



RATHINAM

BRAND GUIDELINE
V.1 OCTOBER-2015

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1.0 Introduction

1.1 Using This Manual

1.2 Our New Visual Identity System

1.3 Identity Policy

Every time we come into contact with the wider community we have an opportunity to build the Rathinam reputation. The extent to which people understand and respond to us is dependent on the clarity and coherence of their experience with Rathinam, including its visual identity

This manual contains approved standard graphic elements of the Rathinam Group visual identity system. It has been prepared and distributed to ensure the success of this identity. Please use and adhere to these guide- lines, which are fundamental yet flexible enough to allow for individual expression. This manual takes the form of an Adobe Acrobat PDF file for viewing on Windows PC or Macintosh platforms. The file can be printed on 8.5" x 11" paper, preferably with a color printer.

Supplemental art and support graphic files provided include:

- CorelDraw templates of the stationery system
- Signature files in Adobe Illustrator CS3 Encapsulated PostScript (EPS) vector format, JPG, and GIF formats for use in PowerPoint, Web, and other applications. No specific fonts are required for use of EPS, JPEG, or GIF files of signature art. specific font is required to create versions of the signature for specific units (see pages 2.5 and 2.6.)

All other components of the graphic identity system require fonts specified in the typography section of this manual for display and printing (see pages 4.1 and 4.2.) Any questions regarding stationery should be directed to the Office of Communications and Marketing at 1234567890 or corporate@rathinamtechzone.com

1.1 Using This Manual

Top organizations employ strategic, well-executed communications to help build their excellence—and graphic identity is a prime element of effective marketing and communications. To that end, the Rathinam Group is introducing a new visual identity system.

Ever since inception, we have pursued education and technology as our key domains. While we strive to bring in world class infrastructure to facilitate the IT , I also aspire to bring in a revolutionary change in terms of quality of physical and intellectual capital in the realm of life.

The heart of the new identity system is the organization's logo associated with the Rathinam Group identity that links schools, colleges, centers, and institutes while representing the institution as a whole.

The Group is a consolidated assembly; the strength and quality of each part reflects upon the whole as well as other individual units. The power of a cohesive and consistently applied graphic identity is an important tool that helps reinforce our message and presence and thereby serves to advance the organization.

1.2 Our New Visual Identity System

Top organizations employ strategic, well-executed communications to help build their excellence—and graphic identity is a prime element of effective marketing and communications. To that end, the Rathinam Group is introducing a new visual identity system.

The heart of the new identity system is the organization's logo associated with the Rathinam Group.

identity that links Education, Entertainment and infrastructure which is the three major verticals while representing the institution as a whole.

The Group is a consolidated assembly; the strength and quality of each part reflects upon the whole as well as other individual units. The power of a cohesive and consistently applied graphic identity is an important tool that helps reinforce our message and presence and thereby serves to advance the organization.

The Identity | Corporate



Form

Positive, engaging and off-track, the umbrella identity of Rathinam, maps the values , vibrancy, futuristic vision as well as the unfettering focus of the organization. The letter A is graphically treated since it is the letter of the beginning. The orange adds to vibrancy and allures the eye to focus on the bulls-eye. The complementing colours are also chosen to portray the vibrancy as well as convey the sobriety.

Typeface.

The suggestion was to choose a not so estranged typeface. However while retaining the familiarity, the typeface is a treated in a way so as to break the clutteribrancy as well as convey the sobriety.

The Identity | Corporate



What the whole unit proposes?

Future is the key word everyone is looking for. The communication unfolds in a witty, but methodic manner to the students/parents/ prospective investors that future might be uncertain for the rest of the world, but if you start with Rathinam.

Umbrella Identity:



What the whole unit proposes?

Identifying the sweet spots

1. Articulate the differentiators

Apart from the infrastructure, faculty and other numbers –one institute differs and distinguishes from another through its underlying, core vision. The identity by itself is designed to act as the key differentiator

2. Your problem solver next door.

The form of the identity unit itself gives away the idea of focus, future and dynamism.

Umbrella Identity:



How to project this identity?

The umbrella technique: Assemble the merits and pros of all the institutes and sister concerns into one and project yourselves as group.

The fortification technique: Collect the bricks and present yourself as a single fort- a huge group with a bigger promise and proposition.

Be one and a Big one.
Bigger the pie, better the equity.

1.3 Identity Policy

This manual provides specific guidelines and standards for the new visual identity system in all forms of corporate communication. Adherence to these guidelines is vital to ensure that the organization is represented in a uniform and consistent fashion.

To maximize the benefits of the new visual identity, it must be used in a consistent fashion over time. It is the organization's policy that the signatures, type fonts, and marks described in this manual are the only authorized marks to be used in all our communications.

Within the framework of the new system there is flexibility to accommodate the needs of units throughout the Group.

Our corporate communication division is responsible for the new system and for ensuring that the visual identity of the University is preserved and enhanced through effective, well-designed communications. It manages and monitors the use of the system and makes system graphics available to the internal community and other authorized parties.

If you have questions concerning the system or need to obtain graphic signatures, send your e-mail query to corporate@rathinamtechzone.com

Use of Rathinam Marks on Commercial Goods The Rathinam name, seal, and logo are registered marks owned by the group. These marks may not be used in any medium, other than approved programs, without the approval of the authorities, or its designees.

The use of our marks in conjunction with that of an outside vendor or firm must be reviewed by the corporate communication team. Student groups wishing to use the Group's marks on commercial goods (i.e., T-shirts, bumper stickers, etc.) also must secure such approval.

- All requests for use of these marks must be submitted to the appropriate party listed above. All manufacturers who produce goods bearing any of the Group's trademarks must either be licensed or have received special permission to produce such products without a formal license agreement.

Any questions regarding the use of the name, seal, or logo should be referred to the corporate communication team at 12345678909

Inquiries regarding the use of the subsidiary name and logos also should be directed to the corporate communication team

1.4 Whom should we communicate?

As a provider of quality higher learning, we should touch the following check points

Students: We need quality students and only one crowd pulls another

Parents: Interaction revolve around ROI, employability of students, security and the values of the institutions

Alumni: The word of mouth. As an institution, we would pass only based on what the pass outs say.

Faculty: We need to attract quality and renowned faculty

Coaching centers: They influence much more than parents in the decision making.

Industry: Students are concerned about whether the industry hires from the institutions, what would be the kind of packages and so on

2.0 Basic Standards

- 2.1 Logo
- 2.2 Signatures-Primary and Informal (Corporate)
- 2.3 Primary Signature-Structure (Corporate)
- 2.4 Signatures-Primary and Informal (Umbrella Identity)
- 2.5 Primary Signature-Structure (Umbrella Identity)
- 2.6 Unit Signatures
- 2.7 Unit Signature Specifications-Master Brand
- 2.8 Unit Signature Specifications-Endorsed Brand
- 2.9 Official Seal
- 2.10 Size Restrictions
- 2.11 Surrounding Space Restrictions
- 2.12 Unacceptable Executions

2.1 Logo

The Rathinam logo is the key element in the organization's visual identity system and must appear on all official communications. It may not be modified in any way.

The logo is rarely used alone and is the essential feature of the signature, described on the following pages. It may not be used to create any signature mark or logo other than in the manner described in this manual.

The Identity | Corporate



Umbrella Identity:



2,2 Umbrella Signature—Structure

SIZE RATIO



ALIGNMENT




FONT

Swiss 721 Cn BT (Bold)

2.3 Unit Signatures



RATHINAM
INSTITUTIONS & TECHZONE



RATHINAM
INSTITUTE OF TECHNOLOGY

2.3 Unit Signatures

RATHINAM



TECHNICAL CAMPUS

RATHINAM



COLLEGE OF ARTS & SCIENCE

2.3 Unit Signatures



RATHINAM
INSTITUTE OF MANAGEMENT

The logo for Rathinam Institute of Management features the word "RATHINAM" in a bold, purple, sans-serif font. The letter "O" is replaced by a stylized orange circle with a white dot in the center. Below the word is a horizontal bar composed of three segments: orange, blue, and green. Underneath the bar, the words "INSTITUTE OF MANAGEMENT" are written in a bold, black, sans-serif font.

