



**OFFICE OF DIRECTOR SECONDARY EDUCATION HARYANA
PANCHKULA**

Order No. 10/16-2020 Admn(4)

Dated, Panchkula the 14/3/2024

A copy of letter No.4/14/2024-1ELECTION dated 26.02.2024 received from Chief Secretary to Government, Haryana regarding Awareness Campaign for Lok Sabha Elections 2024- Use of Logo and tagline is forwarded to the following for information & necessary action:-

1. Director General Elementary Education Haryana, Panchkula.
2. Director SCERT Haryana, Gurgram.
3. All the District Education Officers in the State.
4. Assistant Director (Academic).
5. All Officers/Superintendents Secondary (HQ).
6. Superintendent HRG- I & II.
7. Superintendent PGT- I to IV.
8. Superintendent HRME- I & II.
9. Superintendent Coordination Branch.
10. Superintendent Admn. (Elementary).
11. PA/DSE.
12. PA/ Additional Director (MSS)
13. PA/Additional Director Admn.
14. PA/ Joint Director Admn.
15. PA/ Additional Director Academic.
16. All the Assistants Admn. Branch (Sec.)
17. IT Cell (HQ) for website.


**SUPERINTENDENT/ADMN.
for DIRECTOR SECONDARY EDUCATION
HARYANA PANCHKULA**

S.E

991Ad(4)
06/03/24

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.

S. Adm
29/2/2024

Subject:-

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

AD (Admin) Sir,

S. Adm

4
6/3/2024

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

BSC
26/2/24

Superintendent Election, S

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.

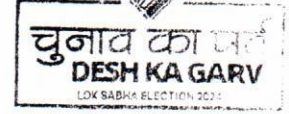


BSC
26/2/24

Superintendent Election, S



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



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.

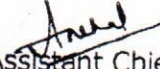
Sir,

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.

Logo Description

“Chunav ka PARV” reflects the nationalistic flavour of the Election process. It is a 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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भारत निर्वाचन आयोग

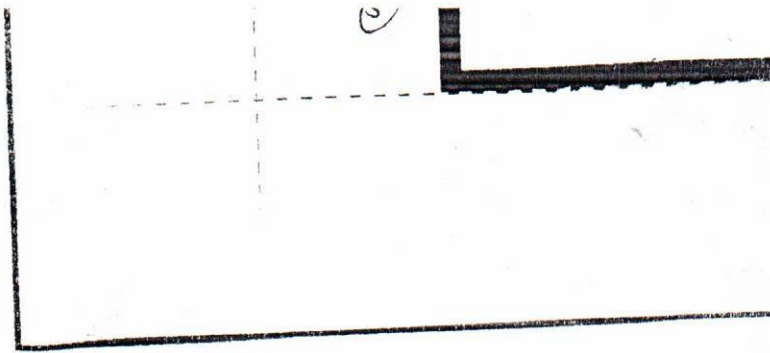
Logo Clearspace

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

"Chunav ka Pa



Logo Positioning

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

Primary logo position

⑥

secondary logo position

Logo Minimum size

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

There will be occasional exceptions, such as merchandise and stationary, 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.

oggo Dont's

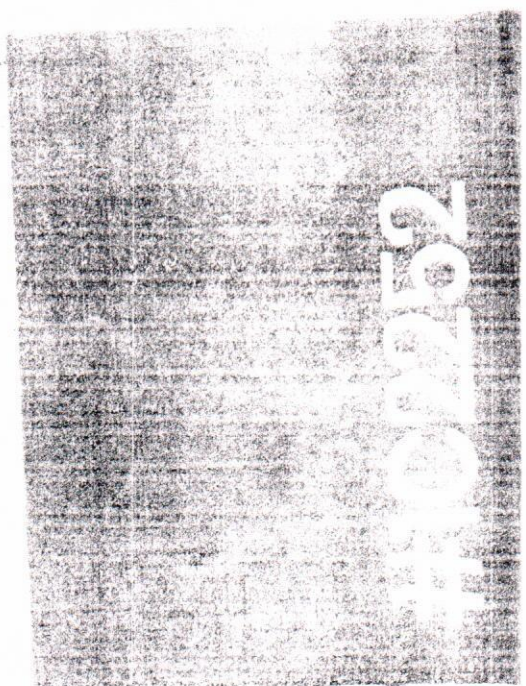
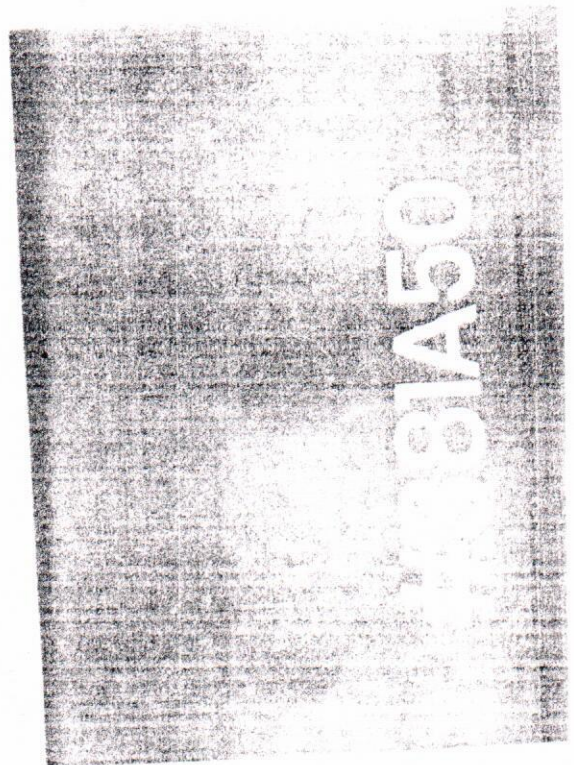
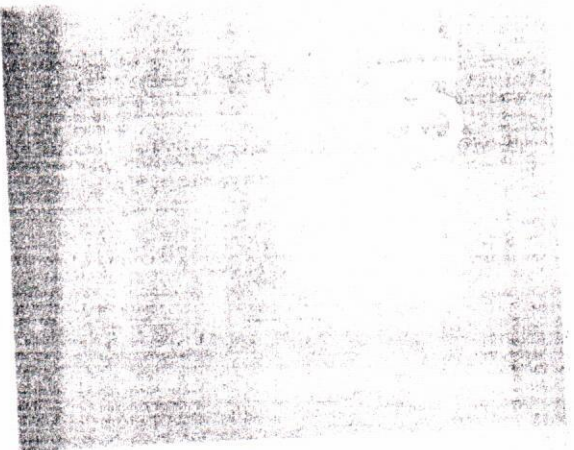
logo is central to our brand, so please take care when you use it
⇒ you'll find some things to avoid.



