



STOP CORRUPTION

Common Cause is a civil society organization dedicated to articulating the common problems of the people and securing redress for them. In its espousal of public causes over three decades, Common Cause has used the instruments of policy advocacy and public interest litigation to good effect. Its initiatives have had a significant impact in the domains of rationalization of pension, consumer protection, operationalisation of the right to information, accountability of public institutions and governance reforms.

Common Cause has played an active role in fighting the scourge of corruption. As early as 1995, Common Cause filed a PIL in the Supreme Court to press for the establishment of an effective framework for combating corruption by creating the institutions of Lokpal at the central level and Lokayuktas at the state level. The essential features of the legislation for establishing an independent and empowered Lokpal were first outlined in an affidavit filed by Common Cause in this PIL in August 2008. This was the starting point of the Jan Lokpal Bill. Many of the subsequent PILs of Common Cause have addressed the core issue of lack of transparency and probity in public life.

Common Cause and its comrades-in-arms in the War on Corruption had been feeling the need for a universally recognized symbol of the campaign. Hence, we requested the National Institute of Design, Ahmedabad to design a simple, striking and versatile logo symbolising the ongoing War on Corruption that could be used across a wide range of media and materials.

After a long process of iteration, the NID came up with the logo reproduced above, doing full justice to our design brief. The logo was formally launched from Jantar Mantar on July 25, 2013 on the first day of the dharna staged by India Against Corruption.

Corruption is essentially an illicit transaction between two parties. The simplified hand symbols in this logo convey the idea of 'giving' and 'taking' between the two parties to the transaction. The superposition of the familiar red 'negation' sign conveys the sense of a strong position against corrupt transactions.

Common Cause has decided to make the logo and its operating manual freely available to all organizations and individuals determined to combat corruption, provided that they respect the sanctity of the logo and adhere to the attached guidelines for its usage.

It is hoped that this logo will become a universally recognized symbol of the nation's resolve to stamp out the scourge of corruption.

For design material and terms of usage, please contact:

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