BRAND GUIDELINES

Ahmedabad University

PHILOSOPHY

Ahmedabad University defines its purpose as fostering the continuous progress of self and society. This purpose acts as one of the inspirations for this logo design. The other is the rich heritage of Ahmedabad city; represented here in the form of a minimal, graphic illustration of a renowned stepwell.

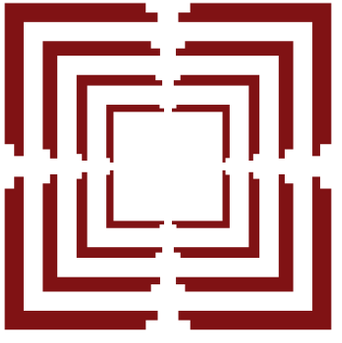
The architectural arrangement of the stepwell symbolises the relationship between self and society. At the core of the structure is the self, which must grow with the aim of transforming society for the better, thus bettering itself too.

Apart from this, the fact that historically a stepwell was constructed to sit deeper in the earth speaks of the university's focus on in-depth understanding.

The channels and doors represent the openness ingrained in the educational life here. From encouraging the spirit of inquiry to facilitating interdisciplinary learning, the flow of knowledge remains unhindered at Ahmedabad University.

UNIVERSITY LOGO

Ahmedabad
University



Ahmedabad
University

Ahmedabad
University

Ahmedabad
University

Safe Area

Horizontal

Use the innermost square of the logo as a measuring tool to help maintain the clear space around the logo.

Vertical

Minimum Size

Horizontal

Minimum size for print
35 mm

Minimum size for web
125 pixels

Vertical

Minimum size for print
25 mm

Minimum size for web
75 pixels

Improper Usage of Logo

✕ Don’t stretch or compress the logo.

✕ Don’t change the colours.

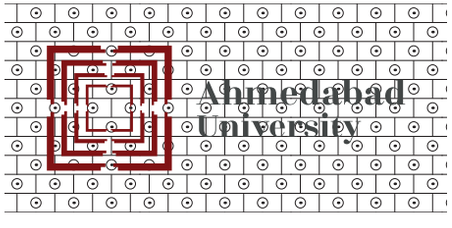
✕ Don’t change the alignment of the logo.

✕ Don’t rearrange the placement of the logo.

Improper Usage of Logo

✕ Don’t use drop shadows.

✕ Don’t rotate the logo.



✕ Don’t add any pattern behind the logo.

✕ Don’t skew the logo.

