

BRANDING & PROMOTION

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FC SEM 5

Task - Giving brand identity and working on brand imagery of the craft.

INTRODUCTION

Mangalagiri Sarees are produced in Mangalagiri, a town in Guntur District of Andhra Pradesh ,the name of the town translates to 'The Auspicious Hill', the craft dates back to about 500 years, and at present, there are over 5000 master weavers in this town. The defining trait of a Mangalgiri weave is **its minimalistic motifs, tribal embellishments, temple designs, a plain body with an intricate border and detailed zari work.**

HISTORY

The craft was being practiced since ages and is as old as 5 centuries ,before the saree got popularised, mangalagiri was famous for its pilgrimage , the temple of Lord Panakala Narasimha Swamy is located in the centre of the town , the craft also suffered during the rule of qutub shahi king as heavy taxes were forced on the weavers as a result of this the weaver decided to move to other handlooms for their livelihood , but during the rules of further kings the taxes were reduced and weavers came back to the handloom . As per the tradition in old times, the people who **visited the temple needed to buy a saree from the weavers after they worship the lord** . It was a way of giving the weavers a livelihood and to increasing the popularity of these sarees.

The design of the saree also have a history as a few 100 years back it all started with **‘muthaka sarees’, 50 years later ‘silver zari sarees’ and for the past 30 to 40 years ‘Mangalgiri Nizam border sarees’ have become popular in the market.**

PROBLEM STATEMENT

To design a logo of the mangalagiri craft for the retailer business to give a new look to the craft in the market .

OBJECTIVES

- To learn about brand identity and brand imagery of the Mangalagiri textiles.
- To learn of the branding of the craft in the modern world.
- To know about the market and the user

METHODOLOGY

Clients brief - To design a logo of the mangalagiri craft for the retailer.(a person or business that sells goods to the public in relatively small quantities for use or consumption rather than for resale)

Interpretation of brief - To design a logo for the retailer business .

Concept - Simple and understandable logo with the aesthetics of the craft .

Inspiration - Mangalgiri motifs, tribal embellishments and temple designs.

Elements - Temple ,history ,origin ,significance ,patterns and design.

FINAL DELIVERABLE

DESIGN PROCESS

Brief - To design a simple and understandable logo for the retailer business of the mangalgiri craft

Defining the problem -For the logo it was important to portray the essence of the craft and make it retailable to the target audience .

Explorations - Explorations are done using text and elements of the crafts

Keywords

Temple outline

zari border

patterns

gold

checks

text

mangalagiri

Prototyping - Prototyping is done based on packaging of the product .

(a) Cover for the product

(b)Box for the product

(c)Tag for product

EXPLORATIONS

◦ Mangalagiri ◦ Temple ◦ Zari border ◦ Gold ◦ Checks ◦ Design ◦ patterns

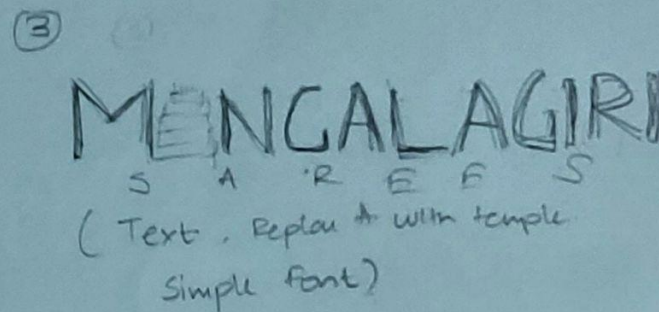
◦ Temple ◦ Patterns.



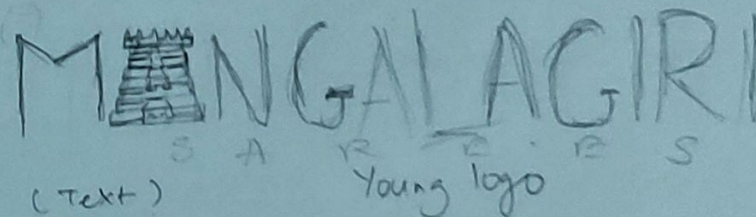
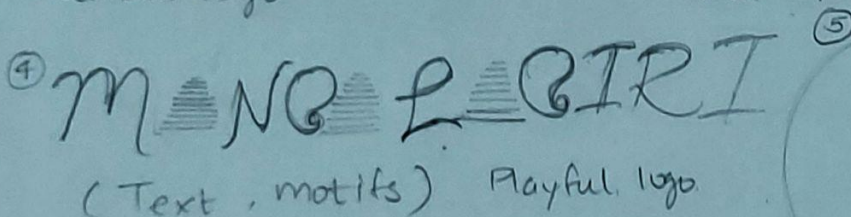
(Pattern, motifs, temple, Text)
Traditional logo



