Udhyam
Learning Foundation

BET ON YOURSELF

BRAND MANUAL

INDEX

Udhyam | **BET ON YOURSELF**
Learning Foundation

THE UDHYAM BRAND

▶ ▶

Udhyam is a nascent brand discovering its world view and slowly but surely creating impact in the world. At the same time, it is scaling at a pretty rapid pace and its culture and DNA is quickly forming in an organic way. This is classically true of any emergent brand and in the case of Udhyam, has a few individual peculiarities.

Organisational Brand

In brands that are founder-led during inception, there always comes a slow and steady transition into becoming an organisational brand. Here the brand grows from the canopy of the founder's individual brand and stands on its own feet. When this exercise is done in a professional manner it uses the best of the founder's brand value and amplifies it into an organisational brand asset rather that creating one in exclusion of the other.

Narrative Strands

In the starting years, it is likely that many narrative strands come about to explain parts of the organisation or the whole. This happens because not everyone is privy to the private vision of the founder, not to the constant meta-updates to the narrative happening at a strategic and organisational level and each have to cater to the listening of the stakeholders / programs they are dealing with.

A brand definition exercise allows for winnowing through the various strands and choosing which ones are best at that time point of evolution.

Credibility

Until an organisation has developed a formidable track record and created some large scale impact people always look for surrogates for the credibility and professionalism of the organisation. Its origins, theory of change, partners etc. A clean and authentic brand communication goes a long way in the uphill task of the early years.

Attract Talent

It is important for a brand like Udhyam to showcase the life and culture at work. While impact and the allure of doing something consequential is huge, talent also seeks a creative and verdant place to unfold. Also, at times employees in the course of the

everyday lose touch with the meta-meaning and inspiration of the brand in the rigours of everday tasks. Here, a defined brand puts them in touch with the source inspiration.

Clarity

A branding exercise provides clarity at two levels. One, what aspects of a brand are clear and have consensus. Also, clarity on certain aspects of the brand that are yet not in place. Often these aspects of a brand just go along without anyone really thinking about it or asking a precise question. People fill up the gaps with their own private hypothesis and business as usual goes on.

Brand Building Mechanisms

New organisations very rarely know how to document aspects of their own brand. They neither know what is important to the brand narrative, nor do they have mechanisms to capture these. Be it impact stories, events, milestones, testimonials etc. A brand building exercise aids this very vital need.

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BRAND POSITIONING

▸ ▸

This is a tool predicated on the idea that a brand is illuminated by what makes it truly unique. This uniqueness could be informed from a core competence, rare offering, ethic, mission, backstory, etc. It tries to define with sharpness what need / value the world has for that product or service and what unique value the organisation has. It becomes a powerful guiding compass for the whole brand. We define this in two words - the motivator and the differentiator. These two words are yoked together to define the brand:

The Motivator

Why people choose / need a particular product at all; for example, soap to clean themselves.

The Differentiator

Why people choose a particular brand for the purpose. For instance, Cinthol for freshness, Lux for glamour, etc.

There are many approaches designed to help people actualize their potential. Founded with the quest of co-creating a caring world where people fearlessly pursue their potential, Udhyam is committed to the cause of re-engineering the human mind by developing entrepreneurial mindsets.

They have co-evolved interventions for youth learners and micro-entrepreneurs to further this mission. Potential is the functional and philosophical category that Udhyam operates in. Therefore, we define potential as the motivator.

Udhyam emerged from this unwavering faith that human potential is intrinsic and universal, waiting to be discovered. This means they are facilitators of potential rather than creators. All their programs are designed with this philosophy in mind. Therefore, the differentiator is unlocking potential.
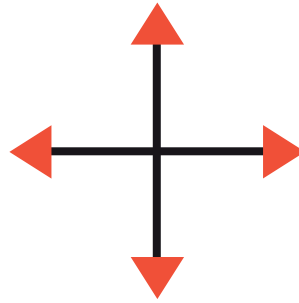
DIFFERENTIATOR | UNIQUENESS

BET ON YOURSELF

STRATEGIC POSITIONING

Defined using a simple 4 grid format ▶ ▶ ▶ ▶ ▶ ▶ ▶

▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

PROBLEM

Human problem behind the problem as it seems.

INSIGHT

An unspoken truth that sheds new light to the problem.

ADVANTAGE

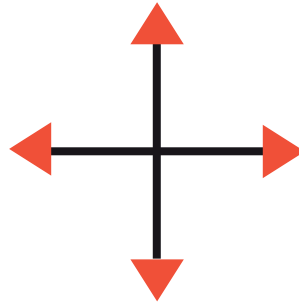What makes us unique and relevant in our beneficiaries lives.

STRATEGY

A unique way of seeing what all can we do in the light of seeing it all.

PROBLEM

I never feel my life is my own. Others are often dictating my actions.

INSIGHT

Realization that 'I can', makes me confident of my future.

ADVANTAGE

Udhyam equips individuals with the agency to carve their own path.

STRATEGY

Udhyam enables individuals to claim ownership over their future.

GOLDEN CIRCLE

Defining the WHY, WHAT and HOW of what Udhyam does ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

▶ ▶

WHY

Human potential is intrinsic and universal, waiting to be discovered.

HOW

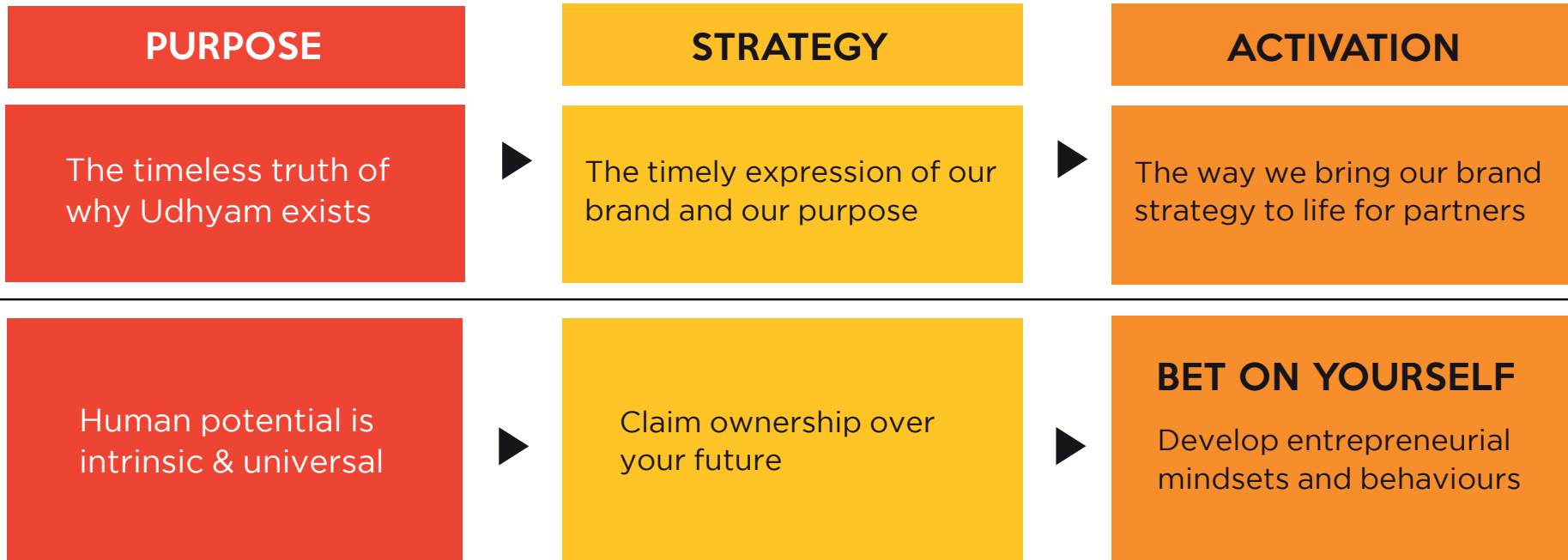Enabling individuals to own their future by discovering their potential.

