

Winners for Branding Mysuru Competitions 23!

LOGO & TAGLINE

1st Place - Raghavendra L A

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98863XXXXX



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Our heritage, your destination

MASCOT

1st Place - Aditi Pandit

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97664XXXXX

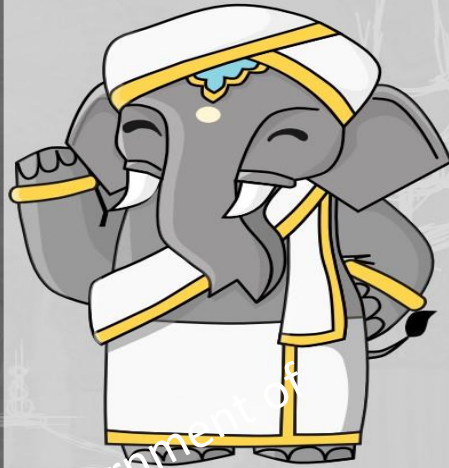
GAJJU THE MASCOT OF MYSURU PACKAGE 2

About the design:

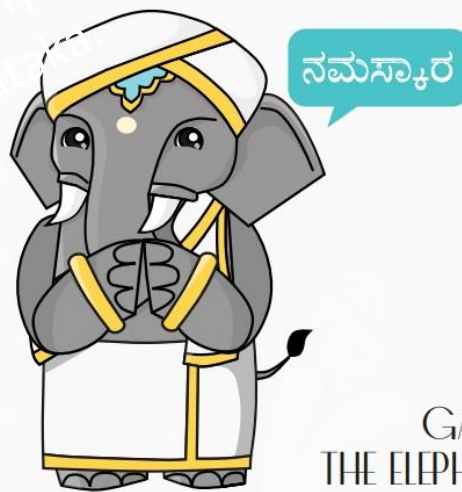
To design a befitting mascot for branding the city of Mysuru, I chose the form of an elephant, named 'Gajju'. Elephant being a gentle giant, an intrinsic part of Mysuru culture, its ecological balance, and omnipresent in the city's events and traditions, became an ideal choice. Elephants are also an integral part of the regional art forms like Kinnal paintings and in festivals like the Dasara processions.

Gajju is shown wearing the traditional dress of Mysuru. The headgear is a turban known as Mysuru Peta worn at auspicious occasions earlier by Wadiyar dynasty and now also by proud people of Mysuru, inviting people from all around the world to experience the richness of this region. The bottom wear is the dhoti or Panche which is the traditional wear of men in Karnataka. The Panche depicts the elegance of Mysuru but also its simplicity as it is worn by one and all. The chandan 'teeka' on Gajju's forehead depicts the wisdom and knowledge, and also represents the iconic sandalwood of Mysuru.

The design style is chosen to have a child-like energy and dynamism. Gajju expresses happiness through inviting gestures, welcoming people to come explore Mysuru and experience its rich heritage.



DESIGN PHILOSOPHY



GAJJU
THE ELEPHANT



MASCOT DESIGN

2nd Place - B. Praneeth Aashwinay

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DEEWAN (OPTION 1)



DEEWAN (OPTION 2)

