“Vision”
To be a global leader in promoting

good corporate governance.

“Mission”
To develop high calibre professionals facilitating
good corporate governance.

“Motto”
सत्यं वदः धर्मं चरः
speak the truth: abide by the law.
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 makes 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, the institute has updated its Graphic Standards Manual with a new Logo-Masthead and other graphic collaterals.

The identity of The Institute of Company Secretaries of India (ICSI) stands for unity. It brings together the English and Hindi text of the logo, thus sending a message of harmony. The tag line i.e. “In Pursuit of Professional Excellence” is epitomized by four letters signifying a mature and multifaceted profession. ‘Connecting for a collective growth’ is the core of the logo, visually depicted in the upward arrow formed by the letter ‘C’ and ‘S’. Set in a deep blue colour, the bold and elegant Masthead lends it an air of authority and leadership. 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.

I am pleased to introduce the revised Graphic Standards Manual for the Institute. Prepared after extensive research, discussions, and deliberations with various groups within & outside the organization, 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.

Logos are designed, but brands are built over a period of time. I request every stakeholder of the ICSI to consider this Graphic Standards Manual as the bible of the organisation’s visual identity. Let’s build the brand image through consistent and uniform usage of the new identity.

With Best wishes and Season’s Greetings.

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, advertisements, 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.
SECTION 1
THE ICSI: LOGO & MASTHEAD
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12. Logo & Masthead
14. Appropriate sizes
16. Safe Zone/Clearance Space
18. Colour
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25. Incorrect usage of Logo/Masthead

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LOGO FOR MEMBERS
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OFFICE STATIONERY AND MISCELLANEOUS COMMUNICATION
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98. Coffee Mug
99. Laptop Sleeve Bag
100. Laptop Bag
101. Back Bag
102. T-Shirt
103. Wallet
104. Badges
106. Small Planner
107. Card Pen Drive
  Pen
108. Key Chain
109. Stick Pad
  Neck Tie
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 INSTITUTE OF Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)
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.

Black Logo-Masthead not to be utilised unless necessary like B&W advertisement, Photocopy, etc.

However, in exceptional cases, due to lack of space, the alternative configuration may be used. Please refer page 15 for alternative configurations.
ICSI IDENTITY
APPROPRIATE SIZES

THE INSTITUTE OF Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament (Under the jurisdiction of Ministry of Corporate Affairs)

1) THE PREFERRED LOGO+MASTHEAD

Folder>Other Communications
>Folder> FOR OFFSET-SCREEN
File>014_ICSI_LogoMAST_PREFER.cdr
014_ICSI_LogoMAST_PREFER.ai

>Folder> FOR WEB-ON-SCREEN
File>014_ICSI_WEB_LogoMAST_PREFER.jpg
014_ICSI_WEB_LogoMAST_PREFER.png

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2) THE ALTERNATE (VERTICAL) LOGO+MASTHEAD

Folder>Other Communications
>Folder> FOR OFFSET-SCREEN
File>014_ICSI_LogoMAST_ALTERNATE.cdr
014_ICSI_LogoMAST_ALTERNATE.ai

>Folder> FOR WEB-ON-SCREEN
File>014_ICSI_WEB_LogoMAST_ALTERNATE.jpg
014_ICSI_WEB_LogoMAST_ALTERNATE.png
ICSI IDENTITY

APPROPRIATE SIZES

The ICSI identity (the Logo and Masthead) has two versions; 1) a standard, preferred version and 2) vertical version.

SMALLEST PERMISSIBLE SIZES

1) The preferred identity version can be sized down to a minimum width of 84 mm, as shown on this page.

2) The alternate configuration, vertical version can be sized down to a minimum size of 63 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 Less then 10 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.
ICSI IDENTITY
SAFE ZONE / CLEARANCE SPACE

THE INSTITUTE OF Company Secretaries of India
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IN PURSUIT OF PROFESSIONAL EXCELLENCE
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(Under the jurisdiction of Ministry of Corporate Affairs)

Preferred Logo Masthead

Only in case of Space Constraints
ICSI IDENTITY
COLOUR

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.

