Shiv Nadar Foundation

Brand Guidelines

May 2014

Index

SHIV NADAR FOUNDATION

Introduction

Established in 1994, the Shiv Nadar Foundation has focused primarily on creating iconic institutions of excellence in learning across the education spectrum. The Foundation was conceived and created by Shiv Nadar, the founder and chairman of HCL global technology and IT enterprise. Mr. Nadar being a product of education himself, strongly supports the vision that education empowers individuals and is vital to reap our demographic dividend.

For the last 18 years, Shiv Nadar Foundation has striven to promote inclusive education, make higher education more effective and quality-oriented catering to the specific needs of the job market, enhance focus on research and contribute to areas of global and national relevance.

The quality of education in India has sadly been losing ground in the past decade although the enrollment numbers have seen considerable increase. Since its establishment, the Foundation has been focusing on "quality" and not on "quantity". The aim has been to create leaders in every field from the most underprivileged sections of the society.

Today, the Foundation is reaching out to students at both school and university level across urban and rural India. The objective is to leverage the power of inclusive education and make measurable high impact difference in the lives of children and youth. The Foundation aims to achieve this through the route of 'Creative Philanthropy'. The potential impact of 'Creative philanthropy' is that if it impacts 10,000 students in the next 10 years, each one of them has the power to touch several other lives. The concept is that of a force multiplier impact on millions of lives – individuals, communities and the nation at large. The aim is to create "spirals of inspiration" that can drive real inclusive growth for the future. The Foundation is unique in its creative rather than corrective approach and has a more focused outreach rather than the mass-based approach. This is a conscious decision bearing in mind that we are committed to creating leaders, who in turn will become the change agents of tomorrow.

Logo

Description

The composition of typeface serves to give it the solidity and aspiration that we stand for. The colour of SNF logo must be marked against digital printouts from laser/ inkjet printers or with a colour that appears on the PC monitor. No attempts should be made to create the Shiv Nadar Foundation logo or to edit it.

SHIV NADAR FOUNDATION

शिव नाडर फाउंडेशन

Always use the EPS file which has been developed strictly to maintain the contrast and clarity of the logo. This colour variant should not be altered in any circumstances.

C	100
M	60
Y	0
K	0

| R	0
G	71
B	186

Pantone
Blue 293 C

Logo

Guideline for size

The Shiv Nadar Foundation logo must, in all circumstances, be used in the ratio as specified. The logo must never be tampered with or be re-created digitally.

There are no restrictions on the maximum size of the logo. However, the logo must be a minimum of 3.8 cms in width in all aspects of communication.

5X

1X SHIV NADAR FOUNDATION

SHIV NADAR FOUNDATION

3.8 cm

SHIV NADAR FOUNDATION
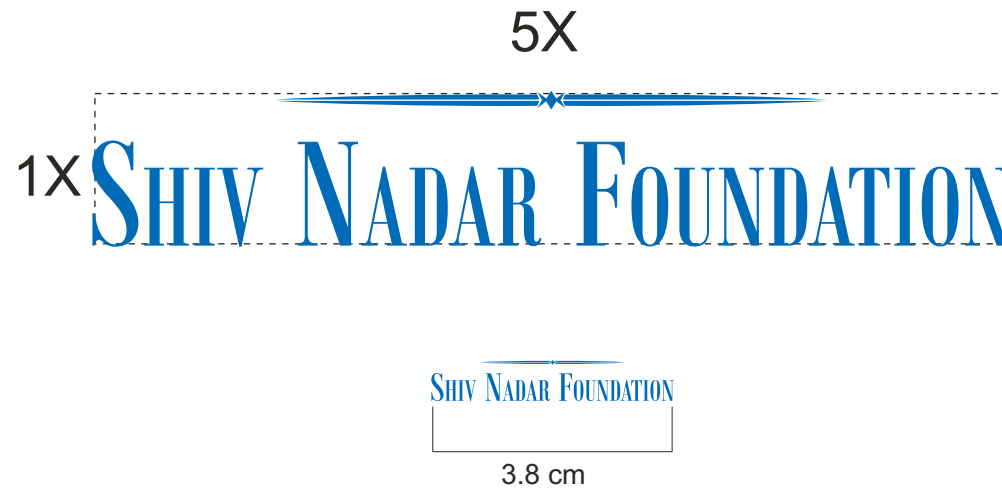
Logo

Guideline for exclusion space - clear space around the logo

To maintain the sanctity of the logo and to avoid clutter around it, we need to ensure that there is a certain clear space around it.

This clear space is known as exclusion zone around the logo which serves to give it prominence. If you are ever in doubt about using our logo in a way that is unusual, please take the reference below.

The clear space around the logo should be $1/5^{th}$ of the whole logo's width. i.e. If the logo's width is taken as 5X, then the clear space around it should be X.

1X

1X SHIV NADAR FOUNDATION 1X

1X

5X
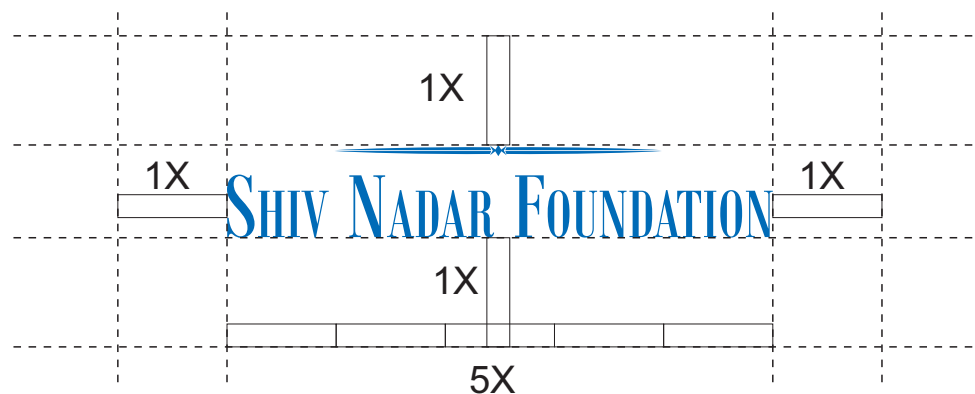
Logo

Guideline for the usage of colours

Our logo can appear only as below. It must be in Shiv Nadar Foundation Blue, 100% Black or 100% White.

Colour

Reverse

Black and White

Reverse (Black & White)

On Gray (K-20) Black


On Gray (K-20)

SHIV NADAR FOUNDATION

Logo

Misuses

The Shiv Nadar Foundation logo will be provided to you in a variety of different digital formats. These are not to be changed in any way whatsoever. As you can see, using the outline of the Shiv Nadar Foundation logo is not permitted.

The logo can be reversed out of solid primary colours and should never be shadowed, graded or glowing.
Avoid fountain fill.

SHIV NADAR FOUNDATION
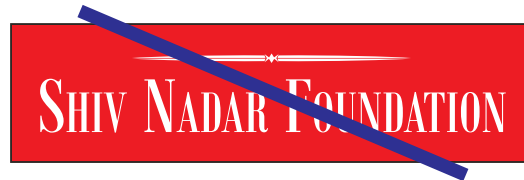
Typeface/ Fonts

The Shiv Nadar Foundation typeface is the Arial family. It is the typeface used for all collateral. Arial and Verdana are also used for web based text. The main fonts to be used are - Arial, Arial Black and Arial Condensed Bold.

Arial

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

Arial Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

Arial Condensed Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz 123456789

SHIV NADAR FOUNDATION

Band

Description

Colour of the blue band is

- Pantone Blue 293
- CMYK - C 100, M 60, Y 0, K 0
- RGB - R 82, G 101, B 140

The blue band should always be placed at the bottom of the page/ document/ collateral as illustrated in the brand guidelines of the respective elements.

The length and thickness of the band will change based on medium of use. These proportions may change for layouts in bigger sizes. For more details, refer to the brand guidelines of the respective elements. The band and the logo file will be provided together. No attempts should be made to replicate or recreate it.

SHIV NADAR FOUNDATION

Stationary Guidelines

The stationary guidelines lend a consistent visual identity to letterhead, business card and envelopes across the Shiv Nadar Foundation institutions.

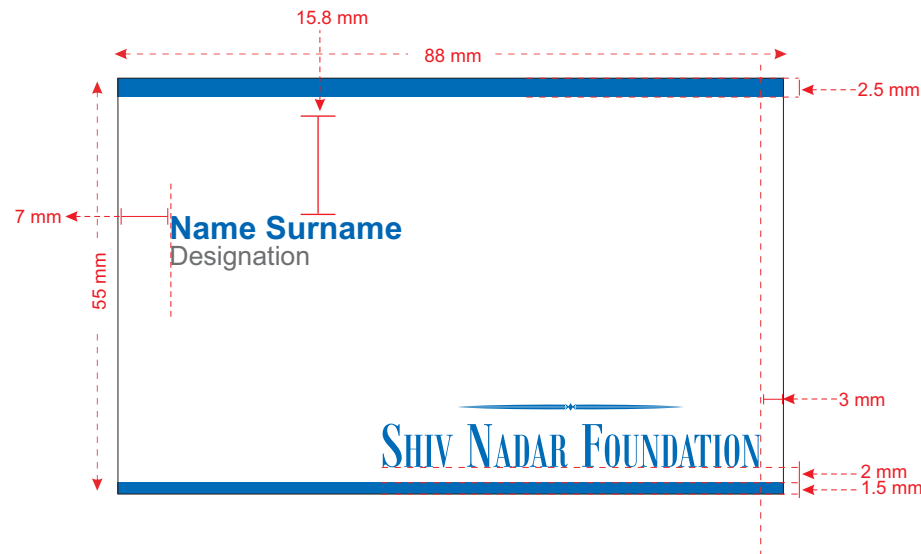Within our branded stationary stock, we have the following items:

