

Krésa Bajaj

Brand Book



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Target Consumer

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Brand Summary

Krésha Bajaj

Brand standards are a set of guidelines for the colors; photography and graphic elements; logo specs; fonts and messaging that comprise your brand. They're the glue that holds your brand together and help to create and protect your firm's brand identity.

Brand Foundation



Brand Story

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Founder and creative director, Kresha Bajaj, was passionate about the bedazzling world of fashion and intrigued by it for as long as she could remember. Ever since a very young age, she spent lengths of time in her father's tailoring shop, sketching designs and working alongside the karigars. Knowing she always wanted to make her career in fashion, she studied in some of the world's most renowned fashion schools including London College of Fashion, Parsons in New York and Paris and Fashion Institute of Design & Merchandising in Los Angeles. After comprehensively studying fashion, "the one-stop for all things fashionable", her label, 'Koecsh' was launched as an e-commerce portal. Unfortunately, though, the website abruptly crashed at its peak of recognition and Kresha had to start from scratch again.

In the midst of rebuilding her brand, Kresha was ready to enter a new phase of life when she decided to get married. And like every bride-to-be, she started hunting for the perfect outfit on her special day. Unable to find what she was looking for after rummaging through tons of options, she decided to create her own lehenga with a unique flair to it. Gathering a team of (third generation) karigars, she started designing her dream lehenga and when the outfit came to life, fashion enthusiasts couldn't stop raving about it. The white and gold lehenga told a tale, her love story. All the precious moments had been intricately embroidered on the beautiful silhouette of the lehenga along with their names delicately hand sewn in zari. It made a splash on social media and became a new threshold of ideas and inspiration in Kresha's fashion endeavour. Soon Koecsh, the brand, had a new name and fresh personality as it turned into a label for luxury occasion wear named after the designer herself, Kresha Bajaj.

With its very own, famous 'lovestory lehenga' being the prime element, the brand carries Indian traditional wear with an avant-garde twist and edge to it. Ranging from pret to festive wear and heavy bridal wear, every collection includes bold and modern silhouettes for women to feel beautiful, comfortable and confident in them. Kresha's eloquent designs are inspired from various experiences and are the epitome of natural beauty and freedom. Each piece created by her is a work of art and depicts a significant meaning or story. The relentless efforts and creativity that she puts into making such timeless pieces clearly shine through her work.



Brand Positioning



Brand Ambition

Kresha Bajaj, the brand intends to provide girls and women with an intimate experience through their styles and designs such that they feel deeply connected to the brand. The store and the brand itself strive towards bestowing women with timeless pieces and modern silhouettes. Evoking a sense of pride in femininity, these bold yet beautiful pieces are made with fine craftsmanship for women to feel confident and comfortable while wearing them.

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Brand Mission

Kresha creates clothing for what she discovered women want; effortless and fresh wearable delivered with fine Indian inspired craftsmanship. Each timeless piece is exceptional and tells a tale of its own. Sharing the joy she felt wearing her 'lovestory lehenga' with other women, she takes special efforts to incorporate the cherished memories of her clients into their own unique lehengas. Kresha Bajaj the brand aims at bringing collections of luxury clothing that test the barriers and boundaries of traditional wear having edgy and avant-garde styles yet maintaining authenticity with detailed embroidery and traditional craftsmanship.

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Authenticity

Designed by our creative director Kresha Bajaj, every item of clothing is unique and original, having its own distinct style.

Creativity And Bespoke Design

The well curated collections at Kresha Bajaj are the perfect mix of modern styles embedded with Indian traditional wear. The brand is committed to customise designs as per the customers' requirements for a variety of occasions and providing them with the outfits of their dreams.

Clientele

We make it a priority to interact with our customers through creative sessions with the designer herself when creating their desired clothing. We aim at giving our clients an intimate experience, taking in consideration their sentiments and suggestions while carefully crafting their special outfits.

Craftsmanship And Aesthetic

Kresha's modern aesthetic and the intricate embroidery work of her team (consisting of third generation artisans) result in the making of timeless luxury pieces and collectibles.



Krésha Bajaj

Brand DNA our approach

We are dedicated to providing our customers with luxury clothing that is reminiscent of their own style and inculcates a glow of confidence within themselves. Bespoke embroidery is a significant part of every Kresha Bajaj outfit. Making fashion meaningful and giving it depth by interacting with our clients and adding personal touches accordingly is what we stand for. We sincerely want our customers to feel a special and deeper connection with the brand and hence involve them in the process of creation, helping them tell their story through the intricate details of our pieces.



Here is the fashion brand that takes efforts to interact with its client while nurturing a connection with them and giving them the ultimate experience, right from picking fabrics and understanding their story to seeing the aesthetic outfits come to life just as desired



Target Consumers

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Kresha creates clothing for what she discovered women want: effortless and fresh wearable pieces delivered with fine Indian inspired craftsmanship. She wants to give girls and women an intimate experience, one where they personally feel connected to the brand. Her brand wants women of all ages to feel confident and comfortable in their bold and beautiful silhouettes.

Through her designs and pieces, she inculcates a deep sense of femininity and honours women to feel their best in her luxury wear.

For A Good Cause

"For the longest time I've had people tell me that they wish to wear one of our lehengas on their special day but most often than not it would end in them telling me, 'I also hope I can afford it,'" Bajaj expressed on her website. Empathising with her customers' emotions and difficulties, Kresha presented to them the Fairytale Funding EMI programme. This initiative enables customers to purchase bridal wear from her line and pay for them through a range of payment plans. The Fairytale Fund is a symbol of Kresha's dedication towards her clients in fulfilling their dreams of a Fairytale wedding.

Bajaj's new initiative extends a helping hand to the community of craftsmen in attempts to provide them a sustainable livelihood and preserve their artistry. In collaboration with Papa Don't Preach by Shubhika, Kresha launched the 'Care for Karigars' initiative. Both the womenswear brands created exclusive pieces for sale, 100% proceeds of which would be used to help the karigars and their families across the country.

