

# *Identity Design for IITB Sports*

# *Identity Design for IITB Sports*

*A  
Visual Communication Project II report  
by  
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*submitted as partial fulfilment of  
requirements for the degree of*

*Master of Design in Visual Communication*

*Project guide  
Prof. Raja Mohanty*

*Industrial Design Centre  
Indian Institute of Technology  
Bombay  
2002-2003*

## ***Approval Sheet***

*The Visual Communication project titled ‘Identity Design for Sports IITB’ by Gautam Karnik, is approved as partial fulfilment of the requirements for the Post Graduate Degree in Industrial Design.*

*Project Guide*

*Chairperson*

*Internal Examiner*

*External Examiner*

## ***Acknowledgements***

*I thank my guide Prof. Raja Mohanty for giving me a thorough guidance along with the freedom to explore my own design capabilities.*

*I thank the IITB Sports Gymkhana Chairman Prof. Hari Pandalai, and Sports Secretary P.N.Raju for showing trust and patience over the project period.*

*I am also indebted to the innumerable well wishers, including all faculty and my colleagues, who have been around me giving me support through opinions, suggestions and discussions.*

*and I thank God for helping me constantly focus a wavering mind.*

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## *Project Brief*

# **Project Brief**

## ***Design focus***

*The project requirements put forth by the gymkhana were-*

*Design of a logo for IITB Sports*

*Design of icons for sport activities*

## ***Project duration***

*IITB will be hosting the InterIIT Sports meet 2003, in December 2003. The project will be implemented during this sports meet. Therefore, the project duration matches with the requirement of the client with time on hands for implementation.*

## ***Applications***

*Through discussions, the application areas for the logo and the icons were listed as -*

*Signage*

*Banners*

*Posters*

*Stationery ( Letterhead, visiting card )*

## *Data Collection*

## **Data Collection**

### **Client requirements**

*The client requirements were listed through a series of discussions with the Chairman and the General Secretary for IITB Sports. This was also supported with a detailed document about the mission statement and the various activities that are held under the IITB Sports banner. This exercise gave an insight into the nature of the gymkhana, its essence and further goals.*

### **Mission Statement**

*The mission of IITB Sports will be to bring students together in activities that promote healthy lifestyles, enhance a sense of community and belonging, encourage the pursuit of excellence in a spirit of productive co-operation, foster responsible behaviour and growth in leadership and teamwork skills. Fulfillment of this mission will ensure an all-round development of the students - the leaders of tomorrow.*

### **Methodology of study**

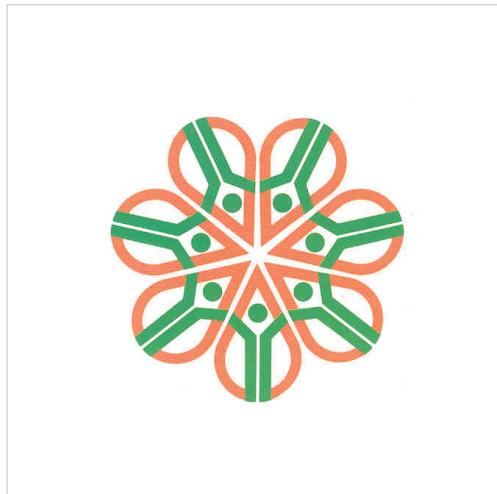
*Besides reading on the subject, data collection also involved a study of existing logos and icons.*

**Study of logos :** *A study of 50 logos was made to interpret the design and the philosophy behind it. This was done to increase my sensitivity towards the factors in logo design. The icons chosen for the study were developed by different designers for different clients. Interpretation was my own, but was based on certain parameters like relevance of image to the company ideology, the semantic, and syntactic relevance of the logo, as well understanding the use of positive and negative space.*

**Study of icons:** *A compilation of icons used in Olympics over the years was made to understand the factors in icon design. Such a study gave me an insight into ideation for my design alternatives.*

*This methodology helped me list down the key parameters to be used as check points while designing.*

*Examples of the logo study*



**Ministry of Home-National Integration Council**

*The logo depicts people joining hand in a close knit group. Formation of flower shows cultures in full bloom. Tricolour emphasizes national integration.*

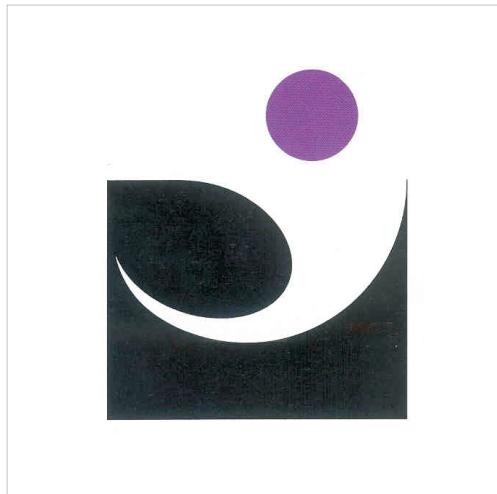
---

*Art Director : Benoy Sarkar*

*Firm : Benoy Sarkar*

*Client : Ministry of Home- National Integration Council*

*Category : Cultural Group*



**Centre for Executive Renewal**

*Purple colour indicates executive class, as in royalty. The graphical 'e' and the white space show the executive renewal.*

---

*Art Director : Sudarshan Dheer*

*Firm : Graphic Communication Concepts*

*Client : Centre for Executive Renewal*

*Category : Executive Seminars*

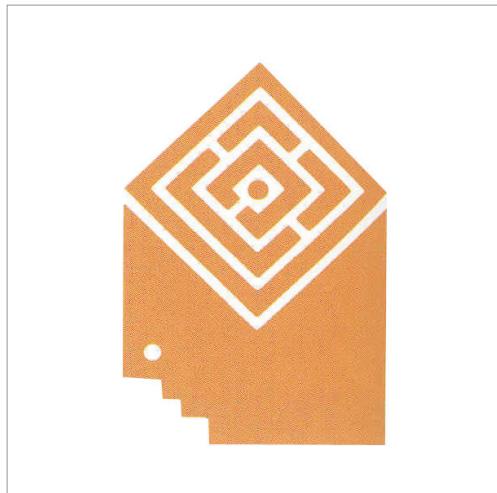
*Examples of the logo study*



**National center of Films for Children and Young People**  
The logo has a group of joyful children.  
The film reel is the one that unites them all in a single group. Asymmetric positioning of hands and legs creates the vibrant mood.

