

Digital Brand Identity Manual

Volume 1.0

Version 1

Ministry of Electronics and Information Technology

National Informatics Centre

December 2023



Bringing citizens and Government closer

“

In the Amrit period of Independence, we are marching ahead rapidly to create a transparent system, efficient process and smooth governance to make development all-round and all-inclusive. The Government of India is committed to strengthening good governance, that is pro-people, and pro-active governance. Guided by the 'citizen first' approach, we remain untiring in our efforts to further deepen the outreach of our service delivery mechanisms and make them more effective.

PM Modi during Sushasan Diwas in 2021

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1 Introduction

The Volume 1.0 of the Digital Brand Identity Manual (DBIM) defines the elements that will establish a harmonious visual identity for the digital footprint of Government of India. It is applicable to all Central Government ministries, their departments and divisions.

It shall achieve the following key objectives:

- ❖ **Act as a style guide:** Define the key elements that will bring harmonisation in the digital footprint of Government of India which include usage of colour, typography, iconography, photography, logo and tone of voice.
- ❖ **Maintain brand integrity:** Present a cohesive and compelling brand presence to a national and global audience

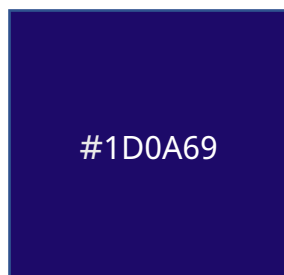
The subsequent volume(s) of DBIM will focus on the application of the elements defined herein and their integration in the websites and app designs to deliver a unified user experience.

2 Brand Colours

2.1 Colour palette

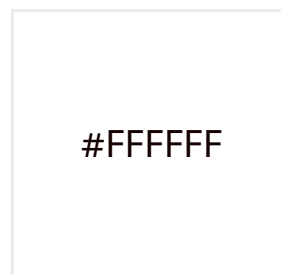
The primary colour palette consists of two colours and the secondary colour palette is developed to complement the primary palette. It must be used as mentioned next to each colour swatch and as illustrated below.

Primary colours



Deep blue

Elements in the header and the footer.



Inclusive white

Primary background colour, background colour for headshots of ministers. Text over dark background.

Secondary colours



Linen

Minimally used as the background colour for low priority sections.



Font colours over light backgrounds such as white, and linen.

2.2 Accent colours

Each ministry can choose one accent colour along with its hues to differentiate or highlight certain sections within the page templates. Accent colour must be used minimally in elements of footer, tabs, tiles, cards etc.

	80%	60%	40%	20%
#31611A				
#9B7900				
#943100				
#0A266C				
#3D086D				
#4E0754				
#791139				
#005788				
#085858				

3 Iconography

3.1 Types and style

Functional icons

Globally understood

- ❖ These are globally recognized symbols that maintain consistent meanings across different platforms.
- ❖ These icons must remain consistent while using on different digital platforms such as websites, apps or social media.



Mic



Play



Camera



Search

Style variation

Style 1: Inclusive white background – Line icons



Style 2: Filled icons



3.2 Icon sizes

Using various sizes ensures adaptability to different contexts and make the layouts device responsive. Here are recommended size variations for icons:



3.3 Dos and don'ts

- ❖ Always use the icons from the icon library provided in the subsequent manual.
- ❖ Always use icons from the same style as defined in section 3.1 or as illustrated in *Figure 1*
- ❖ Icons scale must be as per the sizes provided in section 3.2
- ❖ Use icons sparingly to emphasize crucial actions or information
- ❖ For important actions, consider using both text and icons
- ❖ Always retain the proportions of the icon as provided in the icon library. Avoid changing the proportions and compressing it to fit into a confined space as illustrated in *Figure 2*
- ❖ Always place a black overlay with 80% opacity over an image before placing a contrasting colour icon (white over dark images and dark blue over light coloured images) as illustrated in Figure 3.

