ADILABAD TATTOOS

BRANDING AND PROMOTIONS

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keywords

1. Adilabad
2. Tattoos
3. Tribal
4. Craft
5. Tradition
6. Villages

Introduction

Adilabad "The Gateway of South India." Adilabad district is a district located in the northern region of Telangana. Its comprises of a village called Waghapur where a tribe called Thottis which does craft of Tattoo.

The Thotti are a small group of tribal people who live in southeast India. Most have integrated into Indian society and become Hindus. Many now work as agricultural laborers. A smaller portion of the Thotti people still lives as a tribal people in the forests of Telangana. Thotti women were traditionally tattoo artists for the larger Gond tribes.

Thotti tribe has many motif and each motif has significance. In ancient times the tattoos were made by them to cover there bodies which now has become part of there parampara in which tattoo are made on women as she passes her life such as puberty, marriage and childbirth. The tattoo are yet valued for their powers of healing and due to its ritualistic significance it is yet passed on from generation to generation.

client

Adilabad Shringar
Studio is a Tattoo
studio that offers
you authentic
tattoos from the
art of godna done
by thoti tribe
craftswomen.

objective

-developing brand identity
collaterals for craft
-Study of the craft
-A user analysis to understand
what kind of logo/ colours would
best attract them towards
Mangalagiri sarees
-Research common identifying
traits in handicraft industry

methods

1)The craft was studied by conducting a through 1 on 1 interveiw with the master viewer in which a lot of insight into the production and problems faced during the production of mangalagiri sarees was gained , a secondary research was also conducted with the help of library resouces at NIFT hyd and the internet

2)to identify common branding traits in the handloom industry an internet research was done.

3) A user analysis was conducted with the help of an online survey. The following questions were asked-
how often do you wear tattoos . ·would you prefer getting tattoo from tribal studio over modern ones.
·what do you like or dislike about tattoos.
how familiar are you with adilabad and its crafts?
what comes to mind when "godna are mentioned?
which of these brands (represented by the logos) are you most likely to get a tattoo from?

Defining the problem

- A lot of the Audience isn't aware of Adilabad Tattoos
- The audience usually gets tattoos from modern places for the aesthetic and easy availaibility and are more swayed by the minimal western aesthetic in general
- Audience is not aware of shringar and thoti tribe practices
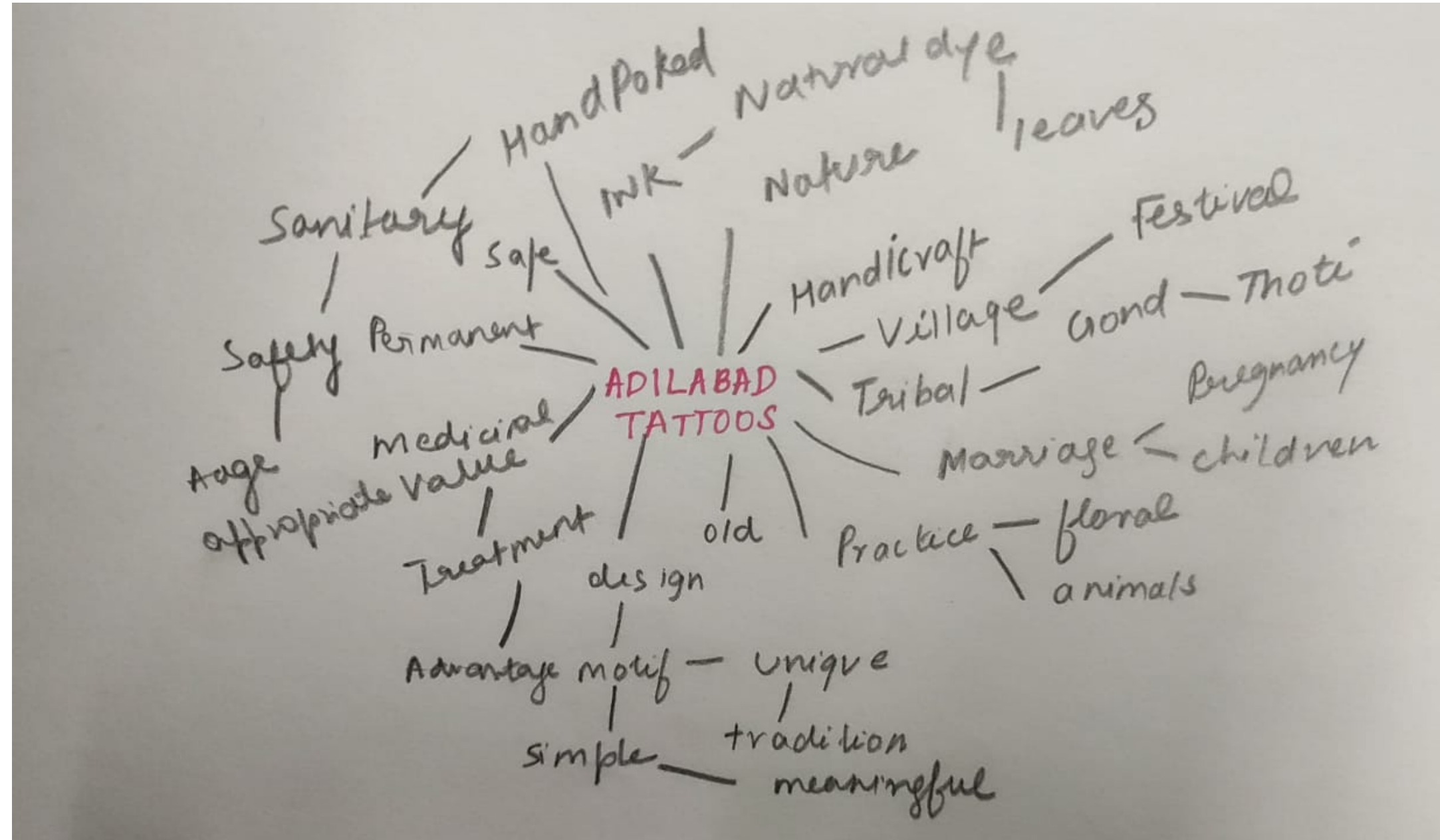
Ideating

