



GURUSETU

BRAND GUIDELINES



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GURUSETU

GURUSETU is a pioneering initiative by the Ministry of Education, executed by IIT Madras, IIT Ropar, and IIT Gandhinagar, to transform higher education in India and beyond.

More than a training program, it is a vibrant movement — a living community where educators learn, connect, and lead. Through curated courses, live workshops, book clubs, and mentorship, GURUSETU empowers faculty to grow together in one supportive ecosystem.

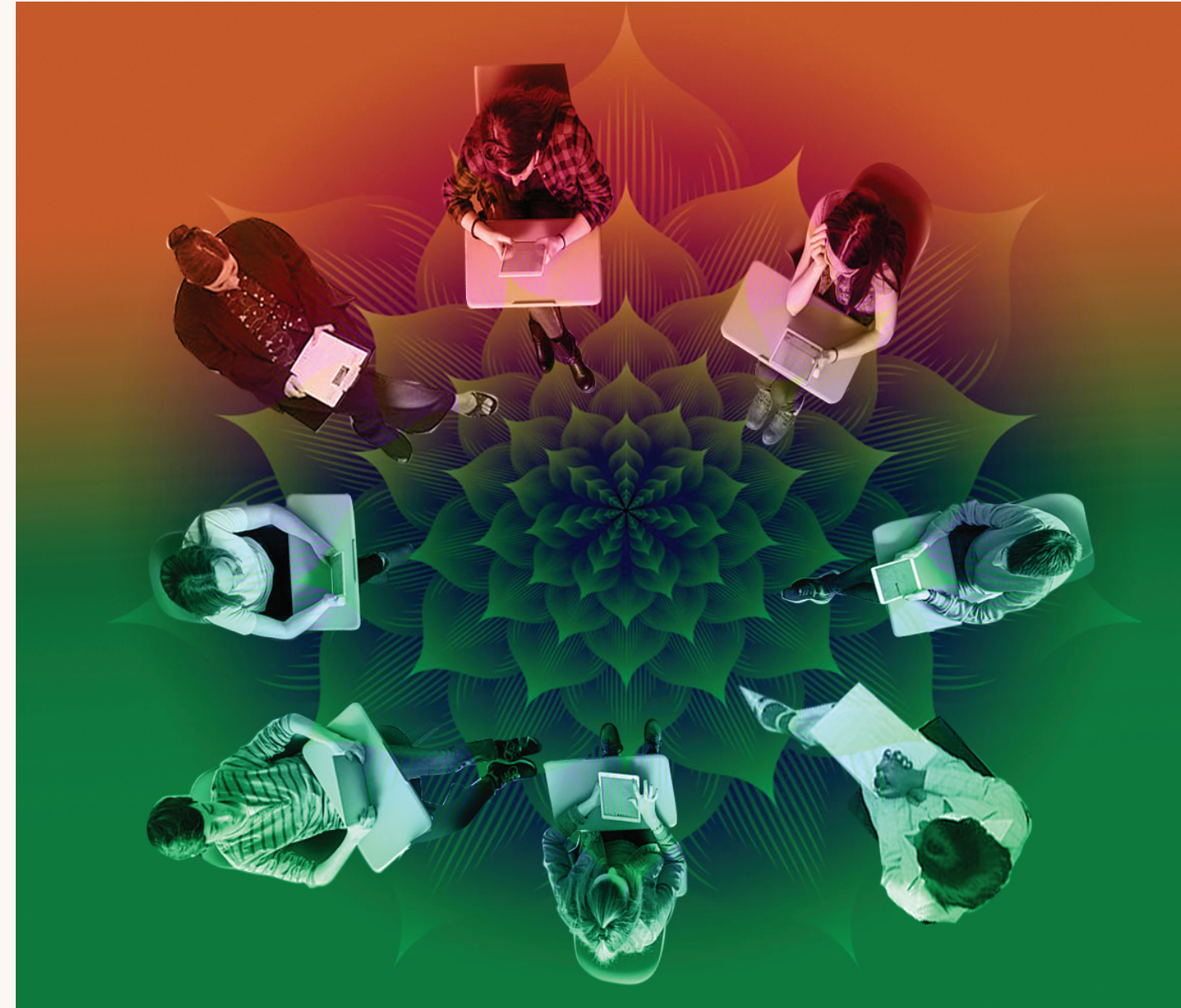
This is not just education. It's transformation. Represented in this logo is a visual story, unfolding like petals of a lotus or pages of a book. The circle signifies unity and timelessness. Human figures with open books form a learning community, growing together. These books bloom into a lotus — an Indian metaphor for transformation and enlightenment.

