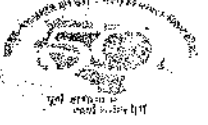


 HIMACHAL PRADESH STATE ELECTRICITY BOARD LIMITED (A State Govt. undertaking) आज़ादी का अमूल महीत्सा		
Registered office : Vidyut Bhawan, HPSEBL, Shimla-171004(H.P.) GST No. : HPSEBL 02 AACCH4894EHZB Telephone Number : 0177-2803600, 2801675 (Office), 2813563 (Fax)	Corporate Identity Number : U40109HP2009SCC011111 Website address : www.hpsebl.in Email : info@hpsebl.in & dir@hpsebl.in	

Endst. No. HPSEBL (SECTT)/R&E/Govt.Instt. 2022-23:- 86437-717 Dated:- 12.12.22

A Copy of the above Notification No. GAD-A(F)-10-11/2022 dated 9th December, 2022 along with copy of D.O.No.1/48/8/2022-Cag dated 8th November, 2022 is forwarded to the following for information and necessary action to :-

1. All the Chief Engineers in HPSEBL. (i/c M.D.BVPCL) Jogindernagar.
2. The Chief Accounts Officer/Chief Auditor, F&A Wing HPSEBL, Shimla.
3. All the Superintending Engineers in HPSEBL (i/c SE-IT) ✓
4. The Land Acquisition Officer, HPSEBL Mandi/Shimla.
5. The Special Private Secretary/Sr.PS/PS to Managing Director/Directors/Executive Director (Pers.) in Board Secretariat HPSEBL.
6. All the Dy. /Under Secretaries in Board Secretariat HPSEBL.
7. The Secretary, Consumer Grievances Redressal Forum (CGRF) HPSEBL Kasumpti Shimla-9.
8. All the Sr. Executive Engineers/Resident Engineers in HPSEBL.
9. The Dy. Director (Pers.) IR/Joint Director (PR.) in HPSEBL in Board Sectt.
10. All the Section Officers in Board Secretariat HPSEBL Shimla-4.
11. Guard file.


(Manoj Kumar)
Executive Director (Pers.)
HPSEBL Vidyut Bhawan,
Shimla-4

No. GAD-A(F)10-11/2022
Government of Himachal Pradesh
General Administration Department
(Section-A)

From

Chief Secretary to the
Government of Himachal Pradesh

To

1. All Administrative Secretaries to the Government of Himachal Pradesh
2. The Resident Commissioner, (H.P.) Himachal Bhawan, 27 Sikandra Road, New Delhi-110 001
3. The Secretary to Governor, H.P.
4. The Secretary, H.P. Vidhan Sabha
5. All HODs, Himachal Pradesh
6. All Divisional Commissioners, H.P.
7. All Deputy Commissioners, in Himachal Pradesh
8. The MDs of all Boards and Corporations
9. The Registrar, HP High Court Shimla
10. The Registrar(s) of all Universities, H.P.

Dated: Shimla-2, the

28th November, 2022

Subject: **Use of Logo and Theme of G20 during India's Presidency of the G20 (1st December, 2022 to 30 Nov., 2023-thereof.**

Sir/Madam,

I am directed to refer to the subject cited above and to enclose herewith DO. No. 1/48/8/2022-Cab. dated 08th November, 2022 alongwith its enclosures received from Cabinet Secretary, Government of India, New Delhi and to say that Hon'ble Prime Minister has unveiled the **G20 logo and the theme** for India's Presidency of the G20 (1st Dec. 2022 to 30th Nov., 2023).

You are requested to issue necessary directions to Departments/Offices under your control for widespread use and **mainstreaming of the G20 logo and theme** during India's Presidency period as per the guidelines issued by Government of India. The soft copy of the G20 logo & theme is being sent through official email of the concerned Departments/ offices.

Yours faithfully,

(Surjeet Singh Rathore)
Joint Secretary (GAD) to the
Government of Himachal Pradesh
28 November, 2022

Endst. No. & date: As above Dated: Shimla-2 the
Copy is forwarded to:-

1. The Cabinet Secretary, Government of India w.r.t. his DO letter referred above for information please.
2. The OSD, Ministry of External Affairs, Sushma Swaraj Bhawan, Chanakyaपुरi, New Delhi-110021 (email id: ops.g20@mea.gov.in) for information please.

