

ZAVORA STUDIO
Imagery Style

Vision
To inspire individuals to embrace their uniqueness and express themselves confidently through fashion, fostering a community where creativity, diversity, and self-expression thrive.

Mission
To create innovative and timeless fashion pieces that celebrate individuality, promote a sustainable and ethical fashion industry, and reflect our core values.
To continuously evolve the brand's visual identity and maintain high standards of professional photography and design in all visual outputs.
To cultivate a supportive and inclusive community that fosters creativity, respect, and encourages self-expression and personal style.

Brand Identity
Our brand identity is built on a deep philosophy of innovation and excellence. Every element from our logo to our color palette reflects our vision and core values.

Zavora® Co.
ASPIRE's core nature – accents. The communicative

Boilerplate
ASPIRE IIT Bombay Research Park Foundation is bridging the gap between academia and industry. Situated within the IIT Bombay campus, it offers driven companies, MSMEs—a unique environment to collaborate directly with top-tier faculty, access laboratories, and co-develop technologies across sectors like clean energy, quantum science, semiconductors, and advanced materials.

Brand Applications
Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.

To catalyse meaningful collaboration across industries—by providing infrastructure that fuels R&D, product development, and commercialization.

Primary Typeface
We use a custom font selected for readability and elegance. This typography helps to reinforce our brand identity and should be used in all communications.

Vision
To be a leading global hub for technology innovation.

The Seasons

Our brand identity is built on a deep philosophy of innovation and excellence. Every element from our logo to our color palette reflects our vision and core values.

ASPIRE IIT Bombay Research Park Foundation is to bridging the gap between Academia and industry. Situated within the IIT Bombay campus, it offers driven companies, MSMEs—a unique environment to collaborate directly with top-tier faculty, access laboratories, and co-develop technologies across sectors like clean energy, quantum science, semiconductors, and advanced materials.

Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.

To catalyse meaningful change

ASPIRE IIT Bombay Research Park Foundation is dedicated to bridging the gap between academia and industry. Situated within the IIT Bombay campus, it offers a platform for start-up driven companies, MSMEs—a unique environment to collaborate directly with top-tier faculty, access state-of-the-art laboratories, and co-develop technologies across sectors like clean energy, quantum science, semiconductors, and advanced materials.

Our brand applications include a range of marketing and communication materials. From print to digital, each application should be consistent with our brand guidelines.

identity and should be used in all communications.

To be a leading global hub for technology innovation.

The graphic displays the Zavora logo (a stylized 'Z' with a globe) and the brand name 'Zavora' in a serif font. Below this, the words 'Colour Palette' are written in a large, bold, serif font. To the right of 'Colour Palette', there are three color swatches: a light blue square, a light green square, and a light yellow square. Below these swatches, the words 'Symbol', 'Color', and 'Logo Font' are written in a small, sans-serif font.

The image shows the cover page of the ASPIRE Brand Guidelines. In the top left corner is the logo for the aspire IITB Research Park Foundation, which consists of a circular icon with horizontal lines in shades of blue and green, followed by the text "aspire" in a bold sans-serif font, "IITB Research Park" in a smaller font, and "Foundation" in a smaller font below that. In the top right corner, the text "ASPIRE" is in a bold sans-serif font, and "Brand Guidelines" is in a smaller font below it, separated by a vertical line. The main title "Brand Guidelines" is centered on the page in a large, dark blue, serif font. Below the title is a horizontal line, and to the right of the line is the text "CONNECT COLLOCATE COLLABORATE" in a bold, dark blue, sans-serif font. The bottom of the page features a solid dark blue horizontal bar.

CONNECT COLLOCATE COLLABORATE

- ✓ **Use Official Color Palette**
Ensure you use the brand's specified colors in all assets.

sets Modify the Logo
Do not alter, distort, or change the logo without permission.

HOW TO PROTECT YOUR BRAND

PROTECT YOUR BRAND

HOW TO PROTECT YOUR BRAND

01 Protect Your Brand

Protect your brand by registering your trademarks and copyrights. This will give you legal protection and the ability to enforce your rights.

02 Trademark

Logos, slogans, and other brand elements have been registered as trademarks. The use of the ™ or ® symbols must always follow established rules.

03 Unauthorized Use

Avoid an unauthorized or potentially brand-damaging use of our brand assets.

04 Marketing Material Approval

All marketing materials must be approved by the legal department before distribution to ensure compliance with applicable guidelines and legal regulations.

