

Brand Use Guidelines



GANDHI MANDELA FOUNDATION

(A Govt. of India recognised not-for-profit organisation.)

B-511, Naurang House, 21, Kasturba Gandhi Marg, Connaught Place, New Delhi - 110001

www.gandhimandelafoundation.com

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ABOUT FOUNDATION



The Gandhi Mandela Foundation is one of the world's highly prestigious Foundation registered under Govt. of India trust act and is formed with a motive to promote Gandhi's and Mandela's values of Non-Violence, individual freedom, civil liberties, and human rights across the globe.

The headquarter is situated at New Delhi, India and Global presence in 20+ countries.

The foundation is headed by eminent personalities of the world who have dedicated their life for social and spiritual awakening.

FOUNDATION'S GLOBAL PRESENCE



COUNTRIES

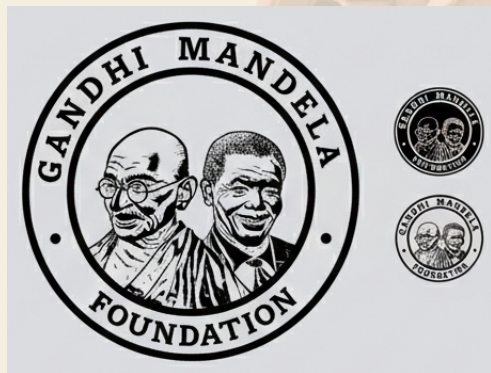
 INDIA	 NEPAL	 UK	 UKRAINE	 MALAYSIA
 SOUTH AFRICA	 BANGLADESH	 USA	 CANADA	 BOLIVIA
 MEXICO	 SRI LANKA	 RUSSIA	 AUSTRALIA	 SPAIN
 COLOMBIA	 PANAMA	 BRAZIL	 ARGENTINA	 CUBA
 VENEZUELA	 COSTA RICA	 ITALY	 DOMINICAN REPUBLIC	 MADAGASCAR

Brand Identity System

Primary Logo (Center)

The primary logo is a commemorative medallion style. It features the embossed portraits of Mahatma Gandhi and Nelson Mandela, symbolizing the union of their shared legacies of non-violence, freedom, and human rights.

- **Visual Style:** 3D sculptural relief with a metallic finish.
- **Typography:** A classic, bold serif font follows the circular path of the coin.
- **Symbolism:** The circle represents global unity and the eternal nature of their values.



Alternate Versions

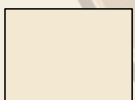
Monochrome: A flat, 2D black-and-white version for print and stamps.

Inverted: A white "knockout" version for use on dark or busy backgrounds.

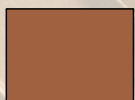
Colour Palette



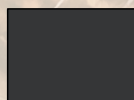
#975330



#F3E9D2



#A06141



#353637

Primary: Bronze/Copper

Neutral: Off-White

Text Dark: Slate

Safe Space Rule Diagram

The Safe Space (or clear zone) ensures the logo is never crowded by other elements.

- The "G" Rule: A common standard for this logo is to use the height of the letter "G" from "GANDHI" as the minimum padding around the entire circumference of the medallion.
- Purpose: This prevents visual clutter and maintains the logo's prestige

Do's & Don'ts

Maintain Integrity: Always use high-resolution files and keep the logo perfectly circular and upright.

Avoid Distortions: Never alter fonts, add visual effects (shadows/glows), or place the logo over busy backgrounds.

Flags & Table Flags

Ceremonial Flag

Design: Features a large-scale GMF medallion centered on a deep navy blue fabric.

Fabric Size: 6×4 Feet.

Flagpole Stand: 8 Feet & 6 Feet.

Hardware: The flagpole stand is equipped with a sturdy base and a decorative head.

Finishing: Edged with premium gold fringe to signify diplomatic and formal status.

Usage: Intended for standing displays at summits, press conferences, and official ceremonies.



Table Flag

Design: A miniature version of the official flag, featuring the high-resolution metallic logo.

Size: 6×4 Inch.

Hardware: Mounted on a polished gold-tone stand with a weighted base and a spearhead finial.

Placement: Positioned on conference tables or desks, ensuring the "G-Height" safe space is maintained around the medallion.

Lapel Pins & Badges

F g u k i p "("Xk w e n T g r t g u g p v e v k q p

The Gandhi Mandela Foundation lapel pin features a high-relief, circular medallion design.

It showcases the detailed portraits of Mahatma Gandhi and Nelson Mandela, symbols of global unity.

The circular border prominently displays the foundation's name in a classic serif typeface.



U r g e k h l e c v i k q p u

Size: Standard production size ranges between 20–25 mm for professional visibility.

Material & Finish: Crafted with high-quality gold plating and available with enamel fill for a premium, durable finish.

Usage: Exclusively reserved for Delegates and Honorees to signify official affiliation and prestige during formal events and summits.

Stationery & Letterheads

The Gandhi Mandela Foundation (GMF) stationery system ensures a consistent and professional identity across all physical and digital correspondence. Stationery Components

Docket Folder

Design: Features a clean white base with the primary GMF medallion centered on the front cover.

Size: 19X13 inches.

Variants: Designs range from a minimalist white cover with the metallic logo to layouts including full organization contact details and government recognition text at the bottom.



Letterhead

Size: 8.26 X 11.693 Inches A4.

Header: The metallic GMF medallion is centered at the top. **Watermark:** A large, light-opacity version of the portraits is centered in the main body area to prevent unauthorized duplication.

Footer: Contains the official name, government recognition status, office address, and contact information.

