

CORPORATEIDENTITY

CORP
ORATE
IDENTITY



THE NIIT TECHNOLOGIES CORPORATE IDENTITY JULY 2002

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NEW IDENTITY

In July 2002, NIIT Software Business was rebranded as NIIT Technologies.

The new identity carries forward NIIT's vision of trust, innovation and technology built since 1982, while lending a much greater focus to values that will help power NIIT's software business into the future.

NIIT Technologies' branding identity seeks to combine the commitment and solidity of a blue chip with the fiery dynamism of an aggressive entrepreneurial organisation. The solid blue epitomizes the blue-chip and trustworthy values built by NIIT over two decades while the orange - drawn from fire - represents the energetic and contemporary organisation that NIIT is today.

The success of any branding exercise rests on the individuals who are responsible for executing its logo and creating visual merchandise. The Corporate Identity Manual is intended to guide every NIIT-ian who is required to use and reproduce the logo.

Consistency and commitment to these guidelines are the only ways to ensure that NIIT Technologies is built over time as a brand and not a series of imaginative initiatives by individuals.

For any clarifications that may be required, please get in touch with Software Solutions/Knowledge Solutions Marketing at NIIT's Head Office in New Delhi, India.

LOGOTYPE

Please use the logo in the same proportions as shown below. If the length of NIIT is X, then technologies should be $1/2x$. The gap between NIIT and the technologies band should be $1/8x$.



LOGOTYPE DIMENSIONS

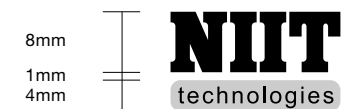
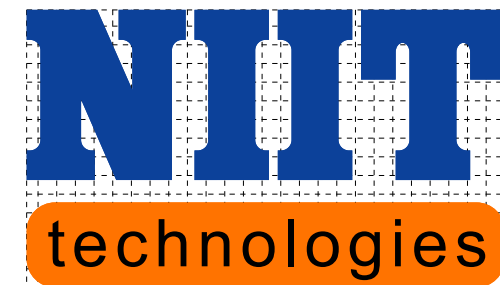
Whenever writing the logotype (with and without baseline) on a large mounted surface, please follow the diagram shown here for the right proportion, spacing between letters, the thickness of lines and its position. Please keep the logotype in blue on a light background.

The NIIT Technologies logotype should always be used as shown and should not be smaller than 13mm height from the top of the 'letter 'N' to the bottom of the 'technologies' band.

The minimum area of free space that should be maintained around the logotype is half the length of NIIT. For example if the height of NIIT is 8mm then the free space around the logotype should be at least 4mm. Please refer to the grid shown alongside.



The space in the dotted area shows the minimum clear space required around the logotype



LOGOTYPE USAGE

LOGOTYPE USAGE

There are hundreds of typefaces available for communication in different styles like serif, designer fonts and calligraphy. When you use a particular typeface for a company name, that style of typeface becomes the logotype of the company. What singles out a logotype is the choice of a certain typeface which is then specially adapted to form a unique logotype.

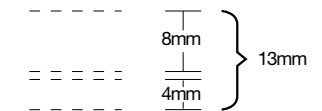
The NIIT Technologies logotype is always presented in a fixed configuration. The design of the NIIT logotype is based on a typeface called Egyptian and technologies logotype on Helvetica.

The NIIT Technologies logotype should always be used in such a way that it should not be smaller than 13mm height from the top of the 'letter 'N' to the bottom of the technologies colour band.

**PLEASE DO NOT CREATE YOUR OWN VERSION,
BUT USE THE EXACT LOGO AS SHOWN.**



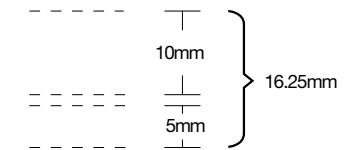
NIIT
technologies



8mm
4mm
13mm



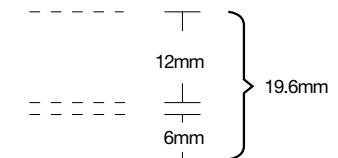
NIIT
technologies



10mm
5mm
16.25mm



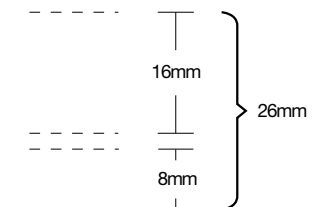
NIIT
technologies



12mm
6mm
19.6mm



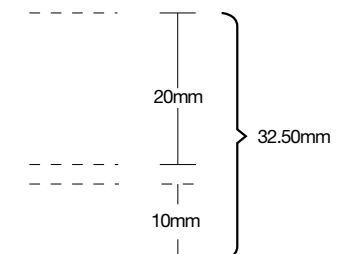
NIIT
technologies



16mm
8mm
26mm



NIIT
technologies



20mm
10mm
32.50mm

LOGOTYPE USAGE WITH BASELINE

The baseline (Trust us to find the way) should be used only in communication (ads, brochures, leaflets, posters, banners etc.) and only along with the logotype in the manner displayed alongside. Use of baseline is not permitted in corporate stationery. The gap from the bottom of the orange band to the top of the 'u' in the line 'Trust us to find the way' should be $1/4x$ (as shown below).

PLEASE DO NOT CREATE YOUR OWN VERSION,
BUT USE THE EXACT LOGO AS SHOWN.



Minimum height of logotype with baseline should be 10mm.

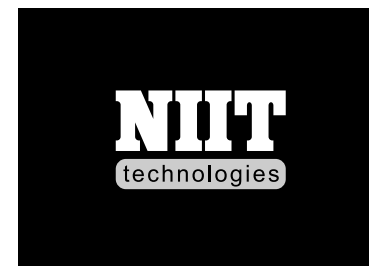


CORRECT LOGOTYPE USAGE

Here are a few examples of correct logo usage.

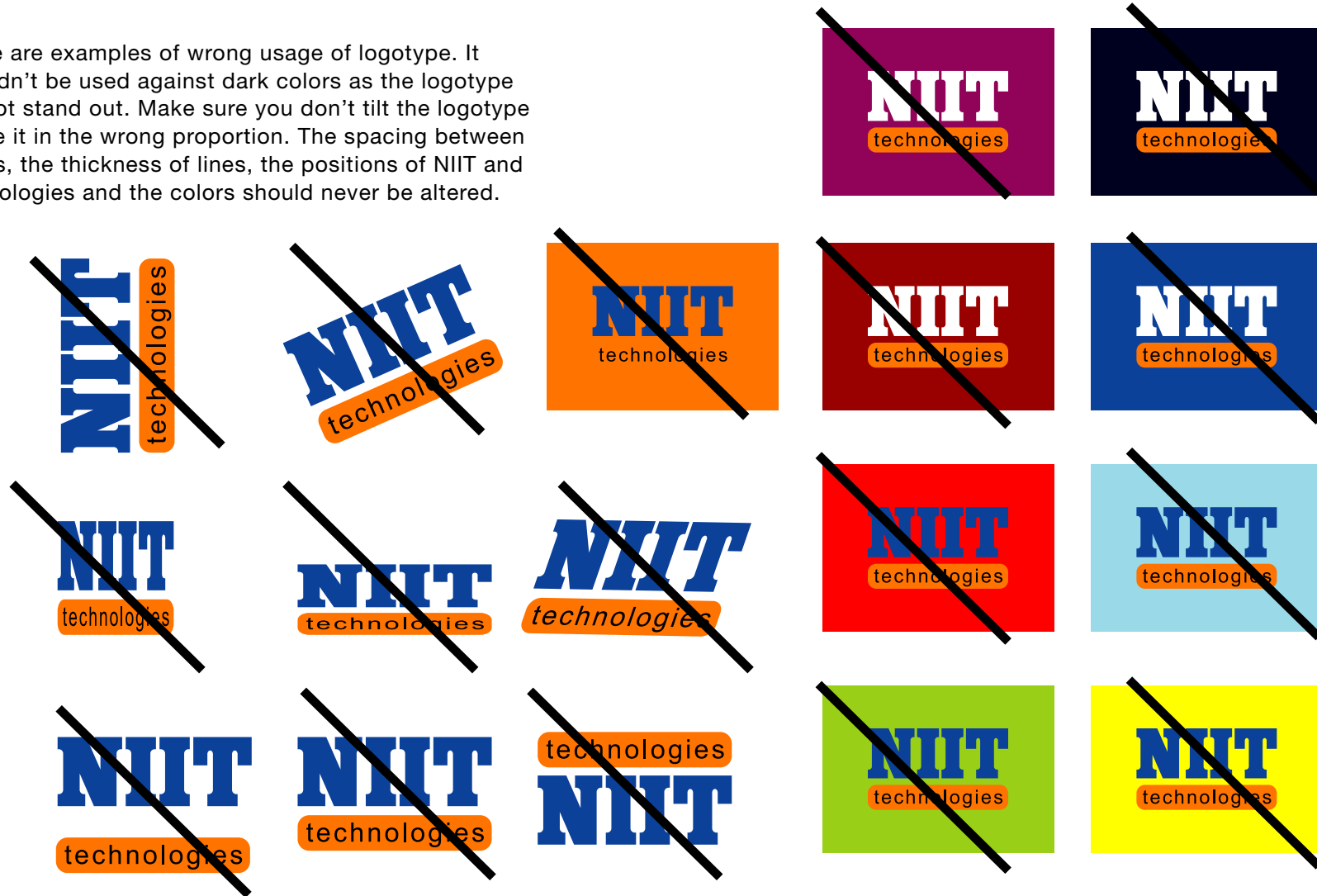
In black & white communication, when the logotype appears against a white background, the NIIT logo should appear in 100%K and the technologies band in 20%K. When the logotype appears on a black background the NIIT logo should be in white and the technologies band in 20%K.

