सत्यमेव जयते

Government of India

Ministry of Electronics and Information Technology

GOV.in

Digital Brand Identity Manual

Version 2.0

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NIC एनआईसी National Informatics Centre   my GOV

Bringing Citizens and Government closer

"

In the Amrit Period of Independence, we are marching ahead rapidly to create a transparent system, efficient process and smooth governance to make development all-round and all-inclusive. The Government is committed to strengthening good governance, that is pro people, and proactive governance. Guided by the 'citizen-first' approach, we remain untiring in our efforts to further deepen the outreach of our service delivery mechanisms and make them more effective.

PM Modi during Sushasan Diwas in December 20, 2021

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1 Introduction

India is setting an example for the world with its digital growth story by demonstrating a rapid increase in digital infrastructure and adoption. Government of India's active work on expanding its digital presence aims to enhance governance, service delivery, and communication with citizens.

With the Government of India's digital platforms emerging as the first point of contact and a preferred medium for citizens, a cohesive and compelling brand presence is essential to engage with the national and global audiences effectively. The Digital Brand Identity Manual (DBIM) emerges as a comprehensive guide tailored to meet the unique needs of the Government of India in establishing a harmonious visual identity across its digital platforms. The aim is to ensure that the digital harmonization will invoke higher trust and create better recall value for the citizens and facilitate simplified citizen interactions by enabling easy discovery of content and services.

This manual serves as a blueprint for aligning the different digital platforms of the Indian government consisting of websites, web apps, mobile applications and social media under a unified brand language. It must be implemented in conjunction with latest version of GIGW including but not limited to the aspects of quality, accessibility, security and lifecycle management.

1.1 Objectives of the DBIM

The primary objective of the DBIM is to define the key elements that will contribute to a unified and consistent visual identity for the Government of India in the digital platforms. The DBIM aims to achieve two overarching goals:

- **To Guide:** The DBIM acts as a comprehensive style guide and outlines the visual, textual and experiential elements necessary to bring harmonization in the digital platforms of the Government of India. This includes color palatte, typography, iconography, and more.

- **To Preserve:** It aims to maintain the integrity of the government's digital brand to portray a cohesive and compelling brand presence to both national and global audiences.

1.2 Application of the DBIM

All the elements detailed in the DBIM are applicable across all Government of India's digital platforms. Apart from this, to ensure a unified user experience, the application of the same is defined for different categories of digital platforms in the respective Annexures. This ensures that besides providing a uniform brand experience, DBIM also adapts to the unique requirements and contexts of varying digital interfaces, from official websites to mobile applications and social media channels.

COLOURS

2 Colours

This section defines the colour palettes available for various types of citizen facing digital platforms.

2.1   Primary palette

Each Government entity must choose one colour group from the primary palette illustrated in Figure -1. The following points must be considered while selecting a colour group:

- Select one group from the primary palette consisting of 1 key colour with its 6 variants.

- Select the colour group that best represents the primary functions and objectives of the entity.

- In cases where entity has an established brand colour, the colour group may be used to complement and enhance the entity's brand presence.

- The use of colour must ensure that the accessibility of the digital platforms is not compromised.

- The colour group chosen must be used for digital platforms only.

Group 1	#410B26	#6C1340	#A32966	#DB70A6	#EBADCC	#FAEBF2
Group 2	#380B41	#5E136C	#8F29A3	#C970DB	#E0ADEB	#F7EBFA
Group 3	#190B41	#29136C	#4729A3	#8B70DB	#BDADEB	#EEEBFA
Group 4	#0B1941	#13296C	#2947A3	#708BDB	#ADBDEB	#D6DEF5
Group 5	#0B2641	#13406C	#2966A3	#6B99C7	#ADCCEB	#D6E5F5
Group 6	#0B4141	#0F5757	#2D8686	#75BDBD	#A6D9D9	#D9F2F2
Group 7	#1E3F0D	#285412	#407326	#9AC982	#C5E0B8	#F1F7ED
Group 8	#412B0B	#6C4713	#A37A29	#DBAF57	#E8D5B0	#F7F4ED
Group 9	#3E170E	#8C2F26	#C25038	#D87A52	#F3CEBD	#F7EFED

Figure -1: Primary colour palette

2.2   Functional palette

The functional palette is for application across functional elements of the digital platforms such as text, background etc. and as must be used as illustrated in Figure -2.

2.2.1   Usage

Linen #EBEAEA	• Background colour to highlight images. • Background colour for quotes or text elements that need special attention. • Outlines to boxes, components.
Inclusive White #FFFFFF	• Primary background colour of the page. • Background colour for the headshots of individuals. • Colour of text over dark background. • Colour of icon on dark background. • Colour of the State Emblem on dark background.
Deep Earthy Brown #150202	• Text colour over light background such as inclusive white, linen, etc. Please note the key colour (darkest shade) of the selected colour group may also be used as text colour.
Black #000000	• Colour of the State Emblem of India on light background.
Deep Blue #1D0A69	• The colour used exclusively for GOV.IN website to give a distinct identity to the root website.

Figure -2: Functional colour palette

ICONOGRAPHY

3 Icons and Styles

An extensive icon bank has been curated in the Digital Brand Experience Toolkit website comprising of functional and contextual icons as described below.

3.1 Functional icons

- Functional icons have been curated on the patterns of globally recognized symbols that maintain consistent meanings across different platforms.

- All functional icons must either be in the key colour (darkest shade) of the colour group selected from the primary palette or inclusive white as specified in Figure -2 above.

- Some examples of functional icons are as illustrated in Figure -3.

| Voice search | E-mail | Search | Camera |

Figure -3: Functional icons

3.2 Contextual icons

- This set of icons are contextual to the various functions performed by Government entities and their scheme, program or service offerings.

- These icons may change dependent on the context and content; however, the style must remain consistent with the general style established for the functional icons.

- All contextual icons must be in key colour (darkest shade) of the colour group selected from the primary palette illustrated in Figure -1 or inclusive white as specified in Figure -2.

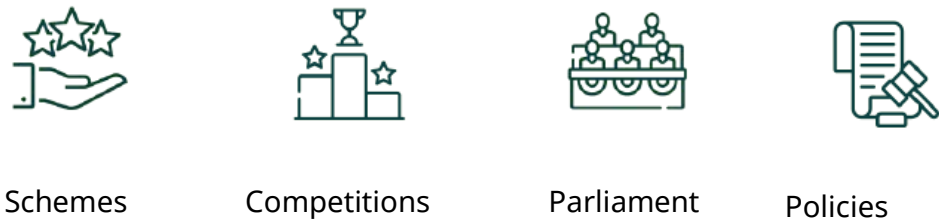- Some examples of the contextual icons are as illustrated in Figure -4.

| Schemes | Competitions | Parliament | Policies |

Figure -4: Contextual icons

3.3 Style variation

Two distinct icons styles are established which can be used by the government entities. It must be ensured that only one icon style must be used across the digital platform to maintain consistency.

Style 1: Line icons

| Voice | Email | Play | Camera |

Figure -5: line icons

Style 2: Filled icons

| Voice | Email | Play | Camera |

Figure -6: Filled icons

3.4 Icon sizes

Using multiple sizes ensures adaptability to different contexts and screen sizes. A bank of functional and contextual icons will be available in the Digital Brand Experience Toolkit website under the section of "Visual Library". Each icon would be available in PNG and SVG formats in the 4 sizes defined in Figure -8
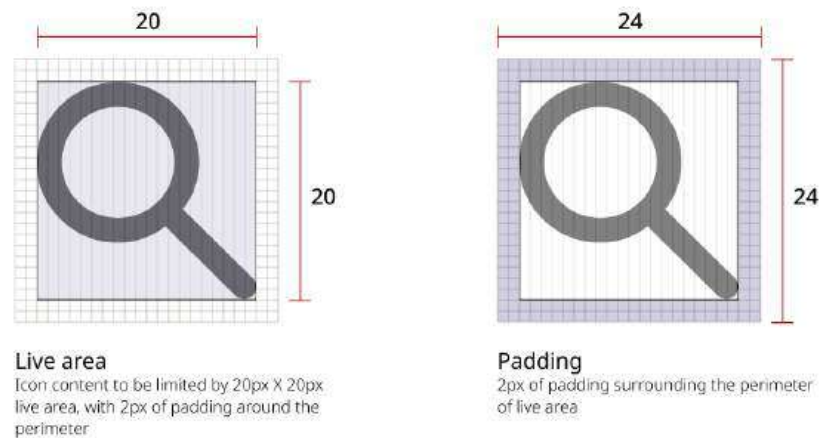
Live area
Icon content to be limited by 20px X 20px live area, with 2px of padding around the perimeter

Padding
2px of padding surrounding the perimeter of live area

Figure -7: Icon framing within boundary

24 x 24   32 x 32   48 x 48   64 x 64

Note: The size given above includes the 2px padding surrounding the icon

Figure -8: Icon size variation

3.4.1 Crowdsourcing library

In the instance that a Government entity has created an icon bank that aligns with the icon style and recommendations mentioned above, the entity has an option to submit the icon bank on the Digital Brand Experience Toolkit website. This would be checked for DBIM compliance and on meeting the criteria, the icons would be published in the visual library to be used by other Government entities.

3.4.2 Icon purchase and use

i.   In the instance where icons are not available in the visual library of the Digital Brand Experience Toolkit website, the government entities can purchase required icons from online sources. Do not use any icon pack without acquiring the appropriate usage rights.

ii.   In case icons are downloaded from free online resources, appropriate attribution must be provided to the artist or the platform as mentioned in their usage and licensing terms.

iii.   While curating and purchasing contextual icons the Government entities must ensure the icon style closely matches the icon style established in Section 3.1, 3.2 and 3.3.

3.5 Mandatory checklist

i.   Always use the icons from the icon library provided in the Digital Brand Experience Toolkit website under the Visual Library section.

ii.   Always use icons as per the styles defined in Section 3.3 and as illustrated in Figure -5 and Figure -6.

iii.   Icons size must be as per the sizes defined in Section 3.4.

iv.   Always retain the proportions of the icon as provided in the icon. library. Avoid changing the proportions and compressing it to fit into a confined space as illustrated in Figure -10.

v.   Always place a black overlay with 80% opacity over an image before placing a contrasting colour icon (white icon over dark images and dark primary coloured icons over light coloured images) as illustrated in Figure -10.

vi.   Include tooltips or hover-over text for icons to provide additional context or clarification as illustrated in Figure -9. Tooltips help users understand the purpose of an icon if its meaning is not clear.

Figure -9: Tooltip in exemplar website

vii.   For significant actions or functions, both the icons and its text label must be used. This dual approach ensures clarity and accessibility for a wider range of users, including those with visual impairments.
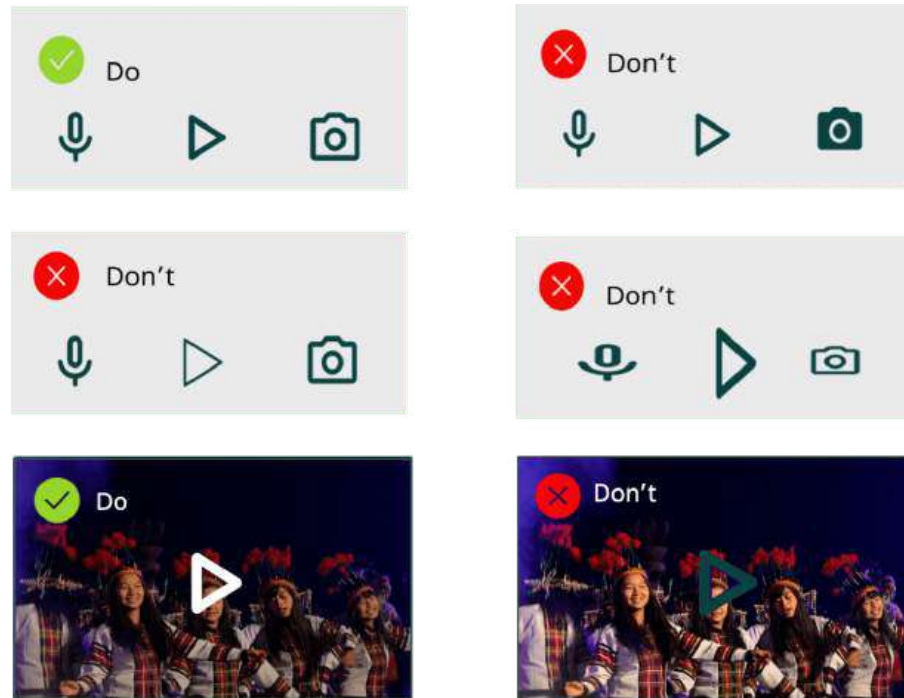

Figure -10: Iconography do's and don'ts

3.6   Best practices & recommendations

- **Use icons sparingly:** Employ icons judiciously to highlight critical actions or essential information. Overuse of icons can clutter the interface and confuse users.

- **Choose recognizable icons:** Select icons that are universally recognized and intuitive to users. Avoid using ambiguous or obscure symbols that may cause confusion.Refer to Figure -11.

Recognizable   Ambiguous

Figure -11: comparison between recognizable and ambiguous icon for document
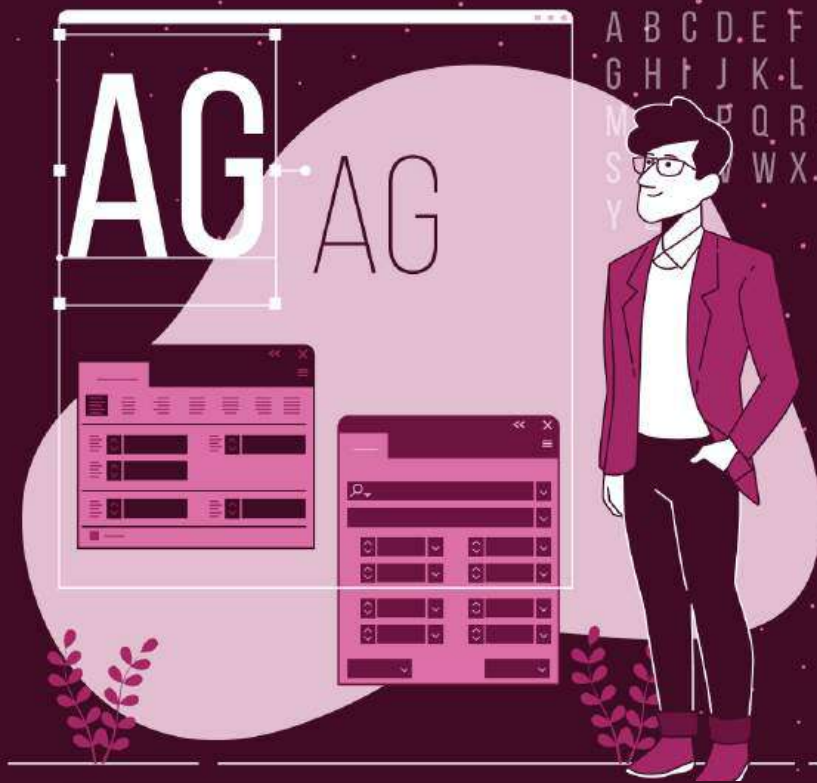
TYPOGRAPHY

4 Typography

4.1 Types and styles

Noto Sans has been selected as the main typeface for the digital presence of Government of India because it is an inclusive typeface that excels in multilingual support, consistency, web-friendliness, and versatility. It ensures readability, and has clear & well-crafted letterforms, along with balanced spacing contributing to a comfortable reading experience.

4.1.1 Application/usage

- **Alignment:** Body text must be kept left aligned. For column layout keep the alignment justified.

- **Character settings:** Kerning must be set to metric, tracking at 0pt.

- **Applications:** To be applied to all text content.

- **Weights:** The weights for all applications shall be as illustrated below:

Noto Sans Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@$%&

Noto Sans Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@$%&

Noto Sans Semi-Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@$%&

Noto Sans Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@$%&

Noto Sans Display SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@$%&

Noto Sans Display SemiBold

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789 ()!@$%&

Figure -12: Icon weight variations

4.2   Multilingual support

For regional languages, Government entities must use Noto Sans scripts.

Devanagari	नोटो देवनागरी
Bengali	নোটো বাংলা
Gujarati	નોટો ગુજરાતી
Gurmukhi	ਨੋਟੇ ਗੁਰਮੁਖੀ
Kannada	ನೋಟೋ ಕನ್ನಡ
Malayalam	നോട്രോ മലയാളം
Oriya	ନୋଟୋ ଓଡ଼ିଆ
Tamil	நோட்டோ தமிழ்
Telugu	నోట్ తెలుగు

Figure -13: Multilingual support in Noto Sans family

4.3   Type scale

Consistent application of the scale and hierarchy reinforces clarity and professionalism. Illustrated here are the most common font sizes used. During text application only use text and not images of text for conveying information in digital content, ensuring accessibility. Refer to (WCAG 2.1 – 1.4.5) (GIGW 3.0 5.2.16)

4.3.1 For websites

The following sizes have been defined for the desktop view of the website. These must be used while building any digital platform for Government entities.

Scale Type	Font Weight	Font Size (px)
Heading 1	Medium	36
Heading 2	Medium **Bold**	24
Heading 3	**Display Semi Bold**	18
Paragraph 1	**Bold** Regular	16
Paragraph 2	**Bold** **Semi Bold** Regular	14
Small Text 1	**Semi Bold** Regular	12
Small Text 2	Regular	10
Small Text 3	Regular	8

Figure -14: Type scale for website application

4.3.2 For mobile

The following sizes have been defined for the mobile view. These must be used while building any digital platform for Government entities.

Scale Type	Font Weight	Font Size (px)
Heading 1	Medium	26
Heading 2	Medium Bold	22
Heading 3	Display Semi Bold	16
Paragraph 1	Bold Regular	14
Paragraph 2	Bold Semi Bold Regular	12
Small Text 1	Semi Bold Regular	10
Small Text 2	Regular	8

Figure -15: Type scale for mobile application and webapp usage

4.4 Type pairing

Detailed below are a few indicative font pairing options that the Government entities may use in the content section. This is not an exhaustive list.
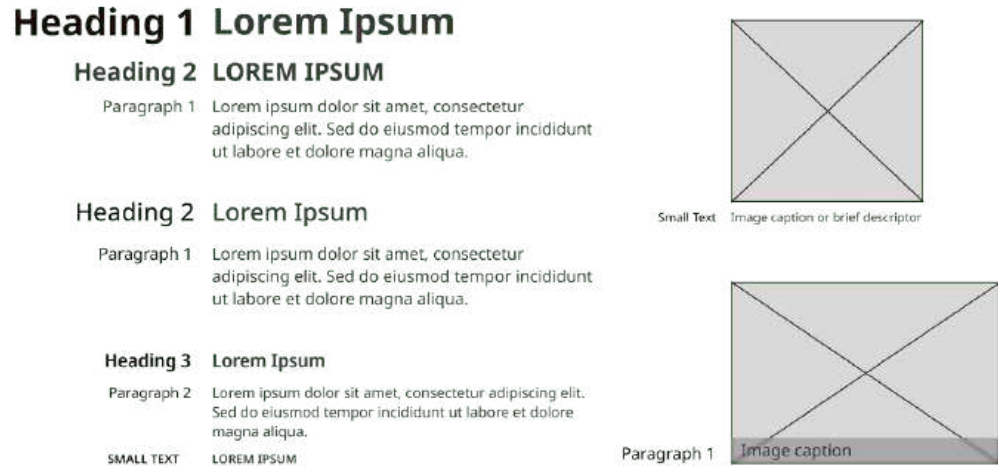

Figure -16: Illustrative font pairing

4.5 Type colour usage

Text colour must be chosen to provide an optimal contrast with the background to ensure readability and conform to accessibility guidelines (WCAG 2.1 - 1.4.3. and GIGW 3.0-5.2.14). Refer to Figure -17 and Figure -18 for appropriate font colour usage.

Figure -17: Do's and Don'ts for using text colour over functional colors

Background Colours to be used
Text: Inclusive White

Background Colours to be used
Text: Darkest shade of accent color

For Example: Accent Colour group 1

Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor	Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed do eiusmod tempor
✓ Background: #410B26 Text: Inclusive White	✓ Background: #6C1340 Text: Inclusive White	✗ Background: #A32966 Text: Inclusive White

Lorem ipsum	Lorem ipsum	Lorem ipsum
Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit.	Lorem ipsum dolor sit amet, consectetur adipiscing elit.
✗ Background: #DB70A6 Text: #410B26	✓ Background: #EBADCC Text: #410B26	✓ Background: #FAEBF2 Text: #410B26

Figure -18: Best practices for incorporating accent colours with type

LOGO

5 Logo

5.1 Identity system

The State Emblem of India provides a unique identity to the Government, and this must be used in a consistent manner across all platforms. The emblem elements must never be separated or manipulated in any way.

The State Emblem of India consists of 2 main elements:

1. Ashoka Stambh
2. "Satyameva Jayate"

Figure -19: The State Emblem of India

5.2 Logo lockup variation

Logo lockups have been defined keeping in mind the usage across Central Government entities. Detailed below are the different types of logo lockups defined for different types of Government entities.

