



IIIT-BANGALORE
**Brand
Guideline**

WWW.IITB.AC.IN



Introduction

IIIT-Bangalore is a premier institute dedicated to undergraduate and postgraduate programs specializing in Computer Science and Engineering (CSE), Electronics and Communication Engineering (ECE), Data Science and Artificial Intelligence (DSAI), IT for Society, and broader fields of IT and research. Situated in the heart of Electronic City, Bengaluru, it holds a prominent position in the academic landscape. IIIT-Bangalore is graded A+ by National Assessment and Accreditation Council (NAAC). IIIT-Bangalore secured the 74th position in the National Institutional Ranking Framework (NIRF) rankings for the second consecutive year, 2024 reflecting its commitment to academic excellence. The institute was ranked number 9 among India's Best Technical Universities (Private) by India Today. IIIT-Bangalore contains state-of-the-art infrastructure, eminently qualified faculty, a vibrant alumni community, cutting-edge research facilities, and close industry collaborations. The institute's specially designed courses make the students cognizant of the current technologies. Experiential learning and practices followed in the institute equip them with the tools and knowledge to solve contemporary real problems. IIIT-Bangalore has consistently achieved excellent placement records every year since its establishment in 1998, thanks to the unwavering support of the industry and the expanding pool of highly skilled alumni.

Institute's address: 26/C, Opposite of Infosys gate 1, Electronics

City Phase 1, Hosur Road, Bengaluru, Karnataka - 560100

Office Hours: Monday – Friday (9:00 am to 5:00 pm)

Telephone: +91 80 4140 7777/ 2852 7627



IIIT-Bangalore Logo



IIIT-Bangalore logo is registered with the Trademark registry and was granted on 22 Nov 2024 under the class lass 41, 42 and 35.

Logo Versions



Standard Logo



Logo with Institute Name

International
Institute of Information
Technology Bangalore



Standard Inverted Logo



Standard Inverted Logo with Institute Name

International
Institute of Information
Technology Bangalore

Note: Inverted Logos to be used only on Darker backgrounds.

Colour

Blue

Red: 1

Green: 81

Blue: 154

HEX: #01519a

Gray

Red: 131

Green: 130

Blue: 128

HEX: #838280

Logo Usage Guidelines



Size

The logo should never appear smaller than 1 inch (25.4 mm) wide in any print application.

For online applications, the logo should never be smaller than 100 pixels (26.45 mm) in width.



Margin

At least 5 mm breathing space around the logo is required. The breathing space should be increased or decreased proportionate to the size of the logo



Ratio and Orientation

The logo should not be altered, skewed or rotated in any way.



Logo Usage Guidelines

1. Visibility

Our logo should be visible in a prominent place adhering to minimum size against plain background. Follow WCGA Guideline of 4.5:1 to ensure readability of logo.

2. Placement

a. Documents:

The logo should be on the top of the document for all the documents (Conference papers, presentations etc).

b. Wearables:

Logo should be on the chest or on the sleeves for all the event wearable such as t-shirt/ hoodies / Polo shirts.

c. Other Collaterals:

Logo should be in blue, white (inverted logo) or no color (such as Etching / Engraving etc) in all Collaterals like gifts, mementos, mugs, pens, pen drives, notebooks, bags, bottles, key chains so on.

3. Official Version

Logo should be downloaded from www.iiitb.ac.in/media-kit. Avoid taking logos from Search engines like Google etc.



Nomenclature

Official Documentation Language

English UK

Institute Name Usage

Writing

Correct Usage

1. International Institute of Information Technology Bangalore
2. IIIT-Bangalore
3. IIIT-B

Wrong Usage

1. International Institute of Information Technology-Bangalore
2. International Institute of Information Technology, Bangalore
3. IIITB
4. IIIT Bangalore
5. iiitb
6. iiit-b
7. IIIT-Bengaluru

Reading

Correct Usage

1. Triple I TB
2. Triple IT Bangalore
3. International Institute of Information Technology Bangalore

Wrong Usage

1. I I I T B
2. IIT Bangalore
3. Indian Institute of Information Technology
4. International Institute of Information Technology
5. Antarrashtriya Mahiti Tantragnana Samsthe Bengaluru

Have Questions?

Write to outreach@iiitb.ac.in