PROJECT 1
BEARD DESIGN STUDIO

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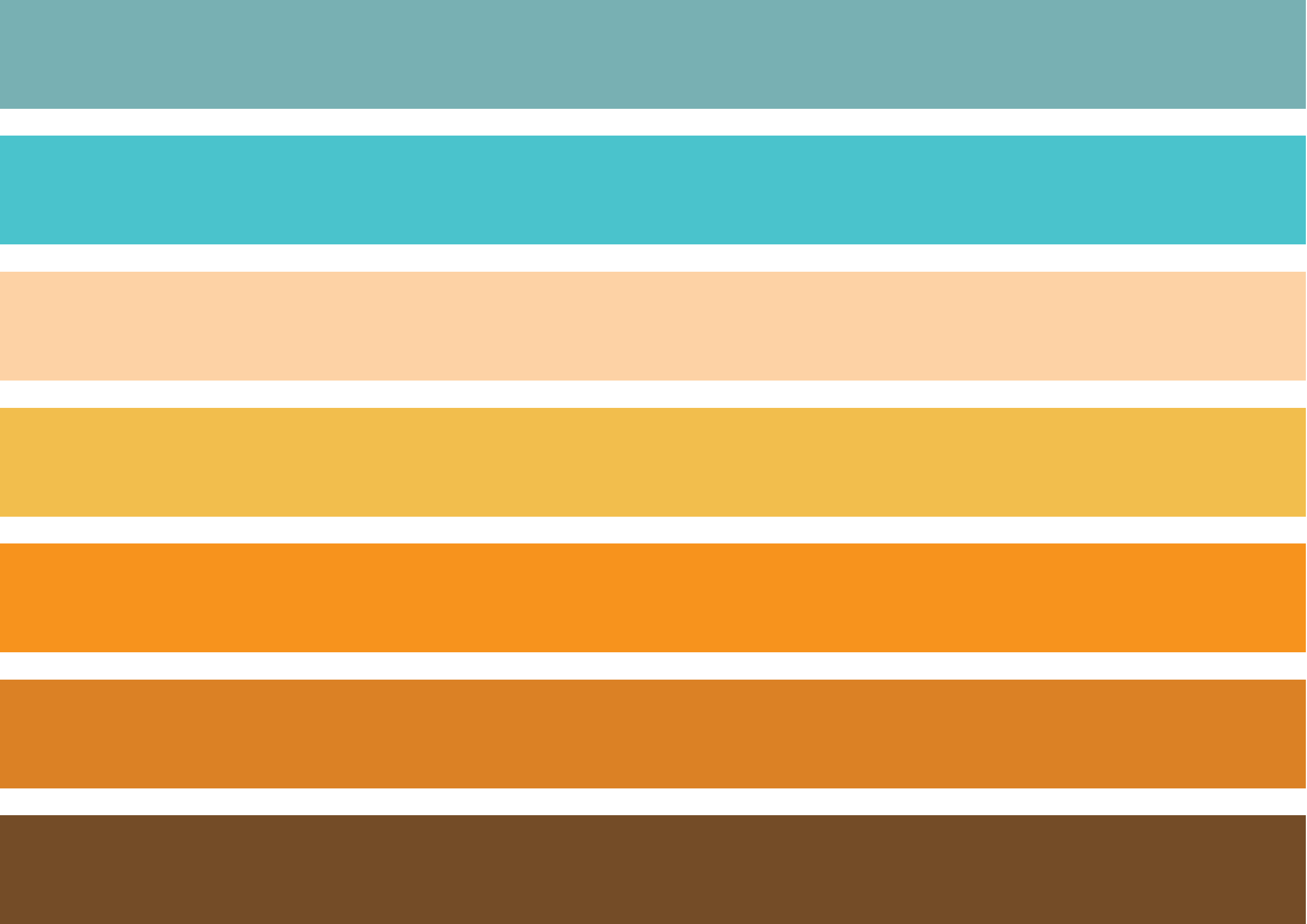
VISUAL COMMUNICATION

INDUSTRIAL DESIGN CENTRE
INDIAN INSTITUTE OF TECHNOLOGY BOMBAY

2015



Project 1

Summer Internship

Acknowledgement

I am greatful to the whole team of Beard Design, especially Abhisek Sarda (CEO of Beard Design) for giving me this project and guiding me through the internship and IDC for giving me this oppurtunity to travel and to work with a design firm on a summer project.

