

KNOW OUR LOGO

As we approach the momentous occasion of the centenary celebration of Engineering Workshop, Sini, South Eastern Railway, we are excited to mark this historic milestone with the unveiling of an official logo that symbolizes our organization's legacy and commitment to excellence in the field of engineering.

We believe that a well-crafted logo serves as a visual representation of our identity and values, reflecting our dedication to the basics of engineering and the bridges we have constructed over the years. We are happy to publish the brand new LOGO for the EWS/SINI which appears as:



Description Of the Logo:

- I. **Theme and Concept:** The logo embodies the essence of engineering, encompassing elements that symbolize technical expertise, precision, and innovation. These are seamlessly integrating the concept of bridges, which have been an integral part of our workshop's contributions to the railway infrastructure. It is striking a balance between tradition and modernity, acknowledging our rich heritage while embracing the advancements in engineering.
- II. **Iconography:** The logo is distinctive and original symbol that represents the basics of engineering, such as gears, engineering and mechanical components. One of them also incorporates an artistic representation of a bridge or bridge-related elements to highlight our workshop's expertise in bridge construction.
- III. **Typography:** Selection of a professional and legible font for the text "Engineering Workshop, Sini, S.E.Rly." The typography is complementing the overall logo design and enhancing the readability.
- IV. **Color Palette:** Colour chooses in such a way that reflects the traits of our organization in connection with the policy of the Ministry Of Railways and these also signify trust, reliability, and dynamism.
- V. **Centenary Statement:** Consideration of the additional special Centenary Statement within the logo to signify the celebration of our centenary has also been done.
- VI. **Versatility:** It is also ensured that the logo is adaptable to various mediums, including print, digital, merchandise and signage. It should maintain its clarity and impact across different sizes and formats.