



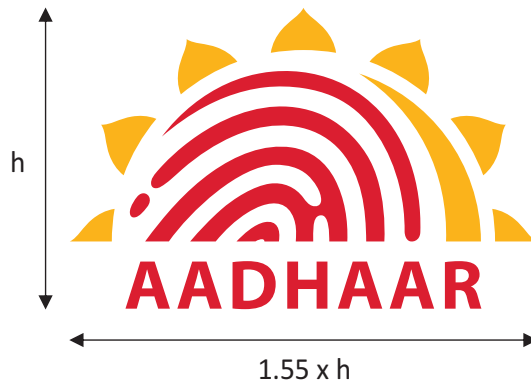
Unique Identification Authority of India

Brand Guideline Manual

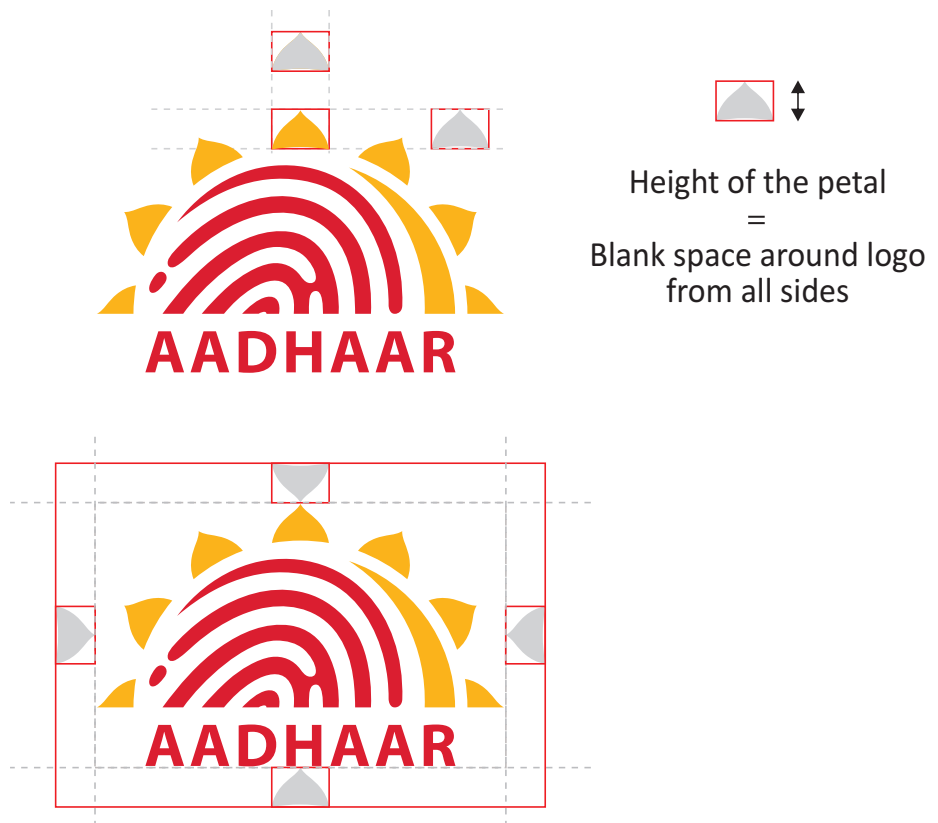
uidai.gov.in

AADHAAR | SIZE AND PROPORTION

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 are, 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.



This clear zone is required to ensure brand promise

For Example :

| | |
|-----------------------------|-----------------------------|
| Abcdefghijklmnopqrstuvwxyz. | Abcdefghijklmnopqrstuvwxyz. |
| Abcdefghijklmnopqrstuvwxyz. | Abcdefghijklmnopqrstuvwxyz. |
| Abcdefghijklmnopqrstuvwxyz. | Abcdefghijklmnopqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmn | opqrstuvwxyz. |
| Abcdefghijklmnopqrstuvwxyz. | Abcdefghijklmnopqrstuvwxyz. |
| Abcdefghijklmnopqrstuvwxyz. | Abcdefghijklmnopqrstuvwxyz. |
| Abcdefghijklmnopqrstuvwxyz. | Abcdefghijklmnopqrstuvwxyz. |



