

CORPORATE IDENTITY DESIGN

..... **Project I**

at

COMPANY

guided by KB VINOD & BHUPAL RAMNATHKAR

..... **Reshal Shah**

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Visual Communication

INDUSTRIAL DESIGN CENTRE, IIT B

ACKNOWLEDGEMENTS



KB Vinod and Bhupal Ramnathkar
(Founders, Company)

Summer internship project has been a great learning experience and an enjoyable one. I wish to thank KB Vinod and Bhupal Ramnathkar for giving me a chance to be a part of Company. I would like to express gratitude for their valuable inputs and suggestions during the course of the project. They helped me address the design issues from many dimensions which I would have otherwise failed to consider.

I would like to thank my colleagues at Company for making my experience fun and an enjoyable one. Their inputs have helped me at various stages while working on the project.

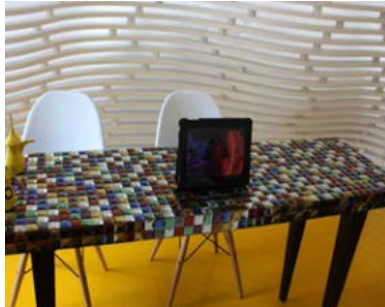
Lastly, I wish to thank my family, professors and friends at IDC for their love, encouragement and support.

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AIM OF INTERNSHIP

The internship period was of one month and this short duration was challenging enough to complete a project. I was open to any visual design project but my personal liking has been for identity design and I have always wanted to do a full-fledged project in this category. Luckily, I got to work on this itself. The aim of my internship was to try and study the possibilities of identity design and its scope along with looking at great and well-designed identities. I also had in mind to apply the learnings I gained during the first year of M.Des. at IDC and this would make my internship successful.



INTRODUCTION TO **COMPANY**

Company is a creative house founded by KB Vinod and Bhupal Ramnathkar in February, 2012. It is a design and advertising agency based in Lower Parel, Mumbai. Company believes in honesty, transparency, simplicity and originality. They are a team passionate and obsessive about quality and creativity.

Some of their clients include Fashion Big Bazaar, Caprese, Holii and Malabar Gold.

UNDERSTANDING

CORPORATE IDENTITY

During the first week, I was asked to study and understand corporate identity design by looking through examples of work done by others. I mainly looked at the case studies of works done by a few design studios along with the works that have won awards in this category. It gave me an idea of the end number of possibilities with simple logo forms as well as the scope of dynamic identities.

Continuously looking at different sorts of identity design made me realise how subtle elements make a design meaningful and functional. In the rush of being different and creative, we often add clutter, unnecessary elements and end up decorating instead of designing. But on the contrary, most of the corporate identities which looked crisp and where the purpose was clearly served were the ones that had simplicity. After all, design is what one does not see, rather than what one sees.

INTERPRETATION:

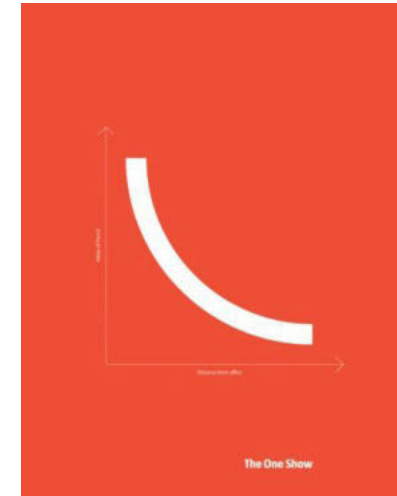
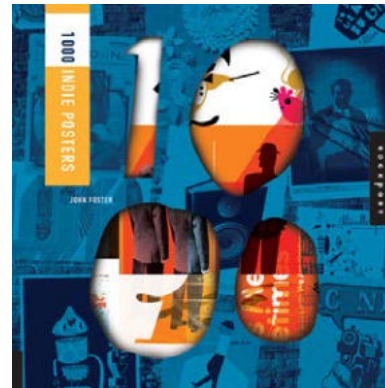
A corporate identity is the face of a company or a product. Public or the clients or the employees look at that company or the product through the brand developed by the corporate identity. It reflects the company's or products's background and characteristics.

Looking at various examples, I realised the scope of the various devices to which this identity could be extended. A visual language can be developed where visuals, mood of the elements, colour palette, etc. are set. Along with the logo, it consists of various other things like stationery, signage, collateral material, merchandise, space branding, environments, etc. Usually, a brand manual with a set of guidelines (such as how to use the logo and other visual language elements, their placement, restriction, etc.) is given to the client.

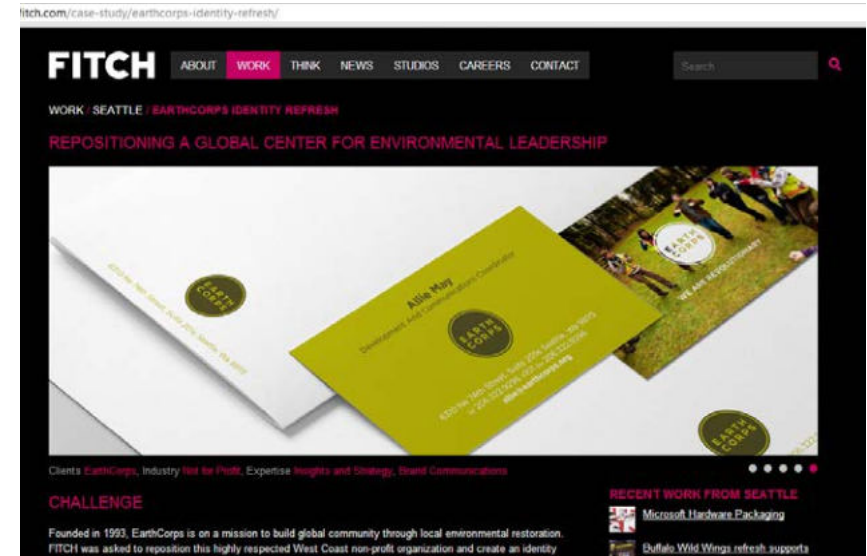
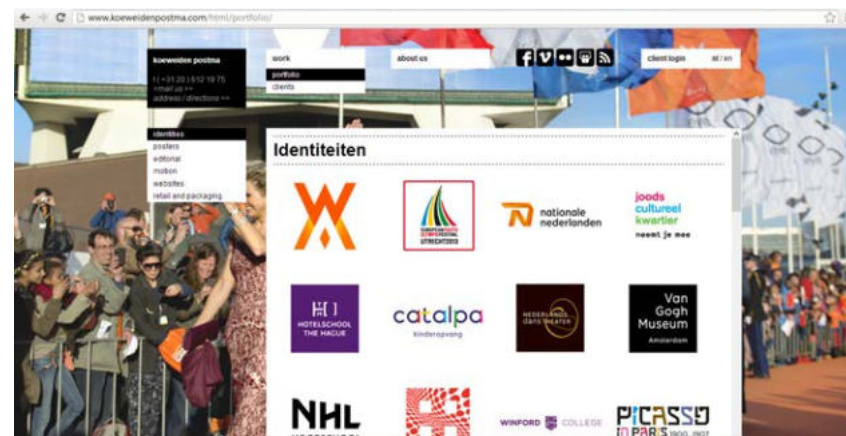
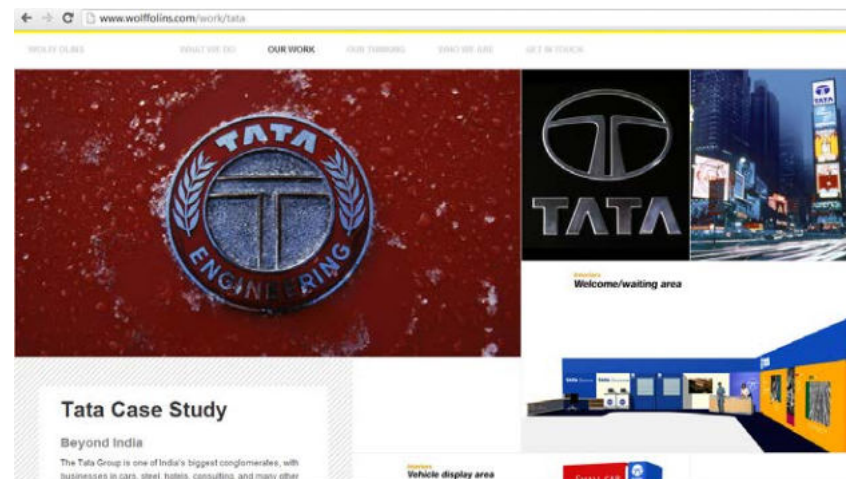
The first means of learning about any subject is books. The following are a few of many books that were suggested by my mentors.

