

The background is a deep blue with a complex pattern of lighter blue geometric shapes and lines. These include concentric circles, straight lines of varying lengths, and small squares, some of which are nested. The overall effect is a sense of digital connectivity and modern design.

Harmonisation Components

Digital Brand Identity Manual

18th February 2025

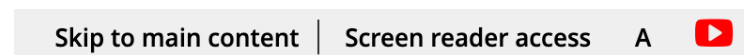
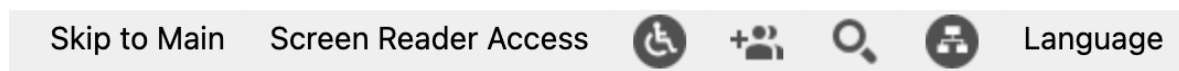
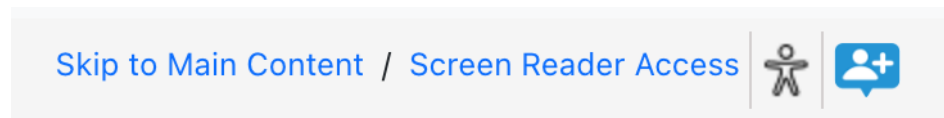
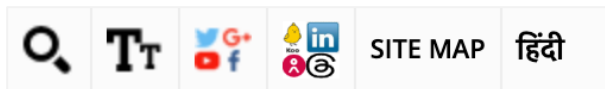


At the beginning of the project we observed varied ways ...

In which the Ministry and Department names were written across the digital platforms



In which the UI elements like icons, logos, typography were represented differently





And Information stacked ...

Across a variety of web page layouts

#alertfakewebsite #fakejobopportunity : www.nrdm.com, www.nrdmvacancy.com

MGNREGA 13,46,43,008 Active Workers	PMAYG 41,93,007 Houses Sanctioned	NILM 29,20,576 Households Mobilized	PMGSY 72,875 Completed Road Length (Kms)	NSAP 3,16,44,935 Total Pensioners	SAGY 3,361 GPs Identified	DDUGJY 17,04,846 Candidates Trained	RSETI 54,51,261 Candidates Trained	MISSION ANTODAYA 2,69,309 GPs Completed	RURBAN (SPMRM) 300 Clusters Allocated
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SCHEMES/ PROGRAMMES

MGNREGA	PMAY (G)
PMGSY	DDU-GKY
MISSION ANTODAYA	NSAP

VIEW ALL >

OTHER INITIATIVES

PM JANMAN	VIKSIT BHARAT SANKALP YATRA
AMRIT SAROVAR MISSION	AREA OFFICER

VIEW ALL >

WHAT'S NEW

JAN 21 AARDO-AHKNCRD International Workshop-cum-Training Programme on "Irrigation System and Water Management", AHK NCRD, Islamabad, Pakistan, 8-17 April 2025

JAN 15 AARDO- NCHU Scholarship for International Master's Degree Programme in Agriculture or Allied Agriculture Subject (Planet and Microbial Biology) in National Chung Hsing University, Taichung City...

DEC 20 OM regarding Empanelment of National Level Monitors (NLMs), 20 December, 2024

DEC 03 Advertisement for Director (Research), Programme Officer (Research), and Programme Officer (Learning) positions - Request for nominations, 03 December, 2024

NOV 18 Filling up the post of Library Clerk on deputation/contract basis

11 NOV 18 Invitation to nominate a potential candidate for the CIRDAP-AHKNCRD Collaborative

VIEW ALL >

SUCCESS STORIES

1 Year Initiatives and Achievements - MoRD

Download

UTTARAKHAND

Pause

VIEW ALL >

Shri Shivraj Singh Chouhan
Minister for Rural Development and Agriculture & Farmers Welfare

Dr. Chandra Sekhar Pemmasani
Minister of State for Rural Development and Communications

Shri Kamlesh Paswan
Minister of State for Rural Development

News / Events (What's New)

