



GOVERNMENT OF KERALA

No:CDN1/218/2022/GAD

General Administration (Co-ordination) Department
Thiruvananthapuram,
Dated:17-02-2023

CIRCULAR

Sub: General Administration Department- Widespread use and mainstreaming of the G20 logo and theme during India's Presidency period - Reg.

Ref: The letter from Cabinet Secretary to Government of India dated 08.11.2022

The Hon'ble Prime Minister of India has unveiled the G20 logo and the theme for India's Presidency of the G20 (1st December 2022 to 30th November 2023). The 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 audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible. For achieving these objectives, both domestically and internationally, Government of India has informed that mainstreaming and extensive use of both the logo and the themes need to be undertaken by all state governments and their autonomous organizations/ PSUs with a whole-of-Government approach.

In the circumstances, instructions are issued to incorporate the G20 logo and theme in the instances listed below, as suggested by the Central Government. This may be done in the following manner. Copy of the logo, theme and guidelines are enclosed as **Annexure**.

- In all Publications like annual reports, study papers, budget documents, periodicals and magazines.
- On websites of State Governments and their Autonomous Organizations and PSUs.
- On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- For co-branding at national/international events that the State Government may be participating in.

- Social media handles, digital media.
- Any events, seminars and workshops being organized by Stakeholders during the Presidency year.
- Office buildings through outdoor publicity (hoardings, digital screens etc.).
- In Government sign ages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio-visual
- Use of the logo and theme may also be promoted amongst private partners of State Government for e.g., by hotel chains, transport agents, websites of these companies etc.
- Government owned petrol pumps that are spread out across the country, may also prominently display the G20 logo and theme.
- 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.

K R JYOTHILAL
ADDITIONAL CHIEF SECRETARY

Forwarded / By order,
Signed by
Sreekumar T
Date: 20-02-2023 10:46:50

To:

All Heads of Departments
All Heads of Public Section Under takings
All Heads of Autonomous Organizations
All District Collectors
All Departments and Sections in the Secretariat
The Secretary, Kerala Legislature Secretariat (with C.L)
The Secretary, Kerala Public Service Commission (with C.L)
The Registrar, High Court of Kerala, Ernakulam (with C.L)
The Registrar, Kerala Administrative Tribunal, Vanchiyoor,
Thiruvananthapuram (with C.L)
The Advocate General, Ernakulam (with C.L)
The Accountant General (A&E/Audit), Thiruvananthapuram
The Secretary to Governor, Raj Bhavan (with C.L)
The Registrar, University of Kerala/Kochi/Calicut/Mahatma
Gandhi/Kannur
The Registrar, Kerala Agricultural University, Mannuthi, Thrissur.

The Registrar, Sree Sankaracharya University of Sanskrit, Kalady.

The Registrar Thunchathu Ezhuthachan Malayalam University.

The Registrar, Kerala Veterinary & Animal Science University

The Registrar, Kerala University of Health and Allied Science,
Thrissur.

The Registrar, Kerala University of Fisheries and Ocean Studies,
Panangad, Cochin.

The Secretary, State Information Commission,
Thiruvananthapuram.

The Private Secretary to Chief Minister

The Private Secretary to Chief Minister and other Ministers

The Private Secretary to Leader of Opposition

The Private Secretary to Speaker/Deputy Speaker

The Additional Secretary to Chief Secretary

The Director, Information & Public Relations Department.

(for wide publicity through media)

Web & New Media, Information & Public Relations Department

(for uploading in the Government Website)

Stock file/ Office copy.



BRAND GUIDELINES

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.