---

*Art Director : Montosh Lall  
Firm : WE Graphic Designers  
Client : National Centre of Films for Children and Young People  
Category : Films Appreciation Group*



**Women Entrepreneurs**  
The logo shows a woman with a focused personality.  
She also has a reflective mind.  
She is capable of finding new ways out of a maze.

---

*Art Director : Panna Jain  
Firm : Visual Graphics  
Client : Women Entrepreneurs  
Category : Public Service*

*Examples of the logo study*

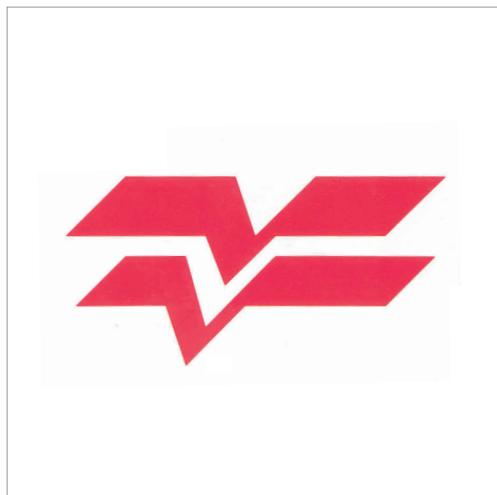


**Tulika Publishers**

*The bird seems to have evolved from a pen writing on a page. The graceful strokes indicate a style and beauty. The green colour shows environmentally conscious attitude.*

---

*Art Director : Ranjan De  
Firm : Cyclelogical Studio  
Client : Tulika Publishers  
Category : Publishing*



**Indian Post & Telegraph Dept.**

*The logo depicts the quality of the post to deliver letters fast. The symbolism seems to be derived from flying birds. The nature of the logo to slant forward enhances speed.*

---

*Art Director : R.K.Joshi  
Firm : R.K.Joshi  
Client : Indian Post & Telegraph Dept.  
Category : Postal Services*

*Compilation of Olympic icons*

1964 Mexico



*Compilation of Olympic icons*



1972



1988



1976



1992



1980



1996



1984

*Compilation of Olympic icons*

*Tokyo*



*Compilation of Olympic icons*

2000 Sydney



*Compilation of Olympic icons*

2004 Athens



*Compilation of Olympic icons*

*2004 Athens*



***Listing of design parameters for the icons.***

- They must contain the minimum elements needed to convey.*
- Extra visual noise needs to be avoided.*
- Visuals should be unambiguous.*
- There must be a uniformity in the style and tend to be a family.*
- The colour choice must have good contrast to aid the clear visibility of the design.*

*Ideation and  
design detailing  
for logo*

# ***Ideation and design detailing for logo***

## ***Keyword usage***

*In order to get some pointers to do ideation, I listed the following keywords which I found relevant to the project.*

<i>Sports</i>	<i>IIT</i>	<i>IITB</i>	<i>Mumbai</i>	<i>Maharashtra</i>	<i>India</i>
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*A further elaboration of the keywords was done to list out deeper associations with each factor, which could be used as design pointers in the project.*

<i>Sports</i>	<i>IIT</i>	<i>IITB</i>	<i>Mumbai</i>	<i>Maharashtra</i>	<i>India</i>
<i>Action</i>	<i>Technology</i>	<i>Panther</i>	<i>Cosmopolitan</i>	<i>Marathi</i>	<i>Tricolour</i>
<i>Energy</i>	<i>Future</i>	<i>Lake</i>	<i>Welcomes all</i>	<i>Shivaji</i>	<i>All cultures</i>
<i>Competitive</i>	<i>Leaders</i>		<i>Place for all</i>	<i>Warli art</i>	<i>History</i>
<i>Success</i>	<i>Inspiring</i>		<i>Colourful</i>	<i>Lawni</i>	<i>Futuristic</i>
<i>Winner</i>			<i>All cultures</i>	<i>Paithani art</i>	<i>Population</i>
<i>Strategy</i>					
<i>Noble</i>					
<i>Inspiring</i>					
<i>Unbiased</i>					

*Finally a selection from this listing was done to narrow down to the the most relevant keywords. The selected ones are underlined.*

<i><u>Sports</u></i>	<i><u>IIT</u></i>	<i><u>IITB</u></i>	<i><u>Mumbai</u></i>	<i><u>Maharashtra</u></i>	<i><u>India</u></i>
<i><u>Action</u></i>	<i><u>Technology</u></i>	<i><u>Panther</u></i>	<i><u>Cosmopolitan</u></i>	<i><u>Marathi</u></i>	<i><u>Tricolour</u></i>
<i><u>Energy</u></i>	<i><u>Future</u></i>	<i><u>Lake</u></i>	<i><u>Welcomes all</u></i>	<i><u>Shivaji</u></i>	<i><u>All cultures</u></i>
<i><u>Competitive</u></i>	<i><u>Leaders</u></i>		<i><u>Place for all</u></i>	<i><u>Warli art</u></i>	<i><u>History</u></i>
<i><u>Success</u></i>	<i><u>Inspiring</u></i>		<i><u>Colourful</u></i>	<i><u>Lawni</u></i>	<i><u>Futuristic</u></i>
<i><u>Winner</u></i>			<i><u>All cultures</u></i>	<i><u>Paithani art</u></i>	<i><u>Population</u></i>
<i><u>Strategy</u></i>					
<i><u>Noble</u></i>					
<i><u>Inspiring</u></i>					
<i><u>Unbiased</u></i>					

