

No.31(58)/Misc/2017-18/IPR
Government of India
Ministry of MSME
Office of the Development Commissioner (MSME)

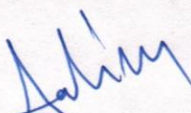
Dated 05.03.19

Subject: - Guidelines for use of new O/o Development Commissioner (MSME) Logo.

It is to inform that this office has adopted a new logo which thematically portrays the maroon color design bordered circle, sriyantra inside the circle as watermark & national emblem inside the circle over sriyantra. Further "Development Commissionerate" in the upper half inner semi circle and "Ministry of MSME" in the lower half inner semi circle will be depicted in maroon color.

2. The new logo has been designed & adopted by this office which can be used for all forthcoming activities of the organization under the control of Office of Development Commissioner (MSME). Two version of the logo , viz 'Black & White "and "Colour" are to be used as per the necessity. Both the versions of the logo are enclosed at Annexure-I.
3. As regards publications, the "Black & White" version of the logo is to be used in uni-colour publications and the "Colour" version of the logo is to be used in multi-colour publications. For websites and various digital forms, the colour version of the logo is to be used.
4. If used on any object/stationary, however small, the picture should not get distorted. Utmost care must be taken to keep the aspect ratio of the image intact while resizing the logo to fit into any document. It is advisable to drag the image from the corner to avoid distortion.
5. It may also be take care of the rules cited in the state emblem of India act 2005 or other relevant guidelines issued for use of the official logo.
6. For use on any other item not covered in this circular, prior permission/necessary approval may be obtained from this office.

This issues with the approval of Additional Secretary & Development Commissioner (MSME).


(Satish Kumar)
Asst. Director(IPR)

To,

All MSME-Development Institutes/Br. Development Institutes /Technology Development Centers/Testing Centers

Copy to:-

1. PS to Hon'ble Minister (I/C), Ministry of MSME, Udyog Bhawan, New Delhi.
2. PPS to Secretary, Ministry of MSME, Udyog Bhawan, New Delhi.
3. PS to AS & DC(MSME), JS & ADC(SG)/ADC(SM)/ ADC(PS)/ ADC(AS)/DDG(DPS)/DDG(SKB)/ JDC(MK)/ JDC(DR)/ Dir(OPM)/ Dir(RKR)/ Dir(SC)/ Dir(DKK)/ Dir(AM)/ Dir(VS)/ Dir(SA) O/o DC(MSME), New Delhi
4. US(Co-ordination) M/o MSME, Udyog Bhawam, New Delhi
5. Co-Ordination Cell O/o DC(MSME), New Delhi
6. DI-Div , O/o DC(MSME), New Delhi
7. SENET Div. for uploading at official website
8. Guard File.

