ABSTRACT
The circle is not just a basic geometric shape, but it contains deep mysteries of creation and the creator, which are revealed in the visual elements of Islamic art; Geometry, Calligraphy and Arabesque. If this shape didn’t exist, geometry wouldn’t exist and as a result the creation which is primarily based on geometry would not exist. Circle being a core element of existence, is captured by conceptual designers in diverse fashions all over the world. This dissertation studies the circle in a philosophical approach keeping in mind the Islamic ideologies and the Islamic art of symbolism. The study shall also include references from the verses of Quran and analysis of the circle’s Islamic approach in logo design in Pakistan. This dissertation studies whether the culture and Islamic religion of Pakistan influences the design impression of the country, and whether the designers preserve their own art of symbolism and religion in their conceptual designs. It also plays a good example in merging Islamic art and logo design through their similar visual elements and conceptual conditions. This dissertation also follows a detailed study of the circle in Islamic approach and the use of its approach in logo design in two separate divisions of Pakistan; educational institutions and banks. It further looks into the Islamic and Non Islamic sector of both units. After the profound understanding of the circle it explains how designers in Pakistan consciously and subconsciously use the circle as a design element to depict Islamic ideas and in some cases disregard them.