### ***Image mark***

*Given below is a brief description for each of the selected keywords. The images are presented in subsequent pages.*

***Energy*** - *Streaks of energy that flows through the sport have been attempted to be captured.*

***Mission statement*** - *This refers to the gist of the mission statement of the sports gymkhana. The byline was chosen as 'Shaping leaders through sports'.*

***Bird*** - *Inspiration is taken from a flying bird, a free soul, breaking barriers and reaching higher heights. Form has been experimented to get illustrative and abstracted imagery.*

***Kites*** - *Kite flying is an ancient sport and involves strategy, skill and fun..Lots of people, irrespective of age barriers can play it together and compete. Metaphorically, the kite soars up in the sky like a leader, teaches us to look ahead.*

***Panther*** - *An IITB specific mascot that captures the imagination of everyone at IITB. A supreme example of speed, agility, skill, and strategy which are qualities of a great sportsman.*

***Panther paw mark*** - *The paw mark is suggests that, like the panther paw, the gymkhana will leave their mark by winning wherever they go. A mark that is truly inspiring.*

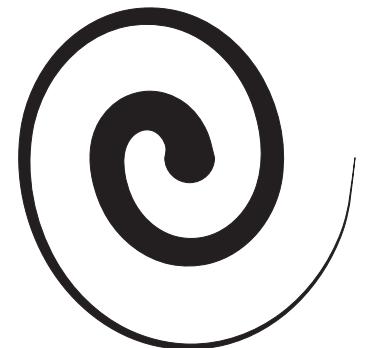
**Energy**

*Streaks of energy that flows through the sport have been attempted to be captured.*



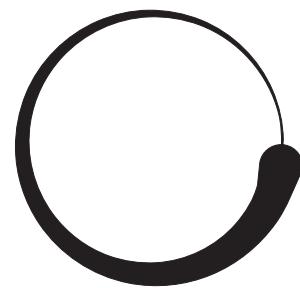
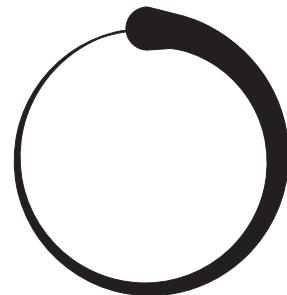
**Energy**

*Streaks of energy that flows through the sport have been attempted to be captured.*



## *Energy*

*Streaks of energy that flows through the sport have been attempted to be captured.*



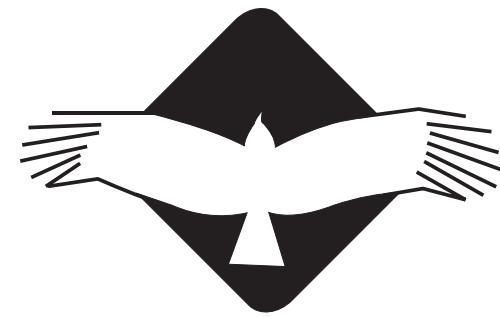
### ***Mission statement***

*This refers to the gist of the mission statement of the sports gymkhana. The byline chosen was 'Shaping leaders through sports'*



### *Bird*

*Inspiration is taken from a flying bird, a free soul, breaking barriers and reaching higher heights. Form has been experimented to get illustrative and abstracted imagery.*



### ***Kites***

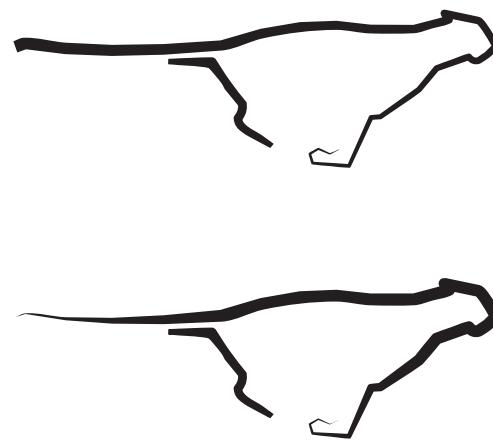
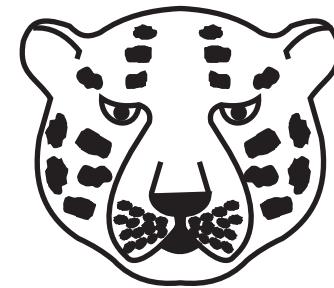
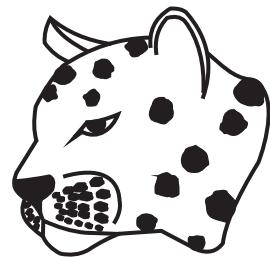
*Kite flying is an ancient sport and involves strategy, skill and fun. Lots of people, irrespective of age can play it together and compete.*

*Metaphorically, the kite soars up in the sky like a leader, teaches us to look ahead.*



## **Panther**

*An IITB specific mascot that captures the imagination of everyone at IITB. A supreme example of speed, agility, skill, and strategy which are qualities of a great sportsman.*



### ***Panther paw mark***

*The paw mark is suggests that, like the panther paw, the gymkhana will leave their mark by winning wherever they go. A mark that is truly inspiring.*



**Detailing for the chosen concept** Each of the listed concepts was further elaborated for alternatives. The concept that was finally chosen was that of a kite.

