



FIT INDIA MOVEMENT
LOGO GUIDELINES

WHAT IS FIT INDIA MOVEMENT?

The Fit India Movement is a movement to take the nation on a path of fitness and wellness. It provides a unique and exciting opportunity to work towards a healthier India. As part of the movement, individuals and organisations can undertake various efforts for their own health and well-being as well as for the health and well-being of fellow Indians.



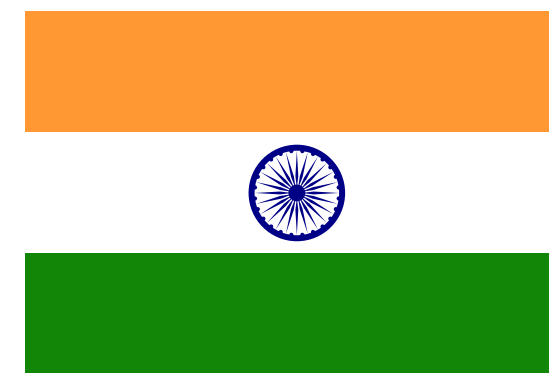
PROCESS OF LOGO MAKING



State Emblem of India (Ashoka Pillar)

Features 4 Asiatic lions symbolising power, courage, confidence and pride, all of which are qualities that feed off the fitness of body and mind. Below the lions feature the Ashoka Chakra, a bull which portrays hard work and steadfastness, and a horse that symbolises loyalty, speed and energy. The Ashoka Chakra rests on an inverted lotus which is the second part of the pillar.

+



The Indian Tricolour

This is an Indian movement, and there's no better way to depict Indian-ness than the shades of our tricolour, which are instantly recognisable and build an emotional connect with the viewer.

+

FIT

The word 'fit'

The key point of focus of the entire movement is the word 'fit', and hence it's absolutely vital that it finds itself visible front and centre in the logo, and hence in all marketing assets and imagery.



LOGO CONSTRUCTION



INDIA

LOGO CLEAR SPACES / SAFE ZONE

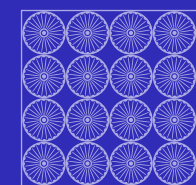
When using the logo, always allow a protective space around it. The space should be the four ashok chakras placed in a square, as shown below



One Ashok Chakra 'X'

