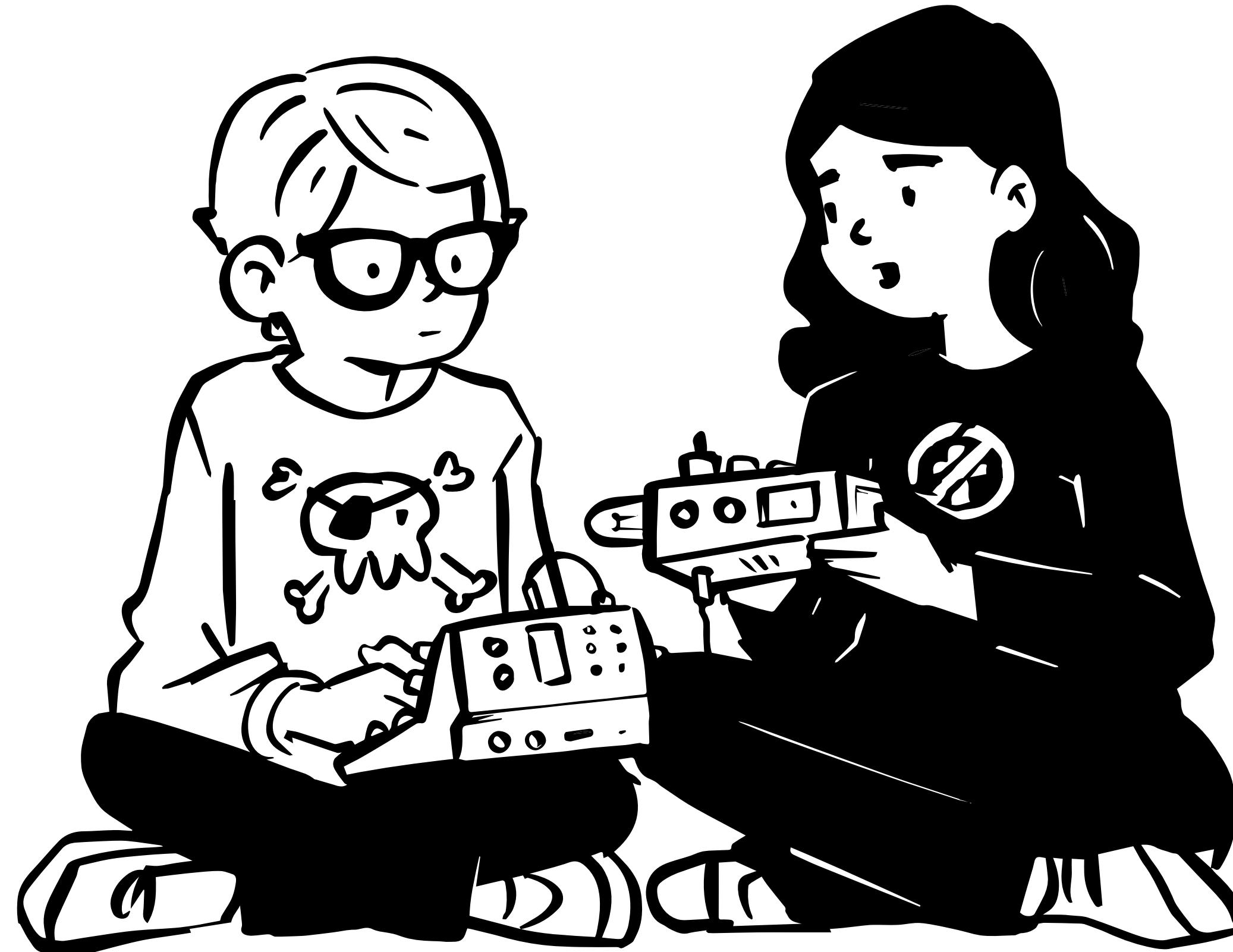
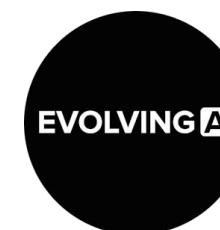


