



Made in India Logos

User Guide & Information

Version 1.0, August 2020
Latest files available at [GitHub](#)

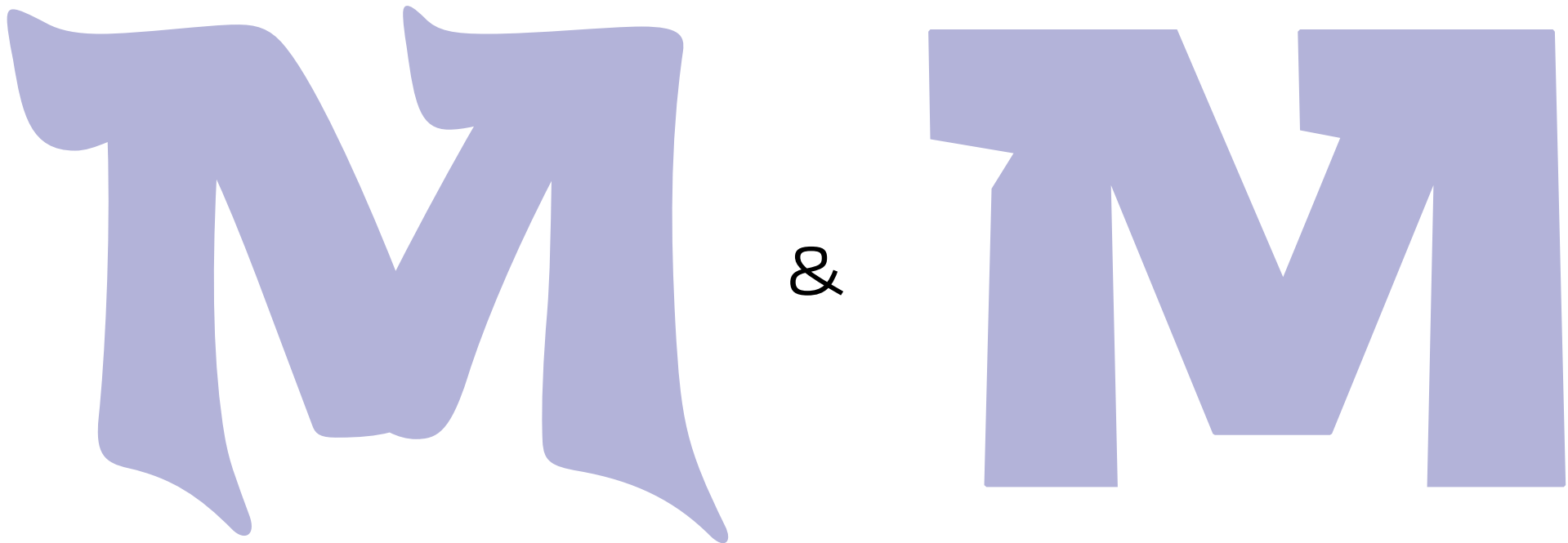
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More than just simple logos – this is a flexible & technically advanced system to help instill pride in goods & objects Made in India. The logos were a self-initiated project by the Mumbai-based typeface design studio [Mota Italic](#). The logos are completely open sourced designs that can be used by anyone wanting to proudly show off their products as **Made in India!**

The Logos

The logos come in two 'flavours' **Handmade** & **Modern**.



The “Stacked” Logos

These versions are the preferred default logo form.



Linear Versions

These version are primariially for when vertical space is limited.

MADE *in* INDIA

MADE *in* INDIA

Color Versions

Each version also comes in both Black and Color versions!



Size Specific Versions

Large & small versions of the logos have been created to enable the highest quality legibility at whatever size the logo will be used.

The logo in small size, featuring the word "MADE" above a small circular "IN" icon, which is above the word "INDIA".

Small

The logo in medium size, featuring the word "MADE" above a medium-sized circular "IN" icon, which is above the word "INDIA".

Medium

The logo in large size, featuring the word "MADE" above a large circular "IN" icon, which is above the word "INDIA".

Large

The logo in small size, featuring the word "MADE" above a small circular "IN" icon, which is above the word "INDIA".The logo in medium size, featuring the word "MADE" above a medium-sized circular "IN" icon, which is above the word "INDIA".The logo in large size, featuring the word "MADE" above a large circular "IN" icon, which is above the word "INDIA".

