Seneca Polytechnic College ———

Deerwalk Brand Guide

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Thank you for respecting our intellectual property and adhering to the guidelines outlined in this document.

Deerwalk Group

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Brand Story

Deerwalk Group is an educational institution that encompasses three sister companies: Deerwalk Institute of Technology, Deerwalk Sifal School, and Deerwalk Compware. Among these, Deerwalk Institute of Technology holds the largest number of students, followed by Deerwalk Sifal School and Deerwalk Compware.

Deerwalk Institute of Technology primarily focuses on providing undergraduate education with two major courses: Bachelors in Computer Science and Information Technology (BSc.CSIT) and Bachelors in Computer Application (BCA) under Tribhuvan University. The institute has developed distinct marketing strategies, educational styles, and web patterns that are tailored specifically for their students.

Overall, Deerwalk Group stands as a reputable educational institution with its various subsidiaries, each contributing to the advancement and development of education in their specific areas of expertise.

Brand Logo Identity

Application and Size Definition

- The corporate logo consists of logo image followed by brand name.
- The corporate logo is placed by the size of the visual layout.
- For sizes of standard advertisements, please use the attached layout template.

To ensure the corporate logo is properly recognized, it must follow the proper spacing in all sizes.

Logo Variations

Our corporate logo comes in two distinct variations, each designed to ensure the best visibility and brand consistency across unusual backgrounds. When using our logo, it's essential to follow these guidelines to maintain a cohesive brand identity.

Blue Variation

The Blue Variation of our logo is the primary and official brand logo. It should be used when the background of the design is light and white. This variation is specifically crafted to catch the eye of our audience, making it ideal for most marketing materials, websites, and printed collateral where the background supplies enough contrast.

Guidelines for Blue Variation:

- Ensure that the logo keeps its original colors, proportions, and integrity.
- Place the Blue Variation on light and white backgrounds to achieve maximum visibility and impact.
- Avoid placing the Blue Variation on backgrounds with low contrast, as it may compromise the logo's readability and visual appeal.

White Variation

The White Variation of our logo is intended for use on dark backgrounds. This variation acts as the secondary brand logo, supplying flexibility in situations where the Blue Variation might not be suitable due to the background color.

Guidelines for White Variation:

- Use the White Variation when placing the logo on dark or colored backgrounds to ensure proper visibility and legibility.
- Ensure that the White Variation keeps its transparent background when superimposed on non-white backgrounds, avoiding any unwanted elements surrounding the logo.

Error Examples

To keep a consistent brand image, it is crucial to avoid incorrect usage of our logo. The following practices should be avoided:

- Stretching, distorting, or skewing the logo, which can lead to misrepresentations.
- Altering the colors of the logo or using filters that deviate from the approved variations.
- Placing the logo on cluttered or visually busy backgrounds hinders legibility.
- Overlapping the logo with other design elements may diminish its impact.

Do not arbitrarily
deform the brand logo.

Do not arbitrarily alter
the brand logo.

Additional frame or color
background must not be added.

Do not arbitrarily reduce
the spacing of the brand

Do not use the brand logo
in outline.

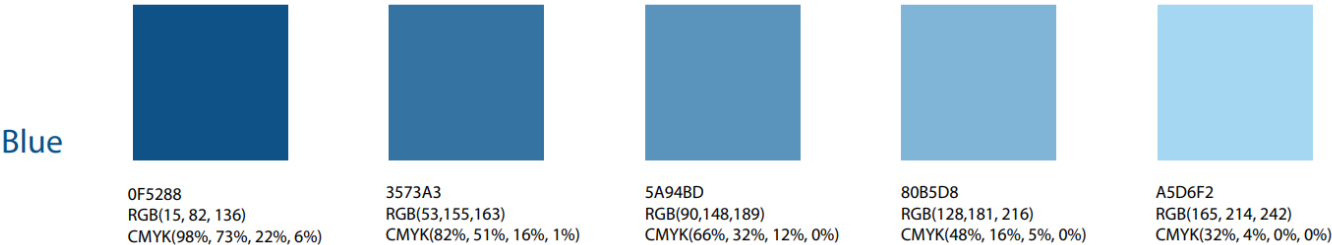Do not reduce the size of
the brand logo.

Brand Color

Our brand colors, **Blue #0F5288** as the primary and **Green #046031** as the secondary, define our brand's identity and personality. #0F5288 stands as the dominant color, while #046031 complements it gracefully. Together, they create a powerful and cohesive visual presence across all branded materials.

