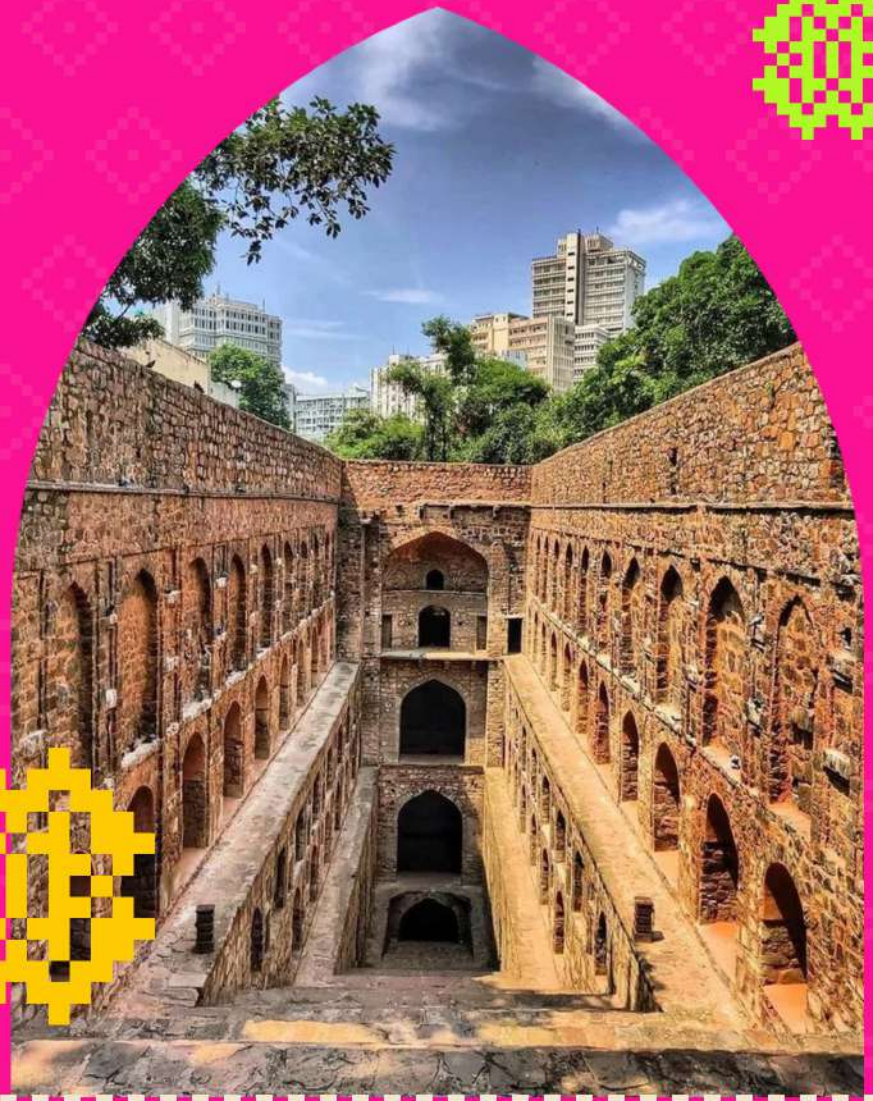
Ministry of Culture
Government of India

The India *Biennale'26*

Art | Architecture | Design

BRANDING & SPONSOR GUIDELINES



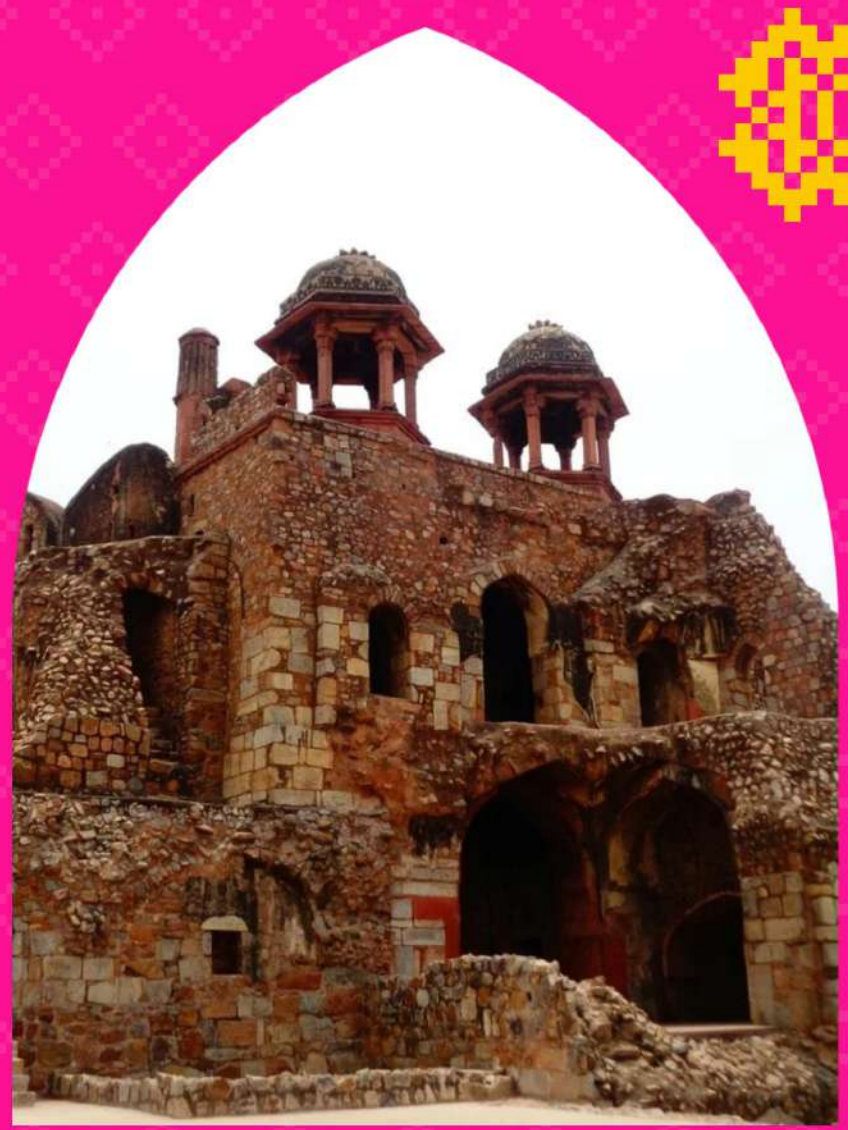
IN THIS GUIDE

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03	Sponsors	Visibility, branding, alignment
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JAMA MASJID, DELHI



01 — VENUES

The city is the gallery

This year, The India Biennale'26 expands across 15 venues, including Purana Qila, Red Fort, Qutub Minar, Safdarjung Tomb and NGMA, alongside several other cultural spaces across Delhi.

Purana Qila **Red Fort** **Qutub Minar**

Safdarjung Tomb **NGMA**

+ *several other cultural spaces*

02

Logos

OFFICIAL MARKS · LOCKUP · CLEAR SPACE ·
PLACEMENT · COMMON MISTAKES



The official logos

Use only the files supplied, in black or white.

The India
Biennale'26
Art | Architecture | Design

Biennale logo

Ministry of Culture
Government of India
सत्यमेव जयते

Ministry of Culture · English

संस्कृति मंत्रालय
भारत सरकार
सत्यमेव जयते

Ministry of Culture · Hindi

The lockup

Use the lockup as supplied. Never rearrange, resize or re-space either logo.



Black

On light backgrounds



White

On dark backgrounds



White

On brand magenta

Clear space and size

Keep every logo clear of text, images and other logos.



X is the height of the "T" in "The India". Keep X free on every side of the lockup.

MINIMUM WIDTH

Digital	**100 px**
Print	**30 mm**