A few books belonged to Company while a few others were provided from Umbrella's library. Though all of them are not meant for identity design, they do inspire and open one's mind towards visual language and the world of design.

(Some images shown are clicked by me while some of them are google images of the covers of the books that I read.)



Along with books, I kept looking at works of different design studios in the category of identity design, works on portfolio websites, logos on various company websites. I got to see a lot of case studies online which served as an eye-opener to the wide possibilities.



projects/view/49/IDTV-Media-english/

Lava is...
A design agency founded in 1990. Read more...



TUBE: LAVA IN 89 SEC...
Everything you want to know about Lava in 89 seconds. And more...

AT THE MOMENT WE ARE WORKING ON...
Human, Waternet, Elevate, Young Pianist Foundation, Toneelschuur, Emma, The Netherlands film fund, Ministry of Foreign Affairs, Consumentenbond, MMKA, Istanbul Biennial and many more...



ONLINE SHOP

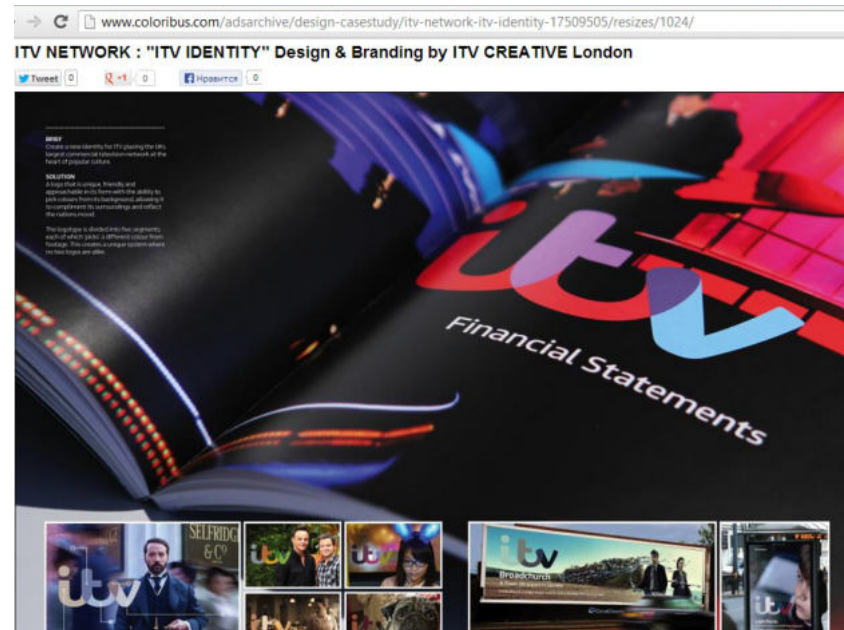
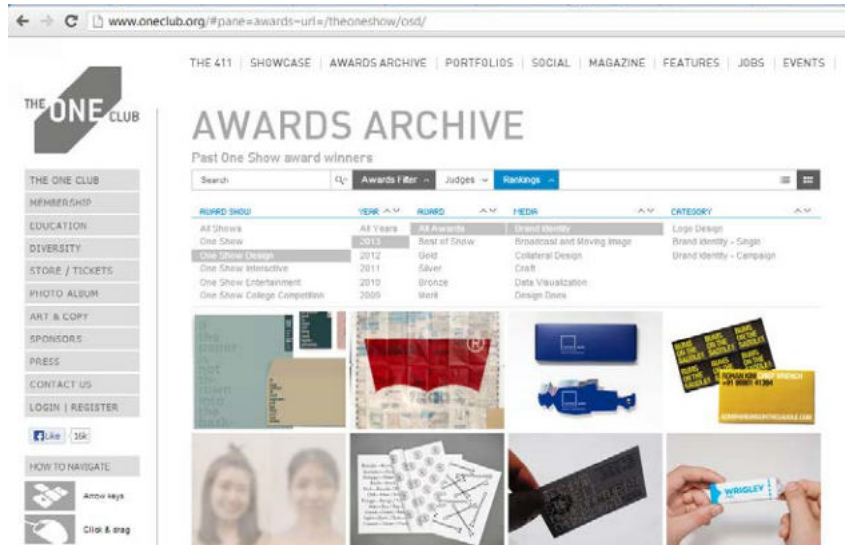
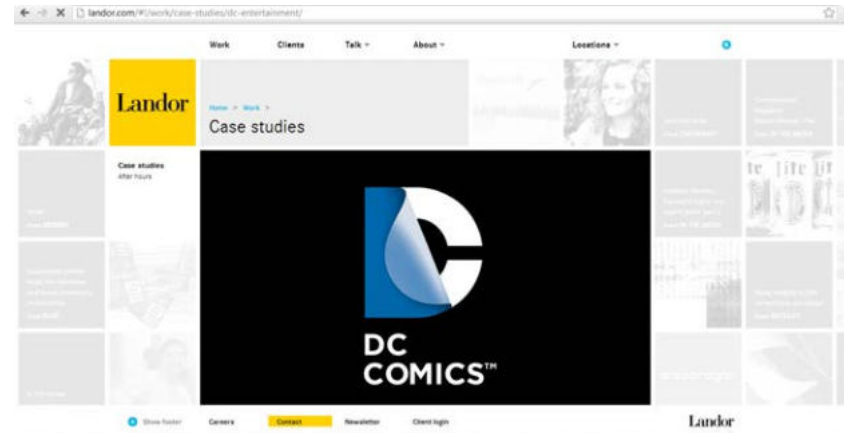
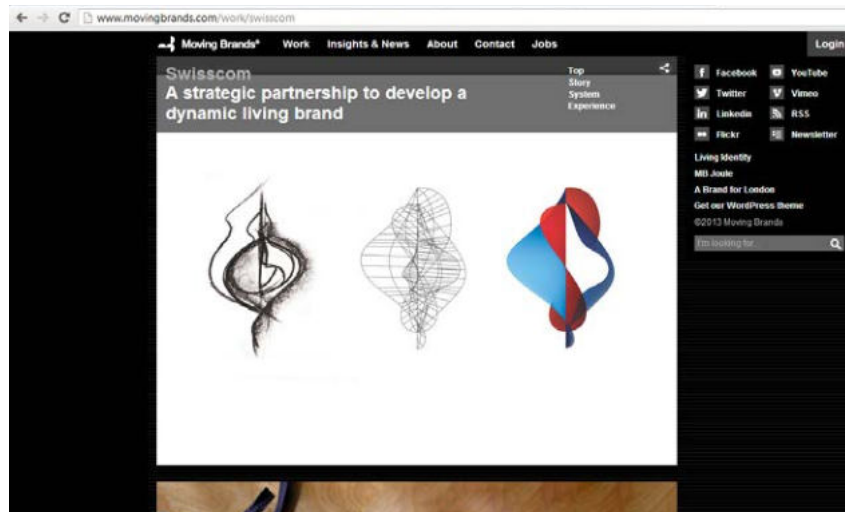