RATHINAM
INTERNATIONAL PUBLIC SCHOOL

The logo for Rathinam International Public School features the word "RATHINAM" in a bold, purple, sans-serif font. The letter "O" is replaced by a stylized orange circle with a white dot in the center. Below the word is a horizontal bar composed of three segments: orange, blue, and green. Underneath the bar, the words "INTERNATIONAL PUBLIC SCHOOL" are written in a bold, black, sans-serif font.

2.4 Surrounding Space Restrictions



When using the signature in layout, placement of surrounding elements (text, photos, and other graphic elements) should respect the clear space guideline shown above. This includes placement in e-mail and Web applications.

Only one of the primary configurations of the signature is shown here as an example. These principles also apply to the master and endorsed brand unit signatures.

2.4 Surrounding Space Restrictions



Inserting unit name

Select the template. Select the unit name placeholder text. Type the name of the unit in all caps. Type "&" for "and."

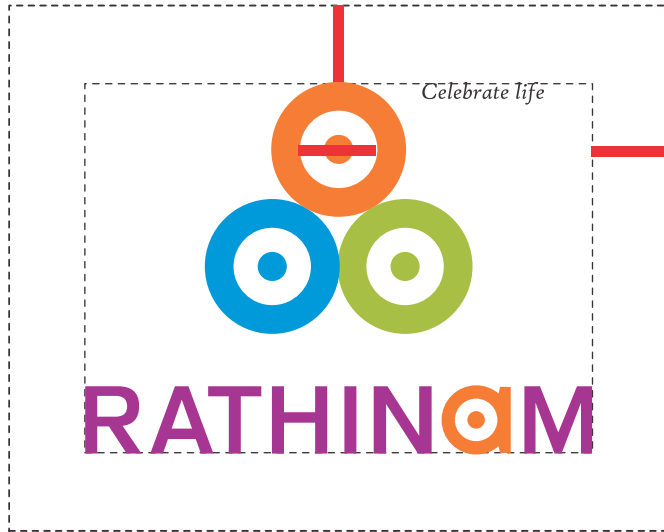
Type the all words as upper case. Align the unit name as 'center.'

The unit name font should remain Swiss 721 Cn BT (Bold) tracked -5 overall, and PANTONE 447 C

Signature files and guidance on their use may be obtained from the Office of Corporate Communications

at 1234567890 or corporate@rathinamtechzone.com

2.5 Surrounding Space Restrictions - Corporate Logo



To protect the integrity of the logo, and to ensure that it is visually effective, a minimum surrounding of clear space is necessary in all applications. Clear space is the area around the logo that should be free of all other logos, symbols, text or other graphic elements. It provides a clear “protected area” and allows the logo to stand distinctly in any environment.

Using the inner space of the any of three circle in the Logo as a unit of measure, provide clearance on all four sides around the logo. (Please see the sample shown above)

2,6 Umbrella Signature-Acceptable Usage



In a color background where the orange will stand out



In a color background where the orange will not stand out

2,6 Umbrella Signature-Acceptable Usage



In Solid Black



In Gray Scale



100% Black



70% Black

2,7 Umbrella Signature-Unacceptable Executions



Do not change the color



Do not change the color



Do not distort logo



Do not change the typography



Do not change the logo element



Do not change the alignment



Do not give outline to the logo



Do not make logo bold



Do not change the size ratio

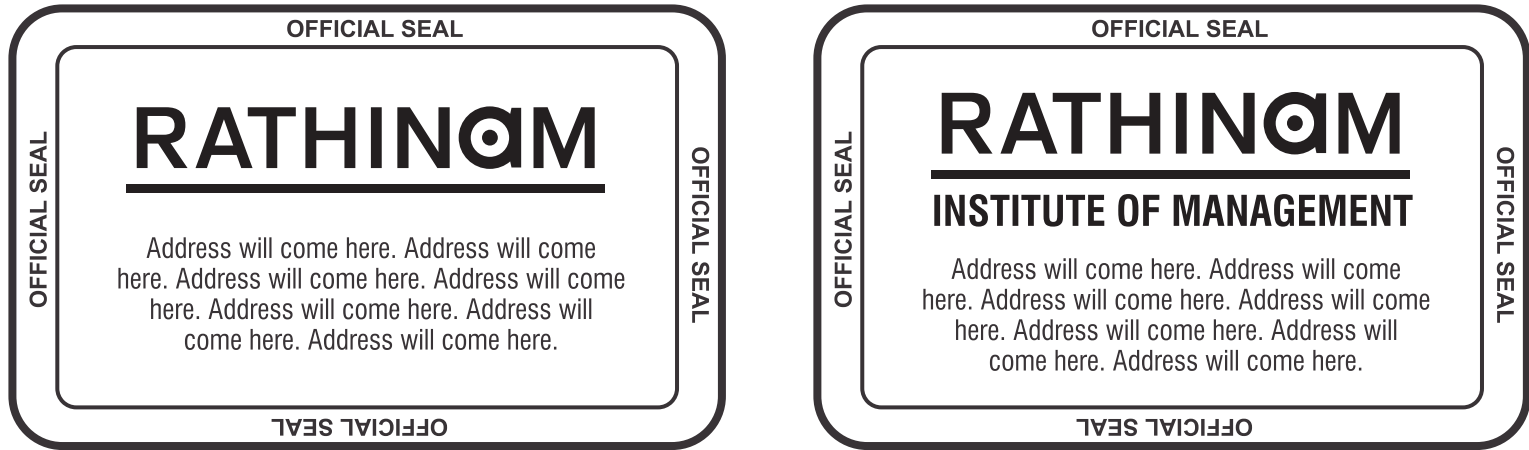


Do not give shadow to the logo

Guidelines for acceptable treatment of the signature are found throughout the Basic Standards section of this manual. The logo should only be reproduced using the files provided by the organization. Several examples of unacceptable variations are shown above. This list is not exhaustive.

Only the primary configuration of the signature is depicted in the examples, but these principles apply to the master brand and endorsed brand unit signatures as well.

2,8 Umbrella Signature-Official Seal



The official seal has very limited use, primarily on official documents, such as contracts, deeds, and academic diplomas. It may be used—with authorization—as a design element on certain ceremonial communications, such as formal invitations.

The minimum size specification shown has been established to ensure the legibility of the seal. The art may not be altered in any manner.

3.0 Color

- 3.1 Primary Color Palette
- 3.2 Supplementary Color Palette
- 3.3 Full-color Reproduction-Primary Signature
- 3.4 Full-color Reproduction-Unit Signatures
- 3.5 One-color Reproduction-Gray
- 3.6 One-color Reproduction-Solid
- 3.7 Unacceptable Color Treatments

3.1 Primary Color Palette



	RATHINAM BLUEPURPLE	RATHINAM ORANGE
Coated Paper	PANTONE P 83-8 C C 40 M 100 Y 0 K 0	Pantone® 1665 C C 0 M 68 Y 100 K 0
Uncoated Paper	PANTONE P 83-8 U	Pantone® 1665 U
Screen Mode	R 165 G 54 B 146 Hexadecimal: ##A53692	R 244 G 115 B 33 Hexadecimal: #f47321













3.2 Supplementary Color Palette

This supplementary color palette is provided as an aid to designing print and Web communications that reflect the Rathinam brand in tone and style through consistent use of color. Although the organization's primary identity colors are Rayhinam orange (Pantone® 1665) and Rathinam BluePurple (Pantone® P 83-8 C), designing effective marketing communications benefits from a more flexible and sophisticated use of color harmony and contrast.

The 10-color palette configuration above further simplifies color choices by selecting a three- or four-color combination using adjacent color blocks from the example above. Experienced designers may extend this palette

further with the application of good judgment and skill.

