

Our identity

A QUICK REFERENCE GUIDE FOR USING THE LOGO

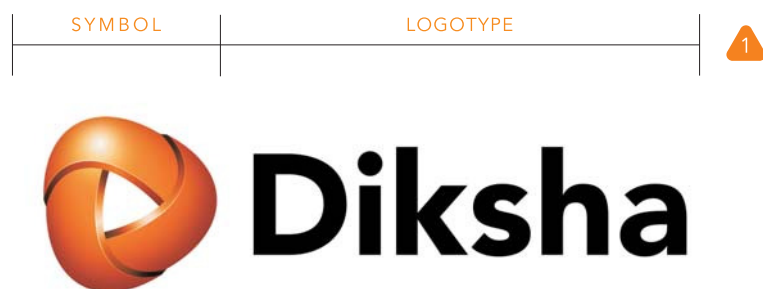
What does our identity mean?

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The new identity for Diksha comprises of an interlocking triangle based on the idea of evolution. The triangle represents the strong relationships that form the foundation of our brand; the rounded corners provide a firm yet friendly appeal. The brand's primary colour is a vibrant orange colour signifying warmth and stability.

Understanding the logo unit



The logo is a composite unit consisting of two elements: the symbol and the logotype.

The symbol is an interlocking triangle based on the idea of evolution. The triangle represents the strong relationships that form the foundation of our brand; the rounded edges provide a firm yet friendly appeal. The Orange colour signifies warmth and stability.

Our logotype is based on Avenir, a cutting-edge typeface that has been acclaimed for its crisp, clear letterforms and modern character.

The symbol and the logotype have a pre-determined spatial relationship with each other in terms of proportion and placement that must not be altered unless specified otherwise under exceptional circumstances.

Two such spatial relationships are permitted -

1. Linear
2. Stacked

The logos must always be reproduced from electronic master artworks.



⚠ When to use the stacked and linear logos

The linear version of the logo is the preferred one. However the stacked version may be used if there is a space constraint or if the design of the layout demands it.

- 1 Linear
- 2 Stacked

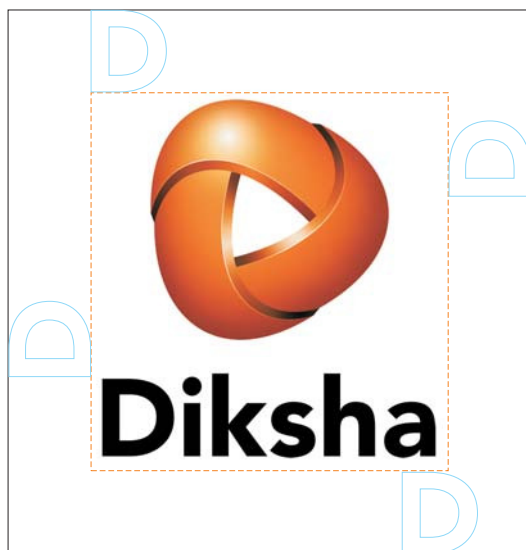
Exclusion Zone



An exclusion zone is the empty space to be left around a logo such that no other element intrudes into it. This is essential for creating a clutter-free environment for the logo to be housed in which ensures that the logo has the maximum visibility and impact.





The Diksha logo should have an exclusion zone equal to the height of the letter **D** on all sides as illustrated.

The exclusion zone must be maintained around the logo as prescribed unless specified otherwise under exceptional circumstances.







Permitted versions of the logo

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Logo version	Application	Number of colours	Reproduction
	Four colour offset printed materials like advertisements, publications, stationery items etc.	Four - CMYK	Offset
	Electronic applicatinos like websites, powerpoint presentations etc.	Three - RGB	Electronic
	Four colour offset printed materials like advertisements, publications, stationery items etc.	Four - CMYK	Offset
	Electronic applicatinos like websites, powerpoint presentations etc.	Three - RGB	ElectronicD two colour (CMYK)
 	Use this version for applications where the CMYK process is used, but the quality of reproduction is too poor to preserve the integrity of the 3D version. Examples are newspaper and magazine advertising.		Screen / GravureD two colour (Pantone)
	Use this version for the following: <ul style="list-style-type: none"> • Screen printed applications like invitation cards, stationery, forms and branded merchandise • Offset applications that use only two colours to save costs, like business forms 		Screen / Gravure

Permitted versions of the logo

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Logo version	Application	Number of colours	Reproduction
	Single colour applications like fax mastheads, or brown paper envelopes etc. where a halftone logo cannot be reproduced.	1 - Black	Screen/Gravure
	Single colour applications like fax mastheads, or brown paper envelopes etc. where a halftone logo cannot be reproduced.	1 - Black	Screen/Gravure
	Single colour applications like fax mastheads, or brown paper envelopes etc. where a halftone logo cannot be reproduced.	1 - Black	Screen/Gravure
	Single colour applications like fax mastheads, or brown paper envelopes etc. where a halftone logo cannot be reproduced.	1 - Black	Screen/Gravure

Scaling the logo

Minimum size = 12mm



The Diksha logo can be scaled proportionately to any size desired. However, there is a minimum size recommended for all versions of the 2D and 3D logos to ensure maximum legibility and impact. The logo must never be reproduced smaller than this minimum recommended size.

Minimum recommended sizes

For the 3D version of the logo, the diameter of the symbol must not be less than 12mm.

For the 2D logo, the diameter of the symbol must not be less than 7mm.

If the 2D logo is reproduced in a single black colour, the diameter of the symbol must not be less than 5mm.

Minimum size = 7mm



Minimum size = 5mm



Permitted logo alignments

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1



2



3



4

The logo can be used in four types of alignments as illustrated alongside.

The vertical logo must be used sparingly for applications like exhibition banners etc.

The vertical logos must never be recreated.

Artworks are available in the master artworks CD

Examples of misuse

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DO NOT
Manually change the alignment of the symbol and logotype. Only use the permitted alignments from the master artworks.



DO NOT
Change the relative proportions of the symbol and the logotype.



DO NOT
Place any text or graphic element within the exclusion zone.



DO NOT
Place the logo on backgrounds that are not recommended.



DO NOT
Attempt to typeset the logotype. The logotype has been carefully letter-spaced and modified to customise it. Use only the master artworks for all reproduction



DO NOT
use shadows or beveled edges for the logotype.



DO NOT
Use any effects like glowing letters etc. under any circumstance.



DO NOT
Use Diksha symbol without the logotype

Examples of misuse

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DO NOT
Stretch the logo disproportionately.



DO NOT
Use the logo as a part of a sentence.



DO NOT
Use the logo in sizes that are smaller than the minimum recommendation.

Thank You!