



IIT Bombay

IDC School of Design
अभिकल्प विद्यालय

Project 2 | Communication Design

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Re-designing the identity of Raja Dinkar Kelkar Museum

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Project By:

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M. Des | Communication Design
IDC, IIT Bombay

Project Guide:

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Faculty | Communication Design
IDC, IIT Bombay

About the Museum

The Raja Dinkar Kelkar Museum contains the collection of Indian Decorative products/artefacts from everyday life as well as other art objects.

The museum was established in 1962.

It was tribute to his only son, Raja, with the vision of setting museum complex of international standard.

About the Collection | History

The collection was started around 1920s and by 1960 it contained around 15,000 objects.

Collection is from rural villages, town and cities.

Later donated to the Maharashtra Government in 1975.

About the Collection | Today

The museum has 4 floors with the artefacts collection from 14th, 18th and 19th century.

The museum now holds over 20,000 objects of which only 2500 are on display.

Collection can be categorised as follow:

Utensil Gallery

Special Exhibition & Toys Gallery

Textile Gallery

Lamps Gallery

Musical Instruments Gallery

Ivory and Wooden Doors Gallery

Mastani Mahal



Glimpse of the collection





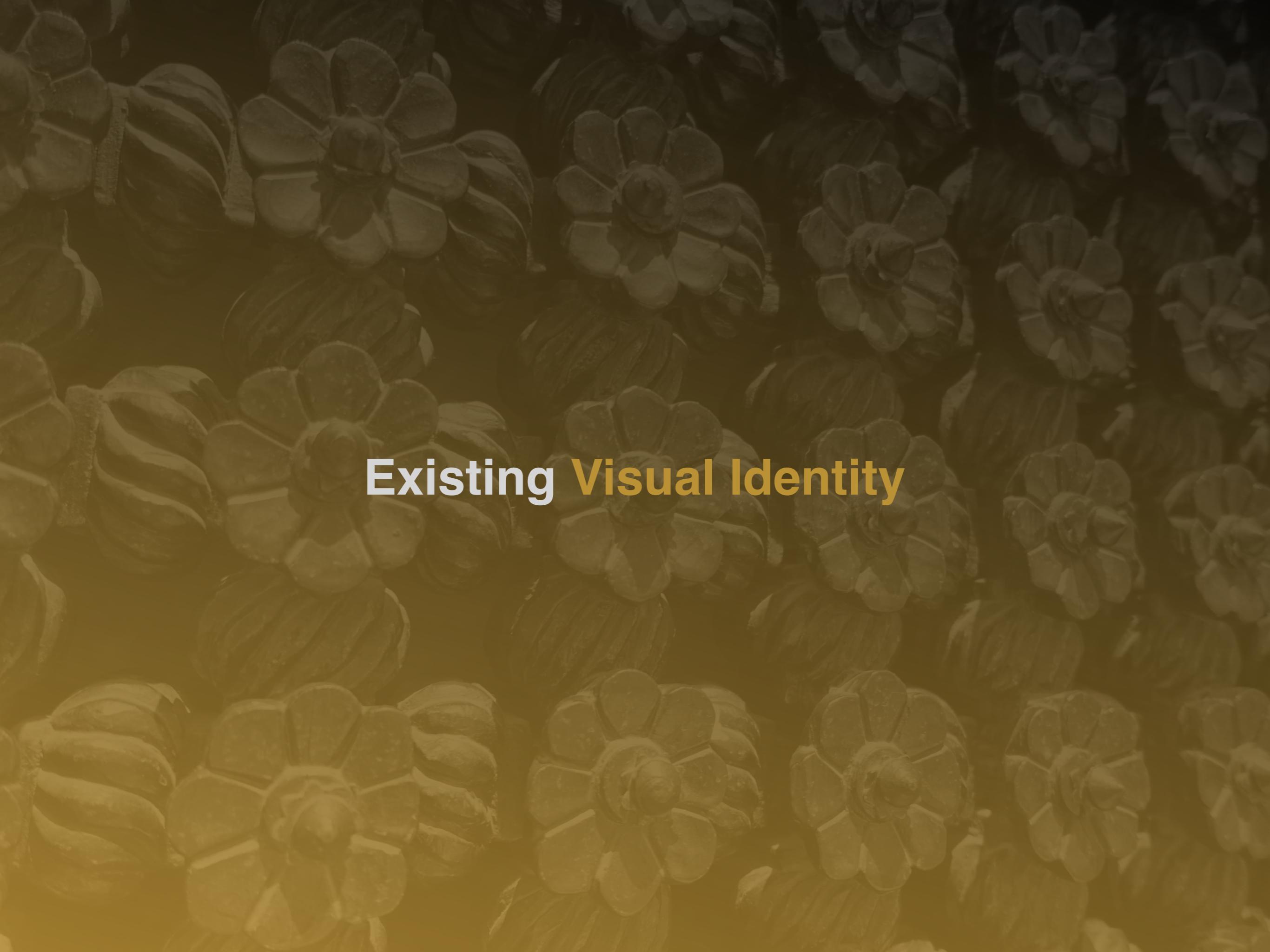








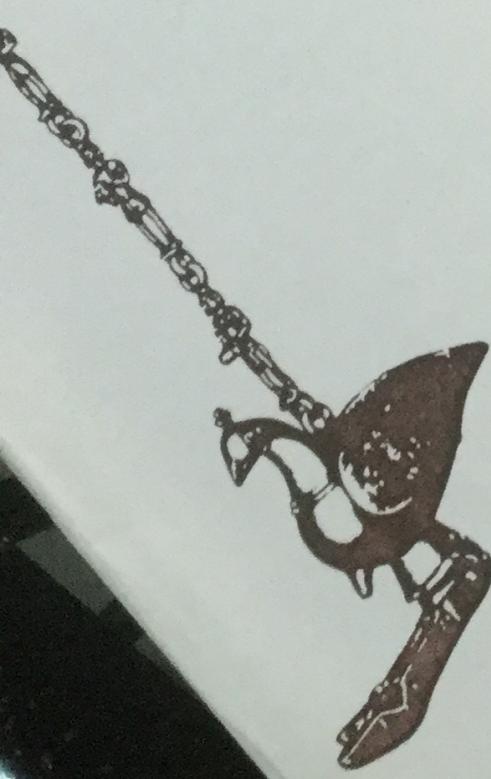




Existing Visual Identity

राजा दिनकर
केळकर संग्रहालय
Raja Dinkar
Kelkar
Museum

reams in the Dark



Raja Dinkar Kelkar Museum

(Government of Maharashtra aided)
Kamalkunj Raja Kelkar Museum Street
1377/1378, Shukrawar, Natu Bag, Pune 411 002 (INDIA)
Visit us : www.rajakelkarmuseum.com

Dinkar Kelkar Museum

Government of Maharashtra, Kamalkunj,
Raja Kelkar Museum Street, 1378, Shukrawar Peth,
Natu Baug, Pune - 411 002. (INDIA)

R

ther Puppets



RAJA DINKAR KELKAR MUSEUM

"Kamal Kunj", 1377-78, Shukrawar Peth,
Natubaug, Pune - 411002, Maharashtra (India)
Website:- www.rajakelkarmuseum.com
+91 20 24482101/24461556

BOOK - POST



Sudhanva Ranade
Director



Member Secretary
Board of Management & Executive Committee
RAJA DINKAR KELKAR MUSEUM
www.rajakelkarmuseum.com

"Kamal - Kunj", Natu Baug,
1377-78, Shukrawar Peth,
Pune - 411 002. Maharashtra, (India)
Telefax : +91 20 24482101 / 24461556
Mobile : +91 9822037550
Email : sudhanvaranade@hotmail.com

1.