Style	Usage	Application
Lockup 1	GOI + Bharat Sarkar	Generic
Lockup 2	Ministries, Department	National level
Lockup 3A - With the State Emblem Lockup 3B - Without the State Emblem	Organization PSUs Authorities Banks Companies Institutes/Universities/Boards Regulatory Bodies	National level

All government entities must refer the "The State Emblem Of India (Regulation Of Use) Rules, 2007" and subsequent guidelines, issued by Ministry of Home Affairs, to identify if they are allowed to use the State Emblem or not and accordingly select the appropriate lockup.

The principles of lockup are designed to ensure flexibility across different platforms. They have been designed to keep sizing, weight and spacing consistent.

5.2.1 Lockup 1

- **Generic – The State Emblem of India with Government of India in dual languages:** The State Emblem with Government of India written in Hindi and one other language such as English or any other official Indian language. This emblem lockup will have 2 variations:
    - o Centrally aligned: to be used in document cover page; and
    - o Left aligned: to be used in website headers, apps & social media posts.

- The dimension 'x' is equal to the width of the emblem. This dimension 'x' is used to determine the clear space around the emblem lockup and the spacing between the text in different languages.

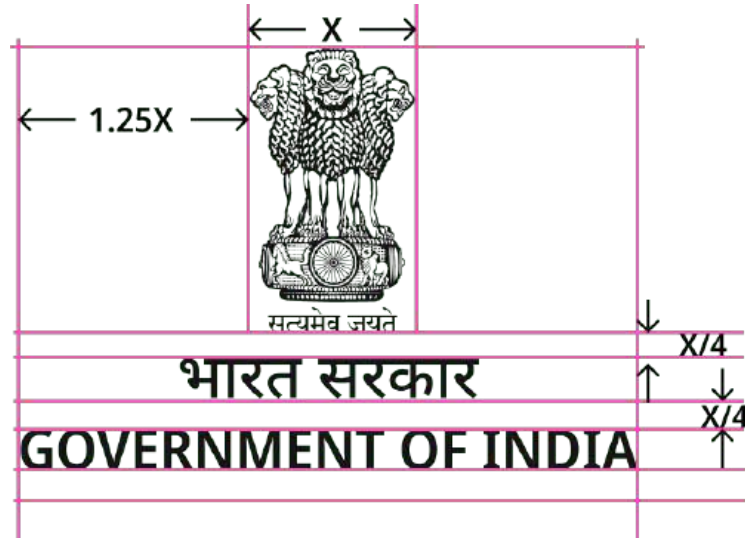Style 1: Text to be centrally aligned with the State Emblem.

Figure -20: Logo Lockup 1 - style 1

Style 2: Text to be left justified next to the State Emblem.

Figure -21: Logo Lockup 1 - style 2

5.2.2 Lockup 2

- **National level – The State Emblem of India with Government of India and Ministry/Department's name (Central):** To be used by central ministry and departments in the header with Government of India and the name of the ministry/department written in a single language.

- The dimension 'x' is equal to the width of the emblem. This dimension 'x' is used to determine the clear space around the emblem and the spacing between the text for Government of India and the ministry/department name.

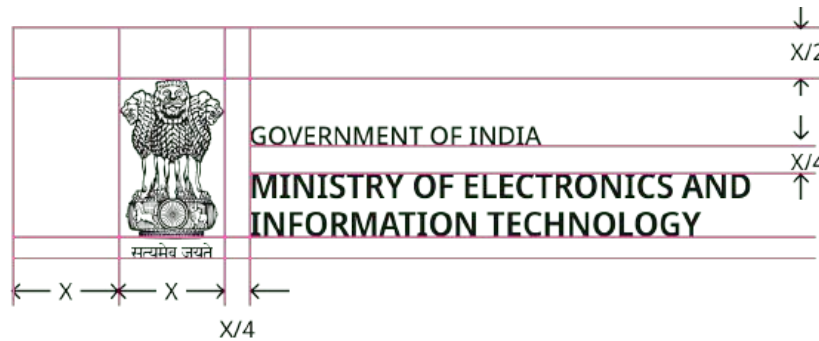*Figure -22: Logo Lockup 2 – Short name*
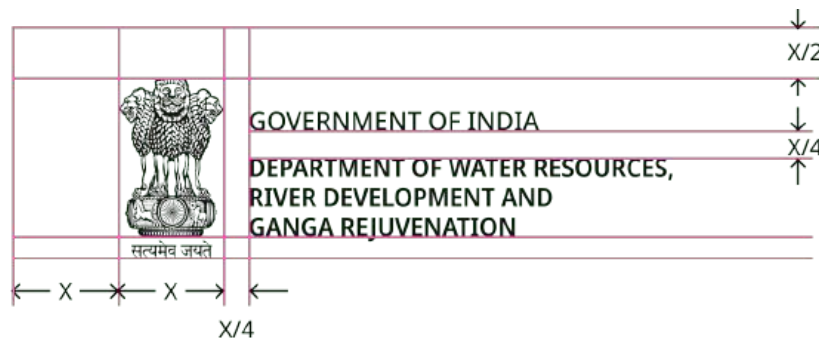

Figure -23: Logo Lockup 2 – Medium length name

Figure 24: Logo Lockup 3 –Long name

5.2.3 Lockup 3A

- **National level – The State Emblem of India with Government entity logo and Entity name:** To be used in the header alongside the State Emblem and the name of the Government entity written in a

single language. This lockup can be used by all entities that are allowed to use the State Emblem in their portals.
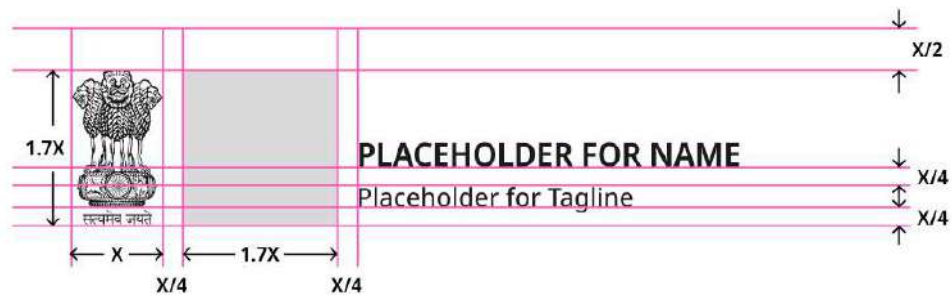

Figure -25: Logo Lockup 3A – The State Emblem with Govt. entity

5.2.4 Lockup 3B

- **National level - Government entity logo and Entity name:** To be used in the websites/portals in the header with the name of the Government entity written in a single language. This lockup can be used by all entities that are not allowed to use the State Emblem in their portals.
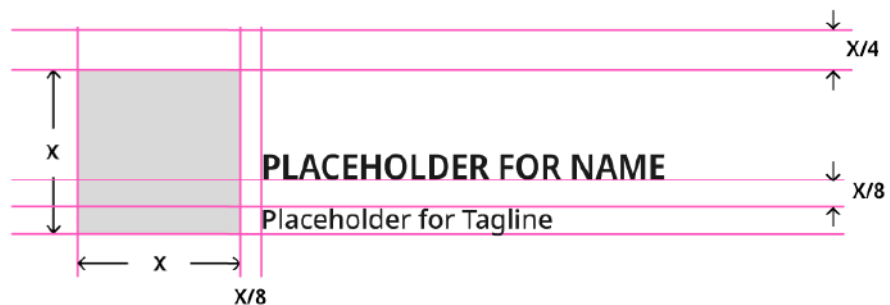
Figure -26: Logo Lockup 3B – Govt. entity logo and entity name

5.3   Colour variations

Logo lockup variation must be decided based on the background colour used in the page.

- **White background -** When placing the emblem on a white background, use the emblem with the black colour line.

- **Dark background -** Always use the white version of the emblem when placing it on any dark background.

Figure -27: Logo lockup with white and dark Background

5.4   Generic branding – Header and Footer

The header component is the first glance into any digital platform and is also the one element, if unified, can bring in a visual harmonization across the different portals. This component is defined to ensure that between the header and footer component, all the key elements across the different entities are captured. The header consists of 2 types of content:

   i.   Fixed

   a) Engagement bar (search)

   b) Functional icons (skip to main content, language, accessibility tool bar and hamburger menu)

   ii.   Dynamic

   a) Government entity name: Use logo lockups as defined in Chapter 5. Name in Hindi or other language will appear on selection of the language.

b) Co-branding section: Logos for flagship programs, events etc. of the Government entity concerned can be showcased here.

c) Login/Register – relevant for entities that have a post login workflow.

For each of the above lockups across all Central Government entities, are detailed below:

5.4.1 Header 1 - Central – Ministries and Departments

This header option must be used by all central ministries and departments on their websites. It captures Logo Lockup 2 along with a highlighted search bar, space for cobranding logo, accessibility icons (skip to main content, language selection, accessibility toolbar) and Menu. Example illustrate in Figure -28.

Figure -28: Website header for Central Level Ministries and Departments

5.4.2 Header 2 - Central Government entities other than Ministries and Departments (with the State Emblem)

This header option must be used by all Central Government entities in their websites/portals/applications which are allowed to use the State Emblem. It captures the Logo Lockup 3A along with a highlighted search bar, space for logos on marque events, initiatives etc., accessibility icons (skip to main content, language selection, accessibility toolbar) menu and a profile icon for login/register. Example illustrate in Figure -29.

Figure -29: Website Header for Central level - All other Government entities (with the State Emblem)

5.4.3 Header 3 - Central level – All other Government entities (without the State Emblem)

This header option must be used by all Central Government entities in their websites/portals who cannot use the State Emblem. It captures the Logo Lockup 3B along with a highlighted search bar, space for centrally published logos on marque events, initiatives etc., accessibility icons (skip to main content, language selection, accessibility toolbar) menu and a profile icon for login/register. Example illustrated in Figure -30.

Figure -30: Website Header for Central level - All other Government entities (without the State Emblem)

5.5 Footer

The footer components capture all the links that the user needs the reference of such as:

- Website policy

- Archives

- Sitemap

- Related links

- Social media links

- Help

- Feedback

- Lineage

Detailed below is a generic footer component that all government entities must follow in their digital platforms. Example illustrated in Figure -31.
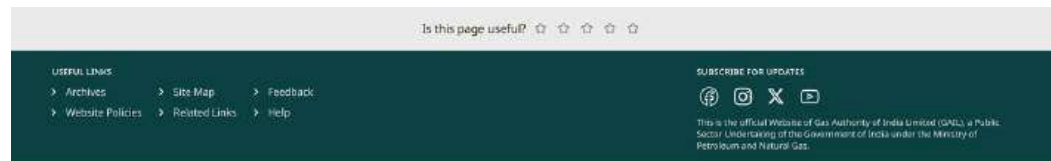
Figure -31: Illustrative website footer

The footer must state the lineage in the following manner for the different types of government entities:

A. **Central government department -** 'This Website belongs to Department of Heavy Industries, Ministry of Heavy Industries and Public Enterprises, Government of India'

B. **State government department** - 'This Website belongs to Department of Industries, State Government of Himachal Pradesh, India'

C. **Public sector undertaking -** 'This is the official Website of Gas Authority of India Limited (GAIL), a Public Sector Undertaking of the Government of India under the Ministry of Petroleum and Natural Gas'

IMAGERY

6 Imagery

In digital branding, imagery plays an essential role. From websites to apps, it shapes user experiences and reinforces the brand identity. This section outlines recommendations to select, create, and implement imagery for cohesive visual storytelling across all digital platforms of the different government entities.

6.1 Technical Considerations

6.1.1 File Sizes

Image type	Size
Background images	Maximum up to 2MB
Banners and header images	Maximum up to 2MB
Thumbnail images	Maximum up to 100KB
High-resolution photographs	Maximum up to 5MB

- For all high-resolution photographs that are uploaded to the digital platform, thumbnails (Maximum up to 100KB) must be generated for viewing purposes, and the user must be provided an option to download the image in the original high-resolution size.

- Images must not be scaled and must be optimized before publishing on the digital platform.

Image Format	Usage recommendation
WEBP	Photographs, continuous tone images; gradients, supports transparency
PNG	Bitmapped image format that employs lossless data compression and supports transparency
JPEG/JPG	Photographs, continuous tone images, does not support transparency

6.1.2 Alternative text

- A meaningful and explanatory alternative text must be added to make images accessible in confirmation with the GIGW 3.0.

- Do not use generic terms such as "image," "image of," or "picture of" when writing alternative text.

- Avoid writing alternative text that is longer than 100 characters.

- Exception: If using informative images, alternative text may be longer.

6.1.3 Permissions and Licensing

- Do not use stock imagery with watermark or edited watermark.

- Do not use any stock imagery without purchasing appropriate usage rights.

- Prior permissions are required from the individuals who are planned to be featured prominently in the photographs.

- Do not use content and/or images from another website without permission. For example, do not use images found through search engines without permission of the owner Publish the source, of such content and/or image along with it. that is sourced with permission, from the creator for publishing, has been obtained.

- Image with creative commons license may be preferred while taking from search engine.

6.1.4 Headshots

- On the website the headshots of individuals must always be distinctly marked out with a highlight line at the bottom and a clear white. background. This will help to distinguish and frame the formal & official photos from the candid ones.

- Image must maintain a ratio of 1:1. The face must cover 50% of the container space.

- Headshots must always be on a white background, front profile, looking into the camera and turned slightly to the side. Refer to Figure -32 for headshot proportions and example.

- While capturing the headshot, images from both left and right angles must be taken. Always use proper studio lighting.

- When an individual's photo is placed to the left of the webpage, they must face to the right.

- When an individual's photo is placed to the right of the webpage, they must face to the left.

- The headshots must display a sense of confidence in the facial expressions. Aim for a neutral or a slight, natural smile.

- Use the key colour from the selected colour group for the highlight line at the bottom of the headshot when using on any digital platform (website, app, social media).
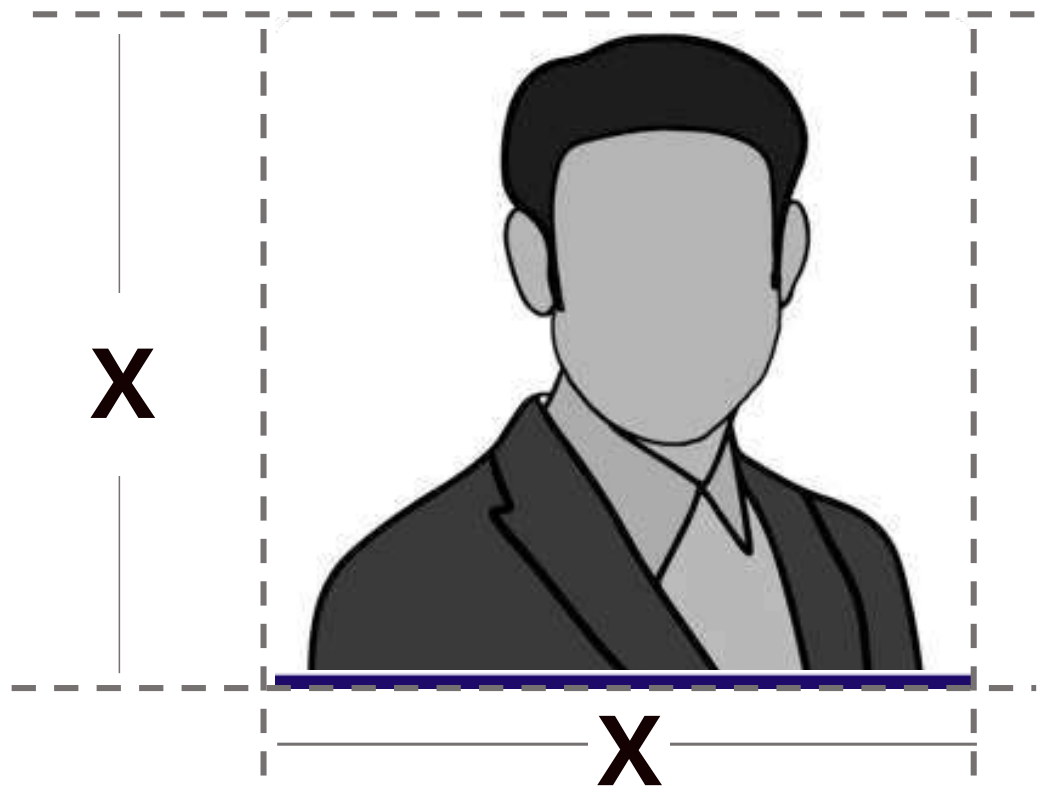

Figure -32: Headshot container. Face must cover 50% of the space

6.2   Best practices & recommendations

To support the government entities in choosing imagery that is captive and communicative, given below are few recommendations and best practices in photography.

6.2.1   Composition

Pay attention to the arrangement of elements within the frame. Utilize techniques such as the rule of thirds, golden ratio, leading lines, and framing to create visually engaging compositions.

6.2.2   Lighting

Use natural lighting wherever possible while filming or taking photos. For indoors or night shots use artificial lighting unobtrusively. Try to avoid harsh shadows and overexposure. Consider the time of day and the direction of light for optimal results.

6.2.3   Colours

Pay attention to color balance and contrast in your photos. Adjust white balance settings to ensure accurate colors. Enhance contrast to make your images more vibrant, but be careful not to overdo it.

6.2.4   Focus and sharpness

Keep your subject in sharp focus. Use auto-focus or manual focus depending on the situation. Pay attention to depth of field to control what is in focus and what is blurred.

6.2.5   Perspective

Experiment with different angles and perspectives to add interest to your photos. Try shooting from high above, down low, or from unusual vantage points to create unique compositions.

6.2.6 Subject and story

Choose interesting subjects, think about the story you want to convey through your photographs. Capture moments that evoke emotion or tell a narrative. Consider everything in the image, including signage in the background, avoiding anything that doesn't represent India appropriately.
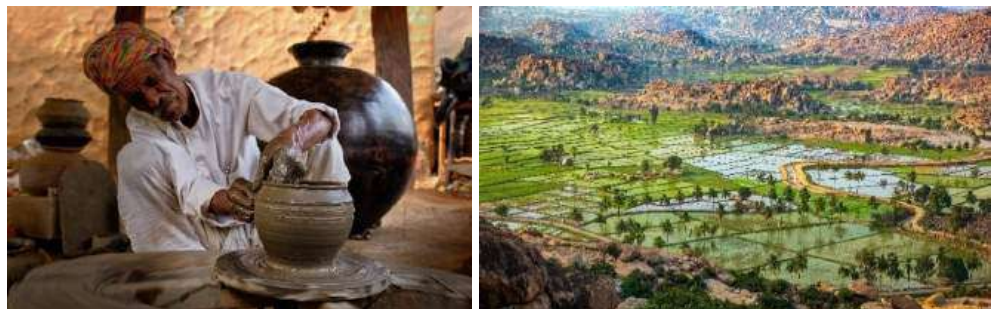

6.2.7 Simplicity

Sometimes less is more. Simplify your compositions by removing distractions and focusing on your main subject.

6.2.8 Post processing

Use editing software to enhance photos but aim to maintain a natural look. Adjust exposure, contrast, color balance, and sharpness as needed, but avoid heavy-handed editing that can make your photos look artificial.

CONTENT

7 Content

This section lays out fundamental recommendations for all digital platforms, emphasizing the principles essential for structuring and styling the content across the different phases- planning, creation and delivering content.

7.1 Content strategy

7.1.1 Identifying audience persona

User personas are identified by understanding the broad categories of user profiles who are most likely to interact with the information or services provided on the Government entity's digital platform and by studying the user behavior on the same. User personas are essential for personalizing data on government websites. By creating personas, content can be customized to meet the specific needs of the users which improves the overall user experience and hence enhances retention.

Key steps for identifying and creating user personas:

i.   Data collection and analysis: Gather data from various sources such as website analytics, surveys, and user feedback to understand audience demographics, behaviors, and preferences.

ii. Segmentation: Segment the audience based on common characteristics such as age, gender, location, and interests to identify distinct user groups.

iii. Persona development: Develop detailed personas for each user segment, incorporating demographic information, goals, motivations, challenges, and preferred content formats.

iv. Validation and refinement: Validate personas using real user data and feedback, refining them as necessary to ensure accuracy and relevance.

7.1.2 Content grouping

Government entities must be minimalistic while creating content groups/categories. This approach refers to the deliberate decision to include only essential information within each categorized group.

The content buckets for most digital platforms for the range of government entities must be broadly categorized under the following groups.