Make your dream lehenga now a reality



Brand Personality And Tone

Kresha Bajaj intends to offer their customers an ultimate experience, not just a purchase. Kresha's dedicated line is all about effortless and wearable pieces for women to feel confident and comfortable in. The luxury brand is a chic blend of modern silhouettes and traditional embroidery with feminine and bold pieces. Kresha wants women and girls to embrace their beauty wearing outfits that gracefully resemble their lives and tell their story. Making customers feel a deeper connection with their luxury brand through pieces that reflect their personality is what Bajaj aims to achieve through her brand.

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Brand Summary

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Brand Ambition

The brand aspires to give women and girls a complete experience, making them feel a personal connection with it. The timeless clothing items are designed and delicately crafted as such that they give women a newfound sense of confidence as well as comfort and pride in being feminine.

- ULTIMATE EXPERIENCE
- INTERACTION WITH CLIENTS
- CRAFTSMANSHIP
- UNIQUE STYLE



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Brand Guidelines



Logo

Colors

Typography

Digital

Other

Brand standards are a set of guidelines for the colors; photography and graphic elements; logo specs; fonts and messaging that comprise your brand.



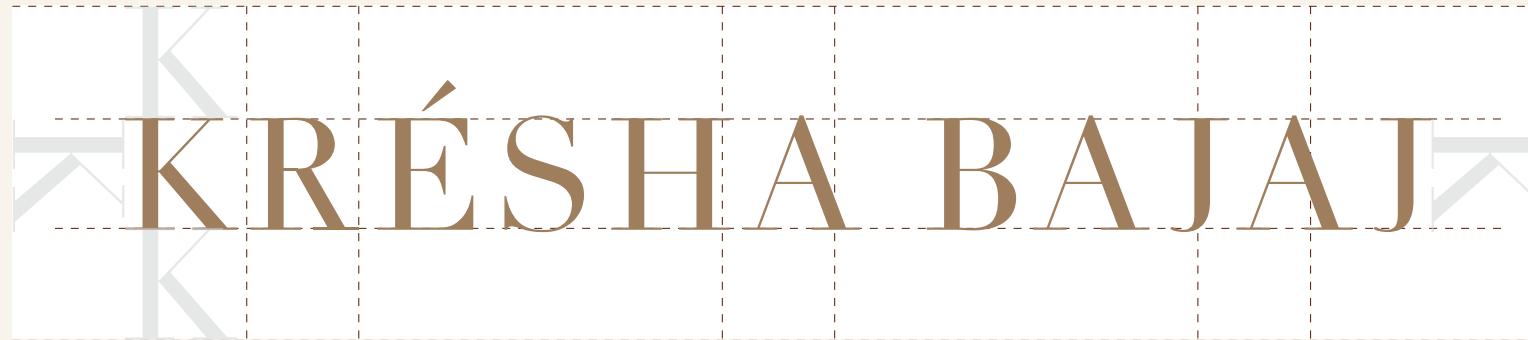
Logo Specification

This format is referred to as a “logo specification”.

White Padding indicates the logo's Clear Space; an area where other elements must not encroach into. In order to allow the logo to breathe.

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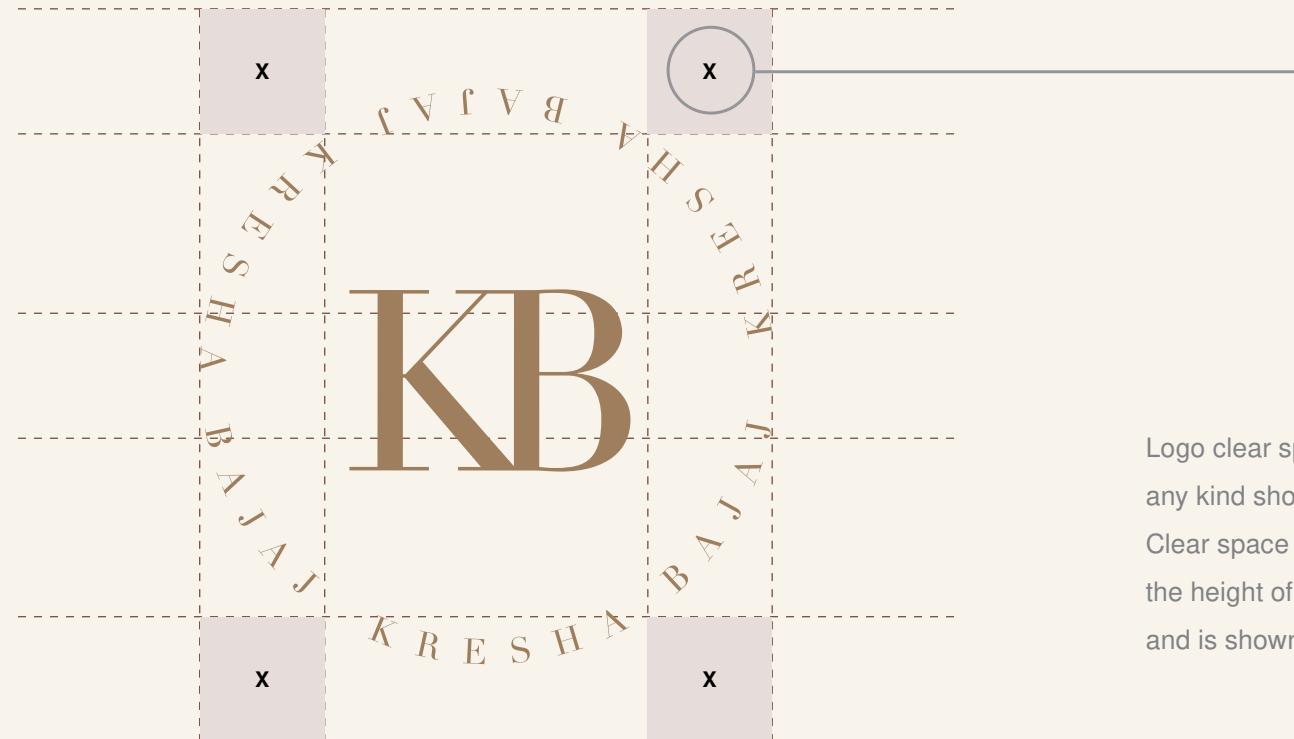
KRÉSHA BAJAJ

Logomark

A logo-mark is an identifying mark or ownable symbol that does contain the full business name with KB initials. It should be used where the full logo cannot appear. The logo-mark looks great in small spaces, for example as a seal, small tags and app icon.

