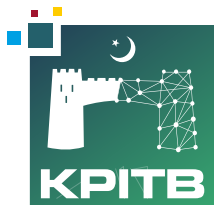




Branding Manual

Version 1.0



KHYBER PAKHTUNKHWA
**INFORMATION
TECHNOLOGY BOARD**
Government of Khyber Pakhtunkhwa

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GUIDE TO USING KPITB'S LOGO

The kpitb's logo consists 2 portions

1. An icon or symbol.
2. Typephase/Typemark

LOGO



The logo must always be in this form, i.e Icon/Symbol and Typephase together
The Icon and Typephase should **NOT** be separated from each other in any case.

The kpitb logo has 2 variations:

Horizontal Version (Preferred)



Square Version



Depending on space and sizes of material the logo will be used, Ensure that the logo is visible if any variation is applied.

COLORS

Different variation of KPITB logo colors are as follows.

Web Colors

Applicable to websites, social media, display devices etc.



Flat Colors

Applicable to all print mediums, paints and traditional media.



Dark Backgrounds

Only for very dark backgrounds a white variation of the logo can be used as below



Light Backgrounds

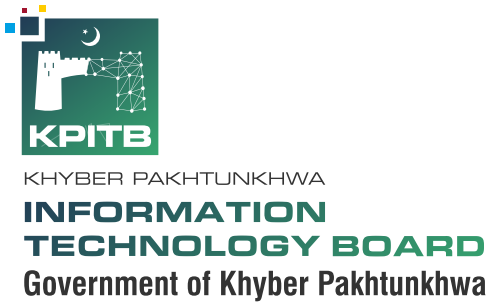
For white backgrounds a black or flat green variation of the logo can be used as below



INCORRECT USE OF THE LOGO

The following of the variations are incorrect and are not recommended by KPITB.

Wrong Composition



INCORRECT X

Using other than the defined colors



INCORRECT X

Use of low resolution logo



INCORRECT X

Use of shadow or any other effects



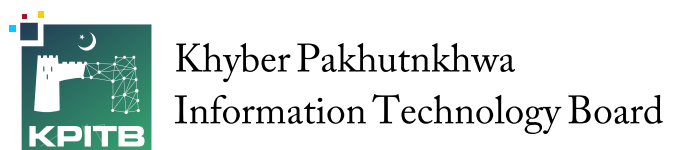
INCORRECT X

Using logo with outlines



INCORRECT X

Replacing typeface of the logo



INCORRECT X

Use of logo on textures



INCORRECT X

EXAMPLES ON HOW TO USE LOGO

The following are some of the design done by experts for both Web and Print media's.

Social Media:

Logo Alignment top left preferred with spaces given from the top and side, Social Handles and website address must be at the bottom



Print Media:

Logo Alignment bottom left or top left with spaces given from the top and side, Social Handles and website address must be at the bottom



News Advertisement



Standee

DURSHAL

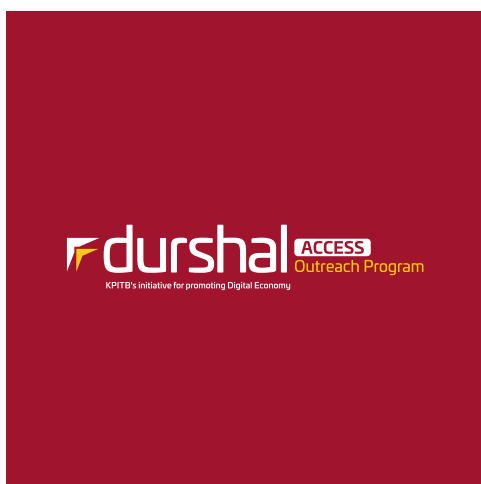
Logo application examples

White background



Colorful backgrounds

Only the following colors should be used.



RGB: #FFCC00
C:0 M:20 Y:100 K:0



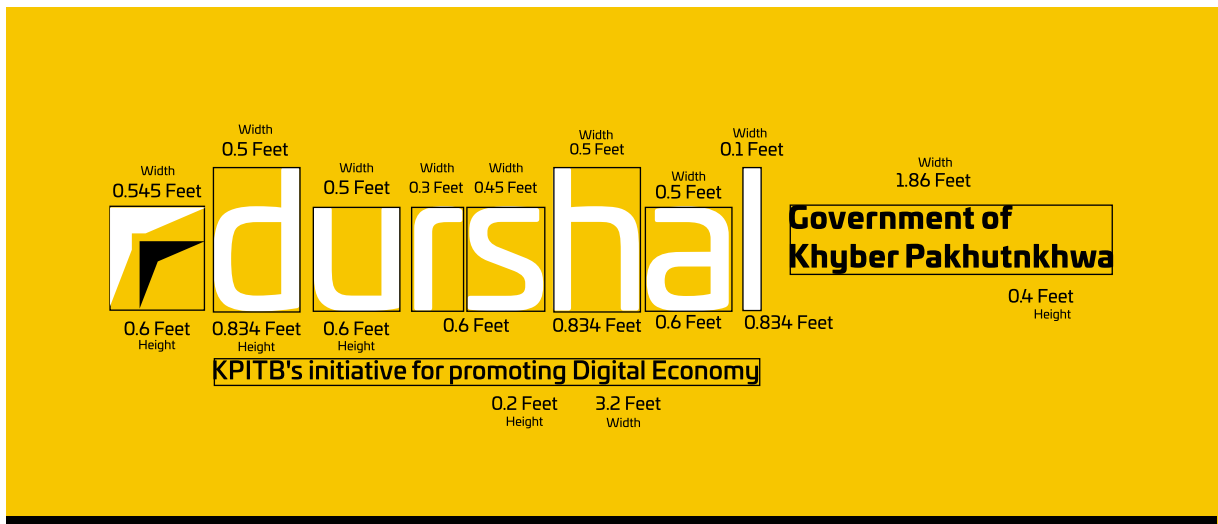
RGB: #A1142E
C:20 M:100 Y:100 K:25



RGB: #00AFEF
C:100 M:0 Y:0 K:0

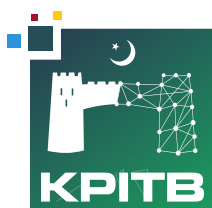
DURSHAL

Vinyl Backlit Examples



7x3 Feet Total

Design by
KPITB's
CREATIVE TEAM



KHYBER PAKHTUNKHWA
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TECHNOLOGY BOARD**
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