Ayesha Rana
7th July, 2014

Declaration

The branding project for Opinocchio has been carried out during the Summer Internship Program 2014 at Beard Design in Goa.
The undersign hereby declares that this is entirely an original work carried out during the span of the internship and has not been plagiarized in part or full from any source.

Ayesha Rana
7th July, 2014

July 2, 2014

To whomsoever it may concern,

This is to state that Ayesha Rana interned at Beard Design from May 2, 2014 to June 21, 2014.

Abhisek Sarda
CEO, Beard Design

About the company

Beard Design works with Entrepreneurs and Start-ups on Branding and Design Projects. It helps emerging companies build brands, create effective marketing communication and design web and mobile experiences that users love. They run several projects which help cater the passion they have for small design ideas which are very interesting. They explore much and experiment to make new digital design statements. Some of their recent projects include Imposters, Iconomic Meltdown and, Houses of Goa. These projects are creatively open and make a great resource for aspiring designers.


opinocchio

The Brief

The branding was to be done for a client that wanted to sell big and premium peanuts from the city of Rajkot. They wanted a brand that could get a recall value of those close to Lays and Kurkure and wanted to promote peanut as a healthy snack rather than something which was thought as a miniscule snack. The target audience aged early 20s to so on.
The name of the brand could be anything meaningful to something that just sounded interesting.

The following branding process includes deciding a name for the peanut brand with all the secondary research to create a final packaging for it.

Key principles

Descriptive

It describes a particular feature or benefit. If focused on a point of difference, it can set a product apart from competitors. It's literal, easy to get and not costly to build.

Evocative

A brand name should be evocative and reflect what is different and desirable about the brand. The name necessarily doesn't have to reflect the product itself, but its qualities and the feelings associated with it.

Abstract

These are invented words that aren't obviously linked to a product. An abstract word can be created to appear familiar to speakers of lots of different languages. They're sometimes constructed by truncating two or more 'starter' words.

Pleasant

It's good to choose a comforting or familiar name that evokes pleasant memories so customers respond to the business on an emotional level.

Visual Expression

A brand name should not only sound good but should also have the potential to be visually expressed. This helps in creating a picture in the mind of a consumer and also helps in translate the name into a good logo. People remember pictures more easily than they remember words and letters.

Target aundience

It is important to keep the target audience in mind. For eg. If the brand is a premium clothing company for men and women, then the basic criteria for the name should be something which is gender neutral and premium sounding.

Phonetics

There might be words which have a good meaning and might be relevant to the brand, but may not be so easy to pronounce. If consumers struggle to pronounce a name then it makes it difficult for them to remember the same.

Different types of brand names

Compound

Consist of two words put together, with the first word receiving more emphasis on pronunciation.
Example: FACEBOOK
YOUTUBE

Blend

A combination of two words where each name has two parts, at least one of which is a recognizable portion of the word.
Example: MICROSOFT (Microcomputer+Software)
NETSCAPE (Net+Landscape)

Tweaked Words

Words that have been slightly changed in pronunciation and spelling–usually with a letter replaced or added. Helps in creating new words that are both meaningful and unique.
Example: ZUNE (Tune)
ATENNSA (Attention)

Puns

Words or phrases that have been modified slightly to evoke an appropriate second meaning.
Example: FARECAST (Forecast)
WRITELY (Rightly)

Repeating Vowels

Short brand names which are either real words/ names or made up words.
Example: ZARA
ZOOZOO

Family Names

Names which are short and give personality to a company. It could be either made up or something which has a connection with the company.
Example: FORD
JOHNSON & JOHNSON

Initials and Acronyms

Names made up of the first letter of each word in a much longer phrase. The key is to make sure that the acronym sounds good while you say it.
Example: BMW (Bayerische Motoren Werke)
AOL (America Online)

