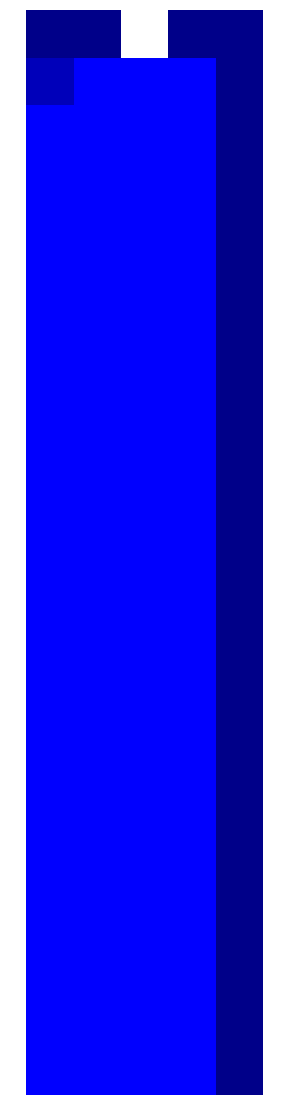
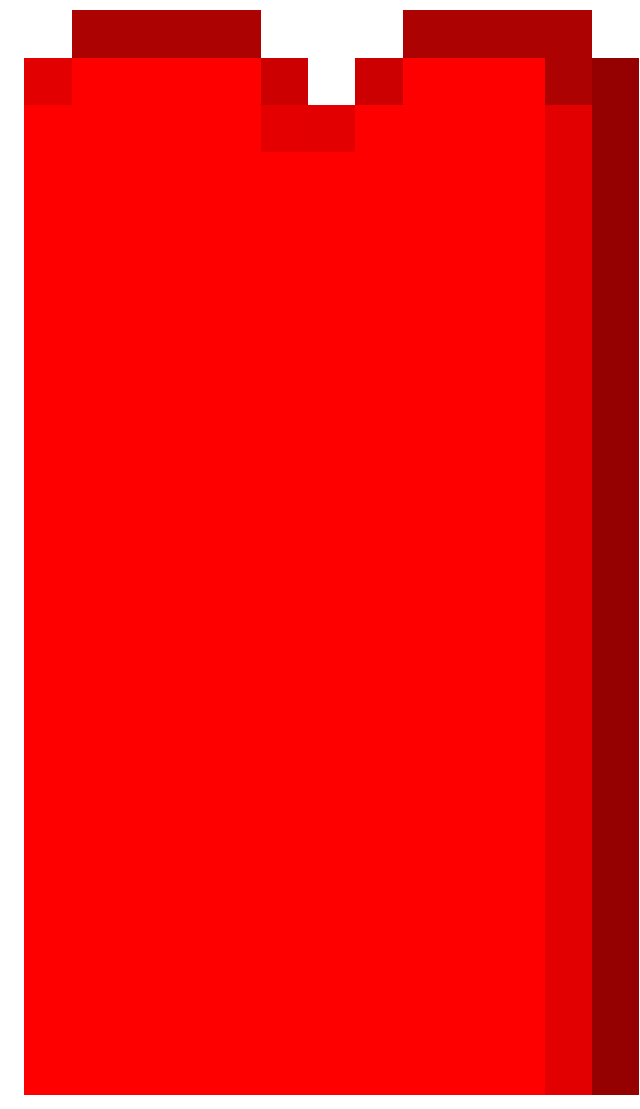
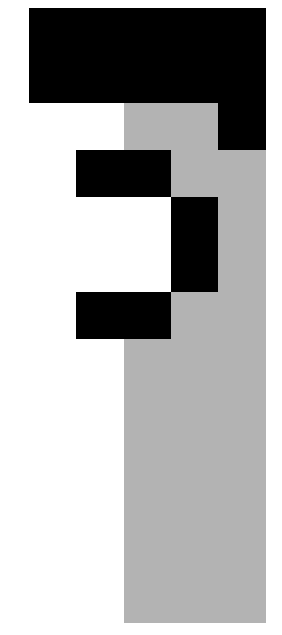


Team **OGM**



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# Problem Statement

To create a system of coherent visual identity encompassing all of Kerala's diversity.