About the Designs

India is a diverse republic. The population of +1.3 billion people co-exists with a variety of scripts, languages, and local cultures unlike any other nation. There is a continuity of thoughts & traditions that span centuries while simultaneously as a thoroughly modern advancement quickly propelling India to a sustainable and high-tech future.

The concept behind the Made in India logos is that they should be simple, purely typographic, secular, and apolitical. They were designed with many customizable options to make them fit almost any usage case. A "one size fits all" solution will not work when considering a logo that could be applied to any different medias and materials and in any possible shape or size.

It is impossible to distill so many facets into a single image. However, these Made in India logos seek to give form to two facets of contemporary India: preserving traditional hand made skills while also innovating with the latest technology.

This idea lead to the two logo styles: "Handcrafted" and "Modern". At the core, both logos have the same skeletal structure, but on the outside, one clearly tells a story of the traditional culture of finely crafted work, while the other visualizes the future-thinking, technologically advanced India.

Not every usage case will precisely fall into either the Handcrafted or Modern categories, but most will find one of these appropriate for their needs or aesthetic.

Selecting the Perfect Version

There are many unique variations for these logos depending on how you count them (there are either 18, 36, or 492)*. Don't be overwhelmed by all the possibilities. It's simple and quick to select the exact logo you'll need for any situation.

The options for these logos grow and branch out like a tree. It all starts with one main idea that splits into two directions then subdivides even more. Each logo fits a particular use case & technical requirement, and in a few steps you can find perfect one.

* Calculating the number of logo variations:

18 = 3 logo layouts × 3 sizes × 2 (handcrafted & modern)

36 = ↑ those 18 × 2 (black & color versions)

492 = The variable fonts contain extremes for the sizes 10 & 50 points. Any size in between will interpolate a unique version, so there are 41 possible versions in each variable font = 41 × 2 (Modern & Handcrafted) × 3 logo layouts × 2 color options... 492 individual logo possibilities!

Step 1 → Handcrafted or Modern?



Step 2 → Stacked or Linear?



Step 3 → Black or Color?

