

CENTRE BRAND GUIDELINES



Led Board Name

- To be provided by **ASDC**
- Partner has to provide a **Logo**
- The size of the led board is **42 x 18** inches (approx.)



Certificate

To be provided, framed, and signed by **ASDC** Authority



Placement of Poster

- Thickness of around **2mm - 5mm** is often suitable. This range provides a good balance between durability, rigidity, and visual appeal.
- The size of the big poster is **24 x 34 inch** (approx.)
- The board should be an **acrylic sandwich board**.



Reference Image

Placement of Boards

- Board should be located at the Entrance/ Reception of the Center
- Board will require a power connection
- **Central Location :** The board should be placed in a central and easily accessible location within the institute. This could be a common area such as a hallway, entrance, or lobby where students, faculty, and visitors can easily see and refer to the guidelines
- **Visibility:** Ensure that the board is prominently displayed and easily visible to everyone passing by. It should be positioned at eye level and in a well-lit area, avoiding any obstructions that may hinder visibility.
- **High-Traffic Areas :** Choose a location where there is a high volume of foot traffic, as this will increase the chances of people noticing and referring to the guidelines. Consider areas near main entrances, student gathering spaces, or administrative offices.
- **Clear and Distinctive Design :** Design the board in a way that distinguishes it from other displays or notices in the vicinity. Use colors, fonts, and branding elements consistent with the educational institute's visual identity to make it easily recognizable as the central brand guidelines board.
- **Adequate Space :** Ensure that there is enough space around the board for people to approach, read, and interact with the guidelines comfortably. Avoid placing it in cramped or crowded areas where it may be difficult for individuals to engage with the content.
- **Protection and Durability :** Consider factors such as weather conditions, potential damage, and maintenance requirements when selecting the placement. If the board will be placed outdoors or in an area prone to high traffic or accidental damage, ensure that it is protected with appropriate materials or enclosures.
- **Complementing Surroundings :** Consider the aesthetics and existing design elements of the institute's environment. The board should complement the overall decor and architecture of the space while still standing out and drawing attention.

Mounting and Maintenance

Mounting

- **Wall Mounting :** Choose a suitable location on the wall for the central guidelines board, as discussed earlier. Ensure the wall is sturdy enough to support the weight of the board.
- **Mounting Hardware :** Select appropriate mounting hardware based on the board's size, weight, and the wall surface. This may include screws, anchors, brackets, or other fasteners. Consult with a professional or hardware supplier if needed.
- **Level and Secure Installation :** Ensure the board is mounted level and securely to the wall. Use a level tool to check for proper alignment. Follow manufacturer instructions and guidelines for installation to ensure a safe and sturdy attachment.

Maintenance

- **Regular Cleaning :** Develop a regular cleaning schedule to keep the board free from dust, dirt, and smudges. Use appropriate cleaning solutions and non-abrasive cloths or microfiber towels to avoid damaging the board's surface.
- **Protection from Damage :** Take precautions to protect the board from potential damage. For example, consider placing the board away from areas with high traffic or where it may be exposed to accidental bumps or impacts.
- **Update and Refresh :** Central guidelines may require periodic updates or revisions. Ensure a process is in place to review and update the content as needed. This may involve printing and replacing specific sections or adding new information to the existing board.
- **Repair and Replacement :** Monitor the condition of the board regularly. If any damage occurs, such as cracks, warping, or fading, address it promptly. Depending on the severity of the damage, it may be necessary to repair or replace the board to maintain its effectiveness.
- **Accessibility :** Ensure the board is easily accessible for maintenance purposes. If it is mounted at a height or in a location that requires specialized equipment or access, plan accordingly to facilitate maintenance tasks.
- **Signage Guidelines :** Adhere to any specific signage guidelines provided by the educational institute. This may include protocols for updating content, preferred cleaning methods, or maintenance procedures.

