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DESIGN AND BRANDING GUIDELINES FOR HARMONIZATION OF DIGITAL FOOTPRINT : INDIAN GOVERNMENT WEBSITES

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Session 6 – Enabling technologies

Indian Government Webspace

Thousands of websites in Indian Government Digital Landscape

Representing government entities at **all levels**

Delivering important Government **Information and Services**



Existing Standards and Guidelines

- Need felt for a **common minimum benchmark** for government websites
- Guidelines for Indian Government Websites (**GIGW**) was formulated by NIC in 2009
- GIGW deal with the entire lifecycle of a website right from planning to development
- GIGW 3.0 is the latest version launched in 2023
- Certification Scheme is in place for compliance with GIGW.



GIGW 3.0 Structure

- New version is structured to provide clarity on the roles and responsibilities of the implementers.
- Identified stakeholders
 - Government organizations
 - Developers
 - Evaluators/auditors
- Each guideline has the following attributes
 - Benefit
 - Government organization action
 - Developer action
 - Evaluator/auditor action
 - References (to external resource, if any)



GIGW 3.0 Focus Areas



QUALITY

Ensuring a user-friendly experience for visitors

25 Guidelines



ACCESSIBILITY

Creating a more inclusive digital environment (as per RPWD Act)

50 Guidelines



SECURITY

Preventing risks to website content and user data

3 Guidelines



LIFE CYCLE MANAGEMENT

Policies & Plans for website management & maintenance

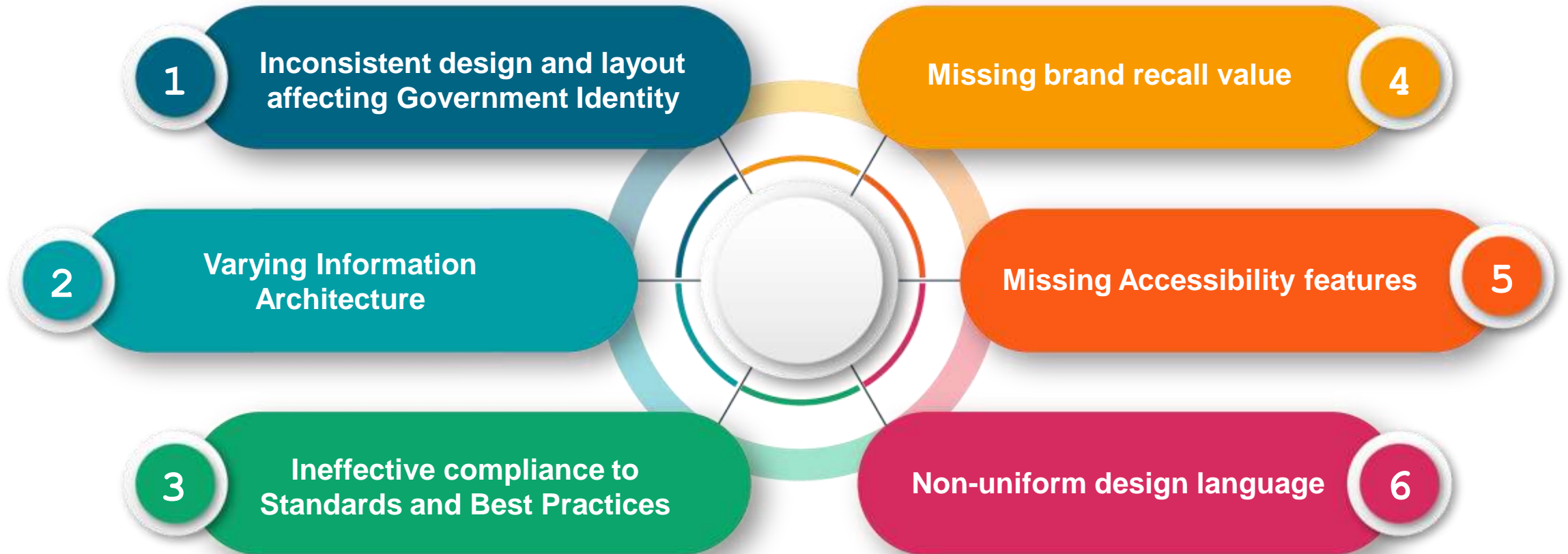
10 Guidelines

Design System and Branding is not part of GIGW



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Challenges in Government Digital Branding



Harmonization of Digital Footprint of Government of India (Gol)

- Need was felt for ensuring **consistent** and **impactful messaging** with **harmonised user interface** and user experience (UI/UX), across Government of India's Digital Footprint
- National Informatics Centre (NIC), Under Ministry of Electronics and Information Technology entrusted with the implementation



Key Components of Harmonization of Digital Footprint

Digital Brand Identity Manual



Standardised design manual for use of colours, fonts, logos, icons, imagery, communication tone, and layouts

DBIM UX Toolkit



Consists of design elements and development templates to be used

Central Content Publishing System



Enables publishing of banners, live videos, images, text and graphics centrally across all websites

Unified CMS



Unified Content Management System for DBIM-compliant website development and content Management.

Study of International best practices in branding & visual identity

Corporates

Approach to brand-related policies and visual elements & messaging



International Govt Branding Guidelines

Approach in defining identity and connectedness with citizens



International Guidelines

Global digital design standards, brand recall and recognition and enhanced global visibility



National Guidelines and Benchmarking Reports

Available guidelines on accessibility, security and unified visual identity of Indian digital footprint



Digital Brand Identity Manual (DBIM)

- Goal of DBIM is to support website developers in the design phase, ensuring harmonization across all government websites
- DBIM defines the **key elements** that contribute to a unified and consistent visual identity for the Government of India in the digital realm.

