To develop a unique word mark to represent the CEPT University, one of India's most prestigious and specialised university that imparts professional education programs to deepen the understanding of human settlements.

DESIGN BRIEF

01

CONTEXT / 02

CEPT takes its name from the acronym ‘Center for Environmental Planning and Technology’. Since its inception in 1962, CEPT started as the School of Architecture with its focus on design in the private realm and subsequently in the span of four decades, it has added another 4 distinct faculties to reinforce the larger vision of the institution; understanding, designing, planning, constructing and managing human habitats. With the incorporations of other faculties of learning and finally becoming a university in 2005, the word CEPT now stands for a much larger institution than just as an acronym - ‘Center for Environmental Planning and Technology’.

03 INSPIRATION & DIRECTIONS

The primary direction was to create an identity using a logotype. An identity that is minimal yet confident and strong. It resonates with the values of the institution. It is representative of the character of the organisation not only in form but also emotionally.

KEYWORDS

CALM
SENSITIVE
MINIMAL
DYNAMIC

COLLABORATIVE
CREATIVE
IMAGINATIVE
HANDS ON
ENERGETIC
EXPLORATORY

CONFIDENT
MODERN
ACCESSIBLE
BOLD

SIMPLE
OPEN
FUN
CRISP

The logo mark has two words. One is the name and the later the qualifier. It is essential that individually they are able to deliver/embody pertinent characteristics and the nuances of the educational environment that is unique. CEPT has a unique unmistakable sound that has begun to contain so many values over the years and the word University denotes a set of educational institutions with the highest form of learning. Together they become an unmistakable visual unit that represents the identity of the university.

LOGO RATIONALE

04

CEPT UNIVERSITY

CEPT
UNIVERSITY

LOGO B&W REVERSE

CEPT
UNIVERSITY

LOGO B&W

CEPT
UNIVERSITY

LOGO GRAYSCALE

CEPT
UNIVERSITY

K 50 K 70

LOGO GRAYSCALE REVERSE

CEPT

UNIVERSITY

K 30 K 60

DESIGN TREATMENT OF CEPT

The visual treatment is crisp, concise, minimal and modern. It is shorn of unnecessary embellishments but rather retains the essence of an idea of simple, open, clear, as opposed to complex, closed and opaque. It is strong but not overpowering, an accessible modern form with open and interflowing counter forms. It conveys an open and modern learning environment.

CEPT UNIVERSITY AS A UNIT

The distinct but complimentary visual character of the two words, comes together as an unique visual statement. It is simple and yet has a distinct character. It is bold and strong but also sensitive. You can sense the seriousness and also the fun. It is quite, calm and confident also exuberant, energetic and dynamic. It is respectful of the past but also looks towards the future.

CEPT
UNIVERSITY

DESIGN TREATMENT OF UNIVERSITY

It amplifies the idea of an university within the context of CEPT. An orchestration of many elements, verticals, horizontals, diagonals, and part circles (representing diverse creative minds) that is at once conceptual and playful, come together to form the word 'University'. It conveys the exploratory dynamic creative environment; the energy and the creative spirit of the collective minds. It also explores and amplifies the imagined and conceptual world through incomplete but indicative letter forms.

LOGOTYPE CRAFTING / 06

C C C C

Examples of the regular 'C': the terminal of the 'C' almost always curls in

the character 'T' combines with the character 'Y' to create a unique conjoint playful form

the right vertical stem of 'U' combines with the part forms of 'N' to create the complete character 'N'

The bowl of the 'C' echoes the bowl of the 'P' (mirrored and almost like two nurturing encircling arms around 'E'). The terminals of the 'C' are open and straight unlike the regular 'C' which curls inwards. One arm of the 'T' points towards the right hand open space - adding a feel of dynamism. The custom designed extended font of CEPT gives visual stability. The logotype is fused together as an unit with clever alignments and kernings, with a stylistic treatment and the weight of the fonts which give distinct emphasis and character to the words.