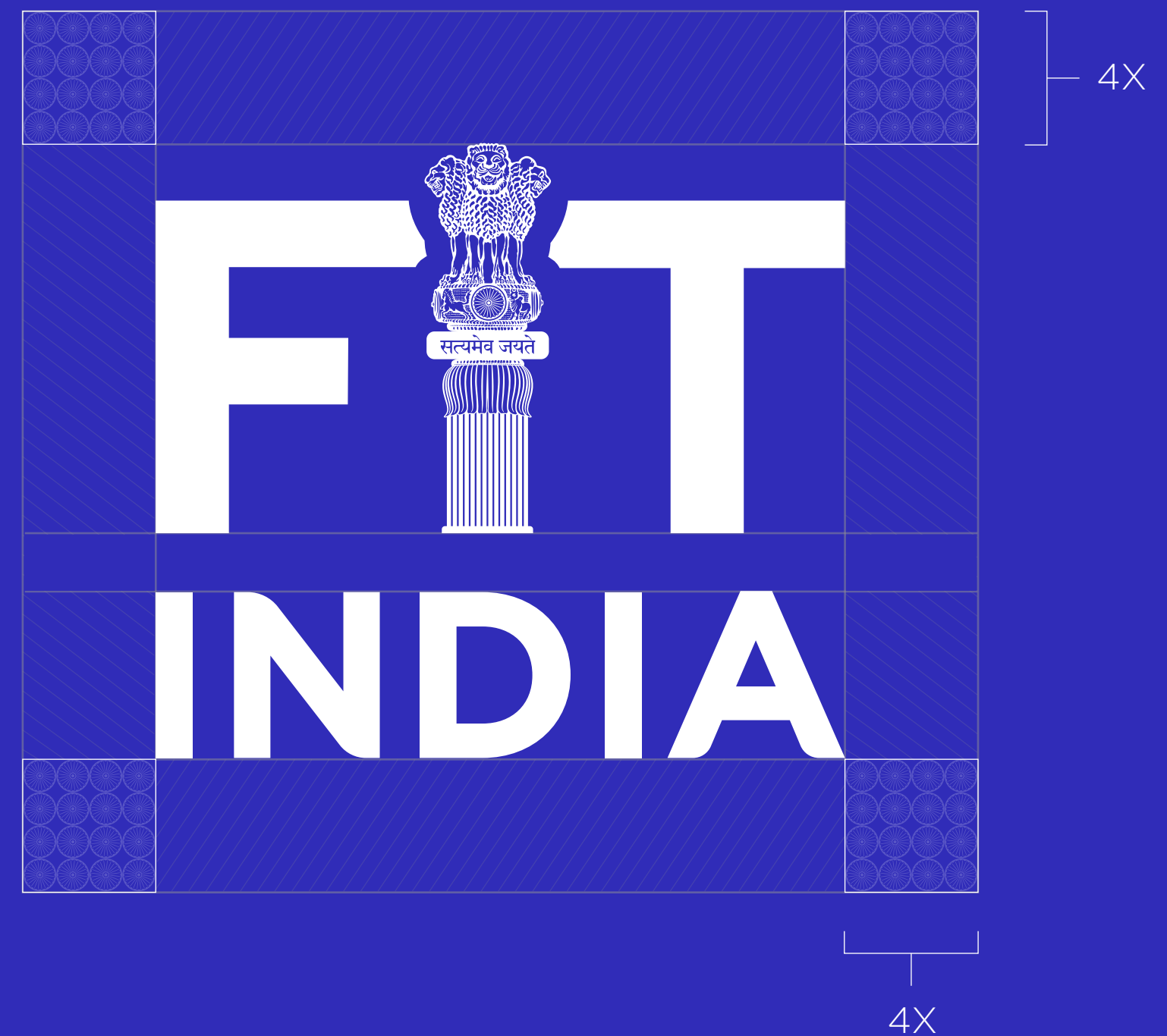


Two Ashok Chakras '4X'



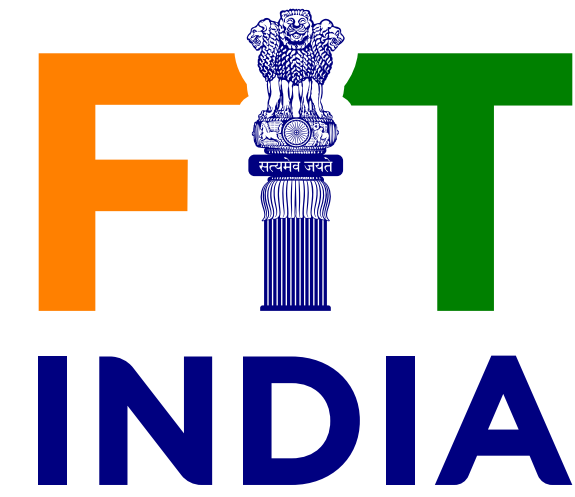
Ashok Chakras placed in square

The protective space will ensure that the FIT logo is always reproduced in a clear and consistent way, and protects the logo from surrounding distracting graphics or typography.



COLOUR VARIATIONS

The logo may be reproduced in three colour options - full colour, black, and white. We have developed the two latter options for negative and positive use of the logo.



