KPR Institute of Engineering and Technology

Learn Beyond

PUBLIC EDITION

Brand Guidelines

How to use the KPR Institute of Engineering and Technology logo, colours and brand elements correctly. For students, teachers, partners, vendors and the media.

VERSION 1.0 · NOVEMBER 2026

FREE TO DOWNLOAD
AND SHARE

01 INTRODUCTION

A message about this guide

People meet KPRIET through its logo before they meet its people: on a campus gate, a student's T-shirt, a poster, a website or a partner's banner.

This guide is shared openly so that everyone who represents the institute, or works with it, can use our logo, colours and brand element in the same way. Whether you are a student leading a club, a teacher preparing a workshop, a vendor printing a banner or a journalist writing about us, you will find what you need here.

We keep the rules few and simple. Use the logo as it is given, give it room, and choose colours from the palette. When something is not covered, please ask before you print or publish. It takes a short message and saves a reprint.

STUDENTS AND TEACHERS

Use the logo on notices, presentations, club material and event posters. Keep it whole, give it space and never change its colours.

PARTNERS AND VENDORS

Use the logo on co-branded material, banners and merchandise only with approval. Send artwork for review before production.

MEDIA AND EVENT ORGANISERS

Use the logo to refer to the institute in news, listings and programmes. Download the files from the institute, never copy them from a web page.

WHAT IS INSIDE

- The logo, its colours, clear space and minimum size
- Common mistakes to avoid
- The colour palette and accessible combinations
- The typeface and the Infinite Flower
- Rules for partners, vendors and approvals

OUR PROMISE

Learn Beyond

Everything in this guide exists to help every message from KPRIET feel consistent, clear and confident.

OVERVIEW

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02 THE LOGO

The primary logo

The logo is the single most important element of our identity. It brings together the symbol, the tagline and the institute name in one fixed lockup.

PRIMARY LOGO · NAVY ON WHITE



Shown at 60% of page width

1 The symbol

An abstract bloom of overlapping forms that expresses growth, openness and forward movement.

2 The tagline

"Learn Beyond" sits beneath the symbol as a fixed part of the lockup.

3 The wordmark

The full institute name, set in three lines in a bold, confident sans serif.

Logo colour

The logo base colour is Navy, HEX #1E2843. This replaces any earlier navy or multi-tone versions. Only two logo colours are approved: Navy and White. The master artwork is supplied as vector files and must never be rebuilt.

02 THE LOGO

Logo colourways

The logo appears in two colours only. On light backgrounds it takes the base Navy. On dark backgrounds it reverses to white.



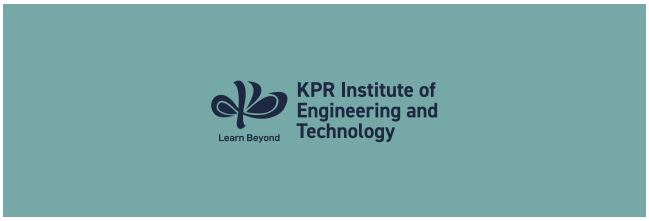
Primary: Navy on white #FFFFFF

Preferred version for all light backgrounds

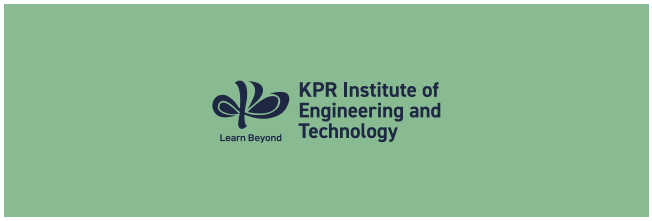


Reverse: White on navy #1E2843

Use on Navy and other dark backgrounds



Navy on Sage Teal #75A8A6



Navy on Mint #89BB93



White on Maroon #7B2D3C



White on Deep Teal #07697F



Navy on Mist #F2F4F4

Permitted colour backgrounds are limited to the supporting palette, using the combinations shown. Never place the logo on photography unless the area behind it is calm and uniform enough to preserve contrast.

