



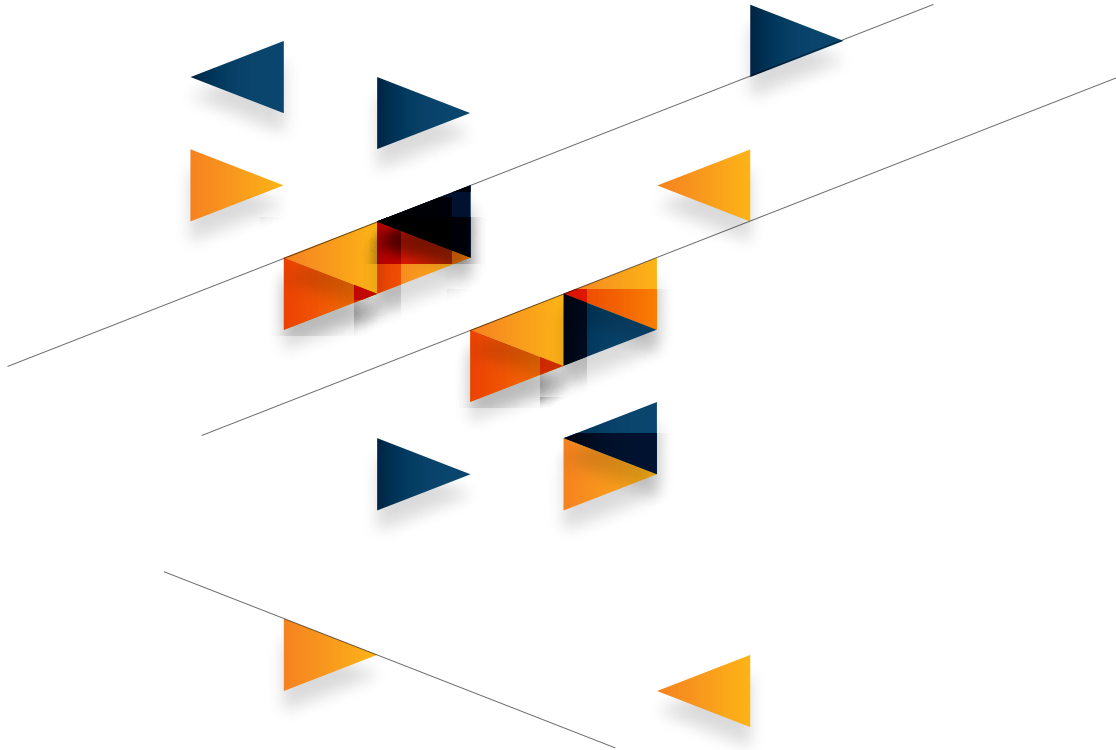
**FLAME**  
UNIVERSITY

# Visual Identity Guidelines

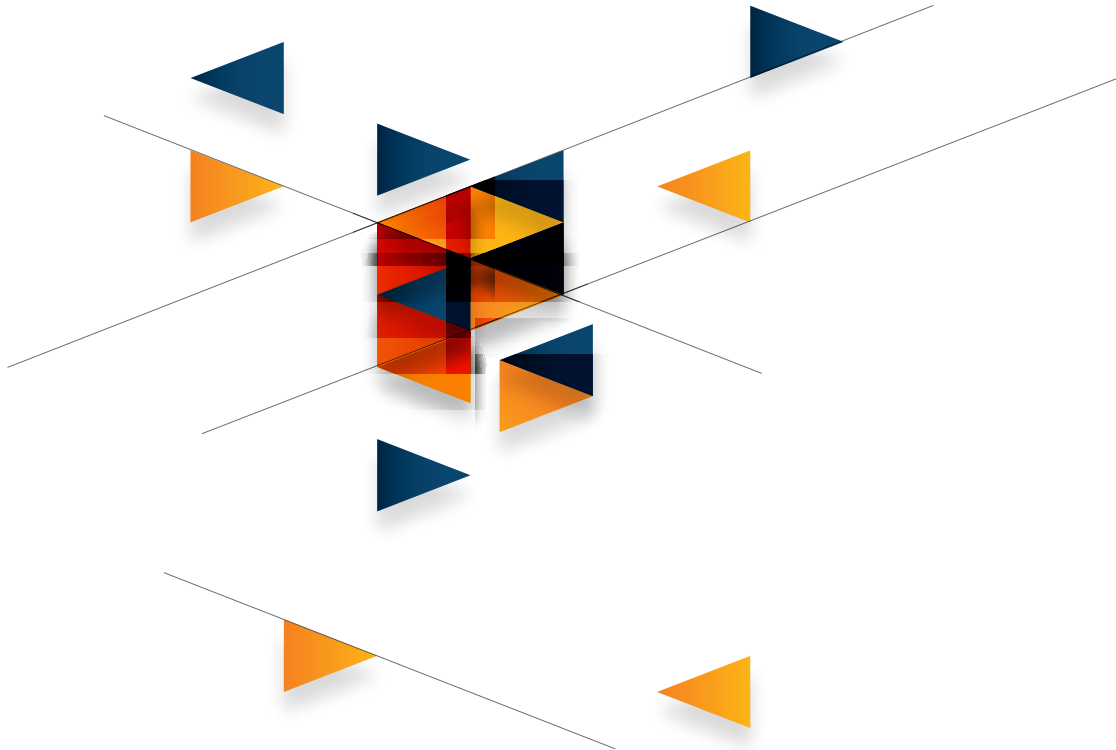
Version 1 August 2015

Developed by

**ABND**



The founding of FLAME University is based on the vision that envisages **seamless linking of seemingly disparate subject areas**, and provides a unique platform for true diversity. The University strives to inculcate a culture of openness of thought by breaking the barriers that tend to bind us to uni-dimensional learning.



FLAME University's central concept is thus known as the 'Diversity of the Mind', a state that all members of the FLAME family are encouraged to live. **It is this diversity of the mind that inspires and stimulates creativity and innovation.**



**Formed out of a dynamic 'F'**, it reiterates the concept of education at FLAME being inter-disciplinary, diverse, and having the ability to view the world with a unique perspective.



The FLAME Crest takes lead from the University's central concept. Multidimensional in form, it comprises planes that give **a sense of openness to different perspectives**, exuding the foundational underpinnings of a multi-faceted liberal education.



Appropriately contemporary, the FLAME University Crest bears a distinct visual relation with the University's core values and ideas, and augments their diffusion and dissemination.

Ultimately, for all the stakeholders of FLAME, the crest resonates their passion and devotion to the journey of constant learning- that is rich in diversity, unique in variety, and spirited in its dynamism.

# INDEX

## 1 LOGO

|                             |    |
|-----------------------------|----|
| 1.1 Logo Units              | 09 |
| 1.2 Lockup                  | 10 |
| 1.3 Exclusion Zone          | 11 |
| 1.4 The Strapline           | 12 |
| 1.5 The Do's and Don'ts     | 13 |
| 1.6 Usage of Logo on Images | 16 |
| 1.7 Association             | 18 |

## 2 COLOURS

|                     |    |
