





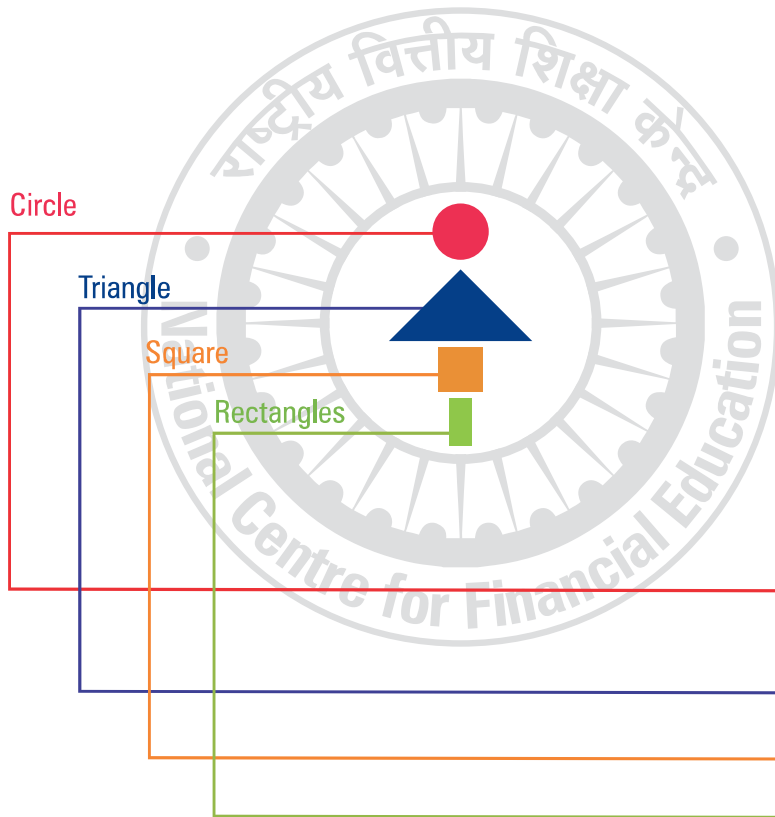
### Brief of NCFE & Design Description

National Centre for Financial Education is also called NCFE which is a Navi Mumbai based organization. NCFE is enhancing skill of financial literacy and make aware of the financial knowledge from the school.

In the logo a human character created by using four fundamental forms like circle, tri-angle, square and rectangle those four forms have been taken from the Indian currency. The human character shows its efficiency to enhance the financial skill and stand up alone for future growth.

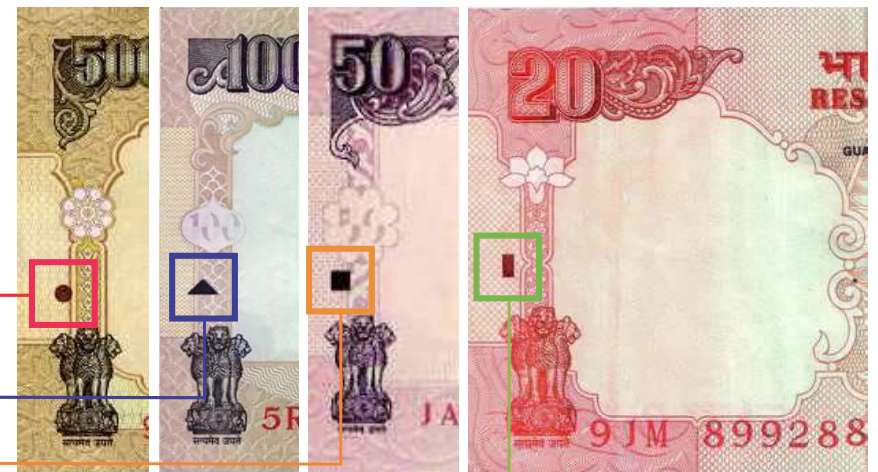
A circle around the human character which is a Ashok Chakra, a symbol of freedom.

