

Guidelines for Logo



Ministry of Human Resource Development
Department of School Education & Literacy (Mid Day Meal Division)
Government of India.

Designed by Design Consultancy Services.
National Institute of Design.

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राष्ट्रीय डिजाइन संस्थान
NATIONAL INSTITUTE OF DESIGN

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Guidelines for Logo
designed by Design Consultancy Services, National Institute of Design, Ahmedabad.
for, the Dept of School Education & Literacy (Mid-Day Meal Scheme),
Government of India.



मध्याह्न भोजन योजना
Mid Day Meal Scheme

Why these Guidelines?

For any logo to be memorable and have the desired recall value, it is imperative that it be reproduced across several media of communication in a consistent manner. The most important elements to be consistently used is the logo, its colours and the typography. To ensure that the audience experiences the logo in the same manner across all media.

These guidelines have been developed to significantly improve and standardise the visual presentation and application of the logo of Mid Day Meal Scheme.

Who should use this?

It is for the use of personnel responsible for communication or graphic designers or professional printers, who may use the logo. The content is specific and technical. This booklet lays down standard guidelines and practices for the use of logo. There are very few rules but please take the time to read and understand how they work, and how they can be used together to ensure a cohesive visual identity. It is crucial that the logo appears correctly and consistently in every communication.

As a technical guide which is meant to inform, the colours as reproduced in this booklet may not be accurate due to limitations of the printing process used. To match the colours during print production, please use the specifications mentioned.

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Section - I **Logo**

01. About the Logo

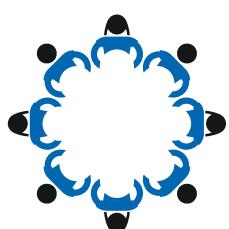
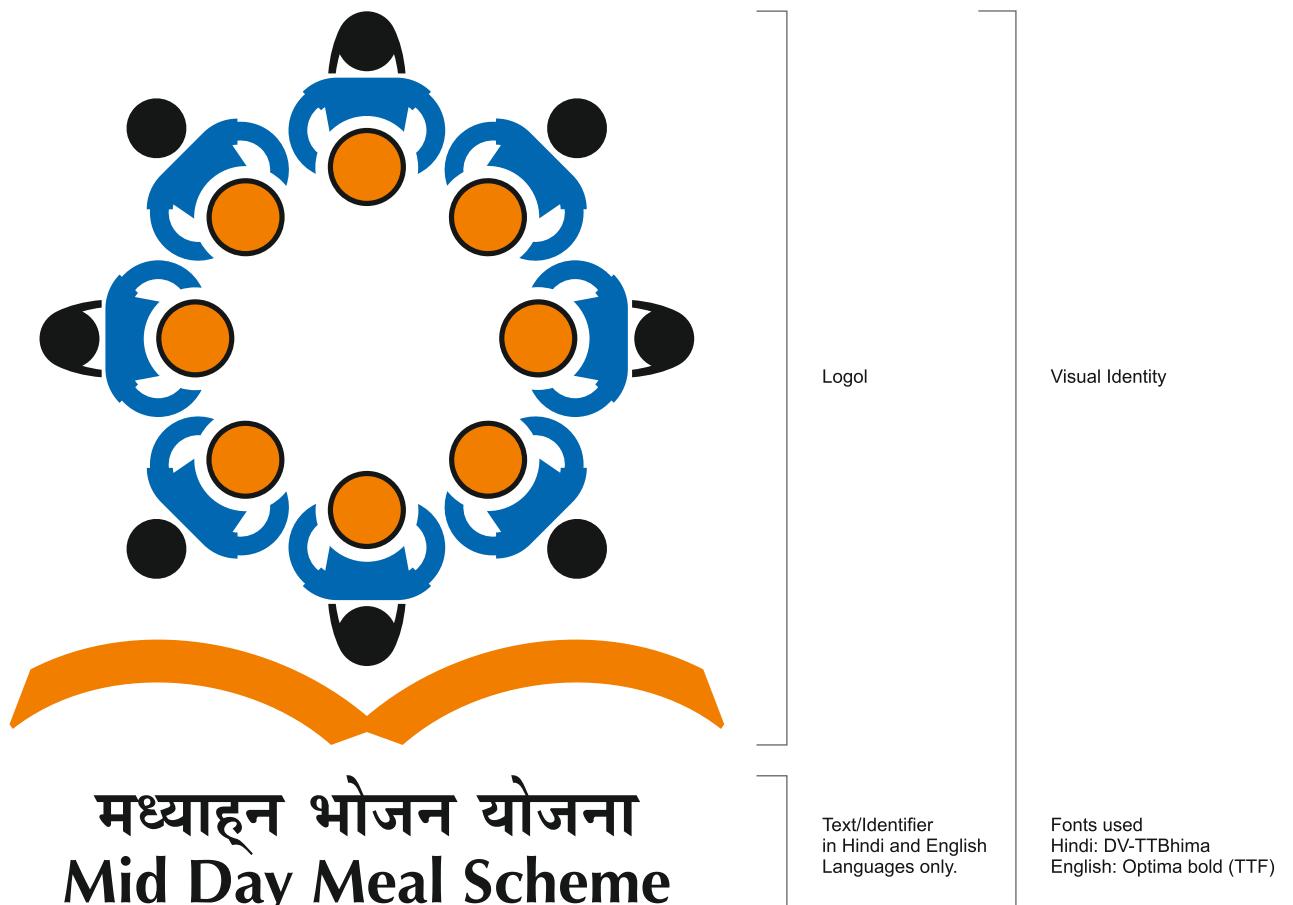


