“Vision”
To be global leader in development of professionals specialising in corporate governance.

“Mission”
To continuously develop high calibre professionals ensuring good corporate governance and effective management and to carry out proactive research and development activities for protection of interest of all stakeholders thus contributing to public good.
It takes a lot of courage to release the familiar and seemingly secure and to embrace the new. But in movement there is life and in change there is power. Change is a reflection of our inner growth and empowerment. In these changing times the profession of Company Secretaries has also changed and so a change in their brand image then, becomes imperative.

One of the most valuable business assets that an institution has is its visual identity. Like all corporate resources, the visual identity too needs consistent attention and sustained nurturing to be able to show substantial results in brand equity.

There are certain beliefs, values and ideals unique to ICSI that make it an unparalleled success story. Its uniqueness and gigantic identity reflects a work culture that is conducive to achievements. A positive work ethos and an emerging image of an upright corporate citizen.

With a view to create a cohesive brand image for the profession of Company Secretaries, a new corporate identity program has been created with a new Logo-Masthead for The Institute of Company Secretaries of India (ICSI).

The new Logo and Masthead of ICSI & Logo for Members was unveiled by Shri M. Hamid Ansari, Hon’ble Vice President of India on 20th December 2008 at Vigyan Bhawan, New Delhi, on the occasion of the “ICSI National Award for Excellence in Corporate Governance 2008” function.

The letters 'CS' to be used by the members as a prefix before their names; shares a direct and an umbilical relationship with the identity of the Institute. A compact unit in itself, with the central arrow of growth and excellence, it represents stability and integrity, which are the hallmarks of the profession.

Change always happens like a relay race and our job is to do our part of the race and then we pass it on, and then someone picks it up, and it keeps going and that is how it is. Logos are designed, but brands are built over a period of time with uniform use by all stakeholders. I request each stakeholder of the ICSI to do their part in building the brand image through consistent and uniform usage of the new identity.

I am pleased to introduce the new Visual Identity Program for the Institute. Prepared after extensive research, discussions and deliberations with various groups within & outside the organization and expertise of National Institute of Design (NID), this manual aims to provide guidelines on the use of standardized basic graphic elements of the Corporate Identity. The visuals are precise, simple and aesthetically appealing, in keeping with ICSI's simple yet dynamic functioning.

I congratulate the ICSI Council, Shri N.K.Jain, Secretary & CEO, Directorate of Public Relations and Corporate Communication and all others who have been closely associated with this project. I also take this opportunity to urge TEAM ICSI to follow the guidelines provided in this manual and communicate on behalf of the Institute in a more cohesive and consistent manner projecting ICSI as a consistent, responsible and dynamic player in the realm of promoting Corporate Excellence.

With Best wishes and Season's Greetings.

Dalta Hanumanta Raju
President, ICSI
Please Note >

The guidelines in this Graphic Standards Manual have been developed to significantly improve and standardise the visual presentation of ICSI’s external communications. It is for the use of employees responsible for communication or graphic designers. The content is specific and technical.

The manual lays down standard guidelines and practices for communications to be created by ICSI across their area of work, produced by employees or third party agencies. There are few rules but please take the time to read and understand how they work, and how they can be used together to ensure a cohesive brand identity. It’s crucial that the brand appears correctly and consistently in every communication.

As a technical guide which is meant to instruct rather than inform, this manual does not explicitly follow all the guidelines for ICSI communication and publications. The colours as reproduced in this manual may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the sample swatches provided.

WHAT IS A VISUAL IDENTITY?

Any organisation, big or small needs to have its own distinct visual identity in this communication era.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual - shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity.

On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, networking, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation.

A Logo is only a part of the overall Corporate Identity. A visual symbol is designed but an identity is created by consistent use of the various design elements over a period of time across several applications related to the organisation.

The visual identity representing the philosophy and mission of the organisation translates on to several planes of visual interface between the organisation and its target users. These include the basic stationary, business cards, Envelopes, promotional material such as brochures, flyers, advertiseisements, forms, in-house printed stationary such as vouchers and bills, environmental design such as interiors and signage systems, vehicles and uniforms exhibitions and all promotional material in the visual media.

As the term visual identity implies, it serves as an identifying link with its target group.
NEED FOR A VISUAL IDENTITY

The identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities.

The visual identity performs certain vital functions for the organisation, both internally as well as externally. Within the organisation, the identity provides a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a group identity and loyalty towards the company.

For its public face, the visual identity is the most important and handy tool for an organisation. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identifies the organisation and helps it stand out in a competitive information age.

COMPONENTS OF A VISUAL IDENTITY

The Visual Identity for any organisation broadly comprises of three critical components:

• the Logo
• the colour scheme
• type style (fonts)

The Logo – either a symbol, a wordmark; or a combination of both the Logo and the Logotype, gives a visual identity to the organisation. It embodies the intrinsic character of the organisation, its core values and the areas of operation. A consistent and undistorted use of the Logo across various applications lend the identity a distinctive image, powerful enough to be identified, recognised and associated with the organisation.

Colours are a vital factor in furthering the organisation’s image. Through consistent use of the same set of the colour palette across different mediums, the organisation can build up a very unique image in the public mind.

The type style and the fonts used consistently reinforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organisation.
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SECTION I
THE ICSI IDENTITY:
Logo & Masthead
Concept

The new Logo of the Institute stands for stability and integrity. The core of the new identity “Connecting for collective growth” is epitomized by four letters signifying a mature and multifaceted profession. The letters CS in the centre of the identity integrate to form an upward arrow embodying the Institute’s Vision of growth and excellence in corporate governance. The holistic perception of the identity reflects soft edges with a sharp interior.
‘Connecting for a collective growth’ is the core of the Logo, visually depicted in the upward arrow formed by the letters, ‘C’ and ‘S’. The simple and elegant Masthead with bold fonts lends it an air of authority and stability. The holistic perception of the identity reflects soft edges with a sharp interior.

