

GTU LOGO

The Old Logo (From May 2007 to June 2021):



Gujarat Technological University was established in year 2007 vide Gujarat Act No. 20 of 2007. At the time of establishment, the university logo was designed considering the core disciplines to cater and a motto of gathering and disseminating the appropriate knowledge to the youth with an image of shield and its base.

However, in the span of 14 years the University has developed its strong capabilities in fields of internationalization and innovation as well as also started adopting the multi- disciplinary approach w.r.t. New Education Policy 2020. There was also a need to include the name of university as a part of logo image. So, looking at such needs, the new logo is designed in year 2021 which describes the academic areas and key approach of the university in right manner.

As the old logo (Shield, branches and motto) has been already established its own identity among all the stakeholders, the overall image and style is continued in the new logo also to ensure the continuation of the brand image.

The New Logo:

The new logo of GTU has been approved by the Board of Governors in 41st meeting held on 09th June 2021.



The new logo of Gujarat Technological University is designed with consideration of all disciplines i.e. Engineering, Management, Pharmacy, Architecture and Computer Applications as a symbolic representation of academic domains which GTU caters in the quadrant of the shield.

The shield: Represents the strength of the education and knowledge.

Symbols in the shield: Looking clockwise:

i. **The Dam:** The top left symbol of *Dam* represents the architecture & related engineering disciplines with a symbolic representation of *Sardar Sarovar Dam*, as a proud identity of the state of Gujarat.

ii. **Mortar & Pestle with Rx and DNA Chain:** Next symbol depicts the Pharmacy discipline where the mortar and pestle are represented as tools of traditional pharmacy and Rx is a sign of 'prescription' of medicine by medical practitioner. The outer circle represents the DNA chain, an important study element of modern fields of pharmacy, biomedical and biotechnology.

iii. **Lamp, Book, Computer and Gear circle:** Students may ignite their minds by continuous learning. So, a wisdom and dissemination of knowledge have been represented by the book and lamp light respectively. Being a technological university, the focus on emerging technical fields is represented by symbol of computer and the gear circle depicts the core engineering disciplines.

iv. **Humans with Clock:** Clockwise fourth icon symbolizes domain of business administration and emphasizes the importance of time management for achieving professional excellence.

‘समुचित ज्ञान समन्वय’: It is the university motto. Its means gathering and disseminating the appropriate knowledge to the youth.

Estd – 2007: Represents the year of establishment of the university.

Three symbols at the bottom of logo:

The lower red part of outer circle shows the approach of the university in a well-defined manner.

The Globe represents the ***Internationalization*** at GTU in terms of unique international programs for students and faculties, large number of international students and joint activities with reputed institutions worldwide.

The Bulb with Mind and Spark clearly endorse our commitment towards nurturing ***Innovation*** and supporting strong entrepreneurial ecosystem.

The human with multidimensional arrows demonstrates overall ***Multidisciplinary Approach of the university*** to welcome and adopt New Education Policy 2020 for the benefit of all stakeholders.

The 4 Connecting Lines in Red Colour: The connecting lines between all three approaches represents the ***synchronization*** between all the academic disciplines and three core approaches of the university.

Name of Gujarat Technological University: In the new logo the full name of the university is added as an inherent element to ensure that anyone can easily identify the name of the university from the logo image.

Colour Theme of Entire logo: **Red colour** is associated with courage, strength and passion which stimulates energy among students. **Blue colour** is a serene and calming colour that represents intelligence and responsibility.

Both colours give strong message to our youth for being responsible citizens who have the energy to change the world.