Pantone® 1665 C C 0 M 68 Y 100 K 0	Pantone® 1665 U R 244 G 115 B 33 #f47321	
Pantone® 131 C C 0 M 32 Y 100 K 9	Pantone® 124 U R 210 G 142 B 0 #d28e00	
Pantone® 7502 C C 0 M 8 Y 35 K 10	Pantone® 7501U R 212 G 191 B 149 #d4bf95	
Pantone® 383 C C 20 M 0 Y 100 K 9	Pantone® 397 U R 162 G 173 B 0 #a2ad00	
Pantone® 180 C C 0 M 79 Y 100 K 11	Pantone® 1797 U R 193 G 56 B 50 #c13832	
Pantone® 7544 C C 10 M 1 Y 0 K 40	Pantone® 7544 U R 137 G 150 B 160 #899620	
Pantone® 1215 C C 0 M 9 Y 45 K 0	Pantone® 1205 U R 251 G 222 B 129 #fbde81	
Pantone® 291 C C 33 M 3 Y 0 K 0	Pantone® 291 U R 158 G 206 B 235 #9eceeb	
Pantone® 557 C C 30 M 0 Y 20 K 15	Pantone® 557 U R 145 G 185 B 164 #91b9a4	
PANTONE P 83-8 C C 40 M 100 Y 81 K 66	 R 165 G 56 B 146 Hex A53692	

3.4Primary Color Palette - Corporate Signature



Color Palette



C:0 M:68 Y:100 K:0



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



C:40 M:10 Y:100 K:0



C:30 M:100 Y:0 K:0



R: 224 G: 125 B: 23



R: 0 G: 124 B: 195



R: 136 G: 178 B: 39



R: 30 G: 100 B: 0



PANTONE 165 C



PANTONE DS 226-3 C



PANTONE DS 299-1 C



PANTONE DS 156-2 C

2,6 Coeporate Signature-Acceptable Usage

In White Background



In Reverse



In Dark Background



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



Sky blue



C:40 M:10 Y:100 K:0



C:30 M:100 Y:0 K:0

2,6 Coeporate Signature-Acceptable Usage

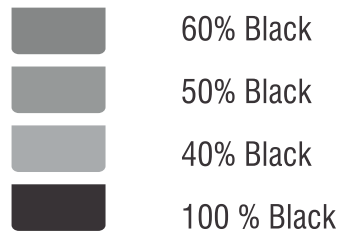
In White Background



In Black - 2



In Black - 1



4.1 Primary Typefaces

4.2 Secondary Typefaces-for Word Processing and Web Applications

4.1 Primary Typefaces

Swiss 721 Cn BT

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

Swiss 721 IT BT

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

*ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890*

Swiss 721 BT - BOLD

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890**

Swiss 721 BT - BOLD ITALIC

***ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890***

4.2 Secondary Typefaces-for Word Processing and Web Applications

Nexa

Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

BOLD

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Georgia

ROMAN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

ITALIC

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

4.2 Secondary Typefaces—for Word Processing and Web Applications

Nexa and Georgia are the alternate typefaces for Rathinam Group communications. They should be used for word processing, internal communications, and Web applications when the primary typefaces (Swiss 721 Cn BT) are not available. Georgia is the serif face and Nexa is the sans serif face.

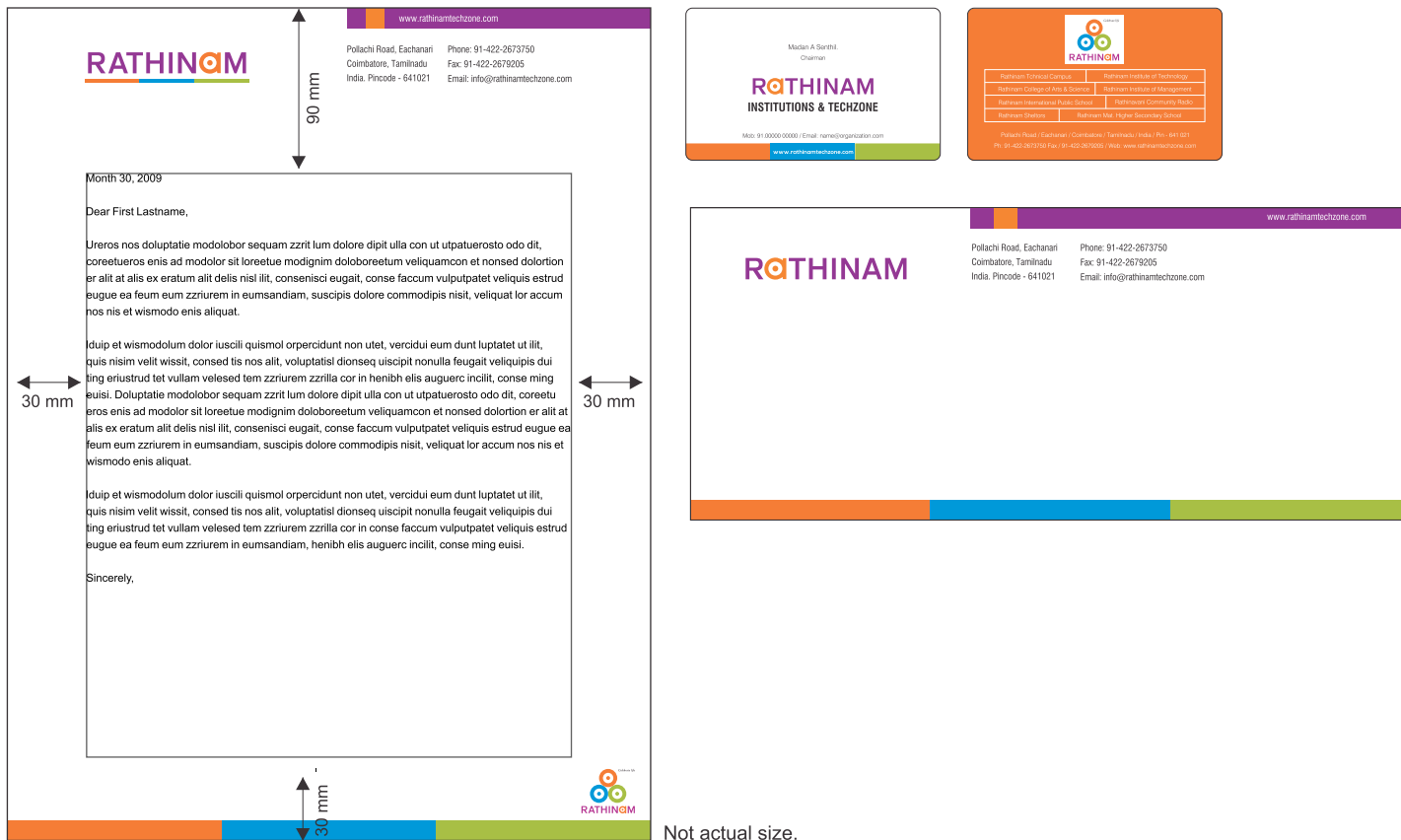
Vision

Our vision is to emerge as a world-renowned provider of quality education who imparts knowledge and learning based on research and industry focus. We envision our role as an educator synergising professionalism with ethos to churn out a league of professionals for future India

Mission

We provide learning which is industry oriented as well as value based. We strive to achieve our goals by setting higher standards in learning methodologies and constantly challenging them ourselves. Integration of research, enhancing knowledge and abiding to ethics and principles, we strive to make professionals future ready as well as India-ready.

- 6.1 Standard Stationery
- 6.2 Standard Letterhead—Structure
- 6.3 Standard Stationery, Unit Level
- 6.4 Unit-level Letterhead—Structure
- 6.5 Standard #10 Envelope—Structure
- 6.6 Standard Business Cards
- 6.7 Business Cards, Unit Level
- 6.8 Mailing Label
- 6.9 Note Card
- 6.10 #9 Window Envelope



Not actual size.

6.1 Standard Stationery

The stationery standards provided in the following pages are an essential part of the Rathinam Group visual identity system and are to be used by all units within the Organisation.

Any questions regarding stationery should be directed to the Office of Corporate Communications at 1234567890, or corporate@rathinamtechzone.com

Paper specifications

Standard letterhead and envelopes:
Cougar opaque white, 24 lb. (80gsm) stock

Business card, Corporate :
Fedrigoni Tinteritto, 80 lb. (250gsm) cover stock

Standard business card,
Cougar opaque white, 80 lb. (250gsm) cover stock

Letter typing guidelines

Recommended margins are shown above.
10/15 pt. Georgia, or similar font.

Envelope addressing guidelines
Recommended margins are shown above.
10/12 pt. Swiss Lt BT, or similar font.

See following pages for actual size and structure.



RATHINAM Engineering College
 Anna University - Chennai
 10th Floor - 600 075
 Email: info@rathinam.ac.in

Page 4 of 20
 Date: 01/07/2020
 Email: info@rathinam.ac.in

March 31, 2020

Dear Sir,

I have received the assignment regarding the work done during the last 48 hours of the pandemic and the completion of the module. As a student of Anna University, I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment.

I have completed the assignment regarding the work done during the last 48 hours of the pandemic and the completion of the module. As a student of Anna University, I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment.

