



# Dehra Hiker



# GRADUATION PROJECT

## VISUAL COMMUNICATION (MASTER OF DESIGN)

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Vol. 1 of 1

Project Title:

**DEHRA HIKERS- A hiking company(Branding and promotion)+ Guild Book**

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Name:

**SOUMYA SHARMA**

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Project Mentor:

**SAMBIT KUMAR PRADHAN**

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**2020**



The Graduation Project Evaluation Jury recommends **TONMOY RAJKHOWA** from **Visual Communication** for the Master's/Bachelor's Graduation Degree of **Unitedworld Institute of Design, Karnavati University, Gandhinagar, India** herewith, for the project titled **Mobile Application Development for Transportation assistance to Indian Octogenarian**. The project is complete in every aspect in accordance to the guidelines set by the institution.

Chairperson

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\*Subsequent remarks regarding fulfilling the requirements

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Written and designed by **Soumya Sharma**, under the guidance of **Sambit Pradhan**.

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## ACKNOWLEDGMENT

I have taken efforts in this project. However, it would not have been possible without the kind support and help of many individuals and organizations. I would like to extend my sincere thanks to all of them.

I am highly indebted to Professor Sambit Kumar Pradhan of Unitedworld Institute of Design, for their guidance and constant supervision as well as for providing necessary information regarding the project & also for their support in completing the project.

I would like to express my gratitude towards my friends & other professors of the University for their kind co-operation and encouragement which help me in completion of this project.

I would like to express my special gratitude and thanks to the head of the department, Professor Lolita Dutta for giving me such attention and time.

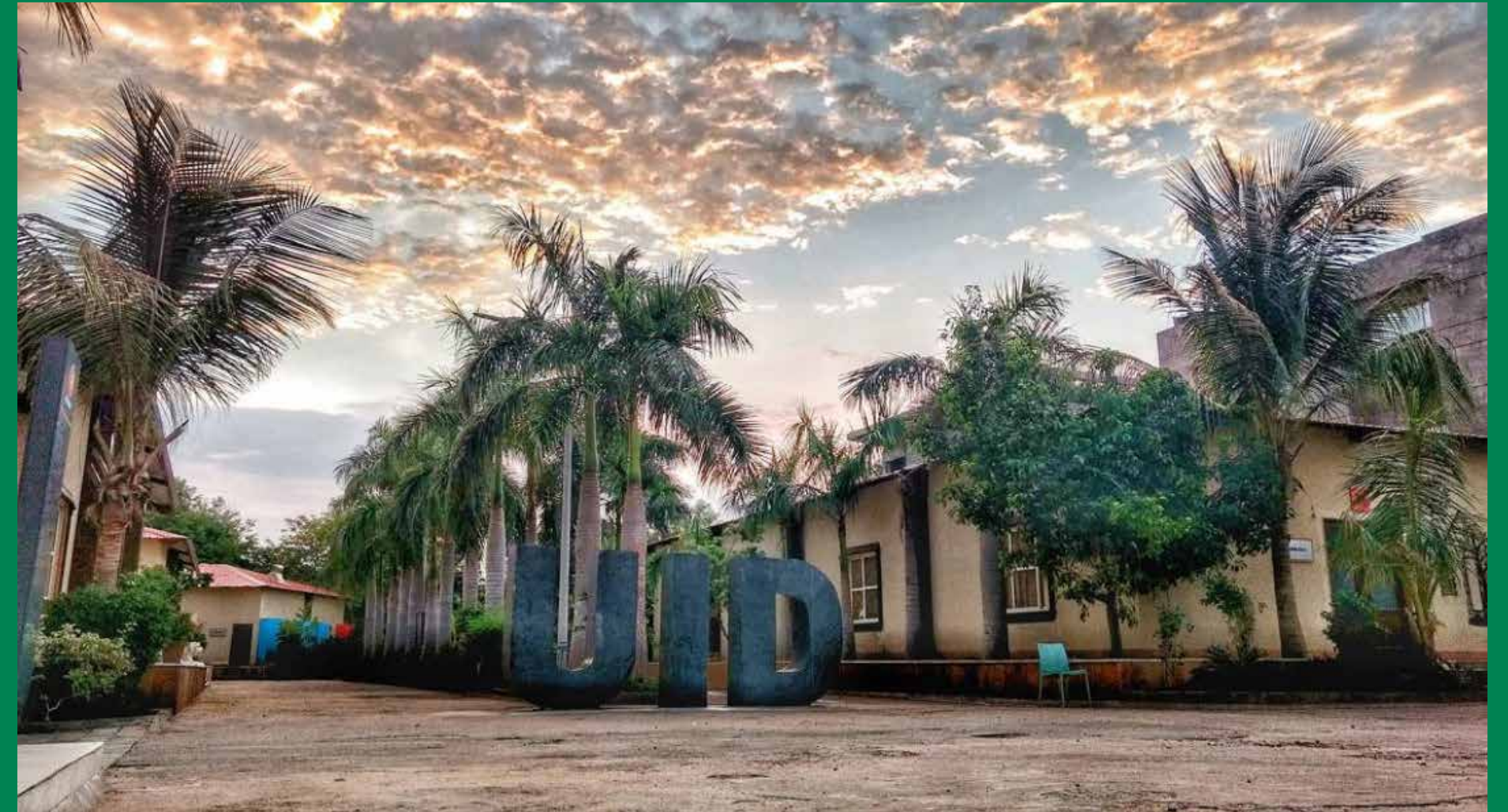
## PREFACE

As a part of the course curriculum and to deepen and widen practical knowledge in the visual communication, students at Unitedworld Institute of Design are required to make graduation project for 5 months in the final semester.

This is also known as the Degree project. During this time, students work on a particular self initiative or organisational project, where they have to do intensive research on the topic and come up with a solution or a good design idea. It requires a lot of field research. Every student is assigned a designated mentor who guides the student through the entire process.

## ABOUT UID

Among the top design institutes in India, Unitedworld Institute of Design (UID) is a rarity. Founded with the aim to outclass the top design colleges in India with its state of the art labs and hands-on creative learning, it seeks to create trendsetters and ideators who'll lead the future of design schools in India. UID stands apart from B. Design colleges in India in exposure it offers to students which are unmatched by top design colleges in India. Precisely why its popularity grew among design institutes in India in a short span of time.





## ABOUT MENTOR

### Sambit Kumar Pradhan

Sambit is an architect who studied Lifestyle Accessory Design for his masters from the National Institute of Design, Ahmedabad. Even though his formal education is largely in the industrial and spatial design domain, he has always had a keen interest in communication design and over the past 7 years he has worked as a communications content writer and editor, screen and stage actor, has written and co-written lyrics, dialogues and scripts for short films and has worked as a voice artist.

As a design educator he covers a diverse range of subjects- space, forms, structures, design process, lateral thinking, storytelling, experiential design, prints, culture studies, theatre, films etc. He believes that key to good design is empathy and the ability to simultaneously cater to the specifics as well as their larger enveloping context(s). He hopes to one day publish at least one book pertaining to design education in India and another of poetry.



## SOMETHING ABOUT ME



I'm Soumya Sharma, a graphic designer and an illustrator studying in Unitedworld Institute of Design. I was born in Dehradun, Uttarakhand, India. I'm extremely curious person, I like to do an in-depth research about the things that interest me. I have traveled to different cities and countries all my life, which has helped me in knowing different culture and people.

## VISUAL COMMUNICATION

The department of visual communication is the one which has always been able to connect the masses. We as students have always tried to understand the psychology of the people and our target audience. At the university we have been introduced to different branches of visual communication like branding, advertising, graphic design, filmmaking, colour theory, book design, interaction design, UI/ UX and many more. These 4 years have taught us the importance of having a good design language. Clients are important people and we should work accordingly. I belong to the batch of 2020 with 57 other batches. We have all grown together as a designer and I'm grateful to them for supporting and helping me throughout the journey.





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# SYNOPSIS

**PROJECT BRIEF**

**WHY IS THIS PROJECT IMPORTANT**

**DELIVERABLES**

**TENTATIVE TIMELINE**



## PROJECT BRIEF

The city of Dehradun is one of the historic city. It was once a British colony and has always been an important city of India. With the state of Uttarakhand separating from Uttar Pradesh, Dehradun became the capital city. It's is also known for its mythological relation to Mahabharata, where Pandava stayed in the city for some time. The name Dehradun came from the seventh guru of Sikhism. The literal meaning of dehra means the camp. Ruskin bond in his story often talk about the beautiful city. This is a an opportunity to give some more light to city where more people start their epic journey to the foothills of Himalaya.

The city is quite underrated and has not been explored to its full potential. With this project, I will get a chance to work on improving the tourism of the city. The city has a really clean air and with the busy life of the people. It can be a nice place to settle after retirement but I want to change that perception and show some unexplored region in and around Dehradun. With different culture and ethnicity, it will be an interesting approach to study the culture and traditional food of the region.

## WHY IS THIS PROJECT IMPORTANT

When I was thinking about a topic to work on for the next 5 months, I wanted it to have a personal and social influence on society. While thinking about the problems faced with the world, I wanted to work on the betterment of society.

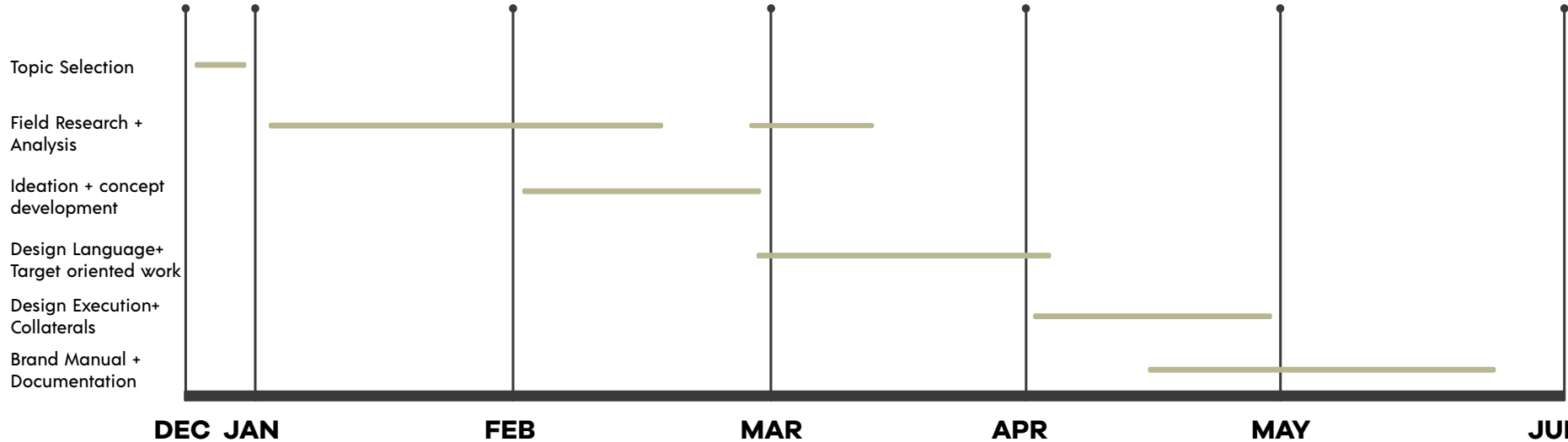
Dehradun is a historic city of the country, which has seen a lot over the years but sadly people only see it as a stopover to the holiest places for Hindus. While Uttarakhand has an extremely beautiful pilgrimage, it also has amazing underrated places like Nainital, Dehradun, etc.

I was blessed to be born in this beautiful city of Dehradun, where I spent most of my early childhood and I proudly considered it my hometown. Despite having so much beauty, I was never considered a go-to place for vacations among my friends from different states, which became the main reason for me to study this place.

# DELIVERABLES

- Branding
- Website
- Merchandise
- Book
- Short film

# TENTATIVE TIMELINE







# RESEARCH

**PRE-RESEARCH**

**PRIMARY RESEARCH**

**SECONDARY RESEARCH**

**ANALYSIS**

# PRE-RESEARCH

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**ASSUMPTION ON THE CITY**

**KEYWORDS**

**POSSIBLE OUTCOMES**





## ASSUMPTION ON THE CITY

When I had a conversation with the people of other states about the city of Dehradun, they believed that it is a very beautiful place with a lot of peaceful atmosphere. Most people know that the city is the capital of the state of 'Uttarakhand'.

## KEYWORDS

- Jungle
- Valley
- British colony
- Old city
- Hill stations
- Ruskin bond

## POSSIBLE OUTCOMES

- Branding
- Website
- Merchandise
- Book
- Short film



# PRIMARY RESEARCH

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**DEHRADUN CITY HISTORY**

**EDUCATIONAL HUB**

**DEHRADUN DEMOGRAPHY**

**GEOGRAPHY OF THE CITY**

**INTERVIEWS AND DISCUSSIONS**

## DEHRADUN CITY HISTORY

According to Skanda Purana, Dun formed part of the region called Kedar Khand. It was included in the kingdom of Ashoka by the end of the 3rd century B.C. It is revealed by history that for centuries the region formed part of the Garhwal kingdom with some interruption from Rohillas. For about two decades till 1815 it was under the occupation of the Gorkhas.

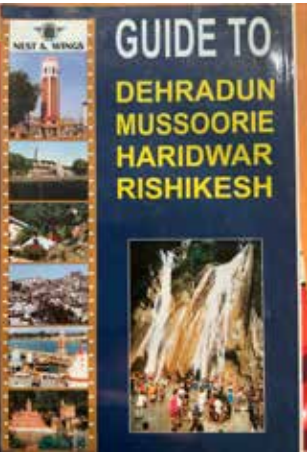
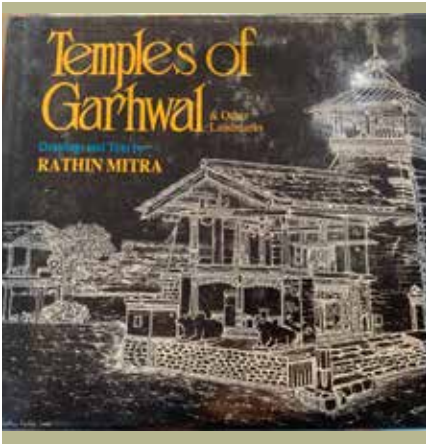
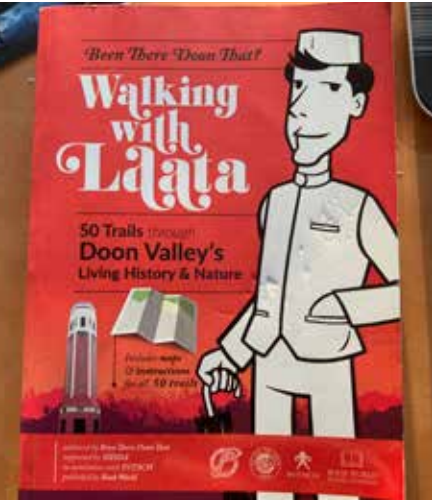
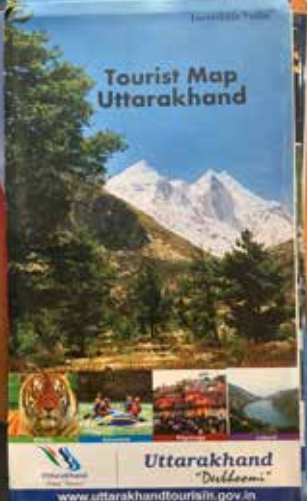
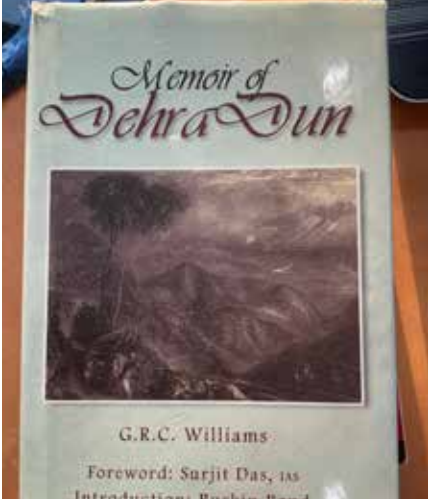
In April 1815 Gorkhas were ousted from Garhwal region and Garhwal was annexed by the British. In that year the area now comprising tehsil Dehra Dun was added to district Saharanpur. In 1825, however, it was transferred to the Kumaon Division.

In 1828, Dehra Dun and Jaunsar Bhabar were placed under the charge of a separate Deputy Commissioner and in 1829, the Dehra Dun district was transferred from the Kumaon Division to the Meerut Division. In 1842, Dun was attached to Saharanpur district and placed under an officer subordinate to the Collector of the district but since 1871 it is being administered as separate district. In 1968 the district was taken out from Meerut division and included in the Garhwal Division.

Another name of Uttaranchal was Panchaladesh so named after the Pandavas. According to local village lore, the Pandavas and Kauravas figure in the anthropology of the Tons valley and some families claim to be direct descendents of the two clans. The Jaunsaris claim to be descendants of the Pandavas, while the Bawaris are from the Kauravas or Duryodhana's clan. The two cultures usually do not mix, and it is a rare occurrence to see the two cultures mix in terms of marriage or social custom.



BOOK STUDY



DEHRADUN- THE BRITISH CAPITAL

The British began establishing institutions 1816 onwards. The 'Dehra Dun' municipality was established in 1867, and in 1900 railways made its way to Dehradun via Haridwar, which was earlier connected in 1886. In the heart of the state capital, a British-era well - almost two centuries old - lies shrouded in oblivion and forgotten by most even though it is situated right next to the office of district collectorate.

Built in the 1820s for supplying water to nearby areas, the 'Shore's Well' now lies in a state of utter neglect despite heritage lovers' repeated calls over the years to authorities for reviving it.

According to historians, the old well located near the city court premises was built by John Fredrick Shore, the first superintendent of Dehradun, when the water of local canals had turned brackish in the 1820s.

In 1901, Dehradun had a population of 24,039, and was a district of British India, in the Meerut division of the United Provinces, while the neighbouring town of Rajpur, which lay en route to the hill-station of Mussourie, and from where pure-drinking water was supplied to the city through pipes, had a population of 2,900.

