



संघराज्यप्रशासन, लद्दाख
पर्यटन एवं संस्कृति विभाग
संघराज्यसचिवालय, लेह, लद्दाख

THE ADMINISTRATION OF UNION TERRITORY OF LADAKH
DEPARTMENT OF TOURISM & CULTURE
UT SECRETARIAT, LADAKH

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NOTICE

Subject: Invitation for 'Marking/Public Scoring' on 5 Shortlisted Logos for Ladakh Tourism.

In pursuance of the initiative to select an amended/revised 'Logo' for Ladakh Tourism, and in continuation of the selection process, the Department of Tourism, Administration of Union Territory of Ladakh hereby invites all residents of Ladakh aged 15 and above to actively participate in the process of allotting 'Marks'/assigning a 'score' to the 5 shortlisted logos for the Ladakh Tourism. The following are the terms & conditions.

Marking/Scoring Guidelines:

1. **Eligibility:** Only residents of Ladakh, who are at least 15 years old, are eligible to participate in this evaluation process.
2. **Submission of details for verification:** As part of the evaluation process, participants are required to enter their details to prove their status of residence (residents of Ladakh only) and their age. This can be done by uploading a scanned copy of their Aadhaar Card, Ladakh Resident Certificate (LRC), Voter ID, or any other Government ID proving age and residence. The personal information will be kept confidential and used solely for verification purposes, and shall not be used for any other purpose without consent of the concerned person.
3. **Scoring Process:**
 - 3.1. **Accessing the Marking/Scoring Form and Reading Instructions:** Participants shall access the 'Marking/Scoring Form' using the provided link and read all instructions and guidelines before proceeding to allot marks/score.
Link: <https://forms.gle/JoooPoX7Vy5v7Gt59>.
 - 3.2. **Initial Registration with Participant Details:** Prior to scoring, participants shall complete initial registration formalities by providing their details as required. This step ensures accurate and verified data collection.
 - 3.3. **Logo Description:** Each logo option is accompanied by a description box that explains the vision of the designer behind the logo. Participants are encouraged to review and understand this vision while evaluating the logos.
 - 3.4. **Assigning Scores to Logo Options:** Participants are requested to allot marks/assign a score ranging from 0 (lowest) to 10 (highest) to each logo option based on their evaluation.
 - 3.5. **Clarification on Logo Sequence:** It is important to note that the sequence of logos presented in this form does not represent the rank, priority, or score of the logos. The order is for presentation purposes only.


25.09.23

4. **Single Evaluation per Individual:** Each individual is permitted only one evaluation. In case multiple submissions are identified from a single source using contact numbers, email addresses, or government IDs, all evaluations from that source will be cancelled.
5. **Marking/Scoring Timeline:** The marking/scoring process will be open for a duration of **10 days**, commencing from **26th September to 5th October, 2023**.
6. **Annexure:** For a comprehensive view of the shortlisted logos, please refer to the Annexure appended to this communication.
7. **Background on the Selection of top 5 Logos:** The top 5 logos presented for evaluation were meticulously chosen through a collaborative effort. A dedicated 'Logo Committee' comprising of local stakeholders, union & association leaders from the tourism industry, artists, and leading graphic designers from Leh and Kargil was formed, as recommended by the Ladakh Autonomous Hill Development Council (LAHDC), Leh and Kargil. This committee reviewed and shortlisted the top 5 logo suggestions from a pool of 246 entries received from the residents of Ladakh.

Issued with the approval of Commissioner/Secretary, Tourism & Culture Department, UT of Ladakh.



(मुहम्मदअलीटाक)/(Muhammad Ali Tak)

25.09.23

अवरसचिव/ओएसडी/Under Secretary/OSD,

पर्यटनएवंसंस्कृतिविभाग/ Tourism & Culture Department,
संघराज्यलद्दाख/ UT Ladakh

No.: Secy(Trm)(Logo)(30)/UTL/2023/ **3287-97**

Dated: **25.09.2023**

Copy to the:

1. Director, Tourism Department, Ladakh/ Convener Logo Selection Committee for information.
2. Technical Director, NIC, Ladakh for uploading on the official websites of UT Ladakh and Leh & Kargil districts.
3. Joint Director, Information & Public Relations Department, Ladakh for wide publicity through electronic, print and social media.
4. OSD to the Hon'ble Lieutenant Governor, Ladakh for kind information of the Hon'ble LG.
5. Private Secretary to Advisor to Hon'ble LG, Ladakh for kind information of the Advisor.
6. Private Secretary to the Hon'ble Chairman/Chief Executive Councillor, LAHDC, Leh/Kargil for kind information of the Hon'ble CECs.
7. PA to the Commissioner/ Secretary, Tourism and Culture Department, UT Ladakh for kind information of the Commissioner/Secretary.
8. Office File.