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



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

R - 204
G - 41
B - 43

PANTONE 1797 C



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

R - 232
G - 176
B - 18

PANTONE 7409 C

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



C - 00
M - 00
Y - 00
K - 31

R - 169
G - 168
B - 168

PANTONE Cool Gray 6 C



C - 00
M - 00
Y - 00
K - 72

R - 92
G - 89
B - 88

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

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



2

- 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



2



3

- 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

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

Don'ts



1



2



3

- 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



2

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

Don'ts



1



2



3



4



5



6

- 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

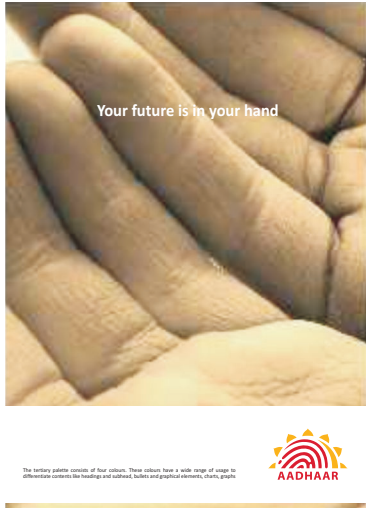


Don't squeeze logo horizontally

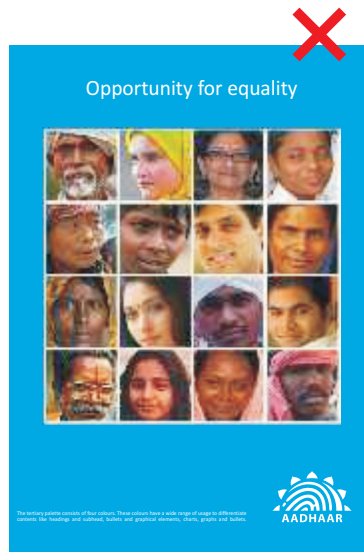
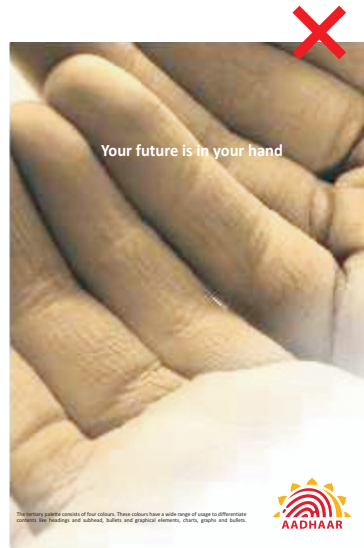


Don't use logo against photographic background

Do



Don't



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



Don't

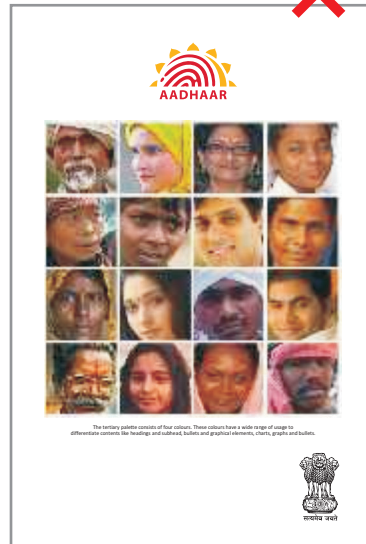
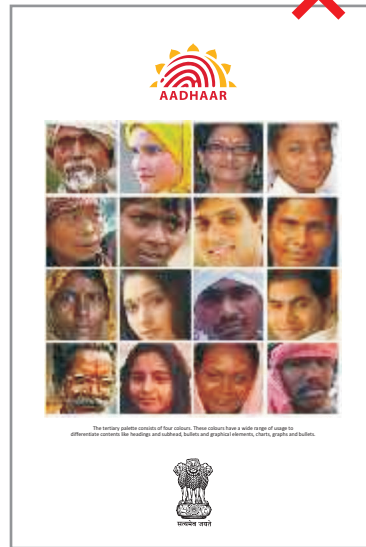