The concept is evolved from the idea of a group of children sitting together in a circle and having their meal served hot. Equal importance is given to boys and girls with communal harmony. Orange colour is used for the food plate to represent it as hot and fresh food. It also symbolizes energy, heat and sun. At the bottom of the image a picture of a book is used to bring in the relation of education and mid-day meal program. Overall form also represents the shape of a flower as a symbol of childhood, happiness, healthiness, progress and well being of the future generation. The logo is visually balanced using the form of children, book and logo text in Hindi and in English.

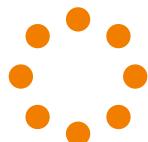
Guidelines for application of “Mid-day Meal Symbol”

- The logo should be used in the form as it is provided in the CD.
- Please don't use any other regional language instead of Hindi. Always use Hindi as used in a logo. The type used is bilingual **Hindi** as its a Flagship Programme and **English** as it's a global language.
- Please do not use any other fonts, colours or change the spacing between logo and type or change the placement of type (vertically or horizontally), always use the files provided in a CD.

02. Logo and It's components



Students sitting in a circle,
one boy one girl alternate.



These circles/dots representing
the dish filled with nutritive meal.



The above graphics representing an open book.

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The typo used is bilingual
Hindi as it's a Flagship Programme
English as it's a global language

Note:

Please don't use
any other regional language
instead of Hindi.
Always use Hindi
as used in Logo.

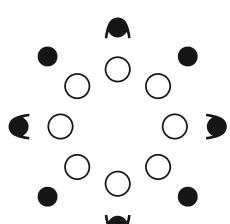
03. Logo and it's colours specifications



