

Summer Internship Project Report-2013 (20 May to 20 June)

# **Branding of Flower selling company**

Guide - Mr. Sudarshan Dheer

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# Acknowledgments

You can design and create, and build the most wonderful place in the world. But it takes people to make the dream a reality.

Walt Disney

I owe my thanks to Mr. Sudarshan Dheer the Great master of corporate identity and Graphic design who gave me opportunity to work and learn under him with highly creative and presses oriented environment.

This project could not be fulfilled without the encouragement of Prof. G. V. Sree Kumar who wrote Mr. Sudarshan Dheer to give me opportunity to learn and work with him. Very sincere thanks to Prof. G.V. Sree Kumar sir.

I also want to acknowledge Mr. Nirmal Biswas sir who also encourage and suggested me to work with Mr. Sudarshan Dheer.

And last but not least I would like to thanks Mother Nature and all designers who always inspired and fascinated me with their creations.

# Abstract

Branding and identity is a very powerful tool of communication and made a first impression whether it business or personal. It represents the company profile and its existence. It helps people to recall some brand which a little glimpse.

I have never done branding before in my design education and career. I always fascinated by simple minimalistic symbolic identities which attracts millions of people in a single glimpse. So I decided to explore most basic and serious subjects of design. I start working on an hypothetical brand which let me think about all process of establishing a brand and identity.

I start working on most important element of identity which is Logo to make other collaterals on the basis of that. I came up with many ideas and process in between the idea and final output. This time I worked only on basic collateral of branding which later can be added with other things required for promotion and establishment.

I decided to do branding of a **Flower's Delivery and Purchase Company** which would be a international. I explored some initial option which later I elaborated in my own style of illustrations as I am interested in illustration also.

# About the studio

Graphic Communication Concepts Design Studio founded in 1974 by Mr. Sudarshan Dheer, Grand Master of Corporate Identity in India. He has contributed in the world of Graphic design and corporate communication over 50 years. Among his many established works are logos of HP (Hindustan Petroleum), Titan, Essar, Alawa. Mr. Dheer has many Indian and international awards in his pocket among them "National Award in design" and "Advertising Club of India" notable. IDC, IIT Bombay presented him Grand Master Award in 1st India IcoGada Design week.

## Graphic Communication Concepts specialized in:

|                      |                    |
|----------------------|--------------------|
| Corporate Identity   | Research           |
| Naming System        | Brand Architecture |
| Corporate Literature | Advertising Design |
| Corporate Signage    | Corporate Films    |
| Corporate Packaging  | Book Design        |
| Standard Manuals     | Electronic Media   |

# Background of Internship

As I never had chance to work on branding I decided to take it as my project 1 under the supervision of Mr. Sudarshan dheer on Branding of “**flower’s Delivery and Purchase Company**”.

Design Process

Thinking and discussion

Thinking and discussion is the most important part of design process so all this started with discussing:

What brand to choose?

Why Particular brand?

What will be the Brand Name?

Who will be Target People?

How will be the brand looks Indian or international?

## What brand to choose?

I had explored many areas of clients to work on their branding. I thought of redesigning some existing brands. And some business where I could explore a new thing with all basic brainstorming and thinking. I made a list of many businesses to work on:

1. Automobile
2. Mobile company
3. Sports accessories
4. Flower Company
5. Departmental store
6. Music shop
7. Tea
8. Food products
9. Clothing
10. Computer good
11. Cold drinks

## Why Particular brand?

Out of the list I decided to work on **Flowers Company** because there's only one few established brands in India among which "ferns n petals" is known with its store everywhere in country. So there's less work on flowers brands happened in India and I found it unique too. Also I found it unique because I want to work with colors and since it's a flower brand I would be able to explore with colors and shapes by making informal and experimental stuffs.

## What will be the Brand Name?

I thought of many names which represent the flowers essence and its identity by name first which also should be unique. I wanted it to be somewhat Indian and international also. I wrote down many names Indian and western as well to have an overview later. By writing as many as names it was helpful for me to later think and decide how it sounds like. I made a long list but here I mentions only 21 names which I thought suitable.