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Logo clear space. elements of any kind should invade this zone. Clear space is developed from the height of the KB in the logo and is shown as 'x'.

Lockup

This format is referred to "KB" seal. In the process of designing the Logo unit for seal is used as one unit. Below is an example of how the "KB" seal combines with Kresha Bajaj typographic elements to create the lockup.

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Avatars

In most cases social media avatars will either be in the form of a circle or a square. In instances where the avatar is reproduced in small sizes (sub 100px), the shorthand logo (logo-mark) should be used.

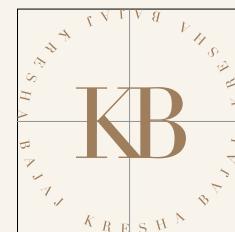
23

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Size
Large 101px+



Size
Small 0—101px



Avatars

Below are some examples of color combinations. For further information see the color combination rules outlined in the color section.

24

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Size
Large 101px+



Size
Small 0—101px



Minimum Size

To preserve the readability of the logo it should never be sized below certain dimensions. The minimum height is 14.4pt when used in print or 14px in digital environments.

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36pt

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24pt

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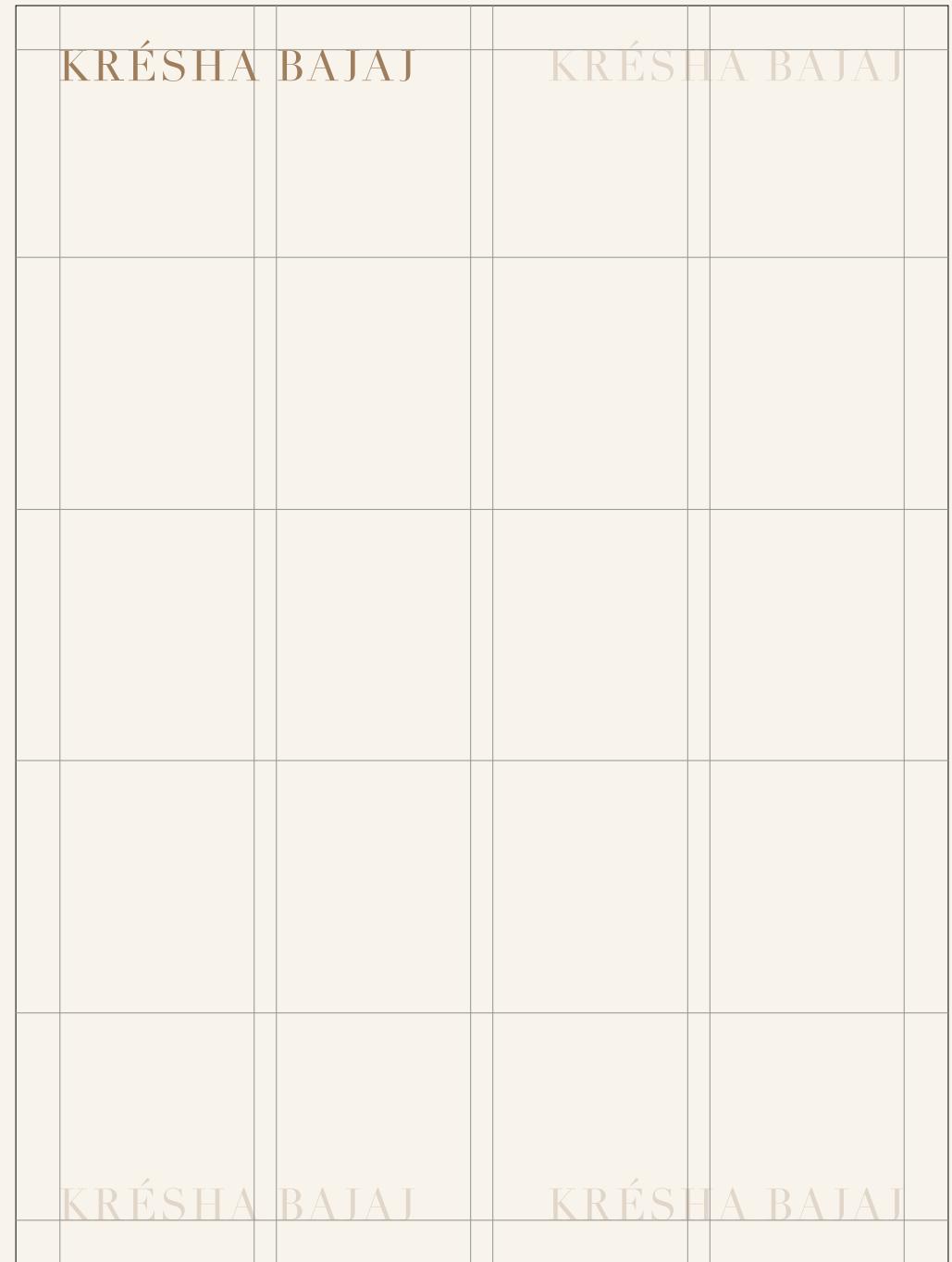
14.4pt

Logo Position

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The logo should only be place in one of the four positions; flush against the left or right hand margins or aligned to either the top or bottom margins.



Typography

Creator
Julieta Ulanovsky

Weights
Regular

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

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Montserrat (Regular)

a b c d e f g h i
j k l m n o p q r
s t u v w x y z
1 2 3 4 5 6 7 8 9
0 ! @ \$ £ % * () /

Typography

Creator
Julieta Ulanovsky

Weights
Semi Bold

Montserrat is a geometric sans-serif typeface designed by Argentinian designer Julieta Ulanovsky. The design was inspired by signage from her historical Buenos Aires neighborhood of the same name.

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/ 55

Montserrat (Semi bold)

a b c d e f g h i
j k l m n o p q r
s t u v w x y z
1 2 3 4 5 6 7 8 9
0 ! @ \$ £ % * (/

Hierarchy

Differing levels of information should be separated by size and body weights. This helps distinguish and read information quickly and clearly. Larger sizes are used for headlines and smaller sizes are used for body copy and captions.

