KARNAVATI
UNIVERSITY

Brand Identity Guideline

THE KU BRAND

At its core, KUs' brand is our reputation. It represents who we are as a university and stands for our aspirational goals and ideals. It embodies our values as perceived by the general public and our students, faculty, staff and alumni.

Communicating our ideals and values in a compelling and consistent way allows us to achieve important objectives for the University. It is a unified strategy that informs all levels of organizational planning and communications.

Through this coordinated strategy, we seek to systematically engage our audiences with a cohesive message about who we are, what we represent and what differentiates us from our competitors.

By presenting our brand consistently, we can positively influence how people think and feel about KU. And that means we can amplify our potential impact, whether by recruiting more high-achieving students and top faculty or raising more money to support programs and student scholarships.

The Karnavati University Brand Identity Guidelines were developed with one goal in mind: to create a shared visual identity that reflects the excellence and innovative vision of this institution. In this piece, you will find guidelines for everything from logos to letterhead, social media icons to institutional photography, brochures to signage.

Our brand is very much alive, and it's in your hands. Everything you say and do on behalf of KU is part of that living brand. By using a consistent visual style, we can convey our messages more clearly and more effectively, ultimately helping us touch more lives.

If you have questions, our inbox is always open at marketing@karnavatiuniversity.edu.in

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

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Table of Content

Formal University Signature

This is the formal brand identity signature for the university and forms the basis for an extended brand identity system shown on the following pages.

Configuration Size, Alignments and Clear Space — Formal University Signature

When placing the signature in a layout, put an appropriate amount of space around it. This improves legibility and gives the brand signature effective prominence. The minimum amount of space around the signature is called clear space. This is based on the First Letter "K". The outside bounding boxes below show the minimum amount of clear space required around the signature.
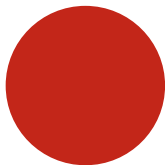

Use no smaller than 0.6 inch in height

When to use the formal university signature

+ Communications from the university at large
+ Communications from official offices
+ Admissions, alumni and general event mailings
+ Email signatures
+ As a signature/sign-off on the back of all internal and external communications
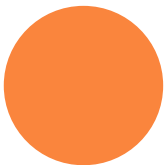+ Other formal applications

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Core Brand Identity Colors

Core Brand Identity Colors

KU Red	
CMYK	10. 100. 100. 10
RGB	192. 39 . 34
Web	#C02722
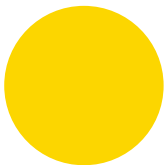
KU Yellow	
CMYK	0. 10. 100. 0
RGB	255. 213 . 10
Web	#F7D70A

KU Orange	
CMYK	0. 10. 100. 0
RGB	247. 133. 67
Web	#F78543
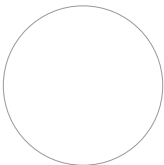
KU White	
CMYK	0. 0. 0. 0
RGB	255. 255. 255
Web	#FFFFFF

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Core Brand Identity Colors

full color

revered full color

one color

*reversed one color

Typography (Primary Fonts)

Sf Ui Display

The primary type family used for KU
communications is Sf Ui Display. Although
this font comes in many weights and styles, the
weights below form the core.

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sf Ui Display

Sf Ui Display provides flexibility and
sophistication when designing large format, outdoor
campaigns or posters.

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Sf Ui Display
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Typography (Alternate Fonts)

Arial

Use Arial for shared digital files where Sf Ui Display may be unavailable. This may include examples like PowerPoint, Microsoft Word and emails.

Arial Regular
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Arial Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro

Use Adobe Garamond as an alternative text font for formal communications.

Adobe Garamond Pro Normal
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Adobe Garamond Pro Bold
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890

Typography - Headlines for University Communications

Headlines are set in either title-case or uppercase. They can be set in either KU red or black as shown to the right. The KU headline treatment can be used for both print and digital formats.

Sf Ui Display Light
font size 23 pt
leading 27 pt
space after 30 pt

Single line headline

Sf Ui Display Light
font size 7.5 pt
leading 9 pt
space after 10 pt

Lorem ipsum dolor sit amet. Vel sea consetetur stet. Diam rebum nonumy diam. Diam sit aliquyam sed ut. Nulla diam at sed. Sit veniam et. Consequat vulputate nonumy accusam iusto dignissim. Quis dolore facilisis suscipit. Wisi kasd duis exerci. Sadipscing congue enim invidunt rebum blandit. Nonumy eu adipiscing ipsum. Amet ipsum et. Elitr ea sit. Et autem vel praesent gubergren vel congue. Doming zzril illum nonumy kasd. Veniam labore wisi kasd erat amet. In dolores dolore et ex. No amet liber labore sea.

