

VERSION Final | 2021

GUIDELINES

FOR AIIMS Mangalagiri LOGO



AIIMS MANGALAGIRI
Andhra Pradesh

© 2021.

AIIMS Mangalagiri
Andhra Pradesh

Identity and guidelines designed by
National Institute of Design, Andhra Pradesh
For AIIMS Mangalagiri to use.

Printed on 250 & 130 gsm matte stock.

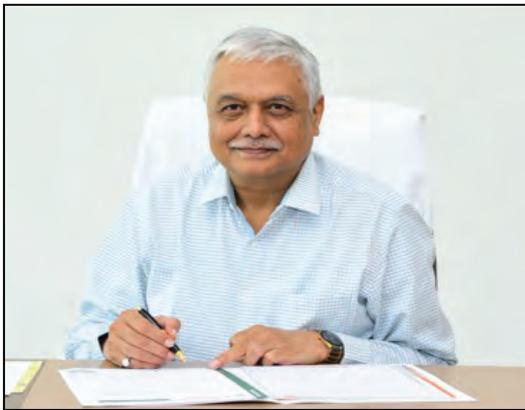
Collaboration

of

All India Institute of Medical Sciences, Mangalagiri
&
National Institute of Design, Andhra Pradesh



Prof. T.S. Ravikumar
President
AIIMS Mangalagiri



Dr. Mukesh Tripathi
Director
AIIMS Mangalagiri



Prof. Sekhar Mukherjee,
Director
National Institute of Design
Andhra Pradesh

This unique academic collaboration between two new yet important institute of national importance, AIIMS Mangalagiri & NID AP coming together to build ahead of time Andhra Pradesh. In the country perhaps this is an extraordinary MoU where medical science & multidisciplinary design vow to work hand in hand for addressing various social and contextual issues to address and also create an opportunity in both ways. This is a humble beginning where NID AP & AIIMS Mangalagiri team is honoured to design AIIMS Mangalagiri Logo marking a healthy future ahead. Gratitude to entire logo design team.



Logo Committee, AIIMS Mangalagiri



Dr. Joy A Ghoshal,
Chairman



Dr. Prudhvinath Reddy,
Member Secretary



Dr. Y. Anil Kumar Reddy,
Member



Dr. Rakesh Kakkar,
Member



Dr. Vidya Desai Sripad,
Member



Dr. Sushil Sharma,
Member



Dr. Naresh Kumar P,
Member



Dr. K. Vamsi Krishna Reddy,
Member



Dr. Nichenametla Gautam,
Member



Mr. Dhanssekhar V M,
Member



Mr. M Appaji,
Member



Logo Design Team, NID Andhra Pradesh



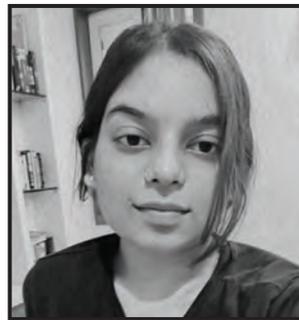
Kurma Nadham
Faculty



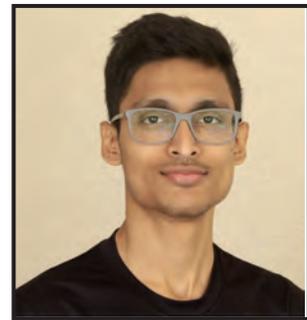
Swarup Dandapat
Visiting Faculty



Kalyani Nair
Student



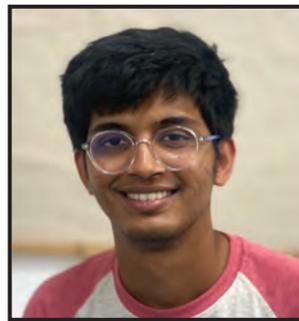
Aditi Soni
Student



Ayan Choudhury
Student



Trisha Banerjee
PA to Director



Anupam Sai
Apprentice



Karin Hauser
Exchange Student from HSLU



WHY

THESE GUIDELINES?

