



Bidri craft

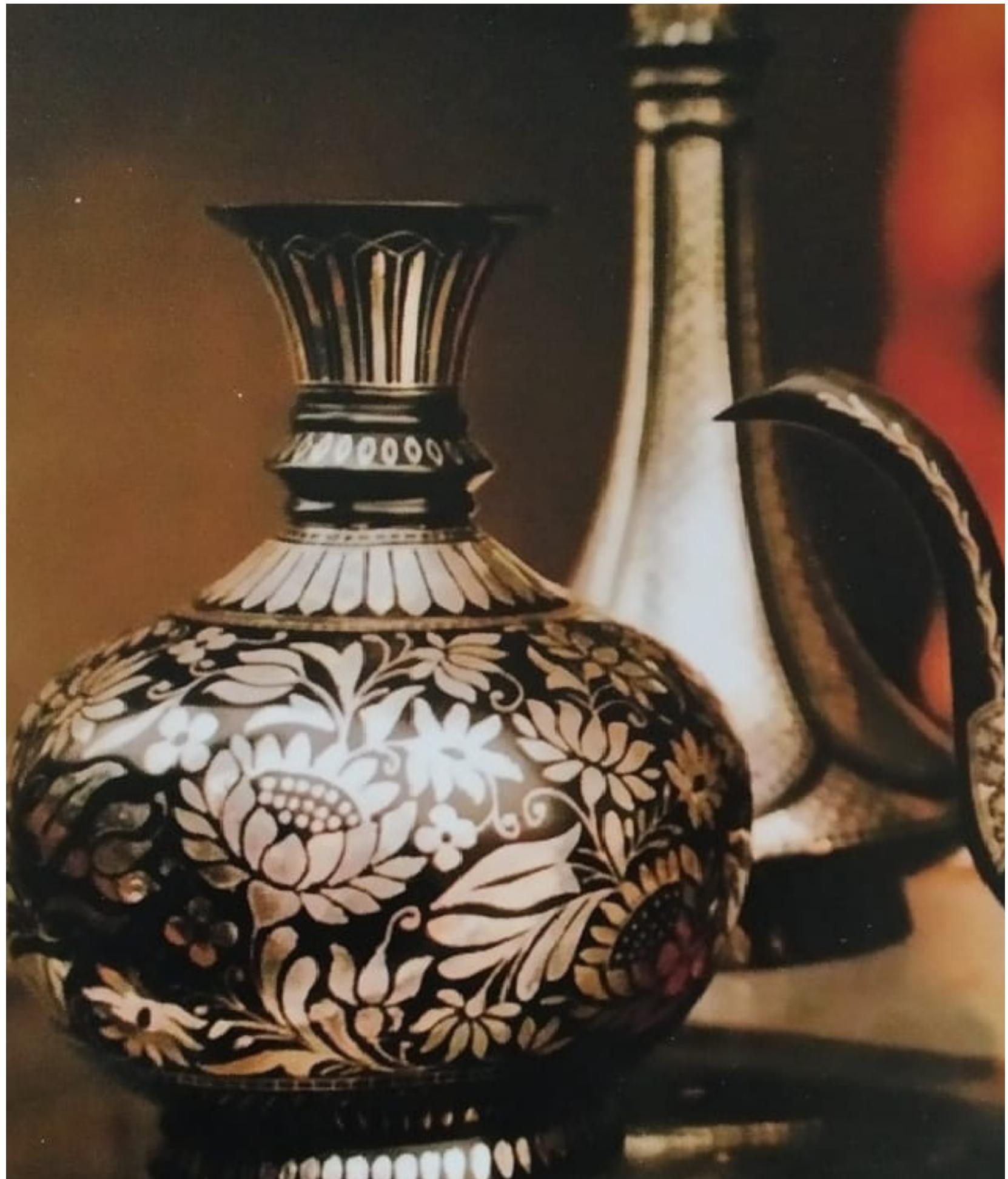
# **Branding and promotion**

assignment  
branding for bidri craft

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submitted by  
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fc sem5

