KAUTILYA
SCHOOL OF
PUBLIC POLICY

#IndiaByKautilya

BRAND GUIDELINES

INDEX

VISION

Working to re-balance the role of Society, Government & Business for a more equitable and sustainable future.

MISSION

Empowering leaders to address 21st century issues through rigorous public policy education.

IN BRIEF

Kautilya School of Public Policy was incepted to shape the next generation of policy leaders. Kautilya's unwavering focus is on addressing the real-world challenges of governance, public administration, and policymaking, particularly within the Indian context, while emphasising global perspectives.

Kautilya places a high value on brand positioning that resonates with the minds of internal and external stakeholders. These brand guidelines carve out a distinctive way to ensure the school's audience recognizes how it communicates its value propositions and what makes the KSPP brand distinct, relevant, and valuable for the broader community.

**CLICK HERE TO
KNOW MORE**
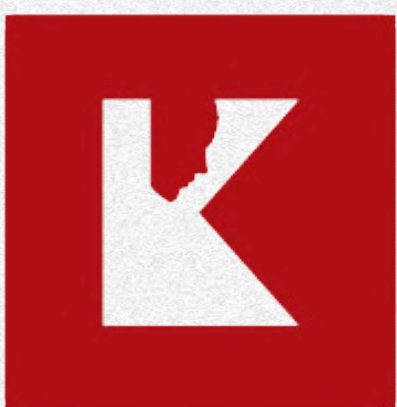
**Creating leaders
for an equitable world**

USAGE
GUIDELINES

- **Print Materials:** Consistent use of font variations for brochures, business cards, and posters.

- **Digital Content:** Web pages, emails, social media graphics, and digital ads.

- **Advertising:** Adhering to the hierarchy and color guidelines for all advertisements.

- **Signage:** Use of Bold and brand color font for clear readability from a distance.

Do's

- Use appropriate font weights for different types of content.

- Ensure sufficient contrast between text and background.

- Use the original Kautilya logo artwork in its provided format.

- Treat the logo as a piece of artwork, respecting its composition.

- Use the "K" symbol alongside the wordmark to maintain brand integrity.

- Scale the logo proportionally to fit the required application.

- Give the logo adequate clear space to ensure visibility and prominence.

- Maintain the hierarchy and proportion of the logo, ensuring that any extensions or additions follow the provided guidelines.

- Use the logo on appropriate background colors to ensure clarity and contrast.

Don'ts

- Don't overuse bold and black variations to overwhelm the design.

- Don't use multiple font styles within the same paragraph.

- Don't apply inappropriate colors that reduce readability.

- Don't attempt to typeset or recreate any part of the logo manually.

- Don't replace the "K" symbol or wordmark with any other element.

- Don't stretch, distort, or resize the logo disproportionately.

- Don't place the logo too close to other graphic elements, logos, or marks.

- Don't stack or rearrange the elements of the logo in unapproved formats.

- Avoid placing the logo or its elements on a red or similarly close-valued background.

COLOR IS AN ELEMENT OF SUCCESS

PRIMARY COLORS

KSPP RED

HSL: 358°, 82%, 38% | HEX #b01116 | RGB 176, 17, 22 | CMYK: 21, 100, 100, 14

KSPP BLACK

HSL: 0°, 0%, 0% | HEX #000000 | RGB 0,0,0 | CMYK: 70, 50, 30, 100

KSPP GREY

HSL: 0°, 0%, 34% | HEX #575757 | RGB 87,87,87 | CMYK: 0, 0, 0, 66

KSPP WHITE

HSL: 0%, 0%, 100% | HEX FFFFFF | RGB 255, 255, 255 | CMYK: 0, 0, 0, 0

SECONDARY COLORS

BACKGROUND COLORS

The Kautilya Red serves as the cornerstone of our visual identity, symbolizing strength, passion, and purpose. While it anchors our brand's aesthetic, there is room for exploration, particularly in materials like event promotions and blog visuals. These explorations should align with the event's or publication's theme while maintaining Kautilya's subtle, easy-on-the-eyes aesthetic. When pairing colors, ensure sufficient contrast for readability and visual harmony, reinforcing the professional and approachable tone of our brand.

LOGO
FORMATS

The sharp edges of the "K" evoke a sense of decisiveness and forward movement, with the letters in angular sans-serif font style.

DO'S

Linear Format

The logo lockup in white colour on black background as seen here

Monochrome logo, where options to print in color are not available.

Workmark, for use in outlets and where logomark is established already i.e. internal communication. It is constructed from Gotham font in bold and uppercase.
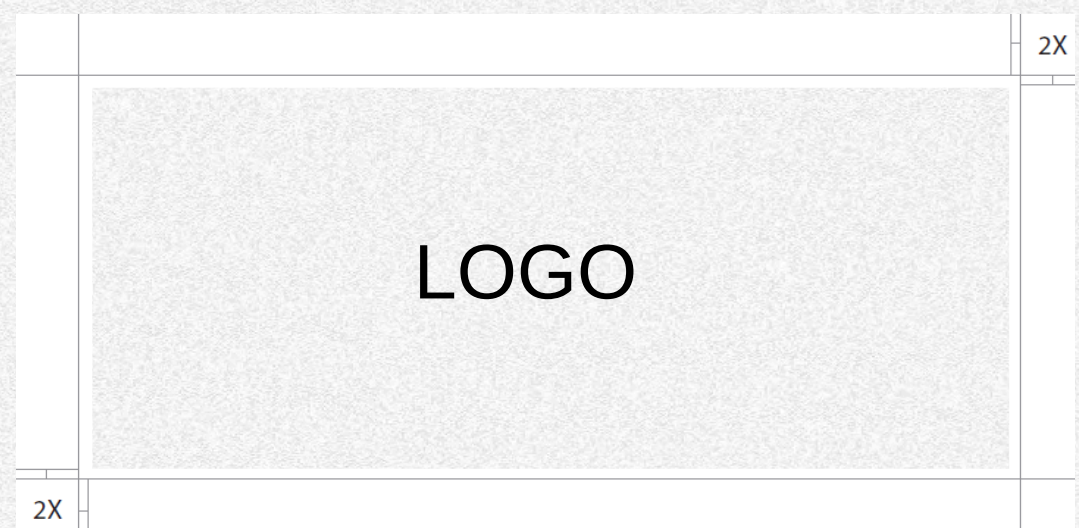
KAUTILYA SCHOOL OF PUBLIC POLICY

Logomark, for use in internal communication and to known audience.
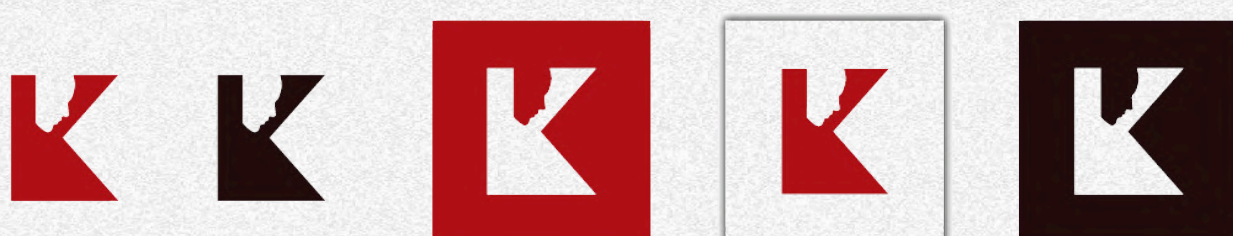
LOGO DEFINES PERCEPTION

- It is important to maintain sufficient clear space around the logo to provide enough attention, legibility and breathing room. The logo should be kept clear of the competing text, graphics and images.


Min. clear space of '2x' should be left around the logo. If the height of 'K' is 3x the clear space should be 2x wide.

Minimum width for logo is defined as 0.25 in/36 px 1 in/144 px for both print and screen applications.

The stacked format should be used only when there is a space constraint and when it looks aesthetically better than the primary/ linear logo format.

