

Muktinath Corporation

Logo Concept and Development Brief

By Abishek Gyawali

Logo Design Process:

- The Brief
- Design Principles
- Background
- Client Samples
- Visual Research
- Color Concept
- Sketching and Conceptualizing
- Final Design
- Promotional Sample

BRIEF

Muktinath Corporation, a newly established Hindu temple (2023) in the Bay Area, seeks a simple and meaningful logo that reflects Hindu beliefs and fosters unity within the Nepali community. The logo will serve as a key element of brand identity for marketing and promotional purposes.

Design Principles

Simplicity : Clean and recognizable, avoiding unnecessary details.

Memorability: Unique and easy to recall.

Scalability: Versatile across different sizes and formats.

Proportion and Symmetry: Balanced and visually appealing.

Timelessness: Designed to endure, avoiding short-lived trends

BACKGROUND

The corporation team created few rough drafts of the graphic (logo) to convey their concept. They wanted to hire someone who can work on the concept and deliver as needed.



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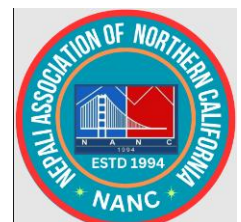
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MOODBOARD

VISUAL RESEARCH

This mood board collects all the sample and logos of all Hindu temple around the world, the main idea is to make idea visual and express the message of unity among Nepalese community. Some of the designs were taken into consideration to communicate the final message.



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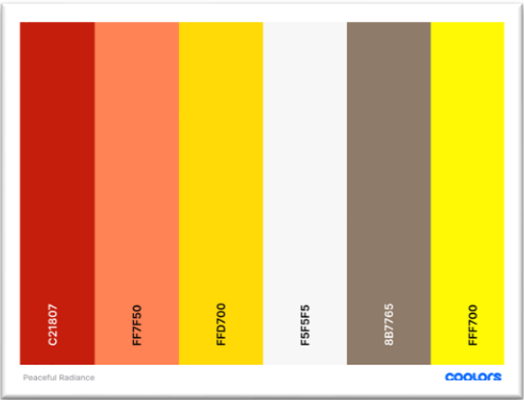
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DESIGN PROCESS (Rough Version)

COLOR CONCEPT

These color pallets were selected which represents spirituality, energy, strength, peace and warmth in South Asian Cultures with more focus on Hindu Deity.



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DESIGN PROCESS (Rough Version)

Sketching and Conceptualization

Thorough use of all the colors, shape, forms, I presented them 4 sketches samples of the graphic (logo) for Muktinath Corp. These logos were combination of pictorial mark and abstract mark

1



2



3



4



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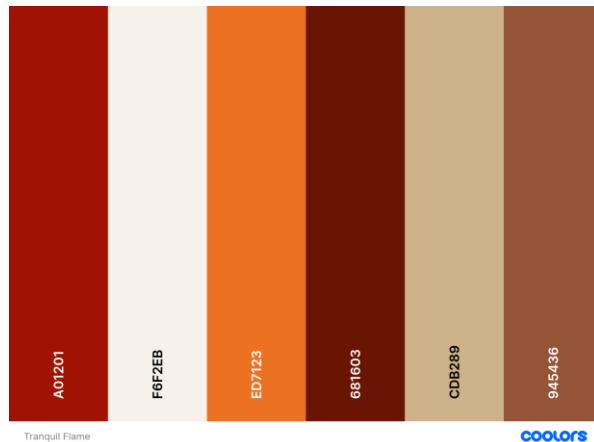
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FINAL DESIGN

Selection by BOD of Muktinath Corp

After 2 months of sketching and presetting the logo, they said they will go for #2. They decided to go with Tranquil Flame color palette and Lato Bold Font which is as follows



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MOCKUPS

Promotional Items

This is how the logo will look when printed in different items which can be used for advertisement and branding purposes.