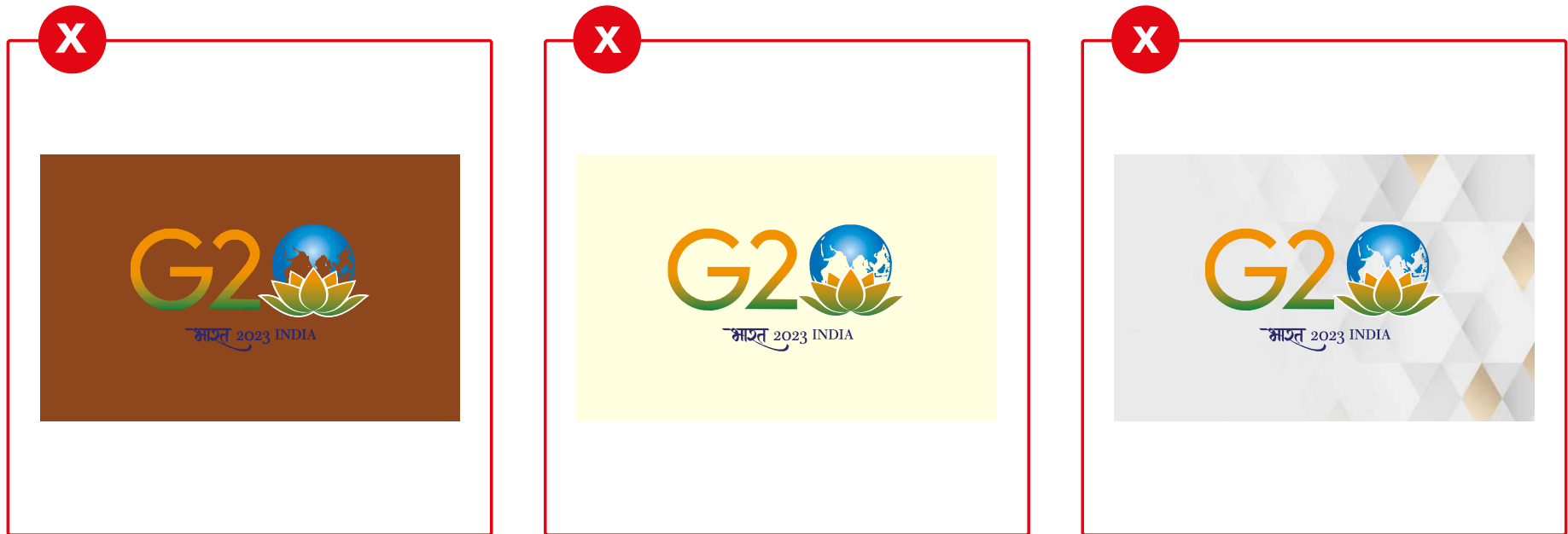
Print: 0.75 inch
Digital: 55 px



PRIMARY APPLICATION OF THE LOGO

The G20 India logo will only be used on a **solid white background**.

Use of the logo on any other colour or an image is forbidden.



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, dark-coloured, a light-coloured background or any image.

DONT'S OF LOGO USAGE



Never use the logo in grayscale.



Never use the logo in reverse or in a single 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 a busy background.



Don't add a keyline to the logo.

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 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

THEME UNIT GUIDELINES

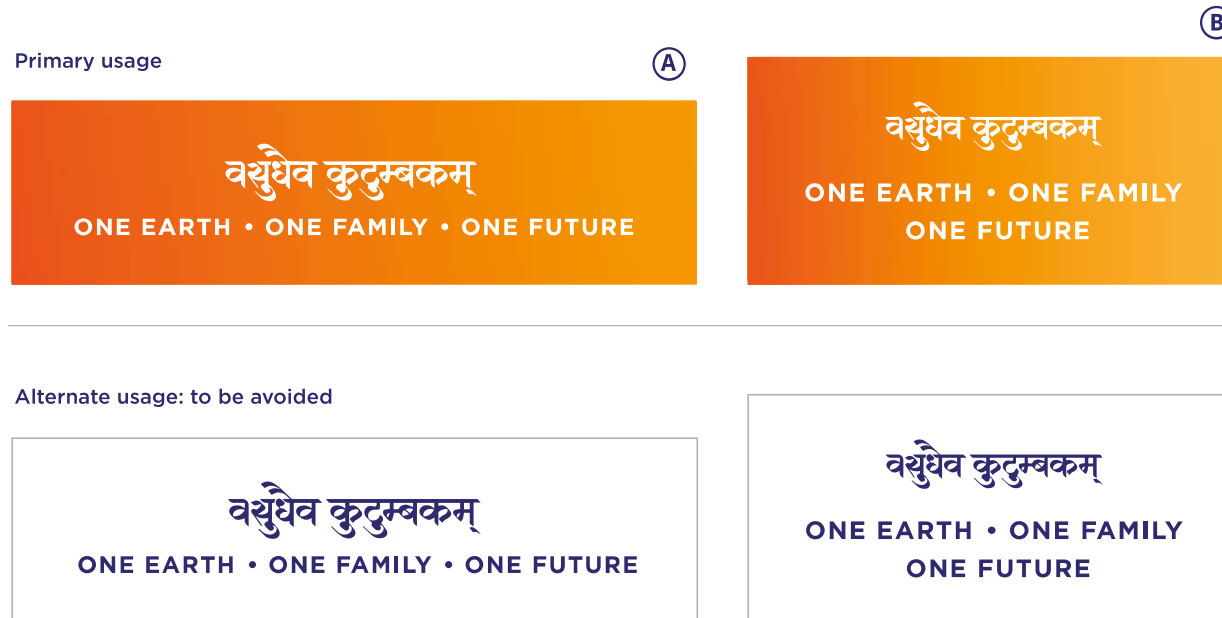
वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

VASUDHAIVA KUTUMBAKAM UNIT

Vasudhaiva Kutumbakam is a Sanskrit phrase found in Hindu texts and translates to "The World Is One Family", which means all living beings on the earth are brothers and sisters.

'Vasudhaiva Kutumbakam' is the core thought of the India chapter of G20.



GUIDE FOR USAGE - VASUDHAIVA KUTUMBAKAM (VK) UNIT

It is mandatory to use this unit, along with the logo, in all brand communication:

Always use these units from the artwork file provided. Do not compose or edit.

Unit A should be used in horizontal layouts & unit B in vertical layouts.

The primary usage of the unit is in white on a petal arrangement graphic as background.

The alternate usage is in the logo blue (CMYK - 100 98 20 10, Web - #2C2E75)

on a white background, but it should be avoided.



EXAMPLES OF PLACEMENT OF VK UNIT

Presented here are a few examples of the usage of the VK unit on different petal arrangements and layout orientations.

