



Visual Identity of  
Flexible Academic Program

# Concept & Design

**Manish Arora, PhD**

*Assistant Professor  
Department of Applied Arts  
Faculty of Visual Arts  
Banaras Hindu University,  
Varanasi, UP, INDIA*

---

**Rahul Kumar Shaw**

*Research Scholar  
Department of Applied Arts  
Faculty of Visual Arts  
Banaras Hindu University,  
Varanasi, UP, INDIA*

---

**Neetesh Purohit, PhD,**

*Professor  
ECE Department, IITA Prayagraj  
National Coordinator, FAP*

Symbol



Flexible  
Academic  
Program

Logo Type



## Flexible Academic Program

*The visual identity displays F and P in the bottom left and right parts such that these forms an earthen lamp which represents the positive energy with a feeling like tamso maa jyotirgamay. The letter A at the center has roots of a peepal tree, It represents the entire academic system with intermingled multiple branches indicating the multi-disciplinary knowledge. Each branch has been upper bounded by a smooth line giving it the shape of a shivling, which is indeed the ultimate knowledge and one can attain this supreme knowledge through any branch. The overall look from distant seems like a ZERO (0) and closer look reflects INFINITY ( $\infty$ ) too which is indeed the core of Indian Vedic science. The simple font use to enhance the legibility and readability of the logotype. The blue color used in this logo to enhance and explore the thoughts of FAP, blue represents the positivity, openness and great motivation as like mother nature The visual identity technically made in line drawing and minimum color which make the logo compatible for different platform like print, web and other new media.*



# Flexible Academic Program

*LOGO in color*



# Flexible Academic Program

*LOGO in black & white*



# Flexible Academic Program

*LOGO in reverse*



# Flexible Academic Program

*Option 1: LOGO in color*



*podium*





Thank You