

Branding & Promotion

CHERIYAL PAINTING

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FC-5

History

Cheriyal is a tiny village in the Telangana state's Warangal district. Cheriyal painting of the Deccan, like other forms of folk painting like pattachitra, warli, and phad paintings, has been classed as a form of storytelling and entertainment for the audience, and it carries the rich cultural history and tradition with it. Cheriyal paintings are a stylized type of nakashi art that is thought to have been carried to the south by Mughal emperors. These paintings are known as one of the most important scroll paintings because they are created on a long vertical piece of cloth in a narrative manner, similar to a comic strip or film roll in the modern world. These paintings can be seen all across the region and show scenes from Indian mythical epics like the Ramayana, Mahabharata, Garuda Purana, Krishna Leela, Markandeya Purana, and others.



Assignment :

To create a logo for a Cheriya painting artist in order to promote their art form through digital media.

Client brief:

D. Venkataramana, an artist from Cheriya village, is the client.

Creating a simple and meaningful logo for the website, social media, and packaging in order to promote Cheriya Handicraft products and paintings.

Objective :

- To have a better understanding of the market and the target audience,
- To have a better understanding of the brand's visuals and identity.

Stake holders :

- Customers
- artisans
- shipping partners

Brainstorming for Logo Design

Colors

Border

Agriculture

Festival

Folktale

Products

Typography

Artisans

Animals

Handicrafts

Mythology

Tradition

Abstract

Paintings

Mask

Storytelling

Logo Design



1.

- Handwritten Monogram logo
- Demonstrating cheriyal colors and motif

2.

- Pictorial mark logo
- Demonstrating cheriyal background-color





3.

- Abstract logo
- Demonstrating cheriyal colors, motifs, and day-to-day life

Thank you