# History of the craft



Bidriware is known to have its roots in ancient Persia but it developed and flourished in Bidar under the Bahmani Sultanate. During the Abbasid period in Persia (750-1258 A.D) copper inlaid objects were used in palaces and merchants' homes. As the technique grew popular, silver and gold inlay also began and started being practiced in Islamic lands. There's a high possibility that the art was brought by Iranian craftsmen who migrated to the Deccan regions. The Bahmani sultan allowed and invited lots of craftsmen to settle in their kingdoms. Bidri art traveled across many regions before it touched down in Bidar. Bidar is now in Karnataka state in southern India. Bahmani's ruled the Deccan region in the 14th and 15th centuries. It is said that the Bahmani's encourages art and took special interest to promote the same.

Bidri adapted to numerous civilizations and absorbed a lot of influence during its journey from Persia to Bidar. It was a mash-up of Persian and Arabic styles that quickly blended with the local style. Other places of India, such as Lucknow and Murshidabad, began producing Bidri art in the 19th century. Due to varied influences, each location has subtle differences in style. In the 19th century, Bidri had its first decline. "This is a significant industry that commands a large demand," the Colonial and Indian Exhibition catalogue declared in 1886. As a result of increased demand, overall production standards have dropped, repetitive shapes and patterns have become more common, and inlay quality has deteriorated. Bidri was relegated to Bidar and Hyderabad in the latter half of the 20th century, when the state reorganised in 1956, placing Bidar in Karnataka and Hyderabad in Andhra Pradesh. For better living conditions, the majority of craftspeople relocated to these areas. Bidri was naturally highly expensive due to the detailed work, precious materials, and slow process, and only royals, aristocrats, and individuals from the upper class could afford it for the longest time.



# Client brief :

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Design brief : my client is person whose area of interest turns towards selling handicraft products so he decided to sell bidri hand made metal works and now, as he is entering e-commerce platform he needs branding(logo) for his company named "pearly" his thoughts about the logo on how it should look is he needs a logo which should look like both modern and ancient type and the colour scheme he wanted is a darker shade to represent the black metal

Target audience : 15-60

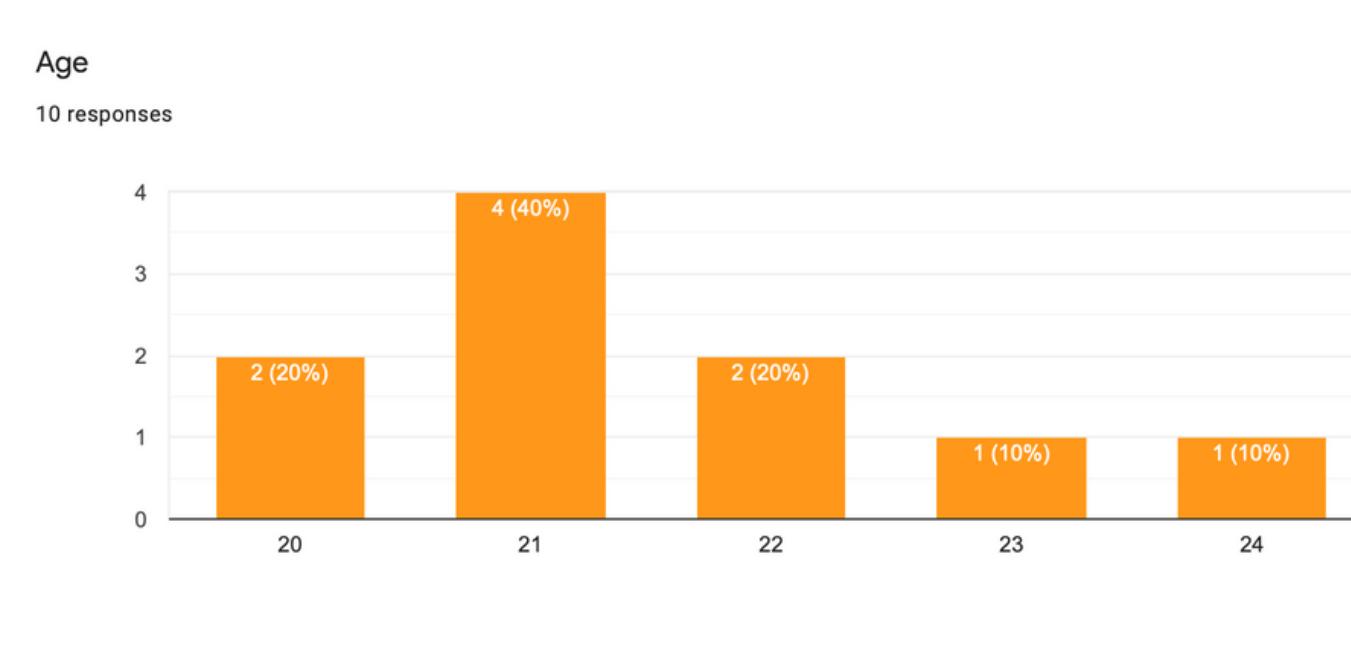
Attracting customers : the people who has interest unique and premium metal works , the ones who need their desired products customised in hand made patterns,

