

RANK

INFRATEL

PVT.

LTD

Identity

Design Unit Process

Key visuals : Exploring forms : Spine

It is the backbone of the body, just like Rank
Infratel is the back bone of business





Key visuals : Exploring forms : Leaves

The leaves have a midrif just like the spine
in human body and Rank nfratel in Business

A detailed, grayscale close-up of a leaf's venation system. The image shows a central midrib with a network of secondary veins branching off it, and a further network of tertiary veins filling the leaflets. The veins are dark against a lighter, textured background of the leaf's surface.

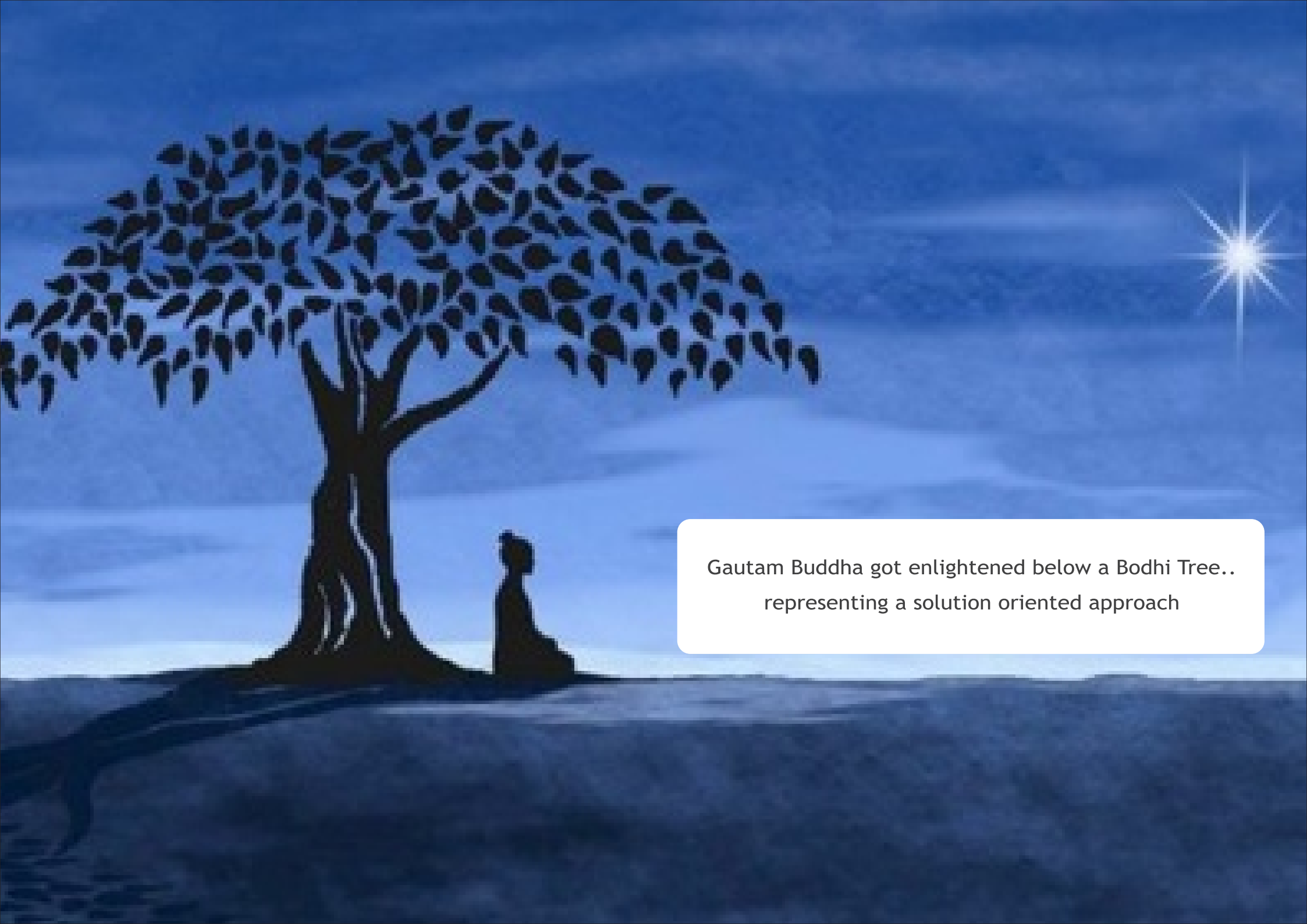
Key visuals - We choose “The Leaf”

It has a network in addition compared to the Spine. The midrib of the leaf is the central support system of the leaf and it also has a network just like Rank Infratel which is the backbone and has network

