



Brand Book 2025

Hi

Dharmaram Vidya Kshetram (DVK) is a Pontifical Athenaeum for higher learning and formation, established by the Congregation for Catholic Education, Vatican, as an independent institute, empowered to grant degrees, including Licentiate and Doctorate in Philosophy and Theology, Licentiate in Oriental Canon Law, Licentiate and Master's in Formative Spirituality and Counselling.



Dharmaram Pontifical Institute's emblem, designed by Fr. Joy Elamkunnapuzha CMI in 1976, centres on the lotus the national flower of India and a symbol of divinity reflecting its identity as a "Garden of Virtues" under the patronage of the Sacred Heart of Jesus. The central lotus petal forms a peacock feather, symbolising eternal life, topped by the Persian Cross, signifying India's Christian heritage through St.Thomas. A star above waves represents the guiding light of Brahma vidya Jnana across samsara, and also alludes to the Virgin Mary, the Star of the Sea. The Sanskrit phrase Isabhakti Param Jnana declares devotion to God as the highest knowledge, fulfilled through the mystery of the Cross. Together, these Indian-Christian symbols express Dharmaram's mission to embody an authentic Indian Church rooted in faith, wisdom, and cultural harmony.

Meet the Logo

Brandmark



Brand Logo



Pontifical Athenaeum
DHARMARAM
VIDYA KSHETRAM

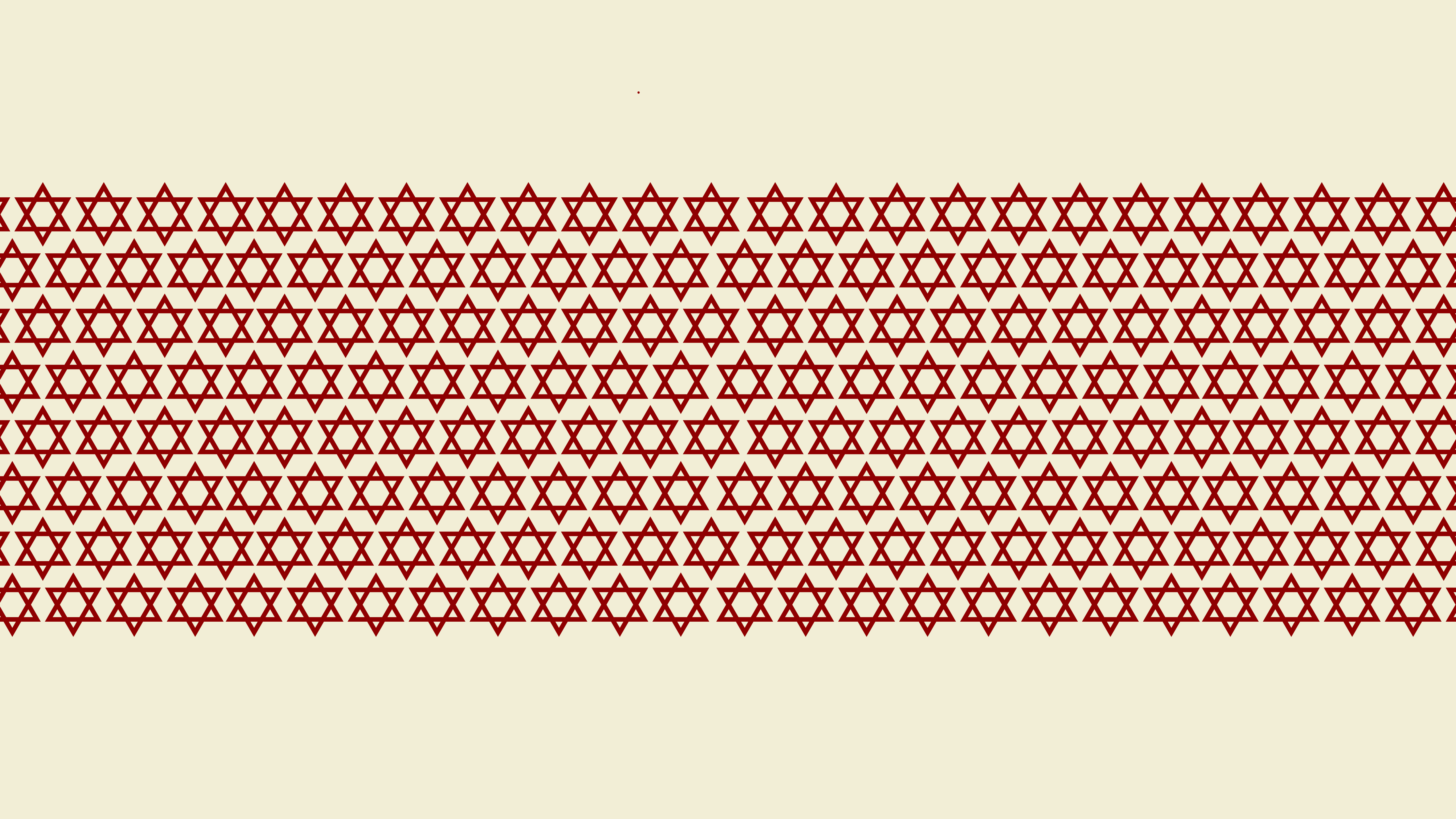
Clear Space

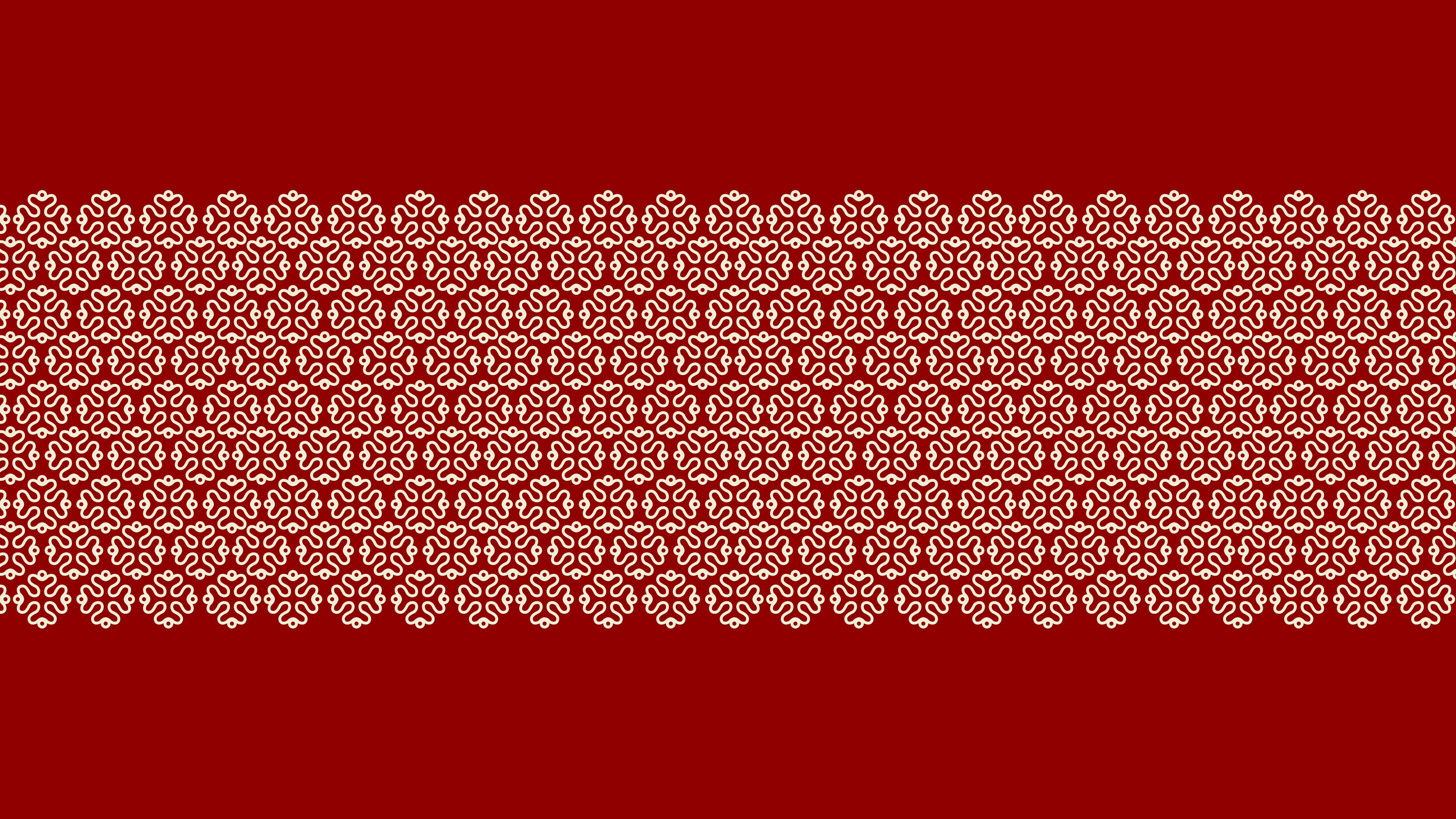


Maintain a clear space equal to a multiple of 'x' throughout all logo usage.



Logo Elements





Don'ts

Never change proportions, colours, typefaces
or language of the logotype.

Examples of unacceptable use of the logo:



Do not use the brand mark or logo without maintaining the proper clear space.



Do not use any type of shadow or stroke on the brand mark.



Do not alter the logo in any way—its shape must be preserved.



