



BRANDING AND PROMOTION

JURY SUBMISSION

KEERTHI A | FC - 5



UNIQUE INDIAN HANDICRAFTS
by artisans

Bidri Kale



DECOR | HANDICRAFT | ACCESSORIES and a lot more...

Sector 8, Opposite Hitech city, madhapur, Hyderabad, Telangana 500081

REACH US AT : | +91 09894 27485 | www.bidrikale.com | [@bidrikale](https://www.instagram.com/bidrikale)

POSTER 1

The poster uses a dark background with a pattern overlay indicative of bidri , it brings about a look of royalty and style and insinuates the work that goes into making the detailed patterns of the metal craft. This poster is a promotional activity for an artisanal store specializing in bringing Bidri metal crafts to the upper-middle class. the circular motif below the logo is a common design seen in artifacts made using the bidri technique.

The poster follows a simple but effective flow of information while presenting with unity and symmetry.

the logo is placed centrally and made prominent so as to make the icon noticable and memorable.

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POSTER 2

the poster uses neutral/earthy shades to indicate the earthy sustainable nature of the handicrafts. It is aimed at an average urban indian audience. it uses geometric patterns and arrangements to display the designs typically used in Bidri metal crafts. the logo is is place centrally and prominently to make the icon noticable.

the flow of information is very simple and easy to follow.



THANK YOU

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