Landscape
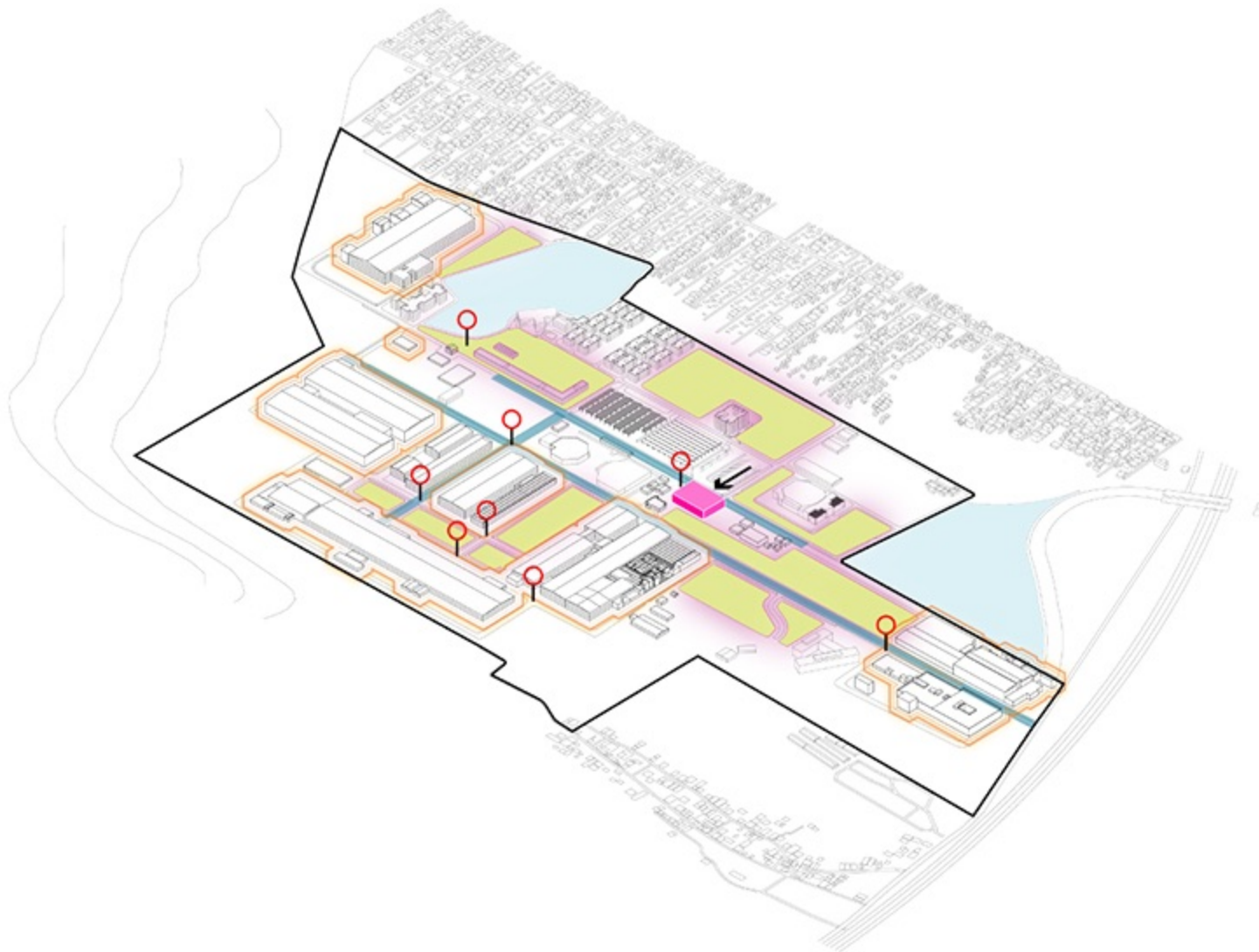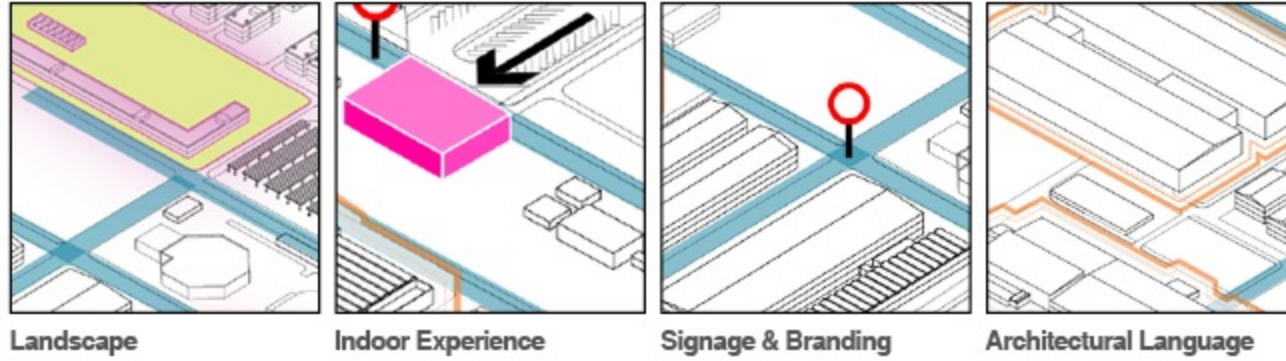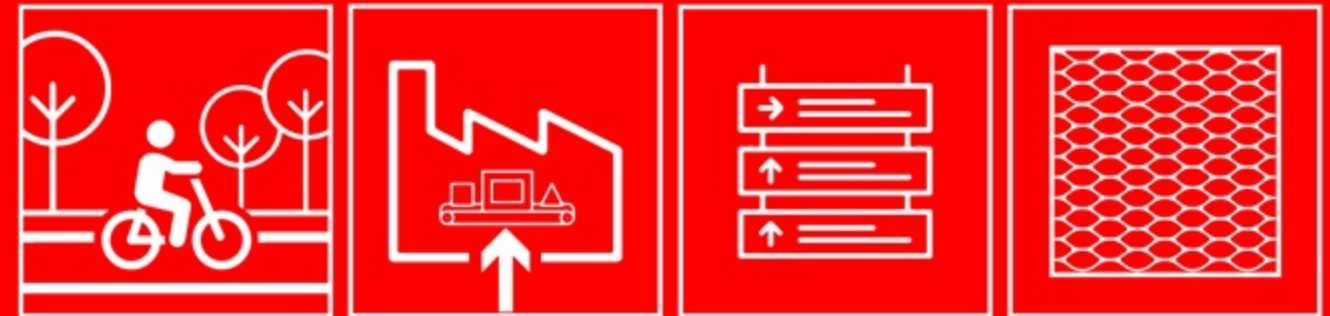
Indoor Experience