- National Overseas Scholarship (NOS) Scheme for SC etc. candidates (Scheme: National Overseas scholarship)
(FileSize: 132.77 KB, Published Date: 14 Feb 2025)
- Walk-In-Interview for engagement as Young Professional for the post of Assistant Accounts (Menu: Advertisement)
(FileSize: 1.15 MB, Published Date: 10 Feb 2025)
- Cancellation of empanelment of Training Partners (TPs) for the year 2024-25 under PM-DAKSH (Menu: Notification and OM)
(FileSize: 35.80 KB, Published Date: 03 Feb 2025)
- VACANCIES FOR VARIOUS POSTS AT DAIC ON DEPUTATION BASIS (Menu: Vacancies)
(FileSize: 1.16 MB, Published Date: 27 Jan 2025)
- Reschedule of walk in interview for the post of Consultant (Accounts) in Dr. Ambedkar Foundation (Menu: Vacancies)
(FileSize: 53.34 KB, Published Date: 24 Jan 2025)
- Corrigendum to PM-DAKSH Scheme guidelines (Scheme: Pradhan Mantri Dakshta Aur Kushalta Sampann ...)

VIEW ALL

Major Schemes

e-ANUDAAN (NGO GIA Proposal System)	Nasha Mukht Bharat Abhiyaan
Pradhan Mantri Anushuchit Jaati Abhyuday Yojana (PM-AJAY)	PradhanMantri AdarshGram Yojana (PM-AGY)
Free Coaching Scheme For SC & OBC Students	National Overseas Scholarship Scheme
Top Class Education for SC Students	National Portal For Transgender Persons
Post Matric Scholarship for SC student (National Scholarship Portal)	Pradhan Mantri Dakshta Aur Kushalta Sampann Hitorahi Yojana (PM DAKS...

Dr. Virendra Kumar
Union Minister of Social Justice and Empowerment

Shri Ramdas Athawale
Minister of State of Social Justice & Empowerment

Shri B. L. Verma
Minister of State of Social Justice & Empowerment

And elaborate headers that were different on each website

Various national and global documents were reviewed...

International Govt Branding Guidelines

Approach in defining
identity and connectedness
with citizens



National Guidelines and Design Systems

Available guidelines on
accessibility and unified
visual identity of the Indian
digital footprint



International Guidelines

Global digital design
standards, brand recall and
recognition and enhanced
global visibility



Corporates

Approach to brand-related
policies and visual elements
& messaging



We had to define what digital brand identity would mean for us...

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& messaging

ACT Government

Brand Guardian

CITY of BOSTON



Typography

Headings/highlights

Montserrat Light
Montserrat Regular
Montserrat Semibold
Montserrat Bold
Montserrat Extra bold

Body copy

Source Sans Pro Light
Source Sans Pro Regular
Source Sans Pro Semibold
Source Sans Pro Bold

Colour Palette

Primary colours

The ACT Government has two primary colours which should be used to support the One Government approach.

Whole of Gov Purple
C:82/M:100/Y:1/K:2
R:72/G:45/B:140
#472d8c

Grey
C:45/M:35/Y:45/K:5
R:153/G:151/B:137
#999789

Regional colours

The regional colours have been developed to reflect Canberra's five regions. Where possible, use these colours to highlight content of a regional nature.

Belconnen
C:81/M:37/Y:53/K:9
R:77/G:128/B:123
#077f7a

Inner North, Inner South and City
C:81/M:37/Y:6/K:0
R:0/G:143/B:197
#008fc5

Gungahlin
C:40/M:10/Y:100/K:10
R:144/G:166/B:48
#90a630

Tuggeranong
C:5/M:8/Y:100/K:22
R:198/G:179/B:11
#c6b30b

Woden, Weston Creek and Molonglo Valley
C:0/M:78/Y:69/K:0
R:241/G:23/B:80
f15f50

District colours

A further colour breakdown is used to visually depict districts within certain regions.

