

Instructions for using Swachh Bharat Agriculture Campaign Branding

Swachh Bharat branding campaign aims to bring unified visual messaging on adopting cleanliness, sanitation and hygiene to all agriculture markets in the country.

Swachh Bharat Agriculture campaign builds on the idea of "Swachh Bharat Sampann Bharat". Clean environments and clean personal habits will lead to a healthy life and Prosperity.

1. All artwork images including logo are in high resolution print ready formats.
2. Artwork images can be sized and used to fit different dimensions of printed posters or banners depending on the requirements.
3. Artwork images can be used in any digital communication as deemed fit.
4. Artwork images can be printed on any material.
5. Posters or banners can be printed on simple printing paper, professional poster printing paper, cloth etc.
6. Logo, badges, stickers can be used on badges, cups, mugs, stationery, pencil boxes, school buses, etc.

Please find below the list of all the collateral elements and the application of the same.

Collateral Elements
Banner x 1
Posters x 3
Stickers x 2
Dustbin wraps x 2
Logo x 2
T-Shirt Design x 1