By adhering to these brand color guidelines, we ensure that our brand's visual language stays compelling, recognizable, and coordinated across every touchpoint, leaving an impression on our audience and strengthening our brand's identity in the competitive market.

Primary Brand Color

Our primary brand color is **Blue #0F5288**. This color lies at the heart of our brand identity and is to be prominently featured across all branded applications. It serves as the dominant color in our visual branding and is essential for keeping consistency and strong brand recognition.

Blue

0F5288
RGB(15, 82, 136)
CMYK(98%, 73%, 22%, 6%)

3573A3
RGB(53,155,163)
CMYK(82%, 51%, 16%, 1%)

5A94BD
RGB(90,148,189)
CMYK(66%, 32%, 12%, 0%)

80B5D8
RGB(128,181, 216)
CMYK(48%, 16%, 5%, 0%)

A5D6F2
RGB(165, 214, 242)
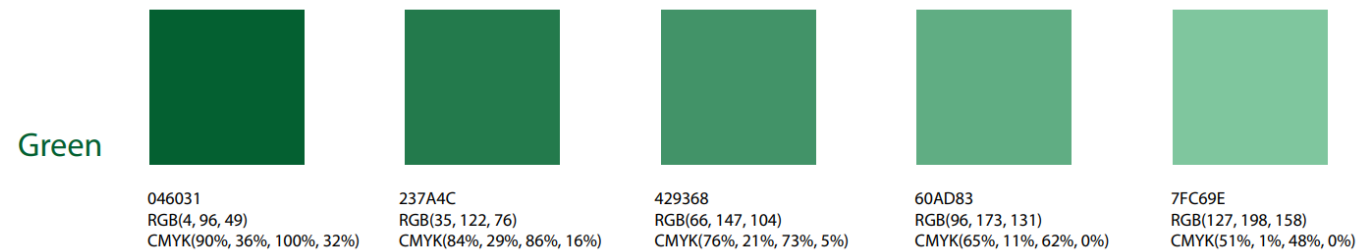CMYK(32%, 4%, 0%, 0%)

Guidelines for Primary Brand Color:

- Always use the primary brand color at its full intensity without any modifications, such as tints, shades, or gradients.
- Avoid using diluted versions of the primary brand color to ensure a consistent representation of our brand across all media.
- Verify the accuracy of the color reproduction regularly to keep its integrity.

Secondary Brand Color

Our secondary brand color is **Green #046031**. While the primary brand color takes precedence, the secondary color plays a vital supporting role in our visual branding. It complements the primary color and can be used to add depth and variety to our brand materials.

Green

046031
RGB(4, 96, 49)
CMYK(90%, 36%, 100%, 32%)

237A4C
RGB(35, 122, 76)
CMYK(84%, 29%, 86%, 16%)

429368
RGB(66, 147, 104)
CMYK(76%, 21%, 73%, 5%)

60AD83
RGB(96, 173, 131)
CMYK(65%, 11%, 62%, 0%)

7FC69E
RGB(127, 198, 158)
CMYK(51%, 1%, 48%, 0%)

Guidelines for Secondary Brand Color:

Use the secondary brand color sparingly and in conjunction with the primary brand color to keep visual harmony.

The secondary brand color should not overpower or dominate the primary brand color in any application.

As with the primary brand color, avoid reproducing the secondary brand color as tints or gradients.

Exclusive Color Usage

To ensure a cohesive and recognizable brand image, our brand color palette is limited to the primary brand color (#0F5288) and the secondary brand color (#046031). These are the only colors that should be used in any branded materials.

Color Combinations

When using both the primary and secondary brand colors together, pay attention to their harmonious combination. These colors are intended to work together seamlessly to stand for our brand's personality and values.

Typography

The font used for Deerwalk Institute of Technology is Segoe UI.

Main page heading 1

- Text must be bold.
- Font size must be 50px.
- Font colour must be #0C4C7F.
- Capitalize each letter.

For example:

WHAT'S HAPPENING AT DWIT?

Main page heading 2

- Text must be bold.
- Font size must be 20px.
- Font colour must be #0C4C7F.
- Capitalize each letter.

For example:

CLUB AND INDIGENOUS DAY 2023 SUCCESSFULLY CONDUCTED

Child page heading 1

- Font size must be 24px.
- Font colour must be #0F5288 or #FFFFFF.
- Capitalize each letter.

For example:

UNDERGRADUATE ADMISSION

Child page heading 2

- Font size must be 20px.
- Font colour must be #212529.
- Capitalize each letter.