3rd Place - Sayan Pandit

sayanpxxxxxx@gmail.com

87681XXXXX

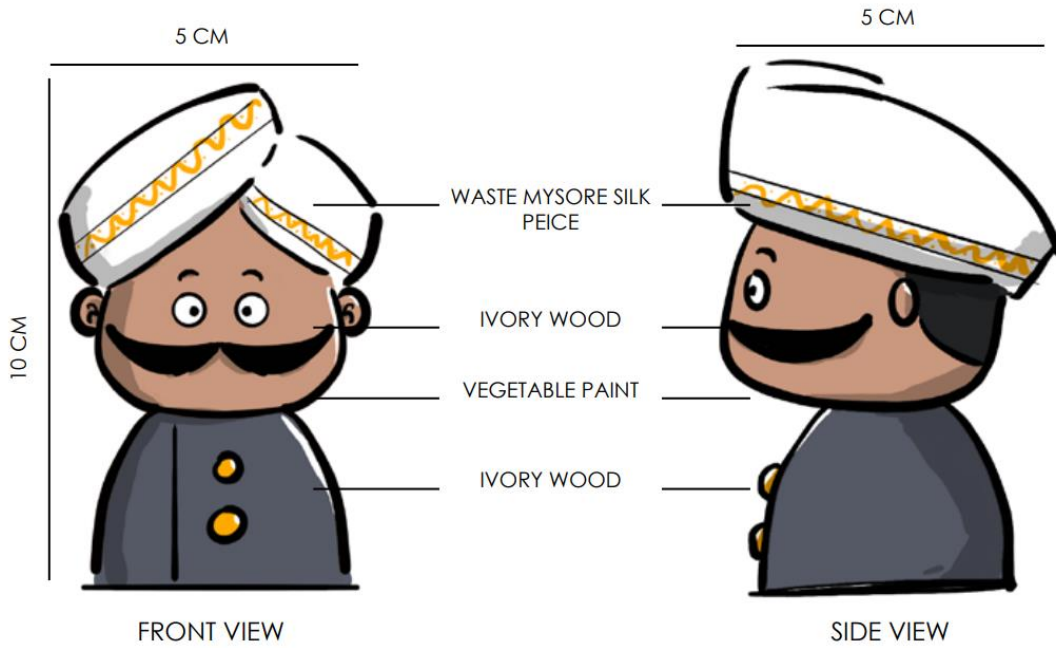


SOUVNEIR

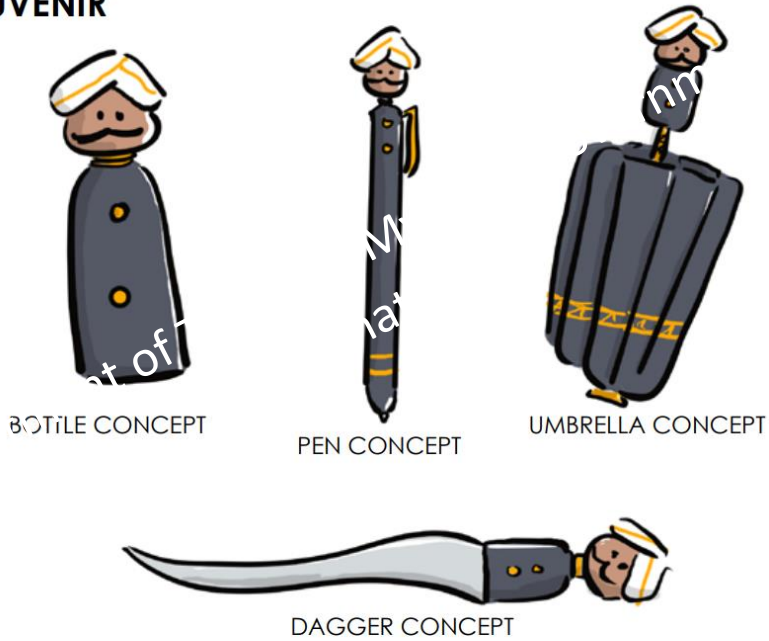
1st Place - B. Praneeth Aashwinay

aashxxxxx@gmail.com

91649XXXXX



03 SOUVENIR



PACKAGE 3: SOUVENIR

As a part of package 3, I have designed a souvenir which is a work of rosewood inlay at Mysuru. I have taken the reference picture from ibef.org website and I have uploaded the picture below. I have mentioned the materials used for this work and this is one of the famous artisan works in Mysuru. This work is in the shape of Mysuru district in Karnataka map. Each step of making rosewood inlay involves an artisan who is an expert in that field so that there are no compromises in the quality and the design of the products. This starts with procuring desired materials first. The woods are then cut in the desired shape and followed by proper seasoning. Once it is done, the final set of designs is made on them. Once this is completed, the final tasks involve putting color, chiseling, and filling up portions with charcoal.





DEVI

BLOG

1st Place - Sindhu S Shastry sindhxxxxxxx@gmail.com 81977XXXXX

"Discover Mysuru: Where the Past Paints the Present"

2nd Place - Meghana Bhasakara archana.bhaxxxxxx@gmail.com

"Rendezvous with Mysuru"

3rd Place - S M.Meenakshi smmeenxxxxxxx@gmail.com 98864XXXXX

"MYSURU is a Multi faceted,Multi cultural and Multidimensional city"