**Digital India**
Power To Empower

**National e-Governance Division**
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6 CGO Complex, Lodhi Road, New Delhi - 110 003
Ph. : 011 24303714 Fax : 011 24303778

No. N-22012/16/2024-NeGD

Date **June 13, 2024**

## CIRCULAR

**Subject: Digital India logo guidelines reg-**

Kindly find attached herewith the Digital India Logo Guidelines approved by the Competent Authority.

2. This is for kind information of all please.

**(J.L. Gupta)**
Director (Awareness & Communication)
Tel: 24301936

Ecls: as above

Copy to:

1. PS to P&CEO, NeGD

2. All Directors, NeGD

3. Addl. Director, A&C,NeGD

4. Website coordinators (MeitY, NeGD, DIC) - for uploading on the websites

5. Office Copy

National e-Governance Division is an Autonomous Business Division within **Digital India Corporation** under the
Ministry of Electronics & Information Technology, Government of India
**www.negd.gov.in**

## National e-Governance Division (NeGD)

## Ministry of Electronics and Information Technology (MeitY)

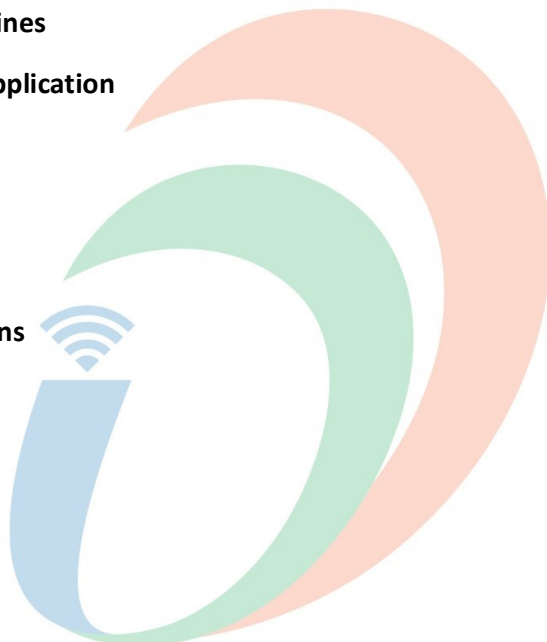# Guidelines for the Use of Digital India Logo

**June 2024**

MINISTRY OF
**ELECTRONICS AND
INFORMATION TECHNOLOGY**
GOVERNMENT OF INDIA
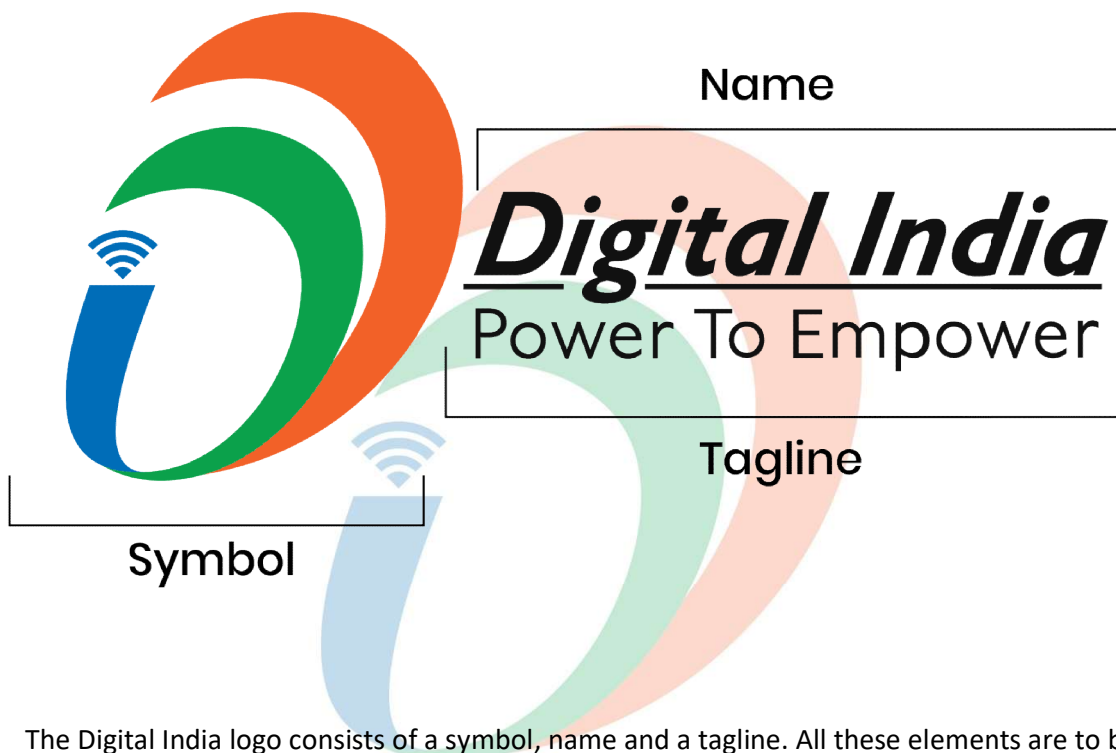सत्यमेव जयते

