



BRAND GUIDELINES

The DSCI brand

DSCI: Brand Identity

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DSCI LOGO

The DSCI Logo is simple, elegant and effective. The upper-case letterforms originated because 'DSCI' was short for DATA SECURITY COUNCIL OF INDIA'. The brand name is only DSCI. However, the upper-case letters still serve the brand well because they communicate solidity and stature.

In text, the word 'DSCI' must be written in upper-case.



Original Logo

Do NOT

The logo should always be sharp and clear.

Do not attempt to recreate the logotype or change its font.

Do not change the orientation of the logo.



LOGO COLOR

The DSCI logo employs one color, the DSCI Blue. The only other permitted version is the Reversed Version of the logo. This version does not permit the use of black and red colors (see the Brand Color Palette section). The logo should only be used in the specified brand colors.

The DSCI BLUE color compositions on various scales are:

RED : 20 | GREEN : 50 | BLUE : 150

CYAN : 100 | MAGENTA : 80 | YELLOW : 0 | BLACK : 20



Original Logo



Logo in reverse

Do NOT

Don't use DSCI Logo on black and red color.



LOGO SIZE

The DSCI Logo can be used in any desired size subject to a minimum width of 20mm. This is to ensure that the subtle details of the logo are always reproduced clearly.

SCALING

DSCI Logo's Height and Width proportion needs to be 1:2.75.



Maximum: any desired size



Minimum: 1" width

DO NOT

Do not scale the logo disproportionately.



Do not make the logo smaller than the minimum recommended size.



EXCLUSION ZONE

A minimum clear space helps to highlight the logo, giving it greater prominence. A clearly defined exclusion zone should, therefore, always be maintained round the logo. Ensure that it is never compromised by any other graphic, text or imagery.

The exclusion zone around our logo would be the area defined by leaving a uniform clear space on all sides of the logo, equivalent to the height 'X' as shown in the first diagram on the right.



DO NOT

Do not place other elements within the exclusion zone.



Do not place the logo too close to the edge in any application.



DSCI: Brand Typography

Primary Typeface: BANKGOTHIC (to be used across all applications)

The primary brand typeface for DSCI is **BANKGOTHIC**. Bank Gothic is a rectilinear geometric sans-serif typeface designed by Morris Fuller Benton for the American Type Founders (ATF) in 1930. Bank Gothic is a commercial hit in the science fiction genre and is often used for opening & closing credits.

Although initially designed for print usage the square shaped forms of Bank Gothic also make it a great font for use on screen.

Windows Default Typeface: Calibri (Body)

In cases where the application is dependent on the user's system, (presentations / web sites / e-mails) it may be necessary to use a Windows default font. Since target viewers may not have BANKGOTHIC installed on their systems, use the Calibri font family.

Brand Image Style

Our distinctive image style uses close up forms, patterns and textures that evoke a certain mood, relevant to the context of the forum.

We avoid use of people, instead sticking more to abstract visuals.

DO NOT

Do not use people shots.



Do not use stereotype imagery.



Do not use lock, eye, shield and magnifying glass images.