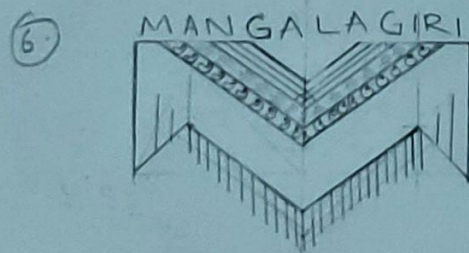
(motif, label, temple, Text)
label logo



Classic logo

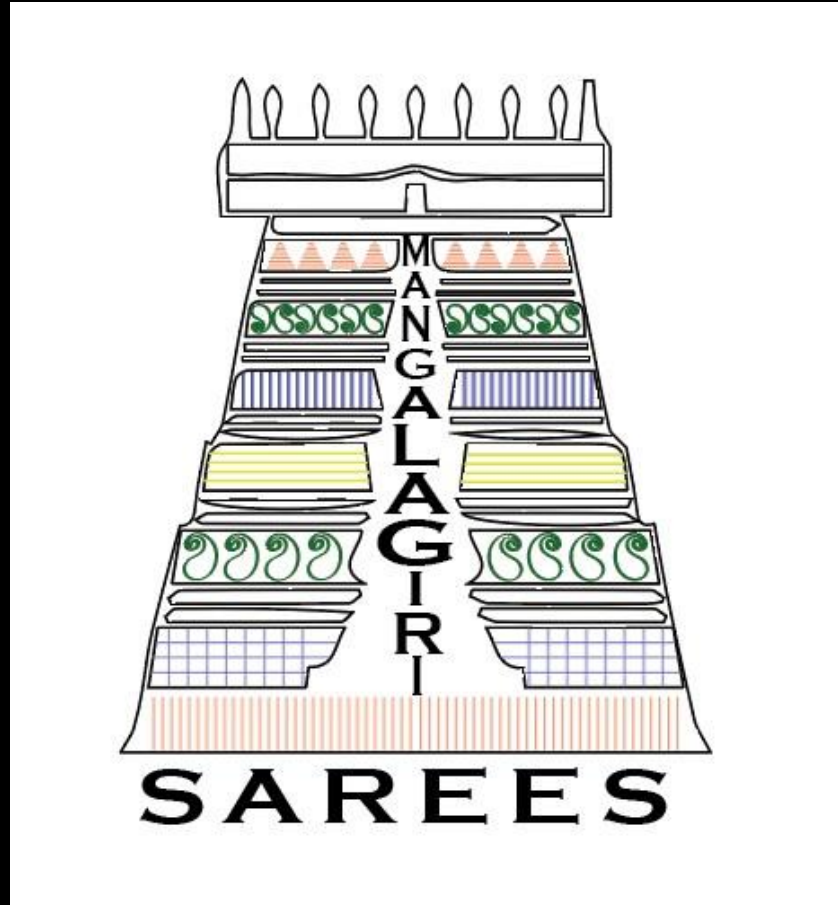


(Text)
Young logo



(Symbol (M), text, Pattern)
Modern logo

EXPLORATIONS



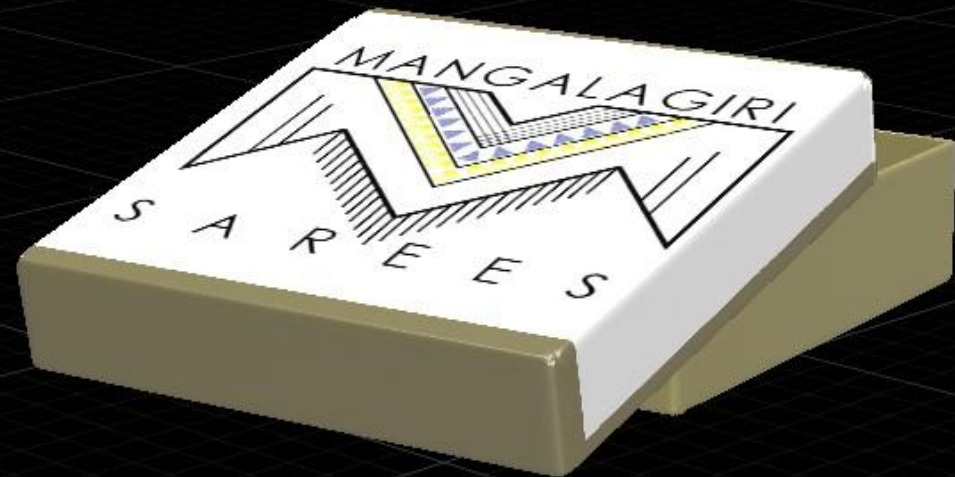
MANGALAGIRI
S A R E E S

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S A R E E S

MANGALAGIRI
S A R E E S

Prototyping





THANK YOU