Stacked Format
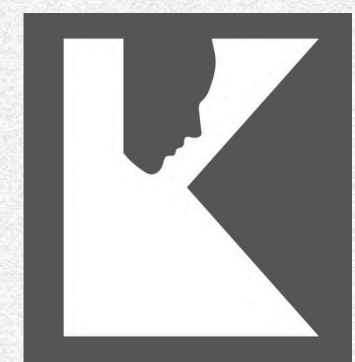
- Do not create your own designs.
- Do not change alignments.
- Do not change proportions/distort.
- Do not rotate/ change orientation.
- Do not use the transparent logo on any image.
- Do not change colours.
- Do not clip any texture or image in the logo.
- Do not use any other coloured backgrounds than specified.
- Do not use logo in outlines or with any other effects.
- No fold or cut should run over the logo.
- Make sure that the logo doesn't get warped or distorted on any media.
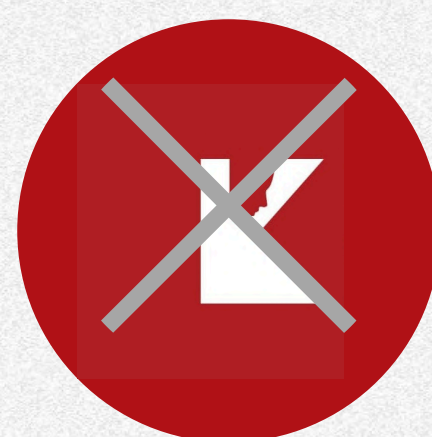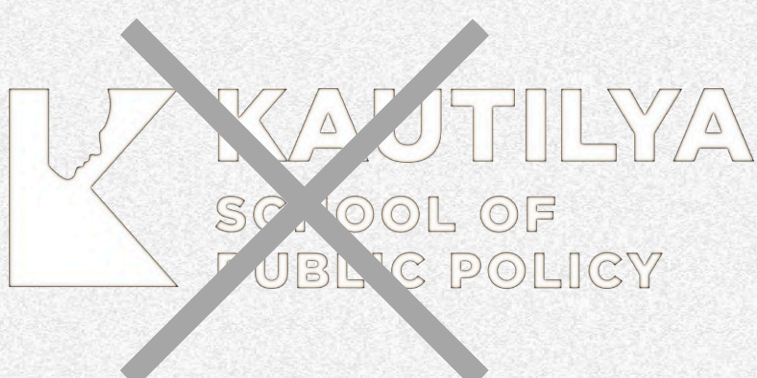
Typography is integral to Kautilya's visual identity, ensuring clarity, consistency, and professionalism across all communications. These guidelines provide a structured approach to font usage, balancing aesthetic appeal with readability.

Gotham [For Print]

- Primary fonts for both print and digital media, offering a clean and modern aesthetic. Ideal for body text in information-heavy materials like brochures, reports, and presentations. Gotham Condensed can be used for space-constrained layouts, ensuring legibility while maintaining the brand's clean style

Playfair Display [For Digital]

- Playfair Display Reserved for headings, such as announcements, publication headlines, and other prominent titles. Its classic and sophisticated style adds a touch of formality and impact to key visual elements. Ideal font for digital versions.

Montserrat [For website]

- Exclusively used for the website, providing a sleek and readable typeface optimized for screens. Works well for headers, menus, and small digital text blocks, offering a friendly yet professional appearance.

Font Pairing:

Font sizes can be paired using harmonic ratios, such as the golden ratio, to create visually appealing hierarchies.

- Larger ratios (e.g., 1.618:1) are recommended for advertising, banners, or other visuals with limited text.
- Smaller ratios are better suited for text–heavy publications like reports or academic papers, ensuring a cohesive flow of information.

Font Weights:

- Light and Regular: Best for body text to ensure readability.
- Bold and Black: For emphasis in headings, highlights, or key messages.
- Italic Variations: Use sparingly for quotes, captions, or to highlight specific terms.

FONT
SIZES

- Headings (H1, H2, H3):

  - H1: Bold, 36pt | 52pt | 122pt
  - H2: Medium, 29pt | 32pt
  - H3: Medium, 24pt

- Body Text:

  - Regular Paragraph: 12pt | 15pt | 18pt | or 20 pt, as per while space balance
  - Highlighted Text: Medium, 14pt
  - Captions and Footnotes: Light, 10pt

  NOTE: 6pt | 7pt | 9pt are allowed only for the use in visiting cards.

- Line Spacing and Kerning

  - Headings: 1.2x the font size
  - Body Text: 1.5x the font size
  - Kerning: Adjust to "Optical" for all variations to ensure visual balance.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstvwxyz

1234567890

'?'"!"(%)[#]{@}/&\<-+=>®©$£¥¢:;,.*

BRAND
IMAGERY

- The KSPP Brand Imagery should portray positive, confident, cheerful individuals that stay true to the brands promise of holistic development. It is important that the images are not too cluttered or intimidating in nature. These have to highlight the virtues of the brand, be inclusive and mindful. Images without people should be meaningful and highlight a certain key element – a facility, equipment and more.

- All images should be well focused, sharp, bright and expressive. Images from the campus or real events could also be used with necessary permissions. Secondly, the imagery should also be in line with the brand colour palette, only then the visual brand language would look cohesive.
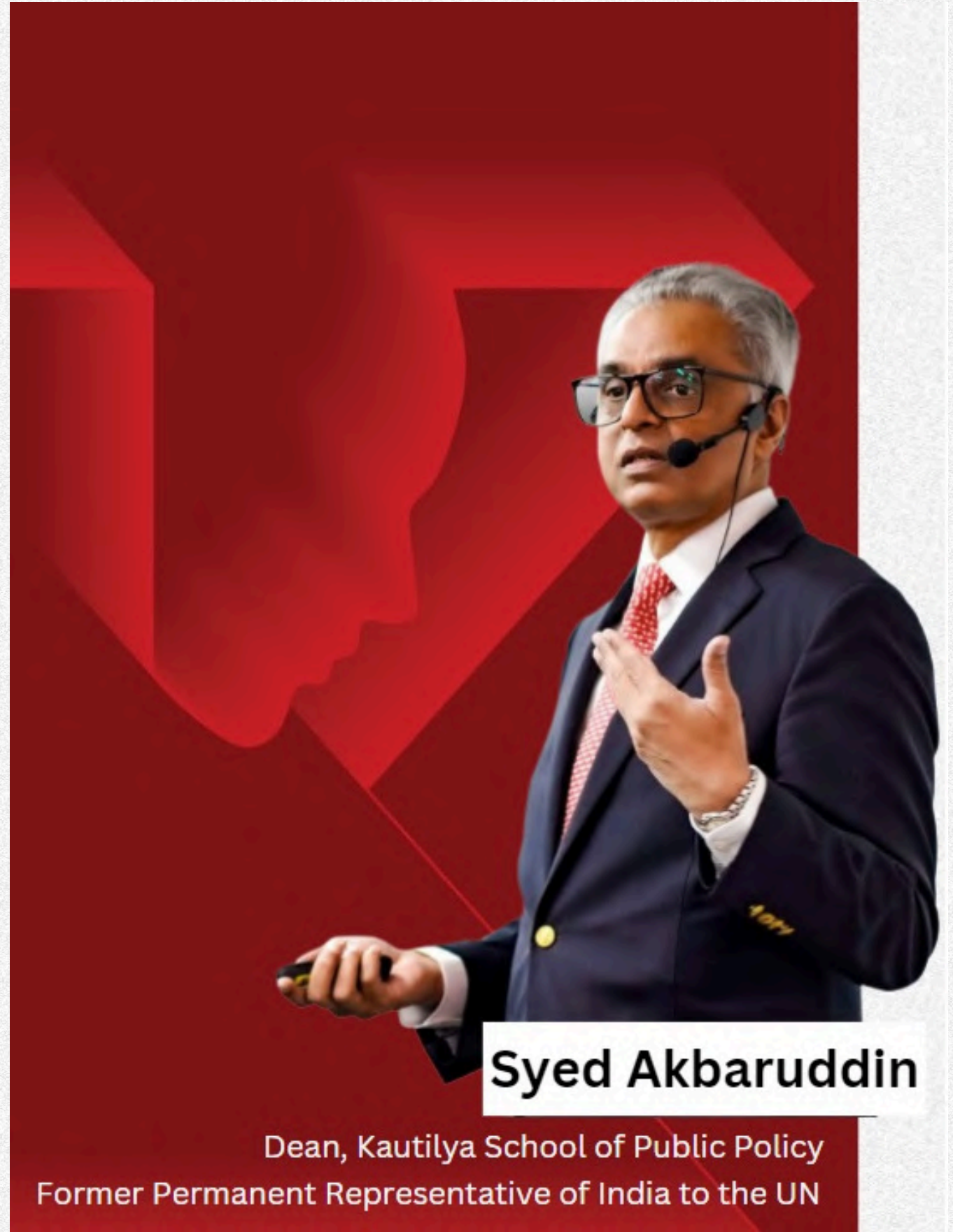
Syed Akbaruddin

