काशी हिन्दू विश्वविद्यालय

BANARAS HINDU UNIVERSITY

BHU Graphic Identity Manual

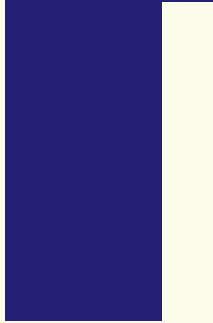# GRAPHIC IDENTITY OF BRAND

Banaras Hindu University

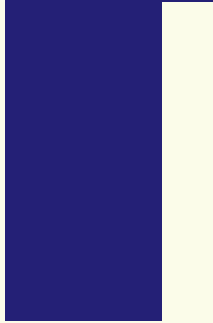**by Dr. Manish Arora**

काशी हिन्दू विश्वविद्यालय

<u></u>

न त्वहं कामये राज्यं न स्वर्गं नापुनर्भवम्।
कामये दुःखतप्तानां प्राणिनां आर्तिनाशनम् ।।

पं. मदन मोहन मालवीय जी

संस्थापक – काशी हिन्दू विश्वविद्यालय

आविर्भावः वि. सं. 1918 पौषकृष्ण 8 (25/12/1861)

तिरोभावः वि. सं. 2003 मार्गशीर्षकृष्ण 4 (12/11/1946)

"A teaching university would but half perform it's function, if it does not seek to develop the heart power of it's scholars with the same solicitude with which it develops their brain power. Hence, this University has placed formation of character in youth as one of its principal objects. It will seek not merely to turn out men as Engineers, Scientists, Doctors, Theologists, Merchants, but also as men of high character, probity and honour, whose conduct through life would show that they bear the hallmark of a great university."

Content

BHU Graphic Identity by Dr. Manish Arora

The Beauty of BHU

BHU is a community of scholars, known for its interdisciplinary, multi cultural representation of Indian soul 'UNIVERSALISM', known for intellectual rigor and engaged in deep and broad research, teaching tomorrow's thought leader to think otherwise, care for others, following tradition and crate disseminate knowledge with a public purpose to serve the Humanity.

**Overall BHU is a
"CAPITAL OF KNOWLEDGE"**

Inventing a symbol who we are

In the visual and communication overburden of 21st century, symbols, logos, logotypes and other elements of graphic design have become necessary shorthand. When there is no time, space, emotions or opportunity, a graphic identity tells in nano seconds to the world of visual and communication, who you are and where you stand for.

Because of that Team BHU Graphic Identity undertook a revolutionary attempt for its challenges, Imagine the challenge. In one graphic symbol, the BHU Graphic Identity(G. I.) Team was charged with capturing the University's legacy of innovations, interdisciplinary and multi cultural historical aspect to global problems.

| *BHU Graphic Identity by Dr. Manish Arora*
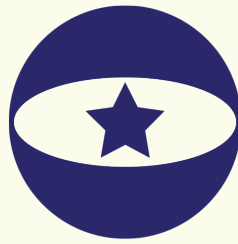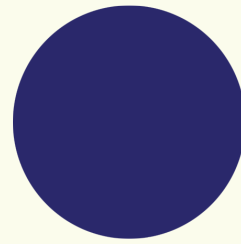
Brand   Identity   Logo

Who we are

If the challenge was intimidating, so were the stakes. More people will se the logo - on BHU business cards, letter-heads, publications, social media and websites - than any other single description or representation of the institute.

Making BHU look like BHU

The BHU G. I. Team embarked on its mission to create a new graphic identity that would embody the spirit and mission of the university, work easily and effectively in toady's media. To meet this goal, the team undertook a series of extensive investigations that proved illuminating, fascinating and often myth busting.

Developing a Graphic Identity

In its discussions with the peoples, the BHU G. I. Team found that many people didn't understand what 'Identity' was all about. Identity, they realized, is one of those invisible aspects of the wider culture that everyone sees, but no one over think about. So the team explain the different but interdependent realities of Identity and Graphic Identity.

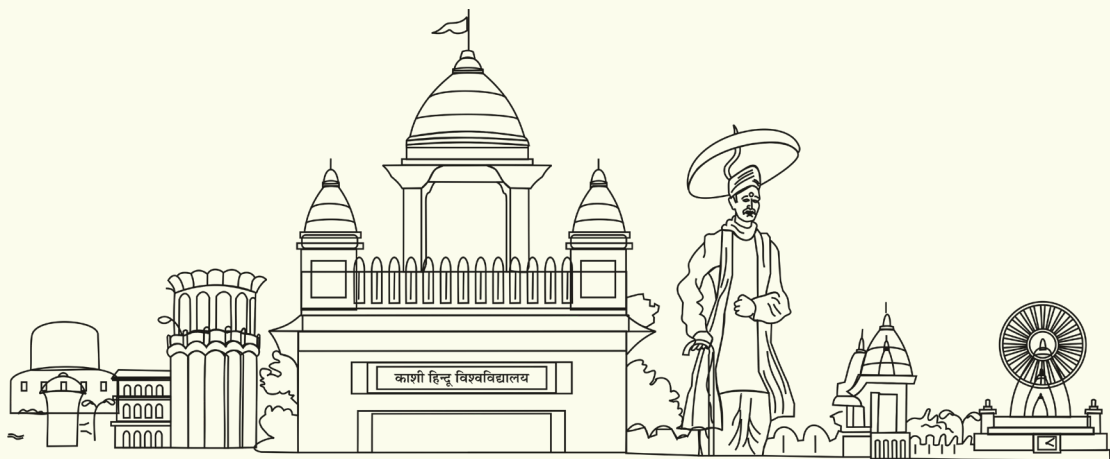# BHU Identity

Identity of any institutions never design by Graphic Designers. Its already exist. An institutions goals, values and mission are expressed in its characteristics and personality. BHU identity is that of Asia's largest interdisciplinary multi cultural residential university, premier educational institutions of the country, traditional and modern educational center etc.

