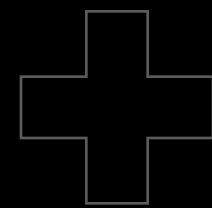


# THE RV GARUDAS





# THE IDEA



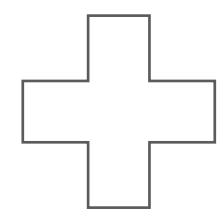
To unify students, faculty and alumni under a single identity. An identity that can be used across all platforms, offline and online, to demonstrate the ideals and principles of RV Educational Institutions (RVEI).

An identity that RV'ians can relate to and remember with fond memories of their time spent as scholars and academicians.

An identity that can be represented through a mascot.



# SIGNIFICANCE



RVEI becomes relatable when its identity becomes relatable. A mascot helps the audience connect with the spirit of RVEI, as individuals and as a community of changemakers.

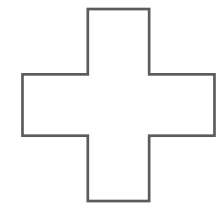
Beyond the ethos, the mascot also expands marketing and branding opportunities. It simplifies communication through marketing and merchandising, making it more appealing and engaging.

Overall, a mascot increases recognition for RVEI with a very distinct personality that audiences can identify amongst other competitors, thus increasing brand recall.



# CONCEPT

An identity inspired by the commanding presence of Lord Garuda, who is revered as a source of courage, determination & power. The mascot had to be looked upon as a force of spirit through a visual approach that conveys confidence & passion.



# PRESENTING THE RV GARUDA

With unwavering determination and an indomitable spirit, the RV Garuda soars high, embodying excellence, resilience & the pursuit of greatness.



# THE CHARACTERS



## **RV Garuda**

The RV Garuda always carries a look of confidence. Donned in red and blue, the mascot serves as a reminder of excellence in academics and athletics. With its wings poised on its waist and eyes set on victory, it symbolises the fearless spirit, determination, and unwavering ambition of every RV'ian.

## **RV Eaglet**

The RV Eaglet is the young RV Garuda, for students in school and PU colleges. It represents the budding potential, curiosity and determination of young minds as they prepare to take flight. It is a symbol of growth and ambition on the field and in the classroom.

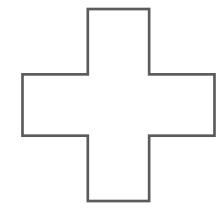
# THE LOGO



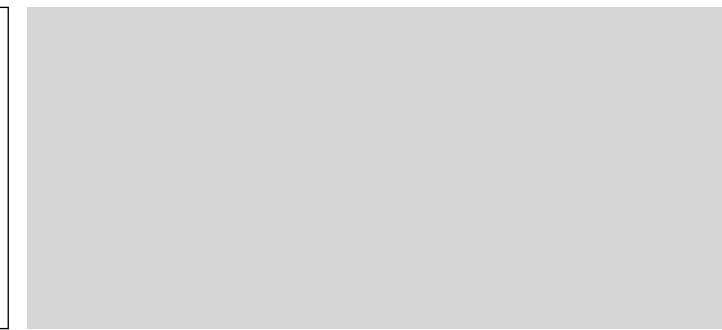
The logo of the RV Garuda is a strong visual identity to help build recognition, foster student spirit and create a sense of belonging among students, alumni, faculty and supporters. Whether on jerseys, banners or promotional materials, the logo serves as a bold representation of RVEI's values along with the mascot itself.

# COLOURS

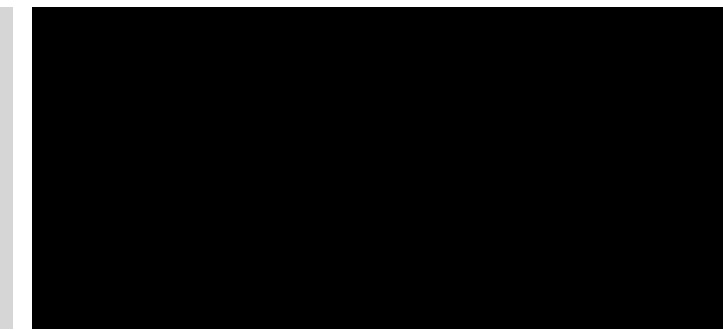
Below are the colour codes for every element of the mascot and they should not be changed for any depiction.