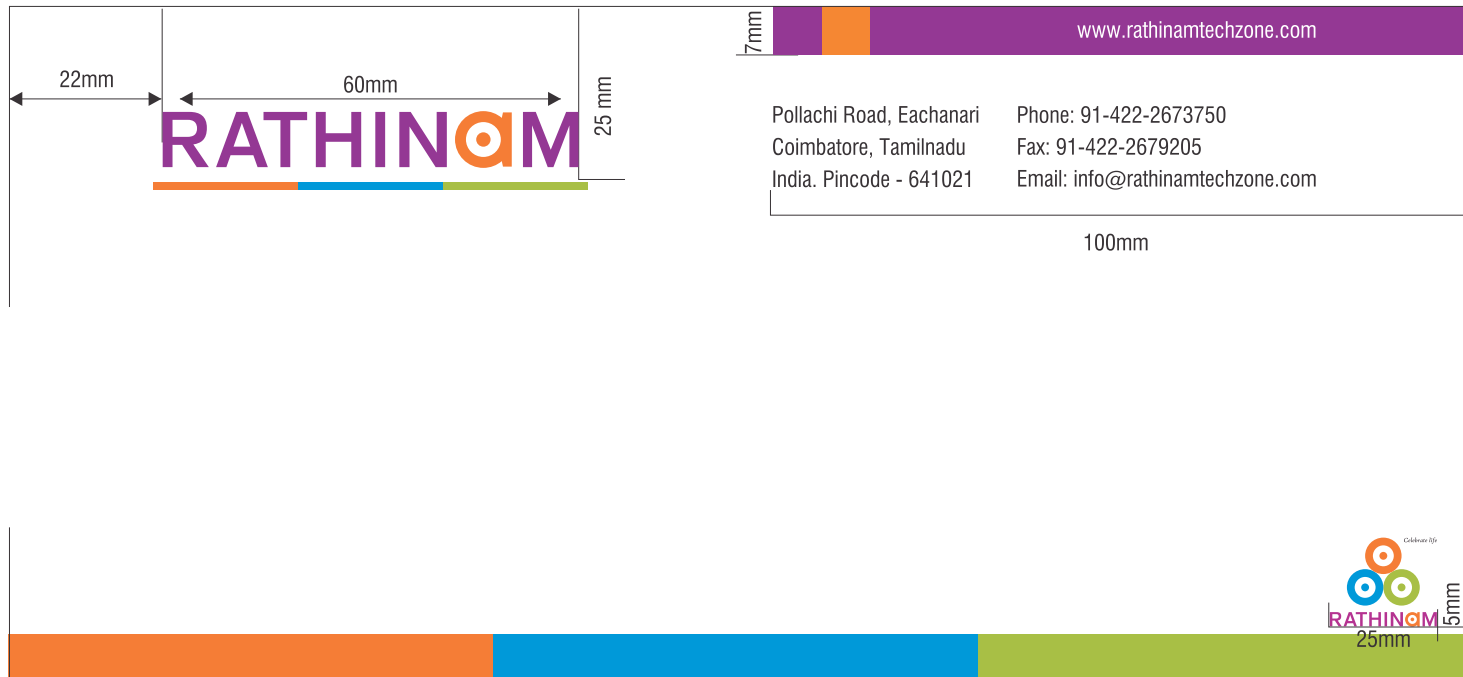
I have completed the assignment regarding the work done during the last 48 hours of the pandemic and the completion of the module. As a student of Anna University, I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment.

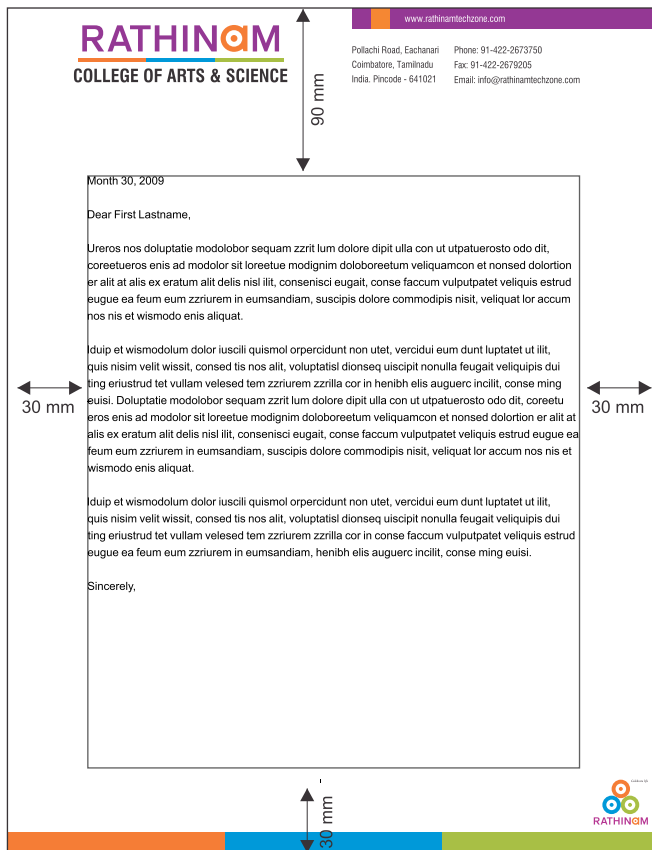
I have completed the assignment regarding the work done during the last 48 hours of the pandemic and the completion of the module. As a student of Anna University, I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment. I have completed the assignment of your institution and I am happy to inform you that I have completed the assignment.

Sincerely,



RATHINAM
 Anna University - Chennai
 10th Floor - 600 075
 Email: info@rathinam.ac.in





Not actual size.

6.3 Standard Stationery - Unit Level

The stationery standards provided in the following pages are an essential part of the Rathinam Group visual identity system and are to be used by all units within the Organisation.

Any questions regarding stationery should be directed to the Office of Corporate Communications at 1234567890, or corporate@rathinamtechzone.com

Paper specifications

Standard letterhead and envelopes:
Cougar opaque white, 24 lb. (80gsm) stock

Business card, Corporate :
Fedrigoni Tinteritto, 80 lb. (250gsm) cover stock

Standard business card,
Cougar opaque white, 80 lb. (250gsm) cover stock

Letter typing guidelines

Recommended margins are shown above.
10/15 pt. Georgia, or similar font.

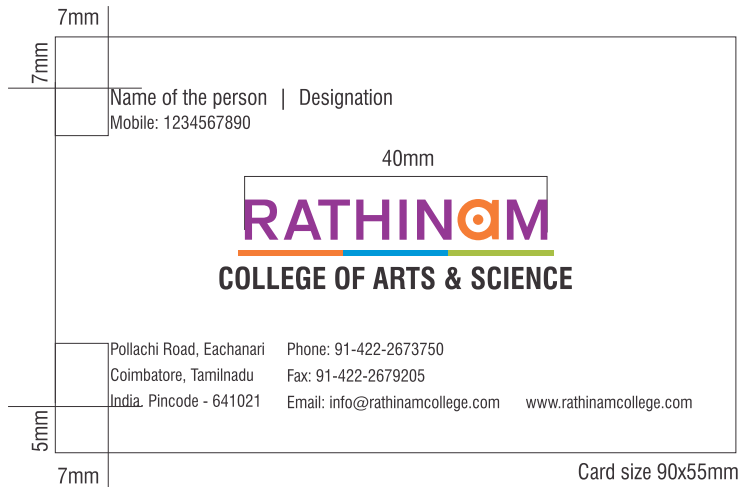
Envelope addressing guidelines
Recommended margins are shown above.
10/12 pt. Swiss Lt BT, or similar font.

See following pages for actual size and structure.

