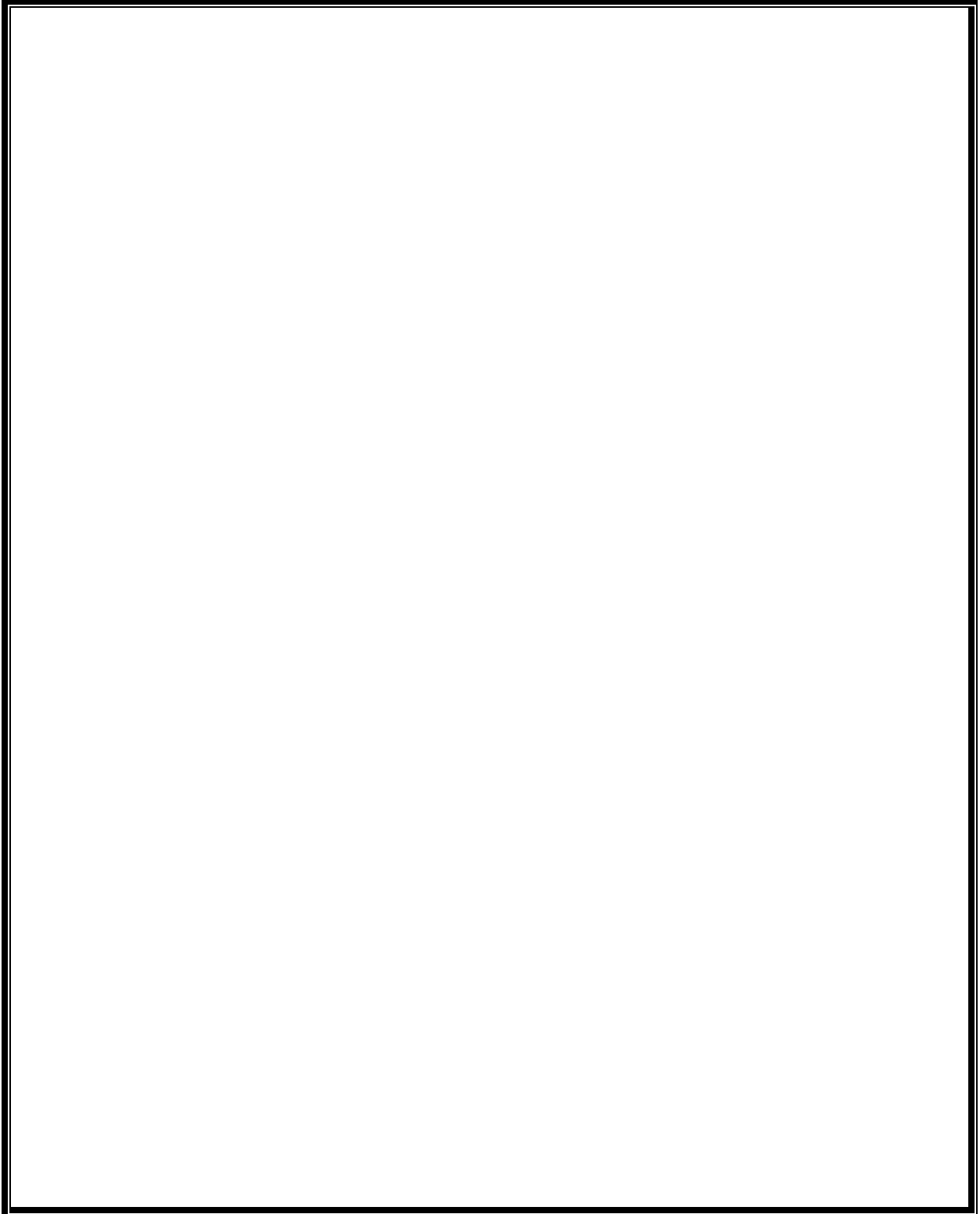


# **Brand Guidelines**

## **SRM University, AP – Andhra Pradesh**

Version 1.0





**Document Summary**

This document shall help the users to understand the importance of our brand and it provides various steps/measures to be taken to safeguard our brand reputation.

**1. Preamble**

As of now, there are no guidelines or a document that encompasses the various features of our brand. There is a need for the University to check or review various promotional materials so that it maximizes the strength of the brand. It is to be understood that all our communication materials starting from a circular to a book should be consistent with respect to style and presentation.

**2. Objective**

To recommend the best practices for building and reinforcing the brand.

**3. Scope**

The scope of this project includes all internal and external communication channels used by the University.

**4. Stakeholders involved**

Process owners of the various academic and business processes such as –

- Marketing & Promotional activities of the various programs being offered in SRM University-AP
- Senior Management – Chancellor, Registrar, Vice Chancellor, President and all senior officials
- Faculty & Staff Members of SRM University
- Students

**5. Areas Covered**

- Usage of Logo in Different Medium
- Typography
- Mail Communication
- Brochure
- Posters
- Visiting Card
- Standees
- Official Seal

SRM University-AP, Andhra Pradesh is a private university founded in 2017 by the SRM TRUST AP through the Andhra Pradesh Private Universities (Establishment and Regulation) Act, 2016. It is a multi-stream research university with a focus on diverse fields. From engineering to basic sciences and from liberal arts to management, SRM's vision is to emerge as a world-class university that is globally connected, nationally relevant, and regionally transformative.

As we are building our reputation across the world, the time has come to protect our brand identity and we shall do so by creating a set of guidelines, a manual or stylebook so as to ensure that everyone, both externally and internally, is able to apply our brand in a way that maximizes the strength and the value of our University.

The stakeholders of the University including senior management, faculty members, staff and students, use our brand for all the communication purposes. The idea that we care about the consistent application of various brand elements itself speaks volumes. Our brand guidelines are made robust to keep our brand easily recognizable and consistent, yet flexible enough to leave room for interpretation and creativity.

### **Philosophy of the Logo:**

SRM AP logo is the seal of the University, to create a distinct visual identity. It is used on virtually every type of communication—from websites and print publications to social media and stationery to signage and t-shirts.



### **Graphic link**

- Tree: Deep-rooted all-Inclusive Culture and Values
- Branches, Leaves and Colours: Multidisciplinary and diversity

- Circle with Rays: Radiating Knowledge and Wisdom
- Stretched Around: Creativity
- Deep Green and Tree Centred: Nature Powering – to see the unseen and can't be seen.
- Suspended in Space: Unlimited power and Freedom

## USAGE OF LOGO IN DIFFERENT MEDIUM

The identity of the logo could be used in different promotional material like:


- Brochures
- Pamphlets
- Banners
- Advertisements
- Press Releases
- Take Away Kits – Pens, Pencils, Mementos, T-shirts, etc
- Collectibles- Diary, Calendar, Wall Sticker, Pen Drive, Coffee Mugs, Folders etc

## Acceptable use of Logo

Deliberate and consistent use of our logo strengthens the identity of SRM University.

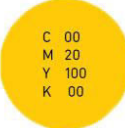

## Colors Used in our Logo

### Permissible Colors - Color Palette








**SRM**  
 UNIVERSITY AP  
 —————  
 Andhra Pradesh

**PRIMRY COLOUR PALETTE**

 C 45 M 35 Y 90 K 10	 C 00 M 20 Y 100 K 00	 C 10 M 05 Y 20 K 00
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**SECONDARY COLOUR PALETTE**

 C 40 M 40 Y 100 K 15	 C 20 M 50 Y 100 K 15	 C 00 M 00 Y 00 K 60
 C 100 M 20 Y 00 K 00	 C 00 M 85 Y 90 K 00	 C 85 M 00 Y 40 K 00

## Acceptable Logo Format

The logo format should not be changed.



