



Brand Orientation, Identity, and Letterhead Policy & Procedure

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Brand Orientation, Identity, and Letterhead Policy & Procedure

1. Title

The policy shall be Brand Orientation, Identity and Letterhead Policy – Telemedicine Society of India (TSI).

2. Commencement

This Policy guidelines shall come into effect from the date of approval by the Telemedicine Society of India Executive Committee (TSI EC) and General Body.

3. Preamble

The Telemedicine Society of India (TSI) recognizes that its brand identity reflects its values, credibility, and professional standing. A consistent and appropriate use of brand elements, including logos, communication materials, and official letterhead, is essential to maintain trust, recognition, and institutional integrity. This policy establishes guidelines for the proper use and management of TSI's brand and official communication formats.

4. Purpose

The purpose of this policy is to ensure standardized use of TSI's brand elements and official communication formats, safeguard institutional identity, and establish accountability in the use of letterhead and branding across all levels of the organization.

This policy aims to:

- 4.1 Ensure consistent and professional representation of TSI
- 4.2 Protect the integrity and reputation of TSI's brand
- 4.3 Standardize the use of logos, letterheads, and communication materials
- 4.4 Prevent misuse or unauthorized use of TSI identity

5. Scope

This policy applies to all executive committee members, and officer bearers, state chapters and affiliated units, employees, volunteers, consultants, members authorized to represent TSI, partners and collaborators using TSI branding, anyone representing the organization in any official capacity, including written correspondence, reports, events, publications, and digital media.

6. Definitions

- 6.1. "Brand Identity": The collective visual and conceptual elements that represent TSI, including its name, logo, colors, typography, and overall design style, which distinguish it from other organizations.

- 6.2. “Logo”: The officially approved visual symbol or emblem of TSI used to represent the society in all formal communications and materials.
- 6.3. “Branding”: The process and practice of using TSI’s identity elements consistently across all communications, materials, and platforms to maintain recognition and credibility.
- 6.4. “Official Communication”: Includes any written, digital, or printed communication issued on behalf of TSI, including letters, emails, notices, reports, and public statements.
- 6.5. “Letterhead”: The standardized format used for official TSI correspondence, incorporating the organization’s logo, name, address, and contact details, used for formal communication.
- 6.6. “Authorized Signatory”: An individual formally designated by TSI (e.g., President, Secretary, or other approved official) who is permitted to issue communications using the official letterhead.
- 6.7. “Co-Branding”: The use of TSI’s brand identity alongside that of another organization in joint initiatives, events, or communications, subject to prior approval

7. Statement on Inclusive Language

All references to roles and designations in this policy document are gender-neutral and shall apply to individuals of any gender.

8. Policy Statement

The society’s name, logo, letterhead, and all branded materials are intellectual properties. They shall be used only for official, authorized purposes and in accordance with the society’s branding guidelines. Unauthorized use, alteration, or reproduction is prohibited.

9. TSI’s brand identity includes:

- 9.1 Official name: Telemedicine Society of India (TSI)
- 9.2 Logo (primary and approved variants)
- 9.3 Tagline (if applicable)
- 9.4 Official color palette and typography
- 9.5 Website and digital presence
- 9.6 Official communication formats (letterhead, email signatures, certificates)

10. Logo



The logo of the Telemedicine Society of India (TSI) is a circular emblem that represents the integration of healthcare, technology, and national identity.

At the center of the logo is the map of India, depicted in green, symbolizing the Society's national presence and commitment to advancing healthcare across the country. Superimposed on the map is a computer system, representing digital health and telemedicine technologies that enable remote healthcare delivery.

A medical symbol (Rod of Asclepius-staff with serpent) is incorporated within the map, signifying the healthcare profession, healing, and medical ethics. Surrounding elements such as a satellite and directional arrows illustrate connectivity, communication, and the use of space and digital technologies in delivering healthcare services across geographical boundaries.

The outer circular band contains the name "Telemedicine Society of India", reinforcing the organization's identity, along with "Estd. 2001", indicating its year of establishment. The circular form represents unity, continuity, and collaboration among stakeholders in the telemedicine ecosystem.

Overall, the logo reflects TSI's vision of leveraging technology to bridge healthcare gaps, promote accessibility, and strengthen digital health systems across India.

The TSI logo symbolizes the integration of healthcare and technology across India, reflecting the Society's commitment to advancing telemedicine, connectivity, and equitable healthcare access.

State chapters shall use same logo with the name of the State chapter below after outer circle in the semi-circle format.

