Brandbook

D.A. Pandu Memorial RV Dental College

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D.A. Pandu Memorial RV Dental College

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Purpose of the Brandbook

Understanding The Brand

The Idea

D.A. Pandu Memorial RV Dental College (RVDC) is counted among the top-ranking dental institutes of India. It trains its graduates in dental sciences, enabling them to evolve, upskill and address all changes and challenges in the field of dentistry.

Today, the demand for high-quality dental education is on a constant rise. In this age of aggressive communication and competition, the college reaches out to its students as the decisive thought leader who can guide aspiring health professionals towards their ambitions.

This book demonstrates RVDC as a mentor to the aforementioned student of today. Equipped with a novel brand identity (a consistent assemblage of colour, logo & font style), RVDC reaches out to its stakeholders as an institution with quality education for the aspiring changemakers of the society.

This reinvigorated identity works with the effective incorporation of new elements to imprint a unique depiction of RVDC. However, it also retains specific characteristics of previous versions to create a callback to its distinct reputation as a reputed dental institution in India and for the world.

Brandbook Implementation

The guidelines presented must be followed for all collaterals that are published after the book is officially adopted. Collaterals produced before that, such as signages and uniforms, can exist as they are, until replacement.

About RVDC

With an extensive and fully-equipped academic infrastructure situated in the heart of the city, RVDC is among the pre-eminent dental institutions of India that provides exclusive training and produces competent professionals every year. The numerous accreditations that the college received due to its excellent learning ecosystem proves that it is the best choice for any aspiring dentist.

Understanding The Logo

Symbolism

The new logo resembles the first RVDC logo as it retains the original elements along with the letters “R” and “V”. Its elements are easily recognisable and highly associable with the brand. The iconic shield's insignia represents tradition and trust. It is a guarantee of quality education for students, parents and alumni members. The circular frame of the logo is a symbol of perfection and wholeness, qualities that are synonymous with the brand identity of RVDC. It also maintains the original inscription of "Rashtreeya Sikshana Samithi Trust" as a callback to its origins and illustrious legacy.



Basic Logo

Variations with dimensions

The placement of a logo is a unique segment of every brand's visual identity. Since collaterals come in various shapes and sizes, the standardisation of the logo's components and their placement becomes necessary for coherence.

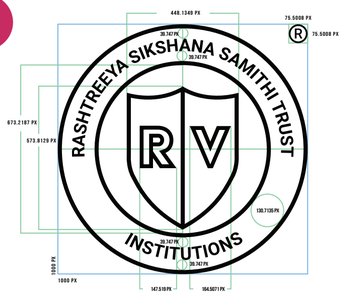
The logo should be proportionate with every collateral and maintain legibility. The size of 1000*1000 pixels has been used as a benchmark for all collaterals in the book.

Conditions

- The registered trademark should be there for every version of the logo.
- Abbreviations cannot be used for words after “RV”.
- Accreditations and affiliations cannot be used with the logo.
- The letters "R" & "V" should not have any dots between or after them.

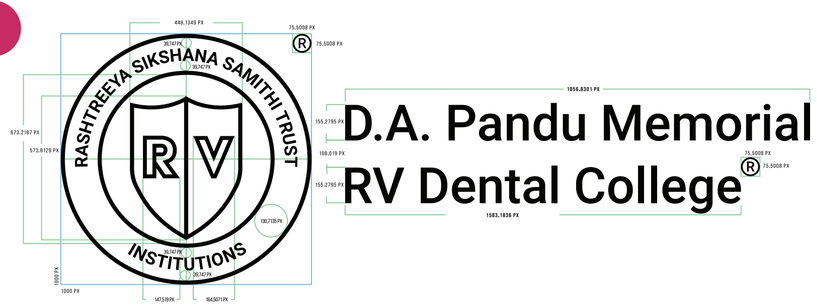
1

Basic Logo



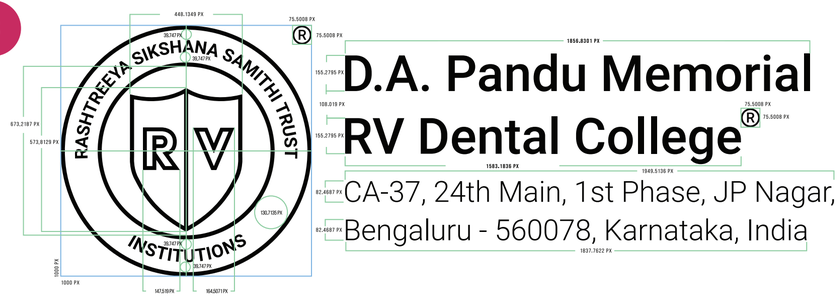
2

Logo with Institution name



3

Logo with Institution name and address



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Vertical logo options

4



D.A. Pandu Memorial
RV Dental College®

5



D.A. Pandu Memorial RV Dental College®

CA-37, 24th Main, 1st Phase, JP Nagar,
Bengaluru - 560078, Karnataka, India

6



D.A. Pandu Memorial RV Dental College®

7



D.A. Pandu Memorial RV Dental College®

CA-37, 24th Main, 1st Phase, JP Nagar, Bengaluru - 560078, Karnataka, India

8



D.A. Pandu Memorial
RV Dental College®

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Bengaluru - 560078, Karnataka, India

Horizontal logo options

9



D.A. Pandu Memorial RV Dental College®

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10



D.A. Pandu Memorial RV Dental College®

11



D.A. Pandu Memorial RV Dental College®

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12



D.A. Pandu Memorial
RV Dental College®

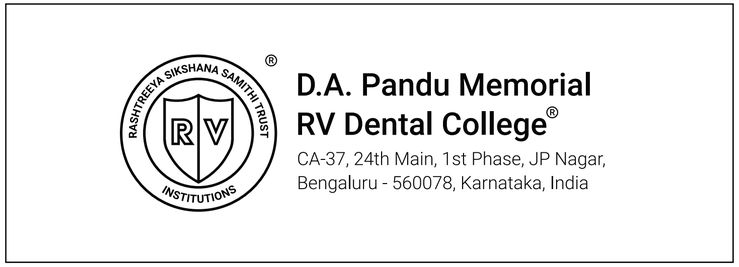
CA-37, 24th Main, 1st Phase, JP Nagar, Bengaluru - 560078, Karnataka, India

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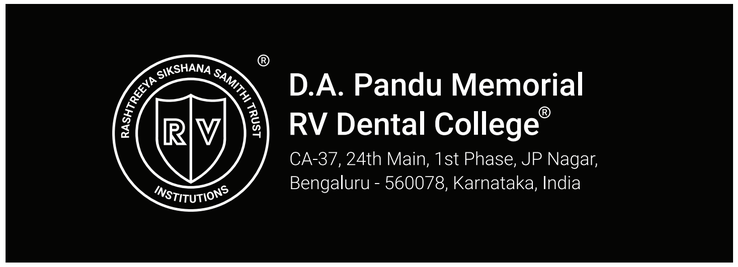
Logo in base colours

The base colours of the logo are black & white. This specific palette of two contrasting colours is to ensure that the logo can be comprehensible with every design of any colour without compromising the collateral's efficiency.