WHAT

Developing entrepreneurial mindsets and behaviours through learning and product interventions.

ACTIVATING STRATEGY

**TRANSLATING STRATEGY INTO
THE PLATFORM IDEA** ▶ ▶ ▶ ▶ ▶ ▶ ▶

▶ ▶

PURPOSE	STRATEGY	ACTIVATION
The timeless truth of why Udhyam exists	The timely expression of our brand and our purpose	The way we bring our brand strategy to life for partners
Human potential is intrinsic & universal	Claim ownership over your future	**BET ON YOURSELF** Develop entrepreneurial mindsets and behaviours

BRAND PERSONALITY

The idea of this tool is that though the uniqueness of a brand is important, the tone of it finding expression is also vital. Each organisation and brand has an inherent personality that outlines its tonal value and style of communication. We try to define these aspects by imagining the brand personified as a person or character.
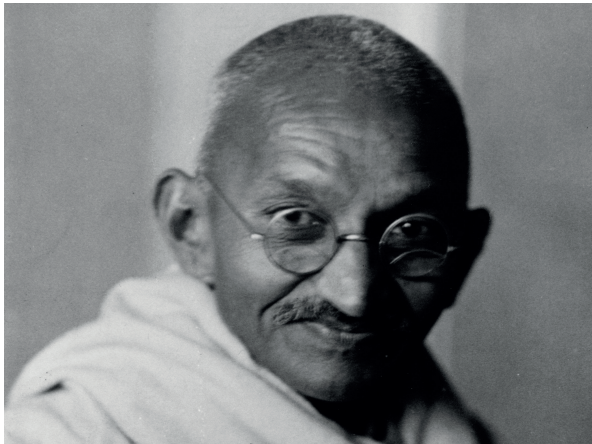
The personality gives a holistic view into the softer aspects of the brand and is very useful in creating a relatable brand for both internal and external stakeholders. It also helps guide design and communication aspects of the brand.

BRAND PERSONALITY

▶ ▶

Mahatma Gandhi

Nelson Mandela

A swan that is calm and glides over turbulent waters

BRAND PERSONALITY

▶ ▶

Tenacity for undertaking an arduous journey

Teacher   **v/s**   **Facilitator**

Revolutionary   Grounded

Empathetic   Youngish

Ambitious   With substance

UDHYAM IS	UDHYAM ISN'T
Confident	Preachy
Believable	Idealistic
Motivational	Exclusive
Innovative	Prescriptive
Empowering	Frivolous
Action-oriented	Loner

Masanoubu Fukuoka

WORD BUBBLE

▶ ▶

Tools like positioning give a sense of sharpness, while personality gives a mixture of abstract and real aspects. Brands, although, have many dimensions. The word bubble is a simple but elegant way to swathe larger and less expressible aspects of the brand into visibility. Here we get key stakeholders to reflexively think of, say five, words that come to mind when we think of the organisation.

curious kindness

no fear of failure

real-world technology

nanopreneurs facilitator experimentation ownership

entrepreneurship BET ON YOURSELF learning by doing

outcomes non-hierarchical

innovative young learners

design thinking behavioral change

entrepreneurial mindset

scale agile

sustainable development

belief in human potential

CATEGORY LANDSCAPE

▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸

SINGULAR PITCH

Singular takeaway that can be defined for all the stakeholders simply

UNIFYING THE PROPOSITION FOR SHIKSHA & VYAPAAR

IMPACT FIRST CONVERSATION

Benefit delivered to be the singular conversation starter

IMPACT THE START OF THE CONVERSATION

SEAMLESS INTEGRATION

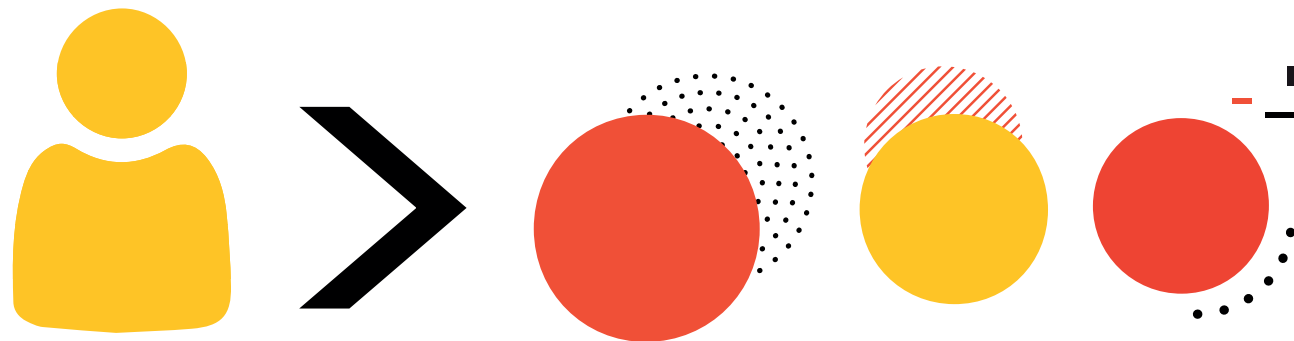The purpose of founding the organisation to be integrated in the how

WHAT, WHY & HOW TO BE INTEGRAL AT ALL TOUCHPOINTS

BRAND
PRINCIPLES

USER OVER UDHYAM

What they would like to know rather than what we would want them to know. ▸ ▸ ▸ ▸ ▸ ▸ ▸ ▸

VISUAL OVER TEXTUAL

If you can say it with a picture ▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶

CLARITY
OVER JARGON

The simpler the better ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

CONSISTENCY OVER DISRUPTIVE CREATIVITY

Creative and following brand guidelines,

preferred over just a creative. ▸▸▸▸▸▸▸▸▸▸▸▸▸▸▸

BRAND ASSETS

Brands straddle both the abstract and the tangible, which makes it difficult to define it in a complete and precise way. We use various frameworks to evoke and define the brand in a productive way for use.

THE
LOGO

▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

The logo is one of the primary representative assets of a brand. It is the face of the brand and - on more than just a cursory glance - also projects its identity in a simple, legible visual language.

Udhyam is a mixture of old-world ethics like hard work, rigour, humility, etc. and modern day virtues like passion, ingenuity and initiative. The logo attempts to capture these heterogenous attributes of the brand.

This design follows a simple two-line layout, featuring the brand name in a classy Serif font above and the descriptor in a soft, rounded Sans Serif font below. The line adds an element of playfulness; the break caused by the 'Y' is a disruptor to rigidity. The visual contrast between the fonts reflects the juxtaposition of Udhyam's different attributes, while the colour palette inspires joy, energy and brings out the earthiness that the brand possesses.

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Udhyam

If the logo is being used in a size smaller than 20mm width, use it without the second line.

