



Proposed Design Visual Identity LOGO for

Ayodhya City

Concept & Design

Dr. Manish Arora

Raman Post Doc Fellow (JHU-USA)

Assistant Professor

Coordinator DIC & IICs BHU

Dept of Applied Arts

Faculty of Visual Arts

Banaras Hindu University

Varanasi, Uttar Pradesh, 221005

rmanish1973@yahoo.co.in

+91 9307627818, www.aroramanish.in

Rahul Kumar Shaw

Ph.D. Research Scholar

Dept of Applied Arts

Faculty of Visual Arts

Banaras Hindu University

Varanasi, Uttar Pradesh, 221005

rahulkumarshawbhu@gmail.com

+91 7278333269 | +91 8240796429





अयोध्या

Concept Behind the Visual Identity of Ayodhya City



The logo of Ayodhya city explore the thoughts of spirituality, natural feature, climate, topography, lifestyle and the great past and future ambitions of Ayudhya in his design elements.

The central design shown the khadama or charan paduka of Lord Rama which is simple in form, sun and moon depicts both side of paduka which is represent the 24 hours time reflects balance from all living and non living things on earth.

The lotus represents the holy flower of Vaishnava as well lord Rama known as seventh incarnation of lord Vishnu, Ayodhya also known as one of the seven sacred cities, so we show seven lotus petals In design elements.

The wavy circle represents the Sarayu river, the sun rays shown in middle represent the light over darkness

as well shows the great Surya dynasty of Ayodhya.

Both side semi curve line taken from the landmark of Ayodhya, when we see the satellite image it clearly visible a bow shape symbols which is shown present northern landmark of Ayodhya, it is a present great symbol and natural feature of Ayodhya.

On the top of design element we shown the great Rama temple of Ayodhya, which is made in nagara style of architecture. The victory flag shown on the top of temple represent the victory of good over evil.

The golden yellow select as a core color of this visual identity which is represent the positive energy, royalty and purity of Ayodhya.

The overall design made in line drawings which is use anywhere without any distraction and technical problems. 3:3 ratio use in this visual identity.

In the typography we used simple legible font.

The overall visual identity represents the ancient and modern glory of Ayodhya.



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The lotus represents the holy flower of Vaishnava as lord Rama known as seventh incarnation of lord Vishnu, also known as one of the seven sacred cities, so we show seven lotus petals In design elements.



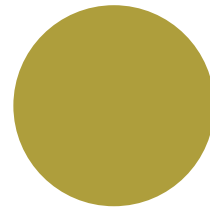
The wavy circle represents the Sarayu river, the sun rays shown in middle represent the light over darkness as well shows the great Surya dynasty.



Both side semi curve line taken from the landmark of Ayodhya, when we see the satellite image it clearly visible a bow shape symbols which is shown present northern landmark of Ayodhya, it is a present great symbol and natural feature of Ayodhya.



The great Rama temple of Ayodhya, which is made in nagara style of architecture. The victory flag shown on the top of temple represent the victory of good over evil.



R : 174	C : 33
G : 158	M : 28
B : 60	Y : 85
	K : 11

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अयोध्या AYODHYA

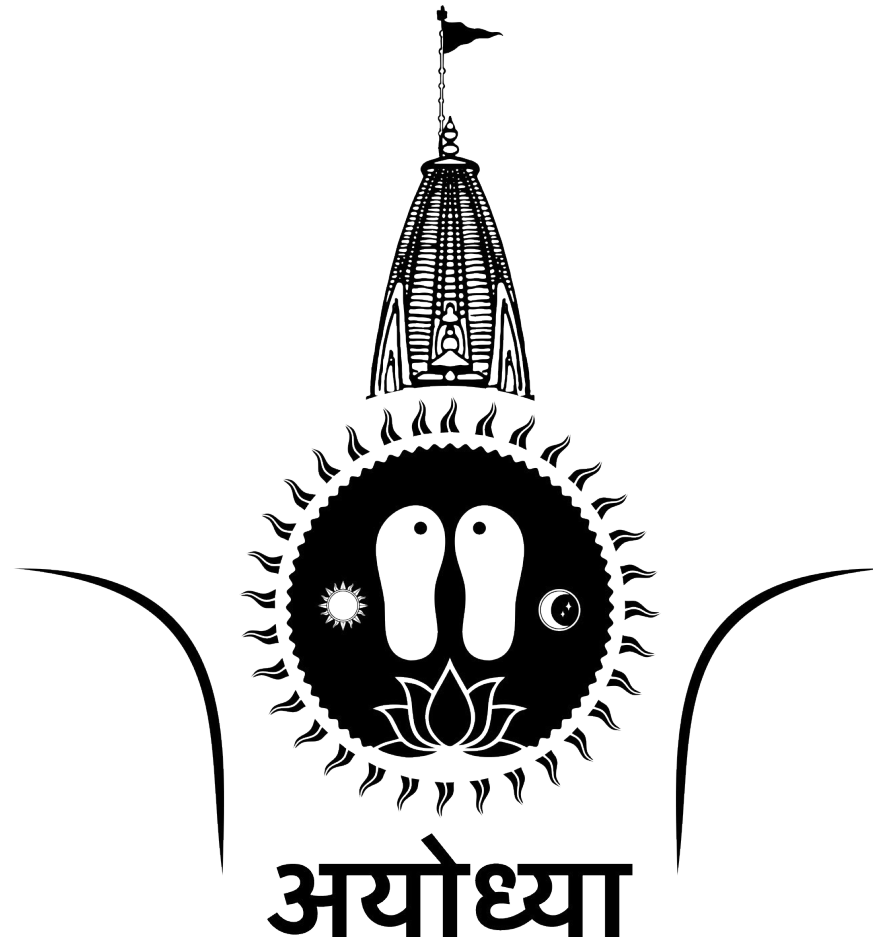
*In the typography we used simple legible font.
Typeface name- Sarala*



