

**PRASAR BHARATI
(India's Public Service Broadcaster)
Corporate Marketing Division
Doordarshan Bhavan, Copernicus Marg, New Delhi-110001**

No: 9/6/2020 (E-13657)

Date :20/07/2022

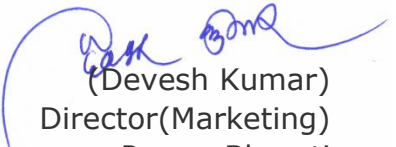
Office Memorandum

Subject : Use of Prasar Bharati Logo

Prasar Bharati has adopted its new logo/visual identity on 11th July, 2022. The adopted design is enclosed herewith. All the offices under Prasar Bharati are directed to use the new PB logo in all official stationery like letter heads, visiting cards, corporate correspondences, presentations and other documents including display boards etc. Appropriate colour of the logo may be adopted, so as to make the symbol prominent on different backgrounds.

Apart from the above, the Indian Emblem, AIR and Doordarshan logos shall also continue to be in use wherever required.

This issues with the approval of competent authority.


(Devesh Kumar)
Director(Marketing)
Prasar Bharati

Enclosure: As above.

To,

All offices of Prasar Bharati

Copy to,

- 1. SO to CEO, PB**
- 2. PPS to Member(F)**
- 3. PPS to DG:AIR/DG: News(AIR)**
- 4. PPS to DG: DD/DG: News(DD)**





Prasar Bharati logo designed by Natioanal Institute of Design, Ahmedabad (India)



(Single color)



(Gradient)

Prasar Bharati logo designed by National Institute of Design, Ahmedabad (India)



Dark moderate blue

Monochromatic Color for Dark moderate blue.



Logo / symbol with flat color application is very much recommended for all stationary applications, mainly for the secondary usage during black and white and grayscale printouts, photocopies in the office setup.

Dark moderate blue

Recommended Primary color for symbol (Flat application)

Dark moderate blue - #2e3192 color

The hexadecimal color #2e3192 has RGB values of R:46, G:49, B:146 and CMYK values of C:0.68, M:0.66, Y:0, K:0.43. Its decimal value is 3027346.



Prasar Bharati logo designed by National Institute of Design, Ahmedabad (India)

GENESIS

In the visual identity/ logo symbol for Prasar Bharati, an autonomous body under the Ministry of Information & Broadcasting, the elements in the central circle and map of India signify the service of trust, security and perfection to the Nation. The organization started as All India Radio (AIR) as a medium of Information, Education and Entertainment in the past and Doordarshan (DD) was born to cater television services later and finally came Prasar Bharati (PB) set up by an act of the parliament, which is visualized in the logo identity as evolving from the centre.

The colour 'Dark Moderate Blue' represents both the sky and the sea and is associated with open spaces, freedom, intuition, imagination, inspiration, and sensitivity. Blue represents meanings of depth, trust, loyalty, sincerity, wisdom, confidence, stability, faith, and intelligence. Blue is also a primary colour across all models of colour space, it often symbolizes serenity, stability, inspiration, wisdom. Dark blues are stronger and more reliable. The colour 'Blue' pays tribute to the Indian ethos and traditions associated with religious figures, mythological characters found in the Indian miniature paintings and the colour of current trends of corporate culture.

Inspired from the identities of both AIR and DD, the new identity of PB is defined as a blend of both AIR and DD, enclosing the elements from their visual identities as well as the virtues of the colour combination used to complement the identity of PB as a public service broadcaster.