For colour communication, the logotype can be used only against a light background - the strength of the background colour should never overpower the logotype colours i.e. the colour should not be more than 20% of any process colour or their combination. The exception is black, where NIIT should appear in white, and the technologies band should appear in its orange colour.



INCORRECT LOGOTYPE USAGE

These are examples of wrong usage of logotype. It shouldn't be used against dark colors as the logotype will not stand out. Make sure you don't tilt the logotype or use it in the wrong proportion. The spacing between letters, the thickness of lines, the positions of NIIT and technologies and the colors should never be altered.



COLOUR SPECIFICATIONS

The **NIIT** logotype should always be produced in Coates EG-0786 NIIT blue colour (offset), Copol NIIT Blue ES-2192 (screen) or Pantone 2935* dark blue. The **technologies** band colour should always be produced in Pantone 1375 orange.

If you are unable to use the Coates colour then most printers can be expected to reproduce an accurate colour version by using the four colour process, percentages of which are provided alongside. A sufficient number of colour swatches are provided at the back of the manual.

PLEASE DO NOT CREATE YOUR OWN VERSION,
BUT USE THE EXACT LOGO AS SHOWN.

NIIT Technologies logo Spot Colours (Pantone)

NIIT Blue: Pantone 2935
NIIT Orange: Pantone 1375
NIIT Black: Pantone Black



NIIT Technologies logo CMYK (Process Colours)

NIIT Blue: 100C 65M
NIIT Orange: 55M 100Y
NIIT Black: 100C



NIIT Technologies logo Single Colour (Process Colours)

NIIT Black: 100K
NIIT Grey: 20K



INSTRUCTIONSTOTHEPRINTER

For the printer to produce your promotional material, you will need to give your printer and the advertising agency all the details about the NIIT logotype.

GUIDELINES ON USING THE NIIT TECHNOLOGIES LOGOTYPE

A bromide of the NIIT Technologies logotype has been provided in this manual for use in all print / production jobs. Alternately, a soft copy of the logotype has also been provided in the CD enclosed along with this manual. You could also download the logotype from www.iiitian.com.

NIIT TECHNOLOGIES COLOUR REFERENCES

Please give your printer one square perforated colour patch from this manual containing one square of Pantone 2935 for NIIT blue and Pantone 1375 for the orange technologies band.

TYPOGRAPHY

TYPOGRAPHY

Use the Truetype typefaces shown alongside for any written matter on business stationery. The position of various elements on different stationery like letterheads, envelopes, etc. is shown in the following pages.

HELVETICA LIGHT

abcdefghijklmnopqrstuvwxyz

1234567890&?![.,:;]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

HELVETICA BOLD

abcdefghijklmnopqrstuvwxyz

1234567890&?![.,:;]

ABCDEFGHIJKLMNOPQRSTUVWXYZ

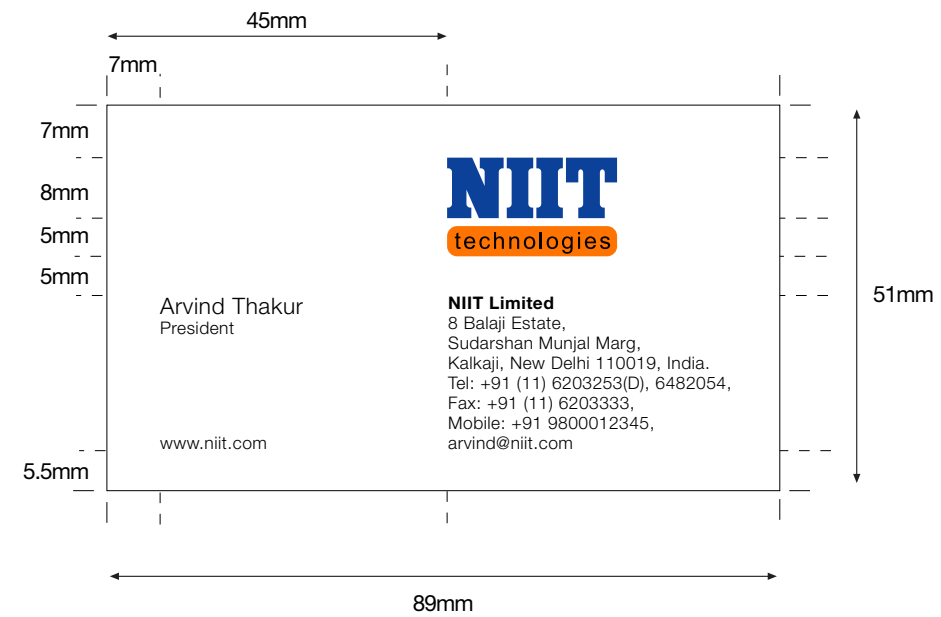
CORPORATE SIGNATURE

The logotype and the company name with address or other information comprise the corporate signature.

The company name 'NIIT Limited' or 'NIIT (USA) Inc.' or 'NIIT Asia Pacific Pte Ltd' etc. should be in Helvetica Bold typeface. For the clear reproduction of this company name always put 30% extra letter spacing (kerning) to make sure that the letters NIIT Limited do not touch each other.

NIIT Limited

30% more space than normal.



Size: 51mm x 89mm

CORPORATE **STATIONERY**

BUSINESS CARD FORMAT

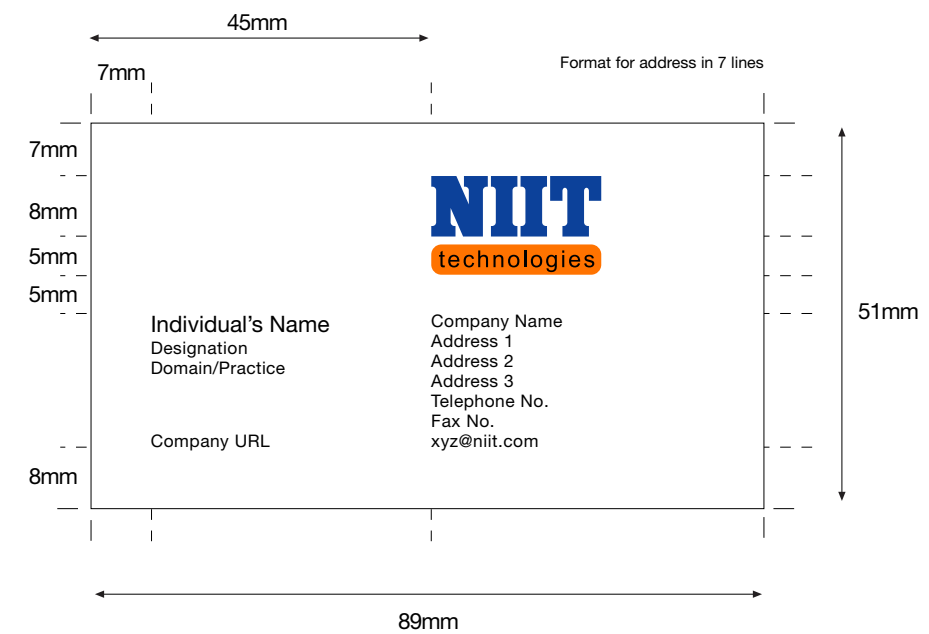
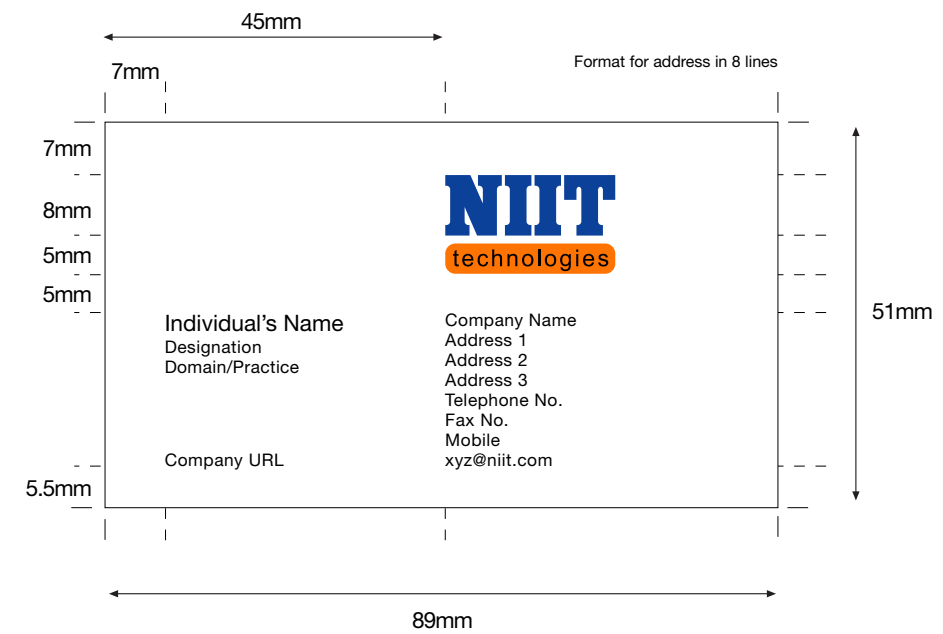
Specifications for business card when address appears in 8 lines: The position of the URL remains fixed at 5.5 mm from the bottom of the card. The position of the first line of the address remains fixed as well at 25 mm from the top of the card. The address can appear in a maximum of 8 lines. When it is in 8 lines, the last line of the address gets aligned to the URL.