Individual characteristics that from the BHU identity include :

Culture and History of the institutions, Characteristics of the campus life, Focus on Education and Research, Experiences and expectations of the faculty and students life, Relationship with the Society and larger in global way, Relationship with academia, government and business community and Relationship with its Alumni

"Education is not limited to the imparting of information or training of skills.
It has to give the educated a proper sense of values".

Sarvapalli Radhakrishnan

BHU Graphic Identity

Graphic Identity is a set of visual icons that symbolizes an institutions identity. The BHU graphic identity has include such characteristics as its official seal featuring its motto, colours (blue and grey) and the three letters B-H-U in a unique logo and bilingual full name of the university.

You would not likely see all the elements of BHU Graphic Identity in one publication. Seal, Logo, Logotype, Colour and other elements are used according to the use of the medium in which they appear.

The BHU Seal for example is primarly used by Top officials of the University i.e. VC, Registrar, Directors, Deans, HODs, Major Publications, Degrees and other as per permissible by university administration. BHU Logo, Tagline and Mascot is usually seen regularly from Institutions, Faculties and Departments or sports related media.

Value of Graphic Identity

The BHU G.I. team found that one of the most effective ways of describing the concept of graphic identity was to define in terms of value. What exactly is the point of creating aunified symbol for BHU? The team set out to show that the benefits of a graphic identity are practical and elusive, tangible and incalculable, but no less powerful for their variety. Team described these benefits in three categories :

1. Uniformity

A graphic identity uniform an organisation. A cohesive set of symbols tells the world that the university is one community united around a common mission, a extended team of people who value collaboration. Just as important, it reinforces that sense of unity within the group. University logos give members of an academic community a symbol with which to identity.
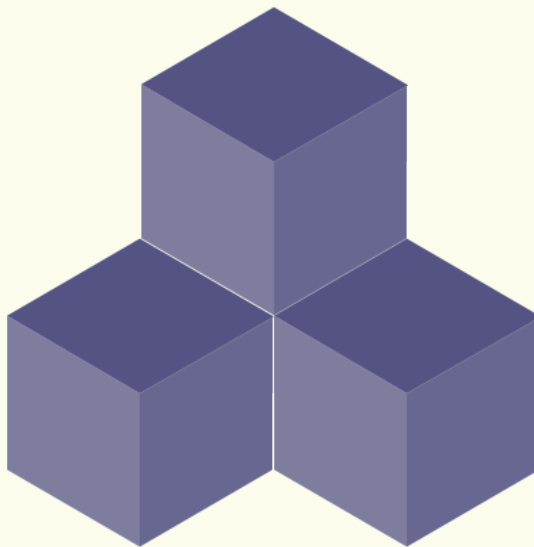
2. Ambassador

A graphic identity is an ambassador. It tells people what you are about when you don't have the opportunity to communicate your identity more widely. The hotographs of this page part of a larger kit of tools in the university's graphic identity, have the greatest visual power to communicate the BHU experience to the world. The logo while having less expressive power, has a much higher rate of exposure than any photograph because it appears on all media generated by BHU.

3. Economical

A graphic identity cuts both time and costs. An established graphicidentity means that members of an organisation don't have to reinvent the wheel every time they produce business papers or publications. Members of the BHU community can even download the logo and all other elements of the graphic identity - an efficiency that saves considerable time and money over trying to re-create or reproduce logos, letterhead formats and other graphic aspects.photograph because it appears on all media generated by BHU.

BHU Seal

UNIVERSITY SEAL – A Brief description

This is the BHU Emblem- Saraswati playing Veena on Hansa and Kamal, encircled in Omkara, confers Amritam- immortality through Vidya- Is a work of art be speaking in the eloquent language of Hindu symbolism the educational and cultural ideals of the university.

SARASWATI is the Goddess of learning, wisdom and knowledge. Her vedic name was also Bharati. Form – White. She represents par excellence the ideals of Indian culture, all that is vest in her philosophy, religion, life and art. She is the Shakti, the propelling energy of Bramha, the creator and all that has been created. KAMAL, Hansa and Water- Saraswati, literary "Born on waters" has the deepest association with water. In th e Vedic period Saraswati was the most sacred river of India and so is she even today. "Saras" means a pool of water, the eternal pond of immortal fluid of "Amrit", i.e. Nector. That pool is called "Brahmasara", i.e. the pond of Brahman the fountain sources of all cosmic potential that is natural and beyond nature. Saraswati is born of this fountain and hence the name "Saraswati" the over flow of that eternal ocean of nectar. Hansa symbolises the individual Soul. According to the Upanishads, the Hansa in the body becomes extrovert and takes to feed from outside. That loving feed is the Lotus, Kamal. Its petals and stalk are relished by the Swan bird (Hansa). The perfect souls become "Paramhansa", the great Swans whose power of flight, thought and vision are much above the ordinary.

| Colour Seal | Black Seal | White Seal |

SIGNIFICANCE OF (OM)

Goddess Saraswati is framed in OM, in the university emblem. Omkara is the quint essence of the Vedas, the summum bonum of all knowledge. OM - A U M is the symbol of Light(Sattva) Activity(Rajas) and Stupor(Thamas)(the three gunas). This OM is within this universe and also beyond it, because in its dual aspects OM of the BHU emblem encompasses the body of Saraswati and is also outside it, enveloping it from all sides, or keeping her in its womb.

The Human voice is the divine Lute, Veena, Goddess Saraswati is playing that Lute in her hands in perfect harmony and rhythmic chanting. He who makes perfect dedication to himself to the Goddess of learning, wisdom and knowledge and life, i.e, Saraswati conquers all friction and disharmony and converts her life in a perfect melody, a superb chant, a deep rhythm, animating his whole being. OM is called " Udeegtha" the cosmic chant of Saraswati's divine lute.