- Visiting Card

- Letterheads

- Continuation Sheet

- Complimentary Slip

- Complimentary Card

- Envelopes
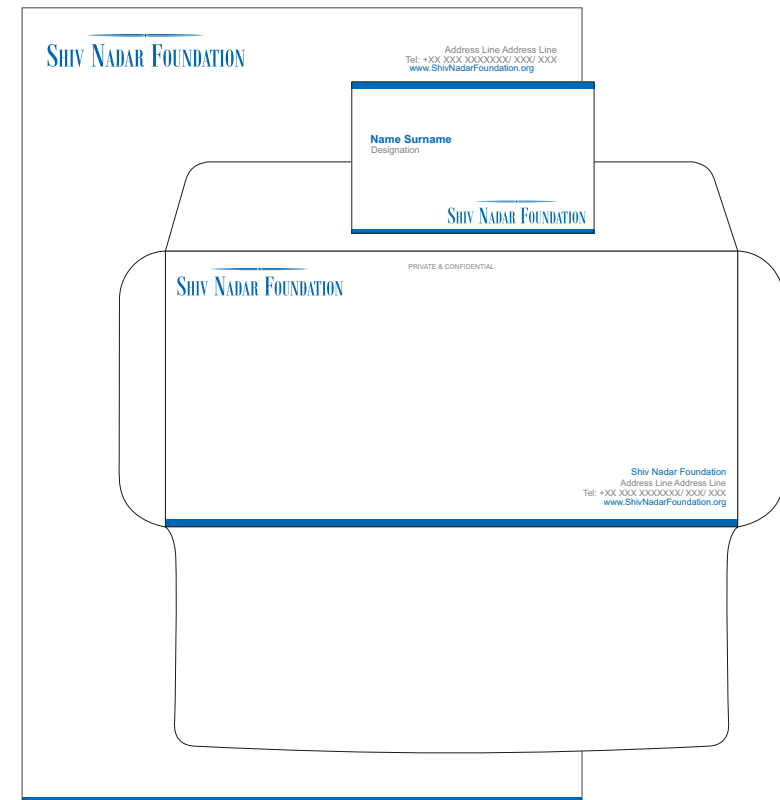
SHIV NADAR FOUNDATION

Visiting Card

Guidelines for the front

Name Surname
Designation

SHIV NADAR FOUNDATION

1. **Size of Visiting Card**
   88 mm (w) x 55 mm (h)

2. **Top band** should be 2.5 mm thick

3. **The card bearer's name** should always be 15.8 mm below the top band and 7 mm away from the left edge

4. **Employee's name**
   Font type - Arial, Font Size - 12pt
   Colour - C 100, M 60, Y 0, K 0

5. **Designation**
   Font type - Arial, Font Size - 9pt
   Colour - C 0, M 0, Y 0, K 70

6. **Shiv Nadar Foundation logo** should appear in 50 mm (w) x 8.49 mm (h) size at the bottom-right side. Placement should be 3 mm away from the right edge and 2 mm away from bottom band

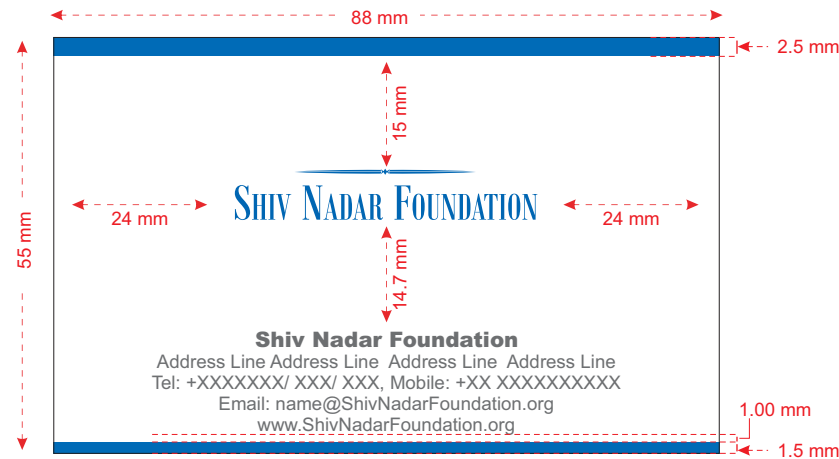7. **Bottom band** should be 1.5 mm thick

8. **Paper Quality**: Printed Ivory Board 330 gsm

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Visiting Card

Guidelines for the back 1

1. **Size of Visiting Card**
   88 mm (w) x 55 mm (h)

2. **Top band** should be 2.5 mm thick

3. **Company name**
   Font type - Arial black, Font size - 8pt
   Colour - C 0, M 0, Y 0, K 70

4. **Address, contact details and company URL**
   Font type - Arial (normal), Font size - 7pt
   Colour - C 0, M 0, Y 0, K 70

5. **Shiv Nadar Foundation logo** should appear
   15 mm below the top band, 24 mm away from
   the left and right edges and 14.7 mm from the
   address

6. **Bottom band** should be 1.5 mm thick
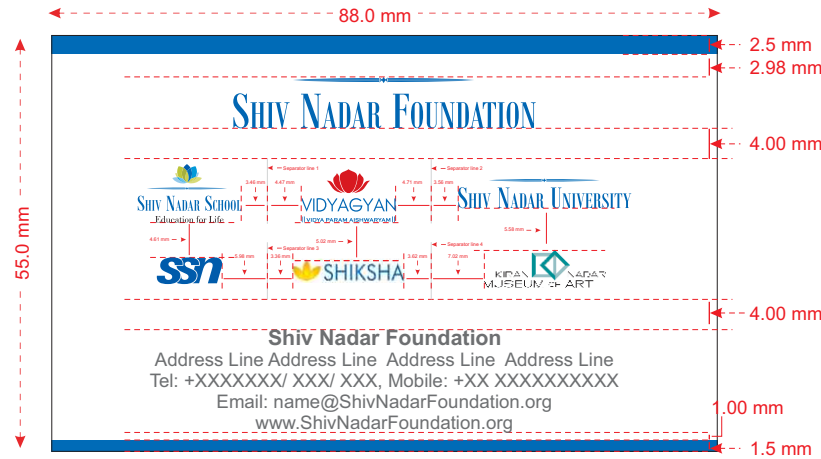
7. **Distance of address panel** from the bottom
   band: 1 mm

8. **Paper quality**: Printed Ivory Board 330 gsm

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Guidelines for the back 2

Shiv Nadar Foundation
Address Line Address Line Address Line Address Line
Tel: +XXXXXXX/ XXX/ XXX, Mobile: +XX XXXXXXXXXX
Email: name@ShivNadarFoundation.org
www.ShivNadarFoundation.org

1. **Size of Visiting Card**: 88 mm (w) x 55 mm (h)

2. **Top band** should be 2.5 mm thick and **bottom band** should be 1.5 mm thick

3. **Shiv Nadar Foundation logo** should appear 2.98 mm below the top band and at the center of the card's width

4. **Cluster of logos** comprises 6 logos of **Shiv Nadar School, VidyaGyan, Shiv Nadar University, SSN, SHIKSHA and Kiran Nadar Museum of Art** respectively, arranged in a 3x2 grid. Each horizontal row will feature vertical separator lines between the three logos
   - The gap between Shiv Nadar School logo and the separator line 1 would be 3.46 mm
   - The distance of VidyaGyan logo, from the separator line 1 should be 4.47 mm and from the separator line 2 should be 4.71 mm
   - The gap between Shiv Nadar University logo and the separator line 2 should be 3.46 mm
   - The distance of SSN logo from the separator line 3 should be 3.46 mm and from the Shiv Nadar School logo should be 4.61 mm
   - The distance of SHIKSHA logo, from the separator line 3 should be 3.36 mm, from the separator line 4 should be 3.62 mm and from the VidyaGyan logo should be 5.02 mm
   - The distance of Kiran Nadar Museum of Art logo from the separator line 4 should be 7.02 mm and from the Shiv Nadar University logo should be 5.58 mm

5. **Company name**
   Font type - Arial black, Font Size - 8pt, Colour - C 0, M 0, Y 0, K 70

6. **Address, contact details and company URL**
   Font type - Arial (normal), Font size - 7pt
   Colour - C 0, M 0, Y 0, K 70

7. **Distance of address panel from the bottom band**: 1 mm

8. **Paper quality**: Printed Ivory Board 330 gsm
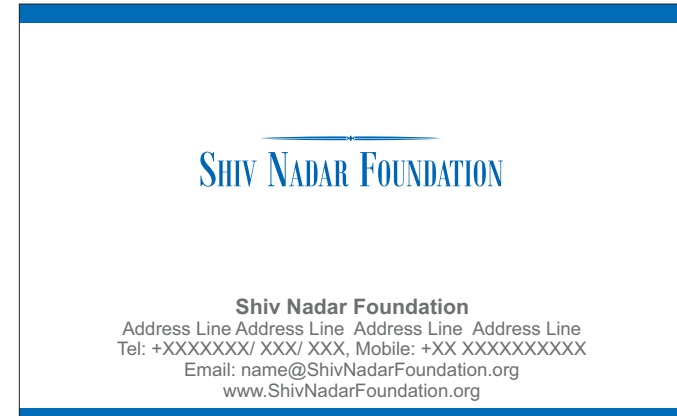
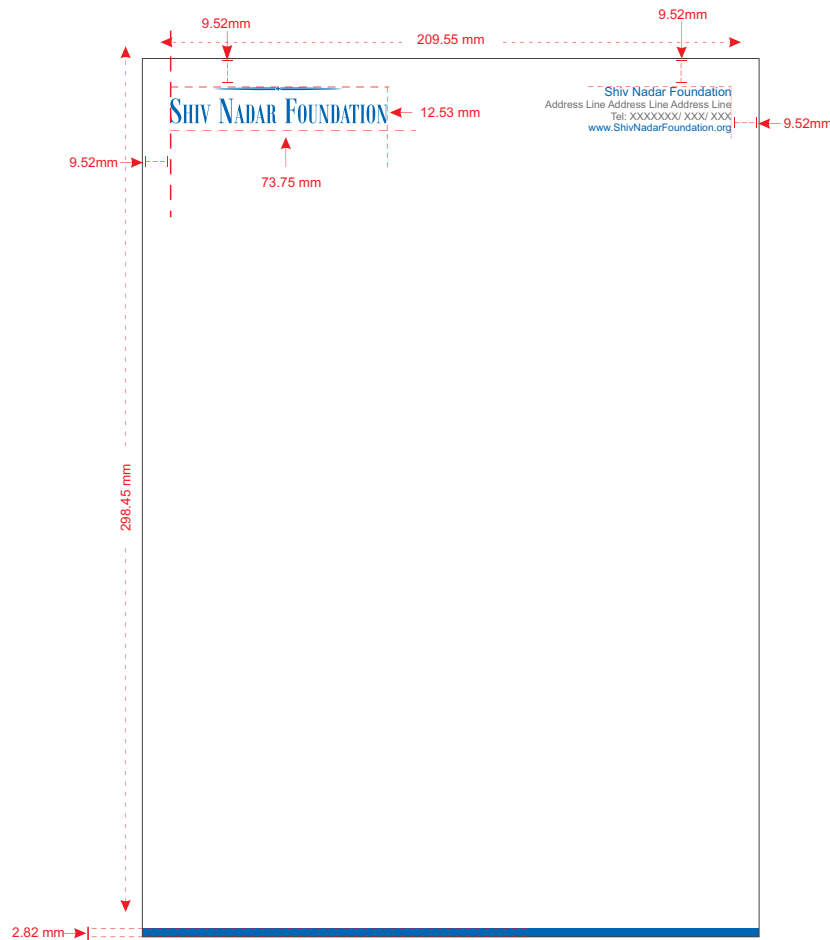*Please note: (w) - Width, (h) - Height*