FOR FOUR COLOUR OFFSET PRINTING

FOR SCREEN PRINTING AND SPOT COLOUR OFFSET
PANTONE 2758M

FOR WEBSITE AND ON SCREEN APPLICATIONS
R 001. G 058. B 129

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/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.
**ICSI IDENTITY**

**COLOUR**

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.

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

Frutiger (Regular, Bold, Medium)

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

Frutiger (Light & Bold)

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

Frutiger LT 66 BoldItalic
ICSI IDENTITY

TYPOGRAPHY

Frutiger LT 87 ExtraBlackCn

Frutiger LT 75 Black

Frutiger LT 46 Light Italic

Samarakan

Kruti Dev 244

Arial Regular

Times New Roman Regular
ICSII DENTITY
INCORRECT USAGE - [LOGO-SYMBOL]

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.
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 purpose.

**DO NOT CHANGE THE ALIGNMENT OR THE RELATIVE PROPORTIONS OR THE DISTANCE BETWEEN THE LOGO AND MASTHEAD**

**DO NOT ATTEMPT TO RECREATE THE LOGO OR THE MASTHEAD !! ALWAYS USE THE FILES PROVIDED IN THE CD !!**
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 DO THESE!

ALWAYS USE THE
FILES PROVIDED
ICSI IDENTITY
INCORRECT USAGE - [LOGO-MASTHEAD]

THE INSTITUTE OF
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भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

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
DO NOT ROTATE THE LOGO AND MASTHEAD
DO NOT STRETCH OR COMPRESS THE LOGO AND MASTHEAD! ALWAYS USE THE FILES SPECIFIED AND ENLARGE / REDUCE THE SIZE IN THE CORRECT PROPORTIONS

THESE EXAMPLES OF INCORRECT USE OF THE IDENTIFIER ARE ALSO APPLICABLE TO THE ALTERNATE VERSION (ON PAGE 14/15)
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.
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.
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 - RADIUM STICKER

Folder>Other Communications
File>034_radiumsticker_CS.cdr

96 MM IN DIAMETER
SELF ADHESIVE STICKERS
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: Four colour offset / screen (with bleeds)
FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 112
**BASIC STATIONERY**

CONTINUATION SHEET

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 297 mm (A4)

**DESIGN SPECIFICATIONS ON PAGE 113**
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: Four colour offset / screen (with bleeds)
Pantone 2758 M and 100 % Black
FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 114
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:** Four colour offset/screen (with bleeds)
Pantone 2758 M and 100% Black
**FINISHED SIZE:** 210 mm x 297 mm (A4)

**DESIGN SPECIFICATIONS ON PAGE 114**
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: Four colour offset / screen (with bleeds)
FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 115
BASIC STATIONERY

PRESIDENT’S LETTERHEAD

THE INSTITUTE OF
Company Secretaries of India

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE
(Under the jurisdiction of Ministry of Corporate Affairs)

VISION
“To be a global leader in promoting
good corporate governance”

MOTTO
“लतां घर पर पर्ण घर। जानके ते देखो, ऐसो हो है। ऐसो है।”

MISSION
“To develop high calibre professionals
facilitating good corporate governance”

NAME
Middle Name
Last Name

PRESIDENT

warehouse

Folder>Letterheads
File>049_ICSI_LH_President.cdr

76% of Actual size
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 letterhead shown on this page is indicative only, and not necessarily correct in terms of the information.

RECOMMENDED PAPER: 90 gsm supersunshine, white
PRINTING: Four colour offset / screen (with bleeds)
FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 115
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: 300 gsm matt art card

PRINTING: Matt lamination (front and back) both or single side printing in single colour and spot UV (for logo and name of the institute).

