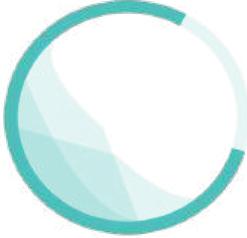




Rawcraft Studio

CRAFTED NATURALLY, DESIGNED THOUGHTFULLY

COMPETITOR ANALYSIS

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

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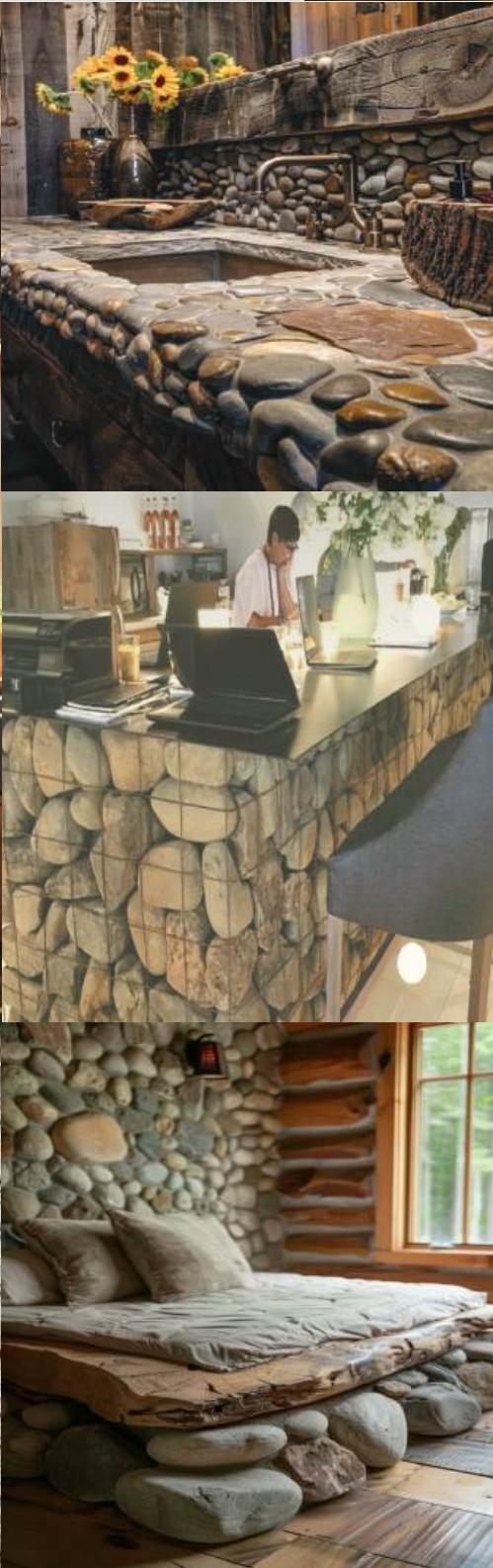