**Serious Branding
for Serious Entrepreneurs.**

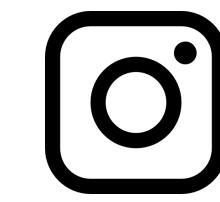
Last Updated Feb 2025



**Worked with Wakefit,
India's Unicorn Lifestyle Brand.**



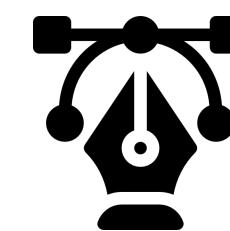
**Worked with Evolving Ai,
World's leading Ai community.**



**Built a community of 13,000+
on Instagram.**



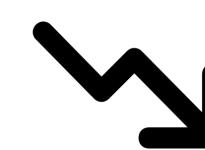
Entrepreneurs struggle to find a professional, reliable, and strategic branding.



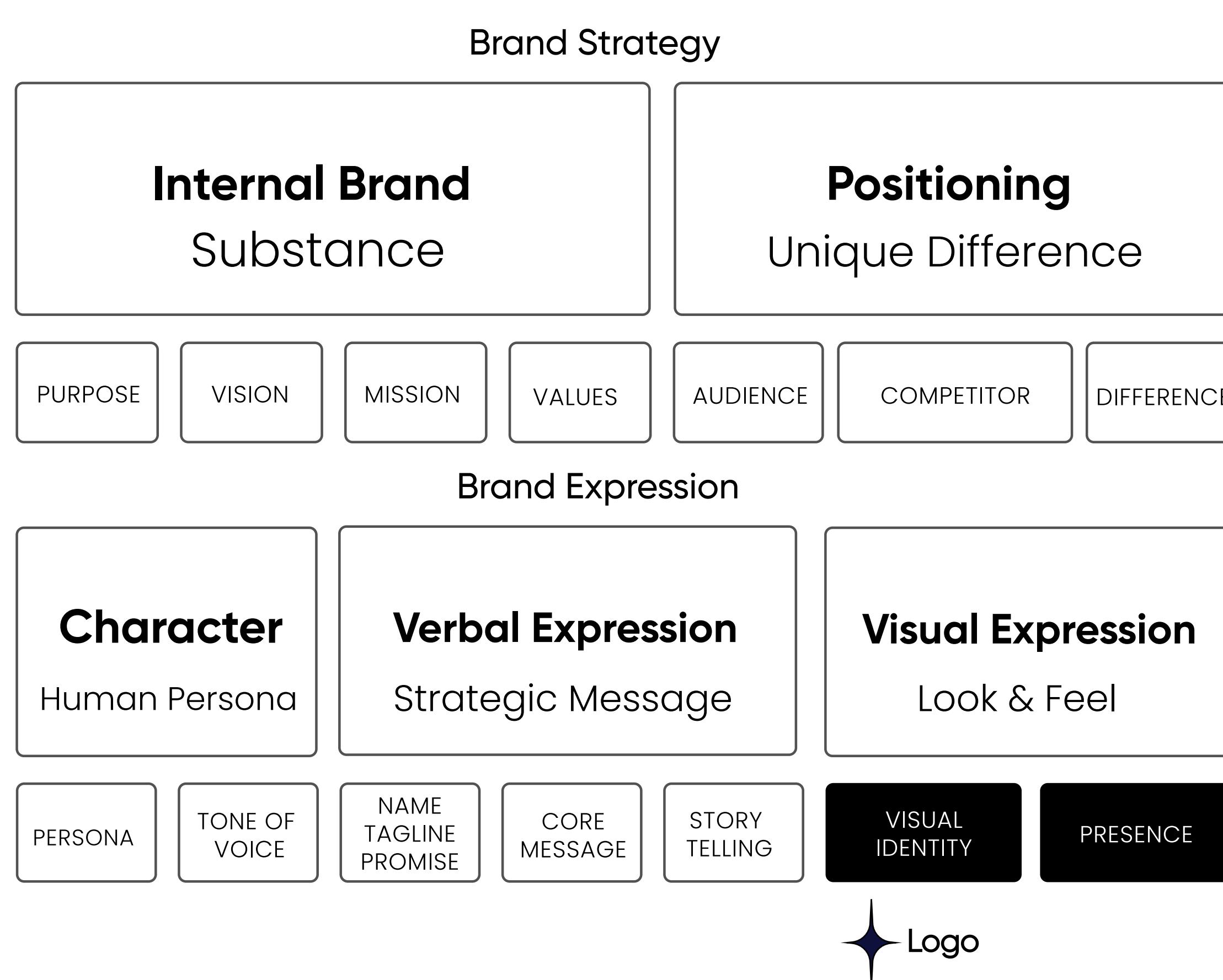
Many designers focus only on visuals, not the strategy.