Signage & Branding

Architectural Language

Design Scope and Approaches

+ Landscape
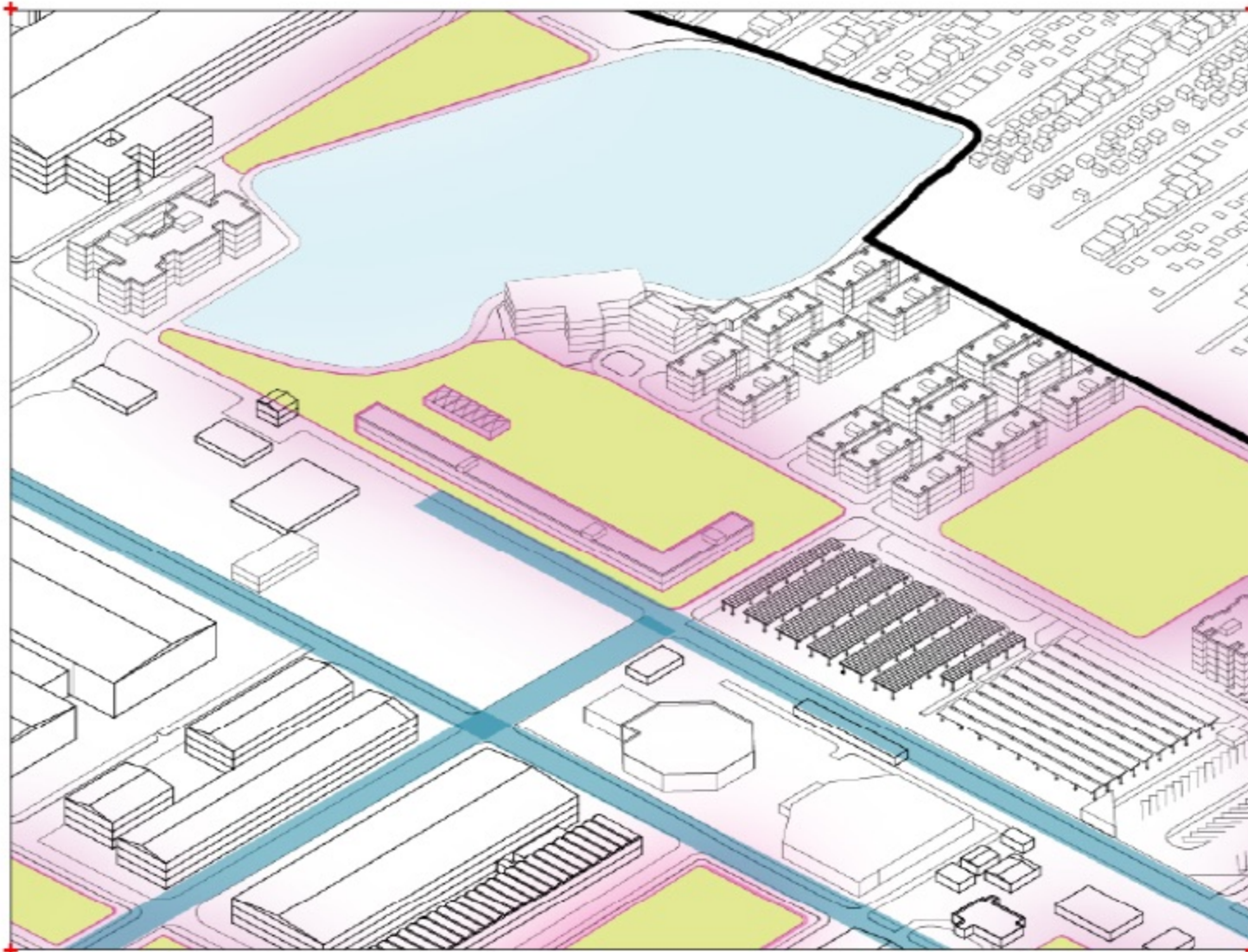+ Indoor Experience
+ Signage and Branding
+ Architectural Language