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C 0, M 0, Y 0, K 100

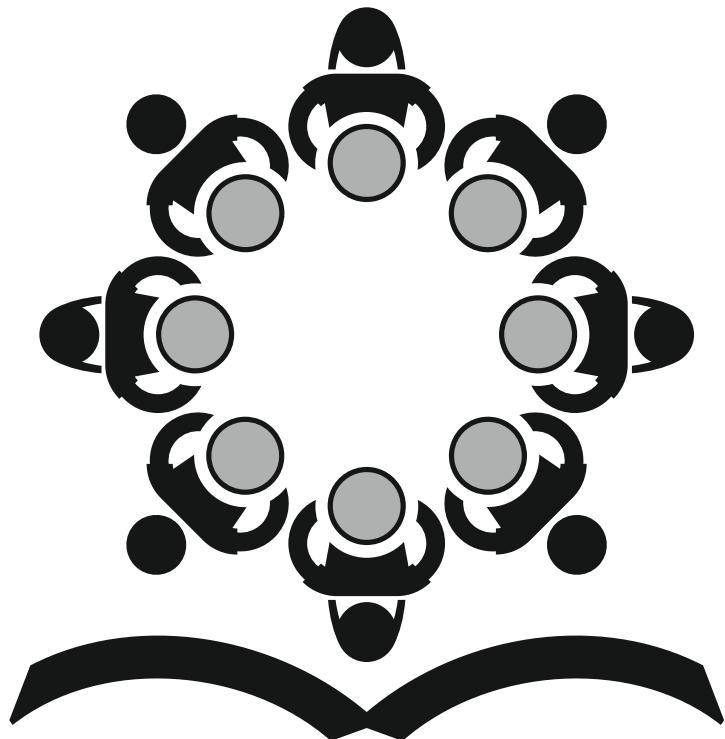


C 100, M 60, Y 0, K 0



C 0, M 60, Y 100, K 0

Black and White specifications for Logo



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C 0, M 0, Y 0, K 100

C 0, M 0, Y 0, K 40

04. Typography: Hindi

Font: DV-TTBhima (True Type)

48 points

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36 points

मध्याह्न भोजन योजना

24 points

मध्याह्न भोजन योजना

18 points

मध्याह्न भोजन योजना

16 points

मध्याह्न भोजन योजना

14 points

मध्याह्न भोजन योजना

12 points

मध्याह्न भोजन योजना

10 points

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04. Typography: English

Fonts: Optima Bold (True Type)