## Proportionate Use of Logo

The logo shall not be skewed in any communication material of the University



### Logo Format

The logo should be intact and the parts of the logo shall not be separated and put in an inappropriate manner



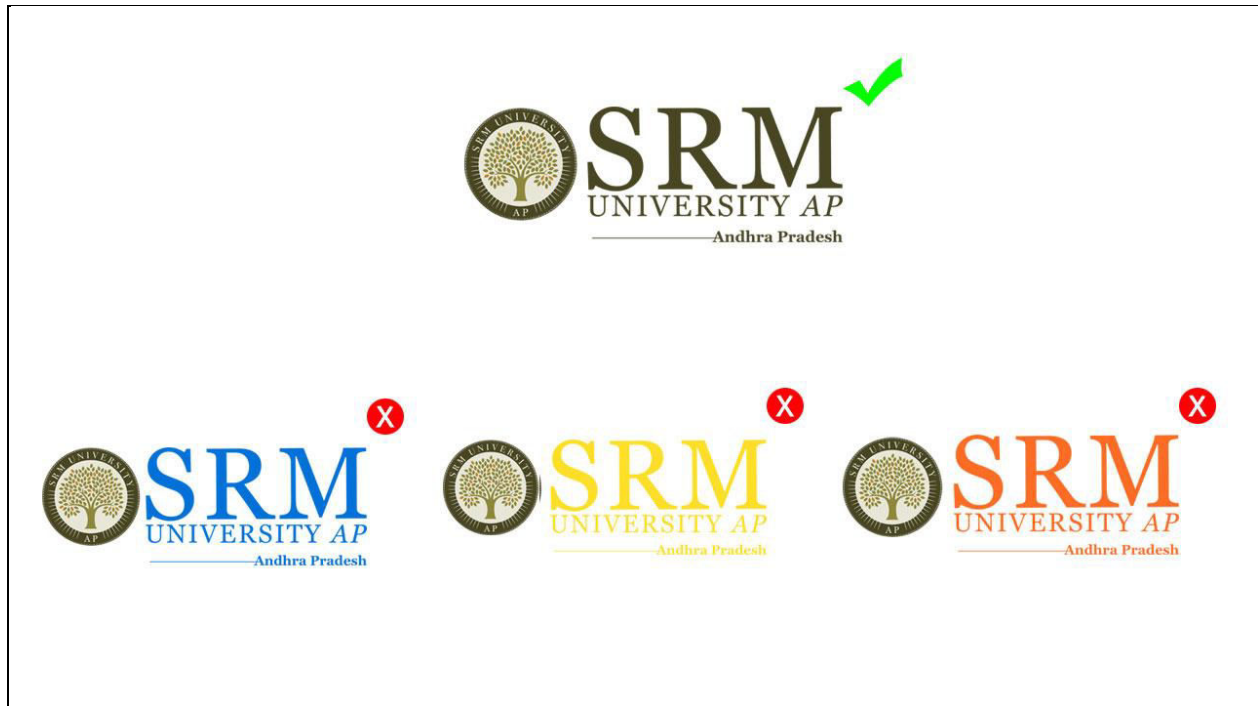
### Logo Colors

Examples of Logo Usage with Green Background



## Logo Colors

### Examples of Logo Usage with White Background



### Do's

- The size of the logo could be modified. We do understand that there are different ways of promotion materials and the logo size should not be a constraint.
- The name of the school, college, department's name could be put with the logo of the University but not manipulating or changing SRM University logo

### Correct Usage





## Incorrect Usage of Logo with School/Department Name



## Don't's

- Don't add decorative additions to the logo



Don't use the logo except to represent SRM University-AP

## TYPOGRAPHY

Typography is an important element since it conveys the personality of our brand. For better readability, the headlines/headers should be differentiated from text copy. The use of decorative fonts may be reduced as it might result in a jarring effect. In addition to the globally accepted fonts – Arial, Times New Roman, Calibri, etc. **BakerSignet BT**, is the recommended heading font for all communication purposes. Helvetica is the most common font that is being used for publishing the information on website.

## MAIL COMMUNICATION

It is expected by the top management that all the stakeholders – the students, faculty and staff members should only use their official email id for all the communication. The users are free to set the signature with their name, designation, department and their contact details and use of logo in the signature can be avoided. SRMAP Official Social Media Handles can be added in the signature.

## VISITING CARD TEMPLATE

Visiting card for all our stakeholders should have our logo on top right and the name, designation of the card holder towards the top left. The address of the varsity shall be put in bottom left and the mail id, phone number in bottom right.

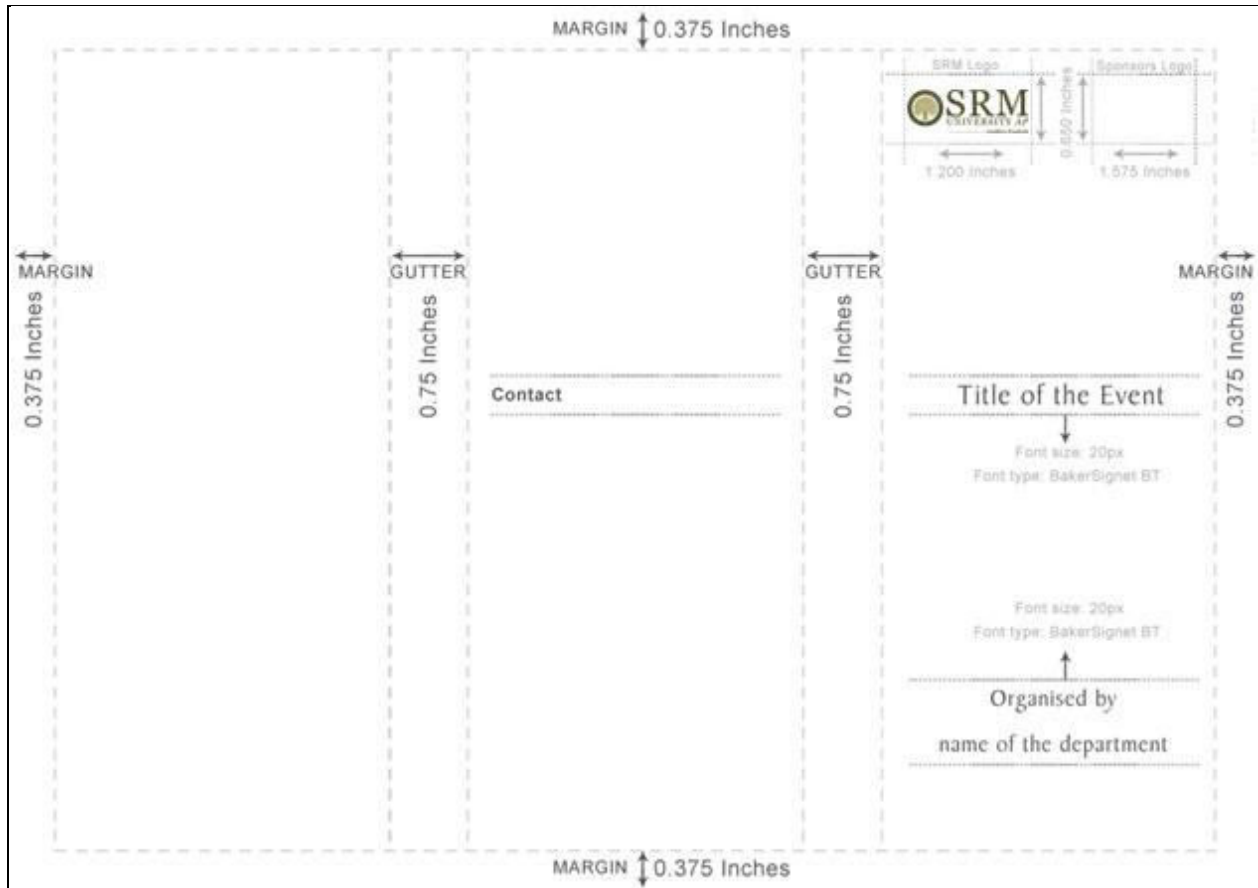
 <b>SRM</b> UNIVERSITY AP <small>Andhra Pradesh</small>	Name Designation
SRM University, Andhra Pradesh Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240 <a href="http://www.srmap.edu.in">www.srmap.edu.in</a>	Email Phone Fax