IDTV

IDTV is the second largest independent production agency in the Netherlands, and is at the forefront in development and production of tv programmes, films, documentaries and events. An innovative company should have an innovative identity.

LAVA developed the identity in close cooperation with the board of directors of IDTV. The pixel, the base for all images on screen, was used as a visual DNA.

LAVA created four unique pixels in different combinations and on a different scale, that enable an endless range of designs. This helps not only to represent IDTV's current activities, but also offers the space to incorporate new initiatives. Whatever you design with it, it's always IDTV.





PROJECT BRIEF

The examples I looked at so far had enriched and opened my mind to different sorts of identities designed and the various possibilities that could be explored.

Then I was introduced to the actual project that I would work on. The task was to redesign a logo and the identity branding for Crescent Lake Homes. This is a residential property project developed by an Indian industrial giant (*name not mentioned due to Company restrictions*), which needed a rebranding and a fresh identity. It should reflect premiumness and a global appeal in the ambience irrespective of the geographical and cultural backdrop. To fully understand the needs of the logo to be designed, I studied the brand in depth.

UNDERSTANDING THE BRAND

After the project brief, I was given an ethnographic research which consisted of the factors like target audience and the lifestyle which the brand caters to. This research clarified the kind of audience at the given location i.e. Chennai and their taste.

It also showed the kind of residential complex they had built and floor plan images and other exteriors.

Crescent Lake Homes, however, tries to project a global image which is unbiased by the general likings and tastes of Chennai culture. It is very modern and would make the residents feel that they have progressed into a higher living with calm and pure surroundings close to a lake and natural greenery.

Old Logo



The City (People And Behaviour)

New to township experience



Educational Centres



Transport Facilities



Preferred Housing

*Value:
Modern yet rooted*



Joint family and community building



Religious



Filter coffee

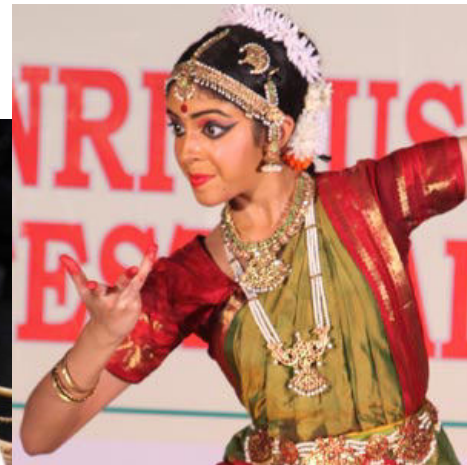
Entertainment



Music



Movies



Dance and drama

Investment preference



VS





PRODUCT OVERVIEW

Affordable and premium

Modern integrated township spread across 25 acres.

Located in one of the fast developing industrial corridors of Chennai.

Pre-certified gold rated buildings.

Affordable and premium flats, independent floor apartments, school, retail zones and two clubhouses.

Fresh and peaceful environment.

Clean surroundings, soulful lake and an uncluttered sky overhead.

Launched in Sep. 2010; phase - I sold out.

Affordable and premium





Individual floor apartments

Clubhouses



Retail zones



Amenities

CLUBHOUSE:

- Swimming pool
- Kid's pool
- Gymnasium
- Steam and sauna
- Party hall
with connected kitchen
- Table tennis
- Common shower room,
locker and toilet

SECURITY:

- 2 tier security

COMMON:

- Children's play area
- Informal sitting area
- Tennis court
- Toilets in
convenient locations

Target audience

- SEC A1/A2
- Graduation / Post graduation
- Age: 35 years +
- Local Tamilian
- Working professional



SIMILAR BRANDS

I also looked at the dominance of other local players which were competitors of our brand. It was necessary that Crescent Lake Homes stands out of the rest and also reflects the kind of homes it offers.

DESIGN BRIEF

To create a new identity, a design language had to be formulated. This design language would provide constraints of what the design should or should not follow. With the guidance of my project mentors, the following points were arrived at,

Crescent Lake Homes identity should be:

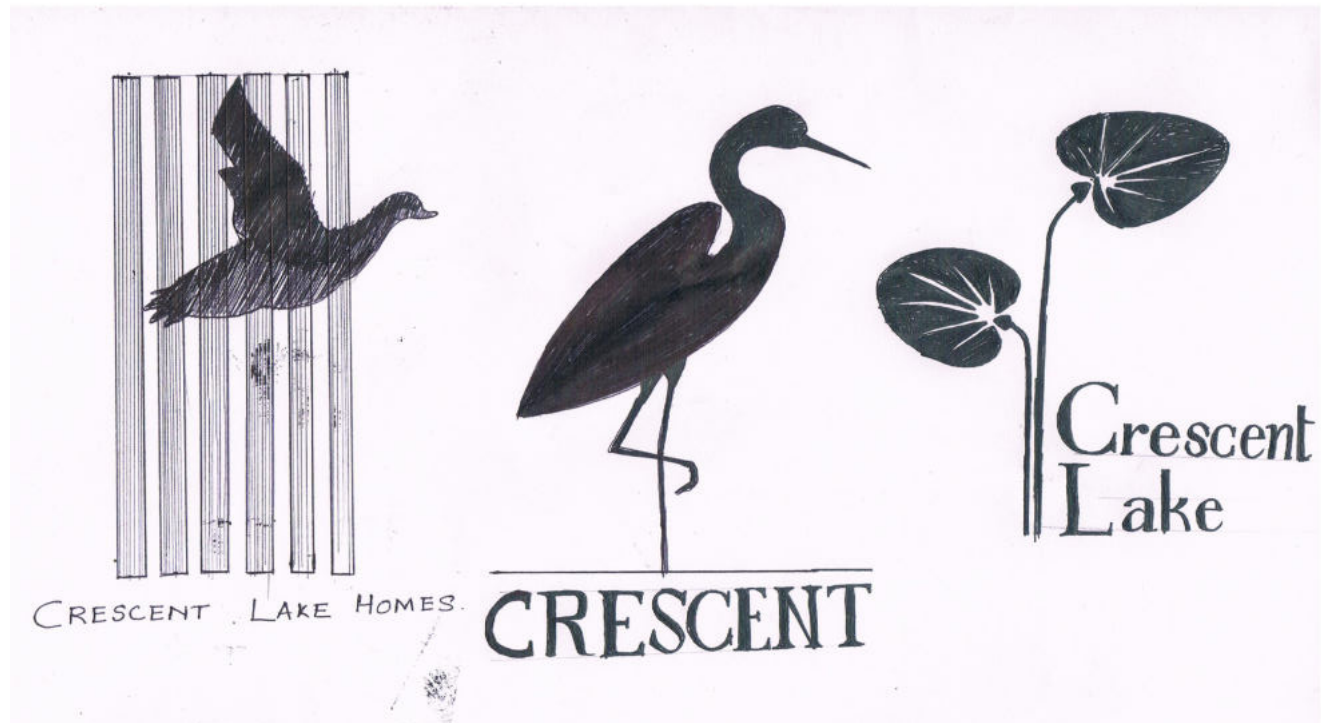
- Modern
- Minimal and crisp
- Non-decorative
- Calm and relaxed
- Should not be influenced by traditional design forms
- Give an international feel to the resident

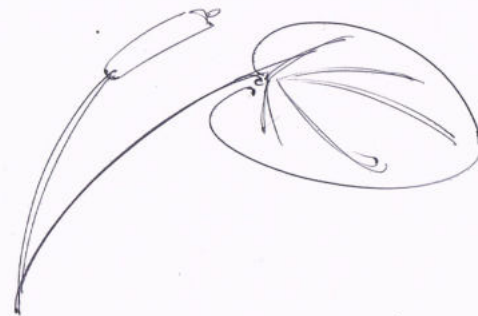
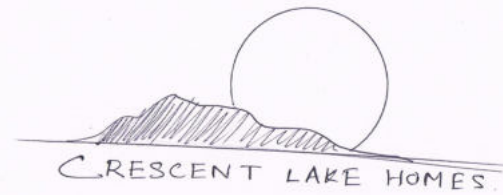
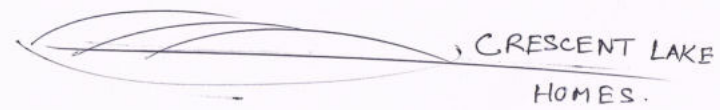
To Design:

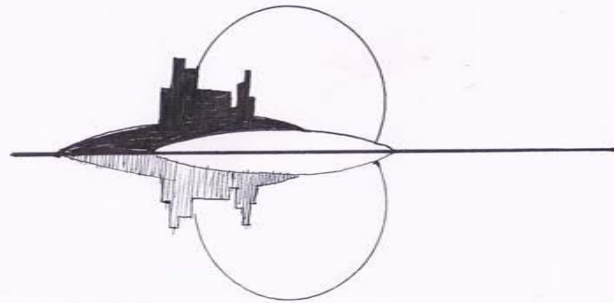
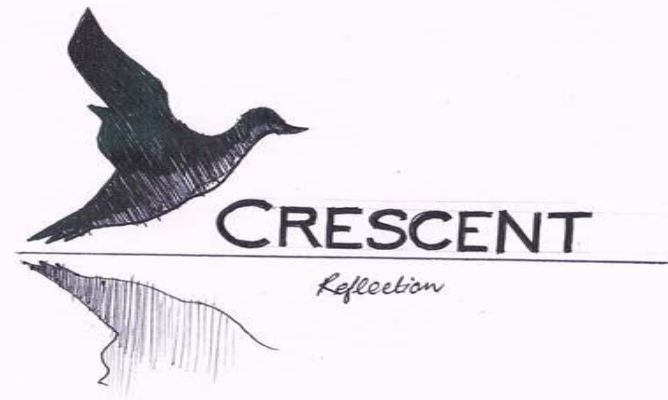
- Logo redesign
- Stationery design
- Interiors and exteriors
- Brochure design

INITIAL IDEAS

I started doodling the possibilities for Crescent Lake Homes logo that could be done within the given constraints. These are a few hand sketches that I had done during the 2nd week of my internship. From these doodles, I would pick and take forward a few ideas for digital execution.







ITERATIONS

A few ideas from the doodles were carried forward and executed as options for the logo design. These were further to be shortlisted for the final design.



Six lines suggest six buildings of Crescent Lake Homes. The flying duck is a subtle suggestion that there is a lake nearby. The blue colour is that of the lake, and a calm, peaceful environment while the bird carries the colours of a sunset that magically reflects in the lake.



The silhouette of the egret suggests the presence of a water body around. One finds these birds naturally in ponds and lakes, also adding to the aesthetic beauty of the surroundings.



CRESCENT LAKE HOMES 

Crescent Lake Homes 

Crescent Lake Homes 

Crescent Lake Homes being near the lake, gives its residents the privilege of enjoying the most natural and beautiful surroundings that one could only dream of in a housing area. Lotus leaves suggest the same in the logo with a subtle suggestion of having a lake nearby. The colours depict the premiumness of these homes.



The mood and the landscape of the calm and pure surroundings has been captured in these logo options. Crescent Lake Homes stand tall amidst a beautiful landscape with a lake nearby and an open sky overhead.

crescent lake homes

Crescent Lake Homes

Crescent Lake
HOMES

Crescent
Lake Homes

A lake which is the charm of this residential complex along with calm, relaxed mood was depicted with a subtle play of typography in these logo options.

FINAL APPROVED CONCEPT

This concept was chosen and approved by my mentors.
It was to be further refined to form the final logo.

crescent lake homes

The reason why this logo idea was approved was:

- It is not a typical symbol with elements directly related to the brand.
- It is modern, minimal and premium, reflecting the nature of Crescent Lake Homes.
- No frills or decorations.
- The logo did not need to show lake or homes or a crescent as such for it is already there in the name. All it needs is simplicity and a reflection of calmness, relaxation and peaceful environment.