Large format	**150 mm**

No fixed maximum. Scale proportionally.

Placement

Place the Ministry of Culture logo at the **top left, top centre or top right** of the page.

Use it in **black or white only**. Never change its colour.

Use plain backgrounds, or images with enough contrast to stay legible.



Common mistakes



Don't stretch or distort



Don't rotate



Don't recolour



Don't blur or add effects



Don't crowd the clear space



Don't outsize sponsor marks

03

Visibility

VISIBILITY · BRANDING · ALIGNMENT · DO'S AND DON'TS



From one fort to multiple monuments & venues

2023 · RED FORT

1 major venue

The previous edition was held at one major venue, the Red Fort, recording approximately **9.48 lakh visitors**.

2026 · 4 DECEMBER – 21 MARCH

15+ venues across Delhi

This year, The India Biennale'26 expands across **15 venues** — monuments, museums and cultural spaces across the city.

01 — A MUCH WIDER REACH

77.6 lakh

VISITORS AT RED FORT, QUTUB MINAR, HUMAYUN'S TOMB AND PURANA QILA ALONE IN FY 2024–25, ACCORDING TO ASI.

With the Biennale taking place during Delhi's winter season, alongside active exhibitions and cultural programming across multiple venues, this expanded presence offers the opportunity to reach a significantly wider audience.

For participating institutions, exhibition partners and programming collaborators, this is a valuable opportunity to enhance visibility for their projects, sponsors and associated cultural initiatives.



