



# Mangalagiri Sarees

BRANDING & PROMOTIONS

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BD/19/200

Branding & Logo design

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## keywords

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- Mangalagiri
- Logo
- Branding
- Sustainability
- Earthy
- traditions

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## Introduction

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 goal of the project is to create a logo the projects this sense of tradition and represents the ethos of mangalagiri sarees. We also have to come up with branding collaterals which promote sustainability and earthiness.





## client

Mangalagiri Sarees Pvt Ltd is a brand that creates authentic artisanal handloom sarees and fabric.

## Objectives

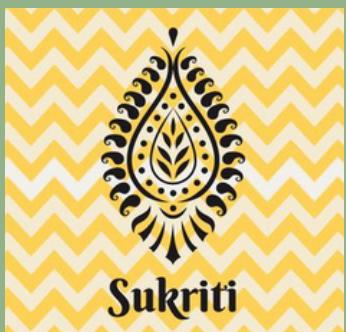
- developing brand identity collaterals for craft
- Study of the craft
- A user analysis to understand what kind of logo/ colours would best attract them towards Mangalagiri sarees
- Research common identifying traits in handicraft industry

## Methods

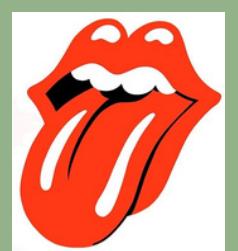
1)The craft was studied by conducting a through 1 on 1 interview with the master viewer in which a lot of insight into the production and problems faced during the production of mangalagiri sarees was gained , a secondary research was also conducted with the help of library resources at NIFT hyd and the internet.

2)A user analysis was conducted with the help of an online survey. The following questions were asked.

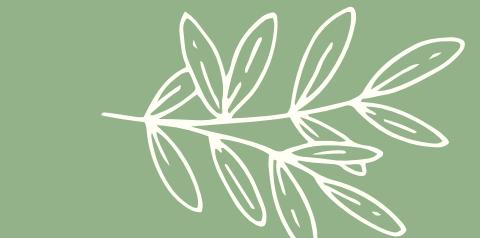
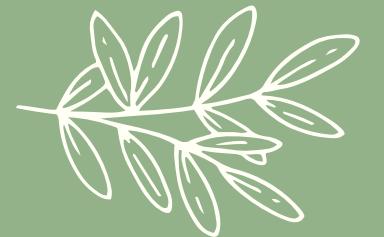
- how often do you wear sarees and other traditional wear?•would you prefer buying traditional handlooms over machine made fabric
- what do you like or dislike about Indian handlooms
- how familiar are you with Indian cultural imagery?
- what comes to mind when "Indian handlooms" are mentioned?
- which of these brands (represented by the logos) are you most likely to buy a handloom saree from?



- what kind of logos are you attracted to?



3)to identify common branding traits in the handloom industry an internet research was done.





The Mangalagiri sarees hold a strong history of more than five centuries .This handloom includes all the traditional skills of dyeing, Spinning ,warping, designing and weaving, which has never been realized formally. These skills must be revived by making them more feasible, rewardable and accessable.



the biggest market for handloom sarees and fabric are women from the ages 20-60. Most wear these fabrics for festive and special occasions . They like that the fabrics are unique, sustainable, detailed and elegant. When asked about traditional Indian imagery the sample mentioned words like “Motifs”, “ bagh prints” , “ zari prints” , “nature” and “intricate” among others. More than 50% are attracted to minimalist logos but when asked specifically with respect to handlooms, they chose logos which represented intricate indian motifs. The target market is also of the impression that handloom fabrics have some inconsistencies in their design and can be itchy and start coming apart easier.



Adaption of the technology, promotion of the handloom production and marketing of the high value quality handloom are the key objectives to enhance the earning of the handloom weavers. Education and exposure is the key to the revival of the Handloom.

