



CONCEPT AND DECONSTRUCTION OF THE LOGO

Concept

The concept behind this logo is to create an emblem style iconic mark using the composition of pictogram with the organization name and unified the whole structure of the logo.

The challenge while designing a pictogram is to depict the contribution of the Muslim scientist specially in a medieval era when Muslim scientists contributed their unforgotten effort in the area of Algebra, Arithmetic, Astronomy, Trigonometry, Geography.



The Pictogram

To design the pictogram while considering all above mentioned challenges, I decided to design a graphical representation of an "Astrolabe".

An astrolabe (Greek: astrolabos; Arabic: al-As-turlāb; Persian: Akhtaryab) is an elaborate inclinometer, historically used by astronomers and navigators to measure the inclined position in the sky of a celestial body, day or night. The word astrolabe

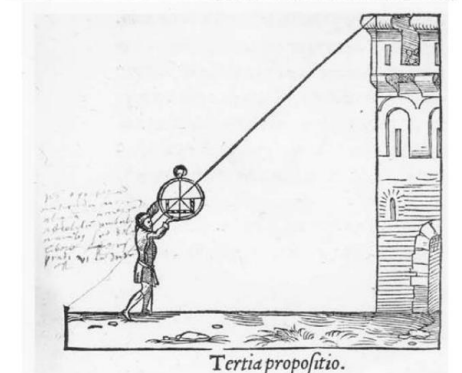
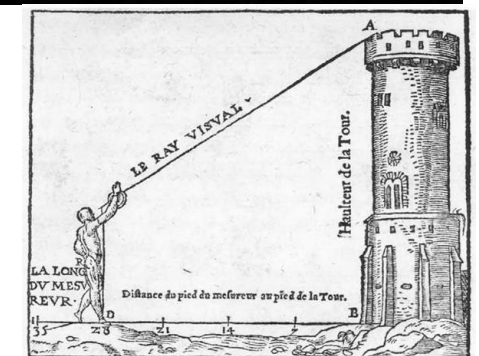
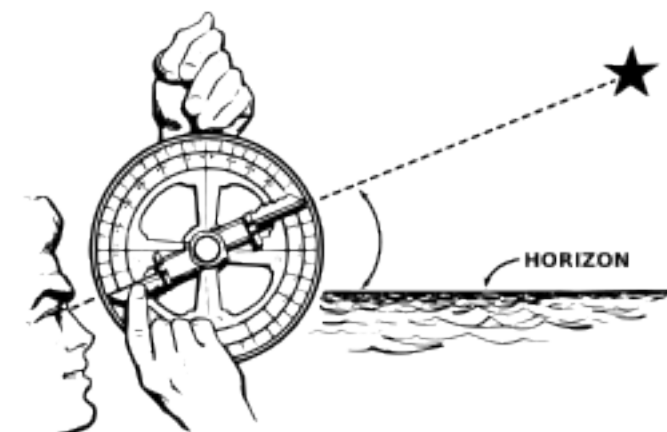
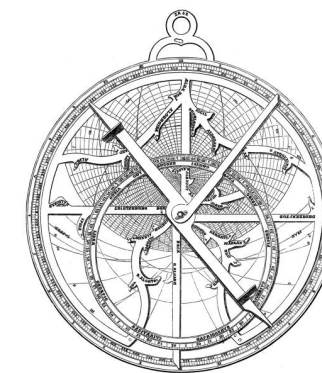
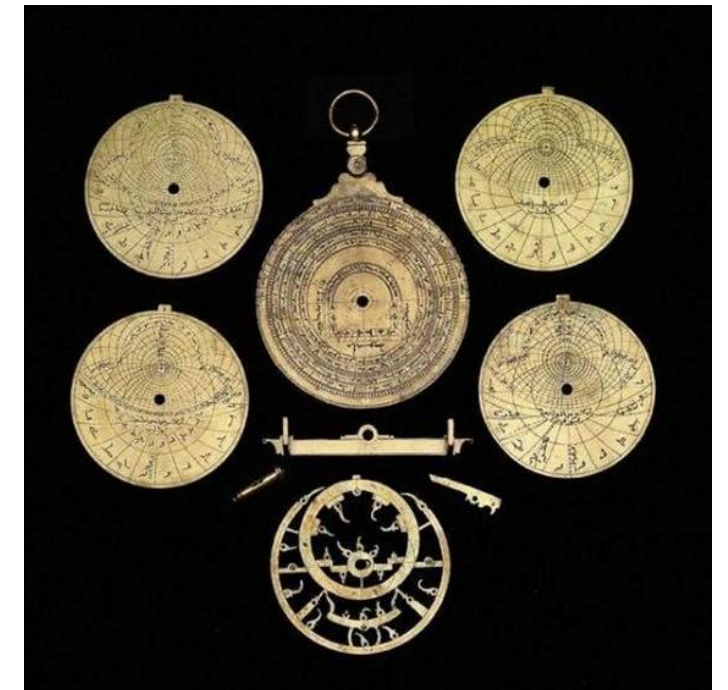
means "the one that catches the heavenly bodies." [2] It can thus be used to identify stars or planets, to determine local latitude given local time (and vice versa), to survey, or to triangulate. It was used in classical antiquity, the Islamic Golden Age, [3] the European Middle Ages and the Age of Discovery for all these purposes.