Black logo



White logo



Don’ts - Altering logo and text

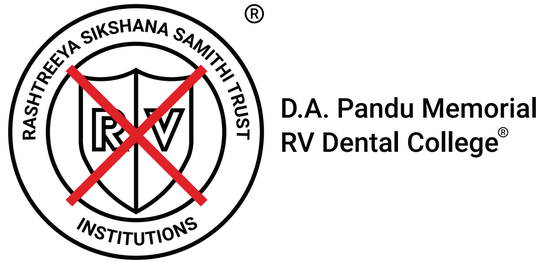
The logo’s shape, size and the proportion between the icon and institution’s name should not be altered or manipulated in any way. The following depictions are a few examples of how the logo should not be represented.





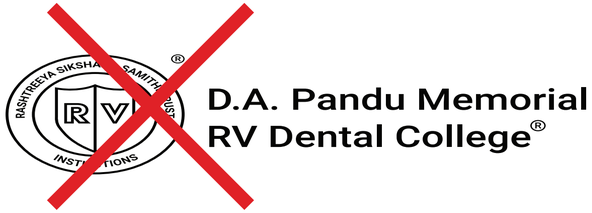


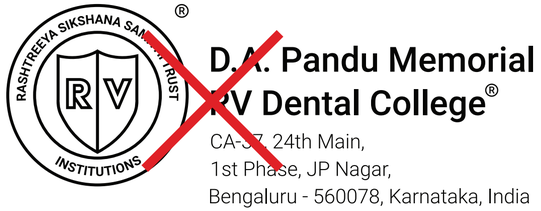


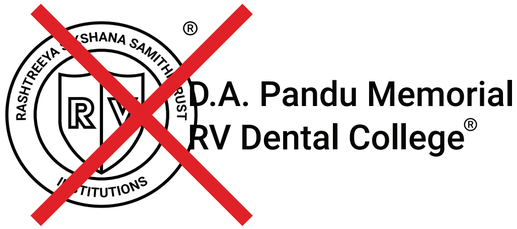












Don’ts - Altering logo alignment

The logo’s alignment should not be tampered with. The following depictions are a few examples of how the logo should not be represented.

D.A. Pandu Memorial
RV Dental College®

D.A. Pandu Memorial RV Dental College®

CA-37, 24th Main, 1st Phase, JP Nagar,
Bengaluru - 560078, Karnataka, India

D.A. Pandu Memorial
RV Dental College®

D.A. Pandu Memorial
RV Dental College®

D.A. Pandu Memorial
RV Dental College®

D.A. Pandu Memorial
RV Dental College®

D.A. Pandu Memorial
RV Dental College®

CA-37, 24th Main, 1st Phase, JP Nagar, Bengaluru
- 560078, Karnataka, India

D.A. Pandu Memorial
RV Dental College®

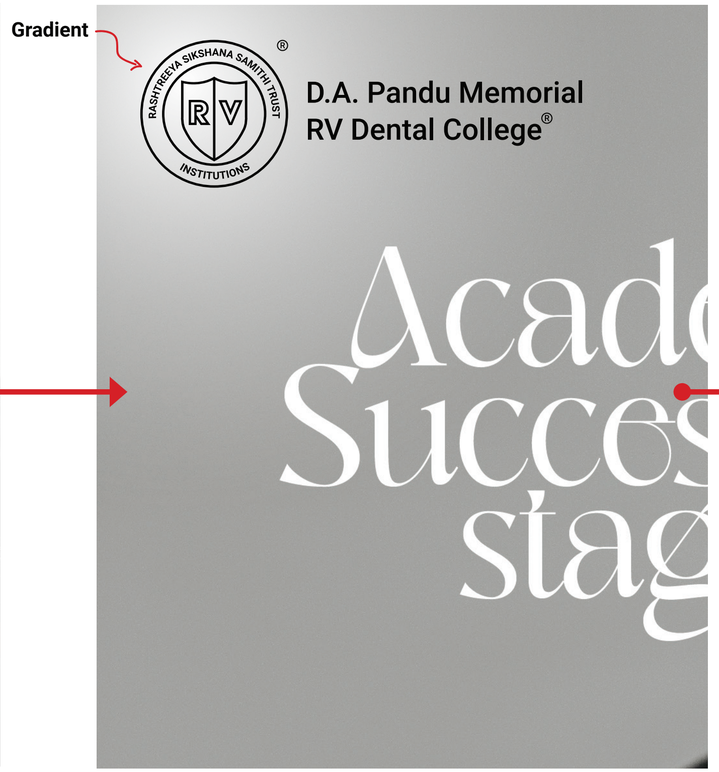
Logo usage based on background

Maintaining legibility is the key to effective visual communication and as such, should be a priority when placing the logo on multiple designs with various colours. The logo should integrate with the background while standing prominent to relay the message of the collateral.