Joint Secretary (GAD) to the
Government of Himachal Pradesh

Dr. No. 660

Date 7-12-22

R & E Dairy No. 194

Date 8-12-22

sent to ED office

S.O. (R&E)
Nishin
7/12/22

B.D. (P)
GSTR (E)

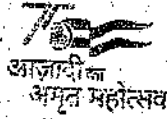
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5/12/22

S.H.
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॥ व गाबा
V Gauba



सत्यमेव जयते



आजादी का
अमृत महोत्सव

मंत्रिमंडल सचिव
भारत सरकार
CABINET SECRETARY
GOVERNMENT OF INDIA

D.O. No. 1/48/8/2022-Cab.

8th November, 2022

Dear Secretary

As you are aware, Prime Minister has unveiled the G20 logo and the theme for India's Presidency of the G20 [1st December 2022 to 30 November 2023] today. Copy of the logo and theme are enclosed as **Annexure**.

2. This logo and theme will be the cornerstones around which the entire branding and publicity campaign for India's G20 Presidency period would be built. These will be used both to familiarise audiences about the relevance of the G20 as well as to disseminate messaging and outcomes from the G20 as widely as possible.

3. For achieving these objectives, both domestically and internationally, mainstreaming and extensive use of both the logo and the theme needs to be undertaken by all Ministries/Departments and their autonomous organisations/PSUs, with a whole-of-Government approach. This may be done in the following manner:

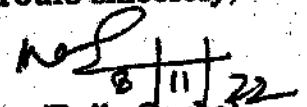
- In all publications like annual reports, study papers, budget documents, periodicals and magazines.
- On websites of Ministries/Departments and their autonomous organisations and PSUs.
- On stationery like file covers, folders, note pads, diaries, calendars, visiting cards, etc.
- For co-branding at national/international events that the Ministry/Department may be participating in.
- Social media handles, digital media.
- Any events, seminars and workshops being organized by Stakeholders during the Presidency year.
- Office buildings through outdoor publicity (hoardings, digital screens etc.).
- In Government signages and publicity/promotional material related to their schemes and programmes, whether digital, print, outdoor or audio-visual
- Use of the logo and theme may also be promoted amongst private partners of various Ministries/Departments for e.g., by airlines, hotel chains, transport agents, websites of these companies etc.

.....2/-

- Airlines may specifically be requested to explore the feasibility of G20 branding both inside aircrafts (seat covers, boarding passes/tickets, luggage tags etc.) and externally (display of the logo on the aircraft's body).
 - Similarly, the G20 logo may also be used by the existing widespread railway network at train stations, on railways tickets, for external branding of train coaches etc.
 - Government owned petrol pumps that are spread out across the country, may also prominently display the G20 logo and theme.
 - The G20 logo and theme may also be used at any art/craft/ cultural festivals and events being organized by Government stakeholders or where the Government is a co-sponsor.
 - On the above lines, through Ministry of Finance, Government owned Banks, may also be requested to use G20 logo for branding at their office premises, on their websites, social media pages, at events etc.
4. The above are only indicative suggestions and the Ministries/Departments may explore all opportunities for publicizing the G20 logo and theme during India's Presidency.
5. I would, therefore, request you to advise all concerned for widespread use and mainstreaming of the G20 logo and theme during India's Presidency period.

With regards

Yours sincerely,


(Rajiv Gauba)

Encl.: As above

To,

Secretaries to the Government of India



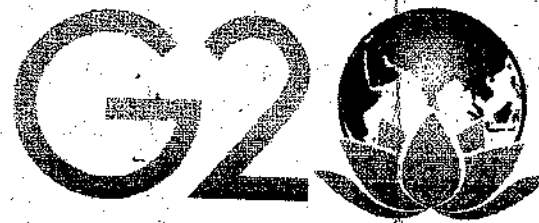
भारत 2023 INDIA

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

128

4



भारत 2023 INDIA

BRAND GUIDELINES

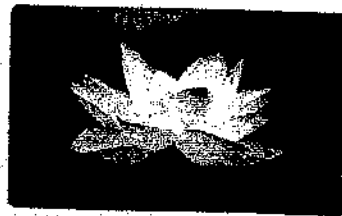
129

5

LOGO GUIDELINES



भारत 2023 INDIA



The lotus, the national flower of India, symbolizes spirituality, fruitfulness, wealth, knowledge and illumination. It also represents purity of heart and mind. The perfect symbol for sustainability.

This design interprets the Lotus as having seven petals. They signify the seven seas and the coming together of seven continents at G20.Bharat, 2023. This is the visual representation of India embracing the world as one united family.