I came up with names like:

- |                               |                           |                       |
|-------------------------------|---------------------------|-----------------------|
| 1. Phoolwala ( Flower seller) | 9. Song of fragrance      | 18. Bloom of heaven   |
| 2. Mali (Gardner)             | 10. Garden of angels      | 19. Rainbow bouquet   |
| 3. Phoolwari ( Flower field)  | 11. Freshika              | 20. Morning fresh     |
| 4. Flower valley              | 12. Greetings             | 21. Bloomed in heaven |
| 5. Green petals               | 13. Redolence             |                       |
| 6. Earth & colors             | 14. Aroma Love            |                       |
| 7. Soft petals                | 15. Symphony of fragrance |                       |
| 8. Garden fresh               | 16. From Angels garden    |                       |
| 9. Song of fragrance          | 17. A gift                |                       |
| 10. Garden of angels          | 18. Bloom of heaven       |                       |

With discussion with Mr. Dheer I decided it to be name an international brand so I would have certain freedom. He asked to design it internationally so that I could explore a style which could be accepted by everyone and use of metaphor would be global.

I come up choosing two names which suites best for an international brand and completely represents the flowers company as well are **“From Angels Garden”** and **“Bloomed in heaven”**. Both has an essence of freshness, organic feel and purity which also reflects the class.

Between these two I decide to work on **“From Angels Garden”** because flowers we see as a pure heavenly things. These made someone feel special and these are very occasional things to present. Angles are very pure as we and also a international name and garden is a very understood metaphor for flowers.

To make the name simple **‘From Angels Garden’** I removed “from” so finalized the name

# **“Angels Garden”**

## **Who will be Target People?**

The target people could be any one who is the part of society and understand the importance of flowers in once life to show love, care and affection. I also try to target people from different backgrounds and with different necessity. Most of the buyers are youngsters and a particular high class of people who are used to of buying flowers and come from the wealthy society

## **How will be the brand looks Indian or international?**

Society who deals with flowers in their day today life is enough sensible to understand a classic and international design. I decided to make it classy and international so that it could be present as a global brand rather than being region centric. Since I wanted to attract people from different religion and background I did not wanted to make it look in single line of consumer by not using particular theme and colors.

# Design Process

## Contents of branding

1. Logo
2. Visiting card
3. Brochure
4. Letterhead
5. Envelope
6. CD sticker
7. CD cover
8. Folder

# Logo

I start working with letter “A” and “G” those are initials of name “Angels Garden” which is added by wings to represent angels and petals to depict flowers. I took references from angels and cupids paintings from renaissance paintings. I choose European paintings because these are known globally by people and very familiar among. Also these have very unique soft postures and beautiful expressions. They also made me to take as a source of references because I wanted to use wings as a metaphor of angels as it was in the name of the brand.



cupid-and-psyche-1875



Gaudenzio Ferrari (Northern Italian Renaissance artist, c 1471–1546) The Annunciation Angel Gabriel before 1511



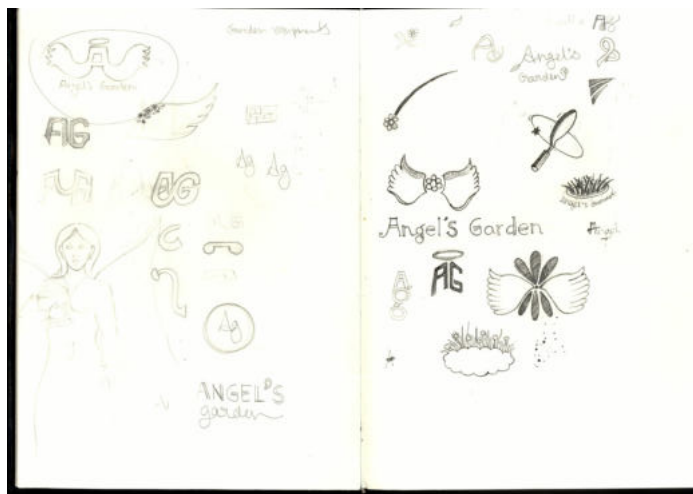
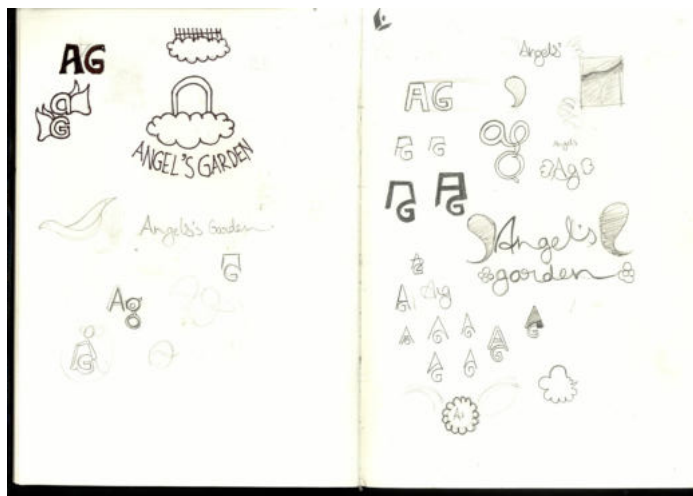
Artist: Pietro Perugino  
Completion Date: 1470  
Style: Early Renaissance