AND WHO SHOULD USE THIS?

Any organisation, big or small, or an event, a campaign or a programme in the public domain, needs to have its own distinct visual identity in the communication era. A visual or an image which can transcend all borders of the written and read text across different languages – a visual which is distinct and represents the organisation's objectives, purpose or philosophy and activities. This visual identity is the one with which people associate the organisation.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual – shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity.

On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, transparency, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation.

A Logo is only a part of the overall visual identity. A visual logo is designed, but an identity is created by consistent use of the logo and various design elements across several applications related to the organisation over a period of time.

The visual identity representing the organisation translates on to several planes of visual interface with its target users. These include the basic stationary, business cards, envelopes, promotional material such as brochures, flyers, advertisements, posters, hoardings etc; forms, in-house printed stationary such as vouchers and bills, environmental design such as interiors and signage systems, vehicles and uniforms, exhibitions and all promotional material in the visual media.

WHAT

IS VISUAL IDENTITY?

Any organisation, big or small, or an event, a campaign or a programme in the public domain, needs to have its own distinct visual identity in the communication era. A visual or an image which can transcend all borders of the written and read text across different languages– a visual which is distinct and represents the organisation's objectives, purpose or philosophy and activities.

This visual identity is the one with which people associate the organisation.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual – shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity.

On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, transparency, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation. A Logo is only a part of the overall visual identity. A visual logo is designed, but an identity is created by consistent use of the logo and various design elements across several applications related to the organisation over a period of time.

NEED

FOR A VISUAL IDENTITY

The identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities.

Visual identity performs certain vital functions for the organisation, both internally as well as externally. Within the organisation, the identity provides a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a group identity and loyalty towards the company.

For its public face, the visual identity is the most important and handy tool for an organisation. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identifies the organisation and helps it stand out in a competitive information age.

COMPONENTS

OF A VISUAL IDENTITY

The visual identity for any organisation broadly comprises of three critical components: THE LOGO
THE COLOUR SCHEME
TYPE STYLE (FONTS)

The logo – either a symbol, a wordmark; or a combination of both the logo and the logotype, gives the visual identity to an organisation. A consistent and undistorted use of the logo across various applications lend the identity a distinctive image, powerful enough to be identified, recognised and associated with the organisation.

Colours are a vital factor in furthering the overall image. Through consistent use of the same set of the colour palette across different mediums, the organisation can build up a very unique image in the public mind.

The type style and the fonts used consistently reinforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organisation.

CONTENTS

SECTION 1

1.1 Process	10
1.2 The Logo	12
1.3 Safe Zone/ Clearance Space	14
1.4 Usage with other Logos	15
1.5 Colour	16
1.6 Incorrect Usage	18
1.7 Typography	20

SECTION 2

2 Recommended Applications	22
----------------------------	----

SECTION 3

3.1 Logo File Formats	27
-----------------------	----



SECTION 1

BASIC GUIDELINES FOR USING THE LOGO

This section explains the philosophy of the logo, and details out the basic set of guidelines on how to use the logo. It also specifies certain do's and don'ts

pertaining to the usage of the AIIMS Mangalagiri logo. This is to ensure that the identity is used in a consistent manner across all media, without diluting its essence.

1.1

PROCESS

Identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities. The logo is the identity of the organisation. So, a lot of thought is put behind every element placed in it. The idea, symbol, colour, motifs etc are all placed to convey certain message, a sense of oneness towards the organisation. While moulding the logo for AIIMS Mangalagiri, we too underwent an extensive series of permutation and combination to find the right one. The initial idea designed with 'nandi' interpreting joy and satisfaction. After getting suggestive logo from AIIMS team, NID AP team of students, faculty, alumni & external experts worked on various options. Keeping the suggested elements like Prakasham, Sun, DNA etc in place. Here are the documented explorations.



1.2 THE LOGO

1. THE LOGO

The Rising Sun on top represents the 'Sunrise State of Andhra Pradesh'. Sun symbolize the source of Life, Energy and Vitality. Sunrise also symbolises that AIIMS Mangalagiri is first and rising in South India to spread light and enlighten Medical Science with futuristic vision.