Inner North
C:81/M:37/Y:6/K:0
R:0/G:143/B:197
#008fc5

Inner South
C:99/M:70/Y:6/K:23
R:0/G:72/B:104
#004868

Woden
C:0/M:78/Y:69/K:0
R:241/G:23/B:80
f15f50

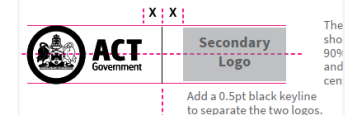
Weston Creek
C:0/M:85/Y:32/K:0
R:241/G:71/B:118
#f14c76

Molonglo Valley
C:26/M:100/Y:100/K:26
R:147/G:23/B:27
#93171b

Logo Specifications



When co-branding, please follow these rules:



We had to define what digital brand identity would mean for us...

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Corporates

Approach to brand-related
policies and visual elements
& messaging

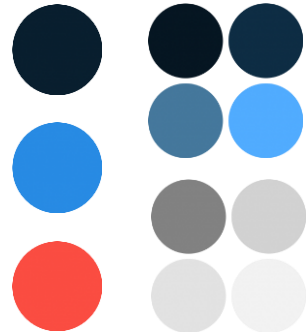
ACT Government

Brand Guardian

CITY of **BOSTON**



Color Palette



Primary
Colors

Supporting
Colors

Typography

MONTERRAT: Uppercase Bold

A B C D E F G H I J K L M N O P Q R S T U V X Y Z

LORA: Regular, Italic

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z 1 2 3 4 5 6 7 8 9 0

Logo & Iconography

Categories of icons designed
for different use cases



Experiential
Icons

Departmental
Icons

Small Circular
Icons



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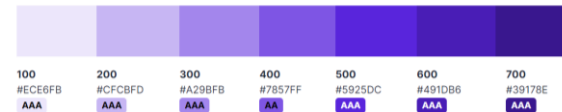
Approach to brand-related
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Color Palette

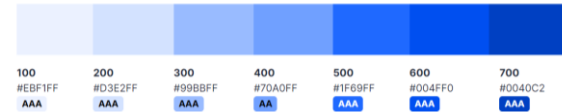


Brand colours

Primary colours

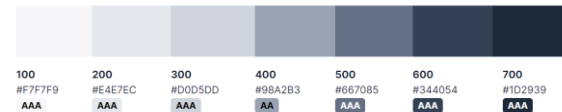


Secondary colours



Font colours

Greys



System colours

System blue



System amber



System green



SGDS follows the level AA of the
WCAG 2.0 guidelines

Typography

Example	Font weight	Font size	Line height
H1	Bold	40px (2.5rem)	48px
H2	Bold	32px (2rem)	40px
H3	Bold	24px (1.5rem)	32px
H4	Bold	18px (1.125rem)	32px
paragraph	Regular	16px (1rem)	32px
small text	Regular	14px (0.875rem)	28px

SGDS uses Inter regular and bold
as the main font family

To derive a the key contents of the harmonised guidelines

Colour Palette



Bold colours used for primary palette while lighter tones for secondary palette

Icons & Logos



Icons follow pre-specified size and standardized styles

Typography



Sans font family is commonly used for the headings and body text

Information architecture & tone of voice



Simplified navigation bar and UX writing for unified outlook
Use of inclusive language to align with brand's overall messaging approach

Imagery



Original images along with a focused messaging/storyline

Accessibility



Multilingual options to cater audience with language barriers

Digital Brand Identity Manual



Brand Identity

1. *Color Palette*
2. *Icons and Styles*
3. *Typography*
4. *Logo*
5. *Imagery*
6. *Content*
7. *Adherence to Accessibility*
8. *Search*
9. *Performance Enhancement*

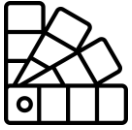


Annexures

- A. *Ministry/Department Website*
- B. *Mobile Apps*
- C. *Forms*
- D. *Social Media*
- E. *Compliance Matrix*