Objective : to attract the customers and also spreading the awarness about the handicraft



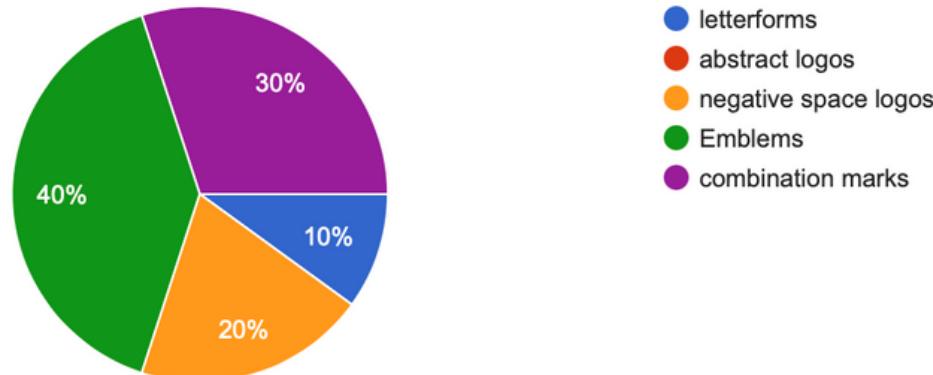
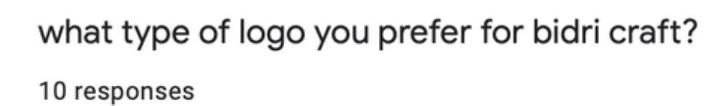
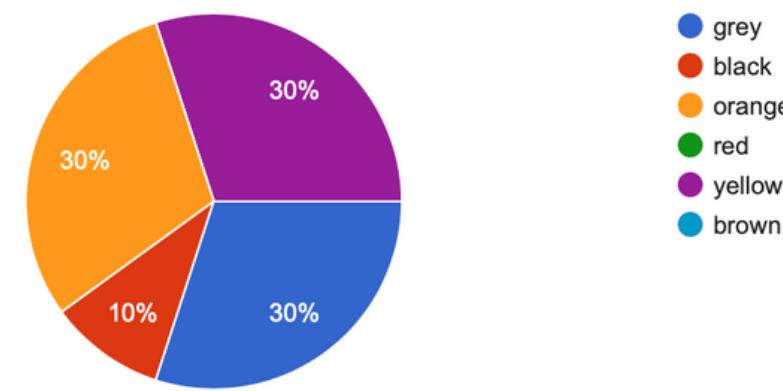
# survey analysis

