



DESIGN & COLOUR PHILOSOPHY

The logo design reflects the core vision of the **ELEMENT project**—to improve landscape management and enhance the livelihoods of forest-dependent communities in Nagaland by symbolically merging ***natural, cultural, and developmental elements*** into a unified visual identity.

Mountain & Trees (Letter M): The letter “**M**” is shaped as twin mountains with ***two trees*** positioned between them, symbolizing Nagaland’s rich forest landscapes and the project’s commitment to ecological conservation and restoration. The **green color** represents sustainability, environmental balance, and regenerative landscape management.

Naga Morung Motif: The structure of the “**M**” incorporates the architectural essence of a ***Naga Morung***, representing community strength, traditional knowledge, and capacity building—directly aligning with ***Component 1: Strengthening Capacities for Integrated Landscape Management***.

Water Wave (Letter E): A flowing blue wave forms the letter “**E**”, symbolizing ***rivers, clean water resources, and harmony*** within ecosystems. It reflects ***Component 2: Restoring Landscape for Improved Ecosystem Services, emphasizing the importance of natural water cycles and environmental sustainability***.

Economic Transformation: The combined visual of ***mountains, trees, water, and cultural patterns*** represents ***Component 3: Enhancing Landscape-based Value-Chains for Economic Transformation, depicting sustainable livelihood opportunities arising from responsible landscape management***.

Overall, the logo is designed to be ***simple yet meaningful***, visually communicating the **ELEMENT** project’s mission to harmonize ***nature, culture, and sustainable economic growth*** for the people of Nagaland.

