

Khaleel Bidri Workshop - Visual Identity

Branding & promotion

Client	
Client brief	
Brand mission	
Research Proposal	
Objectives of research	
Data gathering methods	

Logo design process

Part I.



Client

Khaleel Ahmed owns and runs a Bidri workshop named "Khaleel Bidri Workshop". He has been practicing the art since 35 years. Bidri art was passed down to him by his passionate father. He makes and sells these beautiful pieces of art along with his family. He works with students/colleges taking workshops and educating them. His customers are private buyers and the government itself.

Client Brief

Khaleel Bidri Workshop seeks a new visual/brand identity, hence, a new logo.

My role as a branding designer is to create an enticing brand logo for the company, captivating potential customers' attention and therefore leading to more sales. And which would help in building brand awareness and establishing the brand.

Brand Mission

To preserve the heritage of Bidri art by making stunning pieces for their costumers.

Research Proposal and objective

Since the project deliverables are brand collaterals specifically; logo, My research's main aim would be to analyze

- what kind of colors and
- what type of logo people prefer with respect to Bidri handicraft.
- visual identity of competitors
- These elements would help me make an efficient logo while keeping the audience in sight.

Data gathering methods

- Survey/Questionnaires
- Observing competitor brands

Research Analysis

Inspiration board

Color palette

Logo design process

Part II.

