



Digital Brand Identity Manual

[Source: PIB](#)

The **Ministry of Electronics and Information Technology (MeitY)** has launched the **Digital Brand Identity Manual (DBIM)** to establish a **standardized and seamless digital presence** across all government platforms.

- **DBIM:** It standardizes **color palettes, typography, and iconography** across **government websites, mobile apps, and social media** while introducing **Gov.In CMS, a centralized content management system** for seamless updates.
 - It ensures **common UI/UX (user interface/user experience) principles** for better accessibility and user experience of all government websites.
 - The **Central Content Publishing System (CCPS) of DBIM** enables **consistent updates** of official announcements, policies, and schemes.
- **Significance:** DBIM enhances "**Minimum Government, Maximum Governance**" by ensuring a **cohesive digital identity**, improving **accessibility**, streamlining **policy access** and strengthening India's [e-governance leadership](#).

Read more: [Navigating India's Digital Growth](#)

PDF Reference URL: <https://www.drishtias.com/printpdf/digital-brand-identity-manual>