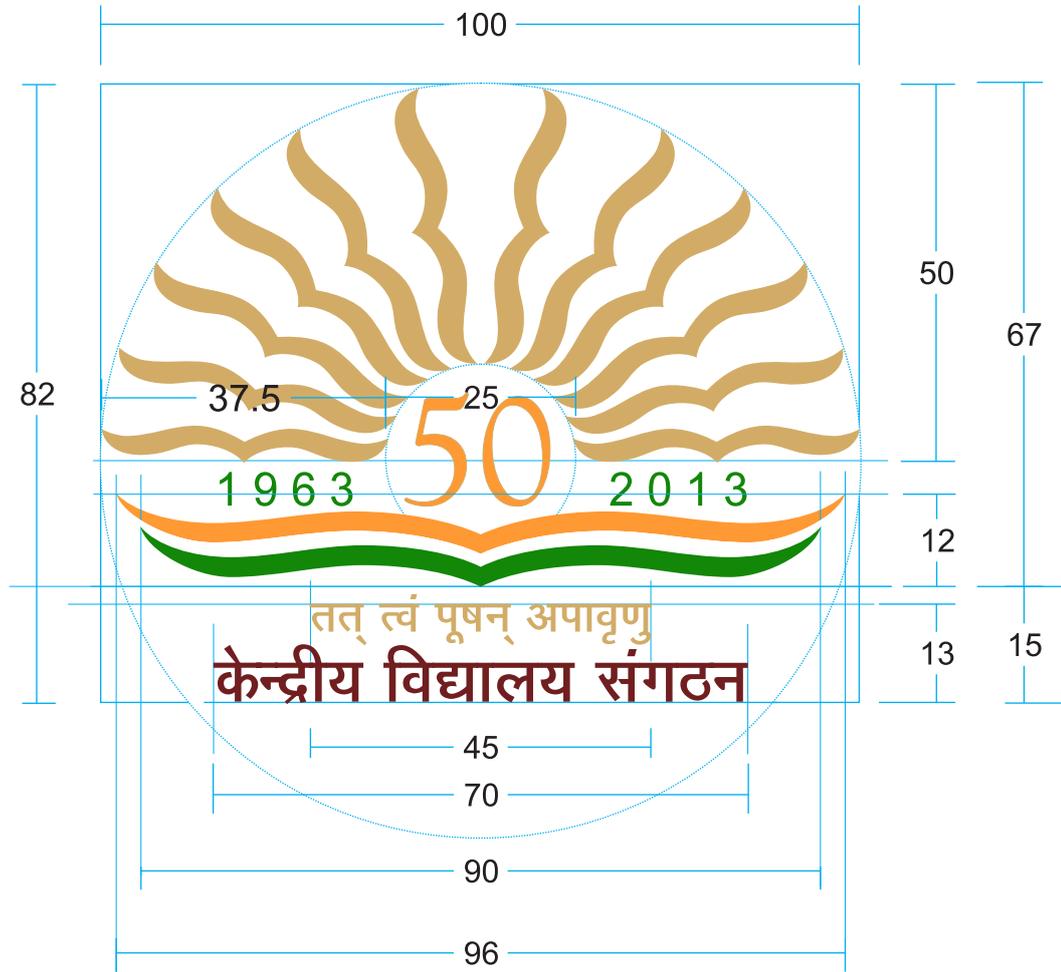


Graphic Identity Manual



The proportions and dimensions of
Kendriya Vidyalaya Sangathan's Symbol for
Golden Jubilee Year Celebration



तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन



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Welcome to the guidelines of Kendriya Vidyalaya Sangathan's new graphic identity system. This brief and illustrated manual is prepared to provide the basis for clear and consistent communication of KV's identity across all communicational needs at every level and for years to come. By following the prescribed standards in this manual it ensures that Sangathan's name and symbol appears in correct form and position on all official communication of KVS.

Visual identity is a strong reminder of the presence and personality of KVS as an organization. Therefore must be used in all the KVS's and school's promotional materials produced in all mediums of visual communication including print publications and electronic media. This document contains a system of new visual identity is employed in office letterhead, visiting card, envelope, publications, signage systems, website, school flag, etc. the form, space, proportion, layout, colour and typography are chosen, composed and presented in a system to impart a unified visual experience of the KVS identity therefore is strongly recommended that it is followed at every reproduction at macro as well as micro level.