SHIV NADAR FOUNDATION

Visiting Card

Examples

FRONT

Name Surname
Designation

SHIV NADAR FOUNDATION

BACK 1

SHIV NADAR FOUNDATION

Shiv Nadar Foundation
Address Line Address Line Address Line Address Line
Tel: +XXXXXXX/ XXX/ XXX, Mobile: +XX XXXXXXXXXX
Email: name@ShivNadarFoundation.org
www.ShivNadarFoundation.org

BACK 2

SHIV NADAR FOUNDATION

SHIV NADAR SCHOOL
Education for Life

VIDYAGYAN
|| VIDYA PARAM AISHWARYAM||

SHIV NADAR UNIVERSITY

ssn

SHIKSHA

KIRAN NADAR
MUSEUM of ART

Shiv Nadar Foundation
Address Line Address Line Address Line Address Line
Tel: +XXXXXXX/ XXX/ XXX, Mobile: +XX XXXXXXXXXX
Email: name@ShivNadarFoundation.org
www.ShivNadarFoundation.org

SHIV NADAR FOUNDATION

Letterhead

Guidelines

1. **Size of Letterhead**:
   209.55 mm (w) x 298.45 mm (h)

2. **Shiv Nadar Foundation logo** in 73.75 mm (h) x 12.53 mm (w) size should appear on top left corner. Its placement should be 9.52 mm away from the left edge and 9.52 mm away from the top edge

3. **Address and contact number** should appear 9.52 mm away from right edge and 9.52 mm away from the top edge

4. **Company name**
   Font type - Arial, Font size - 12pt
   Colour - C 100, M 60, Y 0, K 0

5. **Address and contact number**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 0, M 0, Y 0, K 70

6. **Company URL**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 100, M 60, Y 0, K 0

7. **Bottom band** should be 2.82 mm thick

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Letterhead

Guidelines for Personalised Letterhead
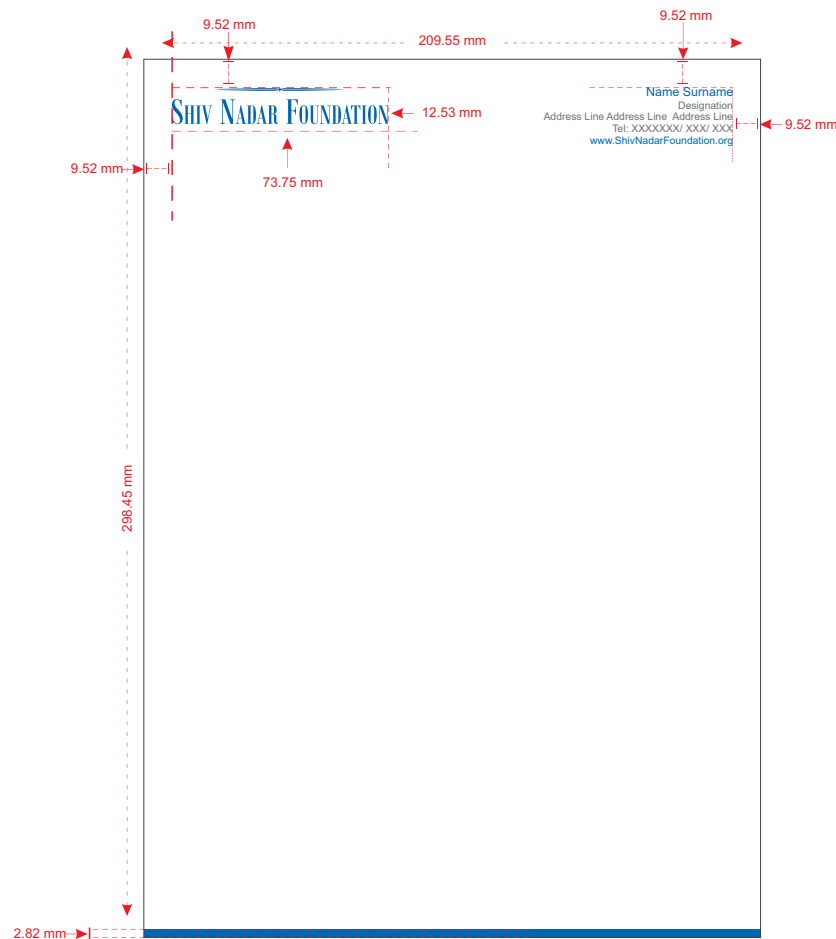
1. **Size of Letterhead**
   209.55 mm (w) x 298.45 mm (h)

2. **Shiv Nadar Foundation logo** in 73.75 mm (h) x 12.53 mm (w) size should appear on top left corner. Its placement should be 9.52 mm away from the left edge and 9.52 mm away from the top edge

3. **Name, designation, address and contact details** should appear 9.52 mm away from right edge and 9.52 mm away from the top edge

4. **Contact name**
   Font type - Arial, Font size - 12pt
   Colour - C 100, M 60, Y 0, K 0

5. **Designation, address and contact number**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 0, M 0, Y 0, K 70

6. **Company URL**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 100, M 60, Y 0, K 0

7. **Bottom band** should be 2.82 mm thick

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Continuation Sheet

Guidelines
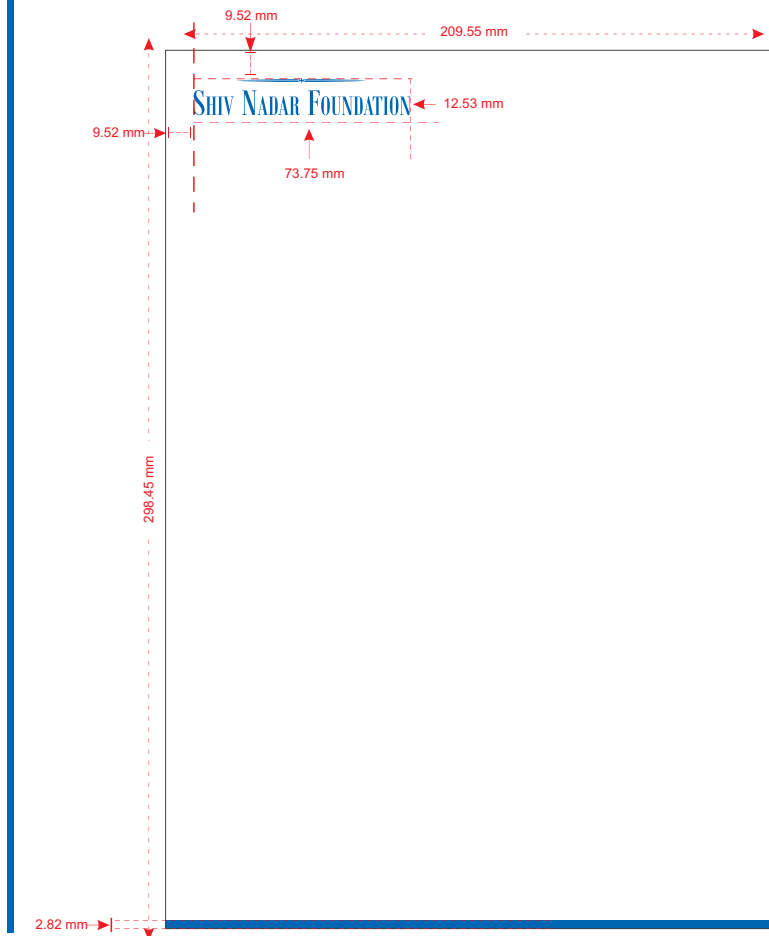
1. **Size of Continuation Sheet**
   209.55 mm (w) x 298.45 mm (h)

2. **Shiv Nadar Foundation logo** in 73.75 mm (h) x 12.53 mm (w) size, must appear 9.52 mm away from the left edge and 9.52 mm away from the top edge
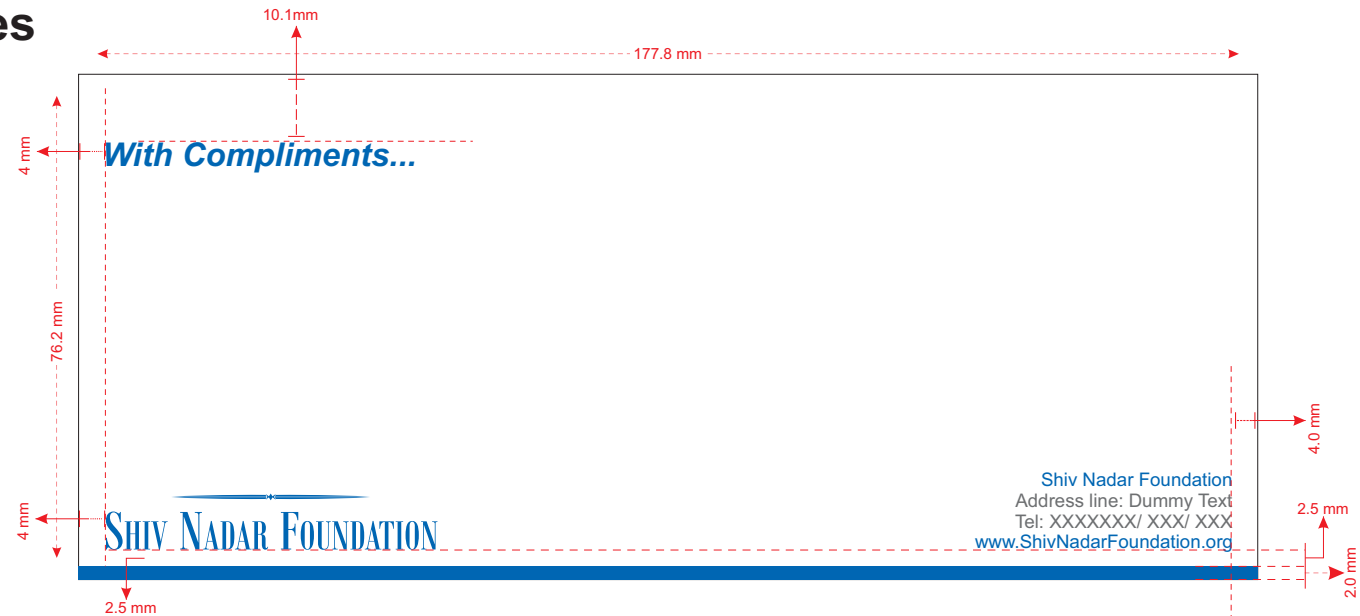
3. Size of the **bottom band**: 2.82 mm
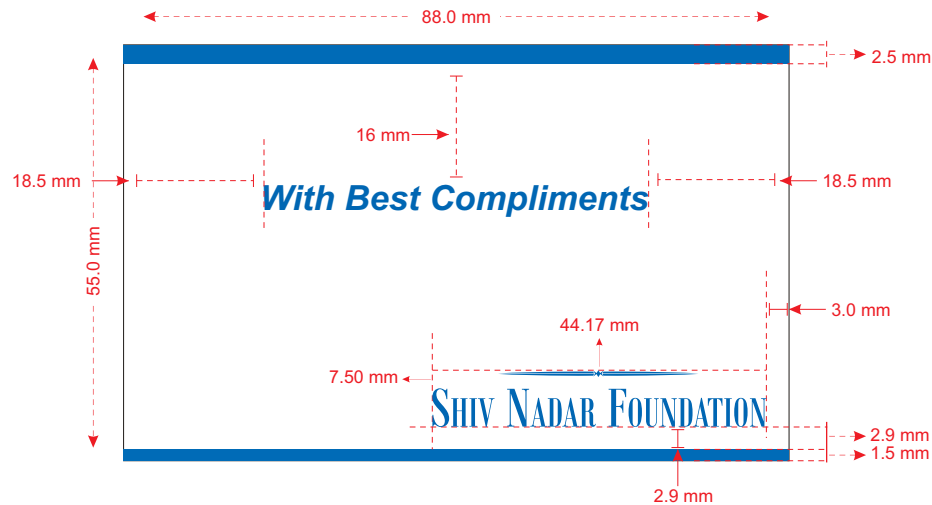
Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Complimentary Slip

