \_\_\_\_\_

5-7%  
X

5-7%  
X

**Received** with thanks from:

Name: \_\_\_\_\_

Total amount: \_\_\_\_\_

(Total amount in words) \_\_\_\_\_

Purpose: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Received by: \_\_\_\_\_

Date: \_\_\_\_\_

Sr.No.: \_\_\_\_\_

5-7%  
X

5-7%  
X

**BITS Pilani**, K K Birla Goa Campus  
Near NH 178, Bypass Road  
Zuarinagar 403726, Goa, India

**Tel:** +91 2580 0704  
**Fax:** +91 2580 0704  
**Web:** www.bitspilani.ac.in/goa

**Download link:** <http://bits-pilani.ac.in/downloads>





**Download link:** <http://bits-pilani.ac.in/downloads>



# Office stationery

## Notebook Covers

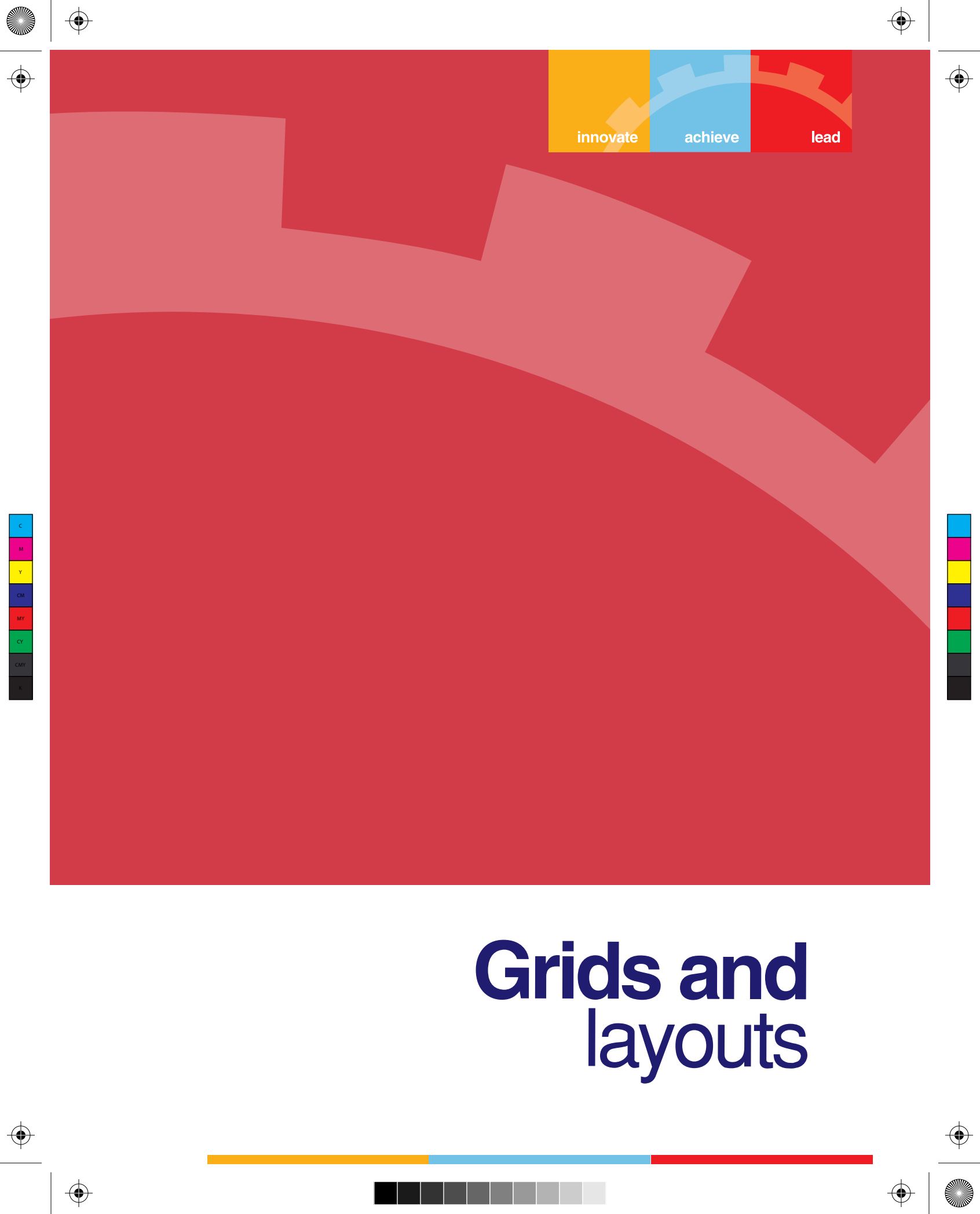


Download link: <http://bits-pilani.ac.in/downloads>









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# Grids and layouts

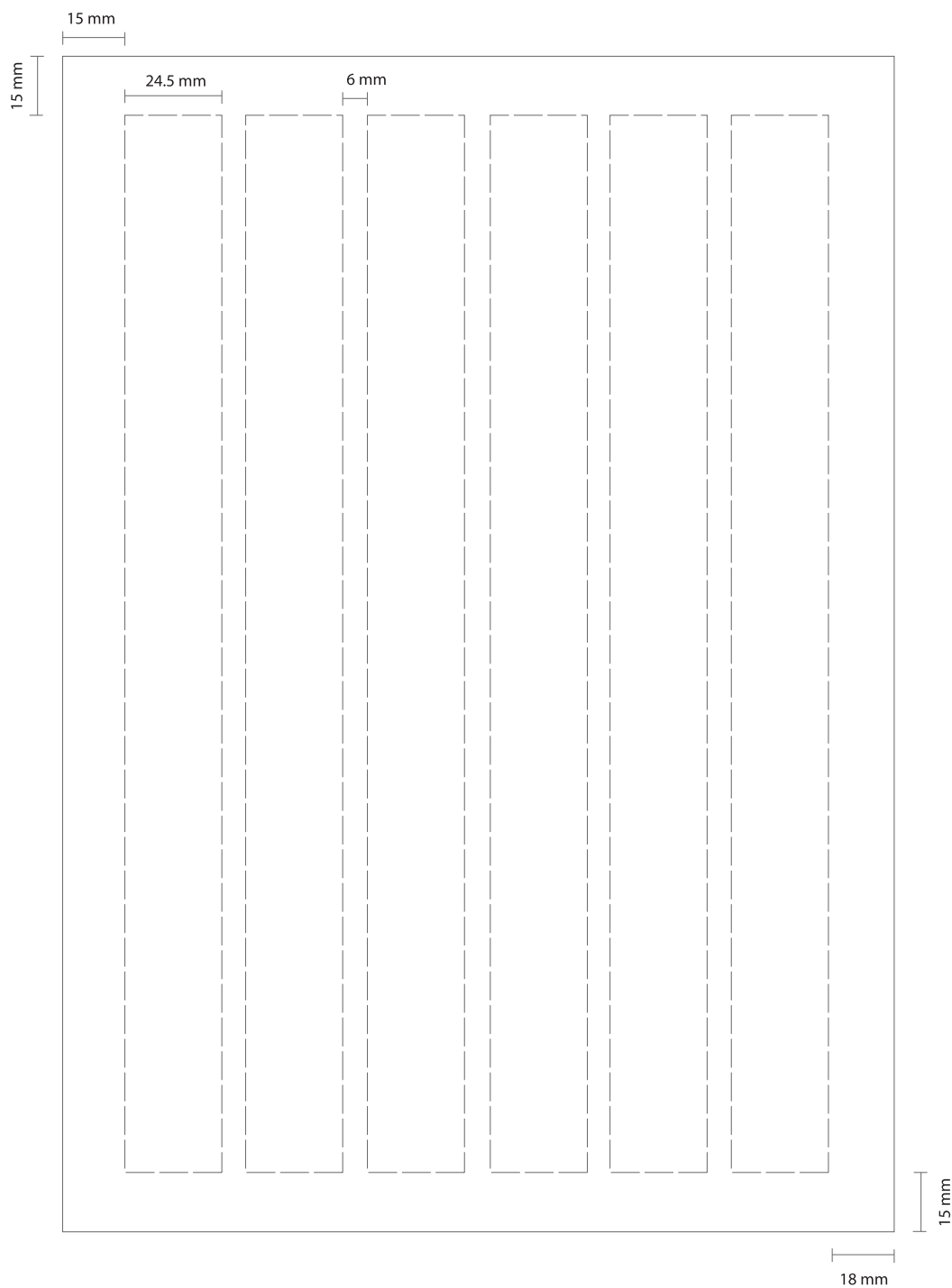






# Grids and layouts

## Portrait Grid (based on A4)

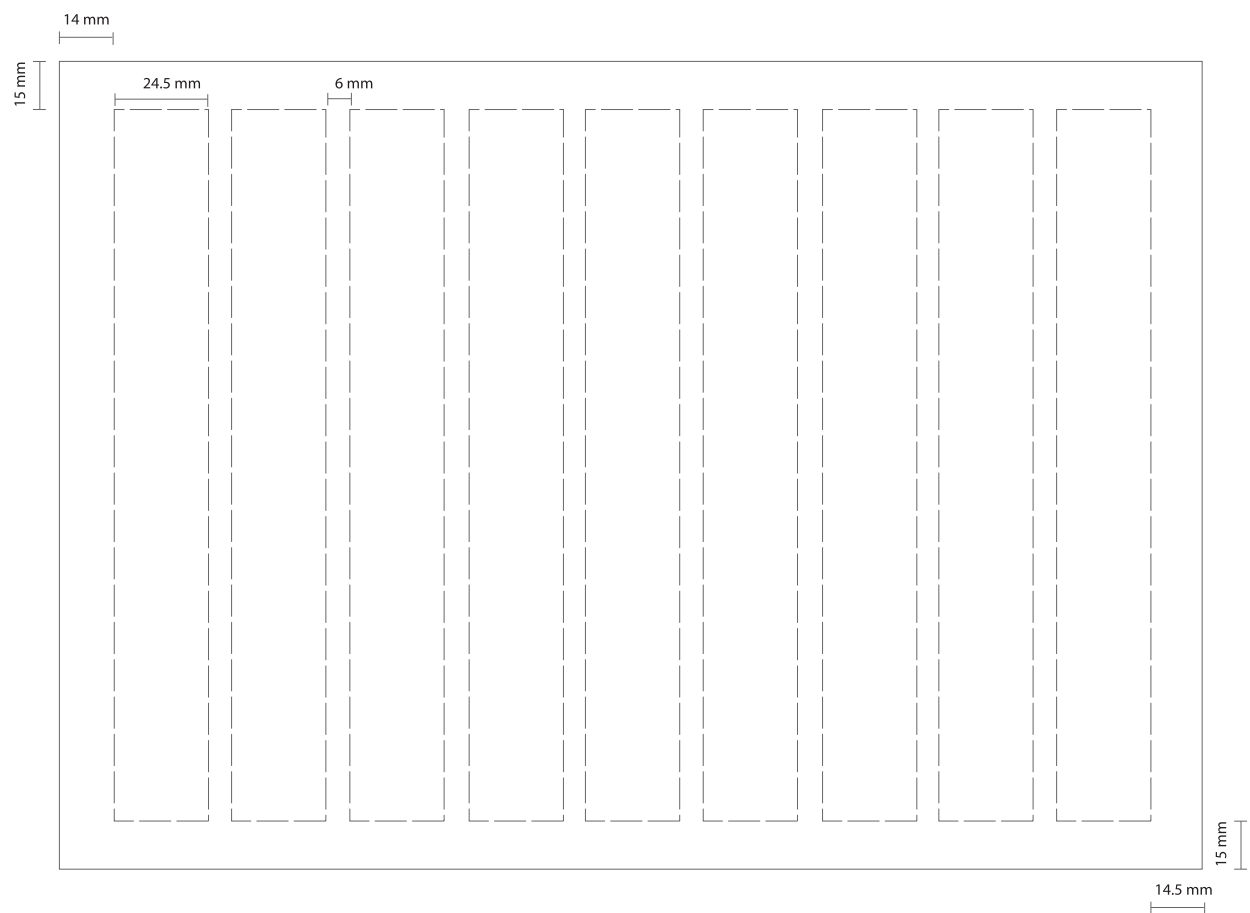






# Grids and layouts

## Landscape Grid (based on A4)

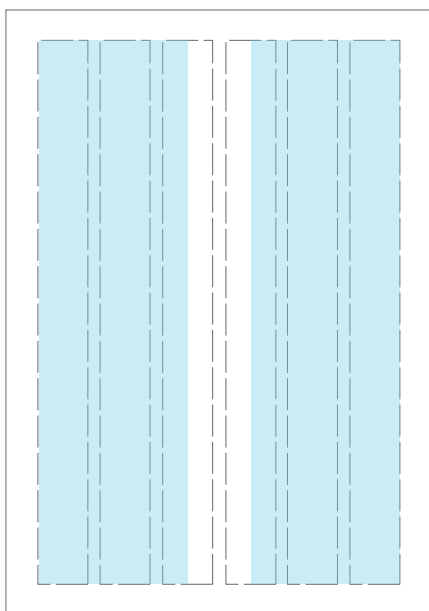
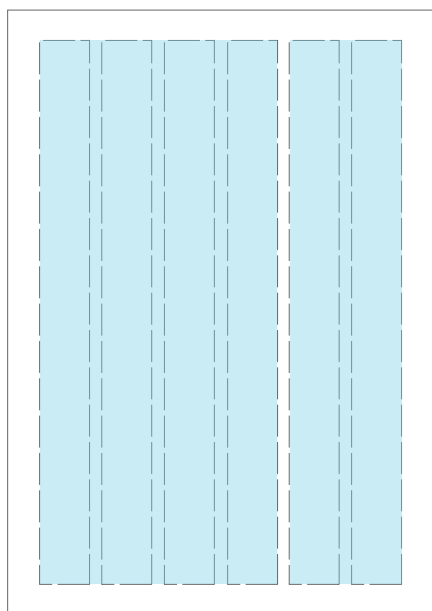
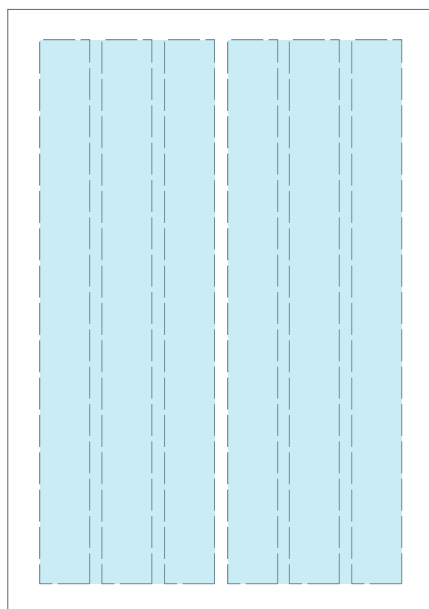
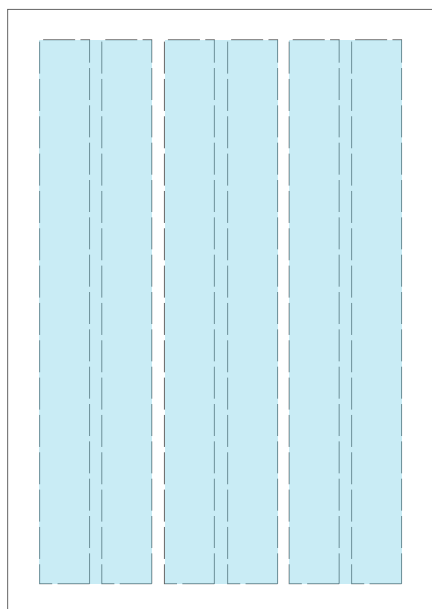






# Grids and layouts

## Examples of Layouts

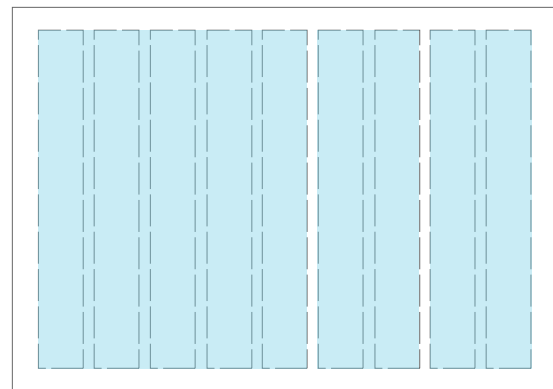
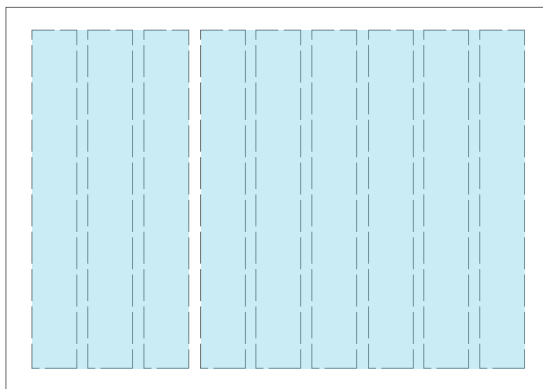
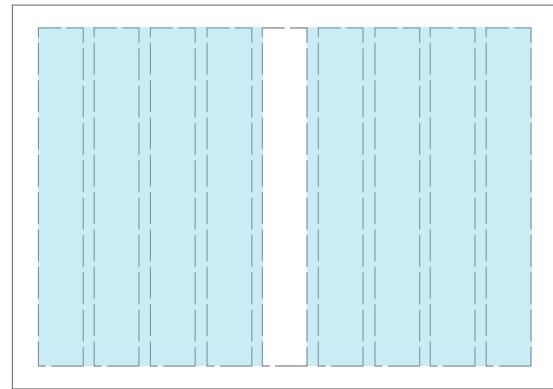
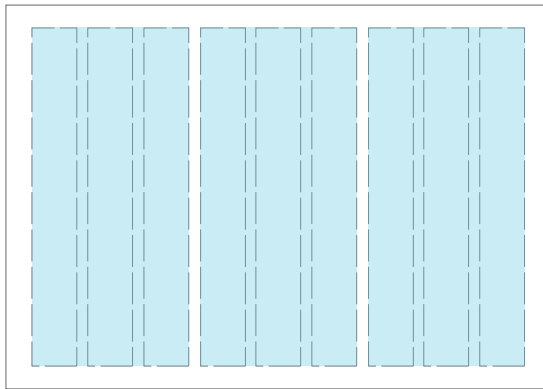






# Grids and layouts

## Examples of Layouts

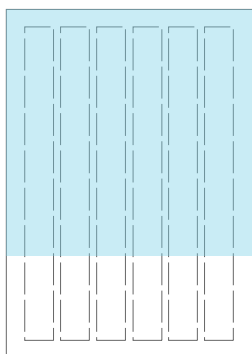






# Press/Poster advertisements

## Poster Advertisement



leadership innovation excellence

“  
play, discuss, study, build friendships,  
prepare to lead.  
also, get a degree.”

**BITSAT2010**  
A computer based online test for admission  
