



Brand Guidelines 2019



A. Introduction



About the foundation:

India Vision Foundation is a voluntary non-profit, non-government organization registered as a Trust in India vide No. **4595** dated August **1, 1994**. The foundation was born out of Ramon Magsaysay award (Equivalent to Asia's Nobel Peace Prize) conferred to Dr. Kiran Bedi, the first lady IPS (Indian Police Services) of India, for forging 'positive relationships' between people and police through creative leadership. Foundation aspires to contribute towards a crime free society by initiating reformation programs for prison inmates and reintegration opportunities to released inmates for the reduction in recidivism/re-offence; also facilitate welfare programs for their children/children of prison inmates to save them from becoming victims of their parental incarceration.

FCRA registered: **231650936**

Vision: India Vision Foundation aspires to contribute towards a crime free society by initiating reformation programs for prison inmates and reintegration opportunities to released inmates for the reduction in recidivism; also facilitate welfare programs for children of prison inmates to save them from becoming victims of their parental incarceration

Mission: Save the Next Victim



Brief about the logo:

Foundation's logo has been modified from the previous version wherein the project colors have been incorporated in the logo. Pink denotes Education of Children of Incarcerated Parents & Orange denotes Prison Reforms.

Our registered name "India Vision Foundation" & its mission " #SaveTheNextVictim"



B. Basic Elements



Clear Space

Clear space is the area that is required around the outside of the logo. It is must to be kept free of other graphic elements such as headlines, text, images and the outside edge of materials.



Minimum Size

Figure A Print



2x1 inch

Figure B Digital



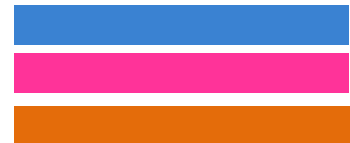
13.056 x 11 inch

Minimum size:

It is important that the size of the logo is not reduced to such an extent as to minimize the visual impact. Therefore, it is recommended that the logo is not reproduced in a size less than 2*1 inches.

Maximum size:

The maximum size recommended for the logo use should be no larger than 10 % of the document size or area.

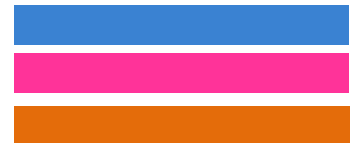


Position of the logo:

The foundation's logo is placed in at left or right corners at top & bottom of the page. It is advised that the logo is used on any single page at any one time.



- Top right corner
- Top left corner
- Bottom left corner
- Bottom right corner



Color Palette



Blue - CMYK :- 81-33-6-11; RGB:- 10-127-177; HSB:- 197-94-69



Yellow - CMYK :- 0-65-100-0; RGB:- 243-120- 32; HSB:- 24-86-95



Pink - CMYK :- 0-85-24-0; RGB:- 29-77-128; HSB:- 340-67-94

Text & Fonts

India Vision™
Foundation

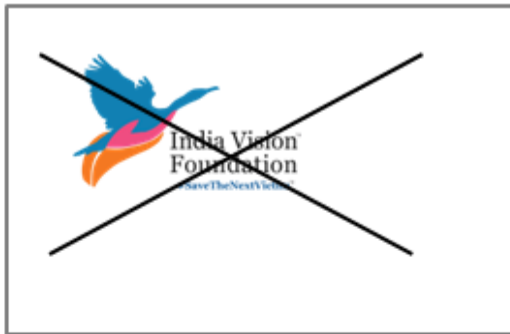
Font – Georgia , Regular, 48pt **Color Code** – CMYK -71- 66-64-65

#SaveTheNextVictim™

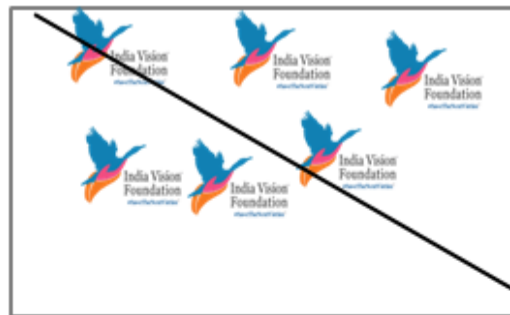
Font – Georgia, Bold , 21 pt **Color Code** – CMYK – 96-70-12-1



In correct Logo usage



Do not distort the identity horizontally



Do not create any pattern with identity for use on any tearable application



Do not rotate the identity in any angle



Do not change the colors of the identity



Never use the wordmark independently



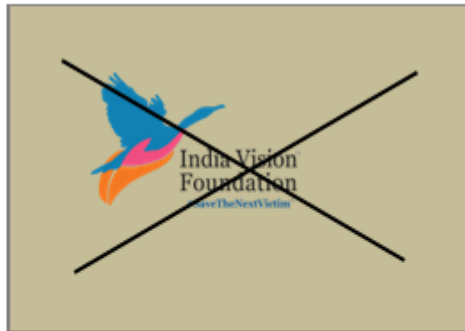
Do not use any special effects in print applications