*The philosophy of the kite -*

*'Kite flying is a sport that involves strategy, skill and lots of fun. It is an ancient sport, spread widely in India, and all have been associated with the kite at some point of their life. People from all ages can enjoy it together can play it together and compete. Metaphorically, the kite soars up in the sky like a leader, teaches us to look ahead.'*

*The chosen concept of the kite was further explored to get the technological essence of IIT. The colour concept was inspired from the ideology of the tricolour. The orange colour because of its vibrant feel has been taken to symbolize the energy that the sport instills in all. The person in the kite symbolizes the sport person who shall be a leader and soar like the kite. The green colour symbolizes growth and prosperity, following the same ideology as the Indian flag. It appears in the tail that will always follow such a leader. The streaks on the kite add a sense of speed and action, besides giving a feel of technology to the image.*

## *Exploration of kite.*



## *Exploration of kite.*



*Exploration of kite.*



## *Adding elements*

### ***The name***

*The text of Indian Institute of Technology Bombay, Sports Gymkhana was condensed to IITB Sports.*

### ***The font***

*The font chosen for the logotype was Utopia Italic.*

### ***The byline***

*To add charm and a recall line, the following lines were suggested-*

*Soar through sports*

*Soaring through sports*

*Soaring high*

*Shaping leaders through sports*

*The byline 'soaring high' was chosen and integrated with the logotype as the string of The kite.*

*The final logo was designed integrating the image mark with the name and the byline.*

## *The integrated logo*

*The image in the logo was chosen from other alternatives due to its dynamic and futuristic appeal. The image covers most of the keywords listed as design pointers like action, energy, success, inspiring, technology, tricolour and futuristic.*



*Orange : C(0), M(60), Y(100), K(0).  
Green : C(100), M(0), Y(100), K(0).  
Black : C(0), M(0), Y(0), K(100).  
White : C(0), M(0), Y(0), K(0).*

*Ideation and  
design detailing  
for  
sport icons*

## ***Ideation and design detailing for sport icons***

*12 sports are included in InterIIT Sports meet 2003 schedule to be held between 10th - 19th December 2003.*

*The project included design of icons for these 12 sport events.*

*Athletics  
Aquatics  
Waterpolo  
Badminton  
Basketball  
Cricket  
Football  
Hockey  
Table tennis  
Tennis  
Volleyball  
Weightlifting.*

## **Ideation for the icons**

*The sport icon set was explored in three philosophies as below:*

### ***The warli style of icon family.***

*This was taken as a means of celebrating the art form that existed in local area. It was meant to be an approach, which the rest of IITs could take up to use the local idioms to develop their sport icons.*

### ***Sport energy spills out.***

*The energy of sports that holds its sway over the people in the middle of the field, does not limit itself to the physical boundaries of the land. Instead it leaps over it and engulfs all who are fortunate enough to witness the celebration of human life through sports. The icons were designed with the person as a metaphor for sport spirit, spilling and merging with the space around. The bounding spaces for the icons have also been designed as flexible, changing with the energy direction. Blue stands for aquatic sports, green stands for grass (ground games) and orange stands for indoor, court or track games.*

### ***Line work to emphasize force***

*The use of bold line work is done to emphasize the direction. These are interlocking lines that add dynamism to the graphic.*

## **User testing**

*The user testing was a process parallel to the design of icons. It was done to ascertain whether the icon image representation is correct and modifications were done to achieve the desired correctness.*

*The parameters of user testing were the following :*

### ***Recognition test***

*The icon images were flashed before the users for a duration of about 2 seconds, and the users were asked to recognize the sport.*

*Recognition test helped in clearing ambiguity between sports as well as confusion in foreground and background.*

### ***Recall test***

*The images were then showed for a longer duration of 15 seconds each and after a gap of 10 minutes, users were asked to sketch the icon or recall the posture of the figure in the icon. This was to check whether the images are simple enough and also memorable enough to recall.*

## *Icon family alternative 1*

### *The warli style of icon family.*

*This was taken as a means of celebrating the art form that existed in local area. It was meant to be an approach, which the rest of IITs could take up to use the local idioms to develop their sport icons.*



*Athletics*



*Football*



*Weightlifting*



*Cricket*

## Icon family alternative 2

### *Sport energy spills out.*

*The energy of sports that holds its sway over the people in the middle of the field, does not limit itself to the physical boundaries of the land. Instead it leaps over it and engulfs all who are fortunate enough to witness the celebration of human life through sports. The icons were designed with the person as a metaphor for sport spirit, spilling and merging with the space around. The bounding spaces for the icons have also been designed as flexible, changing with the energy direction.*



*Aquatics*



*Athletics*



*Hockey*



*Football*

## Icon family alternative 3

### **Line work to emphasize force**

*The use of bold line work is done to emphasize the direction. These are interlocking lines that add dynamism to the graphic.*



*Aquatics*



*Athletics*



*Weightlifting*



*Waterpolo*

### ***Detailing for the chosen icon set***

*The set of icons with energy spilling over was the one chosen through discussions with the client. The complete set of icons for the 12 sports were designed as below-*



*Aquatics*



*Waterpolo*



*Athletics*



*Weightlifting*

### ***Detailing for the chosen icon set***

*The set of icons with energy spilling over was the one chosen through discussions with the client. The complete set of icons for the 12 sports were designed as below-*



*Basketball*



*Hockey*



*Football*



*Cricket*

### ***Detailing for the chosen icon set***

*The set of icons with energy spilling over was the one chosen through discussions with the client. The complete set of icons for the 12 sports were designed as below-*