Landscape

Seamlessly integrating functionality with aesthetics to not only direct traffic but also inspire a sense of pride and purpose among all who traverse its pathways.

Indoor Experience

Enhancing a campus goes beyond its exterior; it's about cultivating indoor spaces that inspire creativity, collaboration, and community, fostering an environment where ideas thrive and connections flourish.
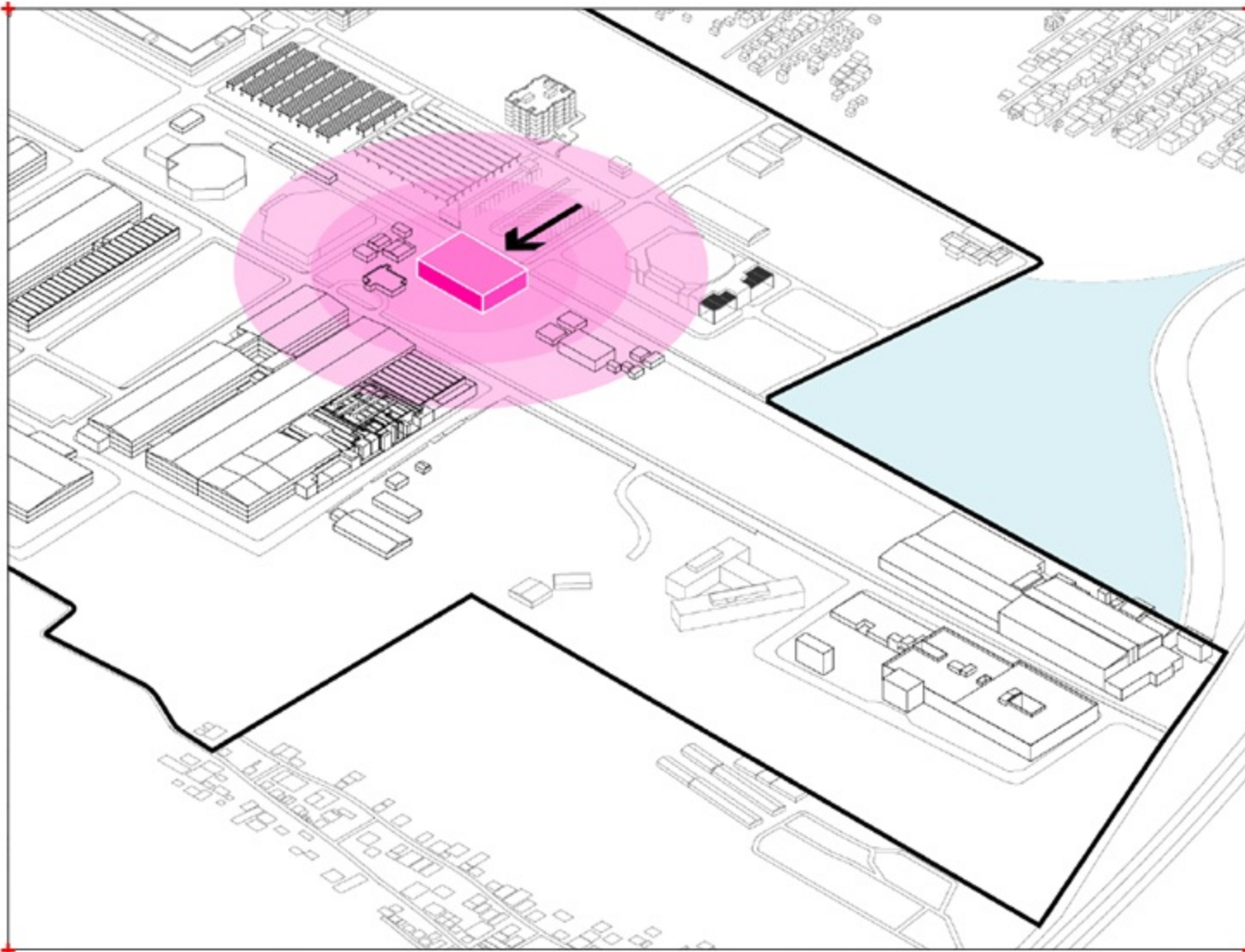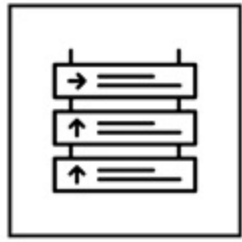
Signage & Branding

