



IIT SANS FONT USAGE GUIDE

November 2019

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For Internal Circulation Only

Preface

This font usage guide has been prepared for IIT Alumni Council by the PanIIT Institute. The objective of this guide is to standardize usage of the IIT Sans Font across all aspects of documentation and brand collateral including websites, mobile apps, printed documents, presentations, visiting cards, signage etc.

Font software may be obtained by authorized users by sending a signed copy of the license agreement included at the end of this document. The font software is in beta and is only available to inhouse users for beta testing.

The augmented reality version, the virtual reality version as well as the 3D fonts are currently in testing and will only be available in version 2, scheduled for January 2019. The full version with the complete scientific symbols for technical documentation would be available in version 3, scheduled for beta release in April 2019.

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The IIT Sans project was carried out from April 2018 to September 2019 under the guidance of the IIT Alumni Council Branding Working Group comprising of Ravi Sharma (Chairperson), Prof Udaya Dharmalingam (graphics member), Sunil Khullar (font software member), Mahesh Uppal (PanIIT Institute representative), Prof Jain (Academic member), Anil Sharma (architect member), Ashok Madhukar (PanIIT Foundation representative), Ashish Chauhan (PanIIT Fund representative) and Sunil Boobna (video communication member)

Overview

IIT SANS FONT USAGE GUIDE.

1. This section describes the methodology to be adopted for loading Fonts and using them for the production of Office 365 documents, websites and email templates.
2. The font book for the IIT documents comprise of the following:
 - The IIT Sans font which includes special characters for the iit logo typeface, the new IIT graphic and the IIT thumbnail.
 - The F font family, which comprises of:
 - a. The F1 font for regular text.
 - b. The F2 font for headlines
 - c. The F3 font for logo design
 - d. The F4 font for scientific symbols and documentation
3. The IIT Sans font is only to be used for computer systems within the IIT ecosystem. In case font files need to be sent out, to a printing house for example – then only the “F” series fonts are sent out. However for development and upgrade purposes, the IIT Sans source code may be shared by development centres owned, managed or controlled by IIT Alumni.
4. The IIT Sans font system has been designed for direct compatibility with most standard software packages including Autocad, Office 365, Corel draw, Adobe, most open document standards, most ebook formats etc. The font is directly compatible for use with HTML documents including the newer versions of HTML as well as AI based languages for dynamic generation of HTML content. The Font system is designed to work directly with 3D printing systems, laser etching systems, automated pen plotters and SDKs for mobile app development. The font system works with the Dark mode in newer iOS implementations as well as the reading mode on newer android devices. The font family is compatible with video editing and mastering systems for creation of credits, sub-titles and prompts in movie production as well as most VR and AR protocols.
5. This document has been produced using the IIT Sans Font family.
6. The Font team may be contacted for technical support offline at font.directorate@iit.global. For real time access to technical support resources, kindly connect with the global IIT Alumni help desk +1 650 900 8833 during US West Coast office hours.
7. This document comprises of the following sections:
 - a. Objectives of the IIT Sans Font design

- b. IIT Sans ecosystem
- c. Generating logos using the IIT Sans
- d. Generating documents using the IIT Sans
- e. Copyrights and trademark notice
- f. Usage licensing terms and conditions

Section A

OBJECTIVES OF THE IIT SANS FONT FAMILY DESIGN PROJECT

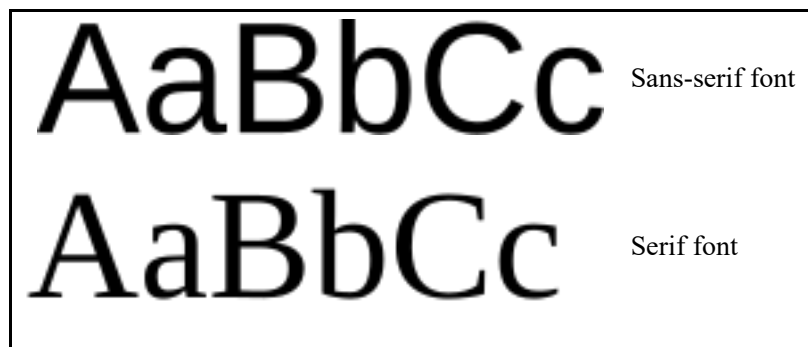
A1. This section gives the background of Fonts, the need for a new font and the rationale for developing the proposed Font family.

