MeitY Startup Hub
Ministry of Electronics and Information Technology (MeitY)

Guidelines for the Use of MeitY Startup Hub Logo
September 2024

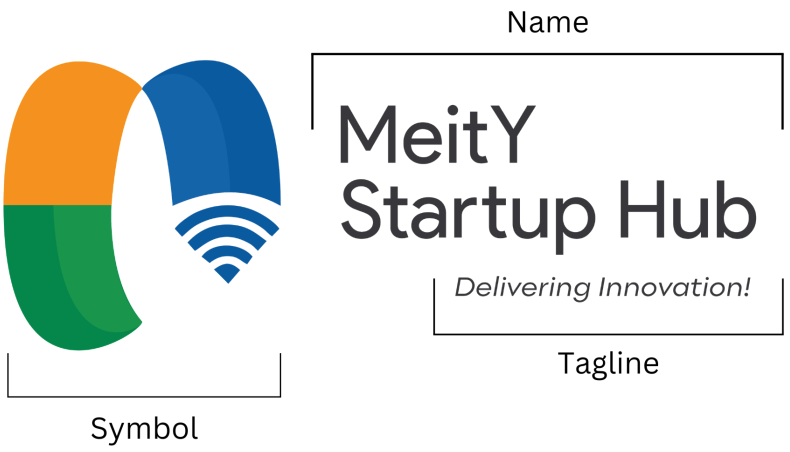
SECTION A

1. The Logo

The MeitY Startup Hub logo represents the initiatives under the Ministry of Electronics and Information Technology. It is a valuable asset of the Ministry of Electronics and Information Technology (MeitY) and is registered under the Trade Marks Act, 1999. The logo consists of a symbol, name, and tagline, which must always be used together and not separately.

2. Logo Components

- Size: The logo must be legible, with a minimum size of 2x2 inches for print and 200 pixels for digital formats. The favicon size must be 16x16 pixels.
- Spacing: Ensure clear space around the logo (minimum of 50 pixels) to avoid clutter.
- Colours: The logo uses specific colours and must not be altered.
- Variations: Single-colour versions can be used on black-and-white or dark backgrounds.
- Placement: The logo should be prominently displayed and in isolation, horizontally aligned with equal size to other logos if used together.



3. Standard Guidelines

- Prior approval from the Competent Authority in MeitY Startup Hub is mandatory for using the logo.
- The logo is only for organisational activities and should not be used for financial solicitations.
- All requests must be sent at least 15 days in advance, including complete event details.
- MeitY Startup Hub reserves the right to withdraw permission at any time without reason with immediate effect.

Use of logo for Events, Publications, Websites/Portal

I. Permission for the Use of the Logo for Events/Seminars/Campaigns:

Permission to use the MeitY Startup Hub logo for events, seminars, campaigns, or other activities not organised by MeitY be considered on a case-by-case basis, taking into account the following factors:

a. The nature and importance of the event, including the inclusion of topics relevant to startups, innovation, electronics, Digital (IT), and other related fields.

b. Events that contribute to increasing awareness about MeitY Startup Hub initiatives and programs.

c. The profile and credibility of the organisers.

d. The profile of delegates, dignitaries, and other participants at the event.

e. Additional deliverables offered, such as exhibition space, conference materials, or distribution of MeitY Startup Hub promotional content.

f. If a designated official from MeitY Startup Hub is participating as a speaker at the event, subject to the requirements.

g. MeitY Startup Hub may nominate 2-5 representatives (depending on the event agenda) to participate without incurring any participation fees.

II. Use of the Logo on Publications, Websites/Portals:

Requests to use the MeitY Startup Hub logo on publications, websites, or portals will be evaluated based on the merit of each case.

2. Use of the Logo for Programs on Electronic Media/Print Media/Other Forms of Media

Requests for using the MeitY Startup Hub logo for programs on electronic media, such as quiz competitions, debates, discussions, technology shows, or other formats, will be assessed individually, considering the following:

a. The nature of the program.

b. The profile of the producers or organisers of the program.

c. The target audience of the program.

d. The content of the program, including the inclusion of topics relevant to startups, innovation, and technology.

e. Programs that help raise awareness about MeitY Startup Hub's initiatives and related projects.

