

NIIT Logotype

The NIIT logotype is always presented in a fixed configuration. The design of the logotype is based on a typeface called Egyptian. The letters N I I T has been specially designed and letter-spaced. It must never be rearranged or created in other typefaces. Every reproduction of the NIIT logotype should be clear, crisp and undistorted from the original design.

YOU MUST NEVER CREATE A NIIT LOGOTYPE THROUGH ANY SOFTWARE OR COMPUTER. THIS LOGO HAS BEEN DRAWN SPECIALLY.

NIIT

NIIT

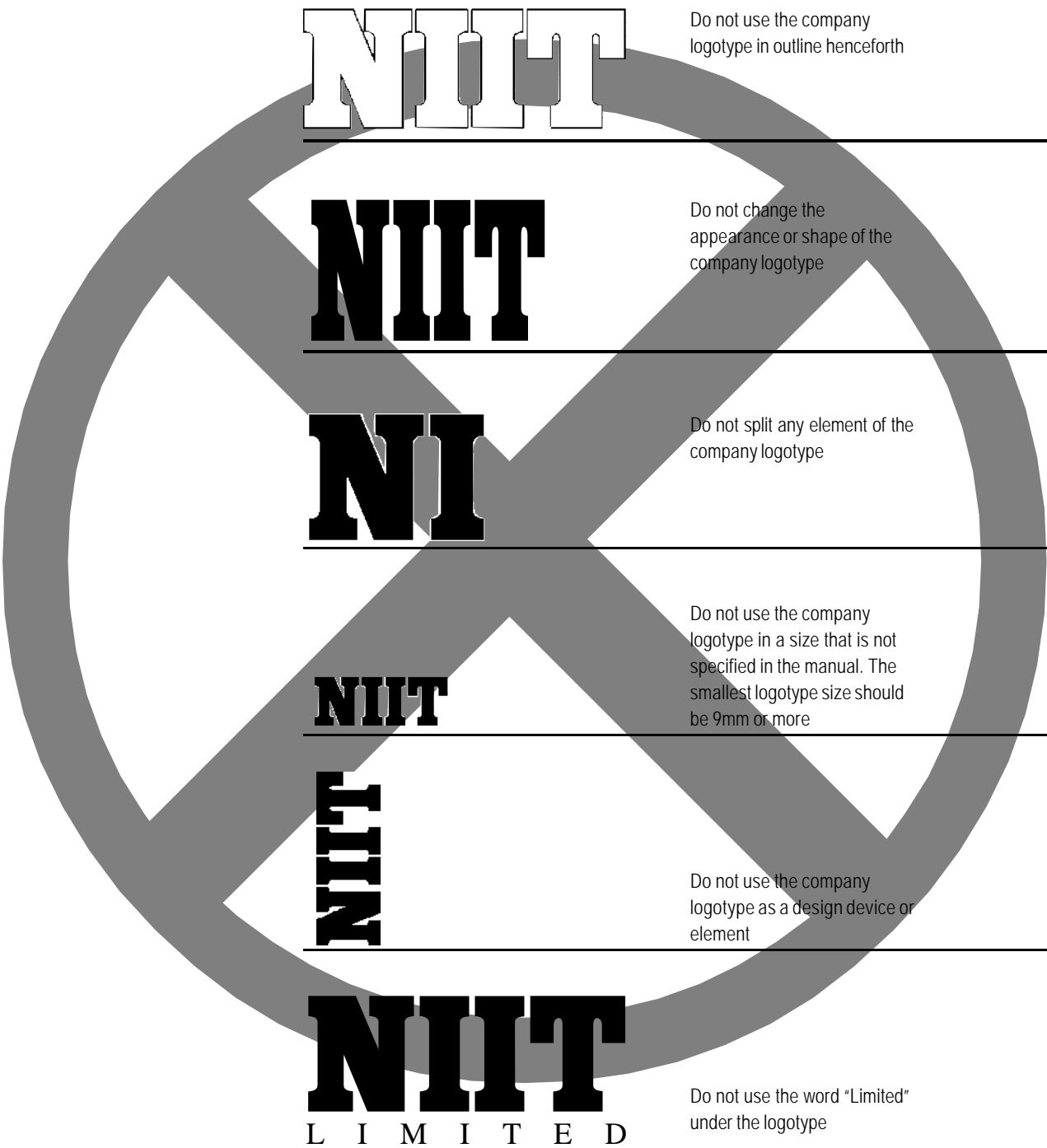
NIIT

The NIIT logotype should never be used smaller than 9 mm in height.

NIIT

Incorrect Uses of Company Logotype

The NIIT logotype has been redesigned to give the company a consistent identity. This means that the new solid version has been specially designed and crafted for clear reproduction and will replace all other versions.