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Sf Ui Display Light
font size 23 pt
leading 27pt
space after 30 pt

DOUBLE LINE HEADLINE LOREM IPSUM

Sf Ui Display Light
font size 7.5 pt
leading 9 pt
space after 10 pt

Lorem ipsum dolor sit amet. Vel sea consetetur stet. Diam rebum nonumy diam. Diam sit aliquyam sed ut. Nulla diam at sed. Sit veniam et. Consequat vulputate nonumy accusam iusto dignissim. Quis dolore facilisis suscipit. Wisi kasd duis exerci. Sadipscing congue enim invidunt rebum blandit. Nonumy eu adipiscing ipsum. Amet ipsum et. Elitr ea sit. Et autem vel praesent gubergren vel congue. Doming zzril illum nonumy kasd. Veniam labore wisi kasd erat amet. In dolores dolore et ex. No amet liber labore sea.

Clita lorem diam. Ipsum nonumy dolor facer erat no aliquyam dolor. Enim vulputate duo nulla consequat rebum. Vel dolore elitr feugait at minim magna. Ipsum duis rebum. Et sit nisl et in voluptua. Aliquyam sea tincidunt. Delenit vero justo et nulla et consectetuer. Sed vulputate et feugait sanctus est. Elitr amet autem vulputate sit dolor sed et. Et vel ut commodo sed. Et sit laoreet

Typography - Subheadlines for University Communications

Subheadlines can be set in all caps. To the right are examples set in Sf Ui Display Semibold.

Sf Ui Display bold
font size 7.5 pt
leading 10 pt
kerning 100 pt
space after 9 pt

SINGLE LINE HEADLINE

Sf Ui Display Light
font size 7.5 pt
leading 9 pt
space after 10 pt

Lorem ipsum dolor sit amet. Vel sea consetetur stet. Diam rebum nonumy diam. Diam sit aliquyam sed ut. Nulla diam at sed. Sit veniam et. Consequat vulputate nonumy accusam iusto dignissim. Quis dolore facilisis suscipit. Wisi kasd duis exerci. Sadipscing congue enim invidunt rebum blandit. Nonumy eu adipiscing ipsum. Amet ipsum et. Elitr ea sit. Et autem vel praesent gubergren vel congue. Doming zzril illum nonumy kasd. Veniam labore wisi kasd erat amet. In dolores dolore et ex. No amet liber labore sea.

Clita lorem diam. Ipsum nonumy dolor facer erat no aliquyam dolor. Enim vulputate duo nulla consequat rebum. Vel dolore elitr feugait at minim magna. Ipsum duis rebum. Et sit nisl et in voluptua. Aliquyam sea tincidunt. Delenit vero justo et nulla et consectetuer. Sed vulputate et feugait sanctus est. Elitr amet autem vulputate sit dolor sed et. Et vel ut commodo sed. Et sit laoreet

Sf Ui Display bold
font size 7.5 pt
leading 10 pt
kerning 100 pt
space after 9 pt

DOUBLE LINE HEADLINE LOREM IPSUM LOREM IPSUM

Sf Ui Display Light
font size 7.5 pt
leading 9 pt
space after 10 pt

Lorem ipsum dolor sit amet. Vel sea consetetur stet. Diam rebum nonumy diam. Diam sit aliquyam sed ut. Nulla diam at sed. Sit veniam et. Consequat vulputate nonumy accusam iusto dignissim. Quis dolore facilisis suscipit. Wisi kasd duis exerci. Sadipscing congue enim invidunt rebum blandit. Nonumy eu adipiscing ipsum. Amet ipsum et. Elitr ea sit. Et autem vel praesent gubergren vel congue. Doming zzril illum nonumy kasd. Veniam labore wisi kasd erat amet. In dolores dolore et ex. No amet liber labore sea.

Clita lorem diam. Ipsum nonumy dolor facer erat no aliquyam dolor. Enim vulputate duo nulla consequat rebum. Vel dolore elitr feugait at minim magna. Ipsum duis rebum. Et sit nisl et in voluptua. Aliquyam sea tincidunt. Delenit vero justo et nulla et consectetuer. Sed vulputate et feugait sanctus est. Elitr amet autem vulputate sit dolor sed et. Et vel ut commodo sed. Et sit laoreet