# System Map and Connections

- ◇ Further Exploration into each topic
- ◇ Finding the connection between various different sectors
- ◇ Identifying the major areas based on the connections

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# Major Stakeholding Elements

Districts

Govt. Organisations

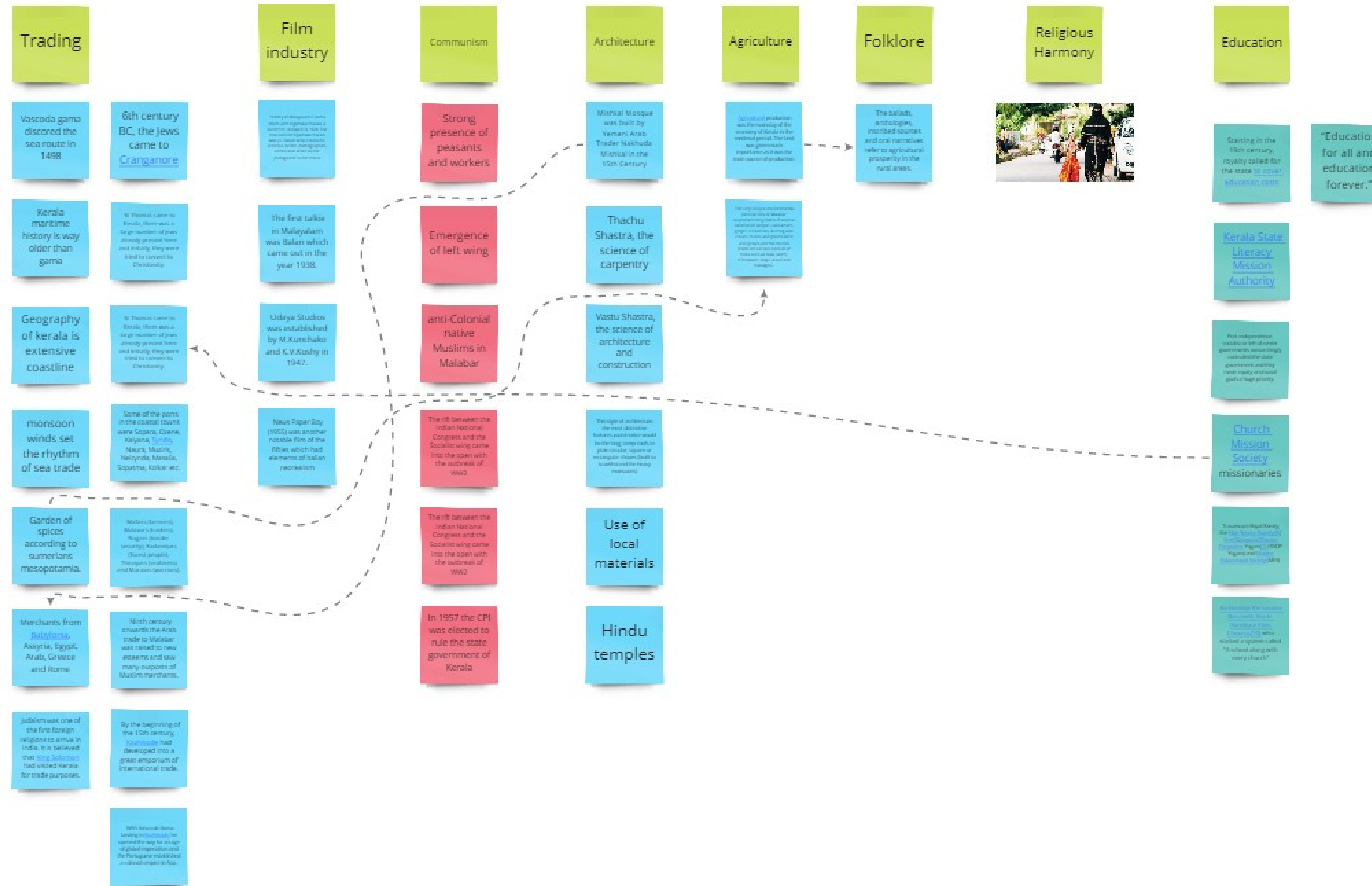
Artforms

Cinema Field

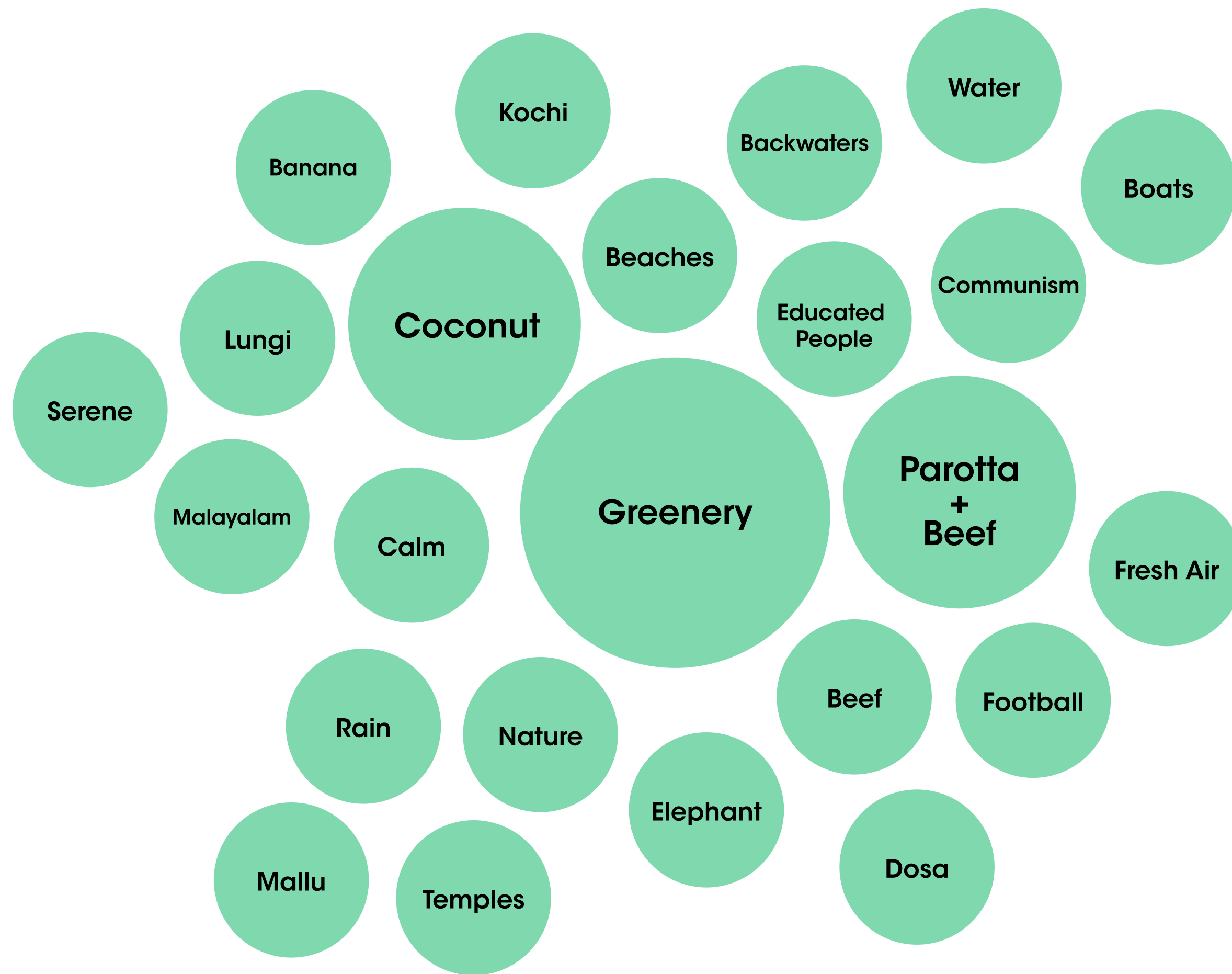
Religion

Festivals

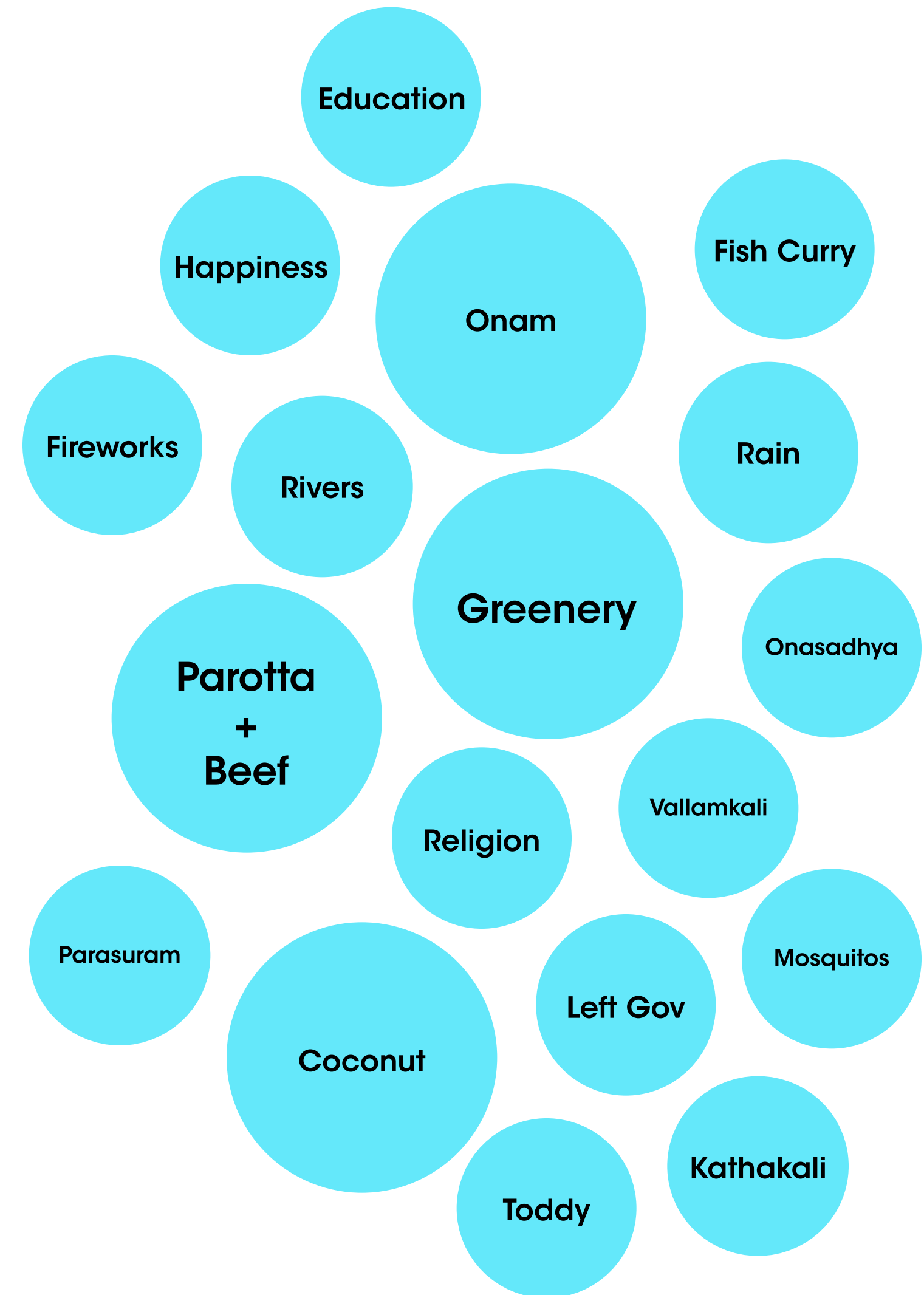