This document also includes a description and interpretation of the new symbol and its relation with the vision and mission of the Kendriya Vidyalaya Sangathan.

Effective implementation of the thoughts embedded in the symbol is achieved only if it is used in appropriate, specific, and consistent ways in all forms of KVS's communication material.

Use the new KVS symbol according to guidelines given on following pages.



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Use the new KVS symbol according to these guidelines:

Maintain the oneness of overall form and set proportions of its all units - do not distort the form of symbol or its units in any way by squeezing, stretching, skewing, cropping, twisting, flipping or inverting.

Insist for colour system endorsed in the manual for printing or electronic media - do not change or alter the colours, do not use gradations, textures, outlines over the symbol.

Use the symbol prominently. Take advantage of its visual influence by

- representing them in good contrast to the background
- placing them in adequate empty space from all other elements

Use symbol on even, non-textured, non-patterned and on suggested background colours in this manual. Do not display symbol on patterned or distracting and non-recommended background colors because such use weakens their legibility and it contradicts with symbols familiarity and its recall.

Do not add or reduce elements in or around the symbol. The KVS symbol is a complete design in itself. Surrounding them with words, figures, graphic designs, shading, or outlines alters the design and consequently compromises on the impact as well as the exclusive impression gained from years of consistent display.

Do not use KVS symbol to form a border, background pattern, or object.

Always use prescribed reproduction norms of the symbol available from the KVS sources. Follow the basic guidelines for the use of symbol in electronic media as given in the manual.



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Kendriya Vidyalaya Sangathan's Symbol

About the New KVs Symbol-

New KVs symbol consists three elements related to educational activity. It consists images of rising Sun, open books, flying / buoyant birds and India's tricolor flag along with the KVs motto written in Devanagari. They are presented in best possible graphical simplicity to maintain their essence, easy recognition and a lasting recall.

Books and flying birds are shown in a composite image. The simultaneous images of birds along the books form a single unite. Their circular alignment produces image of a Sun in the counter space. Interestingly, including the Sun all elements in new symbol are derived from the old symbol of the KVs!

The inner space of symbol is seen as constantly radiating a glow or energy. The portrayal of glow and energy is an attempt to visually translate and resonate the KVs motto which mentions about that hidden light behind the Sun, the spirit within its fire is now uncovered by a graceful movement of the Sun itself.

As a whole number of similar elements generates a rhythmic and dynamic association with its center. Their collaboration, alignment and direction further contribute to the unity of the form. Repetition of elements makes image of symbol easy to reproduce either manually or in digital media.

Kendriya Vidyalaya Sangathan is calibrating its 50th anniversary and a Golden Jubilee Year in 2013-14. To show this in symbol it is subtly modified to include the required elements in the space between the Sun and Tricolour. This symbol can be used through the Golden Jubilee Year or even after it as long as it is desired by the organization.

To highlight the 50th Year Golden Jubilee Celebration an enlarged figure of 50 years - 1963 to 2013 along the common elements of KVS symbol is designed. It can be used through this year as suggested in this document.



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Kendriya Vidyalaya Sangathan's Symbol for
Golden Jubilee Year Celebration