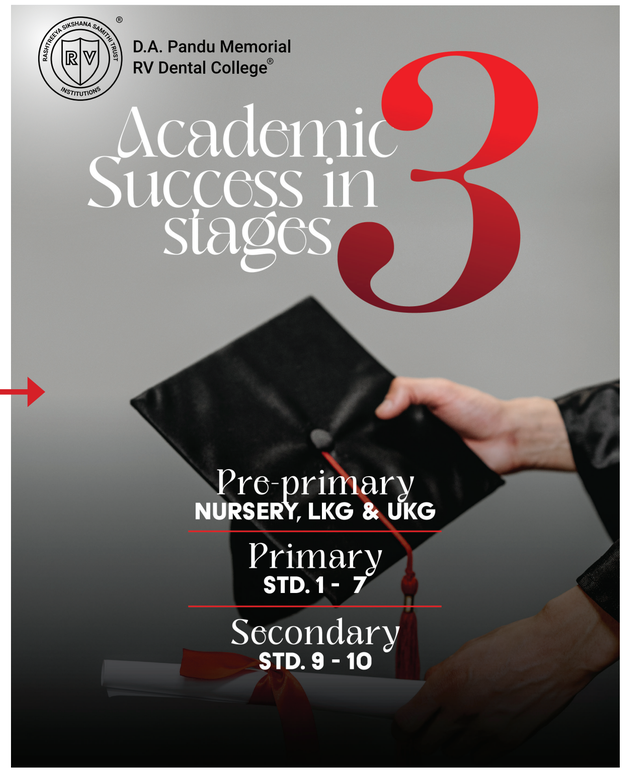
Poster without logo



Placement of logo with gradient

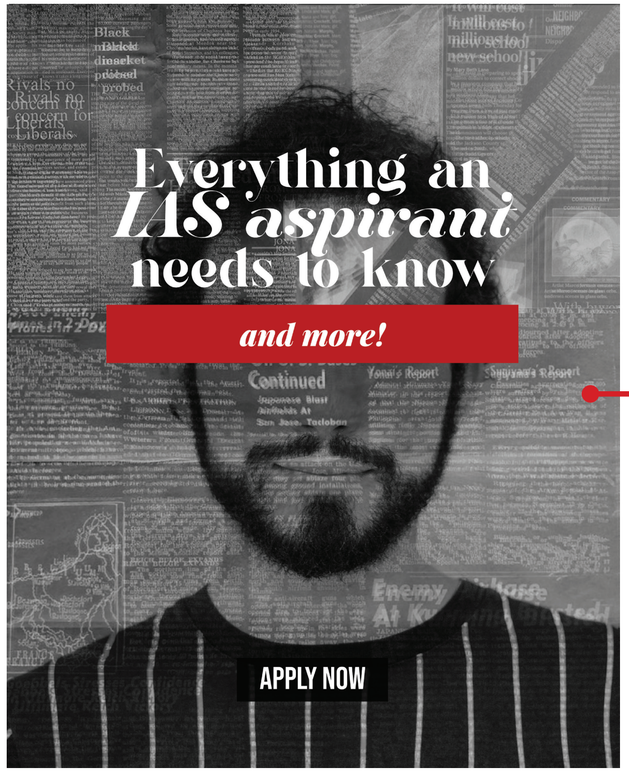


Final poster with logo



Logo usage based on background

Poster without logo

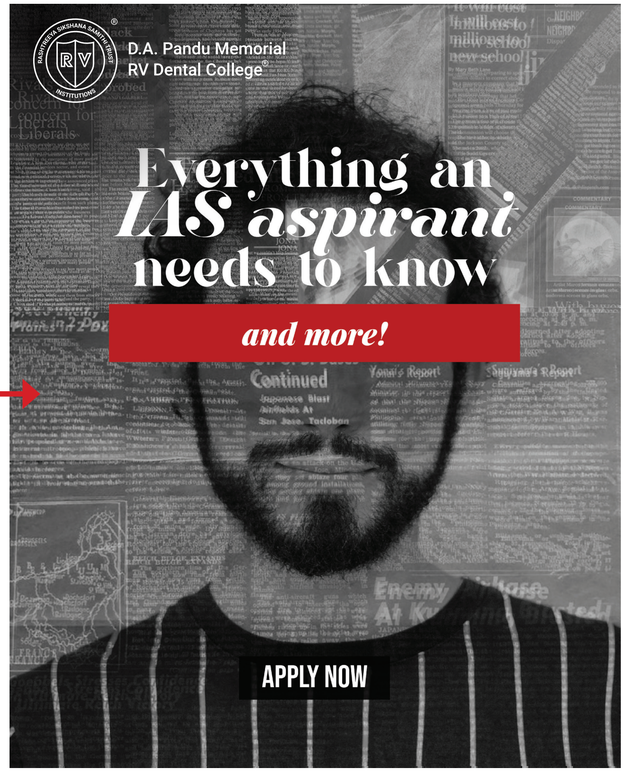


Placement of logo with gradient

Gradient



Final poster with logo



The Official Fonts

Brand Fonts

As an educational ecosystem with diverse expertise, RVDC embraces the use of multiple font families to maintain its distinct brand identity.

The primary font of the brand is the Roboto Font & the secondary font is Playfair Display.

Hera Big Font, New York Font & Bebas Neue Font are other fonts that can accompany them.

These fonts have undergone thorough testing on both offline and online platforms and have been warmly received by the target audience.

Primary Fonts

Roboto font family

Roboto Thin	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Roboto Thin Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz1234567890*
Roboto Light	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Roboto Light Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz1234567890*
Roboto Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Roboto Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz1234567890*
Roboto Medium	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz1234567890**
Roboto Medium Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz1234567890***
Roboto Bold	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz1234567890**
Roboto Bold Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz1234567890***
Roboto Black	**ABCDEFGHIJKLMNOPQRSTUVWXYZ** **abcdefghijklmnopqrstuvwxyz1234567890**
Roboto Black Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz1234567890***

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Secondary Fonts

Playfair Display font family

Playfair Display Regular	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Playfair Display Medium	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Playfair Display SemiBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Playfair Display Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Playfair Display ExtraBold	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
Playfair Display Black	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890

Playfair Display Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz1234567890*
Playfair Display Medium Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz1234567890*
Playfair Display SemiBold Italic	*ABCDEFGHIJKLMNOPQRSTUVWXYZ* *abcdefghijklmnopqrstuvwxyz1234567890*
Playfair Display ExtraBold Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz1234567890***
Playfair Display Black Italic	***ABCDEFGHIJKLMNOPQRSTUVWXYZ*** ***abcdefghijklmnopqrstuvwxyz1234567890***

Other Fonts

Hera Big Font Family	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
NewYork	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz1234567890
BEBAS NEUE FONT FAMILY	ABCDEFGHIJKLMNOPQRSTUVWXYZ ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

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The Tagline

An Inspiring Vision

This is the mantra by RVDC and a rallying call for students to make a difference on the biggest stage of all - the global stage. This is more than an advertising slogan; this lies at the core of the brand, serving as both a beacon and a benchmark. It is intrinsic to the brand, reflected in thought, word and deed, and across all institutions, all departments, all faculty members and, of course, all students.

Tagline in base colours

Tagline in black

Go, change the world®

Tagline in white

Go, change the world®

FONT: PLAYFAIR DISPLAY

FONT SIZE AND SPACING:
IF SIZE = 85PT
THEN LETTER SPACING = 0

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Guidelines For Official Collaterals

Colours for official collaterals

The following shades of Grey, White and Blue are the only colours that can be used for the official collaterals.

COLOUR: WHITE
C M Y K: 0, 0, 0, 0
R G B: 255, 255, 255

COLOUR: CLOUD GREY
C M Y K: 0, 0, 0, 4
R G B: 243, 243, 244

COLOUR: LIGHT GREY
C M Y K: 0, 0, 0, 25
R G B: 198, 200, 202

COLOUR: GREY
C M Y K: 0, 0, 0, 30
R G B: 187, 189, 192

COLOUR: BLUE
C M Y K: 100, 90, 38, 35
R G B: 24, 40, 82

Visiting Card

Front

- The QR code is on the top left. It is to be used only for the Head of Institution (HoI) and it will lead to the contact details of the respective HoI.
- The placeholders for name, designation and contact details are right-aligned.
- The website is placed at the base and is centre-aligned to the card.

Back

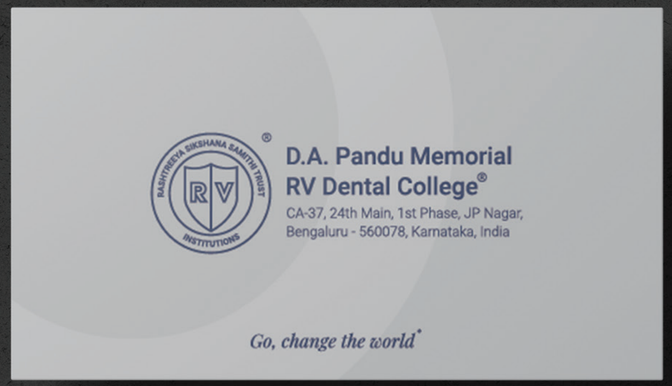
- The logo with address is placed in the centre of the card.
- The tagline is placed on the lower centre of the card.
- The names of all institutions are mentioned only for the HoI.

Conditions

- The placement and alignment of the logo, QR code, placeholders and all texts should be in accordance to the formats presented.
- The colour of the logo must be the same as presented.

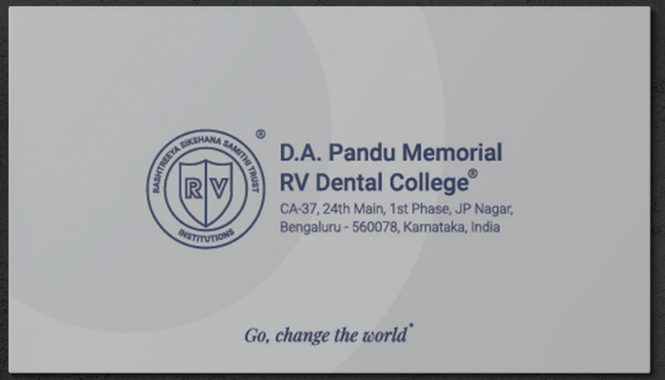
Directions

Click on "Download" to find two versions of the visiting card, as depicted.