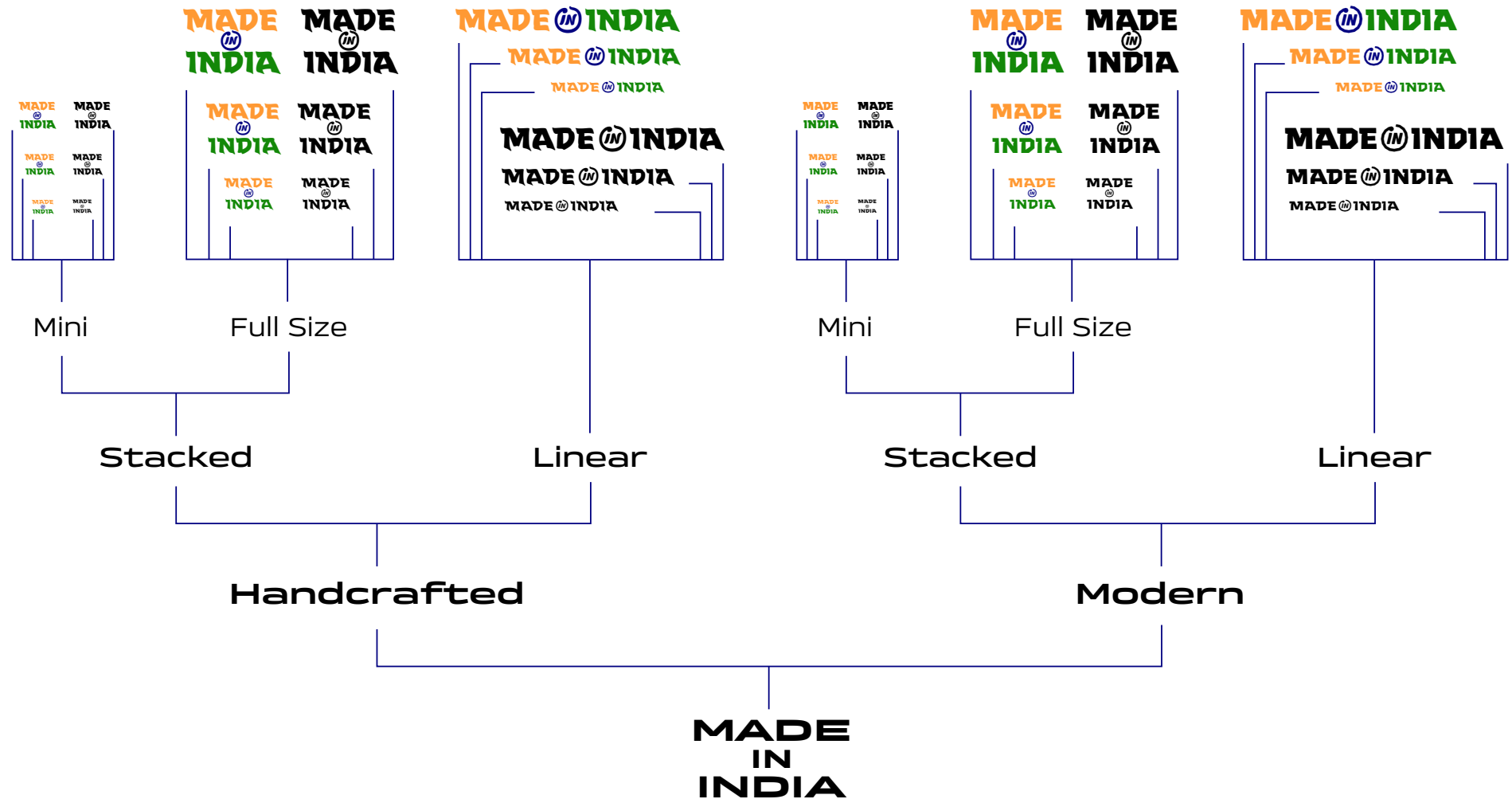


Step 4 → Which Size?



By asking these questions, it's simple to find just the right logo for your needs. Keep in mind, that when you use the logo in different places, you will need to re-check that you are using the best possible version for that use. Please don't merely pick one version then use that everywhere, forever.

This diagram shows all the possibilities for the logos:

