

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.

Contents

<i>Project Brief</i>	<i>01</i>
<i>Data Collection</i>	<i>03</i>
<i>Ideation and design detailing for logo</i>	<i>15</i>
<i>Ideation and design detailing for icons</i>	<i>32</i>
<i>Applications</i>	<i>43</i>
<i>Bibliography</i>	<i>65</i>

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

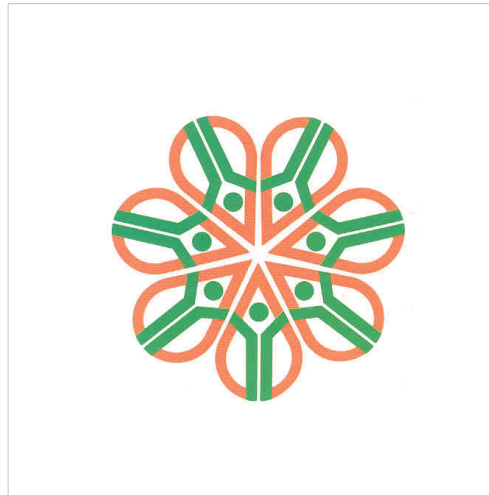
Besides reading on the subject, data collection also involved a study of existing logos and icons.

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.*

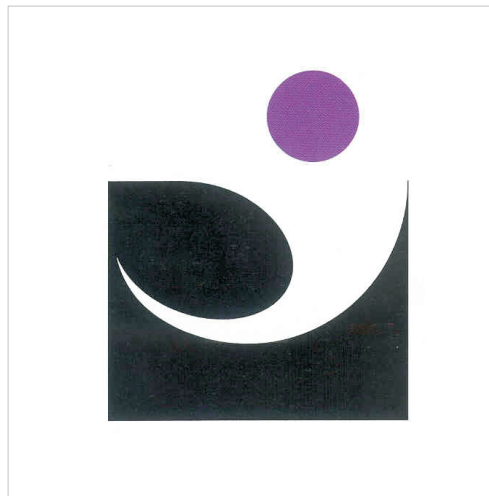
This methodology helped me list down the key parameters to be used as check points while designing.

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.*

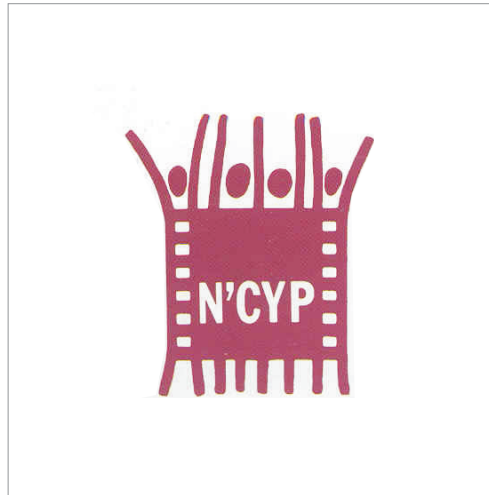
Art Director : Benoy Sarkar
Firm : Benoy Sarkar
Client : Ministry of Home- National Integration Council
Category : Cultural Group



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.

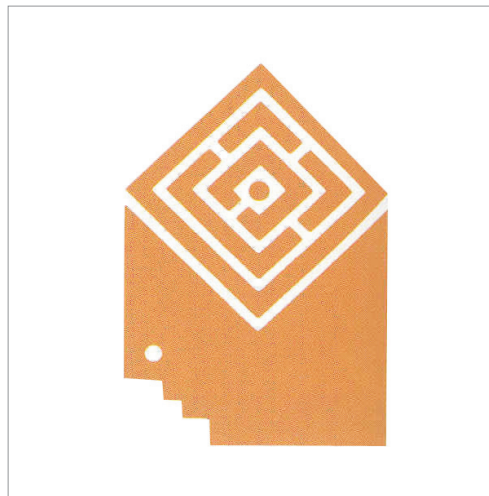
The film reel is the one that unites them all in a single group. Asymmetric positioning of hands and legs creates the vibrant mood.