2.

Raja Dinkar **Kelkar** Museum

राजा दिनकर
केळकर संग्रहालय

3.

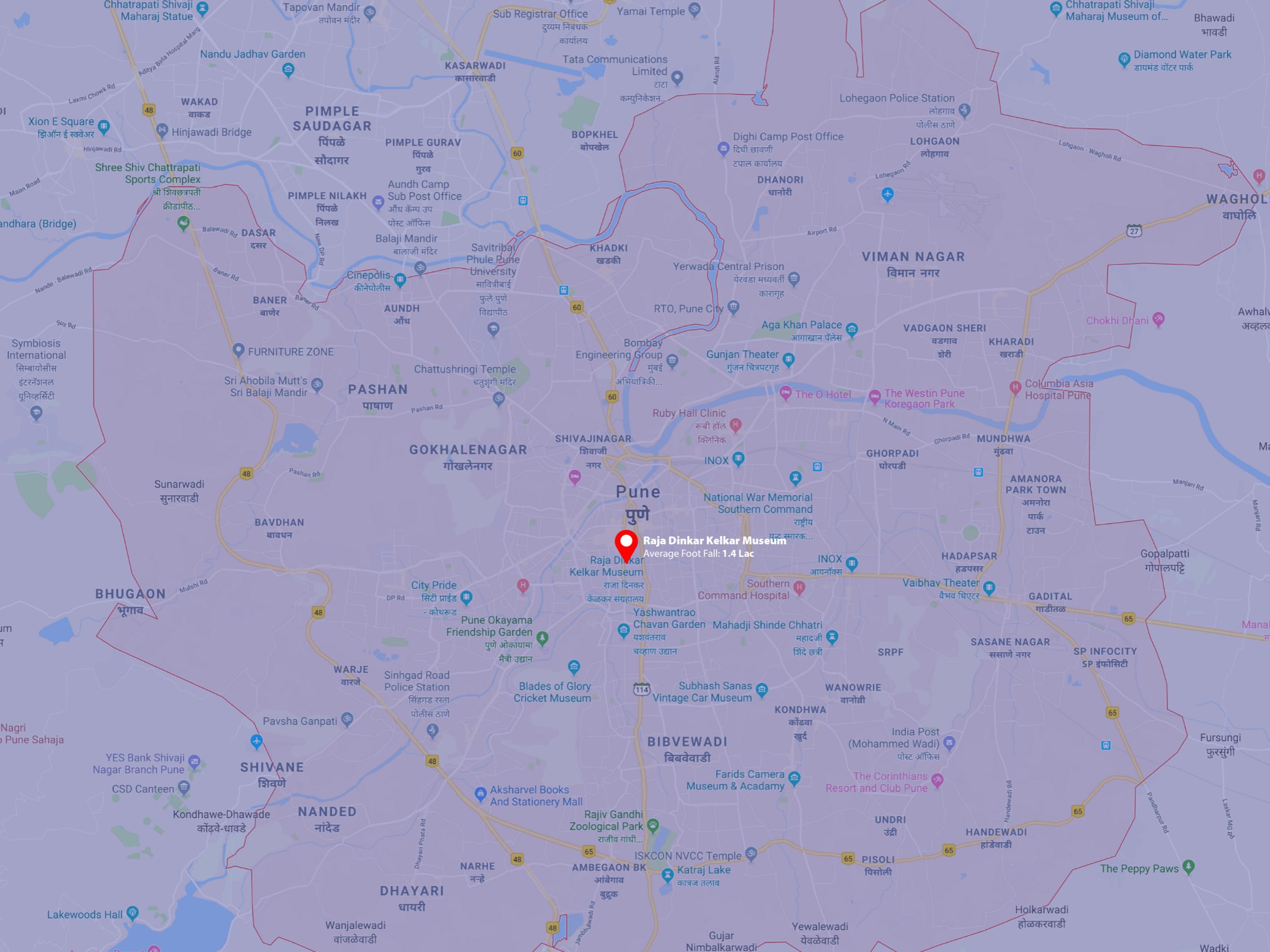
Raja Dinkar **Kelkar** Museum

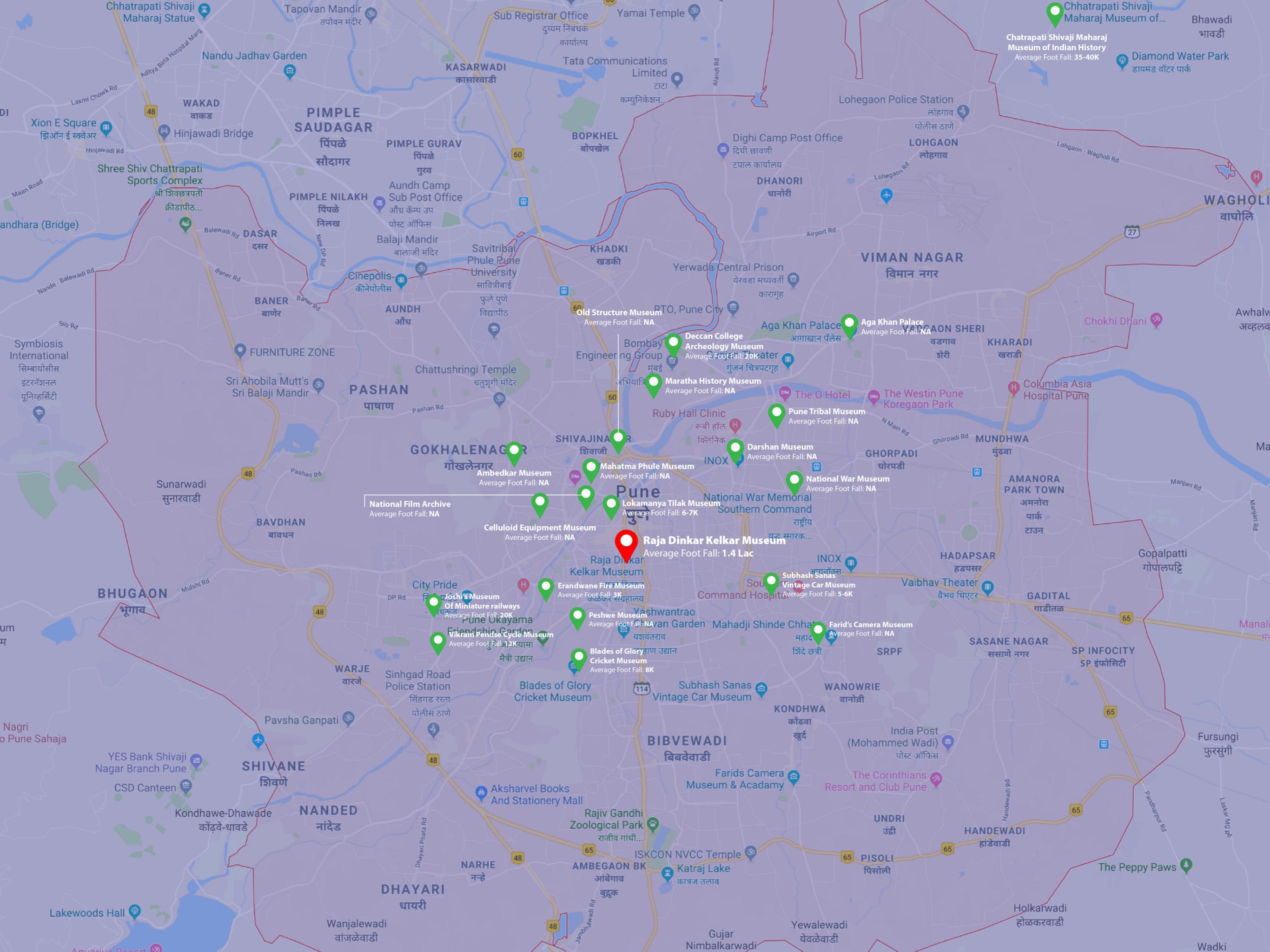
राजा दिनकर
केळकर संग्रहालय

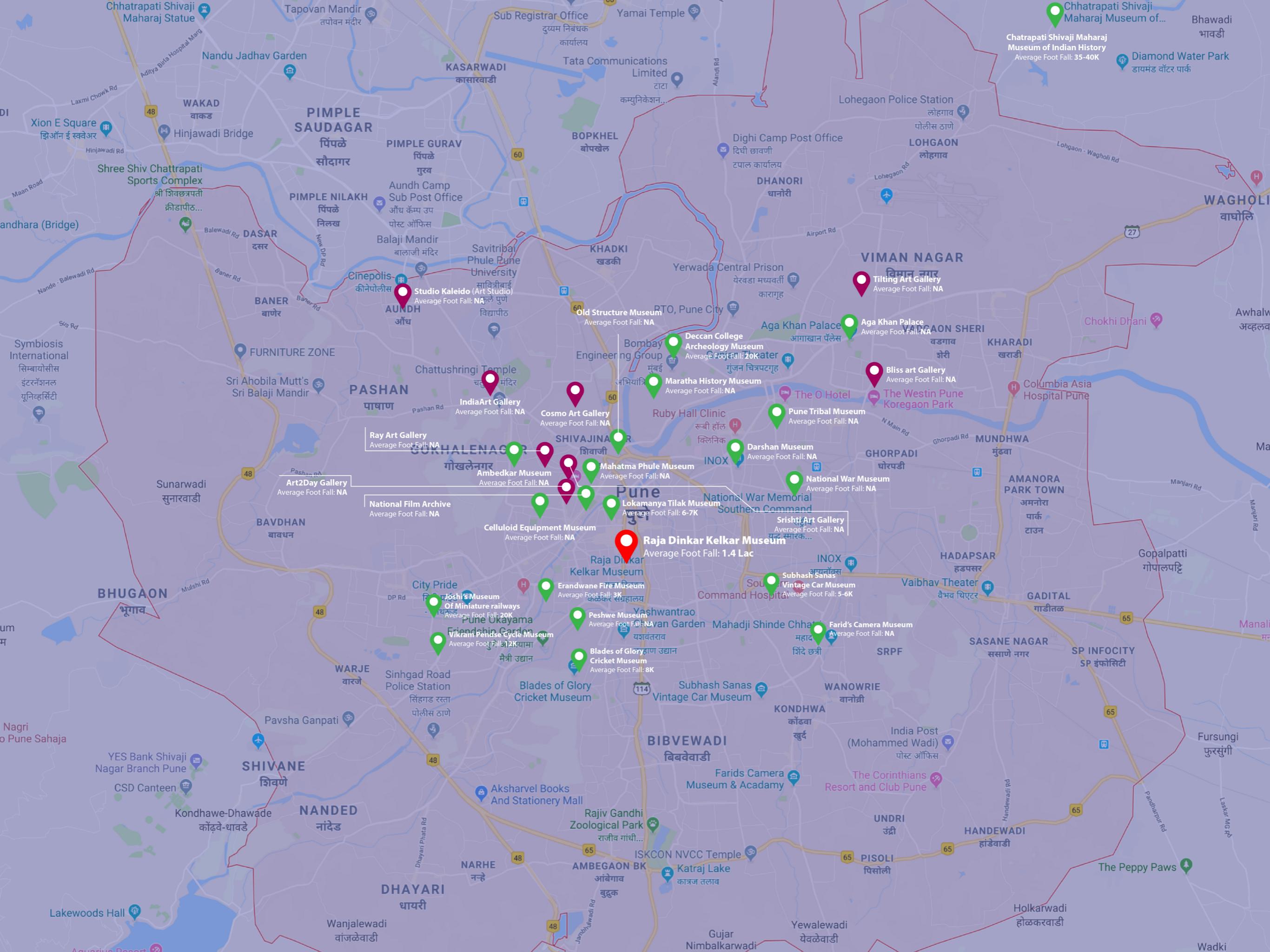
Existing Tagline

‘MUSEUM OF EVERYDAY TRADITIONAL ART’

Museum and Statistics







Museum Brand Positioning

Exposure to Indian product design history with the display of well designed old house-hold products.

Display includes design of products, interior, textile, jewellery, musical instruments.

Only museum in the city with an average footfall of 1.4 Lac per year while there are around more than 30 exhibition places.

Generating Keywords & Brief

Keywords

Historical

Priceless

Indian

Symmetry

Experience

Traditional

Incredible

Impression

Elite

Welcome

‘Atithi Devo Bhava!’

