

Ref. No. IRDAI/ PP&GR/ CIR/ MISC/ 249/ 12/ 2022

26.12.2022

**CIRCULAR**

All Insurers, Reinsurers, Insurance Intermediaries,  
Life Insurance Council, General Insurance Council,  
Insurance Brokers Association of India, Institute of Insurance Surveyors and Loss  
Assessors,  
Insurance Information Bureau, Institute of Insurance and Risk Management, National  
Insurance Academy, Insurance Institute of India,  
Institute of Actuaries of India and other regulated entities

**Re: Publicity, widespread use and mainstreaming of G20 Logo & Theme during  
India's Presidency period**

You may kindly recall that Hon'ble Prime Minister unveiled the G20 logo and announced the theme for India's Presidency of the G20 for a period of one year starting from 1<sup>st</sup> December 2022. The logo and theme, copy of which are enclosed, will be the cornerstones around which the entire branding and publicity campaign for India's G20 Presidency period would be built. The logo and theme will be used both to familiarize audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible. For achieving the above objectives, both domestically and internationally, all insurers, insurance intermediaries, General Insurance Council, Life Insurance Council, Insurance brokers Association of India, Institute of Insurance Surveyors and Loss Assessors, Insurance Information Bureau, Institute of Insurance and Risk Management, National Insurance Academy, Insurance Institute of India, Institute of Actuaries of India and other regulated entities, and are advised to extensively use and mainstream both the logo and the theme as under:

- in all publications of your organization like annual reports, study papers, presentations and other documents, periodicals and magazines
- on your organization website
- on your organization's stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.

- for co-branding at national/ international events that your organization may be participating
- social media handles, digital media.
- on stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- any events, seminars and workshops being organized by your organization during the Presidency year.
- Office buildings through outdoor publicity (hoardings, digital screens, etc.)
- In signages and publicity/ promotional material related to products and programme whether digital, print, outdoor or audio-visual.
- Use of logo and theme may also be promoted amongst your partners.

The above is only indicative suggestions and your organization may explore all opportunities for publicizing the G20 logo and theme during India's Presidency.

  
Rakesh Joshi  
Member



भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE



**BRAND GUIDELINES**

# **LOGO GUIDELINES**



The lotus, the national flower of India, symbolizes spirituality, fruitfulness, wealth, knowledge and illumination. It also represents purity of heart and mind. The perfect symbol for sustainability.

This design interprets the Lotus as having seven petals. They signify the seven seas and the coming together of seven continents at G20 Bharat 2023. This is the visual representation of India embracing the world as one united family.



### CLEAR SPACE AROUND THE LOGO

The G20 India logo has multiple colours and design elements, so it needs a lot of breathing / white space around it. The minimum free space around the logo, on any layout, should always be **'2' distance on all its sides**. Never put any text or graphics in that space.

### SIZE OF THE LOGO

The logo can be scaled as large as needed but not smaller than the minimum size, mentioned alongside.



**Print:** 0.75 inch  
**Digital:** 55 px



### PRIMARY APPLICATION OF THE LOGO

The G20 India logo will only be used on a **solid white background**.

Use of the logo on any other colour or an image is forbidden.





### DONT'S OF LOGO APPLICATION

The above examples are a representation of how the logo is NOT to be used under any circumstance. NEVER use the logo on a black, dark-coloured, a light-coloured background or any image.

## DONT'S OF LOGO USAGE



Never use the logo in grayscale.



Never use the logo in reverse or in a single colour.



Don't create any new configurations. Always use the logo artwork file.



Don't change any colour.



Don't add any text in the mandatory clear space.



Don't stretch, squeeze or distort the logo. Always resize proportionately.



Don't make a cut-out of the logo to use on a busy background.



Don't add a keyline to the logo.

## LOGO USAGE RESTRICTIONS



Don't use the symbol alone, without the text.



Don't use the logo on any background other than white.



Don't add any outline, shadow or casing for emphasis or legibility.



Don't fill elements of the logo with any textures, images etc.



### LOGO COLOURS



CMYK - 0 50 100 0  
Web - #F7941D

CMYK - 100 25 100 0  
Web - #008A4B



CMYK - 100 98 20 10  
Web - #2C2E75



CMYK - 25 0 0 0  
Web - #B9E5FB

CMYK - 85 25 0 0  
Web - #0095D5

CMYK - 88 50 0 0  
Web - #0075BC

# **THEME UNIT GUIDELINES**

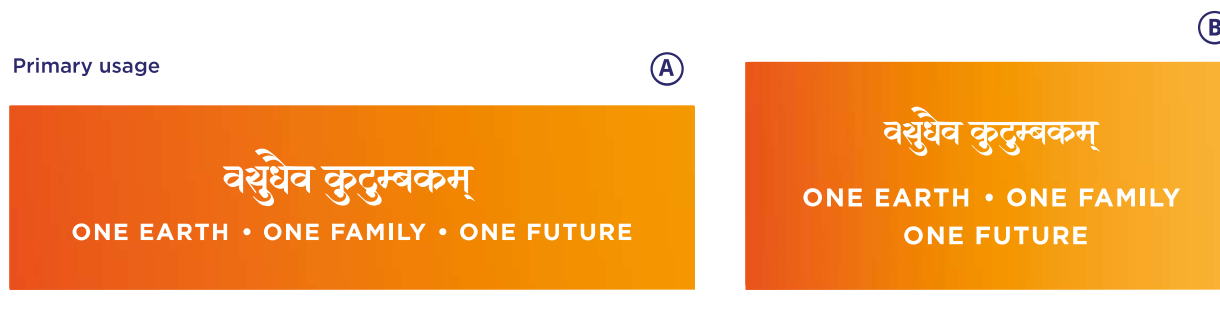
वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

### VASUDHAIVA KUTUMBAKAM UNIT

Vasudhaiva Kutumbakam is a Sanskrit phrase found in Hindu texts and translates to “The World Is One Family”, which means all living beings on the earth are brothers and sisters.

‘Vasudhaiva Kutumbakam’ is the core thought of the India chapter of G20.



Alternate usage: to be avoided



## GUIDE FOR USAGE - VASUDHAIVA KUTUMBAKAM (VK) UNIT

It is mandatory to use this unit, along with the logo, in all brand communication:

Always use these units from the artwork file provided. Do not compose or edit.

Unit A should be used in horizontal layouts & unit B in vertical layouts.

**The primary usage of the unit is in white on a petal arrangement graphic as background.**

The alternate usage is in the logo blue (CMYK - 100 98 20 10, Web - #2C2E75)

on a white background, but it should be avoided.



### EXAMPLES OF PLACEMENT OF VK UNIT

Presented here are a few examples of the usage of the VK unit on different petal arrangements and layout orientations.