Dehra Dun also emerged as the centre of tea cultivation experiments by the British who thought of developing tea here even before Assam. Dehra Dun tea was once famous worldwide.

During the Second World War the Dehra Dun Central Internment Camp was a major prison camp for detained German, Austrian and Italians who were living in or visiting British colonies in Asia at the start of the war. Its most famous inmate was perhaps Heinrich Harrer, who after several attempts finally escaped in 1944 with Peter Aufschnaiter and slipped over the mountains into neutral Tibet.



## WHEN THE BRITISH ARRIVED AT DEHRADUN

In 1828, Dehra Dun and Jaunsar Bhabar were placed under the charge of a separate Deputy Commissioner and in 1829, the Dehra Dun district was transferred from the Kumaon Division to the Meerut Division. In 1842, Dun was attached to Saharanpur district and placed under an officer subordinate to the Collector of the district but since 1871 it is being administered as separate district. In 1968 the district was taken out from Meerut division and included in the Garhwal Division.





## GORKHA COMMUNITY

when the British East India Company ruled parts of India, they attacked Nepal. Unlike the well equipped British who had rifles and cannons, the Gorkhas fought with their traditional weapon, the khukuri. It is a knife with a short blade. But, unknown to most people, there is a cow hoof made at the base of the blade.

the Gorkhas are known as Gorakshaks or protectors of the cow. But the cow hoof at the bottom of the khukuri has another use as well. Because of it no blood ever falls or comes on to the handle of the weapon. The Gorkha's grip remains strong as ever. It was with this weapon that the Gorkha army faced its opponents. The army consisted not just of men but women and children too. The whole family fought together.

Having won Kumaon and the Garhwal hills, in northern India, the Gorkhas came to the valley of Dehra Dun (It now comes in the northern state of Uttaranchal). It was here, close to the natural springs of Sahastradhara (hundreds of natural springs) that they built a fort called Kalinga and ruled with an iron hand.

The British still remembered their shameful defeat at the hands of the Gorkhas. They increased their numbers and surrounded the fort. But even then they could not find any way of causing harm to the Gorkha army.

The British cut off all water supplies to the fort and starved the Gorkhas. On the fourth day, with not a drop of water to drink, the Gorkhas opened the gates of the fort and waited for the British troops. The first man, a British Major — was mowed down with a khukuri by a Gorkha woman carrying her baby in a sling on her back. By nightfall that day, not a single Gorkha adult survived. There were only a handful of children.

The raw courage and fierce determination of the Gorkhas to fight in the face of all odds impressed the British. They were used to the easy submission of Indian kings. But for the Gorkhas, the traditional adage was "Kayar bhanda marnu ramro"- it's better to die than to be a coward. They were determined to die than face capture.

It was after this battle that the Treaty of Sagauli was signed, in 1816. The Gorkhas were recruited into the Army. The tales of valour was passed on from one generation to another.

The city is blessed with amaing weather which brings pece to one's mind. It is really important to stay connect and feel empathetic towards nature. It can help students with anxiety.







## EDUCATIONAL HUB

Education system in India has come a long way from the age-old traditions giving way to state-of-the-art advancements. Gone are the days of rote learning, with newer educational reforms favouring spatial learning with great emphasis on practical experience.

There are various schools and colleges in Dehradun that provide high-quality educational facilities. These schools provide all the necessary facilities to help students thrive in their studies. The curriculum of these schools is designed to ensure that the students excel in all walks of life. The schools also aim to make sure that their students have ample job opportunities and a bright future.

The capital city of Uttarakhand, Dehradun lies at the foothills of the majestic Himalayas. The city is well-known for the number of educational institutions that have come up there. Apart from the pleasant and peaceful weather, the city offers picturesque scenery that appeals to the students. The soothing environment here is ideal and complements the zeal to study. Students can study here with peace of mind. Students can also continue their studies after schooling is done. There are reputed colleges as well as educational institutes for higher education in Dehradun.

## WHY IS DEHRADUN AN EDUCATIONAL HUB

There are some people who believe that the city, long before the Britishers, was a gurukul for the Pandavas, where they learn all of their amazing warrior skills.

This became the base for my education centre due to this reason. People consider the land pure and blessed by the Rishis of the Vedic eras. To honor them, this was the best place to start with the international school culture.

The students who study in the boarding schools of Dehra have seen a great personality development. They have created a legacy for the upcoming students, which is the same way the Rishis used to approach it.

The meaning of an international school can be interpreted differently by different people. While for some people, international schools are the ones that have branches in more than one country. The same school is branched out in different countries, thus it is called an international school.

In other cases, an international school is one where students from many countries come to study. These students belong to different regions, religions, and cultures, but they follow a similar routine and curriculum in the international school.

International School is a school that promotes international education, in an international environment, either by adopting a curriculum such as that of the International Baccalaureate, Edexcel or Cambridge International Examinations or by following a national curriculum different from that of the school's country of residence.

Over the years, Dehradun has created a reputation of producing the brightest students of the country. The schools in Doon have helped in developing and understanding of the outside world. Which will help them in being a global citizen.





## DEHRADUN DEMOGRAPHY

Dehradun district ranks 2nd in terms of population in the state.

Dehradun is one of the most urbanised district in the state having more than half (55.52 per cent) of the population in urban areas.

Dehradun district has population density of 549 persons per sq.km.which is much more than the state average (189 persons per sq. km).

Dehradun district ranks 12th in terms of sex ratio (902) which is lower than state average (963 females per one thousand males).

Dehradun district ranks 1st in literacy (84.25 per cent) and is above the state average (78.82).

There are only 17 uninhabited villages out of total 748 villages in the district. Decadal growth rate of the district (32.33 per cent) is above the state average of (18.81).

Kalsi tahsil has the highest number of inhabited villages (169) while Tyuni tahsil has the lowest number (82).

The district has 22 towns, out of them 11 are statutory and 11 are census towns, whereas 2 tahsils (Tyuni and Kalsi) have been created after 2001 Census.

## JAUNSARI COMMUNITY

Jaunsari is a small community of people who primarily live in the foothills of western Himalayas. In Uttarakhand Jaunsari tribes reside in Jaunsar -Bawar region which is close to Himachal border. This tribe traces its origin from the Pandavas of Mahabharat. The dialect of Jaunsari community is also known as Jaunsari and their culture is slightly different from Garhwali and Kumaoni community of Uttarakhand. The area of Jaunsar-Bawar comes under Chakrata tehsil of Dehradun which beholds splendid beauty with historic places.

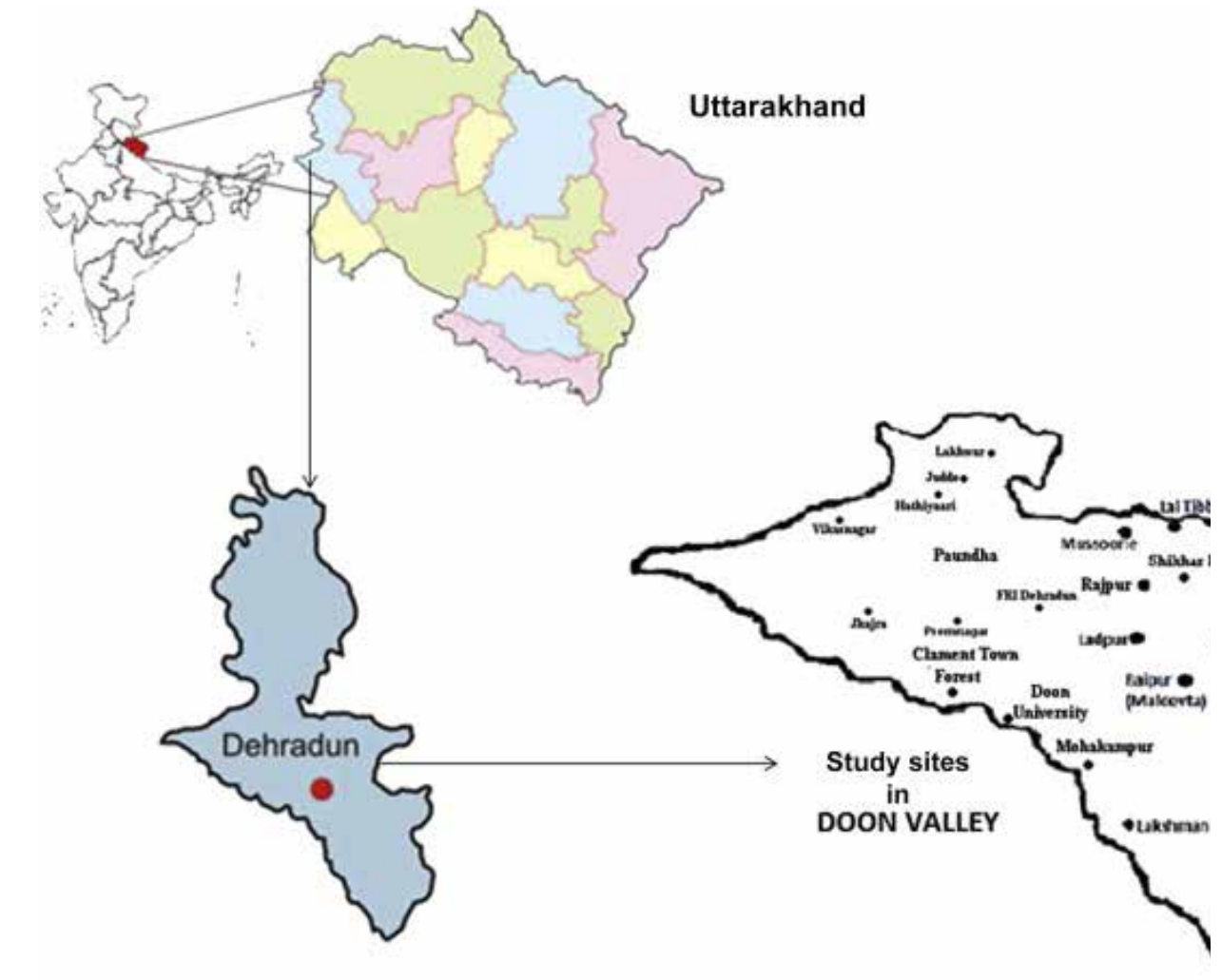
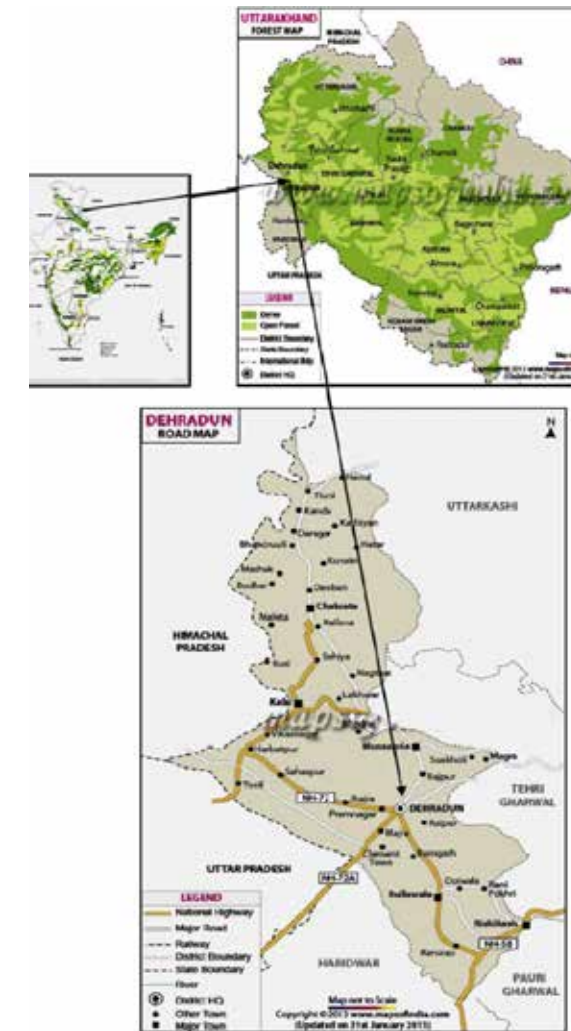




## GEOGRAPHY OF THE CITY

The Siwalik (outer and lower ranges of Himalayas) lies at its feet, the out-scrap of the Himalayas bound it on the north and the scared Ganga and the Yamuna skirt in on the east and the west respectively. The Ganga enters the district in the eastern Dun at Tapoban and meandering south-west goes to Hardwar via Raiwala near Rishikesh. The Yamuna enters the district in Jaunsar and flows southwards for about 32 kms on the south-east border of the district. Besides Ganga and yamuna, the other rivers that flow in the district are Asan, Suswa, Tons, Rispana, Bindal and Amalava.

Chir is the only coniferous species in the old reserved forests of Dehra Dun. Besides other associates of chir, a few deodar trees are also seen in the district. Wide ranges of sal forest occur in this part of the tehsil. Sal is the main timber species and is generally pure towards the Siwalik ridges. A mixture of miscellaneous species are found in the lower parts.



TOPOGRAPHY

Dehra Dun can be divided into two distinct tracts i.e. the montane tract and the sub-montane tract. The montane tract covers whole Chakrata tehsil of the district and consists entirely of a succession of mountains and gorges and comprises Jaunsar Bhabar.

The mountains are very rough with steep slopes. The most important features of the tract is the ridge which separates the drainage are of Tons on the west from that of Yamuna on the east. Below the montane tract follows the sub-montane tract, which is the famous Dun valley bounded by Shivalik hills in the south and outer scarp of the Himalayas in the north.

Dehra Dun is distinguished from most other districts in the state by the existence of very large forests chiefly stocked with sal. Forest products play an important role in the economy of the district. Besides, supplying fuel, fodder, bamboos and medicinal herbs, they also yield a variety of products like honey, lac, gum, resin, catechu, wax, horns and hides. The forests account for 1477 sq.kms of area, giving a percentage of 43.70 of the total area of the district. Owing to the variation in altitudes and other aspects, the flora of the district vary from tropical to alpine species. Different types of forests and varying species of shrubs, climbing plants and grasses, depending upon the aspect, altitude and soil condition are found in the district. Sal forest and coniferous forests are predominant in the western part of tehsil Dehra Dun.

SHIVALIK RANGE

Shivalik Range, also called Siwalik Hills or Outer Himalayas, Siwalik also spelled Siwalik, sub-Himalayan range of the northern Indian subcontinent. It extends west-northwestward for more than 1,000 miles (1,600 km) from the Tista River in Sikkim state, northeastern India, through Nepal, across northwestern India, and into northern Pakistan. Though only 10 miles (16 km) wide in places, the range has an average elevation of 3,000 to 4,000 feet (900 to 1,200 metres).

It rises abruptly from the plain of the Indus and Ganges (Ganga)rivers (south) and parallels the main range of the Himalayas (north), from which it is separated by valleys. The Siwaliks are sometimes considered to include the southern foothills of the Assam Himalayas, which extend eastward for 400 miles (640 km) across southern Bhutan to the bend of the Brahmaputra River.

The range proper, to which the name Siwalik (from Sanskrit, meaning "Belonging to [the God] Shiva") was formerly restricted, is the 200 miles (320 km) of foothills in India extending from the Ganges River at Haridwar, Uttarakhand state, northwestward to the Beas River.

Everywhere in this section the poor scrub forests have long since been removed, and the hills are subject to severe erosion. Seasonal torrents, called cos, sweep masses of sand and silt down into ever-changing great streambeds that are dry except after rains. Nepal's portion of the range is called the Churia Range.

Kumaun Himalayas, west-central section of the Himalayas in northern India, extending 200 miles (320 km) from the Sutlej River east to the Kali River. The range, comprising part of the Siwalik Range in the south and part of the Great Himalayas in the north, lies largely within the state of Uttarakhand, northwest of Nepal.

It rises to 25,646 feet (7,817 metres) at Nanda Devi, the range's highest peak, and to 25,446 feet (7,756 metres) at Kamet, near the Chinese border. At elevations above 14,000 feet (4,300 metres), snow covers the mountains throughout the year. Glaciers and snowmelt feed the headstreams of the Ganges River in torrents that rush through gorges and steep-sided ravines.



# INTERVIEWS AND DISCUSSIONS

Mr. Manu Gaur  
chairman, TaxAB Associatiat  
DehraDun

Meeting Mr. Manu Gaur was a very insightful experience. He had a different perspective onlife. At the age of 42, he still seems like a 24 year. While talking with him about the city, he told me about how he has taken so many risky trails in his life in the Doon valley. After talking with him about the city.

He told me about how commercialisation has destroyed the Beaty of the city.

**“You are looking at a land with a lot of history, Today, no body will believe these stories”**

Mr. RP dhounidiyal  
pro, GMVN, DDM

He is the pro, GMVN, DDM. He has so much knowledge about the vedas and hidden temples in and around Uttarakhand. He told me some really amazing stories about lord shiva and about his presence and importance in Uttarakhand. I got to know about Mr Shiv prasad who has done a lot of research on Garhwal.

He told me about the difference in the cloud and weather which helps in finding the base camp for trekking.

**“we conduct the tours organised by the government”**



Mr. Anand Kumar Singh  
Chief General manager  
ONGC

He has an amazing personality. He really helped me to know more about the trails in Dehradun. He himself is extremely interested in trekking and hiking. He has joined a group called “Been there Doon that”. This group goes on different trails every week in Dehradun.

He suggested that I go through their book of amazing trails in the Doon valley which is called “walking with laata”. This book has really helped me in understanding the hiking experience in Dehradun.

**“BEEN THERE DOON  
THAT wiil help you with  
your research”**

Mr. Ramesh Prasad Semwal  
Head of Planning department,  
Uttarakhand Tourism

Although most of the people working for the Uttarakhand tourism department are quite busy, all of them were extremely helpful in nature. The department’s main focus is mostly on the people coming to visit Kedarnath, Gangotri, Yamunotri and Badrinath. It is important for them to make the trip easy for the devotees.

When I asked them about the cities like Nainital, Dehradun etc, they only had a few brochures explaining the place.  
.

