

**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: 11<sup>th</sup> January, 2018**

**To,**

1. The Chief Secretaries of all State Government/UTs
2. The Principal Secretaries / Secretaries of all States / UTs Public Works Department dealing with National Highways, other centrally sponsored schemes.
3. All Engineers-in-Chief and Chief Engineers of Public Works Department of States / UTs dealing with National Highways other centrally sponsored schemes.
4. The Chairman National Highways Authority of India G-5&6, Sector-10 Dwarka, New Delhi-110075.
5. The Director General (Border Roads), Seema Sadak Bhawan Ring Road, New Delhi-110010.
6. The Managing Director, NHIDCL, PTI Building, New Delhi-110001.

**Subject: Incorporation of Bharatmala Logo in the work-in-progress Signage Board on project sites.**

Sir,

It has been decided with the approval of the competent authority that Bharatmala Logo is to be incorporated in the "work-in-progress" Signage Board. The Signage Board is to be erected at all project sites, in adequate numbers and at appropriate places to get maximum visibility.

2. The technical details of the Signage Board are attached herewith. The high definition file of signage board in multiple formats has been uploaded on Ministry's website. The logo may be adopted in vernacular language, if required.

3. It is requested to bring the content of this circular to the notice of all concerned in your department for information and necessary action. The pictures of the erected signage board on all the project sites may be collected and shared with the undersigned in the first week of every month.

**Yours faithfully,**

**Encl: As above.**



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

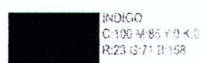
**Copy with enclosures to:**

1. The Chairman, NHAI and MD, NHIDCL are also requested to designate one officer of the level of General Manager to look into the implementation of erection of signage board.
2. All Zones & all Officers of Ministry of Road Transport & Highways.
3. All CE-ROs/ROs of MoRTH.
4. NIC-for uploading on Ministry's website under "What's new"

## BHARATMALA LOGO ADOPTION IN YELLOW BRANDING BOARD



### Logo Specifications



INDIGO  
C:100 M:85 Y:0 K:0  
R:23 G:71 B:158



SAFFRON  
C:0 M:80 Y:100 K:0  
R:241 G:90 B:34



BLACK  
C:0 M:0 Y:0 K:100  
R:35 G:31 B:32



GREEN  
C:75 M:0 Y:100 K:0  
R:57 G:181 B:74

### Board Specifications

SIGN BOARD SIZE: 36 by 36 inches (3 by 3 ft)



YELLOW  
C:0 M:20 Y:100 K:0

## BHARATMALA LOGO ADOPTION IN YELLOW BRANDING BOARD

Metal board made of Iron frame/aluminum sheet 1 mm thick  
Dimensions: 3 ft X 3 ft ( 36 inches X 36 inches)

UV / Neon printing with lamination



TOTAL HEIGHT: 8 TO 9 FEET

Iron pole coated with primer and paint  
Suggested Size: 5 inch dia

Fixed to iron base with screw mounting

**PLEASE NOTE: THE BOARD NEEDS TO BE DONE IN RETRO REFLECTIVE MATERIAL AND REFLECTIVE PAINTS FOR NIGHT VISIBILITY**