



केन्द्रीय विद्यालय संगठन(मु0)
18 संस्थागत क्षेत्र, शहीद जीत सिंह मार्ग, नई दिल्ली-110016
KENDRIYA VIDYALAYA SANGATHAN (HQ)
18, Institutional Area, S.J. Marg, New Delhi-110016.
Tel.: 26858566 Fax 26514179
Website: www.kvsangathan.nic.in

एफ.11029/40/2011-के.विसं(मुख्या)/शैक्षिक

दिनांक: .2.2013

अति आवश्यक

ई-मेल/स्पीड पोस्ट

उपायुक्त/निदेशक/प्राचार्य
केन्द्रीय विद्यालय संगठन,
सभी क्षेत्रीय कार्यालय/जेडआईईटी/केन्द्रीय विद्यालय

विषय: केविसं के नए 'लोगो' (प्रतीक चिह्न) - के सम्बंध में।

महोदया/महोदय,

आपको अत्यंत हर्ष के साथ यह सूचित किया जा रहा है कि माननीय प्रधानमंत्रीजी ने दिनांक 6.2.2013 को विज्ञान भवन में आयोजित समारोह में केविसं के लिए नया 'लोगो' जारी किया। संगठन की विशिष्टता, उद्देश्य एवं लक्ष्यों और समाज के सभी वर्गों को गुणवत्ता से परिपूर्ण स्कूली शिक्षा में अग्रणी नेतृत्व को ध्यान में रखते हुए, यह महसूस किया गया कि संगठन के लोगो में यह सभी अवधारणाएं एक शक्तिशाली प्रतीक के रूप में नजर आए। तदनुसार यह आवश्यक समझा गया कि संगठन की पहचान को एक एकीकृत नए 'लोगो' के माध्यम से प्रदर्शित किया जाए।

राष्ट्रीय डिजाइन संस्थान(एनआईडी) अहमदाबाद ने संगठन की पहचान को दर्शाते हुए केविसं के नए 'लोगो' को डिजाइन किया है।

आपसे अनुरोध है कि केविसं के नए 'लोगो' को विद्यालय के मुख्य द्वार पर लगे साइनबोर्ड, बिल्डिंग, केविसं के झण्डे, पत्र-शीर्ष, पहचान-पत्र, वेबसाइट, पत्रिका, डायरी, लिफाफे इत्यादि पर प्रयोग करें और सभी सम्बंधित को इस संबंध में जानकारी दें। लोगो की एक प्रति और उसका विवरण विद्यालय के नोटिस बोर्ड पर भी प्रदर्शित किया जाए।

नए 'लोगो' की डिजाइन नीचे दी गई है:

स्वर्ण जयंती वर्ष में प्रयुक्त किया जाने वाला लोगो (31 दिसम्बर 2013 तक)	स्वर्ण जयंती वर्ष के बाद प्रयुक्त किया जाने वाला लोगो (01.01.2014 से)

टिप्पणी: 'लोगो' को सॉफ्ट कॉपी में ई-मेल द्वारा भेजा जा रहा है और यह रंग-मिश्रण इत्यादि के लिए केविसं की वेबसाइट पर भी उपलब्ध है (पीडीएफ और कोरेल ड्रा फॉर्मेट में)

सिद्धांत: उदय होता सूर्य, पुस्तकें(पुस्तकों को इस तरह से दर्शाया गया है कि वे एक उड़ते हुए पक्षी की तरह नजर आएँ) ,

संरचना: सामंजस्यता, प्रफुल्लता, ओजस्विता, घनिष्ठता, एकता

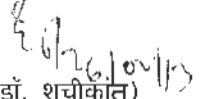
प्रतीकता: सूर्य उर्जा और जीवन का स्रोत है। यह बुद्धिमता, स्पष्टता, अनुशासन, प्राधिकार का चोतक है। पुस्तकें साक्षरता, शिक्षा, ज्ञान, सूचना, सुगमता, अभिगम्यता, सामूहिकता, स्वतंत्रता आदि की प्रतीक हैं। उड़ता हुआ पक्षी स्वतंत्रता, अभिगमन, कल्पना, असीम अंतरिक्ष, उच्च-दृष्टिकोण,

प्रकाश, प्रवाह, प्रभुत्व का प्रतीक है. राष्ट्रीय झंडे के रंग विविधता में एकता के प्रतीक हैं.

