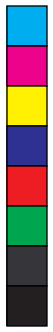

“

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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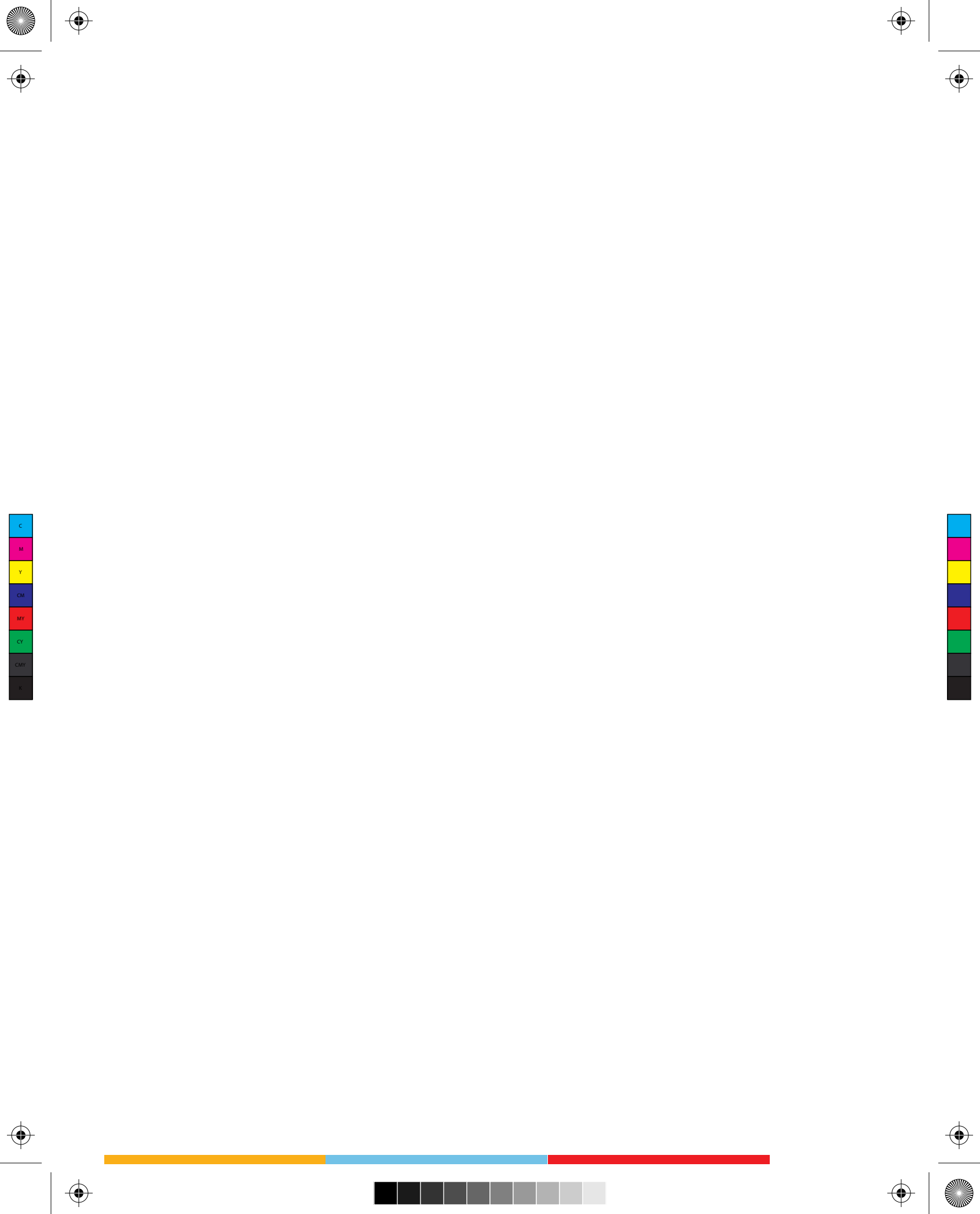

C
M
Y
CM
MY
CY
CMY
K

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 revaluated 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	▪ BITS Pilani has a 50-year-old legacy of excellence	▪ Established in 1964 under technical partnership with MIT, BITS Pilani has been a consistent frontrunner in technical education in India. ▪ BITS Pilani alumni have gone on to become leading technocrats, entrepreneurs and leaders of society across the world.
Commitment to transparency	▪ Transparent intake processes ▪ Fair admission and evaluation criteria	▪ BITSAT 1st online admission test
Pervasive industry engagement	▪ Offers industry experience to students to develop professional skills and strong work ethics through Practice School (PS) ▪ BITS Pilani provides working professionals opportunities to learn and hone their skills.	▪ The PS is a unique and innovative programme providing industrial training like no other. ▪ We value corporate partnerships that contribute as much as the support they provide. ▪ The PS provides employers with a finished 'product' ready to take on the responsibilities of corporate work. ▪ Adds long term value as employees to students.
Enriching campus life	▪ Students and faculty engage within a close knit learning environment. ▪ Students are empowered to showcase their leadership skills. ▪ Students are given multiple avenues for overall development.	▪ Students and faculty share a close bond and support each other in community initiatives. ▪ Students are empowered to take decisions and showcase their leadership skills in managing community and student events. ▪ Students learn and play via engagement techniques that are intrinsic to their holistic development. ▪ A number of extracurricular activities, clubs, events and organisations ensure holistic development of students.
Continual innovation in curriculum and pedagogy	▪ Wide choice of programmes offered allows students to develop effectively. ▪ Pedagogic focus is on student exposure across disciplines.	▪ Educational reforms in the curriculum offered have been going on for the past 3 to 4 decades. ▪ Students have the freedom to select inter-disciplinary courses. ▪ Faculty commitment ensures students gain knowledge which is updated and industry relevant.

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

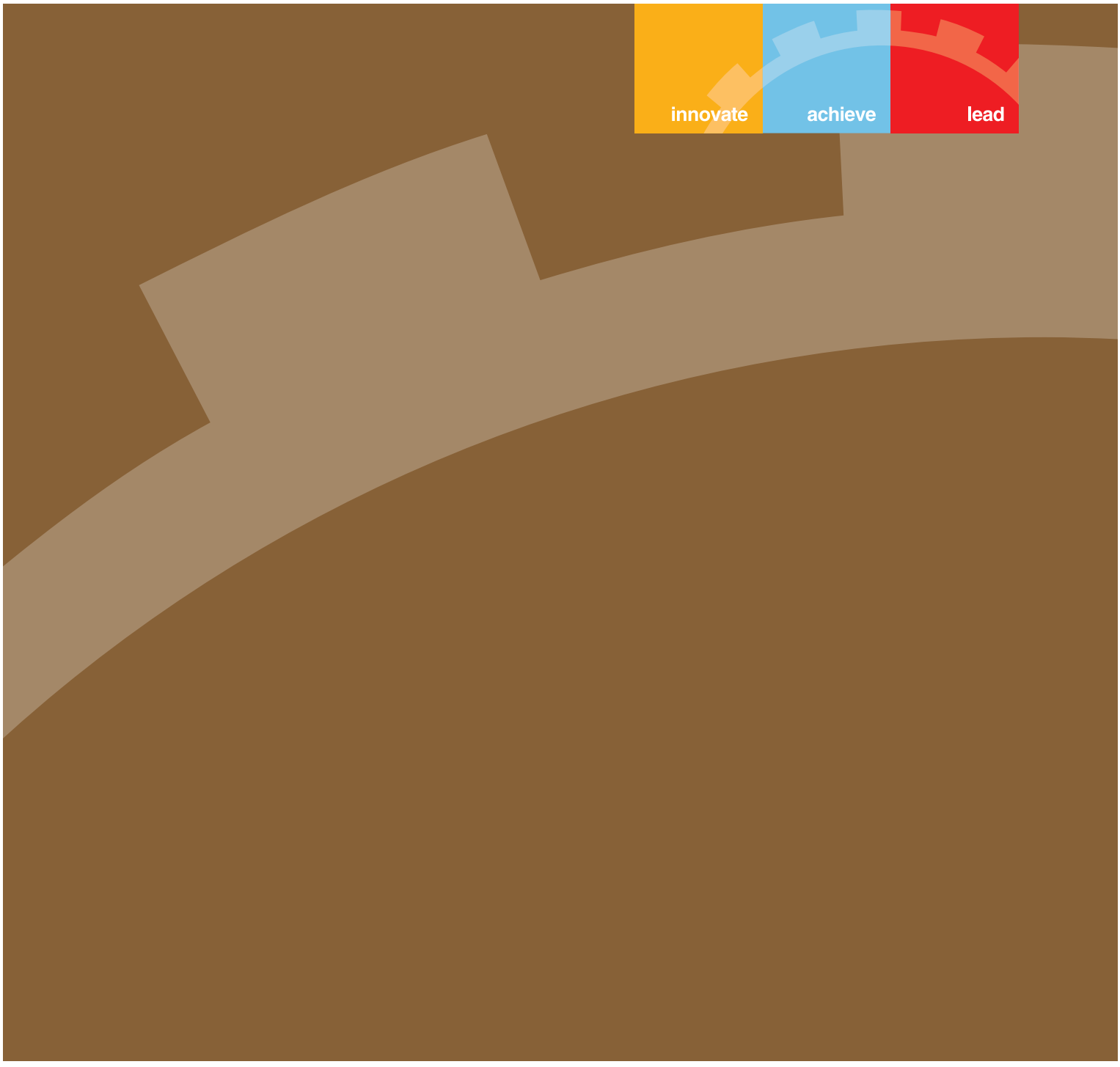
BITS Pilani is a leader. It has always been ahead of its time and its contemporaries.

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.

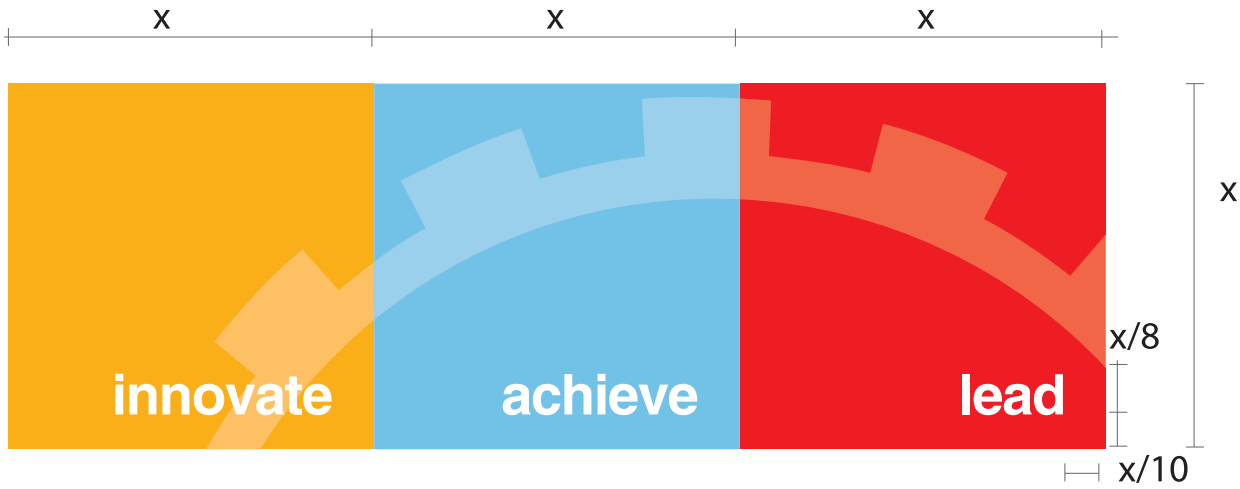
BITS Pilani Strategic Tagline

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

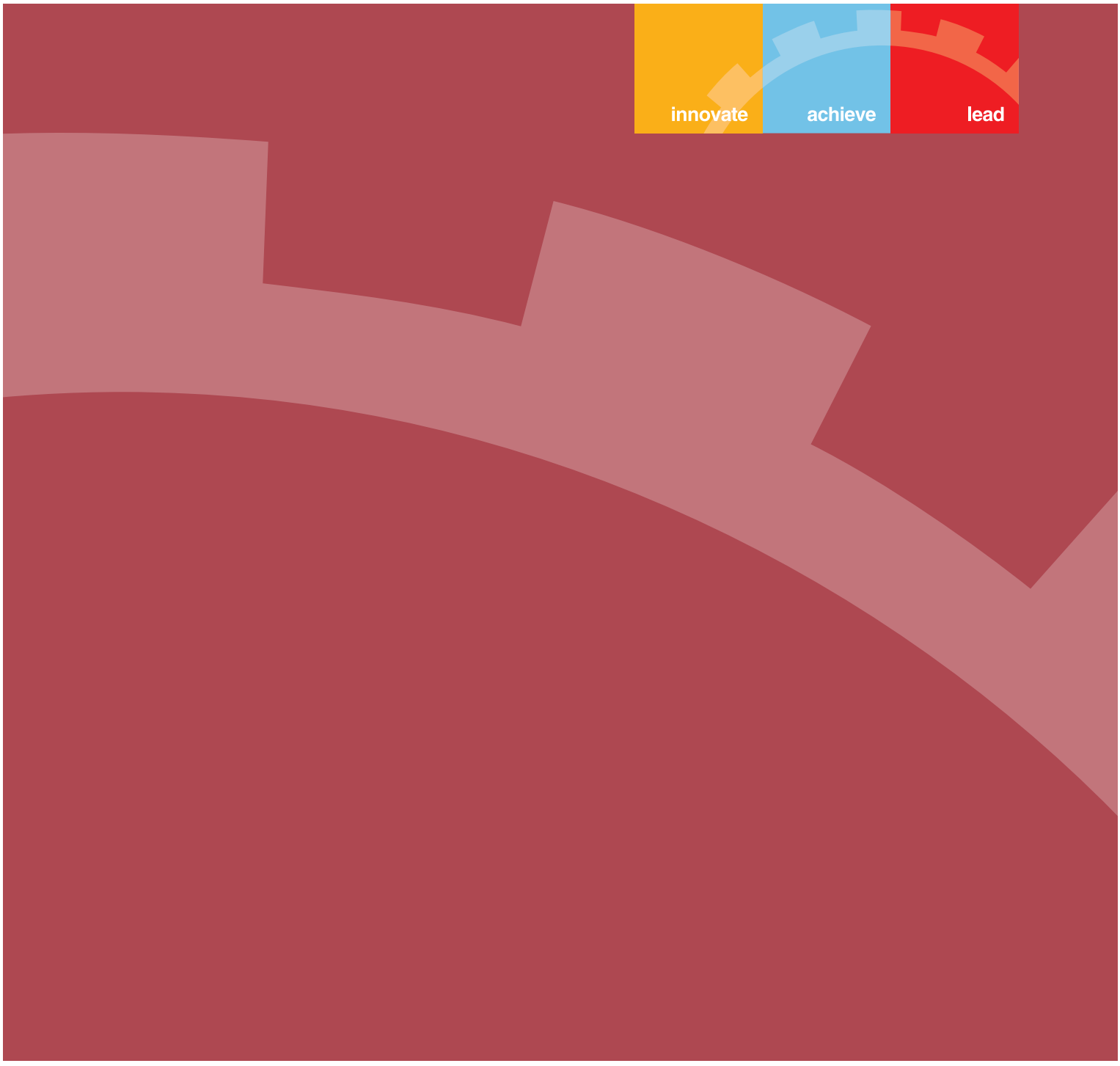
innovate - achieve - lead

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



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)

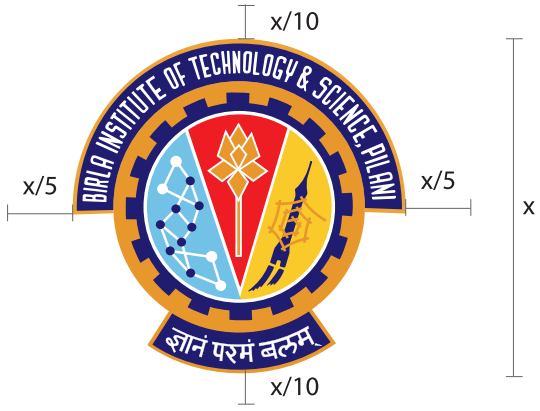
BITS Pilani
Pilani | Dubai | Goa | Hyderabad

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.