Guidelines

1. **Size of Complimentary Card**: 177.8 mm (w) x 76.2 mm (h)

2. "**With Compliments...**" should appear on top and 10.1 mm away from the top edge and 4 mm away from the left edge. Font size should be 14, Arial Bold, Italics and colour will be C100 M60 Y0 K0

3. **Shiv Nadar Foundation logo** in 50 mm (w) x 8.49 mm (h) size, should appear on the bottom left corner, 4 mm away from left edge and 2.5 mm above the bottom band

4. **Address and contact number** at the bottom right corner should be 4 mm away from the right edge and 2.5 mm away from the bottom band. **Font size for company name, address and URL** should be Arial 10pt. Company name and URL colour will be C100 M60 Y0 K0 and address colour will be C0 M0 Y0 K70

5. **Bottom band** should be 2 mm thick

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Complimentary Card

Guidelines

1. Size of **Complimentary Card**
   88 mm (w) x 55 mm (h)

2. **Top band** should be 2.5 mm thick

3. "**With Best Compliments**" should be 18.5 mm
   away from the left edge and 16 mm below the
   top band. **Font** will be Arial Bold, 13pt, Italics
   and c**olour** will be C100 M60 Y0 K0

4. **Shiv Nadar Foundation logo** in 44.17 mm (w) x
   7.50 mm (h) size will come at the bottom-right
   corner and should be 2.9 mm away from the
   right edge and 2.9 mm above the bottom band

5. **Bottom band** should be 1.5 mm thick

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Guidelines for Small Envelope
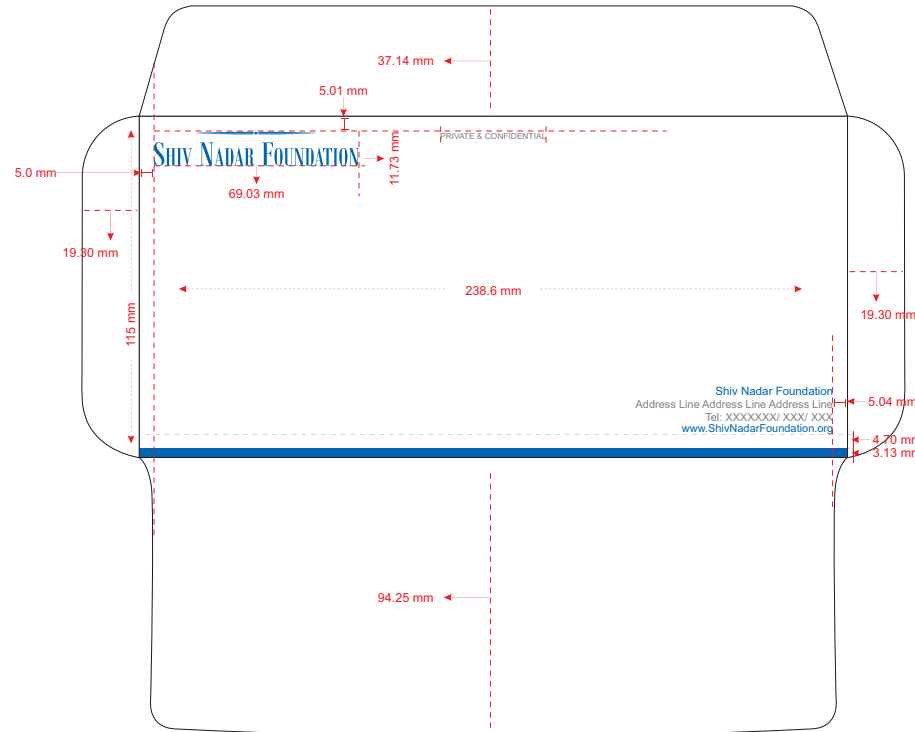
1. Close size of **Small Envelope**
   238.6 mm (w) x 115 mm (h)

2. **Shiv Nadar Foundation logo** in 69.03 mm (w)
   x 11.73 mm (h) size, will appear 5 mm below the
   top band and 5 mm away from the left

3. **Declaration - "PRIVATE & CONFIDENTIAL"**
   Font - Arial, Font size 3pt, Colour - C 0, M 0,
   Y 0, K 70, Placement - Center of the envelope's
   width and 5 mm from top edge

4. **Company name**
   Font type - Arial, Font size - 11pt
   Colour - C 100, M 60, Y 0, K 0

5. **Address and contact number**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 0, M 0, Y 0, K 70

6. **Company URL**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 100, M 60, Y 0, K 0

7. **Placement** of company name, address and
   company URL will be 5 mm away from the right
   edge and 4.7 mm above the bottom band
   .

8. **Bottom band** should be 3.13 mm thick

Please note: *Fold sizes are indicative only. Can be altered according to the production requirements. (w) - Width, (h) - Height*

SHIV NADAR FOUNDATION
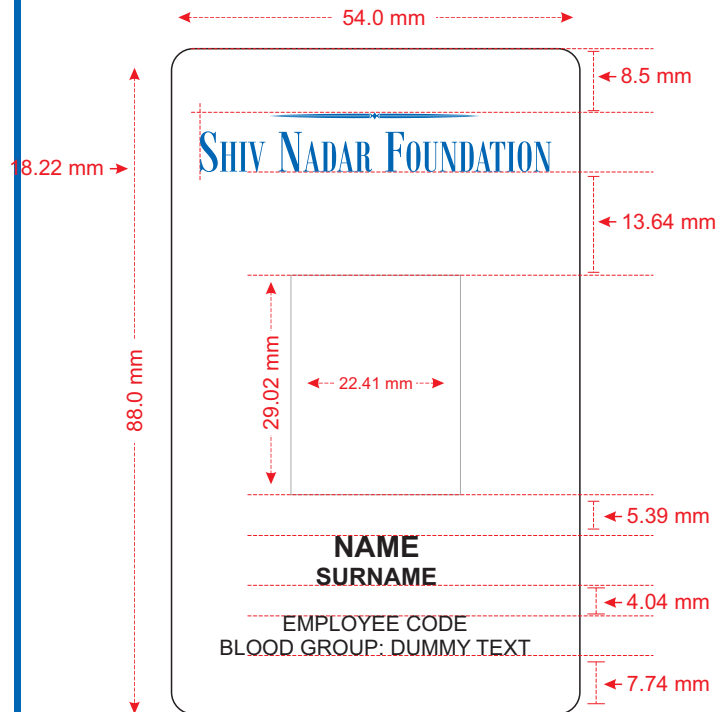
Guidelines for Big Envelope
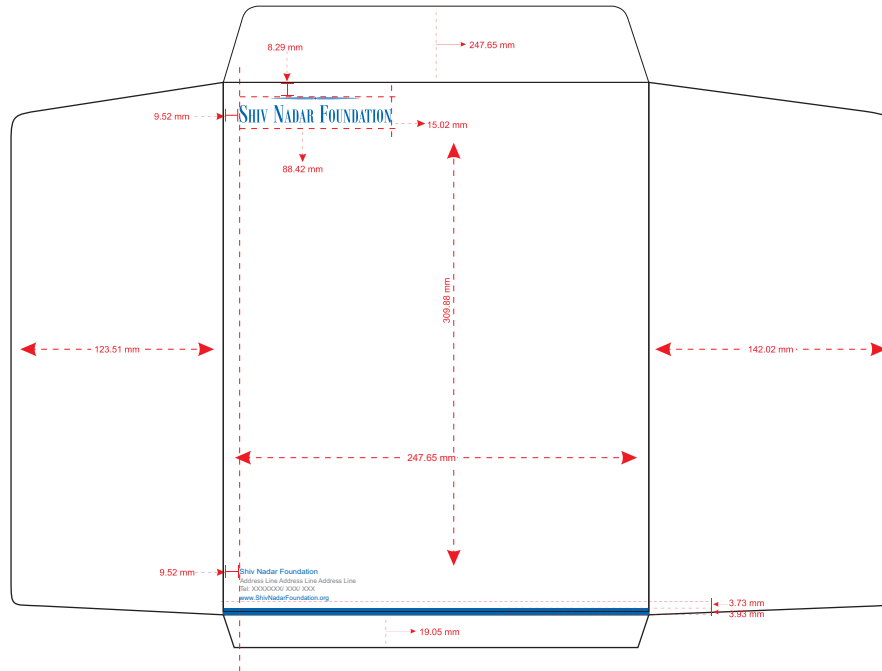
1. Close size of **Big Envelope**
   247.65 mm (w) x 309.88 mm (h)

2. **Shiv Nadar Foundation logo** size of the in
   88.42 mm (w) x 15.02 mm must appear 9.52 mm
   away from the left edge and 8.29 mm below the
   top edge

3. **Company name**
   Font type - Arial, Font size - 12pt
   Colour - C 100, M 60, Y 0, K 0

4. **Address and contact number**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 0, M 0, Y 0, K 70

5. **Company URL**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 100, M 60, Y 0, K 0

6. **Placement** of company name, address and
   company URL will be 9.52 mm away from the left
   edge and 3.73 mm above the bottom band

7. **Bottom band** should be 3.93 mm thick

Please note: *Fold sizes are indicative only. Can be altered according to the production requirements. (w) - Width, (h) - Height*

SHIV NADAR FOUNDATION

ID Card

Guidelines for the Employee's ID Card

54.0 mm

18.22 mm

88.0 mm

8.5 mm

13.64 mm

29.02 mm

22.41 mm

5.39 mm

NAME
SURNAME

4.04 mm

EMPLOYEE CODE
BLOOD GROUP: DUMMY TEXT

7.74 mm

1. Size of **Employee ID Card**
   54 mm (w) x 88 mm (h)

2. **Shiv Nadar Foundation logo** in 46.46 mm (w) x 7.89 mm (h) size, logo will appear 8.4 mm below the top edge

3. The **card holder's photo** in 29.02 mm (h) x 22.41 (w) mm size will appear 13.64 mm below the Shiv Nadar Foundation logo