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

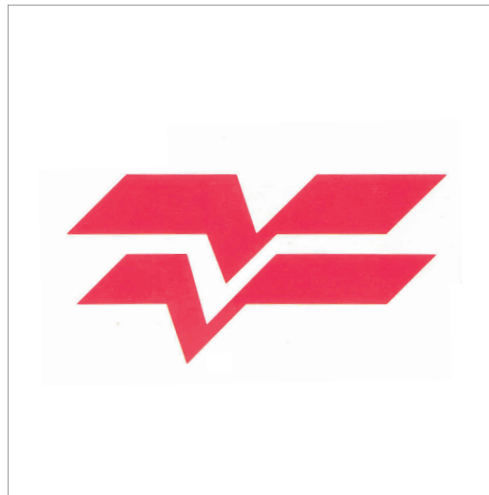
Examples of the logo study



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



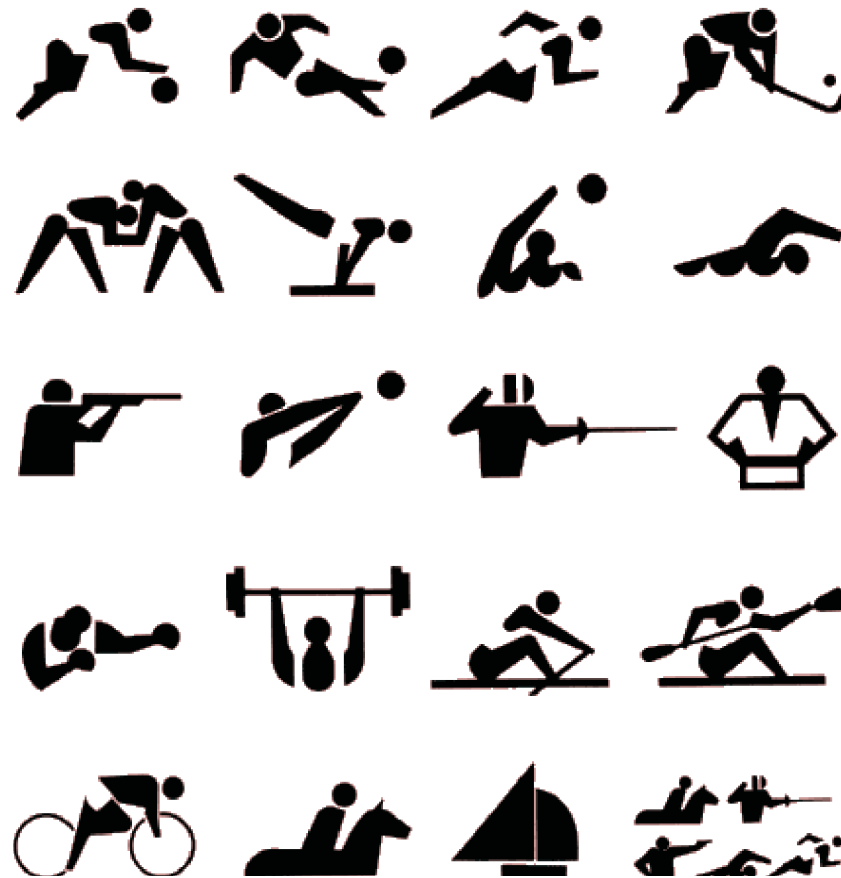
1996



1984

Compilation of Olympic icons

Tokyo



Compilation of Olympic icons

2000 Sydney



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>
Action	Technology	Panther	Cosmopolitan	Marathi	Tricolour
Energy	Future	Lake	Welcomes all	Shivaji	All cultures
Competitive	Leaders		Place for all	Warli art	History
Success	Inspiring		Colourful	Lawni	Futuristic
Winner			All cultures	Paithani art	Population
Strategy					
Noble					
Inspiring					
Unbiased					

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

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

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.



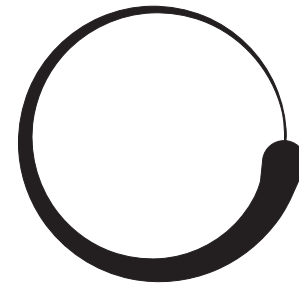
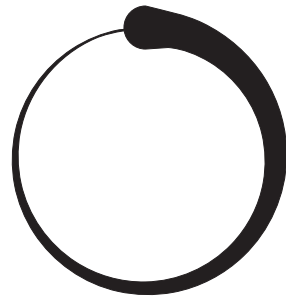
Energy

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

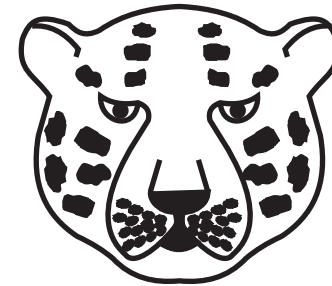
Kite flying is an ancient sport and involves strategy, skill and fun. Lots of people, irrespective of age can play it together and compete.

