

# **Branding & Promotions**

**Cheriyal painting, Telangana**

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# **About the present Scenario of cheriyal painting**

Around 50 years ago, scroll painting gave employment to a large number of people in the Cheriyal village. They were painted for Storytellers, who would travel around the country and tell stories. For that, they would display these paintings as a visual representation. When people began to lose interest in ballads and folklores as television and movies became more popular. These artists adapt to the situation and they trimmed down the size for paintings to be used as home decor.

The scroll paintings that depicted long mythological stories now show a single frame from the story. A character or an event. The size of paintings has been trimmed down as now they are mostly used as home décor. They now go up to 60 to 90 cm in length. The paintings range in price from Rs 250 to Rs 1 lakh, depending on their size.

The style of the craft has changed over time. In recent times, the decorations, colors, and personalities in paintings have altered. These can be subjective depending on the needs of the client.

Synthetic watercolors have mostly replaced natural watercolors used by artisans in recent years.

- In addition to these paintings, artisans began creating masks from coconut shells. They can transform a boring living space into a vibrant and artistic one. These masks are available in a variety of sizes, colors, and patterns. They've started thinking outside the box to get the art to appeal to a wider audience. They manufacture key chains, pen holders, wall décor, and paint on melamine plates that may be used as wall hangings, among other things. They have been able to attract more people to buy their traditional artworks in this manner.

# Client Brief

- COVID-19 Pandemic has significantly reduced business for a group of Cheriyal Artisans.
- Before pandemic, Artists are also welcome to participate in free exhibits where they can set up stalls. Art exhibitions were one of the main sources of customers.
- The inability to conduct exhibitions also had affected them. They have a hard time reaching out to the audience.
- This has made them think from a modern perspective and they have decided to transition their business to online platforms.
- For this, they require a Logo for their business which is ‘Cheriyal’. The logo need to look modern yet have an essence of traditional Cheriyal Painting aesthetics, while keeping it simple and rememberable

# Fighting the pandemic

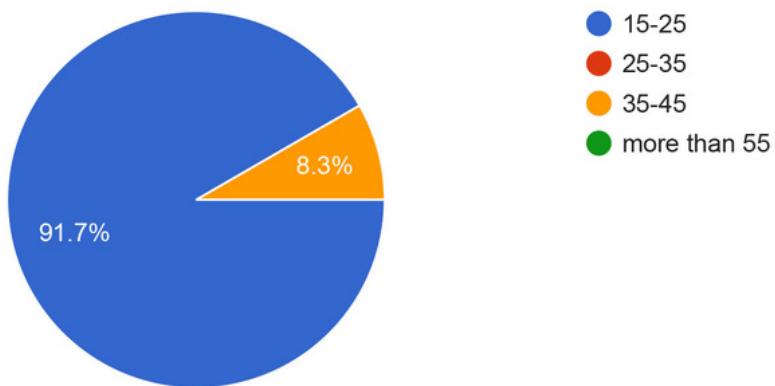
COVID-19 Pandemic has significantly reduced the business. Even though there are several initiatives by the government of Telangana State to support this craft. Amid pandemic, the Art and Craft were considered as non-essential commodities, thus Cheriyal did not receive government aid to support the economy during the lock-down.

Before the pandemic, Artists were also welcome to participate in free exhibits where they can set up stalls. Art exhibitions were one of the main sources of customers. The inability to conduct exhibitions also had affected them. They have a hard time reaching out to the audience.

They are trying to learn and integrate online social media platforms to the craft and think from a modern perspective

