



# nasscom foundation

*Transforming India,  
Bit by bit..!*

***Brand Deck***

# Nasscom Foundation Logo Guidelines



# nasscom foundation



Welcome to our new **Brand Guidelines document**. The purpose of this handbook is to familiarize you with our new logo and identity design. The goal is to provide you with an overview of the key components of the new brand and a few examples of how it comes to life.

## Why the change?

1. With the rapidly evolving technology landscape, it was important to refresh and re-architect our nasscom brand to reflect its vision for the future
2. The new logo is one of agility, innovation, and future readiness
3. The strong message of "Transforming the Now, Inspiring the Next" represents the continued dedication to driving innovation and growth in the technology industry while inspiring others

## But why not use the acronym and all caps?

NASSCOM is an acronym for The National Association of Software and Service Companies.

Nasscom being a master brand represents its ecosystem, its sub-brands, forums, products and services to redefine its relationship with its ecosystem and indicate the breadth of the offerings. Nasscom has further strengthened its brand appeal by making it a name and not an acronym anymore and that's why nasscom foundation has also been given the new appeal.



# Who we are

Established in 2001, nasscom foundation has been witness to the transformative power of technology for the last 20 years. Part of the nasscom ecosystem, we are the only not for profit organization, representing the Indian tech Industry. We remain rooted to our core philosophy of TechForGood, where our efforts are focussed on unlocking the power of technology by creating access and opportunity for those who need it most. We work on helping people and institutions transform the way they tackle social and economic challenges through technology.

## 5 Key Areas of Intervention



Women  
Entrepreneurship



Digital  
Literacy



Skilling &  
Employability



BigTech



Social  
Innovation

Nasscom Foundation logo is a bold, clear and simple wordmark. It's simplicity and clarity is what gives it a unique quality.

**nasscom**  
foundation

# Minimum Size

The logo should be bigger than 100px wide on screen and 5cm wide in print.

**nasscom**  
foundation

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100px wide  
(digital)

**nasscom**  
foundation

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5cm wide  
(print)

## Minimum clear space

The logo should have a minimum clear space equal to the height of the letter 'n' in the logo on all 4 sides.





# Placing our logo on different backgrounds

The logo should always be used in nasscom Red or nasscom Deep Red.

Nasscom Foundation white logo always needs to meet the accessibility criteria and therefore all versions of the reverse logo against any background have to be checked for color contrast accessibility at <https://contrastchecker.com/>

**nasscom**  
foundation

Red & deep red on white

**nasscom**  
foundation

Red on deep red

**nasscom**  
foundation

White on black

**nasscom**  
foundation

Deep red on red

## Incorrect usage

The logo should never be used in any form as illustrated below or in any other form that is not specified in this document.



**Do not:** distort the logo.



**Do not:** use the logo in vertical orientation.



**Do not:** use any other colour other than the specified ones.



**Do not:** use any outline or stroke on the logo.

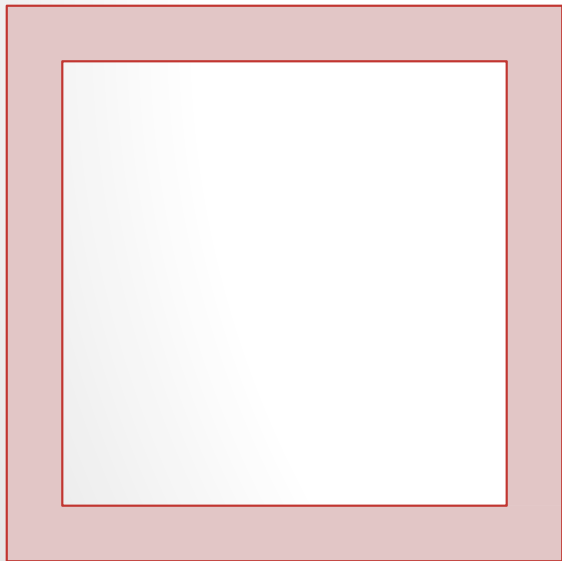
# Colour pallet

The nasscom brand colours consist of a Red combined with a Deep Red shade along with black and white. Do not tweak these colours in any way.