YEARS
1963 - 2013

Kendriya Vidyalaya Sangathan's
50th Year Golden Jubilee Celebration Insignia

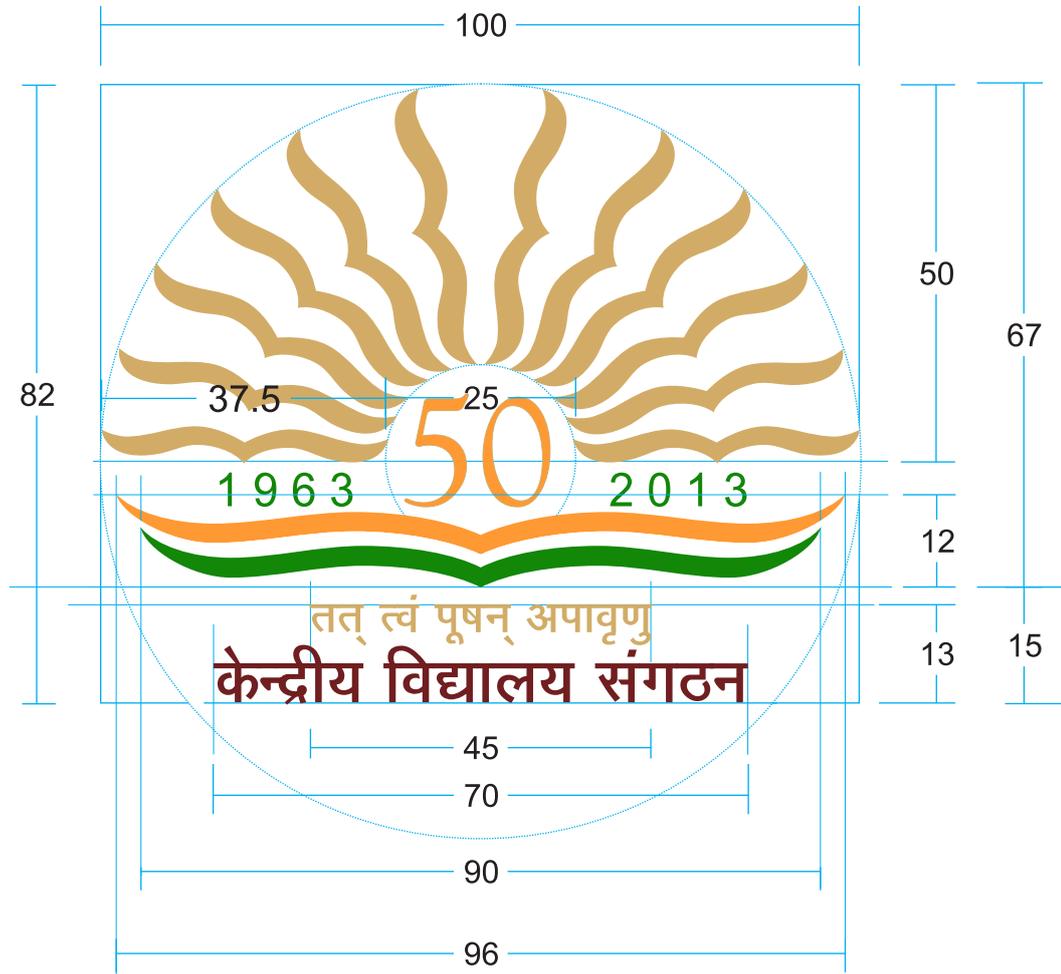


Interpretation

Sun is the origin of our beautiful planet and also the source of light that enables us to see it. It is an ultimate source of life and energy. The radiance and glow it emits are well cherished metaphors in all cultures for wisdom and clarity. Sun is the implementer and facilitator of time and by its consistency it stands as an enduring symbol of persistence and unfailing order. It is adored in all cultures hence seen as an entity discharging the affection and influence over every element that principally is part of it. Books are conservers and carriers of knowledge. They signify literacy and independence, availability and accessibility of knowledge and information. Buoyant birds are signifiers of imagination, freedom, mastery, space, migration, pace, lightness, fluency, and accomplishment. India's tricolor national flag is symbol of unity in diversity and national integration and is suggestive of KVS's national nature and spirit.

Overall form of symbol offers experience of glow, radiance, movement, dissemination, order, rhythm, and facilitates itself as an inspiring form to concentrate upon.