|---------------------|----|
| 2.1 Gradient Colour | 20 |
| 2.2 Flat Colour     | 21 |
| 2.3 Greyscale       | 22 |
| 2.4 Single Colour   | 23 |

## 3 TYPOGRAPHY

|                    |    |
|--------------------|----|
| 3.1 Primary Font   | 25 |
| 3.2 Secondary Font | 26 |
| 3.3 Usage of Type  | 27 |

## 4 IMAGERY

|                              |    |
|------------------------------|----|
| 4.1 FLAME Images             | 29 |
| 4.2 Images not to use        | 30 |
| 4.3 Supporting Visual Device | 31 |

## 08

## 5 BRAND IDENTITY

|                           |    |
|---------------------------|----|
| 5.1 Putting It Together   | 33 |
| 5.2 Business Card         | 34 |
| 5.3 Letterhead            | 35 |
| 5.4 Envelope              | 36 |
| 5.5 Identity Card         | 37 |
| 5.6 Presentation Template | 38 |
| 5.7 Publication Template  | 39 |
| 5.8 Newsletter Template   | 40 |
| 5.9 Poster Template       | 41 |
| 5.10 Hoarding Template    | 42 |
| 5.11 Video Template       | 43 |
| 5.12 Invitation Template  | 44 |

## 6 BRAND APPLICATION

|                                     |    |
|-------------------------------------|----|
| 6.1 Signage - Metal Cutout Letters  | 46 |
| 6.2 Signage - Glass Film            | 47 |
| 6.3 Signage - Colour Cutout / Vinyl | 48 |
| 6.4 Certificate                     | 49 |
| 6.5 Presentation Folder             | 50 |
| 6.6 Notebook                        | 50 |
| 6.7 Event Backdrop                  | 50 |
| 6.8 Mouse Pad                       | 51 |
| 6.9 Mug                             | 51 |
| 6.10 Shirts                         | 52 |
| 6.11 Sports Uniform                 | 53 |
| 6.12 Fleet Design                   | 54 |
| 6.13 Flags                          | 55 |

# 1 LOGO

Our Logo is a form that visually represents what we stand for. It is often the first touch point any individual has with us. They begin to decide who we are from there on, so it is critical that it communicates effectively and consistently.



