



Human Body

The negative space and top arc subtly suggest a person with arms open – an abstract form placing people at the heart of the initiative. It conveys inclusivity, empowerment, and community involvement.



Pathway at the Core

The three vertical lines at the center represent structured movement – a walking or cycling path symbolizing the “Setu” (bridge). It reflects the brand’s core focus on active mobility and safe, connected journeys.



Nature on Both Sides

The curved leaf shapes flanking the path stand for green corridors, tree canopies, and ecological harmony. Their internal lines mimic both leaf veins and urban pathways, blending nature with planning.



Circular

The full circular form encloses the elements, creating a sense of safety, completeness, and systemic cohesion. It represents how Harit Setu unites people, nature, and infrastructure under one connected vision.

