



# Presentation on Harmonised Branding and Gov.In DigiFootprint Platform

GOV.**in**

my  
GOV

**NIC** एनआईसी  
National  
Informatics  
Centre



# Genesis of the Harmonisation Initiative

1

**Hon'ble PM's** vision and thoughts to harmonise GoI's Digital Footprint

2

**Cabinet Secretary addressed a DO letter** to all Secretaries to ensure harmonisation of Ministry/Department's websites, including provision of a centralised content publishing mechanism across websites, and developing a Digital Brand Identity Manual (DBIM)

3

**In consultation with ministries, design experts and stakeholders** as well as studying **global best practices**; DBIM was formulated and subsequently approved by MeitY. DBIM is now ready for release and implementation across GoI's Digital Footprint

4

Defining the elements of harmonisation initiative while ensuring adherence to existing web technology standards like **GIGW**: Quality, Accessibility, Cybersecurity and Lifecycle management



# Approach to Harmonised Digital Brand Identity

Coherent brand identity **across digital touchpoints of Govt. of India**



**Consistent  
Branding**



**Unified Interface and  
information  
architecture**



**Technology  
standardization**



**Harmonised digital footprint will ensure**

**Enhanced citizen trust**

*Recognizable and consistent government identity*

**Improved accessibility**

*Multilingual support and inclusive design*

**Operational efficiency**

*Enabling better analytics-driven decision-making*

**Wider Inclusivity to Global Peers**

*Adopting best practices in website features and design*



# Key Components of the Harmonisation Initiative

## DBIM

*Identity, Personality & Application*

## DBIM Toolkit

*Toolkit that accelerates website creation*

## CMS Platform

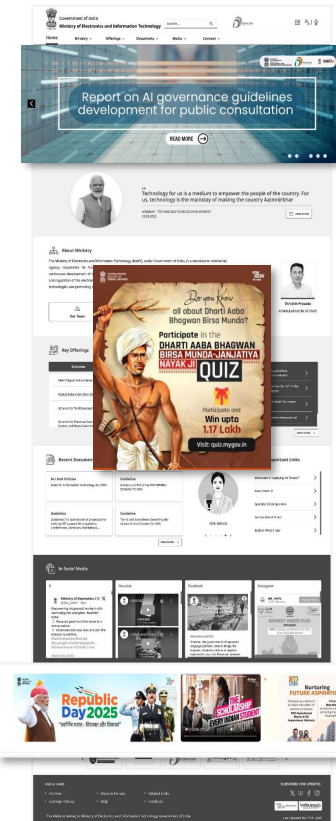
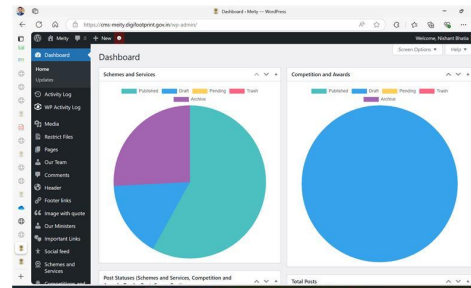
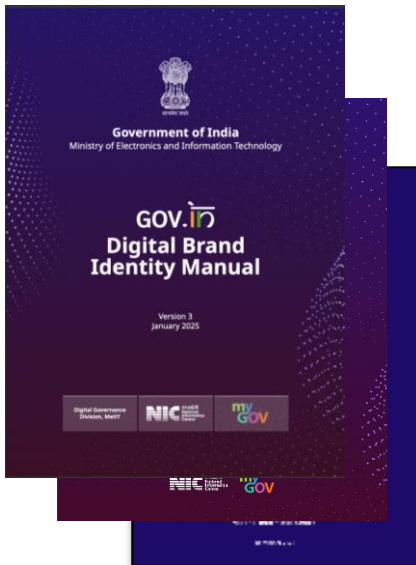
*Content Management System for website management*

