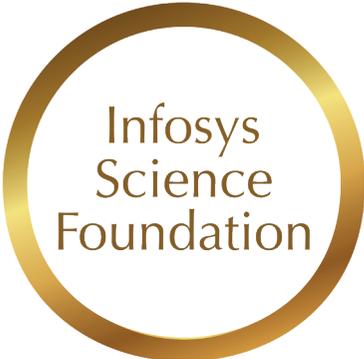
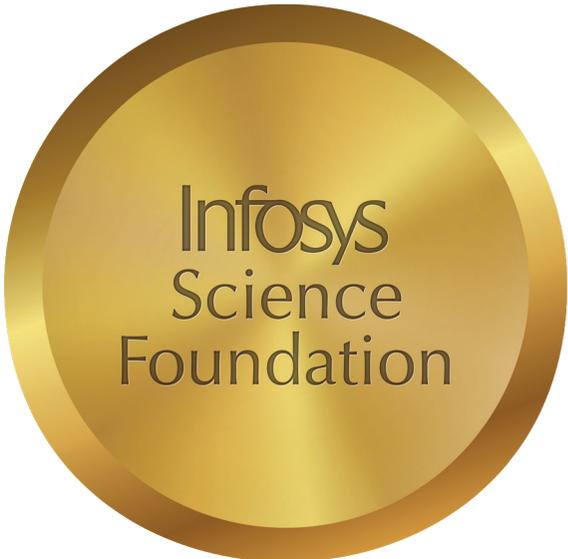


# BRAND BOOK

INFOSYS SCIENCE FOUNDATION

Logo



Watermark  
Logo

## Logo in reverse

The readability of the logo must be maintained at all times and on all backgrounds.



# Colors sets

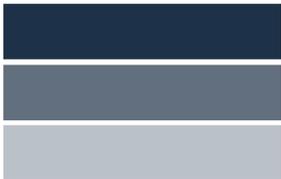
## Primary colours

Primary colours can be used in the logo background

90 | 75 | 55 | 65  
14 | 32 | 64  
#0E202E



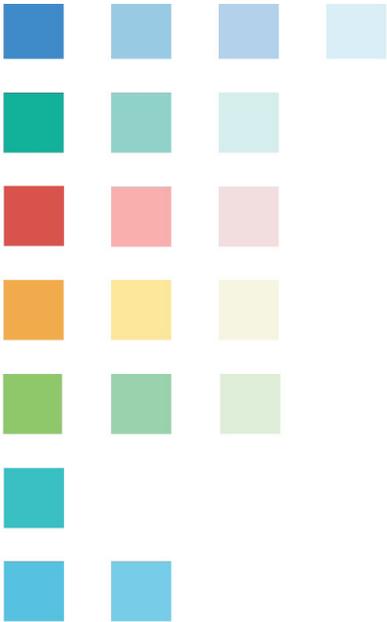
90 | 75 | 45 | 45  
31 | 50 | 73  
#1F3249



65 | 60 | 60 | 50  
65 | 63 | 51  
#413F3D

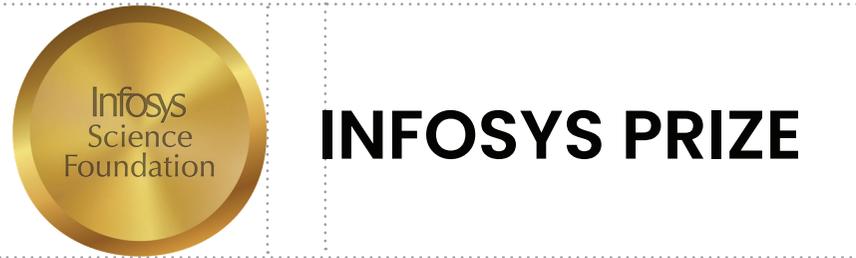


## Web Colour palette



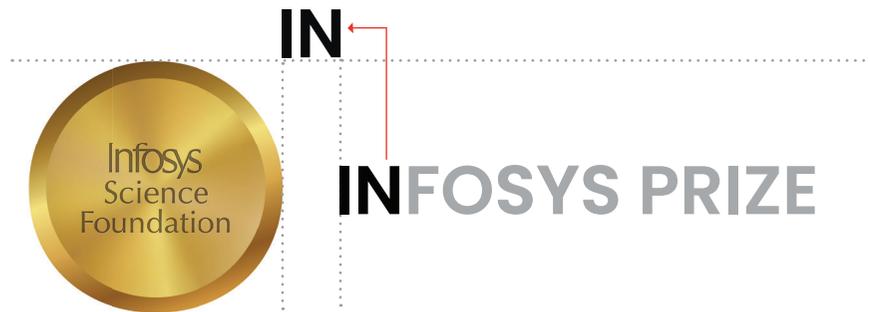
## Word Marks

The word mark will be white on dark backgrounds



Space between the Icon & Wordmark

The Space between the Icon and the Wordmark is equal to the counter space in the 'IN' of the Wordmark.



## Typography

**POPINS**

Medium font for headlines

POPINS

Regular font for body text.