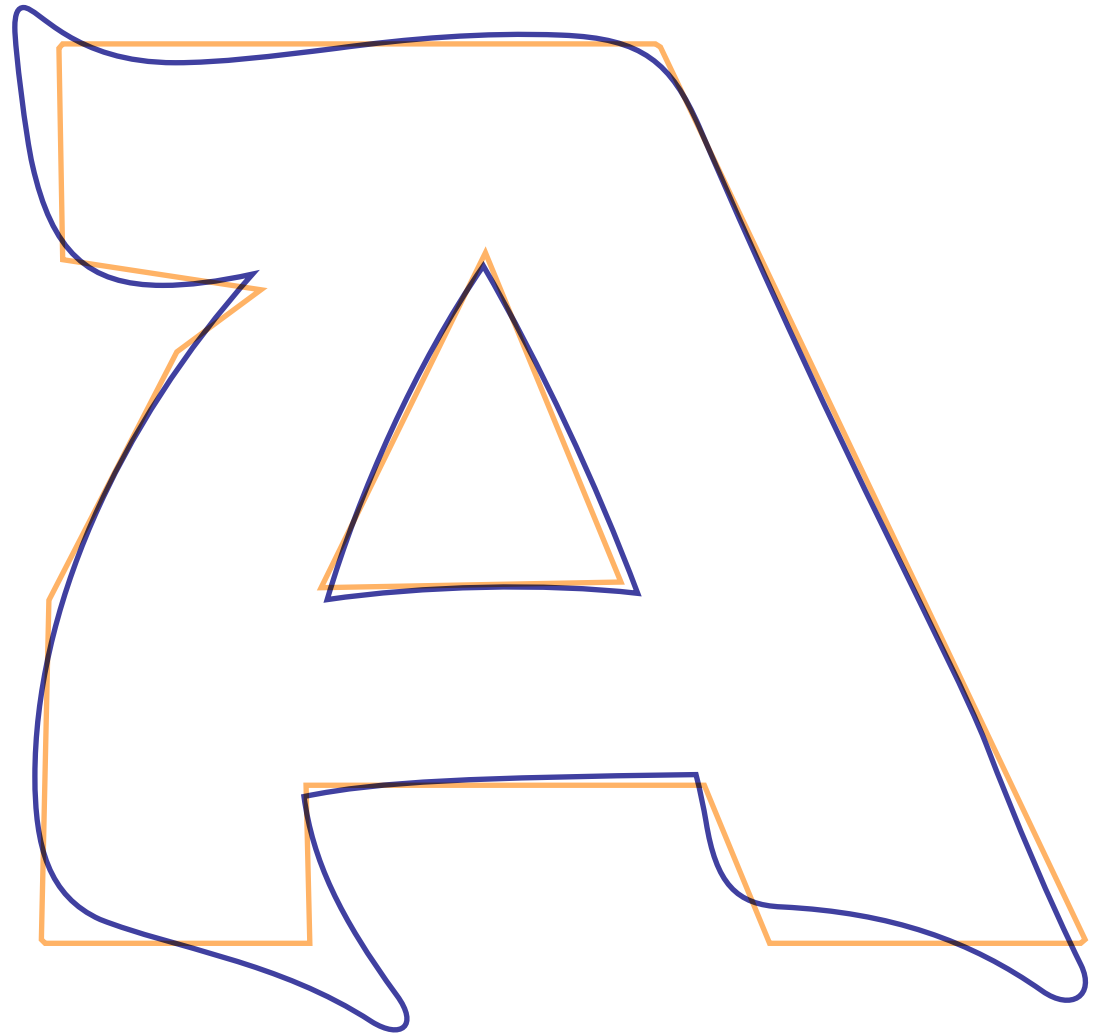


You may notice that the "Stacked" path has two options. These only concern typesetting the logo using the fonts. This will be covered more in the fonts section later.

The Details

All the logos share a similar skeleton, but the external styling diverges into two radically different directions. Both versions exude unique “Indian-ness” in their own ways.

Beyond the overall look and feel of each logo, there are tiny details made to enhance the style and legibility at specific sizes. The smallest versions have exaggerated cuts and “ink traps” so the styling doesn’t get lost in tiny printing or tooling. Larger sizes have more refined curves and joints, and also their own special details like finely chamfered corners.