02 THE LOGO

Clear space and minimum size

Give the logo room to breathe. No text, image or graphic may enter the protected area surrounding it.

PROTECTED AREA



X equals the height of the capital letter K in the wordmark. Maintain at least 1X on all four sides. Where possible, allow 2X or more.

MINIMUM SIZE



Full logo
Print 35 mm wide · Digital 140 px wide



Symbol only
Print 14 mm wide · Digital 48 px

MASTER FILES

- Print: vector PDF or EPS
- Web and apps: SVG, or PNG at 2x
- Office documents: high resolution PNG

02 THE LOGO

The symbol

The symbol may be used on its own where space is limited or where the institute is already clearly identified. It follows the same colour rules as the full logo.



Symbol: Navy on white



Symbol: White on navy

APPROVED USES OF THE SYMBOL



App icon



Social avatar



Favicon

DO

- Use the symbol for avatars, icons, stamps, and merchandise
- Use the Infinite Flower for large graphic treatments (see Graphic Elements)

DO NOT

- Separate the tagline or wordmark and invent new lockups
- Use the symbol as a replacement for the logo on formal documents
- Crop, cut or split the symbol or the logo in any way

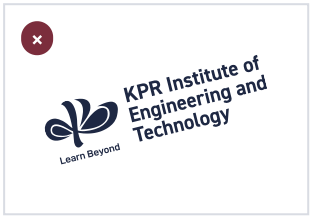
02 THE LOGO

Common mistakes

The logo is a fixed artwork. Always use the original files from the institute and never redraw, retype or edit them.



Do not stretch or squash



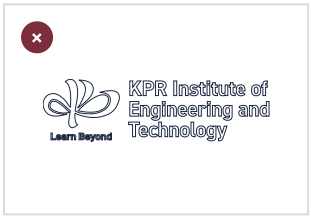
Do not rotate or tilt



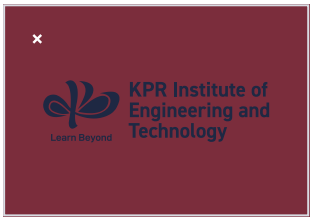
Do not change the colours



Do not add shadows or effects



Do not outline the logo



Do not place on a low contrast background



Do not crop or cut it



Do not retype or rearrange

ALWAYS

- Use the supplied Navy or White logo
- Keep the clear space of 1X on all sides
- Place it on a plain background with strong contrast

NEVER

- Change, add to or remove any part of the logo
- Place it on photographs where it is hard to read
- Use it smaller than the minimum size

IF IN DOUBT

- Use the logo as given and ask us
- Send your artwork before printing
- We reply with approval or small corrections

03 COLOUR

The colour palette

One primary colour and five secondary colours. Navy anchors the identity, and every colour is shown with its approved text colour so each combination is accessible by design.

PRIMARY COLOUR · LOGO COLOUR

Navy

Aa

HEX #1E2843
RGB 30 40 67
CMYK 55 40 0 74

Text: White · 14.6:1 AAA
Covers, headers, footers, signage and all dark backgrounds

White
#FFFFFF · pages and reversed logo

Mist grey
#F2F4F4 · panels and quiet backgrounds

Slate grey
#5A6275 · secondary text

Cream Sand
#F6E6CC · T-shirts and merchandise

SECONDARY COLOURS AND THEIR ACCESSIBLE COMBINATIONS

KPR Maroon Aa
HEX #7B2D3C
RGB 123 45 60
CMYK 0 63 51 52

Text: White 9.2:1 AAA
Headlines, banners, posters and section dividers. Never for body text.

Deep Teal Aa
HEX #07697F
RGB 7 105 127
CMYK 94 17 0 50

Text: White 6.3:1 AA
Headline bands, research and technology content, signage.