Specifications for business card when address appears in 7 lines: The position of the URL shifts upwards such that it remains aligned to the last line of the address.

The URL remains fixed at this position at 8mm from the bottom of card even when address appears in 6 lines or less.

Size:	51mm x 89mm
Logotype:	8mm
Typography:	Helvetica in black colour
NIIT Limited:	Helvetica Bold 6.5/7.5pt
Individual's Name:	Helvetica Light 8.5/11pt
Address:	Helvetica Light 6.5/7.5pt
Designation:	Helvetica Light 6.5/7.5pt
Domain/Practice:	Helvetica Light 6.5/7.5pt

The size of the business cards here are reduced to fit the page.



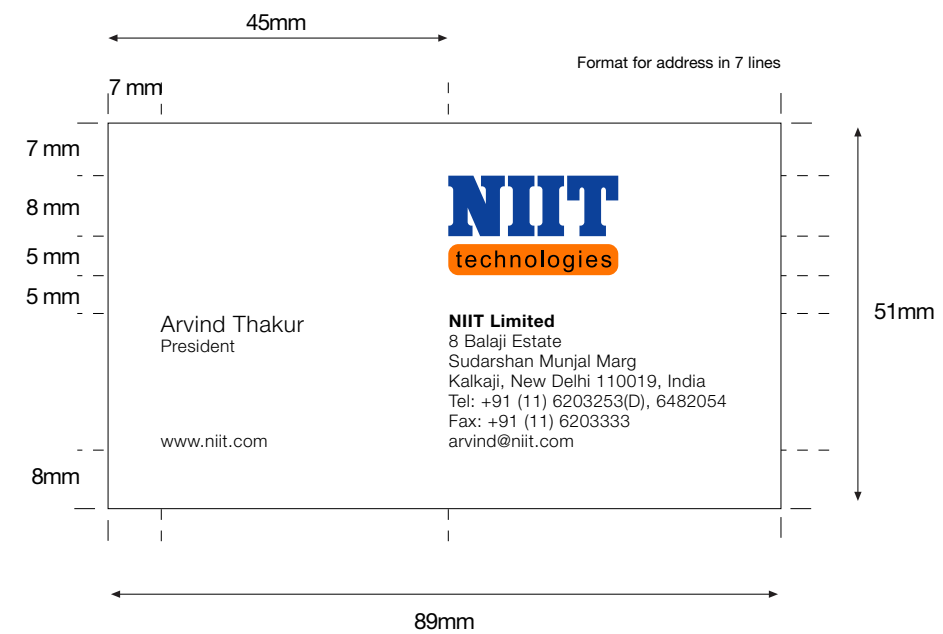
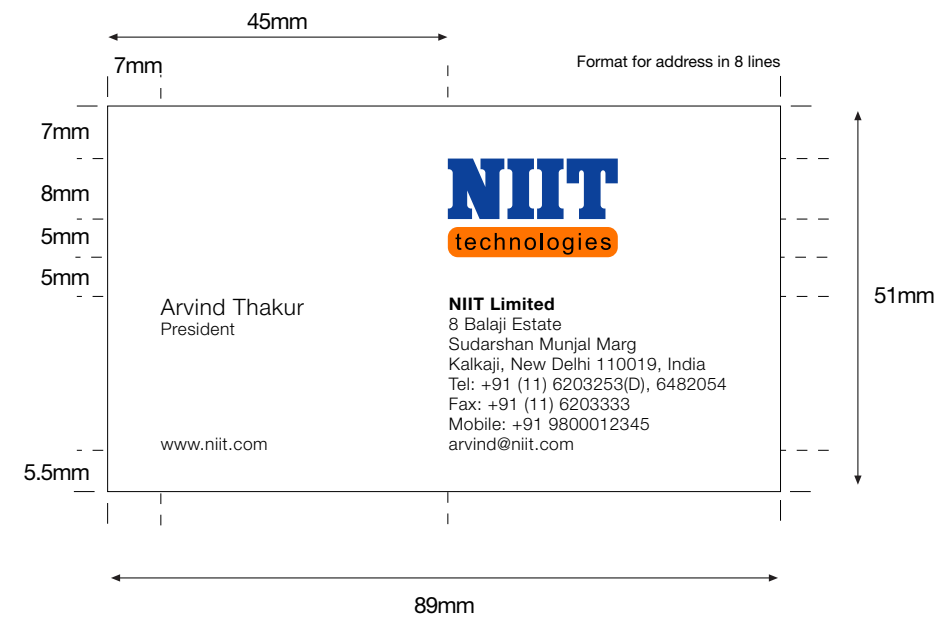
BUSINESSCARD

Sample business cards for reference.
Please follow grammatical convention
as displayed alongside.

Specifications
for designation
in single line.

Size: 51mm x 89mm
Logotype: 8mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 6.5/7.5pt
Individual's Name: Helvetica Light 8.5/11pt
Address: Helvetica Light 6.5/7.5pt
Designation: Helvetica Light 6.5/7.5pt
Domain/Practice: Helvetica Light 6.5/7.5pt

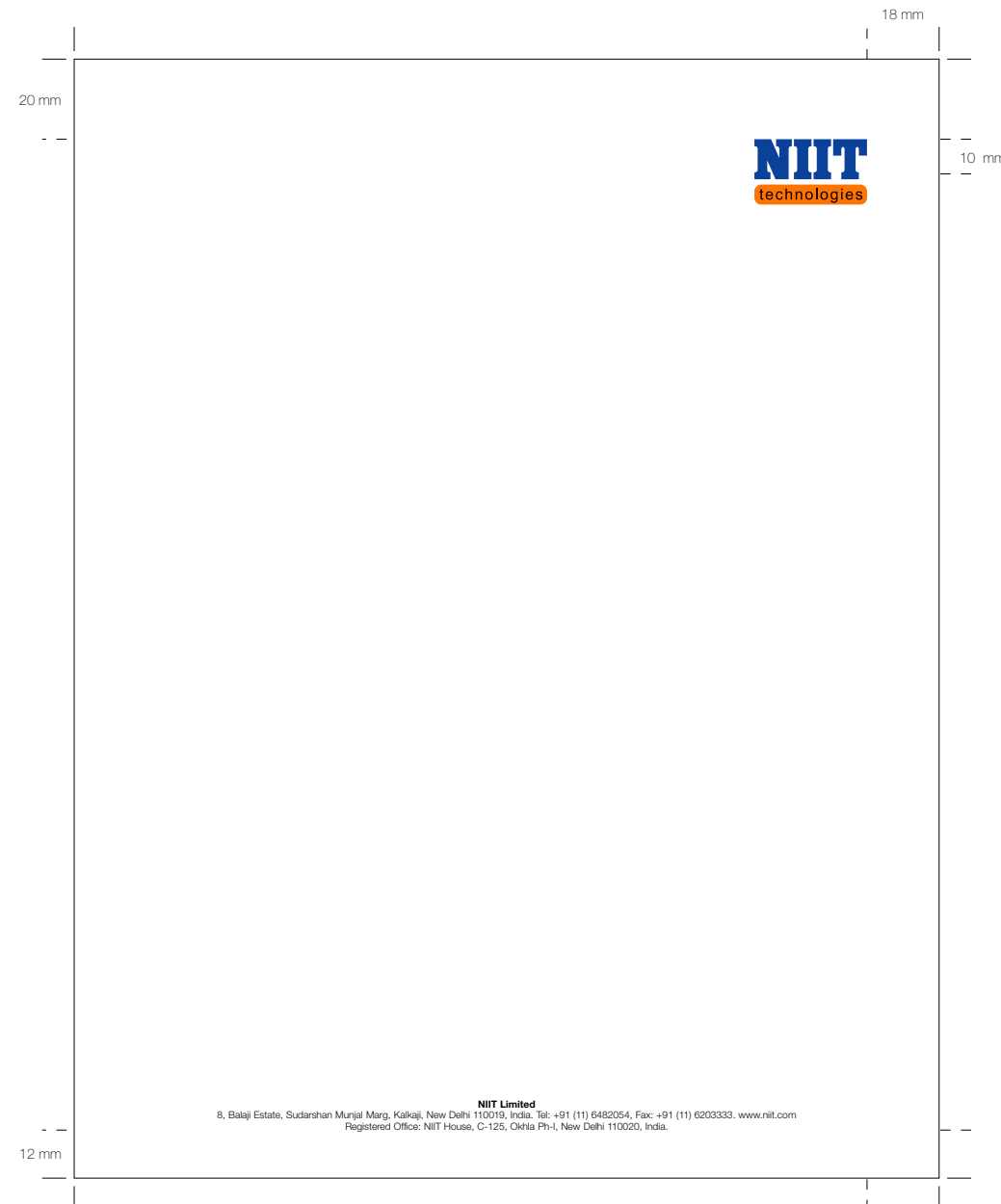
The size of the business cards here are reduced to fit the page.