Enlargement of the Medium size

Details

Small

Large

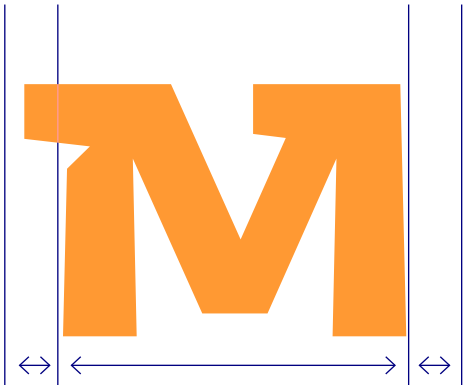


Larger Cuts

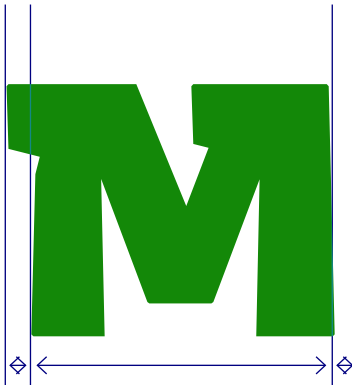
Restrained Details

Small

Large



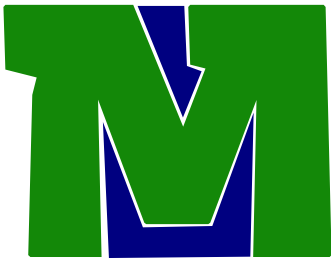
Wider



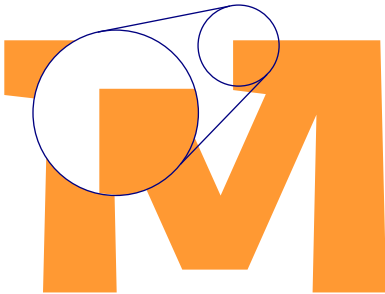
Narrower



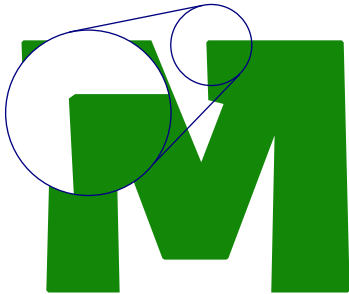
More Internal Space



Less Internal Space



Simplified



Fine Details

Logo Size Differences → Small to Large

It is important to always select the correct size of the logo for the best styling & legibly.

These examples illustrate the small and large logo versions scaled to the same size, and overlaid. You will notice in the small version the brush strokes are

more pronounced and a bit lighter and the spacing between the letters is wider. The large version is a little more refined and a tighter unit.



