Any application that carries the Ramaiah logo, no matter how small, says something about our brand.

We need to ensure that different communication channels work together seamlessly to create and sustain the brand image we want. We can do this by following the guidelines in this Brand Book.

While this manual has been designed with ‘Ramaiah University of Applied Sciences | Faculty of Hospitality Management & Catering Technology’ as an illustrative example, similar guidelines apply to all faculties under the University. Advanced Learning Center and Tissue Bank have been treated differently. While ‘Advanced Learning Center’ has been used as an illustrative example, similar guidelines apply to ‘Tissue Bank’.

For the collaterals listed in this manual, the logo and affiliation can be replaced for the respective faculty.

All faculty logos and logos with affiliations (for official use only) will be handed over to the Corporate Communications team.
Jñānāṃ Viññānāṃ 
Cha Bhakti Sahitam
My oars of curiosity
Propel forward my boat of knowledge

On the river of wisdom
Towards the horizon of enlightenment

The energy of this universe is devotion
Devotion to my Guru, my teacher

Devotion to the quest
Devotion to the unreachable horizon

I may never arrive
Yet, I forever move forward

For the loftiest goal
Is the journey itself
CONTENTS
INTRODUCTION

1.01.00 About this Brand Book
1.02.00 Glossary of Terms
How to use this Brand Book

The guidelines set down in this Brand Book cover every aspect of visual communication for the Ramaiah brand. There are two broad categories of guidelines:

The imperatives

These guidelines refer to the core elements of Ramaiah visual design policy and must be adhered to strictly. For instance, rules relating to proportions, isolation zones, colours etc.

The recommendations

Across applications, recommendations are provided that are in keeping with the basic tenets of the design policy. These should be followed as far as possible. However, these are intended to encourage creativity not constrain it. It is for these reasons that type sizes and layouts for applications like advertising are left to the discretion of the concerned agency.

The visual identity of the Ramaiah brand is implemented across applications by a number of different people. By following the guidelines laid down in this Brand Book, we will ensure that the Ramaiah brand is always larger than both, the channel through which it is deployed and the individual who implements it. By consistently applying the visual identity, we will create a strong, coherent and memorable brand image that is larger than the sum of its parts.
GLOSSARY OF TERMS

Alignment of type
Positioning of successive lines of type. Alignment of type usually follows one of four arrangements.

Box setting/Justified
Type is aligned on both left and right sides. Hyphenation is essential in all box settings.

Left aligned
Successive lines of type align along the left margin, but remain free along the right margin. The words along the right margin may or may not be hyphenated.

Centred
Successive lines of type are arranged symmetrically along a central axis. Hyphenation is not recommended.

Right aligned
Successive lines of type align along the right margin but remain free along the left margin.

Baseline
The line on which the X height of the type, or capital letters sit.

Bleed
When the printed area extends to the edge of the paper.

Non Bleed
When the printed area does not extend to the trimmed edge of the page.

Font
A typeface or specific lettering style which is identifiable by name. A font family has the same typeface in different weights, with italic versions as well.

Hyphenation
The insertion of hyphens breaking words along the right margin of a column of type.

Logo
Specially designed symbol that works as a trademark for the company, and is the company's signature or mnemonic for identification.

Leading
The space between two lines of type measured from baseline to baseline.
GLOSSARY OF TERMS

Letter space
The space between two individual letters or characters of type.

Logotype
Specially designed lettering style, which forms the Corporate Signature.

Paper: coated and uncoated
Coated paper is also commonly known as Art paper. Smooth in texture, it is suitable for print based applications that use multi-colour printing with photographs, such as brochures, catalogues etc. Uncoated paper is rougher, without any coating, and is suitable for use in stationery, business forms etc.

Paper: gsm
Gsm (grams per square metre) is the unit of weight of paper stock.

Point
Smallest unit for measuring type. 12 pts make a pica. Every setting of type has to have a specified point size which is a measure of the size of the type being typeset. The two main printing processes likely to be used are offset and silkscreen. As far as possible, offset is preferable to silkscreen in the printing of stationery and other print based applications. Silkscreen is only recommended in the case of visiting cards if the requirement is very small.

Rule
Refers to a line (not of text) drawn or typeset. As in the case of fonts, rules can be of different weights or thicknesses usually measured in points.

Type weight
Refers to the thickness of the letters of a typeface or font. Many font families include light, regular, bold and extra bold weights of their typefaces.

Upper case
Capital letters e.g. ABCD...

Lower case
Small letters e.g. abcd...

Upper and lower case
(u & lc) e.g. Abcd... Combination of capital and small letters, used in regular text.
THE RAMAIAH
VISUAL
IDENTITY

2.01.00 Introduction
2.02.00 The Ramaiah Group Logo
2.03.00 Logo Size & Proportion
2.04.00 Logo Master
2.05.00 Sub-Branding & Internal Collaborations
2.06.00 Logo Co-Branding
2.07.00 Proportions & Exclusion Zone
2.08.00 Logo in Greyscale
2.09.00 Logo Against Various Colours
2.10.00 Examples of Misuse
2.11.00 Symbol as Watermark
2.12.00 Cropping the Symbol
2.13.00 Primary Colour Palette
2.14.00 The Ramaiah Typographical Style
The elements of our visual identity

It is important to understand that regardless of how the brand’s marketing and positioning strategy evolves over time, these core elements of the visual identity will remain constant.

In fact, as with all enduring visual identities, the elements of our visual identity have been designed to communicate the core values of our brand. Thus, while styles of ephemeral communication like advertising campaigns or marketing literature may vary from time to time in the brand’s life, the visual identity does not.

The following sections discuss the core elements in greater detail.

The Ramaiah visual identity has different elements that work together to create a strong and consistent identity for our brand. The most important of these are:

- The Ramaiah logo
- The Ramaiah colour palette
- The Ramaiah typographical style
The Ramaiah brand embodies a unique blend of experience and a forward facing, progressive outlook, which we represent in the new identity. Since its inception, the Group has focused on education, bringing various fields of study under the Ramaiah umbrella.

Carrying forward the legacy of our Founder Chairman, the group continues to introduce innovations in education and healthcare.
The logo has been designed keeping in mind the core values of the brand.