Background

A2. A font is a set of characters, usually letters, numbers, punctuation marks, and other symbols. Traditionally fonts referred to typeface used for printing. Use of typefaces made the printed material more legible than hand written documents besides facilitating the use of automation or mechanisation to aid production. The oldest fonts were carved in wood. In a way fonts represented artistic work relating to the characters used in the printed material. When computer systems evolved to have real time displays, traditional popular fonts used in the printing industry were used to depict the various characters or symbols on screen. Limitations of the early screens in terms of resolution restricted the use of many fonts – and to make up for this, computer companies catalysed the development of fonts that could use dot matrices or could present a letter or number as a set of dots. These were the earliest versions of computer fonts. As display technology and computing power increased, the computer became capable of a much larger variety and quality of font designs. Fonts could now be presented in various formats, in multiple colors and in multiple languages leading to new paradigms in font design.

A3. Smartphones and wearables led to the need for yet more paradigms to exploit the higher resolution of the display screens within the constraints imposed by screen size, ambient lighting and the need for long hours of use. The fundamentals of a font yet remain the same. Fonts continue to be characterized by their serif, size, weight, and style.

A4. In typography and lettering, sans serif, gothic, or simply “sans” letterform is one that does not have extending features called "serifs" at the end of strokes. Sans-serif fonts tend to have less line width variation than serif fonts. They are often used to convey simplicity and modernity or minimalism. The following chart is self-explanatory:





A5. Font size is usually defined in points which are often equivalent to pixels on computer displays. For instance, an 18 points IIT Sans font means that the font you use is named IIT Sans and that its characters (letters, numbers and other symbols) of 18 points at most.

A6. Fonts are also characterized by weight. The weight of a font refers to how thick the characters it contains are, or more precisely how thick the strokes of the characters are. For instance, a font can be regular, bold, light. A regular weight means that the characters of that font are standard. A font with a light weight means that its characters are thinner than its similar standard or regular font. Also, a bold font means that the characters are much thicker than the regular form of that font.

A7. The third essential characteristic of a font is its style. Fonts can be italic (or oblique), condensed (or narrow), compressed, extended (or expanded), and so on. For instance, the characters from an italic font have a distinct slope. The characters from a condensed or narrow font have a narrower spacing than the standard spacing between them, while an extended or expanded font has wider spacings between its characters.

A8. In addition to the three main aspects that define it (size, weight, and style), a font is also characterized by other things like the design, the method through which their characters are represented (through dots or by using vectors), or their orientation. A font family is also referred to as a typeface, and it represents a collection of all the fonts that share the same similar characteristics in design. The fonts that are part of the same family can vary in size, weight, and style, but have the same essential design. New paradigms in font family design have even attempted to create font families across languages so as to get a common look across languages.

A9. Fonts are stored as files on computers with Windows and other operating systems such as the MacOS or Linux. That means that each of them has a name, an extension, size and so on. Just as executable files almost always have the ".exe" extension in Windows, fonts have a few specific commonly-used extensions. The most common extensions for fonts are ".ttf" and ".otf". ".TTF" is an acronym for TrueType fonts, a font format created by Apple and licensed freely to Microsoft in the 1980s. Because of that, this format is now the most widely used on Windows computers. "OTF" comes from OpenType, and it's a font format built

on TTF or TrueType. OpenType fonts are used on Windows computers, as well as on websites on the internet.

Need for a new Font Family

A10. The IIT Alumni Council was set up in August 2019 with the following four main objectives:

1. To act as the nodal global alumni body for graduates and post graduates of all the Indian Institutes of Technology.
2. To promote participation of IIT Alumni in nation building activities.
3. To promote the IIT Brand in global market and to enhance the reputation of IIT Alumni in global market.
4. To represent IIT Alumni in various trade and industry association.

