

Brand Guidelines



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.

NSTD IDENTITY - Logo Usage Overview

Permitted Logo Lockups

1. English Stacked Version
2. English Linear Version

1.



2.



1. Hindi Stacked Version
2. Hindi Linear Version

1.



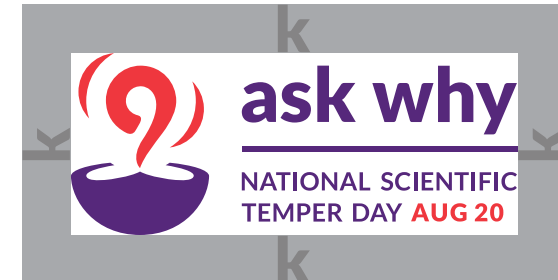
2.



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.



NSTD IDENTITY - Logo Usage Overview

Permitted Logo Colours

Logo in
Reverse



Logo in
Single colour
Purple

■ C 80 M 100 Y 10 K 10



Logo in
Single colour
Black

■ C 0 M 0 Y 0 K 100



Logo in
Greyscale

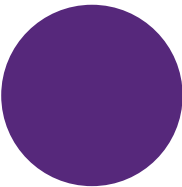
■ C 0 M 0 Y 0 K 90

■ C 0 M 0 Y 0 K 60



NSTD IDENTITY - Logo Usage Overview

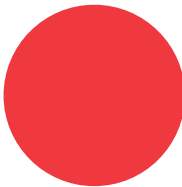
Colour Palette



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
अआउऊऐओकगघङचछजझ
टढणतथदपयमरलवशस
1234567890

Hind is available the following weights:

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

Link to download font <https://fonts.google.com/specimen/Hind>

NSTD IDENTITY - Logo Usage Overview

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

Baloo

abcdefghijklmnopqrstuvwxyz

1234567890



Nine Indic Scripts

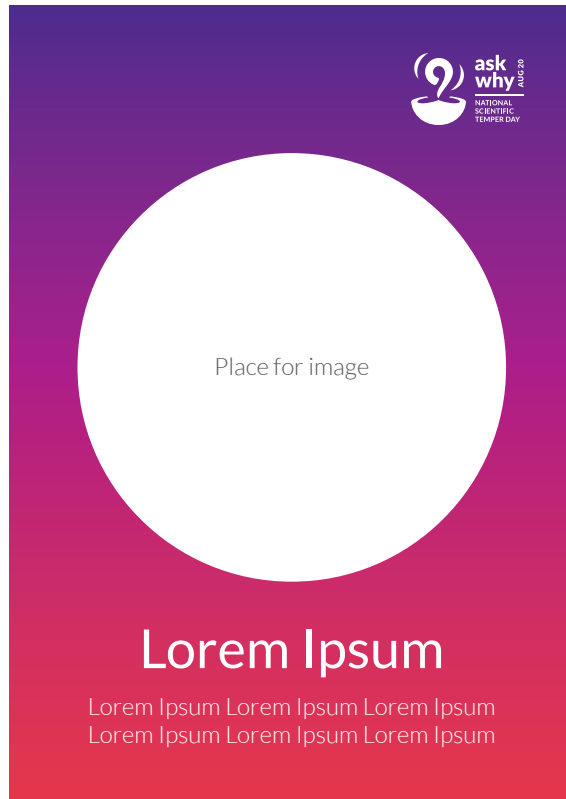
Baloo for Devanagari
Baloo Bhai for Gujarati
Baloo Bhaijaan for Urdu
Baloo Bhaina for Oriya
Baloo Chettan for Malayalam
Baloo Da for Bengali
Baloo Paaji for Gurmukhi
Baloo Tamma for Kannada
Baloo Tammudu for Telugu
Baloo Thambi for Tamil