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 -

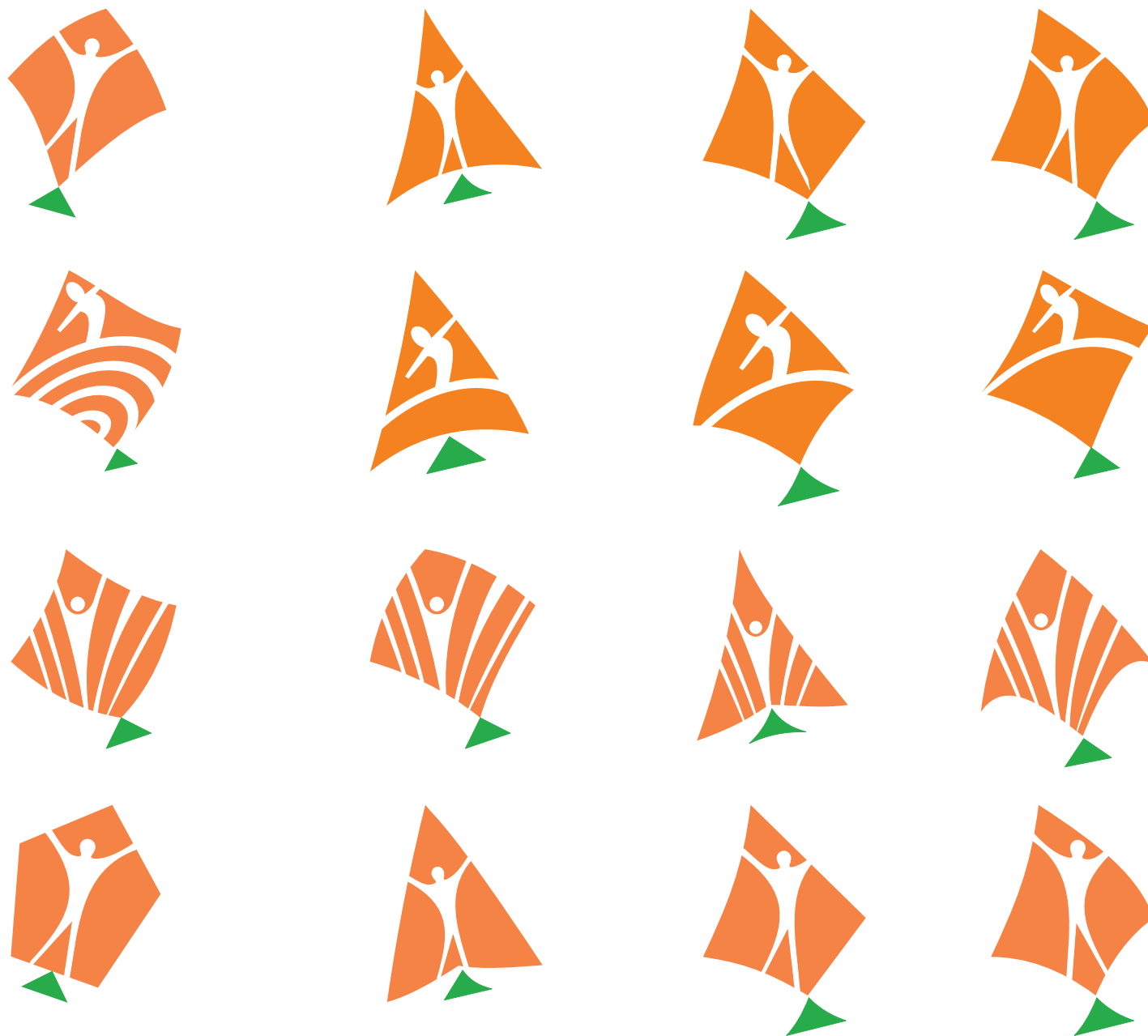
'Kite flying is a sport that involves strategy, skill and lots of fun. It is an ancient sport, spread widely in India, and all have been associated with the kite at some point of their life. People from all ages can enjoy it together can play it together and compete. Metaphorically, the kite soars up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

