

ISNT NEW LOGO

From Tradition to Transformation – Out Logo... Our Legacy

Indian Society for Non-Destructive Testing (ISNT) has been functioning as a registered society since Apr 1989 and has a Logo which is being used in official correspondences since then. This familiar logo in use is a generic sketch of India map with ISNT letters inscribed inside and Indian Society for Non-Destructive Testing, in words, written along the top and bottom portion of the image in parts.

Keeping phase with the changing times and the technological advancements in the field of NDT, from a primitive design that was not reflecting the true spirit of Non-Destructive Testing capabilities of INST, a new design that would be contemporary, attractive, meaningful, reflecting the true potential of ISNT has been attempted.

The new logo design was created keeping in mind the cardinal points that includes,

- Unique in nature and adds branding value to the organisation
- Contemporary in depiction encompassing all domains / services of NDT
- Bring out the national fervor and pride of ISNT
- Depicts the true essence and capabilities of ISNT services
- Capable of adapting to the different platforms including social media
- Design should be aesthetic, balanced, adaptable to different shapes / sizes requirements without distortion to its original template.

The new LOGO has been designed in such a way that it aptly depicts the vision and the mission statement of ISNT and keep it focussed on the futuristic goals with renewed energy, vigour and professionalism.

The Logo design symbolizes the following:-

The Industrial tower (symbolizing I) and the three wheels above represents the Convergence of :-

1. Industry Partners
2. Government / Policy making Agencies
3. Academia & Student community
4. Research, innovation and skill sectors

Tri colour wave / flairs represents ISNT's resolve to keep the NDT prominence alive by

- Creating awareness / knowledge sharing on NDT – ORANGE
- Consolidate / Collaborate amongst NDT user community - BLUE
- Contribute towards better society / sustainable environment - GREEN

ISNT Tag Line will continue to be "**Better Quality of Life through NDT**"

ISNT's pursuit of professional excellence in NDT propelled by its new MOTTO

तस्य भासा सर्वमिदं मर्भामत "Tasya Bhasa Sarvamidam Vibhathi"

which translates into English as " **Light** (training / certification / research) **that emanates from here** (ISNT) **illuminates** (augur excellence) **the World**"