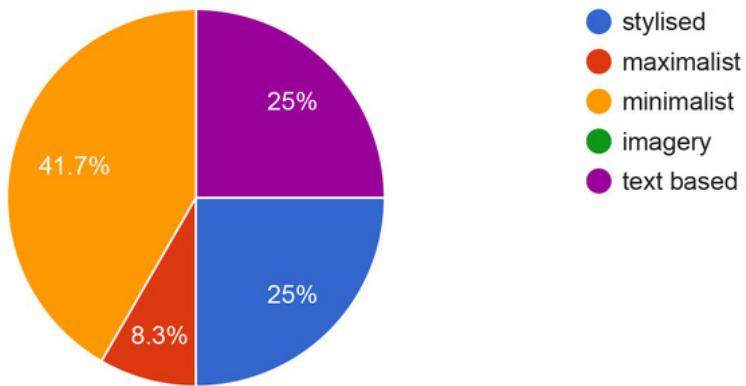
### your age group

12 responses



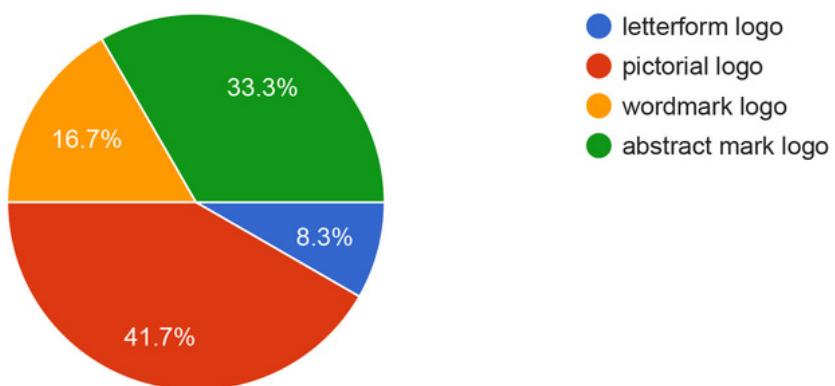
### What kind of logo you are attracted to

12 responses



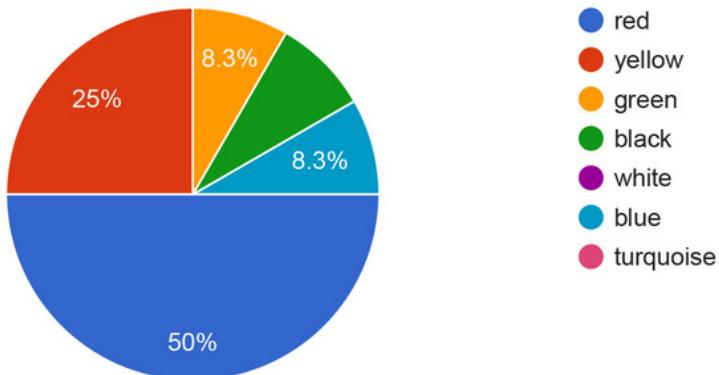
### Which Type of logo attracts you the most to buy a product?

12 responses



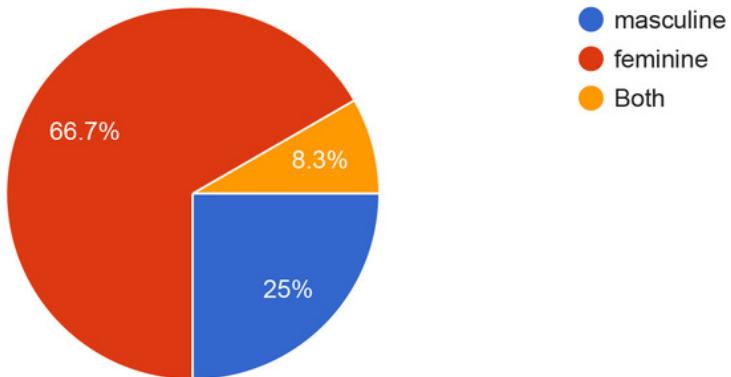
Which color would you like to see in a logo of Cheriyal painting craft?

12 responses



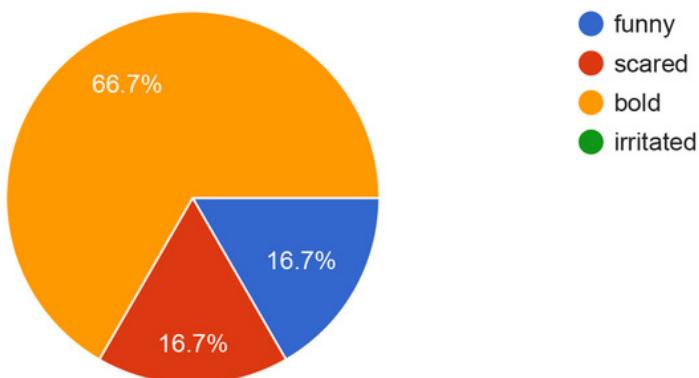
According to you which character is best to represent a logo for cheriyal painting?