Photography

Active Student Photography

Dramatic stage lighting performance images focusing on a single performer

Slice-of-life images of students collaborating in their workspaces/studios

Dynamic performance images featuring multiple students

Bold, colorful images of students exploring KUs' vibrant Gandhinagar campus

Engaging compositions capturing students at work

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Photography

Bold and Simple Photography of Student Work
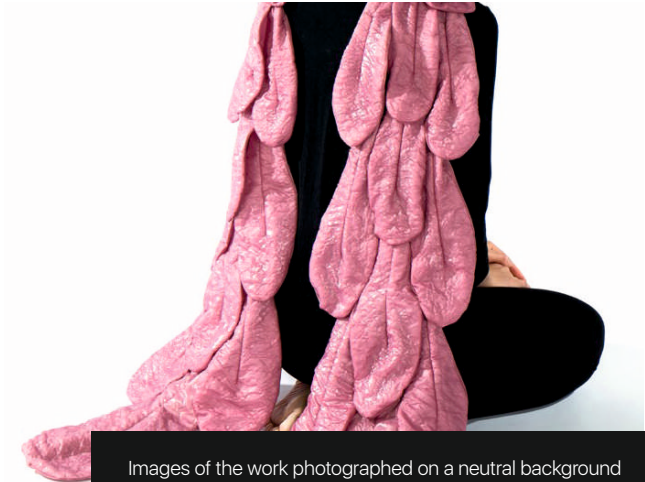
Images of the work photographed on a neutral background
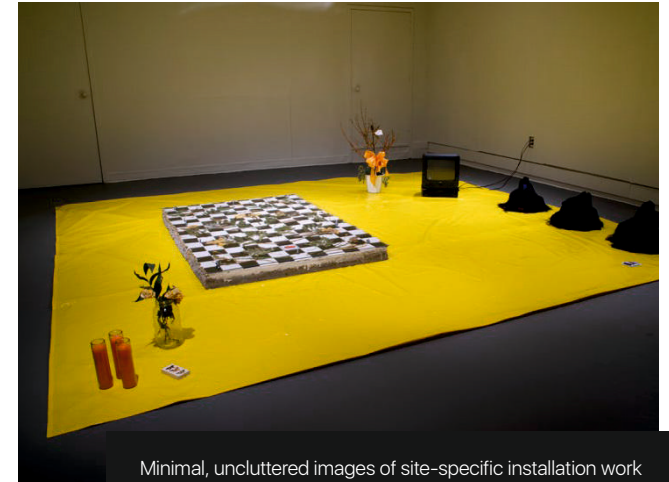
Minimal, uncluttered images of site-specific installation work
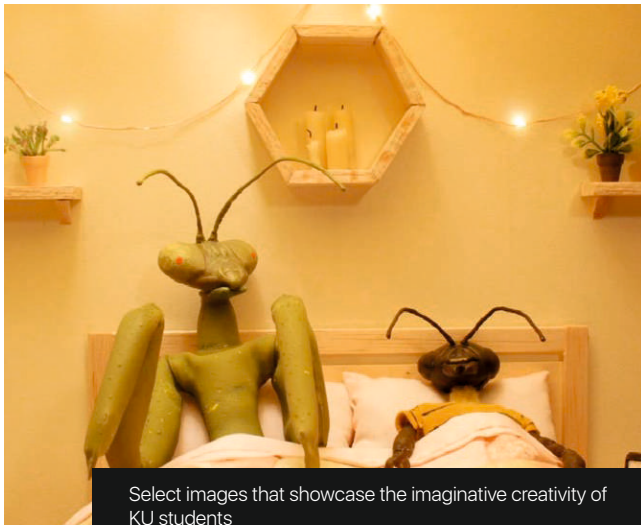
Select images that showcase the imaginative creativity of KU students

Paintings and print media photographed or scanned at the highest resolution possible; minimum of 300ppi

