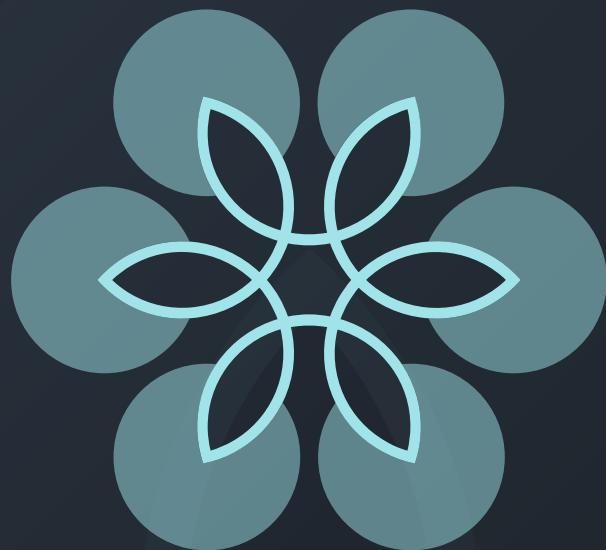


INTRODUCING

THE NEW  
**BRANDING**  
OF



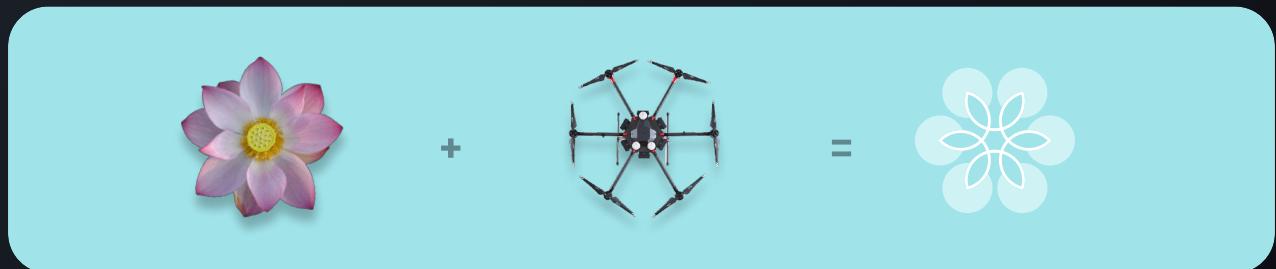
VISHWAKARMA

# THE PHILOSOPHY

As a competitive drone team, Vishwakarma represents more than just the skills and talents of its individual members, but rather its collective ideals as a team. That's why nailing the visual identity of Vishwakarma as a unified and idealistic image was crucial.



Many amateur logos nowadays contain so many hidden and complex meanings that their design ultimately fails to achieve the primary goal of a logo; its memorability. So finding the right combination of meaning for this logo was difficult in its own right. How can the Hindu name of "Vishwakarma" and drone technologies be visualized? This is where the beauty of simplicity comes in.



LOTUS FLOWER + DJI MATRICE 600 = THE NEW FACE OF VISHWAKARMA



The lotus flower is a famous symbol of purity and growth not exclusive to faiths such as Hinduism and Buddhism, a universally recognizable icon. It encapsulates the harmony and synergy of teamwork in Vishwakarma, unwavering in their competitive drive.

## THE FEATURES

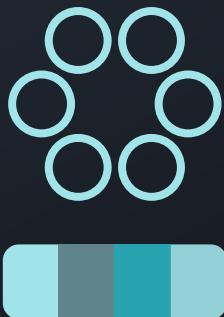
To showcase the positive aspects of Vishwakarma, this logo possess numerous features to also suite the needs of the team.

### VERSATILE



The main pictorial suits both light and dark backgrounds well while also offering single tone and dual tone versions for better scaling

### UNIFIED



The logo centralizes on the use of circles; a shape standing for unity and perpetuity. All traits of a strong team

### MODERN



The simple shapes, colors, and typography of the logo convey an avant-garde emotion

# THE TYPOGRAPHY

KAELIA SEMIBOLD  
VISHWAKARMA

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z 1 2 3 4 5 6 7 8 9 0

# THE PALETTE

BLIZZARD  
BLUE

#AOE4EA

STEEL  
TEAL

#5F848B

VIRIDIAN  
GREEN

#26A3AE

RASISIN  
BLACK

#272D3C

# THE VARIANTS



dual tone



single tone



alternative



# THE GALLERY



VISHWA



KARMA



# AND FINALLY



CLICK ME!