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#### **Abstract**

Sukat, The fashion designer CEO of the upcoming IKAT based Brand.

The brand is all about Pochampally Ikat. Products. The mini world of Pochampally ikat textiles. The challenge is to create the Brand identity for the brand. One of the Main element in the brand identity is LOGO. To design Logo firstly need to do primary and Secondary Research. I designed the Logo with consideration of client brief, Peoples opinions on craft and Research. The report drives you how I designed the logo.

#### Problem statement-

Need to design the LOGO for Pochampally ikat Brand. Brand consists of various products like garments, accessories and furniture etc. The brand which is going to launch in India.

## Objectives-

Literature review.

Interviews and surveys.

Interview the Artisan, survey to users.

Trend elements to design the Logo.

How to covey the Message through Logo.

#### Client Brief

Hi Rishika, I am Sukat fashion designer. I hope you are doing well. Finally, My dream is coming true I am planning to launch my Brand soon in India. As I'm admirer of the Handloom. I want to show the elegance of Handloom through my eye point of view. I request you to design Brand Identity for my brand. My label is all about Pochampally Ikat, we design lot of things with Pochampally ikat like garments, home décor, accessories it's like mini world of Ikat textiles. Pochampally Ikat symbolize the traditional vibe with colors of India. Pochampally Ikat is a beloved textiles of India. My brand emerges Traditions with Modern vibe. Right from scratch to Product are designed by Us with lot of love.

Mission - To stop from extinction of Handloom work.

Vision- Ikat to help Sustainability
Follows 3 P's
-- PEOPLE, PROFIT, PLANET

#### Interpretation of Brief-

Sukat, the upcoming designer, who is admirer of handloom. I'm honored to create the brand identity for one the beloved textiles of India- Pochampally Ikat. Thank you Sukat u have give your eye point to view about Pochampally Ikat which helps in finding the right path to design.

Brand identity- Includes of Logo, typography, Colors, Message.

The key words extracted from the client Brief to design the Logo-----

World of Pochampally Ikat
Modern Vibe - Minimalism
Traditional
Handloom
Sustainability
Elegance
Beloved

#### Research-

Part of Primary Research conducted Interview Interviewed one of the Pochampally Ikat Weaver.

Part of Secondary Research-Read articles, blogs, Reports and books- Literature

https://drive.google.com/file/d/IHBn-YCdfutXMy5ZZy ymiGHt6OnfN7K/view?usp=sharing

Link of the Research document

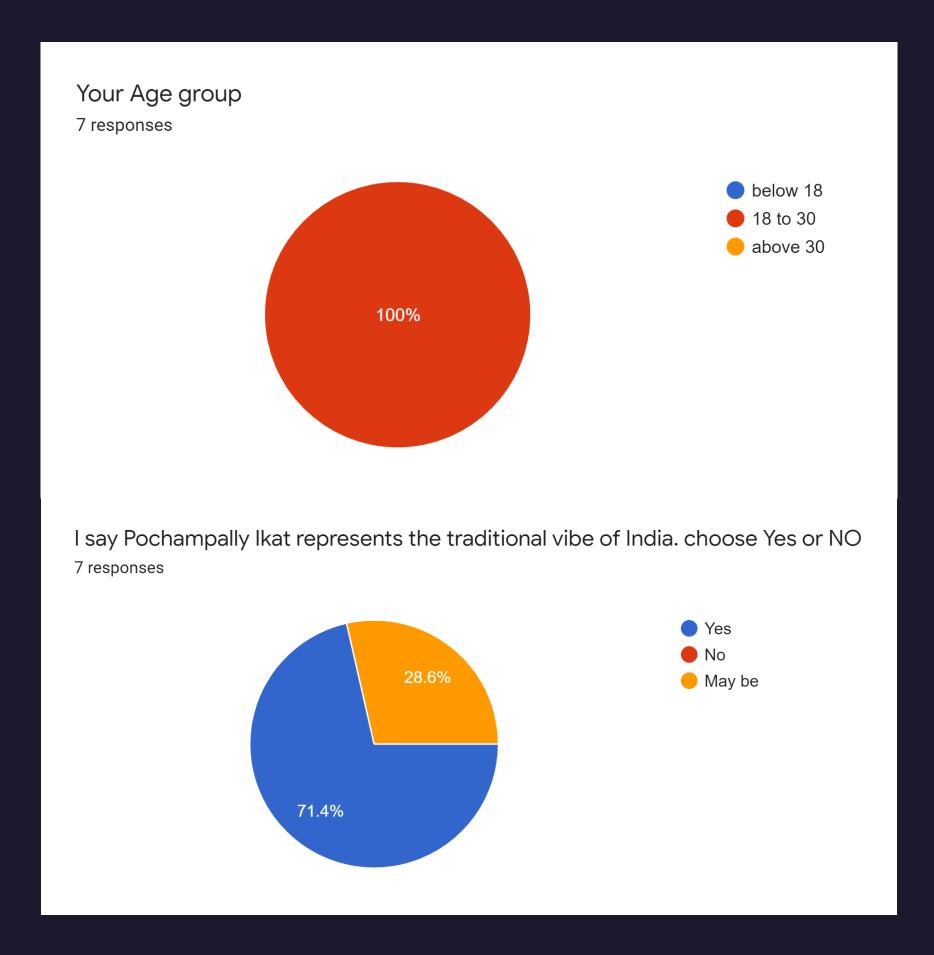
Done by the Pochampally IKAT group.