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**findings**

# DEFINING THE PROBLEM

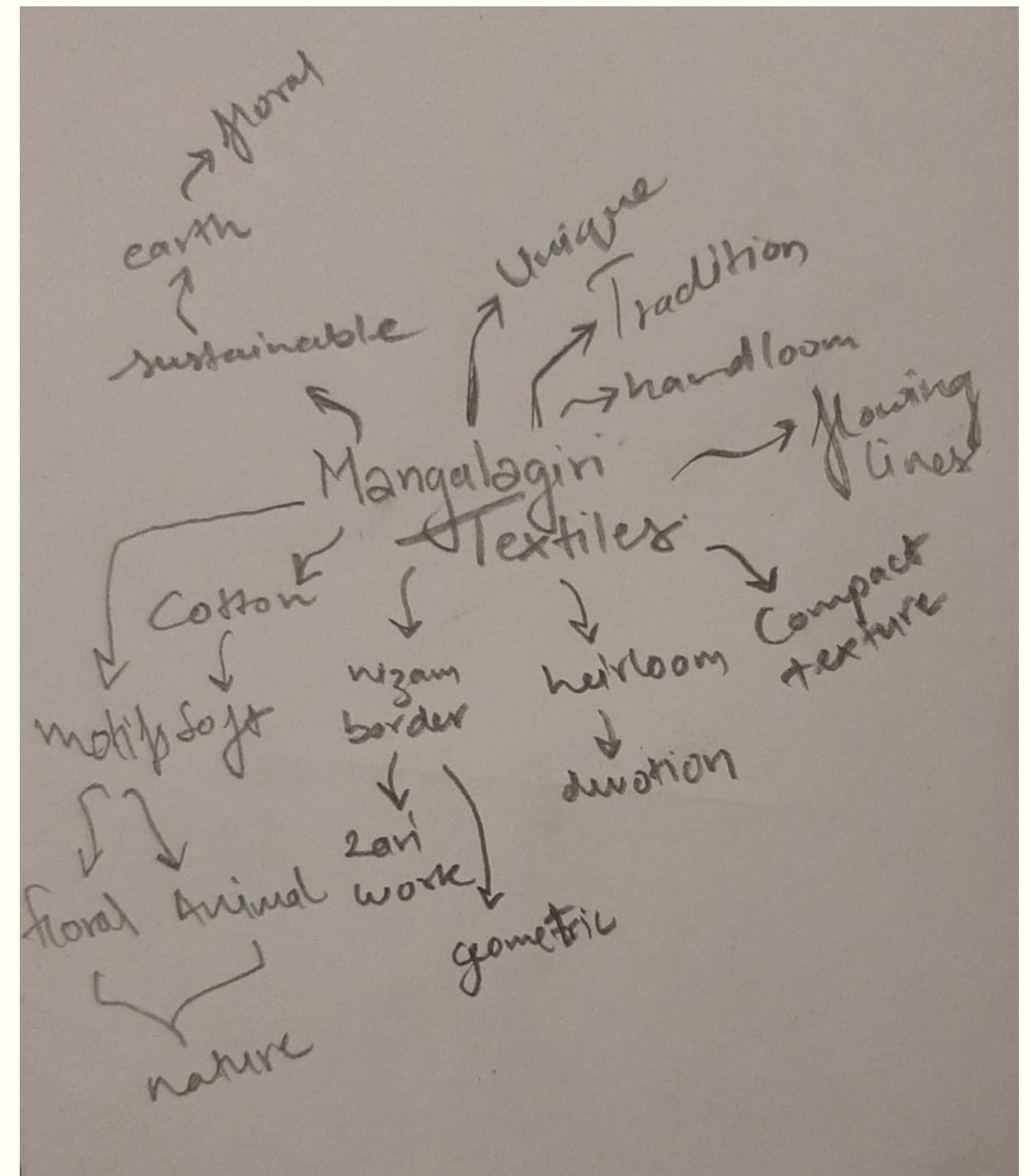
A lot of the Audience isn't aware of Magalagiri textile



The audience purchase handlooms mostly for festivities and associate them with traditions but are more swayed by the minimal western aesthetic in general

