MOST IMMEDIATE

भारत के महारजिस्ट्रार एवं जनगणना आयुक्त
गृह मंत्रालय
Registrar General & Census Commissioner, India
Ministry of Home Affairs

डॉ० च० चन्द्रमौलि
Dr. C. CHANDRAMOULI

No. 9/72/2008-CD (CEN)

Dated 29th January, 2010

CENSUS OF INDIA 2011 – CIRCULAR No. 9

Sub: Guidelines for use of new Census logo

The conduct of Census operations in India is recognized as the largest administrative exercise in the world. The Census provides data on a host of parameters like socio-economic and other demographic characteristics of population, required for policy making and planning. Such a huge operation needs wide publicity to generate awareness among the public. The Publicity through a logo which is a representative symbol/ emblem of the organization for instant recognition by the public would prove to be quite useful.

2. For 2001 Census, this office had adopted a logo which thematically portrayed both the phases of census operations namely, "Houselisting" and "Population Enumeration". However, the figures in human shape depicted in the logo prominently symbolized "2001" restricting its use only for Census 2001.

3. Therefore, a new logo has been designed which can be used for all forthcoming censuses just by changing the Census-year. Two versions of the logo, viz. "Black & White" and "Colour" are to be used as per the necessity. Both the versions of the logo alongwith the interpretation of the symbols are enclosed at Annexure-I.

4. The indicative position of the logo in a formal letter is enclosed at Annexure-II. The indicative position of the logo for D.O. letter would be similar to that of the first page of this circular.

5. It is to be ensured that the logo is always positioned below "Ashoka Emblem".

2-A Man Singh Road, New Delhi-110 011; Phone : (91) (11) 23383761; Fax : (91) (11) 23383145;

6. As regards publications, the "Black & White" version of the logo is to be used in uni-colour publications and the "Colour" version of the logo is to be used in multi-colour publications. For websites and various data products of Census, the "Colour" version of the logo is to be used.

7. May only be printed on back rest of the seat covers, sofa cover etc. but never on the sitting area – as the logo is the symbol of this organization and sacrosanct to us.

8. If used on any object/stationery, however small, the picture should not get distorted. Utmost care must be taken to keep the aspect ratio of the image intact while resizing the logo to fit into any document. It is advisable to drag the image from the corner to avoid distortion.

9. For use on any other item not covered in this circular, prior permission/ necessary approval may be obtained from this office.

(Dr. C.Chandramouli)
Registrar General and
Census Commissioner, India

Enclosure: As above

To

All Directorates of Census Operations

Copy to:

1. Addl.Director, DRG(C&T), DRG(PKB), DRG(Map), DRG(CRS/SRS), ARG(Demo), JD(AKS), JD(DP), JD(A.K.Samal), JD(M.S.Thapa), JD(A.K.Srivastava), JD(Anil Kumar), JD(SS), ARG(SS), JRGI, DS(A), SRO(Language Division)
2. JD(OL) for immediate Hindi translation
3. PPS to HS
4. PS to RGI, PS to Addl. RGI, PS to DDG(MNIC), PS to DDG(D.Rastogi)
5. Census Cell (15 copies)
6. Guard File

Annexure-I

Logo (Black & White)



Logo (Colour)



Interpretation

