Branding and Communication Guidelines for Pradhan Mantri Kaushal Vikas Yojana 3.0 (2020-21)

Ministry of Skill Development and Entrepreneurship, Government of India
"The mantra to stay relevant in the midst of rapidly changing businesses and markets today is skill, reskill, and upskill. With this vision, we are constantly taking concrete steps to create a future-ready workforce."

- Shri Narendra Modi
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About PMKVY 3.0

Pradhan Mantri Kaushal Vikas Yojana is the flagship scheme of the Ministry of Skill Development and Entrepreneurship, Government of India. The scheme, currently in its third edition (PMKVY 3.0), was launched on January 15th, 2021.

Like its previous editions, PMKVY 1.0 and 2.0, PMKVY 3.0 also has three kinds of training routes: Short-Term Training (STT) for fresh skilling of school/college dropouts and unemployed youth, Recognition of Prior Learning (RPL) to recognise existing skills and prior experience and Special Projects (SP) to address skilling requirements of vulnerable groups, and permit certain flexibility while conducting STTs.

Objectives of PMKVY 3.0 (2020-21)

The objectives of the scheme are to:

• Create an ecosystem for the youth to make informed choices on the available skilling avenues.
• Provide support to the youth for skill training and certification.
• Promote sustainable Skill Centres for greater participation of private sector.
• Benefit 8 lakh youth over the scheme period (2020-21).
Introduction

Branding and Communication Guidelines
After the successful implementation of PMKVY 1.0 (2015) & PMKVY 2.0 (2016-20) and learnings from the past, PMKVY 3.0 (2020-21) has been launched with the objective to enhance skill development at grassroot level across districts and states.

Branding is an important aspect of communicating the scheme. All the Training Centres need to brand their respective centres with collaterals for promotional activities in accordance with these Guidelines. The Training Centres shall also promote activities conducted at their centres on various social media platforms.

This Branding and Communication Guideline document prescribes standardised branding for states and districts, training partners, and project implementation agencies, among others, for implementation of the scheme, PMKVY 3.0 (2020-21). The defined guidelines aim to ensure a clear communication of the key messages with one voice and as one brand. PMKVY training centres and other scheme implementing agencies shall thereby abide by these guidelines and read them in conjunction with the scheme's operational guidelines.

The Branding and Communications Guidelines document can then be used both internally and externally to ensure consistency and continuity of the PMKVY scheme, its visual identity, and strategy.

The training centres may undertake innovative approaches for further promotion of the scheme. The same shall be informed to MSDE/NSDC prior to the roll-out or implementation of such campaigns. All the open (artwork) files of the branding elements shall be available on PMKVY official website- www.pmkvyofficial.org
3.1 Logo Structure/ Type

- Graphic Icon
- Logo Type / Brand Name
- Logo containing letter K (as a human form learning skills)
- Our typeface, features Sans-serif fonts. This is selected because it is warm, open and legible at all sizes.

3.2 Clear Space
When the logo is used, it should be sufficiently isolated from illustrations or other words or images that might detract from the signature’s importance. The logo must be at least X mm (X mm = Height of the letter “P”) away from every side from illustrations, photographs, rules, page edges, or other type.
3.3 **Logo Colour Palette**

Beyond our logo, colour is the most recognisable aspect of the scheme identity. The colours selected reflect our bold, and diverse community. Using the correct colours appropriately is one of the easiest ways to make sure our materials reflect a cohesive PMKVY visual story and identity.

![Colours and CMYK values for PMKVY](image)

3.4 **Logo in Reverse**

![Logo in Reverse](image)
3.5 Logo in Black and White

Logo in Black & Grey

Logo in Reverse

Logo in Grey
3.6 Logo Placement - Do’s
The preferred placement for the logo is in the upper segment of communication materials. Anywhere in the outlined areas shown here is acceptable, although corners are preferred. This way, the logo becomes a grounding element that appears consistently on all pieces. If the bottom zone is unsuitable, it is also acceptable to place the logo anywhere in the horizontal segment at the top within the piece. Again, corners are preferred, but the logo can be centered for more formal communication.