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**Section A**

1. **The Logo**

The Digital India logo is the recognisable identity for the Government of India's flagship programme- Digital India.

2. **The Logo Components**



The Digital India logo consists of a symbol, name and a tagline. All these elements are to be stacked together and can't be used separately.

3. **Standard Guidelines**

The Digital India logo is a valuable asset of the Ministry of Electronics and Information Technology (MeitY) and is registered under the Trade Marks Act, 1999. Logo support of Digital India may be extended without any financial, administrative, technical, and legal obligations on the part of MeitY and NeGD- an Independent Business Division under the Digital India Corporation.

The guidelines for the use of the Digital India logo by various Government/Semi-Government/CSOs/private organisations/associations/development partners are as under:

A. **Permissibility:**

Prior approval from the Competent Authority in NeGD/MeitY is mandatory for the use of the logo.

### 1. Use of logo for Events, Publications, Websites/Portals

I. Permission for the use of the logo for/during any event/seminar/campaign etc., other than those organised by MeitY, would be considered on case-to-case basis, keeping in view the following:

a. Nature and importance of the event and inclusion of relevant electronics and IT related topics such as cyber safety, cyber security, and others

b. Events that will help in increasing awareness about the Digital India Programme and its related initiatives and projects

c. Profile of the organisers

d. Profile of delegates/dignitaries and other participants at the event

e. Other deliverables offered such as exhibition space at the venue, conference papers, distribution of Digital India's publicity material in kit bags of delegates etc.

f. If a designated official of MeitY is speaking in the event as a speaker, depending upon the requirement

g. NeGD may nominate 2-5 persons (depending upon the event agenda) to participate without any participation fee

II. Request for use of the Digital India logo on publications, websites/portals would be considered on merit of each case.

### 2. Use of the logo for programmes on Electronic Media/Print Media/Other forms of Media

Requests received for the use of the Digital India logo for programmes on electronic media, such as quiz competitions, debates, discussions, technology shows or any other would be considered on merit of each case, keeping in view the following:

a. Nature of the programme

b. Profile of the producers of the programme

c. Target audience

d. Contents of the programme and inclusion of relevant IT related topics

e. Events that will help in increasing awareness about the Digital India Programme and its related initiatives and projects

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3. **Procedure for grant of permission for the use of Digital India logo for the above mentioned categories**:

    i.    All requests to be sent to Director, Awareness and Communication, National e-Governance Division, Ministry of Electronics and Information Technology, Government of India, Electronics Niketan, 6, CGO Complex, Lodhi Road, New Delhi- 110003 in the attached format (ref. Annexure). Additionally, a mail to be sent to DIRECTOR.ANC@DIGITALINDIA.GOV.IN for communication in this regard.

    ii.    All requests for the use of the Digital India logo will be examined on the basis of the above mentioned guidelines and merit of the case, and will be approved by the Competent Authority at NeGD.

    iii.    NeGD may seek any additional details with regards to the request for the use of the logo before taking any decision.

    iv.    All requests must be sent to NeGD at least 15 days in advance along with complete details as mentioned above.

