



INDIAN KNOWLEDGE SYSTEMS DIVISION

Ministry of Education, Govt of India.

AICTE Headquarters, Nelson Mandela Marg, Vasant Kunj, New Delhi-110070.

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The Guidelines for Indian Knowledge Systems Division Logo Usage

Introduction

The Indian Knowledge Systems (IKS) Division, under the Ministry of Education (MoE), Govt. of India, New Delhi, aims to promote and preserve Indian knowledge. Through sponsoring Universities /Institutes/Educational Trusts/NGO to host events such as seminars, workshops, conferences etc., IKS fosters interdisciplinary research and dissemination of traditional knowledge across diverse fields such as Mathematics and Astronomy, Ayurveda, Agriculture, Music & Dance, Psychology, Arthashastra etc. The inclusion of the IKS Division logo in these events enhances their visibility and aids in raising awareness about the division's achievements among the public.

Logo Usage Policy

The logos are the exclusive property of the Indian Knowledge Systems Division and its affiliated entities. Usage of the IKS Logo implies acknowledgment of, and adherence to, the terms outlined in this policy. Failure to comply with the guidelines specified in this policy renders an organization ineligible for using the IKS logo. Unauthorized use of the logo is strictly prohibited, and any violation will result in blacklisting of the Organization by the IKS Division. Additionally, IKS reserves the right to withdraw approval for logo usage at any time. Other appropriate legal & financial actions, such as terminating funding support for the organization, may also be pursued.

Permission is granted to the Organization to use the Logos only on the following conditions:

1. The IKS Division logo will be used only by the authorised users based on a written permission from the National Coordinator of the IKS division.
2. The logo can be used on any material to promote the activities funded/endorsed by IKS Division.
3. The logo must be used only for furthering the mandate of the IKS Division.
4. The logo must be used only on/for official communications, certificates, and multimedia.
5. Any maps of Bharat appearing on any website/documents/other multimedia must conform to the official maps of Bharat under all circumstances.

The following usage guidelines must be followed:

1. Do not modify or alter the Logo.
2. Do not change scale, skew, or rotate the Logo.
3. Do not change the design of Logo.
4. Do not change or vary the colours of the Logo, except that the Logo may be all black or can be reversed out in white.
5. Do not shrink any Logo to less than 1inch in height.
6. The tagline “भद्रायां सुमतौ यतेम |” must not be separated from the IKS Logo.
7. Do not combine the Logo with any other design, trademark, graphic, text, or other element, any trademarks, or any generic terms.

8. Logos may only be placed on solid backgrounds (preferably bright white), and not over an image or pattern, and no artistic effects (such as drop shadows) may be applied.

No Logo may be used or displayed in any of the following ways:

1. In any manner that disrespects Bharat.
2. In any manner that violates any laws of Bharat.
3. In any manner that, in the sole discretion of IKS, discredits IKS or tarnishes its reputation and goodwill.
4. In any manner that is misleading or promotes false claims.
5. In connection with any illegal activities.
6. In any manner that violates the trademarks, copyrights, or any IP rights of others.
7. In any manner that violates any law, regulations, or other public policy

The Organization must, upon request from IKS, provide **samples of any materials that include the publicity materials** for purposes of determining compliance with this policy.

To obtain permission to use IKS logo, contact us with the following information at least 4 months prior to the Event:

1. Name of the PI/Co-PI:
2. Institute/Center Name:
3. Reason/purpose for use:
4. Type and Mode of Event (Workshop/Seminar/Conference etc.; Online/Offline):
5. Event Details (Agenda, Brochure, Proceedings of the Event, List of the Speakers):
6. Description of Event Outcome (How the event's results will be disseminated, e.g. through lecture materials, publications, etc. All outcome materials must be submitted upon the event's completion.):
7. How the logo will be shown (i.e. print, web, etc.):
8. Requested timeframe/duration of use:
9. Agreement Form (To be attached with the email, Refer *Annexure I*)

We will return our decision of giving permission to use the IKS Logo in writing within ten (10) business days. Please mail us with the above details at coiks@aicte-india.org

Annexure I

The following agreement should be completed and attached with the email:

I, _____, representing the organization _____ agree to abide by the IKS Division Logo usage Policy.

Date

Signature of the PI

Name of the organization

Name of the PI

*****Official Use only*****

Approved the use of the IKS Division Logo.

Date

National Coordinator, IKS Division