

# LOGO DESIGN

for

# CENTRE of DESIGN EXCELLENCE IIT HYDERABAD

DEPARTMENT *of* DESIGN IIT HYDERABAD

// 2025

LOGO Design



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# ABOUT THE DESIGN GUIDELINES BOOKLET

This document outlines the official guidelines for the usage and reproduction of the logo for the Centre of Design Excellence IIT Hyderabad, which serves as the primary visual identifier of the organization.

The logo represents the organization's philosophy in a compact, recognizable form and plays a crucial role in maintaining a consistent and coherent visual identity. To preserve its aesthetic integrity, recognizability, and legal protectability, it is essential that all applications of the logo adhere to the prescribed standards. These guidelines are intended for designers, printers, visual communication professionals, and the general public to ensure the correct and consistent use of the logo across all media and platforms.



# ABOUT CoDE

The Centre of Design Excellence (CoDE) IIT Hyderabad is established under the Govt. of India scheme – "Raising and Accelerating MSME Performance (RAMP)" through Department of Industries, Govt. of Telangana.

Center of Design Excellence (CoDE) at IIT Hyderabad represents a strategic collaboration between academia and the MSME industry, aimed at enhancing industrial capabilities through innovative design solutions. At CoDE, expertise of the faculties of the Design Department of IIT Hyderabad and existing stateof-the-art research labs are leveraged to scale the design services to meet the requirements of MSMEs and startups in Telangana. The centre focuses on the following key areas across three major functional areas:

- New Product Innovations
- Sustainable Infra and Smart Cities
- Emerging Technologies (UI/UX, VR, AR)
- Graphics, Branding and strategy.
- Heritage, crafts, and culture
- Film & Animation



# **DESIGN BRIEF**

To design a contemporary and distinctive logo for the Centre of Design Excellence (CoDE) at IIT Hyderabad that visually communicates the Centre's core philosophy — transforming through design.

The logo must distinguish CoDE from conventional academic identities while reflecting the progressive, dynamic, and modular nature of design thinking. The logo must be coherent with the visual language of the IIT Hyderabad logo, having similar ethos and energy.

# **DESIGN CONCEPT**

# INSPIRATIONS

The design of the CoDE logo draws inspiration from three iconic elements of Telangana: the intricate Muggulu, the timeless Jaali pattern, and the majestic Charminar. Each of these symbols holds deep cultural significance, reflecting the rich heritage and architectural beauty of the state.



The intertwined patterns of the Muqqulu



The intricate geometric patters of the Jaali



The four minars of the Charminar



CORE SYMBOL

meaningful core symbol.

The CoDE logo mark is thoughtfully crafted

by seamlessly integrating the letters 'C',

'o', 'D', and 'E' into a harmonious hexagonal

structure, creating a visually striking and







# LOGO MARK

The core symbol is iterated four times in a cyclic symmetry to create the logo mark of CoDE, reflecting the iterative and cyclical process inherent to design. The four repetitions also symbolize the four minars of the Charminar, thereby linking the logo mark to the heritage of Telangana.

- This composition embodies the following key principles:
- Interconnection and Collaboration
- Precision and Structure
- Innovation and Forward-thinking
- Modularity and Flexibility

These elements together convey a harmonious balance between systematic design processes and the adaptability required for innovation.

# STANDARD LOGO

The design consists of two primary components: the logo mark, situated at the top, and the centrally aligned trilingual text positioned at the bottom. These elements are meticulously arranged to establish a cohesive and visually balanced composition. The standard logo should incorporate both components, with the logo mark serving as the dominant visual element at the top, while the text below provides a stabilizing foundation, enhancing legibility and clarity. This structured integration of graphic and typographic elements underscores the design's conceptual coherence and reflects the core principles of the brand.



# STANDARD DIMENSIONS AND PROPORTIONS

The logo must maintain the specified dimensions and proportions, as it is designed with deliberate logic and intent. It should never be altered, distorted, or deformed in any way or for any purpose.