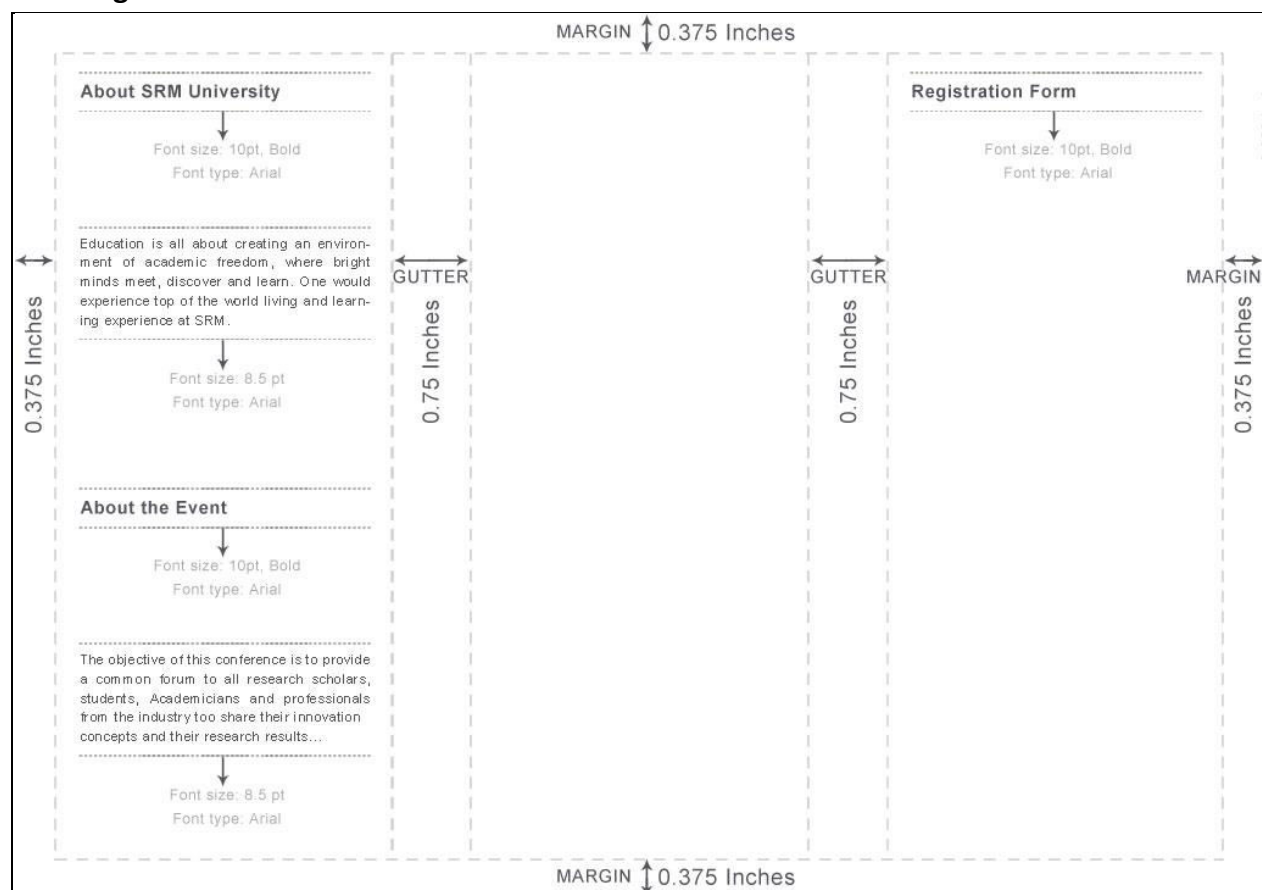
## BROCHURE TEMPLATE

The University uses brochure for various academic events like conferences, workshop, symposia, etc. Usually, the University publishes a threefold brochure for the above said purposes. The premium sponsor could be put along with the University logo and the placeholders for the other

sponsors may be decided as per the convenience without disturbing the overall look and feel of the brochure.

## Front Page



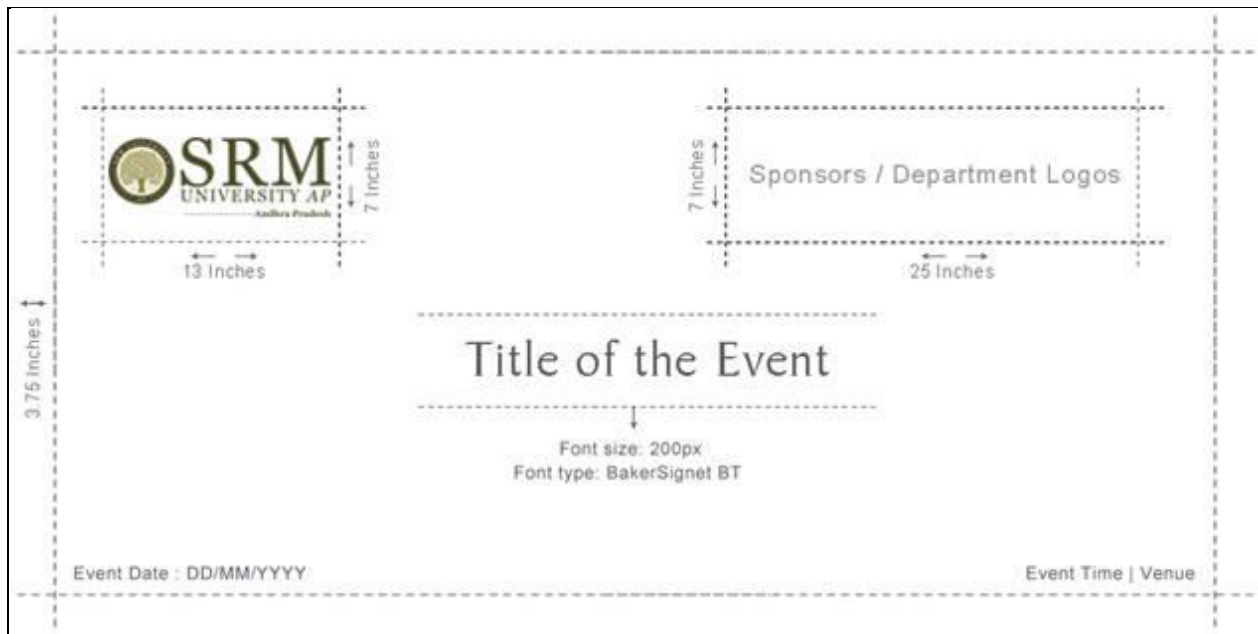
**Back Page****POSTER TEMPLATE**

Poster should have the University logo on the left and the logo of the sponsors or the sponsor title on the right. The title of the event for which the poster is designed shall be at the center, the date and venue of the event can be placed below the event title.