Intuition based design lacks depth, clarity, and differentiation.



Inconsistent branding leads to lost revenue & weak positioning.



Our innovative way of building brands.

- **A Research Backed Process**

Ensuring market fit & differentiation.

- **Founder-First Approach**

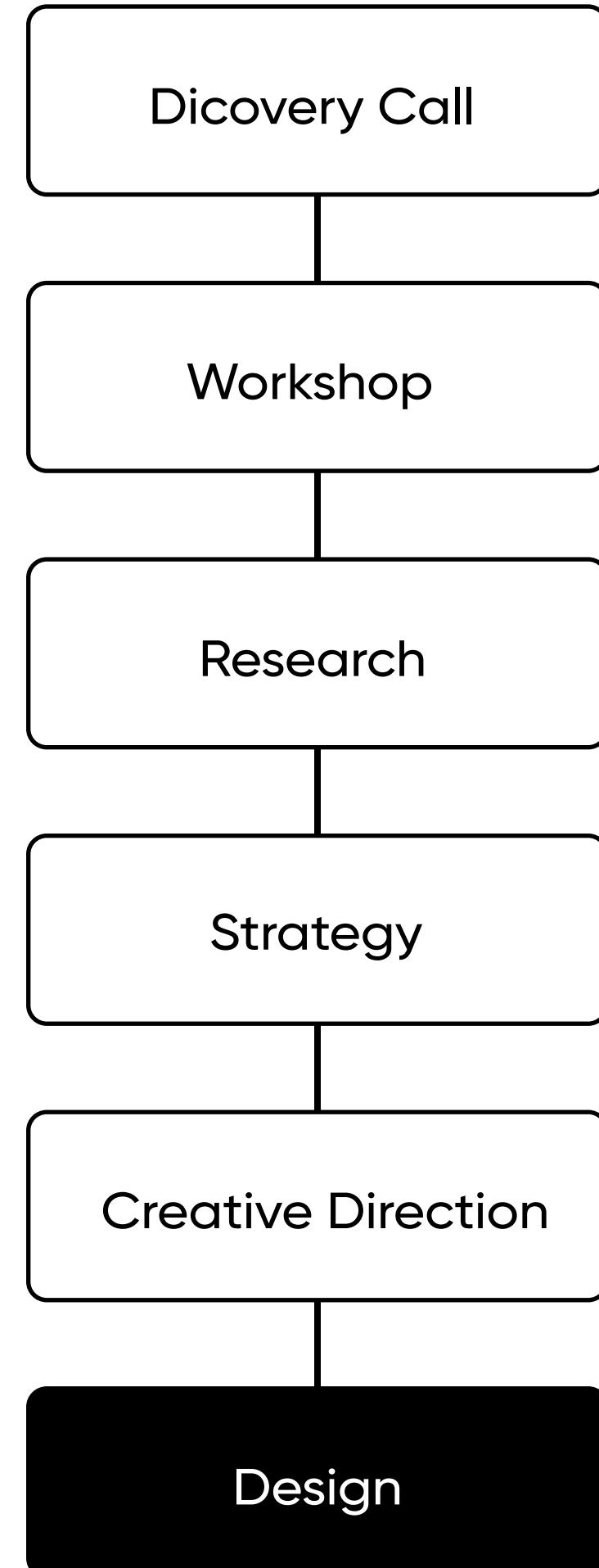
We deeply invest in entrepreneurs and their vision.

- **Positioning for Growth**

Branding that aligns with your business goals & audience psychology.