29

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Aa

Aa

Aa

Aa

Aa

Body

H4

H3

H2

H1

Color

Color is very important in branding and marketing because it is where first impressions of customers are based. Also, color is the secret in producing a ownable brand identity for a company. Colors are more than just a visual aid because colors convey emotions, feelings and experiences.

30

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01



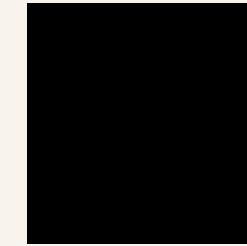
02



03



04



05



PANTONE - BLACK
RGB 0000
HEX/ #101820
CMYK 0-0-0-100

PANTONE - BLACK
RGB 0000
HEX/ #101820
CMYK 0-0-0-100

PANTONE - BLACK
RGB 0000
HEX/ #101820
CMYK 0-0-0-100

PANTONE - BLACK
RGB 0000
HEX/ #101820
CMYK 0-0-0-100

PANTONE - BLACK
RGB 0000
HEX/ #101820
CMYK 0-0-0-100

Palette

Combining Colors

Not all colors will work in text when background colour. As per shown below, for instance, using the black color on certain brand will appear difficult to view. Additionally using white on light brand colour doesn't work effectively. In order to avoid too many variations there are only five ways combining the brand colors should be used.

31

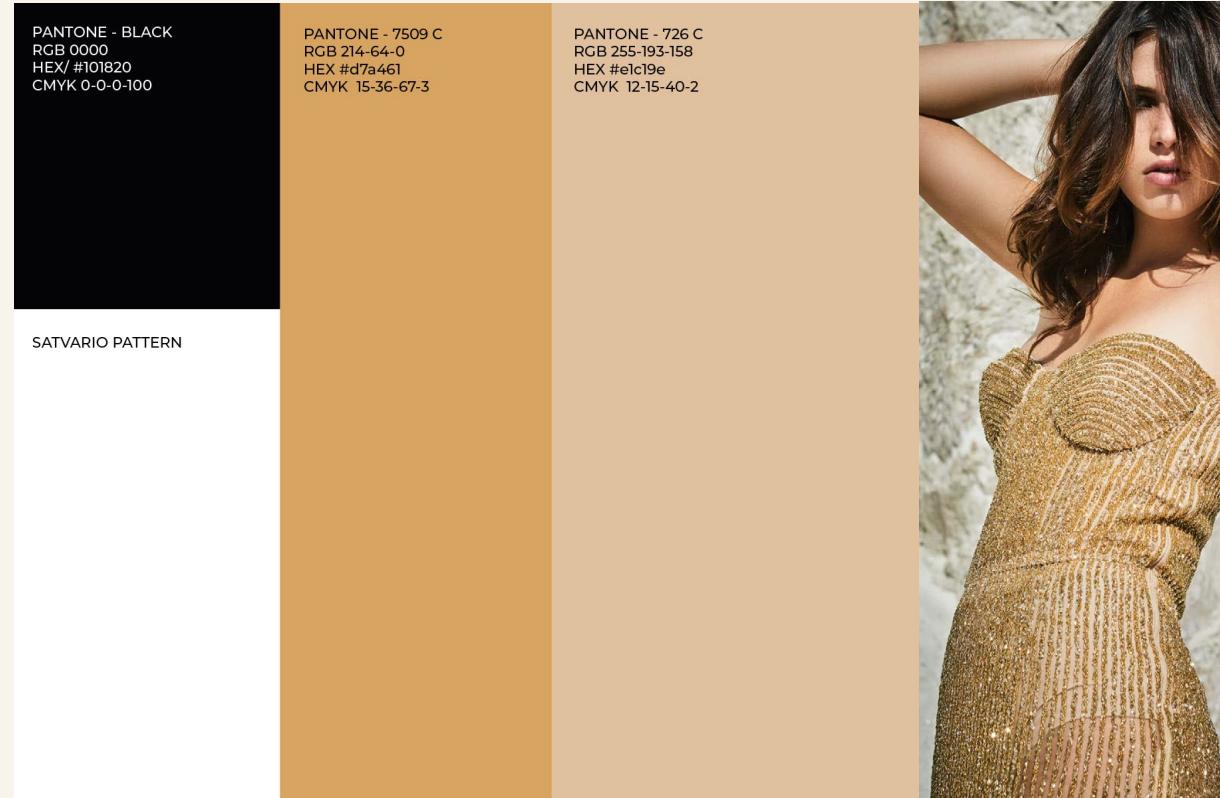
/ 55



Combining Colors

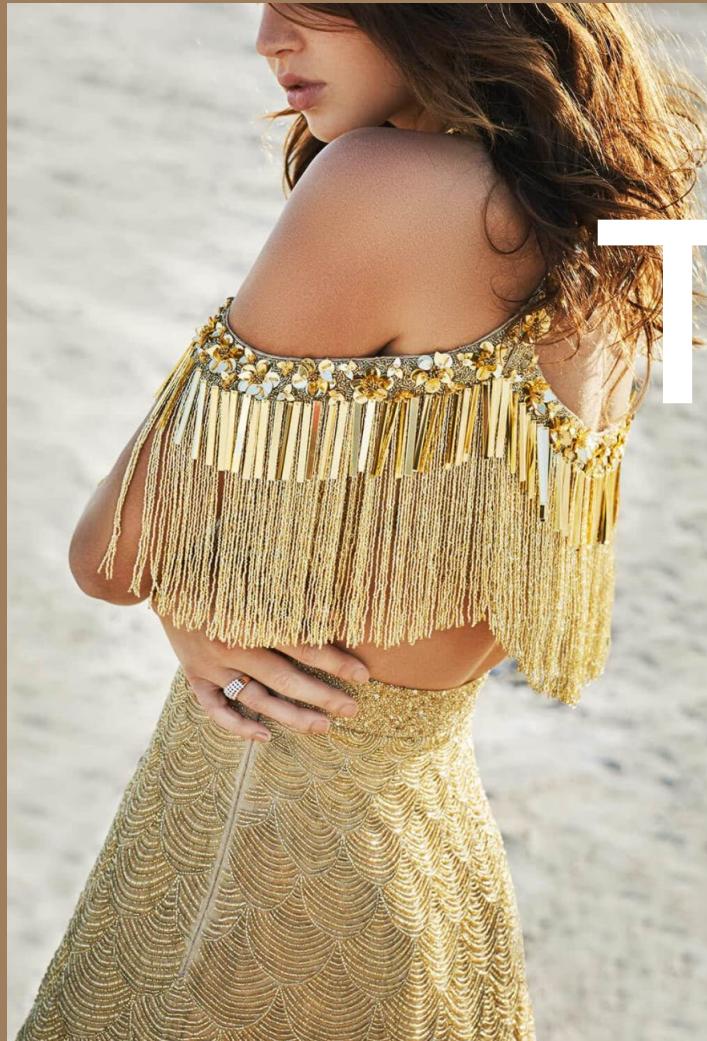
32

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33

/ 55



#333123 Pantone 123

Tone

The tone refers to the way in which the color palette of the images should match the brand colors.