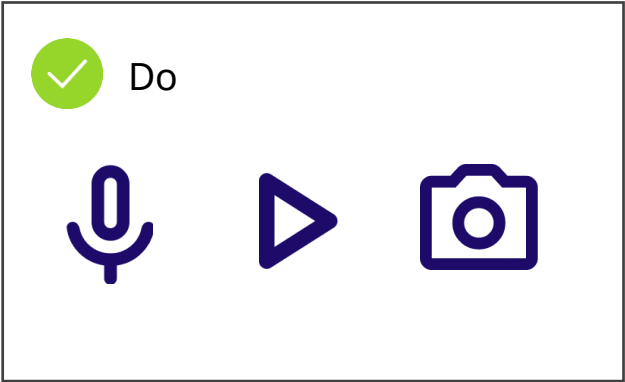


Figure 1

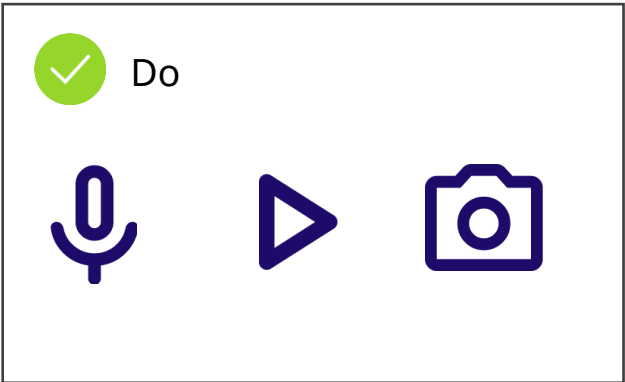
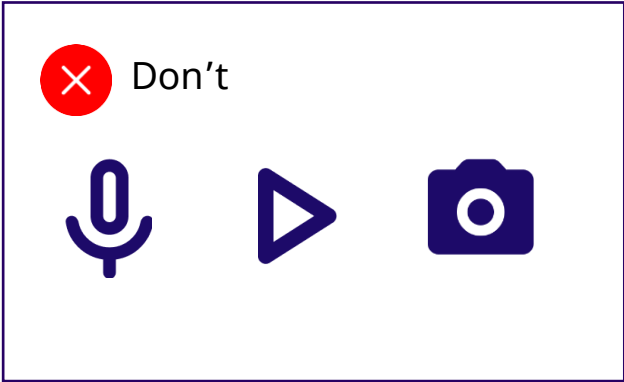


Figure 2

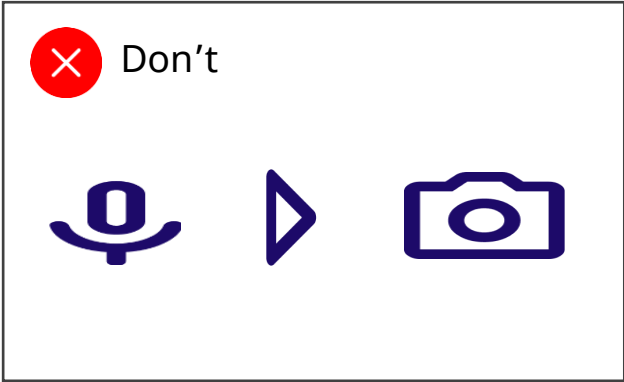


Figure 3



4 Typography

4.1 Types and styles

Noto Sans

Noto Sans has been selected as the main font for the digital presence of Govt of India because it is a inclusive typeface that excels in multilingual support, consistency, web-friendliness, and versatility.

The font ensures readability. It has clear & well-crafted letterforms, along with balanced spacing, contributing to a comfortable reading experience.

Alignment: For all body text keep the text left aligned.

Character settings: Kerning must be set to optical, tracking at 0pt.

Applications : All text

Weights: The weights for all applications shall be as illustrated below.

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Display SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

Noto Sans Display SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@\$%&

4.2 Multi-lingual support: Indian scripts

Noto Sans

For regional languages, ministries must use Noto Sans scripts.

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	నోటో తెలుగు

4.3 Font scale

Consistent application of the type style and hierarchy reinforces clarity and professionalism. Illustrated here are the most common type scales used.

During text application only use text and not images of text for conveying information in digital content, ensuring accessibility.(WCAG 2.1 – 1.4.5).

Websites

The following sizes have been defined for the desktop view of the website. These must be used while redesigning the ministry websites.

