

Ministry of Electronics & IT



MeitY introduces Digital Brand Identity Manual (DBIM) to harmonizes government's Digital presence & hosts CIO Conference 2025 to strengthen India's digital governance

DBIM aligns with the Prime Minister's vision of "Reform, Perform, and Transform", making India's digital governance more accessible, inclusive, and citizen-centric: Shri Jatin Prasada

DBIM Provides a toolkit for a uniform identity, Gov.In CMS for streamlined management, CCPS for centralized content, and social media guidelines for standardized communication.

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The **Ministry of Electronics and Information Technology (MeitY)** yesterday marked a significant step in India's digital governance with the launch of the **Digital Brand Identity Manual (DBIM)** and the inaugural **Chief Information Officer (CIO) Conference 2025**. Held in New Delhi, the event was presided over by **Shri Jitin Prasada**, Union Minister of State for Electronics and Information Technology and Commerce & Industry and **Shri S. Krishnan** Secretary for Minister of Information Electronics Technology, under the *Gov.In: Harmonisation of Government of India's Digital Footprint* initiative.



Standardized and cohesive digital presence across platforms

During launch Shri Jitin Prasada emphasized that the **Digital Brand Identity Manual (DBIM)** will enhance the government's **"Minimum Government, Maximum Governance"** approach by **introducing "Uniform Governance,"** ensuring a standardized and cohesive digital presence across all ministries and platforms.

He also highlighted that **DBIM aligns with the Prime Minister's vision of "Reform, Perform, and Transform"**, making India's digital governance more accessible, inclusive, and citizen-centric, thereby strengthening the country's **e-governance ecosystem on a global scale**. The initiative focuses on simplifying and standardizing government websites, ensuring that citizens from diverse backgrounds can easily navigate and access essential government services.

In addition to above, he stressed the role of the **Central Content Publishing System (CCPS)** in making key government policies, schemes, and initiatives readily available, improving transparency and public engagement. He also emphasized the importance of **innovation, agility and security in digital governance**, leveraging **AI-driven tools and robust security measures** to build a seamless, trustworthy and future-ready digital ecosystem, contributing to **India's vision of Viksit Bharat 2047**.

Govt unveils DBIM for efficiency

MeitY Secretary, S. Krishnan highlighted the **Prime Minister's directive** to establish a **common interface across government websites**, ensuring a **user-friendly and standardized digital experience**. He emphasized a **user-centric approach**, where government portals must offer accessibility and efficiency comparable to private sector websites across both desktop and mobile devices. A **unified digital branding manual (DBIM)** has been introduced to enhance service delivery, and **centralized content pushing** will ensure **consistent messaging across ministries**, making government priorities more transparent.

He also stressed the **critical role of NIC** in providing technological support and modernizing government infrastructure to meet evolving digital demands. With the digital economy set to reach **20% of GDP**, the Secretary urged ministries to adopt digital tools for better service delivery.

✓ Launched!

🌐 DBIM-Compliant MeitY Website

Launched by MoS @JitinPrasada, the website has all elements of inclusivity, accessibility and trust incorporated through the DBIM.

🔗 Visit <https://t.co/vtLGKJDvf2#eGovernance> #DigitalIndia #CIOconference @SecretaryMEITY pic.twitter.com/UoBtH58EdP

— Ministry of Electronics & IT (@Gol_MeitY) February 18, 2025

Features of DBIM initiative

The **DBIM launch** was accompanied by the introduction of several critical components to **harmonize India's digital presence**:

- **DBIM Toolkit** for ensuring uniformity in digital identity.
- **Gov.In CMS Platform** for streamlined website management.
- **Central Content Publishing System (CCPS)** for centralized content governance.
- **Social Media Campaign Guidelines** to standardize digital communication.

The launch also featured the unveiling of the **DBIM-compliant MeitY website**, demonstrating a consistent and citizen-friendly digital experience. Additionally, four other ministry/department websites have migrated to the **Gov.In CMS platform**, with more set to follow.

First CIO conference 2025: key discussions

The **First Chief Information Officer (CIO) Conference 2025** convened experts from **MeitY, NIC, MyGov** and various ministries to discuss the adoption and implementation of DBIM. Key discussions revolved around:

- Harmonizing government websites under a unified digital brand identity.
- Managing websites on the **Gov.In** platform for enhanced accessibility and performance.
- Localizing content and optimizing digital services for inclusivity.
- Compliance with **Guidelines for Indian Government Websites and Apps (GIGW)** and **STQC Certification** for quality assurance.

The nationwide adoption of **DBIM** is set to revolutionize citizen engagement, strengthen trust, and enhance government service delivery in the digital space.

Visit the newly launched **DBIM-compliant MeitY website for information**: <https://www.meity.gov.in/>

Digital Brand Identity Manual (DBIM)

As part of the **Gov.In: Harmonisation of Government of India's Digital Footprint** initiative, the DBIM seeks to establish a standardized and seamless digital presence across government ministries, departments, and agencies. This initiative aligns with the vision of **Prime Minister Narendra Modi** to transform governance through technology, ensuring accessibility, efficiency, and a more citizen-friendly digital experience.

The primary objective of the **DBIM** is to create a unified and consistent digital brand for the Government of India. By standardizing elements such as **color palettes, typography, and iconography**, the manual not only ensures uniformity in look and feel but also strengthens the integrity of government-hosted data. This cohesive approach will enable government departments to present a compelling and trustworthy brand presence, both nationally and globally. The guidelines extend beyond websites to cover **mobile applications and social media platforms**, reinforcing a seamless user experience across all digital touchpoints.

Dharmendra Tewari/Shatrunjay Kumar

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