#FFFFFF



#DADADA



#000000



#FAA100



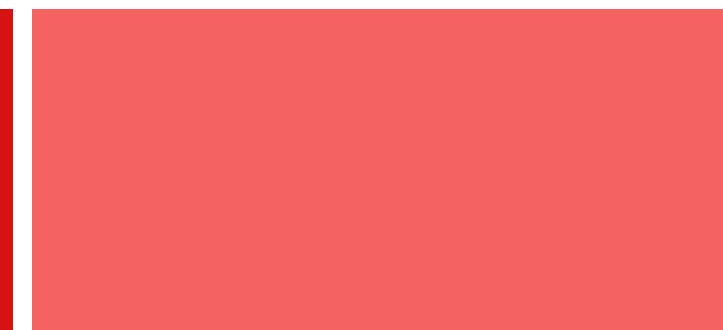
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#9B0505



#DB1212



#F96262



#000714



#001033



#001956



#8D5733

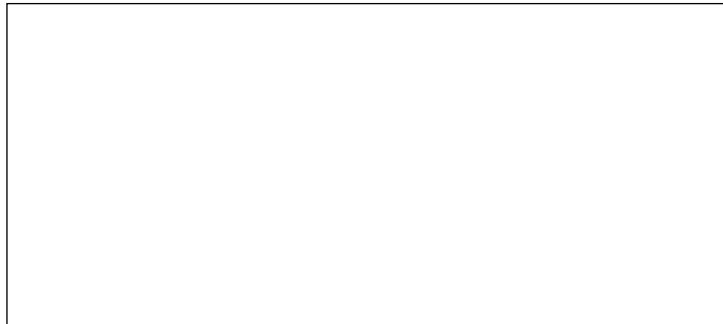
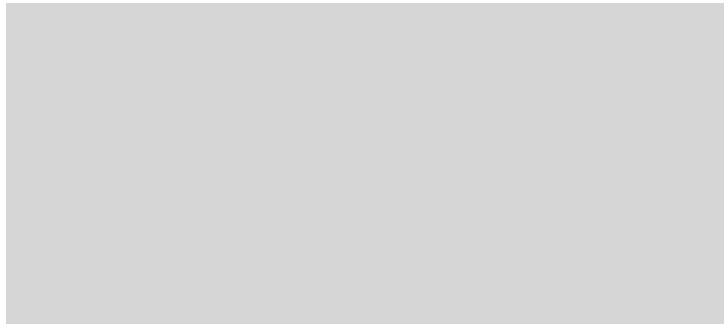
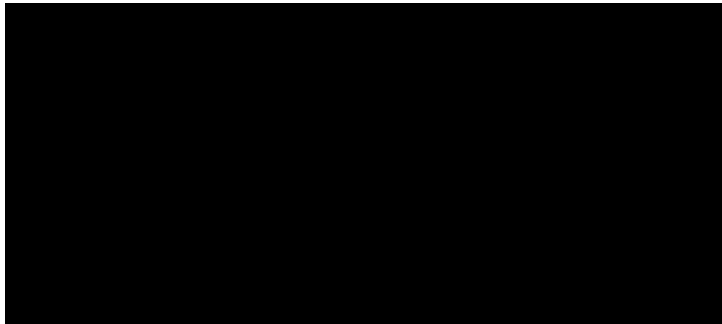










#804823



# COLOURS

Below are the colour codes for every element of the logo and they should not be changed for any depiction.

		
#FFFFFF	#DADADA	#000000
		
#D56200	#FAA100	#FFBF63
		
#FF9600	#FFB300	
		
#FC5100	#C23E00	#6E0C00

# MERCHANDISE

Only the logo can be used for merchandising. The colour of the logo has to be as specified in this book. While the material colour can be chosen based on preference, red, black, and white are the recommended options.

