



GUJARAT BIOTECHNOLOGY UNIVERSITY

Guidelines for using the Logo

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GBU

Identity and guidelines designed by
National Institute of Design, Ahmedabad.
for **Gujarat Biotechnology University**

Throughout this document trademarked names are used. Rather than put a trademark symbol in every occurrence of a trademarked name, it is stated that the names are used only in an editorial manner and to the benefit of the trademark holder with no intention of infringement of the trademark.



राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN
AHMEDABAD

PREFACE

This document provides a description of the core elements of the logo of the Gujarat Biotechnology University, the brand guidelines for advertising, stationery, and environmental branding, and the relevant supporting design templates. It lays down the rules for the application of the logo in all the activities of the University in a consistent manner, without constraining creativity.

To effectively use logo guidelines, begin by familiarizing yourself with the document. Adhere to color codes, spacing, and proportions specified. Apply the logo consistently across various mediums, maintaining its integrity. Whether in print or digital, follow the guidelines diligently to ensure a cohesive and recognizable brand identity.

In order to build a consistent Gujarat Biotechnology University brand, it is important that all personnel responsible for communication, graphic designers and professional printing entities understand how the brand elements work together and where flexibility is possible.

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THE SYMBOL

Concept Note



The logo for Gujarat Biotechnology University is conceptualized mainly on the forms of **Pen nib | Sun | Test tube | Meditating human | Hands | Leaf**

The logo design represents the new era of enlightenment & knowledge.

The Sun stands for the spread of knowledge from the university, Test Tube is an integral part in the domain of science, it is one of the basic equipment that is used in various experiments and thus along with the form of leaf represents the field of science and biotechnology. The pen nib again stands to represent the engraving of the knowledge gained.

The meditating human form in the middle represents the students who are learning. Learning is also meditation of one kind and the students will be enlightened by the education from the university and will be spreading it to the world.



The Symbol & Logo Type

This is the final formation of the logo & symbol. The formation and placement of these elements should be maintained as shown on the left.

Master Logo Lockup



Orange

C 0 M 41 Y 100 K 0
R 250 G 164 B 26
faa41a

Dark Blue

C 79 M 62 Y 0 K 0
R 70 G 104 B 177
4668b1

Green

C 61 M 5 Y 100 K 23
R 90 G 149 B 54
5a9536

BRAND COLOR



C 0 M 41 Y 100 K 0
R 250 G 164 B 26
faa41a

Orange

The color orange is vibrant and energetic, often symbolizing enthusiasm, creativity, and warmth. It's commonly used to evoke feelings of excitement and optimism. Its use is employed to highlight elements and convey a sense of vitality. This bold hue also represents courage and ambition.

C 79 M 62 Y 0 K 0
R 70 G 104 B 177
4668b1

Blue

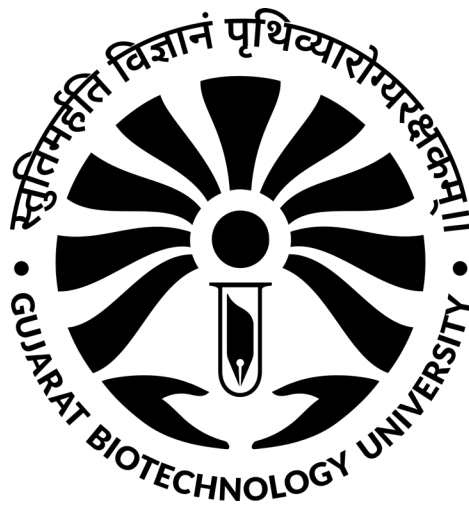
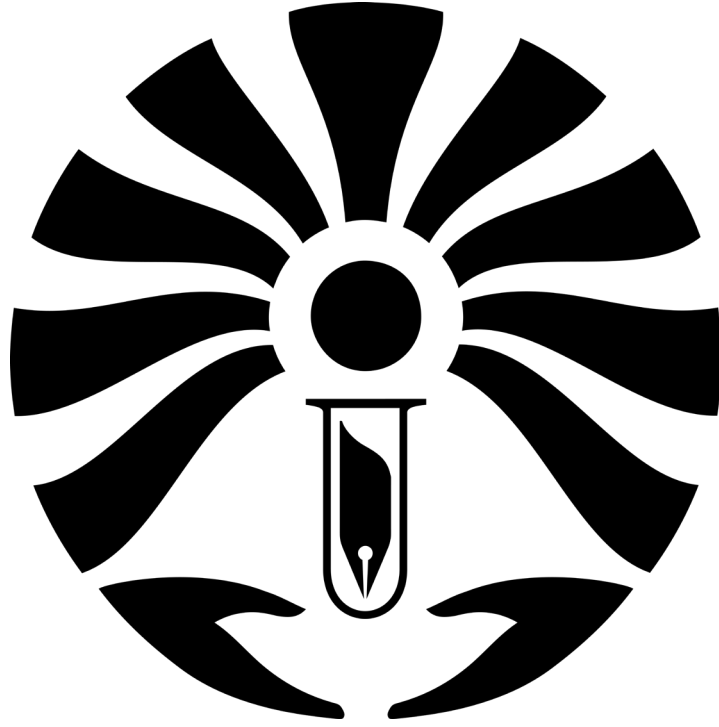
Blue is a sophisticated and timeless color. It symbolizes authority, trust, and professionalism. It adds a sense of refinement and balance. It creates a sense of tranquility and trust.

