

approach 2.7

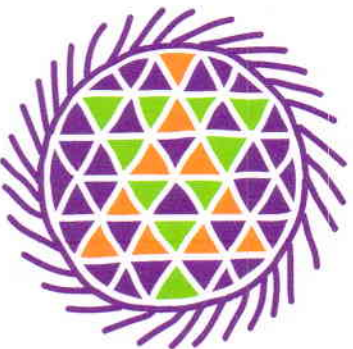
WEB OF LIFE

Based on the tribal motifs of central India, this approach signifies the cycle of life.

The inner triangles (smaller violet coloured as well as the larger green and orange coloured) denote the various layers of social structure, all co-existing in harmony, influencing each other and getting influenced by each other—sort of interlinking the destinies of growth and empowerment. The outer ring denotes change which is constantly evolving and growing, signifying development. The individual triangles, when empowered to act together, join forces to represent the whole, setting the cycle of life in motion.

The hand drawn visual style is simple and makes it memorable and easy to replicate across media.

The typography is centrally aligned, bold and clear, lending the entire identity a stable base, giving emphasis to both the host city as well as the organising body.



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