

HQ-23013(17)/1/2024-MEDIA-HQ (C. No. 15069)

Unique Identification Authority of India

Media Division

5th floor, UIDAI HO

Bangla Sahib Road, Behind Kali Mandir

Gole Market, New Delhi – 110 001

Dated 2nd January 2026

OFFICE MEMORANDUM

Subject: Guidelines for Authorized Use and Prevention of Misuse of the Aadhaar Logo

The Aadhaar Logo creative and artwork is associated with the Unique Identification Authority of India (UIDAI) and the Aadhaar identity ecosystem. It represents trust, integrity, and the commitment of UIDAI towards providing secure, inclusive, and resident-centric digital identity services. The Logo is the exclusive intellectual property of UIDAI and is protected under the Copyright Act, 1957.

It has come to notice that the Aadhaar Logo is increasingly being referenced, reproduced, or displayed in various digital and physical platforms by government and non-government stakeholders. While certain entities are authorized to use the Logo for Aadhaar-related functions, misuse or unauthorized representation of the Logo can create confusion among residents, lead to misrepresentation, or potentially facilitate fraudulent activities. In order to regulate the correct usage of the Aadhaar Logo, prevent its misuse, and ensure uniform representation across all mediums, the following detailed guidelines are hereby issued.

1. Aadhaar Logo: Definition and Protection under the Copyright Act, 1957

1.1 The Aadhaar Logo is an original *artistic work* as defined under Section 2(c) of the Copyright Act, 1957. It is an approved visual identity owned exclusively by UIDAI and protected under the provisions of the Act.

1.2 The Logo includes the stylized combination of the sunburst element with radial beams, the fingerprint-inspired lines, the distinctive Aadhaar wordmark, and the overall proportions, colours, fonts, spacing, and visual configuration prescribed by UIDAI.

1.3 All versions of the Aadhaar Logo - colour, monochrome, reversed, horizontal, stacked, or co-branded constitute UIDAI's copyrighted work.

Any derivative work, recreated form, modified graphic, cropped version, stylized imitation, grayscale adaptation, low-resolution reproduction, or redrawn replica also falls under the scope of UIDAI's copyright.

1.4 Unauthorized reproduction, publishing, exhibiting, distributing, modifying, transmitting, adapting, or storing the Aadhaar Logo in any form - including print, digital media, software, mobile apps, websites, social media posts, products, packaging, certificates, signage, or advertisements - constitutes infringement under Sections 51 and 63 of the Copyright Act.

2. Authorization Process for the Use of the Aadhaar Logo

2.1 No organization, agency, partner, individual, or entity may use the Aadhaar Logo without **explicit, prior, written authorization** from UIDAI.

2.2 The request for permission must clearly state:

- The purpose for which the Logo will be used
- The nature of activity or project
- The medium of usage (print, digital, broadcast, signage, etc.)
- The duration and intended dates of use
- Sample creatives, designs, templates, or drafts, wherever applicable
- Organisational details including official point of contact

2.3 All permissions will be processed through the **Media Division, UIDAI Head Office**, and may require endorsement from the concerned Functional Division or UIDAI Regional Office depending on the nature of engagement.

2.4 Permission granted will be:

- **Purpose-specific** – Only for the approved activity
- **Time-bound** – Valid only for the duration explicitly mentioned
- **Non-exclusive** – UIDAI reserves the right to grant similar permission to others
- **Non-transferable** – Cannot be delegated, shared, or reassigned

2.5 UIDAI reserves the right to review compliance at any stage and revoke permission immediately if:

- Misrepresentation or deviation from the approved purpose is noticed
- The usage affects UIDAI's credibility or public trust
- Any violation of guidelines, distortion, or unauthorised reproduction is detected

3. Authorized Use of the Aadhaar Logo

The Aadhaar Logo may be used only by entities formally authorized by UIDAI and strictly within the scope of their approved functions.

