

# Corporate Vision and Retail Design for BPCL

- a case study



# Understanding the Retail Environment:

The following studies as primary research was undertaken to understand the retail environment:

- 1 User's study - BPCL officials, dealers, end-users
- 2 Contextual Study - Name, Lady DSM, Reputation
- 3 Observation of Interactive Spaces
- 4 Study of traffic movement - Layout
- 5 Activity mapping - Time, Effort, Queue
- 6 Energy audit - Lighting, etc.
- 7 Maintenance process - time cycles
- 8 Construction process - Modularity, Versions



# Interpreting Corporate Goals:

These corporate goals were interpreted in terms of possible design solutions:

- 1 Caring
- 2 Reliable
- 3 Innovative



# Caring

- . approach of the organisation for interacting with the people.
- . comforting interaction and should lead to a positive experience.

Recommendation:

- > *Caring should be felt and seen.*
- > *interpret in terms of shape, colour and form of the elements*

# Caring

## Interpretations for form:

Soft, curved, feminine, wavy

## Interpretations for colour:

pleasant, not bright, pastels, off whites

(not primary colours, not reflections, not at all steel)

# Reliable

- . approach of the organisation in terms of its working and services.
- . connoted by speed and efficiency.

## Recommendation:

- . to be implemented in terms of all services.
- . interpret in terms of the choices available to the customer, everything being clean, proper and in place, and well organised.

# Reliable

## Interpretations for form:

Simple and clean forms, symmetry,  
(no unnecessary details - to be hidden)

## Interpretations for colour:

off whites or off black, blue is the colour for  
reliability  
(not mid grey)

## Interpretations for service:

efficient, prompt and proper service.  
Clean, neat and well organised - a place for  
everything.

# Reliable

- . Implies that the organisation is looking ahead into the future.
- . Innovation should become visible in terms of services, artifacts, etc.
- . Things would need to look different from the rest.

## Recommendation:

- . to be implemented in terms of all services.
- . interpret in terms of new schemes, interesting artifacts, etc.

# Innovative

## Interpretations for form:

Unusual forms, sculpture by an artist

## Interpretations for colour:

Splashes of colour, painting/mural by an artist

## Interpretations for schemes:

New schemes and services being offered

# Design approaches to conceptual solutions:

- . Does design tell a story?
- . Wind, fire and water as metaphors to represent BPCL's corporate goals and design intent:



# Design alternatives:

## Approaches:

Based on the following three metaphors:

1. Energy - (fire)
2. Outreach - (wind)
3. Fluid - (water)

. Three different approaches to design keeping the overall aspects of change in identity and corporate goals the same for all the three variations.

. The story within each of the solutions is also reflected in the interpretation of the fifth element - 'Yin and Yang'.

# Design alternatives:

## Fire representing the condition of Energy

.visualized as arcs, as angular lines as in spits of fire, as flames, as triangular silhouettes or tongues of flames, in occasional bursts, sudden, asymmetrical, with great vitality of movement

## Wind representing the condition of Outreach

. associated with the elliptical, with clouds, with freshness, with seeds of uniqueness from distant lands

## Water representing the condition of Fluid

. manifest itself as being wavy, circular, reminiscent of the lotus, and of course, the yin and yang form itself