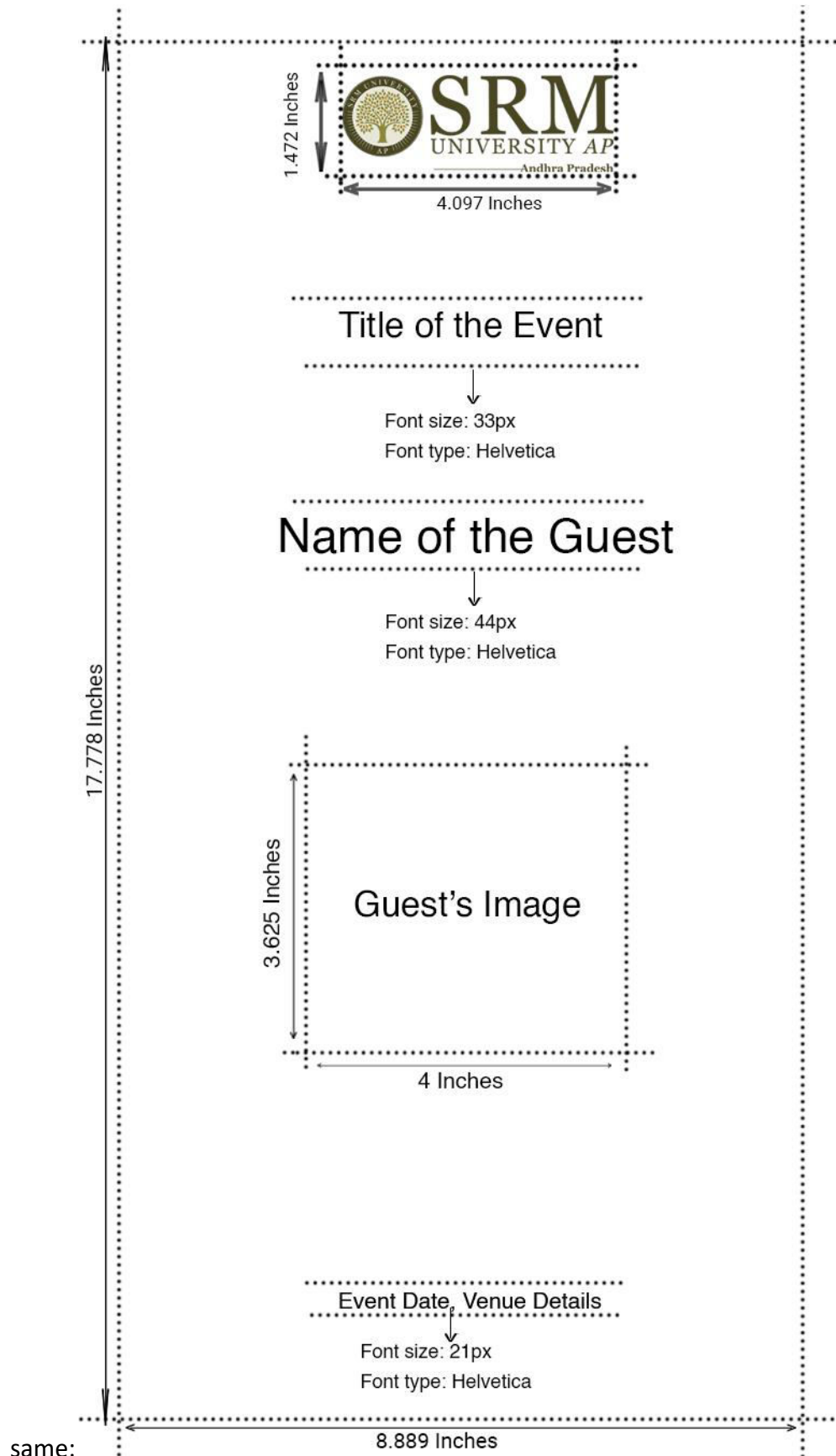
## BANNER TEMPLATE

Banners are usually put up prior to the event across the campus to increase the internal visibility. The banner can have the date, time and venue at the specified places as given in the template below:

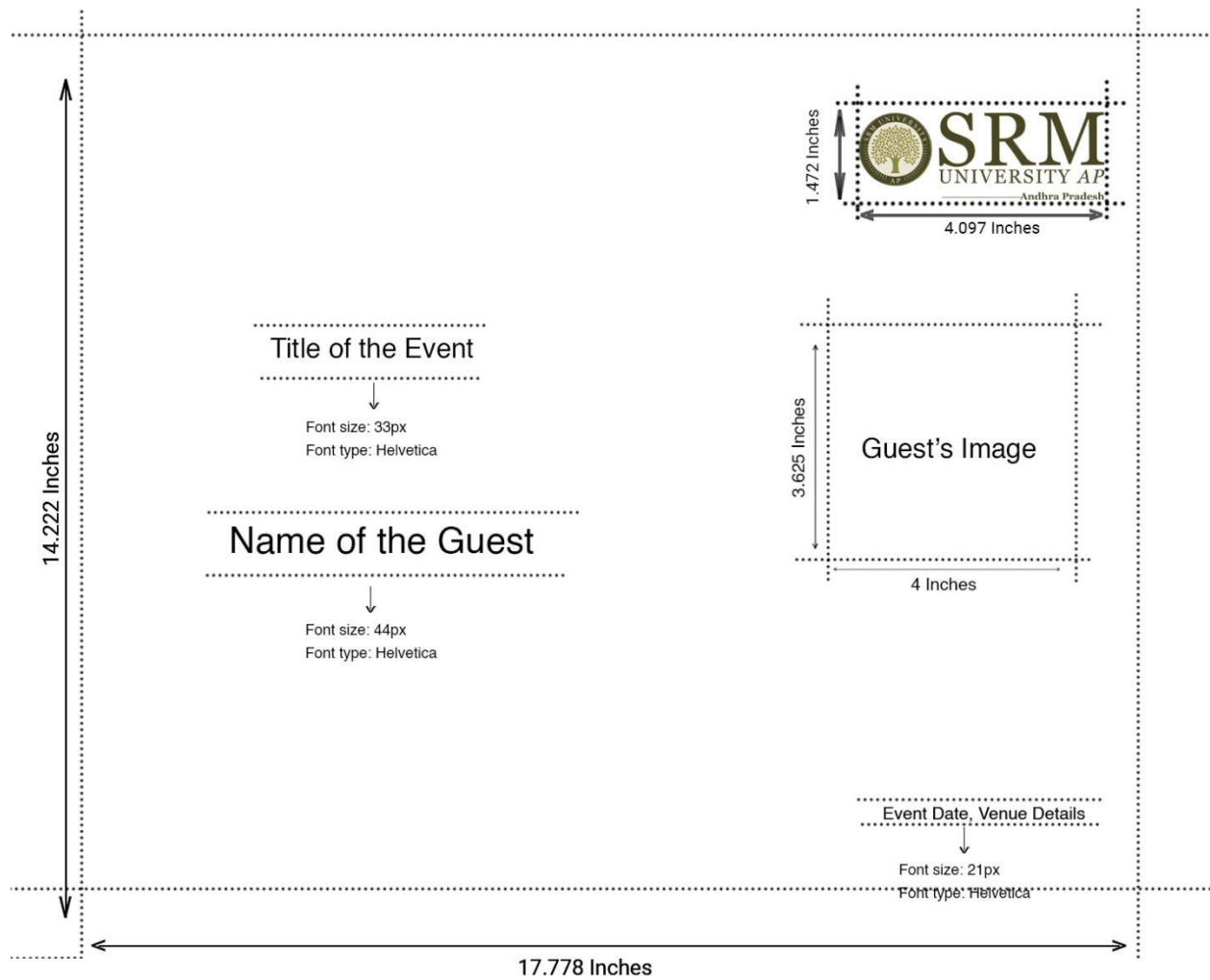


## **STANDEES:**

The University might use standees for different purposes like to give directions to the venue of the event and to describe a process like enrollment, etc. The following is the template for the



