



OFFICE OF THE PRINCIPAL
ACCOUNTANT GENERAL (A&E),
PUNJAB, SECTOR-17E,
CHANDIGARH - 160017.
No. Admn. I/ CAG-circular /21-22/4041-45
Date:- 25.02.2022



Subject: - Branding Strategies for Use of 'Azadi Ka Amrit Mahotsav' Logo.

Please find enclosed herewith HQ's Circular No.- 08/C&S/Can.-Misc/24/2020-21 dated 07.02.2022 for information and necessary action. The competent authority has also directed that brand logo of 'Azadi Ka Amrit Mahotsav' may be added on all File Covers, E-PPO's, Displays, ID/Visiting Cards or any other fields.

1. Sr. AO, PPCB
2. Sr. AO, TM II
3. Sr. AO, CRT
4. Sr. AO, Welfare Section
5. Sr. AO, IT Support Cell for uploading the circular on website.

Encl: As above.


Sr. Accounts Officer (Admn I)

25 ✓

[Cag-all-offices] Branding strategies for use of 'Azadi Ka Amrit Mahotsav' Logo - reg.

do we need to change ID/visiting cards, letter heads file no 3737 9/2/22

From : Mukesh Kumar <singhm3.cag@gov.in>

Mon, Feb 07, 2022 03:09 PM

Subject : [Cag-all-offices] Branding strategies for use of 'Azadi Ka Amrit Mahotsav' Logo - reg.

1 attachment

To : cag-all-offices@lsmgr.nic.in

Madam/Sir,

I am directed to forward hereby copy of above circular alongwith branding kit for information and further necessary action accordingly,

Receipt of this communication may be acknowledged,

Regards

Mukesh Singh,
Sr. Administrative Officer (C&S)



CAG-ALL-OFFICES mailing list -- cag-all-offices@lsmgr.nic.in
To unsubscribe send an email to cag-all-offices-leave@lsmgr.nic.in

Circular.pdf
6 MB

Regarding addition in office logo matter is forward to administration.

619
15/2/22

Wd T.R /21-22/ 53 Dt 15/2/22

उप महालेखाकार (आ.स.)
पंजी. संख्या. 2516
दिनांक. 9/2/22

71 ✓
7/2/22

संख्या: 08 /सी. एंड एस./कैन.-विविध/24/2020-21



OFFICE OF THE COMPTROLLER &
AUDITOR GENERAL OF INDIA
9, DEEN DAYAL UPADHYAYA MARG,
NEW DELHI - 110 124

त के नियंत्रक एवं महालेखापरीक्षक का कार्यालय
9, दीन दयाल उपाध्याय मार्ग,
नई दिल्ली-110 124

दिनांक / DATE 07.02.2022

सेवा में,

सभी कार्यालय प्रमुख,
(डाक सूची के अनुसार)

विषय: 'आज़ादी के अमृत महोत्सव' से संबन्धित कुछ बुनियादी ब्रांडिंग रणनीतियों के संबंध में ।

महोदया/महोदय,

अधोहस्तोक्षरी को उपरोक्त विषय से संबन्धित, भारत सरकार के वित्त मंत्रालय, व्यय विभाग से प्राप्त पत्र संख्या : H-12019/02/2022-EG दिनांक 25.01.2022 की प्रतिलिपि अन्य निर्दिष्ट पत्रों/दस्तावेजों के साथ सूचनार्थ एवं तदनुसार उचित कार्यवाही हेतु प्रेषित करने का आदेश हुआ है।

संलग्न: यथोपरि ।



(मुकेश सिंह)

वरि. प्रशा. अधि. (सी. एंड एस.)

No. H-12019/02/2022-EG
Government of India
Ministry of Finance
Department of Expenditure

North Block, New Delhi
Dated: 25.01.2022

To,
Office of the Comptroller & Auditor General of India
9, DeenDayalUpadhyayMarg,
New Delhi - 110 124

{Kind Attn: Ms.Supriya Singh, AC&AG (N)}

Subject: Some basic branding strategies for Azadi Ka Amrut Mahostav- reg.

Madam,

I am directed to forward herewith a copy of OM No. A-11019/06/2021-Ad.I dated 11.01.2022 received from Admn.I Section of this Department, along with a copy of Ministry of Culture's D.O. No.CM-21035/13/2021-Spl. Cell dated 03.01.2022 on the subject cited above for necessary action.

Encl: As above.