Heading 1

36pt Noto Sans Medium

Heading 2

24pt Noto Sans Medium

Quote 1

24pt Noto Sans Bold

Heading 3

18pt Noto Sans Display Semi Bold

Body Text 1

16pt Noto Sans Bold

Body Text 1

16pt Noto Sans Regular

CAPTION 1

14pt Noto Sans Semi Bold

Body text 2

14pt Noto Sans Bold

Body text 2

14pt Noto Sans Regular

BODY TEXT 3

12pt Noto Sans Semi Bold

Body text 4

12pt Noto Sans Medium

Mobile

The following sizes have been defined for the mobile view. These must be used while redesigning the ministry websites.

Heading 1

26pt Noto Sans Medium

Heading 2

22pt Noto Sans Medium

Heading 2

16pt Noto Sans Display SemiBold

Body Text 1

14pt Noto Sans Bold

Body Text 1

14pt Noto Sans Regular

CAPTION 1

12pt Noto Sans SemiBold

Body text 2

14pt Noto Sans Bold

Body text 2

12pt Noto Sans Regular

BODY TEXT 3

10pt Noto Sans Semi Bold

Body text 4

10pt Noto Sans Medium

4.4 Font pairing

Detailed below are few indicative font pairing options that the Ministries must use in the content sections. This is not an exhaustive list.

For accessibility compliant text formatting refer to WCAG 2.1 – 1.4.12

Heading 2 Lorem Ipsum

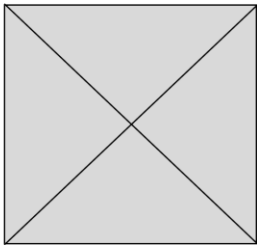
BODY TEXT 1 LOREM IPSUM DOLOR
BODY TEXT 1 LOREM IPSUM DOLOR

Heading 2 Lorem Ipsum

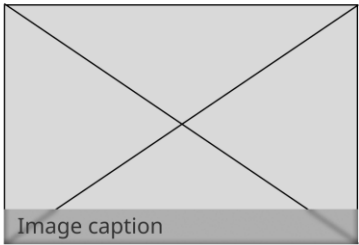
Body Text 1 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

Heading 3 Lorem Ipsum

Body Text 2 Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.
CAPTION LOREM IPSUM



Body Text 4 Image caption or brief descriptor



Body Text 1 Image caption

4.5 Dos and don'ts

Recommendations of using fonts with respect to the primary colours to ensure readability and accessibility standards compliant with WCAG and GIGW guidelines. Refer to Figure 4 for appropriate font colour usage.

For accessibility success criteria refer to WCAG 2.1 - 1.4.3.

