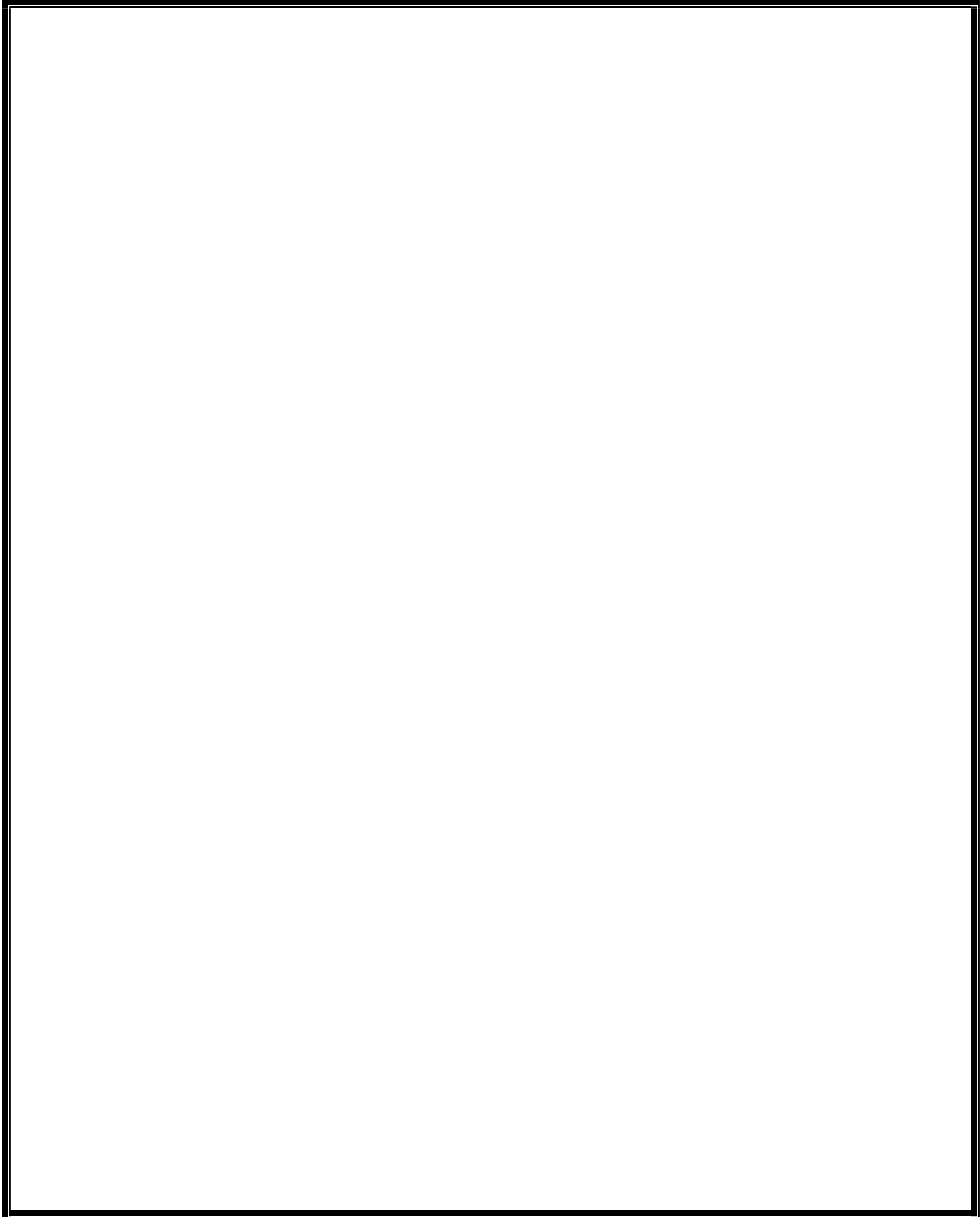


Brand Guidelines

SRM University-AP, Andhra Pradesh

Version 1.0





1. Preamble

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 University-AP'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.

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.

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 non-academic such as –

- Marketing & Promotional activities of the various programmes being offered at SRM University-AP

- Senior Management – Chancellor, President, Vice Chancellor, Registrar, and all senior officials
- Faculty & Staff Members of SRM University
- Alumni
- Students

5.Areas Covered

- Usage of Logo in Different Medium
- Mail Communication
- Letterheads
- Brochure
- Posters
- Visiting Cards
- Standees
- Official Seal

Philosophy of the Logo:

SRM AP logo is the seal of the University, to create a distinct visual identity. It is used in 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
- Letterheads
- 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.

Colours Used- Colour Palette



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 65 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 Colours