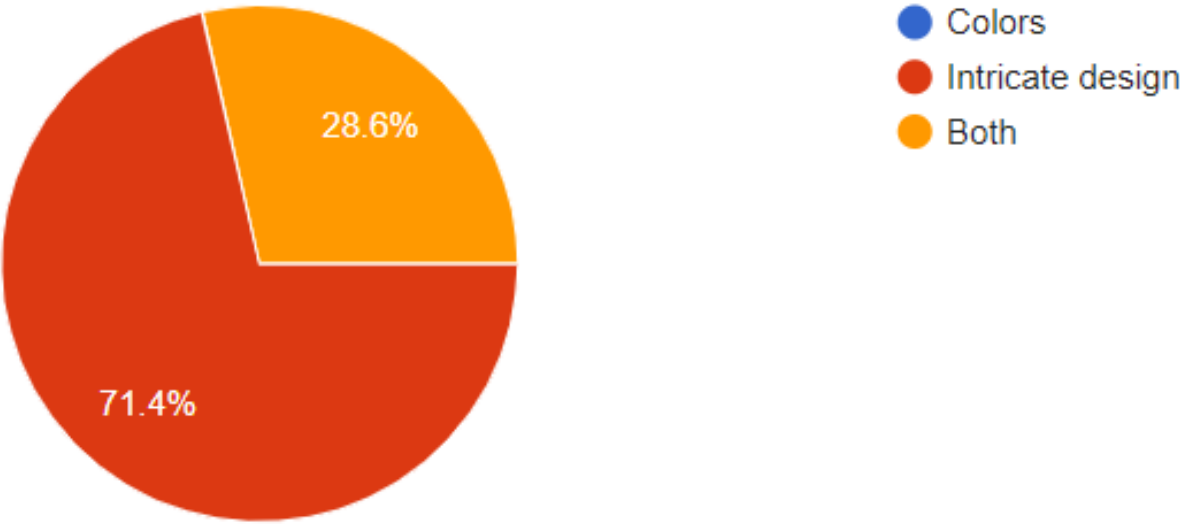


Research Analysis

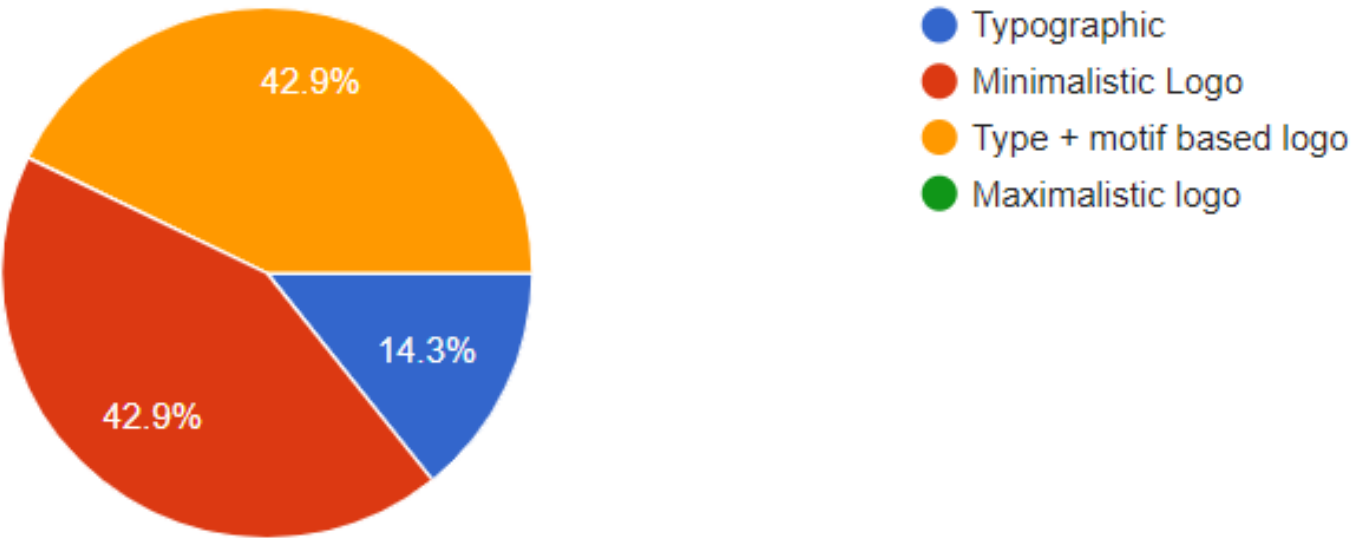
- Most people associate Bidri with the **intricate design** on objects.
- **Motif + type and Minimalistic** logo have been chosen the most when asked what kind of logo they preferred with respect to Bidri handicraft.
- The following two color palettes were chosen the most among two others.



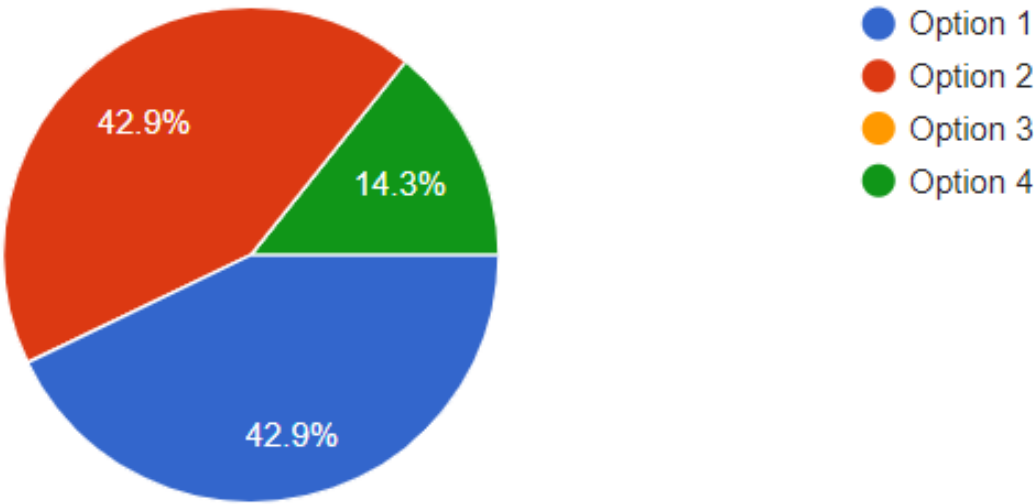
What do you associate Bidri with?