**“You are looking at a  
land with a lot of history,  
Today, no body will  
believe these stories”**

Mr. Digvijay Agarwal  
Owner of Cloud's end, Resort  
Mussoorie

Mr Digvijay Agarwal owns the famous Cloud's end Resort in Mussoorie. It's the only well established resort in that area. That land used to belong to a British officer during the British rule. The road that leads to Resort is the most beautiful road one can ask for.

Although for a long time, people were scared to walk on that route because of the dangerous height. Today it is attracting more and more to visit this place.

**“Its like walking on clouds”**

Mr. Rajeev Kumar Singh  
Chairman  
Virasat

He is the founder of the annual event that takes place in Dehradun. It is called virasat. This event brings in all the artists from around the country to perform in this event. He gave me vital information about the event and what goes behind it. He is a well educated man from Bihar, currently living in Dehradun.

He told me about the history of the Doon valley but sadly people don't know about it. Like the Beatle found their music in Rishikesh.

**“People here want peaceful life and they respect art”**

# SECONDARY RESEARCH

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**UTTRAKHAND TOURISM**

**GARWAL MANDAL VIKAS NIGAM**

**RISHIKESH**

**MUSSOORIE**

## UTTRAKHAND TOURISM

Uttarakhand is one of the most beautiful northern states of India that enthralls everyone with its spectacularly scenic landscapes. Charming hill stations juxtaposed against snow-capped peaks, quaint villages along winding mountain roads, serpentine rivers carving their way through the hills, world renowned conservation parks like 'Jim Corbett Tiger National Park' and 'Asan Wetland Conservation Reserve', world heritage sites like 'Valley of Flowers' and 'Nanda Devi Biosphere Reserve', waterfalls hurtling down slopes and serene lakes shimmering amidst beautiful towns – that's Uttarakhand for you.

Numerous sprawling parks speak of Uttarakhand's continuous efforts to conserve its natural ecosystem; its rich culture and religious heritage ensures that it remains on top of everyone's travel plan. It has been a favoured choice for travellers from around the world, who visit this mighty land every year to attain salvation for a life transforming experience. Here, you can easily satiate all your adventurous desires; be it flying like a bird, cruising through the strenuous rapids of the Ganges, trekking to some of the fascinating peaks, skiing through some of the picturesque slopes and enchanting destinations, enjoy the longest cable-car ride in India and much more. In short, Uttarakhand is a dream destination for all.

Uttarakhand has a highly varied topography, with snow-covered peaks, glaciers, deep canyons, roaring streams, beautiful lakes, and a few patches of dusty plains in the south. Some of the highest mountains in the world are found in Uttarakhand. Most notably, these include Nanda Devi (25,646 feet [7,817 metres]), which is the second highest peak in India, Kamet (25,446 feet [7,756 metres]), and Badrinath (23,420 feet [7,138 metres]).

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To the south of the Himachal is a stretch of the Siwalik Range. The entire area containing the Himadri, the Himachal, and the Siwaliks is broadly known as the Kumaun Himalayas. The southern edge of the Siwalik Range merges with a narrow bed of gravel and alluvium known as the Bhabar, which interfaces to the southeast with the marshy terrain known as the Tarai.

Uttarakhand has various types of soil, all of which are susceptible to soil erosion. In the north, the soil ranges from gravel (debris from glaciers) to stiff clay. Brown forest soil—often shallow, gravelly, and rich in organic content—is found farther to the south.











## GARWAL MANDAL VIKAS NIGAM

A Government of Uttarakhand Enterprise, was formed on 31st March 1976. Presently, with an authorised capital Rs. 40 crores and a dedicated workforce of over 1200 employees, it has more than 90 Guest Houses and Tourist Bungalows all over Garhwal Region.

GMVN provides luxury, deluxe and low cost budget room accommodation to the guests visiting Garhwal. All the GMVN properties are located at prime location in every destination such as: Mussoorie, Dehradun, Rishikesh, Haridwar, Joshimath, Auli, Badrinath, Gangotri, Lansdowne, Dhanaulty, Tehri, Kedarnath, Harsil, Yamunotri, etc.

GMVN also operates Char Dham Yatra every year and offers many Char Dham Packages, budget bus tours to Char Dham. GMVN provides various adventure tourism courses in Skiing in Uttarakhand, Skiing in Auli, Rafting in Rishikesh, Yoga and Meditation



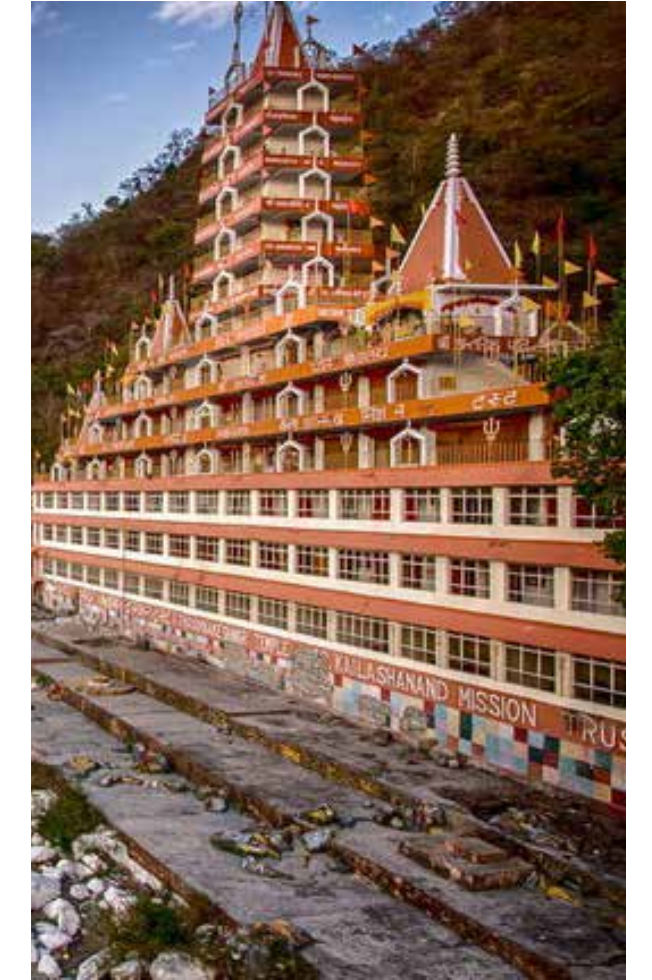
## RISHIKESH

Rishikesh, a most tranquil place in northern Uttarakhand, surrounded by hills and bisected by the wide and sluggish Ganges, is often claimed as the 'Yoga Capital of the World'. Back in the 1960s Rishikesh gained instant fame as the site where The Beatles came to stay with their guru, the Maharishi Mahesh Yogi. It is an excellent place to meditate and study yoga. Rishikesh is also a good starting point for treks to Himalayan pilgrimage centres such as Badrinath, Kedarnath, Gangotri, Yamnotri.

It is rightly called the gateway to the Himalayan Shrines of Badrinath, Kedarnath, Gangotri and Yamunotri. 7 Story Temple Situated 24 km upstream from Haridwar, at the confluence of the Chandrabhaga and Ganga,

Ever since the Beatles visited the ashram of the Maharishi Mahesh Yogi in the late '60s, Rishikesh has been a magnet for spiritual seekers. Today it styles itself as the 'Yoga Capital of the World', with masses of ashrams and all kinds of yoga and meditation classes. The action is mostly north of the main town, where the exquisite setting on the fast-flowing Ganges River, surrounded by forested hills, is conducive to meditation and mind expansion.

In the evening, an almost supernatural breeze blows down the valley, setting temple bells ringing as sadhus ('holy' men), pilgrims and tourists prepare for the nightly ganga aarti (river worship ceremony). You can learn to play the sitar or tabla; try Hasya yoga (laughter therapy), practise meditation or take a punt on crystal healing.





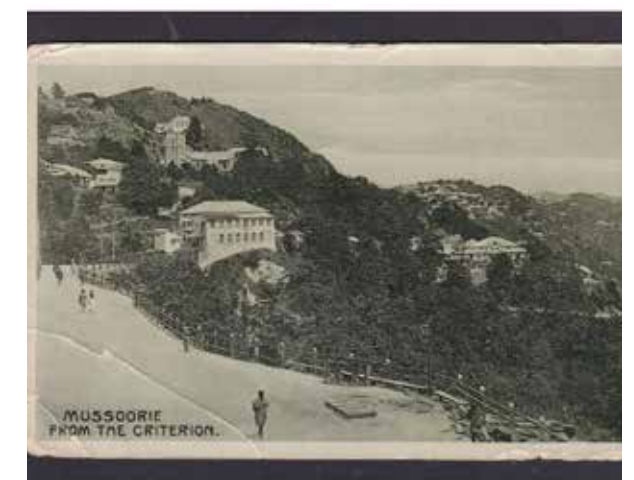
# MUSSOORIE

Mussoorie is situated at an altitude of 2000 meters. It is popularly regarded as the "Queen of Hill Stations". It came into notice after Captain Young of the English Army settled here. Its quaint collages, beautiful churches with stained glass windows and Victorian Bandstand signify the British influences. Mussoorie offers a stupendous view of the Himalayas and the Shivaliks.

The places of interest are Gun Hill, Municipal Garden, Childers Lodge, Camel's Back Road, Bhatta Falls, Massey Falls, Jharipani Falls, Nag Devta Temple, Mussoorie Temple, Van Chetna Kendra, Sir George Everest House, Jwalaji Temple and Cloud's End. The nearest railhead is Dehradun (35 km). Regular bus services connect it to all the major tourist centers in the region.

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# CONCEPT GENERATION

CONCEPT 1

CONCEPT 2

CONCEPT 3

WHAT IS HIKING?

EXPLORING TRAILS

CASE STUDY

# CONCEPT 1

To capture the experience of trails in and around Dehradun which are less explored. It will be interesting to know the whole trip a young traveler will experience. The experience of having chai or a sandwich at the favourite spot or a place with a beautiful view. The time it takes to spot or a place with a beautiful view. The time it takes to reach to the destination or to complete the trek. The suitable time to do the trek. Other small things to experience while trekking. This objective is to Promote a better Lifestyle and the how easily one can do it.

This idea was a very fresh concept, as Hiking has never been a part of Indian lifestyle. This could change the way look at adventure sports.

Hiking lifestyle can bring a great empathy toward nature and in this era of mobile phone, it can create interest of outdoor sports amongst young teenagers.

Language to use :-

- Hindi
- Sanskrit
- Punjabi
- Garhwali

Prominent words related to Hike and Dehradun :-

Deem.	*Sanskrit word
Hillpeak	पर्व परिक परिक्रमण Standhaver
Patnik	केन्द्रकारानय स्क्वैर - King's camp Patnik
Patikdaver	सुस्त शसवत उच्छिन्न
	दोणी - droni

Valley for hikers

Pro - By Branding and promoting, more people will adapt a healthy lifestyle rather than spending money on materialistic things people can engage in activities like hiking and walking.

It can also help in building a strong connection with friends and family, camping under the night sky can increase a person's emotional stability.

Promoting these small hiking trails will bring a lot of revenue to the state and also jobs to the local people.

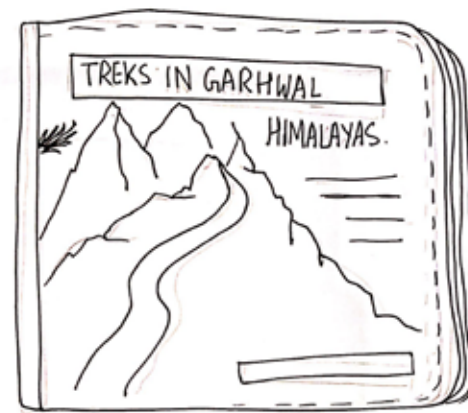
Some of the trails are not really explored by the people, it will encourage more and more people to look for a journey that is worth remembering, according to a survey, the peak of a trip like depends on personal experience.

It's the journey that counts. Which is why, rather than going to rishik or mussoorie by car, travelling together will increase the good experience and will help in building a team spirit.

Cons - Since a lot of the trail and surrounding small villages, some locals might have a problem with these tourists. They might as well feel left out around them.

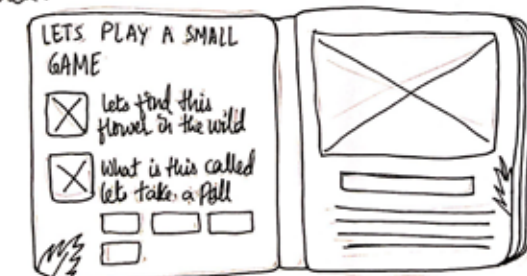
The traveller or the hiker might destroy the natural beauty of the trail. Which is why it is important to promote sustainable traveling, which is becoming a growing concept in developed countries. Some problems can also occur with wild animals and their safety.





Small Interest

Each trek has its own unique way of approach and advertising.  
Every trek will give a great information about that trek.



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### SKETCHES Iconography

Max Altitude

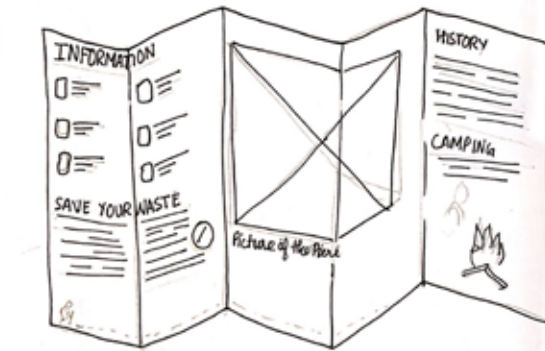
trek type

① Duration

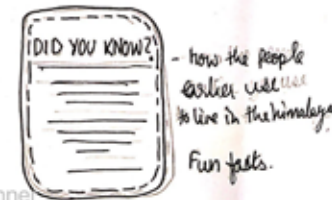
Best time to visit

Base Camp

essential items



FIND YOUR WAY BACK



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What will the company do?  
- provide a safe service for hikes and school trip where kids will learn the importance of hiking and how to keep the environment safe.

One lines for hiking  
→ A walk to conquer (relate to Dehradun) - walks across Dehradun.  
→ meditation is  
→ Reconnect with your true self  
→ legs can take you place that your heart always wanted to go  
→ Don't take your legs to place,  
→ let your legs take you to places,  
→ It's a walk to celebrate humanity  
→ Heal your senses

The company will provide different packages for different people.

School going Kids	TEACHER	Normal People
A sustainable kit which will provide	Important to the place	- jacket
- jacket in winter	- mini guide	- t-shirt
- T-shirt in summer	- a word badge for your students	- first aid
- first aid		- stick
- food (healthy)		- freebies
- stick		- Fun facts
- <del>tools</del>		- map
→ freebies		- mug
- tag		- knife
- map		- rope
		- water bottle

### BRANDING & PROMOTION

Since these treks and hikes are mostly unknown to the people it is extremely essential to promote these places. Most of the people don't know the significance of this place. By promoting, it is important to make a trip more sustainable, which is why by promoting these place we can also bring awareness about sustainable traveling. Every single hike has its own unique selling point.

Branding and promotion will (Hypothetical Brand) include: Maps, Brochure, single map, unique maps, applications, print media, t-shirts, sweat shirt, Website, offline map, travel agency.



Brochure



Personal unique information about the place.

Name of the Brand:-



## CONCEPT 2

and there safety.

CONCEPT 2:

A small initiative taken by the Uttarakhand Tourism department to promote Uttarakhand by its hidden and other beauty of the place rather than for religious places. Promoting the people's capital city can create a huge impact as every other major states of the country have promoted their main centered capital city.

Creating a brand identity for Dehradun will surely change the perception of the city to be undeveloped which is not true, with natural beauty it also has amazing Garhwali experience to offer. Especially to those who have very less knowledge about the culture of Uttarakhand.

The Uttarakhand Tourism Department has always focused on the Chardham when it comes to rising funds for the state. So far it has worked successfully, as much of the people visiting the state visit Chardham.

This idea will bring more people to visit the other unknown beautiful places in Uttarakhand.

Working on this concept will be the most convenient way to bring tourism in the Doon valley, as the Uttarakhand Tourism is a government organisation. People can easily trust the plan launched by the department.

DOON - Ek Kahani, Pahadho ki Zubani

Target Audience

Adult - young or married  
also, young family travelers  
with low budget

Key words:

DOON, VALLEY, SCHOOL EDUCATION, JAINISAR, HEADQUARTER OF THE STATE.

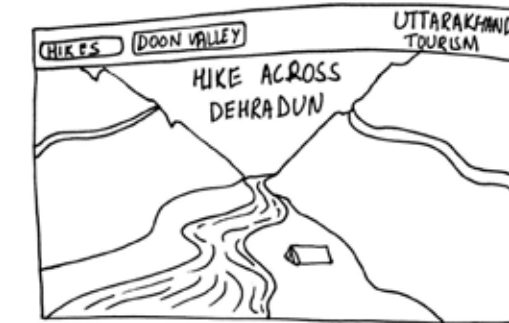
RO - A city like Dehradun which is developed but at the same time sits at the lap of nature. There are a lot of scope to bring a young enthusiastic crowd to visit a place like this.

More people are becoming enthusiastic seekers. Everyone wants to look for something different from the cliché places like Taj, or the 4 dhams.

People get to know more about the Jaiswari culture and the Garhwali open mind set.

Low - History has never been preserved in the city

- The city is slowly being environmentally corrupted
- Nobody is interested in the development of tourism department of Uttarakhand, since most of the revenue comes from the 4 dhams yatra.



## CONCEPT 3

The idea of creating an interactive book was to show young teenagers interesting facts about hiking and virtually experience the sport. While some books can become extremely boring for kids, this might create interest amongst young adults to pursue hiking as a sport. While it won't give students a live experience, it will surely be great for students on a budget.

### CONCEPT 3:- INTERACTIVE BOOK

Book is a great way to educate people about a particular topic. Hike and trekking are a great way to increase the bonding experience. Keeping in mind how important it is to making things interesting for the user. It is a great way to make an interactive book for the hikers traveling to Dehradun and the hills around the place. Since the trip is not extremely dangerous, with proper guidance from the book, kids and their coach can take proper majors to create a wonderful experience.

