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No. Z-92011/110/2022-Coord./O&M

Government of India
Ministry of Communications
Department of Posts

Dak Bhawan, Sansad Marg,
New Delhi - 110 001

Dated 09.02.2023

To,

1. Head of all Circles
2. Director, RAKNPA, Ghaziabad
3. CEO, IPPB
4. GM, CEPT, Bengaluru
5. All GMs (Finance) / DsAP
6. Director, all PTCs

Subject: India's G20 Logo-Theme elements and guidelines – reg.

Sir / Madam,

Please find enclosed herewith a copy of D.O. Letter No. G20(B)/302/1/2022 dated 06.02.2023 received from G-20 Secretariat, Ministry of External Affairs on the subject mentioned above forwarded therewith guidelines for use of G20 Logo for information and compliance.

2. This issues with the approval of Competent Authority.

Encl.: As above.

(Rajeev Yadav)
Assistant Director General (Coord.)

Copy for similar action to:

1. Sr. DDG (Vig.) / Sr. DDG (PAF)
2. CGM (Parcel) / CGM (PLI)
3. All DDsG / GM (BD)
4. ADG (Marketing)
5. ADG (GA)



विदेशमंत्रालय, नई दिल्ली
MINISTRY OF EXTERNAL AFFAIRS
NEW DELHI

Muktesh K. Pardeshi
OSD (G20-Operations)
(Secretary Rank)

No. G20 (B)/302/1/2022

February 06, 2023

Dear Sir/Madam,

Kind reference is invited to email dated 17 November 2022 on 'India's G20 Logo-Theme Elements and Guidelines'.

2. It may kindly be noted that India's G20 branding is centred around the Logo and Theme that were unveiled by the Hon'ble Prime Minister on 8 November 2022. The use of the Logo in various contexts and applications is defined by a set of comprehensive guidelines that were shared vide email dated 17 November 2022. The need for amplifying and mainstreaming the use of Logo was also reflected in Cabinet Secretary's DO Letter No. 1/48/8/2022-Cab dated 8 November, 2022. However, deviations from these guidelines have been observed during recent G20 meetings, such as non-use of Logo, use of incomplete Logo, e.g., without 'भारत 2023 India', incorrect use of Logo colours, incorrect placement of map within the Logo, etc.

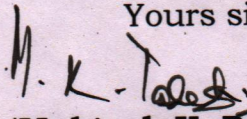
3. In this regard, Ministries and States are requested to use India's G20 Logo and Theme prominently in all publicity creatives related to G20 meetings as per stated guidelines. Further, Union Ministries/Departments and State/UT governments are encouraged to incorporate the theme, 'वसुधैवकुटुम्बकम्' (VasudhaivaKutumbakam in the original language text ONLY) 'One Earth · One Family · One Future', along with the Logo. The latest Logo Guidelines are therefore, being reiterated herein for reference (attached as **Annexure A**).

4. Besides the above, some States/Ministries have also been putting up flags of various G20 member and invitee countries in and around meeting venues. In a few cases, incorrect display of flags, upside down flags etc., have been noticed. As this is a sensitive issue, correctness of any flags being used may be closely checked before displaying the same for city/venue branding.

5. It is requested that these observations and suggestions may be adhered to for the upcoming meetings.

With regards,

Yours sincerely,


(Muktesh K. Pardeshi)

To,

1. All Secretaries, Government of India
2. All State Chief Secretaries/UT Administrators
3. All HOMs/HOPs in Missions abroad



BRAND GUIDELINES

THE G20 OR GROUP OF TWENTY

The G20 or Group of Twenty is an intergovernmental forum comprising 19 countries and the European Union (EU). It works to address major issues related to the global economy, such as international financial stability, climate change mitigation, and sustainable development. The G20 is composed of most of the world's largest economies, including both industrialised and developing nations.

The G20 was founded in 1999 in response to several world economic crises. Since 2008, it has convened at least once a year. The 17th G20 Summit will take place in November, 2022 in Bali.

India will host the G-20 leaders' summit in New Delhi on September 9 and 10 in 2023. India will assume the Presidency of the G20 for one year from December 1, 2022, to November 30, 2023, and is expected to host over 200 meetings across the country, beginning in December this year. India, as G20 Presidency, will be inviting Bangladesh, Egypt, Mauritius, Netherlands, Nigeria, Oman, Singapore, Spain and UAE as guest countries, said the MEA.

LOGO GUIDELINES



The lotus, the national flower of India, symbolizes spirituality, fruitfulness, wealth, knowledge and illumination. It also represents purity of heart and mind. The perfect symbol for sustainability.

This design interprets the Lotus as having seven petals. They signify the seven seas and the coming together of seven continents at G20 Bharat 2023. This is the visual representation of India embracing the world as one united family.



CLEAR SPACE AROUND THE LOGO

The G20 India logo has multiple colours and design elements, so it needs a lot of breathing / white space around it. The minimum free space around the logo, on any layout, should always be **‘2’ distance on all its sides**. Never put any text or graphics in that space.

SIZE OF THE LOGO

The logo can be scaled as large as needed but not smaller than the minimum size, mentioned alongside.



Print: 0.75 inch
Digital: 55 px



PRIMARY APPLICATION OF THE LOGO

The G20 India logo should always be used on a **solid white background**.
In a case where this is not possible, only then use the secondary application
of the logo. It is shown on the next page.



SECONDARY APPLICATION OF THE LOGO

This is the alternate application of the logo, in a case where the primary application is not possible to execute. The logo can be used on any solid colour backgrounds with low-very low saturation. Given above are a few examples of this. Ensure that these backgrounds are very light and the logo stands out clearly.



DONT’S OF LOGO APPLICATION

The above examples are a representation of how the logo is NOT to be used under any circumstance. NEVER use the logo on a black or dark-coloured backgrounds, textures or any image.

DONT’S OF LOGO USAGE

Always use the logo artwork file provided along with this guideline. Do not edit the artwork or try to recreate the logo.



Never use the logo in grayscale.



Never use the logo in reverse or in a single colour.



Don’t create any new configurations.



Don’t change any colour.



Don’t add any text in the mandatory clear space.



Don’t stretch, squeeze or distort the logo. Always resize proportionately.



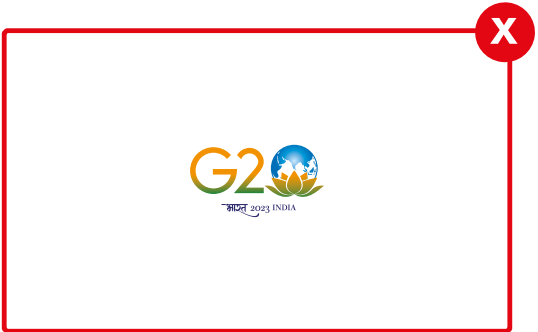
Don’t make a cut-out of the logo to use on a busy background.



Don’t add a keyline to the logo.



Don't use the symbol alone, without the text.



Don't use the logo in a size smaller than the specified minimum size for usage.



Don't add any outline, shadow or casing for emphasis or legibility.



Don't fill elements of the logo with any textures, images etc.



LOGO COLOURS



CMYK - 0 50 100 0
Web - #F7941D

CMYK - 100 25 100 0
Web - #008A4B



CMYK - 100 98 20 10
Web - #2C2E75



CMYK - 25 0 0 0
Web - #B9E5FB

CMYK - 85 25 0 0
Web - #0095D5

CMYK - 88 50 0 0
Web - #0075BC