# Conceptual solution One: Energy/dynamism - (Fire)

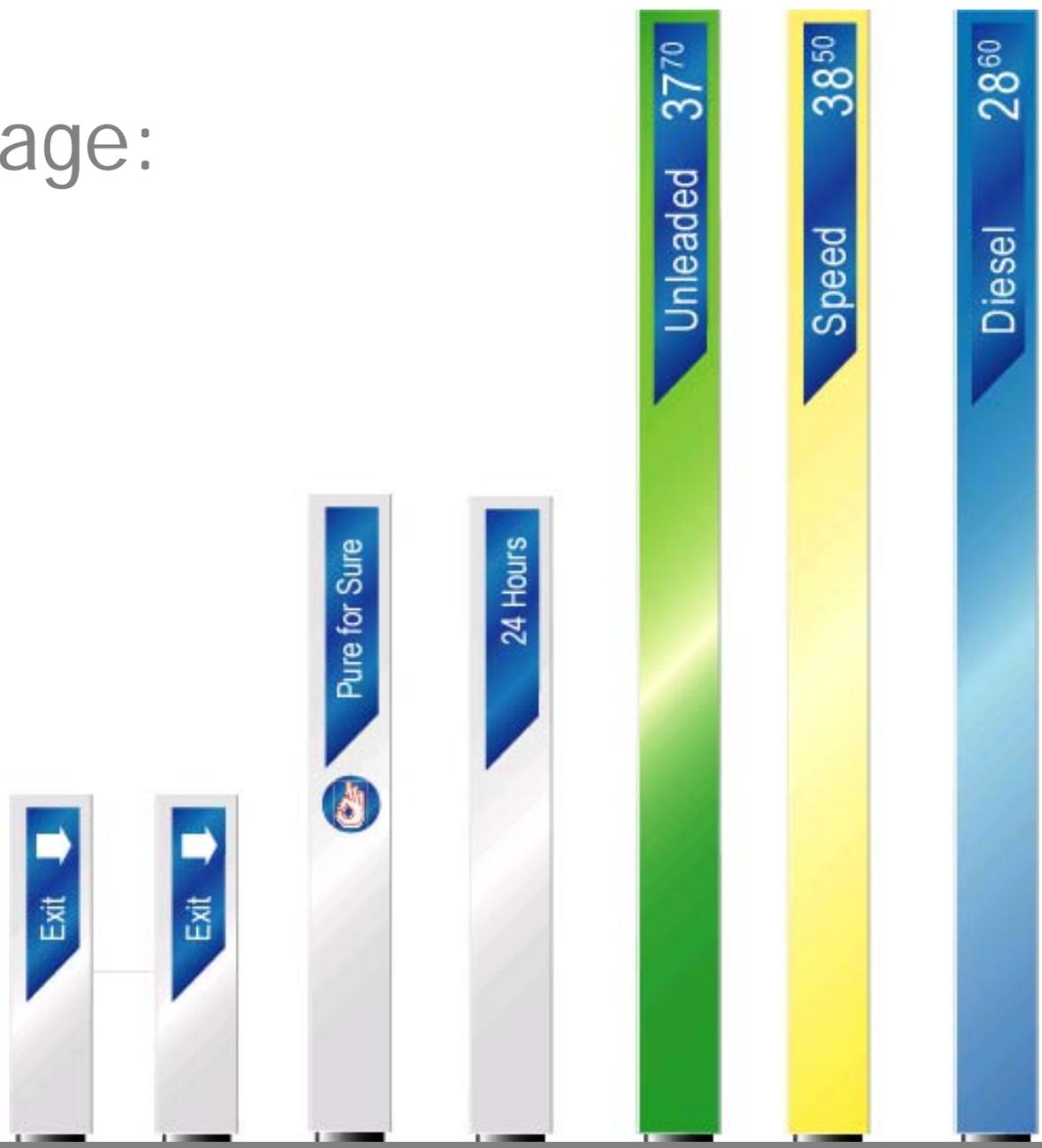
- . arcs,
  - . angular,
  - . flame,
  - . triangular



# Design solution One - Energy:



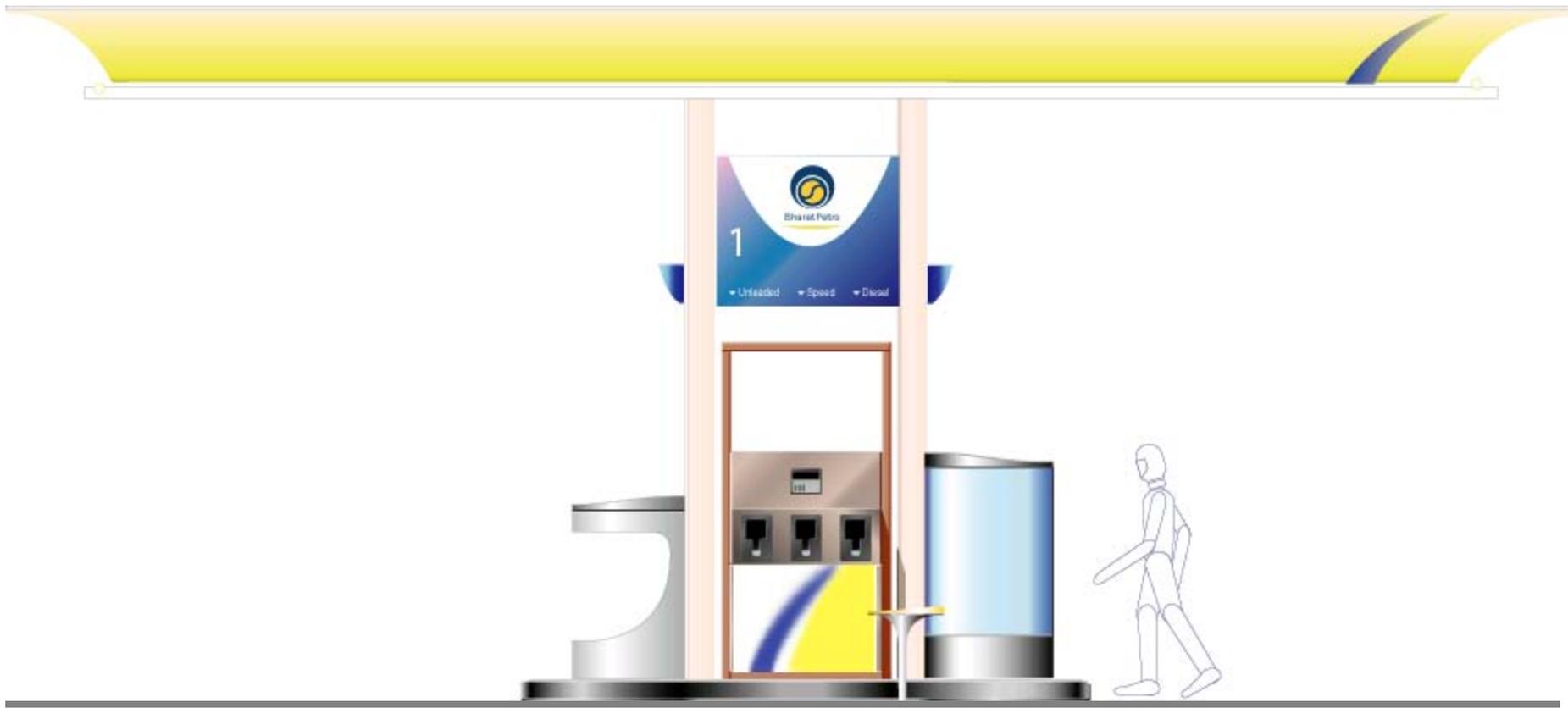
# Signage:



# Main Signage:

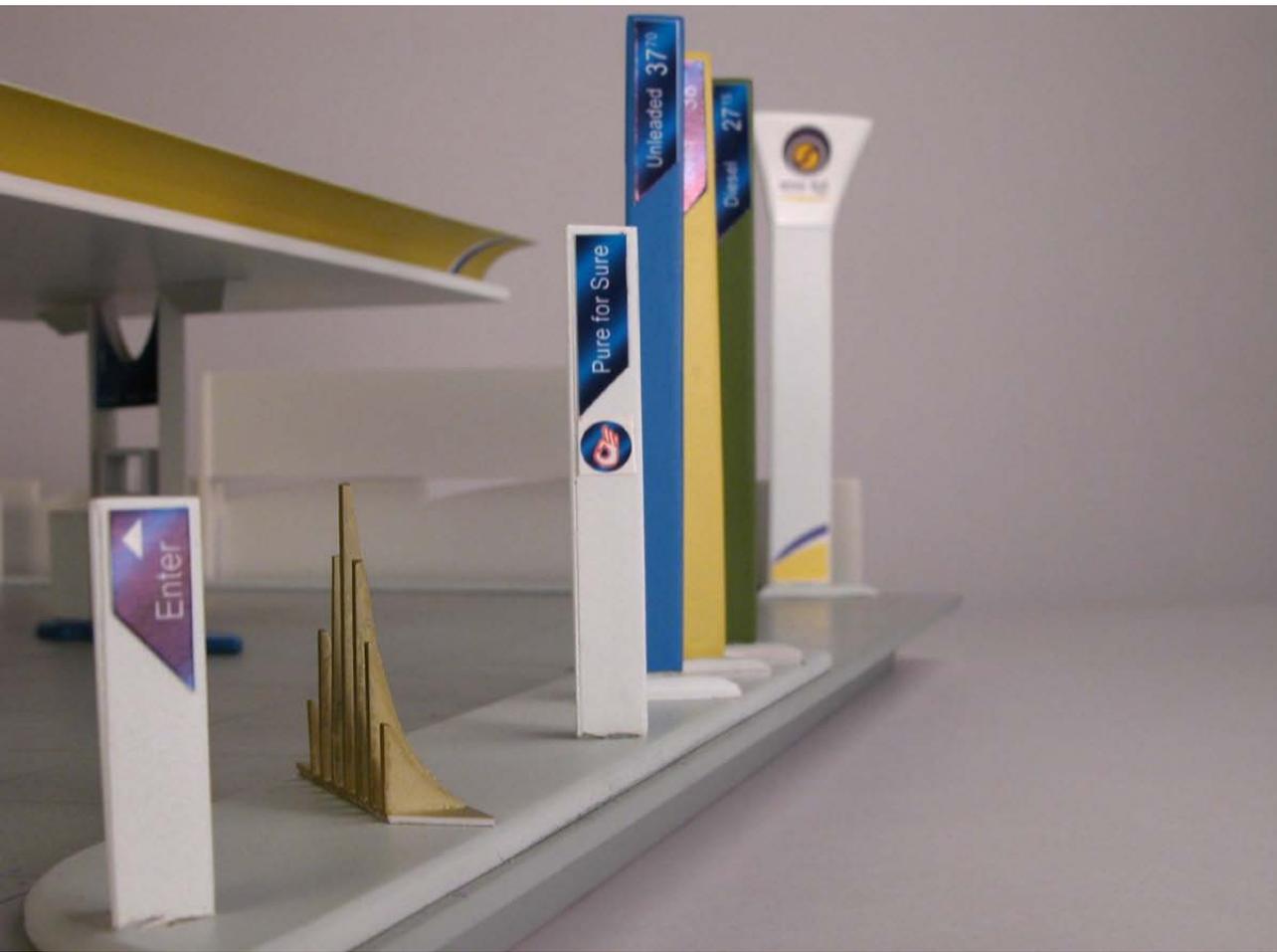


# Canopy:



# Building:



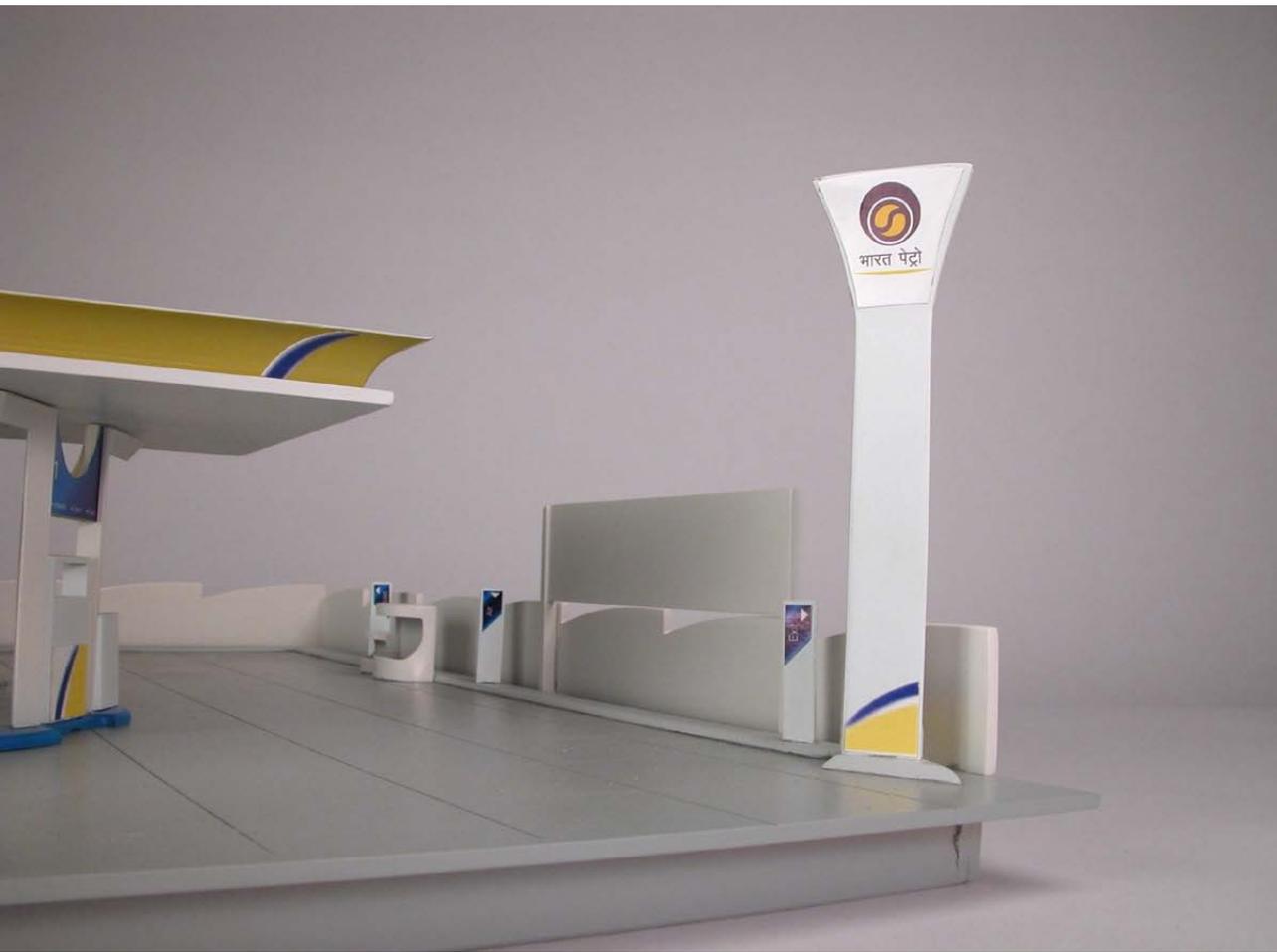






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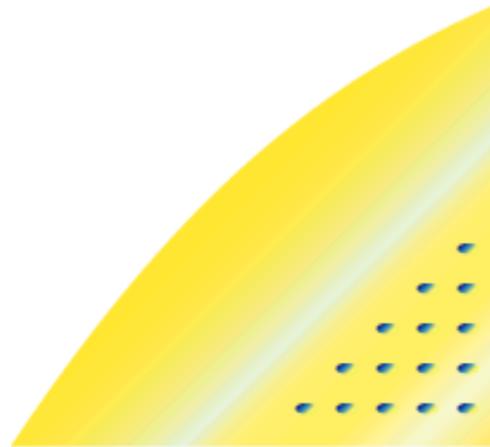