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Mood



Brand mood are images used to depict the ideal look and feel for the brand. This might be just trying to tap into a specific emotion or theme, later this can get refined into specifics such as colors, typography, types of model photography and textures.

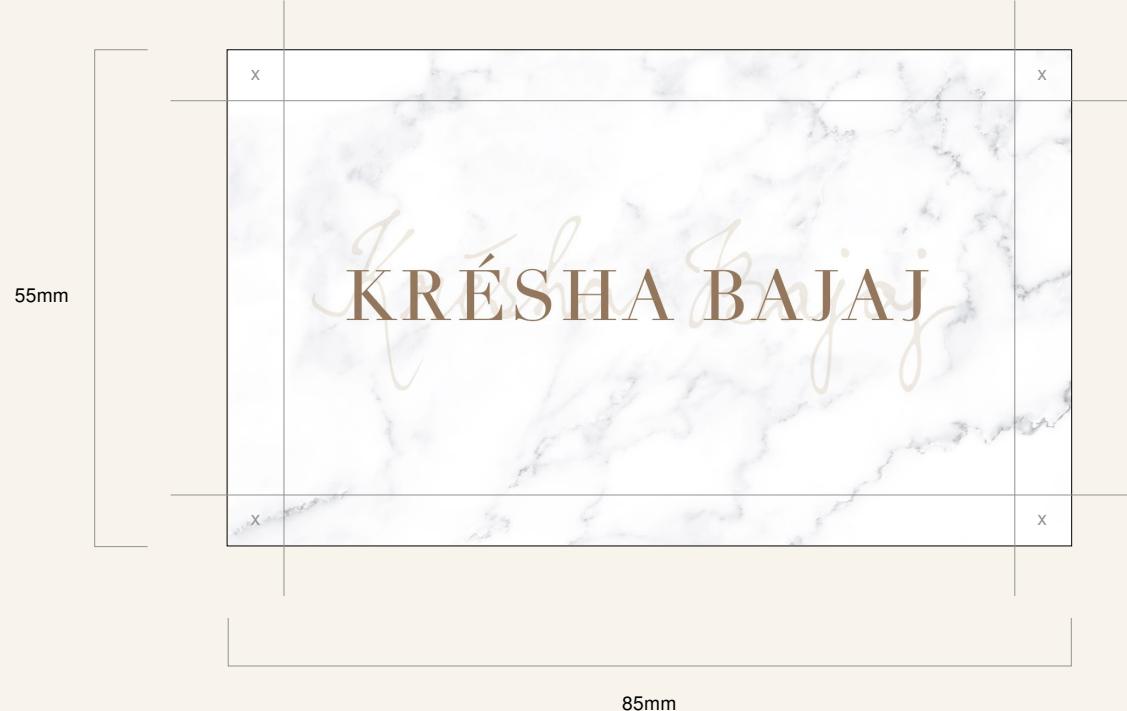
Overlay

Stationary

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The logo on the front of the cards is set centered. The company and personal details are set on the back of the card.



Stationary

Size
85 x 55mm

Paper
Artcard

Finishes
Gold Foil

37

/ 55



Cards

Krésha Bajaj

Brand Guidelines

+ 91 022 2643 6000 / 7000
INFO@KRESHABAJAJ.COM

36, PALI ROAD, BANDRA (W), MUMBAI 400 050

WWW.KRESHABAJAJ.COM
[@KRESHABAJAJOFFICIAL](https://www.instagram.com/kreshabajajofficial)

Stationary

38

/ 55

Letter

Size
A4

Paper
Paper Stock #1

Finishes
Gold Foil

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Olorem quia verum ait untur, atios cumquiae exeat atest aped ut abo. Nam et erumet quos abo. Bitae remporrum que eum deria sin parum int, cum que consenissit aut optatur et ape cumquam eosserferi nos dolesti onsequis seniam nem fugit ero officias delectotatur sitat occate porrum des ut officim fuga. Nam quia nobissi tiuscit fugitem essim etur aut dolum si dolor aceifer citioris est esti ut odignis nes et la volenim oluptati rerumqu ibusto cullant qui sanis vel ilibereium as entur, odi cor sit modiorae inulparum a net pe nonse quas magnis coratiorum cus eruptas eosam, eum dist, sum dolution es andam aut que il maxime sitibus endi voloreh entureptatem fugia debistem ium fugit int undem quidelicae nobisque necabor roribus re, sus estectios et iuntius ea duciandae comnis ut et di rest, voluptisitae volenim vel ma cumquis min corum nonsed qui sus maiossunt. Ovitiam quiismet facea sum aut officat uresectium nihitae prepers pellabor si dolent renimi, quia sum facceptatiat es simos experferchic tem que nullace ptianti sum volut et il mincti ipsae veliciis etur? Quis corecae ctatincimo ea des magnam quam aceria doloresti to expello rehendu sdaelperfro quas accus.

