

# Diwali Design Guidelines

## Purpose of this Document

This guide outlines design principles for visual artists collaborating with esteemed creative agencies endorsed by [Fortune 500 firm renowned for its significant influence on creativity], tailored exclusively for Diwali-themed projects.

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## What is Diwali

Diwali, also known as Deepavali, is a Hindu festival of lights. The festival signifies the victory of light over darkness, good over evil, and knowledge over ignorance. Celebrated across the globe, especially in countries with a significant Indian diaspora, it's marked with fireworks, the lighting of lamps, and the worship of the goddess Lakshmi. Below is a summary

## Diwali Timeframe

Country	Date	Significance
India	Kartika Amavasya [Nov 12, 2023]	Celebrate Lord Rama's return to Ayodhya, Goddess Lakshmi worship
Nepal	Kartika Amavasya [Nov 12, 2023]	Honors Lord Laxmi, and the victory of Lord Rama over Ravana
Sri Lanka	Kartika Amavasya [Nov 12, 2023]	Celebrates the defeat of Narakasura by Lord Krishna
Malaysia	October-November [Nov 12, 2023]	Recognized as a national holiday; highlights Indian culture
Singapore	October-November [Nov 13, 2023]	Public holiday: temples decorated; cultural events organized

Think of some Diwali cards around these nation needs. [80% India, 20% other nations].

## Common Themes for Diwali

Here are common themes for Diwali. Use them in your visuals.

Theme	Brief Description	Visual Description
Lights and Lamps	Essence of Diwali	Diyas, candles, lanterns, electric lights
Fireworks	Celebration in the skies	Sparklers, rockets, and colorful explosions
Goddess Lakshmi	Worship for prosperity	Depictions of Goddess Lakshmi, coins, lotus
Lord Rama	Celebrate his return	Bow and arrow, footprints
Sweets & Food	Culinary delights	Ladoos, barfis, samosas, and other festive dishes
Family and Togetherness	Time with loved ones	Joint family scenes, feasts, gatherings
Culture and Tradition	Core of the festival	Traditional attire, rangoli, music & dance
Gifts and Shopping	Exchanging love	Gift boxes, shopping bags, gold coins
Cleanliness	Pre-festival preparation	Brooms, sparkling homes, decorated doors

## Diwali Celebration: Events

Diwali is typically celebrated over five days, with the main day of Diwali being the third day. Here are five themes for Diwali celebrations that start a day before the main Diwali day and end a day after:

Theme	Day Before Diwali	Day of Diwali	Day After Diwali
1. Journey of Light	Chirag Ki Raah (Path of Lamps): Decorate pathways with lamps leading to main celebration areas.	Deepotsav (Festival of Lamps): Illuminate every corner of the home with lamps, symbolizing the dispelling of darkness.	Alok Prabhat (Morning of Radiance): Begin the day with a sunrise ritual, lighting a lamp and making a fresh start.
2. Nature's Embrace	Vanaspati Ahwaan (Call of the Flora): Decorate homes with fresh flowers and leaves, creating a natural ambiance.	Prakriti Pujan (Worship of Nature): Offer prayers using elements of nature, like rice, turmeric, and flowers.	Van Prabhat (Forest Morning): Organize a nature walk or tree plantation drive, embracing the environment.
3. Traditional Tapestry	Sanskriti Sangam (Cultural Confluence):	Purani Yaadein (Old Memories): Share and	Virasat Vishram (Heritage Rest): Visit a

	Organize a cultural event with traditional music and dance performances.	narrate old family stories and traditions related to Diwali.	historical or heritage site and learn about its significance.
4. Culinary Carnival	Mithai Majlis (Sweets Assembly): Spend the day preparing traditional sweets and delicacies.	Bhojan Utsav (Feast Festival): Share a grand feast with family and friends, showcasing a variety of dishes.	Upvaas Anant (End of Fasting): Reflect on the festivities with a day of light eating or fasting, giving the body a rest.
5. Artistic Awakening	Kalakriti Khoj (Art Exploration): Engage in crafting, painting, and other artistic activities, maybe creating rangoli designs.	Srijan Samaroh (Creation Celebration): Display the artworks created, perhaps hosting an art show for family and neighbors.	Kala Kaal (Time for Art): Dedicate the day to visiting art galleries, museums, or attending art workshops.

