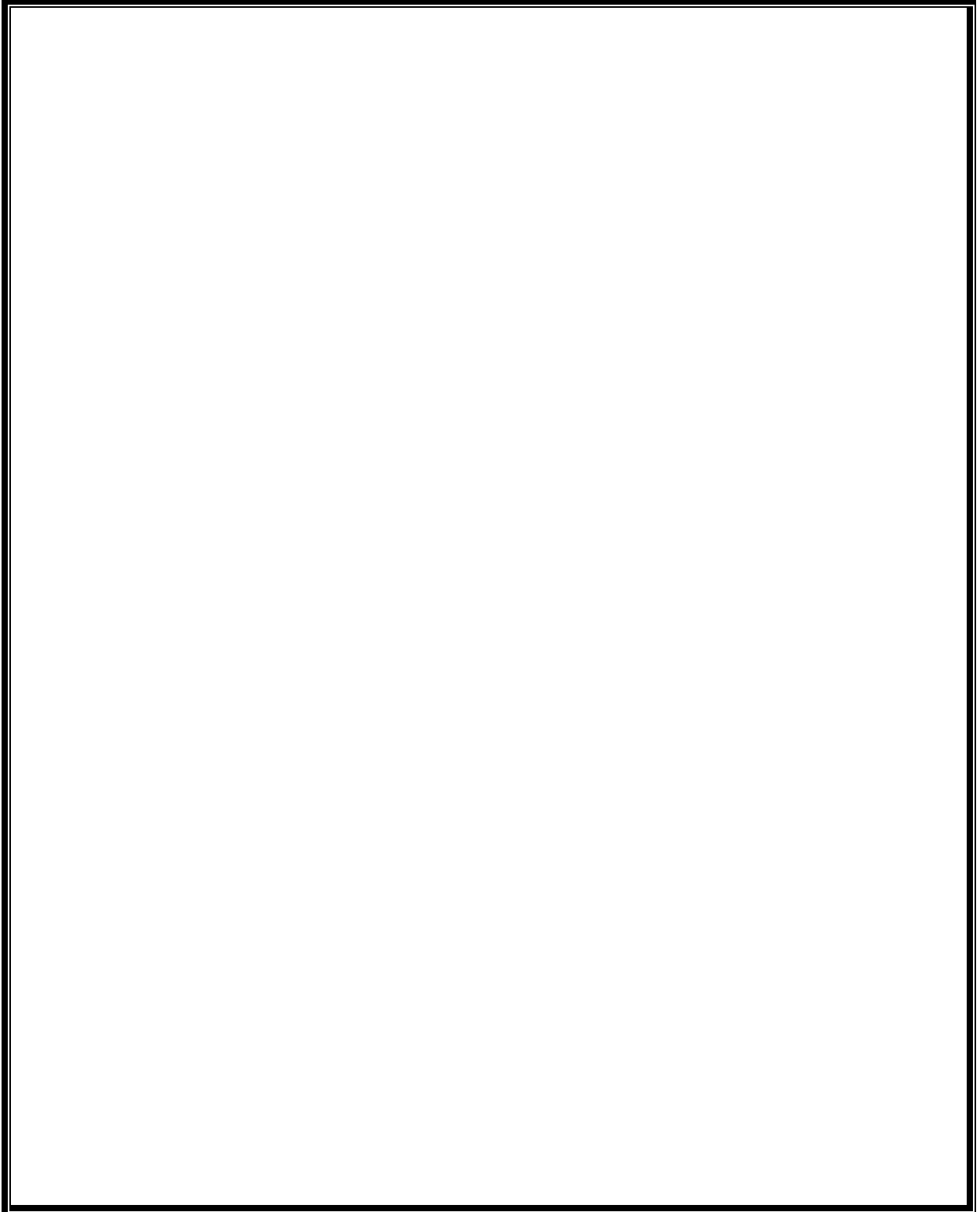


Brand Guidelines

SRM University-AP, Amaravati

Version 1.1





Document Summary

This document shall help the users to understand the SRM University-AP brand, its importance and it provides various steps/measures to be taken to safeguard the institution's brand reputation.

1. Preamble

SRM University-AP, Andhra Pradesh is a private university founded in 2017 by the SRM TRUST AP through the Andhra Pradesh Private Universities (Establishment and Regulation) Act, 2016. It is a multi-stream research university with a focus on diverse fields. From engineering to basic sciences and from liberal arts to management, SRM's vision is to emerge as a world-class university that is aimed to be a interdisciplinary and globally transformative institution.

SRM University-AP defined by its commitment to **transformative education, interdisciplinary research, and global innovation**. As the institution continue to emerge as a leader in the higher education landscape of India and beyond, the brand is more than just a logo or a color palette—it is the visual and verbal manifestation of the core values that institution represents. Consistency is the foundation of a strong brand and the same is represented by a unified voice and a cohesive visual language, thus reinforcing institution's reputation for excellence and reliability.

2. Objective

This document serves as the strategic roadmap for institution's visual and verbal communication and has been crafted to:

- **Protect** the integrity of the visual assets.
- **Empower** the community to create materials that are both creative and compliant.

3. Scope

The scope of this document gives directions for all internal and external communication channels used by the University, across the print, digital and social media, not just limiting print advertisements.

4. Stakeholders involved

Process owners of the various academic and business processes such as –

- Senior Management – Chancellor, Pro Chancellor, Vice Chancellor, and all the leadership – Deans and functional heads of all the Academic Schools and administrative Departments
- Faculty & Staff Members of SRM University
- Students

5. Areas Covered

- Usage of Logo in Different Medium
- Colour palette for Schools
- Typography
- Mail Communication
- Brochures & Collaterals
- Posters
- Visiting Card
- Footer Strip (QR Code & University Address)
- Standees
- Official Seal

The Brand manual is drafted to set of guidelines so as to ensure that everyone, both externally and internally, can adopt the institution's brand in a way that maximizes the strength and the value of our University.

The stakeholders of the University, including senior management, faculty members, staff and students, use our brand for all communication purposes. The idea that we care about the consistent application of various brand elements itself speaks volumes. Our brand guidelines are made robust to keep our brand easily recognizable and consistent, yet flexible enough to leave room for interpretation and creativity.

Philosophy of the Logo:

SRM AP logo is the virtual identity of the University. It is used on virtually every type of communication across all the platforms – print, digital and social, websites, print publications, social media, merchandise, stationery, signage, billboards, digital displays, etc.