**Do’s**

- Do use the primary logo in its normal state
- Do use the reverse black logo when it’s required
- Do use the reverse grey logo when it’s required
- Do use the reverse white logo with PMKVY Red Orange patch when its required
- Do use the reverse white logo with PMKVY Brown patch when its required
- Do use the reverse white logo with black patch when its required

3.7 Logo Placement - Don’ts
Don’t stretch, condense, or change the dimensions of the identity. Don’t alter the placement or scale of the elements. Don’t add colours to individual elements.

**Don’ts**
3.8 **Font Pallete**
Gotham Font Family is an Open Type font family made up of various style. Each style includes small capitals, fractions, standard ligature, lining and oldstyle figures, and more. There are extensive font options to go with it.

**Font with 12 styles within**
3.9 Typography of 3.0
Gobold Bold Font Family is an Open Type font family made up of various style. Each style includes small capitals, fractions, standard ligature, lining and oldstyle figures, and more. There are extensive font options to go with it.

3.10 Colour Family

<table>
<thead>
<tr>
<th>Primary</th>
<th>Secondary</th>
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<tbody>
<tr>
<td><img src="primary1" alt="" /></td>
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<td><img src="primary2" alt="" /></td>
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<td><img src="primary3" alt="" /></td>
<td><img src="secondary3" alt="" /></td>
</tr>
<tr>
<td><img src="primary4" alt="" /></td>
<td><img src="secondary4" alt="" /></td>
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</tbody>
</table>

3.0 Logo Font Gobold Bold
Outdoor signs have phenomenal recall value. Therefore, it is extremely important that these signs are standardised across India.

4.1 Drop Down Banner (Mandatory)

**Specifications**

- **Position:** Front Facade of Training Centres (Main Entrance)
- **Size:** 5 ft. x 20 ft.
- **Material:** Star Flex with Digital Printing
- **Customisation Required:** None
- **Language:** Region Specific

Training Centres may install more than one of these banners at the exterior of TCs.
4.2 Exterior Signage (Backlit) (Mandatory)

Specifications

Position: Front Facade of Training Centres (Main Entrance)
Size: 8 ft. x 4 ft.
Material: Star Flex (Mounted on Iron Frame or Backlit (Good Quality Tubes)
Customisation Required: None
Language: Region Specific

To find a PMKVY centre near you, call 88000 55555 or visit www.pmkvyofficial.org
@SkillIndiaOfficial @MSDESkillIndia @skill_india_official
4.3 Outdoor - Hoarding/Backdrop (Vertical)

Specifications

Position: Front Facade of Training Centres (Main Entrance)

Size: 6 ft. x 8 ft.

Material: Star Flex (Mounted on Iron Frame) & Backlit (Good Quality Tubes)

Customisation Required: Photographs can be changed as per job roles

Language: Region Specific
4.4 Outdoor - Hoarding/Backdrop (Horizontal)

**Specifications**

**Position:** At the training area

**Size:** 8 ft. x 6 ft.

**Material:** Star Flex (Mounted on Iron Frame) & Backlit (Good Quality Tubes)

**Customisation Required:** Photographs can be changed as per job roles

**Language:** Region Specific
The reception area is the first touch point at the training centre. The right elements would help create a positive brand recall for the visitors.

5.1 Main Signage Behind Reception Table (Mandatory)

Specifications

Position: Behind Reception Desk
Size: Depending on Wall
Material: Digital Printing on 5 mm Sun Board/LED
Customisation Required: None
Language: Region Specific

TCs to install one signage behind the reception desk.
5.2 Poster - Placement Opportunities (Mandatory)

These logos are for reference. Training Centres to add the logos of local employers in the region.