Pochampally Ikat, is a traditional garment that originates from Bhoodan Pochampally in the Nalgonda District, Telangana State.

These sarees are distinguished by their characteristic lkat prints. Ikat, also known as Ikkat, is a traditional technique that is used to dye garments. The process used to do so is known as Resist Dyeing, wherein a host of methods are used to prevent the dye from spreading all across the fabric.

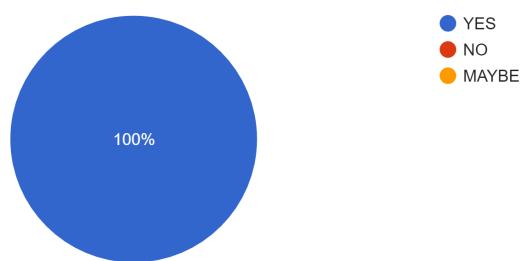
As a result, the dyed areas are used to create specific patterns and motifs, which is what Ikat is all about. This technique is used in all Pochampally Sarees with minor variations here and there.

# Survey to design Logo



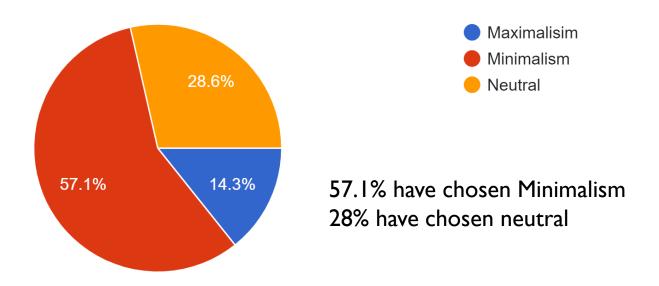
71% of the people agrees Pochampally Ikat represents the traditional vibe of India.