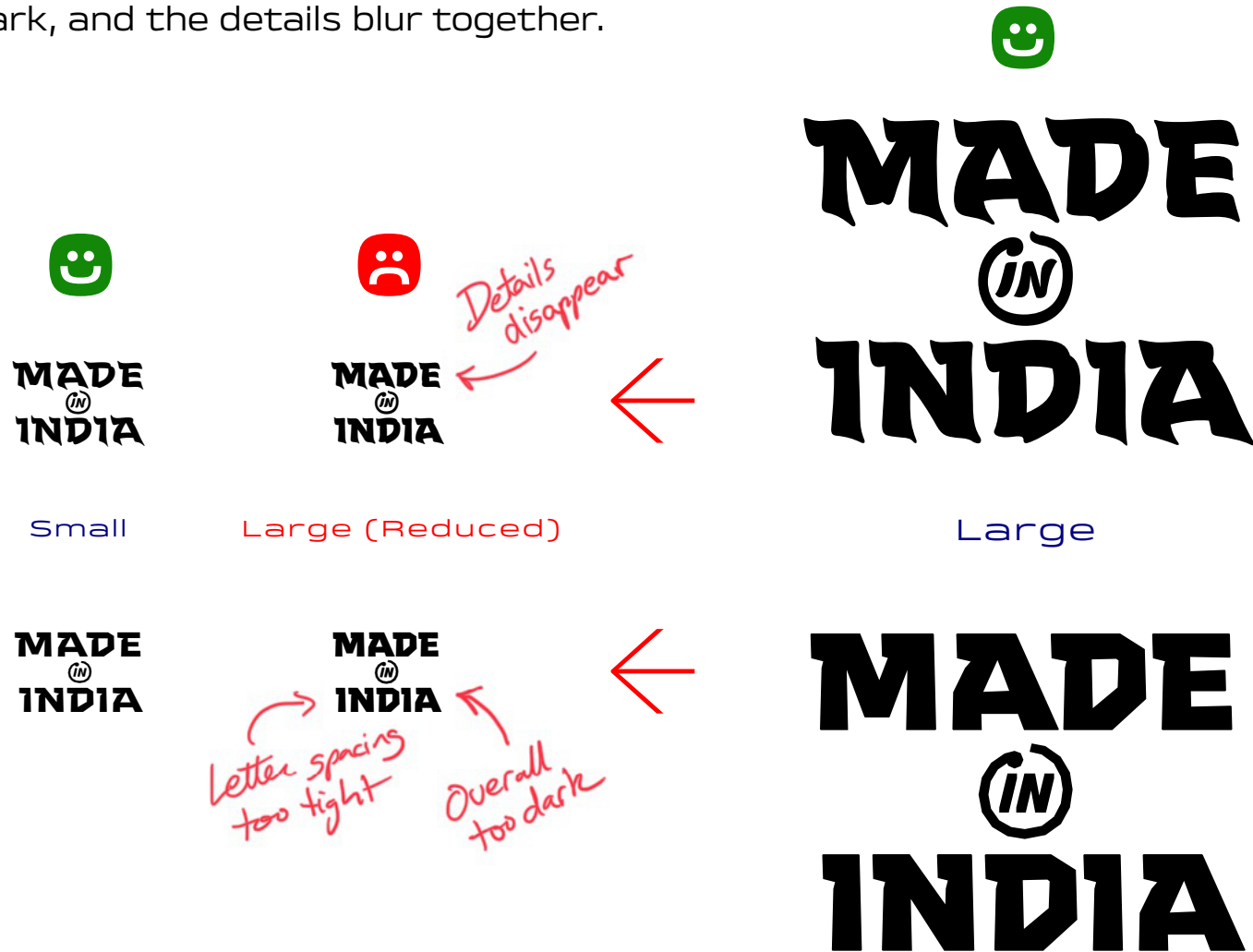
Large



Small

Logo Size Differences → Large to Small

When the Large logo is used too small, it becomes difficult to read, too dark, and the details blur together.



Using the Logos

These logos come in several pre-made image formats, as well as fonts, so you can quickly and easily add it to your products, packaging, and marketing materials. There are **JPG** and **PNG** image files (ideal for websites or adding onto photos or rasterized graphics) and **SVG** (vector graphics usable online, and great for placing onto manufactured products).

The advantage of the fonts are that they are scaleable, and if used online, the text "Made In India" is searchable and accessible (good for SEO and for visually impaired users). Using the fonts also allows for changing the colors easily and it can potentially also reduce file sizes vs. rasterized images.



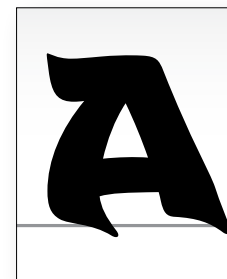
Made_In_India-Hand-Stack-B-S-300.jpg



Made_In_India-Mod-Stack-B-L-300.png



Made_In_India-Mod-Line-C-M.svg



Made_In_India-Handcrafted-Large.otf



Made_In_India-Modern-Variable.woff2

Image Files

There are 120 pre-made image files of the logos. They are ready to go, created at optimal sizes and resolutions, and in both rasterized & vector files. It is recommended to use them directly as provided here and to not resize them — if possible.

Rasterized Images

These images have **72dpi versions for online use** and **300dpi versions for high resolution printing**.

JPEGs → These images have **white** backgrounds.

PNGs → These images have **transparent** backgrounds.

Vector Files

SVGs → "Scalable Vector Graphics" – can be used both online & in desktop apps **at any size**.

Font Files

There are 8 fonts to typeset all possible logo versions. The 4 Handcrafted and 4 Modern fonts come in **Small, Medium,** and **Large** files plus two bonus "**Variable**" fonts. These Variable files contain not only the S, M, & L versions but also every other possible size in between! This lets you fine-tune the logo to your exact, unique situation.

All 8 fonts also come with web optimized **.WOFF2** files for use online. These files are highly compressed making them easy to add to your website without adding extra weight to the page's size.

Desktop Fonts

[Made_In_India-Handcrafted-Large.otf](#)
[Made_In_India-Handcrafted-Medium.otf](#)
[Made_In_India-Handcrafted-Small.otf](#)
[Made_In_India-Modern-Variable.ttf](#)

[Made_In_India-Modern-Small.otf](#)
[Made_In_India-Modern-Medium.otf](#)
[Made_In_India-Modern-Large.otf](#)
[Made_In_India-Handcrafted-Variable.ttf](#)

Web Fonts

[Made_In_India-Handcrafted-Small.woff2](#)
[Made_In_India-Handcrafted-Medium.woff2](#)
[Made_In_India-Handcrafted-Large.woff2](#)
[Made_In_India-Handcrafted-Variable.woff2](#)

[Made_In_India-Modern-Small.woff2](#)
[Made_In_India-Modern-Medium.woff2](#)
[Made_In_India-Modern-Large.woff2](#)
[Made_In_India-Modern-Variable.woff2](#)

Typing the Logos

The logos can be typeset in three different ways. Simply select the form of the logo you'd like to use, then enter the text shown in Bold exactly.

Both the Handcrafted and Modern styles work the same.