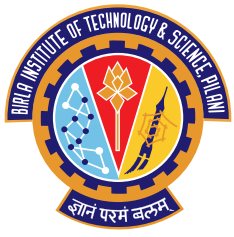
Logo + name

Vertical Short Version

University logo

BITS Pilani
Pilani | Dubai | Goa | Hyderabad

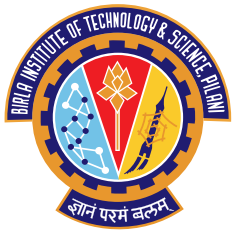
Campus specific logos



BITS Pilani
Pilani Campus

BITS Pilani
K K Birla Goa Campus

BITS Pilani
Hyderabad Campus



BITS Pilani
Dubai Campus

بيتسى بلانى
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.

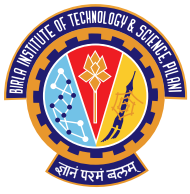
Logo + name

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

بيتسى 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

بيتس بلاني
لبي حرم الجامعة

BITS Pilani
Pilani Campus

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 دبي حرم الجامعة

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

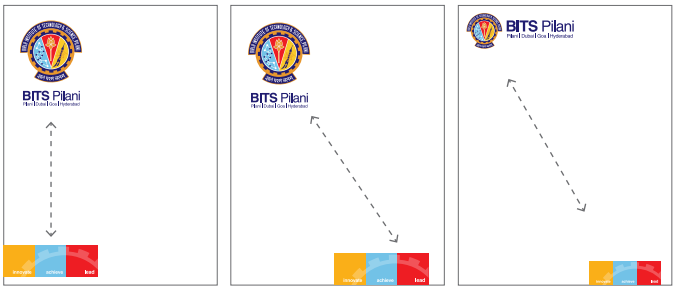
Against light coloured backgrounds

Usage of logo with tagline

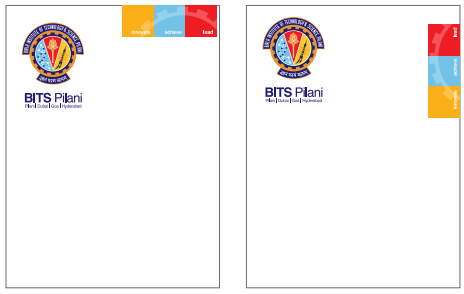
Rules

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



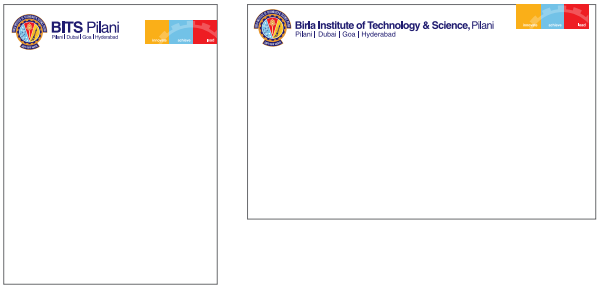
2. Use the vertical format of logo when the logo and tagline element are used as a unit and positioned one above the other. The two elements must be vertically centre aligned. The tagline element will always have only one of the sides touching the border of the artifact that it is used on.

DOs

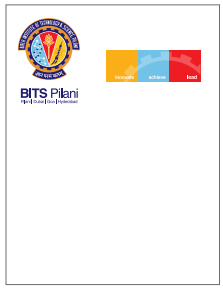
DON'Ts

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



innovate achieve lead

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

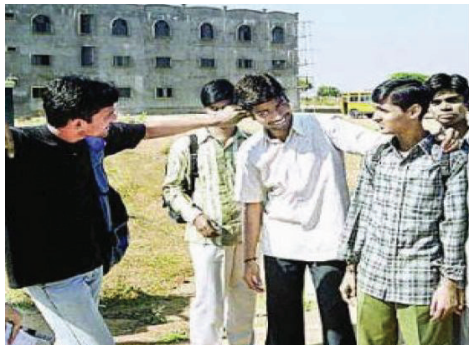
BITS Pilani lays great emphasis on continuous innovation, our pedagogy is constantly evolving and developing to always be in sync with current trends. These images must always have students and professors engaged deeply with the task at hand, signalling the commitment that the institute brings to what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

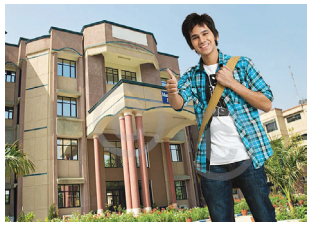
Use angled images in an appropriate manner to show focus and conviction of subjects.

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:	Expected:
The institute is engaged in increasing their global exposure and expanding their research facilities.	We are on the move, increasing our global exposure and expanding our 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.	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.
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.	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.
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.	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

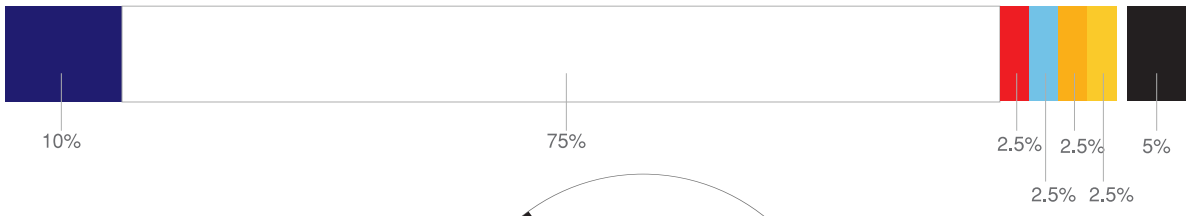
Hex Value: #333132
CMYK: 0, 0, 0, 95
RGB: 50, 50, 50
Pantone Process Black

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 CMYK: 89, 85, 49, 61 RGB: 25, 25, 50	Hex Value: #517380 CMYK: 72, 45, 40, 11 RGB: 81, 115, 128	Hex Value: #BBA25B CMYK: 28, 31, 76, 2 RGB: 187, 162, 91	Hex Value: #876238 CMYK: 38, 57, 84, 24 RGB: 135, 98, 56	Hex Value: #AE4A52 CMYK: 25, 82, 62, 11 RGB: 174, 74, 82
Hex VTalue: #212053 CMYK: 100, 99, 36, 32 RGB: 33, 32, 83	Hex Value: #699CAF CMYK: 62, 27, 25, 0 RGB: 105, 156, 175	Hex Value: #DBB344 CMYK: 15, 28, 87, 0 RGB: 219, 179, 68	Hex Value: #BA8346 CMYK: 25, 49, 82, 6 RGB: 186, 131, 70	Hex Value: #D13D47 CMYK: 12, 91, 73, 2 RGB: 209, 61, 71
Hex Value: #211D70 CMYK: 100, 100, 0, 30 RGB: 33, 29, 112	Hex Value: #76C2E5 CMYK: 50, 7, 3, 0 RGB: 118, 194, 229	Hex Value: #FAC92E CMYK: 2, 20, 92, 0 RGB: 250, 201, 46	Hex Value: #E9972F CMYK: 7, 46, 94, 0 RGB: 233, 151, 47	Hex Value: #ED1C24 CMYK: 0, 100, 100, 0 RGB: 237, 28, 36
Hex Value: #2F3996 CMYK: 97, 94, 0, 0 RGB: 47, 57, 150	Hex Value: #41B8EA CMYK: 63, 8, 0, 0 RGB: 91, 65, 184	Hex Value: #FEBC12 CMYK: 0, 28, 100, 0 RGB: 254, 188, 18	Hex Value: #F6851F CMYK: 0, 58, 100, 0 RGB: 233, 151, 47	Hex Value: #ED1C24 CMYK: 0, 100, 100, 0 RGB: 246, 133, 31
Hex Value: #4754A4 CMYK: 83, 77, 0, 0 RGB: 71, 84, 164	Hex Value: #48C2EE CMYK: 60, 2, 1, 0 RGB: 72, 194, 238	Hex Value: #DDA827 CMYK: 14, 34, 100, 0 RGB: 221, 168, 39	Hex Value: #F6851F CMYK: 12, 56, 90, 1 RGB: 219, 131, 56	Hex Value: #C82027 CMYK: 14, 100, 100, 5 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

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

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.

**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.

*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.

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

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

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

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.

**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.

*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.

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

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.

Image Area

Lorem ipsum dolor sit amet, consectetur adipiscing elit.

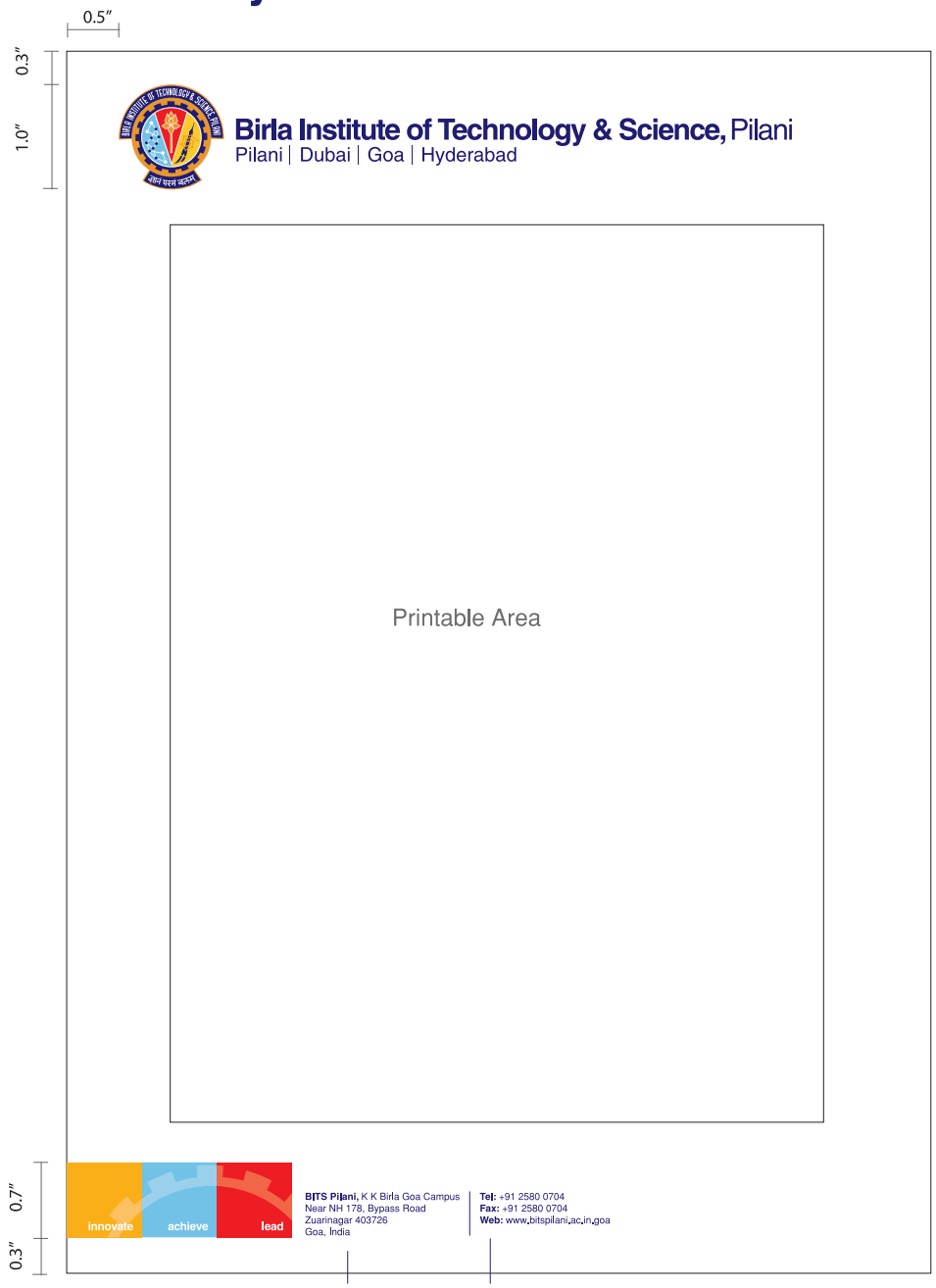
> lorem ipsum dolor sit amet ”

> lorem ipsum dolor sit amet ”

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

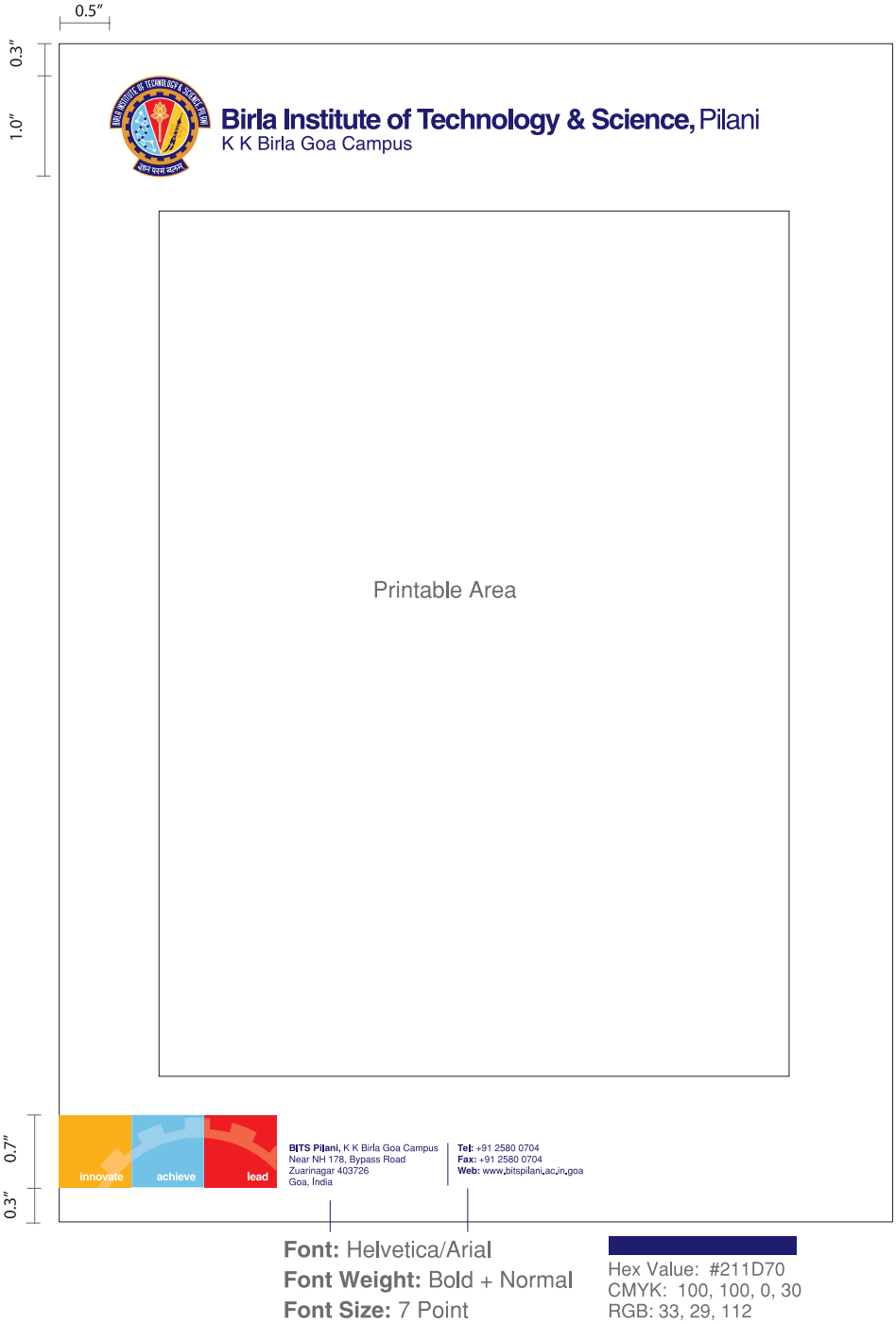
Font: Helvetica/Arial
Font Weight: Bold + Normal
Font Size: 10 Point