Annexure

Logo Option 1

LOGO CONCEPT

FORM
FACTOR



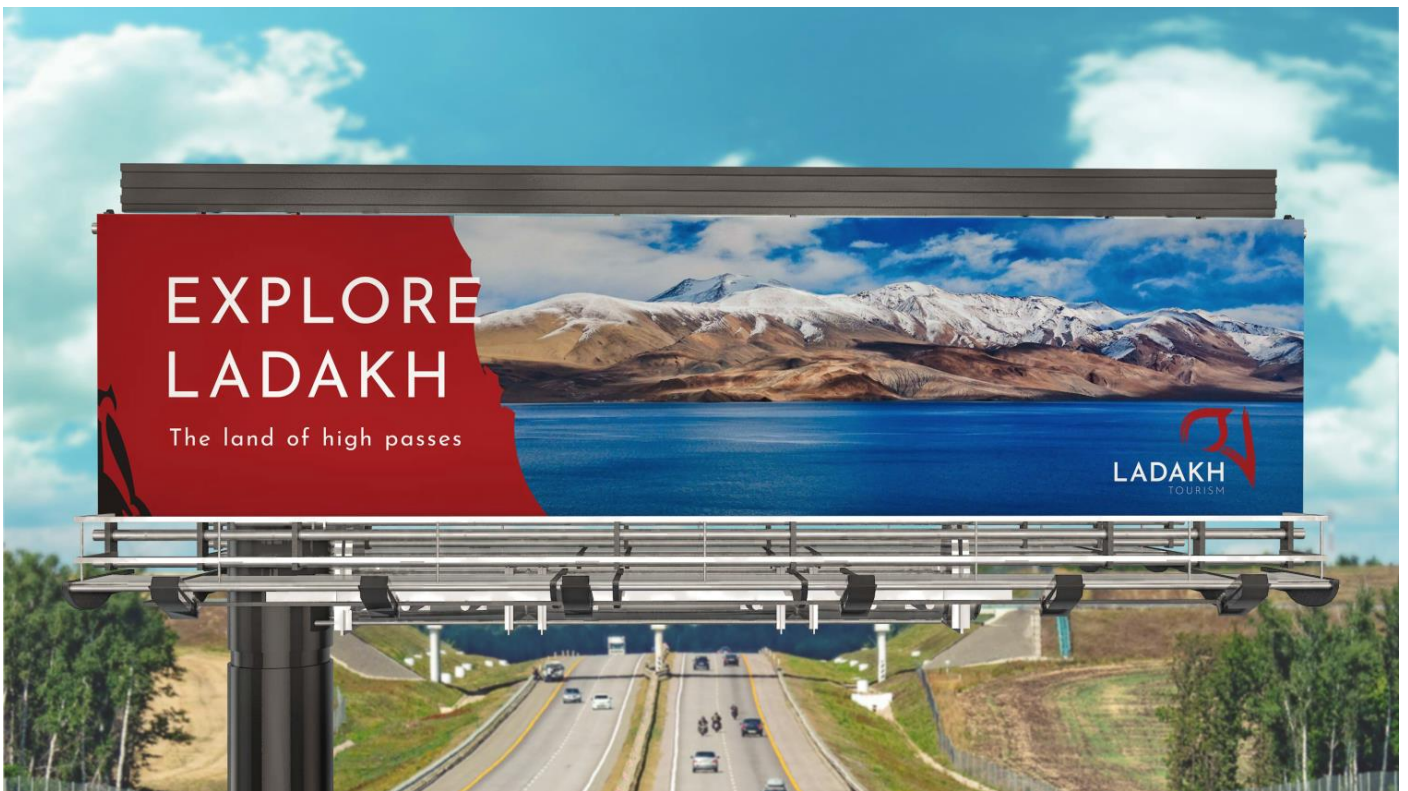
'LA' in Ladakhi

Inspired from the Ladakhi language, viz, Bhoti. We take the letter 'la' as a singular iconography to represent Ladakh tourism.

The colour is representational to Ladakhi culture and the brush stroke accentuates the unique geological visual of Ladakh landscape and serves as an organic reminder to its topography and culture. The simple and minimalistic symbolisation is very modern yet rooted in culture that evokes a sense of warmth and simplicity.









