

Branding and Promotion

Design Report and Logo Design

Pochampally Crafts

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Design Report

Introduction

Pochampally and the bunch of numerous towns in Yadadri-Bhuvanagiri area of Telangana are eminent for world-renowned Ikat plans and dress materials. Here the threads and colours created by talented weavers are utilized during the time spent making lovely sarees and dress materials. Prevalently called as the Ikat or Tie and Dye weave, the uniqueness of Pochampally texture lies in the exchange of design and colouring onto warp, for weaving them deftly together.

History

Pochampally has numerous conventional weaving machines, a significant number of these plans are over extremely old. Telangana is considered as one of the old Ikat weaving focuses of India, notwithstanding the states like Gujarat and Odisha. Pochampally Ikat is additionally referred to locally as Chitki, Pogudubandhu, and Buddabhashi in the area of Telangana where it is delivered, while in different pieces of India, the handloom configuration is famously known as Pochampally. The Ikat configuration has its own remarkable example, which is not quite the same as other Ikat delivering focuses of India. There are in excess of 5,000 weaving machines this material around here.

Pochampally Ikat is a notable type of saree made in Bhoodan Pochampally and these are famous for their customary mathematical examples with the Ikat way of coloring. The complicated mathematical plans are dominated by the hands of gifted weavers here who make wonderful sarees and dress materials at the few handlooms which are run in the towns of this district for a really long time. The handlooms have been redesigned with changing occasions while modified plans are made dependent on the request and request from clients.

Design Brief

To design a logo for the client that is the retailer of the Pochampally craft

Problem Description

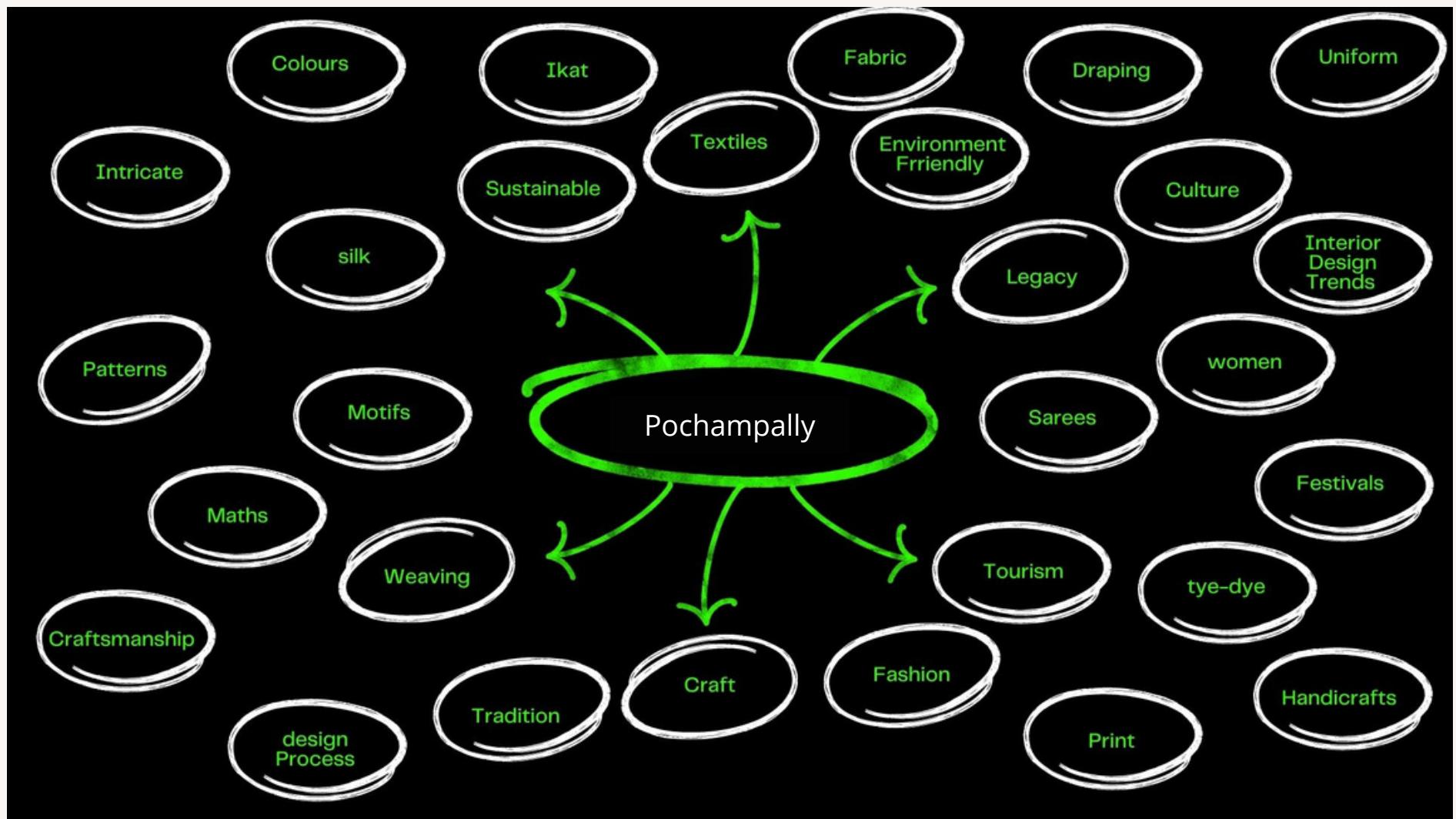
The logo ought to pass on the general embodiment of the art and style of the art just as giving the capacity to iterated upon the product plan, it ought not be excessively convoluted however it straightforward and reasonable

