



ALL INDIA COUNCIL FOR TECHNICAL EDUCATION
Vasant Kunj, Nelson Mandela, Marg,
New Delhi – 110 070

About AICTE Training And Learning(ATAL) Academy LOGO

A countrywide LOGO designing competition for AICTE Training And Learning (ATAL) Academy was floated and in response to it 732 entries were received. A committee was also constituted by the Competent Authority for the finalization of the LOGO. All the logos received were sent to the members of the committee and members submitted 14 Logos. Out of 14 Logos 3 were common. Therefore, all 11 Logos were attached to a google form wherein the people gave their order of preference for the all the logos displayed. The form was circulated among the AICTE officials and the most preferred logo was selected as the Logo of AICTE Training And Learning (ATAL) Academy by the competent authority.

Meaning and significance of tools, shades, colours used in LOGO



The icon for the logo is kept relatively simple with the goal in mind to create a lasting impact without distracting the viewer with unnecessary visual hindrances. At a first glance, the logo is unmistakably reminiscent of a Diya, a ubiquitous symbol for education & enlightenment in the Indian Culture.

The Flame is meant to symbolize the fire for knowledge i.e. curiosity. It is used as a reminder that one must never stop learning and that there is always room for improvement. This is particularly apt for ATAL Academy, keeping in mind the Vision & Mission Statements of imparting technical knowledge through various centres.

The base represents a vessel, and can be interpreted as a Diya or hands engulfing the flame. This interpretation serves as metaphor for mediums that support and encourage the pursuit of knowledge, mediums such as ATAL Academy.

Shades of Purple are used so as to impart a sense of creativity, wisdom & independence achieved through the aid of organisations such as ATAL Academy.