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Handwritten notes in blue ink, including the name 'V. Nagaraja' and other illegible scribbles.

**Brief Note on  
Dr. Ambedkar  
Development Corporation's  
Logo**

By  
**V. Nagaraja**  
Creative Consultant

## Justification of the logo unit



A perfect representation of Dr. Ambedkar's philosophy of equality for all through upliftment of the downtrodden, the different units of the logo come together to form a single unit that indicates Care, Shelter, Development and growth of the needy sections in the Indian Democracy.

# Dr. Ambedkar Development Corporation

Dr. Ambedkar Development Corporation, formerly known as SC/ ST Development Corporation, is the embodiment of Dr. Ambedkar's vision. Dreaming of a casteless world where all men and women enjoy equal opportunities, Dr. Ambedkar, the great visionary realized that this was possible only when marginalized groups in society were first lifted out of their downtrodden state and brought on par with the rest of society.

Dr. Ambedkar made it his life's mission to accomplish this goal. Dr. Ambedkar Development Corporation is a channel of realizing this dream.

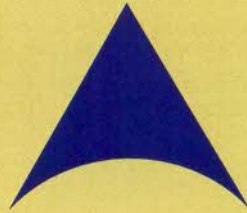
Formerly known as the SC/ ST Corporation, it has been renamed as Ambedkar Development Corporation so that instead of isolating people, it unites them.

A Corporation supported by the Government of Karnataka, it is the platform through which the downtrodden masses of India will realize their dream of equality.



# The Logo

## The Arrow Head



The capital letter A. forms the base for the logo that has been developed for Dr. Ambedkar Development Corporation. It is the first syllable of the word “amma”, the source of caring. Also the first letter of the alphabet, it is also the first letter in the name Ambedkar.

The arrow is a symbol of growth, development and upliftment of the downtrodden. The symbol also denotes shelter and protection - in this case, for the Scheduled castes and Scheduled tribes.

This element of the logo expresses the aim and goal of the Corporation, which is to shelter and protect the downtrodden masses and elevate them to greater heights through high ideals and progressive action.

In addition, it is the first letter for the word All which is the very basis of the Corporation.

In fact, all the positive associations with the letter A have been encapsulated in this symbol of development of the downtrodden.



# The Logo

## The Circle



O The Circle On the one hand the circle is a symbol of the rising Sun - a sign of rejuvenation, growth and enlightenment. Its light will illuminate the universe and its warmth will nurture life on earth. On the other, it represents the human head, the seat of all great thinking, creativity and development.

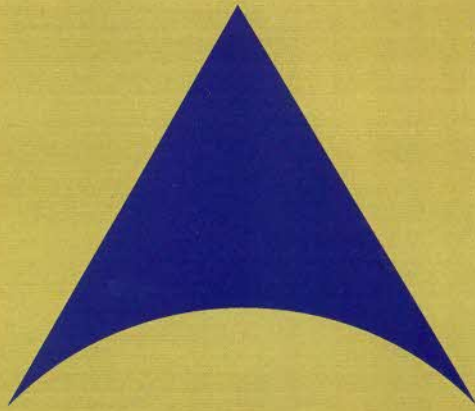
## The Circle and Arch



The Circle and Arch Representing the human element of the logo, taken together, the circle and the arch are symbols that graphically denote the class of people, neglected in the past, but who form the backbone of this great Democracy that is India.

This entire unit has been developed to denote shelter, creativity, growth, development and high ideals that will enable progress for those who so richly deserve it - The downtrodden groups in society

# Colours



The base colour is dark blue, that is formed by Ambedkar himself. It is the colour of the vast sky that shelters all beings equally.

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*Colour - Cyan 100  
Magenta 100*

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The sun is a yellow / orange, a colour that symbolizes thinking, creativity and development.

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*Colour - Yellow 100  
Magenta 60-0  
Fountain fill (Gradiation)*

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The arch represented in cyan, symbolizing purity of mind and spirit.

