

GOVERNMENT OF INDIA
MINISTRY OF ELECTRONICS AND INFORMATION TECHNOLOGY
LOK SABHA
UNSTARRED QUESTION. NO. 3064
TO BE ANSWERED ON: 19.03.2025

ADOPTION OF DIGITAL BRAND IDENTITY MANUAL

3064. SHRI GODAM NAGESH:

Will the Minister of ELECTRONICS AND INFORMATION TECHNOLOGY be pleased to state:

- (a) the manner in which the Government plans to ensure the effective adoption of the Digital Brand Identity Manual (DBIM) across all ministries and departments;
- (b) the manner in which the DBIM would contribute to reduce redundancy and inefficiencies in Government digital platforms along with the metrics to be used to measure its success;
- (c) the manner in which DBIM would contribute to India's broader vision of "Viksit Bharat 2047";
- (d) whether there specific milestones have been set for its evaluation and if so, the details thereof; and
- (e) the manner in which the DBIM plans to integrate with existing digital governance frameworks like the Digital India initiative and the additional benefits it would offer to citizens?

ANSWER

MINISTER OF STATE FOR ELECTRONICS AND INFORMATION TECHNOLOGY
(SHRI JITIN PRASADA)

(a): The Government of India is driving the adoption of the **Digital Brand Identity Manual (DBIM)** across all Ministries and Departments. Joint Secretary-level **Chief Information Officers (CIOs)** are mandated to lead its implementation. To accelerate adoption, key enablers such as the **DBIM Toolkit, Central Content Publishing System (CCPS), Gov.In Content Management System (CMS) Platform**, and exemplar websites have been developed. It is envisaged to achieve compliance through regular official communications, checklists (**Annexure I**) and KPI monitoring (**Annexure II**). Additionally, training programs are being conducted to equip officials for seamless DBIM implementation.

(b): DBIM provides a standardized framework for visual, textual and experiential elements to harmonise digital platforms of the Government. This guide covers color schemes, typography, iconography, layouts, and information architecture, ensuring consistency and reducing redundancy across all channels. By offering approved templates and guidelines, DBIM streamlines the design and development process, minimizing time and effort and ensuring a unified branding experience for citizens. Adoption of these platforms by Ministries/Departments, along with social media branding guidelines, would serve as key metrics for measuring the success of this initiative.

(c): The DBIM aims to support India's "Viksit Bharat 2047" vision by creating a unified digital brand identity for the government, strengthening its online presence and building citizen trust. Key contributions of DBIM:

- **Harmonized Visual Identity:** Consistent visual language across all platforms enhances brand recognition and user experience.
- **Improved Information Dissemination:** Clear, consistent branding helps citizens easily find and understand government information.
- **Ease of Navigation:** User-centric design simplifies navigation and improves accessibility.

- Enhanced Content Management: Guidelines ensure quality and consistency in content creation and presentation.

(d): Yes Sir, specific milestones have been set for evaluating the DBIM initiative. These include:

- (i) Harmonizing Ministry/Department websites, falling under the First Schedule of the Allocation of Business Rules (<https://cabsec.gov.in/allocationofbusinessrules/firstschedule/>), for a consistent and harmonised user experience.
- (ii) Applying DBIM to government applications, mobile apps, and social media for a unified digital experience.
- (iii) Continuously evaluating and updating DBIM to meet evolving citizen needs and technological advancements.

(e): DBIM and its various enablers integrate with existing digital governance frameworks to ensure effective implementation. **Bhashini** facilitates content translation in 22 regional languages, significantly enhancing accessibility and outreach across India. **Meri-Pehchaan** Single Sign-On is integrated with the Gov.In CMS Platform to streamline user authentication. Additionally, **Meghraj Cloud** provides a secure and scalable hosting environment for the Gov.In: CMS Platform, DBIM Toolkit, and CCPS, ensuring reliability and efficiency in digital service delivery.

Two types of checklists have been created:

- i. Generic Checklist (Checklist IA): This checklist applies to all types of government organizations across the digital platforms.
- ii. For the Ministries/Departments (Checklist IB): This checklist only applies to the Ministries and their departments.

Checklist IA – Applicable for all Government Organizations

This checklist must be used by all government organizations that intend to build or revisit their digital platforms.