FINISHED SIZE: 85 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 116
**BASIC STATIONERY**

**VISITING CARDS - [PRESIDENT, SECRETARY & CEO]**

**FRONT**

![VISITING CARD PRESIDENT]

**BACK**

![VISITING CARD PRESIDENT]

**FRONT**

![VISITING CARD SECRETARY]

**BACK**

![VISITING CARD SECRETARY]

---

**Folder>Visiting Card**  
**File>055_ICSI_VC_President.cdr**

**Folder>Visiting Card**  
**File>055_ICSI_VC_Sec_CEO.cdr**

---

*Actual size*
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: 300 gsm matt art card
PRINTING: Matt lamination (front and back) both or single side printing in single colour and spot UV (for logo and name of the institute).
FINISHED SIZE: 85 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 117
BASIC STATIONERY
VISITING CARDS - [CSI-NIRC, ICSI REGIONAL COUNCIL, ICSI CHAPTER]

FRONT

08 Name Middle Name Last Name
CHAIRMAN
NORTHERN INDIA REGIONAL COUNCIL

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode
tel 000-0000 0000  fax +91-00-0000 0000
email abc@csi.edu  website www.csi.edu

BACK

Chairman's Office
Address 123, Address 123, Address 123, State Pincode
tel (O) 000-0000 0000, (R) 0000 0000  fax +91-00-0000 0000
mob 00000 00000  email abc@in.pwc.com

Folder>Visiting Card
File>057_ICSI_VC_Chairman_RegCouncil.cdr

FRONT

08 Name Middle Name Last Name
DESIGNATION
REGIONAL COUNCIL/CHAPTER NAME/CCGRT/ICDE

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode
tel 000-0000 0000  mob 00000 0000  fax +91-00-0000 0000
email abc@csi.edu  website www.csi.edu

BACK

Professional Address
Address 123, Address 123
Address 123, Address 123, Address 123, State Pincode
tel (O) 000-0000 0000, 0000 0000  fax +91-00-0000 0000
mob 00000 00000  email abc@xyz.com

Folder>Visiting Card
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: 300 gsm matt art card

PRINTING: Matt lamination (front and back) both or single side printing in single colour and spot UV (for logo and name of the institute).

FINISHED SIZE: 85 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 118
BASIC STATIONERY
VISITING CARDS - [HEADQUARTERS, CS & NON CS, ICSI-NOIDA]

![Visiting Card](059_ICSI_VC_CSemployee.cdr)

Name Middle Name Last Name
LLB, FCS, PGDIRPM, DIP. INSTITUTE LAWS, SENIOR DIRECTOR
DIRECTOR (DISCIPLINE) & APPPELATE OFFICER (RTI)

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode
tel 000-0000 0000 (D), 0000 0000, 0000 0000 ext 0000
(R) 0000 0000 fax +91-00-0000 0000
email abc@icsi.edu website www.icsi.edu

![Visiting Card](059_ICSI_VC_NonCSemployee.cdr)

Name Middle Name Last Name
Ph.D
PUBLIC RELATION & CORPORATE COMMUNICATION

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode
telfax 000-0000 0000 (D) tel 0000 0000, 0000 0000 ext 0000 (R) 0000 0000 0000 mob 0000 0000
email abc@icsi.edu website www.icsi.edu

![Visiting Card](059_ICSI_VC_NonCSemployee.cdr)

Name Middle Name Last Name
SENIOR DIRECTOR
EXAMINATIONS

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

ICSI-NOIDA Office
Address 123, Address 123, Address 123, State Pincode
tel 0000-0000 0000 (D), 0000 0000 ext +91-00-0000 0000
fax +91-00-0000 0000
email abc@icsi.edu website www.icsi.edu

Folder>Visiting Card
File>059_ICSI_VC_CSemployee.cdr

Folder>Visiting Card
File>059_ICSI_VC_NonCSemployee.cdr

Folder>Visiting Card
File>059_ICSI_VC_NonCSemployee.cdr

Actual size
BASIC STATIONERY

ENVELOPES

The Envelopes for the various offices of The Institute of Company Secretaries of India, are also designed in sync 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: Single colour screen printing with open flap.
FINISHED SIZE: 250 mm x 110 mm

