

# GRAPHIC STANDARDS MANUAL

VERSION 1.5 | 2019



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

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IDENTITY AND MANUAL DESIGN REVISED BY  
**BUBNA ADVERTISING, DELHI.**  
FOR, THE INSTITUTE OF COMPANY SECRETARIES OF INDIA

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**"MOTTO"**

सत्यं वद। धर्मं चर।  
इष्टकारं कुरु। अज्ञानं ह्यनु कुरु।

**"VISION"**

To be a global leader in promoting  
good corporate governance.

**"MISSION"**

To develop high calibre professionals facilitating  
good corporate governance.

## PRELUDE

One of the most valuable business assets that an institution has is its visual identity. Like all corporate resources, the visual identity too needs consistent attention and sustained nurturing to be able to show substantial results in brand equity.

There are certain beliefs, values, and ideals unique to ICSI that makes it an unparalleled success story. Its uniqueness and gigantic identity reflects a work culture that is conducive to achievements. A positive work ethos and an emerging image of an upright corporate citizen.

With a view to create a cohesive brand image for the profession of Company Secretaries, the institute has updated its Graphic Standards Manual with a new Logo-Masthead and other graphic collaterals.

The identity of The Institute of Company Secretaries of India (ICSI) stands for unity. It brings together the English and Hindi text of the logo, thus sending a message of harmony. The tag line i.e. "In Pursuit of Professional Excellence" is epitomized by four letters signifying a mature and multifaceted profession. 'Connecting for a collective growth' is the core of the logo, visually depicted in the upward arrow formed by the letter 'C' and 'S'. Set in a deep blue colour, the bold and elegant Masthead lends it an

air of authority and leadership. The letters 'CS' to be used by the members as a prefix before their names; shares a direct and an umbilical relationship with the identity of the Institute.

I am pleased to introduce the revised Graphic Standards Manual for the Institute. Prepared after extensive research, discussions, and deliberations with various groups within & outside the organization, this manual aims to provide guidelines on the use of standardized basic graphic elements of the Corporate Identity. The visuals are precise, simple, and aesthetically appealing, in keeping with ICSI's simple yet dynamic functioning.

Logos are designed, but brands are built over a period of time. I request every stakeholder of the ICSI to consider this Graphic Standards Manual as the bible of the organisation's visual identity. Let's build the brand image through consistent and uniform usage of the new identity.

With Best wishes and Season's Greetings.

President, ICSI

## PLEASE NOTE >

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The guidelines in this Graphic Standards Manual have been developed to significantly improve and standardise the visual presentation of ICSI's external communications. It is for the use of employees responsible for communication or graphic designers. The content is specific and technical.

The manual lays down standard guidelines and practices for communications to be created by ICSI across their area of work, produced by employees or third party agencies. There are few rules but please take the time to read and understand how they work, and how they can be used together to ensure a cohesive brand identity. It's crucial that the brand appears correctly and consistently in every communication.

As a technical guide which is meant to instruct rather than inform, this manual does not explicitly follow all the guidelines for ICSI communication and publications. The colours as reproduced in this manual may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the sample swatches provided.

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## WHAT IS A VISUAL IDENTITY?

Any organisation, big or small needs to have its own distinct visual identity in this communication era.

On one hand, there is the tangible, physical, recordable appearance of the organisation, represented by the visual — shape & form, colour, typography and a general relationship of elements unique to the design of its visual identity.

On the other hand, there is the intangible visible feel which associates with elusive ideas such as stability, networking, growth etc., as well as evokes emotions related to the nature of activities carried out by the organisation.

A Logo is only a part of the overall Corporate Identity. A visual symbol is designed but an identity is created by consistent use of the various design elements over a period of time across several applications related to the organisation.

The visual identity representing the philosophy and mission of the organisation translates on to several planes of visual interface between the organisation and its target users. These include the basic stationary, business cards, Envelopes, promotional material such as brochures, flyers, advertisements, forms, in-house printed stationary such as vouchers and bills, environmental design such as interiors and signage systems, vehicles and uniforms exhibitions, and all promotional material in the visual media.

As the term visual identity implies, it serves as an identifying link with its target group.

## NEED FOR A VISUAL IDENTITY

The identity of an organisation is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities.

The visual identity performs certain vital functions for the organisation, both internally as well as externally. Within the organisation, the identity provides a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a group identity and loyalty towards the company.

For its public face, the visual identity is the most important and handy tool for an organisation. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identifies the organisation and helps it stand out in a competitive information age.

## COMPONENTS OF A VISUAL IDENTITY

The Visual Identity for any organisation broadly comprises of three critical components:

- the Logo
- the colour scheme
- type style (fonts)

**THE LOGO** – either a symbol, a wordmark; or a combination of both the Logo and the Logotype, gives a visual identity to the organisation. It embodies the intrinsic character of the organisation, its core values and the areas of operation. A consistent and undistorted use of the Logo across various applications lend the identity a distinctive image, powerful enough to be identified, recognised and associated with the organisation.

**COLOURS** are a vital factor in furthering the organisation's image. Through consistent use of the same set of the colour palette across different mediums, the organisation can build up a very unique image in the public mind.

**THE TYPE STYLE** and the fonts used consistently reinforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organisation.

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# SECTION I

# THE ICSI IDENTITY: LOGO & MASTHEAD

## ICSI IDENTITY LOGO / SYMBOL



- Folder>Other Communications
  - >Folder> FOR OFFSET-SCREEN
    - File>010\_ICSI\_Logo.cdr
    - 010\_ICSI\_Logo.ai
  - >Folder> FOR WEB-ON-SCREEN
    - File>010\_ICSI\_Logo.jpg
    - 010\_ICSI\_Logo.png

### Concept

The new Logo of the Institute stands for stability and integrity. The core of the new identity “Connecting for collective growth” is epitomized by four letters signifying a mature and multifaceted profession. The letters CS in the centre of the identity integrate to form an upward arrow embodying the Institute’s Vision of growth and excellence in corporate governance. The holistic perception of the identity reflects soft edges with a sharp interior.

## ICSI IDENTITY

### LOGO / SYMBOL

*'Connecting for a collective growth'* is the core of the Logo, visually depicted in the upward arrow formed by the letters, 'C' and 'S'. The simple and elegant Masthead with bold fonts lends it an air of authority and stability. The holistic perception of the identity reflects soft edges with a sharp interior.

The symbol is graphically simple so it will function across all mediums-print, electronic, on screen, display and 3D applications without losing its impact. Proper use of the symbol-Logo is the cornerstone of the visual identity program. By following the guidelines outlined in this manual, the consistent application of the symbol will be ensured, as well as reinforced for an effective recall value.



## ICSI IDENTITY

### LOGO + MASTHEAD



## ICSI IDENTITY

### LOGO + MASTHEAD

The new Logo of ICSI is a strong, bold, and cohesive wordmark, where four different letters come together to create a complete picture. The Logo, set in deep blue colour represents a multifaceted professional with a high degree of integrity and stability.

The Masthead has been strategically designed to complement the modern Logo. The Masthead has various components which are described here.

To ensure a consistent visual language and cohesive identity, the

recommended configuration in which the Logo and Masthead should always be used, has also been specified.

Black Logo-Masthead not to be utilised unless necessary like B&W advertisement, Photocopy, etc.

However, in exceptional cases, due to lack of space, the alternative configuration may be used. Please refer page 15 for alternative configurations.



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### 1) THE PREFERRED LOGO+MASTHEAD

- ① Folder>Other Communications
  - >Folder> FOR OFFSET-SCREEN
    - File>014\_ICSI\_LogoMAST\_PREFER.cdr
    - 014\_ICSI\_LogoMAST\_PREFER.ai
  - >Folder> FOR WEB-ON-SCREEN
    - File>014\_ICSI\_WEB\_LogoMAST\_PREFER.jpg
    - 014\_ICSI\_WEB\_LogoMAST\_PREFER.png



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### 2) THE ALTERNATE (VERTICAL) LOGO+MASTHEAD

- ① Folder>Other Communications
  - >Folder> FOR OFFSET-SCREEN
    - File>014\_ICSI\_LogoMAST\_ALTERNATE.cdr
    - 014\_ICSI\_LogoMAST\_ALTERNATE.ai
  - >Folder> FOR WEB-ON-SCREEN
    - File>014\_ICSI\_WEB\_LogoMAST\_ALTERNATE.jpg
    - 014\_ICSI\_WEB\_LogoMAST\_ALTERNATE.png





## ICSI IDENTITY APPROPRIATE SIZES

The ICSI identity (the Logo and Masthead) has two versions;

1) a standard, preferred version and 2) vertical version.

### SMALLEST PERMISSIBLE SIZES

1) The preferred identity version can be sized down to a minimum width of 84 mm, as shown on this page.

2) The alternate configuration, vertical version can be sized down to a minimum size of 63 mm.

In case the identity of the Institute is to be used in a further smaller size, it is recommended to use only the Logo (without the Masthead), which has two alternatives, one with the strip and one without. These can be reduced to a size of Less than 10 mm in height; as shown on this page.

The measurement areas are also shown in the examples on this page.



## ICSI IDENTITY

### SAFE ZONE / CLEARANCE SPACE

To ensure maximum visibility of the basic identifier in any identity, it is very important that the Logo and the Masthead be used in such a manner that it gets its due importance.

**To ensure its integrity and visibility, the ICSI Logo and Masthead should be kept clear of competing text, images, and graphics. It must be surrounded on all sides by an adequate clearspace—a space equal in size to twice the width of the alphabet H (in the Masthead), as shown on this page.**

**ICSI IDENTITY**

SAFE ZONE / CLEARANCE SPACE



*Preferred Logo Masthead*



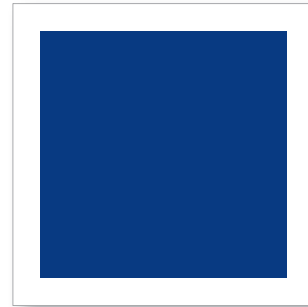
*Only in case of Space Constraints*

## ICSI IDENTITY COLOUR

Colour plays a very important role in establishing the visual identity in the conscious of people, and is chosen very carefully.

### Primary HOUSE COLOUR

The house colour identified for *The Institute of Company Secretaries of India* is a deep blue (Pantone 2758 M). This sombre colour evokes a high degree of maturity. The basic identity uses a single colour lending it a cutting-edge personality of integrity and high values.

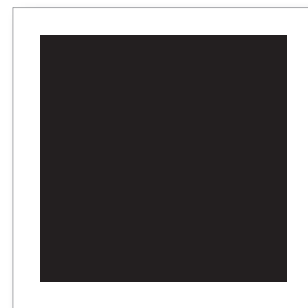


FOR FOUR COLOUR OFFSET PRINTING  
C 100. M 080. Y 000. K 025.

FOR SCREEN PRINTING  
AND SPOT COLOUR OFFSET  
PANTONE 2758M

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 001. G 058. B 129

However, in situations where the house colour cannot be used due to limitations of reproduction processes, it is recommended to use the entire visual identity (Logo/Masthead) in black colour as shown on this page.

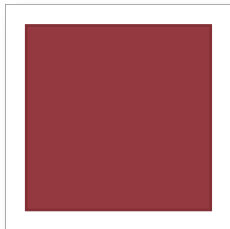


FOR SINGLE COLOUR APPLICATIONS  
C 000. M 000. Y 000. K 100.

# ICSI IDENTITY COLOUR

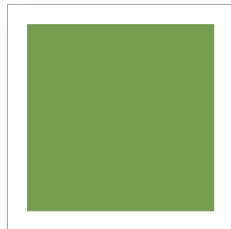
## Secondary HOUSE COLOURS

The identity (Logo and Masthead) can also be used reversed out from a background patch of house colour or black. Due to print production and communication limitations; some material produced by the Institute, such as newsletters etc; may use a secondary colour palette, in addition to the house colour. A set of secondary colour palette is also given on this page.



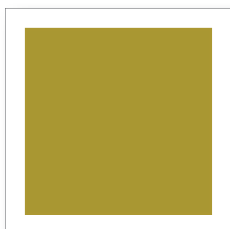
FOR FOUR COLOUR OFFSET PRINTING  
C 032. M 087. Y 070. K 031.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 141. G 058. B 061



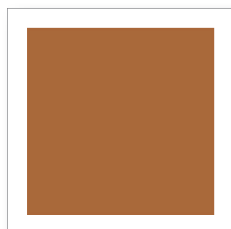
FOR FOUR COLOUR OFFSET PRINTING  
C 059. M 022. Y 089. K 004.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 125. G 156. B 071



FOR FOUR COLOUR OFFSET PRINTING  
C 035. M 033. Y 100. K 005.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 177. G 155. B 040



FOR FOUR COLOUR OFFSET PRINTING  
C 027. M 062. Y 086. K 013.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 177. G 107. B 059

### Please Note >

The colours as reproduced in this manual may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the sample swatches (primary house colour) provided, or use the specifications mentioned.

## ICSI IDENTITY COLOUR

Possible use of house colours — primary and secondary in the signature.

When using the identity reversed out from any of the house colours, please ensure the minimum clearance space (as specified on page 17) is taken into consideration.

Against a white background, the identifier should always be used in the ICSI Blue or Black colour, following the safe zone.