Logo Option 2

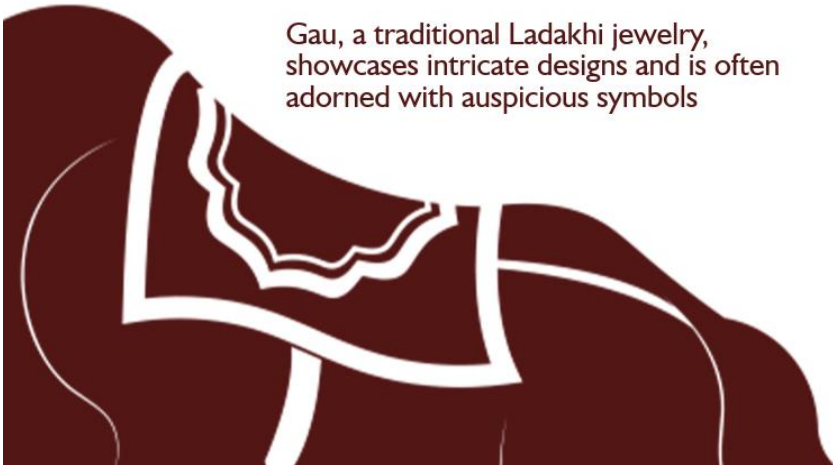




Yaks have deep cultural significance in the lives of Ladakhi people. They are often featured in traditional festivals, ceremonies, and celebrations. The Ladakhi people have a strong bond with yaks and consider them a symbol of prosperity, strength, and resilience. Yak-related customs, songs, and dances are an integral part of Ladakhi culture and heritage.



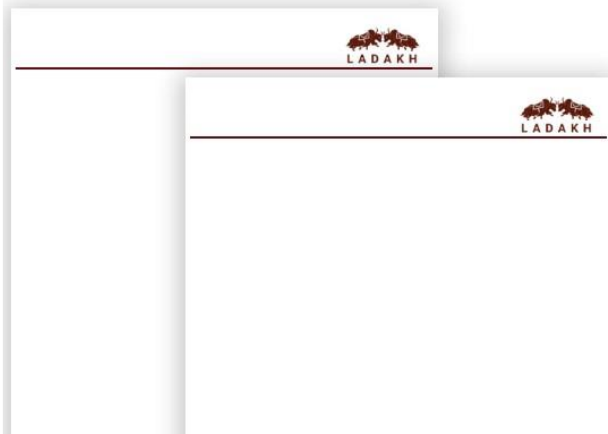
Gau, a traditional Ladakhi jewelry, showcases intricate designs and is often adorned with auspicious symbols





5b1c0f
(Red Brown)

"Red-brown" to symbolize the Ladakh costume known as "Goncha," which is worn by Ladakhi individuals during celebratory as well as somber occasions. The Goncha holds significant cultural importance and is donned by Ladakhi individuals across various regions in Ladakh to commemorate joyous moments and solemn events alike. By choosing the color "Red-brown," I aim to capture the essence and significance of this traditional garment in a refined and formal manner.



Logo Option 3



The two snow clad mountains represent the two district of Leh and Kargil, which are joined together by a knot in the center. The joining to these two mountains stands for unity between the two districts. Similarly, the two floating of clouds above the mountains also represent the two districts of Ladakh. And the clouds are touched with the color of Indian National flag. The outer boundary having three lines in parallels have taken from traditional Ladakhi wooden carvings known as 'Kunga Rawa' meaning pleasrure grove or in its etymology, is somewhat akin to what in English is expressed by the term "pleasance." As Ladakh is often known as land of peace and happiness. The three different colours used in the Kunga Rawa, represent natural elements like sky, earth and fire. As traditionally, blue stands for sky, yellow for earth and red for fire. All these colour signify balance.

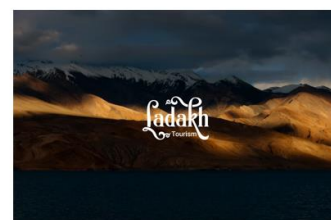
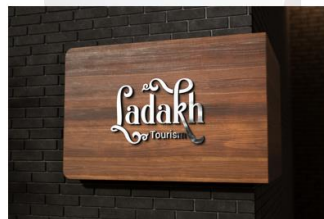


Logo Option 4



Typeface-based Logo

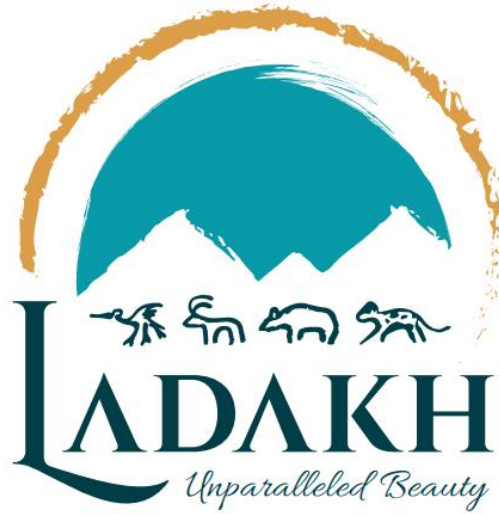
This logo is **Simple & Minimal** in appearance. Simple designs are easier to look at and remember. Most big-brand logos have become so recognizable that you could strip them down to the bare shapes and colors and still identify them. As you incorporate more elements, logos get harder and harder to recall.



