

Logo Rationale



E - S A I L

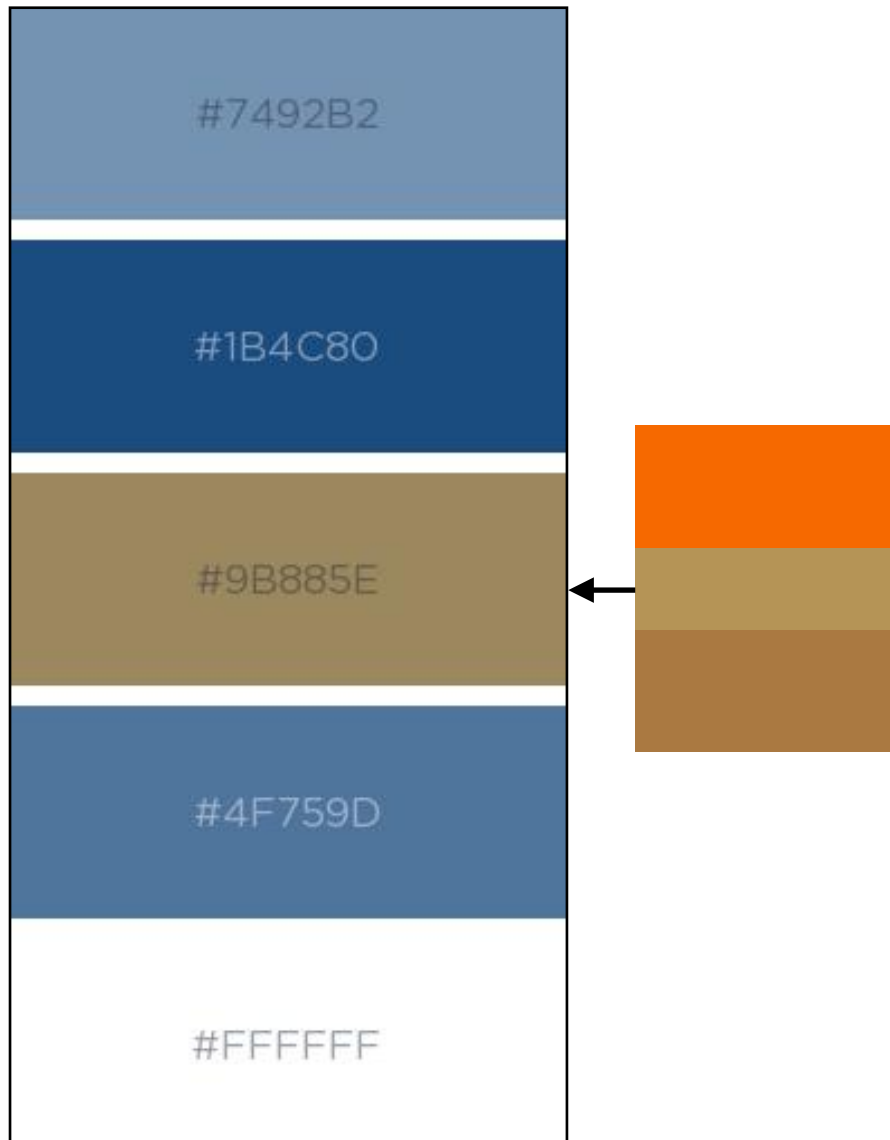
Engineering - Service Assisted Integrated Learning

Logo Rationale Synopsis

Logo Identifies a business in its simplest form via the use of a mark or icon. It derives its meaning from the quality of the thing it symbolises, often mistaken as the name symbol. It is the perceived emotional corporate image as a whole.

The document explains in detail every aspect of the E-SAIL logo and their relevance.

Color Psychology



E-SAIL logo uses three primary colors :

- Blue
- Mild Mustard Brown
- White

Each colour symbolises a natural property of the brand and signifies a meaning

BLUE

Blue has calming impact on viewers. It conveys a message of confidence and success. It expresses positive emotions and no negative emotions. A sense of trust in the brand.

ORANGE

Orange calls to mind feelings of excitement, enthusiasm, and warmth. It is energetic and is often used to draw attention,

BROWN

Brown is a natural color that evokes a sense of strength and reliability. It's often seen as solid color associated with resilience, dependability, security, and safety.

White

White represents purity or innocence, often seems like a blank slate, symbolising a new beginning or a fresh start with a sense of belongingness.

Typography

The image displays the letters 'Aa' in a large, bold, gold-colored font. The 'A' is a simple, blocky sans-serif capital letter, while the 'a' is a lowercase letter with a rounded, slightly curved top and a thick, rounded bottom. The font style is clean and modern, consistent with the 'Axis' font mentioned in the text.

E-SAIL logo uses a bold type-faced font “Axis”, which inherits a blend of curves from scripts family and edgy look from sans-serif families.

Sans-Serif

Sans serif fonts are clean, modern, and engaging. They’re used by brands who want to demonstrate a straight-forward, simple, and no-nonsense attitude. These indicate a sense of honesty and sensibility. There are no decorative elements distracting the eye or clouding the message.

Script

Script fonts are generally a lot fancier than their serif counterparts. They’re intended to provoke ideas, elegance, ones most likely to inspire emotional blend. They’re perfect when you want to convey feeling, history, experience, or creative innovation

Shape Perception

E-SAIL logo uses two primary shapes :

- Circle
- Rectangle

Each shape is modification or combination of above two and symbolises a property of the brand that relates to real world object and emotion.

