



ICTACADEMY[®]

Brand Guidelines



Creating New Generation Talent Pool



OUR LOGO

Here it is again-our logo. Our logo is the most visible element of our identity-a universal signature across all ICT Academy communications. It's a guarantee of quality that unites our diverse products and services.

We use the same version in print, on screen, and on our buildings. It's simple. Easy to understand.

No drop shadows, no glossy reflections, no flashy graphic effects.

Our logo is a bold, simple, graphic statement.

The logo is made up of only the logotype.

While it is a simple logo, we must treat it nicely. The following pages cover the correct usage to ensure the logo always looks its best.



EVERYONE NEEDS A LITTLE PERSONAL SPACE

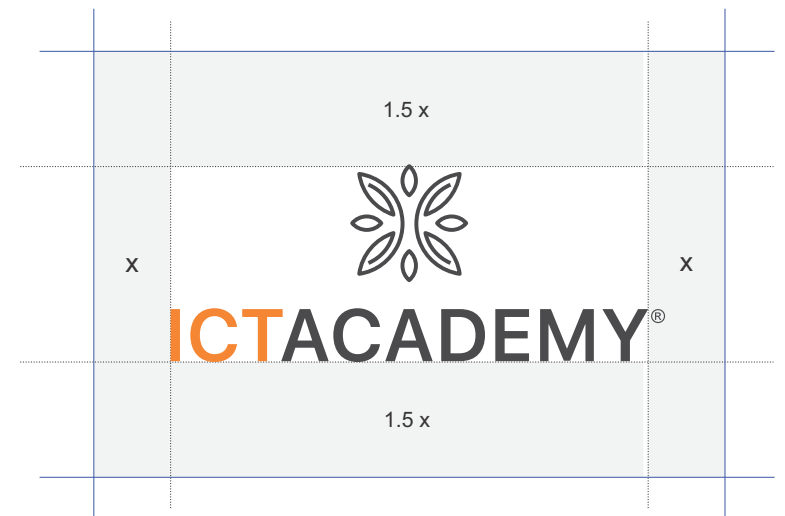
LOGO CLEAR SPACE

To ensure that our signature versions are clearly visible in all applications, surround them with sufficient clear space - free of type, graphics, and other elements that might cause visual clutter-to maximize the recognition and impact of our identity.

To ensure the integrity and legibility of the logo lock-ups, the area directly surrounding them should be protected.

When the logotype or full name is used, a clear space of 50% the logo's height should be maintained.

In special circumstances when a 50% clear zone isn't available or possible, use the second option of 25% clear space.



VERTICAL VERSION

The horizontal version of the logo is the official version, and should be used in all media.

However, in exceptional cases where there is not enough space for the usual logo, you can use the vertical version of the ICT Academy logo.

You should avoid using this version unless it is strictly necessary



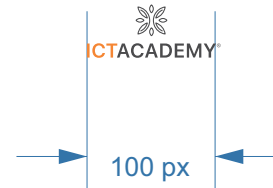
GOOD THINGS COME IN SMALL SIZES

MINIMUM LOGO SIZE

There are no predetermined sizes for the ICT Academy logo. Scale and proportion should be determined by the available space, aesthetics, function and visibility. There is no preset maximum size for the logo. In print the minimum size is 35mm.

For digital uses the minimum size of the standard logo is 100 pixels. 100 pixels is the smallest size apart from when using an ICO. There is a specific file for ICO's which is a 16px tall file.