For Head of Institution





For Staff Members

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Diary

Front

- The logo without address is placed on the top centre of the diary and is centre-aligned.
- Placeholder for the year is on the lower right corner of the diary.

Back

- The tagline is placed at the base and is centre-aligned to the diary.

Conditions

- The placement and alignment of the logo and tagline should be in accordance to the format presented.
- The colour of the logo must be the same as presented.
- The diary's colour may vary depending on the material used, such as leather, rexine, cardboard or different types of paper.

Directions

Click on "Download" to find this version of the diary, as depicted.



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Letterhead

Front

- Header has the logo with address on the top left and contact details on the top right.
- Footer includes the name of the Trust on the left and tagline on the right.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colour of the logo must be the same as presented.

Directions

Click on "Download" to find this version of the letterhead, as depicted.



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Letterhead – Affiliations/ Accreditations

Front

- Header has the logo with address on the top left, affiliations/accreditations in the centre and contact details on the top right.
- Footer includes the name of the Trust on the left and tagline on the right.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colour of the logo must be the same as presented.

Directions

Click on "Download" to find this version of the letterhead, as depicted.



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Folder

Front

- The logo with address is centre-aligned and is placed on the top centre of the folder.
- The tagline is at the base and centred to the folder.
- Website is placed on the left of the folder.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colour of the logo must be the same as presented.

Directions

Click on "Download" to find this version of the folder, as depicted.



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Envelope
(For office use only)

Front

- The logo without address is placed on the lower left of the envelope.
- Address and contact details are on the lower centre of the envelope.
- The tagline is placed on the lower right of the envelope.
- Website is placed on the left of the envelope.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colour of the logo must be the same as presented.

Size Variations

- Sizes displayed for the envelope are standard and A4.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find two versions of the envelope, as depicted.



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ID Card - Staff

Front

- The placeholders for name, designation, department, date of joining and employee code are centre-aligned and at the base of the card.
- The photo should not be in passport size.
- The photo should be limited to the upper torso.

Back

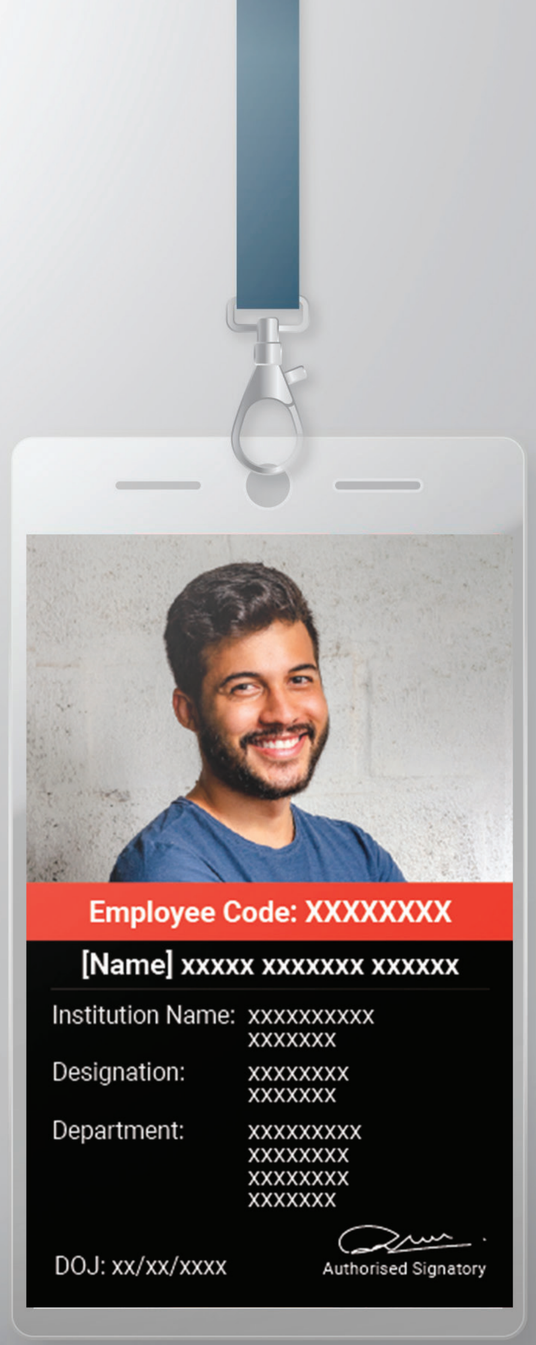
- Includes details for contact info, blood group, emergency contact and T&C.
- The logo with address is placed at the base of the card.

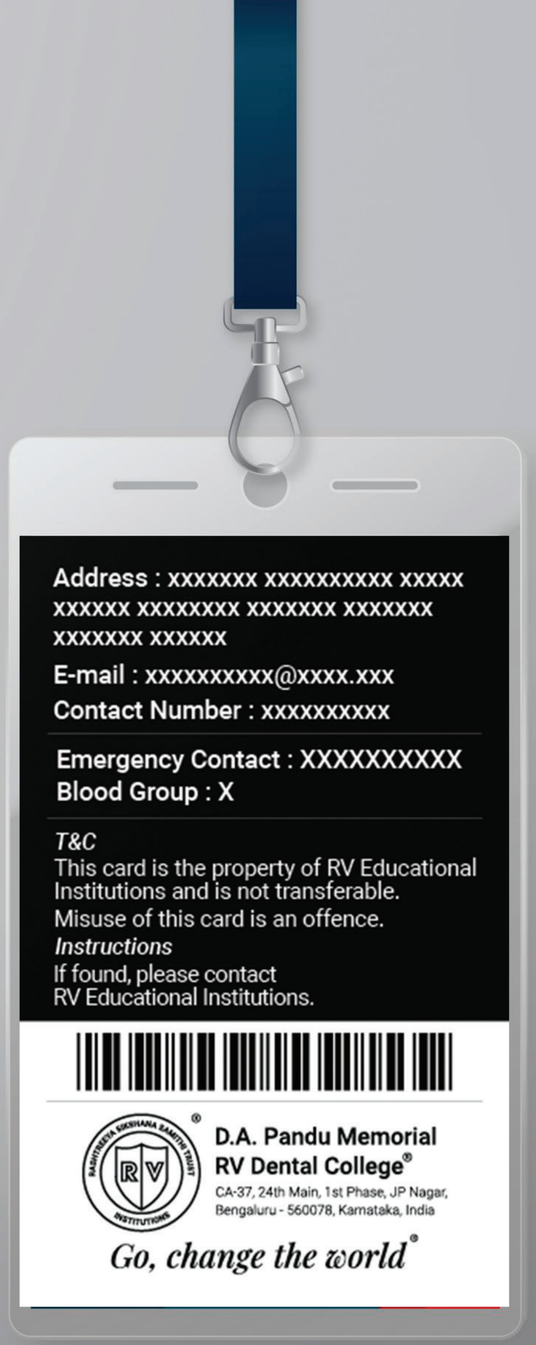
Conditions

- The placement and alignment of the logo, placeholders and all texts should be in accordance to the format presented.
- The colour of the logo must be the same as presented.