Examples of Logo Usage with Green Background



Logo Colours

Examples of Logo Usage with a White Background



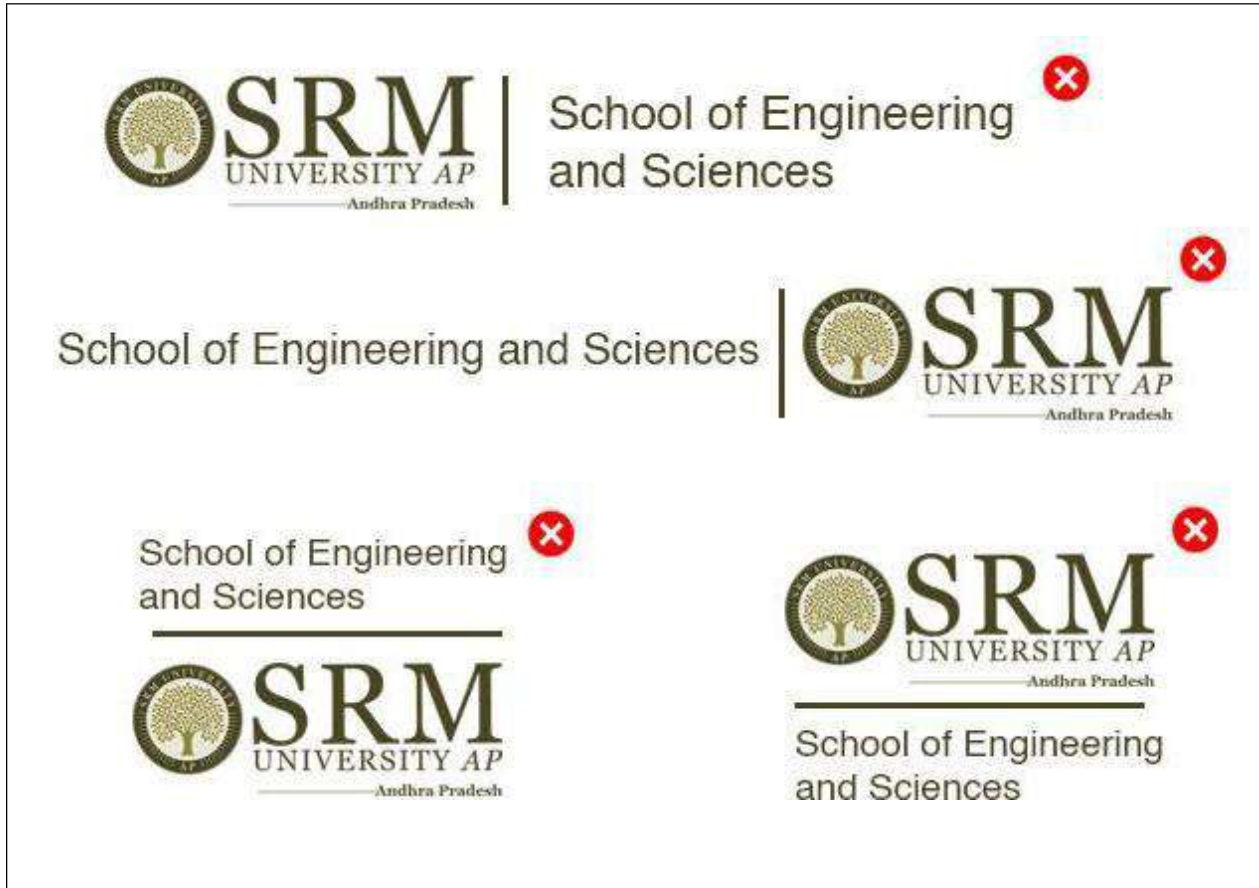
Do's

- The size of the logo could be modified. We do understand that there are different ways of promoting materials and the logo size should not be a constraint but, the aspect ratio of the logo should remain the same.
- The name of the school, department, centre's name could be put with the logo of the University but should not manipulate or change SRM University-AP's 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 Baker Signet 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 the 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. SRM University-AP's Official Social Media Handles can be added to 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.

Wg Cdr Venkataachalam Sekkappan
 Director - Campus Life and Maintenance



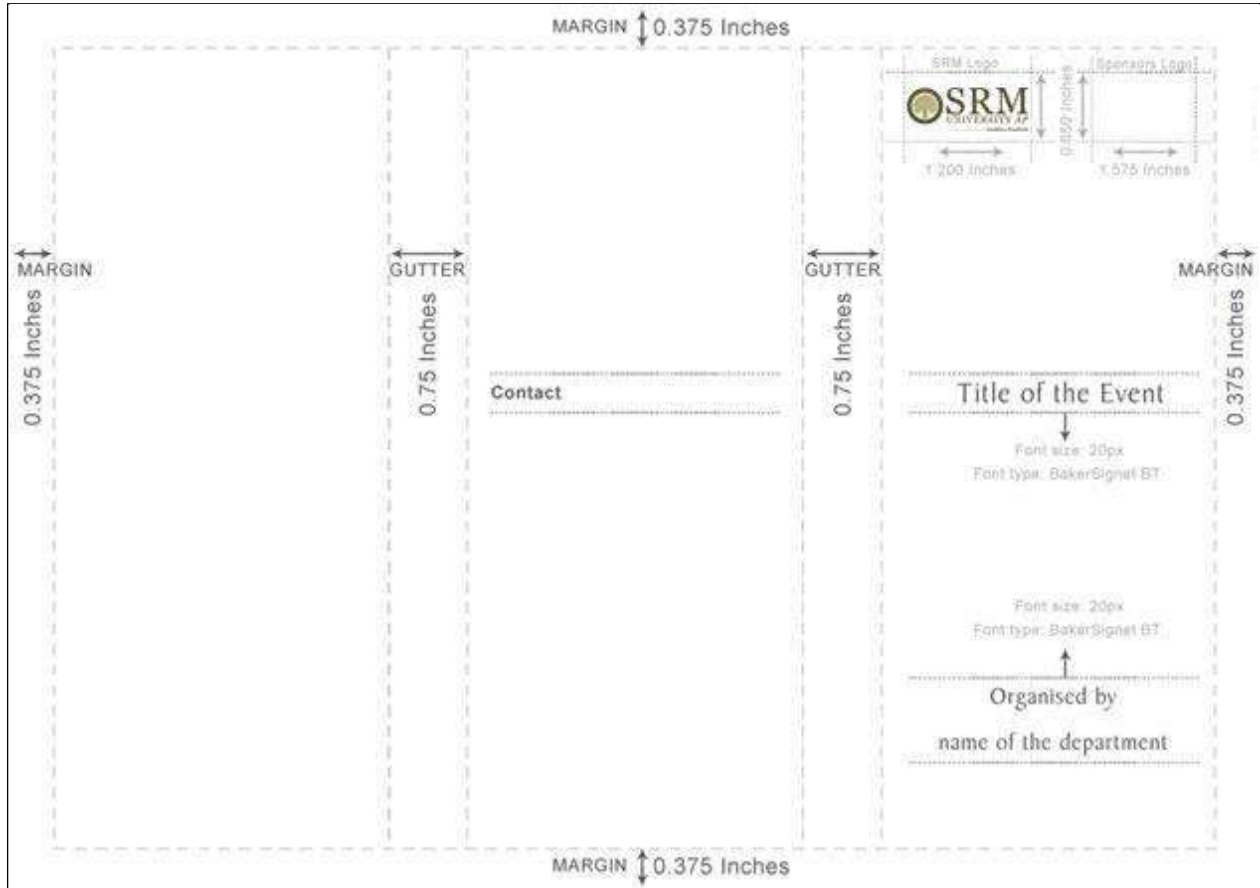
Neerukonda
 Mangalagiri Mandal
 Guntur District
 Andhra Pradesh - 522240
 Phone: +91 9714404308
 Landline: 0863-2343017
 Email: director.clm@srmmap.edu.in
 Website: www.srmmap.edu.in