*Tennis*



*Volleyball*



*Badminton*



*Table tennis*

### ***Detailing for the chosen icon set***

*The set of icons with energy spilling over was the one chosen through discussions with the client. The complete set of icons for the 12 sports were designed as below-*



## *Applications*

*The following application areas were proposed for the implementation of the logo*  
*Visiting card*

*Letterhead*

*Posters*

*Banners*

## ***Applications***

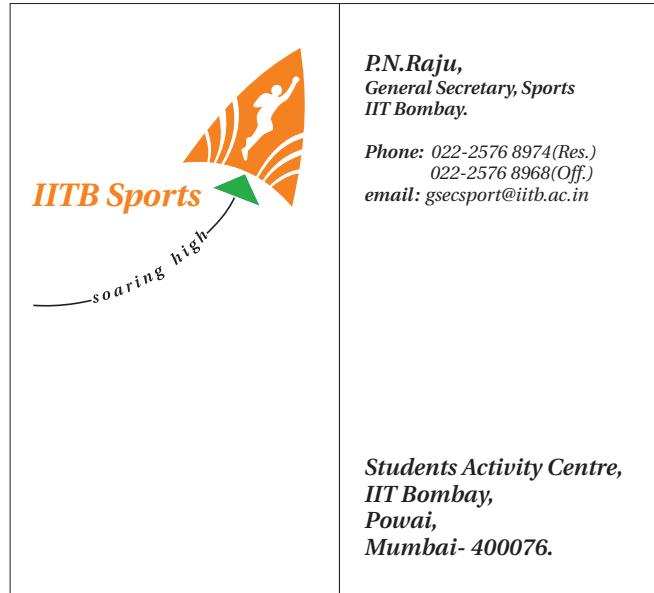
*Medals*

*Signage*

## Visiting card

The following variations were shortlisted for the visiting card.

### Alternative 1



Front

Back

### Alternative 2



Folded card

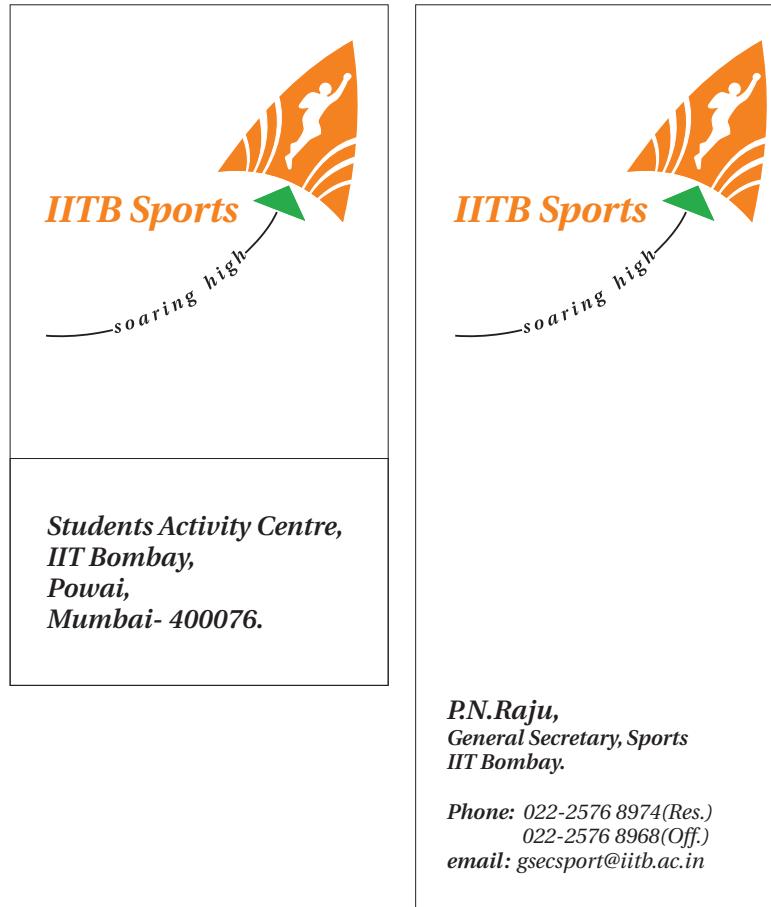
Opened out

### Alternative 3



## Visiting card

*The following alternative was chosen to be implemented.*



*Vertical format taken to emphasize on the soaring essence.  
The height is further emphasized when the card is opened.  
This pattern was also taken to split information into two parts, rather than having it all cluttered at one place.  
Information is split into the part related to the gymkhana and the card owner.*