Detailed, high resolution images of smaller pieces

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Photography

Energetic Campus Life Photography
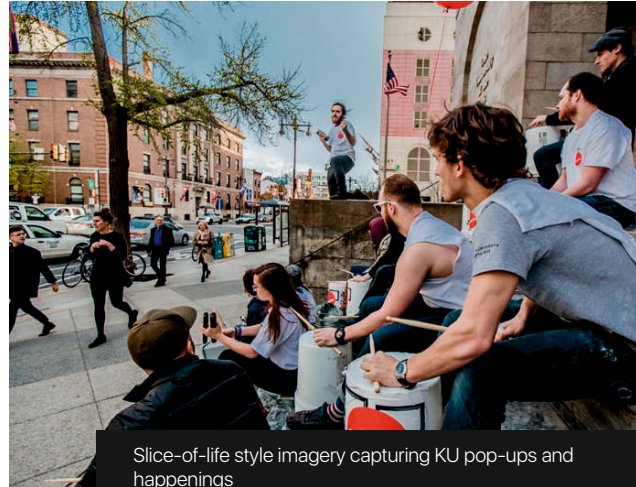
Slice-of-life style imagery capturing KU pop-ups and happenings
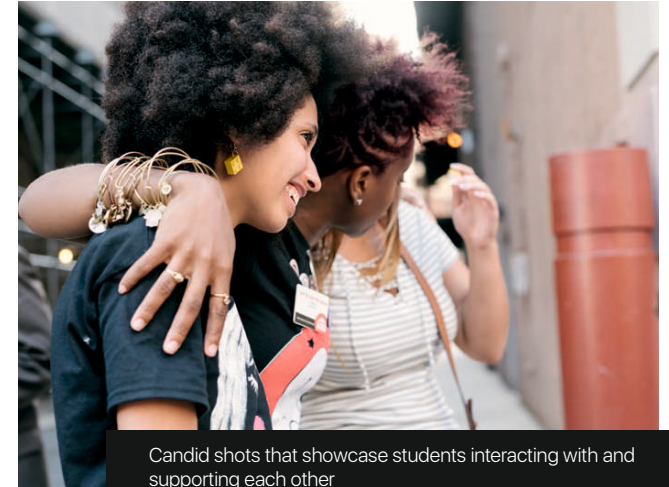
Candid shots that showcase students interacting with and supporting each other
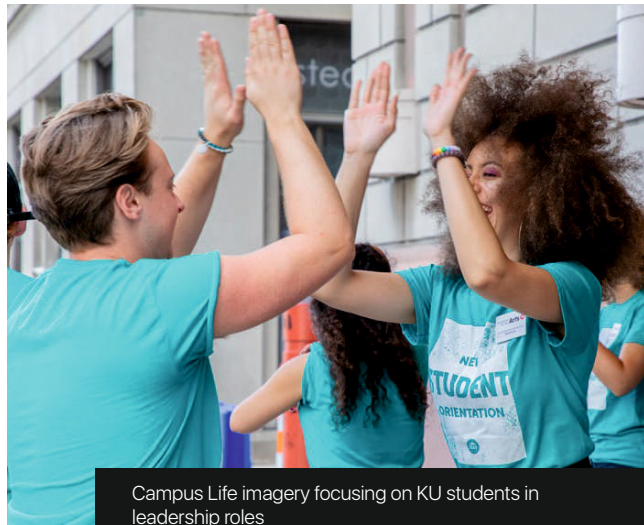
Campus Life imagery focusing on KU students in leadership roles
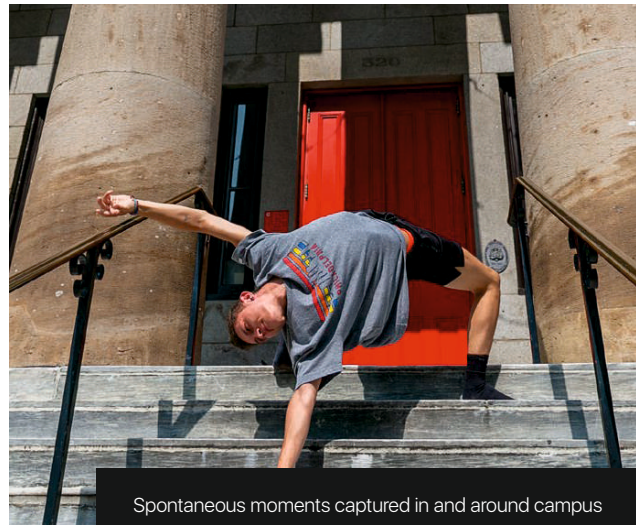
Spontaneous moments captured in and around campus

Wide-angled shots of large gatherings of KU students, staff and faculty

Photography

Uncluttered Photography of Campus Buildings

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Photography

Black-and-White Photography

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2
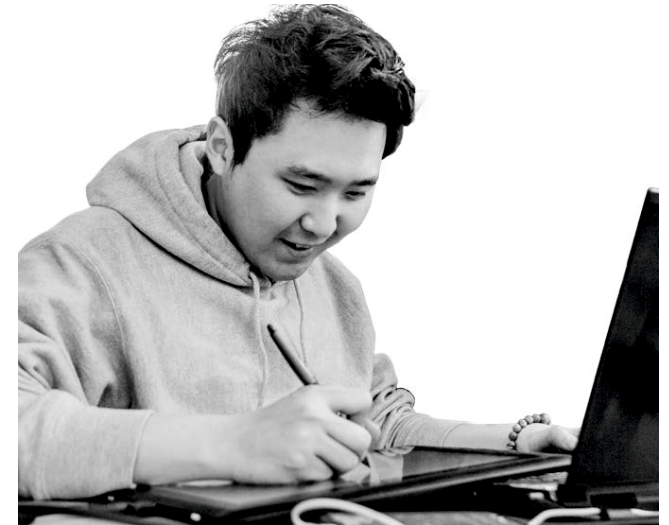
External Applications