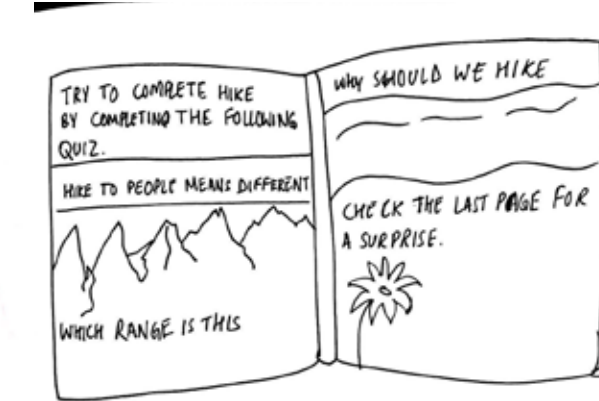
#### Target audience

late teenager and young adults

Pro:- It will develop a sense of reading habit in young people. It will provide a great deal of information about the safety and other precautions required to fulfill the experience.

It will provide a walk to the city, and places around, which will be a great learning experience.

The trip can become more informative, it will provide a lot of information about sustainable traveling, it will bring a sense of awareness amongst the young adults. Cons:- A lot of kids, don't like to read, and might think of it to be boring, which will be difficult if it is an interactive book.



Scanned with CamScanner



## WHAT IS HIKING?

Hiking, walking in nature as a recreational activity. Especially among those with sedentary occupations, hiking is a natural exercise that promotes physical fitness, is economical and convenient, and requires no special equipment. Because hikers can walk as far as they want, there is no physical strain unless they walk among hills or mountains.

Many persons walk alone, mainly on weekends or holidays, but youth clubs and other groups arrange rambles, or hikes. The normal length of the walk undertaken is 7 to 12 miles (11 to 19 km) for a half day or 12 to 20 miles (19 to 32 km) for a full day.

Those organized rambles, combining exercise with enjoyment of the countryside, are in country districts surrounding large towns and follow a planned route. Most densely populated European towns have hiking trails outside them.

Hiking is basic to many sporting activities and is also a widely recommended and practiced form of physical training. For example, hiking constitutes a large part of mountain climbing; experienced mountaineers know that they must train themselves for the long, arduous hikes over the lower trails and across glaciers and snowfields.

Backpack camping, hunting, cross-country skiing and snowshoeing, and orienteering are other sports and sporting activities in which hiking is important. The ability to walk considerable distances without becoming overtired (an ability generally acquired through practice) also enhances the enjoyment of such other activities as bird-watching, nature walks, field trips of all sorts, and even sightseeing.

Hiking is used as a test of fitness, notably in England, where it is embraced in the duke of Edinburgh's scheme for boys and girls, and in Sweden and the Netherlands. In Sweden it was made a national fitness test in the early 1930s, and by the 1970s more than three million Swedish men, women, and boys possessed the time qualification badge.

Hiking is basic to many sporting activities and is also a widely recommended and practiced form of physical training. For example, hiking constitutes a large part of mountain climbing; experienced mountaineers know that they must train themselves for the long, arduous hikes over the lower trails and across glaciers and snowfields. Backpack camping, hunting, cross-country skiing and snowshoeing, and orienteering are other sports and sporting activities in which hiking is important.

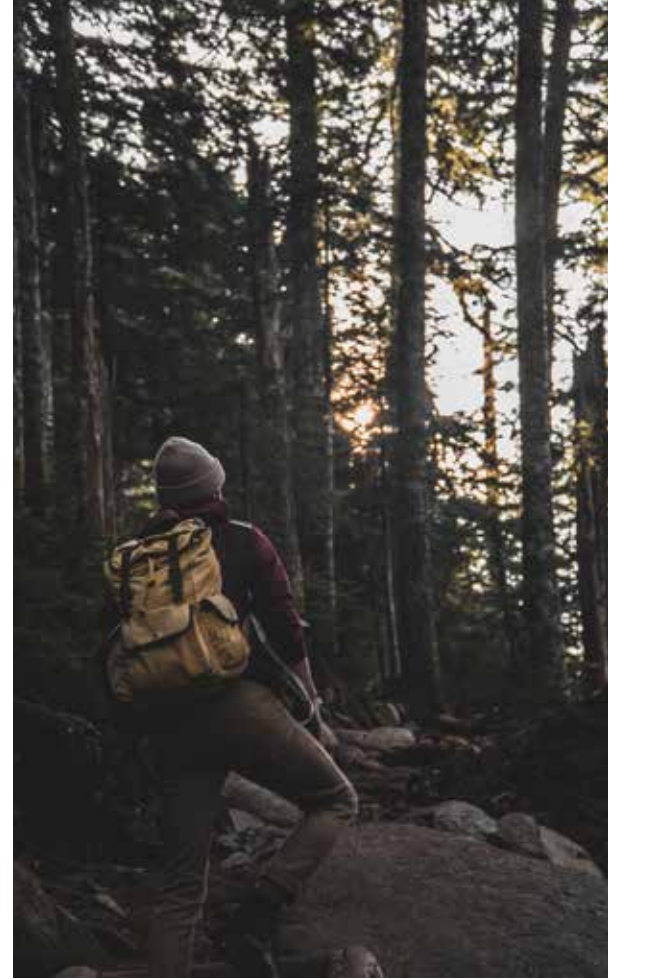
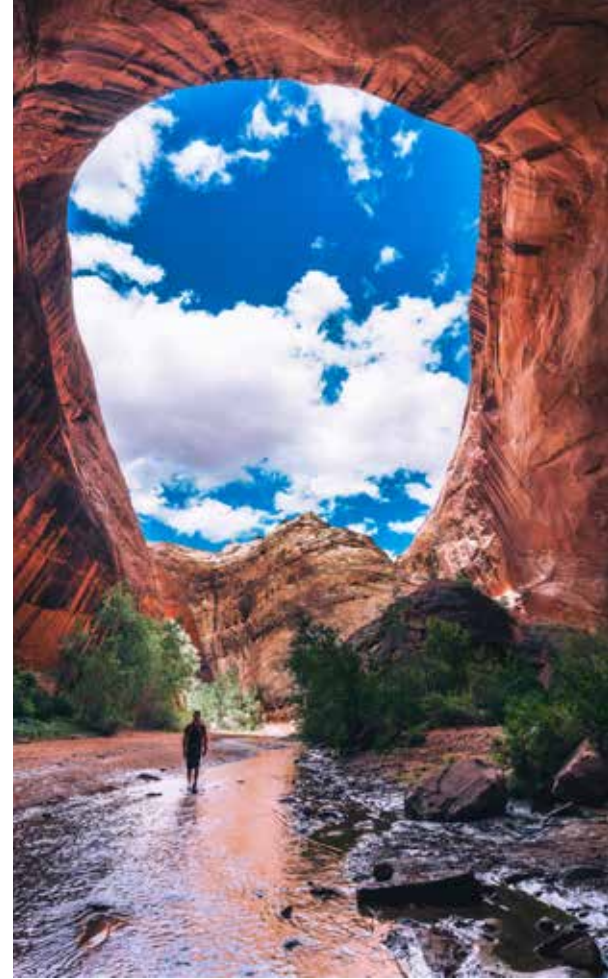
The ability to walk considerable distances without becoming overtired (an ability generally acquired through practice) also enhances the enjoyment of such other activities as bird-watching, nature walks, field trips of all sorts, and even sightseeing.

The biggest mistake beginners make is overdoing it. They pick a hike that's either too long or has too much climbing. If you're just starting out, pick a hike under 5 miles with minimal climbing. If you want to do a longer hike, make a training plan in advance. Do an extra mile or two each week and build up to your target distance.

Don't forget to look at the total climbing on your hike. A flat 5 miles is much different than 5 miles straight uphill. If you are doing a hilly or mountainous hike, read my guide on mountain hiking.









## EXPLORING TRAILS

Objective:

To capture the experience of the trails in and around Dehradun which are less explored. It will be interesting to know the whole trekking a young traveler will experience. The experience of having chai or a sandwich at the favourite spot or a place with a beautiful view. The time it takes to reach to complete the trek. The suitable time to do the trek. Other small things to experience while trek.

This is done to promote a healthy lifestyle and the unexplored area of Dehradun.

As I traveled across the trail, I tried to write what I experienced that day, to get a better understanding of the interactive experience. Here are some highlights:

I went to Barlow Ganj which is a small village near Mussoorie. The road is fairly good for hiking and people can take a detour on the way to Mussoorie from Dehradun to reach this place. Since the village is really small and it is not corrupted by the tourist. People can peacefully hike from the old Mussoorie road to the small village. Where people will get to witness the life in the mountains with less resources.

After that I went to the George West Everest, by taking the library road in Mussoorie. It's a long walk but it's worth the reach. After reaching to the George Everest, since not many people visit this place it's a good place to peacefully sit and camp to enjoy the natural beauty. If we take the back route of the mountain, we get to experience an undeveloped road which leads straight to the mountain top. It's a bit risky but it's worth taking a look at.

After visiting George Everest, the road goes through cloud end, it's a beautiful road, some people might find it scary, as hikers have to walk at the top of the hill to reach this place, from here we can see the top peaks of the snowy mountains. Afterward a lot of hiking. We reach at a resort which is named as Clouds End Forest Resort. That can be a good place to camp.

If we go on the other side of George Everest, we reach at Lamb I Dhar mines, which is considered a ghostly place, it was closed in 1996 because it caused the death of many mine workers. People say that Nanda Devi is responsible for this occurring, people believe that if we play with the nature, she is always interrupted to save it. It's a great hike, it's better to complete it in the daylight for safety purposes.



## EXPLORING TRAILS

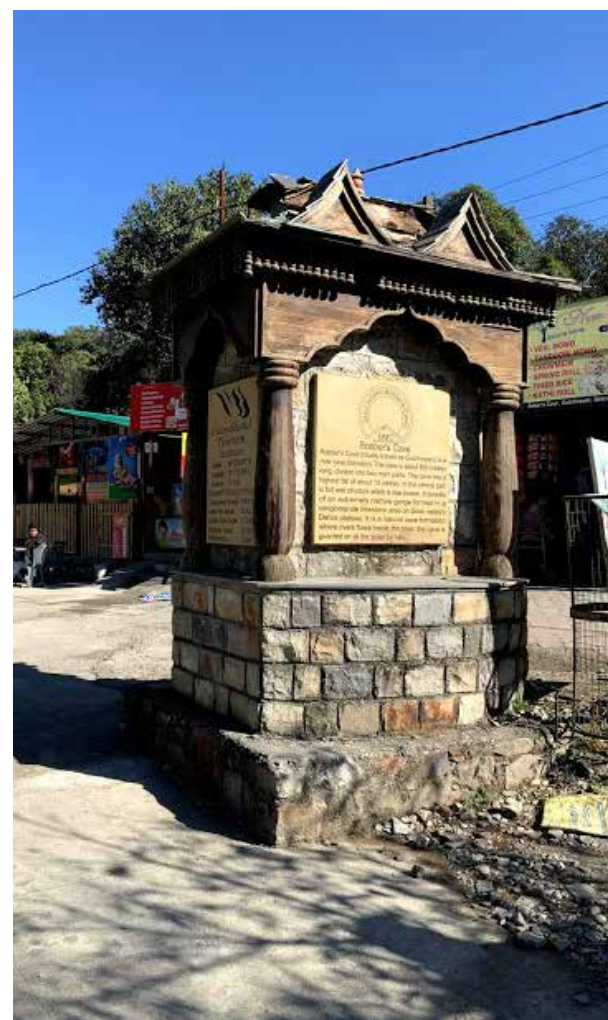
These trails were extremely beautiful. It taught me a lot about the local people and how they live. Some trails were difficult to hike but they also have amazing views. Photos won't do the justice to the beauty. All the difficult trails are mostly in Mussoorie. Dehradun and Rishikesh are comparatively less difficult trails to travel.













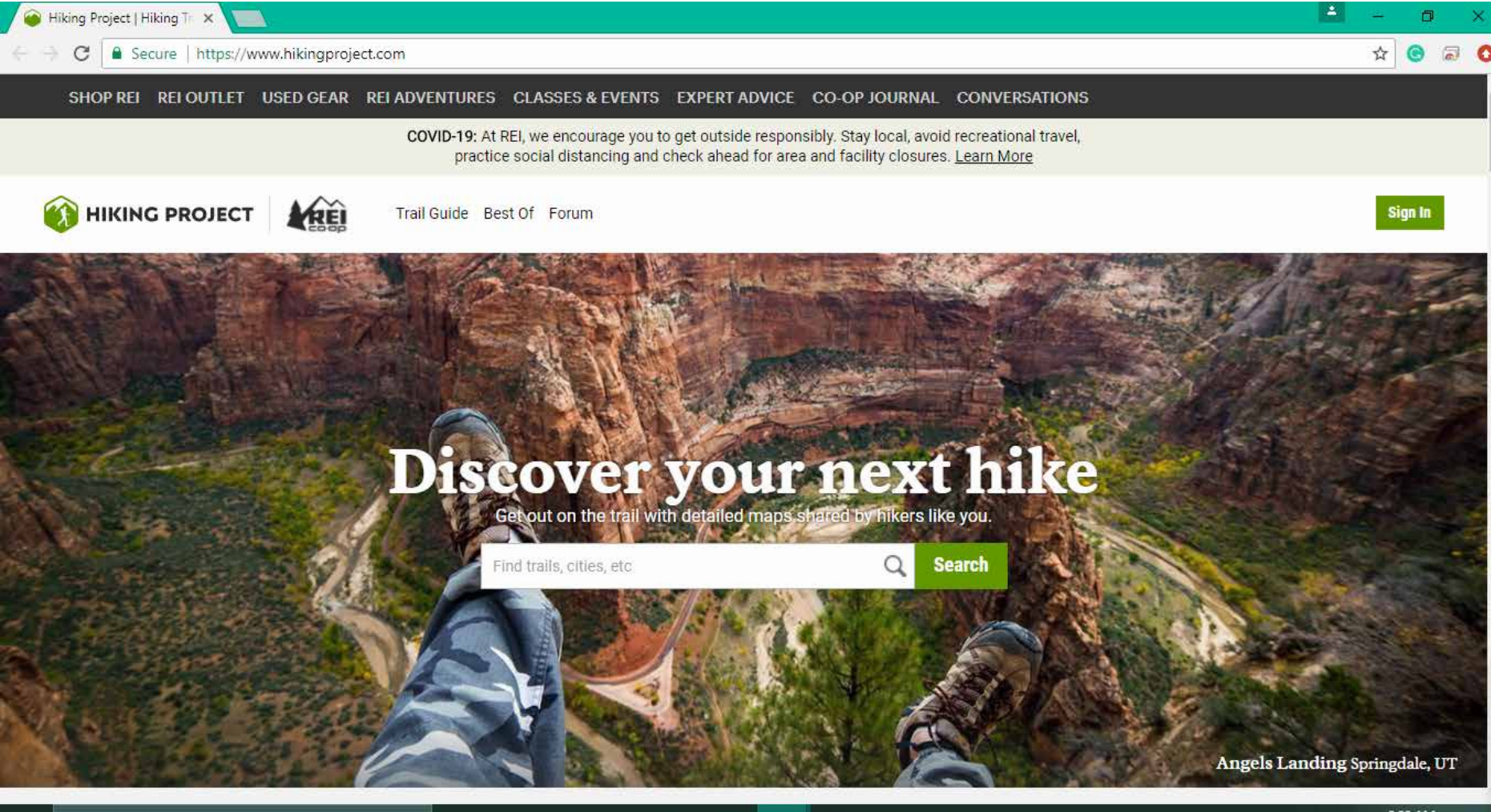
# CASE STUDY

Hiking Project showcases thousands of routes and trails in people’s own backyard, across the U.S. and around the globe. When REI Co-op acquired Hiking Project — and the rest of Adventure Projects — They sought to solidify the future of this amazing resource for the hiking community. Now, they are dedicated to improving the Hiking Project website and mobile app to help people plan trips, connect with others, share information and navigate while on the trails.

They also offer this free resource as part of our commitment to inspiring, educating and outfitting for a lifetime of outdoor adventure and stewardship.

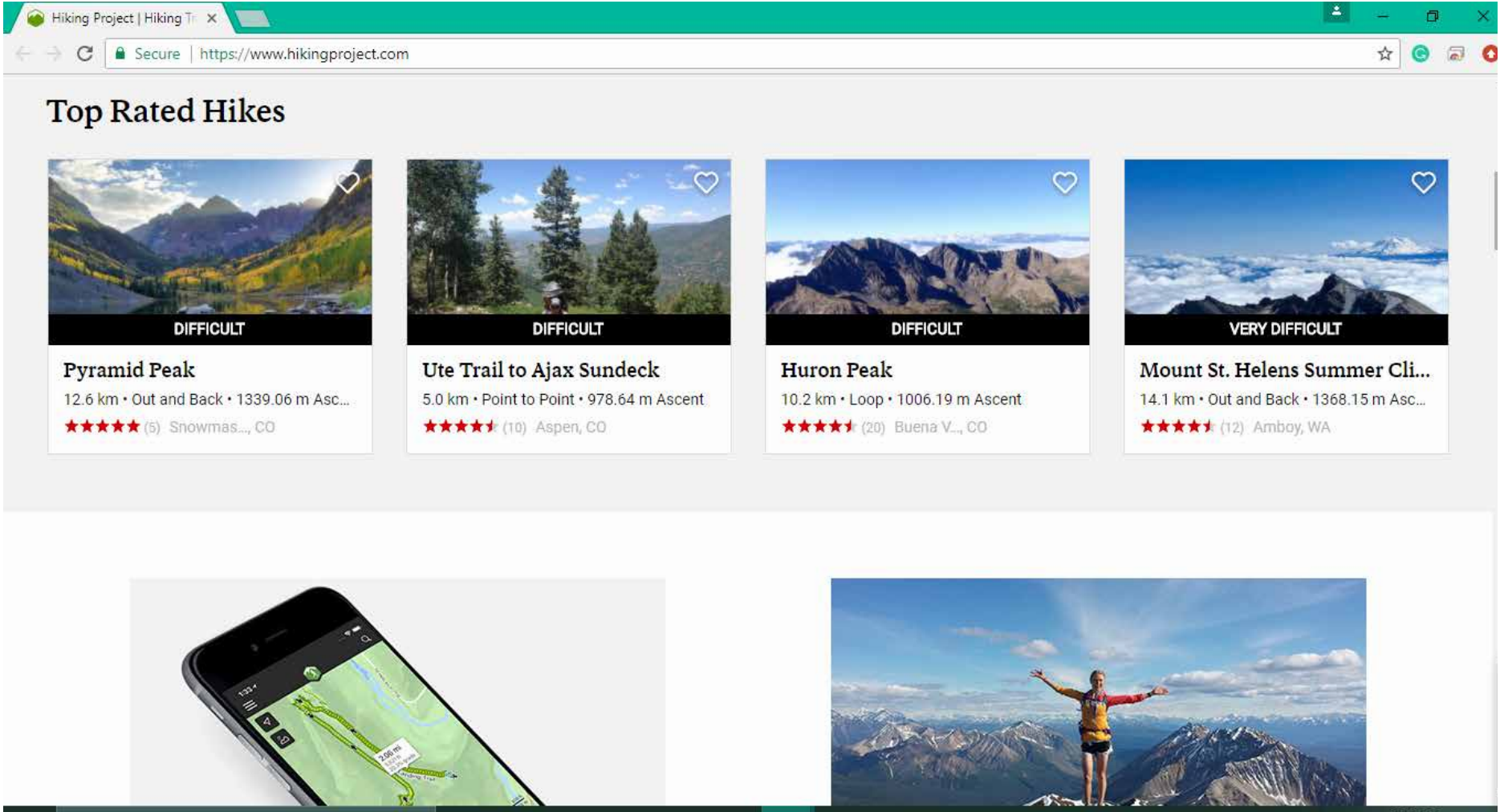
The information on Hiking Project is largely crowd-sourced, contributed by passionate users excited to share their knowledge of local trails with others. Anyone, from an experienced hiker to someone brand new to the sport, can share their experiences. As a contributor, you can add your favorite trails and photos, give ratings and post comments, improve existing content and spread the word about recommended hikes. Your expertise brings an authentic voice to each trail and hike.

