

काशी हिन्दू
विश्वविद्यालय



BANARAS HINDU
UNIVERSITY

कार्यालय कुलसचिव
(सामान्य प्रशासन)
Office of the Registrar
(General Administration)

Ref.No. R/GAD/Amend. ACT and Statutes/15665

Dated: 13th November, 2012

1. The Directors of Institutes/Deans of Faculties/Heads of Deptts./Offices/Units.
2. The Director, Indian Institute of Technology, BHU.
3. The Principal, M.M.V.,
4. The Finance Officer,
5. The Controller of Examinations,
6. The Dean of Students,
7. The Librarian, Central Library,
8. The Chief Proctor,
9. The Hindi Adhikari,
10. The OSD, Rajiv Gandhi South Campus, Barkachha.
11. The Chairman, Press, Publication & Publicity Cell.
12. The Admin Warden/Wardens of Hostels.
13. The Coordinators of Schools/Centres.
14. The Coordinator, Computer Centre, with the request to make necessary change in the website of the University.
15. All the Dy.Registrar/Assistant Registrar.
16. The Dy.Registrar & Secty. to Vice-Chancellor.
17. The P.S. to Registrar.

Banaras Hindu University

Subject : Regarding Guidelines for the Implementation of 'Graphic Identity of Brand BHU' in Black or Blue.

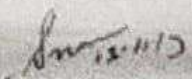
Dear Sir/ Madam;

I am directed to enclose herewith a new and modified Graphic Identity Brand "BHU" (20 pages new format) for your information and necessary action.

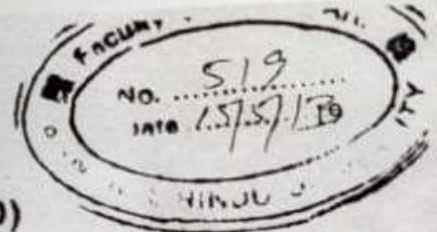
This is in partial modification to notification No.R/GAD/Amend.ACT : Statutes/18323 dated 18th July, 2013.

Yours faithfully,

Encl.: As above.


DY. REGISTRAR
(General Administration)

BANARAS HINDU UNIVERSITY
OFFICE OF THE REGISTRAR (GAD)
VARANASI-221 005



Dated: 06.05.2013

Ref.No.R/GAD/Amend.ACT and STATUTES/ 5016

The Directors of the Institutes
The Deans of Faculties
The Heads of the Departments
The Principal, Mahila Mahavidyalaya
The Coordinators of Schools/SAP,CAS etc.
The O.S.D., Rajiv Gandhi South campus, Barkachha, Mirzapur
The Dy. Registrar & Secretary to Vice-Chancellor
The Dy. Registrar, Exams./Development/Academic/Accounts/(Admin.)-Teaching & NT/RAC/Estates,
Banaras Hindu University

Subject : Graphic Identity of Brand BHU.

Dear Sir/Madam,

This is to bring to the attention of all concerned that while considering the Graphic Identity of Brand BHU the Academic Council vide ACR No.23 dated 08.12.2012 had resolved as under :-

"RESOLVED THAT it be recommended to the Executive Council that the 'Graphic Identity of Brand BHU' be created and standardized.

RESOLVED FURTHER that it be recommended to the Executive Council that colour of the Seal of the University be standardized to Saffron (C:0;M:80;Y:100;K:0) size proportion vertical (0.8:1.0 inch) with its usage restricted to the use by the Chancellor, Vice-Chancellor and the Registrar on letter heads, business cards, envelopes, etc.

RESOLVED STILL FURTHER that it be recommended to the Executive Council that Model 3 be adopted as BHU logo (with colour specification of letter B and U as dark blue (C:100;M:100;Y:0;K:30) and letter H with grey outline (C:0;M:0;Y:0;K:70); size proportion horizontal (1.0:0.3 inch) for use on letter heads, file cover, business cards, envelopes, uniform, etc. of all other category of officials and official documents.