At the center lies a globe with a spark — the ignition of thought, curiosity, and change. The name itself blends guru (one who dispels darkness) and setu (a bridge) — connecting potential to purpose. The colors — deep green, vibrant orange, and black — symbolize growth, aspiration, and depth, reflecting the essence of true education. GURUSETU is more than a logo, more than a platform. It is a movement — rooted in Indian thought, reaching globally. A spark. A bloom. A quiet revolution.

www.gurusetu.org

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info@gurusetu.org



Master logo



GURUSETU



Logo variations



Vertical logo.



Horizontal logo.



Grey



Green

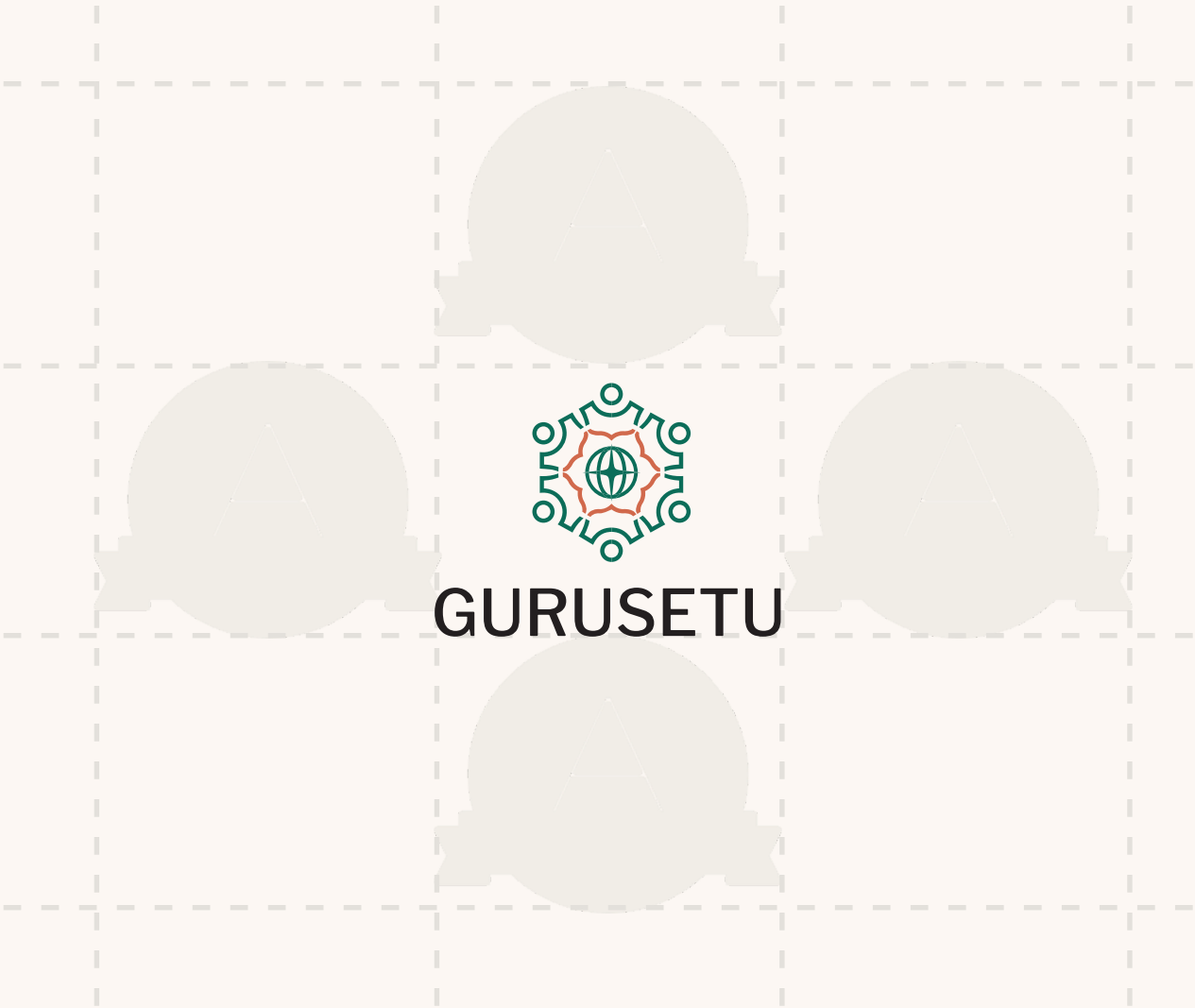


White



Brand guidelines

Logo usage



Exclusion zones

Always allow a minimum space around the logo.

Vertical logo.



Minimum width

The logo minimum width is 90px or 32mm.

Horizontal logo.



Minimum width

The logo minimum width is 141px or 50mm.

