

**INSTITUTE OF HUMAN RESOURCES DEVELOPMENT
PRAJEO TOWERS, VAZHUTHACAUD
THIRUVANANTHAPURAM**

No.DB1/679/2016/IHRD

Dated: 06.02.2016

CIRCULAR

Sub: - IHRD – Digitally derived logo of IHRD – Intimating of– reg.

Ref: - G.O (Rt) No.45/2016/HEDN dtd.08.01.2016.

As per the Government Order read above, (copy attached) sanction has been accorded to use the digitally derived logo henceforth for all official communications and for the certificates issued by IHRD. It was also ordered that any malpractice/misuse of this logo will be viewed seriously.

The digital version of the logo is available in downloadable format for use in IHRD institutions and can be downloaded from the Principals login.

Guidelines for the use of digitally derived logo of IHRD is attached herewith for strict compliance.

*Sd/-
Dr. K. Vijaya Kumar
DIRECTOR (i/c)*

To,

1. All heads of institutions under IHRD
2. IT Division for publishing in the IHRD website
3. All Section heads under IHRD
4. AD
5. CA –I
6. CA –II/III
7. Assistant Executive Engineer
8. Technical Store Keeper
9. S.F
- 10.O.C

Approved for Issue

Superintendent



679/16/HU
6/14/16

GOVERNMENT OF KERALA

Abstract

Higher Education - Sanction to use the Digitally derived Logo in IHRD - Orders issued.

HIGHER EDUCATION (J) DEPARTMENT

G.O.(Rt)No. 45/2016/HEDN Dated, Thiruvananthapuram, 08/01/2016

ORDER

Sanction is hereby accorded to Institute of Human Resources Development to use the Digitally derived Logo henceforth for all official communications and for the certificates issued by the IHRD.

The model of Digitally derived Logo is appended herewith. The Digitally derived Logo shall be issued for all official communications and certificates related to IHRD in future. Any malpractice/misuse related to this Logo shall be viewed seriously.

(By order of the Governor)

SHERIF.M

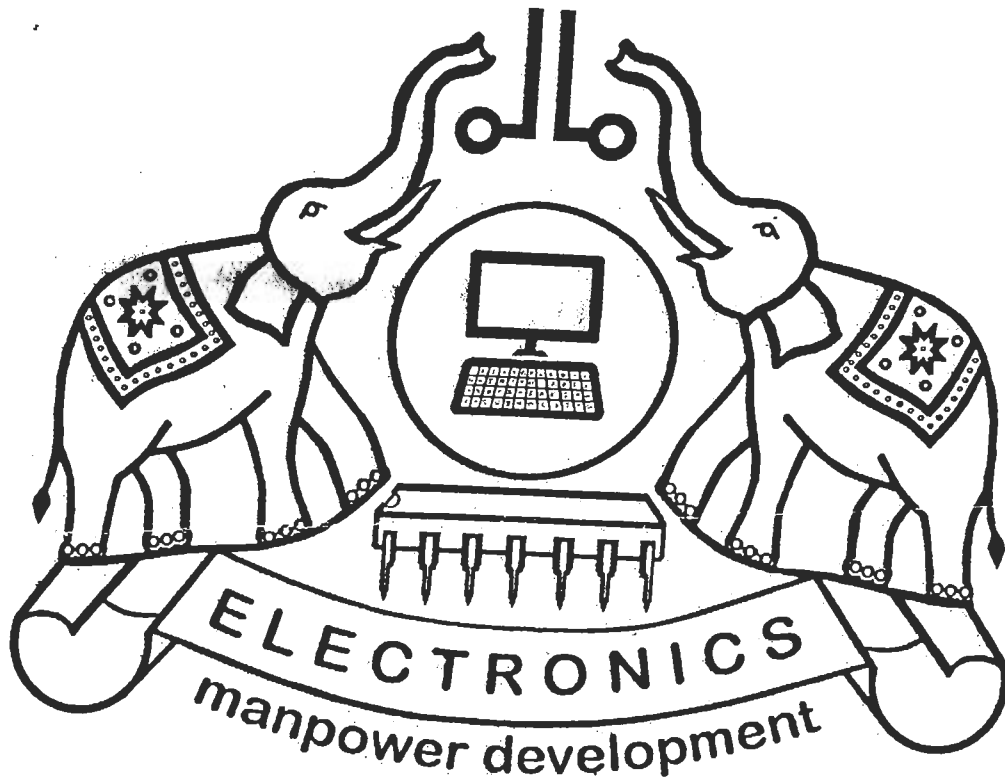
ADDITIONAL SECRETARY

To

- 1) The Director, IHRD, Thiruvananthapuram.
- 2) The Principal Accountant General (A & E) Kerala, Thiruvananthapuram.
- 3) The Principal Accountant General (Audit) Kerala, Thiruvananthapuram.
- 4) Stock file/ Office Copy.