In addition to the local knowledge provided by contributors, Hiking Project manages site content by reviewing every trail, hike, photo and symbol that gets submitted. Because they routinely rely on this data to recognize the importance of displaying only accurate and legal trails which helps to keep hikers on track and protect the places.

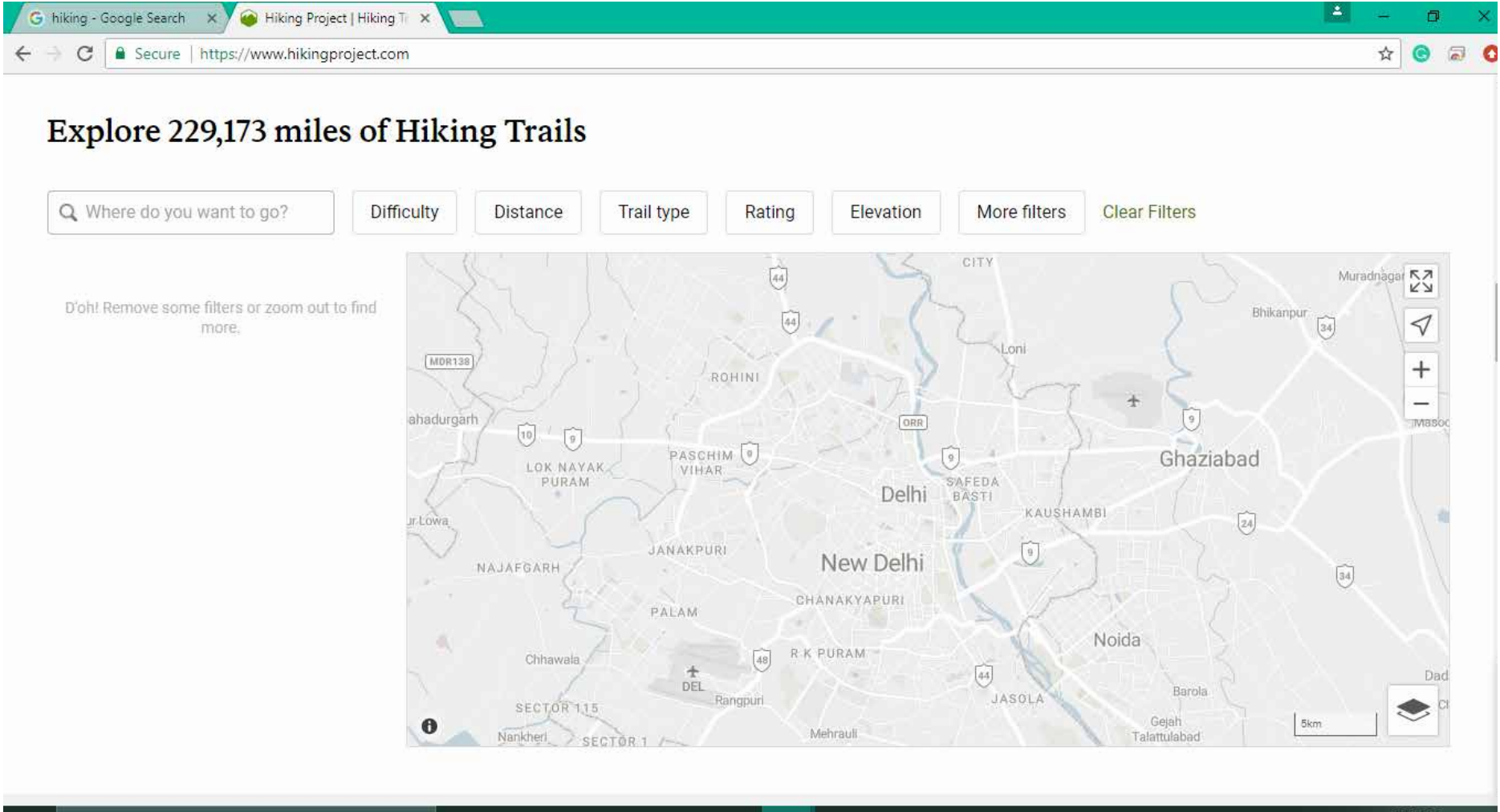




They have to curate guidebook-quality information that inspires hikers to plan an adventure with confidence.



They also ensure that the hikers exploring the most popular trails and hikes with the most accurate data available.







# ANALYSIS

**CONCLUSION OF THE RESEARCH**

**TARGET AUDIENCE**

**NEW BRIEF**

## CONCLUSION OF THE RESEARCH

With the study and the understanding of the interviews, it was clear that all the various reasons for the acknowledgement of the city of Dehradun, the beautiful trails were extremely unnoticed by the people. After visiting the tourist department and talking with the tourists in the Doon valley, it was clear that a lot of them had no idea about the beautiful unnoticed trails in Doon valley.

Trails can make more people come and visit the place. since most people live in metro cities, but it is important to make them aware about cleanliness in the nature, To do that, it is better to start with school going teenagers. They will learn faster then adults.

# FINAL TRAIL

These trails have had a very interesting history behind the trails, many of which people still don't know about. These trails are not that difficult to hike on. Anyone with a little bit of stamina can pull it off. All of these trails cover the city of Dehradun, Rishikesh, and Mussoorie. Hikers will get to see the Shivalik ranges, the river Ganga and the lush green forest of Dehradun.

# RISHIKESH

- Beatle's walk
- Thano forest walk
- Van Gujarat's trail
- Kamalda canal walk

# MUSSOORIE

- Mall Road
- Ghost town
- Camel back
- Cloud end walk
- Talani gad walk

# DEHRADUN

- Pow camp walk
- Garwal painting
- Ancient India
- Maldevta geology walk



## TARGET AUDIENCE

- Teenagers Between the age 12 to 18.
- Upper middel Classes.
- Hiking enthusiast (beginner)

## NEW BRIEF

There are many things that make Dehradun a beautiful place. Even though it has a rich history and has marked its presence in the field of education. There are many hidden routes and stories that are not yet explored. Exploring the trails will make more people aware about the natural beauty in our country. Creating a brand that will encourage more people to hike and love nature will improve the status of hill stations of our country where most of the tourists come to party and create a mess. This will also be an educational experience for most of the people.



# DESIGN IDEATION

**CORE VALUE OF THE COMPANY**

**INITIAL DESIGN IDEA**

**LOGO OPTIONS**

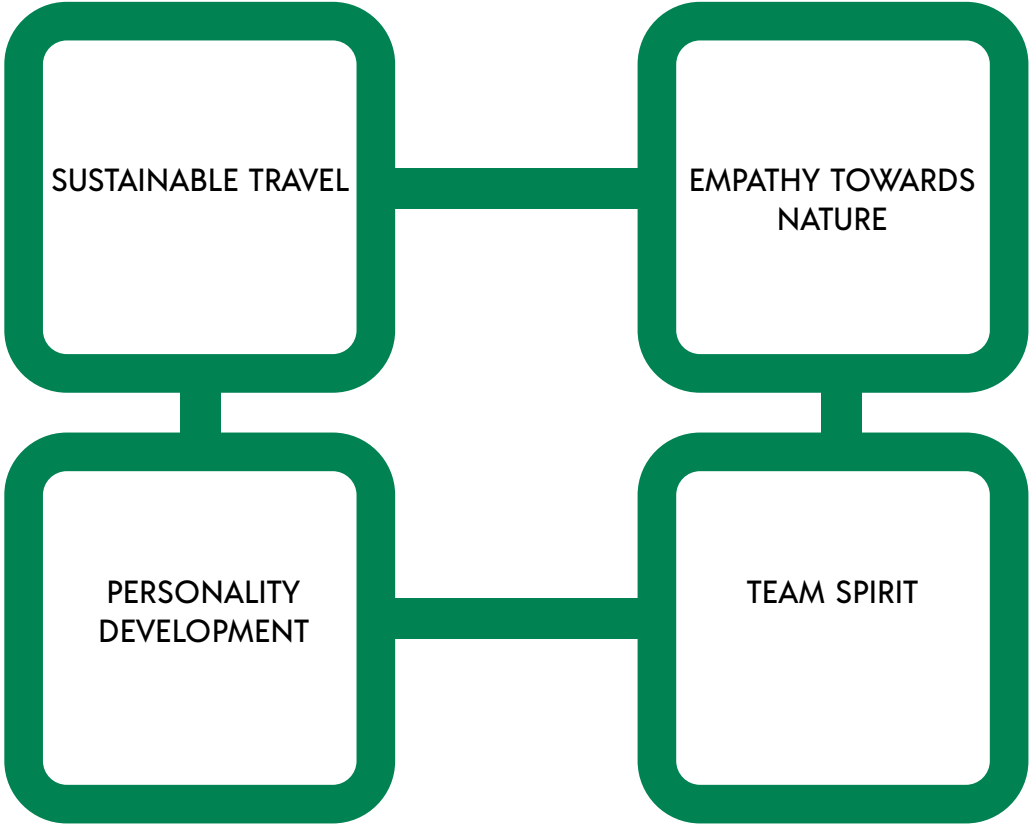
**COLOUR PALLETTE**

**LOGO TYPE**

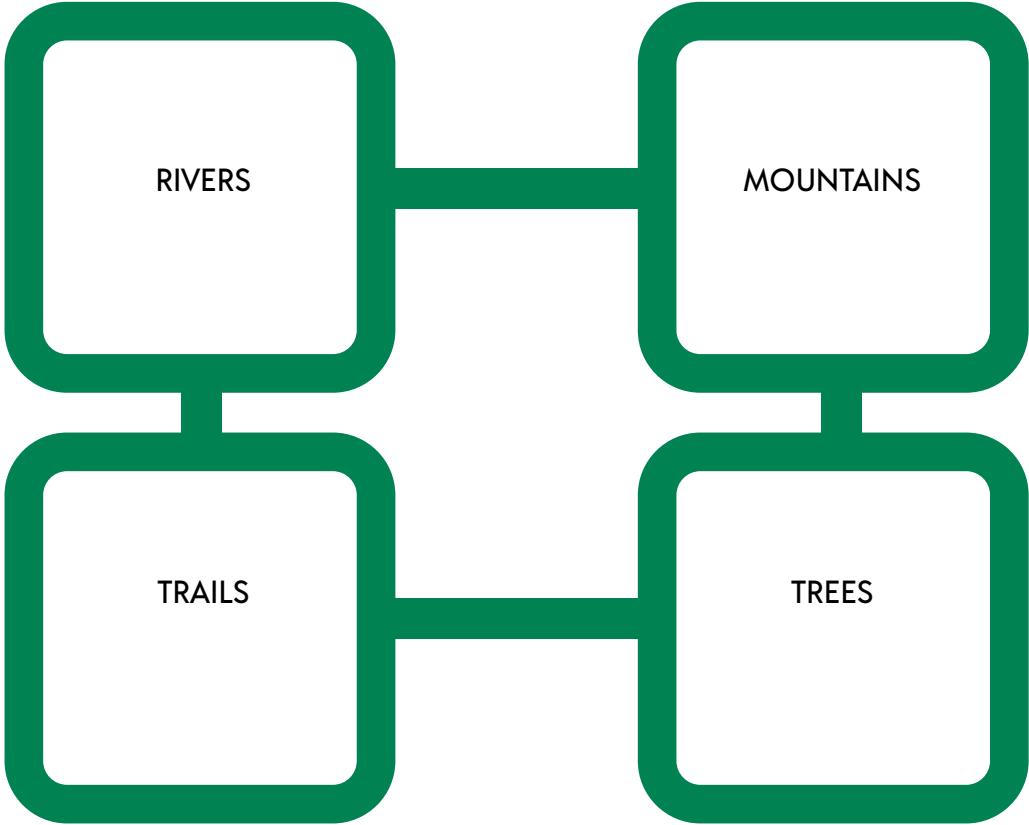
**REQUIREMENTS/ COLLATERAL**



CORE VALUE OF THE COMPANY



IMPORTANT ELEMENTS



## INITIAL DESIGN IDEA

I had a very clear picture in mind that I wanted the logo to have a very organic look but at the same time also have minimalistic elements. Raah Chalte gave a soothing feeling to the brand, where it can be interpreted as a hiker who wanted to experience more rather than being competitive about it.

Chalte raho! Is a very common phrase used in Hindi while hiking in a group. It is also inspiring as it literally means "keep walking". This can be implied in life else well.



grow  
team work  
mountain  
hiking

- design language.



#### Collaterals

- logo
- map
- kit (according to the program)
- mini illustrated book (fun facts & games)
- notebook ✗
- jacket
- cap
- t-shirt (if summer)
- web (to register)
- Bookmarker
- water





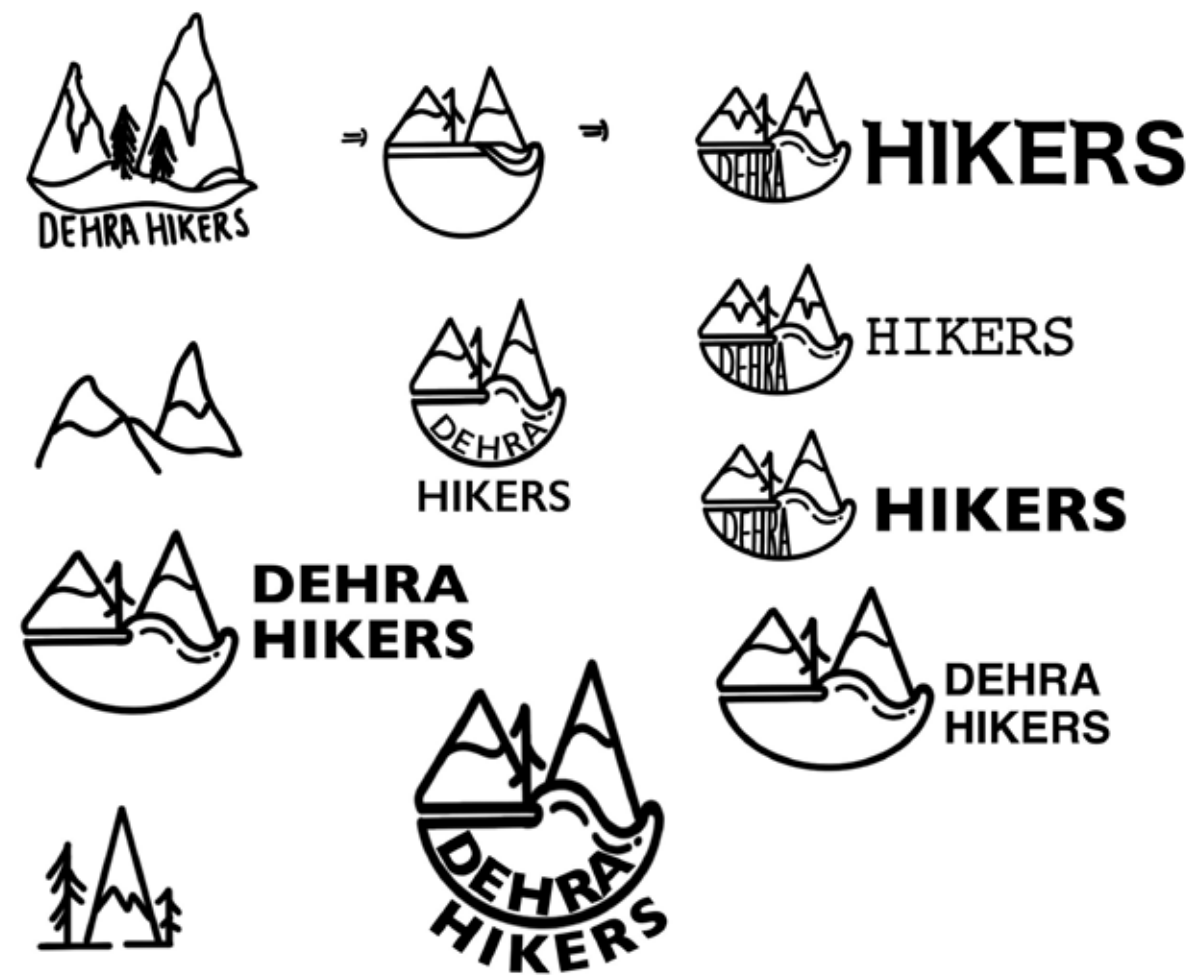
## LOGO OPTIONS

After a lot of discussion with my mentor, we decided to keep the name as Dehra hikers. To build a team spirit amongst the hikers while travelling, it was important to create a strong name for the company. A person who has joined the hike should feel like a hiker.