A11. In pursuance of the third objective, the IIT Alumni Council set up a Branding Task Force (BTF) to promote the IIT Brand in the global market place and to enhance the reputation of IIT Alumni in the global market. The first event partnered by the IIT Alumni Council was the HowdyModi event in Houston, Texas, USA in September 2019. In preparation of this event, the BTF members visited around ten IITs and interacted with IIT Alumni chapters in several cities of the world. Whilst the HowdyModi event was a great success with over 56,000 people attending the event with the Indian Prime Minister and the US President as Chief Guests – it showed up severe shortfalls in the branding strategy of the IITs. The event was attended by over 5,000 IIT Alumni. Many of the alumni attended the event wearing T-shirts or Ties with logos of their alma mater. However, each of these seemed to be distinct and did not look like members of one family. Further investigation by the BTF revealed that there were close to 150 logos being used by the IITs, their departments, their alumni associations, City Chapters of their alumni associations and their events. Not only did the visiting cards of faculty from different IITs look different – but even within an IIT, the visiting cards were very different. The BTF realised that it was not possible to start the global branding exercise unless the various logos and brand collateral were first rationalised and modified so as to look like constituents of one large global family.

A12. The task of creating a unified look was further complicated by the long history of the original emblems, graphics and logos used by the IITs. Over time, these emblems and logos had become well entrenched and created emotional attachments – making it practically very difficult to replace them with a new common logo. Most of these logos were adopted by the IITs at the time of their inception – and thus – some of these logos have been in use for well over 50 years. The following chart shows a partial list of the logos being used by the IITs since inception.



A13. The task of creating a common look even within a single IIT was difficult because of the wide variety of logos being used. The following logos give a small sample of the tens of logos being used by IIT Bombay alone. A preliminary internet search shows over 150 logos in active use.



A14. An analysis of the various logos indicates that they broadly fall into the following four categories:

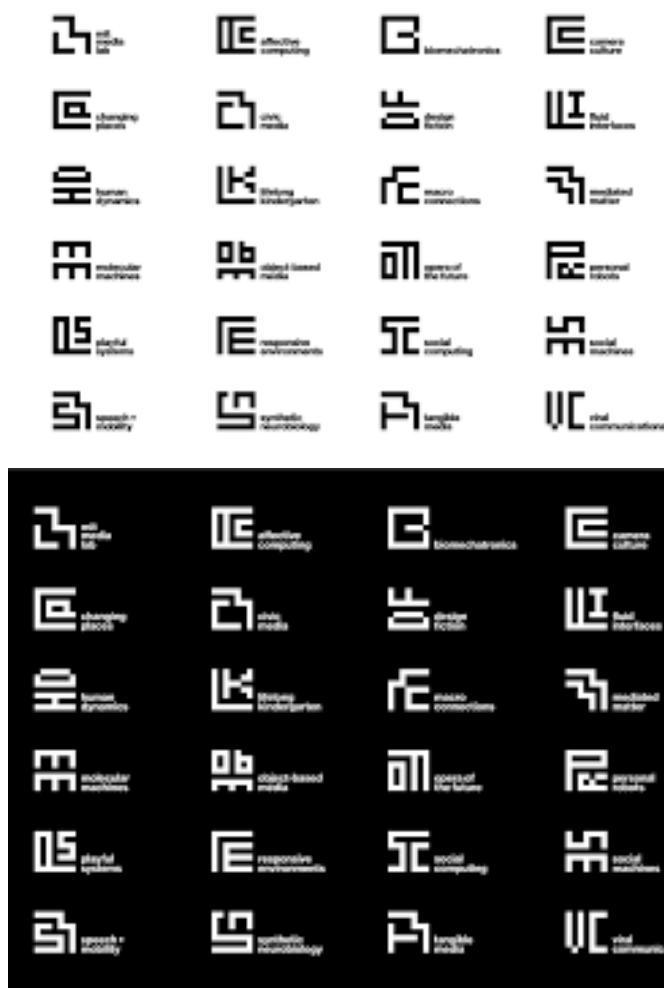
- Logos of the college
- Department logos
- Event logos
- Alumni body logos

A15. These logos do not have a common underlying theme. Thus they look different and not as part of a single family. When one looks at logos and graphics across the IITs, they are even more different. This lack of commonality in look extends to all aspects of branding and branding collateral – including sign boards, visiting cards, documentation, brochures etc. There are several example of multiple logos which are recognizable from a distance even though there is substantial customization done for a particular use case. Two examples are the NIFT logo (in India) and the MIT logo (in USA).



