

BRANDING & PROMOTION

JURY SUBMISSION - 2 PROMOTIONAL POSTERS FOR A MANGALGIRI
SAREE STORE

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Fashion Communication
Semester 5

ABOUT THE POSTERS

In this PDF, there are 2 different posters with 2 different styles each with explanatory notes for all designs.

The name of the store for which these posters have been designed is "Ganji Sarees".

The events and addresses mentioned on the poster are not real but the logo designed by me is based on a real store that I have been working around for Craft Cluster assignments and a few Branding & Promotion assignments as well.

I also have attached the posters in PNG format in the same mail.

Poster 1 - in 2 Styles

This is a promotional poster for Ganji Sarees store which is informing the viewer about a new "Nizam Border Collection" launch starting on January 1, 2022.

This poster also gives out the store address at the bottom.

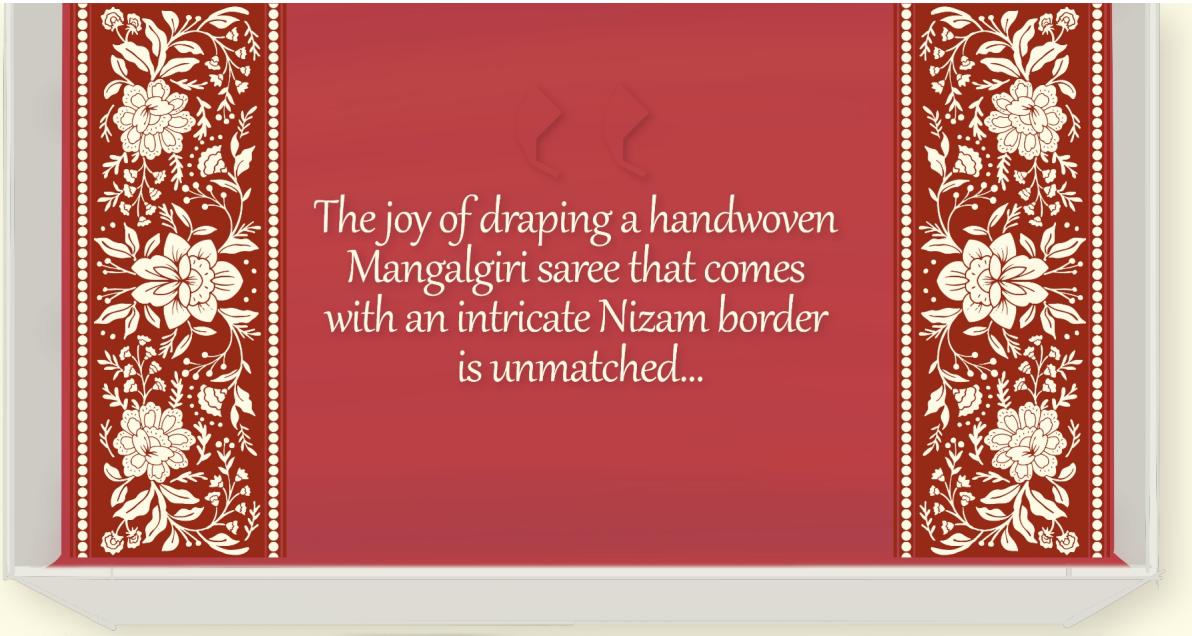
Caption for logo -
"Tradition is Timeless"

Caption about the product -
"The joy of draping a Mangalagiri Saree that comes with an intricate Nizam Border is unmatched"

About the Design -
There is a saree box on the top of the poster with a Nizam border (showing the intricacy and beauty to the viewer)

There are 3 colors in this poster with plain text and embossed text in 4 fonts.

Other elements -
Location icon, Store logo



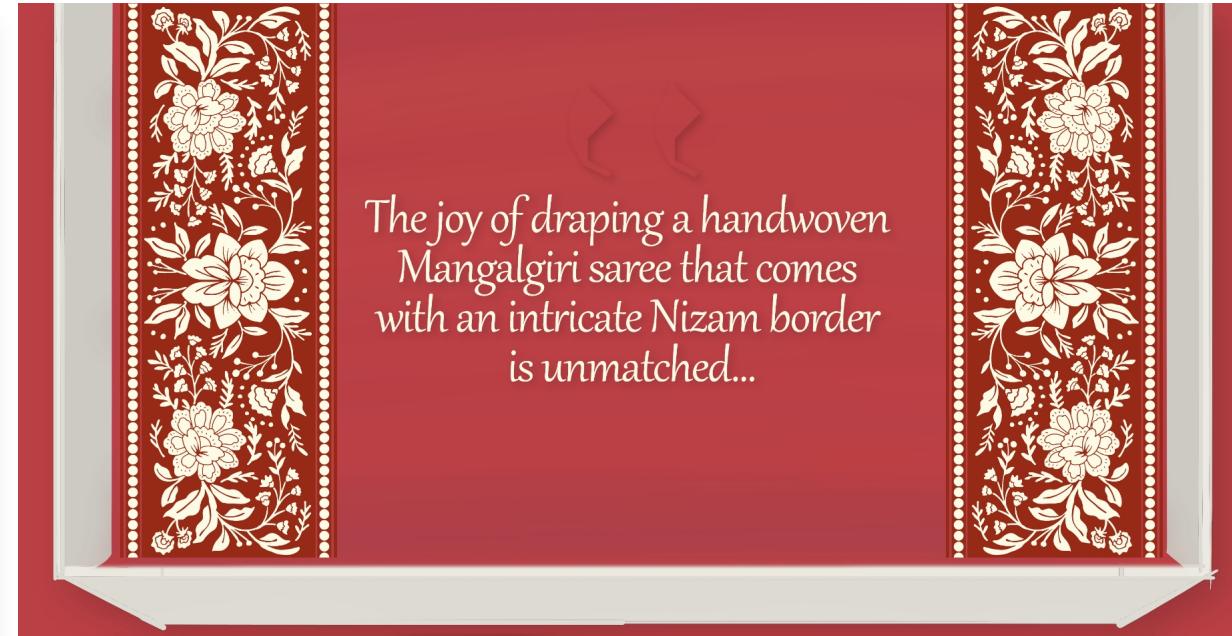
Come & Shop from our Nizam Border Collection

