

# BRANDING & PROMOTION

Report - Logo Design for Mangalgiri Saree Brand (Ganji Sarees)

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# CRAFT INTRO

Mangalagiri Sarees and Fabrics are produced by performing Handicraft weaving in Mangalagiri, a town in Guntur District of Andhra Pradesh.

It is one of many traditional Indian Handlooms. The Mangalagiri fabric is produced by weaving with the help of pitlooms from combed yarn by warp and woof interlacing.

The fabric then undergoes the process of dying.

Some of the most commonly found patterns and motifs include the nizam pattern and floral motifs, the modern day weavers also entertain special orders with custom designs.

# IDENTITY OF MANGALGIRI SAREE

The uniqueness of a Mangalgiri weave is its minimalistic motifs, tribal embellishments, temple designs, a plain body with an intricate border and detailed zari work.

Another discrete feature is that the fabric is woven only pit looms, as it helps in exerting maximum force and results in a tightly knit weave.

Mangalagiri saree are a piece of glory , woven from cotton having the most characteristic features. As the town is also the house of Lord Narasimha swamy, the saris are also used by the devotees for devotional purposes.

# CHARACTERISTICS OF MANGALGIRI SAREE

No weave designs on body of the fabric

Nizam border, which is peculiar only to Mangalagiri region

Material woven only on pit-loom

Only produced in Mangalagiri region · No gaps on the weave in the edge of the material which is again peculiar to this kind of fabric.

Basic texture is more compact than that of similar cotton sarees.

Extra warp design are spread continuously without any gap upto the selvedge of the saree.

The texture of the saree is relatively soft since there is no starch finish.

Mangalagiri saree do not have any extra weft designs on the body.

# THE HISTORY OF MANGALGIRI SAREE

The Mangalagiri sarees have a history of more than five centuries. long before the sarees got popularised, Mangalagiri was famous for its pilgrimage.

The temple of Lord Panakala Narasimha Swamy is located in the centre of the town and is believed to have been there since the Satya Yuga. It is said that under the present temple lies the former Lakshmi Narasimha Swamy temple, the one in which the main idol was installed by Yudhistira.

In around 1593, during the rule of Qutub Shahi, heavy taxes were imposed on the handloom sarees of this region.

As a result of this, the weavers started to move out of this town and started settling in other handloom centres of the state.

This affected the weaving activities of this town. Later, the succeeding rulers of this region opted for more sympathetic practices and reduced the taxes.

# PROBLEM STATEMENT

Mr. Ravindranath Ganji is a **struggling master weaver** who needs a **catchy logo** because he wants to attract more customers to his store and also increase his sales and brand value.

# OBJECTIVE

To create a logo for the master weaver's saree brand (Ganji Sarees).

1. Logo should be representative of Mangalgiri sarees.
2. Simple, Elegant, Eye-Catchy, Easy to Recognise & Remember.
3. Representative of traditional saree culture.
4. In Telugu, English, Hindi.
5. In respect with a common man's understanding.

# METHODS FOR APPROACH

Brainstorming

Inspiration Board

Research on history and characteristics of Mangalgiri Sarees & culture

**Conversation with the client regarding his painpoints & demands.**

# CLIENT BRIEF

Strong and catchy logo for the brand which can strengthen brand identity and increase the number of loyal customers, sales and give the customers a sense of pride for shopping with this store..

# DESIGN BRIEF

Logo for 'Ganji Sarees'

**Audience** - Primarily Telugu-speaking people, Indians from India and a few Indians from other countries.

**Scope** - To increase sales and brand value, turn customers loyal and increase loyal customers, sense of pride for customers shopping from the store.

