

No. 4/14/2024-1ELECTION
HARYANA GOVERNMENT
Chief Secretary's Office
Election Branch

Dated, Chandigarh the 26th February, 2024

To

1. All the Administrative Secretaries to Government Haryana,
2. All the Heads of Department in Haryana,
3. All the Managing Director of Boards/Corporations /Public Undertakings in Haryana,
4. All the Divisional Commissioners in Haryana,
5. All the Deputy Commissioners in Haryana,
6. All the Vice Chancellors/ Registrars of all the Universities in Haryana.

Subject:- Awareness Campaign for Lok Sabha Elections 2024 – Use of logo and tagline-regarding.

Sir,

I am directed to refer to the letter No. SVEEP/Elec-2024/1AE-1091, dated 21.02.2024, received from the office of Chief Electoral Officer, Haryana, along-with its enclosures i.e. copy of letter of Election Commission of India, dated 16.02.2024 and logo and tagline "Chunav Ka Parv, Desh Ka Garv", on the subject noted above and forward the same, for information and strict compliance, with the request to widely popularize the logo and tagline of the commission on all social media handles, WhatsApp groups, websites of all the Departments.

Yours faithfully

(Signature)
26/2/24
Superintendent Election

Endst. No. 4/14/2024-1Election

Dated, Chandigarh the 26th February, 2024

A copy is forwarded to Chief Electoral Officer, Haryana w.r.t. their letter No. SVEEP/Elec-2024/1AE-1091, dated 21.02.2024, for information and necessary action.

(Signature)
26/2/24
Superintendent Election
(Signature)

ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi – 110 001

No. 491/SVEEP-I/LS-24/360 Campaign/2024

Dated: 16th February, 2024

To,

The Chief Electoral Officers of
all States & UTs

Subject:- Awareness Campaign for Lok Sabha Elections-2024- use of logo and tagline
- regarding

Sir/Madam,

As you are aware, the Commission has launched the logo and tagline for the Multimedia Campaign for forthcoming Parliamentary Elections 2024. The logo and the tagline “Chunav Ka Parv, Desh ka Garv” is to be widely popularized across the country through all available means/ channels.

2. All CEOs are requested to widely popularize the logo and tagline on all social media handles, WhatsApp groups, websites of CEOs, other govt. departments. The same to be used for merchandise, presentations & other election related material/ displays.

3. CEOs are requested to use this logo and tagline in all creatives (IVCs, print advertisement, posters, banners, radio spots etc.) planned for the upcoming Parliamentary Elections at their level and at the level of DEO to maintain the uniformity with the National level campaign and wide outreach.

4. State/ District icons may also be encouraged to share/post & creative content by using logo and tagline, on all of their social media handles along with designated hashtag #ChunavKaParv #DeshkaGarv.

Yours faithfully,



for (SANTOSH KUMAR)
SECRETARY

LOGO Guidelines

Logo Description

“The “Chunav ka PARV” reflects the nationalistic flavour of the Election process. A festival involving every citizen with one singular objective Nation Building.

The Gradient colour in the logo is the colour of togetherness, commitment, conviction, right and responsibility integrated into one.

The Elections process is also truly inclusive, inviting every eligible voter to come and participate. The Enclosure around the logo unit is the visual interpretation of inclusiveness—every vote and every voter counts.

From a single Citizen, to every single official involved in the process, Elections are a moment of Pride— National Pride— Desh Ka Garv”

चुनाव का पर्व एक ऐसा पर्व है जिसमें हर एक नागरिक शामिल हो नव निर्माण की नींव रखता है। चुनाव का रंग भी सिर्फ उँगली पर निशान नहीं है यह लोकतंत्र की अनूठी शान का प्रतीक भी है। विविधताओं से भरे हमारे इस अद्भुत देश/राष्ट्र को एक रंग से जोड़ने और सभी का इसमें समावेश करने वाले चुनाव के इस पर्व पर देश को गर्व है।





Lok Sabha Election Logo

चुनाव का पर्व
DESH KA GARV

Tagline

Gradient Border

LOK SABHA ELECTION 2024

LOGO UNIT

Logo Clearspace

When you place our logo in a design, please make sure you give it room to breathe; we call this “clearspace.”