Mispelled Words

Words which are misspelled to make them more distinctive.
Example:GOOGLE (Googol)
FLIKR (Flicker)

Names suggested

Zippea
Nompea
Nom Nom
Minichews
Gobble
Gobby
Kirikiri
Chom Chom
Dana Singh
Bits & Bots
GoPeCo (*Goa Peanut Company*)
Big & Brown
O P Nuts
O! Peanuts
Cruncho
Chomp Chomp
YOCO (*you only crunch once*)
The Crunch Company
The peanut project
Baka

Kinds of Logo

Symbol or Icon

This type of logo represents the company in a simple but bold manner. The human mind can easily remember a simple form much easier than a complex one. It's best to use a simple symbol or icon if you plan on building a large business.

Word Mark

These are uniquely styled text logos that spell out the company or brand name. Many times, custom fonts are created specifically for brands to use across all their marketing and branding collateral.

Letter Mark

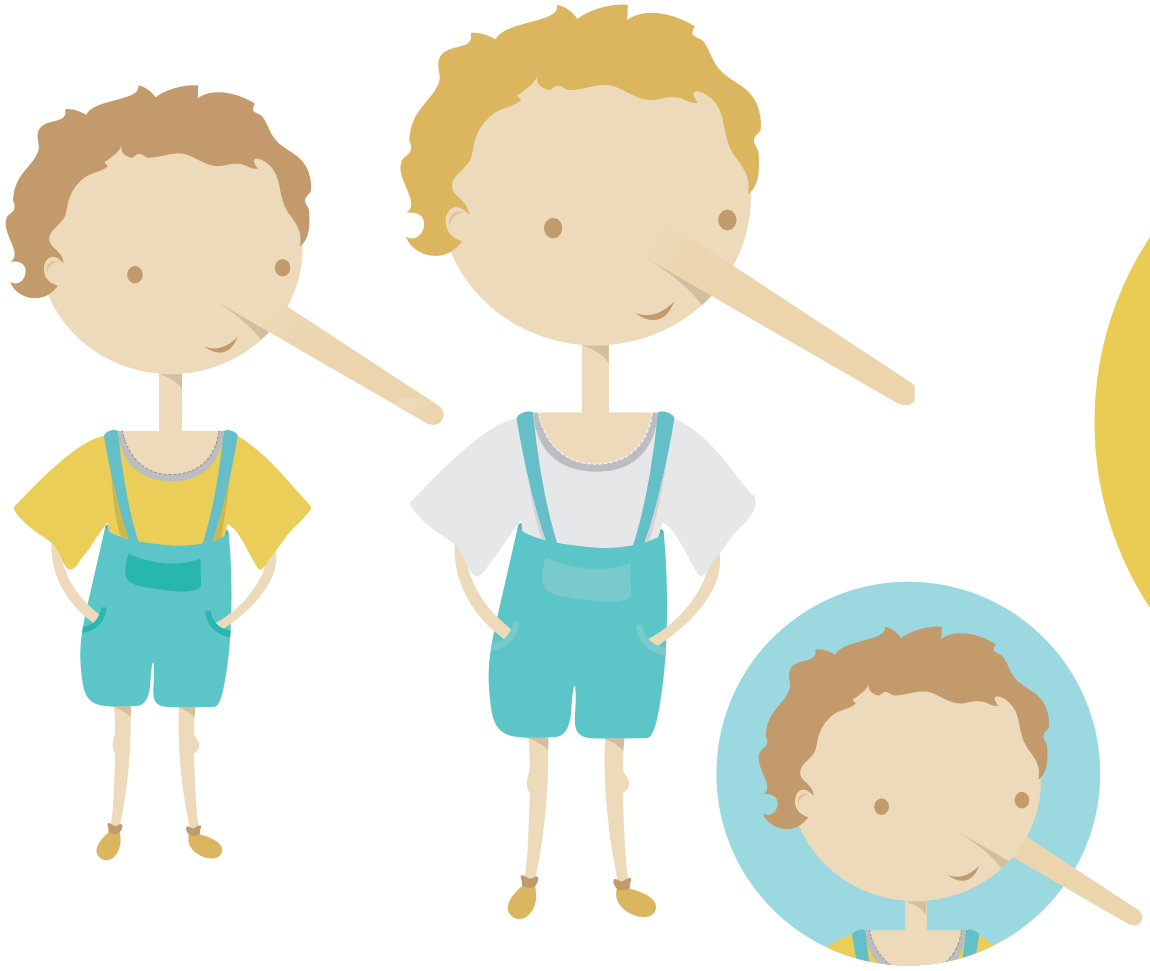
Lettermarks are exclusively typographic. They use a symbol representing the company through the use of its initials or the brands first letter. Many companies choose to use this type of logo because their initials can better graphically illustrate the company better than the full name (name is too long) or the name is hard to pronounce.

