

Logo

Branding



End Term Assignment for Branding of Ikat from Pochampally

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## Challenge

Branding for Ikat, a handloom originating from Pochampally and its nearby villages that sells the handcrafted and sustainable fabrics. Our company celebrates culture, the heritage of the textile, the artisans, and the community. The fabrics here are sourced from the masters of the traditional craft and even from the traditional keepers. The challenge was to bring different types of textiles all under one umbrella and making the entire brand consistent in the look and feel.

## Approach

The entire branding approach is inspired by the Fabrics itself. From the motion of the Fabrics, the making of them, the sustainability aspect, the techniques involved and the colours used in Fabric dyes to the different traditional cultures.

The core concept is based on making the consumer completely aware of the craft, it's tradition and it's heritage. Many a times, consumers are rather confused between the textiles they opt at various handloom stores. The logo aims at making the product and it's origin more coherent.





# Motifs

## Elements in Logo

Pochampally Ikat sarees are famous for their geometric patterns on them. However, modern Pochampally sarees borrow heavily from the Patola sarees of Gujarat, which means that the motifs are a mix of elephants, parrots, dancing girls and flowers. The traditional motifs are interspersed within the geometric grid, which is unique to the saree.

The entire motif selection is true to its original design and are illustrated on graphs without any sharp corners.



# Colour Palette

Pochampally Ikat sarees get their colour from natural sources only. The shades are obtained from flora and fauna. The colours are normally bright with orange, yellow, dull gold and pink ruling the roost. In this colour palette, we have carefully chosen 10 shades inspired from natural dyes including blues and greens as seen in modern sarees.





# Typography

## Headings

H

**Hatton Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
VWXYZ**

**abcdefghijklmnopqrstuvwxyz  
0123456789**

## Body Copy

H

**DM Sans**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789**

Logo

Design  
Developments

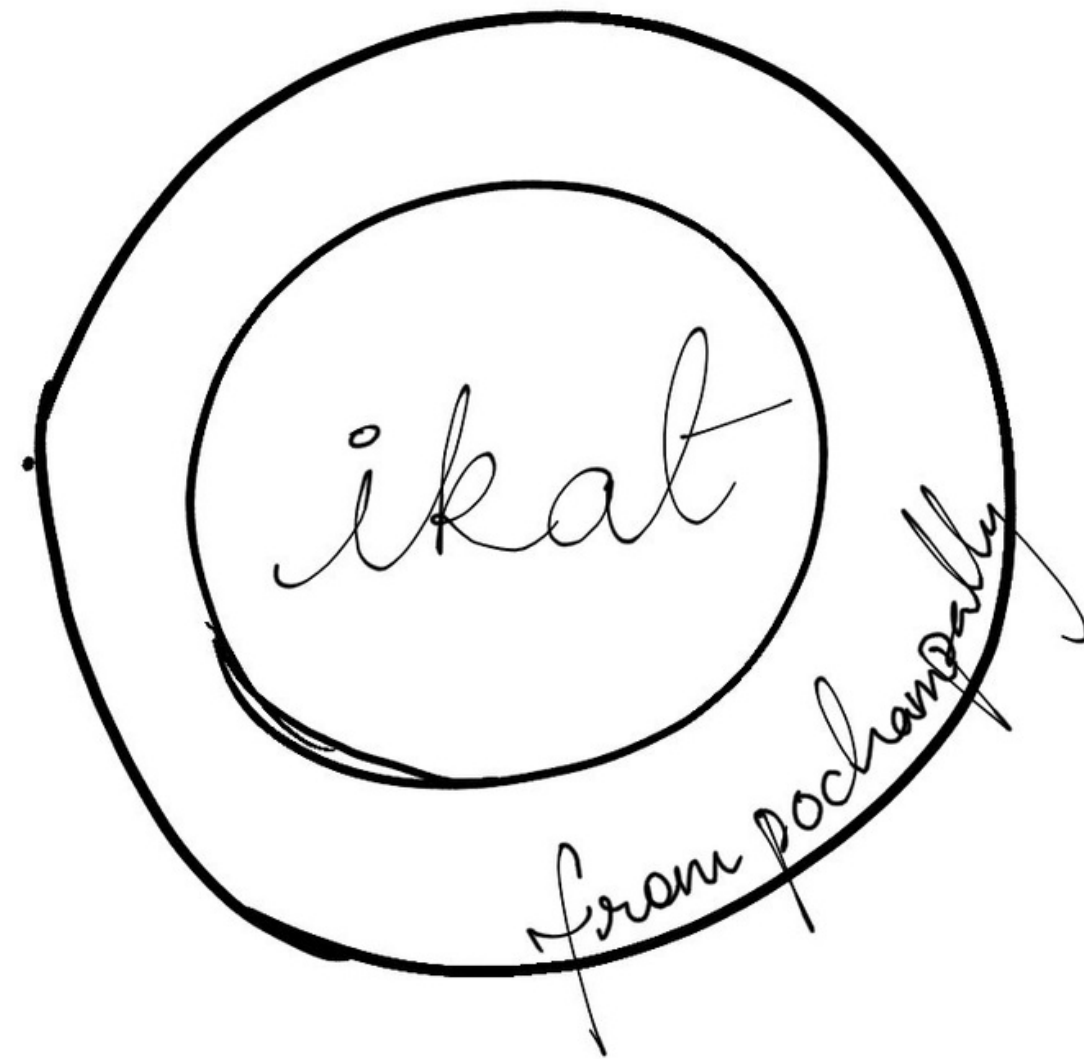
**IKAT**  
FROM POCHAMPALLY

**IKAT**

from pochampally  
**IKAT**

*ikat*  
from pochampally

*23e3*



*ikat*

# Logo Variations

1

from Pochampally

IKAT

2

from Pochampally

IKAT

3

IKAT

4

IKAT

The half-circle on I is inspired by Indic Devannagiri script.

5

from Pochampally

IKAT



**Finalized**

**Logo**



Branding & Promotion

Sruthi Challa