11. Brand Orientation

Brand orientation refers to the strategic approach adopted by the Telemedicine Society of India (TSI) to ensure that its identity, values, and mission are consistently reflected across all communications, activities, and stakeholder engagements. It emphasizes the importance of presenting a unified, credible, and professional image of the Society.

11.1 Brand Positioning

TSI positions itself as a national professional body and thought leader in telemedicine and digital health, committed to advancing technology-enabled healthcare, capacity building, research, and policy advocacy.

11.1 Brand Consistency

11.1.1 All communications must maintain uniform messaging, tone, and visual identity

- 11.1.2 Standard templates and formats shall be used across all platforms
- 11.1.3 State chapters and affiliated units must adhere to the same branding principles.
- 11.1.4 TSI's name, logo, and identity shall be protected from misuse
- 11.1.5 Any deviation from approved branding must be corrected promptly
- 11.1.6 Unauthorized use may lead to disciplinary action

11.2. Brand Usage Guidelines

11.3 Logo Usage

- 11.3.1 The official TSI logo shall not be altered, distorted, or modified
- 11.3.2 Only approved versions of the logo shall be used
- 11.3.3 Adequate spacing, size, and resolution must be maintained
- 11.3.4 Use of logo must reflect professionalism and credibility

11.4 Authorized Use

- 11.4.1 Only authorized individuals or entities may use TSI branding
- 11.4.2 Use must be for official, approved activities and communications
- 11.4.3 Written approval may be required for external or third-party use

11.5 Prohibited Use

- 11.5.1 Use of TSI logo for personal, commercial, or promotional gain
- 11.5.2 Use in a manner that implies endorsement without approval
- 11.5.3 Use in association with inappropriate, unethical, or unrelated activities

11.6 Co-Branding and Partnerships

- 11.6.1 Co-branding with partners must be approved by the Executive Committee
- 11.6.2 Clear guidelines on logo placement, size, and visibility must be followed
- 11.6.3 TSI's independence and identity must not be diluted
- 11.6.4 All co-branded materials must be reviewed before publication

12 Brand Orientation Training: All new employees and volunteers shall undergo a Brand Orientation Session within their first month. The session shall cover:

- 12.1 Mission, vision, and core values
- 12.2 Tone of communication (inclusive, transparent, ethical)
- 12.3 Logo usage and colour palette
- 12.4 Templates for documents, presentations, and reports
- 12.5 Brand dos and don'ts

13 Communication

The Telemedicine Society of India (TSI) recognizes communication as a critical function for advancing its mission, engaging stakeholders, and maintaining credibility. This guideline establishes a structured framework to ensure that all internal and external communications are accurate, consistent, professional, and aligned with TSI's values and objectives.

- 13.1 Internal Communication: All internal memos, circulars, e-mails, notices, meeting minutes, communication among EC, members, and chapters and reports must use approved formats
- 13.2 External Communication: All external letters, public announcements, press releases, proposals, reports, communication with government, partners, stakeholders, and partnership communications must be issued on the official letterhead or through the organization's email domain.
- 13.3 Communications should reflect organizational neutrality, professionalism, and accuracy
- 13.4 Digital Communication: Website content, social media platforms, webinars and virtual engagements
- 13.5 All external communication should be from the Secretary or anyone authorized.
- 13.6 Authorized Communication: Only designated individuals (e.g., President, Secretary, or authorized representatives) may speak on behalf of TSI. Spokespersons must ensure alignment with official positions and policies.
- 13.7 All official communications must possess, file /letter number with date and authorized signature.
- 13.8 Use of Official Channels**
 - 13.8.1 Official email IDs, website, and verified platforms must be used for communication
 - 13.8.2 Personal accounts shall not be used for official announcements without authorization
- 13.9 Media and Public Communication**
 - 13.9.1 Media Interaction**
 - 13.9.1.1 All media interactions must be approved by designated authority
 - 13.9.1.2 Press releases must be reviewed before dissemination
 - 13.9.2 Public Statements**
 - 13.9.2.1 Statements must reflect TSI's official position
 - 13.9.2.2 Avoid personal opinions being presented as organizational views
- 13.10 Confidentiality and Data Protection**
 - 13.10.1 Sensitive information must not be disclosed without authorization
 - 13.10.2 Compliance with applicable data protection and privacy standards
- 13.11 Co-Branding and Partner Communication**
 - 13.11.1 Joint communications must be approved by TSI
 - 13.11.2 Branding and messaging must follow TSI guidelines
 - 13.11.3 Ensure clarity of roles and representation
- 13.12 Record Keeping**
 - 13.12.1 Maintain records of official communications
 - 13.12.2 Archive important announcements and publications

14 Letter Head

The official letterhead of the Telemedicine Society of India (TSI) represents the Society's authority, credibility, and formal identity. Its use signifies official communication and institutional endorsement. The purpose of this guidelines is to standardize the use of TSI's letterhead, ensure authenticity in official communications, and prevent misuse or unauthorized representation of the Society.

