Dr. C.V. Raman University, Khandwa

Branding Policy
Dr. C.V. Raman University, Khandwa (MP), India

Effective From:01.04.2025

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1. Purpose

This policy establishes guidelines for the consistent and effective branding of Dr. C.V. Raman University, Khandwa (MP). It aims to maintain the university's reputation, identity, and visibility by ensuring uniformity in branding elements across all platforms and communication materials.

2. Scope

This policy applies to all Schools of studies, respective departments, centre of excellence associated with the respective schools, Vanmali Knowledge Management Hub and its department, all publications including Audio-Video, Social Media, Print Publications, PR material, News Paper Advertisement, Banners, Posters, of various events organized, all official stationeries of the university or its constituent's schools, Centre for Excellences. The scope also includes the official portal of the university and/or its constituent's schools, affiliated institution, off campus, if any, recognized in futures shall also follow the branding policy of the university. The Podcast policy and any other such policy herein the branding becomes strategic shall follow this branding policy.

3. Brand Identity Guidelines

3.1. University Logo Usage-

The university currently uses two logos, one which was under use ever since inception which is a common logo of the Dr. C V Raman Universities viz Bilaspur, Vaishali and Khandwa. The AGU emphasizes use of common logo for the three separate legal entities, which at times creates confusion and posses many quasi-legal issues. It is noteworthy that the common logo facilitates cost cutting at times. Keep in this in mind a new logo was proposed by DR. C V Raman University, Khandwa. Honourable chancellor of the university in principle agreed for an independent identity, since then the new logo is under used. For the time being the two logos are under used as per following-

1. The AGU when prints common stuffs for the three Universities uses the old logo.
2. CVRUK at university level constantly using the new logo.

    Both the logos are shown under 3.1.1.

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3.1.1. The official logo must be used in all official communications, publications, and promotional materials. The official logo are as follows-

1.

(Note: The AGU when prints common stuffs for the three Universities uses the old logo.

2.

(Note: New Logo for all internal communication)

3.1.2. The logo should not be modified or distorted in any way.

3.1.3. Different colour variations (monochrome, grayscale) may be used as per the official branding guidelines.

3.1.4. Proper spacing around the logo must be maintained to ensure clarity and visibility.

3.1.5. Usage of the logo in external collaborations requires prior approval.

3.2 Typography and Fonts

The typography-font types, size, colours shall be driven by creatives and designs of the material. It is noteworthy that clarity, readability and consistency shall drive the three parameters and design team has to take cognizance of the clarity, readability and consistency.

Basic Formatting Standards for Document Creation

A few standards that should be used in most office documents, unless specified otherwise:

3.2.1. 11-12 pt. font in a consistent style throughout, including headers, footers, and visual labels

3.2.2. 14 pt font for section headings (and "Memo" or another document label within a header)

3.2.3. A standard, professional font (e.g., Times New Roman, Cambria, Calibri)

3.2.4. Single or 1.5 line spacing, with no indentation on the first line of the paragraph

3.2.5.   Additional line break between paragraphs

3.2.6.   Left-justified body text

3.2.7.   Page numbers at bottom right corner (starting the first page of the main text, i.e. not the cover page or Table of Contents)

3.2.8.   1in. margins from all side

3.2.9.   Table Cell margins is 0.05

3.2.10. This page has 1.0-inch margin from all sides

3.2.11. 2 ¼ pt thick black page border

3.2.12. Text in digital and print media must be legible and aesthetically consistent with branding principles.

3.3. Color Palette

3.3.1. The university's official color are shades of blue as Primary color and shades of green Secondary color.

3.3.2. All digital and print materials must adhere to the designated colour schemes to ensure consistency.

3.3.3. Additional accent colors may be used only if they complement the official palette.

3.4. Motto, Tagline and Slogan

3.4.1. Motto- *विद्या परं देवतम्*

3.4.2. The official tagline of the university is ***Building future of Bharat- speed with quality.***

3.4.3. Slogan- *सपनों को पंख लगाने की जगह = स्वप्नानां विकासायै केन्द्रम्*

3.4.4. **Motto, Tagline and Slogan** must be used in all official materials and should not be altered or replaced.

3.5. Official Website and Social Media

3.5.1. The university website (www.cvrump.ac.in) maintains a uniform design and content structure.

3.5.2. All official social media accounts must use the university's logo (new logo proposed and approved in principle), names, and approved visuals.

3.5.3. Social media content must reflect the university's values, academic achievements, and community engagement.

3.5.4. Any third-party collaborations on social media must align with university branding policy.

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3.6. Publications and Printed Materials

The CVRUK has an independent publication and printing policies consistent with the Branding Policy. All issues related to Branding in publications and print material covered in this document as well as in the publication and printing policy.

3.6.1. All brochures, flyers, reports, Digital news letter Vishwat, House journal- Shabri, Research Journal- Raman Anusandhaniki, any other publication brought out by the publication and documentation division of the university must adhere to both the Publication & Documentation policy and Branding policy.

3.6.2. Any printed material must be approved by the designated Marketing-Committee before distribution.

3.6.3. Use of high-resolution images and university-approved templates is mandatory.

3.7. Email Signatures and Official Correspondence

3.7.1. University staff and faculty must use the standardized email signature format.

3.7.2. University staff and faculty must use the official email-id for official communication.

3.7.3. Official correspondence should be on the university's letterhead with appropriate branding elements.

3.7.3. Digital signatures must follow the branding policy guidelines to maintain authenticity.

3.8. Merchandise and Branding Collaterals

3.8.1. All merchandise (T-shirts, mugs, pens, etc.) must adhere to official branding guidelines.

3.8.2. Unauthorized use of the university's logo and name on merchandise is prohibited.

3.9. Brand Protection and Compliance

3.9.1. Any unauthorized use of the university's branding elements is strictly prohibited.

3.9.2. Legal action may be taken against individuals or entities misrepresenting the university.

3.9.3. The branding policy will be periodically reviewed and updated as necessary.

3.9.4. Faculty and staff must report any misuse of the university's branding elements.

3.10. Approval and Enforcement

3.10.1. The university's designated authorities will oversee the implementation of this policy.

3.10.2. Any deviations from this policy must be approved by the designated authority.

3.10.3. Periodic training sessions will be conducted to ensure compliance with branding standards.

This policy ensures a unified and professional representation of Dr. C.V. Raman University, Khandwa (MP), strengthening its brand identity and public perception.

Approved by: Board of Management