Empowerment
Commitment
Simplicity
Inclusiveness
As a part of the new identity, the swan in flight signifies the modern initiatives of the group towards knowledge advancement. With its wings spread, the swan is looking upward towards the Sun, which in our context, symbolises true wisdom and enlightenment. The swan is subtly encased in the impression of a shield, which here represents trust and legacy, qualities we found to be strongly associated with the Ramaiah brand. In a seamless blend of both - experience and progressiveness, the brand leverages the depth of both Indian and Western knowledge. The contemporary identity endeavours to amplify the modern quotient of the brand while retaining the sophistication of knowledge and heritage.

A unified logo across all the institutions, coming under the brand Ramaiah will serve as a reminder of these values.
The RAMAIAH logo comprises two core elements:

The RAMAIAH symbol
This symbol consists of a graphic representation of a swan subtly encased in the impression of a crest.

The RAMAIAH logotype
The uppercase lettering was deliberately chosen to exude confidence and come across as an organisation that is rich in knowledge. The chamfered edges make it smart and contemporary.
SIZE & PROPORTION

GROUP

Vertical Proportions

The elements in the logo are related to each other. The height of ‘RAMAIAH’ is 1/5th the height of the crest.

At any given time no element should change its size independently.

This logo will be handed over to the Corporate Communications Team. One shouldn’t recreate these logos under any circumstances.
2.03.01 SIZE & PROPORTION
GROUP (HORIZONTAL)

Horizontal Proportions
The horizontal proportions vary slightly from the vertical proportions. The height of 'RAMAIAH' is 1/4th the height of the crest.

Size
The size of the logo is determined by the font size (in this case 'RAMAIAH'). 'RAMAIAH' should be a minimum height of 3 mm for visibility. Based on this, the symbol can increase or decrease proportionately.

At any given time no element should change it's size independently.
All the elements in the logo are related to one another in one way or the other. The height of 'RAMAIAH' is 1/4th the height of the crest.

Size

The size of the logo is determined by the font size (in this case ‘RAMAIAH’). ‘RAMAIAH’ should be a minimum height of 3mm for visibility. Based on this, the crest can increase or decrease proportionately.

At any given time no element should change its size independently.

These logos will be handed over to the Corporate Communications Team. One shouldn’t recreate these logos under any circumstances.
The master logo should always be used in the first instance. However, in situations where the master logo may not be suitable, a horizontal version of the logo has been developed to use as an alternative. A horizontal logo may be used:

- when print/digital communication requires a logo less than 35 mm in height
- when the RAMAIAH logo appears with other logos in a co-branding situation
- for narrow advertising rows in digital media applications where space is limited
- when the logo appears with institute names for legal and mandatory purposes (refer 2.04.03)
When it comes to the University the logo will always appear in a horizontal format, regardless of the collateral it is being used on. This logo must be used for all forms of internal and external communication.

In the case of official documents (such as letterheads) and external communication (such as brochures and prospectus) where the name M S Ramaiah University of Applied Sciences is still the predominant, recognised brand name, a small descriptor at the bottom of the page or on the back cover can read M S Ramaiah University of Applied Sciences with the affiliation. This logo must be used in all these instances. The ONLY exception is for LEGAL documents (Certificates) where the document is a reference for application to other institutes/Universities. For these cases, please refer to 2.04.03.
When it comes to legal requirements (such as certificates), where the document is used as a submission to another authority like another University/Institute and the recognised and registered name is M S Ramaiah University of Applied Sciences, a format has been set for the logos.

The main RAMAIAH logo appears independently in a horizontal format, while the University names follow in orange after a gap that includes an exclusion zone of X/6 around RAMAIAH (refer 2.07.00). The name M S RAMAIAH appears before the University’s name in each case.

The University name will be in Upper Case in this scenario. The font used is Flama.

These logos will be handed over to the Corporate Communications Team. One shouldn’t recreate these logos under any circumstances.
In the case of Advanced Learning Center and Tissue Bank, the name will always appear with the main Ramaiah logo in horizontal format as shown above. The collateral with this logo unit must have a descriptor stating ‘A Unit of M S Ramaiah University of Applied Sciences’ outside the exclusion zone of the logo.
INTERNAL COLLABORATIONS

When it comes to internal collaborations, the main ‘RAMAIAH’ logo comes first in the horizontal format, followed by other institutes with only their names. The crest appears only once with the main group logo. The name ‘RAMAIAH’ in all three logos are aligned. The three logos are separated by a fine line of 0.25 pts (100% black). The proportions of these logos are not to be tampered with and not changed independent of each other.
The above are illustrative examples. In case of Co-Branding, the two logos are separated by a fine line of 0.25 pts in 100% black. The RAMAIAH logo has an exclusion zone of x/6 around it (refer 2.07.00). The proportions of these logos are not to be tampered with and not changed independent of each other.

These logos will be handed over to the Corporate Communications Team. One shouldn’t recreate these logos under any circumstances.
2.06.01 CO-BRANDING INSTITUTES

The above are illustrative examples. In case of Co-Branding, the two logos are separated by a fine line of 0.25 pts (100% black). The University logo has an exclusion zone of x/6 around it (refer 2.07.00). The proportions of these logos are not to be tampered with and not changed independent of each other.

These logos will be handed over to the Corporate Communications Team. One shouldn’t recreate these logos under any circumstances.
PROPORTIONS AND EXCLUSION ZONE
PROPORTIONS & EXCLUSION ZONE

GROUP
Proportions

As far as possible, the RAMAIAH logo should be reproduced using an electronic artwork. However, in rare manual applications, the proportions should follow a grid indicated above.

Exclusion zone

An exclusion zone is indicative of the clear space to be left around the logo. Any active, extraneous element in this zone will interfere with the impact of the logo.

If ‘x’ is the height of the logo, then an exclusion zone of ‘x/6’ is required on all four sides.
The logo should be used in its brand colour palette as far as possible. However, in applications where colour reproduction is not possible, as in the case of black and white newspaper ads, the logo can be used in either of the greyscale versions shown alongside.

Black - 100%
Grey - 70%
As far as possible the RAMAIAH logo must appear on white or RAMAIAH Purple background. The permitted versions of the logo are shown here.
Against light/dark/metallic backgrounds:

Metallic background: This is permissible only if the grey value of the background is less than 10%. Care must be taken to ensure that there is sufficient differentiation between the logo and the background.

