112 LOGO

Design Philosophy:

112, A new assurance for Indian Citizens. It's not just a number, it empowers the caller to get prompt action from the respective response team to assist immediately.

The 'Call Accept' symbol on the Indian tri-color portrays the eagerness of the system to receive the call and indicates that this is a national service.

Blue for 112 is taken from the Ashoka chakra of the Indian flag and the font has been given a forward slant to portray immediate and prompt action.

The two bands on the top and the bottom indicate the state and that this is an emergency service. The shape is crafted to indicated that speed is a primary requirement.

Designed by**SriKunal Ranjan** who is a Design Graduate from NIFT, New Delhi (1999).
He has been part of major startups in the field of Events, Television and Advertising.
His strength lies in producing and designing aesthetically captivating visuals.
His work spans over 2 decades in the field of television, events and advertising.

ENGLISH VARIANTS of 112

Version AE1-Primary Version: To be used as much as possible

Version AE2-May be used when multiple states are involved

Version AE3-   To be used when there is less space, e.g. Bikes, helmets

ENGLISH VARIANTS of 112

(The following may be used if the background is Black or Dark)

Version BE1-To be used as far as possible

Version BE2-May be used when multiple states are involved

Version BE3-To be used when there is less space, e.g. Bikes, helmets

HINDI VARIANTS of 112

Version AH1-Primary Version: To be used as much as possible

Version AH2-May be used when multiple states are involved

Version AH3- To be used when there is less space, e.g. Bikes, helmets

HINDI VARIANTS of 112

(The following may be used if the background is Black or Dark)

Version BH1-To be used as far as possible

Version BH2-May be used when multiple states are involved

Version BH3-To be used when there is less space, e.g. Bikes, helmets

COLOR PALETTE

RGB #FF9933

RGB #FFFFFF

RGB #138808

RGB #000080

RGB #FF0000