DESIGN SPECIFICATIONS ON PAGE 119/120
BASIC STATIONERY
CORRESPONDENCE ENVELOPES

Headquarters: WHITE REGULAR ENVELOPE

Folder>Envelope
File>061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr

Headquarters: WHITE WINDOW ENVELOPE

Folder>Envelope
File>061_ICSI_RegEnvelope_HQ_onWhitePaper.cdr

60% of Actual size
BASIC STATIONERY
CORRESPONDENCE ENVELOPES

Headquarters: BROWN REGULAR ENVELOPE

Folder>Envelope
File>062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr

Headquarters: BROWN WINDOW ENVELOPE

Folder>Envelope
File>062_ICSI_RegEnvelope_HQ_onBrownPaper.cdr
BASIC STATIONERY
CORRESPONDENCE ENVELOPES

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

Folder>Envelope
File>063_ICSI_RegEnvelope_Noida_onBrownPaper.cdr

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

Folder>Envelope
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 sync 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: Single colour screen printing with open flap.
FINISHED SIZE: 260 mm x 175 mm

DESIGN SPECIFICATIONS ON PAGE 121
BASIC STATIONERY

MID-SIZE ENVELOPES (VARIOUS FORMS ETC.)

Folder>Envelope
File>065_ICSI_Mid-SizeEnvelope_HQ_onBrownPaper.cdr

65% of Actual size
The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in sync 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:** Single colour screen printing.

**FINISHED SIZE:** 226 mm x 309.8 mm

**DESIGN SPECIFICATIONS ON PAGE 122**
BASIC STATIONERY
CORRESPONDENCE ENVELOPES

60% of Actual size

Folder>Envelope
File>067_ICSI_CorrespondenceEnvelope_HQ_onBrownPaper.cdr
The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in sync 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: Single colour screen printing.
FINISHED SIZE: 304.8 mm x 250 mm

DESIGN SPECIFICATIONS ON PAGE 123
BASIC STATIONERY

JOURNAL ENVELOPES

Folder>Envelope
File>069_ICSI_BiGJournalEnvelope_HQ_onBrownPaper.cdr

60% of Actual size
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-CGRT, 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 297 mm
OFFICE STATIONERY
OFFICE NOTINGS-REGIONAL COUNCIL

80% of Actual size
80% of Actual size
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 Master colour only
OFFICE STATIONERY

SUBJECT FILES

Subject:

File No.:
A common Strong gatta 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 Strong gatta files do not have the address line, as they are for internal usage only.
OFFICE STATIONERY
OFFICE FILES

A common Office 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 Office files do not have the address line, as they are for internal usage only.

PRINTING: single colour screen printing in Master colour only.
This page indicates, how the identity may be applied onto the open folders for The Institute of Company Secretaries of India, following the visual structure of the basic stationery. The 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 printing in Master colour only on transparent folder.
OFFICE STATIONERY
OPEN FOLDERS

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

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.
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 4-COLUMN, 5 ROW GRID.
VERTICAL ALIGNMENT OF JOURNAL TITLE AND CONTENTS WITH THE MASTHEAD
Message from the President

“A dream doesn’t become a reality through magic; it takes sweat, determination, and hard work.” - Colin Powell

Dear Students,

With immense pleasure and honour, I take this opportunity to pen my first message for all of you as the President of the Institute of Company Secretaries of India. The Institute has worked hard with dedication towards promoting and preserving the principle of good Corporate Governance throughout the world. I assure you that the Institute will continue to work hard with same zeal and dedication towards enrichment of the opportunities for company secretaries and also for the satisfaction of the stakeholders of the Institute.

Students are the main stakeholders of the Institute and are the most important architect in shaping the future of any institute. I have lot of hope from them as they are the torch bearer of our profession. In this context, I assure you that my foremost agenda for the year would be to facilitate and strengthen the capabilities of our students while building them as promising Governance Professionals. I am confident of receiving your unconditional co-operation and support in contributing toward the vision of the Institute to be global leader in promoting good Corporate Governance.