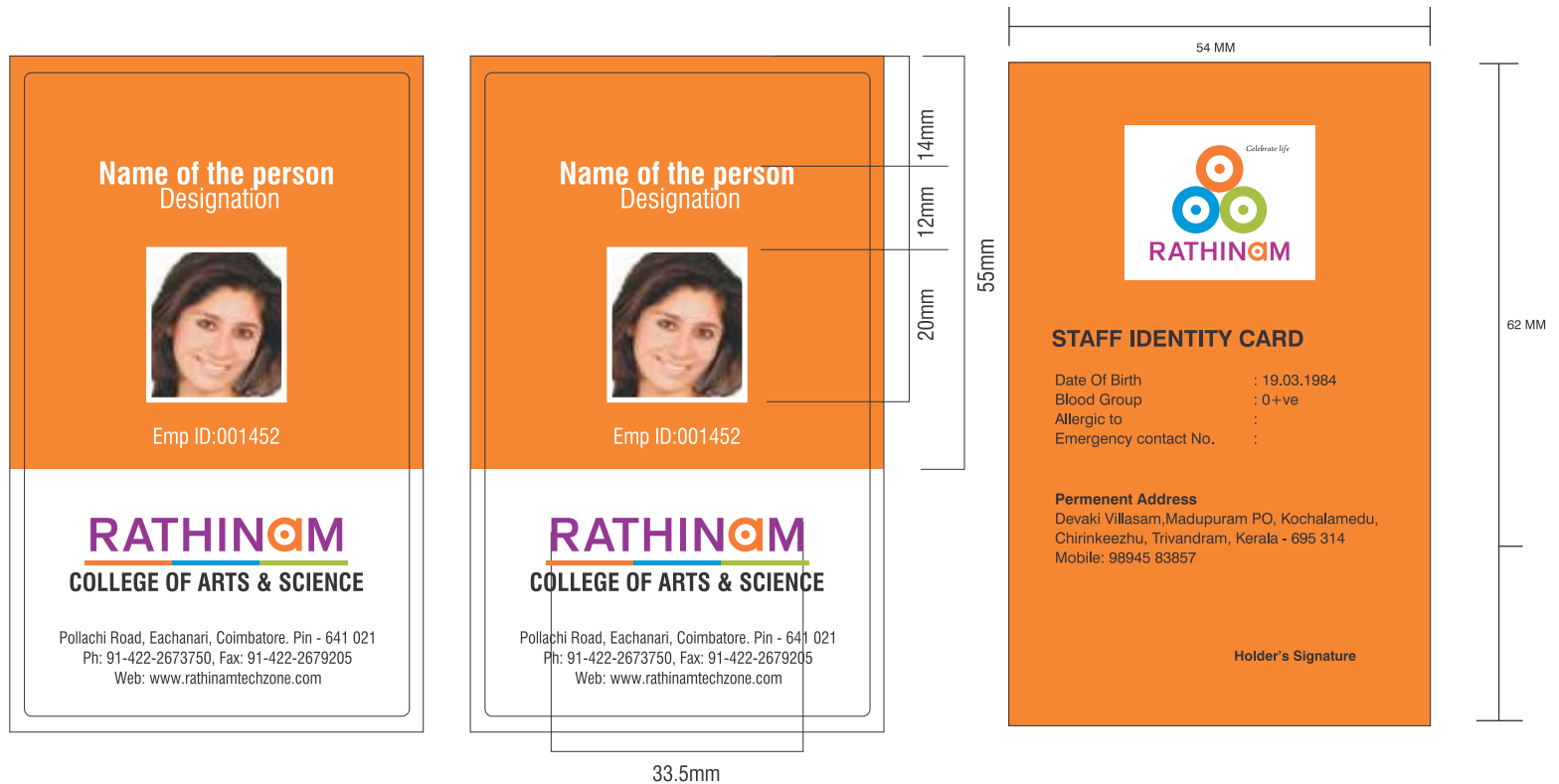
6.4 Standard Letterhead, Unit Level —Structure



6.5 Standard Business Card, Unit Level —Structure



6.5 Employee Id Card, Unit Level —Structure



6.6 Standard Stationery - Unit Level

The stationery standards provided in the following pages are an essential part of the Rathinam Group visual identity system and are to be used by all units within the Organisation.

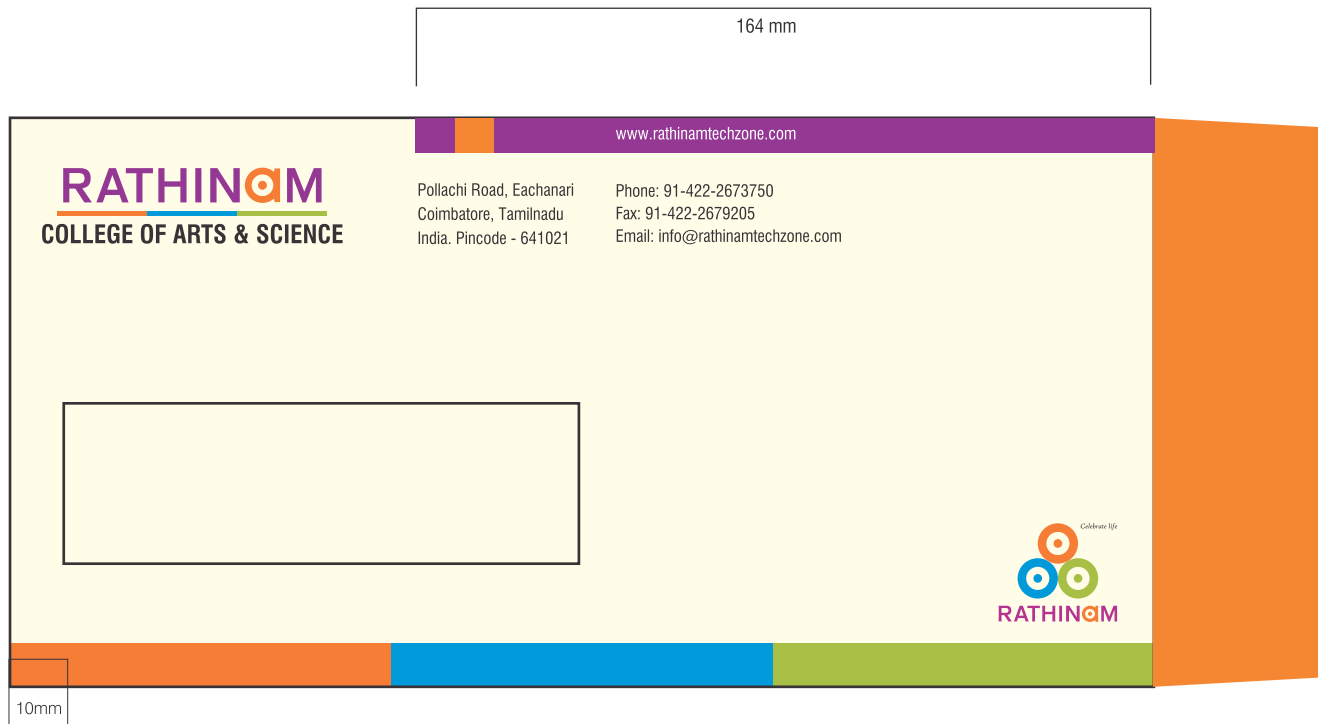
Any questions regarding stationery should be directed to the Office of Corporate Communications at 1234567890, or corporate@rathinamtechzone.com