- Tree: Deep-rooted all Inclusive Culture and Values
- Branches, Leaves and Colours: Multidisciplinary and diversity
- Circle with Rays: Radiating Knowledge and Wisdom
- Stretched Around: Creativity
- Deep Green and Tree Centred: Nature Powering – to see the unseen and can't be seen

- Suspended in Space: Unlimited power and Freedom

USAGE OF LOGO IN DIFFERENT MEDIUM:

The identity of the logo could be used in different promotional material like:

- Brochures
- Pamphlets
- Banners
- Advertisements
- Press Releases
- Take Away Kits – Pens, Pencils, Mementos, T-shirts, etc
- Collectibles- Diary, Calendar, Wall Sticker, Pen Drive, Coffee Mugs, Folders etc

Acceptable use of Logo: Deliberate and consistent use of logo strengthens the identity of SRM University.

Philosophy of Color Palette: SRM University–AP adopts a pastel colour system to express clarity, openness, and future forward thinking, while allowing the deep green identity to remain the institutional anchor. Pastels soften communication without diluting academic rigour and enable flexible storytelling across disciplines

Colour Hierarchy Framework:

- Core Identity Colour: SRM AP Deep Green – used for logo, seals, and formal communication.
- Primary Pastel Colour: Defines the vertical (University / Research / Schools).
- Secondary Pastel Colour: Used for highlights, navigation, and accents.
- Neutral Base: White or soft grey for clarity and balance.

University Brand Centric Palette

[illegible]



A TRENDSETTER IN NEW-AGE EDUCATION, INNOVATION, AND IMPACT

SRM University-AP, Amaravati:
Driven by Knowledge,
Defined by Impact.

School of Engineering and Sciences
Samuel School of Liberal Arts
Pearl School of Business

SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.



SRM AP: INCUBATOR FOR BOLD IDEAS

10X GROWTH - STARTUP ECOSYSTEM SOARS FROM 2 TO 20 IN JUST 3 YEARS

30+ Startups incubated | 120+ Global Mentors | 20+ MoUs and Collaborations

ENTREPRENEURSHIP BOOTCAMP SERIES
SRM University-AP, Amaravati, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.

SUCCESS STORIES
SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.

LAUNCHPAD OF GLOBAL SUCCESS
Landmark Collaboration with Carnegie Mellon University's School of Computer Science, USA for AI Research, Education

Transfer/Part-time opportunities in 155 countries | 70+ AI/ML research scholars | 260+ students in AI/ML research | 38+ AI/ML research projects

SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.

Primary Colours

C 40
M 24
Y 72
K 00

RANKED 1

ONE

SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.

PLACEMENT SNAPSHOT

One of the Best Universities with Excellent placement - Asia Today 2025

1000+ **4200+** **75+** **100+** **600+** **₹55 LPA**

SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.

Secondary Colours

C 18
M 04
Y 60
K 00

RESEARCH OUTLOOK

India's 3rd Best Private University in Future Index Ranking (consistently for five years (2022 & 2023))

7 **80+** **3300+** **70** **500+** **60** **₹38+**

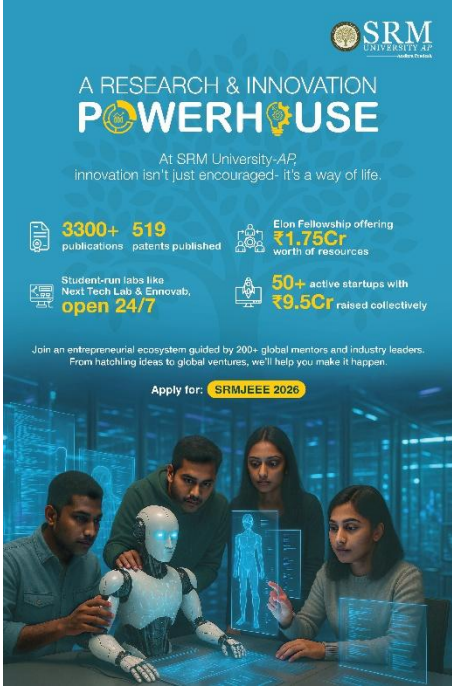
SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.



SRM University-AP, Amaravati, India
SRM Institute of Science and Technology, India, is a leading institution in the field of higher education, offering a wide range of undergraduate, postgraduate, and research programs. The institution is committed to providing a world-class education, fostering innovation, and creating a positive impact on society.

Primary Colours

C 40
M 24
Y 72
K 00



A RESEARCH & INNOVATION POWERHOUSE

At SRM University-AP, innovation isn't just encouraged- it's a way of life.

3300+ publications **519 patents published**

Elon Fellowship offering ₹1.75Cr worth of resources

Student-run labs like Next Tech Lab & Ennovab, open 24/7

50+ active startups with ₹9.5Cr raised collectively

Join an entrepreneurial ecosystem guided by 200+ global mentors and industry leaders. From hatching ideas to global ventures, we'll help you make it happen.

Apply for: **SRMJEEE 2026**

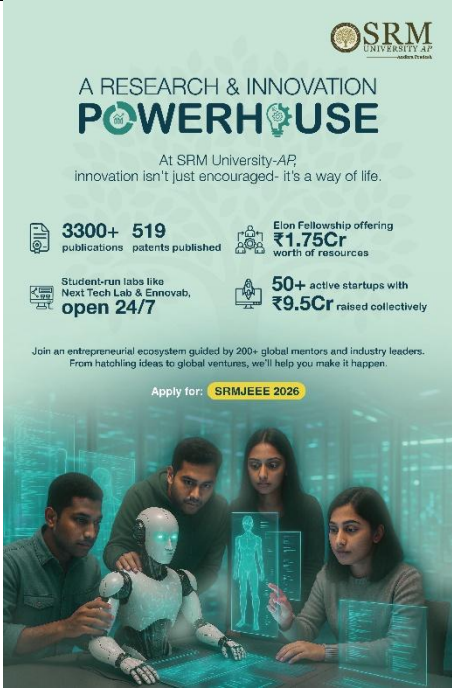
Primary Colours

C 75
M 24
Y 16
K 00

Secondary Colours

C 00
M 20
Y 100
K 00

White colour to be used for the fonts based on the quality of the print medium.