The logo should have a white space around it, atleast to the height of the 'L' from the baseline.

Udhyam
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Udhyam

Learning Foundation

| BET ON YOURSELF

It can be used either with the original colour palette or in complete black or white.

Udhyam

Learning Foundation

| BET ON YOURSELF

Hex : EE3A23	EB3927	EF6425	F48421	F59822	F5A620
CMYK : 0;92;100;0	1;93;97;0	1;75;98;0	0;58;99;0	1;47;98;0	2;39;98;0
RGB : 238;58;35	235;57;39	239;100;37	244;132;33	245;152;34	245;166;32
HSB : 5°;85;93	4°;83;92	18°;84;93	26°;86;95	32°;85;96	36°;86;96

Udhyam

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BET ON YOURSELF

Hex :	EE3A23		F5A722	000000
CMYK :	0;92;100;0		2;38;97;0	75;68;69;90
RGB :	238;58;35		245;167;34	0;0;0
HSB :	5°;85;93		36°;85;96	0°;0;0

Colour Codes
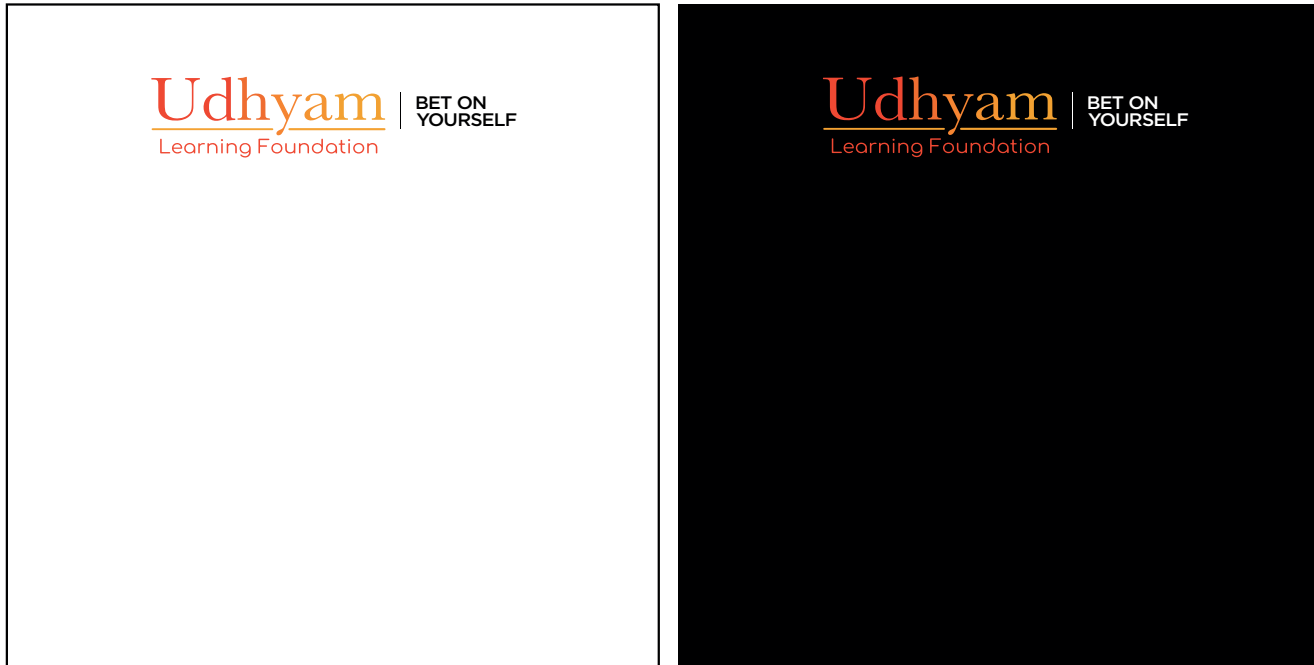
USE THIS WAY
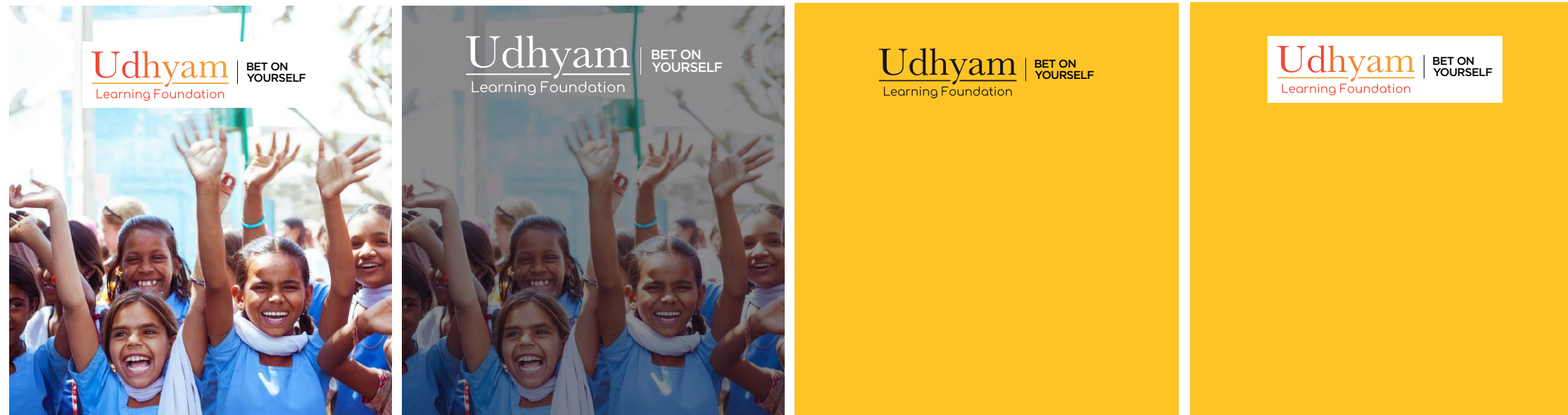
On a busy image, the logo can be used either over a white box, or a dark wash can be applied to the image before placing the logo to add more contrast.

USE THIS WAY

Over black & white backgrounds, the coloured logo needs to be placed.

DO NOT USE THIS WAY

The logo is barely visible on a colour patch similar to the logo's colours

The logo's visibility is affected once again, as this is a dull backdrop

On a busy photo, the logo's colour gradient is lost

The logos of the Udhyam programs are to be placed below Udhyam in a single color with the ellipses on either end, as shown below:

Udhyam
BET ON YOURSELF

••• Shiksha •••

Udhyam
BET ON YOURSELF

••• Vyapaar •••

Udhyam

Shiksha

BET ON YOURSELF

Colour Codes

Udhyam | BET ON YOURSELF
Vyapaar

Colour Codes

The logo is to have a white space around it, at least to the height of the 'V' & 'S' from the baseline.

For the respective baselines - Shiksha and Vyapaar - the ellipses are to be placed at a distance of the shown square from both sides of the word. This square is equal to the diameter of one ellipse and its distance to the next ellipse put together. They are also to be centrally aligned to the height of the lower case letters.