- **Relentless Iteration**

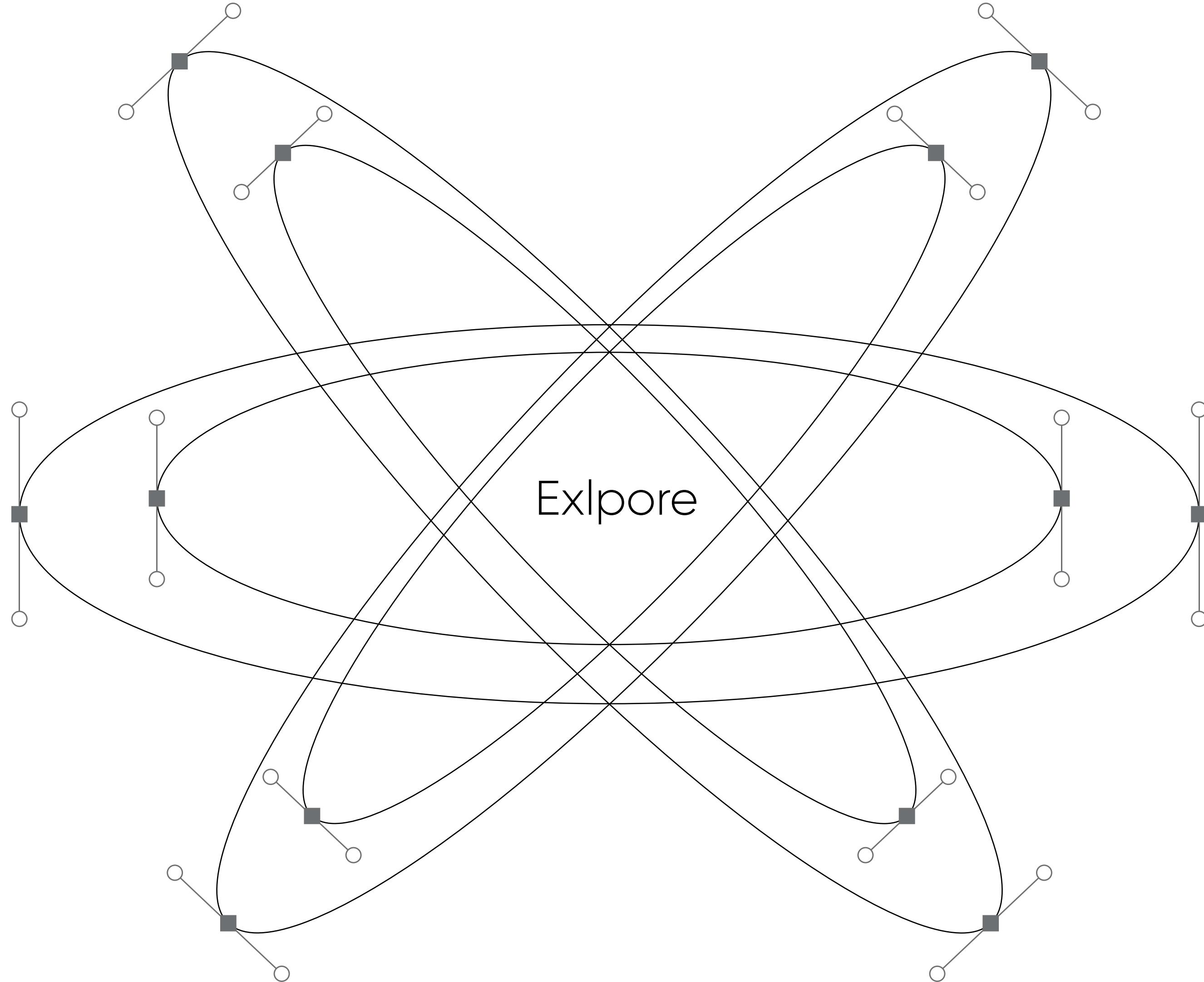
We refine obsessively, sometimes exploring 1000 iterations in a single project because great brands aren't rushed, they're crafted.