अवलोकन: दीप्ति, प्रगति, ओजस्विता,व्यवस्था, जीवंतता, प्रचार-प्रसार,लय, एकाग्रता ।

इसकी संरचना के साथ राष्ट्रीय झंडे के रंग केंद्रीय विद्यालय संगठन की राष्ट्रीय प्रकृति और भावना के विचारों के द्योतक है।

इसे सक्षम प्राधिकारी के अनुमोदन से जारी किया जा रहा है ।

भवदीय,

(डॉ. शचीकान्त)

संयुक्त आयुक्त(शैक्षिक/प्रशि.)

संलग्नक : २१ पृष्ठ

प्रतिलिपि:

1. आयुक्त के निजी सचिव को सूचनार्थ
2. अपर आयुक्त(प्रशा)/ (शैक्षिक) के निजी सचिव को सूचनार्थ
3. उपायुक्त,सभी क्षेत्रीय कार्यालय को इन निर्देशों के साथ कि अपने अधीनस्थ केंद्रीय विद्यालयों में शीघ्र परिचालित किया जाए।
4. संयुक्त आयुक्त(कार्मिक)/ (प्रशा)/ (वित्त)/ (प्रशि)/ (शैक्षिक), केविसं(मुख्यालय), नई दिल्ली।
5. सभी अधिकारी, केविसं(मुख्यालय) नई दिल्ली।
6. गार्ड फाइल



संगठन केन्द्रीय विद्यालय /Kendriya Vidyalaya Sangathan
C, संस्थानिक क्षेत्र/18, Institutional Area
शहीद जीत सिंह मार्ग/Shahed Jeet Singh Marg
नई दिल्ली-११००१६/New Delhi -110016
दूरसंचार व फैंक्स/Tel & Fax- २६८५८५६६/26858566 व २६५१४१७९/26514179
वेबसाइट/website-www.kvsangathan.org

F. 11029/40/2011-KVS(HQ)/Acad.

Dated : 26.02.2013

URGENT

E-mail/Speed Post

The Deputy Commissioner's/Directors /Principals
Kendriya Vidyalaya Sangathan
All regional offices/ZIETs/All KVs

Sub: New Logo of KVS- regarding

Sir/Madam,

With great pleasure this is to inform you all that the new logo of KVS has been released on 06.02.2013 at Vigyan Bhawan by the Hon'ble Prime Minister of India. Considering the uniqueness, aims and objectives and leadership in the area of imparting quality school education to children of cross-section of the society, it was perceived that the logo of Sangathan should reflect these ideas in the form of a powerful symbol. Accordingly contemporary visual identity of the organization was required to be represented through a unified image in the form of new logo.

National Institute of Design(NID), Ahmedabad has designed this logo of KVS reflecting the identity of the Sangathan.

You are hereby requested to use the new logo in the school signboard at school gates, on buildings, KVS flag, letter head, Identity Card, Website, Magazines, Diaries, Envelopes etc. and apprise all concerned in this regard. A copy of the logo and description may be displayed on your notice boards as well.

The Design of New Logo's is as under :-

Logo to be used for Golden Jubilee year (upto 2013 December)	Logo to be used after Golden Jubilee year (i.e. from 01.01.2014)

Note : A soft copy of logo is being sent by e-mail and is available on KVS website for the purpose of colour schemes etc (in pdf and coral draw format).

The details of the components of the new logo are as under :-

Elements - Rising Sun, Books (books have been depicted in such a manner that they also give the impression of flying birds)

Composition - Symmetrical, radiating, dynamic, concentric, united.

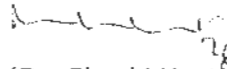
Symbolism - Sun is energy, source of life, it symbolises wisdom, clarity, discipline, authority. Books stand for literacy, education, knowledge, information, accessibility, collection, independence etc. Flying birds are suggestive of freedom, migration, imagination, space, high altitude, lightness, fluency, mastery. Colours of national flag are symbolic of unity in diversity.

Experience - Glow, movement, dynamism, order, vibrancy, dissemination, rhythm, concentration....

Colour of National Flag along with its symbolism are suggestive of Sangathans national nature and spirit.

This issues with the approval of the Competent authority.

Yours faithfully,


(Dr. Shachi Kant)

Joint Commissioner (Trg./Acad.)

Encl :- 21 pages

Copy to :-

1. P.S. to Commissioner for information.
2. PS to Addl. Commissioner (Admn)/ (Acad) for information.
3. DC, KVS, all Regional Offices with direction to circulate to all KV's under his/her jurisdiction immediately.
4. Joint Commissioner (Pers)/(Admn.)/(Fin.)/(Trg.)/(Acad.), KVS (HQRS.), New Delhi.
5. Director, KVS, All ZIETs.
6. All other officers of KVS(Hqrs), New Delhi.
7. Guard File.



