



Corporate Identity for

# NiSM

ALUMNI LOGO DESIGN

**Concept & Designed by:**

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ALUMNI LOGO



Reconnect. Reunite. Innovate

## ALUMNI LOGO INTERPRETATION



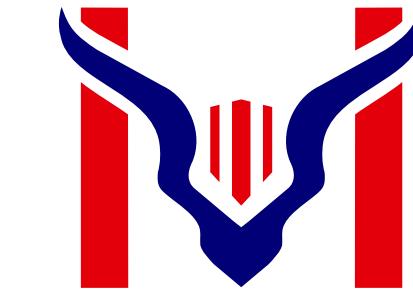
Reconnect. Reunite. Innovate

### Brief of NISM & Design Description

NISM, a major capital market institute, that offer students a wealth of opportunities for hands on educational experiences. It is one of its kind as it combines the best of market and academic world.

At this early stage of NISM Alumni Association, I propose this unique logo , which is a combination of text and graphic. Text will help as it can be 'read' so that the logo will not be mistaken or confused for anything else. It makes the logo self explanatory. At the same time the graphic design of the logo can be independently used at a later stage when the association is well known and established itself. The tag line of the logo is three separate words; Reconnect, Reunite and Innovate. Through this initiative, NISM wants to reconnect with the alumni and facilitate them reunite with NISM and each other. Finally, this association also wishes its alumni to return to their alma-mater to share the memories and inspire the new students.

## ALUMNI LOGO INTERPRETATION



Letter

Bull

Trend Lines

### Concept

The graphic base in the logo, which later can be independently used is a combination of letter M, Trend Lines and the head of a bull. M & Trend Lines represents Market and bull even so popularly signifies a positive surge in the market. All these elements have significant connection to capital market, in which NISM plays a major role in professionalization.

## ALUMNI LOGO INTERPRETATION



Reconnect. Reunite. Innovate

### Concept

Further, on a close look , we can see representation of individuals, connecting to the initiative i.e. association. Two individuals are seen facing each other engaged in a conversation, signifying exchange of ideas and knowledge, that NISM Alumni Association wishes to serve.

**TAG LINE**



**Reconnect. Reunite. Innovate**

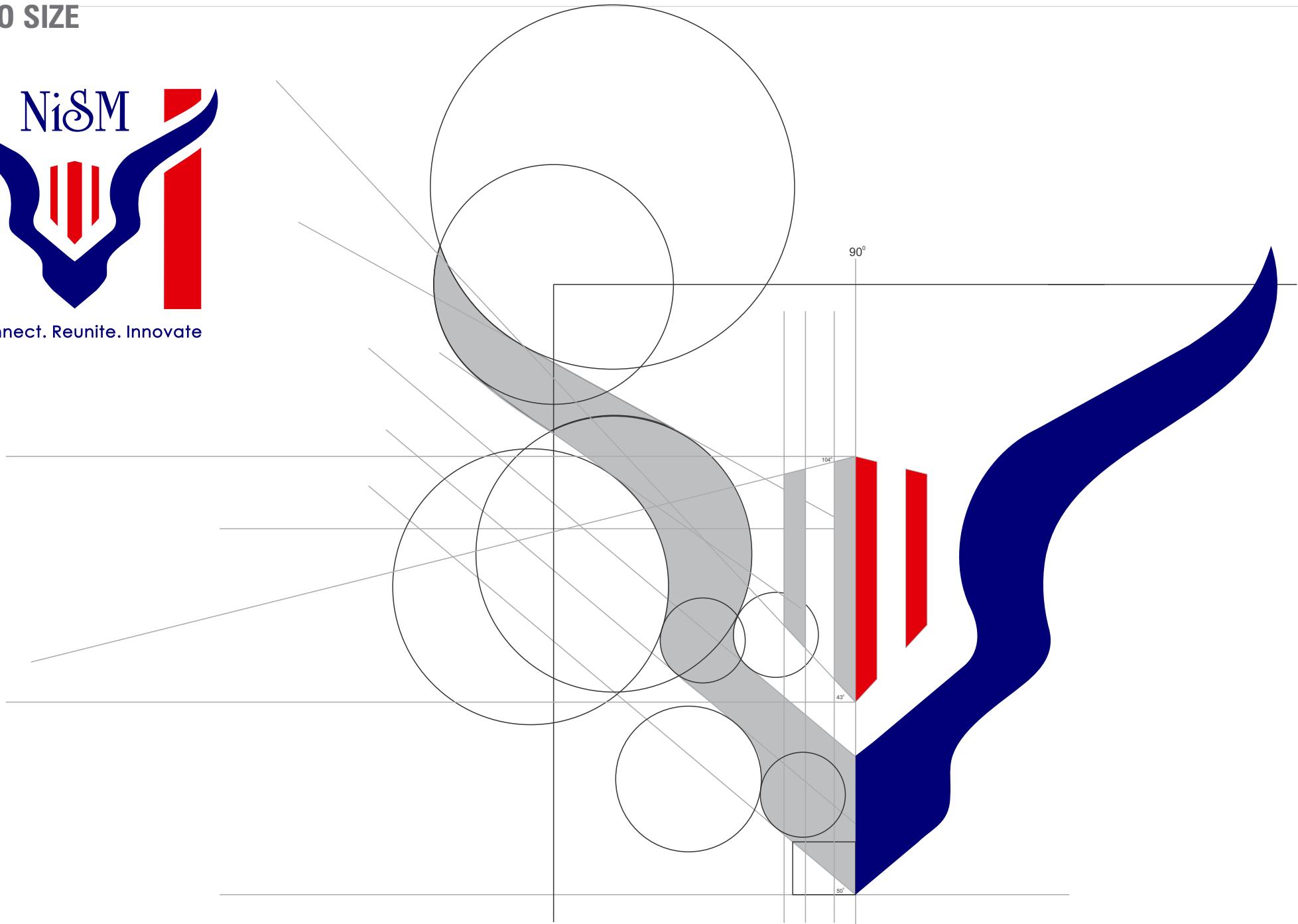
## **Concept**

Ladies and gentlemen, Presenting you ALUMNI- NISM's Alumni Association, a platform to help its proud alumni to reconnect , reunite and innovate to their alma- mater. student first, but alumni forever.

## LOGO SIZE



Reconnect. Reunite. Innovate



## COLOUR & FONT

C :03  
M :100  
Y :100  
K :02



C :100  
M :96  
Y :07  
K :17



ALUMNI LOGO

Font - Century Gothic

## POSITIVE & NEGATIVE



## SINGLE COLOUR



Reconnect. Reunite. Innovate



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Reconnect. Reunite. Innovate



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## SIZE REDUCTIONS



4 Cm



3 Cm



2 Cm



1.5 Cm



1 Cm



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NISM Alumni Association

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214

NISM

3:35 PM



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NSM



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