In the case of MIT, the following concept is used:





A15. The core objective of the rebranding exercise for Brand IIT is to develop a common look and feel across branding collateral from all the twenty three IITs across the college logos, event logos, department logos, alumni logos and other branding collateral including signboards, seals, visiting cards, placards, stationery etc. In order to achieve this common look and feel, the Working Group on the IIT Branding decided to develop a special font which could be used as standard with a limited set of graphics to enable rapid generation of logos, standardized document formats and all kinds of branding collateral. Considerable deliberations were held on the limitations of existing fonts and the objectives of the font design other than the obvious requirement of creating a common look and feel.

Rationale for Font Development

A16. The key objectives to be achieved by the new font design were identified to be:

- Create a common look and feel
- Develop a font type in 3D so as to allow usage of the font in 3D printing and laser etching
- Adequately differentiated from commonly used fonts by word processors and other publishing software
- Make characters amenable for printing in very large formats or for display on extremely high resolution screens
- Font should be compatible with all standard operating systems such as Windows, Linux, MacOS and popular application software such as Office365, Coreldraw, Adobe, Autocad etc
- Permit the inclusion of all standard scientific characters as are allowed by systems such as scientific publishing font families such as Latex
- Facilitate inclusion into most open document and e-reader standards
- Ensure compatibility with most keyboard formats including IBM as well as mobile handset on-screen keyboards
- Font should be protectable through suitable copyright and trademark protection.
- Embed a security key in the font to prevent misuse and be able to track the copy which was used to generate a document.

A17. Keeping the above in mind, the IIT Sans Font Family has been developed.

Section B

IIT SANS ECOSYSTEM

B1. Keeping the above in mind, the IIT Sans Font Family has been developed with three independent character sets:

- **F1:** this is the font used for the text in a document. The font comes in multiple weights so as to cover all routine needs for document generation i.e. light, regular, thin and bold. This document for example has been created using the F1 font family. A scientific character family is also being developed for this font. This is a two-dimensional font. This document has been generated using the F1 font.
- **F2 and F3:** This font family comprises of two similar fonts that are used for creation of the logos and other brand collateral. The F3 font is the primary font used to generate the “IIT” identity. The F3 font includes special characters which include the graphics and logos used in the logo creation tool kit. The F2 font is used for sub-headings and the second line in logos. These are two dimensional fonts.
- **IIT Sans:** This font is essentially similar to F3 with the additional functionality of defining the characters on the third axis. This font is thus suitable for use in 3D printers as well as laser etching systems where the depth of the font is one of the parameters.

B2. The F1 font comprises of all the characters typically available on a laptop or mobile keyboard. There are two kinds of characters – those used for regular text and those used for scientific documents where a range of special symbols are required to cover calculus, geometry and various other special symbols that are deployed in scientific papers. Currently the standard system used for scientific documents is LATEX. The F1 scientific is a substitute for Latex. In keeping with the requirement for text, the F1 font has several weights and options so as to cover typical word processing options such as regular, light, italics, bold, headings etc.

B3. The F1 “thin” font has the following characters:

```
`1234567890-=  
q w e r t y u i o p [ ] \  
a s d f g h j k l ; '  
z x c v b n m , . /  
  
~ ! @ # $ % ^ & * ( ) _ +  
Q W E R T Y U I O P [ ] \  
A S D F G H J K L ; '  
Z X C V B N M , . / { } | " : ? > <
```

B4. The F1 “light” font has the following characters:

```
`1234567890-=  
q w e r t y u i o p [ ] \  
a s d f g h j k l ; '  
z x c v b n m , . /
```

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'
ZXCVBNM,./{|":?><

B5. The F1 “regular” font has the following characters:

`1234567890-=
qwertyuiop[]\
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'
ZXCVBNM,./{|":?><

B6. The F1 “**bold**” font has the following characters:

`1234567890-=
qwertyuiop[]
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]
ASDFGHJKL;'
ZXCVBNM,./{|":?><

B7. In order to provide for the degree of flexibility required for the sub-titles and other collaterals, the F2 font has ten variants. These are light, regular, semi bold, bold and extra bold – with a straight and italic version in each. The F2 font is to be used in conjunction with the F3 font. The F2 and F3 font family are two dimensional fonts. The F3 font has a 3D version called IITSANS and is designed ground up for embossed or etched characters that are generated using a 3D printer or a laser etching system.