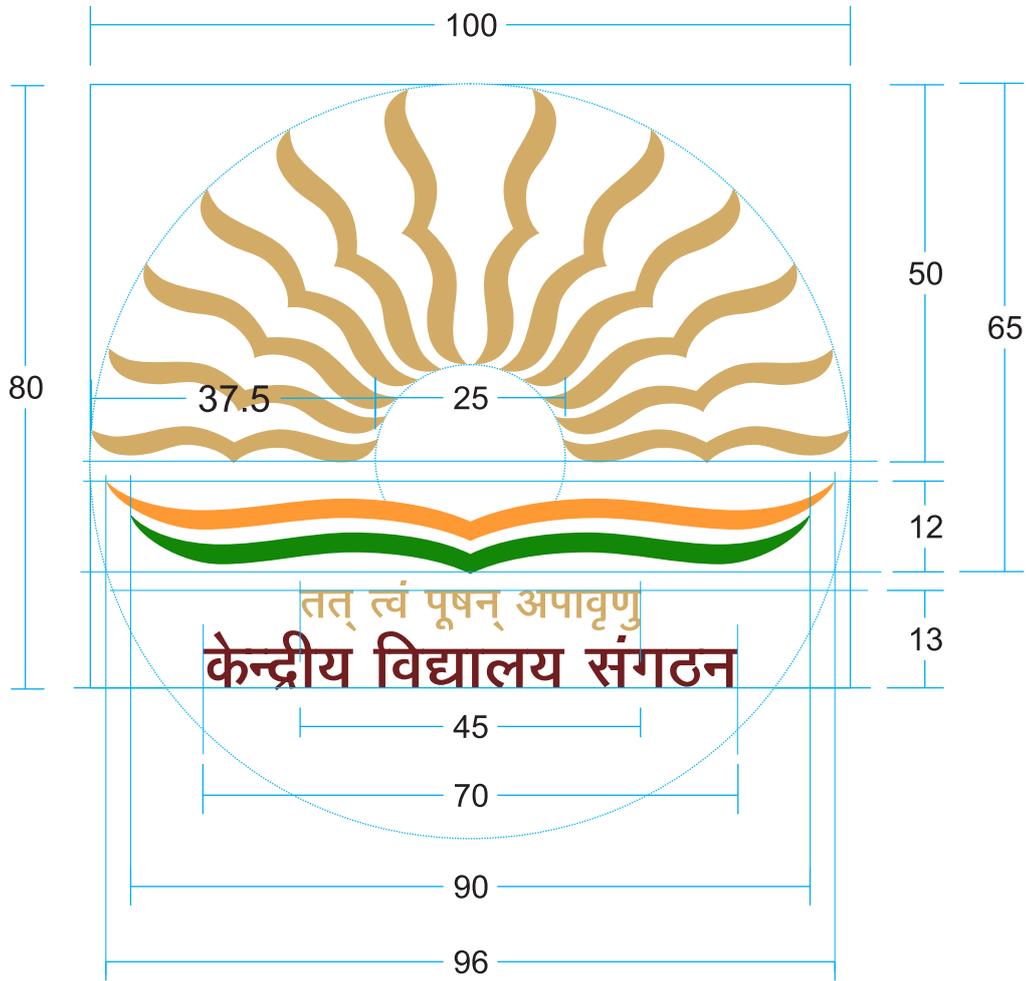
Gold color is used to compliment the Golden Jubilee Celebration of Kvs. Gold is associated with Sun, wisdom, preciousness, enlightenment and excellence. Tricolors of national flag are symbolic of national integrity and unity in diversity.



The proportions and dimensions of
Kendriya Vidyalaya Sangathan's Symbol for
Golden Jubilee Year Celebration

COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	215	181	109	00	20	60	20	Gold
	255	153	57	00	49	97	00	PANTONE 804 C
	18	136	7	91	22	100	11	PANTONE 362 C
	96	49	50	60	100	100	40	PANTONE 490 C



The proportions and dimensions of
Kendriya Vidyalaya Sangathan's main Symbol

COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	215	181	109	00	20	60	20	Gold
	255	153	57	00	49	97	00	PANTONE 804 C
	18	136	7	91	22	100	11	PANTONE 362 C
	96	49	50	60	100	100	40	PANTONE 490 C



Kendriya Vidyalaya Sangathan's
50th Year Golden Jubilee Celebration Insignia

COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	215	181	109	00	20	60	20	Gold
	255	153	57	00	49	97	00	PANTONE 804 C
	18	136	7	91	22	100	11	PANTONE 362 C



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Kendriya Vidyalaya Sangathan's Symbol
Always copy the symbols for colored jobs from this page



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