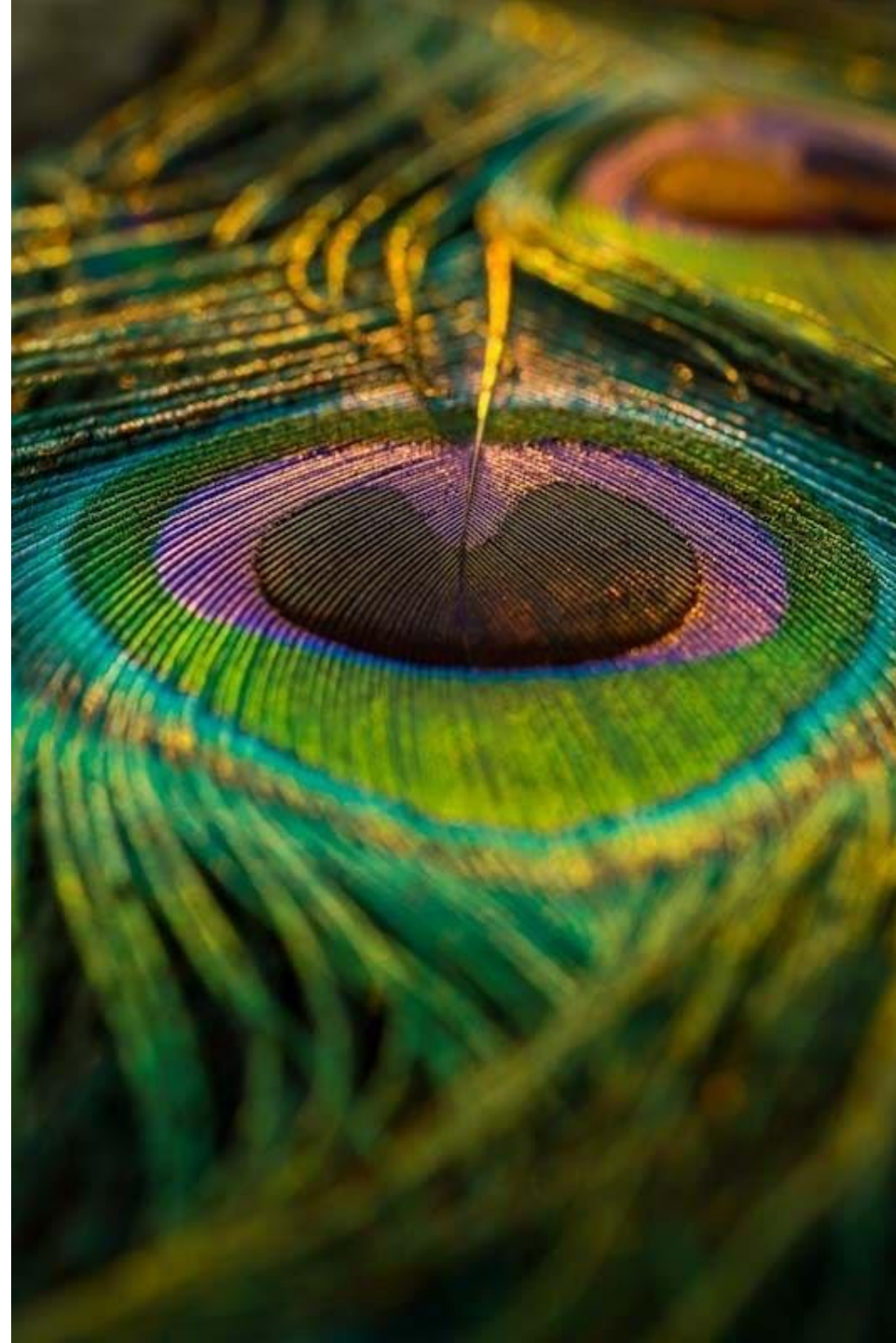


Brand Identity: Colour Palette



The selection of colours is inspired by the natural hues found in a peacock's plumage to adapt to **industry-based perceptions of ministries**

#6C1340	#A32966	#DB70A6	#EBADCC	#FAEBF2	Burgundy
#29136C	#4729A3	#8B70DB	#BDADEB	#EEEEFA	Purple
#162F6A	#214AAB	#5279D7	#A3BBF3	#D2DFFF	Blue
#0F5757	#2D8686	#75BDBD	#A6D9D9	#D9F2F2	Green
#5D3E00	#916100	#DDA73A	#F4D390	#FFEECC	Chrome Yellow
#771D1D	#A72626	#D75151	#FAAAAA	#FCDADA	Cinnamon Red





Brand Identity: **Icons and Styles**



An extensive icon bank, comprising functional and contextual icons, has been curated.