Even after leaving the camp, one can always call themselves a "Dehra hiker". Most people say "Doon" when they refer to the city. To create a unique name, it only made sense to use "Dehra" instead of "Doon".

While exploring the logo design, I tried different ways to show trails and mountains. I also tried making a coloured version before deciding the colour to see the different possibilities to make the logo better.





DEHRA HIKER DEHRA HIKER  
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 DEHRA HIKER  
 DEHRA HIKER

## COLOUR PALETTE

I have tried to take colours from the nature and explored the possibilities.

As you can see, the colours are mostly earthy but it also has a lot of contrast.

Since my target audience are kid, I also wanted it to be vibrant.

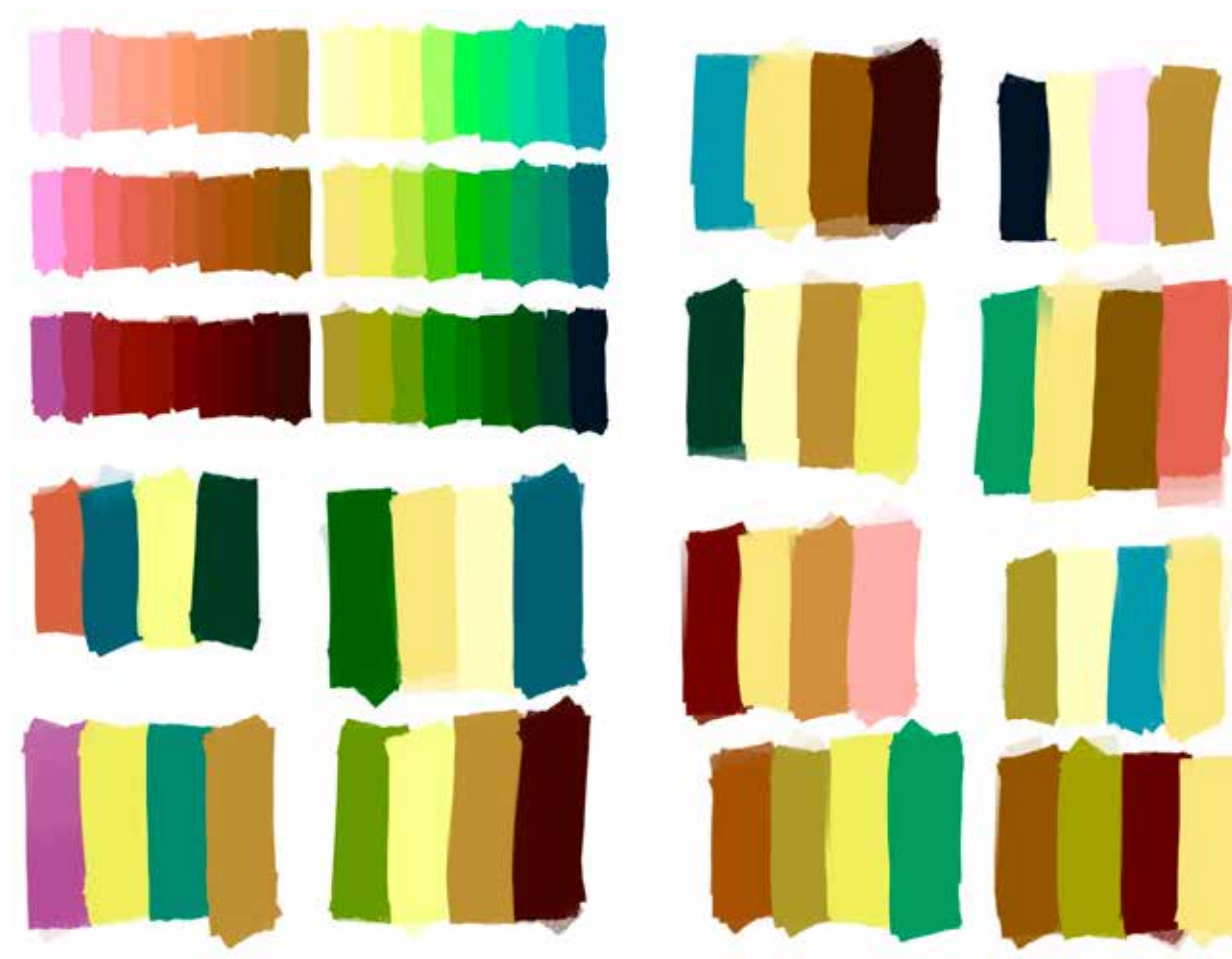
## MOOD BOARD

Choosing the right colour for the logo was very important as it defined the design language of the brand. Creating a mood board really helped me in understanding colours of nature. It is hugely dominated by shades of green and blues with a hint of yellow.

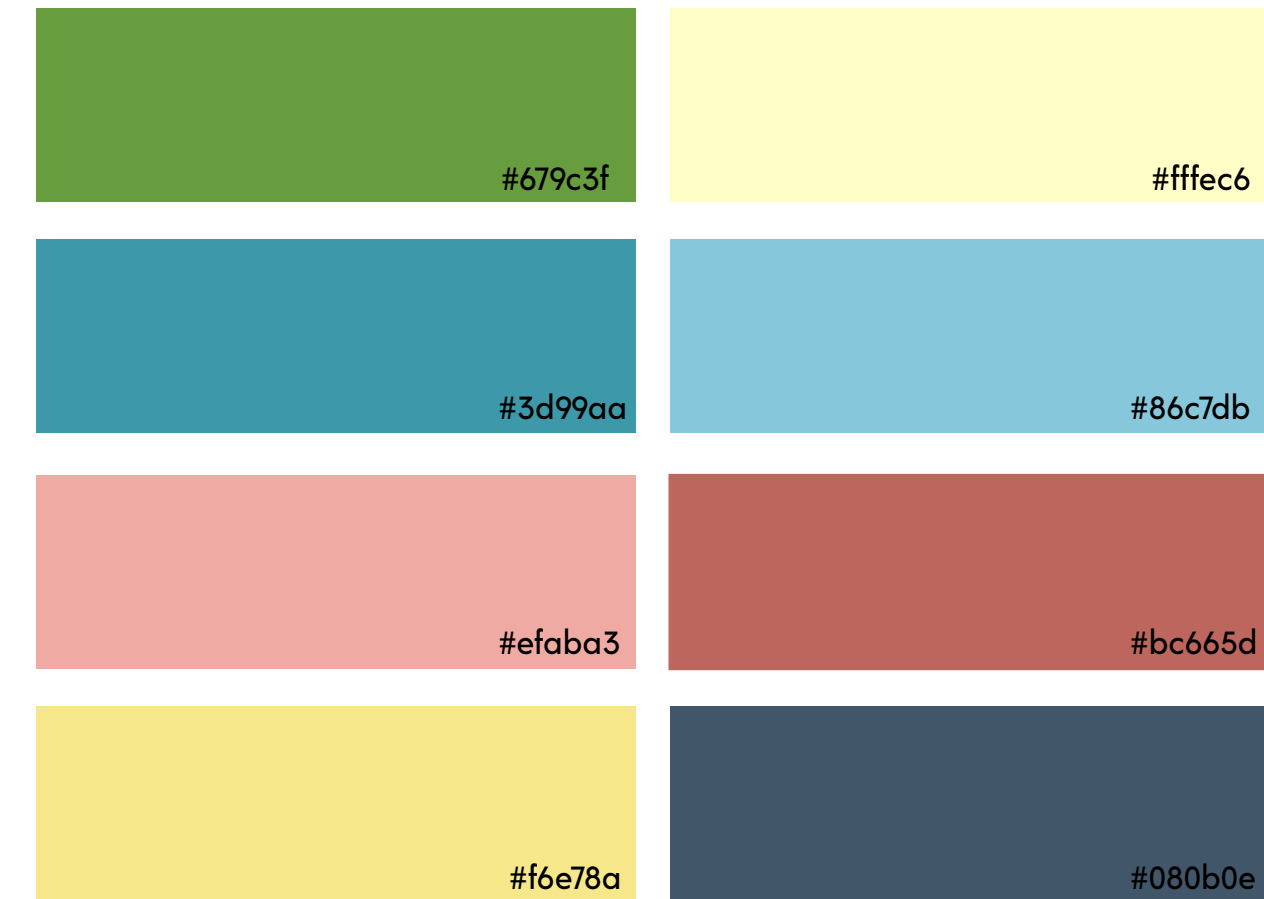
After taking these three colours, I tried to explore different tints and shades to get the right colour for the brand.







## FINAL COLOUR PALLETTE





## PROS

The logo has all the elements like the tree, mountains and the river present in harmony. It is presented in a very minimal way.

Adding a background gives a great sense of weight to the logo.

## CONS

The logo is reminiscent of the logo of "the body shop" which can affect the sales of the company.



## PROS

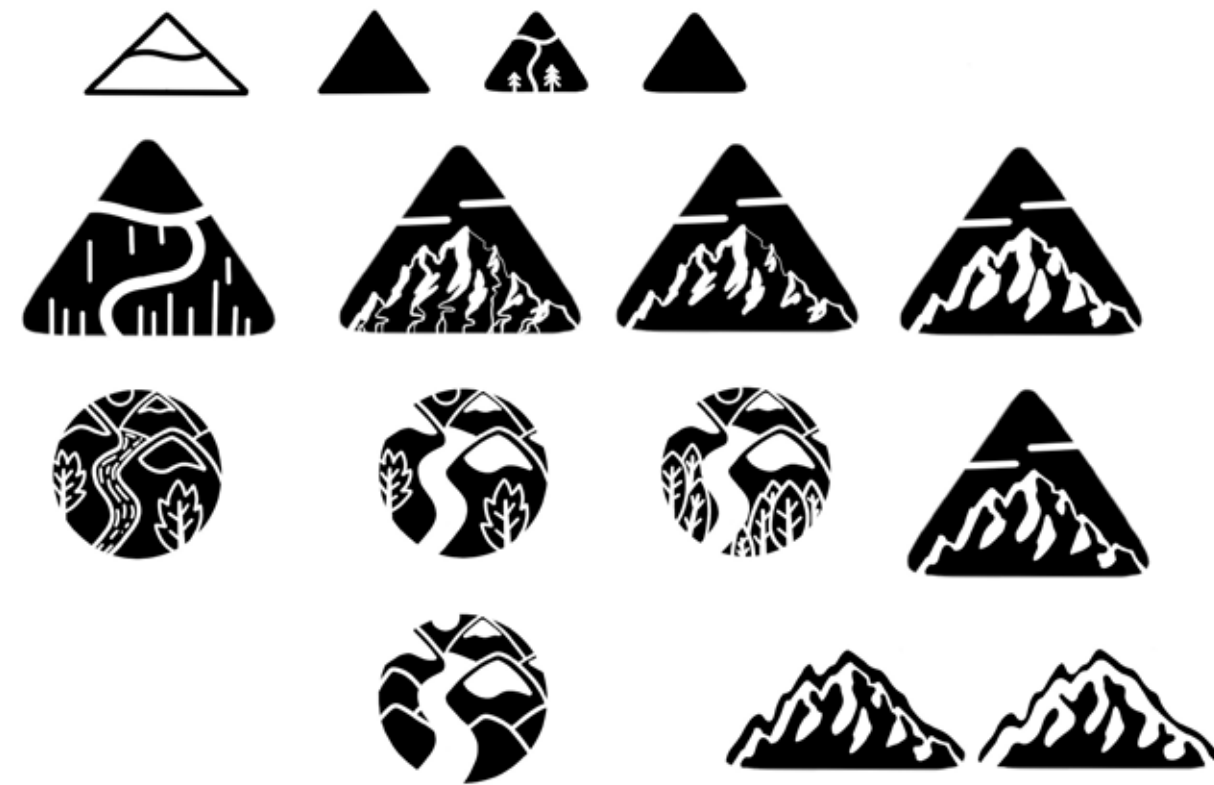
The logo has all the elements like the tree, mountains and the river present in harmony. It is presented in a very minimal way.

## CONS

The line work is too weak to give a full impact to the target audience.



FINAL SYMBOL BRAINSTORM





## FINAL SYMBOL CONSTRUCTION



## LOGO TYPE

It has a lot of organic elements to depict the natural beauty experience. At the same time, it also has clear geometrical lines to increase the legibility of the logo.

If looked closely, the "A" represents the Himalayas mountains which strategically show the snow caps through the curved line.





## FINAL LOGO

Over all, the logo has created a very organic look with a very eco-friendly look. Keeping the Typography on the Right hand side of the symbol creates a well balanced look. While exploring the colours, Green has a very refreshing feel which connects to nature very well.



Hiking is one of the safest adventure sports and has always taught people to be empathetic to the natural beauty. Green colour represents this very strongly.



# TAG LINE

Tag lines are really important to understand the motto of the company. Initially, there were my ideas regarding the tag line, which revolved around the natural beauty of the city. For example, Reconnect with your true self, let your legs take you to places, A walk across Dehra and many more. Ultimately, "A hike to discover yourself" became the tag line because it is conveying the message of the company in a very short and simple way.

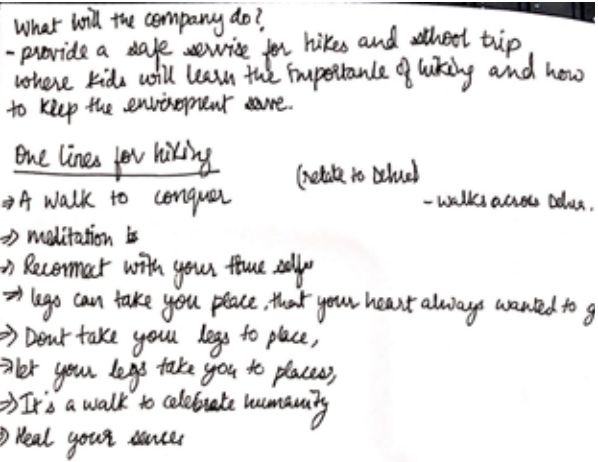
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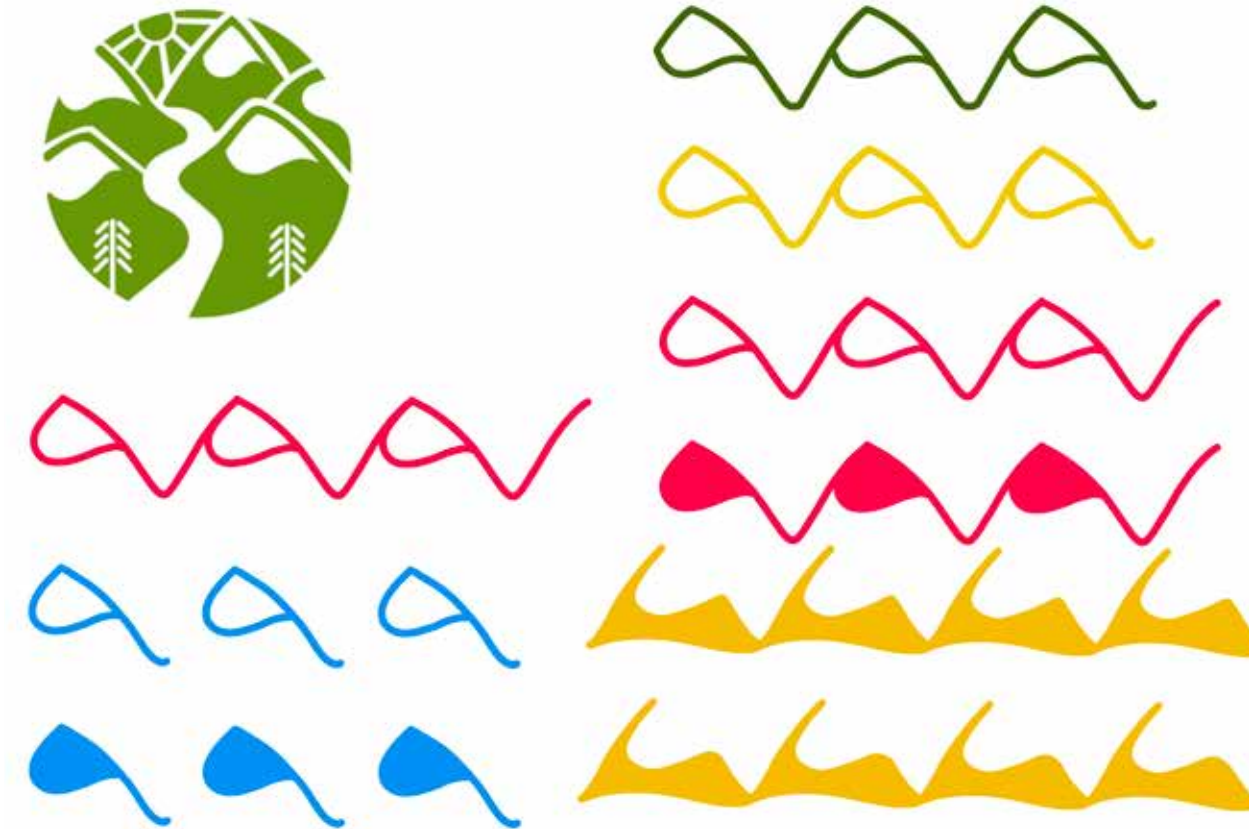
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A hike to discover yourself.

## BRAND LANGUAGE







# REUIREMENTS/ COLLATERAL

Brand Manual- This Manual will have all the information about the brand and how the logo is supposed to be used in the future projects.

## HIKING KIT:

MAP- It will provide the hiking routes and directions to the students. It will also help them to learn to read a map.

Fun Fact Book- This book will generate interest amongs the hikers as it provides interesting facts about the trails and hikes. Its always good to have some imformation about the place we visit.

Guide Book- This book will provide hikers with essential information about hiking. It is a proper sports and requireda proper understanding to do it properly. Most importantly, it teaches hikers to have empathy towards nature.