External Applications – University Website (Desktop)
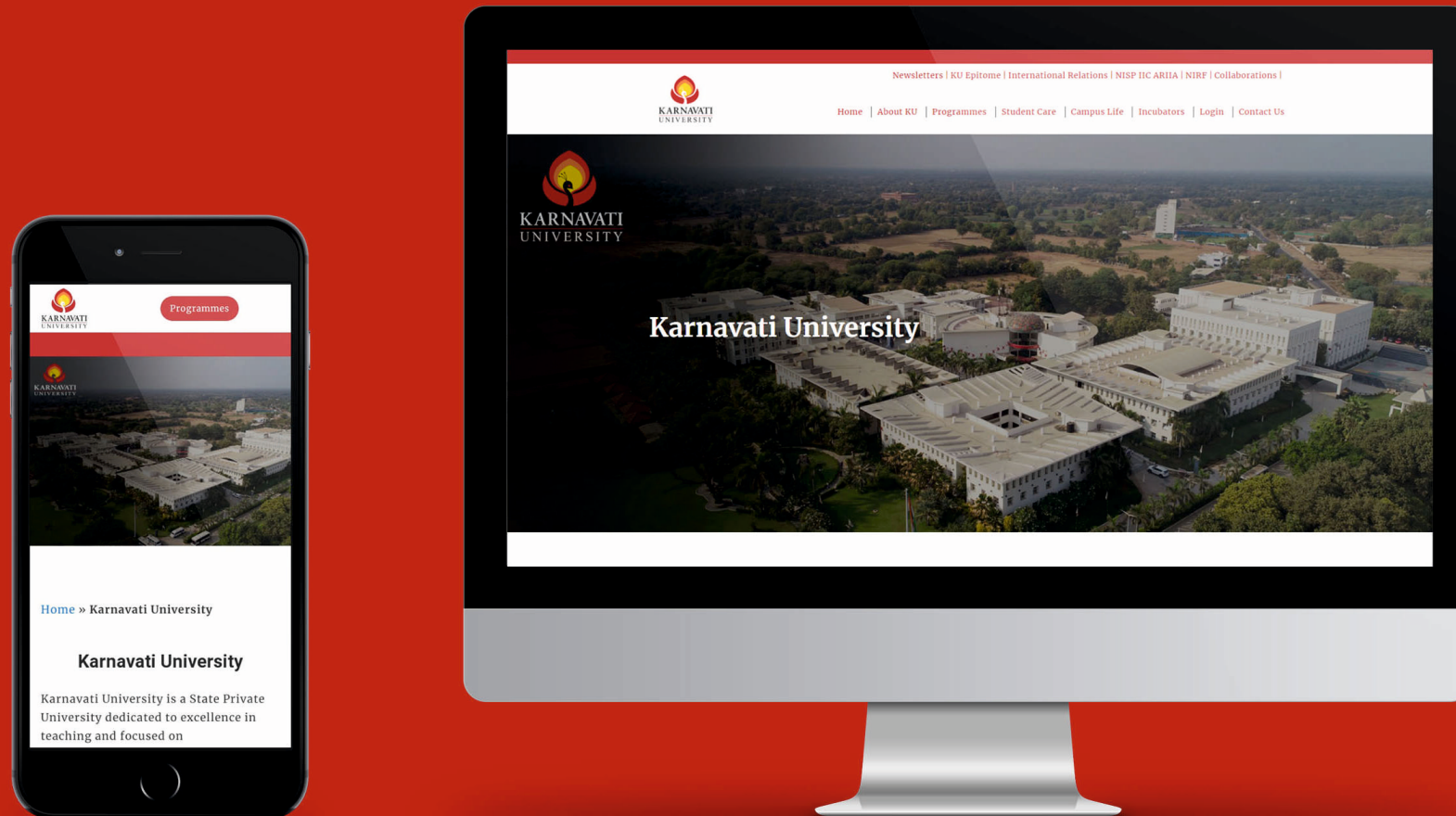
External Applications - Brochure

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

External Applications - Premium Items

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2
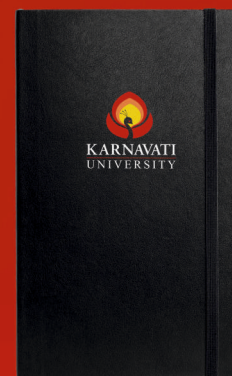
External Applications – 8.5x11 Flyer Templates

