



INDIAN COUNCIL OF MEDICAL RESEARCH

Department of Health Research - Ministry of Health & Family Welfare

Government of India

Press Release

Indian Council of Medical Research Unveils branding guidelines

New Delhi, November 15, 2018

Indian Council of Medical Research (ICMR), the apex body in India for health research has unveiled its new branding guidelines; involving script along the exterior of the existing Logo. The dot and the *Devanagari* script in the exterior reflect the Indian roots of the Council. The round and softer lettering depicts care and solidarity with science while the straight line imparts strength, professionalism and efficiency.

The 107-year old Council is one of the oldest medical research body in the world. ICMR has undergone multiple evolutions in their logo over the century. The recent identity will supplement the main logo of the Council which represents the lamp of knowledge with "*Parikshakarino hi Kushala Bhavanti*". This Sanskrit shloka translates to "*Those alone are wise who act after investigation*".

Unveiling the new identity, **Prof (Dr.) Balram Bhargava, Secretary, Department of Health Research and Director General, ICMR** said "This new identity is more than a change of symbol, it's a symbol of change. Brand ICMR has always been in the forefront of health research in the country and contributed in country's well being through its pathbreaking research and solutions. The new identity portrays ICMR's commitment to be responsive to the emerging health challenges through three fundamental differentiators Innovation, Professionalism and People."

Dr. Chander Shekhar, the Additional Director-General, ICMR said "ICMR has 26 institutes and regional medical research centres, laboratories and field stations across India. Increasingly, we felt that there was a need for uniformity of the ICMR brand across its institutes to embody its values and vision. The new identity has been extended to all our institutes to create a uniform and strong brand territory"

Along with ICMR headquarters all its institutes will have a similar brand identity change.

About ICMR: *The Indian Council of Medical Research (ICMR), New Delhi, is the apex body in India for the formulation, coordination and promotion of biomedical research, is one of the oldest medical research bodies in the world. ICMR's research priorities align with the National health priorities. These efforts are undertaken with a view to reduce the total burden of disease and to promote health and well-being of the population. ICMR promotes biomedical research in the country through intramural as well as extramural research.*

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