



DESIGN REPORT –
PEMBARTHY
METAL CRAFT
SUBJECT – BRANDING
AND PROMOTION

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Context

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Abstract

My client is a Pembrothy crafts man, he has a Gaja Pembrothy metal craft store, he sells all types of Pembrothy metal crafts.

The challenge is to create brand identity for the store. One of the main element of the brand identity is logo. To design logo first we need to do primary and secondary research. I designed the logo by considering client brief, people's opinions on craft and research. The report drives you how I designed logo.

Problem statement

- Need to design logo for pemborthy metal craft store the name of the store is Gaja metal crafts. It consist of various products like toranas, flower wase, sheilds, trophys, and other home decorative products.

Objective -

Literature review.

Interview and surveys.

Interview the Artisan, survey to users.

Trend elements to design the logo.

How to convey the message through logo.

Client brief

- Hi Srivani, I am a Narasimha chary and I have a Gaja Pembarthi metal crafts store. Pembarthi is a famous traditional metal craft of India which is practiced in Pembarthi village of Warangal district, Telangana, and my store contains of all kinds of Pembarthi metal crafts like like toranas, flower wase, sheilds, trophys, and other home decorative products made of brass. I want to promote my store and Pembarthi metal craft worldwide. I request you to design brand identity of my store.
- Mission: to promote pembarthi metal crafts and stop it from extinction.

Brand identity – includes a logo, typography, colors, message.

The key words extracted from the client brief are- traditional, metalcraft, decorative, gaja, brass.