## CCPS

*Real-time content synchronization mechanism*

## Social Media

*Synchronised Campaigns*





# Digital Brand Identity Manual



## Brand Identity

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



## Annexures

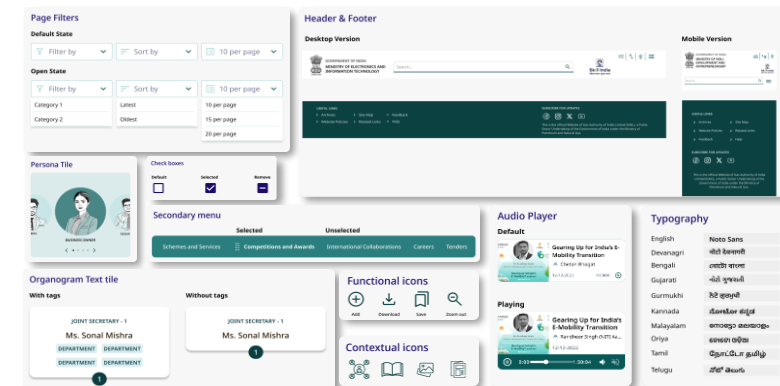
- A. *Ministry/Department Website*
- B. *Mobile Apps*
- C. *Forms*
- D. *Social Media*
- E. *Compliance Matrix*





# DBIM Toolkit

- **Digital version of DBIM Chapters**
- **Application of DBIM**
  - Ministry or Department Websites
  - Mobile Apps
  - Forms
  - Social Media
- **Visual Components Library**
  - Images
  - Icons
  - Personas
  - Logos
- **Design Library**
  - Build websites using toolkit
  - Templates
  - Components