Each theme offers a unique way to celebrate the essence of Diwali while spanning across three days to make the festival even more special.

## Visual Document Types for Diwali

The table categorizes various visual content mediums that are commonly utilized for festivals and other celebratory occasions, specifically tailored for Diwali.

Visual Content Type	Ideas for Diwali
Social Media Posts	Diwali greetings, legends, safety tips, family photos, eco-friendly messages
Memes	Diwali preparations, sweets humor, festive shopping, burning calories with diyas, green Diwali laughs
Posters	Light over darkness, green Diwali, family gatherings, Safe Diwali, cultural motifs
Greeting Cards	Warm wishes, festive motifs, family photos, From our home to yours, traditional designs
Infographics	Diwali story, significance of each day, green Diwali tips, historical context, rituals explained
Illustrated Storybooks	Diwali tales, Ramayana episodes, moral stories, Goddess Lakshmi's legends, significance of fireworks
Animated Videos	Ramayana recap, eco-friendly tips, Diwali worldwide, legends explained, festival's evolution
Stickers and Badges	Diya designs, Happy Diwali, Rangoli motifs, festive symbols, cultural icons
Digital Banners and Wallpapers	Lit lamps, fireworks visuals, silhouettes of deities, cultural motifs, vibrant Rangoli
Activity Sheets/Workbooks	Diwali puzzles, coloring rangolis, craft guides, festival trivia, story sequences
Interactive Slideshows/Presentations	Diwali across the globe, ritual significances, historical context, family traditions, eco-friendly initiatives
Photo Collages	Family celebrations, cleaning transformations, festive dishes, decor highlights, gatherings with loved ones

## Basic Design Guidelines

This table provides a comparative guide on visual design elements tailored for both Indian and Global audiences for Diwali themes. While the Indian side emphasizes traditional motifs, colors, and cultural representations, the global side leans towards universal appeal, ensuring inclusivity and broader understanding.

Themes	Indian Audience	Global Audience
Colors	Gold, red, green, blue, and vibrant jewel tones	Bright colors; softer shades for a more universal appeal
Gradients	Traditional colors transitioning, like gold to red	Soft gradients to ensure visuals aren't overwhelming
Patterns and Motifs	Rangoli designs, Diyas, and traditional Indian motifs	Simplified motifs with global appeal
Illustrative Elements	Elephants, lotus, peacocks, and diyas	Universal festive elements like lanterns, candles
Typography	Fonts resembling Indian scripts	Clear, festive fonts with playful elements
Whitespace	Space amidst vibrant patterns for clarity	Ample space for clarity in the design
Interactive Elements	Rangoli animations, twinkling diyas	Floating lanterns, twinkling stars
Cultural Representation	Diversity from India, showcasing various traditions	Depictions of global Diwali celebrations
Photos	Indian families, Diwali preparations, rituals	Diverse families celebrating, global Diwali events
Borders and Frames	Traditional Indian borders	Playful global festive borders
Consistency	Indian-centric motifs, colors, and symbols	Universal symbols, consistent color schemes
Safety	Safe firework practices, eco-friendly messages	Eco-friendly celebrations, safety with candles

Designers can adapt and innovate based on these guidelines to create engaging Diwali-themed visuals for diverse audiences.

## Playing with Text Themes

### Common Captions

Here are a few options for captions in your visuals.

Happy Diwali!	Diwali Blessings!	Shubh Deepavali!	Prosperous Diwali!
Light & Joy!	Lights & Laughter!	Glow On!	Festive Wishes!
Sparkling Celebrations!	Diwali Ki Raunak!	Joyful Festival!	Diyas & Delight!
Peace & Prosperity!	Festival Ki Masti!	Diwali's Glow!	Diwali Dhoom!
Diwali Magic!	Roshni Ka Utsav!	Diwali Joy!	Festive Glow!
Diwali Dhamaka!	Diwali Vibes!	Shubh Diwali!	Tyohar Ki Khushi!

It is upto you to pick the captions that best represent the spirit of your narrative. Also, it is upto you to add year where needed.