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



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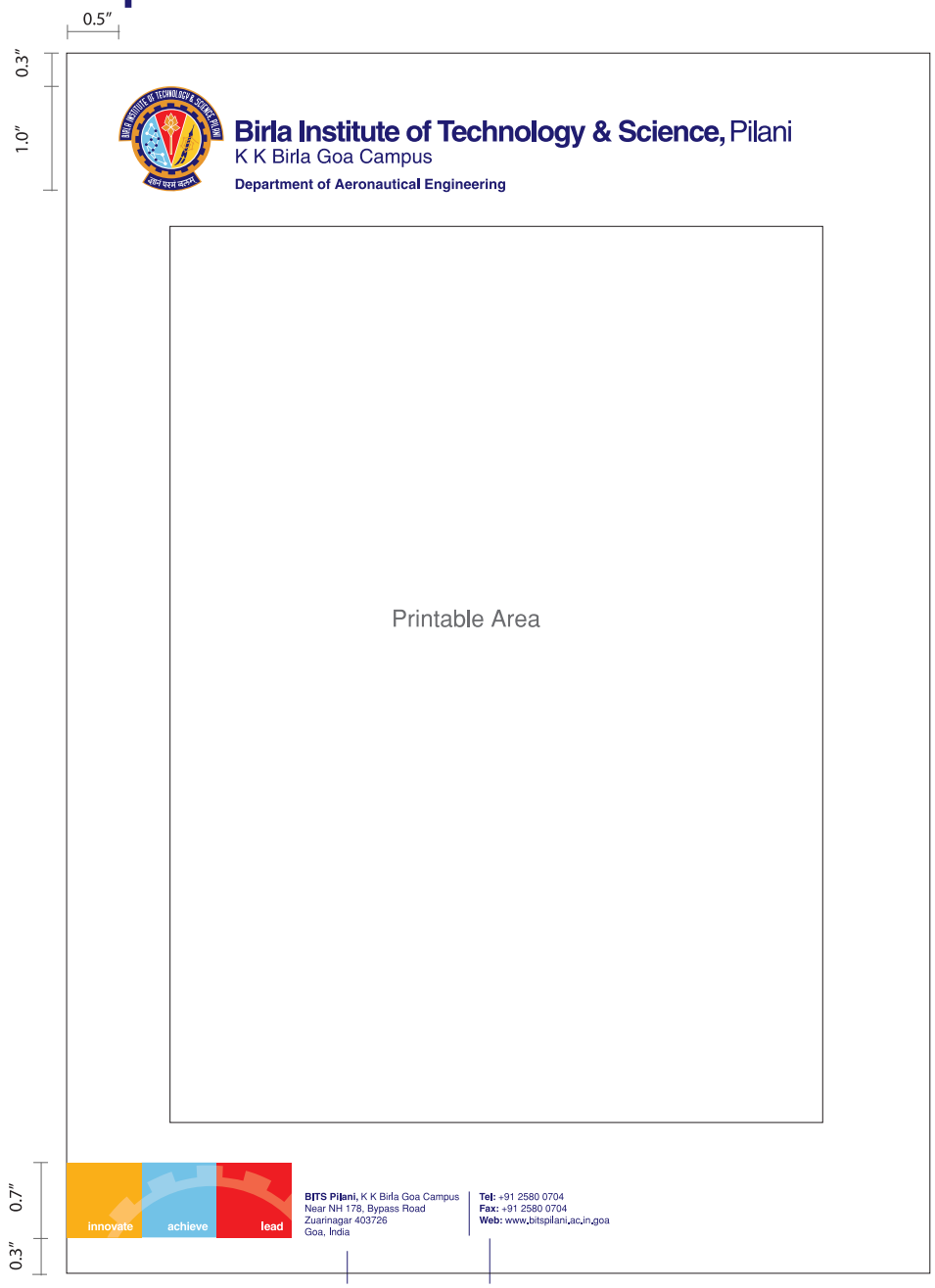
Font Weight: Bold + Normal
Font Size: 10 Point

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



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Bottom Margin: 1.4 inch

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Font Size: 10 Point

Font: Helvetica/Arial
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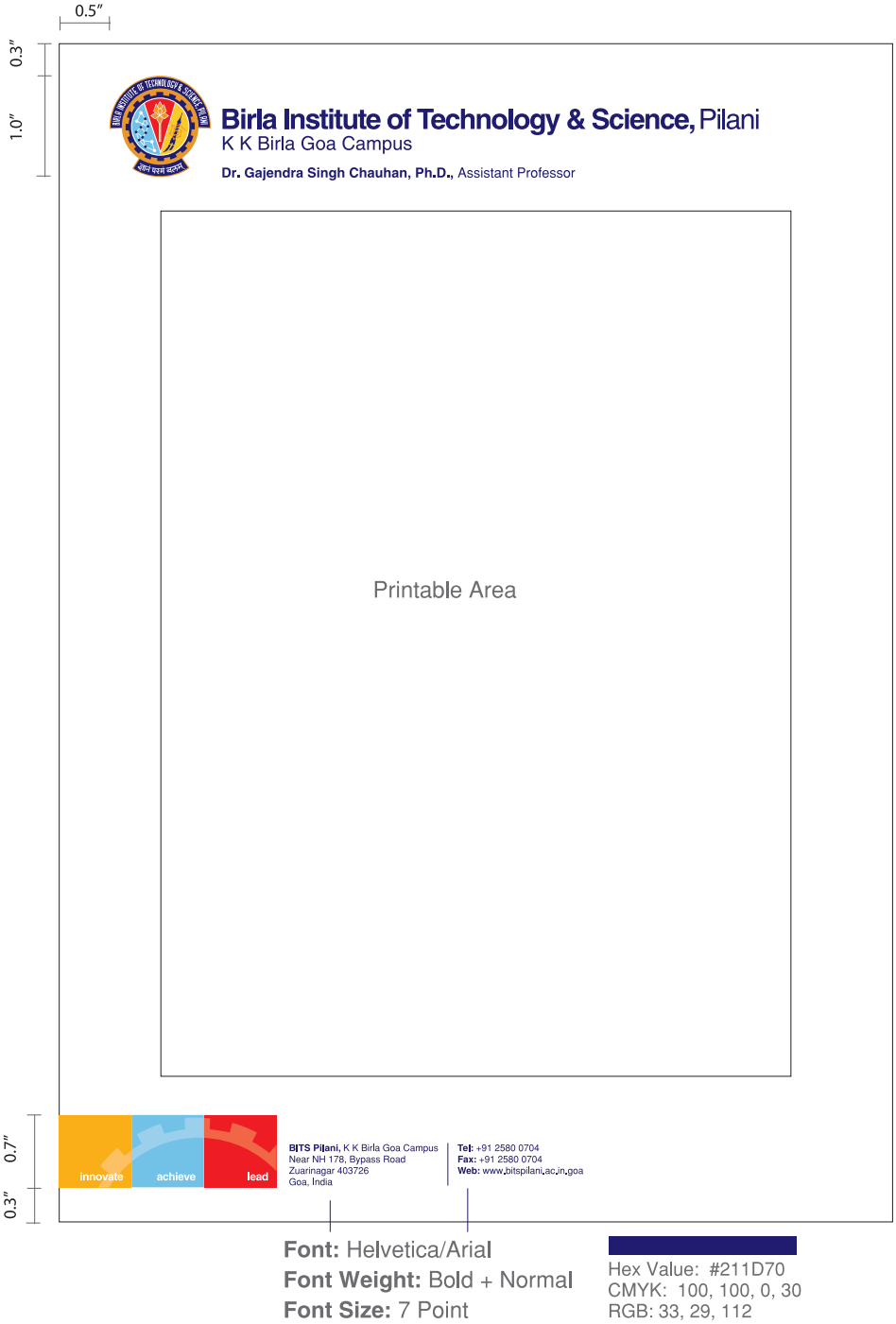
Hex Value: #211D70
CMYK: 100, 100, 0, 30
RGB: 33, 29, 112

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

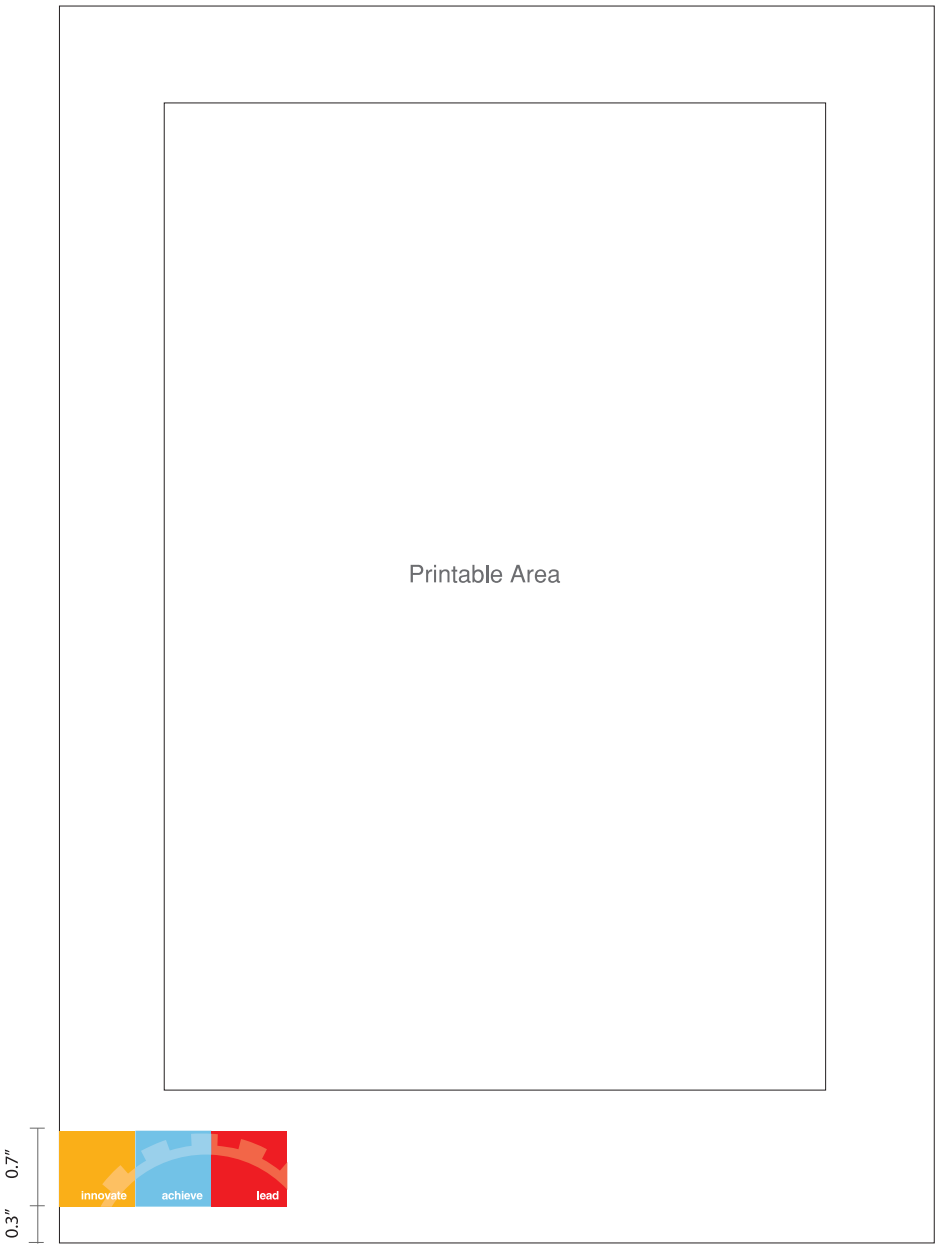
Font: Helvetica/Arial
Font Weight: Bold + Normal
Font Size: 10 Point

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



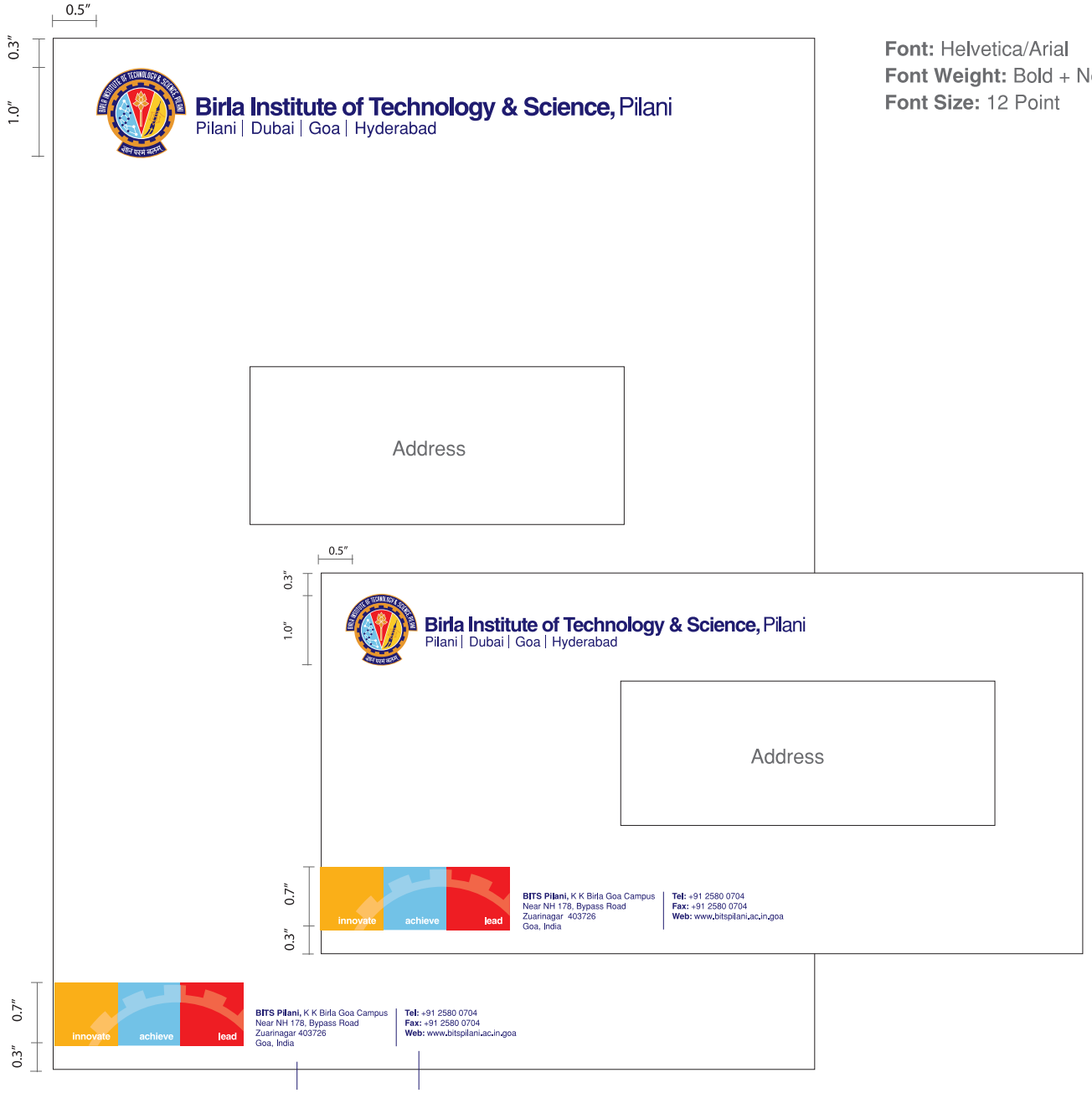
Sheet Size: A4

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



Font: Helvetica/Arial
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Font Size: 12 Point

Font: Helvetica/Arial
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Font Size: 7 Point