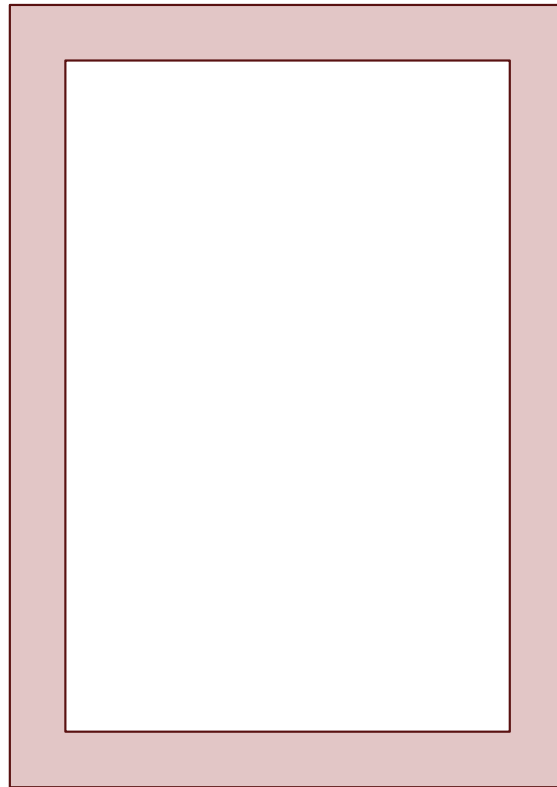
<div><div>Nasscom Red</div><div>#C33531</div><div><div>R</div><div>195</div><div>G</div><div>53</div><div>B. 49</div><div>C. 10</div><div>M 100</div><div>Y</div><div>98</div><div>K</div><div>0</div></div></div>	<div><div>Nasscom Deep Red</div><div>#581212</div><div><div>R</div><div>88</div><div>G 18</div><div>B</div><div>C</div><div>35</div><div>18</div><div>M 100</div><div>Y</div><div>90</div><div>K</div><div>55</div></div></div>	<div><div>Black</div><div>#00000</div><div>0</div></div>	<div><div>White</div><div>#FFFFFF</div></div>
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# Composition

Margins must be at least 10% of the canvas and should be equal on all sides.



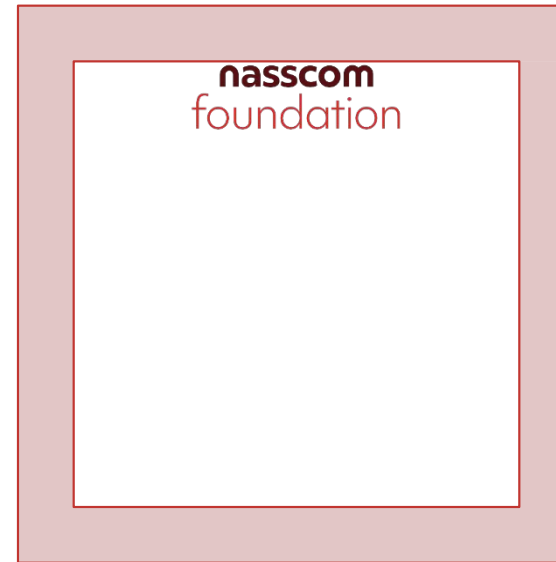
1:  
1



A4

# Composition

1. The logo must appear at the top or bottom of the creative: aligned center, left or right depending upon the design and donor requirements
2. If only nasscom foundation logo is used, we need to place it on the **right** of the canvas
3. If the logo is used with nasscom logo. The nasscom logo will be placed on **left** and the nasscom foundation logo will be placed on **right**



1:  
1



A4

# Brand Language

Tag



T-shirts





# Brand Language

## Tote



# Nasscom Foundation Brand Guidelines

## Using the new nomenclature

1. Nasscom Foundation is used in ***title case*** in the beginning of the sentence

***Eg: **Nasscom Foundation** is a not-for-profit with a vision to empower lives through technology and work towards creating a truly inclusive India.***

2. Nasscom Foundation should be in ***lowercase*** incase it is being used in the middle of the sentence

***Eg : Established in 2001, **nasscom foundation** has been witness to the transformative power of technology for the last 20 years.***

