

GOVERNMENT OF INDIA  
Office of the Principal Scientific Adviser

POLICY ON THE USE OF NAME, LOGO AND  
INSTITUTIONAL IDENTITY OF  
THE OFFICE OF THE PRINCIPAL SCIENTIFIC ADVISER  
TO THE GOVERNMENT OF INDIA

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The name, logo, insignia, and associated identity marks of the Office of the Principal Scientific Adviser to the Government of India (hereinafter "OPSA") are symbols of public trust, institutional authority, and governmental credibility. This Policy governs their use by all persons and entities.

## 1. Definitions

"Identity Marks"	The official name "Office of the Principal Scientific Adviser to the Government of India," its abbreviations "OPSA, Office of PSA, PSA Office", the official logo, insignia, seal, letterhead, monogram, and any colourable imitation or derivative thereof.
"Use"	Any reproduction, display, publication, broadcast, digital posting, co-branding, merchandising, event signage, or other representation in any medium, including online and social media.
"Association"	Any representation - explicit or implied - that a person, organisation, product, or service is affiliated with, endorsed by, sponsored by, or in partnership with OPSA.
"Authorised User"	Any person or entity that has received a current, valid written permission from the Competent Authority.
"Competent Authority"	The Scientific Secretary, Office of the Principal Scientific Adviser to the Government of India, or an officer duly authorised in writing by the Scientific Secretary.

## 2. Regulatory Framework

The Identity Marks are protected under:

- A. The Emblems and Names (Prevention of Improper Use) Act, 1950 (No. 12 of 1950), which prohibits use of Government of India names and emblems for any trade, business, profession, patent, trademark, or design without Central Government permission.
- B. The Trade Marks Act, 1999, to the extent the Identity Marks are registered or registrable as trademarks of the Government of India.
- C. The Copyright Act, 1957, in respect of original artistic and graphic elements in the logo and insignia.
- D. The Information Technology Act, 2000 and applicable Rules, in respect of unauthorised digital reproduction or impersonation.

Nothing in this Policy limits or waives any rights or remedies available to OPSA or the Government of India under applicable law.

## 3. Who This Policy Applies To

This Policy applies, without exception, to:

- A. All private-sector organisations, companies, startups, industry bodies, and trade associations.
- B. Academic and research institutions, unless use is limited to factual citation in peer-reviewed publications.
- C. Non-governmental organisations, civil society bodies, and international organisations.
- D. Media organisations, journalists, and publishers - standard editorial and news reporting use is permitted without prior approval, provided it is factually accurate and not used in advertising or promotional material.
- E. Vendors, contractors, and service providers engaged by OPSA - use is limited to the scope of the engagement and ceases upon contract expiry.

Other Central Government Ministries, Departments, and State Governments - use is permitted for official inter-governmental purposes, promotional or public-facing use.

## 4. Permitted Uses

The following uses are permitted only with valid written approval, subject to conditions specified therein:

- A. Event collaterals
- B. Publications & reports
- C. Website & digital media
- D. Exhibition displays
- E. Award citations
- F. Press releases
- G. Post-event publicity

Approval grants a non-exclusive, non-transferable, revocable licence for the specific purpose, medium, and duration stated in the approval letter. Approved use does not imply any other forms of partnership, endorsement, or ongoing relationship with OPSA.

## 5. Prohibited Uses

The following are prohibited at all times, regardless of prior approvals:

- A. Use in any commercial advertising, product packaging, or promotional material implying government endorsement.
- B. Modification, distortion, recolouring, or partial reproduction of the logo or insignia.
- C. Co-branding in a manner that suggests equivalence or formal partnership with OPSA.
- D. Use as part of a registered or unregistered trademark, company name, domain name, or social media handle.
- E. Sublicensing or transfer of any approved use rights to a third party.
- F. Continued use after expiry, withdrawal, or lapse of approval.
- G. Use in any manner that is misleading, defamatory, or likely to bring OPSA or the Government of India into disrepute.
- H. Framing participation in a meeting, conference, consultation, seminar, or exhibition as a partnership with or endorsement by OPSA.

## 6. Approval Process

- A. Submit request - Written application to the Competent Authority, preferably before 30 working days before intended use.
- B. All applications, approval requests, and queries shall be addressed in writing to:  
Office of the Principal Scientific Adviser to the Government of India  
E-mail: communication-psa[at]psa[dot]gov[dot]in
- C. Application Format for Approval

1. Applicant Organisation	<i>Full legal name</i>
2. Type of Entity	<i>Private / Government / Academic / NGO / Media / Other (Specify)</i>
3. Point of Contact	<i>Name, Designation, Official Email, Phone</i>
4. Purpose of Use	<i>Describe the specific use case</i>
5. Medium and Format	<i>Print / Digital / Event signage / Social media / Other (Specify)</i>

6. Intended Audience	<i>Audience description, Age- group, Audience Size</i>
7. Proposed Duration	
8. Co-organisers / Co-sponsors / Similar support received, from any other Ministry/Department (Centre/State/Local Bodies)	
9. Mock-ups / Layouts	<i>Attach visual mock-ups showing proposed placement</i>
10. Undertaking	<p><i>I/We confirm that the use of OPISA's Identity Marks is limited solely to the purpose specified in the Annexure and has been undertaken with prior written approval. Such use shall comply with this Policy in all respects, shall cease immediately upon expiry or withdrawal of approval, and shall not be construed as implying any endorsement, partnership, affiliation, or association of any kind beyond the approved purpose.</i></p> <p><i>Authorised Signatory:</i> _____  <i>Designation:</i> _____  <i>Date:</i> _____</p>

*OPISA reserves the right to approve, conditionally approve, or reject any request at its sole discretion. No reasons need be assigned for rejection.*

## 7. Visual Identity Standards

Authorised Users must use only the official versions of the Identity Marks as provided by OPISA:

- A. The logo must not be reproduced below the minimum resolution, ie logo must be in High-definition quality.
- B. Adequate clear space and padding must be maintained around the logo; no text, imagery, or other logos may intrude into this zone.
- C. The sizes of Ashok Stambh in the logo must not be inconsistent.
- D. The logo must be reproduced only in its official colour version. On light backgrounds, the prescribed dark variant must be used; on dark backgrounds, the prescribed light variant must be used. No recolouring is permitted.
- E. The logo must not be placed on backgrounds that impair legibility or dignity.
- F. Additional guidelines can be accessed here:  
<https://dbimtoolkit.digifootprint.gov.in/dbim-chapters?slug=logo>

*Official logo files are available on request from the Competent Authority.*

## 8. Duration and Renewal

All approvals are time-bound. Duration will be specified in the written approval and can vary case to case basis. Use must cease immediately upon expiry. Renewal requires a fresh application submitted at least 10 working days prior to the expiry of the current approval.

## 9. Enforcement

*OPSA reserves the right to: direct immediate removal of unauthorised usage; seek correction of misleading or false representations; withdraw permissions already granted, with or without prior notice; and initiate such administrative action as may be considered appropriate under applicable rules, guidelines, and procedures to address any unauthorised or misleading use of the Identity Marks.*

Upon receiving a notice of withdrawal or removal from the Competent Authority, the concerned party shall cease all use within 48 hours and confirm compliance in writing. Failure to comply will be treated as wilful and continued infringement.

## 10. Policy Updates

This Policy may be amended at any time. Amendments take effect upon publication on the official website of OPSA. It is the responsibility of all users to review this Policy periodically. Continued use of the Identity Marks after an amendment constitutes acceptance of the revised Policy.

This Policy supersedes all previous communications, circulars, or informal approvals relating to the use of OPSA's Identity Marks.