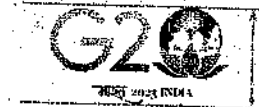


CLEAR SPACE AROUND THE LOGO

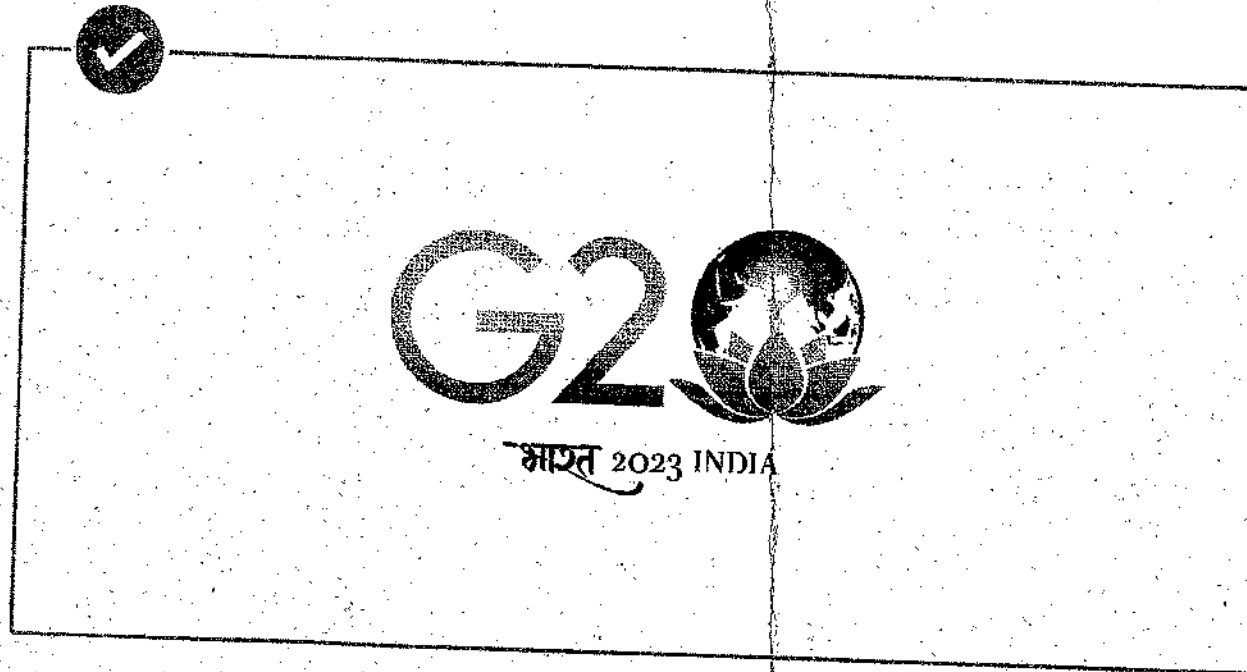
The G20 India logo has multiple colours and design elements, so it needs a lot of breathing / white space around it. The minimum free space around the logo, on any layout, should always be '2" distance on all its sides. Never put any text or graphics in that space.

SIZE OF THE LOGO

The logo can be scaled as large as needed but not smaller than the minimum size mentioned alongside.

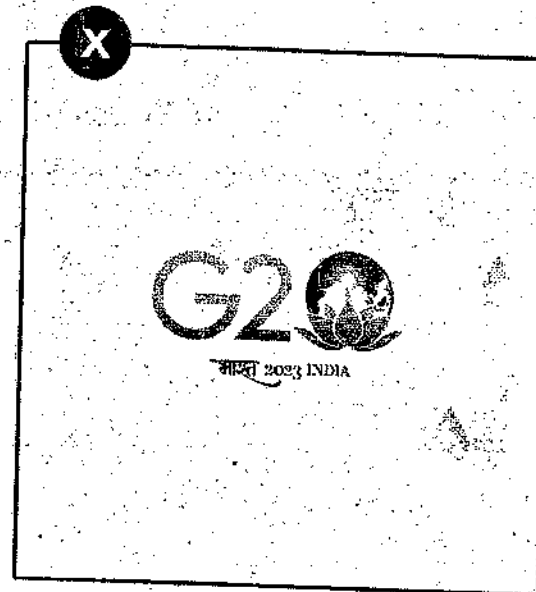
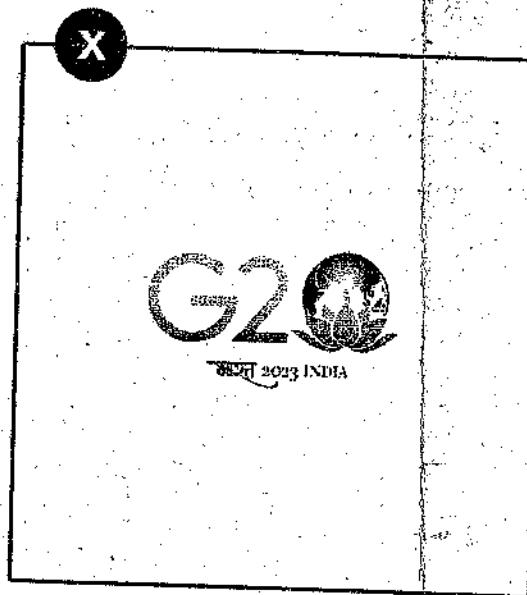
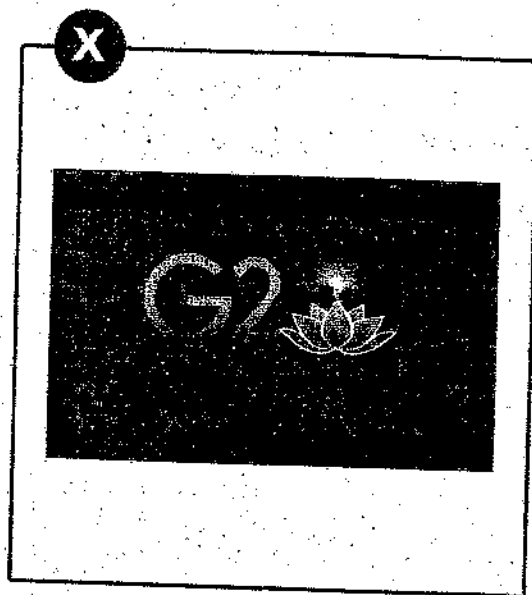