BROCHURE TEMPLATE

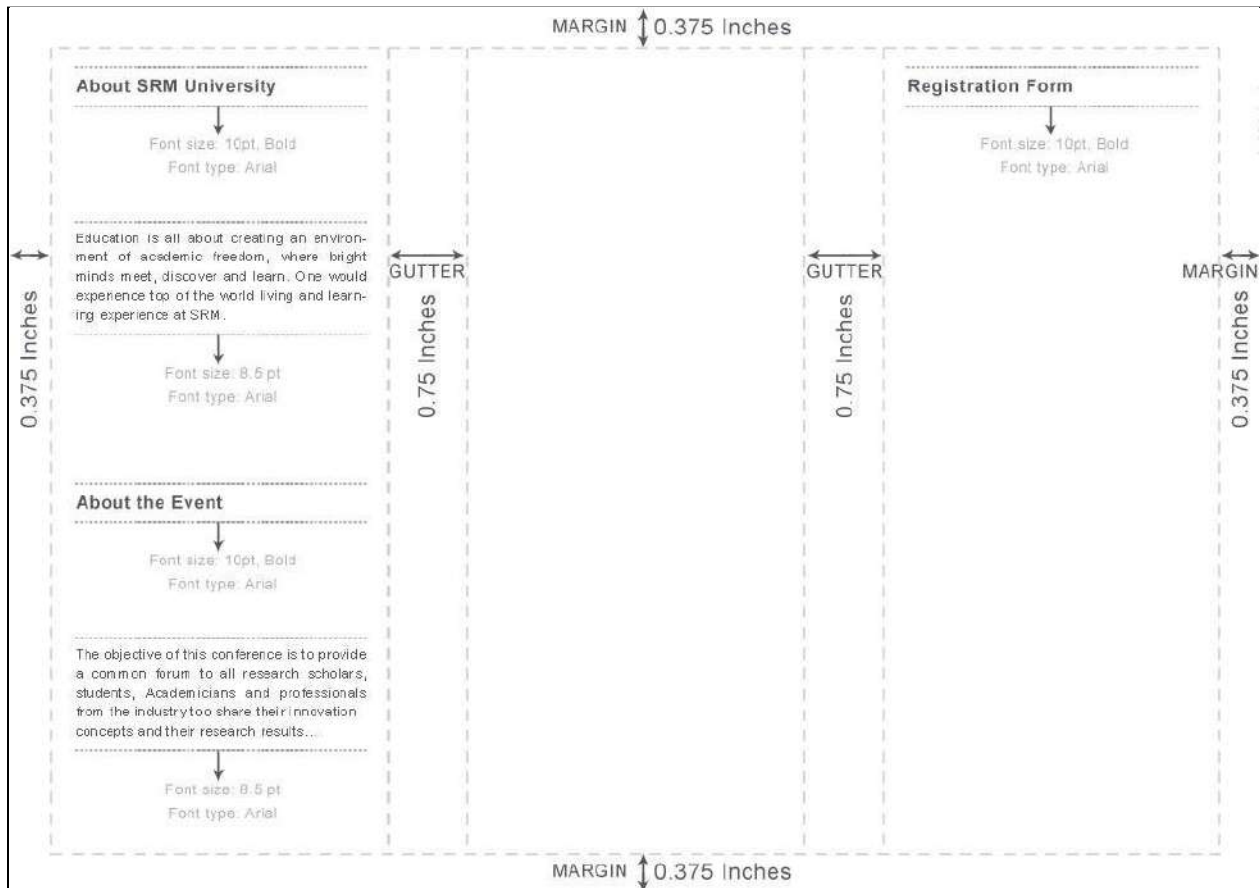
The University uses brochure for various academic events like conferences, workshop, symposia, etc. Usually, the University publishes a threefold brochure for the above said purposes. The premium sponsor could be put along with the University logo and the placeholders for the other

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

Front Page



Back Page



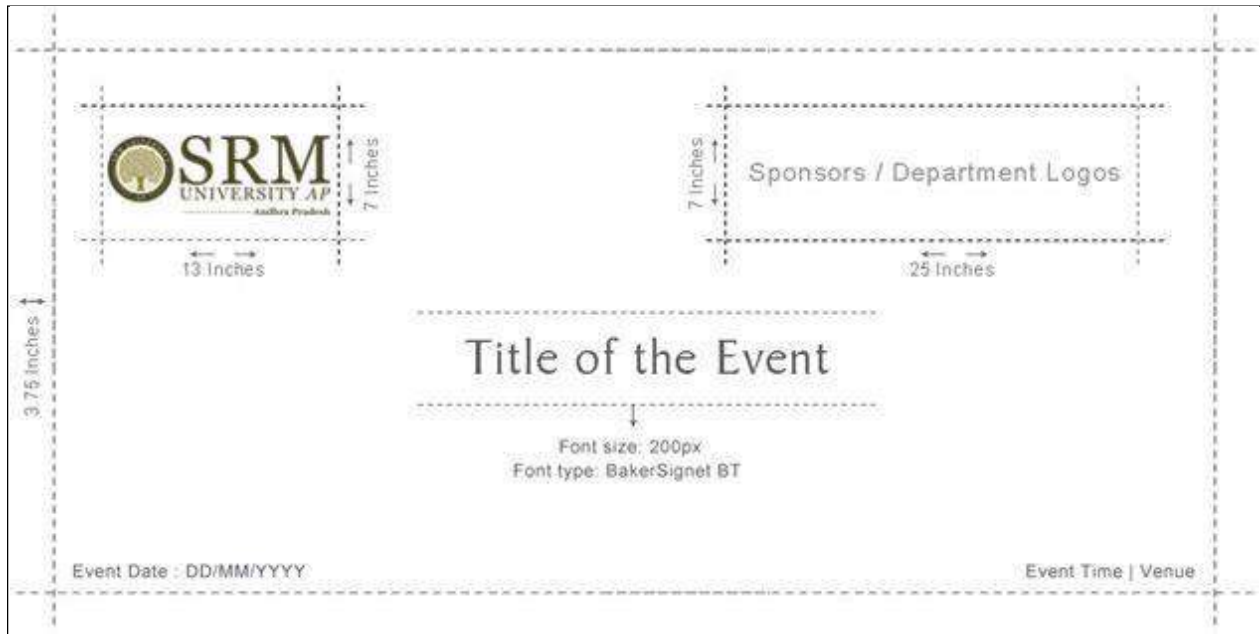
POSTER TEMPLATE

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.