संगठन केन्द्रीय विद्यालय /Kendriya Vidyalaya Sangathan

८, संस्थानिक क्षेत्र/18, Institutional Area

शहीद जीत सिंह मार्ग/Shahheed Jeet Singh Marg

नई दिल्ली-११००१६/New Delhi -110016

दूरसंचार व फैक्स/Tel & Fax- २६८५८५६६/26858566 व २६५१४१७९/26514179

वेबसाइट/website-www.kvsangathan.org

F. 11029/40/2012-KVS(HQ)/Acad.

Dated : 28.02.2013

URGENT

E-mail/Speed Post

To,

The Deputy Commissioners/Directors

Kendriya Vidyalaya Sangathan

All Regional Offices/ZIETs

Sub: New Logo of KVS – reg.

Sir/Madam,

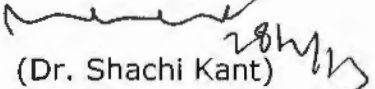
In continuation to even letter dated 26.02.2013. This is to inform you that the copy of coloured Graphic Identity Manual of new logo of KVS has already been sent to you in soft copy on 26.02.2013.

The design specifications suitable for the following applications are given in the manual on the pages in the following order as samples :-

- | | |
|--|---------------|
| 1. Letter Head | (Page No. 12) |
| 2. Visiting Card(in the middle of the page) | (Page No. 12) |
| 3. Envelope | (Page No. 13) |
| 4. Flag (the colour of cloth remains unchanged) | (Page No. 14) |
| 5. Suggested combinations in colors for printing purposes | (Page No. 15) |
| 6. Suggested combinations in black and white for printing purposes | (Page No. 16) |
| 7. Identity Card | (Page No. 17) |
| 8. Website | (Page No. 18) |
| 9. Front Page of KVS News letter | (Page No. 19) |
| 10. Power-Point Template | (Page No. 20) |

You are hereby requested to send these information to all KVs under your jurisdiction immediately with instructions to follow the guidelines/prpportions and dimensions of KVS symbol given from page 1 to 3 of the enclosure.

Yours faithfully


(Dr. Shachi Kant)

Joint Commissioner (Trg.)

Encl: As above

Copy to :-

1. Guard File

Graphic Identity Manual



The proportions and dimensions of
Kendriya Vidyalaya Sangathan's Symbol for
Golden Jubilee Year Celebration



तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन



तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन



तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन

Welcome to the guidelines of Kendriya Vidyalaya Sangathan's new graphic identity system. This brief and illustrated manual is prepared to provide the basis for clear and consistent communication of KV's identity across all communicational needs at every level and for years to come. By following the prescribed standards in this manual it ensures that Sangathan's name and symbol appears in correct form and position on all official communication of KVS.

Visual identity is a strong reminder of the presence and personality of KVS as an organization. Therefore must be used in all the KVS's and school's promotional materials produced in all mediums of visual communication including print publications and electronic media. This document contains a system of new visual identity is employed in office letterhead, visiting card, envelope, publications, signage systems, website, school flag, etc. the form, space, proportion, layout, colour and typography are chosen, composed and presented in a system to impart a unified visual experience of the KVS identity therefore is strongly recommended that it is followed at every reproduction at macro as well as micro level.

This document also includes a description and interpretation of the new symbol and its relation with the vision and mission of the Kendriya Vidyalaya Sangathan.

Effective implementation of the thoughts embedded in the symbol is achieved only if it is used in appropriate, specific, and consistent ways in all forms of KVS's communication material.

Use the new KVS symbol according to guidelines given on following pages.



Use the new KVS symbol according to these guidelines:

Maintain the oneness of overall form and set proportions of its all units - do not distort the form of symbol or its units in any way by squeezing, stretching, skewing, cropping, twisting, flipping or inverting.

Insist for colour system endorsed in the manual for printing or electronic media - do not change or alter the colours, do not use gradations, textures, outlines over the symbol.

Use the symbol prominently. Take advantage of its visual influence by

- representing them in good contrast to the background
- placing them in adequate empty space from all other elements

Use symbol on even, non-textured, non-patterned and on suggested background colours in this manual. Do not display symbol on patterned or distracting and non-recommended background colors because such use weakens their legibility and it contradicts with symbols familiarity and its recall.

Do not add or reduce elements in or around the symbol. The KVS symbol is a complete design in itself. Surrounding them with words, figures, graphic designs, shading, or outlines alters the design and consequently compromises on the impact as well as the exclusive impression gained from years of consistent display.

Do not use KVS symbol to form a border, background pattern, or object.