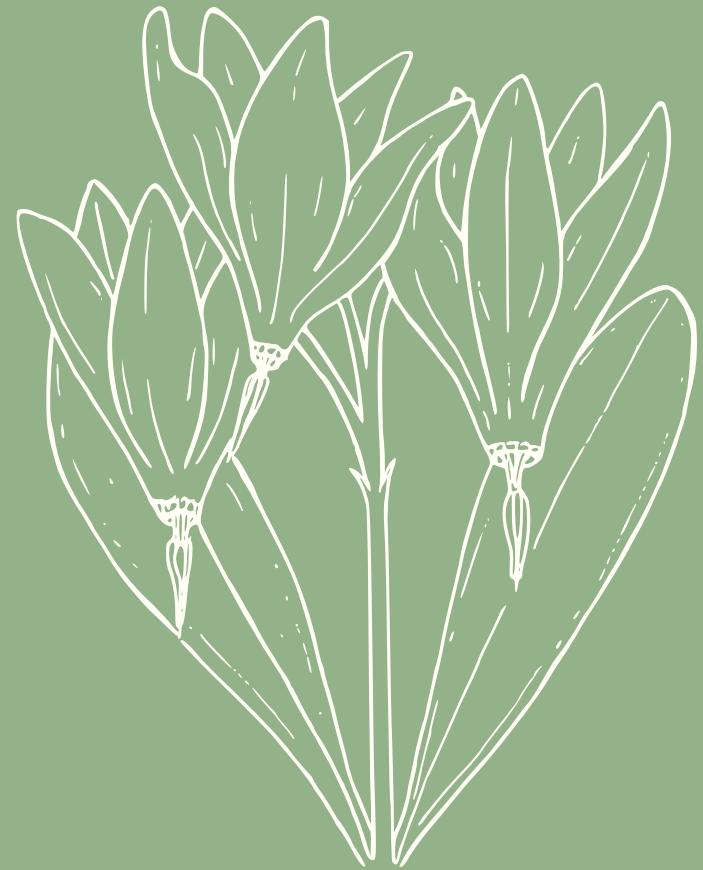
The target market is of the opinion that traditional handloom fabrics have some inconsistencies in their design.

# IDEATING



Keywords from ideation- traditions, sustainable, nizam border, soft texture, devotion,motif, flowing lines.

