

GRAPHIC STANDARDS AND LOGO USAGE GUIDE



Welcome to the Brand Manual for the Institute of Aeronautical Engineering, Hyderabad. This document serves as a comprehensive guide to understanding and applying our brand identity, ensuring that all communications and visual representations consistently reflect the values and mission of our institution.

Our Philosophy

At the Institute of Aeronautical Engineering, Hyderabad, our philosophy is rooted in a commitment to advancing both individual and societal progress through transformative education. Our brand identity is a reflection of this philosophy, symbolizing our dedication to fostering deep understanding and innovation.

COLLEGE LOGO



IARE
INSTITUTE OF
AERONAUTICAL ENGINEERING

Logo Left Aligned



**INSTITUTE OF
AERONAUTICAL ENGINEERING**

Logo Centered

Background Color Logo usage (Light & Dark)

Light Background in Color



Dark Background in Color



Light Background in Black and White



Dark Background in Color



Safe Placing



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

Minimum Size (For Print)



80 mm

Logo Left



150 mm

Logo Centered



INSTITUTE OF AERONAUTICAL ENGINEERING
(AUTONOMOUS)

Dundigal - 500 043, Hyderabad, Telangana

158 mm

Logo Centered Alternate

Minimum Logo A4 Size



**INSTITUTE OF AERONAUTICAL ENGINEERING
(AUTONOMOUS)**

Dundigal - 500 043, Hyderabad, Telangana

Logo Regular



**INSTITUTE OF AERONAUTICAL ENGINEERING
(AUTONOMOUS)**

Dundigal - 500 043, Hyderabad, Telangana

Logo B&W



**INSTITUTE OF AERONAUTICAL ENGINEERING
(AUTONOMOUS)**

Dundigal - 500 043, Hyderabad, Telangana

Logo in Background Solid Color
Color

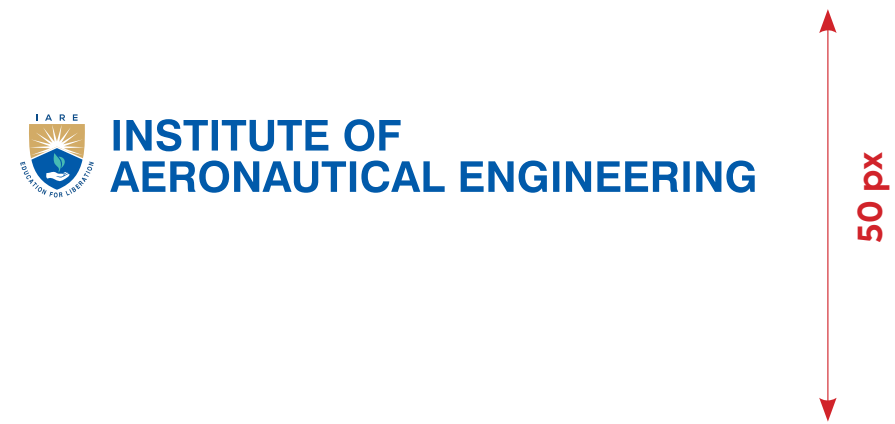
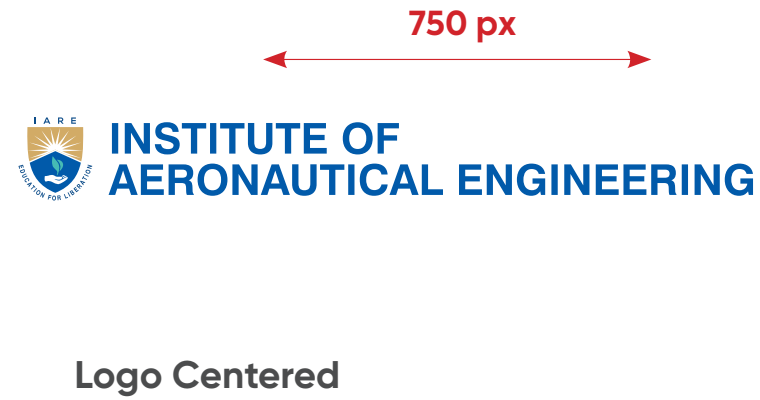


**INSTITUTE OF AERONAUTICAL ENGINEERING
(AUTONOMOUS)**

Dundigal - 500 043, Hyderabad, Telangana

Logo in Background Solid Color
B&W

Minimum Size (For Digital)



Unacceptable Usage



✗ Don't stretch or compress the logo.



