

# IIT Dharwad Official Logos and Colors and Typography

## Official Colors



Purple  
RGB: 108/27/133, #6c1b85ff  
Pantone 2612C



Marigold  
RGB: 255/173/74, #ffad4a  
Pantone: 804C

## Colour Schemes

Black on White, suitable for monochrome prints and media

Full colour, suitable for rich color prints, web, and electronic media

Muted colour scheme, for printing on light media or high contrast applications.



Monochrome logo for black / dark backgrounds for print and web media

Full colour logo for dark backgrounds for print and web media



## Alternative Layouts

Wide format layout for web banners, headings, poster titles, etc.

Icons / Favicons, 400px or smaller bitmaps



## Typefaces

The default sans typeface is **Open Sans** from Google Fonts which is available free and open source under the open font license. The official logo uses Open Sans while the wide-format logo uses Open Sans Condensed Bold. "**Lato**", also available from Google Fonts, may be used as an alternative sans typeface. For print applications, Times New Roman, Helvetica, and Caladea (from Google Fonts) may be used.



F. No: 2020/XYZ001/XXXX/NNNN.MM  
20 March 2020

Sub: Example letter matter for testing of new letterhead designs

Dear Dr. Albert Einstein,

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Yours Sincerely,

Richard P. Feynman



**Indian Institute of Technology Dharwad**  
भारतीय प्रौद्योगिकी संस्थान धारवाड

Department of Electrical Engineering,  
WALMI Campus, Near High Court,  
Dharwad, Karnataka 580011  
Office: +91-836-4XX-XXXX  
Website: www.ee.iitdh.ac.in

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