# NCFE LOGO INTERPRETATION

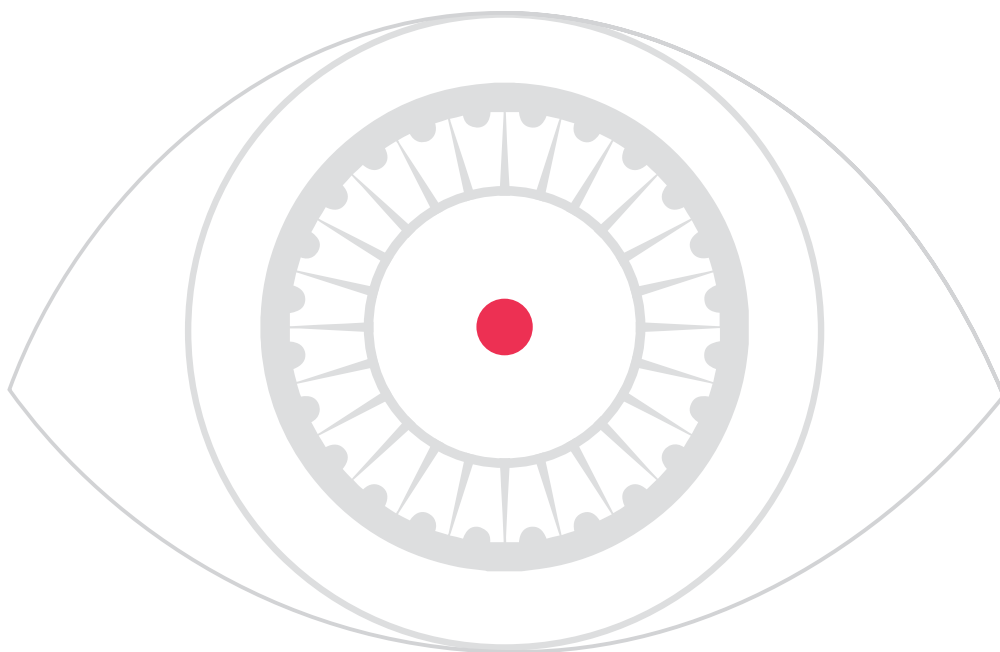


## Concept

Fundamental forms are used for blind man to identify the Indian currency, which are embossed on it, so those could identify easily. In same direction NCFE makes aware of the financial knowledge who are blind of the financial knowledge.



## NCFE LOGO INTERPRETATION



### Concept

Fundamental forms are used for blind man to identify the Indian currency, which are embossed on it, so those could identify easily. In same direction NCFE makes aware of the financial knowledge who are blind of the financial knowledge.

The NCFE logo creates a form of eyeball for theirs vision across India for financial literacy.

## NCFE LOGO INTERPRETATION



### Concept

Ashok Chakra a symbol freedom.

## NCFE LOGO INTERPRETATION



### Concept

Name in Hindi.

## NCFE LOGO INTERPRETATION

---



### Concept

Name in English.



A circle form has been taken from the Indian history of the currency coinage.

