

IISc Launches its Brand Statement

“What advances a nation or a community is...to lift up the best and the most gifted, so as to make them of the greatest service to the country.”

This was the thought that motivated Jamsetji Tata to set up IISc with support from the Maharaja of Mysore, Krishnaraja Wadiyar IV, and the Government of India, more than 110 years ago.

IISc has a rich legacy of fundamental scientific contributions as well as the application of its research findings for the benefit of society. Its research output is diverse, interdisciplinary and cuts across traditional boundaries. Today, IISc has over 42 academic departments and centres that come under six divisions.

The Institute places equal emphasis on student learning, with several postgraduate and PhD programmes, and a new dedicated four-year undergraduate programme, aimed at encouraging bright young students to pursue careers in the basic sciences.

Physically too, the Institute has grown. It occupies a green, sprawling 400-acre campus in Bengaluru that is home to both historic and modern buildings and research facilities. A new campus is also coming up in Challakere, Chitradurga district, Karnataka.

In the coming years, IISc, having been granted the status of an Institute of Eminence, aims to position itself among the world's foremost academic institutions. It will focus on building its core research strengths in all frontiers of science and engineering, develop world-class teaching programmes, nurture translational research, and encourage the incubation of successful start-ups. It will continue to empower researchers from diverse disciplines to work together to solve pressing challenges. It will also continue to carry out activities with direct social impact, such as training school teachers, disseminating sustainable rural technologies, and research in areas such as climate change, healthcare, water management, and renewable energy. At the same time, it also seeks to embrace modern professional practices, and benchmark itself against international standards.

We have long felt a need to bring this vision and diversity under a “brand” identity that would have the inherent flexibility to allow for a variety of expression, while allowing us to remain rooted in our core strengths. This effort seeks to empower IISc's vision to embrace the new, while remaining conscious of its heritage and committed to preserving its scientific legacy.

After a long engagement with a cross-section of stakeholders, and deliberations between an IISc committee and professional designers, the following brand statement has been evolved:

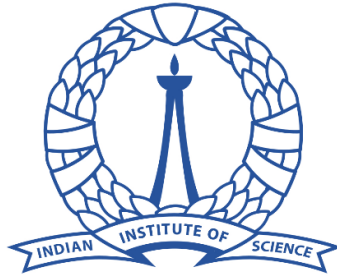
Discover and Innovate, Transform and Transcend, Serve and Lead

These words have been chosen to describe what we do, what we aspire for, and what we are committed to.

This brand position has also led to a logo that will now form part of a colourful visual identity of the Institute. This logo, the various shapes embedded in it, and the colours, will be used in signage and collaterals, and in publicity material.



In keeping with its commitment to preserve its history, IISc will continue to have a seal (or “crest”), which is a refined version of its traditional emblem made compatible with modern digital media. It will continue to be used in official documents such as degree certificates, transcripts, legal documents, MoUs, and on the IISc Main Gate, official ceremonial banners, and so on.



IISc’s effort to develop its brand statement, various representative visuals, and affirmation of its heritage with a modernised version of its seal, heralds a new beginning in its quest to achieve greater heights in the future.