'M' Symbolize for Mangalagiri the name of area where AIIMS campus is situated in between beautiful hillocks.

Tulasi is the holy basil, incomparable and is mother medicine of nature; it is one of the sixty eight rasaushadhi and a natural immunity booster. Represents institute vision of amalgamation with 'AYUSH' as alternative medicine.

DNA: the epitome repository of genetic information integrating genomic medicine from diagnosis to targeted treatment strategies.

Sanskrit paraphrase 'सकल स्वास्थ्ये सर्वदा' meaning by 'Complete Health Always'.



'Both the shades of green' in outer & inner ring represent the lush green fertile region of Krishna and also the abundance of various floras, fauna & herbs. Green planet is the service AIIMS Mangalagiri is go by.

'Staff of Asclepius' is the rod wielded by the Greek God of healing and medicine 'Asclepius', which represents health care system globally.

'Prakasam Barrage' iconic structure of Andhra Pradesh stretches 1223.5 m across the Krishna river connects Guntur and Krishna districts. It is a one of the first major irrigation project of India, which is around 10 kms from the Institute.

Neem; the Indian lilac, in Sanskrit it is Arista (perfect & imperishable) traditional medicine of India valued as medicinal plant. Represents institute vision of amalgamation with 'AYUSH' as alternative medicine.

1

AIIMS MANGALAGIRI
GUIDELINES FOR LOGO

MINIMUM SIZES FOR VERTICAL CONFIGURATION

The full signature (preferred) of the AIIMS Mangalagiri logo can be used upto a smallest size of 29 mm height, as shown alongside.

For optimum visibility of the identity, it is advisable to not use this configuration smaller than 29 mm height.



29 MM HEIGHT

1.3

SAFE ZONE

CLEARANCE SPACE



To ensure maximum visibility of the basic identifier in any identity, it is very important that the logo and the typography be used in such a manner that it gets its due importance.

To ensure its integrity and visibility, the AIIMS Mangalagiri visual identity should be kept clear of competing text, images other graphic elements. There must be adequate clear space surrounding the identity on all four sides – a space equal to the difference in the radii of the outer and inner red circles.

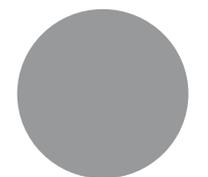
1.4

USAGE WITH OTHER LOGOS

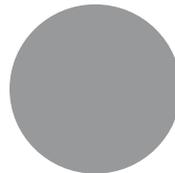
There may be situations where the AIIMS Mangalagiri identity is placed along with symbols/logos of other organizations. In such a scenario first attempt should be made to give more importance to the AIIMS Mangalagiri identity. However, it depends on the relationship with the other organization and their own branding guidelines.

Preferred combinations are shown on this page as suggestions and are purely indicative. An attempt should be made to keep the AIIMS Mangalagiri identity towards the left during horizontal layouts, and on the top during vertical layouts, as shown below. Please ensure that the specifications for the safe zones are followed properly.

VERTICAL LAYOUTS



HORIZONTAL LAYOUTS



1.5

COLOUR

Colour plays a vital role in establishing any visual identity. Usage of colour should be made very carefully to avoid miscommunications, as colour conveys more than just visual aesthetics.

The logo consist of four colours: Light & Dark Green, Brown and Yellow. The colour palette is inspired from the region of Green & Sunny Andhra Pradesh.

It is recommended that the logo be used on a white or a lighter background to enhance its visibility and recall value.