STARTING - JANUARY 1, 2022 SATURDAY



GANJI
SAREES
-Tradition is Timeless

2ND FLOOR, CMR CENTRAL MALL,
MADDILAPALEM, VIZAG, 530017



Come & Shop from our Nizam Border Collection

STARTING - JANUARY 1, 2022 SATURDAY



2ND FLOOR, CMR CENTRAL MALL,
MADDILAPALEM, VIZAG, 530017

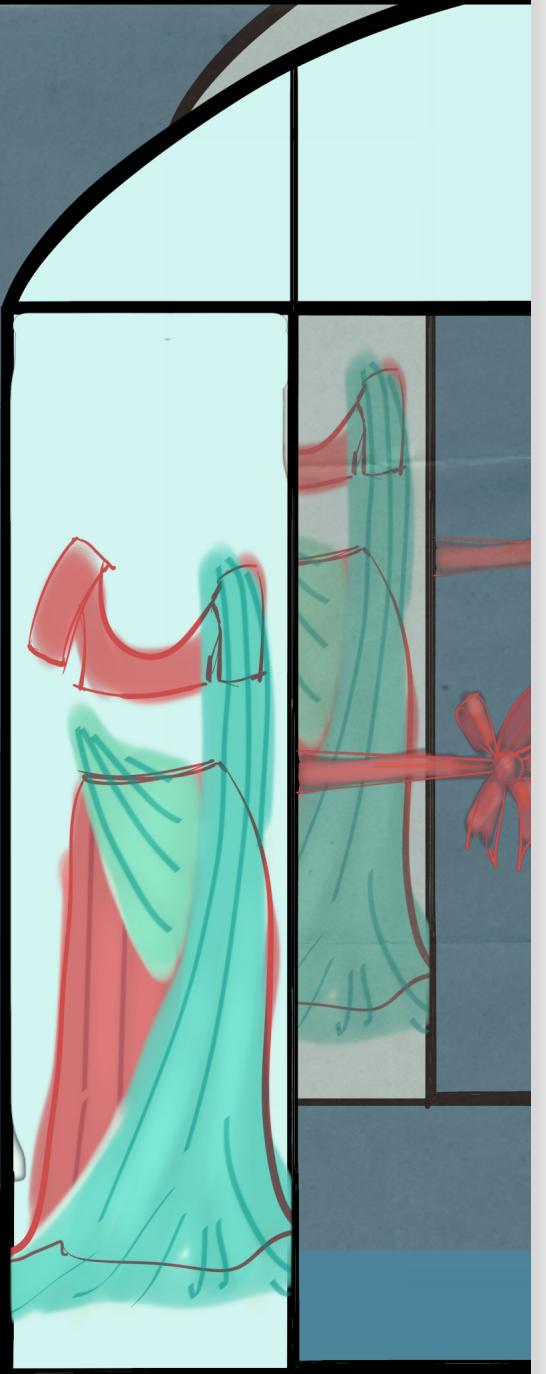
GRAND OPENING

VISIT US
AND WALK
THROUGH
OUR STORE
FULL OF
FRESHLY
WOVEN
MANGALGI
RI SAREES

01.01.2022
SATURDAY



2nd Floor, CMR Central Mall,
Maddilapalem, Vizag, 530017



GRAND OPENING

VISIT US
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THROUGH
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MANGALGI
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01.01.2022
SATURDAY



2nd Floor, CMR Central Mall,
Maddilapalem, Vizag, 530017

Poster 2 - in 2 Styles

This is a promotional poster for Ganji Sarees store which is informing the viewer about store opening for Ganji Sarees.

This poster also gives out the store address at the bottom.

Caption for logo -
"Draping Tradition with Saree"

Caption about the product -
"Visit us & walk through our store full of freshly woven Mangalgiri Sarees"

About the Design -
There is an illustration of a saree store with a ribbon at the entrance (hinting the viewer about a ribbon-cutting ceremony).

There are 6 colours in this poster with plain text in 3 fonts.

Other elements -
Store logo