Sage Teal Aa
HEX #75A8A6
RGB 117 168 166
CMYK 30 0 1 34

Text: Navy 5.5:1 AA
Calm panels, infographics, wellbeing and sustainability themes.

Mint Aa
HEX #89BB93
RGB 137 187 147
CMYK 27 0 21 27

Text: Navy 6.7:1 AA
Labels, tags, growth themes and positive states.

Earth Brown Aa
HEX #92765C
RGB 146 118 92
CMYK 0 19 37 43

Text: White 4.2:1 Large text only
Heritage, alumni and campus-life content, grounded accents.

Foil finishes. Gold foil and silver foil are accepted print finishes, used on a Navy base only. Ask the Branding Office before using foil.

These are the only colours in the brand, plus Cream Sand for T-shirts and merchandise and the gold and silver foil finishes. Large text means 18 pt regular or 14 pt bold and above. CMYK values are indicative conversions, so confirm colour with a printed proof on the intended stock.

03 COLOUR

Balance and tints

Navy, white and Mist grey carry most layouts. The five secondary colours are accents: use them in generous but controlled doses.

INDICATIVE COLOUR BALANCE



White and Mist | Navy | Secondary accents

- Lead with Navy, white and Mist
- Use no more than **three** secondary colours in one layout
- Secondary colours never replace Navy as the dominant colour
- Use solid colours. Avoid gradients between palette colours

NAVY TINTS

100%	80%	60%	40%	20%	10%
#1E2843	#4B5369	#787E8E	#A5A9B4	#D2D4D9	#E8EAEC

SECONDARY COLOUR TINTS

Tints may be used for backgrounds, tables, charts and infographics. Text on a tint must always be Navy.

	100%	60%	30%	15%
KPR Maroon	#7B2D3C	#B0818A	#D7C0C4	#EBE0E2
Deep Teal	#07697F	#6AA5B2	#B5D2D9	#DAE8EC
Sage Teal	#75A8A6	#ACCBCA	#D6E5E4	#EAF2F2
Mint	#89BB93	#B8D6BE	#DCEBDF	#EDF5EF
Earth Brown	#92765C	#BEAD9D	#DED6CE	#EFEAE7

03 COLOUR

Accessible combinations

Every communication must be legible to everyone. Ratios follow WCAG 2.1: 4.5:1 for body text, 3:1 for large text and graphics. Each combination below shows where it should be used.

Aa
The quick brown fox

Navy on White 14.6:1
AAA
Body copy, documents

Aa
The quick brown fox

White on Navy 14.6:1
AAA
Covers, headers, footers

Aa
The quick brown fox

Navy on Mist 13.2:1
AAA
Panels, tables, quiet pages

Aa
The quick brown fox

Navy on Mint 6.7:1
AA
Labels, infographics

Aa
The quick brown fox

Navy on Sage Teal 5.5:1
AA
Calm panels, infographics

Aa
The quick brown fox

White on KPR Maroon 9.2:1
AAA
Headlines and banners

Aa
The quick brown fox

White on Deep Teal 6.3:1
AA
Headline bands, signage

Aa
The quick brown fox

White on Earth Brown 4.2:1
Large text only
Large text only

Aa
The quick brown fox

Navy on Cream Sand 11.9:1
AAA
T-shirt print, merchandise

Aa
The quick brown fox

Maroon on Cream Sand 7.5:1
AAA
Accent lines, large text

Aa
The quick brown fox

Deep Teal on Cream Sand 5.1:1
AA
Accent lines, large text

Aa
The quick brown fox

Navy on KPR Maroon 1.6:1
Do not use for text
Avoid, use White instead

RULES OF THUMB

- Use Navy for text on white, Mist, Mint, Sage Teal and Cream Sand
- Use White for text on Navy, KPR Maroon and Deep Teal
- Use Slate grey for secondary body text on white or Mist
- Use gold or silver foil only on a Navy base

AVOID

- White text on Mint or Sage Teal
- Navy text on KPR Maroon
- White text on Cream Sand
- Conveying meaning by colour alone

04 TYPOGRAPHY

Our typeface

The DIN family is our brand typeface for all print and digital communication. Its clear, engineered letterforms echo the wordmark in the logo and stay highly legible at every size.

