

Dr. C. V. Raman University, Khandwa (M.P.)- Logo Usage Guidelines

Introduction:

These guidelines have been established to maintain consistency and integrity in the use of Dr. C. V. Raman University's new logo. The logo is a key element of our visual identity, representing our values, heritage, and commitment to academic excellence. Adherence to these guidelines ensures that the logo is presented uniformly across various applications, reinforcing the university's brand identity.



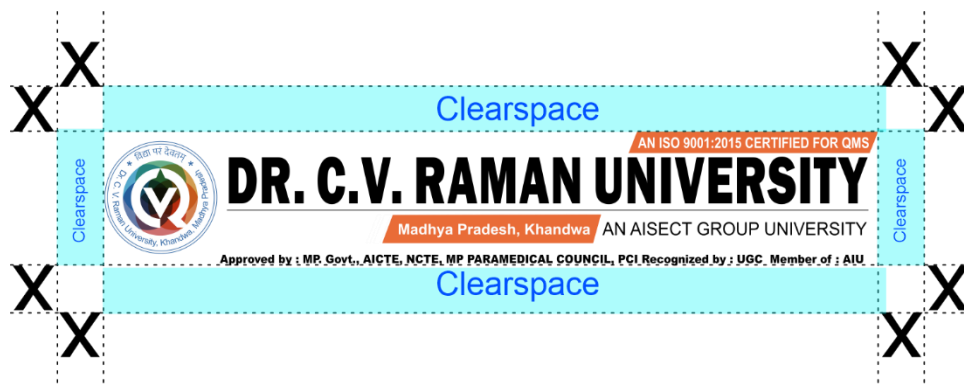
1. Primary Logo:

The primary logo consists of the university's name and accompanying graphic element. It is the preferred and most recognizable version of the logo.

Always use the provided high-resolution vector files for the primary logo to maintain quality and clarity in all applications.

2. Clear Space:

Maintain clear space around the logo to enhance visibility and impact. The minimum clear space should be equal to the height of the letter 'D' in the logo.



3. Minimum Size:

Ensure that the logo is always legible and retains its visual impact. Avoid reducing the size of the logo below 1.5 inch (width) for print and 750x130 pixels for digital applications.

4. Color Variations:

Use the full-color logo on light backgrounds and the monochrome (black or white) version on dark backgrounds.

Do not alter the colors of the logo. Use the official color codes provided in the style guide.

5. Incorrect Usage:

Do not distort, stretch, or alter the proportions of the logo.

Do not add additional graphic elements to the logo.

Do not use outdated versions of the logo; always refer to the latest files provided.

6. Placement:

Place the logo in a prominent and unobstructed position. It should not be crowded by other design elements.

Maintain a consistent placement on different materials, ensuring the logo is easily recognizable.

7. Backgrounds:

Use the appropriate version of the logo based on the background color. Ensure sufficient contrast for visibility.

Do not place the logo on busy or distracting backgrounds that may compromise its readability.

8. Typography:

Do not attempt to recreate the university's name using a different font. Use only the provided logo files.

When referencing the university name in text, use the official typography specified in the style guide.

9. Digital and Print:

Use the provided vector files for print materials and high-resolution raster files for digital applications.

Ensure that the logo is embedded in documents rather than copied and pasted.

10. Approval Process:

Obtain approval from the marketing department for any use of the logo in external publications, advertisements, or collaborations.

11. Consult the Style Guide:

Please contact on given contact for more details of style and color guide.

Contact Information:

For questions or clarifications regarding logo usage, please contact the marketing department at

Email: di.mimrot@gmail.com or Mobile No.:9074932425.

These guidelines are essential to preserving the integrity of Dr. C. V. Raman University's brand identity. Your cooperation in following these guidelines is highly appreciated.