The history of the astrolabe begins more than two thousand years ago, but it is in the Islamic classical world that the astrolabe was highly developed and its uses widely multiplied. Introduced to Europe from Islamic Spain in the early 12th century, it was one of the major astronomical instruments until the modern times.

In golden Islamic era the astrolabe is mostly used for:

- Calculations: finding the time of sunrise or sunset
- Calculations: casting horoscopes
- Calculations: religious applications Qibla direction
- Prayer lines

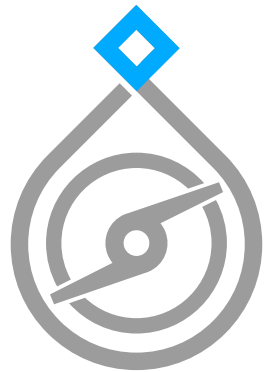
Astrolabe Drawings and photographs



Deconstruction of Pictogram

The different characteristics of a shape convey different moods and meanings. Changing the characteristics of a shape alter how we perceive that shape and make us feel differently about a design.

Most shapes in a pictogram are geometrical in order i.e. Circles, Square, Triangle which shows Order, Efficiency and Structure.



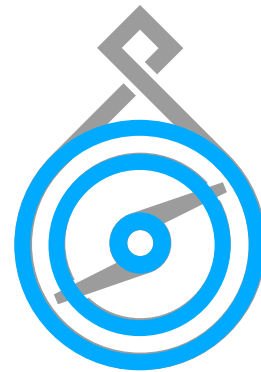
The Square

Square shape are stable. They're familiar and trusted shapes and suggest honesty. They have right angles and represent order, mathematics, rationality, and formality. They are seen as earthbound.

Squares and rectangles suggest conformity, peacefulness, solidity, security, stability, and equality. They are generally not attention getters, but can be tilted to add an unexpected twist.

Another reason of using square is to depict the four cornerstones of computational thinking which are:

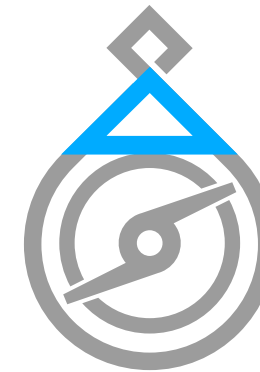
- Decomposition
- Pattern Recognition
- Abstraction
- Algorithms



The Circles

The circle is a universal symbol with extensive meaning. It represents the notions of totality, wholeness, original perfection, the Self, the infinite, eternity, timelessness, all cyclic movement, God ('God is a circle whose centre is everywhere and whose circumference is nowhere' (Hermes Trismegistus)). The circle is also zero in our system of numbering, and symbolizes potential, or the embryo.

Circles protect, they endure, they restrict. They confine what's within and keep things out. They offer safety and connection. Circles suggests community, integrity, and perfection.



The Triangle

Triangles can be stable when sitting on their base or unstable when not. They represent dynamic tension, action, and aggression. Triangles have energy and power and their stable/unstable dynamic can suggest either conflict or steady strength. They are balanced and can be a symbol for law, science, and religion.

Triangles can direct movement based which way they point. They can be used to suggest familiar themes like pyramids, arrows and, pennants. Spiritually they represent the religious trinity. They can suggest self-discovery and revelation.

The strength of triangles suggests masculinity. Their dynamic nature make them better suited to a growing high tech organization when designing a logo. Triangles can be used to convey progression, direction, and purpose.



The alidade

In Astrolabe the alidade or rule with sights used for making observations and reading off scales.

The reason behind the angle of the alidade is to show the intention of the organization who want to be progressive towards right direction.