Mid Day Meal Scheme

41 points

Mid Day Meal Scheme

30 points

Mid Day Meal Scheme

20 points

Mid Day Meal Scheme

14 points

Mid Day Meal Scheme

13 points

Mid Day Meal Scheme

12 points

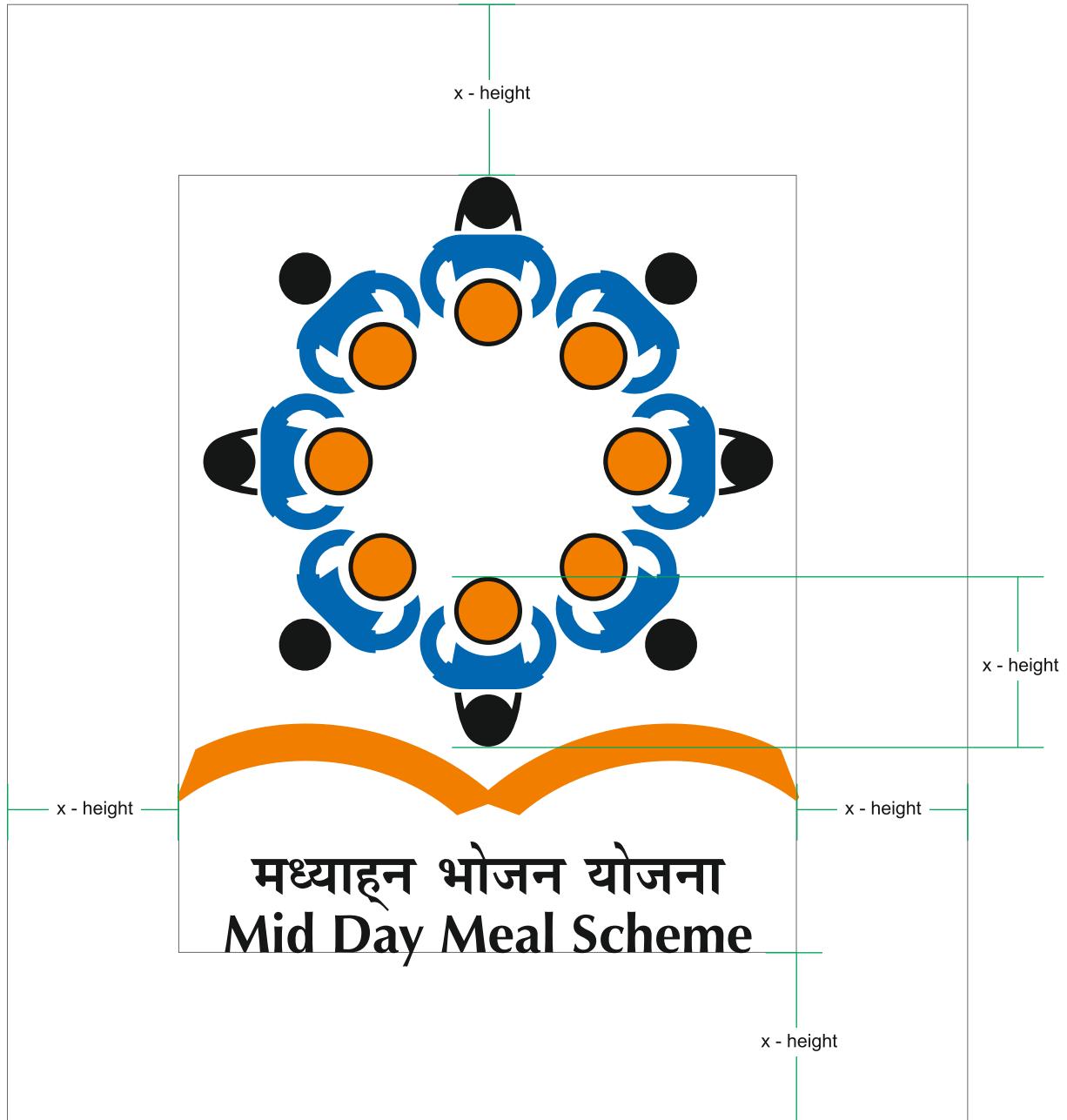
Mid Day Meal Scheme

10 points

Mid Day Meal Scheme

9 points

05. White Space/Safe Zone



Always keep the white space/safe zone measuring the 'x' height from all four corners of the Logo as shown above, to enhance the visibility of the Logo, when places in an any layout/format or coloured/textured background.



Above is an example,
in case, if the logo is to be used on coloured background.
The white area kept around the logo is, it's safe zone/white space/breathing space.

06. Minimum Size



मध्याहन भोजन योजना
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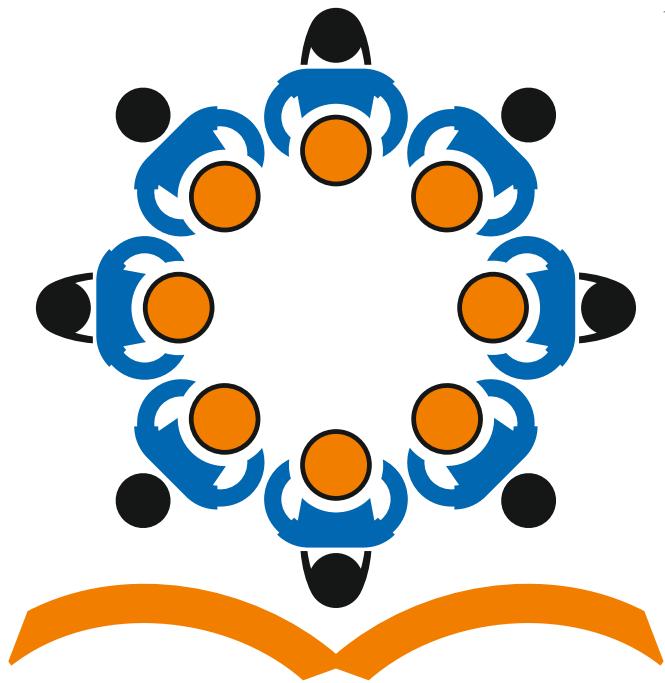
Height 15 cm

Vector file:

Vector image can be enlarged to any size without losing its clarity in terms of colours and fineness of lines.

Minimum size of the logo is 3 cm with typo. Please don't use the logo less than this mentioned height to ensure the visibility of the logo.

Always use the cdr file as provided in a CD for printing and jpg file for the usage in a website or a presentation.



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Height 11 cm



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Height 3 cm

Section - II **For Printer**

07. The Information in this section is exclusively for printer.

CMYK COLOURS



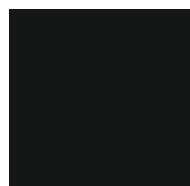
Blue Colour:

- Cyan 100%
- Magenta 60%
- Yellow 0%
- Black 0%



Orange Colour:

- Cyan 0%
- Magenta 60%
- Yellow 100%
- Black 0%



Black Colour:

- Cyan 0%
- Magenta 0%
- Yellow 0%
- Black 100%

PANTONE(R) solid Uncoated COLOURS



Blue Colour:

PANTONE 293 U



Orange Colour:

PANTONE 158 U



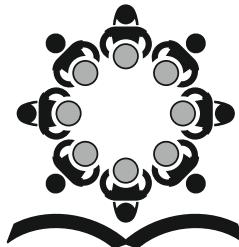
Black Colour:

PANTONE Process Black U

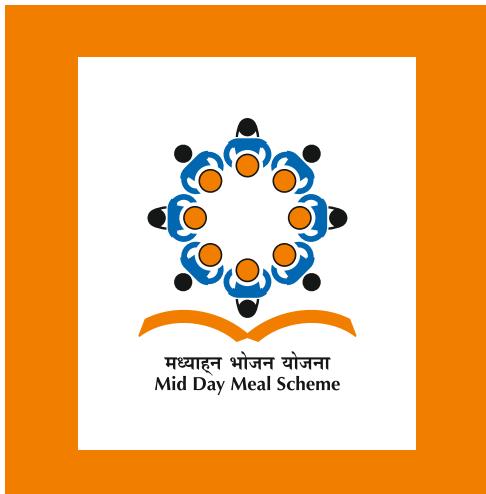
08. Do's



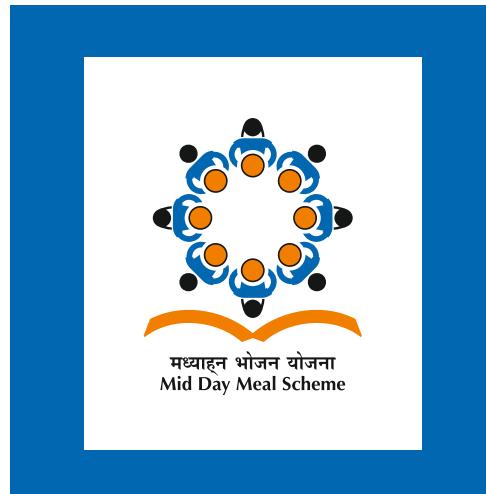
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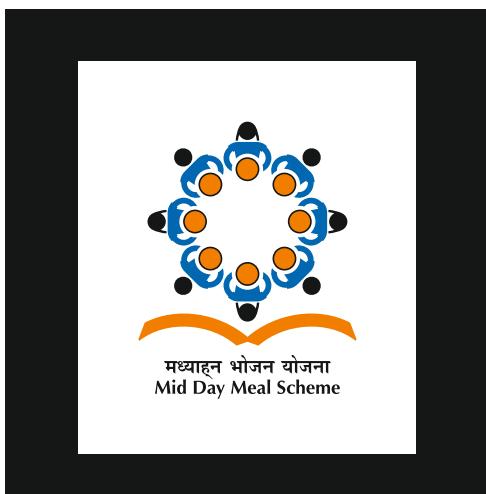
मध्याहन भोजन योजना
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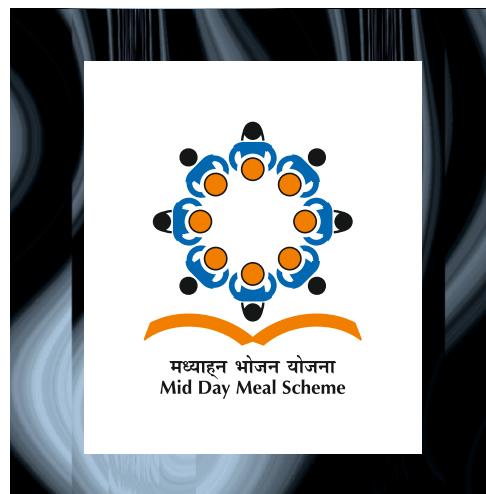
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मध्याहन भोजन योजना
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Don't



08. Digital files in a CD

Naming of the Files in a CD

Folder name	File name. File extension
MDM Logo Specifications open files	MDM Logo Specifications open file.cdr (Corel Draw 11) MDM Logo.cdr (Corel Draw 11)
MDM Logo Specifications pdf	MDM Logo Specifications open file.pdf MDM Logo.pdf
MDM Logo images	MDM Logo 15 cm.jpg MDM Logo 11 cm.jpg MDM Logo 6 cm. jpg MDM Logo 3 cm.jpg
Used Fonts	Arial (Open Type) Arial Bold(Open Type) Optima Bold (True Type) DV-TTBhima (True Type) Wingding (Open Type)
Guidelines for Logo	Guidelines for Logo.cdr (open file in Corel Draw 11) Q_Guidelines for Logo.cdr (convert to curves) Guidelines for Logo.pdf

‘Digital files below in a CD’

CD Cover to be pasted here

Guidelines for Logo Design for Mid-Day Meal Scheme,
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Designed by Design Consultancy Services



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