Functional Icons: Globally recognized symbols that deliver consistent meaning for each function

Contextual Icons: Relevant to specific sector, which align with the themes and services of government organizations.

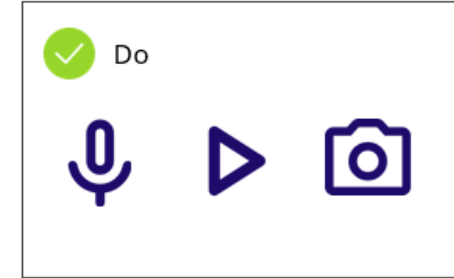


Figure 1

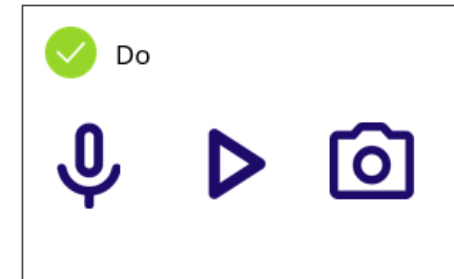


Figure 2

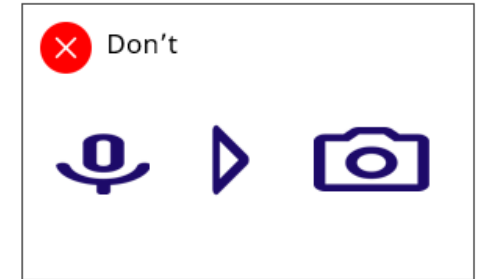


Figure 3





Brand Identity: **Typography**



Noto Sans is selected as the main
typeface

- *High readability*
- *Multilingual support*
- *Neutral and professional appearance*
- *Consistency across different weights
and styles*
- *Optimised for web*

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Devanagari

नोटो देवनागरी

Bengali

নোটো বাংলা

Gujarati

નોટો ગુજરાતી

Gurmukhi

ਨੋਟੋ ਗੁਰਮੁਖੀ

Kannada

ನೋಟೋ ಕನ್ನಡ

Malayalam

നോട്ടോ മലയാളം

Oriya

ନୋଟୋ ଓଡ଼ିଆ

Tamil

நோட்டோ தமிழ்

Telugu

నోట్ తెలుగు



Brand Identity: Logo



Logo lockups have been defined keeping in mind the usage across central government organizations.

A unified header and logo lockup creates **recognizable visual identity**

- *Clear navigation structure*
- *Mobile responsiveness*
- *Reliability, stability and professionalism*



भारत सरकार
GOVERNMENT OF INDIA



भारत सरकार
GOVERNMENT OF INDIA

Logo Lockup style with colour variations



Do's



Don'ts





Brand Identity: **Imagery**



Imagery shapes user experiences and reinforces the brand identity.

Recommendations to select, create, and implement imagery for cohesive **visual storytelling** across the digital platforms have been outlined.

- *Composition*
- *Subject*
- *Lighting*
- *Story*
- *Colours*
- *Simplicity*
- *Perspective*
- *Focus*

✓ Do's



✗ Don'ts





Brand Identity: **Content**



Fundamental recommendations emphasizing the principles essential for **structuring** and **styling** the content across the different phases- **planning, creation, and delivering content.**

- *Content grouping*
- *Information Architecture*
- *Tone of Voice*
- *Writing style*
- *Multilingual support*

Concise: Brief and direct to convey information efficiently;



Do

"Apply online for a passport renewal. Fill form 1 and submit it with the required documents."