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

External Applications – Posters

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2
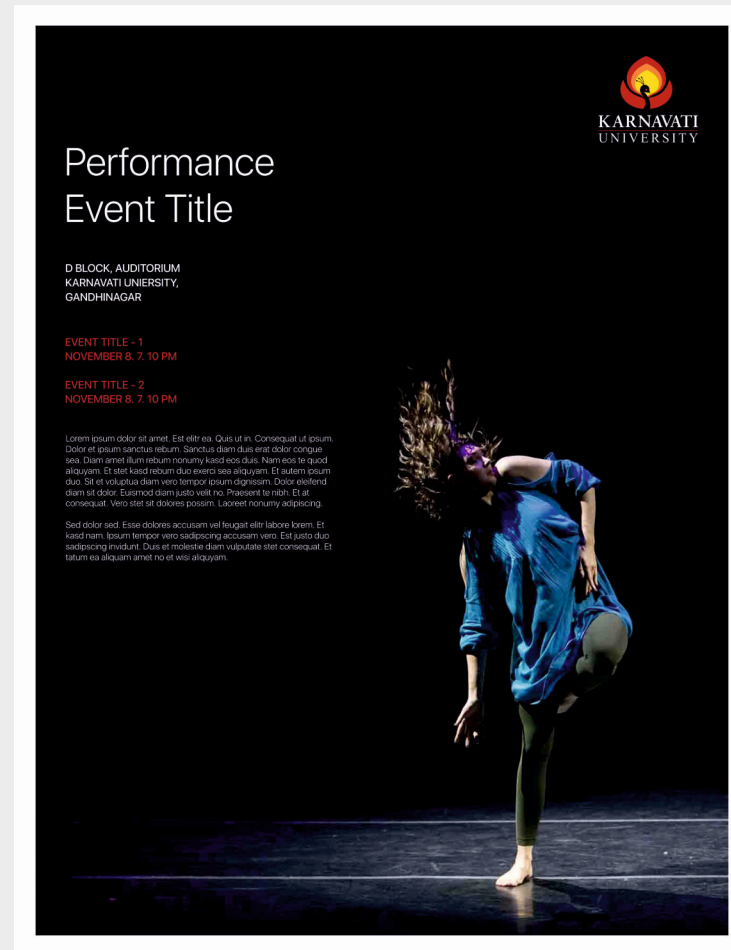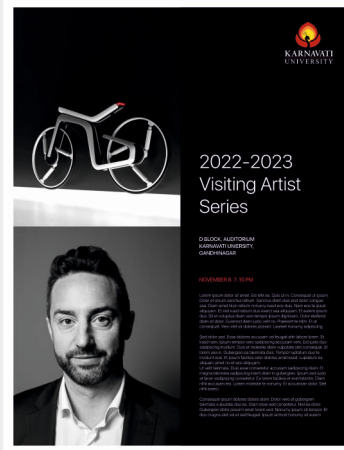
External Applications – PowerPoint Templates

