



Branding Directions

2021



सत्यमेव जयते

AKAM Branding 1

- **All events under AKAM need to be consciously presented as an AKAM initiative.**
- **This may be done in the following manner**
 - All posters to carry AKAM logo prominently
 - Size of the AKAM logo to be bigger than any other logo used the communication
 - AKAM logo to be placed at the top centre of the poster, backdrop, advertisement etc.
- **The event must be carry any of these lines in all communication**
 - An Amrit Mahotsav initiative by the Ministry of
 - A special initiative of the Ministry of as part of Azadi Ka Amrit Mahotsav
 - A joint collaboration with Ministry of Culture celebrating Amrit Mahotsav
 - A multi stakeholder Amrit Mahotsav event
- **At the start of any event held online or offline anchors to announce**
 - Details of what is Amrit Mahotsav & highlight the themes of AKAM
 - Freedom Struggle, Ideas@75, Achivements@75, Resolve@75, Actions@75
 - Establish connect of event with theme & play a short video of Amrit Mahotsav

(Logo to be downloaded
from AKAM website
amritmahotsav.nic.in)

AKAM Branding 2

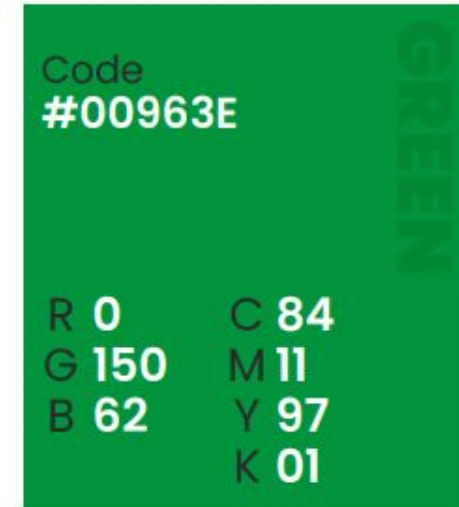
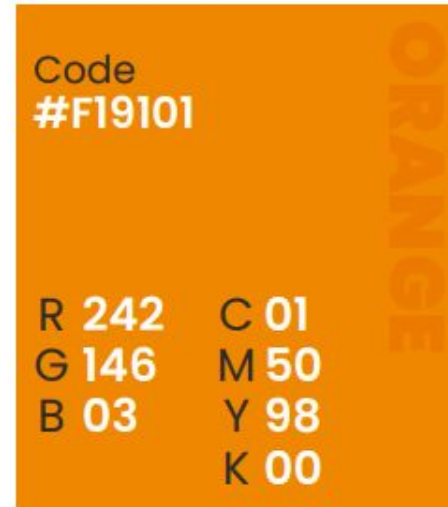
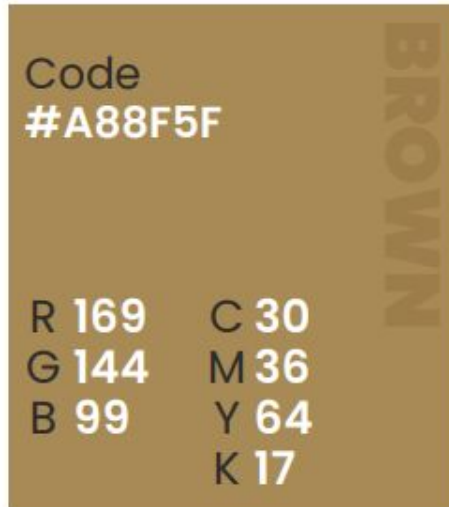
- **All events must be powered by an active pre and post event publicity campaign**
- **Press Release**
 - All AKAM events must have a press release
 - Document must begin with details of what is Amrit Mahotsav
 - Delineate connect to specific theme of AKAM
- **For multi stakeholder events**
 - Joint press release outlining contribution of each State / Ministry must be put out
- **Media Coverage**
 - PIB teams – national and local must be briefed about the events
 - Press conference, media briefings, special media visits to sites etc. to be undertaken on priority basis
 - High quality pictures shared with media for dissemination and outreach

AKAM Branding 3

- **Social Media**

- All events to carry hashtag #AmritMahotsav
- Any AKAM post on social media must tag Amrit Mahotsav social media handles
 - Facebook - @AzadiKaAmritMahotsav
 - Twitter - @AmritMahotsav
 - Instagram - @amritmahotsav
- For wider reach and engagement on social media following is encouraged
 - Use of stories on Instagram and Facebook
 - Use of Twitter Moments
 - Facebook Carousel
 - Use of quiz , emoji, stickers etc.

LOGO COLOUR CODES AND PALETTES



Logo Download Link
www.amritmahotsav.nic.in/downloads.htm