



## **National Institute of Social Development**

### **Guidelines for Using the National Institute of Social Development Logo**

**Guideline Title:** Guidelines for Using the National Institute of Social Development Logo

**Guideline Number:** 02

**Functional Area:** All Academic Staff and Non-academic staff

**Effective Date:** 11.07.2024

**Approving Authority:** The Governing Council

#### **2.1. Rationale & Purpose:**

The National Institute of Social Development (NISD) recognizes the importance of its logo as a symbol of its identity and reputation. To ensure consistent and appropriate use, all registered students and staff members must adhere to the following guidelines.

#### **2.2. General Use**

##### 2.2.1. Administrative and Academic Use:

- Registered students and staff members may use the NISD logo for administrative activities and academic materials without prior approval.

##### 2.2.2. Fundraising Activities:

- Prior written approval is required from the Registrar for using the logo on materials related to fundraising activities, such as T-shirts, mugs, and bookmarks.

##### 2.2.3. Commercial Purposes:

- Written approval from the Registrar is necessary if the NISD logo is used for any commercial purposes, including intitutional events, advertising, promotional campaigns, Conferences local/international training or sponsorships.

#### **2.3. Logo Specifications**

##### 2.3.1. Latest Version:

- Always use the latest version of the logo, available in downloadable formats (PNG/PDF) on the NISD website.

### 2.3.2. Design Elements:

- The NISD logo features a circular emblem with blue and yellow background, two concentric blue-stroked circles, and a fully bloomed lighting lamp on a book in the center. Four people in a line at the center. It is within a slightly larger yellow circle surrounded by institute's name in three languages in Sinhala, Tamil, and English.

### 2.3.3. Placement:

- The logo must be placed appropriately at the top left, middle, or right of the document.

### 2.3.4. Integrity:

- The logo must be used in its full form. Do not alter the basic format, change the colors, or distort its appearance in any way.

### 2.3.5. Size:

- The basic size of the logo can be adjusted, but the width and height must remain in the same proportion.

## **2.4. Prohibitions and Restrictions**

### 2.4.1. Misuse:

- The NISD logo must not be used in any manner that disparages the regulations of the institute or violates any applicable laws, regulations, or internal rules.

### 2.4.2. Unauthorized Alterations:

- Do not modify or alter the logo in any unauthorized manner, including changing its color, proportions, or design elements.

### 2.4.3. Respect and Dignity:

- The logo should be used in a manner that upholds the dignity and integrity of the NISD.

## **2.5. Approval Process**

### 2.5.1. Request for Approval:

- For any use requiring prior approval, submit a written request to the Registrar's office detailing the intended use, purpose, and context with the approved of the Head of the department

### 2.5.2. Documentation:

- Ensure all requests are accompanied by relevant documentation and samples of the materials where the logo will be used.