वृत्तांत का पक्ष

rgo Colors Code

10



oŋo Typograpny

- Uber Move Text (Medium) LOK SABHA ELECTION 2024

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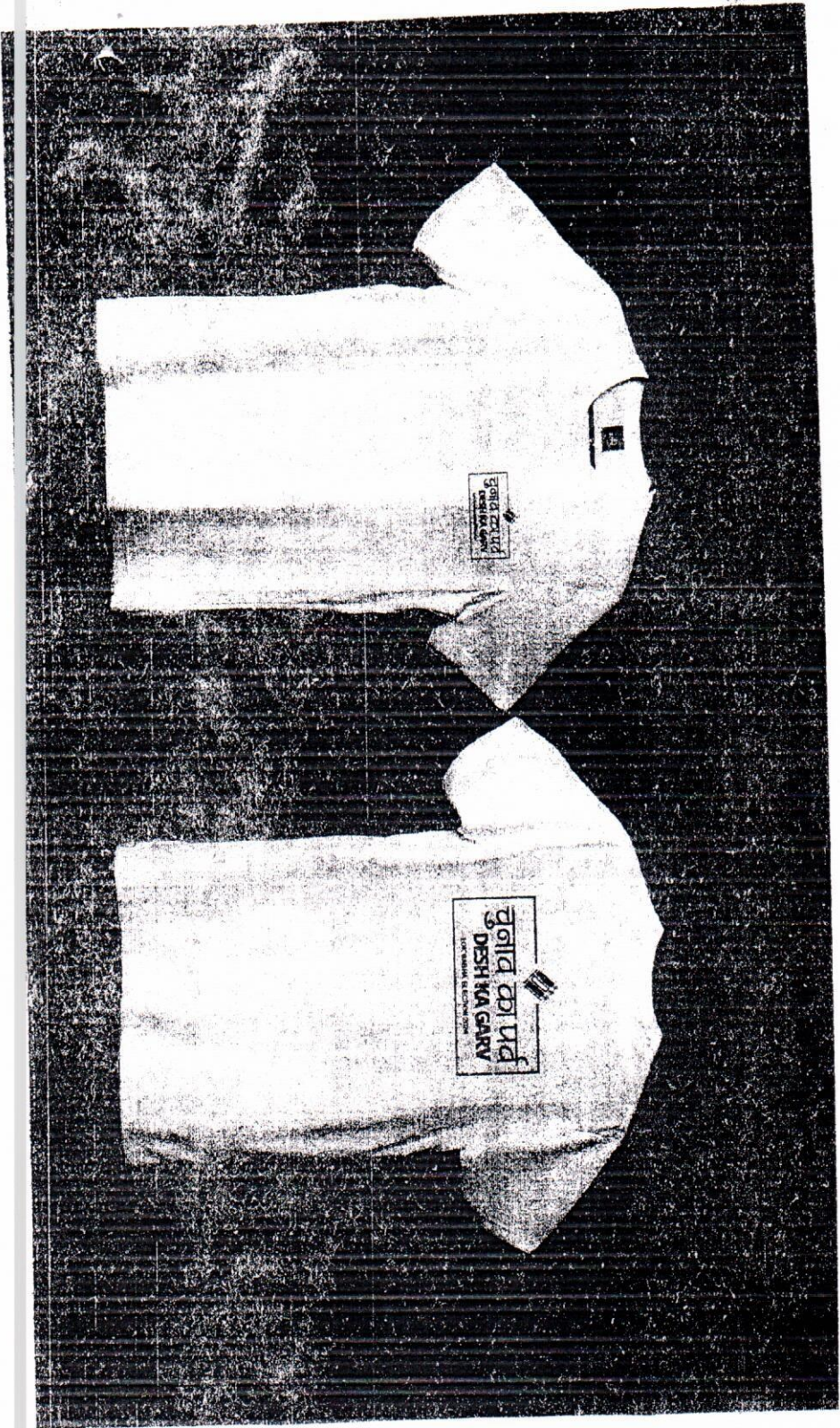
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23456789 'i'(%)#@ /&←+÷x⇒ \$€::*
③

- Open Sans ExtraBold **DESHIKA GARV**

oŋo Typograpny

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ELECTION COMMISSION OF INDIA

Nirvachan Sadan, Ashoka Road, New Delhi - 110 001

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

Dated: 16 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 (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