3.1 Government Entities

- Ministries, Departments, statutory bodies, and public authorities implementing Aadhaar-enabled services
- State Governments and district administrations engaged in Aadhaar enrolment, updates, or Aadhaar-linked service delivery

- Government communication units (DIPR/PIB etc.) preparing awareness or informational material on Aadhaar

3.2 UIDAI Contracted or Empanelled Agencies

- For contracted and empanelled agencies in UIDAI eco-system there shall be specific provisions for Logo usage and related authorisation. All authorised uses of Logo shall be governed by the term & conditions defined in the contract / empanelment, in addition to this policy. In case of any conflicting clauses of contract / empanelment, provisions of this policy shall have over-riding effect.

3.3 Use for Resident Awareness and Public Interest Communication

- UIDAI-approved informational campaigns, workshops, seminars, training programmes, digital content, and research publications
- Academic or research institutions partnering with UIDAI on approved projects

3.4 Timeframe and Limitations

- Usage is confined strictly to the authorised timeframe
- Extensions require fresh approval
- At the end of the permission period, all digital or print materials carrying the logo must be withdrawn or discontinued

3.5 Compliance with Brand Standards

- The Aadhaar Logo must be used **exactly** as specified in the UIDAI's Aadhaar Brand Manual
- No changes in size ratio, colour, orientation, shadowing, stretching, cropping, opacity, or surrounding text are permitted
- Minimum clear space must be maintained
- Backgrounds that interfere with visibility or misrepresent the Logo are prohibited
- Comply to any other policy as defined by UIDAI from time to time

4. Unauthorised Use of the Aadhaar Logo

4.1 Without written permission and authorisation from UIDAI, the following instances constitute unauthorized usage and are strictly prohibited and will be treated as a **serious violation** impacting the trust and integrity of the Aadhaar ecosystem:

- Use of the Logo by private companies, NGOs, training centres, coaching institutes, start-ups, or consultancies.
- Use in advertisements, promotional campaigns, business cards, email signatures, product packaging, stationery, brochures, uniforms, or marketing material
- Use on websites, mobile apps, social media pages, or content implying affiliation or endorsement by UIDAI

- Displaying the Logo at private KYC centres, franchise outlets, service desks, or public-facing facilities
- Use in workshops, job fairs, seminars, events, or conferences
- Use for commercial benefit or to mislead residents into sharing personal information
- Using the Logo in any manner suggesting partnership, affiliation, approval, recommendation, endorsement or sponsorship by UIDAI
- Use in any other form which is not permitted and authorised by UIDAI

4.2 Using stylized, modified, animated, distorted, low-resolution, or black-market variants of the Logo shall constitute unauthorized usage and is strictly prohibited.

4.3 UIDAI may issue cease-and-desist instructions, takedown requests to website hosts/social media platforms, or initiate physical removal of unauthorized signage.

5. Legal Powers and Enforcement Provisions

UIDAI is empowered to initiate civil and criminal action in cases of unauthorized or fraudulent use of the Aadhaar Logo under multiple legal provisions, including:

- **Copyright Act, 1957** – For infringement, unauthorized reproduction, and misuse
- **Aadhaar Act, 2016 & Aadhaar Regulations** – For impersonation, misuse, or misleading representation
- **Information Technology Act, 2000** – For unauthorized digital usage, data-related deception
- **Indian Penal Code (IPC)** – For cheating, forgery, fraud, or impersonation as applicable

In addition to legal action, UIDAI may:

- Terminate MoUs/Contracts
- Blacklist agencies or partners
- Lodge complaints with law enforcement agencies
- Seek financial compensation or damages
- Any other action/remedy as deemed fit

6. Reporting Unauthorised Use of Aadhaar Logo

6.1 Any individual, organization, or stakeholder noticing unauthorized use of the Aadhaar Logo may report the same to UIDAI.

6.2 Reports may be submitted to:

- **Media Division, UIDAI Headquarters**, or
- The concerned **UIDAI Regional Office**, or
- UIDAI's official reporting channels (email/portal as applicable)

6.3 Reports should contain factual material such as:

- Screenshots, photographs, or digital captures
- URLs, web links, mobile app references
- Copies of print material or signage
- Name and details of the entity involved

6.4 UIDAI will examine the reported violation, verify facts, and initiate appropriate legal and administrative action.

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Copy to: -

1. All the DDsG UIDAI HO/RO/Technology Centre
2. All the Directors UIDAI HO/RO/Technology Centre/ MDC
3. OSD to the CEO, UIDAI
4. UIDAI Website
5. Office copy & spare