

LOGO & IDENTITY DESIGN



For an ICICI Foundation Initiative



ABOUT

ICICI Foundation for Inclusive Growth was founded by the ICICI Group in early 2008 as a public charitable trust.

It seeks to promote inclusive growth in India through focused initiatives in areas such as primary healthcare, elementary education, skills development & sustainable livelihoods, financial inclusion and rural development.

CLIENT CHALLENGES



Client Logo

ICICI Foundation was creating a digitization model under its skills development initiative. And a logo was required to strengthen its brand identity.

Although a logo was already made for the digitization initiative, it was unanimously decided that with experts on board the output would be more effective.

CREATIVE SOLUTION



Our team at Evogue Media decoded the brief and developed two logos as options for the client. Each of the logos incorporated elements of skills development and growth which ICICI Foundation seeks to promote.

Logo Option 1



Our team developed the logo within the type, incorporating the elements of growth and skills development. The upward arrow indicates growth. The two Ns together signify a team. The logo thus indicates inclusive growth ICICI wants to promote.

Logo Option 2



To retain the brand value of “i” we have kept it as it is and have developed the logo within the type. The two Ns together signify a team. The logo thus embodies synergy within the team leading to its growth.



The Final Logo designed by Evogue Media



Logo designed by
Internal team at ICICI



Logo designed by
Evogue Media

CREATING VALUE



The newly developed identity visually represented the initiative. A simplified and clean version of the logo is now in sync with the background and colors of the brand ICICI. Print and merchandising cost was also drastically reduced compared to the previously developed logo by the internal team