

Design Guidelines

Logo design for 75 years of Gujarat

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Design Process

.Creating a logo that could incorporate Gujarat's vibrancy alongside its rich heritage

.Incorporating the number 75 into the logo (૭૫)

.Using reference from other state official stamps and seals

Typeface

Anek Gujarati

Anek Gujarati is a variable font, meaning it has adjustable axes for weight and width, allowing for a wide range of design possibilities.

The font is suitable for various design projects, website publishing, PDFs, and video/broadcast.

The font offers a flexible system for diverse applications, from compact, graphic textures to bold, headline-setting styles.

The font prioritizes legibility, making it suitable for both short and long text passages.

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને -Thin

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને-ExtraLight

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને -Light

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને -Regular

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને -Medium

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અન -SemiBold

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને-Bold

કેમ કે માનવકુટુંબના દરેક સત્યની પરંપરાપાણ પ્રતિષ્ઠાને અને-ExtraBold

0 q R 3 x u G 9 c -Thin

0 q R 3 x u G 9 c c -ExtraLight

0 q 2 3 8 y G 9 C C-Light

0 ۹ ۲ ۳ ۸ ۴ ۹ ۷ ۶ -Regular

0 ۱ ۲ ۳ ۸ ۹ ۶ ۷ -Medium

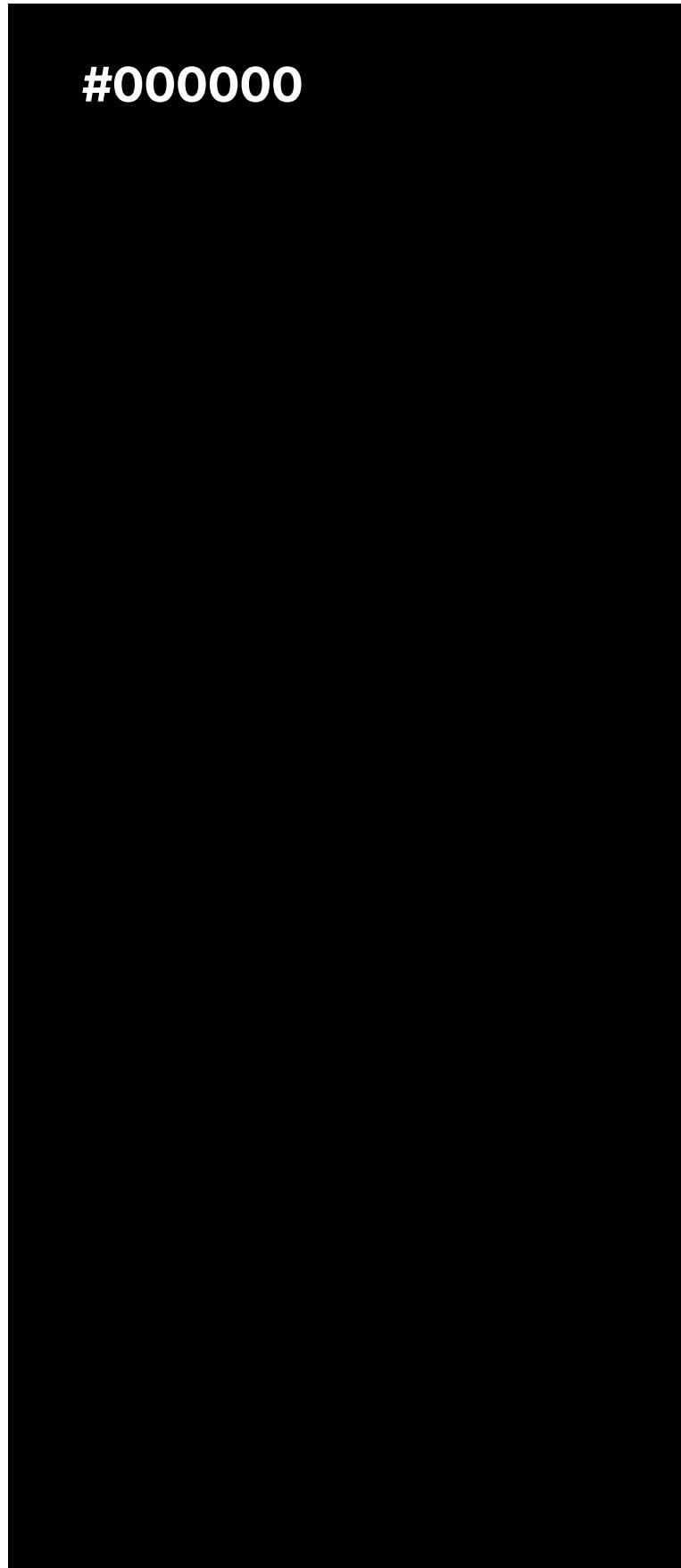
09R3xuG9€€-SemiBold

0 9 R 3 X 4 G 9 C E -Bold

0 9 R 3 X U G . 9 C C -ExtraBold

99%

Colour Palette



As the state does not have any official colours, I decided to take inspiration from the vibrancy of the state.