4. Procedure for Application

- Requests should be submitted to MeitY Startup Hub, Ministry of Electronics and Information Technology via MSH Portal or Email.
- Applications should include the event details, organiser profiles, expected attendance, and how the event supports MeitY Startup Hub initiatives.
- MeitY Startup Hub may ask for additional information before granting approval.

5. Permissibility

- Approval is based on the nature and importance of the event, the relevance to MeitY Startup Hub, and the profile of the organisers and participants.
- Requests for logo use on publications or media will be evaluated case-by-case.
- MeitY Startup Hub may send representatives to events or include officials as speakers.

6. Other Terms and Conditions

i. Upon completion of the event, the organisation is required to submit one copy of the event report, any conference materials, and the proceedings of the event, including PowerPoint presentations from key speakers (in softcopy), to the Offices of MeitY Startup Hub within 30 days of the event.

ii. The theme of the event must be communicated to MeitY Startup Hub well in advance. Please include a brief write-up on the theme, key speakers and their profiles, a tentative program schedule, conference background paper, publicity material, and other relevant information.

iii. If the organisation seeking logo support is a registered trust or society, please indicate the registration number, place of registration, and date of registration (attach a copy of the registration certificate).

iv. Specify whether the nodal ministry or the Government of India has given their approval for the event, where applicable.

v. Provide details on the main target group for the event, the nature of the event (national/international), and the expected number of visitors, exhibitors, or invitees.

7. Liability Disclaimer:

MeitY Startup Hub shall not be responsible for any financial, legal, or other commitments or liabilities associated with the event while allowing the use of the MeitY Startup Hub logo for seminars, webinars, conferences, workshops, summits, symposiums, meetings, discussion forums, exhibitions, digital experience zones, fairs, annual functions, special events, etc.

8. Sponsorship and Financial Use:

Permission to use the MeitY Startup Hub logo does not grant the organiser the right to secure sponsorship, collect money, or raise funds from any source using the name of MeitY Startup Hub.

9. Copyright Responsibility:

The organiser is solely responsible for any copyright issues related to the usage of images, footage, text materials, etc. MeitY Startup Hub will not be a party to any disputes arising from copyright violations by the organiser.

10. Endorsement Restrictions:

The MeitY Startup Hub logo, if permitted for use, must not be utilised in a manner that deliberately or inadvertently suggests or implies endorsement of any particular product, service, or company by MeitY Startup Hub.

11. Additional Conditions:

MeitY Startup Hub reserves the right to impose additional conditions when granting permission for the use of the logo.

12. Superseding Guidelines:

These guidelines will supersede all previous guidelines on the subject. All permissions for the use of the MeitY Startup Hub logo granted earlier, which do not conform to these guidelines, shall stand cancelled.

Annexure

Format to Apply for permission for usage of MeitY Startup Hub Logo (Via Email)

S.No	**Details**
	Name of the Event
	Date of the Event
	Venue of the Event
	Overall objective of the event (please attach a brief write up on the theme, key speakers & profile, tentative programme schedule, publicity material etc.)
	Support from MeitY if given earlier (Give details or mention if a MeitY speaker has been invited in the past for any of your events)
	Target audience
	How the event/programme will help in increasing awareness about 'MeitY Startup Hub' and other related aspects of the MSH
	Similar support received, from any other Ministry/Department (Centre/State/Local Bodies)
	Key organisers and their profiles
	Name of the applicant: Address of the applicant: Email ID: Phone number: Company Name: Registration Number:

Or

Apply through MSH Portal - https://msh.meity.gov.in/about/applyforthelogo

SECTION B (*for approved user*)

MEITY STARTUP HUB LOGO SPECIFICATIONS

1. Logo Specifications

- Correct Use: Ensure the logo remains unaltered in design, colour, and proportions. It must not be stretched, skewed, or otherwise modified.
- Incorrect Use: Do not use the logo on complex backgrounds, as a watermark, or with effects such as shadows or outlines.

The logo must not be used in a size less than 2*2 inches in printed materials, and no less than 200 Pixels in digital formats.

2. Digital Files

Official digital files in various formats (EPS, PNG, JPG) will be provided for accurate reproduction across different media. Avoid using web download versions for print purposes.