to integrated first degree programmes,  
first semester 2010-11

BITS Pilani is an Institution declared as Deemed to be University under Section 3 of the UGC Act. Admissions to all the Integrated First Degree programmes of BITS, Pilani at Pilani campus, Goa Campus and Hyderabad Campus, for the academic year 2011-12 will be made on the basis of a Computer Based Online Test conducted by BITS, Pilani. For more details please log on to [www.admissions@bits-pilani.ac.in](http://www.admissions@bits-pilani.ac.in)

Birla Institute of Technology and Science  
Near NH 17B, Bypass Road  
Zwarinagar • 401 726, Goa, India

Phone: +91 2580 0704  
Email: [uaid@bitspilani.ac.in](mailto:uaid@bitspilani.ac.in)  
Website: [www.bitspilani.ac.in](http://www.bitspilani.ac.in)

leadership innovation excellence

“  
gear up  
for the  
challenge”

**BITSAT2010**  
A computer based online test for admission  
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first semester 2010-11

BITS Pilani is an Institution declared as Deemed to be University under Section 3 of the UGC Act. Admissions to all the Integrated First Degree programmes of BITS, Pilani at Pilani campus, Goa Campus and Hyderabad Campus, for the academic year 2011-12 will be made on the basis of a Computer Based Online Test conducted by BITS, Pilani. For more details please log on to [www.admissions@bits-pilani.ac.in](http://www.admissions@bits-pilani.ac.in)

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Phone: +91 2580 0704  
Email: [uaid@bitspilani.ac.in](mailto:uaid@bitspilani.ac.in)  
Website: [www.bitspilani.ac.in](http://www.bitspilani.ac.in)

21 cm

29.7 cm

**BITS Pilani**  
Pursuing the Frontiers of Knowledge

“  
Year after year  
top employers  
head to BITS Pilani.”