Content cluster	Minimal Content	Additional content
About Us	Our team	Performance/dashboard
	Vision & mission	Spotlight
	About the entity	What's New
Documents	Reports	
	Acts and policies	
	Orders & Notices	
	Publications	
	Announcements	
	Press releases	
Resources	Photos	Videos
		Podcasts
		Brochures
		Presentations
Offerings	Tenders	
	Vacancies	
	Programs	
	Schemes and services	
	Initiatives	

Content cluster	Minimal Content	Additional content
Connect	Contact details	Public Forum
	Directory	Grievance Redressal
	RTI	
Footer	Archives	
	Website policy	
	Sitemap	
	Related links	
	Help	
	Feedback	
	Social media links	

7.1.3 Information Architecture – best practices

In addition to minimal and additional content, government entities often feature specific service-related content and workflows. To effectively organize this information, adherence to best practices and recommendations in information architecture is crucial.

i. **3-Level navigation**: Simplify content discovery with three-tiered navigation, guiding users from main categories to subcategories and specific content pages efficiently.

ii. **Relatable & concise nomenclature**: Use clear, concise terms that users easily understand, enhancing navigation efficiency and user comprehension.

iii. **User-workflow oriented navigation:** Design navigation pathways aligning with common user tasks, streamlining user journeys and improving usability.

iv. **Hierarchy based on most accessed:** Organize content hierarchy prioritizing frequently accessed or critical information for easier user access.

v.   **Content sequencing for accessibility:** Arrange content logically to aid comprehension and navigation, benefiting all users, including those with disabilities

7.2   Content creation and formatting

7.2.1   Tone of voice

While writing the content, the principles mentioned below must be followed. For each principle, a sample example has been stated as reference.

7.2.1.1   Attributes

Writing must be:

Concise: Use language that is brief and direct to convey information efficiently

✓	✗
"Apply online for a passport renewal. Fill form 1 and submit it with the required documents."	"To apply for a passport renewal, you can utilize our online application system, where you will need to fill out form 1 and then submit it along with the necessary supporting documentation."

Human: Strike a balance between professionalism and relatability

✅ Do	❌ Don't
"Our healthcare services offer a range of options to cater to the diverse needs of individuals and families. Feel free to browse through our offerings to identify the most suitable solution for your requirements."	"Explore our healthcare services to find the right support for you and your family's needs."

Impartial: Expressing information in a neutral way

✅ Do	❌ Don't
"The new policy aims to promote environmental sustainability by reducing carbon emissions."	"We are excited to announce our new policy, which will significantly contribute to our efforts in achieving environmental sustainability goals by reducing carbon emissions."

7.2.1.2 Writing style

Make content clear and understandable, for users with different literacy levels and access challenges. To ensure this:

1. **Use simple words:** Replace complex or technical terms with simpler alternatives that are easy for everyone to understand.

Examples:

"use" instead of "utilize"

"buy" instead of "purchase"

"help" instead of "assist"

2. **Short sentences and paragraphs:** Break up content into short sentences and paragraphs. Aim for one main idea per sentence or paragraph.

✅ Do	❌ Don't
"Enter your username and password, then click 'Sign In'."	"In order to access your account, you will need to enter your username and password into the designated fields, then click the 'Sign In' button located at the bottom of the page."

3. **Avoid jargon and acronyms:** Avoid usage of industry-specific jargon and acronyms that may confuse your audience. If technical terms are used, clear explanations or definitions must be provided to ensure understanding.

✅ Do	❌ Don't
"The software helps share information across different parts of the system."	"The API facilitates data exchange between the front-end and back-end systems."

4. **Use active voice:** Write in the active voice to make your sentences clear and direct.

✅ Do	❌ Don't
" The report was reviewed by the team before it was finalized."	"The team reviews the report before finalizing it."

7.2.1.3 Language check

- Use tools available to help evaluate the ease of language comprehension used on the website. Government entities must use language tools, including language software, to evaluate the readability of the website's content.

- The language used in a digital platform must be free from any spelling or grammatical errors. Further, there should be uniformity across the site when it comes to using British/American English.

- Abbreviations/Acronyms, which are typical in Government parlance but not common with citizens of diverse backgrounds should be avoided. The expanded form must always precede or follow the first use of any abbreviation in a webpage.

Additionally, these are some best practices that may be followed to further enhance the content on the digital platforms:

- **Line length and whitespace:** Keep lines of text at a moderate length to prevent eye strain. Use ample whitespace to break up text and provide visual breathing room. Proper spacing between paragraphs, headings, and images improves readability and comprehension.

- **Hierarchy and formatting:** Utilize heading tags (H1, H2, H3, etc.) as defined in Section 4 to establish a clear hierarchy of information. Use bold, italics, and bullet points to emphasize important points and break up large blocks of text.

- **Scannability:** Structure content in a scannable format with descriptive headings, bullet points, and concise paragraphs. Users should be able to quickly scan the page and find the information they need.

- **Cultural sensitivity:** While writing content for the digital platforms, it's essential to respect diverse cultural nuances and sensitivities. Careful consideration of language, imagery, and religious references fosters inclusivity and better engagement with diverse audiences.

7.3 Content optimization and accessibility

7.3.1 Mobile optimization

Ensure that text is legible on smaller screens by adjusting font sizes and line spacing for mobile devices. Test readability on various screen sizes and resolutions to ensure a seamless experience across devices.

7.3.2 SEO and content discovery

To enhance SEO and facilitate content discovery, ensure that the content for the digital platforms are strategically optimized with relevant keywords and structured markup for improved visibility and engagement.

7.4 Content lifecycle management

7.4.1 Regular content review and updation

Establish a systemic procedure for reviewing, updating, and archiving content to ensure it remains accurate and relevant.

7.4.2 Archiving outdated content

Refer to archival policy table in section A.5.8 for consistent archiving of information

7.5 Central Information Publishing System (CIPS)

Dedicated space on the homepage or landing screen must be allotted by all Government entities, except for statutory bodies in their website, apps and portals. This space will host content about most relevant information regarding government decisions, schemes, programs, achievements, etc. from the central government. This would be enabled through an API integration and the content would be published by MyGov or a designated Government entity. Accessing the API endpoint and credentials can be taken from the Digital Brand Identity Experience Toolkit website.

The content formats that would come in this section are images, audio and videos. For a screen resolution of 1280 px width, fix a height of 245 px to be provisioned for Central Information Publishing System. Within this height, the entity can choose for 2 types of grids – 4 grid or a 3 grid. Illustrated below are 2 grid options available and the different types of layouts that it enabled to be shown.

7.5.1 Option 1: 4 Grids

In this grid, the end-to-end view of the screen would be utilized for the Central Information Publishing System. It allows a maximum of 4 content tiles in 25% proportion along with 3 other layouts.
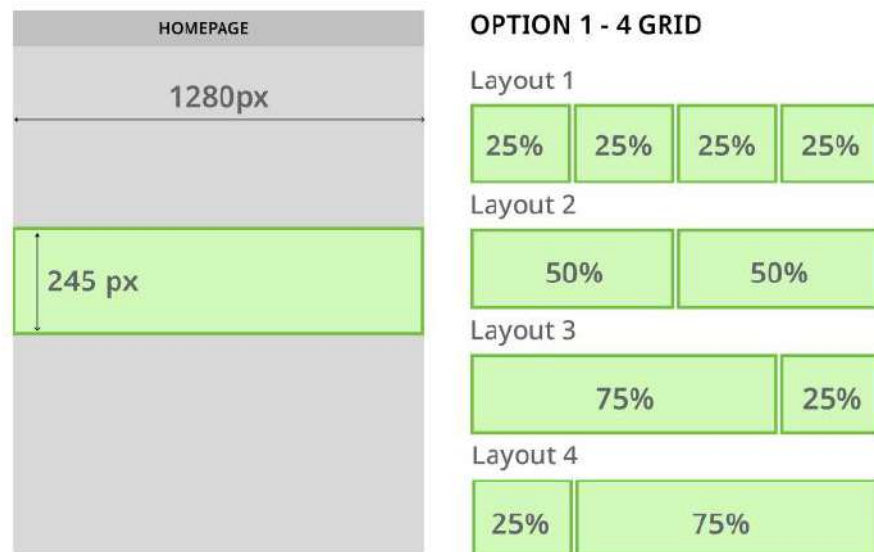

Figure -33: Option 1 - 4 grid with layout types.

7.5.2   Option 2: 3 Grids

In this grid, the tiles would be centrally aligned with equal spacing on both sides. It allows a maximum of 3 content tiles in 33% proportion along with 3 other layouts.
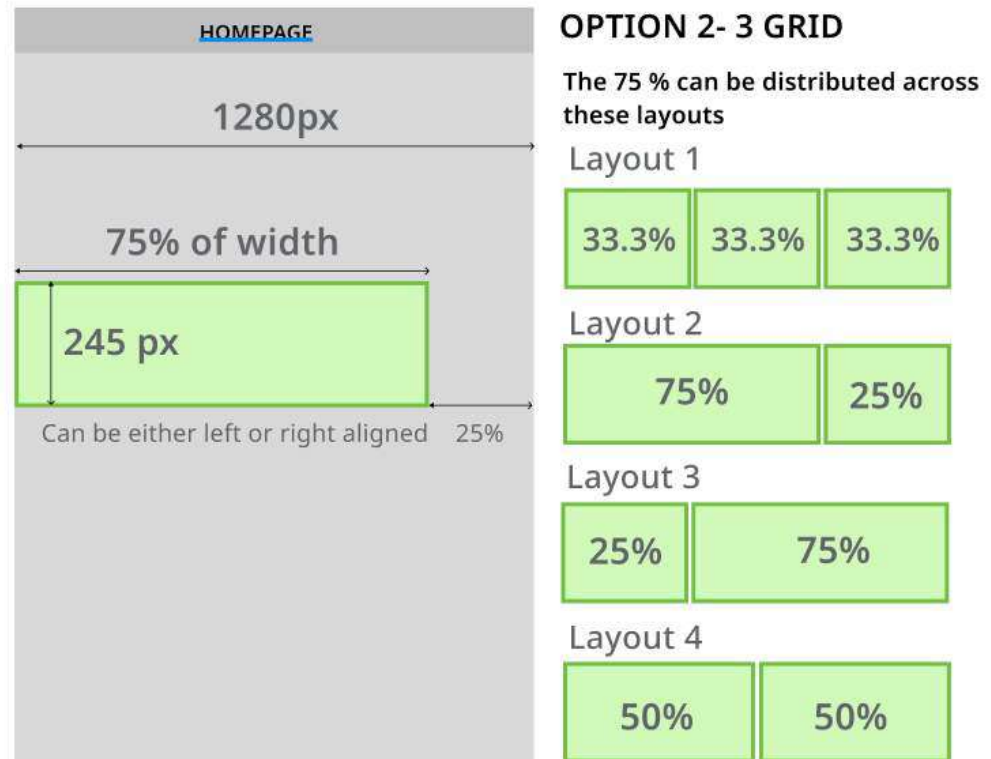

Figure -34: Option 2 - 3 grid with layout types

7.6   Improving multilingual visibility

With a diverse culture and as many as 22 languages in India, majority of the citizens, who access digital platforms of the Government, come from highly diverse demographic profiles. At present, most of the content in Government platforms is in English, except few which have content in Hindi or one of the regional languages. To enhance the reach of digital platforms pan India, there is a need to put the information in regional languages. Depending on the nature and its prospective usage, content should be translated in desired languages and the language selection links must be prominently displayed on the interface. Technology for publishing the content in Indian languages is already quite mature and

many tools are now available to support this. Mandatory considerations to improve multilingual experience are:

i. Ideally all the pages on the website should be translated into Hindi and other regional languages. In case it is becoming difficult to do so, entities must identify the content, which is widely accessed by the public and begin to put up such content in multiple languages.

ii. It must be ensured that the documents/pages in multiple languages are updated simultaneously so that there are no inconsistencies, at any point, between the various language versions.

iii. In case it is practically difficult to update the versions in all languages simultaneously due to delays on account of translation etc., the obsolete information should be removed from the site till the latest information is uploaded. In any case, a time stamp indicating the date of uploading the information and its validity should be put along with all the time sensitive documents.

Recommendations for better multilingual user experience

Current Ecosystem: Government's digital platforms face challenges with regards to language localization due to reliance on cookie-based approaches. These challenges include:

i. Search Engine Visibility: Content indexed based on HTML source code rather than cookies, leading to decreased discoverability for users searching in the preferred languages.

ii. User Experience: Manual language selection through cookies can hinder a seamless user experience.

iii. Scalability: Managing multiple language versions via cookies can become cumbersome, especially for websites with frequent updates.

Solution:

To address these challenges, following measures can be implemented:

i. URL-based Architecture:

- Create separate URLs for each language version of a page (e.g., https://example.gov.in/en/page-name for English and https://example.gov/hi/page-name for Hindi).

ii. Hreflang Tags:

- Add hreflang tags to HTML code to inform search engines about different language versions of the same page.

Implementing these measures offers the following benefits:

i. Improved Search Engine Visibility: Higher rankings in search results for relevant keywords in different languages.

ii. Enhanced User Experience: Users can easily switch between languages by accessing the desired URL version directly.

iii. Increased Organic Traffic: Improved search engine visibility attracts more users searching in preferred languages.

iv. Better Accessibility: URL-based structures are more accessible to users with disabilities who may not rely on cookies.

v. Scalability: Clear URL structures simplify management of multiple language versions, aiding updates and maintenance.

Additional recommendations:

To further enhance website performance:

i. Content Optimization: Optimize content for each language version with relevant keywords and meta descriptions.

ii. Multilingual Sitemap: Submit separate sitemaps for each language version for better indexing.

iii. Mobile Friendliness: Ensure all language versions are mobile-friendly to cater to the growing mobile user base.

iv. Accessibility Testing: Regularly test websites for accessibility across all languages to ensure inclusivity for users with disabilities.

By implementing a URL-based multilingual architecture with hreflang tags, government websites can overcome the limitations of cookie-based solutions, reaching a broader audience, enhancing accessibility, and increasing organic traffic, ultimately serving citizens more effectively.

ADHERENCE TO

ACCESSIBILITY

8 Adherence to accessibility

To ensure the web and mobile content is accessible for all users, it is important to adhere to the GIGW 3.0. Accessible web design is not just an ethical obligation, but it ensures adherence to the Rights of Persons with Disabilities (RPwD) Act, 2016 and Accessible India Campaign. It helps and enables a larger number of users to access, search and consume information from the digital platforms. While the GIGW 3.0 is a comprehensive guide to ensuring accessibility for Government entity websites, the list below presents a concise overview for creating accessible websites.

Figure -35: Language selection icon

Figure -36: Language toggle icon and accessibility icons
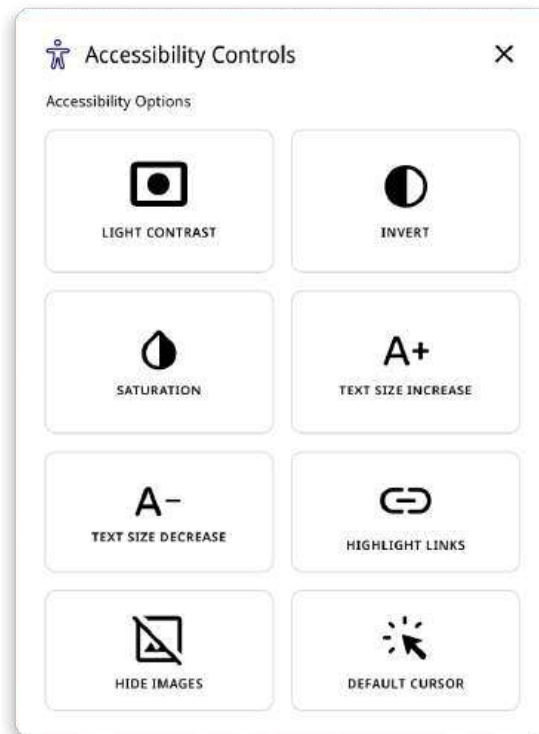
Figure -37: Accessibility Toolbar

8.1 Perceivable

Information and interface components must be presented in ways so that all users can perceive. This includes incorporating alternatives for any non-text content, ensuring that all users, regardless of their ability, can understand the information on the digital platforms and creation of content that can be presented in different ways without losing information or structure. For example: any banner text must not be part of the design and is to be appropriately overlaid as HTML text.

8.2 Operable

All users should be able to operate the interface and navigation. The website should not require interaction that any user cannot perform, guaranteeing that all functionality is accessible via a keyboard. Users should have sufficient time to read and use content on the website, and must have adequate means to navigate, find content and determine where they are.

8.3 Understandable

Both the information provided, and the operation of the application should be straightforward and easy to understand. The design should be consistent and predictable, users must be assisted in avoiding and correcting any mistakes in input, and the information should not be complex or hidden under layers of navigation.

8.4 Robust

The content must be robust enough and compatible to be interpreted by a variety of user agents, including assistive technologies.

A detailed implementation of accessibility features across the digital platforms requires a comprehensive analysis and mapping to the GIGW 3.0 guidelines checklists, which can be found on the [GIGW website](https://guidelines.gov.in) (https://guidelines.gov.in).

SEARCH

FUNCTIONALITY

9 Search optimization

As a part of the Government of India's effort to improve access to information; search experience for government information and content can significantly be improved with the implementation of a state-of-the-art intelligent search bar. This technological advancement in harmony with existing Content Management Systems (CMSs) will enhance the efficiency of search and content discoverability across Government websites. Features like real-time translation in multiple official languages of India, image and voice-based search using tools offered by Bhashini allows the search bar to become an efficient utility for all users visiting the digital platform.

Purpose

The transformation of the search bar into an advanced tool is meant to provide citizens with ease of navigation and a simplified approach to finding content on the website.

The search bar is also supplemented with alternate input modes like voice-based search. By simply dictating their queries, users can get recommendations to navigate to the right page or link.

9.1 Features

The search bar must fulfil the following objectives

i. **Eliminate site navigation hustle for improved user engagement:** GoI digital footprint consists of diverse websites having hundreds of pages; users might find it extremely challenging to navigate to what they're looking for. In this situation, a search bar allows users to see what they need with a quick search. Regardless of where each user lands on a website, a search bar will help them quickly find specific topics or pages. This will also reduce the bounce rate

ii. **Full text-based Search:** The search functions must act as a gateway to all government information and services starting from

schemes to guidelines to event galleries. Users must be able to search a government website using full text-based queries instead of structured search, and the search should generate context driven responses to assist users in finding information faster.

iii. **Intelligent categorization:** The search functions must employ advanced algorithms, facilitated through intelligent categorization and tagging of diverse content, such as HTML pages, PDFs, or images. Utilizing query-related tags, the search must provide context for user queries, thus promoting rapid and accurate information retrieval.

iv. **Multilingual capabilities:** Government digital platforms should have multilingual capabilities to support the large citizen segment looking to use native language online. Echoing this, the search must incorporate real-time translation and speech-to-text using tools offered by Bhashini with support for English, Hindi and other official languages of India. Additionally, it may have the ability to auto-detect users' language preference based on their keystrokes, eliminating the necessity for manual language selection.

v. **Mobile users prefer search:** In this mobile era, it's critical to ensure government website and applications are mobile-friendly and the search feature must allow users to search and navigate to a specific content instantly.

vi. **Enhanced search flexibility:** In the present scenario search goes beyond traditional input methods to support image and voice-based searches. Image-based search enables users to upload an image to find relevant information on a website. This technology utilizes image recognition algorithms to search and display relevant government databases and websites for information that closely matches the image.

vii. **Reinforce SEO:** As the visitors' count and time spent on website increase due to improved user experience, content ranking will improve on search engines like Google, Bing, etc. Stakeholders will also find some new keywords from users' searches being initiated for similar or different information on Google, Bing or other search

engines. These search keywords can be used by ministries for SEO and search strategies.

Recommendations for a successful search experience:

i. **Map the content:** Suitably tagging and categorizing all data according to website, user persona, and query-related context would enable the search engine to index and deliver accurate, relevant results. For further information, refer to Section 11.3

ii. **Accommodate search inputs:** Enabling necessary UI/UX elements in place to accept image and speech inputs, along with the multilingual translation tools offered by Bhashini to process and translate text/speech inputs in other languages.

iii. **Comprehensive testing:** Conduct rigorous testing to ascertain that all features, including real-time translation, language detection, and image and speech search facilities are functioning as expected.

iv. **Regular updates:** Given the advancements adopted by the search engines and the rapid evolution of the features, maintaining regular updates can maintain result accuracy over time.

v. **User engagement and feedback:** Actively monitor site statistics, user feedback and error logs to monitor and improve search functionality.

PERFORMANCE ENHANCEMENT

10 Performance enhancement

Government websites serve as a key interface between citizens and public services. A positive user experience (UX) ensures that citizens can easily access the information and services they need, leading to a citizen-centric approach to governance. The significance of positive UX in government websites is substantial, and a multi-faceted approach is required to enhance the end user experience.

To ensure positive UX the Government entities must employ appropriate metrics to track and measure the user experience on websites. Some of the key aspects that must be monitored are:

- Loading performance
- Interactivity
- Visual stability

By paying attention to these web performance indicators, website owners can enhance the overall user experience and improve their website's performance. The Government entities must take note of the following:

10.1 Page Performance Enhancement

10.1.1 Optimize page loading speed

i. Recommendation: Prioritize optimizing the loading speed of government websites to meet or exceed the recommended thresholds for web performance indicators.

ii. Implementation: Minimize server response times, leverage browser caching, and optimize images to ensure fast page loading.