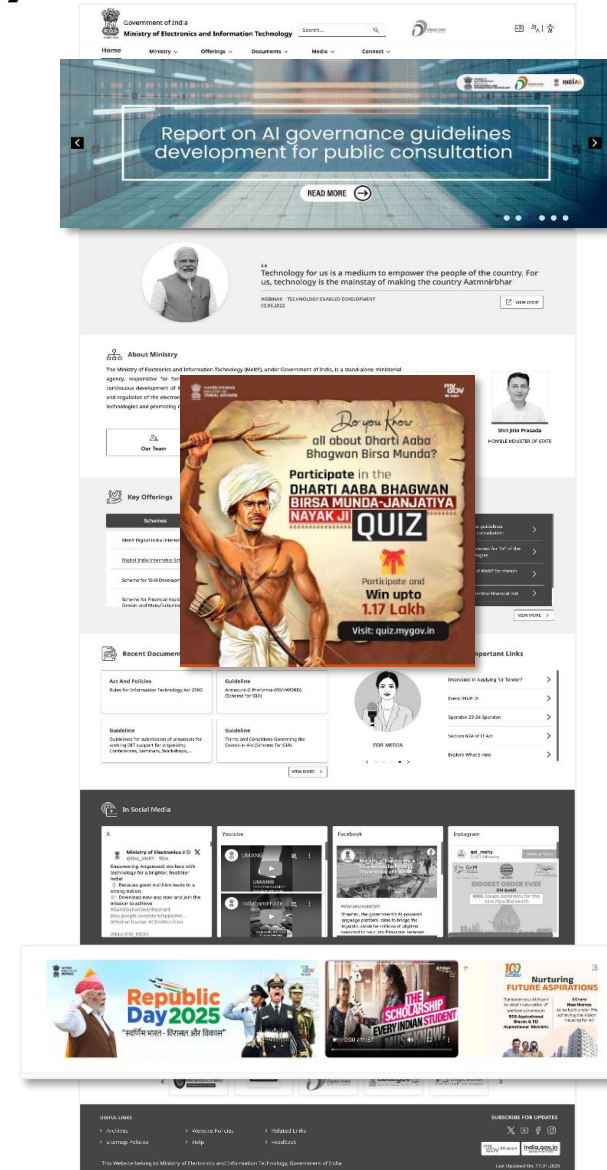


***Build and Launch DBIM compliant websites***



# Central Content Publishing System (CCPS)

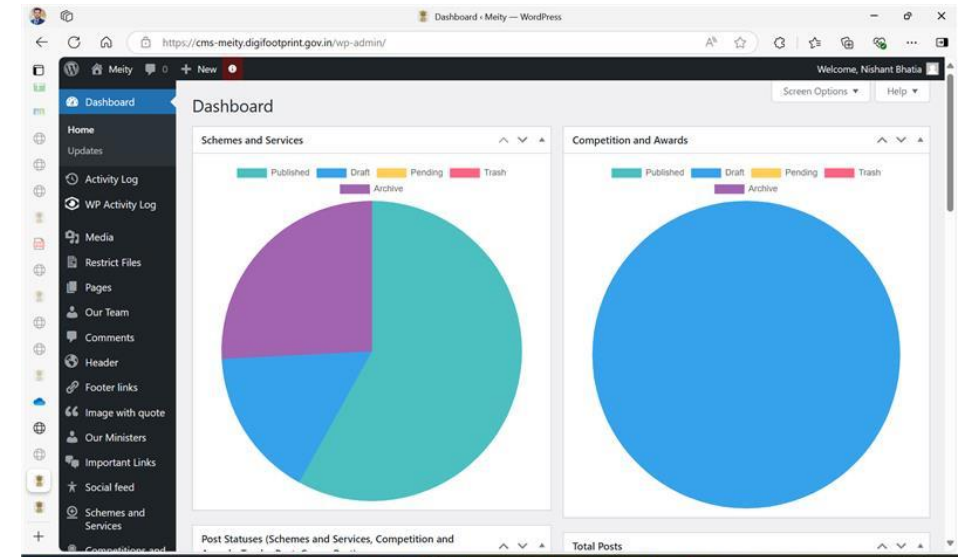
- For **publishing major initiatives** across GoI's Digital Footprint
- **Consistent dissemination** of knowledge and information for flagship **schemes and programs**
- **Onboarding mechanism** for Ministries/Departments to **subscribe for CCPS**
- Integration of **Centrally pushed content** on home page over a **secure channel**
- **3 components** on the home page
  - Main banner
  - Overlay banner
  - Central posts





# GOV.IN CMS Platform

- Easy **Content Publishing**
- Components and page designs **complaint with DBIM**
- Helps **organise live and archival content**
- **Secure** and reliable
- **Reduces the time/effort** needed to maintain websites