Yours faithfully,

Manoj
25/01/2022
(Manoj Kumar)
Section Officer (EG)

Copy for information to:

Under Secretary (Admn.), D/o Expenditure; w.r.t. their aforesaid O.M. No.A-11019/06/2021-Ad.I dated 11.01.2022.

for Dir (P)

6371083

W

Director (P) Sectt
Diary No. 6371083
Date 01-02-22

*Copy to SAO (AS) for information &
necessary action
By no. 71
25/01/22*

S.No. 13(R)

(14) 24/8
35

2022

No.A-11019/06/2021-Ad.I
Government of India
Ministry of Finance
Department of Expenditure

North Block, New Delhi,
Dated the 11th January, 2022.

OFFICE MEMORANDUM

Subject: Some basic branding strategies for Azadi Ka Amrut Mahotsav - reg.

The undersigned is directed to forward herewith a copy of Ministry of Culture's DO No.CM-21035/13/2021-Spl.Cell dated 3rd January, 2022 on the subject cited above for further necessary action.

Encl: As above.

Signed by K J Bhatt
Date: 14-01-2022 17:16:04
Reason: Approved
(K.J. BHATT)

Under Secretary to the Govt. of India
Tel No.23095722

To

- ✓ 1. Director (EG), D/o Expenditure - in respect of C&AG.
2. Joint CGA (Coord.), Office of CGA, INA, New Delhi.
3. Shri Pankaj Gupta, Director, O/o CA (Cost), Lok Nayak Bhawan, New Delhi.
4. Chief Administrative Officer, AJNIFM, Pali Road, Faridabad.

(Signature)

17/01/2022

US/EG

SO/EG

17/1/22

गोविंद मोहन
सचिव
Govind Mohan
Secretary



75
Azadi Ka
Amrit Mahotsav

भारत सरकार
संस्कृति मंत्रालय
नई दिल्ली-110001
GOVERNMENT OF INDIA
MINISTRY OF CULTURE
NEW DELHI-110 001

D.O. No. CM-21035/13/2021-Spl Cell

January 3, 2022

Dear Sir,

This is in continuation to my D.O. letter No. CM-21035/13/2021-Spl. Cell dated December 01, 2021 in which strategy for use of Azadi Ka Amrit Mahotsav Logo was elaborated. In order to ensure that the events are projected as part of Azadi Ka Amrit Mohotsav (AKAM), some basic branding strategies may be observed: -

- (i) To follow and tag official Amrit Mahotsav handles in all social media posts.
 - a) Twitter@AmritMahotsav
 - b) Instagram@AmritMahotsav
 - c) Facebook@AzaadiKaAmritMahotsav
 - d) Koo@AmritMahotsav
- (ii) @ Amrit Mahotsav to be tagged on caption instead of tagging on the image.
- (iii) Use of Official # Amrit Mahotsav for various activities hosted by your Department.
- (iv) Sharing of high-resolution photographs and videos of major events on real time basis with coordination team of Amrit Mahotsav.
- (v) Planning of pre buzz of large scale events and engagement activities with social media team of Amrit Mahotsav.
- (vi) To share/retweet Amrit Mahotsav's published content on all social media platforms widely.

Details of brand manual for download is available at: -

URL 1: <https://amritmahotsav.nic.in/writereaddata/Portal/Images/pdf/Guideline-final.pdf>

URL 2: <https://amritmahotsav.nic.in/writereaddata/Portal/Images/pdf/Science-Template.pdf>

Further a copy of branding kit of AKAM is also enclosed for ready reference.

2. In this connection, it is requested to issue necessary instructions for following above mentioned branding strategies by all departments/attached and subordinate offices/public sector organizations and autonomous bodies and other institutions under your Department.

I shall be grateful if receipt of this communication is acknowledged.

With regards,

Yours sincerely,

(Govind Mohan)

Encl: As above

Dr. T.V. Somanathan
Secretary
Department of Expenditure
Ministry of Finance
North Block, New Delhi - 110001

ES - Anwar
AS Per
Pl. ensure
AM
10/01
D.V. (Anwar)
Pls. put up
on file
4/11
US (AD-2)