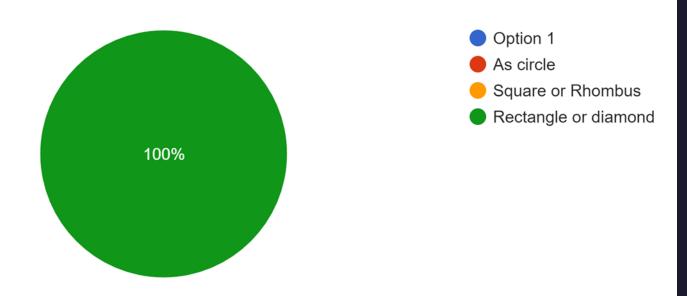


100% of the people agrees that Pochampally Ikat can be identified by motifs

# What do you think of Pochampally IKAT Sari design is a ?? 7 responses

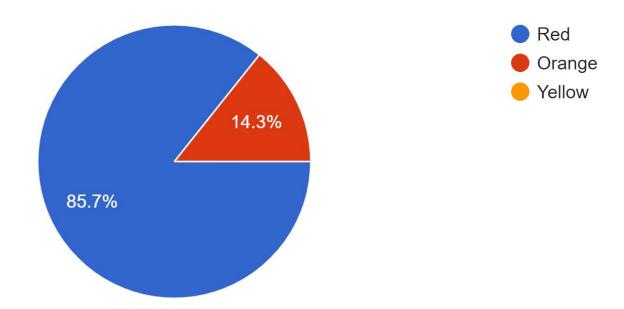


How can u describe the motif of IKAT ?? in a shape 7 responses



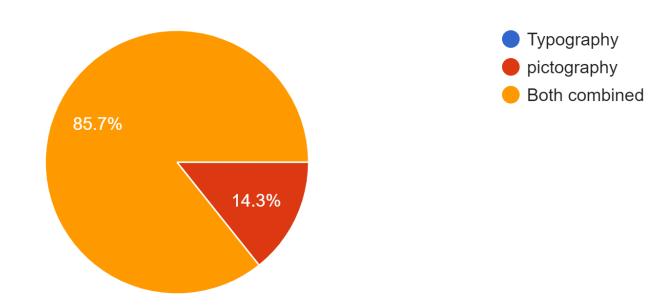
### which color can represent the Tradition

7 responses



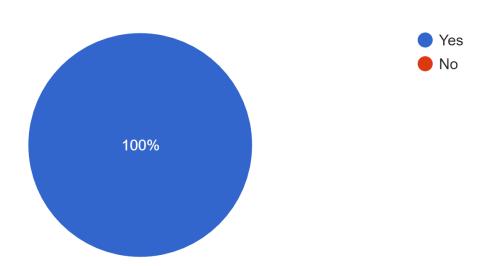
### Which type of Logo attracts you?

7 responses



I say the materials and elements used to create Craft can play a role in creating the logo. Say YES or NO

7 responses



### Concept and Ideation ---

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deport as charka world of pochampally Ikat

directing Handloom poroducts -> can Symbolize as Cincle / world For planet Epeople as well as Contract Color -> Circle /Rectargle/square Sustainbility Space -> positive & negative spaces in logo (an Symbolize the tie & clye process) flormony in Can Symbolize the Lago Explore -> pictograph avviangenunt of Gromelic -> Typograph