Card specifications

Standard card with multicolor print

Card width should be maximum 3mm all around

6.6 #9 Window Envelope

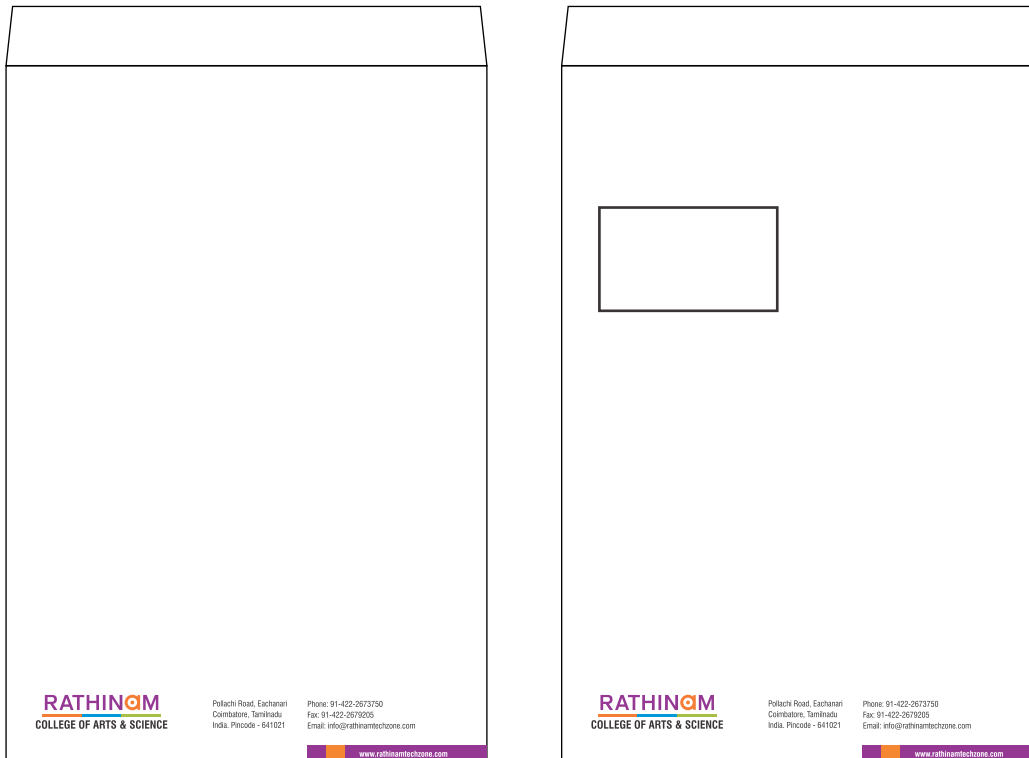


Appropriate signature with infinite rule
Vector file imported at 17 percent
Pantone® 1665 and Pantone® 3435
Address block text:
Swiss 721 cn BT 7.5/10.75 pt. Leading 120

Return address block position follows standard envelope specifications (see page 6.10.)
Any questions regarding stationery should be directed to the Office of Corporate Communications at 1234567890 or corporate@rathinamtechzone.com

Paper specifications
Standard #9 window envelopes:
Cougar opaque white, 24 lb. stock

6.7 Envelop - Exicutive



Executive Envelope - with window, without window

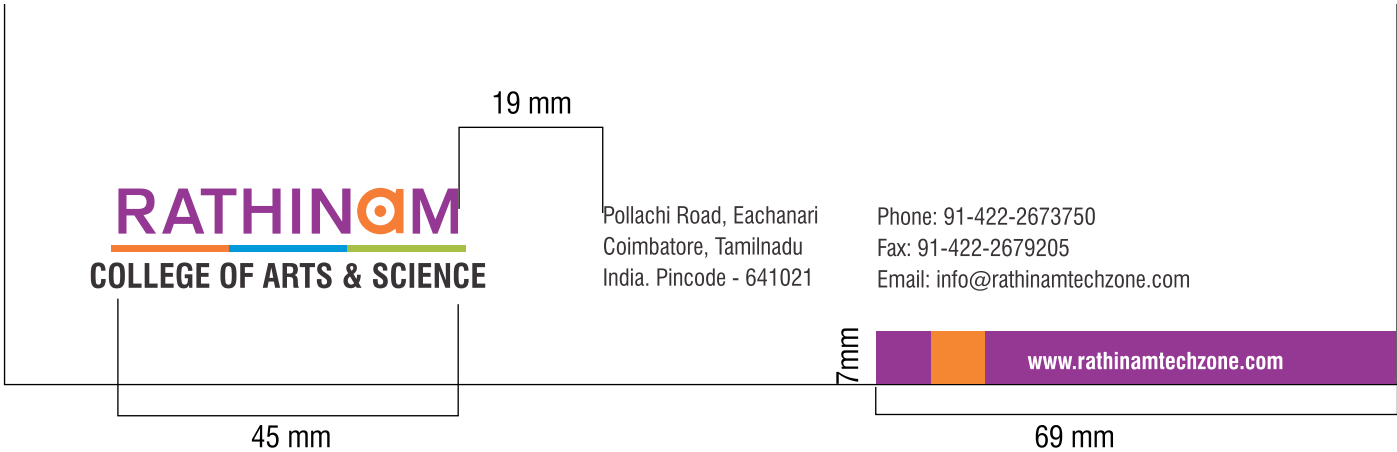
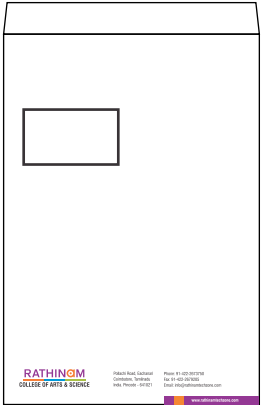
Appropriate signature Vector file imported at
17 percent Pantone® 1665 and Pantone® 3435
Address block text:
Swiss 721 cn BT 7.5/10.75 pt.
Leading 120

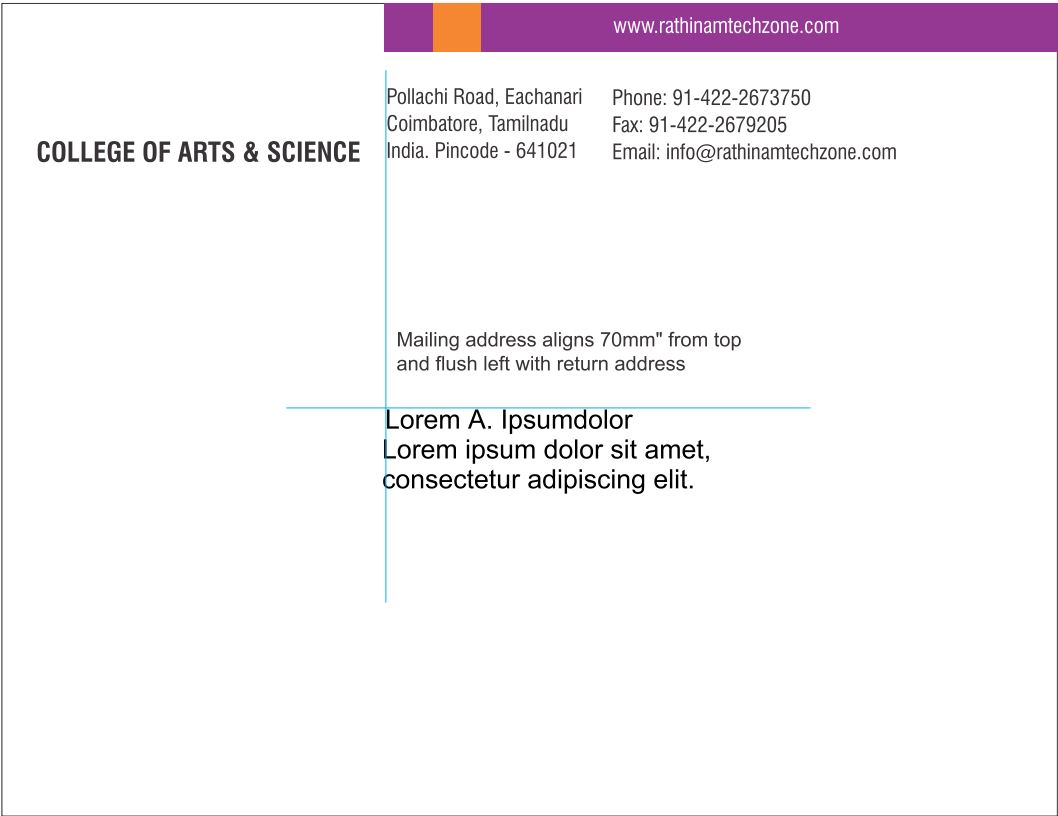
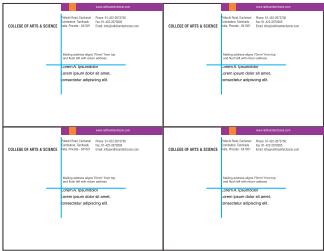
envelop size 266.7 mm x 184.15 mm

Return address block position follows standard
envelope specifications (see page 6.10.)
Any questions regarding stationery should be
directed to the Office of Corporate Communications
at 1234567890 or
corporate@rathinamtechzone.com

Paper specifications
Standard #9 window envelopes:
Cougar opaque white, 24 lb. stock

6.8 Executive Envelop —Structure





5.13 Mailing Label

Size: 5.5" x 4.25" (Four-up on 8.5 x 11") Signature
Appropriate Rathinam Signature Vector file
imported at 17 percent Pantone® 1665 and
Pantone® 3435 Address block text: Swiss Cn BT
6.5/8.5 pt. Set flush left Black

Any questions regarding stationery should be directed to
the Office of Corporate Communications 1234567890 or
corporate@rathinamtechzone.com

Paper specifcations :
Labels are to be printed on self-adhesive label stock.

FRONT



BACK



Not actual size.

