

Guidelines for Use of the Logo of NIELIT


The NIELIT Logo is the sole and exclusive property of NIELIT. Use of NIELIT Logo implies acceptance of following conditions, to have the right to use the Logo. Any violation of the rules set out by NIELIT must cease use of NIELIT Logo and initiate necessary disciplinary action against the Institute authorized to conduct NIELIT O/A/B/C level of courses. In addition, NIELIT reserves the right to revoke its approval of use of the logo at anytime from the authorized institute for NIELIT.

Permission is granted to the institutes approved by NIELIT to conduct NIELIT O/A/B/C Level Courses to use the Logo only as per following guidelines/instructions:

1. The logo of NIELIT may only be used in advertisements or other publicity materials for the benefit of NIELIT with the permission of NIELIT. Institute should not publish advertisement in any format other than the recommended template given below with the logo and name of the NIELIT, without obtaining written approval from the NIELIT.
2. The logo of NIELIT should be used in appropriate manner not leading to confusion. Institutes should not use the logo and name of the NIELIT for promoting other courses that are offered by the institute and are not related or belongs to NIELIT.
3. The logo of NIELIT may not be used in a way that mischaracterizes any relationship between Institute and NIELIT Or institute and Govt. of India. The word "Govt. of India" in the advertisement or other publicity materials will publicize with NIELIT ONLY, NOT with the name of institute.
4. The logo of NIELIT may not be displayed as a primary or prominent feature on the letter head of the institute. The institutes using the logo of NIELIT must display Institute Name and logo in the primary and more prominent position. The logo of the NIELIT must be preferably on the bottom right corner of the letter head.
5. The logo of NIELIT is distinctive, designed pieces of graphic artwork. The following usage guidelines must be followed:
 - The logo of NIELIT should not be modified with respect to color, text and design, Do not vary the colors of Logo, except that the Logo may be all black or can be reversed out in white.
 - Do not combine NIELIT Logo with any other trademark, text or other element, including name of institute or any generic terms.
 - No other design, trademark, text, graphic or other element may be placed closer to NIELIT Logo than the height of the tallest letter in the Logo.
6. Institutes should not publish any false or misleading information with respect to NIELIT or its courses in its publications.
7. Institutes should not do anything detrimental to the reputation and image of the NIELIT, its courses/ logo and / or name.

Institutes authorized to conduct NIELIT courses must comply with the terms of their agreement in addition to above guidelines. Any use that falls outside of these specifications is strictly prohibited.

Template

 रा.इ.सू.प्रौ.सं NIELIT	Place for logo of the permitted institute
National Institute of Electronics and Information Technology (NIELIT) (An Autonomous Scientific Society of Ministry of Electronics & Information Technology, Govt. of India)	Name of the institute _____ Address of the Institute _____ Contact No. _____ Email ID: _____ Website: _____
Approved/authorized institute for NIELIT Courses:	
_____ Level & Accr No. _____	
_____ Level & Accr No. _____	
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Matter for promotion may be placed here.	

It may be noted that the Font Size and Style of the Logo and Name of NIELIT must be less than or equal to half of that of the Logo and details (name, address etc.) of Institute.