US LETTERHEAD

The size of the letterhead here is reduced to fit this page.

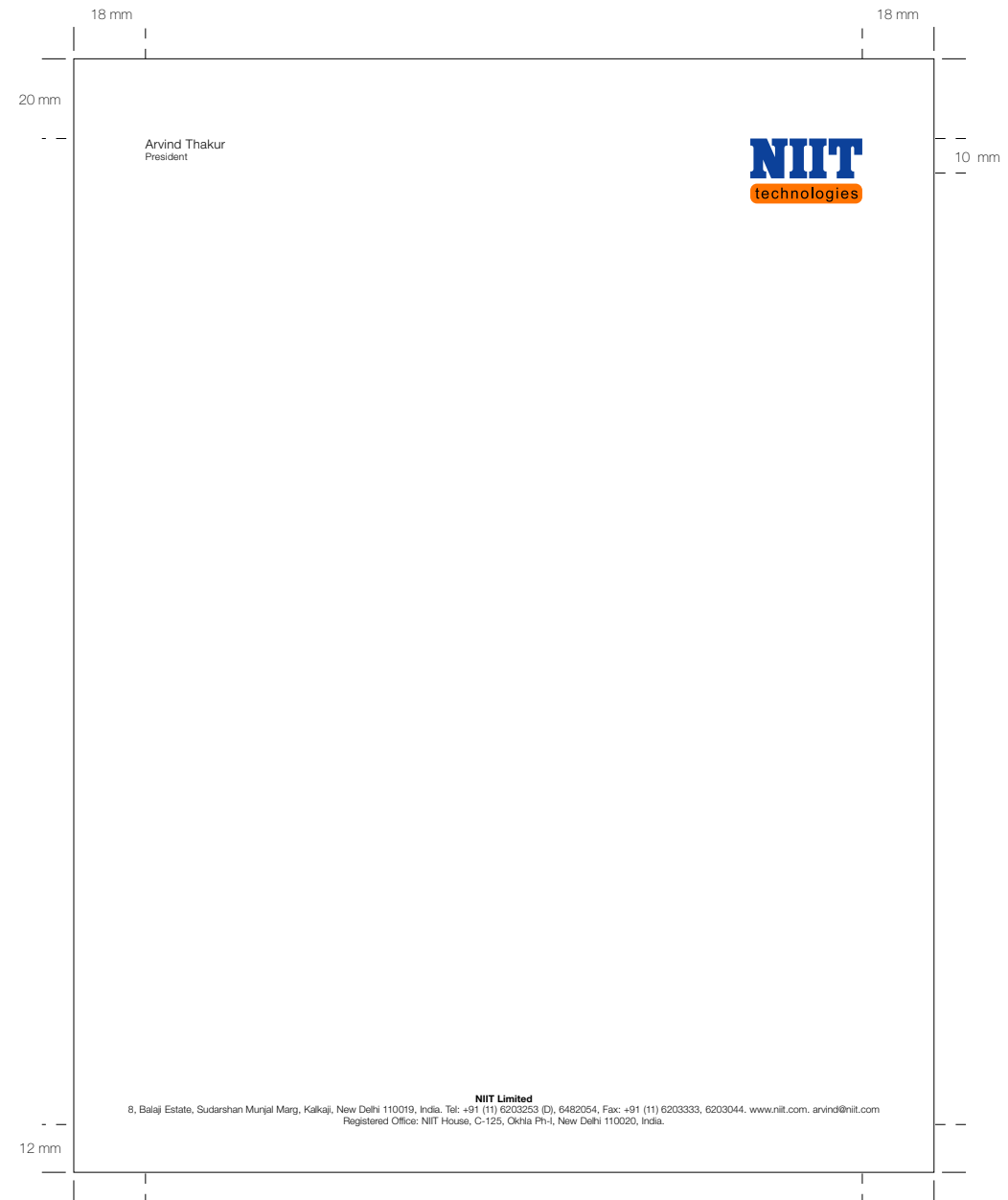
Size: 279.4mm x 215.9mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt



USE EXECUTIVE LETTERHEAD

The size of the letterhead here is reduced to fit this page.

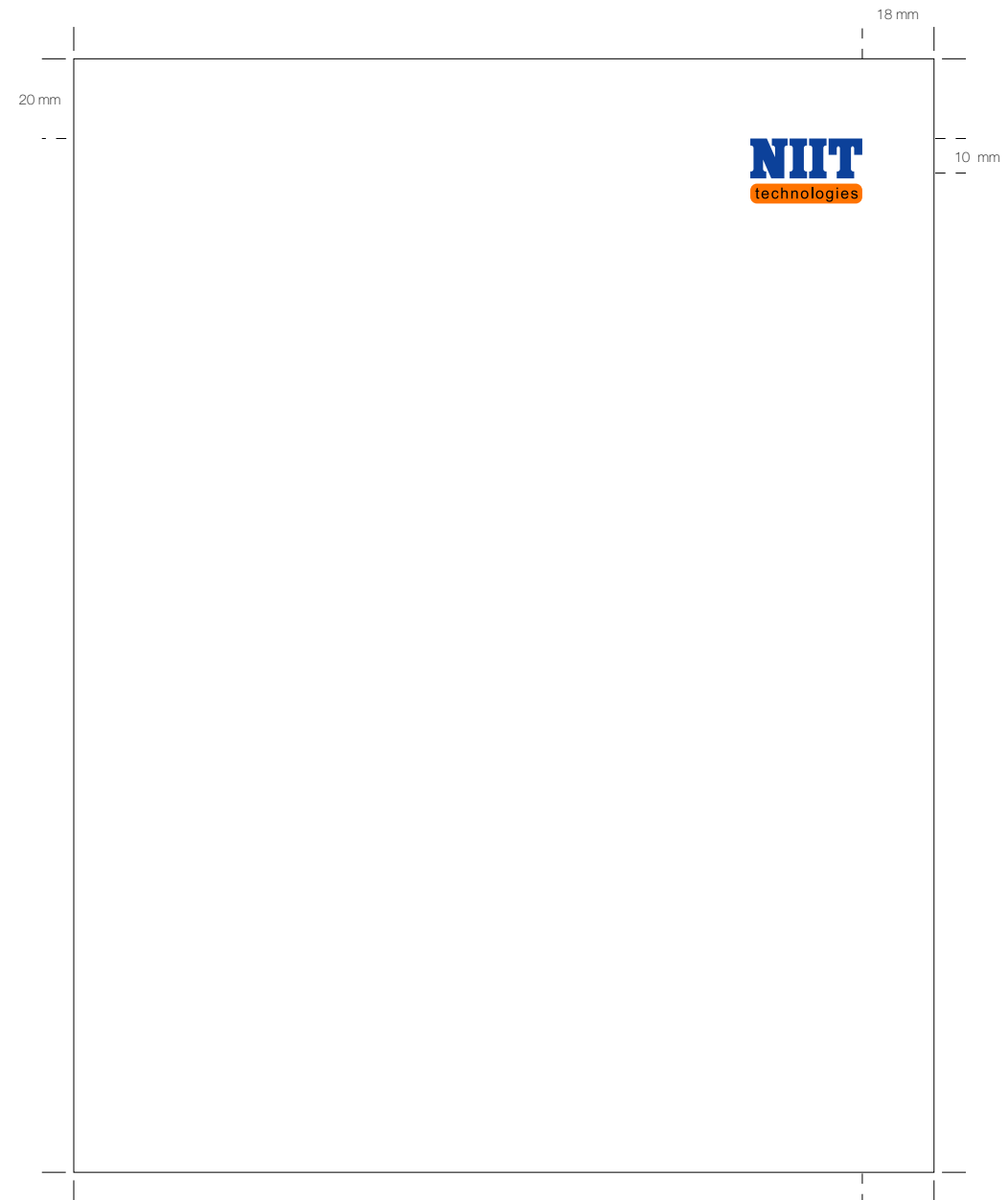
Size: 279.4mm x 215.9mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt



US LETTER CONTINUATION SHEET

The size of the letterhead here is reduced to fit this page.