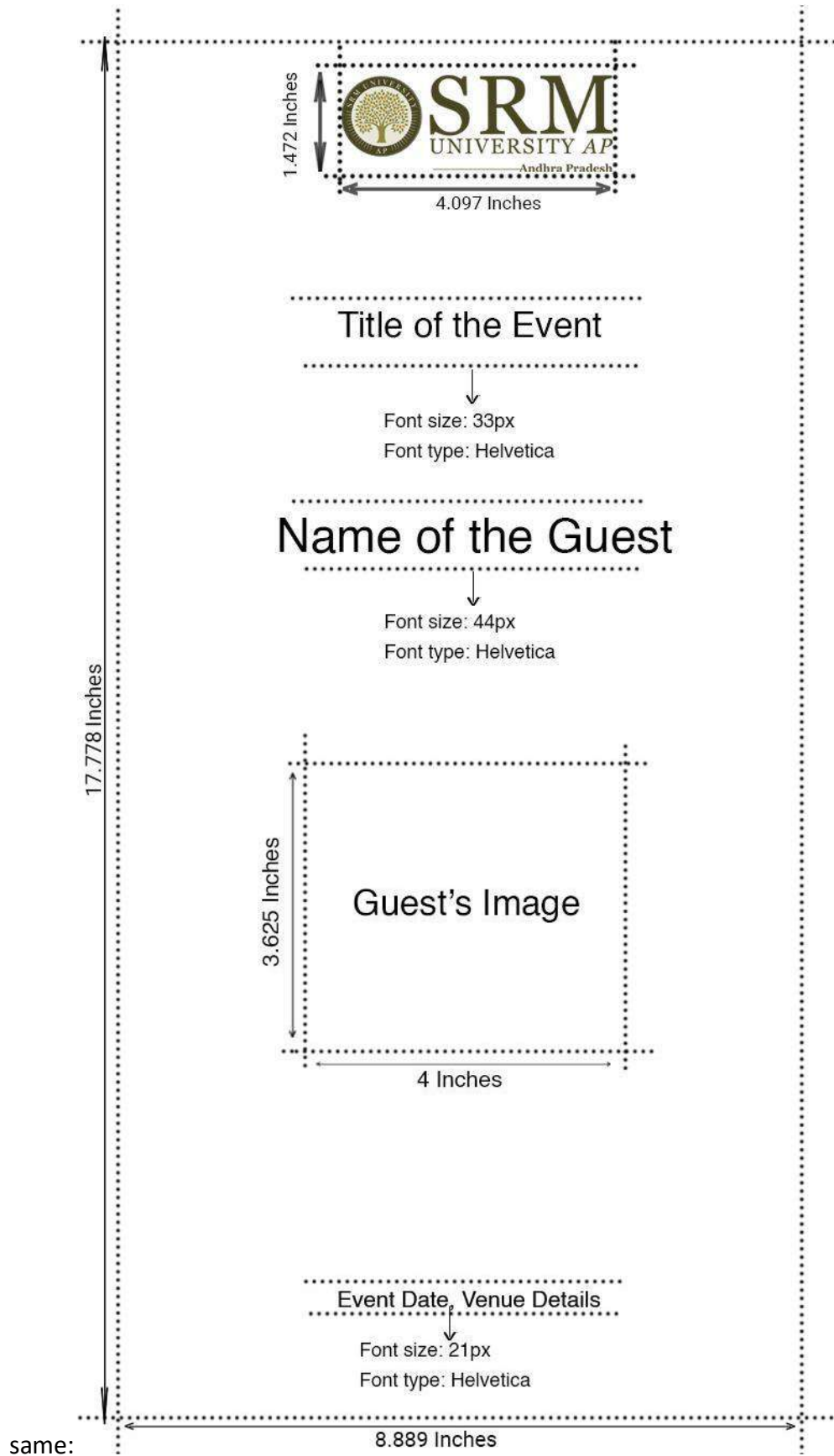
BANNER TEMPLATE

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:

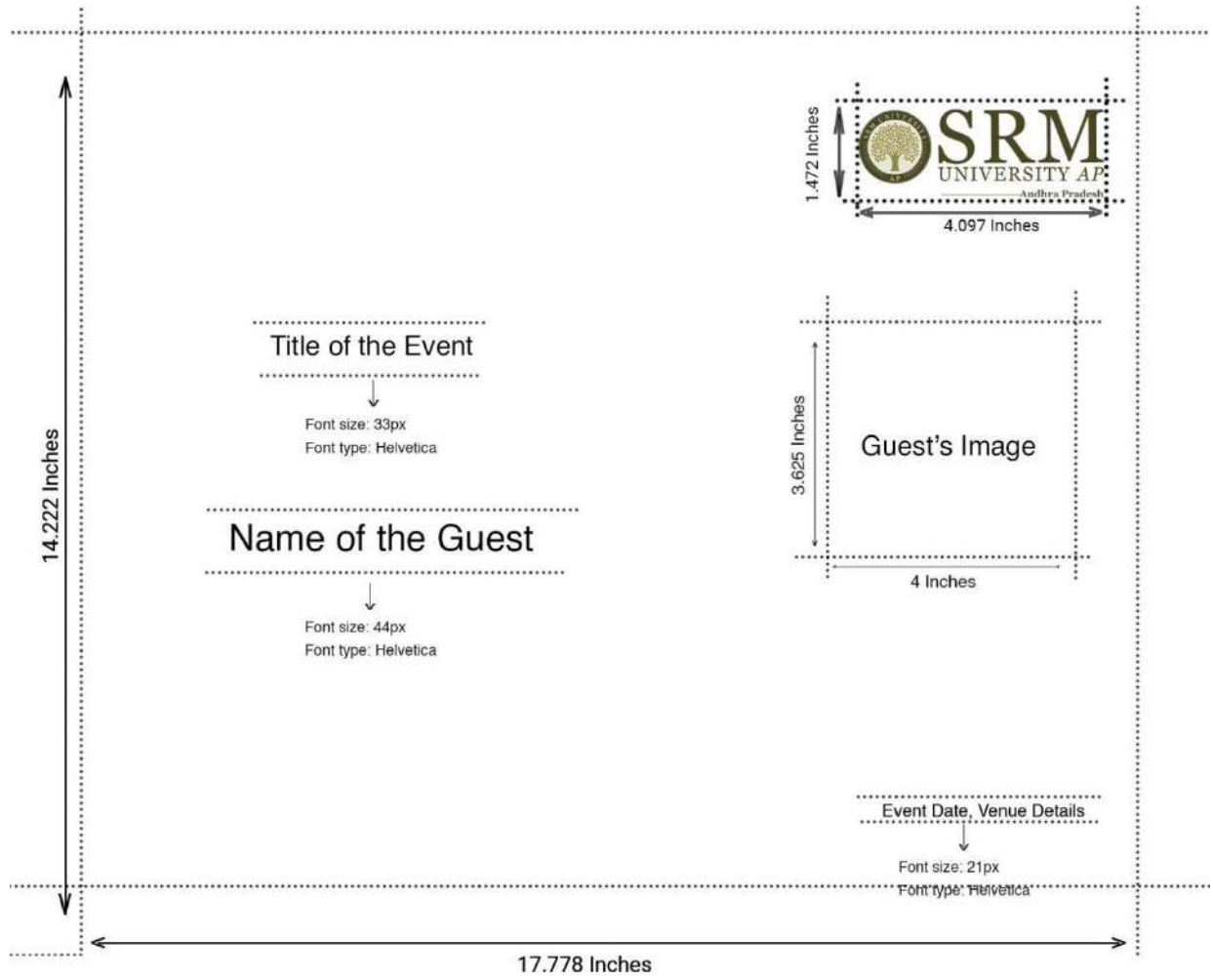


STANDEES:

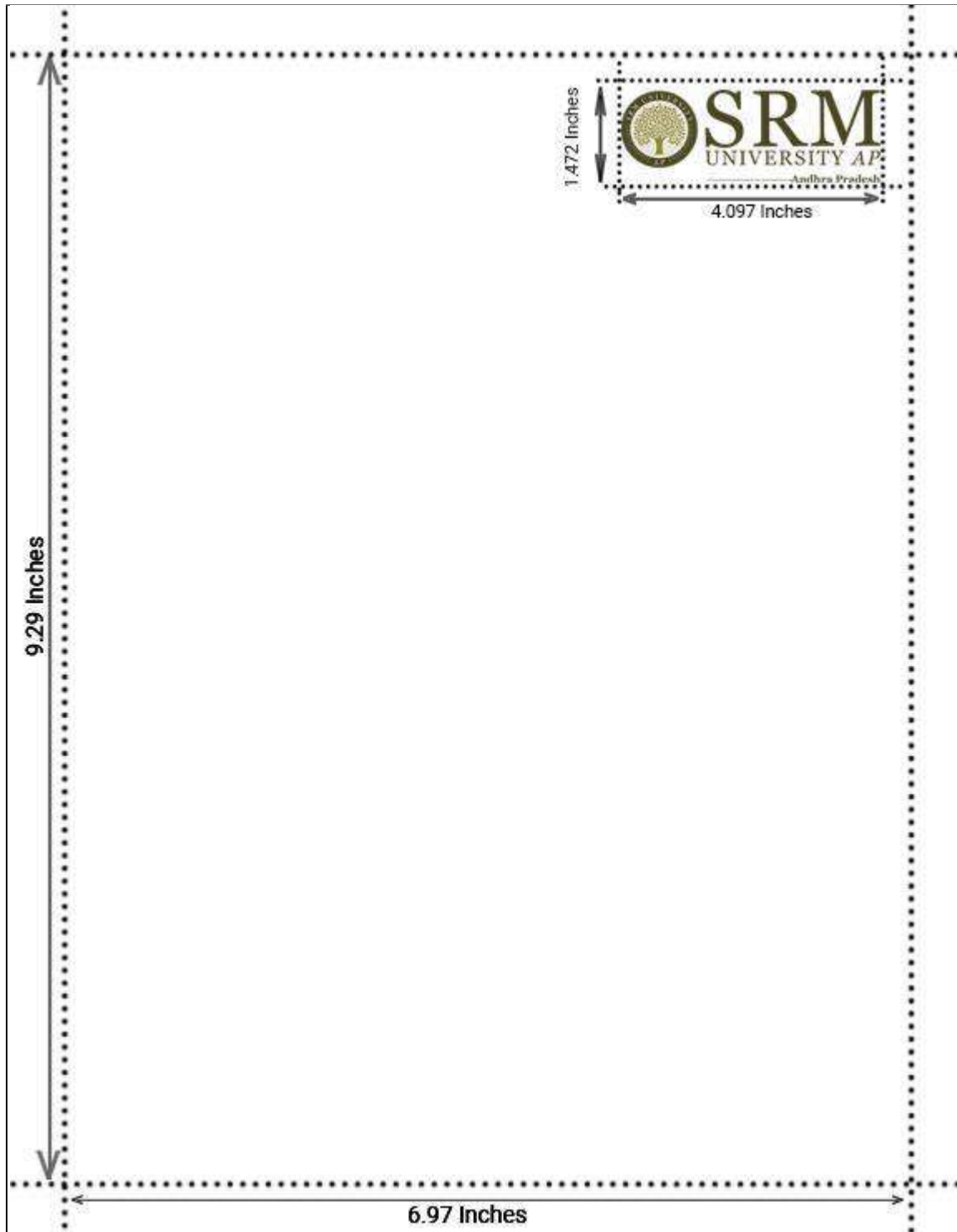
The University might use standees for different purposes like to give directions to the venue of the event and to describe a process like enrollment, etc. The following is the template for the