MOTTO OF THE EMBLEM

The end of all knowledge is the attainment of all immortality, i.e. the quest of Death, Victory over the fear of becoming helpless victim of cosmic process of disintegration, decay and disease and death.

The BHU Seal foe example is primarly used by Top officials of the University i.e. VC, Registrar, Directors, Deans, HODs, Major Publications, Degrees and other as per permissible by university administration. BHU Logo, Tagline and Mascot is usually seen regularly from Institutions, Faculties and Departments or sports related media.

BHU New LOGO & TAGLINE

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Logotypes

BHU logotype represents its uniqueness with the culture in modern era through bilingual way of communication. In India Hindi is a National and English is a Universal language. BHU is based on the banks of river 'Maa Ganga' in the World's oldest living city with multi cultural enthusiasm as mini INDIA and widely acceptable Hindi as mother tongue in this region of the Country.

Hindi Logotype represents historical symbol of Hindi writing style 'DEVNAGARI' style of writing. Its strokes presented the one of the major characteristics of BHU in education its sharpness in knowldge and turn according to the need of society. First line of the logotype of BHU - 'KASHI HINDU' appear in larger form and represent its identity in bigger way towards the understanding of communication representation. 'VISWAVIDALYA' appears in next line in one word in small height besides first line represent the universal approaches of university education system of the world - its acceptance.

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English Logotype represents modern symbol of writing style in round form. Its turns presented the smoothness of interdisciplinary multi cultural approaches in global education system of BHU.
First line of BHU English logotype - 'BANARAS HINDU' represent the universal appeal of the name of Kashi in a form of BANARAS and its soul with the word HINDU. Next line 'UNIVERSITY' comes in a one word and larger form represent universally understandable communication way to across global.

BANARAS HINDU
UNIVERSITY

The best part of BHU logotypes are the different size of lines represents the CONTRAST approach of wright communication.

BHU new Logo in variation

BHU New TAGLINE

BHU have its own Tagline for the supporting of Logo. Its represent our core values as per mention in BHU anthem first line - 'SARVA VIDYA KI RAJDHANI - capital of knowledge'

Style of typography for the Tagline is Italic, italic form shown the movement towards future.

One of the major components of BHU logo and Tagline is bonding each other. Principally BHU Logo and Tagline always come together.

सर्वविद्या की राजधानी

सर्वविद्या की राजधानी

सर्वविद्या की राजधानी

capital of knowlegde

capital of knowlegde

capital of knowlegde

Glimpses of LOGO & TAGLINE together

बी एच यू
सर्वविद्या की राजधानी

BHU
capital of knowlegde

बी एच यू
सर्वविद्या की राजधानी

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capital of knowlegde

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बी एच यू
सर्वविद्या की राजधानी

BHU
capital of knowlegde

BHU
capital of knowlegde

BHU
capital of knowlegde

Guideline to maintain BHU Graphic Identity

Need for a visual Identity

The identity of an organization is like its personality. It is something that conveys through visuals, the distinctive character of the company and its activities. Visual Identity performs certain vital functions for the organization, both internally as well as externally. Within the organization, the identity providers a common umbrella for its employees. It is a symbol for association and developing a feeling of camaraderie and of team spirit. This helps reinforce a group identity and loyalty towards the company. For its public face, the visual identity is the most important and handy tool for an organization. It is the one means of communication that can provide instant recognition in the public mind. It also establishes a distinct character that identified the organization and helps it stand out in a competitive information age.

Components of a visual Identity

The visual identity for any organization broadly comprises of three critical components:
- The Symbol
- The Colour Scheme
- Type Style (House Fonts)

The logo – either a symbol, a wordmark; or a combination of both the logo and the logotype, gives the visual identity to an organization. A consistent and undistorted use of the symbol across various applications lend the identity a distinctive images, powerful enough to be identified, recognised and associated with the organization.

Colours are a vital factor in furthering the overall images. Through consistent use of the same set of the colour palette across different mediums, the organization can build up a very unique images in the public mind.
The type style and the fonts used consistently reinforce the visual identity and help in maintaining a consistent image throughout all the communication materials produced by the organization

Why this guideline

For any symbol to be memorable and have the desired recall value, it is imperative that it be reproduced across different media in a consistent manner. The key elements which should be consistently used are the symbol, its colour and the typography. This ensures that the audience experiences the visual identity in the same manner in different communication tools across various media, these guidelines have been developed as a framework to standardize the visual presentation and application of the visual identity of Banaras Hindu University.

Usage. Placement. Logo Colours. Do/don't.

Integrating the Logo into your design

The BHU Logo is a powerful symbol. So powerful, it's necessary to use care in placing it on the page. You'll want to position it for maximum impact, but you'll also want to place it so that it does not overshadow the individual graphic identity of your department or organization. The BHU G. I. Team has developed these pointers to help you get the most out of the logo.

Six essential ideas to make it all work.

1. Pair the logo with the full name.

Logos should reinforce the name of an institutions, not replace it. Whenever possible, the words 'Kashi Hindu Viswavidalya and Banaras Hindu University' should appear on any page that bears the logo BHU logo. Capitalize all letters of English language will strengthen the relationship between logo and name.

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Don't
Use

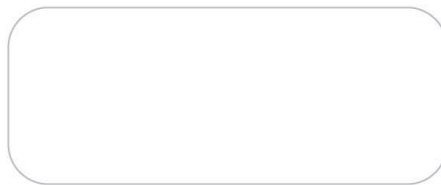काशी हिन्दू
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BANARAS HINDU
UNIVERSITY

Use

2. Involve the logo from the begining.

Think of the BHU Logo as part of your overall composition. If you take the logo's role into consideration from the start, its presence in your design will be more effective. In fact, your entire design will appear more cohesive. When the logo is tacked on at the end of the process, it usually looks an afterthought.