Sponsor guidelines

01 Visibility

Participating institutions may provide visibility to their sponsors within their allotted pavilion or venue space, including hoardings and other materials. The Ministry of Culture may also extend visibility through its website, social media and other platforms, as appropriate.

02 Branding

All physical and digital branding should be in line with the Ministry of Culture and India Biennale branding guidelines, with the Ministry and Biennale logos appropriately reflected in the communication.

03 Alignment

Participating institutions should ensure that their sponsors, and their products or services, are aligned with the Ministry of Culture's values, perspectives and sensitivities, and do not involve anything harmful to public health or otherwise inconsistent with the objectives of the India Biennale.

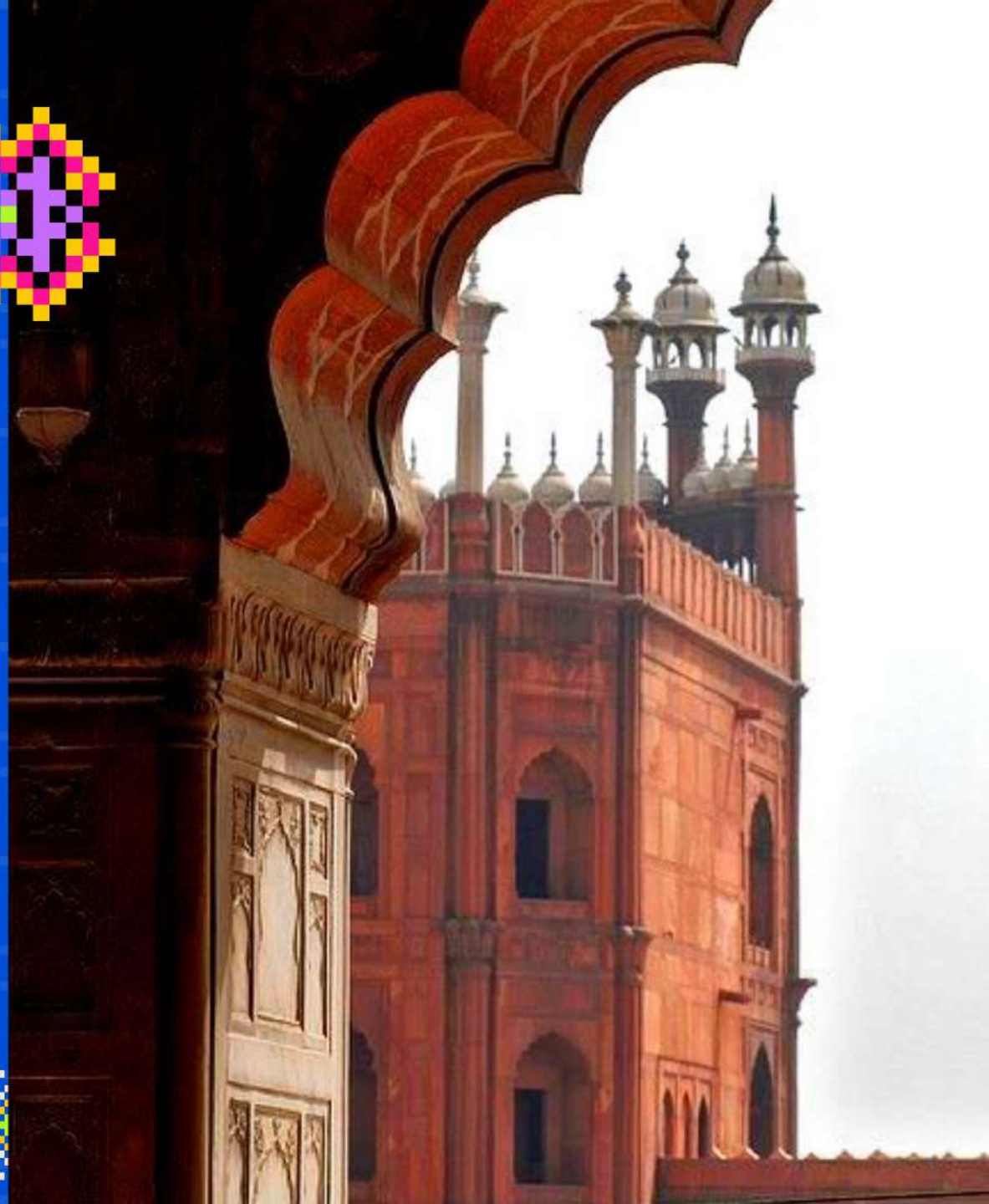
Do's	Don't
Use only the official logo files supplied.	Recreate, redraw or modify the logos.
Keep the specified clear space and minimum size.	Crowd the logos or place sponsor marks in the clear space.
Keep sponsor branding secondary to the official logos.	Make sponsor logos larger than the official logos.
Submit all collaterals for approval before printing or publishing.	Release collaterals carrying the logos without approval.
Use factual wording, such as "Supported by".	Imply Ministry of Culture endorsement of a sponsor's products or services.
Use logos on plain, high-contrast backgrounds.	Use the logos in claims, taglines or merchandise without written permission.



