BRAND
MANUAL

In order to assist Khadi India present its brand in a consistent, identifiable, and exclusive manner, the following identity and brand system was developed.

66

The Khadi spirit means fellow feeling with every human being on earth. It also means an infinite reservoir of patience.

M. K. Gandhi

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ABOUT
KHADI INDIA

An online store called Khadi India sells handwoven khadi clothing with the newest designs along with other necessities and cosmetics from KVIO enterprises.

On a device known as a charkha, threads are spun to create the Indian khadi cloth, sometimes referred to as khaddar. Prior to Independence, Mahatma Gandhi led a push to boycott British clothing that gave rise to khadi manufacturing. Back then, rural people and independence warriors were interwoven. Gandhi created the idea of khadi as a way to give the rural unemployed population a source of employment. Since khadi is used to make the Indian flag, it is a symbol of the country.

Khadi over the decades has moved from a freedom fighter's identity fabric to a fashion garment. There is such a high demand for khadi now that fulfilling it has turned a challenge.

LOGO
REBRANDING
THE NEED

The aforementioned logo has issues like that of -

- Excess amount of colors incorporated
- The typograpgy doesnt fit the essence of the logo
- The placement of the elements and sizing isn't apt
- The elements do not follow a proper color scheme
- Same text has been written twice in multiple languages making the text redundant

REBRANDED IDENTITY

Khadi
खादी भारत
India

LOGO ELEMENTS

The charkha wheel is the device on which the fabric is made which hence signifies the ever followed legacy of self reliance passed on by Khadi

The flowy fabric indicates the drapes of Khadi as fabric while having incorporated the hues of the tricolor in order to depict self sufficiency of the nation

LOGO
CONCEPT
THE THOUGHT BEHIND

From time immemorial, if anything has been a costant of depticting self reliance and self-respect when it comes to the Indian perspective, Khadi it is. From playing a detrimental role in India's freedom struggle to being a present day symbol of India's potential economic self suffieciency, it has always carried forth the well established legacy.

A century ago, M. K. Gandhi used Khadi as a mark of upliftment and unity churning a whole movement out of it during the Swadeshi Movement. Today as we celebrate the fervour of Make in India, the similar air of self reliance and is in the air. Khadi since long has been serving nation diligently, one can say. As we see revival of a hundred year old legacy, the theme behind the logo can aply be refered to as the Swarnim Shatak, ot the golden century- which glorifies the legacy, significance and the contributions of this golden peice of fabric, which strives to make India the Sone Ki Chidiya it was earlier.

स्वर्णिम शतक
The Golden Century

VARIATIONS
DIFFERENT TAKES

The different variations presented below are in different languages as that of hindi and english in order to encapsulate the essence of the logo in distinct forms.
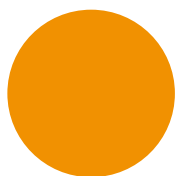

Khad**I**ndia

Khad**I**ndia
खादी भारत

खादी भारत

COLOUR
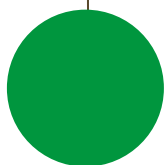# PALETTE
BRAND COLOURS

O R A N G E

Code: #F19101

R 242   **C** 01
G 146   **M** 50
B 03   **Y** 98
          K 00

G R E E N

Code: #00963E

R 0   **C** 84
G 150 **M** 11
B 62   **Y** 97
         K 01

B R O W N

Code: #A88F5F

R 169 **C** 30
G 144 **M** 36
B 99   **Y** 64
         K 17

PRIMARY TYPEFACE

MONTSERRAT

A B C D E F G H I K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
, . ' / . , - = + - 1 l 1 [7 > < ( )

"The quick brown fox jumps over the lazy dog"

Aa

SECONDARY TYPEFACE

P O P P I N S

A B C D E F G H I K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
, . ' / . , – = + – 1 l 1 [7 > < ( )

" The quick brown fox jumps over the lazy dog "

Aa

ACCEPTABLE BACKGROUNDS

LOGO SIZING

PRINTING

For printing application and to go about publications, the logo shall never appear smaller than 1 inch (Height) x 0.45 inch (Width). The minimum size specifications are in order for the clear distinction of the logo.

DIGITAL

For digital (on-screen) designs, the logo shall never be smaller than 100 pixels (Height) x 45 pixels (Width). This again, shall be taken into consideration for more legibility and clarity of the logo.

DO'S & DONT'S
O F   T H E   L O G O

- Use just the new brand logo that has been approved and has not been altered.

- If one doesn't have the right file or file type, may please request.

- Keep in mind that the shift key must always be used when scaling (enlarging and decreasing) the logo in order to preserve the design's original dimension.

- Placement over hazy photos is prohibited.

- Use of the logo is free across a range of print and digital platforms. Use the logos that are listed in the logo colour.

- Avoid using effects like shadow.

- Don't alter the logo's colour.

- Don't turn the logo around.

- Don't draw the logo's outline.