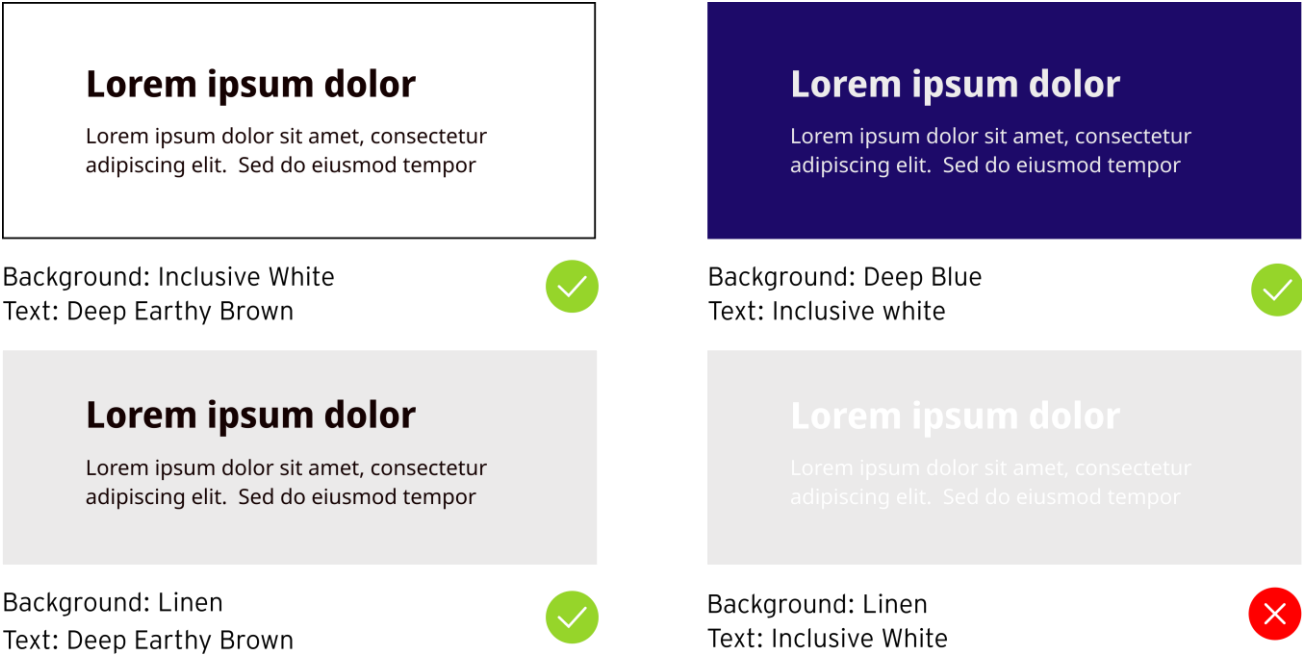


Figure 4

5 Logo

5.1 Identity system

The State emblem of India provides a unique identity to the government and this must be used in a consistent manner across all platforms. The emblem elements must never be separated or manipulated in any way.

State emblem of India that consists of :

1. Ashoka Stambh
2. "Satyameva Jayate"



5.2 Emblem variations

Emblem lock-ups

The principles of lock-ups work are illustrated here.

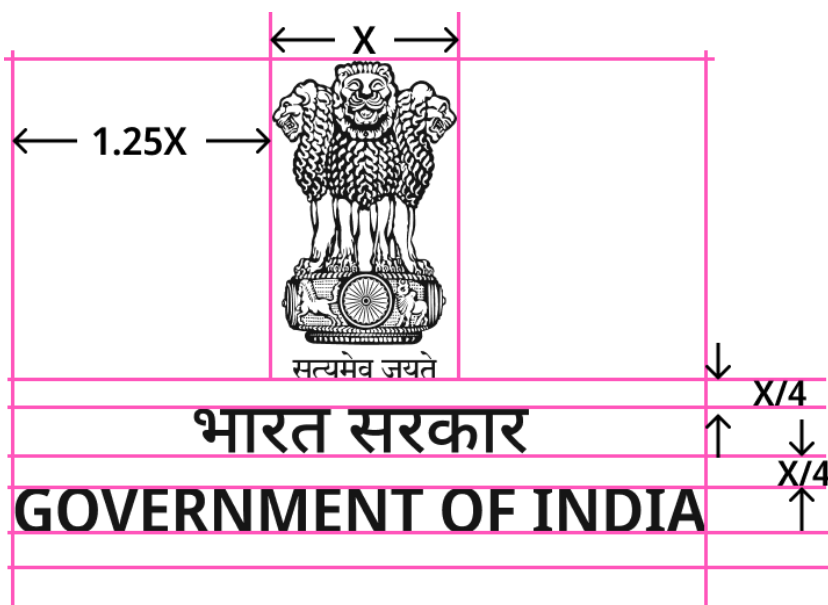
The lock up is designed to ensure flexibility across different platforms. They have been designed to keep sizing, weight and spacing consistent.

- ❖ **State emblem of India with Government of India in dual languages:** State emblem with Government of India written in Hindi and one other language such as English or any other official Indian language. This emblem lock up will have 2 variations:
 - i. Centrally aligned : to be used in document cover page
 - ii. Left aligned : to be used in website headers, apps & social media posts and printed stationary.
- ❖ **State emblem of India with Government of India and Ministry name:** To be used in the ministry websites in the header with Government of India and the name of the Ministry written in a single language.

i. State emblem of India with Government of India in dual languages

Style 1: Text to be centrally aligned with the State emblem.

