

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 Madam:

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.

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.

I shall be grateful if receipt of this communication is acknowledged.

With regards,

Yours sincerely,

(Govind Mohan)

Ms. Usha Sharma
Secretary
Department of Youth Affairs
Ministry of Youth Affairs and Sports
Shastri Bhawan, New Delhi-110001

JS (MA)

We may have these instructions

to all offices

2. 2022

3.

USHA SHARMA
Secretary (Youth Affairs)



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



MORE EXAMPLES & PLACEMENT OF AKAM LOGO



Other Brand Logo



Other Brand Logo



LOGO PLACEMENT

SOCIAL MEDIA



Ministry of Culture
Government of India

amritmahotsavnic.in | 190004



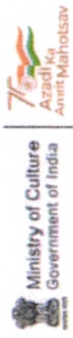
Ministry of Culture
Government of India

amritmahotsavnic.in | 190004

Social media Template

LOGO PLACEMENT

PRINT MEDIA



987-654-3210

Youremall@gmail.com

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



987-654-3210 | Youremall@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



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Name

Designation

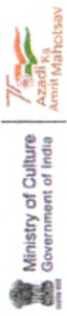
 987-654-3210

 Youremail@gmail.com

 T1, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011



Visiting Card



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



amritmahotsav.nic.in |

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

FONTS

PREFERABLE

FONTS

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Montserrat
family

Poppins पॉपिंस
family