





**i-connect is an initiative of ICICI
Foundation by ICICI Group.**

**It is focused on human skill
development and inclusive growth**

Client Challenge

Their existing identity was not portraying the initiative's values and human inclusive growth positioning, thus a rebranding was required that can easily convey their message to tier-2 / tier-3 target audience



Creative Solution

We focused on custom wordmark to keep the i-man symbol of icici intact. We retained the brand colors and the NN in the CO"NN"ECT is smartly played with to communicate the brand message effectively







**The identity was able to simplify
the communication across all
touchpoints and solve the brand
purpose**



The identity that **connects**

An ICICI Foundation initiative