



BRAND MANUAL

The following identity and brand system for AKAM was created to help you present the brand in a consistent, recognizable, and proprietary way.



LOGO COLOUR CODES AND PALETTES

Code
#A88F5F

BROWN

R 169	C 30
G 144	M 36
B 99	Y 64
	K 17

Code
#F19101

ORANGE

R 242	C 01
G 146	M 50
B 03	Y 98
	K 00

Code
#00963E

GREEN

R 0	C 84
G 150	M 11
B 62	Y 97
	K 01



Logo Download Link

www.amritmahotsav.nic.in/downloads.htm

BACKGROUND COLOUR SCHEME FOR DESIGNS



MORE EXAMPLES & PLACEMENT OF AKAM LOGO



LOGO PLACEMENT

SOCIAL MEDIA



Social media Template

LOGO PLACEMENT
PRINT MEDIA



987-654-3210

Youremail@gmail.com

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

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

Letter Head



Ministry of Culture
Government of India

सत्यमेव जयते



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Name

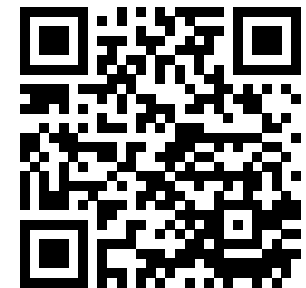
Designation



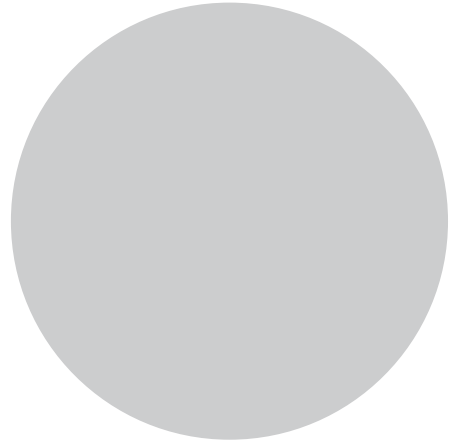
987-654-3210

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New Delhi, Delhi 110011



Visiting Card



Your Name

Designation

987-654-3210

Youremail@gmail.com

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

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Id Card



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

FONTS

PREFERABLE

FONTS

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family

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family