Dean, Kautilya School of Public Policy
Former Permanent Representative of India to the UN

PHOTOGRAPHY
STYLE

- Capture authentic and impactful images; use dynamic cropping and varied angles.

- Highlight genuine, warm, and happy individuals to convey authenticity.

- Apply a consistently mild, warm colour tone for a cohesive feel.

- Prioritize capturing the essence of campus life and its vibrant atmosphere.

- Capture diverse campus spaces that reflect the academic environment.

- Photograph students engaged in lively discussions and interacting with faculty.

- Feature research discussions, lectures, and prominent guest speakers.

- Showcase networking sessions, debates, and real student experiences.

- Showcase mentorship and collaboration between students and faculty.
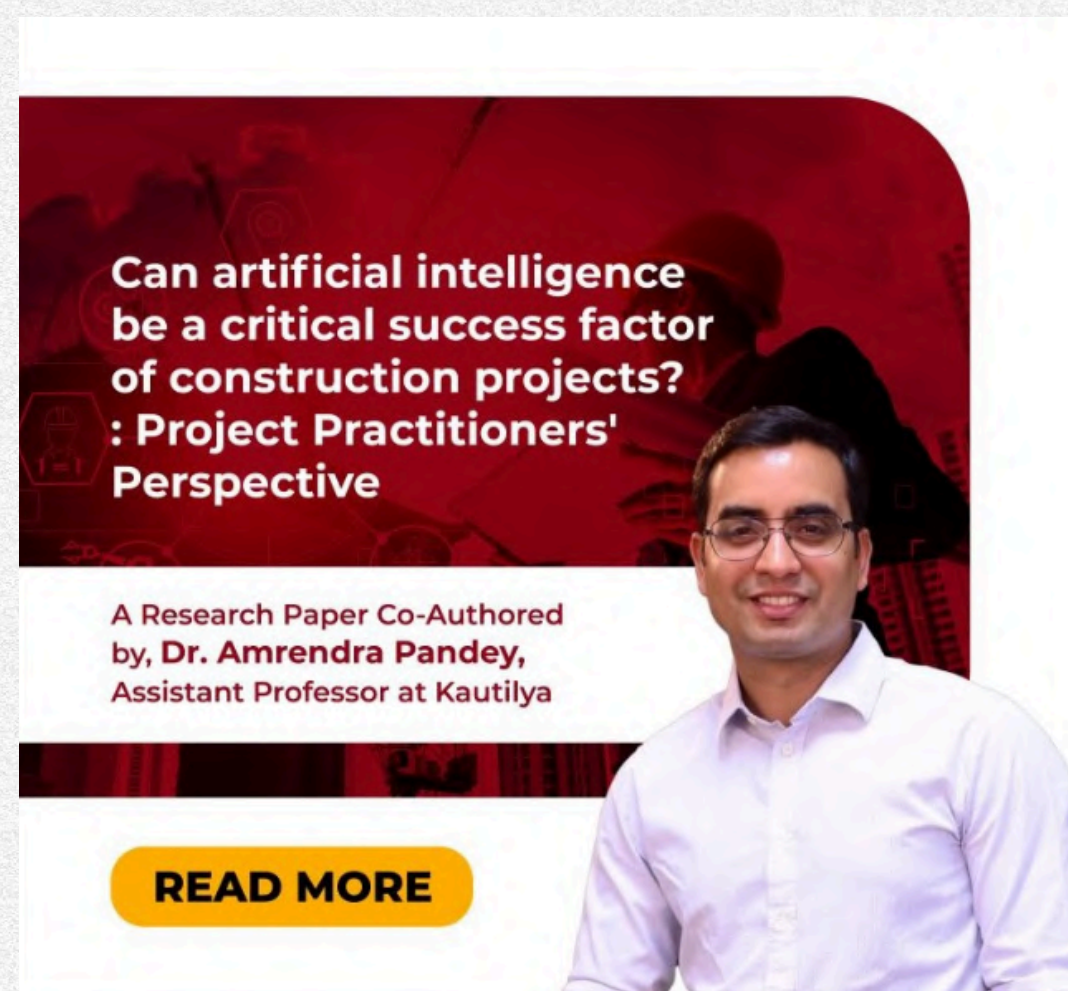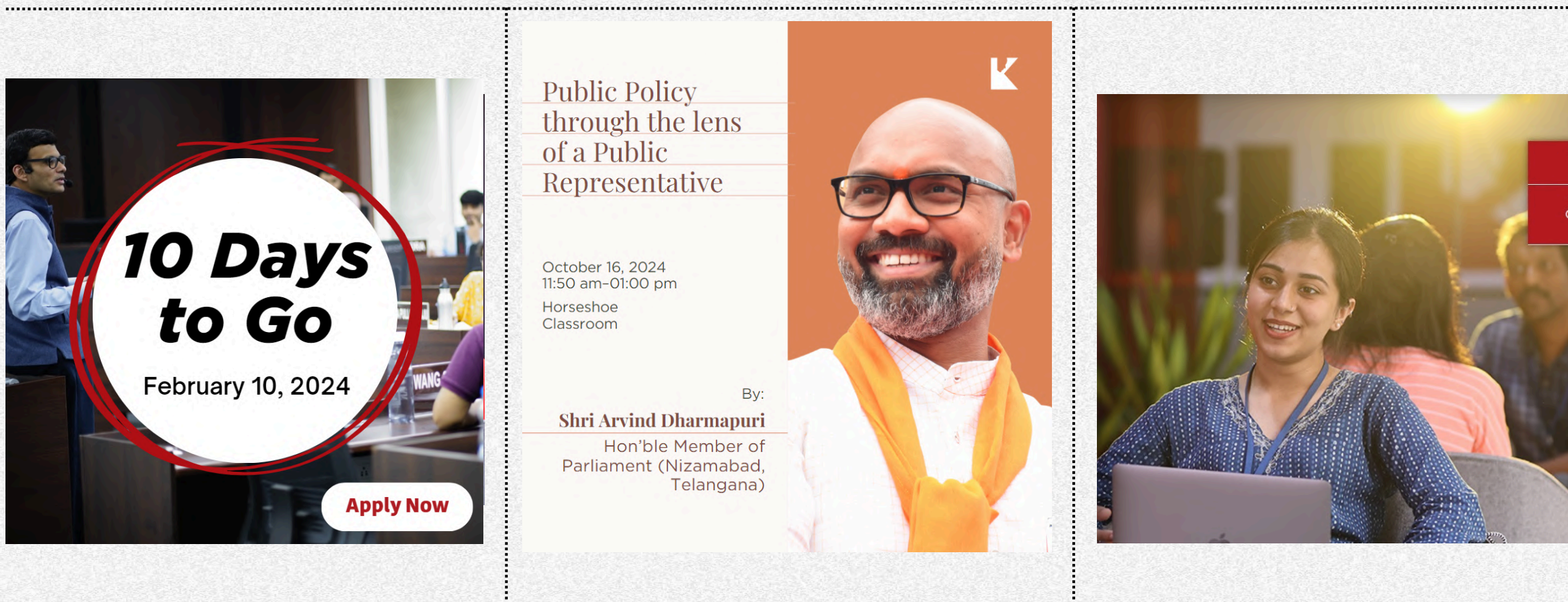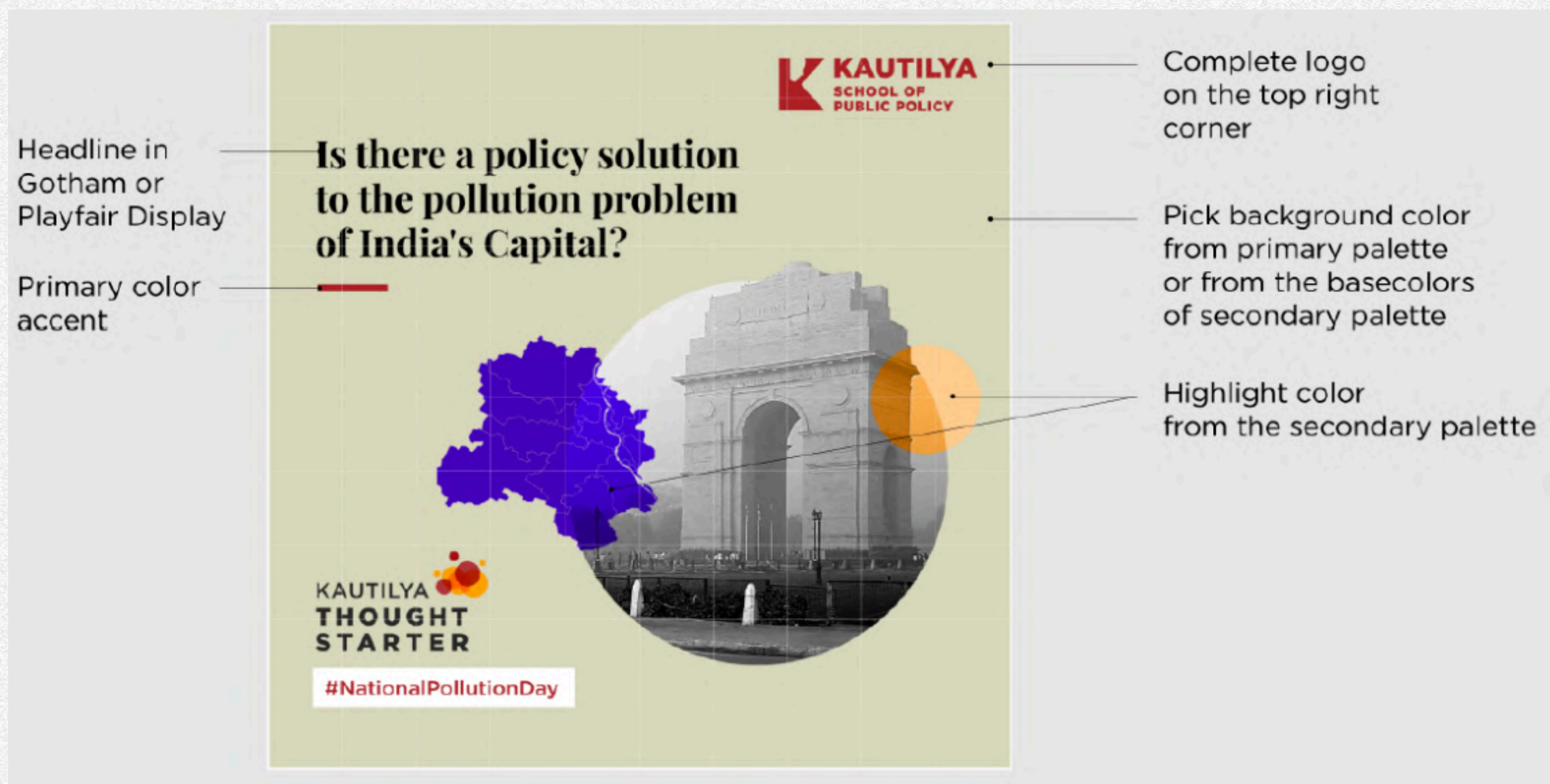
COLLATERALS
ASPECT RATIOS