4. The **card holder's name and surname** should appear in all caps
   Font type **name** - Arial Bold, Font size - 11pt
   Font type **surname** - Arial Bold, Font size - 9pt
   Colour - C 0, M 0, Y 0, K 100
   Placement - 5.39 mm below the photo

5. The **employee code and blood group** should appear in all caps
   Font type - Arial (normal), Font size - 8pt
   Colour - C 0, M 0, Y 0, K 100
   Placement - 7.74 mm above the bottom edge

6. All elements should appear at the center of the card's width

Please note: Fold sizes are indicative only. Can be altered according to the production requirements. (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Email Signature

Guidelines
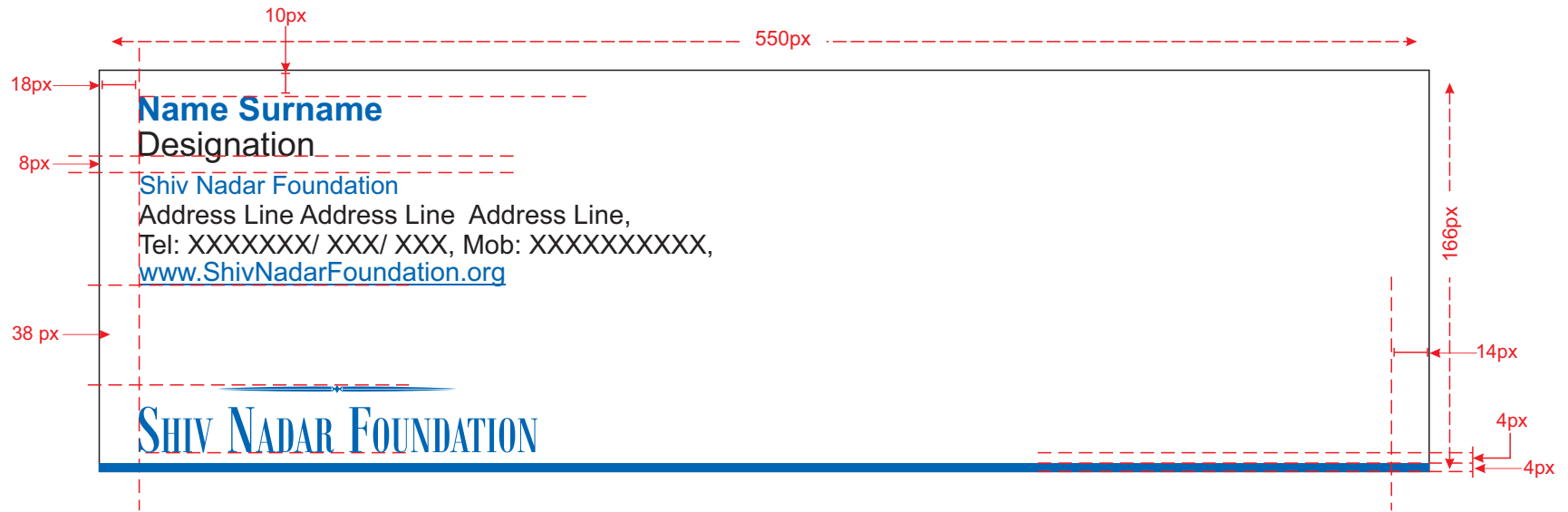
1. **Size of Email Signature** : 550 pixels x 166 pixels

2. **Name and Surname**, Font type - Arial bold, Size - 14pt and Colour - C 100, M 60, Y 0, K 0

3. **Designation**, Font type - Arial, Size - 14pt and Colour - C 0, M 0, Y 0, K 100

4. **Company Name and URL**, Font type - Arial, Size - 11pt and Colour - C 100, M 60, Y 0, K 0

5. **Address and contact number**, Font type - Arial, Size - 11pt and Colour - C 0, M 0, Y 0, K 100

6. **Shiv Nadar Foundation logo** in 170 pixels (w) x 29 pixels (h) must appear 16 pixels away from the left edge and 4 pixels above the bottom band

7. **Band** must appear at the bottom and size should be 4 pixels

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Template 1

The customised templates for MS PowerPoint Presentation are illustrated as :
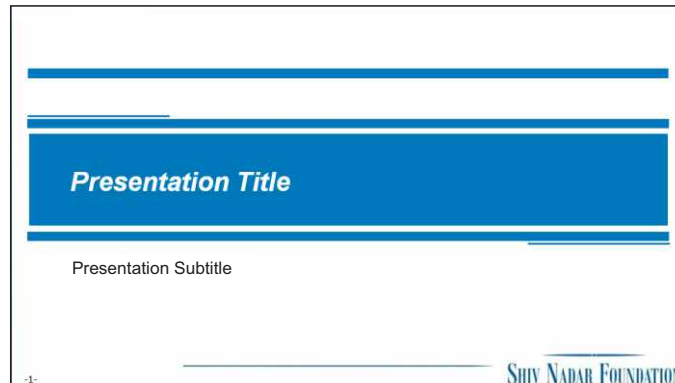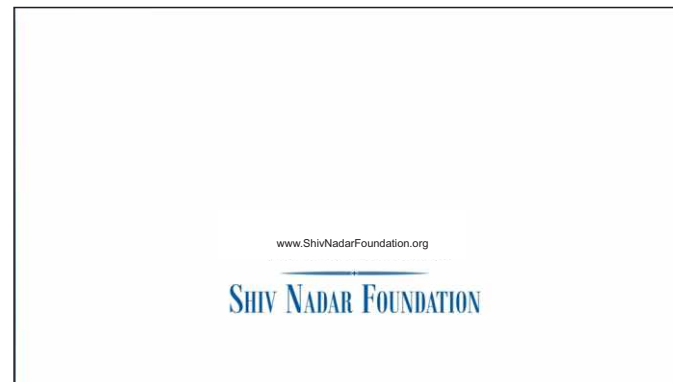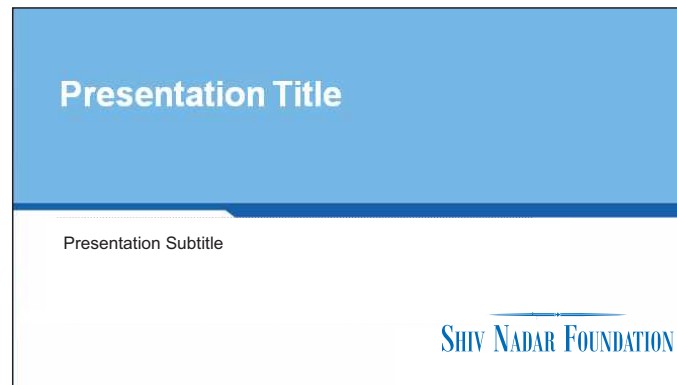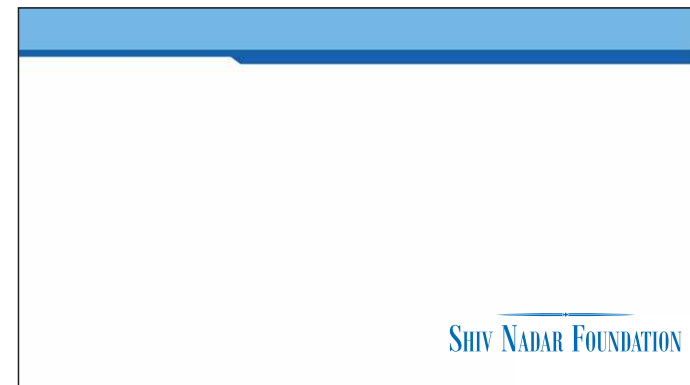

Cover

Slide

End slide

SHIV NADAR FOUNDATION

Template 2

The customised templates for MS PowerPoint Presentation are illustrated as :

Cover

Slide

End slide

SHIV NADAR FOUNDATION
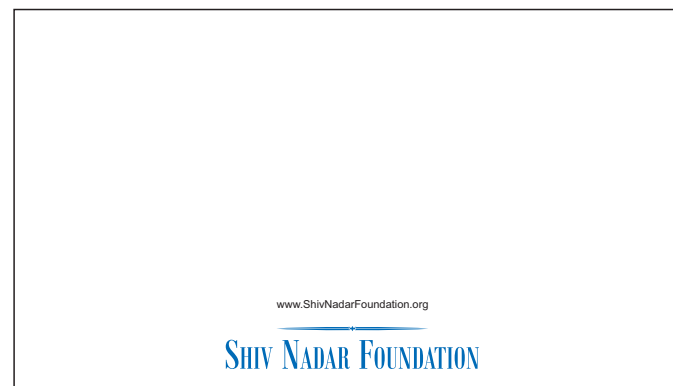
Word Proposal

Cover

The customised templates for Word Proposal Cover are illustrated as:

Proposal Title

SHIV NADAR FOUNDATION

SHIV NADAR FOUNDATION

Inside Page
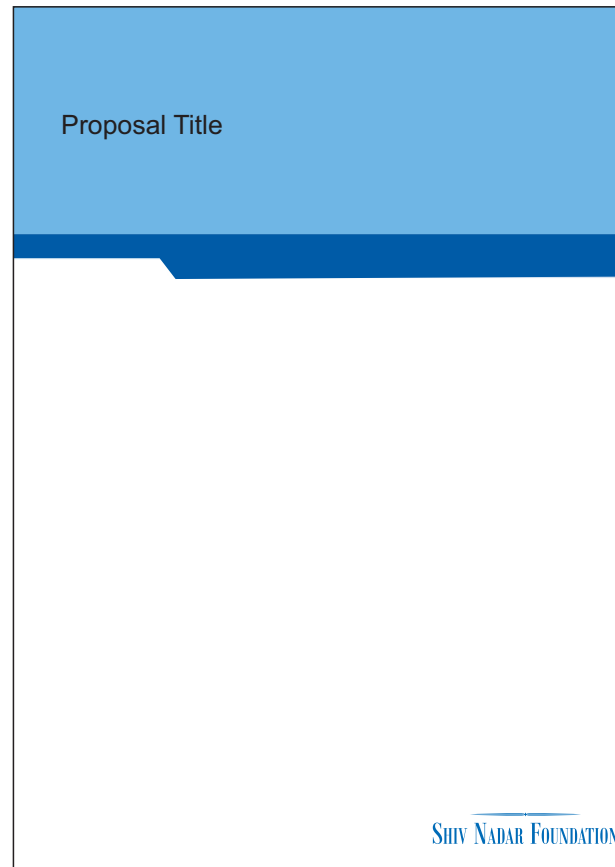
The customised templates for Word Proposal Inside page is illustrated as:

Proposal Title

SHIV NADAR FOUNDATION

SHIV NADAR FOUNDATION
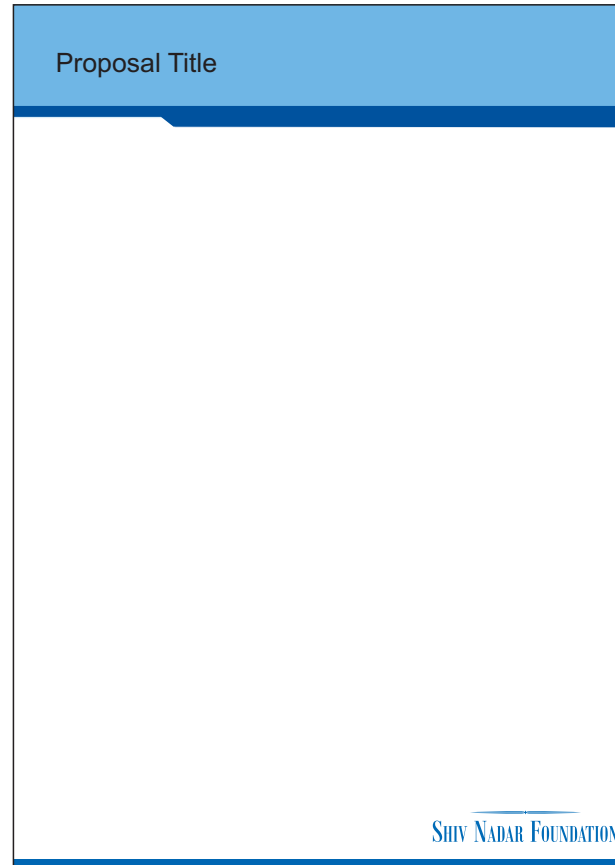
Guidelines for the stationary with '20 Years' logo

Within our '**20 Years**' branded stationary stock, we have the following items:

- Visiting Card

- Letterhead

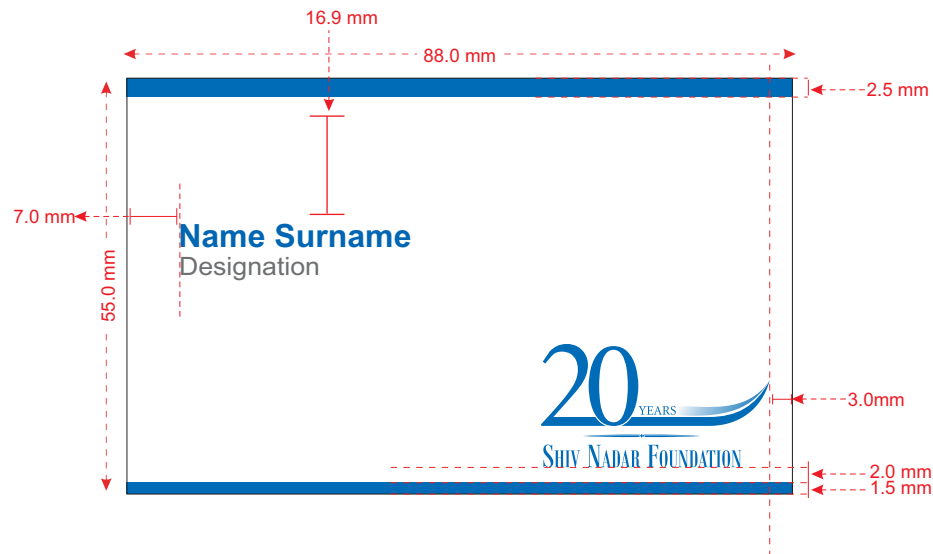- Continuation Sheet

- Envelopes

For this type of stationary, all guidelines remain the same only '20 Years' logo will be placed according to the respective stationary type. Therefore, the forthcoming guidelines relate to the placement of '20 Years' logo and the subsequent changes made to accommodate it.
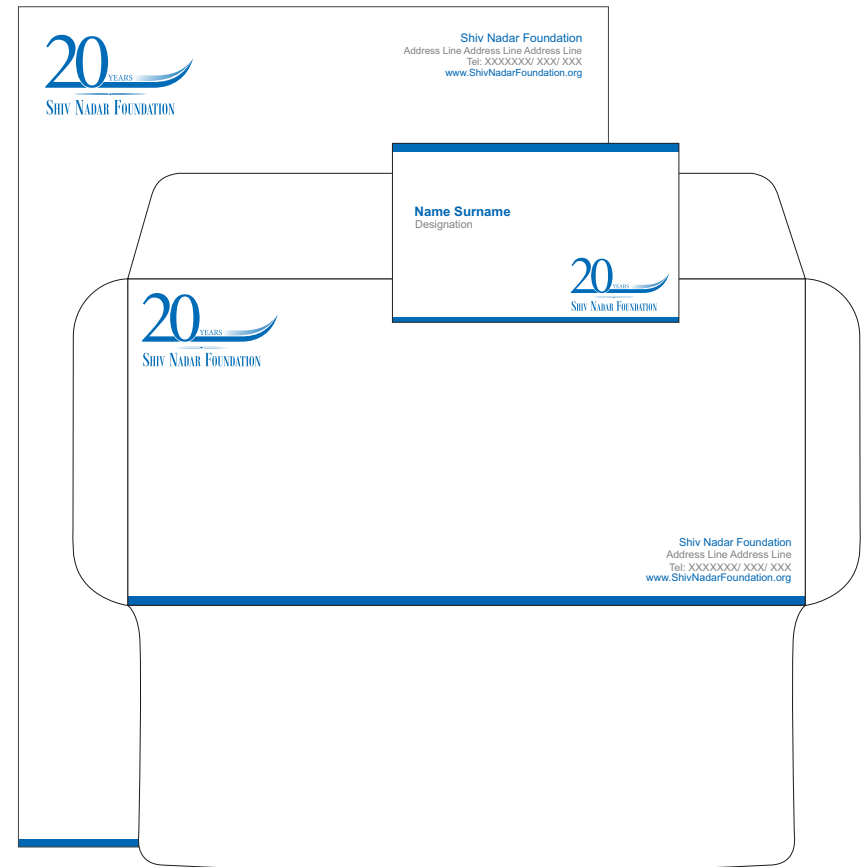
Visiting Card with '20 Years' logo
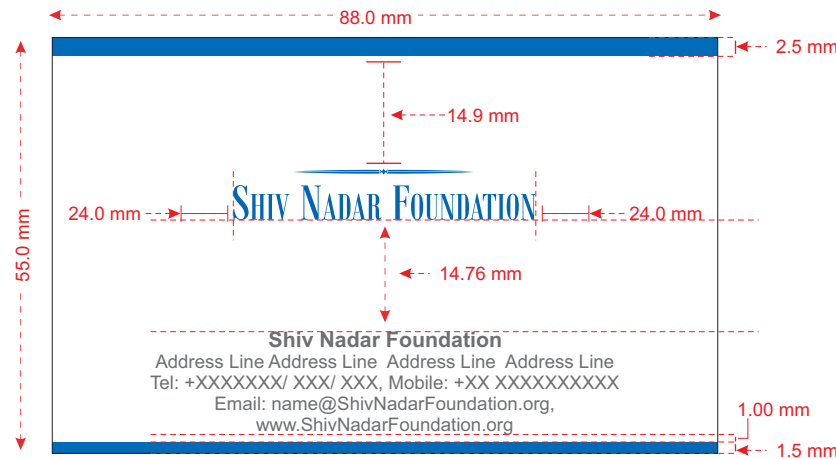
Guidelines for the front

1. Size of **Visiting Card**:
   88 mm (w) x 55 mm (h)

2. **'20 Years' logo** in 30 mm (w) x 16.20 mm (h)
   should be placed on the bottom right corner,
   2 mm above the bottom band and 3 mm away
   from the right edge

3. **Top band** should be 2.5 mm thick

4. **Card bearer's name** should always be
   16.9 mm below the top band and 7 mm
   away from the left edge

5. **Employee's name**
   Font type - Arial, Font Size - 12pt
   Colour - C 100, M 60, Y 0, K 0

6. **Designation**
   Font type - Arial, Font Size - 9pt
   Colour - C 0, M 0, Y 0, K 70

7. **Bottom band** should be 1.5 mm thick

8. **Paper Quality**: Printed Ivory Board 330 gsm

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Guidelines for the back 1

This face doesn't comprise the **'20 Years'** logo. Thus, refer to the regular visiting card guidelines as follows:
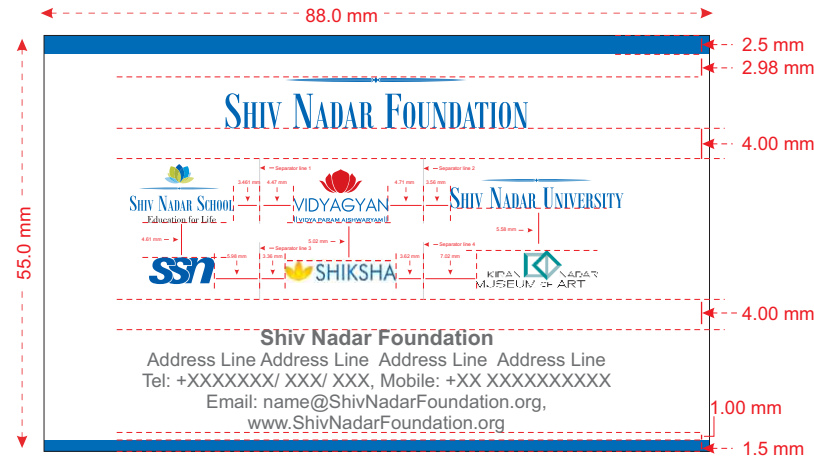
1. **Size of Visiting Card**
   88 mm (w) x 55 mm (h)

2. **Top band** should be 2.5 mm thick

3. **Shiv Nadar Foundation** should appear 15 mm below the top band, 24 mm away from the left and right edges and 14.7 mm from the address

4. **Company name**
   Font type - Arial black, Font size - 8pt
   Colour - C 0, M 0, Y 0, K 70

5. **Address, contact details and company URL**
   Font type - Arial (normal), Font size - 7pt
   Colour - C 0, M 0, Y 0, K 70

6. **Bottom band** should be 1.5 mm thick

7. **Distance of address panel** from the bottom band: 1 mm

8. **Paper Quality**: Printed Ivory Board 330 gsm

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Guidelines for the back 2

This face doesn't comprise the '**20 Years**' logo. Thus, refer to the regular visiting card guidelines as follows:

1. **Size of Visiting Card**: 88 mm (w) x 55 mm (h)

2. **Shiv Nadar Foundation logo** should appear in 40 mm (w) x 6.79 (h) mm size at the bottom-right side. Placement should be 3.0 mm away from the right edge and 2 mm away from bottom band.