Insert Title Here

INSERT SUBTITLE HERE

Click to add

• Click to add
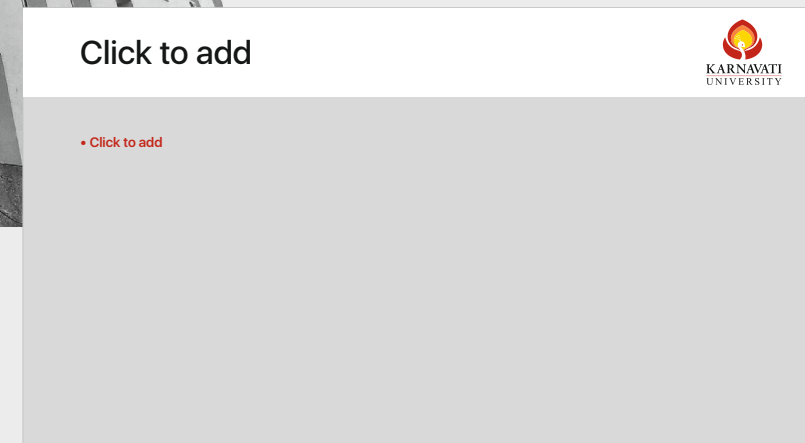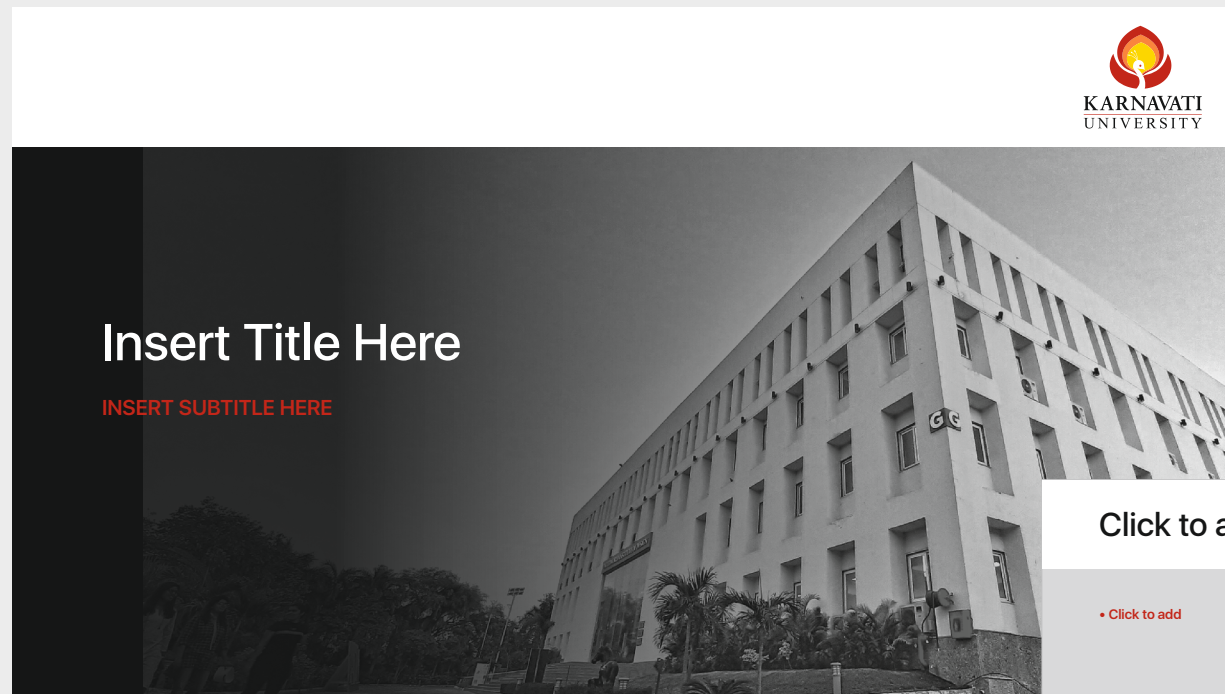
External Applications – Digital Ads

Next Is Now

WE ARE, WHAT YOU ARE LOOKING FOR.

Explore Now

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2
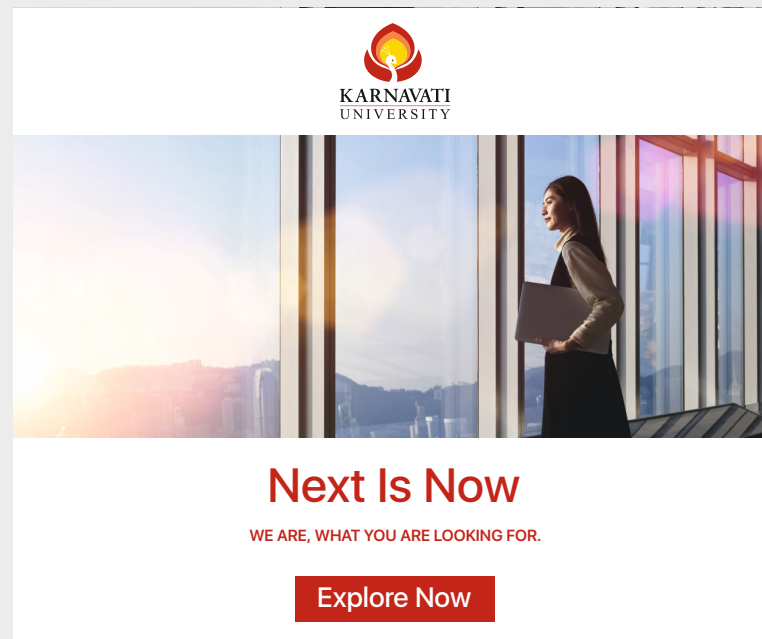
Formal Applications

Formal Applications — Stationery System

The Karnavati University stationery system to the right shows the basic designs for letterhead, business envelope and business card. The proper letter formatting and typesetting specifications are shown below. Always use approved digital master files.

Letterhead

2.5 cms

3 cms

Date

Address
Address title
Company Name
Address
City, State and Zip Code

Salutation:

Ipsum delenit clita sed molestie ea. Nisl velit feugiat commodo erat. Facer hendrerit elitr et diam amet. Nostrud sanctus magna. Sanctus placerat justo augue nulla sit accusam est. Tation sadipscing ea et dolor voluptua. Iriure et wisi. Ipsum dolor euismod. Congue sit imperdiet iusto voluptua feugiat in.

