

DESCRIPTION OF THE LOGO OF ODISHA STATE OPEN UNIVERSITY, SAMBALPUR



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At/Po: Pallahada
District: Angul
ODISHA

The Logo is in keeping with the mission and vision of the Odisha State Open University. There are four basic colours: Black, Pink, Blue and Sky Blue.

It is shaped like a square. The square is diagonally divided in to two triangles – one black and another pink.

Black represents darkness of ignorance and deprivation.

Pink represents youthful vibrancy and aspiration to achieve better through perseverance.

Both these conflicting triangles are bridged by an open book – the book of learning and knowledge thus obliterating the divide between ignorance and knowledge.

The book is superscripted with a flying bird superimposed over sky-blue colour on the right side and a flame on blue in the left side.

Sky depicts the limitless ‘openness’ of unlimited space and knowledge and the flying bird symbolises quest for knowledge and search for new horizons of learning. Bird is one creature which takes into its fold the terra (the earth ‘ପୃଥିବୀ’), aqua (the water ‘ଜଳ’) and firma (the sky ‘ଅକାଶ’). This encompasses the three major elements of life.

The flame is symbolic of light – the light of knowledge, and also warmth of humanity.

Under the graphics in easy-to-read font the name and location of the University is given in Odia “ଓଡ଼ିଶା ରାଜ୍ୟ ମୁକ୍ତ ବିଶ୍ୱବିଦ୍ୟାଳୟ, ସମ୍ବଲପୁର” and in English “ODISHA STATE OPEN UNIVERSITY, SAMBALPUR” in that order.

The Logo has no ornamentation or other embellishments. It is easy to draw and can be reproduced without much artistic skill. This will enable students to reproduce this with ease and comfort. It will come out well both in colour and black and white print on paper, cloth, synthetic sheets, wall and any other surface and will not get defaced, decoloured and mutilated so easily.