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 invert 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: 31, G: 130, B: 128)

How to write Institute name?

1. International Institute of Information Technology Bangalore
2. IIITB
3. IIIT Bangalore

Do not write

1. International Institute of Information Technology-Bangalore
2. International Institute of Information Technology, Bangalore
3. IIIT-B
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 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 IIITB.
3. Preferably, logo should be in the top right side of the document for all the presentations (Conference papers, workshop presentation, faculty talks so on).
4. Logo should be in front or on the sleeves for all the event t-shirts, if we are not writing institute name anywhere else in 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 (invert logo) in our institute flag. The Flag length should be 1.5 times that of the width.
7. Material should be that of satin or cotton / khadi.
8. Plastic flags, banners and flex should be avoided at any cost.