**BITS Pilani**  
Motivated, innovative and always striving  
to excel, these are the defining qualities  
of a BITS Pilani student.

With a long and illustrious legacy, BITS Pilani has fostered unparalleled excellence. Our continuous innovation in curriculum and pedagogy, pervasive industry engagement through Practical Based Learning, Integrated Learning Programs and an ever-evolving campus life brings to students the opportunity to learn, grow and excel. We are committed to transparency and equal opportunity. BITS Pilani's academic excellence is recognized globally. BITS Pilani students are prepared to become leaders in industry and society. Afternoon this fact, over 100 leading employers come to our campuses every year to recruit the best talent. For information about BITS Pilani and to see our campuses in Pilani, Dubai, Goa and Hyderabad please visit [www.bits-pilani.ac.in](http://www.bits-pilani.ac.in)

Birla Institute of Technology and Science  
Near NH 17B, Bypass Road  
Zwarinagar • 401 726, Goa, India  
Phone: +91 2580 0704  
Website: [www.bitspilani.ac.in](http://www.bitspilani.ac.in)

Font - Helvetica/Arial  
Size - 9 Points  
Weight - Normal/Medium  
C,M,Y,K - 0,0,0,80

Font - Helvetica/Arial  
Size - 7.75 Points  
Weight - Normal/Medium  
C,M,Y,K - 0,0,0,80

Font - Helvetica/Arial  
Size - 7.75 Points  
Weight - Normal/Medium  
C,M,Y,K - 0,0,0,80

Font - Helvetica/Arial  
Size - 9.75 Points  
Weight - Bold  
C,M,Y,K - 0,0,0,80

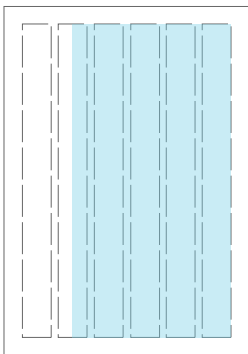
Font - Helvetica/Arial  
Size - 9.75 Points  
Weight - Normal/Medium  
C,M,Y,K - 0,0,0,80





# Press/Poster advertisements

## Announcement Advertisement Specification (Newspaper 1/4 Page Ad)



Please note that the layout grid is a guideline to produce artwork. You can deviate from it as long as it is justified to do so. Below is an example of how the base grid is used with slight distortion to produce the advertisement.

16 cm  
5 cm 10.5 cm

**Birla Institute of Technology & Science**  
BITS Pilani, Pilani, Rajasthan - 333031

# BITSAT2011

A computer based online test for admission to integrated first degree programmes, first semester 2011-12

BITS Pilani is India's leading Institute of Higher Education and a deemed university under section 3 of the UGC act. With an illustrious legacy, modern campuses and alumni in leadership positions across the world, BITS Pilani has been the Institute of choice for top students year after year.

## 01 Integrated First Degree Programmes

| Programmes                            | BITS Pilani campus at | Pilani | Goa | Hyderabad |
|---------------------------------------|-----------------------|--------|-----|-----------|
| <b>B.E./B.Tech:</b>                   |                       |        |     |           |
| Chemical Engg.                        | •                     | •      | •   | •         |
| Civil Engg.                           | •                     | •      | •   | •         |
| Computer Science                      | •                     | •      | •   | •         |
| Electrical and Electronics Engg.      | •                     | •      | •   | •         |
| Electronics and Communication Engg.   | •                     | •      | •   | •         |
| Electronics and Instrumentation Engg. | •                     | •      | •   | •         |
| Mechanical Engg.                      | •                     | •      | •   | •         |
| Manufacturing Engg.                   | •                     | •      | •   | •         |
| <b>B.Pharm./B.Tech:</b>               |                       |        |     |           |
| Biological Sciences                   | •                     | •      | •   | •         |
| Chemistry                             | •                     | •      | •   | •         |
| Economics                             | •                     | •      | •   | •         |
| Mathematics                           | •                     | •      | •   | •         |
| Physics                               | •                     | •      | •   | •         |
| <b>B.Sc./Tech:</b>                    |                       |        |     |           |
| General Studies                       | •                     | •      | •   | •         |
| Finance                               | •                     | •      | •   | •         |
| Information Systems                   | •                     | •      | •   | •         |

## 02 Eligibility Criteria

For admission to any of the above Integrated First Degree Programmes the candidate should have passed the 12th class examination of 10+2 system from a recognized Central or State board or its equivalent with Physics, Chemistry and Mathematics. Further, the candidate should have obtained a minimum of 80% aggregate marks in Physics, Chemistry and Mathematics subjects in 12th class examination, at least 60% marks in each of the Physics, Chemistry and Mathematics subjects and adequate proficiency in English. However, admissions will be made only on higher merit position based on the score obtained in BITSAT-2011.

Only Students who are appearing for 12th class examination in 2011 or who have passed the 12th class examination in 2010 are eligible to appear for BITSAT-2011. Students who are presently studying in BITS at any of its campuses are not eligible to appear for BITSAT-2011. For further details and terms and conditions please visit the website <http://www.bitsadmission.com>

**Direct Admission to Board Toppers.**  
Students who obtain First Rank in any central or state level board exam in India held in the year 2011 will be given direct admission to the programme of their choice, irrespective of their BITSAT-2011 score subject to fulfilling the eligibility criteria mentioned above.

In addition to applying and appearing for BITSAT-2011, candidates will have to apply for admission to BITS through a separate application form for seeking admission to programmes offered at Pilani, Goa and Hyderabad campuses along with the details of their 12th class marks. The prescribed application form, the detailed application procedure and the final list of degree programmes offered will be available by 20th May, 2011 on the BITS website <http://www.bitsadmission.com>.

## 03 How to Apply

Interested candidates should register for BITSAT-2011 by applying in the prescribed application form at <http://www.bitsadmission.com>. The printout of the filled form alongwith the prescribed fees of ₹1500/- (₹1000/- for female candidates) should be sent to Admissions Officer, BITS, Pilani – 333 031. Options for payment of fees are given at the website.

**Deadline to apply for BITSAT-2011 by submitting a printout of the completed form to the undersigned is 5:00 PM on 31st January 2011.**

Admissions Officer, BITS Pilani

**BITSAT 2011** It is a 3 hour test, offered to candidates on computers at dedicated centers in different cities in India and at the Dubai Campus. The test will have objective type (multiple choice) questions only. The test will be conducted between 11th May – 10th June 2011. The syllabus and other details of the test are available in the BITSAT-2011 brochure, which will be available from the website <http://www.bitsadmission.com>.

**Birla Institute of Technology & Science**  
BITS Pilani, Pilani, Rajasthan - 333031

# BITSAT2011

A computer based online test for admission to integrated first degree programmes, first semester 2011-12

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|---------------------------------------|-----------------------|--------|-----|-----------|
| <b>B.E./B.Tech:</b>                   |                       |        |     |           |
| Chemical Engg.                        | •                     | •      | •   | •         |
| Civil Engg.                           | •                     | •      | •   | •         |
| Computer Science                      | •                     | •      | •   | •         |
| Electrical and Electronics Engg.      | •                     | •      | •   | •         |
| Electronics and Communication Engg.   | •                     | •      | •   | •         |
| Electronics and Instrumentation Engg. | •                     | •      | •   | •         |
| Mechanical Engg.                      | •                     | •      | •   | •         |
| Manufacturing Engg.                   | •                     | •      | •   | •         |
| <b>B.Pharm./B.Tech:</b>               |                       |        |     |           |
| Biological Sciences                   | •                     | •      | •   | •         |
| Chemistry                             | •                     | •      | •   | •         |
| Economics                             | •                     | •      | •   | •         |
| Mathematics                           | •                     | •      | •   | •         |
| Physics                               | •                     | •      | •   | •         |
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| Finance                               | •                     | •      | •   | •         |
| Information Systems                   | •                     | •      | •   | •         |

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Font - Helvetica/Arial  
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Weight - Normal ( Only BITS should be in Bold)  
C,M,Y,K - 0,0,0,100

Font - Helvetica/Arial  
Size - 45 Points  
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Letter-Spacing --25  
C,M,Y,K - 100,100,0,30

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Letter-Spacing --25  
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Font - Helvetica/Arial  
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Letter-Spacing --25  
C,M,Y,K - 100,100,0,30

Font - Helvetica/Arial  
Size - 7/8 Points  
Weight - Bold  
C,M,Y,K - 0,0,0,100




# Press/Poster advertisements

## Announcement Advertisement



**Birla Institute of Technology & Science, Pilani**  
Pilani | Goa | Hyderabad | Dubai



**“**  
**Lets educate  
leaders of  
tomorrow, today”**

**BITS Pilani invites applications for faculty positions**

BITS Pilani offers, from its campuses in Pilani, Hyderabad, Goa and Dubai, formal education and research programmes in Physical Sciences, Engineering, Pharmacy, Social Sciences and Management. With a view to establish itself as one of India's top research-led universities and be amongst the leading technical universities in the world, BITS Pilani has embarked upon an aggressive plan to expand its postgraduate and Ph.D. research programmes, while consolidating its undergraduate programmes.

Candidates with a recent Ph.D. in the respective discipline will be considered for appointment as Assistant Professor, while those with post-PhD experience of 6 years or more may be considered for higher positions. The details concerning required background and experience, compensation and benefits, and growth opportunities are given at [www.bits-pilani.ac.in/FacultyRecruitment](http://www.bits-pilani.ac.in/FacultyRecruitment). Candidates are required to upload their applications, with details of their educational background, experience and academic achievements.