4. **Other Terms and Conditions:**

    i.    NeGD may decide to withdraw permission for the use of the Digital India logo without assigning any reason whatsoever.

    ii.    Permission will be given by NeGD after viewing the proposed design and layout of the Digital India logo usage, prior to finalisation of the same.

5. **Requirements from the organisation seeking Digital India logo support:**

    i.    On completion of the said event, the organisation will be required to submit one copy of the event report (in hard copy), conference materials (if any) and the proceedings of the event including PowerPoint presentations of the key speakers (in softcopy in a pen drive) to the Awareness and Communication Division, NeGD, within 30 days of the event.

    ii.    Theme of the event to be communicated to NeGD well in advance. Please attach a brief write up on the theme, key speakers & profiles thereof, tentative programme schedule, conference background paper, publicity material, etc.

    iii.    If the organisation seeking logo support is a registered trust or society- the registration number to be indicated, along with place of registration, date of registration (please attach a copy of the registration certificate).

    iv.    Specify whether the nodal ministry/Govt. of India has given their approval for the event, wherever applicable.

    v.    Mention the main target group for the event; nature of the event (national/international); number of expected visitors/exhibitors/invitees for the event.

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6. **NeGD/MeitY** shall not be responsible for any financial and legal commitments/implications/liability attached to NeGD/MeitY while agreeing to allow the use of the Digital India logo for the seminars/webinars /conferences/workshop/summits/symposium/meetings/discussion forum /exhibitions/digital experience zones/fairs/annual functions/special events, etc.

7. **The permission** to use the Digital India logo will not give any right to the organiser to secure sponsorship, collect money etc., from any source using the name of 'Digital India or NeGD/MeitY.

8. The organiser will be responsible for **copyright issues** concerning usage of images, footages, text materials etc. NeGD/MeitY will not be a party to any dispute arising out of copyright violation by the organiser.

9. The Digital India logo, if permitted, shall not be used in any way that deliberately or inadvertently claims, suggests, or, in NeGD's sole judgment, gives the appearance or impression of **endorsemen**t of a particular product or company by NeGD/MeitY.

10. NeGD/MeitY may **impose further conditions** while giving permission for the use of the Digital India logo.

11. **These Guidelines** will supersede all earlier guidelines issued on the subject and all permissions for use of the Digital India logo granted earlier, which do not conform to these guidelines, shall stand cancelled.

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*Annexure*

| **Format to apply for permission for usage of Digital India logo** |
| --- |

| S. No. | Details |
| --- | --- |
| | Name of the event |
| | Date of the event |
| | Venue of the event |
| | Overall objective of the event (please attach a brief write up on the theme, key speakers & profile, tentative programme schedule, publicity material etc.) |
| | Support from MeitY if given earlier (Give details or mention if a MeitY speaker has been invited in the past for any of your events) |
| | Target audience |
| | How the event/programme will help in increasing awareness about 'Digital India' and other related aspects of the Digital India Programme |
| | Similar support received, from any other Ministry/Department (Centre/State/Local Bodies) |
| | Key organisers and their profiles |
| | Name of the applicant:<br>Address of the applicant:<br>Email ID:<br>Phone number: |

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**Section B (*for approved user*)**

**DIGITAL INDIA LOGO SPECIFICATIONS**

1. **Size of the Logo**

The Digital India logo must always be legible, and must not be used in a small size **i.e. less than 2x2 Inch in printed materials, and no less than 200 Pixels in digital formats.**

The Digital India favicon must always be 16 x 16 pixels.

2. **Clear Space and Margins**

If the use of the Digital India logo is approved, it should be prominently displayed in the documents, banners, backdrop etc.

There must always be a minimum clear space around the logo. **This clear space should be 50 Pixels each side.**

3. **Colour Codes and Palette**

**The colours identified for the Digital India logo are- Orange, Green, Blue & Grey (for text)**



LOGO COLOURS

| | | | |
|---|---|---|---|
| CMYK – 0 77 95 0 | CMYK – 83 9 99 1 | CMYK – 89 56 0 0 | CMYK – 73 67 66 82 |
| Web – #F26128 | Web – #0ba14b | Web – #006db8 | Web – #121212 |

Four colour codes for offset printing

**4. The Acceptable Colour Variations**

**The single colour white logo should only be used if you are doing a project that will be in only black and white or a dark background, or when only a 1-colour imprint is available.**

A screen tint or shade should never be used when reproducing the Digital India logo.