- 1:1: This is simply a square, and it's a commonly used ratio for images on the internet.

- 3:2: This is an incredibly common aspect ratio used in film, digital, and smartphone cameras. This ratio allows for enough room for cropping in post-production if necessary.

- 4:3: This is the ideal aspect ratio for computer displays and broadcast television. Today, it's primarily used for artistic purposes and can be used for mimicking that older style of filmmaking.

- 16:9: For flat screen TVs and curved monitors, for online videos, TV shows, this is the standard aspect ratio.

- 2.35:1: This ratio is known as CinemaScope and is used to make educational films for large screens.

Platform	Ad Type	Creative Dimensions
Google Ads	Display Ads	300x250, 336x280, 728x90, 300x600, 320x100
Google Ads	Responsive Ads	1200x628, 1200x1200 (recommended aspect ratio 1.91:1 or 1:1)
Google Ads	Video Ads	16:9 (minimum resolution: 640x360)
LinkedIn Ads	Sponsored Content	1200x627 (recommended aspect ratio 1.91:1)
LinkedIn Ads	Text Ads	100x100 (logo size: 100x100)
LinkedIn Ads	Message Ads	300x250, 728x90 (recommended aspect ratio 1.91:1)
Instagram Ads	Image Ads	1080x1080 (1:1 aspect ratio)
Instagram Ads	Video Ads	1080x1920 (9:16 aspect ratio)
Instagram Ads	Carousel Ads	1080x1080 (1:1 aspect Nratio), 1080x1920 (9:16 aspect ratio)
LinkedIn	Banner	1584x396 pixels
LinkedIn	Logo	400x400 pixels
YouTube	Banner	2560x1440 pixels
YouTube	Logo	800x800 pixels
X	Banner	1500x500 pixels
X	Logo	400x400 pixels
Instagram	Banner	1080x1920 pixels
Instagram	Logo	320x320 pixels
Instagram	images	320x320 pixels

POSTS
LAYOUT

SQUARE POST

Headline in Gotham or Playfair Display

Primary color accent

KAUTILYA SCHOOL OF PUBLIC POLICY

Is there a policy solution to the pollution problem of India's Capital?

KAUTILYA THOUGHT STARTER

#NationalPollutionDay

Complete logo on the top right corner

Pick background color from primary palette or from the basecolors of secondary palette

Highlight color from the secondary palette

10 Days to Go
February 10, 2024

Apply Now

Public Policy through the lens of a Public Representative

October 16, 2024
11:50 am–01:00 pm
Horseshoe Classroom

By:
Shri Arvind Dharmapuri
Hon'ble Member of Parliament (Nizamabad, Telangana)

KAUTILYA SCHOOL OF PUBLIC POLICY

With
Mohammad Juned Shahil
Fellow at Inclusive Minds
MPP Batch of 2023

ALUMNI TALKS

Can artificial intelligence be a critical success factor of construction projects? : Project Practitioners' Perspective

A Research Paper Co-Authored by, **Dr. Amrendra Pandey,** Assistant Professor at Kautilya

READ MORE

POSTS
LAYOUT

RECTANGLE POST

GENERIC POSTS

SKILL SHOP ON

PUBLIC POLICY FOR CLIMATE CHANGE

SKILL SHOP ON

INTRODUCTION TO SUSTAINABLE FINANCE

Unlocking Private Sustainable Finance

Written by:

Shitiz Jha
Student

Governance Excellence Initiative

Kautilya School of Public Policy

Rawson Gonsalves,
EY - 6+ yrs

"What interests me the most is the mix of the Cohort. We have people from across the length and breadth of the country. People with different backgrounds - engineers, lawyers, journalists, consultants, some freshers, and others with experience that bring forth different perspectives. Having this perspective of my peers has helped me think differently."