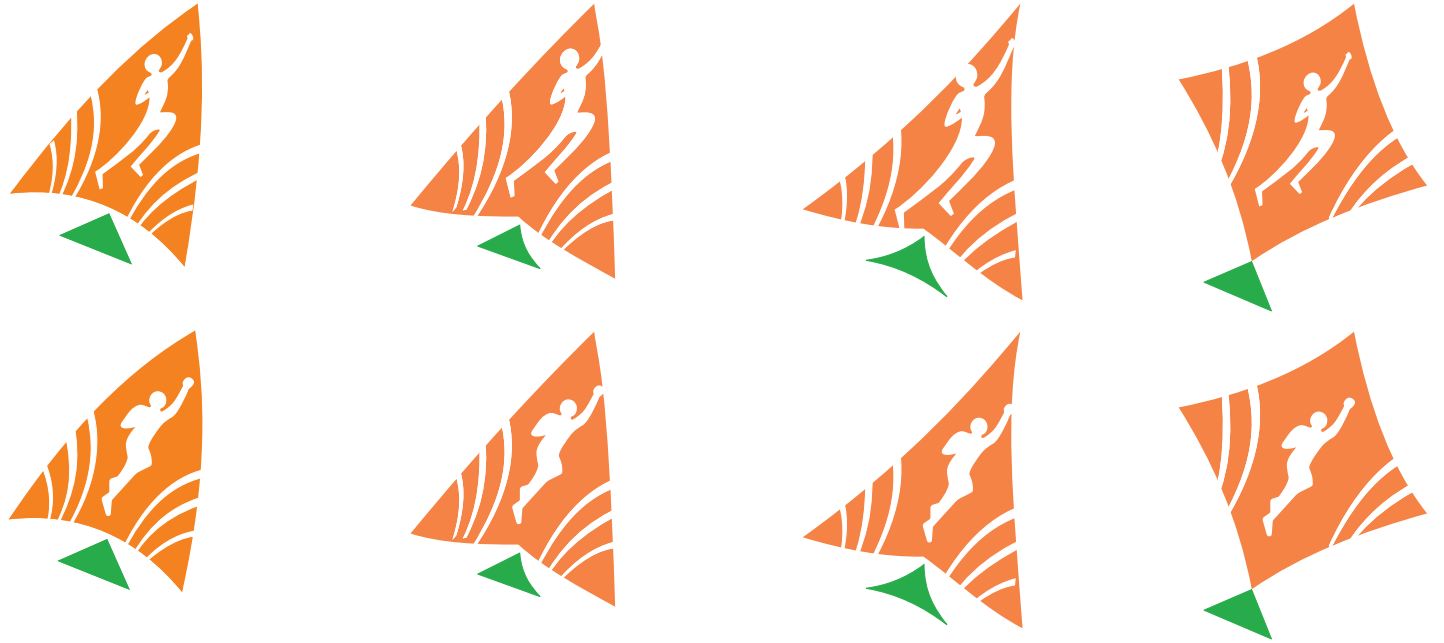
Exploration of kite.