## 1.1 Logo Units

There are two permitted versions of the FLAME University logo. These have been carefully worked out keeping in mind the proportions of different applications and what would work best for each.

### Aligned Logo Unit

---



The aligned version of the logo is the preferred logo unit. It should be used for most applications unless specified otherwise.

### Stacked Logo Unit

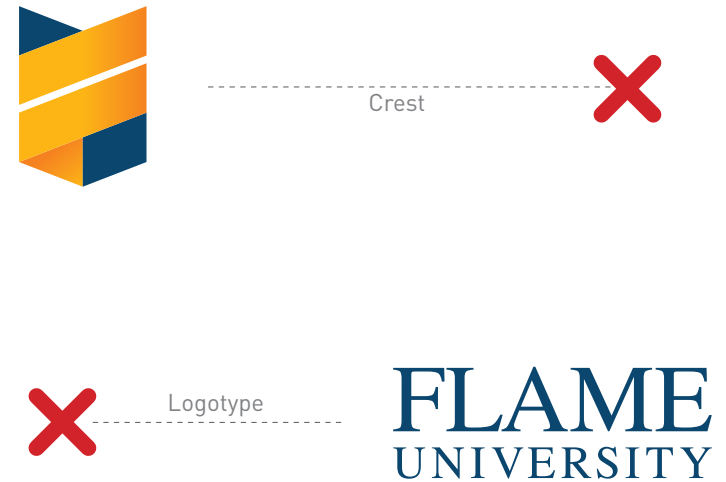
---



The stacked version of the logo should only be used for applications where the aligned unit might become too small. Examples of such applications are very long vertical banners, narrow pylon signs, etc.

## 1.2 Crest + Logotype Lockup

The FLAME University logo is composed of a crest and the logotype, both of which have to be used together and never individually.



### 1.3 Exclusion Zone

Leaving free space around the logo ensures that extraneous elements do not intrude on it and dilute its visibility. Leave a uniform area equal to the height of the letter “E” from FLAME around the edge of the logo. This is the Exclusion Zone of our logo. This should not be violated – do not place anything else in this area.



## 1.4 The Strapline

“Igniting Minds” is the strapline that accompanies the logo for certain applications. Typically the logo is positioned at the top left corner and the strapline at bottom right corner for most applications. The width of “Igniting Minds” has to be same as the width of the logotype.

**Igniting Minds.**



## 1.5 The Do's and the Don'ts

Visual consistency of the brand is extremely important. Shown here are examples of visual actions that ruin the logo and damage the brand. These are not permissible.

Do not skew, tilt or scale the logo out of proportion.



Always expand the logo proportionately.



## 1.5 The Do's and the Don'ts

Visual consistency of the brand is extremely important. Shown here are examples of visual actions that ruin the logo and damage the brand. These are not permissible.

Do not change the colour of the symbol or the logotype.



## 1.5 The Do's and the Don'ts

Visual consistency of the brand is extremely important. Shown here are examples of visual actions that ruin the logo and damage the brand. These are not permissible.