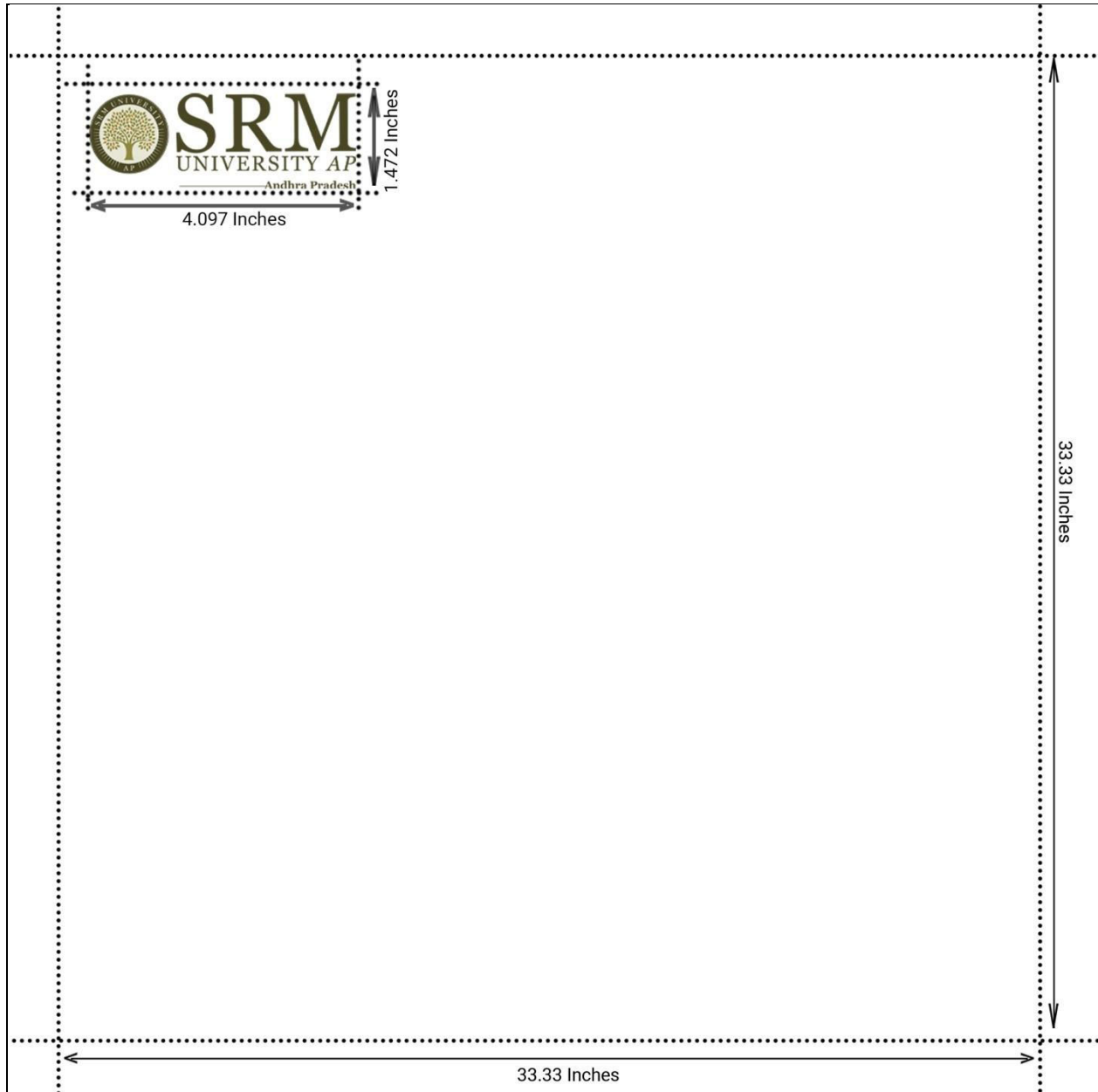


**Outside Banner**

## Diary

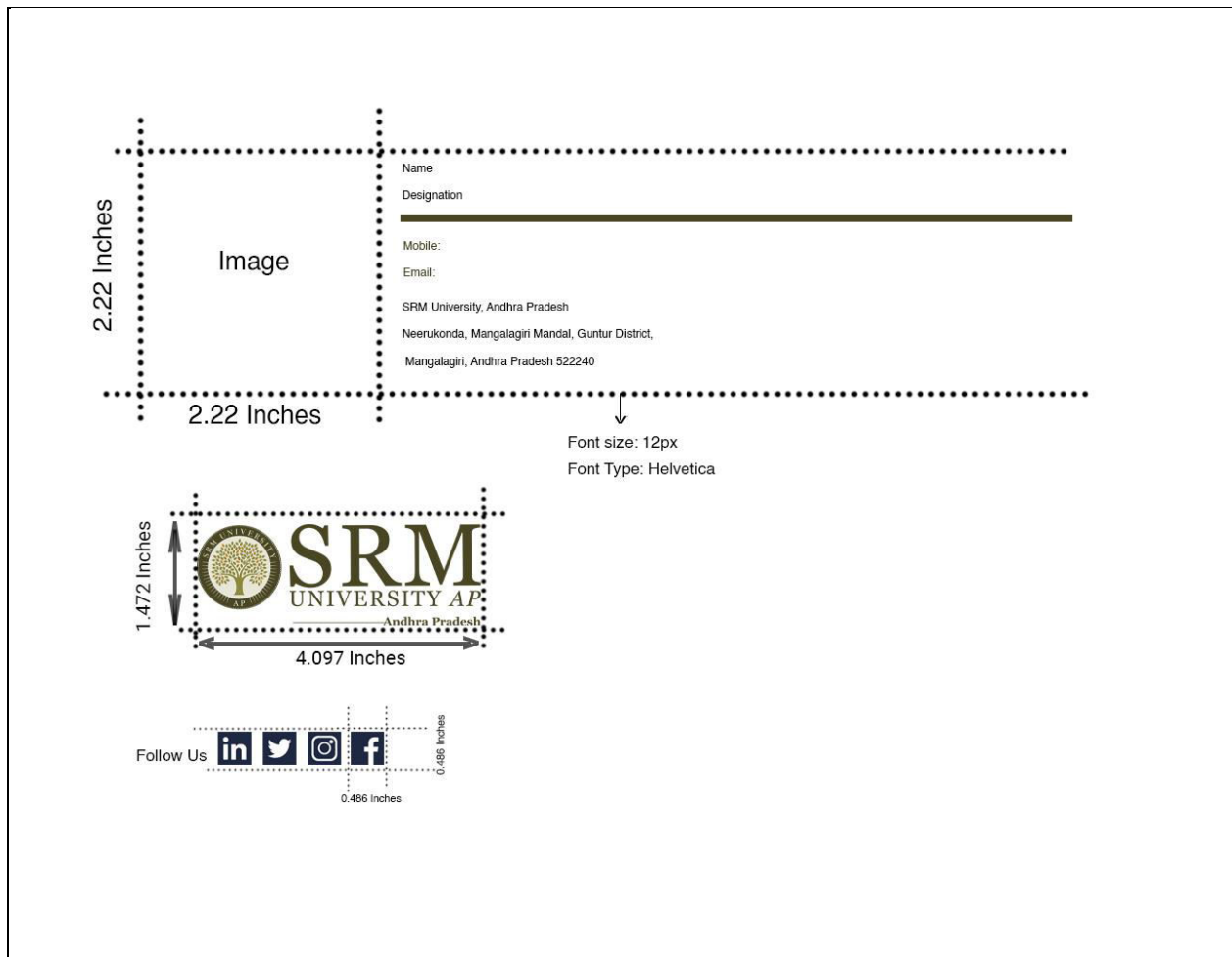


## Calendar



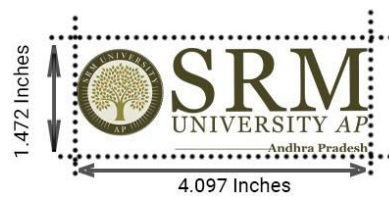
**Certificate**

## Email Signature

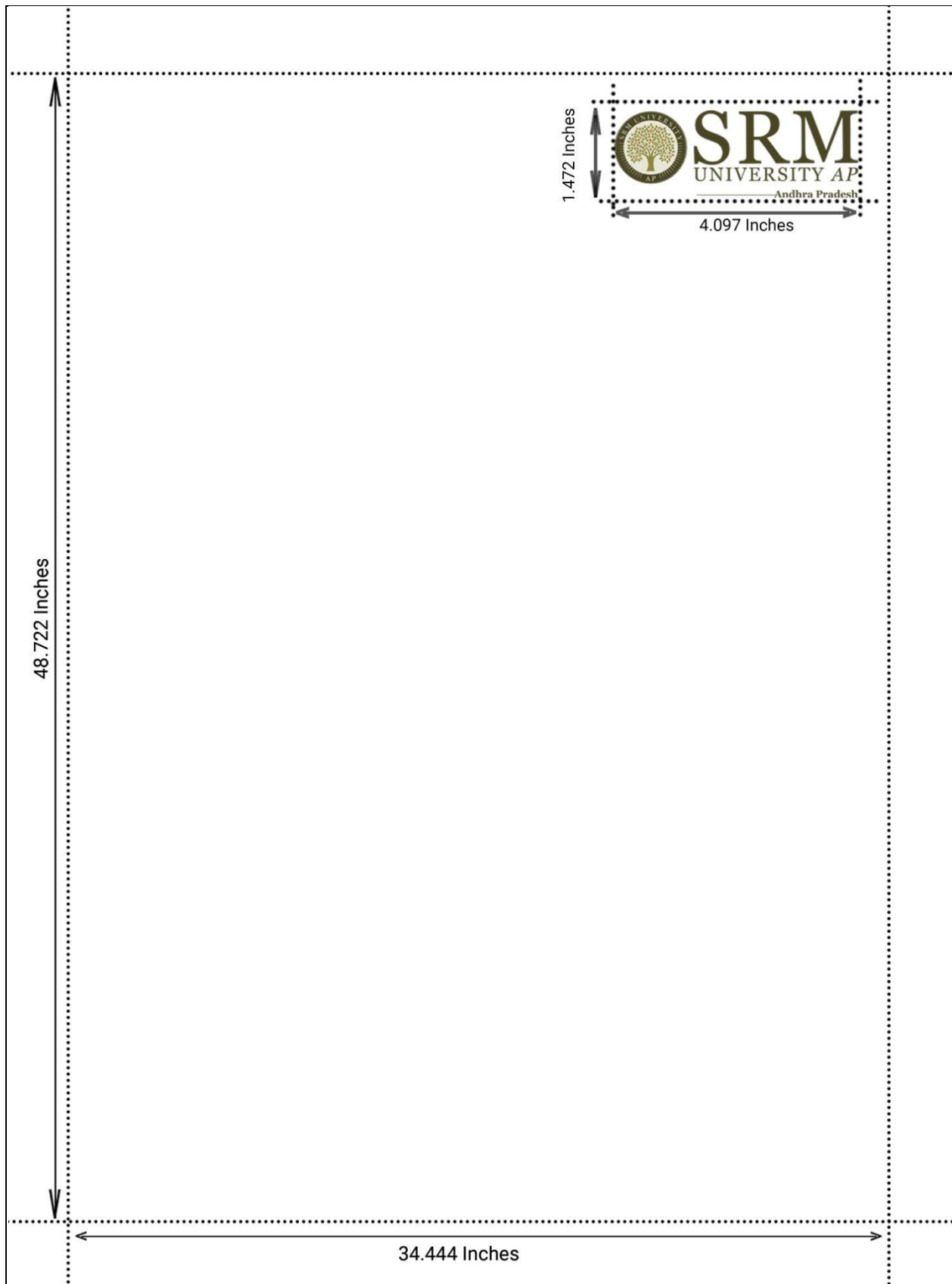


.....  
Name  
Designation  
.....  
Mobile:  
Email:  
SRM University, Andhra Pradesh  
Neerukonda, Mangalagiri Mandal, Guntur District,  
Mangalagiri, Andhra Pradesh 522240  
.....

↓  
Font size: 12px  
Font Type: Helvetica



## Digital Poster



## **Social Media**

# **Social Media Guidelines, and Procedures for Official SRM University, AP Social Media Sites**



## About Social Media at SRM University, AP

Social media refers to online communication sites and services that allow Internet users to create and publish content. Popular social media services include Facebook, Instagram, LinkedIn, YouTube, Twitter. Social media has changed and will continue to change the way organizations and individuals communicate. With tools such as Facebook, Instagram, LinkedIn, YouTube, Twitter anyone with an Internet connection now can create a dynamic web presence, update it from wherever they are whenever they want, and share their content instantly with friends and followers around the world. Social media has given SRMAP University the opportunity to engage in ongoing “conversations” with our students, faculty, staff, parents, alumni, colleagues, fans, and friends about what is most important to them, extending and connecting the community found on the SRMAP campus to the world.

SRM University, AP supports the use of social media by employees as part of their official duties to connect and engage with students, parents, colleagues, alumni, fans, donors, prospective students, and prospective parents, and other audiences. This document contains policies, guidelines, recommendations, and resource information to help employees in setting up, maintaining, managing, and monitoring official SRMAP sites in a way that encourages engagement while providing the parameters to protect and enhance SRMAP’s reputation.

SRM University – AP, Andhra Pradesh has the following official social media accounts which are maintained, managed, and overseen by the **Department of ITKM and Corporate Communications**.

Facebook - <https://www.facebook.com/SRMUniversityAmaravati/>

Instagram - <https://www.instagram.com/srmuap>

LinkedIn - <https://in.linkedin.com/school/srm-university-ap-amaravati/>

YouTube - [www.youtube.com/c/SRMUniversityAP](http://www.youtube.com/c/SRMUniversityAP)

Twitter - <https://twitter.com/SRMUAP>

The above official social media platforms must adhere to specific brand guidelines and policies regarding appropriate content and design.

- SRM AP reserves the right to hide or delete comments/posts from its social media channels if the content is inaccurate and inappropriate.
- SRM AP tries to respond in a timely manner to comments and questions.
- To facilitate the right answers to the comments and questions asked, the questions are forwarded to the appropriate departments.

It is important that SRM University, AP has a consistent look and feel across social media. The following guidelines are in response to negative comments, criticisms on SRM AP social media:

- Inappropriate comments —such as hate speech, derogatory attacks on individuals, profanity, and commercial content/spam—will be hidden or removed from social media, when possible (cannot hide tweets).