Objectives

- To find out with regards to the craft (Pochampaly)
- To create a brand Identity for the craft
- Showcasing/ Marketing the craft

Methodology

Brainstorming



Inspiration Board

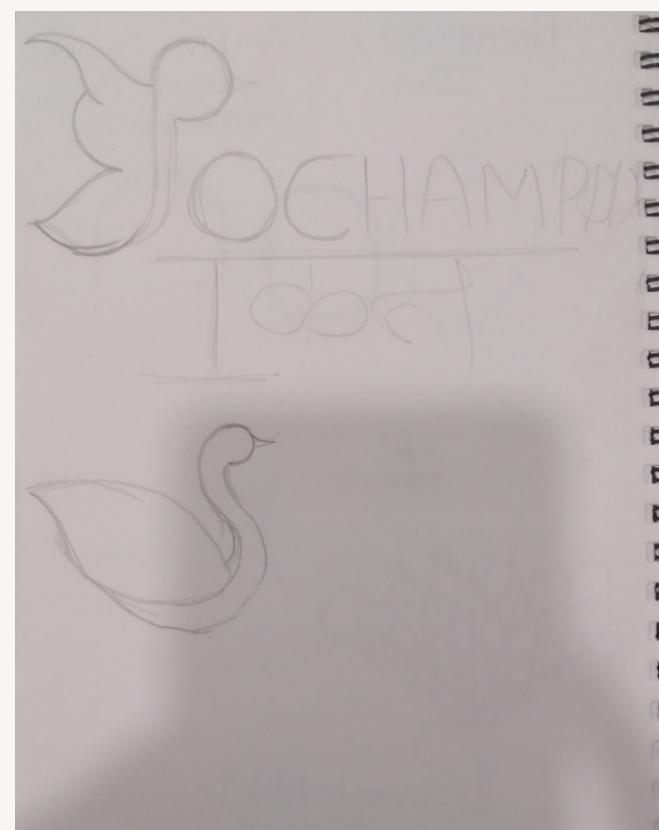