LINK

Brand Guidelines

CONNECT COLLOCATE COLLABORATE

To catalyse meaningful collaboration between IIT Bombay and innovation-driven industries - by providing infrastructure, co-creation space, and long-term engagement that fuels R&D, product development, and national technology growth.

Vision

To be a leading global hub for technology innovation.

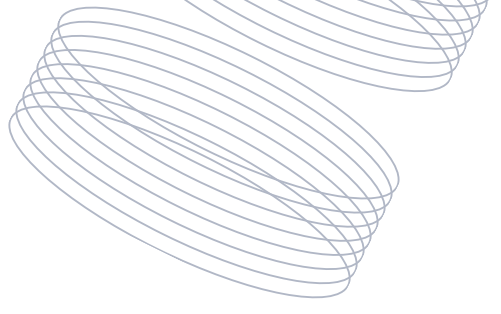
Mission

- Fostering academia-industry collaboration for research translation.
- Nurturing world-class talent in emerging technology areas.
- Supporting the development of a vibrant deep tech entrepreneurship ecosystem



Brand Introduction

ASPIRE - IIT Bombay Research Park Foundation fosters deep, sustained partnerships between academia and industry, enabling R&D-centric MSMEs along with large enterprises to co-create, collocate and collaborate with IIT Bombay across diverse sectors such as clean energy, semiconductors, quantum tech, advanced materials, etc.



- URBAN RESEARCH PARK - NOT AN INCUBATOR, NOT A CONSULTANCY.
- R&D-DRIVEN ENGAGEMENT WITH ESTABLISHED COMPANIES AND MSMEs
- NATIONAL AND GLOBAL PARTNERSHIPS
- STATE-OF-THE-ART ACADEMIC INFRASTRUCTURE