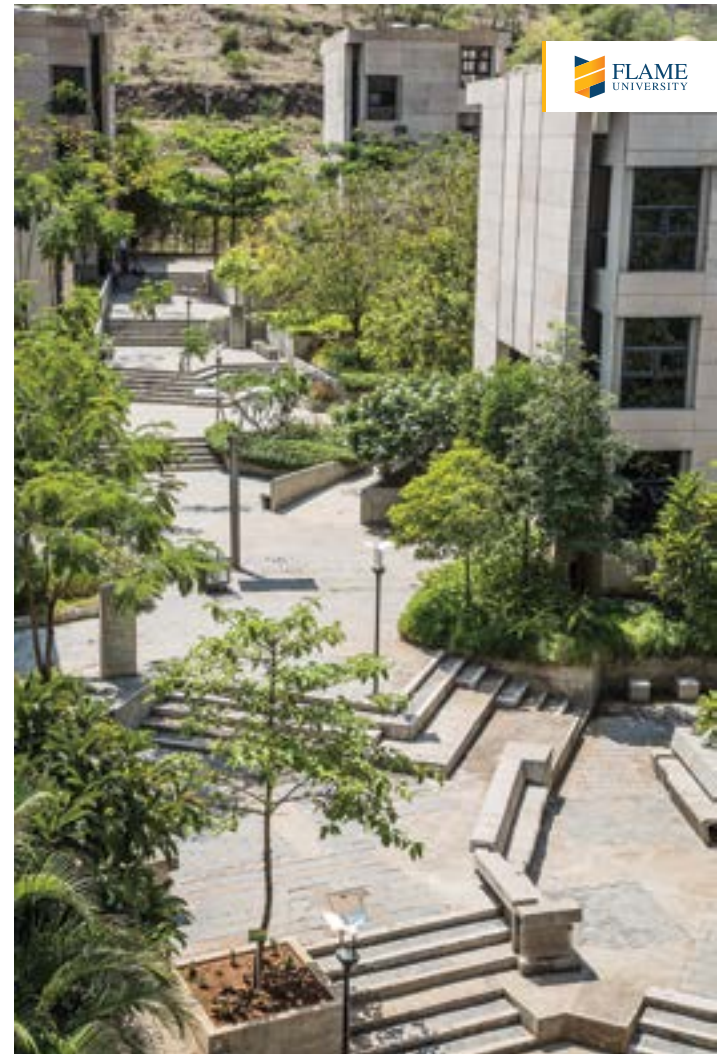
Do not add drop shadows, bevel or emboss to the logo. Do not use to mask images or use heavy images as a backdrop.



## 1.6 How to use the logo on images?

The logo has to be placed over a white tag to ensure that the visibility of the logo is not compromised.

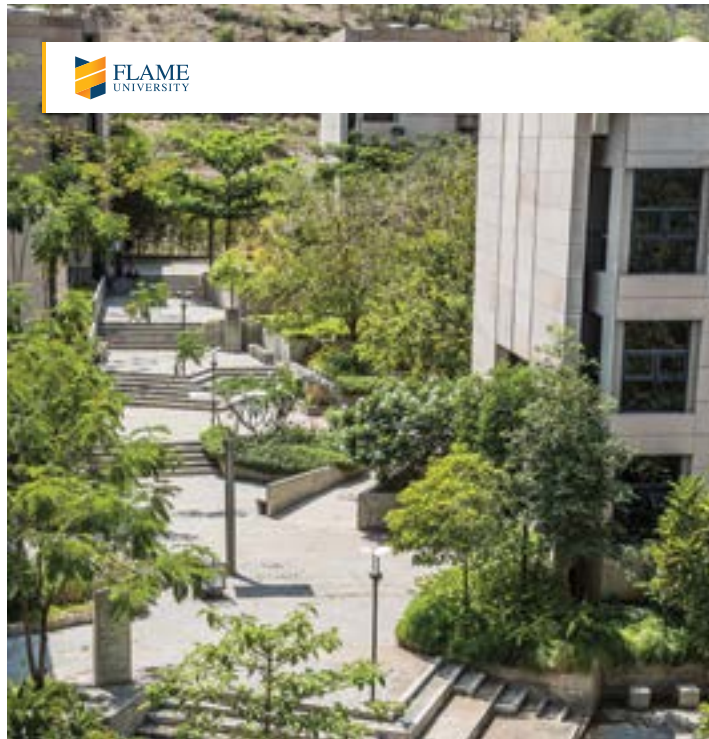
The height of the tag has to be of 1/10 of the shorter side of the image.





## 1.6 How to use the logo on images?

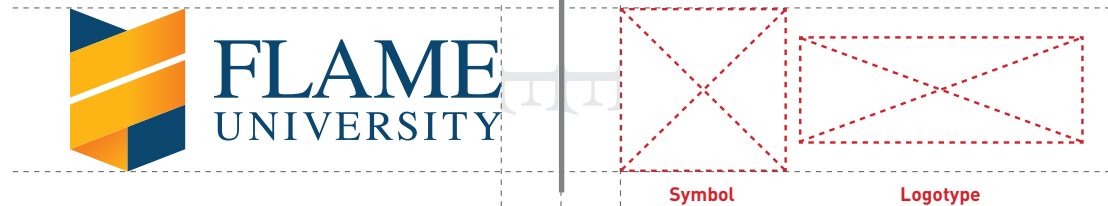
Do not stretch, enlarge or change the tag under any circumstances.