Merchandis- Hikers will be provided with snacks, sweat shirts and many other Hiking related thing to indentify the hikers whiling hiking.

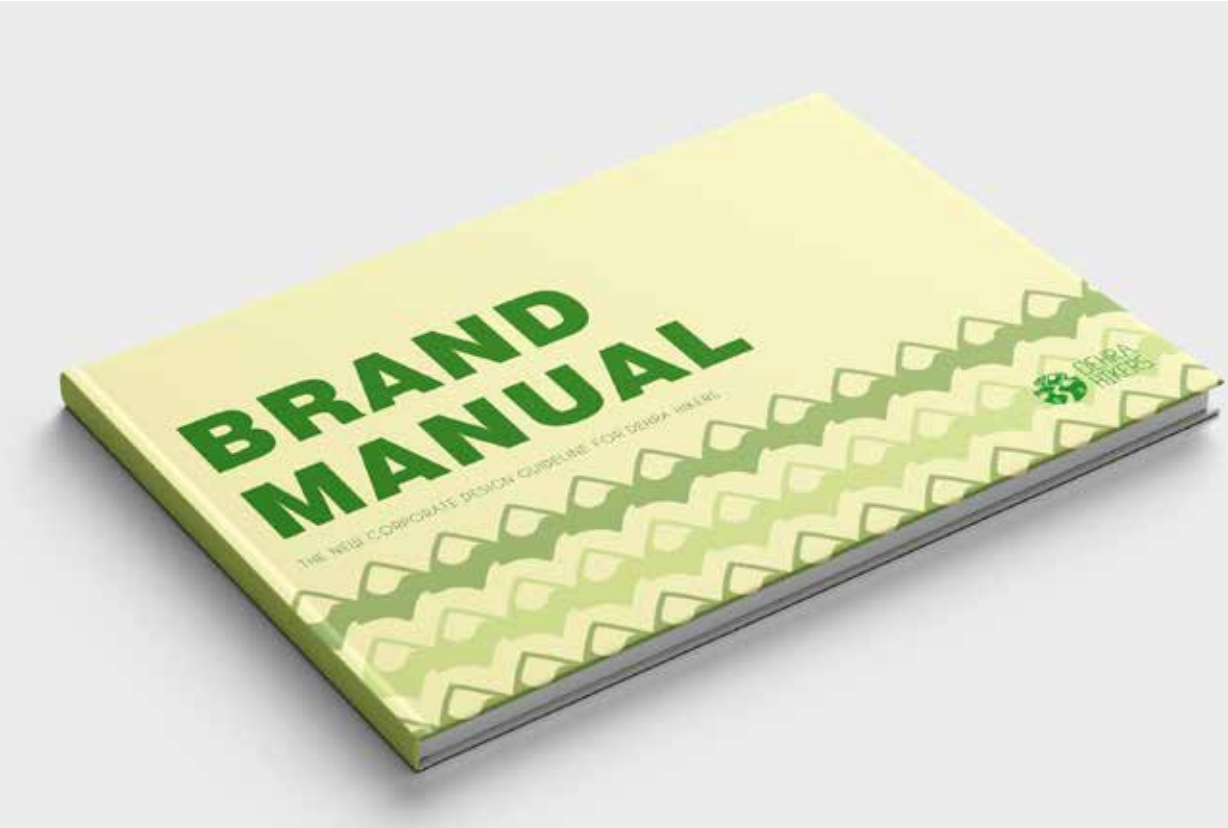
# FUTURE POSIBILITIES

Website- As the company grows, it will beeasy for hikers to register online. It has become extremely important to have an online platform to make the experience easy for the client.

Application- As most of the people have phone with them nowadays, it will be easiler for them to use an app. It will alway help the hiker to get a personalis experience.

Sign Board- With time, company will add more Trails which can make the routs confusing. To get an easier understanding, sign boards will help the hikers to indentify the trail.

BRAND MANUAL





## MAP EXPLORATION

It was a difficult process to realise the right tone and vision for the map. I was very clear with the use of bright natural colours, so that kids find it interesting.

While working on the colours for the map, I took a lot of inspiration from climatic and geological conditions of the region.

For example, I used very cool colours to show the Hill station, Mussoorie, to show the snowy region of the Doon valley.

I wanted to give the map a very natural look, with leaves and different elements. But as working on it, I realised that it can confuse a lot of the users.

It was also distracting from the actual trail. Initially the map colours were inspired from wooden and pine forest.

It created a very dry look, which affected the overall idea of the map.

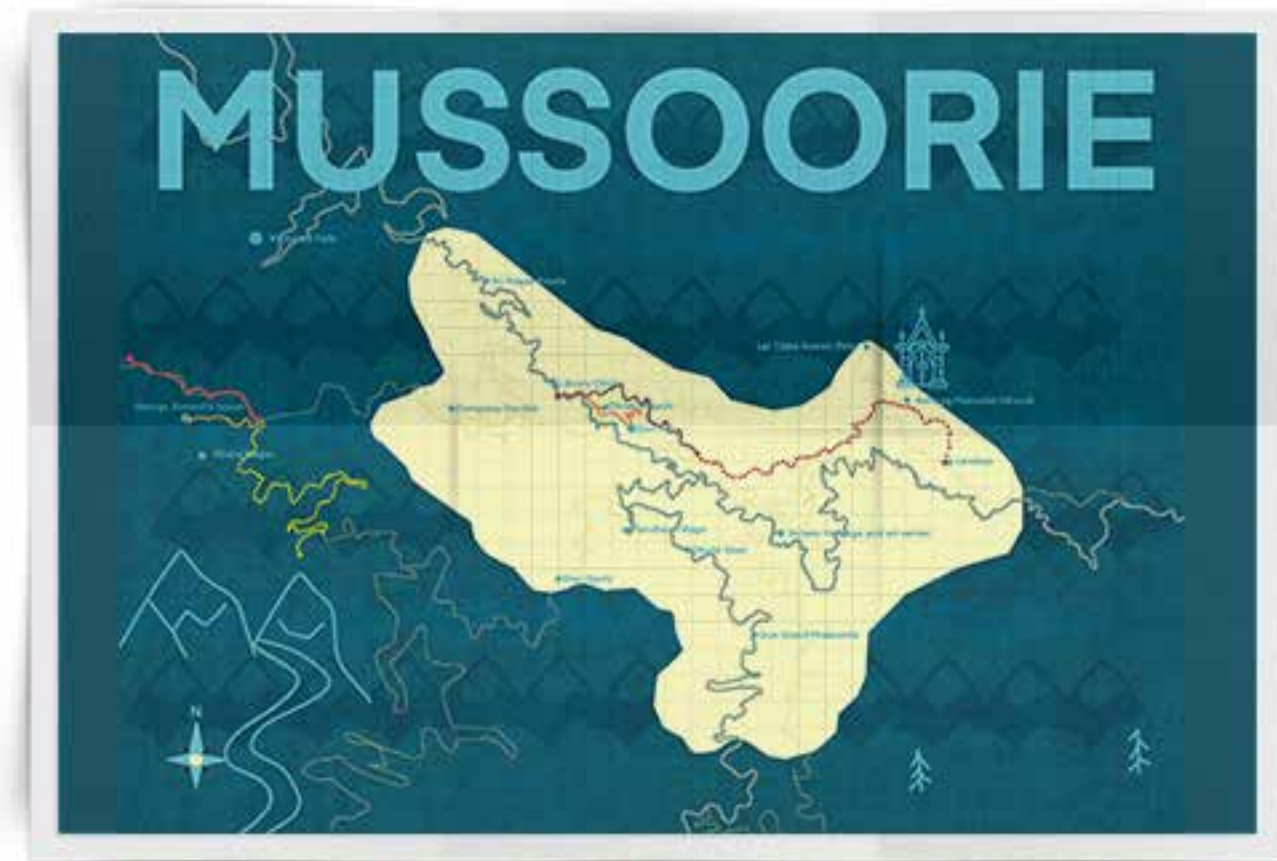
To show Dehradun, I decided to use Dark rain, as it represents lush green forest of Dehradun.

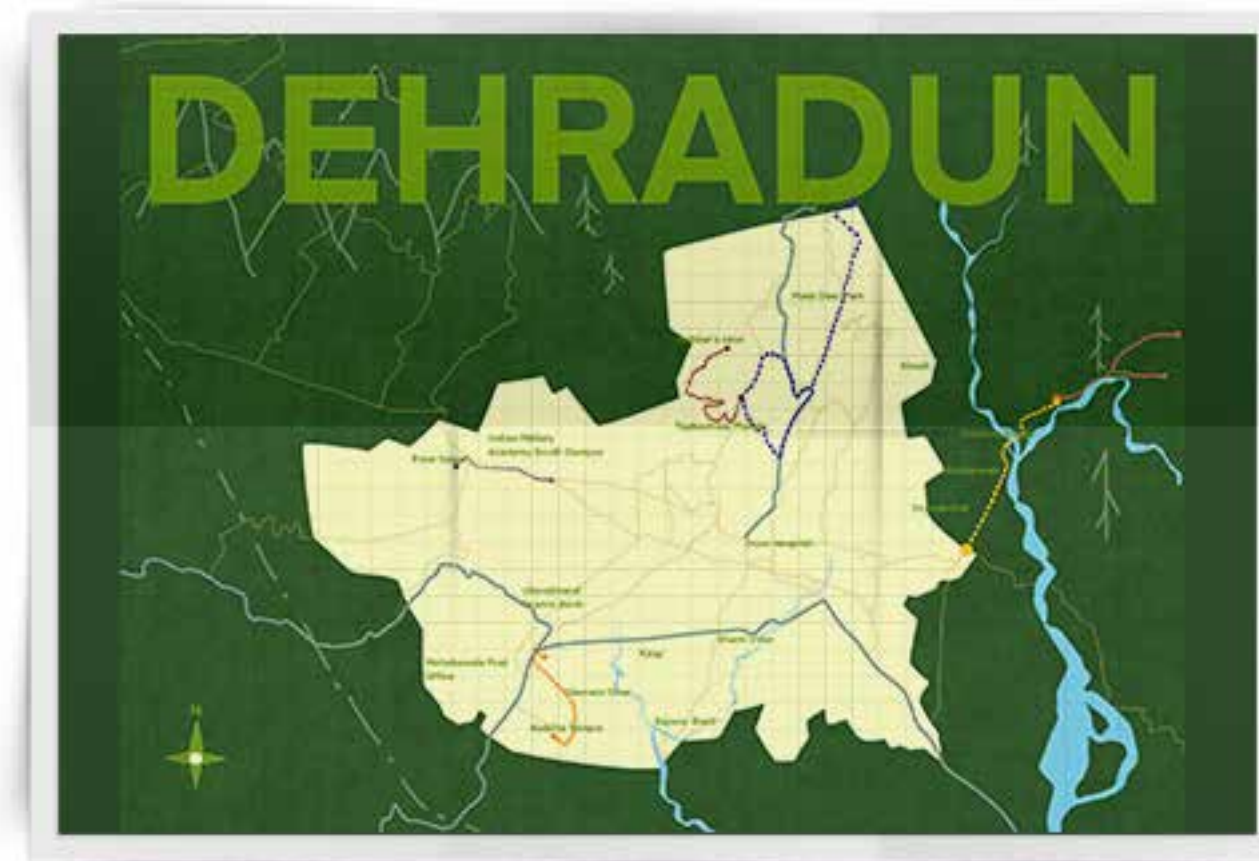
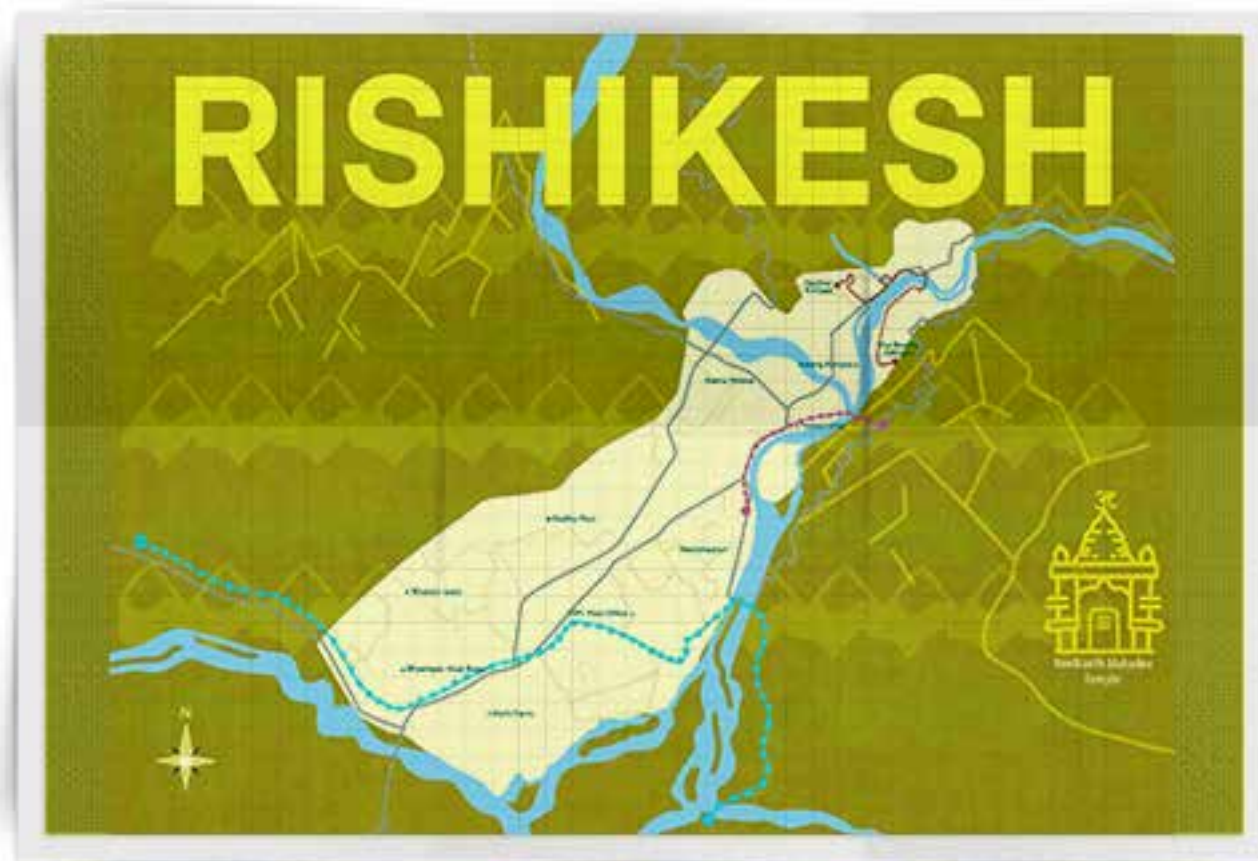
For Rishikesh, most people know it as a peaceful place with a lot of greenery, which is why I used Light green to represent Rishikesh.





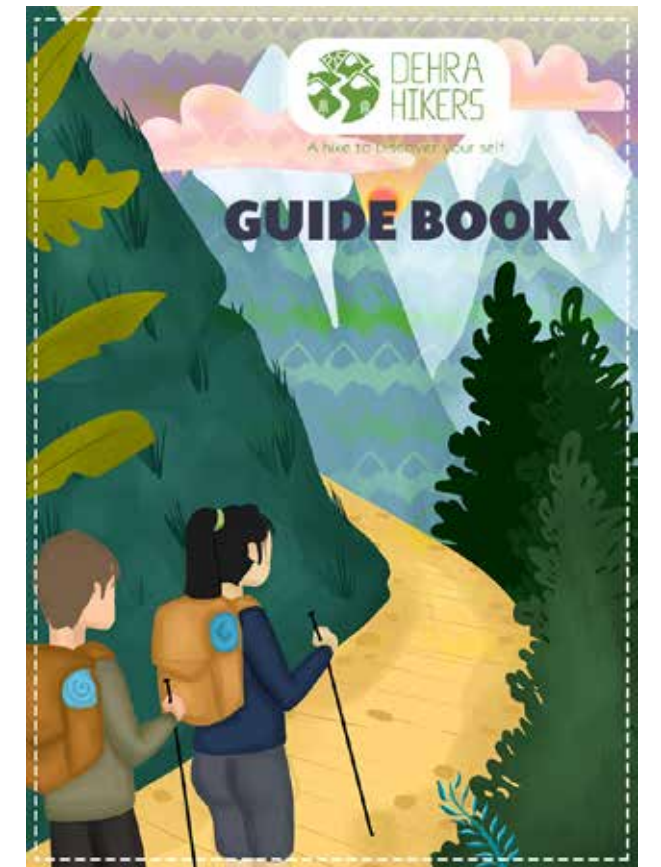
## FINAL MAP







## ILLUSTRATIONS



## FUN FACT BOOK

This book is a representation of one of the best cities in the country. Even though it's beauty has been sometimes compromised and corrupted over the years, one should understand the true history it holds behind and how it shaped into a strong eco-friendly city that we see today.

I want to thank "been there doon that" for their amazing contribution to this city which reminded everyone of the true spirit of the Doon valley and the hidden trails around the Shivalik range.

These facts might as well shock you as it did the British when they first arrived and at this place.

These facts are backbones of a great place where many wanderlusts have put their first step to seek the greatest adventure.

Initially, I tried to create a very simple look and just one page fact, later on, I tried different layouts in a spreadsheet format. For the fact book, my style of illustration is mainly line drawing.

Using different colours for the background was mainly to attract a young audience. The colours theme is placed according to the fact presented on the spreadsheet.