English Options	Hinglish Options	देवनागरी
Festival of Lights	Diwali Ki Raunak	दिवाली की रौनक
Prosperity and Wealth	Lakshmi Ka Aashirwad	लक्ष्मी का आशीर्वाद
Triumph of Good	Burai Par Achchai Ki Jeet	बुराई पर अच्छाई की जीत
Festive Vibes	Tyohar Ki Masti	त्योहार की मस्ती
Festival of Lights	Diwali Ka Utsav	दिवाली का उत्सव
New Beginnings	Naye Shuruaat	नई शुरुआत
Family Reunion	Parivaar Milan	परिवार मिलन
Victory of Knowledge	Gyaan Ki Vijay	ज्ञान की विजय

### Slogans suitable for Diwali

The table presents a diverse range of visual content types tailored for Diwali celebrations, from social media posts to interactive animations. It combines humor, tradition, and personal touches, providing a comprehensive toolkit for Diwali-themed content creation across various platforms.

English Slogan	Hinglish Slogan	Notes for Translation
Light Over Dark	Roshni Over Andhera	Keep the essence of light triumphing over darkness. In languages with gender nouns, ensure 'light' is portrayed positively.
Festival of Flames	Diye Ki Taareef	Ensure 'flames' or 'diye' are seen as symbols of hope and celebration, not destruction.
Prosperity Beckons	Lakshmi Aa Rahi Hai	The emphasis is on the goddess of wealth, Lakshmi. Translate with respect and reverence in all languages.
Homecoming Joy	Ghar Ki Khushi	This references Lord Rama's return. Ensure translations retain the sentiment of joy and reunion.
Sweeten the Fest	Mithaas Bhari Diwali	Ensure the focus remains on the joy and sweetness of the festival, both literally (sweets) and metaphorically.
Echoes of Laughter	Hansi Ki Goonj	Highlight the joyous and communal spirit of Diwali. The translation should capture the resonance of happiness.
Celebrate Togetherness	Saath Manao	The emphasis is on community and family. Ensure translations imbue a sense of unity and shared celebration.
Stars on Earth	Dharti Par Taare	Allude to the bright diyas and lights that make the earth resemble a starry night. The translation should evoke wonder and luminosity.

Tradition Meets Today	Parampara Ke Saath	This acknowledges the blend of age-old traditions with modern festivities. Translations should keep the fusion aspect intact.
Rhythms of Rangoli	Rangoli Ke Raag	Signifying the art and patterns of Rangoli. Ensure the artistic and vibrant essence is maintained in translation.

For the translation notes, the goal is to retain the core sentiment of the slogan while allowing for cultural and linguistic nuances of the target language.

### Diwali Corporate Wishes

Here are a few reference wishes:

1. Wishing prosperity and growth to you this Diwali. Let's illuminate our partnership with success.
2. To our valued clients and partners, may this Diwali bring new opportunities and mutual growth. Happy Diwali!
3. As we celebrate the festival of lights, we thank you for the trust and collaboration. Wishing you a prosperous Diwali!
4. This Diwali, let's aspire to create a bond brighter than the festival lights. Warm wishes to our business family.
5. To our dedicated team, may the festival of lights inspire us to shine brighter in our professional journey. Happy Diwali!

### Diwali Sale Slogans for Corporates

Here are a few references slogans!

1. Diwali Dhamaka Deals! Shine bright with our special offers.
2. Illuminate your Diwali with our sparkling savings!
3. Diwali Bonanza: Glow with our festive discounts!
4. Festival of Lights, Festival of Delightful Deals!
5. Brighten your Diwali with our exclusive festive offers!
6. 🌟 To New Beginnings and Continued Success: Happy Diwali!
7. Illuminating Our Partnership this Diwali 🌟
8. From [Your Company] to Yours: Warm Diwali Greetings 🕯️
9. Wishing You a Prosperous Diwali and a Fruitful Year Ahead!
10. 🌟 Celebrating Milestones and Looking Forward to More this Diwali!
11. Deals, Savings, Discounts for Products, Services, and Subscription
12. Diwali Dhamaka: Exclusive Deals Just for You! 🎉
13. 🌟 Festive Flash Sale: Brighten Your Diwali with Our Special Discounts!
14. Subscribe & Shine: Diwali Special Packages Await! ✨
15. Glow Up this Diwali with Our Exclusive Offers 🌟
16. 🕯️ Light Up Your Savings: Special Diwali Discounts Inside!

