



# HARIT SETU



Sunrise / Hope



Freedom



Wellness



Greens / Prosperity



Feel Good

#### Logo concept

While Harit Setu is an infra project, its purpose is to make the citizens' last-mile commute a happier, safer and easier experience. This will be achieved through a combination of spaces that will shape the pathways/walkways and their immediate neighbourhood. The identity captures this liveliness, safety & security and a sense of community that the Harit Setu will foster.

The symbol shows how Harit Setu will give safe, vibrant enclosures for people to commute, while the font brings out the playfulness and happiness that the project will deliver for the people.

#### Primary Font

THANKSGIVING JOY

#### Secondary Font

Anek Devanagari

ExtraLight  
Regular

**Bold**  
**ExtraBold**

abcdefghijklmnopqrstuvwxyz  
ABCDEFGHIJKLMNOPQRSTUVWXYZ

#### Brand Colour

#72bf44

#000000



# HARIT SETU



Walking Track



Cycling Track



Dustbin



Bike Parking



No Parking



Car Parking

हरित सेतु

Path for your healthier life