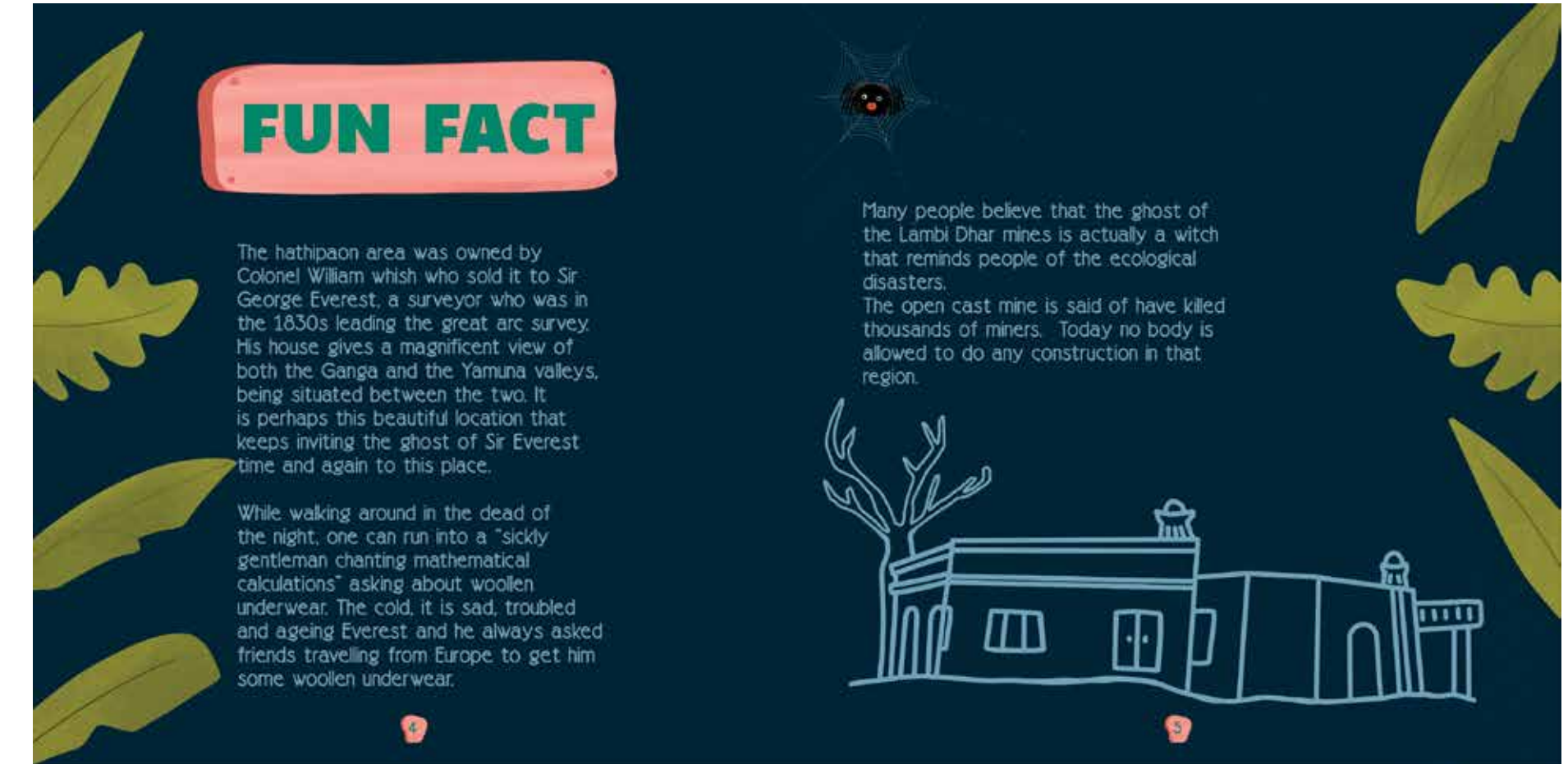


## FUN FACT BOOK ILLUSTRATION





## FUN FACT BOOK COVER



## FUN FACT

It was during the shooting of the movie help! Shot in early 1965, that George Harrison first saw and heard Sitar, being played in the background in one of the scenes. So attracted was he to the instrument that mastering it would become his lifelong quest, bringing him and his band band mates to a place called Chaurasi Kutty or 84 hearts hearts on the banks of Ganga in Rishikesh.

Of the Fab four, it was George Harrison who took a fancy to India first, and begin experimenting with Indians sounds in his songs in the mid-60s were a time of exes in the west, and The Beatles, as the most popular rock band across the continents.

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## THE BEATLES

In George's contribution to the album Revolver, the song love you too, it was Indian music that occupied centre stage. the Beatles musical score remain anthems for many generations, they're staying at Rishikesh probably altered the world of music for ever. The Beatles also composed a song on Dehradun.



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## FUN FACT

The king of Tibet invited Padmasambhava thought to be a teacher at Nalanda, to Tibet. It was he who established Buddhism in the Himalayas. In the 17th century CE, the mind rolling school started as one of the six main schools within the Nyingma school that Padmasambhava had originally taught in Tibet.

After Chinese occupation of Tibet, the head of the Mindrolling school, khabje Jume Kunzang wangyal was seen as an emanation of Padmasambhava by the Devout escaped to India. Kyabje Khochen Rinpoche, who has mastered Buddhist studies found some land in clement Town and built the Mindrolling Monastery and Temple in 1965.

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Now there is a well-established Temple, monastery, school College of advanced Buddhist studies and a 2 acre Park that is open to the public. Within the Stupa Stupa there are five shrine rooms not all of them are open to public every day. The shrine rooms on each floor are artistically decorated decorated with Buddhist iconography Jakarta tales and representations of the 17 Nalanda masters 25 Main disciplines of Padmasambhava, the lineage holder of mindrolling and much more the shrine rooms provide a wonderful space to meditate.



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## GUIDE BOOK

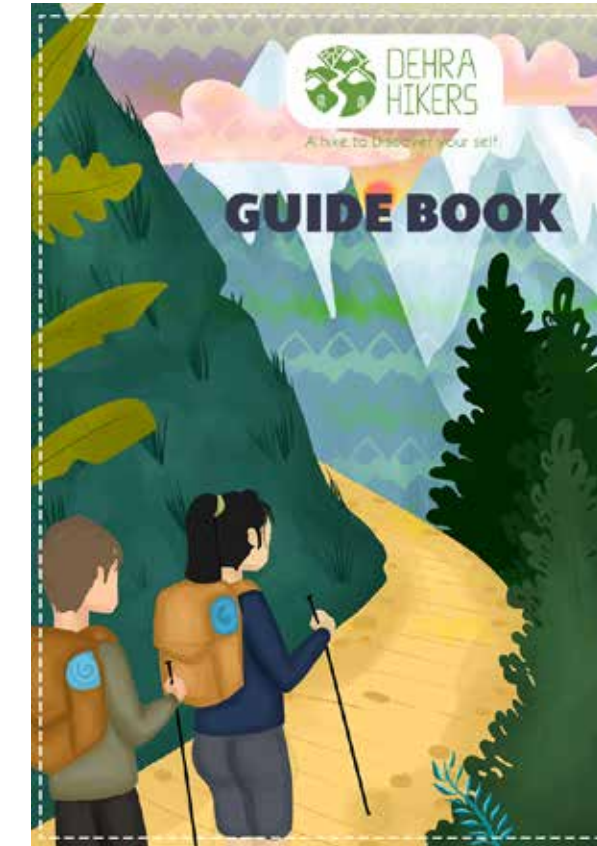
The whole purpose to create a brand that promotes hiking lifestyle will only work if the hikers are getting well educated about this sport and also have fun at the same time. This guide book will provide the right knowledge and will help the hikers in difficult situations.

This book contains the information about the preparation for hiking, basic manners to follow while hiking, information about the first aid and the instruction on how to use the map provided by the company.

This book will be the part of the kit which the hikers will be receiving on the day of arrival by the company volunteers.

## GUIDE BOOK COVER

The cover of the guide book represents the hiking experience of hikers in the early morning. I wanted to show a trail which is mysterious and full of adventure. It shows the exciting view of the Shivalik Range. It can attract hikers to understand this book in a better way.





## PREPARATION BEFORE COMING TO THE TRIP

What kind of shoes should i wear hiking?

For day hikes, hiking shoes or trail running shoes are best, since you aren't carrying a heavy backpack, boots are overkill. For multi day hikes, mid cut boots and full boots are the best option, these will help support your ankles. Having said that, if you have strong leg muscles, you can probably get away with wearing hiking shoes.

What clothes are good for hiking?

For hiking, it's best to dress in layers, that way you're never too hot or too cold, a thermal layer on the core, an insulating layer like a fleece for around camp and a waterproof outer layer to protect you from the rain and wind.

How to prevent blisters?

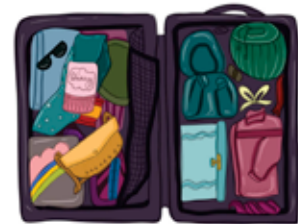
If you have new shoes make sure to break them in, you can do this by going on a shorter trail before taking on a big one. rub a light layer of vaseline on your feet before you put my socks on in the morning, this helps prevent your socks from rubbing and creating a blister.

should you use hiking poles?

Hiking poles aren't just for grannies, they help you carry a heavy load and keep your balance while trekking, they're also knee savers for steep up hills and downhills.

What do you need to do to stay safe while hiking?

You never know when the weather will turn bad, so be sure that you're prepared for the worst, read up on the right gear to bring while hiking, getting lost. Bring the map And learn how to read it, not telling anyone, no matter how safe you think the trail will be, let someone know that you're heading there and when they can expect you back.



## IMPORTANT THINGS TO REMEMBER

Before heading for the Trail, do study weather forecast for the area. Avoid trekking during bad weather.

To prevent insect bites, do wear full sleeve shirts and trousers which will be provided by the camp. Try and wear earthy colours.

Avoid being intrusive. Asked before taking pictures of local people.

Carry rucksack with Cushioned shoulder straps. The bag should be spacious enough to carry all the important walking essentials.

Please note that you are a guest visitor. Do not litter and keep surrounding clean. Treat people with respect and practice leave no trace travel.

Ask questions to your guide if you find anything interesting, they will help you learn more about the place and the trails.

## WHAT SHOULD YOU CARRY?

This Book and The Fun Fact Book.

Dry food like almonds or chocolate (high calories food)

Cap to prevent dehydration.

Camera to capture your trip.

Sunglasses for a better experience.

A steel or thermal water bottle.

A pencil or a pen, to write about the interesting experience.

Sunscreen to prevent sun burn.

phone for emergency situation.

First aid kit with basic things.



### BASIC ETIQUETTE WHILE TREKKING

If you have the vantage for photos or views of the scenery and there is not enough space for everyone, be considerate. Don't hog the spot for too long.

Every walk has its pace. You don't overtake others ahead of you and then cut in front of them.

Walk in single file, in the middle of the track, to avoid erosion.

Do not wander off. Stay with your group, always.

If you need to stop to tie shoelaces, take a picture, or for any other reason, step off the path so you do not obstruct others walking behind you.

Avoid conversations. If you have any questions ask the group leader.

Keep your phones switched off or on silent mode.

Don't kick rocks or a hillside. It could hurt someone down below.

### WHILE WALKING IN THE NATURE

Talk softly. If you need to draw attention, whistle or use an insect sound or an animal sound.

For washing and cooking, please do it at least 30 m away from water bodies. Do not use chemical soap.

Make sure that you bring your waste with you when you return.

Never dare nature. Be adventurous, but bathe only on designated spaces and not anywhere along rivers.

If the path is narrow, walk single file. Do not trample over plants on the edges.

While camping, do not discard waste into water bodies or into the open.

Do not try to feed or touch fauna.

Attempt a shortcut if one is clearly visible, but do not climb precarious slope, if not essential.

### HOW TO STUDY THE MAP

Every Trail has its own colour to identify the place and also for a better understanding.

The trails with orange lines are for Mussoorie.

The trail with pink lines are for Dehradun.

The trails with blue line are for Rishikesh.

Apart from these colour combination, Every trail has its own colour, this is done to identify the group in which Students belong.

# TRAIL MAP



# BRAND PROMOTION

PROMOTION  
MOCK- UP



## PROMOTION

It is a very important step to take any business forward. The jackets and bottles provided to the hikers will create a lasting impact. People will be interested to know more about the company once they are introduced to these merchandise.

## MOCK-UP

Since the kit will contain all the required items which will be provided by the company, it is also important to make the customised food items for the hikers. Here I have tried to create the packing of the food and energy drink which the company will provide. Also, they will contain the guild book and the fun fact book, to visually understand the book and its features, it is important to have a mock-up.

## HIKING KIT



## SNACKS



## ENERGY DRINK





## GRANOLA BAR



## BADGE



GUIDE BOOK



FUN FACT BOOK



## HOODIE



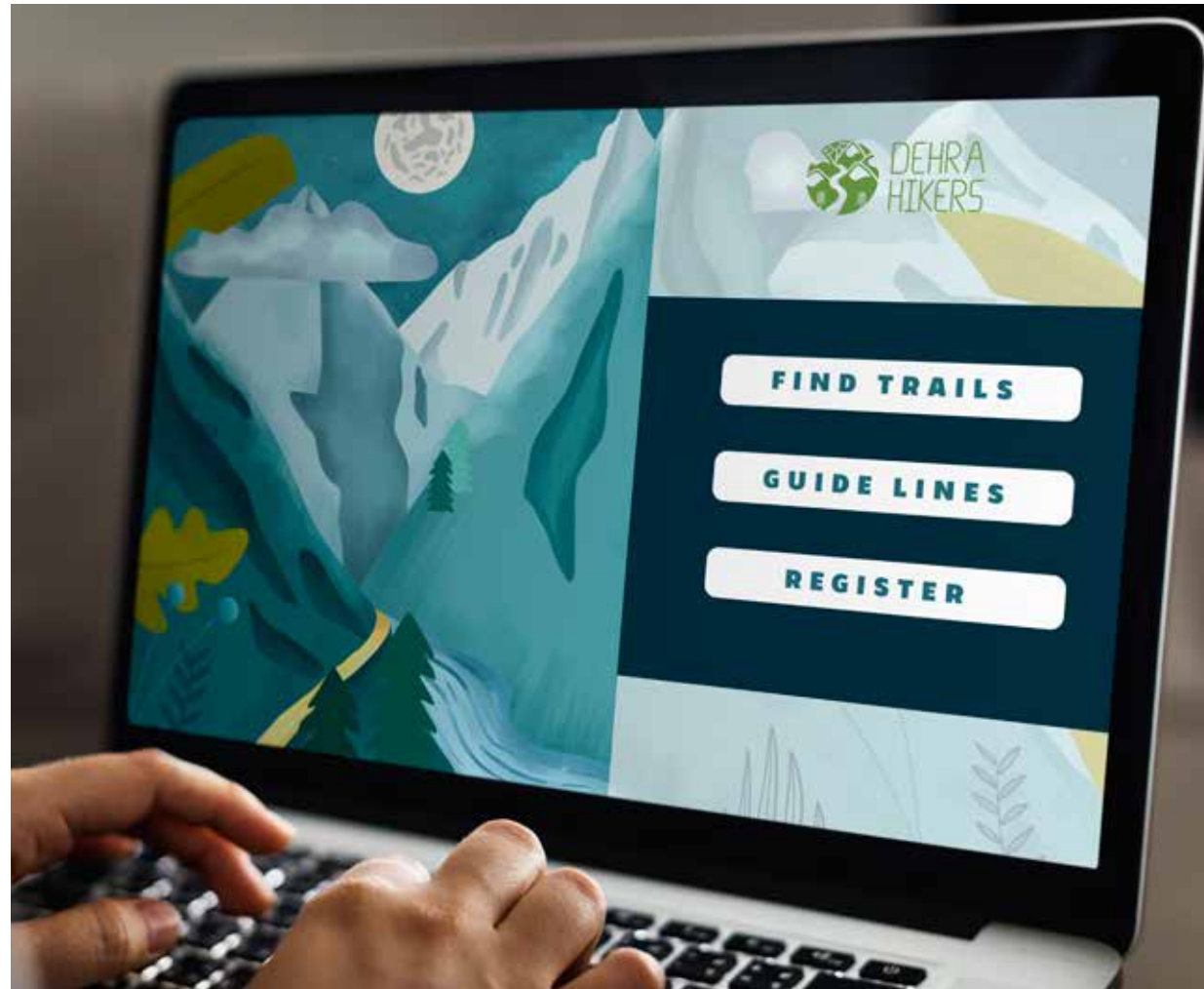
## T-SHIRT







## SOCIAL MEDIA



## SUNSCREEN



## BOTTLE



## FIRST AID







# CONCLUSION

CHALLENGES

LEARNING

BIBLIOGRAPHY

COLOPHON

## CHALLENGES

This project was one of the most difficult things to pull off. While understanding and researching the concept, I had taken travel to different places and experience the trails first hand. To check the safety and quality of trails, I had to visit various tourist departments which really helped me in achieving my goals.

It was also important to understand the psychology of teenagers towards hiking. Weather can really affect the hiking experience. Sometimes it was difficult to talk and take pictures of the local people as they were shy, despite being out of their comfort zone, they really helped me with so many information.

The biggest challenge was the global pandemic in 2020. Due to the lockdown imposed by the government, it was difficult to research on the field after mid-March 2020.

## LEARNING

The project has changed my perspective of hiking. It's one of the most peaceful adventure sports. It can bring out the best in us. This project. If ever becomes a live project can change so many misconceptions about Hiking.

Creating a brand for a hiking company really taught me to value the work that goes into creating a full blown travel itinerary. It taught me that rather than giving someone general information about hiking, it is better to create a personalised kit which fulfils all the requirements.

The project also taught me that there is always a positive way to look at things and as a visual communication designer, we can create and communicate our home from our own home which is a beautiful way of learning the importance of this field.

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## COLOPHON

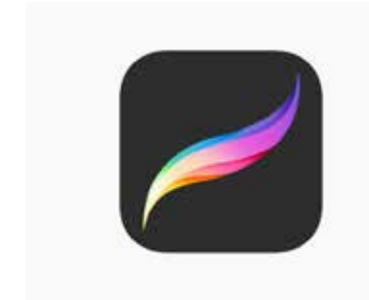
This Documentation, volume 1 of 1 was produced, designed and written by Soumya Sharma. It has been printed by Siddhi Printers, Ahmedabad.

This document has been written using the following typefaces:

Galano Grotesque (bold)  
Which was designed by René Bieder in 2014. The design was inspired by classic geometric sans such as Avant Garde.

Acre  
It was designed by Jonathan Ball, a professional designer. Acre is an extremely versatile family that can be used for display, text or anything in between.

The following software were used to create the entire project.



**THANK YOU**