**Stakeholders** - Master weaver, Loyal Customers, Buyers, Weavers, Store Workers

**Competition** - Power loom stores, other Mangalgiri saree retailers.

Narayana  
Swamy  
Temple

Weaver  
Hands

Sheen

Warp

Nizam  
Border

Weaver in  
Saree

Floral  
Motifs

Dye

Golden  
Border

Texture

Earthy  
Colours

Weaver in  
Dhoti &  
Headwear

Spinning  
Wheel

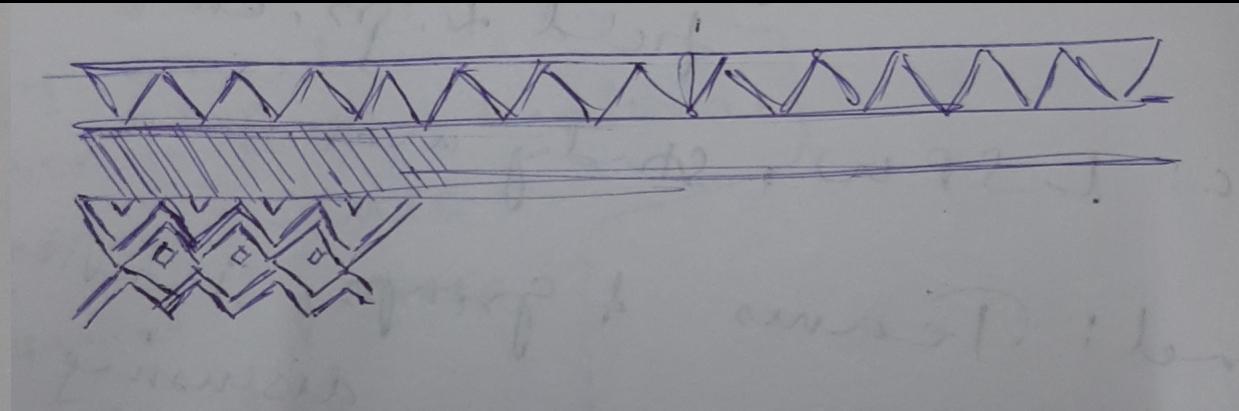
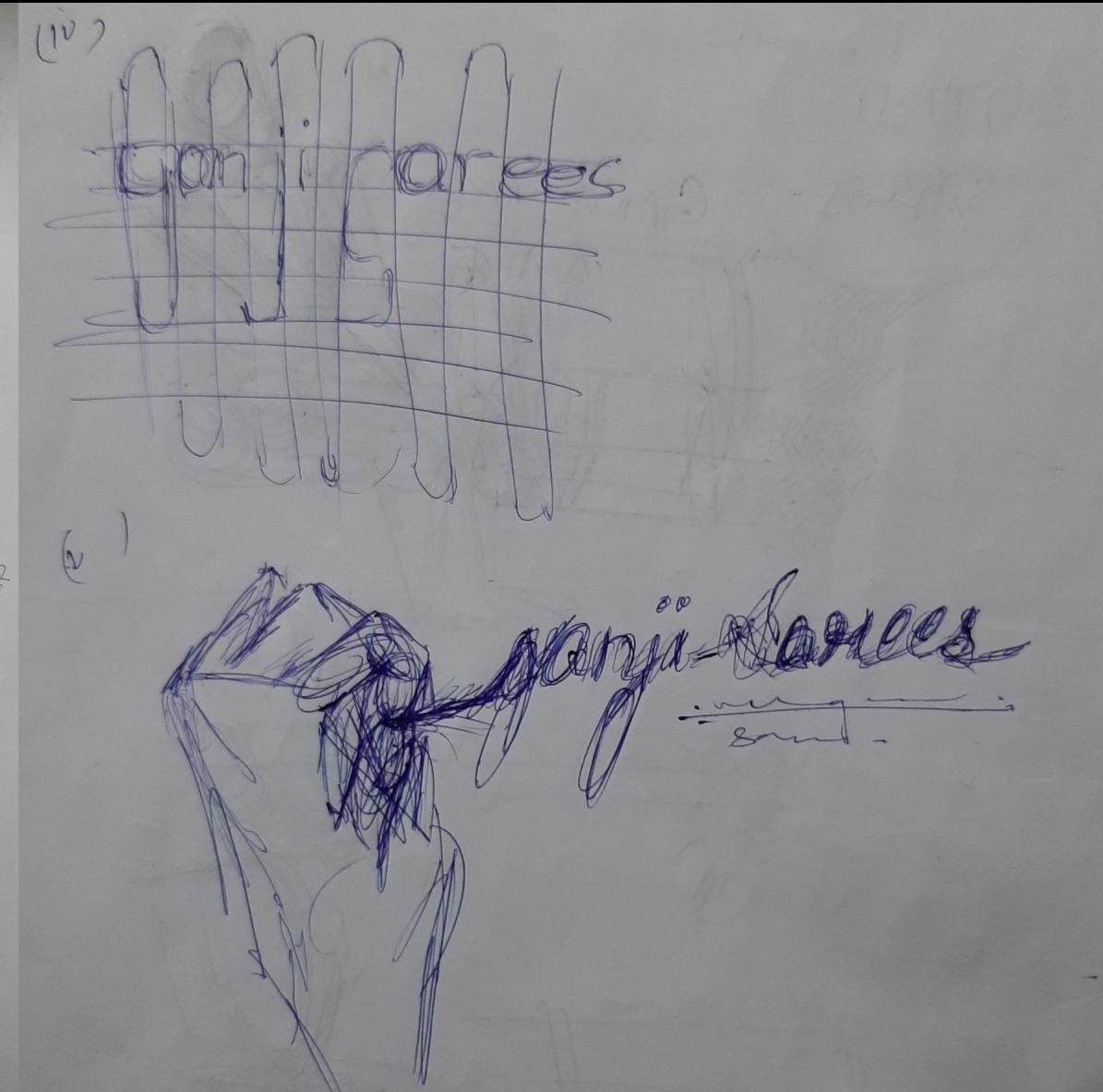
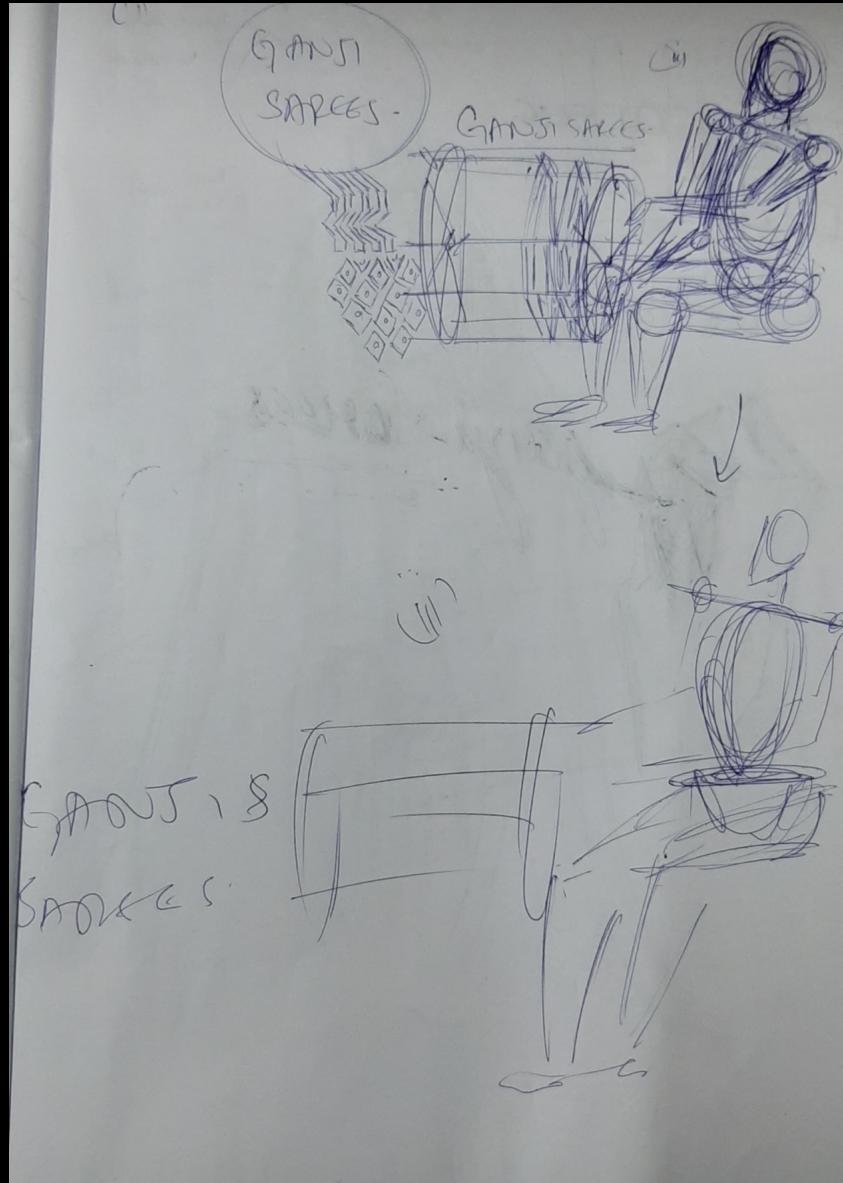
Chequered  
Pattern