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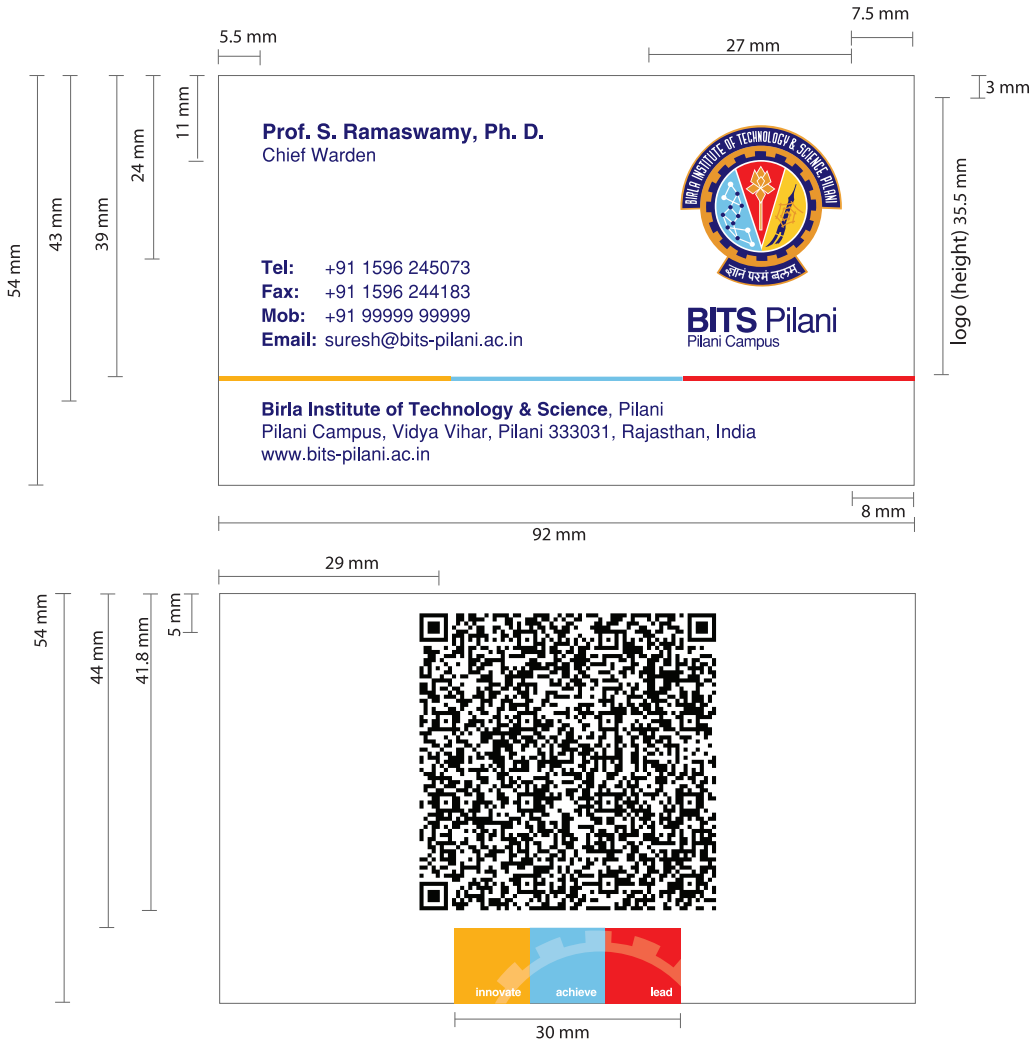
CMYK: 100, 100, 0, 30
RGB: 33, 29, 112

Stationery design

Visiting Cards



Prof. S. Ramaswamy

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

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

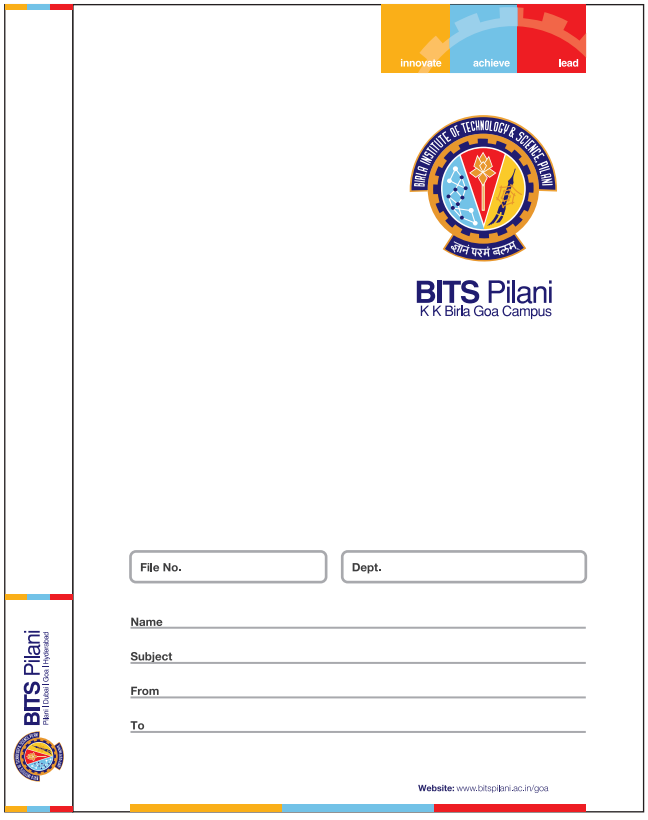
Ph.D.
Chief Warden

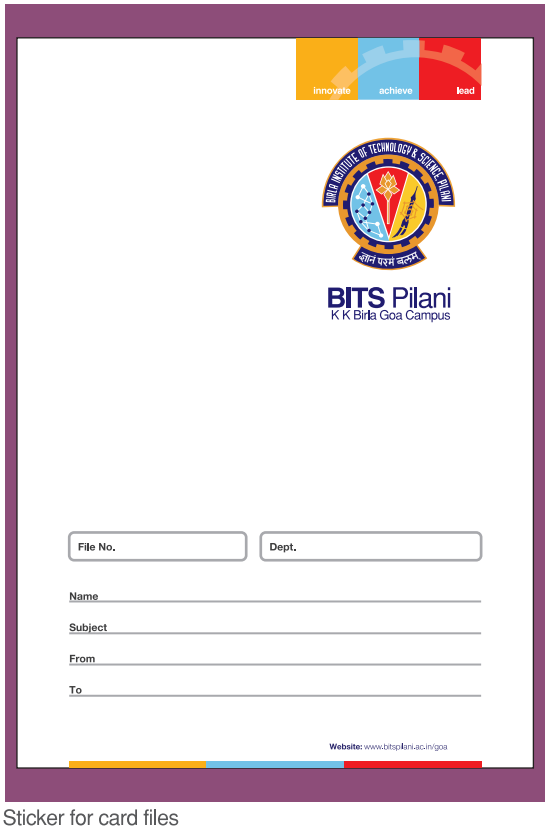
Font: Helvetica/Arial
Font Weight: Bold + Normal
Font Size: 7 Point

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

Office stationery

File Folders



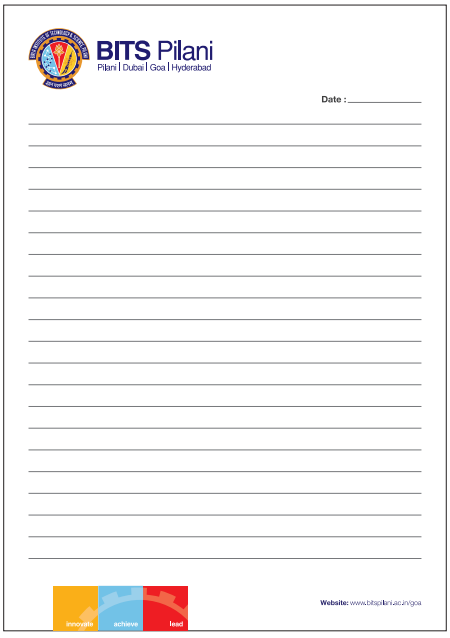


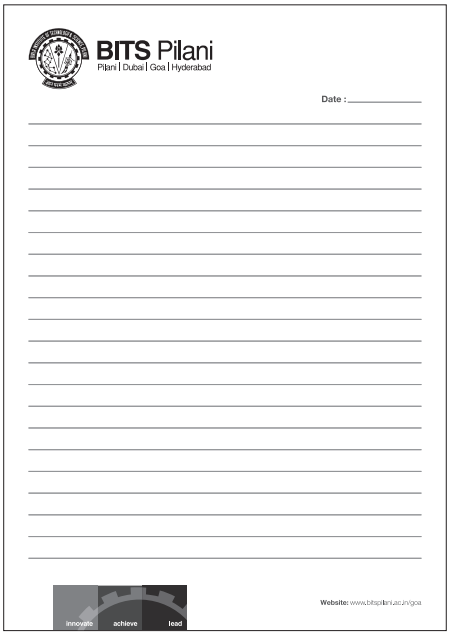
Sticker for card files

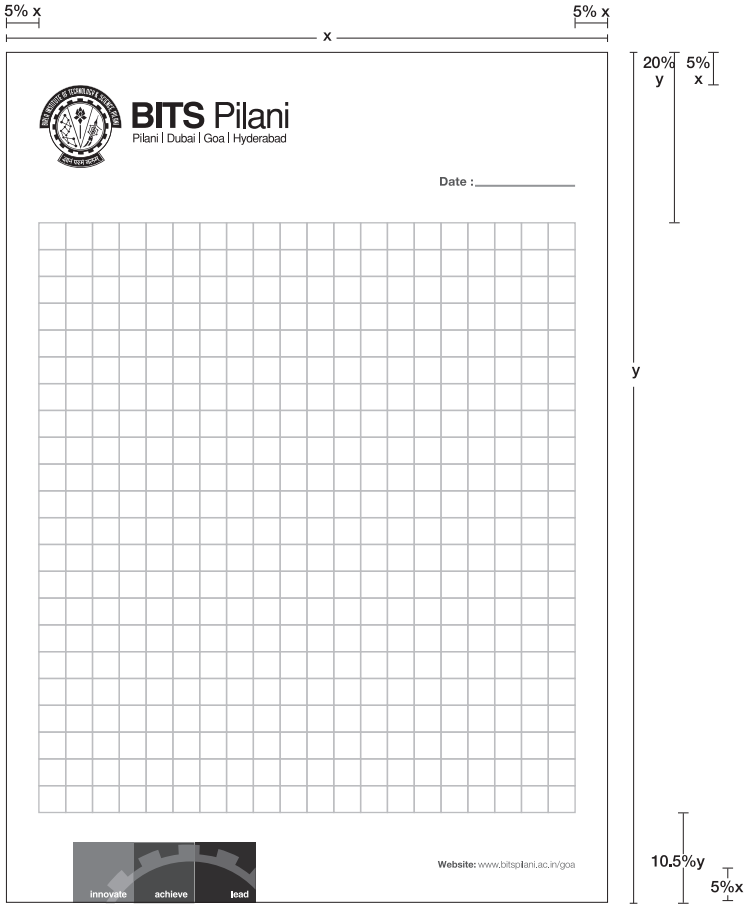
Download link: http://bits-pilani.ac.in/downloads

Office stationery

Scratch Pads







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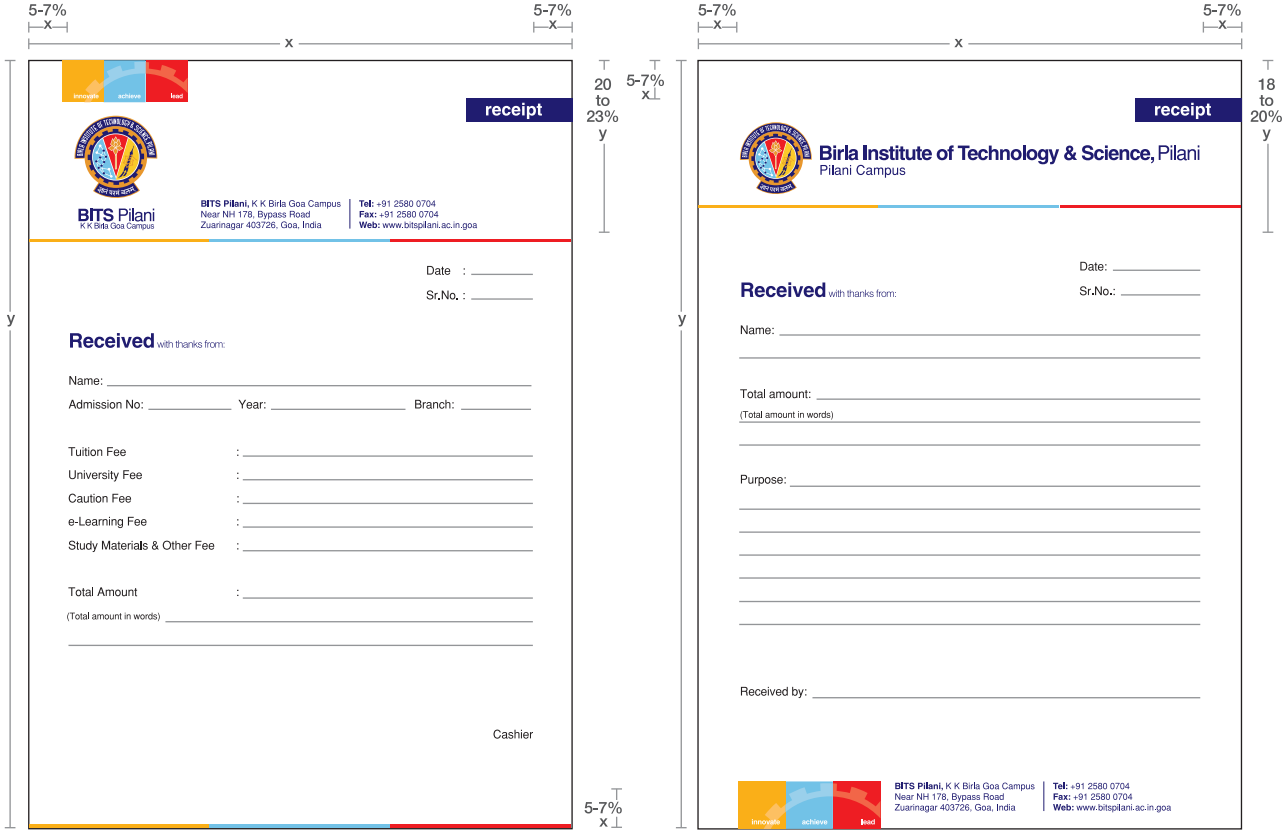
Office stationery

Receipts



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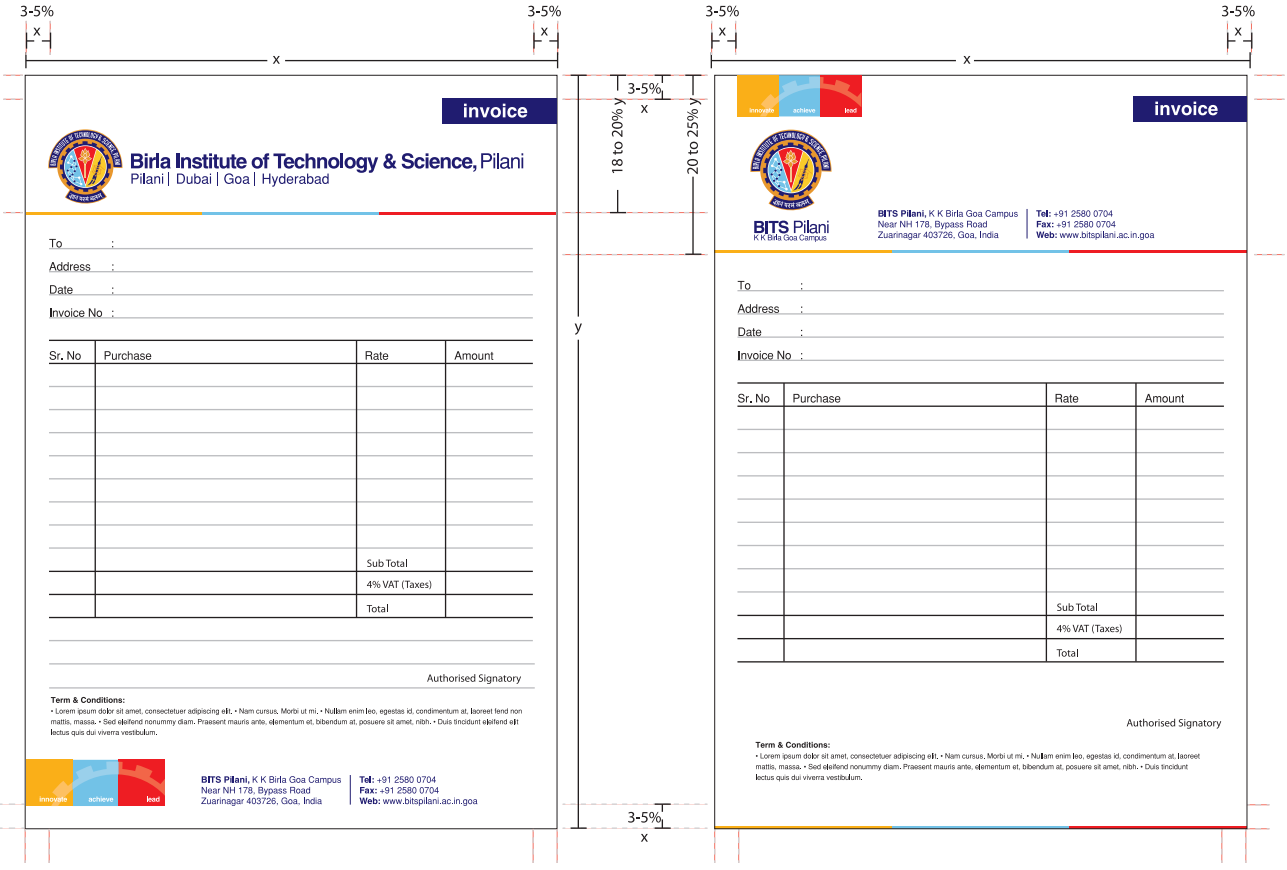
Office stationery