Directions

Click on "Download" to find this version of the ID Card, as depicted.





DOWNLOAD

ID Card - Students

Front

- The placeholders for name, course and institution are on the lower centre of the card.
- The placeholders for date of birth & validity are on the lower left corner of the card.
- The placeholder for student id is on the left of the card.
- The photo should not be in passport size.
- The photo should be limited to the upper torso.

Back

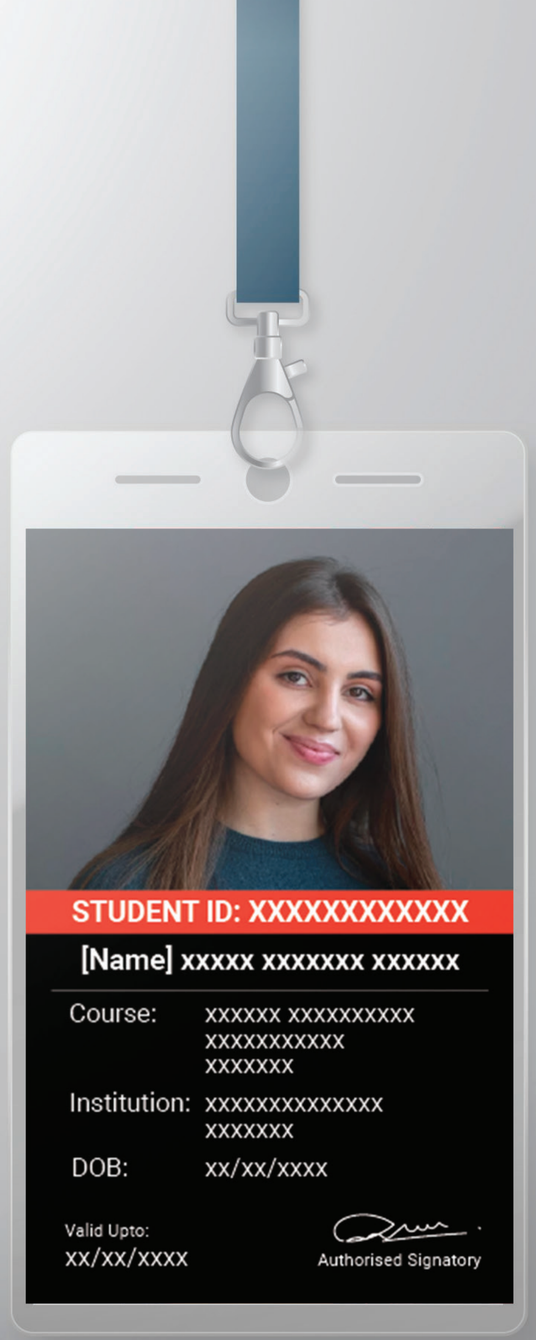
- Includes details for contact, blood group, emergency contact and T&Cs.
- The logo with address is placed at the base of the card, with the tagline.

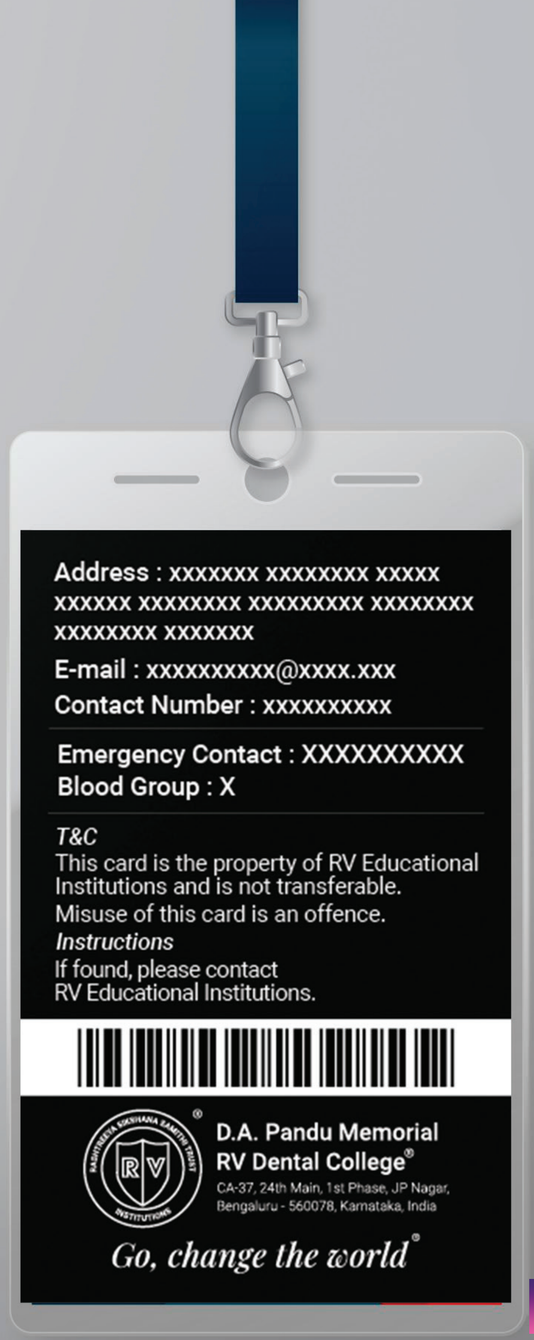
Conditions

- The placement & alignment of the logo, placeholders and all texts should be in accordance to the format presented.
- The colour of the logo must be the same as presented.

Directions

Click on "Download" to find this version of the ID Card, as depicted.





DOWNLOAD

Guidelines For Other Collaterals

Do's and Don'ts

- The colour of the logo, text, background and/or the entire collateral can be changed. However, they should stand in contrast to each other.
- Elements of the collateral, including logo and all texts should not appear distorted.
- Size, position and alignment of the logo and all texts must not be changed.
- Any size that is not mentioned in the book will be provided by the department, as per request.

Stick-on for notice board

Includes the logo without address, institution's address, contact details and a QR code that leads to the institution's digital presence.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The material of the stick-on displayed is foam board.
- The colours of all elements including logo, text and background of the stick-on can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the stick-on for notice board, as depicted.



DOWNLOAD

Brochure

Front

Logo without address is on the top left.

Back

Footer includes logo without address, institution's address, tagline, contact details and a QR code that leads to the website.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed for the brochure are A4 and A5.
- The guidelines apply to all versions.

Directions

Click on "Download" to find two versions of the brochure, as depicted.



DOWNLOAD

Brochure - Without Details

Front

- Logo without address is on the top left.
- Institution's address is a part of the artwork.

Back

Footer includes tagline and a QR code.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed for the brochure are A4 and A5.
- The guidelines apply to all versions.

Directions

Click on "Download" to find two versions of the brochure, as depicted.



DOWNLOAD

Leaflet

Front

Logo without address is on the top left.

Back

Footer includes logo without address, institution's address, contact details, tagline and a QR code that leads to the website.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Variations

- The versions displayed for the A4 leaflet are two-fold and three-fold.
- The guidelines apply to all versions.

Directions

Click on "Download" to find two versions of the leaflet, as depicted.