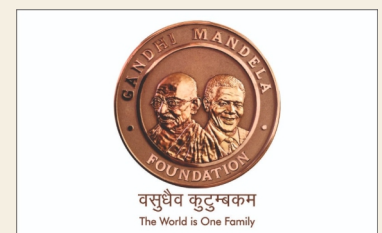


Business Card

Size: 3.5 X 2.125 inches.

Front: Displays the large metallic bronze logo above the foundation's core philosophy: "Vasudhaiva Kutumbakam – The World is One Family".

Back: Clearly lists the representative's contact information, office address, and official social media handles.



T-Shirt Design Overview

The official GMF apparel follows a minimalist and professional aesthetic, utilizing a clean white polo shirt to emphasize the brand's heritage colors.

Front: Primary Branding

Placement: The primary GMF medallion logo is placed on the left chest (over the heart).

Execution: The logo is rendered in its signature high-resolution metallic bronze finish, maintaining the circular integrity and upright orientation required by the brand system.

Significance: This placement signifies the wearer's official affiliation and commitment to the foundation's values.

Back: Identity Statement

Placement: The foundation's full name, "GANDHI MANDELA FOUNDATION," is centered across the upper back.

Typography: The text uses the official serif brand font in a stacked, two-line format.

Finish: The lettering features a bronze metallic gradient that matches the primary medallion color palette (#467C52 and #F5F5DC).



Gandhi Mandela Profile

The Gandhi–Mandela Profile offers a structured and insightful overview of the lives, philosophies, and enduring legacies of Mahatma Gandhi and Nelson Mandela. It articulates the core principles that define their global influence—non-violence, justice, equality, moral leadership, and selfless service to humanity.

The publication further documents key social initiatives and humanitarian activities inspired by their ideals, illustrating how these values continue to guide contemporary efforts toward peace, social reform, and inclusive development. Through carefully curated narratives, the profile reinforces the timeless relevance of their vision in addressing modern societal challenges.

Serving both as a tribute and a reference framework, the Gandhi–Mandela Profile functions as a guiding resource for institutions, leaders, and individuals committed to social transformation, ethical governance, and the promotion of human dignity.



Gandhi Mandela Award

The Gandhi Mandela Award is the Foundation's highest recognition, honoring individuals and institutions that have made exceptional contributions toward peace, humanity, social justice, and global harmony, inspired by the ideals of Mahatma Gandhi and Nelson Mandela.

Official Certificate

The official certificate issued by the Gandhi Mandela Foundation serves as a formal document recognizing achievements aligned with the Foundation's mission of peace, unity, and humanitarian excellence.



Design Elements

Dual-Panel Display: The certificate is presented in a premium gold-framed, folding case with a velvet-lined base.

Left Panel (The Medal): Features a large, gold-finished Gandhi Mandela Award medal replica set above the text "GANDHI MANDELA AWARD - For Peace".

Right Panel (The Citation): Contains the formal recipient details and the specific recognition for efforts to promote the vision of Mahatma Gandhi and Nelson Mandela in the interest of Global Peace and Harmony.

Gold Seal: A red wax-style gold seal of the Gandhi Mandela Foundation is placed at the bottom center of the citation.

Certificate Guidelines

Logo & Imagery: Features high-relief portraits of Gandhi and Mandela.

Authorized Signatures: Includes dedicated space for signatures from high-ranking officials, such as former Chief Justices and Foundation secretaries.

Security & Authenticity: Includes a gold seal and specific layout requirements to ensure no alteration in text formatting.

Gandhi Mandela Award

Medal

The Gandhi Mandela Medal is a prestigious international honor awarded for exceptional service in peace-building, humanitarian work, leadership, and social reform. It commemorates the shared legacies of non-violence and freedom championed by Mahatma Gandhi and Nelson Mandela.



Purpose & Significance

Presented by the Gandhi Mandela Foundation, this medal honors distinguished service in several key pillars of social progress:

- **Peace-building:** Efforts to resolve conflict and promote non-violence.
- **Humanitarian Work:** Significant contributions to the welfare of humanity.
- **Leadership:** Demonstrating ethical and transformative leadership on a global or national scale.
- **Social Reform:** Driving systemic change to improve the lives of marginalized communities.

Specifications

Material/Finish: High-quality Gold medal which is made by Indian Government Mint, Calcutta and contains 85.75 grams of gold with a matte textured background.

Design: Features the dual portraits of Mahatma Gandhi and Nelson Mandela. Inscriptions "GANDHI MANDELA AWARD" in bold, embossed capital lettering.

Usage: To honor individuals promoting the values of Mahatma Gandhi and Nelson Mandela (peace, non-violence, social welfare, etc.), with recipients like the Dalai Lama and Rigoberta Menchú Tum. Awarded by a jury of former Chief Justices

Design Notes

Visual Impact: The medal features a high-relief (3D) engraving of the two icons, emphasizing their likeness and legacy.

Aesthetic: The contrast between the polished raised elements and the frosted/textured gold background ensures readability and a premium feel.

Usage & Compliance

To preserve the integrity, dignity, and consistency of the Gandhi Mandela Foundation's identity, all branded materials must strictly adhere to the approved brand guidelines.

No Distortion

The Foundation's logo, emblem, and visual elements must not be stretched, compressed, rotated, or altered in proportion under any circumstances.

No Recoloring

Only the officially approved brand colors may be used. Recoloring, applying gradients, shadows, or decorative effects to the logo or brand elements is strictly prohibited.

Approval Process

All applications of the Foundation's branding—including print materials, digital assets, event collaterals, awards, and merchandise—must receive prior written approval from the authorized brand or communications team before production or public use.

Branding Contact

For approvals, clarifications, or official usage permissions, all requests must be directed to the Foundation's designated branding authority through the official contact channels.





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