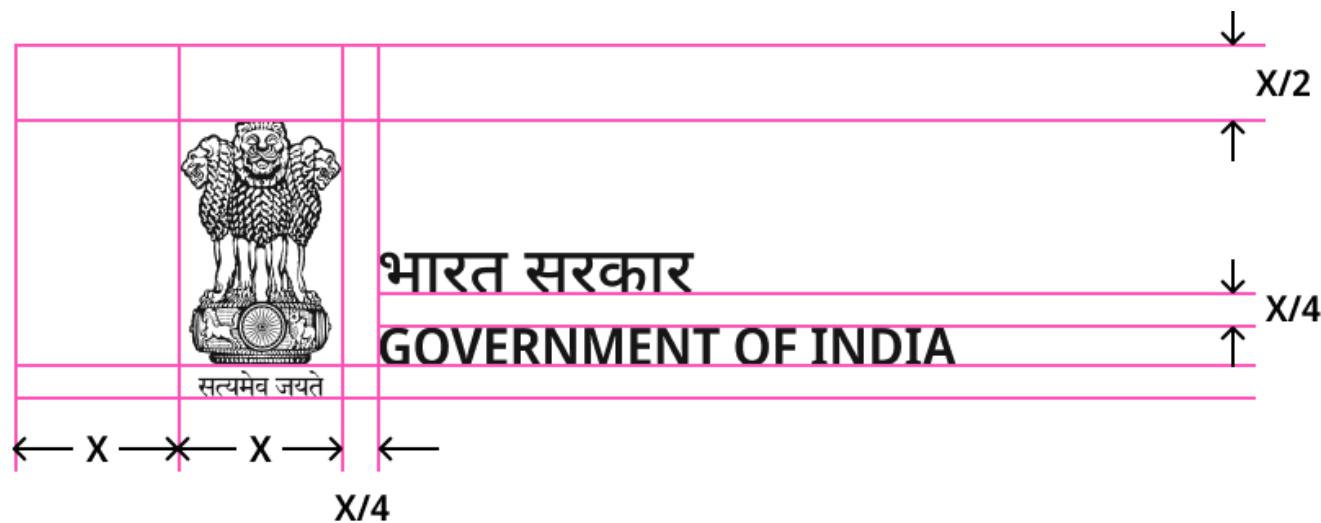
The dimension 'x' is equal to the width of the emblem. This dimension 'x' is used to determine the clear space around the emblem lock up and the spacing between the text in different languages.



ii. State emblem of India with Government of India in dual languages

Style 2: Text to be left justified next to the State emblem.

The dimension 'x' is equal to the width of the emblem. This dimension 'x' is used to determine the clear space around the emblem and the spacing between the text in different languages.