DO NOT USE THIS WAY

Udhyam
••• Shiksha •••
| BET ON YOURSELF

Udhyam
••• Vyapaar •••
| BET ON YOURSELF

The sequence of the ellipses has been changed

Udhyam
••• Shiksha •••
| BET ON YOURSELF

Udhyam
••• Vyapaar •••
| BET ON YOURSELF

Shiksha and Vyapaar are placed at incorrect distances from the line

Udhyam
••• Shiksha •••
| BET ON YOURSELF

Udhyam
••• Vyapaar •••
| BET ON YOURSELF

The logo colours are used incorrectly

THE
FONTS

Two fonts - Gotham and Keep Calm, both belonging to the Sans Serif family, have been chosen for headlines and body copy as the house fonts.

These are highly legible, simple fonts that are also easily accessible to the non-designer.

The fonts have been chosen according to their compatibility in terms of form, scalability and weight. Both have a number of weights and styles that complement each other along all these attributes.

Primary Typeface

GOTHAM **GOTHAM**

GOTHAM GOTHAM

A classic, dignified Sans Serif font to be used for primary headlines and body copy. It is mainly used in the Udhyam Red or black colour. On coloured backgrounds, it is used in white or black.

USE CASE:

For page headlings, primary headlines and body copy.

Secondary Typeface

KEEP CALM
KEEP CALM MEDIUM

Easily legible Sans Serif font to be used for secondary headlines.

The colour to go for is Udhyam Red or black.

USE CASE

Separator page title and secondary headlines.

Font Hierarchy

GOTHAM
BOLD

Underline with Udhyam Red / Yellow on a white background or
Underline with Udhyam Red / white on Udhyam Yellow background

Secondary headlines:
Keep Calm / Keep Calm Medium
(Black / Udhyam Red)

Body copy:
Gotham Book (Black)

Typography:
All fonts + Gotham (Black)

COLOUR PALETTE

Every brand has a set scheme of house colours. These provide a sense of identity to the brand and evoke feelings that the brand identity is meant to solicit from the viewer. Unlike the brand logo, the colour palette is a subtler element that works subliminally for the most part.

To represent Udhyam's aforementioned attributes, we constructed a vibrant but grounded palette. The use of warm, bright colours - in this case, variants of red, orange and yellow - conveys Udhyam's ethos and energy. However, with a palette as potent as this, there lies the possibility of overkill and/or saturation. To counter this and to make a judicious use of these colours, we have inlaid the palette into various design elements, which will ensure its prominence but not risk misuse. The negative spaces have also been featured as a protagonist to balance out the design.

PRIMARY COLOURS

Udhyam Red

Hex : FF2B18
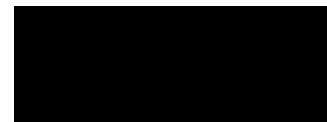CMYK : 0;89;87;0
RGB : 255;43;24
HSB : 4°;90;100

Udhyam Yellow

Hex : FFC600
CMYK : 0;24;96;0
RGB : 255;198;0
HSB : 45°;100;100

SECONDARY COLOUR

Udhyam Orange
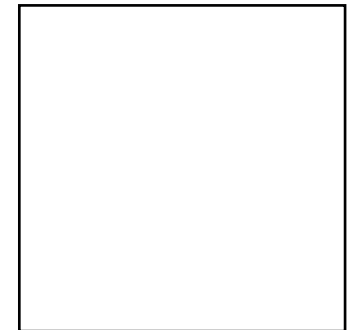
Hex : FF8E01
CMYK : 0;53;93;0
RGB : 255;142;1
HSB : 32°;99;100

BASE COLOURS

Black

Hex : 000000
CMYK : 75;68;67;90
RGB : 0;0;0
HSB : 218°;3;0

White

Hex : FFFFFF
CMYK : 0;0;0;80
RGB : 255;255;255
HSB : 299°;0;100

The palette is made of broadly recognised hues, each of which has certain attributes attached to it. In the same way that colours can be classified as warm or cold, they can also be understood in terms of the emotional response they generate in the viewer. These 'responses' have been studied, put down, mapped and used in various creative disciplines throughout the ages. For instance, the colour blue is associated with serenity and rationale; green is associated with nature, vitality and freshness, etc. Branding recognises these attributes and homogenises them with the overall design language. In this palette, Udhyam Red particularly reflects these principles. It puts the organisation's robustness, expertise and leadership on the forefront. Being a bold, visible colour, it announces how Udhyam is not subdued, but out there.

| Confident Energetic Passionate | Friendly Nurturing Optimistic | Creative Enthusiastic Warm | Elegant Sophisticated Stoic | Simple Brilliant Open-minded |

USAGE

The most intense and visible out of all the colours, Udhyam Red is to be used for primary visual elements. It is not to be used as a background colour, but is used in sub-headings.

This earthy shade of yellow is incorporated into various primary visual elements and backgrounds. Udhyam Yellow is not to be used in text.

This warm colour can be used in some primary and mainly secondary visual elements to offer contrast or make other elements pop. Udhyam Orange is not to be used in text.
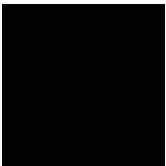
Black has great visibility and can be used in headlines, primary visual elements, and all typography.
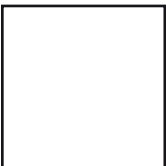
White, with its brightness, can be used in various places where contrast is required, and in the background too.

PHOTOGRAPHS

▸ ▸

Here are some guidelines for the use of photographs as design elements

USE THIS WAY

HAPPY | INTERACTIVE | GREYSCALE | INDIVIDUAL CROPPING | STRIKING | CONFIDENT | ACTION-ORIENTED

DO NOT USE THIS WAY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut

Lorem ipsum dolor sit amet, consectetuer adipiscing

Text cannot be used on greyscale images

Text cannot be used on a busy photograph

Text should never cover the face or body of the subject

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BET ON YOURSELF

- **INTRODUCTION**

- **DEFINING THE BRAND**

- **BRAND PRINCIPLES**

- **BRAND ELEMENTS**

- **FRAMEWORKS**

BRAND ELEMENTS

▸ ▸

Visually, these design elements are a distillation of the colour palette into a versatile, adaptable form. On a thematic level, the design elements mean to convey ever-forming, endless human potential. The colour palette is an amalgamation of the brand colours. They also tease a continuance, like there is something more to this story needing to be unfurled. These elements represent Udhyam's unbounded energy that is expressed and harnessed in many ways.

They are friendly shapes and work with Udhyam's overall identity.

These elements can be used in a variety of ways - as a separator graphic, as markers for continuity and as a parenthesis.

While using these elements please keep in mind the weightage and visual balance when creating a layout. Urge the visual communicators to not only keep the meanings of the elements alive but to also feel free to play around with them and to keep it visually consistent as well as aesthetic.

This has been illustrated in the following pages.

Solid coloured circles

i. Large solid circles are usually placed behind the greyscale images

ii. Small solid circles to appear behind numerals or data. Solid circles can also host an image within them, and be used as a filler element along with the bigger solid circle when an image is used

iii. These circles can be halved as needed

iv. These circles can be yellow, white or red

v. Unless an overlapping solid circle is white, two-coloured circles when used together need to have a thin white separator to show an overlapping effect

vi. Tiny icons / images in greyscale can be placed on solid circles if needed

vii. Solid coloured circles can be used over text to cover the first three or the last three alphabets to highlight a word or a phrase.

viii. Solid coloured circles can also be used to highlight impact figures / data points.