# IDEATING



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the logo should represent tradition and appeal to the modern sensibilities of a globalized world at the same time.



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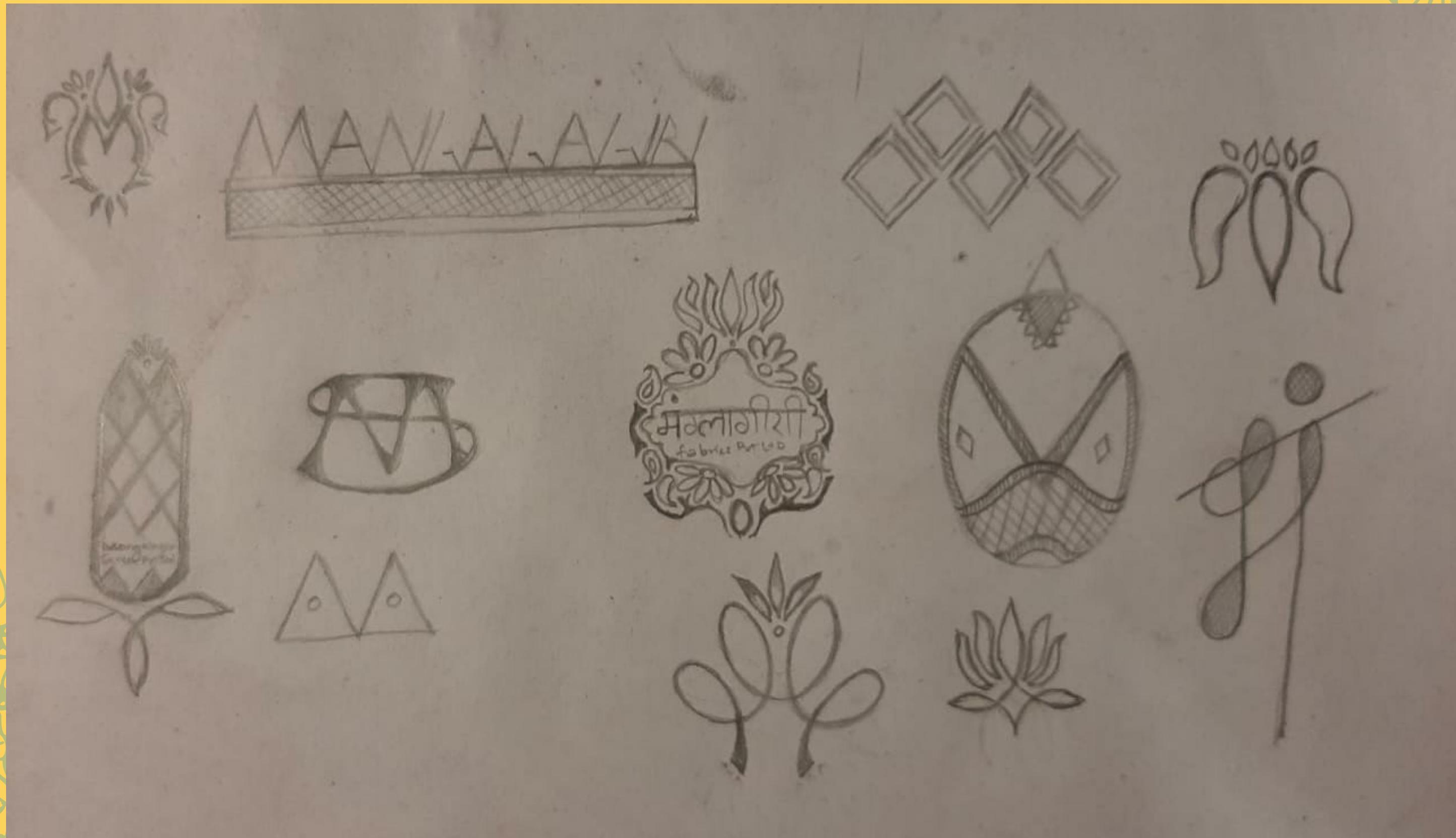
•The colour scheme should be kept minimal while playing with lines and font in the logo



