



MUSASHI DELTA

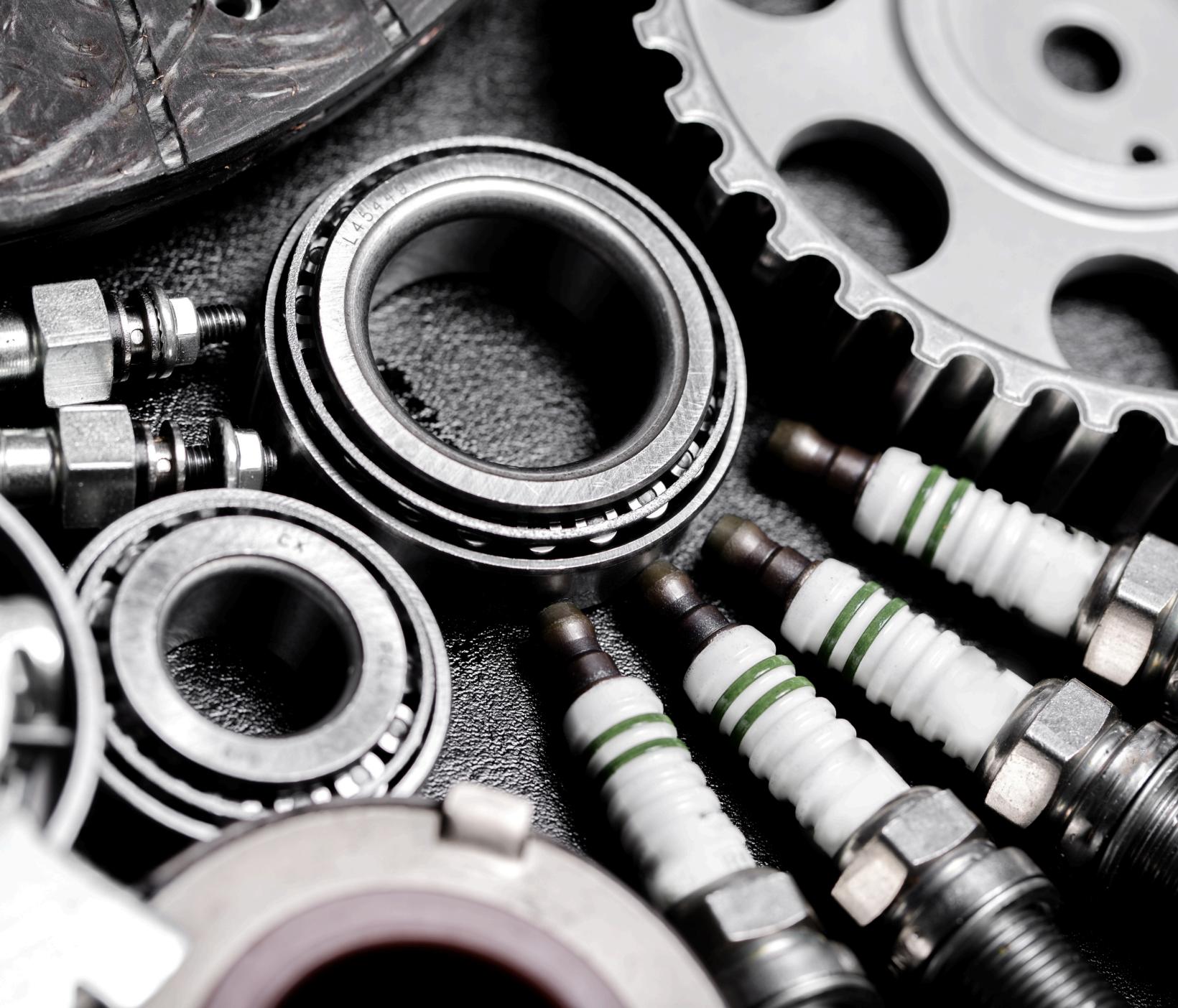
BRANDING

CASE STUDY



01/15



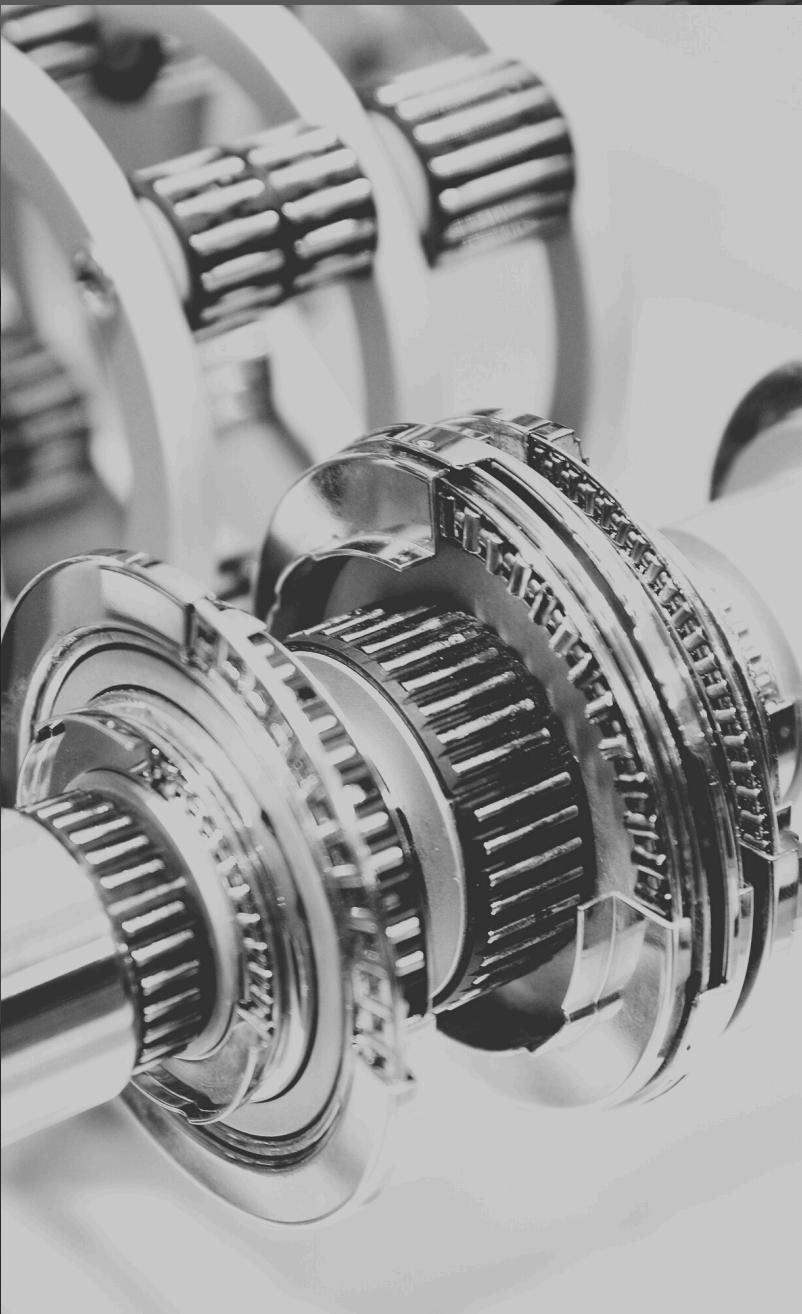


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PROJECT OVERVIEW

A full-spectrum branding engagement to define, position, and visually express Musashi's new Electric Vehicle (EV) division, a collaboration between Musashi Auto Parts India and Delta Electronics India where we align Japanese engineering heritage with Delta's clean energy expertise to project a futuristic, sustainable, and performance driven identity.



CLIENT OVERVIEW

Musashi Auto Parts India Pvt Ltd., subsidiary of Musashi Seimitsu Industry Co. Ltd., Japan, is a global leader in precision automotive components.

In partnership with Delta Electronics, a global power and thermal management leader, Musashi established its EV Wing focused on next-generation electric powertrains and mobility systems.



BRAND SYNERGY

Both brands share a mission to drive sustainable innovation. Musashi focuses on creating new value beyond limits, while Delta emphasizes clean, energy efficient progress by uniting in an identity of synergy and sustainability.



