

Office of Career Services branding



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Logo History

A Glance at the current Logo

Comprises of the IITD Logo with ornaments on either side
Establishes the IITD and OCS connection
But lacks to convey what OCS as an organisation stands for
Brand recognition and recall are minimal





About the New Logo concept

The Rising Starling (Logo Theme)

Logo Operative Words:

Bright Future, Elegance, Success, Growth, Flight, Pride, Gentle

The Logo takes Pride in the OCS and its achievements, and it announces what we stand for, which is to give the country's youth true wings and launch them into a future of success and prosperity.





OFFICE OF
CAREER
SERVICES
— IIT DELHI —



Colour Theme 2

The bright and vibrant gradient colours represent the diversity of our students and the various branches & fields that we Excel in.

Colour Theme 3

The Cool Teal-Blue gradient represents how The OCS acts as the bridge between the Industry and Academics.

The Maroon compliments and balances the logo while giving homage to the Original IITD logo and thus creating a subliminal connection.



Symbols and Meanings

Parts of the Logo and the philosophy behind



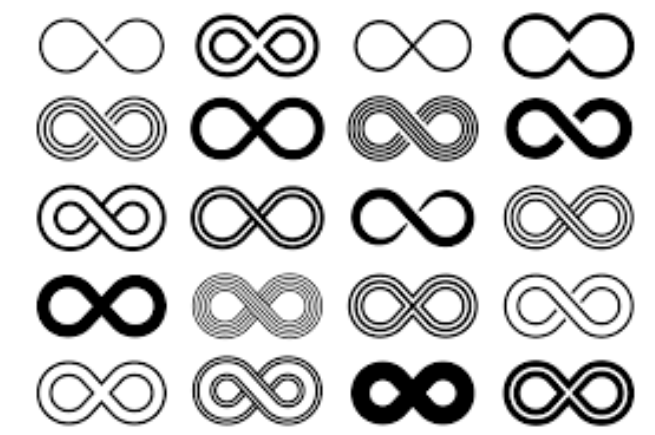
The Rising Sun

Signifying Vibrance,
Sun rays, a Bright future



A Flying Starling

The symbol of intellect, Dexterity,
A Fighting Spirit, teamwork and
more



Infinity within

The Concentric circles in
Emblem 'C' which overlap and
fade into each other show
infinite probabilities



The OCS identity Colors

Our color palette for logo usage

The Crucial part was to give the logo Vigour and Rejuvenate it while keeping the legacy intact. This was achieved by using a Gradient instead of flat colours.



OFFICE & IITD

#666666

SUN RAYS & CAREER

#F2762E

C & SERVICES

#660007

WHITE SPACE

#ffffff

Logo Font

Our official logo font

A Sans Serif , Modern and Complete Font Family
'Heading Now' has all weights and is a very versatile font which will make sure that the Logo does not go out of date.

Complimenting it is 'Poppins' which is a geometric and well balanced font which is suited for body text and paragraphs



HeadingNowTrial-54Regular.ttf

HEADING NOW

HeadingNowTrial-55Medium.ttf

HEADING NOW

HeadingNowTrial-56Bold.ttf

HEADING NOW

HeadingNowTrial-56Bold.ttf

A 0065	B 0066	C 0067	D 0068	E 0069	F 0070	G 0071	H 0072	I 0073	J 0074	K 0075	L 0076	M 0077	N 0078	O 0079	P 0080
A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Q 0081	R 0082	S 0083	T 0084	U 0085	V 0086	W 0087	X 0088	Y 0089	Z 0090						
Q	R	S	T	U	V	W	X	Y	Z						

a 0097	b 0098	c 0099	d 0100	e 0101	f 0102	g 0103	h 0104	i 0105	j 0106	k 0107	l 0108	m 0109	n 0110	o 0111	p 0112
a	b	c	d	e	f	g	h	i	j	k	l	m	n	o	p
q 0113	r 0114	s 0115	t 0116	u 0117	v 0118	w 0119	x 0120	y 0121	z 0122						
q	r	s	t	u	v	w	x	y	z						

0.5X



0.5X



Exclusion Zones

The safe distance to put your logo in

The Complete Logo has two Parts:

- 1) The Emblem (Left part)
- 2) The Typographic Body (Right part)





Logo Applications