# Nasscom Foundation Brand Guidelines

1. Please use **nasscom foundation** in its entirety across all communication
2. Do not use NF or Nasscom fdn etc
3. The nasscom foundation logo can only be used if you have an existing partnership or sponsorship and you've secured a formal approval from the Communications team
5. The logo must never be used in a way that implies an endorsement or affiliation with nasscom foundation where such a relationship does not exist
6. Use of CEO's / any team image or quote, when used in affiliation with nasscom foundation, must be done with prior approval
7. Individual program brands must be accompanied with – A nasscom foundation initiative or the combination logo
8. Any partner communication that features the nasscom foundation logo, must be done with proper guidelines and approval

## DO'S



1. Core areas of intervention
  2. Alignment to SDGs
- 
3. TechForGood
  4. InclusionForAll
- 

Part of nasscom ecosystem  
Impact arm of nasscom

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## DON'TS



Tech4Good  
TECHforGOOD,  
T4G

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NF  
NASSCOM

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Social arm of nasscom

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# Nasscom Foundation Social Media Guidelines



## Montserrat Font Family

Light / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium / Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold / Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

## Lato Font Family

Light / Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Medium / Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Bold / Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

# Brand colours - social media

## Primary Colours



CMYK: 26, 100, 90, 25  
RGB: 150, 26, 38  
HEX: #961A26



CMYK: 89, 68, 49, 42  
RGB: 32, 59, 76  
HEX: #203B4C



CMYK: 50, 30, 26, 0  
RGB: 136, 159, 172  
HEX: #889FAC



CMYK: 64, 56, 53, 28  
RGB: 88, 89, 91  
HEX: #58595B

## Secondary Colours



CMYK: 36, 100, 35, 9  
RGB: 158, 31, 99  
HEX: #9E1F63



CMYK: 86, 100, 17, 6  
RGB: 77, 32, 122  
HEX: #4D207A



CMYK: 0, 40, 100, 0  
RGB: 249, 165, 26  
HEX: #F9A51A

## Gradients



CMYK: 100, 86, 0, 0  
RGB: 25, 69, 157  
HEX: #19459D



CMYK: 80, 90, 0, 0  
RGB: 88, 63, 153  
HEX: #583F99



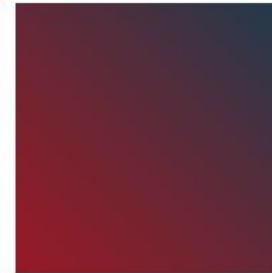
CMYK: 80, 90, 0, 0  
RGB: 88, 63, 153  
HEX: #583F99



CMYK: 92, 60, 0, 0  
RGB: 0, 104, 179  
HEX: #0068B3



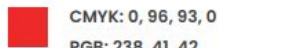
CMYK: 0, 95, 0, 0  
RGB: 237, 40, 145  
HEX: #ED2891



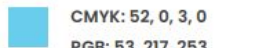
CMYK: 89, 68, 49, 42  
RGB: 32, 59, 76  
HEX: #203B4C



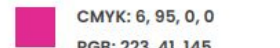
CMYK: 0, 96, 93, 0  
RGB: 238, 41, 42  
HEX: #EE292A



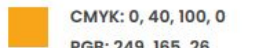
CMYK: 0, 96, 93, 0  
RGB: 238, 41, 42  
HEX: #EE292A



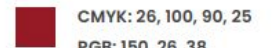
CMYK: 52, 0, 3, 0  
RGB: 53, 217, 253  
HEX: #35d9fd