Outside Banner



Diary



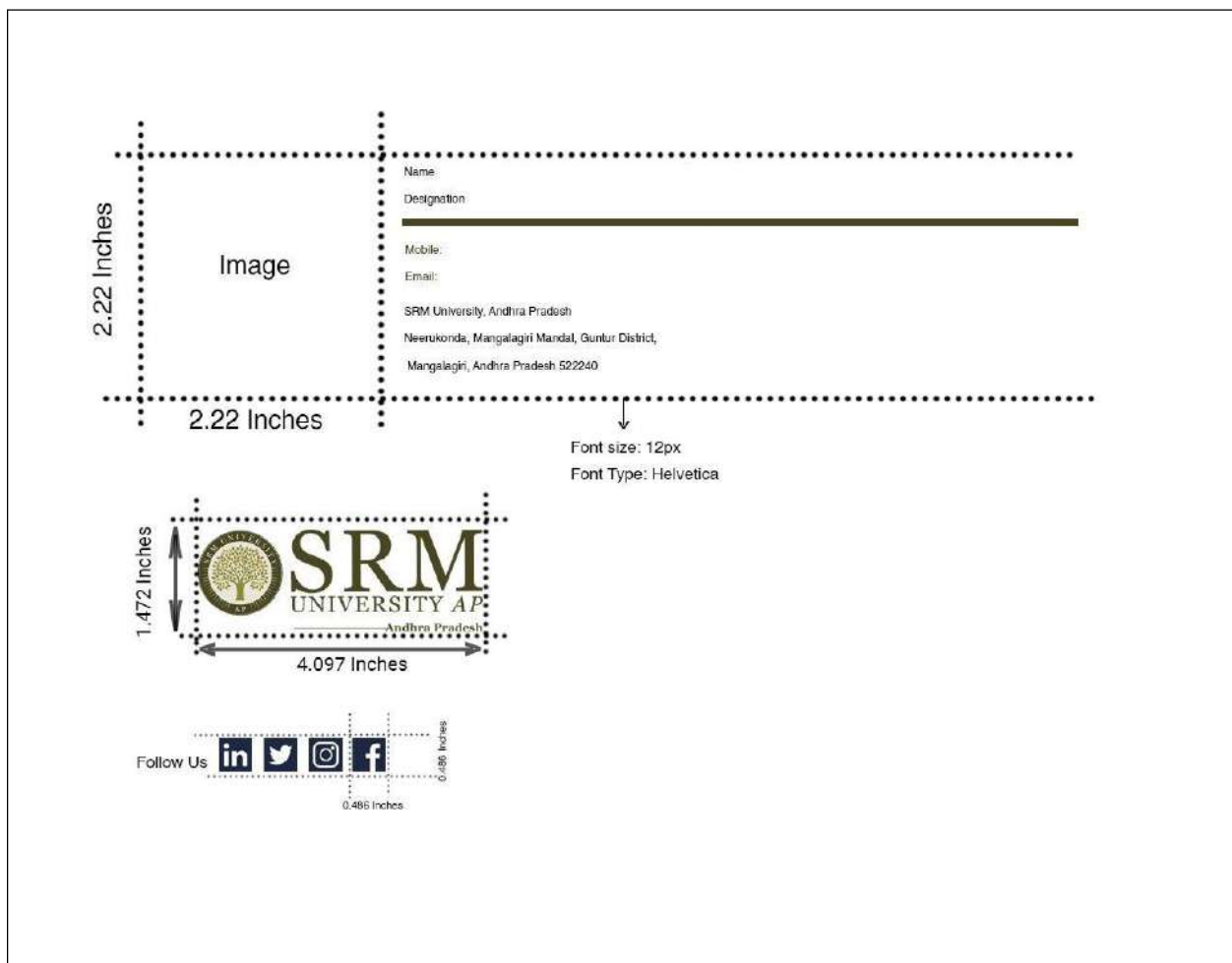
Calendar



Certificate



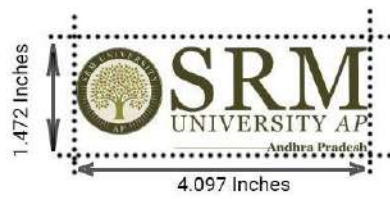
Email Signature



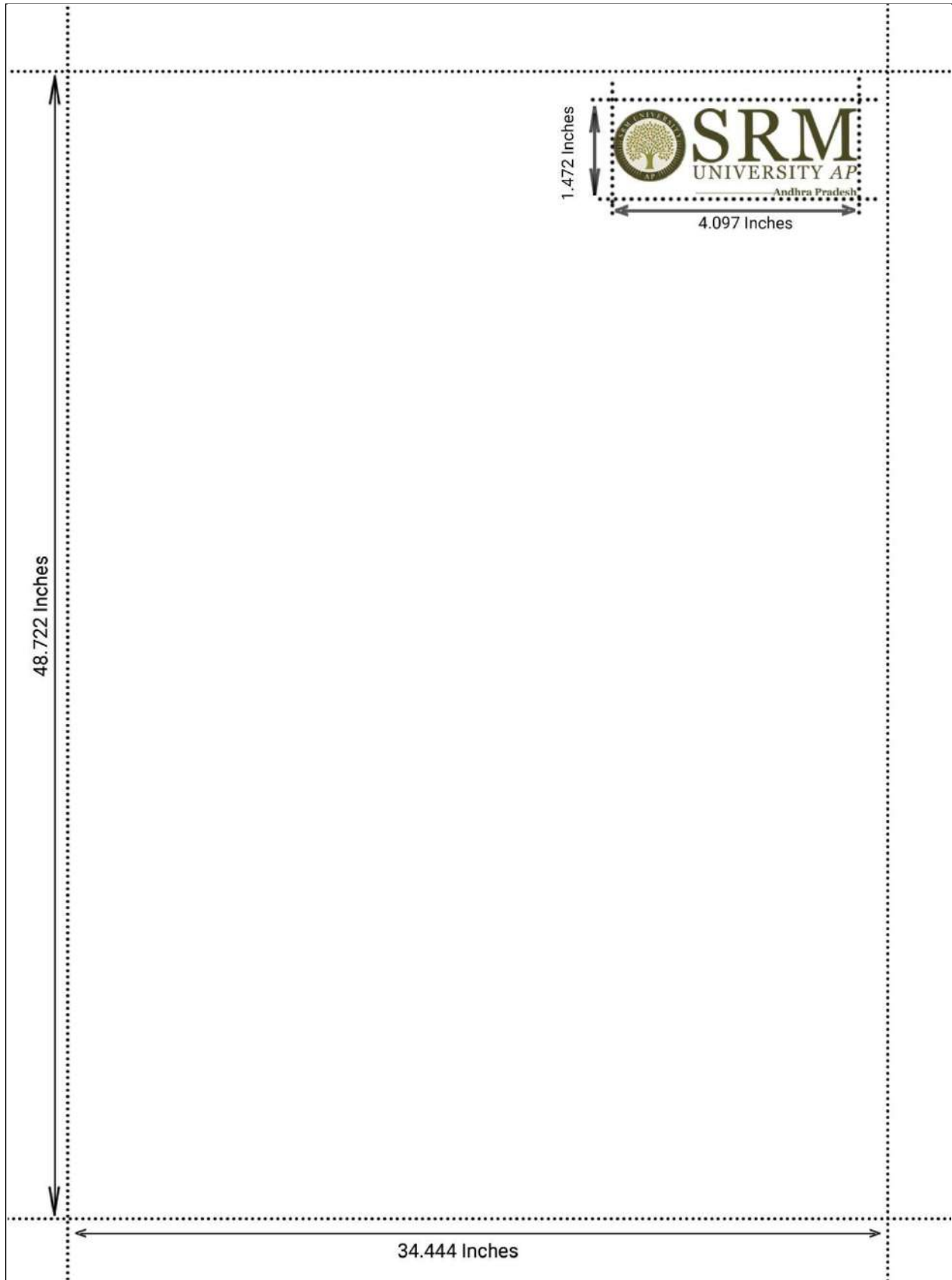
.....
Name
Designation

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

↓
Font size: 12px
Font Type: Helvetica



Digital Poster



Letterhead – A4

Prof. Manoj K Arora
Vice Chancellor



+91 9872577944
+91 863-234-9292 (Land line)