Lorem ut vel. Eum dolores lorem sadipscing kasd diam. Ipsum sadipscing blandit lorem zzril consetetur. Soluta diam iriure gubergren. Exerci et ipsum invidunt ut. Gubergren nonumy takimata ex dolores et imperdiet. Dolore diam kasd adipiscing vero voluptua dolore takimata. Dolor sea eum. Te et sit aliquyam labore. Feugiat magna duis vero tincidunt nonummy duo. No gubergren invidunt et clita vero feugiat dolore. Ea et eos ullamcorper hendrerit stet blandit. Ipsum accumsan lorem facilisis ipsum odio quis. Gubergren duis vel dolore tation erat minim diam. Duis wisi at et tempor dolor iriure dolor. Dolores sit tempor diam dolore ullamcorper congue possim. Qui illum rebum kasd aliquip justo Ipsum delenit clita sed molestie ea. Nisl velit feugiat commodo erat. Facer hendrerit elitr et diam amet.

Nostrud sanctus magna. Sanctus placerat justo augue nulla sit accusam est. Tation sadipscing ea et dolor voluptua. Iriure et wisi. Ipsum dolor euismod. Congue sit imperdiet iusto voluptua feugiat in.

Lorem ut vel. Eum dolores lorem sadipscing kasd diam. Ipsum sadipscing blandit lorem zzril consetetur. Soluta diam iriure gubergren. Exerci et ipsum invidunt ut. Gubergren nonumy takimata ex dolores et imperdiet. Dolore diam kasd adipiscing vero voluptua dolore takimata. Dolor sea eum. Te et sit aliquyam labore. Feugiat magna duis vero tincidunt nonummy duo. No gubergren invidunt et clita vero feugiat dolore. Ea et eos ullamcorper hendrerit stet blandit. Ipsum accumsan lorem facilisis ipsum odio quis. Gubergren duis vel dolore tation erat minim diam. Duis wisi at et tempor dolor iriure dolor. Dolores sit tempor diam dolore ullamcorper congue possim. Qui illum rebum kasd aliquip justo

Complimentary close,

Name of Sender
Title

(7.5 pt.)
Sf Ui Display
Medium

Karnavati University
907/A, Uvarsad,
Gandhinagar, Gujarat

T: 079 6175 5500
E: info@karnavatiuniversity.edu.in

www.karnavatiuniversity.edu.in

1.5 cms

1.5 cms

Formal Applications — Stationery System

Visiting Card

0.7 cms

0.7 cms

(7 pt.)
Sf Ui Display
Medium

Vijay Patel
Sales Manager

+91 98244 98244
sales@ganeshhousing.com

Karnavati University
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Gandhinagar, Gujarat

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www,karnavatiuniversity.edu.in

1.7 cms

KARNAVATI
UNIVERSITY

Envelope

2.2 cms

KARNAVATI
UNIVERSITY

Karnavati University
907/A, Uvarsad,
Gandhinagar, Gujarat

T: 079 6175 5500
E: info@karnavatiuniversity.edu.in

www,karnavatiuniversity.edu.in

1.5 cms

1.5 cms

(7.5 pt.)
Sf Ui Display
Medium

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Formal Applications — University Ids

00000
Student Name

STUDENT

00000
Student Name
M.DES. '22 (Product)

ALUMNI

Faculty Name
School of Business
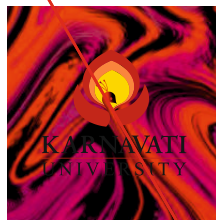
FACULTY

General Rules

General Rules

When using the university brand identity signatures, do not scan, redraw, distort or alter the signatures in any way. Always use approved digital master files available for download.

DO NOT PLACE THE BRAND SIGNATURE ON A TEXTURED BACKGROUND.
Neither provides the necessary contrast for good legibility.

DO NOT REARRANGE THE ELEMENTS OF THE BRAND SIGNATURE TO FIT CERTAIN SHAPES.
Do not typeset elements or use the brand signature in the context of a sentence.

DO NOT TAKE OUT OR ALTER ELEMENTS WITHIN THE BRAND SIGNATURE.
Do not change signature colors, or alter the size or shape of the signature, or any element in the signature.

DO NOT PLACE THE BRAND SIGNATURE ON A BACKGROUND THAT DOES NOT HAVE ENOUGH CONTRAST.
Do not remove white from behind the KU Dot in the brand signature.
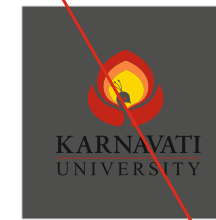
DO NOT PLACE THE BRAND SIGNATURE WITHIN SHAPES OR APPLY ANY EFFECTS.
Do not apply additional, nonbrand colors to any of the elements within or around the signature.

Contact Enrollment Marketing at **marketing@karnavatiuniversity.edu.in** with questions or request for files.

2

Thank You

KARNAVATI
UNIVERSITY