CONGRATULATORY POSTS

KAUTILYA
SCHOOL OF PUBLIC POLICY

Finding funding for hard problems like the climate crisis

Congratulations on the new role!

Rawson Gonsalves

Deputy Head, India Programme, Climate Bonds Initiative

Kautilya Placement Hub

KAUTILYA
SCHOOL OF PUBLIC POLICY

Kautilya graduates today, global leaders tomorrow

Congratulations on the new role!

Sanjana Kapoor and Anjali Sreeram

Associate Program Managers, Global Trade Observer

KAUTILYA
SCHOOL OF PUBLIC POLICY

Join the public cause

Congratulations on the new role!

Sowmya Kolla

Consultant in Green Economy, Indicc Associates

KAUTILYA
SCHOOL OF PUBLIC POLICY

Congratulations to our students on being selected for the prestigious Nehru Fellowship!

We wish you all the best as you reach new heights in your careers.

M.Habeebullah and Mohammad Juned Shahil

KAUTILYA
SCHOOL OF PUBLIC POLICY

Building top-tier value at Paytm

Congratulations on the new role!

Trilok Kothapalli | Junior Manager, Paytm

IMAGE BASED POSTS

Role of Foundations in National Development

Lecture By:

Mr. Subramanian KR
Operating Partner at
The Convergence Foundation

Reimagining Development: Possible Lessons from India

December 13, 2024
04:00pm–05:00pm

Horseshoe
Classroom

Lecture By:
Dr Raghuram Rajan

Professor of Finance at
University of Chicago; Former
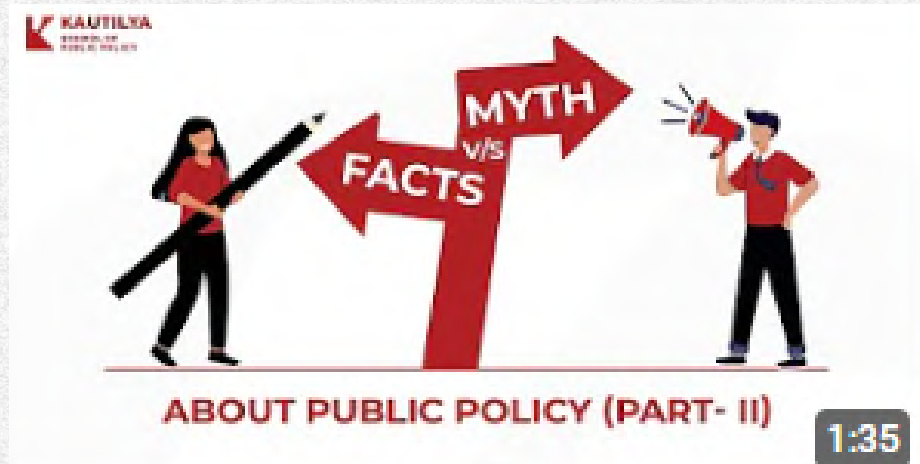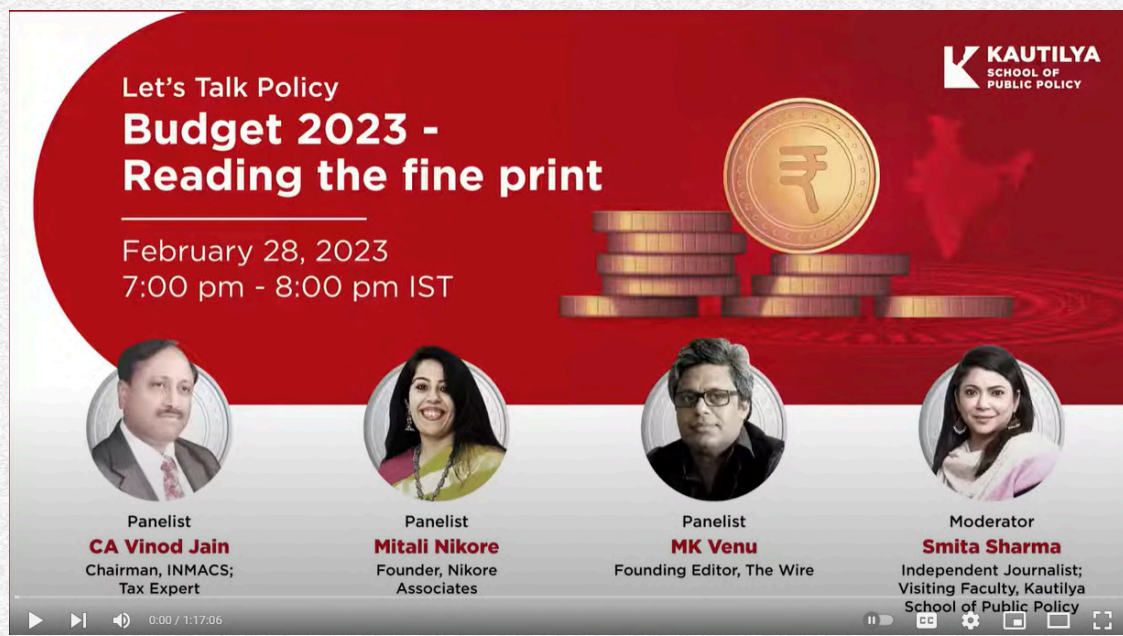Governor, Reserve Bank of India

PUBLIC POLICY OPPORTUNITIES IN BUSINESS

Mr. Kapil Mishra
Managing Director, Columbus India;
Chief Information Officer at Columbus A/S

POSTS
LAYOUT

VIDEO THUMBNAILS

Employees are encouraged to use branded email signature for enhanced credibility of emails to the internal and external stakeholders. Using branded signatures reinforcing brand identity.

OPTION 01

OPTION 02

If an employee wishes to use a GITAM-branded signature, it can be downloaded from the employee portal. Link: https://login.gitam.edu/Login.aspx

VISITING CARD

FRONT SIDE

KSPP Logo →

KAUTILYA

BACK SIDE

GOTHAM
Bold, 9pt

GOTHAM
Bold, 7pt

GOTHAM, 7pt

GOTHAM, 7PT

Building an equitable world.

HITESH KAKKAR
Designation
Kautilya School of Public Policy

📞 +91 98183 76083
📧 hkakkar@gitam.edu
🌐 www.kspp.edu.in

Only these artworks should be used for printing to adhere to brand guidelines and should print visiting card with UV spot on KSPP logo only, and with matte finish on the premium soft touch paper of 350 GSM.

COMMUNICATION
TEMPLATES

K

LETTER HEADS

KAUTILYA
SCHOOL OF
PUBLIC POLICY

SAMPLE

←————— UNNAMED / GENERIC

GITAM (Deemed to be University), Rudraram, Patancheru Mandal, Hyderabad, Telangana 502329
Phone: 08455 – 221201 / 202 / 203 ⊕ Email: info@kautilya.org.in ⊕ Website: www.kspp.edu.in

KAUTILYA
SCHOOL OF
PUBLIC POLICY

SYED AKBARUDDIN
Dean

7th October 2024

S

NAME TYPED————————→

SAMPLE

GITAM (Deemed to be University), Rudraram, Patancheru Mandal Hyderabad, Telangana 502329
☎ +91 83310 39096 ✆ dean@kautilya.org.in ⊕ www.kautilya.org.in

INVITATION CARD

Here's a list of common errors to check:

- Spelling Mistakes: Ensure all names, titles, and locations are spelled correctly.

- Punctuation Errors: Check for proper use of commas, periods, and other punctuation marks.

- Date and Time: Verify the date and time are correct and formatted consistently.

- Venue Details: Confirm the address is accurate and includes any necessary directions or landmarks.

- Event Details: Ensure the purpose of the event is clearly stated (e.g., wedding, conference).

- RSVP Information: Include clear instructions on how to respond and a deadline.

- Dress Code: If applicable, specify the dress code clearly.

- Format Consistency: Ensure fonts, sizes, and styles are consistent throughout.

- Language Tone: Make sure the language fits the formality of the event.