Always use prescribed reproduction norms of the symbol available from the KVS sources. Follow the basic guidelines for the use of symbol in electronic media as given in the manual.



Kendriya Vidyalaya Sangathan's Symbol



Kendriya Vidyalaya Sangathan's Symbol for Golden Jubilee Year Celebration



YEARS
1963 - 2013

Kendriya Vidyalaya Sangathan's 50th Year Golden Jubilee Celebration Insignia

About the New KVs Symbol-

New KVs symbol consists three elements related to educational activity. It consists images of rising Sun, open books, flying / buoyant birds and India's tricolor flag along with the KVs motto written in Devanagari. They are presented in best possible graphical simplicity to maintain their essence, easy recognition and a lasting recall.

Books and flying birds are shown in a composite image. The simultaneous images of birds along the books form a single unite. Their circular alignment produces image of a Sun in the counter space. Interestingly, including the Sun all elements in new symbol are derived from the old symbol of the KVs!

The inner space of symbol is seen as constantly radiating a glow or energy. The portrayal of glow and energy is an attempt to visually translate and resonate the KVs motto which mentions about that hidden light behind the Sun, the spirit within its fire is now uncovered by a graceful movement of the Sun itself.

As a whole number of similar elements generates a rhythmic and dynamic association with its center. Their collaboration, alignment and direction further contribute to the unity of the form. Repetition of elements makes image of symbol easy to reproduce either manually or in digital media.

Kendriya Vidyalaya Sangathan is calibrating its 50th anniversary and a Golden Jubilee Year in 2013-14. To show this in symbol it is subtly modified to include the required elements in the space between the Sun and Tricolour. This symbol can be used through the Golden Jubilee Year or even after it as long as it is desired by the organization.

To highlight the 50th Year Golden Jubilee Celebration an enlarged figure of 50 years - 1963 to 2013 along the common elements of KVS symbol is designed. It can be used through this year as suggested in this document.