Always leave a clearspace area equal to the cap height of the “Chunav ka Parv Desh ka Garv” logotype “■.”

Logo artwork comes with the clearspace dimensions included in the art board size.

“Chunav ka Parv Desh ka Garv” primary logo with clearspace

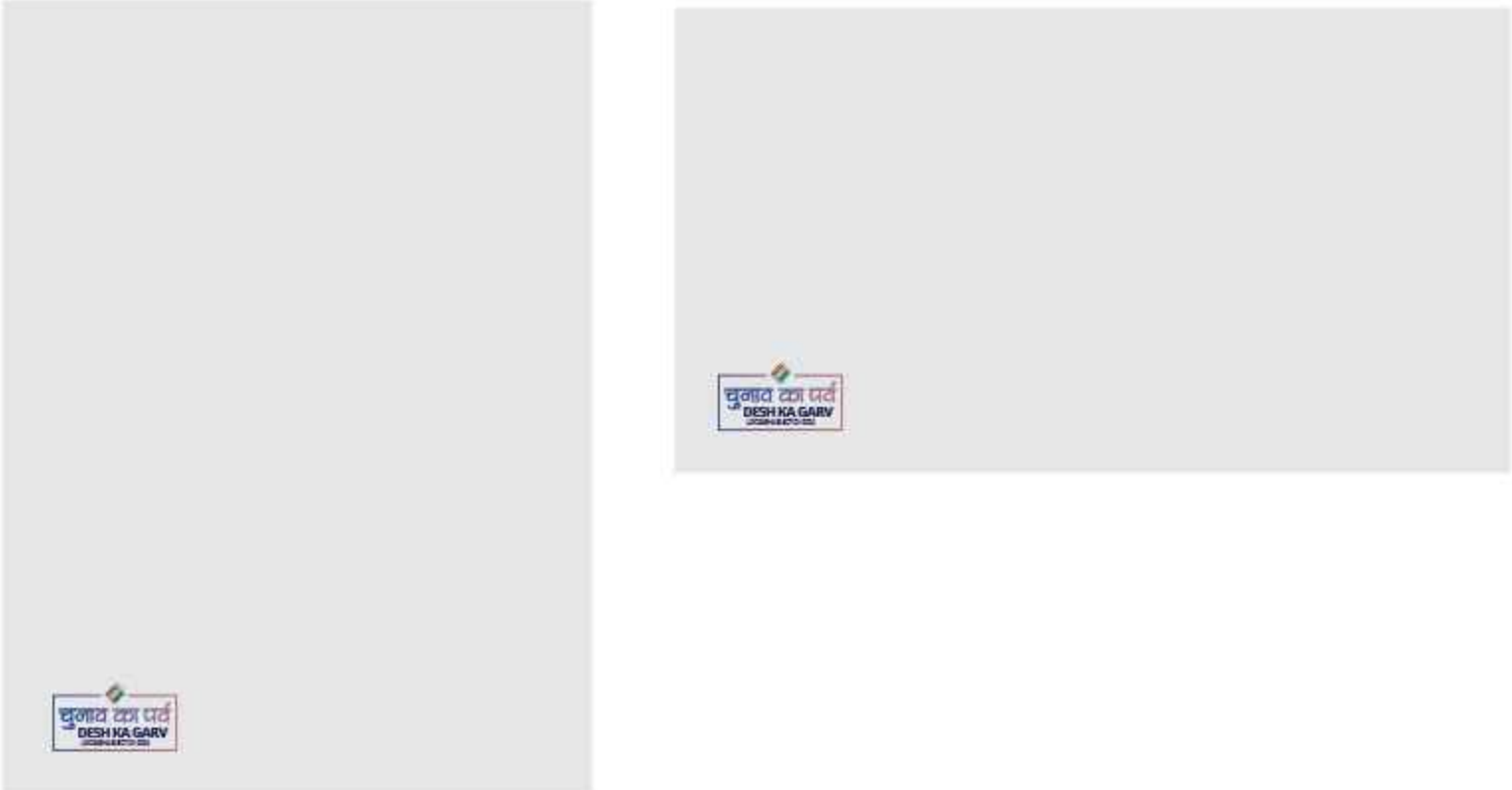


Logo clearspace = to the cap height of the “Chunav ka Parv Desh ka Garv” logotype “■.”