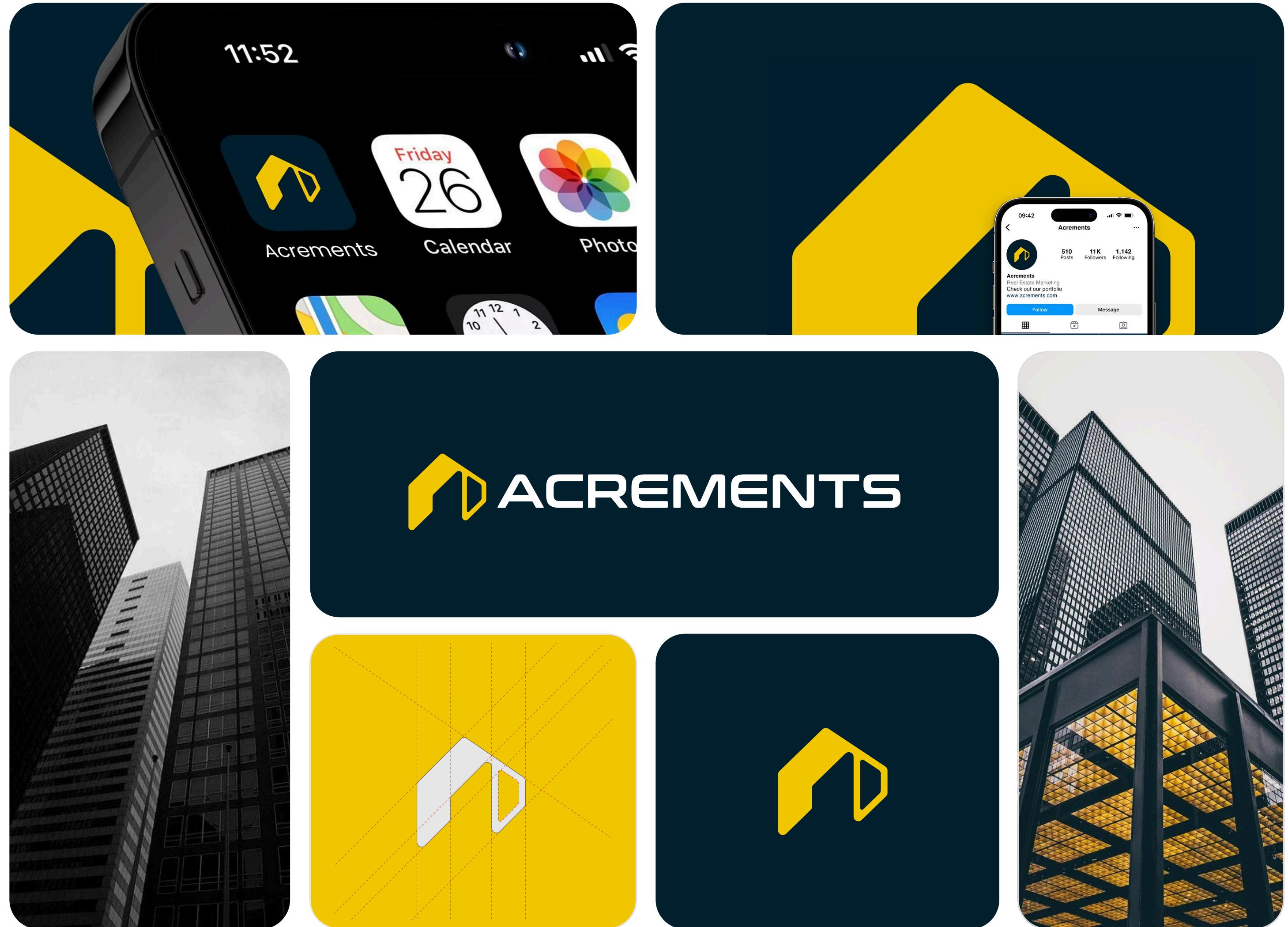
A Proven, Step-by-Step Approach for Building Iconic Brands.

Branding isn't just about aesthetics—it's about impact. We don't jump straight into design. First, we research deeply, understanding your business, audience, and competition. Then, we craft a strategy to position your brand effectively.