Rich

Rangoli

Elephants

Memorable

Rare

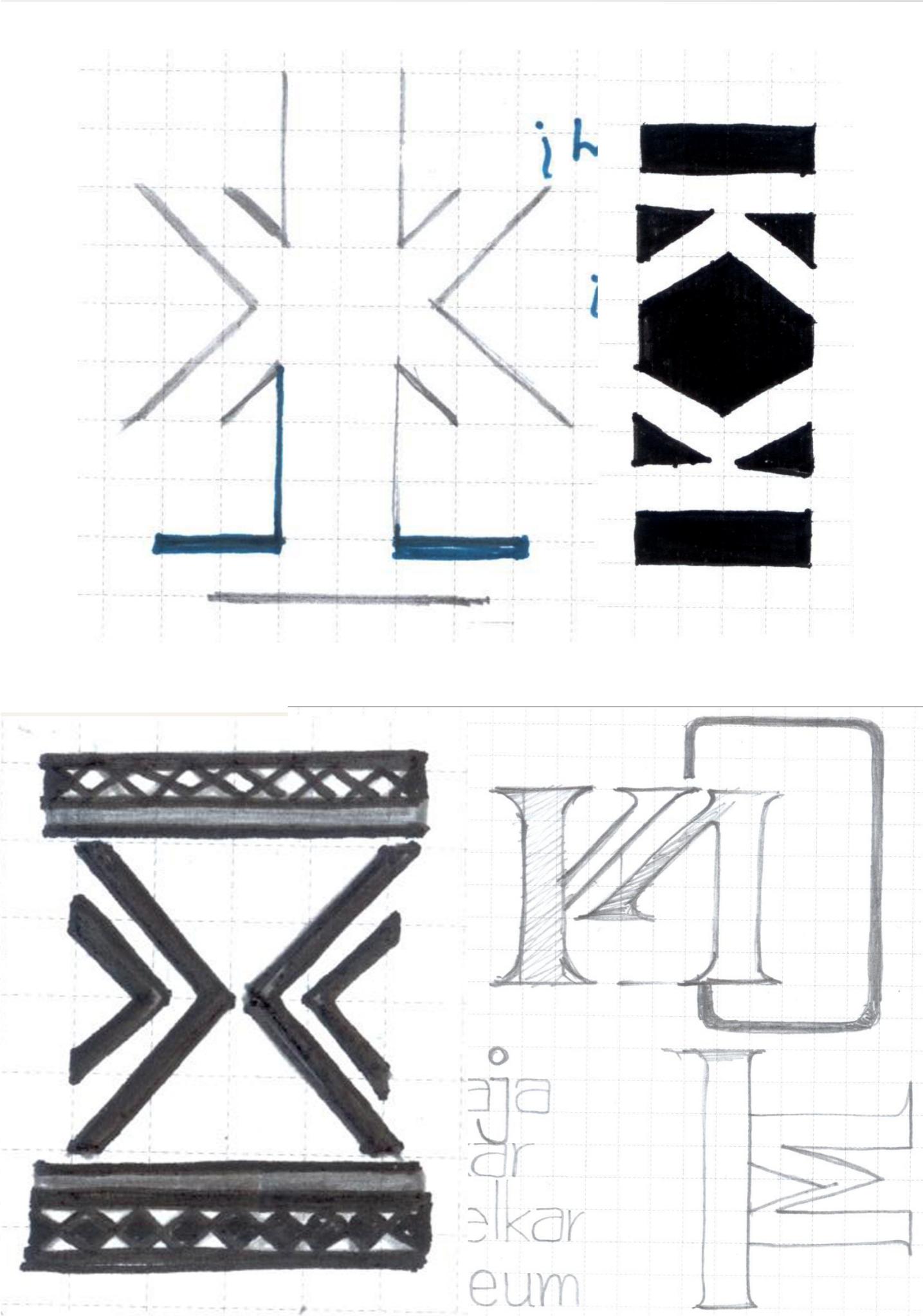
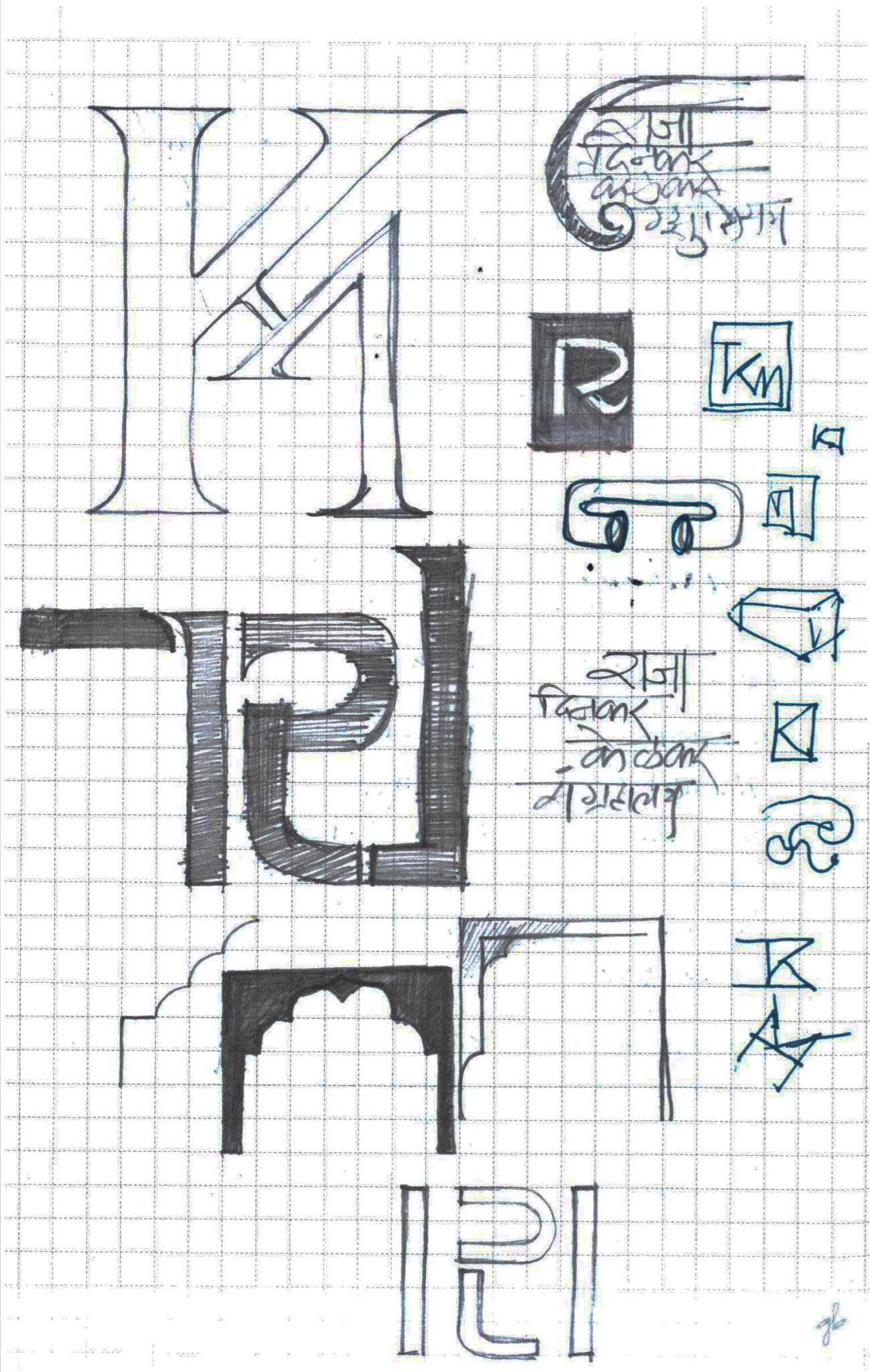
Decorative