FULL COLOUR



COLOUR ON BLUE BACKGROUND



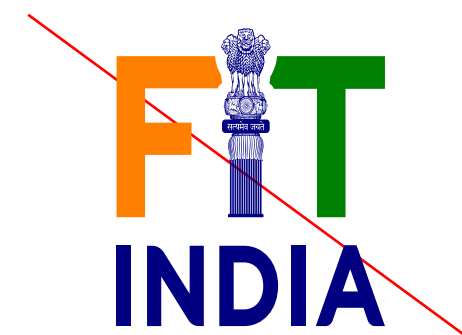
BLACK COLOUR



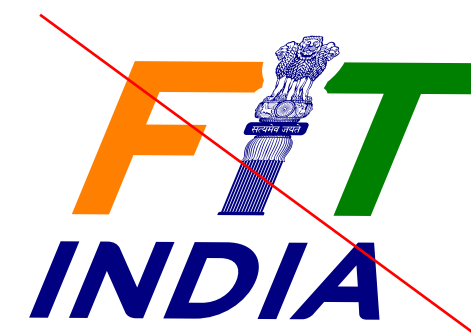
WHITE COLOUR

LOGO MISUSE

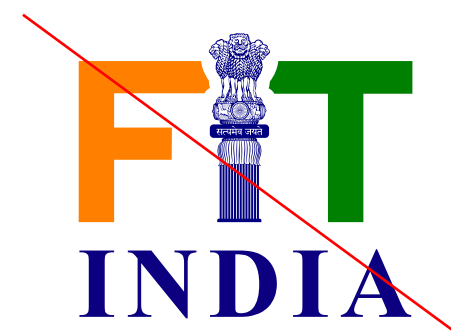
When reproducing the logo, we must take care and protect its original form. To ensure the strength of the logo, consistency is of utmost importance. As we are using **State Emblem of India and Pillar of Ashoka in this logo**, so please do not redraw or alter the icon, the logotype, proportions, size, colour or relationship of the elements.



