

**GOVERNMENT OF PUDUCHERRY
DEPARTMENT OF INFORMATION AND PUBLICITY**

No.2611/DIP/PRA(PRO)/G20/Logo/2022

Puducherry, dated

7 DEC 2022

CIRCULAR

Sub: DIP – G20 Summit – Logo – Branding and Publicity – Reg.

Ref: DO Letter No. 1/48/8/2022 – Cab, Dated: 08.11.2022 of
the Cabinet Secretary, Govt. of India, New Delhi.

India assumes the G20 presidency from 1st December 2022 – 30th November 2023. India's presidency to the G20 provides a unique opportunity to place our narrative in the global agenda and to showcase India's development and cultural diversity. During the period of our presidency, more than 200 meetings would be held across India.

The Hon'ble Prime Minister has unveiled the G20 logo and the theme for India's Presidency of the G20. A Copy of the logo and theme as provided by the Govt. of India can be downloaded from the Department of Information and Publicity website: <https://info.py.gov.in/>

2. This logo and theme will be the cornerstones around which the entire branding and publicity campaign for India's G20 Presidency period would be built. These will be used both to familiarise the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible.

3. For achieving these objectives, both domestically and internationally, mainstreaming and extensive use of both the logo and the theme need to be undertaken by all Ministries/Departments and their autonomous organisations/PSUs, with a whole-of-Government approach. This may be done in the following manner:

- a. In all publications like annual reports, study papers, budget documents, periodicals and magazines. On websites of Ministries/Departments and their autonomous organisations and PSUs.
- b. On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- c. For co-branding at national/international events that the Ministry/ Department may be participating in.
- d. Social media handles, digital media.
- e. Any events, seminars and workshops being organized by Stakeholders during the Presidency year.
- f. Office buildings through outdoor publicity (hoardings, digital screens etc.). In Government signages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio-visual
- g. Use of the logo and theme may also be promoted amongst private partners of various Ministries/Departments for eg, by airlines, hotel chains, transport agents, websites of these companies etc.
- h. Similarly, the G20 logo may also be used by the existing widespread railway network at train stations, on railways tickets, for external branding of train coaches etc.
- i. Government owned petrol pumps shall prominently display the G20 logo and theme.
- j. The G20 logo and theme may also be used at any art/craft/ cultural festivals and events being organized by Government stakeholders or where the Government is a co-sponsor.

4. The guidelines for the use of Logo shall be followed scrupulously. The salient aspect of the guidelines are as follows:

a). The G20 India logo has multiple colours and design elements, so it need 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.

b). The logo can be scaled as large as needed but not smaller than the minimum size mentioned (min. height Print:0.75 inch Digital : 55 px).

c). The G20 India logo will only be used on a solid background and use of the log on any other colour or an image is forbidden.

d). **DON'T'S OF LOGO APPLICATION**

Never use the logo on a black, dark-coloured, a light-coloured background on any image.

Never use the logo in grayscale, in reverse or in a single colour, don't change any colour, don't create any new configurations, always use the logo artwork file, 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 busy background, don't add a keyline to the logo.

e). **LOGO USAGE RESTRICTIONS**

Don't use the symbol alone without the text, don't use the logo on any background other than white, don't add any outline, shadow or casing for emphasis or eligibility, don't fill elements of the logo with any textures, images etc.

5. The above are only indicative suggestions and the Departments/Offices/PSUs shall refer the guidelines for Logo colours, Theme details etc. and may explore all opportunities for publicizing the G20 logo and theme during India's Presidency

6. It is therefore, requested that all concerned shall endeavor their best for widespread use and mainstreaming of the G20 logo and theme during India's Presidency period. Action Taken Report shall be furnished on monthly basis.

This issues with the approval of the Chief Secretary to Govt., Puducherry.



(E. VALLAVAN, I.A.S)

Secretary (Rev./LAD/I&P) – cum-
District Collector/Nodal Officer-G20

To

1. The Commissioner-cum-Secretary/ Secretaries/ Special Secretary to Government, Pdy
2. The Secretary to Lt. Governor/ OSD to Chief Minister, Puducherry.
3. All Secretariat Departments/ Heads of Departments/ Offices.
4. All PSU/ Corporations/ Boards/ Autonomous Bodies.
5. The District Collector, Puducherry/ Karaikal / Regional Administrator, Mahe/ Yanam.
6. The Deputy Secretary to Govt. (Estt.), Chief Secretariat, Puducherry.
7. The Director of Information & Publicity, Puducherry.

Copy to:

1. The Private Secretary to Chief Minister/ All Ministers, Puducherry.
2. The Private Secretary to Speaker/ Sr. P.A. to Dy. Speaker, Puducherry.
3. The Secretary, Legislative Assembly Department, Puducherry.
4. The Private Secretary to Chief Secretary, Puducherry.