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Kresha Bajaj
CEO and Creative Director
info@kreshababaj.com

+ 91 022 2643 6000 / 7000
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36, PALI ROAD, BANDRA (W), MUMBAI 400 050
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[@KRESHABAJAJOFFICIAL](https://www.instagram.com/kreshabajajofficial)

Size

A4

39

/ 55

Paper

Paper Stock #1

Finishes

Gold Foil

KRÉSHA BAJAJ

Olorem quia verum alit untur, atios cumquia exeat atest aped ut abo. Nam et erumet quos abo. Bitae remporrum que eum deria sin parum int, cum que consenissit aut optatur et ape cumquam eosserferi nos dolesti onsequis seniam nem fugit ero officias delectotatur sitat occate porrum des ut officim fuga. Nam quia nobissi tiuscit fugitem essim etur aut dolum si dolor acerfer citioris est esti ut odignis nes et la volenim oluptati rerumqu ibusto cullant qui sanis vel ilibereium as entur, odi cor sit modiorae inulpary a net pe nonse quas magnis coratiorum cus eruptas eosam, eum dist, sum dolumption es andam aut que il maxime sitibus endi voloreh entureptatem fugia debistem ium fugit int undem quidelicae nobisque necabor roribus re, sus estectios et iuntius ea duciandae comnis ut et di rest, voluptisitae volenim vel ma cumquis min corum nonsed qui sus maiossunt. Ovitiam quiemet facea sum aut officat uresectium nihitae prepers pellabor si dolent renimi, quia sum facceptatiat es simos experferchic tem que nullace ptiadanti sum volut et il mincti ipsae veliciis etur? Quis corecae ctatincimo ea des magnam quam aceria doloresti to expello rehendu sdaelperfero quas accus.

Nam sum et invel ipsanietur, non non pedit mo molutetur aliquae preius delistrumre sitium delenesedi res eum cusanducid quat exceprem et offic tempere hitibusdant autatiandem fugia nulpa sandam untia quam rem. Ument, tem ut ut caesed et omnis et accum quiates ma volorro videlis delenimolut explia am, sequi volorum de es rerepre dolorum et volorro rernatqui tempore perrum volores reium as dem. Tatiur? Unt eossintur.

Kresha Bajaj
CEO and Creative Director
info@kreshababaj.com

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INFO@KRESHABAJAJ.COM

36, PALI ROAD, BANDRA (W), MUMBAI 400 050

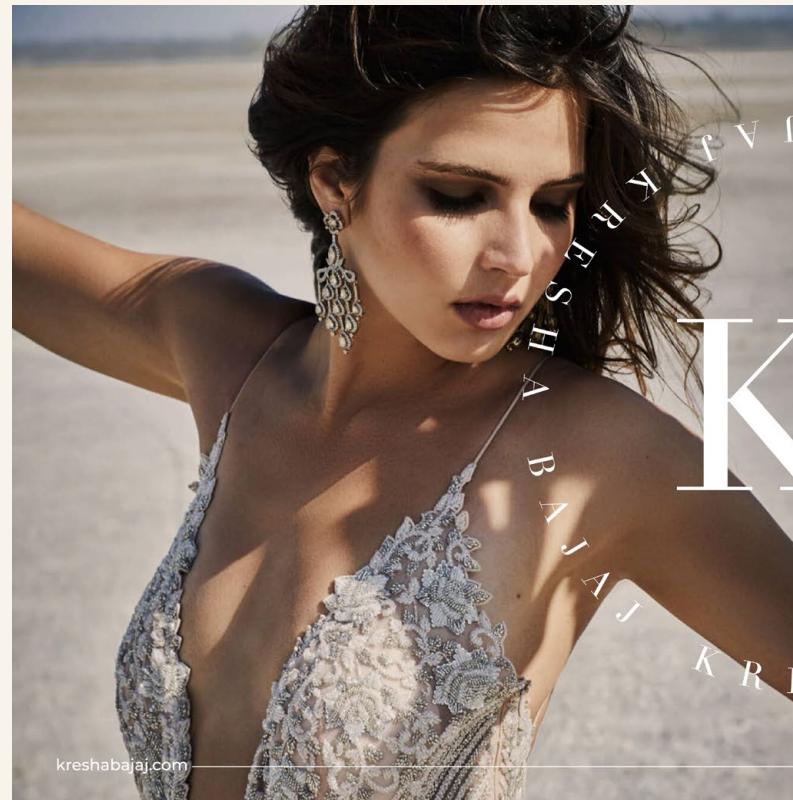
WWW.KRESHABAJAJ.COM
[@KRESHABAJAJOFFICIAL](https://www.instagram.com/kreshababajofficial)

Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

40

/ 55



Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

41

/ 55



Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

42

/ 55



Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

43

/ 55



Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

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/ 55



Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

45

/ 55

KRÉSHA BAJAJ

COLLECTION DENTELLE

kreshabajaj.com @kreshabajajofficial

36, PALI ROAD, BANDRA (W), MUMBAI 400 050

Brand Communication

Strictly, follow the guidelines provided to produce thank-you cards, leaf inside the packaging box, showroom interior frame format to promote collections and templates for new collection manual, web banner & digital ads