Messaging Pillars



Professional

Aspirational

TONE OF VOICE

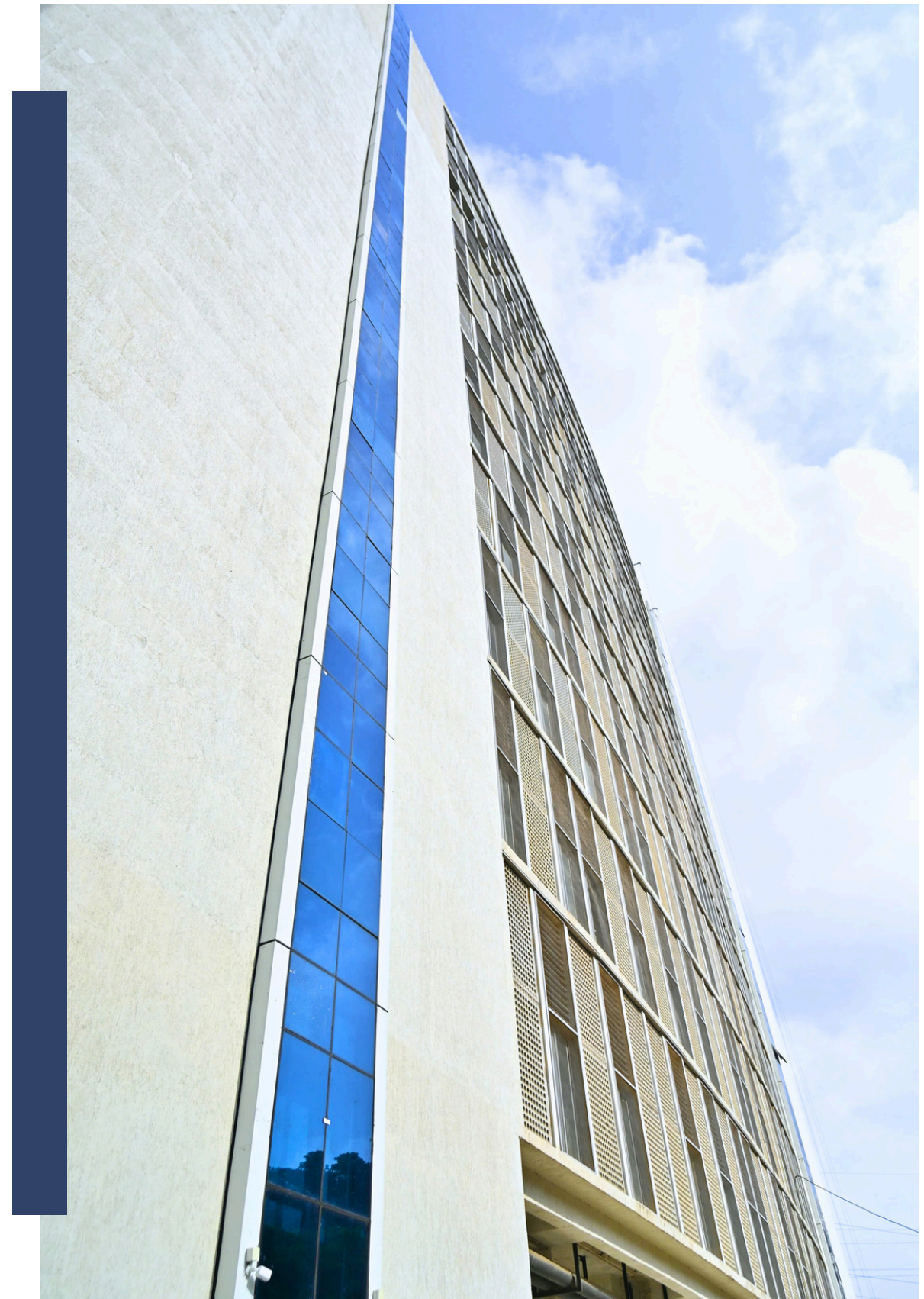
Grounded in R&D

Clear, focused,
and collaborative

Boilerplate

ASPIRE - IIT Bombay Research Park Foundation is dedicated to bridging the gap between academia and industry. Situated within the IIT Bombay campus, it offers R&D-driven companies a unique environment to collaborate directly with top-tier faculty, access advanced laboratories, and co-develop technologies across critical sectors like clean energy, quantum science, semiconductors, advanced materials, etc.

Since its virtual inauguration by Hon'ble Prime Minister Shri Narendra Modi in 2024, ASPIRE has emerged as a strategic platform for long-term innovation partnerships and nation-building through deep science.



Visual Identity

Our logo is a core element of ASPIRE's visual identity and represents the values of innovation, collaboration, and scientific excellence. To maintain consistency and brand integrity, it must always be used in accordance with the established guidelines.



Symbol

aspîre
IITB Research Park
Foundation

Logo Font



aspîre
IITB Research Park
Foundation

Main Logo

Colour Palette



ASPIRE's colour palette is inspired by a balance of technology and nature — combining institutional depth with vibrant, forward-looking accents. These colours should be used consistently across all visual communication to maintain brand coherence and credibility.

White

Cream

Green

Blue

Brand Colours

https://aspireiitbrpf-my.sharepoint.com/:b:/g/personal/urvi_iitbresearchpark_com/IQCHuz_Z1fxdWKp7E_Eb7aKtAd1NktFoNggYiBcoc3inA4w?e=ARjaY7

Font Family

To ensure a cohesive and consistent visual identity across all ASPIRE presentations and documents, we have defined a standard set of fonts and colour combinations for use.

1 Typography

For ASPIRE presentations and documents, please use (any) one of the font family throughout the presentation or document - do not mix/combine the two.

Option 1: Arial

To be used consistently across headings, subheadings and body text, with appropriate variations in weight and size.

Heading (38-42 pt)

Subheading (22-26 pt)

Body text (14-18 pt)

Option 2: Times New Roman

To be used consistently across headings, subheadings and body text, with appropriate variations in weight and size.

Heading (38-42 pt)

Subheading (22-26 pt)

Body text (14-18 pt)

2 Colour Combinations

We have two colour combinations for use in ASPIRE presentations and documents. Please use (any) one throughout the presentation or document - do not mix/combine the two.

Option 1

Dark Blue headings + Light Blue subheadings + Black/White body text.

 **Headings**
#304268

 **Subheadings**
#97b7d4

 **Body text**
#000000

Option 2

Purple headings + Black subheadings + Black/White body text.