# Conceptual solution Two: Outreach - (Wind)

- . wind,
  - . cloud,
  - . elliptical



# Design solution Two - Outreach:



# Signage:



# Signage:



# Canopy:



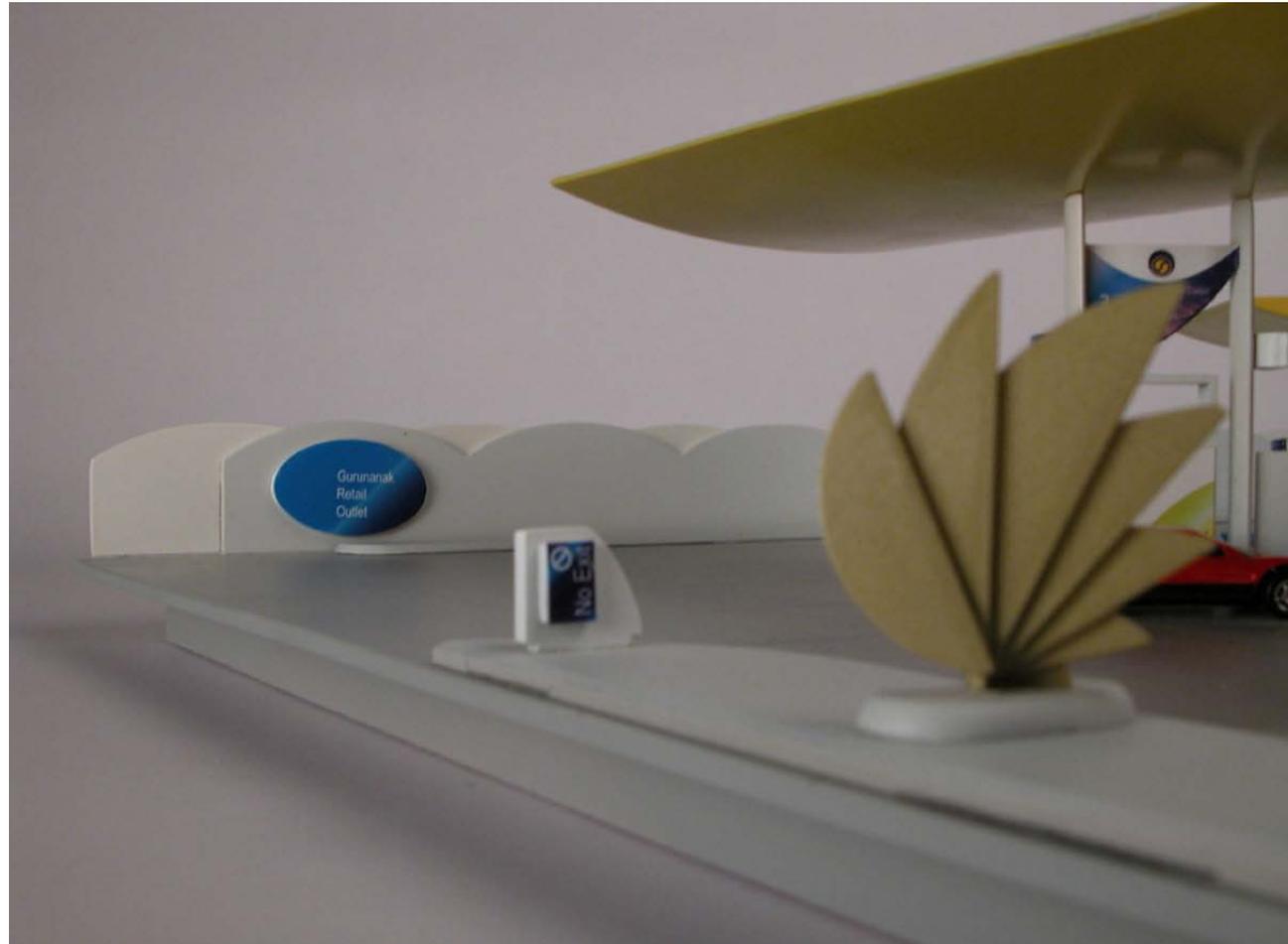
# Building:















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# Conceptual solution Three: Fluid - (Water)