for analysing peoples thoughts

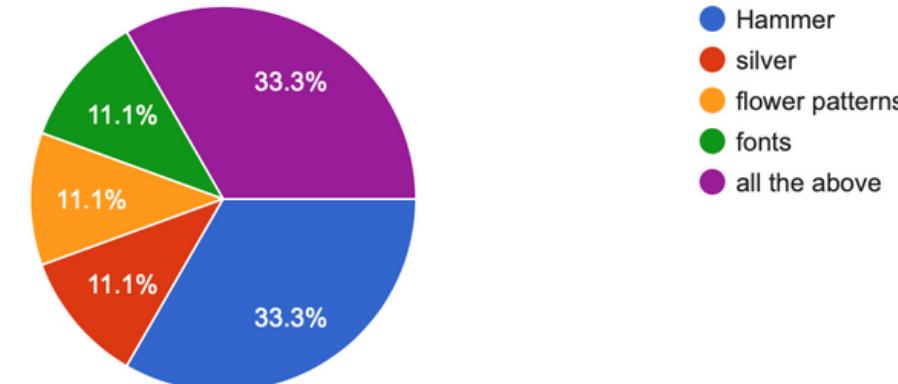
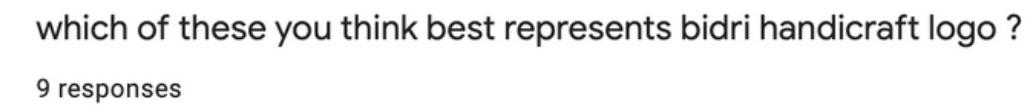


which colour tone best suits for bidri craft?

10 responses



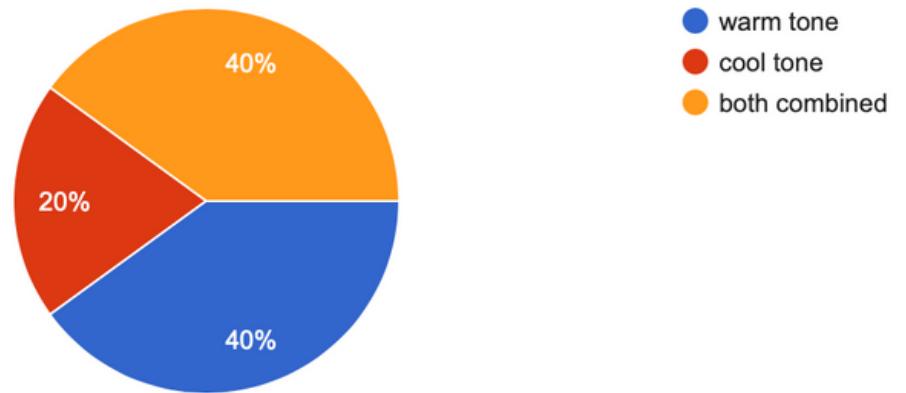
- letterforms
- abstract logos
- negative space logos
- Emblems
- combination marks



- Hammer
- silver
- flower patterns
- fonts
- all the above

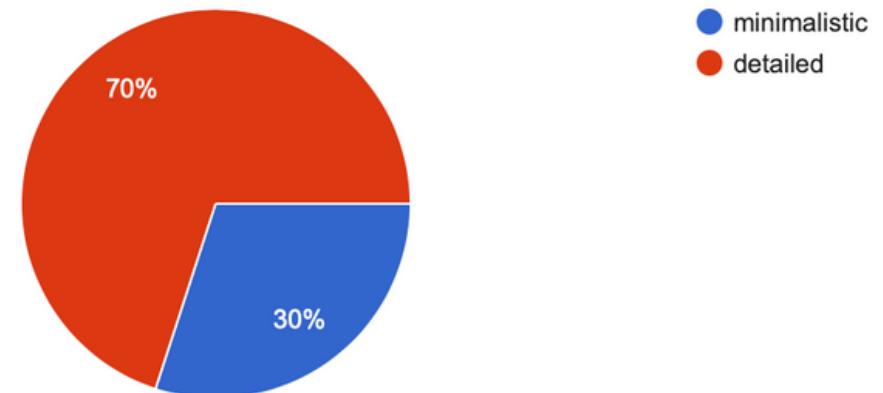
choose a color tone suitable for bidri craft?