# Cause and Effect Mapping



# User Perspectives



Non-Malayalis



Malayalis



# Existing Visual Identities

Government



കേരള പബ്ലിക് സർവീസ് കമ്മീഷൻ  
KERALA PUBLIC SERVICE COMMISSION





# Existing Visual Identities

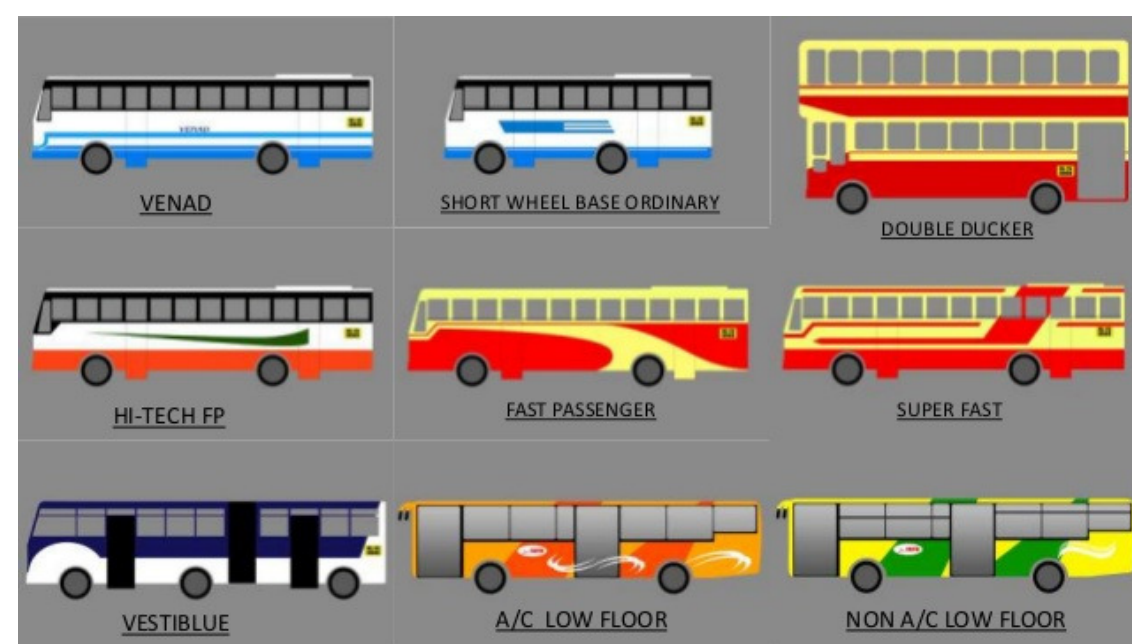