A RESEARCH & INNOVATION POWERHOUSE

At SRM University-AP, innovation isn't just encouraged- it's a way of life.

3300+ publications **519 patents published**

Elon Fellowship offering ₹1.75Cr worth of resources

Student-run labs like Next Tech Lab & Ennovab, open 24/7

50+ active startups with ₹9.5Cr raised collectively

Join an entrepreneurial ecosystem guided by 200+ global mentors and industry leaders. From hatching ideas to global ventures, we'll help you make it happen.

Apply for: **SRMJEEE 2026**

Primary Colours

C 21
M 01
Y 18
K 00

Secondary Colours

C 95
M 65
Y 50
K 42

White colour to be used for the fonts based on the quality of the print medium.

Research Posts in Social Media



SRM UNIVERSITY-AP
FACULTY TAKE THE
**NATIONAL
STAGE AT
ESTIC-2025.**



PROF. RANJIT THAPA
Dean - Research



DR SURJIT SAHOO
Assistant Professor
CIDR

Proud to see **our faculty**
among the **nation's**
Young S&T Leaders.



DR CHINMOY DAS
Assistant Professor
Dept. of Chemistry



DR AMIRUDDHA KUNDU
Assistant Professor
CIDR



DR SABYASACHI MUKHOPADHYAY
Associate Professor
Dept. of Physics





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Associate Professor
Dept. of Physics



Academic Schools Unified Palette:

School of Engineering And Sciences (SEAS)

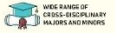
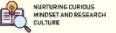
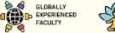
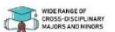
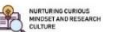
Digital & Social Media

 Turn Gears Into Global Innovation. B.Tech in Mechanical Engineering Additive Manufacturing: Master 3D printing, CAD design, and industrial prototyping to create products of tomorrow. Robotics & Automation: Build and program robots for manufacturing, healthcare, defence, and beyond. Work on real-world projects Gain industry exposure Turn ideas into impact ADMISSIONS OPEN 2026 APPLY NOW	Primary Colours C 13 M 00 Y 00 K 00 Secondary Colours C 39 M 00 Y 00 K 00
 Engineer a Future That's Smarter, Cleaner, and Limitless B.TECH. EEE With a Specialisation in Renewable Energy Overall Diamond Rating by QS I-GAUGE Placement at Mahindra FINANCE	Primary Colours C 13 M 00 Y 00 K 00 Secondary Colours C 39 M 00 Y 00 K 00 Placement Focused template

Why this works

A harmonious mix that reflects interdisciplinarity across engineering, business, and liberal arts.

Easwari School of Liberal Arts (ESLA)

 Liberal Arts Education: Success for a Lifetime   “Journalism, Dance, Debate – I had the freedom to do it all here.”  “Workshops and one-on-one mentoring helped me find my voice as a writer.”  “Thanks to the curriculum, I’ve grown into a confident thinker/communicator. I pursue my passion to play Kabaddi at the university level.” At SRM-AP's Easwari School of Liberal Arts, students learn to think deeply, act boldly, and turn ideas into meaningful outcomes. With an interdisciplinary approach grounded in experiential learning, we help them connect knowledge to purpose in every field they enter.      COLLABORATIONS WITH QS RANKED INTERNATIONAL UNIVERSITIES:  PROGRAMMES OFFERED: B.A. (Hons.) English History Sociology & Anthropology Media Studies Political Science B.Sc. (Hons.) Psychology Economics Ph.D. Programmes Offered across all the departments 4th year optional research for B.A. and B.Sc. ADMISSIONS OPEN Join 100% merit based Scholarship Awardees Easwari School of Liberal Arts, SRM University-AP, Amaravati, Guntur District, Andhra Pradesh - 522240 www.srmmap.edu.in admissions@srmmap.edu.in 080 6988 6999 Follow us:       Build Your Future With Us! 	Primary Colours C 00 M 00 Y 08 K 00 Secondary Colours C 13 M 51 Y 78 K 00 Black colour to be used for the fonts based on the quality of the print medium.
 Liberal Arts Education: Success for a Lifetime   “Journalism, Dance, Debate – I had the freedom to do it all here.”  “Workshops and one-on-one mentoring helped me find my voice as a writer.”  “Thanks to the curriculum, I’ve grown into a confident thinker/communicator. I pursue my passion to play Kabaddi at the university level.” At SRM-AP's Easwari School of Liberal Arts, students learn to think deeply, act boldly, and turn ideas into meaningful outcomes. With an interdisciplinary approach grounded in experiential learning, we help them connect knowledge to purpose in every field they enter.      COLLABORATIONS WITH QS RANKED INTERNATIONAL UNIVERSITIES:  PROGRAMMES OFFERED: B.A. (Hons.) English History Sociology & Anthropology Media Studies Political Science B.Sc. (Hons.) Psychology Economics Ph.D. Programmes Offered across all the departments 4th year optional research for B.A. and B.Sc. ADMISSIONS OPEN Join 100% merit based Scholarship Awardees Easwari School of Liberal Arts, SRM University-AP, Amaravati, Guntur District, Andhra Pradesh - 522240 www.srmmap.edu.in admissions@srmmap.edu.in 080 6988 6999 Follow us:       Build Your Future With Us! 	Primary Colours C 00 M 00 Y 00 K 00 Secondary Colours C 18 M 33 Y 80 K 00
  THINK BOLD. RESEARCH BRIGHTER. JOIN EASWARI SCHOOL OF LIBERAL ARTS @ SRM UNIVERSITY-AP PROGRAMMES OFFERED: BA (Hons.) English History Sociology & Anthropology Political Science Media Studies Placement at Mahindra FINANCE  LEAD THE WAY IN RESEARCH THAT MATTERS. • Tackle real-world challenges with innovative ideas. • Collaborate on interdisciplinary projects and workshops. • Partner with top institutions and global thinkers.	Placements focused template for Social Media.

	Primary Colours C 00 M 03 Y 10 K 00 Secondary Colours C 00 M 16 Y 26 K 00 Black, Olive Green, or Brick Red colour to be used for the fonts based on the quality of the print medium.
	Placement Focused template

Acceptable Logo Format

The logo format should not be changed.