Avoid using black brand marks on colored backgrounds.



Do not use a blurred, low resolution logo.



Do not use non-brand colors; always use colors from the approved color palette.

Colors

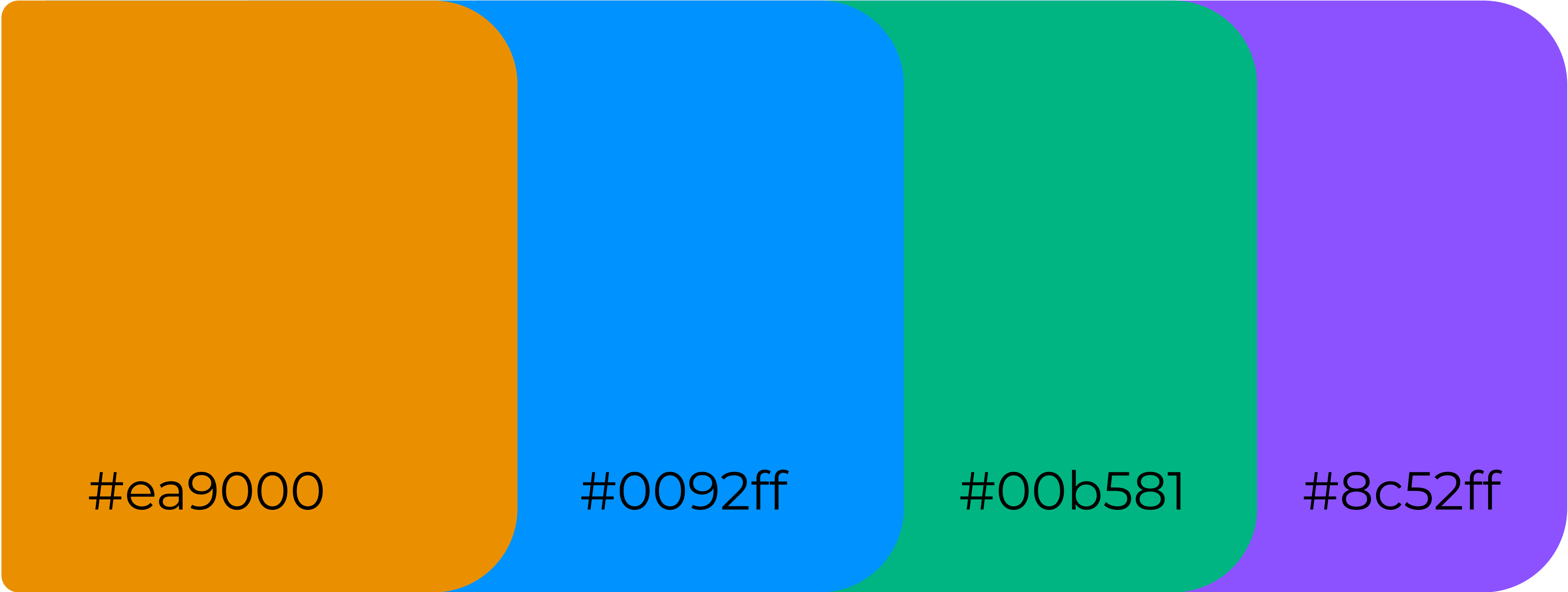
#8F0001
Dark Red

The color of sacrifice, echoes the boundless love of the Sacred Heart of Jesus and embodies Dharmaram's soul rooted in faith, alive in wisdom, and guided by dharma.

#F2EED6
EggShell

Eggshell symbolises new beginnings at Dharmaram, you don't just gain knowledge, you are quietly transformed, renewed from within, and sent forth as a light to the world.

Expanded Palette



#ea9000

#0092ff

#00b581

#8c52ff

Typography

GARAMOND

Elegant, readable, and legacy – widely used by academic institutions, perfect for theological and scholarly tone.

MONTSERRAT

Modern with a hint of classical structure – great for both print and digital.



Faculty of **Theology**



Faculty of **Philosophy**



Vinayasadhana

Incorporated Institute of Formative Spirituality
and Counselling



Institute of **Oriental Canon Law**





Pontifical Athenaeum
DHARMARAM
VIDYA KSHETRAM







Pontifical Athenaeum
DHARMARAM
VIDYA KSHETRAM



KURIAKOSE ELIAS CHAVARA
Bachelor of Philosophy
2100307



Pontifical Athenaeum
DHARMARAM
VIDYA KSHETRAM

☎ 080-41116333, 41116302,
✉ registrar@dvk.in
🌐 dvk.in

DHARMARAM VIDYA KSHETRAM, Pontifical Athenaeum of Faculties of
Philosophy, Theology and Vinayasadhana an Incorporated Institute
of Formative Spirituality and Counselling Bengaluru 560 029, India



