

Official Branding and Usage Guidelines

(Legally Binding Framework for the Use of Name, Logo, and Intellectual Property)

□ 1. Legal Ownership & Protection

The name “**Open and Distance Learning Council (ODLC)**”, its official **logo, emblems**, and all associated **design, digital, and intellectual assets** are the exclusive legal property of ODLC.

All ODLC identifiers are protected under the **Indian Copyright Act, 1957**, the **Trade Marks Act, 1999**, and other applicable laws relating to unauthorized representation, impersonation, and miscommunication in educational services.

Any unauthorized usage, reproduction, or misrepresentation of ODLC’s brand identity shall constitute a legal violation and attract civil and/or criminal proceedings under applicable laws.

✓ 2. Permitted Usage (Post-Affiliation Only)

Affiliated institutions may use ODLC's branding **only after the formal grant of affiliation**, and subject to the following restrictions:

- Must mention **Centre Code** issued by ODLC prominently in all materials.
- Permitted usage includes:
 - Institutional signboards with the label: “*Affiliated to ODLC, Delhi – Centre Code: [XXX]*”
 - Student ID cards (with prior approval of design)
 - Approved promotional material for ODLC-approved programs only
 - Internal documents, learning materials, or admission forms related to ODLC courses

All branding use shall be **limited to the term of affiliation** and is **non-transferable, non-exclusive, and revocable** at the sole discretion of ODLC.

✗ 3. Prohibited Usage (Strictly Not Allowed)

No affiliated or applying institution shall:

- Use ODLC’s name or logo **prior to affiliation** or without written authorization.
 - Modify, alter, stylize, or redesign the official ODLC logo.
 - Use ODLC branding in conjunction with unauthorized programs or third-party courses.
 - Claim franchise status, exclusive rights, or regional monopoly in any area.
 - Represent ODLC as a government body or statutory authority unless officially recognized.
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□ 4. Logo & Visual Identity Standards

- Use **only the official high-resolution logo** issued by ODLC.
- Maintain **minimum size**, resolution, and clear space around the logo.
- Background: Only white or ODLC-approved neutral backgrounds allowed.
- Placement: Preferably **top-left** or **center** on documents or media.

Minimum sizes:

- Print: 2 cm height
- Digital: 100 pixels height

Altering, cropping, or embedding the logo within unrelated designs is strictly prohibited.

☐ **5. Mandatory Communication Language**

All affiliated institutions must include the following language in public communications:

“This institution is affiliated with the Open and Distance Learning Council (ODLC), Delhi under Centre Code: [CODE]. Affiliation is granted for delivery of approved ODLC programs only.”

The use of terms like “Recognized by Government,” “Government Approved,” “Equivalent to CBSE/NIOS,” etc., must be **avoided unless specifically certified and notified by ODLC in writing**.

☐ **6. Compliance Monitoring & Legal Remedies**

- ODLC shall conduct periodic and unannounced audits of affiliated institutions’ online presence, signage, documentation, and promotional materials.
 - Non-compliance shall result in:
 - **First Instance:** Written warning
 - **Second Instance:** Financial penalty
 - **Third Instance:** Suspension or termination of affiliation without refund
 - ODLC reserves the right to initiate legal action against institutions violating these branding terms.
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☐ **7. Post-Affiliation Branding Kit**

Upon formal affiliation, ODLC will issue the following to eligible centres:

- Official ODLC logo (PNG + SVG)
 - Centre Code Certificate (PDF)
 - Sample board/banner design with size and color guide
 - Template for letterhead, ID card, and prospectus (if required)
 - Use & design compliance checklist
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☐ 8. Final Disclaimer

Affiliation to ODLC is **conditional, non-exclusive, and revocable**. No institution shall present itself as an agent, franchisee, partner, or representative body of ODLC beyond the scope of authorized affiliation.

Any violation of these guidelines shall be treated as **misrepresentation, passing off, and unauthorized usage** under Indian law and shall invite strict civil and/or criminal proceedings.