

SiddhaKala

Consultants and Developers



Logo Design & Concept by Krishna Rathi

About the Client

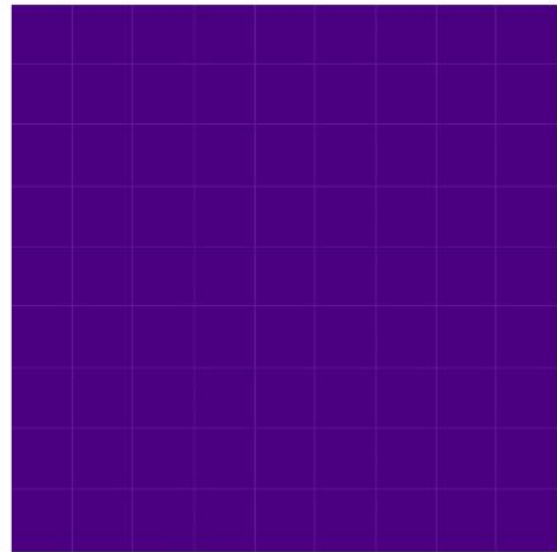
Siddhakala Consultants and Developers is a real estate developer and consultant firm which provides modern design solutions with a base of Vastushastra for your dream home.

The company stands on the ethics of building peace, harmony, impartiality and tradition with a sense of modernisation.

The Logo Design explained...

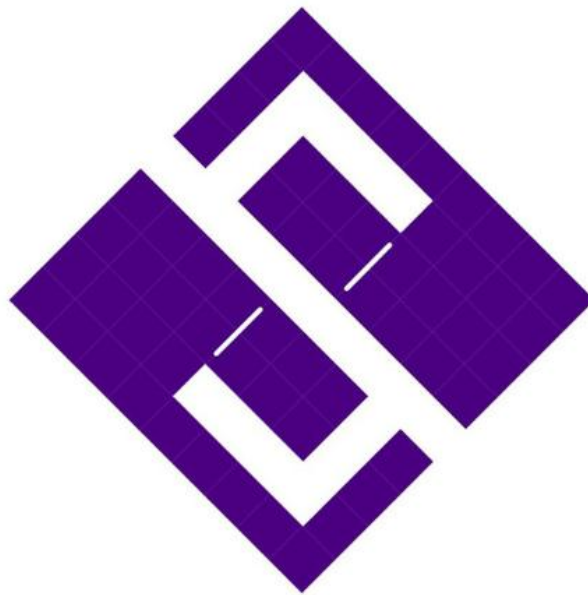
The Vastu Purush Mandala

25 VAYU	26 NAGA	27 MUHYA	28 BHALLATA	29 SAUMYA	30 MRGA	31 ADITI	32 UDITI	1 ISA
24 PAPAYAKSMA	RUDRAJAYA						MITRAJAYA	2 VATAPARJANYA
23 SOSA		RUDRA	PRTHIVIHARA			APAVATSA		3 JAYANTA
22 ASURA		MITRA	BRAHMA		ARYAMAN			4 MARUTA
21 VARUNA								5 MAHENDRA
20 PUSPADANTA								6 SATYAKA
19 SUGRNA		INDRA	VIVASVAT			SAVITRI		7 BHRISA
18 DAUVARUKA	INDRAJAYA						SAVITRA	8 ANTARRIKSA
17 HIRATA	MRSA	BHRINGARAJA	14 GANDHARVA	13 YAMA	12 GRHAKSATA	11 VITATHA	10 PUSAN	9 AGNI



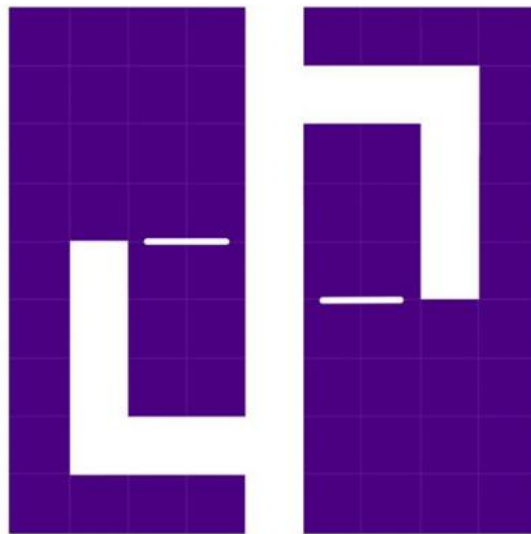
According to Vastushastra, (the science of Architecture), a house should be built based on the Vastu Purush Mandala, which is an amalgamation of a 9*9 grid, incorporating the importance of 32 zones. Hence, the *base of the logo* is a 9*9 checkbox.