DOWNLOAD

Leaflet - Without Details

Front

- Logo without address is on the top left.
- Institution's address is a part of the artwork.

Back

Footer includes tagline and a QR code.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Variations

- Versions displayed for the A4 leaflet are two-fold and three-fold.
- The guidelines apply to all versions.

Directions

Click on "Download" to find two versions of the leaflet, as depicted.



DOWNLOAD

Invitation Envelope – Portrait

Front

- Logo without address can be on the top centre with the tagline on the lower centre.
- Logo without address and tagline can be on the lower centre.
- Logo without address can be on the top left with the tagline on the lower centre.
- Logo without address can be on the lower left with the tagline on the lower right.

Conditions

- The placement and alignment of the logo and tagline should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find the portrait version of the invitation envelope, as depicted.



DOWNLOAD

Invitation Envelope - Landscape

Front

- Logo without address can be on the top centre with the tagline on the lower centre.
- Logo without address and tagline can be on the lower centre.
- Logo without address can be on the top left with the tagline on the lower centre.
- Logo without address can be on the lower left with the tagline on the lower right.

Conditions

- The placement and alignment of the logo should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find the landscape version of the invitation envelope, as depicted.



DOWNLOAD

Newspaper Advertisement

- Header includes logo without address, institution's address, contact details, tagline and a QR code that leads to the institution's digital presence.
- The quarter page and 8cm*12cm variations feature the centre-aligned logo on the top left of the header.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed are full page, half page, quarter page and 8cm*12cm.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find four versions of the newspaper advertisement, as depicted.









Newspaper Advertisement - Without Details

- Header includes logo without address, contact details, tagline and a QR code that leads to the institution's digital presence.
- Institution’s address is a part of the artwork.
- The 8cm*12cm variation features the centre-aligned logo on the top left of the header.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed are full page, half page, quarter page and 8cm*12cm.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find four versions of the newspaper advertisement, as depicted.









Poster

- Footer includes the logo without address, institution’s address, tagline, contact details and a QR code that leads to the institution's digital presence.
- The size of the footer varies according to the poster’s dimensions.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed for the poster are A0, A1, A2, A3 and A4.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find five versions of the poster, as depicted.



DOWNLOAD

Poster - Without Details

- Footer includes tagline, QR code and logo.
- Institution’s address is a part of the artwork.
- The size of the footer varies according to the poster’s dimensions.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed for the poster are A0, A1, A2, A3 and A4.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find five versions of the poster, as depicted.



DOWNLOAD

Standee

A header that includes logo without address, institution’s address, contact details and a QR code that leads to the institution's digital presence.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the standee, as depicted.



DOWNLOAD

Standee - Without Details

- Header includes logo and a QR code.
- Institution's address is a part of the artwork.
- The size of the header varies according to the standee's dimensions.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the standee, as depicted.



DOWNLOAD

Flag

The logo without address is placed in the centre.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed for the flags are horizontal and vertical.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find two versions of the flag, as depicted.





Banner

- The logo without address is placed on the top right.
- Footer includes address, contact details and a QR code that leads to the institution's digital presence.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes displayed for the banner are horizontal and vertical.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find two versions of the banner, as depicted.





DOWNLOAD

Table Calendar

Front

- The logo without address is placed on the top left.
- Footer includes the institution’s address, contact details and a QR code that leads to the institution's digital presence.
- Includes a placeholder for the dates.

Back

Includes a placeholder for artwork.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the calendar, as depicted.



DOWNLOAD

Hanging Calendar

Front

- The logo without address is placed on the top left.
- Footer includes the institution’s address, contact details, tagline and a QR code that leads to the institution's digital presence.
- Includes a placeholder for the dates and artwork.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the calendar, as depicted.



DOWNLOAD

Backpack

Front

- The logo without address is placed on the top centre of the backpack.
- The tagline is placed on the lower centre of the backpack.

Conditions

- The placement and alignment of the logo should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the backpack, as depicted.



DOWNLOAD

Cap

The side adjoining the brim features the logo without address. The tagline is on the left side of the cap.

Conditions

- The placement and alignment of the logo should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the cap, as depicted.



DOWNLOAD

Bottle

Includes the logo without address and tagline on one side and a placeholder for artwork on the opposite side of the curved surface.

Conditions

- The alignment of the logo should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the bottle, as depicted.



DOWNLOAD

Mug

Includes the logo without address and tagline on one side and a placeholder for artwork on the opposite side of the curved surface.

Conditions

- The placement and alignment of the logo should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the mug, as depicted.



DOWNLOAD

Pen

Includes the name of the institution on a single side of the curved surface, near the grip of the pen.

Conditions

- The placement and alignment of the text should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the pen, as depicted.



DOWNLOAD

Pencil

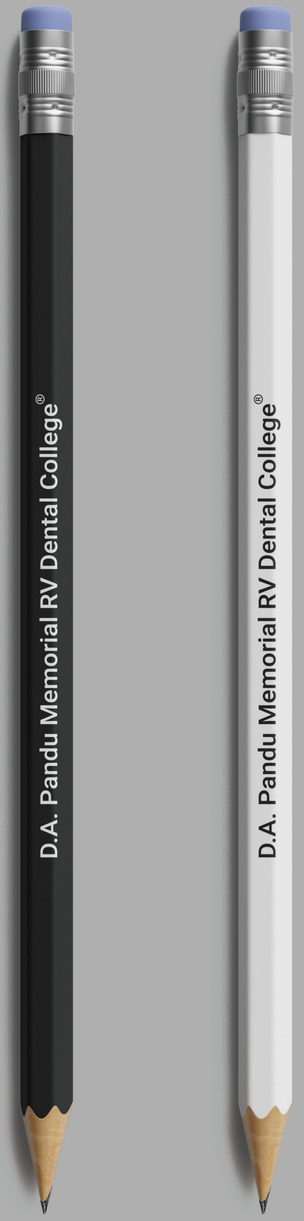
Includes the name of the institution in the centre of a single side of the curved surface.

Conditions

- The placement and alignment of the text should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the pencil, as depicted.



DOWNLOAD

Sweatshirt

Front

Includes centre-aligned logo without address, placed on the top left of the sweatshirt.

Back

Features a placeholder for artwork and the tagline under it.

Conditions

- The placement and alignment of the logo should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the sweatshirt, as depicted.



DOWNLOAD

Jacket

Front

Includes centre-aligned logo without address, placed on the top left of the jacket.

Back

- Features a placeholder for artwork.
- The tagline is at the base of the jacket.

Conditions

- The placement & alignment of the logo and texts should be in accordance to the format presented.

Directions

Click on "Download" to find this version of the jacket, as depicted.



DOWNLOAD

T-shirt

Front

- The logo without address is centre-aligned and is placed on the top left of the t-shirt.
- Includes a placeholder for artwork.

Back

- Includes a placeholder for artwork.
- The tagline is at the base of the t-shirt.

Conditions

- The placement and alignment of the logo and texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the t-shirt, as depicted.



DOWNLOAD

Carry Bag

Front

- Features a placeholder for artwork.
- The tagline is at the base of the carry bag.

Back

- Features the logo without address.
- The footer has the address, contact details, QR code and website.

Conditions

- The placement and alignment of the logo and all texts, excluding the placeholder for the artwork, should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the carry bag, as depicted.



