



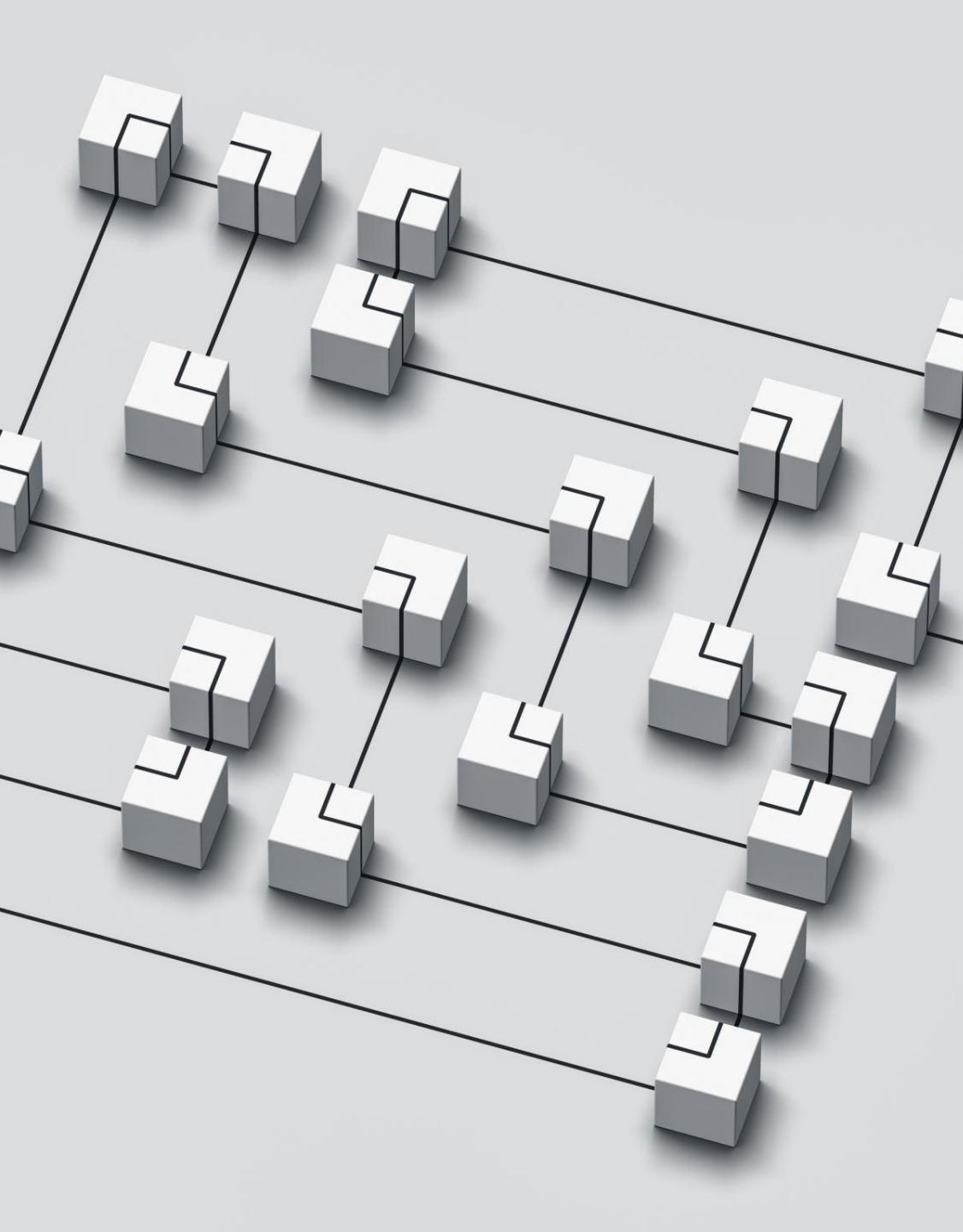
INFRASTRUCTURE BRANDING

@ CHITKARA UNIVERSITY, PUNJAB

INFRASTRUCTURE BRANDING

- Infrastructure Branding can be defined as our *style statement*, that would define brand **CHITKARA** through our infrastructure and boldly showcase our magnificent identify.
- We proudly believe - ***our infrastructure branding should say it alland facilitate our brand name to stand tall!***
- The infrastructure branding should also enhance the user experience and provide absolute clarity about our infrastructure and facilities.