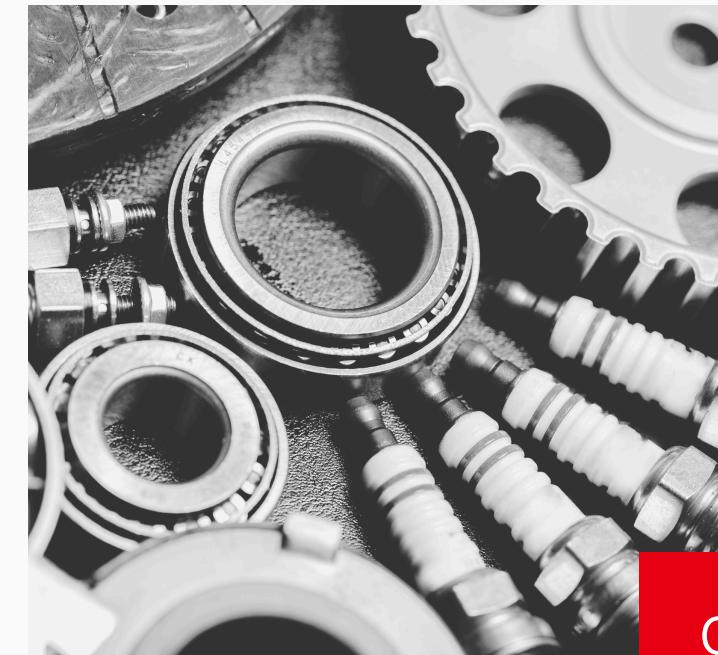
BRAND CHALLENGES



01



02



03



03

Unclear Sub-Brand Definition

The new EV division lacked a distinct identity within the Musashi ecosystem.

Absence of Cohesive Positioning

No unified narrative to articulate the EV initiative's vision and purpose.

Inconsistent Brand Expression

Visual and verbal communication varied across platforms and materials

Low Brand Recall

An overly technical tone limited differentiation and long-term resonance with audiences.



05/15



AUDIT INSIGHTS



Focus Area	Observation	Impact
Brand Positioning	No clear emotional or strategic anchor	Confused perception internally and externally
Visual Identity	Absence of unified direction	Weak recall & fragmented image
Communication	Overly technical tone	Limited engagement
Consistency	Unstandardized event and digital collaterals	Diluted brand experience



PROJECT OBJECTIVES

Brand Positioning

Define a distinct, purpose-driven positioning for Musashi EV

Unified Visual Identity

Create a visual identity blending Japanese precision with electric motion

Strengthen Brand Communication

Develop clear messaging that humanizes innovation

Scalable Design Framework

Standardize all brand assets for multi-platform deployment



STRATEGY & APPROACH



Our narrative was to position Musashi EV as the symbol of Musashi's evolution from mechanical precision to sustainable innovation with the strategy pillars as:

Precision → Sustainable Innovation

Brand Legacy → Future Readiness

Technical Excellence → Purpose-Driven Design



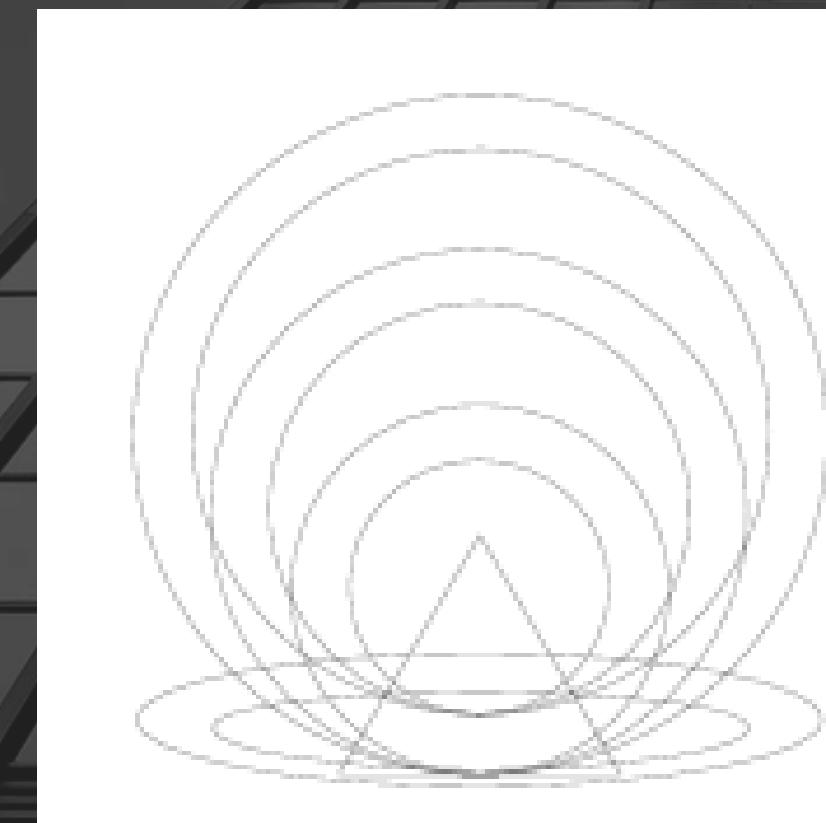
VISUAL IDENTITY SYSTEM

The logo unites Musashi's circular emblem representing Passion, Harmony, and Wisdom with Delta's triangular form, symbolizing Integrity, Innovation, and Collaboration.

