

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 empower individuals to embrace their uniqueness and express themselves confidently through fashion.
- To foster a community where creativity, diversity, and self-expression thrive.
- To cultivate a supportive environment for aspiring fashion designers, providing them with the resources and guidance needed to realize their dreams.
- To champion a sustainable and ethical fashion approach, ensuring that our designs are not only stylish but also responsible.

Color Palette

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.

White

Cream

Green

Mocha

Voice & Tone

Our brand voice is professional yet friendly, reflecting our commitment to exceptional customer service. Our tone adapts depending on the context and audience.

Professional

not bureaucratic

Inspirational

Energetic

Exclusive

Authentic

Playful

Brand Introduction

This page provides an overview of our brand. We are committed to delivering quality products and services that meet the needs and expectations of our customers.

Aspirational

Brand Identity

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

Our Logo

Our logo is a visual representation of our brand's core values and mission. It features a stylized 'A' that incorporates a globe, symbolizing our global reach and commitment to innovation.

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

Green

Mocha

Brand Guidelines

CONNECT COLLOCATE COLLABORATE

ASPIRE

IITB Research Park Foundation

ASPIRE

Brand Guidelines

2025

Boilerplate

ASPIRE IIT Bombay Research Park Foundation is a unique environment 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.

Brand Applications

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.

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

Aa Bb Cc

To be a leading global hub for technology innovation.

ZAVORA STUDIO

DESIGN SPARKED BY THOMAS

Brand Assets

Do's

- Use Official Color Palettes: Always use the brand's specified colors in all communications.
- Typography Consistency: Use the specified fonts and styles in the brand guidelines for all written communications.
- Follow Imagery Style: Use photography and illustrations that match the brand's modern, credible, and forward-thinking tone.

Don'ts

- Modify the Logo: Do not alter, distort, or change the logo in any way.
- Misuse Design Elements: Avoid using the brand's graphic elements in a way that is not consistent with the guidelines.
- Inappropriate Color Usage: Do not use colors that are not part of the brand's color palette.

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Brand Guidelines

CONNECT COLLOCATE COLLABORATE

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Vision

To be a leading global hub for technology innovation.

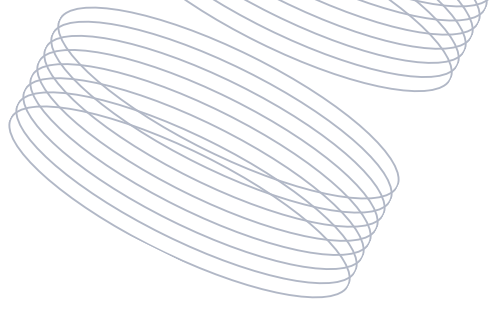
Mission

- 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's Research Park, 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
not
bureaucratic