- Determination on whether to respond will be determined on a case-by-case basis. Factors to be considered in making the decision include the amount of response and traction a particular post/comment/tweet is garnering, the size of the poster's reach (e.g., number of followers), and whether the post/comment/tweet includes factual errors.
- Comments that highlight a specific issue requiring attention by a unit or department will be forwarded to the appropriate contacts for direct response or action.

Some examples include:

- Campus-wide events
- Research and program development, School, organization, student, employee accomplishment or innovation

It is important to note that any entity or organization maintaining an SRM University AP-affiliated social media page must take full responsibility for the content. Any social media site that relates to or uses the SRM University AP name must be public. Any social media page that is made private is considered a personal page and may not use the SRMAP name. A private page is available only to users who have permission to access the content.

### Social media best practices

- Creating a successful social media page requires careful planning and resource allocation. Before you begin to use social media on behalf of SRM University, please remember the following:
- Consistency and engagement are the keys to having a successful social media platform. Commit to both.
- Content should be relevant to defined targets (e.g., students, prospective students, alumni). Audience targets tend to be different depending on the channel.
- Plan for the time commitment: A social media site is only effective if the administrators take the necessary time to generate interesting and interactive content to build relationships with the online community.
- Make it easy for people to find your site. Use SRMAP in the title of the site if possible; try to avoid using acronyms.

Sharing SRM University AP news, events or promoting faculty, staff, and student work through social media is an effective and a low-cost way to engage various audiences of the university. In addition to the general guidelines discussed above, employees creating or posting on social media sites on behalf of SRMAP should remember:

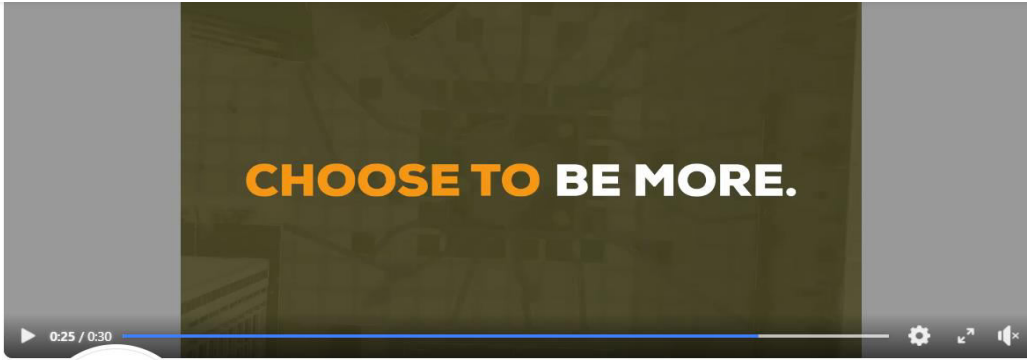
- Be accurate
- Realize your posts are public
- Keep confidential matters private
- Be transparent
- Respond as best as you can, including to negative comments. Be respectful of other opinions. Having a thoughtful discussion is a great way to build community.
- Oftentimes, social media can be a trial-and-error process; what generates engagement for one unit or school may not be on another. Use social media channels' analytics pages to understand what resonates best and when to inform you of further content strategies.

### **SRM AP Social Media Branding/Identity and official Site Name Policies**

All official SRM University AP social media accounts must follow SRM AP identity standards, which are outlined in full in the SRM AP brand guideline manual (online at <https://srmap.edu.in/file/2019/10/SRM-Amaravati-Brand-Guidelines.pdf?x49164>)

SRM AP programs, departments, and business units must use official SRM AP social media icons on official social media sites to visually connect with the university, differentiate from competing accounts, and establish uniform quality, credibility, and user experiences.

