

# BIDRI CRAFT

LOGO EXPLORATION

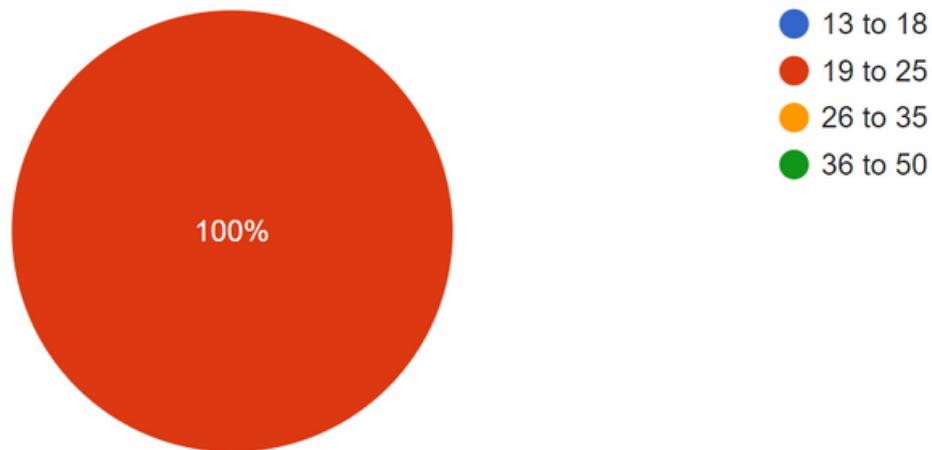
# **CLIENT BRIEF**

**DESIGN A LOGO FOR SILVER BIDRI CRAFT**

# DATA

What age group do you belong to ?

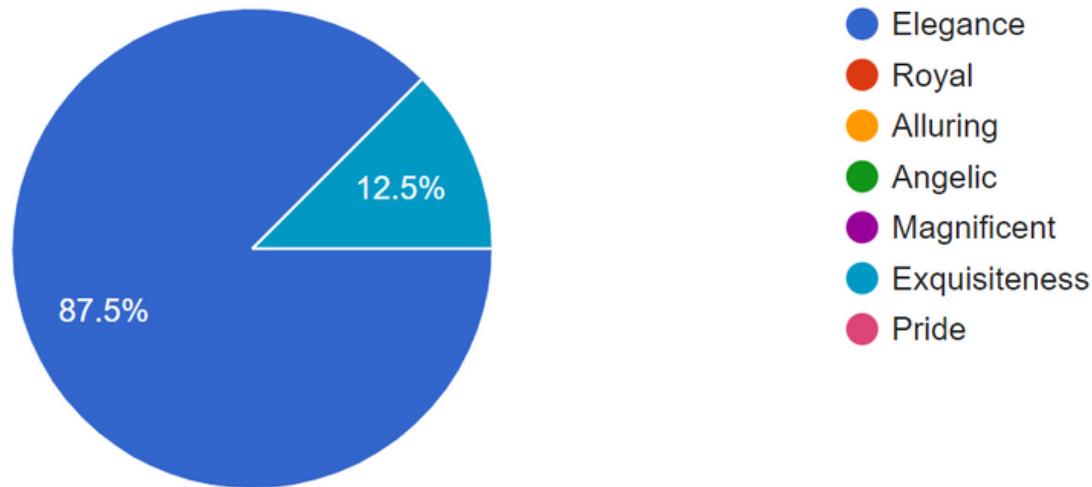
8 responses



# KEYWORD-ELEGANCE

Which term comes to mind when you think of this craft?