B8. The F2 “light” font has the following characters:

`1234567890-=
qwertyuiop[]\
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'

ZXCVBNM,./{|":?><

B9. The F2 "*light italic*" font has the following characters:

`1234567890-=
qwertyulop[]\
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'
ZXCVBNM,./{|":?><

B10. The F2 "regular" font has the following characters:

`1234567890-=
qwertyulop[]\
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'
ZXCVBNM,./{|":?><

B11. The F1 "*regular italic*" font has the following characters:

`1234567890-=
qwertyulop[]\
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'
ZXCVBNM,./{|":?><

B12. The F2 "**semibold**" font has the following characters:

`1234567890-=
qwertyulop[]\
asdfghjkl;'
zxcvbnm,./

~!@#\$%^&*()_+
QWERTYUIOP[]\
ASDFGHJKL;'
ZXCVBNM,./{|":?><

**A S D F G H J K L ; '
Z X C V B N M , . / { } | " : ? > <**

B13. The F2 “***semibold italic***” font has the following characters:

**` 1 2 3 4 5 6 7 8 9 0 - =
q w e r t y u i o p [] \
a s d f g h j k l ; '
z x c v b n m , . /

~ ! @ # \$ % ^ & * () _ +
Q W E R T Y U I O P [] \
A S D F G H J K L ; '
Z X C V B N M , . / { } | " : ? > <**

B14. The F2 “**bold**” font has the following characters:

**` 1 2 3 4 5 6 7 8 9 0 - =
q w e r t y u i o p [] \
a s d f g h j k l ; '
z x c v b n m , . /

~ ! @ # \$ % ^ & * () _ +
Q W E R T Y U I O P [] \
A S D F G H J K L ; '
Z X C V B N M , . / { } | " : ? > <**

B15. The F2 “***bold italic***” font has the following characters:

**` 1 2 3 4 5 6 7 8 9 0 - =
q w e r t y u i o p [] \
a s d f g h j k l ; '
z x c v b n m , . /

~ ! @ # \$ % ^ & * () _ +
Q W E R T Y U I O P [] \
A S D F G H J K L ; '
Z X C V B N M , . / { } | " : ? > <**

B16. The F2 “**extrabold**” font has the following characters:

**` 1 2 3 4 5 6 7 8 9 0 - =
q w e r t y u i o p [] \
a s d f g h j k l ; '
z x c v b n m , . /

~ ! @ # \$ % ^ & * () _ +**

QWERTYUIOP[]\
 ASDFGHJKL;'
 ZXCVBNM,./{|":?><

B17. The F2 "***extrabold italic***" font has the following characters:

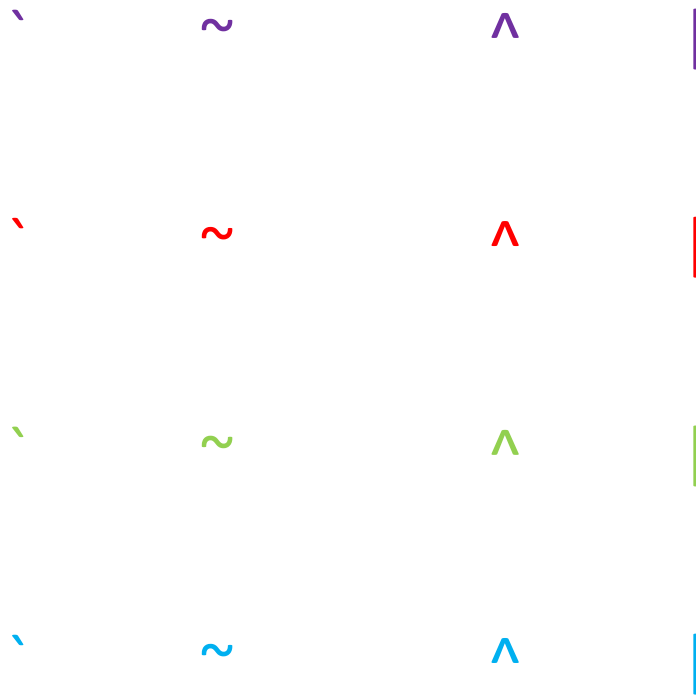
***`1234567890-=
 qwertyuiop[]\
 asdfghjkl;'
 zxcvbnm,./***
***~!@#\$%^&*()_+
 QWERTYUIOP[]\
 ASDFGHJKL;'
 ZXCVBNM,./{|":?><***

