

BRAND IDENTITY

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# Logo Explorations

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# Objective

To create a logo for a hypothetical brand based on the craft studied in the craft cluster

Understand the craft and the audience to create a logo that is self-explainable and easily understood

Craft Studied: **Bidriware**

Logo design: for Home decor brand selling beautiful age-old designs on modern and more relatable products

# Brand identity and meaning

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The craft I studied for my craft cluster was Bidriware, which is seen in Telangana.

This craft uses silver inlay on black metal and forms beautiful intricate designs on a huge variety of products.

The Brand JATIL will help make the products more consumer-friendly and give artisans a platform to know what its audiences want with the help of researchers and designers and give the customers beautiful intricately made home decor items.





JATIL

# About the Logo

JATIL- जटिल

Jatil, is a hindi translation the english word intricate/complex.  
when one looks at a bidri product the first thing the eye sees is how intricate the designs are, hence I believe the perfect name for a brand that sold birdi home decor items would be Jatil

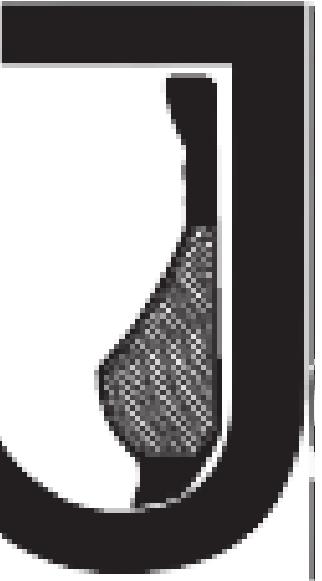


# Symbols and Meanings



JATIL

Parts of the Jatil Logo



## The vase

Bidri work was mainly done on vases and boxes in olden times, and most geometric intricate designs are seen on such vases, so I've added a vase to the logo for easy understanding of what is being sold.



## the home

On the right, a silhouette of a house is visible, the minimalistic silhouette of a house is added for a direct and easy-to-understand logo, the brand mainly sells home decor items for homes.



## the Design

The intricate designs on the vase as well as the home, are the typical floral and geometrical designs that are made on bidri craft items, whenever one sees these designs they know exactly what craft is being spoken of, the intricate designs and minimalistic silhouettes perfectly capture the essence of the brand jatil.





## MOODBOARD



Black  
#1f1b1a

Light Gray  
#d2d2d2

White  
#ffffff

Dark Gray  
#535050

# colour palette



Our black white and  
grey colour palette

The colours used in the logo are extremely similar to the actual colours seen in bidri products, I have refrained from using multiple colours to retain the logos elegance as well as its similarity to the actual product

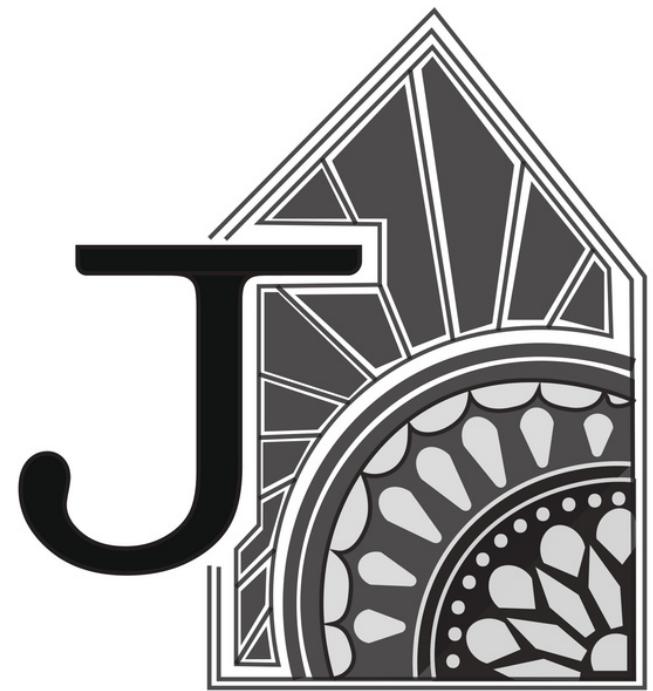


# Logo Variations

example 1



example 2



example 3



# Logo Font

J A T I L J

Our official logo font

Text font: Belleza

Logo font: Open source variable regular

- Belleza
- Open source variable regular

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  
1 2 3 4 5 6 7 8 9 0





# Logo Application

## Deliverables

Tags attached on the home decor items would have a beige/ochre shade made of handmade paper, the tag would have the price and details on one side and the logo on the other sides shown on the slide.





**THANK YOU**