

LOGO **GUIDELINES**

Namami Gange Logo Guidelines



DO NOT

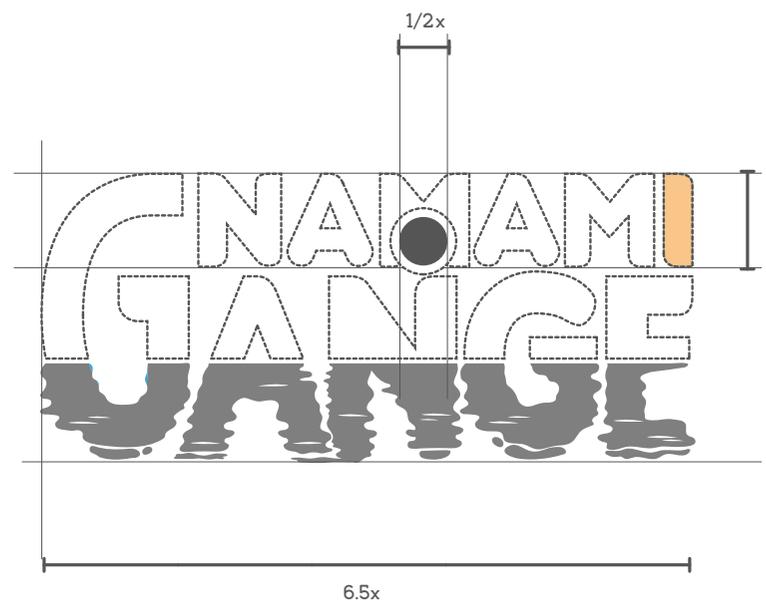
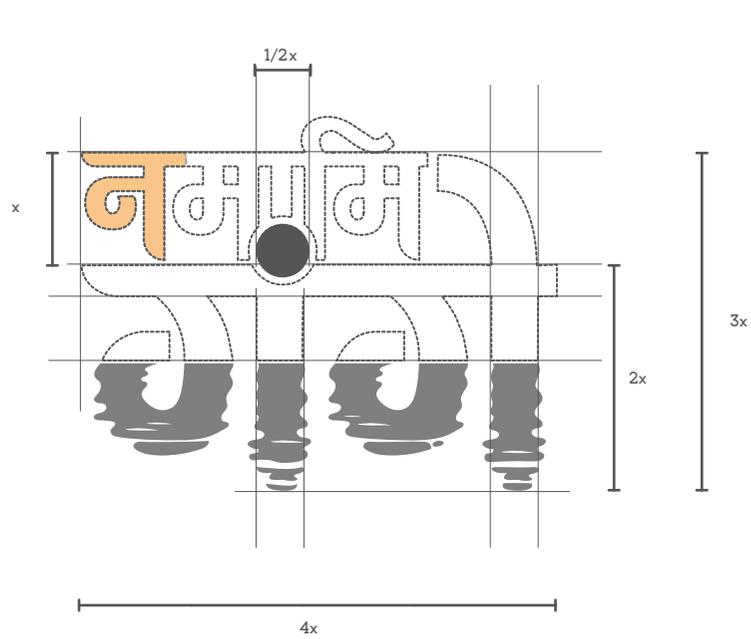
Do not attempt to recreate the logotype or change its font

The logo should always be sharp and clear

Do not change the orientation of the logo



Logo Proportions



$$x = \text{न} \left| \right.$$

$$x = \text{I} \left| \right.$$

Logo Placement

In all its applications, the reversed version of the logo appears within a white rectangle shape. This is to make sure the logo does not appear on an image or cluttered background.



Scaling the Logo

The Namami Logo can be used in any desired size subject to a minimum width of 24mm in hindi and 26mm in english. This is to ensure that the subtle details of the logo are always reproduced clearly.

LOGO SIZES



MAXIMUM : ANY DESIRED SIZE



MAXIMUM : ANY DESIRED SIZE



MINIMUM : 24 MM WIDTH



MINIMUM : 26 MM WIDTH

DO NOT

Do not scale the logo disproportionately.



Do not make the logo smaller than the minimum recommended size.



Background for the Logo

In general, Namami Gange logo should be placed on a white background. The only exceptions are: glass windows or doors, metal, fabrics and leather, where the logo can be printed, engraved, etc. without the white background.

In these cases, the basic application of a logo on a white background can be altered, in order to suit the medium and the materials. The visibility and legibility of the logos should always take priority.

Please ensure the greatest possible contrast between the logo and the background, while observing the material rules.

Logo with backgrounds



Logo on alternative backgrounds (exceptional cases)



Fabric

wall

Etching / engraving on Metal

Misapplications

These applications clearly demonstrate incorrect use of the logos.

Do not use a gradient in logo or background.

There has to be a clear white space defined for identifying.

Do not put a shadow or glow behind the logo.



Color Palette

The correct colour values for the logo are specified below.
Make sure to use them.

Colour	CMYK	RGB	
	87 c 50 m 00 y 00 k	00 R 116 G 190 B	
	00 c 50 m 100 y 00 k	250 R 150 G 30 B	
	70 c 16 m 00 y 00 k	35 R 170 G 225 B	

THANKYOU