Print: 0.75 inch
Digital: 55 px



PRIMARY APPLICATION OF THE LOGO

The G20 India logo will only be used on a solid white background.
Use of the logo on any other colour or an image is forbidden.



DONT'S OF LOGO APPLICATION

The above examples are a representation of how the logo is NOT to be used under any circumstance. NEVER use the logo on a black, dark-coloured, a light-coloured background or any image.

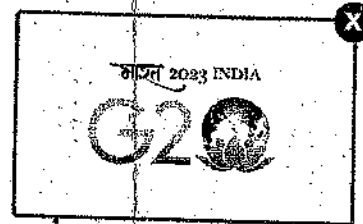
DONT'S OF LOGO USAGE



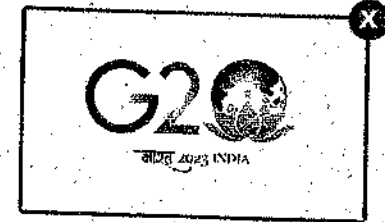
Never use the logo in grayscale.



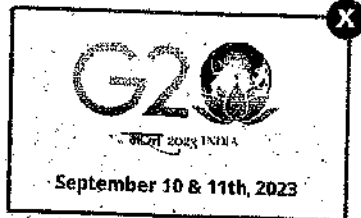
Never use the logo in reverse or in a single colour.



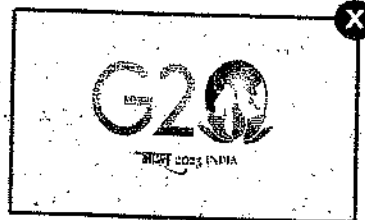
Don't create any new configurations. Always use the logo artwork file.



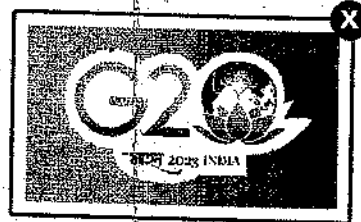
Don't change any colour.



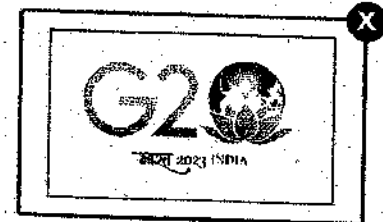
Don't add any text in the mandatory clear space.



Don't stretch, squeeze or distort the logo. Always resize proportionately.



Don't make a cut-out of the logo to use on a busy background.



Don't add a keyline to the logo.

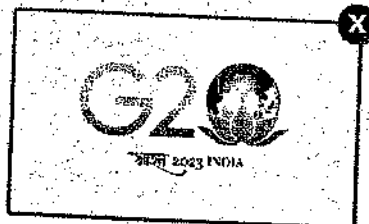
12/15

11

LOGO USAGE RESTRICTIONS



Don't use the symbol alone, without the text.



Don't use the logo on any background other than white.



Don't add any outline, shadow or casing for emphasis or legibility.



Don't fill elements of the logo with any textures, images etc.