The Executive Council vide ECR No.96 dated 28.02.2013 resolved as under :

Resolved that the minutes of the Academic Council be approved.

RESOLVED FURTHER that the new logo as well as the standardized emblem shall be open for use by all members of the University Community. The Bilingual depiction of the name of the University with the emblem in between is most appropriate to be used on the letter head and other official stationary. However, the embossed emblem should be used only by the Vice-Chancellor and Registrar in their official communication.

Accordingly, the model 3 adopted as BHU logo (with colour specification of letters B and U as dark blue (C:100;M:100;Y:0;K:30) and letter H with grey outline (C:0;M:0;Y:0;K:70) size proportion horizontal (1.0:0.3 inch) for use on letter heads, file covers, business cards, envelopes, uniforms, etc. of all other category of officials and official documents." is attached.

Yours Faithfully,

[Signature]
DY.REGISTRAR
(General Administration)

Dated: 06.05.2013

Encl.: As above.

Ref.No.R/GAD/Amend.ACT and STATUTES/

COPY forwarded to the following for information and necessary action:

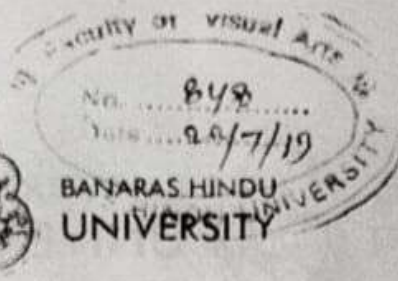
1. The Dy. Registrar (E.C. Cell, BHU).
2. The Asstt. Registrar (Academic) BHU.

[Signature]
DY.REGISTRAR
(General Administration)

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कार्यालय कुलसचिव
सामान्य प्रशासन

Office of the Registrar
(General Administration)

Ref.No. R/GAD/Amend. ACT and Statutes/ 18323

Dated: 18th July, 2013

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15. All the Dy.Registrar/Assistant Registrar.
16. The Dy.Registrar & Secty. to Vice-Chancellor.
17. The P.S. to Registrar.

Banaras Hindu University.

Subject : Immediate Implementation of Guidelines for the Implementation of 'Graphic Identity of Brand BHU' in Black & White

Dear Sir/ Madam:

Kindly refer our letter Ref No. R/GAD/Amend. ACT and Statutes/5016 Dated 06.05.2013 regarding the 'Graphic Identity of Brand BHU'. Accordingly, the approved model for use in Office Stationeries (Letter Heads, Business Cards, Envelops, File Covers and all other related office communication) Souvenirs (Gift Items and Novelties), Printing (Books, Magazines, Proceedings, Annual Reports, Catalogue, Brochure, Posters, Banners and Hoarding etc.), Web Design (Web Site Design, Social Media presence etc.) and all other related published material in any form or format must use the approved model strongly with immediate effect.

It's understood that after the implementation of these guidelines all earlier communication designs i. e. Single use of Seal in any colour, 150th Anniversary Logo etc. are not valid for any type of communication and not to be permitted for its use in any type of media.

For your reference kindly go through BHU website Graphic Identity of Brand BHU column for more information and downloads in Black & White and Colour Versions.

For more information you may also contact to Dr. Manish Arora, Assistant Professor, Department of Applied Arts, Faculty of Visual Arts (Project Co-ordinator). His e-mail id : rmanish1973@yahoo.co.in.

A. USE of BHU Bilingual Logotype in Black & White

BHU Bilingual Logotype use in Black and White with Hindi and English design and in between both of them BHU Seal use. Without this parameter don't use any other type of writing in any stationery items. Never use BHU Seal single.

Special Instruction - Never use any other fonts and not to try recreate this design. Always use its JPG image.

Yours faithfully,

Encl.: As above.

18/7/13
DY. REGISTRAR
(General Administration)
18/7/13