

nasscom

Identity

nasscom

# LOGO

Nasscom logo is a bold, clear and simple wordmark. Its simplicity and clarity is what gives it its unique quality.

The image shows the Nasscom logo in a large, bold, red, lowercase sans-serif font. The letters are thick and rounded, with a clean, modern aesthetic. The word 'nasscom' is centered horizontally across the page.

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**nasscom**

BRAND  
GUIDELINES

2022-23

# MINIMUM SIZE

The logo should never be used smaller than 100px wide on screen and smaller than 5cm wide in print.

**nasscom**

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100px wide (digital)

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5cm wide (print)

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# 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.



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# LOGO USAGE

The logo should always be used in NASSCOM Red or NASSCOM Deep Red. The only exception being when the background is black, then the logo should only be used in white and black on white for black and white printing.



Red on Deep Red



Deep Red on Red



Red on white



Black on white



White on black

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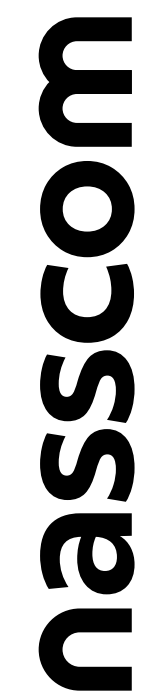
2022-23

# INCORRECT USAGE

The logo should never be used in any form 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.

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# COLOUR PALETTE

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.

**NASSCOM Red**  
#C33531

R 195  
G 53  
B 49

C 10  
M 100  
Y 98  
K 0

**NASSCOM Deep Red**  
#581212

R 88  
G 18  
B 18

C 35  
M 100  
Y 90  
K 55

**Black**  
#000000

**White**  
#FFFFFF

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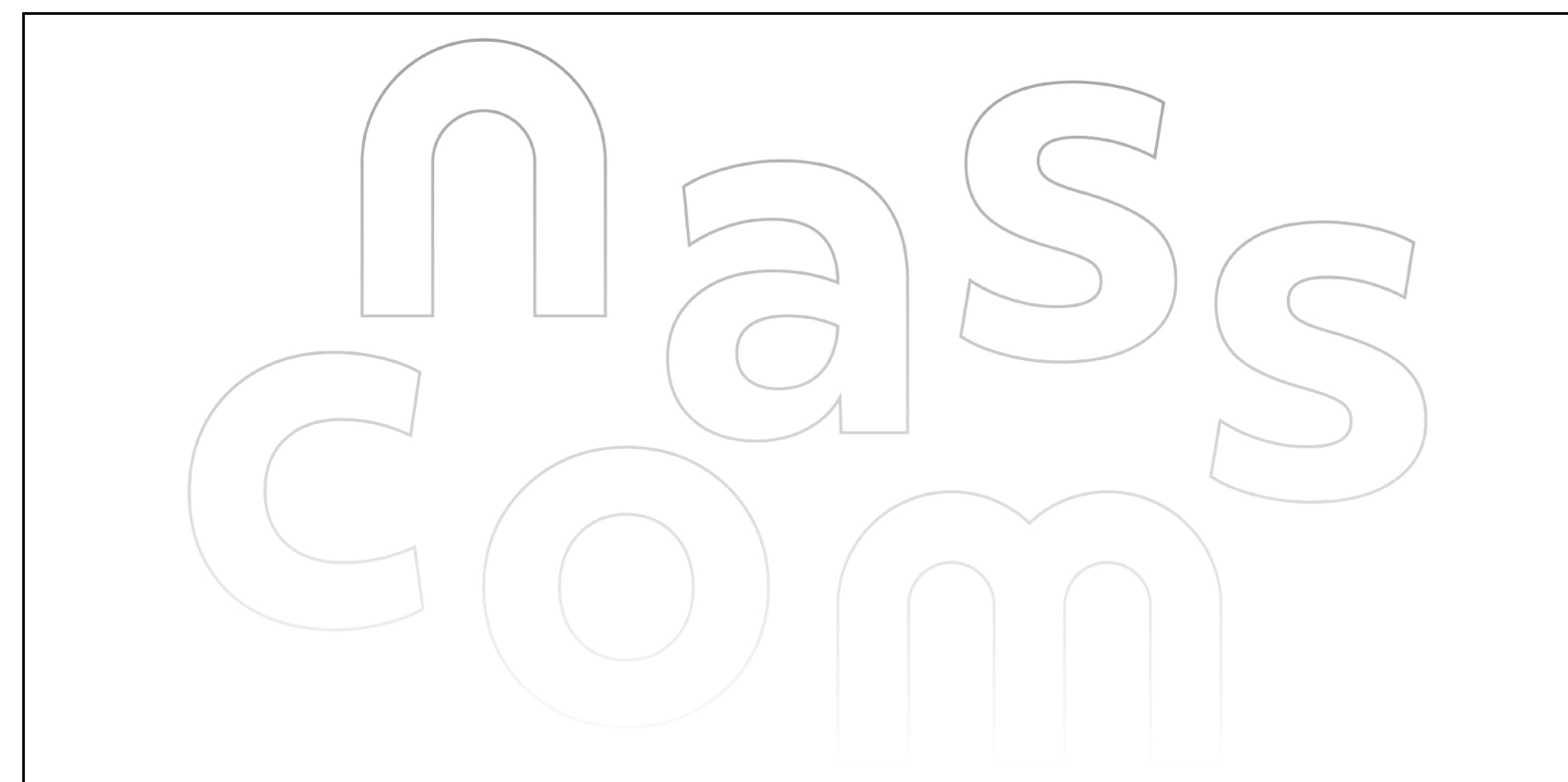
**nasscom**

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# LOGO BACKGROUND

One of the main visual elements is the staggered logo unit that is used in the backgrounds of creatives. This is used as a background pattern with text and images placed on top of it.



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Thank you.