✗ Don't change the colours.



✗ Don't rotate the logo.



✗ Don't change the alignment of the logo.



✗ Don't rearrange the placement of the logo.



✗ Don't use drop shadows.

Primary Color Palette (Print)



C: 100 M: 65 Y: 0 K: 15



C: 65 M: 5 Y: 35 K: 0



C: 0 M: 0 Y: 0 K: 100



C: 100 M: 55 Y: 0 K: 5
C: 79 M: 45 Y: 0 K: 0
C: 65 M: 30 Y: 0 K: 0
C: 50 M: 15 Y: 0 K: 0
C: 40 M: 0 Y: 0 K: 0



C: 55 M: 0 Y: 25 K: 0
C: 45 M: 0 Y: 15 K: 0
C: 35 M: 0 Y: 5 K: 0
C: 25 M: 0 Y: 0 K: 0
C: 15 M: 0 Y: 0 K: 0



C: 0 M: 0 Y: 0 K: 75
C: 0 M: 0 Y: 0 K: 65
C: 0 M: 0 Y: 0 K: 45
C: 0 M: 0 Y: 0 K: 25
C: 0 M: 0 Y: 0 K: 15

Fixed Color



C: 0
M: 20
Y: 60
K: 20

Primary Color Palette (Digital)



R: 0 G: 81 B: 148
#005196



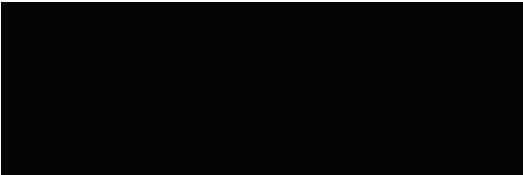
R: 24 G: 103 B: 172
R: 61 G: 125 B: 192
R: 97 G: 155 B: 211
R: 136 G: 188 B: 230
R: 162 G: 217 B: 247



R: 90 G: 180 B: 180
#5AB4B4



R: 120 G: 200 B: 200
R: 150 G: 210 B: 220
R: 180 G: 220 B: 240
R: 200 G: 230 B: 255
R: 225 G: 240 B: 255

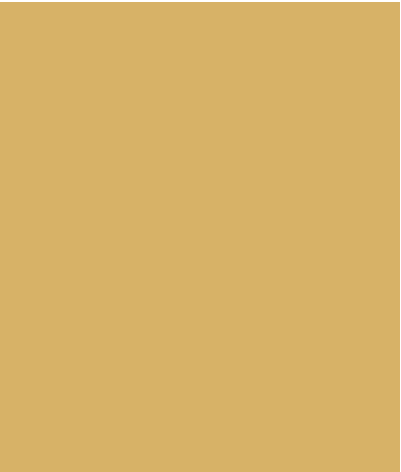


R: 0 G: 0 B: 0
#000000



R: 100 G: 100 B: 100
R: 140 G: 140 B: 140
R: 180 G: 180 B: 180
R: 220 G: 220 B: 220
R: 240 G: 240 B: 240

Fixed Color



R: 215
G: 180
B: 110
#D7B46E

Supplementary Colors

Print



C: 0
M: 100
Y: 100
K: 0



C: 100
M: 20
Y: 0
K: 0



C: 80
M: 100
Y: 0
K: 0



C: 100
M: 0
Y: 100
K: 0

Digital



R: 230
G: 30 #E61E1E
B: 30



R: 0
G: 140 #008CD2
B: 210



R: 95
G: 50 #5F3282
B: 130



R: 0
G: 150 #009646
B: 70

Thank you