Minimum size online



Minimum size offline



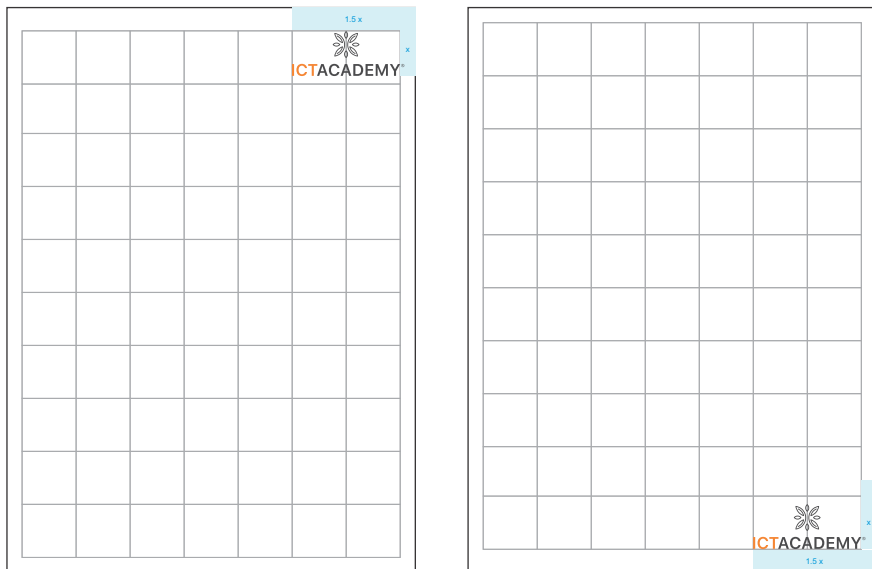
EVERYTHING IN ITS RIGHT PLACE

LOGO POSITION

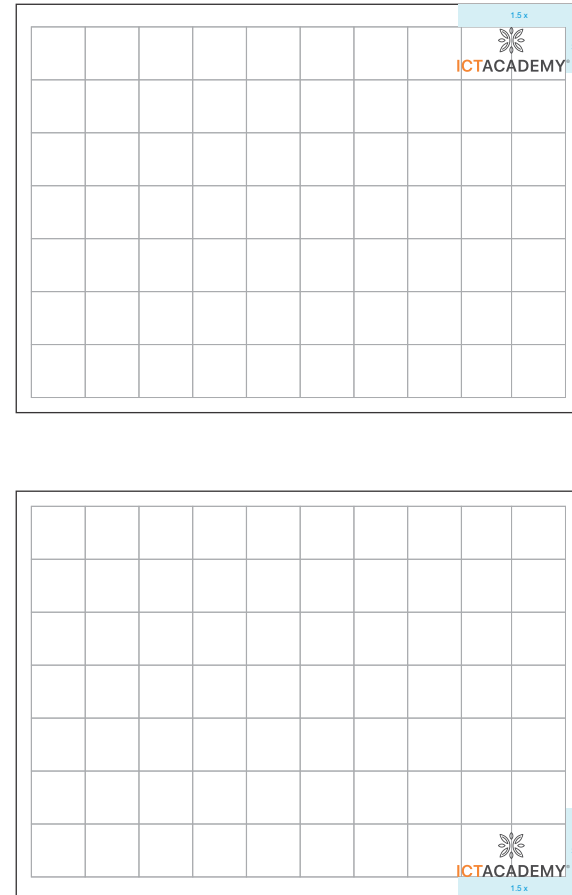
We like to avoid placing the logo smack dab in the middle of an area.

On any given format-landscape or vertical-the preferred logo placement shall be at any corner position, or center aligned at the right or left.

Vertical Orientation



Horizontal Orientation



PICK A COLOR ANY COLOR

Our logo or background color may be any color within the ICT Academy color palette.

Contrast is important-use a white logo on color backgrounds and a color logo on white backgrounds.

Color logo on white backgrounds



White logo on color backgrounds



When using the logo on a color background, logotype should appear white. The logotype should never appear in gray.

POSITIVE & NEGATIVE

The figurative mark must remain Orange in positive and negative versions of the logo. This ensures the logo is recognisable.

The wordmark varies between blue and white depending on its application.

The grayscale and the monochromatic version have been specifically designed to meet some specific printing requirements.

They should not be used in other circumstances.

Positive Version



Negative Version



Positive grayscale version



Negative grayscale version



BACKGROUND IMAGES

Our logo may also be used on an image background with sufficient contrast. Use an all-white version for dark backgrounds.

When placing the logo onto imagery, please ensure that it is placed within an uncluttered image area to allow for maximum legibility and visibility.



Light-colored, uncluttered imagery



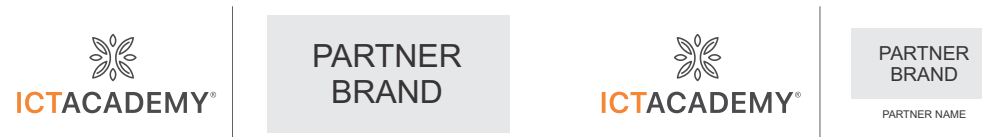
Dark-colored, uncluttered imagery



Do not use a color logo on a photographic image.