Beacons of inspiration, weaving a tapestry of identity and purpose amidst the machinery, elevating the landscape and guiding progress with pride.
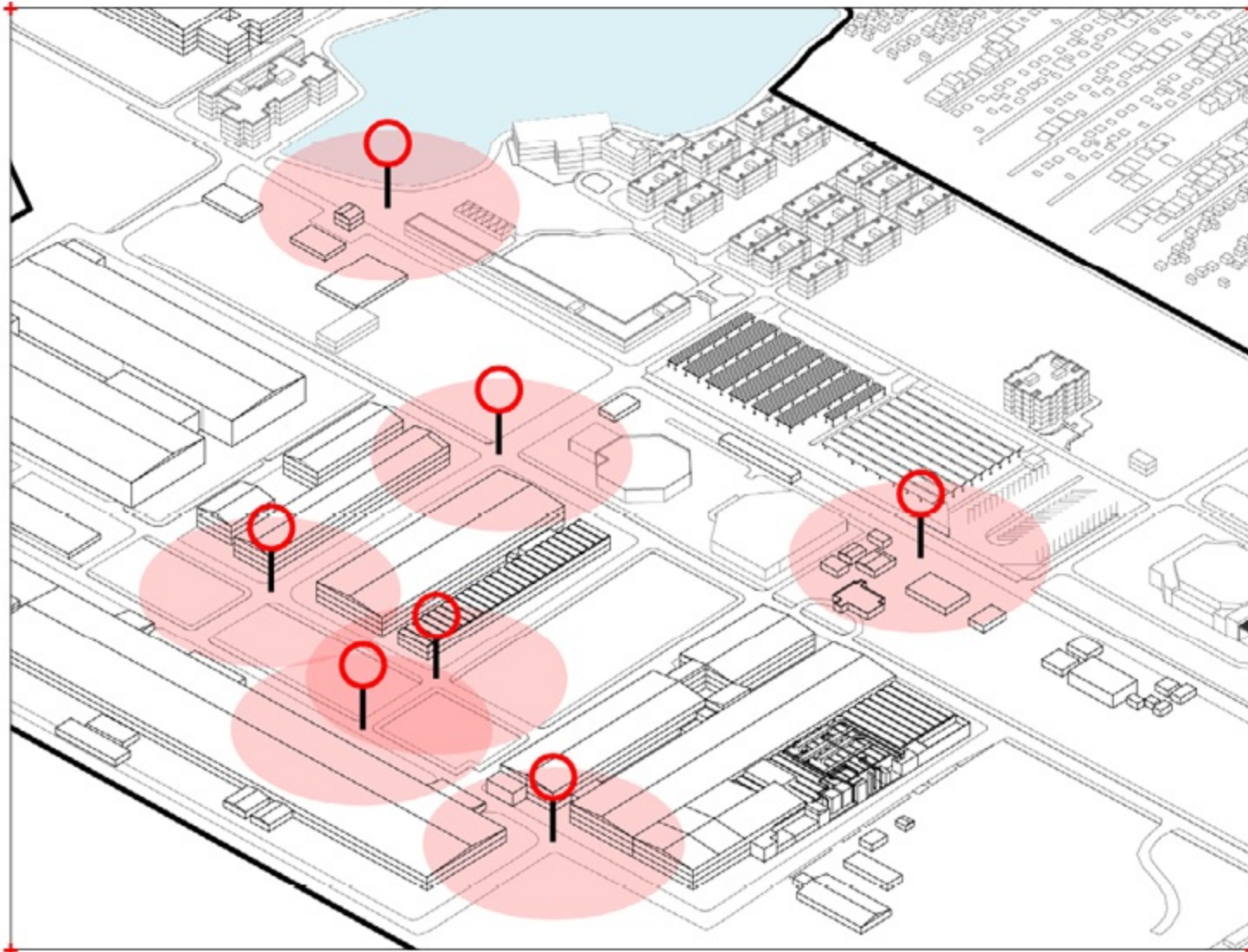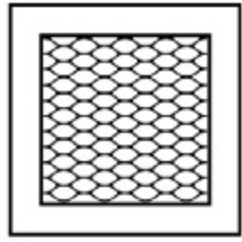
Architectural Language