10.1.2 Implement lazy loading for images and media

i. Recommendation: Employ lazy loading for images and other media to prioritize the loading of visible content.

ii. Implementation: Utilize the loading="lazy" attribute for images and implement lazy loading techniques for off-screen media elements.

10.1.3 Optimize critical rendering path

i. Recommendation: Streamline the critical rendering path to ensure a faster initial page render.

ii. Implementation: Minimize and prioritize critical resources, use asynchronous loading for non-essential scripts, and optimize the order of resource loading.

10.1.4 Implement browser caching

i. Recommendation: Use browser caching to store static resources locally, reducing the need for repeated downloads.

ii. Implementation: Set appropriate cache headers for static assets, enabling browsers to cache resources and improve subsequent page loads.

10.2 User Interaction Responsiveness

10.2.1 Ensure responsiveness for user interactions

i. Recommendation: Improve the response to user interactions to ensure that users browse the website without delays.

ii. Implementation: Optimize JavaScript execution, defer non-critical scripts, and use browser preloading techniques to reduce response time to user interactions.

10.2.2 Prioritize mobile responsiveness

i. Recommendation: Given the increasing use of mobile devices, prioritize mobile responsiveness to meet the needs of users on smartphones and tablets.

ii. Implementation: Utilize responsive design principles, test and optimize the website for various screen sizes, and ensure a seamless mobile user experience.

10.3 Visual Stability and Optimization

10.3.1 Ensure visual stability and layout orientation

i. Recommendation: Minimize unexpected layout shifts to enhance visual stability.

ii. Implementation: Ensure that elements on the page do not move unexpectedly and use proper dimensions for images and media to prevent layout shifts.

10.3.2 Compress and optimize images

i. Recommendation: Reduce image file sizes to improve loading speed and overall performance.

ii. Implementation: Use modern image formats, implement image compression, and leverage responsive images to serve appropriately sized images based on the user's device.

10.4 Resource Management and Monitoring

10.4.1 Minimize third-party scripts

i. Recommendation: Limit the use of third-party scripts to reduce their impact on page loading and rendering.

ii. Implementation: Evaluate and prioritize the necessity of third-party scripts, defer non-essential scripts, and use asynchronous loading where possible.

10.4.2 Utilize Content Delivery Networks (CDN)

i. Recommendation: Leverage CDNs to distribute content and reduce latency for users across different geographic locations.

ii. Implementation: Implement a CDN to cache and deliver static assets, ensuring faster loading times for users globally.

10.4.3 Regularly monitor and audit web performance indicators

i.   Recommendation: Continuously monitor and audit web performance indicators to identify performance bottlenecks and areas for improvement.

ii. Implementation: Use performance monitoring tools to regularly assess and address issues related to web performance indicators.

10.4.4 Conduct regular performance audits

i.   Recommendation: Conduct regular performance audits to identify and address any emerging issues related to web performance indicators.

ii. Implementation: Schedule periodic audits to assess the website's performance, identify potential bottlenecks, and implement optimizations as needed.

10.5 Analytics

To enhance the digital presence and performance of Government websites and applications, the integration of robust analytics tools is imperative. Web analytics plays a pivotal role in capturing and analysing essential data points related to web traffic, thereby facilitating informed decision-making and continuous improvement. By leveraging web analytics tool, website owners can gain insights into user demographics, overall site performance, and traffic patterns, fostering a data-driven approach to optimize the online experience for citizens.

10.6 Key pointers

10.6.1 Integration of analytics tools

Website owners are encouraged to seamlessly integrate reputable analytics tools to gather comprehensive data on user interactions and engagement.

10.6.2 User demographic analysis

Employ analytics tools to delve into user demographics, including geographic locations, age groups, and devices used. This data is vital for tailoring content and services to the diverse needs of the audience.

10.6.3 Overview of website performance

Regularly review the overview section of analytics tools to assess Key Performance Indicators (KPIs) such as page views, bounce rates, and average session duration. This insight provides a snapshot of the website's overall health.

10.6.4 Traffic analysis

Leverage analytics tools to conduct in-depth traffic analysis, examining the sources of traffic, popular pages, and user journeys. Understanding how users navigate the site aids in optimizing content placement and improving user experience.

10.6.5 Page-specific metrics

Focus on page-specific metrics like page load times and exit rates to identify and rectify potential bottlenecks. A fast and responsive website contributes significantly to user satisfaction.

10.6.6 Regular reporting and review

Establish a routine for reviewing analytics reports, ensuring that insights are regularly analysed and acted upon. Timely adjustments based on analytics data contribute to continuous improvement and user satisfaction.

Maintaining a positive user experience is a continuous process, and the Government entity must take active steps to ensure their website's compliance with the latest technological developments for UX improvement. For regular updates on UX development best practices, Ministries/Departments can refer to latest releases and guidelines from competent authorities.

ANNEXURE

A. Ministry or Department website

This section focuses on the application of the elements that are defined in the DBIM Chapters for the specific use case of a Ministry and Department website. This is detailed out with a focus on placing user experience at the heart of the design.

The key principles that define the design of the Ministry/Department website are as follows:

i. **No scroll homepage:** Engages users with impactful visual modules, prioritizing visual communication over textual display and minimizing cognitive load to the users.

ii. **3 click approach:** Streamlines navigation through an information architecture enabling users to reach desired content, information, services etc. in three clicks or fewer.

iii. **AI-powered search:** Employs AI-powered search with multilingual translation and language detection functionality, for precise and efficient information retrieval.

iv. **Persona led navigation:** Tailored content delivery by aligning with user personas, ensuring relevance and personalization.

To ensure harmonization in the digital presence, it is mandatory for all ministries/departments to create and maintain their own website and social media handles across X (previously Twitter), Instagram, Facebook and YouTube.

A.1 Content Grouping

This section specifies recommedations on strategically harmonised information architecture, as it serves as the foundational framework to enhance user understanding and navigation. Strategically designing the information hierarchy is required to streamline access to critical Government information, enhance user understanding and navigation.

Content grouping involves categorizing related information into cohesive groups, facilitating intuitive navigation and ensuring that users can easily locate and understand the diverse array of content offered through the websites.

A.1.1 Header

Refer <u>Section 5.4</u> to identify the header design appropriate to the Ministry/Department.

A.1.2 Homepage design

The homepage design is rooted in a no-scroll bento box concept to keep the user engaged on a single screen. The bento box layout offers a visually appealing, organized, and flexible solution to effectively showcase the content. This approach ensures:

- **Visual harmony:** The bento box layout creates a sense of balance and symmetry, ensuring visual coherence.
- **Content prioritization**: Dividing the homepage into compartments allows for clear definition and display of key content areas.
- **Responsive design:** Adapts seamlessly to various screen sizes and devices, ensuring consistent user experience.
- **Visual storytelling:** Each compartment offers an opportunity for engaging visual communication of key information.

The homepage content is grouped into 5 main categories as indicated in the image below:

- Ministries/Departments must identify the content that would be assigned or prioritized to these content groups on their homepage.
- The placement of the content is fixed and must be placed in the assigned section only.
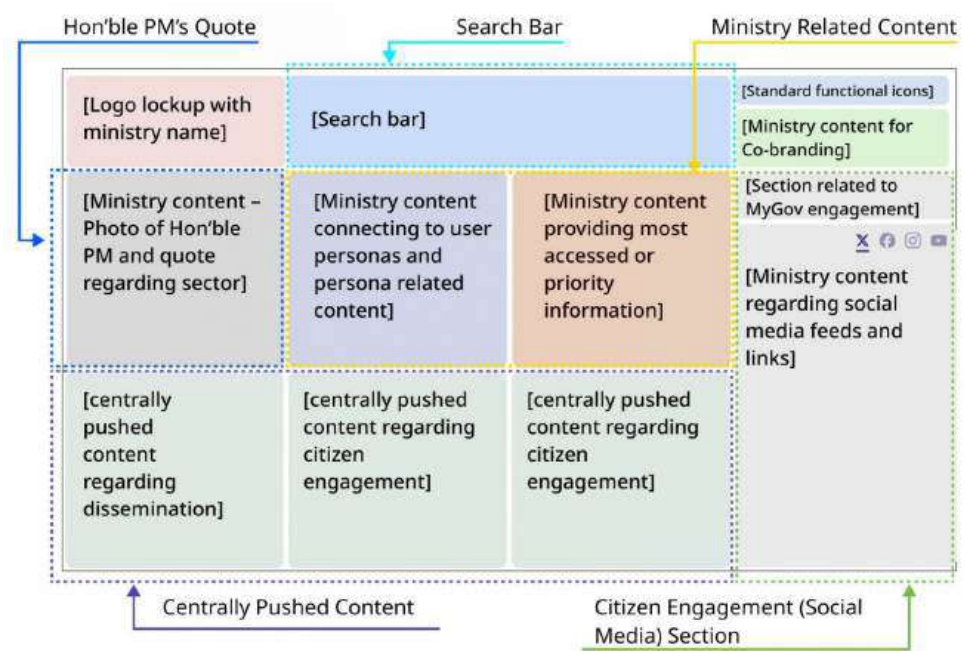

Figure -38: Illustrative content grouping for the Homepage

Figure -39: Illustrative content for the homepage of Ministry of Electronics and Information Technology.

A.1.3 Navigation menu

The menu is organized into 5 groups, as shown in the image below. Ministries/Departments are responsible for identifying relevant content under each group for proper placement. The second-level information may vary for each Ministry/Department, allowing them the discretion to add or remove sections as needed.

Level 1	Level 2	Level 3
Ministry	About Us	
	Our Team	
	Our Performance	
	Our Organizations	
Offering	Schemes and Services	Scheme/Service detailed page
	Competitions and Awards	Competition page
	International Collaborations	
	Careers	
	Tenders	
Documents	Reports	
	Acts and Policies (to include Guidelines too)	
	Orders and Notices	
	Publications (to include eBooks)	
Resources	Photos	Album page
	Videos	
	Brochures	
	Presentations	
	Podcasts	
Connect	Directory	
	RTI	
	Grievance Redressal	
	Public Consultation	
	Parliament Questions	
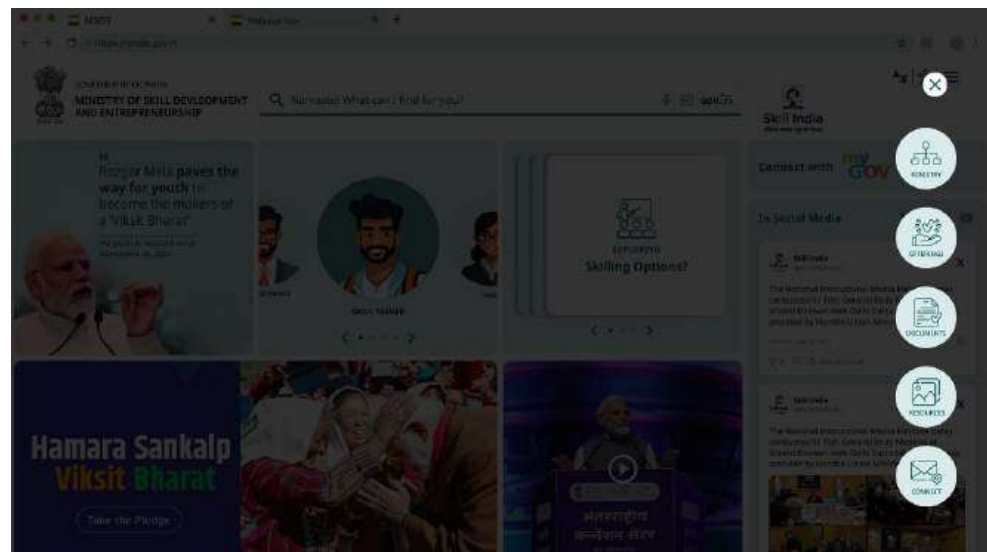
Figure -40: Illustrative content grouping for the navigation menu for Ministry of Skill Development and Entrepreneurship

A.1.4 Footer

The footer will not be present in the homepage but must be visible in all the inner pages of the website. Ministries/Departments must identify the relevant pages that align with the pages mentioned in table below and link them in the footer illustrated in Image. The footer component must align to the one mentioned in Section 5.5.
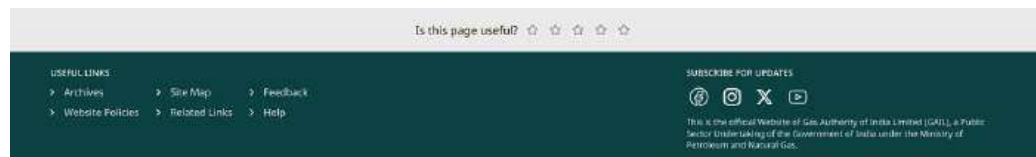

Figure -41: Indicative footer

Figure -42: Illustrative footer for an exemplar website

A.2 Navigation & Information architecture

The website's information architecture is structured to help visitors easily find relevant content in a user-friendly manner. To achieve this, 3 methods of content navigation to be designed and implemented on the website.

A.2.1 Persona-based information navigation

User personas enable an efficient navigation of websites as they represent the needs, behaviours, and goals of the primary user base. When personas are factored into website design and organization, the website's

structural layout aligns better with user expectations and browsing habits, creating a more intuitive user experience.

Personas allow users to find content tailored specifically to their needs. This ensures that users are more likely to find what they are looking for, enhancing the website's usability and user satisfaction levels.

- Key personas

To ensure consistency of user experience across different sites, certain user personas are designated as common across all Ministries/Departments, that are:

i. Media
ii. Researcher

- Additional Government entity specific personas

Ministries/Departments can have specific persona types relevant to their focus. Some persona examples are given below. The Digital Brand Experience Toolkit website has a library of persona illustrations curated for each of the central ministries and departments. If the government entity has identified a persona for which the persona illustration is not available in the toolkit, they can submit a request for the same in the Digital Brand Experience Toolkit website. For example:

i. Ministry of Health and Family Welfare (MoHFW): **Healthcare Seeker**
ii. Ministry of Electronics and Information Technology (MeitY): **IT Professional**
iii. Ministry of Skill Development and Entrepreneurship (MSDE): **Skill Seeker**

A.2.2 Menu-based information navigation

This menu has been redefined to achieve the following objectives:

i. **Simplification:** The information has been bucketed into 5 main categories to reduce the cognitive load.
ii. **Consistency:** Content buckets efficiently encapsulate all information, ensuring a comprehensive yet concise presentation.
iii. **Engagement:** The minimalistic approach encourages users to explore internal pages, fostering a more interactive and informative website experience.

Figure -43: Navigation menu categories
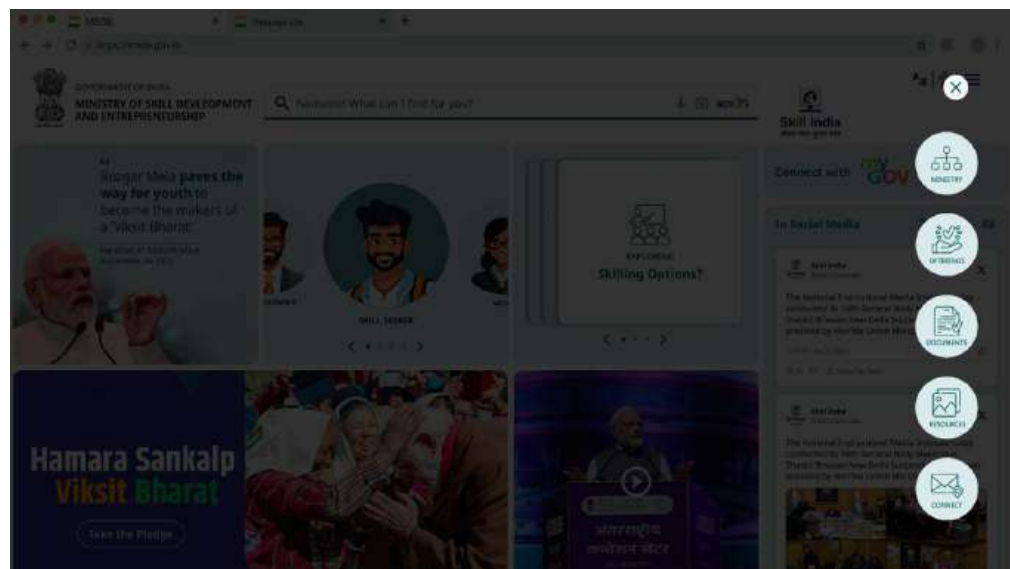
Figure -44: Illustrative navigation menu for the Ministry of Skill Development and Entrepreneurship

A.2.3 Search navigation

The search bar is now AI-powered for a more natural and interactive engagement, which supports multilingual inputs via integration of multilingual translation tools offered by Bhashini. AI integration allows the search function to continuously learn from user inputs and enhance its query response capabilities.

A.3 Content tagging (discoverability)

Content Management Systems (CMSs) often have built-in tagging and categorization functionalities. These are essential features that ensure content is organized and easily retrievable, greatly enhancing the usefulness of the CMS. The tagging system plays a key role in the search capabilities of Government entity-specific search mechanisms, as it allows the search function to pinpoint specific information on the queries.

Content posted on the CMS must contain the following tags:

A.3.1 Information type tagging

The CMS must tag every content piece by the type of information it represents. Examples include 'Policy', 'Form', 'News Update', 'Guideline', and 'Event' among others. This will aid in narrowing down search results to the exact form of content the user is seeking.

A.3.2 Persona-based tagging

For each user persona identified, a series of associated tags must be prepared. For instance, under the 'Business Owner' persona, tags might include 'startup grants', 'business regulations', and 'taxation'. These tags must be applied to all relevant content in the CMS. Combined with Government entity-specific and information type tags, Persona-based tags will guide users to find precise information as per their requirement.

A.3.3 Government entity-specific tagging

All content posted to websites will automatically be tagged as belonging to said Government entity.

Use case – User Personas on Government entity website

Persona type: Business Owner

Visiting: Ministry of Electronics and Information Technology (MeitY)

Intent: To find app development and re-engineering guidelines.

- Upon landing on the site, the User Persona selection tile invites the user to identify their user persona to tailor their browsing experience. In this case, they would select "Business Owner".
- On selection of the user persona, the user is redirected to a webpage where recommended content for their persona is presented in buckets. In this example, the user selecting "Business Owner" would be presented with categories like guidelines, tenders and others based on the content tags.
- On selection of a preferred category, which in this case would be, the user is presented with a list of published documents tagged as and containing the keyword 'Guidelines'.
- From the options presented, the user selects the most relevant one - let's assume it's a PDF document titled "Application development and re-engineering guidelines". The user can now easily download or read this document directly on the site.

The Government entity-specific, scheme-specific, persona-based, and information-type tagging ensures the user gets highly tailored and relevant results. Detailed tagging within the CMS allows the search function to retrieve the most relevant resources, eliminating time-consuming and irrelevant browsing. The success of this process hinges on thorough, consistent, and accurate content tagging and review when the content is uploaded or created in the CMS, demonstrating the vital role that effective content management plays in enhancing user experience.

A.4 Profile based recommendations/personalization

Building a personalized experience for users interacting with government websites and services is crucial for enhancing engagement and service delivery. However, it is equally important to prioritize user privacy and control over their data. These recommendations focus on user-friendly implementation of profile-based recommendations/ personalization while adhering to Indian and global standards.
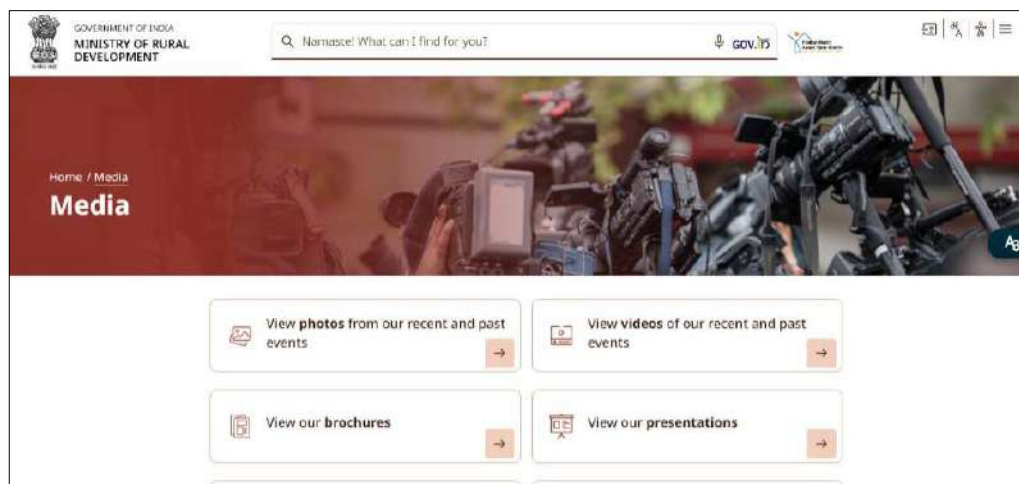
Figure -45:Illustrative page for "Media" persona for Ministry of Rural Development

A.4.1 Data collection and usage

A.4.1.1 Explicit consent

i.   Obtain clear and unambiguous consent from users in their preferred language before collecting data for personalization.

ii. Use plain language, avoid pre-checked boxes, and offer detailed information about data usage and potential consequences, to maintain compliance with the Digital Personal Data Protection Act of 2023.