12 responses



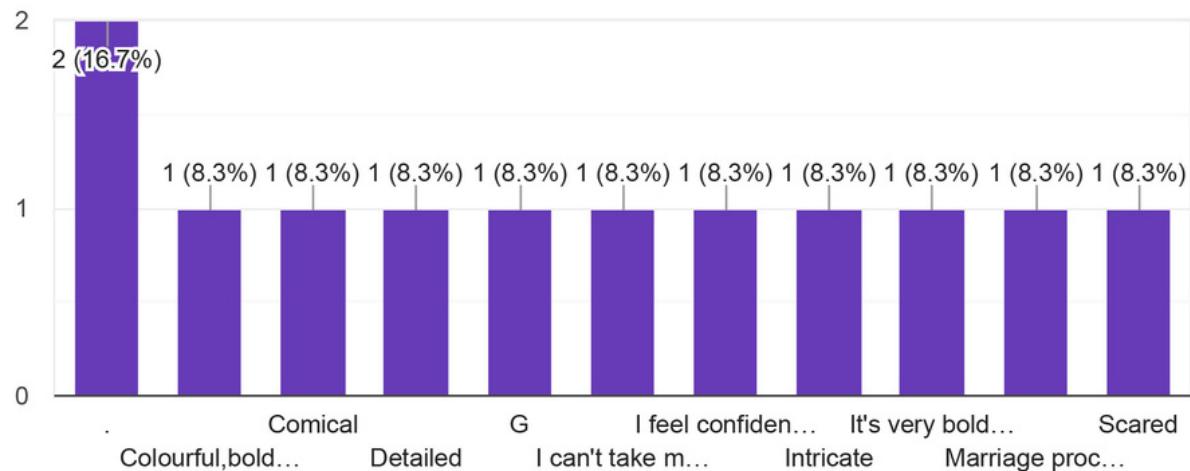
choose a mood that represent cheriyal character in its best way?

12 responses



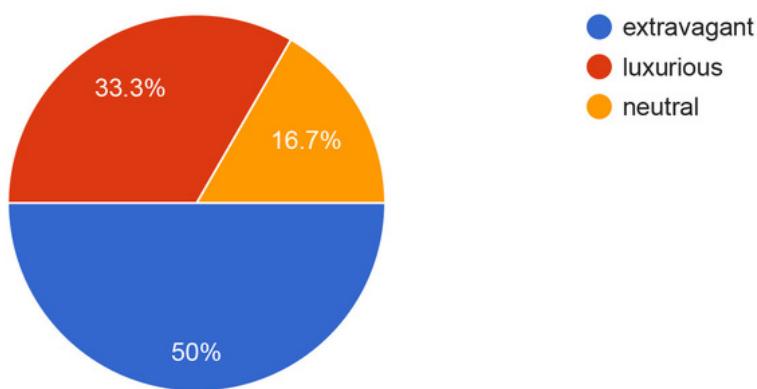
how did you feel after watching the above image define it in a word?

12 responses



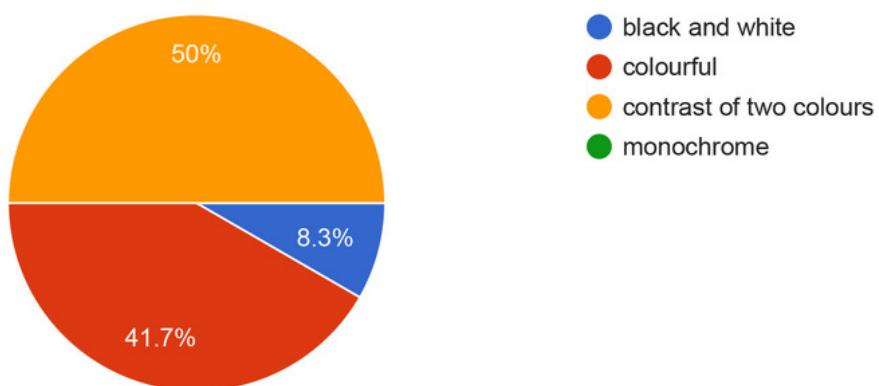
what represent a logo for cheriyal painting brand finely?

12 responses



what will get perfectly fit for cheriyal painting brand ?