Light/Dark background: This is permissible only if there is sufficient differentiation between the logo and the background.

Four colour backgrounds:

Using the logo on photographs and other four colour images is permitted, although this should be avoided as far as possible. Care must be taken to ensure that the colours of the background do not clash or merge with the logo.
As far as possible the logo must appear on white or RAMAIH Purple background. The permitted versions of the logo are shown here.

Against light/dark/metallic backgrounds:
Metallic background: This is permissible only if the grey value of the background is less than 10%. Care must be taken to ensure that there is sufficient differentiation between the logo and the background.

Light/Dark background: This is permissible only if there is sufficient differentiation between the logo and the background.
Single colour logo against RAMAIAH Purple/dark background

Two colour logo against RAMAIAH Purple/dark background

Single colour logo against RAMAIAH Orange

Single colour logo against white/light background

Four colour backgrounds:
Using the logo on photographs and other four colour images is permitted, although this should be avoided as far as possible. Care must be taken to ensure that the colours of the background do not clash or merge with the logo.

Single colour, two-colour, embroidery, and screen printing:
The above examples display versions of the logo that can be used when there is a limitation of colours. These versions of the logo should also be used for embroidery, depending on the background.
EXAMPLES OF MISUSE
DO NOT
Use the RAMAIAH logo against a background that doesn’t sufficiently contrast the RAMAIAH Purple, RAMAIAH Orange, or the RAMAIAH gradation.
DO NOT
Replace the font used for RAMAIAH logo.

DO NOT
Alter the elements independently of each other.

DO NOT
Attempt to typeset or re-create the RAMAIAH logo.

DO NOT
Stretch the logo in any manner.
2.10.01

EXAMPLES OF MISUSE
UNIVERSITY

DO NOT
Use the University logo against a background that doesn't sufficiently contrast the RAMAIAH Purple, RAMAIAH Orange, or the RAMAIAH gradation.
DO NOT Attempt to typeset or re-create the RAMAIAH logo.

DO NOT Stretch the logo in any manner.

DO NOT Alter the elements independently of each other.

DO NOT Replace the font used for RAMAIAH logo.
2.10.02

EXAMPLES OF MISUSE
FOR MANDATORY REQUIREMENTS
(UNIVERSITY)

Shown above is the right format of the logo needed for mandatory requirements (i.e., when the name M S Ramaiah needs to appear for legal reasons.)

This format of the logo should only be used when the collateral is an official or legal document which requires the registered name of the institute.
DO NOT
Attempt to type-cast the logo in any way, or write the name in one line.

DO NOT
Ignore the exclusion zone of X/6 around the main RAMAIAH logo.

DO NOT
Replace the font or change the colour of the logo.

DO NOT
Change the name to M S RAMAIAH.
SYMBOL AS A GRAPHIC ELEMENT
The RAMAIAH symbol watermark serves as a subtle yet powerful branding device.

As far as possible the use of the watermark should be restricted to white and RAMAIAH Purple backgrounds. On a white background, the watermark must only be used in greyscale as shown on this page. No other colour variations are permitted.

The exact crop will be handed over to the Corporate Communications Team. One shouldn’t recreate it under any circumstances.

Logo as watermark on RAMAIAH Purple
Background: C90  M100  Y5  K30 (RAMAIAH Purple)
Watermark: RAMAIAH Purple (Transparency: Multiply 50%)

Logo as watermark on a white background
Background: C0  M0  Y0  K0
Watermark: C0  M0  Y0  K5
Cropping the RAMAIAH logo is allowed as long as it follows the permitted crop shown alongside. On no account should the logo be cropped closer than this. The logo should only be cropped when used as a graphic element.

The logo can only be cropped when it is in the watermark format.

Permissible tight crop of the logo. Do not crop tighter than specified.
THE RAMAIAH
COLOUR
PALETTE
These colours are to be used for all collaterals. No other colour should be introduced. This ensures a certain visual coherence and instant recognition for the brand.
The Ramaiah gradation goes from RAMAIAH Pink to RAMAIAH Orange. This background can be used in certain cases when the space is not too big.

It can also be used as a page breaker in case of brochures. The type in this case always has to be in white, in Flama (for headings and sub headings) and Gotham (for body copy).
THE RAMAIH
TYPOGRAPHICAL
STYLE
A typographical style is perhaps one of the most effective ways to create brand recall. When applied consistently across applications, it becomes a powerful tool that can help build a strong, memorable visual identity.

Our typographical house style is Flama. This has been carefully chosen to ensure that it is in keeping with the essential character of the brand.

Flama is an unornamented sans serif initially designed for signage which mixes aspects of European and American sans serifs.
With its ‘neutral’ flavour, Flama proves to be highly efficient for signage, corporate as well as for editorial design.

The Flama font family should be used for headings and sub-headings across all communication for the RAMAIAH brand. The family offers a wide variety of weights.

Exceptions are permissible only in the following cases when a Windows default font (Helvetica) must be used:

- Applications that must be sent by e-mail like Power Point presentations or MS Word documents. Since the recipient may not have Flama, it is safe to use a Windows default font. In such cases, **Helvetica** must be used.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample Characters</th>
<th>Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Flama Light</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
<td></td>
</tr>
<tr>
<td>Flama Medium</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
<td></td>
</tr>
<tr>
<td>Flama Semi-Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
<td></td>
</tr>
<tr>
<td>Flama Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
<td></td>
</tr>
<tr>
<td>Flama Extra Bold</td>
<td>ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890</td>
<td></td>
</tr>
</tbody>
</table>
Our secondary typographical house style is Gotham. The font balances an informal and a formal tone. It should only be used for body copy, while Flama should be used for headings and sub-headings only.

Gotham has been highly visible due to its appearance in many notable places, including a large amount of campaign material created for Barack Obama’s presidential campaign.

Developed for professional use, Gotham is an extremely large family, featuring various weights.

GOTHAM is Ramaiah’s secondary typeface
Exceptions are permissible only in the following cases when a Windows default font must be used:

Applications that must be sent by e-mail like Power Point presentations or MS Word documents. Since the recipient may not have Gotham, it is safe to use a Windows default font. In such cases, Helvetica must be used.

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
Our digital typographical house style is Montserrat. The font has similar characteristics to Gotham and is a web friendly font.

Montserrat, like Gotham, also has many weights that can be used to establish hierarchy.

