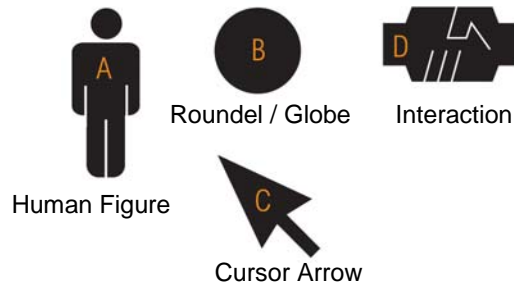


Corporate Identity: Logotype



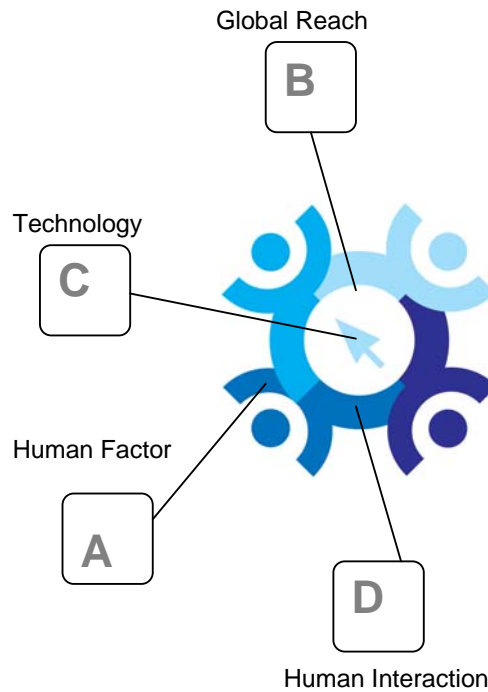
Internal Thought

Elements of Composition

There are four promising elements used for the design development and composition. All are equally integral to the core image statement for ICWFD. Human factor, human interaction, technology and global reach.

Usage of Composition

The four elements are put together in a unique combination to create ICWFD's signature. They are combined to create a composite that takes into consideration all elements in equal and symmetrical weight and style.



Roundel as Visual Statement

The joining of the Human "progressive figures" in a roundel is to depict the Globe and the universality of the organization's reach and mission. The inner RIM of the symbol connotes the Globe, whereas the Outer RIM and the Hands reaching out in achievement are derived out of the Industrial Wheel and also in a way represent the SUN's radiant rays.

External Thought

Symbols as Visual Statement

Human factor is represented and formed with the HUMAN CHAIN with a Cursor Arrow in the middle representing the CORE of the activity.

Color as Visual Statement

The use of FOUR shades represent both vivid opportunities as a result of learning initiatives, and also represent the diversity offered by the Commission.



Circular Motion depicts "constant" progression and 360 degrees

Ligature as Visual Statement

Joining of the four figures forms a learning consortium that represents interaction and "collective benefit".



[Employability Skills]

Service Mark