



Branding & Logo Usage Manual

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Version 1.0 | Effective 2026

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OFFICIAL BRAND IDENTITY MANUAL

BRANDING & LOGO USAGE MANUAL

All India Digital Media Journalist & Content Creator Association (AIMJCCA)

Version: 1.0 | **Document Ref:** AIMJCCA/MAN/BLU-2026/08 | **Approved by:** Central Communications Directorate

SECTION 1

1. Purpose & Trademark Protection

1.1 This manual defines the mandatory visual identity guidelines, color palettes, typography rules, trademark policies, and usage permissions for all official emblems, seals, acronyms, and visual assets of the AIDMJCCA.

1.2 The name “All India Digital Media Journalist & Content Creator Association”, the acronym “AIDMJCCA”, and the official emblem are legally protected intellectual properties. Any unauthorized commercial exploitation or misleading display is strictly actionable under Indian Trademark and Copyright laws.

SECTION 2

2. Official Color Palette & Specifications

Official association collaterals, digital banners, letterheads, and ID cards must strictly adhere to the defined corporate color specifications:

Color Role	Color Sample	HEX Code	RGB	Primary Application
Primary Brand Navy		#0B2545	11, 37, 69	Headers, Primary Typography, Official Backdrops
Official Metallic Gold		#D4AF37	212, 175, 55	Official Seals, Highlights, Certificates, Buttons
Slate Neutral Dark		#07172C	7, 23, 44	Deep Backgrounds, Hero Banners, Footers

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Color Role	Color Sample	HEX Code	RGB	Primary Application
Accent Amber		#D97706	217, 119, 6	Section Badges, Subheaders, Focus Borders

SECTION 3

3. Permitted & Prohibited Logo Usage

3.1 Permitted Uses for Verified Members

- Displaying the official “Verified Member” badge on personal portfolios, news channel footers, or YouTube video descriptions.
- Using approved letterhead templates by appointed State and District Chapter leaders for official correspondence.
- Event backdrop branding for authorized AIDMJCCA conferences and workshops.

STRICTLY PROHIBITED VIOLATIONS

- Members and external bodies are strictly prohibited from:
- ▲ (a) Altering, stretching, recoloring, or distorting the official logo;
 - (b) Affixing the logo on private motor vehicles alongside words like “GOVT OF INDIA” or “POLICE”;
 - (c) Using the logo on commercial paid advertisements without written NOC from the National Executive Council.

SECTION 4

4. Stationery, Microphones & Field Equipment Standards

- **Microphone Flags:** Official AIDMJCCA mic cubes/flags are reserved for official media coverage teams and chapter press releases. Independent creators must display their personal channel identity prominently alongside the association badge.

- **Official Letterheads:** Standardized digital templates with anti-counterfeit QR codes and serialized watermarks must be generated directly through the Central Secretariat system.
- **Digital Watermarks:** When broadcasting certified association conclaves, the high-resolution transparent PNG logo must be positioned on the top-right corner with 85% opacity.

SECTION 5

5. Violations, Penalties & Legal Enforcement

5.1 Trademark Infringement: Any non-member or expelled individual continuing to display the logo or claim association affiliation will receive a statutory cease-and-desist notice followed by civil/criminal trademark infringement proceedings.

5.2 Disciplinary Actions: Unauthorized branding alterations or using the logo for fraudulent purposes will result in permanent membership cancellation with forfeiture of all credentials.



FOR ALL INDIA DIGITAL MEDIA JOURNALIST & CONTENT CREATOR ASSOCIATION (AIMJCCA)

Rupesh Kumar Singh

National President

APPROVAL DATE

01 May 2026



Empowering and uniting India's digital journalists, content creators, and media professionals through legal protection, ethical standards, and community growth.



RESOURCES

- Constitution
- Code of Ethics
- Rules & Regulations (Bylaws)
- FAQs
- Privacy Policy
- Terms & Conditions
- Disclaimer & Grievance
- Refund Policy

MANUALS

- Membership Rule Book
- Election Rule Book
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