Logo

How to Type

MADE ^{IN} INDIA

→

Made In India

**MADE
INDIA**

→

MadeInIndia

**MADE
^{IN}
INDIA**

→

Made In India (↵ = return/enter key)

The Color logo versions can be made automatically thanks to OpenType features. Different apps will make these features accessible in different ways, but the colors can be enabled in either of two features: "**Stylistic Set 01**" or "**Stylistic Alternates**".

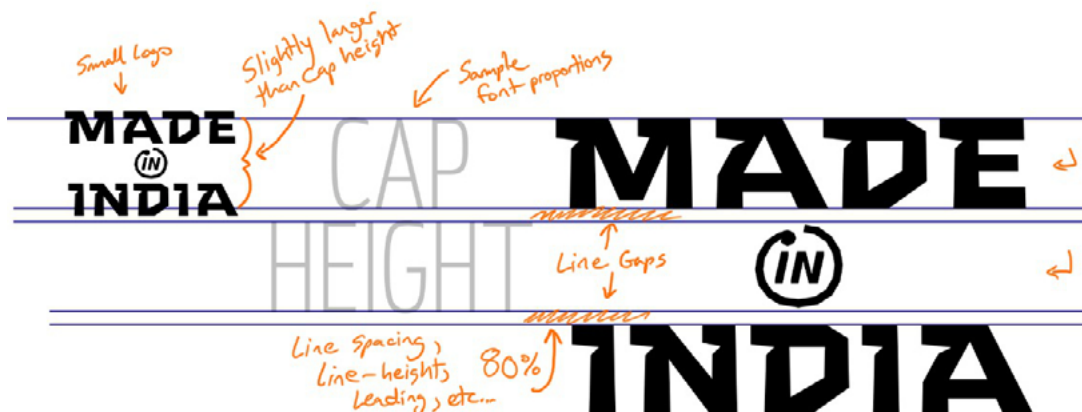
Activating either of these features should turn the black logos into the color versions. Just type any of the logos as above, and activate either feature! Note: not all apps or browsers currently support color fonts. You may need to manually color the letters as with any normal font.

About the Stacked Versions

The two versions of the stacked logo might seem confusing at first, but there are times and places that one or the other may be more appropriate to use.

The small version (typed: **MadeInIndia**) is scaled down to approximately the capital letters' height. This is most useful if you want the stacked logo in a line of text, or maybe at the end of a paragraph. Be careful that the default text is not already too small, else then the logo will almost disappear. **We suggest you use this version at 3x the recommended font sizes.**

The larger stacked version (typed: **MadeInIndia**) should ideally appear just like the pre-composed one, but this version is actually three lines of text. The advantage of this method is it remains "real text" that is selectable and searchable. Each line/word can be automatically or manually colored. Warning, with this method, you must check the line spacing / leading!!!



Important:

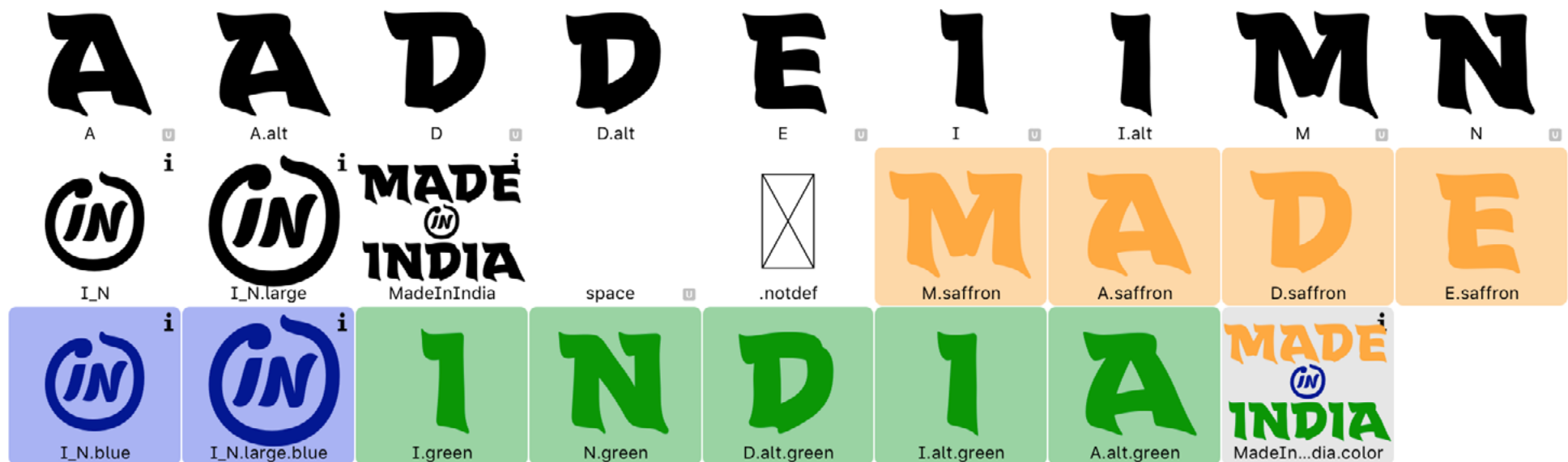
Default text settings will almost certainly have the line gap too wide... **The line spacing / leading / line-height should be set to .8 (or 80%) of the font size.** For example: 20pt text should have 16pt line spacing, 50px font size with 40px line spacing.