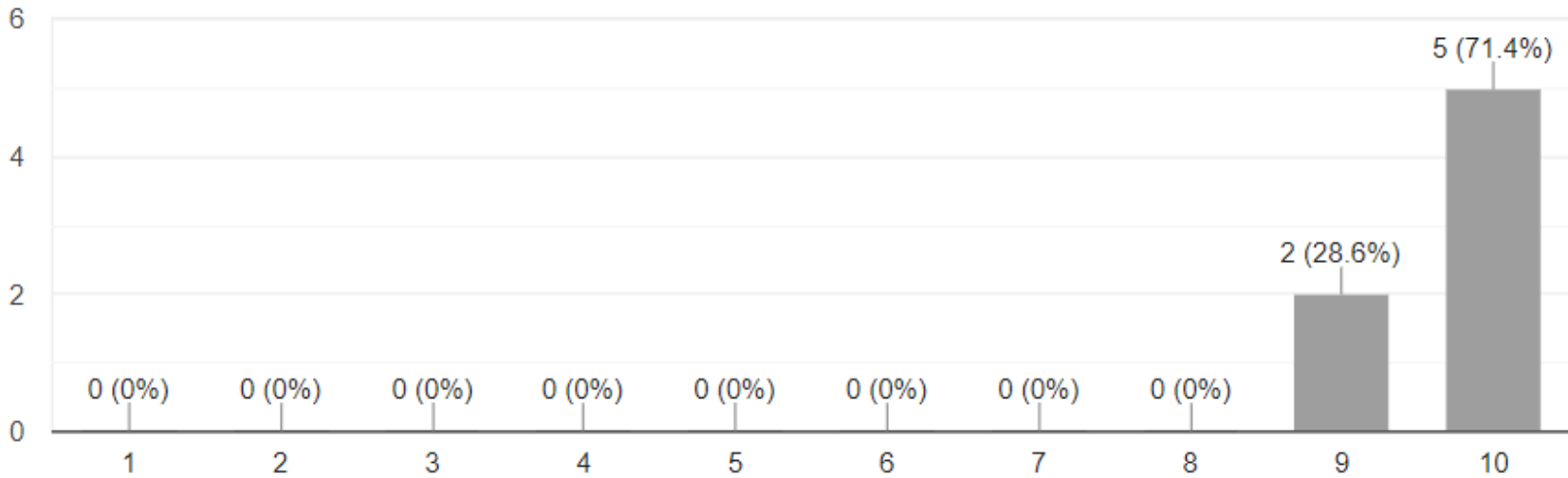
What type of logo do you prefer?