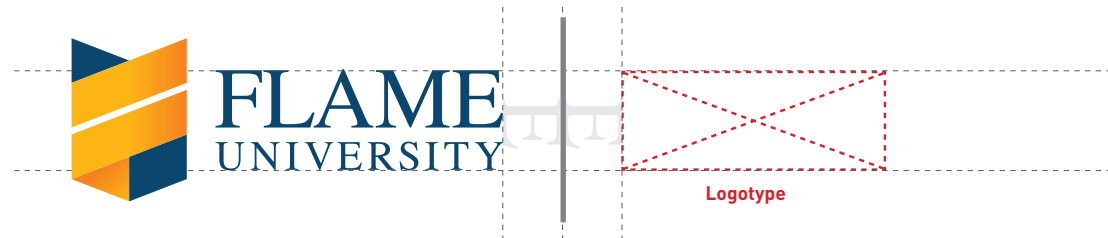
## 1.7 Association

FLAME University, at times, develops associations with other institutions. These associations should not develop a special logo but should display both logos without any alteration or additional branding elements. In the case where FLAME University is the senior or equal associate, the FLAME logo should appear first (left position in a side-by-side format). All logos must be used in approximately the same size, weight, and proportion.

For associate logo with  
symbol/logomark



For associate logo without  
symbol/logomark



# 2 COLOURS

Our colours are what gives us our personality. We are bright, bold and confident.

## 2.1 Gradient Version

The Gradient version of the logo is the most preferred version. This version of the logo is to be used for all digital, web, presentation and offset print applications.



### Gradient Full Colour



CMYK  
0 . 60 . 100 . 0

CMYK  
0 . 32 . 100 . 0

CMYK  
100 . 76 . 33 . 18

RGB  
245 . 130 . 32

RGB  
253 . 181 . 21

RGB  
10 . 69 . 111

PANTONE 166C

PANTONE 130C

Closest Pantone Match  
PANTONE 534C



## 2.2 Spot Colour Version

The spot colour version of the logo is an alternate to the digital version and only to be used for applications that are not possible in the gradient version. Examples of such applications include screen printing and vinyl graphics for signage.



### Flat Colour



CMYK  
0 . 53 . 100 . 0

RGB  
247 . 142 . 30

PANTONE 021C



CMYK  
0 . 32 . 100 . 0

RGB  
253 . 181 . 21

PANTONE 130C



CMYK  
100 . 76 . 33 . 18

RGB  
10 . 69 . 111

Closest Pantone Match  
PANTONE 534C



## 2.3 Greyscale Version

The brand colours have been assigned equivalent values in grey. This version should only be used for all grey-scale applications, such as newspaper and directory advertisements.



### Greyscale Colour



CMYK  
0 . 0 . 0 . 55



CMYK  
0 . 0 . 0 . 35



CMYK  
0 . 0 . 0 . 60



2016 ADMISSIONS OPEN

## The pioneers of liberal and inter-disciplinary education in India

FLAME University is anchored in Liberal Education. The University's main objective is to offer an inter-disciplinary platform of education that provides both breadth and depth in diverse areas of knowledge. The liberal education ethos at FLAME University inculcates leadership and risk-taking abilities in students and focuses on discovering one's passion. The student-centric learning is delivered by esteemed faculty scholars in a world-class campus setting.

### Schools

**FLAME School  
of Liberal Education**

**FLAME School  
of Business**

**FLAME School  
of Communication**

**FLAME School of  
Fine & Performing Arts**

### Programs

**Undergraduate**  
Three-year fully residential  
B.A., B.Sc. & BBA

**Postgraduate**  
Two-year fully residential  
MBA

Talk to our counsellors **1.800.209.4567**  
To apply, please visit **[apply.flame.edu.in](http://apply.flame.edu.in)**

FLAME University has been established as a state private university vide the FLAME University Act 2014 of the Government of Maharashtra.

**[www.flame.edu.in](http://www.flame.edu.in)** | **[admission@flame.edu.in](mailto:admission@flame.edu.in)**  
Lavale, Off Pune-Bangalore Highway, Pune - 412115

| **Igniting Minds.**

## 2.4 Single Colour

In print applications, the single colour version of the logo should be used only in black or in white with a dark coloured background and no other colour. The typical applications where a single colour logo would be used are b/w laser prints, forms, fax sheets etc.

The logo can also be applied on materials like glass, wood, metal, plastics etc. by processes like embossing or etching, in which case it would take on the colour of the material.



### Single Colour



CMYK  
0 . 0 . 0 . 100

RGB  
0 . 0 . 0

PANTONE Black C



# 3 TYPOGRAPHY

A good typographic style, used well, is one of the most important ways of expressing the tone as much as the content of our communication. Typography is an art and a science. While it requires aesthetics and flair, there are also well-defined and time-honoured rules that should be adhered to in its usage. We have a distinctive brand typographic style.



