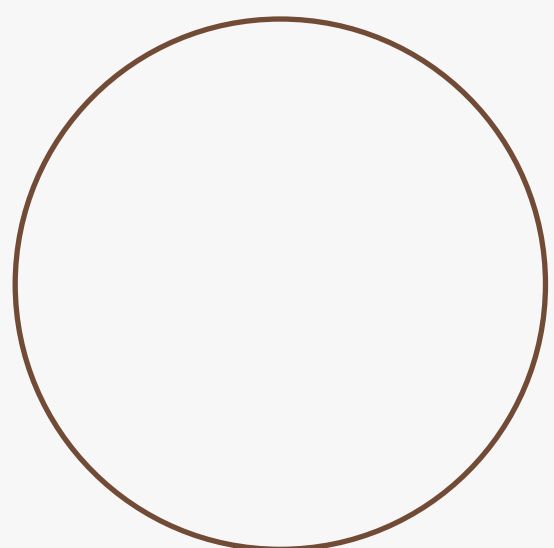




Chandelao Garh

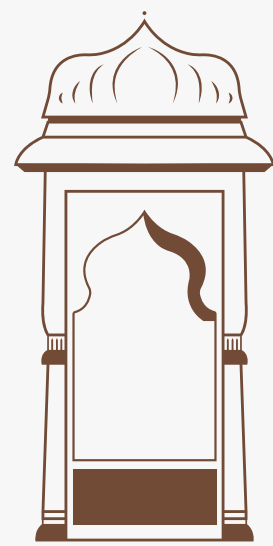
JODHPUR
EST. 1744

1. Logo Construction



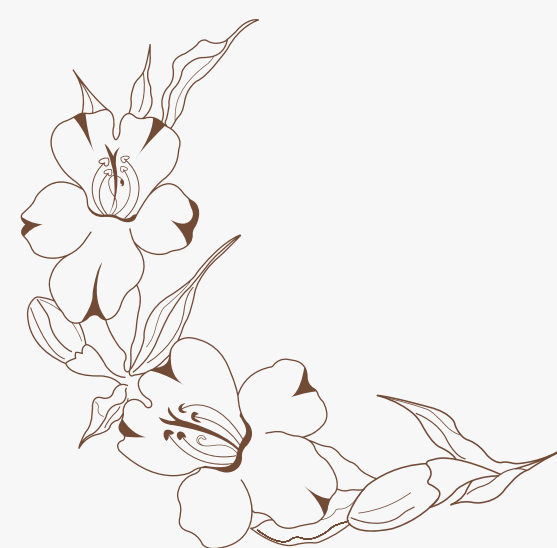
The Sun

+



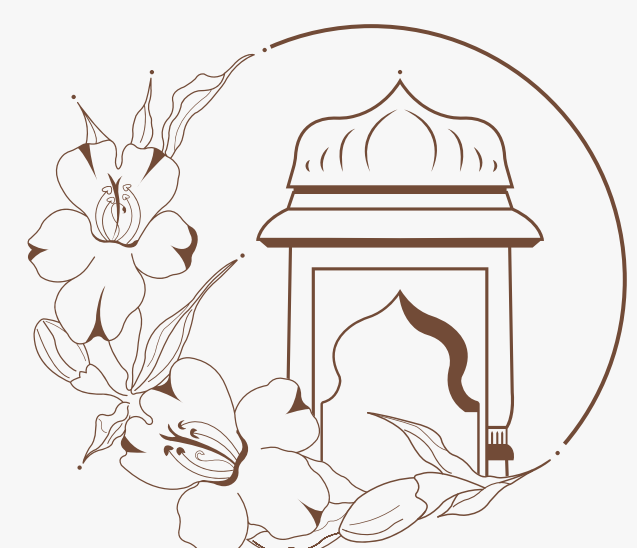
Window in Chandelao Garh

+



Rohida Flower Wreath

=



The Logo

2d2d2d

724b37

e3dfd3

c9bca9

5c5545

2. Conceptualization



The Logo for Chandelao Garh is constructed with its Majestic window as a glimpse into the resort's architectural splendour. The intricate Rohida flower wreath is woven around the window to represent the lush greenery & vibrant flora that adorns the place. Finally, the circular frame, metaphors of the Sun, and the Suryavanshis signify the warm hospitality and royal heritage - inviting guests to experience a unique blend of royal luxury and ecological consciousness.

3. Logo Board



Primary Logo



Secondary Logo

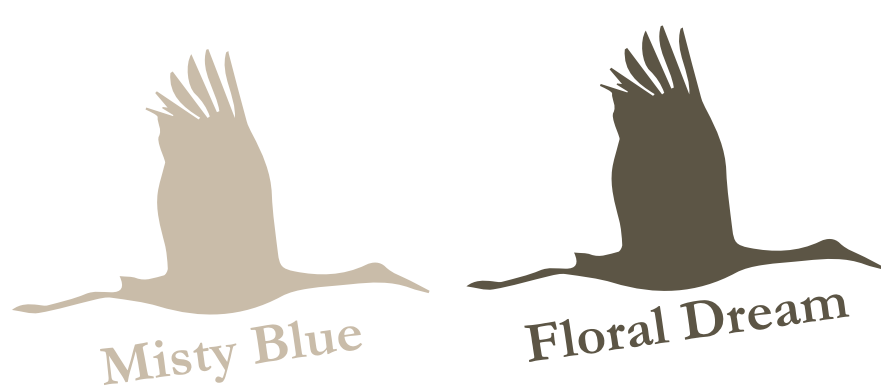


Brandmark

4. Color Palette

The primary colors, Desert Dusk, Sandstone Glow, and Camel Trail, embody the timeless charm of Chandelao Garh's majestic architecture and its deep connection to the surrounding desert landscape. The supporting colors, Silk Sand and Vintage Ivory, highlight the resort's serene, elegant ambiance, offering a subtle nod to its heritage and ecological consciousness.

Primary Colors



Misty Blue

Floral Dream



Desert Dusk



Sandstone Glow



Silk Sand

Supporting Colors