The symbol is graphically simple so it will function across all mediums-print, electronic, on screen, display and 3D applications without losing its impact. Proper use of the symbol-Logo is the cornerstone of the visual identity program. By following the guidelines outlined in this manual, the consistent application of the symbol will be ensured, as well as reinforced for an effective recall value.
The new Logo of ICSI is a strong, bold and cohesive wordmark, where four different letters come together to create a complete picture. The Logo, set in deep blue colour represents a multifaceted professional with a high degree of integrity and stability.

The Masthead has been strategically designed to complement the modern Logo. The Masthead has various components which are described here.

To ensure a consistent visual language and cohesive identity, the recommended configuration in which the Logo and Masthead should always be used, has also been specified.

However, in exceptional cases, due to lack of space, the alternative configuration may be used. Please refer page 15 for alternative configurations.
The ICSI identity (the Logo and Masthead) has two versions; 1) a standard, preferred version and the second, 2) vertical version.

**SMALLEST PERMISSIBLE SIZES**

1) The preferred identity version can be sized down to a minimum width of 85 mm, as shown on this page.
2) The alternate configuration, vertical version can be sized down to a minimum size of 65 mm.

In case the identity of the Institute is to be used in a further smaller size, it is recommended to use only the Logo (without the Masthead), which has two alternatives, one with the strip and one without. These can be reduced to a size of 10 mm / 5 mm in height; as shown on this page.

The measurement areas are also shown in the examples on this page.
To ensure maximum visibility of the basic identifier in any identity, it is very important that the Logo and the Masthead be used in such a manner that it gets its due importance.

To ensure its integrity and visibility, the ICSI Logo and Masthead should be kept clear of competing text, images and graphics. It must be surrounded on all sides by an adequate clearspace—a space equal in size to twice the width of the alphabet H (in the Masthead), as shown on this page.
ICSİ IDENTITY
SAFE ZONE / CLEARANCE SPACE

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
Colour plays a very important role in establishing the visual identity in the conscious of people, and is chosen very carefully.

**PRIMARY HOUSE COLOUR**

The house colour identified for *The Institute of Company Secretaries of India* is a deep blue (Pantone 2758 M). This sobre colour evokes a high degree of maturity. The basic identity uses a single colour lending it a cutting-edge personality of integrity and high values.

However, in situations where the house colour cannot be used due to limitations of reproduction processes, it is recommended to use the entire visual identity (Logo and the Masthead) in black colour as shown on this page.
SECONDARY HOUSE COLOURS

The identity (Logo and Masthead) can also be used reversed out from a background patch of house colour or black. Due to print production and communication limitations; some material produced by the Institute, such as newsletters etc; may use a secondary colour palette, in addition to the house colour. A set of secondary colour palette is also given on this page.

Please Note >

The colours as reproduced in this manual may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the sample swatches (primary house colour) provided, or use the specifications mentioned.
Possible use of house colours - primary and secondary in the signature.

When using the identity reversed out from any of the house colours, please ensure the minimum clearance space (as specified on page 17) is taken into consideration.

Against a white background, the identifier should always be used in the ICSI Blue or Black colour, following the safe zone.
Like human beings, typography and fonts also have distinct visual characters. The selection of a house font is imperative for creating an exclusive and distinct identity of an organisation.

The Logo and Masthead have been designed and are accessible in the accompanying CD as image files. **Please do not attempt to recreate these.**

**HOUSE FONT**

For all other communication material such as basic stationery, newsletters, signage etc, please use the Frutiger Font Family (examples shown). The font, Times New Roman may be used for general correspondence (body of the letters). For web based applications, the Font Arial may be used instead of Frutiger.
ICSI IDENTITY

TYPOGRAPHY

abcdefgijklmnopqrstuvwxyz
ABCD EFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'

Frutiger LT Std 47 Light Condensed

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'

Frutiger LT Std 45 Light

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'

Frutiger LT Std 55 Roman

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'

Frutiger LT Std 65 Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'

Arial Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'

Times New Roman Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890 !@#$%^&*(){}[]_+-;\';'
To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, type, and colour. The use of the identifier (Logo and Masthead) should be consistent and should not be distorted or changed in relative proportion, colour etc.

A few examples are shown on this page which should not be done in any situation.

DO NOT DO THESE!
INCORRECT USAGE OF Logo
The Logo and the Masthead have been designed with a purpose. It is very critical to maintain the same relative proportions and colours across applications to ensure a robust and consistent identity.

Please use the files which are provided in the accompanying CD. Please do not attempt to recreate the Logo and the Masthead. A few examples are shown on this and the following pages, which should not be done in any situation or for any kind of
DO NOT MAKE THE LOGO AND MASTHEAD HOLLOW

DO NOT GIVE GRADIENT TO ANY ELEMENT OF THE LOGO AND MASTHEAD

DO NOT ADD DROP SHADOW TO THE LOGO AND MASTHEAD IN ANY APPLICATION/CONTEXT OF USE.

DO NOT ADD A BOUNDING BOX OR FIT THE LOGO AND MASTHEAD IN A BOX.

DO NOT CHANGE THE COLOURS OR USE ANY UNSPECIFIED COLOURS FOR ANY ELEMENTS OF THE LOGO AND MASTHEAD

DO NOT ADD OUTLINE OF ANY COLOUR TO THE LOGO AND MASTHEAD

DO NOT USE THE FILES PROVIDED
DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST DARK BACKGROUNDS

DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST BUSY IMAGES

DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST ANY KIND OF TEXTURE
SECTION II
Logo for Members
The letters ‘CS’ to be used by the members as a prefix before their names; shares a direct and umbilical relationship with the identity of the Institute. A compact unit in itself, with the central arrow of growth and excellence, it represents stability and integrity, which are the hallmark of the profession.

