# LEELAA – Brand Identity & Launch Plan

### Tagline Ideas:

- "Where Tradition Wears Grace"
- "Elegance Draped in Culture"
- "A Divine Affair in Silk & Soul"

## 1. Logo Design Description

## **Logo Concept for LEELAA:**

- **Typeface**: Use an elegant, high-contrast serif font like *Playfair Display*, *Cinzel*, or a custom calligraphy-style serif. This gives a regal, editorial fashion feel.
- **Lettering**: The brand name '**Leelaa**' should be in *Title Case* with extended spacing, and possibly letter-stacking for dramatic packaging.
- Motif/Icon Suggestions:
  - Lotus Flower Symbol of divine feminine energy and purity.
  - Lehenga Flare Silhouette Soft swirl of fabric or traditional embroidery pattern.
  - Peacock Feather A soft stroke or embellishment, evoking Krishna Leela.
  - Crescent Moon or Bindi Represents Indian beauty, subtle and symbolic.

### Color Usage:

- Primary: Ivory, Deep Maroon, and Antique Gold Foil.
- Accent: Royal Indigo, Blush Rose, and Sandalwood.
- Monogram:

• A simple **L** or **La** within a gold-embossed circle for jewelry tags or button branding.

## Applications:

- On clothing tags, gold foil on satin.
- On jewelry boxes, blind deboss + gold foil on ivory.

## 🎨 2. Moodboard & Visual Identity

## Visual Style:

- **Textures**: Raw silk, handloom, organza, Banarasi weaves, zardozi, and meenakari work.
- **Photography**: Dusk light, heritage temples, vintage mirrors, royal palaces, soft focus.
- **Model Styling**: Minimal makeup, earthy tones, antique props, storytelling poses.

### **Color Palette:**

- Primary:
  - Ivory
  - Deep Maroon
  - Gold Foil

### Secondary:

- Blush Rose
- Royal Indigo
- Antique Bronze
- Scent: Include sandalwood or mogra-scented thank-you cards in packaging.

### **Packaging Style:**

- Rigid ivory box with gold-embossed "LEELAA" logo.
- Inside: Outfits wrapped in satin or soft mulmul.
- Jewelry in velvet pouches with a wax-sealed tag.
- Handwritten thank-you notes.

### Font Pairing (for designer):

- Heading: Playfair Display or Cinzel
- Body: Montserrat or Lato (clean, minimal sans-serif)



## 👗 3. First Collection: "Leelaa Raas"

## Theme: A divine dance of colors, cultures, and queenship

## 1. Rangshaala

- Multi-colored lehenga panels.
- Gold mirror-border organza dupatta.
- Matched with colorful enamel choker + jhumkis.
- Occasion: Mehendi / Sangeet.

### 2. Raag Rani

- Deep maroon velvet lehenga with antique zardozi.
- Rich blouse and dual dupattas.
- Paired with Kundan bridal haar, maang tikka & haathphool.
- Occasion: Bridal.

### 3. Neelkamal

- Indigo blue lehenga with asymmetric blouse.
- Fusion wear: light mirror and thread work.
- Jewelry: Silver oxidized choker + matching ear cuff.
- Occasion: Cocktail / Reception.

### 4. Saawan Seher

- Mint green and blush pink pastel lehenga.
- Organza dupatta with pearl embroidery.
- Jewelry: Pearl mala, pastel enamel earrings.
- Occasion: Haldi / Day wedding.

### 5. Viraasat

- Pure Banarasi silk lehenga.
- Traditional motifs and rich handloom.
- Temple-style antique gold jewelry.
- Occasion: Reception or Pooja ceremony.

## 💎 4. Jewelry Line: "Leelaa Shringar"

## **Jewelry Categories:**

- Chokers: Kundan, Meenakari, Enamel Pearl.
- Necklaces: Rani haar, layered traditional bridal sets.
- Earrings: Heavy jhumkis, enamel studs, danglers.

- Rings: Statement rings, haathphool, cocktail sets.
- Hair Accessories: Juda pins, maang tikka, passa.
- **Packaging**: Velvet pouches in ivory box with gold seal.

**USP**: Matching jewelry with every lehenga drop — pre-curated sets to reduce buyer effort.



## 📠 5. Packaging & Unboxing Experience

- Box: Rigid square ivory box with foil gold logo.
- **Inside**: Lehenga wrapped in soft branded mulmul or satin.
- **Jewelry**: In custom velvet pouch tied with gold thread.
- **Note**: Handwritten tag saying "Crafted with love, from Leelaa".
- Scented Card: Mogra / sandalwood to evoke bridal nostalgia.