Candidates who only have an ME/MPhil/MPharm/ MBA, but who are interested in pursuing a Ph. D., may be considered for appointment as Lecturer for up to six years to enable them to contribute to teaching while pursuing a Ph.D. degree. Details concerning this are also available at the above website.

**Specifically, BITS Pilani invites applications for the positions of Assistant Professor, Associate Professor and Professor for its campuses in Pilani, Goa and Hyderabad in the following disciplines:**

Chemical Engineering, Civil Engineering, Computer Science & Engineering, Electrical, Electronics and Communication Engineering, Instrumentation Engineering, Mechanical Engineering


Biological Sciences, Physics, Chemistry, Mathematics

Economics and Finance, Humanities, Languages, Management

Pharmacy and Public Health

**Eligible candidates may apply anytime at the above website. The applications will be processed periodically every 3 to 4 months, starting early June. For more information, you may write to Dean, Faculty Affairs, BITS Pilani, Pilani 333 031, Rajasthan, India, or email: [DeanFacultyAffairs@bits-pilani.ac.in](mailto:DeanFacultyAffairs@bits-pilani.ac.in).**

Birla Institute of Technology and Science (BITS) Pilani is an all India institution declared as a deemed to be university established under Section 3 of UGC Act 1956. Accredited with A Grade by NAAC, the institute has been consistently ranked as the best private engineering & technology institute by leading magazines and newspapers. For more information on BITS Pilani please visit [www.bits-pilani.ac.in](http://www.bits-pilani.ac.in).



Font: Helvetica/Arial  
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C,M,Y,K - 100,100,0,30

Font: Helvetica/Arial  
Size: 12 Points  
Weight: Medium/Regular  
C,M,Y,K - 100,100,0,30

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


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Weight: Medium  
C,M,Y,K - 0,0,0,100

Font: Helvetica/Arial  
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C,M,Y,K - 0,0,0,100

Font: Helvetica/Arial  
Size: 7 to 8 Points  
Weight: Bold  
C,M,Y,K - 0,0,0,100



**Birla Institute of Technology & Science, Pilani**  
Pilani | Goa | Hyderabad | Dubai



**“**  
**Lets create  
tomorrow's  
leader, today”**

**innovate achieve lead**

**BITS Pilani invites applications for faculty positions**

BITS Pilani offers, from its campuses in Pilani, Hyderabad, Goa and Dubai, formal education and research programmes in Physical Sciences, Engineering, Pharmacy, Social Sciences and Management. With a view to establish itself as one of India's top research-led universities and be amongst the leading technical universities in the world, BITS Pilani has embarked upon an aggressive plan to expand its postgraduate and Ph.D. research programmes, while consolidating its undergraduate programmes.

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**Eligible candidates may apply anytime at the above website. The applications will be processed periodically every 3 to 4 months, starting early July. For more information, you may write to Dean, Faculty Affairs, BITS Pilani, Pilani 333 031, Rajasthan, India, or email: [DeanFacultyAffairs@bits-pilani.ac.in](mailto:DeanFacultyAffairs@bits-pilani.ac.in).**

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Chemical Engineering, Civil Engineering, Computer Science & Engineering, Electrical, Electronics and Communication Engineering, Instrumentation Engineering, Mechanical Engineering

Biological Sciences, Physics, Chemistry, Mathematics

Economics and Finance, Humanities, Languages, Management

Pharmacy and Public Health



# Press/Poster advertisements

## Announcement Advertisement

16 cm

20 cm

**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad  
Deemed to be University under Section 3 of UGC Act, 1956

**Off-Campus Work Integrated Learning Programmes**  
**Admissions to the academic session starting in July 2011**

Birla Institute of Technology & Science (BITS), Pilani, is a globally renowned premier Institute of higher education, consistently ranked amongst top Indian universities.

**Applications are invited for admission to the following off-campus programmes:**

| Name of the Programme                             | Collaboration  | Eligibility Criteria  |
|---|--|---|
| <b>B. S. Optometry</b><br>(8 Semesters)           | Conducted at:<br>• Chennai in collaboration with <b>Sankara Nethralaya</b> - Elite School of Optometry<br>• Hyderabad in collaboration with <b>L.V. Prasad Eye Institute</b> - Bausch & Lomb School of Optometry | Pass in 10+2 from a recognized Central / State Board or its equivalent, with Physics, Chemistry and Mathematics / Biology, and adequate proficiency in English. |
| <b>B. S. Physician Assistant</b><br>(8 Semesters) | Conducted at Chennai in collaboration with <b>Madras Medical Mission</b> - Institute of Cardio Vascular Diseases   |   |

**HIGHER DEGREE PROGRAMMES**

|   |  |  |
|---|--|--|
| <b>M. S. Medical Laboratory Technology</b><br>(6 Semesters) | Conducted at Chennai in collaboration with <b>Sankara Nethralaya</b> - Medical Research Foundation | <b>B.Sc.</b> in experimental sciences or equivalent, with exposure to Biology and Chemistry. |
| <b>M. Phil. Optometry</b><br>(4 Semesters)                  | Conducted at Chennai in collaboration with <b>Sankara Nethralaya</b> - Medical Research Foundation | <b>B.S. Optometry</b> of BITS, or equivalent   |

**Note:** The offering of the programmes (or centres for contact sessions) is subject to availability of viable number of suitable candidates. The candidates should be prepared to appear at Chennai / Hyderabad for a Test / Interview at their own expenses, for which details will be available on the BITS WLP website after the application deadline.

**Application Procedure:**  
The Application form and programme details can be downloaded from the BITS website <http://www.bits-pilani.ac.in/WLP>.

Please submit the duly completed application form (together with the requisite processing fee of **Rs. 1,500/-** to be paid as per procedure specified in the application form) to the undersigned on or before **June 20, 2011**.

**Dean, WLP Division**  
BITS, Pilani 333031 (Rajasthan) INDIA

Font - Helvetica/Arial  
Size - 16.75 Points  
Weight - Bold  
C,M,Y,K - 0,0,0,100

Font - Helvetica/Arial  
Size - 12 Points  
Weight - Bold  
C,M,Y,K - 0,0,0,100

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Weight - Bold  
C,M,Y,K - 0,0,0,100

Font - Helvetica/Arial  
Size - 7.5 Points  
Weight - Bold  
C,M,Y,K - 0,0,0,100

**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad  
Deemed to be University under Section 3 of UGC Act, 1956

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| <b>B. S. Physician Assistant</b><br>(8 Semesters) | Conducted at Chennai in collaboration with <b>Madras Medical Mission</b> - Institute of Cardio Vascular Diseases   |   |

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|   |  |  |
|---|--|--|
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**Dean, WLP Division**  
BITS, Pilani 333031 (Rajasthan) INDIA

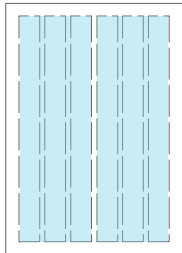
Coloured Version

The hexa value of the text in blue is # 211D70 and CMYK value is 100 100 0 30

All other font specifications for the body copy remain the same



# Brochures and newsletters



Font - Helvetica/Arial  
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C,M,Y,K - 0,0,0,90

Font - Helvetica/Arial  
Size - 33-36 Points  
Weight - Bold  
Letter-spacing - -50  
C,M,Y,K - 100,100,0,30

Font - Helvetica/Arial  
Size - 10 Points  
Weight - Normal/Medium  
C,M,Y,K - 0,0,0,90

Font - Helvetica/Arial  
Size - 9 Points  
Weight - Normal/Medium  
C,M,Y,K - 100,100,0,30

Font - Helvetica/Arial  
Size - 50 Points  
Weight - Normal/Medium  
C,M,Y,K - 100,100,0,30

Font - Helvetica/Arial  
Size - 18 Points  
Weight - Normal/Medium  
C,M,Y,K - 100,100,0,30

→ Blogs plant inauguration

As a part of Mission 2012, a new Academic Counseling Cell (ACC) was formed during the semester to offer counseling to the students who find difficulty in coping with issues of campus life. These include academic pressure, disciplinary issues, health, family or financial issues. ACC is committed to offer its best possible services on confidential basis to any student who seeks advice or counseling. Students can contact the faculty and/or student members of ACC subject to their availability. More details can be obtained by visiting <http://bits-goa.ac.in/acc> or <http://acc.ac>.

For the academic year 2010-11 the following faculty members working as members of ACC can be approached:

Dr. Pravin Singh (convener), Dr. C. K. Ramesha, Dr. Mitaxi Mehta, Dr. Anusaya Ganguly, Dr. K. A. Geetha, Dr. C. K. Prakash, Dr. Rishmi Chavan, Dr. Renua Chenuvalath, Mr. Abhishek Kumar and Mr. Kisan Mali.

BITS Pilani, stands as the first university in India to take the engagement survey 'My BITS-My Voice' for its students, faculty and staff. As a part of the Task Force on Campus Life dealing with engagement & extension under the Vision 2020 - Mission 2012 project, an engagement survey was conducted by Gallup, a leading management research organization, among the stakeholders (students, faculty and staff) of all the campuses of BITS Pilani. The survey aimed at gauging their level of engagement or the emotional bonding and the psychological commitment towards their institution. The results of this survey will be used to enhance the level of engagement wherever necessary.

## visits

Yuan-Huei Chang, Director of the Taiwan Embassy and Tien-Sze Fang, the Assistant Director, visited the campus on 28th October 2010 to learn more about the Institute and to initiate a few exchange programmes.

→ Meeting with visitors from Taiwan Embassy

H.E. Mr. Ronald B. Alaraz, Philippine Ambassador to India; Mr. Robert Ferner, Consul, Philippine Embassy, New Delhi; Mr. Michael Floreng, Commercial Attaché, Philippine Embassy, New Delhi; and Mr. R. Swaminathan, ABCG, visited the campus on 20th November 2010, and interacted with VCOs and faculties in-Charge and took a campus-tour to visit labs and other facilities. The team was received by Prof. L. K. Maheshwari, Professor Emeritus & Advisor to BITS.