A.4.1.2 Cookie management

i.   Cookies are required to save user preferences for language, accessibility settings (if any), site analytics, and user personas selected.

ii. Under the Digital Personal Data Protection Act of 2023, websites must present a clearly identifiable but unobtrusive cookie notification panel for the user to accept, reject or customize cookies being saved.

iii. Types of cookies for Ministry/Department websites:

A.4.1.3 Essential cookies

i.   Session cookies: Session cookies help the Ministry/Departments track a user's session. Session cookies are deleted after a user's session ends — once they log out of

their account on a website or exit the website. Session cookies have no expiration date, which signifies to the browser that they should be deleted once the session is over.

ii. Persistent cookies: Unlike session cookies, persistent cookies will remain in a user's browser for a predetermined length of time. Persistent cookies always contain an expiration date.

A.4.1.4 Non-essential cookies (require user consent)

i. **Preference/functionality cookies**
These cookies allow a website to remember choices you have made in the past, like what language you prefer or accessibility preferences. They allow a website to remember information about the user's visit, which can both make it easier to visit the site again and make the site more useful to the user.

ii. **Tracking cookies**

Tracking cookies record user activity, and browsers send this record to the associated tracking service the next time they load a website that uses that tracking service. These cookies contribute to the Ministry/Departments analytics dashboard as it helps in measuring KPIs like time spent on page, repeat site visitors etc.

iii. **Social networking tracking cookies**

Social network tracking cookies allow users to share content on social media, and help link the activity between a website and a third-party sharing platform.

A.4.1.5 Granular control

i. Allow users to choose which specific data points (e.g. location, browsing history) they are comfortable sharing for personalization purposes.

ii. Offer opt-in/opt-out options for different types of data collection.

iii. Provide a readily accessible and understandable privacy policy explaining data collection, storage, usage, and user rights.

A.4.1.6 Data minimization and purpose definition

    i.   Collect only the minimum data necessary for achieving the intended personalization benefit. Avoid unnecessary data collection and storage.

    ii.   Clearly define and communicate the purpose of data collection for personalization. Ensure its usage aligns with user consent and expectations.

A.4.1.7 Recommendations and personalization

    i.   Inform users about personalized recommendations they receive and explain the rationale behind those.

    ii.   Offers opt-out and control options for cookies used for personalization. Allow users to disable personalization altogether or adjust its parameters.

Example: Users may opt in to preserve language preferences but would prefer to opt out of cookies used for tracking.

A.4.2 Security and storage

    i.   Implement robust security measures to protect user data from unauthorized access, leakage, or breaches. Regularly update security systems and adhere to best practices in compliance with the Guidelines for Indian Government Websites (GIGW 3.0).

    ii.   Store user data securely within Indian jurisdiction, complying with data localization requirements as per Government of India. Minimize data retention periods and anonymize/delete data promptly when no longer required.

A.4.3 Accessibility and multilingual support

    i.   Ensure personalization features are accessible to users with disabilities and those using assistive technologies. Comply with GIGW 3.0 accessibility guidelines.

    ii.   Support multiple Indian languages to ensure access and inclusivity for diverse user groups. Consider translation of content and interfaces for wider reach.

A.5 UI Design: Templates, Grids, Accents, Colours

For the UI design of the website, Ministries/Departments must adhere to a set of core principles:

    i.   **Clarity:** ensuring ease of understanding
    ii.   **Consistency:** maintaining uniformity across elements
    iii.   **Intuitiveness**: creating a user-friendly and easily navigable experience

By embracing these guiding principles, a user interface delivered is visually cohesive and aesthetically pleasing along with ensuring a seamless and user-friendly experience across the various digital interfaces of the Ministries/Departments. Templates for each page are designed to maintain structural, visual and linguistic consistency to harmonize the websites while also enhancing the user experience.

Responsive design

The Government entity website templates have been mindfully designed to ensure mobile responsiveness. The website and all its functionalities are aligned to ensure seamless integration into varied screen sizes and maintain consistency in the user experience over multiple screens.
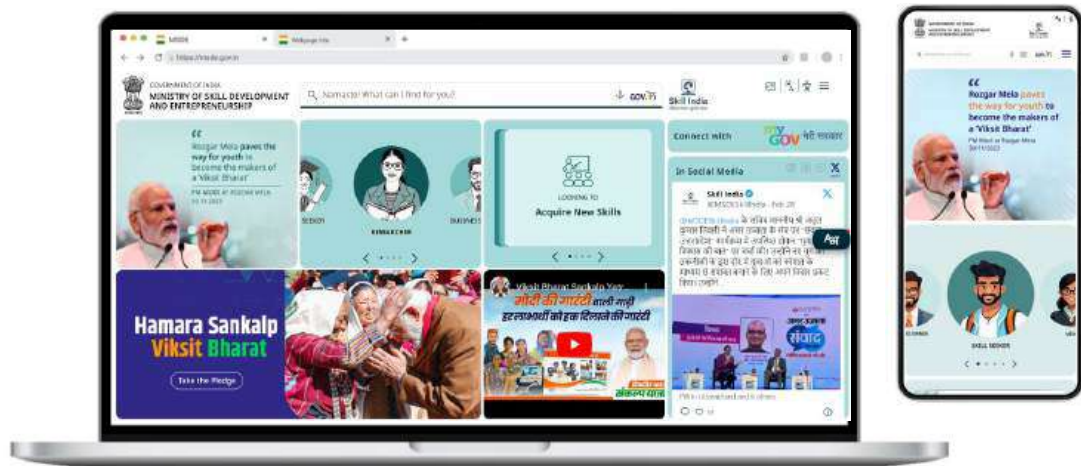
Figure -46: Illustrative exemplar websites on different devices

A.5.1 Website homepage

A.5.1.1 Ministry/Department homepage

i.   The Ministries/Departments must follow the template for the website provided and as illustrated in the Figure -47.

ii.   Application of the colours from the selected colour group of the primary palette to be as indicated in the image.

iii. The background colour of the tile with the hon'ble PM image and quote must match the lighter tones of the selected colour group. The colour of the text must be the key colour (darkest shade) in the colour group. The PM quote image can be accessed from the Digital Brand Experience Toolkit website under the section "Visual Library>Images".
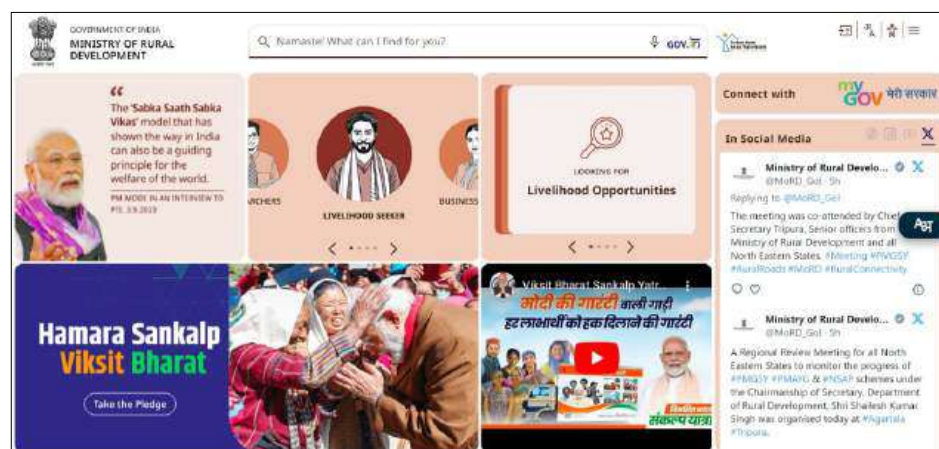
Figure -47: Illustrative content for Homepage for Ministry of Rural Development

A.5.1.2 Single page ministry website

i.   Ministries with multiple departments and a single page website must follow the template for the website as illustrated in the Figure -48.

ii.   Departments must showcase as clickable tiles and on clicking will link to the respective department website.
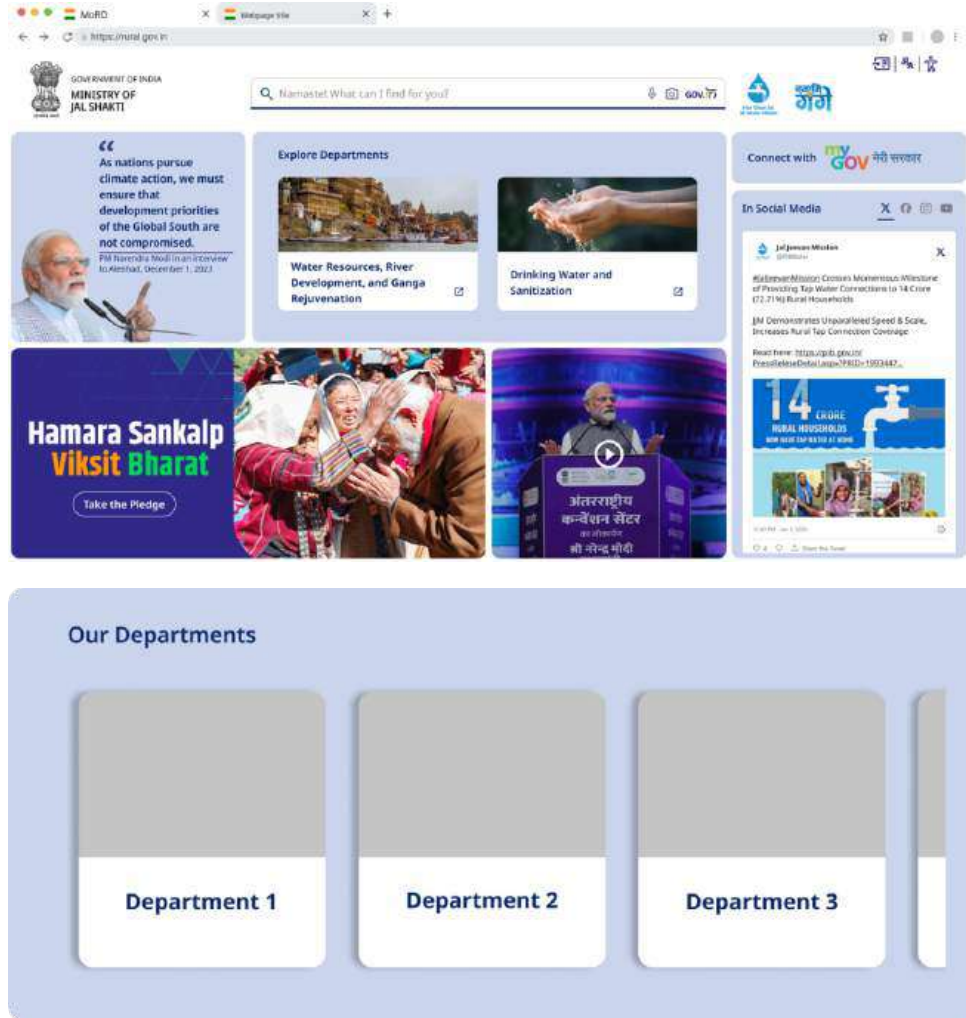
Figure -48: Illustrative homepage for Ministry of Jal Shakti and illustrative department card with multiple departments

A.5.2 Offerings

This section comprises details about the Government entity's offerings such as

   i.   Schemes & Services

  ii.   Tenders

 iii.   Vacancies

 iv.   Competitions & Awards, International Collaborations, etc. (Additional headers for ministry specific content)

A.5.2.1 Schemes and services

The schemes and services section of the Government entity has been detailed over Level 2 (L2) and Level 3 (L3) pages. The intent is that all Government schemes and services shall be bucketed under this head only. They shall not be spread over any other pages irrespective of the Department, Division or Organization that is anchoring the schemes or services.

Figure -49: Illustrative L2 page for Schemes and service for MeitY

This page consists of all the schemes and services offered by the Government entity. The main L2 page layout is in 2 tile formats as depicted in Figure -49. The user will be redirected to the L3 page of the scheme with further details upon clicking the chevron button.

The key information on the L2 page must be under following heads:

i.   Name/Title of the schemes or service is maximum up to 100 characters

ii.   Logo is in Jpeg/Jpg, PNG or SVG format only

iii.   Images for the card component which may be used in schemes and services, or any other such offerings (like competitions and awards, initiatives etc.) must be maximum up to 100KB

iv. Images must not be scaled and must be optimized before publishing on the digital platform

v. Short introduction is maximum up to 200 Characters

vi. Description is maximum up to 1000 characters

vii. Eligibility criteria is maximum up to 200 characters

Figure -50: Illustrative L3 page for Schemes and service for MeitY

The L3 page consists of the details for a specific scheme or service as illustrated in Figure -50. The details in this page must be as under:

i. Name of the scheme is maximum up to 100 characters

ii. Schemes introduction is maximum up to 1000 characters

iii. Eligibility criteria is maximum up to 400 characters

iv. Component title is maximum up to 20 characters

v. Component description is maximum up to 1000 characters

vi. Website link must be valid and secure (HTTPS)

vii. Scheme versions to be provided as active links to the scheme version page

Additionally, it is recommended to follow these best practices:

i. Other relevant documents to be provided in accessible PDF format.

ii. Have relevant metadata persona specific tags and keywords to improve searchability and categorization.

A.5.2.2 Vacancies

This page consists of all listing for job opportunities in the Government entity. The Ministries/Departments must ensure that:

i. Designation/position is maximum up to 20 characters

ii. Summary is maximum up to 200 words

iii. Eligibility criteria is maximum up to 100 characters

iv. Pay scale/salary in INR is maximum up to 50 characters

v. Supporting documents are accessible high resolution PDFs allowing easy readability and printing

vi. External links, if any-are valid and secure (HTTPS)

Additionally, it is recommended to follow these best practices:

i. PDF size is maximum up to 5 MB

ii. Have relevant metadata persona specific tags and keywords to improve searchability and categorization
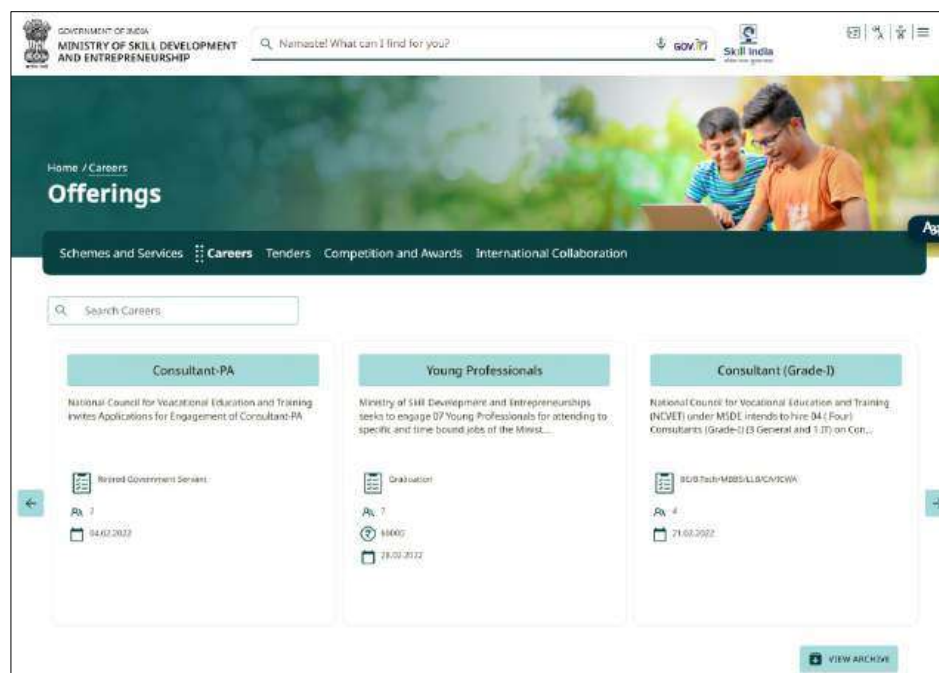
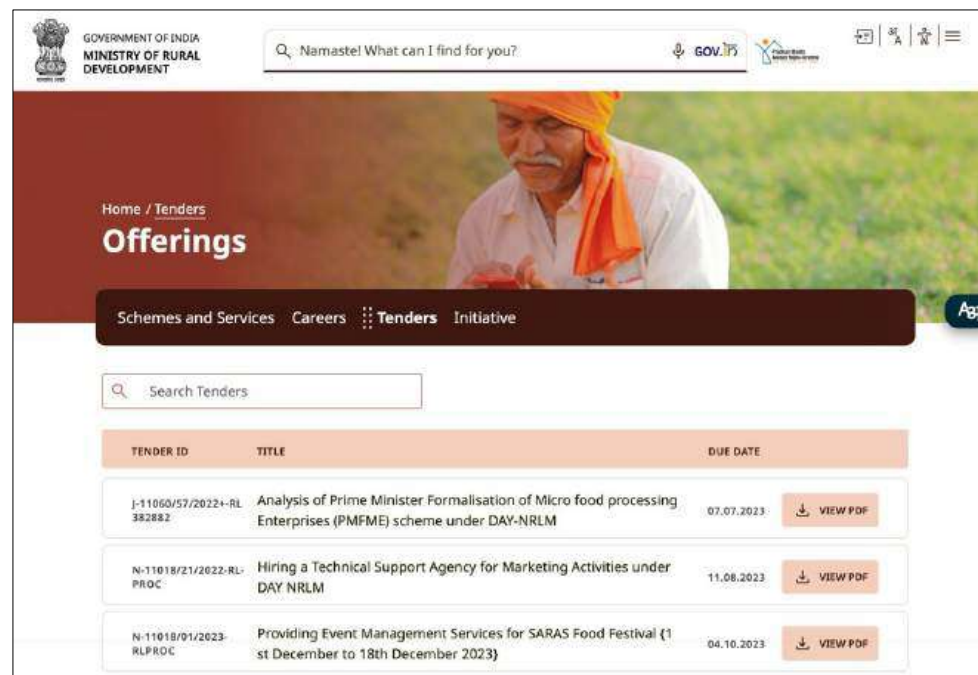*Figure -51: Illustrative L2 page for Vacancies for MSDE*

A.5.2.3 Tenders

This page consists of all the tenders floated by the Government entity. Any updates to the tender or corrigendums get attached to the main tender ID for easy access. While uploading details for the tender, it must be ensured that:

i.   Tender name is maximum up to 100 characters
ii. Link of the tender portal is provided
iii. Due date mentioned in DD.MM.YYYY format
iv. Tender ID is error free and maximum up to 50 characters
v.   Downloadable resources are in in accessible PDF format

Additionally, it is recommended to follow these best practices:

i.   Recommended PDF size is maximum up to 5 MB
ii. Have relevant metadata persona specific tags and keywords to improve searchability and categorization

Figure -52: Illustrative L2 page for tenders for MoRD

A.5.3 Documents

This section comprises of resources such as:

    i. Reports
    ii. Acts and Policies
    iii. Orders and Notices
    iv. Publications

All recurring documents such as annual reports, monthly reports etc. must be attached to the master document and showcased as versions that will be visible in the dropdown. While adding content and uploading relevant information for these sections, the Ministries/Departments must provide the following:

    i. Title is maximum up to 250 characters
    ii. Versioning (with date of release) of periodic documents
    iii. Document published date is provided in DD.MM.YYYY format
    iv. Archiving is done as per table in section A.5.8
    v. Documents are uploaded as accessible PDFs

Additionally, it is recommended to follow these best practices:

    i. Recommended file size is maximum up to 50 MB for optimum performance
    ii. Document must be readable and must print clearly
    iii. Provide relevant metadata such as title, author, description, persona specific tags and keywords to improve searchability and categorization
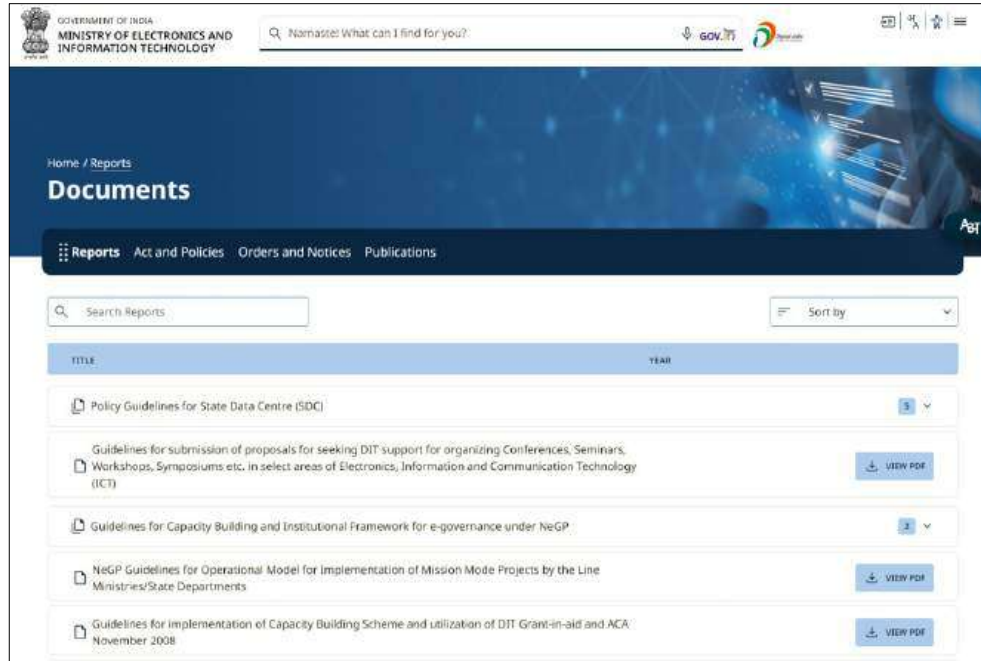
Figure -53: Illustrative L2 page for reports in MietY

