



RI BUROM
TOURS & TRAVELS

Process: From pre-visualisation to Final Look

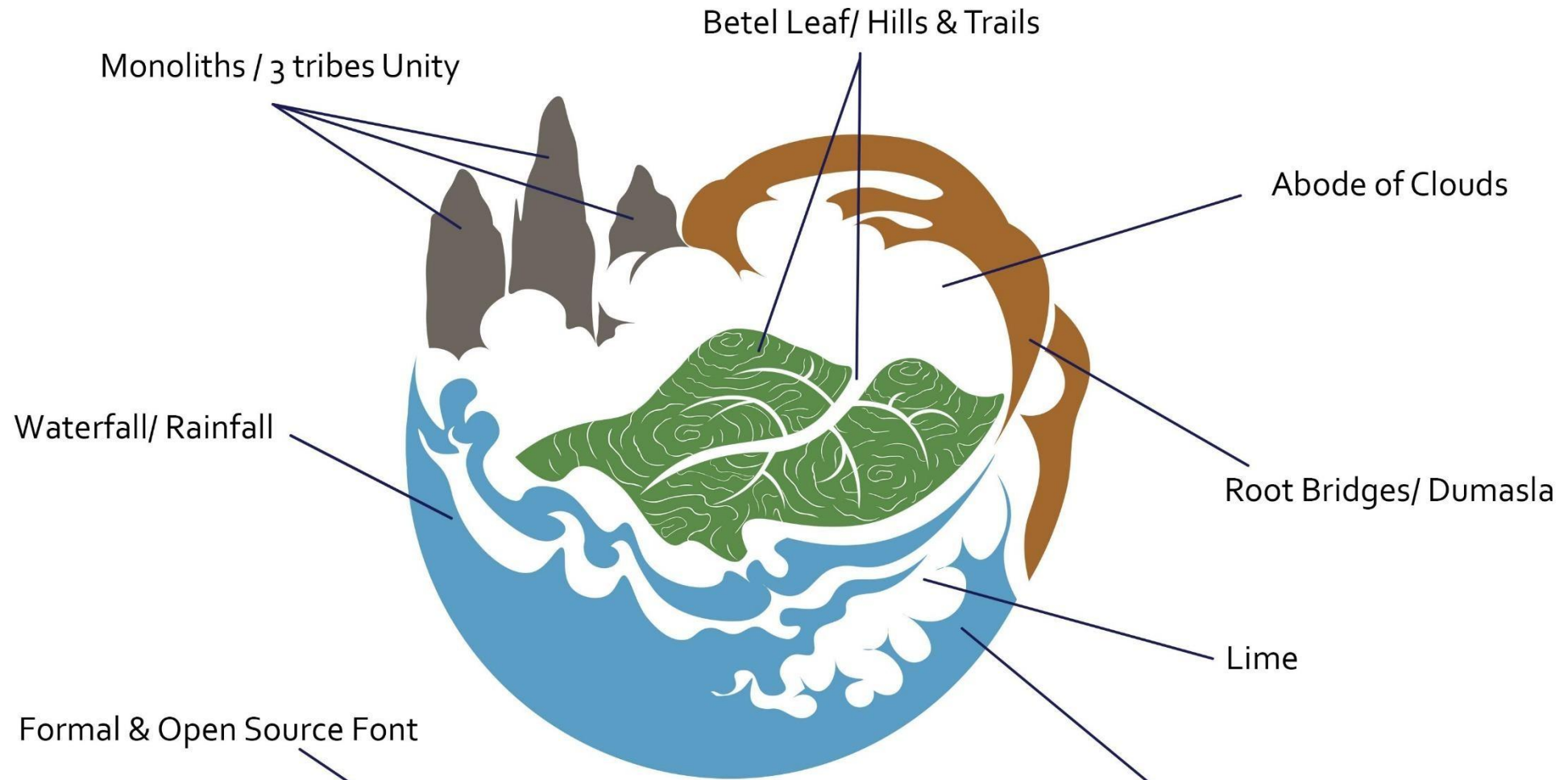


Ri Burom Logo Concept Note

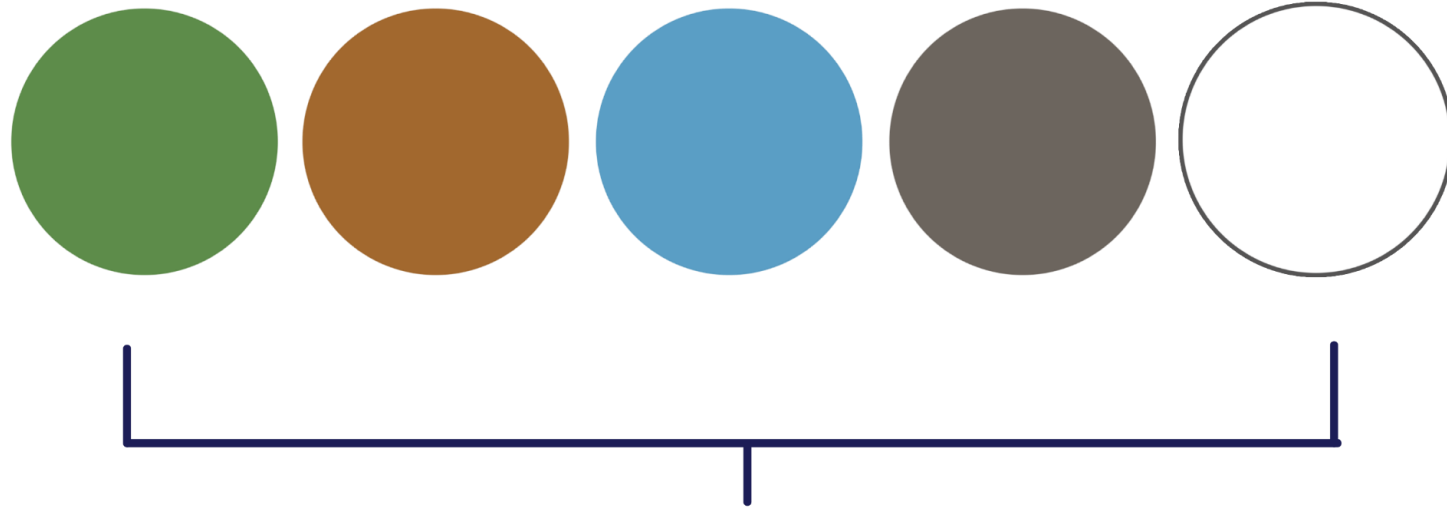
The logo is a visual invitation reflecting the state's profound hospitality. Inspired from a popular khasi traditional offering (also from a folktale) of “U kwai (betel nut), U tympew (Betel leaf), Ka shun (lime) and Ka dumasla (tobacco)” to visitants—the emblem weaves Meghalaya's culture, nature, and welcoming spirit into a single, cohesive mark.

The central green element represents the state's lush landscapes as well as the betel nut, its veins rendered as ridgelines and meandering pathways that evoke its hills and trails. A prominent monolithic silhouette honors the three major tribes and the region's also depicting the state's long and rich heritage, while the warm brown motif symbolizes the tobacco as well as the state's living root bridges and tourism places- its sweeping curve embracing the composition like a hospitable hand. The flowing water patterns at the base symbolize Meghalaya's iconic waterfalls and abundant rain. The white negative space is used to represent both the "Abode of Clouds" and the "ka shun" (lime). A subtle texture within the water echoes the betel nut textures, tying the entire artwork back to its cultural roots.

This logo's clean geometry and fresh colors make it versatile, scalable, and memorable—capturing Meghalaya's tradition, adventure, and eco-conscious travel.



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The colour palette of the logo is drawn directly from the land and spirit of Meghalaya. The palette combines green for the hills and forests, brown for heritage and rooted traditions, blue for its waterfalls and rain, grey for balance and stone-like strength, and white for clouds, purity, and the timeless hospitality.



Designer

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Softwares

