OFFICE MEMORANDUM

Subject: Incorporation of Bharatmala Logo in all digital and print communication of MORTH/NHAI/NHIDCL.

It has been decided with the approval of the competent authority that Bharatmala Logo is to be incorporated in all digital and print communication as per following details:-

I. Website & other digital medium: Bharatmala logo must be prominently incorporated alongside the Ministry logo on the Homepage.
II. Email signatures: Bharatmala logo must be incorporated in all official email signatures of the officials.
III. Social media: Bharatmala logo must be prominently displayed in the cover picture. It must also be incorporated in all the social media post wherever the Ministry logo is being displayed.
IV. Print media: Bharatmala logo must be incorporated in all print advertisements, banners, backdrops, standees or any other print collateral.
V. Stationary: Bharatmala logo must be incorporated in all the official Stationary used like letter heads, any printed official files or folders. Design sample of the same is attached for kind reference.

2. The technical details of the Bharatmala logo are attached herewith.
3. It is requested to bring the content of this circular to the notice of all concerned in your Zones/Organizations for information and necessary action.

Yours faithfully,

End: As above.

(MD Shadab Imam)
Assistant Executive Engineer-S&R (P&B)
For Director General (RD) &SS

To,
1. The Chairman National Highways Authority of India G-5&6, Sector-10 Dwarka, New Delhi-110075.
2. The Managing Director, NHIDCL, PTI Building, New Delhi-110001.
3. All JS, MORTH
4. All CEs, MORTH, All CE-ROs/ROs of MoRTH
5. NIC-for uploading on Ministry’s website under “What’s new”

Copy to:-
1. PS to Hon’ble Minister (RTH&S)
2. PS to Hon’ble MOS(RTH&S)
3. PPS to Secretary, MORTH
4. PPS to DG(RD) & SS
5. PPS to AS&FA.
6. PS/PPS to all ADGs.