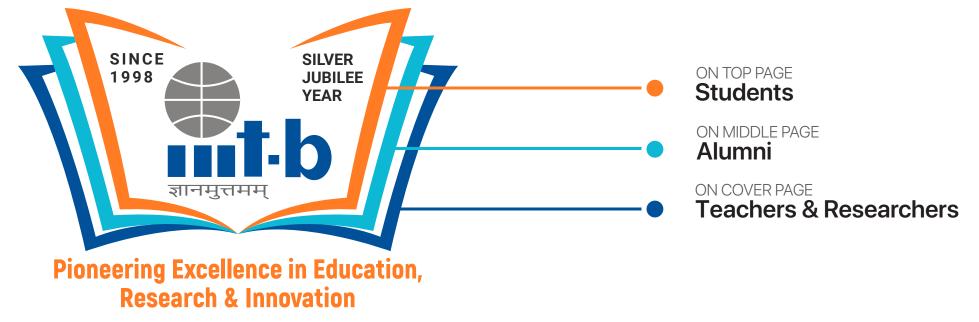




Research & Innovation

Logo Dissection





TYPOGRAPHY

Top Line: Roboto Bold
Tag Line: Akrobat Black

ORANGE **Students**

TURQUOISE BLUE **Alumni**

COBALT BLUE Researchers

RGB: 255 124 36

RGB: 13 184 213

RGB: 1 81 154 HEX: #01519A

Logo Concept Note





The book in the logo epitomizes the motto of IIITB, 'gnanamutthamam', signifying 'knowledge is supreme'.

The cover page represents our teachers and researchers, the 'guru', who propagates gnanam or knowledge. They serve as the bedrock, laying firm foundation to the edifice. The Cobalt Blue represents fair, erudite, responsible and benevolence.

The middle page embodies our ever-expanding alumni. The turquoise blue represents sign of wisdom, hope, good fortune and our emissaries.

The top page is representative of our budding students. The orange colour signifies their curiosity and enthusiasm to learn combined with their creativity.