12 responses



# All obtained keywords

- pictorial Mark
- Red
- contrast of two colors
- Text based
- Minimalist
- Wordmark
- Abstract mark
- Extravagant
- bold
- Feminine
- yellow
- mythology
- colorful
- funny
- Beautiful
- Traditional
- Indian Aesthetics
- Inclined
- Detailed
- Ancestral
- Creative

## Logo Concept 1



### **Logo Type: Typographic logo**

The logo is a word mark, the letter 'R' is represented by a brush stroke in Devanagiri font . Conveying the 'paintings'. The logo is single color red, that is the most prominent color in Cheriyal Paintings.

## Logo Concept 2



### Logo Type: Abstract Mark logo

Logo inspired from the natural colors which are used in the cheriyal painting with the design of the brush strokes at the corner, these are the three major colors which are used in the painting in which yellow is prepared by turmeric and green by different type of leaves and stems of plant and This represents the Cheriyal paintings aesthetics and the combination of the colors used in it. the artisan's first letter of the name is also adorning the look of the logo by providing it maximalism.

### Variations of the logo.



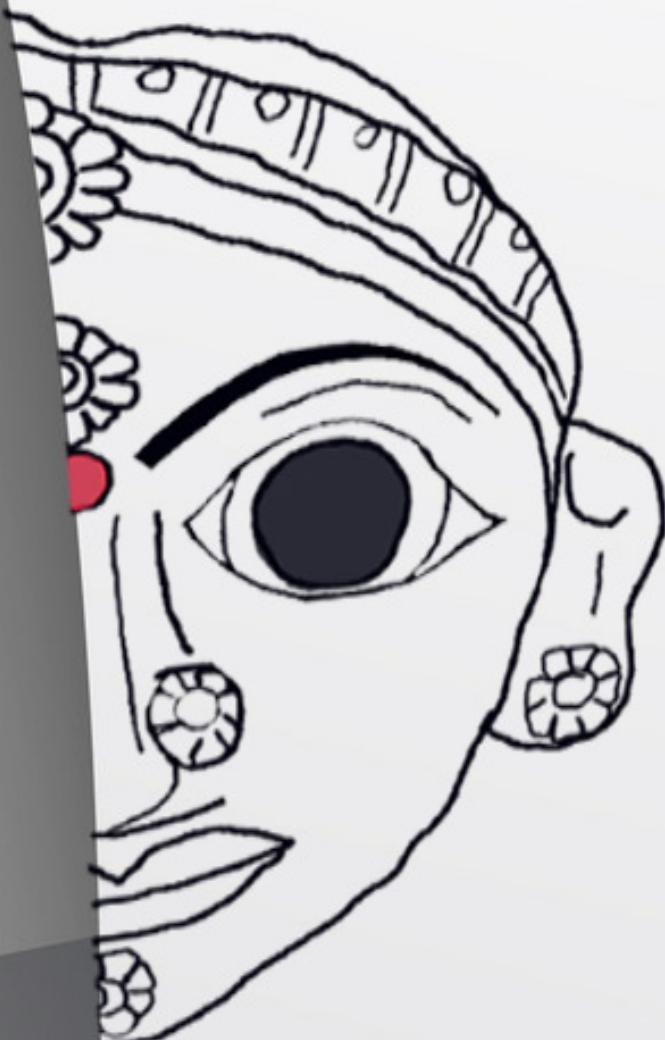
# Logo Concept 3



## Logo Type: Pictographic logo

The logo is a representation of face of women, commonly seen in Cheriyal Painting using black lines with a little red dot considering it a bindi. In a circle Color red is the only color in this logo which is considered as a bindi as it is the most prominent color in Cheriyal paintings.the logo is made with intricate design and the inspiration is take from a female mythological character from cheriyal painting.