10 responses



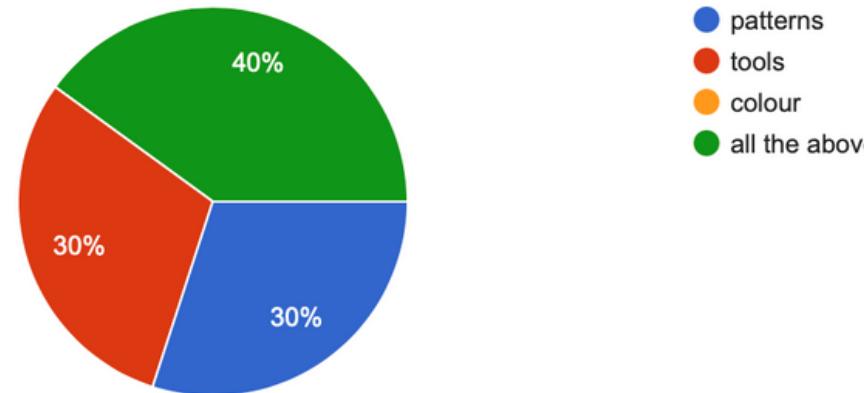
how do you prefer the logo to be?

10 responses



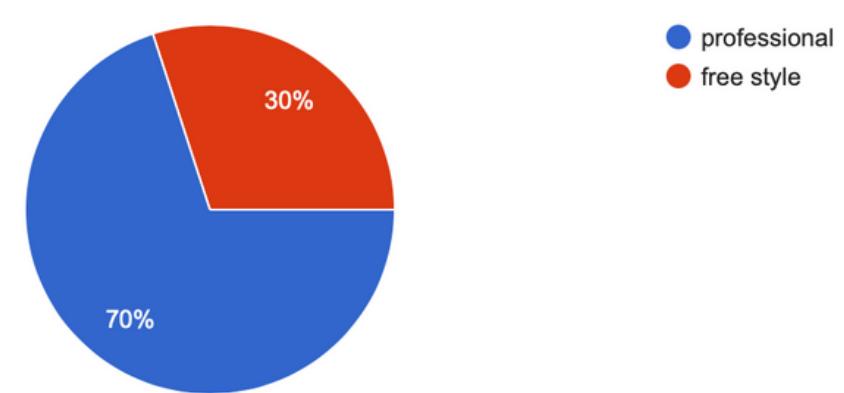
which is the most important thing attracts you in bidri craft?