Logo in Colour Hindi



Logo in Colour English



Logo in Black & White



Logo in Reverse



अयोध्या

Logo Option 1



Logo Option 2



Logo Option 3



Visiting Card Option 1



Visiting Card Option 2



Civil Lines, Kosi Parikrama Rd, Marg, Ayodhya, Uttar Pradesh 224

Letter Head Option 1



अयोध्या

Civil Lines, Kosi Parikrama Rd, Marg, Ayodhya, Uttar Pradesh 224

Letter Head Option 2



Table Board Option 1



Table Board Option 1



Vishal Singh, PCS

Municipal Commissioner Ayodhya

Office Board Option 1

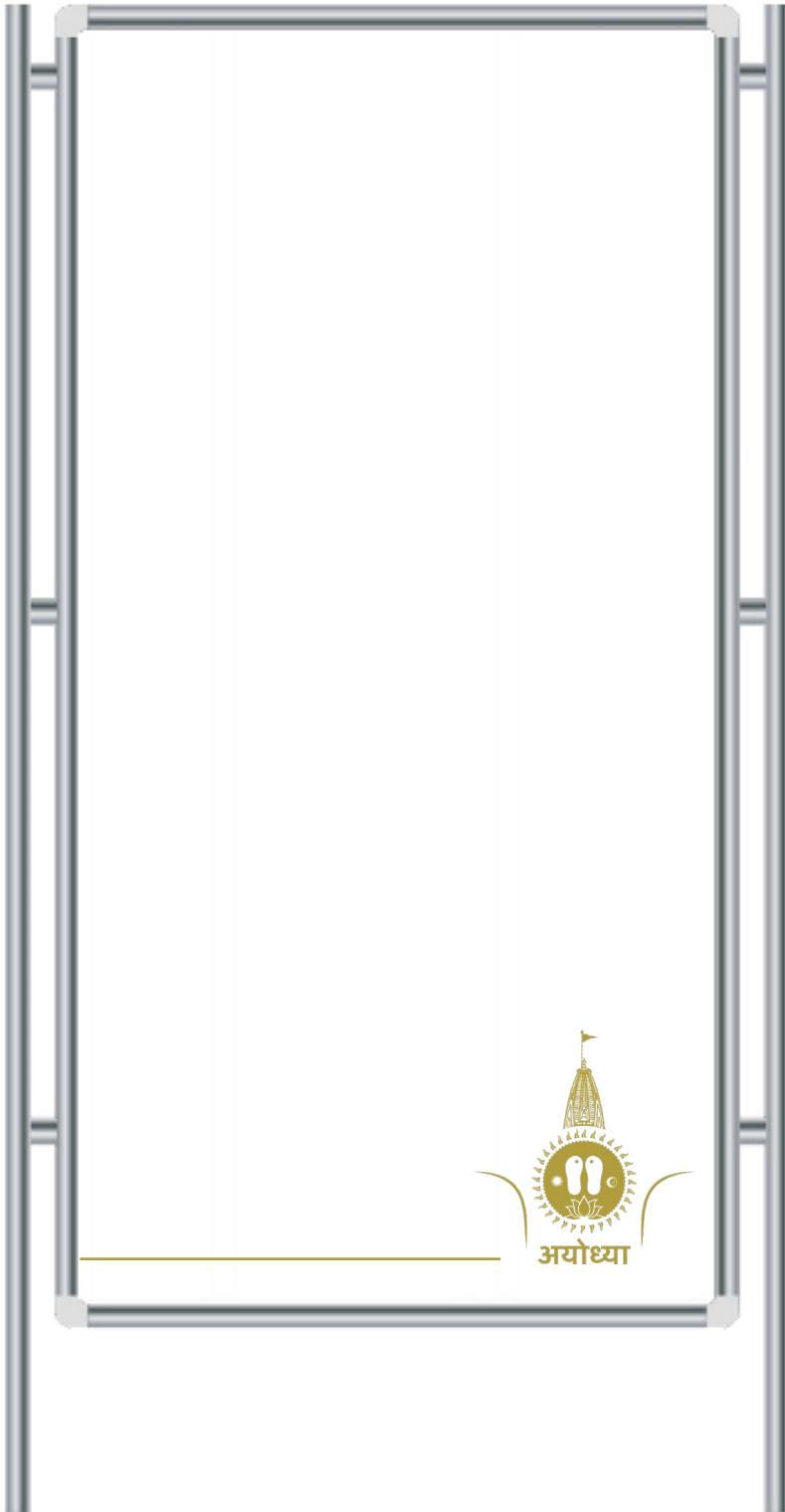


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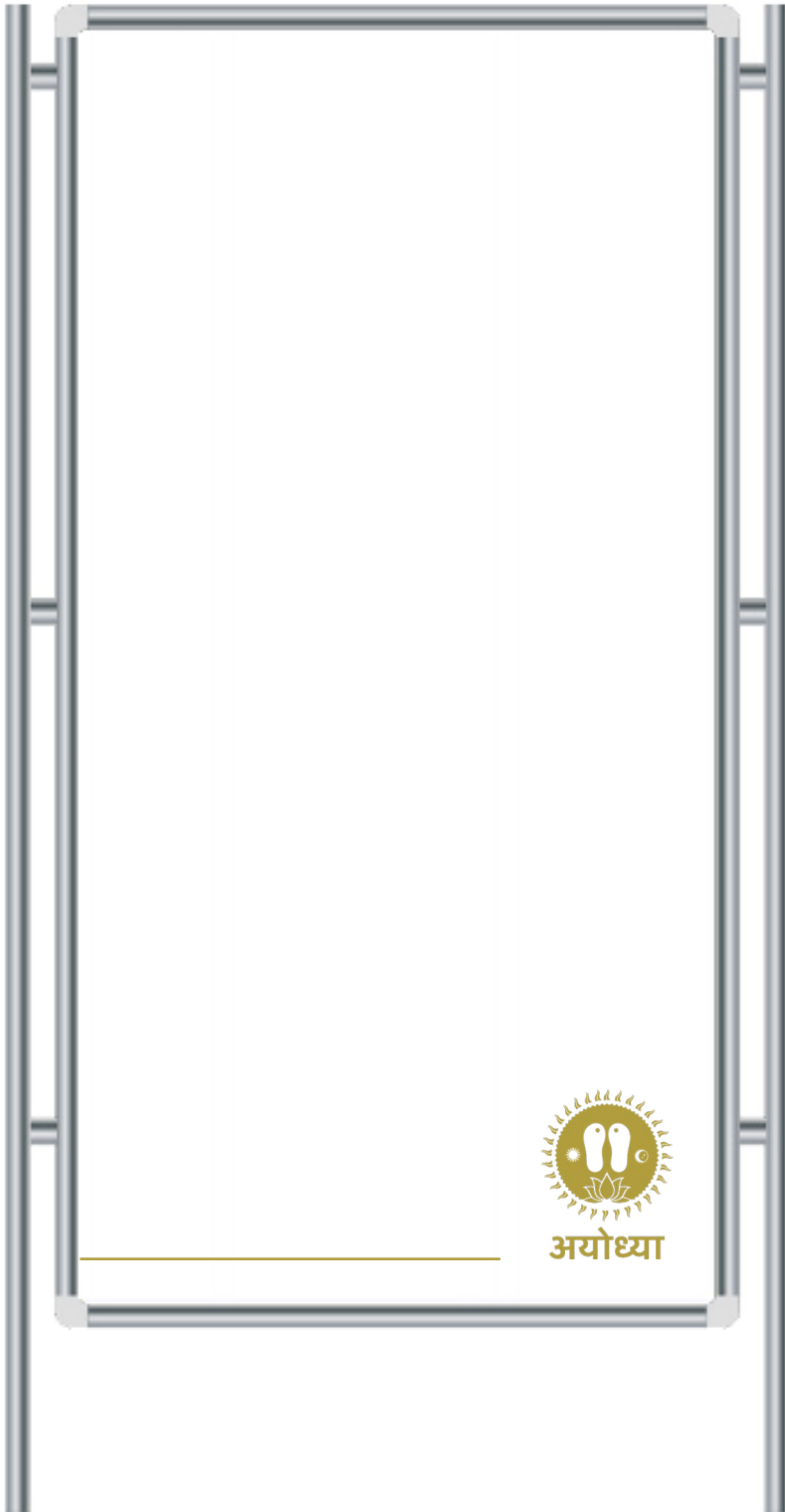
Vishal Singh, PCS

Municipal Commissioner Ayodhya

Office Board Option 1



LOGO Use in Signage



LOGO Use in Signage



Vishal Singh, PCS
Municipal Commissioner Ayodhya

+91 9568003636
contact@vishalsinghindia.com

Civil Lines, Kosi Parikrama Rd, Marg, Ayodhya, Uttar Pradesh 224001



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Thank You