## 3.1 House Font

Significant visual equity can be built by consistent use of the brand font, Cambria. Select Regular for body text, and headlines. Bold may be used in headlines as well, but never for long paragraphs of body copy. Use the italic versions to emphasize something in a sentence. However avoid the italic version for any headline.

### Primary Font: Cambria

---

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!E\$&@\*) 0123456789

### Cambria - Regular

---

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!E\$&@\*) 0123456789

### Cambria - Italic

---

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!E\$&@\*) 0123456789*

### Cambria - Bold

---

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!E\$&@\*) 0123456789**

### Cambria - Bold Italic

---

***ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!E\$&@\*) 0123456789***

## 3.2 Supporting Font

We recommend Avenir Next LT Pro as the secondary typeface for print and digital applications.

Do not use Avenir Next LT Pro for headlines, or for text that will have primary focus. It is only to be used in combination with Cambria as a secondary typeface.

### Secondary Font: Avenir Next LT Pro

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

### Avenir Next LT Pro - Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

### Avenir Next LT Pro - Italic

*ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789*

### Avenir Next LT Pro - Ultra Light Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

### Avenir Next LT Pro - Medium Condensed

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

### Avenir Next LT Pro - Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789

### Avenir Next LT Pro - Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
(.,:;!f\$&@\*) 0123456789**

### 3.3 Usage of Type

Do not change the fonts for the headline and the body text. Only use the typefaces specified.

**Your world is not  
uni-dimensional. At FLAME,  
nor is your education.**

FLAME University is anchored in Liberal Education. The University's main objective is to offer an inter-disciplinary platform of educational that provides both breadth and depth in diverse areas of knowledge. The liberal education ethos at FLAME University inculcates leadership and risk taking abilities in students and focuses on discovering one's passion. The student-centric leaning is delivered by esteemed faculty scholars in a world-class campus setting.

[www.flame.edu.in](http://www.flame.edu.in) | [admission@flame.edu.in](mailto:admission@flame.edu.in)  
Lavale, Off Pune-Bangalore Highway, Pune - 412115

**Igniting Minds.**

**HEADLINE - Cambria**

**BODY COPY - Avenir Next LT**

**CALL TO ACTION - Cambria**



**FLAME**  
UNIVERSITY

**2016 ADMISSIONS OPEN**

**Your world is not  
uni-dimensional. At FLAME,  
nor is your education.**

FLAME University is anchored in Liberal Education. The University's main objective is to offer an inter-disciplinary platform of educational that provides both breadth and depth in diverse areas of knowledge. The liberal education ethos at FLAME University inculcates leadership and risk taking abilities in students and focuses on discovering one's passion. The student-centric leaning is delivered by esteemed faculty scholars in a world-class campus setting.

#### Schools

**FLAME School  
of Liberal Education**

**FLAME School  
of Business**

**FLAME School  
of Communication**

**FLAME School of  
Fine & Performing Arts**

#### Programs

**Undergraduate**  
Three-year fully residential  
B.A., B.Sc. & BBA

**Postgraduate**  
Two-year fully residential  
MBA

Talk to our counsellors **1.800.209.4567**  
To apply, please visit **[apply.flame.edu.in](http://apply.flame.edu.in)**

FLAME University has been established as a state private university vide the FLAME University Act 2014 of the Government of Maharashtra.

[www.flame.edu.in](http://www.flame.edu.in) | [admission@flame.edu.in](mailto:admission@flame.edu.in)  
Lavale, Off Pune-Bangalore Highway, Pune - 412115

**Igniting Minds.**

# 4 IMAGERY

Images are a critical part of our communication. As a brand, FLAME only uses actual images. These images when used effectively clearly highlight our offerings and our strengths.



## 4.1 FLAME Images

Use images from the FLAME image bank. There are images which showcase the campus, the lifestyle, activities, etc. Use these images for relevant communication.



## 4.2 Images not to use

Do not use any gimmicky stock images or clip-art.



### 4.3 Supporting Visual Device

Use of the design style to compliment images and communication material is permissible. These visual device templates are available upon request.



# 5 BRAND IDENTITY

All individual brand elements come together to create a unique brand identity.