If undelivered please return to:
Office of the Registrar - ACADEMICS
Banaras Hindu University,
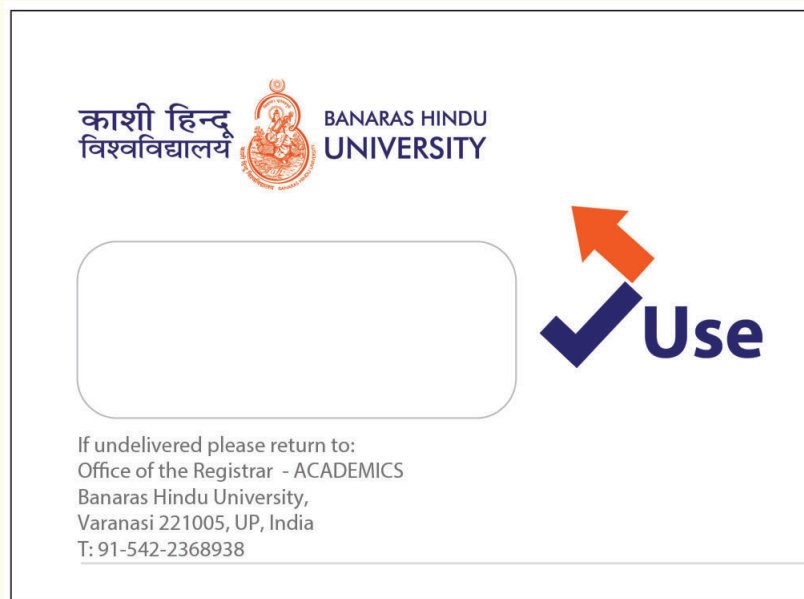Varanasi 221005, UP, India
T: 91-542-2368938

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BANARAS HINDU
UNIVERSITY

Don't
Use

BHU Graphic Identity by Dr. Manish Arora

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If undelivered please return to:
Office of the Registrar - ACADEMICS
Banaras Hindu University,
Varanasi 221005, UP, India
T: 91-542-2368938

✓ Use

3. Give each logo its own space.

Your department or organisation has its own distinct
 identity within BHU. The University graphic Identity
support that individual identity, not compete with it. When
you use both your individual logo and the University logo
in one design, take care to give each its own space.

Welcome to

काशी हिन्दू विश्वविद्यालय | **BANARAS HINDU UNIVERSITY**

✗ Don't Use

Welcome to

काशी हिन्दू विश्वविद्यालय | **BANARAS HINDU UNIVERSITY**

✓ Use

4. Treat the Logo as Logo

Think of the BHU Logo as a symbol rather than as type. It's a graphic elements, not text, and should not be used in place of the letters 'BHU'.

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UNIVERSITY

Don't
Use

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Use

5. Make the Logo visible.

Although it might still be legible at a smaller size, the logo will lose definition and impact if it's reproduced any smaller than 20 mm in height.

काशी हिन्दू विश्वविद्यालय | BANARAS HINDU UNIVERSITY | **Not Smaller than 20 mm in height**

6. Use the tools provided.

The BHU G. I. Team goals in providing these packaged identity products are to save your time, money and frustration. Here you will find the tools to download and work with the logo, order stationery and even download logo templates for stationery, business cards and powerful Power point Presentation.

Provide the logo its own space
Balancing and proportion is an most importent feature of any good design. Graphics, imagery and text must all be balanced on the page so that each element is able to speak clearly. If you give the logo a distinct presence in the design, it will have greater impact and won't distract from other messages you wish to communicate.

बी एच यू BHU

A zone of one bar (1 x a stroke in the 'B') around the logo will give it the room it needs.

1. Make the best use of colour in Logo

If you want the BHU Graphic Identity to resonate, use the University colours blue and orenge, You'll want to stick to the official shades to be authentic. Variations on the official colours may send the message that you are not genuinely part of the University.

Equally important is the position of colour. The BHU G. I. team designed the logo in two tones to emphasize the three distinct letters.

2. Choose colour carefully

University colours will give your logo the most powerful connection to BHU. But if the medium in which you are working requires that you use different colours, opt for two that are distinct but don't contrast two strongly.

3. Make the most of black and white

If because of financial or aesthetic reasons, you decide to produce a black and white publication, download or use black and grey version of the logo.

4. Avoid the multi - coloured look

The G. I. Team found that the Logo loses both its distinctiveness and its dignity in a multi - coloured format. If a logotype is not printed with some uniformity, it looks more like a monogram than a logo. In short it does its identity. Use the to colour tips above to guide you.

5. Choose the right colour for the web

Colour is tricky business on the web, and logo legibility potentially challenging. The BHU G. I. Team has created Logo Lab to help you integrate a colour logo into the design of your web page. You might also consult BHU G. I. webpublishing References.

The BHU G. I. team designed the logo to be printed in two colours. But they also designed it to be flexible so that it stands out just as effectively in black and white, blue and grey. In its design research, however the G. I. Team discovered that certain colour solutions were more successful than others. In fact, it found that a bad choice of colour could obscure the identity of the logo altogether.

BHU Saffron is a mixture of CMYK standard colour combinations. It's inspired from the Indian National Flag and the holy colour 'Kesaria or Saffron' with little modifications. Saffron, the blend of red and yellow, is a mixture of the energy associated with red and the happiness associated with yellow. Saffron is associated with meanings of joy, warmth, heat, sunshine, enthusiasm, creativity, success, encouragement, change, determination, health, stimulation, happiness, fun, enjoyment, balance, freedom, expression, fascination and holiness. It's a colour of joy and creativity.

BHU Blue is a mixture of CMYK standard colour combinations. It's inspired for the Earth, Sky and Sea. It is associated with open spaces, freedom, intuition, imagination, expensiveness, inspiration, and sensitivity. Blue also represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, heaven, and intelligence. Its key elements is its positive affects on the body and mind.