→ Prof. L. K. Maheshwari with visitors from Philippines embassy

## distinguished lectures

| speaker                            | designation   | topic   | date                                |
|------------------------------------|---|---|-------------------------------------|
| Prof. Carolyn Heising              | Professor, Iowa State University  | Nuclear energy: the primary solution to global climatic change and the Indo-US nuclear deal | 12 August 2010                      |
| Prof. G. Venkateswaran             | BITS Of Campus Faculty and Coordinator, WLP Chennai Division  | Quasi Monte Carlo Methods for Diffusion   | 31 August 2010 and 1 September 2010 |
| Dr. Gopal Pande                    | CCMB, Hyderabad   | Cell-Cell Interactions and Stem Cells   | 9-16 September 2010                 |
| Dr. Sayaji Hande                   | Senior Director at NII, IIS   | Financial Maths & Engineering in Business   | 09 October 2010                     |
| Dr. Mokete Ramaswamy               | Emergent physicist and Former faculty member of BITS, Pilani  | America through years: My perspective   | 4 September, 2010                   |
| Prof. S. P. Gupta                  | Professor, IIT, Mumbai  | Novel approaches for drug designing and screening   | 7 September 2010                    |
| Mr. Rajdeep Dua and Anirudh Dewani | Developer Advocate and County Lead, Developer Relations, Google Developer Programs Engineer, Google | App Engine: HTML5   | 23 September 2010                   |
| Mr. SrinivasYanamandra             | Assistant General Manager, Compliance Group at ICICI Bank Mumbai.                                   | Financial Crisis  | 24 September 2010                   |
| Dr. K. J. Rangra                   | Scientist 'F', CEERI, Pilani  | An Introduction to Micro Electro Mechanical Systems (MEMS) and its Applications             | 25 and 26 September 2010            |
| Prof. Sunil Mukhi                  | TIFR, Bombay  | Searching for the Super world   | 23 October 2010                     |
| Prof. Shun Hira                    | NAIST, Japan  | Investigation and regulation of protein and peptide structural changes                      | 25 October 2010                     |
| Prof. Govindan Rangarajan          | Professor and Head, Dept of Mathematics, IISc, 1980 BITS alumnus                                    | Brain-Machine Interface   | 12 November 2010                    |
| Prof. R. B. Bapat                  | Professor of Mathematics, Stat. Math. Unit, Indian Statistical Institute                            | Graph Theory with Chess Board   | 15 November 2010                    |
| Prof. L. K. Maheshwari             | Professor-Emeritus & Advisor to Chancellor, BITS, Pilani  | Overview of Microelectronic Circuits  | 18 November 2010                    |

## sponsors for waves

## zephyr 2010

Though the aberrant November showers brought in the average temperature of Goa, there was absolutely no reprieve for the students from the heat kindled by the advent of Zephyr, as the hostels tripped over one another in their dogged pursuit to be crowned as the undisputed sultan of them all. Rising again from the ashes, as the tagline suggested, Zephyr 2010, in a new avatar, usurped all the glory of its predecessor, Zephyr 2008, creating infectious excitement, adding more events and surprises, and generally raising inter-hostel competitive spirit to unheard-of levels.

→ Girls performing at Zephyr 2010

Different events such as the Group Songs, Dance Duo, Group Dance, Flash-P, Mr. and Ms. Zephyr, Ignoble Awards, Sport events brought out the very best of the cultural, technical and athletic aspects of the hostel inmates. The 4th years had made it a point to entertain the crowds in their full capacity as the outgoing batch. Though Zephyr came to a close with the second year girls' hostel winning the trophy and the second year boys coming a close second and third, the festival proved to highlight the sheer dedication of the participants and the intra-hostel unity.

→ Boys performing at Zephyr 2010

## introducing new faculty

| name             | designation         | discipline             | research area  |
|------------------|---------------------|------------------------|--|
| Dr. Hemant Kumar | Assistant Professor | Mechanical Engineering | Vibrations   |
| Sananda Khosla   | Lecturer            | EEE                    | Embedded Systems, Specification Languages and Neural Networks. |

## editorial team

faculty:

Prof. Manish Raman [mraman@bits-goa.ac.in](mailto:mraman@bits-goa.ac.in)

Dr. Judith Braganca [judith@bits-goa.ac.in](mailto:judith@bits-goa.ac.in)

Dr. Shalini Upadhyay [shalini@bits-goa.ac.in](mailto:shalini@bits-goa.ac.in)

students:

Mr. Chaturvedi Aditya

Mr. Rohan Menon

Mr. Hemant Sindhuanuru

Mr. Yamini G



# Events

## Backdrops

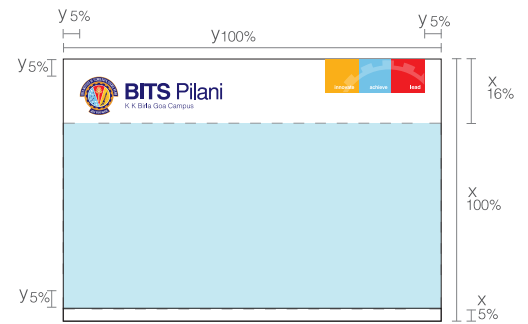
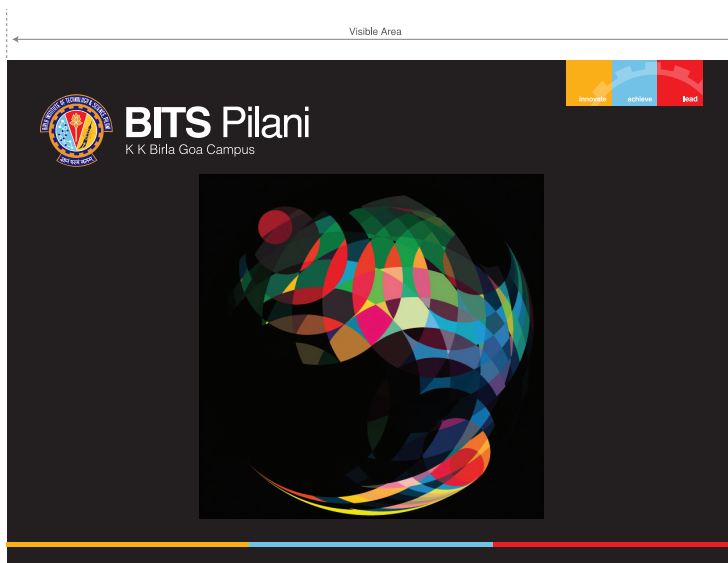
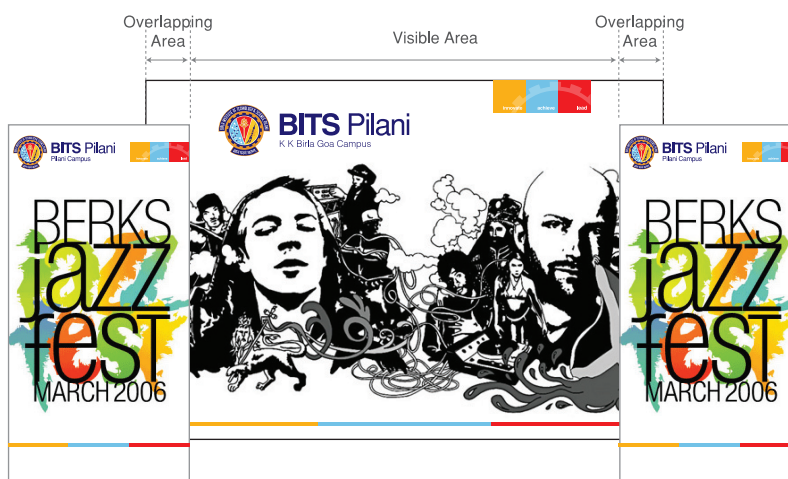


image area

If the side-panels are designed in such a fashion that they overlap the centre backdrop, then the design area of the centre panel should be considered after subtracting the overlapping area.

The logo may appear on the image provided that it does not appear on a background that reduces its visibility.

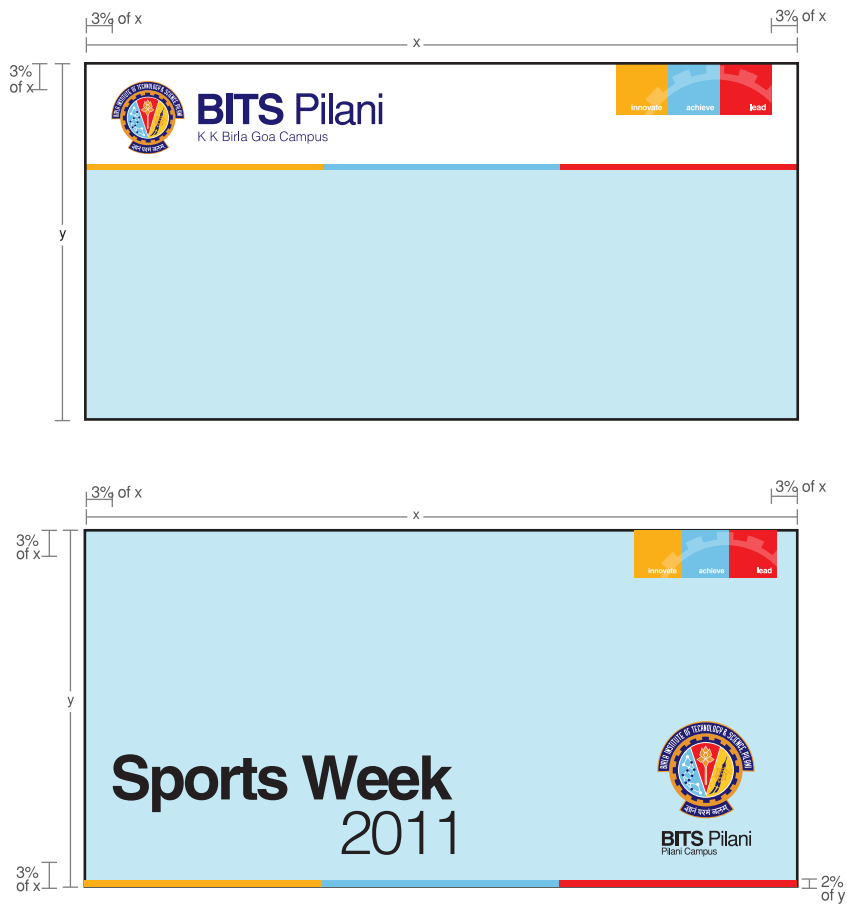


Download link: <http://bits-pilani.ac.in/downloads>



# Events

## Banner



The logo may appear on an image provided that it does not appear on a background that reduces its visibility. (for e.g., backgrounds with too many graphics.)