Please use the files which are provided in the accompanying Google Drive link for details of file formats. Please do not attempt to recreate/redraw the logo. **A few examples are shown below, which should not be done in any situation or for any kind of purpose.** Use the electronic file provided. Do not use a web download version for a printed publication.

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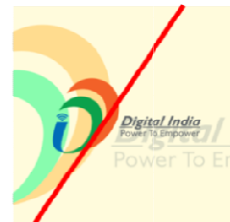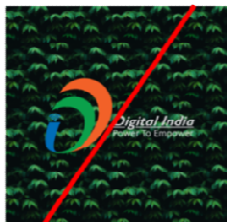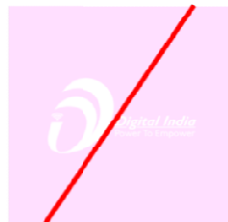
# DIGITAL INDIA – BRAND GUIDELINES
## MANDATORY CLEARANCE SPACE & MINIMUM SIZE
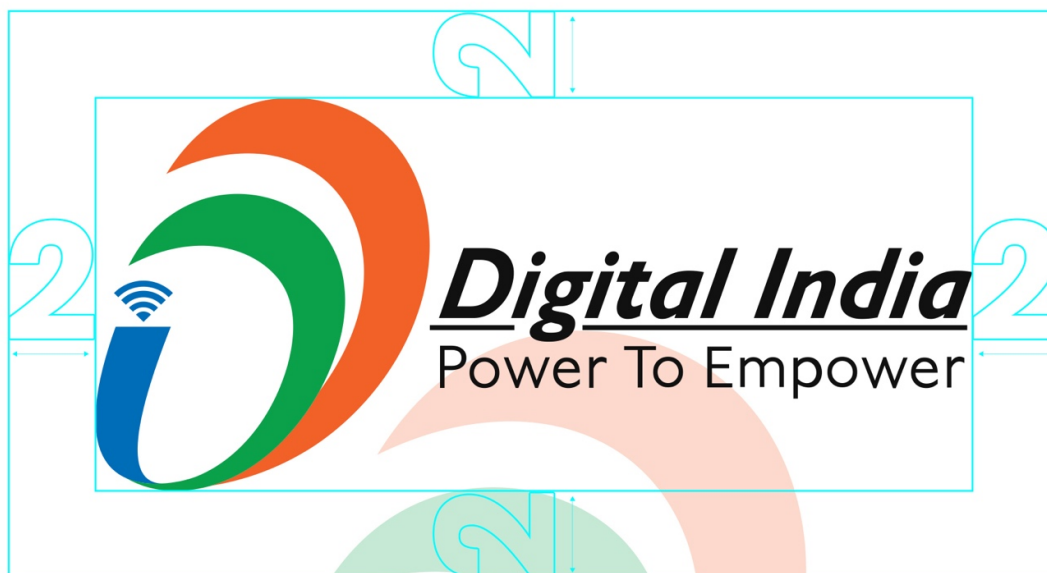
## CLEAR SPACE AROUND THE LOGO

The Digital India logo has multiple colours
and design elements, so it needs a lot of
breathing / white space around it. The
minimum free space around the logo,
on any layout, should always be '2' distance
on all its sides. Never put any text or
graphics in that space.

## SIZE OF THE LOGO

The logo can be scaled
as large as needed but not
smaller than the minimum size,
mentioned alongside.