Aspirational

TONE OF VOICE

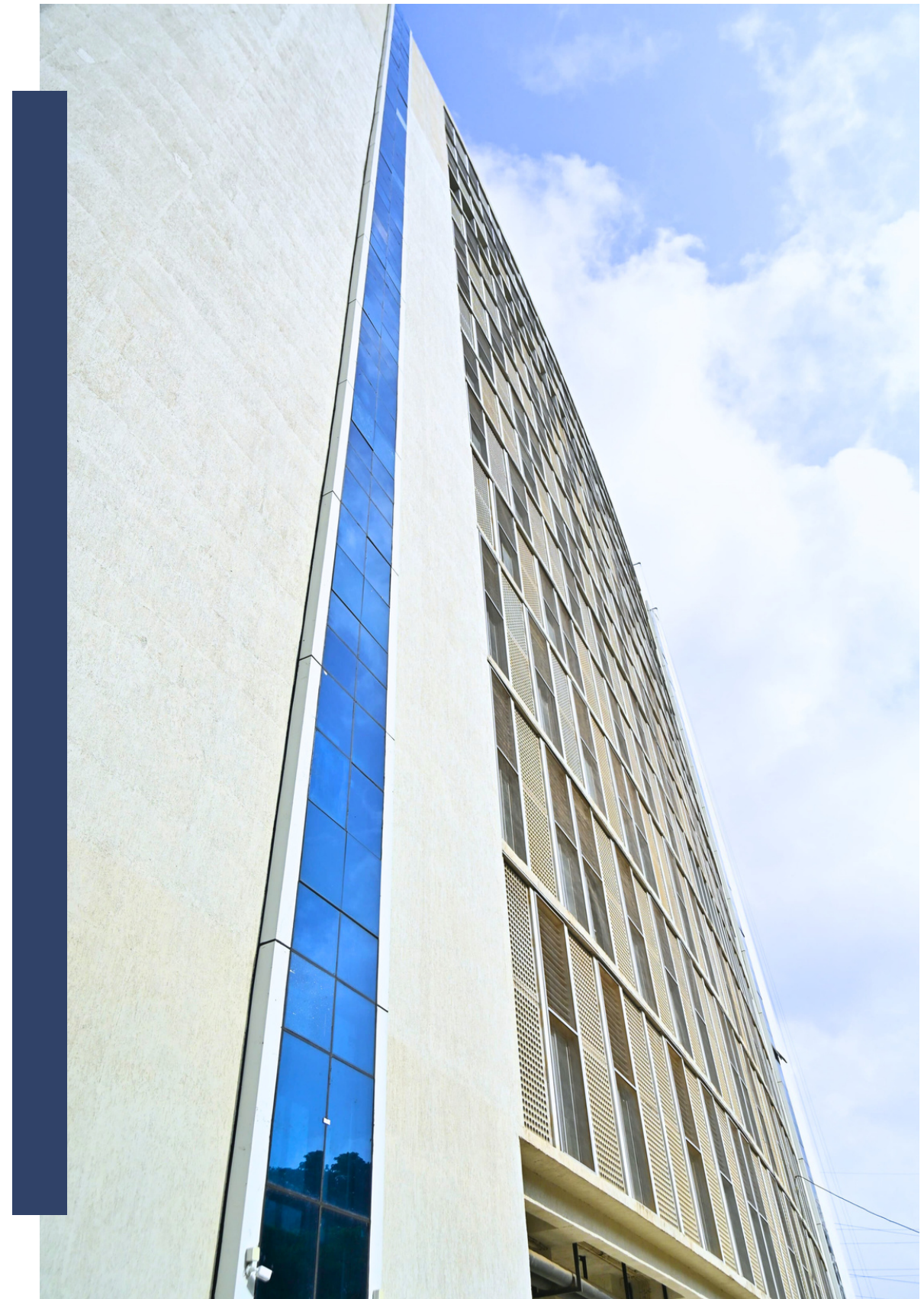
Grounded in R&D

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

aspire
IITB Research Park
Foundation

Logo Font



aspire
IITB Research Park
Foundation

Main Logo

Colour Palette



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White

Cream

Green

Blue

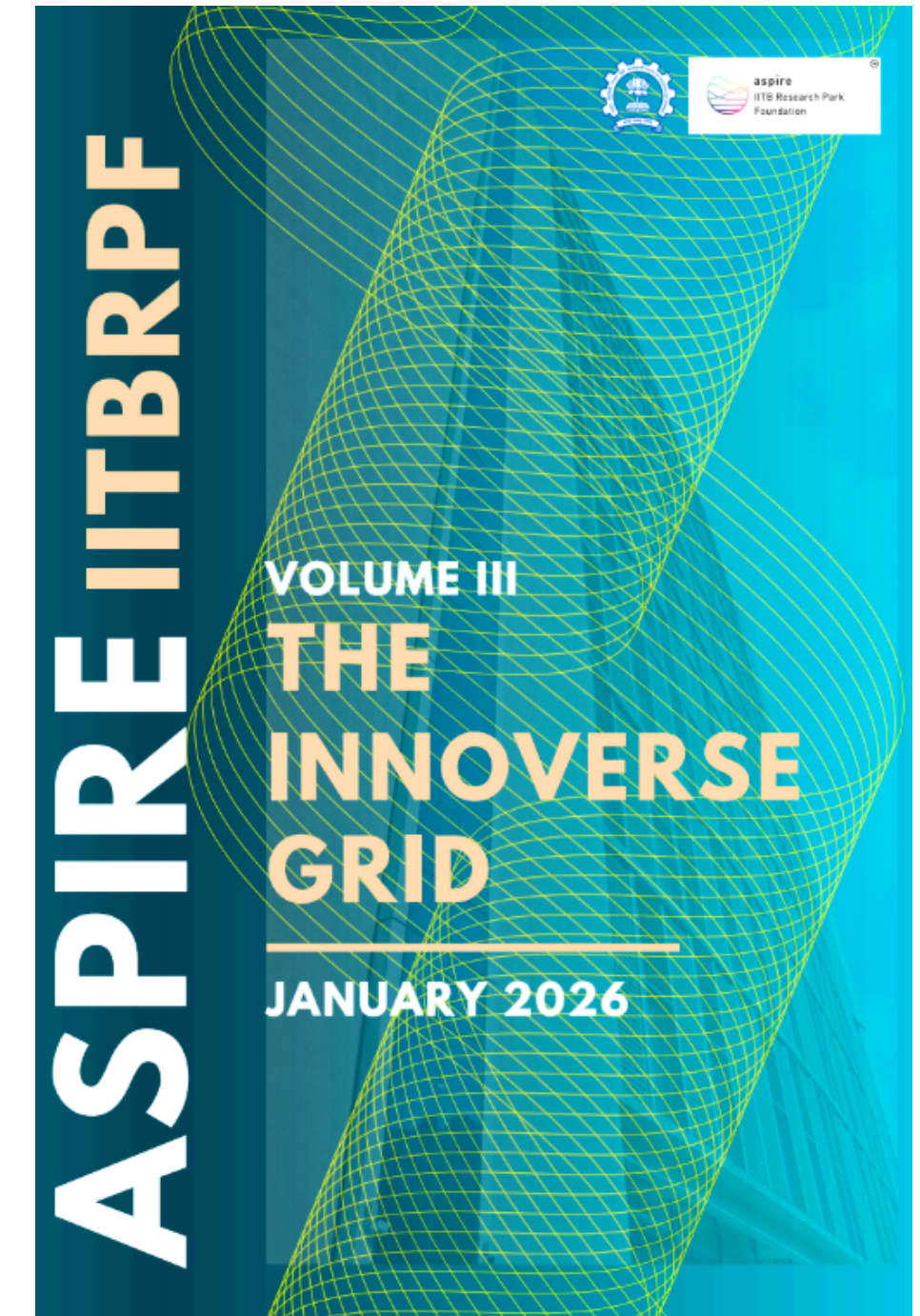
Brand Colours

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

Imagery Style

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Brand Assets

https://aspireiitbrpf-my.sharepoint.com/:f:/g/personal/urvi_iitbresearchpark_com/IgD14Xllzz4MQb9EG8VueHyKAfnaB5Xcr0tqpqShkn-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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<https://iitbresearchpark.com/>



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