Figure -54: Illustrative L2 page for publications in Ministry of Skill Development and Entrepreneurship

A.5.4 Resources

This section comprises recommendations with respect to management of multimedia resources such as:

i.   Images
ii.   Videos
iii.   Brochures
iv.   Podcasts

A.5.4.1 Images

While uploading images, it must be ensured that:

i.   Images are maintained as an album and tagged with caption and date of the image taken
ii.   Album title is maximum up to 250 characters
iii.   Date in DD.MM.YYYY format
iv.   Images are maximum up to 5MB
v.   Archival policy as defined in section A.5.8
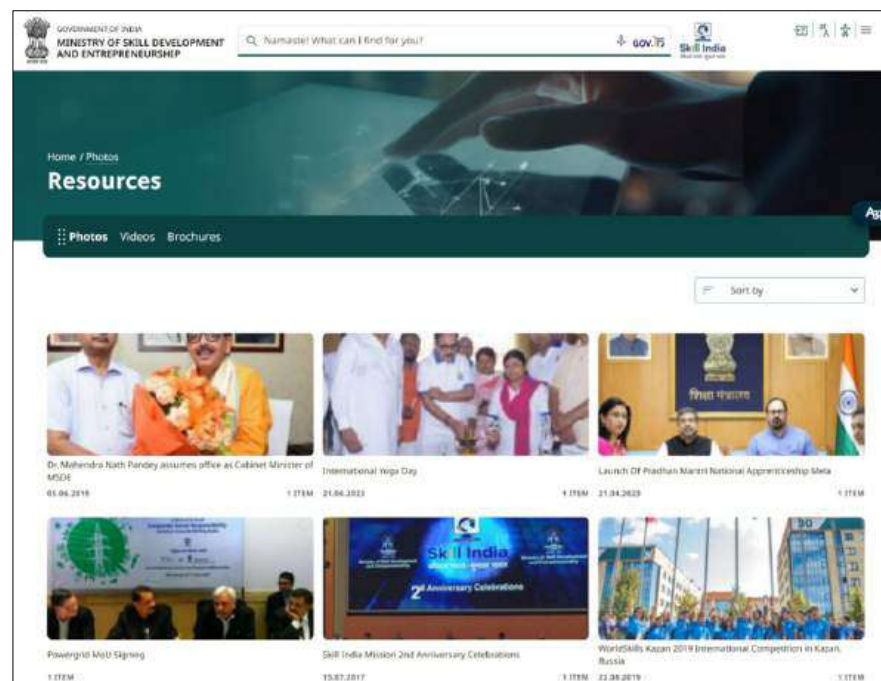vi.   Provide relevant metadata persona specific tags and keywords to improve searchability and categorization

Figure -55: Illustrative L2 page for Photos in Ministry of Skill Development and Entrepreneurship

A.5.4.2 Videos

While adding content in this section, it must be ensured that:

i.   Videos have appropriate captioning(subtitles) and date
ii.   Video title is maximum up to 400 characters
iii.   Date is in DD.MM.YYYY format
iv.   Provide the URL that connects to the website hosting the video
v.   Archival policy as defined in section A.5.8

Additionally, it is recommended to follow these best practices:

i.   Videos to be free from any watermarks
ii.   Videos to be free from overlay text
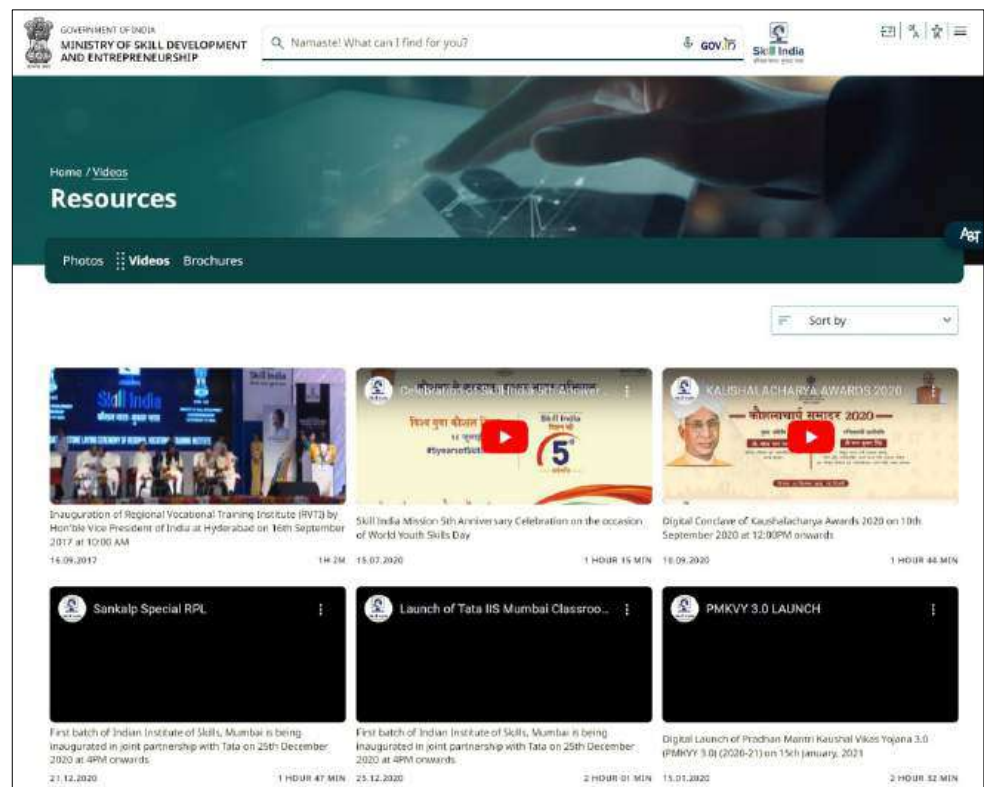iii.   Provide relevant metadata persona specific tags and keywords to improve searchability and categorization

Figure -56: Illustrative L2 page for Videos in Ministry of Skill Development and Entrepreneurship

A.5.4.3 Brochures

While adding brochures, it must be ensured that:

i.   Are in high resolution PDF format
ii.   Title is maximum up to 250 characters
iii.   Brochures have date in DD.MM.YYYY format
iv.   Archival policy as defined in section A.5.8

Additionally, it is recommended to follow these best practices:

i.   Recommended PDF size –maximum up to 50 MB
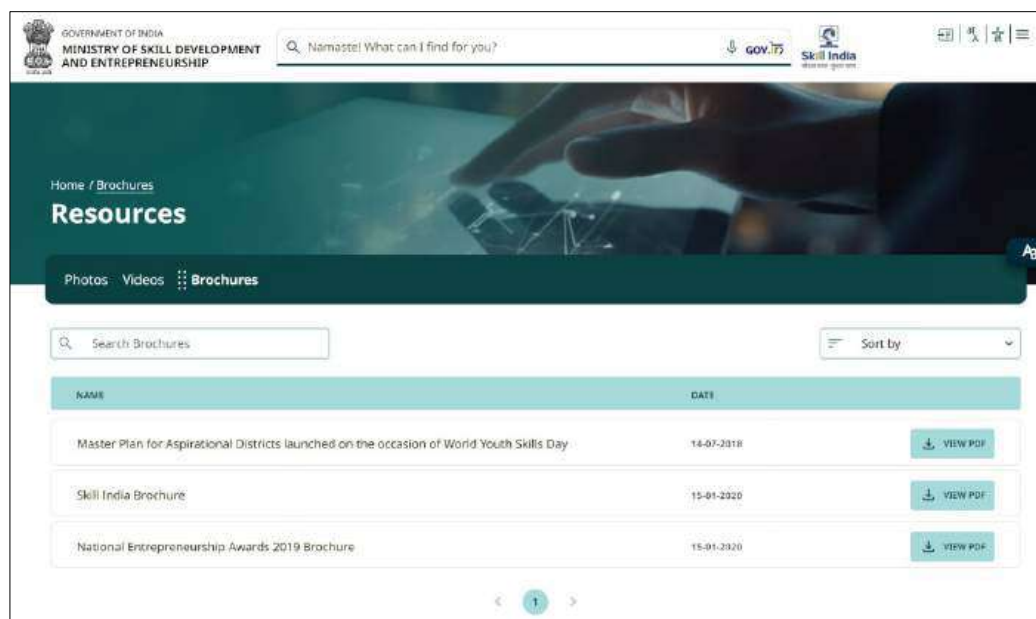ii.   Provide relevant metadata persona specific tags and keywords to improve searchability and categorization

Figure -57: Illustrative L2 page for Brochures in Ministry of Skill Development and Entrepreneurship

A.5.4.4 Podcasts

While adding podcasts, it must be ensured that:

i.   Podcasts have appropriate transcripts/captioning(subtitles) and date
ii.   Content format MP3 or FLAC
iii.   Title maximum up to 250 characters
iv.   Podcasts have date in DD.MM.YYYY format
v.   Provide the URL that connects to the website hosting the podcast

vi.   Archival policy as defined in section A.5.8

Additionally, it is recommended to follow these best practices:

i.   Recommended file size for a 30 min podcast is maximum up to 200 MB
ii.   Include relevant metadata such as title, description, persona specific tags and keywords to improve searchability and categorization.

A.5.5 Our Ministry/Department

This section comprises of details about the Government entity such as:

i.   About Us: About the Ministry, vision, mission, objectives, functions, citizen charter, etc.
ii.   Our Team: Organization structure or organogram
iii.   Our Performance: Performance dashboard of ministry schemes and services
iv.   Our organizations: listing of the divisions, departments, groups, Organizations and attached offices, etc.

A.5.5.1 About us

This section provides a general overview of the Government entity and its functions. The Ministries/Departments must ensure:

i.   Objectives and functions are synthesized, in bullet points
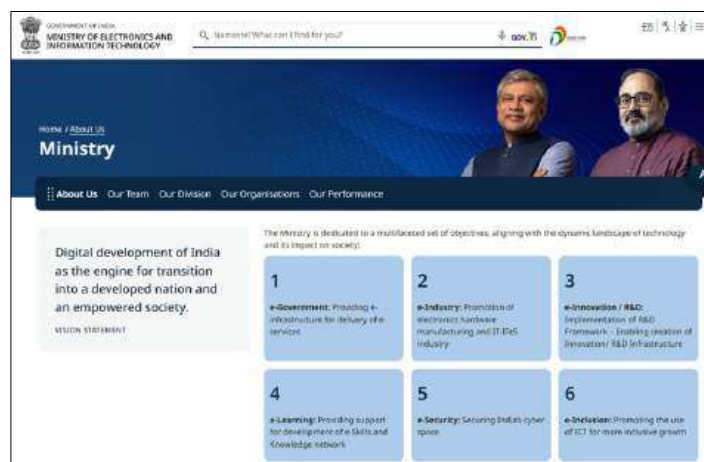ii.   All content is up to date and fact checked

Figure -58: Illustrative L2 page for About Us in MietY

A.5.5.2 Our team

This section has details about the organization structure such as the organogram. The organogram is made interactive to make it easier for the reader to understand the organization structure. To ensure a good user experience it is essential to:

i.   Use correct names of Ministers and their portfolios
ii.   Use appropriate titles (Dr., Shri, Smt., Mr., Ms.) uniformly
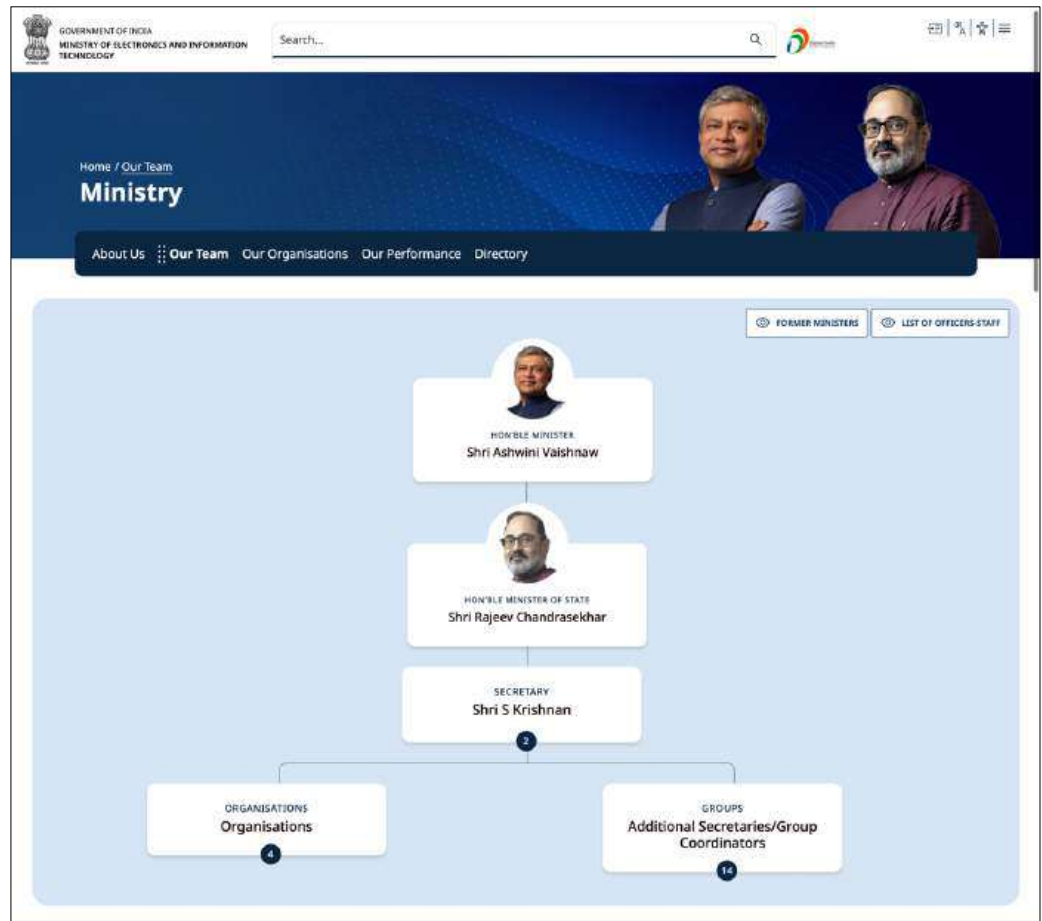iii. Depict the correct hierarchy

Figure -59: Illustrative L2 page for Our Team in MietY

A.5.5.3 Our performance

This section provides a general overview of the key services, schemes and programs by the Ministries/Departments and external links for their performance dashboard. Ministries/Departments must ensure:

i. Usage of correct name of services, schemes and programs.
ii. Accurate logos in correct proportions (if available) are used.
iii. Logos are in Jpeg/Jpg, PNG, SVG or WEBP format and maximum up to 2 MB size.

Figure -60: Illustrative L2 page for Our Performance in Department of Agriculture and Farmer's Welfare

A.5.5.4 Our organization(s)

This section provides details about the Divisions, Departments, Groups, and Organizations of the ministries. The website user can get an overview of the organization in this page or get redirected to other websites linked to the Ministries/Departments. While uploading the information, it must be ensured:

i. Name of divisions, departments and organizations are correct.
ii. Active and correct hyperlinks to the website are provided.
iii. Logo for the government entity is accurate.
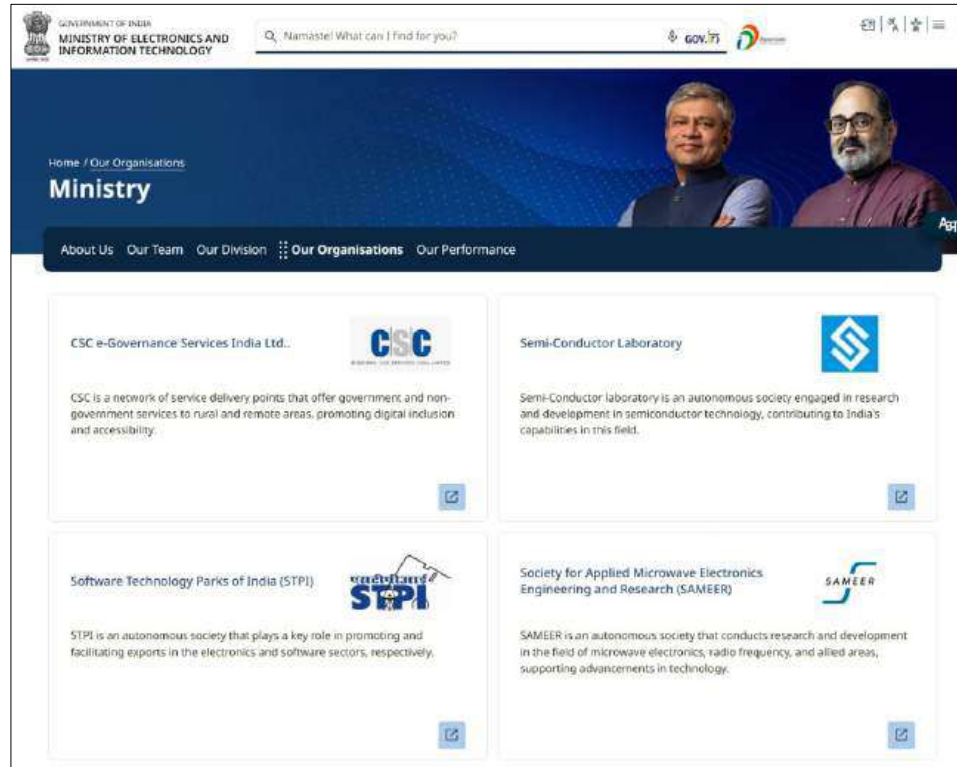iv. Logos are in Jpeg/Jpg, PNG, SVG or WEBP format and maximum up to 2 MB size.