COLOUR AS IDENTITY

07

FACULTY OF MANAGEMENT
Friendly,
accommodative,
bright, inspiring.

FACULTY OF PLANNING
Life nurturing,
sustainable,
environmental,
soothing.

FACULTY OF DESIGN
Energetic, reinvigorating,
passionate, strong, warm,
visual, functional.
Flair, personality, lifestyle.

FACULTY OF TECHNOLOGY
Steel, stable, strong, tensile,
understated, robust.

The colours for CEPT UNIVERSITY are a distinct play of grey - neutral, minimal and modern, contrasted with the vivid primary colours.

'CEPT' in the identity, is grey - minimal yet strong, encouraging possibilities which resonate with the values of the institution. The colours for 'UNIVERSITY' are an interesting play of primary colours to represent their dynamic, vibrant and creative environment.

The colours are inspired by
*Polychromie Architecturale.

FACULTY OF ARCHITECTURE
Calm, rational, fresh, spatial.
Free thinking, forward looking,
all encompassing.

PRIMARY FONT | DISPLAY & TITLE

MUSEO SANS

FONT FAMILY
100 REGULAR & ITALIC
300 REGULAR & ITALIC
500 REGULAR & ITALIC
700 REGULAR & ITALIC

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A a *A a* **A a** g 1

Museo Sans is a bold, simple and modern sans serif typeface which is fairly geometrical and highly legible. It has similar characteristics as the logotype and is very well suited for display text use.

SECONDARY FONT | BODY COPY

ALLER

FONT FAMILY
ALLER LIGHT & ITALIC
ALLER REGULAR & ITALIC
ALLER BOLD & ITALIC

A B C D E F G H I J K L M N
O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p
q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

A a *A a* **A a** g 1

The Aller font family has a soft and warm tone of voice. The design of each letterform is clean and without fuss, making Aller a contemporary design. Three Roman styles ranging from light to bold, with matching italics, ensure the font family is versatile. Aller is ideal for body copy usage with the variety of weights it offers and its understated typeface design.

CEPT HOUSEFONTs

CEPT UNIVERSITY
FACULTY OF PLANNING

CEPT UNIVERSITY
FACULTY OF ARCHITECTURE

CEPT UNIVERSITY
FACULTY OF MANAGEMENT

CEPT UNIVERSITY
FACULTY OF DESIGN

CEPT UNIVERSITY
FACULTY OF TECHNOLOGY

COLOUR SYSTEM

09 / 60

10 / LOGO USAGE DOs

LOGO B&W

LOGO B&W REVERSE

LOGO GRAYSCALE

LOGO GRAYSCALE REVERSE

LOGO COLOUR

LOGO COLOUR ON K20

LOGO COLOUR ON C5 M5 Y5 K90

FACULTY LOGO B&W

FACULTY LOGO B&W

FACULTY LOGO B&W

FACULTY LOGO B&W

FACULTY LOGO B&W

FACULTY LOGO GRAYSCALE

FACULTY LOGO GRAYSCALE

FACULTY LOGO GRAYSCALE

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FACULTY LOGO COLOUR

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FACULTY LOGO COLOUR

FACULTY LOGO COLOUR REVERSE

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FACULTY LOGO COLOUR REVERSE

FACULTY LOGO COLOUR REVERSE

DONTS

It is important for an Identity to be consistently applied so that it heightens recall with each visual encounter. These are set of conditions and guidelines to follow when the word mark is being applied so that there are no rooms for inadvertently making it indistinct or to make the wrong choice of the work mark option suited for the usage.

DO NOT USE ANY OTHER GRAY THAN THE MENTION VALUES

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FACULTY COLOURS TO BE USED AS PER THE ONES ON THE DOs PANEL

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FACULTY COLOURS CANNOT BE USED IN REVERSE ALONG WITH THE CEPT LOGO IN BLACK

MERCHANDISE & COLLATERALS 11