Other





# Existing Visual Identities

Other

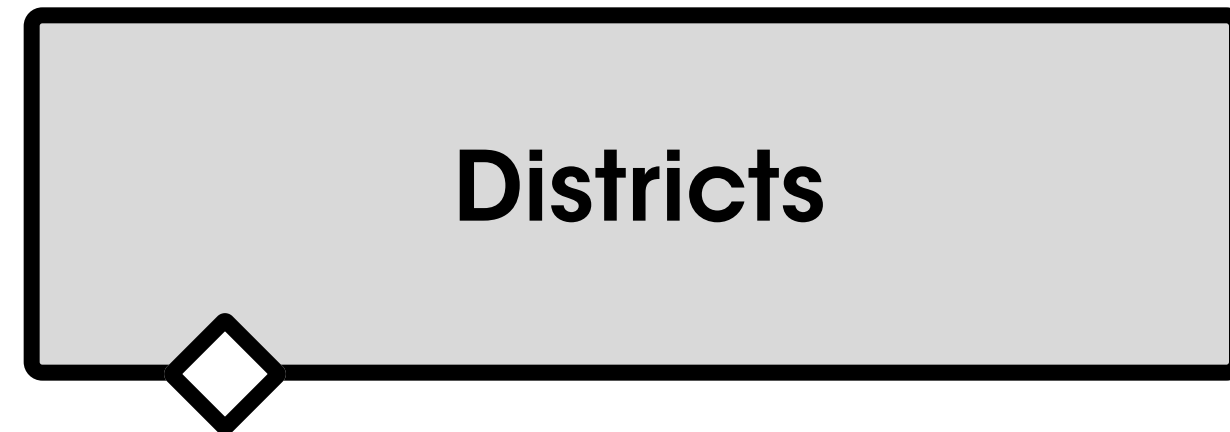


# Malayalam Alphabets

അ ആ ഇ ഊ ഉ ഊ ള എ  
ഏ ഐ ഒ ഓ ഔ അം അഃ

ക ഴ ഖ ഘ ങ  
ച ചര ജ ത്വ ണ  
ട റ ഡ ള ണ  
ത മ ഡ ധ ന  
പ ഫ ബ ഭ മ  
യ ര ല വ ശ  
ഷ സ ഹ ള ഴ റ

