



The ISB Brand Guidelines & References

KEEPING THE ISB BRAND INTACT

The ISB brand comprises several elements which come together to leave a lasting impact on whoever interacts with it. Which is why, care must be taken to keep the visual integrity of the brand intact. Following very simple steps will ensure we sustain and continue to enhance the image we all are associated with.

LOGO USAGE



4 Colour



Single Colour



Single Colour



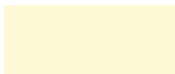
In Reverse

LOGO USAGE

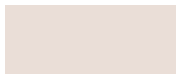


The sanctity of the ISB logo is paramount. Do not use the 4 colour ISB logo against a dark background or an image. The logo must not be distorted, nor the ISB lettering substituted.

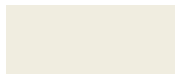
THE ISB COLOUR PALETTE



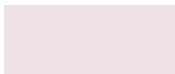
Pantone 1205C
C:0 M:0 Y:27.5 K:0



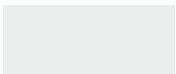
Pantone 435C
C:11 M:15 Y:27.5 K:0



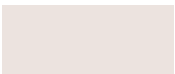
Pantone 454C
C:8.5 M:6 Y:15.5 K:0



Pantone 5175C
C:8.5 M:15 Y:6 K:0



Pantone Cool Grey 2C
C:0 M:0 Y:0 K:11.5



Pantone Warm Grey 2C
C:0 M:6 Y:6 K:11.5



Pantone 2706C
C:18.5 M:11.5 Y:0 K:0



Pantone 645C
C:56 M:11.5 Y:0 K:18.5



Pantone 2955C
C:100 M:43 Y:0 K:34



Pantone 652C
C:65 M:34 Y:0 K:8.5



Pantone 5415C
C:56 M:11.5 Y:0 K:43



Pantone 647C
C:94 M:43 Y:0 K:38



Pantone 330C
C:100 M:0 Y:47 K:60



Pantone 5115C
C:87 M:100 Y:76 K:0



Pantone 2622C
C:72 M:94 Y:0 K:27.5

Hues of the above colours can also be used starting with 100% up to 10% based on the design of the collateral.

WRONG COLOURS



Do not use bright colours for any ISB communication.

THE ISB FONT STYLES

| | |
|--------------|---|
| Bauer Bodoni | Regular Bold Italic |
| Lapidary | Regular Bold Italic Bold Italic |
| Helvetica | Entire Font Family |
| Arial | For all electronic communication like presentations, e-mailers etc. |
| Language | British English |

E-MAIL SIGN OFF

Name

Designation

|| Indian School of Business || Hyderabad 500 032 || India

|| Ph: +91 2318 7431 || Mobile: +91 99999 99999 ||

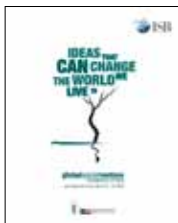
|| Fax: +91 2300 7000 ||

www.isb.edu

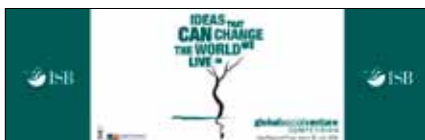
Use Arial font in 11 point size only

THE ISB BRAND USAGE REFERENCES

BANNERS



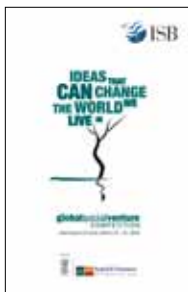
Backdrop:
Khemka Auditorium
10' x 8'



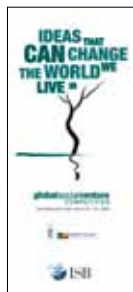
Reception Banner
11' x 3.5'



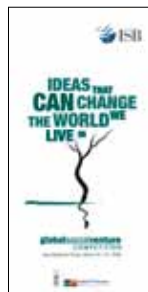
Table Banner:
Khemka Auditorium
12.5' x 2.5'



Podium Banner
2' x 4'



Attrium Pillar
8' x 18'



Standee
3' x 6'

BROCHURES





If the ISB logo has to be used on an image or any graphic element, do take care to keep the logo on a clean background. In case the background does not conform to the design, the top right of the image must be plain in order that the logo is clear.

PRESENTATIONS



In a Powerpoint presentation, preferably use a mild background. The text must be in Arial font. The ISB logo must be placed on the top right corner with clear visibility and no visual disturbance in the background.

For further clarification or any queries contact
the Marketing & Communications Department
Ext: 7430



Indian School of Business, Gachibowli, Hyderabad - 500 032.
Ph: +91 40 2300 7041/42, Fax: +91 2300 7040.