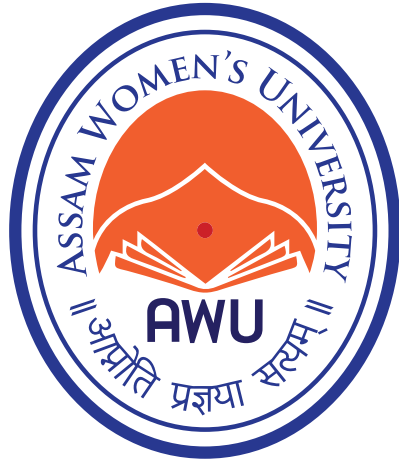


Logo Description and Usage Guidelines of
Assam Women's University, Jorhat.

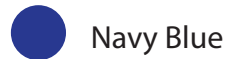


Concept:

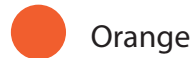
The above logo is designed to express a Woman of Assam studying a Book. The logo celebrates the progression Womanhood of Assam. The “bindi” of the logo symbolizes the women of India. Navy Blue is used as it is the color of the sky and sea. It is often associated with depth and stability. It symbolizes trust, loyalty, wisdom, confidence, intelligence, faith, truth, and heaven. Blue is considered beneficial to the mind and body.

Orange is a power color. It is one of the healing colors. It also stimulates enthusiasm and creativity. Orange means vitality with endurance.

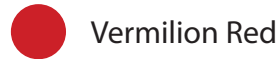
Color Theme



Navy Blue

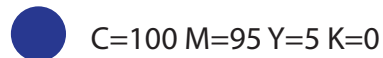


Orange

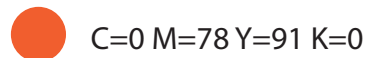


Vermilion Red

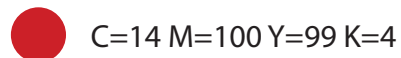
Color Code for print CMYK



C=100 M=95 Y=5 K=0



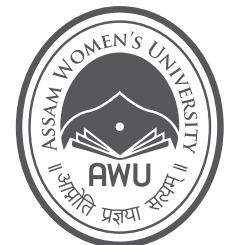
C=0 M=78 Y=91 K=0



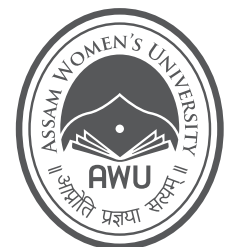
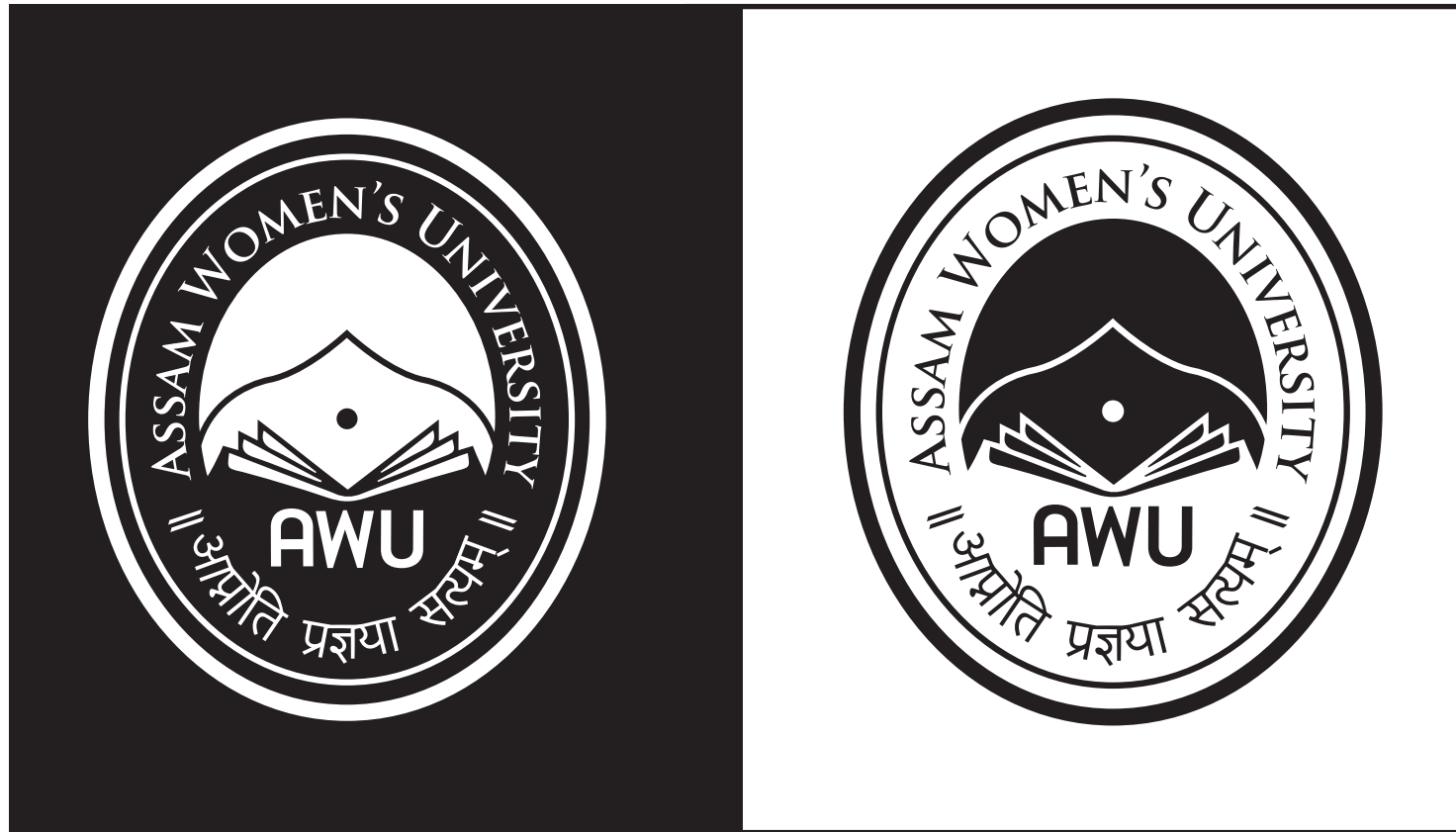
C=14 M=100 Y=99 K=4

Font Used

TRAJAN PRO BOLD



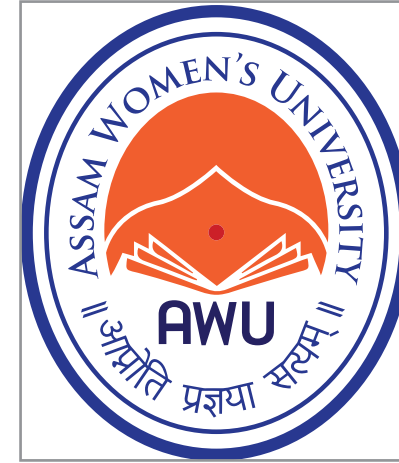
Black & White



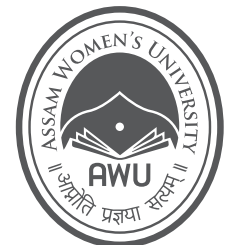
Dos & Dont



Don't stretch the logo to or adjust the logo for a space Always maintain the proportion of the logo



Always try to follow the provided color theme for better representation of the logo



Dos & Dont

For black or darker background always use the white color version of the logo for better visibility or the logo with white base can be used.