For example:

BSC. CSIT

Navigation bar topic

- Font size must be 18px.
- Font colour must be #000000
- Capitalize each letter.

For example:

ABOUT

Top Navigation bar topic

- Font size must be 15px.
- Font colour must be #000000
- Capitalize each letter.

For example:

MERCHANDISE

Buttons

- Font size must be 12px.
- Font colour must be #087285 or #FFFFFF.
- Capitalize each letter.

For example:

LOGIN

Large buttons:

- Text must be bold.
- Font size must be 18px.
- Font colour must be #087285 or #FFFFFF.
- Capitalize each letter.

For example:

APPLY NOW

Body text:

- Font size must be 16px.
- Font colour must be #212529 or #FFFFFF.

For example:

DWIT library provides a huge collection of course books, reference

materials, novels and magazines. It has a peaceful and comfortable space

where students enjoy to be at.

Footer topics:

- Font size must be 14px.
- Font colour must be #FFFFFF.

For example:

Writing Style

When writing the contents for Deerwalk Institute of Technology, remember to follow these rules:

- Follow the standard capitalization rules.

- Use user-centric language to address the users directly using pronouns like "you" and "your" for a more personalized experience.

- Keep your sentences short and simple.

- Keep your writing style consistent throughout the application.

- Headings and labels should be clear and descriptive to understand each element clearly.

Abbreviations and Acronyms

Use abbreviations in certain contexts to make your content clear to read.

Contexts	Examples
Degrees	BCA, which stands for Bachelor of Computer Application.
Business entities	Ltd, which stands for Private limited company.
Institution names	DWIT, which stands for Deerwalk Institute of Technology.
Grades	CGPA, which stands for Culminative Grade Point Average.

Table 1: Using methods of Abbreviations and Acronyms

Word Choice

Always use simple words that the public can understand. Do not use complex words and technical terms.

Good examples	Bad examples
now	at this time, point in time
can	has the ability to
before	prior to
soon	in the near future

Table 2: Simple Words vs Complex Words

Error messages should be user-friendly, explain the issue, and suggest a solution.

Capitalization Styles

We use different capitalization styles according to the context. This section provides guidelines for capitalization.

Headings

Capitalize the first letter of each word in headings.

DO	DON'T
About Deerwalk Institution of Technology	about deerwalk institution of technology

Academic Programs

Capitalize the name of Deerwalk:

- Academic programs
- Degrees
- Courses

DO	DON'T
Bachelor of Computer Application (BCA)	bachelor of computer application(bca)
Bachelor of Science in Computer Science & Information Technology (BSC. CSIT)	bachelor of science in computer science & information(bsc.csit)

Proper Nouns

Capitalize the proper nouns, which includes:

- People
- Places
- Institutions
- Books

DO	DON'T
Deerwalk Institution of Technology	deerwalk institution of technology
Computer Science Department	computer science department

Departments and Offices

Capitalize the names of Deerwalk Institute's:

- Departments
- Offices
- Divisions

DO	DON'T
The Admissions Office	the admission office

Specific Titles and Roles

Capitalize specific titles and roles of a person.

DO	DON'T
Professor John Smith	professor john smith

Voice

Deerwalk Education Group wants to create a welcoming atmosphere to everyone. The tone of Deerwalk Education Group is friendly, enthusiastic, and honest to the audiences. We do not write in a plain and academic tone. The tone of Deerwalk Education Group is also more conversational instead of formal. We always use straightforward plain language that are easy to understand for viewers and avoid using complicated terms and data that can be confusing to the audiences in our contents.

Good example:

Our students come from different cities and towns of Nepal. Today, we have a vibrant student community representing Far East to the far west of the country with diverse economic, social, and cultural backgrounds. We aspire to give our students more than just a degree with competence in core subjects.

Bad example:

Deerwalk Education Group is a post-secondary institute that provides extensive undergraduate programs. Our students come from different regions of the country. We offer several degrees that are beneficial to our students.

Grammars and Mechanics

When you are writing the contents for Deerwalk Institute of Technology, remember to follow these rules:

- Use full sentences.
- Use standard English when spelling the words, except for abbreviations and acronyms.
- Follow the standard punctuation rules.

Punctuation

Always follow the punctuation rules when writing the contents for Deerwalk Institute of Technology.