- Proofreading of Visual Elements.

ENVELOPE

Various envelope sizes are provided here. Only these artworks should be used for printing to adhere to brand guidelines.

Name	Width * Height (in)	Usage
C3	12.75 * 18	Flat A3 sheet, A2 folded in half.
C4	9 * 12.75	Flat A4 sheet, A3 folded in half.
C5	6.38 * 9	Flat A5 sheet, A4 folded in half.
DL	4.32 * 8.69	For A4 sheet folded in third.

COMMUNICATION
TEMPLATES

PRESIDENT'S GOLD CERTIFICATE

SPECIAL GOLD CERTIFICATE

BEST CAPSTONE PROJECT CERTIFICATE

SPECIALIZATION CERTIFICATE

CERTIFCATES – EVENTS

EVENT PARTICIPATION CERTIFICATE

EVENT GOLD CERTIFICATE

EVENT SILVER CERTIFICATE

POWERPOINT PRESENTATION

ADMISSIONS & MARKETING (Batch2025-27)

Kautilya School of Public Policy

**COVER SLIDE
OPTION 01**

ADMISSIONS & MARKETING (Batch2025-27)

Kautilya School of Public Policy
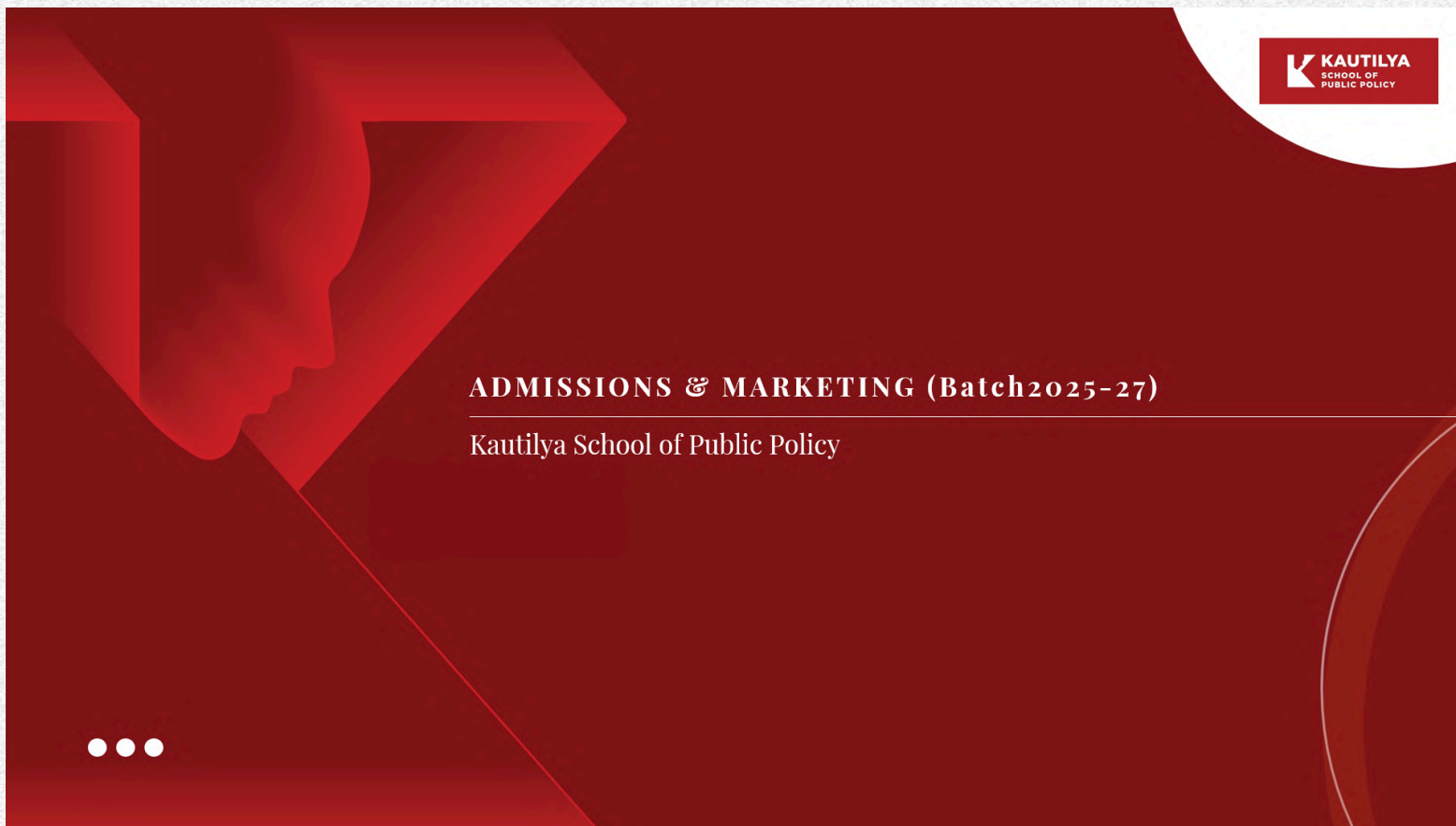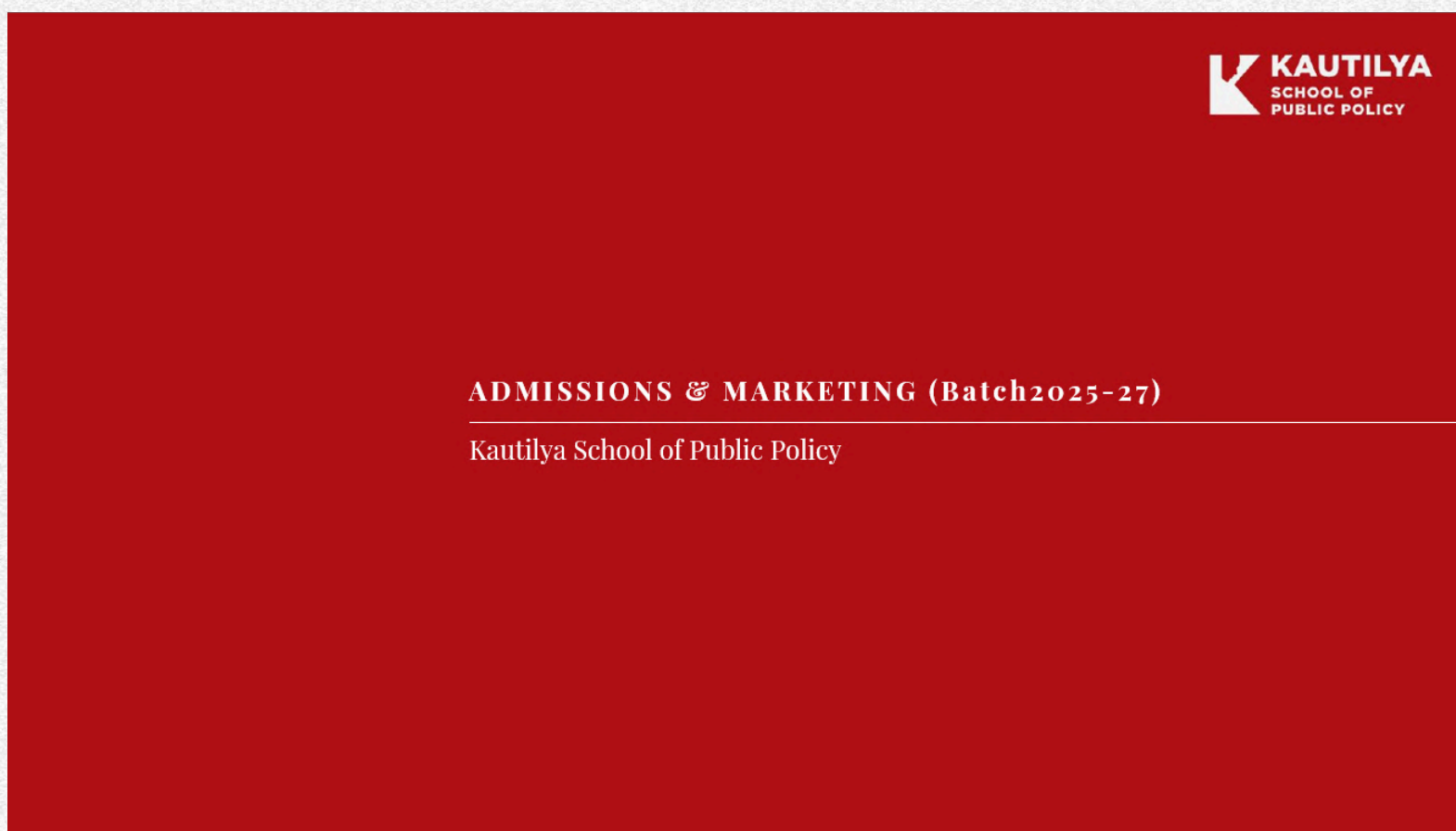
**COVER SLIDE
OPTION 02**