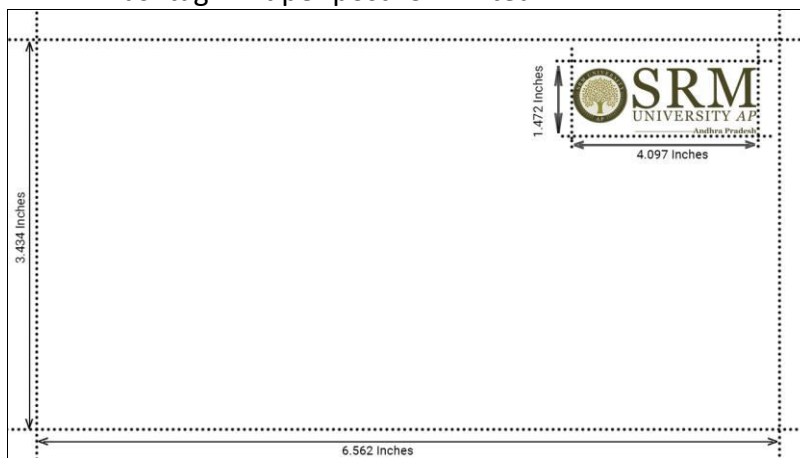
### **FACEBOOK**

**SRM University, AP**

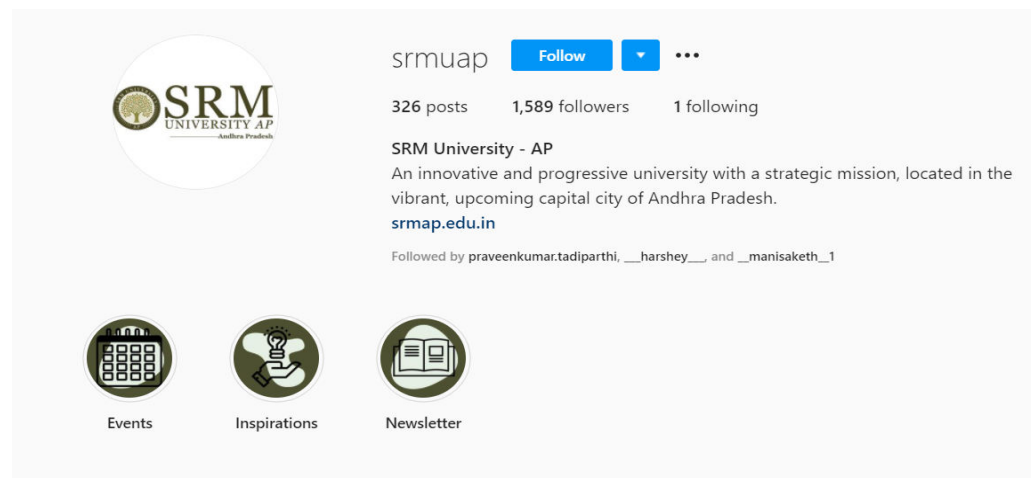
@SRMUniversityAmaravati · College &amp; University

[Send Message](#)[Home](#) [Events](#) [Reviews](#) [Videos](#) [More](#) ▼[Liked](#)

- Post - 1200 X 630 PX
- Story - 1080 X 1920 PX
- Video Size - 1280 X 720 PX | Video Duration - 240 Min
- Post caption character limit: 63206 characters
- Hashtag limit per post: Unlimited

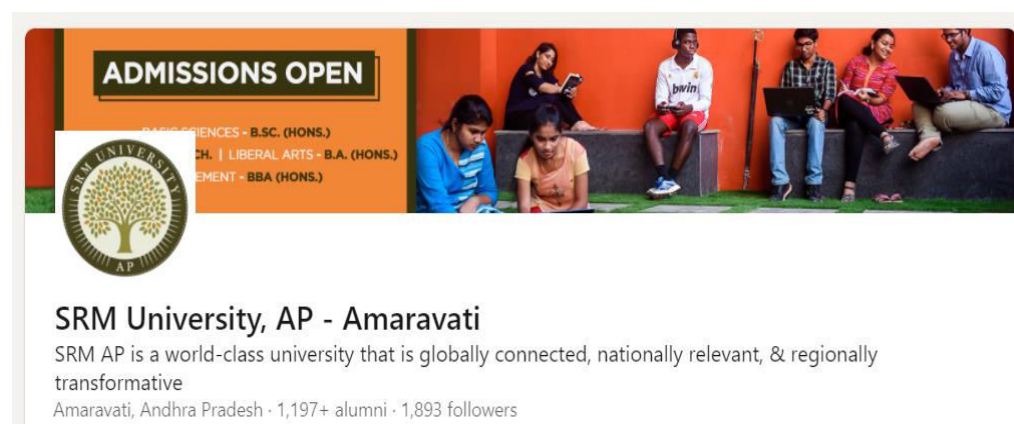


## INSTAGRAM



- Post - Landscape: 1080 x 566 PX  
Portrait: 1080 x 1350 PX  
Square: 1080 x 1080 PX
- Story - 1080 X 1920 PX
- Video Post Duration - 60 Sec
- Reels size - 1080 X 1920 PX
- Reels Video Duration - 30 Sec
- IGTV size: Vertical - 1080 X 1920 PX | Horizontal - 1920 X 1080 PX
- IGTV Video Duration - 1:00 - 60 Minutes Long
- Instagram caption character limit: 2,200 characters
- Instagram hashtag limit per post: 30 hashtags

## LINKEDIN



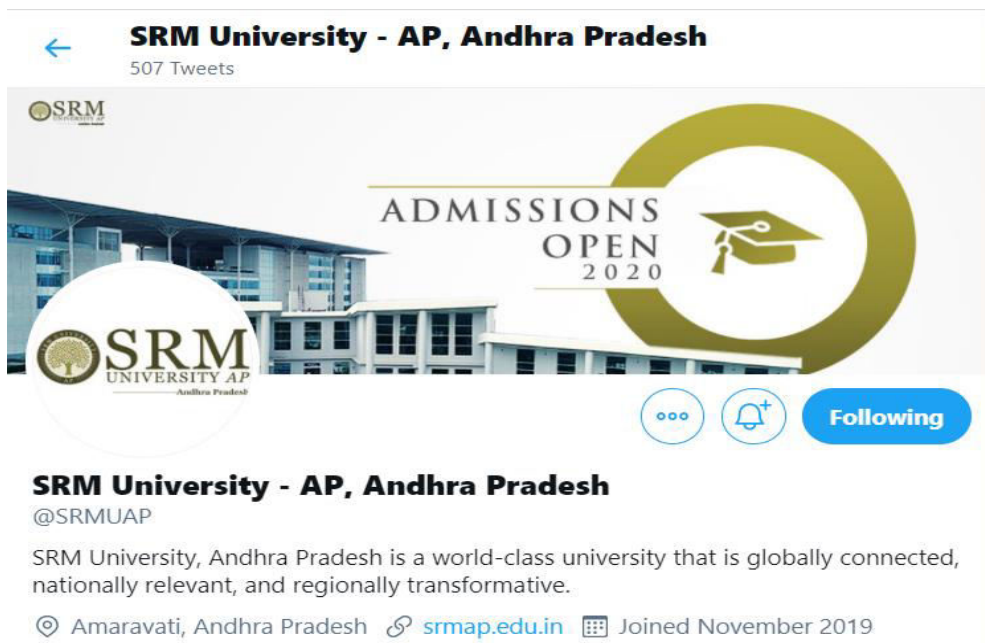
- Post size: 1200 x 628 PX
- Video size: 256 x 144 PX (minimum) to 4096 x 2304 PX (maximum)
- Maximum video length: 10 minutes
- Character limit per post – 700

## YOUTUBE



- **Aspect ratio:** 16:9 only.
- **Dimensions supported (in pixels):** 426 x 240, 640 x 360, 854 x 480, 1280 x 720, 1920 x 1080, 2560 x 1440, 3840 x 2160.
- **Size limit:** 128 GB maximum (or 12 hours irrespective of size).
- **Best format choice:** MOV, MP4, AVI, WMV.