## History

### Ancient India Coinage



### Medieval India Coinage



### Mughal Coinage



### Pre-Colonial India & Princely States: Coinage



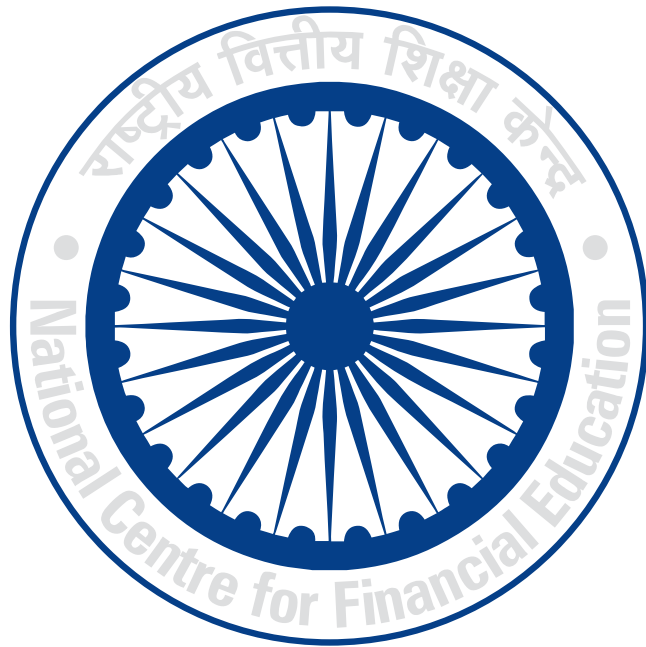
### British India Coinage

### Republic India Coinage





## NCFE LOGO INTERPRETATION



NCFE logo not only incorporates with the Indian economy but also incorporates with Indian culture.



Sun Temple, at Konark, in Odisha, India.



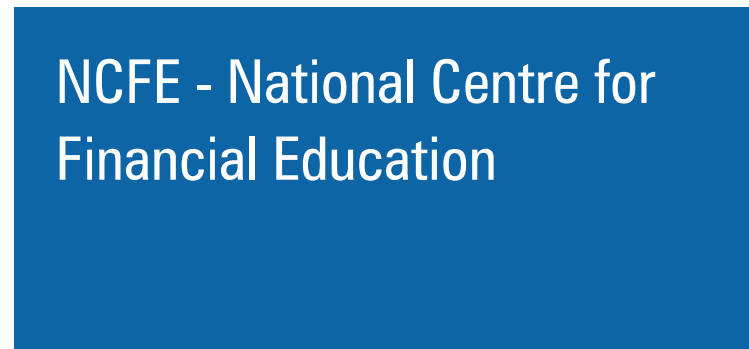
Rani Sipri Mosque, Ahmedabad, in Gujarat, India

## COLOUR & FONT

C : 00	C : 00	C : 100	C : 100	C : 100
M : 100	M : 89	M : 89	M : 67	M : 20
Y : 68	Y : 68	Y : 68	Y : 07	Y : 00
K : 00	K : 00	K : 00	K : 00	K : 00



C : 05	C : 00	C : 89	C : 50	C : 40
M : 53	M : 30	M : 15	M : 00	M : 00
Y : 100	Y : 100	Y : 83	Y : 100	Y : 40
K : 00	K : 00	K : 02	K : 00	K : 00

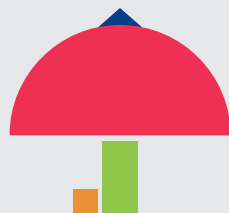


Font - Zurich Cn BT

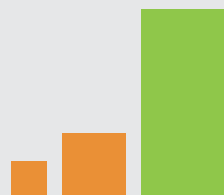
## ICONS FOR NCFE



Banking



Insurance



Securities



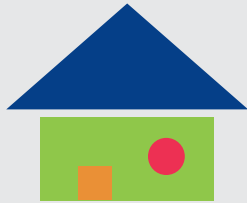
Post Office



Grievance  
Redressal

Few icons created for NCFE those can be used for the above given titles and those forms created by using only FOUR forms of the logo.

## ICONS FOR OTHER SECTORS



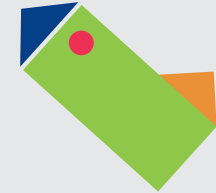
Construction and  
Real Estate



Automobiles



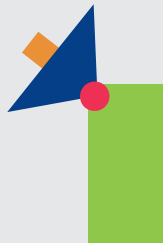
Education and  
Training



Aviation



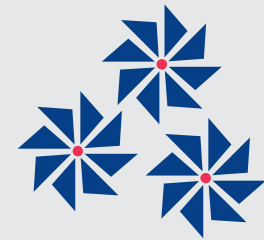
Pharmaceuticals



Telecom



Media and  
Advertising



Agriculture

Orem ipsum dolor sit amet, consectetur adipiscing elit. Aenean commodo ligula eget dolor. Aenean massa. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus. Donec quam felis, ultricies nec.

POSITIVE & NEGATIVE



SINGLE COLOUR



# SIZE REDUCTIONS



4 Cm



3 Cm



2 Cm



1.5 Cm



1 Cm