 **Headings**
#7F5983

 **Subheadings**
#304268

 **Body text**
#000000

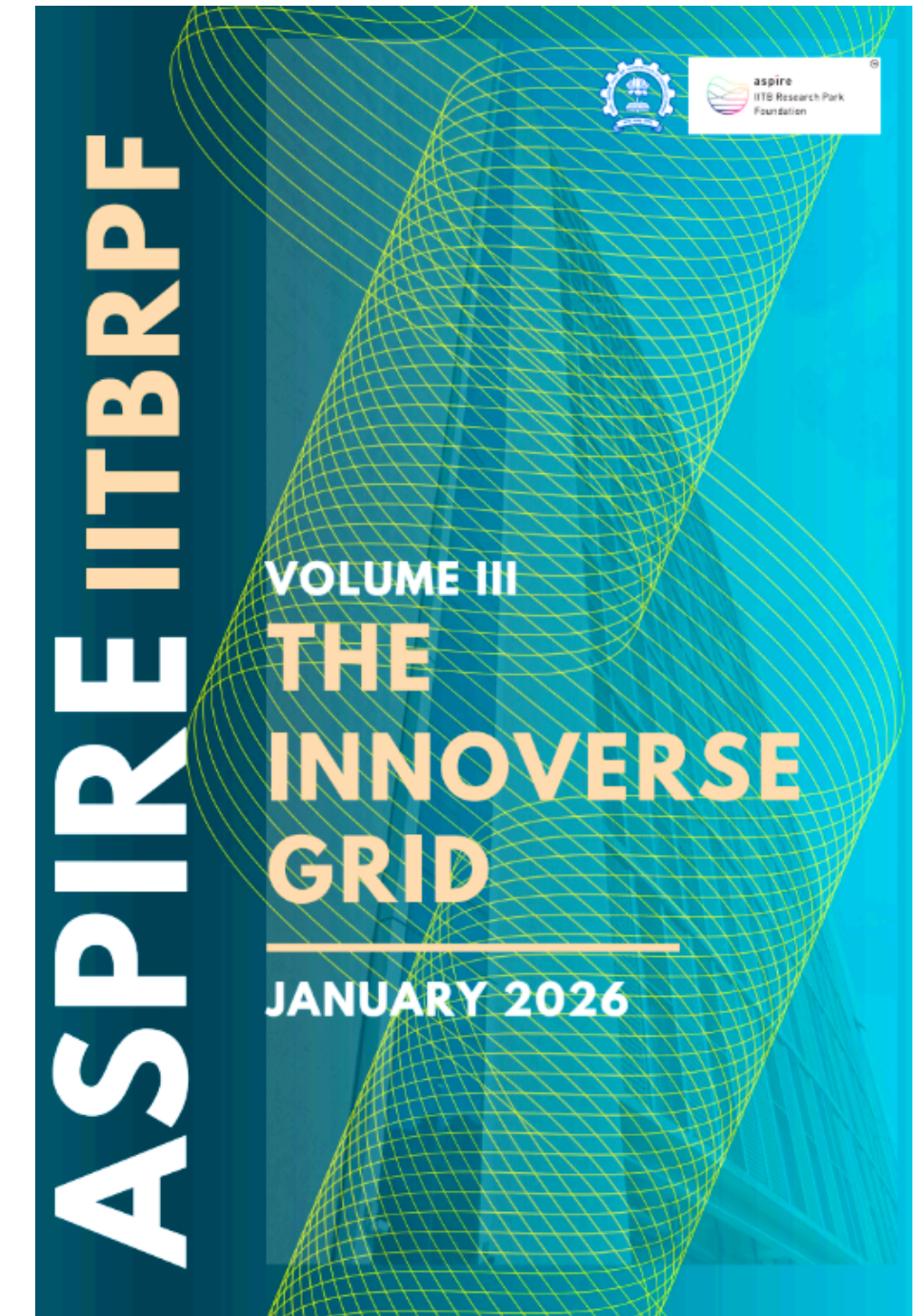
BRAND STANDARD

These typography styles should be followed across ASPIRE presentations and digital communication. Avoid introducing additional typefaces without approval from the Marketing & Communications team.

Imagery Style

Our imagery style emphasises authentic, high-quality photography that captures real people, places, and moments across ASPIRE. We avoid generic stock images in favour of visuals that reflect our ecosystem of innovation, collaboration, and cutting-edge research. All images should be contextually relevant, professionally composed, and consistent with our brand tone — modern, credible, and forward-thinking.





Brand Assets

https://aspireiitbrpf-my.sharepoint.com/:f:/g/personal/urvi_iitbresearchpark_com/IgD14XIlzz4MQb9EG8VueHyKAfnaB5Xcr0tqpqShkn-PtRw?e=H0Zb39

Media Kit

The kit offers quick access to ASPIRE's official brand assets and key information. It includes our marketing collateral, high-quality images and recent event highlights.

Access the complete media kit here:
https://aspireiitbrpf-my.sharepoint.com/:f:/g/personal/urvi_iitbresearchpark_com/IgD14XIlzz4MQb9EG8VueHyKAfnaB5Xcr0tqpqShkn-PtRw?e=H0Zb39

Contact Information



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022-2576-5926

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<https://iitbresearchpark.com/>



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11th Floor, ASPIRE - IITB Research
Park Foundation
IIT Bombay, Mumbai – 400076
Entrance Gate: Main Gate(2),
IIT Bombay