(Meaning and concept behind the logo is explained further ahead with the final logo)

FURTHER REFINEMENT

After finalising the concept, I tried different typefaces and other changes to reach the best and most appropriate logo design. I worked in black and white so that the positive and negative space balance could be achieved well.

CRESCENT LAKE HOMES

CRESCENT LAKE HOMES

crescent lake homes

crescent lake homes

crescent lake homes

crescent lake homes

Changes in the character of 'c' were tried to see if the logo optically looked more balanced.

crescent lake homes



The diagram illustrates a typographic adjustment. Two light blue arrows point downwards from the top line of text to the 'c' characters in the word 'crescent' on the line below. The 'c' on the left is a solid black letter, while the 'c' on the right is a hollow outline. This visual comparison demonstrates how the change from a solid to an outlined 'c' affects the overall optical balance of the word.

crescent lake homes

Both the 'C's tilted were shouting too much and grabbing unnecessary attention. So only one of the 'c' was tilted for its symbolic meaning (*explained further ahead near the final logo*) while the first one was maintained straight.

Changes in the character of this first 'c' were tried for the logo to look optically more balanced.

crescent lake homes
↓
crescent lake homes
↓
crescent lake homes

crescent lake homes

crescent lake homes

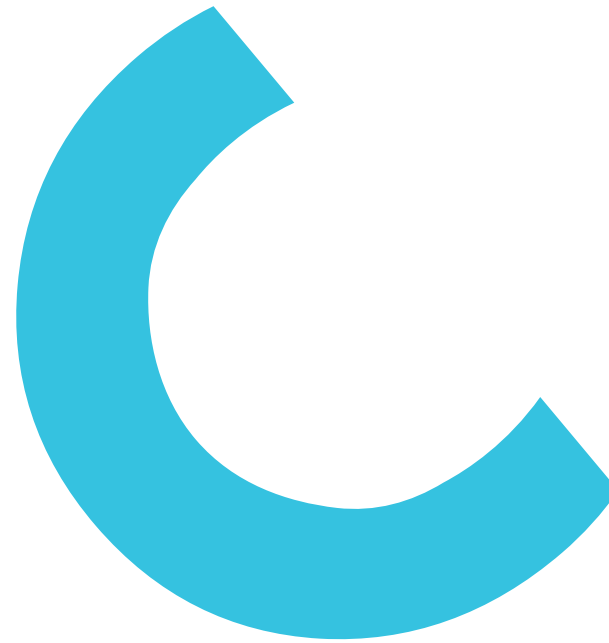
crescent lake homes

LOGO DESIGN

- FUTURA medium typeface :
simple, non-decorative, geometric and clean.
- It is bold enough to stand out strong just like
the buildings of Crescent Lake Homes.
- No frills and modern logo with the subtle play of
typography, a reflection of the crisp and clean nature
of the client
- The tilted  suggests the relaxation one experiences
at a perfect home. After all, home is where peace is.
- No decorative motif or traditional element, representing
the global image and modern architecture.

BLUE & WHITE

Primarily, the lake colours;
they also symbolise
stability, security, cleanliness
and a calm environment
with a wide, open sky.



crescent lake homes

raj unnikrishnan +91 9821 3768 57

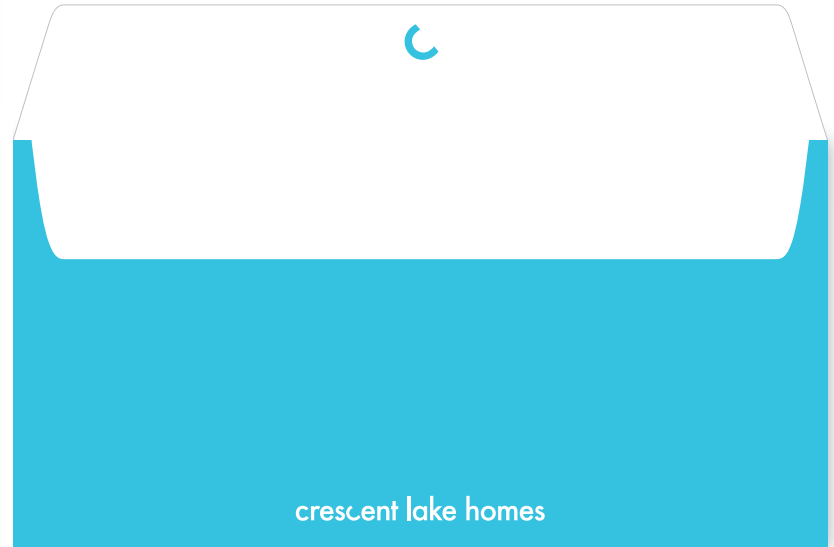
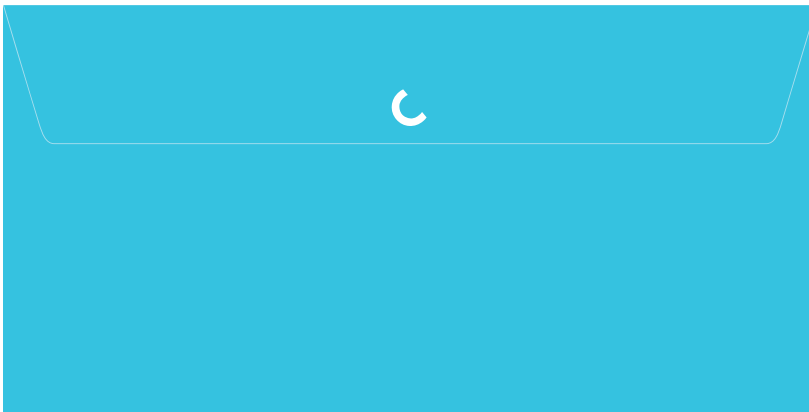
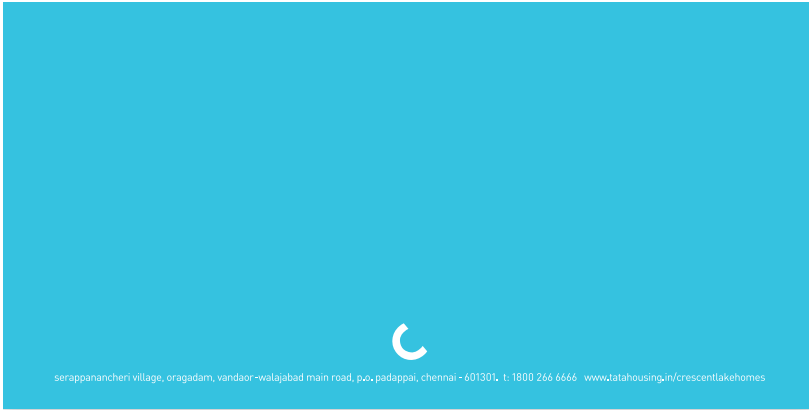


