

Brand Guidelines

CONNECT COLLOCATE COLLABORATE

To catalyse meaningful collaboration between IIT Bombay and innovation-driven industries - by providing infrastructure, co-creation space, and long-term engagement that fuels R&D, product development, and national technology growth.

Vision

To be a leading global hub for technology innovation.

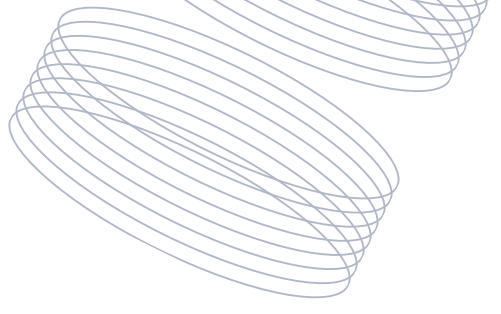
Mission

- Fostering academia-industry collaboration for research translation.
- Nurturing world-class talent in emerging technology areas.
- Supporting the development of a vibrant deep tech entrepreneurship ecosystem



Brand Introduction

ASPIRE - IIT Bombay's Research Park, fosters deep, sustained partnerships between academia and industry, enabling R&D-centric MSMEs along with large enterprises to co-create, collocate and collaborate with IIT Bombay across diverse sectors such as clean energy, semiconductors, quantum tech, advanced materials, etc.



- URBAN RESEARCH PARK - NOT AN INCUBATOR, NOT A CONSULTANCY.
- R&D-DRIVEN ENGAGEMENT WITH ESTABLISHED COMPANIES AND MSMEs
- NATIONAL AND GLOBAL PARTNERSHIPS
- STATE-OF-THE-ART ACADEMIC INFRASTRUCTURE