INDEX
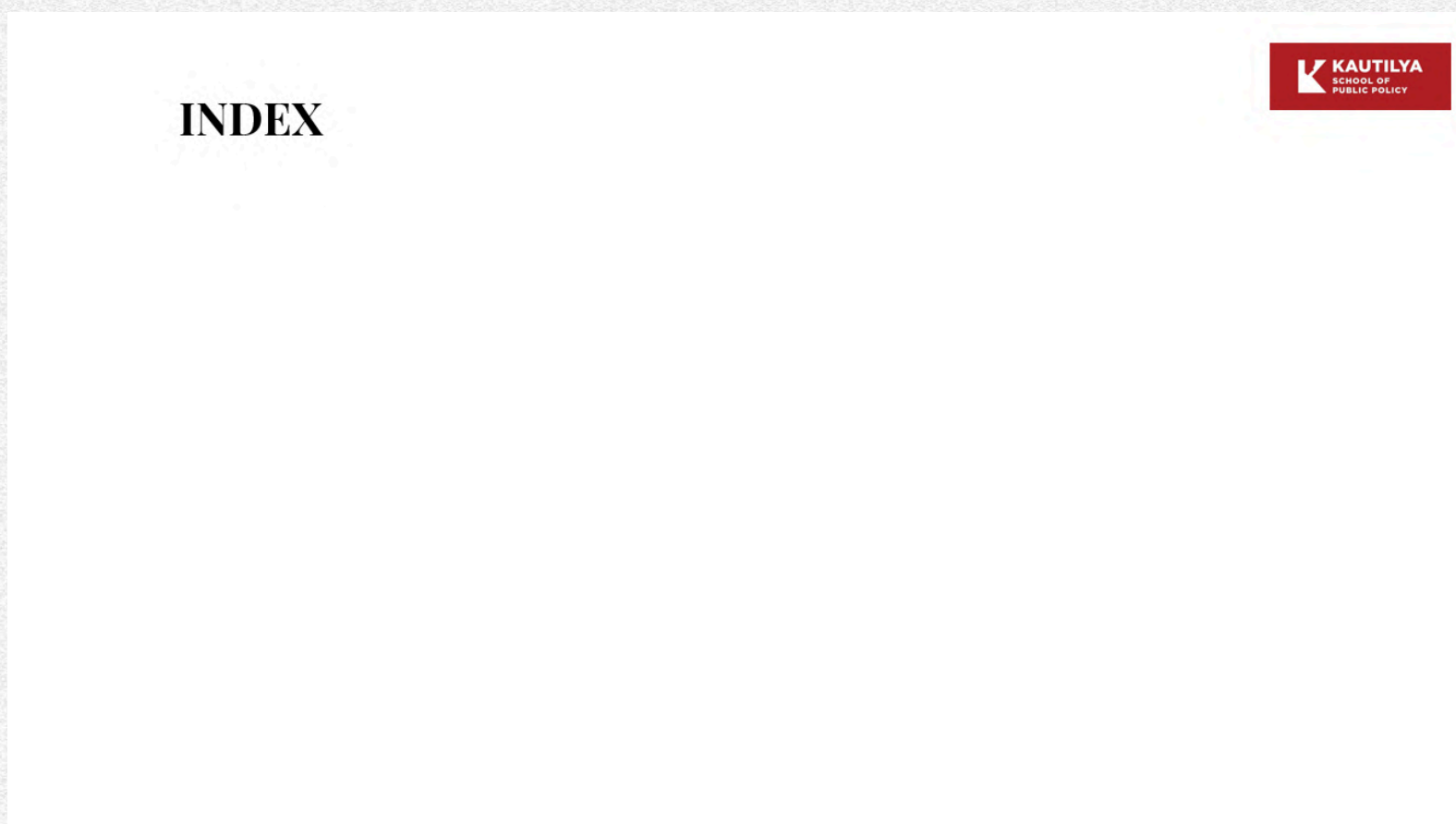
FOLLOWUP SLIDES

ZOOM / VIRTUAL CALL BACKGROUND

RED

WHITE

WHITE

COMMUNICATION
TEMPLATES
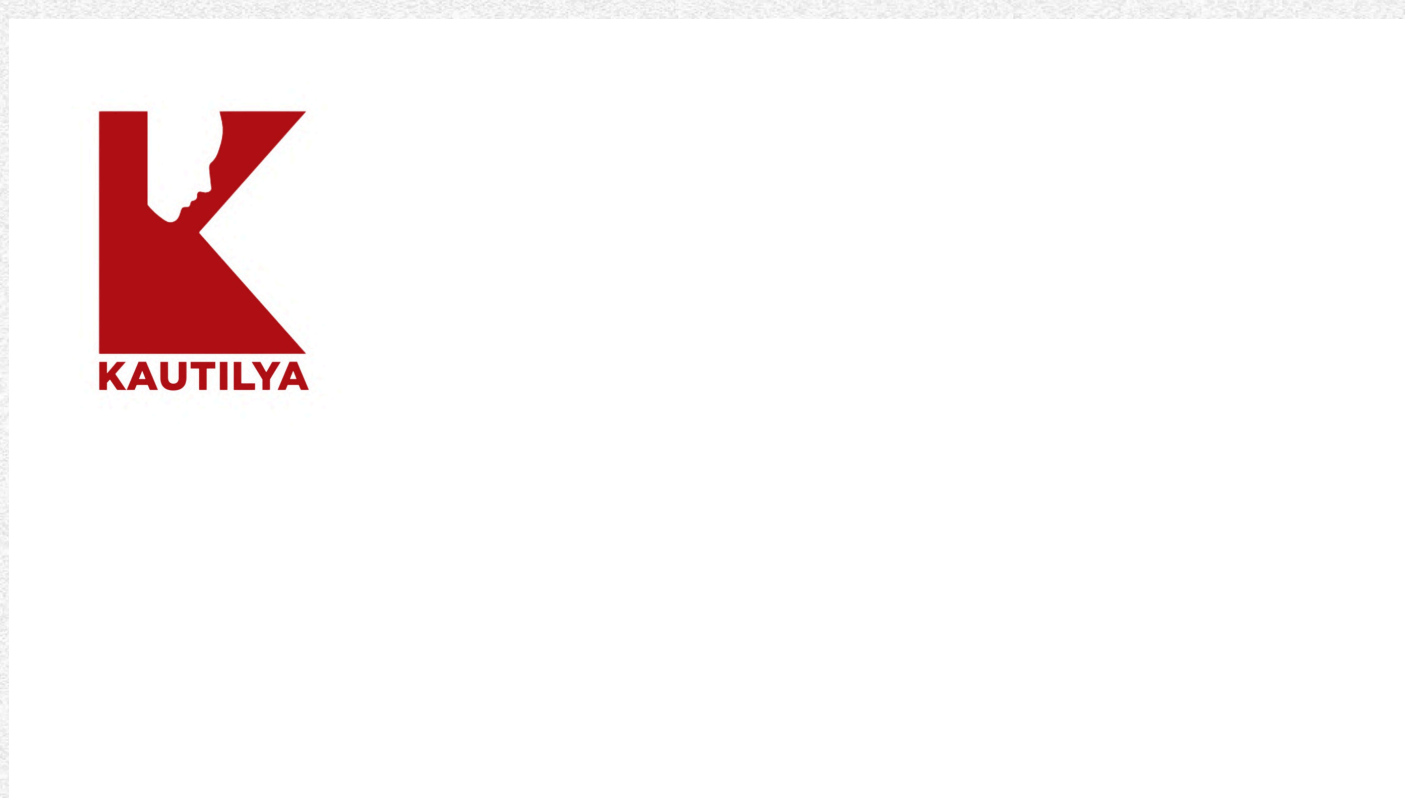
DOCUMENT (Preferably in .pdf format)

OPENING:

LOGO

TITLE

SUB-TITLE

KAUTILYA
SCHOOL OF
PUBLIC POLICY

APPLICATION & ADMISSION POLICY

Application Policy:

An applicant can apply in any of the application rounds, but only once within the Admissions Cycle. Duplicate applications will not be considered and might lead to termination of the applicant's candidature.