Combination Mark

These logos combine a wordmark and a symbol or icon to give the flexibility for the use of either or both elements across a variety of applications. A well-designed combination mark looks just as good with the elements separate as it does with them together.

Emblem

An emblem logo encases the company name within the design.



Since we needed a character to be a major part of the branding, we decided on making an emblem logo and incorporate the character within. This was a first trial of designing a character and so I was asked to explore a little more on the different kinds of illustration style for the logo.

Creating an Identity

Logo Variations

The next exploration was on the disney character itself. I tried giving it an oldstyle look by using such a technique and colour scheme. I then made it a two colour logo if it was suppose to be screen printed which would reduce the overall cost.
But thinking of the copyright by disney on the character it was decided to work on something entirely new.

These logos were rejected on the basis that it would not be much clear if the logo was reduced to a very small size.

Creating an Identity

Character Development

Character Description

Keeping the features of Pinocchio entact I decided to make a caricature of it with old pastel colours. The illustrations above have different hairstyles and stoke colour to fit the look.
This was rejected too and i was asked to make a proportionate sized character with the same face.

Character Description

The above character was finally approved and following it are its black and white versions for an old style logo and the different postures of the coloured character for packaging and website.

Creating an Identity

Logo Variations


OPINOCCHIO


OPINOCCHIO


OPINOCCHIO


INTO EXISTANCE FOR 7600 YEARS
A PRODUCT OF BEARD DESIGN

Opinocchi


OPINOCCHIO


OPINOCCHIO
INTO EXISTANCE FOR 7600 YEARS
A PRODUCT OF BEARD DESIGN
OPINOCCHIO


OPINOCCHIO
INTO EXISTANCE FOR 7600 YEARS
A PRODUCT OF BEARD DESIGN


OPINOCCHIO


Opinocchio


opinocchio

#76B0B2

Final approved Logo

Description

The logo is an emblem and incorporates a part of the character designed. It fulfills the requirements of the client. The colour used are subtle and goes on any background colour.
The font chosen gives an overall hand-written and a casual feel to it.

