WHAT IS FIT INDIA MOVEMENT?

The Fit India Movement is a movement to take the nation on a path of fitness and wellness. It provides a unique and exciting opportunity to work towards a healthier India. As part of the movement, individuals and organisations can undertake various efforts for their own health and well-being as well as for the health and well-being of fellow Indians.
**State Emblem of India (Ashoka Pillar)**
Features 4 Asiatic lions symbolising power, courage, confidence and pride, all of which are qualities that feed off the fitness of body and mind. Below the lions feature the Ashoka Chakra, a bull which portrays hard work and steadfastness, and a horse that symbolises loyalty, speed and energy. The Ashoka Chakra rests on an inverted lotus which is the second part of the pillar.

**The Indian Tricolour**
This is an Indian movement, and there’s no better way to depict Indian-ness than the shades of our tricolour, which are instantly recognisable and build an emotional connect with the viewer.

**The word ‘fit’**
The key point of focus of the entire movement is the word ‘fit’, and hence it’s absolutely vital that it finds itself visible front and centre in the logo, and hence in all marketing assets and imagery.
OUR VISUAL IDENTITY

LOGO

FIT INDIA
LOGO CLEAR SPACES
/ SAFE ZONE

When using the logo, always allow a protective space around it. The space should be the four ashok chakras placed in a square, as shown below:

- One Ashok Chakra ‘X’
- Two Ashok Chakras ‘4X’
- Ashok Chakras placed in square

The protective space will ensure that the FIT logo is always reproduced in a clear and consistent way, and protects the logo from surrounding distracting graphics or typography.
The logo may be reproduced in three colour options - full colour, black, and white. We have developed the two latter options for negative and positive use of the logo.
When reproducing the logo, we must take care and protect its original form. To ensure the strength of the logo, consistency is of utmost importance. As we are using State Emblem of India and Pillar of Ashoka in this logo, so please do not redraw or alter the icon, the logotype, proportions, size, colour or relationship of the elements.
MINIMUM SIZES USAGE

We recommend the use of the sizes shown here as minimum sizes for our logo. Please try to not decrease the sizes. Take care, as the minimum size can vary depending on the devices and technologies you use.
LOGO COLOUR

PALLETE

The colour breakdowns and shade variations below have been prepared as a guide to producing the specified colours in different mediums.

Indian Saffron

#FF9933
C0 M50 Y90 K0
R255 G153 B51

Indian Green

#138808
C100 M0 Y70 K30
R19 G136 B8

Indian Navy Blue

#000080
C100 M98 Y26 K48
R0 G0 B128

Indian White

#FFFFFF
C0 M0 Y0 K0
R255 G255 B255

Black

#000000
C100 M100 Y100 K100
R0 G0 B0
USE OF THE TYPEFACE
GOTHAM FONT FAMILY

We have used the ‘Gotham Bold’
typeface for the logo creation.
Gotham is sans-serif geometric
typeface, is versatile and can be used
in a variety of ways. It’s a bit more
humanistic than other geometric
fonts, which makes a tad more
neutral, but maintains modernity and
a feeling of freshness.
USE ON Backgrounds

Shown here are acceptable ways to reproduce the logo on different background colours and images.
To ensure maximum visibility, a high level of contrast should be retained between the logo and the background colour or image at all times.
THANK YOU