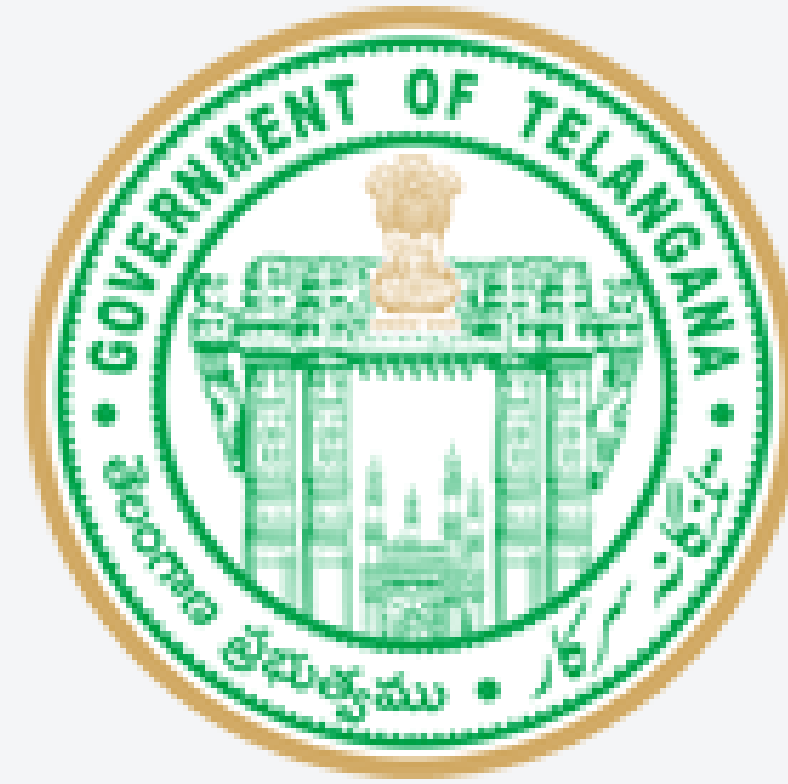


Which color scheme do you prefer w.r.t Bidri



How important do you think is a logo





Golconda Handicrafts Banjara hills

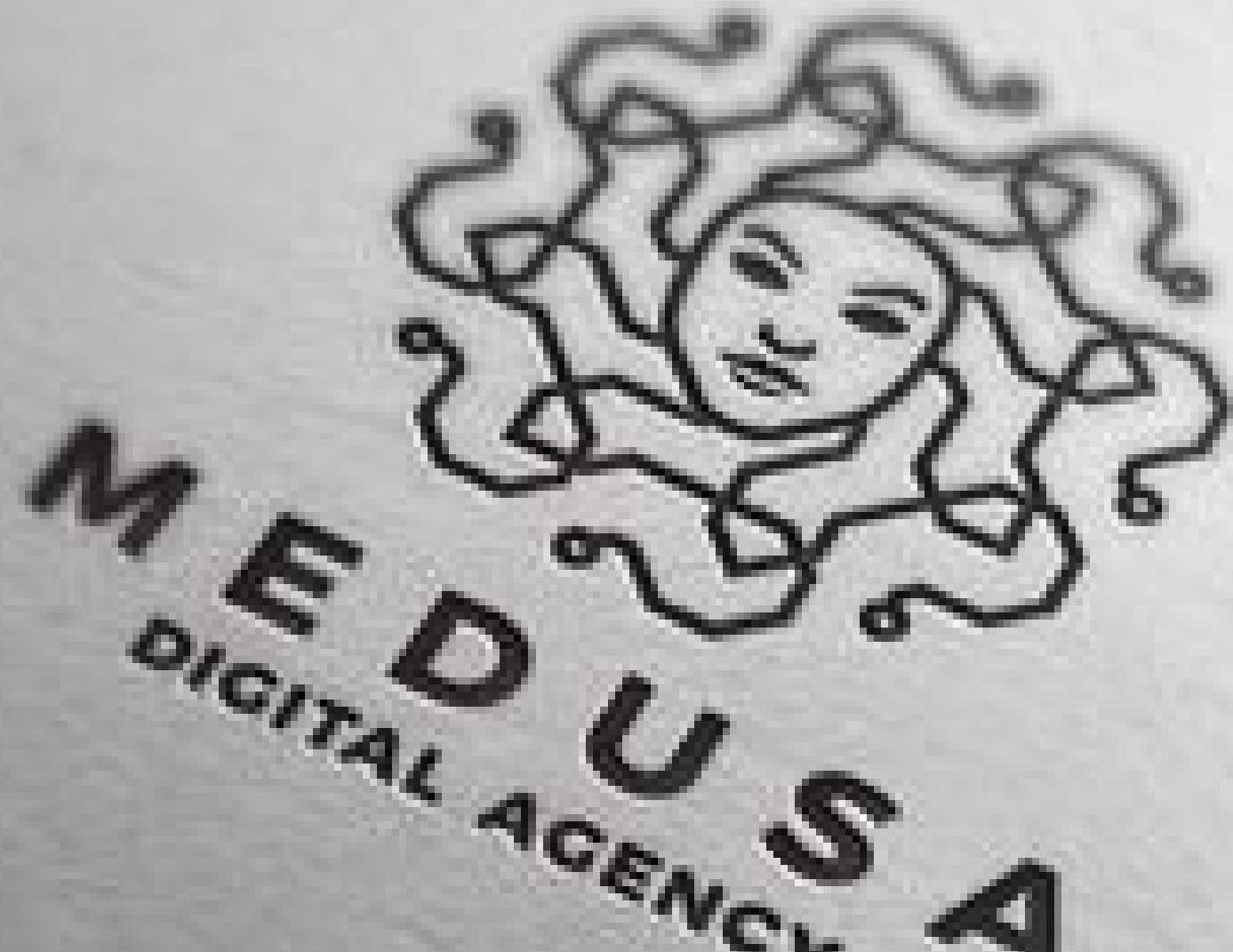
- They have a motif + text based logo
- They've also used Telangana government logo to indicate that they work with the government



The India Craft House

- They have a Illustration + text based logo
- They've used a simple font and a heavy illustration

Inspiration board



MOTIF



MINIMALISTIC

TYPORGRAPHY



Color Palette

#ece4cc
Creamy frost

#000000
Vivid black

#423f3e
Rusty grey

Initial explorations

Final Logo
(primary + submark)