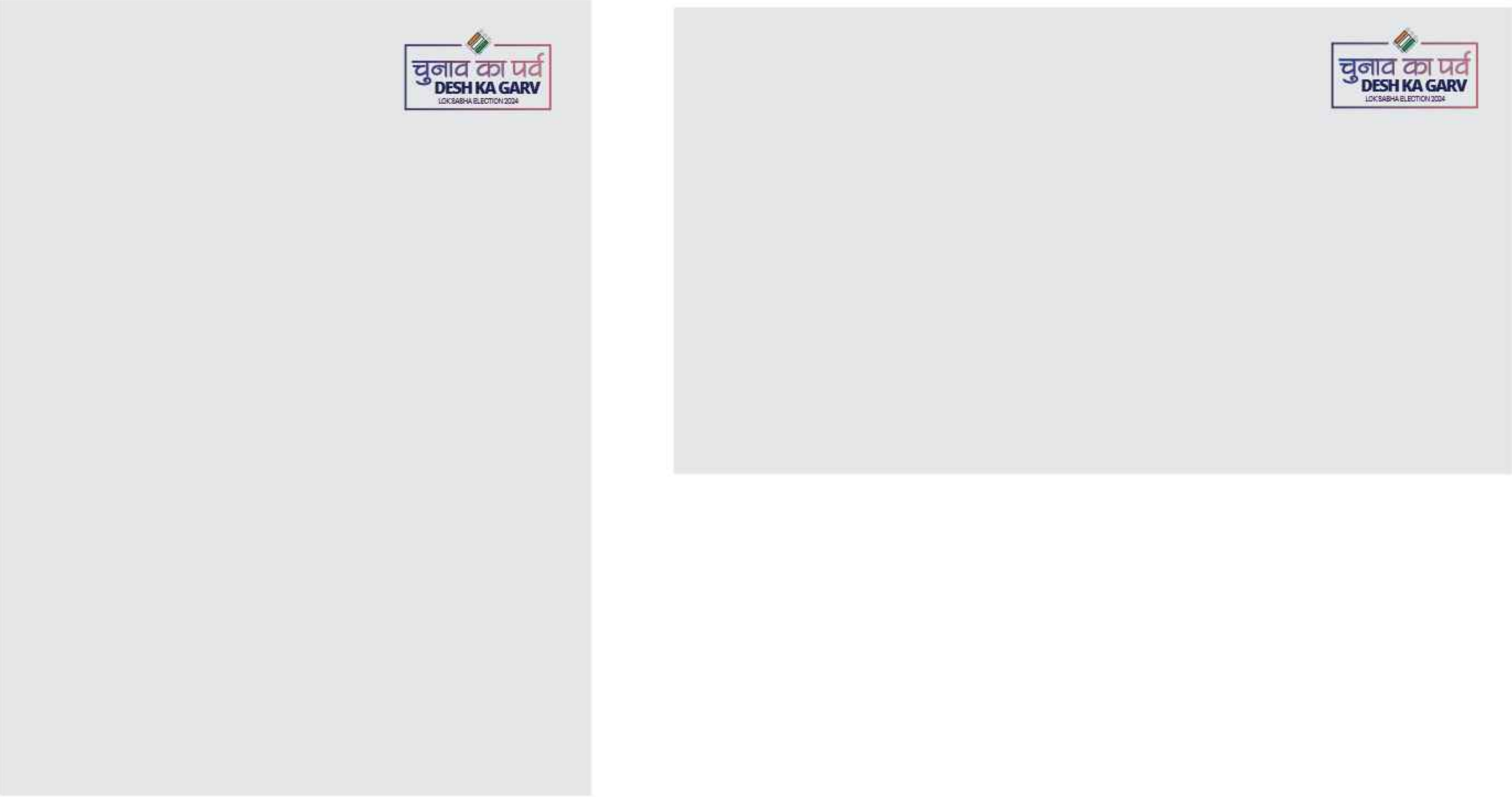
Logo Positioning

Our logo can be placed in different positions across our communications, depending on the context and format of the piece.

Secondary logo position



Primary logo position



Logo Minimum size

We want people to see our logo clearly across all our communications. To make sure it's visible to everyone, we have a minimum size for print and digital formats.