USE THIS WAY
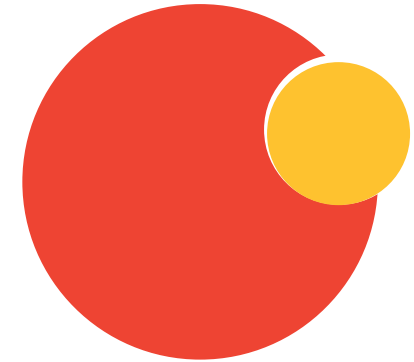
8 LAKHS

Concentric circles

i. The concentric circles are meant to show and give importance to individuals betting on themselves

ii. They will be mostly placed behind people's heads, to show change of mindset and to place them in a positive light - as it almost gives a halo effect

iii. They can also be placed around solid circles, images or shapes. There is a part of it (usually 2/3rd) peeping out from behind the solid element.

iv. When placed on the white background they are either in red or yellow, and black when on the yellow background
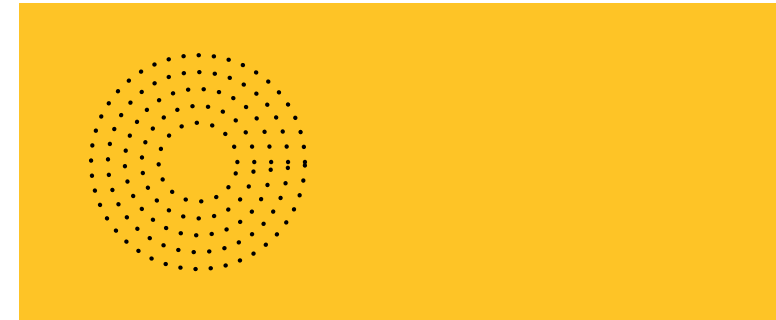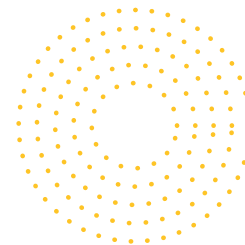
Circles with parallel lines

i.   These circles can have yellow, red or black lines when on a white background and red, black or white lines when placed on a yellow background

ii. These circles can be placed around images or solid circles. There is a part of it (usually 2/3rd) peeping out from behind the solid element

Dashed lines

i. The usage of the dashes is to show progression, and they represent making better decisions. They are also used as a divider / separator in certain sections

ii. Can be used alongside images or other brand elements in a combination of two complementary colours. They ideally need to flow horizontally, from left to right, in three rows

iii. If they are being used as separators, they need to be vertical, in one row and in one colour and in one row that stands out against the background colour

Lorem ipsum dolor sit amet

Lorem ipsum dolor sit amet
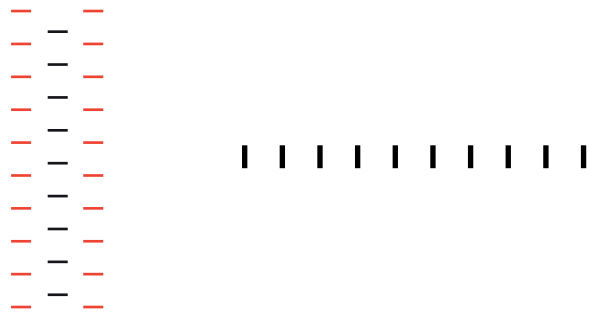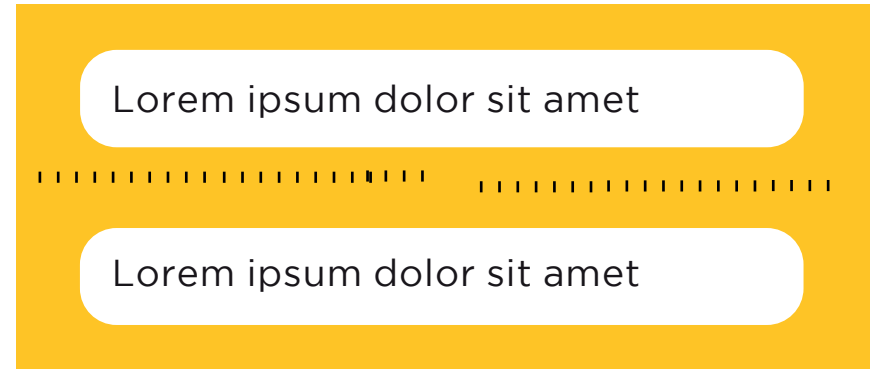
Dotted grids

i. A dotted grid is meant to indicate stability and planning

ii. They can be used in white, yellow, black, red or orange colours on a complementary background colour (white or yellow)

iii. They are rectangular and are used in combination with other elements, usually peeping from behind them

USE THIS WAY

Arrows

i. The arrows are used to urge people to a Call To Action (CTA), and they also indicate moving forward. When they are placed vertically (e.g., testimonial section) it is to a show rise in potential and people betting on themselves

ii. They can be used in white, yellow, black, red or orange colours on a complementary background

iii. They can be used in single lines and up to a maximum of three lines

iv. Whenever more than one line of arrows is used, the colours need to alternate

v. They are used to point to a direction where we want the visual to flow, or wherever there is a Call to Action (CTA)

USE THIS WAY

Call to Action (CTA) rectangles

i.   They are to have a contrast-coloured shadow under them

ii. Preferably, use black text in them

iii. They are to have sharp edges

USE THIS WAY

DONATE

Underlines under headlines and images

i.   A solid underline, which can be red, white or yellow, and approximately of the width of the black Gotham font is to be used

ii. A solid underline in a colour contrasting with the background to also be used under greyscale images

LOREM IPSUM

Elements that complement the overall design

i. Solid or empty squares and circles used on their own or in combination with solid bold dashes

ii. The square boxes indicate steps - steps moving forward, and steps to **Bet On Yourself**

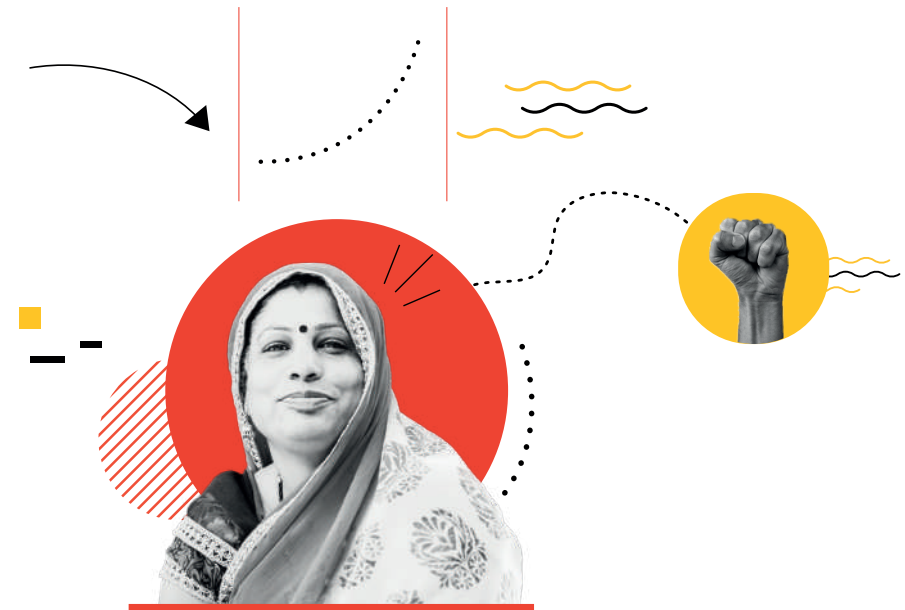i. Three lines popping out indicate an outcome
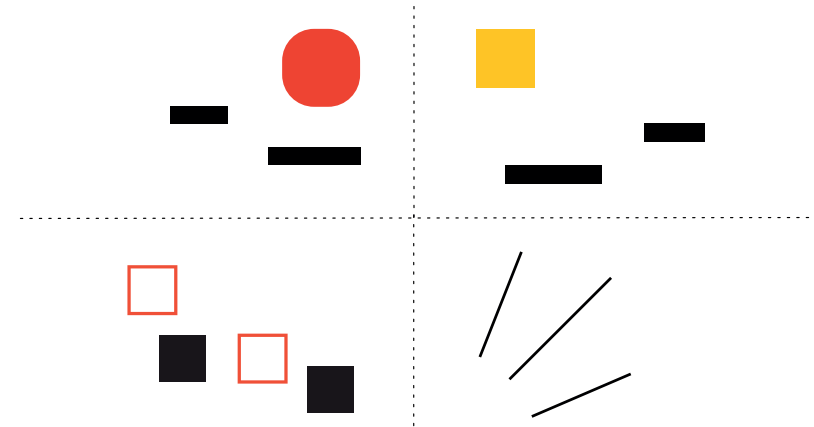
Movement highlighting elements