MONTSERRAT

is Ramaiah’s
digital typeface
Montserrat Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Regular
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Semi-Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Montserrat Bold
ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890
This page is intentionally left blank.
# The Ramaiah Stationery

<table>
<thead>
<tr>
<th>Section</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.01.00</td>
<td>Introduction</td>
</tr>
<tr>
<td>3.02.00</td>
<td>Business Card</td>
</tr>
<tr>
<td>3.03.00</td>
<td>Letterhead</td>
</tr>
<tr>
<td>3.04.00</td>
<td>Envelope</td>
</tr>
</tbody>
</table>
This section details the specifications for various kinds of RAMAIYH stationery.

It is important to remember that the quality of the letterhead on which a letter is printed says as much as its content. Business cards with varying designs communicate lack of integration and attention to detail. If quality is the hallmark of the RAMAIYH brand, then every piece of paper that carries communication from RAMAIYH must reinforce this.

Electronic artworks have been developed for all stationery applications. All stationery must be printed only using these and artworks should never be recreated.

Creating differentiation without fragmentation

It is possible to create differentiated stationery without disturbing universal guidelines.

Premium applications can be created by using good quality, textured, uncoated paper stock. Cordenons is recommended.
BUSINESS CARD
GROUP (TRUST MANAGEMENT)

Front

<table>
<thead>
<tr>
<th>Name of Trust</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Bold</td>
</tr>
<tr>
<td>Size 5.5 pts</td>
</tr>
<tr>
<td>Line spacing 7 pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Name of the person</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Medium</td>
</tr>
<tr>
<td>Size 8 pts</td>
</tr>
<tr>
<td>Line spacing 10 pt</td>
</tr>
<tr>
<td>A single line spacing separates the name and designation</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Qualification (If mentioned)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Book Italic</td>
</tr>
<tr>
<td>Size 7 pts</td>
</tr>
<tr>
<td>Line spacing 10 pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Designation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Book</td>
</tr>
<tr>
<td>Size 7 pts</td>
</tr>
<tr>
<td>Line spacing 10 pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Contact details (front)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Medium</td>
</tr>
<tr>
<td>Size 8 pts</td>
</tr>
<tr>
<td>Line spacing 10 pt</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Details on the back</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gotham Medium</td>
</tr>
<tr>
<td>Size 8 pts</td>
</tr>
<tr>
<td>Line spacing 10 pt</td>
</tr>
</tbody>
</table>

Size
90 mm X 50 mm

Paper
250 gsm Cordenons Natural Evolution Ivory

Back

<table>
<thead>
<tr>
<th>Colours</th>
</tr>
</thead>
<tbody>
<tr>
<td>RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange</td>
</tr>
<tr>
<td>Black: C0 M0 Y0 K90</td>
</tr>
<tr>
<td>Watermark: RAMAIAH ORANGE (Multiply 60%)</td>
</tr>
</tbody>
</table>

MR. GURUPRASAD (qualification)
CHIEF EXECUTIVE
M +91 00000 111111 E xx@msruas.ac.in
T +91 00 1000 0000
### BUSINESS CARD

**UNIVERSITY WITHOUT FACULTY**

**Name of the person**
Gotham Medium
Size 8 pts
Line spacing 10 pt
A single line spacing separates the name and designation

**Designation**
Gotham Book
Size 7 pts
Line spacing 10 pt

**Qualification (If mentioned)**
Gotham Book Italic
Size 7 pts
Line spacing 10 pt

**Contact details (front)**
Gotham Book
Size 7 pts
Line spacing 10 pt

**Details on the back**
Gotham Medium
Size 8 pts
Line spacing 10 pt

**Size**
90 mm X 50 mm

**Paper**
250 gsm Ivory/Matt art paper

**Colours**
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0  M0  Y0  K90
Watermark: RAMAIAH Orange (Multiply 60%)
BUSINESS CARD
UNIVERSITY WITH FACULTY
(MSR NAGAR ADDRESS)

PROF. ABBY MATHEW
DEAN
M +91 00000 11111 E xxxxx@msruas.ac.in
T +91 00 0000 0000 F +91 00 0000 0000

www.msrucas.ac.in
M S Ramaiah Nagar
MSRIT Post
Bangalore 560 054
www.ramaiah-india.org

Front

Rest of the specifications same as the card (without faculty)
BUSINESS CARD
UNIVERSITY WITH FACULTY
(PEENYA ADDRESS)

Faculty name
Gotham Bold
Size 5.5 pts
Line spacing 7 pt

Rest of the specifications same as the card (without faculty)
3.02.04

BUSINESS CARD
UNIVERSITY WITH FACULTY AND DEPARTMENT

Faculty name
Gotham Bold
Size 5.5 pts
Line spacing 7 pt

Department name
Gotham Bold
Size 5.5 pts
Line spacing 7 pt

Rest of the specifications same as the card (without faculty)

www.mruas.ac.in

No-470-P, 4th Phase
Peenya Industrial Area
Bangalore 560 058
www.ramaiah-india.org
3.02.05

ALC AND TISSUE BANK

Name of the person
Gotham Medium
Size 8 pts
Line spacing 10 pt
A single line spacing separates the name and designation

Designation
Gotham Book
Size 7 pts
Line spacing 10 pt

Contact details (front)
Gotham Book
Size 7 pts
Line spacing 10 pt

Details on the back
Gotham Medium
Size 8 pts
Line spacing 10 pt

Size
90 mm X 50 mm

Paper
250 gsm Ivory/Matt art paper

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0  M0  Y0  K90
Watermark: RAMAIAH Orange (Multiply 60%)
Name of Trust
Gotham Book
Size 8 pts
Line spacing 11 pt
Single line spacing
separating the
information units

Address and contact
details
Gotham Book
Size 8 pts
Line spacing 11 pt
Single line spacing
separating the
information units

Line separating
information
0.25 pts

Size
210 mm X 297 mm

Paper
120 gsm Cordenons
natural evolution
ivory

Printing method
Offset or Screen
printing

Colours
RAMAIAH Purple,
RAMAIAH Pink, and
RAMAIAH Orange
Black: C0 M0 Y0
K90
GROUP (TRUST MANAGEMENT)

Name, Designation and Trust
Gotham Book
Size 8 pts
Line spacing 11 pt
Single line spacing separating the information units

