

New GIMS Logo (As reflecting on Letter head)



Alignment with Vision and PEOs

The GIMS logo visually embodies the institute's vision *"to become a widely acclaimed management school contributing towards management education and research for developing socially responsible business leaders and centres of excellence in all functional areas of management."*

Rising Human Figure (Yellow & Blue Symbol (Colour Code #F6941C and #00658F))

- Represents the student as a future leader, symbolising growth, aspiration, and transformation.
- The uplifted posture reflects GIMS' commitment to developing confident business leaders with social concern, aligned with ethical values and societal impact.
- The human-centric design reinforces the institute's focus on leadership with responsibility, not merely profit orientation.

Graduation Cap

- Signifies management education, academic rigor, and research orientation.
- Reflects GIMS' role as a centre of excellence in all functional areas of management through structured learning, innovation, and continuous knowledge creation.

GNIoT INSTITUTE OF MANAGEMENT STUDIES (GIMS)

Approved by AICTE, Ministry of Education, Govt. of India

Circular Head / Globe Symbol

- Denotes global outlook and inclusivity, highlighting GIMS’ aspiration to be a *widely acclaimed* management school.
- Emphasises the institute’s engagement with global management practices, research, and industry relevance.

Upward Arrow / Torch-like Structure

- Symbolises progress, leadership, and enlightenment.
- Represents the institute’s mission to ignite managerial excellence, guiding students toward strategic thinking and responsible decision-making.

Blue Colour (#00658F)

- Reflects trust, professionalism, knowledge, and stability, core values essential for management education and institutional credibility.

Yellow Colour (#F6941C)

- Symbolises energy, innovation, optimism, and social vibrancy, aligning with GIMS’ focus on socially conscious leadership and positive impact.

Integrated Message

Together, the elements of the GIMS logo communicate a powerful narrative:

The GIMS logo symbolizes the institute’s commitment to excellence in management education and research. It reflects the development of socially responsible business leaders with a global outlook, ethical values, and functional expertise across all domains of management.

Further the logo reflects:

Clarity of Vision & Mission: Logo conveys leadership, excellence, and social responsibility

Stakeholder Relevance: Emphasizes ethical leadership and industry-ready managers

Consistency: Logo, Vision, Mission, and PEOs are mutually reinforcing

Logo acts as a constant visual reinforcement across academic and administrative platforms

Alignment of Logo with PEOs

Logo Element	PEO Alignment
Graduation Cap/Upward Arrow Torch	PEO2: Continues learning and research bent
Rising Human Figure	PEO3: Responsible human beings
Circular Head / Global Symbol	PEO1: Ethical Career Progression and Social Engagement

Programme Outcomes (POs) Mapping

Logo Element	Mapped POs
Graduation Cap	PO2: Apply the management knowledge to take better decisions for various given business scenarios
Rising Human Figure	PO4: Demonstrate values, ethics, leadership and teamwork
Upward Arrow/ Torch	PO3: Critically understand the business problems and find the right management tool to solve them
Blue Colour	PO2: Apply the management knowledge to take better decisions for various given business scenarios
Yellow Colour	PO4: Demonstrate values, ethics, leadership and teamwork

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