The round in which an applicant applies does not affect the chances of being shortlisted for admission to the Kautilya School of Public Policy.

All decisions taken by the Admissions Committee are final. No request for re-evaluation of the final decision received by the applicant will be considered.

The admissions process will be followed in its entirety on the basis of the merit of the applicant. No other formal or informal recommendations from any individual(s) will be entertained or considered.

Application form details can't be changed once the form has been submitted.

The application will only be considered when accompanied by the application fee.

ENDING:

CONTACT DETAILS

Contact

If you wish to raise any queries or concerns about this privacy policy please contact the Admissions Office by email at admissions@kautilya.org.in or by post at Kautilya School of Public Policy, GITAM (Deemed To Be University), Rudraram Village, Hyderabad, Telangana. PIN CODE: 502329

Google Maps Navigation: https://goo.gl/maps/1qK8jywBGcfTvJvb8

Version: KSPP/AAPolicy/2023/001

Release Date: 13 October 2023

Next Revision Date: 12 Oct 2024

Page 01 of 01

DIRECTIONS (If required)

Version and Release date are must

Page Number

REVISION DATE IS MUST (If Applicable)

In case of infographics documents. Please, ensure the graphical representation follow the color palette.

Human Interactions: Capture and publish authentic moments of engagement, showcasing meaningful connections between students, faculty, and guest speakers.

Themes of Policy and Pedagogy: Reflect Kautilya's focus on policy, academic rigor, and collaboration through images and videos of discussions, lectures, and debates.

Connection and Emotion: Using emotional expressions and moments, each collateral should evoke a sense of belonging and connection.

Diversity and Realism: Represent diverse individuals and roles in candid, authentic shots that highlight the inclusive environment at Kautilya.

High-Quality Composition: Ensure photos and videos are well-lit, sharp, and composed dynamically, avoiding overly staged visuals.

Campus and Context: Incorporate the campus setting and academic spaces while maintaining alignment with the brand's aesthetic and color palette.

Event Highlights: For events, focus on key moments like speaker engagement, audience interaction, and elements that reflect the theme.

The way we write at Kautilya!

Our Tone of Voice is important because how we use language sets the tone for our relationships with our audiences. It enhances the experience and drives culture, community, and conversation. And that's true whether it's for communication outside KSPP or something internal. Our collective brand personality should shine through all our communications. That makes our Tone of Voice even more critical: it's another way to show that Kautilya stands out.

Our tone of voice in brief

Our Tone of Voice principles will ensure our language expresses who we are and shows our audiences what they can expect of us.

What should our tone be?

If Kautilya were a person, what would we be like? What's our principle? Our principles inform what we say. They should come through in the content of our language and the messages we try to communicate.

Our Principles:

- INSPIRING
- CARING
- MORALLY STRONG
- HUMILITY
- INFORMED
- OPTIMISTIC – But Never Unrealistic
- EXCEPTIONAL – But Never Boastful

TONE OF
VOICE

Our words capture our brand personality. You should use the brand personality as a guide when writing content. Our content shouldn't be overly formal, boring, boastful or institutional.

Use this guidance when you're writing content that will represent our brand:
- Clear and simple words and phrases.
- Present Factual Data.
- Use numbers and proofs to support statements.
- Short and crisp sentences.
- Contractions where appropriate eg: it's, we're.
- Positive language.
- Active voice

Our audience wants us to be clear and concise. Try to get to the point as quickly and easily as possible. For example, we wouldn't say, "The staff will be able to assist you in choosing" — we'd say, "we can help you choose".

Things to avoid:
It's important to think about what we don't want in our content, too:
- Stuffy, old–fashioned language.
- Overly complex words and phrases.
- Non factual and generic language.
- Words that contradict our brand values

Our tone of voice in brief
Our Tone of Voice principles will ensure our language expresses who we are and shows our audiences what they can expect of us.

KSPPs brand guidelines will help us apply our identity in a confident, coherent, and accessible way. Every action — whether visual, written, or spoken — is branding. Understanding and compliance with our university brand standards will ensure that we are all working together to enhance the reputation of KSPP as a distinctive and outstanding place to study.

Copyright and Trademark Compliance

- Our logos are trademarked and licensed.
- Always use the official logos provided in the brand assets.
- Do not infringe on other copyrights.
- Particularly when working with students or volunteers, be careful not to allow the use of other trademarks or licensed images or changes.

Distribution and Communication

- Distribute brand guidelines to all new joining and existing faculty, staff, and students involved in external and internal communications.
- Ensure that any third-party vendors or partners receive and understand the brand guidelines before commencing work.
- Regularly review and update all stakeholders on any changes or updates to the brand guidelines.

Usage Standards

- Use approved templates for all external and internal communications.
- Follow the official color palette and typography guidelines.
- Maintain a consistent tone and style across all written materials.
- By adhering to these guidelines, we ensure that every representation of Kautilya School of Public Policy is consistent and professional, further strengthening our brand identity and reputation.

TRADEMARK AND COPYRIGHT
INFORMATION

Adhering to the brand guidelines laid down by the Kautilya School of Public Policy will help ensure that the users regard and protect the intellectual property rights of the Kautilya School of Public Policy while appropriately using the brand assets through thoughtful consideration of the following critical aspects.

Trademark Usage Guidelines:
1. Proper Use:
    - Always use trademarks as adjectives, not nouns or verbs.
    - Do not alter the trademark in any way.
    - Use the trademark exactly as registered, including any required symbols (® or ™).
2. Context:
    - Ensure that the trademark is used in a context that does not imply endorsement or affiliation without permission.
    - Avoid using the trademark in a disparaging or defamatory manner.
3. Consistency:
    - Follow the brand's style guide for consistent usage across all media and platforms.
    - Maintain consistent font, size, and color as specified in the brand guidelines.

Protection Guidelines
1. Registration:
    - Ensure legal trademark registration with the appropriate governmental bodies, keep track of renewal dates, and ensure timely renewals.
2. Monitoring & Enforcement:
    - Regularly monitor the market for unauthorized use of the trademark.
    - Issue cease and desist letters to parties infringing on the trademark.
    - Take legal action if necessary to enforce trademark rights and prevent misuse.

Requesting Permission to Use Brand Assets
- Determine which specific brand assets you need to use.
- Write a formal request letter or email. Include the following:
    - Your name, title, and organization.
    - Detailed description of how you plan to use the brand assets.
    - The specific assets you need.
    - The context and purpose of usage.
    - The duration and scope of the intended use.
    - Any samples or drafts showing the proposed use.
1. Contact the Right Department:
    - Send request to the marketing department of the Kautilya School of Public Policy. If uncertain, start with a general inquiry on marketing@kautilya.org.in

Comply with Conditions:
- If user's request is approved, ensure to comply with any conditions or guidelines provided by the Kautilya School of Public Policy.
- Keep a copy of the permission granted for the records.

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BRAND GUIDELINES