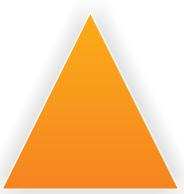


**Amrapali**  
Art Foundation

Logo Concept

## Inspiration & Incorporate Graphics Process



+



+



+



Triangle

Triangle graphic  
represents  
growth of profit  
& precise direction

Simplification "A"

(A for Amrapali)

Arrow

Arrow represents  
focus  
&  
Simplification of  
compass graphic

Pencil

Pencil represents  
creativity  
& art

Option 1



Hidden "A" + Arrow (Way to success) + Triangle

Option 2



A + Arrow (Growth) + Flexible Molding

Option 3



A + Simplification Compass (The Elements of Planning and Drawing) + Arrow + Richness

Option 4



Simplification “A” + Arrow (Way to success) + Flexible Molding + incorporate in typo

Option 5



“A” + Arrow + Hidden pencil

## Option 6



Triangle + "A" + Arrow (Way to success) + Compass (The Elements of Planning and Drawing)