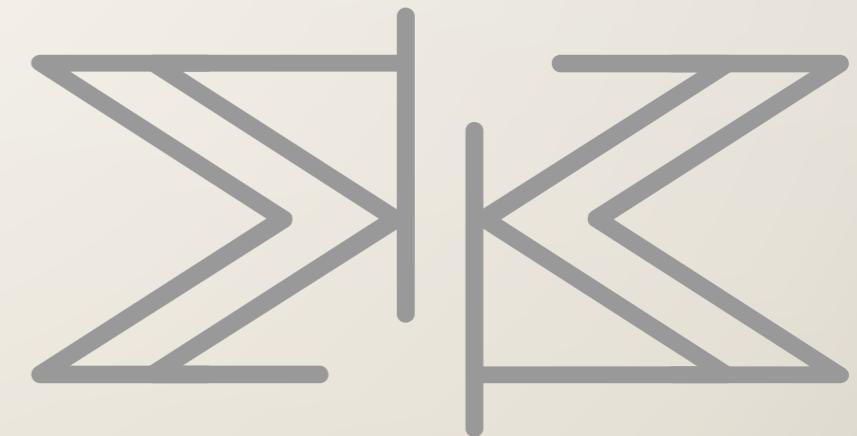
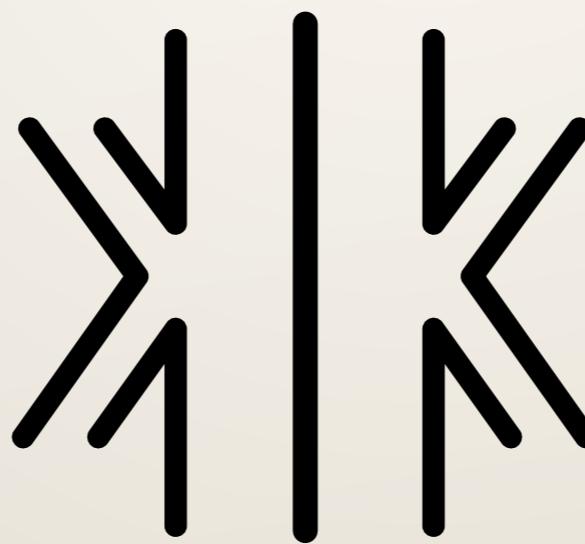
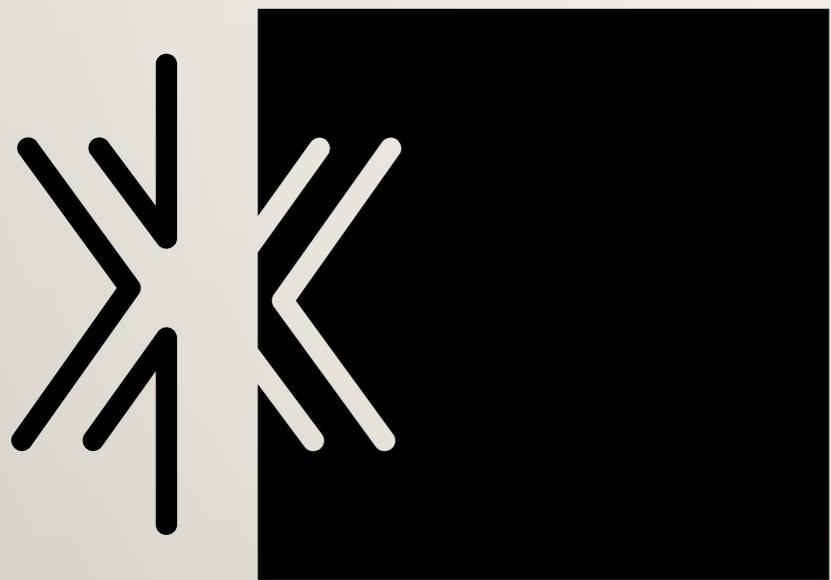
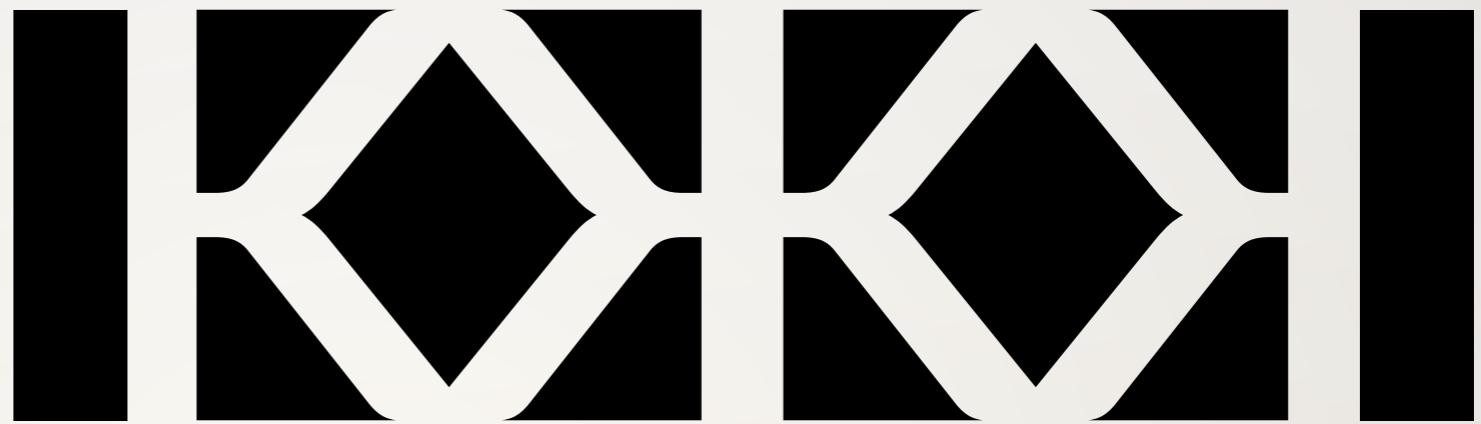
Ethnic

Brief

‘The new identity must reflect the ‘Indianness’ of the museum along with creating memorable visual mark for the audience to remember and relate Kelkar museum by it.’

Design of symbol | Visual Mark

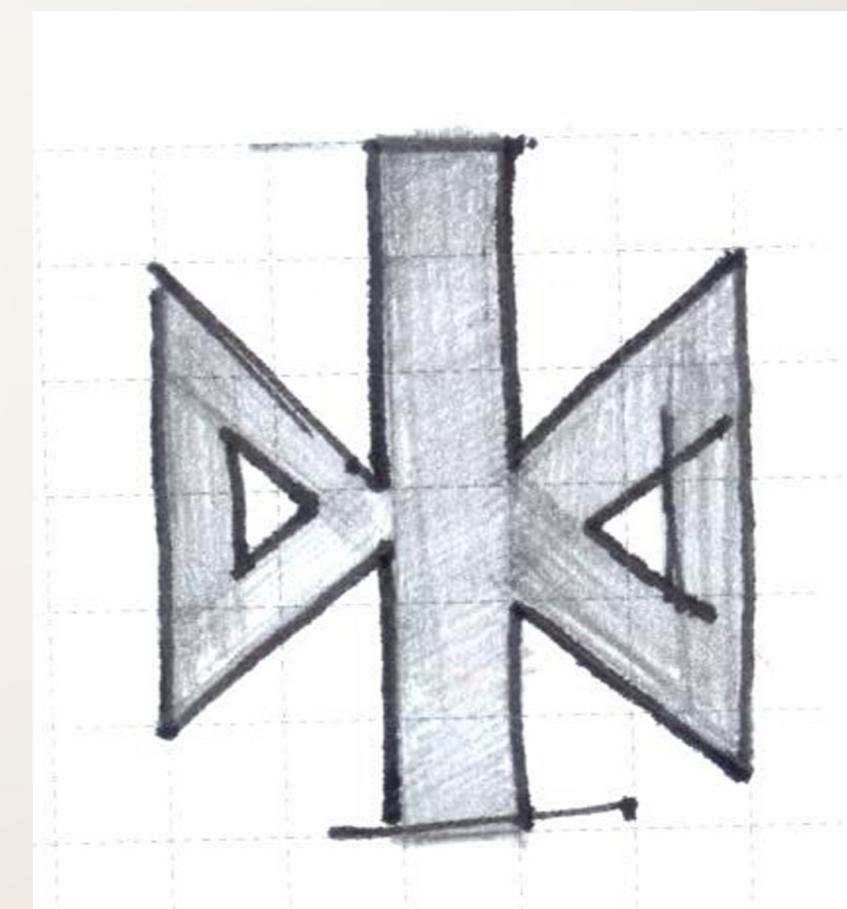
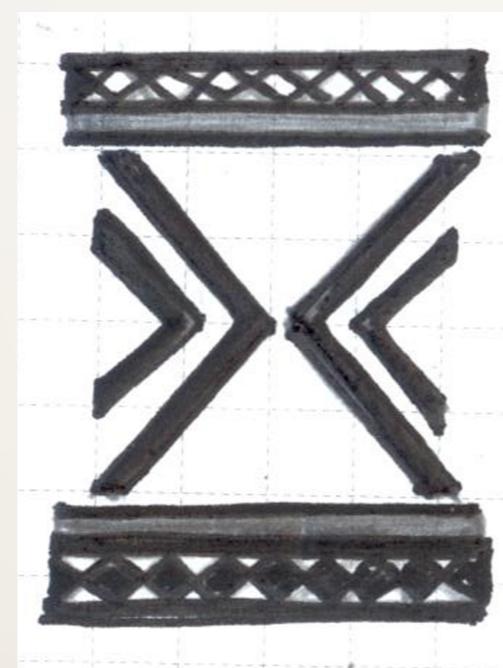
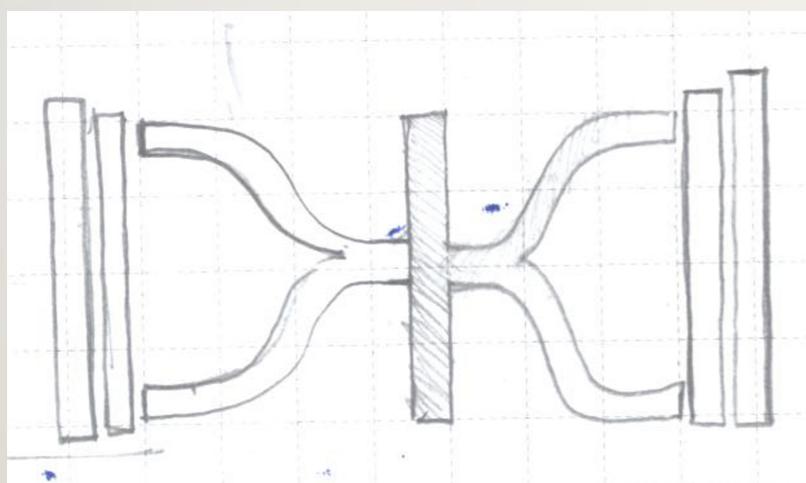