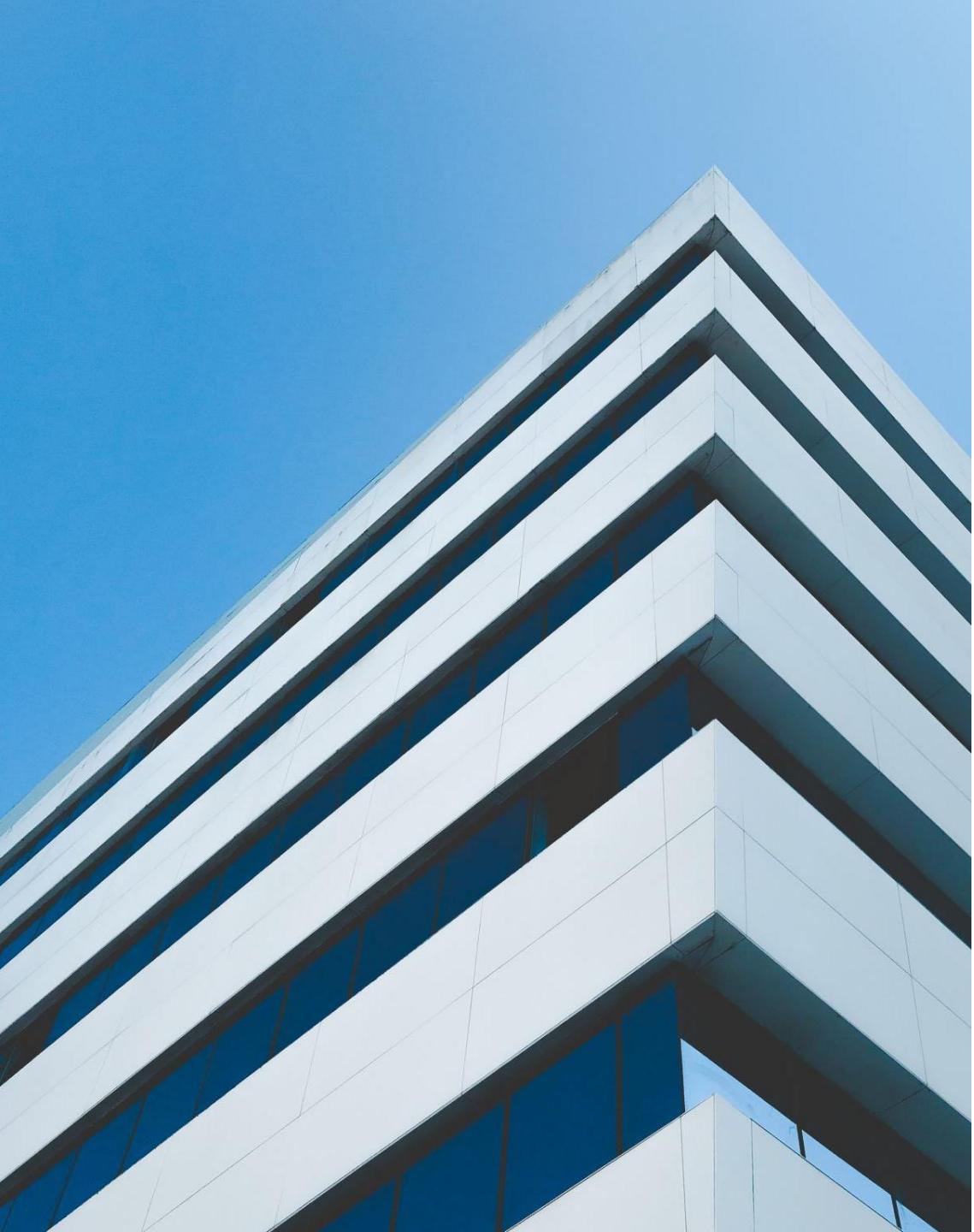
PROCESS

- A few changes have been made to the existing process of demands for **Infrastructure Branding**.
- Further slides are an effort to explain the process that maybe followed henceforth.

NEW VENUES

When new venues are handed over to any department / school/ college /team, the required **Infrastructure Branding** would be provided centrally, as per the standards/ norms of our campus.





EARMARKED AREAS

- Certain areas of most buildings are earmarked for the concerned department / school/ college/ hostel (any user team), to showcase their specific achievements / USPs/ compliances etc..
- The infrastructure branding demands of these areas shall be confirmed to the Office of Administration via mail, by the users.
- **The process shall be made online, in the near future, for easy tracking of demands and their closures.**
- The designing of these branding material would be done with expertise by designers from Office of University Communication, in sync with the Office of Administration and the user team.

NAME PLATES

Standard Venues	<p>Standard Venues shall be provided nameplates - no specific demands required for the same. These include - Washrooms / Pantries /Conference Room /Store / Fire Duct/ Electrical Room/ Panel Room / Janitor Room etc.</p> <p>Statutory warnings to be displayed, if any, would be provided based on discussions/ demands with concerned teams.</p>
For Other Venues & Individual Name Plates	<p>Nameplates of Staff / Faculty / LH No. / Studio Number/ Name of Lab / Names of equipment/instrument / Guidelines in labs/ Name of Centre etc., the concerned users would need to forward the details via mail to the Office of Administration.</p> <p>The name /designation details of faculty/staff would be finally approved by HR.</p>

EXISTING DEMANDS

Since we are shifting to a new process, and to enable a smooth transition, existing demands already raised by various teams with OUC and awaited, can be listed and shared with the Office of Administration, so that the same can be closed, at the earliest, with the joint effort of the Office of Administration and the Office of University Communication.



POINTS OF CONTACT

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