# MANGALGIRI SAREE

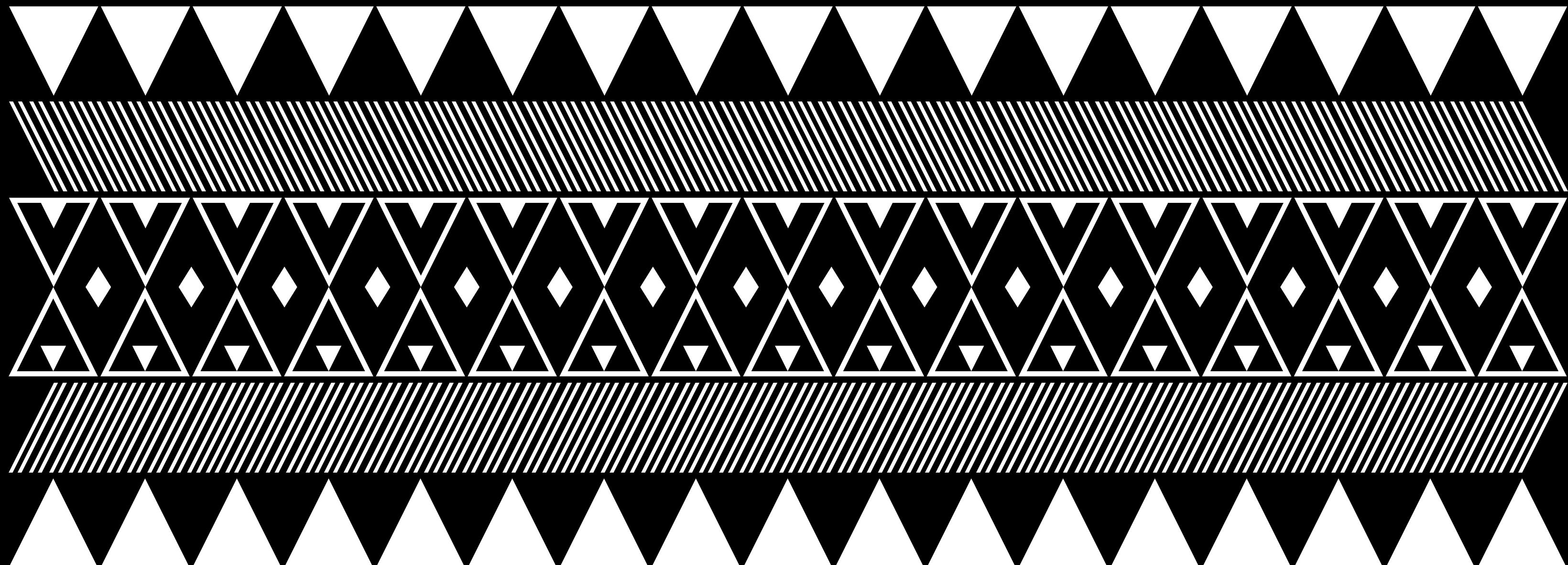
# INSPIRATION BOARD



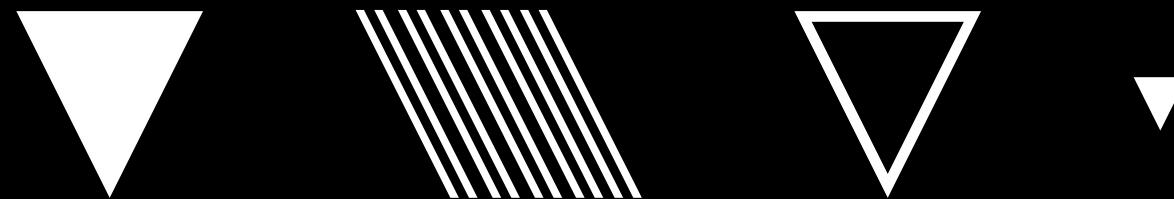
# INITIAL IDEAS ON PAPER



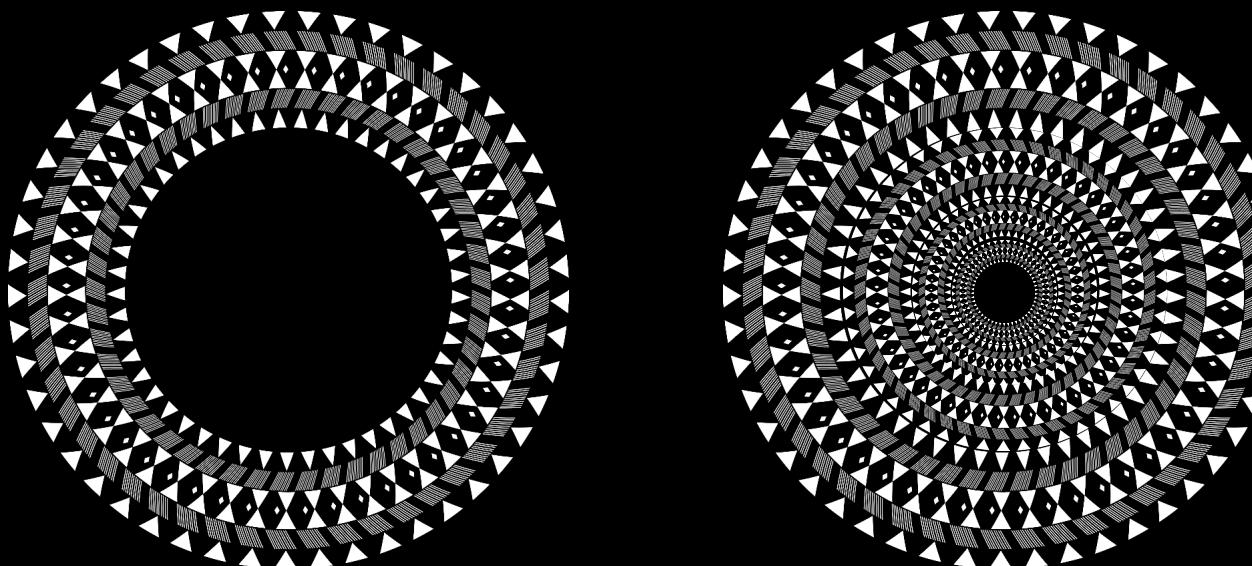
# INSPIRATION - NIZAM BORDER



# ELEMENTS TAKEN TO CREATE PATTERN



## PATTERNS CREATED



## FONTS USED

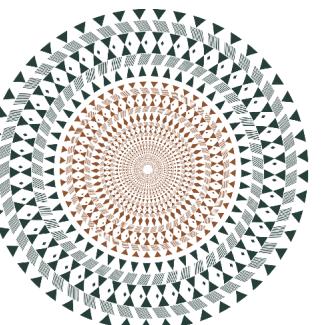
