

Concept **i**

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**Inspiration:** India gives an opportunity to the world to come and invest in the tourism sector.

India holds Nature, Culture & traditions and Medical/health tourism in itself, which makes India a unique destination. Here lies great opportunities for the business to emerge & explore the Possibilities.

**Design Rationale:** Our design reflects 'I' derived from 'India' as the destination. The motifs & the figures used in 'i' signify culture & the essence of Indianness, purely reflecting the colors of India.

Keeping 'I' as the unique visual identity, it will create a strong visual impact to stand out throughout branding & promotion.



Logo Option 1



# 1<sup>st</sup> Global Tourism Investors' Summit

Logo Option 2



# 1<sup>st</sup> Global Tourism Investors' Summit

# Design extension



# Flyer 1



पर्यटन मंत्रालय  
MINISTRY OF  
TOURISM



## 1<sup>st</sup> Global Tourism Investors' Summit

22-23 March 2023 | Pragati Maidan, New Delhi

SAVE THE DATE



Investible projects



Knowledge Session



B2B Platform



State of Art Expo

For more details, email at [isha.miglani@cii.in](mailto:isha.miglani@cii.in)

[gtis2023.com](http://gtis2023.com)



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# Banner 1



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# Banner 2



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