DOWNLOAD

Website

The logo without address is left-aligned and placed on the top left of the website.

Conditions

- The placement and alignment of the logo should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find the left-aligned logo for the website.



E-brochure

Front

Logo without address is on the top left.

Back

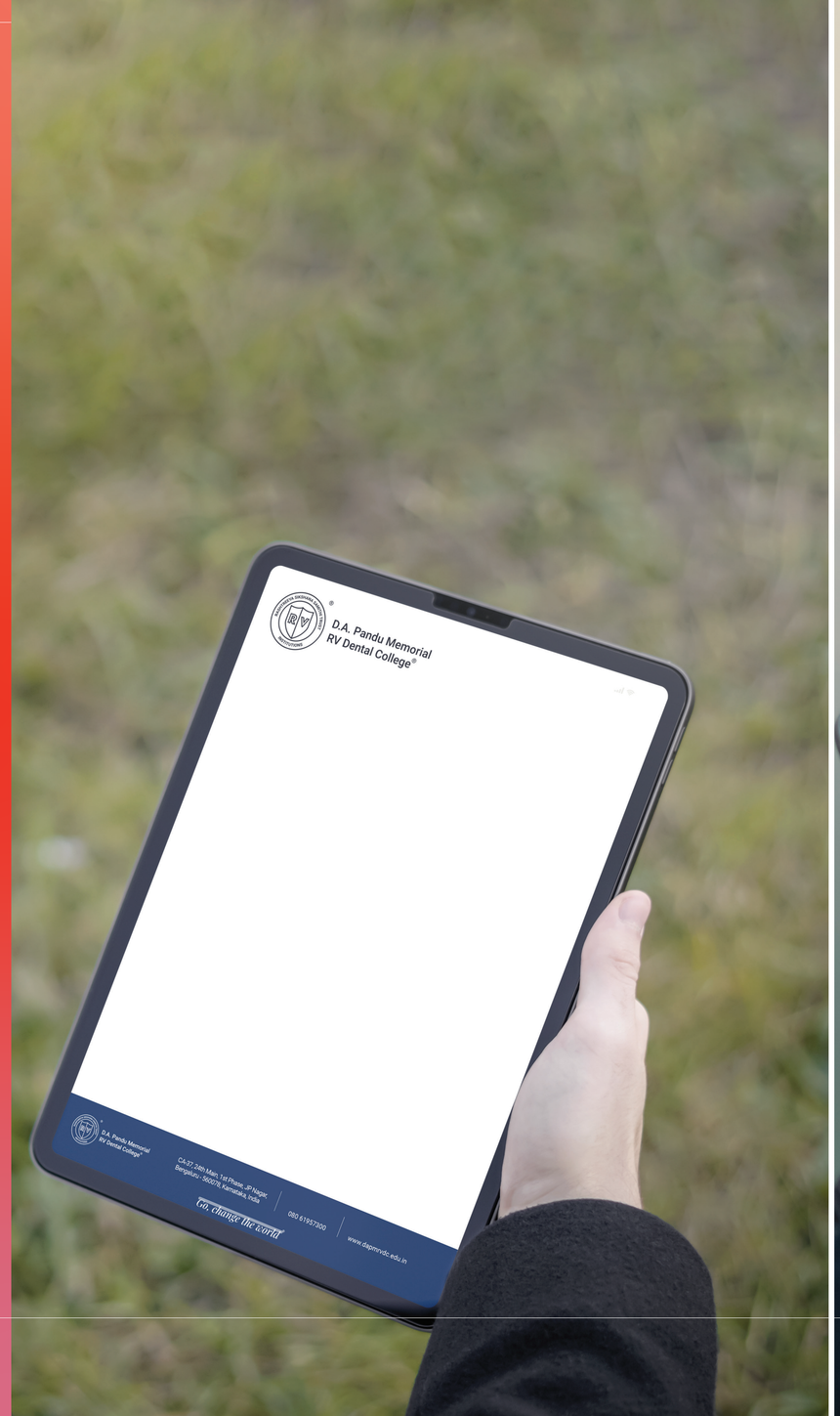
Footer includes logo without address, institution's address, contact details and a QR code that leads to the website.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find two versions of the e-brochure, as depicted.





DOWNLOAD

Promotional E-mailer

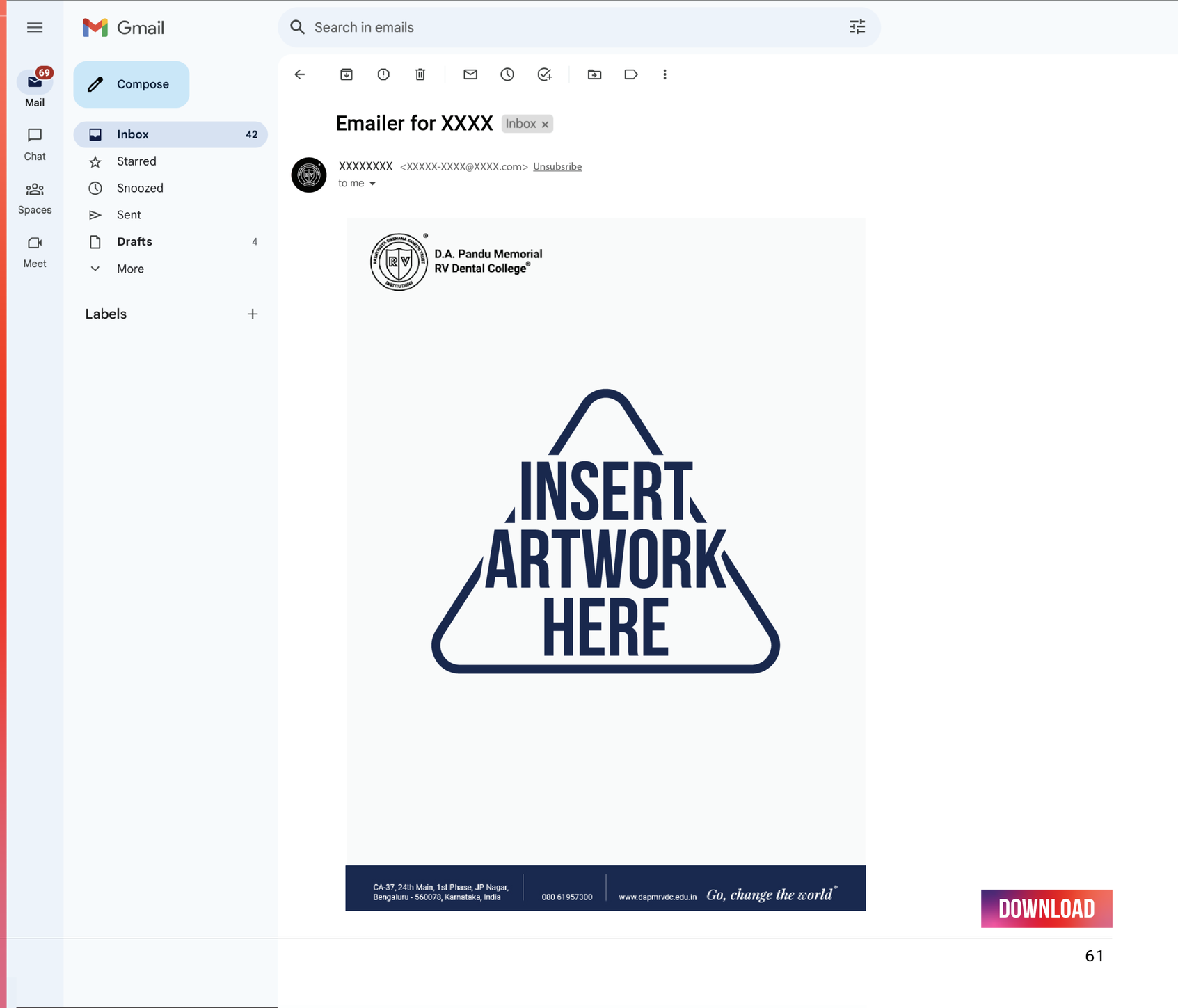
- The logo without address is on the top left.
- Footer includes address, contact details and the tagline.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the promotional e-mailer, as depicted.



