



CONNECT

| About

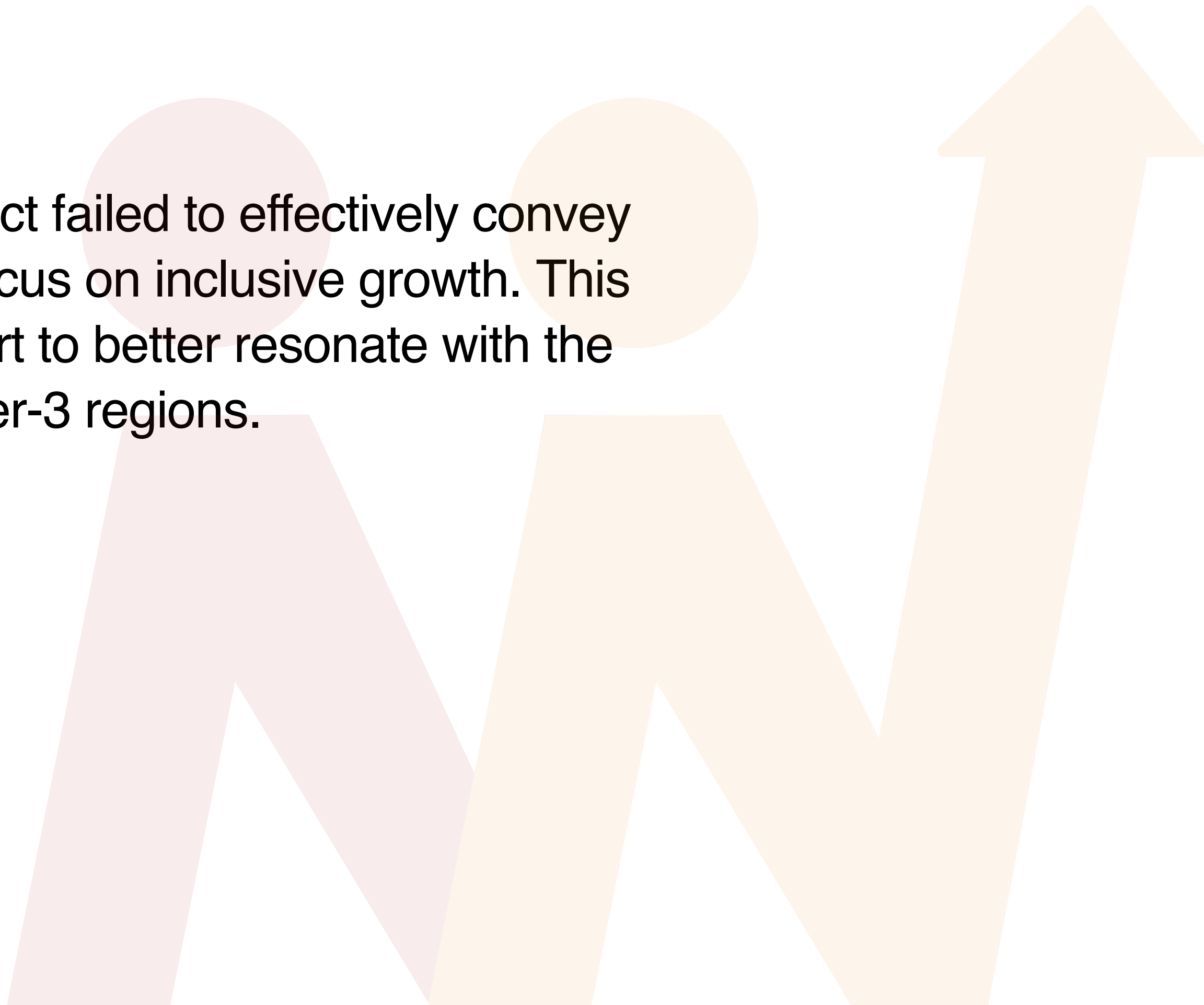
I-connect is an initiative by ICICI Foundation, the Corporate Social Responsibility (CSR) vertical of the ICICI Group. It focuses on human skill development and fosters inclusive growth