C 61 M 5 Y 100 K 23
R 90 G 149 B 54
5a9536

Green

Green is a very down-to-earth color. It represents new beginnings and growth. It also signifies renewal and abundance. It is associated with nature, conveying a sense of tranquility and vitality.

BLACK & WHITE LOGO



Font:
English: Lato Bold
Hindi: Noto Sans Devanagari

#000000
R00, G00, B00
C00, M00, Y00, K100

THE ASSETS

The logo of GBU is designed to be used along with the full name of the institution, and the slogan. The slogan is also an integral part of the symbol.

The logo is designed to be used in different configurations. These different configuration will be called as lockups.

Following are the different logo lockups in the pages ahead:

MASTER LOCKUP

The Master Lockup consists of three elements - The symbol, the slogan and the name of the University. In most of the use cases this logo lockup should be used.

BILINGUAL LOCKUP

The Bilingual Lockup consists of the symbol, the slogan and the full name of the University below the symbol. The elements have been designed as a single unit with the appropriate proportions.

ENGLISH LOCKUP

The English Lockup consists of the symbol, the slogan and the full name of the University on the right side of the symbol. The elements have been designed as a single unit with the appropriate proportions.

GUJARATI LOCKUP

The Gujarati Lockup consists of the symbol, the slogan and the full name of the University on the right side of the symbol. The elements have been designed as a single unit with the appropriate proportions.

HINDI LOCKUP

The Hindi Lockup consists of the symbol, the slogan and the full name of the University on the right side of the symbol. The elements have been designed as a single unit with the appropriate proportions.

—

The Bilingual lockup, English lockup, Gujarati Lockup and Hindi Lockup are designed keeping in mind that there may be scenarios where the usage of Master Lockup may not be suitable, so it must be used wisely judging the use cases.

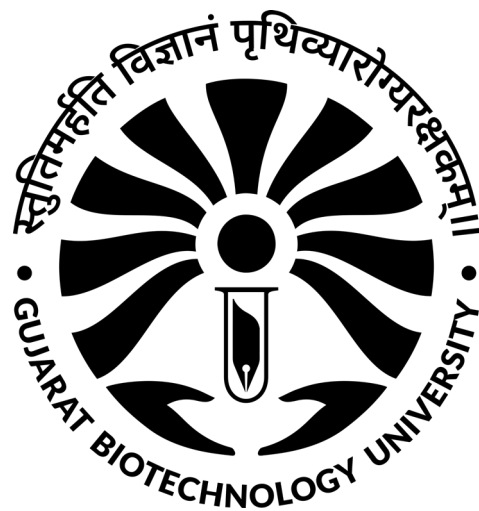
Wherever possible Master Lockup must be the primary lockup to be used.

MASTER LOCKUP

Colour



Black and White



BILINGUAL LOCKUP

Colour



ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી
GUJARAT BIOTECHNOLOGY UNIVERSITY

Black and White



ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી
GUJARAT BIOTECHNOLOGY UNIVERSITY

ENGLISH LOCKUP



**GUJARAT
BIOTECHNOLOGY
UNIVERSITY**

GUJARATI LOCKUP



**ગુજરાત
બાયોટેકનોલોજી
યુનિવર્સિટી**

HINDI LOCKUP



**गुजरात
बायोटेक्नोलॉजी
यूनिवर्सिटी**

MINIMUM SIZES

The Symbol & Logo Type in Different Sizes

The Master logo Lockup and the other lockups may be used in smallest size as indicated below. The minimum height is mention, the width will be in constrained proportionate to the height.

