



Skill India

कौशल भारत - कुशल भारत

Common Branding Guidelines for Skill Development schemes

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4 elements of common thread

- Hon'ble Prime Minister's photo
- Government of India Emblem/Ministry Logo/Scheme logo
- Skill India Logo
- Body copy to mention Skill India Mission:
 - “Under the Skill India Mission”

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Story of Skill India Logo

The Skill India Logo depicts a clenched hand, in which a spanner and pencil are firmly held. The strong depiction of the hand exemplifies empowerment of the individual through skilling.

The spanner, also known as 'Chabbi' in colloquial Hindi, symbolizes the role that skill plays in unlocking human potential. It is also a universal tool used across many trades, including by plumbers, auto-mechanics, electricians and in a wide range of manufacturing jobs. The pencil represents service sector skills and is also used in general education.

The use of arrows in 'Skill' suggests upward mobility through skilling.



The spanner and pencil are held together. Their juxtaposition puts skill and general education at parity, suggesting both can empower individuals and are aspirational for India's youth.

A rising sun is shown as a backdrop to the clenched hand, alluding to the role of skills in the rise of India as a nation.

The logo is placed on a computer screen, highlighting Skill India as a gateway to sophisticated jobs in advanced sectors and the great potential of using technology in skilling.

Skill India

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The tagline, 'Kaushal Bharat-Kushal Bharat' suggests that skilling Indians ('Kaushal Bharat') will result in a happy, healthy, prosperous and strong nation ('Kushal Bharat').

Guidelines for Using Skill India Logo



1) Use of 'Skill India' logo without any permission for:

- All establishments, offices and officers of MSDE, Government of India
- All Central Government Ministries/ Departments of State Government/ Union Territory Administrations/ establishments of Directorate General of Training (DGT), National Skill Development Agency (NSDA), National Skill Development Council (NSDC), Sector Skill Councils (SSCs) for use in programs directly organized by them.
- All events for which financial support is extended by the MSDE, Government of India.
- All events for which financial support is extended by DGT, NSDA, NSDC.
- All the approved / affiliated Training Partners of NSDC for usage on all collaterals related to skill training (such as training centre's branding, letterheads, business cards, brochures, fee slips, websites, social media handles, advertisements, event collaterals like banners, posters etc.)
- All events for which financial support is extended by the Sector Skill Councils (SSCs) or the events which are co-organized by SSCs.



2) Use of logo by Indian Embassies / Missions Abroad:

- The usage of 'Skill India' logo by Indian Embassies/Missions abroad will be permissible for events, brochures, publicity material and advertisements that promote the 'Skill India' initiatives and are sponsored/ supported by the Embassies/Missions.



3) Use of 'Skill India' logo with PRIOR approval of MSDE

- All Central Government Ministries/ Departments/ Public Sector Undertakings (PSUs) & Departments of State Governments/ UT Administrations - for programs conducted in association with industry bodies like Confederation of Indian Industry (CII)/ Federation of Indian Chambers of Commerce and Industry (FICCI)/ Associated Chambers of Commerce (ASSOCHAM)/ Progress, Harmony and Development Chamber of Commerce and Industry (PHDCCI), etc.
- Usage for a specified period, for events organized by private bodies that promote the 'Skill India' initiative. These proposals will be considered based on the past work being done by the applicant body especially in the skill sector, the purpose of the event, the participants, the source of funding for the event, linkages with industry body, SSC, NSDC etc.



4) Use of logo with PRIOR approval from MSDE for Events, Publications, Websites, Portals

- Permission for use of the 'Skill India' logo for events, publications, websites/ portals would be considered on merit of the case based on inputs on the issues shared at point 2 (iii) with particular emphasis on the following:
 - (a) nature and importance of the event/ publication/ website/ portal
 - (b) profile/ track record of the organizers
 - (c) profile of participants and delegates
 - (d) other deliverables offered such as exhibition space, distribution of MSDE's collaterals
- Requests for use of the 'Skill India' logo on publications, websites/ portals would be considered only if the publications, websites/ portals are related to enhancement skills or skill development under 'Skill India'. Such requests would be considered on merit of each case.