DOWNLOAD

E-mail Signature

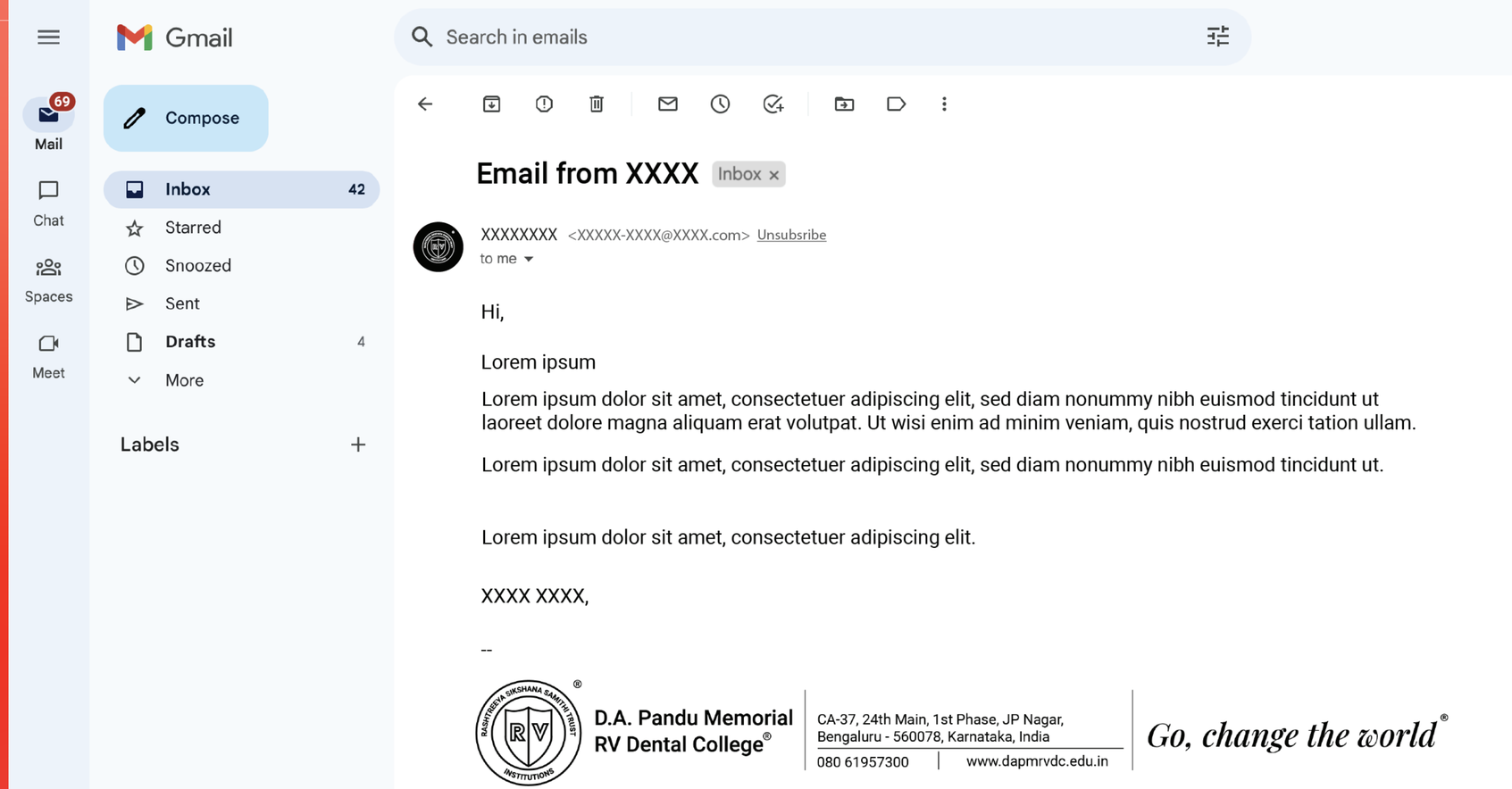
Footer includes name, designation, logo without address, tagline and contact details along with the institution's logo and contact details.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on "Download" to find this version of the e-mail signature, as depicted.



DOWNLOAD

Presentation – Title Slide

- The logo without address is placed on the top left.
- The tagline is on the lower centre.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

The template is available to download in the next page.



Presentation - Inner Slide

- The logo without address is placed on the top left.
- The tagline is on the top right.

Conditions

- The placement and alignment of the logo and all texts should be in accordance to the format presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Directions

Click on “Download” to find the presentation file template (Title and Inner Slides are included).



DOWNLOAD

Social Media Profile Picture

The basic logo is used only as a display picture for the institution's page.

Directions

Click on "Download" to find the basic logo for social media profile.



DOWNLOAD

Google Display Ad

The placement of the logo without address and tagline differs for different sizes.

Conditions

- The placement and alignment of the logo and tagline should be in accordance to the formats presented.
- The colours of all elements including logo, text and background can be altered. However, these elements should appear distinct and not merge with the background.

Size Variations

- Sizes available for the advertisements are 750px*300px, 750px*200px, 750px*100px, 950px*90px, 960px*90px, 200px*446px, 970px*90px, 320px*400px, 600px*314px, 728px*90px, 250px*250px, 366px*280px, 300px*250px, 120px*600px,160px*600px, 320px*100px, 425px*600px, 300px*600px, 980px*90px, 240px*400px, 980px*120px, 930px*180px, 250px*360px, 580px*400px, 300px*1050px, 480px*320px, 320px*480px, 768px*1024px, 1024px*768px, 970px*280px, 414px*736px, 736px*414px.
- The guidelines apply to all sizes.

Directions

Click on "Download" to find 32 versions of the google display ad, as depicted.

WEBPAGE

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

120px X 600px

D.A. Pandu Memorial
RV Dental College®
Go, change the world®

D.A. Pandu Memorial
RV Dental College®

300px X 250px

Go, change the world®

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

160px X 600px

D.A. Pandu Memorial
RV Dental College®
Go, change the world®

D.A. Pandu Memorial
RV Dental College®

930px X 180px

Go, change the world®

DOWNLOAD

Purpose of the Brandbook

This brandbook lays the foundation for an impactful brand identity. It was produced with meticulous research to resonate with the target audience and therefore create trust, credibility and recognition.

It defines the core values, visual elements and communication guidelines to establish a consistent and memorable brand presence of D.A. Pandu Memorial RV Dental College.

Created and assembled by:
Department of Alumni Affairs and Communications
RV Educational Institutions