**Print:** 2 inch
**Digital:** 200 px

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# DIGITAL INDIA – BRAND GUIDELINES
## LOGO APPLICATION – RESTRICTIONS



## DONT'S OF LOGO APPLICATION

The above examples are a representation of how the logo is NOT to be used under any circumstance. NEVER use the logo on a black or dark-coloured backgrounds, textures or any image.
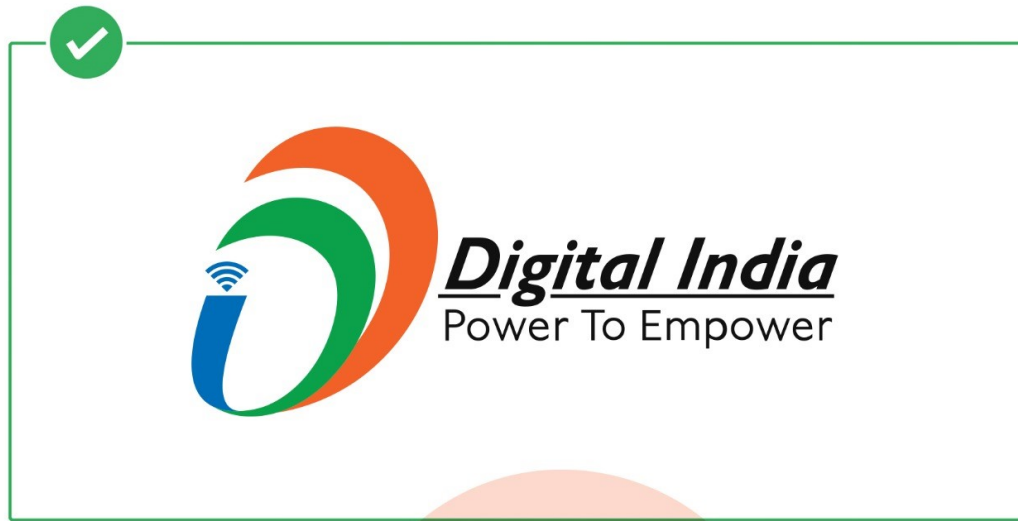
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## DONT'S OF LOGO USAGE

Always use the logo artwork file provided along with this guideline.
Do not edit the artwork or try to recreate the logo.



Never use the logo in grayscale.

Never use the logo in reverse or in a single colour.

Don't create any new configurations.

Don't change any colour.



Don't add any text in the mandatory clear space.

Don't stretch, squeeze or distort the logo. Always resize proportionately.

Don't make a cut-out of the logo to use on a busy background.

Don't add a keyline to the logo.



Don't use the symbol alone, without the text.

Don't use the logo in a size smaller than the specified minimum size for usage.

Don't add any outline, shadow or casing for emphasis or legibility.

Don't fill elements of the logo with any textures, images etc.

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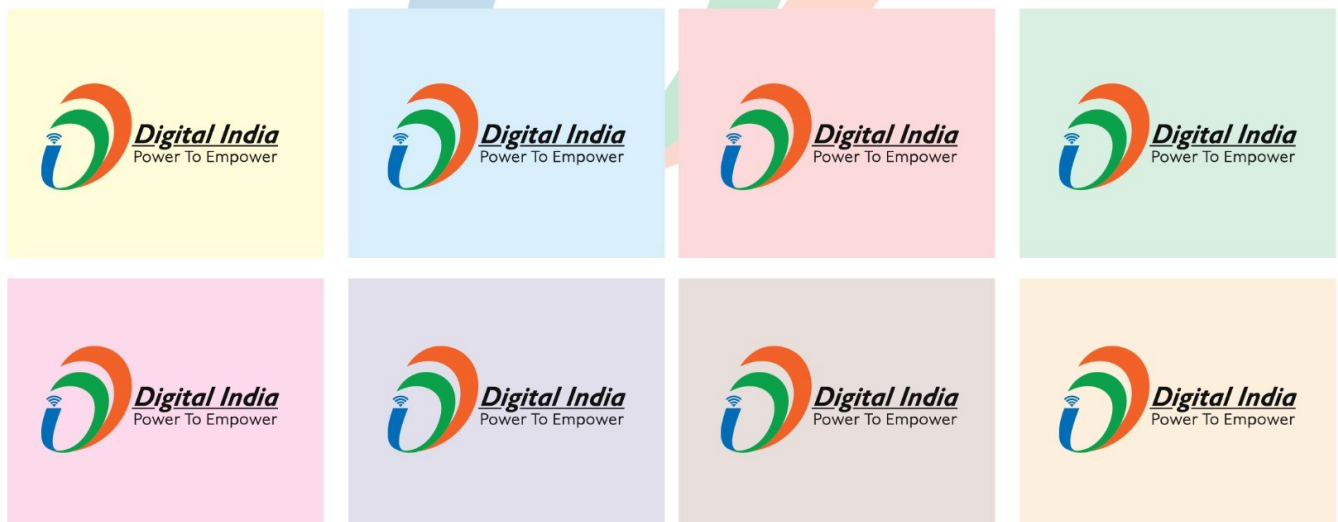Power To Empower