Encircled by a dynamic orbital path, the mark embodies synergy and forward motion, reflecting the transition from mechanical precision to electrified mobility.



+



ROC GROTESK

Wide Medium

Roc
Grotesk

Aa

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Roc is a sans serif grotesk inspired by American wood types from the end of the 19th century. With nine weights in five widths, this family contains 45 fonts in total. The character set supports Western and Central European languages, as well as Turkish. Roc Grotesk comes in a range of five widths: Compressed, Condensed, Normal, Wide and ExtraWide, in order to cover a wide scope of applications. Although the styles at both ends of each range are made in their most pronounced form in terms of width and weight, they are not taken to such extremes as to become absurd, and are quite usable in display settings



COLOR PALETTE

HEX
#e60012

01

RGB
R 230/ G0/ B18

HEX
#0087dc

02

RGB
R 0/ G135/ B220

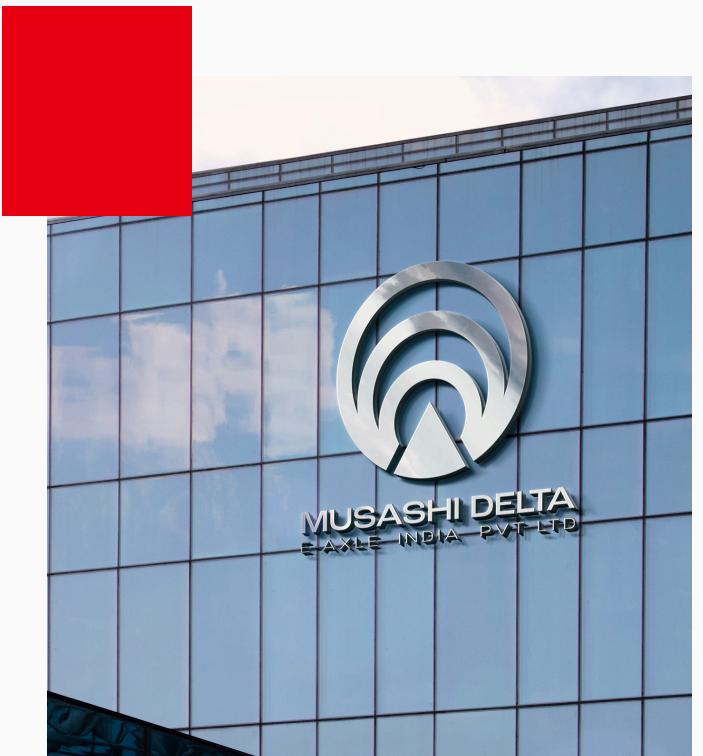