B18. The F3 "iitsans" font has the following characters:

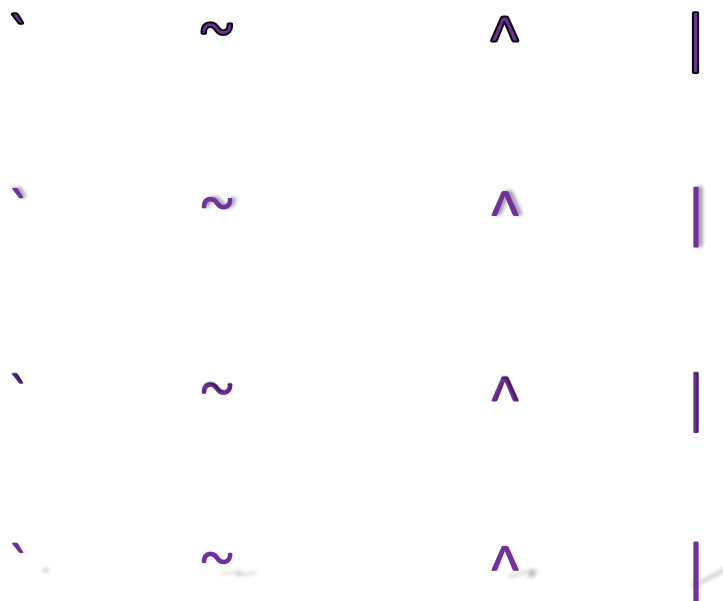
***`1234567890-=
 qwertyuiop[]\
 asdfghjkl;'
 zxcvbnm,./***
***~!@#\$%^&*()_+
 QWERTYUIOP[]\
 ASDFGHJKL;'
 ZXCVBNM,./{|":?><***

B19. The F3 font has the following special characters which are required for logo generation. These special characters are not based on the regular iitsans font but are based on a proprietorial variation of the same to give the logos a very distinctive look. Being part of the font, they are amenable to be enlarged/ compressed in size as well as colored as per the font colouring system. This makes their usage extremely flexible for all typesetting or printing applications. The first symbol is designed to be the core look of the new of the look and feel for IIT and related brand collateral. The second symbol is a thumbnail for use on visiting cards and various applications on the web (such as the symbol that shows up next to a website address in google search) where space and size are a constraint. The third symbol is a placeholder for all academic logos. The fourth symbol is a placeholder for logos of all alumni organisations.

、 ~ ^ |



B19. The F3 font has the following special characters which are required for logo generation. These special characters are not based on the regular iitsans font but are graphic symbols or emblems set as fonts so as to permit use of the various customisations and variations that are possible for font characters in most typesetting software. Some examples of these are given below:



,

~

^

|

,

~

^

|

Section C

GENERATING LOGOS USING THE IIT SANS

C1. The IIT Sans font family provides an easy and convenient way for any authorized personnel to quickly create accurate logos for any iit, department, event or alumni activity. The font family can be easily loaded onto the font book in a Mac PC or onto any standard software package such as Adobe, Coreldraw or Microsoft office (including Word and Powerpoint).

C2. The broad rebranding strategy for IIT is to generate a common look and feel across the IITs using their existing emblems/ graphics. At a later date, all the graphics/ emblems would be replaced by a common graphic for all the academic entities and another for all the alumni entities. The following illustrate the branding approach:

iit

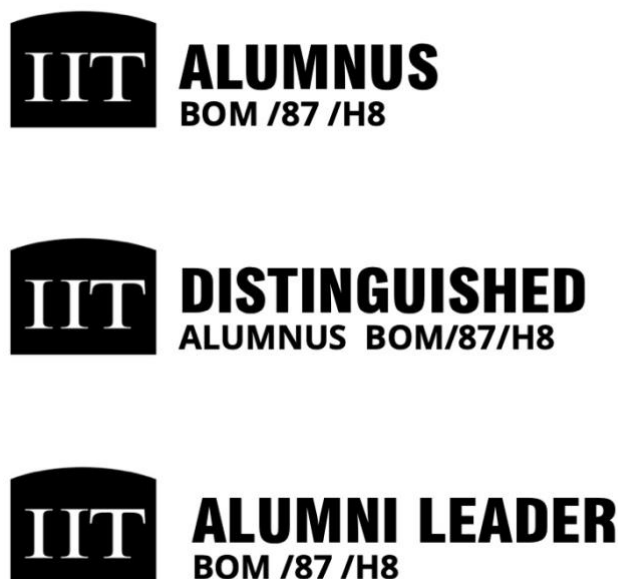
iitBOMBAY



C3. The logos above are generated using the following broad logo generation rules:

- The font size of the “iit” symbol can be any suitable font size with a recommended font size of 54 for use in normal documents. The word accompanying the “iit” symbol such as “BOMBAY” in the above example is the same font size as the “iit” symbol. The font F3 or IIT Sans is used to generate this typeface. The text “BOMBAY” is in the same color as used for the graphic.
- The next line such as the “MECHANICAL” in the example above uses a font size that is roughly half the font size used for the “iit” symbol. So for the above example, the font size for the second line would be 26 to 28 ie 27 +/-1. The font F2 Bold is used to generate this typeface.
- The third line such as the “Engineering Department” in the example above uses the same font size as the second line but in Semibold with the third line being in capital lowercase. A dark shade of grey is used instead of black where there are two lines of text.
- The graphic such as the legacy IIT Bombay logo in the example above is scaled so as to go above the dot of the “i” and below the text in the second or third line.
- The spacing between the graphic and the text is to be manually adjusted and the space needs to be graphic specific as a wide variety of shapes are used in the legacy IIT logos.

C4. In addition to the logo above, the IIT Sans family also provides for thumbnails for use in brand collateral such as visiting cards. The following illustrate the approach:



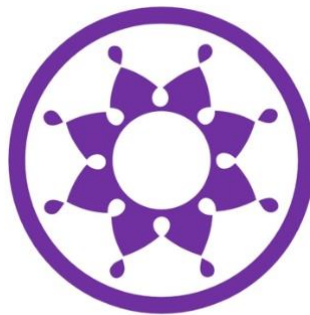
C5. The thumbnails above are generated using the following broad rules:

- The font size of the word “ALUMNUS” in the above example is set at font size 60 from the F3/ IIT Sans font.
- The second line uses the F2 Bold font with a font size that is half of the font size used for the first line.
- The thumbnail is to be used in full black only (with no colored variants). The text too is in full black.

- The thumbnails may be created by 3D printing but never by laser etching. The thumbnail can be embossed on a background but never recessed against a background.
- The Thumbnail fonts unlike the logo fonts should never use effects such as shadow, reflection etc that are available in most typesetting software.
- The basic look and feel is that of “solid black” which should not be tampered with in any use case.

C6. The IIT Sans family has two special symbols for use in any activity which is across the IITs and where the legacy logos of the IITs are not applicable. These symbols are referred to as the PanIIT logos.

C7. The circular logo was based on the original eight IITs of 2004 and thus depicts eight people working together.



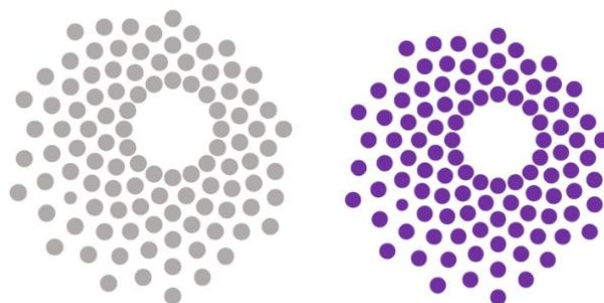
C8. The circular graphic will eventually replace all the individual legacy IIT logos as follows and be used across all the IITs. However in order to differentiate the colleges from the alumni bodies, the alumni bodies would use a different logo from that used by the colleges. However all the official alumni bodies of all the IITs globally would use the same logo.

iit

iitBOMBAY



C9. The other graphic is for alumni activities and pictorially depicts “take off” as in a kite taking off – symbolically representing the career push received by an individual on obtaining an IIT degree.