In correct Logo usage



Do not change the unit of the logo



Don't use the identity on colors without a bounding box as specified in the guidelines



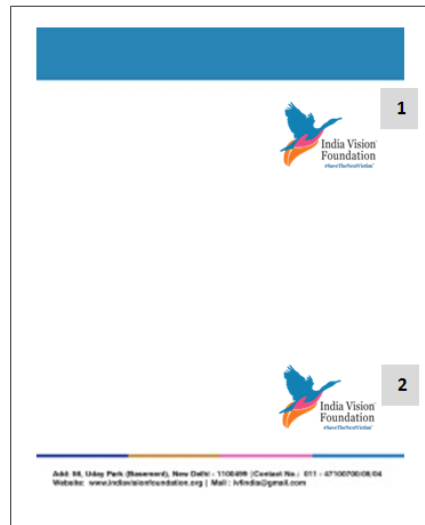
Do not place the identity directly on a photographic background which compromises the brand mark legibility



C. Collateral, Media & Merchandise usage



Letter Heads, Document & Infographics Templates



PowerPoint Templates

To be used on the right hand side bottom of
The page with
Height -0.2mm

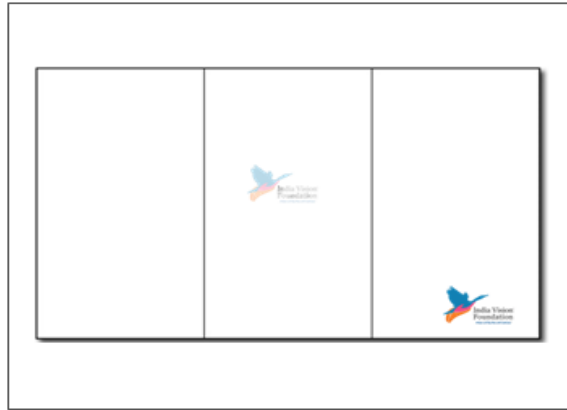


If the logo is used the logo should be also used
at the right hand side bottom of the page.



Promotional materials

When considering promotional materials/merchandise please:



Online & Digital Presence:

Websites

The logo should be used on the website post the commencement of partnership under the partners & supporters section of the website.

In case, the partnership is announced on the home page and the logos are used on the home page kindly use the logo at the bottom of the footer on the right hand side of the web page.

Social networks:

For any announcements or campaigns to be used kindly get prior approval for usage from the Director & the Communication department of the foundation. For social media usage kindly refer to the Social Media Policy published by the foundation.



Video

The use of video is an effective way of communicating key messages to your target audience. If the foundation's logo is incorporated in any video throughout it is mandate to be used on the on the left hand side bottom or top of the montage. In case the logo is used as partners in few places it should be used on the right hand side top as and when incorporated in the video.

Dual Branding

If the foundation is the primary sponsor & partner the logo should be placed as first identity if not then as second identity in the same collateral.



LOGO

LOGO



D. Partner Usage



The Foundation encourages partners to spread the word about its cause and work effectively. The purpose of this unique and powerful collaboration with partners is to expand our reach jointly to our different stakeholders.

The above branding framework applies to all partners of the Foundation and is effective within a week after the official commencement of the project.

- The Foundation allows its partners to incorporate its brand in the partners' resources: print, audio and video materials, only after prior communication and approval of the same by the Foundation's Director & Communication Department.
- Partners shall incorporate Foundation's messages and materials with appropriate permission from Foundation and only for projects/ events the Foundation has committed to.



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- The partners can adopt and distribute Foundation's logo in their own campaigns and program materials and collaterals such as standees, backdrops, T-shirts, brochures, fliers, videos, etc., with appropriate permission from the Foundation. The brand guidelines for the usage of logo and taglines must be strictly adhered.
 - The logo can be used in the partners' digital channels also, including Official Website and Official Facebook page.

In the event of misuse of the foundation's misuse, including the name, logo and tagline, by a partner at any time, the Foundation reserves the right to sever ties with the said partner and may take legal action for the same.

The name, logo and tagline are owned completely by the Foundation and all rights are owned by the Foundation. The original logo will be shared with the partner on request. The above- mentioned guidelines have been created to preserve the brand identity of the Foundation and to enhance the impact to the partner by combining efforts and resources under the collaboration in the most effective manner.

