



Visual Identity of
Flexible Academic Program

Concept & Design

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Symbol



Flexible
Academic
Program

Logo Type



Flexible Academic Program

The visual identity displays F and P in the bottom left and right parts such that these forms an earthen lamp which represents the positive energy with a feeling like tamso maa jyotirgamay. The letter A at the center has roots of a peepal tree, It represents the entire academic system with intermingled multiple branches indicating the multi-disciplinary knowledge. Each branch has been upper bounded by a smooth line giving it the shape of a shivling, which is indeed the ultimate knowledge and one can attain this supreme knowledge through any branch. The overall look from distant seems like a ZERO (0) and closer look reflects INFINITY (∞) too which is indeed the core of Indian Vedic science. The simple font used to enhance the legibility and readability of the logotype. The blue color used in this logo to enhance and explore the thoughts of FAP, blue represents the positivity, openness and great motivation as like mother nature The visual identity technically made in line drawing and minimum color which make the logo compatible for different platform like print, web and other new media.



Flexible Academic Program

LOGO in color



Flexible Academic Program

LOGO in black & white



Flexible Academic Program

LOGO in reverse



Flexible Academic Program

Option 1: LOGO in color

podium





Thank You