At the end, I would like to conclude with a quote by Mahatma Gandhi: “Men often become what they believe themselves to be. If I believe I cannot do something, it makes me incapable of doing it. But when I believe I can, then I acquire the ability to do it even if I didn’t have it in the beginning”. So friends, always be positive and work hard to achieve your dreams.

Regards

President
CS Foundation Course

e-bulletin for Foundation Programme Students

February 2019

Message from the President

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Regards

President
OTHER COMMUNICATIONS
BANNERS / FASCIA

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 124
OTHER COMMUNICATIONS
BANNERS / FASCIA

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

Headquarters
ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003
tel 011-4510 4444, 4534 1000 fax +91-11-2462 6727
email info@csi.edu website www.csi.edu

NORTHERN INDIA
REGIONAL COUNCIL

ICSI-NIRC Building, Plot No. 4, Prasad Nagar Institutional Area, New Delhi 110 005
tel 011-2576 3090, 2576 7190, 2581 6593 fax +91-11-2572 2662
email nir@csi.edu, ics@eth.net website www.csi.edu

HYDERABAD
CHAPTER

No. # 6-3-629/5, Anandnagar Colony, Kharatabad, Hyderabad 500 004
tel 040-2339 9541, 2339 6494 fax +91-40-2332 5458
email hyderabad@csi.edu website www.csi.edu

Folder>Other Communication
File>089_ICSI_Banners.cdr

Folder>Other Communication
File>089_ICSI_Banners.cdr

Folder>Other Communication
File>089_ICSI_Banners.cdr

Folder>Other Communication
File>089_ICSI_Banners.cdr

Proportion 3:1
Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

The Council Members (both Central & Regional Council), if required to interact with the outside agencies as Chairman of Committee of the Council are also permitted to display ICSI Flag at the desk of their ICSI Office.

The Institute’s Flag must be displayed on the dais in all ICSI programmes. (ICSI Flag to be displayed in front of the senior most (by designation) Council Member/Office Bearer at the dais).

ICSI flag shall be flown at all buildings, offices and other property occupied by the Institute.

Display of ICSI Flag with Indian Flag: The Flag Code of India, 2002 should be followed in true letter & spirit.

ICSI Flag should not be displayed at any other place except the one mentioned in this Guideline.

If any difficulty arises with respect to the observance of these Guidelines, or some unforeseeable circumstances occur which have not expressly been provided for in these Guidelines, the Secretary, ICSI shall decide the matter in consultation with President, ICSI and pass such orders as may appear necessary or expedient for carrying out the objectives of these Guidelines.

Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

**ICSI Flag: Display Guidelines**

- President, Vice President, & Secretary of The Institute of Company Secretaries of India, Chairman of the Regional Councils, Chapters, other ICSI Offices and Head of the Directorates of the Institute are permitted to display ICSI Flag at the desk of their ICSI Office.
- The Council Members (both Central & Regional Council), if required to interact with the outside agencies as Chairman of Committee of the Council are also permitted to display ICSI Flag at the desk of their ICSI Office.
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- Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

**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

**Table Flag:**

Finished size, after stitching - 4" x 6"

**ICSI Flag:**

- 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"
- President, Vice President, & Secretary of The Institute of Company Secretaries of India, Chairman of the Regional Councils, Chapters, other ICSI Offices and Head of the Directorates of the Institute are permitted to display ICSI Flag at the desk of their ICSI Office.
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- Display of ICSI Flag with Indian Flag: The Flag Code of India, 2002 should be followed in true letter & spirit.
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- If any difficulty arises with respect to the observance of these Guidelines, or some unforeseeable circumstances occur which have not expressly been provided for in these Guidelines, the Secretary, ICSI shall decide the matter in consultation with President, ICSI and pass such orders as may appear necessary or expedient for carrying out the objectives of these Guidelines.
- Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

**Table Flag:**

Finished size, after stitching - 4" x 6"
OTHER COMMUNICATIONS
PUBLIC NOTICE / TENDER NOTICE

