

Branding Guidelines for the 'PM-eBus Sewa Scheme' depots

Following guidelines are to be adhered to by all the participating States/UTs under the PM-eBus Sewa Scheme:

A. Overhead Signage- The Sample design is attached as Annexure I

- 1) Every City shall provide the PM-eBus Sewa Logo along with the Depot Name on the overhead signboard at the entry and exit gate of the approved depot under the Scheme.
- 2) The indicative specifications of the **signboard** as per the following recommendations: -

Parameters	Specification	The setting of the overhead signboard with respect to the carriageway shall be regulated as per provisions contained in IRC:67- 2022
Bottom edge of the board	Not less than 5.5 metres (vertical Clearance) (as per clause 4.7 of IRC: 67-2022)	
Height of the board	0.9-1.2 metres (as per clause 9.1 of IRC: 67-2022)	
Top edge of the board	6.4-6.70 metres	
Material	Aluminium Composite Material not less than 4mm thick with retro reflective sheeting - as per clause 6 of IRC: 67-2022)	
Background Color	Blue Code: #2a357c	

- 3) The indicative specifications of the **depot name and logo on the signboard** as per the following recommendation: -

Parameters	Specification	The setting of the overhead signboard with respect to the carriageway shall be regulated as per provisions contained in IRC:67- 2022
Font	English- Transport medium Hindi- Hindi 7/Narad Bold Local- As per local practice (as per clause 12 of IRC: 67-2022)	
Language	English and Hindi/Regional language (as per clause 24.3 of IRC: 67-2022)	
Material	Durable and weatherproof on 2D Reflective material as per clause 6.7 and 8.1 of IRC: 67-2022)	
Color	White lettering (as per clause 24.2 of IRC: 67-2022)	
Height of Letters	Lower Case –210mm, Upper Case-290mm (as per clause 12 of IRC 67,2022)	
PM-eBus Sewa Logo Size	0.50X1.2metres The aspect ratio of 1:2.4 have to be maintained	
PM-eBus Sewa Logo Location	Left side centre aligned	

B. Citizen information Signboard - The Sample design is attached as Annexure II

- 1) Apart from the overhead signboard, every City shall provide the citizen information board on either left or right side of the entry gate of the approved depot.
- 2) The indicative specifications of the **signboard** as per the following recommendations: -

Parameters	Frame	Panel
Height	2.45metres	1.5 metres (2 panels of 0.75metres each)
Width	1.15 metres	0.9 metres

Material	Stainless Steel	CR/GI Sheet/ ACM with retro reflective sheeting
Color	-	Upper Panel- Blue Code: #2a357c Lower Panel- Green Code: #5eba4c

- 3) The indicative specifications of the **depot name on the signboard** as per the following recommendation: -

Parameters	Specification
Font	English- Transport medium Hindi- Hindi 7/Narad Bold Local- As per local practice
Language	English and Hindi/Regional language
Material	Durable and weatherproof 2D Reflective material
Color	White
Height of Letters	Sentence Case- 7-8 cm

- 4) The indicative specifications of the **other Details (Depot Details and Central assistance provided) on the signboard** as per the following recommendation:

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Parameters	Specification
Font	English- Transport medium Hindi- Hindi 7/Narad Bold Local- As per local practice
Language	English/Hindi/Regional language
Material	Durable and weatherproof 2D Reflective material
Color	White
Height of Letters	Sentence Case- 3-5 cm
PM-eBus Sewa Logo Size	0.175X0.420metres. The aspect ratio of 1:2.4 have to be maintained
PM-eBus Sewa Logo Location	Top Centre aligned

- The City shall write the following details on the panel

BTM	Civil
Central Assistance	Central Assistance
Date of Commissioning	State Assistance
HT Line (KV)	Name of PTA Authority
Substation Capacity (MVA)	Date of Commissioning
	Depot Area (acres)
	Buses Sanctioned

C. General Conditions

- 1) The specifications of the logo as per the logo guidelines published by MoHUA, letter No- K-14011/7/2019–UT-I, Dated- 6th October, 2025 (Enclosed as Annexure 3)
- 2) In case of any deviation with respect to the above prescribed guidelines due to local site conditions, variation may be allowed in prior consultation with MoHUA.
- 3) The logo and signboard must be devoid of damage, fading, vandalism, defacing, peeling etc and to be always maintained in good condition.
- 4) The above guidelines may be adhered to by all the participating States/UTs mandatorily.

Annexure I



* All Dimensions are in mm



* All Dimensions are in mm

Annexure III

PM-eBus Sewa Logo guidelines issued vide letter K-14011/7/2019–UT-I, Dated- 6th October, 2025.

PM e-Bus Sewa



Aspect Ratio 1:2.4

Technical Guidelines for PM-eBus Sewa Logo

The guidelines for the use of the 'Logo' of PM-eBus Sewa Scheme for e- buses deployed under the Scheme are as under:

A) Location and Size of the 'Logo'

1. The logo should be **located on all sides of the bus** as recommended in "**Table 2- Logo Specifications**" provided in later pages. **The nominal dimensions and material of the logo** for 12m, 9m & 7m buses is enclosed in "**Table 2- Logo Specifications**".
2. The surface of the logo, where it will be placed, should not be openable on the sides (e.g. door, windows) to keep its view uninterrupted and intact.
3. There must always be a minimum safe space of 1.0 cm on top and bottom and 10.00cm on the sides of the logo.
4. The alignment of the logo should be horizontal with the bus and the aspect ratio of 2.4 is to be maintained across all the logo sizes.
5. The area and size of all other logos / branding should be smaller than the size of the PM-eBus Sewa logo.
6. Do not stick any other logo over the PM-eBus Sewa Scheme Logo. The Authority shall ensure that the advertisements or any other form of display material does not obstruct partially or completely, the visibility of logo.
7. Do not stretch, redraw, distort, warp, skew, condense, reverse, rotate, flip or alter the logo, its proportions and shape, or modify the size or position of any of its elements.