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

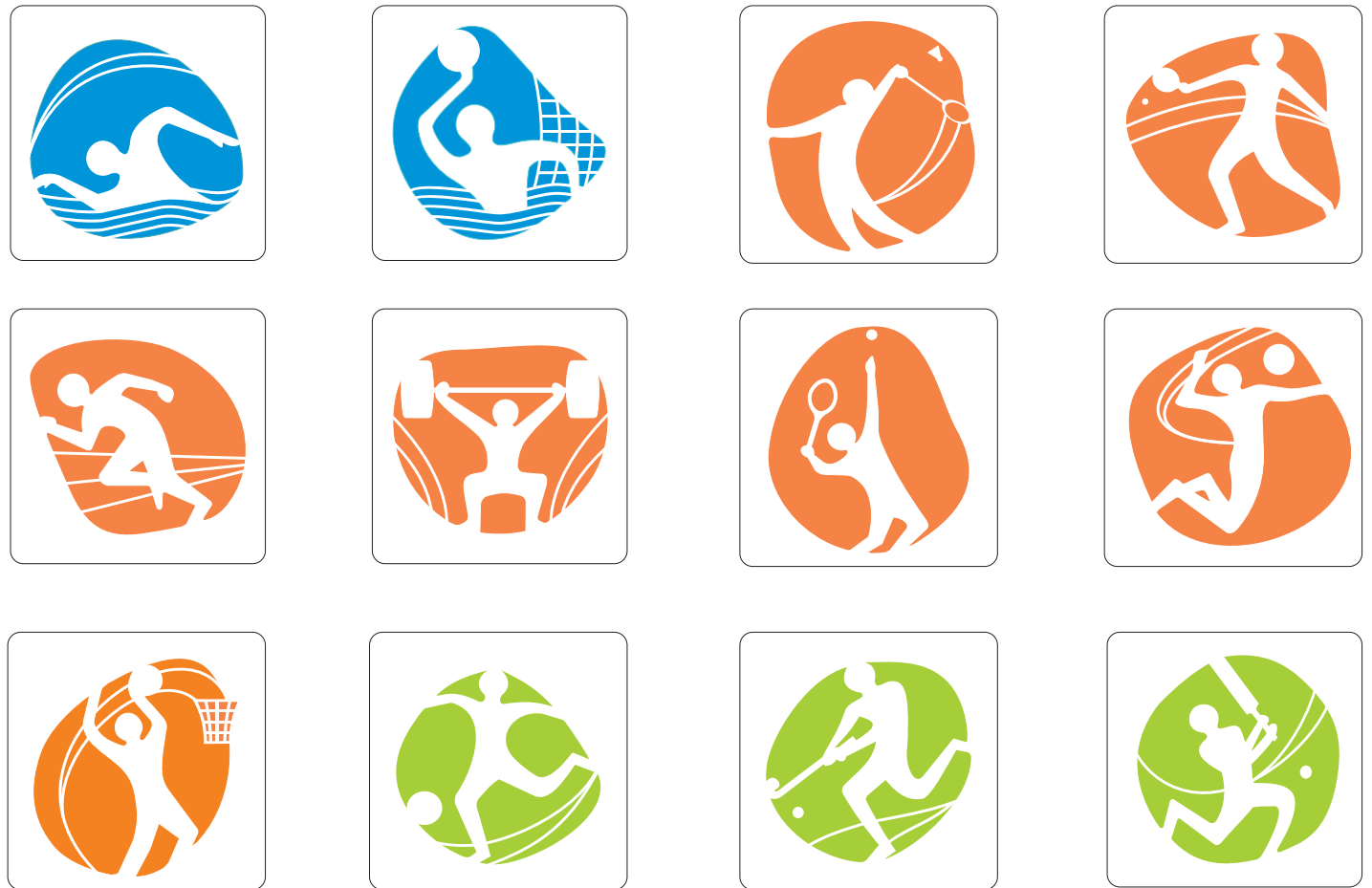


Badminton



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

Applications

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

Letterhead

Posters

Banners

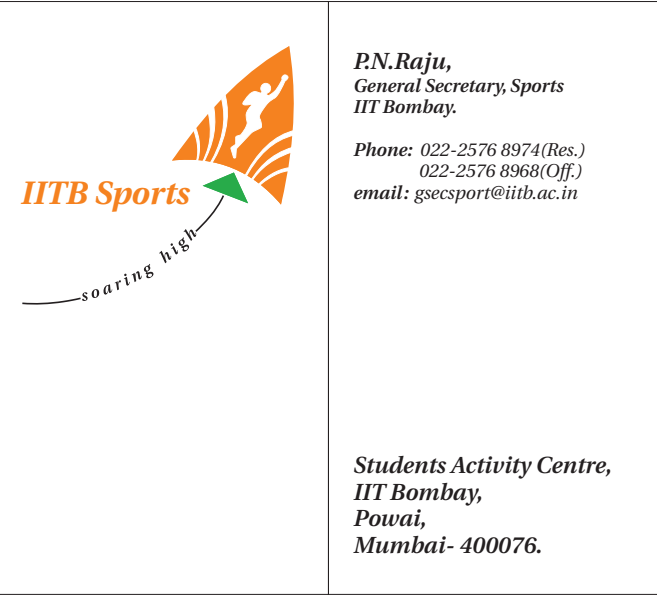
Medals

Signage

Visiting card

The following variations were shortlisted for the visiting card.