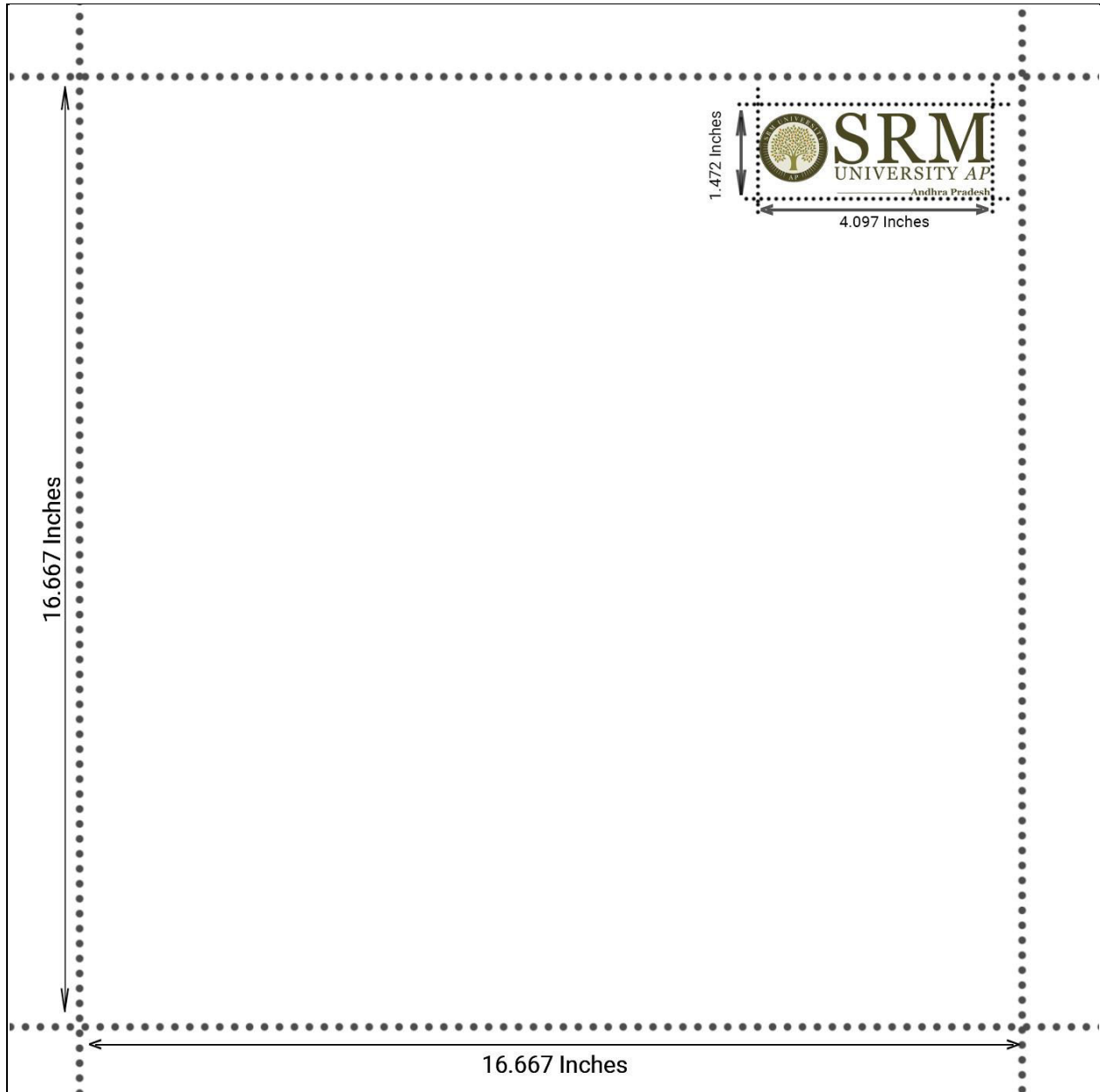
## TWITTER



- Post image size: 1024 x 512 PX
- Fleet size: 1080 X 1920 PX
- Twitter video size: 720 x 720 (square) | 1280 x 720 (landscape) | 720 x 1280 (portrait)
- Maximum Twitter video length: 140 seconds
- Character limit per tweet/fleet – 28

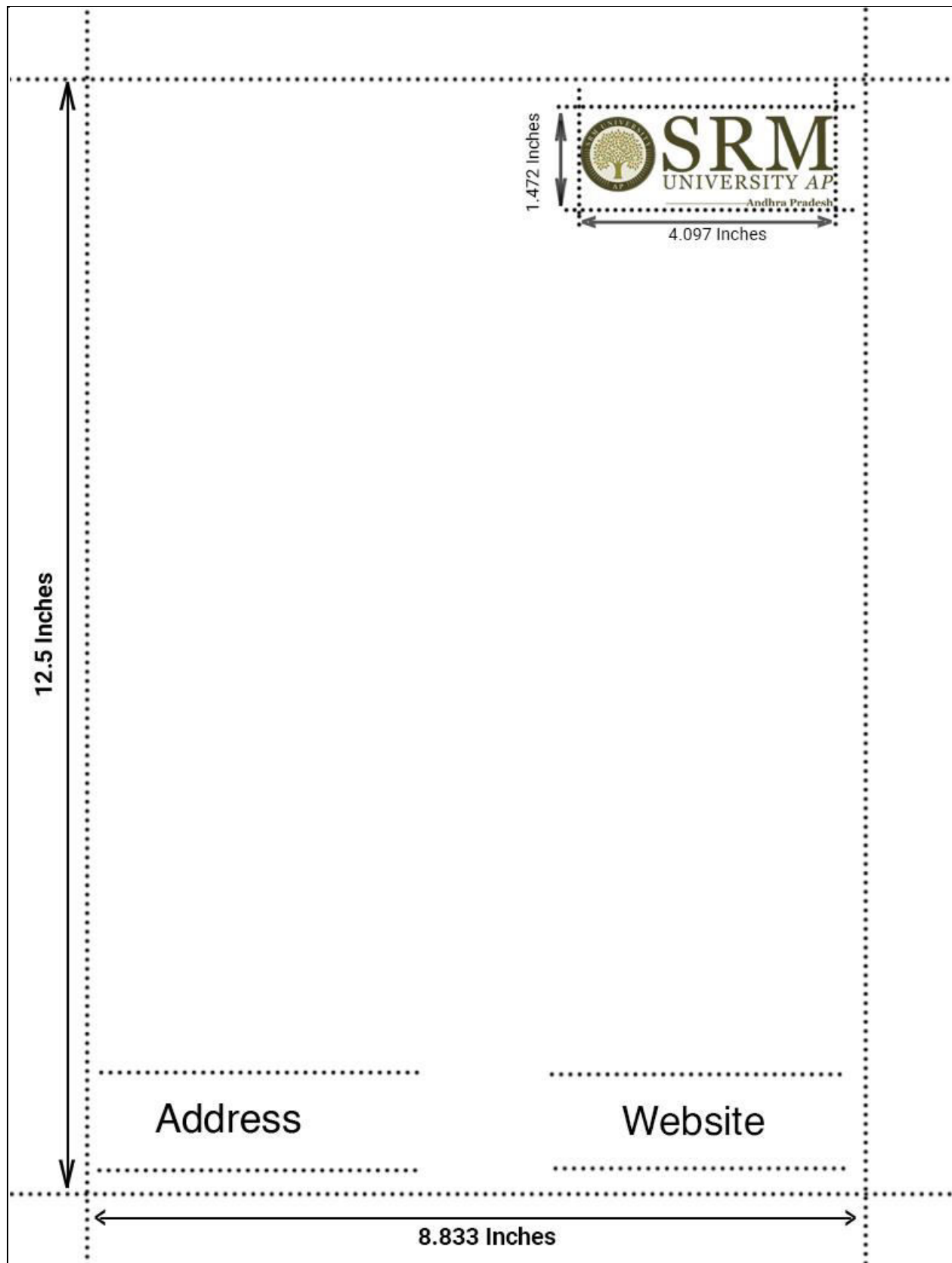
**Ask for help if needed. The Office of ITKM and Corporate Communications can provide additional best practices or advice: [socialmedia@srmap.edu.in](mailto:socialmedia@srmap.edu.in)**

## e-Greetings





## Recruitment Advertisement Template



## SEAL

The official seal of the faculty members should adhere to the following template.

### Sample 1



### Sample 2



Other merchandise items may be included in the document based on the advice from the top management.

## **6. Governance**

The overall compliance of brand guidelines shall be checked by the Department of Information Technology and Knowledge Management (ITKM) and Corporate Communications. The users can seek the help of the ITKM to check if all the guidelines have been met.

## **7. Conclusion**

The brand guidelines have been formulated to protect our brand and the purpose shall be successful only with the active participation of all the key stakeholders so as to benefit the University.