Font used: Kaushan Script

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789

#3DC4CC

#FFD3AB

#F0BD60

#FA933B

#DB7F39

#764C2E

Creating an Identity
Other Characters

Character Development



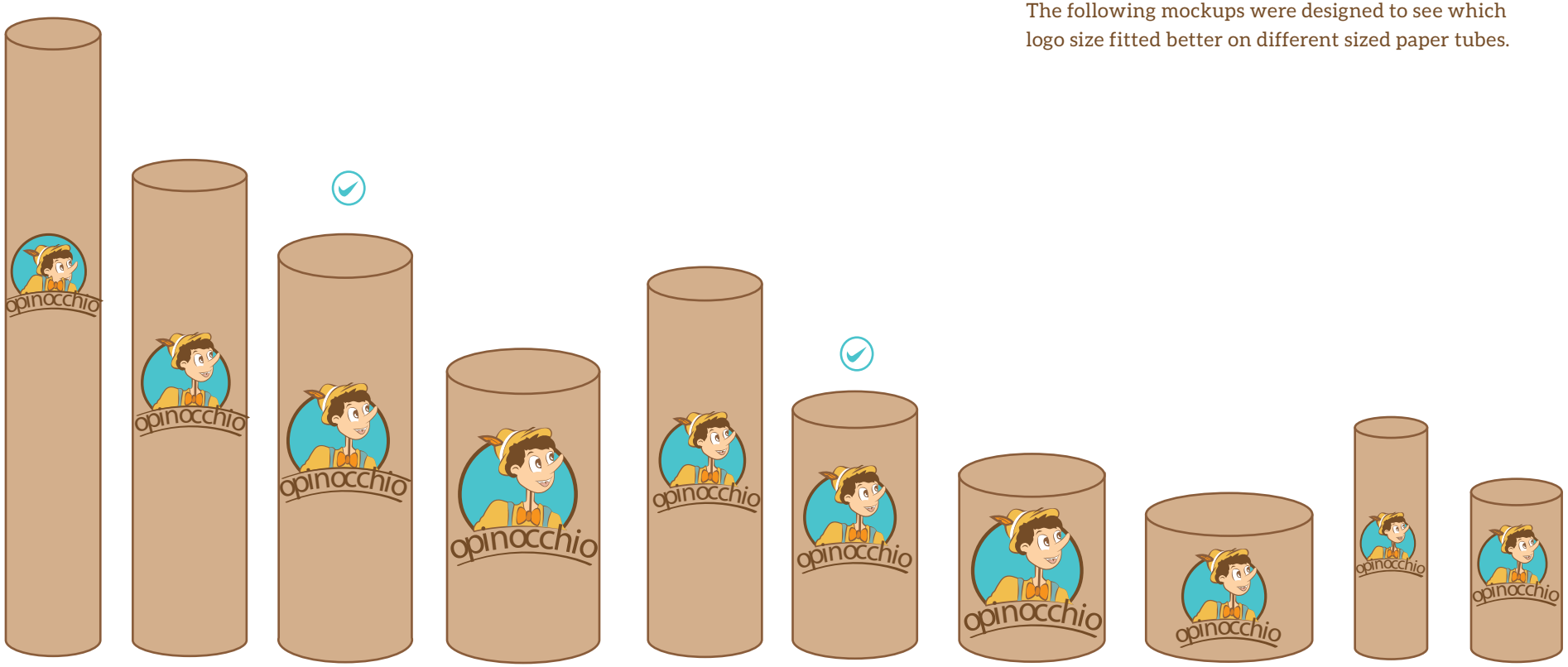


Character Description

The other characters made were supporting characters to Pinocchio and were designed to be used on the packaging and the website.

Mock ups

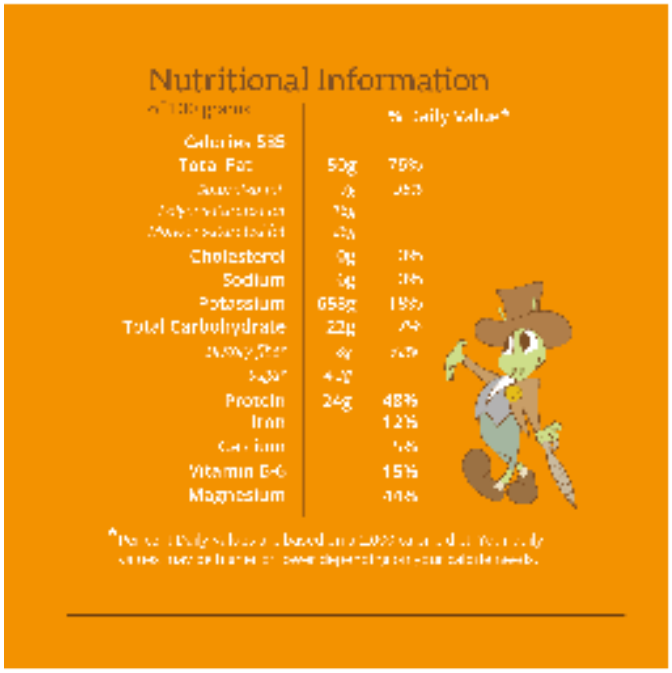
The following mockups were designed to see which logo size fitted better on different sized paper tubes.