Address and contact details
Gotham Book
Size 8 pts
Line spacing 11 pt
Single line spacing separating the information units

Line separating information
0.25 pts

Size
210 mm X 297 mm

Paper
120 gsm Cordenons natural evolution ivory

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
3.03.03

A4

UNIVERSITY WITHOUT FACULTY

Address and contact details
Gotham Book
Size 7.5 pts
Line spacing 11 pt
Single line spacing separating the information units

Name of University and mandatory details
Gotham Medium
Gotham Book
Size 7.5 pts
Line spacing 11 pt
Single line spacing separating the information units

Line separating information
0.25 pts

Size
210 mm X 297 mm

Paper
120 gsm Bond/Matt litho

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
Faculty Details
Gotham Medium
Size 9 pts
Line spacing 10 pt
Single line spacing separating the information units

Rest of the specifications same as the letterhead (without faculty)
3.03.05

A4

UNIVERSITY WITH FACULTY AND DEPARTMENT

Faculty Details
Gotham Medium
Size 9 pts
Line spacing 10 pt
Single line spacing separating the information units

Department Details
Gotham Medium
Size 9 pts
Line spacing 10 pt
Rest of the specifications same as the letterhead (without faculty)
Sub Brand Details
Gotham Medium
Size 9 pts
Line spacing 10 pt
Single line spacing separating the information units

Rest of the specifications same as the letterhead (without faculty)
Watermark
The watermark always appears on the bottom right corner of the continuation sheet. Refer (2.11.00) for detailed information.
Details at the bottom
Gotham Book
Size 8 pts
Line spacing 10 pt
Single line spacing separating the information units

Size
220 mm X 307 mm

Paper
120 gsm Cordenons natural evolution ivory

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
Details at the bottom

Gotham Book

Size 8 pts
Line spacing 10 pt
Single line spacing separating the information units

Size
230 mm X 110 mm

Paper
120 gsm Cordenons natural evolution ivory

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
Details at the bottom
Gotham Book
Size 8 pts
Line spacing 10 pt
Single line spacing separating the information units

Size
220 mm X 307 mm

Paper
120 gsm Bond/Matt litho

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
3.04.03

CHEQUE SIZE
UNIVERSITY WITHOUT FACULTY

Details at the bottom
Gotham Book
Size 8 pts
Line spacing 10 pt
Single line spacing separating the information units

Size
230 mm X 110 mm

Paper
120 gsm Bond/Matt litho

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
Faculty Details
Gotham Medium
Size 9 pts
Line spacing 10 pt
Single line spacing separating the information units

Rest of the specifications same as the envelope A4 (without faculty)
3.04.05

CHEQUE SIZE
UNIVERSITY WITH FACULTY

Faculty Details
Gotham Medium
Size 9 pts
Line spacing 10 pt
Single line spacing separating the information units

Rest of the specifications same as the envelope cheque size (without faculty)
ALC AND TISSUE BANK

Details at the bottom

Gotham Book
Size 8 pts
Line spacing 10 pt
Single line spacing separating the information units

Size
220 mm X 307 mm

Paper
120 gsm Bond/Matt litho

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0  M0  Y0  K90
3.04.07

CHEQUE SIZE
ALC AND TISSUE BANK

Details at the bottom
Gotham Book
Size 8 pts
Line spacing 10 pt
Single line spacing separating the information units

Size
230 mm X 110 mm

Paper
120 gsm Bond/Matt litho

Printing method
Offset or Screen printing

Colours
RAMAIAH Purple, RAMAIAH Pink, and RAMAIAH Orange
Black: C0 M0 Y0 K90
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<table>
<thead>
<tr>
<th>Code</th>
<th>Item</th>
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<tbody>
<tr>
<td>4.01.00</td>
<td>Invite</td>
</tr>
<tr>
<td>4.02.00</td>
<td>CD Sticker</td>
</tr>
<tr>
<td>4.03.00</td>
<td>Notepad</td>
</tr>
<tr>
<td>4.04.00</td>
<td>Folder</td>
</tr>
<tr>
<td>4.05.00</td>
<td>Forms</td>
</tr>
<tr>
<td>4.06.00</td>
<td>Certificate - Academic</td>
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<tr>
<td>4.07.00</td>
<td>Certificate - Co-Curricular</td>
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<tr>
<td>4.08.00</td>
<td>Certificate - Grade Reports</td>
</tr>
<tr>
<td>4.09.00</td>
<td>Certificate - Miscellaneous</td>
</tr>
<tr>
<td>4.10.00</td>
<td>Certificate - ALC and Tissue Bank</td>
</tr>
<tr>
<td>4.11.00</td>
<td>Brochure</td>
</tr>
<tr>
<td>4.12.00</td>
<td>Internal Book</td>
</tr>
</tbody>
</table>
For the collaterals of the university the following addresses need to be incorporated based on the location of the faculty/sub-brand.
Chairman, Board of Trustees of Gokula Education Foundation and Staff of Ramaiah Institutions

Cordially invite you to the Felicitation of
Shri. M R Seetharam
(Vice Chairman, Gokula Education Foundation)
On his induction as Minister of Planning, Statistics, Science & Technology, in the Council of Ministers of the Govt. of Karnataka

Presided by
Dr. M R Jayaram
Chairman, Gokula Education Foundation

Date: 29.7.2016  |  Time: 03:00 pm
Venue: MSRIT Auditorium (APEX Block)
Invocation
Welcome
S. M. Acharya,
CEO, GEF (Engg.)