Specifications

**Position:** On walls in the waiting area  
**Size:** 17 inch x 22 inch  
**Material:** Digital Printing on Imported Art Paper (300 GSM)  
**Customisation Required:** Logos of Placement partners/Companies where candidates have been placed  
**Language:** Region Specific
5.3 Course Marketing Leaflet

Specifications

Position: As per requirement
Size: 10 cm x 14 cm
Material: Imported Art Paper (150 GSM)
Customisation Required: Addition of List of Courses, Duration of Courses, TP Logo and Contact Information
Language: Region Specific

ABOUT PMKVY
Pradhan Mantri Kaushal Vikas Yojana (PMKVY) is the flagship scheme of the Ministry of Skill Development & Entrepreneurship (MSDE). The objective of this Skill Certification scheme is to enable a large number of Indian youth to take up industry-relevant skill training which will help them in securing a better livelihood. Youths can join Short Term Training (3-6 months training) or individuals with prior learning experience or skills will also be assessed and certified under Recognition of Prior Learning (RPL).

Testing and Assessment fees are completely paid by the Government

<table>
<thead>
<tr>
<th>Lab.</th>
<th>List of Courses</th>
<th>Duration of Course</th>
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Contact Information of T&C

Name: 
Address: 
Phone: 
E-Mail: 

To find a PMKVY Centre near you, call 88000 55555 or visit www.pmKVYoffi.c.in
5.4 Poster - PMKVY 3.0 (Short-Term Training) Benefits to the Trainee

Specifications

Position: As per requirement
Size: 17 inch x 22 inch
Material: Imported Art Paper (130 GSM)
Customisation Required: None
Language: Region Specific
5.5 Poster - Code of Conduct

Specifications

Position: As per requirement
Size: 9.25 inch x 11.75 inch
Material: Imported Art Paper (130 GSM)
Customisation Required: None
Language: Region Specific
Adjacent to the reception area is the waiting area. The waiting area is ideal as it provides a comfortable demarcated space for candidates to wait before the counsellor attends to them. All collateral at the waiting area should be clearly visible to visitors, placed either at eye level or a little above.

6.1 Poster - Scheme Information and Process (Mandatory)

Specifications
Position: On walls in the waiting area
Size: 17 inch x 22 inch
Material: Digital Printing on Imported Art Paper (300 GSM)
Customisation Required: Photos as per job roles
Language: Region Specific
6.2 Poster - Honourable Prime Minister’s Quote (Mandatory)

"The mantra to stay relevant in the midst of rapidly changing businesses and
to create a future-ready workforce."

– Shri Narendra Modi

**SKILL INDIA**
TRANSFORMING INDIA

*To find a PMKVY Centre near you, call 88000 55555*
*or visit www.pmkvyofficial.org*

Specifications

- **Position**: On walls in the waiting area
- **Size**: 17 inch x 22 inch
- **Material**: Digital Printing on Imported Art Paper (300 GSM)
- **Customisation Required**: Photograph can be changed as per job roles
- **Language**: Region Specific
6.3 Poster 3 - Local Hero Testimonial (Mandatory)

Template

**Specifications**

**Position:** On walls in the waiting area  
**Size:** 22 inch x 17 inch  
**Material:** Digital Printing on Imported Art Paper (300 GSM)  
**Customisation Required:** Local hero to be a previous PMKVY candidate who is now gainfully employed or has setup his/her own business  
**Language:** Region Specific
6.4 Standee - Honourable Prime Minister’s Quote (Mandatory)

"The mantra to stay relevant in the midst of rapidly changing businesses and markets today is skill, reskill, and upskill. With this vision, we are constantly taking concrete steps to create a future-ready workforce.”

- Shri Narendra Modi

Specifications

Position: Around/Adjacent Waiting Area
Size: 3 ft. x 6 ft.
Material: Star Flex
Customisation Required: Photo of the candidate as per local job role
Language: Region Specific
Classroom Lab Branding

Elements within the classroom/laboratory shall work as teaching aids. These can be used by trainers for various classroom/laboratory activities. These can also work as a constant reminder for learners. The other elements in the classroom/laboratory shall inspire and motivate trainees to enjoy learning.