# DO NOT STRETCH THE LOGO



డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD



డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD



# LOGO VARIATIONS

Different logo variations, such as vertical, horizontal, and icon-only formats, are essential for maintaining versatility and adaptability across various platforms and applications. A vertical logo, with its stacked design, is particularly effective for spaces with limited horizontal width, such as mobile screens or narrow banners. Conversely, the horizontal logo works well in wide spaces like website headers, signage, and letterheads, where a more expansive layout is needed. Additionally, the icon-only version can be used for smaller or constrained spaces, such as social media profiles, app icons, or favicons, where the full text may not be legible. Utilizing these variations also ensures that the logo remains consistent and effective across diverse media and contexts, while maintaining brand recognition and visual integrity.

### VERTICAL LONG VERSION

# **VERTICAL SHORT VERSION**



డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD



కోడ్ ఐఐటీ హైదరాబాద్ कोड आईआईटी हैदराबाद CODE IIT HYDERABAD

## HORIZONTAL LONG VERSION



డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD

# **COMPACT VERSION**



# **J**TYPOGRAPHY

The logo incorporates trilingual text in Telugu, Hindi, and English, ensuring accessibility to a diverse audience.

# **TYPEFACES USED**

డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్

Anek Telugu (Variable)

Weight 640 Width 102 Size 9 pts

अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद

Rajdhani

Bold Size 11 pts

# **CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD**

Dosis (Variable)

Weight 700 Size 9 pts



**18** Design guidelines for CoDE IIT Hyderabad Logo

# **△** COLOUR SCHEME

The logomark color is inspired by the IIT Hyderabad logo, with the intention of aligning it with the visual language of IIT Hyderabad's branding. This approach ensures coherence while preserving the semantic meaning and identity of the logo.

# LOGO MARK





# SAFE MARGINS AND MINIMUM SIZE

The logo should have sufficient margin around it to ensure clear visibility and prominence. This margin provides breathing space for the logo, allowing it to stand out from surrounding content. For optimal visual clarity, the surrounding clear space should be at least 7.5% of the total width of the logo.

In cases where the logo is placed on a visually busy background, it must be used with a white background patch. This ensures the logo remains distinct and legible, while still adhering to the minimum margin requirements for clarity and separation from competing elements.

# × × × × دهی معرفی × دهی معرفی × دهی معرفی × ۲ × × × × ×

W

x = 7.5 % of w



Minimum width (w) for vertical logo is 50 mm Minimum width (w) for horizontal logo is 50 mm

# x=7.5 % of w

# **V**CO-BRANDING GUIDELINES

The Centre of Design Excellence (CoDE) at IIT Hyderabad is a sub-brand of IIT Hyderabad, and it is essential that both logos are used in a manner that reflects their respective brand hierarchies.

As IIT Hyderabad is the primary and more dominant brand, its logo should always take precedence in terms of size, positioning, and prominence. The CoDE logo should be used in conjunction with the IIT Hyderabad logo, ensuring that the relationship between the two is clear and visually balanced.

When both logos are displayed together, the IIT Hyderabad logo should be positioned at a more prominent location, typically at the top or left, with the CoDE logo appearing directly beneath or to the right, maintaining appropriate spacing. It is important that the logos are not distorted, misaligned, or placed in positions that could diminish the visibility of either brand.

Use a combination of long and short versions of both logos when they are supposed to be kept next to each other. IITH logo must be on the left side followed by CoDE logo

Alternatively, vertical short versions of both logos can also be placed next to each other as shown here

The full versions of both logos should be avoided when used together. The horizontal full version of the CoDE logo should only be used when the CoDE logo is presented independently, and not alongside the IIT Hyderabad logo.