These messages and slogans can be customized based on the corporate's industry, target audience, and branding. Whether it's extending heartfelt wishes or promoting a sale, incorporating the spirit of Diwali can create a culturally resonant touchpoint with the audience.

## Personal Diwali Wishes

Here are a few wishes sent by individual to individual.

1. 🌟 Lighting Up Your Inbox with Diwali Blessings!
2. May Your Diwali Be as Joyful as Our Memories Together 🌟
3. 🕯️ Wishing You a Radiant Diwali Filled with Happiness!
4. Glowing Hearts and Brightened Spirits This Diwali 🌟
5. Celebrating Our Bond and the Festival of Lights! ✨

## Themes for Children

This table outlines six Diwali themes centered on personal growth and responsible citizenship. Each theme, from knowledge to forward-thinking, is visually represented and accompanied by potential creative ideas to encapsulate the essence of the theme.

Theme	Visual Symbols	Ideas for Creatives
Knowledge & Wisdom	Oil lamps illuminating books, Brain glowing with Diya	Animated stories of the significance of Diwali, Quizzes about Diwali traditions across India, Infographics on the importance of knowledge in Diwali.
Nature & Environment	Green Diya, Plants adorned with fairy lights, Earth with a Diya	E-cards promoting eco-friendly Diwali, Videos on making organic colors and eco-friendly crackers, Infographics on the impact of pollution during Diwali.
Respect for Diversity	Diyas in various colors, People of different cultures celebrating together	Stories highlighting different regional Diwali celebrations, Puzzles connecting diverse Diwali traditions, Animation showcasing unity in diversity.
Law-Abiding Citizen	Firecracker with a cross sign, Hands holding legal documents with Diya	Videos on the legal aspects of firecracker use, Infographics about noise and air pollution limits, Animations about the right way to celebrate without breaking laws.
Global Citizenship	Globe surrounded by Diyas, Hands around the world holding a Diya	Stories of Diwali celebrations around the world, Quizzes on global festivals of lights, Animation showcasing universal values of Diwali.
Future Forward	Diya illuminating a path, Children passing a torch/Diya, Visionary images like eyes looking forward adorned with lights	Videos on how traditions evolve and the future of Diwali, E-cards with messages about hope and progress, Animations of children leading adults into a brighter, eco-friendlier celebration.

This table aims to inspire young minds to celebrate Diwali with a conscious, informed, and global perspective.

## Diwali: Celebration, Motifs, Gift-giving, and Concerns

### Diwali Short Stories from Indian Culture

This table presents five Diwali stories from Indian culture, each accompanied by visual symbols and ideas for visual templates. These stories include the Return of Lord Rama, Narakasura's Demise, Goddess Lakshmi's Emergence, King Bali's Banishment, and the Victory of Light over Darkness, all celebrating the festival's themes of light, victory, and prosperity.