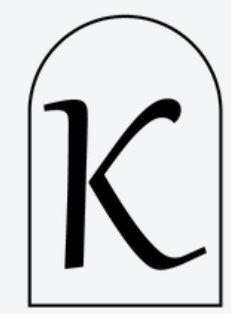
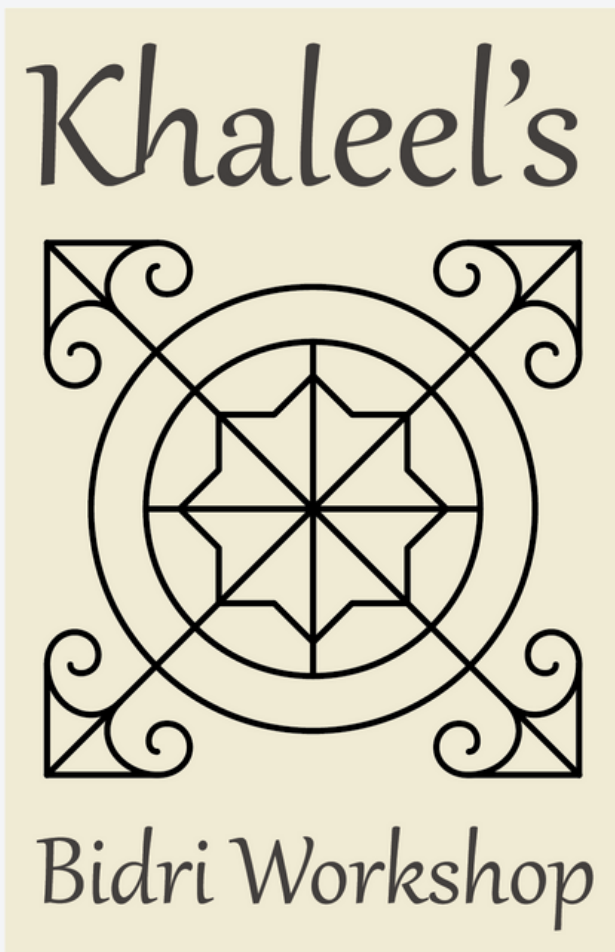
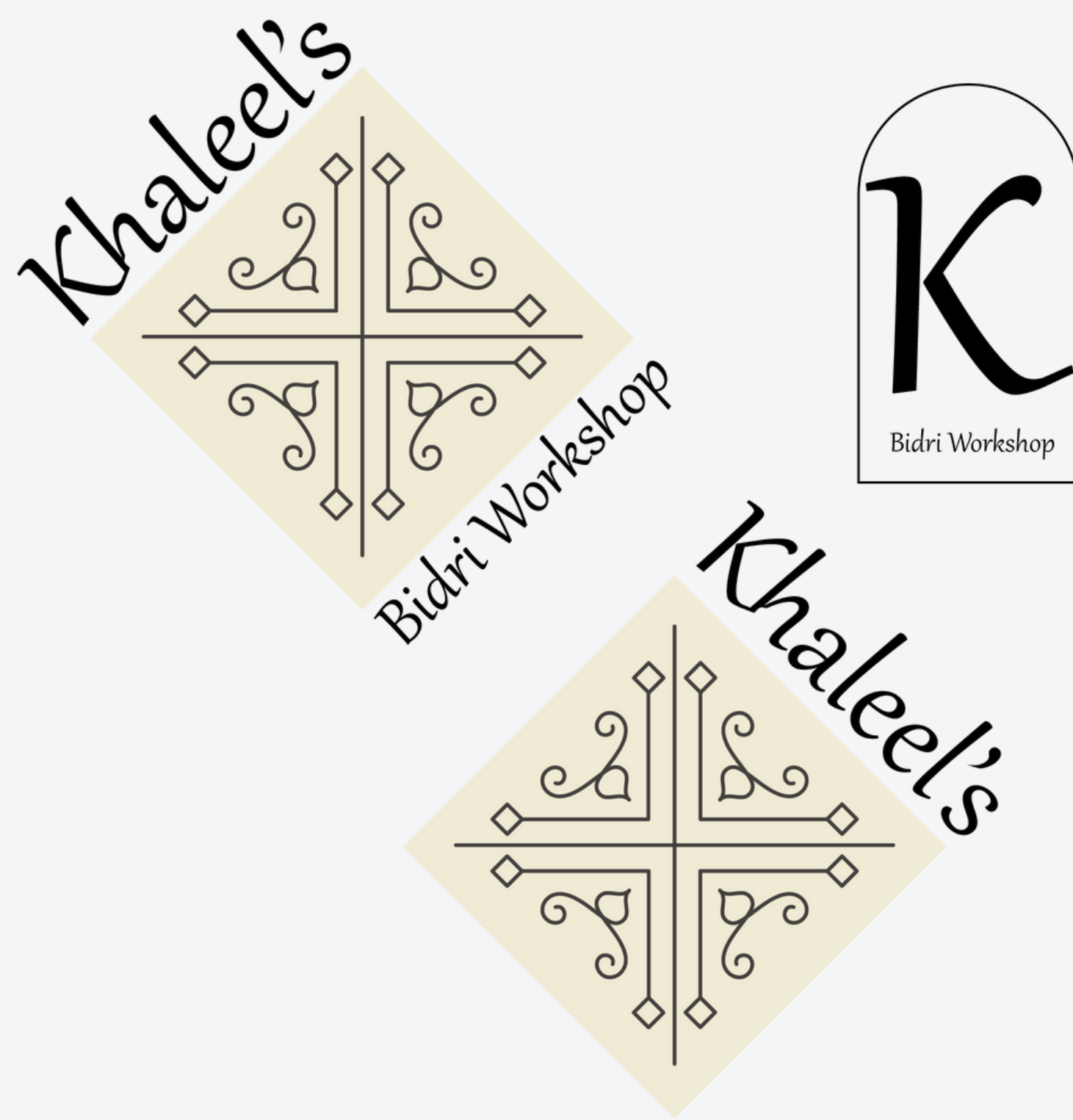
Logo mockups