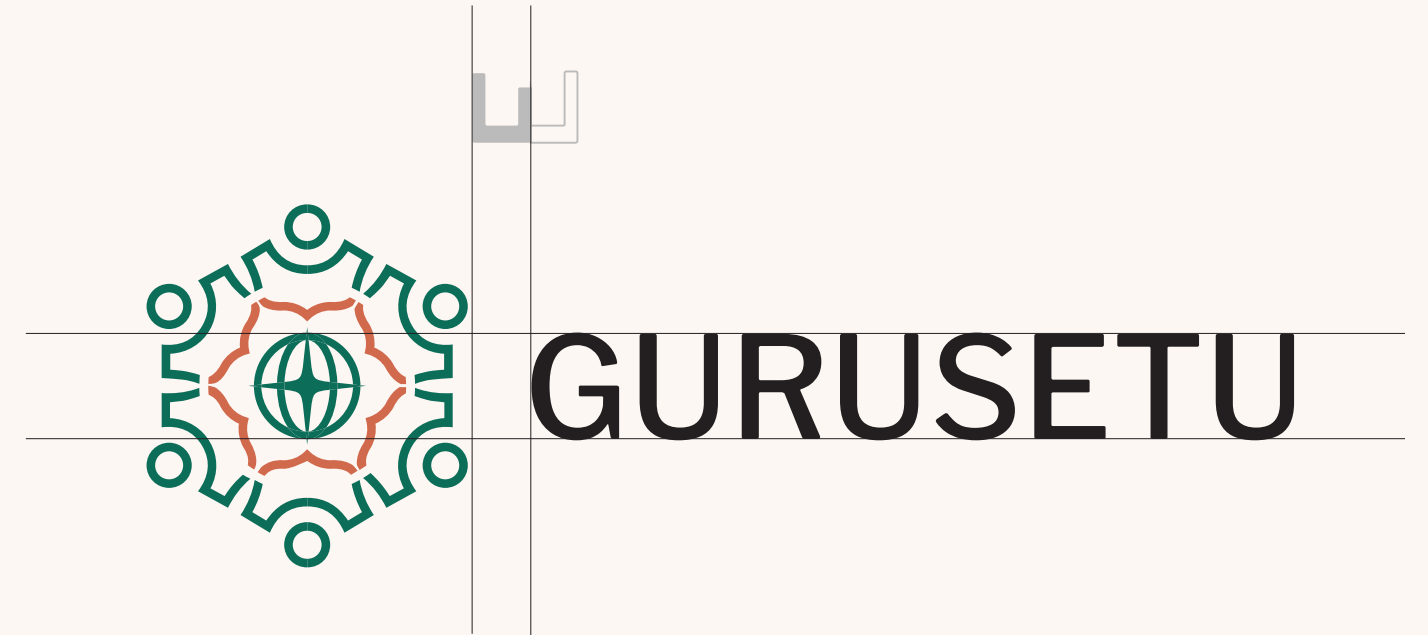


Maximum width

There is no maximum size defined for this logo.



Logo usage



The positioning of the symbol and the word mark

Always allow the prescribed distance from each other



Open Sans

Paragraph font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+="':?><

Regular

Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.

Italic

*Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.*

Bold

**Semiotics aesthetic freegan pour-over
jianbing. Artisan blog retro neutra.**



Playfair Display

Headline font

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

1234567890!@#\$%^&*()_+=":?><

Regular

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Medium

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Bold

Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.

