

Logo Concept



Keywords picked up for **exploration**

Autonomous

Navigation

Technology

Innovation

Land air water

Research & Development

Collaboration

Skill development

- through a sense of movement

- through colours

- through their 3 different directions (Airways, Waterways, and Roadways)

- through a constant flow and merge of ideas

Bright Orange/ Outrageous Orange



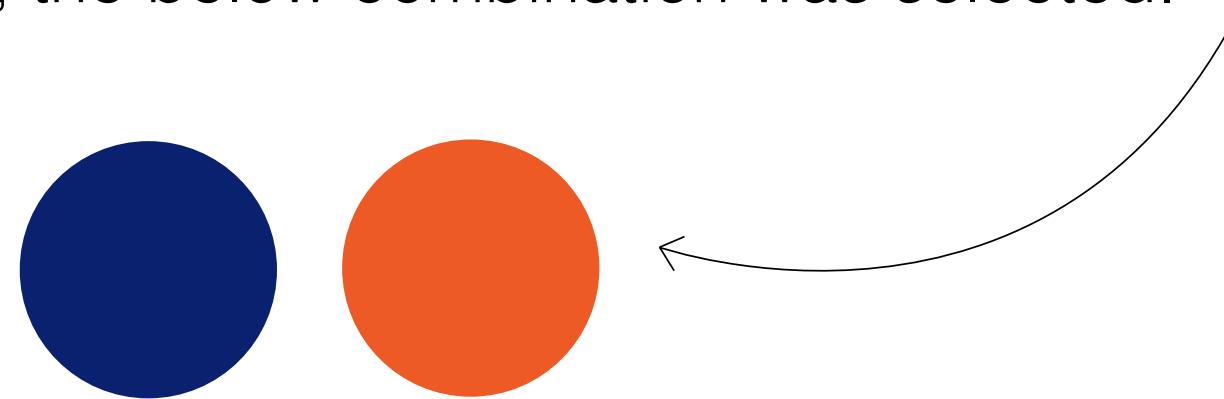
Color code #F05A25 namely Bright orange also referred as Outrageous Orange have been picked up from the existing IITH logo symbolising energy and the spirit of dedication.

Deep Sapphire



Color code #0A216F namely Deep Sapphire is an extension of the blue from parent IITH logo which symbolises innovation, new generation and technology.

To **maximise contrast** in the logo while keeping the colour combination soothing, the below combination was selected.



Keeping icon/symbol as the hero of the logo, work was kept minimal to put maximum emphasis on the icon and to reduce confusion inbetween the two elements (icon & word mark) of the logo.

Eventually, a sans serif word mark was used to compliment the icon which is a mix of extreme curves, strips and sharp edges. As well as, the wordmark "IIT HYDERABAD" has been stretched to match the width of the Heading, TiHAN'.



Collaterals

