



ISO 9001:2015

प्रशासन विभाग मुख्यालय
इंटर ऑफिस मेमो


प्रेषक: GM (Admn.), HQ	प्राप्तकर्ता: All HODs All Regional Heads Sr. ED, HSMI
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13th January, 2022

Sub: Branding strategies for use of Azadi Ka Amrit Mahotsav (AKAM) Logo regarding

- Ref: 1. Deputy Director, Govt of India, Ministry of Finance, Department of Public Enterprises, Block No. 14, CGO Complex, Lodhi Road, New Delhi's Letter dated 11th January, 2022**
- 2. Secretary to the Govt of India, Ministry of Culture, New Delhi – 110 001's DO Letter dated 3rd January, 2022**

With regard to the above kindly find attached the aforesaid letters which are self explanatory containing 14 pages including (Brand Manual – Azadi Ka Amrit Mahotsav) for information and further necessary action at your end.


for डा. डी रविशंकर
महाप्रबंधक (प्रशासन)

Encl: As above

F. No. 14(1)/2021-MGMT
Government of India
Ministry of Finance
Department of Public Enterprises

Block No. 14, CGO Complex,
Lodi Road, New Delhi-110003
Dated the 11th January, 2022

To,
Chief Executives of all CPSEs

Subject:- Branding strategies for use of Azadi Ka Amrit Mahotsav (AKAM)
Logo - regarding

Sir/Madam,

The undersigned is directed to forward herewith a copy of Secretary, Ministry of Culture DO letter dated 3rd January, 2022 on the subject mentioned above and to request all Central Public Sector Enterprises (CPSEs) should follow the Branding strategies detailed in the afore-mentioned DO letter for projecting their events as part of Azadi Ka Amrit Mahotsav.

Encl : As stated

Yours faithfully,


(Kailash Bhandari)
Deputy Director
Tel : 2436-6247

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
Azadi Ka
Amrit Mahotsav

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

D.O. No. CM-21035/13/2021-Spl Cell

January 3, 2022

Dear Sir :

This is in continuation to my D.O. letter No. CM-21035/13/2021-Spl. Cell dated December 01, 2021 in which strategy for use of Azadi Ka Amrit Mahotsav Logo was elaborated. In order to ensure that the events are projected as part of Azadi Ka Amrit Mahotsav (AKAM), some basic branding strategies may be observed: -

- (i) To follow and tag official Amrit Mahotsav handles in all social media posts.
 - a) Twitter@AmritMahotsav
 - b) Instagram@AmritMahotsav
 - c) Facebook@AzaadiKaAmritMahotsav
 - d) Koo@AmritMahotsav
- (ii) @ Amrit Mahotsav to be tagged on caption instead of tagging on the image.
- (iii) Use of Official # Amrit Mahotsav for various activities hosted by your Department.
- (iv) Sharing of high-resolution photographs and videos of major events on real time basis with coordination team of Amrit Mahotsav.
- (v) Planning of pre buzz of large scale events and engagement activities with social media team of Amrit Mahotsav.
- (vi) To share/retweet Amrit Mahotsav's published content on all social media platforms widely.

Details of brand manual for download is available at: -

URL 1: <https://amritmahotsav.nic.in/writereaddata/Portal/Images/pdf/Guideline-final.pdf>

URL 2: <https://amritmahotsav.nic.in/writereaddata/Portal/Images/pdf/Science-Template.pdf>

Further a copy of branding kit of AKAM is also enclosed for ready reference.

2. In this connection, it is requested to issue necessary instructions for following above mentioned branding strategies by all departments/attached and subordinate offices/public sector organizations and autonomous bodies and other institutions under your Department.
3. I shall be grateful if receipt of this communication is acknowledged.

With regards,

Encl: As above

Yours sincerely,

(Govind Mohan)

Shri Ali Raza Rizvi
Secretary
Department of Public Enterprises
C.G.O. Complex, Lodhi Road, New Delhi – 110003



BRAND MANUAL

The following identity and brand system for AKAM was created to help you present the brand in a consistent, recognizable, and proprietary way.



LOGO COLOUR CODES AND PALETTES

Code
#A88F5F

R 169	C 30
G 144	M 36
B 99	Y 64
	K 17

Code
#F19101

R 242	C 01
G 146	M 50
B 03	Y 98
	K 00

Code
#00963E

R 0	C 84
G 150	M 11
B 62	Y 97
	K 01



Logo Download Link
www.amritmahotsav.nic.in/downloads.htm

BACKGROUND COLOUR SCHEME FOR DESIGNS



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Azadi Ka
Amrit Mahotsav



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MORE EXAMPLES & PLACEMENT OF AKAM LOGO