Proportionate Use of Logo

The logo shall not be skewed in any communication material of the University

Strict regulation: The aspect ratio (width-to-height ratio) of the logo and of every image used in any communication material shall never be changed. Logos and images must not be stretched, squeezed, skewed, cropped out of proportion or distorted in any manner; they may be resized only by scaling proportionately, with the aspect ratio locked.



Logo Format

The logo should be intact and the parts of the logo shall not be separated and put in an inappropriate manner



Logo Colors

Examples of Logo Usage with Green Background



Logo Colors

Examples of Logo Usage with White Background



- The size of the logo could be modified. There are different ways of promotion materials and the logo size should not be a constraint.
- The name of the school, college, department's name could be put with the logo of the University but not manipulating or changing SRM University logo

School Logos:

Name structure: In the logo of every school and institute (SEAS, AiTI, QuTI and any other), the name is placed to the right of the SRM University-AP logo, separated from it by a thin vertical divider, and set in two lines in Helvetica regular in SRM AP Deep Green. For schools, "School of" is placed in the first line and the discipline in the second line (e.g. "School of" / "Science & Engineering"). In the QuTI logo, the President-approved Q mark replaces the letter Q of "Quantum"; no separate letter Q is added. The size relationship, order and alignment of the logo and the name must not be altered. No tagline shall be used with a school or institute logo; ESLA and PSB use their approved logos without taglines.

School of Engineering and Sciences (SEAS)



AI Technology Institute (AiTI)



Quantum Technology Institute (QuTI)



Easwari School of Liberal Arts (ESLA)



Paari School of Business



Incorrect Usage of Logo with School/Department Name



Don't add decorative additions to the logo



TYPOGRAPHY

Typography is an important element since it conveys the personality of the institution brand. For better readability, the headlines/headers should be differentiated from text copy. The use of decorative fonts may be reduced as it might result in a jarring effect. In addition to the globally accepted fonts – Arial, Times New Roman, Calibri, etc **BakerSignet BT**, is the recommended heading font for all communication purposes. Helvetica is the most common font that is being used for publishing the information on website.

School fonts: All schools and institutes shall use the same typefaces as the University; no school-specific or decorative fonts are to be introduced. Helvetica is used for the names of schools and institutes in their logos and for all text in school templates, whether print, digital or social media, with BakerSignet BT only for event titles where a template specifies it. The approved ESLA and PSB logos shall not be retyped or redrawn.

MAIL COMMUNICATION

It is expected by the top management that all the stakeholders – the students, faculty and staff members should only use their official email id for all the communication. The users are free to set the signature with their name, designation, department and their contact details. SRMAP Official Social Media Handles can be added in the signature.

VISITING CARD TEMPLATE

Visiting card for all the stakeholders should have the logo on top right and the name, designation of the card holder towards the top left. The address of the varsity shall be put in bottom left and

the mail id, phone number in bottom right. A QR code shall be placed on the right side of the card, below the designation, linking to the card holder's faculty page on the University website. The page shall have a "Save Contact" option that downloads the holder's vCard (.vcf), so that the contact can be saved or shared with a single tap.



SRM University, Andhra Pradesh
Neerukonda, Mangalagiri Mandal,
Guntur District, Mangalagiri,
Andhra Pradesh 522240
www.srmap.edu.in

Name
Designation



Scan to view profile
& save contact (vCard)

Email
Phone
Fax

FOOTER STRIP FOR ALL COLLATERALS

A footer strip carrying the QR code and the University address shall be placed at the bottom of all creatives and collaterals. The strip is shown at the bottom of each of the templates that follow.

SRM University-AP, Andhra Pradesh
Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240
www.srmap.edu.in

Scan to
know more

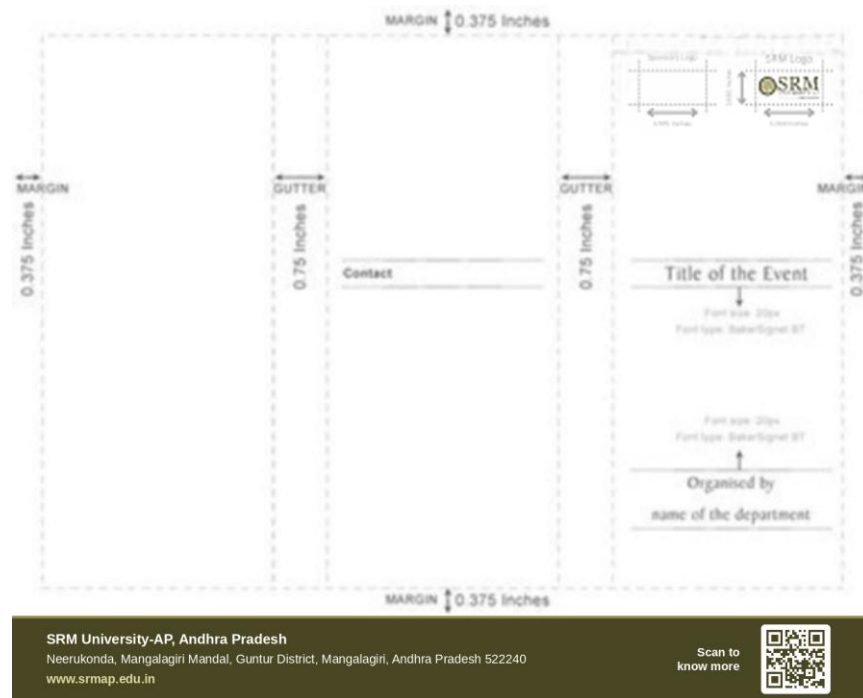


Position	Full width, flush with the bottom edge of every creative
Height	10% of the creative width (e.g. 0.65 inch on a 6.5 inch wide creative)
Background	SRM AP Deep Green (#494623) with a thin light green line on top
QR code	Right side, on a white tile with a clear border; links to www.srmap.edu.in . Do not recolour, crop or shrink it so that it cannot be scanned
Address	Left side, in white: SRM University-AP, Andhra Pradesh, Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240, followed by www.srmap.edu.in
Font	Helvetica; name of the University in bold
Applies to	Brochure, poster, banner, standee, outside banner, diary, calendar, certificate, digital poster, social media post, e-greeting and advertisement