Aa

DIN

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 & @ # % ( ) ! ? ₹

WEIGHTS

Aa
Light
Large body, captions

Aa
Regular
Body text

Aa
Medium
Subheadings, labels

Aa
Bold
Headlines

SETTING TYPE

- Headlines in Bold, with tight tracking (-2%)
- Sentence case for headlines. Capitals only for small labels, with open tracking (+15%)
- Align text left. Avoid justified text

APPROVED ALTERNATIVES

- Web, social and screen, where DIN is not licensed: use **Barlow** (free, Google Fonts)
- Large poster and social headlines only: **Barlow Semi Condensed** Bold
- Office documents and email: **Arial**
- Never use decorative or script fonts

04 TYPOGRAPHY

Type hierarchy

A clear hierarchy guides readers through content. Use these five levels consistently across publications and screens.

Display 34 / 36 pt	Learn Beyond	Cover titles and campaign headlines Bold · tracking -3%
Heading 1 24 / 28 pt	Learn Beyond	Page and section titles Bold · tracking -2%
Heading 2 14 / 18 pt	Learn Beyond	Subsections and card titles Medium · tracking -1%
Body 9.5 / 14.5 pt	Clear, consistent communication builds a stronger institution.	Paragraphs and long reading Regular · tracking 0
Label 7 / 10 pt	BRAND GUIDELINES	Eyebrows, captions and tags Medium caps · tracking +15%

IN CONTEXT

ADMISSIONS

Where curiosity turns to capability

Sample paragraph set in DIN Regular. Keep lines to roughly 60 to 75 characters for comfortable reading, with generous leading and clear paragraph spacing.

Sample subheading

Supporting text continues here in Slate to keep the hierarchy quiet and clear.

SPACING

- Leading: 140 to 160% of the font size for body text
- Space between paragraphs: half a line
- Maximum of three type sizes per layout
- Keep a clear step in size between levels

05 GRAPHIC ELEMENTS

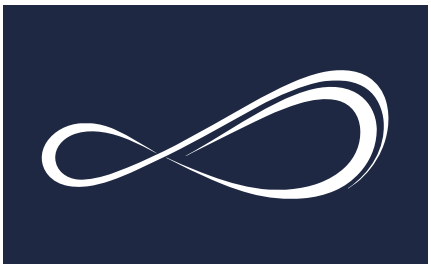
The Infinite Flower

Our signature graphic element. It is derived from the logo symbol and is always used whole. We never cut the logo in half to create a graphic.

INFINITE FLOWER · NAVY ON WHITE



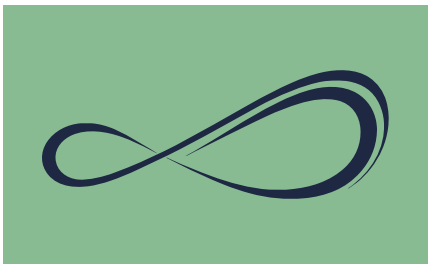
APPROVED COLOURWAYS



White on Navy



Sage Teal on Navy



Navy on Mint

DO

- Use the complete Infinite Flower, scaled proportionally
- Use it large as a backdrop, a divider or a cover feature
- Colour it from the palette on approved backgrounds
- Use one flower per layout so it stays a feature

