

**GOVERNMENT OF INDIA
MINISTRY OF ROAD TRANSPORT & HIGHWAYS
(S&R-P&B ZONE)**

**Transport Bhawan
1, Parliament Street,
New delhi-110001**

F. NO. RW/NH-34066/01/2018-S&R(P&B)

Dated: 11th January, 2018

OFFICE MEMORANDUM

Subject: Incorporation of Bharatmala Logo in all digital and print communication of MORTH/NHAI/NHIDCL.

It has been decided with the approval of the competent authority that Bharatmala Logo is to be incorporated in all digital and print communication as per following details:-

I. Website & other digital medium: Bharatmala logo must be prominently incorporated alongside the Ministry logo on the Homepage.

II. Email signatures: Bharatmala logo must be incorporated in all official email signatures of the officials.

III. Social media: Bharatmala logo must be prominently displayed in the cover picture. It must also be incorporated in all the social media post wherever the Ministry logo is being displayed.

IV Print media: Bharatmala logo must be incorporated in all print advertisements, banners backdrops, standees or any other print collateral.

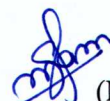
V. Stationary: Bharatmala logo must be incorporated in all the official Stationary used like letter heads, any printed official files or folders. Design sample of the same is attached for kind reference.

2. The technical details of the Bharatmala logo are attached herewith.

3. It is requested to bring the content of this circular to the notice of all concerned in your Zones/Organizations for information and necessary action.

Yours faithfully,

Encl: As above.



**(MD Shadab Imam)
Assistant Executive Engineer-S&R (P&B)
For Director General (RD) &SS**

To,

1. The Chairman National Highways Authority of India G-5&6, Sector-10 Dwarka, New Delhi-110075.
2. The Managing Director, NHIDCL, PTI Building, New Delhi-110001.
3. All JS, MORTH
4. All CEs, MORTH, All CE-ROs/ROs of MoRTH
5. NIC-for uploading on Ministry's website under "What's new"

Copy to:-

- 1 PS to Hon'ble Minister (RTH&S)
2. PS to Hon'ble MOS(RTH&S)
3. PPS to Secretary, MORTH
4. PPS to DG(RD)&SS
5. PPS to AS&FA.
6. PS/PPS to all ADGs.

BHARATMALA LOGO ADOPTION IN LETTERHEAD



BHARATMALA
ROAD TO PROSPERITY



सत्यमेव जयते

भारत सरकार

Government of India

सड़क परिवहन और राजमार्ग मंत्रालय
Ministry of Road Transport & Highways

परिवहन भवन / Transport Bhawan,

1, संसद मार्ग / 1, Parliament Street,

नई दिल्ली - 110001

New Delhi - 110001

www.morth.nic.in

दिनांक

Dated

BHARATMALA LOGO ADOPTION IN LETTERHEAD

युध्वीर सिंह मलिक, आई.ए.एस.
सचिव
Y. S. Malik, I.A.S.
Secretary



सड़क परिवहन और राजमार्ग मंत्रालय
Ministry of Road Transport & Highways
भारत सरकार / Government of India



BHARATMALA
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