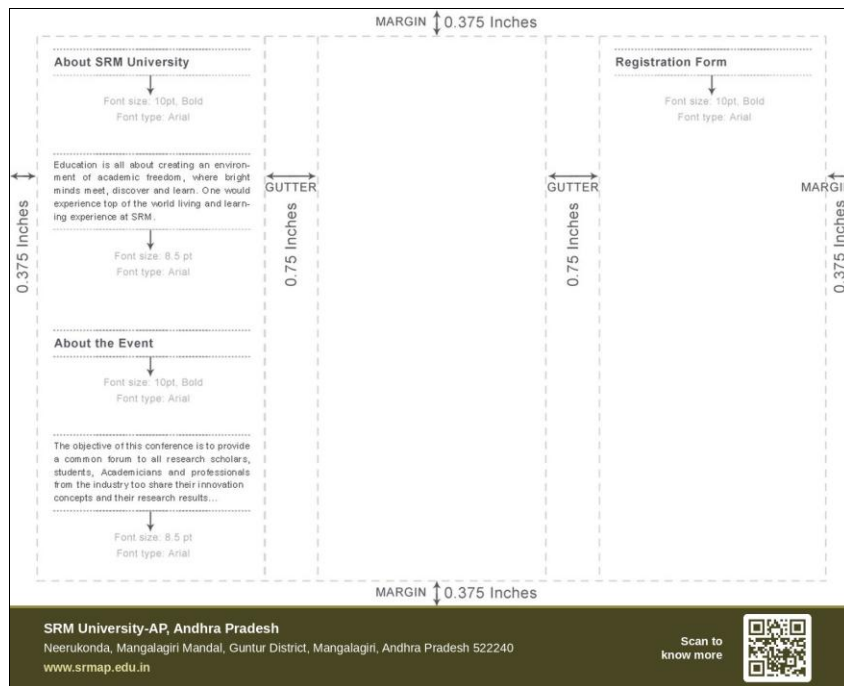
BROCHURE TEMPLATE

The University uses brochure for various academic events like conferences, workshop, symposia, etc. Usually, the University publishes a threefold brochure for the above said purposes. The premium sponsor could be put along with the University logo and the placeholders for the other sponsors may be placed in the backside of the stationery. The events merchandise, if any (bag, t-shirts, etc) should have only SRMAP Logo and the main sponsor.

Front Page



Back Page



POSTER TEMPLATE

Poster should have the University logo on the left and the logo of the sponsors or the sponsor title on the right. The title of the event for which the poster is designed shall be at the center, the date and venue of the event can be placed below the event title.

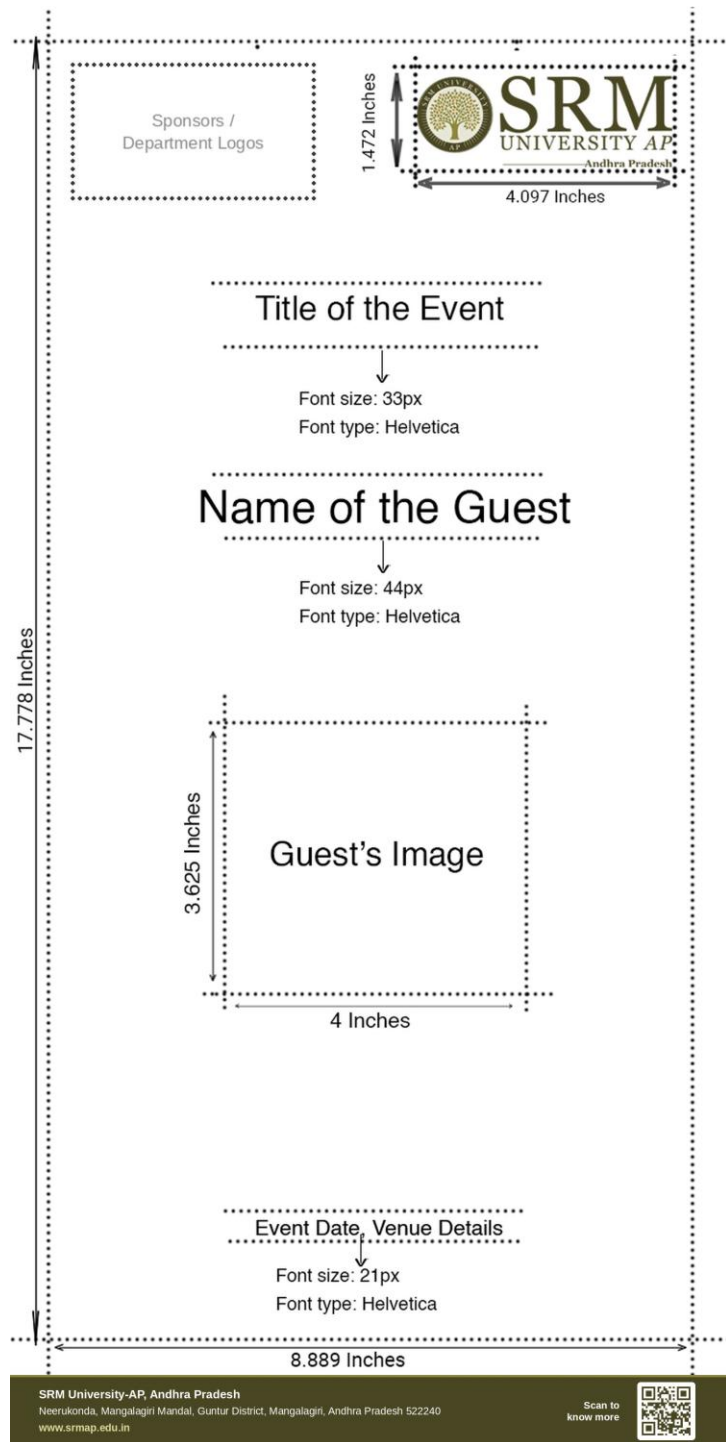
BANNER TEMPLATE

Banners are usually put up prior to the event across the campus to increase the internal visibility. The banner can have the date, time and venue at the specified places as given in the template below:

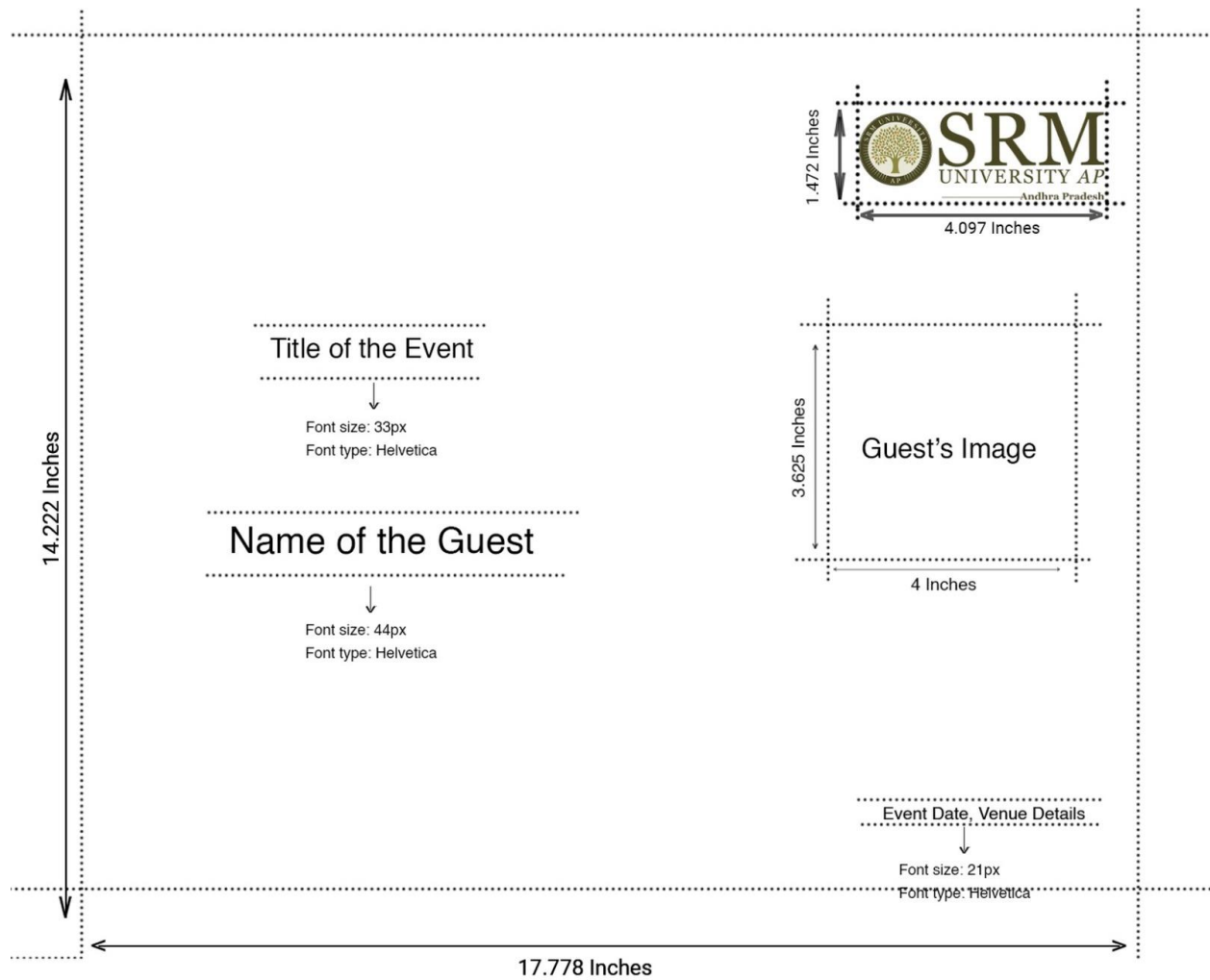


STANDEES

The University might use standees for different purposes like to give directions to the venue of the event and to describe a process like enrollment, etc. The SRM University-AP logo shall be placed at the top right of the standee, as in the other print collaterals. The following is the template for the same:



Outside Banner



SRM University-AP, Andhra Pradesh

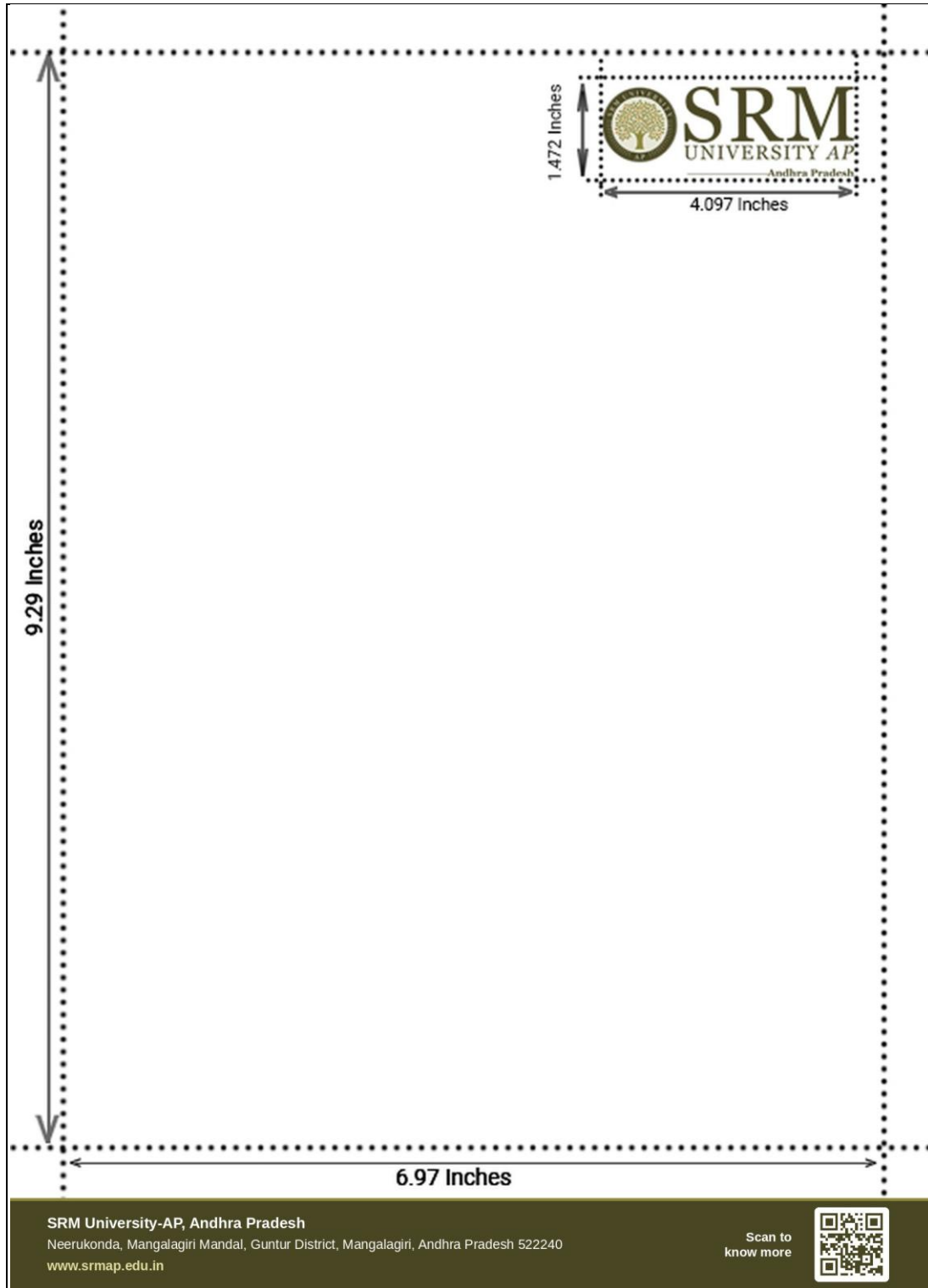
Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240