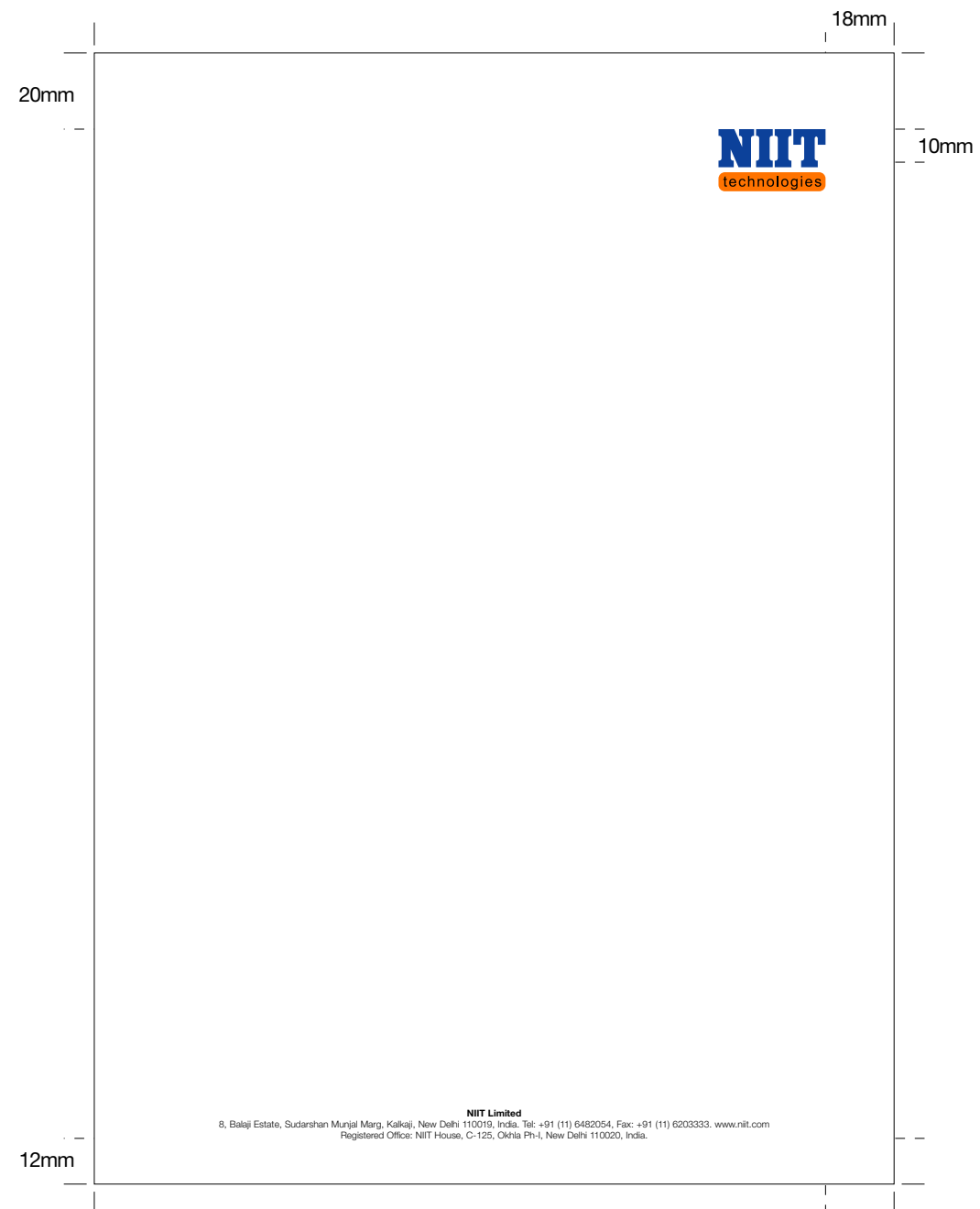
Size: 279.4mm x 215.9mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt



A4 LETTERHEAD

The size of the letterhead here is reduced to fit this page.

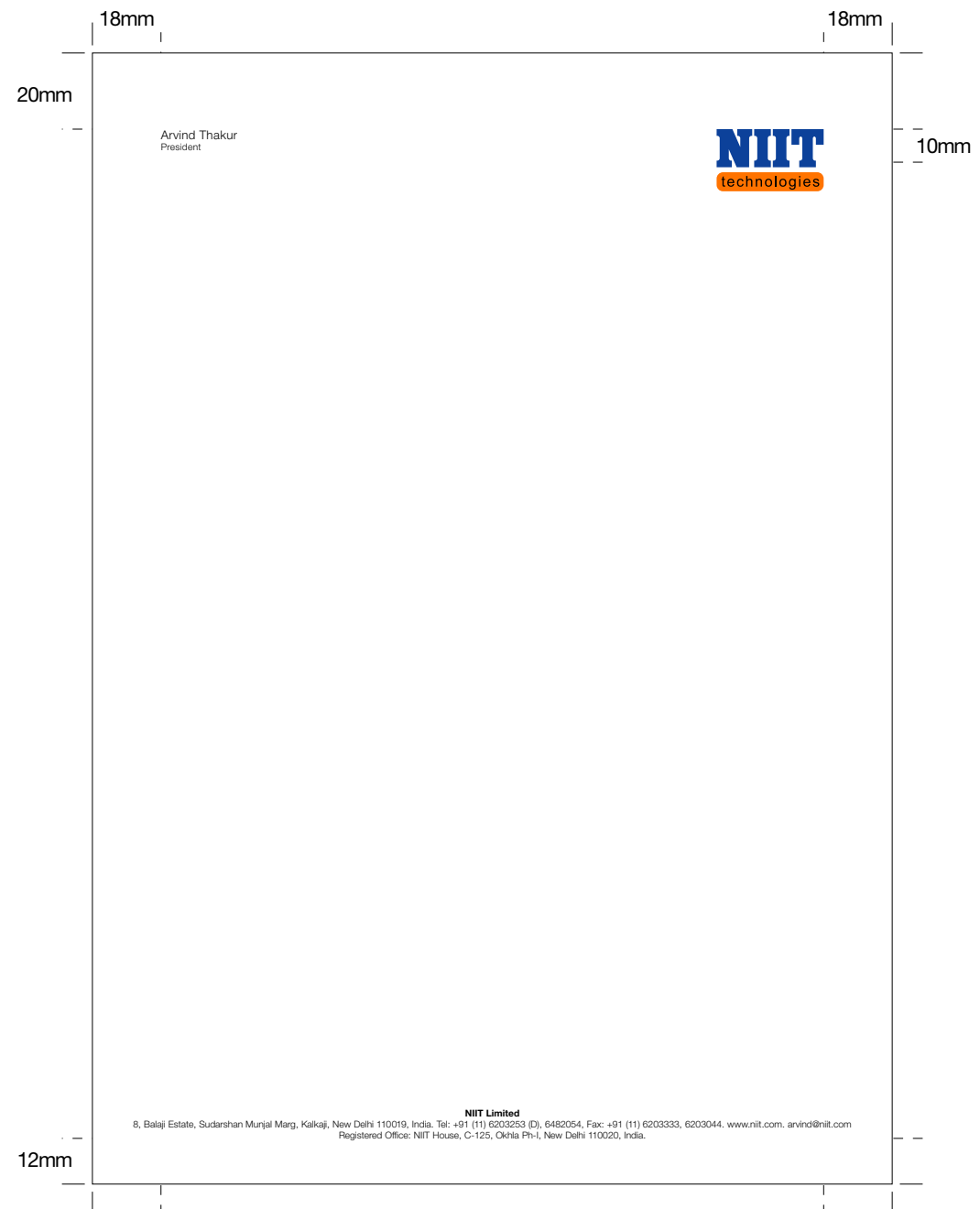
Size: 297mm x 210mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt



A4 EXECUTIVE LETTERHEAD

The size of the letterhead here is reduced to fit this page.