d= 50 h= 300	d= 60 h= 250	d= 70 h= 200	d= 80 h= 140	d= 55 h= 170	d= 60 h= 110	d= 70 h= 80	d= 80 h= 60	d= 40 h= 120	d= 50 h= 85

All dimensions in mm

Packaging

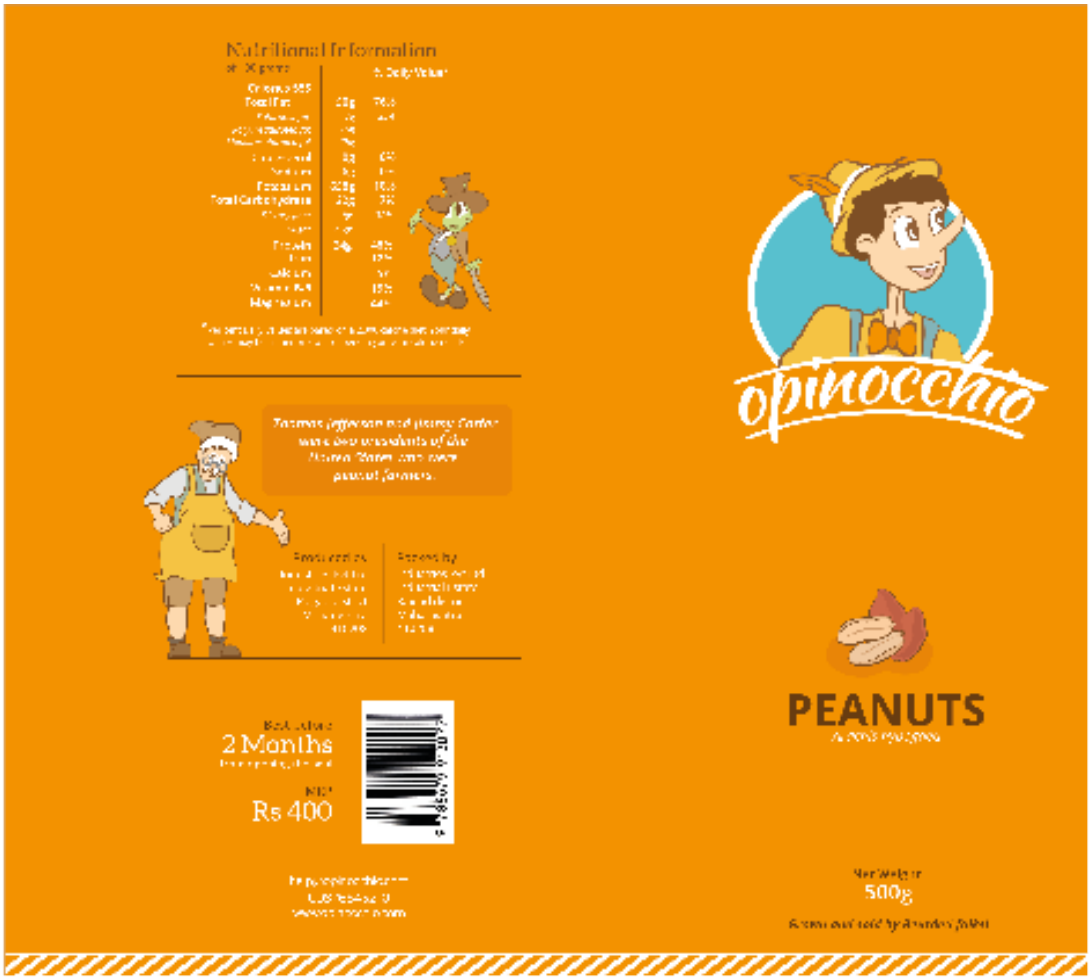

Nutritional Information
% Daily Value*
Calories 585
Total Fat 50g 70%
Cholesterol 0g 0%
Sodium 0g 0%
Potassium 658g 19%
Total Carbohydrate 22g 7%
Protein 24g 48%
Iron 12%
Vitamin B-6 15%
Magnesium 11%