Story	Visual Symbols	Ideas for Visual Templates
1. Return of Lord Rama: After 14 years of exile and the defeat of the demon king Ravana, Lord Rama returns to his kingdom in Ayodhya. The citizens light up the city with lamps to celebrate his return.	<ul style="list-style-type: none"> <li>- Lord Rama, Sita, and Lakshman</li> <li>- Golden deer</li> <li>- Demon Ravana</li> <li>- Lit lamps</li> </ul>	<ul style="list-style-type: none"> <li>- Illustration of Lord Rama's procession</li> <li>- Ravana with ten heads</li> <li>- Diya (lamp) borders</li> <li>- Ayodhya's skyline at night with glowing lamps</li> </ul>
2. Narakasura's Demise: Demon king Narakasura had terrorized the heavens. He was defeated by Lord Krishna, saving 16,000 captive princesses. The day of his defeat is celebrated with lights.	<ul style="list-style-type: none"> <li>- Demon Narakasura</li> <li>- Lord Krishna with Sudarshan chakra</li> <li>- Captive princesses</li> <li>- Bursting fireworks</li> </ul>	<ul style="list-style-type: none"> <li>- Battle scene between Krishna and Narakasura</li> <li>- Illustrations of rejoicing heavens</li> <li>- Firework backgrounds</li> <li>- Princesses lighting lamps</li> </ul>
3. Goddess Lakshmi's Emergence: During the churning of the ocean, Goddess Lakshmi emerged from the ocean. She chose Lord Vishnu as her consort. Diwali is a day she roams the earth and blesses her devotees.	<ul style="list-style-type: none"> <li>- Churning rod and mountain</li> <li>- Ocean with treasures</li> <li>- Goddess Lakshmi</li> <li>- Lotus flowers</li> </ul>	<ul style="list-style-type: none"> <li>- Scene of the churning of the ocean</li> <li>- Glowing Goddess Lakshmi iconography</li> <li>- Lotus-themed patterns</li> <li>- Treasure motifs for prosperity</li> </ul>
4. King Bali's Banishment: A dwarf avatar of Lord Vishnu banished the kind-hearted demon king Bali to the nether world but allowed him to visit his subjects once a year during Diwali.	<ul style="list-style-type: none"> <li>- Dwarf avatar (Vamana)</li> <li>- King Bali</li> <li>- Three steps/footprints</li> <li>- Netherworld visuals</li> </ul>	<ul style="list-style-type: none"> <li>- Vamana asking for three paces of land</li> <li>- King Bali's kingdom visuals</li> <li>- Footprint patterns</li> <li>- Contrast between the earthly kingdom and the netherworld</li> </ul>
5. Victory of Light over Darkness: Diwali is seen as a metaphor for the victory of light over darkness, good over evil. The lit lamps signify the inner light that protects from spiritual darkness.	<ul style="list-style-type: none"> <li>- Lit diyas (lamps)</li> <li>- Ying-yang of light and dark</li> <li>- Scenes of goodness triumphing</li> <li>- Spiritual motifs</li> </ul>	<ul style="list-style-type: none"> <li>- Lamps glowing in the dark backgrounds</li> <li>- Ying-yang templates contrasting light and dark</li> <li>- Scenes of symbolic battles between good and evil</li> </ul>



		- Mandala designs signifying spiritual wholeness
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These stories, symbols, and visual template ideas can serve as a base to create captivating content around the Diwali theme. Imagination can be applied to make presentation, posters or animated gifs.

### Diwali: Popular motifs

Here's a table featuring Diwali-related foods, clothing, and rituals.

Food	Clothes	Rituals
1. Gulab Jamun	Saree (for women)	Ganesha & Lakshmi Puja: A special worship of Lord Ganesha and Goddess Lakshmi for prosperity and wisdom.
2. Kaju Katli	Kurta-Pajama (for men)	Deepdaan: Offering of oil lamps to dispel darkness and bring in light.
3. Jalebi	Lehenga Choli (for women)	Rangoli Making: Artistic patterns made on the floor using colored powders, rice, or flowers.
4. Soan Papdi	Sherwani (for men)	Aarti: A devotional song sung while moving a lighted wick in a clockwise direction in front of deities.
5. Besan Ladoo	Salwar Kameez (for women)	Ankut: Preparation and offering of various dishes to deities, especially in temples.
6. Samosa	Pathani Suit (for men)	Vrat (Fasting): Some people fast during the day and break it after the evening puja.
7. Poha	Bindi & Bangles (for women)	Fireworks: Celebrating with fireworks and crackers to ward off evil spirits.
8. Chivda	Mojari (traditional shoes)	Bhaubeej/Bhai Dooj: A day dedicated to the bond between brothers and sisters.
9. Shakkar Para	Dupatta (for women)	Dhanteras: Purchase of metals, especially gold and silver.
10. Mathri	Dhoti (for men)	Yamadeepdaan: Lighting lamps for the God of Death, Yama, to avoid untimely death.