serappanancheri village, oragadam,
vandaor-walajabad main road,
p.o. padappai, chennai - 601301.
t: 1800 266 6666
www.tatahousing.in/crescentlakehomes



crescent lake homes

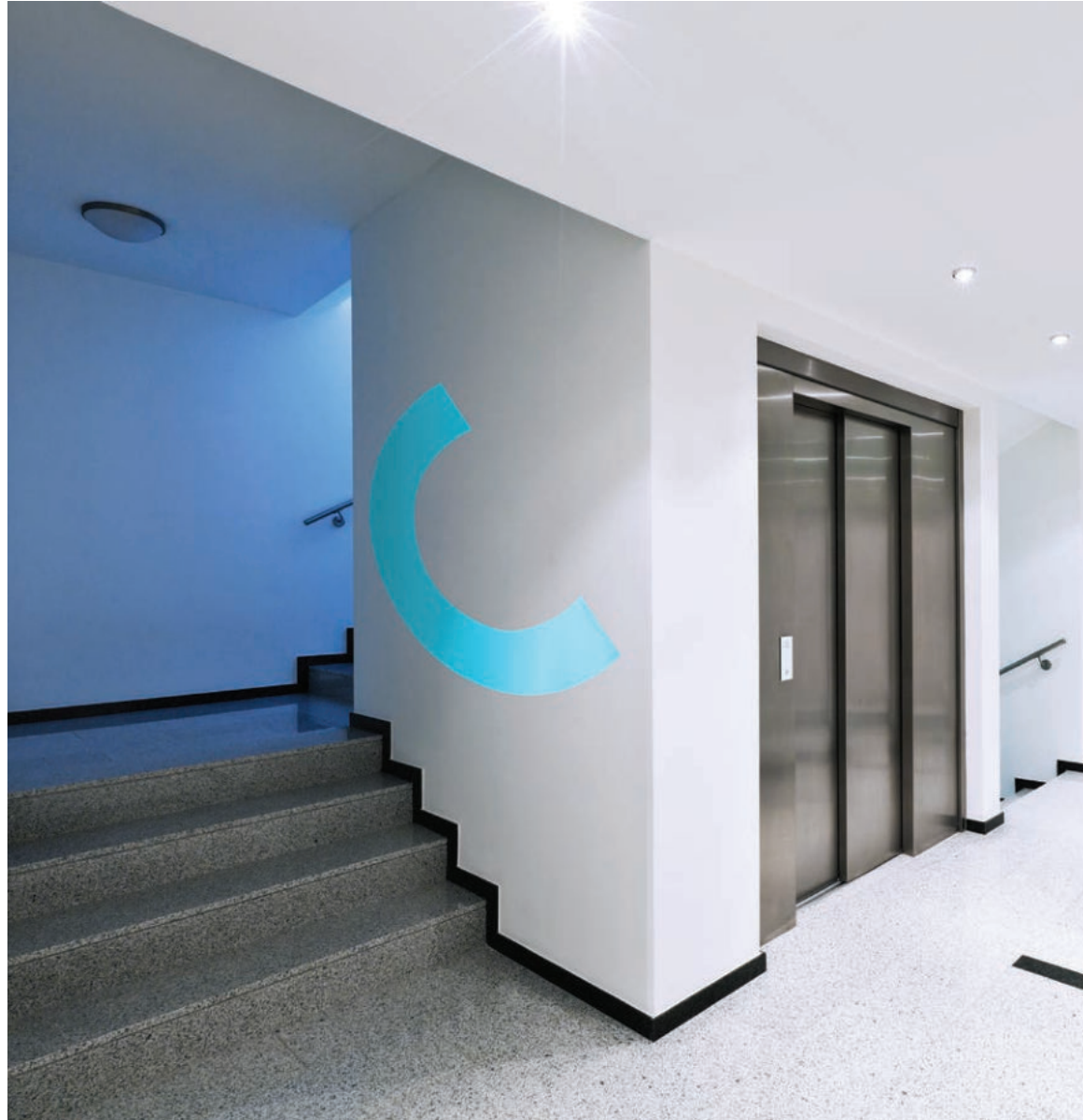
serappanancheri village, oragadam, vandoor-walajabad main road, p.o. padappai, chennai - 601301 | t: 1800 266 6666 | www.tatahousing.in/crescentlakehomes















SIGNAGES





lake side



gymnasium



swimming pool









My mentors constantly gave me their inputs due to which I could explore the possibilities while doing the interiors and exteriors. Since, it was the first time I was doing something like this, I used to get stuck at various points or be unable to execute what I had in mind. At times, the proportions of the elements placed went wrong. However, several trials and errors helped me visualise and execute these extensions of the logo.

BROCHURE

size: 11.5 in x 7.5 in

The brochure had to reflect the premiumness of Crescent Lake Homes. When the viewer sees the brochure, I wanted him to get an overview of the kind of buildings and amenities they were being provided. But apart from this, what was important was creating a mood of joy and relaxed environment one would experience.

crescent lake homes



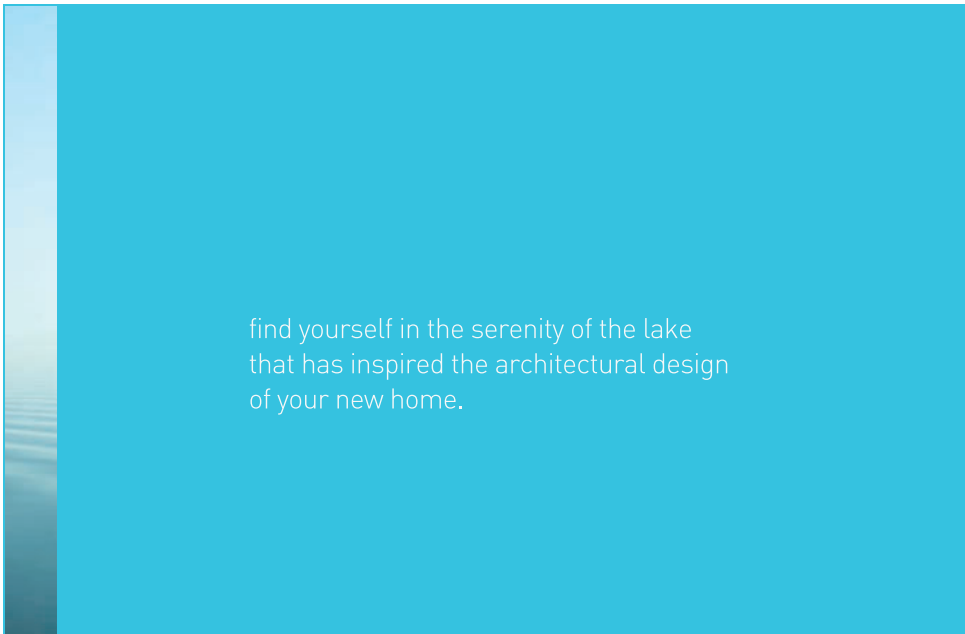
when everything comes together
in perfect harmony,
life becomes so much easier.



at tata housing, we spend months carefully studying the environment, the local lifestyles, surrounding landscapes and usage pattern so that all the five elements - air, wind, water, fire and space come together to create joyous living spaces that are both, pre-certified gold buildings under the guidance of igbc for environment friendliness and also vastu compliant. a modern township that lets you be one with all the elements, to give you an intergrated living at it's best.



step into lush green surroundings.
step into your new home.



find yourself in the serenity of the lake
that has inspired the architectural design
of your new home.