Bills/Invoices



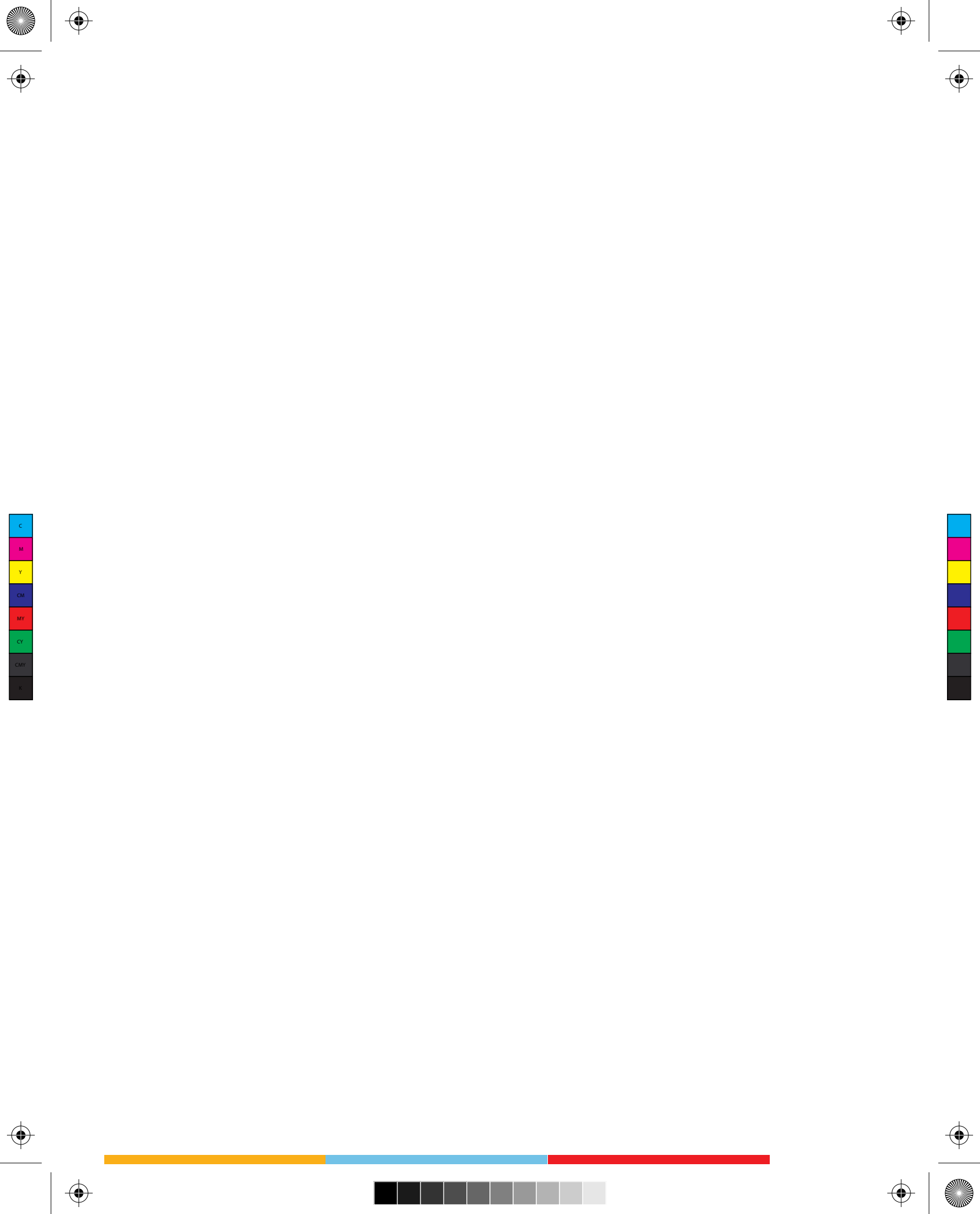
Download link: http://bits-pilani.ac.in/downloads

Office stationery

Notebook Covers

Images in this option could be anything from students and their work, to a few incredible moments of campus life, outstanding achievements, etc.

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


C
M
Y
CM
MY
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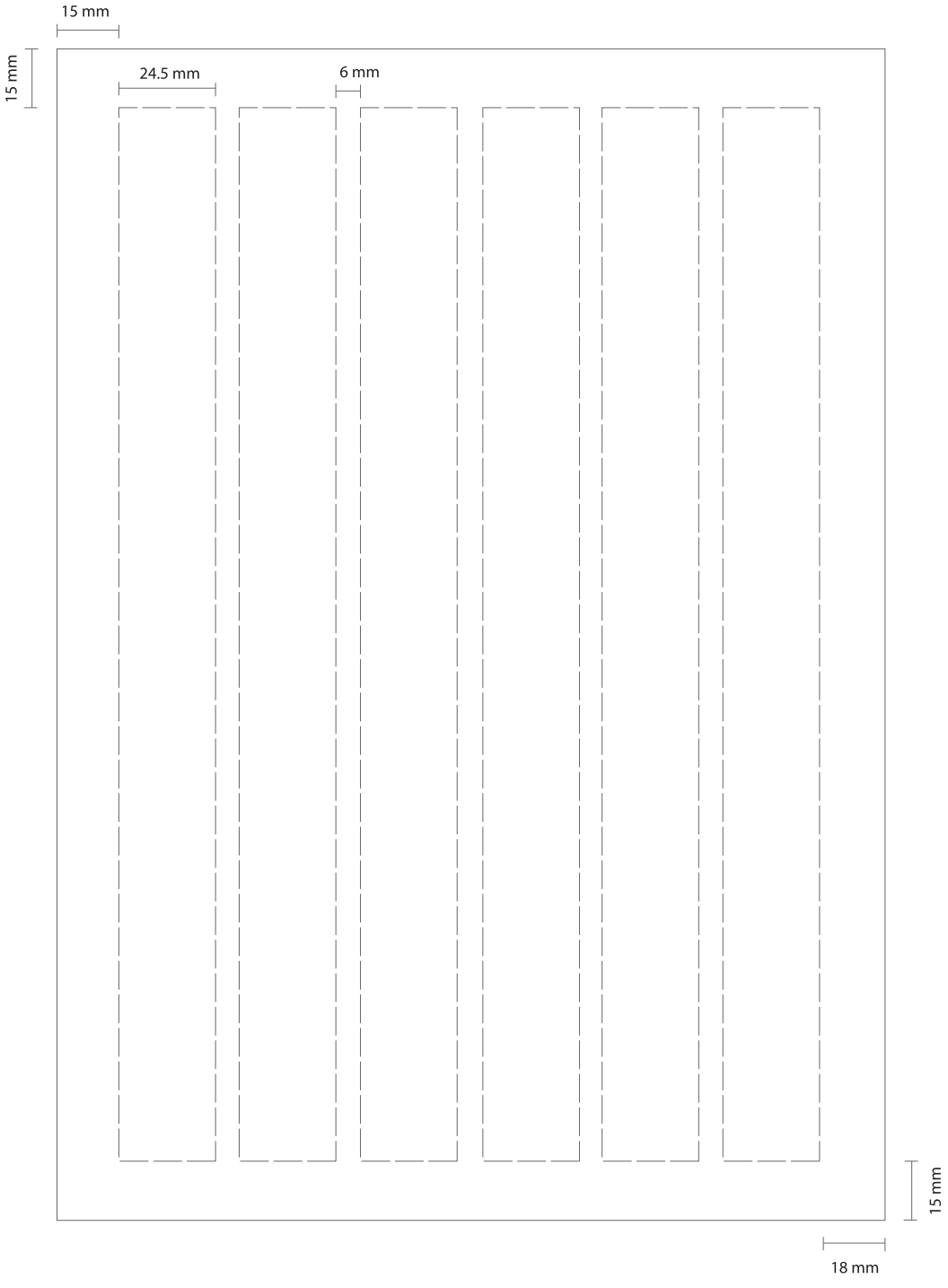
K

Grids and layouts

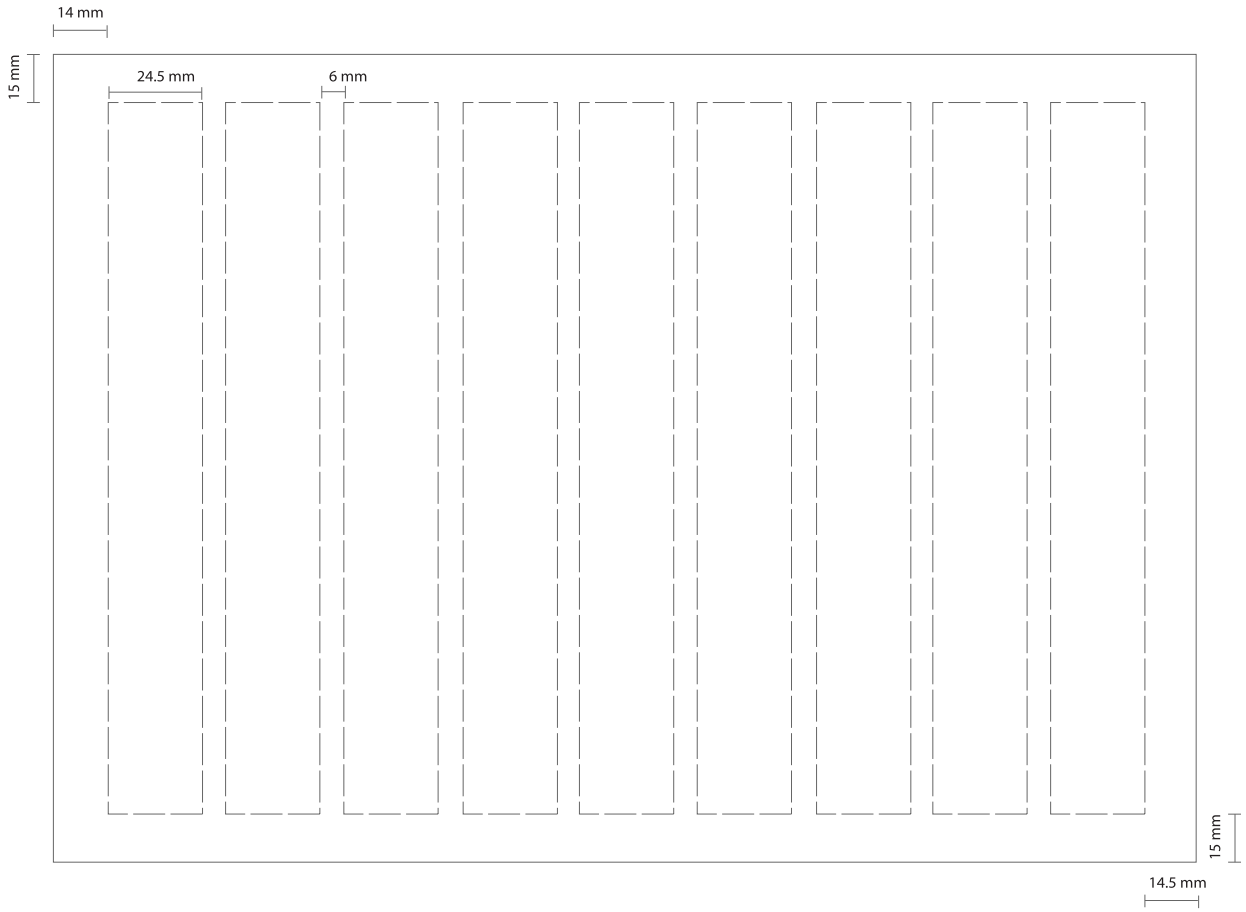
Grids and layouts

Portrait Grid (based on A4)



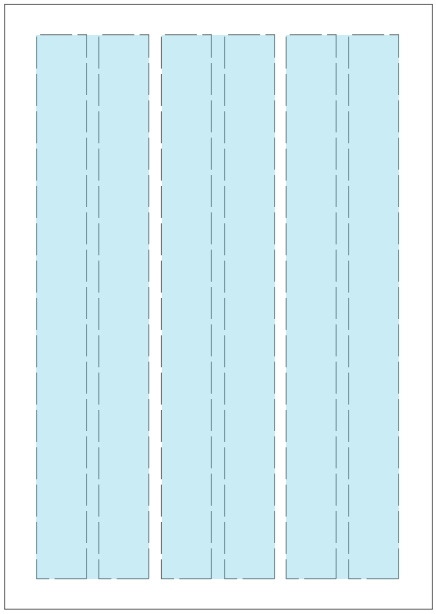
Grids and layouts

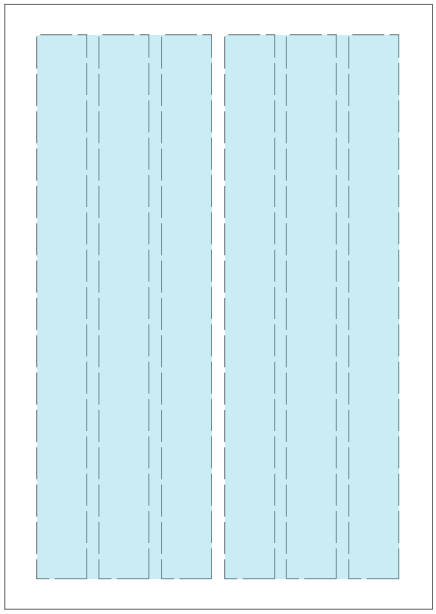
Landscape Grid (based on A4)