Cupid Sharpening an Arrow  
Artist: Antoine Charles-Joseph  
Location: Hermitage Museum  
Medium: Oil Painting on Canvas

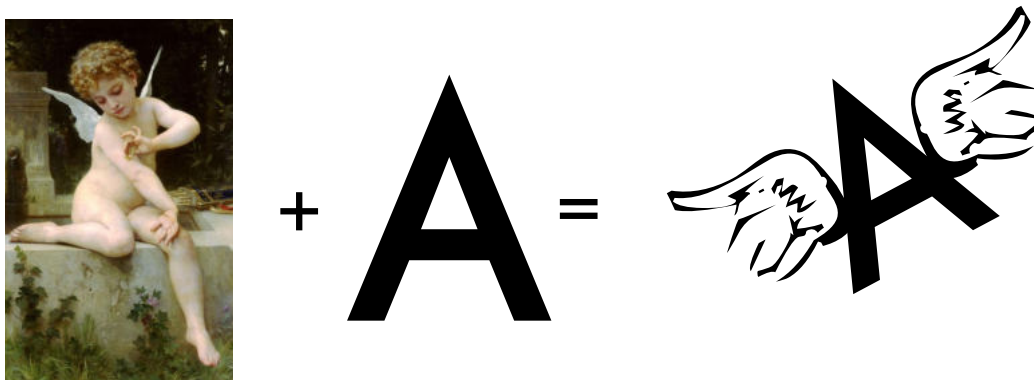
# Scribbling

I Start scribbling in my sketchbook and trying out some very basic symbols by using elements of flowers and angels and also play with words and letters.



## Initial outcome

I came up with the idea of using metaphor as I attend a lecture in our one of “Art Design Sociality” lecture which was on how to use metaphors without beings to narrative. So I decided to combine angels and first initial of name. I also explored many variations of fonts to see what suites best for this name.



Angel's  
Garden

**ANGEL'S  
GARDEN**

**Angel's  
Garden**

Angel's  
Garden

ANGEL'S  
GARDEN

*Angel's  
Garden*

ANGEL'S  
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**ANGEL'S  
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**ANGEL'S  
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Angel's  
Garden

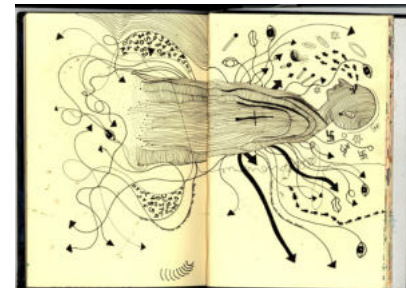
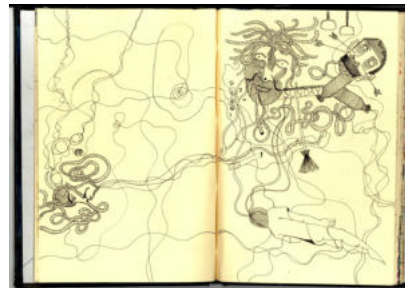
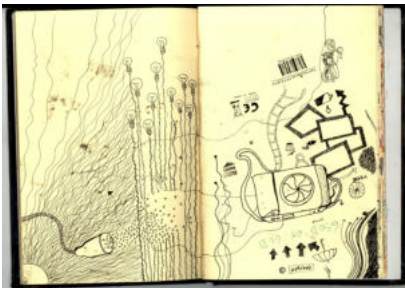
By discussion I decided why not to show angels holding flowers. I did some sketches angels holding flowers. Flowers are always shown as fresh and young objects so I did some baby angels sketches and decide a classical and formal design of logo. I used cupid those are also considered as baby angels in renaissance artworks. I inspired by renaissance paintings and take the expression and posture

### Style of logo

Since a long time I am doing illustrations with rotering pointed pens and trying to develop a particular line art style. During my interview I showed Mr. Dheer some of my works with line art illustrations so he recall it during logo design process and said

***“try something new don’t stick with existing style which already happened why don’t you do it in your own style of illustration”.***

So I took it as a challenge which first seems me very difficult because I never imagined that this very complicated style of illustration could also be developed into a simple symbol and how will I make logo visible with thin and detail line which may not be appear legible when printed small. Parallely its should not lost its symbolic quality.