The Initial "S"



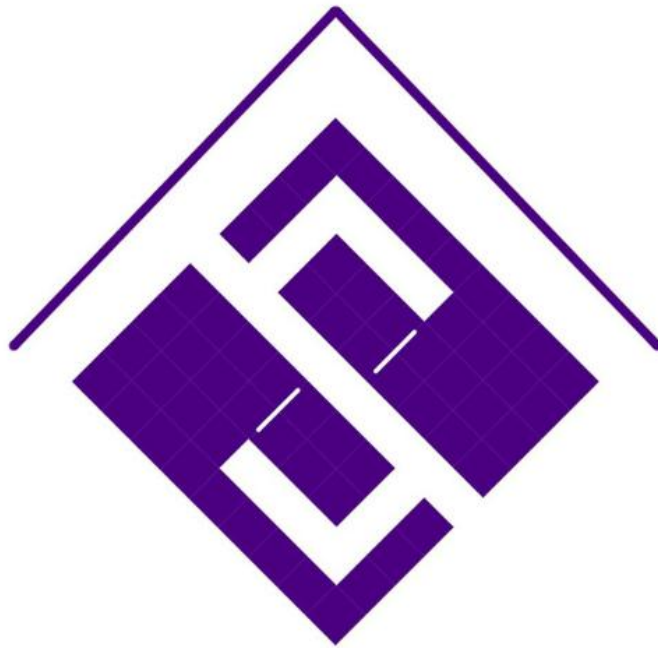
The initial 'S' of the client is carved in the 9*9 grid by leaving bold empty lines to emphasis on the values of *peace and justice*. The symmetrical aspect signifies *balance, harmony and order*.

The Twist with “क”



Now, rotating the design to 45 degrees, we can see the Devanagari alphabet “क” taken from the 'K' of *Kala* which means *Art*. The twist itself is a piece of Art. This highlights the client's quality of touching the roots of *tradition* with a modern twist.

The Shelter

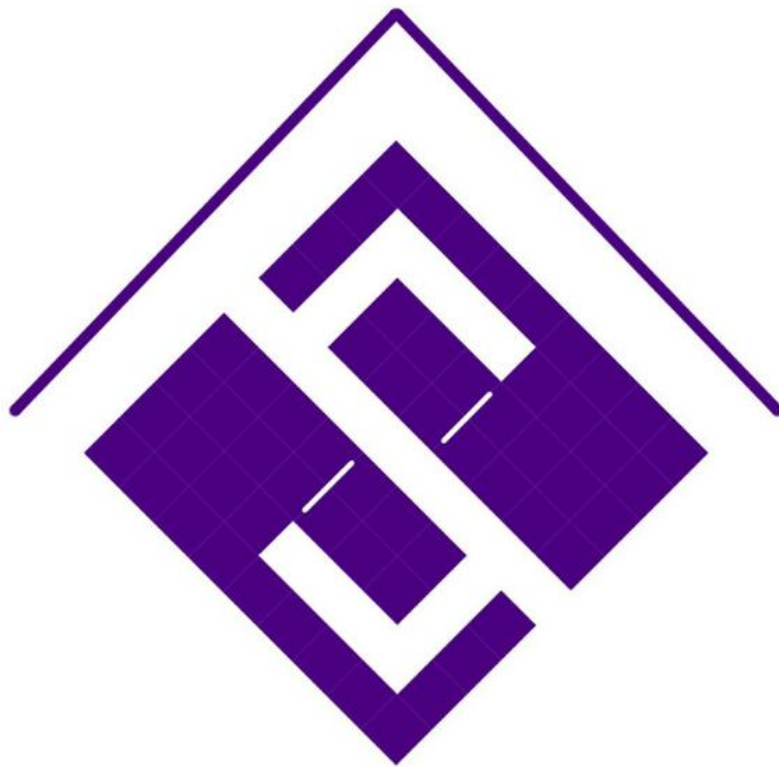


The client believes in building the *home of your dreams*, with a *trust of tradition* and a *sense of prosperity*. This is depicted by the *shelter* and completes the logo design.

Colour Symbolism

The colour - *Indigo* represents devotion, wisdom and dignity. During the classic era of Art, this colour was the symbol of *creativity, integrity and nobility*. This colour also resorts a *spatial sense*, indicating *balance, virtue and tradition*. The *White* portion represents *impartiality and peace*.

The Final Design



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