BHU Grey/ Silver is a mixture of CMYK standard combinations with little darker approach. It's inspired from Silver, the metallic refined, distinguished color of riches, has cool properties like gray, but is more lively. The color silver is associated with meanings of industrial, sleek, high-tech, and modern, as well as ornate, glamorous, graceful, sophisticated, and elegant. Silver is believed to draw negative energy out of the body and replace it with positive energy.

Your printer and designer will need these specifications : Print

Process Colour (CMYK)

BHU Blue = 100% cyan, 100% magenta, 0% yellow, 30% black (K)

BHU Saqffron = 0% cyan, 80% megenta, 100% yellow, 0% black (K)

BHU Grey/Silver = 0% cyan, 0% megenta, 0% yellow, 70% black (K)

Web - Safe

Web - safe BHU Blue = hex # 211D70 (RGB equivalent = R 33, G 29, B 112)

Web - safe BHU Saffron= hex # F15A22 (RGB equivalent = R 241, G 90, B 34)

Web - safe BHU Grey/Silver= hex # 6D6E70 (RGB equivalent = R 109, G 110, B 113)

Choosing a Font

When choosing a font, consider one that fits the personality of your page, the message you are writing about and the tone you are using to communicate those message. A well-crafted page is the result of a successful choreography of writing, design, images and typography.

BHU does not have one official font because no one font could express all the diverse messages being communicated at the Institute.

It's also true that few fonts work well in all situations. A font that works effectively on the web might look clumsy and unrefined in print. Other work in larger sizes, but loose their character at 8 or 10 points. The recourse developed by BHU   G. I. Team will help you choose a font for different type of works and give you insights into the art and science of Tpography.

For Official letters

Font Name- Calibri - A Quick Brown Fox Jumps Over The Crazy Dog.

Font Nmae– Andalus– A Quick Brown Fox Jumps Over The Crazy Dog.

For Documentation Font Name - Bookname Old Style

A Quick Brown Fox Jumps Over The Crazy Dog.

For Posters - Font Name- Impact

A Quick Brown Fox Jumps Over The Crazy Dog.

For Events FFont Name- Cooper Black

A Quick Brown Fox Jumps Over The Crazy Dog.

Viewing the Logo in Action

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BANARAS HINDU
UNIVERSITY

राष्ट्रीय महत्व का संस्थान
संसद के अधिनियम संख्या २२५ (१९१६) द्वारा स्थापित

बीएचयू
सर्वविद्या की राजधानी
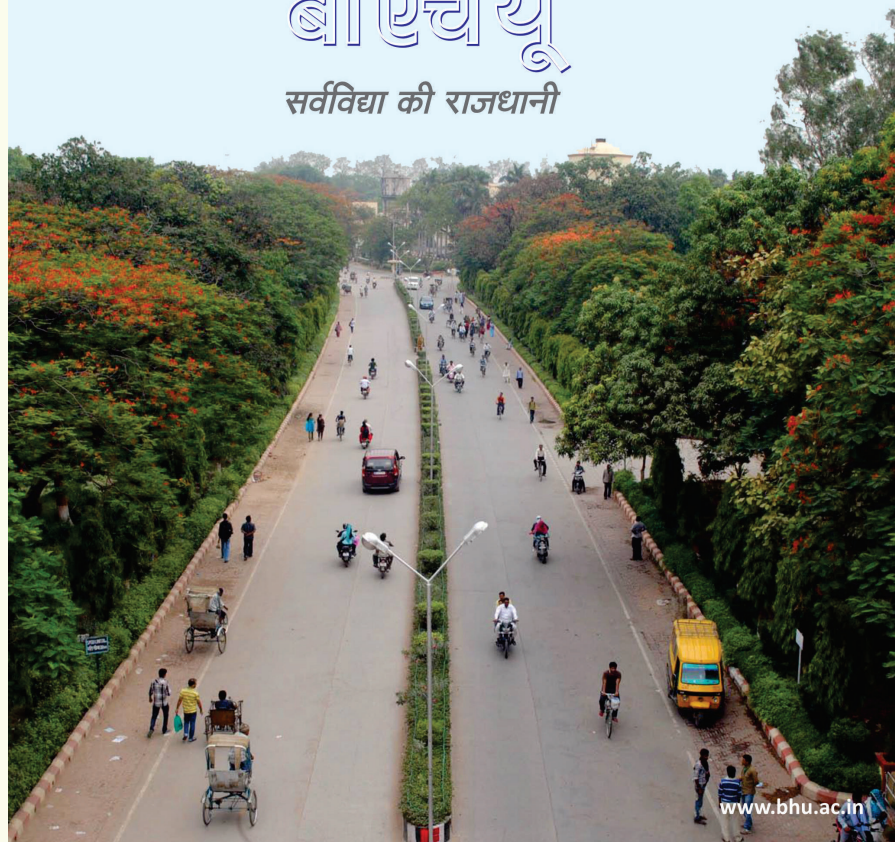
www.bhu.ac.in

BHU New Pictograms

A pictogram, is an ideogram that conveys its meaning through its pictorial resemblance to a physical object. Pictographs are often used in writing and graphic systems in which the characters are to a considerable extent pictorial in appearance. Pictography is a form of writing which uses representational, pictorial drawings, similarly to cuneiform and, to some extent, hieroglyphic writing, which also uses drawings as phonetic letters or determinative rhymes.

BHU Graphic Identity by Dr. Manish Arora

Signage System

Signage is the design or use of signs and symbols to communicate a message to a specific group, usually for the purpose of marketing or a kind of advocacy. Signs are any kind of visual graphics created to display information to a particular audience. This is typically manifested in the form of way finding information in places such as streets or on the inside and outside of buildings. The main purpose of signage inside BHU campus is to communicate, to convey information such that the receiver may make cognitive decisions based on the information provided.

In general, signage will be classified according to the following functions:

- Information: signs conveying information about faculties, administrative, hostels and other buildings.
- Direction: signs showing the location of administrative, hostels and other buildings such as sign posts or directional arrows.
- Identification: signs indicating administrative, hostels and other buildings such as room names and numbers, restroom signs, or floor designations.
- Safety and Regulatory: signs giving warning or safety instructions, such as warning signs, traffic signs, exit signs, or signs conveying rules and regulations.