## 6. Launch Plan (Soft + Social Launch)

**Timeline Activities July–August** Finalize logo, website, sample production August-Sept Studio shoot, teasers, IG Reels, model campaign Website & Shopify/Indie platform setup Sept-Oct October 2025 Official launch – "Leelaa Raas" with pre-orders Nov-Dec Add Jewelry Collections – "Leelaa Shringar"



## Final Notes for Designer & Team:

- Focus on regal Indian identity + international finish.
- Everything must feel artisanal, storytelling-based, soulful, not mass market.
- Add emotion into visuals, captions, branding Leelaa isn't a product, it's an experience.



## Leelaa's Three Signature Collections

## 1. VIRAASAT – "A regal celebration of Indian heritage."

- **Vibe**: Royal, heavy Banarasi, traditional motifs, temple jewelry.
- Color Palette: Deep Maroon, Gold, Antique Bronze.
- **Occasions**: Wedding Day, Reception, Family Ceremonies.
- **Jewelry**: Temple gold, antique kundan, rani haars.
- Set of 5 Lehengas:
  - Banarasi Red Zari Lehenga
  - 2. Maroon Velvet with Peacock Motifs
  - 3. Antique Gold Silk Set
  - 4. Kanjeevaram-Inspired Royal Blue
  - 5. Wine-Colored Dual Dupatta Ensemble

## 🌸 2. NEYAA SAAWAN – "The monsoon bride, soft and soulfully styled."

- Vibe: Romantic, pastel-toned, dreamy.
- Color Palette: Blush Rose, Ivory, Sandalwood.
- Occasions: Haldi, Mehendi, Day Weddings.
- Jewelry: Enamel, pearls, floral accessories.
- Set of 5 Lehengas:
  - 1. Mint Green Net Lehenga with Pearl Work
  - 2. Lavender Floral Lehenga with Organza Dupatta
  - 3. Blush Pink Lehenga with Gold Borders
  - 4. Cream Ivory Anarkali-Style Lehenga
  - 5. Pastel Ombre Yellow & Peach with Tassel Details

## ♦ 3. MADHURYA – "Feminine elegance with bold softness."

- **Vibe**: Soft drama, sultry elegance, poetic expressions.
- Color Palette: Indigo, Bronze, Blush, Deep Maroon.
- Occasions: Cocktail, Sangeet, Bridal Entry.
- **Jewelry**: Statement chokers, oxidized silver, kundan-pearls.
- Set of 5 Lehengas:
  - 1. Indigo Drape Lehenga with Belted Blouse
  - 2. Burgundy Velvet with Abstract Gold
  - 3. Rose Gold Tissue Lehenga with Panelled Skirt

- 4. Deep Purple Lehenga with Feathered Dupatta
- 5. Black-Gold Fusion Lehenga with Crystals

## LEELAA Official Color Palette (with HEX Codes)

## 1. Primary Brand Colors (Logo + Signature Identity)

Color	Use Case	HEX Code	Notes
Ivory	Background, box, tag base	#F8F4ED	Soft, luxurious neutral
Gold Foil	Logo, emblem, monogram lines, accents	#D4AF37	Classic gold for luxury branding
Deep Maroon	Bridal themes, signature borders	#6C1E1E	Royal, heritage richness

## 🌸 2. Secondary / Accent Colors (Supportive Visuals)

Color Name	Use Case	HEX Code	Notes
Blush Rose	Pastel lehengas, bridal details	#EEC9D2	Feminine, soft, romantic
Royal Indigo	Indo-western fusion, visual contrast	#3B3A5A	Luxurious, deep, modern royal touch
Antique Bronze	Jewelry-inspired elements, borders	#897554	Earthy metallic for balance

## Logo Design Recommendations

## • Main Logo:

Use **Gold Foil (#D4AF37)** on **Ivory background (#F8F4ED)** — especially for boxes, clothing tags, and website header.

### Dark Mode / Alternative:

Use **Ivory (#F8F4ED)** text or logo on **Deep Maroon (#6C1E1E)** background — ideal for digital banners or Instagram.

## • Minimal Monogram:

Consider using just a stylized "L" in **Antique Bronze (#897554)** or **Royal Indigo (#3B3A5A)** for subtle tags and jewelry seals.