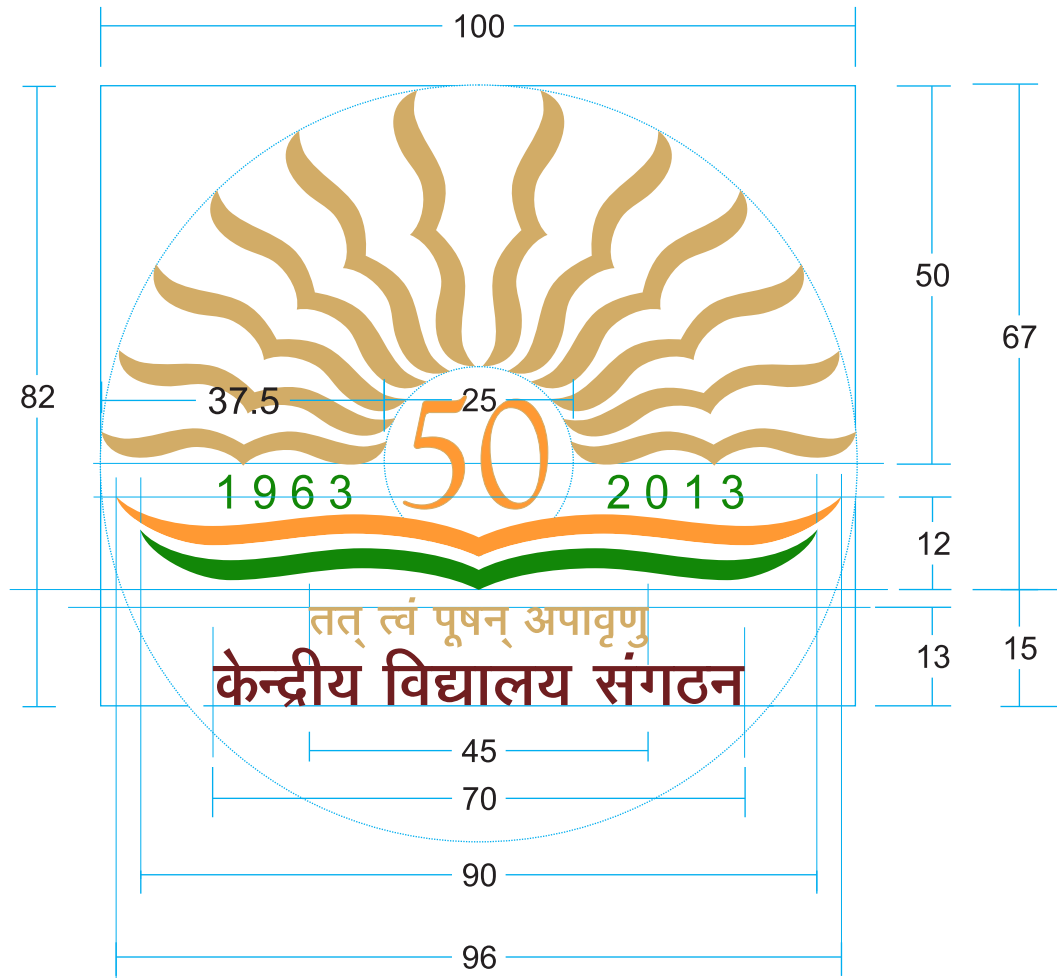


Interpretation

Sun is the origin of our beautiful planet and also the source of light that enables us to see it. It is an ultimate source of life and energy. The radiance and glow it emits are well cherished metaphors in all cultures for wisdom and clarity. Sun is the implementer and facilitator of time and by its consistency it stands as an enduring symbol of persistence and unfailing order. It is adored in all cultures hence seen as an entity discharging the affection and influence over every element that principally is part of it. Books are conservers and carriers of knowledge. They signify literacy and independence, availability and accessibility of knowledge and