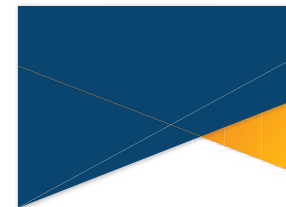
## 5.1 Visual Elements coming together



FLAME  
UNIVERSITY



**Cambria**  
Avenir Next Lt Pro



Logo

Colours

Typography

Imagery

Visual Style

## 5.2 Business Card



### Specification

Size: 92mm x 54mm  
 Production: Process 4 Colours Offset (CMYK)  
 Paper: Cordenon - Natural Evolution Ivory 280 gsm

### Specification for Content

Name: Cambria Bold - 8 pt  
 Designation: Cambria Regular - 6.5 pt  
 Contact Details: Cambria Regular - 6.5 pt  
 Address Headers: Cambria Bold - 6.5 pt  
 Address Content: Cambria Regular - 6.5 pt  
 Website: Cambria Bold - 6.5 pt  
 Colour: FLAME Blue CMYK - 100 . 76 . 33 . 18

## 5.3 Letterhead



[www.flame.edu.in](http://www.flame.edu.in) | [enquiry@flame.edu.in](mailto:enquiry@flame.edu.in) | 1-800-209-4567

**Mailing Address** 401, Phoenix Complex, Bund Garden Road, Opp. Residency Club, Pune 411001, India

**Campus Address** Gat No. 1270, Lavale, Off Pune-Bangalore Highway, Pune 412115, India

**Sponsoring Body** Foundation for Liberal And Management Education Society

### Specification

Size: 210mm x 297mm

Production: Process 4 Colours Offset ( CMYK )

