

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH

**TOURISM & CULTURE DEPARTMENT
CIVIL SECRETARIAT, LEH, UT LADAKH**

Telephone: 01982-255786

Email: comsecytourismutl@gmail.com

Subject: Suggestions for Improvement /Amendment of the Ladakh Tourism Logo.

NOTICE

It is hereby informed that the Department of Tourism, UT of Ladakh hereby places the Ladakh Tourism Logo in public domain for inviting suggestions for improvement and amendment of the LOGO.

Suggestions, if any are invited within a period of 30 days from the date of publication of the notice on the official website of the Administration of Union Territory of Ladakh (ladakh.nic.in) and official websites of Leh District (leh.nic.in) and Kargil District (kargil.nic.in).

Suggestions may be sent by e-mail at comsecytourismutl@gmail.com or by post to the following address: Muhammad Ali Tak, Under Secretary/OSD, Tourism and Culture Department, UT Secretariat Ladakh, Leh- 194101.

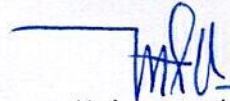
Sd/-
(K. Mehboob Ali Khan) IRS
Secretary,
Tourism and Culture,
UT Ladakh

No.: LA (Trm)(PDG)/UTL/2023(18)/05-09

Dated: 03.04.2023

Copy to the:

1. Secretary to the Hon'ble Lieutenant Governor, Ladakh for kind information of the Hon'ble LG.
2. Director, Tourism Department, Ladakh for information and necessary action.
3. Technical Director, NIC for uploading the notice along with the Ladakh Tourism Logo in public domain on the official website of the Administration of Union Territory of Ladakh and official websites of Leh District and Kargil District.
4. Private Secretary to the Advisor to the Hon'ble LG, Ladakh for kind information of the Advisor.
5. Office File.


Muhammad Ali Tak, 03.04.23
Under Secretary/OSD,
Tourism & Culture Department
UT Ladakh

1. Logotype

The brand identity with the conceptualised mark is rooted in LA-DAKH. La means a mountain pass, and Dakh translates to many in the local language. And that's the literal meaning of Ladakh, the land of many passes.

2. Symbol

Ladakh is renowned for its remote mountain beauty but at the same time holds a deeper essence to its rich cultural diversity, heritage and its people, and the logo is the quintessence of Ladakh as whole. Using the three elements,

3. The endless knot (an important cultural symbol),
4. The apricot bloom (Ladakh region grows most of India's apricots) and
5. The key design (most common architectural element).

All three elements when placed together, showcase the mountains, the element which binds the region.

Color Symbolism

- Yellow of the Infinity Knot represents the culture/religion, happiness and positivity.
- Blue of the Apricot Bloom represents the flora, and the freedom that one feels whilst visiting Ladakh.
- Green of the Key Design represents the architecture and the connection of the region to nature.