information. Buoyant birds are signifiers of imagination, freedom, mastery, space, migration, pace, lightness, fluency, and accomplishment. India's tricolor national flag is symbol of unity in diversity and national integration and is suggestive of KVS's national nature and spirit.





Overall form of symbol offers experience of glow, radiance, movement, dissemination, order, rhythm, and facilitates itself as an inspiring form to concentrate upon.

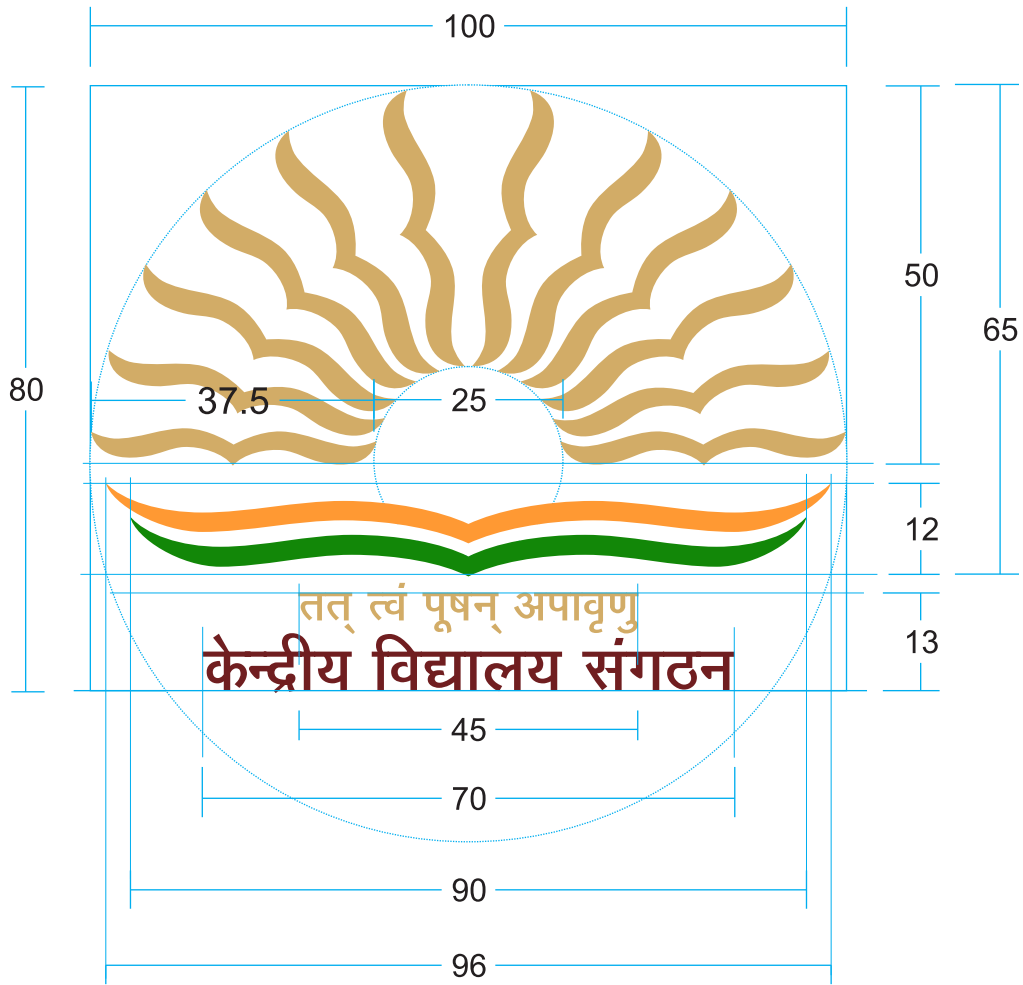
Gold color is used to compliment the Golden Jubilee Celebration of Kvs. Gold is associated with Sun, wisdom, preciousness, enlightenment and excellence. Tricolors of national flag are symbolic of national integrity and unity in diversity.



