Brief of NCFE & Design Description

National Centre for Financial Education is also called NCFE which is a Navi Mumbai based organization. NCFE is enhancing skill of financial literacy and make aware of the financial knowledge from the school.

In the logo a human character created by using four fundamental forms like circle, tri-angle, square and rectangle those four forms have been taken from the Indian currency. The human character shows its efficiency to enhance the financial skill and stand up alone for future growth.

A circle around the human character which is a Ashok Chakra, a symbol of freedom.
Concept

Fundamental forms are used for blind man to identify the Indian currency, which are embossed on it, so those could identify easily. In same direction NCFE makes aware of the financial knowledge who are blind of the financial knowledge.
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The NCFE logo creates a form of eyeball for theirs vision across India for financial literacy.
Concept

Ashok Chakra a symbol of freedom.
Concept
Name in Hindi.
Concept

Name in English.
A circle form has been taken from the Indian history of the currency coinage.
NCFE logo not only incorporates with the Indian economy but also incorporates with Indian culture.

Sun Temple, at Konark, in Odisha, India.

Rani Sipri Mosque, Ahmedabad, in Gujarat, India
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<th>Y</th>
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**COLOUR & FONT**

**NCFE - National Centre for Financial Education**

Font - Zurich Cn BT
Few icons created for NCFE those can be used for the above given titles and those forms created by using only FOUR forms of the logo.
ICONS FOR OTHER SECTORS

Construction and Real Estate
Automobiles
Education and Training
Aviation
Pharmaceuticals
Telecom
Media and Advertising
Agriculture
