

Nodal Offices  
(Lok Sabha Elections)

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

Registrar C.R.S.U, JIND

Diary No. 7703

Dated 11/03/24

18/03/24 at 03:45 R

11-03-24

Dated, Chandigarh the 26<sup>th</sup> February, 2024 549

To

May be allowed to  
upload on Uni.  
website and a  
copy may be forwarded  
to PRO, please

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

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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

Superintendent Election.

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

Dated, Chandigarh the 26<sup>th</sup> 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.

Superintendent Election,



Submittent Election

11/03/2014

2/EEB/Elec-305+IVE-1061 dated 31.03.2014 for information and necessary action

Copy is forwarded to Chief Electoral Officer, Haryana with the letter No. 2/EEB/Elec-305+IVE-1061 dated 30.03.2014

Submittent Election

11/03/2014

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the commission on all social media handles. While/As Election Officer of all the Departments, organizations and other commissions with the request to widely publicize the logo and tagline of the State Kalyan, Dhan Kalyan, on the subject noted above and forward the same for their action.

It is requested to refer to the letter No. 2/EEB/Elec-305+IVE-1061 dated 31.03.2014 received from the office of Chief Electoral Officer, Haryana along with the copy of the letter to the letter No. 2/EEB/Elec-305+IVE-1061 dated 31.03.2014.

For information

Amendments Commission for Lok Sabha Elections 2014 - Use of logo and

- 1. VII the Chief Electoral Officer of all the Districts in Haryana
- 2. VII the District Commissioners in Haryana
- 3. VII the District Commissioners in Haryana
- 4. VII the District Officers of District Corporations in Haryana
- 5. VII the District Officers of District Corporations in Haryana
- 6. VII the District Officers of District Corporations in Haryana
- 7. VII the District Officers of District Corporations in Haryana

Dated: Chandigarh the 30th February 2014

Election Officer  
Chief Electoral Office  
HARYANA  
NO. 2/EEB/Elec-305+IVE-1061

11/03/2014





**OFFICE OF CHIEF ELECTORAL OFFICER, HARYANA**  
**कार्यालय मुख्य निर्वाचन अधिकारी, हरियाणा**



**General Election to Lok Sabha-2024**

To No. SVEEP/Elec-2024/1AE- 1091  
The Chief Secretary to  
Government of Haryana.

Dated: 21.2.2024

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

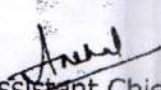
Sir,

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.



# Logo Description

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

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

» 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”



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# सूचना



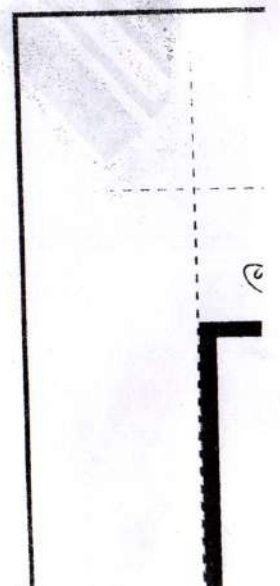
# Logo Clearspace

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" logo type "■".

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

"Chunav ka Pa



# Logo Positioning

Logo can be placed in different positions across our communications, depending on the text and format of the piece.

Primary logo position

Secondary logo position

# Logo Minimum size

We want people to see our logo clearly across all 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 minimum sizes wherever possible.

Secondary logo position



# Logo Colors

Logo comes in two different colorways to create consistency. One you use will depend on your background image or color.

## light-image backgrounds

the logo with the Color "Chunav ka Parv Desh ka Garv" logotype.

## dark-image backgrounds

the logo with the white "Chunav ka Parv Desh ka Garv" logotype.

# Logo Don't's

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



चुनाव का पर्व



# igo Colors Code

#1C2252

#381A50

#381A



# Logo Typography

- Uber Move Text (Medium) LOK SABHA ELECTION 2024

cdefghijklmanñopqrstuvwxyz

CDEFGHIJKLMNOPQRSTUVWXYZ

23456789 '?!'(% )#@ /&←+÷×=> \$€:;,.\*

- Open Sans ExtraBold **DESH KA GARV**

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# ollateral





No. 491/SVEEP-ILS-24/360 Campaign/2024 Dated: 16<sup>th</sup> February, 2024

The same to be used for merchandise, presentations & other election related material

To, The Chief Electoral Officers of all States & UTs

3. CEOs are requested to use this logo and tagline in all creatives (TV advertisement, posters, banners, radio spots, etc.) planned for the Parliamentary Elections at their level and at the level of DEO to maintain

Sir/Madam, uniformity with the National level campaign and wide outreach.

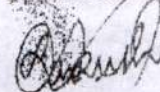
4. As you are aware, the Commission has launched the logo and tagline for the Multimedia Campaign for forthcoming Parliamentary Elections 2024. The logo and the tagline "Chunav Ka Parv, Desh ka Garv" is to be widely popularized across the country through all available means/ channels.

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 (TVCs, 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