5) Use of logo with PRIOR approval from MSDE for programs on Electronic Media:

- Requests received for use of the 'Skill India' logo for programs on electronic media, such as debates, discussions or any other would be considered on merit of each case, based on inputs on the issues discussed in point 2, keeping in view the following:
 - (a) nature of the program
 - (b) profile/ track record of the producers of the program
 - (c) target audience
 - (d) contents of the programs and inclusion of skill development related content in the program
 - (e) extent to which the program would help in increasing awareness about 'Skill India' and other related aspects of the program



6) Procedure for grant of permission for using logo (under 3,4 and 5):

- All requests will be sent to Media Cell, Ministry of Skill Development and Entrepreneurship, 2nd floor, Shivaji Stadium, Shaheed Bhagat Singh Marg, New Delhi in the form attached.
- All requests for use of logo would be examined on the basis of above mentioned guidelines and the merit of the case and will be approved by the Secretary (MSDE).
- MSDE will be within its right to seek any additional detail in respect of requests for use of logo before taking any decision.
- All requests must be sent to MSDE at least 30 days in advance along with complete details as enumerated above.
- MSDE reserves the right to withdraw permission for use of the 'Skill India' logo by giving one week notice.
- MSDE reserves the right to view the proposed design and layout of 'Skill India' logo usage, prior to finalization of the same.

Form for applying for permission to use 'Skill India' logo

Sr. no.	Details
1.	Name of the event for which permission is being sought
2.	Date of event
3.	Venue of the event
4.	Overall objective of the event
5.	Target audience/visitors/participants
6.	How the event/programme will help in increasing awareness about 'Skill India' and other related aspects of the programme.
7.	Organiser
8.	Profile of the organiser
9.	Key funding agencies for the event/programme
10.	Any other relevant information

Name of the applicant:
Address of the applicant:
Email:
Phone number:

Enclosure: Approval Form

7) Use of PM Picture

- Only official pictures of the Hon'ble Prime Minister have to be used across creatives.
- All approvals on each creative (print/social/hoarding/ any other branding) with Hon'ble Prime Minister's picture, have to be accorded from the Prime Minister's Office directly

You can write to: ad.govt@gov.in

Contact number: Ritu Raj : 9654043679

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Samples of common branding

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PM photo and Logo Usage – Weightage I

The Skill India Logo should be given equal weightage while used with other logos. The official picture of the PM should also be used prominently