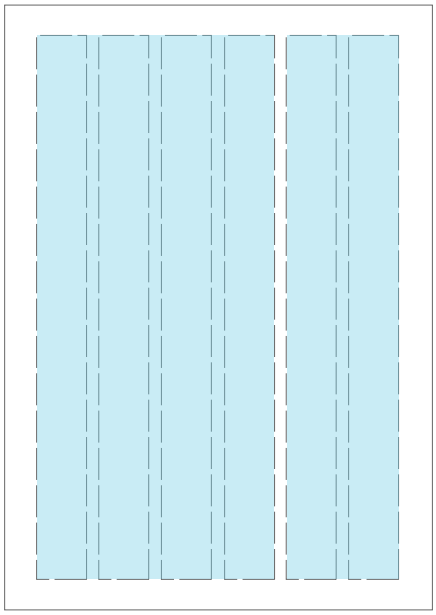


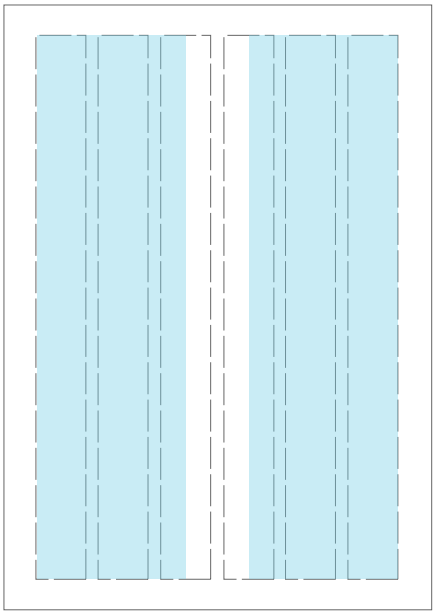
Grids and layouts

Examples of Layouts



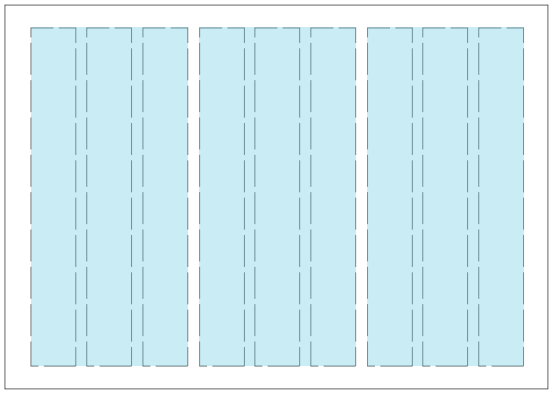


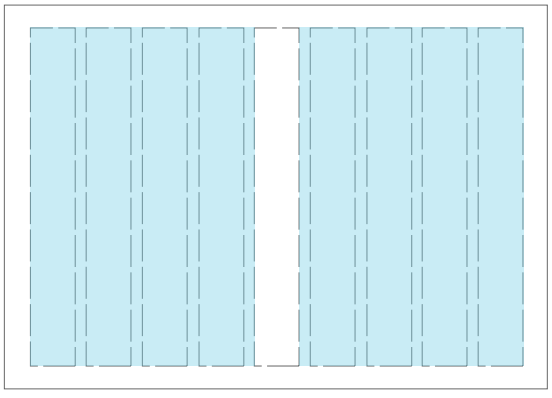


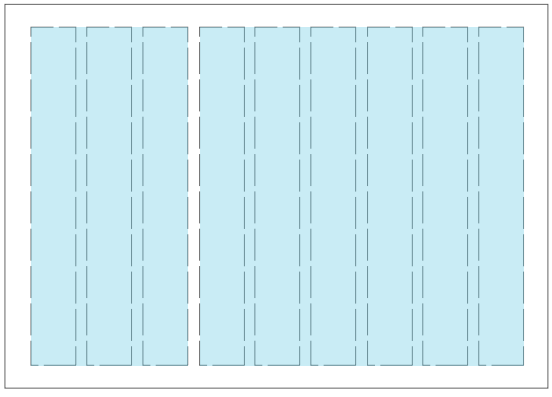


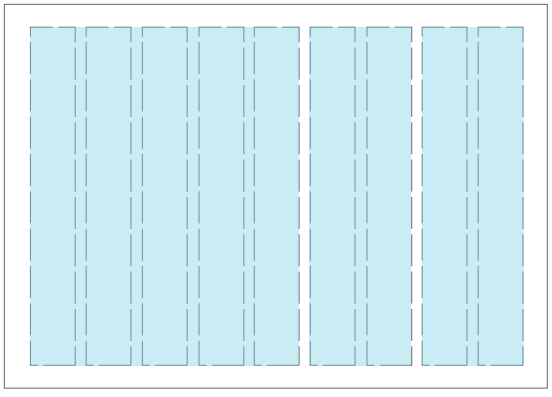
Grids and layouts

Examples of Layouts



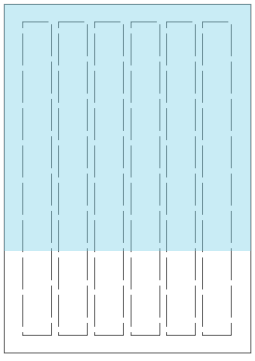


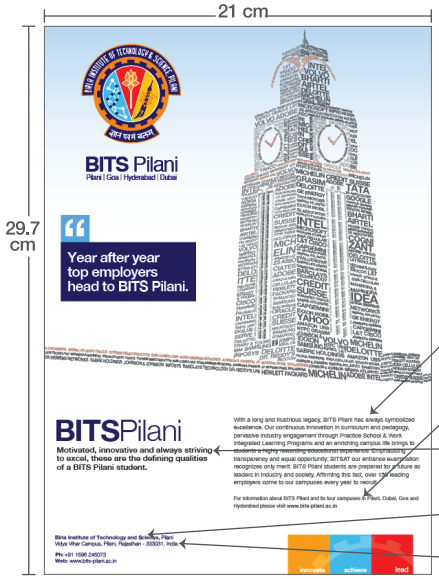




Press/Poster advertisements

Poster Advertisement





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

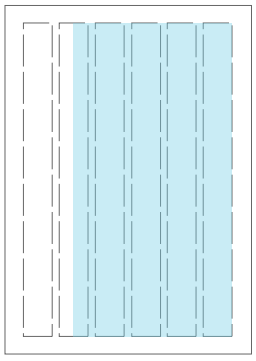
Font - Helvetica/Arial
Size - 7.75 Points
Weight - Normal/Medium
C,M,Y,K - 0,0,0,80

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

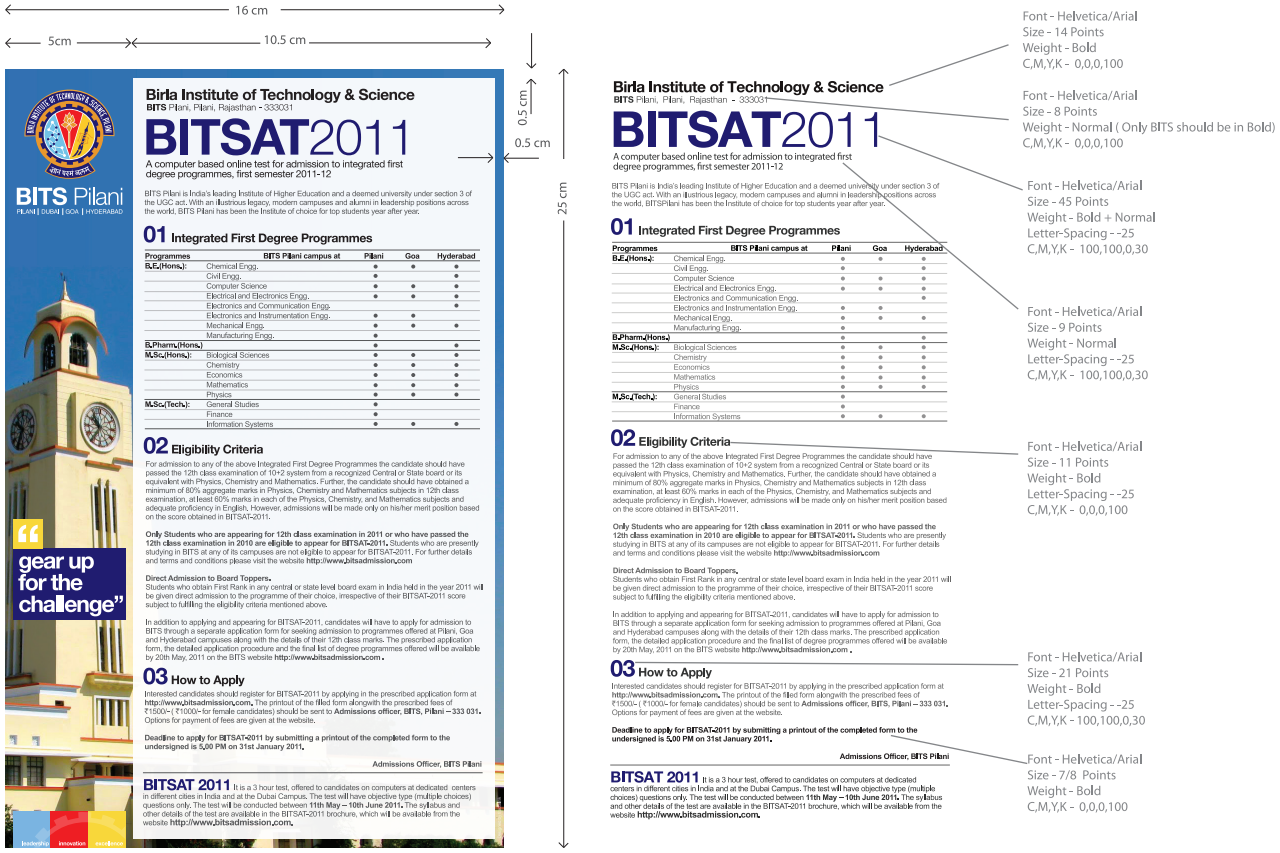
Font - Helvetica/Arial
Size - 9.75 Points
Weight - Normal/Medium
C,M,Y,K - 0,0,0,80

Press/Poster advertisements

Announcement Advertisement Specification (Newspaper 1/4 Page Ad)

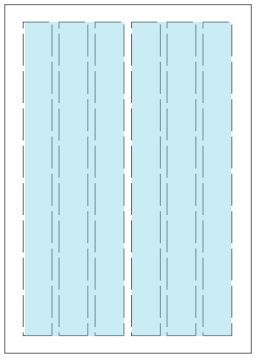


Please note that the layout grid is a guideline to produce artwork. You can deviate from it as long as it is justified to do so. Below is an example of how the base grid is used with slight distortion to produce the advertisement.



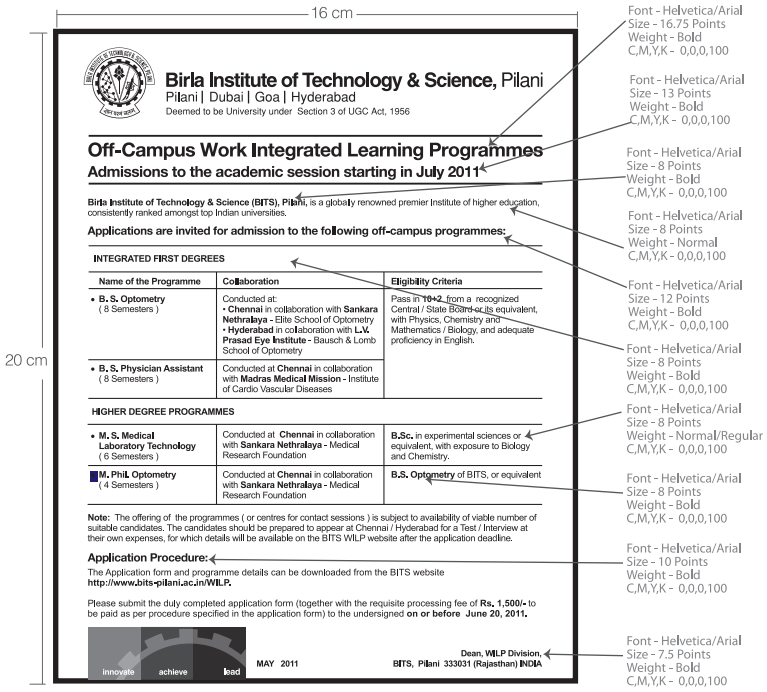
Press/Poster advertisements

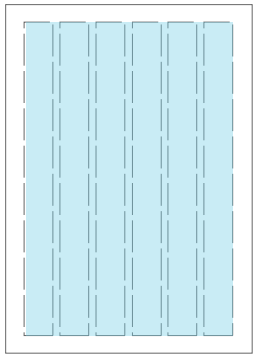
Announcement Advertisement

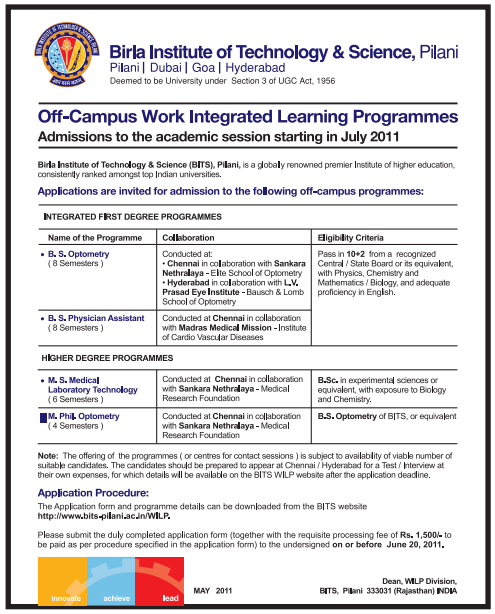


Press/Poster advertisements

Announcement Advertisement







Coloured Version

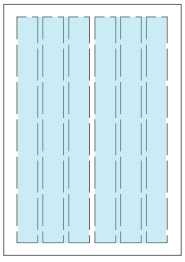
The hexa value of the text in blue is

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
Size - 10 Points
Weight - Bold
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

→ Biogas plant inauguration

visits

Yuan-Husi Chang, Director of the Taiwan Embassy and Tien-Size 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. Allarey, Philippine Ambassador to India; Mr. Robert Ferrer, Consul, Philippine Embassy, New Delhi; Mr. Michael Roaring, Commercial Attache, Philippine Embassy, New Delhi; and Mr. R. Swaminathan, ABG; visited the campus on 20th November 2010, and interacted with HODs and faculties In-Charge and took a campus-tour to visit labs and other facilities. The team was received by Prof. L. K. Maheshwai, Professor Emeritus & Advisor to BITS.

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

• 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.

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

Dr. Pravin Singru (convenor), Dr. C. K. Ramesha, Dr. Mitaxi Mehta, Dr. Anusuya Ganguly, Dr. K. A. Geetha, Dr. C. K. Prakash, Dr. Rashmi Chauhan, Dr. Reena Cheruvalath, Mr. Abhishek Kumar and Mr. Kiran 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.

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. Venkiteswaran	BITS Off-Campus Faculty and Coordinator, WILP Chennai Division	Quasi Monte Carlo Methods for Diffusion	31 August 2010 and 1 September 2010
Dr. Gopal Pande	CCMB, Hyderabad	Cell-Cell Intercations and Stem Cells	9-16 September 2010
Dr. Sayaji Hande	Senior Director at NIL labs	Financial Maths & Engineering in Business	09 October 2010
Dr. Melkote Ramaswamy	Eminent physicist and Former faculty member of BITS, Pilani	America through years :My perspective	4 September, 2010
Prof S. P. Gupta	Professor , MIET,UP	Novel approaches for drug designing and screening	7 September 2010
Mr. Rajdeep Dua and Anirudh Dewani	Developer Advocate and Country 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 Hirota	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 down 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 undisputable 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, Fash-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

Inaugurated on the evening of 18th November by the Director along with the President and the General Secretary of CSA, the inter-hostel competition kicked off with the grand unveiling of the Zephyr trophy. The inauguration was soon followed by the inter-hostel group singing competition. With the hostel songbirds battling each other for supremacy, it was a second year hostel, which bagged the first prize for their excellent vocal skills. The inauguration also featured the intriguing hostel videos, with each hostel portraying its colourful lifestyle, the bonding between the inmates, the talent it houses, and the various humdrums of their daily life. However the main feature of the inauguration proved to be the zeal, zest and lung power displayed by the audience especially the 2nd and the 1st yearites, this being their first zephyr. With everyone sporting their respective hostel t-shirts with a sense of pride, and boisterously egging their hostel on, it was truly a sight to be witnessed.

introducing new faculty

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

editorial team

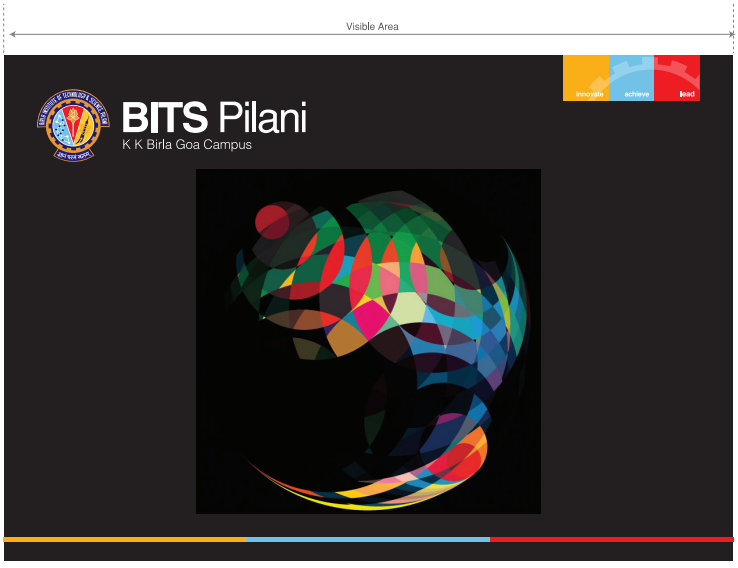
faculty:	Email Id:
Prof. Meenakshi Raman	mraman@bits-goa.ac.in
Dr. Judith Braganca	judith@bits-goa.ac.in
Dr. Shalini Upadhyay	shaliniu@bits-goa.ac.in

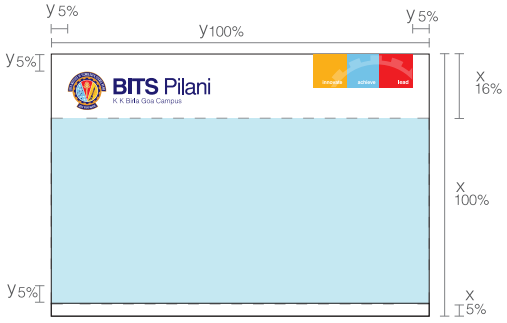
students:

Mr. Cherukuri Aditya
Mr. Rohan Menon
Mr. Hemanth Sindhanuru
Mr. Vamshi G

Events

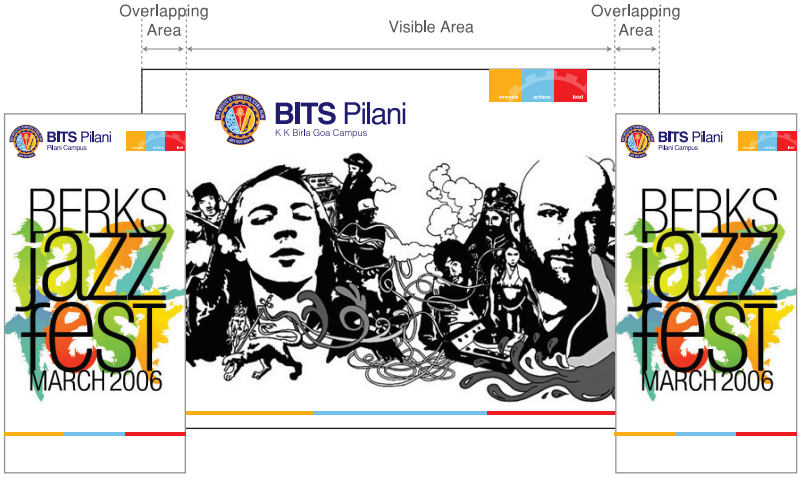
Backdrops





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.