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**ICSI IDENTITY**  
COLOUR



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## ICSI IDENTITY TYPOGRAPHY

Like human beings, typography and fonts also have distinct visual characters. The selection of a house font is imperative for creating an exclusive and distinct identity of an organisation.

The Logo and Masthead have been designed and are accessible in the accompanying CD as image files. **Please do not attempt to recreate these.**

### HOUSE FONT

For all other communication material such as basic stationery, newsletters, signage etc, please use the Frutiger Font Family (examples shown). The font, Times New Roman may be used for general correspondence (body of the letters). For web based applications, the Font Arial may be used instead of Frutiger.

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 !@#\$%^&\*(){ }[]\_+,-,;:'?**

Frutiger (Regular, Bold, Medium)

**abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 !@#\$%^&\*(){ }[]\_+,-,;:'?**

Frutiger (Light & Bold)

***abcdefghijklmnopqrstuvwxy  
ABCDEFGHIJKLMN**OP**QRSTUVWXYZ  
1234567890 !@#\$%^&\*(){ }[]\_+,-,;:'?***

Frutiger LT 66 BoldItalic



ICSI IDENTITY  
TYPOGRAPHY

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopqrstuvwxyz**  
**1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?**

Frutiger LT 87 ExtraBlackCn

**abcdefghijklmnopqrstuvxyz**  
**ABCDEFGHIJKLMNopqrstuvwxyz**  
**1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?**

Frutiger LT 75 Black

*abcdefghijklmnopqrstuvxyz*  
*ABCDEFGHIJKLMNopqrstuvwxyz*  
*1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?*

Frutiger LT 46 Light Italic

बेत्वेद्विगेरीलनोपवर्इत्परचप्रु  
बेत्वेद्विगेरीलनोपवर्इत्परचप्रु  
1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?

Samarkan

अआइईउऊएऐ ओ औ अं अःऋकखगघङचछजझञटठडढण  
तथदधानपफबभमयरलवशषह1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?

Kruti Dev 244

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?

Arial Regular

abcdefghijklmnopqrstuvxyz  
ABCDEFGHIJKLMNopqrstuvwxyz  
1234567890 !@#\$%^&\*(){}[]\_+,-,;:'?

Times New Roman Regular

## ICSI IDENTITY

### INCORRECT USAGE - [LOGO-SYMBOL]

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, type, and colour. The use of the identifier (Logo and Masthead) should be consistent and should not be distorted or changed in relative proportion, colour etc.

A few examples are shown on this page **which should not be done in any situation.**

DO NOT DO THESE !  
INCORRECT USAGE OF Logo



DO NOT USE ANY OTHER COLOUR EXCEPT THE SPECIFIED HOUSE COLOURS



DO NOT ADD AN OUTLINE TO THE LOGO



DO NOT MAKE THE LOGO HOLLOW OR ONLY THE OUTLINE



DO NOT ADD DROP SHADOW TO THE LOGO



DO NOT ROTATE THE LOGO



DO NOT STRETCH THE LOGO



DO NOT TAMPER WITH THE SPACE BETWEEN THE ELEMENTS



DO NOT STRETCH THE LOGO. USE ONLY THE FILE PROVIDED



DO NOT KEEP THE LOGO IN A BOUNDING BOX OR ADD A BOUNDARY



DO NOT USE TWO COLOURS WITHIN THE LOGO



DO NOT USE ANY GRADIENT INSIDE THE LOGO



DO NOT USE THE LOGO VERTICALLY

## ICSI IDENTITY

### INCORRECT USAGE - [LOGO-MASTHEAD]

The Logo and the Masthead have been designed with a purpose. It is very critical to maintain the same relative proportions and colours across applications to ensure a robust and consistent identity.

Please use the files which are provided in the accompanying CD. Please do not attempt to recreate the Logo and the Masthead. A few examples are shown on this and the following pages, which should not be done in any situation or for any kind of purpose.

DO NOT ATTEMPT TO RECREATE THE LOGO OR THE MASTHEAD !! ALWAYS USE THE FILES PROVIDED IN THE CD !!



DO NOT CHANGE THE ALIGNMENT OR THE RELATIVE PROPORTIONS OR THE DISTANCE BETWEEN THE LOGO AND MASTHEAD



DO NOT CHANGE THE ALIGNMENT OR THE RELATIVE PROPORTIONS OR THE DISTANCE BETWEEN THE LOGO AND MASTHEAD



DO NOT CHANGE THE ALIGNMENT OR THE RELATIVE PROPORTIONS OR THE DISTANCE BETWEEN THE LOGO AND MASTHEAD



DO NOT CHANGE THE FONTS / RECREATE THE MASTHEAD ! USE ONLY THE FILES PROVIDED

## ICSI IDENTITY

### INCORRECT USAGE - [LOGO-MASTHEAD]

DO NOT DO THESE !  
ALWAYS USE THE  
FILES PROVIDED



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DO NOT CHANGE THE  
COLOURS OR USE ANY  
UNSPECIFIED COLOURS FOR  
ANY ELEMENTS OF THE LOGO  
AND MASTHEAD



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DO NOT ADD OUTLINE OF ANY  
COLOUR TO THE LOGO AND  
MASTHEAD



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DO NOT MAKE THE LOGO AND  
MASTHEAD HOLLOW



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DO NOT GIVE GRADIENT TO  
ANY ELEMENT OF THE LOGO  
AND MASTHEAD



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DO NOT ADD DROP SHADOW  
TO THE LOGO AND MASTHEAD  
IN ANY APPLICATION/CONTEXT  
OF USE.



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DO NOT ADD A BOUNDING  
BOX OR FIT THE LOGO AND  
MASTHEAD IN A BOX.

## ICSI IDENTITY

### INCORRECT USAGE - [LOGO-MASTHEAD]

THESE EXAMPLES OF INCORRECT USE OF THE IDENTIFIER ARE ALSO APPLICABLE TO THE ALTERNATE VERSION (ON PAGE 14/15)



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DO NOT STRETCH OR COMPRESS THE LOGO AND MASTHEAD! ALWAYS USE THE FILES SPECIFIED AND ENLARGE / REDUCE THE SIZE IN THE CORRECT PROPORTIONS



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DO NOT ROTATE THE LOGO AND MASTHEAD



THE INSTITUTE OF  
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भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST DARK BACKGROUNDS



THE INSTITUTE OF  
Company Secretaries of India

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST BUSY IMAGES



THE INSTITUTE OF  
Company Secretaries of India

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

DO NOT USE THE HOUSE COLOUR LOGO AND MASTHEAD AGAINST ANY KIND OF TEXTURE

# SECTION II

# LOGO FOR MEMBERS

## LOGO FOR MEMBERS CONCEPT



Folder>Other Communications  
File>030\_CS\_Logo\_for\_Members.cdr  
030\_CS\_Logo\_for\_Members.ai

The letters 'CS' to be used by the members as a prefix before their names; shares a direct and umbilical relationship with the identity of the Institute. A compact unit in itself, with the central arrow of growth and excellence, it represents stability and integrity, which are the hallmark of the profession.

Set in a sober deep blue colour; it represents a very confident and upright professional.



## LOGO FOR MEMBERS

### APPLICATION ON VISITING CARDS

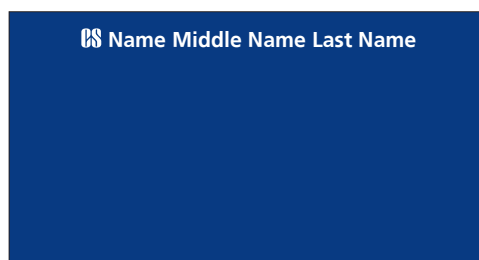
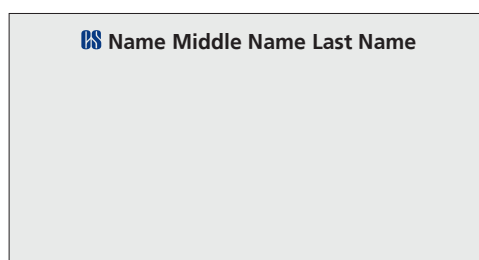
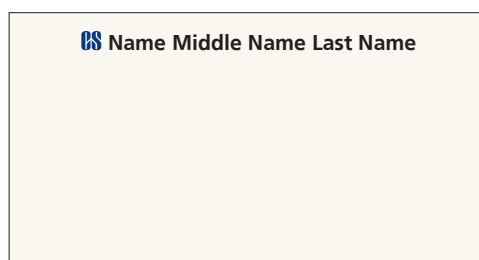
There could be three situations in which the prefix could be used by a member on their personal visiting cards:

1) the name is printed in black colour, in which case the prefix should also be printed in black.

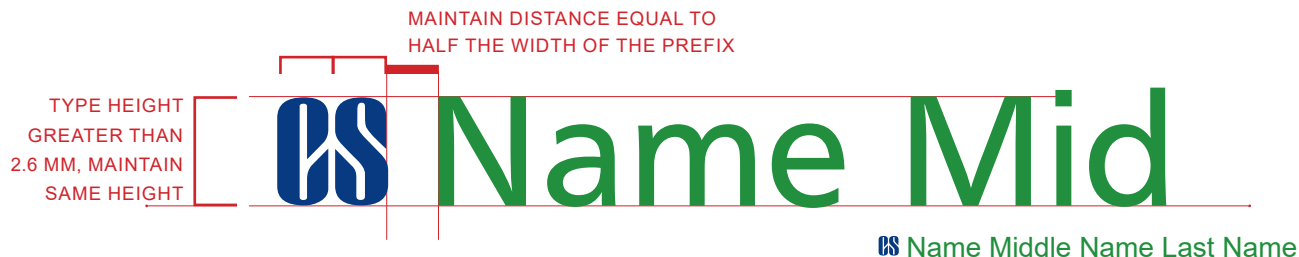
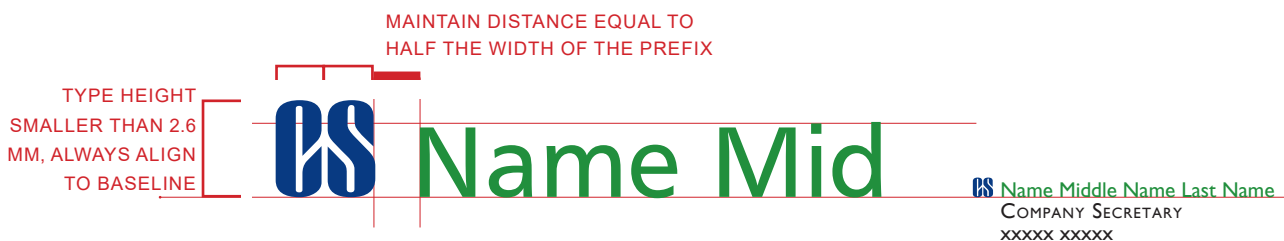
2) the name uses a colour other than black, in which case the prefix should always be printed in the ICSI blue (pantone 2758 M) as specified on page 18.

3) the visiting card has a darker background and the name is printed in white or any other lighter colour, in which case the prefix should always be printed in white colour.

In order to ensure maximum visibility and consistent applications, please ensure that the guidelines overleaf are followed.



## LOGO FOR MEMBERS GUIDELINES



The size of the prefix should be not less than 2.6 mm in height. In case the typography (the name) is smaller in height then it should be aligned on the baseline, as shown in first example above. In case the typography is larger, then the height of the prefix can be increased accordingly to match the same height as the lettering.

The distance between the prefix and first letter of the name should be maintained at half the width of the prefix, as shown in the above examples.

## LOGO FOR MEMBERS GUIDELINES - [INCORRECT USAGE]

To maintain a cohesive singular image across all communication material, it is imperative to follow the guidelines in terms of proportion, colour, and relative size. The use of the CS Logo for members on their individual stationery items should be consistent and should not be distorted or changed in relative proportion, colour etc. A few examples of incorrect usage are shown on this page. **These should not be done under any circumstances.**

DO NOT DO  
THESE !  
INCORRECT  
Usage OF THE  
CS Logo

DO NOT STRETCH OR  
COMPRESS THE WORDMARK.  
ALWAYS USE THE ARTWORK  
PROVIDED



DO NOT ELONGATE THE  
WORDMARK. ALWAYS USE THE  
ARTWORK PROVIDED



DO NOT ENCLOSE THE  
WORDMARK IN ANY OTHER  
FORM. ALWAYS USE THE  
ARTWORK PROVIDED



DO NOT ENCLOSE THE  
WORDMARK IN ANY OTHER  
FORM. ALWAYS USE THE  
ARTWORK PROVIDED



DO NOT USE THE WORDMARK  
IN ANY OTHER COLOUR  
COMBINATION EXCEPT THE  
ONES WHICH ARE SPECIFIED



DO NOT CHANGE THE  
DISTANCE BETWEEN THE  
WORDMARK AND THE NAME.  
ALWAYS USE THE SPECIFIED  
DISTANCE



## LOGO FOR MEMBERS

### APPLICATIONS - BUMPER STICKER

A bumper sticker for the vehicles of members of the Institute has also been designed. This is printed on self adhesive sticker and can be used on the front/rear windshield of the vehicle.