I did some sketches and made angels in my illustration style. Initially it was looking fine but when I made it small it was less visible so I removed some lines and kept few lines in the logo so that it was coming out as my illustration style and visible as well.



*more lines*



*Minimum lines*

## Final logo

Once the main element is done I copy and reflect it to give a symmetrical and classic-formal look. Which is very similar to many formal and classical logos on cigarette brands I want it to keep in single color because it might lost it formal essence. I used flower bunch in final logo instead of using vase which was not much visible before and making logo heavy. By adding flowers vase in center and using ribbon it was enough classical.



ANGEL'S GARDEN PVT. LTD.

# Fonts

Without distracting its classical and formal look I wanted to use font which would be readable and legible also. I come up with many fonts like

1. Perpetua

2. Georgia

3. Bodoni MT

4. Colonna MT

And

5. OPTIMUS PRINCEPS

OPTIMUS PRINCEPS I found most classical and suitable font because of its beautiful strokes and most importantly its strokes are not equal and stuff which seems like sprig of flowers plants.

Colonna MT I used in brochure to give heading names of flowers which was suited well because of its double strokes giving a sprig looks with small serifs.

# Background

The background for the collaterals of branding I used rough paper brown texture to give it a natural look which I take as neutral color. I also think of using this background because I don't want some color to clash or mix with colors of the flowers as they come in variations. Brown paper is also depict the earth and soil from where any plant grows.



# Background Illustration

I wanted to use manual illustrations as much I can so I used hand drawn illustration which I cud use in all collaterals as a background so I prepare a floral background with rotering pen. I used most commonly used flowers in bouquet and made a detailed illustration which i planed to repeat everywhere in design like some pattern behind. I made separate illustration for letterhead to make it unique by using it light in background



## Result and final outcome



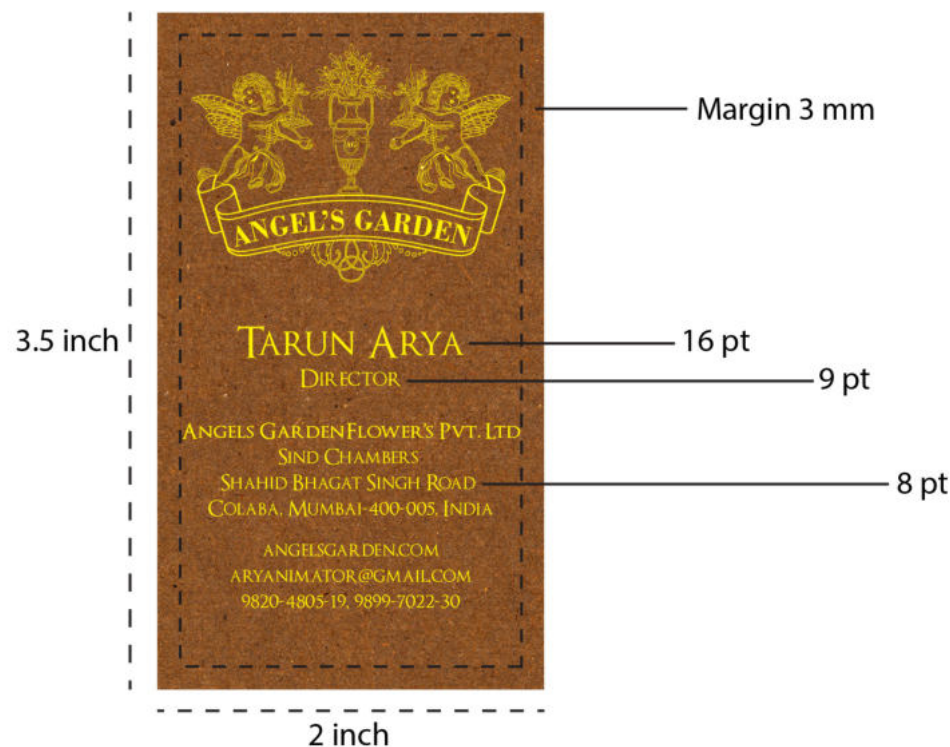
ANGEL'S GARDEN PVT. LTD.