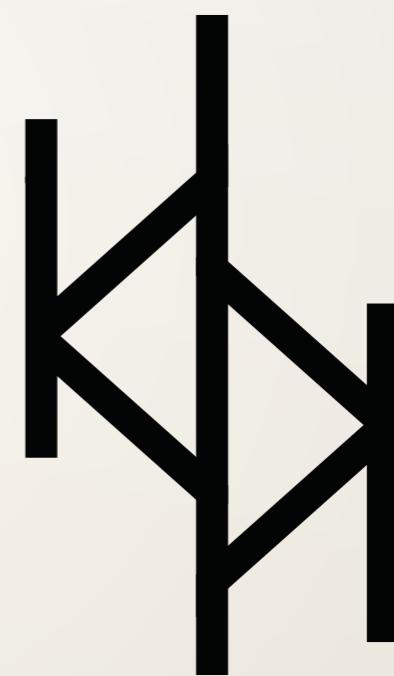
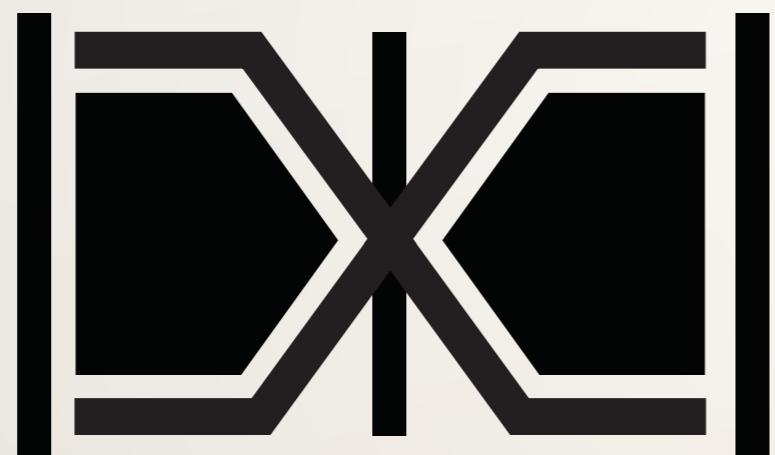


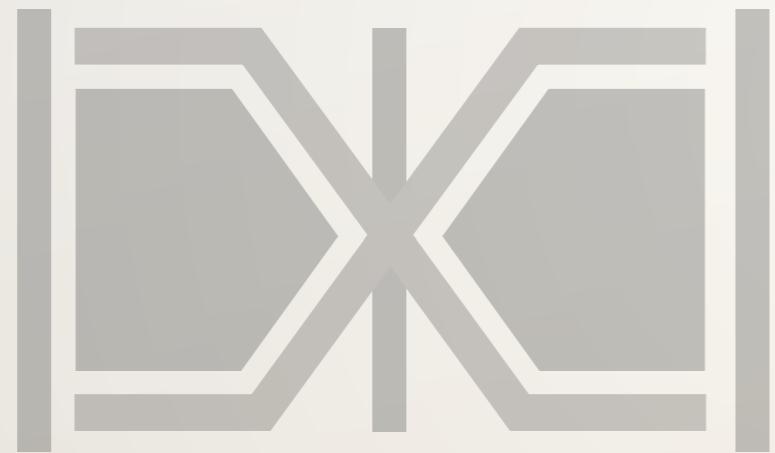


All of these lacks 'Indianness'