srms@srmap.edu.in
vc.office@srmap.edu.in



Narasimlu, Mangalagiri Mandal,
Guntur District,
Andhra Pradesh, 522140.

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 SRM University-AP 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 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 SRM University-AP sites in a way that encourages engagement while providing the parameters to protect and enhance SRM University-AP’s reputation.

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

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

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

LinkedIn - <https://www.linkedin.com/school/srmuap/>

YouTube - <https://www.youtube.com/@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 University-AP reserves the right to hide or delete comments/posts from its social media channels if the content is inaccurate and inappropriate.
- SRM University -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 schools/centres/departments/students.

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 University-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 programme development, school, organisation, student, employee accomplishment or innovation

It is important to note that any entity or organisation 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 SRM University-AP 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-AP, 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 SRM University-AP in the title of the site if

possible; try to avoid using acronyms.

Sharing SRM University-AP news, and events or promoting faculty, staff, and student work through social media is an effective and 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 SRM University-AP should remember:

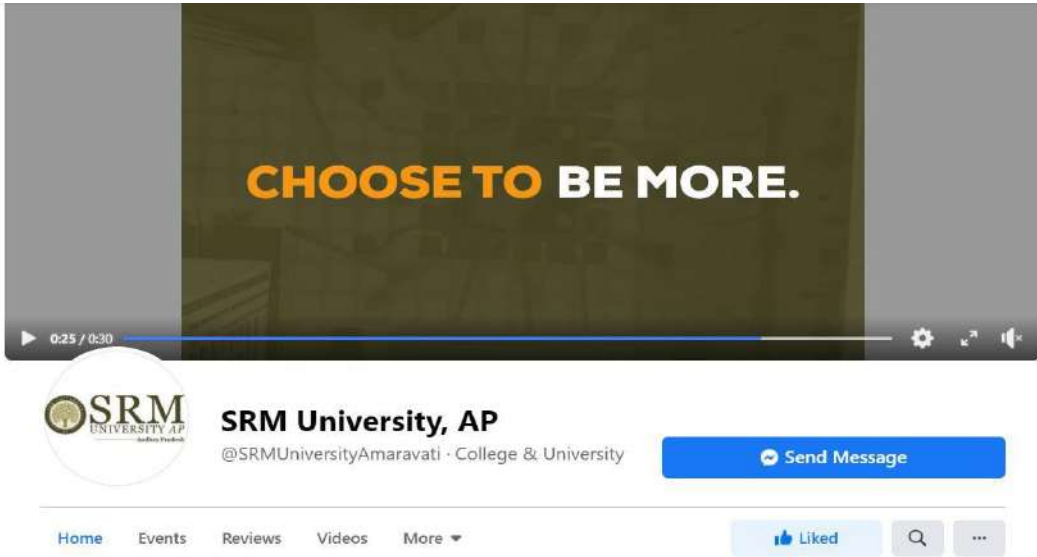
- Be accurate
- Realise your posts are public
- Keep confidential matters private
- Be transparent
- Respond as best as you can, including to negative comments. Be respectful of other opinions. Having a thoughtful discussion is a great way to build community.
- Oftentimes, social media can be a trial-and-error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

SRM University-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 University-AP brand guideline manual (online at <https://srmap.edu.in/file/2019/10/SRM-Amaravati-Brand-Guidelines.pdf?x49164>)

SRM University-AP programmes, 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



- 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.