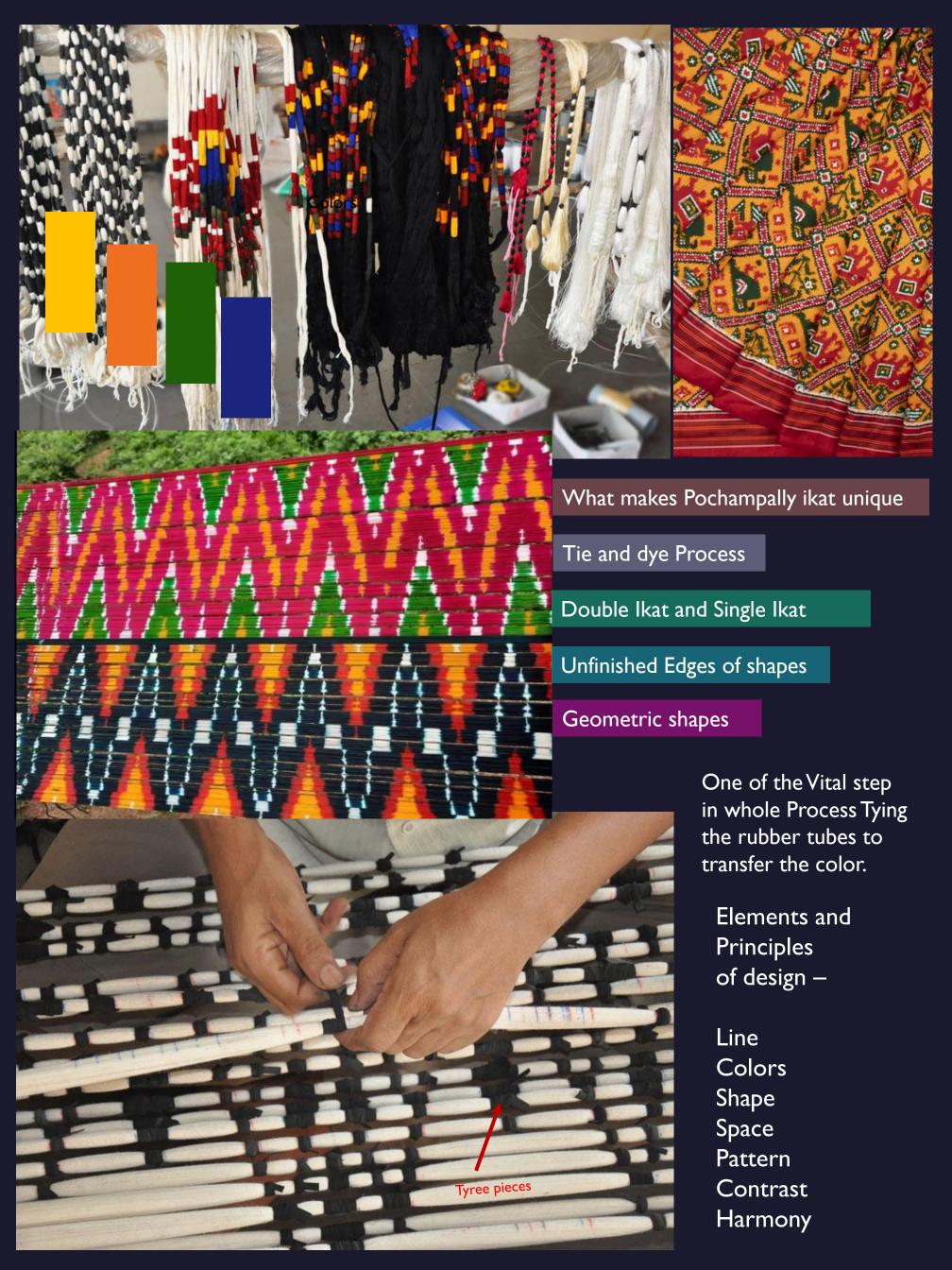
shapes in parampally Ikat. -> Typograph

Shapes in parampally Ikat. -> Both Combined. Beloved as Su To telugue 50 /
Means Good /
Liked (or) Beloved. -> Both Combined. Handdoraum Tory to inculate posinciple of design pattern in typograph logo