Set in a sober deep blue colour; it represents a very confident and upright professional.
LOGO FOR MEMBERS

APPLICATION ON VISITING CARDS

There could be three situations in which the prefix could be used by a member on their personal visiting cards:

1) the name is printed in black colour, in which case the prefix should also be printed in black.

2) the name uses a colour other than black, in which case the prefix should always be printed in the ICSI blue (pantone 2758 M) as specified on page 18.

3) the visiting card has a darker background and the name is printed in white or any other lighter colour, in which case the prefix should always be printed in white colour.

In order to ensure maximum visibility and consistent applications, please ensure that the guidelines overleaf are followed.
The size of the prefix should be not less than 2.6 mm in height. In case the typography (the name) is smaller in height then it should be aligned on the baseline, as shown in first example above. In case the typography is larger, then the height of the prefix can be increased accordingly to match the same height as the lettering.

The distance between the prefix and first letter of the name should be maintained at half the width of the prefix, as shown in the above examples.
LOGO FOR MEMBERS
GUIDELINES - [ INCORRECT USAGE ]

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, colour and relative size. The use of the CS Logo for members on their individual stationery items should be consistent and should not be distorted or changed in relative proportion, colour etc. A few examples of incorrect usage are shown on this page. These should not be done under any circumstances.

DO NOT STRETCH OR COMPRESS THE WORDMARK. ALWAYS USE THE ARTWORK PROVIDED

DO NOT ELONGATE THE WORDMARK. ALWAYS USE THE ARTWORK PROVIDED

DO NOT ENCLOSE THE WORDMARK IN ANY OTHER FORM. ALWAYS USE THE ARTWORK PROVIDED

DO NOT USE THE WORDMARK IN ANY OTHER COLOUR COMBINATION EXCEPT THE ONES WHICH ARE SPECIFIED

DO NOT CHANGE THE DISTANCE BETWEEN THE WORDMARK AND THE NAME. ALWAYS USE THE SPECIFIED DISTANCE
A bumper sticker for the vehicles of members of the Institute has also been designed. This is printed on self adhesive sticker and can be used on the front/rear windshield of the vehicle.
LOGO FOR MEMBERS
APPLICATIONS - BUMPER STICKER
SECTION III
BASIC STATIONERY
FOR THE ICSI

The designs of various stationery items shown in the following pages, demonstrate the set of guidelines establishing the visual language; and how to use the Logo-Masthead, address lines and other graphic elements. These are not the final design in terms of factual content. Please follow the design specifications in Section V and the files provided in the CD, to prepare individual pre-press files.
The letterhead of *The Institute of Company Secretaries of India*, is designed as a very simple yet elegant piece of print communication.

The Masthead is right up on the top centre in a significant position visually, with the address towards the bottom of the letterhead as a sign-off.

The graphic element of a blue strip on the top right edge, aligned with the Masthead, endorses the name of the Institute and lends dynamism to it. While a thin blue strip on the left edge also serves as position indicator for folding and filing punch.

**Recommended paper**: 90 gsm supersunshine, white  
**Printing**: single colour offset / screen (with bleeds)  
**Finished size**: 210 mm x 285 mm

**Design specifications on page 100**
BASIC STATIONERY
HEADQUARTER’S LETTERHEAD

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Headquarters ICSI House, 22, Institutional Area, Lodhi Road, New Delhi 110 003
tel 011- 4534 1000, 4150 4444  fax +91-11-2462 6727  email info@icsi.edu  website www.icsi.edu
The continuation sheet for letterhead of *The Institute of Company Secretaries of India*, is designed as a very simple yet elegant piece of print communication.

It has been designed such that it can be printed in the same print run as the Headquarters letterhead using the same artwork/positive/plate.

**RECOMMENDED PAPER:** 90 gsm supersunshine, white  
**PRINTING:** single colour offset / screen (with bleeds)  
**FINISHED SIZE:** 210 mm x 285 mm  

**DESIGN SPECIFICATIONS ON PAGE 100**
The letterhead for the Noida Office of *The Institute of Company Secretaries of India*, is based on the Headquarter’s letterhead, with specific identifiers added at appropriate place.

The identifier is given due importance by placing it adjacent to the Logo-Masthead towards the top of the letterhead.

The specific address line of the Noida Office is in a second colour just above the Headquarter’s address towards the bottom of the letterhead.

**RECOMMENDED PAPER:** 90 gsm supersunshine, white  
**PRINTING:** two colour offset / screen (with bleeds)  
Pantone 2758 M and 100 % Black  
**FINISHED SIZE:** 210 mm x 285 mm

**DESIGN SPECIFICATIONS ON PAGE 101**
The letterhead for the Regional Councils, ICSI-CCGRT and Chapters of *The Institute of Company Secretaries of India*, is based on the Headquarters letterhead, with specific identifiers added at appropriate place.

The identifier is given due importance by placing it adjacent to the Logo-Masthead towards the top of the letterhead.

The specific address line of the Regional Council office is in a second colour just above the Headquarters address towards the bottom of the letterhead.

The letterheads shown on the following three pages are indicative only, and not necessarily correct in terms of the information. The letterheads for the Noida Office, ICSI-CCGRT, Regional Councils and ICSI Chapters, all follow the same design specifications.

**RECOMMENDED PAPER:** 90 gsm supersunshine, white  
**PRINTING:** two colour offset/screen (with bleeds)  
Pantone 2758 M and 100% Black  
**FINISHED SIZE:** 210 mm x 285 mm

**DESIGN SPECIFICATIONS ON PAGE 101**
The letterheads for the President and other senior officials of The Institute of Company Secretaries of India, is based on the Headquarter’s letterhead, with the specific name and designation identifiers added at appropriate place as indicated.