## Samples

✓ DOs



✗ DON'Ts



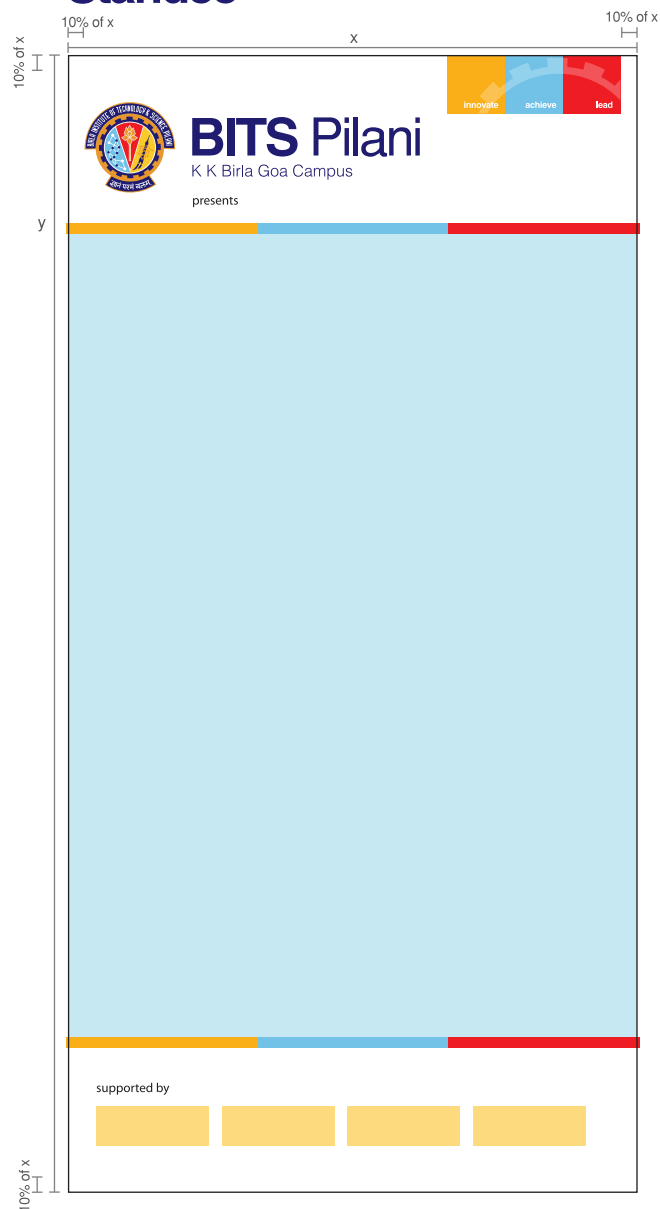
Download link: <http://bits-pilani.ac.in/downloads>



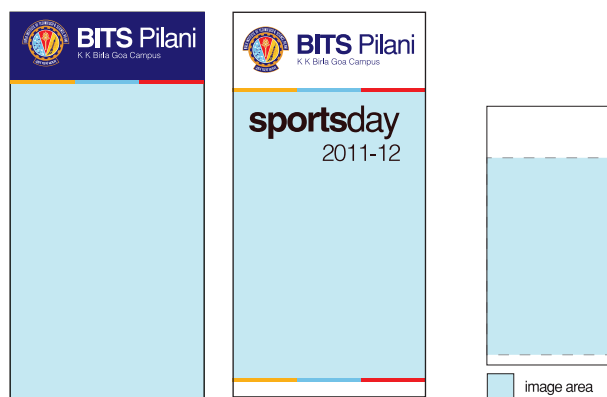
# Events

75

## Standee



## Some other Options



## Samples

### DOs



### DON'Ts



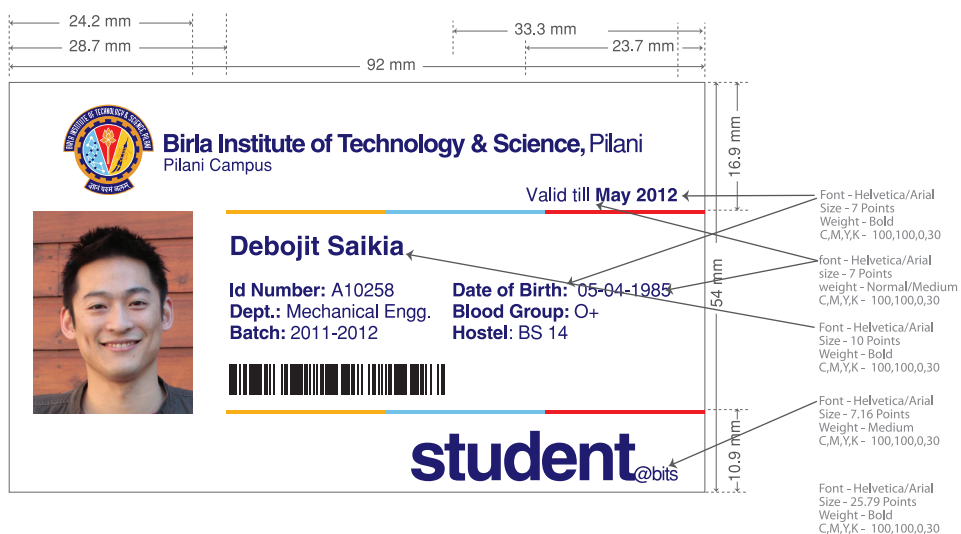
The logo may appear on an image provided that it does not appear on a background that reduces its visibility.

Download link: <http://bits-pilani.ac.in/downloads>



# Student related

## Identity Cards



Download link: <http://bits-pilani.ac.in/downloads>



# Student related

## Visitor's Cards



Download link: <http://bits-pilani.ac.in/downloads>



# Student related

## Certificates

0.5"


8.27"

0.5"

0.5"

11.69"

0.5"



**Birla Institute of Technology & Science, Pilani**  
Pilani | Dubai | Goa | Hyderabad

Upon the Recommendation of the Senate hereby confers on

**Bharat Chintapalli**

The Degree of  
**Bachelor of Engineering** (Honours)  
in Computer Science (with Practice School)

in recognition of having attained proficiency in the General and Special Studies, and having fulfilled all the requirements of the degree and having been placed in the Second Division.

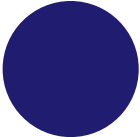
Given this Twenty Fifth day of August, Two Thousand Five under the Seal of Birla Institute of Technology & Science at Pilani in the State of Rajasthan, India.

Director

Chancellor

Registrar


Vice-Chancellor



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**Birla Institute of Technology & Science, Pilani**  
Pilani Campus

Presents this

**certificate of appreciation**

To \_\_\_\_\_

appreciating his/her active participation during \_\_\_\_\_

held on \_\_\_\_\_ at \_\_\_\_\_

Prof. S. Ramaswamy

Vice-Chancellor, BITS, Pilani

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**Birla Institute of Technology & Science, Pilani**  
Pilani Campus

Presents this

**certificate of participation**

To \_\_\_\_\_

For his/her active and invaluable participation during \_\_\_\_\_

held on \_\_\_\_\_ at \_\_\_\_\_


Prof. S. Ramaswamy

Vice-Chancellor, BITS, Pilani

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**Birla Institute of Technology & Science, Pilani**  
Pilani Campus

Presents this

**certificate of merit**

To \_\_\_\_\_

for securing \_\_\_\_\_ in \_\_\_\_\_

held on \_\_\_\_\_ at \_\_\_\_\_

Prof. S. Ramaswamy

Vice-Chancellor, BITS, Pilani

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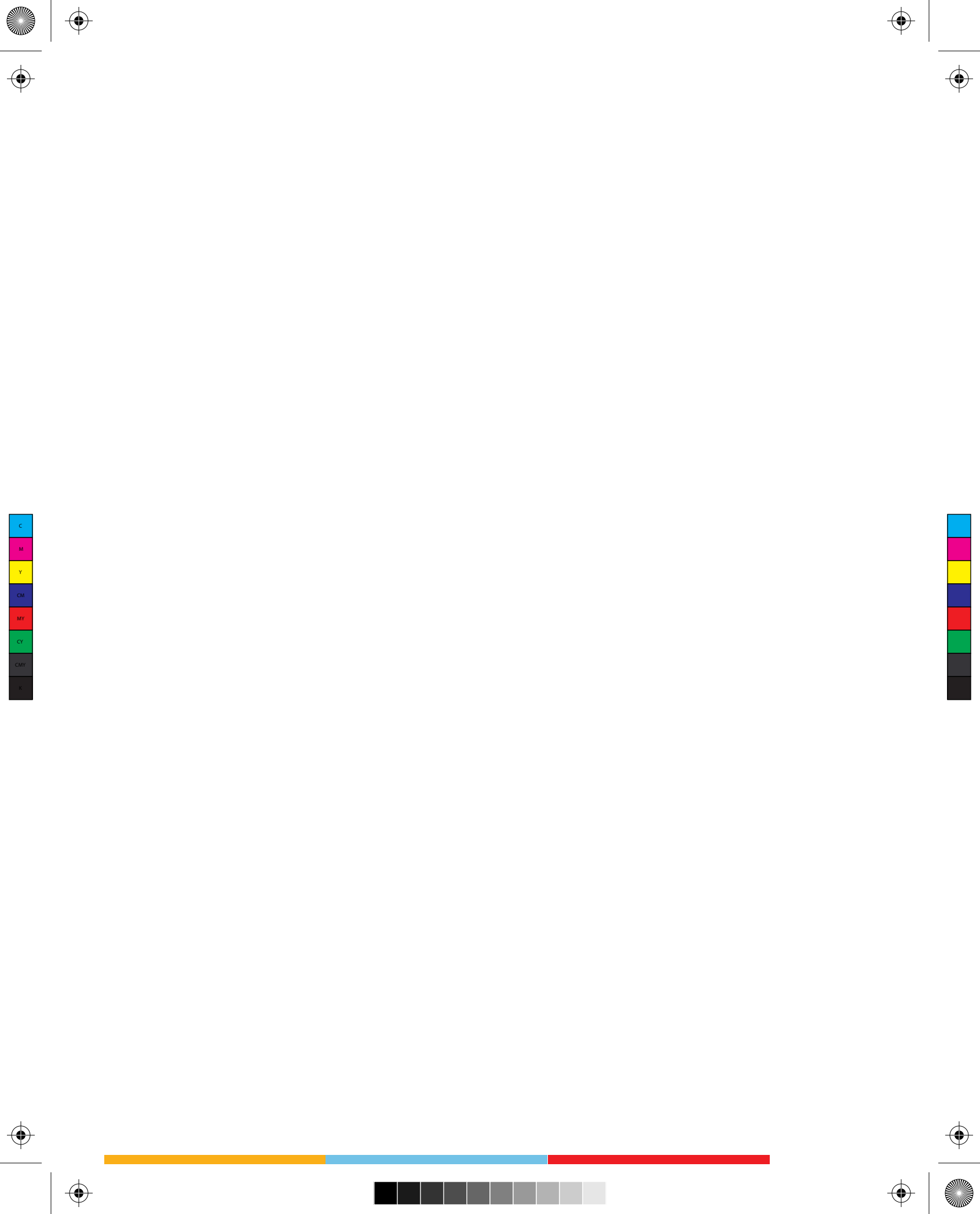
# Student related