3. Colour codes and Palette

The colours identified for the MeitY Startup Hub Logo are - Orange, Green, Blue and Grey (for text)



LOGO COLOURS



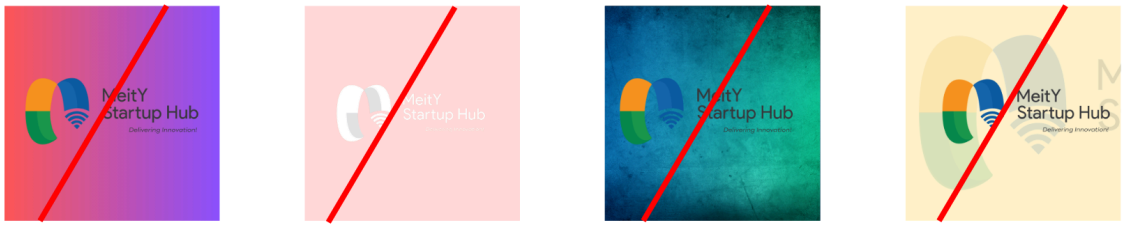
4. The Acceptable Colour Variations

The single colour white logo should only be used if you are doing a project that will be in only black and white or a dark background, or when only a 1-colour imprint is available.

A screen tint or shade should never be used when reproducing the MeitY Startup Hub Logo.



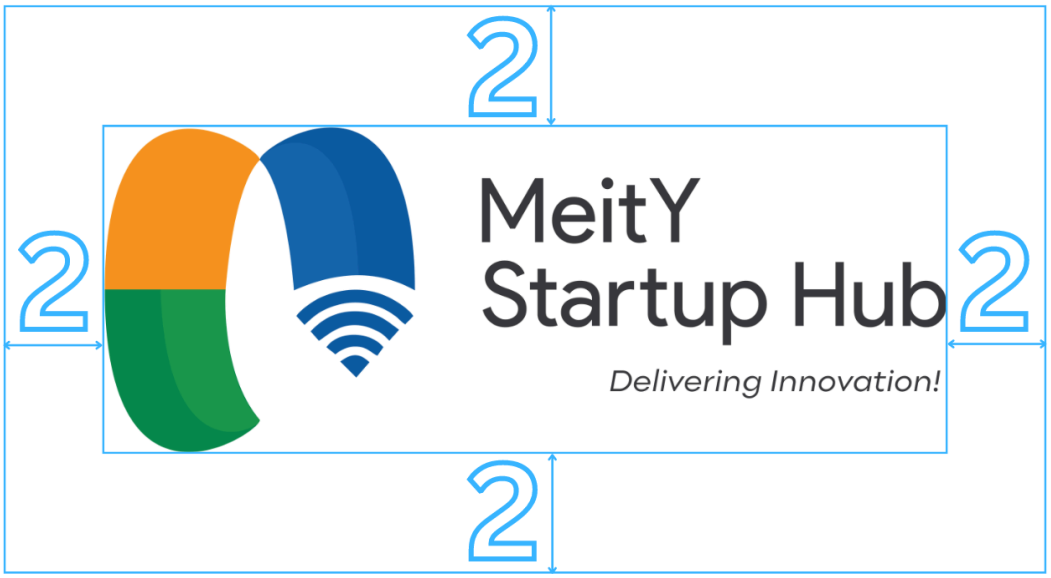
Please use the files which are provided in the accompanying Google Drive link for details of file formats. Please do not attempt to recreate/redraw the logo. **A few examples are shown below, which should not be done in any situation or for any kind of purpose.** Use the electronic file provided. Do not use a web download version for a printed publication



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MEITY STARTUP HUB - BRAND GUIDELINES

MANDATORY CLEARANCE SPACE & MINIMUM SIZE



CLEAR SPACE AROUND THE LOGO

The MeitY Startup Hub 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 as large as needed but not smaller than the minimum size, mentioned alongside.