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

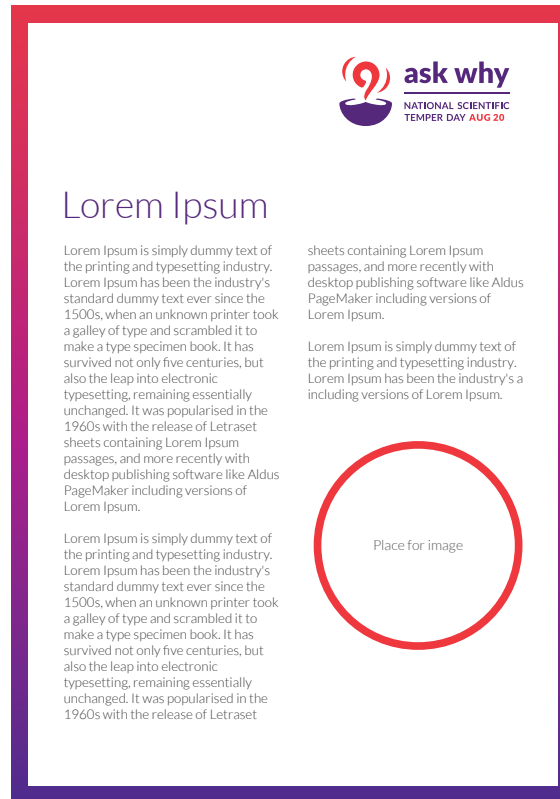
NSTD IDENTITY - Logo Usage Overview

Communication Design Templates

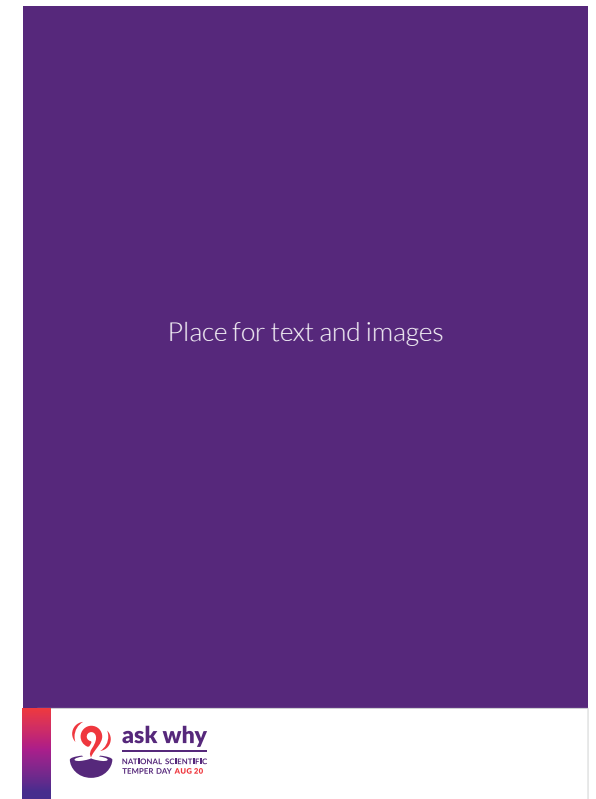
1.



2.



3.



- The logo against a gradient should always appear in white.
- The logo must be placed on the darker purple of the gradient.

Lorem Ipsum Lorem Ipsum



**ask
why**
NATIONAL
SCIENTIFIC
TEMPER DAY

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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ask why
NATIONAL SCIENTIFIC
TEMPER DAY **AUG 20**

Lorem Ipsum

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Place for image

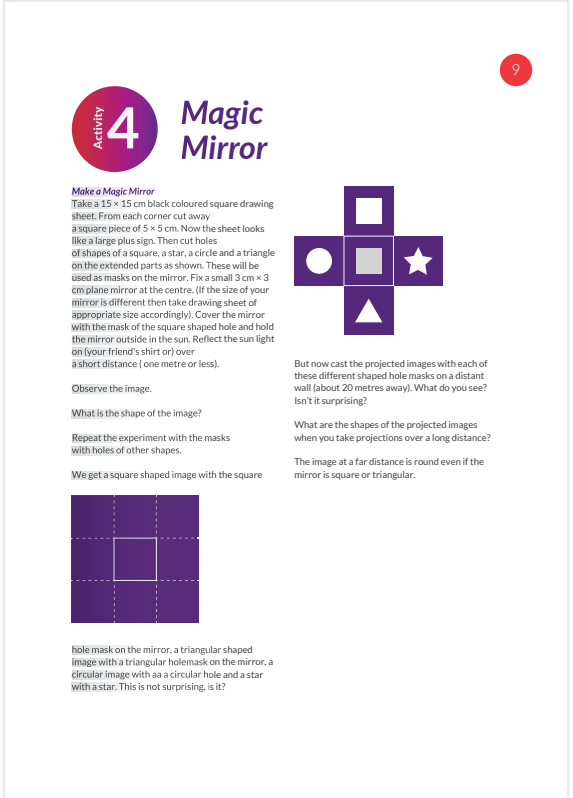
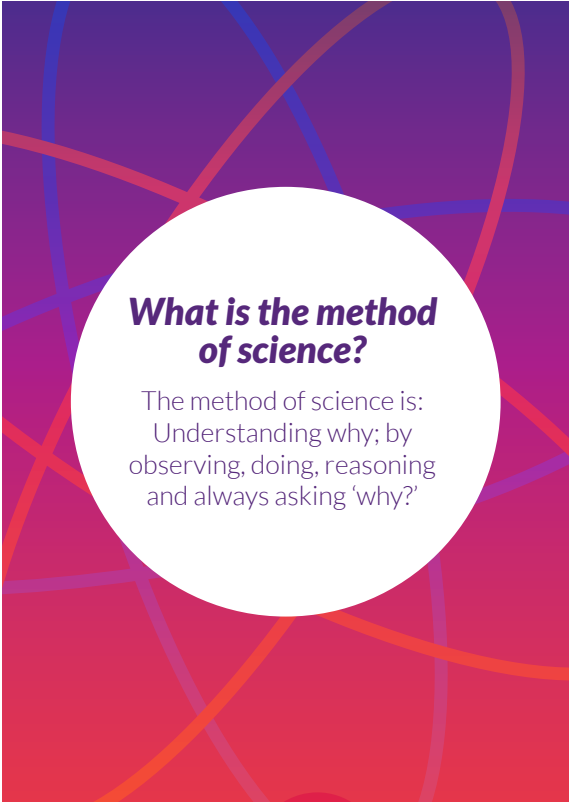


**ask
why**
NATIONAL
SCIENTIFIC
TEMPER DAY
2022

**Lorem ipsum set
dolor, lorem ipsum
set dolor lorem
ipsum set dolor
Lorem ipsum set
dolor, lorem ipsum
set dolor lorem
ipsum set dolor-
Lorem ipsum set
dolor lorem**

Lorem Ipsum

Examples



Thank you