3. **Top band** should be 2.5 mm thick and **bottom band** should be 1.5 mm thick

4. **Cluster of logos** comprises 6 logos of **Shiv Nadar School, VidyaGyan, Shiv Nadar University, SSN, SHIKSHA and Kiran Nadar Museum of Art** respectively, arranged in a 3x2 grid. Each horizontal row will feature vertical separator lines between the three logos
 - The gap between Shiv Nadar School logo and the separator line 1 would be 3.46 mm
 - The distance of VidyaGyan logo, from the separator line 1 should be 4.47 mm and from the separator line 2 should be 4.71 mm
 - The gap between Shiv Nadar University logo and the separator line 2 should be 3.46 mm
 - The distance of SSN logo from the separator line 3 should be 3.46 mm and from the Shiv Nadar School logo should be 4.61 mm
 - The distance of SHIKSHA logo, from the separator line 3 should be 3.36 mm, from the separator line 4 should be 3.62 mm and from the VidyaGyan logo should be 5.02 mm
 - The distance of Kiran Nadar Museum of Art logo from the separator line 4 should be 7.02 mm & from the SNU logo should be 5.58 mm

5. **Company name**
   Font type - Arial black, Font size - 8pt
   Colour - C 0, M 0, Y 0, K 70

6. **Address, contact number and company URL**
   Font type - Arial (normal), Font size - 7pt
   Colour - C 0, M 0, Y 0, K 70

7. **Distance of address panel** from the bottom band: 1 mm

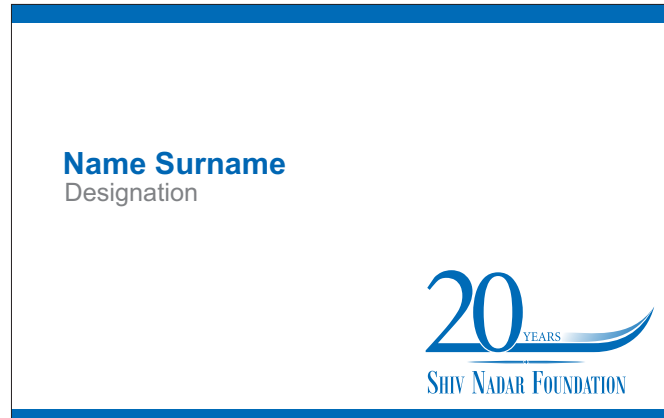8. **Paper Quality**: Printed Ivory Board 330 gsm
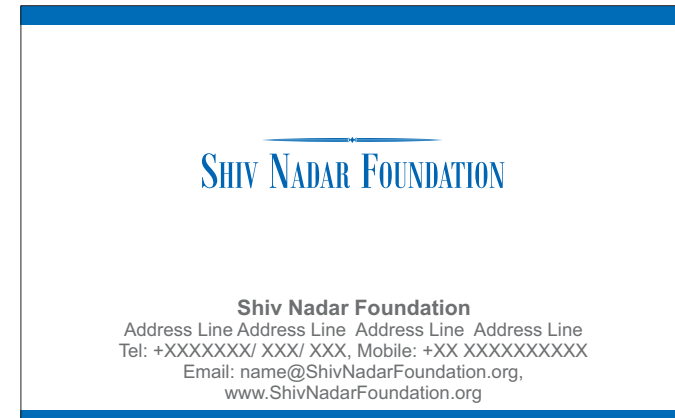
Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

Examples

FRONT

Name Surname
Designation

BACK 1

Shiv Nadar Foundation
Address Line Address Line Address Line Address Line
Tel: +XXXXXXX/ XXX/ XXX, Mobile: +XX XXXXXXXXXX
Email: name@ShivNadarFoundation.org,
www.ShivNadarFoundation.org

BACK 2

Shiv Nadar Foundation
Address Line Address Line Address Line Address Line
Tel: +XXXXXXX/ XXX/ XXX, Mobile: +XX XXXXXXXXXX
Email: name@ShivNadarFoundation.org,
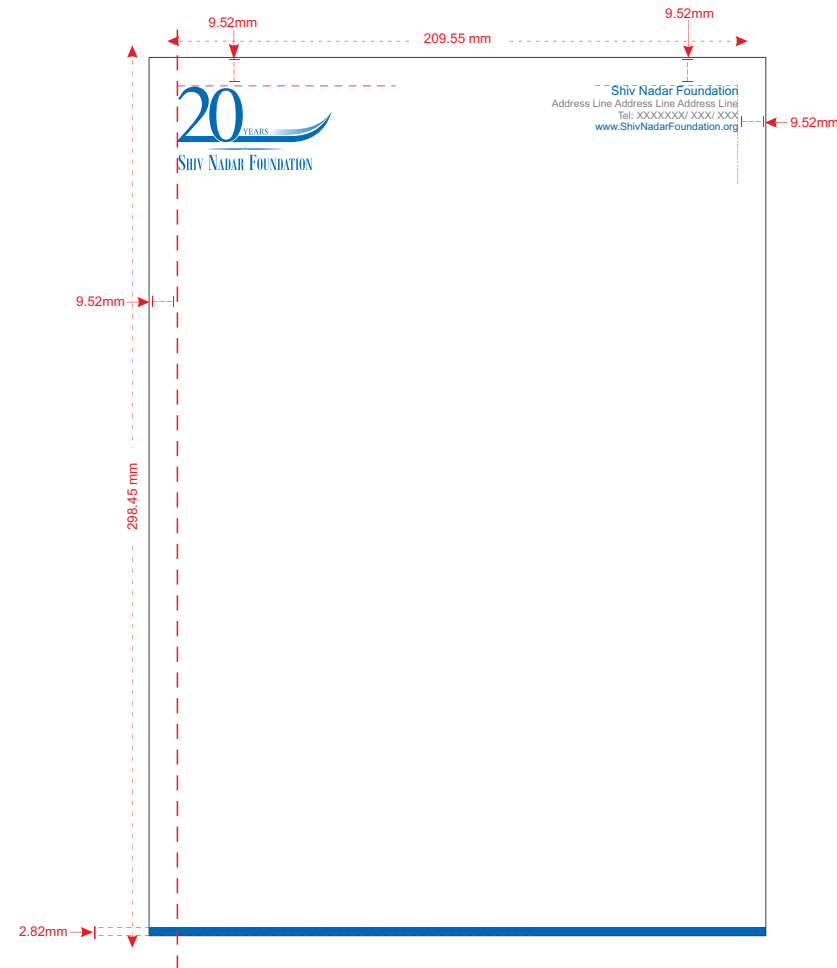www.ShivNadarFoundation.org

SHIV NADAR FOUNDATION

Letterhead with '20 Years' logo
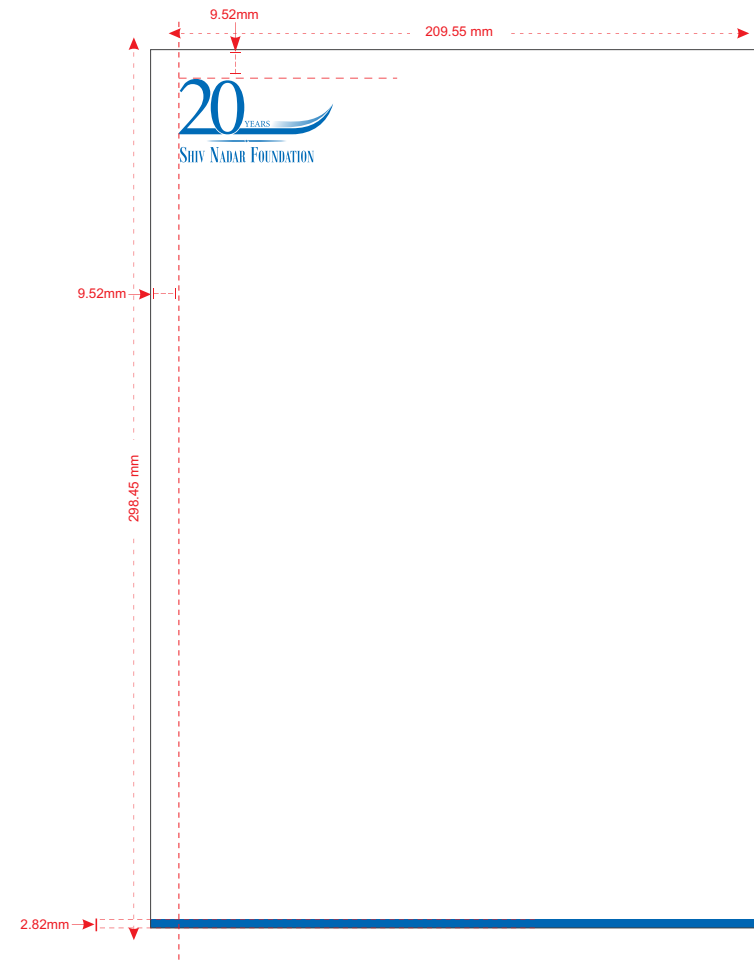
Guidelines

1. Size of **Letterhead**:
   209.55 mm (w) x 298.45 mm (h)

2. **'20 Years' logo** in 49 mm (w) x 26.46 mm (h)
   should be placed at the top left corner, 9.52 mm
   below the top edge and 9.52 mm away from the
   left edge

3. **Address and contact number** should appear
   9.52 mm away from right edge and 9.52 mm
   away from the top edge

4. **Company name**
   Font type - Arial, Font size - 12pt
   Colour - C 100, M 60, Y 0, K 0

5. **Address and contact number**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 0, M 0, Y 0, K 70

6. **Company URL**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 100, M 60, Y 0, K 0

7. **Bottom Band** should be 2.82 mm thick

Please note: (w) - Width, (h) - Height

SHIV NADAR FOUNDATION

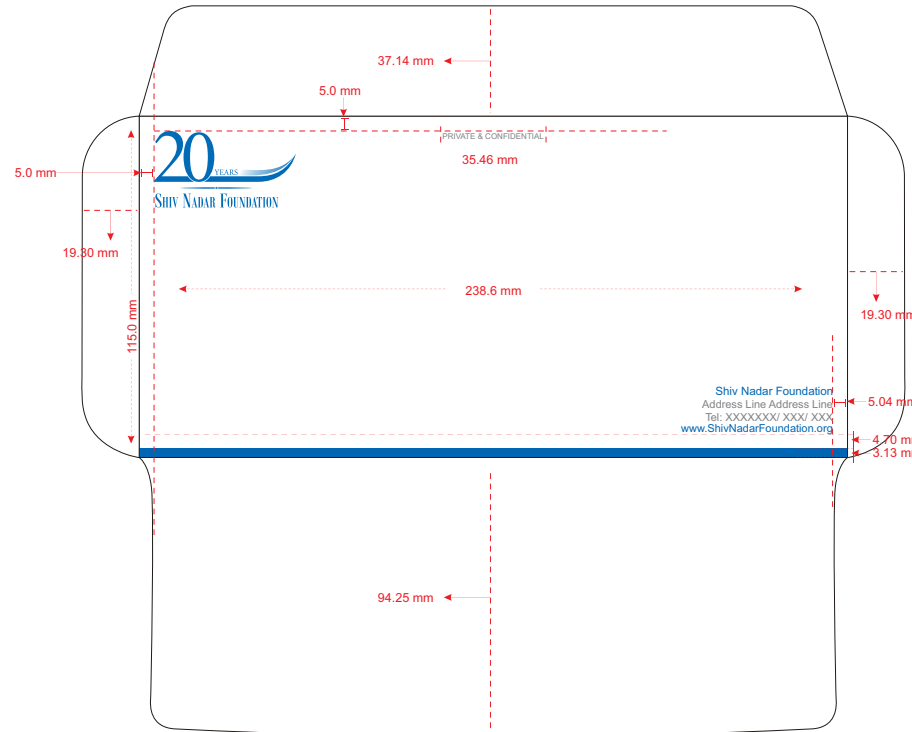# Continuation Sheet with '20 Years' logo