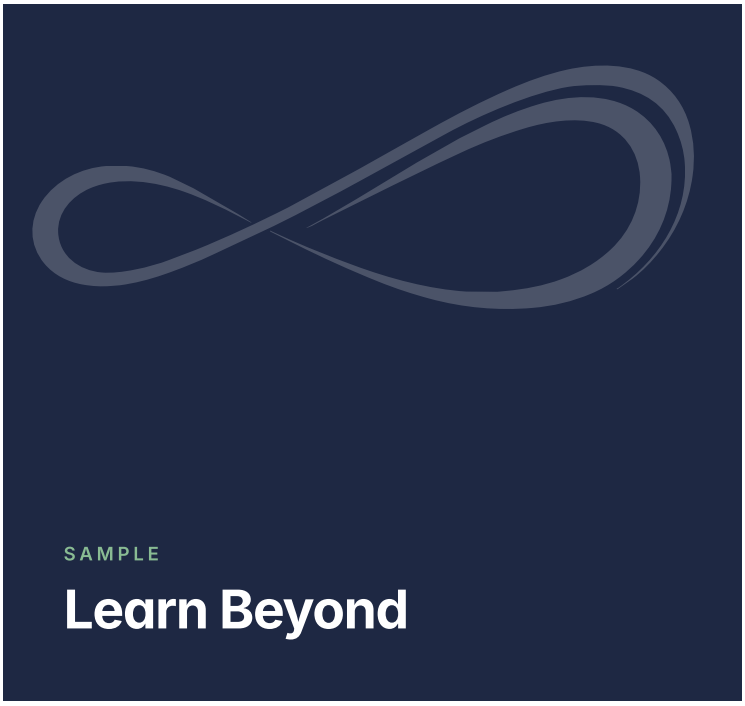
DO NOT

- Crop, cut, split or rotate the flower
- Stretch, outline or add effects such as shadows
- Use it in place of the logo or inside the logo clear space
- Use colours outside the brand palette

05 GRAPHIC ELEMENTS

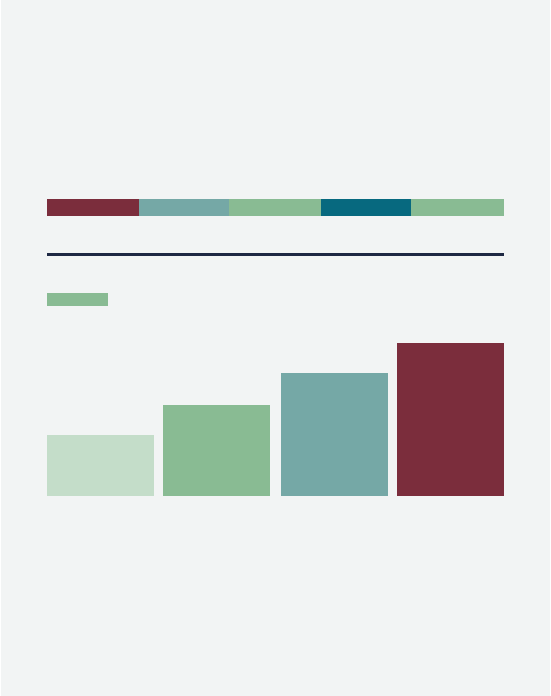
Supporting graphics

A small set of devices extends the identity beyond the logo. Use them sparingly, always with generous space.



1 Infinite Flower as a backdrop

Place the complete white Infinite Flower at 10 to 20% opacity on Navy as a subtle background. Keep it whole and keep headline text clear of its crossings.



2 Accent rules

Thin rules in Mint, Sage Teal or Maroon to mark headings, divide sections and highlight data.



3 Colour blocks

Solid blocks organise layouts. Navy leads, with one or two secondary blocks in support.

4 Grid and margins

Build layouts on a clear column grid with consistent outer margins of at least the logo's 1X clear space.

IMAGERY PRINCIPLES

- Authentic moments of learning, collaboration and campus life
- Natural light, honest framing and real people
- Uncluttered backgrounds that leave space for text and logo
- No heavy filters, distorted proportions or colour overlays outside the palette

06 USING THE BRAND

Who can use what

A quick guide for each group. When you are unsure which column your use falls in, ask first.

