

Design Summer School

Design Ideology Brief

The concept is based on India's vast history with art and culture, the significance of patterns & symbols in our religious and historical context, therefore this based for the theme for the Design Summer School's visual identity.

The initial inspiration for the design was "Rangoli" and soft shapes, using which a radial pattern was constructed with simplicity in mind and due to its pattern, familiarity, it makes a great choice for the Design Summer School, a very refreshing color palette have also been used with it meaning mentioned below:

Color Palette



Typography

The font, "Vinila" is used across the project. The font have a very professional appearance and is a display font. The display of strokes in the Bold and Extra Bold variant adds to its charm.

Mock-Ups