Keywords from ideation- Natural, Tradition,Meaningful,practice,tribal,unknown

1. The logo should be minimal and straight forward like the craft motifs so people would notice and understand easily.
2. The color scheme should be natural earthy tones as the craft began in a village and every material and process is associated with nature.
3. The logo should be have a tribal touch with a sense of modernity to it for attracting all kinds of age groups and audience.

Brand colors

#301D07

#D8B935
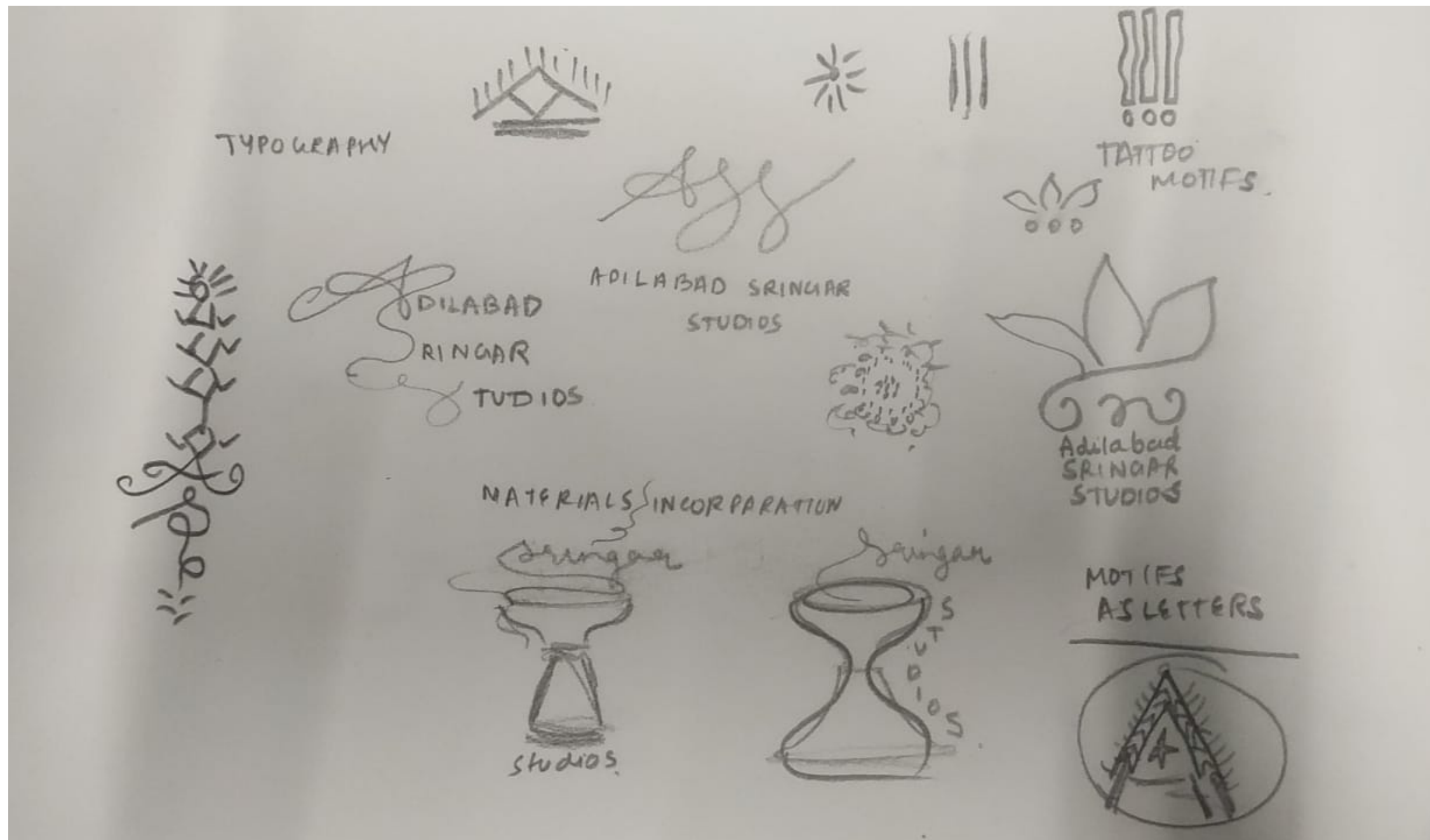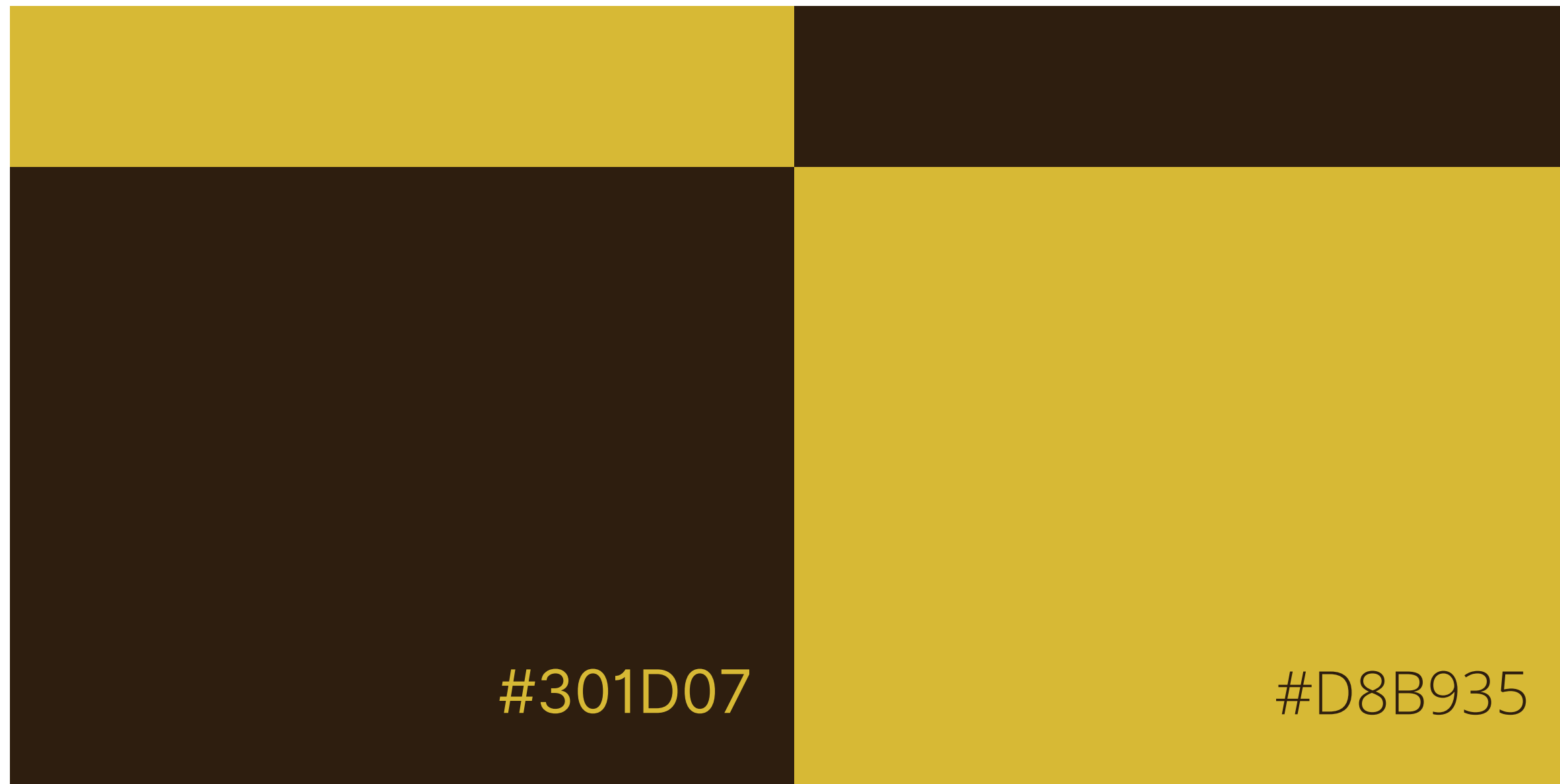
Logo Pitch One

Sringhaar

Adilabad tattoos

Logo Pitch Two

श्रृंगार

Adilabad Tattoo Studio

Logo Pitch Three

sringhar

TATTOO AND ART STUDIOS