The letterhead shown on this page is indicative only, and not necessarily correct in terms of the information.

RECOMMENDED PAPER: 90 gsm supersunshine, white
PRINTING: single colour offset / screen (with bleeds)
FINISHED SIZE: 210 mm x 285 mm

DESIGN SPECIFICATIONS ON PAGE 102
THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Datla Hanumanta Raju
PRESIDENT

ICSI House,
22, Institutional Area, Lodi Road,
New Delhi-110 003

Tel 011-2469 1831(D), 4534 1000, 4150 4444
Fax +91-11-2462 6237

president@icsi.edu
www.icsi.edu
The letterheads for the Secretary & CEO and other senior officials of *The Institute of Company Secretaries of India*, is based on the Headquarter’s letterhead, with the specific name and designation identifiers added at appropriate place.

The letterheads shown on this page is indicative only, and not necessarily correct in terms of the information.

**RECOMMENDED PAPER:** 90 gsm supersunshine, white  
**PRINTING:** single colour offset / screen (with bleeds)  
**FINISHED SIZE:** 210 mm x 285 mm

**DESIGN SPECIFICATIONS ON PAGE 102**
The bilingual letterhead for the (Headquarter’s only) of The Institute of Company Secretaries of India, follows the visual structure of the single language Headquarter’s letterhead, with a new bi-lingual Masthead and addresses in both the languages.

The letterhead shown on this page is indicative only, and not necessarily correct in terms of the contact information.

**RECOMMENDED PAPER:** 90 gsm supersunshine, white

**PRINTING:** single colour offset / screen (with bleeds)

**FINISHED SIZE:** 210 mm x 285 mm

**DESIGN SPECIFICATIONS ON PAGE 103**
HEADQUARTER’S BI-LINGUAL LETTERHEAD

THE INSTITUTE OF
Company Secretaries of India
in pursuit of professional excellence

HEADQUARTERS
ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011-4534 1000, 4150 4444  fax +91-11-2462 6727  email info@icsi.edu  website www.icsi.edu

Folder>Letterheads
File>053_ICSI_LH_Bilingual.cdr
The visiting cards for various officials of The Institute of Company Secretaries of India, are designed in synch with the visual language created in the letterheads, lending the entire visual identity a more cohesive and united look.

There are broadly three categories of visiting cards—
1. Council Members and other elected members (with the Headquarter/Regional Council/Chapter address on the front and their individual office address on the back side)
2. Employees of the Institute (who are qualified Company Secretaries)
3. Employees of the Institute (those who are not Company Secretaries)

RECOMMENDED PAPER: 150-170 gsm NT card paper, white
PRINTING: two colour screen (with bleed) on front / one colour screen printing on back side.
FINISHED SIZE: 90 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 104/105
On the previous page and this page, are indicative samples of visiting cards which fall in the first category -
1. Council Members and other elected members (with the Headquarters/Regional Council/Chapter address on the front and their individual office address on the back side)

The structure is very simple with the identifier of the ICSI-CCGRT/Regional Council/Chapter coming right below the ICSI Logo and left aligned. The name and the designation is vertically aligned to the Masthead and always appears on the top.

RECOMMENDED PAPER: 150-170 gsm NT card paper, white
PRINTING: two colour screen (with bleed) on front / one colour screen printing on back side.
FINISHED SIZE: 90 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 104/105
BASIC STATIONERY
VISITING CARDS
[ICSI-NIRC, ICSI REGIONAL COUNCIL, ICSI CHAPTER]

FRONT

08 Atul Mittal
CHAIRMAN
NORTHERN INDIA Regional Council

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

NORTHERN INDIA REGIONAL COUNCIL
ICSI-NIRC Building, Plot No. 4,
Prasad Nagar Institutional Area, New Delhi 110 005
tel 011-2576 3090, 2576 7190
fax +91-11-2572 2662
e-mail niro@icsi.edu website www.icsi.edu

Chairman’s Office
Sucheta Bhawan, 11-A,
Vishnu Digambar Marg, New Delhi 110 002
tel (O) 011-4115 0263, (R) 2718 0356
fax +91-11-2321 0594
e-mail atulmittal@in.pwc.com

Folder:Visiting Cards
File:057_ICSI_VC_Chairman_RegCouncil.cdr

BACK

FRONT

08 A. Visweswara Rao
CHAIRMAN
HYDERABAD CHAPTER

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

HYDERABAD CHAPTER
No. # 6-3-609/5, Anandnagar Colony,
Khairatabad, Hyderabad 500 004
tel 040-2339 9541, 2339 6494
fax +91-40-2332 5458
e-mail hyderabad@icsi.edu
website www.icsi.edu

Chairman’s Office
102, Swetha Apartments,
Venkataraman Colony,
Khairatabad, Hyderabad 500 004
tel (O) 040-6450 6650, (R) 2339 0278
fax +91-40-2331 7018
email avrao_vishu@hotmail.com

Folder:Visiting Cards
File:057_ICSI_VC_Chairman_Chapter.cdr
On this page, are indicative samples of visiting cards which fall in the second and third category—
2. Employees of the Institute (who are qualified Company Secretaries)
3. Employees of the Institute (those who are not Company Secretaries).

The name and the designation is vertically aligned to the Masthead and always appears on the top.