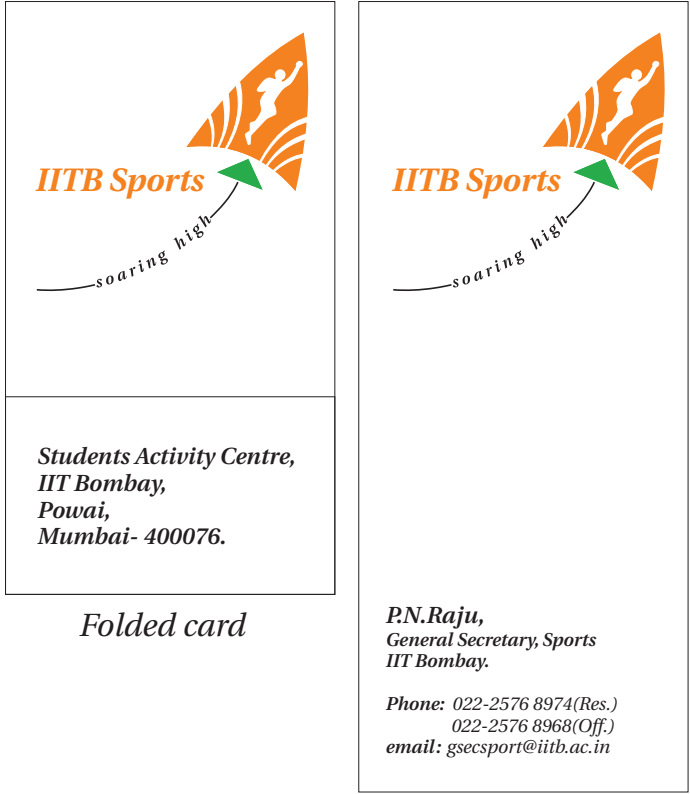
Alternative 1



Front

Back

Alternative 2



Folded card

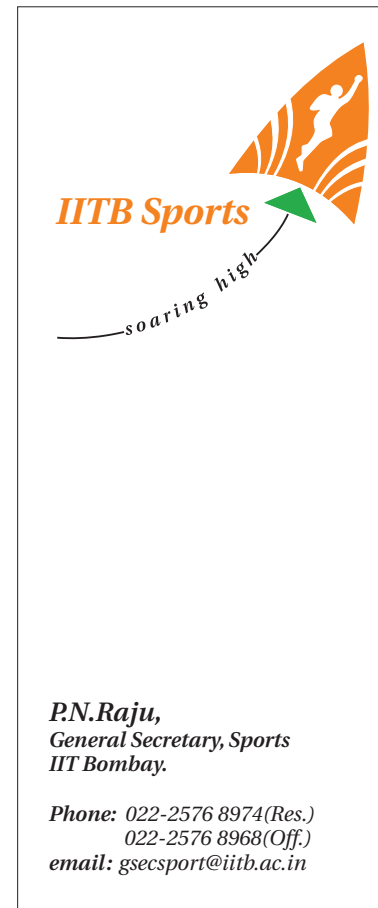
Opened out

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



*Students Activity Centre,
IIT Bombay,
Powai, Mumbai- 400076.*

To,
The Hon. Director,
NGMA,
Mumbai,
India.
21th Oct' 2004.

Sub: Rough trial write up to used for letterhead.

Dear Madam,

We are proud to claim that Industrial Design Centre, set up in 1969 in IIT Bombay has become synonymous with design in India. With a judicious mix of art and technology, we strengthened the user interface design with the help of aesthetic, ergonomic and technical consideration. This is achieved by an integrated and interdisciplinary approach in the Master of Design degree course for Product Design and Visual Communication, with projects pertaining to industry, government, private institutions and other organizations.

The Design Degree Show is the annual design exhibition, wherein the project panels of the passing out students, as well as junior students are displayed. DDS is a major event that gains extensive media coverage on Television channels, various leading newspapers and magazines, owing to the role design plays in day-to-day life. DDS has therefore been always visited by top companies like TELCO, Bajaj Auto, Godrej, L&T, Crompton & Greaves, Elephant Design, Lemon Design, Human Factors International etc to name a few, as well as common people.

We take this opportunity to invite you for this grand event. The details of the event are sent through the invitation card along with this letter.

Regards,

Gautam Karnik
DDS Student Coordinator
IDC, IIT Mumbai.

Alternative 2



To,
The Hon. Director,
NGMA,
Mumbai,
India.
21th Oct' 2004.

Sub: Rough trial write up to used for letterhead.

Dear Madam,

We are proud to claim that Industrial Design Centre, set up in 1969 in IIT Bombay has become synonymous with design in India. With a judicious mix of art and technology, we strengthened the user interface design with the help of aesthetic, ergonomic and technical consideration. This is achieved by an integrated and interdisciplinary approach in the Master of Design degree course for Product Design and Visual Communication, with projects pertaining to industry, government, private institutions and other organizations.

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Regards,

Gautam Karnik
DDS Student Coordinator
IDC, IIT Mumbai.

Students Activity Centre, IIT Bombay, Powai, Mumbai- 400076.

Letterhead

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Regards,

Gautam Karnik
DDS Student Coordinator
IDC, IIT Mumbai.

Students Activity Centre, IIT Bombay, Powai, Mumbai- 400076.

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

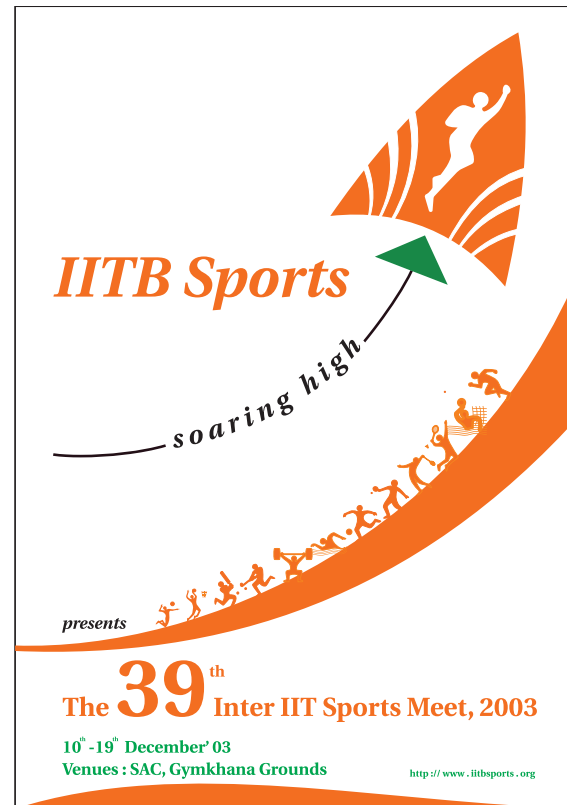
Date of the event.

