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सचिव
S. Krishnan, I.A.S.
Secretary



इलेक्ट्रॉनिकी और सूचना प्रौद्योगिकी मंत्रालय
भारत सरकार
Ministry of Electronics &
Information Technology (MeitY)
Government of India

DO No. N-33/4/2023-eGov
Date: 20th March, 2025

Dear Secretary,

I am glad to inform you that **Digital Brand Identity Manual (DBIM) 3.0** was launched on **February 18th, 2025**, by the Hon'ble Minister of State of the Ministry of Commerce and Industry and Electronics and Information Technology, which is to be adopted and implemented in Govt. of India Ministries, Departments and Organizations.

2. **DBIM 3.0** is a harmonized framework developed by MeitY to ensure a uniform and consistent digital brand identity across government websites, apps and social media. It enhances user experience & provides structured guidelines for logos, typography, colors, templates and content structuring to enhance accessibility, efficiency and trust among citizens, which complement GIGW 3.0 that primarily focus on accessibility and security.

3. It may be noted that the Department of Administrative Reforms and Public Grievances (DARPG) vide an **Office Memorandum (OM) No. Q-17013/1/2022-O&M-DARPG (e.No.7701)** on 23rd March 2023, communicated to all GoI Secretaries, regarding formalizing the inclusion of the **Guidelines for Indian Government Websites and Apps (GIGW) 3.0** in the Central Secretariat Manual of Office Procedures (CSMOP).

4. To facilitate a comprehensive understanding and smooth implementation of these updated standards, a print copy of DBIM 3.0 and GIGW 3.0 is forwarded along with this letter for instructing to your nominated Chief Information Officer (CIO) in collaboration with the Web Information Manager (WIM) of your Ministry/Department for adoption and implementation. Moreover, softcopy of these documents, which can be accessed at <https://dbimtoolkit.digifootprint.gov.in> (QR code to download the documents at Annexure-I: QR Code for DBIM & Annexure I : QR Code for GIGW) may please be circulated within your Ministry/Department and to all organizations and PSUs under your purview for further adoption and implementation.

5. For any queries or clarifications regarding DBIM 3.0 or GIGW 3.0, please reach out to us on website-pmu@nic.in.

With regards,

Yours sincerely,


(S. Krishnan)

To

All the Secretaries to the Govt. of India (as per the attached list)