There will be occasional exceptions, such as merchandise and stationery, but please stick to the minimum sizes wherever possible.

Secondary logo position

Digital:

Minimum width 49 px.

Print:

Minimum width 15 mm.



Logo Colors

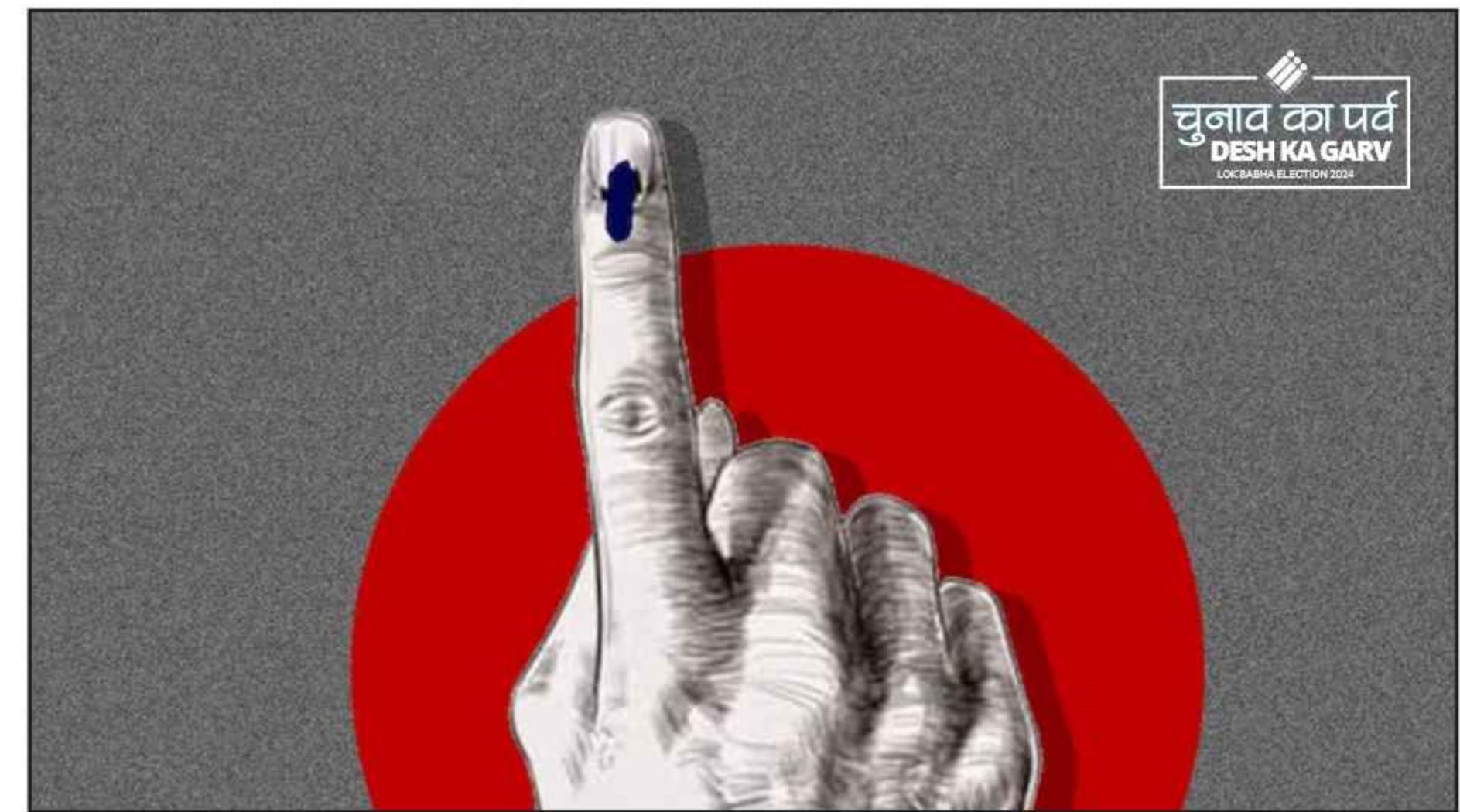
Our logo comes in two different colorways to create consistency. The one you use will depend on your background image or color.

