

# Sporting the colours

**After Hours** unearths the concept behind the **VISUAL SYMBOLS, COLOUR SCHEME** and the **YOUTHFUL IMAGE** of the **GAMES**

**Neha Madaan**

m\_neha@dnaindia.net



→ **Styling the Games:** Amit Sharma, Rochana Deb, Tanya Thomas, Ankita Dalvi & Prashant Agashe



She reveals that the baton is yet another

very strong visual symbol, which has united people from across the country, carrying the ecological theme forward. The thought behind designing the baton was to use materials which do not interfere with the environment. "The baton form symbolises the *tutari*, drawing an analogy with the present day heroes. At the ecological

level, you have the leaves on top. The idea was to make ecological consciousness effective through an event." Also, the baton carries a capsule inside it, which would collect on-route water from each location before it is taken to the next city. "If one knows the story of '*barah gaon ka paani*', one would notice that it refers to a confluence signified through the act of collecting

water from different parts of the country," she enthuses.

The mascot, Jigr, also has a story. Even the punch line, '*Save the tiger, run for their lives*', is part of the Youth Baton Relay. She elucidates, "Our mascot talks

plains, "The branding and

look that we have been working on since the past two years takes into account a broader theme, which is to incorporate the local art and culture into the branding, therefore making it distinct, even while showcasing the local pride. So, we looked at the Warli art form, and how this tribe embraces the idea of environment. We took into account the styling that they do for typical symbols, such as the sapling and trees. Sapling is a metaphor and an obvious symbol of growth and conservation. That is what we took forward as far as the visual communication is concerned."

At the core, CYG's branding involves showcasing eight different colours. "You have orange, which signifies

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growth and conservation; the orange seal form captures Pune's historical background, the mascot Jigr, seems to be the epitome of our ecological culture; while the baton's form and purpose carry the 'green' theme forward.

Rochana Deb, lead design manager-communication design, Elephant Design Studios, ex-



the local pride, there is blue which talks about achievement, for Pune is industrially very active; purple is a very Puneri colour and captures the local culture and beauty, while there is sky blue, which tells us about the

water from different parts of the country," she enthuses.

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