8 responses

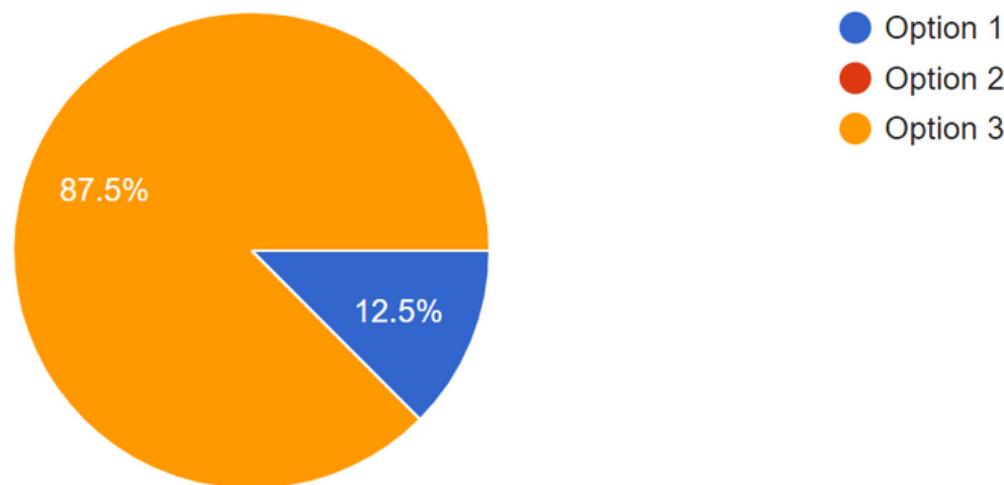




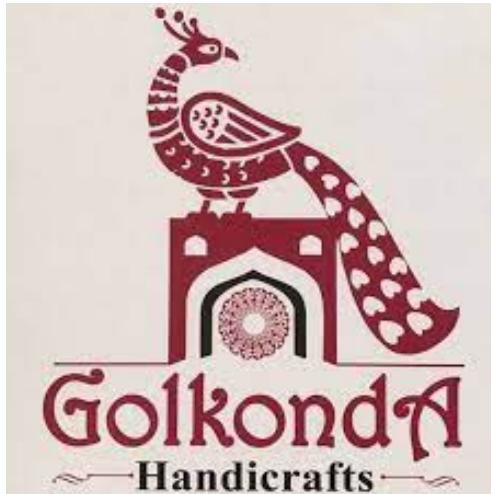
AZIM DESIGN  
HOME ACCESSORIES

For this craft, which logo feels most personal to you?

8 responses



# EXISTING LOGOS



**EXPLORATIONS**

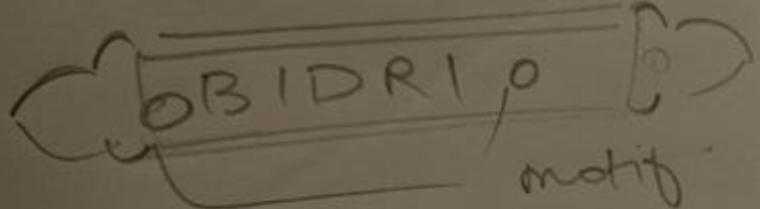
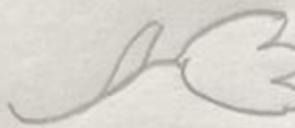


BIDRI  
CRAFT

Peacock.

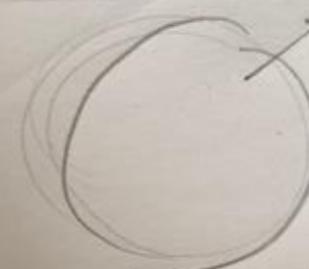


BIDRI  
CRAFT



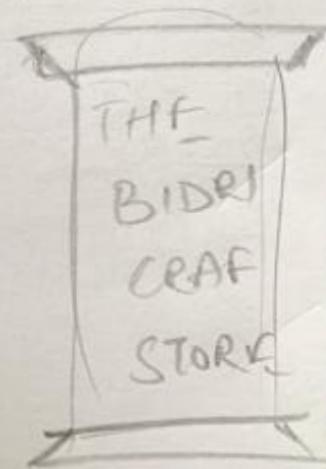
motif.

Bidri motif.  
Typography.



BIDRI CRAFT

motif.



# INSPIRATION

## BIDRI PLATE



# OPTION 1

#105652

#E6DDC4

BiDRi

BiDRi

**BIDRI**



# INSPIRATION

## BIDRI PEACOCK



# OPTION 2

# FFB344

# 22577A





**BIDRI CRAFT**



# INSPIRATION

HANDCRAFTED MOTIFS OF BIDRI  
CRAFT



# OPTION 3

#000000



#FFFFFF





*Bidri*



**THANK YOU**

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**DIYA SUCHETH  
SEM-5**