## Letterhead

*The following alternatives were shortlisted for the letterhead.*

### Alternative 1



### Alternative 2

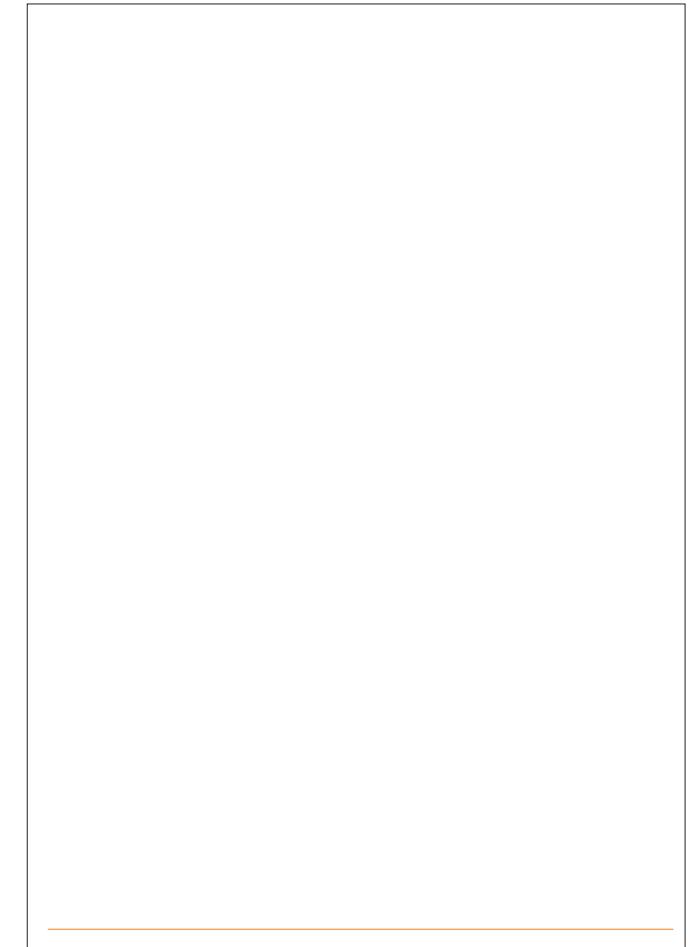


## **Letterhead**

*The following alternative was chosen to be implemented.*



*Letterhead*



*Continuation sheet*

## **Posters**

*It was needed to introduce the logo as well as provide information for the InterIIT Sports meet to be held in December 2003.*

*The poster series were focused on the following themes*

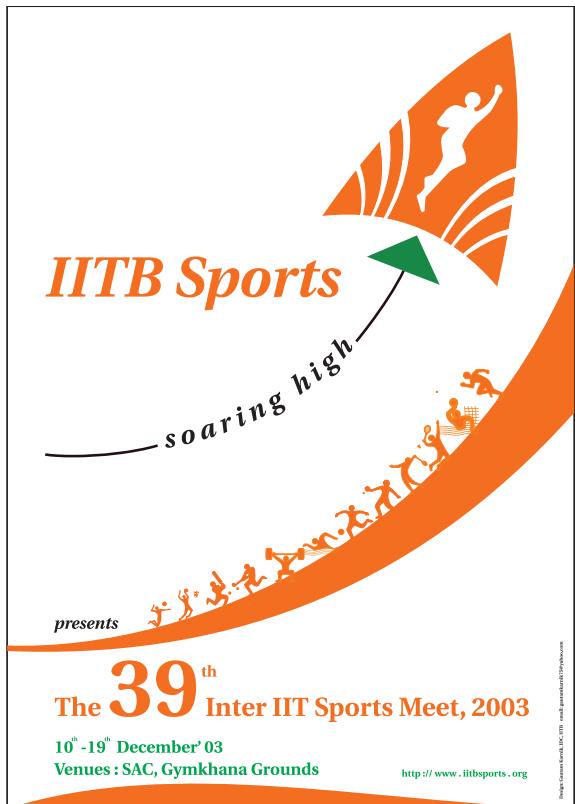
*Date of the event.*

*Byline introduction.*

*Name introduction.*

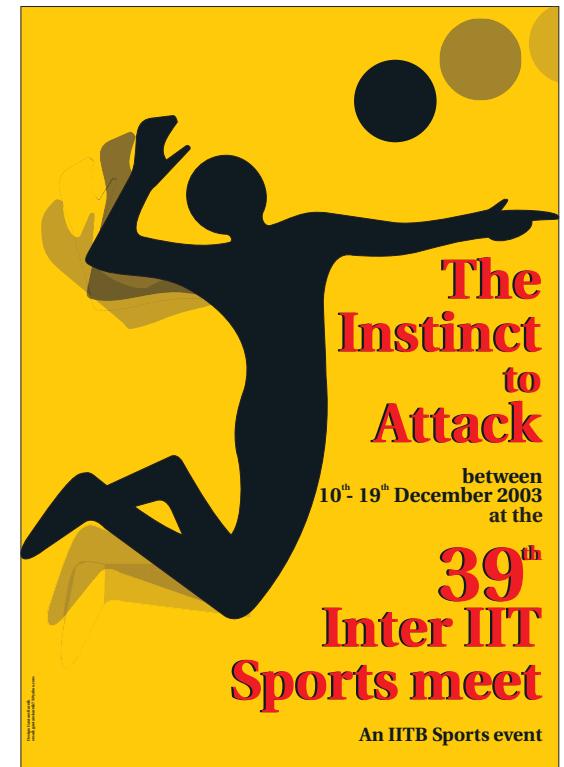
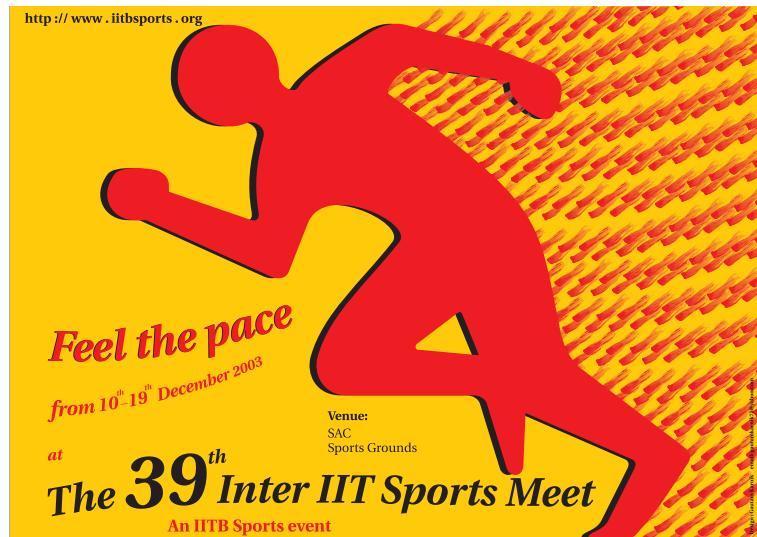
*Posters to introduce icons, and event details.*