Don't

"To apply for a passport renewal, you can utilize our online application system, where you will need to fill out form 1 and then submit it along with the necessary supporting documentation."

Impartial: Expressing the information in a neutral way.



Do

"The new policy aims to promote environmental sustainability by reducing carbon emissions."



Don't

"We are excited to announce our new policy, which will contribute to our efforts in achieving environmental sustainability goals by reducing carbon emissions."



Brand Identity: **Adherence to Accessibility**

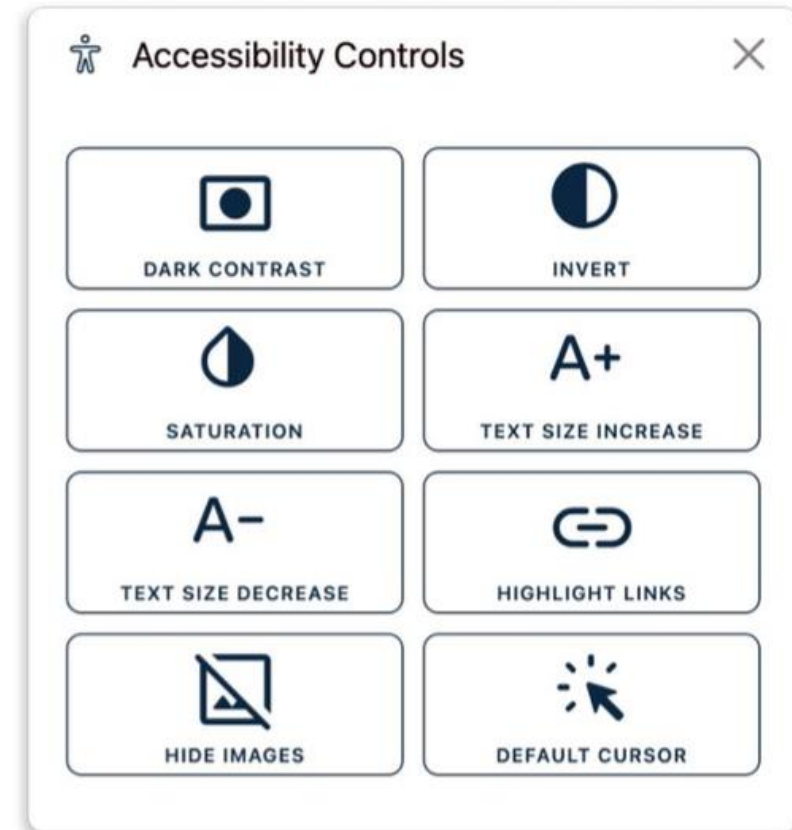


To ensure the web and mobile content is accessible for all users, it is important to adhere to the **Guidelines for Indian Government Websites (GIGW 3.0)**.

- *Perceivable regardless of user's ability*
- *Operable interface and navigation*
- *Straightforward and easy to understand*
- *Robust and compatible*



User Control options



Accessibility Controls



Brand Identity: **Search**



Implementing advanced search facilities will allow users to **easily find topics of interest**, thereby **increasing engagement rates**.

- *Context-driven responses*
- *Diverse content handling*
- *Multi-language support*
- *Filtered and Categorized Searches*
- *Consistent placement*



- Advanced tool aims to simplify navigation and content discovery for citizens
- Use of Artificial intelligence for content discovery with simple search queries
- On the go, two-way content translation powered by Bhashini with content scheduler to map entire website content
- Responsible AI with the requisite guard rails, data masking for PII information



The background is a solid dark blue color. It is decorated with various light blue and white geometric elements. These include thin, straight lines of varying lengths, some with small circles at their ends, suggesting a circuit or network. There are also concentric circles, some solid and some outlined, and several squares and rectangles, some of which are nested or overlapping. The overall aesthetic is modern and technological.

The manual is available to all Ministries' and Departments'
as a part of the DBIM Toolkit