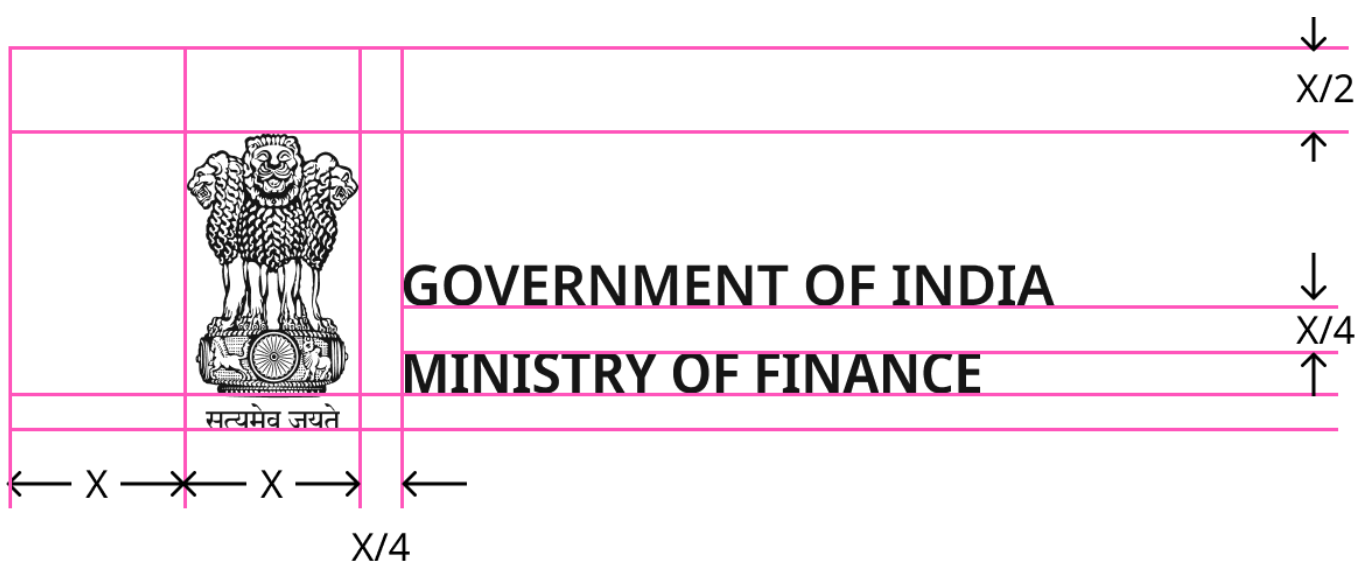


iii. State emblem of India with Government of India and ministry name

Style 3: Govt of India and Ministry name to be left justified next to the State emblem.

The dimension 'x' is equal to the width of the emblem. This dimension 'x' is used to determine the clear space around the emblem and the spacing between the text for Government of India and the ministry name.





Colour variations

Emblem variation must be decided based on the background colour used in the page.

White background

When placing the emblem on a white background, use the emblem with the black colour line. If using a single colour print use the black version of the emblem.

Dark background

Always use the white version of the emblem when placing it on dark colour background.



6 Imagery

6.1 Headshots

- ❖ On the website the headshots of people must always be distinctly marked out with a highlight line at the bottom and a clear white background. This will help to distinguish and frame the more formal & official photos from the candid ones.
- ❖ Image must maintain a ratio of 1:1. The face must cover 50% of the container space.
- ❖ It must always have a white background, front profile, looking into the camera and turned slightly to the side facing the front. Refer to Figure 5 for headshot proportions and example.
- ❖ While capturing the headshot, images from both left and right angles must be taken. Always use proper studio lighting.
- ❖ When an individual's photo is placed to the left of the website, they must face to the right.
- ❖ When an individual's photo is placed to the right of the website, they must face to the left.
- ❖ While maintaining professionalism, the headshots must display a sense of confidence in the facial expressions. Aim for a neutral or a slight, natural smile.
- ❖ Use the deep blue (primary colour) or the sectoral colour for the highlight line at the bottom of the headshot when using on any digital platform (website, app, social media)

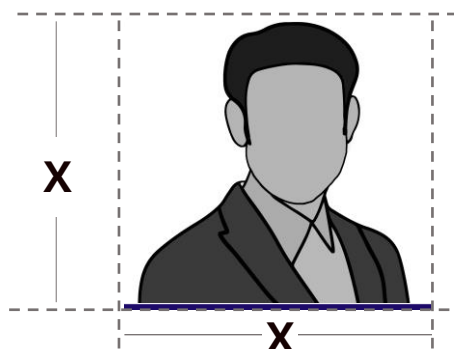


Figure 5: Headshot container
face must cover 50% space

6.2 People

- ❖ Images must be emotive, candid and a close-up look at the people of India.
- ❖ Must capture the essence, personality and individuality of the person or a group.
- ❖ Photos of people must feel real and genuine. Avoid using stock imagery.

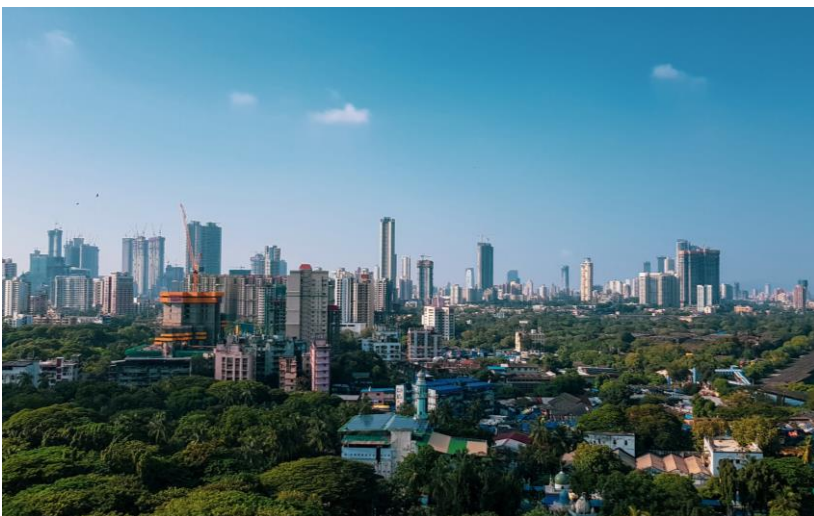


These images are only for representation. Avoid using stock imagery for application on digital/ print media.

