

IIIT-Bangalore Branding Guidelines

Logo usage guidelines

These are the basic guidelines to be followed for the IIIT-Bangalore logo:

1. The logo should never appear smaller than 1 inch (25.4 mm) wide in any print application. For online applications, the logo should never be smaller than 100 pixels (26.45 mm) in width.
2. At least 5 mm breathing space around the logo is required. The breathing space should be increased or decreased proportionate to the size of the logo.
3. The White option for the logo can be used as an inverted logo whenever required.



4. The logo should not be altered, skewed or rotated in any way.
5. The following colour codes are used in the logo:

Blue- 01519a (R: 1, G: 81, B: 154)

Grey- 838280 (R: 131, G: 130, B: 128)

How to write Institute name?

1. International Institute of Information Technology Bangalore
2. IIIT-Bangalore
3. IIIT-B

Do not write

1. International Institute of Information Technology-Bangalore
2. International Institute of Information Technology, Bangalore

3. IIITB
4. IIIT Bangalore
5. iiitb
6. iiit-b

When we are referring our institute in Audio or Visual media please say Triple I TB or Triple IT Bangalore or International Institute of Information Technology Bangalore.

How should the institute logo and name appear in all our collaterals/MoU/branding?

1. Our logo should be visible in a prominent place.
2. Wherever possible please mention our full name if not please write IIIT-Bangalore or IIIT-B.
3. Preferably, the logo should be on the top right side of the document for all the presentations (Conference papers, workshop presentations, faculty talks so on).
4. Logo should be on the front or on the sleeves for all the event t-shirts if we are not writing the institute name anywhere else on the t-shirt.
5. Follow the same for the branding on gifts, mementos, mugs, pens, pen drives, notebooks, bags, bottles, key chains so on.
6. Logo should be in blue, grey or white (inverted logo) in our institute flag. The Flag length should be 1.5 times that of the width.
7. Material should be of satin or cotton/khadi.
8. Plastic flags, banners, and flex should be avoided at any cost.

Information that can be included in press release

About IIIT-Bangalore

IIIT-Bangalore is a premier institute focused on Post-Graduate IT education and research, located in the heart of Electronic City, Bangalore. IIIT-Bangalore is graded A+ by National Assessment and Accreditation Council (NAAC). In the National Institutional Ranking Framework (NIRF) for 2022, IIIT-B has secured 74th ranking. The institute was ranked number 1 among India's Best Technical Universities (Private) by India Today. IIIT-Bangalore contains state-of-the-art infrastructure, eminently qualified faculty, a vibrant alumni community, cutting-edge research facilities, and close industry collaborations.