www.srmap.edu.in

Scan to
know more



Diary



Calendar



SRM University-AP, Andhra Pradesh

Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240

www.srmap.edu.in

Scan to
know more



Certificate

The certificate template is rectangular with a total width of 11 inches and a total height of 8.5 inches. It features a dotted border and a central area for text. In the top right corner, there is a logo for SRM University AP, Andhra Pradesh, with a width of 4.097 inches and a height of 1.472 inches. The main text area is divided into three sections: a title section, a running content section, and a signatures section. The title section is centered and has a font size of 33px in Helvetica. The running content section is also centered and has a font size of 19px in Helvetica. The signatures section is centered and has a font size of 19px in Helvetica. At the bottom of the certificate, there is a dark green footer bar containing the university's name, address, website, and a QR code.

8.5 Inches

1.472 Inches

4.097 Inches

Title of the Certificate

Font size: 33px
Font type: Helvetica

Running Content

Font size: 19px
Font type: Helvetica

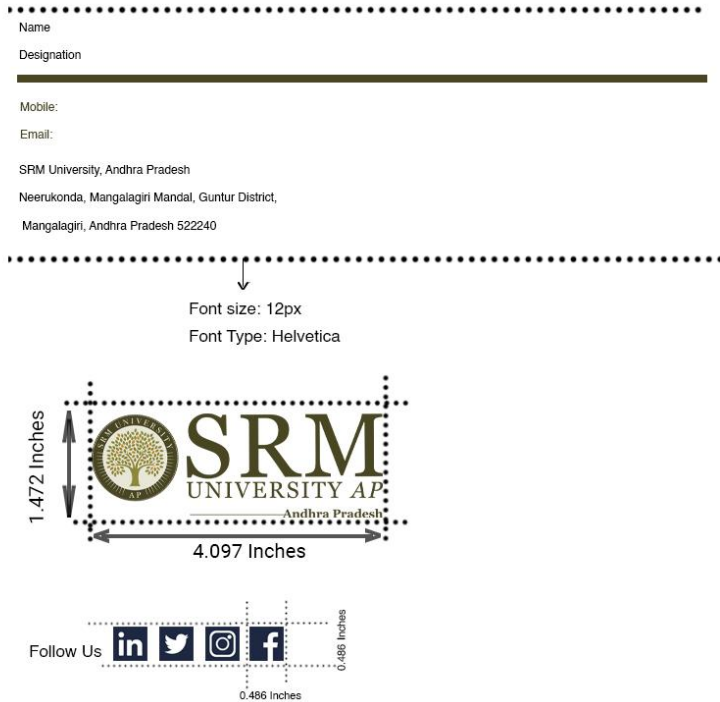
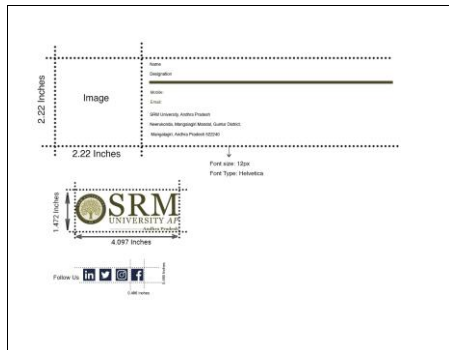
Signatures

11 Inches

SRM University-AP, Andhra Pradesh
Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240
www.srmap.edu.in

Scan to know more

Email Signature



Email Signature Template

All stakeholders should use the following template for the email signature in their official email id. Replace the placeholder text with your own details; the layout, font and colours must not be changed.