For light-image backgrounds

Use the logo with the Color “Chunav ka Parv Desh ka Garv” logotype.

For dark-image backgrounds

Use the logo with the white “Chunav ka Parv Desh ka Garv” logotype.



Logo Dont's

Our logo is central to our brand, so please take care when you use it. Here you'll find some things to avoid.



Don't break up the border and election commission logo.



Don't recreate the wordmark



Don't use any secondary colors as a border for the logo.

Logo Colors Code



C - 100, M - 95, Y - 34, K - 36



C - 87, M - 100, Y - 35, K - 35



C - 93, M - 100, Y - 21, K - 12



C - 12, M - 70, Y - 41, K - 0



#381A50 + #D96E79

Logo Typography

Font - Uber Move Text (Medium) LOK SABHA ELECTION 2024

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 '?!'(%)#@ /&<-+÷x=> \$€::,*

Font - Open Sans ExtraBold **DESH KA GARV**

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

0123456789 '?!'(%)#@ /&<-+÷x=> \$€::,*

Font - AMS Barakhadi 1

चुनाव का पर्व

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चुनाव का पर्व
DESH KA GARV

LOK SABHA ELECTION 2024

Collateral



Thank You



General Election to Lok Sabha-2024

To No. SVEEP/Elec-2024/1AE- 1091

Dated: 21-2-2024

The Chief Secretary to
Government of Haryana.

Subject:- Awareness Campaign for Lok Sabha Elections 2024 – Use of logo and
tagline - regarding.

Sir,

On the subject noted above, I am directed to forward herewith a copy of
letter No. 491/SVEEP-I/LS-24/360 Campaign/2024, dated 16.02.2024 received from
the Election Commission of India for your information and necessary action.

The Election Commission of India has launched the logo and tagline
“Chunav Ka Parv, Desh Ka Garv” for the Multimedia Campaign for forthcoming
Parliamentary Elections 2024. The Commission has requested that the logo and the
tagline is to be widely popularized through all available means / channels in the
State.

Therefore, you are requested to kindly direct to all the Administrative
Secretaries to Government of Haryana, all Head of Departments, all Divisional
Commissioners, all Deputy Commissioners, all Managing Director of
Boards/Corporations, Vice-Chancellors of all Universities in the State to comply
with the directions of the Election Commission of India in its above referred letter
for their information and strict compliance. It is also requested to widely popularize
the logo and tagline of the Commission on all social media handles, WhatsApp
groups, websites of all the departments etc.

Yours faithfully,


Assistant Chief Electoral Officer,
for Chief Electoral Officer, Haryana.