6 high-rise towers that offer
an uninterrupted lake view.
wake up to natural beauty and
breathe fresh every morning.



an adress that is as exclusive as you are.



1, 2 and 3 bhk luxurious homes
to suit your needs.





living room	vitrified tiles on floor hard wood frame flush shutter enamel paint finish door sliding type - aluminium anodized/powder coated window
bedroom	vitrified tiles on floor hard wood frame flush shutter sliding type - aluminium anodized/powder coated window
kitchen	vitrified tiles on floor loft for storage palce 2 feet high ceramic tile dado granite platform stainless steel bowl sink
bathroom	anti-skid ceramic tiles on the floor wall mounted wc 7 feet high ceramic tile dado hard wood frame flush shutter enamel paint finish door provision for geyser cera or equivalent bathroom fittings and sanitoryware
balcony	anti-skid ceramic tile deck ms railing
others	concealed plumbing kota stone staircase power back-up for common areas and lift asian paints oil bound distemper paint


specifications


amenities



Watch your little one
grow in a fun environment
fitting his enthusiasm.



whether it's a concert or a social gathering,
find the perfect platform to host your evening.

housing a modern gymnasium, swimming pool, table tennis and other recreational facilities, our clubhouse is the perfect venue to unwind and rejuvenate your senses.



compliment you lifestyles with a choice of shopping, entertainment and eating options in our multi-level retail complex.





serappanancheri village, oragadam, vandaor-walajabad main road, p.o. padappai, chennai - 601301. t: 1800 266 6666 www.tatahousing.in/crescentlakehomes

COMPLETING ONE PROJECT, ENTWINING WITH ANOTHER

As I was working on the identity design project, my mentors asked me to work on concepts for another identity design assignment. They asked me to come up with concepts for identity design and a visual language for Company. The logo would remain as it is but I had to take it further and ideate for a visual identity language. This project was introduced to me somewhere in third week and I had to ideate and put forth concepts for the same. This went on along with Crescent Lake Homes project.

UNDERSTANDING COMPANY

I had an outer knowledge about Company, but to know its values and vision, I sat with KB Vinod to know more about it. Most of my ideas have roots from the talks with my mentors about Company.

For convenience, I wrote down in points what I understood after talking to KB.

Logo:

The logo for 'COMPANY' is displayed in a bold, black, serif font. The letters are outlined in a light blue color, giving it a three-dimensional appearance. The logo is set against a light blue rectangular background.

Industry: Design and Advertising

Based in: Lower Parel, Mumbai

Founders: KB Vinod + Bhupal Ramnathkar

Important facts: Independent, Honest, Transparent, Functional

Obsessive about: Top Quality, Originality, Excellence

Culture: Simple, Positive Energy

THEME

The theme and concepts for Company's identity came from what I noticed about Company.

Umbrella's founder Ramnathkar and the former creative head of Mudra West, KB Vinod have together started Company. Earlier, KB was executive creative director at Leo Burnett for over six years, working on brands such as Bajaj and Thumbs Up. Prior to this, he was creative director, Publicis Ambience. He began his career at Lintas, where he spent more than six years. He has been working for the last 18-20 years now and says, "After working for so many years, you realise that if you have something of your own, with the right partner, you can do a much better job."

Both of them also mentioned the need for good idea complementing a good execution and vice-versa. "It is important for a good idea to meet good execution. I am good with the execution and KB is good with the idea. Together, we can create magic," said Ramnathkar.

Interview read when researching about Company on http://www.afaqs.com/news/story/33096_K-B-Vinod-and-Bhupal-Ramnathkar-start-Company

Ramu Sir (Ramnathkar) also mentioned he wished to have vintage look to the identity, since he believed Company was vintage in nature, belief and work even though it was new.

NOTE 1: Partnership :- KB + Ramnathkar

NOTE 2: Blend of 2 :- Idea + Execution
Client + Agency
Strategy + Aesthetics
2 Founders

NOTE 3: Years of experience :- Vintage

NOTE 4: Vintage :- Characterized by excellence, maturity, and enduring appeal; classic

Concept 1:

I wrote down a list of characteristics one should associate with Company. Direct possible way to show this is writing it down. Yet it has to be subtle and interesting. Hence, here the concept is blending these words with vintage walls or images of Company office itself. Thus, the essence of Company can be depicted with the theme being vintage.

COMPANY

House of creativity
Where people come together
Independent
Honest
Obsessive/passionate
Work hard, party harder
Warm
Top Quality



Concept 2:

Symbolic representation for what a company means was my second concept. This was just a basic sketch and since the theme was vintage, vintage symbols, patterns, etc. could be used based on this concept.