7.1 Poster 1 - Job Role Specific Information (Mandatory)

Specifications
- **Position:** On wall in the classroom and labs
- **Size:** 17 inch x 22 inch
- **Material:** Digital Printing on Imported Art Paper (300 GSM)
- **Customisation Required:** Job role specific content taught in the classroom/lab
7.2 Poster 2 - Safety Instructions (Mandatory)

Specifications

**Position:** On wall in the classroom and labs

**Size:** 17 inch x 22 inch

**Material:** Digital Printing on Imported Art Paper (300 GSM)

**Customisation Required:** Job role specific safety instructions
7.3 Poster - Job Interview Tips and Etiquettes

Dress to Success!
- Ensure clothes are wrinkle-free
- Wear simple formal clothing (navy blue / grey / black)
- Wear a long-sleeved shirt/ trousers (for men) and a plain skirt / suit / saree (for women)
- Ensure hair is neat and combed
- Shoes must be well-polished or sandals be plain

Tips for Interview
- Carry your Resume/bio data
- Be on time
- Keep your phone switched off / silent
- Smile even when you are nervous

Specifications
- Position: On wall in the classroom and labs
- Size: 9.25 inch x 11.75 inch
- Material: Digital Printing on Imported Art Paper (300 GSM)
- Customisation Required: None
The Training Centres are encouraged to promote the scheme in their surrounding areas and draw potential candidates. The TCs can place these stickers/ self-adhesive posters across town.

8.1 Poster 1 – Scheme Information and Process

**Specifications**

**Position:** On the wall  
**Size:** 17 inch x 22 inch  
**Material:** Digital Printed Vinyl Sticker/Sun Board  
**Customisation Required:** Photographs can be changed as per job roles  
**Language:** Region Specific
8.2 PMKVY Process Stickers (Encouraged)

Specifications
Position: As Needed
Size: 5.5 inch x 3 inch
Material: Digital Printed Sticker Paper/ PVC
Customisation Required: None
Language: Region Specific
8.3 Standee – Training Features

Specifications

**Position:** Around/Adjacent Waiting Area

**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** Photos as per job roles

**Language:** Region Specific
The Implementing Agencies and Training Centres are advised to use mass media to promote PMKVY 3.0. This may include print, TV, radio, Kaushal Mela, wall branding, OOH mediums like rickshaw, mobile vans, pamphlets etc.

Regarding the budget for advertisement and publicity – please refer to Point 7 (Financial Management) of the PMKVY 3.0 Operational Guidelines.

9.1 Print Advertisement
Press advertisements can be released by the Implementing Agencies/TCs for the publicity and advocacy of the scheme and its benefits.

Specifications:
The following adaptations and changes are permissible:

a. Photographs can be replaced according to the sector and job role.
b. The language of the advertisement to be customised per local/ regional needs.
c. Training Partner logo can be added in the footer (in the orange strip).
d. Training Centre details can be added in the footer.
e. The size of the advertisement can be altered as per the medium

Mandates:
a. The positions of Prime Minister’s photograph and Emblem cannot be changed.
b. Centralised helpline number 8800055555 and official website www.pmkvyofficial.org must not be deleted from the advertisement(s).
9.2 Radio

Radio Advertisements are low-cost and help increase brand awareness. Campaigns such as Call us Now! or Register for Pradhan Mantri Kaushal Vikas Yojana allow for the delivery of a short and powerful message to the target trainee/communities.

Radio advertising can include Jingle Ads, RJ Mentions, FM Advertising, Sponsorship Ads, Career Guidance, among others.

9.3 Television

Television has emerged as a powerful visual medium. With the increased number of streaming options, it can be utilised well for targeting a fragmented audience and to develop awareness campaigns. Regional, local satellite and cable television channels can be leveraged for the publicity and advocacy of the scheme.

a. PMKVY scheme logo could be added in the visual creatives.
b. Skill India Mission logo could also be added in the visual creatives.
c. Animated logos of both PMKVY Scheme and Skill India Mission would be available on www.pmkvyofficial.org under the Branding and Communications page.
9.4 Kaushal/Rozgar Mela or Skill Exhibitions

The branding collaterals for such events may include backdrop, pole bunting, flyers, press ads, mobile vans, among others.