Ministry of Tourism
Government of India
www.mot.gov.in

Skill India
अभिरुचि-समृद्धि

Narendra Modi
Prime Minister

HEADLINE

Body Copy

CALL TO ACTION

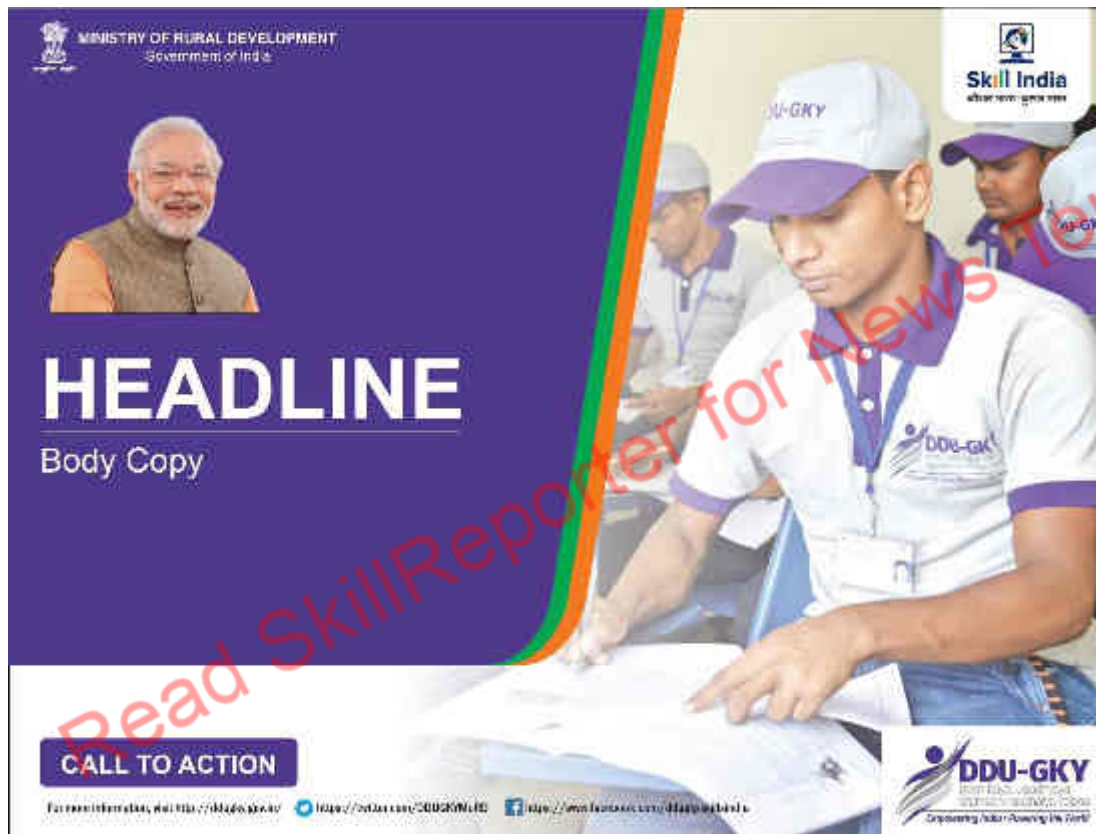
For more information, visit <https://pib.nic.in/news/PrinRelease.aspx?relid=123834>

<https://twitter.com/HSRIndia> <https://www.facebook.com/hunarstozgartak/>


HUNAR SE ROZGAR TAK
अभिरुचि-समृद्धि-संवादन-संवादन-संवादन

PM's Photo and Logo Usage – Weightage

The Skill India Logo should be given equal weightage while used with other logos. The official picture of the PM should also be used prominently



MINISTRY OF RURAL DEVELOPMENT
Government of India



HEADLINE



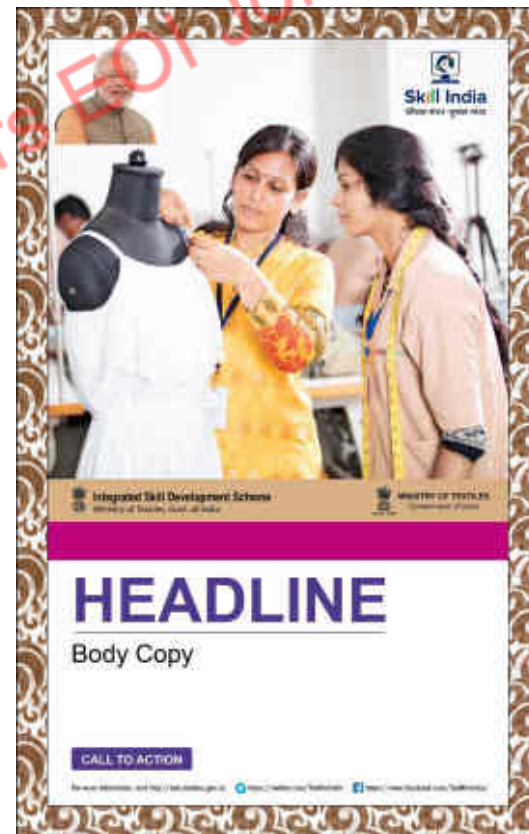
Body Copy

CALL TO ACTION

For more information, visit <http://ddu-gky.gov.in> | <https://www.facebook.com/DDUGKYIndia> | <https://www.youtube.com/channel/UC4p0j8b1d1s>

Skill India
शिक्षण से नए संभव

DDU-GKY
From Basic to Advanced Skills
Empowering India - Powering the World



Skill India
शिक्षण से नए संभव

Integrated Skill Development Scheme
Ministry of Skill Development and Entrepreneurship

MINISTRY OF TEXTILES
Government of India

HEADLINE

Body Copy

CALL TO ACTION

For more information, visit <http://ddu-gky.gov.in> | <https://www.facebook.com/DDUGKYIndia> | <https://www.youtube.com/channel/UC4p0j8b1d1s>