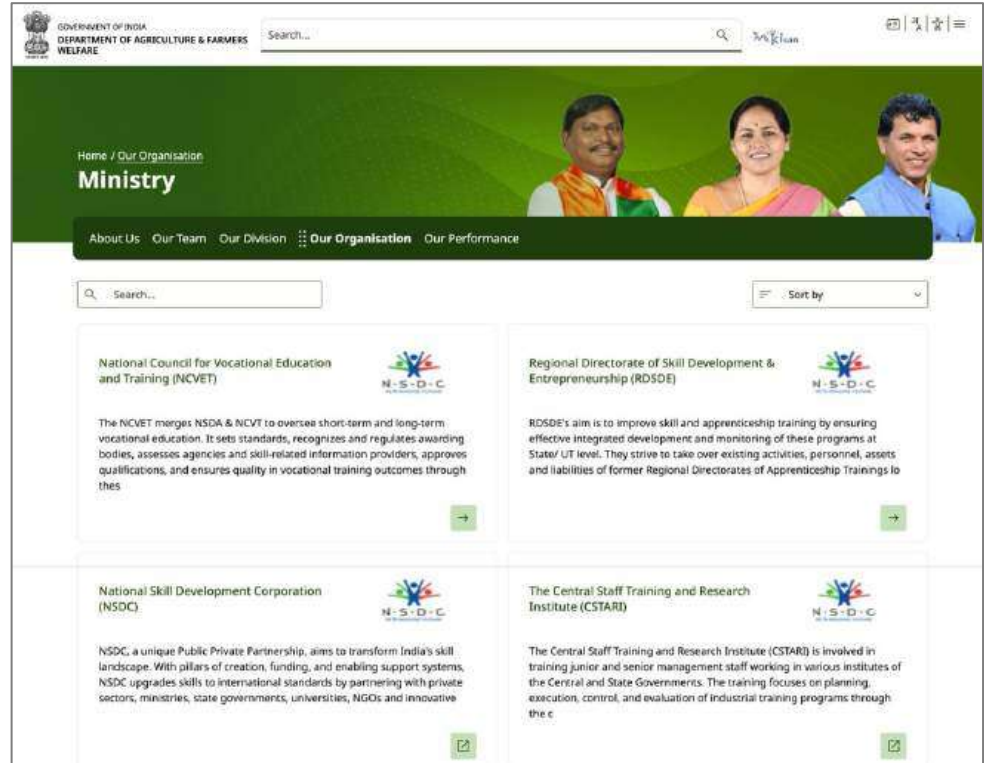*Figure -61: Illustrative L2 page for Our organizations in MietY*

Figure -62: Illustrative L2 page for Our organizations in Ministry of Agriculture and Farmer Welfare

A.5.6 Connect

This section consists of means through which the website user can connect with the Government entity. The section comprises of:

   i.   Directory
   ii.   RTI
   iii. Grievance Redressal
   iv. Citizen Engagement
   v.   Parliament Questions
   vi. Visitor Pass

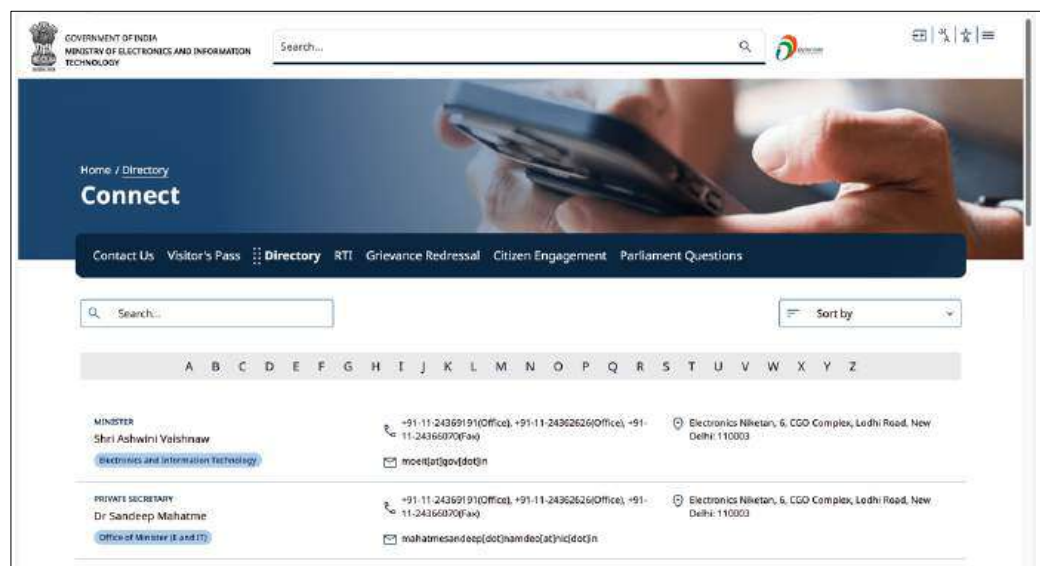*Figure -63: Illustrative L2 page for Directory in MietY*

Common recommendations:

   i.   Information on contact details of Chief Information Officer, Web Information Manager, Appellate Authority & Public Information Officer are accurate without any typographical errors.
   ii.   Geotagging must be accurate to aid the website user in locating the Government entity offices easily.

A.5.7 Dashboard

A distinct colour palette has been developed to illustrate the data in the performance dashboard. The palette must be used in the graphs only. Refer to Figure -64 for the graph colour palette.

#F98981	#F76560	#F53F3F	#CB272D	#A1151E
#FFB65D	#FF9A2E	#FF7D00	#D25F00	#A64500
#FADC6D	#F9CC45	#F7BA1E	#CC9213	#A26D0A
#4CD263	#23C343	#00B42A	#009A29	#008026
#5EDFD6	#37D4CF	#14C9C9	#0DA5AA	#07828B
#6AA1FF	#4080FF	#165DFF	#0DA5AA	#072CA6
#A871E3	#8D4EDA	#722ED1	#551DB0	#3C108F
#F979B7	#F754A8	#F5319D	#CB1E83	#A11069

Figure -64: Graph colour palette

6 chart styles have been defined for the performance dashboard. The types of graphs must be selected from the reference graph style illustrated in Figure -65.
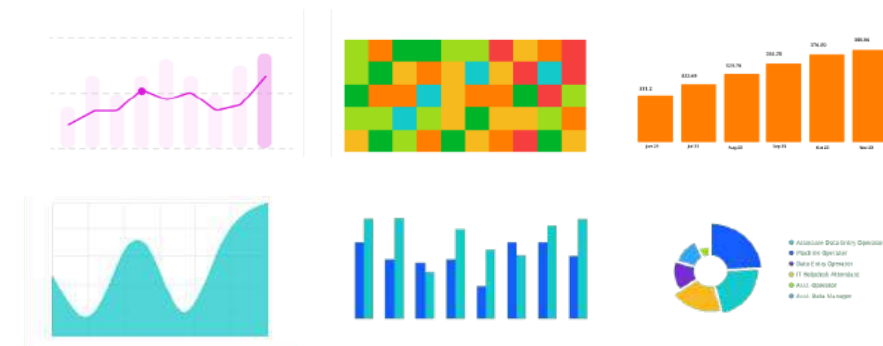
Graph style

Figure -65: Illustrative graph chart styles

A.5.8 Archival policy

S. No.	Content Element	Entry Policy	Exit Policy
1	Policies	Discontinuation of Policy by the Government	Perpetual (10 years) to be always available in the acts/rules section.
2	Acts/Rules	Issued through the gazette notification/ Passed by the Government	Perpetual (10 years) to be always available in the acts/rules section.
3	Circular/ Notifications	Overruling Office Memorandum or Notification issued.	Five (05) years since date of discontinuation.
4	Documents/ Publications/ Reports	Completion of its validity period.	Perpetual (10 years) since date of entry into archival.
5	Directories/ Contact Details	Not required	Not Applicable
6	Tenders	As soon as it loses relevance.	Five (05) years since date of discontinuation.
7	Photo-gallery	As soon as it loses relevance.	Five (05) years since date of discontinuation.
8	Recruitments	Meta data about any recruitment to be achieved for a period of five years.	Automatic after the expiry of the validity period.

A.6 Terminology

Ministries/Departments are encouraged to adopt language that facilitates understanding and smooth navigation to enhance the overall user experience of their websites.

Achieving digital harmonization extends beyond visual consistency; maintaining a consistent tone is equally crucial. Ministries/Departments should employ the following methods to ensure uniformity in language across their websites.

A.6.1 PM quote related to the Government entity must be:

   i.   Captioned with the event, location and date in DD.MM.YYYY format of when the quote was spoken

   ii.   Maximum up to 110 characters

Figure -66: PM quote on home page of MSDE

Figure -67: PM quote on home page of MeitY

A.6.2 Body content:

   i.   Language must be concise

   ii.   Must utilize bullet points

   iii.   Must be fact-checked

A.6.3 CTA (Call-to-Action) text (buttons, download, view):

   i.   Single word or maximum up to 3 words to communicate action

   ii.   Use words that can be easily translated to other languages

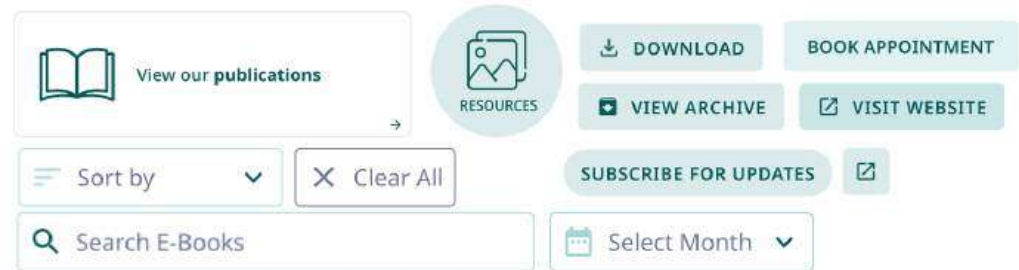   iii.   Use words that are easily understood

Figure -68: Illustrative CTA buttons used in Ministry of Skill Development and Entrepreneurship

Navigation text (breadcrumb trails, menu items and sub menu items):

    i.   Use maximum up to 5 words to communicate the L2 headers

    ii.   Use words that can be easily translated to other languages

    iii.   Use words that are easily understood

B. Mobile Apps

In today's world, mobile applications have emerged as the preferred medium for citizens to seamlessly access Government services and benefits. Need for a unified and harmonized digital experience on mobile applications across the Government's digital platforms becomes paramount. It would help in fostering trust and reliability among users for Government mobile applications. This section is aimed at ensuring consistency and usability in mobile applications for the Government.

This section contains key components, from UI design principles to enhance user experience to robust data security and privacy measures. Additionally, it covers the guidelines for application hosting. Adhering to the recommendations in this section helps in cultivating a distinctive and secure digital brand identity for mobile applications for the Government.

A single Government App store is also being created in the form of GOV.IN App Store with common branding, centralised content management, personalised service offerings, and robust security and accessibility standards.

To maintain visual and functional harmonisation throughout all the applications being built by the Government entities, it is imperative to refer to the recommendations defined in this document and GIGW 3.0. Guidelines would be applicable for new as well as the existing applications. The existing applications would be migrated to adopt the design principles defined here.

B.1 User Interface and User Experience (UI/UX) design

This section elaborates on the User Interface (UI) design to be followed by mobile App developers, to ensure cohesion and consistency across all mobile applications being built for government services and programs. Developers must adhere to relevant sections of the Digital Brand Identity Manual (DBIM) regarding fonts, colour palette, image, logo sizing and placement among other UI elements, as this allows for a consistent, harmonised design language across all apps.

B.1.1 Uniform app name and styling:

The App name, including font, colour, and size, should adhere to harmonization mentioned in the DBIM. Consistency in App naming ensures a unified branding across the GOV.IN App Store and makes it easier for the App to establish recall value. Use large and legible fonts, and avoid using too many different fonts or font sizes in the App, as it leads to cognitive overload for the user.

B.1.2 Screen size and responsiveness

Mobile screens are smaller than laptops or PCs, so it is important to avoid clutter with too much text or too many elements. Focus on the key features and functionality and make them easy to find and use. Mobile apps should be responsive and should have similar experience on all types of devices, regardless of screen size or resolution.

B.1.3 Familiar patterns

Design guidelines prescribed by mobile OS (Operating System) owners i.e. Android and iOS must be followed by all apps to ensure consistent quality across all mobile platforms.

B.1.4 Single-Sign-On

Implementation of NSSO (MeriPehchaan) – Enabling a Single Sign-On (SSO) solution across all apps, accommodating various login and authentication methods.

B.1.5 Multilingual requirement

Government apps must support English, Hindi and preferably all official languages of India.

B.1.6 User feedback and contact information

Government apps must provide users with a clear and accessible means to submit feedback or get in touch with the App's administrators for inquiries or assistance. The user should be able to navigate to the corresponding section in direct and intuitive ways to send feedback or register an inquiry on the App.

B.1.7 Integration with GOV.IN, National Portal of India and MyGov platform

Government apps must include links or integrations that connect users to the GOV.IN Platform, National Portal of India and the MyGov for convenient access to essential Government information and services.

B.1.8 Incorporation of social media profile

Government apps must include links to the official social media profiles of the concerned Government entity for enhanced engagement and communication with the users.

B.1.9 Sharing functionality

Users must have the capability to share content or information related to the App and/or information & services with other platforms (as per applicability) for promoting dissemination of valuable government resources and information across multiple platforms/mediums.

B.1.10 Central Information Publishing System

Apps must consume the APIs for publishing content through Central Information Publishing System and reserve a dedicated place on the landing page of the app as shown below.

B.1.11 Structured and device-adaptive content

The content should be organized and structured effectively to accommodate a variety of devices. Implement responsive design principles to optimize content display and readability on various screen sizes.

B.1.12 Compliance with user interface standards and regulations

Follow recognized industry UI recommendations and government guidelines such as this document, throughout the mobile application development process. Ensure that the App's design and functionality meet accessibility and usability standards mentioned in the GIGW 3.0.

B.1.13 Leveraging device features for enhanced usability

 Maximise the device's capabilities to improve user experience and accessibility. Utilize features such as GPS, voice recognition, and touch gestures to enhance the App's functionality. While doing so, it is mandatory to seek the user's permission or consent in clear and concise terms to use the features by the App with compliance of DPDP Act 2023 and other applicable laws of India.

B.1.14 Leveraging platform features for enhanced usability and accessibility

Follow platform-specific design recommendations to ensure accessibility and usability. The two dominant platforms now are the Apple iOS platform and the Google Android platform. Having versions of your app for both these platforms, as multi-platform presence encourages user onboarding.

B.1.15 Rigorous testing at multiple stages

Perform rigorous testing at all stages of the design and development process. Address any identified issues promptly to ensure a stable and user-friendly application. All apps must be tested by potential users before being made available to the public. Functions are correctly retrieved after context changes (switch to another app and return, etc), external interruptions (incoming calls or messages, etc). Optimal use of resources: battery, central processing unit, memory, data, network, etc. must be considered, as well as establishing a robust data recovery system in case of loss.

B.1.16 Informed content strategy through data

There should be proper provision in backend to capture the user preferences information for further analysis use. Utilize both quantitative and qualitative data to determine user preferences and the most sought-after content. Base the content strategy on user feedback and analytics to enhance user engagement. Such data is shared with GOV.IN through secured APIs, for overall visibility and monitoring.

B.1.17 Offline sync

App should include an offline syncing function wherever possible to ensure users in low connectivity continue to access and use the mobile app.

B.2 Data security and privacy

B.2.1 Security certification

Every app must be evaluated and certified/ complied with CERT-IN approved security guidelines.

B.2.2 User data consent protocol

Apps hosted on the Government App Store GOV.IN must seek user consent for any data collection, using a standardised template provided by the framework. Users should be informed about the practices followed

by the App for data collection and its usage. The user must be given an option to accept or decline data sharing

B.2.3 Centralized data collection

Collected user data should be stored in an encrypted manner in a secure database and the App owner will be responsible for analytics, enabling personalized information delivery to users. Centralized data collection provides a deeper understanding of user behaviour and preferences, facilitating and curating tailored services. Performance indicators on the collected user data should be provided to the concerned agencies and platforms for analytics which will further help in providing personalized information to the user.

B.2.4 Data security and privacy

Implement robust data security measures to protect user data collected by Government apps. Clearly define data handling and privacy practices to ensure user trust and comply with relevant regulations. Implement encryption mechanisms for storing, collecting, and exchanging information. Apply appropriate security measures to cybersecurity vulnerabilities in the face of possible threats to reduce the risk of being exploited. The App must ensure the user information is protected and data privacy regulations as mentioned in the DPDP Act are strictly adhered to throughout the App's lifecycle. The user must be well informed, and consent is always obtained about the user data being collected in the App and the data safety mechanisms in place to protect their information.

B.2.5 Regular compliance audits

Conduct regular audits to ensure that Government apps hosted on the Government App Store comply with data security and privacy standards. Compliance audits are essential for maintaining data integrity and protecting user privacy.

B.2.6 Data sharing transparency

Maintain transparency in data sharing practices, informing users about how their data will be used and shared. Transparent data practices build user trust and foster confidence in Government apps.

B.2.7 Continuous user engagement

Engage with users to gather feedback on their experience with government apps. Methodology and process required must be in place to capture user feedback, which is invaluable for improving App functionality and ensuring user satisfaction.

B.2.8 Responsive user support

Provide responsive user support channels for inquiries, feedback, and issue reporting. Efficient user support enhances user experience and promotes positive engagement with government apps.

Adhering to these points collectively create a foundation for government App design that prioritizes user trust, data privacy, and the effective delivery of government services and information.

B.3 Application hosting

All the mobile applications for government programs and services must be hosted on the Government App Store i.e., GOV.IN App Store. In addition to this, the applications may also be hosted on the platform specific app stores i.e. Google Play Store and Apple App Store. Defined process, security guidelines and established certifications should be followed while hosting the application on GOV.IN App Store, Google Play Store and Apple App Store.

Government Apps that follow the guidelines hosted on the GOV.IN App Store, providing a trusted source for citizens to download Government applications.

C. Social Media

Social media has emerged as a key interface for the Government to dynamically facilitate effective communication and foster citizen connectivity. Government entities at various levels are actively leveraging multiple social media platforms, be it at their level or dedicated accounts for specific schemes and programs to reach out to citizen. As these platforms become integral for disseminating information and showcasing government services, the need for harmonized communication across diverse channels becomes important.

This section covers social media management, offering recommendations for content creation, audience engagement, search optimization, and performance measurement. By establishing a standardized approach, the manual aims to not only enhance the overall effectiveness of Government communication on social media but also to cultivate a consistent and recognizable brand identity. It seeks to empower the Government to harness the full potential of social media as a powerful tool for public outreach, information dissemination, and citizen engagement, fostering a stronger and more cohesive connection between the Government and its citizens.

Social media brand content and accessibility guidelines

Social media channels should be used as a strategic medium by prioritizing audience-centric approach and reaching out to a larger mass. It is crucial to contextualize content across channels to maintain relevance to the vision and mission of the concerned Government entity.

C.1 Use of the State Emblem of India on official social media account

The State Emblem should be added to any content (video, image, infographic) that is being created for social media. However, the detailed guideline may be referred at the State Emblem of India (Regulation of Use) Rules 2007 (https://www.mha.gov.in/sites/default/files/EmblemRules2007_12022019.pdf).

Figure -69: Illustrative example for the usage of the State Emblem on Social Media

C.2 Role of CIO in social media communications

CIOs will play an important role in the harmonisation of the content being posted on the social media platforms by using a data driven approach and aligning the content calendar with the mission and objectives of Ministries/Departments.

C.2.1 Role of Chief Information Officer (CIO)

    i.   Actively communicating about initiatives of the Government

ii.   Ensuring authentic and holistic information by use of data, infographics, videos, testimonials

iii.   Fighting fake news & busting myths

iv.   Leveraging all relevant social media platforms and channels

v.   Being aware of the overall social media presence

vi.   Building capacity and capability

vii.   Monitoring of Social Media handles w.r.t reach, impact, etc. through Analytics

C.2.2 Use of data & information - Just putting out information is NOT communication

i.   Information has to be analysed and presented in a form that is relevant and easy to understand.

ii.   Routine press releases should be avoided.

iii.   Language localization to be prioritized for targeting a larger audience.

iv.   Use of multiple digital artefacts viz. text, images, infographics, testimonials and videos.

v.   Messaging requirements may vary based on audience.

C.3 Key deliverables for social media harmonization

Key deliverables have been defined for the Government entities to achieve social media harmonisation through uniform social media presence, content posting, frequency etc.

i.   Communicating initiatives of the Government in a harmonised way.

ii.   Presence on leading social media platforms viz. X, Facebook, YouTube, Instagram, WhatsApp Channel and others like LinkedIn, Koo, etc.

iii.   Each ministry must have social media accounts. Social media accounts operating under the ministry at the department or organization or project or scheme level should constantly

engage with the primary ministry handle in the form of account mentions and common hashtags (# tags).

iv. Government entity's social media accounts should be verified.

v. Posts and # Tags as shared by MyGov/PMO should be amplified and content should be created in alignment with these hashtags and/or posts.

vi. Proposed content posting plan:

- Plan at least 15 posts daily (weekly around 100 posts) across all social media channels.
- Content created and posted must be 50% Government Entity's initiatives and 50% on Whole of Government initiatives (PMO/ MyGov may be referred for whole of Government content).
- Posted content may be a combination of Government entity's original contents, retweets, reshares, collaborated contents, etc.

vii. Proposed social media team to assist in creating content/ creatives:

- Content writer: For writing concise & citizen friendly content while the candidate should have prior experience on content posting.
- Editor: Having experience of Video editing, Reels and Short video creation.
- Graphic designer: Having good understanding of design tools, creation of infographics, etc.
- Official language support

viii. Prepare & evaluate a weekly/monthly/quarterly/yearly social media performance report across all Government entity's channels

C.4 Indicative content types for social media posts

Indicative content categories have been created for better citizen engagement on the social media platforms.

i. Government entity level activities
ii. Infographics

    iii.   Awareness posts

    iv.   Achievement posts

    v.   Posts about upcoming events

    vi.   Live posting about events

    vii.   Schemes related content

    viii.   Interviews, user generated content

    ix.   Ministry news, industry news, international activities

    x.   Surveys & case studies

    xi.   Online quiz, polls/surveys

    xii.   Blog posts/storytelling

    xiii.   Generic guidelines for all citizens

    xiv.   Wishes/precaution for festivals/special events

Figure -70: Infographics

Figure -71: Awareness posts

Figure -72: Post about upcoming events

Figure -73: Live posting about events

Figure -74: Scheme related content

Figure -75: Interviews, user generated content

Figure -76: Ministry news, industry news

Figure -77: Surveys & case studies

Figure -78: Achievement posts

Figure -79: Online quiz, polls/surveys

Figure -80:Blog posts/ storytelling

C.4.1 Indicative content themes

Government initiatives & achievements (e.g. 9 years of Seva, Sushasan, Garib Kalyan)

Category	Messaging/Examples
Government's support for the poor	Serving the poor and the marginalized
Farmer welfare	Ensuring farmer welfare
Nari shakti empowerment	New momentum for nari shakti
Inspiring amritpeedhi	Empowering India's amritpeedhi

Ease of living initiatives	Ease of living for the citizens
Virasat aur vikas legacy	Virasat aur vikas
Economic powerhouse vision	A global economic powerhouse
Business-friendly policies	Ease of doing business
Infrastructure	Infra at speed and scale
Techade	India's techade
Northeast development	Northeast-A growth engine
National security	Nation first- homeland security & foreign policy
Sustainability	Environment and sustainability
Atmanirbhar Bharat initiative	Making India self-reliant in key sectors such as manufacturing, agriculture, and defence
Unity in diversity	• Ek bharat shreshtha bharat • Sabka saath, sabka vikas, sabka vishwas • Beti bachao beti padhao
Self-reliant India	• Promoting domestic manufacturing • Reducing import dependence • Boosting exports • Investing in research and development
Empowering all Indians	• Skill India mission • Startup India initiative

Mann Ki Baat Live and content created and posted on Social Media post Mann Ki Baat	
Citizen engagement/ suggestions /initiatives launched on MyGov (as may be relevant to the Ministry)	• MyGov live streaming & content creation post Live event • Trending Government entity relevant alerts and related content • Anniversary related content for leading Government schemes • Cabinet decisions • MyGov PULSE- A fortnightly PDF newsletter • Contents should have SEO friendly keywords

C.4.2 Do's on social media post creation

i. All video-based content must have subtitles.

ii. Limited text should be used on posts focused on images/infographics.

iii. Each post should maintain hashtags (# tags) of the topics/events in a harmonised fashion by capitalizing the first letter of each word of the topic/event.

iv. Maximum of 2 to 3 hashtags (# tags) may be added for a single post.

v. Emojis should be used in limitation and a maximum of 2 to 3 emojis may be used for a single post.

vi. Alt text should be used in all images before they are posted.

vii. Limited flashing content should be posted.

viii. The text on image/infographics posts must qualify the contrast checks, as defined in the Guidelines for Indian Government websites (GIGW 3.0).

ix. Posting any personalized information should be avoided.

x. Content/pictures from PIB, PMO, MyGov, Government entity's sites and similar Government channels should only be used.