Sl. No.	Checklist	Relevant DBIM Section
A	Colours	
1	One colour group from the primary palette consisting of 1 key colour with its variants, has been selected. (all pages to be checked for compliance)	2.1
2	Other colours (background, cards etc.) used are from the functional palette	2.2
3	Icons used in the platform use either the key colour (darkest shade) from the selected colour group or inclusive white	3.7
4	Footer background is of the key colour (darkest shade) of the selected colour group	5.6
B	Iconography	
5	Icons follow a consistent icon style	3.3
6	Icons have been selected from the icons set provided in DBIM Toolkit, unless unavailable in the kit	3.5
7	Icons are in PNG, SVG or WEBP format only	3.7
8	Icon sizes are as defined in DBIM - 24x24px, 32x32px, 48x48px, 64x64px	3.7
9	The correct proportion of icon is retained and icon is not compressed or stretched	3.7
10	When an icon is placed on an image or a banner, sufficient contrast has been maintained with its background.	3.7
C	Typography	
11	The typeface used is Noto Sans	4.1
12	Body text is left-aligned and table have left-aligned text, right-aligned numbers, and center- aligned column names	4.1.1
13	Capital case is not used for long sentences or paragraphs and does not include Hinglish	4.1.1
14	Type scale is as defined in DBIM	4.3.1
15	Text colour is as per DBIM and displays optimal contrast with background	4.4
16	Button sizes are consistent with uniform padding used throughout	4.5
17	Distinct button styles are incorporated to differentiate between button states, such as enabled, hover, focus and disabled	4.5
18	Mouse hover prompts a noticeable change in clickable items	4.5
D	Header and Footer	
19	Emblem has been obtained from the authorized source	5.1
20	Emblem is in proper ratio and is not scaled disproportionately	5.1
21	Website naming has been done as per the organization type, like Ministry/Department	5.2
22	Logo lockup is either in black on white background or white over dark background	5.3

23	Generic header components like logo lockup have been chosen from DBIM based on the type of government organization	5.4
24	All the subcomponents of the generic header are enabled and accessible on the digital platform	5.4
25	Footer displays all the key information elements and lineage as mandated in DBIM	5.6
E	Logo	
26	Correct/accurate logos have been used	5.5
27	Logos are not scaled disproportionately	5.5
28	All logos are in JPEG/JPG, PNG, SVG or WEBP format only	5.5
29	Logos are less than 100 KB in size	5.5
F	Imagery	
29	Background images are under 500 KB	6.1.1
30	Banner and header images are under 500 KB	6.1.1
31	Thumbnail images are under 100 KB	6.1.1
32	High resolution images are less than 5 MB	6.1.1
33	All images are in JPEG/JPG, PNG or WEBP format only	6.1.1
34	Thumbnail have been provided for high resolution images along with provision to view or download the high-resolution version	6.1.1
35	Images have been used after obtaining necessary permissions and licenses and do not have a third-party ownership watermark	6.1.3
36	Headshot images for individuals used on the website is as defined in DBIM	6.1.4
G	Content	
37	The language used is free from any spelling or grammatical error	7.1.3.3
38	Central Content Publishing System has been integrated	7.4
39	Clear consent for personalisation is obtained in the user's preferred language	7.6.1
40	Cookie consent banner is displayed at the bottom of the page, allowing users to accept, reject or customize their cookie preferences	7.6.1
H	Search functionality	
41	Search is working	9
42	Search provides relevant results across all the content of the website (HTML, PDF and Image metadata)	9
I	Performance enhancement	
43	Website is responsive across multiple screen sizes	10.2

Checklist IB – Checklist for Ministry/Department Websites

This checklist must be used by all Central Ministries and Departments that intend to build their website. This must be followed along with the generic checklist IA.