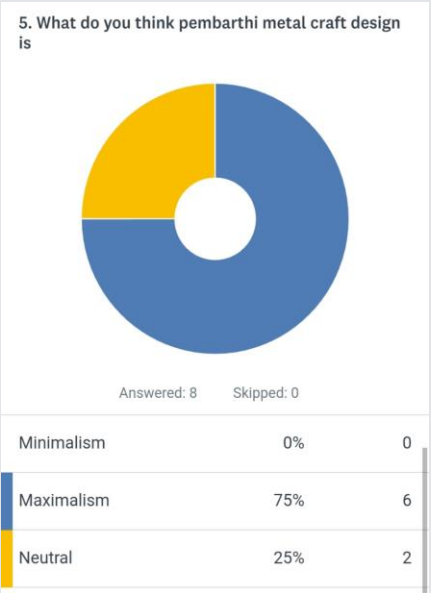
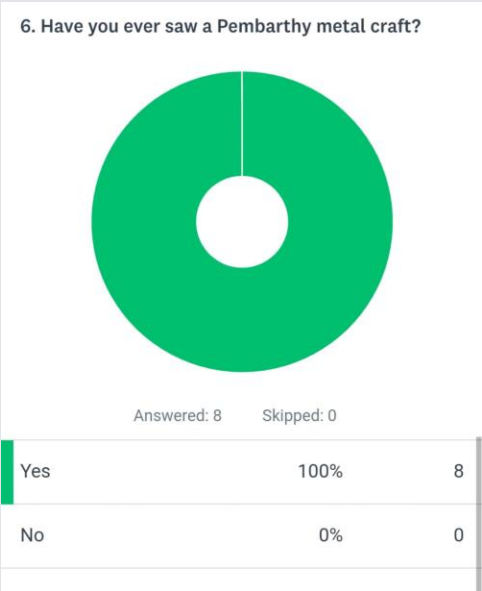
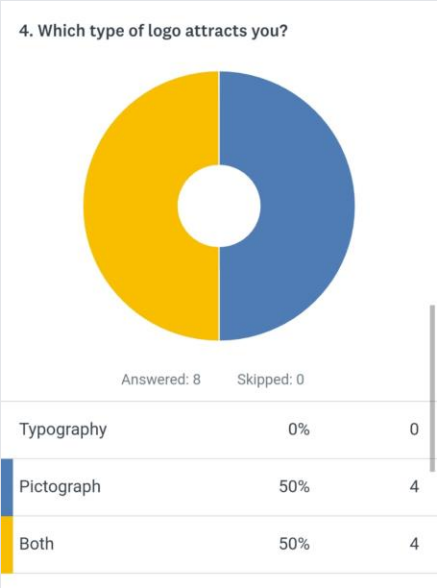
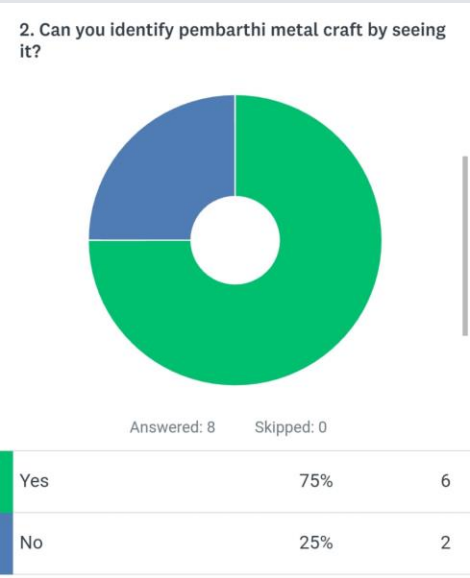
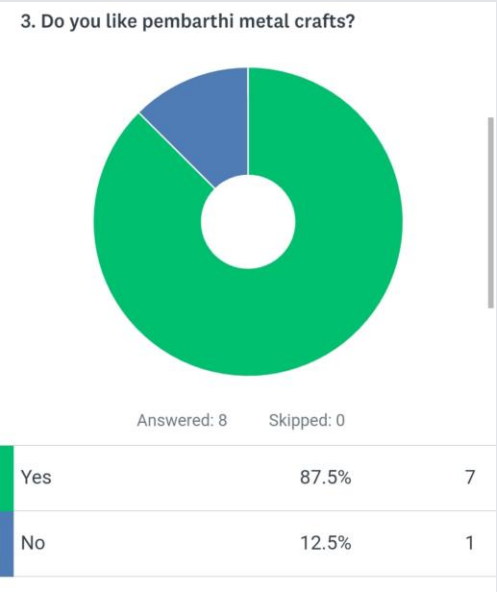
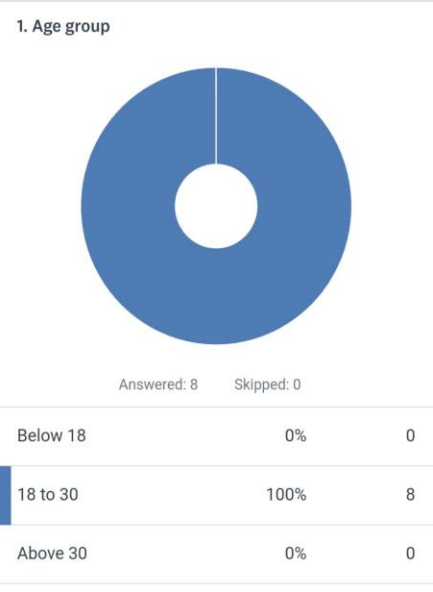
Research –

- Part of Primary Research includes – interview of Pembarthy metal crafts men.
- Part of secondary research includes –different articles, books, reports.

Pembarthy Metal Craft is a popular metal handicraft made in Pembarthy of Warangal district, Telangana State, which is widely known for the exquisite sheet metal art works. The intricate sheet metal brass engravings and artefacts made here can be traced back to more than 800 years. Pembarthy is a village situated about 80 km from Hyderabad.

Since most of the ancient temples in Telangana region were built under the patronage of the Kakatiya rulers, these temples bear the signature style of Pembarthy craftsmen. The metal craft reached the pinnacle of perfection following the higher degree of skills that were displayed by the master craftsmen. The Vishwakaramas of the region were renowned for their rare skills in this form of metal sculpture. It is also known popularly as the Pembarthy Brassware. It has become an essential artefact in every handiwork exhibition and has also become synonymous with Telangana's artistic heritage.

Survey



Concept and inspiration



Elements and principles of design-

- Line
- Colors
- Shapes
- Design
- Harmony
- Pattern
- space

Design process

Sheet work

traditional

engravings

embosing

brass

decorative

metal

Pembarthy metal craft

nakshi

design

handicraft

culture

exotic

artifacts

heritage

unique

ancient

popular

precious

metal

skill

Logo explorations





GAJA



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Final logo

- Brass color
- Gaja - Elephant
- Traditional look
- Shirkand font
- Nakshi inspired design
- Single color for elegant look