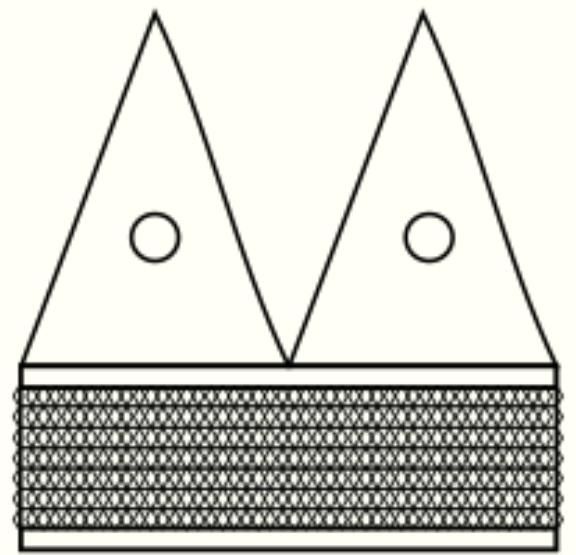
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•The logo should represent a sense of sustainability and earthiness while demonstrating value for human involvement.

# INITIAL SKETCHES

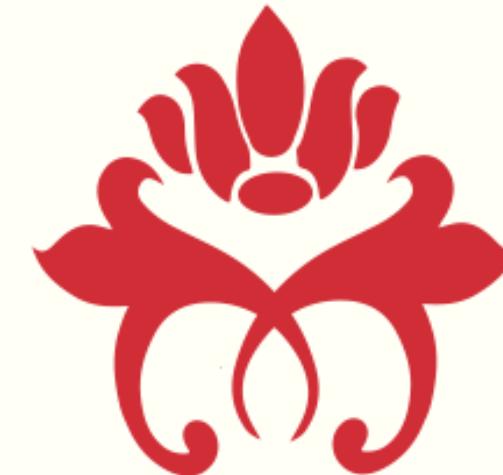
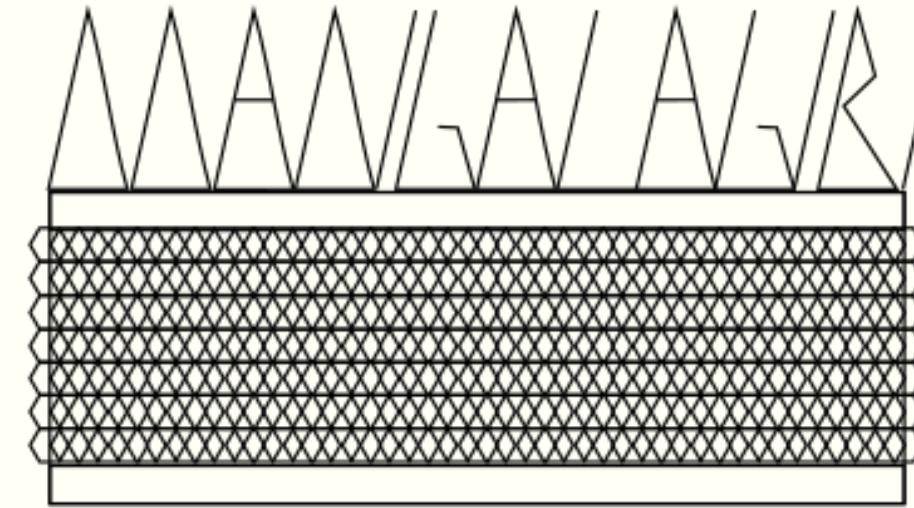


# STYLISING



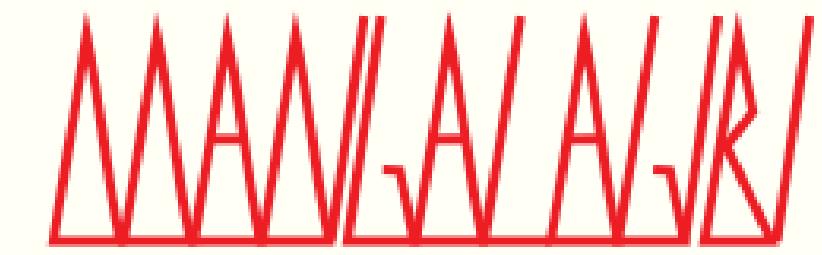
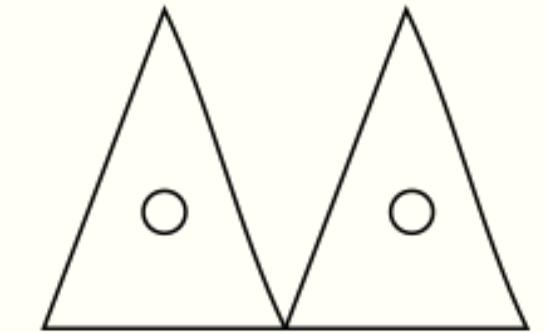
Mangalagiri  
Textiles