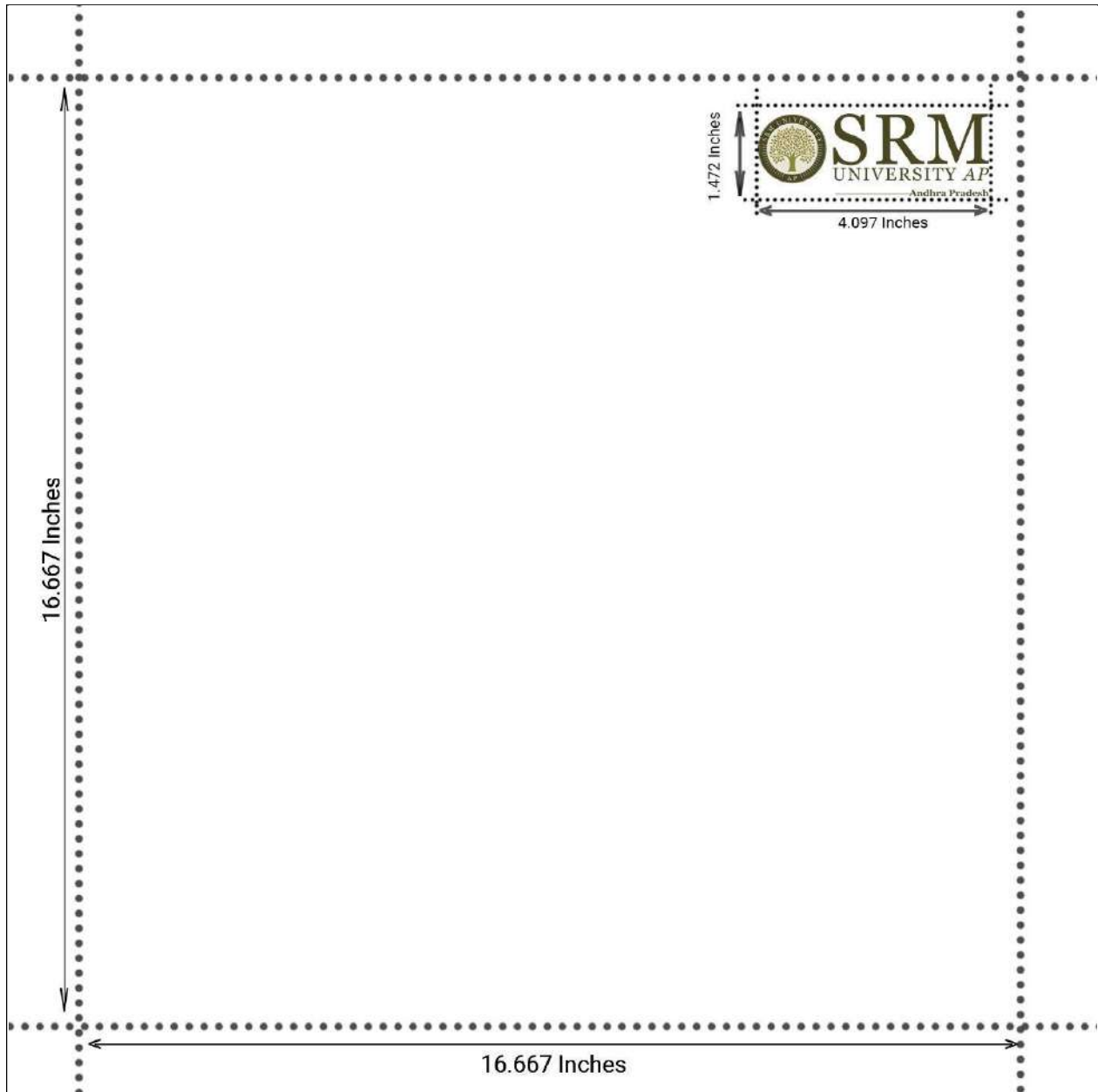
TWITTER



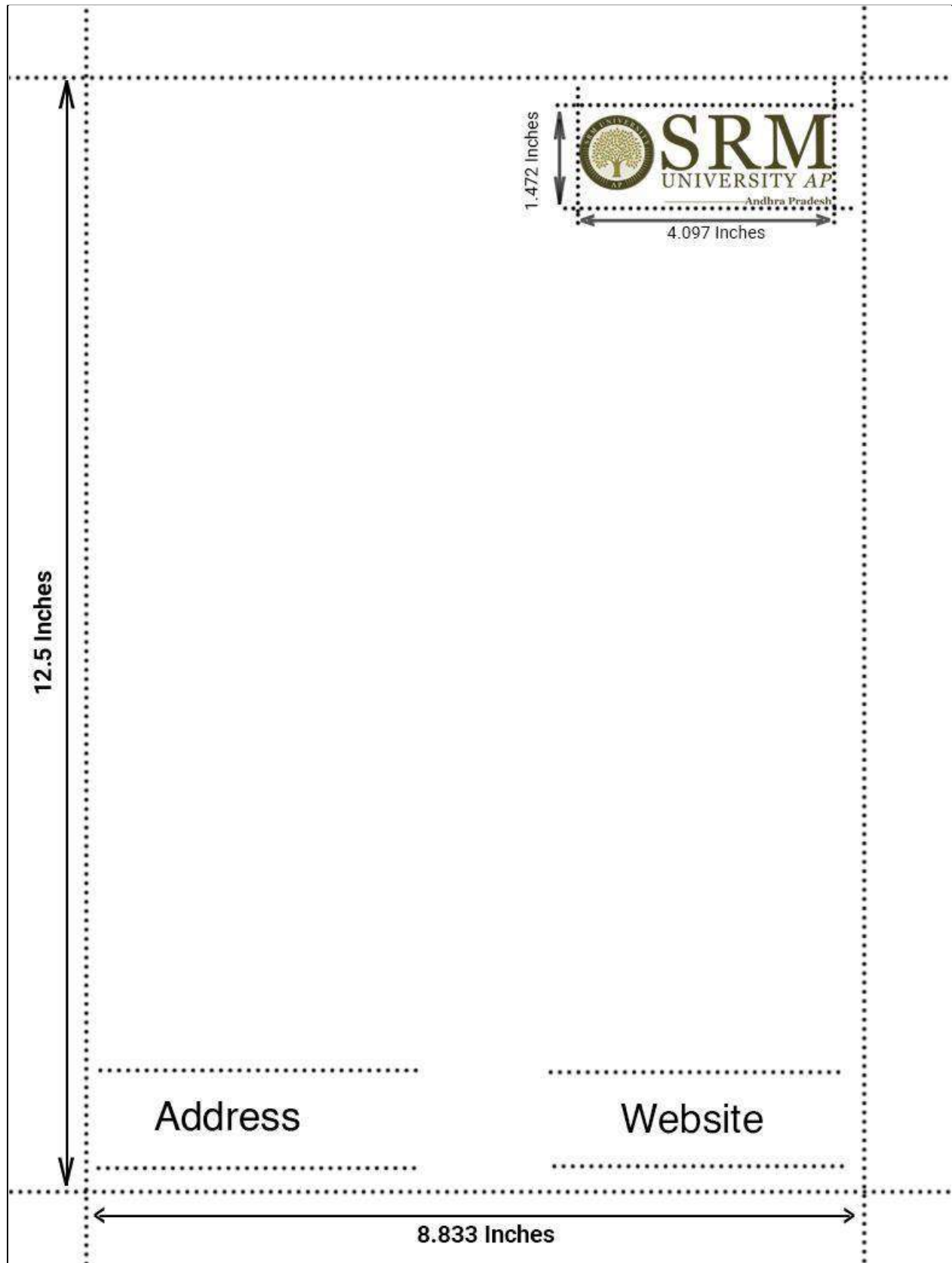
- Post image size: 1024 x 512 PX
- Fleet size: 1080 X 1920 PX
- Twitter video size: 720 x 720 (square) | 1280 x 720 (landscape) | 720 x 1280 (portrait)
- Maximum Twitter video length: 140 seconds
- Character limit per tweet/fleet – 28

Ask for help if needed. The Directorate of Communications can provide additional best practices or advice: socialmedia@srmmap.edu.in

e-Greetings



Recruitment Advertisement Template



SEAL

The official seals of the faculty members are designed by the Directorate and adhere to the following templates. Sample 1



Sample 2



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

Digital Signatures

Digital signatures are obtained from the concerned faculty members and subsequently affixed onto certificates as requested by the faculty themselves.

6.Governance

The overall compliance with brand guidelines shall be checked by the Directorate of Communications. The users can seek the help of the Directorate 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.