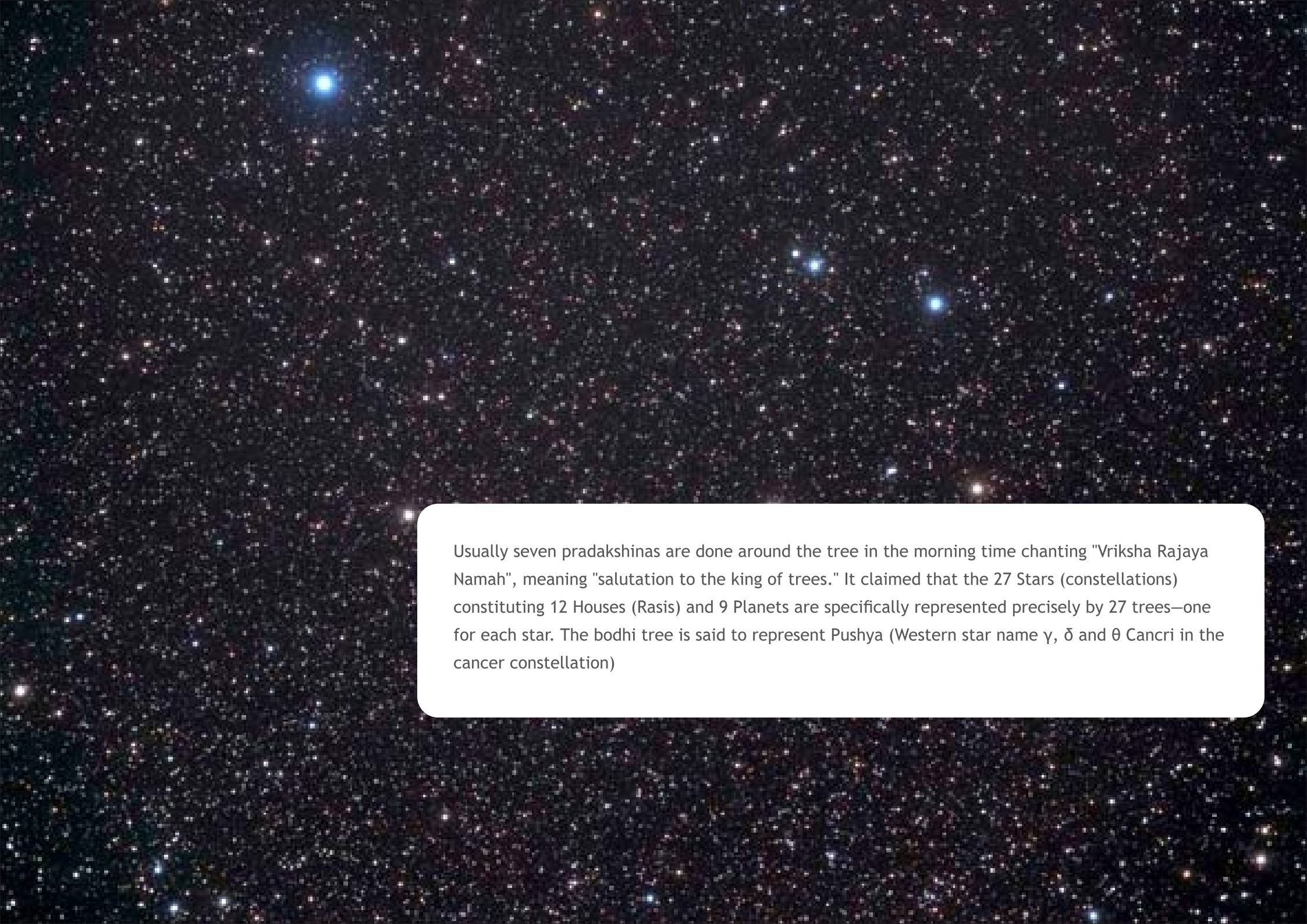


Key visuals - “The Leaf” - Peepal

In leaf we choose “Peepal” as it is also called as the “BO” Tree. The word Bo comes from the Sanskrit word “Bodhi” which means the enlightened or the wise. Thus representing the **wisest** among all the other networks !



Gautam Buddha got enlightened below a Bodhi Tree..
representing a solution oriented approach

A background image of a starry night sky with numerous stars of varying colors and sizes. A white rounded rectangular text box is positioned in the lower right quadrant of the image.

Usually seven pradakshinas are done around the tree in the morning time chanting "Vriksha Rajaya Namah", meaning "salutation to the king of trees." It claimed that the 27 Stars (constellations) constituting 12 Houses (Rasis) and 9 Planets are specifically represented precisely by 27 trees—one for each star. The bodhi tree is said to represent Pushya (Western star name γ , δ and θ Cancri in the cancer constellation)

Key visuals : Exploring forms : Leaves



Giving it a technical edge

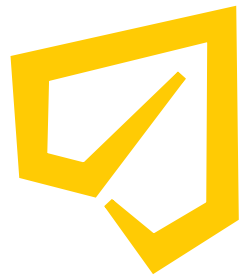
Aligning the right font and compose



Position of the leaf adjusted to show an upward arch of progress



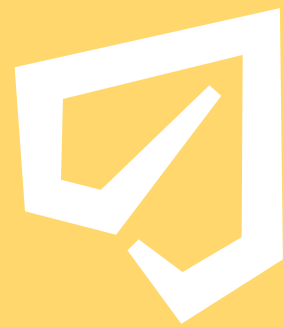
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