Guidelines

1. Size of **Continuation Sheet** : 209.55mm (w) x 298.45 mm (h)

2. **'20 Years' logo** in 49 mm (w) x 26.46 mm (h) should be placed at the top left corner, 9.52 mm below the top edge and 9.52 mm away from the left edge

3. **Bottom band** should be 2.82 mm thick

Please note: (w) - Width, (h) - Height

Guidelines for the Small Envelope

1. Close size of **Small Envelope**: 238.6 mm (w) x 115 mm (h)

2. The **'20 Years' logo** in 49 mm (w) x 26.46 (h) size should be placed at the top left corner, 5 mm below the top edge and 5 mm away from the left edge

3. **Declaration - "PRIVATE & CONFIDENTIAL"** Font - Arial, Font size 3pt, Colour - C 0, M 0, Y 0, K 70, Placement - Center of the envelope's width and 5 mm from top edge **Company name** Font type - Arial, Font size - 8pt Colour - C 100, M 60, Y 0, K 0

4. **Address and contact Number** Font type - Arial (normal), Font size - 12pt Colour - C 0, M 0, Y 0, K 70

5. **Company URL** Font type - Arial (normal), Font size - 10pt Colour - C 100, M 60, Y 0, K 0

6. **Placement** of company name, address and URL will be 5 mm away from the right edge and 4.7 mm above the bottom band

7. **Bottom band** should be 3.13 mm thick

Please note: *Fold sizes are indicative only. Can be altered according to the production requirements. (w) - Width, (h) - Height*

SHIV NADAR FOUNDATION

Guidelines for the Big Envelope
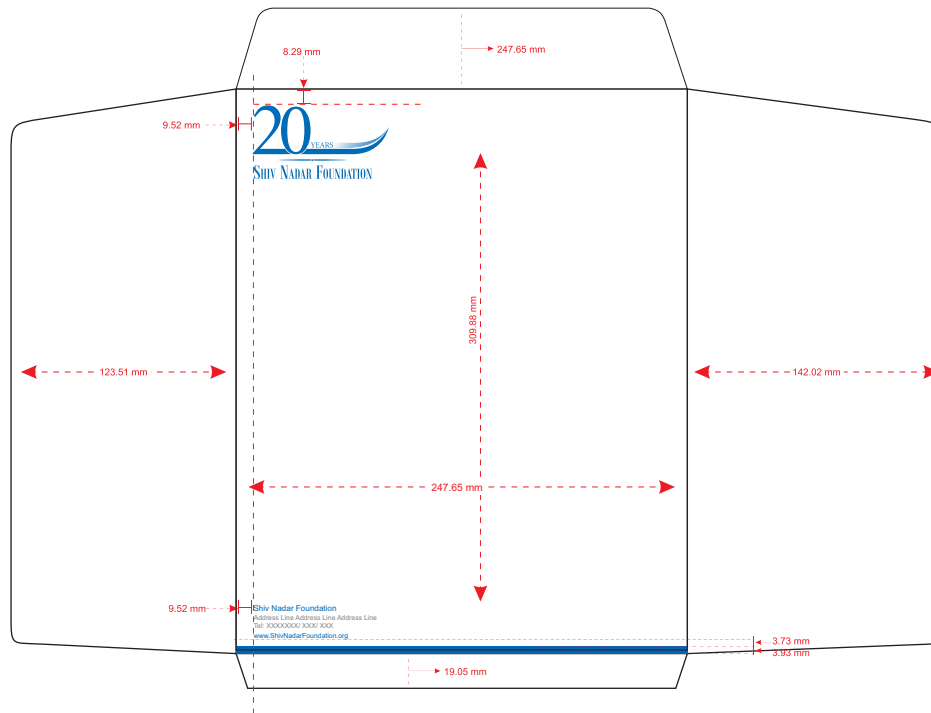
1. Close size of **Big Envelope**:
   247.65 mm (w) x 309.88 mm (h)

2. The **'20 Years' logo** in 75 mm (w) x
   40.59 mm (h) should be placed at the top left
   corner, 8.29 mm below the top edge and
   9.52 mm away from the left edge

3. **Company name**
   Font type - Arial, Font size - 12pt
   Colour - C 100, M 60, Y 0, K 0

4. **Address and contact number**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 0, M 0, Y 0, K 70

5. **Company URL**
   Font type - Arial (normal), Font size - 10pt
   Colour - C 100, M 60, Y 0, K 0

6. **Placement** of company name, address and
   URL will be 5 mm away from the right edge
   and 4.7 mm above the bottom band

7. **Bottom band** should be 3.93 mm thick

Please note: *Fold sizes are indicative only. Can be altered according to the production requirements. (w) - Width, (h) - Height*

SHIV NADAR FOUNDATION

# Wrapping Paper

Guidelines
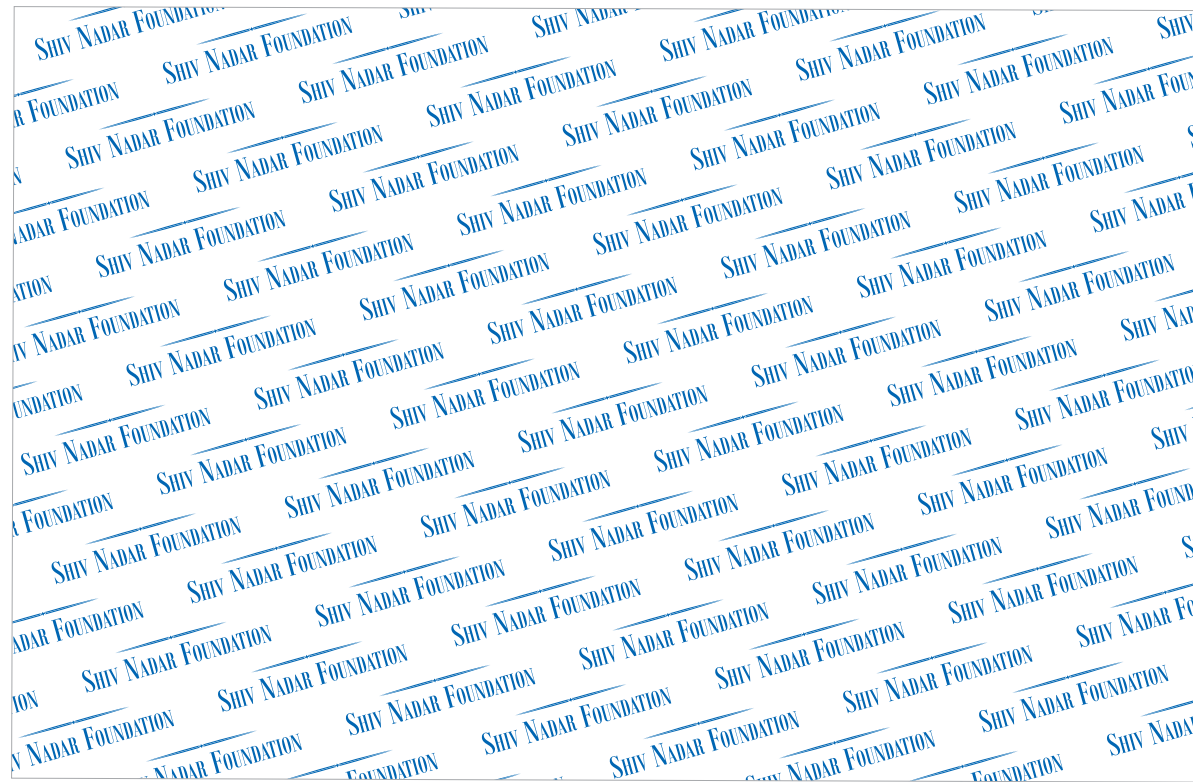
The Shiv Nadar Foundation branded wrapping paper is meant for all gift wrapping purposes from Shiv Nadar Foundation institutions. A typical SNF wrapping paper features a continuous array of Shiv Nadar Foundation logo on a white background.

SHIV NADAR FOUNDATION

Vehicle Branding

Guidelines

SHIV NADAR FOUNDATION

SHIV NADAR FOUNDATION
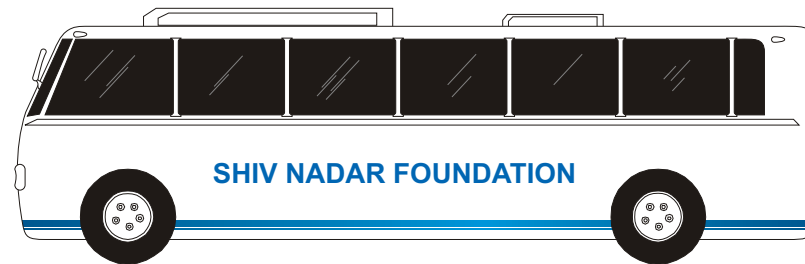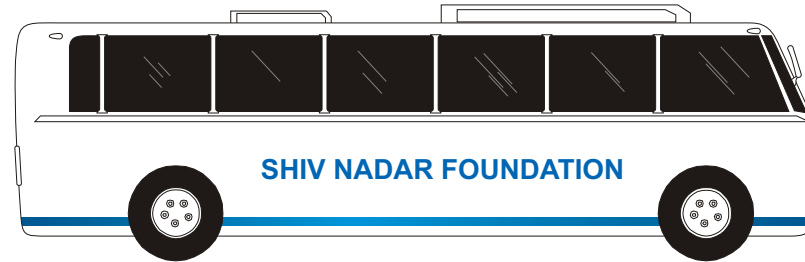
The vehicle designs might change to conform to Government regulations.

The **Shiv Nadar Foundation logo** should be centrally placed on the segment between the front and the rear wheels. The placement should be done in such a manner that the logo also appears at the center of the distance between the base and the windows of the bus.

Queries/ Feedback

We understand that questions or doubts may arise during implementation of these guidelines. Please feel free to write in to **M. Sundararajan** (**mahalingams@hcl.com**) with your queries. We will be available to assist you in maintaining a consistent look and feel for the brand elements.

Mr. M. Sundararajan
Advisor
Shiv Nadar Foundation
3rd Floor, Corporate Towers, SEZ Campus,
Plot No 3A , Sector - 126, Noida - 201 303, UP (India)
Tel: 0120 4016000

Please do not forget to attach a soft copy (ideally in JPEG or PDF format) of the communication item in question.

SHIV NADAR FOUNDATION