6.8 Note Card

7" x 5" Note Card
Rathinam formal signature

Back
Rathinam signature
Address block:
Swiss 721 Cn BT 7.5/10.75 pt.
Set flush left Black
Leading 120

Paper specifications
Cougar opaque white, 80 lb. cover stock

7.0 Web Usage

- 7.1 Web Site Application—Group Home Page
- 7.2 Web Site Application—Unit-level Home Page
- 6.3 Web Site Application—College- or School-level Departmental Page
- 6.4 Web Site Application—Administrative Divisions Page
- 6.5 Web Site Application—Administrative Offices Page

This page need more inputs

8.0 Applications

8.1 Placement of Signature on Publication Front Covers

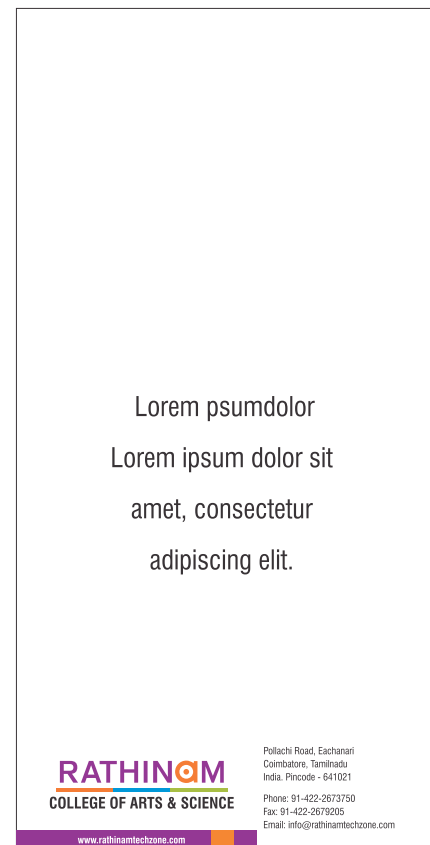
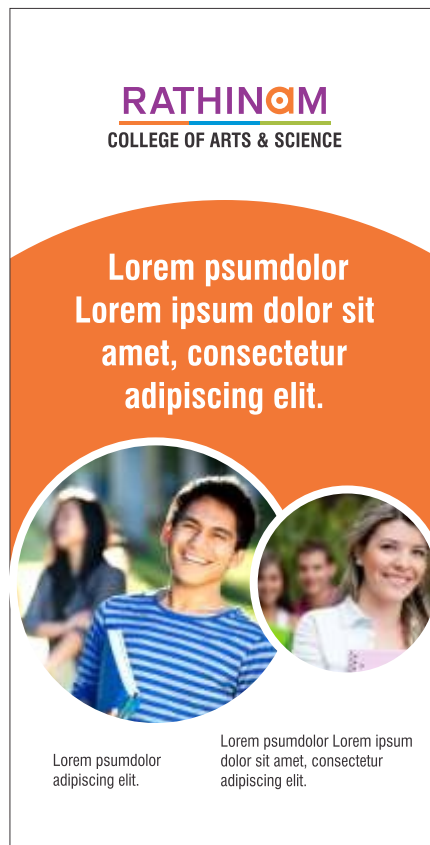
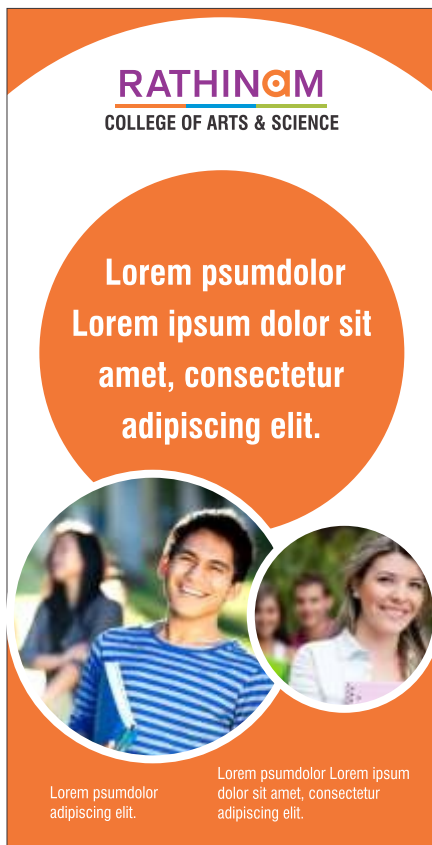
8.2 Placement of Signature on Publication Back Covers

8.3 PowerPoint Presentation

8.4 PowerPoint Presentation—Elements

8.5 Merchandise

8.6 Vehicles

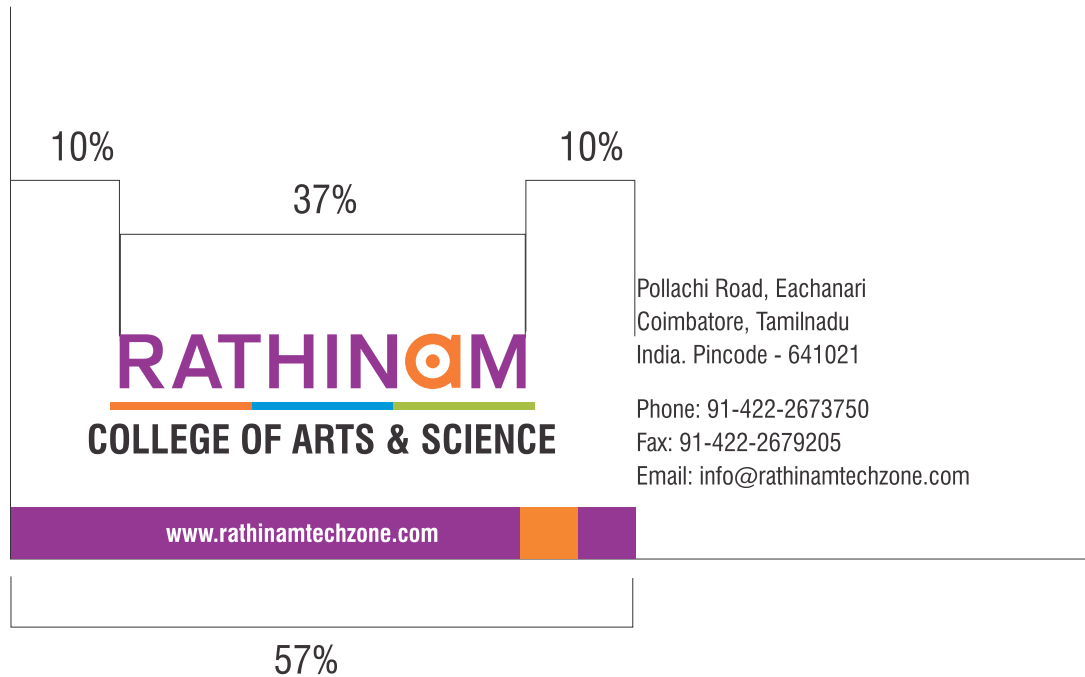


8.1 Placement of Signature on Publication Front Covers

The front cover of any publication for a Rathinam unit must include an approved Rathinam signature in one of these preferred positions: the upper center, the upper right-hand corner, the lower center, or the lower right-hand corner.

The unit name can be either included in the signature (master or endorsed, see pages 2.5 and 2.6 for guidelines) or displayed elsewhere on the page (as shown in the examples at right) See Sections 2 and 3 for guidelines on signature and color usage.