Only then do we start designing—refining, testing, and iterating at every step. The result? A brand that's not just visually appealing but purposeful, memorable, and built to last.



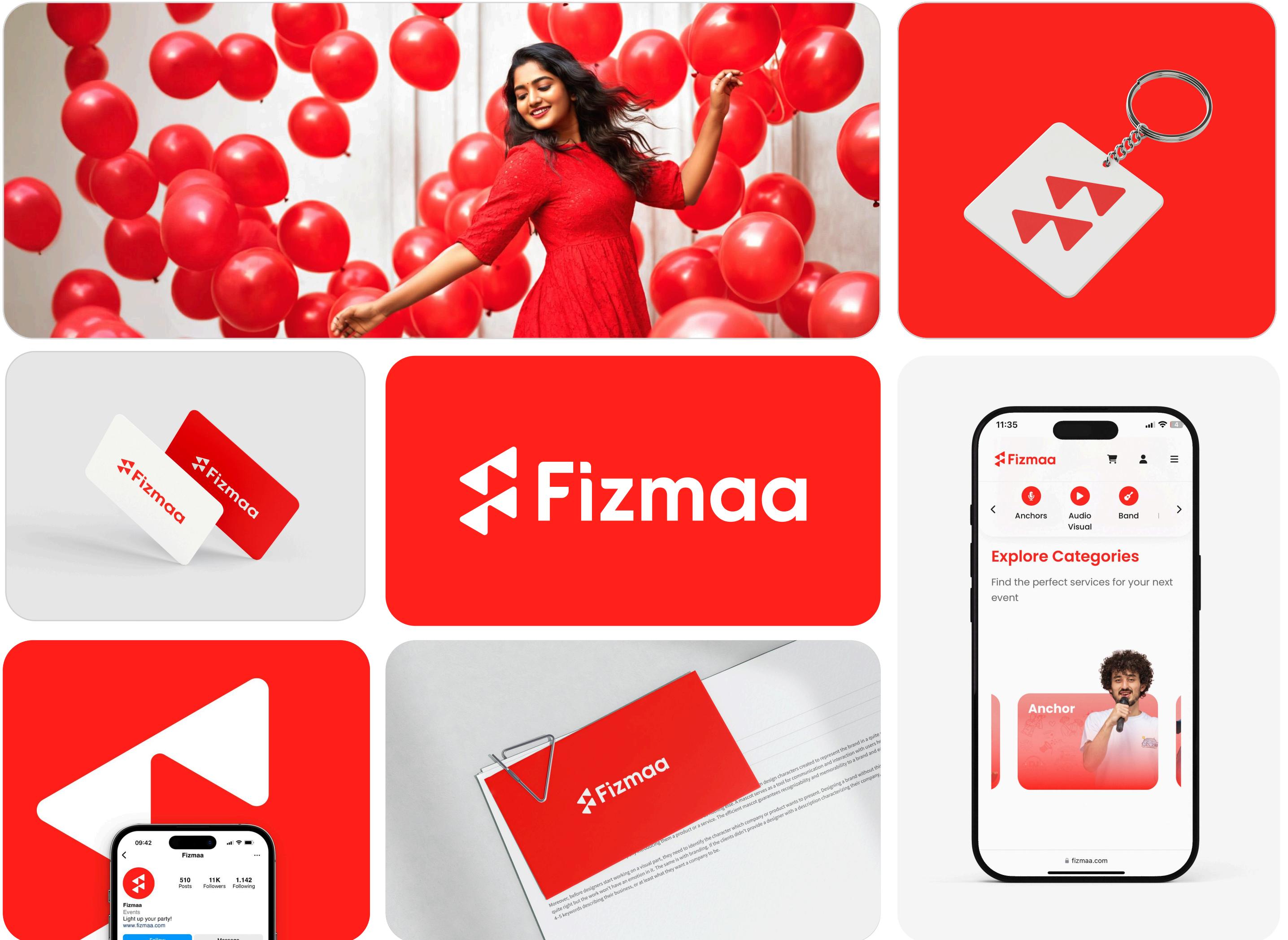
Explore



About project

Acrements, founded by Shashank and Prithivik from Bangalore, India, aims to revolutionize property marketing by bridging the gap between builders and homebuyers. Their vision is to create a seamless, high-trust real estate experience powered by technology, premium branding, and high-performance sales strategies.