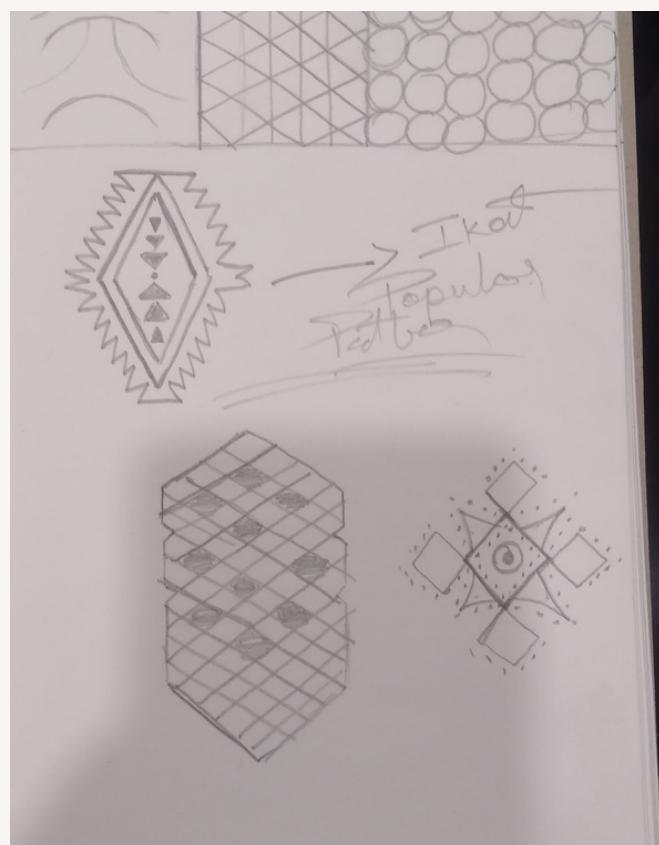
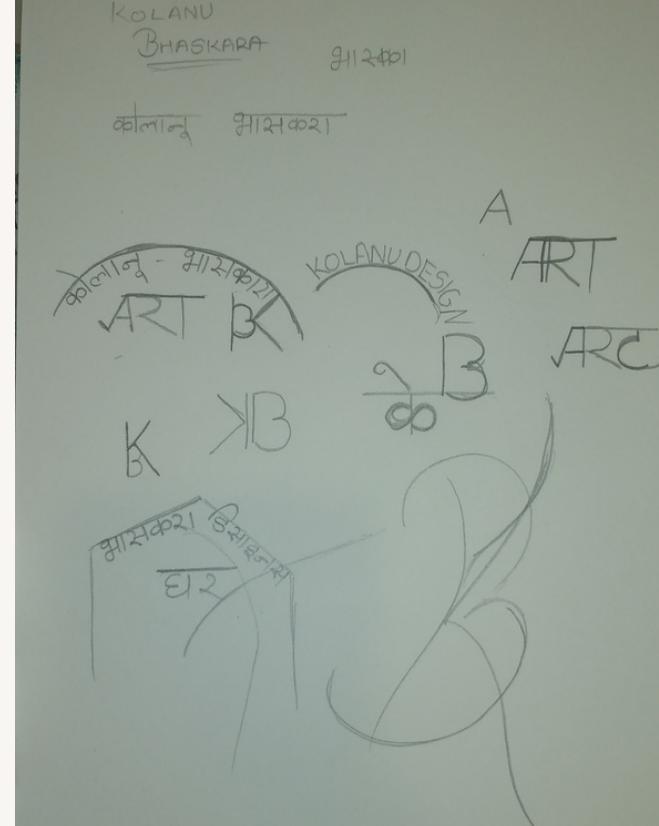


Methodology

Key Words

- Pattern oriented
- Icon
- Colourful
- Traditional
- Culture
- Feminine
- Minimalistic