C.5 Engaging youth with short videos

C.5.1 Key principles for reels

i. Simplify policies: Distil intricate policies or programs into easy-to-understand visual narratives.

ii. Storytelling: Use reels to tell compelling stories about individuals or communities positively impacted by government initiatives.

iii. Show impact: Showcase the 'before' and 'after' of initiatives, highlighting tangible positive impact.

iv. Spotlight mentions: Reel may be created that deepens the important speeches on Government entity's achievements or initiatives, offering more details and perspectives on the commendation.

Figure 81: Illustrative examples for simplicity, storytelling, demonstrating impact and spotlight mention
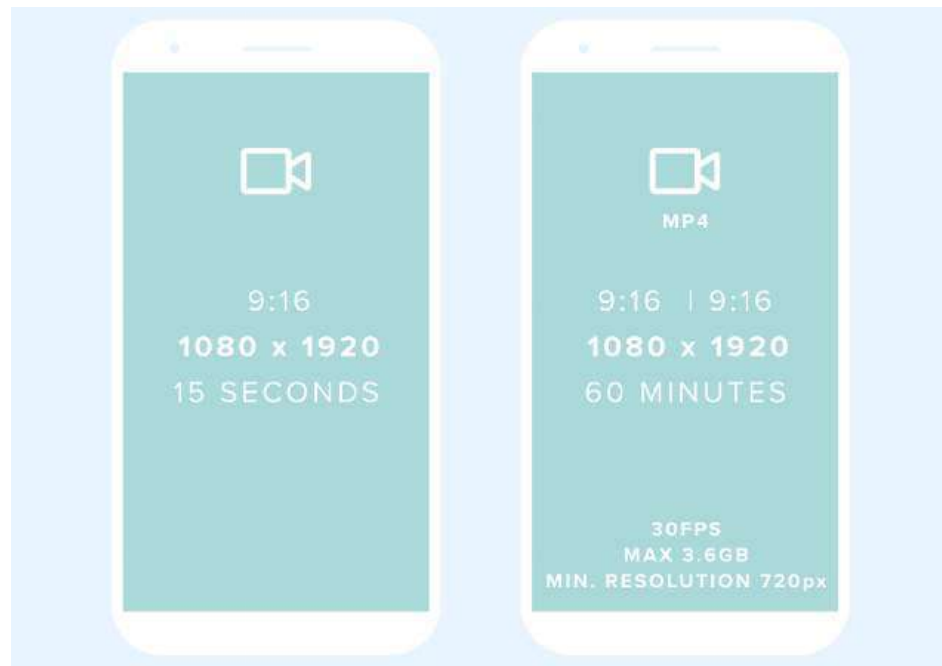
Figure -82: Illustrative examples of aspect ratio, dimensions and frame rate for reels and vertical video

C.5.2 Do's on reels

i. Reels are optimized for mobile viewing, so always these should be shot in vertical (9:16) format.

ii. While reels allow for videos up to few seconds, sometimes shorter clips (around 30 seconds) can be more engaging.

iii. The first 5 seconds are crucial.

iv. Collaborate with social media influencers to get a better reach. Popular challenges, songs, or trends can boost Reel's visibility, if leveraged correctly.

v. While it's good to tap into trends, always ensure content aligns with Government/ Ministry's message.

vi. Regularly post reels to maintain engagement and visibility.

vii. Use Instagram Insights to understand which reels perform best and use this data for content refinement.

viii. Use targeted keywords in captions.

C.5.3 Optimize SEO for YouTube

i. Keyword research: Use of various tools to research keywords that are relevant to the video topic. Once the list of keywords are finalised, use them throughout the title, description, and tags.

ii. Title and description: Title and description are the first things that people will see when they discover video, so it should be clear, concise, and keyword rich. Title should be around 50 to 70 characters long, and description should be optimized.

iii. Tags: Use of a mix of popular and niche tags to reach a wider audience. Use of maximum up to 15 to 25 tags per video.

iv. Chapter markers: Chapter markers make it easy for viewers to skip to specific sections of the video. Chapter markers should be used to break up the video into smaller, more manageable sections.

v. Cards and end screens: Use of cards and end screens to promote other videos and channel subscription.

vi. Promote videos: Videos should be shared on social media and on other websites.

C.6 WhatsApp channel

For creation or management of WhatsApp channel for the Government entity's, the following points must be considered:

i. Broadcasting information: Instantly share crucial updates with a large audience base.

ii. Engaging the audience: Reach a diverse audience and encourage them to interact with the Channel.

iii. Efficient communication: Enable one-way communication for seamless information sharing.

iv. Versatile content: Share various content types, including text, photos, videos, stickers, and polls.

v. Access control: Choose between public or private access to the channel appropriately.

vi. Targeted delivery: Manage channel membership to ensure content reaches the right audience.

vii.   Boost visibility: Attract relevant subscribers through the improved searchability of the channel.

viii.   Analytics insights: Gain valuable data and insights to track channel's performance.

C.7 Social media formats and benefits

	X	Facebook	Instagram	YouTube
Format	• Bulletin service • Open network • Follow mechanism generates audience • Active users have high frequency of posts	• Closed network • Can post multiple media types • Varied functionality • Multiple page/group types • Detailed profiles can easily be shared across other platform	• Image and video focus • Simple content editing options • Posts and stories • Open network • Follow mechanism generates audience	• Video streaming • Completely open network • Basic video editing options • Live broadcast option • Channels and subscribers • Videos can be embedded in other locations • Blanket licensing for some music • Automatic transliteration script generation
Benefit	• Post media easily • Automated link previews • Potential for mass impressions/ exposure • Simple to use and post • Curated communities • Latest content	• Huge potential audience • Varied content type • Sophisticated analytics tool (pages) • Highly developed ad options • Flexible page/group options	• Potential for high levels of engagement • Simple to use • Showcases creativity well • Developed ad options • Basic analytics options • Actively growing platform	• Popular, high impact format • Potential for extended engagement • High returns in search • Developed ad and analytics functionality

C.8 Dos and don'ts

Dos and Don'ts have been defined for the overall social media strategy as mentioned below:

Do's	Don'ts
Define clear goals	Over-promote
Know the audience	Neglect the audience
Consistent branding	Inconsistent posting
Engage actively	Ignore analytics
Create quality content	Overuse hashtags
Use visuals	Ignore negative feedback
Schedule posts	Automate everything
Analyse metrics	Engage in controversy
Adapt and evolve	Neglect mobile optimization
Compliance with policies	Violate copyright / patent / trademark

C.9 Success matrix

Government entities must monitor the following metrics to boost their social media presence and connect with citizens in the most effective way possible:

i.   Reach

ii.   Impressions

iii.   Likes

iv.   Conversions generated per post or campaign

v.   Comments

vi.   Website traffic per channel

vii.   Retweets

viii.   Audience count

ix.   Saves

x.   Audience growth rate

xi.   Post engagement rate

xii.   Account mentions

xiii.   Views

xiv.   Sharing with others

C.10 Insights and KPIs

These KPIs should be consistently monitored for the measurement of the performance of the Government entity's in social media. The metrics for all the social media platforms should be aggregated for the social media handles under the ministry for quantitative assessment of social media performance at the Government entity's level.

Platforms to docus: X (Twitter), Facebook, Instagram, YouTube

KPIs to Focus:

i. X (Twitter): Retweets, Likes, Impressions, Engagement
ii. Facebook: Reach, Engagement, Impressions, Clicks, Likes, Shares, Comments
iii. Instagram: Followers, Likes, Comments, Impressions, Stories Views
iv. YouTube: Views, Watch Time, Sources, Subscribers, Likes, Comments, Shares, Click-Through Rate (CTR)

C.11 Sustaining brand presence

Following components must be considered while defining the strategy for maintaining a sustained brand presence for the Government entity:

i. Accuracy: Ensure the precision and factualness of the posts by validating information from relevant sources before publication, minimizing the necessity for subsequent corrections or retractions. Prompt rectification of any errors, while maintaining transparency. Given the official representation of the Government of India, meticulous attention to spelling and grammar is paramount; therefore, thorough verification of all content before posting is strongly advised.

ii. Be timely: Timeliness is a key aspect of social media engagement. Anticipate swift responses to emerging developments and announcements with relevant information on the platform. Ensure the alignment of social media messaging with the traditional communication strategies for a cohesive and coordinated approach.

iii. Monitor comments and replies: Regularly monitor and address comments.

iv. Maintain an active presence: Establishing and maintaining a presence on social media demands meticulous planning, active interaction management, and consistent content creation.

v. Visual content: Photographs/videos must be of high quality and appropriate size as specified for the designated channel.

vi. Online response management: Monitor social media for mentions, replies, and direct messages to promptly respond to citizens' questions and concerns. Actively Monitor and respond & address negative comments, and misinformation on social media platforms.

vii. Building people trust by active engagement:
   a. Understanding the content better from the point of view of the audience.
   b. Understanding the audience demography to create content as per their interest.

c. Sentiment analysis of the Government entity's social media accounts through social listening.

d. Make informed decisions regarding the content calendar and campaigns with the help of analytics.

e. Importance of monitoring social media metrics for growth. Encouragement for the audience to implement the insights and KPIs discussed.

C.12 Mygov and ministries collaboration checklist

Ask from Ministries/Departments	Compliance required
All communication must highlight the social media handles including the QR code for the Government entity's App/websites. Include MyGov App download QR code in Print Ads.	To ensure sharing/reposting any whole of Government or Government entity specific relevant content. MyGov and Ministry must complement each other.
Have presence on all leading Social Media Platforms – X, Facebook, YouTube, Instagram, WhatsApp Channel, and others like LinkedIn, Koo, etc. MyGov can assist in the same.	MyGov and the Government entity need to do frequent and regular "special campaigns" highlighting Ministry's achievements and milestones.
Have a revamped content, messaging and language strategy that will increase reach and engagements (communicate in multiple language in addition to English).	Monthly meetings need to be conducted on creative aspects and their amplification on social media.
Get the Social Media accounts verified.	Follow the # Tags as shared by PMO/ MyGov.

Adherence to the communication received from MyGov for smooth transition for the reports.	Share original content and enlighten MyGov as well with the same.

C.13 Mega campaigns

Government entities should align the content on all the social media handles with the key campaigns being run for the whole of government by PMO / MyGov or other concerned authority. For example, all the Ministries are currently creating and publishing content for "Viksit Bharat Sankalp Yatra" campaign.

Government entities should create original content aligned to the current mega campaign and engage with the content being posted by various other Government entities on the campaign. Government entities should also actively report information on activities undertaken by them around the campaign.

Recommendations for daily reporting

i. Update the count of posts and retweets/shares made by the Government entity on the Mega Campaigns on the designated spreadsheet link daily by 4:30 PM.
ii. Mention the number of posts in the last 24 hours i.e. from past day 4 PM till present day 4 PM.
iii. There is a need to fill 3 columns in the designated spreadsheet:
- Total No of Posts (Across Social Media Platforms) i.e. Posts on X (Twitter) + Facebook + Instagram + YouTube.
- No of retweet/reshare– are to be included.
- Total (Total No of Posts + No of retweet/reshare) = Total No of Posts (Across Social Media Platforms) + No of retweet/reshare.

The dedicated communication group may be used for all queries related to the Government entity's social Media managers/executives.

D. Compliance matrix

This section comprises of an exhaustive compliance checklist for the different types of Government entities to help them apply the various elements of the DBIM into their digital platforms.

Two types of checklists have been created:

a) Generic application: This checklist applies to all types of Government entities across the digital platforms.
b) For the ministries: This checklist only applies to the ministries, their departments and attached organizations.

The Government entities must refer to this checklist to ensure all the elements of the DBIM have been captured and incorporated in their respective digital platform to achieve digital harmonization.

D.1 Checklist 1 – Generic and applicable for all Government Entities

This checklist must be used by all Government entities that intents to build or revisit their digital platforms.

S.no	Checklist	Automated	Manual
Colours			
1	Select only one colour palette consisting of 1 key colour with its 5 gradients		█
2	Select a colour that best represents your Government entity		█
3	All iconography used in the platform must be of the selected colour palette only	█	
4	Footer must be the darkest tone of the colour palette	█	
5	Call to actions buttons must be of the chosen colour palette	█	
6	Highlight backgrounds must be either in linen or from the chosen colour palette	█	
7	In case of a well-established brand colour for any government entity select a palette that is closest to the established brand colours		█
8	The colour chosen must be used for digital purposes only		█
9	All text must be in deep earthy brown (#150202)	█	
10	All logo lockups must be in black (#000000)	█	
11	All primary backgrounds to be in Inclusive white (#FFFFFF)	█	
12	The State Emblem used is in inclusive white on dark background OR in Black on white background	█	
Iconography			
13	Use the icons from the icon library provided in the Digital Brand Experience Toolkit website under the Visual Library section		█

14	Use icons from the same style as defined in Section 3.1		■
15	Icons scale must be as per the sizes provided - 24x24, 32x32, 48x48 or 64x64		■
16	Don't use icons styles such as outlined and filled together, only use one consistent style		■
17	Using icons on images - place a black overlay with 80% opacity over an image before placing a contrasting colour icon (white over dark images and dark blue over light coloured images)	■	
18	Contextual icons curated from the internet match the style established in the DBIM		■
19	Icon proportions are retained as per the original design	■	
Typography			
20	All text used is in Noto Sans	■	
21	Text used in headings; body text & image caption are left aligned	■	
22	Text used in column grid is justified	■	
23	Character kerning is set to metric	■	
24	Type scale for websites is as defined in DBIM Section 4.3.1	■	
25	Type scale for apps & webapps is as defined in DBIM Section 4.3.2	■	
26	Type colour used is as per DBIM Section 4.5	■	
Logo Lockup			
27	Logo lockup must be chosen from DBIM Section 5.2 based on the type of Government entity and in cadence to use of the State Emblem as per "The State Emblem of India (Regulation of Use) Rules, 2007"		■
28	Generic header component must be chosen from DBIM Section 5.4 based on the type of Government entity		■

#	Description		
29	All the subcomponents of the generic header component must be enabled and accessible on the digital platforms		✓
30	Footer component must contain all the key information sets mentioned in DBIM Section 5.5		✓
31	Footer must state the appropriate lineage as per the type of Government entity mentioned in DBIM Section 5.5		✓
Imagery			
32	Background images are maximum up to 2 MB	✓	
33	Banner and header images are maximum up to 2MB	✓	
34	Thumbnail images are maximum up to 100 KB	✓	
35	All images are in JPEG, PNG or WEBP format only	✓	
36	High resolution images are maximum up to 5 MB	✓	
37	Alternative text is provided for all images		✓
38	Alternative text is maximum up to 100 characters		✓
39	Stock imagery curated from the internet has necessary permissions and licenses		✓
40	Images used do not have watermarks		✓
41	Headshot images for individuals used on the website is as per the proportions defined in Section 6.1.4		✓
Content			
42	Tone of voice follows the principles as per Section 7.2.1		✓
43	Dedicated space is provided for Central Information Publishing System(CIPS) content in the home page as per Section 7.5	✓	
44	Content grouping is done as per Section 7.1		✓
45	Minimal content as per Section 7.1		✓
Adherence to Accessibility - Refer to GIGW 3.0 : [New features of GIGW 3.0	Guidelines for Indian Government Websites (GIGW)	India](#)			

	Performance enhancement		
54	Server Response time is minimized		
55	Browser caching is enabled		
56	Images are optimized		
57	JavaScript execution is optimized		
58	Browser pre-loading techniques are used		
59	The loading="lazy" attribute is used for images and lazy loading techniques used for off-screen media elements		
60	Resource loading order optimized		
61	Critical resources are minimized and prioritized		
62	Asynchronous loading used for non-essential scripts		
63	Website is tested for responsiveness across multiple screen sizes		
64	Content Delivery Network (CDN) implemented to cache and deliver static assets		
65	Appropriate cache headers set for static assets		
	Search functionality		
66	Icons for voice and image-based inputs are provided as per DBIM		
67	Text based inputs in English are tested for accurate search results		
68	Text based inputs in regional languages are tested for accurate search results		
69	Voice input in English is tested for speech-to-text input accuracy		
70	Voice input in regional languages is tested for speech-to-text input accuracy		
71	Search result language is the same as search input language		
72	Voice based search results are accompanied by text-to-speech output		

D.2 Checklist for Ministry/Department Websites

This checklist must be used by all Central Ministries and Departments that intents to build their website. This must be followed along with the generic checklist D.1

S.no	Checklist	Automated	Manual
Ministry websites			
S.no	Checklist	Automated	Manual
A	**Setup Social Media**		
1	Social media integration is done for X, Facebook, Instagram & YouTube		
B	**Restructure the Content**		
2	Information from old website is mapped as is in the new information architecture		
3	Restructure content into the 5 categories to fit the proposed Information architecture in DBIM		
4	Cross verify and confirm terminology used is aligned to specific section of the DBIM		
5	Map any other ministry specific pages/content and define which category it gets tagged under and template to use for the same		
6	For any ministry specific pages/content, define the page template to use for the same		
7	PM Quote in Home page - chose a quote that is less than 110 characters		
C	**Identify the Ministry Personas**		
8	Identify list of users who are key beneficiaries of the ministry (schemes & services)		
9	Select a maximum of 3 additional ministry/department specific user personas from the persona list provided		
10	In the content mapping, identify big buckets that can be tagged to each of the user personas (there can be overlaps)		

#			
11	Define key information that each persona will access (inside page for personas) and sections within that it will link up to		■ (green)
12	Tag key content types to user personas identified for ministry		■ (green)
D	**Create Icons & Media Resources**		
13	Select one accent colour palette from the 9 colour gradients provided in DBIM		■ (green)
14	Image selected for Hon'ble PM to be from websites provided only		■ (green)
15	Quote related to the sector to be selected from the authorized websites only		■ (green)
16	Chose a PM's image from the library wherein the Background colour of Hon'ble PM matches the lighter shade of the accent palette selected		■ (green)
17	Provision for Central Information Publishing System (CIPS) content integration - Bottom tile area	■ (green)	
18	Identify flagship program logo for the ministry or department to be placed in the co-branding space as a constant logo		■ (green)
19	Additional logos such as events, or other programs is placed along with the flagship program logo as mandated by the center.		■ (green)
20	Logos used are in PNG,SVG or WEBP format	■ (green)	
21	Logos proportionately scaled and are of a minimum of 75X60px OR 120 X 60 px size (if PNG)	■ (green)	
22	Headshots of minister is compliant with DBIM		■ (green)
23	All images for sections such as banners, personas etc. are used from the image bank provided		■ (green)
24	All ministry specific images for sections like schemes and services, initiatives etc. are either commissioned to photographers, curated from existing internal repository OR selected from the image bank provided		■ (green)

25	All ministry specific images for sections like schemes and services, initiatives etc. are compliant with the DBIM.Images curated for following pages:		
	i. Header images ii. Persona Illustrations iii. Scheme & services - Images/scheme iv. Schemes & services - Logo (If available) v. Departments - Logo (if available) vi. 6. Co-branding logo (flagship programs, events, central programs etc) vii. Ministry specific offerings such as initiatives, competitions etc		