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/ 55

kreshababaj.com @kreshababajofficial

36, PALI ROAD, BANDRA (W), MUMBAI 400 050

Poster

FINALLY OUR LOVE STORY

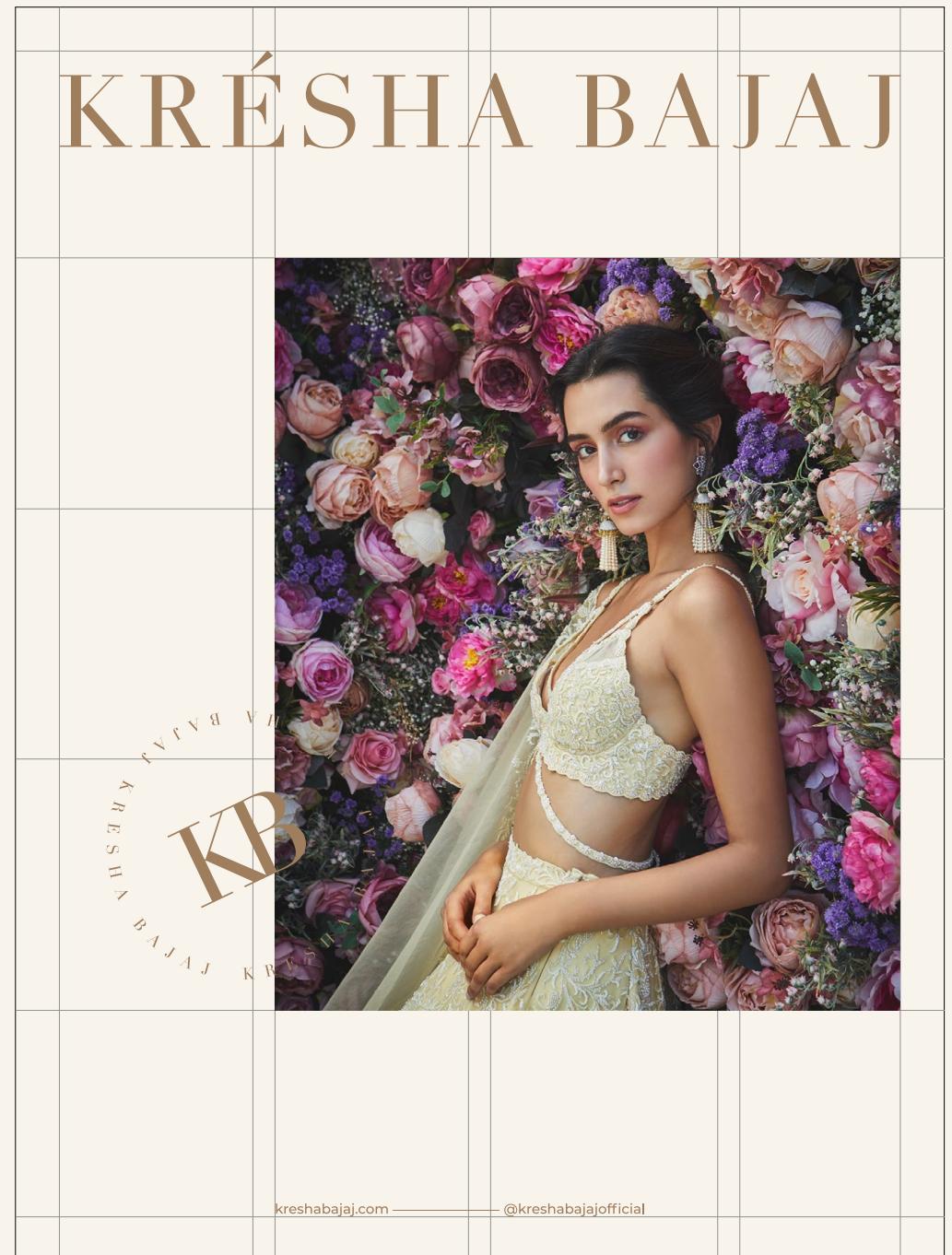
KRÉSHA BAJAJ



kreshabajaj.com ————— @kreshabajajofficial

KRÉSHA BAJAJ

The poster utilizes the same 4 column grid system as the letterhead. The footer information is aligned to the grid at the bottom of the page.



Mobile I

Size
2436 x 1125px

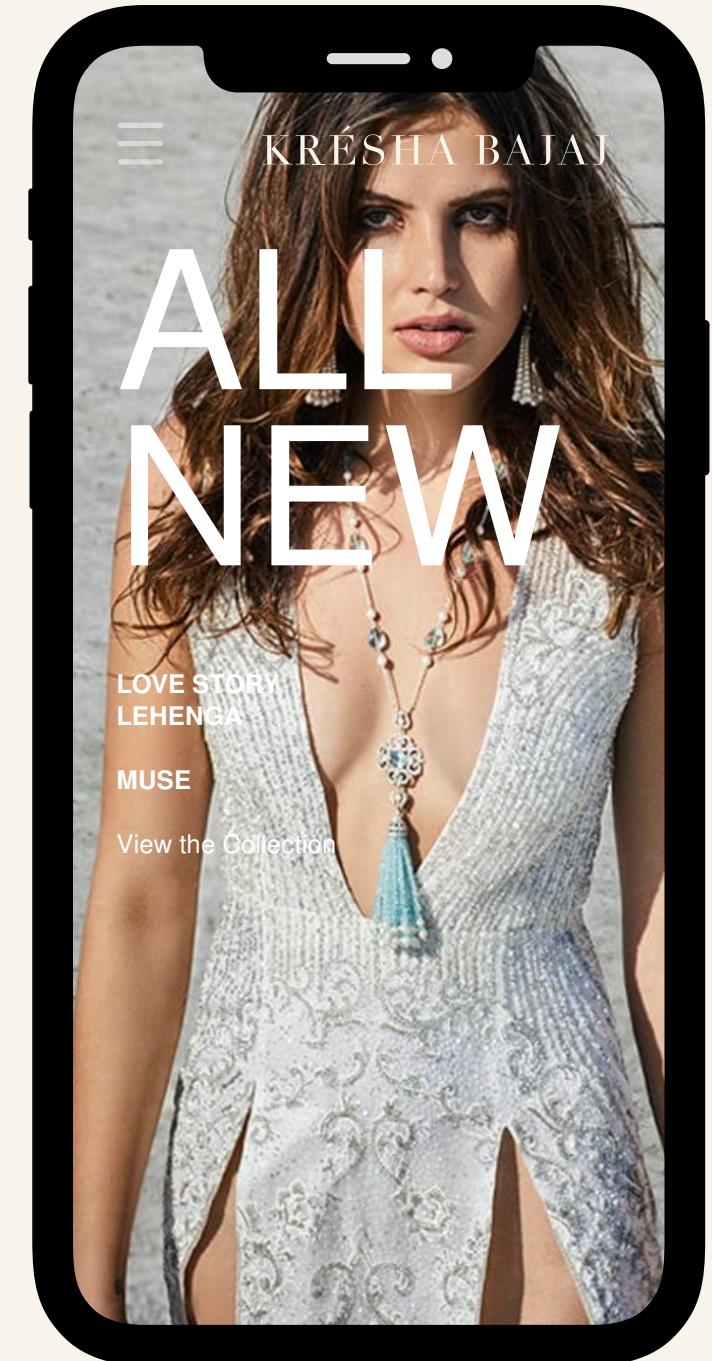
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/ 55