## Logo Typography

Infosys Science Foundation

# Typography Specifications

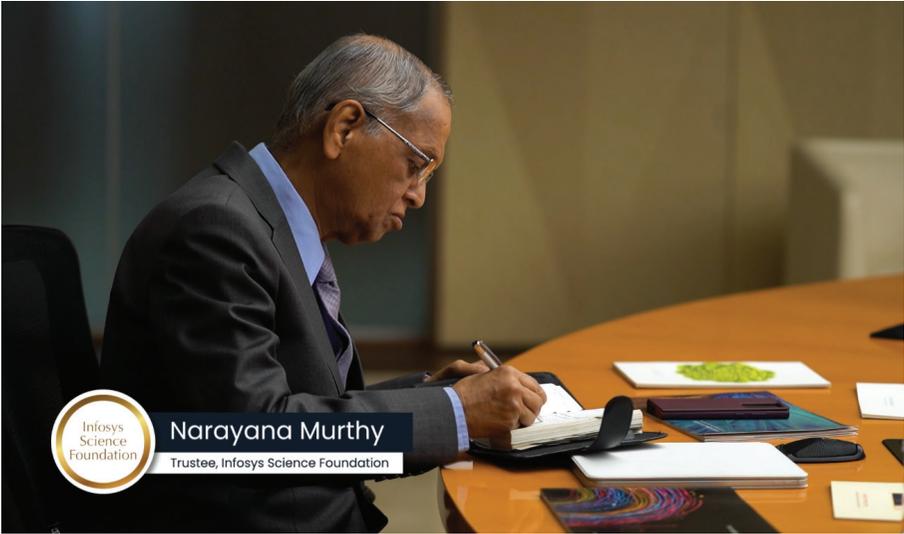
Popins Light

Popins Medium



Heading Style

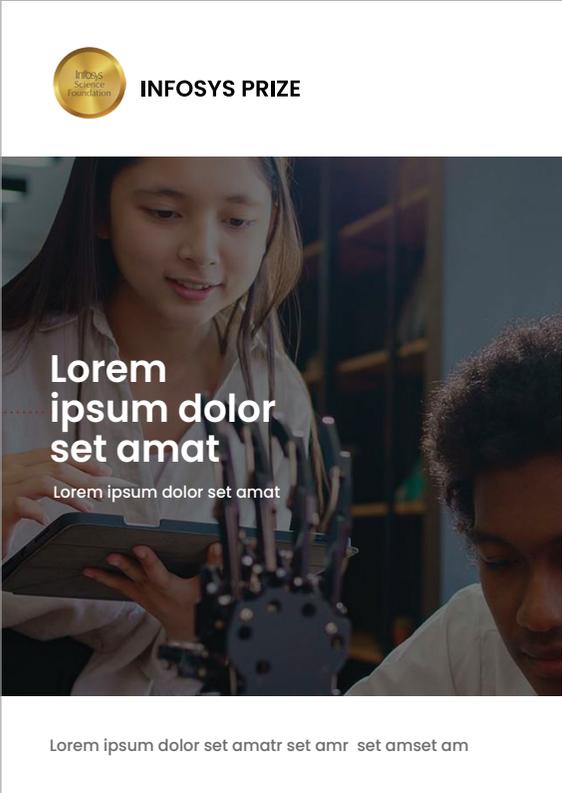
Sub heading



# Logo Placement in posters

One quick rule for Logo placement: when typography is present in a communication, and both the type and Logo are placed to the left hand side, they should left align.

Titles in Popins Semobold font





INFOSYS PRIZE

Infosys Science Foundation



Lorem ipsum dolorset  
doamat

Sub heading

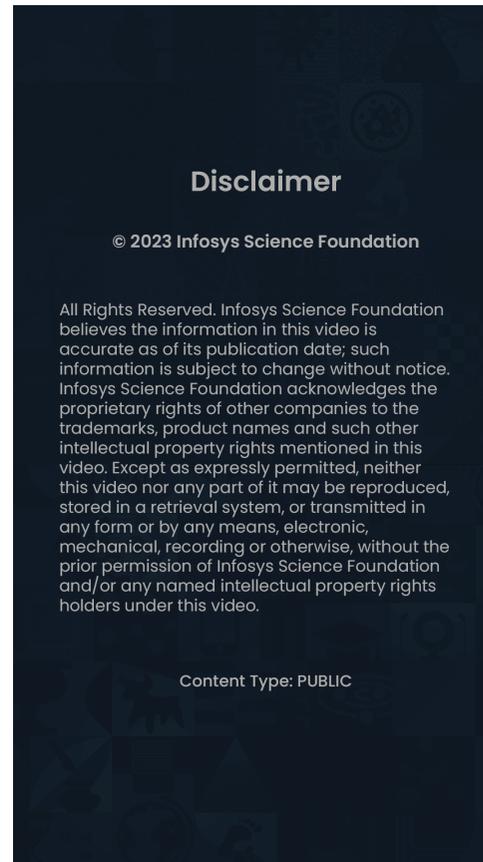


INFOSYS PRIZE

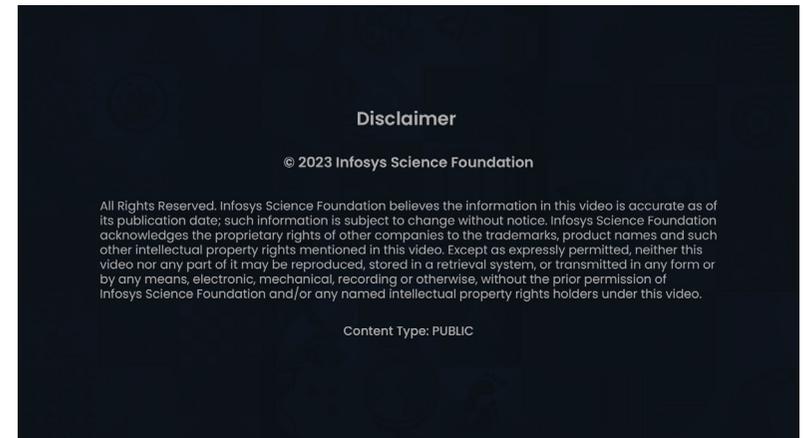


Lorem ipsum  
dolorset doamat

# Disclaimer slide



Portrait



Landscape

THANK YOU FOR READING AND ADHERING TO OUR GUIDELINES.