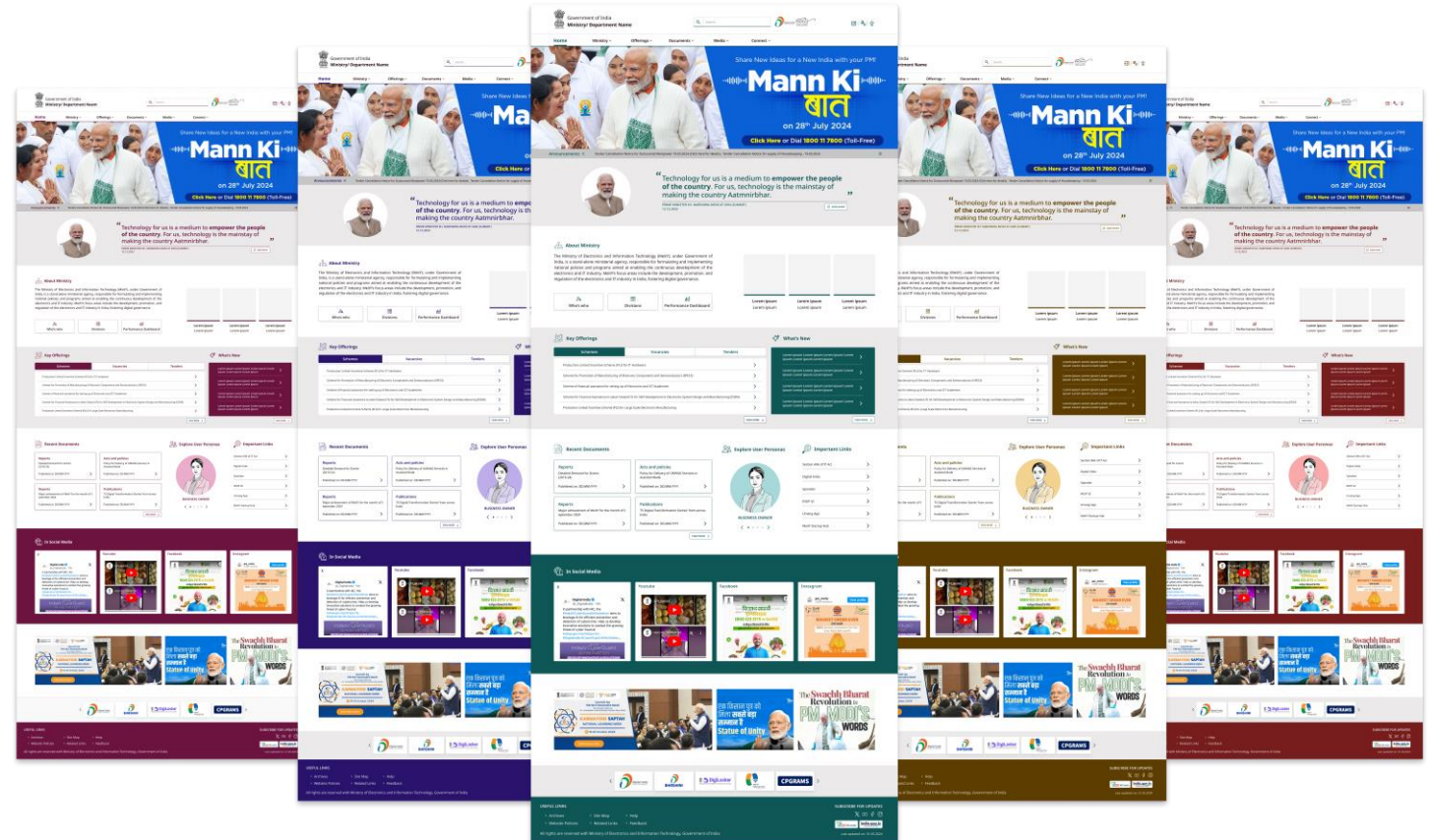




# Exemplar Ministry Websites

Five ministries have been migrated to **Gov.In CMS Platform** to create harmonised, DBIM-compliant websites

1. M/o Electronics and Information Technology (MeitY)
2. M/o Skill Development and Entrepreneurship
3. D/o Rural Development
4. D/o Water Resources, River Development & Ganga Rejuvenation
5. D/o Drinking Water and Sanitation



**Language Translation powered by  
Bhashini**



# Home Page

Header ↔

Hero Banner ↔

Announcements Ticker ↔

PM Quote section ↔

About Ministry section ↔

Updates from Ministry ↔

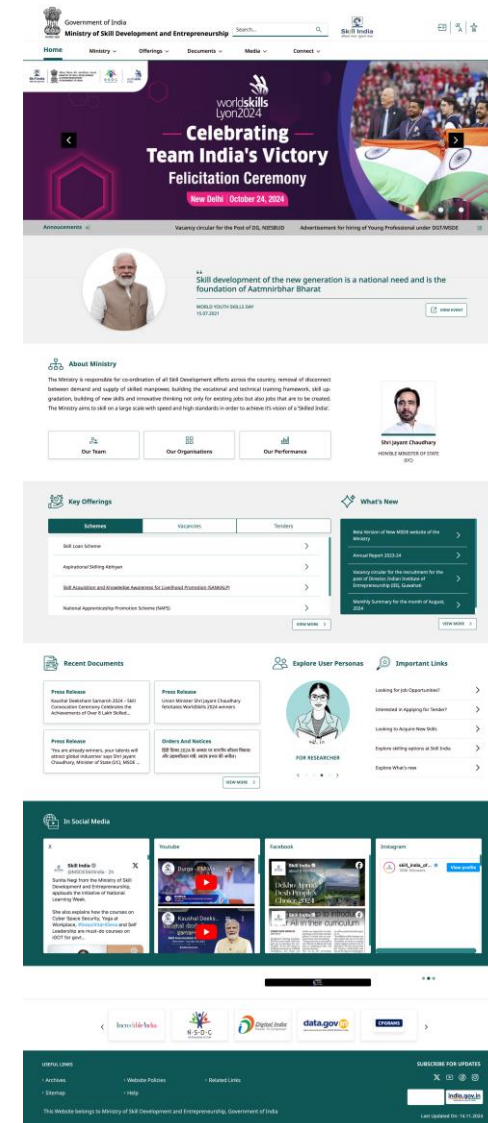
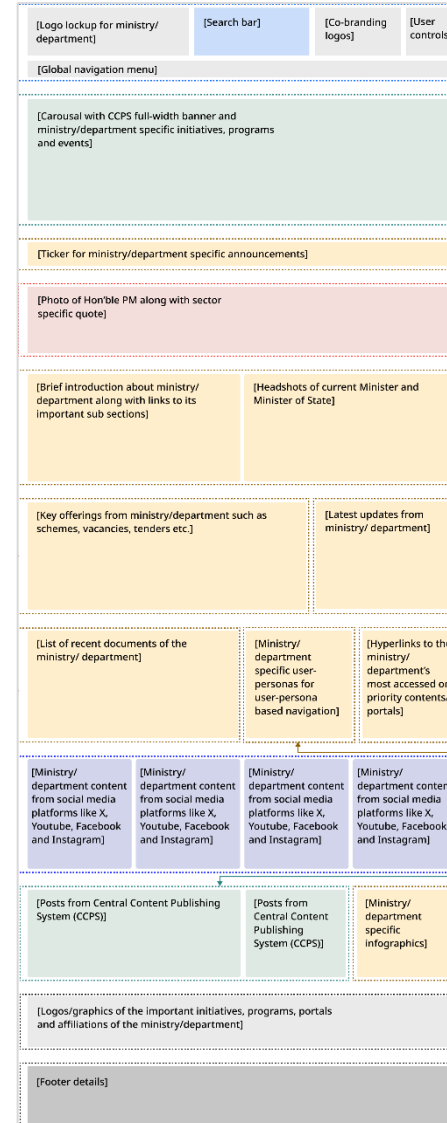
Documents, Persona-specific  
information and important links ↔