**BEBAS NEUE**

Adobe Arabic

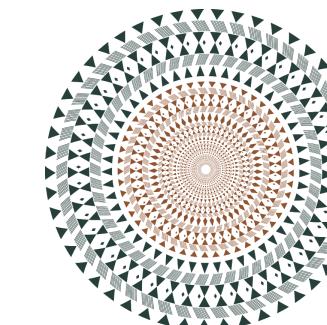
*Edwardian Script ITC*

Garamond

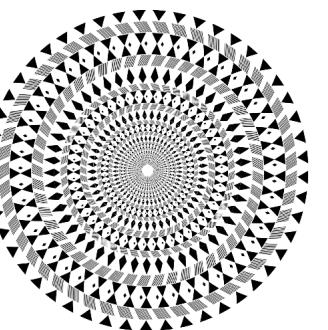
# FINAL EXPLORATIONS



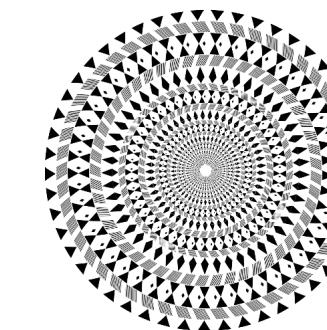
*Ganji Sarees*



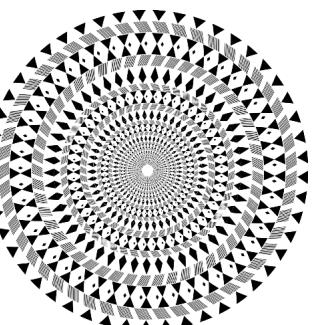
GANJI  
SAREES



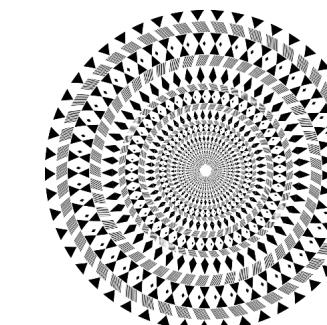