Byline introduction.

Name introduction.

Posters to introduce icons, and event details.

Posters

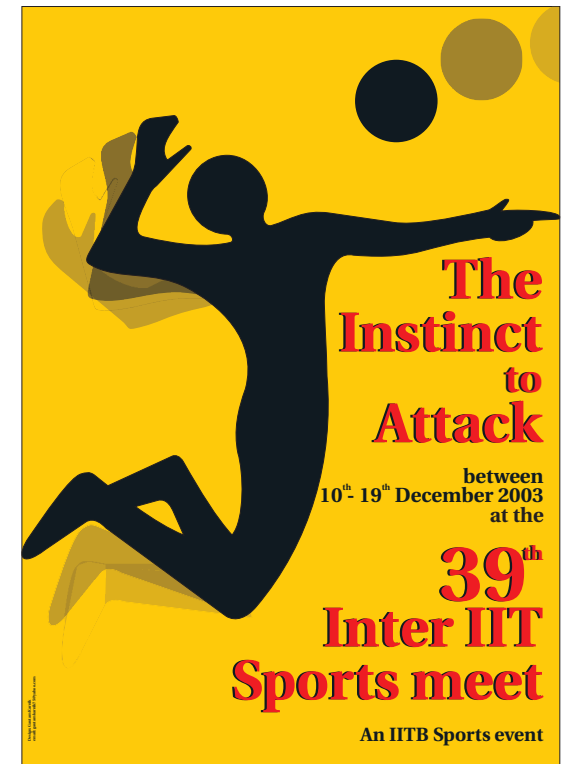


Event poster 1

Posters



Event poster 2

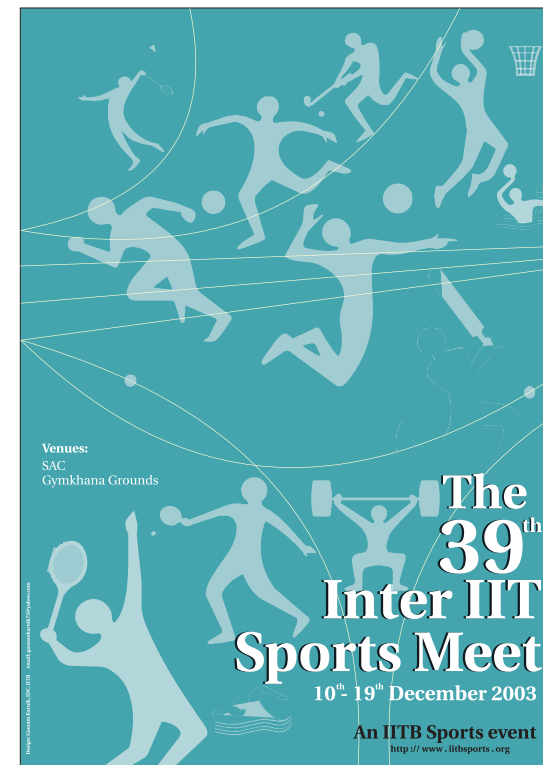


Event poster 3

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



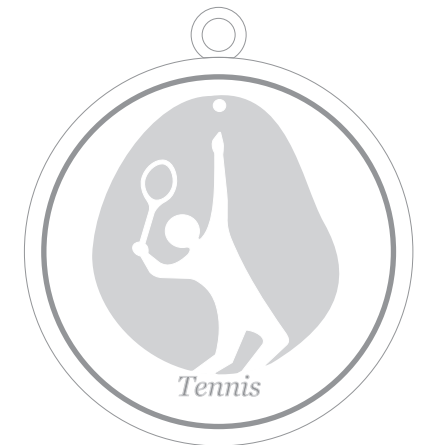