Social Media Channels ↔

CCPS and Ministry specific  
infographic ↔

Logo band ↔

Footer ↔



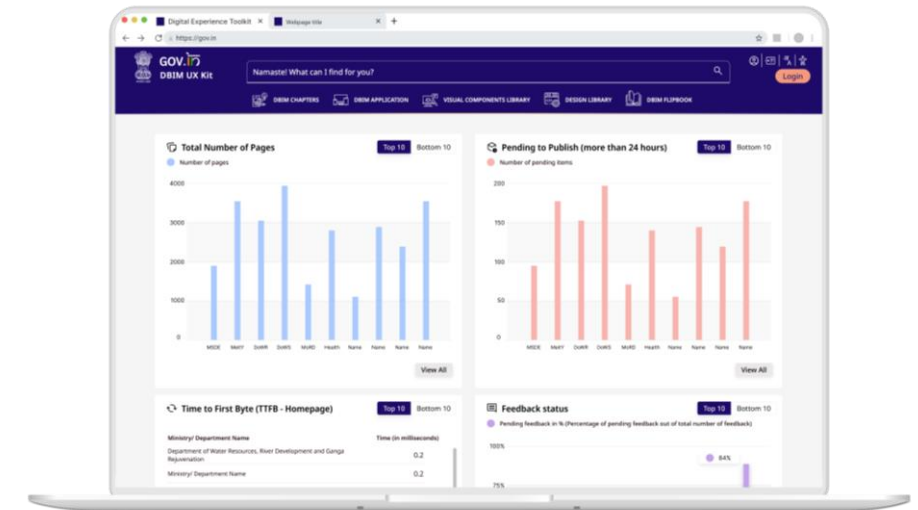
# Expectations from Ministries and Departments

- Ensure nomination of CIOs
- Adoption of DBIM for websites and applications
- Establish core team consisting of tech and design expertise
- Subscribe to CCPS and integrate on home page
- Share KPIs for Central dashboard



# KPIs for Central Dashboard

- **Managed by:** Entity managing the website
- **Pages:** Number of Pages
- **Time to first byte:** Page load speed
- **Content publishing:** Number of pending items
- **Feedback:** Pending feedback
- **Server downtime:** Availability metric
- **CCPS integration:** Integration date and CCPS metrics
- **Certificates:** Validity- Security audit, SSL Certificate, GIGW Certificate
- **Integration:** Status- social media, analytics, SEO, FAQ/Help
- **Content Management and Updates:** Last update date for website pages
- **Documents and Archival management:** Number of documents





**Let's work towards a seamless, efficient and citizen-friendly  
digital footprint for the Government of India**



Thank you  
Ms. Alka Misra  
Deputy Director General