भारत 2023 INDIA

LOGO COLOURS



CMYK - 0 50 100 0
Web - #F7941D

CMYK - 100 25 100 0
Web - #008A4B



CMYK - 100 98 20 10
Web - #2C2E75



CMYK - 85 25 0 0
Web - #0095D5

CMYK - 25 0 0 0
Web - #B9E5FB

CMYK - 88 50 0 0
Web - #0075BC

THEME UNIT GUIDELINES

P-18

14

G 20 INDIA - BRAND GUIDELINES CORE THOUGHT UNIT

11

वसुधैव कुटुम्बकम्

ONE EARTH • ONE FAMILY • ONE FUTURE

VASUDHAIVA KUTUMBAKAM UNIT

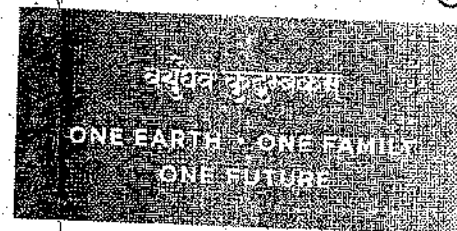
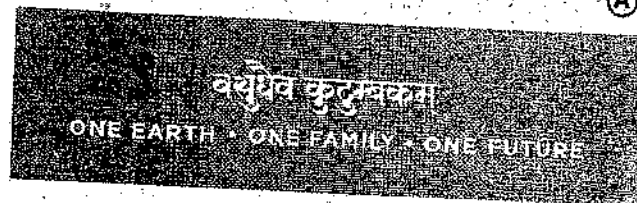
Vasudhaiva Kutumbakam is a Sanskrit phrase found in Hindu texts and translates to "The World Is One Family", which means all living beings on the earth are brothers and sisters. 'Vasudhaiva Kutumbakam' is the core thought of the India chapter of G20.

R19

G 20 INDIA - BRAND GUIDELINES CORE THOUGHT UNIT - USAGE

12

Primary usage



Alternate usage: to be avoided

वसुधैव कुटुम्बकम्
ONE EARTH • ONE FAMILY • ONE FUTURE

वसुधैव कुटुम्बकम्
ONE EARTH • ONE FAMILY
ONE FUTURE

GUIDE FOR USAGE - VASUDHAIVA KUTUMBAKAM (VK) UNIT

It is mandatory to use this unit, along with the logo, in all brand communication.

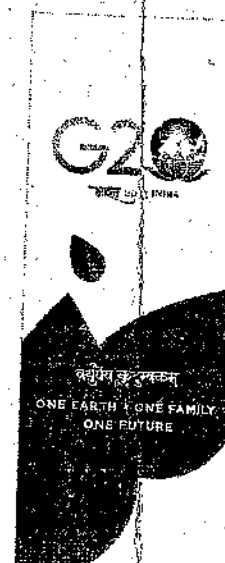
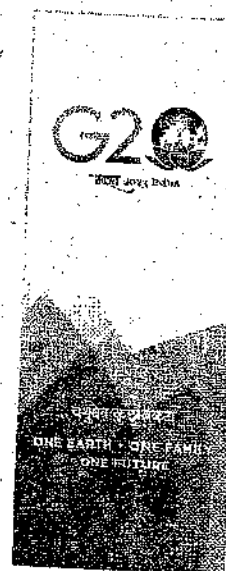
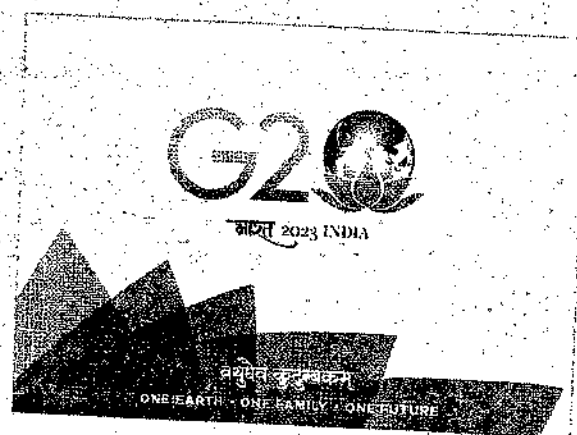
Always use these units from the artwork file provided. Do not compose or edit.

Unit A should be used in horizontal layouts & unit B in vertical layouts.

The primary usage of the unit is in white on a petal arrangement graphic as background.

The alternate usage is in the logo blue (CMYK - 100 98 20 10, Web - #2C2E75)

on a white background, but it should be avoided.



EXAMPLES OF PLACEMENT OF VK UNIT

Presented here are a few examples of the usage of the VK unit on different petal arrangements and layout orientations.