10 responses



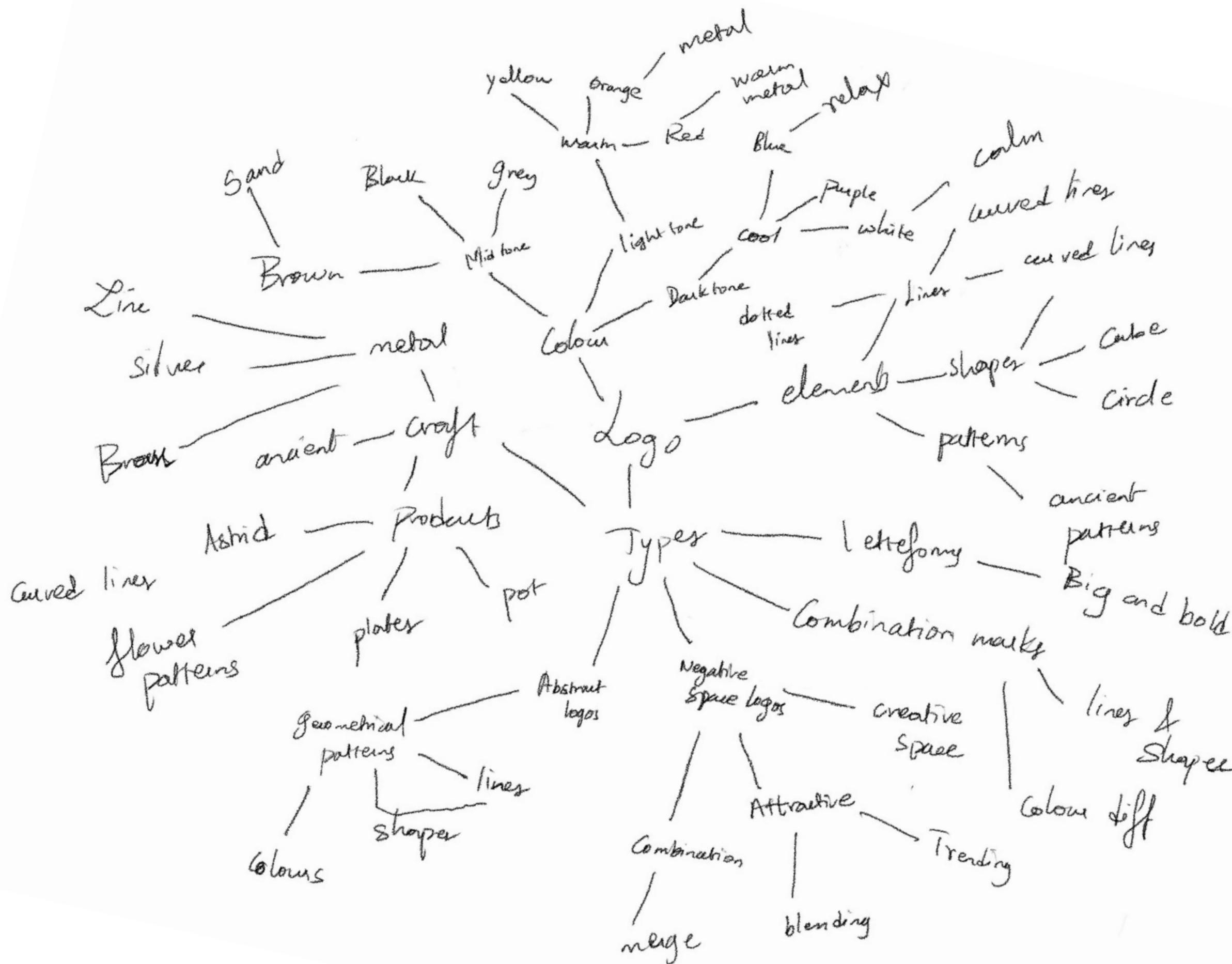
how does the font should be?

10 responses

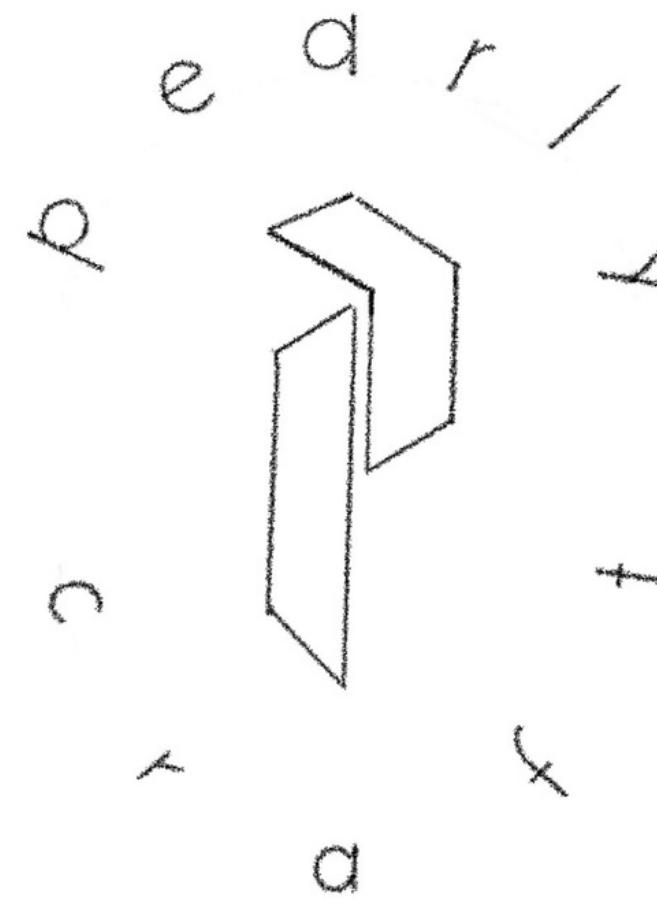


As per the survey analysis most of the people prefer the logo to be emblem type because it will cover both the attraction and identity in an unique way which can be matched with warm or both warm and cool tone colours the type of the font can be more of a professional to give the logo a finished look, people like the tools or patterns to be included in the logo to give a more of a pictorial representation