CMYK: 6, 95, 0, 0  
RGB: 223, 41, 145  
HEX: #df2991



CMYK: 0, 40, 100, 0  
RGB: 249, 165, 26  
HEX: #F9A51A



CMYK: 26, 100, 90, 25  
RGB: 150, 26, 38  
HEX: #961A26

# Social Media Guidelines

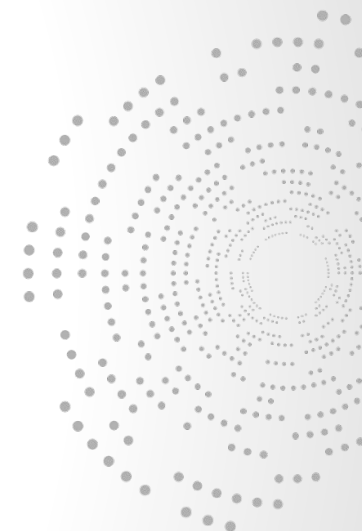
1. Please refrain from making any program specific social media updates made through personal handles. You can update using the program handle and then share, retweet, re-post from your own social media handle.
2. Please do not create program specific handles using the nasscom foundation logo unless it has been approved. Share the ones being used currently with the Communications team
3. Keep the communications team informed, while planning any campaigns for the respective programs
4. Make use of right hashtags, inclusive language and true representation of facts
5. Tag ONLY the following nasscom foundation social media handles:



## NOTE

To access link please bring the presentation in the slide show/ presentation mode and click on the icons

# Nasscom Foundation Brand Kit



# Format and Templates

*The guidelines of each template is attached in their respective folders.*

Nasscom Foundation  
Logo



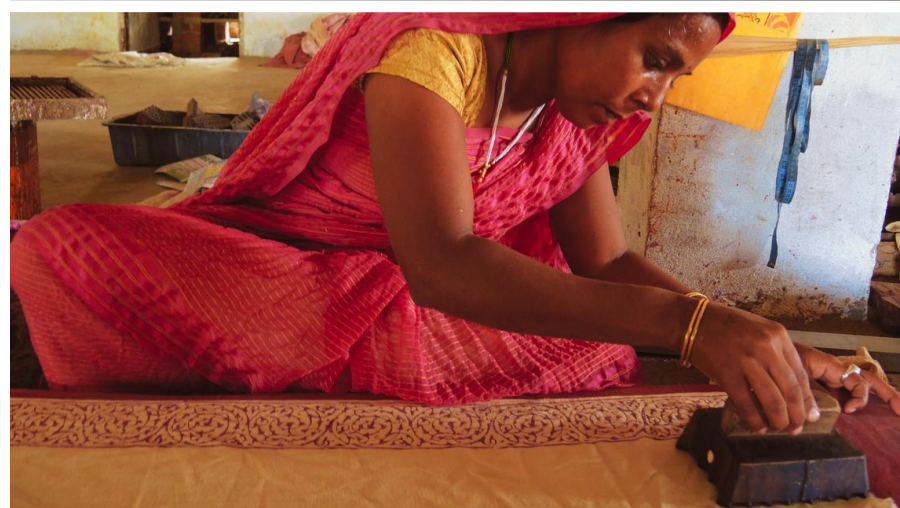
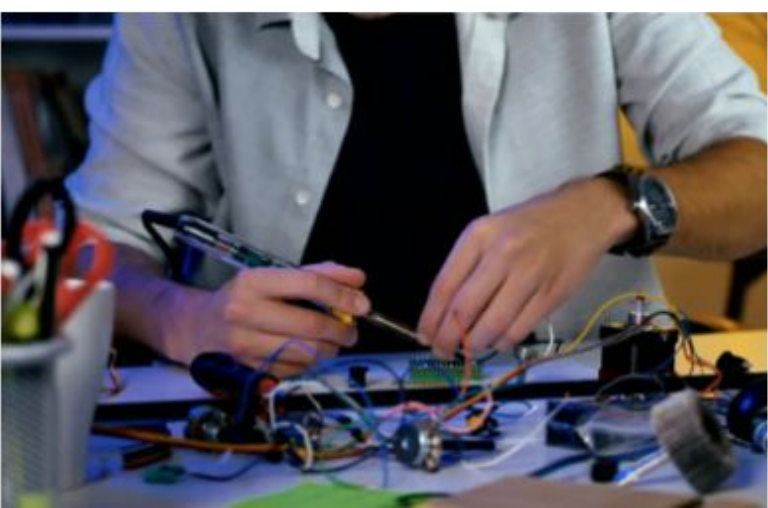
Combination  
Logos



## NOTE

To access link please bring the presentation in the slide show/ presentation mode and click on the icons





Thankyou

**nasscom**  
foundation