C10. A coloured version of the alumni logo may also be used but only in the purple color specified for brand collateral of all Alumni organization logos. An illustrative use case for the PanIIT Alumni logo, with and without the colored graphic is as follows:



C11. The usage norm for the take off graphic are as follows:

- When used with the PanIIT entities, the eye of the graphic is aligned with the eye of the “P” in PanIIT.
- When used with the entities such as IIT Endowment Fund and IIT Alumni Council, the eye of the graphic is aligned with the dot in the “i” of “iit”
- The calligraphy of the “PAN” in PanIIT is such that the word “PAN” is smaller than the iit logo whereas in IIT Alumni the word “ALUMNI” matches the top of the arm of the “t”.
- The graphic may only be used in grey and purple – and no other color.
- The takeoff graphic is based on artistically compressing a traditional Indian flower motif to create a unique proprietary graphic. The axis of the graphic should thus never be changed. The graphic is off centre by design.



Section D

GENERATING DOCUMENTS USING THE IIT SANS

D1. The IIT Sans font family is to be used as follows:

- All documents are to be generated only by using the F1 font along with the scientific kit for scientific documents involving special symbols.
- The F2 and F3 font are only to be used for generating logos and brand collateral. They are NOT to be used in document or website creation.
- For all 3D printing of signboards and similar brand collateral, only the IIT Sans font should be used.
- The IIT symbol is NOT to be generated from the F3 font or IIT Sans font by combining i+i+t as the “i” in the font is different from the proprietorial “i” used in the iit which has square dots and a left facing arm in the “i”. This has been done to ensure that the “i” in say Bhilai (for IIT Bhilai) is different from the “i” in the “iit”. The same is true for the “t”.

D2. The F1 font comes in five weights – thin, light, regular and bold. The general recommended usage is as follows:

- Preface of any document should be in Regular Italic.
- F2 Extra Bold is to be used for the main heading of the report or for the cover page.
- Chapter headings are to be in F1 Bold all capitals.
- Sub-headings of a chapter should be in F1 Bold Sentence case underlined.
- Indented paragraphs should be in F1 light
- Regular text should be in F1 regular
- Footnotes and annexures should be in F1 thin.

D3. For detailed usage instructions, refer to the document templates in the IIT Sans Document template Volume 1. For powerpoint slides, refer to the standardized template in Volume 2. For email templates, refer to the email template in Volume 3. For website layout and templates – refer to Volume 4.

D4. For step by step instructions on usage of 3D printing hardware and laser etching systems with the IIT Sans, please refer to Volume 5. Volume 5 is currently an internal document and is not currently available for electronic distribution. However an authorized user may contact the webmaster for extracts as required by sending details of the hardware proposed to be used for the 3D printing or etching.

D5. Open document encryption and cybersecurity details relating to the IIT Sans documents is currently confidential and is not available for distribution. However, authorized users may approach the documentation cell of the PanIIT Institute for assistance in the same through the Directors office of the relevant IIT. Water marking options for copy protection and copy number marking are available for augmented reality systems including the provision for converting regular photos into videos when seen through the camera of a suitably equipped smartphone through the IIT Alumni app which is currently in beta testing.

D6. The IIT Sans Font is equipped for inducting various augmented reality and virtual reality media into print documents. The proposed UI for the same is as follows:

- All photographs and videos are embedded with non-visible watermarks using the IIT Sans font. The system is directly compatible with most smartphones running the Android, iOS or linux operating systems.
- By virtue of the above, any photograph can in effect act as the equivalent of a QR code with upto 1 MB or watermark data in photograph of 5 MB and above.
- If this photograph is viewed through the IIT Alumni app installed on a smartphone – it can connect to any video, text or visual media linked to that photograph.
- Confidential documents or encrypted details can thus be accessed without being available in the print document. The encrypted data when viewed would be protected from being replicated by another camera.

D7. In case, the author chooses to use a coffee table book kind of format – in that case, the IIT Sans Font family can be used to create formats that be viewed on a smartphone screen by using HTML type coding to create dynamic versions which adjust the content as per the screen using artificial intelligence algorithms for resizing. However this approach is only recommended for entertainment type content where the objective of the document is not hampered by automated content alteration. This system is currently in beta and is not ready for commercial use on standard documentation.

D8. It is possible to create dynamic open documents using IIT Sans which require multi factor authentication to be opened. This authentication could include OTP through the smartphone, biometric linked to the IIT Alumni app or real time server authentication with dynamic encryption keys using 128 bit encryption. This facility is in beta and is only available for use by law enforcement agencies.

Section E

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Section F

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