

# Branding & Promotion

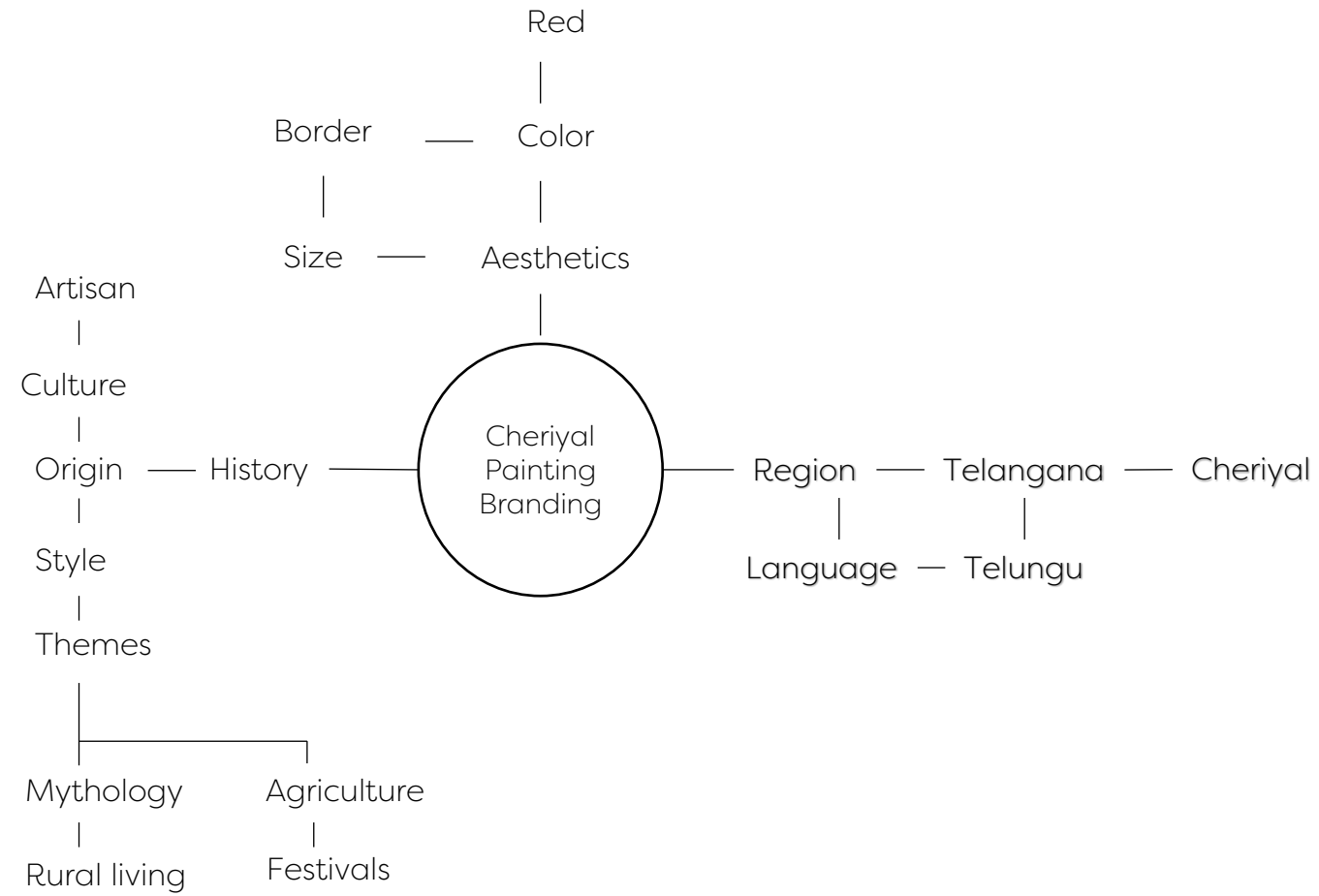
Cheriyal Paintings, Telangana

By Muhammed Vasil MC

FC Sem V NIFT Hyderabad

# Client Brief

- COVID-19 Pandemic has significantly reduced business for a group of Cheriya Artisans.
- Before pandemic, Artists are also welcome to participate in free exhibits where they can set up stalls. Art exhibitions were one of the main sources of customers.
- The inability to conduct exhibitions also had affected them. They have a hard time reaching out to the audience. This has made them think from a modern perspective and they have decided to transition their business to online platforms.
- For this, they require a Logo for their business which is named 'Deepika Cheriya paintings'. The logo need to look modern yet have an essence of traditional Cheriya Painting aesthetics, while keeping it simple and rememberable.



# Inspiration





# Logo

## Size Variations



1:1 Primary logo



3:1 Logo with Label

**DEEPIKA**  
CHERIYAL PAINTINGS



1:1 Favicon

## Concept



The logo is a representation of face of women, commonly seen in Cheriya Painting using Negative space. In a circle

Color red #bf2b18 is the only color is this logo as it is the most prominent color in Cheriya paintings.



## Variations











# Thank You

By Muhammed Vasil MC  
FC Sem V NIFT Hyderabad