For States : Proposed Advertisement Layout



For States : Reference Advertisement

MAHASWARA
Skill India

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NAMES OF DIGNITARIES

NAME	NAME
Designation Designation Designation Designation	Designation Designation Designation Designation

INFORMATION OF DATE, VENUE AND TIME

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For States : Reference Advertisement

Logo of the Government of India (top left) | **Logo of Skill India** (top right)

Portrait of Narendra Modi (left) | **Portrait of Preeti Singh** (right)

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NAMES OF DIGITARIES

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INFORMATION OF DATE, VENUE AND TIME

For more information, visit www.ajee.gov.in | www.ajee.com | www.ajee.org

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Skill India Logo usage guidelines

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Brand - Skill India

This is an endeavor to bring in a certain degree of coherence across all skill development schemes/ programmes running across Ministries/Departments by branding them under the Skill India brand name.

The usage of Skill India logo will assist in creating a common recall and identity for all initiatives being undertaken by the Government of India and other entities.

Read SkillReporter for News, Tenders, EOI, Jobs, RFP

This document has been created to standardize the usage of the **Skill India Logo** across various communication elements

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Do's and Don'ts – Avoid Distortion



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Do's and Don'ts – Avoid using on merging backgrounds



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Do's and Don'ts – Avoid using without tagline



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Do's and Don'ts – Proportion



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Do's and Don'ts – Avoid Diagonal Usage



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Logo Colours



C0 M65 Y100 K0



C100 M0 Y100 K0



C100 M85 Y0 K45



C0 M0 Y90 K0

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Logo Usage – Weightage

The Skill India Logo should be given equal weightage or more while used with other logos



The poster features a blue header with the Indian government logo on the left, a portrait of Narendra Modi in the center, and the Skill India logo on the right. The main title is 'INDIA - AFRICA KNOWLEDGE EXCHANGE MISSION' with dates '30th OCTOBER TO 3rd NOVEMBER 2017'. Below the header, it states 'SKILL INDIA AND WORLD BANK ORGANISE A 'KNOWLEDGE SHARING WORKSHOP' IN COLLABORATION WITH 6 AFRICAN COUNTRIES.' and lists the countries: TANZANIA, GHANA, SENEGAL, RWANDA, BURUNDI, and ETHIOPIA. A map shows Africa in green and India in orange. The 'KEY OBJECTIVES OF INDIA - AFRICA COLLABORATION' include: 1. Identification of challenges for addressing the skill development needs in the informal sector across India and Africa. 2. Strengthening efforts to increase the non-managed productivity through various professional and non-professional skills in India and in Africa. 3. Study of innovative models of corporate-led skill development programmes for boosting industry sectoral growth. 4. Creating opportunities to African officials to understand Indian system and identify potential areas of cooperation with India to provide technical support. 5. Joint study on the role of Federal and state governments to strengthen the skill ecosystem. 6. Discussion on being formal SMEs to enhance their supply systems and their delivery models.

IN THE AUGUST PRESENCE OF

SHARADKANTA BHADHAN Minister of Fisheries and Aquaculture, Govt. of West Bengal	PROF. MARY TEW NANJE Minister of Higher Education Research, Govt. of Kenya	OLIVER BAWOBIKWA Minister of Trade, International Commerce and Banking, Govt. of Rwanda	YESHOVA LEMBA Minister of Technical Education, Vocational and Training, Govt. of Ethiopia
DR. YAW OHE ABUJUM Deputy Minister of Technical Education, Research and Training, Govt. of Ghana	FIRSI ANTHONY GOZIE ANWURAEI Minister of Skills for Education, Government of Nigeria	DR. LEONARD AKWEAPU Minister of Technical Education, Government of Senegal	

VENUE: TAJ MAHAL HOTEL, MAN SINGH ROAD, NEW DELHI

At the bottom, there are icons representing various skills and a footer with social media links.



For further information / clarifications,
please contact us at

rk.gupta74@gov.in
garima.misra@nic.in
garima.msde@gmail.com



Thank You

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