H 80 mm x W 80 mm (2 Column)

---

THE INSTITUTE OF COMPANY SECRETARIES OF INDIA

ICSI House, 22, Institutional Area, Lodi Road, New Delhi-110003
Phone: 45341000 Fax: 91-11-24526727
E-Mail: info@icsi.edu Website: www.icsi.edu

CAREER OPPORTUNITIES

In accordance to the understanding between the Ministry of Corporate Affairs and ICSI for deployment of Resources on contract by ICSI at the "Central Registration Centre" for processing of Company "Name Availability" (RUN) and "Incorporation" (SPICE) forms, the ICSI invites applications for the following posts (on contractual basis) at Central Registration Centre, Corporate Bhawan, IICA, Manesar, near Gurgaon (Haryana):

<table>
<thead>
<tr>
<th>Name of the Post</th>
<th>Consolidated Payout per Month (Rs.)</th>
<th>Minimum Age (as on_ )</th>
<th>Total No. of Posts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Administrator (CRC) (On Contractual Basis)</td>
<td>Upto 1,25,000/-</td>
<td>40 years</td>
<td>1</td>
</tr>
</tbody>
</table>

For further details viz. qualification, experience, procedure for submission of application, etc., please visit our website www.icsi.edu/career with effect from __________. Interested candidates must apply only through electronic application form (Online). Last date for submission of application (Online) is __________.

---

H 60 mm x W 40 mm (Single Column)

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TENDER NOTICE

Sealed tenders are invited from reputed firms for Supply, Installation & Commissioning of IT Hardware, Data Centre Shifting and IT FMS Services at ICSI House, Noida.

The detailed terms & conditions of the tender are available at tender page of the ICSI website i.e. www.icsi.edu. All further communication for this tender will be notified only at ICSI website. The last date of submission of the tender is March 20, 2019 by 02:00 pm.

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Advertisement for reference only
Maintain font size minimum 6.5 pt.
OTHER COMMUNICATIONS
NEWSPAPER ADVERTISEMENTS

THE INSTITUTE OF COMPANY SECRETARIES OF INDIA
भारतीय कम्पनी सचिव संस्थान
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

Vision
"To be a global leader in promoting good corporate governance"

Motto
"speak the truth above the buzz"

Mission
"To develop high calibre professionals facilitating good corporate governance"

Expand Your Horizons
CS - A career with endless opportunities

Join CS Course Now!

CS FOUNDATION PROGRAMME
Eligibility: 10+2 Pass or its equivalent (Students appearing for 10+2 or its equivalent Board examination can also apply for CS Foundation Programme on provisional basis with the condition of submitting 12th pass proof within 6 months)
Cut-off dates for Admission / Registration to appear in examinations
31st March, 30th September
Registration Fees** - ₹ 4500/- (in addition ₹650/- payable for E-Learning fee & ₹600/- for one day orientation program fee)

CS EXECUTIVE PROGRAMME
Eligibility: Graduation or its equivalent (Any discipline excluding Fine Arts) / CS Foundation Pass / Foundation Pass of CA/CMA (Students appearing in Final year Graduation or its equivalent Examination can also apply for CS Executive Programme on provisional basis with the condition of submitting Graduation pass proof within 6 months).
"In order to become eligible for registration as a student of Executive Programme, applicant should not be less than 17 years of age on the date of application"
Cut-off dates for Admission / Registration to appear in examinations
28th February, 31st May, 31st August, 30th November
Registration Fees** - ₹ 8,500/- CS Foundation Pass Student, ₹ 9,000/- for Commerce Graduates, ₹ 10,000/- for Non-Commerce Graduates, ₹ 12,500/- for CPT Pass of ICAI/Foundation pass of CMA. (In addition ₹1000/- payable for Pre-Examination Test fee & ₹600/- for one day orientation program fee)

Fee concession available to SCST, Physically Handicapped and Widows & Widowers of Martyrs of Military and Para Military Forces. Fee Waiver under SEET Scheme for Meritorious and Economically weaker Students

ROLE OF COMPANY SECRETARY

The Institute of Company Secretaries of India (ICSI) is a premier national professional body constituted under an Act of Parliament (Company Secretaries Act, 1980) to regulate and develop the profession of Company Secretaries.