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LOGO VARIATIONS



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

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

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

VISITING CARD

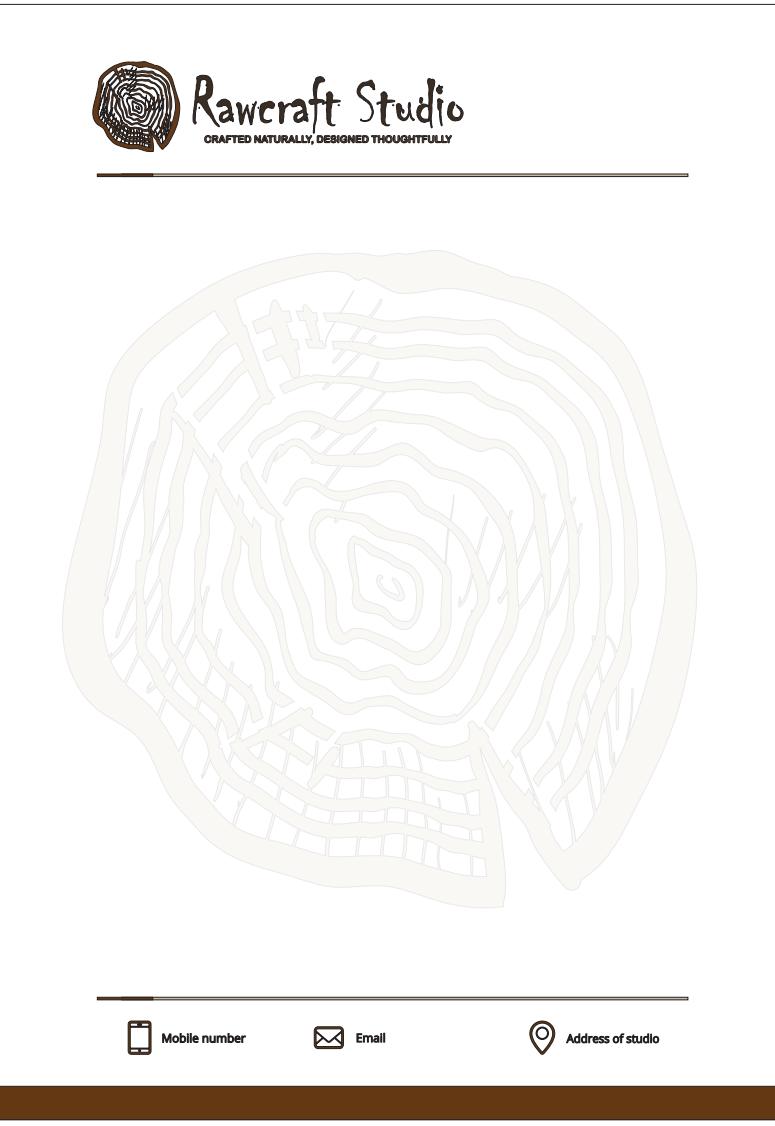
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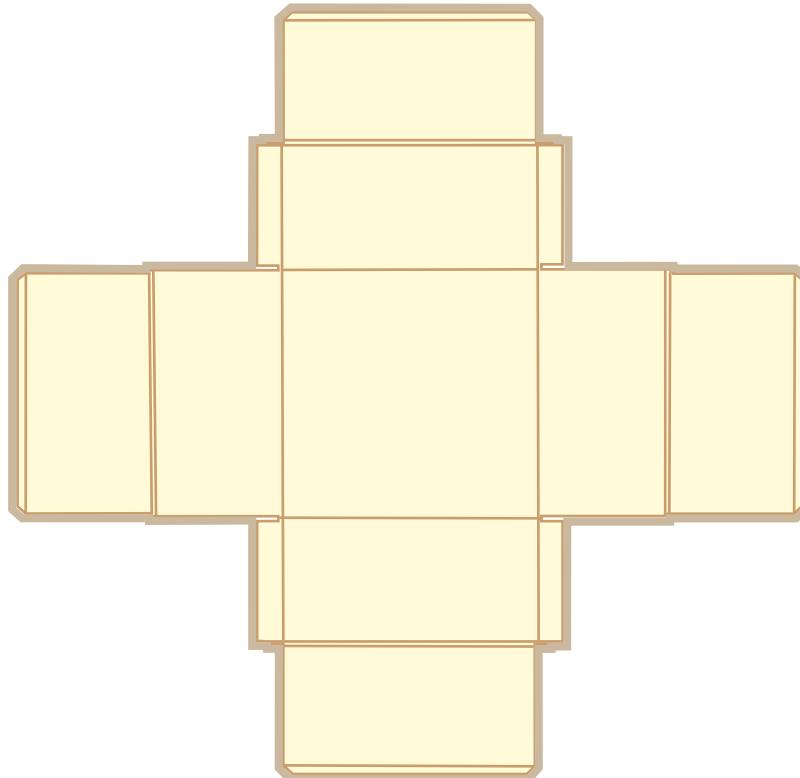
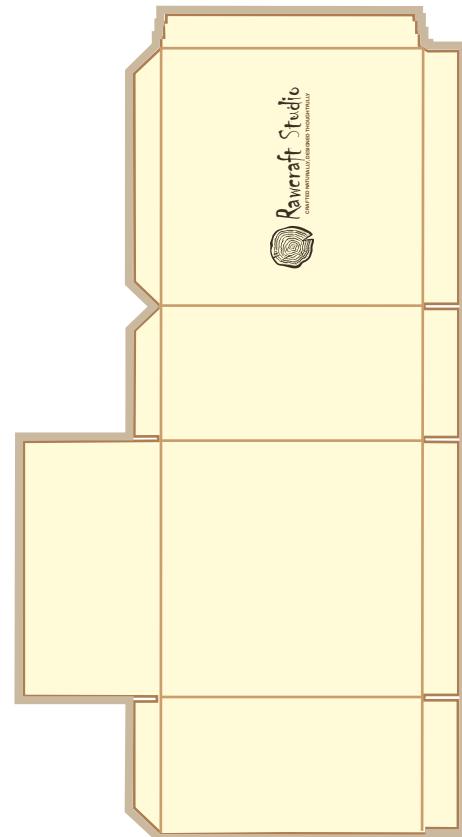
Back



LETTER HEAD



PACKAGING



FEVICON

