



## ...But I have promises to keep, and miles to go before I sleep...



### CORPORATE LOGOS

It was 2004 and the Sunder Group was restive. It had drawn up growth plans. Yet, some nagging loose ends were causing loss of sleep. Enter Dr. Ravi Rao who was introduced by a close friend. The successful Vaastu turnaround story of the Sunder group will be featured separately in a couple of months. This article takes a look at the logo

that was designed for the group by an Ahmedabad based designer under Dr. Rao's direct supervision.



The Meandering Amazon river



The Sunder

group logo was designed keeping in mind the growth potential of the group and also the fact that it was not a single product enterprise. After two months of intense experimentation and after two switch overs of design agencies the logo that was finalized was modeled on an abstraction of the image of the mighty Amazon River as it meanders across the South American continent.

of meeting the Atlantic Ocean, so too the Sunder Group, though beginning modestly would gather strength from its various group companies and move ahead confidently to achieving its goals.

In its final form the river motif became the never ending road on which the ambitious group shall travel , just as the traveller of Robert Frost's famous poem who refuses to be satisfied with the present status and is determined to move ahead..

The idea was that just as the Amazon river starts off as a tiny stream but is joined by tributaries on the way till it swells to a mighty river and progresses confidently onto its goal

***"The woods are lovely, dark and deep,  
But I have promises to keep,  
And miles to go before I sleep,  
And miles to go before I sleep". ■***



Mr.Parag Sonthalia of "Sunder Synthetics Pvt. Ltd" : *"The logo design was excellent. Many friends have asked us to introduce them to the designers".*