Journey of
M. R. Seetharam
Video

Address
Dr. N.V.R. Naidu
Principal, MSRIT
Dr. Medha Y. Rao
Principal, MSRMC

Felicitation and Presentation of Memento
Felicitation Address
Dr. M.R. Jayaram,
Chairman, GEF

Response by
Sri M. R. Seetharam
Vice Chairman, GEF

Vote of thanks
Dr. D. V. Guruprasad
CEO, GEF (Medical)

Refreshment & Tea
Chairman, Board of Trustees of Gokula Education Foundation and Staff of Ramaiah Institutions

Cordially invite you to the Felicitation of Shri. M R Seetharam (Vice Chairman, Gokula Education Foundation) on his induction as Minister of Planning, Statistics, Science & Technology, in the Council of Ministers of the Govt. of Karnataka

Presided by Dr. M R Jayaram
Chairman, Gokula Education Foundation

Date: 29.7.2016 Time: 03:00 pm
Venue: MSRIT Auditorium (APEX Block)
**Programme**

**Invocation**

<table>
<thead>
<tr>
<th>Welcome</th>
<th>Journey of M. R. Seetharam Video</th>
<th>Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>S. M. Acharya, CEO, GEF (Engg.)</td>
<td>Dr. N.V.R. Naidu Principal, MSRIT Dr. Medha Y. Rao Principal, MSRMC</td>
<td></td>
</tr>
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</table>

**Felicitation and Presentation of Memento**

<table>
<thead>
<tr>
<th>Felicitation Address</th>
<th>Response by</th>
<th>Vote of thanks</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dr. M.R. Jayaram, Chairman, GEF</td>
<td>Sri M. R. Seetharam Vice Chairman, GEF</td>
<td>Dr. D. V. Guruprasad CEO, GEF (Medical)</td>
</tr>
</tbody>
</table>

**Refreshment & Tea**
NOTEPAD
UNIVERSITY WITHOUT FACULTY
4.04.00

FOLDER
UNIVERSITY WITH FACULTY

Options
6 designs of folders are given. They can be assigned for individual faculties or divisions within the faculty.

Colours
The recommended folder colour is light brown. However, in case of unavailability or need for differentiation, other light colours can be used. Care must be taken to ensure that the logo and font are visible against that colour.
4.04.02

FOLDER
UNIVERSITY WITH FACULTY AND DEPARTMENT

Options
6 designs of folders are given. They can be assigned for individual faculties or divisions within the faculty.

Colours
The recommended folder colour is light brown. However, in case of unavailability or need for differentiation, other light colours can be used. Care must be taken to ensure that the logo and font are visible against that colour.
This page is intentionally left blank.
<table>
<thead>
<tr>
<th>RAMAIAH UNIVERSITY OF APPLIED SCIENCES</th>
<th>DATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>REMUNERATION BILL FOR SETTING THEORY / PRACTICAL EXAMINATIONS</td>
<td>EXPERIMENTAL SECTION</td>
</tr>
</tbody>
</table>
4.05.01

FORMS

UNIVERSITY WITH FACULTY
FORMS
UNIVERSITY WITH FACULTY
AND DEPARTMENT

FACULTY OF HOSPITALITY
MANAGEMENT & CATERING
TECHNOLOGY
Department of
Hospitality Management

REMUNERATION BILL FOR SETTING THEORY / PRACTICAL EXAMINATIONS
EXAMINATION SECTION
4.05.03

FORMS
UNIVERSITY WITHOUT FACULTY

---

RAMAIAH UNIVERSITY OF APPLIED SCIENCES

REMUNERATION BILL FOR SETTING THEORY / PRACTICAL EXAMINATIONS
EXAMINATION SECTION

---

© Ramaiah Nagar, MYSURU. Dist, Bangalore 560 094, www.ramaiahuniversity.com | www.ramaiah.edu.in
4.05.04

FORMS

UNIVERSITY WITH FACULTY
REMUNERATION BILL FOR SETTING THEORY / PRACTICAL EXAMINATIONS

<table>
<thead>
<tr>
<th>REMUNERATION BILL FOR SETTING THEORY / PRACTICAL EXAMINATIONS</th>
</tr>
</thead>
</table>

M S Ramaiah Nagar, MSIT Post, Bangalore 560 054. www.msruas.ac.in | www.ramaiah-india.org
Welcome to the Cadaver Surgical Training & Research Lab at the Ramaiah Advanced Learning Center.

The advanced learning center has been planned with utmost care for providing optimum training facilities for the medical & surgical skills of doctors & medical students. The cadaver available in the center is from voluntary body donors who have pledged their mortal remains for the purpose of medical education & research. With this in view it is requested that all personnel handling the cadaver do so with utmost respect & gratitude for this selfless act.

Your safety is our concern, please use all personal protective equipment provided, the Ramaiah Advanced Learning Center will not be held responsible for any injury etc. occurring during the course of the use of the cadaver surgical lab. Your suggestions for the improvement of the facilities are welcome.

Dr. Naresh Shetty
Chief - Ramaiah Advanced Learning Center

User Indemnity

I………………………………………………………………………………………………………………………………… hereby indemnify the management for the Ramaiah Advanced Learning Center from any injury or illness as a consequence of using the Cadaver Lab. I agree to take all universal precautions & use the facility with utmost respect to the cadaver donors.

User Name : ____________________________
User Signature : ____________________________
User contact details : ____________________________
Email : ____________________________
Mobile Number : ____________________________
Welcome to the Cadaver Surgical Training & Research Lab at the Ramaiah Advanced Learning Center.

The advanced learning center has been planned with utmost care for providing optimum training facilities for the medical & surgical skills of doctors & medical students. The cadaver available in the center is from voluntary body donors who have pledged their mortal remains for the purpose of medical education & research. With this in view it is requested that all personnel handling the cadaver do so with utmost respect & gratitude for this selfless act.

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User Name : ..................................................
User Signature : ........................................
User contact details : ...................................
Email : ...................................................
Mobile Number : ......................................
4.05.10

FORMS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY)

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Registration No.</th>
</tr>
</thead>
</table>

M S RAMAIAH UNIVERSITY OF APPLIED SCIENCES

Month/Year of Examination | No. of pages used |
---------------------------|-------------------|
Batch | Semester | Specialization Group |
SL No. of Additional Books |
Subject | Signature and Name of Instructors with date |
CERTIFICATE
ACADEMIC
FOR MANDATORY REQUIREMENTS
(UNIVERSITY)

RAMAIH
M S RAMAIH
UNIVERSITY OF APPLIED SCIENCES

DIPLOMA CERTIFICATE

Certificates that Mr./Ms. ___________________________
__________________________________________________ have been duly awarded the

POST GRADUATE
DIPLOMA IN BUSINESS MANAGEMENT
in recognition of the fulfillment of the Two year Post Graduate Programme
in Business Management

AICTE Enrollment No.: _______________________________
Reg. No.: ________________________________
Batch: ________________________________________
Year of Examination: ________________________________
Specialization: ____________________________________
Grade Awarded: _______________________________ with a
Cumulative Grade Point Average (CGPA) of ____________ on scale of 0-10