# DIGITAL INDIA – BRAND GUIDELINES
## LOGO APPLICATION: PRIMARY



## PRIMARY APPLICATION OF THE LOGO

The Digital India logo should always be used on a solid white background.
In a case where this is not possible, only then use the secondary
application of the logo.

## LOGO APPLICATION: SECONDARY



## SECONDARY APPLICATION OF THE LOGO

This is the alternate application of the logo, in a case where the primary application
is not possible to execute. The logo can be used on any solid colour backgrounds with
low-very low saturation. Given above are a few examples of this. Ensure that these
backgrounds are very light and the logo stands out clearly

### 5. Placement of the Logo

In all materials on which the Digital India logo is used, it must appear in isolation, uncluttered by competing images. The logo should always appear horizontally and be equal in size to the other logos.

**The Digital India logo should be appropriately placed so that it is visible clearly**. In case of a logo band, the placement will be subject to discussion on the same.

## II. General Guidelines Specifying Incorrect Use of the Digital India logo

Kindly adhere to the following guidelines while using the Digital India logo:

➢ Do not stretch, redraw, distort, warp, skew, condense, reverse, rotate, flip or alter the logo, its proportions and shape, or modify the size or position of any of its elements. Do not recreate or rearrange the logo, change its design, or any colour.

➢ The text 'Digital India' should appear on the right hand side of the DI logo, with its tagline 'Power to Empower" written below the text 'Digital India'

➢ Do not change the typeface, dimensions, aspect ratio, and minimum size of the logo.

➢ Do not use the logo on complex backgrounds that would obstruct legibility.

➢ Do not use the logo as a watermark with over-running design or text.

➢ Do not add any outline, gradients, shadows, or special/artistic effects to the logo.

➢ The logo should be displayed prominently with no hindrances or intrusions.

➢ Do not use the logo in any way that implies sponsorship, endorsement, certification, or approval of your product, service, or company by MeitY.

➢ Do not use or register the logo (or any part of it) or its name as part of another trademark. This includes, but, is not limited to, a company name, trade name, product name, service name, technology name, social media username or handle.

➢ Do not use the logo in ways that discredit and/or infringe upon the value of the 'Digital India' Programme.

➢ Do not share the logo with any unauthorised entity.

## III. Digital Files of the Logo

**Details of the digital files in various formats will be provided in a Google Drive link. For ensuring that the correct logo is used across all media, please use the digital files from the shared master drive. Do not attempt to re-create/redraw the logo.**

*The EPS format (scalable vector) is preferred for any printed projects such as publications, reports, posters, signs, booklets, stationery, stickers etc. For on-screen projects such as PowerPoint presentations, websites, blogs, films, television programmes; PNG or JPG files (depending on the application) would be used.*

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### IV.    Intended Use of the Logo

**The Logo will be strictly used for organisational activities and not for seeking financial help/donations from the open market for organising an event.**

NeGD may send officials to gather feedback about the event. In case, any adverse feedback is received, NeGD may take legal action against the organisation. A record of all such permission given and events organised thereon, will be kept with NeGD for its reference.

### V.    Modifications to the Guidelines

NeGD may modify the guidelines at any time without prior notice, if necessary. The revised guidelines shall become effective from the time they are posted on the Digital India website, and the user of the logo shall be deemed to have agreed to the revised guidelines by continuing to use the Digital India logo after the modifications.

### VI.    Legal Implications

In case of any breach of these guidelines, NeGD reserves the right to take strict legal action.