Connect with ICSI

H 250 mm x W 160 mm
OTHER COMMUNICATIONS
BUMPER STICKER FOR VEHICLES

4" SQUARE WITH ROUNDED CORNERS
SELF ADHESIVE STICKERS

Actual size
Folder>Other Communication
File>096_bumpersticker_ICSI.cdr
OTHER COMMUNICATIONS
BUMPER STICKER FOR VEHICLES
OTHER COMMUNICATIONS
BRANDING ITEMS

EXECUTIVE DIARY OUTER COVER

LENGTH  158 MM X WIDTH 30 MM X HIGHT 225 MM

80% of Actual size
OTHER COMMUNICATIONS
BRANDING ITEMS

EXECUTIVE DIARY

WIDTH 90 MM
HIGHT 24 MM LOGO

80% of Actual size
OTHER COMMUNICATIONS
BRANDING ITEMS

COFFEE MUG

SIZE OF THE MUG
HEIGHT 95 MM

LOGO PRINTED
IN BOTH SIDE
OF THE MUG
HEIGHT 30 MM

LOGO PRINTED
IN BOTH SIDE
OF THE MUG
HEIGHT 30 MM

SIZE OF THE MUG
HEIGHT 100 MM
OTHER COMMUNICATIONS
BRANDING ITEMS

LAPTOP SLEEV BAG

40 MM
LOGO WIDTH
OTHER COMMUNICATIONS
BRANDING ITEMS

LAPTOP BAG

40 MM
LOGO WIDTH
BACK BAG

40 MM
LOGO WIDTH
OTHER COMMUNICATIONS
BRANDING ITEMS

T-SHIRT

30 MM LOGO WIDTH
OTHER COMMUNICATIONS
BRANDING ITEMS

WALLET

20 MM
LOGO WIDTH
OTHER COMMUNICATIONS

BADGES

BADGES FOR MEMBERS

![Badges for Members](image1)

- W 20 x H 15 MM
- W 14.5 x H 14.2 MM

BADGES FOR COUNCIL

![Badges for Council](image2)

- 25 MM DIAMETER OF CIRCLE

BADGE FOR INTERNATIONAL PROGRAMME

![Badge for International Programme](image3)

- W 21 x H 14.5 MM

BADGES FOR REGIONAL COUNCIL MEMBERS/OFFICE BEARERS

![Badges for Regional Council](image4)

- 25 MM DIAMETER OF CIRCLE
OTHER COMMUNICATIONS
BADGES

BADGES FOR CHAPTER COMMITTEE MEMBERS/OFFICE BEARERS

BADGE FOR EMPLOYEES OF ICSI

CUFFLINKS
OTHER COMMUNICATIONS
MERCHANDISING & GIFTS

SMALL PLANNER

13 MM LOGO HEIGHT

90 MM LOGO UNIT WIDTH
OTHER COMMUNICATIONS
MERCHANDISING & GIFTS

CARD PEN DRIVE

71.8 MM LOGO UNIT WIDTH

PEN

16 MM LOGO WIDTH
OTHER COMMUNICATIONS
MERCHANDISING & GIFTS

KEY CHAIN OUTER BOX (L 120MM X W 50MM)

THE INSTITUTE OF
Company Secretaries of India
भारतीय कम्पनी सचिव संस्थान
IN PURSUIT OF PROFESSIONAL EXCELLENCE
Statutory body under an Act of Parliament
(Under the jurisdiction of Ministry of Corporate Affairs)

90 MM

11.5 MM
LOGO HEIGHT

15 MM
LOGO HEIGHT
OTHER COMMUNICATIONS
MERCHANDISING & GIFTS

STICK PAD (L 100mm x W 75mm)

STICK PAD (L 100mm x W 75mm)

NECK TIE