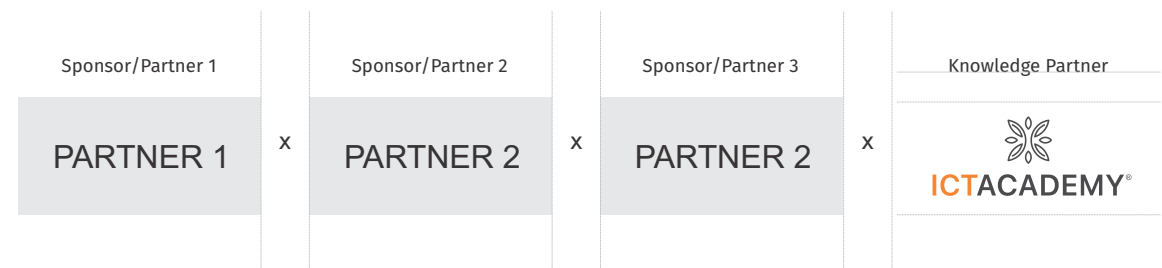
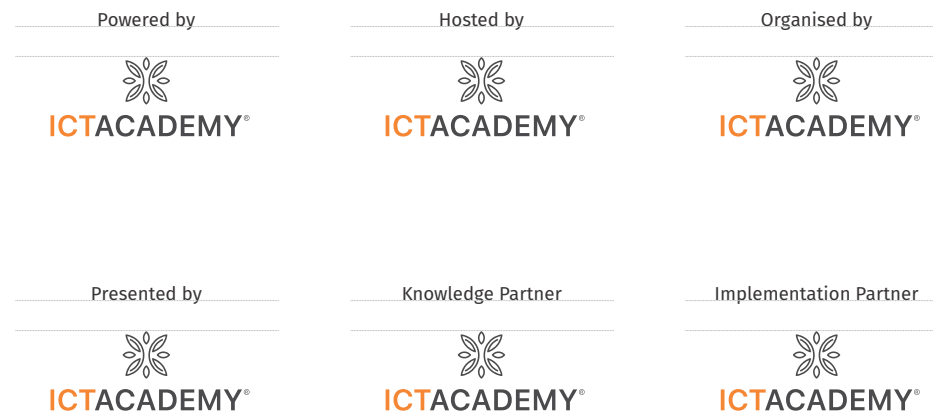
PARTNER VERSION

When pairing the parent brandmark alongside a noncompany asset, establish the length of the rule at the height of the "ICT Academy".



POSITION THE PARTNER

logo on the right within a container the height of x to be vertically centered with the ICT Academy logo. We refer to this as a "partner lockup".



PLEASE DON'T...

To maintain the integrity of ICT Academy logo, and to promote the consistency of the brand, it is important to use the logo as described in these guidelines.

The examples shown here illustrate possible misuses of ICT Academy logo that should be avoided.



DON'T rearrange the logo elements.



DON'T create a gradient logo



DON'T change the proportions between the symbol and logotype



DON'T rotate the logo



DON'T stretch the logo



DON'T mix colors from the palette



DON'T use non-approved colors



DON'T add a drop shadow to the logo



DON'T add reflections or any other graphic filters to the logo



DON'T use the symbol as a holding shape for imagery or graphics



DON'T use over a busy image



DON'T outline the logo



DON'T create a pattern with the logo



DON'T place the logo on a color without sufficient contrast



DON'T use gray or black on a color background

A FRIENDLY FACE POSITIVE & NEGATIVE

Fira Sans - IS OUR TYPEFACE.

Typography is an important aspect of our brand identity. Our typographic style contributes to our distinctive aesthetic. The typography usage examples on the following pages should be followed to ensure all of our communications appear consistent.

Lorem ipsum dolor sit amet,
consectetur adipiscing elit.
Maecenas porttitor congue
massa.

Fusce posuere, magna sed
pulvinar ultricies, purus
lectus malesuada libero, sit
amet commodo magna eros
quis urna.

OUR TYPEFACE: USE IN PRINT

Fira Sans - Semi Bold is used for all headlines and titles.

Fira Sans - BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+ (.,:;)

Fira Sans - Normal is used for the ICT Academy logotype. It should also be used for all standard body-copy.

Fira Sans - Normal
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 — &*#@?!/+ (.,:;)

Fira Sans Book - All standard body-copy.

Fira Sans Book

Fira Sans Light - All standard body-copy.

Fira Sans - Light

[DOWNLOAD FIRA SANS FONT FAMILY](#)

SECONDARY TYPEFACE: USE FOR POWERPOINT

In cases where a standard system font is required- such as sales presentation PowerPoint documents- Arial Regular and Bold, Calibri Regular & Bold should be used.