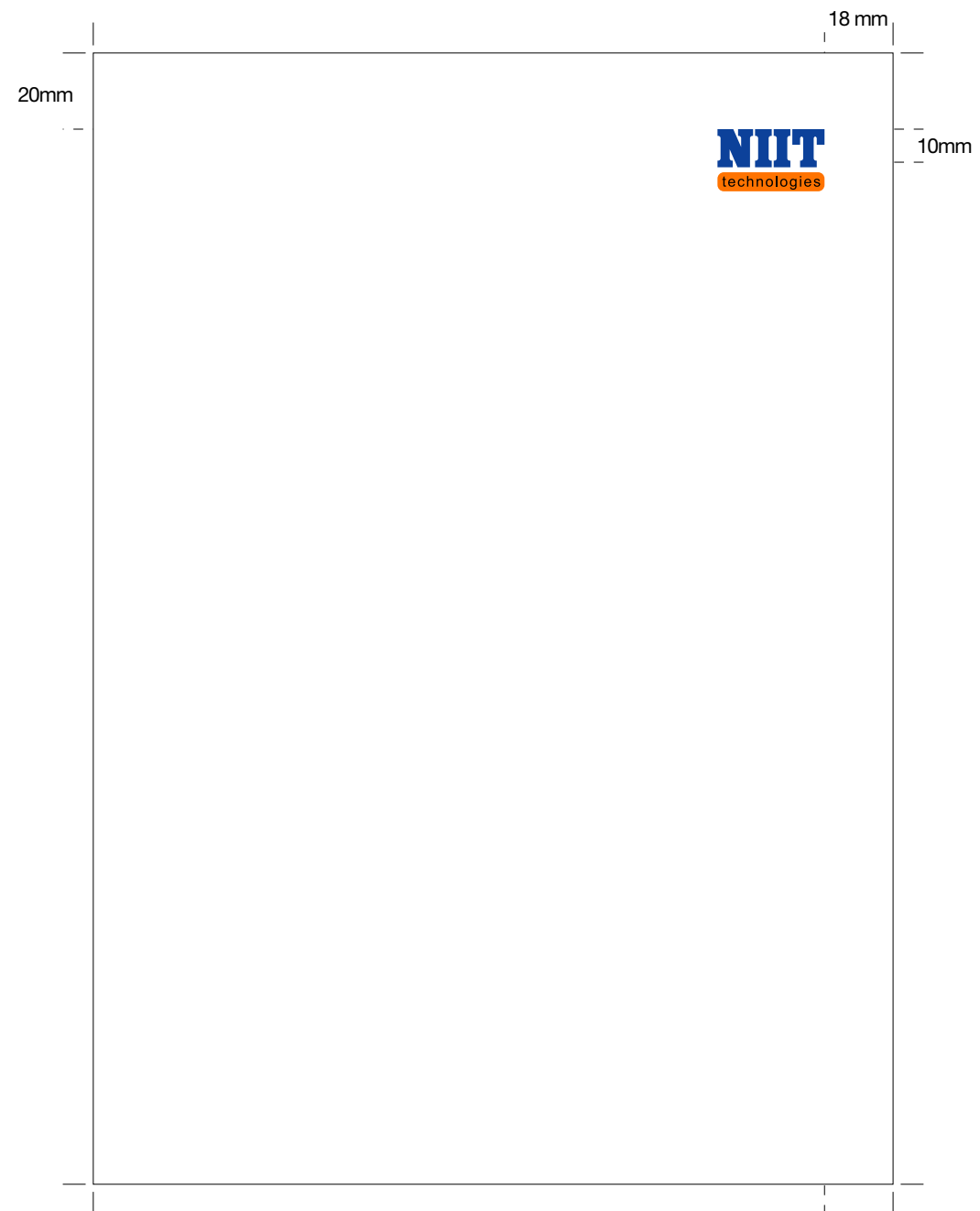
Size: 297mm x 210mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Individual's Name: Helvetica Light 9/11pt
Address: Helvetica Light 7/8pt
Designation: Helvetica Light 7/8pt



A4 CONTINUATION SHEET

The size of the continuation sheet here is reduced to fit the page.

Size: 297mm x 210mm
Logotype: 10mm



4.5"x10" ENVELOPE

Note: The bottom line of address should always be aligned with the logo on the top.

The size of the envelope here is reduced to fit the page.

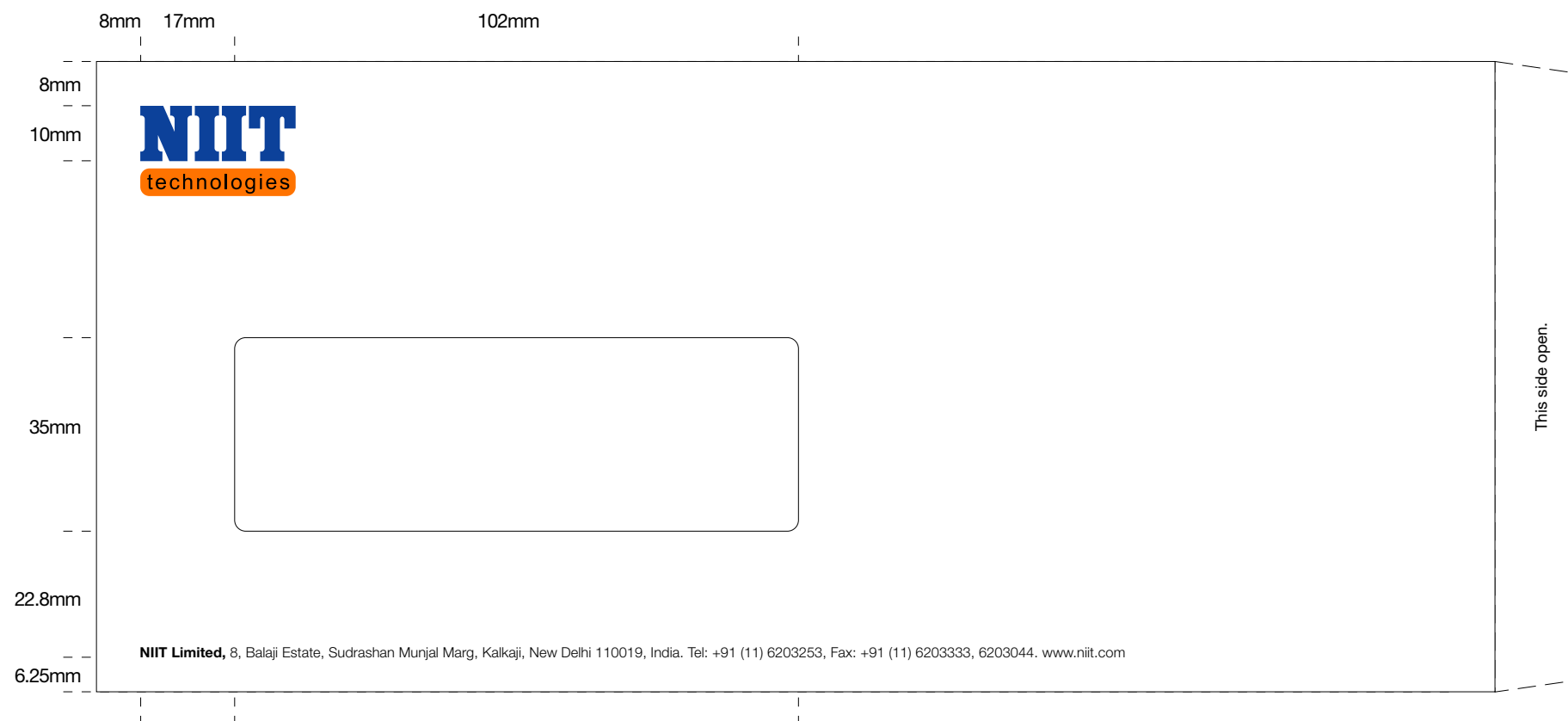


Size: 114mm x 253mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt

4.5"x10" WINDOW ENVELOPE

Note: The bottom line of address should always be aligned with the logo on the top.

The size of the envelope here is reduced to fit the page.



Size: 114mm x 253mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt

US LETTER/A4 ENVELOPE

The size of the envelope here is reduced to fit the page.