- . wavy,
- . circular,
- . lotus,
- . yin and yang form,



# Design solution Three - Fluid:



# Signage - Fluid:



# Signage:



# Canopy:



# Canopy:



# 5.c Building:



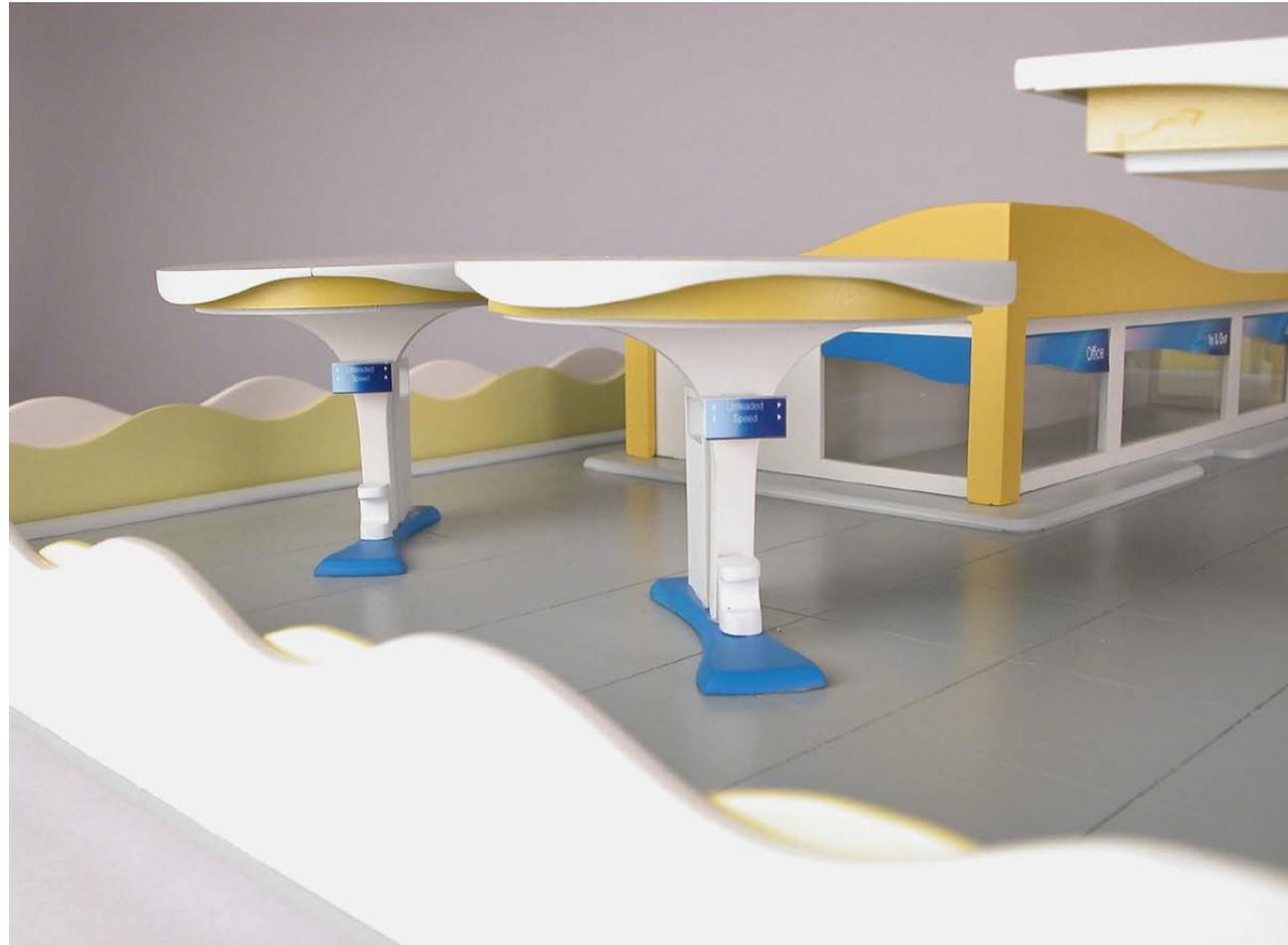
# Overall View:













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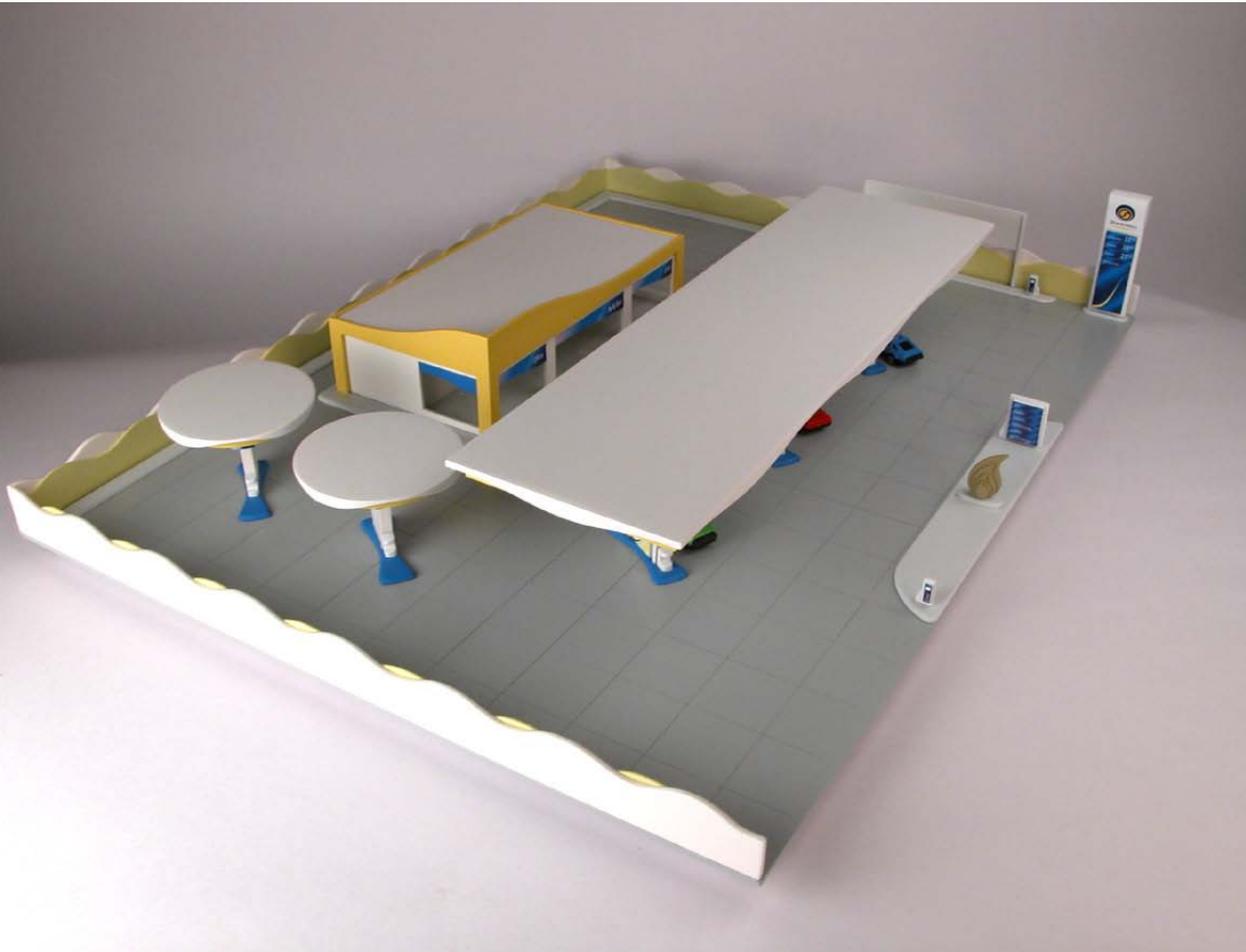