10-YEAR LOGO

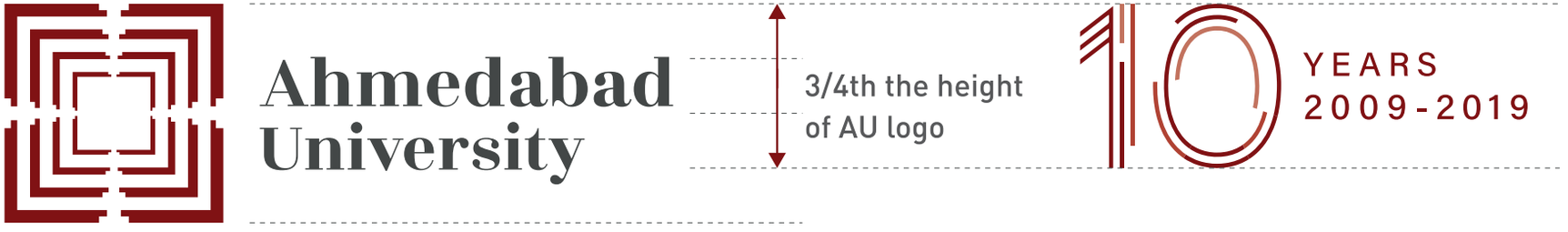
10
YEARS
2009-2019

10
YEARS
2009-2019

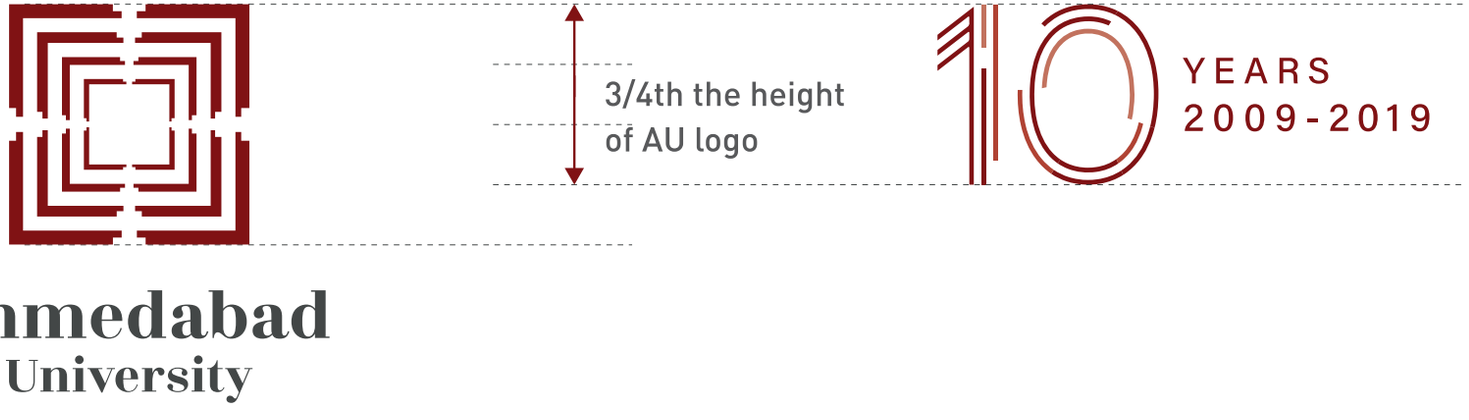
Safe Area

Use ‘1/4th the height of 10’ as a measuring tool to help maintain the clear space around the logo.

Horizontal



Vertical



COLOUR

Primary Colour Palette

C 25
M 100
Y 100
K 40

R 128
G 18
B 20

C 70
M 60
Y 60
K 40

R 67
G 71
B 71

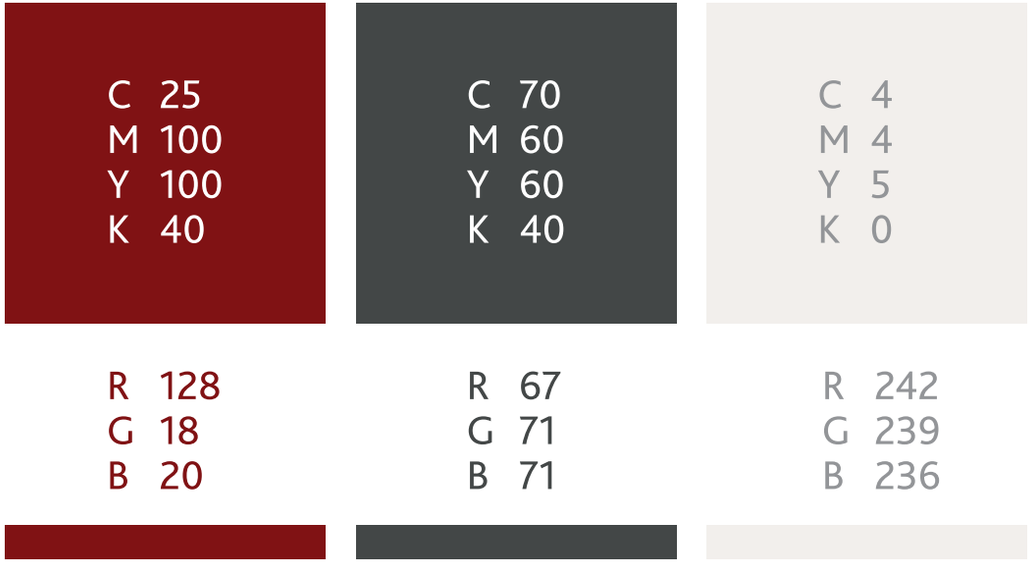
Pantone
188C

Pantone
445C

Secondary Colour Palette

C 22 M 30 Y 64 K 16	C 00 M 00 Y 00 K 50	C 4 M 4 Y 5 K 0
R 174 G 149 B 98	R 147 G 149 B 152	R 242 G 239 B 236

School Logo - Colour Palette



10-Year Logo - Colour Palette

C 25 M 100 Y 100 K 40	C 20 M 85 Y 85 K 15	C 15 M 60 Y 60 K 10
R 128 G 18 B 20	R 176 G 66 B 51	R 194 G 115 B 94

FONTS

ZARAH BOLD

Used for School & University logos.

Zarah Bold

Bold can be used for headlines
but never for body copy or long paragraphs.

ZARAH MEDIUM

All Caps / Title Case can be used for
headlines or sub headlines.

Zarah Medium

Title Case / Sentence Case can be used for
sub headlines.

Bliss 2 Bold

Bliss 2 Medium

Bliss 2 Regular

This font can be used for print application, such as (stationery, id cards etc).

Do not use this font for headline or text that will have primary focus.

This font needs to be used in combination with Zarah font as the secondary typeface.

THANK YOU.