Print: 2 inch
Digital: 200 px

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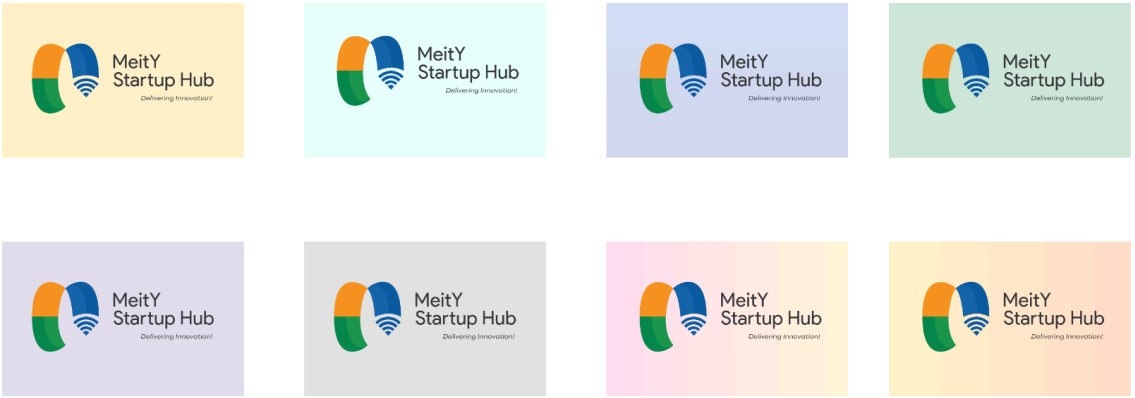
LOGO APPLICATION: PRIMARY



PRIMARY APPLICATION OF THE LOGO

The MeitY Startup Hub Logo should always be used on a solid white background. In a case where this is not possible, only then use the secondary application of the logo.

LOGO APPLICATION: SECONDARY



SECONDARY APPLICATION OF THE LOGO

This is the alternate application of the logo, in a case where the primary application is not possible to execute. The logo can be used on any solid colour backgrounds with low-very low saturation. Given above are a few examples of this. Ensure that these backgrounds are very light and the logo stands out clearly.

5. Placement of the Logo

The MeitY Startup Hub logo must appear in isolation, free from any competing images or clutter, on all materials where it is used. The logo should always be displayed horizontally and be equal in size to other logos present. It should be placed in a prominent position to ensure clear visibility. In cases where a logo band is used, placement details will be discussed and agreed upon accordingly.

II. General Guidelines for Correct Use of the MeitY Startup Hub Logo

Please adhere to the following guidelines when using the MeitY Startup Hub logo:

- Do not stretch, redraw, distort, warp, skew, condense, reverse, rotate, flip, or alter the logo, its proportions, or shape, nor modify the size or position of any of its elements. The logo should not be recreated or rearranged, and its design or colours must not be changed.
- The text 'MeitY Startup Hub' should always appear correctly in relation to the logo, adhering to any specified design guidelines.
- Do not change the typeface, dimensions, aspect ratio, or minimum size of the logo.
- Avoid using the logo on complex backgrounds that obstruct its legibility.
- Do not use the logo as a watermark or with overlapping designs or text.
- Do not add any outlines, gradients, shadows, or special/artistic effects to the logo.
- Ensure that the logo is prominently displayed without any hindrances or intrusions.
- Do not use the logo in any manner that suggests sponsorship, endorsement, certification, or approval of a product, service, or company by MeitY Startup Hub.
- The logo, or any part of it, must not be used or registered as part of another trademark. This includes, but is not limited to, company names, trade names,

product names, service names, technology names, or social media usernames or handles.

- The logo must not be used in ways that discredit or infringe upon the value of MeitY Startup Hub.
- The logo must not be shared with any unauthorised entities.

III. Digital Files of the Logo

Digital files of the MeitY Startup Hub logo in various formats will be provided via a Google Drive link. To ensure correct usage across all media, please use the digital files from the shared master drive. Do not attempt to recreate or redraw the logo. For printed materials like publications, reports, posters, signs, booklets, stationery, and stickers, the EPS format (scalable vector) is preferred. For on-screen projects such as PowerPoint presentations, websites, blogs, films, and television programs, PNG or JPG files (depending on the application) should be used.

IV. Intended Use of the Logo

The logo is to be used strictly for organisational activities and must not be used to solicit financial help or donations from the open market for organising events. MeitY Startup Hub may send officials to gather feedback about events where the logo is used. In case of adverse feedback, MeitY Startup Hub reserves the right to take legal action against the organisation. Records of all permissions granted and events conducted using the logo will be maintained for reference by MeitY Startup Hub.

V. Modifications to the Guidelines

MeitY Startup Hub reserves the right to modify these guidelines at any time without prior notice. The revised guidelines will become effective upon posting on the MeitY Startup Hub website, and continued use of the logo will be deemed acceptance of the revised guidelines.

VI. Legal Implications

In case of any breach of these guidelines, MeitY Startup Hub reserves the right to take strict legal action.