Like the threads of a finely woven fabric, design consistency and aesthetic uniformity stitch together the fabric of an industrial campus, creating a visual narrative that reflects the strength, resilience, and collective vision of the industry.
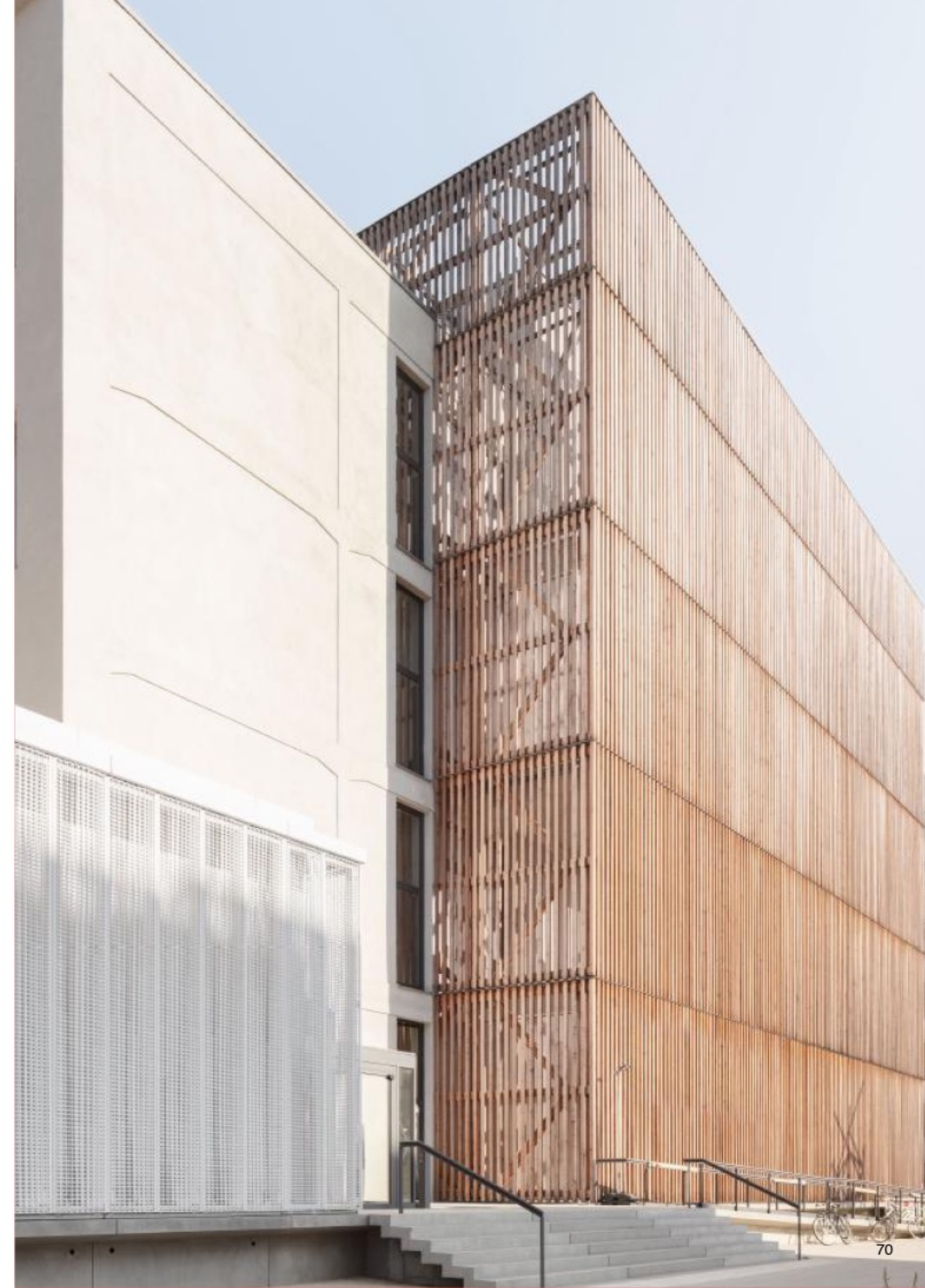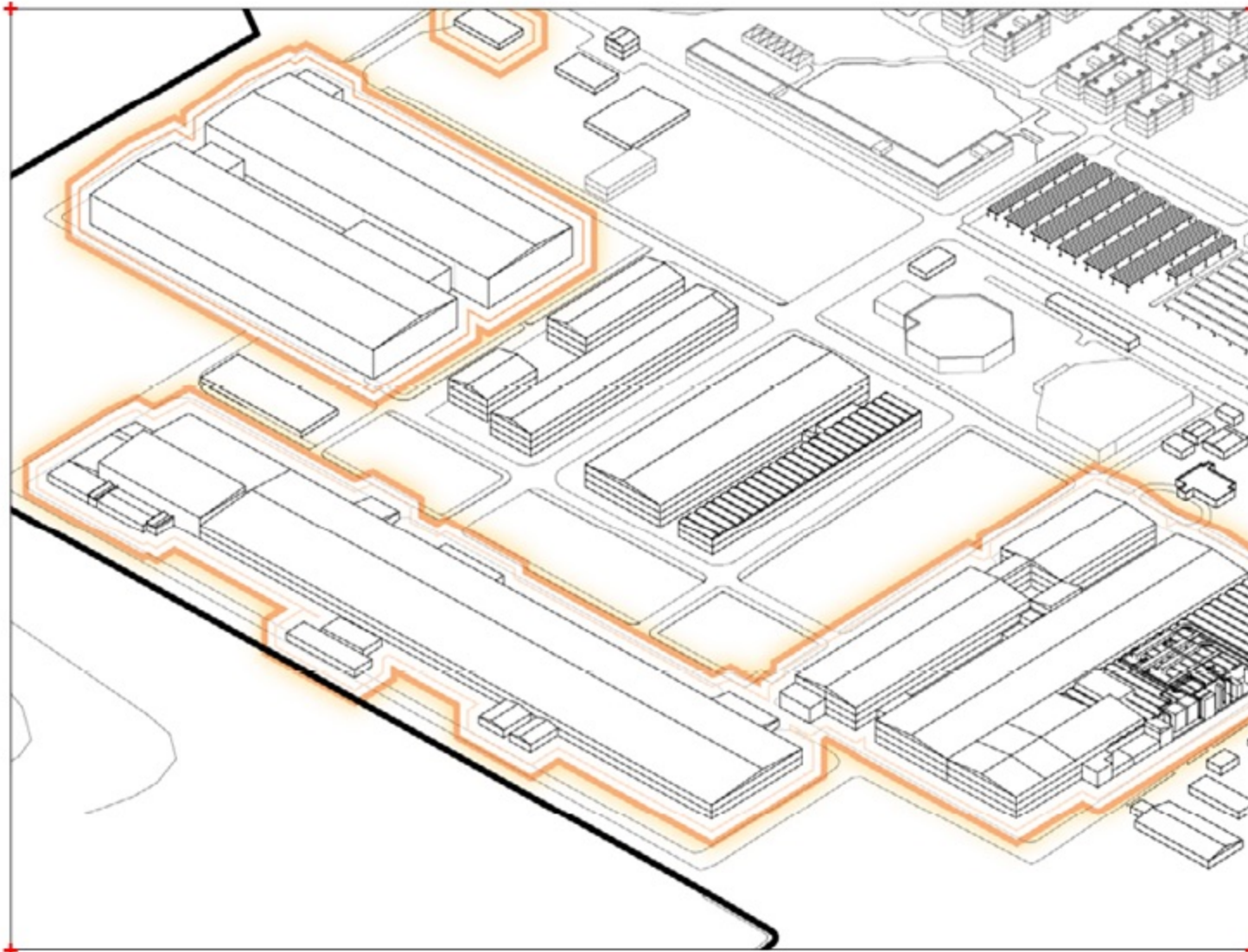
Scope of improvement

