Why do we need these guidelines?

We created these guidelines to ensure that we always remain true to our brand, our story and all that we want to achieve through the initiative of National Scientific Temper Day.

This document outlines the rules for using the National Scientific Temper Day Identity. Observing and organising the National Scientific Temper Day is a widespread collective effort and with so many of us working together, it is of utmost importance that everything produced has a common visual style or theme. This document guides the whole team by making sure that each type of collateral looks like it belongs to the same entity. It also covers the typographic style and colour palette for NSTD.

It is of utmost importance, that the team responsible for all communication material that goes out of the organisation fully understands and adheres to the guidelines outlined in this document. This would ensure a consistent look and feel for NSTD and go a long way in increasing its impact and recall.
Permitted Logo Lockups

1. English Stacked Version
2. English Linear Version

1. Hindi Stacked Version
2. Hindi Linear Version

Exclusion Zone

The exclusion zone is very important to maintain the sanctity of the mark by not cluttering the space around it. The height of the letter ‘k’ from the words ‘ask why’ should be left as free space on all sides of the logo.
Permitted Logo Colours

Logo in Reverse

Logo in Single colour Purple

Logo in Single colour Black

Logo in Greyscale
NSTD IDENTITY - Logo Usage Overview

Colour Palette

NSTD Purple
C 80 M 100 Y 10 K 10
R 85 G 39 B 123

NSTD Red
C 0 M 93 Y 79 K 0
R 228 G 0 B 43

NSTD Gradient

The gradient symbolises the path or journey from darkness to light. The gradient along with the logo form highlights the diya and how it throws light towards a more scientific temperament.

Location: 0
C 80 M 100 Y 10 K 10
R 85 G 39 B 123

Location: 100
C 0 M 93 Y 79 K 0
R 228 G 0 B 43
Latin Typography

Lato is an open source google font and should be used for all print communication and electronic media.

Lato

abcdefghijklmnopqrstuvwxyz
1234567890

Lato is available the following weights:

- Hairline
- Hairline Italic
- Light
- Light Italic
- Regular
- Italic
- Bold
- Bold Italic
- Black
- Black Italic

Link to download font: https://fonts.google.com/specimen/Lato

Devnagiri Typography

Hind is an Open Source typeface supporting the Devanagari and Latin scripts.

Hind

abcdefghijklmnopqrstuvwxyz
अआउऐओकगघङचछजझटठणतथदपयमरलवशस
1234567890

Hind is available the following weights:

- Light
- Regular
- Medium
- Semi-Bold
- Bold

Link to download font: https://fonts.google.com/specimen/Hind
Regional Typography

Baloo is an open source google font and is available in nine Indian scripts along with a Latin counterpart. The Baloo project develops nine separate fonts with unique local names for each of the nine Indic Scripts.

Baloo should be used for all regional communication headlines

Link to download font  https://fonts.google.com/specimen/Baloo

Nine Indic Scripts

- Baloo for Devanagari
- Baloo Bhai for Gujarati
- Baloo Bhaijaan for Urdu
- Baloo Bhaaina for Oriya
- Baloo Chettan for Malayalam
- Baloo Da for Bengali
- Baloo Paaji for Gurumukhi
- Baloo Tamma for Kannada
- Baloo Tammudu for Telugu
- Baloo Thambi for Tamil
## NSTD IDENTITY - Logo Usage Overview

### Communication Design Templates

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td><img src="image1.png" alt="Image" /></td>
<td>- The logo against a gradient should always appear in white.</td>
</tr>
<tr>
<td>2.</td>
<td><img src="image2.png" alt="Image" /></td>
<td>- The logo must be placed on the darker purple of the gradient.</td>
</tr>
<tr>
<td>3.</td>
<td><img src="image3.png" alt="Image" /></td>
<td></td>
</tr>
</tbody>
</table>

Lorem Ipsum

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry’s standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem Ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem Ipsum.
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What is the method of science?

The method of science is: Understanding why; by observing, doing, reasoning and always asking ‘why?’

Make a Magic Mirror

Take a 15 × 15 cm black coloured square drawing sheet. From each corner cut away a square piece of 5 × 5 cm. Now the sheet looks like a large plus sign. Then cut holes of shapes of a square, a star, a circle and a triangle on the extended parts as shown. These will be used as masks on the mirror. Fix a small 3 cm × 3 cm plane mirror at the centre. If the size of your mirror is different then take drawing sheet of appropriate size accordingly. Cover the mirror with the holes of the square shaped hole as shown. Reflect the mirror in the sun and you will get an image of a square. If you project the square image on a distant wall (about 20 metres away), What do you see? Isn’t it surprising? What are the shapes of the projected images when you take projections over a long distance? The shape at a far distance is round even if the mirror is square or triangular.
Thank you