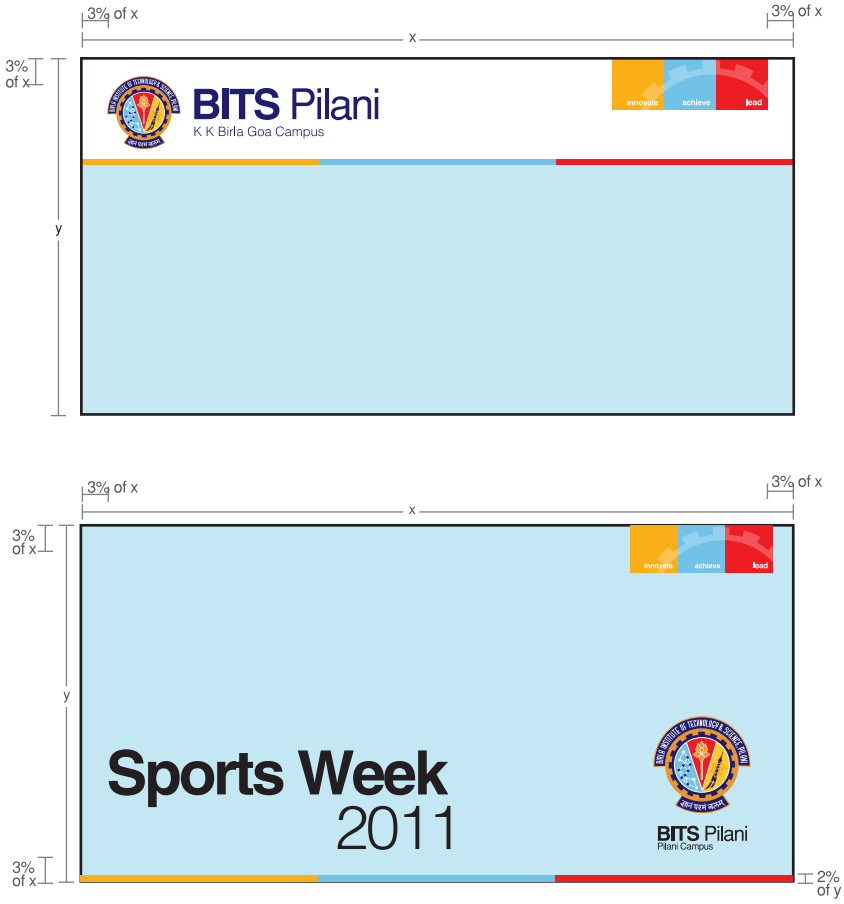
The logo may appear on the image provided that it does not appear on a background that reduces its visibility.



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

Events

Banner



Samples

DOs

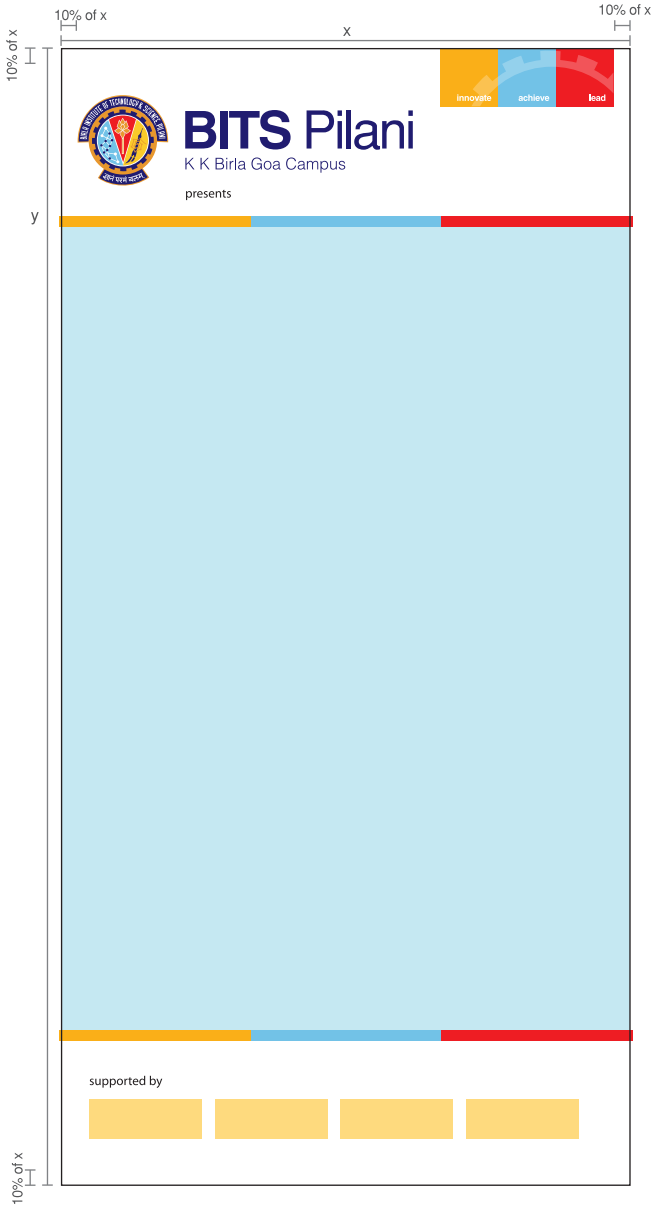
DON'Ts

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.)

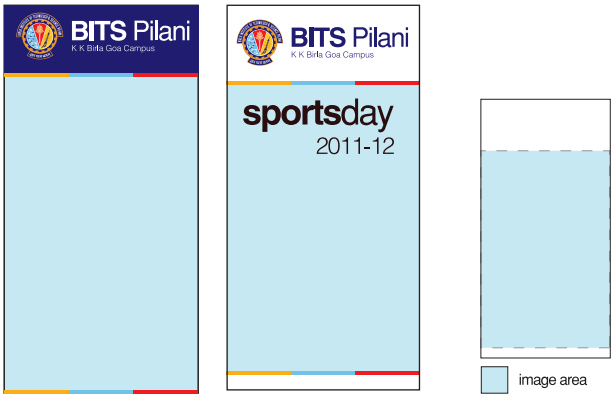
Download link: http://bits-pilani.ac.in/downloads

Events

Standee

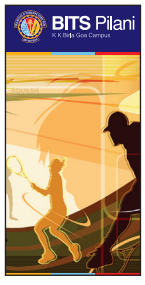


Some other Options



Samples

DOs



DON'Ts

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

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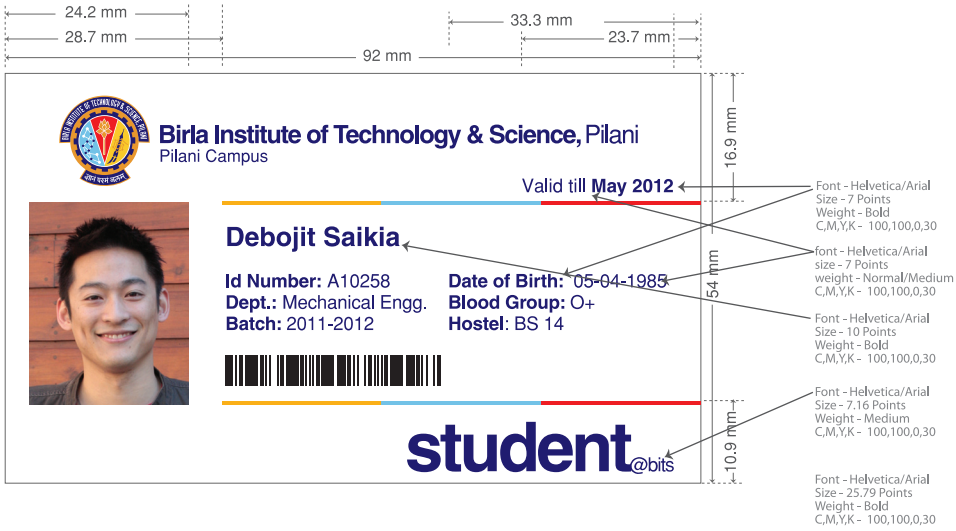
Student related

Identity Cards



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

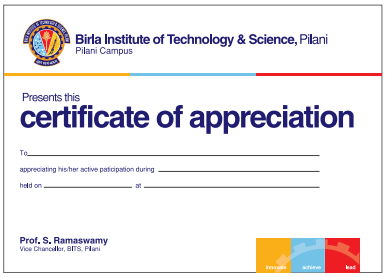
Student related

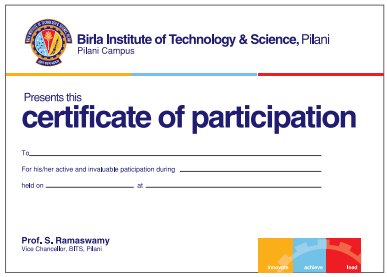
Visitor's Cards

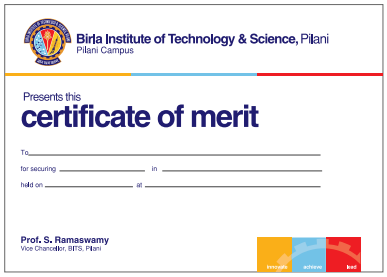
Download link: http://bits-pilani.ac.in/downloads

Student related

Certificates





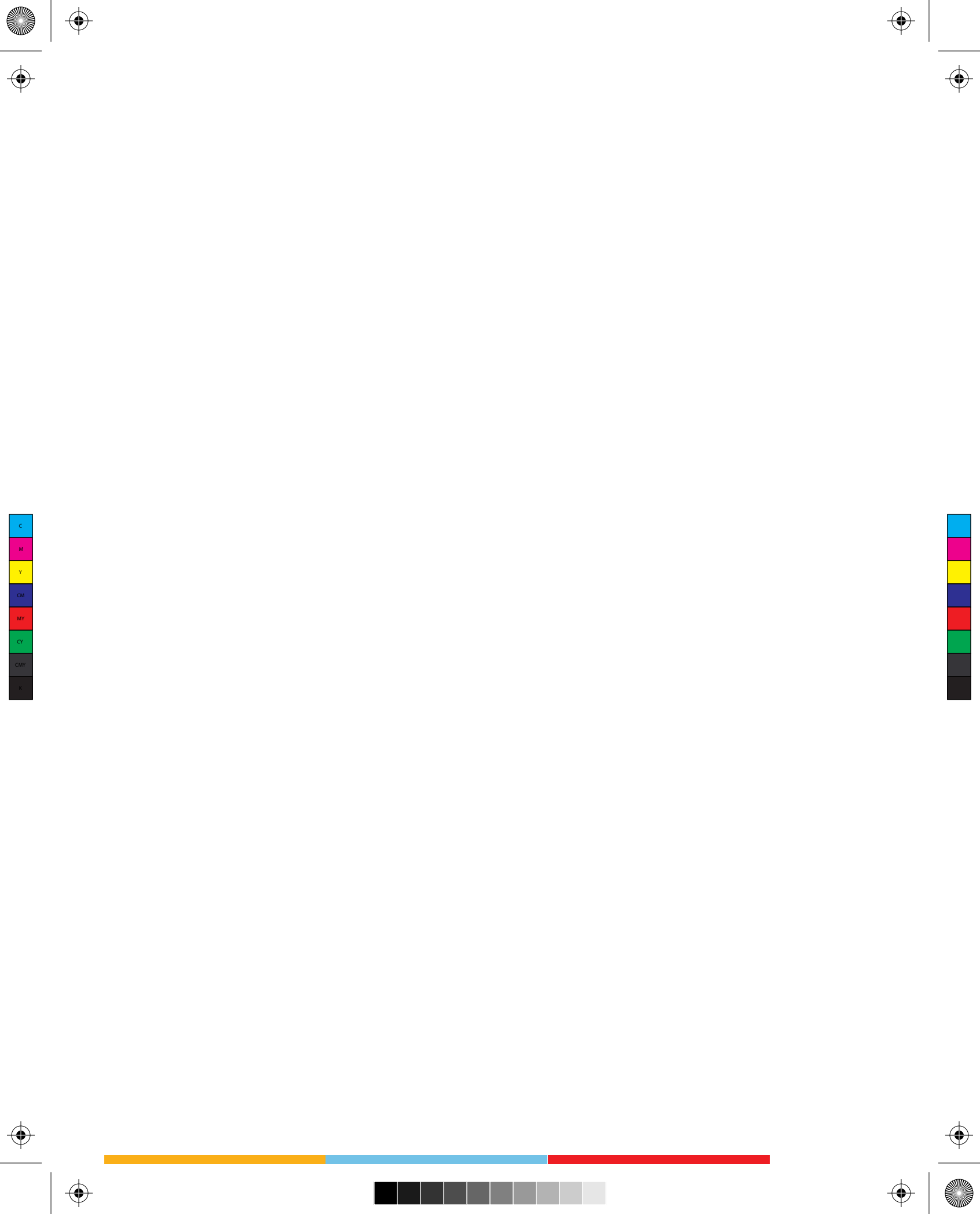


Download link: http://bits-pilani.ac.in/downloads

Student related

Invitations

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


C
M
Y
CM
MY
CY
CMY
K

innovate achieve lead

Communication collateral templates

Email signatures

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

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

Prof. S. Gurunarayanan
Dean, Mechanical Engineering

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

Birla Institute of Technology & Science, Pilani
Pilani Campus

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

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

Tel: +91 XX XXXX XXXX
Fax: + 91 XX XXXX XXXX
Email: sguru@bits-pilani.ac.in
www.bits-pilani.ac.in