96 MM IN DIAMETER  
SELF ADHESIVE STICKERS

 Folder>Other Communications  
File>034\_bumpersticker\_CS.cdr

**LOGO FOR MEMBERS**  
APPLICATIONS - RADIUM STICKER



96 MM IN DIAMETER  
SELF ADHESIVE STICKERS

Folder>Other Communications  
File>034\_radiumsticker\_CS.cdr



# SECTION III

# BASIC STATIONERY FOR THE ICSI

The designs of various stationery items shown in the following pages, demonstrate the set of guidelines establishing the visual language; and how to use the Logo-Masthead, address lines and other graphic elements. These are not the final design in terms of factual content. Please follow the design specifications in Section V and the files provided in the CD, to prepare individual pre-press files.

## **BASIC STATIONERY**

### HEADQUARTER'S LETTERHEAD

The letterhead of *The Institute of Company Secretaries of India*, is designed as a very simple yet elegant piece of print communication.

The Masthead is right up on the top centre in a significant position visually, with the address towards the bottom of the letterhead as a sign-off.

The graphic element of a blue strip on the top right edge, aligned with the Masthead, endorses the name of the Institute and lends dynamism to it. While a thin blue strip on the left edge also serves as position indicator for folding and filing punch.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: Four colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 112



**BASIC STATIONERY**  
HEADQUARTER'S LETTERHEAD



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

***Vision***

"To be a global leader in promoting  
good corporate governance"

***Motto***

सत्यं वद। धर्मं चर। इष्टकारं कुरु। तपसि। श्रेयं कुरु।  
इष्टकारं कुरु। तपसि। श्रेयं कुरु।

***Mission***

"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

**Headquarters** ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003  
tel 011-4150 4444, 4534 1000 fax +91-11-2462 6727 email info@icsi.edu website www.icsi.edu



## **BASIC STATIONERY**

### CONTINUATION SHEET

The continuation sheet for letterhead of *The Institute of Company Secretaries of India*, is designed as a very simple yet elegant piece of print communication.

It has been designed such that it can be printed in the same print run as the Headquarters letterhead using the same artwork/positive/plate.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: single colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 113

**BASIC STATIONERY**  
CONTINUATION SHEET



## **BASIC STATIONERY**

### **NOIDA OFFICE LETTERHEAD**

The letterhead for the Noida Office of *The Institute of Company Secretaries of India*, is based on the *Headquarter's letterhead*, with specific identifiers added at appropriate place.

The identifier is given due importance by placing it adjacent to the Logo-Masthead towards the top of the letterhead.

The specific address line of the Noida Office is in a second colour just above the Headquarter's address towards the bottom of the letterhead.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: Four colour offset / screen (with bleeds)

Pantone 2758 M and 100 % Black

FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 114

**BASIC STATIONERY**  
NOIDA OFFICE LETTERHEAD



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

ICSI-NOIDA  
OFFICE

**Vision**  
"To be a global leader in promoting  
good corporate governance"

**Motto**  
सत्यं वद। धर्मं चर। इष्टकारं कुरु। तपसि। श्रद्धां कुरु।  
इष्टकारं कुरु। तपसि। श्रद्धां कुरु।

**Mission**  
"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

ICSI-NOIDA Office C-37, Sector-62, NOIDA (U.P.) 201 309  
tel 0120-4522 000 fax +91-120-4264 443, 4264 445 email info@icsi.edu



## **BASIC STATIONERY**

### REGIONAL COUNCILS/ICSI-CCGRT/CHAPTERS LETTERHEAD

The letterhead for the Regional Councils, ICSI-CCGRT and Chapters of *The Institute of Company Secretaries of India*, is based on the Headquarters letterhead, with specific identifiers added at appropriate place.

The identifier is given due importance by placing it adjacent to the Logo-Masthead towards the top of the letterhead.

The specific address line of the Regional Council office is in a second colour just above the Headquarters address towards the bottom of the letterhead.

The letterheads shown on the following three pages are indicative only, and not necessarily correct in terms of the information. The letterheads for the Noida Office, ICSI-CCGRT, Regional Councils and ICSI Chapters, all follow the same design specifications.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: Four colour offset/screen (with bleeds)

Pantone 2758 M and 100% Black

FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 114

**BASIC STATIONERY**  
REGIONAL COUNCILS LETTERHEAD



**THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
**IN PURSUIT OF PROFESSIONAL EXCELLENCE**  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

NORTHERN  
INDIA  
REGIONAL  
COUNCIL

*Vision*

"To be a global leader in promoting  
good corporate governance"

*Motto*

सत्यं वद। धर्मं चर। इष्टं कुरु तृप्तये। अनेके तु कुरु त्वेव।

*Mission*

"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

ICSI-NIRC ICSI-NIRC Building, Plot No.4, Prasad Nagar Institutional Area, New Delhi 110 005  
tel 011-2576 3090, 2576 7190, 2581 6593 fax +91-11-2572 2662 email inro@icsi.edu, icsi@eth.net



## BASIC STATIONERY

### ICSI-CCGRT LETTERHEAD



THE INSTITUTE OF  
Company Secretaries of India

भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

ICSI-CENTRE FOR  
CORPORATE  
GOVERNANCE  
RESEARCH &  
TRAINING

#### Vision

"To be a global leader in promoting  
good corporate governance"

#### Motto

सत्यं वद। धर्मं चर। इष्टञ्चैव तेन हन्तव्ये: क्रोधेन तु क्तेन क्वच।

#### Mission

"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

ICSI-CCRT Plot 101, Sector-15, Institutional Area, CBD Belapur, Navi Mumbai 400 614  
tel 022-2757 7814-16 fax +91-22-2757 4384 email ccrt@vsnl.com





**BASIC STATIONERY**  
CHAPTERS LETTERHEAD



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

HYDERABAD  
CHAPTER

**Vision**  
"To be a global leader in promoting  
good corporate governance"

**Motto**  
सत्यं वद। धर्मं चर। इष्टं कुरु तपसि। क्रोधं ह्युक्तं कुरु।

**Mission**  
"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

Hyderabad Chapter of ICSI No.#6-3-609/5, Anandnagar Colony, Khairatabad, Hyderabad 500 004  
tel 040-2339 9541, 2339 6494 fax +91-40-2332 5458 email [hyderabad@icsi.edu](mailto:hyderabad@icsi.edu) Website [www.icsi.edu](http://www.icsi.edu)



## **BASIC STATIONERY**

### PRESIDENT'S LETTERHEAD

The letterheads for the President and other senior officials of *The Institute of Company Secretaries of India*, is based on the Headquarter's letterhead, with the specific name and designation identifiers added at appropriate place as indicated.

The letterhead shown on this page is indicative only, and not necessarily correct in terms of the information.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: Four colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 115

**BASIC STATIONERY**  
PRESIDENT'S LETTERHEAD



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

**CS Name Middle Name Last Name**

PRESIDENT

**Vision**

"To be a global leader in promoting  
good corporate governance"

**Motto**

सत्यं वद। धर्मं चर। इष्टं कुरु। तृप्तये। अनेकेषु कुरु कुरु।

**Mission**

"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

**Headquarters** ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003  
tel 011-4150 4444, 4534 1000 fax +91-11-2462 6727 email president@icsi.edu website www.icsi.edu



## **BASIC STATIONERY**

### LETTERHEAD

The letterheads for the Secretary & CEO and other senior officials of *The Institute of Company Secretaries of India*, is based on the Headquarter's letterhead, with the specific name and designation identifiers added at appropriate place.

The letterhead shown on this page is indicative only, and not necessarily correct in terms of the information.

RECOMMENDED PAPER: 90 gsm supersunshine, white

PRINTING: Four colour offset / screen (with bleeds)

FINISHED SIZE: 210 mm x 297 mm (A4)

DESIGN SPECIFICATIONS ON PAGE 115

**BASIC STATIONERY**  
SECRETARY & CEO'S LETTERHEAD



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

**BS Name Middle Name Last Name**

SECRETARY AND CHIEF EXECUTIVE OFFICER

**Vision**

"To be a global leader in promoting  
good corporate governance"

**Motto**

सत्यं वद। धर्मं चर। इष्टं कुरु। तृप्तये। अनेकेषु कुरु। कुरु।

**Mission**

"To develop high calibre professionals  
facilitating good corporate governance"

Connect with ICSI

**Headquarters** ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003  
tel 011-4150 4444, 4534 1000 fax +91-11-2462 6727 email secretary@icsi.edu website www.icsi.edu



## **BASIC STATIONERY**

### VISITING CARDS

The visiting cards for various officials of *The Institute of Company Secretaries of India*, are designed in synch with the visual language created in the letterheads, lending the entire visual identity a more cohesive and united look.

There are broadly three categories of visiting cards–

1. Council Members and other elected members (with the Headquarter/Regional Council/Chapter address on the front and their individual office address on the back side).
2. Employees of the Institute (who are qualified Company Secretaries).
3. Employees of the Institute (those who are not Company Secretaries).

RECOMMENDED PAPER: 300 gsm matt art card

PRINTING: Matt lamination (front and back) both or single side printing in single colour and spot UV (for logo and name of the institute).

FINISHED SIZE: 85 mm x 55 mm


DESIGN SPECIFICATIONS ON PAGE 116

## BASIC STATIONERY

### VISITING CARDS - [PRESIDENT, SECRETARY & CEO]

FRONT

**IS Name Middle Name Last Name**  
PRESIDENT

 **THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
**IN PURSUIT OF PROFESSIONAL EXCELLENCE**  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode  
tel 000-0000 0000 **mob** 00000 00000 **fax** +91-00-0000 0000  
**email** abc@icsi.edu **website** www.icsi.edu

BACK

**Professional Address**  
Address 123, Address 123, Address 123, State Pincode  
tel (O) 000-0000 0000 **email** abc@xyz.com

 Folder>Visiting Card  
File>055\_ICSI\_VC\_President.cdr

FRONT


**IS Name Middle Name Last Name**  
SECRETARY & CHIEF EXECUTIVE OFFICER

 **THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
**IN PURSUIT OF PROFESSIONAL EXCELLENCE**  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode  
tel 000-0000 0000 **mob** 00000 00000 **fax** +91-00-0000 0000  
**email** abc@icsi.edu **website** www.icsi.edu

BACK

**Residence**  
Address 123, Address 123, Address 123, State Pincode  
tel (O) 000-0000 0000 (from Delhi) 000-0000 0000 (from Outstation)

 Folder>Visiting Card  
File>055\_ICSI\_VC\_Sec\_CEO.cdr

## BASIC STATIONERY

### VISITING CARDS

On the previous page and this page, are indicative samples of visiting cards which fall in the first category -

1. Council Members and other elected members (with the Headquarters/Regional Council/Chapter address on the front and their individual office address on the back side).

The structure is very simple with the identifier of the ICSI-CCGRT/Regional Council/Chapter coming right below the ICSI Logo and left aligned. The name and the designation is vertically aligned to the Masthead and always appears on the top.

RECOMMENDED PAPER: 300 gsm matt art card

PRINTING: Matt lamination (front and back) both or single side printing in single colour and spot UV (for logo and name of the institute).

FINISHED SIZE: 85 mm x 55 mm

DESIGN SPECIFICATIONS ON PAGE 117



Folder>Visiting Card  
File>056\_ICSI\_VC\_Dean\_CCGRT.cdr




## BASIC STATIONERY

### VISITING CARDS - [CSI-NIRC, ICSI REGIONAL COUNCIL, ICSI CHAPTER]

FRONT

**CS Name Middle Name Last Name**  
CHAIRMAN  
NORTHERN INDIA REGIONAL COUNCIL

 **THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
**IN PURSUIT OF PROFESSIONAL EXCELLENCE**  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode  
**tel** 000-0000 0000 **fax** +91-00-0000 0000  
**email** abc@icsi.edu **website** www.icsi.edu

BACK

**Chairman's Office**  
Address 123, Address 123, Address 123, State Pincode  
**tel** (O) 000-0000 0000, (R) 0000 0000 **fax** +91-00-0000 0000  
**mob** 00000 00000 **email** abcl@in.pwc.com



Folder>Visiting Card  
File>057\_ICSI\_VC\_Chairman\_RegCouncil.cdr

FRONT

**CS Name Middle Name Last Name**  
DESIGNATION  
REGIONAL COUNCIL/CHAPTER NAME/CCGRT/CDE

 **THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
**IN PURSUIT OF PROFESSIONAL EXCELLENCE**  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

Address 123, Address 123, Address 123, State Pincode  
**tel** 000-0000 0000 **mob** 00000 00000 **fax** +91-00-0000 0000  
**email** abc@icsi.edu **website** www.icsi.edu

BACK

**Professional Address**  
Address 123, Address 123  
Address 123, Address 123, Address 123, State Pincode  
**tel** (O) 000-0000 0000, 0000 0000 **fax** +91-00-0000 0000  
**mob** 00000 00000 **email** abc@xyz.com



Folder>Visiting Card  
File>057\_ICSI\_VC\_Chairman\_Chapter.cdr

Actual size

## **BASIC STATIONERY**

### VISITING CARDS

On this page, are indicative samples of visiting cards which fall in the second and third category —

2. Employees of the Institute (who are qualified Company Secretaries).
3. Employees of the Institute (those who are not Company Secretaries).