It is advisable to not reduce the size further than as indicated as it will result in compromising the legibility of the small elements in the logo lockup.

MINIMUM SIZES - MASTER LOCKUP - COLOUR



MINIMUM SIZES - MASTER LOCKUP - BLACK & WHITE



MINIMUM SIZES - SYMBOL MARK



MINIMUM SIZES - BILINGUAL LOCKUP



MINIMUM SIZES - ENGLISH LOCKUP



MINIMUM SIZES - GUJARATI LOCKUP



MINIMUM SIZES - HINDI LOCKUP



CLEARANCE ZONE

The logo unit shall maintain an established clear zone. This is intended to maintain the signatures integrity and to avoid visual distraction. No type or artwork should come within the clear zone, if possible.

The central blue circle element of the logo is used to measure the clearance zone from the master logo lockup



CLEARANCE ZONE - SYMBOL



CLEARANCE ZONE - ENGLISH LOCKUP



CLEARANCE ZONE - GUJARATI LOCKUP



CLEARANCE ZONE - HINDI LOCKUP

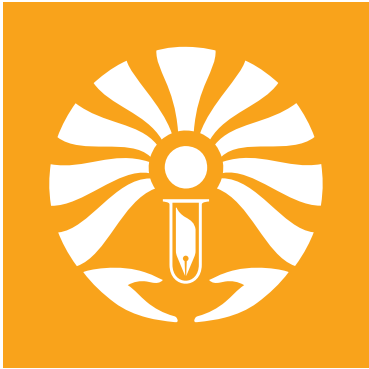
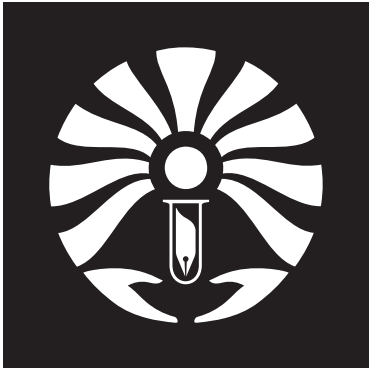


LOGO USAGE

Following are an indication of how may the logo be used in various scenarios. One must adhere to these guidelines as it helps in building a coherent singular image of the University. Also it helps in maintaining the integrity and the legibility of the logo.



When using on dark backgrounds White logo must be used.



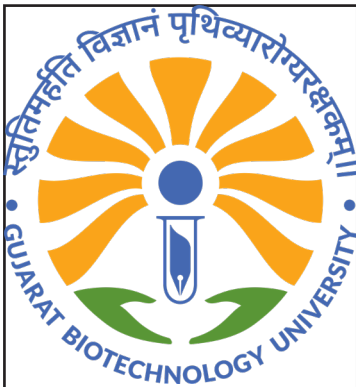
INCORRECT LOGO USAGE

Following are an indication of how the logo **MUST NOT BE USED**.

Do not change proportions of the logo.



Do not put bounding box around logo.



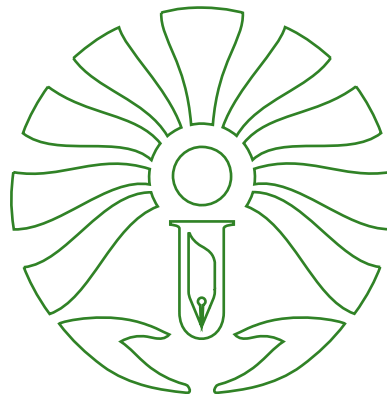
Do not use color logo on dark backgrounds.



Do not use shadow effect behind the logo.



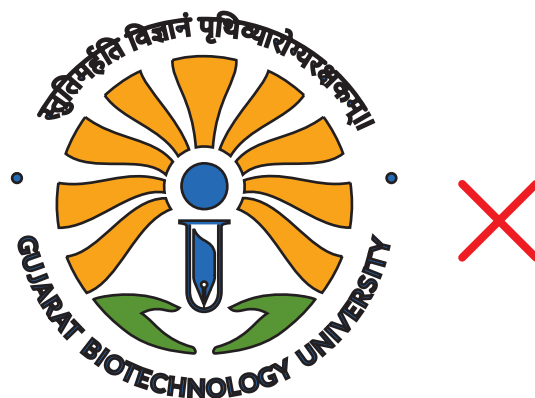
Do not use empty outline of the logo.



Do not color logo on top of any photograph.