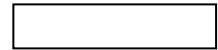
Logo Option 5

LOGO

DEPARTMENT OF TOURISM
Ladakh



Logo features
MINIMAL
CLEAN
NATURAL
BOLD
SENSIBLE
VERSATILE
HAND-DRAWN



DESIGN CONCEPT



Raw & Rugged Graphics

UNIQUE, RUSTY STYLE DESIGN ELEMENTS THAT MIMIC THE NATURE'S IRREGULARITY AND PROVIDE THE VIEWER A SENSE OF RAWNESS AND RUGGED AESTHETICS OF

Ladakh

LADAKH

Unparalleled Beauty

Elegant & Clean Typography

A CONTRASTING COMBINATION OF TWO FONTS, ONE - BOLD AND CLEAN TYPEFACE WITH A DASH OF ELEGANCE

SECOND - ORNAMENTAL AND HANDWRITTEN TYPEFACE WITH A UNIFORM FLOW

THE FONTS RESEMBLE THE RICH CULTURE AND HERITAGE OF

Ladakh

Primary Fonts

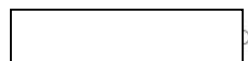
CINZEL

(CUSTOM CUT
ONLY FOR LOGO)

Allura

Secondary Font

Monterrat Regular



COLOR THEORY

Sepia

Earth Yellow

Munsell Blue

Midnight Blue


Champagne

Colors of LADAKH

OUR LAND IS RICH IN ONE OF THE MOST NATURALLY BASIC PAIR OF COMPLEMENTARY COLORS.

IT MADE SO MUCH SENSE TO USE THE AMALGAMATION OF EARTHY TONES PAIRED WITH THE BLUES OF CLEAR SKY & SERENE WATER REPRESENTING THE SHADES OF LADAKHI MOUNTAINS AND LAKES.

ELEMENTS



RUGGED SWIRL

All year long cold desert climate and terrain of Ladakh



CIRCULAR MOUNTAIN SILHOUETTE

Clear sky of Ladakh nestling the snow capped mountains of the great Himalayan ranges.



CUSTOM-MADE PETROGLYPHS

Encompassing the rich history and culture of Ladakh from the earliest signs of civilisation existing in the remotest corners of the Ladakhi landmass. Moreover, these petroglyphs are hand-drawn to signify the major wildlife species which inhabitat the harsh regions of Ladakh.

Black Neck Crane, Ibex, Brown Bear, Snow Leopard in order from left to right.

CUSTOM-MADE GRAPHIC BORDER OR SEPARATOR



VARIATIONS



Main Logo



Main Logo with the original tagline given by The Department of Tourism, UT Ladakh.



All black silhouette



For dark background

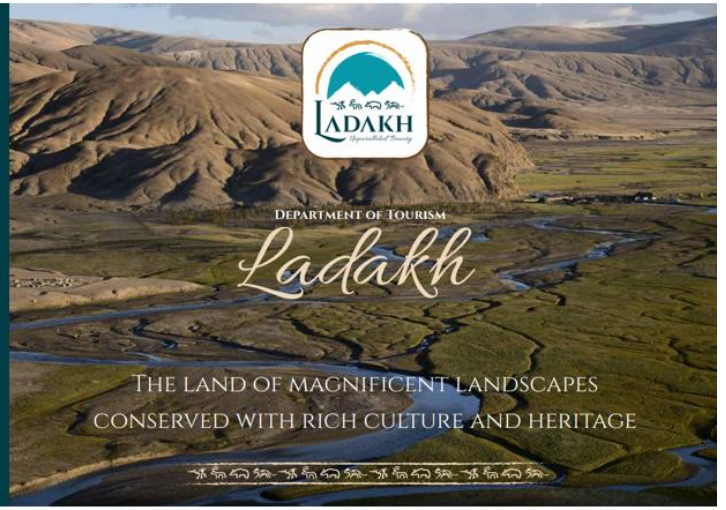


For cluttered backgrounds



All white silhouette

© LIGHTBOX STUDIO





Scoring Form : <https://forms.gle/Jo0oPoX7Vy5v7Gt59>