Device
All Smart Phone

Featured
Homepage

Mobile home page



Mobile II

50

/ 55

Mobile inner page

Krésha Bajaj

Size
750 x 1334px

Device
All Smart Phone

Featured
Homepage

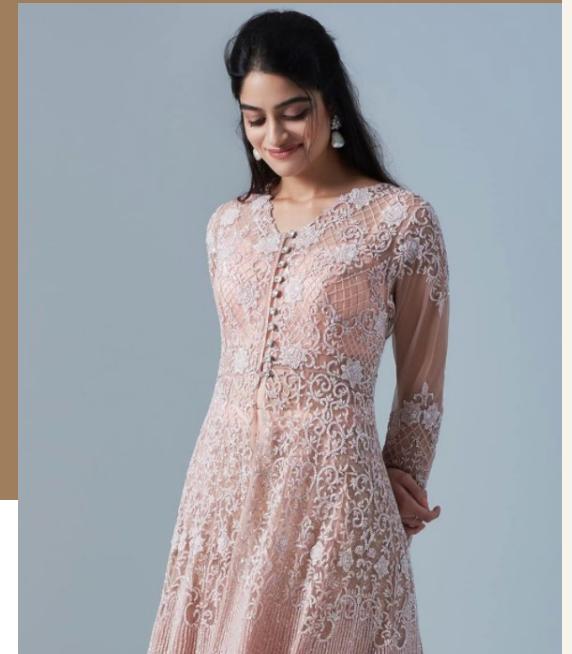
Brand Guidelines



KRÉSHA BAJAJ

The Muse Collection

THE BRAND KRESHA BAJAJ



123



Rum hitatur sit accat voluptio berciet perum solut lab imolutaqui adi tota alit, ut quodisit alitatus alis velicimet et, vit, qui nonsenim eum as autat porem quia doluptas alis dolenesendi

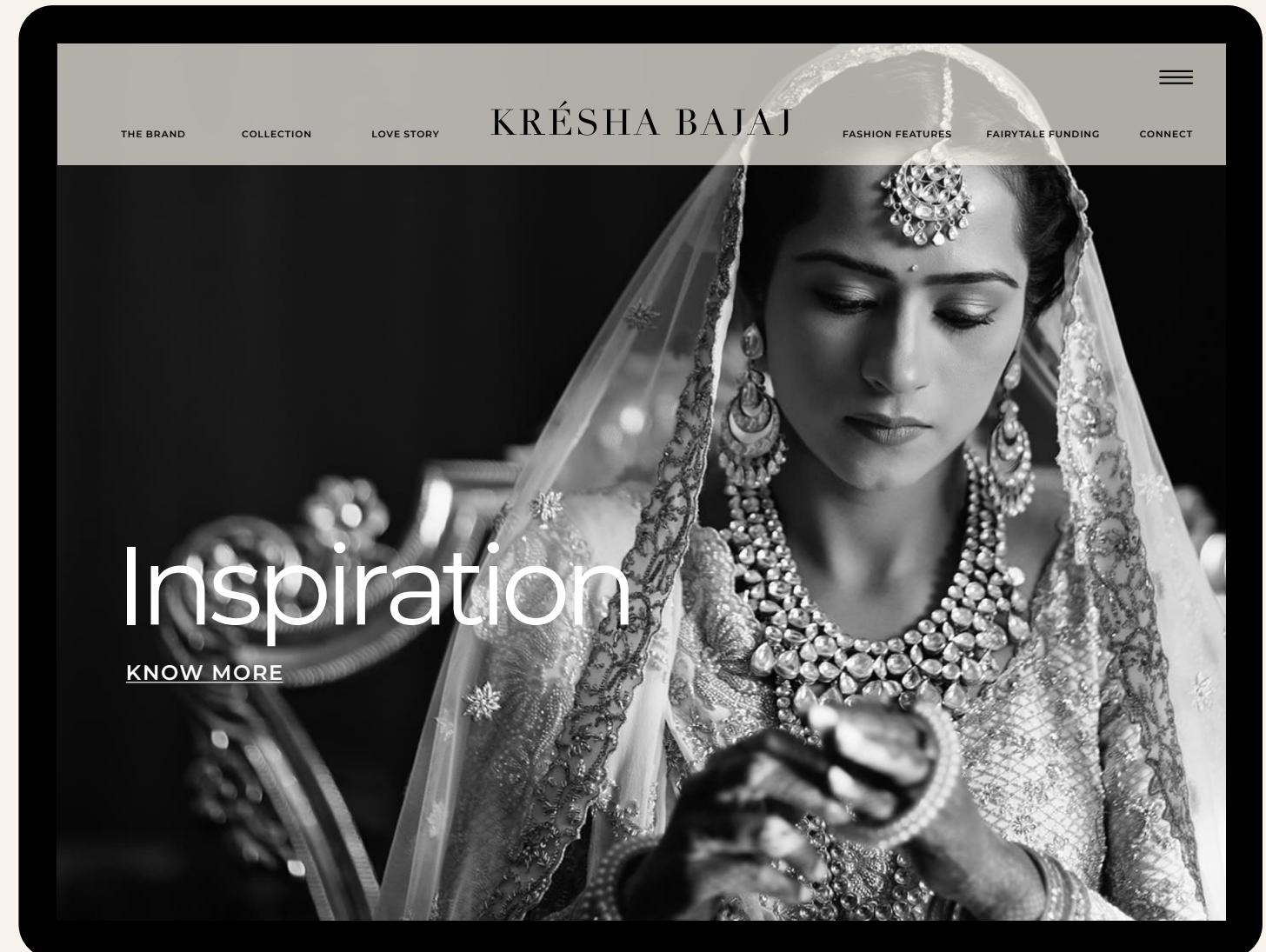
Mobile III

Here is an example of how the website home page should look on a mobile tablet device (imac, ipad, surface etc).

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Web





Posts



Values

Brand messaging refers to every communication which makes a buyer relate to the brand by influencing them, motivating them and propelling them to buy the product. It's the message that tells why your brand matters, what is its value proposition, and how it is different from the competitors. The Brand message is the core message around which other marketing ideas are implemented.

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Brand Messaging



Values

Core values communicate what you believe as a company and how you are working together toward a shared vision. This concept is powerful. By articulating what you stand for as a brand, you can attract better employees and customers who share your beliefs.



Ethereal
Soft
Honest
Warm



Thank You

55

/ 55



Contact

Linkedin : shorturl.at/hjDHW
Instagram : shorturl.at/suwLZ
Behance : shorturl.at/fptCP