To position Acrements as an exclusive, high-impact brand, we developed a bold, visionary identity that speaks to both builders seeking accelerated sales and homebuyers looking for curated experiences.



About project

Fizmaa, founded by Tejas Jadhav and Manthan Chajed, students from Oxford University, is redefining how Indians book events. Designed as a bold, intuitive, and user-friendly platform, Fizmaa simplifies event planning by connecting everyday people with trusted vendors, making the entire process seamless and stress-free.

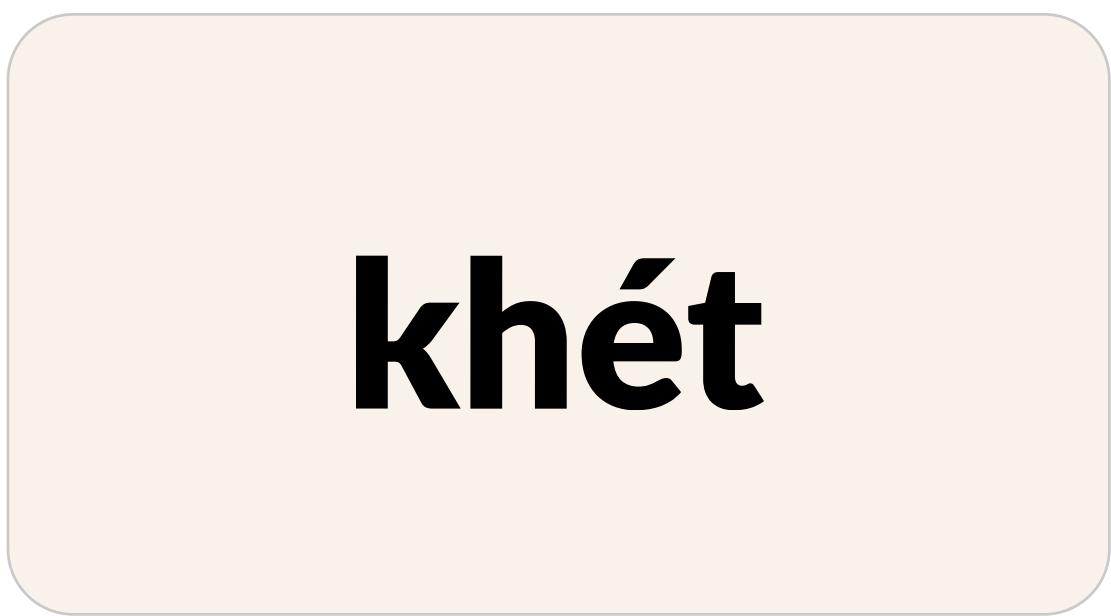
We have built a unique brand identity that feels bold, exciting, and safe for their target audience. The energetic red palette conveys passion and celebration, while the minimal yet powerful design ensures clarity, ease, and confidence. Fizmaa's friendly yet professional tone makes event planning effortless, creating a space where users feel empowered and vendors can thrive.



About project

Riple, founded by Anupam Ghosh from Cambridge University, is an AI-driven news tech company reshaping how people consume news. Our goal was to create a brand identity as unique as its mission—futuristic, intelligent, and fluid.

We designed a distinct gradient palette, inspired by bioluminescence and water's fluidity, symbolizing adaptability and impact. The result? A bold, modern, and instantly recognizable identity that reflects Riple's vision—making news smarter, seamless, and engaging for a new generation.



About project

Khet, a unisex perfume brand by Madhav Narang and Arhum Jain, needed a brand identity that balanced nostalgia and modernity while remaining gender-neutral. The challenge was to create a luxurious yet emotionally rich aesthetic that felt timeless.

This strategic blend of vintage warmth and modern minimalism resulted in a visually compelling brand that resonates deeply. With multiple successful pop-up stores, Khet has proven that nostalgia, when executed thoughtfully, creates a lasting emotional connection with the audience.