- ✓ **Arial / Arial Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz


- ✓ **Calibri / Calibri Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

- ✗ **Comic Sans MS / Comic Sans MS - Bold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz


COLOUR PALETTE

In cases where a standard system font is required-
such as sales presentation PowerPoint documents-
Arial Regular and Bold, Calibri Regular & Bold should
be used.

Primary color



PANTONE 151 CP
CMYK C0 M60 Y100 K0
RGB R245 G134 B52
Hex #F58634



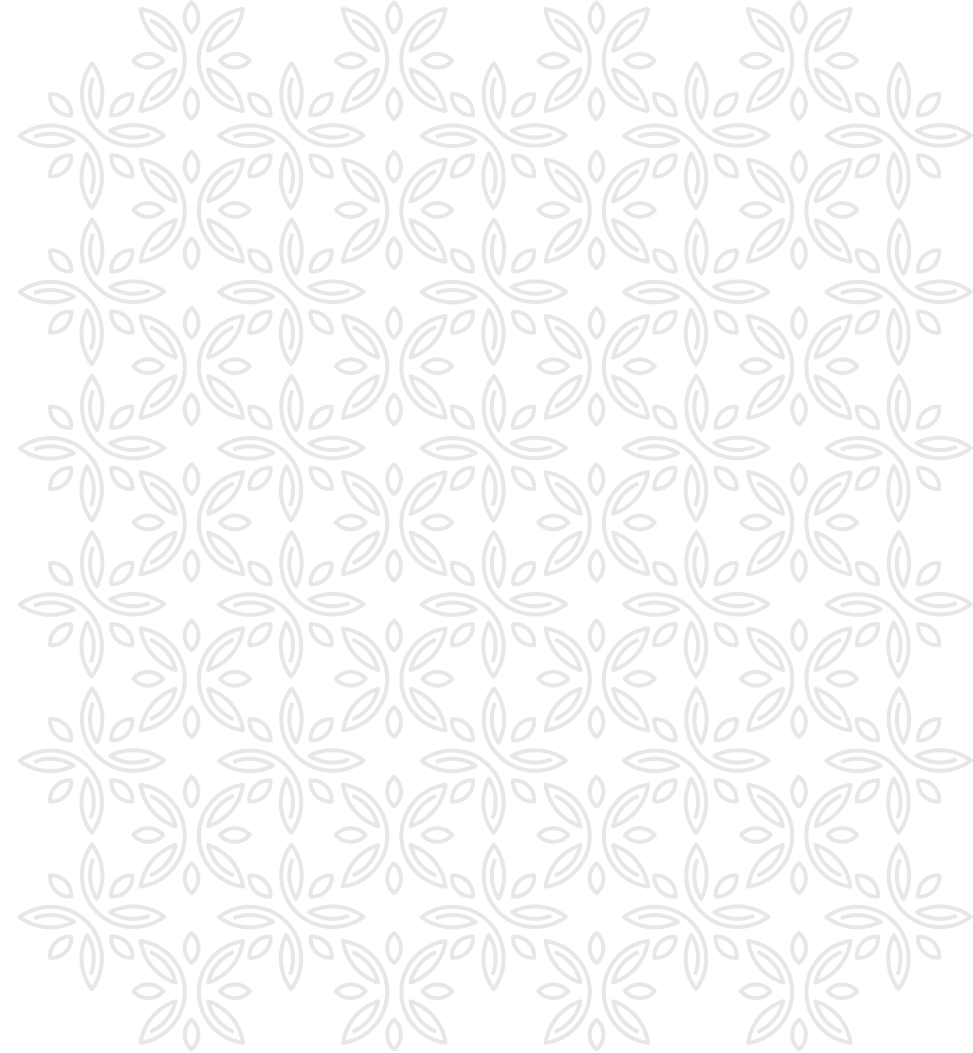
PANTONE BLACK
CMYK C0 M0 Y0 K100
RGB R75 G75 B77
Hex #4B4B4D

DESIGN MATTERS

Our appreciation. It means you share our belief in details and quality. We know applying these principles takes time and effort, but the stories we tell in all our ICT Academy communications will be stronger for it.

If you ever have additional questions about our visual identity and its application in design, don't hesitate to contact
contact@ictacademy.in

Thank you.



www.ictacademy.in