



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

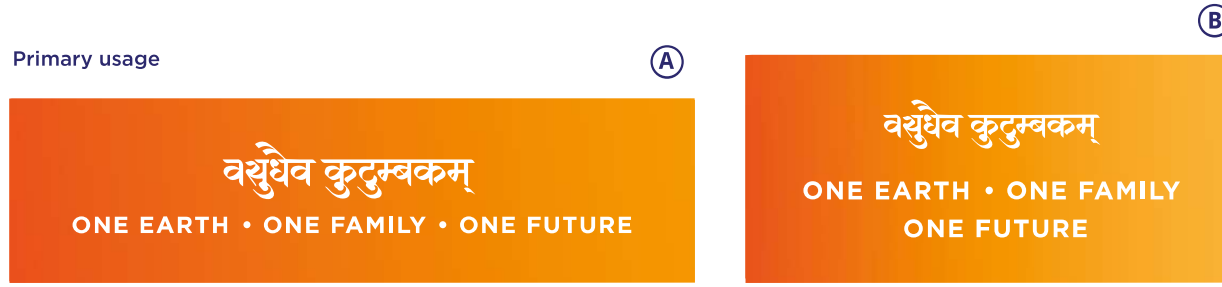
वसुधैव कुटुम्बकम्

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.



Alternate usage: to be avoided



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.

