

Branding and Promotions



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FC 5 BD/19/200

Feel the
texture of
tradition



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This poster draws inspiration from the fabric of the Mangalagiri saree. the imagery created focuses on the traditional motifs and the softness of the weave which is a Mangalagiri specialty. it uses the traditional nizam border and the floral motifs to represent the history that the fabric embodies. I have used the colour green because in many Indian cultures it stands for auspiciousness and optimism and comfort. the green also inadvertently acts as a Metaphor for the handlooms- sustainable, "green". the orange elements are placed strategically to catch the attention of a passer by and then the floral motifs above it direct your gaze towards the text. futher details are listed at the bottom of the poster in small text so as to not distract the flow , while still providing apt information

The logo used in this is a very simple elegant one , designed for an international market. the flowing serif text with its curved soft lines represents the softness of the fabric and the floral motif (the lotus) represents Indian motifs , tradition and nature.

SHOP NO: 17, MANGALAGIRI, GUNTUR -TELANGANA PIN-500012

PH:7008899767



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this poster is aimed at a local Indian Market the yellow represents healing and happiness. the image of the artisan clicked by the masterweaver Ganji ravi was sent to us by him for the craft cluster project. It gives us a little glimpse into the work , time and love

that goes into making of this fabric, that will eventually be worn by you. This is contrasted by the happy patterned yellow which represents the product of this hardwork. The two are split by the logo which is a devnagri 'ma' stylized to look like a person wearing a saree , the pallu flyung around it.

Ive placed it centrally all along the lenght of the poster to make the icon prominent and immedietly recognizable. It represents our heritage and the fun , soft, flowing nature of the fabric. I have placed the address and the contact details at the top in bright red so as to be noticed quickly.