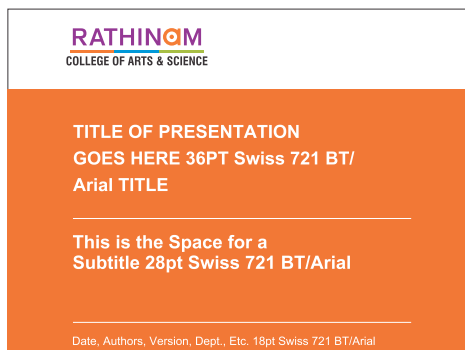
8.2 Placement of Signature on Publication Back Covers —Structure



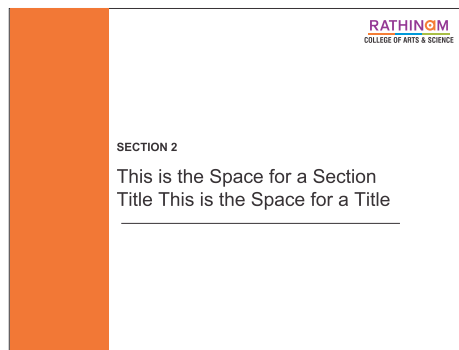
Address block text: Swiss 721 Cn BT, 7.5/10.75 pt.
Set flush left Black, Leading 120

8.3 Powerpoint Presentation

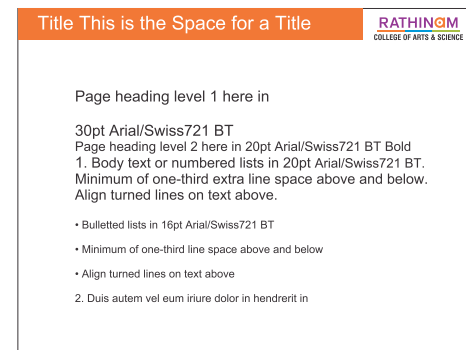
TITLE PAGE



SECTION PAGE



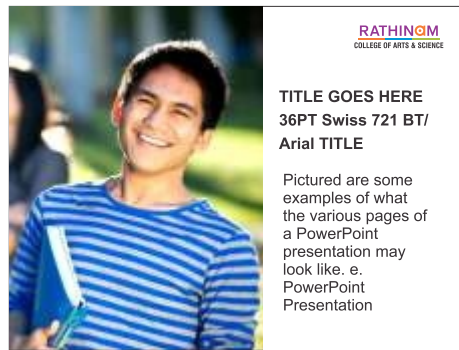
Basic Text Format



Picture Page-1



Picture Page-2



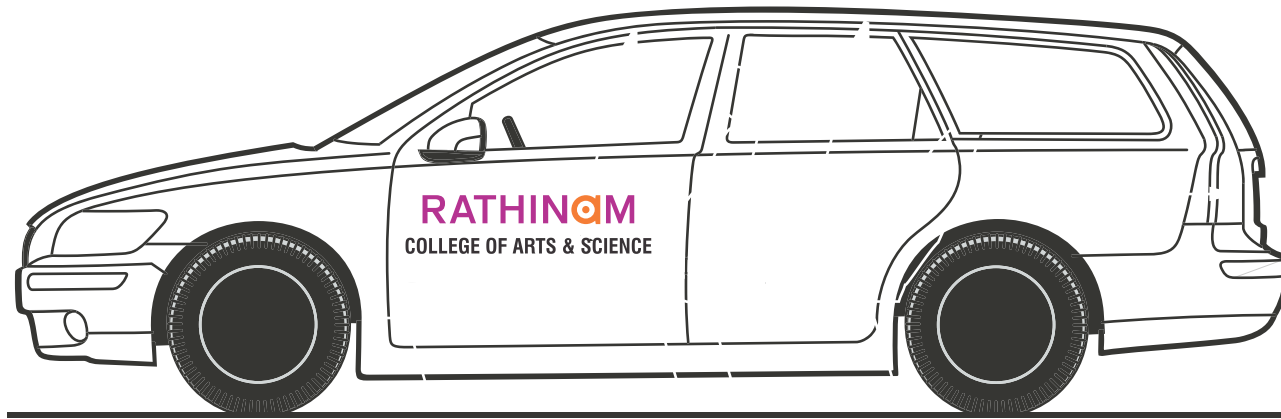
7.3 Pictured are some examples of what the various pages of a PowerPoint presentation may look like. e. PowerPoint Presentation

8.4 Merchandising



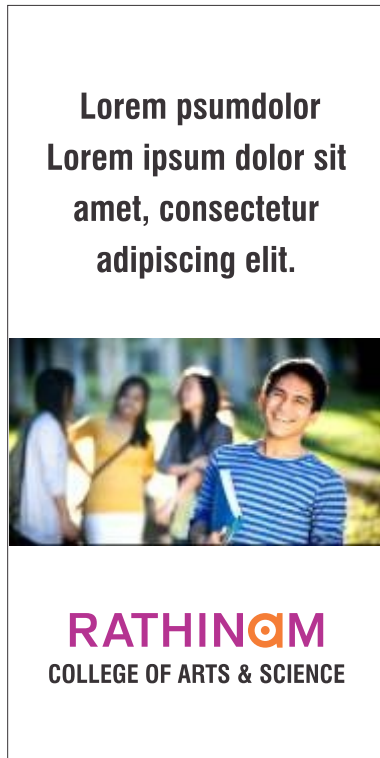
Rathinam merchandise may be emblazoned with the informal University of Miami signature

(see page 2.2), as illustrated in the examples above.
Merchandise



8.5 Vehicles

The illustration on this page shows an appropriate display of a Rathinami signature on a vehicle.



1:2 Vertical Signs with Pictures



1:2 Vertical Signs without Pictures



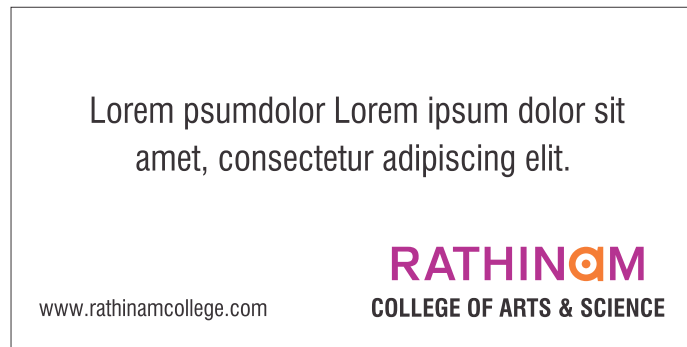
1:2 Vertical Signs without Pictures

8.6 Signs

The illustration on this page shows an appropriate display of a Rathinami signature on a vehicle.



1:2 Horizontal Sign without Pictures



1:2 Horizontal Sign without Pictures



1:2 Horizontal Sign



1:2 Horizontal Sign

8.6 Signs

The illustration on this page shows an appropriate display of a Rathinami signature on sign boards

A rectangular sign with a white background. The text "ADMINISTRATIVE BLOCK" is centered in a bold, black, sans-serif font. The letter "O" in "ADMINISTRATIVE" is replaced by the Rathinam logo, which consists of an orange circle with a white dot in the center. Below the main text, the word "RATHINAM" is written in a smaller, purple, sans-serif font.

ADMINISTRATIVE BLOCK

RATHINAM

A rectangular sign with a white background. The text "LIBRARY" is centered in a bold, black, sans-serif font. The letter "O" in "LIBRARY" is replaced by the Rathinam logo, which consists of an orange circle with a white dot in the center. Below the main text, the word "RATHINAM" is written in a smaller, purple, sans-serif font.

LIBRARY

RATHINAM

Internal Signs

A rectangular sign with a white background. The text "COMPUTER LAB" is centered in a bold, black, sans-serif font. The letter "O" in "LAB" is replaced by the Rathinam logo, which consists of an orange circle with a white dot in the center. Below the main text, the word "RATHINAM" is written in a smaller, purple, sans-serif font.

COMPUTER LAB

RATHINAM

A rectangular sign with a white background. The text "CANTEEN" is centered in a bold, black, sans-serif font. The letter "O" in "CANTEEN" is replaced by the Rathinam logo, which consists of an orange circle with a white dot in the center. Below the main text, the word "RATHINAM" is written in a smaller, purple, sans-serif font.

CANTEEN

RATHINAM

8.7 Internal Signs

The illustration on this page shows an appropriate display of a Rathinam signature on a internal signs

Unit Level Identities

This page need more inputs

10.0 Appendix

10.1 File-naming System

10.2 Identity Matrix

UM_prim_unit_infin_pms-rev.eps

Description	Unit	Infinite rule version	Coloration	File type
prim = primary	short abbreviation of unit name (if applicable)	(if applicable)	pms = full-color, Pantone	eps
endor = endorsed			cmyk = full-color, process	jpg
mast = master			gry = one-color, gray	gif
infor = informal			K = one-color, solid black	
			pms-rev = full-color, Pantone, reversed	
			cmyk-rev = full-color, process, reversed	
			pms-rev-W = full-color, Pantone, reversed, all-white type	
			cmyk-rev-W = full-color, process, reversed, all-white type	
			gry-rev = one-color, gray, reversed	
			K-rev = one-color, solid black, reversed	

File-naming System

The signature follow a naming protocol, explained above, which includes the various aspects of the particular system