*Posters*



*Event poster 1*

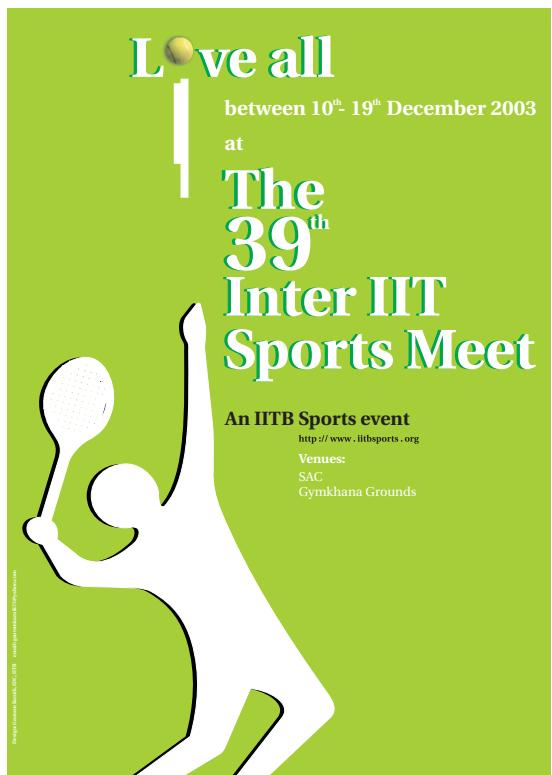
*Posters*



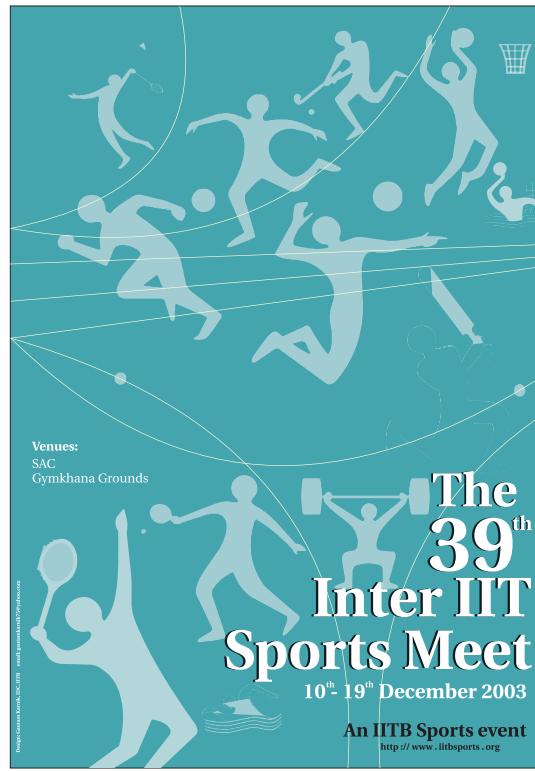
*Event poster 2*

*Event poster 3*

*Posters*



*Event poster 4*



*Event poster 5*

## *Banners*

*Banners were conceptualized as an extensions of posters*



## *Banners*

*Banners were conceptualized as an extensions of posters*



## *Medals*

*The sport icons were implemented on the medals to be given.*



## *Medals*

*The sport icons were implemented on the medals to be given.*



*Table tennis*



*Volleyball*



*Basketball*



*Badminton*



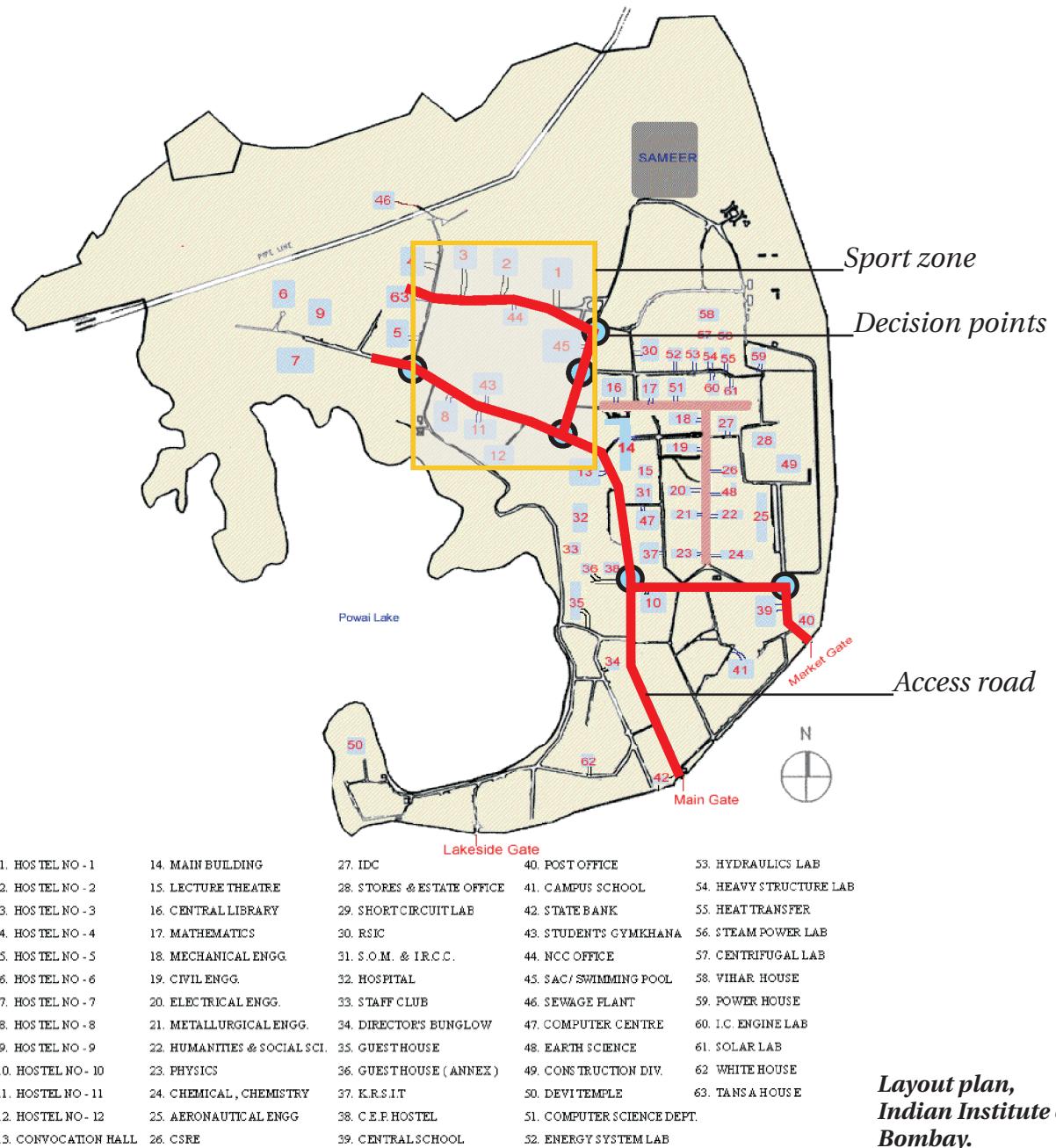
*Waterpolo*



*Tennis*

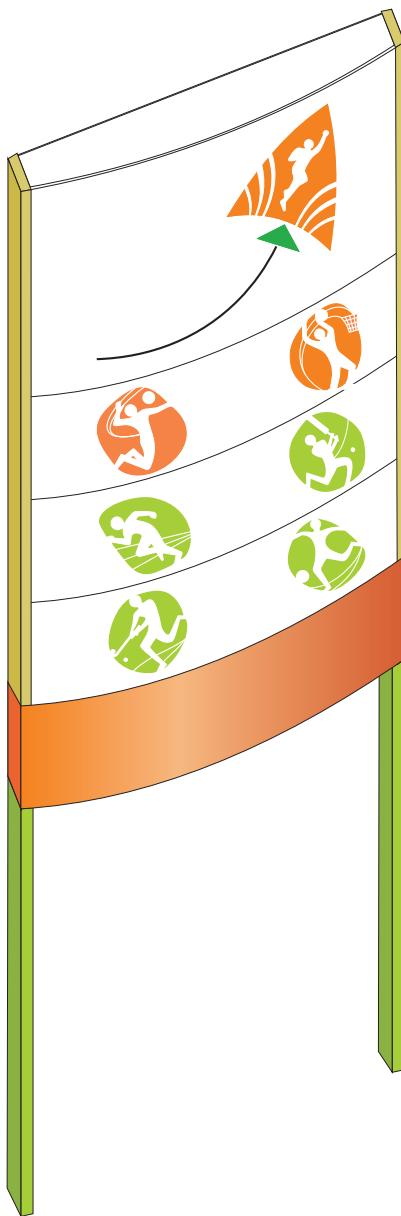
## Signage

*A study of sport zone areas and the access roads was done to position the signage.*