Sl. No.	Checklist	Relevant DBIM Section
A	Information Architecture	
1	Website content has been presented as per the Ministry/Department specific information architecture	A.1
B	Identify the Ministry Personas	
2	Personas relevant to the Ministry/Department have been shortlisted and displayed on Home Page	A.2
3	Personas based navigation displays the content relevant to the selected persona	A.2
4	Relevant content tagging has been done for the personas	A.3
C	Homepage	
5	Homepage components are as per DBIM	A.4
6	Social media integration is done for X(twitter), Facebook, Instagram & YouTube	A.4
7	Provision has been kept for integrating centrally published content in the homepage	A.4
D	PM Quote	
8	Image of Hon'ble PM has transparent background	A.4
9	PM image and PM quote are obtained from the authorized sources.	A.4
10	PM Quote relevant to the Ministry/Department has been displayed on Home page	A.4
11	PM Quote has been displayed as per prescribed format in DBIM	A.4
E	Content Sections	
12	Objectives and functions of Ministry/Department are displayed as List	A.5.1.1
13	Correct names of Ministers and their portfolios has been used on Our Team page	A.5.1.2
14	The correct organization hierarchy has been depicted	A.5.1.2
15	Name of departments, organizations, attached offices, etc. are correct on Our Organization page	A.5.1.3
16	Name/title of the offering is maximum up to 150 characters.	A.5.2
17	All the images used in Offerings section are below 100KB	A.5.2.1
18	Following Validation for Tenders page has been satisfied: a.) Valid link of the tender portal b.) Tender ID: 50 chars., error free	A.5.2.3
19	Periodic documents' versioning (with date of release) has been done	A.5.3
20	Title of the Documents and Resources section elements are suitable and maximum up to 250 characters	A.5.3, A.5.4
21	Videos have appropriate captioning(subtitles) and date	A.5.4.2
22	Contact details of the Chief Information Officer, Web Information Manager, Appellate Authority & Public Information Officer is accurate without any typographical errors	A.5.5
23	Geotagging given on Contact us page is correct	A.5.5
F	Mandatory Directives for content	
24	The content accuracy has been ensured through a multi-level workflow in the CMS (at least 2 level)	A.5.6
25	Appropriate titles (Dr., Shri, Smt., Mr., Ms.) have been used uniformly	A.5.6

26	All the Documents, Presentations and Brochures are uploaded as accessible PDF and no editable file format has been used	A.5.6
27	Date format must follow the style where the day comes before the month	A.5.6
28	External links and website links provided are secure (HTTPS), clearly identifiable and periodically validated.	A.5.6
29	Archival section is included and all outdated content from relevant sections is archived. The archival date is mentioned when populating content, wherever applicable.	A.5.6
30	Ministerial images and officer listings are arranged by seniority	A.5.6
G	Forms	
31	Instructions for filling the form must be given at the starting of the form.	B
32	Forms must be Keyboard-friendly	B
33	Mandatory fields must be clearly marked with an asterisk (*) or "Required" along with the label	B
34	Labels must be clickable to enable easy selection of the form field	B

Sl. No	Key Performance Indicators (KPIs)	Remarks
1	Website Management	A. Self-Managed B. Gov.in platform
2	Home Page PM Quote - Last Update Date	
3	Our Team Page - Last Update Date	
4	Schemes Section - Last Update Date	
5	Tender Section - Last Update Date	
6	Vacancy Section - Last Update Date	
7	Notices Section - Last Update Date	
8	Directory Section - Last Update Date	
9	L2 Level Components - Last Update Date	
10	Contact Us Page - Last Update Date	
11	Archived Documents (Last Month)	
	- No. of archived docs	
	- No. of documents without archival date	
12	Total Number of PDFs	
13	English PDFs	
	- Total	
	- Accessible	
14	Hindi PDFs	
	- Total	
	- Accessible	
15	Dual-language PDFs (English & Hindi)	
	- Total	
	- Accessible	
16	Total Number of Web Pages	

17	Social Media Integration (as per DBIM)	Yes/No
18	FAQ/Help Section Availability	Yes/No
19	Pending Publish (More than 24 hours)	No. of content items
20	Central Content Publishing System (CCPS)	
	- Integration Date	
	- Last Failure Date	
	- Failure Instances & Duration (Monthly/Quarterly/6 Months)	
21	Google Analytics GA4 Integration	Yes/No
22	SEO & Performance Status (as per DBIM)	Yes/No
23	GIGW Certificate Expiry Date	
24	Security Audit Clearance Expiry Date	
25	SSL Certificate Expiry Date	
26	Server Downtime (Instances & Duration)	
	- Monthly	
	- Quarterly	
	- Half Yearly (6 Monthly)	
27	Time to First Byte (TTFB)	