Given under the seal of the Institute

Date: __________________________ Director: __________________________
ACADEMIC
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY)

RAMAIAH
M S RAMAIAH UNIVERSITY OF APPLIED SCIENCES
FACULTY OF HOSPITALITY MANAGEMENT & CATERING TECHNOLOGY
Private University Estd. in Karnataka State by Act No. 35 of 2013

DIPLOMA CERTIFICATE

Certificates that Mr/Ms ____________________________ has been duly awarded the

POST GRADUATE DIPLOMA IN BUSINESS MANAGEMENT

In recognition of the fulfillment of the Two year Post Graduate Programme
In Business Management

AICTE Enrolment No: ______________________________
Reg. No: ______________________________________
Batch: __________________________________________
Year of Examination: ______________________________
Specialization: __________________________________
Grade Awarded __________________________________ with a
Cumulative Grade Point Average (CGPA) of ______________ on scale of 0-10

Given under the seal of the institute

Date: ________________ Director: __________________
ACADEMIC
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY AND DEPARTMENT)

M S RAMAIAH
UNIVERSITY OF APPLIED SCIENCES
FACULTY OF HOSPITALITY MANAGEMENT & CATERING TECHNOLOGY
Department of Hospitality Management

DIPLOMA
CERTIFICATE

Certifies that Mr/Ms............................................................ has been duly awarded the

POST GRADUATE
DIPLOMA IN BUSINESS MANAGEMENT

in recognition of the fulfillment of the Two year Post Graduate Programme
in Business Management

AICTE Enrollment No.: ............................................................
Reg. No.: ..................................................................................
Batch: .....................................................................................
Year of Examinations: ................................................................
Specialization: ........................................................................
Grade Awarded: ....................................................................... with a
Cumulative Grade Point Average (CGPA) of ........................... on scale of 0-10

Given under the seal of the institute

Date: ____________________________  Director ____________________________
This is to certify that Mr./Ms. ..............................................

.................................................................

Reg. No. .............................................................

of the .................................................................

Batch, ................................................................. is awarded rank

................................................................. for Specialization course under the

Value Added Course Scheme offered by the Institute.

---

dater: ___________________  director: ___________________
4.06.04

ACADEMIC
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY)

This is to certify that Mr. / Ms. ____________________________

______________________________ ____________________________

Reg. No. ____________________________ ____________________________

of the ____________________________ ____________________________

Batch ____________________________ is awarded rank ____________________________

______________________________ for Specialization course under the

Value Added Course Scheme offered by the Institute.

______________________________ ____________________________

Date: Director
This is to certify that Mr./Ms. ..........................................................

..........................................................

Reg. No. ..........................................................

of the ..........................................................

Batch .......................................................... is awarded rank

.......................................................... for Specialization course under the

Value Added Course Scheme offered by the Institute.

Date: .......................................................... Director
ACADEMIC
FOR MANDATORY REQUIREMENTS
(UNIVERSITY)

RAMAIAH
M S RAMAIAH
UNIVERSITY OF APPLIED SCIENCES
TRANSCRIPT
ACADEMIC
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY AND DEPARTMENT)

TRANSFER CERTIFICATE
This is to certify that

............................................................... has successfully participated in the

Summer Cricket Tournament

Organised by the

............................................................... From

............................................................... Date  Controller of Examinations  Principal
This is to certify that

has successfully participated in the

Summer Cricket Tournament

Organised by the

From

Date

Controller of Examinations

Principal
This is to certify that

……………………………………………………………………

has successfully participated in the

Summer Cricket Tournament

Organised by the

……………………………………………………………………

From

……………………………………………………………………

______ Date _________   ___________ Controller of Examinations   ___________ Principal
This is to certify that

has successfully participated in the

Summer Cricket Tournament

Organised by the

From

Date           Controller of Examinations           Principal
This is to certify that

has successfully participated in the

**Summer Cricket Tournament**

Organised by the

From

<table>
<thead>
<tr>
<th>Date</th>
<th>Controller of Examinations</th>
<th>Principal</th>
</tr>
</thead>
</table>
This is to certify that

______________________________
has successfully participated in the
Summer Cricket Tournament

Organised by the

From

______________________________
______________________________
Data       Controller of Examinations       Principal
This is to certify that

has successfully participated in the

Inter-School Dance Competition

Organised by the

From

Date  Controller of Examinations  Principal
This is to certify that

........................................................................................................................................

has successfully participated in the

Inter-School Dance Competition

Organised by the

........................................................................................................................................

From

........................................................................................................................................

Date            Controller of Examinations            Principal
This is to certify that

........................................................................................................

has successfully participated in the

Inter-School Dance Competition

Organised by the

........................................................................................................

From

........................................................................................................

Date  Controller of Examinations  Principal
Options
In case the certificate does not hold any official or administrative purpose, this format must be used. The color specified for academic, sports and cultural can be adapted respectively.

This is to certify that

………………………………………………………………………………………………………………………………………………
has successfully participated in the

Inter-School Dance Competition

Organised by the

………………………………………………………………………………………………………………………………………………
From

………………………………………………………………………………………………………………………………………………

Date Controller of Examinations Principal
Options

In case the certificate does not hold any official or administrative purpose, this format must be used. The color specified for academic, sports and cultural can be adapted respectively.

This is to certify that

..............................................................................................................................

has successfully participated in the

Inter-School Dance Competition

Organised by the

..............................................................................................................................

From

..............................................................................................................................

Date  Controller of Examinations  Principal
4.07.11

CO-CURRICULAR UNIVERSITY WITH FACULTY AND DEPARTMENT

Options

In case the certificate does not hold any official or administrative purpose, this format must be used. The color specified for academic, sports and cultural can be adapted respectively.

