



DRDO LOGO: A BRAND IDENTITY AND PRIDE

DRDO's pursuit of self-reliance and successful indigenous development and production of strategic systems and platforms such as the Agni and Prithvi series of missiles; Light Combat Aircraft-Tejas; Multi-barrel Rocket Launcher-Pinaka; Air Defence System-Akash; a wide range of radars and electronic warfare systems; etc., have given quantum jump to India's military might, generating effective deterrence and providing crucial leverage.

"Balasya Mulam Vigyanam" is a Sanskrit phrase that means the source of strength is science, which drives the nation in peace and war. DRDO has a firm determination to make the nation strong and self-reliant in terms of science and technology, particularly in the field of military technologies.

Logo as Brand Identity

Brand identity is the collection of all elements that an organisation creates to portray the right image to its consumers. Brand is the perception of the company/organisation in the eyes of the world. The term branding refers to the marketing practice of actively shaping a distinctive brand.

Brand identity is what makes an organisation instantly recognizable to the stakeholders. The audience will associate brand identity with product or service, and that identity is what forges the connection between organisation and stakeholders, builds stakeholder loyalty, and determines how they perceive your brand. A well-built brand identity will effectively communicate a company's personality and its product value to potential customers. A true brand identity for an organisation like DRDO encompasses the entirety from hopes and dreams, from attitudes and actions, from challenges faced and choices made. The world's perception of how these elements collectively work together to meet our national mandate measures the success of DRDO's brand identity.

The logo is a key element to the visual brand identity of an organisation, so it should be designed with careful planning, research, and attention to detail. An

organisation's logo often serves as a visual representation of its vision and mission, and the DRDO logo aims to unifiedly communicate the organisation's core values, goals, and aspirations towards fulfilling the technology requirements of our armed services and government.

DRDO Logo Symbolization

In 2019, the Directorate of Public Interface (DPI), DRDO Hqrs, under the guidance of the Department of Official Language, Ministry of Home Affairs, Govt. of India, redesigned the current DRDO logo. They made it bilingual and added the Hindi abbreviation DRDO on top of the logo. This presaged the directive for embracing Indian symbolism in MoD. The



DRDO logo symbolises the vision of DRDO to empower India with cutting-edge defence technologies and a mission to achieve self-reliance in critical defence technologies and systems while equipping our armed forces with state-of-the-art weapon systems and equipment in accordance with requirements laid down by the three Services. The DRDO logo serves as a visual cornerstone of the organisation's communication strategy, helping to build and promote its brand identity, with each design element carefully crafted to create a cohesive and meaningful representation. The design elements in the DRDO logo and their potential significance are:

- The concentric circles represent the organization's continuous innovation, growth, and progress for the requirements

of the Armed Forces. They signify the development and expansion of DRDO's influence from its humble beginnings, reflecting a sense of forward momentum and transformative leadership.

- The star present on the left side within the blue outer circular ring is a symbol of excellence and testament to the organisation's resolute strides and pathbreaking contributions to the nation, whereas the star on the right side reflects the futuristic aspirations for continuous excellence and innovation.
- The middle circle, with the organisation's name in both Hindi and English, represents the comprehensive 360-degree R&D efforts undertaken by DRDO to empower the Armed Forces and highlights the central role of DRDO in supporting and enhancing India's defence capabilities.
- The inner circle features the prime elements of the logos of the Indian Armed Forces, emphasising the close collaboration and synergistic efforts between DRDO and the Armed Forces.
- The light yellow shade filling the inner circle symbolises liveliness, positivity, DRDO values togetherness, the dynamic nature of its R&D activities, and the collaborative spirit within the organisation.
- DRDO develops weapons for deterrence and peace, not for destruction. The blue colour signifies calmness, peacefulness, and constructive use of technologies.
- The DRDO logo embodies the organisation's commitment to achieving new milestones, transcending the technological horizon, and further signifies DRDO's dedication to building a technologically strong and self-reliant India.

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