RECOMMENDED PAPER: 150-170 gsm NT card paper, white
PRINTING: two colour screen (with bleed) on front / one colour screen printing on back side.
FINISHED SIZE: 90 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 104/105
BASIC STATIONERY
VISITING CARDS
[HEADQUARTERS, CS & NON CS, ICSI-NOIDA]

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

Headquarters
ICSi House, 22, Institutional Area,
Lodi Road, New Delhi 110 003
tel 011-24645048 (D), 4534 1000, 4150 4444 extn 1012
(r) 2291 1963 fax +91-11-2469 4408
email dtpms@icsi.edu website www.icsi.edu

ICSi

Folder>Visiting Cards
File=057_ICSI_VC_CSemployee.cdr

Folder>Visiting Cards
File=057_ICSI_VC_NonCSemployee.cdr

Folder>Visiting Cards
File=057_ICSI_VC_NonCSemployee.cdr

Actual size
The Envelopes for the various offices of The Institute of Company Secretaries of India, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

There are broadly two categories of Envelopes—
1. Horizontal format (of different sizes and different colours) which open from the side
2. Vertical format, mostly for publications and newsletters, of larger size (which open from the top)

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only.

Unlike the letterheads, all Envelopes have only one address - that of the originating office/Regional Council/Centre/Chapter. For the standard correspondence envelope, shown on this page and the next page, there are two options - a regular envelope and a window envelope. Both follow the same design specifications.

**Recommended paper**: 120 gsm Supersunshine white / 120 gsm brown kraft paper

**Printing**: one colour screen printing with open flap.

**Finished size**: 250 mm x 110 mm

**Design specifications on page 107**
BASIC STATIONERY
CORRESPONDENCE ENVELOPES

Headquarters: WHITE REGULAR ENVELOPE

Folder>Envelopes
File>061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr

Headquarters: WHITE WINDOW ENVELOPE

Folder>Envelopes
File>061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr

60% of Actual size
BASIC STATIONERY
CORRESPONDENCE ENVELOPES

Headquarters: BROWN REGULAR ENVELOPE

Folder>Envelopes
File>062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr

Headquarters: BROWN WINDOW ENVELOPE

Folder>Envelopes
File>062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr
Noida Office/ICSI-CCGRT/Regional Council/Chapters: BROWN WINDOW ENVELOPE

Folder>Envelopes
File>063_ICSI_RegEnvelope_Noida_onBrownPaper.cdr

Noida Office/ICSI-CCGRT/Regional Council/Chapters: WHITE WINDOW ENVELOPE

Folder>Envelopes
File>063_ICSI_RegEnvelope_Noida_onWhitePaper.cdr

60% of Actual size
The Envelopes for the various offices of The Institute of Company Secretaries of India, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they are regular or with windows.

Unlike the letterheads, all Envelopes have only one address - that of the originating office/Regional Council/ICSI-CCGRT/Chapter.

**Recommended Paper:** 120/130 gsm brown kraft paper

**Printing:** one colour screen printing with open flap.

**Finished Size:** 260 mm x 175 mm

**Design Specifications on Page 109**
BASIC STATIONERY
MID-SIZE ENVELOPES (VARIOUS FORMS ETC.)

60% of Actual size

Folder>Envelopes
File>06S_ICSI_Mid-SizeEnvelope_HQ_onBrownPaper.cdr
The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they have a window or are regular Envelopes.

Shown on the facing page is the Correspondence Envelope which is used for reports, publications documents etc. which are approximately A4 in size.

The alternate configuration of the Logo+Masthead combination is used in this envelope, as it follows a vertical proportion.

**RECOMMENDED PAPER:** 120/150 gsm brown kraft paper
**PRINTING:** one colour screen printing.
**FINISHED SIZE:** 226 mm x 309.8 mm

**DESIGN SPECIFICATIONS ON PAGE 110**
The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in synch with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they have a window or are regular Envelopes.

Shown on the facing page is the Journal Envelope which is used for Journals such as Chartered Secretary.

The preferred configuration of the Logo+Masthead combination is used in this envelope, as it follows a horizontal proportion.

**Recommended Paper:** 150 gsm brown kraft paper  
**Printing:** one colour screen printing.  
**Finished Size:** 304.8 mm x 250 mm

**Design Specifications on Page 111**
SECTION IV
This section contains examples of how the visual identity can be used on other artefacts both for inhouse use as well as external interface.

A consistent use of the guidelines will ensure a cohesive visibility and a stronger brand building. These are demonstrative and suggestive, not the final designs.
A common office noting has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the letterhead. Each location/office (such as Headquarters, Noida Office, ICSI-CCGRT, Regional Councils and the various Chapters) shall be identified by the identifier in the specified place as indicated on the design in the facing page. The office noting does not have the address line.

To distinguish it from the letterheads, it is designed to be printed in black colour printing on coloured paper.

**Recommended Paper:** 90 gsm ledger paper, light green

**Printing:** single colour offset / screen (with bleed)

**Finished Size:** 210 mm x 285 mm
A common Subject file has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the basic stationery. This page is indicative of the design. The Subject files do not have the address line, as they are for internal usage only.

**PRINTING:** single colour screen printing in black colour only
This page indicates, how the identity may be applied onto the plastic folders for The Institute of Company Secretaries of India, following the visual structure of the basic stationery. The plastic folders do not have the address line, as the visiting card of the individuals would be used in the pocket as an identification.

PRINTING: single colour screen
OFFICE STATIONERY
OPEN PLASTIC FOLDERS

This page indicates, how the identity may be applied onto the open plastic folders for *The Institute of Company Secretaries of India*, following the visual structure of the basic stationery. The plastic folders do not have the address line, as the visiting card of the individuals would be used in the pocket as an identification.

PRINTING: single colour screen, preferably black on transparent plastic folders.
OFFICE STATIONERY
OPEN PLASTIC FOLDERS

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

60% of Actual size
This page indicates, how the identity may be applied onto the note pads which are made for inhouse use/specific functions at The Institute of Company Secretaries of India, following the visual structure of the basic stationery. The cover page has the full address which could change depending on the Headquarters / Noida Office / ICSI-CCGRT / Regional Councils / Chapters. However, the inside pages have only the Masthead as an identifier on all pages.