	YOU MAY	ASK FIRST	NEVER
Students and clubs	Use the logo on notices, presentations, posters and social posts about KPRIET events	Club or society logos next to ours, merchandise, T-shirts, banners and sponsorship material	Use the logo for a personal business or a cause outside the institute
Teachers and staff	Use the logo on slides, handouts, reports, certificates and email signatures	Printed material for external audiences, event backdrops and new templates	Redraw the logo, change its colours or create a new version
Partners and vendors	Print and produce artwork that has been approved	Every use of the logo on partner material, co-branded campaigns, press releases and merchandise	Imply endorsement, use old versions or alter the files
Media and organisers	Use the logo to refer to the institute in news, listings and programmes	Using the logo as part of an event or campaign identity	Place the logo on content that is unrelated to the institute

REMEMBER

The logo identifies the institute. Using it on something means the institute stands behind that material, so we ask to see anything that goes to the public. Use of the logo does not transfer any rights in it, and the logo remains the property of KPR Institute of Engineering and Technology.

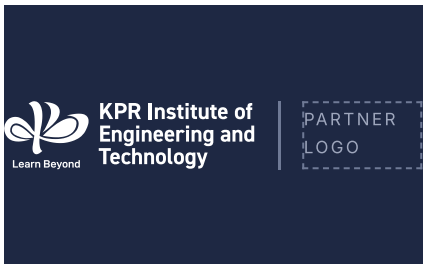
06 USING THE BRAND

Partners and vendors

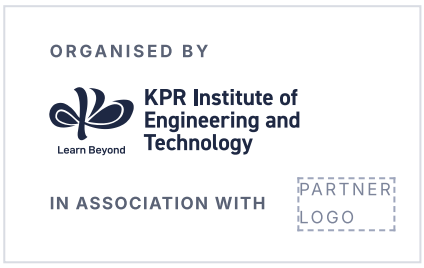
Use these arrangements when the KPRIET logo appears with another organisation, on banners, publications, events and merchandise.



Side by side, on white
Equal height, a thin divider between



Side by side, on Navy
Use the White logo



With a relationship line
Organised by, in association with

PLACEMENT

- Keep both logos at a similar visual height
- Leave the clear space of 1X between them
- Place the KPRIET logo first or at the left when we are the host

WORDING

- Use plain relationship lines: organised by, in association with, supported by
- Do not combine the logos into a new mark
- Do not use the logo in a company or product name

APPROVAL

- Send artwork for review before printing
- Allow time for corrections before deadlines
- Approved artwork may be reused for the same event only

FOR VENDORS AND PRINTERS

- Use the original logo files and never trace or recreate the logo
- Match Navy #1E2843 to a printed proof before the full run
- Keep the minimum logo sizes given on the clear space page
- Use Arial or Barlow where DIN is not available

06 USING THE BRAND

Downloads and approvals

Three steps to using the brand correctly.

1

GET THE FILES

Download the master logo files in Navy and White from the institute. Use the Navy logo on light backgrounds and the White logo on dark ones.

2

FOLLOW THE GUIDE

Check clear space, minimum size, colours and the common mistakes before you design.

3

SEND IT FOR REVIEW

Email your artwork before it is printed or published. We reply with approval or small corrections.

Learn Beyond

KPR Institute of Engineering and Technology

BRANDING OFFICE
KPR Institute of Engineering and Technology
Avinashi Road, Arasur, Coimbatore 641407
head.branding@kpriet.ac.in
www.kpriet.ac.in

BEFORE YOU PUBLISH

- [ ] Is the logo an original file, not redrawn or retyped?
- [ ] Is the logo Navy or White, on a plain background with strong contrast?
- [ ] Is the clear space respected and the minimum size met?
- [ ] Are text and background colours accessible?
- [ ] Has the artwork been sent for review?

Learn Beyond

KPR Institute of Engineering and Technology

BRAND GUIDELINES · PUBLIC EDITION · VERSION 1.0 · NOVEMBER 2026

www.kpriet.ac.in

BRAND CONSULTING BY IDEA ITL