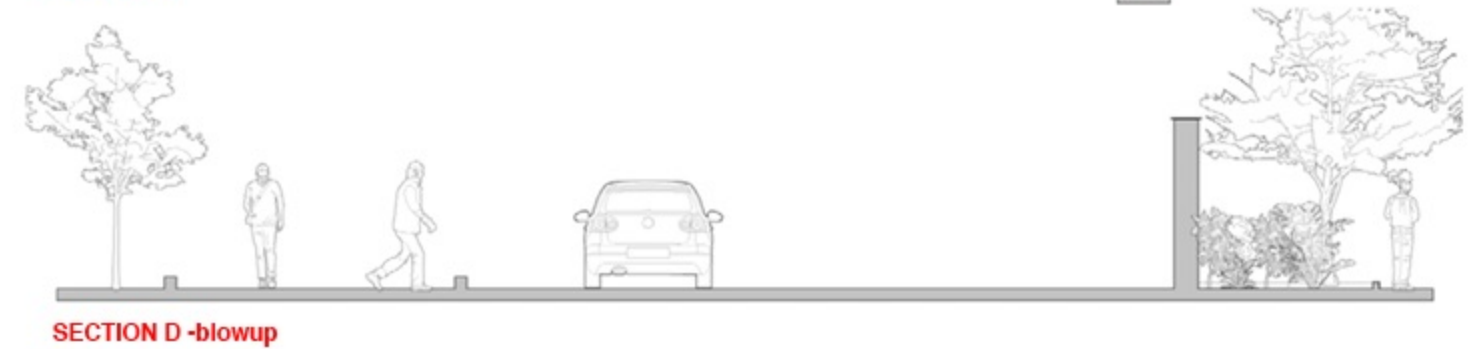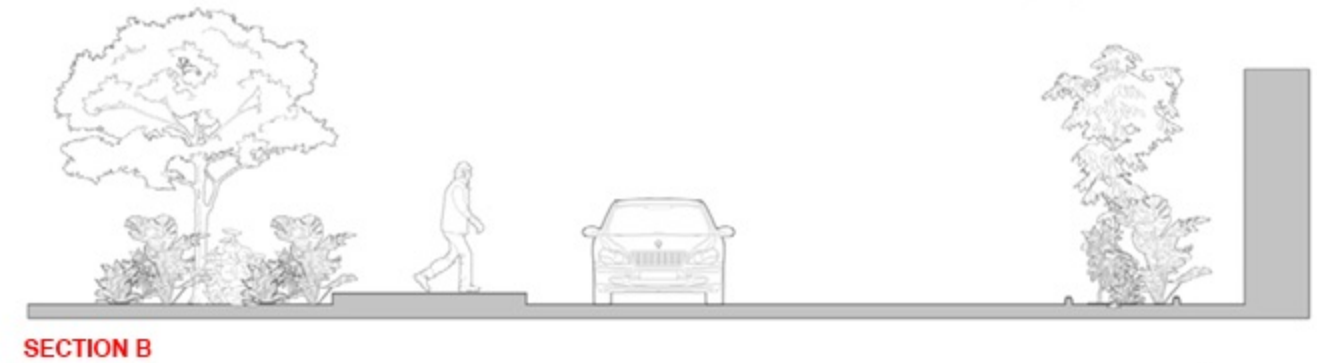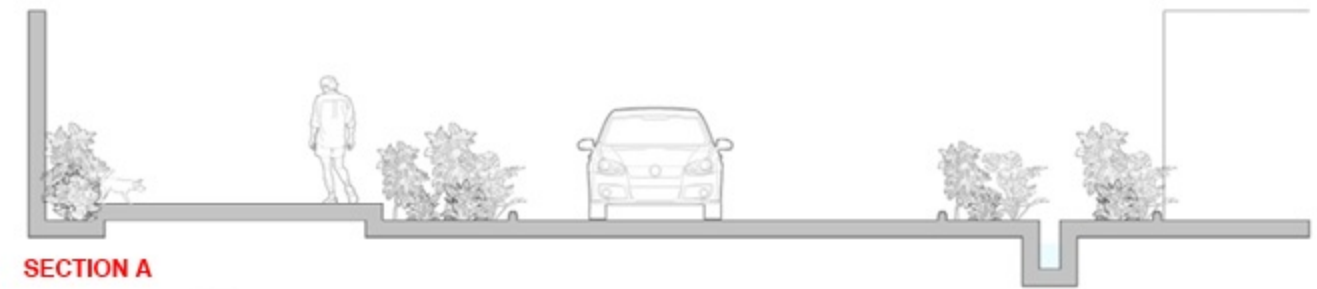Exploring the campus streets to assess their <u>current state</u> and identify <u>areas for improvement</u>, aiming to refine and enhance the overall pedestrian experience.

