






# Rawcraft Studio

CRAFTED NATURALLY, DESIGNED THOUGHTFULLY

# COMPETITOR ANALYSIS

Brand name + logo	Taglines	Branding - Strengths	Branding - Weakness
<p>1. Greenark</p> 	<p>Curating timeless interiors</p>	<ul style="list-style-type: none"> <li>Professional reliable and clean branding ; communicates trust and expertise.</li> <li>Simple and clear visuals make services easy to understand.</li> <li>Corporate color palette reinforces seriousness and authority</li> </ul>	<ul style="list-style-type: none"> <li>Corporate like visual identity lacking warmth or craft</li> <li>Sustainability not emphasized in branding visuals.</li> <li>Minimal emotional connection; branding feels functional but uninspiring.</li> </ul>
<p>2. Studiolutus</p> 	<p>Creating meaning, Celebrating Context</p>	<ul style="list-style-type: none"> <li>Excellent strong visual telling in portfolio; high quality photography.</li> <li>Strong luxury+ sustainability images communicates high end premium positioning.</li> <li>Sophisticated typography and layout create a refined look.</li> </ul>	<ul style="list-style-type: none"> <li>Premium focused, may feel inaccessible to mid-range clients.</li> <li>Lacks tactile / warm craft feel; mostly polished luxury.</li> <li>Storytelling can be complex / overwhelming for casual clients.</li> </ul>
<p>3. Sarv Sustainable</p> 	<p>Rooted in Indian Wisdom, building Sustainable futures.</p>	<ul style="list-style-type: none"> <li>Authentic messaging; appeals to environmentally conscious clients.</li> <li>Uses earthy tones and natural textures reflecting sustainability.</li> <li>Clearly communicates ecoconscious and sustainable design philosophy.</li> </ul>	<ul style="list-style-type: none"> <li>Visual identity is minimal and not striking.</li> <li>Branding feels technical and corporate rather than emotional.</li> <li>Weak storytelling , inconsistent typography and color hierarchy and sustainability communicated in a dry/non functional way.</li> </ul>

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# LOGO VARIATIONS



# FINAL LOGO



The Rawcraft Studio logo reflects the brand's essence of sustainability and craftsmanship. The hand-drawn wooden log symbolizes a deep connection with nature and raw materials. Its organic lines express authenticity and the beauty of imperfection. The rustic typography complements the symbol, adding warmth and a handmade feel. The earthy brown color palette reinforces the natural, grounded character of the brand. Together, these elements convey Rawcraft Studio's philosophy — crafted naturally, designed thoughtfully.

# TYPOGRAPHY

Chiller

Arial Rounded MT 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

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

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

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



# VISITING CARD

Front



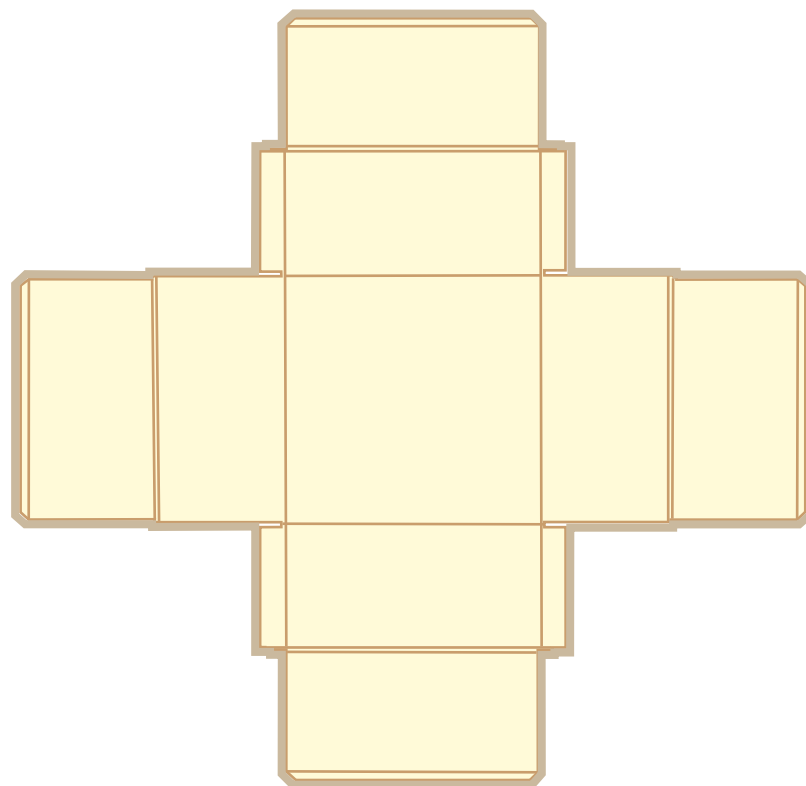
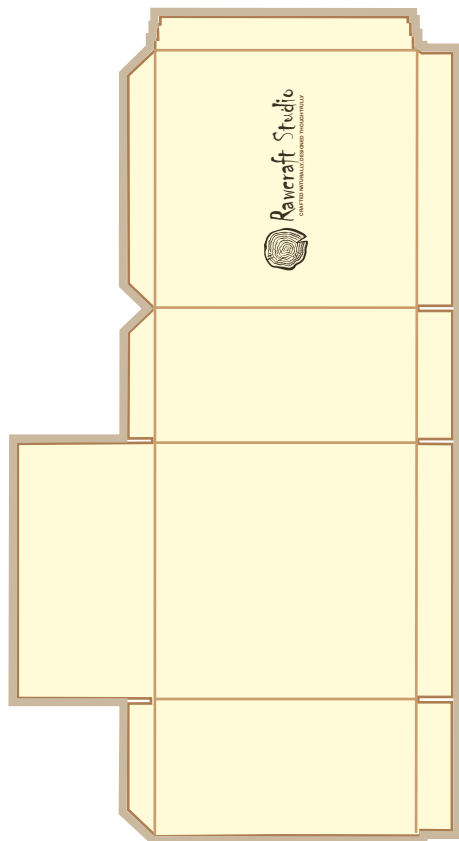
Back



# LETTER HEAD



# PACKAGING





# FEVICON