Regular

*Semiotics aesthetic freegan pour-over jianbing.
Artisan blog retro neutra.*



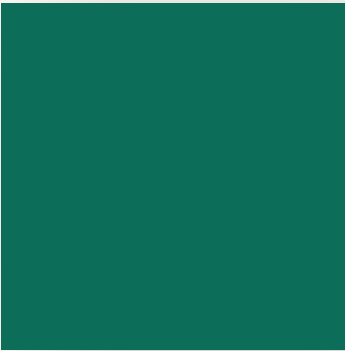
Brand guidelines

Color

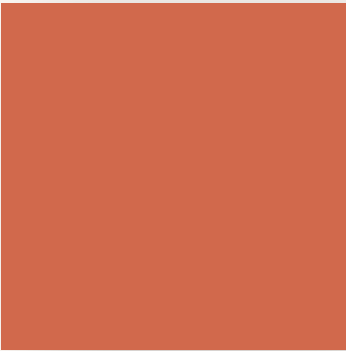
Primary



HEX 000000
R0 G0 B0
C30 M30 Y30 K100



HEX 006E5B
R46 G181 B180
C90 M35 Y70 K20



HEX CF694C
R192 G89 B49
C15 M70 Y75 K02

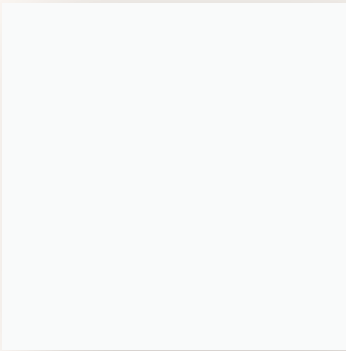
Secondary



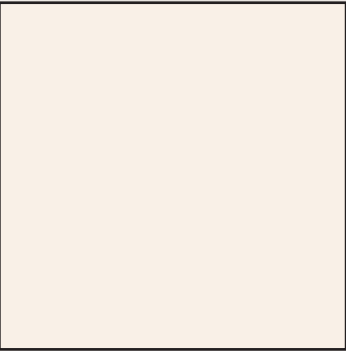
HEX 999999
R153 G153 B153
C43 M35 Y35 K1



HEX D2D2D2
R210 G210 B210
C17 M13 Y13 K0



HEX F8F8F8
R248 G248 B248
C2 M1 Y1 K0



HEX CE283D
R206 G40 B61
C2 M5 Y8 K



HEX FFFFFFFF
R255 G255 B255
C0 M0 Y0 K0



Brand application



Business card



Brand application



Facebook cover



Contact your designer



Rainmar

Contact me

<https://99designs.com/profiles/1455638/about>

Experience skill set

Logo design, Brand identity, Graphic design,
Packaging design, Advertisements

Portfolio

<https://www.behance.net/ramy1nr1113>



Glossary

RGB

(Red, Green, Blue) color mode is for anything that is computer-based design. This includes websites, apps, banner ad and any other design created for electronic use.

Raster

Raster images are made up of a set grid of dots called pixels, where each pixel is assigned a color value. Unlike a vector image, raster images are resolution dependent. When you change the size of a raster image, you shrink or stretch the pixels themselves, which can result in a significant loss of clarity and produce very blurry images.

CMYK

(Cyan, Magenta, Yellow, Black) color mode is used for print design. This includes logos, business cards, stationary, illustration, packaging and any other designs used for print.

Lossless

Lossless image formats capture all of the data of your original file. Nothing from the original file, photo, or piece of art is lost—hence the term “lossless.” The file may still be compressed, but all lossless formats will be able to reconstruct your image to its original state.

Vector

Vector images are made up of points, lines, and curves that can be infinitely scaled without any loss in image quality.

Lossy

Lossy image formats approximate what your original image looks like. For example, a lossy image might reduce the amount of colors in your image or analyze the image for any unnecessary data. These clever technical tricks will typically reduce the file size, though they may reduce the quality of your image.

Glossary

JPEG/JPG

JPEG is a lossy raster format that stands for Joint Photographic Experts Group, the technical team that developed it. This is one of the most widely used formats online, typically for photos, email graphics and large web images like banner ads. JPEG images have a sliding scale of compression that decreases file size tremendously, but increases artifacts or pixelation the more the image is compressed.

AI

AI is a proprietary vector image format that stands for Adobe Illustrator. The format is based on both the EPS and PDF standards developed by Adobe. Like those formats, AI files are primarily a vector-based format, though they can also include embedded or linked raster images. AI files can be exported to both PDF and EPS files (for easy reviewing and printing), and also JPEG, PNG, GIF, TIFF and PSD (for web use and further editing).

EPS

EPS is an image format that stands for Encapsulated PostScript. Although it is used primarily as a vector format, an EPS file can include both vector and raster image data. Typically, an EPS file includes a single design element that can be used in a larger design.

PDF

PDF stands for Portable Document Format and is an image format used to display documents and graphics correctly, no matter the device, application, operating system or web browser. At its core, PDF files have a powerful vector graphics foundation, but can also display everything from raster graphics to form fields to spreadsheets. Because it is a near universal standard, PDF files are often the file format requested by printers to send a final design into production. Both Adobe Photoshop and Illustrator can export straight to PDF, making it easy to start your design and get it ready for printing.

PNG

PNG is a lossless raster format that stands for Portable Network Graphics. Think of PNGs as the next-generation GIF. This format has built-in transparency, but can also display higher color depths, which translates into millions of colors. PNGs are a web standard and are quickly becoming one of the most common image formats used online.

Lossy

TIFF is a lossless raster format that stands for Tagged Image File Format. Because of its extremely high quality, the format is primarily used in photography and desktop publishing. You'll likely encounter TIFF files when you scan a document or take a photo with a professional digital camera. Do note that TIFF files can also be used as a "container" for JPEG images. These files will be much smaller than traditional TIFF files, which are typically very large.



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