The name and the designation is vertically aligned to the Masthead and always appears on the top.

RECOMMENDED PAPER: 300 gsm matt art card

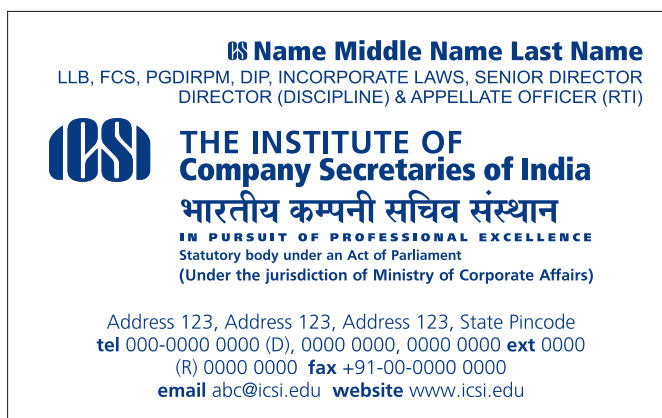
PRINTING: Matt lamination (front and back) both or single side printing in single colour and spot UV (for logo and name of the institute).

FINISHED SIZE: 85 mm x 55 mm

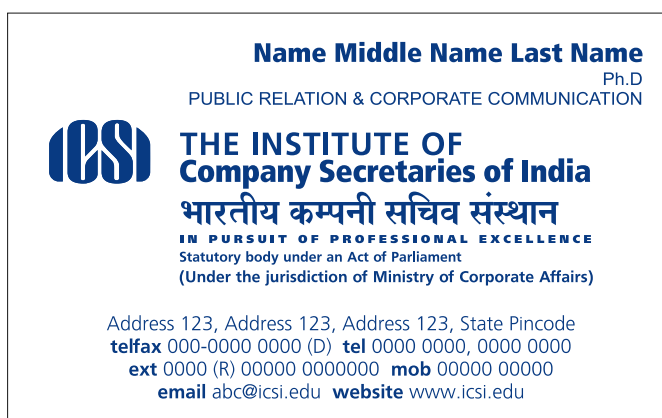
DESIGN SPECIFICATIONS ON PAGE 118

## BASIC STATIONERY

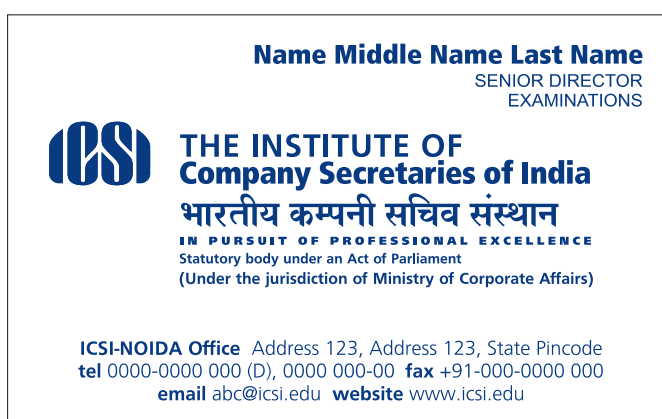
### VISITING CARDS - [HEADQUARTERS, CS & NON CS, ICSI-NOIDA]



Folder>Visiting Card  
File>059\_ICSI\_VC\_CSEmployee.cdr



Folder>Visiting Card  
File>059\_ICSI\_VC\_NonCSEmployee.cdr



Folder>Visiting Card  
File>059\_ICSI\_VC\_NonCSEmployee.cdr

## **BASIC STATIONERY**

### ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in sync with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

There are broadly two categories of Envelopes–

1. Horizontal format (of different sizes and different colours) which open from the side.
2. Vertical format, mostly for publications and newsletters, of larger size (which open from the top).

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only.

Unlike the letterheads, all Envelopes have only one address - that of the originating office/Regional Council/Centre/Chapter. For the standard correspondence envelope, shown on this page and the next page, there are two options — a regular envelope and a window envelope. Both follow the same design specifications.

RECOMMENDED PAPER: 120 gsm Supersunshine white / 120 gsm brown kraft paper

PRINTING: Single colour screen printing with open flap.

FINISHED SIZE: 250 mm x 110 mm

DESIGN SPECIFICATIONS ON PAGE 119/120

# BASIC STATIONERY

## CORRESPONDENCE ENVELOPES



Headquarters: WHITE REGULAR ENVELOPE



Folder>Envelope  
File>061\_ICSI\_RegEnvelope\_HQ\_onWhitePaper.cdr



Headquarters: WHITE WINDOW ENVELOPE



Folder>Envelope  
File>061\_ICSI\_RegEnvelope\_HQ\_onWhitePaper.cdr

60% of Actual size

## BASIC STATIONERY

### CORRESPONDENCE ENVELOPES



Headquarters: BROWN REGULAR ENVELOPE



Folder>Envelope  
File>062\_ICSI\_RegEnvelope\_HQ\_onBrownPaper.cdr



Headquarters: BROWN WINDOW ENVELOPE



Folder>Envelope  
File>062\_ICSI\_RegEnvelope\_HQ\_onBrownPaper.cdr

60% of Actual size

## BASIC STATIONERY

### CORRESPONDENCE ENVELOPES



Noida Office/ICSI-CCGRT/Regional Council/Chapters: BROWN WINDOW ENVELOPE

 Folder>Envelope  
File>063\_ICSI\_RegEnvelope\_Noida\_onBrownPaper.cdr



Noida Office/ICSI-CCGRT/Regional Council/Chapters: WHITE WINDOW ENVELOPE

 Folder>Envelope  
File>063\_ICSI\_RegEnvelope\_Noida\_onWhitePaper.cdr

60% of Actual size

## **BASIC STATIONERY**

### ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in sync with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they are regular or with windows.

Unlike the letterheads, all Envelopes have only one address - that of the originating office/Regional Council/ICSI-CCGRT/Chapter.

RECOMMENDED PAPER: 120/130 gsm brown kraft paper

PRINTING: Single colour screen printing with open flap.

FINISHED SIZE: 260 mm x 175 mm

DESIGN SPECIFICATIONS ON PAGE 121



## BASIC STATIONERY

### MID-SIZE ENVELOPES (VARIOUS FORMS ETC.)



Folder>Envelope

File>065\_ICSI\_Mid-SizeEnvelope\_HQ\_onBrownPaper.cdr

65% of Actual size

## **BASIC STATIONERY**

### ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in sync with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they have a window or are regular Envelopes.

Shown on the facing page is the Correspondence Envelope which is used for reports, publications documents etc. which are approximately A4 in size.

The alternate configuration of the Logo+Masthead combination is used in this envelope, as it follows a vertical proportion.

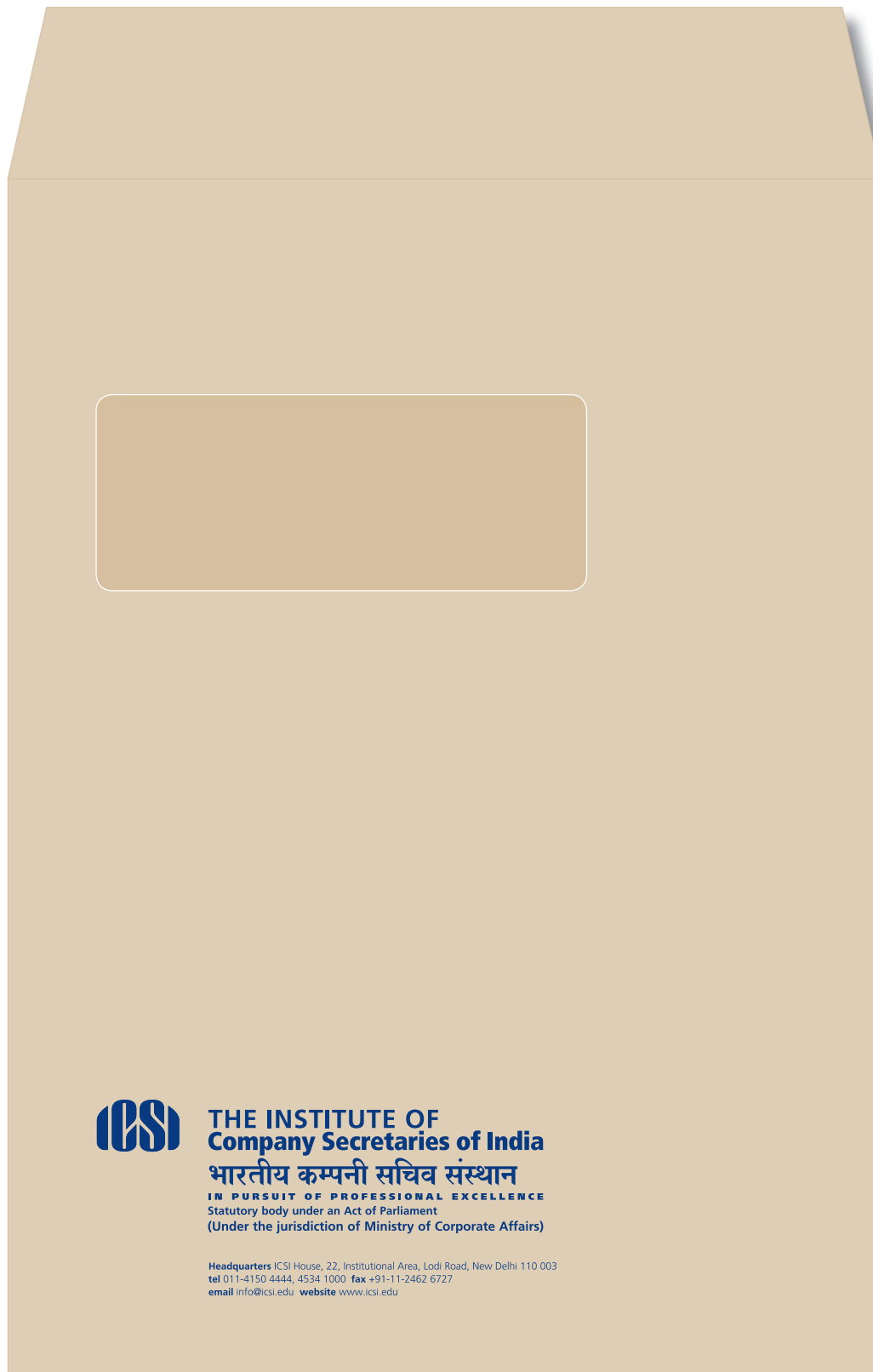
RECOMMENDED PAPER: 120/150 gsm brown kraft paper

PRINTING: Single colour screen printing.

FINISHED SIZE: 226 mm x 309.8 mm

DESIGN SPECIFICATIONS ON PAGE 122

**BASIC STATIONERY**  
CORRESPONDENCE ENVELOPES



Folder>Envelope  
File>067\_ICSI\_CorrespondenceEnvelope\_HQ\_onBrownPaper.cdr

60% of Actual size

## **BASIC STATIONERY**

### ENVELOPES

The Envelopes for the various offices of *The Institute of Company Secretaries of India*, are also designed in sync with the visual language created in the letterheads and the visiting cards, lending the entire visual identity a more cohesive and united look.

As a thumb rule, the white Envelopes are printed in the ICSI blue colour, while all the Envelopes on brown paper are printed using black colour only, whether they have a window or are regular Envelopes.

Shown on the facing page is the Journal Envelope which is used for Journals such as Chartered Secretary.

The preferred configuration of the Logo+Masthead combination is used in this envelope, as it follows a horizontal proportion.

RECOMMENDED PAPER: 150 gsm brown kraft paper

PRINTING: Single colour screen printing.

FINISHED SIZE: 304.8 mm x 250 mm

DESIGN SPECIFICATIONS ON PAGE 123

**BASIC STATIONERY**  
JOURNAL ENVELOPES



**Book-Post**  
Printed Matter

**CHARTERED  
SECRETARY**  
MONTHLY JOURNAL



**THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

Headquarters: ICSI House, 22, Institutional Area,  
Lodi Road, New Delhi-110 003  
tel: 011-41150 4444, 4534 1000 fax: +91-11-2462 6727  
email: info@icsi.edu website: www.icsi.edu



Folder>Envelope  
File>069\_ICSI\_BiGJournalEnvelope\_HQ\_onBrownPaper.cdr

60% of Actual size

# SECTION IV

# OFFICE STATIONERY AND MISCELLANEOUS COMMUNICATIONS

This section contains examples of how the visual identity can be used on other artefacts both for inhouse use as well as external interface.

A consistent use of the guidelines will ensure a cohesive visibility and a stronger brand building. These are demonstrative and suggestive, not the final designs.

## **OFFICE STATIONERY**

### OFFICE NOTINGS

A common office noting has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the letterhead. Each location/ office (such as Headquarters, Noida Office, ICSI-CCGRT, Regional Councils and the various Chapters) shall be identified by the identifier in the specified place as indicated on the design in the facing page. The office noting does not have the address line.

To distinguish it from the letterheads, it is designed to be printed in black colour printing on coloured paper.