## Invitations

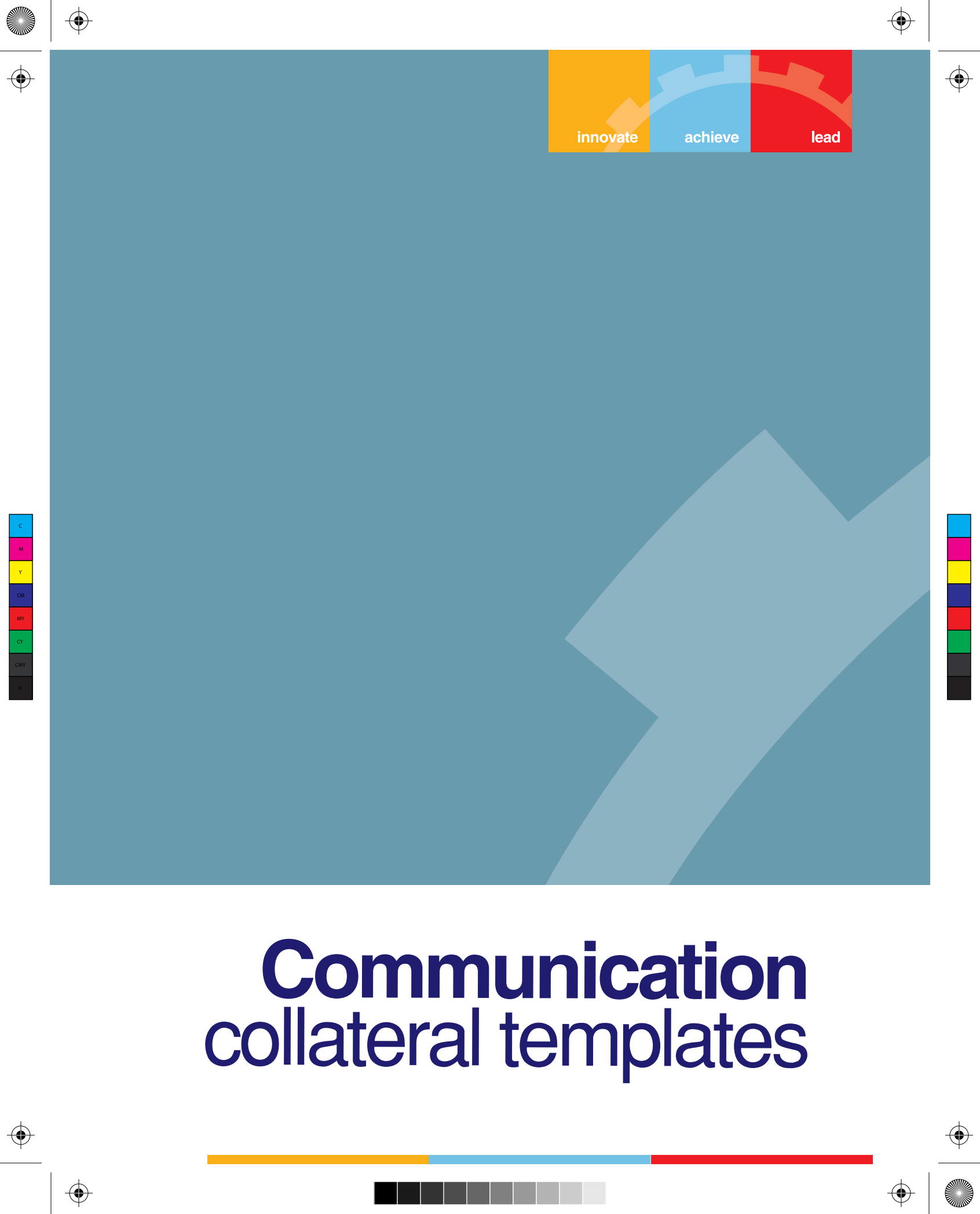


Download link: <http://bits-pilani.ac.in/downloads>









# Communication collateral templates





# Email signatures

**Prof. S. Gurunaryanan**  
Dean, Mechanical Engineering

Font: Helvetica/Arial  
Font Weight: Bold  
Font Size: 12/11 Point

Font: Helvetica/Arial  
Font Weight: Regular  
Font Size: 10 Point

Hex Value: #000000  
CMYK: 0, 0, 0, 100  
RGB: 0, 0, 0

**Birla Institute of Technology & Science, Pilani**  
Pilani Campus

Font: Helvetica/Arial  
Font Weight: Bold + Regular  
Font Size: 14 Point

Tel: +91 XX XXXX XXXX  
Fax: + 91 XX XXXX XXXX  
Email: [sguru@bits-pilani.ac.in](mailto:sguru@bits-pilani.ac.in)  
[www.bits-pilani.ac.in](http://www.bits-pilani.ac.in)

Font: Helvetica/Arial  
Font Weight: Regular  
Font Size: 10 Point

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112

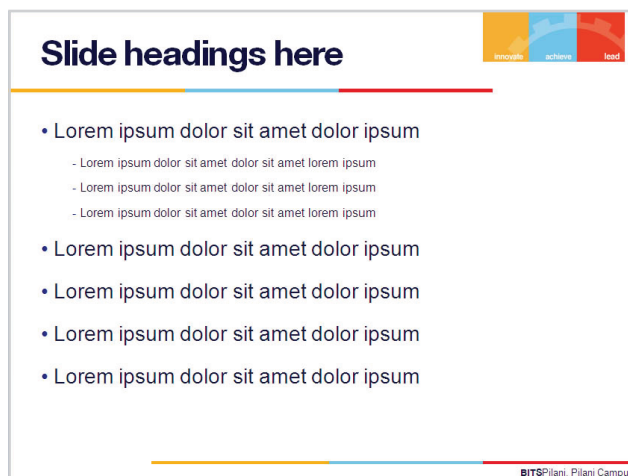
Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112



# PowerPoint templates

Below is a collection of templates from MS PowerPoint which can be downloaded from the following link.

<http://bits-pilani.ac.in/downloads/ppt.zip>





# CD Face and covers



Dimensions:  
12x12 cms (wxh)

Download link: <http://bits-pilani.ac.in/downloads>





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Signage



# Signage designs

## Signage Specifications

Lorem ipsum dolor sit amet

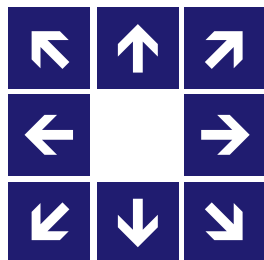
Please leave a margin of  $x/4$  from all sides