### Gift-giving and Gift-receiving

practice is rooted in cultural, social, and economic aspects of Indian society. Here's a table that outlines the significance of gift-giving during Diwali in the Indian context

Aspect	Significance	Visual Creation Ideas
1. Strengthening Bonds	Gift-giving during Diwali is a way to reinforce familial and social ties. It acts as a medium to show appreciation, love, and good wishes to relatives, friends, and neighbors.	Visual: Interwoven hands or arms of people of different ages and genders, showcasing unity and connection. Traditional designs like paisley or rangoli borders can add a festive touch.
2. Spiritual Significance	Giving gifts, especially items like lamps (diyas), symbolizes the sharing of light, prosperity, and knowledge. It's a way to invite	Visual: A beautifully lit diya or lantern surrounded by a halo or aura. Incorporate motifs like Om, swastika, or lotus which have spiritual significance.

	divine blessings and positive energies into homes.	
3. Economic Impetus	Diwali is a major shopping season in India. The act of buying gifts boosts the economy, benefiting businesses, artisans, and traders. Special Diwali discounts and offers are common.	Visual: A bustling market scene with colorful stalls selling Diwali items. Add traditional elements like clay pots, lanterns, and rangoli designs to showcase festivity.
4. Renewed Relationships	Gifting is also a way to renew or mend strained relationships. By giving a gift, individuals extend an olive branch or express a desire to start afresh.	Visual: Two individuals exchanging gifts, with the backdrop of a broken bridge that's mending or a sunrise symbolizing a new beginning.
5. Tradition & Custom	In many Indian households, it's customary to give gifts, especially to younger family members. Gifts can range from sweets to gold jewelry, depending on family traditions and economic status.	Visual: A family gathered around, with elders handing over beautifully wrapped gifts to the younger members. Traditional Indian motifs and designs can add depth to the scene.

The act of giving and receiving gifts during Diwali is deeply entrenched in the fabric of Indian culture. It goes beyond mere material exchange and encompasses emotions, traditions, and social norms. The visuals can be tailored to resonate with these underlying sentiments.

### Diwali Nuisance/Concern

While Diwali is a joyous festival celebrated with enthusiasm and fervor, there are certain aspects of its celebration that can cause nuisances or even harm, especially in modern times. Here's a table highlighting these concerns, along with ideas for creatives to address and mitigate them

Nuisance/Concern	Description	Creative Ideas
1. Air Pollution	The use of firecrackers during Diwali significantly increases air pollution levels. This can lead to respiratory problems and environmental harm.	Visual: Show a comparison of a city skyline with clear blue skies versus one shrouded in smog. Caption: Choose clarity. Celebrate a smoke-free Diwali.
2. Noise Pollution	Loud fireworks can disturb the peace, affecting the elderly, infants, pets, and wildlife. It can also disrupt sleep patterns and increase stress levels.	Visual: Depict a distressed dog or bird with fireworks in the background. Caption: Celebrate in silence. Respect all lives this Diwali.
3. Excessive Gambling (Teen Patti & Betting)	Torn cards, Empty pockets turned inside out, Worried and distressed faces, Chains around hands symbolizing the trap of addiction	Videos depicting the consequences of gambling addiction, Infographics showing statistics on gambling-related issues during Diwali, Dramatic portrayals of families affected by gambling, Messages promoting responsible gaming or abstaining from betting.

4. Waste Generation	Diwali sees a spike in waste generation due to discarded packaging, broken fireworks, and disposable items.	Visual: Contrasting images of a littered street vs. a clean one adorned with rangoli and diyas. Caption: Beauty doesn't waste. Go eco-friendly this Diwali.
5. Fire Hazards	The use of candles, oil lamps, and firecrackers poses a risk of fires, leading to potential property damage and personal injury.	Visual: An image of a hand being careful while lighting a diya or a candle. Caption: Safety first. Illuminate responsibly this Diwali.
6. Animal Distress	Firecrackers can cause immense distress to animals, leading to panic, trauma, and sometimes even physical harm.	Visual: A pet hiding under a bed or a couch with scared eyes. Caption: Their peace matters. Make it a quiet Diwali.

By using creatives that emphasize these concerns, it's possible to foster a sense of responsibility among citizens and promote a more eco-friendly and considerate manner of celebrating Diwali.

## References

A few articles for references:

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