HEX
#000000

01

RGB
R 21/ G3/ B1



MOCKUPS



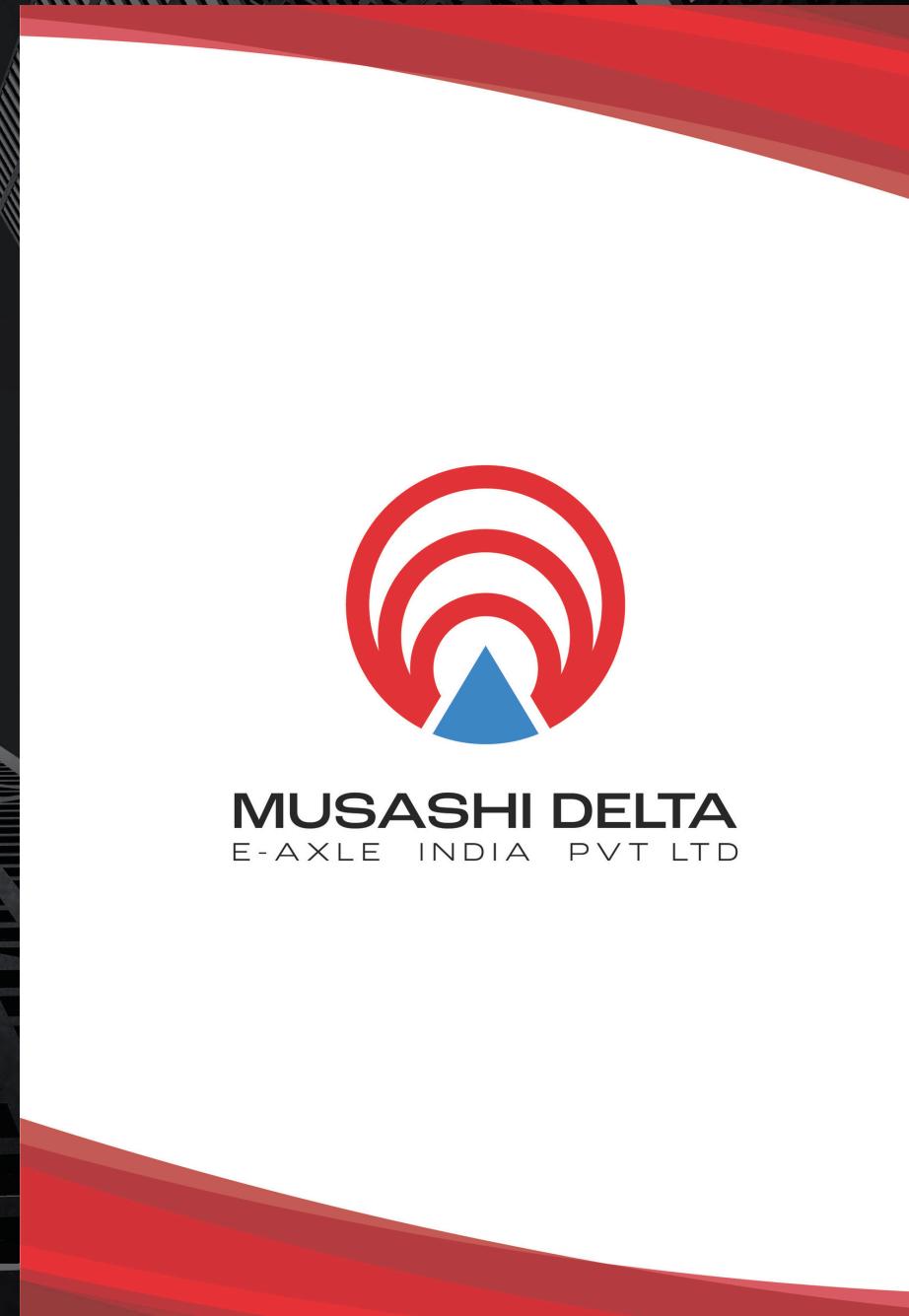
COLLATERALS



Letterhead

A co-branded template featuring refined geometry and subtle arcs inspired by energy flow and precision alignment. The composition reflects balance, professionalism, and the unified vision of both entities.

By No. 62/L, 62/2P, 63P, 64/1P, 65, 66, 61/L, 61/2, 61/3, 62/L & 62/2,
Doddaballapura 3rd Phase Industrial Area, Village-Raghunathpura,
Hobli-Kasaba, Taluk-Doddaballapura, District-Bangalore Rural,
Karnataka 562169. India

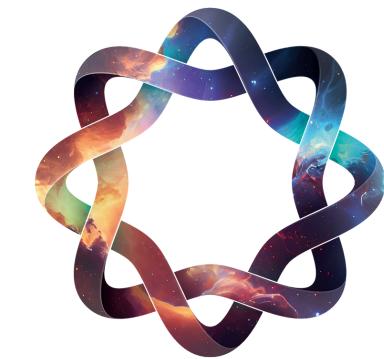


Notepad

A bold yet minimal layout with dynamic red contours symbolizing progress and momentum. Designed for everyday operational use, it reinforces the brand's modern and collaborative identity.



MUSASHI DELTA
E-AXLE INDIA PVT LTD



GEEKONOMY TECHNOLOGY

Address: 1357, near Rajshekhar Hospital, ITI Layout, 1st Phase,
J. P. Nagar, Bengaluru, Karnataka 560078
Phone: [+91 76248 18717](tel:+917624818717)