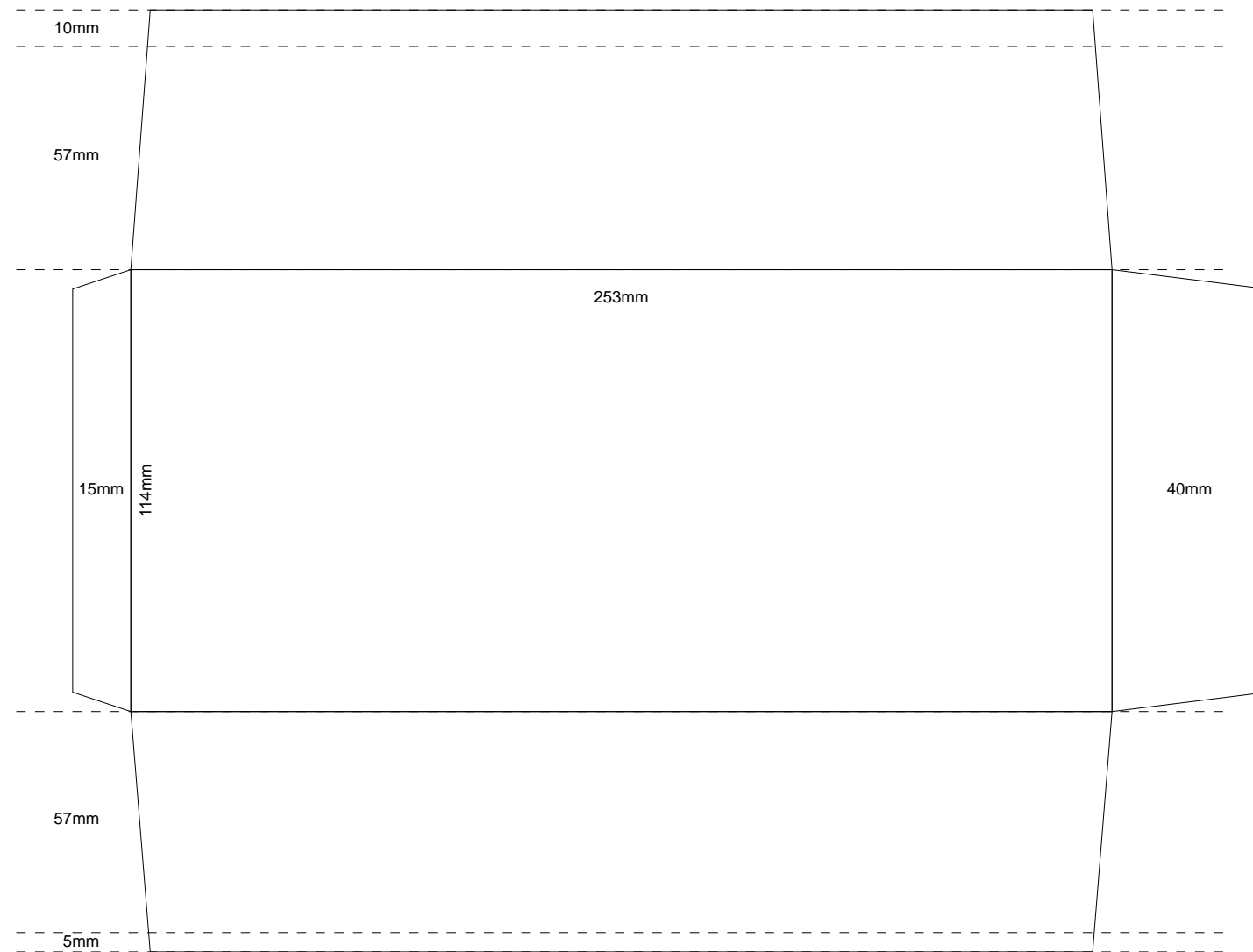


Size: 229mm x 305mm
Logotype: 10mm
Typography: Helvetica in black colour
NIIT Limited: Helvetica Bold 7/8pt
Address: Helvetica Light 7/8pt

4.5"x10" ENVELOPE DIE-MAKING

The size of the die-cut for the envelope here is reduced to fit the page.

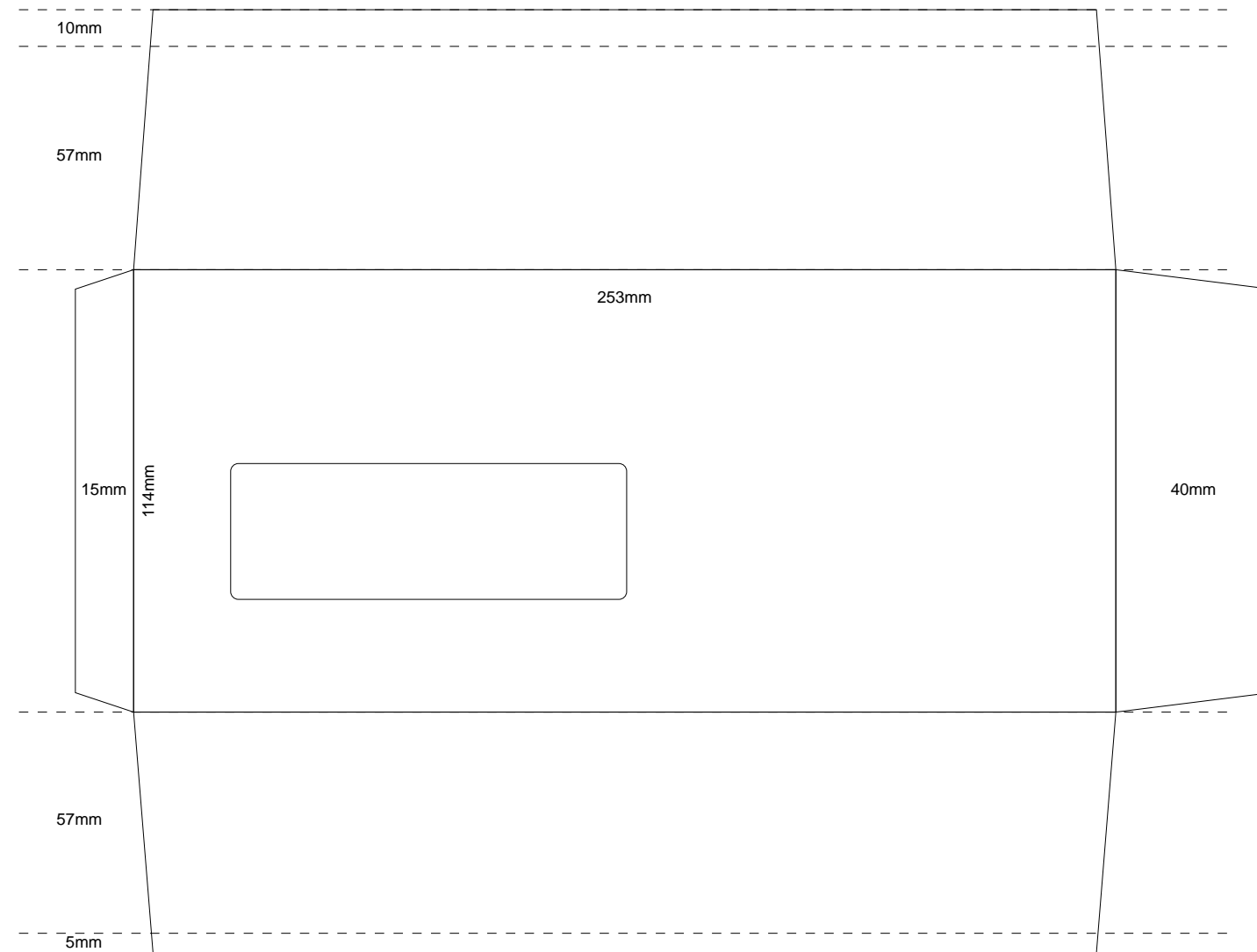
The dotted line to the far right of the envelope should be the side from where the envelope opens. For production purposes please take the die given in the CD along with this manual.



4.5"x10"WINDOW ENVELOPE DIE-MAKING

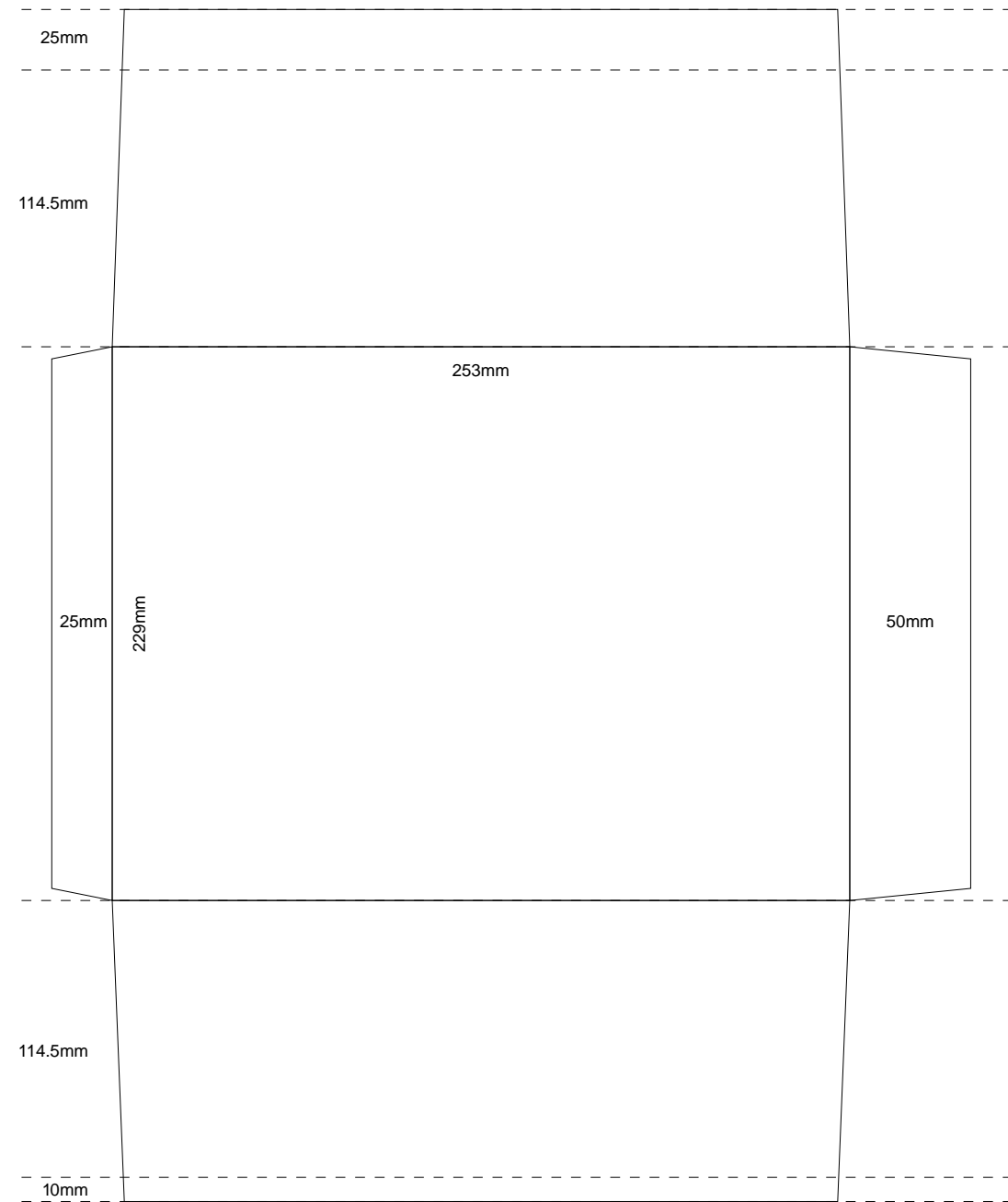
The size of the die-cut for the envelope here is reduced to fit the page.