Do not put any outline on the logo.



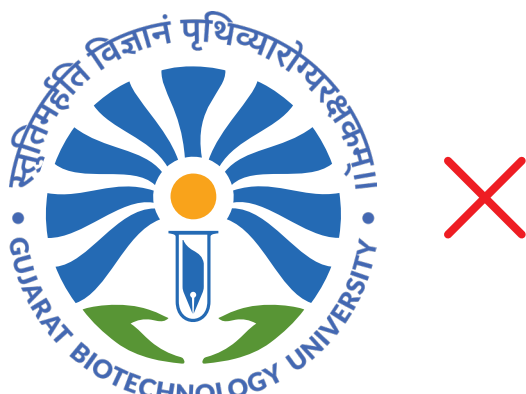
Do not use logo on top of any text.



Do not rotate the logo.



Do not exchange the colors of the elements in logo.



Do not change the spacing between the logotype and the symbol.



TYPOGRAPHY

Typography is essential in maintaining the identity. The logo type is modified to balance the symbol and should be treated as image, hence the logo lockup must always be used from the files provided.

For any promotional or communication material such as brochures, certificates, letterhead, visiting card etc. the following Typeface may be used for text. It is recommended to download the following typeface and use it, to maintain the visual identity of the University.

Lato Hairline

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Hairline Italic

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Light Italic

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Regular

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Italic

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Bold

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Bold

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Bold Italic

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Black

GUJARAT BIOTECHNOLOGY UNIVERSITY

Lato Black Italic

GUJARAT BIOTECHNOLOGY UNIVERSITY

Noto Sans Devanagari Thin
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari Extralight
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari Light
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari Regular
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari Medium
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari SemiBold
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari Bold
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari ExtraBold
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Devanagari Black
स्तुतिमर्हति विज्ञानं पृथिव्यारोग्यरक्षकम्।।

Noto Sans Gujarati Thin
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati Extralight
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati Light
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati Regular
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati Medium
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati SemiBold
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી



Noto Sans Gujarati Bold
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati ExtraBold
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Noto Sans Gujarati Black
ગુજરાત બાયોટેકનોલોજી યુનિવર્સિટી

Letterhead

There are two different kind of letterheads for use:
1) Letterhead for Director General, Registrar, Director

<p>Dr. Subeer S. Majumdar (FNA, FASc, FNASc) Director General</p>		<p>Gujarat Biotechnology University An initiative of Department of Science and Technology, Government of Gujarat</p>
<p>Phone: +91 9909957410 (PA to DG) Email: info-gbu@gujarat.gov.in Website: www.gbu.edu.in</p>		 <p>Gujarat International Finance Tec-City (GIFT city), Gandhinagar, Gujarat -382355, INDIA</p>