RECOMMENDED PAPER: 90 gsm ledger paper, light green

PRINTING: single colour offset / screen (with bleed)

FINISHED SIZE: 210 mm x 297 mm



**OFFICE STATIONERY**  
OFFICE NOTINGS-HQ/NOIDA



70% of Actual size

**OFFICE STATIONERY**

OFFICE NOTINGS-REGIONAL COUNCIL



NORTHERN  
INDIA  
REGIONAL  
COUNCIL

80% of Actual size

**OFFICE STATIONERY**  
OFFICE NOTINGS-CHAPTER



FARIDABAD  
CHAPTER

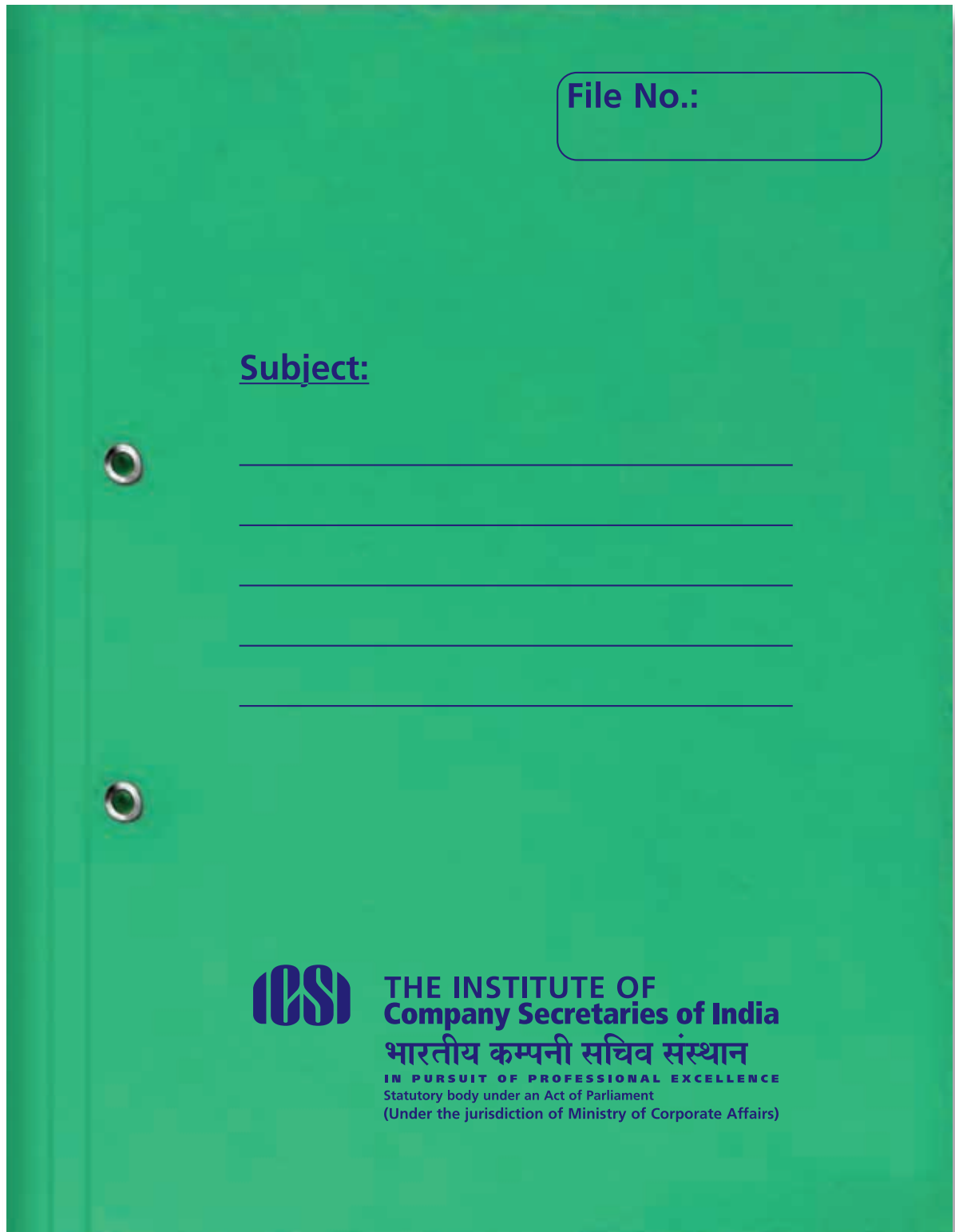
## **OFFICE STATIONERY**

### SUBJECT FILES

A common Subject file has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the basic stationery. This page is indicative of the design. The Subject files do not have the address line, as they are for internal usage only.

PRINTING: single colour screen printing in Master colour only

**OFFICE STATIONERY**  
SUBJECT FILES



## OFFICE STATIONERY STRONG GATTA FILES

A common Strong gatta file has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the basic stationery. This page is indicative of the design. The Strong gatta files do not have the address line, as they are for internal usage only.

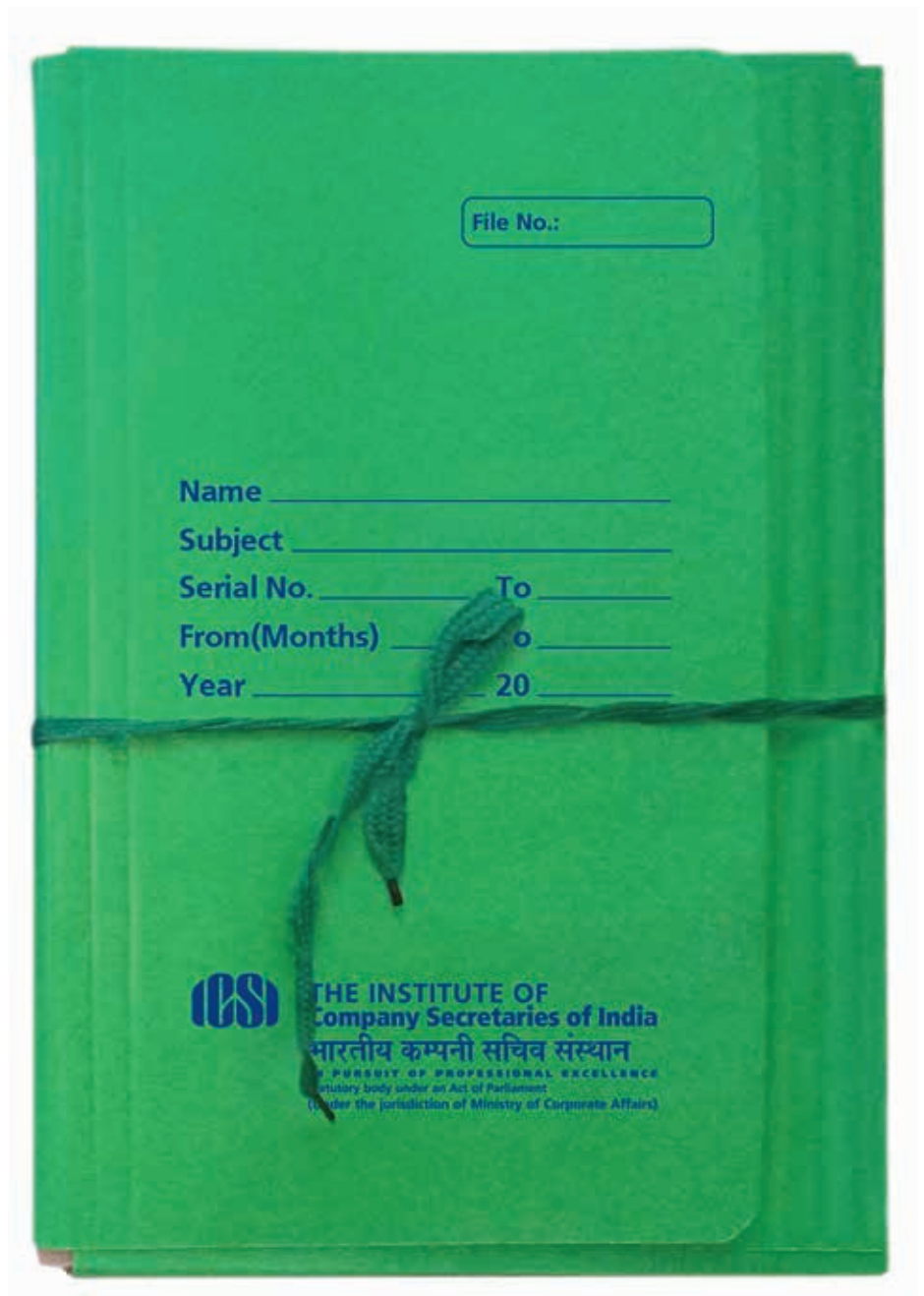


## OFFICE STATIONERY

### OFFICE FILES

A common Office file has been designed for *The Institute of Company Secretaries of India*, which follows the visual structure of the basic stationery. This page is indicative of the design. The Office files do not have the address line, as they are for internal usage only.

PRINTING: single colour screen printing in Master colour only.



## OFFICE STATIONERY

### OPEN FOLDERS

This page indicates, how the identity may be applied onto the open folders for *The Institute of Company Secretaries of India*, following the visual structure of the basic stationery. The folders do not have the address line, as the visiting card of the individuals would be used in the pocket as an identification.

PRINTING: single colour screen printing in Master colour only on transparent folder.



**OFFICE STATIONERY**  
OPEN FOLDERS



60% of Actual size

## OFFICE STATIONERY

### NOTE PAD

This page indicates, how the identity may be applied onto the note pads which are made for inhouse use/specific functions at *The Institute of Company Secretaries of India*, following the visual structure of the basic stationery. The cover page has the full address which could change depending on the Headquarters / Noida Office / ICSI-CCGRT / Regional Councils / Chapters. However, the inside pages have only the Masthead as an identifier on all pages.

### COVER PAGE

PRINTING: single colour offset, ICSI blue on regular 70 gsm maplitho paper with cover page on thicker card.

SIZE: approximately A5, vertical format.

spiral bound from smaller side (or even side stapled with full cover)



**THE INSTITUTE OF  
Company Secretaries of India**

**भारतीय कम्पनी सचिव संस्थान**

**IN PURSUIT OF PROFESSIONAL EXCELLENCE**

Statutory body under an Act of Parliament

(Under the jurisdiction of Ministry of Corporate Affairs)

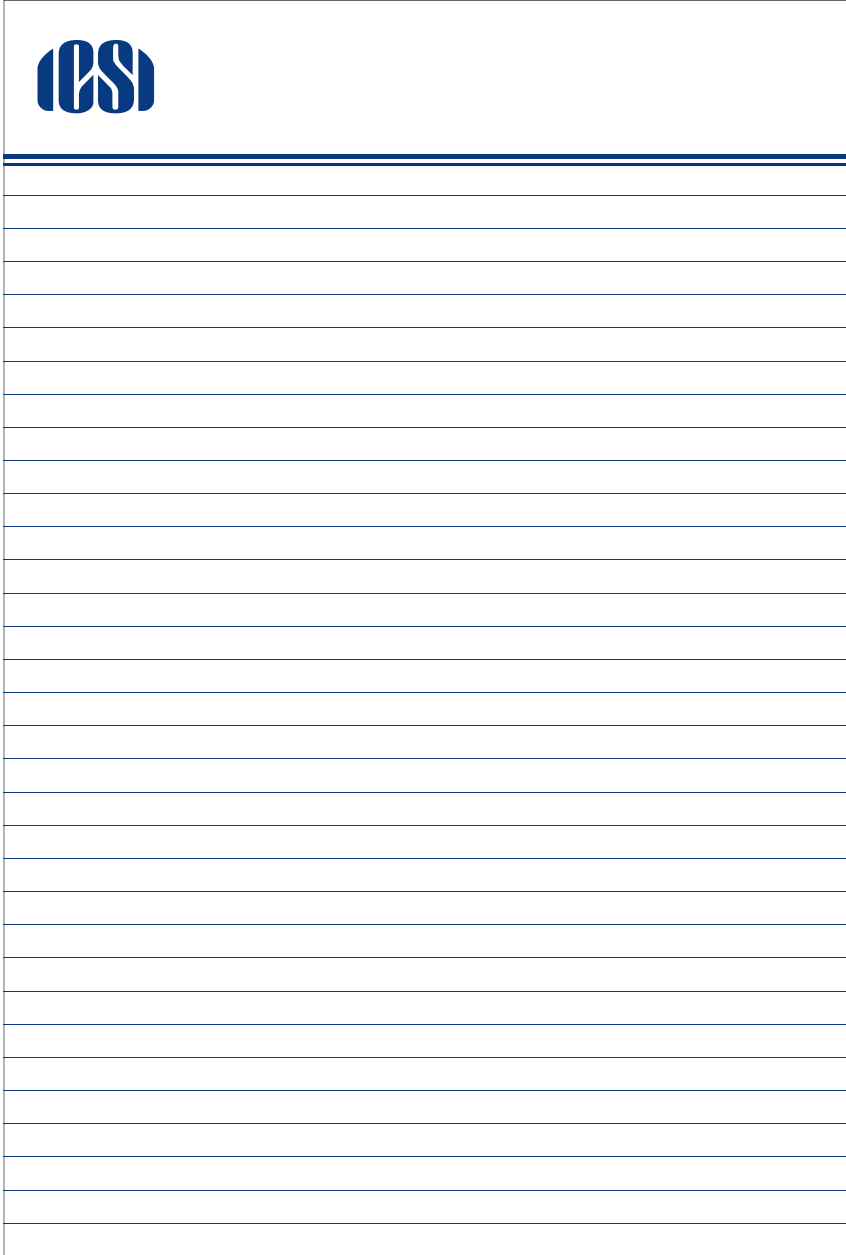
Headquarters ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003