i.   Curved arrows
ii. Curved dotted lines
iii. Thin wavy lines

All of them are to be used sparingly, only to fill empty spaces and in brand colours.

USE THIS WAY

THE DISPLAY BOX

▸ ▸

In certain circumstances, some text or visual assets may need to be highlighted and this requires more than increasing the weight of the font. Here is where the display box is to be used. This element is to be implemented in instances where there is need for labelling visuals, adding a blurb or highlighting a section of copy or an icon requiring attention.

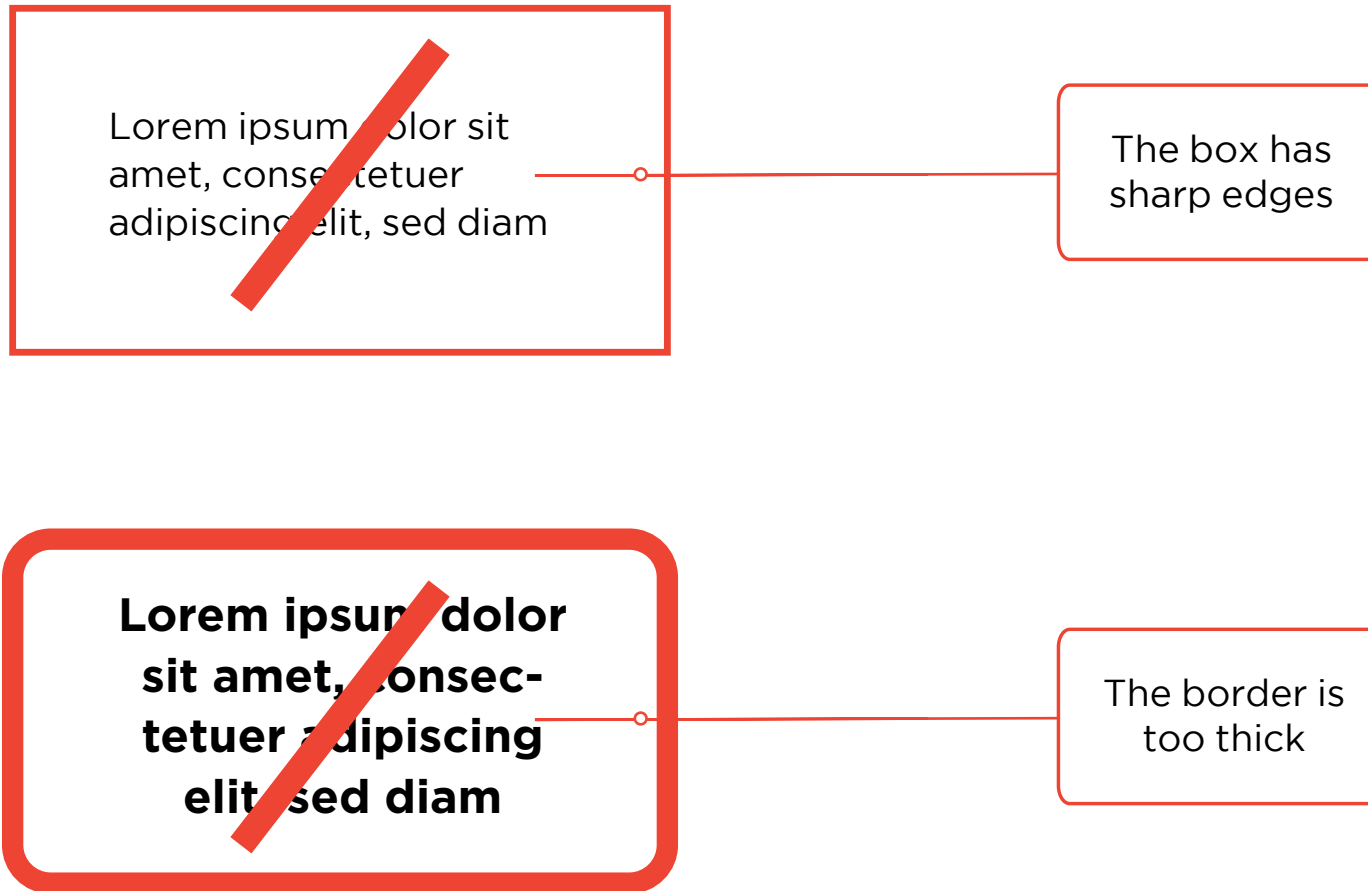The box is a simple rounded rectangle, with its border in the Udhyam Red hue to draw emphasis to the assets being highlighted.

USE THIS WAY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit
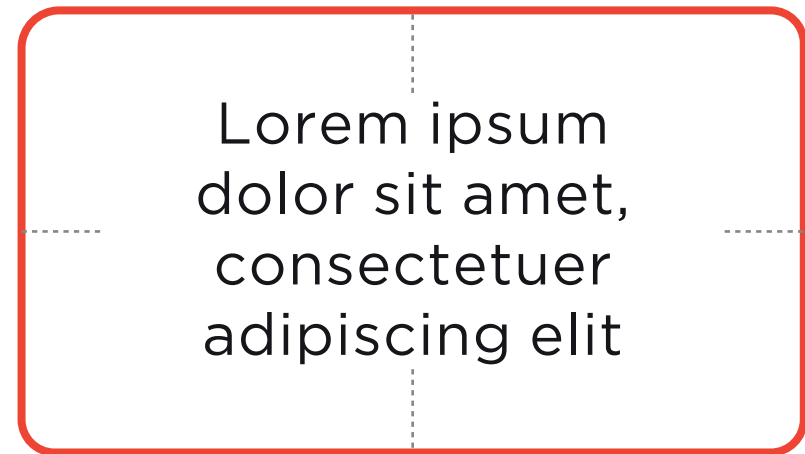
The box is to have a thin border, preferably 2-3 pixels thick, and round corners with a radius of 5 pixels. If there is text copy inside the box, there needs to be adequate space around the text to avoid crowding.