छात्र अधिष्ठाता कार्यालय
Dean of Student Office

पेयजल
Drinking Water

महिला प्रसाधन
Ladies Toilet

भारतीय प्रौद्यौगिकी संस्थान (बीएचयू)
Indian Institute of Technology (BHU)

भारतीय स्टेट बैंक
State Bank of India

हैदराबाद गेट
Hydrabad Gate

केन्द्रीय कार्यालय
Central Office

विश्वनाथ मन्दिर
Vishwanath Temple

केन्द्रीय ग्रन्थालय्
Central Library

बी एच यू
सर्वविद्या की राजधानी

BHU
capital of knowlegde

भारतीय प्रौद्यौगिकी संस्थान (बीएचयू)
Indian Institute of Technology (BHU)

भारतीय स्टेट बैंक
State Bank of India

हैदराबाद गेट
Hydrabad Gate

केन्द्रीय कार्यालय
Central Office

केन्द्रीय ग्रन्थालय
Central Library

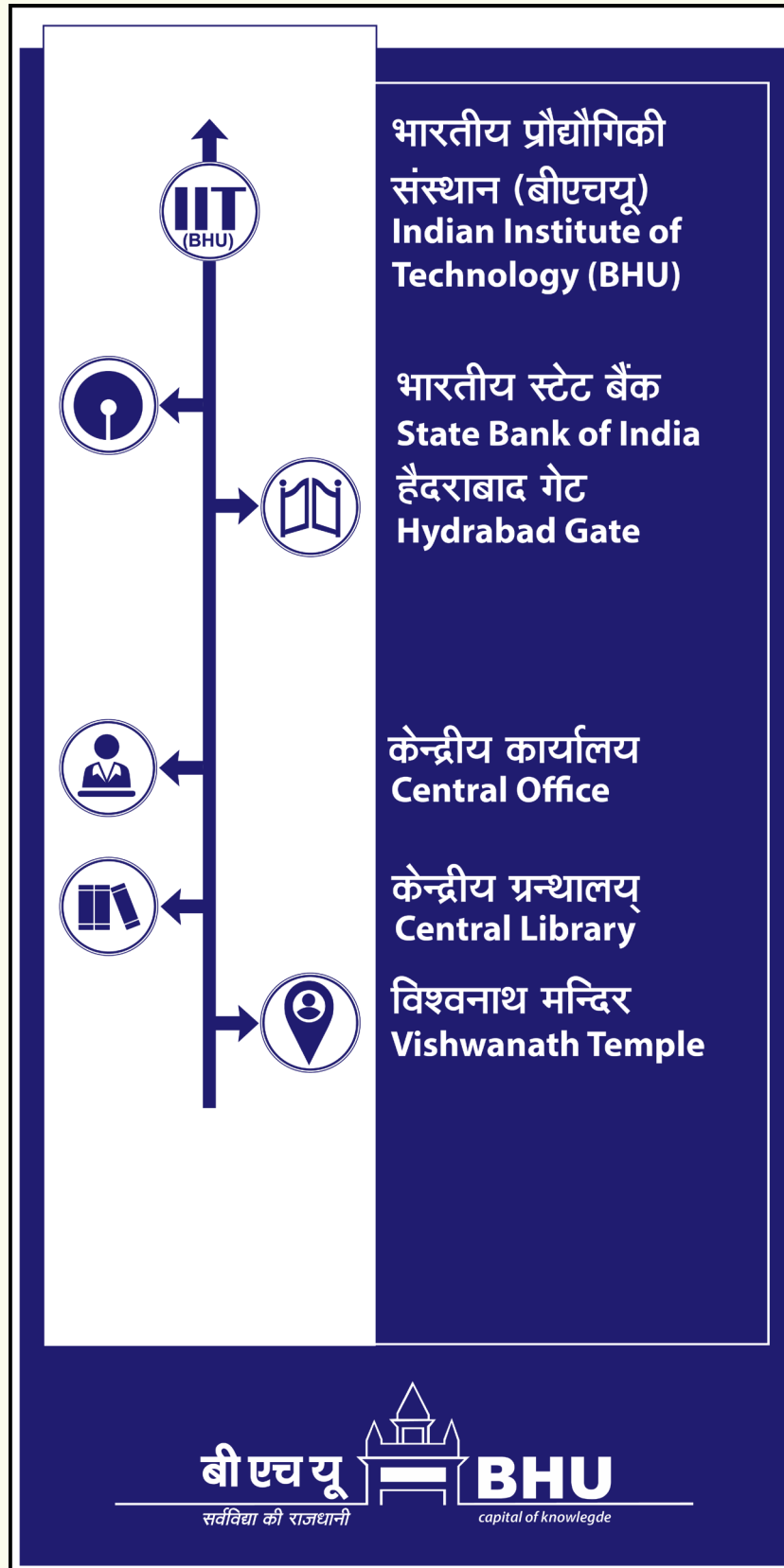विश्वनाथ मन्दिर
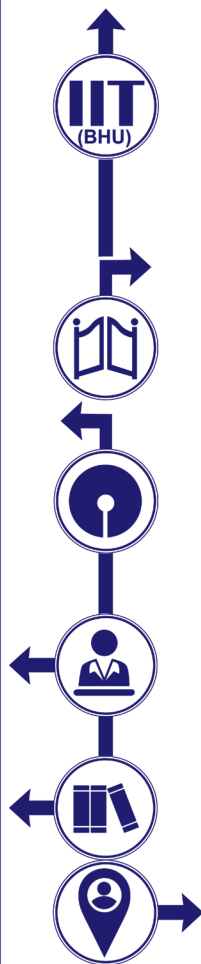**Vishwanath Temple**