FOR FOUR COLOUR OFFSET PRINTING

C 73. M 42. Y 90. K 36

FOR WEBSITE / ON SCREEN

R 60. G 90. B 50



FOR FOUR COLOUR OFFSET PRINTING

C 5. M 0. Y 90. K 0

FOR WEBSITE / ON SCREEN

R 249. G 237. B 50



FOR FOUR COLOUR OFFSET PRINTING

C 39. M 64 Y 89. K 35

FOR WEBSITE / ON SCREEN

R 117. G 77. B 41



FOR FOUR COLOUR OFFSET PRINTING

C 66. M 21. Y 100. K 05

FOR WEBSITE / ON SCREEN

R 101. G 151. B 64

**PLEASE
NOTE:**

The colours shown throughout this booklet may not be the correct colour due to difference in printing process and pigments used. For matching the exact shade of colours, always use the specifications or refer to the colour swatches provided with this document.



Green Andhra



Bright Sunlight



Earth Brown



Ayurveda



However, in situations where the house colours cannot be used due to limitations of reproduction processes, it is recommended to use the entire visual identity in black colour as shown on this page.

An attempt should be made to maintain maximum contrast with the background colour.

1.6

INCORRECT USAGE

DO NOT DO THESE

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, type, and colour. The use of the identifier (logo and masthead) should be consistent and should not be distorted or changed in relative proportion, colour etc.

The Logo has been designed with a certain logic. It is very critical to maintain the same relative proportions and colour across applications to ensure a robust and consistent identity.

Please use the files which are provided of details of file format. Please do not attempt to recreate/redraw the logo. A few examples are shown on this page, which should not be done in any situation or for any kind of purpose.

PLEASE NOTE:

Use the logo in the original proportions.
use the electronic file provided. Don't use a web download for a printed publication.
use the specified colour.



DO NOT STRETCH OR CONDENSE.



DO NOT CHANGE THE COLOURS OR ADD.



DO NOT ROTATE THE LOGO.



DO NOT USE THE LOGO AGAINST A DARK BACKGROUND.



DO NOT ADD DROP SHADOW TO THE LOGO OR ANY OTHER EFFECT.



DO NOT USE THE LOGO AGAINST ANY KIND OF TEXTURE.

1.7

TYPOGRAPHY

The basic version of the logo defines that the typography used should be of uniform thickness and bold letters (sans-serif) to complement the visual form of the logo.



ENGLISH TYPEFACE: **PT SANS NARROW**

HINDI TYPEFACE: **PRAGATI NARROW**



SECTION 2

HOW THE LOGO CAN BE USED

This section provides suggestions on how the logo for AIIMS Mangalagiri may be used for creating awareness across various media – both outdoors, and in-house stationary. The proposed visual language is a very clean, uncluttered look with lot of white space. This would give importance to the logo and help enhance the recall value, across all media. The designs of various items shown in the following pages, are not final designs in terms of factual content, and are purely indicative.