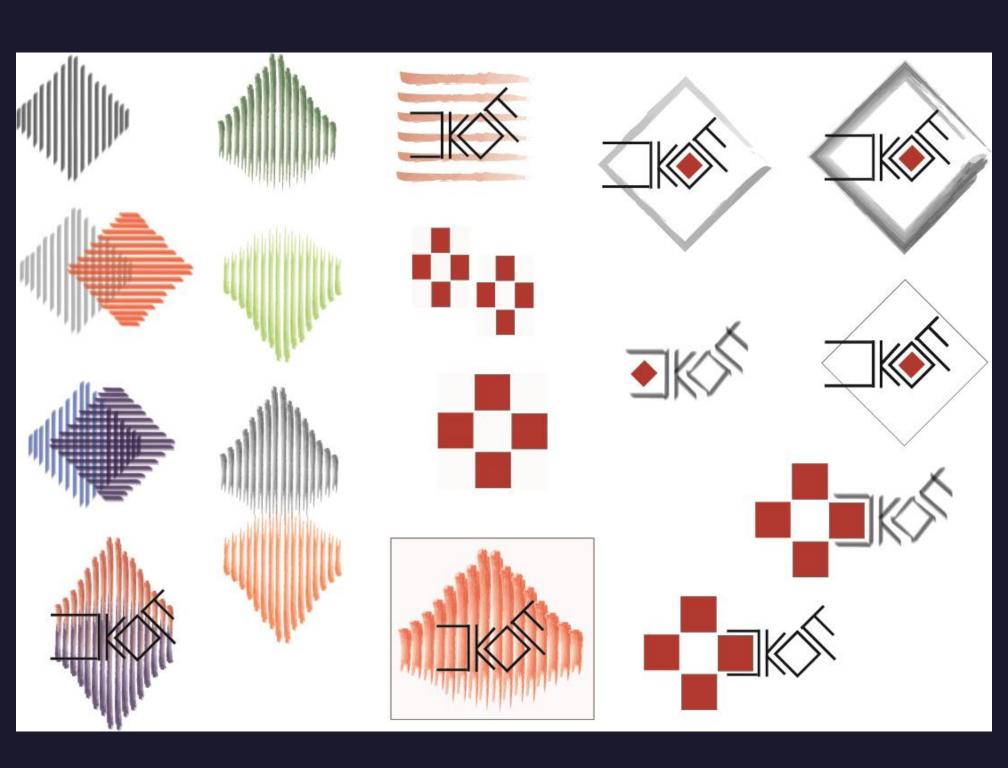
The possible Typograph

Simple & Minima Typograph

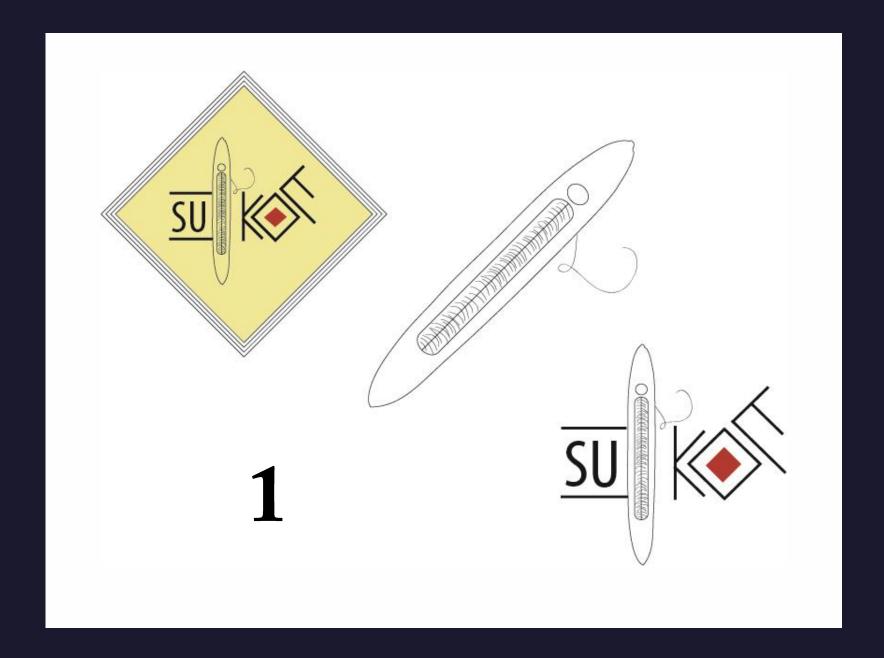
Or Typogoraphy with



# Initial elements part of Logo design

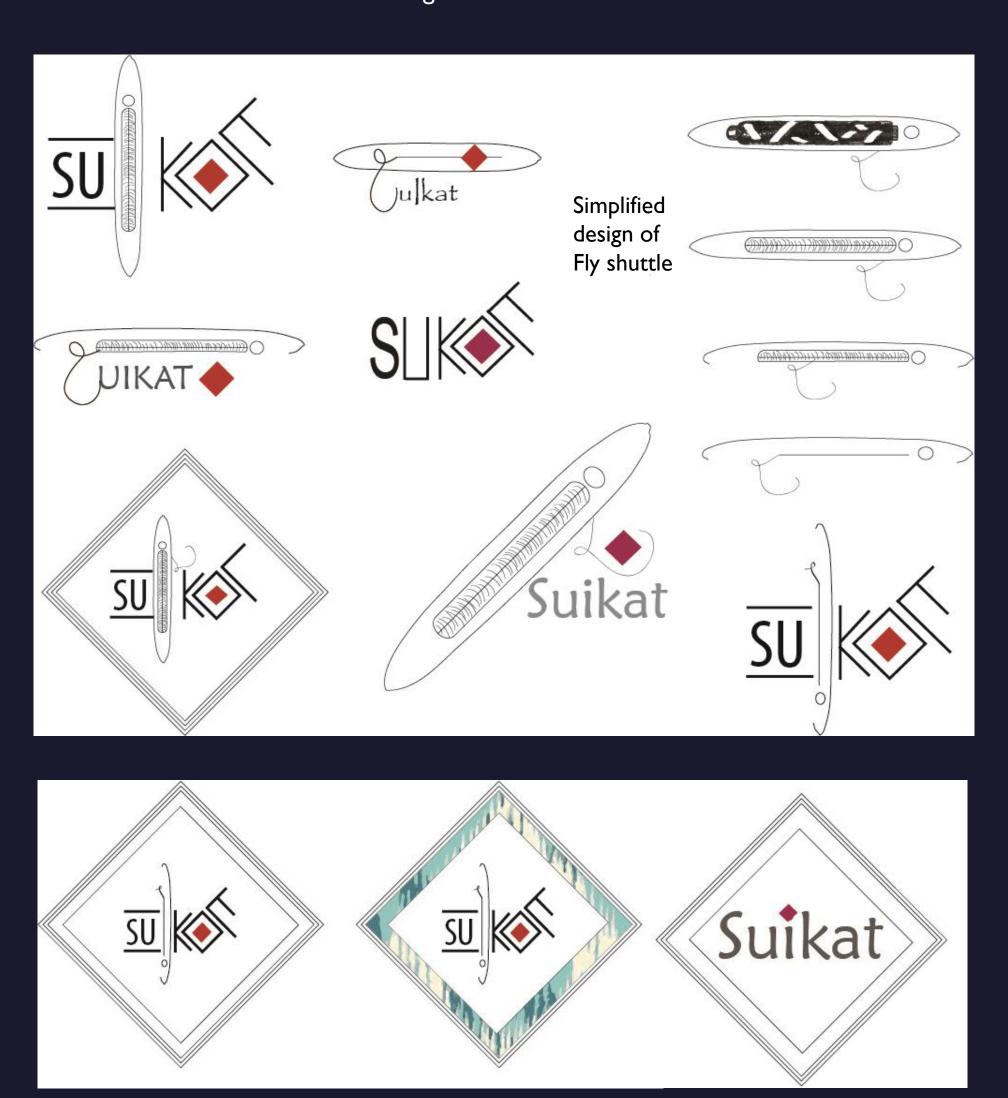


# Logo Explorations

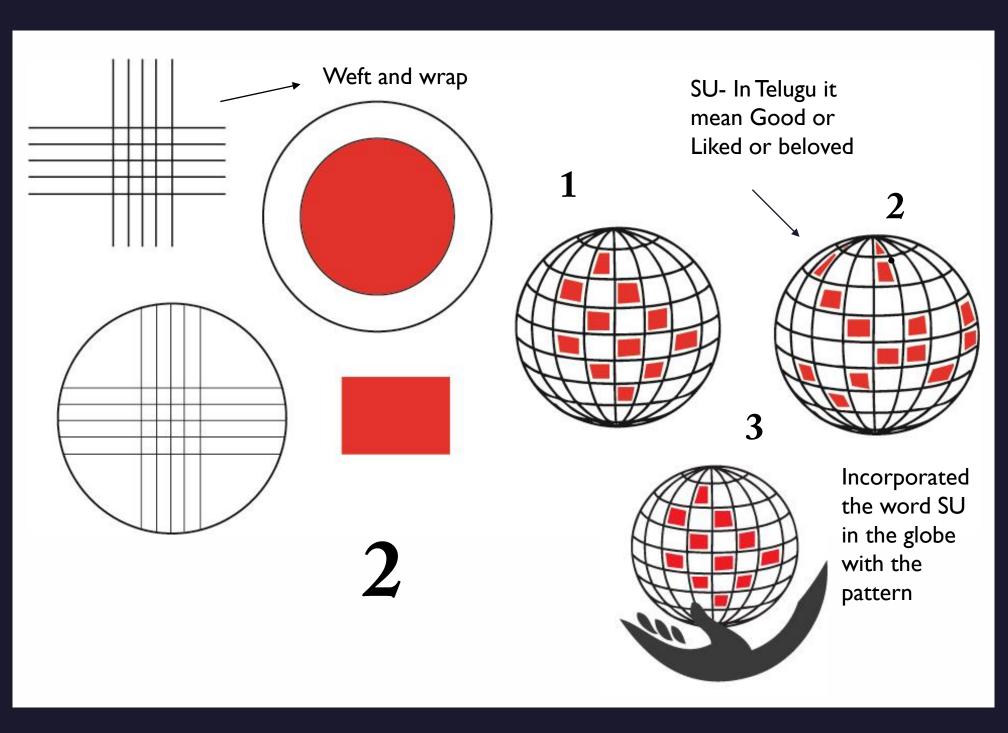


- Simply modified fly shuttle can indicate as handloom
- The red box indicate as Traditional vibe and symbolize as Kumkum and contrast color.
- SU mean Beloved, SUIKAT Beloved Ikat
- Included the name as Sukat,
   CEO of the brand.

# Logo - I Variations



#### Logo Exploration and variation



- The lines indicate the weft and wrap
