SAI UNIVERSITY

OUR
BRAND
BOOK

Identity

The logo symbolizes the eternal quest for knowledge that begins as a spark within and grows to become a flame.

Ignite the spark within you and let your light of greatness shine. Claim your purpose and tell the world, "This is where I will shine brightly and these are the footprints that I will leave in the sand."
Janet Autherine

An abstract representation of a flame, the logo symbol is inspired by the golden ratio, giving it design balance.

The colors gradually increase in intensity, signifying growth & purpose.

White space in the middle signifies the light of Knowledge.

Length, width and depth of the lines around it signifies the three dimensional Knowledge, acquired by students by the time they graduate from Sai University.

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Abstract flame contours
in outer and inner forms

Incremental color grading
adds fluidity to the form

Symbol derived from golden
ratio for balance and elegance

Semi-serif typeface gives the
logotype stability & modernity

Neutral color and font ensures
the institution name stands out

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1. The Sai University logo conforms to the Golden Ratio proportion of 1:1.618, enabling aesthetically pleasing compositions.
2. The fonts used in the logo are modified typefaces. They cannot be replaced by regular fonts.

Pantone 279 C
R65 G143 B222
HEX/HTML #418FDE
C69 M34 Y0 K0

Pantone 285 C
R0 G114 B206
HEX/HTML #0072CE
C90 M47 Y0 K0

Pantone 2935
C R0 G87 B183
HEX/HTML #0057B7
C100 M63 Y0 K0

Pantone 2728
C R0 G71 B187
HEX/HTML #0047BB
C99 M76 Y0 K0

Pantone 2736 C
R30 G34 B170
HEX/HTML #1E22AA
C100 M90 Y0 K2

Pantone Process Black
C R35 G31 B32
HEX/HTML #231F20
C0 M0 Y0 K100

SAI
UNIVERSITY

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The Horizontal version of the logo is the most preferred unit since the University name is better readable in smaller sizes.

The Portrait version of the logo should be used in applications where the medium does not provide for adequate space - for example, pillar arches and door branding.

Minimum Size Print

Minimum Size Digital

27 mm

75 px

Minimum Size Print

Minimum Size Digital

28 mm

80 px

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Clear space

Clear space frames the logo, separating it from other elements such as headlines, text, imagery and the outside edge of printed materials. The dimensions shown on the right represent the minimum clearspace.

Whenever possible, allow more than this amount of clear space. Clear space for the Sai University logo is equal to half the height of the letter "S" from all sides of the logo.

The logo should not be split or separated to use the flame element or Sai University text separately, or partially.

100%   50%

Identity

Logo colors
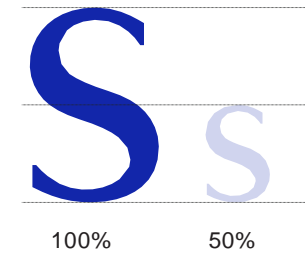
The 4 color logo is always preferred over other variants, unless print, or design restrictions apply.

When using the single color logo, it is preferable to use the blue version. Use the single color logo against light backgrounds and the white (reverse) version on dark backgrounds, including photographs, gradients and solid colors.

The single color black logo will be used as the greyscale variant.

4 color Logo

Single color Logo

Logo in Reverse

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Logo Don'ts

Our logo is a highly visible and valuable brand asset. Altering the artwork diminishes the value of our logo and leads to a less cohesive brand experience. This page demonstrates a few incorrect uses of our logo.

Don't increase or decrease space between text and symbol

Don't align to the top of the symbol

Don't change order of colours on the logo symbol

Don't use gradients over the logo

Don't change the logo colours

Don't distort the logo

Don't change the logo symbol's position

Don't omit elements of the logo

Don't rotate or flip the logo symbol

Don't use the logo against disturbing backgrounds

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When using the logo against backgrounds, pick backgrounds and background colors that enhance the logo, either in single color, 4 color orreverse.

Pick from the approved secondary colors for flat backgrounds that can workfor the brand.

Do not use the single color logo against dark backgrounds and the reverse logo agains lighter backgrounds.

When using the logo on an image, place it on a less busy area of the image.

Brand Pattern

The Sai-U brand pattern has been derived from the lines in the logo symbol.

The universal pattern color is the Sai-U blue against a white background. Variations of the pattern color is allowed as a hue of the background color.

Do not use multiple pattern overlays. Do not change the pattern graphic style.

Watermark

The brand watermark must use the complete logo and not just the logo symbol. While using the brand watermark, use only the single color logo against applications like confidential documents and presentations.

Use a 10% Black (Grey) for use of the watermark on documents.

Identity

Secondary Logo Usage

Logo treatments are created using elements of our system, including the Sai University logo, color and typography. Together, these elements create a consistent logo system and build recognition for our brand and our programs.

Standards for identity treatments have been developed for program, institute and center branding. Other treatments willbe evaluated on a case-by-case basis. As a general rule, avoid creating multiple identity treatments.

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Co-branding treatments demonstrate collaboration and feature the Sai University logo with that of one of our partners. A great deal of strategy and financial considerations go into co-branding relationships, so you should put equal emphasis on both brand logos

Partner Logo

Partner Logo