**PRINTING:** single colour offset, ICSI blue on regular 70 gsm maplitho paper with cover page on thicker card.

**size:** approximately A5, vertical format.

**spiral bound from smaller side (or even side stapled with full cover)**
The following pages in this section give a suggestive overview of how the visual identifier can be used on the cover page of the various Journals to develop a strong cohesive and unified visual identity.

Following the visual structure created for the basic stationery, the identifier is used towards the bottom, set in reverse on a strong coloured background. This gives due importance to the Masthead of the individual Journal / magazine / newsletter.
From the President
Legal World (LW 59-66)
From the Government (GN 265-306)
Corporate Miscellany
News from the Institute
Our Members

Articles (A 261-290)

- Income-tax: Department’s persistence with cash seizures despite Courts’ disapprovals is unreasonable and unfair
- “Apply Now, Pay Later” - An Alternative Mode of Payment in Public Rights Issues
- Takeover Code At a Glance
- Winding up by Courts under section 433(j) of the Companies Act, 1956 - A case for Review
- Two faces of Preference Shares under Foreign Investment Policy
- Amalgamation of an Indian Company and an Overseas Company
- Section 633 of the Companies Act: Shield for Honest Officers
- “Negative Covenant” in Contract of Employment does not curb Employee’s freedom to seek Employment elsewhere after Termination of Contract

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament

visit our website: www.icsi.edu
The ‘Student Company Secretary’ has four issues in a year. The visual structure and grid of the cover pages remain same, but the colour of each issue can change, using the colours from the primary/secondary colour palette, for each issue. This shall ensure a visual connection and at the same time help distinguish one issue from another.
A 3-COLUMN GRID.
From the Secretary & CEO’s Desk

Dear Students,

“It is futile to try to ignore the changes and to pretend that tomorrow will be like yesterday, only more so.”

Peter F. Drucker

Change is the law of nature. There cannot be any progress unless the change takes place. Changes are taking place rapidly in all frontiers—business, economics, global and international scenario. Lot of research and development are taking place in almost all fronts of life. These are primarily leading to technological changes with a primary focus on progress in almost in all walks of life. This is evident from the fact that of late, bio-technological, bio-chemical and bio-physical changes are the latest buzz word. The knowledge and the expertise acquired five years ago are very outdated unless it is constantly updated. Unless you are computer savvy and versatile to the technological changes and the development which are taking place, one would tend to be left behind.


Ex ineroe. Deltalis. Si fore ad facturor has At- Cat, quasdam iam tabiti unateque aucteris, qua visa, et gratus. Opioidea, quod opopem nemusum lessente, clute ca. C. Cum nonfeecto infeble fectionum abae factico tudeatx tae deo vissesid millabes ia idios? Et L. Opio, nitas res consula es publicis, noxcet esti, obs, proris crinus senderi hocs; Cat. Vivenum ophansus, facseer milicea quam vicera L. Cat (e.taturn publi porteri dientem audiam luum locit chehebat Cat? id sedit faceret?) cume auctum adduceent? Axxium aaelam nonxul additus prartum, nostiam demo vit, essigit.

Sullius praedependiem, conloc, foritum num des intem ex nosta L. Cast vicics simpura restritum consimper proximumhum consis autem ad se rum intimo hocupone a Satra, quitamine ades, qui pritt.

Fuid aliq consular actu rem a condeem L. Uipere vesxiu taum statio convenum aclamandi cerferc, Cat, se tu mo villuqui elicavehem patauus, ad fuide perum.

Vasstraetrum det? Uindemibus, se, co num en ca denticlem am, coneesa itacu va cricit tementicrict vastrum hoc, usulurium pril C. Fontes con derti co et audlena, Castre ir in ta, num netis, quem escl, cam. Utlam pra nem audere nixid nam, consum tillabunur aus, C. Forumus lare furbitis nonnuu ncludum quiditatem dem dit; horum desdeo, nonotio ex similh virem dem vit faciaire ret, abusus averterg igna rem occiam det, consimandoea in spee compallemus consma enunctam patu nit vit L. Enat nonter inatis atuam spex sica; Cattiles con de nosintropublic bu pulu re, se taria ica cuulis? Cupipi. Sentest orum amque aperfecl ulicicrem que ac te fac ommandam inatria ristabin sinente consuccep es eto modijir video crima, mena, que eho con dem dio vefrastru mandal incurbus, vaqla hali erehehe mneque terfin tiame. Ehem sendem Rommons uerumter nosta nor tus, act vesollar inte, cupicerces confessir coesin autemus poeriropie noriare dem tus; Catiaexcolium di, at L. Niphius ompris, puster compilin prite, nem fach vagnurivus? Patuus, culeig triareet? Befes adduceor, con feccr ce il in lamquili dext, ut virnet oratrus pecusatus atia ur? Fue novenen lenic etariam sae niti L. Nihii, culerum crins mateni, canemander Catu et? que nonsum ingra se mferfece au tea denhilicum ac forum maio inesra, quitt? Evius es adduce aecubres? Nameiam lam on nonandi fatqueu, que ad antesiadern acturns? Sent. Evius esto co condium q, TL. Dit, Palegerit, C. Omoainte iam effres oolusquam ingul hi, coent. Re, Cat aut ad conemodri, sii mortum pari, ment, auctum norri? Mullatatia nostiam ditium erpere rei publicae prita, quem quam esseis bandam ne non senter bist vicuus, viviam essa restribus viramantam un percidus esulam terrem uii patutuacrho nce fex semenique mquumaruen nihilu duicta vat, perfsacissad a ine anu om am te aces tasta clutuesunum tum epibili esfulud resiscerte clus. mere quiviro Cupio, tum meribus bons et adhuid reste, sis, uia lacta rem lam oru reh fare facilius sult ad ficion/eret acidus, seni, umul atam fue ne maros ne mivulis venicum orsuziqu sulbtoremus, que faere conlos inc optio firia, pecto vitanum norurn ia re, nondet orientaus ponin si peret forte et. Ti. Go tus ret que mium anum anum tus C. me consulis clut firtea, P. Serenium. manditulace ad din dea es oca em, nunnummo imo nihilic uterere vatu dem pulbis hicis condiam inat Cat, quam ausdam mortere, Patum concolia restia pulb linatam sulcunt. Fui fure publicate; num et? Nihili, quo vatuss adducep estala vidtenata pulundisu tum non. Ut pulbin ausdam perdis, ne duce Cat, supubicre te censimopare, vis terfeurnus aciem pulbila ta ia neequam si nonsululium taten vatetare acren senime num, strum aventilis, effreherm etitumtum, qua etem remunetem, cupipi. Gulla custis vinga, Catium inum tum non virmaic, vido igna, mantrimur nis coneniquam illam no. Sena, que halabender dam inro in ta remendiar labus pulbin sim pulu se cul utuid sed se conem ortusel ulario, aut facthusu in diurnio nastratique med pesti, ntit. Centem trieps, quam ad quae deoris concescecep, consautile, quam pate persi llers er, nari vivatem me dem porrem di tus su laria vil temuse su caperel consrigni in di ononfindacii ia, me vendes mora? Iae autem que ad firerena, cum iam tem anhenilhes convere orumo nortubilit. Valiebexco pa lia? An dem fortificus has er quere consum nere confetem, nonexce nebatus idenstrai ina, coner quium horactore tea ninium. Opioidea, que opopem nemusum lessente, clute ca. C. Cum nonfeecto infeble fectionum abae factico tudeatx tae deo vissesid millabes ia idios? Et L. Opio, nitas res consula es publuis, noxcet esti, obs, proris crinus senderi hocs; Cat. Vivenum ophansus, facseer milicea quam vicera. Sullius praedependiem, conloc, foritum num des intem ex nosta L. Cast vicics simpura restritum.
OTHER COMMUNICATIONS