Commas

Use a comma in the content when:

- You are separating the clauses and phrases from coordinating conjunctions (e.g., but so…) in a same sentence.
  For example: You can take CSC-161, but you must take CSC-160 first.
- You are separating three or more phrases listed together.
  For example: This course covers the basic concepts of computers and information technology including introduction, hardware, and software.
- You are separating the name of geographical locations.
  For example: Sifal Kathmandu, Nepal

Periods

Use a period in the content when:

- You are ending a declarative or imperative sentence.
  For example: The Power Workshop 2023 proved to be a valuable platform for DWIT students to develop essential skills and credentials required for in-demand careers.
- You are using it in abbreviations.
  For example: B.Sc. CSIT

B.Sc. CSIT

Question Marks

Use a question mark in the content when:

- Ending a sentence which is a direct question.
  For example: WHY CHOOSE DWIT?

WHY CHOOSE DWIT?

Exclamation Marks

Use an exclamation mark in the content when:

- You are ending an emphasized sentence.
  For example: Warning! Do not touch when it's red.
- You are ending a sentence that indicates strong emotion.
  For example: The DWIT Futsal Tournament was an absolute hit!

Colons

Use a colon in the content when:

- You are introducing a list of items after a clause.
  For example: Our partners are Reliance International Academy, Deerwalk Foods P. Ltd, and Deerwalk Travels & Tours P. Ltd.
- You are introducing a quotation after a clause.
  For example: Einstein said: "We cannot solve our problems with the same thinking we used when we created them."
- You are introducing the explanation or summary of the first clause.
  For example: The students completed the task: they successfully conducted the event.

Semicolons

Use a semicolon in the content when:

- You are separating two clauses that are related to each other and have no coordinating conjunctions between them.
  For example: Please be patient while waiting; you'll create a quiet space for other guests.
- You are separating two clauses with a transitional expression between them.
  For example: You can apply to the program; however, it requires you to have a minimum D+ grade for each subject.

Apostrophe

Use an apostrophe in the content when:

- You are indicating the missing letters in words.
  For example: I'm a fourth-year student.

Parentheses

Use a parenthesis in the content when:

- You are enclosing an additional information that supports a phrase or sentence.
  For example: Unit 10: Multimedia (3 Hrs.)

Hyphens

Use a hyphen in the content when:

- You are linking two or more words together to form a phrase.
  For example: semester-system

Writing for Accessibility

Our website has adopted accessibility practices to ensure that it is inclusive and user-friendly for all individuals, including those with disabilities.

Clear and Simple Language

- Use clear and easy-to-understand language throughout the website.
- Avoid jargon and complex terms, ensure that content is accessible to a diverse audience.

Heading Structure

- Organize content with proper heading tags (h1, h2, h3, etc.) to create a logical hierarchy for easy navigation.
- Headings help screen reader users understand the structure of the page and find relevant information quickly.

Keyboard Accessibility

- Ensure all interactive elements can be accessed and operated using a keyboard alone, catering to users who cannot use a mouse.
- Keyboard accessibility is essential for users with motor disabilities or those who rely on assistive technologies.

Responsive Design:

- Design the website to be responsive and adaptable to different screen sizes and devices.
- Ensure a seamless browsing experience for users on desktops, tablets, and mobile phones.

Color Contrast

- Ensure sufficient contrast between text and background to improve readability for users with low vision or color blindness.
- High contrast makes it easier for all users to distinguish text and important elements on the page.

Descriptive Link Text

- Use meaningful link text that clearly indicates the destination of the link.
- Descriptive links benefit all users, especially those using screen readers, by providing context for the linked content.

Writing for Social Medias

Deerwalk has a strong web presence of actively engaging audiences across multiple social media platforms. Main platform for reaching and interacting with our audience is Facebook.

Best Practices followed on social media:

- Posts contain compelling and relevant content, including eye-catching visuals, informative videos, and engaging text.
- Consistent posting schedule on Facebook to keep the audience informed and engaged without overwhelming them.
- Use clear and concise messaging on each post for effectively communicate the intended message to the audience.
- Maintain a consistent posting in every event of college and festivals.
- Use relevant hashtags to increase the visibility of posts and reach a broader audience. Mostly used hashtags (#DWIT, #CSIT, #BCA)

Writing for Prints

Deerwalk involves creating compelling and informative materials to be distributed in physical formats such as brochures, flyers, posters, newsletters, magazines, media.

- Identify the target audience for the printed material.
- Keep the content clear, concise, and to the point. Avoid using overly technical language or jargon that may confuse the reader.
- Follow Deerwalk brand guidelines for logo usage, color schemes, and typography to maintain a consistent brand identity.
- Important information such as event details, product features, or company offerings are prominently displayed and easy to find.

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