# **Brainstroming to get ideas for the logo**



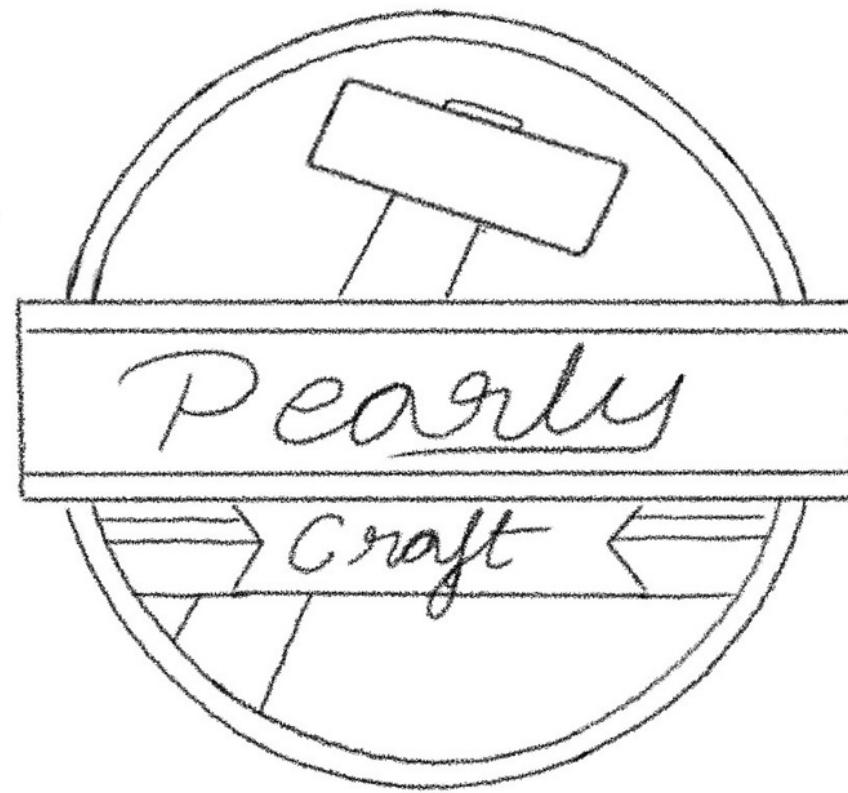
# Types of logo variation ideas



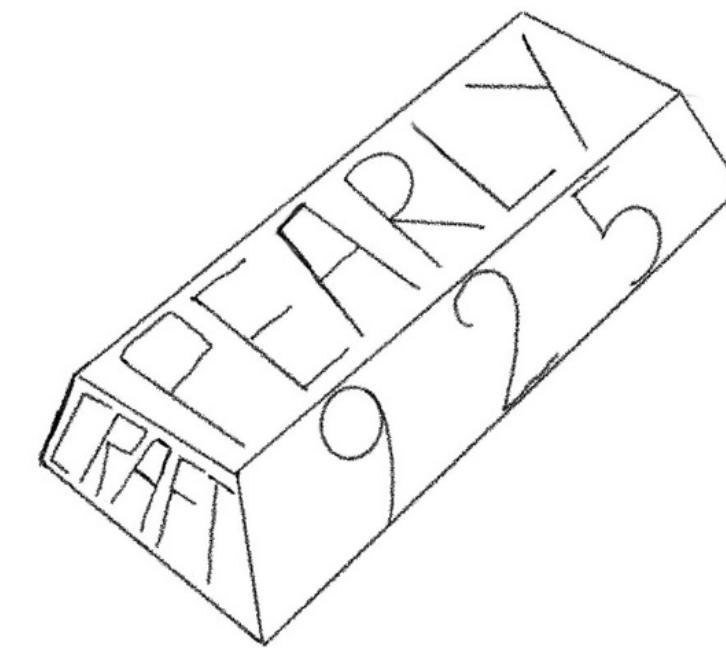
Logo type: letterforms  
Elements used : metal blocks arranged as letter p  
Font type : josefin sans std light

A hand-drawn sketch of the word "pearly" written in a flowing, cursive script font. The letters are connected by continuous lines, creating a fluid and elegant appearance.