This page indicates the use of the visual identity on large scale graphics such as banners.

On a clean background (no images or textures) the Logo-Masthead is used with the relevant identifier of the Regional Council or the individual Chapters.

The tints of the secondary colours may be used for the background.

As a thumb rule, one can leave the background white.

Design specification on page 111.
OTHER COMMUNICATIONS
ICSI FLAG

Specification:

Single Colour silk screen printing (opaque white) on dark blue Satin or heavy Silk fabric -
Same artwork and position on both front and back
Finished size, after stitching - 4” x 6”
The Institute of Company Secretaries of India, the world’s leading organisation working for the development of professionals specialising in corporate governance, is seeking to hire Human Resource Officer for its Headquarters in New Delhi. Under the direct supervision of the Chief of Human Resources, the incumbent is responsible for providing a professional, timely and effective HR management service to staff of ICSI India Country Office, with particular focus on the area of HR information and processes and administration of entitlements (salary and benefits).

Qualification & Experience: University degree in fields such as HR management, Organisation Development, Business administration, Minimum two years of professional work experience in Human Resources and with some experience on HRIS and/or entitlement. Fluency in English and Hindi. Drive for results. Skills to handle complex and multiple tasks and complete work to deadlines. Ability to analyse problems thoroughly and provide practical solutions. Innovation and creativity for problem solving communication, flexibility, tact and influence. Good judgement, initiative, high sense of responsibility and discussion. A high level of computer skills.

Application consisting of cover letter and an up-to-date CV should be sent within 10 days to hr@icsi.edu in order to ensure that your application is sorted correctly, please clearly indicate the title of the post i.e. Human Resources Officer on the subject line of your e-mail/application. Only applications of shortlisted candidates will be acknowledged. This vacancy is open to India Nationals only. Those who have applied earlier need not apply again.
The Institute of Company Secretaries of India, the world’s leading organisation working for the development of professionals specialising in corporate governance, is seeking to hire a Human Resource Officer for its Headquarters in New Delhi. Under the direct supervision of the Chief of Human Resources, the incumbent is responsible for providing a professional, timely and effective HR management service to staff of ICSI Headquarters, with particular focus on the area of HR information and processes and administration of entitlements (salary and benefits).

**Qualification & Experience:** University degree in fields such as HR management, Organisation Development, Business administration, Minimum two years of professional work experience in Human Resources and with some experience on HRIS and/or entitlement. Fluency in English and Hindi. Drive for results. Skills to handle complex and multiple tasks and complete work to deadlines. Ability to analyse problems thoroughly and provide practical solutions. Innovation and creativity for problem solving communication, flexibility, tact and influence. Good judgement, initiative, high sense of responsibility and discussion. A high level of computer skills.

Application consisting of cover letter and an up-to-date CV should be sent within 10 days to hr@icsi.edu in order to ensure that your application is sorted correctly, please clearly indicate the title of the post i.e. Human Resources Officer on the subject line of your e-mail/application. Only applications of short listed candidates will be acknowledged. This vacancy is open to India Nationals only. Those who have applied earlier need not apply again.
OTHER COMMUNICATIONS
EMPLOYEE'S IDENTITY CARD

FRONT

THE INSTITUTE OF
Company Secretaries of India
IN PURSUIT OF PROFESSIONAL EXCELLENCE

Name : 
Emp. Code : 
Date of Joining : 
Designation : 
Department : 
Date of Birth : 

SIGNATURE OF EMPLOYEE  ISSUING AUTHORITY

BACK

Address of employee : 

PHONE :  ISSUED ON :

INSTRUCTIONS
1. Employee MUST carry this card while in the office.
2. Loss of card must be reported immediately in writing to office & Police.
3. Duplicate card shall be issued on payment of Rs. 50-
4. Holder will be responsible for any misuse of card.
5. This card has to be surrendered on cessation of service.
6. If found, please return this card to the Institute's address.