04

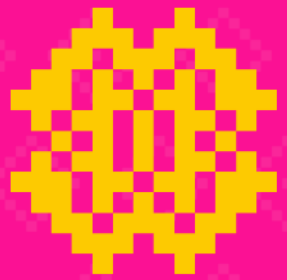
Credits & Social

PARTICIPANT COMMUNICATION · DIGITAL CONTENT · OFFICIAL HANDLES



Identify your exhibitions, events and related content

"as part of The India Biennale'26, organised by the Ministry of Culture, Government of India."



Digital content & social media

02 Digital content

Use the official Ministry of Culture and India Biennale logos on relevant digital creatives, in accordance with the branding guidelines in this document.

Ministry of Culture
Government of India

The India Biennale'26
Art | Architecture | Design

03 Social media & collaboration

a Tag the official India Biennale handles in all relevant social media posts and digital content, and use the collaboration feature wherever applicable.

b Share relevant announcements, podcasts, interviews, reels and other content with the Biennale team.

c The Biennale team may accept collaboration requests, feature or repost content across its official platforms at its discretion. Sharing content does not guarantee collaboration or reposting.

Official handles

Tag them in every relevant post, and use the collaboration feature wherever applicable.

INSTAGRAM

@indiabiennale

FACEBOOK

India Biennale

LINKEDIN

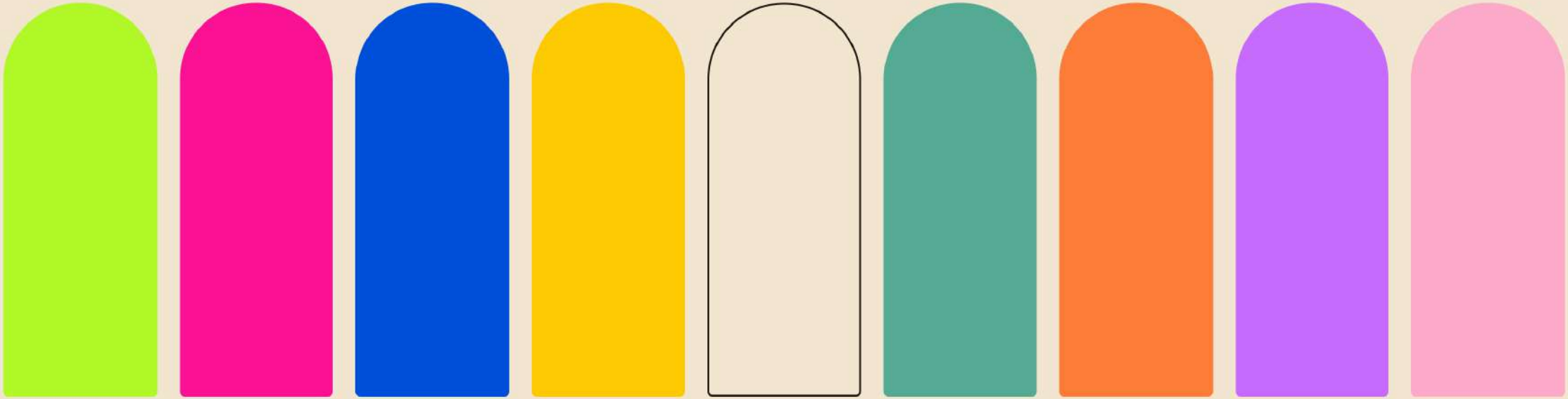
India Art, Architecture and Design Biennale

X (TWITTER)

@MinOfCultureGoI

Colour

Enter these HEX codes exactly in every design.



Green	Magenta	Blue	Yellow	Beige	Teal	Orange	Purple	Pink
#B0F828	#FB1194	#004FDA	#FDCA01	#F2E6D0	#55AA93	#FD7C38	#C76BFC	#FDA9CA

Typography

Pair expressive display type with clear, legible supporting text.

01 · DISPLAY

Rozha One

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789

02 · TEXT

Neue Haas Grotesk Display

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz 0123456789

03 · ACCENT

Bodoni Moda

Aa

ABCDEFGHIJKLM NOPQRSTUVWXYZ
abcdefghijklm nopqrstuvwxyz
0123456789

21 · Text specimen shown in Inter Tight as an on-screen stand-in for Neue Haas Grotesk Display.

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