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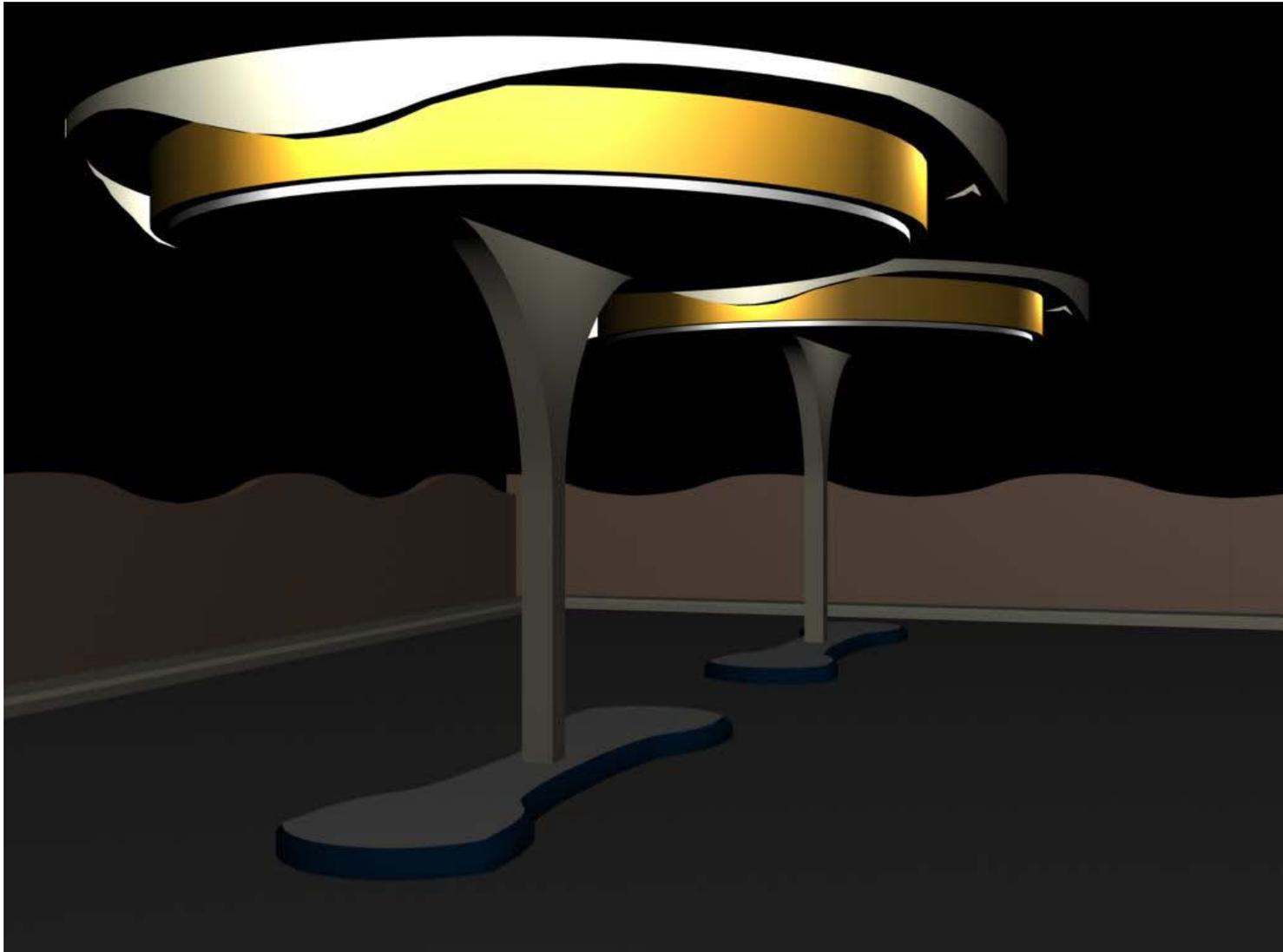
# Main Signage - Fluid:



# Dispensing Signage - Fluid:



# 2 wheeler canopy - Fluid:



# Prototyping

Full Size Prototypes inside a factory

First actual prototypes in 3 metros

1000 in 6 months

2000 in another 6 months

# The Design Process

- evolutionary

- . Need/Brief
  - . Observation/Study/Understanding
  - . Design Strategy/Goals
    - . Ideation/Synthesis
      - . Scaled Models, Presentations and Feedback
      - . Rapid Prototyping and Feedback
        - . Refining and Re-Prototyping
        - . Defining Standards
          - . Implementation/Production
          - . Maintenance Process

# The Identity of the Outlet:

- generic/universal issues
- Logo , colour, name, typeface and the fifth element



# The Corporate Colours:



- Golden yellow is vibrant and attractive.
- very common in India - not distinct
  - used in taxis, autos, hoardings, decorations, etc.

- Azure blue is almost as dark as Black.
- not an attractive colour when used on large surfaces
  - also looks dirty

# The Corporate Colours:

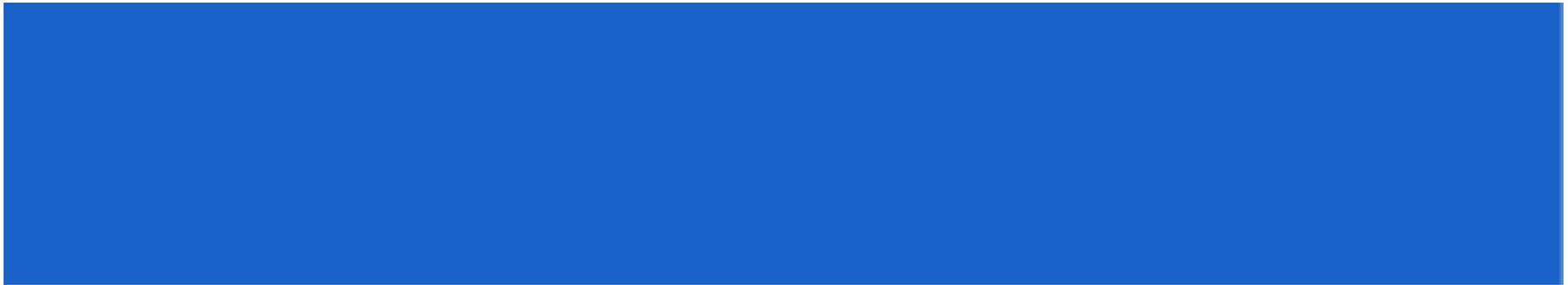


## Recommendation:

- *Use the golden yellow and azure blue only in the logo.*
- *Develop secondary corporate colours - BPCL yellow and BPCL blue as additional colours.*
- *(Even using colours as tonal variations and textures should be explored)*



# The secondary Corporate Colours:



# The additional House Colours:



The main base colour, pure white is too stark and clinical.

## Recommendation:

- *Use a variation of white - 'egg-shell-white' has a warm hue to it as the house colour.*
- *The signages can make use of white - on which background the signage will stand out*



# Name of the organisation:

- 'Bha-rat-Pet-ro-le-um' is too long to pronounce
- The common reductions are 'BP' or 'Bharat pump'
- Otherwise, referred by the location or the name of the dealer.

## Recommendation:

- *The name being too long, alternatives like 'BharatPetro' or 'BPC' seems more appropriate.*

# The BPCL Logo - Lettering:



- The lettering in Roman is similar to Arial typeface in azure blue colour on golden yellow background.
- There are other fonts that are more appropriate to expressing the corporate goals.

## Recommendation:

- *To use 'Franklin Gothic Book Regular' by ITC - Roman typeface*

# The BPCL Logo - Lettering:



- The lettering in Roman:

Arial:

**Bharat Petroleum**

Franklin Gothic Book

**Bharat Petroleum**

# The BPCL Logo - Lettering:



- The lettering in Devanagiri:
  - has no relation to anything and seems out of place

Arial:

# Bharat Petroleum

Hindi:

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# The BPCL Logo - Lettering:



- Suggested compatible lettering in Devanagiri:

Kruti Devanagiri 010

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Franklin Gothic Book

Bharat Petroleum

# The background band for the Lettering:

- The azure blue lettering is on the golden yellow background - is a rigid combination without flexibility.



## Recommendation:

- *The yellow band could be reduced to a graphic element like a splash or an underline.*

# The suggested new BPCCL Identity:



# The suggested new BPCCL Identity:



Bharat Petro



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“It is far harder to design a first-rate teapot than paint a second-rate painting”

Thank you

