NASSCOM®

BRAND
GUIDELINES

NASSCOM
Brand Architecture

Brand Architecture

Brand Architecture is the system of linkages between the various elements in our brand portfolio. It makes explicit the relationship between the NASSCOM masterbrand, our sub-brands, forums, products and services and other brand-building activities.

Remember that brand architecture is developed for our external stakeholders to make our offerings clear to them. It is not about how we are organized internally. We know that for our external stakeholders, the NASSCOM master-brand holds the most equity. They participate and collaborate with us to be part of the NASSCOM brand circle. Therefore, all our brand-building efforts must be directed towards strengthening the NASSCOM brand. All other levels in our brand portfolio are built only to indicate the breadth of our offering and address the needs of specific target groups.

At NASSCOM, we have opted for a monolithic bran architecture route like GE or IBM, where the recall and equity lies with a single master-brand. We will not become a 'house of brands' like Unilever or P&G where each brand stands for something quite distinct and the company behind the products is not well known.

Remember also that the simpler our brand architecture, the easier it is for our audiences to identify with us. It is always tempting to create a plethora of sub-brands, but these serve only to confuse and clutter. In this age of short attention spans and information overload, we must preserve the power of the NASSCOM brand by making it easy to relate to.

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Forums & Initiatives	Sub-Brands	Brand Extentions	Affiliate Organizations
A forum or initiative is an attempt to serve an audience within its larger stakeholder group by focusing on specific needs. Some forum or initiatives may have more scale and a richer portfolio of elements, but that does not impact their classification. Branding will be carried out at the forum or initiative level and this will be carried through all elements that come under it.	Sub-brands are brands that have acquired mind-share of their own and therefore have their own independent nomenclature	Brand extensions are products/ services from NASSCOM that are not targeted at a specific audience but serve the broader stakeholder group.	
BPO	NSR	NASSCOM Regional Council	NASSCOM Foundation
EMERGE	NAC	NASSCOM Research	DSCI
PRODUCT		NASSCOM Connect	
ENGINEERING SERVICES		NASSCOM Blogs	
ANIMATION & GAMING		NASSCOM Company Search	
QUALITY			
INNOVATION			
EDUCATION			
SECURITY			
GLOBAL TRADE DEVELOPMENT			
GREEN IT			
DOMESTIC IT			
GENDER INCLUSIVITY			
GLOBAL ENTERPRISE PRODUCT SUPPORT			
CEO FORUM			
CFO FORUM			
SPEAKERS CLUB			
CAPTIVE FORUM			
HR FORUM			

NASSCOM
Brand Identity

Logo
Colour Palette
Typography
Look & Feel

NASSCOM Logo

The NASSCOM Logo is simple, elegant and effective. The upper-case letterforms originated because 'NASSCOM' was short for National Association of Software Companies'. The organization has since evolved to become inclusive of all IT companies and the company name is now used only for statutory purposes. The brand name is only NASSCOM. However, the upper-case letters still serve the brand well because they communicate solidity and stature. Even in text, the word 'NASSCOM' must be written in upper-case.

The colour of the NASSCOM logo is a rich maroon – a colour that evokes 'Indianness' as much as it conveys warmth and depth.

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THE NASSCOM LOGO

DO NOT

Do not attempt to recreate the logotype or change its font

The logo should always be sharp and clear

Do not change the orientation of the logo

Logo Colours

The NASSCOM logo employs one colour, the NASSCOM
Maroon. The only other permitted version is the Reversed
Version of the logo. This version permits the use of five
other colours (see the Brand Colour Palette section).
The logo should only be used in the specified brand colours.

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NASSCOM MAROON

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LOGO IN REVERSE

DO NOT

Do not change the colours of the logo

NASSCOM® ✖   NASSCOM® ✖

Logo Placement

In all its applications, the Reversed Version of the logo appears within a confined shape which may be a square or rectangle and which is either always in the NASSCOM Maroon or any of the other five brand colours.
This is to make sure the logo does not appear on an image or cluttered background.

VARIOUS LOGO PLACEMENTS

Scaling the Logo

The NASSCOM Logo can be used in any desired size subject to a minimum width of 20mm. This is to ensure that the subtle details of the logo are always reproduced clearly.

LOGO SIZES

NASSCOM®

MAXIMUM: ANY DESIRED SIZE

NASSCOM®

MINIMUM: 20 MM WIDTH

DO NOT

Do not scale the logo disproportionately.

Do not make the logo smaller than the minimum recommended size.

Exclusion Zone

A minimum clearspace helps to highlight the logo, giving it greater prominence. A clearly defined exclusion zone should, therefore, always be maintained around the logo. Ensure that it is never compromised by any other graphic, text or imagery.

The exclusion zone around our logo would be the area defined by leaving a uniform clearspace on all sides of the logo, equivalent to the height 'x' as shown in the first diagram on the right.

EXCLUSION ZONE AROUND THE LOGO

DO NOT

Do not place other elements within the exclusion zone.

Do not place the logo too close to the edge in any application.

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