tel 011-2469 1831 (D), 4150 4444, 4534 1000 ext 1001

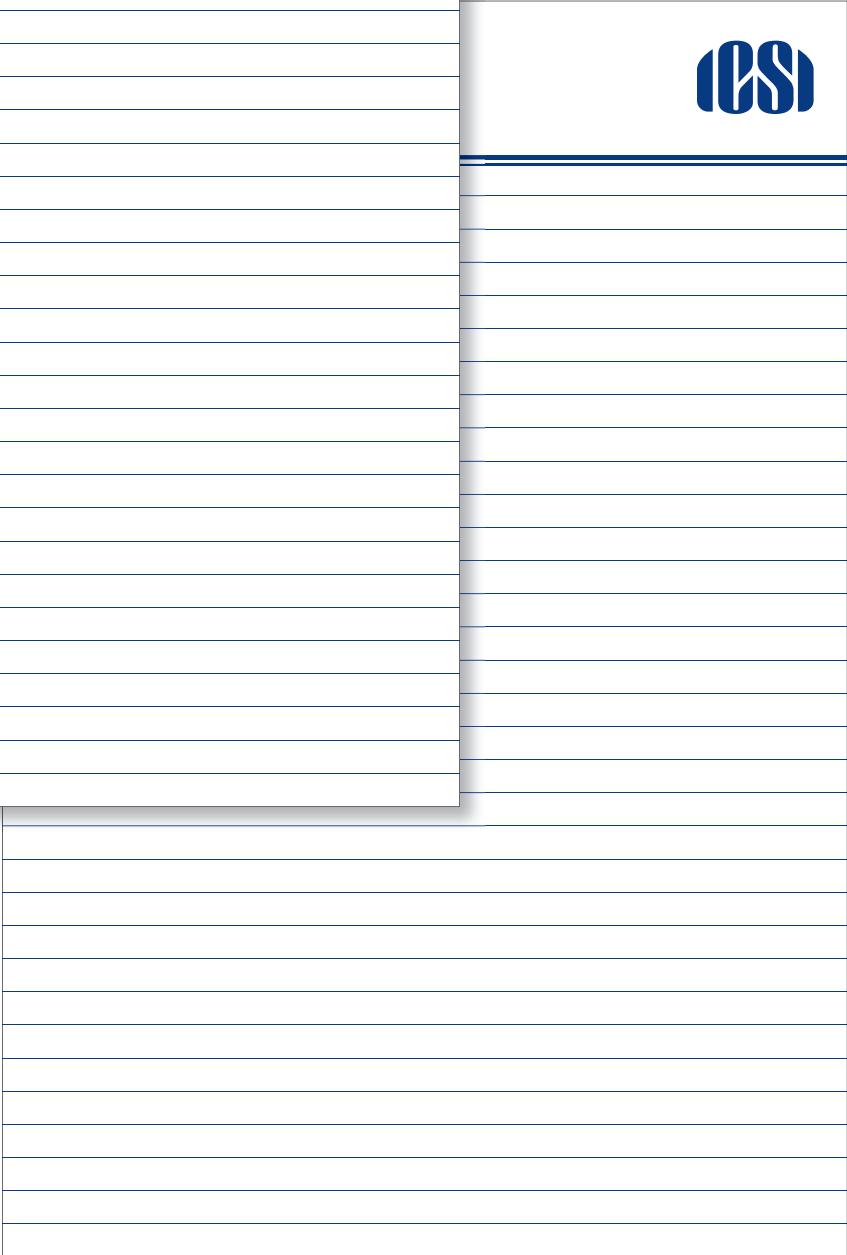
fax +91-11-2462 6727 email [president@icsi.edu](mailto:president@icsi.edu) website [www.icsi.edu](http://www.icsi.edu)

**OFFICE STATIONERY**  
NOTE PAD

LEFT INSIDE PAGE



RIGHT INSIDE PAGE



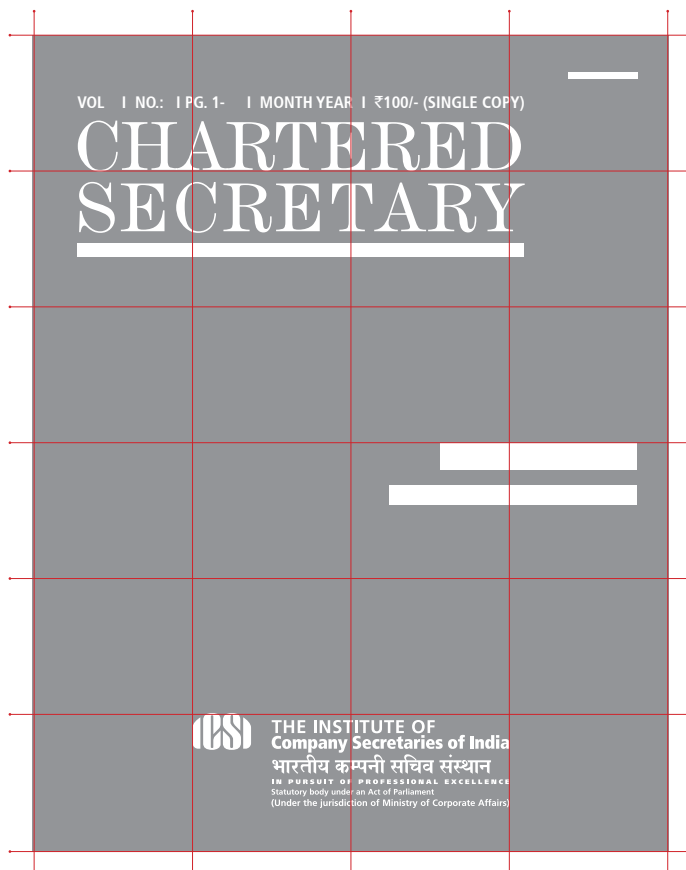
80% of Actual size

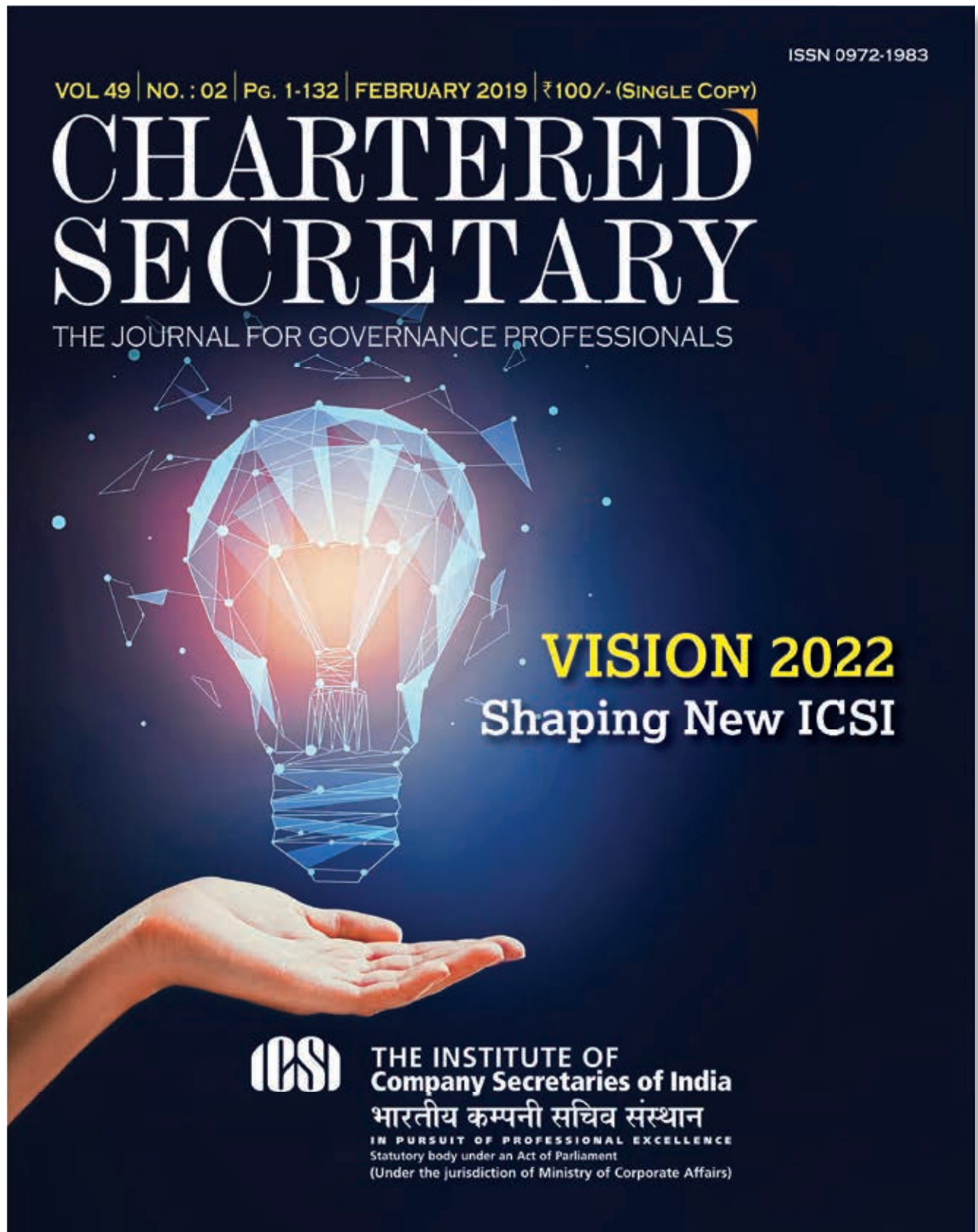
## LITERATURE / JOURNALS

The following pages in this section give a suggestive overview of how the visual identifier can be used on the cover page of the various Journals to develop a strong cohesive and unified visual identity.

Following the visual structure created for the basic stationery, the identifier is used towards the bottom, set in reverse on a strong coloured background. This gives due importance to the Masthead of the individual Journal / magazine / newsletter.

A 4-COLUMN, 6 ROW GRID. VERTICAL ALIGNMENT OF JOURNAL TITLE AND CONTENTS WITH THE MASTHEAD. IDENTIFIER, CENTRAL ALIGNED TO THE WIDTH OF THE JOURNAL





ISSN 0972-1983

VOL 49 | NO. : 02 | Pg. 1-132 | FEBRUARY 2019 | ₹100/- (SINGLE COPY)

# CHARTERED SECRETARY

THE JOURNAL FOR GOVERNANCE PROFESSIONALS

**VISION 2022**  
Shaping New ICSI



THE INSTITUTE OF  
Company Secretaries of India

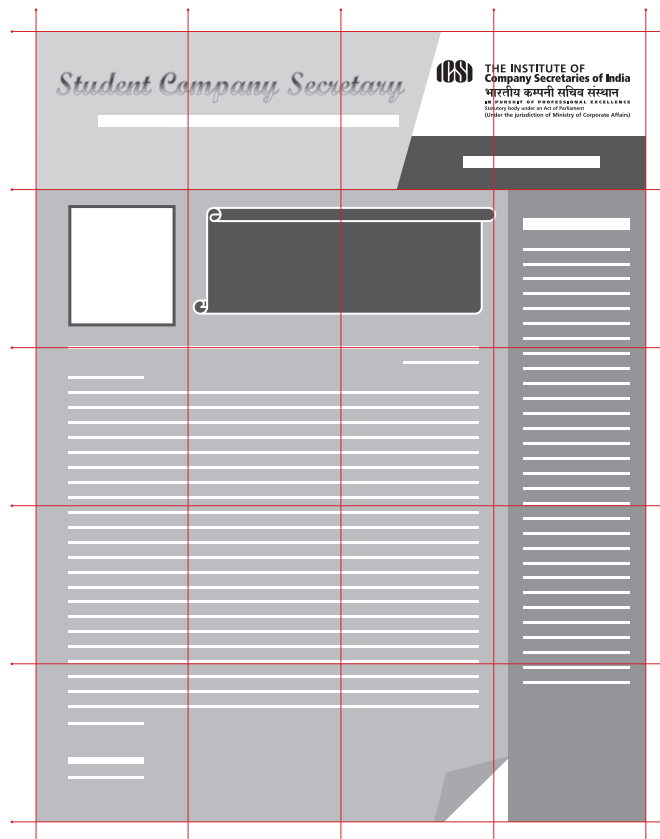
भारतीय कम्पनी सचिव संस्थान

IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

## LITERATURE / JOURNALS

The 'Student Company Secretary' has four issues in a year. The visual structure and grid of the cover pages remain same, but the colour of each issue can change, using the colours from the primary/secondary colour palette, for each issue. This shall ensure a visual connection and at the same time help distinguish one issue from another.