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*Colour - Cyan 100*

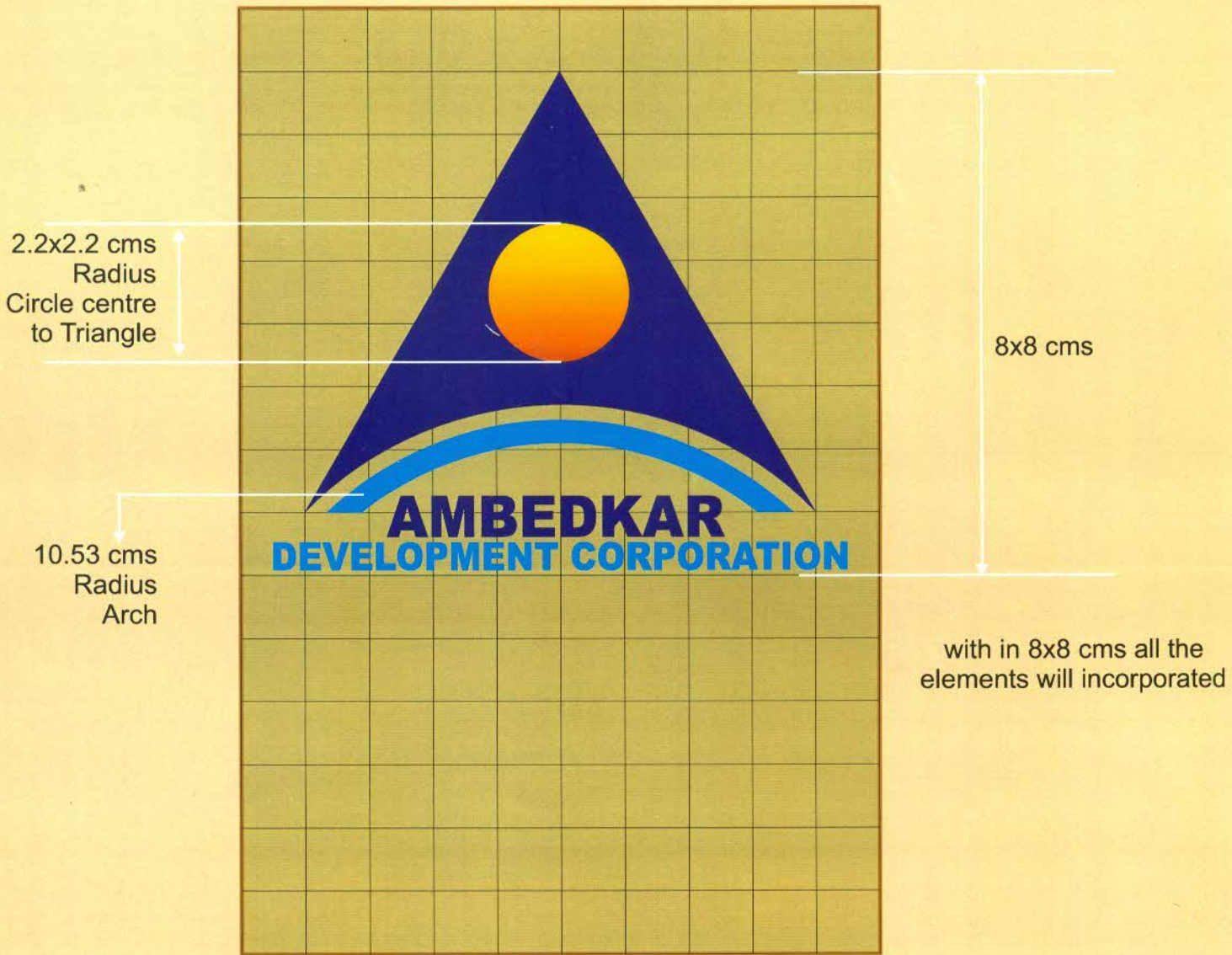
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**AMBEDKAR**  
DEVELOPMENT CORPORATION

*Colour - Cyan 100  
Magenta 100*

*Colour - Cyan 100*

# Technical Details



# Master Logo





# Master Logo B&W