**Logo**

## Visiting card

I explored and searched for different designs for visiting cards. Some were good and interesting but not much compact to keep in pocket like I thing to make some folded and with cutout illustrations.

I also explored horizontal and vertical both kinds of shapes between these vertical design was more suitable for me as it gives a prominent space for my logo and with the base support of text below. For size it was quite confusing because I wanted o go for a unique size but since have to follow some international standards for sizes I kept it 2X3.5 inches.



Front



Back



# Envelope

I didn't much play with the size of envelope because it was meant to send all over the world and should be acceptable in world standards. So I make it 230X110 mm. I gave a white space of 90X40 mm to write name and address as the brown background of envelope will not be usable for writing.

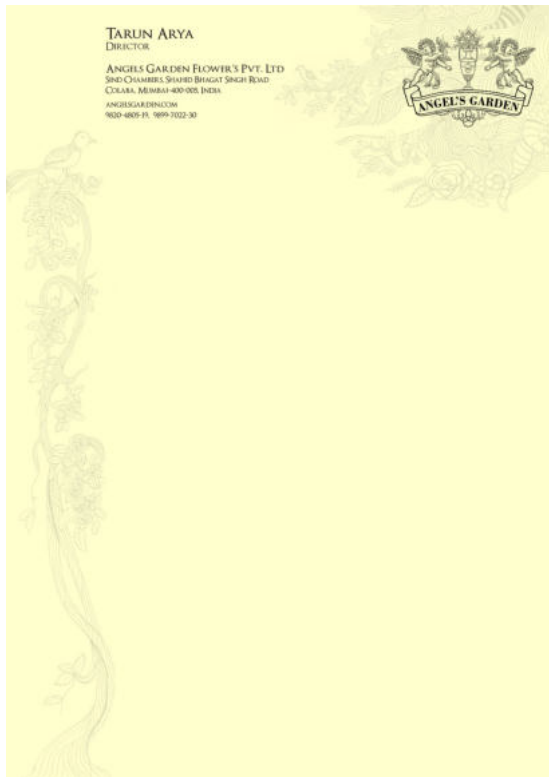


## Letter head

Letter head size is A4 and it cannot be change as it has to print on a printer of A4 size and letter can't be bigger because it's a very official thing. So by ignoring size aspects I explored in design and background. I used illustrations and tinted yellow color to connect with other branding stuff.

In front I used a watermark like illustration which was made by me. I placed name and address 1/3 of the top and logo I placed on right side as it would not missed if put in files by stitching in. In the back side I used same brown texture like other collaterals with the flowers illustrations to connect it to a flowers business.

**Front**



**Back**



# Brochure

Usually people rarely look interested in any brochures until they are not much concerned about the product so I wanted to try some interesting folds and also take in line of flower look so I recall it from paper folding exercise done in Prof. Nina Sabnani's module (Introduction to Visual Scripting and Screen Writing). I used the size of 10 X10 inch but for me it was difficult to get printed in little quantity so I fitted in the size of 13X19 inch paper so the size which comes out was 5X5 inches.

Inside



Outside



## CD and CD Cover

CD size cannot be changed as it must have a size 120 mm diameter so that it could be used by all viewing electronics items. It must meet the international size. I used illustration of flowers which I used in other collaterals. Cover I design 125X125 mm so that CD could be fitted in easily. But I took freedom to explore the folding mechanism. Here I also used the same background as of CD front had.





## Learning

It was my first initiative towards branding so it was very basic but highly learning task time for me. I explore the area of concept and brand thinking from roots and how think a branding and creating identity of business. I learned about different sizes of collaterals which used internationally. Best thing was I had complete freedom to choose my medium and style so I could explore and add my style of illustration in branding. I could mix and balanced design and illustration together in my works. Now I am enough confident to take another project on branding in future by following certain things I used in present tasks.

## References

<http://bjws.blogspot.in/>

<http://www.fnp.com/>

<http://www.flowerdeliveryindia.com/>

<http://www.tybee-weddings.com/tybee-wedding-flowers.html>

[http://en.wikipedia.org/wiki/List\\_of\\_Indian\\_state\\_flowers](http://en.wikipedia.org/wiki/List_of_Indian_state_flowers)

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# Declaration

I declare that this written submission represents my ideas in my own words and where other's ideas or words have been included, I have adequately cited and referenced the original sources. I also declare that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. I understand that any violation of the above will be cause for disciplinary action by the Institute and can evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Date:

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Signature

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