Paper: Cordenon - Natural Evolution Ivory 280 gsm

### Specification for Content

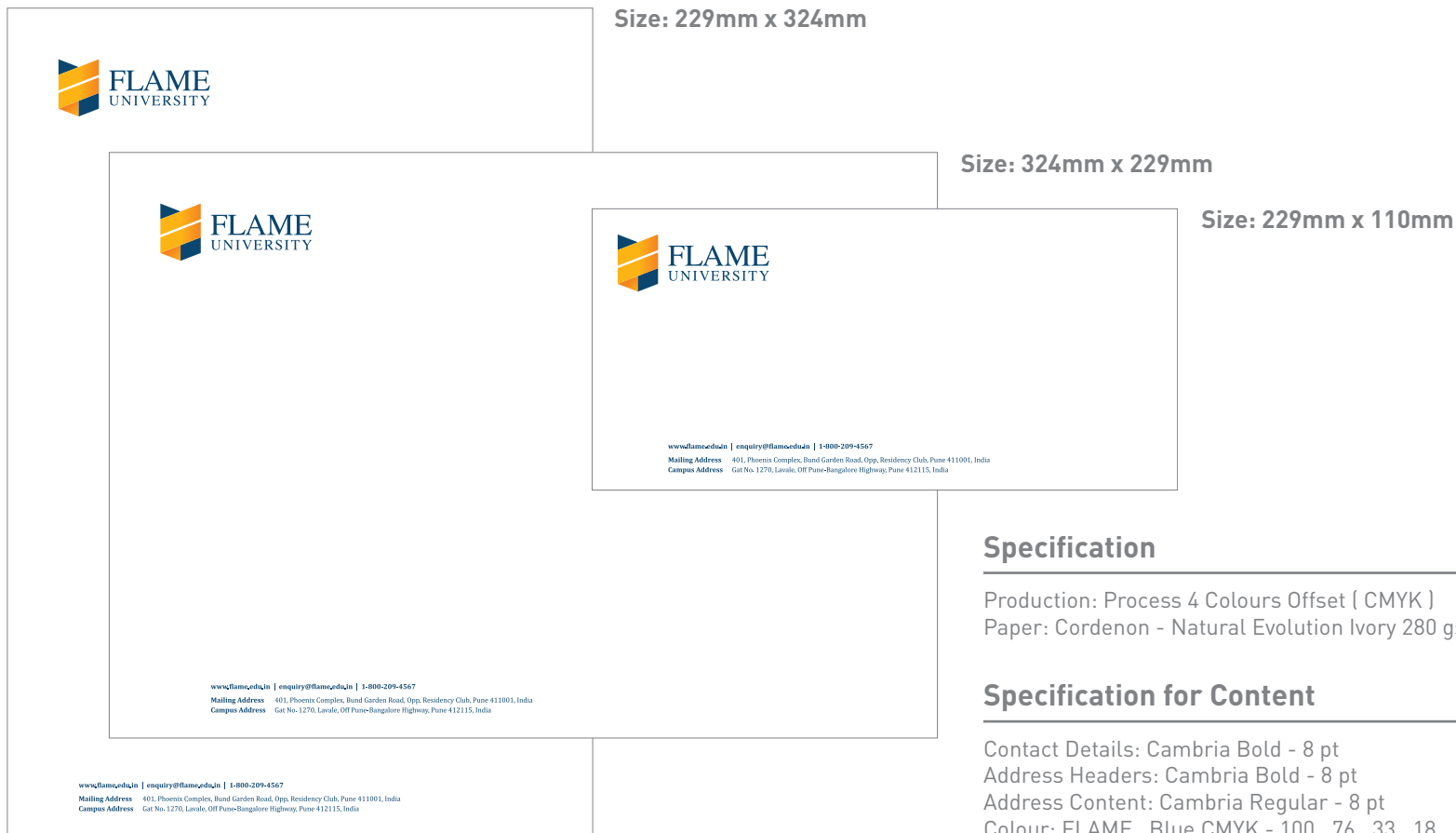
Contact Details: Cambria Bold - 8 pt

Address Headers: Cambria Bold - 8 pt

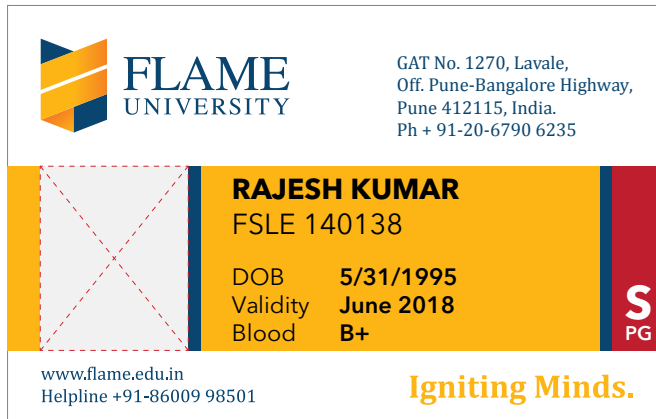
Address Content: Cambria Regular - 8 pt

Colour: FLAME Blue CMYK - 100 . 76 . 33 . 18

## 5.4 Envelope



## 5.5 Identity Card



## 5.6 Presentation Template

A presentation template has been designed to maximise clarity and consistency. All presentations must be developed using this template.



## 5.7 Publication Template

All publication covers must be designed using this template.







## 5.8 Newsletter Template





## 5.9 Poster Template

**Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor sit amet.**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Igniting Minds.**




**Lorem ipsum dolor sit amet, consectetur adipiscing elit, dolor sit amet.**

Lorem Ipsum is simply dummy text of the printing and typesetting industry. Lorem Ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book.

It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged.

**Igniting Minds.**

## 5.10 Hoarding Template

All Outdoor Media must be developed using this template.



## 5.11 Video Template

A video template has been designed to maximize clarity and consistency. All videos must be developed using this template.



## 5.12 Invitation Template



# 6 BRAND APPLICATIONS

Following pages showcase brand applications for FLAME which have been designed using all the brand elements. These applications can be used as a reference to create any new brand application.

## 6.1 Signage - Metal Cutout Letters

Router-cut brush steel or stainless steel.



## 6.2 Signage - Glass Film

3M frosted-vinyl cut stickers.



### 6.3 Signage - Colour Cutout / Vinyl

Aluminum, Acrylic, Foam-board/sun-board cut-letters. Spray-painted colours or 3M vinyl cut stickers in colours to match specifications.





## 6.4 Certificate



## 6.5 Folder Design



## 6.6 Student's Notebook



## 6.7 Event Backdrop



## 6.8 Mouse Pad



## 6.9 Mug



## 6.10 Shirts



### Colour

---



### Single Colour

---



## 6.11 Sports Uniform



### Sports Uniform



### Front



### Back



## 6.12 Fleet Design

Bus Side



Bus Front



Bus Back



## 6.13 Flags





The FLAME University visual identity guidelines  
have been developed by **ABND**. For any brand  
usage clarifications please contact

**[info@abnd.in](mailto:info@abnd.in)**

**[www.abnd.in](http://www.abnd.in) | +91 902 902 4455**



## **FLAME University**

### **Mailing Address**

401, Phoenix Complex, Bund Garden Road  
Opp. Residency Club, Pune 411001, India

### **Campus Address**

Gat No. 1270, Lavale  
Off Pune-Bangalore Highway  
Pune 412115, India

**1 800 209 4567**

[enquiry@flame.edu.in](mailto:enquiry@flame.edu.in)

**Igniting Minds.**