AADHAAR logo unit is not a perfect square form. The width of the logo is slightly more than the height and it is important to produce the logo in its exact form, since it is critical to the Brand image. Always verify logo proportions with the measurement given in the diagram below.

The minimum exclusion area, shown here is made up of the height of one of the petals of the chosen size.

The minimum height of the logo should not be less than 10 mm.
AADHAAR logo must always be surrounded by an area, which is entirely clear of typography and any other graphic element.

For Example:

AADHAAR logo colours need to be reproduced accurately to ensure clear and consistent message of the brand.

![AADHAAR Logo](image)

**AADHAAR Logo Colours**

- **C** - 2
- **M** - 98
- **Y** - 85
- **K** - 7

**PANTONE 1797 C**

- **R** - 204
- **G** - 41
- **B** - 43

**AADHAAR Logo Colours**

- **C** - 00
- **M** - 33
- **Y** - 98
- **K** - 00

**PANTONE 7409 C**

- **R** - 232
- **G** - 176
- **B** - 18
AADHAAR logo gray colours need to be reproduced accurately to ensure clear and consistent message of the brand.

PANTONE Cool Gray 6 C

PANTONE Cool Gray 11 C
AADHAAR logo in black need to the reproduced accurate to ensure clear and consistent message of the brand.

```
C - 00
M - 00
Y - 00
K - 100
```

```
R - 31
G - 26
B - 23
```

PANTONE Process Black C

30/7/2012
AADHAAR logo is available for use in the following formats. Always ensure to use correct artwork for the intended application that is in accordance with the guidelines in this manual.

- CMYK
- RGB
- PANTONE
Do's

1. The ideal way of using logo is against flat, white background.

2. Use the logo on a background that does not compete with the tone of the logo.

Don'ts

1. Do not use the logo against a gradient background.

2. Do not use the logo against a textured background.

3. Do not use the colours of the logo (Pantone 1793C & Pantone 7409C) in the background.

Don't use logo against any background which reduces distinct and clear visual presence of the logo.
**Do's**

1. The gray logo should be used only against white background.

**Don'ts**

1. Do not use the logo against a gradient background
2. Do not use the logo against a textured background
3. Do not use the logo against colour or black background

_Don’t use logo against any background which reduces distinct and clear visual presence of the logo._
Do's

1. Black logo should be used against white background
2. White logo should be used against Black background

Don'ts

1. Do not use the logo against a gradient background
2. Do not use the logo against a textured background
3. Do not use the logo against colour background
4. Do not use white logo against a gradient background
5. Do not use white logo against a textured background
6. Do not use white logo against colour background

Don’t use logo against any background which reduces distinct and clear visual presence of the logo
Don't

Altering the logo will undermine the impact of the identity and therefore the brand. Some examples of incorrect usage of the logo.

Don't use outline in the Logo
Don't use gradient in the Logo
Don't use logo against a dark background
Don't use logo against a gradient background
Don't use multiple colours
Don't use colours outside of the specified colour palette
Don't squeeze logo vertically
Don't squeeze logo horizontally
Don't use logo against photographic background
Do

Your future is in your hand

Don't

Your future is in your hand

Opportunity for equality

Opportunity for equality

Logo should always be open, distinctive, clear and free from any kind of clutter
While using AADHAAR logo in combination with other logos, it should always be on the right side.

Some illustrations:

**Do**

- LIC | AADHAAR

**Don't**

- AADHAAR | LIC
- AADHAAR | LIC
- AADHAAR | LIC
- AADHAAR | LIC
While using AADHAAR logo in combination with State Emblem of India, AADHAAR logo should be as under:

Do

![AADHAAR logo with State Emblem]

Don't

![AADHAAR logo with State Emblem wrongly placed]

![AADHAAR logo with State Emblem wrongly placed]

30/7/2012
While using AADHAAR logo in combination with State Emblem of India and State Government Logo AADHAAR logo should be as under:
Logo should always be open, distinctive, clear and free from any kind of clutter
In order to project a confident, credible and consistent appearance to resident, the communications standards must be adhered to. As part of this effort, a standard typography must be maintained.

**Unique Identification Authority of India**

*Helvetica: Normal / Bold*

**Unique Identification Authority of India**

*Don’t distort type*

**Unique Identification Authority of India**

*Don’t use type on a curve*

**Unique Identification Authority of India**

*Don’t use special efforts with type*

**Unique Identification Authority of India**

*Do not put type in perspective*

**Unique Identification Authority of India**

*Don’t use fonts other than specified*