- The circle indicates the world for the planet and for the people and well as the charka.
- One of the vital material used in the process of tie and dying is Tube tyre pieces which can symbolize as Circle.
- The color red symbolize the tradition and beloved
- Combining all these elements created the logo and inside the logo tried to create pattern as the weavers draw on graph sheets before transferring the design on weft and warp.
- The hand to protect the Craft.

The main material Tor type -> can symbolize as The according to client Circle Circle can also Borief It's a mini
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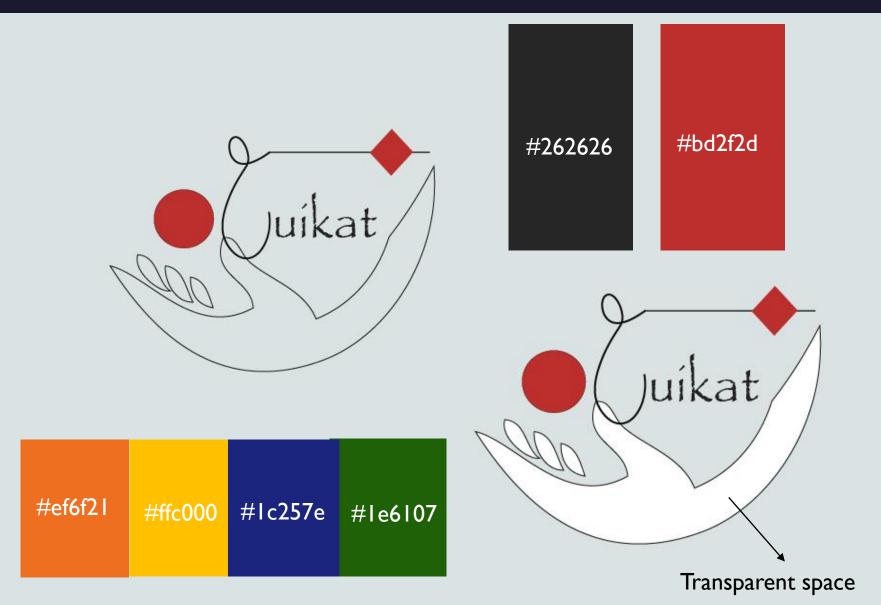
Beloved as So

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Liked (or) Beloved. Handdgauer Tory to incalcate principle of design pattern in typograph logo

The possible Typograph logo lypogoraphy with Simple & Minima

#### Final LOGO Variations



In place of Black. Above colors are also used for different purposes. As the brand consists of different categories of products.

Typography font – Papyrus which depicts the characteristic of Ikat motif. Unfinished edges.

# Suikat Beloved | kat