Image Source (Top Left to Bottom Right): Iraj Beheshti, Joydeep Sensharma, mygov, mygov, mygov, mygov

6.3 Environment

- ❖ Environment-based imagery must evoke a sense of connection by capturing genuine moments of engagement and collaboration.
- ❖ The imagery must represent the experience from a first person point of view.
- ❖ Taking photographs from unusual angles or by zooming in on details can help to create interest.



These images are only for representation. Avoid using stock imagery for application on digital/ print media.
Image Source (Top Left to Bottom Right): Anil Xavier, Abhishek Prasad, Aditya Prakash, Pulak Bhagwati, Hardik Joshi, Anirudh Thakur

6.4 Events

- ❖ Image must be focused on the subject
- ❖ Ensure visibility of the national flag in appropriate settings
- ❖ Capture interactions that emphasize collaboration and unity
- ❖ Showcase positive interactions between officials and the public
- ❖ Capture moments of community engagement and participation



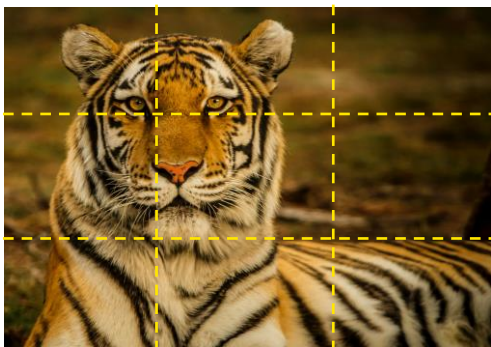
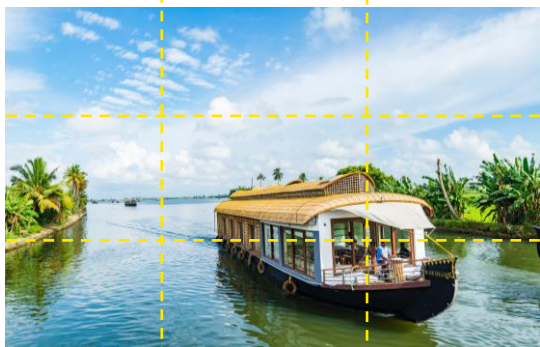
These images are only for representation. Avoid using stock imagery for application on digital/ print media.
Image Source (Top Left to Bottom Right): Mitul Gajera, mygov, mygov, mygov, Aditya Prakash, Pawan Gupta

6.5 Technical Considerations

Composition

Zoom out for a broader perspective, leaving space on the sides for text.

Use the rule of thirds to help place your subject in the strongest position. Avoid framing key elements too close to the edge of the frame and make sure you capture alternative compositions, including horizontal and vertical options.



Lighting

Use natural lighting wherever possible while filming or taking photos. For indoors or night shots use artificial lighting unobtrusively.



Colours

Keep skin tones natural. Using a single tonality for photos and videos is off brand, as diversity needs to be showcased in every aspect, including the colours.



These images are only for representation. Avoid using stock imagery for application on digital/ print media.
Image Source (Top left to Bottom Right): Abhishek Prasad, Blake Meyer, Boudhayan Bardhan, mygov, Amol Sonar, Rishab Singodia

File Sizes

Image type	Size
Background images	Below 10KB
Banners and header images	Below 70KB
Thumbnail images	Below 45 KB
High-resolution photographs	Below 105 KB Reduce resolution to 72 dpi for the web.

- ❖ Test your graphics on multiple systems (PC/Mac) and browsers.
- ❖ For printed material imagery must be of high resolution (300dpi minimum at actual size of use).

Image Formats

Image Format	Usage recommendation
WEBP	photographs, continuous tone images; gradients, does not support transparency
PNG	bitmapped image format that employs lossless data compression and supports transparency

Alternative Text

- ❖ A meaningful and explanatory alternative text is a required to make images accessible and compliant with WCAG and GIGW.
- ❖ Do not use “image,” “image of,” or “picture of” when writing alternative text.
- ❖ Avoid writing alternative text that is longer than 100 characters. Exception: If using informative images, alternative text may be longer.