Font: Helvetica/Arial

Font Weight: Bold + Regular

Hex Value: #211D70  
CMYK: 100, 100, 0, 30  
RGB: 33, 29, 112

### Directional Arrows



### Icon Based Signages



### Icon Colours

Hex Value: #76C2E5  
CMYK: 50, 7, 3, 0  
RGB: 118, 194, 229

## Door Signs

**Prof. S. Gurunarayanan**  
Head of Department

## Directional Signs

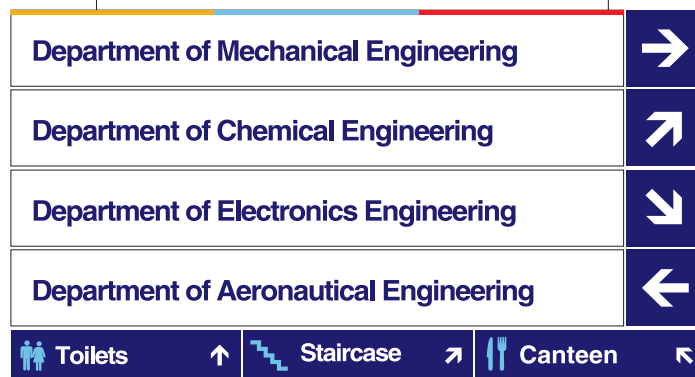
Department of Mechanical Engineering



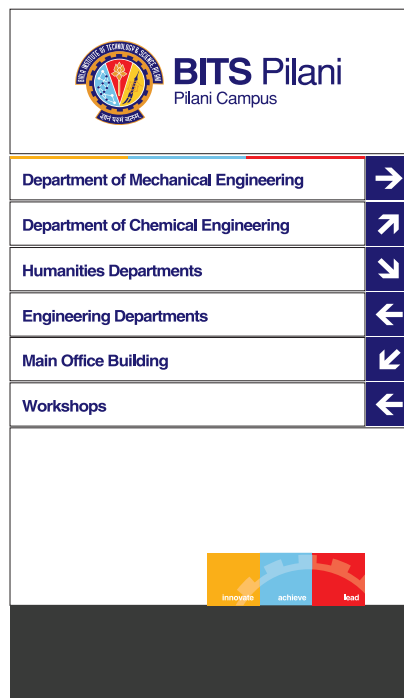


# Signage designs

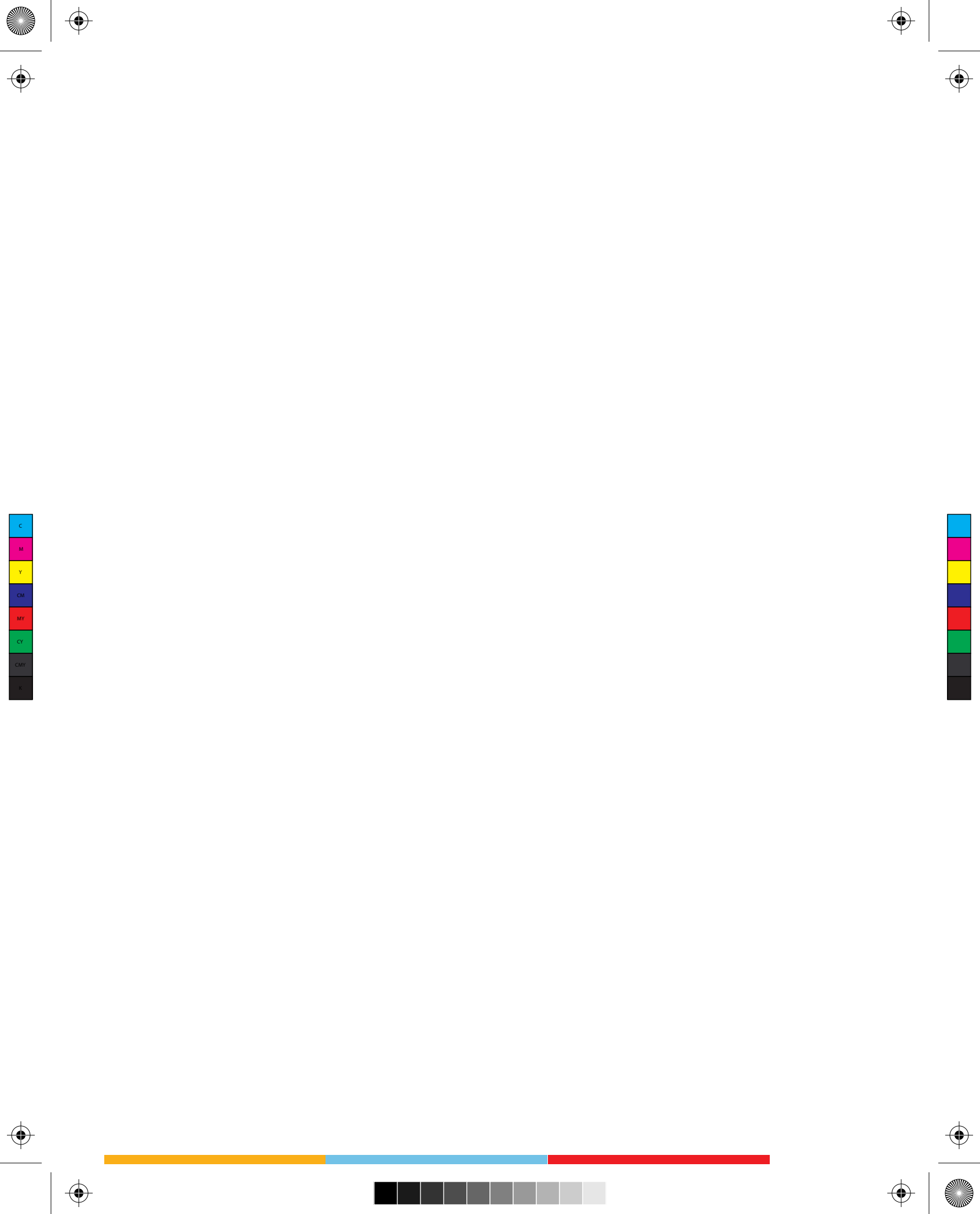
## Indoor Hanging Signs



## Outdoor Signage











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# Merchandise design





# Merchandise designs

## Mugs

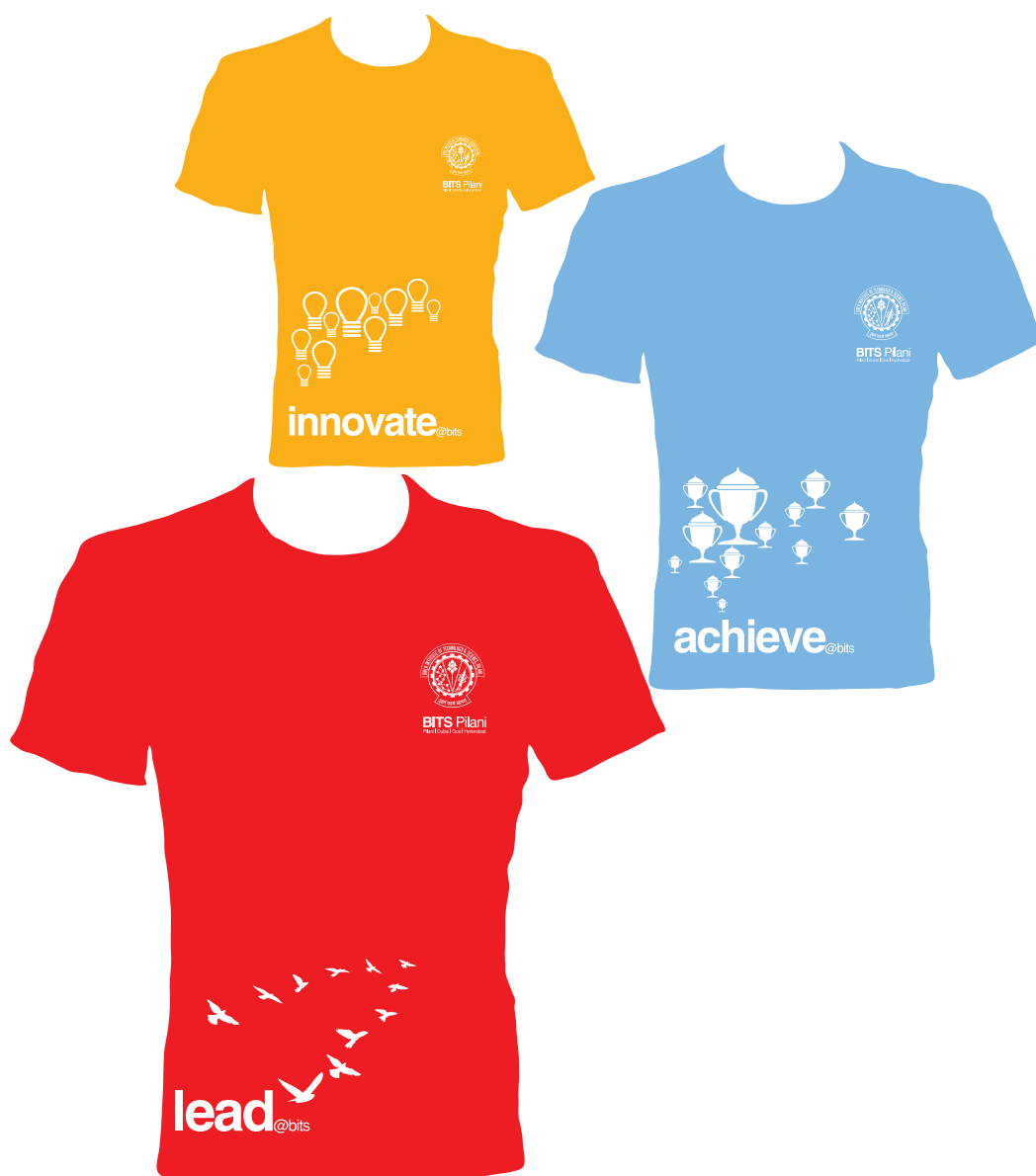


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# Merchandise designs

## T-shirts



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# Merchandise designs

## T-shirts

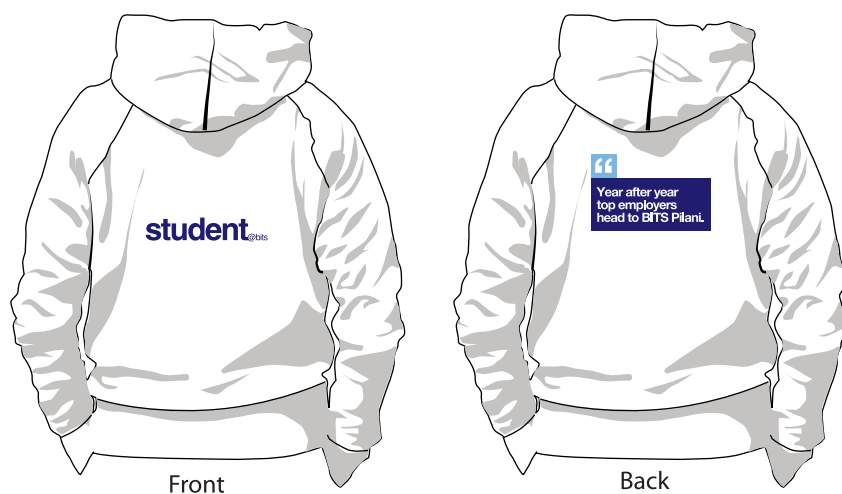


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# Merchandise designs

## Sweat Shirts



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# Merchandise designs

## Coasters

Below are some examples of tea coaster designs which can be used as a guideline. All the elements used should conform to the guidelines specified in this document.



Download link: <http://bits-pilani.ac.in/downloads>









”

Conceptulized and Designed by:  
**Fractal Ink** Design Studio Pvt. Ltd.

head to BITS Pilani.

