Guideline for ATLs to use AIM Branding

1. All ATL schools are required to put the ATL banner outside their school main gate and at the entrance to the ATL lab. The banner is available for download at http://aim.gov.in/guidelines-for-school.php

2. All ATL schools are required to put up ATL posters inside their ATL lab. The ATL posters are available for download http://aim.gov.in/guidelines-for-school.php

3. The school can use the logo of AIM on the posters, banners and standee which are developed for intra and inter-school ATL related events including but not limited to the following:

   - ATL Tinkerfest.
   - ATL Marathon.
   - ATL mentor sessions.
   - ATL School of the Month
   - ATL Community Day
   - ATL Hands-on workshops for students.
   - ATL Training workshops for teachers

4. The school can use logo of AIM on the certificates given to students of ATL during such events.

5. Please make a note of the following points while using the logo of AIM :
   a) Needs to be displayed prominently with no hindrances or distractions in terms of text or design.
   b) Integrity of the logo needs to be maintained. The dimensions of the logo must remain unchanged i.e. please ensure there are no distortion in aspect ratio.
   c) It may not be used as a watermark with over-running design or text.
   d) It must be displayed at the top-centre of any creative. However, in case multiple logos are being used, it may be displayed at top right corner.
   e) Any additional use needs to be expressly permitted by NITI Aayog.
   f) It is requested the files be deleted once work is completed to prevent misuse. For any such complaint, liability exists with the original recipient of the logo.