Logo design process

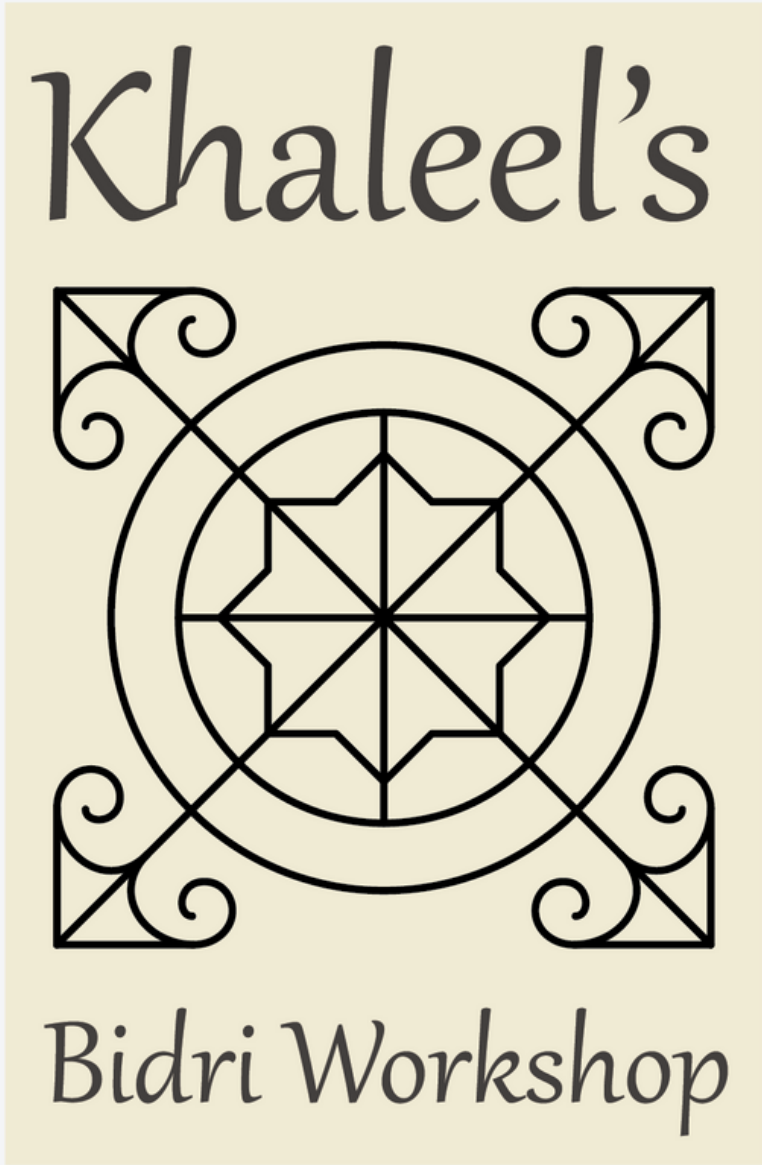
Part III.



Initial Explorations



Final Logo



Used a subtle serif elegant font so that it balances the motif below. It's also a representation of magnificent art of Bidri

Picked colors from both the most chosen palettes. One lighter color complementing the darker shades

Combined minimalistic style with the intricate designs of Bidriware using thin lines

I used a common motif and infused the letter 'K' denoting Khaleel for the sub-mark logo. It's small and can be used perfectly where the primary logo cannot be used



Primary Logo

Sub-mark Logo

Logo Mockups