BRAND
APPLICATION

MERCHANDISE

TOTES

B E A U T Y

S K I N C A R E

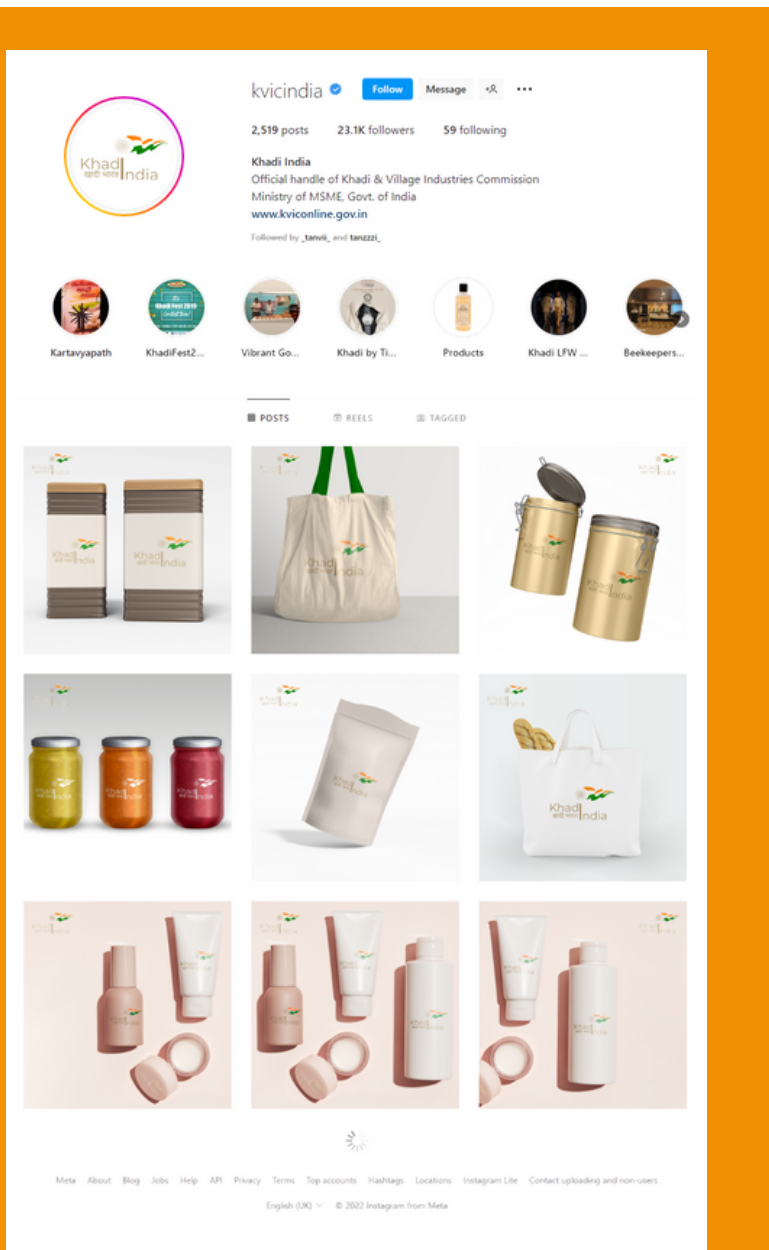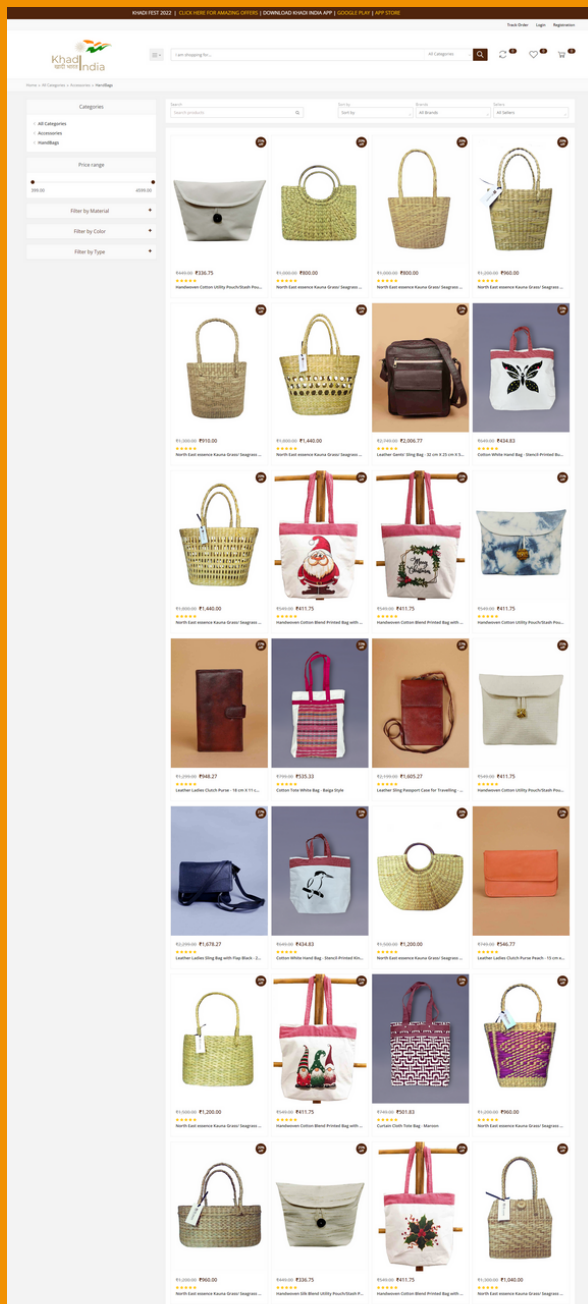# H O M E

P I C K L E   J A R

SOCIAL MEDIA
INSTAGRAM PRESENCE

WEBSITE PRESENCE

"

Khadi has been conceived as the foundation and the image of *ahimsa.* A real *Khadi*-wearer will not utter an untruth. A real Khadi-wearer will harbour no violence, no deceit, no impurity.

M. K. Gandhi

SOUMYA BHARDWAJ
BATCH OF 2020-2024
DEPT OF FASHION COMM.
NIFT NEW DELHI