Deepika Cheriyal paintings



**Cheriyal**

**D.DEEPIKA  
NAKASH**

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# Mockups



# Mockups





Cheriyal







Deepika Cheriyal paintings



**Deepika Cheriyal paintings**

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**Poster**



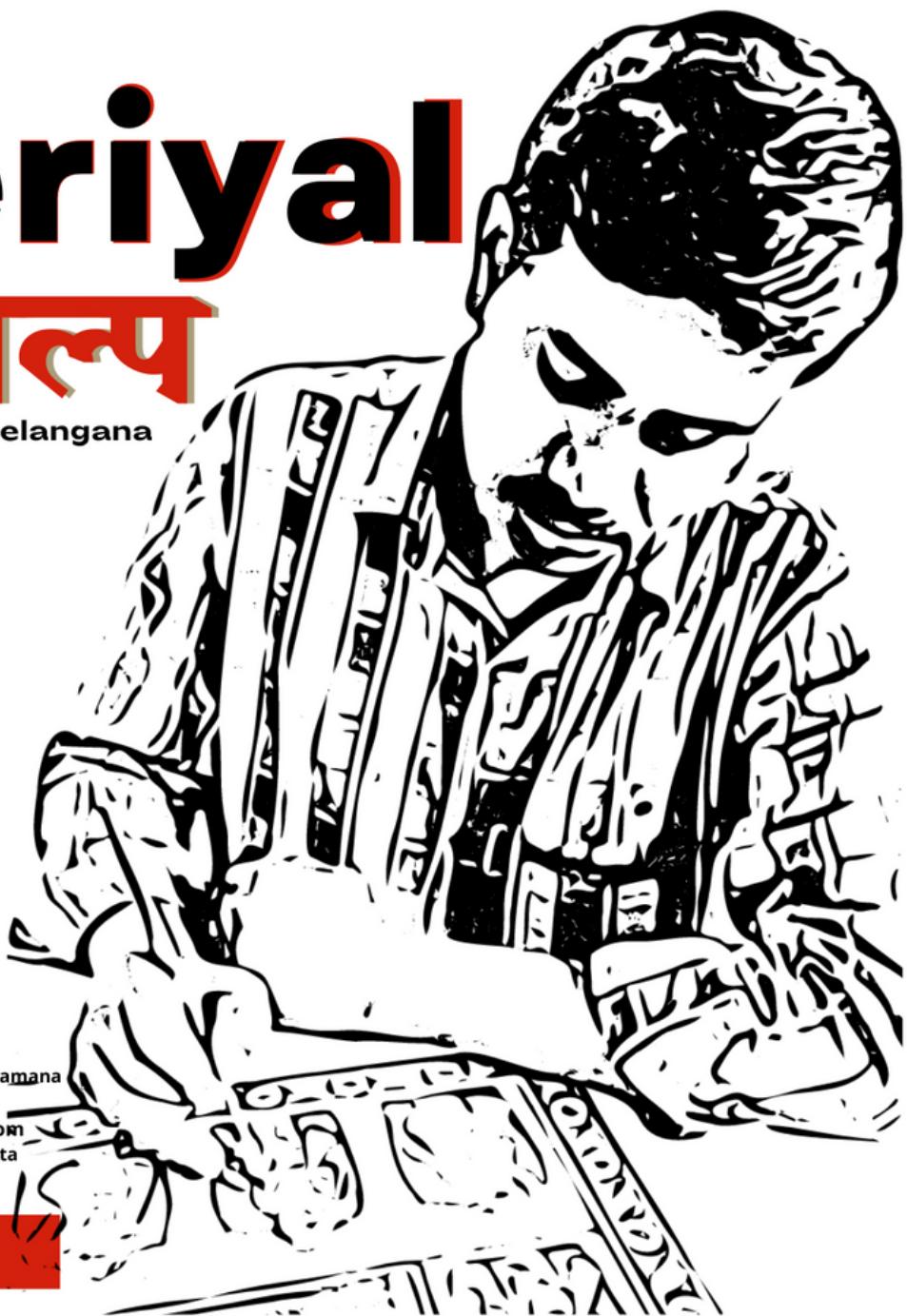
# Cheriyal

## हस्तशिल्प

Ancient Art form of Telangana



Now get your Nakashi Art by Nakash Venkat Ramana  
Contact: +91 98499 61926, +91 95502 64217  
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software used: Illustrator And Indesign

font used: Garet Extrabold

inknut Antiqua Bold(hindi)

Lazord Sans Serif

Purpose of the poster: Promotion of the Artisan's Brand

Color palette:



Pictures by: D Venkata Ramana



# Cheriyal

Pride of Telangana  
Cheriyal Scroll Painting is a stylized version of Nakashi art,



software used: Illustrator, 3D paint And Indesign

font used: Agrandir Narrow

BD Sans

purpose of the poster: To promote the Handicraft

Color pallete:



Pictures by: D Venkata Ramana

# **Thankyou**

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