Aims to achieve two overarching goals:

- **Act as a style guide:** The DBIM outlines the elements necessary to bring harmonization to the digital footprint of the Government of India.
- **Maintain brand integrity:** Present a cohesive and compelling brand presence to both national and global audiences.



Branding Element : Colour



Brand Identity

1. *Colour Palette*
2. *Icons and Styles*
3. *Typography*
4. *Logo*
5. *Imagery*
6. *Content*
7. *Performance Enhancement*
8. *Mobile App*
9. *Social Media*

Group 1	#A1082E	#8C134D	#A32966	#8E7DAB	#EBA1CC	#FA8BF2
Group 2	#388B41	#5E139C	#8F28A3	#C37000	#E8ADEB	#F7E8FA
Group 3	#190D41	#29136C	#4228A3	#8E331B	#BDADDE	#E8E8FA
Group 4	#8B1941	#13296C	#2847A3	#70801B	#ADDEEB	#D8D8F5
Group 5	#8B2641	#13400C	#288A43	#889C7	#ADCCB	#D8E8F5
Group 6	#8B6141	#8F5757	#338584	#75403D	#A8D8D9	#D8F2F2
Group 7	#1E370D	#285412	#077336	#9AC962	#C3E8B8	#F7F7E0
Group 8	#412838	#5C4713	#A37A29	#D8AF57	#E8C8B8	#F7F4E0
Group 9	#3E170E	#8C2F26	#C25018	#D87A53	#E3C8B8	#F7F7E0

- Defines the colour palettes to be used by the government entities in their digital platforms
- **Primary** Palette
 - Defines the primary colours that can be used in the websites
 - 9 options provided
- **Functional** Palette
 - Defines the colour of functional elements such as text, background, alerts, logos etc



Branding Element : Iconography



Brand Identity

1. *Colour Palette*
2. *Icons and Styles*
3. *Typography*
4. *Logo*
5. *Imagery*
6. *Content*
7. *Performance Enhancement*
8. *Mobile App*
9. *Social Media*



Voice



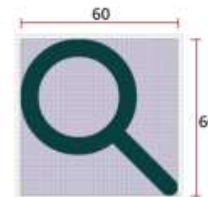
Voice



E-mail



E-mail



- Guides on the use of **Consistent Iconography** across all government websites
- Mandates the use of
 - Standard Icons
 - Consistent icon **sizes** (24px,28px ,44px, 60px)
 - Consistent icon **styles** (line or filled)

**Icon repository available at the
DBIM UX kit website**



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Branding Element : Typography



Brand Identity

1. *Colour Palette*
2. *Icons and Styles*
3. ***Typography***
4. *Logo*
5. *Imagery*
6. *Content*
7. *Performance Enhancement*
8. *Mobile App*
9. *Social Media*

Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor

Background: Inclusive White
Text: Deep Earthy Brown



Lorem ipsum dolor

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor

Background: Linen
Text: Inclusive White



- Guides on the use of **consistent typeface**
 - *Noto sans to be used*
- **Multilingual** support considered when choosing the typeface
- **Sizes** for various elements have been defined (heading levels, body text etc.)
- Text colour to ensure optimum contrast (WCAG 2.2)
- Guides on various **attributes** like weight, alignment , type case etc



Branding Element : Icons and Styles



Brand Identity

1. *Colour Palette*
2. *Icons and Styles*
3. *Typography*
4. *Logo*
5. *Imagery*
6. *Content*
7. *Performance Enhancement*
8. *Mobile App*
9. *Social Media*



- Guides on the usage of the State Emblem / Logos on Digital Platforms
 - Dos and donts for emblem usage
 - Colour and background variations
- Proposes standard **generic headers** for the websites
 - **Multiple variants** proposed for different government entities
- **Standard footer** proposed with mandatory key elements

Branding Element : Content



Brand Identity

1. *Colour Palette*
2. *Icons and Styles*
3. *Typography*
4. *Logo*
5. *Imagery*
6. ***Content***
7. *Performance Enhancement*
8. *Mobile App*
9. *Social Media*



- Proposes a standard **Information architecture** for government Websites
- Guides on the content attributes likes **tone of voice** and **writing style**
- Proposes a **persona-based** navigation strategy for Ministry/Department Websites
- Guides on the best practices for citizen centric **content structuring**
- Guides on increasing the **multilingual** visibility of content

Branding Element : Performance and Social Media



Brand Identity

1. *Colour Palette*
2. *Icons and Styles*
3. *Typography*
4. *Logo*
5. *Imagery*
6. *Content*
7. ***Performance Enhancement***
8. *Mobile App*
9. ***Social Media***



- Optimal **performance** is necessary for good user experience and trust
 - DBIM Guides on the performance attributes like Page Performance, Responsiveness, Optimization techniques and Analytics
- Outlines the best practices for engagement through **social media**
 - Stresses on a harmonized social media (SM) messaging across Gov
 - Outlines the role of CIO in management of SM Handle

Roles and Responsibility



CIO of Ministry Department

- Put a **team** in place to manage the Digital footprint of the Ministry/Department
- Ensure the Conformance with **GIGW and DBIM**
- Ensure the **authenticity and accuracy** of content on all digital platforms
- Ensure **harmonization of content** across the Social Media handles
- Actively **communicate** about the initiatives of the Government



Developer

- Ensure that the Digital platforms are **developed and maintained** in conformance with GIGW and DBIM
- Undertake the **rectification** of the Non-Compliances reported during the certification process



Auditor

- Undertake the rigorous conformance testing before certification
- Periodically check if the certification status is maintained

Outcomes

- Bring about harmonization in the digital ecosystem
- Ensure a seamless and unified experience for users.
- Simplify the user journey for citizens seeking government services and information.
- Simplify the process of designing and maintaining digital platforms

Thank you!