Initial ideation and sketching



Exploration

Exploration - 1



Pochampaly
Kala Ghar

Exploration - 2



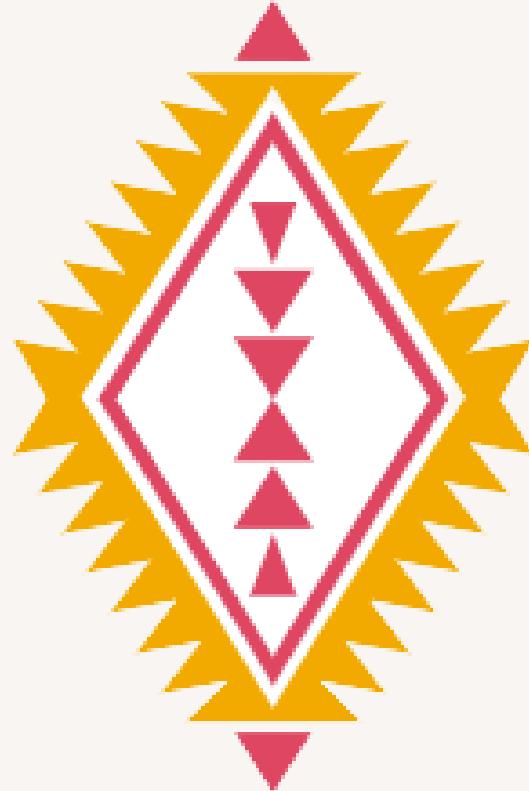
Exploration - 3



Pochampaly
KALA GHAR

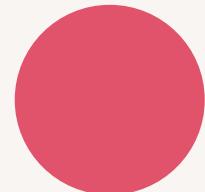
Pochampaly is written in such manner as a name of the brand

Exploration



Pochampally
Kala Ghar

Logo Concept 1 - Pochampally Sarees usually have the similar kind of pattern on it in the most simple way one can explain the logo. It is very minimalistic in nature.



#E0536B



#F2AE13



#ECECEE

Exploration



Logo Concept 2 - Classic circular logo with a geometrical pattern which is again used as print. It does not have a very minimalistic approach.



#E0536B



#ECECEE

Exploration

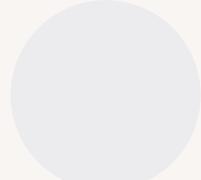


Pochampally
K A L A G H A R

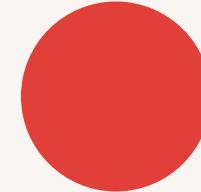
Logo Concept 3 - a tribute to the cultural Rangoli patterns used in the Pochampally village with a scrip form to make it as a perfect blend of culture and modernism



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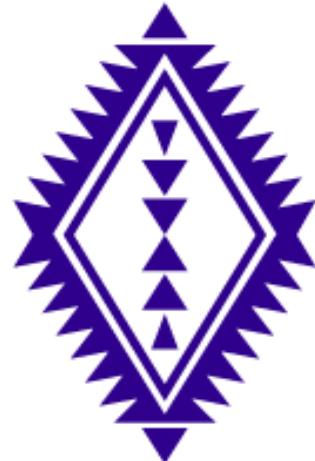


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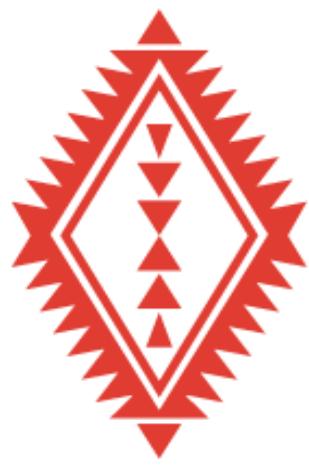
VARIATION IN FONTS AND COLOURS



Pochampaly
KALA GHAR



Pochampaly
Kala Ghar



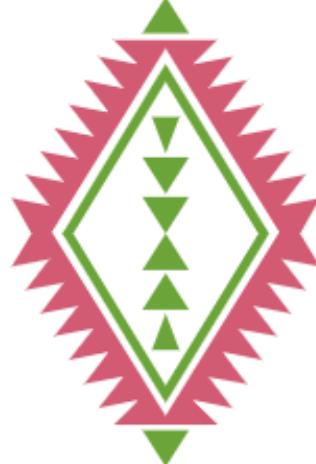
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Testing



Testing



Pochampaly Kala Ghar

Proud To Presnt its first ever
one of of a kind PoP Up store
at Kala Ghoda fair



Promotional Poster 2



Promotional Posters testing

