

Anandwan

H A P P I N E S S F R O M W I T H I N



Logo Design and Concept by Krishna Rathi

www.rathikrishna42.com

ABOUT THE CLIENT

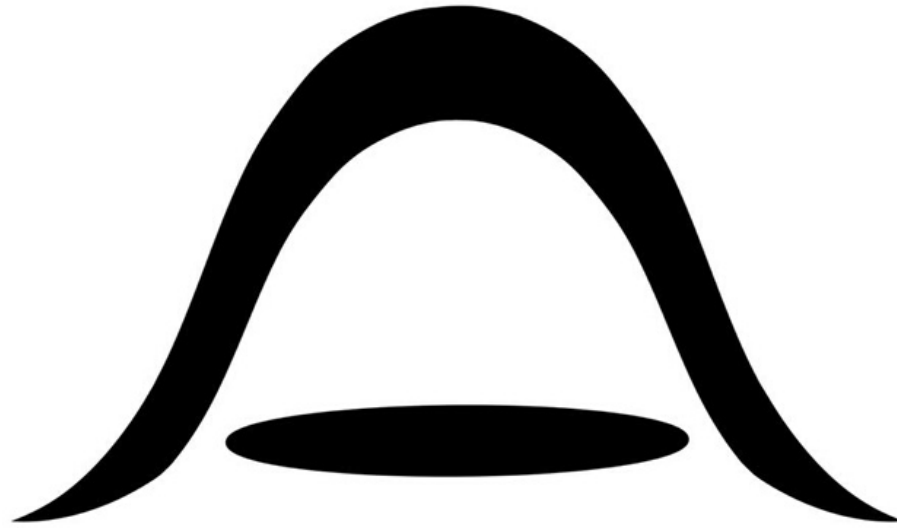
Under the umbrella of Nandgram, Anandvan is an agro-tourism spot for friends and families to spend time together and celebrate being happy.

From stay-in cottages to water sports and other activities, it is a place to feel calm and embrace nature.

The motto to develop this place is to experience a relaxed day from everyday hectic schedules and enjoy the peace of nature.

The Logo Design explained...

THE INITIAL 'A'



The initial 'A' of Anandvan is created using a curve, which also looks like a mountain, which brings out the theme of a peaceful vacation within nature.

THE FOUR CIRCLES



The four circles is a tool that helps people evaluate themselves to find balance and compatibility in their lives. Also, the four circles represent the elements - earth, air, fire and water; indicating the different activities on the farm.

THE WATER WAVE



The water wave represents the water sport activities on the farm. But, more importantly it also indicates the peace and calmness from the seashore.

THE MEDITATING POSE



A green dot completes the logo design to form the pose of meditation - the ultimate way to attain peace and relax oneself. It also represents nature.

THE FINAL DESIGN



Anandvan
HAPPINESS FROM WITHIN

www.rathikrishna42.com

COLOUR SYMBOLISM

The **BLACK** colour of the 'A' represents the chaos in everyday life.

The slowly decreasing grades of **BROWN** in the four circles manifest the process of attaining peace.

The **BLUE** colour of the water wave represents calmness, stability and serenity.

The **GREEN** dot is the symbol of nature, growth and health.

Designed by Krishna Rathi

Artist Manager - Radhika Randad



www.rathikrishna42.com

Email id : rathikrishna42@icloud.com

Instagram : [rathikrishna42](https://www.instagram.com/rathikrishna42)

Facebook : [The Shades and Chroma](https://www.facebook.com/TheShadesandChroma)