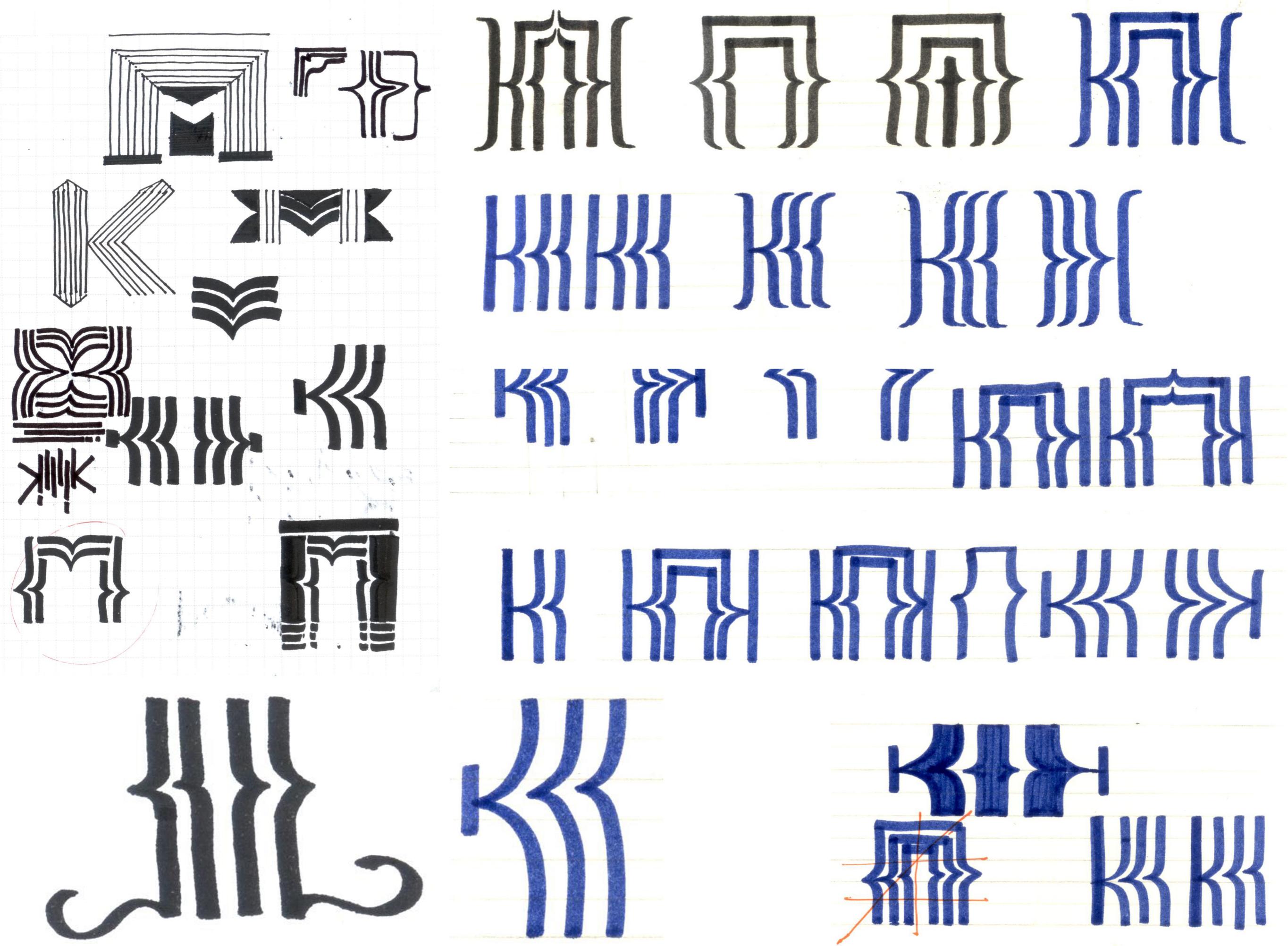




Wrong meaning



Multiple Interpretation

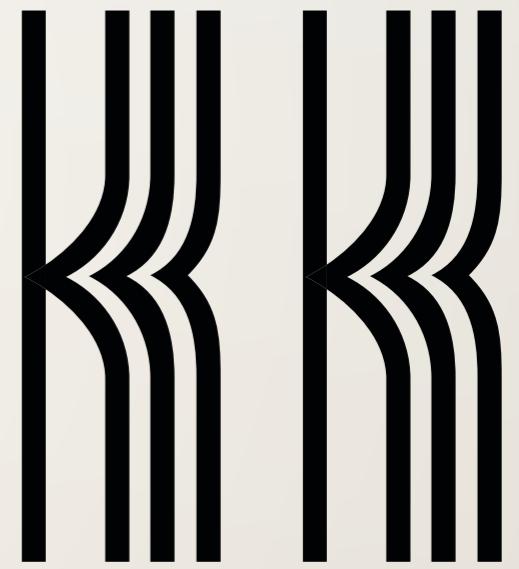
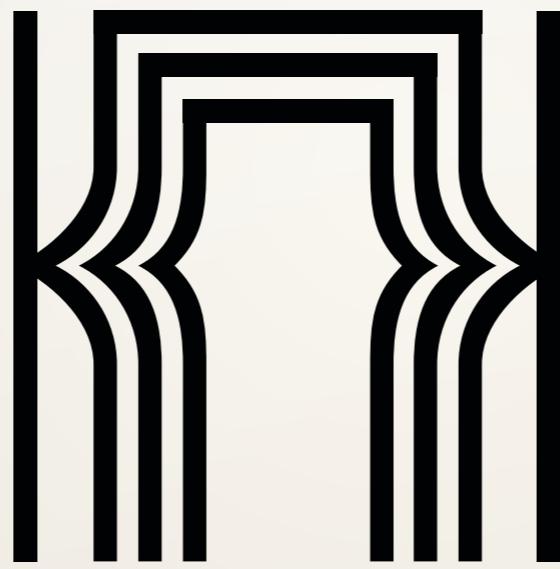
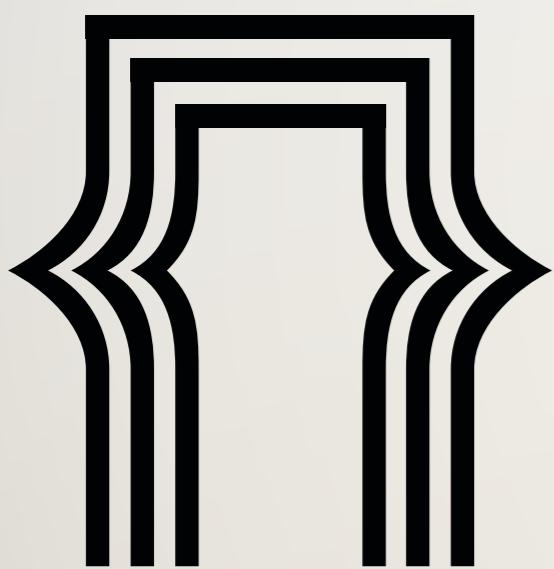


Design of symbol | A Door

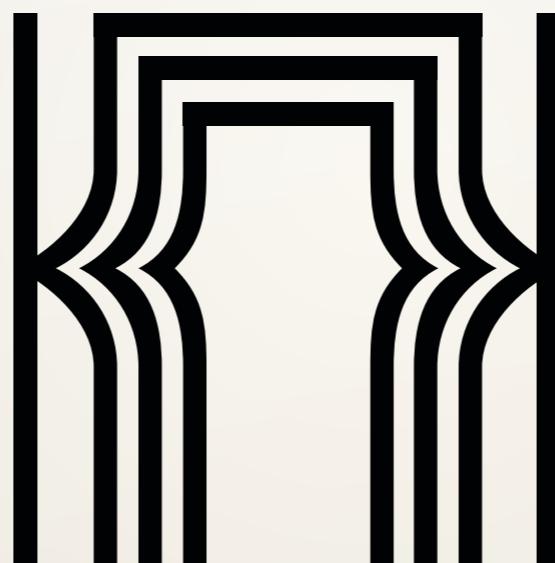
It stands a doorway to 'Indian Product Design History' for everyone.

It is also a doorway, that welcomes you and greets you to enjoy Indian Culture.

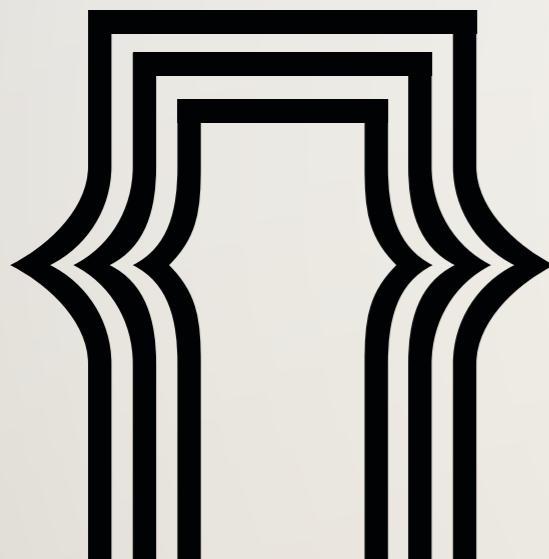
A pattern that is unique and is hard to forget and will create nice brand language for the museum.



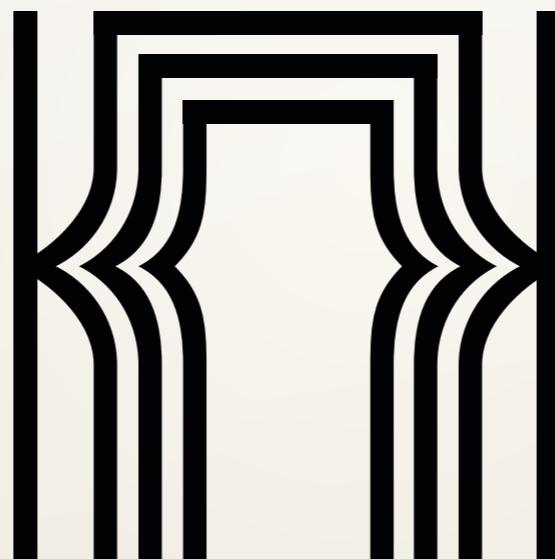
But, it was lacking qualities of door!



But, it was lacking qualities of door!