# Focus Areas



# What's Next?

- ◇ Understanding the selected focus areas
- ◇ Identifying Pro-Cons of selected topics
- ◇ Identifying Sub Systems of the focused area
- ◇ Identifying Existing Visual Identities
- ◇ Conducting field study if possible

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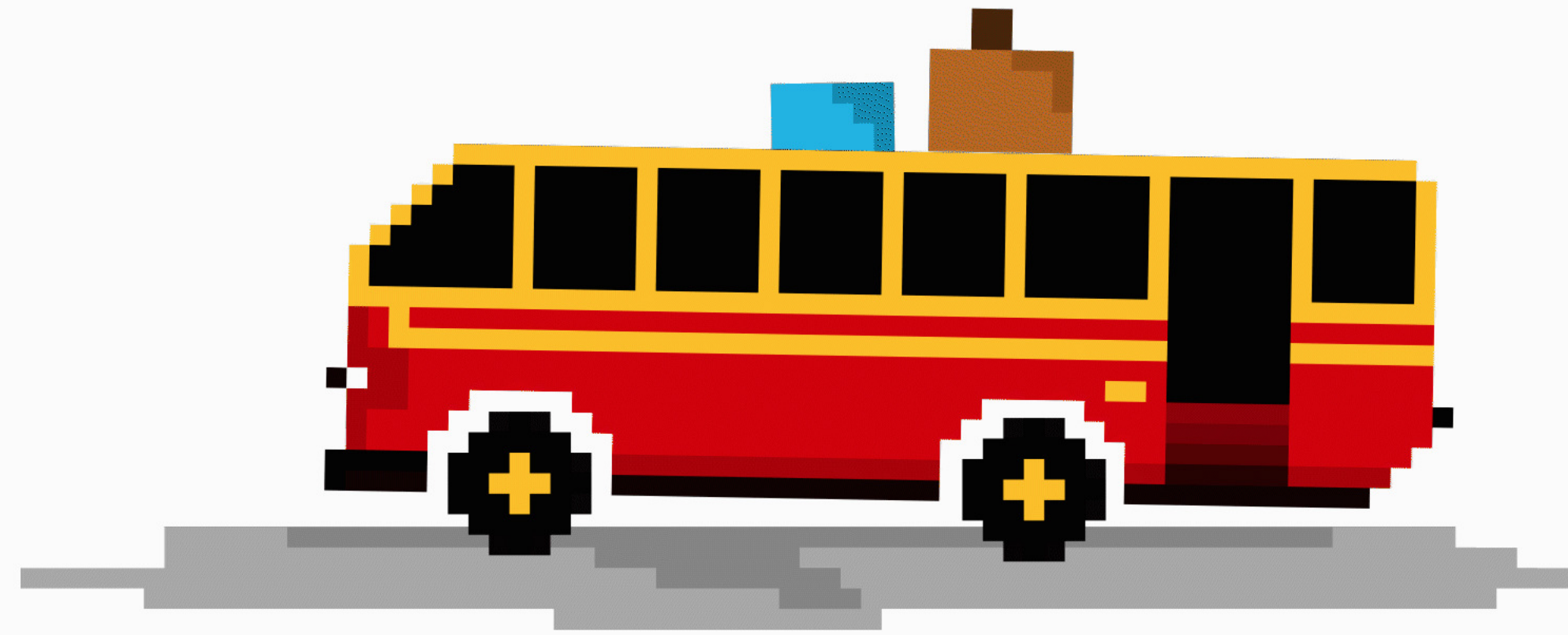
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**Thank You**