Messaging Pillars



Professional
not
bureaucratic

Aspirational

TONE OF VOICE

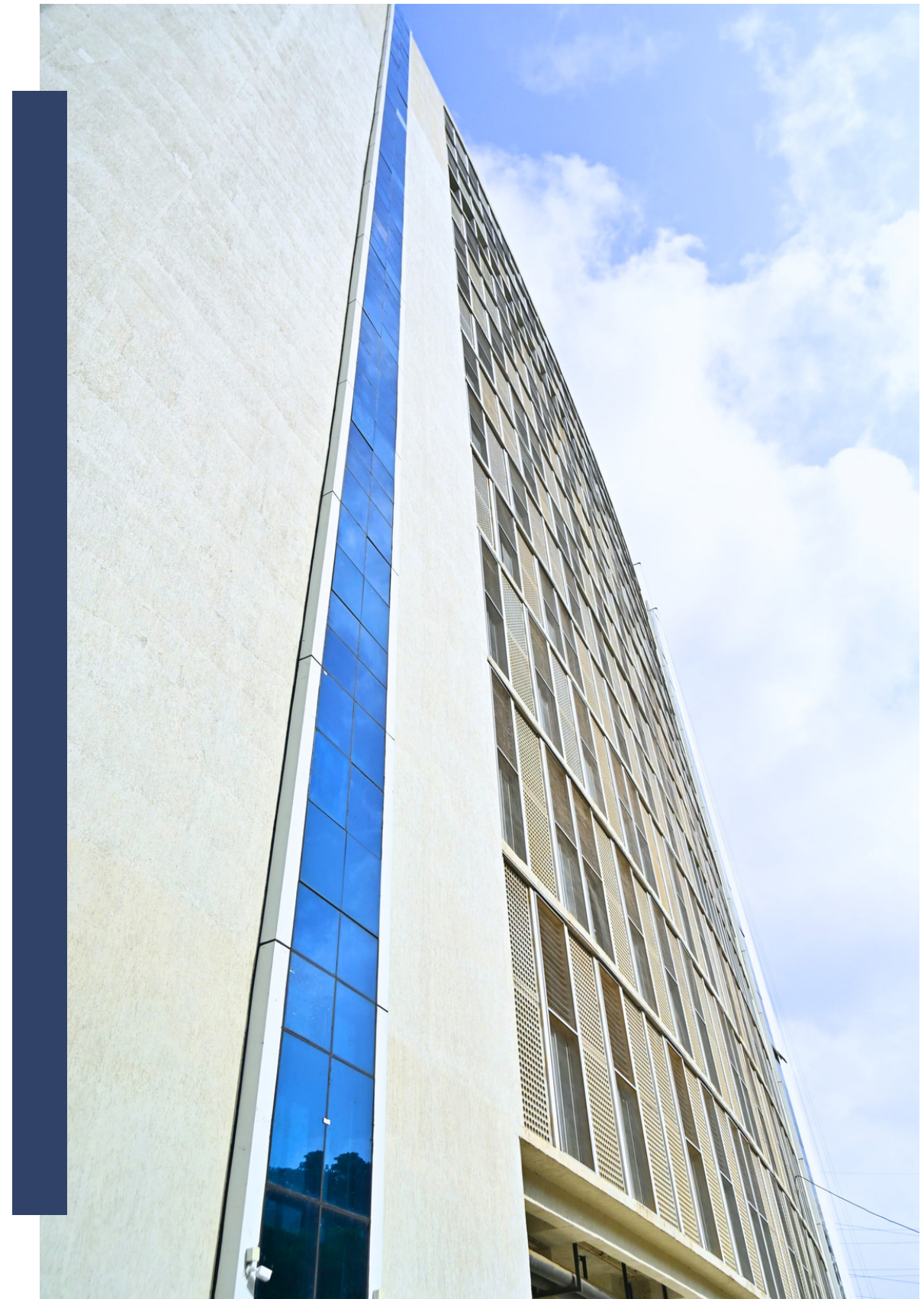
Grounded in R&D

Clear, focused,
and collaborative

Boilerplate

ASPIRE IIT Bombay Research Park Foundation is dedicated to bridging the gap between academia and industry. Situated within the IIT Bombay campus, it offers R&D-driven companies a unique environment to collaborate directly with top-tier faculty, access advanced laboratories, and co-develop technologies across critical sectors like clean energy, quantum science, semiconductors, advanced materials, etc.

Since its virtual inauguration by Hon'ble Prime Minister Shri Narendra Modi in 2024, ASPIRE has emerged as a strategic platform for long-term innovation partnerships and nation-building through deep science.



Visual Identity

Our logo is a core element of ASPIRE's visual identity and represents the values of innovation, collaboration, and scientific excellence. To maintain consistency and brand integrity, it must always be used in accordance with the established guidelines.



Symbol

aspire
IITB Research Park
Foundation

Logo Font



aspire
IITB Research Park
Foundation

Main Logo

Colour Palette



ASPIRE's colour palette is inspired by a balance of technology and nature — combining institutional depth with vibrant, forward-looking accents. These colours should be used consistently across all visual communication to maintain brand coherence and credibility.