Medals

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



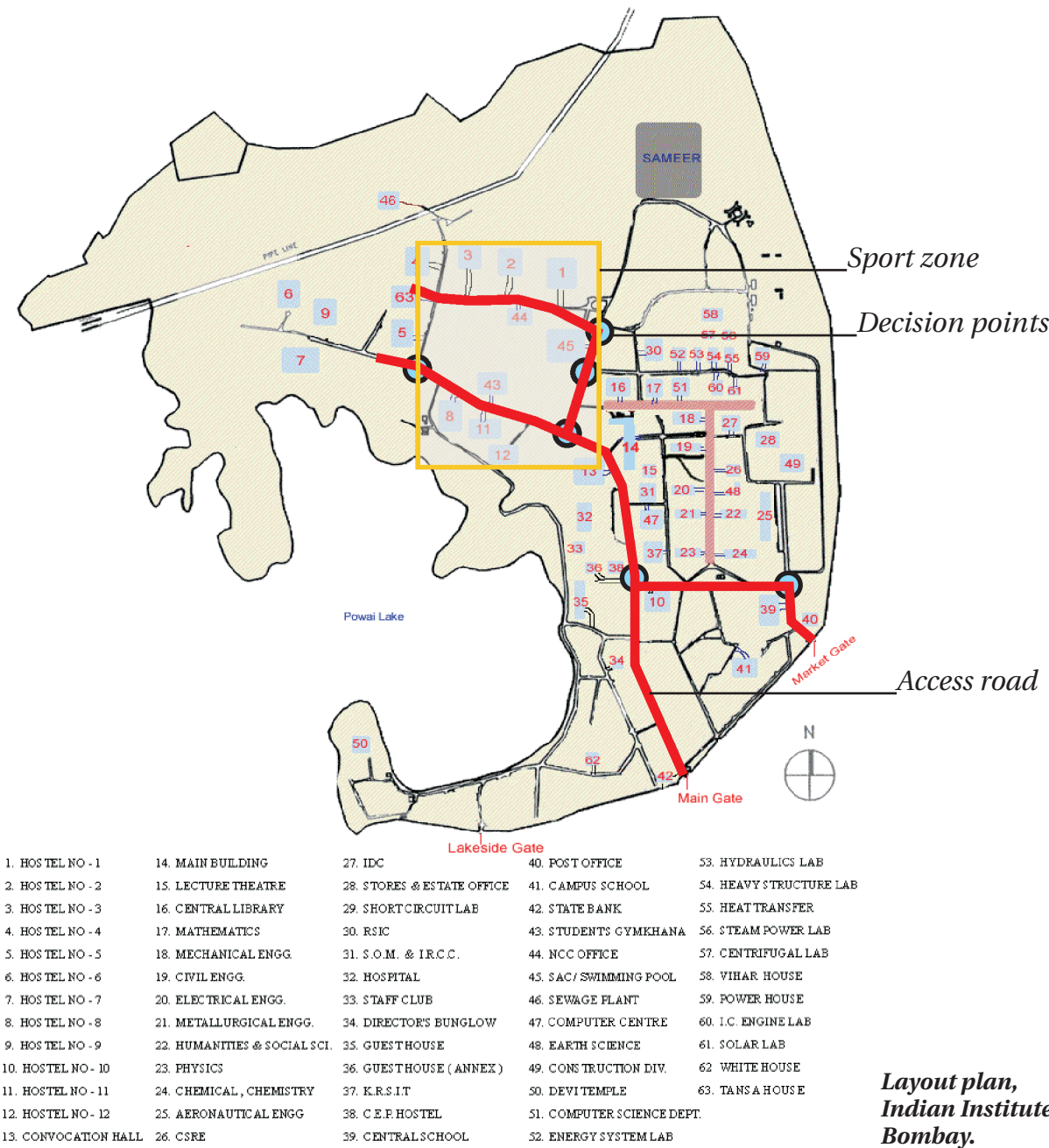
Medals

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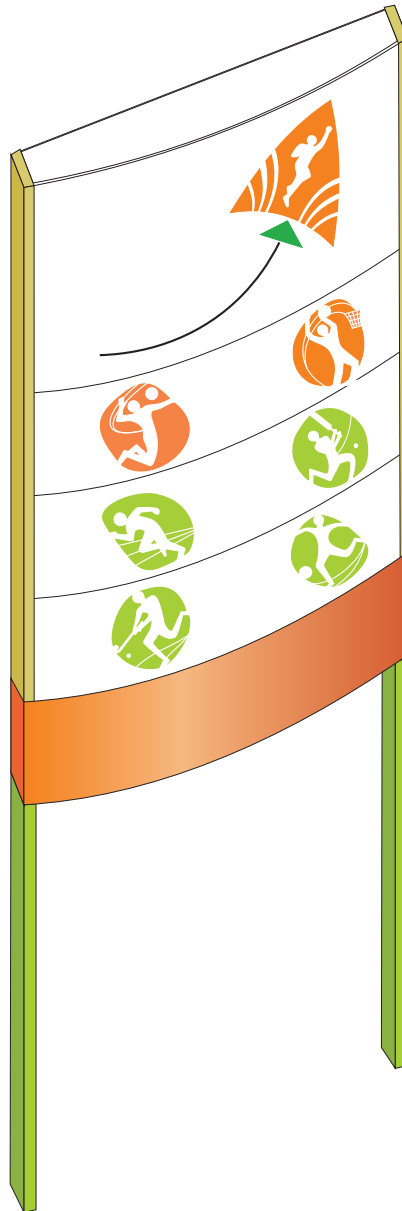
Signage

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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