CAMPUS STREET SECTIONS
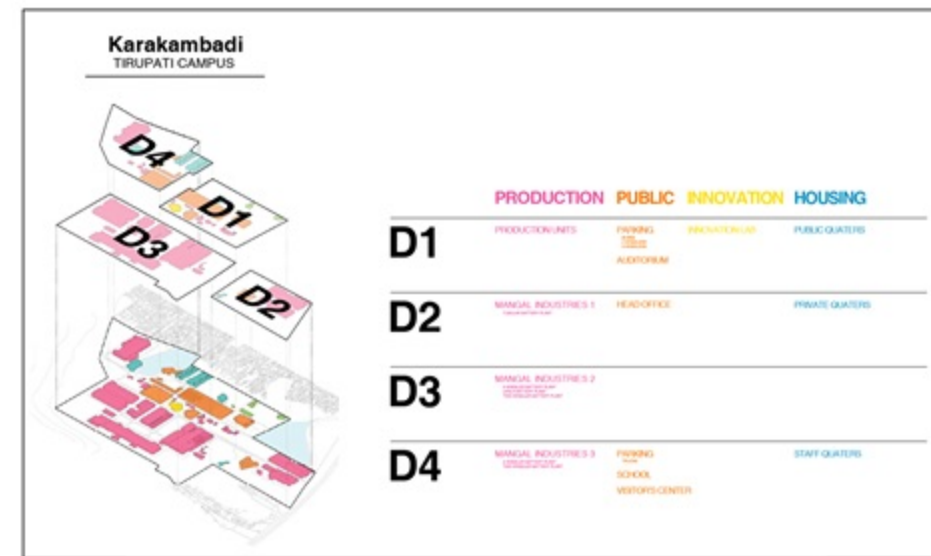

SECTION A

SECTION B

SECTION C

SECTION D -blowup

SECTION D
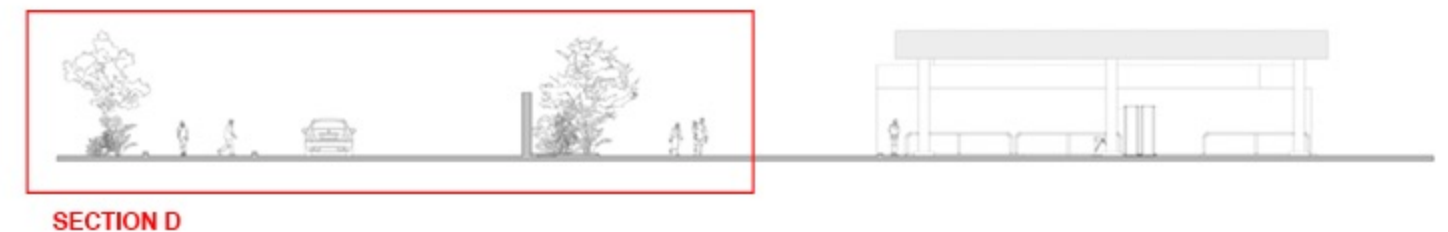
CAMPUS
IDENTITY

COLOR CODES

#F87802	#B3D21D	#F253A1	#0292C5	#930640
#FF6E09	#009F0E	FF35A4	#0E89FD	#FF0302
#000000	#FFFFFF			

SIGNAGES

Karakambadi
TIRUPATI CAMPUS

D1 — PUBLIC SPACES
D1 — SERVICES
D3 — PRODUCTION UNITS
D4 — HOUSING UNITS
D1 — INNOVATION CENTER

PB — PARKING / AUDITORIUM / HEAD OFFICE / SCHOOL / VISITOR'S CENTER

P1 — PRO 3 / INOVATION / PRO 1

P2 — PRO 1 / PRO 1

BILLBOARDS

"Gotta be a better way"

Entrepreneur's defining quality is the ability to face & accept failures, and to learn from them.

"Gotta be a better way"

It is not about luxury or extra favour to the customer but an "essential" for being

"special" in what we do.

"GOTTA BE A BETTER WAY"

WAYFINDING

Karakambadi
TIRUPATI CAMPUS

	PRODUCTION	PUBLIC	INNOVATION	HOUSING
D1	PRODUCTION UNITS	PARKING / AUDITORIUM	INNOVATION LAB	PUBLIC QUARTERS
D2	AMARA INDUSTRIES 1	HEAD OFFICE		PRIVATE QUARTERS
D3	AMARA INDUSTRIES 2			
D4	AMARA INDUSTRIES 3	PARKING / SCHOOL / VISITORS CENTER		STAFF QUARTERS

PYLONS

Gotta Be A Better Way

Amara Raja Way...