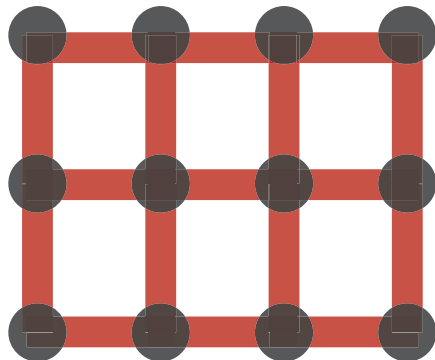
Independent



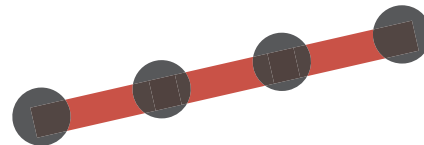
Founders



Meet: Client-Agency



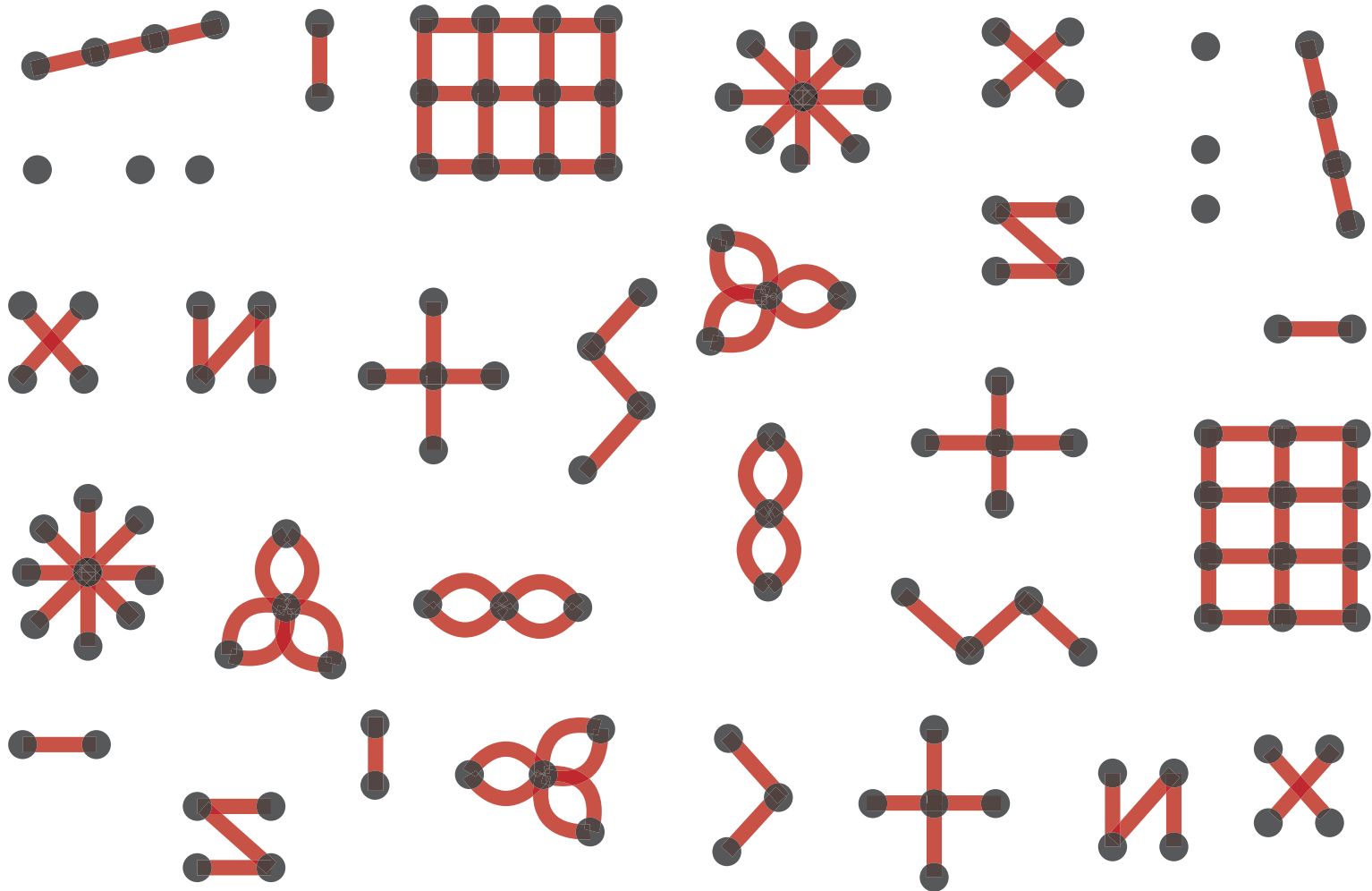
People



Movement

Users can interact and create more with the dots on a website or written material like playful visiting cards, a game on office wall, mobile games, etc. This play of patterns can be unlimited.

Creative



Concept 3:

Company being a blend of various things like two founders, client and agency, idea and aesthetics; the idea was to use visuals and examples which depict the blend which leads to successful functional design and purpose solving.



Blend of ingredients
makes a good dish



Meeting of the two
makes it workable



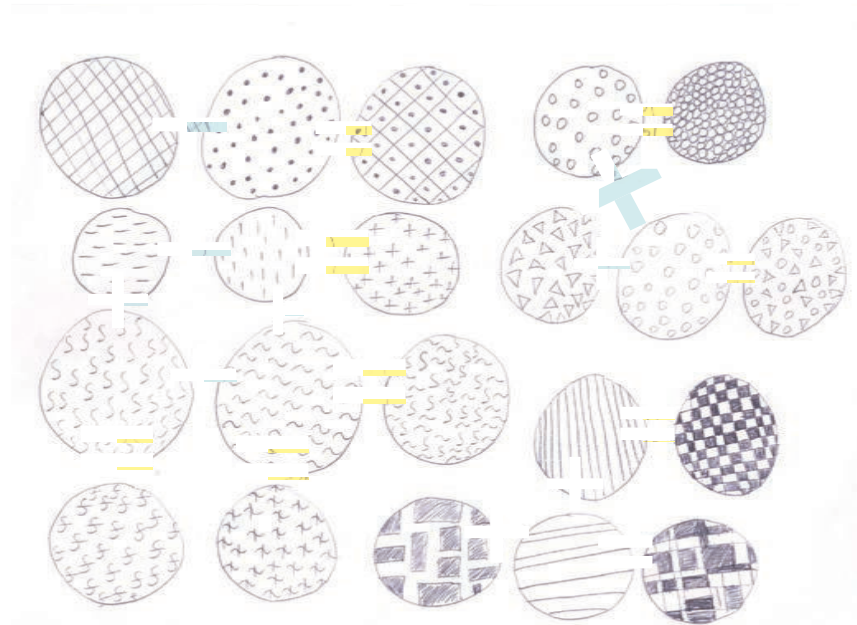
A shoe finds it worth
when it finds the right foot



Connection of two
makes it functional



Blend of colours
creates aesthetic surprises



Concept 4:

PEGASUS - Winged-horse

I found several similarities and connections in the symbolic meaning of a pegasus and Company like:

- 1) Inspiring to the greatest heights of accomplishment
(Obsession, passion for top quality)
- 2) Grounded by stability, yet in flight with the power of wings
- 3) Clean mental focus + stable footing = transform lives
in magical ways
- 4) Symbol of Companionship (GOOD COMPANY)
- 5) Trustworthy (Honest)
- 6) Hardworking, powerful
- 7) Free Spirit, intuitive intelligence

Hence, I think this can be used as a symbol for Company and several visuals could be created with pegasus as the hero element representing Company.



CHALLENGES AND LEARNINGS

The internship experience at Company was a good learning opportunity. It was quite challenging to tackle differences in opinions and choices. The insights which my mentors shared made me understand the finesse in design.

Crescent Lake Homes project taught me how simplicity and subtle design can change the whole feel of the product. It is very important to do justice to what the product actually is. Also, this was the first project ever where a logo had extended to various mediums like environments, signage, etc. apart from collateral material. Hence, one has to be careful to design such that the logo still stays clear and bold. It was challenging to execute what I had in mind. My mentor's inputs at various stages helped to see the issues which I would have otherwise overlooked.

Company identity assignment was very challenging as I had no extensive research or Company history to read. It was a good chance to understand and come up with notes that would help me design by directly asking and knowing from my client, in this case it was Company. It being just a year old, yet they wanted the theme to be vintage. This was quite a challenging task to blend the two.

Overall, it was a step by step learning experience with designs that came out after a lot of trial and errors and understanding at every stage.

RESOURCES AND REFERENCES