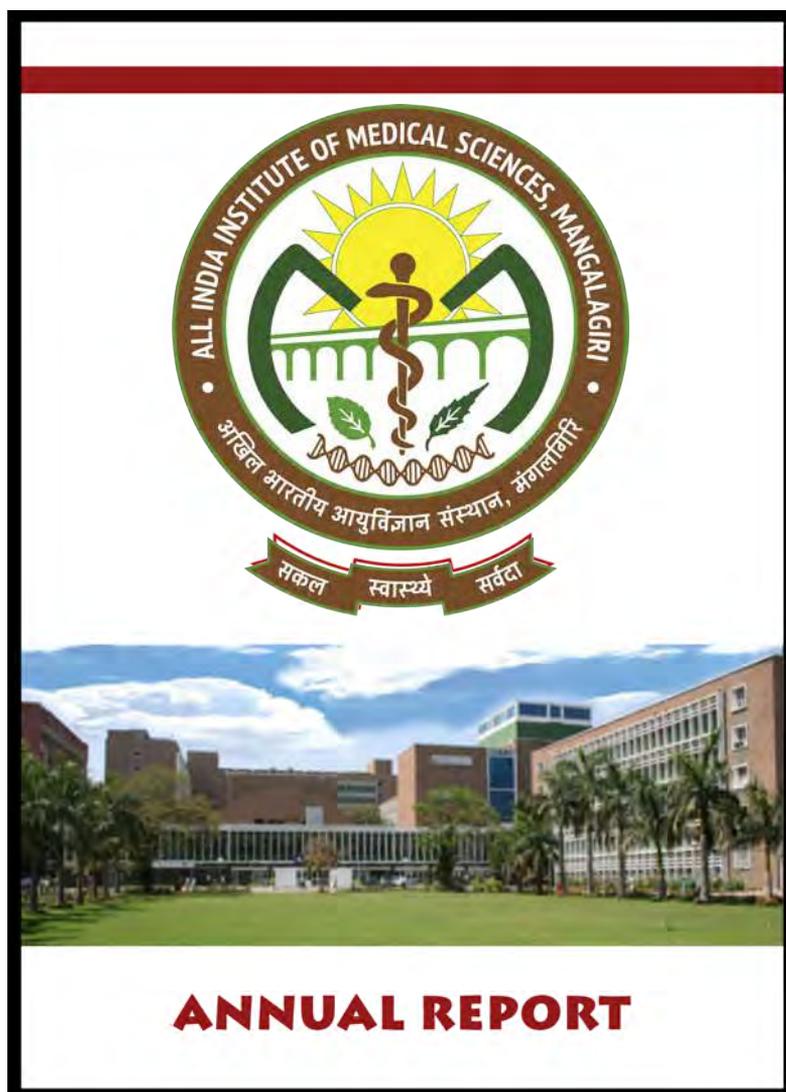
2

RECOMMENDED APPLICATIONS

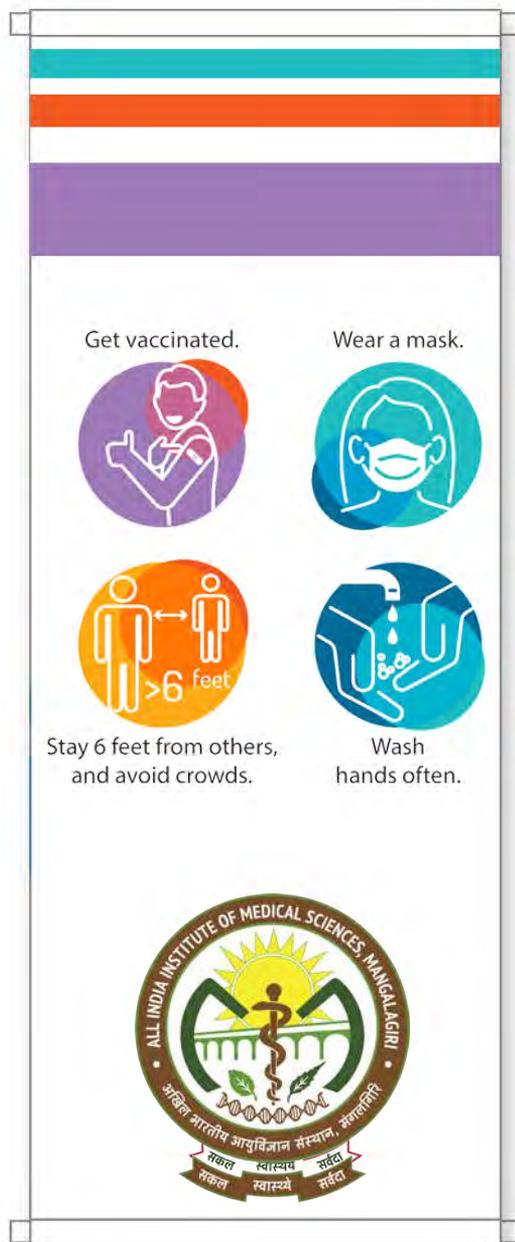
PUBLICATIONS/ OUTDOORS /PRINT

The logo is the recognizable face for AIIMS Mangalagiri. All designs should be such that the logo gets more importance. The cover page of publications, reports, guide books and other material should be free of visual clutter.

This logo should be given more (or equal) importance on applications such as workshop kits – folders, notepads etc., made for meetings, seminars, consultations, workshops on this subject.