Secretary &
FTS
2467239
Date
07/01/22

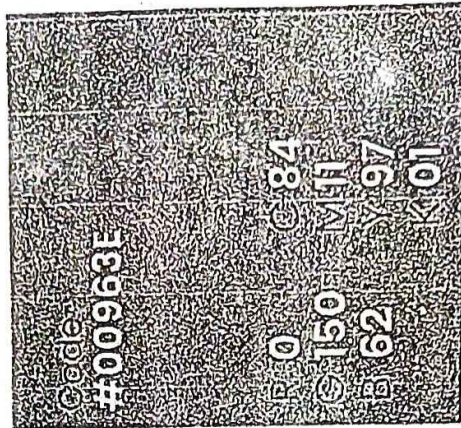
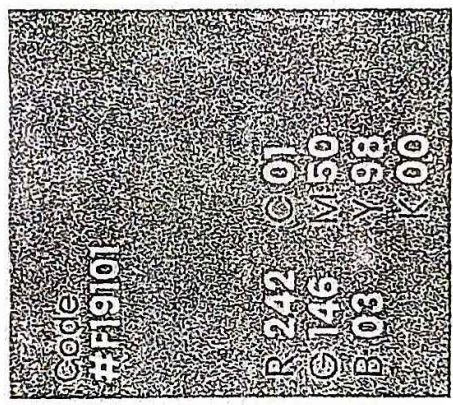
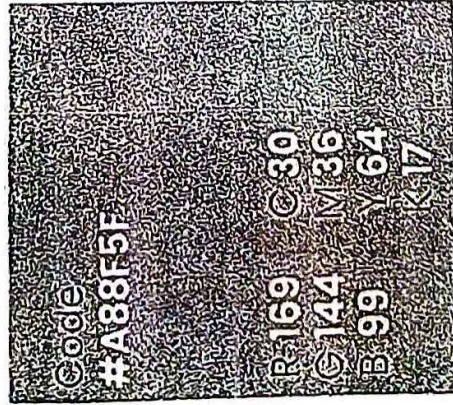


BRAND MANUAL

The following guidelines are to be strictly followed by all
participants for the brand manual.

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LOGO COLOUR CODES AND PALETTES

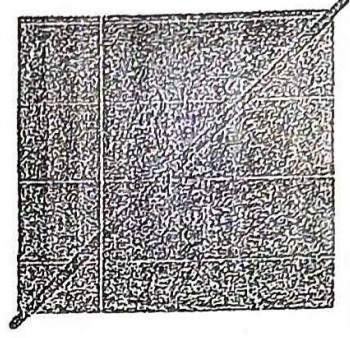
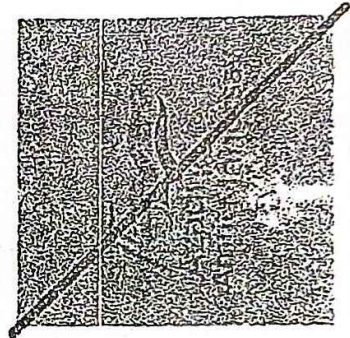
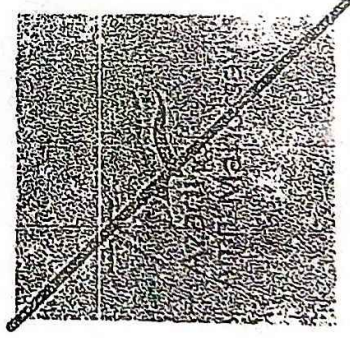
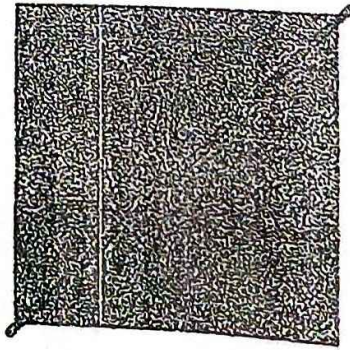


Azadi Ka
Amrit Mahotsav

Logo Download Link

www.amritmahotsav.nic.in/downloads.htm

BACKGROUND COLOUR SCHEME FOR DESIGNS

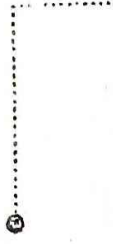
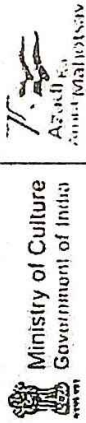


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MORE EXAMPLES & PLACEMENT OF AKAM LOGO



Other Brand Logo



Other Brand Logo

LOGO PLACEMENT

SOCIAL MEDIA

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Ministry of Culture
Government of India



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amltmahotsavnic.in | 1800-120-0123

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Social media Template

LOGO PLACEMENT
PRINT MEDIA

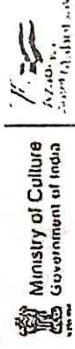
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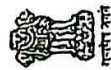
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Youremail@gmail.com

11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011

987-654-3210 | Youremail@gmail.com

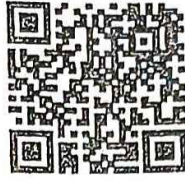
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Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011

amritmahotsav.nic.in | १ २ ० ० १

Visiting Card

5

200

3



Your Name

Designation

987-654-3210

youremail@gmail.com

11, Man Singh Rd, near Andhra Bhavan,
Rajpath Area, Central Secretariat,
New Delhi, Delhi 110011

=====
amitmahotsav.nic.in: 19333
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Id Card

**MORE EXAMPLES
& PLACEMENT OF
AKAM LOGO on
Print Collaterals**

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