

Main Logo

The CMS logo is of CMS blue colour (C:100 M:70 Y:0 K:)

Logo is to be placed in a corner of the page (preferably top right corner); the distances from the side and from the top of the page should be equal.

Always make our logo prominent.



Small Logo

If there is a need to use the CMS logo less wide than 25 mm then use this CMS logo.



Smaller Rectangle Logo



Smaller Logo

The CMS logo: keyline

Use the CMS logo with a white keyline border to enhance visibility and use this only on dark backgrounds, including dark photographic backgrounds.



Writing CMS Campus Names

“CMS Name Campus [numeral]”

For example, ‘CMS Aliganj Campus I’ is correct.
 For Cambridge: CMS Cambridge Aliganj I

Primary Colours

There are three primary colours:

CMS blue: (C:100 M:70 Y:0 K:30)

Ice blue: (C:40 M:0 Y:0 K:0)

Inverse blue: (C:0 M:39 Y:69 K:0)



(C:100 M:70 Y:0 K:30)
 RGB: 19:68:126
 Hex Code: #13447E



(C:34 M:11 Y:0 K:41)
 RGB: 126:146:166
 Hex Code: #7E92A6



(C:72 M:0 Y:62 K:0)
 RGB: 62:177:129
 Hex Code: #3EB181



(C:0 M:58 Y:89 K:0)
 RGB: 240:132:50
 Hex Code: #F08432

Fonts

Main Headlines:

Lora – Bold

18 point

Title Font:

Open Sans – Bold

24 point

Photograph's caption:

Carlito - Normal
 8 point

Subheads/Paragraph headlines:

Lora - Bold

12 point

Body Copy:

Carlito - Normal, *Italics*, **Bold** and **Bold Italics**

10 point

You can download the ‘Georgia’, ‘Open Sans’ and ‘Carlito’ Font Family from Google Fonts.

Georgia: <https://fonts.google.com/specimen/Georgia>

Open Sans: <https://fonts.google.com/specimen/Open%2BSans>

Carlito: <https://fonts.google.com/specimen/Carlito?selection.family=Carlito>

Please do not use 60th Year logo

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Due to copyright issues raised by the Guinness World Records organisation, do not use their official logo. Use this logo for publications/videos if required.