Forwarded/By order

Section officer



ELECTRONICS

manpower development

Common Guidelines for using digitally derived logo of IHRD

Ref: G.O. (Rt)No.45/2016/HEdn. dt. 08-01-2016.

1. The approved logo when downloaded from IHRD website may be resized for print/display purpose strictly maintaining the aspect ratio.
2. In situations where multi-color print/display is used, IHRD logo should be used in RED color only.
3. Heads of Institutions shall use the approved logo in institution letter heads, documents like TC, CC etc. but should ensure that the logo is used in accordance with these guidelines.
4. Students of IHRD institutions shall use their respective institution logo in their project/seminar reports etc., if one such exists. In other cases, IHRD logo shall be used in strict compliance of these guidelines. In such case, it shall be the responsibility of the respective heads of Institutions to monitor and ensure the proper use of Logo by students.
5. When logo(s) of any other institutions are used along with IHRD Logo, size, color and prominence of the IHRD logo should not be lesser than that of other logo(s).
6. When IHRD Logo is used along with the official logo of State/Central government(s), code for usage of such logo shall prevail over these guidelines.
7. All sections in IHRD and associated institutions shall discontinue the use of old version of logo in print/display immediately and use the Govt. approved logo published in the IHRD web site hence forth.
8. Website administrators of all IHRD institutions shall take note of this and should ensure that the approved logo is used in the website(s) under their administration.
9. Two model letter heads are attached herewith (which are also downloadable from the IHRD website). All heads of institutions should ensure that institution letter heads are printed following the model letter head whichever is applicable.
10. No head of institution/employee can use the Logo or any imitation of it in any manner which creates an impression that it is associated with IHRD or an official document of the IHRD, as the case may be, without prior written permission of the Director.

Sd/-
DIRECTOR

College of Applied Sciences, Kozhikode

(Managed by IHRD, Established by Government of Kerala)

Balan.K.Nair Road, Kiliyanad, Kozhikode, Kerala 673006. Kerala.

Ph: +91 495 276 5154, +91 495 276 8320 Fax: +91 495 276 8320

web: www.caskozhikode.ihrd.ac.in. mail: caskozhikode.ihrd@gmail.com



Recommended sample layout for letter pads to be used by IHRD Institutions

Layout details							
Item	Font/Size	Font Style	Colour	Hex value	R	G	B
1. Institution name	Calibri 16	Bold	Blue	#3b5998	59	89	152
2. (Managed by IHRD,.....)	Calibri 10	Italic	Blue	#3b5998	59	89	152
3. Address, phone, fax	Calibri 11	Normal	Blue	#3b5998	59	89	152
4. Web/email address	Calibri 10 or 11	Normal	Blue	#3b5998	59	89	152
5. Logo position	IHRD logo at right side		Red	#cd0000	205	0	0

Sample 1 : for Institutions which has no own logo.



Model Engineering College, Thrikkakara

(Managed by IHRD, Established by Government of Kerala)

Thrikkakara, Edappally, Kochi, Kerala 682021.

Ph: +91 484 2575370, +91 484 2577379 Fax: +91 484 2577379

web: <http://www.mec.ac.in>. mail: principal@mec.ac.in



Recommended sample layout for letter pads to be used by IHRD Institutions

Layout details							
Item	Font/Size	Font Style	Colour	Hex value	R	G	B
1. Institution name	Calibri 16	Bold	Blue	#3b5998	59	89	152
2. (Managed by IHRD,.....)	Calibri 10	Italic	Blue	#3b5998	59	89	152
3. Address, phone, fax	Calibri 11	Normal	Blue	#3b5998	59	89	152
4. Web/email address	Calibri 10 or 11	Normal	Blue	#3b5998	59	89	152
5. Logo position	IHRD logo at right side		Red	#cd0000	205	0	0

Sample 2 : for Institutions which has own logo.