This is to certify that

has successfully participated in the

Inter-School Dance Competition

Organised by the

From

Date

Controller of Examinations

Principal
### CONSOLIDATED MARK LIST

<table>
<thead>
<tr>
<th>Registration No.</th>
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<tbody>
<tr>
<td>Student Name</td>
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<tr>
<td>Course Name</td>
<td>Value Added Course</td>
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<tr>
<td>Specialization</td>
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<table>
<thead>
<tr>
<th>Subject Name</th>
<th>Marks Obtained</th>
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<td>Grand Total</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Pass Class</td>
<td>Percent Aggregate</td>
</tr>
<tr>
<td></td>
<td>Second Class</td>
<td>Percent Aggregate</td>
</tr>
<tr>
<td></td>
<td>First Class</td>
<td>Percent Aggregate</td>
</tr>
<tr>
<td></td>
<td>Distinction</td>
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<table>
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<tr>
<th>Register (Evaluation)</th>
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# GRADE REPORTS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY)

---

**M S RAMAIAH UNIVERSITY OF APPLIED SCIENCES**

**FACULTY OF HOSPITALITY MANAGEMENT & CATERING TECHNOLOGY**

---

**CONSOLIDATED MARK LIST**

<table>
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<th>Course Name</th>
<th>Value Added Course</th>
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<table>
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<tr>
<th>Student Name</th>
<th>Marks Obtained</th>
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**Grand Total :**

<table>
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<tr>
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<table>
<thead>
<tr>
<th>Pass Class</th>
<th>Percent Aggregate</th>
</tr>
</thead>
<tbody>
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<td></td>
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</table>

**Second Class**
**First Class**
**Distinction**

<table>
<thead>
<tr>
<th>Percent Aggregate</th>
<th>Registration (Evaluation)</th>
</tr>
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### MARK LIST

<table>
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<tr>
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<th>Marks Obtained</th>
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</thead>
<tbody>
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</tbody>
</table>

### Grade Criteria

- **Pass Class**: Percent Aggregate
- **Second Class**: Percent Aggregate
- **First Class**: Percent Aggregate
- **Distinction**: Percent Aggregate

---

**Grand Total**:  
**Class**:  

Registrar (Evaluation):
### GRADE REPORTS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY)

---

**GRADE SHEET**

<table>
<thead>
<tr>
<th>E.C. No.</th>
<th>Subject</th>
<th>CR</th>
<th>Max.Marks</th>
<th>Obtained</th>
<th>SGPA</th>
<th>GP</th>
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<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Semester Letter Grade: ________________
Overall Grade Point Average: ________________

**Abbreviations:**
- CR = Credits Assigned in the Subject
- GP = Grade Points awarded
- LG = Letter Grade Corresponding to GP awarded

**Legend:**
- B: Below Average
- D+: Below Average
- D: Satisfactory
- C: Average
- A: Excellent
- A+: Very Good

Registrar (Evaluation)
GRADE REPORTS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY)

GRADE SHEET

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Subject</th>
<th>CR</th>
<th>Max. Marks</th>
<th>Marks Scored</th>
<th>LG</th>
<th>GP</th>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Semester Grade Point Average: ________________________________

Semester Letter Grade: ____________________________

Legend:
A : Outstanding
C : Average
C+ : Satisfactory

Abbreviations:
CR = Credits Assigned in the Subject
GP = Grade Points awarded
LG = Letter Grade Corresponding to GP awarded

Registrar (Evaluation):
GRADE REPORTS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY AND DEPARTMENT)

NAME:/markings

Semester Letter Grade in...............................................................................................................................................................

Semester Grade Point Average.....................................................................................................................................................

Registrar (Evaluation)

Abbreviations:
CR = Credits Assigned in the Subject
GP = Grade Points awarded
LG = Letter Grade Corresponding to GP awarded

Legend
A+ : Outstanding
A  : Excellent
A- : Very Good
B+ : Good
B  : Above Average
C+ : Average
C  : Satisfactory
B- : Below Average
F  : Fail

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<th>Sl. No.</th>
<th>Subjects</th>
<th>CR</th>
<th>Max. Marks</th>
<th>Marks Scored</th>
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Semester Letter Grade in............................................................

Semester Grade Point Average..........................................................

Registrars (Evaluation)
MISCELLANEOUS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY)
MISCELLANEOUS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY)
MISCELLANEOUS
FOR MANDATORY REQUIREMENTS
(UNIVERSITY WITH FACULTY AND DEPARTMENT)
CERTIFICATE
ALC AND TISSUE BANK

PARTICIPATION
CERTIFICATE

Certificates that Mr/Ms .................................................................
................................................................................................. has been duly awarded the

POST GRADUATE
DIPLOMA IN BUSINESS MANAGEMENT

in recognition of the fulfilment of the Two year Post Graduate Programme
in Business Management.

AICTE Enrolment No: .................................................................
Reg.No: ....................................................................................
Batch: ......................................................................................
Year of Examination: ............................................................... Specialization: ........................................................................
Grade Awarded ........................................................................ with a
Cumulative Grade Point Average (CGPA) of ....................... on scale of 0-10

Given under the seal of the Institute

Date: .......................................................... Director
BROCHURE COVER
UNIVERSITY WITHOUT FACULTY

TECHNOLOGY DEVELOPMENT & ENTREPRENEURSHIP
Technology Development Fund

Inspired by Excellence
Geokula Education Foundation (M) encourages individual innovators and aspiring entrepreneurs with innovative ideas from Ramiah Group of Institutions to apply for availing the Technology Development Fund.

**Fund Objectives**

- To encourage research activities
- To build a pool of Intellectual Property which will enhance the profile of GEF(M) faculty, student community and institutions
- To commercialize innovative technologies, products & services for the benefit of consumers

The following broad activities are supported under this program:

1. Technology Product Development
2. Business Incubation
3. Product Commercialisation

**Support Provided**

- Visiting ideas from technical, financial and commercial perspectives
- Providing advisory services (technical & commercial)
- Financial support for approved ideas
- Providing linkages/connections to the academic community, corporate, financial institutions & businesses for targeting the commercialisation of good ideas
- Technical assistance in development of prototypes
- Assistance in establishing startups and marketing the intellectual property

**Who is Eligible?**

- Faculty members of Participating Member Institutions
- Students of Ramiah Group of Institutions
- Third Parties (maybe eligible provided they are associated with Faculty Members and/or Students from Participating Member Institutions)
BROCHURE COVER
UNIVERSITY WITH FACULTY AND DEPARTMENT

RAMAIAH UNIVERSITY OF APPLIED SCIENCES

FACULTY OF HOSPITALITY MANAGEMENT & CATERING TECHNOLOGY
Department of Hospitality Management

TECHNOLOGY DEVELOPMENT & ENTREPRENEURSHIP
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