The proportions and dimensions of
Kendriya Vidyalaya Sangathan's Symbol for
Golden Jubilee Year Celebration





COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	215	181	109	00	20	60	20	Gold
	255	153	57	00	49	97	00	PANTONE 804 C
	18	136	7	91	22	100	11	PANTONE 362 C
	96	49	50	60	100	100	40	PANTONE 490 C



The proportions and dimensions of
Kendriya Vidyalaya Sangathan's main Symbol




COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	215	181	109	00	20	60	20	Gold
	255	153	57	00	49	97	00	PANTONE 804 C
	18	136	7	91	22	100	11	PANTONE 362 C
	96	49	50	60	100	100	40	PANTONE 490 C



Kendriya Vidyalaya Sangathan's
50th Year Golden Jubilee Celebration Insignia

COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	215	181	109	00	20	60	20	Gold
	255	153	57	00	49	97	00	PANTONE 804 C
	18	136	7	91	22	100	11	PANTONE 362 C



तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन

Kendriya Vidyalaya Sangathan's Symbol
Always copy the symbols for colored jobs from this page





तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन



तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन



COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	00	00	00	00	00	00	100	Black
	153	153	153	00	00	00	50	50% Black



Black White Version of
Kendriya Vidyalaya Sangathan's main Symbol



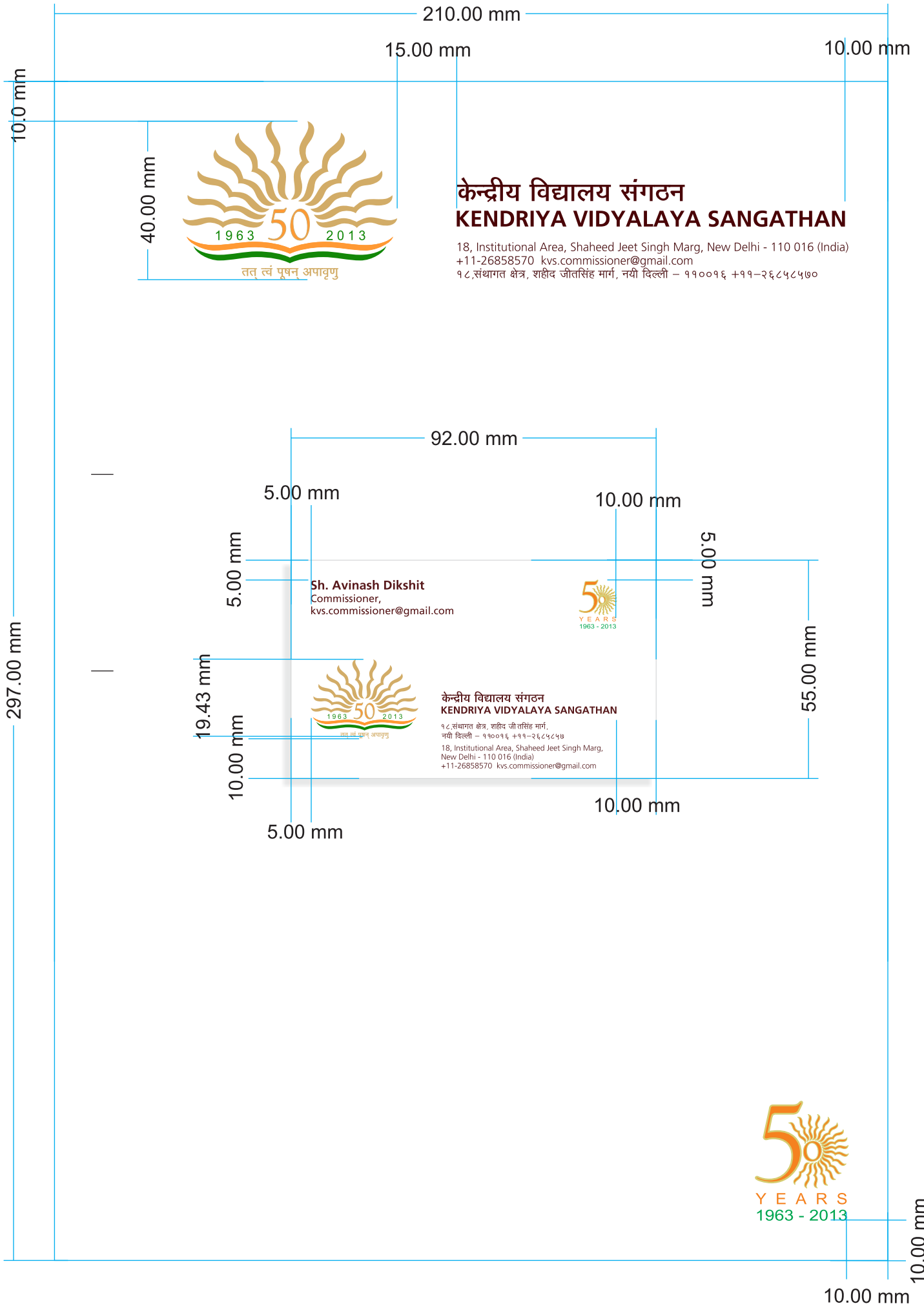
तत् त्वं पूषन् अपावृणु
केन्द्रीय विद्यालय संगठन

