

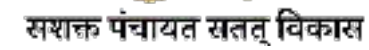
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1. *Journal of the American Medical Association*, 2000; 283: 2689-2696.



FINAL LOGO



DESIGN PHILOSOPHY AND REASONING

I believe that the respected Government of India already has a design language throughout its official logos, many of which contain a seal. I wished to not interfere, but rather incorporate meaningful imagery associated with the rural India in the already glorious framework.

The adorned logo represents a **hand helping to plant a seed**. India still stands as a largely agricultural nation, 54% of Indian land is dedicated to agriculture and Indian Villages are defined by their rich roots in it. The hand reaches in from outside the periphery of the imagery, representing a help that the current scenario lacks.

The imagery of the logo contains a **trowel and wheat**, allegorical to the roots of RuTAG as it aims to help the rural areas. The aid is technological, and the gear is a symbol of ever growing technological advancements.

The gear also contains 24 teeth, a representation of the 24 spokes present in the Ashok Chakra. RuTAG operates in coordination of **7 IITs**.

The IITs are world renowned for their excellency in education and research, and the book in the background is a symbol of the very same.

The banner on which the name of the establishment resides is partly inspired by the logo of my alma mater, IISc Bangalore.

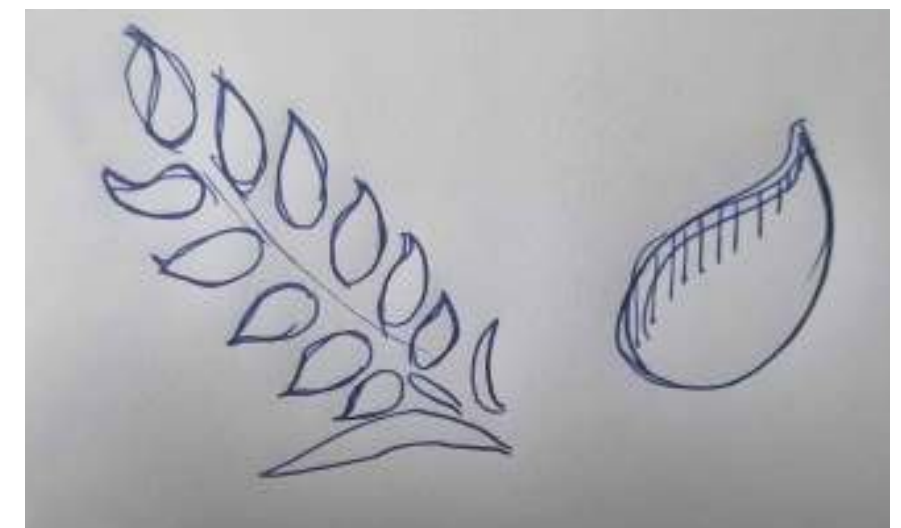


DESIGN METHODOLOGY

The work was largely done in figma using vector shapes, as I needed the image to be infinitely scalable. The wheat is one of the examples of elements drawn using vectors.

A lot of the vectorization of drawn elements was done in Adobe Illustrator, as it provides specialized tools for such. Image trace was a feature often used, primarily for the hand for it is the major drawn element in the logo. The logo was hand drawn, brought to Illustrator and then converted into a vector image. I had to adjust the stroke weights to obtain the desired results.

The font used for the name of the establishment is Baskerville Old Face, a serif font from the transitioning period. The font was used widely in books around late 19th century, and my use was influenced by my love for books and vintage design.





THANK YOU