

File No: 6(09)/2019-NAB-II(Auto) (19510)  
GOVERNMENT OF INDIA  
MINISTRY OF HEAVY INDUSTRIES  
AEI SECTION

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Udyog Bhawan, New Delhi-110011.

Dated the 22<sup>nd</sup> February, 2022.

Subject: MHI Guidelines for FAME logo and bus graphics– Reg.

The undersigned is directed to forward a copy of this Ministry's Guidelines of even number dated 22<sup>nd</sup> February, 2022 detailing the Guidelines for FAME logo and bus graphics (logo design enclosed) for Electric buses.

2. This issues with the approval of the Competent Authority.

*Kalpn*  
(Thangliantai)

Under Secretary to the Government of India.

To

All STUs/OEMS

Copy to:

SIAM  
ACMA  
ARAI/ICAT and other testing Agencies



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New Delhi, Dated the 22<sup>nd</sup> Feb, 2022.

**NOTIFICATION**

**Guidelines for the FAME logo and bus graphics:**

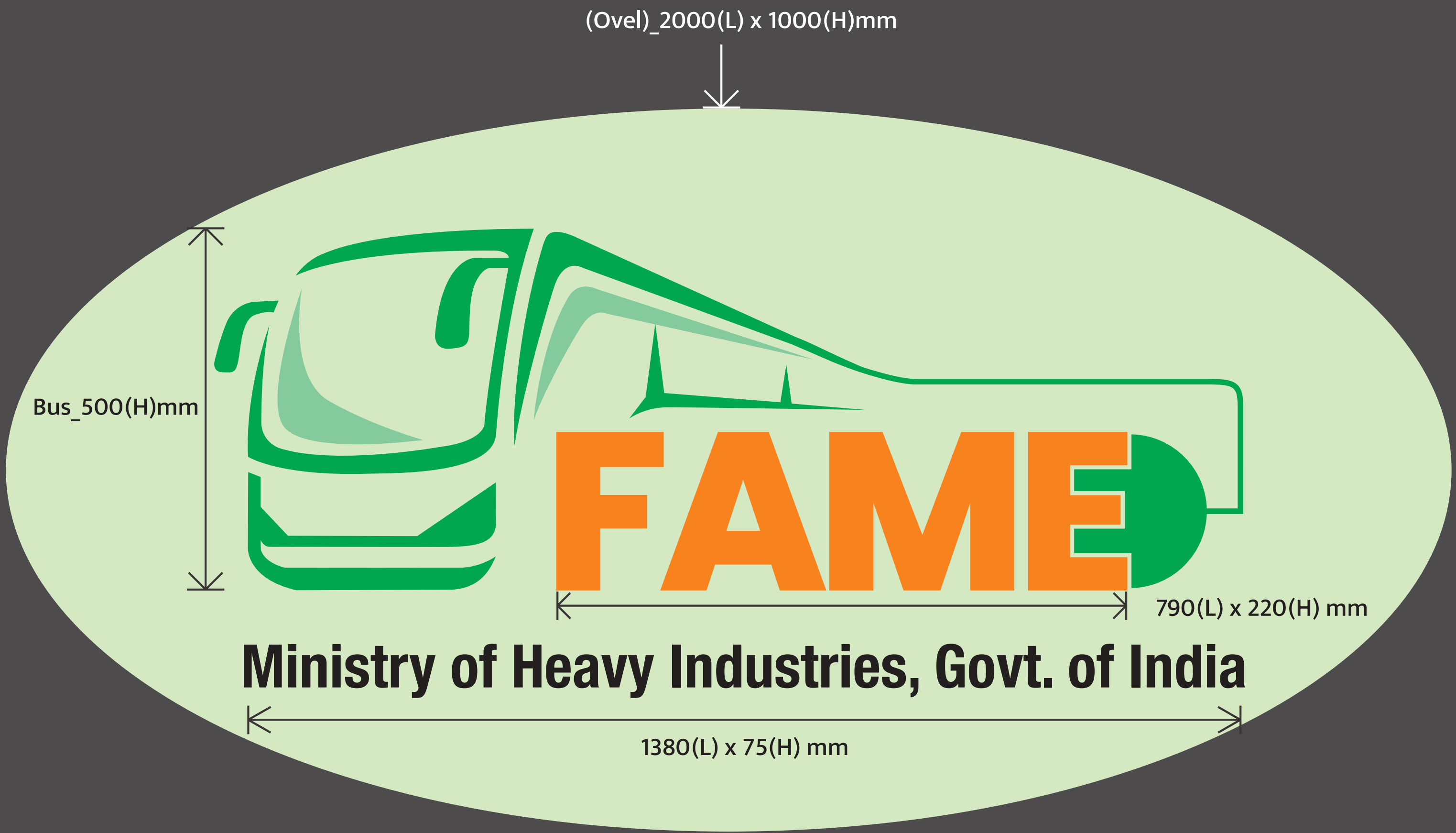
The logo as attached (with dimensions) is to be located at a strategic location on both sides of the Bus and in (i) English and (ii) Hindi or Regional language (A picture of Bus with the logo is enclosed. Further, logo may be either with green Background or White Background as per the enclosed draft template.). The design of the logo is for Standard Bus Length of 12m. For other lengths Midi and Mini Bus the dimensions of the logo maybe proportionately reduced.