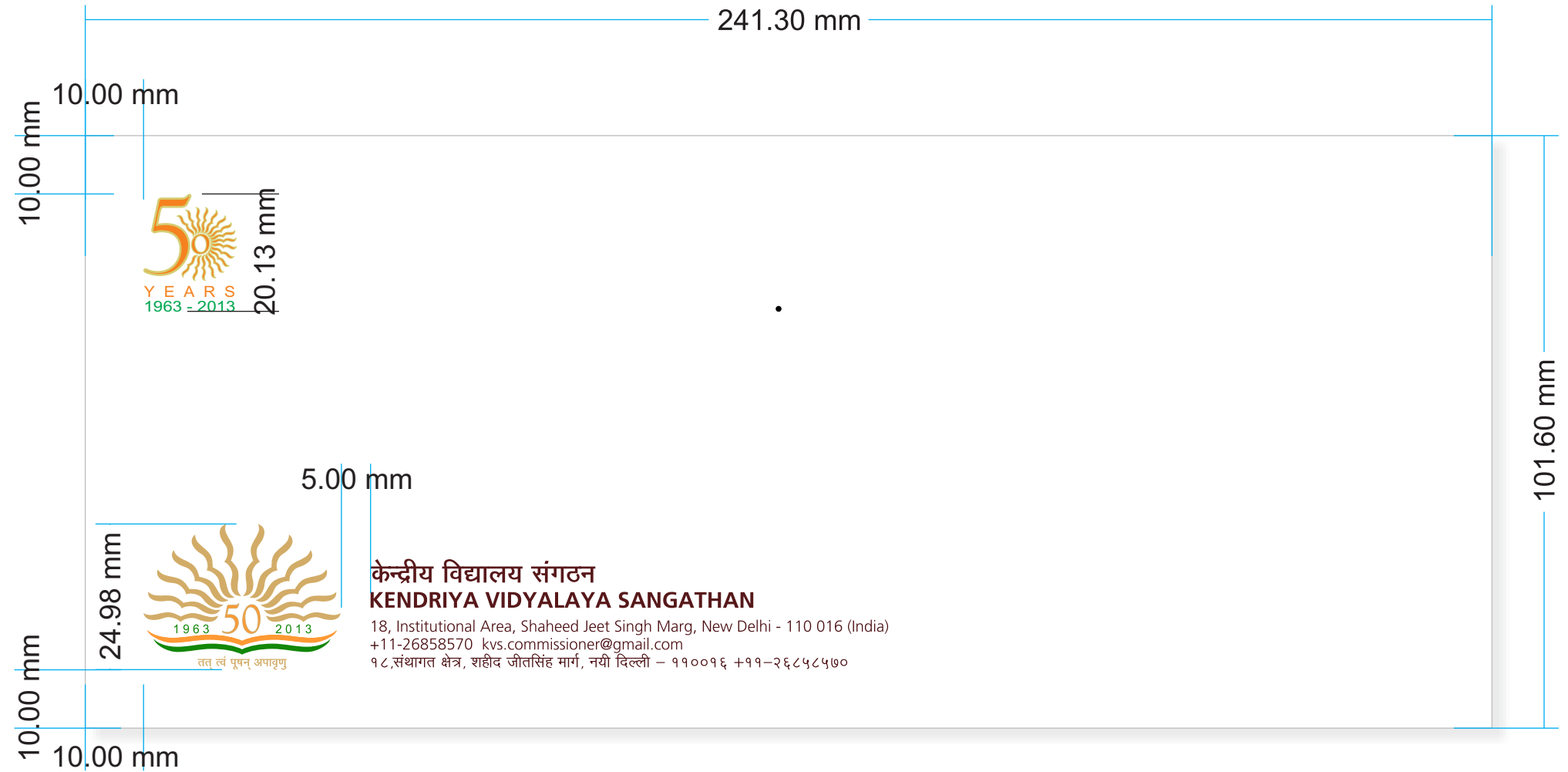


COLOUR CODE

	R	G	B	C	M	Y	K	PANTONE
	00	00	00	00	00	00	100	Black
	153	153	153	00	00	00	50	50% Black

Black White Version of
Kendriya Vidyalaya Sangathan's Golden Jubilee Year Symbol







Kendriya Vidyalaya Sangathan's **Flag** with dimensions.
For 50th Year Golden Jubilee Year and For Regular Use. Flags carry similar images on both sides.



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN

Suggested combinations of
Kendriya Vidyalaya Sangathan's Symbol with Logotype in KVS colors for printing purposes.



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



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KENDRIYA VIDYALAYA SANGATHAN



केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN



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Suggested combinations of
Kendriya Vidyalaya Sangathan's Symbol with Logotype in black and white printing purposes.



Kendriya Vidyalaya Sangathan's **Identity Card** carrying Symbol with Logotype.



केन्द्रीय विद्यालय संगठन KENDRIYA VIDYALAYA SANGATHAN

Welcome to the site of the KENDRIYA VIDYALAYA SANGATHAN

to the site of the KENDRIYA VIDYALAYA SANGATHAN - a premier organization in India administering 1090 schools as on 01.01.2013 known as "Kendriya Vidyalayas" with 11,29,481 students as on 01.10.2012 and 56,445 employees on rolls as on 01.10.2012.

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KVS gets a Logo on Golden Jubilee

"I am very happy to participate in this inaugural function of the Golden Jubilee celebrations of Kendriya Vidyalaya Sangathan. Let me begin by extending my very warm greetings and felicitations to the teachers and students of Kendriya Vidyalayas, and the staff of Kendriya Vidyalaya Sangathan (KVS).

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MOU

Partnership of KVS and Microsoft
The KVS has signed an MOU with the Microsoft to conduct the training of teachers and Principals in latest computer skills under 'Project Shik-

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Empl. Notice

Limited Dept Exam
List Of Candidates called for the Post of HM (21-01-2013)
Click Here For Electronic Admit Card For The Post Of HM (21-01-2013)

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Circulars

ACADEMICS
Announcement of 2013 International Leaders in Education Program (ILEP)(04-02-2013)

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KVS Voice

March 2013 || Volume 2 || Kendriya Vidyalaya Sangathan

Inside

The Kendriya Vidyalayas have a four - fold mission, viz.,

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1. To cater to the educational needs of children of transferable Central Government including Defence and Para-military personnel by providing a common programme of education ;
 2. To pursue excellence and set the pace in the field of school education;
 3. To initiate and promote experimentation and innovations in education in collaboration with other bodies like the Central Board of Secondary Education (CBSE) and the National Council of Educational Research and Training (NCERT) etc. and
 4. To develop the spirit of national integration and create a sense of "Indianness" among children.
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Main Page



तत् त्वं पूषन् अमावस्यु
केन्द्रीय विद्यालय संगठन

Hope is a waking dream.
- Aristotle

Inner Page



तत् त्वं पूषन् अमावस्यु
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What's Next ?

OBJECTIVES

- To cater to the educational needs of the children of transferable Central Government employees including Defence and Para-Military personnel by providing a common programme of education;
- To pursue excellence and set pace in the field of school education;
- To initiate and promote experimentation and innovativeness in education in collaboration with other bodies like the Central Board of

केन्द्रीय विद्यालय संगठन
KENDRIYA VIDYALAYA SANGATHAN

Project : Graphic Identity Design

Organisation

Kendriya Vidyalaya Sangathan

(An Autonomous body under MHRD)

Government of India

Designer and Project Head

Chakradhar Saswade

Faculty, Communication Design. Email: chakradhar@nid.edu

Assist: Divyang Sutariya

Consultation: Immanuel Suresh, Anil Sinha



NATIONAL INSTITUTE OF DESIGN

R&D Campus

Bangalore

February 2013.