The dotted line to the far right of the envelope should be the side from where the envelope opens. For production purposes please take the die given in the CD along with this manual.

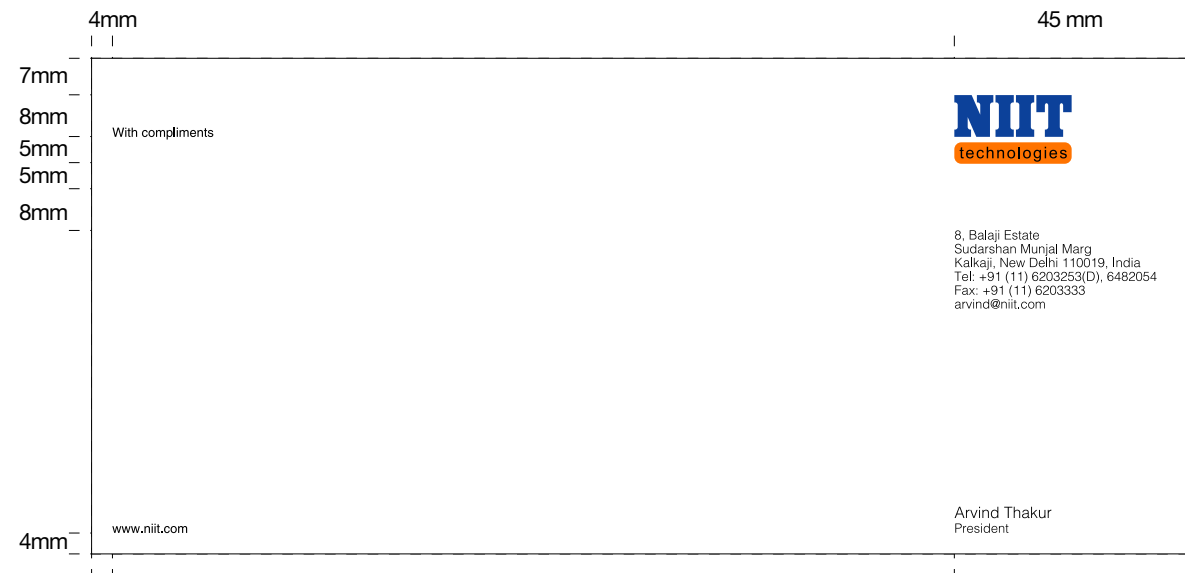


US LETTER/A4 ENVELOPE DIE-MAKING

Die of A4 window envelope, the dotted line to the far right of the envelope should be the side from where the envelope opens. For production purposes please take the die given in the CD along with this manual.



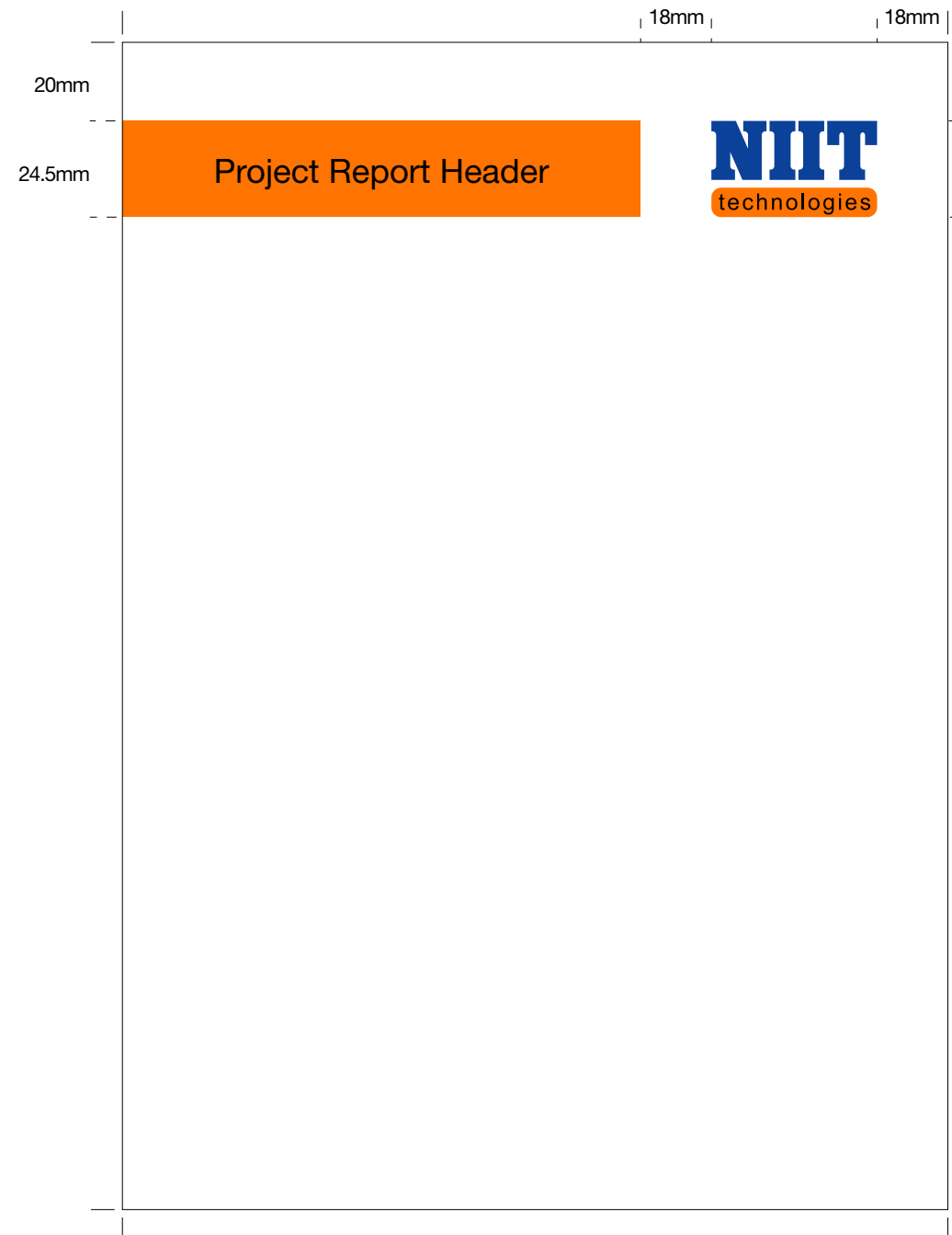
COMPLIMENTARY SLIP



Size: 95mm x 210mm
 Logotype: 8mm
 Typography: Helvetica in black colour
 Individual's name: Helvetica Bold 8.5pt
 Address, URL, Designation: Helvetica Light 7/8pt

US LETTER/A4 WHITE PAPER

Please refer the format given alongside for covers of project reports, research findings, etc. The heading should be in black type over orange background.



The size of the white paper here is reduced to fit the page.

MISCELLANEOUS

SIGNAGES

Note: Use the logo colours for all the signages in the premises.



MOUSEPAD

Note: The white space inside the orange border can be used for different designs.



12mm

8mm

8mm

LOGOTYPE GRID



The checked area shows the minimum clear space required around the logotype

LOGOTYPE GRID



The checked area shows the minimum clear space required around the logotype



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



**NIIT Technologies logo
Process Colours**

NIIT Blue: 100C 65M



**NIIT Technologies logo
Process Colours**

NIIT Orange: 55M 100Y



THE NIIT TECHNOLOGIES CORPORATE IDENTITY JULY 2002