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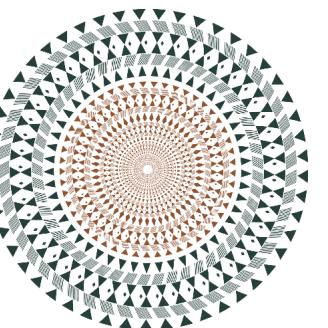
GANJI  
SAREES



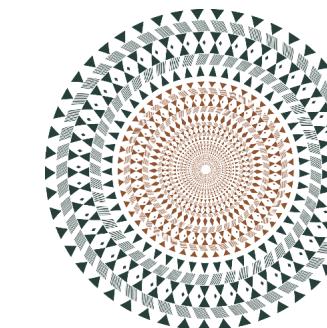
GANJI  
SAREES



GANJI  
SAREES

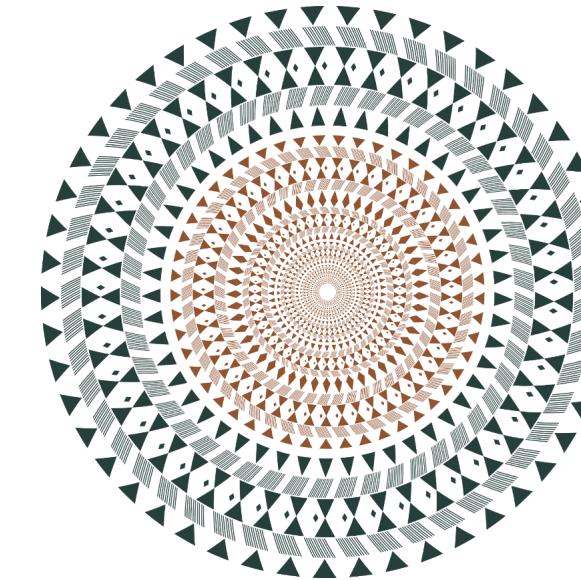


GANJI  
SAREES



GANJI  
SAREES

# FINALISED LOGO AND ITS VARIANTS



GANJI  
S A R E E S



**MOCK UPS OF THE LOGO**