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## REVIEWER'S REPORT

Manuscript No.: IJAR-50688

Date: 18-03-2025

Title: A Comparative Study of Visual Identity Designs of the Central Universities in Uttar Pradesh

### Recommendation:

- Accept as it is.....**YES**.....
- Accept after minor revision.....
- Accept after major revision .....
- Do not accept (*Reasons below*) .....

Rating	Excel.	Good	Fair	Poor
Originality	√			
Techn. Quality		√		
Clarity		√		
Significance			√	

Reviewer's Name: Mir Jaffar

Reviewer's Decision about Paper: **Recommended for Publication.**

Comments (Use additional pages, if required)

### Reviewer's Comment / Report

**Introduction** The manuscript provides an insightful exploration of the visual identity designs of central universities in Uttar Pradesh. By analyzing key design elements such as logos, emblems, typography, and color schemes, the study effectively underscores the role of visual identity in institutional branding and communication. The introduction successfully establishes the significance of visual identity in higher education and frames the research within a broader historical and contemporary context.

**Content and Structure** The paper is well-organized, beginning with a theoretical discussion on visual identity and its importance in branding. It then progresses into an analysis of the specific visual identities of four central universities, comparing their design elements and evaluating their effectiveness. The structured approach allows for a coherent and engaging narrative that maintains clarity and focus throughout the study.

## REVIEWER'S REPORT

**Analysis of Visual Identity Elements** The study presents a thorough examination of visual identity components, including logos, typography, and color schemes, effectively demonstrating how these elements contribute to institutional recognition. The comparative analysis provides valuable insights into the historical evolution of university branding, identifying instances where traditional and modern design elements have been successfully integrated. The discussion on rebranding efforts highlights the dynamic nature of visual identity in response to digital advancements and changing communication needs.

**Findings and Implications** The manuscript's findings suggest that while some universities have successfully modernized their visual identities, others may benefit from updates to enhance consistency and engagement across various platforms. The study underscores the importance of an adaptable and aesthetically refined visual identity system in fostering stronger institutional recognition. The discussion effectively ties these findings to broader implications for university branding strategies, making a compelling case for strategic design improvements.

**Conclusion** The conclusion effectively summarizes the key insights gained from the study and reinforces the significance of visual identity in higher education branding. The paper successfully conveys the need for universities to balance tradition with modernity in their visual identity strategies to remain relevant in the digital era. Overall, the study presents a valuable contribution to the understanding of university branding and visual communication strategies.