Inside the Fonts

The fonts rely on 'Contextual Alternates' to automatically build the logos. This is an OpenType feature that most applications and websites should have this activated by default, but you may have to manually activate it in some cases.

These fonts do not have complete character sets — they have only the letters required for composing "Made In India". They can not, and should not, be used for typing other texts.

These are all the glyphs in the fonts:



Font Sizes

Both the Handcrafted and Modern style variations come in 4 font files. There are fine-tuned versions for Small, Medium, & Large uses, and there is a bonus "Variable Font" that contains all the sizes in one file. (Note: variable fonts are the latest font technology and may not work in all apps yet).

Recommended Sizes

Small → 10 – 24 points/pixels

Medium → 25 – 49 points/pixels

Large → 50 – ∞ points/pixels

Ultimately, you will need to use your eyes & judgement to decide which version looks best for you.



Large
50pt/px – ∞



Medium
25–49pt/px



Small
10–24pt/px



Variable Fonts

These fonts feature and "Optical Size Axis" (opsz); this can automatically, or manually, select the correct logo size for you (this feature is still not widely supported). If manually setting the Optical Size, simply set the number (10-50) to correspond to the pixel size you are using. If it's smaller than 10, just use 10, if larger than 50, keep it at 50.

The variable fonts included here should be considered 'beta' software. They should work most places, but might still have bugs. The format and tools to create this font format are cutting edge are still being developed, so the files will be updated when there are new bug fixes and advancements.



Made_In_India-Handcrafted-Variable.ttf



Made_In_India-Handcrafted-Variable.woff2



Made_In_India-Modern-Variable.ttf



Made_In_India-Modern-Variable.woff2

Special Production Sizing Tip

If you are using this logo on physical goods with production methods such as stamping, engraving, lasering, screen printing, or stitching, you may want to choose a **smaller** logo version & use it at a **larger** size. Deformations or bleeding caused by manufacturing processes can often make the letters appear thicker and less clear — the more open & defined forms of the small logo may better withstand the production process.

Colors

The logo colors come from the official [Flag of India Colors](#):

India Saffron → #FF9933 / Pantone: 130 U

Navy Blue → #000080 / Pantone: 2735 C

India Green → #138808 / Pantone: 2258 C

Color versions of fonts are not yet widely supported. They should work in most browsers, but not necessarily in all apps. You can learn more about color fonts at [this website](#).

These font files use both **SVG** and **CPAL/COLR** OpenType tables to display the colors. If they are not supported by your system, black versions will be shown instead. In any case, these fonts can always be manually colored just like any other font.

Browsers that support color fonts:

- Android WebView (since release 71)
- Chrome (since version 70)
- Firefox (since version 26)
- Internet Explorer (since Windows 8.1)
- Microsoft Edge (since version 38 on Windows 10)
- Opera (since release 58)
- Safari (since macOS 10.13 High Sierra)

Copyright, License, & Thanks!

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The logo designs are released under the [MIT License](#).

The font files are released under the [Open Font License](#).

Documentation is released under [Creative Commons](#).

Special thanks to [@Mekkablue](#) for help with the font production.