6.6 Dos and don'ts

Dos



- ❖ The photos must portray real and authentic situations
- ❖ Images must reflect the diversity of India by showing people from a mix of regions, religious backgrounds, ages and genders
- ❖ Full-colour images must be bright and energetic with unique perspectives and angles
- ❖ Ensure to consider everything in your image, including signage in the background, prints on t-shirts, anything that doesn't represent India appropriately needs to be avoided

Don't



- ❖ Use shots that appear posed or staged
- ❖ Use shots with overcrowding of people
- ❖ Use stock imagery
- ❖ Use AI-generated images

Note:

- ❖ Prior permissions are required from the individuals who will be featured prominently in the photographs.
- ❖ Do not use content and/or images from another site without permission. For example, do not use Google images found through search without permission of the owner. Provide the source, as a caption, of all content that is not original once permission for publishing has been obtained.

7 Tone of voice

7.1 Tone of voice

Tone of voice determines the clarity and consistency with which the government communicates to its people across all digital media.

While writing the content , the principles mentioned below must be followed. For each principle, a sample example has been stated as reference.

Speak human

Strike a balance between professionalism and relatability. Always be mindful that the response may impact the well being of an individual.



Do

"We encourage everyone to be aware of the new regulations and follow them. If you have any concerns, our goal is to support you in understanding and meeting these guidelines. Let's work together to create a safer and more harmonious community."



Don't

"Citizens must adhere strictly to the new regulations. Failure to comply will result in penalties."



Do

"We are starting a new health program to make sure everyone stays safe and healthy. We'll be working together with different expert groups and using methods that are proven and reliable."





Don't

"The ministry is implementing a program to enhance public health outcomes through a multifaceted approach involving cross-sectoral collaboration and the integration of evidence-based interventions."



Be concise

Respect people’s time by putting the most important information at the forefront. Prioritizing clarity and immediate engagement enhances the overall impact of the communication.

 Do	 Don't
"We've launched a new safety campaign to educate and prepare everyone for potential hazards. Join us in creating a safer community."	"The ministry has initiated a comprehensive public safety awareness campaign that encompasses a wide array of strategies and interventions aimed at educating the populace on various safety measures and promoting a culture of preparedness in the face of potential hazards."

Answer the question

Understand the narrative through a user perspective and know what task users are trying to complete. Be deliberate with information, ensuring that answers are readily available without requiring people to seek information elsewhere.

 Do	 Don't
"The new policy is effective from January 1, 2023. If you have additional questions, feel free to contact us at [contact information]."	"For information regarding the new policy, please refer to the relevant section on our website. If you have further inquiries, contact our office during office hours."

What we **must avoid**

Ambiguity

Using vague language and negative words like can't, don't and maybe.



"The [Government ministry name] has initiated a forthcoming program to address prevailing challenges. Stakeholders are encouraged to remain vigilant for further developments."

Passiveness

Using a passive approach like '*a decision was made*'



"Notification: A decision has been made to update the policy framework by the [Government ministry name]. Consideration must be given to the implications of this decision by stakeholders."

Disrespect

Using negative or demeaning terms, words that are not understandable easily or words that may hurt sentiments.



"Attention: It has come to our notice that certain individuals are not complying with the regulations outlined by the [Government ministry name]. We urge those involved to promptly rectify their actions to avoid consequences."

7.2 Content recommendations

The language should be concise, crisp, relevant and free from spelling and grammatical errors.

The language used on any Government website/app or social media platform is crucial to ensure effective communication with the target audience. When website/app visitors receive clear and error-free content, it enhances the trust of citizens in the Government. The content on the website should be updated regularly.

Multilingual Content Recommendation

India is a country with diverse cultures and as many as 22 official languages. The websites and applications must be multilingual with a prominent language selection link. This will enable wider use of websites as a large part of the demographics is more comfortable in regional languages versus English.

1. Hindi/Regional language fonts must be tested on popular browsers for any inconsistency (loss of layout).

Visitors can easily read content and interact with the website in their native language, thus improving the website's accessibility and reach.

2. Documents/pages in multiple languages are updated simultaneously.

Helps avoid inconsistencies, at any point, between the various language versions, thus offering visitors the same content in multiple languages.