భారతీయ సాంకేతిక విజాన సంస్థ హైదరాబాద్ भारतीय प्रौद्योगिकी संस्थान हैद्र राबाद Indian Institute of Technology Hyderabad







CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD

భారతీయ సాంకేతిక విజ్ఞాన సంస్థ హైదరాబాద్ भारतीय पौद्योगिकी संस्थान हैदराबाद ndian Institute of Technology Hyderabad

sිං්ධි හහුභ් **హි**යි හැකි कोड आईआईटी हैदराबाद CODE IIT HYDERABAD

భారతీయ సాంకేతిక విజాన సంస్థ హైదరాబాద్ भारतीय प्रौद्योगिकी संस्थान हैदराबाद Indian Institute of Technology Hyderabad



# ■ PLACEMENT WITH OTHER LOGOS

# **VERTICAL LOGO ALIGNMENT**

The vertical version of the CoDE logo is ideal for tight, stacked spaces with multiple logos. It should be positioned below or to the right of other logos, maintaining clear space for legibility. Alignment should visually balance the height of neighboring logos to ensure a balanced layout.



# HORIZONTAL LOGO ALIGNMENT

The horizontal version works best in wider layouts. This version should be chosen if majority of the other logos have a wider aspect ratio.



# **∠ LOGO ON BLACK BACKGROUND**



# S BLACK LOGO ON WHITE BACKGROUND



# **WHITE LOGO ON BLACK BACKGROUND**

# 

# **∠ LOGO ON RED/ORANGE BACKGROUND**



డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD



# **▲ LOGO ON BLUE/GREEN BACKGROUND**



డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD



# **⅃**LOGO ON PHOTOGRAPH



Use white logo on a black or dark coloured gradient overlay on top of the photograph as shown in the reference image here. Avoid placing logo directly on top of the photograph.

# **► LOGO ON BRAND MANIFESTATIONS**

Coloured logo must be used on white background as much as possible.



Monochrome white logo should be used on solid coloured backgrounds as much as possible. oestof conectiones.

ANNUAL REPORT 2

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# **NCORRECT USAGE OF THE LOGO**

Incorrect usage of a logo can significantly distort its intended message and brand identity. Examples of improper logo use include stretching, distorting, or altering the proportions of the logo, changing its color scheme without permission, or using it on conflicting backgrounds that reduce visibility or legibility. Such misuse undermines the consistency and professionalism of a brand. When the logo is not used as specified in the brand guidelines, it can cause confusion among audiences, weaken brand recognition, and ultimately harm the reputation of the organization. Maintaining the integrity of the logo ensures that it consistently represents the brand in the intended way, creating a strong and coherent identity across all platforms and materials.

# **DO NOT DO THIS**











డిజైన్ ఎక్సలెన్స్ కేంద్రం ఐఐటీ హైదరాబాద్ अभिकल्पन उत्कृष्टता केंद्र आईआईटी हैदराबाद CENTRE OF DESIGN EXCELLENCE IIT HYDERABAD



अभिकल्पन उत्कष्टता केंद्र आईआईटी हैदराबाद











# ▶ FILE FORMATS TO BE USED

The logo must be reproduced in different file formats depending on the medium. The following formats should be used for print projects such as books, magazines, posters, project reports, stationery, banners, signage and more,

**EPS (Encapsulated Postscript)** CoDE\_IIT Hyderabad\_logo.eps

Al (Adobe Illustrator file) CoDE\_IIT Hyderabad\_logo.ai

PDF (Portable Document Format) CoDE\_IIT Hyderabad\_logo.pdf

For onscreen or digital usage such as PowerPoint, websites, blogs, film etc. use any of the following file formats,

JPEG (Joint Photographic Experts Group) CoDE\_IIT Hyderabad\_logo.jpeg

GIF (Graphic Interchange Format) CoDE\_IIT Hyderabad\_logo.gif

PNG (Potable Network Graphics) CoDE\_IIT Hyderabad\_logo.png

**46** Design guidelines for CoDE IIT Hyderabad Logo







**DESIGNED** *by* 

# SUMIT YEMPALLE

INDReA LAB DOD, IIT HYDERABAD

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