Logo type: word marks  
Font type : june calligraphy regular



Logo type: emblem  
Elements used : tools included as pictorial representation  
Font type : houston sport free regular



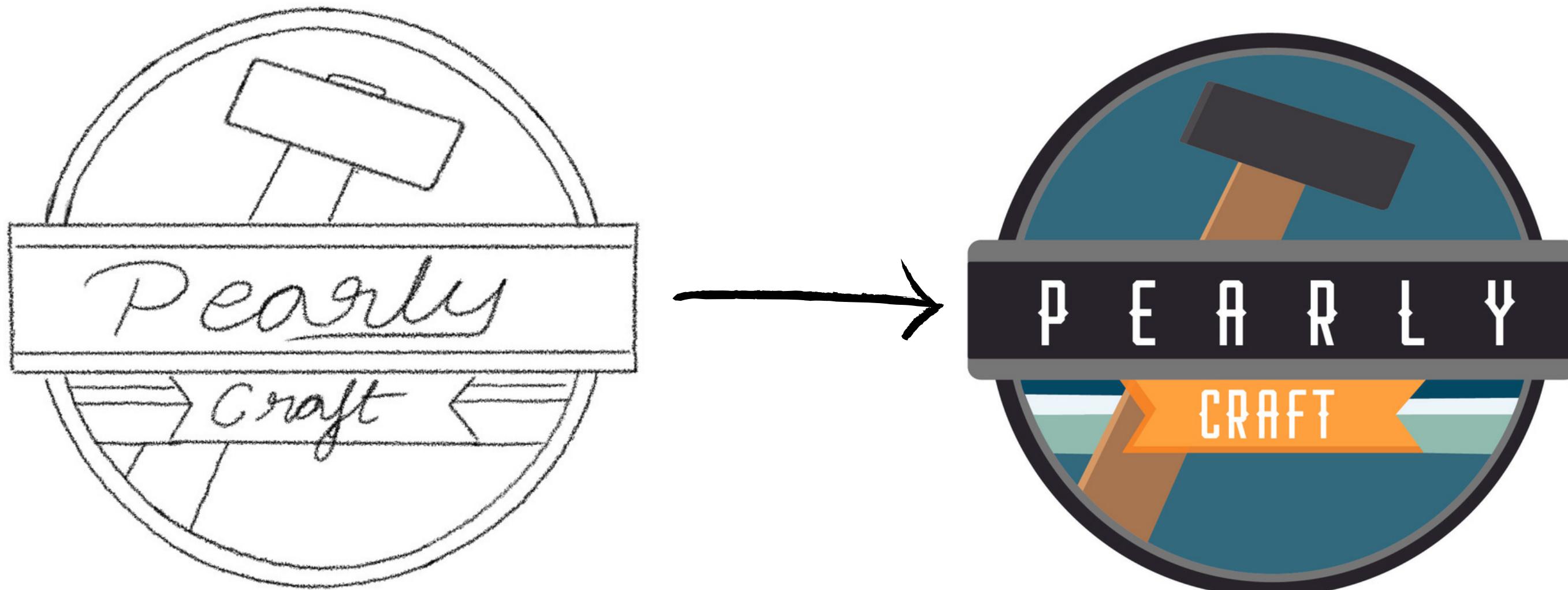
Logo type: combination marks  
Elements used : solid metal block  
Font type : headliner no :45



EARLY

Logo type: negative space logo  
Elements used : bidri flower pattern  
Font type : bradley hand bold

# selected sketch to vector logo



# variations of selected logo



The circular spikes representing the flower patterns and pictorial representation of tool



grooves made in metal portrayed in the logo



# Finalized 3 logos