14.1 Components of Official Letterhead

The TSI letterhead shall include:

- 14.1.1 Official TSI logo (as per approved format)
- 14.1.2 Full name: Telemedicine Society of India (TSI)
- 14.1.3 Registered office address
- 14.1.4 Contact details (email, website, phone)
- 14.1.5 Registration details
- 14.1.6 Names and designation of current Executive Committee Members, along with their state they represent.

No additional elements shall be added without approval.

14.2 Authorized Signatories

The following individuals are authorized to use the official letterhead:

- 14.2.1 President
- 14.2.2 Secretary
- 14.2.3 Other office bearers as approved by the Executive Committee

14.3 Permitted Uses: Letterhead may be used for:

- 14.3.1 Official correspondence and communication
- 14.3.2 Issuance of certificates, approvals, and endorsements
- 14.3.3 Communication with government bodies, institutions, and partners
- 14.3.4 Formal invitations, notices, and agreements
- 14.3.5 appointments

14.4 Restrictions on Use: The letterhead shall **not** be used for:

- 14.4.1 Personal communication or individual benefit
- 14.4.2 Unauthorized endorsements or commitments
- 14.4.3 Commercial or promotional activities without approval
- 14.4.4 Any activity that may misrepresent TSI

14.5 Digital and Printed Letterhead

- 14.5.1 Only **approved templates** shall be used
- 14.5.2 Digital letterheads must be in standardized format (PDF/official template)
- 14.5.3 Printed letterheads must follow the same approved design

- 14.5.4 No modifications in layout, logo, or content are permitted
- 14.5.5 Scanned or digital versions of the letterhead shall be used only for approved e-correspondence (e.g., PDF format).
- 14.5.6 No staff member shall create self-styled letterheads or alter the design.
- 14.6 Approval Mechanism
 - 14.6.1 Use of letterhead for official external communication must be authorized
 - 14.6.2 Sensitive or high-level communication may require prior approval from the Secretary/Executive Committee
- 14.7 Validity of Letterhead
 - 14.7.1 The letterhead shall remain valid only for the tenure of the respective Executive Committee, typically for a period of two (2) years or as per TSI bylaws.
 - 14.7.2 Upon completion of the EC term, the existing letterhead shall be considered invalid for official use, except for record purposes.
- 14.8 Transition to New Executive Committee
 - 14.8.1 Update Requirement
 - 14.8.1.1 A revised letterhead must be prepared reflecting the newly elected/appointed Executive Committee.
 - 14.8.1.2 All names, designations, and relevant details must be updated accurately.
 - 14.8.2 Approval
 - 14.8.2.1 The updated letterhead shall be reviewed and approved by the Secretary and/or Executive Committee before implementation.
- 14.9 Effective Date of New Letterhead
 - 14.9.1 The revised letterhead shall come into effect from the official date of assumption of office by the new Executive Committee, as recorded in TSI proceedings.
 - 14.9.2 This date shall be clearly documented as the “Effective Date” of the new letterhead.
- 14.10 Discontinuation of Previous Letterhead
 - 14.10.1 Use of the previous letterhead shall be discontinued from the effective date of the new EC.
 - 14.10.2 Any communication issued after this date must use the updated letterhead only.
- 14.11 Grace Period
 - 14.11.1 A short transition period (e.g., 15–30 days) may be permitted for administrative convenience.
 - 14.11.2 During this period:
 - 14.11.3 Old letterhead may be used only with prior approval, or

14.11.4 A note may be added indicating “Updated EC details effective from [date]”

14.12 Digital and Template Control

14.12.1 Updated digital templates must be circulated to all authorized users

14.12.2 Previous versions must be withdrawn, archived, and restricted from use

14.12.3 Version control must be maintained with:

14.12.3.1 Version number

14.12.3.2 Effective date

14.12.3.3 Approval authority

14.13 Responsibility

14.13.1 The Secretary / Administrative Office shall be responsible for:

14.13.1.1 Updating the letterhead

14.13.1.2 Ensuring timely dissemination

14.13.1.3 Monitoring compliance

14.14 All official communication issued after the effective date must reflect the current Executive Committee, and use of outdated letterheads shall be treated as non-compliance.

15 Review

The Brand Orientation and Letterhead Policy will be reviewed every two years, or earlier if the visual identity is updated.