Other Brand Logo



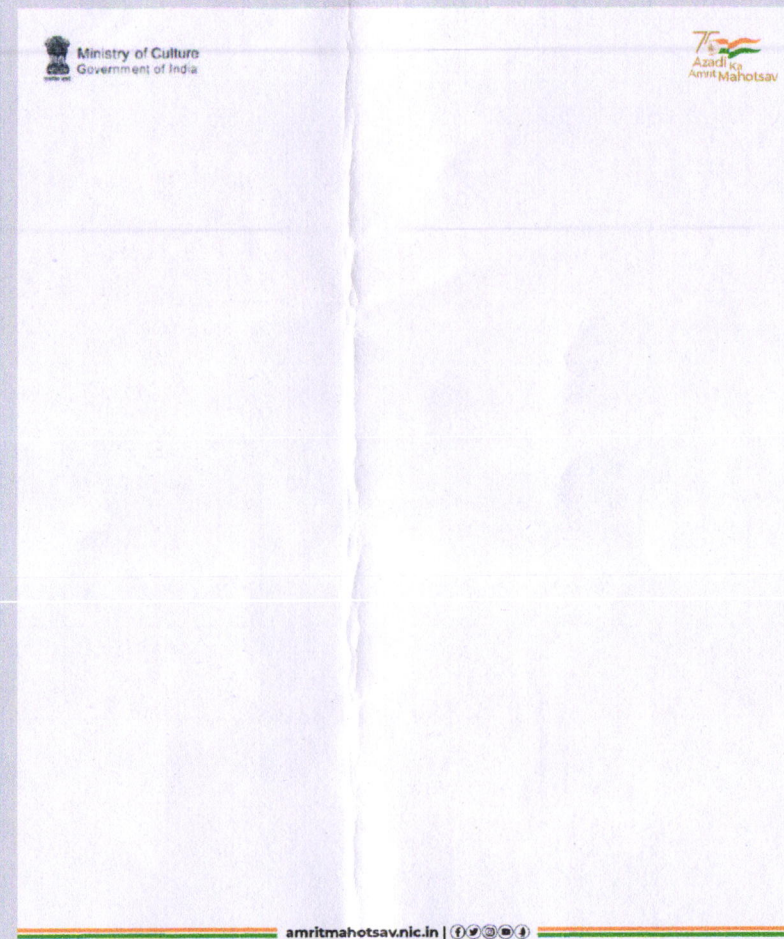
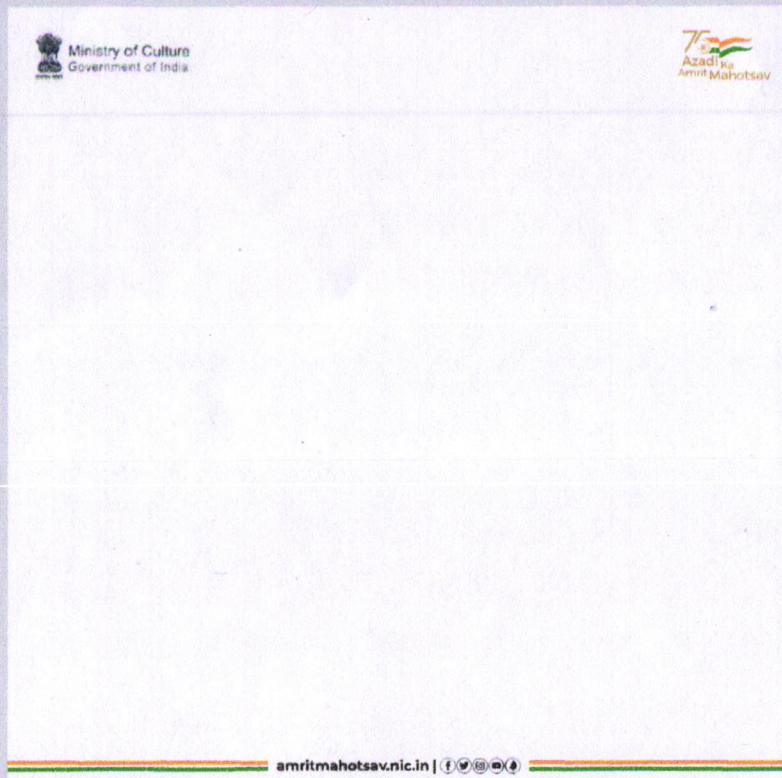
Ministry of Culture
Government of India



Other Brand Logo

LOGO PLACEMENT

SOCIAL MEDIA



Social media Template

LOGO PLACEMENT

PRINT MEDIA



Ministry of Culture
Government of India



987-654-3210

Youremail@gmail.com

11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011



Ministry of Culture
Government of India



987-654-3210 | Youremail@gmail.com

11, Man Singh Rd, near Andhra Bhavan, Rajpath Area, Central Secretariat, New Delhi, Delhi 110011

Letter Head



Ministry of Culture
Government of India



amritmahotsav.nic.in |

Name
Designation



987-654-3210

Youremail@gmail.com

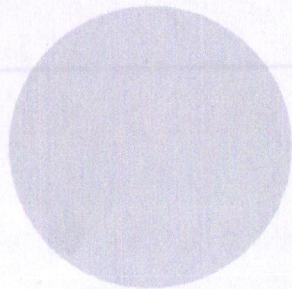
11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011



Visiting Card



Ministry of Culture
Government of India



Your Name

Designation

987-654-3210

Youremail@gmail.com

11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011

amritmahotsav.nic.in |

Id Card



Ministry of Culture
Government of India



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**MORE EXAMPLES
& PLACEMENT OF
AKAM LOGO on
Print Collaterals**

FONTS

PREFERABLE FONTS

Montserrat Font Download Link
fonts.google.com/specimen/Montserrat

Montserrat Font Download Link
fonts.google.com/specimen/Poppins

Montserrat
family

Poppins पॉपींस
family