About project

We built brand DOZO for Wakefit with a focus on being bold, quirky, and instantly recognizable.

The identity balances confidence and playfulness, making it engaging yet authoritative in the sleep industry. The logo's unique design, color palette, and dynamic elements create a distinct, energetic presence, ensuring the brand stands out in a crowded market. Every element—from typography to icons and packaging—reinforces fun, approachable, and innovative personality, making sleep feel exciting rather than ordinary.



About project

Digital Shahbaz, a Facebook ad expert with over 10,000 Instagram followers, wanted DigiMark Media to feel like a long-established, trustworthy brand in the digital marketing space. He sought a logo that resonated with familiarity while subtly communicating the agency's expertise in attracting and validating leads.

To achieve this, we designed a logo centered around the letter "D," shaped like a magnet to symbolize lead generation. The forward arrow represented business growth, while its rotated form as a check mark conveyed credibility and validation. A combination of blue and cyan reinforced trust, stability, and youthful energy, aligning with DigiMark Media's mission.



About project

Founded by Harshit Bharti in Gumla, Genki is a fashion brand designed for Gen Z. We strategically named the brand "Genki," a Japanese-inspired name, to evoke a sense of exclusivity and foreign quality, positioning it as something beyond the local market. This approach successfully created the perception of Genki as an international brand, resonating with its target audience. To complement this vision, we designed a custom type logo with adaptive lockups, ensuring a dynamic and versatile identity that aligns with the brand's modern appeal.



About project

Elara, a luxury handloom brand founded by Sainath and Brahmani from Hyderabad, blending heritage, sustainability, and modern sophistication. Developed a comprehensive brand identity, including logo design, typography, tone of voice, and positioning strategy, ensuring alignment with its ethos of understated elegance and cultural authenticity. Crafted a cohesive visual and strategic foundation to establish Elara as a premium brand rooted in Indian craftsmanship while appealing to a global, design-conscious audience.



About project

Artkala Inso is a new media initiative from Artkala Productions, a powerhouse in the global DIY content space. As India's leading DIY content production company and the second-largest in the world, Artkala has built an engaged audience of over 10 million followers across social platforms.

To maintain brand consistency while evolving with the times, we developed a refreshed logo for Artkala Inso—one that stays true to their established brand identity but introduces a fresh, modern touch. The new design seamlessly aligns with their existing aesthetic while injecting renewed energy, ensuring it resonates with their ever-growing creative community.



About project

Founded by Yoga Vaishnav from Chennai, Dad's Sparrow was built to redefine filter coffee as a mindful ritual, encouraging people to pause, savor, and connect. Rooted in freedom and authenticity, the brand's identity draws from the sparrow's fleeting movement, symbolizing cherished moments and exploration. We designed a logo mark where minimal bird silhouettes form a coffee flower, reflecting both growth and the organic beauty of coffee culture.

Every design choice reinforces Dad's Sparrow as the only filter coffee brand dedicated to crafting a slow, meaningful coffee experience, making every sip a celebration of life's simple joys.



About project

Founded by Shaan Chawla from Ludhiana, Sukhniwas Administration & Maintenance was created to redefine premium facility management. We built a bespoke plan that positioned the brand as an exclusive service for upscale property owners. Central to this strategy was a custom Wordmark for "Sam," designed with refined typography and distinctive elements that reflect the brand's commitment to quality and sophistication. This identity, paired with a curated color palette and comprehensive brand guidelines, ensures every touchpoint exudes exclusivity and premium care.

Introducing Our Creative Minds

**Rishav Sagar**

Brand Strategist & Designer

Rishav is a former business student turned design and branding enthusiast, helping entrepreneurs worldwide create standout identities.

**Aman Raj**

Creative Director & Designer

Aman is a former geography student who once explored maps and now charts creative journeys through logo design and mood boards.

**Aman Raj**

Storyteller & Designer

Abhinav is a passionate artist and filmmaker whose chaotic creativity infuses every project with a bold, distinctive flair.

**Vivek Ahir**

Junior Designer

Vivek is a curious designer who thrives on challenges and loves solving complex problems.



Want to build a brand?
Feel free to contact

[book a free call](#)



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