PEANUTS


Thomas jefferson and jimmy Carter were two presidents of the United States who were peanut farmers.
Produced by
Packed by
Best before
2 Months
MRP
Rs 400

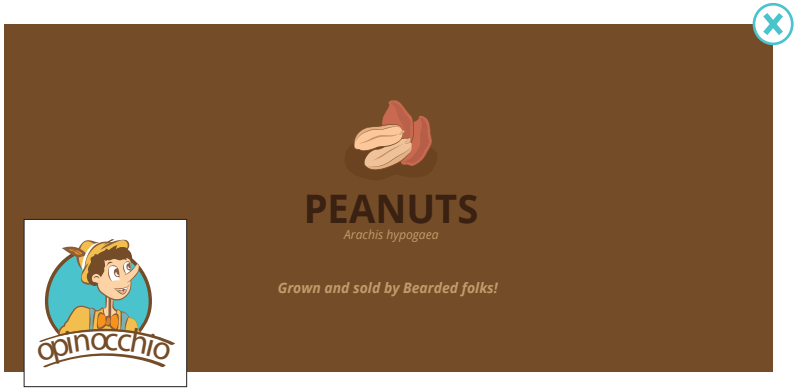
Packaging

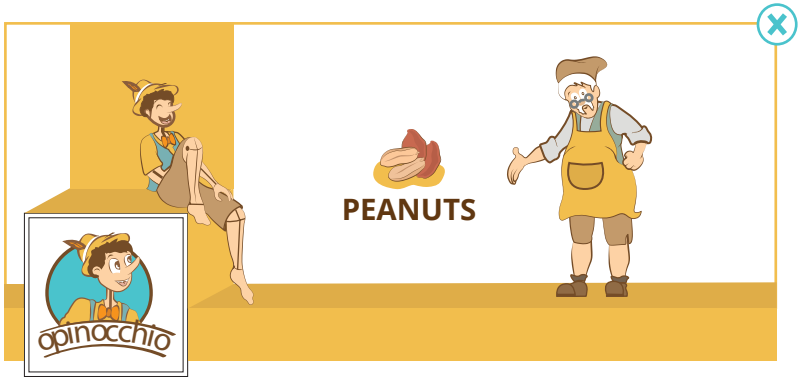
Surface Layout and Mockup

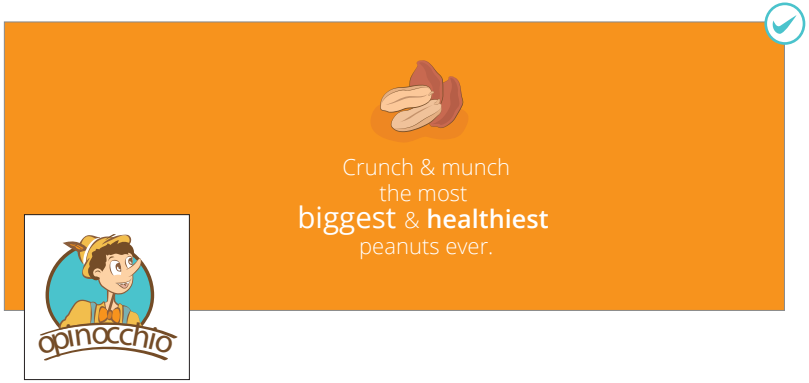


Digital Promotion

Facebook Display Picture and Cover Photo







Conclusion

It was a great opportunity to intern at Beard Design, one of the leading design studios in India who puts innovation and creativity at the top.

The work environment at Beard Design was excellent and I enjoyed working with like-minded designers and developers. One of the important thing I learned from the way Beard Design works is to come up with sensible work plans and communicate this to the client. The primary thing here is that I have acquired great processes in the way I work on a project. Rather than starting straight into the illustration step, I understood the importance of planning and ideation as well as reality check. People often tend to do too many things at the same time and later find it difficult to deliver.

I learned much about branding and design strategies for startups. For a startup it is important to understand about their product in depth to be able to come up with creative ideas.