A 4-COLUMN, 5 ROW GRID.  
VERTICAL ALIGNMENT OF  
JOURNAL TITLE AND CONTENTS  
WITH THE MASTHEAD



## Student Company Secretary

(e-bulletin for Executive & Professional Students)



**THE INSTITUTE OF  
Company Secretaries of India**  
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Statutory body under an Act of Parliament  
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February 2019



### Message from the President

"A dream doesn't become a reality through magic; it takes sweat, determination, and hard work."  
- Colin Powell

**Dear Students,**

With immense pleasure and honour, I take this opportunity to pen my first message for all of you as the President of the Institute of Company Secretaries of India. The Institute has worked hard with dedication towards promoting and preserving the principle of good Corporate Governance throughout the world. I assure you that the Institute will continue to work hard with same zeal and dedication towards enrichment of the opportunities for company secretaries and also for the satisfaction of the stakeholders of the Institute.

Students are the main stakeholders of the Institute and are the most important architect in shaping the future of any Institute. I have lot of hope from them as they are the torch bearer of our profession. In this context, I assure you that my foremost agenda for the year would be to facilitate and strengthen the capabilities of our students while building them as promising Governance Professionals. I am confident of receiving your unconditional co-operation and support in contributing toward the vision of the Institute to be global leader in promoting good Corporate Governance.

At the end, I would like to conclude with a quote by Mahatma Gandhi: "Men often become what they believe themselves to be. If I believe I cannot do something, it makes me incapable of doing it. But when I believe I can, then I acquire the ability to do it even if I didn't have it in the beginning". So friends, always be positive and work hard to achieve your dreams.

Regards

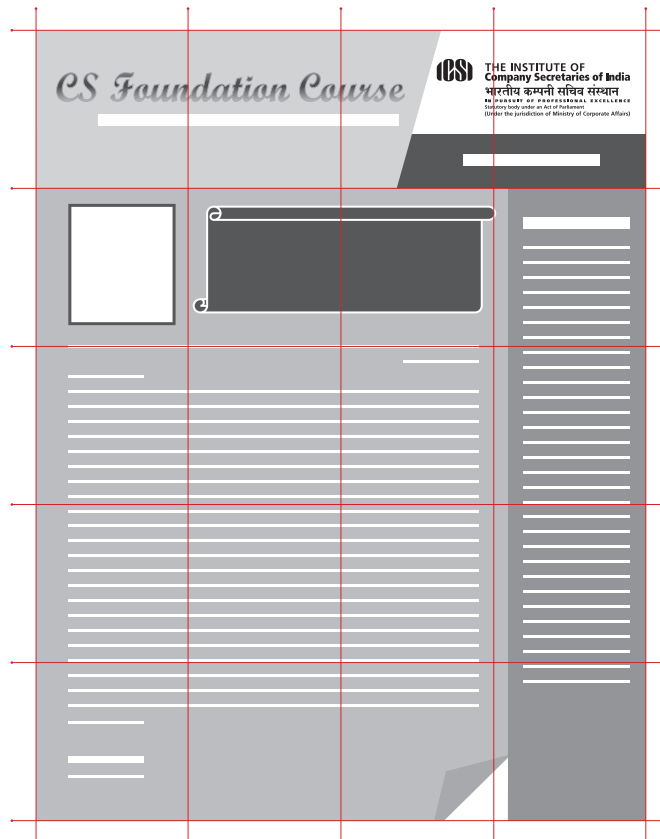
*President*

**Inside this Issue**

- Academic Guidance
- Practice Manual
- Hindi Books relevant for CS Course Curriculum
- GST Accounts Assistant Course
- Student - ICSI Academic Connect
- Social Media Platforms for Communicating with the Institute
- Registration
- Important Alerts for Students
- Fee for Services
- Examination
- Training & Placement
- Corporate Compliance Executive Certificate for Students
- Licentiate - ICSI
- News from Region

## LITERATURE / JOURNALS

A 4-COLUMN GRID.





## CS Foundation Course

(e-bulletin for Foundation Programme Students)



THE INSTITUTE OF  
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Regards

President

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- Academic Guidance
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- Registration
- Important Alerts for Students
- Class Room Teaching
- Information on Special Initiatives
- Fee Schedule
- Examination
- News from Region

## OTHER COMMUNICATIONS

### BANNERS / FASCIA

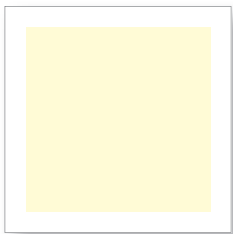
This page indicates the use of the visual identity on large scale graphics such as banners.

On a clean background (no images or textures) the Logo-Masthead is used with the relevant identifier of the Regional Council or the individual Chapters.

The tints of the secondary colours may be used for the background.

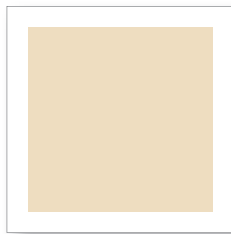
As a thumb rule, one can leave the background white.

Design specification on page 124



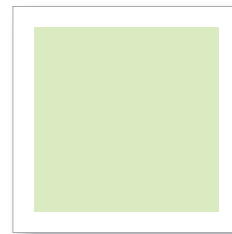
FOR FOUR COLOUR OFFSET PRINTING  
C 000. M 000. Y 020. K 000.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 225. G 251. B 219



FOR FOUR COLOUR OFFSET PRINTING  
C 000. M 007. Y 020. K 007.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 241. G 227. B 203



FOR FOUR COLOUR OFFSET PRINTING  
C 015. M 000. Y 030. K 000.

FOR WEBSITE  
AND ON SCREEN APPLICATIONS  
R 226. G 236. B 197

**OTHER COMMUNICATIONS**  
**BANNERS / FASCIA**

The logo of The Institute of Company Secretaries of India (ICSI) is a stylized blue 'ICS' monogram.

**THE INSTITUTE OF  
Company Secretaries of India**  
**भारतीय कम्पनी सचिव संस्थान**  
**IN PURSUIT OF PROFESSIONAL EXCELLENCE**  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

**Headquarters** ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003  
**tel** 011-4150 4444, 4534 1000 **fax** +91-11-2462 6727  
**email** info@icsi.edu **website** www.icsi.edu

Folder>Other Communication  
File>089\_ICSI\_Banners.cdr

The logo of The Institute of Company Secretaries of India (ICSI) is a stylized blue 'ICS' monogram.

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Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

**NORTHERN INDIA  
REGIONAL COUNCIL**

ICSI-NIRC Building, Plot No. 4, Prasad Nagar Institutional Area, New Delhi 110 005  
**tel** 011-2576 3090, 2576 7190, 2581 6593 **fax** +91-11-2572 2662  
**email** niro@icsi.edu, icsi@eth.net **website** www.icsi.edu

Folder>Other Communication  
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**HYDERABAD  
CHAPTER**

No. # 6-3-609/5, Anandnagar Colony, Khairatabad, Hyderabad 500 004  
**tel** 040-2339 9541, 2339 6494 **fax** +91-40-2332 5458  
**email** hyderabad@icsi.edu **website** www.icsi.edu

Folder>Other Communication  
File>089\_ICSI\_Banners.cdr

## OTHER COMMUNICATIONS

### ICSI FLAG



#### Specification:

Single Colour silk screen printing (opaque white) on dark blue Satin or heavy Silk fabric - Same artwork and position on both front and back

#### Table Flag:

Finished size, after stitching - 4" x 6"

## OTHER COMMUNICATIONS

### CROSS FLAG



#### ICSI Flag: Display Guidelines

- President, Vice President, & Secretary of The Institute of Company Secretaries of India, Chairman of the Regional Councils, Chapters, other ICSI Offices and Head of the Directorates of the Institute are permitted to display ICSI Flag at the desk of their ICSI Office.
- The Council Members (both Central & Regional Council), if required to interact with the outside agencies as Chairman of Committee of the Council are also permitted to display ICSI Flag at the desk of their ICSI Office.
- The Institute's Flag must be displayed on the dais in all ICSI programmes. (ICSI Flag to be displayed in front of the senior most (by designation) Council Member/Office Bearer at the dais).
- ICSI flag shall be flown at all buildings, offices and other property occupied by the Institute.
- Display of ICSI Flag with Indian Flag: The Flag Code of India, 2002 should be followed in true letter & spirit.
- ICSI Flag should not be displayed at any other place except the one mentioned in this Guideline.
- If any difficulty arises with respect to the observance of these Guidelines, or some unforeseeable circumstances occur which have not expressly been provided for in these Guidelines, the Secretary, ICSI shall decide the matter in consultation with President, ICSI and pass such orders as may appear necessary or expedient for carrying out the objectives of these Guidelines.
- Notwithstanding anything contained herein, the Council shall always have the power to modify these Guidelines and issue necessary directions for removing the difficulty in implementing these Guidelines.

## OTHER COMMUNICATIONS EMPLOYEE'S IDENTITY CARD

### FRONT

 <b>THE INSTITUTE OF Company Secretaries of India</b> <b>भारतीय कम्पनी सचिव संस्थान</b> <small>IN PURSUIT OF PROFESSIONAL EXCELLENCE</small> <small>Statutory body under an Act of Parliament</small> <small>(Under the jurisdiction of Ministry of Corporate Affairs)</small>	
Name :	
Emp. Code :	
Designation :	
Directorate :	
Date of Birth :	
SIGNATURE OF EMPLOYEE                      ISSUING AUTHORITY	

### BACK

Address of employee :	
PHONE:	ISSUED ON:
<b>INSTRUCTIONS</b>	
<b>NON TRANSFERABLE</b>	1. Employee MUST carry this card while in the office.
	2. Loss of card must be reported immediately in writing to office & Police.
	3. Duplicate card shall be issued on payment of Rs. 50/-
	4. Holder will be responsible for any misuse of card.
	5. This card has to be surrendered on cessation of service.
	6. If found, please return this card to the Institute's address.
(THIS CARD IS PROPERTY OF THE Institute)	
<b>Headquarters</b> ICSI House, 22, Institutional Area, Lodi Road, New Delhi 110 003 <b>tel</b> 011-4534 1000; <b>fax</b> +91-11-2462 6727 <b>email</b> info@icsi.edu <b>website</b> www.icsi.edu	

Actual size

## OTHER COMMUNICATIONS SPEAKER'S PODIUM



## OTHER COMMUNICATIONS ROUND SEAL



## OTHER COMMUNICATIONS

### PUBLIC NOTICE / TENDER NOTICE

**THE INSTITUTE OF  
Company Secretaries of India**  
भारतीय कम्पनी सचिव संस्थान  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament  
(Under the jurisdiction of Ministry of Corporate Affairs)

**ICSI House, 22, Institutional Area, Lodi Road, New Delhi –110003**  
Phone: 45341000 Fax: 91-11-24626727  
E-Mail: [info@icsi.edu](mailto:info@icsi.edu) Website: [www.icsi.edu](http://www.icsi.edu)

**CAREER OPPORTUNITIES**

In accordance to the understanding between the Ministry of Corporate Affairs and ICSI for deployment of Resources on contract by ICSI at the “Central Registration Centre” for processing of Company “Name Availability” (RUN) and “Incorporation” (SPICE) forms, the ICSI invites applications for the following posts (on contractual basis) at Central Registration Centre, Corporate Bhawan, IICA, Manesar, near Gurgaon (Haryana) :-

Name of the Post	Consolidated Payout per Month (Rs.)	Minimum Age (as on _____)	Total No. of Posts
<b>Administrator (CRC) (On Contractual Basis)</b>	Upto 1,25,000/-	40 years	1

For further details viz. qualification, experience, procedure for submission of application, etc., please visit our website [www.icsi.edu/career](http://www.icsi.edu/career) with effect from \_\_\_\_\_. Interested candidates must **apply only through electronic application form (Online)**. Last date for submission of application (Online) is \_\_\_\_\_.