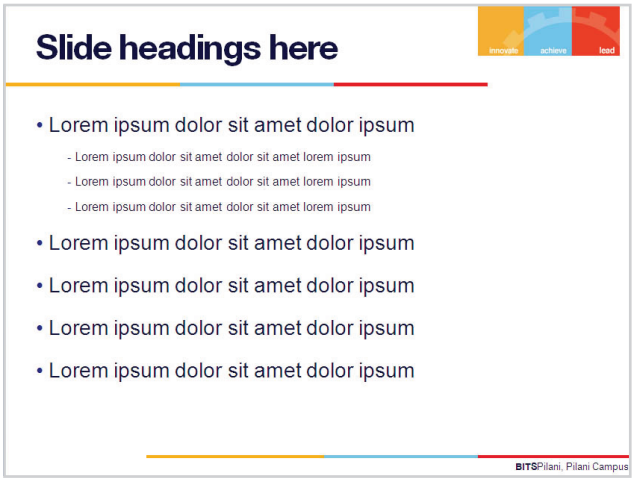
Font: Helvetica/Arial
Font Weight: Regular
Font Size: 10 Point

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

PowerPoint templates

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

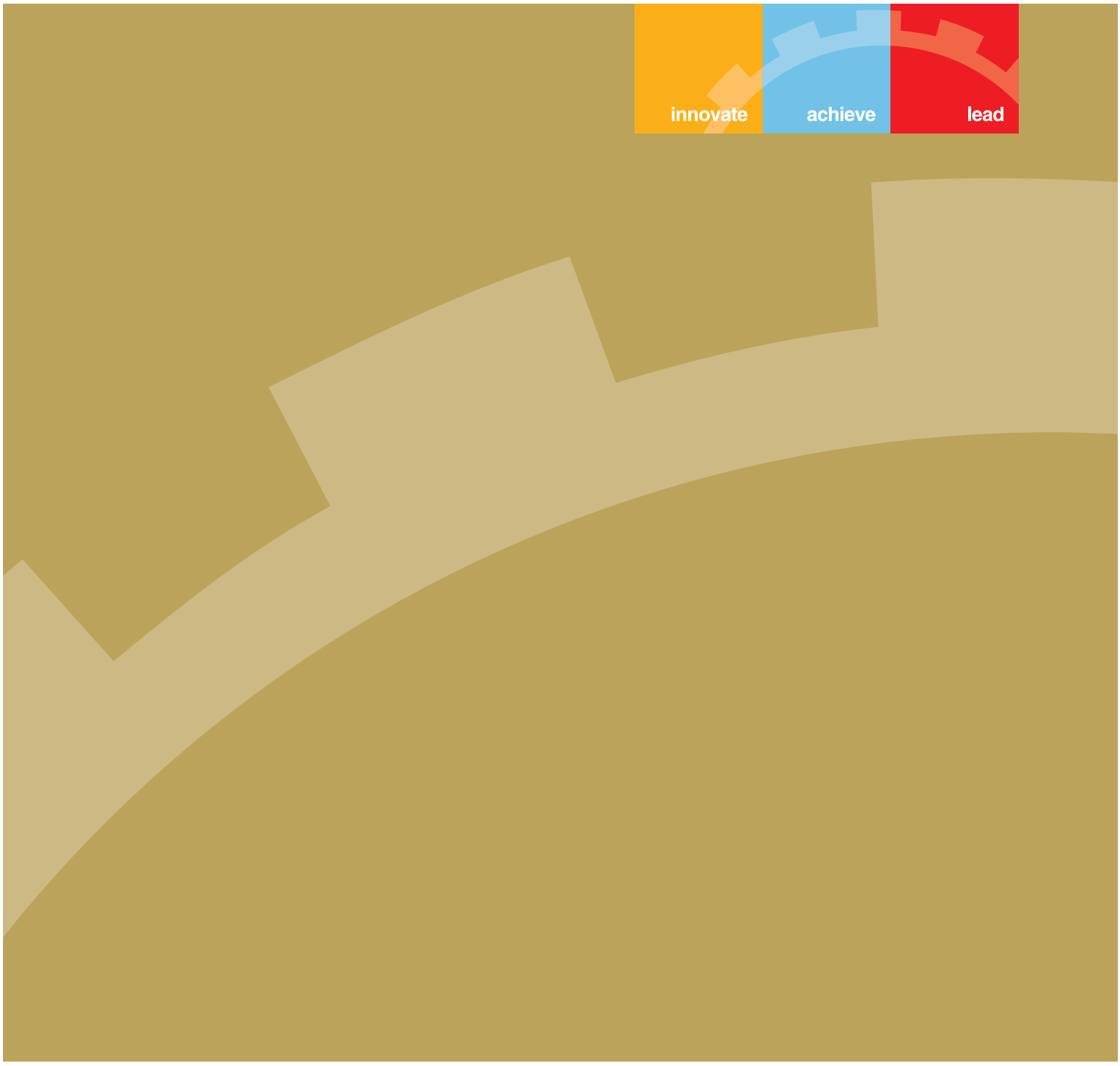
http://bits-pilani.ac.in/downloads/ppt.zip



CD Face and covers

Dimensions:
12x12 cms (wxh)

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



Signage

Signage designs

Signage Specifications

Lorem ipsum dolor sit amet

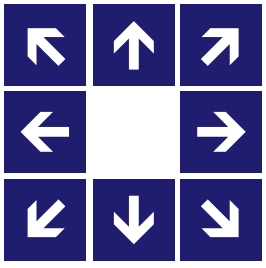
x

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

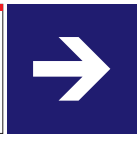
Hex Value: #76C2E5
CMYK: 50, 7, 3, 0
RGB: 118, 194, 229

Door Signs

Prof. S. Gurunarayanan
Head of Department

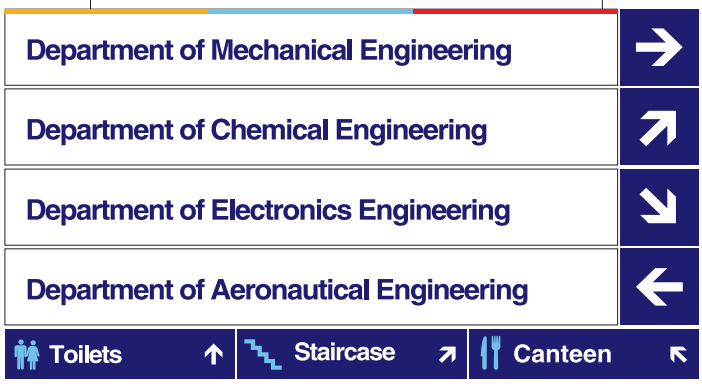
Directional Signs

Department of Mechanical Engineering

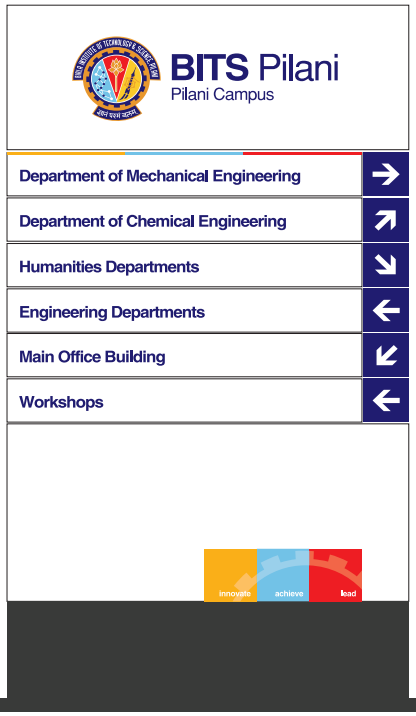


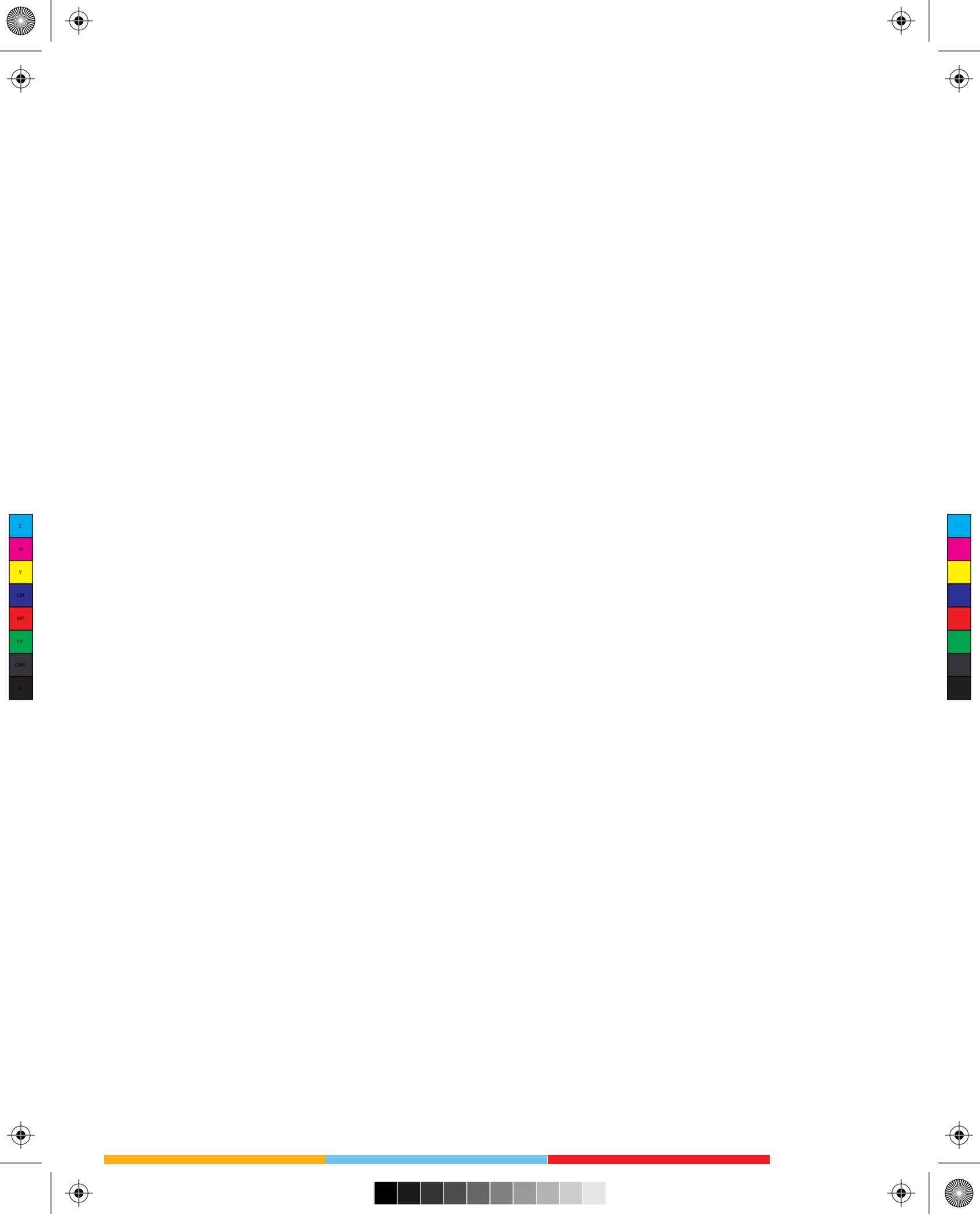
Signage designs

Indoor Hanging Signs



Outdoor Signage




C
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MY
CY
CMY
K

Merchandise design

Merchandise designs

Mugs

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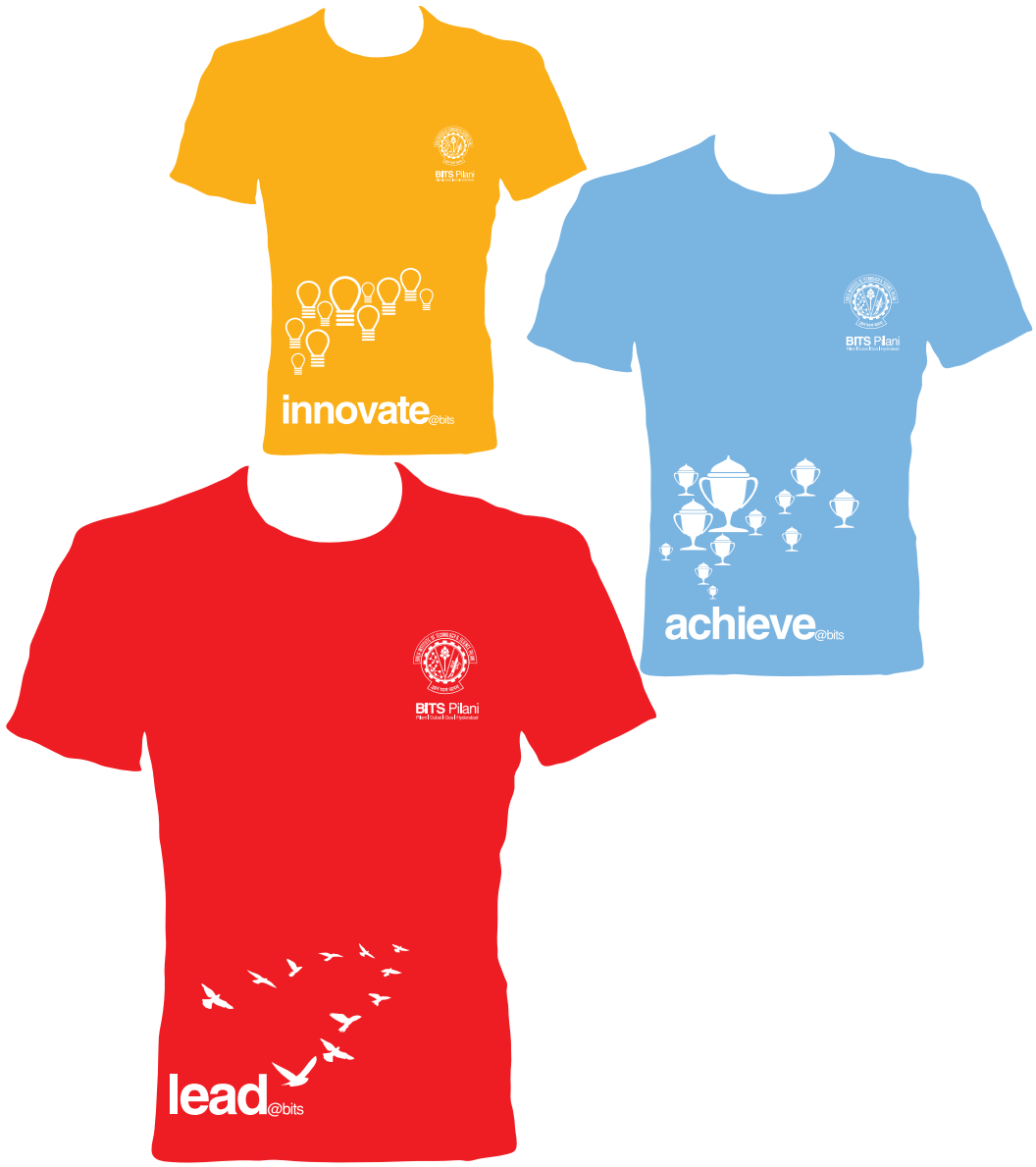
Merchandise designs

T-shirts



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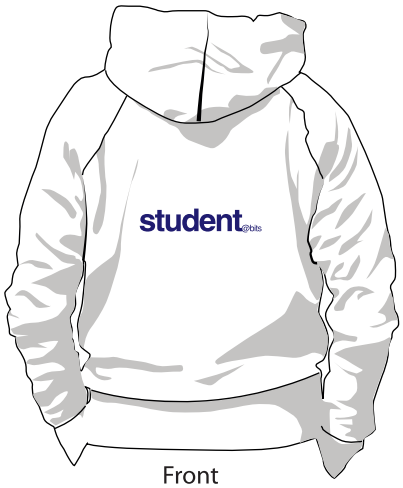
Merchandise designs

T-shirts

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

Merchandise designs

Sweat Shirts



Front

Back

Front

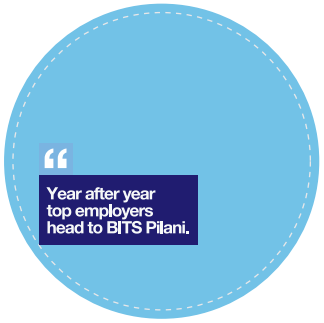
Back

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

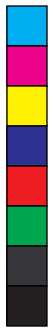
Merchandise designs

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

C
M
Y
CM
MY
CY
CMY
K


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Conceptulized and Designed by:
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