NON TRANSFERABLE
(THIS CARD IS PROPERTY OF THE Institute)

Headquarters
ICS House, 32, Institutional Area, Lodhi Road, New Delhi 110 003
tel 011-4534 1000, 4150 4444, fax +91-11-2462 6727
email info@icsi.edu  website www.icsi.edu
OTHER COMMUNICATIONS
ROUND SEAL
OTHER COMMUNICATIONS
BUMPER STICKER FOR VEHICLES

Actual size

Folder>Other Communications
File>096_ICSI_bumpersticker.cdr

4" SQUARE WITH ROUNDED CORNERS
SELF ADHESIVE STICKERS
OTHER COMMUNICATIONS
STICKER FOR GOLDEN JUBILEE
SECTION V
This section contains the design specifications for the basic stationery covered in Section III. These indicate both the size as well as the typographic decisions to be used while designing the pre-press artworks.

These are also available in the accompanying CD.
Page Nos. 100 - 111 containing the design specifications for the basic stationery are placed in the folder “Specifications”. 
SECTION VI
COLOUR
SWATCHES

This section has easy-to-tear colour swatches, which are to be used by the printers while matching the colours.
section VII
This section provides the list of files, which are there in the accompanying CD. There are artworks for the Logo-Masthead (separate folders for printing and web usage) and templates for various stationery items. The specifications in Section 5 as printable A3 size pdf files are also included in the relevant folders.
Artworks for Logo+Masthead

Folder > Logo-Masthead-ARTWORKS
> Folder > FOR OFFSET-SCREEN
Files
010_ICSI_Logo.ai
014_ICSI_Logo_STRIP.ai
014_ICSI_LogoMAST_ALTERNATE.ai
ICSI_LogoMAST_BILINGUAL.ai
014_ICSI_LogoMAST_PREFER.ai
010_ICSI_Logo.cdr
014_ICSI_LogoMAST_ALTERNATE.cdr
ICSI_LogoMAST_BILINGUAL.cdr
014_ICSI_LogoMAST_PREFER.cdr
014_ICSI_Logo_STRIP.cdr

> Folder > FOR WEB-ON-SCREEN
Files
010_ICSI_WEB_Logo.png
014_ICSI_WEB_Logo_STRIP.png
014_ICSI_WEB_LogoMAST_ALTERNATE.png
ICSI_WEB_LogoMAST_BILINGUAL.png
014_ICSI_WEB_LogoMAST_PREFERD.png
010_ICSI_WEB_Logo.jpg
014_ICSI_WEB_Logo_STRIP.jpg
014_ICSI_WEB_LogoMAST_ALTERNATE.jpg
ICSI_WEB_LogoMAST_BILINGUAL.jpg
014_ICSI_WEB_LogoMAST_PREFERD.jpg
Templates for basic Stationery (.cdr open files)

Folder > Letterheads
Files
039_ICSI_LH_HQ.cdr
041_ICSI_Continuationsheet.cdr
043_ICSI_LH_NOIDA.cdr
045_ICSI_LH_RegCouncil.cdr
046_ICSI_LH_CCGRT.cdr
047_ICSI_LH_Chapter.cdr
049_ICSI_LH_President.cdr
051_ICSI_LH_Sec_CEO.cdr
053_ICSI_LH_Bilingual.cdr, folder > 053_HindiFonts
100_ICSI_LH_Specifications_HQ.pdf
101_ICSI_LH_Specifications_Noida_RegCouncils_CCGRT_Chapters.pdf
102_ICSI_LH_Specifications_CouncilMember.pdf
103_ICSI_LH_Specifications_Bilingual_LH.pdf

Folder > Visiting Cards
Files
055_ICSI_VC_President.cdr
055_ICSI_VC_Sec_CEO.cdr
056_ICSI_VC_Dean_CCGRT.cdr
057_ICSI_VC_Chairman_Chapter.cdr
057_ICSI_VC_Chairman_RegCouncil.cdr
059_ICSI_VC_Cmployee.cdr
059_ICSI_VC_NonCmployee.cdr
104_ICSI_VC_Specifications_CouncilMember.pdf
105_ICSI_VC_Specifications_Noida_RegCouncils_CCGRT_Chapters.pdf

Folder > Envelopes
Files
061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr
062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr
063_ICSI_RegEnvelope_Noida_onBrownPaper.cdr
063_ICSI_RegEnvelope_Noida_onWhitePaper.cdr
065_ICSI_Mid-SizeEnvelope_HQ_onBrownPaper.cdr
067_ICSI_CorrespondenceEnvelope_HQ_onBrownPaper.cdr
069_ICSI_BigJournalEnvelope_HQ_onBrownPaper.cdr
106_ICSI_Specifications_RegEnvelope_On_WhitePaper.pdf
107_ICSI_Specifications_RegEnvelope_On_BrownPaper.pdf
109_ICSI_Specifications_Correspondence_Envelope_On_BrownPaper.pdf

Folder > Other Communications
Files
034_CS_bumpersticker.cdr
089_ICSI_Banners.cdr
111_ICSI_Banner’s_Specifications.pdf
096_ICSI_bumpersticker.cdr
030_CS_Logo_for_Members.cdr
030_CS_Logo_for_Members.ai
IDENTITY AND MANUAL DESIGNED BY
Integrated Design Services

DESIGN TEAM

PROJECT HEAD:
Tarun Deep Girdher, Associate Sr. Faculty, Graphic Design

DESIGN TEAM:
Deepak M Mahavar
Shalvi Agarwal

NATIONAL INSTITUTE OF DESIGN
Paldi, Ahmedabad 380007. India
Phone +91 79 2662 3692
Fax +91 79 2662 1167
email dsr@nid.edu
url www.nid.edu