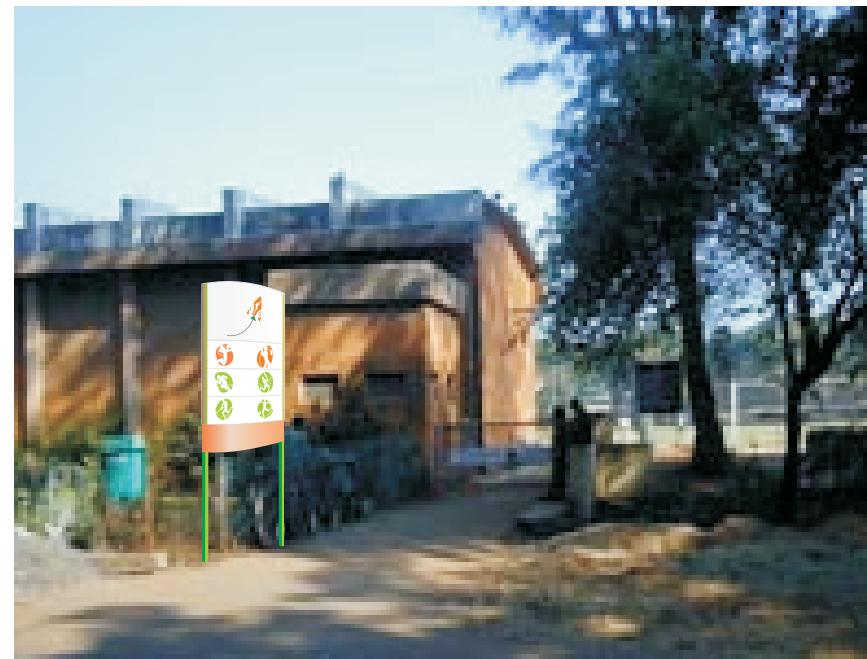
## Signage

*Signage was designed to fit into the environment yet stand out as an interesting sight against the green backdrop.*



## **Signage**

*Signage was designed to fit into the environment yet stand out as an interesting sight against the green backdrop.*



## ***Material Exploration***

*Following alternatives of material were thought of.*

*Glass*

*Metal*

*Clay tiles*

*Prototyping is being done to check out which material suits the need. Parameters for choice of material in the implementation would be durability, budget constraints and the expression the material lends to the signage.*

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