Mangalagiri Textiles



MANGALAGIRI TEXTILES  
put lld Since 1965

Mangalagiri Textiles



#687D60

#F7DE95

#5B4533

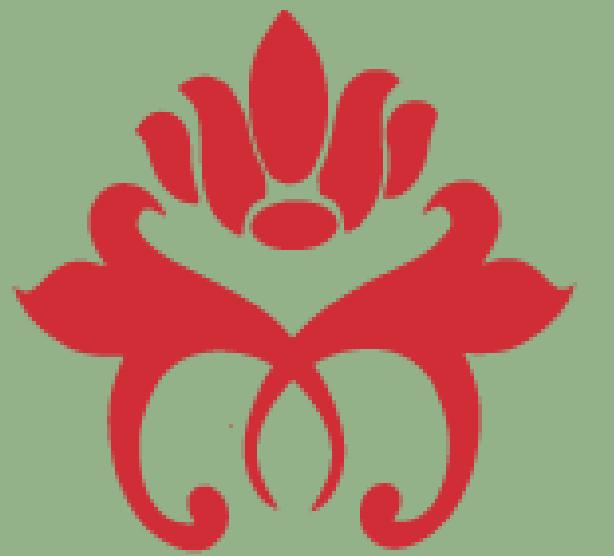
#FAD25C

# BRAND COLOURS

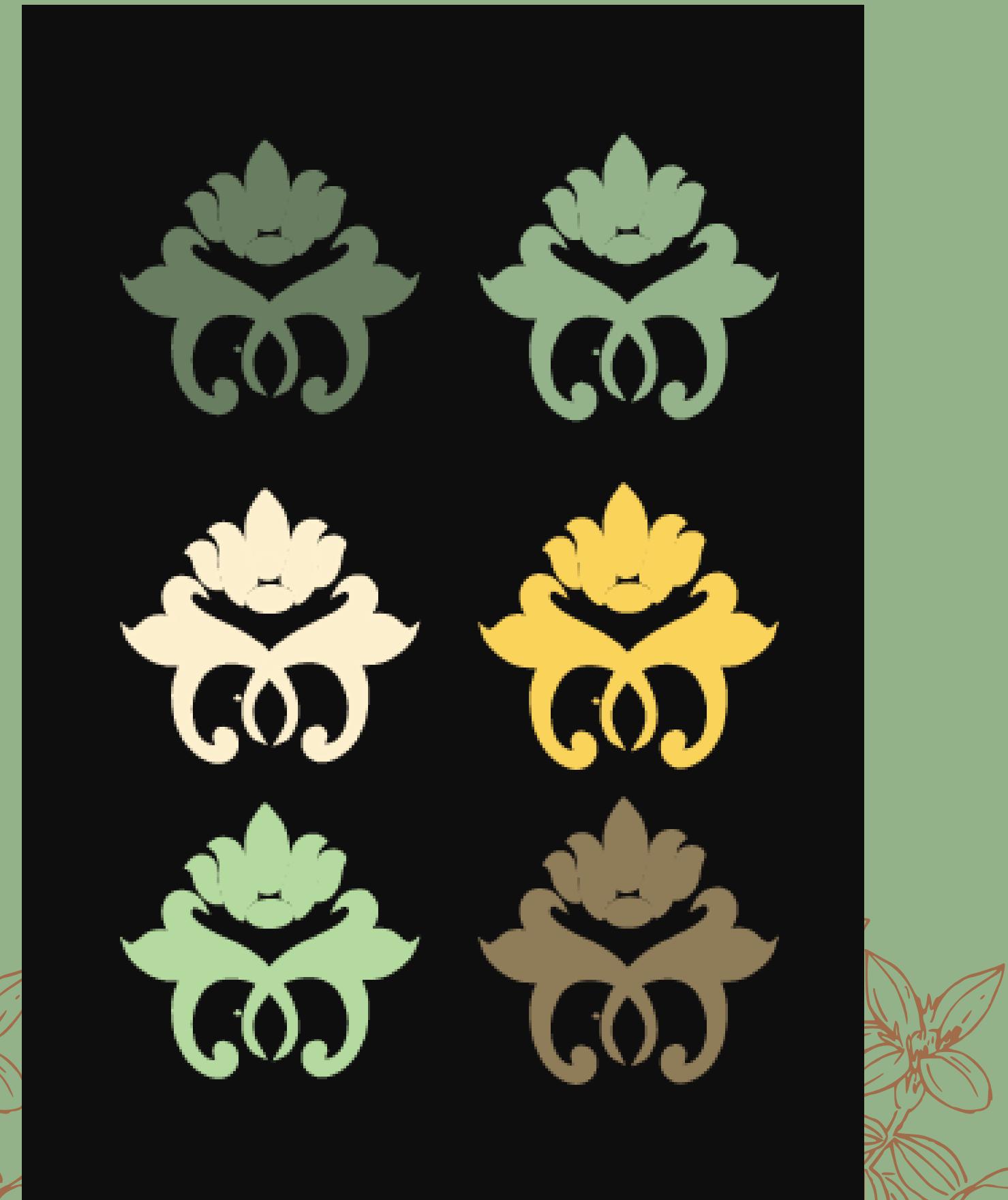


# LOGO PITCH 1

MANGALAGIRI TEXTILES  
put. ltd Since 1965



MANGALAGIRI TEXTILES  
put. ltd Since 1965



# LOGO PITCH 2



# LOGO PITCH 3