**Instructions for the Logo**

- The surface, on which the logo is placed, should not be openable (e.g doors, windows) to keep its uninterrupted view intact.
- The logo should be highlighted and the bus graphics should comprehend and enhance the same.
- The alignment of the text should be horizontal keeping in mind the available surface.
- Logo stickers: Use permanent stickers of reflective material (radium). The material needs to be UV resistant and water proof.

It will be mandatory on the bus manufacturers to provide this logo on e-buses incentivized under FAME as per the above guidelines otherwise no payment shall be released for the buses which are not carrying this logo.





# Font

- FAME**
- Ministry of Heavy Industries, Govt. of India**
- Poppins ExtraBold**
- HelveticaNeueLT Pro 57 Cn\_Bold**



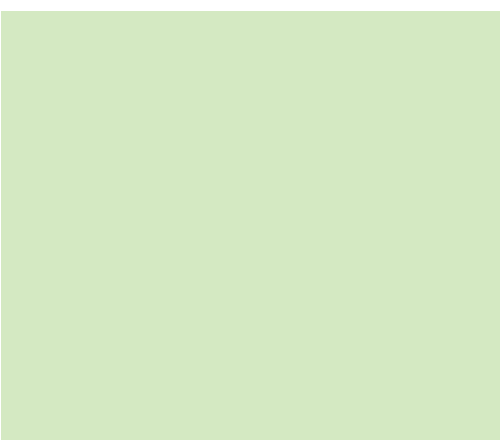
C : 0  
M : 60  
Y : 100  
K : 0



C : 100  
M : 0  
Y : 100  
K : 0



C : 50  
M : 0  
Y : 50  
K : 0



C : 20  
M : 0  
Y : 30  
K : 0



C : 0  
M : 0  
Y : 0  
K : 100







## Font

- FAME

भारी उद्योग मंत्रालय, भारत सरकार
- Poppins ExtraBold
- Mukta



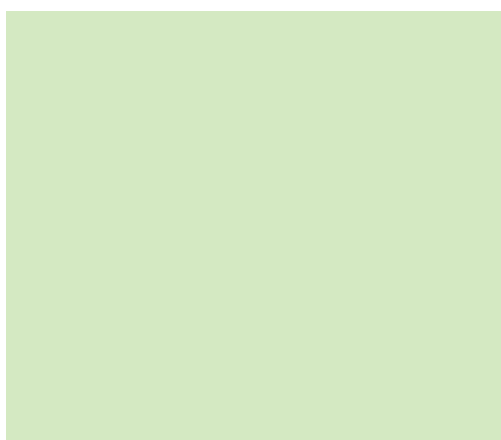
C : 0  
M : 60  
Y : 100  
K : 0



C : 100  
M : 0  
Y : 100  
K : 0



C : 50  
M : 0  
Y : 50  
K : 0

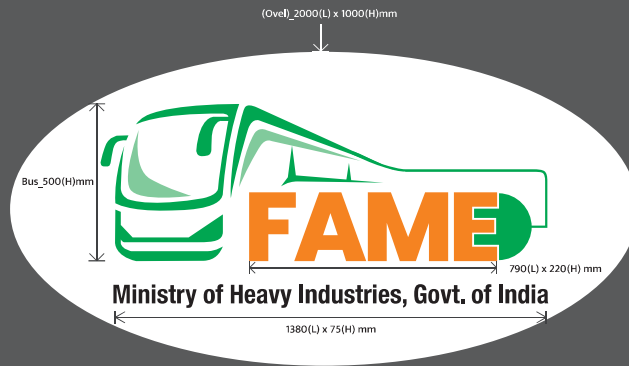


C : 20  
M : 0  
Y : 30  
K : 0



C : 0  
M : 0  
Y : 0  
K : 100





## Font

**FAME**

Ministry of Heavy Industries, Govt. of India

– Poppins ExtraBold

– HelveticaNeueLT Pro 57 Cn\_Bold



C : 0  
M : 60  
Y : 100  
K : 0

C : 100  
M : 0  
Y : 100  
K : 0

C : 50  
M : 0  
Y : 50  
K : 0

C : 0  
M : 0  
Y : 0  
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## Font

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- Mukta



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