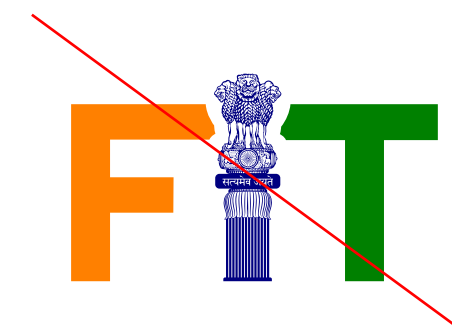
Don't compress it



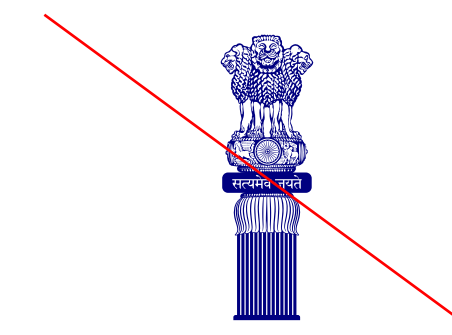
Don't skew it



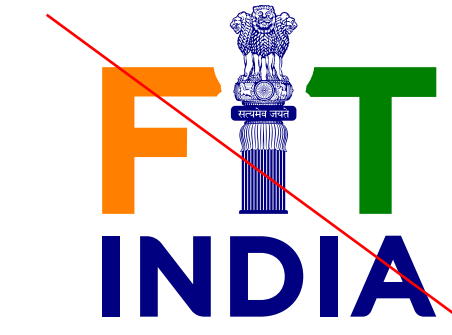
Don't change the type



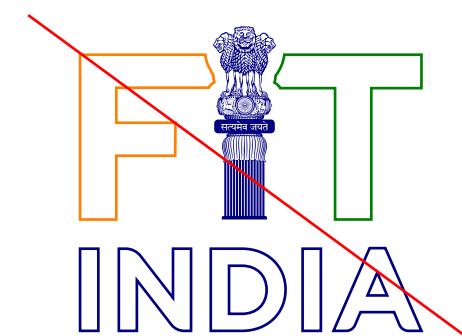
Don't crop it



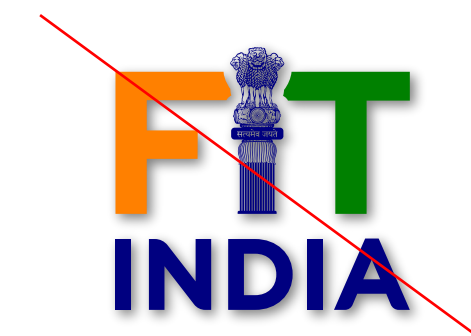
Don't remove parts



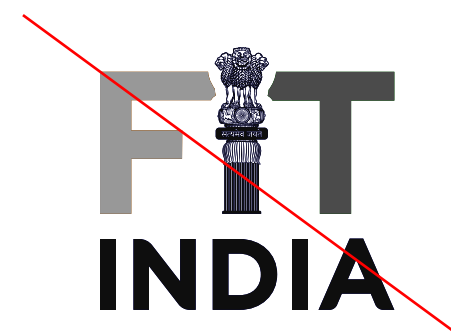
Don't scale parts



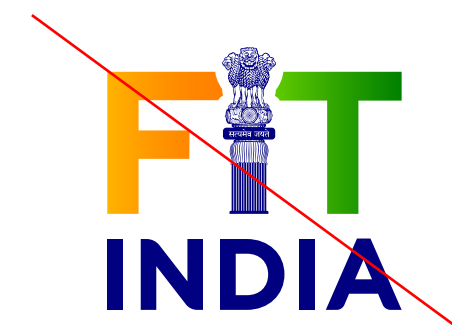
Don't use in outlines



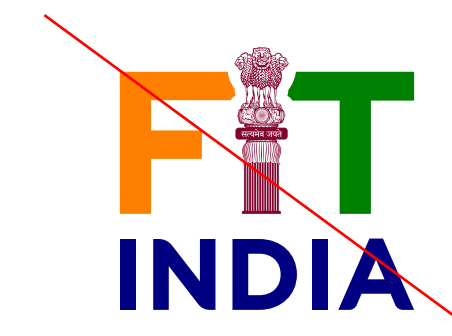
Don't use shadow



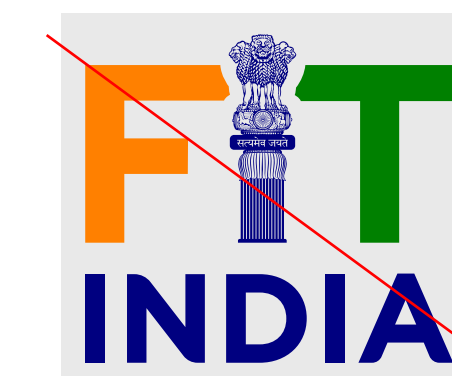
Don't use grayscale



Don't use gradients



Don't change the part colours



Don't frame it



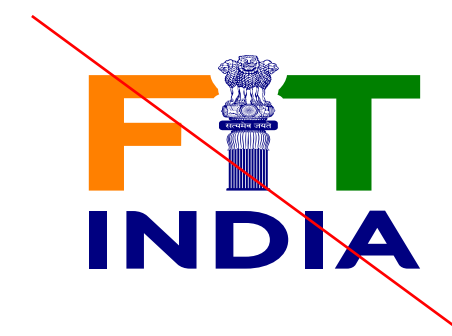
Don't rotate it



Don't perspective it



Don't place textures over



Don't stretch it

MINIMUM SIZES USAGE

We recommend the use of the sizes shown here as minimum sizes for our logo. Please try to not decrease the sizes. Take care, as the minimum size can vary depending on the devices and technologies you use.



MINIMUM SIZE FOR SCREEN OR WEB APP



MINIMUM SIZE FOR PRINT



MINIMUM SIZE FOR WEB BANNERS

LOGO COLOUR PALLETE

The colour breakdowns and shade variations below have been prepared as a guide to producing the specified colours in different mediums.

Indian Saffron



#FF9933

C0 M50 Y90 K0

R255 G153 B51

Indian Green



#138808

C100 M0 Y70 K30

R19 G136 B8

Indian Navy Blue

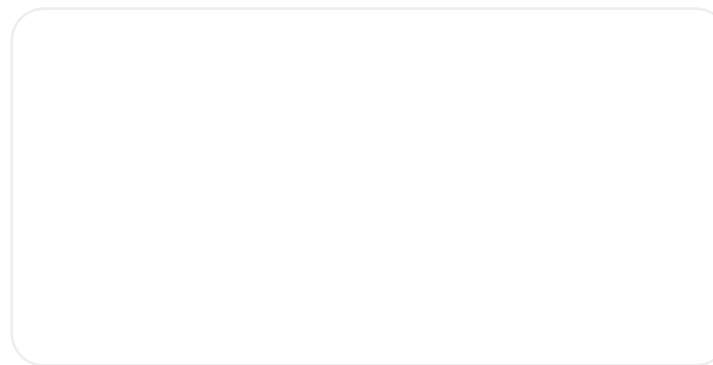


#000080

C100 M98 Y26 K48

R0 G0 B128

Indian White



#FFFFFF

C0 M0 Y0 K0

R255 G255 B255

Black



#000000

C100 M100 Y100 K100

R0 G0 B0

USE OF THE TYPEFACE

GOTHAM FONT FAMILY

We have used the 'Gotham Bold' typeface for the logo creation. Gotham is sans-serif geometric typeface, is versatile and can be used in a variety of ways. It's a bit more humanistic than other geometric fonts, which makes a tad more neutral, but maintains modernity and a feeling of freshness.

Gotham Thin

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Gotham Book

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Gotham Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Gotham Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

Gotham Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ 0123456789

USE ON BACKGROUNDS

Shown here are acceptable ways to reproduce the logo on different background colours and images.

To ensure maximum visibility, a high level of contrast should be retained between the logo and the background colour or image at all times.



THANK YOU