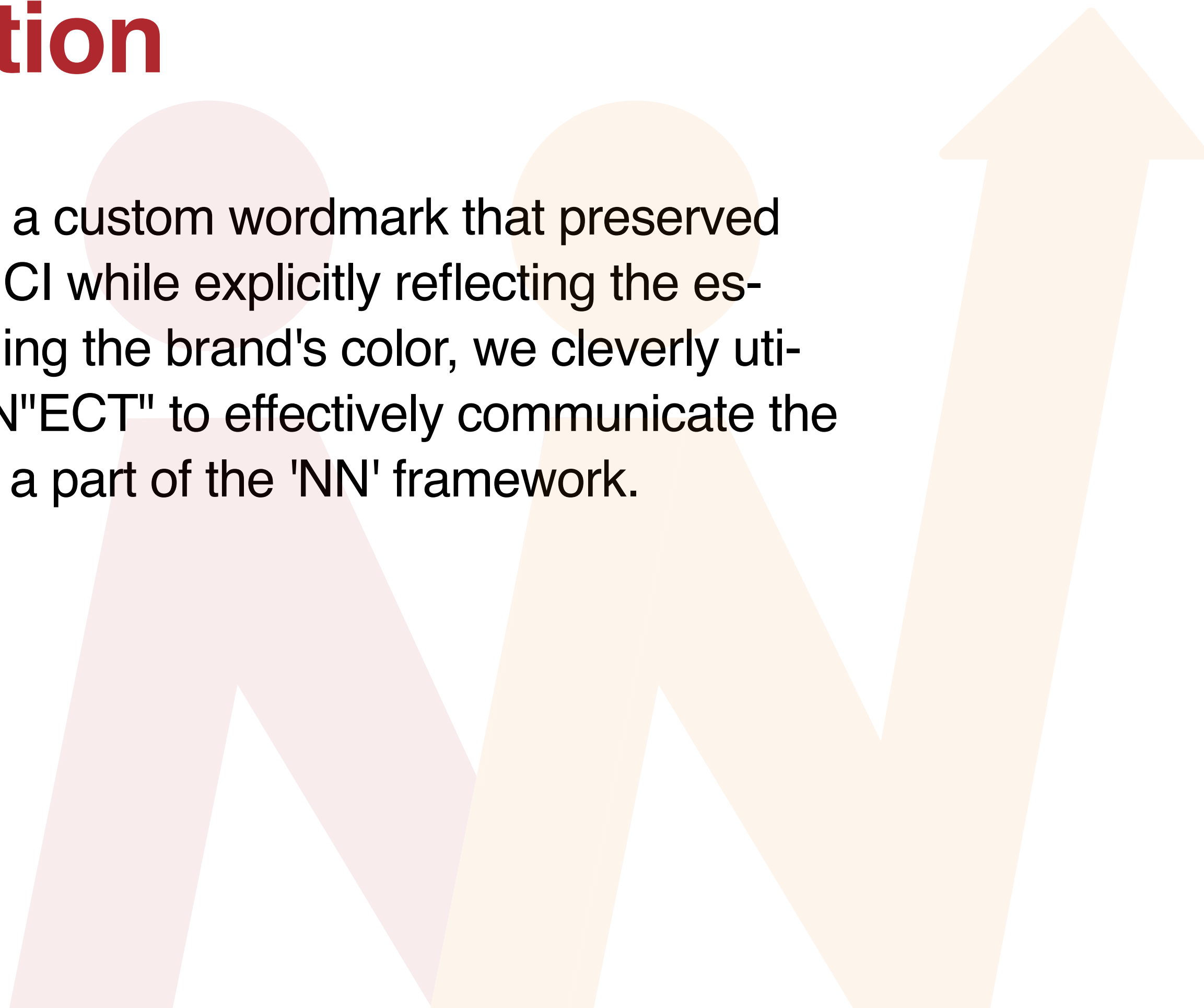
| Problem

The existing identity of I-connect failed to effectively convey the initiative's values and its focus on inclusive growth. This necessitated a rebranding effort to better resonate with the target audience in tier-2 and tier-3 regions.



| Creative Solution

Our approach centered around a custom wordmark that preserved the iconic "i-man" symbol of ICICI while explicitly reflecting the essence of the initiative. By retaining the brand's color, we cleverly utilized the letters "NN" in "CO"NN"ECT" to effectively communicate the brand's core message of being a part of the 'NN' framework.





Logo Breakdown



+



=



i-man symbol of ICICI

| Logo Construction



| Typography

Aa

Montserrat ExtraBold Italic

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#%&\$

Montserrat Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789!#%&\$

Brand Colors

Hex Code: #0A469E

R: 10 C: 100%

G: 70 M: 83%

B: 158 Y: 3%

K: 0%

Hex Code: #1CDEDE

R: 28 C: 60%

G: 222 M: 0%

B: 222 Y: 22%

K: 0%

Hex Code: #1CDEDE

R: 28 C: 60%

G: 222 M: 0%

B: 222 Y: 22%

K: 0%



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| Impact

The revamped identity successfully addressed the communication challenges across all touchpoints, allowing I-connect to connect more profoundly with its audience. The new brand image positioned it as a dedicated educational program promoting inclusive growth under the ICICI Foundation. This enhanced clarity and resonance helped I-connect expand its reach, making a positive impact on human skill development in tier-2 and tier-3 regions, and further contributing to fostering inclusive growth in communities.