बी एच यू
सर्वविद्या की राजधानी

BHU
capital of knowlegde

भारतीय प्रौद्यौगिकी संस्थान (बीएचयू)
Indian Institute of Technology (BHU)

हैदराबाद गेट
Hydrabad Gate

भारतीय स्टेट बैंक
State Bank of India

केन्द्रीय कार्यालय
Central Office

केन्द्रीय ग्रन्थालय्
Central Library

विश्वनाथ मन्दिर
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Hydrabad Gate

भारतीय प्रौद्यौगिकी संस्थान
(बीएचयू)
**Indian Institute of Technology
(BHU)**

बी एच यू **BHU**
सर्वविद्या की राजधानी *capital of knowlegde*
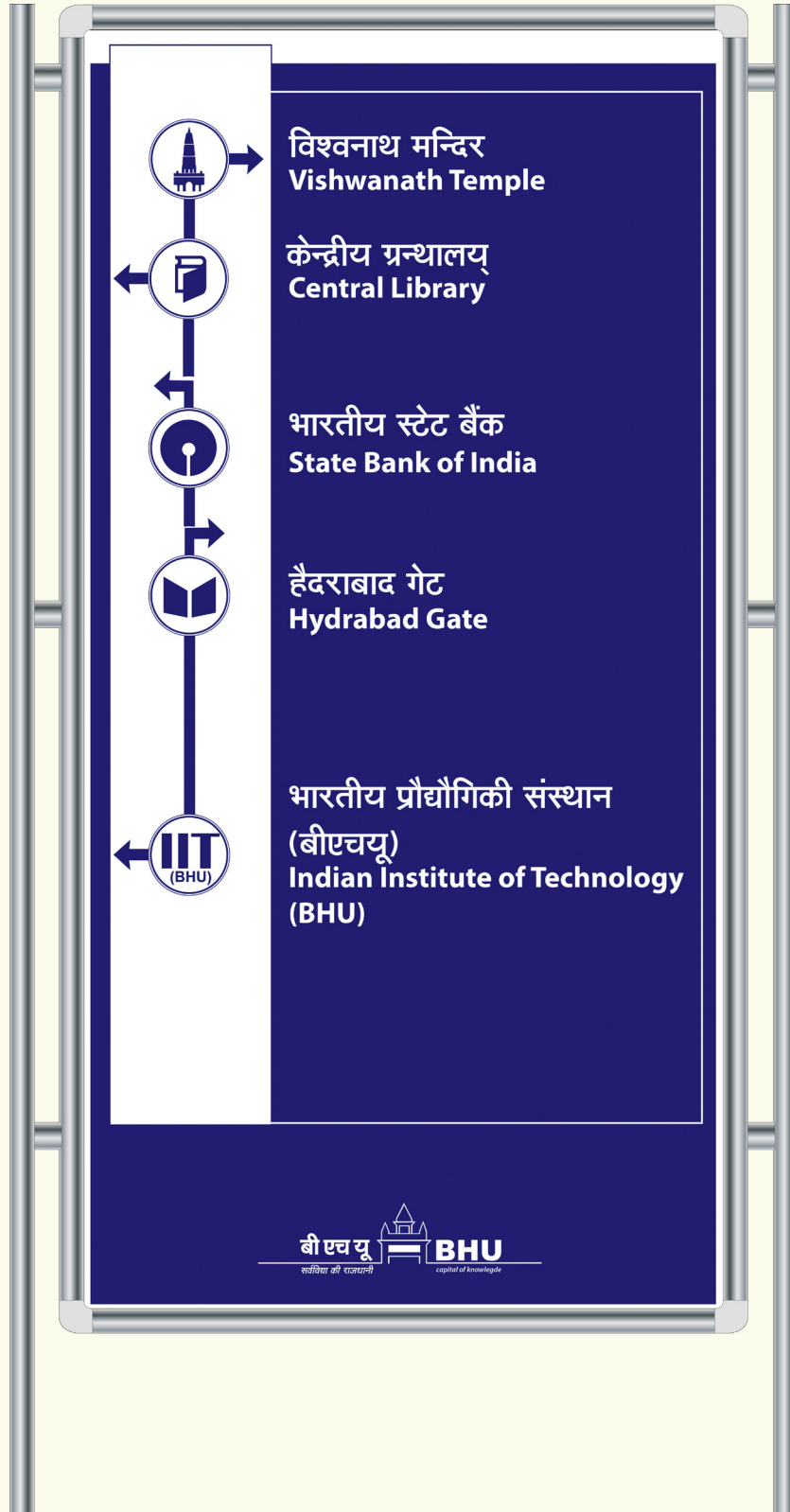
Images

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BHU Graphic Identity by Dr. Manish Arora

BHU Centralise Official Stationary

Being an educational institution, we would definitely want to set the right impressions and this letterhead design will surely help us achieve that. The featured layout is very unique because instead of just the usual text, it incorporates some design elements that are appropriate for the academic setting.

File No. ....

DEVELOPMENT

काशी हिन्दू विश्वविद्यालय | BANARAS HINDU UNIVERSITY

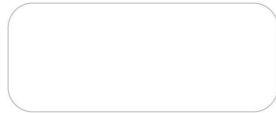An Institution of National Importance established by an Act of Parliament

Name _____

Subject _____

Year _____

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विश्वविद्यालय

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Mobile Application and Website

Mobile Application

In current scenario Apps have definitely made our lives simpler and easier. Hence, the fact that there are many apps in the market today for university should not come as a surprise. I think such apps bridges all communication gap between the university, parents and students! BHU mobile app is a platform for smooth, paperless and real time communication.
Below are the benefits of Mobile Apps for Schools, Parent & Students:

For the BHU:

- Fast communication with the parents
- Paperless and free of cost under the Free Forever plan, hence saving costs
- Reliable - receipt for every message/ update that has been sent
- No restriction of data - you can send pictures, files, PDF, hyperlinks, etc

For parents:

- Easy to connect with the BHU administration
- Easy access to attendance records and result sheets
- Pay fees online
- Free of cost under the Free Forever Plan (no ads, no sub-scription fee)

For students:

- Motivation to perform better since parents can keep real time check on them through app!
-No more fooling parents!

