



INDIAN INSTITUTE OF SCIENCE EDUCATION AND RESEARCH THIRUVANANTHAPURAM OFFICIAL LOGO USAGE GUIDELINES

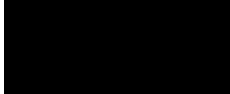
Brand Identity & Placement Specifications for Partnering Organizations

1. Introduction & Overview

The official logo of Indian Institute of Science Education and Research Thiruvananthapuram (IISER TVM) represents the institute's identity, values, and academic distinction. To ensure brand integrity across partner websites, joint venture portals, print publications, and digital media, all external organizations and partnering institutions must strictly adhere to the specifications outlined in this guidelines document.

2. Primary Brand Colors & Specifications

The IISER Thiruvananthapuram logo consists of a specific color combination that must remain accurate in all visual representations.

Color Swatch	Name	HEX Code	RGB Values	CMYK Values
	0076C0	#0076C0	RGB: 0, 118, 192	C:100, M:60, Y:0, K:10
	000000	#000000	RGB: 0, 0, 0	C:0, M:0, Y:0, K:100
	FFFFFF	#FFFFFF	RGB: 255, 255, 255	C:0, M:0, Y:0, K:0

3. Sizing, Aspect Ratio & Clear Space

- **Minimum Web / Digital Width (100px):** The logo must NEVER be rendered smaller than 100px in width on web pages or digital displays. This ensures that the typography 'IISER', 'THIRUVANANTHAPURAM' remains completely legible.
- **Minimum Print Width (15mm):** For physical print materials, brochures, and banners, the minimum allowed width is 15mm.
- **Aspect Ratio Lock:** The aspect ratio must strictly be locked and preserved. Do NOT stretch, squish, condense, or distort the logo vertically or horizontally.
- **Minimum Clear Space:** Maintain a clear padding around the logo equal to the height 'X' (derived from the letter 'I' in 'IISER') on all sides. No text, graphic elements, or container borders should encroach into this clear space.

4. Background Requirements & Contrast

1. Bright / Pure White Backgrounds Only: The primary logo (IISER Blue & Black) MUST only be placed on pure white (#FFFFFF) or extremely light, neutral backgrounds.
2. High Contrast Requirement: Never place the primary logo on dark grey, black, saturated primary colors, or textured photographic backgrounds.
3. Container Padding: If the logo is placed inside a dark website header or footer, place it inside a white container box with generous padding.

5. Incorrect & Unacceptable Usage (DO NOTs)

- **DO NOT Crop or Truncate:** Never cut off any portion of the emblem or text (e.g., removing 'THIRUVANANTHAPURAM').
- **DO NOT Recolor:** Do not change the blue or black colors to green, red, or any unapproved palette.
- **DO NOT Distort Aspect Ratio:** Do not squeeze, stretch, or warp the proportions.
- **DO NOT Add Visual Effects:** Do not apply drop shadows, bevels, 3D effects, or outer glows.
- **DO NOT Reposition Elements:** Do not move the position of the text relative to the emblem.
- **DO NOT Change Typeface:** Do not replace the fonts used for 'IISER' or 'THIRUVANANTHAPURAM'.
- **DO NOT Place on Dark / Cluttered Backgrounds:** Do not render on dark panels or busy photos without high contrast.
- **DO NOT Add Auxiliary Elements:** Do not add secondary icons, shapes, or text inside the logo's clear space.

6. Approvals & Brand Assets Contact

Prior to publishing the IISER TVM logo on external websites, co-branded platforms, print flyers, or media releases, a digital proof/mockup must be shared with IISER Thiruvananthapuram for review and approval.

Indian Institute of Science Education and Research Thiruvananthapuram

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