



**IT - ITes SSC**  
**nasscom**

Logo Guidelines



**FULL LOGO**

The SSC logo employs two colours and the NASSCOM Maroon.



**REVERSED LOGO**

Being accompanied with NASSCOM the SSC reversed logo has very same properties as parent. Only the elements are represented with grey, whereas the text is completely white.



**FULL COLOUR LOGO ON LIGHT BACKGROUND**

Will be used when the background colour is light coloured.



**FULL COLOUR LOGO ON DARK BACKGROUND**

Will be used when the background colour is dark coloured.

## FULL LOGO



The SSC Logo in its original form should be used exactly as produced above, as a PNG with a transparent white background.

## INVERSE VARIATIONS



For inverse variations, a white box will accompany the transparent logo superposed on the colored background.

# Logo Minimum Size

The logo is designed to retain its characters and legibility in small and large sizes. The technical limitations of some printing methods, however, prohibit legible reproduction of the logo below a certain size. The full logo should not be printed at a size smaller than 1" (25.40 mm) in width.



1" (25.40 mm)

Recommended  
Minimum Size for  
Print



100 px

Recommended  
Minimum Size for  
Web Desktop



85 px

Recommended  
Minimum Size for  
Web Mobile



20 px

Recommended  
Minimum Size for  
non-print  
document footers

**Note: For special reproduction techniques, such as silk screen and flexographic printing, please consult your printer.**

# Logo Dont's



Do not attempt to recreate the logotype



Do not attempt to change its font



Do not use unclear or blurred logo image



Do not scale the logo disproportionately



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



Do not change the orientation of the logo



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Do not change the colours of the logo