B) Color Scheme of the 'Logo'

1. The **colour of the 'Logo' and colour of the 'bus'** should be as recommended in **Table 1- "Font and Color Scheme"** provided in the later pages.

It is also recommended to use the plain color scheme for the bus.

3. City may choose any other color and patterns of color in consultation with MoHUA.
4. Do not use the logo as a watermark with over-running design or text.
5. Do not recreate or rearrange the logo, change its design, or any color.

C) Material of the 'Logo'

1. The material of the logo should be durable and should last for atleast 6 years.
2. Material of the logo should be tested for following properties against applicable international/ national standards with any National Accreditation Board for Testing and Calibration Laboratories (NABL) certified lab or any Central Motor Vehicle Rules (CMVR) testing agency. The test certificate to be submitted to MoHUA.

Weatherability	Hot water resistance
Abrasion resistance	Salt spray resistance
Adhesion resistance	Water resistance
Scratch resistance	Impact resistance
Heat humidity resistance	Thermal shock
High pressure wash resistance	Chemical resistance

INDICATIVE AREAS FOR LOGO ON THE BUS



Drive side: Center



Front: Center



Passanger side: After Entry Door/Rear of the bus/Front (Choose One)



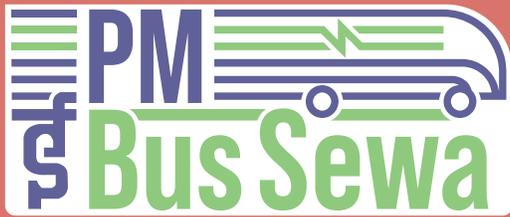
Rear: Above/Center



Color Code: 5eba4c



Color Code: 2d6325



Color Code: cc3741



Color Code: ad1f24



Color Code: 304499



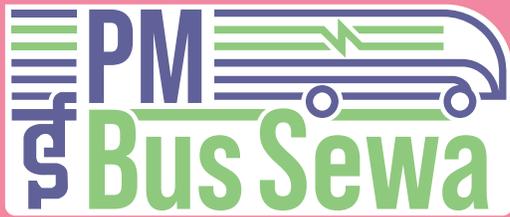
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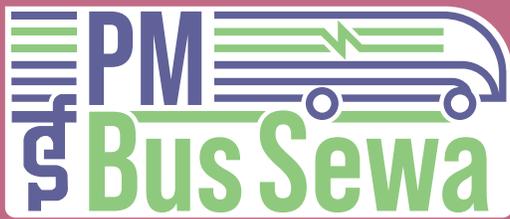
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Color Code: ef5081



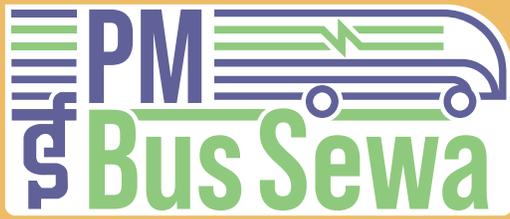
Color Code: f6adc8



Color Code: ae1f63



Color Code: 80153b



Color Code: e8a423



Color Code: ffcc05

Table 1 – Font and Color Scheme

Font

PM-eBus Sewa - Bebas Neue Pro

Logo Colors



Bus Colors



Table 2 – Logo Specifications

BUS TYPE / PLACEMENT	LOGO SPECIFICATION	DIMENSIONS (MINIMUM)	ASPECT RATIO	PLACEMENT NOTES
12-Meter Bus – Driver Side	2D Logo	500 mm x 1200 mm	1:2.4	Top centre aligned- Below the window Aspect ratio maintained
12-Meter Bus – Passenger Door Side	2D Logo	500 mm x 1200 mm	1:2.4	Priority 1- Adjacent to middle passenger door Priority 2- Rear Side Priority 3- Front side
9-Meter Bus – Driver Side	2D Logo	500 mm x 1200 mm	1:2.4	Top centre aligned- Below the window Aspect ratio maintained
9-Meter Bus – Passenger Door Side	2D Logo	375 mm x 900 mm	1:2.4	Priority 1- Adjacent to middle passenger door Priority 2- Rear Side Priority 3- Front side
7-Meter Bus – Driver Side	2D Logo	7m sizes to be confirmed	1:2.4	To be confirmed
7-Meter Bus – Passenger Door Side	2D Logo	7m sizes to be confirmed	1:2.4	To be confirmed
Front (All Bus Types)	3D printed colored emblem	175 mm x 420 mm	1:2.4	Center-aligned on the bus front.
Back (All Bus Types)	3D printed colored emblem	225 mm x 540 mm	1:2.4	Center-aligned on the bus rear.

Note:

In case of technical design limitation, 5% downward variation may be allowed in size of the logo with prior consultation with the Ministry, however the specified aspect ratio must be maintained.