NIIT

Do not use the company logotype in outline henceforth

NIIT

Do not change the appearance or shape of the company logotype

NI

Do not split any element of the company logotype

NIT

Do not use the company logotype in a size that is not specified in the manual. The smallest logotype size should be 9mm or more

NIIT

Do not use the company logotype as a design device or element

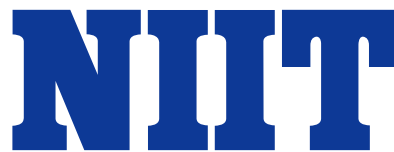
NIIT

L I M I T E D

Do not use the word "Limited" under the logotype

Colour Specifications

The NIIT logotype should always be produced in Coates EG-0786 NIIT Blue colour (offset), Copol NIIT Blue ES-2192 (screen) or Pantone 2935* dark blue. Colour is specifically created by NIIT thru Coates of India and their list of dealers in the country is enclosed. The exception is dark, patterned or photographic backgrounds, in which the logotype can be printed in reverse white. In reverse applications, the colour chosen should provide sufficient contrast to the logotype, and should never be lighter than 50% value of black.



Colour Reference
Coates EG-0786
(Ref. Pantone 2935)
for Offset process
(Gloss/Matt finish)



Colour Reference
Coates ES-2192
for Silk screen
process

FOUR COLOUR PRINTING

If you are unable to use the Coates EG-0786 colour then most printers can be expected to reproduce an accurate colour version by using the four colour process. Coates EG-0786 can be reasonably matched by using a combination of 100% Cyan and 65% Magenta. A sufficient number of colour swatches are provided at the back of the manual.

ONE COLOUR PRINTING

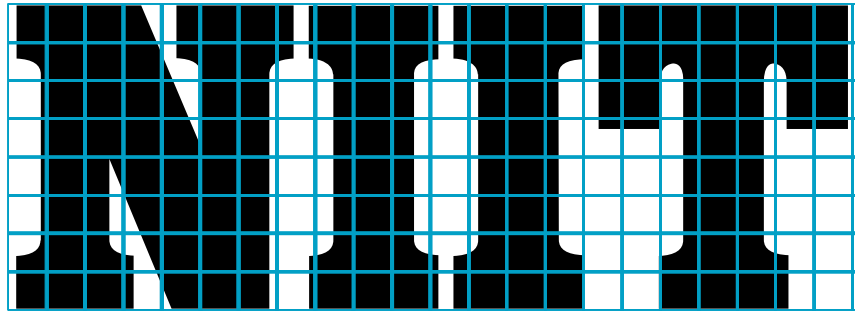
The least expensive method of printing is in one colour only. Where only one colour is available the colour selected should be either black or Coates EG - 0786 or ES-2192.



Pantone* 2935 (Dark Blue)
is the closest match to
Coates EG-0786/ES-2192.

Logotype Dimensions

Whenever writing the logotype on a large mounted surface, please follow the diagram shown here for the right proportion, spacing between letters, the thickness of lines and their position. Please keep the logotype in blue (Coates EG-0786) on a lighter background.



The minimum size of the logotype as shown below should not be smaller than 9mm height of the letter 'N' and it can go up by 3 mm stages i.e. 9, 12, 15, 18 or 21 mm etc. but wherever the sizes are predetermined and fixed, it should be used only at that size.



What the printer needs to print the logotype

What do you tell the printer when producing your promotional material. You will need to give your printer all the details about the NIIT logotype, especially the fact that it can not be created on computer.

GUIDELINES ON USING THE NIIT LOGOTYPE

Either show them this guide when you meet with them or give them a photocopy of this guide with actual colour swatches.

A BROMIDE OF THE LOGOTYPE

Cut out one of the black and white logotype found in the pocket of this guide.

PANTONE/COLOUR REFERENCES

Give them one square perforated coloured card found in the pocket of this guide i.e. one square of COATES EG-0786 blue colour.

Typography

To compliment the NIIT logotype, the Rockwell family has been chosen for the typography for the corporate stationery items, i.e. company name, individual's name, designation, address line, telephone and fax numbers and email address etc. It is recommended that the company name should be used in Rockwell Bold caps and lower case where as all the other address details should be in Rockwell light caps and lower case face in the typesizes specified in the following pages.

ROCKWELL LIGHT

abcdefghijklmnopqrstuvwxyz 1234567890&!(!,;:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ

ROCKWELL BOLD

abcdefghijklmnopqrstuvwxyz 1234567890&!(!,;:)

ABCDEFGHIJKLMNOPQRSTUVWXYZ