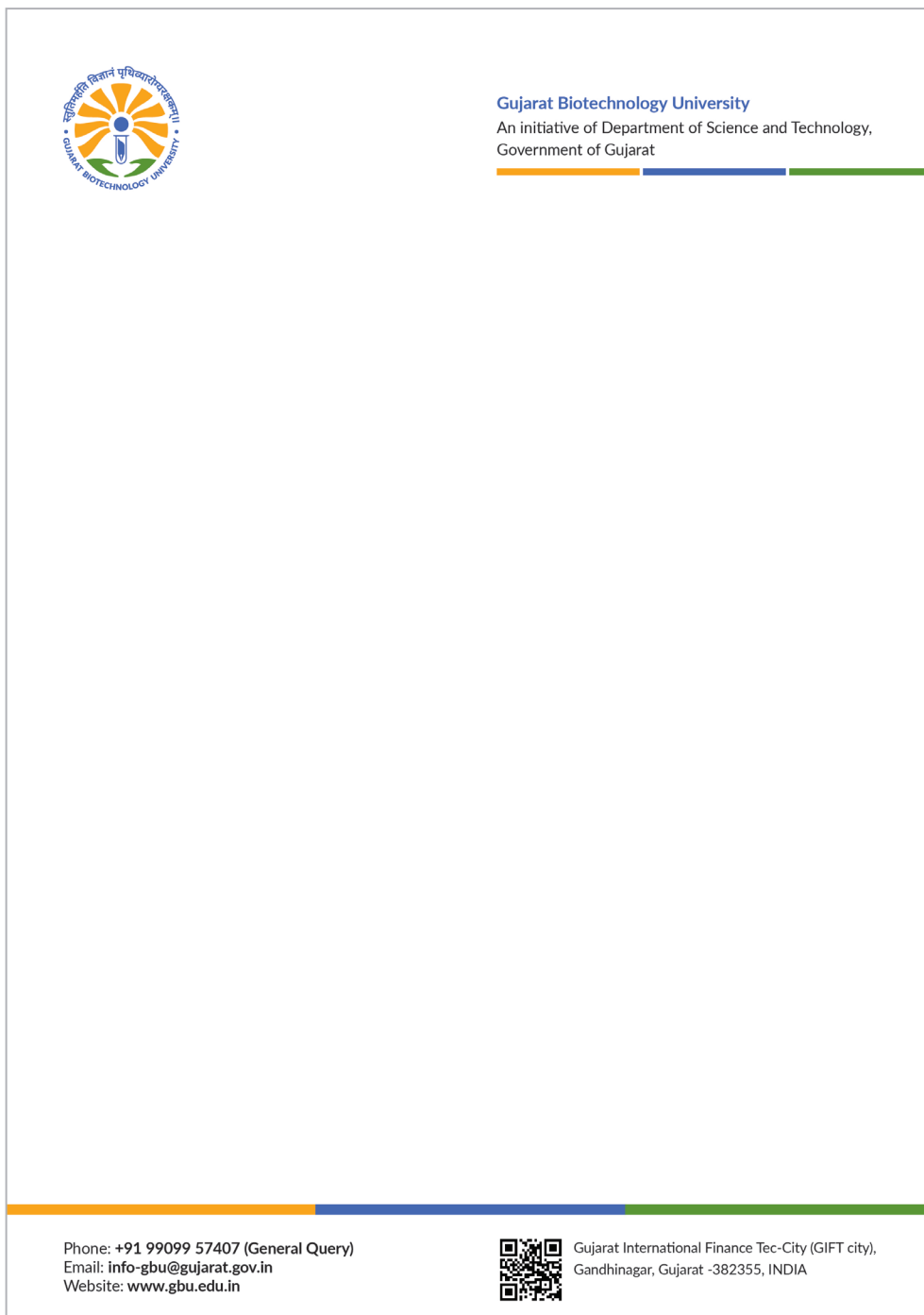
Specifications: **Size**
A4 210 mm x 297 mm

Paper
Coated/uncoated, white
Paper gsm as per use.
Suitable for digital printers.

28 mm



2) Letterhead for routine correspondence/notification



Specifications:

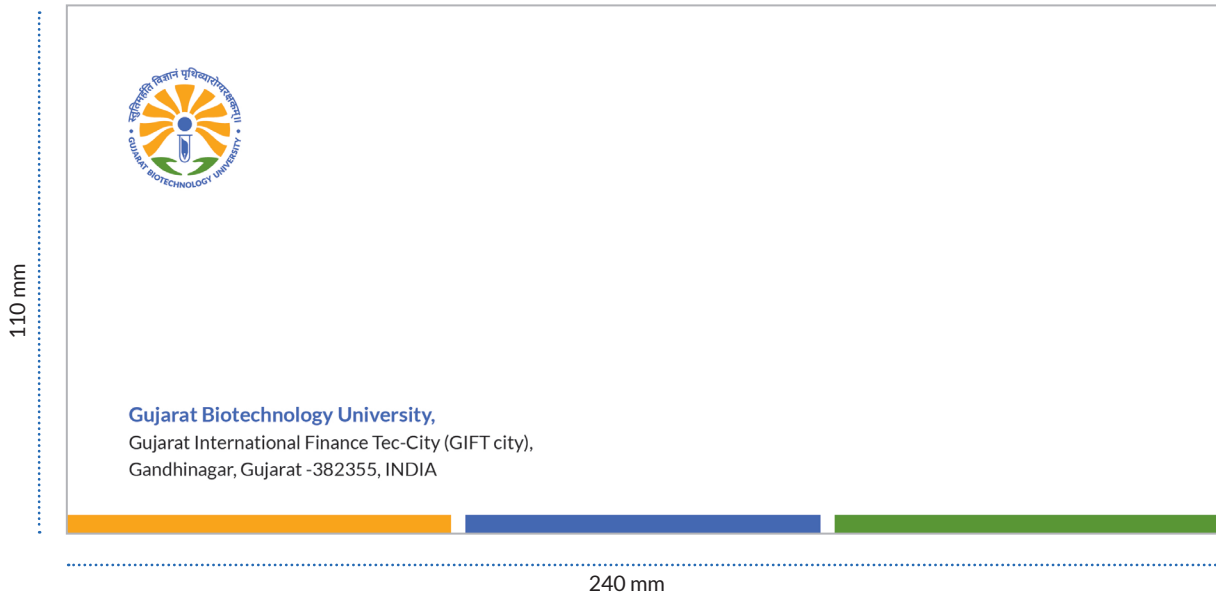
Size
A4 210 mm x 297 mm

Paper
Coated/uncoated, white
Paper gsm as per use.
Suitable for digital printers.