While using AADHAAR logo in combination with State Emblem of India, AADHAAR logo should be as under :

Do



Don't



AADHAAR

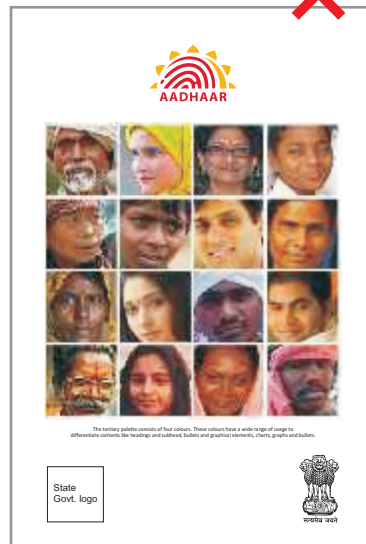
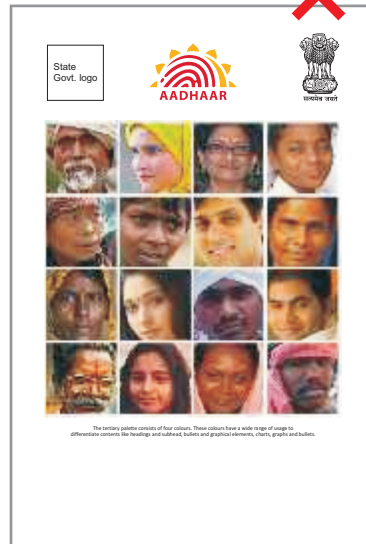
IN COMBINATION WITH STATE EMBLEM OF INDIA AND STATE GOVERNMENT LOGO

While using AADHAAR logo in combination with State Emblem of India and State Government Logo AADHAAR logo should be as under :

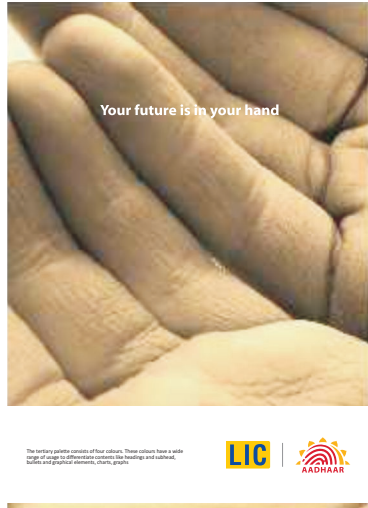
Do



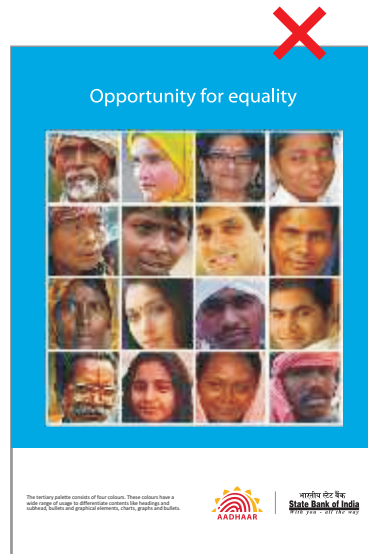
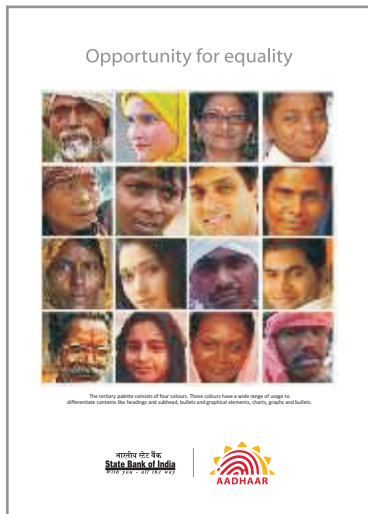
Don't



Do



Don't



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