H 80 mm x W 80 mm (2 Column)

**THE INSTITUTE OF  
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भारतीय कम्पनी सचिव संस्थान  
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**TENDER NOTICE**


Sealed tenders are invited from reputed firms for **Supply, Installation & Commissioning of IT Hardware, Data Centre Shifting and IT FMS Services at ICSI House, Noida.**

The detailed terms & conditions of the tender are available at tender page of the ICSI website i.e. [www.icsi.edu](http://www.icsi.edu). All further communication for this tender will be notified only at ICSI website. **The last date of submission of the tender is March 20, 2019 by 02:00 pm.**

H 60 mm x W 40 mm  
(Single Column)

**Advertisement for reference only**  
Maintain font size minimum 6.5 pt.

# OTHER COMMUNICATIONS NEWSPAPER ADVERTISEMENTS



**THE INSTITUTE OF  
Company Secretaries of India**  
भारतीय कम्पनी सचिव संस्थान  
IN PURSUIT OF PROFESSIONAL EXCELLENCE  
Statutory body under an Act of Parliament  
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---

**Vision**  
"To be a global leader in promoting good corporate governance"

**Motto**  
सत्यं वद। धर्मं चर। इष्टं कुरु। त्वाकैः क्लेशैः सु कुरु।

**Mission**  
"To develop high calibre professionals facilitating good corporate governance"

## Expand Your Horizons CS - A career with endless opportunities

### Join ICSI Course Now!

**COURSE HIGHLIGHTS**

- ✓ ARTS
- ✓ COMMERCE
- ✓ SCIENCE

Opportunity for students of all disciplines


Distance Learning

CS Qualification brings Position of Power & Prestige

Offers Self Employment for practising members

Attractive remuneration and growth opportunities

Online registration @



www.icsi.edu Online Services

#### CS FOUNDATION PROGRAMME

**Eligibility :** 10+2 Pass or its equivalent (Students appearing for 10+2 or its equivalent Board Examination can also apply for CS Foundation Programme on provisional basis with the condition of submitting 12th pass proof within 6 months)

**Cut-off dates for Admission / Registration to appear in examinations:**  
31st March, 30th September

**Registration Fees\*\* :** ₹ 4500/- (in addition ₹600/- payable for E-Learning fee & ₹600/- for one day orientation program fee)

Journey from a Student to  
**CS PROFESSIONAL**

- Foundation Programme (4 Papers)
- Executive Programme (8 Papers)
- Professional Programme (9 Papers)
- Pre-Membership Training
- CS Membership
- Continuing Professional Development

#### CS EXECUTIVE PROGRAMME













**Eligibility :** Graduation or its equivalent (Any discipline excluding Fine Arts) / CS Foundation Pass / Foundation Pass of ICAI/CMA (Students appearing in Final year Graduation or its equivalent Examination can also apply for CS Executive Programme on provisional basis with the condition of submitting Graduation pass proof within 6 months). "In order to become eligible for registration as a student of Executive Programme, applicant should not be less than 17 years of age on the date of application"

**Cut-off dates for Admission / Registration to appear in examinations :**  
28th February, 31st May, 31st August, 30th November

**Registration Fees\*\* :** ₹ 8,500/- CS Foundation Pass Student, ₹ 9,000/- for Commerce Graduates, ₹ 10,000/- for Non-Commerce Graduates, ₹ 12,500/- for CPT Pass of ICAI/Foundation pass of CMA.  
(in addition ₹1000/- payable for Pre-Examination Test fee & ₹600/- for one day orientation program fee)


Fee concession available to SC/ST, Physically Handicapped and Wards & Widows of Martyrs of Military and Para Military Forces. Fee Waiver under SEFT Scheme for Meritorious and Economically weaker Students

#### ROLE OF COMPANY SECRETARY

 Advisor to the Board of Directors	 Key Managerial Personnel	 Compliance Officer	 Secretarial Auditor	 Corporate Risk Manager	 Chief Governance Officer
 Corporate Planner and Strategic Manager	 Internal Auditor	 GST Professional	 Registered Valuer	 Insolvency Professional	 Representation Services

The Institute of Company Secretaries of India (ICSI) is a premier national professional body constituted under an Act of Parliament (Company Secretaries Act, 1980) to regulate and develop the profession of Company Secretaries.

**Connect with ICSI**



H 250 mm x W 160 mm



**OTHER COMMUNICATIONS**  
BUMPER STICKER FOR VEHICLES



4" SQUARE WITH ROUNDED CORNERS  
SELF ADHESIVE STICKERS

Actual size



Folder>Other Communication  
File>096\_bumpersticker\_ICSI.cdr



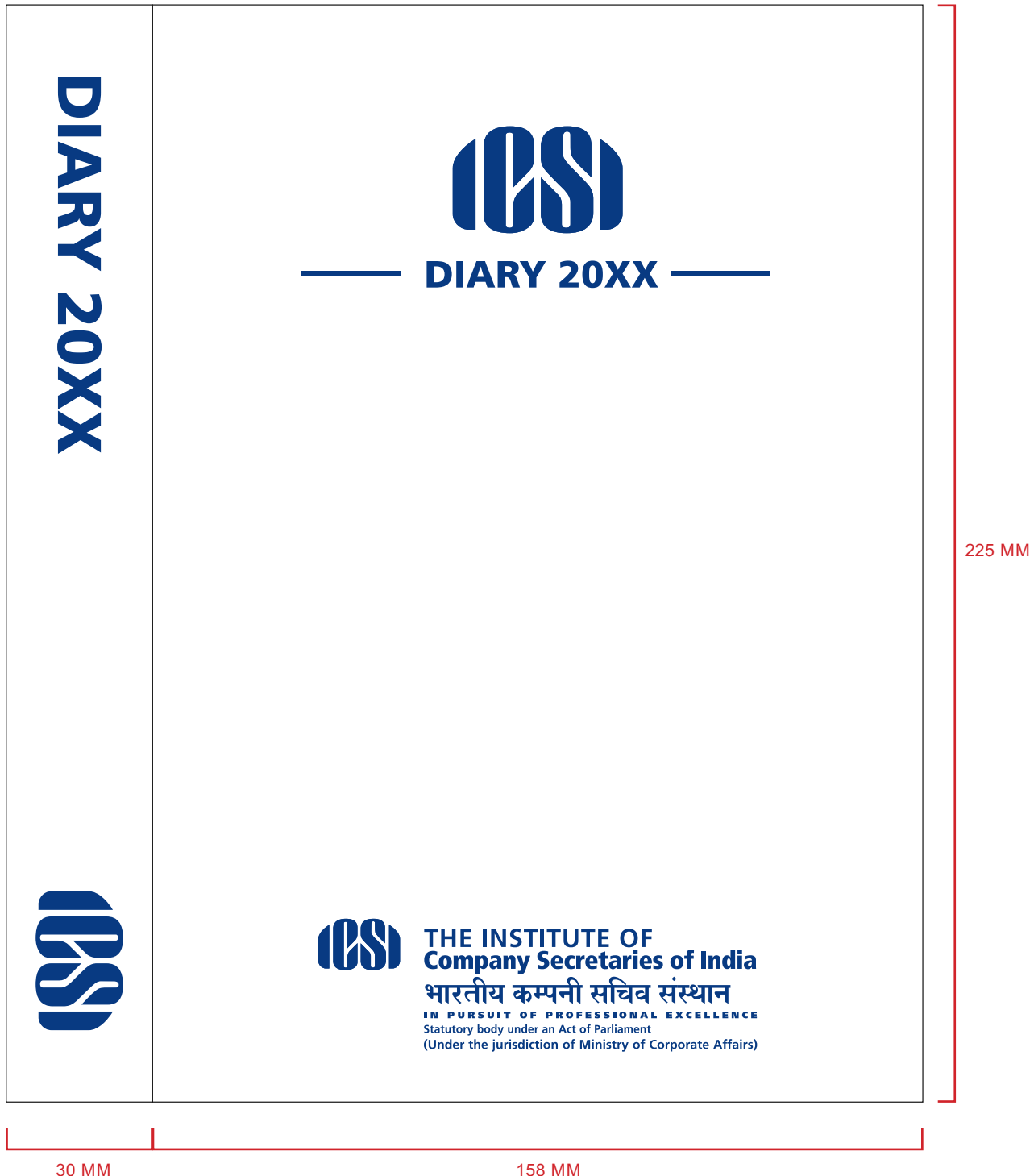
**OTHER COMMUNICATIONS**  
BUMPER STICKER FOR VEHICLES



**OTHER COMMUNICATIONS**

**BRANDING ITEMS**

**EXECUTIVE DIARY OUTER COVER**



LENGTH 158 MM X WIDTH 30 MM X  
HIGHT 225 MM  
ACCOUDING TO DIARY SIZE

80% of Actual size

**OTHER COMMUNICATIONS**  
**BRANDING ITEMS**

**EXECUTIVE DIARY**



BACK

FRONT

WIDTH 90 MM

HIGHT  
24 MM LOGO

80% of Actual size

**OTHER COMMUNICATIONS**  
**BRANDING ITEMS**

**COFFEE MUG**

SIZE OF THE MUG  
HIGHT 95 MM



LOGO PRINTED  
IN BOTH SIDE  
OF THE MUG  
HIGHT 30 MM

LOGO PRINTED  
IN BOTH SIDE  
OF THE MUG  
HIGHT 30 MM



SIZE OF THE  
MUG HIGHT  
100 MM

**OTHER COMMUNICATIONS**  
BRANDING ITEMS

LAPTOP SLEEV BAG



40 MM  
LOGO WIDTH



**OTHER COMMUNICATIONS**  
BRANDING ITEMS

LAPTOP BAG



40 MM  
LOGO WIDTH

**OTHER COMMUNICATIONS**  
BRANDING ITEMS

**BACK BAG**



40 MM  
LOGO WIDTH

**OTHER COMMUNICATIONS**  
BRANDING ITEMS

T-SHIRT





**OTHER COMMUNICATIONS**  
BRANDING ITEMS

WALLET



20 MM  
LOGO WIDTH

## OTHER COMMUNICATIONS

### BADGES

#### BADGES FOR MEMBERS



W 20 X H 15 MM



W 14.5 X H 14.2 MM

#### BADGES FOR COUNCIL



25 MM DIAMETER OF CIRCLE

#### BADGE FOR INTERNATIONAL PROGRAMME



W 21 X H 14.5 MM

#### BADGES FOR REGIONAL COUNCIL MEMBERS/OFFICE BEARERS



25 MM DIAMETER OF CIRCLE

## OTHER COMMUNICATIONS BADGES

### BADGES FOR CHAPTER COMMITTEE MEMBERS/OFFICE BEARERS



25 MM DIAMETER OF CIRCLE

### BADGE FOR EMPLOYEES OF ICSI



25 MM DIAMETER OF CIRCLE

### CUFFLINKS



17 MM DIAMETER OF CIRCLE



**OTHER COMMUNICATIONS**  
MERCHANDISING & GIFTS

**SMALL PLANNER**



**OTHER COMMUNICATIONS**  
**MERCHANDISING & GIFTS**

**CARD PEN DRIVE**



**PEN**

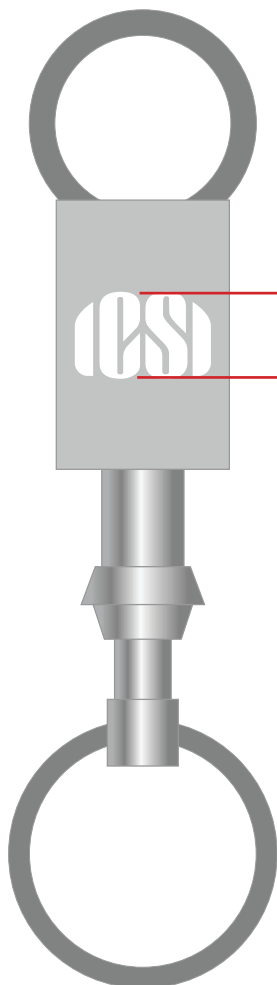


**OTHER COMMUNICATIONS**  
MERCHANDISING & GIFTS

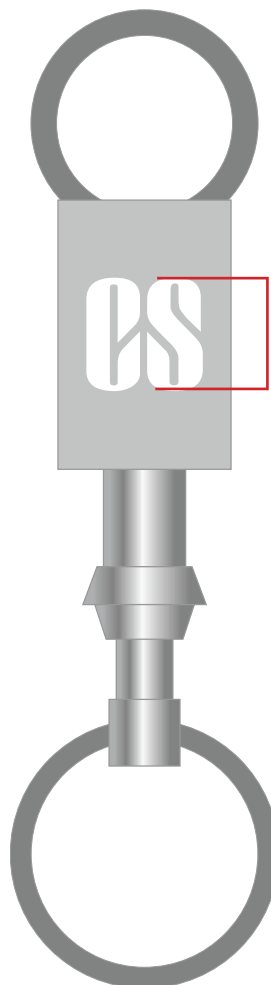
**KEY CHAIN OUTER BOX (L 120MM X W 50MM)**



90 MM



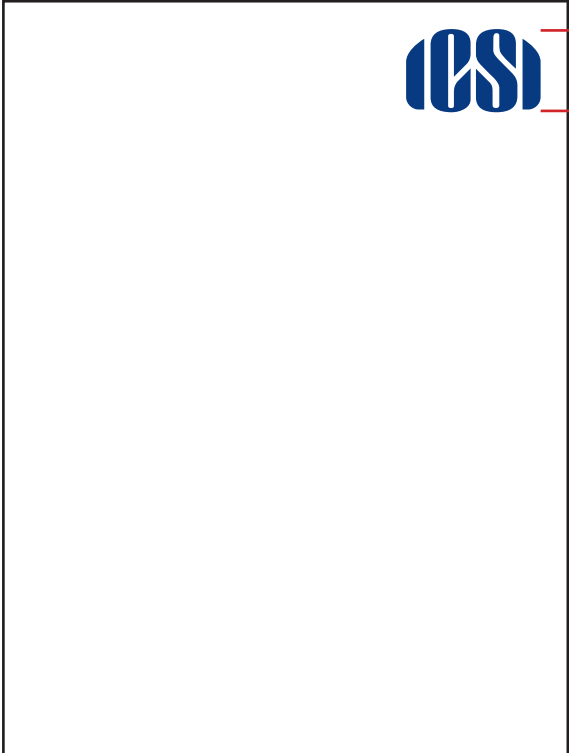
11.5 MM  
LOGO HEIGHT



15 MM  
LOGO HEIGHT

**OTHER COMMUNICATIONS**  
**MERCHANDISING & GIFTS**

STICK PAD (L 100mm x W 75mm)



11mm  
HEIGHT

STICK PAD (L 100mm x W 75mm)



NECK TIE