DO NOT USE THIS WAY

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

The box has sharp edges

Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam

The border is too thick

VIDEOS

▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

While shooting a video you will have to keep in mind all preceding brand guidelines and guideline for images. In addition, a few things to keep in mind:

i.   The tone should be inspirational in an understated manner where the key protagonist is the person rather than Udhyam. It should have some element of storytelling than being a vanilla pastiche of clips.

ii. Try to shoot people in a candid, natural environment. Try to frame the narrative in a way that the film doesn't feel too choreographed or cosmetic.

iii. While conducting interviews, try to have a conversational tone rather than a Q and A approach.

iv. Try to use a microphone for sound recording or ensure you shoot in an environment / time when the din around is minimal.

v.   Avoid framing people against cluttered backdrops. If the backdrop is crowded try to frame in a way that the person has reasonable screen occupancy compared to background elements.

vi. Use house colours and fonts for titling and other graphic elements within the film.

vii. Try to have a clear closure and opening with Udhyam logo.

The videos can be framed with the person in centre focus, with the background elements blurred or the person standing against a softer background without any distractions. Shoot the video in horizontal (landscape) mode.

ILLUSTRATIONS & ICONOGRAPHY

▶ ▶

Simple, silhouette-like icons have been used, which makes the gradient inlay stand out. They are visually legible and easily understandable, without intricacies or unnecessary details. However, this does not mean that the iconography feels cartoonish or too kitsch.

A database of icons has been prepared and uploaded online for use by one and all.

Illustrations and iconography are a top-off to a brand's overall design language. We have utilised the existing design elements and guidelines to create an iconographic database that is unique to Udhyam.

To achieve this, we blended the house colour palette into a clean gradient and used it as an inlay for the icons. The vibrance of the colours enlivens the icons and lifts the design language to match the energy and aspirations of the brand.

Udhyam
Learning Foundation

BET ON YOURSELF

- **INTRODUCTION**

- **DEFINING THE BRAND**

- **BRAND PRINCIPLES**

- **BRAND ELEMENTS**

- **FRAMEWORKS**

SOCIAL MEDIA

1. Use the appropriate logo for Udhyam Learning Foundation, Udhyam Shiksha, or Udhyam Vyapaar in the top left or right corner.

2. If there are two logos in the same creative, place the Udhyam Learning Foundation logo on the upper right corner, and the Udhyam Vyapaar / Shiksha logo on the upper left corner.

3. Customise image size according to the social media platform it is being posted on.

4. Stick to brand fonts, colours, elements, and photograph styles.

5. Keep text to a minimum.

DOCUMENTS

▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

For any official Udhyam documents being shared with an external party, follow the appropriate font styles and colours for titles, subheadings, and body copy (refer page xxx). Images and charts can be inserted as needed, but must follow brand guidelines (refer to page xxx for image & chart guidelines). A base document with the guidelines is available here.

SLIDE DECKS

▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

For any official Udhyam presentations being shared with an external party, follow the appropriate font styles and colours for titles, subheadings, and body copy (refer page xxx). Images and charts can be inserted as needed, but must follow brand guidelines (refer to page xxx for image & chart guidelines). A base set of slides with the guidelines is available here.

POSTERS

▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶

For digital posters / posters being printed in full colour, the brand guidelines can be followed as mentioned previously.

POSTER TITLE


Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.
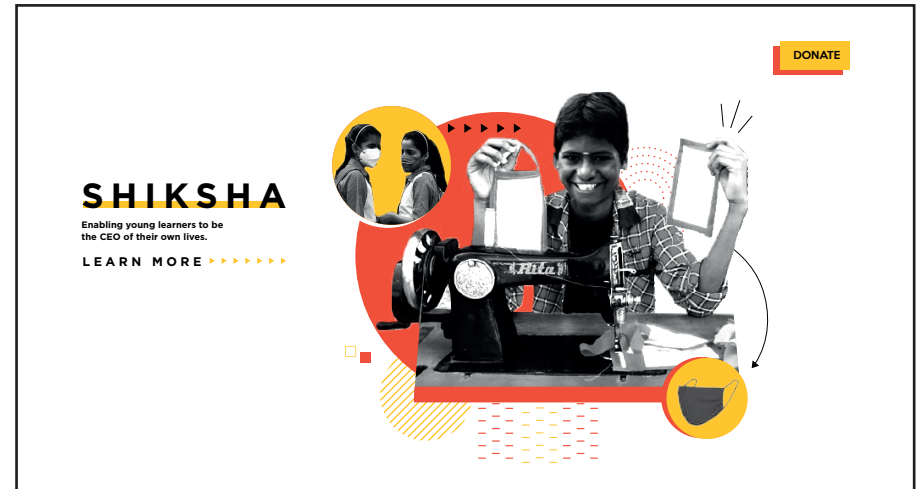
POSTERS

▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶ ▶

For posters being printed in low-resolution or greyscale, avoid dark-coloured shapes, underlines behind titles, and too many brand elements.

USE THIS WAY

POSTER TITLE

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.

DO NOT USE THIS WAY

POSTER TITLE

Lorem Ipsum

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna.
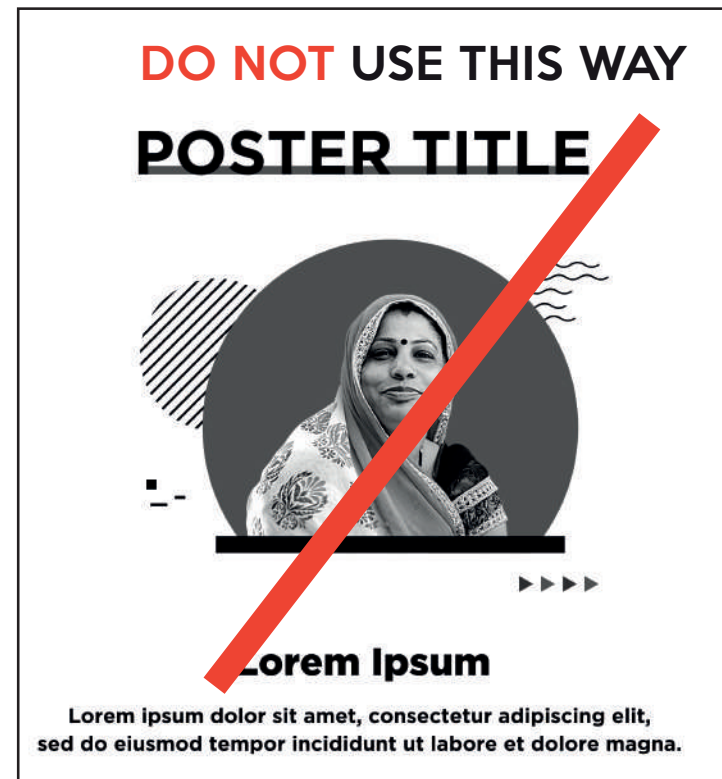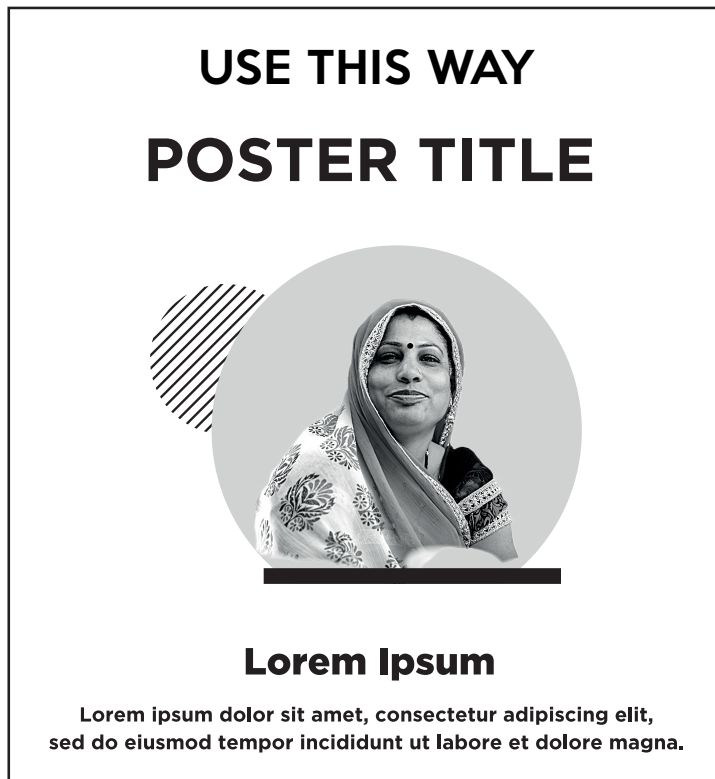
WEBSITE

▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶▶

1. Background to be either in white or Udhyam Yellow

2. Page titles to be in black with an underline in Udhyam Red, or Udhyam Yellow when on the white background. It should be white when on the yellow background

3. Sub-titles could be in Udhyam Red or black and the body copy has to be in black

4. Images should be as per the guidelines (refer to page xxxx).

5. Use CTA boxes with sharp edges and the shadow to be in…… <mention the text in CTA boxes>

6. Use the brand elements as per the guidelines on page xxx

7. Use arrows, dashed lines, or other appropriate brand elements for visual flow

DONATE

SHIKSHA

Enabling young learners to be the CEO of their own lives.

LEARN MORE ▶▶▶▶▶▶

ANNUAL REPORT 2021

DOWNLOAD ▶▶▶▶▶▶

LAYOUT GUIDELINES

▶ ▶

Here are a few guidelines for creating simple, brand-faithful layouts:

i.   The primary line to be in Gotham Bold (Black); underline with Udhyam Red / Udhyam Yellow on a white background or underline with White on a Yellow background - that state the message with brevity and clarity.

ii. Place the secondary headline in Gotham Black / Gotham Book / Gotham Bold in a weight that is visible but does not clash with the primary headline. The secondary headline could be in Udhyam Red or Black.

iii. Have moderate body copy on each page / layout, ensuring that there is enough breathing space around it.

iv. Place photographs with space around them. Titles should be used as per specified guidelines.

v.   Ensure that there is no clutter or overlap between elements in a layout.

vi. Use the iconography in a small to moderate size, at some distance from the copy.

COMMUNICATION DESIGN APPROACH

▸ ▸

DEFINE THE BRIEF

Suppose one has to design collateral - say, a poster, standee, brochure, etc. How to create effective communication that strategises the messaging while also adhering to brand principles? The first step is to define what the brief is. This entails:
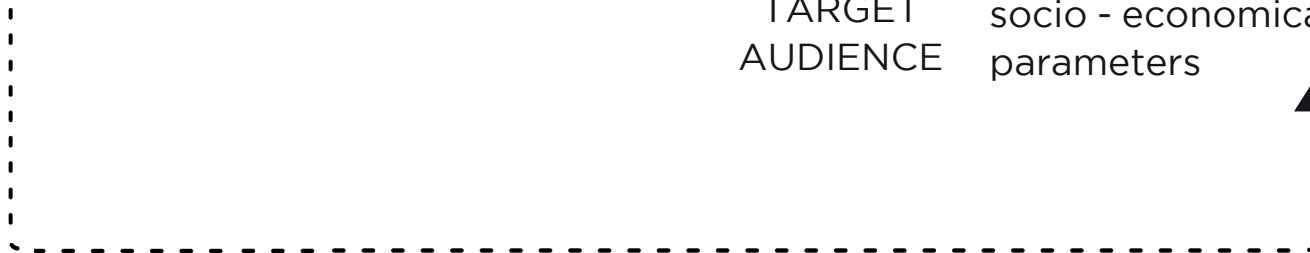
MEDIA

Whether the format of the media is an emailer, film, presentation, etc.

CONTEXT

Whether it is one-on-one communication, an event, a follow-up mail, etc.

TARGET AUDIENCE

Who is the brand catering to - outline the demographic along with socio - economical / psychological parameters

STRUCTURE

Once the brand has been defined factoring in these points, the proposition / central creative idea needs to be gestated. This idea is one that is unique and stands apart from others in the same field. This idea will be extrapolated to various outputs, including call-to-actions, along the way.

CALL TO ACTION

Whether it is a response to a call for partnership / funding, or joining the organisation, etc.

INFORMATION

Aggregate all the information that needs to be conveyed through the communication to enable the call-to-action.

DESIGNING

Is the central idea compatible with the set brand guidlines? To make sure there isn't a disparity in the communication, one needs to go back and forth between the content at hand and the brand guidelines, tweaking the material each time so that it imbibes the brand identity accurately. Write the subsidiary copy and construct the narrative / flow in a homogenous way faithful of the brand's identity. Ensure that the design language - layout, icons, text, etc. - is set in the appropriate graphical form based on the guidelines.

Once the process is done, have a vox-pop / dipstick session to measure the effectiveness of the communication design. Iterate till a satisfactory outcome is reached.
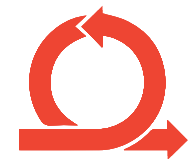
GOTHAM BOLD, 36, UDHYAM RED & YELLOW

KEEP CALM MEDIUM, 16, UDHYAM RED

Gotham Bold, 18, White

(Gotham Book, 12,) Lorem ipsum dolorsit amet, consectetuer adipaiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis feugait nulla facilsed diam nonummy nibh euismod tincidunt ut laoreet dolore

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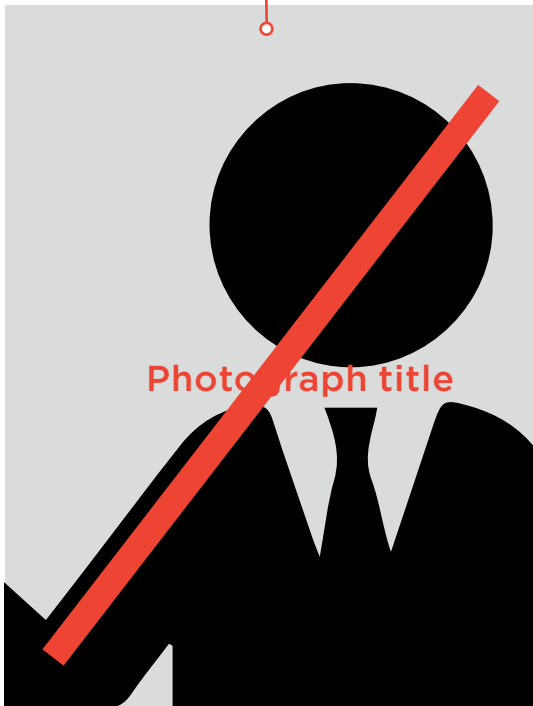
Headline

SECONDARY HEADLINE

Wrong fonts in headline

Title is placed incorrectly

Photograph title

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Wrong use of icon

Udhyam | BET ON YOURSELF

Learning Foundation