Welcome to

काशी हिन्दू विश्वविद्यालय BANARAS HINDU UNIVERSITY

BHU Graphic Identity by Dr. Manish Arora

About Us

Central Office

Central Library

Internal Notice

Awards

Publication

Computer Center

Helpline

Website

To create an intractive website of bhu it was followed by followings guildline.

1. Clearly identify BHU on every page

The name of BHU should be clearly visible on every page. Because, not everyone arrives at your website from the homepage; many will arrive on internal pages via search. For subsites and microsites especially, it is essential that users know which university they're looking at. Although it might be obvious to us that the Faculty of visual arts is a part of BHU, not everyone will know that. By having your full university name shown prominently on each site (i.e., not just in the footer).

2. Use images that reflect BHU's values and priorities

Visitors make value judgments about BHU based on the images that we use. A few photos of sporting events: users see an emphasis on athletics. A video gallery with thumbnails of people that all look the same: users see a lack of diversity. When selecting images, be conscious of what each one communicates individually and as part of the whole. Users can tell the difference between genuine photos and stock images. Stock photos often elicit responses about the university being generic, bland, or showing little effort. In contrast, users appreciate images that look authentic and representative of what it's like to be at BHU.

BHU Graphic Identity by Dr. Manish Arora

3. Make our About Us page count

The About Us page is one of the top places where prospective students go to decide if a university is a good fit for them. Unfortunately, this area is a missed opportunity on many university sites, with too much content that is dull, uninformative, and feels like generic marketese. Universities aren't alone in having subsatisfactory About Us pages (in our study of About Us pages, the average satisfaction rating was 4.6 on a scale of 1–7), but that's no excuse. Improve this page by leading with an informative summary of BHU. Write this summary in plain language, and offer an easy-to-scan fact list.

4. Emphasize BHU's strengths and achievements

When first looking at new university, visitors want to know why BHU is special and what we're proud of as an institution. Gather those statistics, rankings, and awards, and make them easy to find (for example, on your About Us page). We know that users scan pages; they rarely read full text. So, shouldn't bury valuable, potentially persuasive, data in long, dense paragraphs. Walls of text won't work well on the main website, on individual Faculty webpages, or on department pages.

5. Make it easy for users to view a list of majors and programs

Prospective students look for specialization and programs, not departments or faculties. In research, a staggering 48% of users didn't realize that the university offered the program that they were looking for even when it did. A reason was that people didn't know which degrees belonged to which faculty — when they didn't find a program where they expected it to be, they assumed it simply wasn't offered. Instead of forcing users to guess where their program of interest is, offer the option to view all the specialization and programs. For universities with lots of programs, group them by departments or faculties, but make sure the degree names are visible.
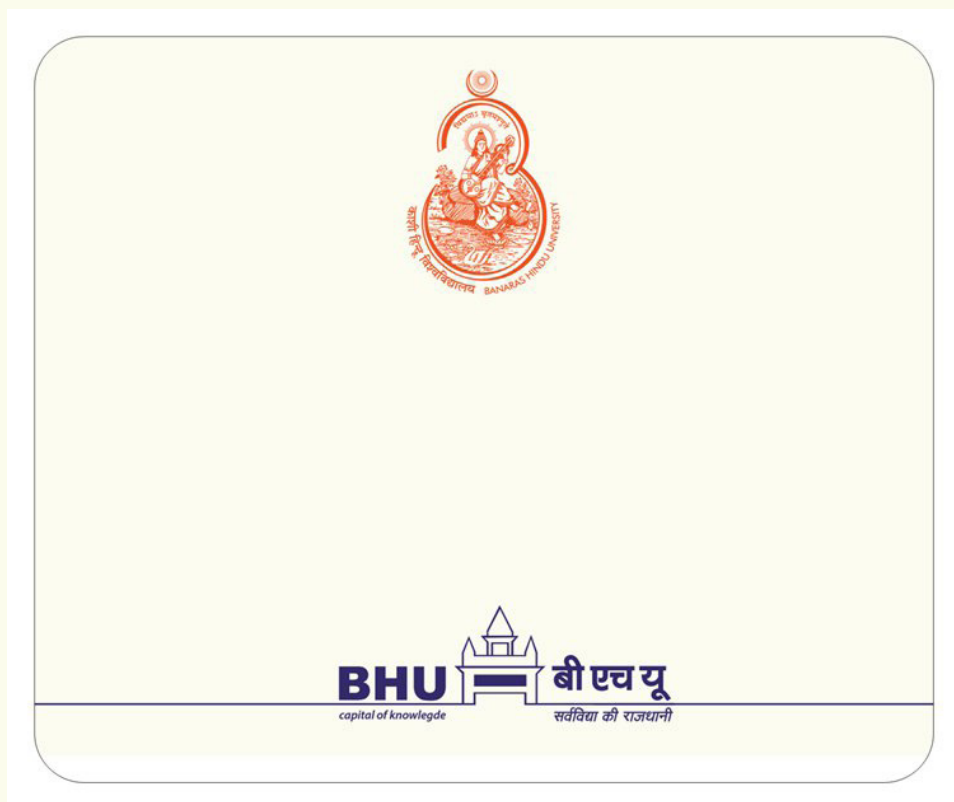
6. Provide information about job placement after graduation, and link to it from the alumni section of the website

When evaluating Universities, another top concern for both prospective students and parents is whether the investment in education will pay off after graduation. In research, the first place where users went to find this information was the Alumni page, which they associated with all things after college. BHU should provide data about what graduates are doing after education, with numbers and sources to support those claims. At the very least, make job placement data available from the BHU's About Us, Admissions, and/or Career Center pages, with a link from the Alumni section.

Souvenier Shop

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