Circular, elliptical and ovoid

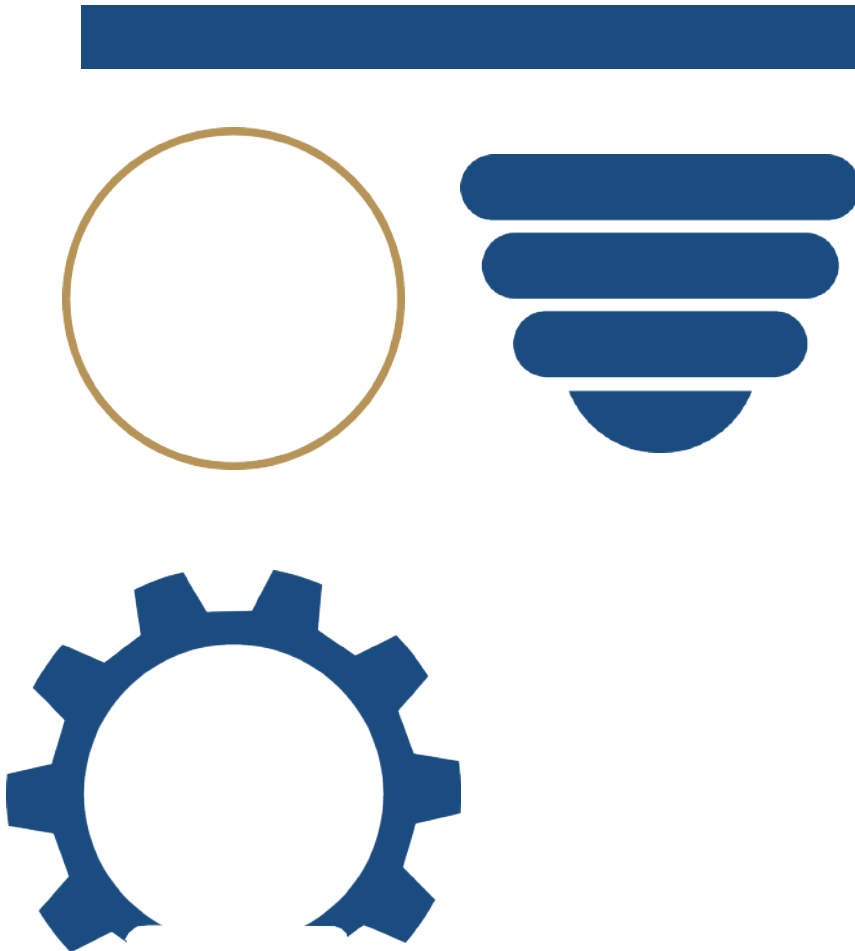
Circles, ellipses and ovals can portray many values and feelings. These shapes are generally used to portray gentleness, calm, serene, light-heartedness, approachable business, youthfulness and dedication.

Sharp and angular shapes

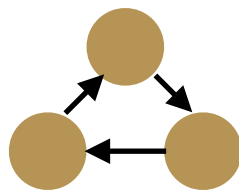
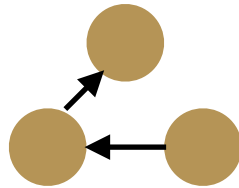
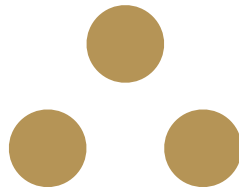
These shapes are perfect for communicating power, intelligence, stability or just plain perfection, precision, dependability. It is used to portray maturity and intelligence of company.

Horizontal lines

Horizontal lines are grounding. They make a logo feel calm and secure it also represent speed and movement or continuous progress.



Icon Interpretation



E-SAIL logo is a complex mix and match of icons that depict a unique attribute or entity that collectively forms an organisation branded as E-SAIL

The three circles in centre of logo depicts three main perceived pillars for E-SAIL

- *People (Top)*
- *Engineering (Bottom Right)*
- *Technology (Bottom Left)*

Service to the people being paramount for E-sail, It creates a system where engineering team with the help of technology innovates new solutions to serve the people.

With the solution offered, engineering gets feedback from people in multiple forms such as acceptance, inputs, perceived improvement, or new induced problems. It creates a cycle.

When the cyclic process continues it forms a community

The final circular icon depicts a top view of a community of the three, inner circles as head and the vector art as hands on each others shoulder, ring formation depicting a continuous process

Icon Interpretation



The cogwheel in the simplest interpretation relates to royal mechanical engineering which is known to have existed since the beginning, benchmarking the technological advancement over the years through engineering



The vector bulb is a representation of new idea, Made up of a golden ring that depicts hope, creative and unbiased , and three horizontal circular ended lines depicting continuous progress.



The final icon is a bulb with a cogwheel, the overall essence of the shape depicts a continuous innovation in areas related to technology, the golden ring breaks the monotony and supremacy of blue color representing a ray of hope in the darkest areas



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The Brand Emotion

The overall essence of the logo says E-SAIL as brand is committed to provide technologically feasible solutions to serve the community, with a sense of belongingness and a passion to innovate and create benchmarks while progressing continuously to learn by serving the community for a better tomorrow.