28 mm



Envelope



Specifications: Size
240 mm x 110 mm

Paper
Coated/uncoated, white
Paper gsm as per use
Suitable for digital printers

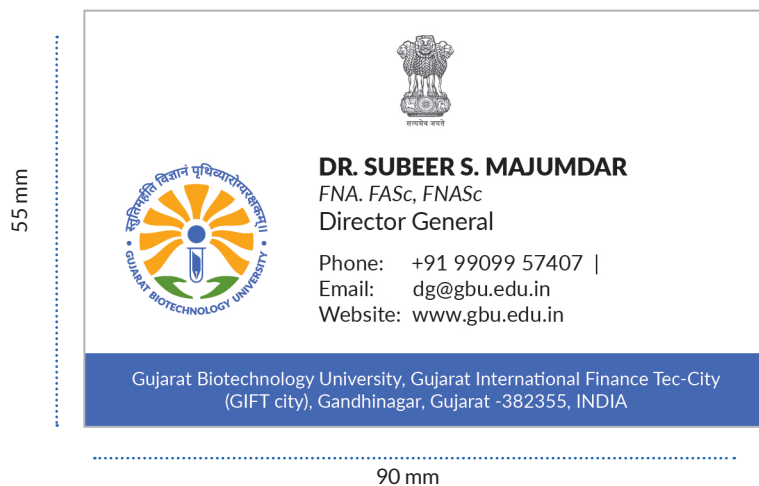
25 mm



Visiting Card

There are two different kind of Visiting Cards for use:

1) Letterhead for Director General



Specifications: Size
90 mm x 55 mm

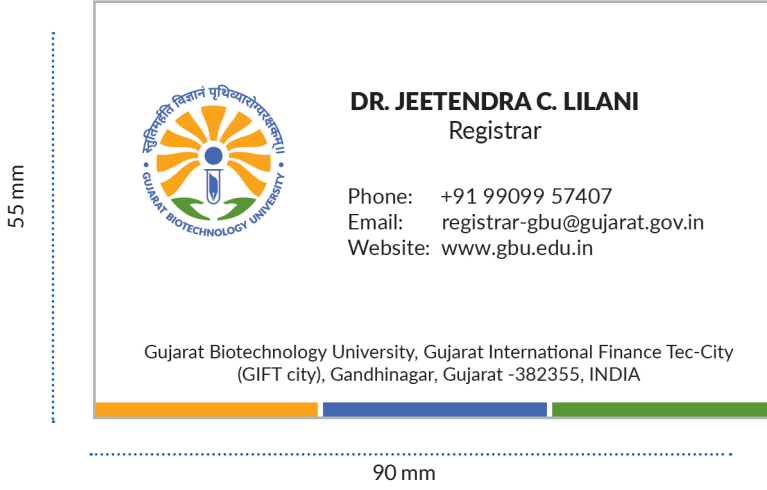
Paper
Coated/uncoated, white
Paper gsm as per use.
Suitable for digital printers.

English and Gujarati type printed
back to back.

20 mm



2) General Visiting Card



Specifications:

Size

90 mm x 55 mm

Paper

Coated/uncoated, white
Paper gsm as per use.
Suitable for digital printers.

English and Gujarati type printed
back to back.

20 mm



DIGITAL FILE DETAILS



Naming of the files in the drive:

GBU open files

Gujarat Biotechnology University Logo_png.png

GBU_type of lockup_Colour/BnW

Gujarat Biotechnology University Logo_jpg.jpg

GBU_type of lockup_Colour/BnW

Gujarat Biotechnology University Logo.ai

Gujarat Biotechnology University Logo.eps

Gujarat Biotechnology University Logo.svg

Gujarat Biotechnology University Logo.pdf

GBU - Stationery set and (SAMPLE GUIDE LINE) files

File formats: AI PDF PNG

GBU - Visual Identity Guidelines

File format: PDF



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