SECTION 3

DIGITAL FILES OF LOGO

This section enlists details of the digital files. These are broadly divided into two categories – for use on printed material, and for web/on screen applications. For ensuring that the correct logo is used across all media, please use the digital files provided. Do not attempt to re-create/redraw the logo.

3.1

LOGO FILE FORMATS

The EPS format is preferred for any printed projects such as publications, reports, posters, signs, booklets, stationery, stickers etc. For on-screen projects such as PowerPoint presentations, websites, blogs, films, television programmes; GIF or JPG files (depending on the application) should be used.

PURPOSE / FILE FORMATS	EPS	AI	CDR	PNG	JPG
MICROSOFT WORD DOCS	★	×	×	○	○
BROCHURES & POSTERS	★	★	★	×	×
DISPLAY BANNERS	★	★	★	×	×
SIGNAGE	★	★	★	×	×
BOOKS & REPORTS	★	★	★	×	×
STATIONERY	★	★	○	×	×
VEHICLE GRAPHICS	★	★	★	×	×
POWERPOINT DOCUMENTS	×	×	×	★	★
WEBSITES & BLOGS	×	×	×	★	★
VIDEOS & TV	×	×	×	★	○

★ RECOMMENDED

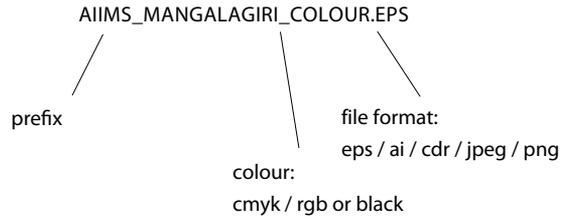
○ ACCEPTABLE

× UNACCEPTABLE (DON'T USE)

EPS FILES ARE A SPECIAL FORMAT FOR PRINTING THAT ALLOWS LOGOS TO BE PRINTED CLEARLY AT ANY SIZE. THESE ARE SCALABLE / ENLARGE-ABLE. ALTHOUGH THEY MAY APPEAR JAGGED OR DISCOLOURED WHEN VIEWED ON SCREEN, EPS FILES WILL PRINT OUT CLEARLY. A TEST PRINT IS RECOMMENDED.

ALTHOUGH PNG AND JPG FILES CAN LOOK FINE ON YOUR COMPUTER MONITOR, THEY MAY PRINT OUT FUZZY (OR PIXILLATED) AND OFTEN LOOK WORSE WHEN ENLARGED. FOR PRINTING PURPOSE, USE SCALABLE VECTOR EPS FILES (OR ADOBE ILLUSTRATOR OR COREL DRAW FILES) WHENEVER POSSIBLE.

NAMING OF THE FILES :



BLACK DIGITAL FILES

AIIMS_MANGALAGIRI_BLACK.AI

AIIMS_MANGALAGIRI_BLACK.cdr

AIIMS_MANGALAGIRI_BLACK.eps

AIIMS_MANGALAGIRI_BLACK.png

AIIMS_MANGALAGIRI_BLACK.jpg

CMYK / RGB DIGITAL FILES

AIIMS_MANGALAGIRI_COLOUR.ai

AIIMS_MANGALAGIRI_COLOUR.cdr

AIIMS_MANGALAGIRI_COLOUR.eps

AIIMS_MANGALAGIRI_COLOUR.gif

AIIMS_MANGALAGIRI_COLOUR.jpg

BLACK DIGITAL FILES CAN BE USED FOR SCREEN PRINTING OR FOR PHOTOCOPYING.

THE CMYK FILES CAN BE USED FOR MULTICOLOUR OFFSET PRINTING OR DIGITAL PRINTING.

THE RGB (GIF / JPG) FILES SHOULD BE USED FOR ON-SCREEN PURPOSES SUCH AS WEB, POWERPOINT PRESENTATIONS.

Identity and manual designed by Team **NID AP** in collaboration with **AIIMS Mangalagiri Logo team** as part of the academic collaboration.



Electronics and Communication Engineering Building, Acharya
Nagarjuna University, Andhra Pradesh 522510
Phone +91 0863 237 7201

www.nid.ac.in