Taking Navaratri as a major inspiration, I decided to utilize two different shades of Orange (#FAA41A & #F05124}

Design Inspiration

I looked at **rich** and **vibrant** range of flowers seen in Gujarat, and decided to incorporate them into the logo design.

Marigold

Hibiscus

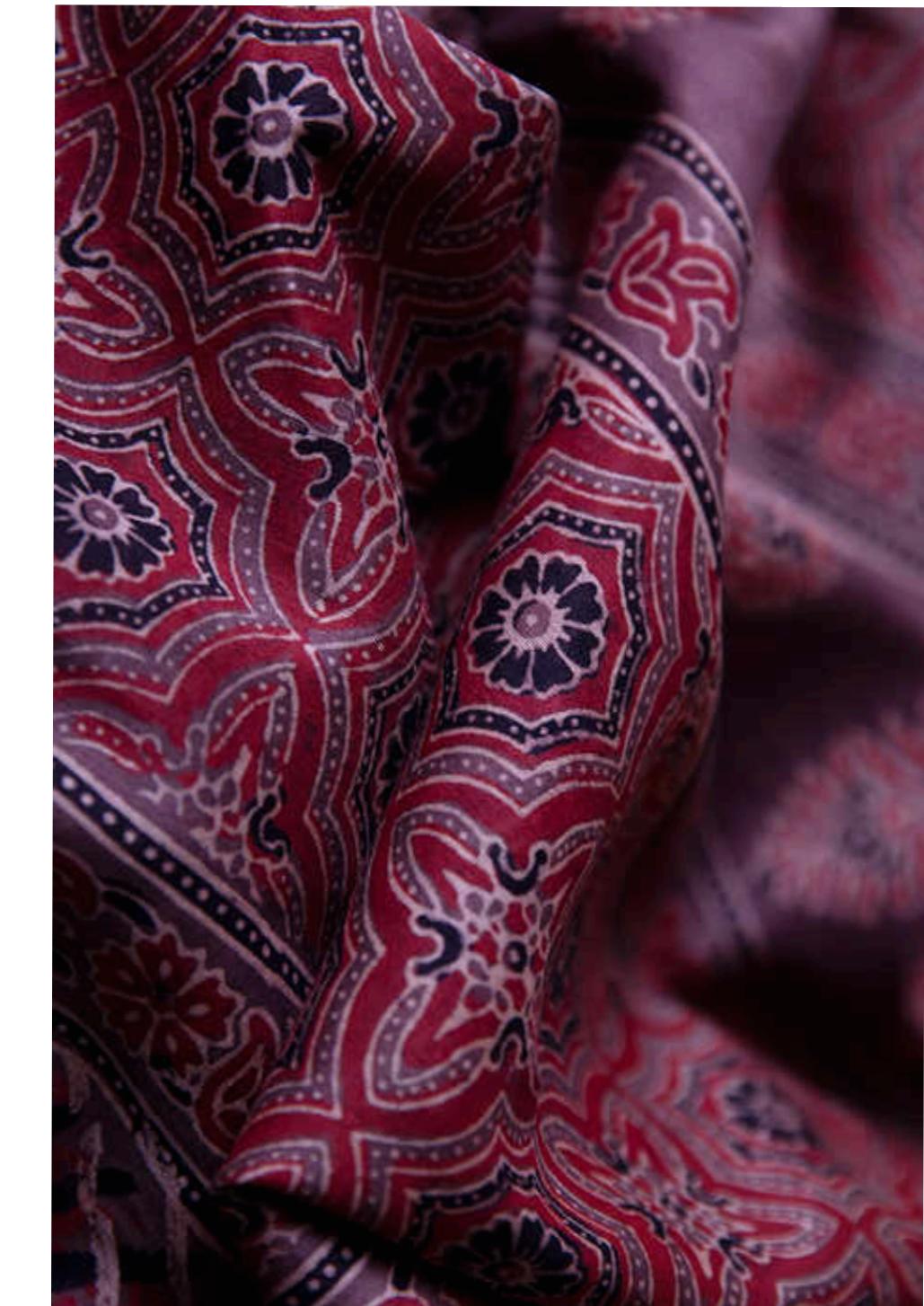
Garden Croton

Jasmine

Design Inspiration

Reference

I referred to Gujarat's extensive and diverse history in textiles.



Logo Concept

**Incorporating the colour palette
and flower inspirations into the
number 94**

Using Gestalt laws/principles of
.Closure- humans tend to
perceive incomplete shapes as
complete, mentally filling in the
gaps to form a recognizable
whole.
.Proximity-elements close to
each other are perceived as a
group.



Logo Concept

Using references from other stamps, I decided to make the logo look like an official government seal, emphasizing that Gujarat is celebrating its 75th anniversary with the tag “ગુજરાતના હેઠળ ૭૫ વર્ષની ઉજવણી”

The bottom containing “Gujarat State Government”, alongside the Ashoka Pillars on the sides symbolizing Gujarat’s nationalism





Black & White









અંતિકાસિક વખ્તા

Alternative Colour Scheme

you

you

THANK YOU