Hoarding Option 1

Hoarding Option 2

Specifications

Size: According to the Venue
Customisation Required: Event Details, Job Roles, Dignitaries may be added
Language: Region Specific
PMKK centres can add NSDC logo along with TP logo
Pole Bunting

Specifications

Size: 3 ft. x 6 ft.

Customisation Required: Date/Event/Guest name to be added according to the event

Language: Region Specific

PMKK centres can add NSDC logo along with TP logo
Standee

Skill India
Transforming India

Rozgar Mela

Date: Venue:

You are cordially invited

Specifications

Size: 3 ft. x 6 ft.

Customisation Required: According to the Date/Venue/Event

Customisations permitted: Names of dignitaries, Date and Venue, Highlights of the event

Language: Region Specific

PMKK centres can add NSDC logo along with TP logo
Recognition of Prior Learning (RPL)

Recognition of Prior Learning is a skill certification component designed to enable a large number of Indian youth to take on industry-relevant skill certification, which will help them secure a better livelihood. Individuals with prior learning experience or skills can register themselves and get assessed and certified under the Recognition of Prior Learning (RPL) component of the scheme. RPL focuses mainly on individuals engaged in unregulated sectors.

10.1 Backdrop

Specifications

Position: At the training area
Size: 8 ft. x 6 ft.
Material: Star Flex
Customisation Required: Photograph can be changed according to the job role
Language: Region Specific
10.2 Poster - Process

Specifications

Position: On walls in the waiting area
Size: 22 inch x 17 inch
Material: Digital Printing on Imported Art Paper (300 GSM)
Customisation Required: None
Language: Region Specific
10.3 Poster - Types of RPL

### Specifications

**Position:** At the training area  
**Size:** 3 ft. x 6 ft.  
**Material:** Star Flex  
**Customisation Required:** Photograph can be changed as per job role  
**Language:** Region Specific
10.4 Standee 1

Specifications

**Position**: Around/Adjacent Waiting Area

**Size**: 3 ft. x 6 ft.

**Material**: Star Flex

**Customisation Required**: As per sector. NSDC, SSC, PIA logos could be added

**Language**: Region Specific
10.5 **Standee 2**

**Specifications**

**Position:** Around/Adjacent Waiting Area

**Size:** 3 ft. x 6 ft.

**Material:** Star Flex

**Customisation Required:** As per sector/job role. NSDC, SSC, Partners logos could be added

**Language:** Region Specific
10.6 Standee 3

Specifications
- **Position:** Around/Adjacent Waiting Area
- **Size:** 3 ft. x 6 ft.
- **Material:** Star Flex
- **Customisation Required:** As per sector/job role. NSDC, SSC, Partners logos could be added
- **Language:** Region Specific

TC to place this standee around/adjacent Training Area
10.7 Flyer

**Specifications**

**Size:** A4/A5

**Material:** Digital/Offset Printing on (150 GSM)

**Customisation Required:** Photographs can be changed as per job roles

**Language:** Region Specific
Format for Notice

Notice Number:

<HEADLINE TO BE IN ALL CAPITAL LETTERS>

The body of the notice with the subject of the same highlighted in bold to indicate that the notice is on the same.

Text here is to be justified with a front-line indent and font calibri 11.

For each new para/point the frontline indent must follow as can be seen/is demonstrated in this particular paragraph change. This is only in the first line in the new paragraph and does not follow into the next lines in the same paragraphs, as evidenced here.

Issued By

Signature

City, State

Date: dd/mm/yyyyy
To know more about various training programmes under Pradhan Mantri Kaushal Vikas Yojana 3.0, Call at 88000 55555 or visit www.pmkvyofficial.org