White

Cream

Green

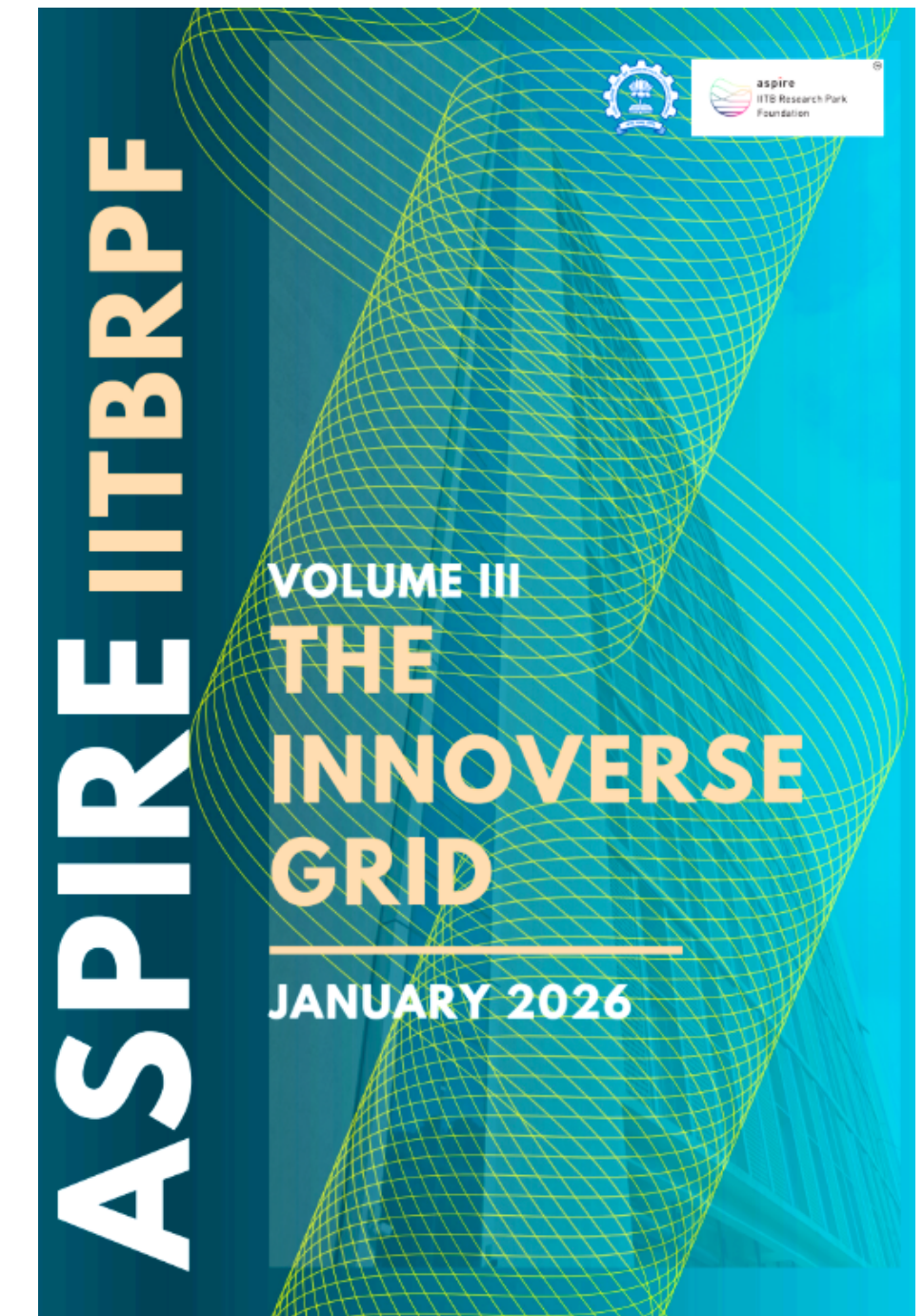
Blue

Brand Colours <https://drive.google.com/file/d/1Lx3PPF0BBjq7UtcN7Z6DUMDGGI0EFXpZ/view?usp=sharing>

Imagery Style

Our imagery style emphasises authentic, high-quality photography that captures real people, places, and moments across ASPIRE. We avoid generic stock images in favour of visuals that reflect our ecosystem of innovation, collaboration, and cutting-edge research. All images should be contextually relevant, professionally composed, and consistent with our brand tone — modern, credible, and forward-thinking.





Brand Assets

https://drive.google.com/drive/folders/1j1GNeZl_o2nhYFNIGdW7wphWmFSz1jYZ?usp=sharing

Media Kit

The kit offers quick access to ASPIRE's official brand assets and key information. It includes our marketing collateral, high-quality images and recent event highlights.

Access the complete media kit here:
<https://drive.google.com/drive/folders/1JaKjjReS18-TQNgrHcAz6tuXZYBrvTGT?usp=sharing>

Contact Information



marcom.team@iitbresearchpark.com



+91 9372952757
+91 9636130843



<https://iitbresearchpark.com/>



IIT Bombay
Research Park Building
11th Floor, ASPIRE - IITB Research
Park Foundation, IIT Bombay,
Mumbai – 400076