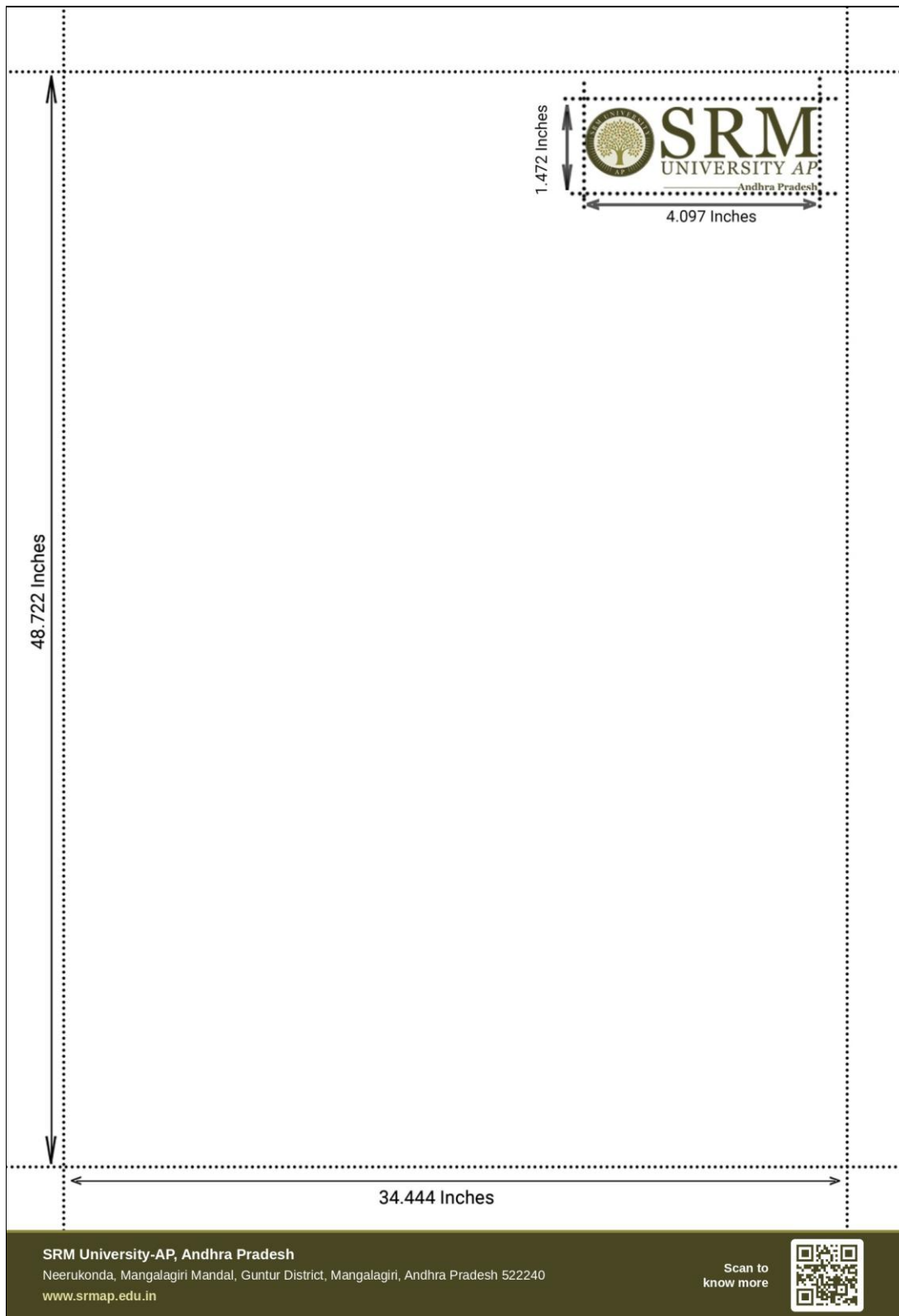
Signature Layout

 SRM UNIVERSITY AP —Andhra Pradesh Follow Us: LinkedIn X Instagram Facebook	Name Designation Department / School Mobile: +91 XXXXX XXXXX Email: name@srmap.edu.in Web: www.srmap.edu.in SRM University-AP, Andhra Pradesh Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240
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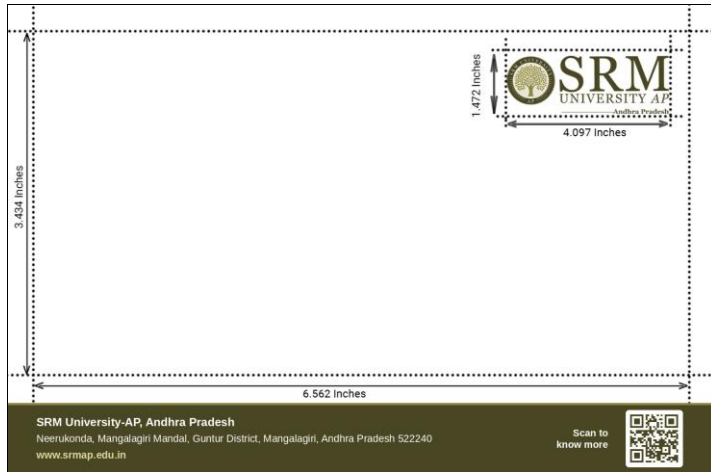
Specifications

Font	Helvetica (Arial as fallback)
Font size	12 px for all signature text; name may be bold
Colour	SRM AP Deep Green (#494623) for the name, divider lines and social handles; black or dark grey for the remaining text
Logo	SRM University-AP logo, kept intact and in proportion; may be resized but must not be skewed, recoloured or separated (see Acceptable Logo Format)
Layout	Logo and social handles on the left, divider in between, name, designation, department and contact details on the right, university address at the bottom
Contents	Name, designation, department, mobile number, official email id (@srmap.edu.in), website, university address and official SRMAP social media handles
Email id	Only official SRMAP email ids to be used

Digital Poster



Social Media



e-Greetings



Recruitment Advertisement Template

The diagram illustrates a recruitment advertisement template with the following dimensions and layout:

- Overall Dimensions:** 12.5 Inches (height) by 8.833 Inches (width).
- SRM University-AP Logo:** Located in the top right corner, with dimensions of 1.472 Inches (height) by 4.097 Inches (width). The logo includes the text "SRM UNIVERSITY AP" and "Andhra Pradesh".
- Address Field:** A rectangular area on the left side, labeled "Address".
- Website Field:** A rectangular area on the right side, labeled "Website".
- Footer:** A dark green bar at the bottom containing the following information:
 - SRM University-AP, Andhra Pradesh
 - Neerukonda, Mangalagiri Mandal, Guntur District, Mangalagiri, Andhra Pradesh 522240
 - www.srmap.edu.in
 - Scan to know more (with a QR code)

SEAL

The official seal of the faculty members should adhere to the following template.

Sample 1**Sample 2**

Other merchandise items may be included in the document based on the advice from the top management.

Do's

- Use pastels in large, breathable blocks.
- Maintain ample white space.
- Use dark text on pastel backgrounds.
- Preserve clear colour hierarchy.

Don'ts

- Do not use pastels as logo colours
- Do not place pastel logos on pastel backgrounds.
- Do not use more than three pastels in one layout.
- Avoid gradients unless centrally approved.

Accessibility & Readability

Pastels must always be paired with dark text colours to ensure legibility across print, digital, and signage formats.

6. Governance

The overall compliance of brand guidelines should be adhered by every stakeholder of the SRM University-AP. The be checked by the Directorate of Communications. The users can seek the help of the ITKM to check if all the guidelines have been met.

7. Conclusion

The brand guidelines have been formulated to protect our brand and the purpose shall be successful only with the active participation of all the key stakeholders so as to benefit the University.

The SRM-AP brand belongs to all of us—our students, our educators, and our staff. By adhering to these standards, you are not just following a manual; you are helping to build a legacy. Together, we ensure that the SRM University-AP name remains synonymous with the future of learning.