Diwali Lantern



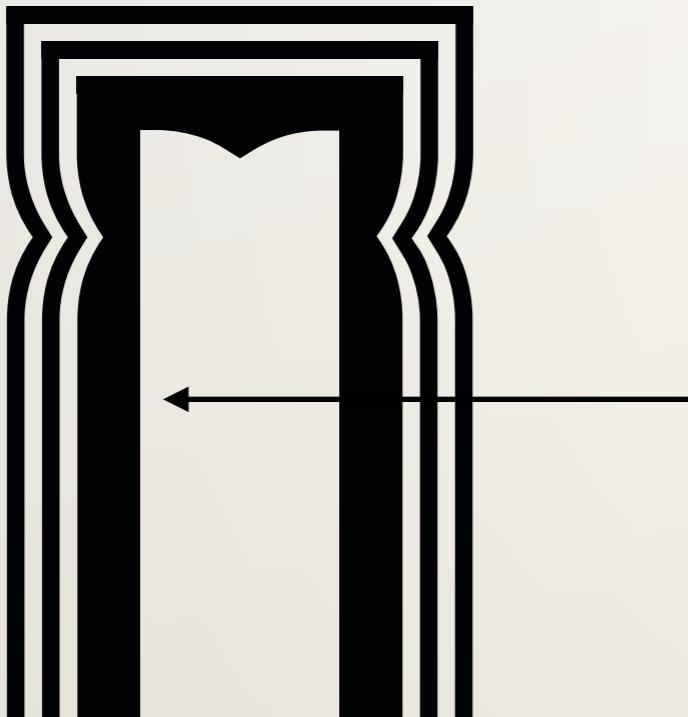
Curtains



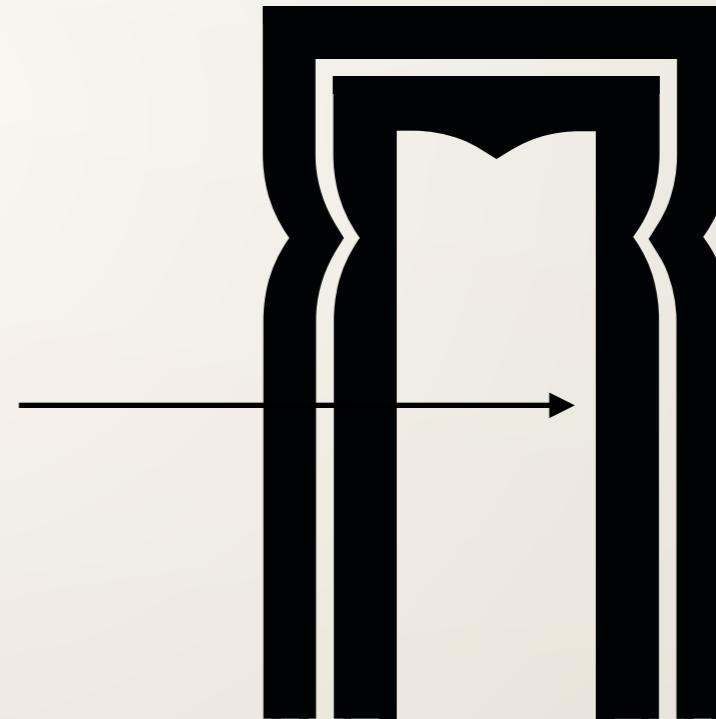
Less meaning
(A part of doorframe)

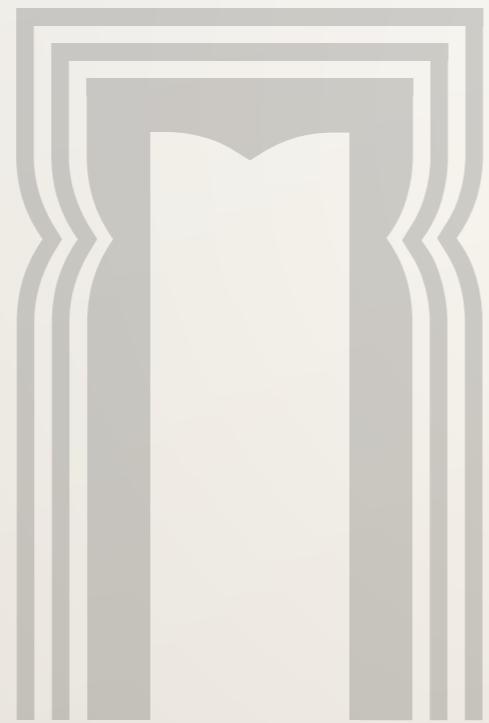
I added 'qualities' of doors!

I added 'qualities' of doors!

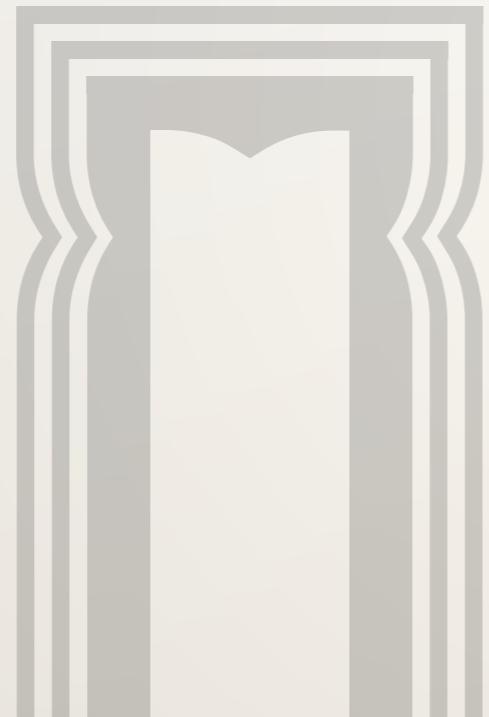


Adding a
strong
door frame
made
difference.





?



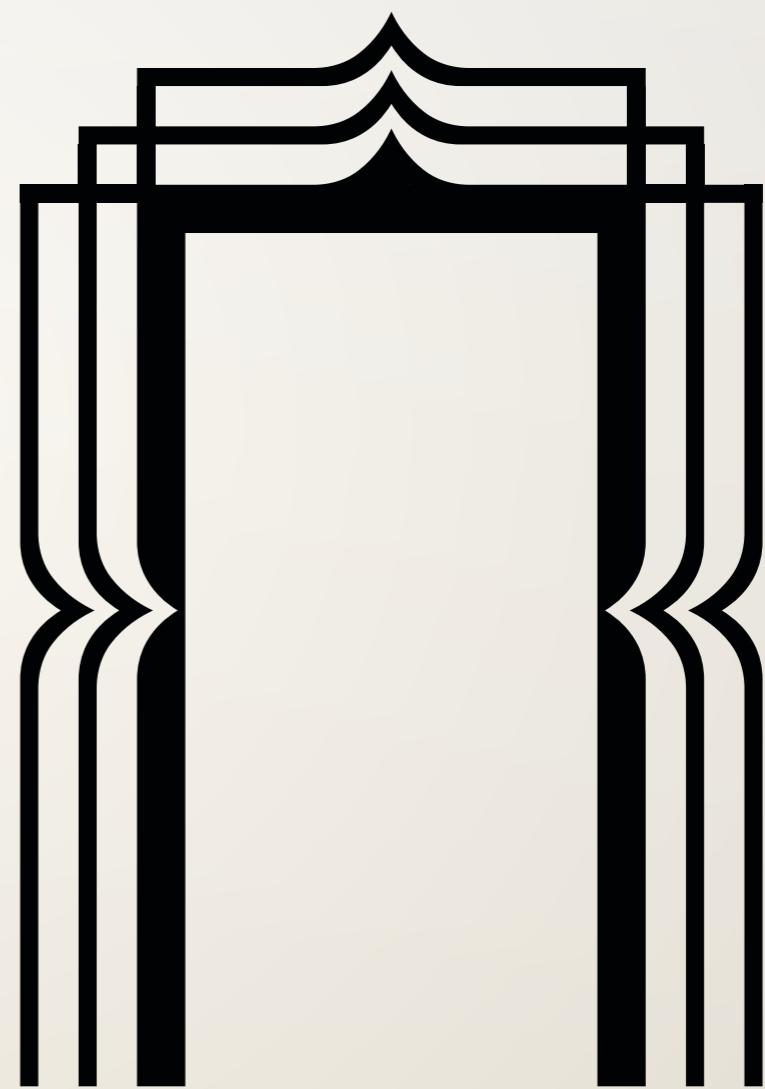
Bottom top of the doorframe which
was going downwards was **negativity!**

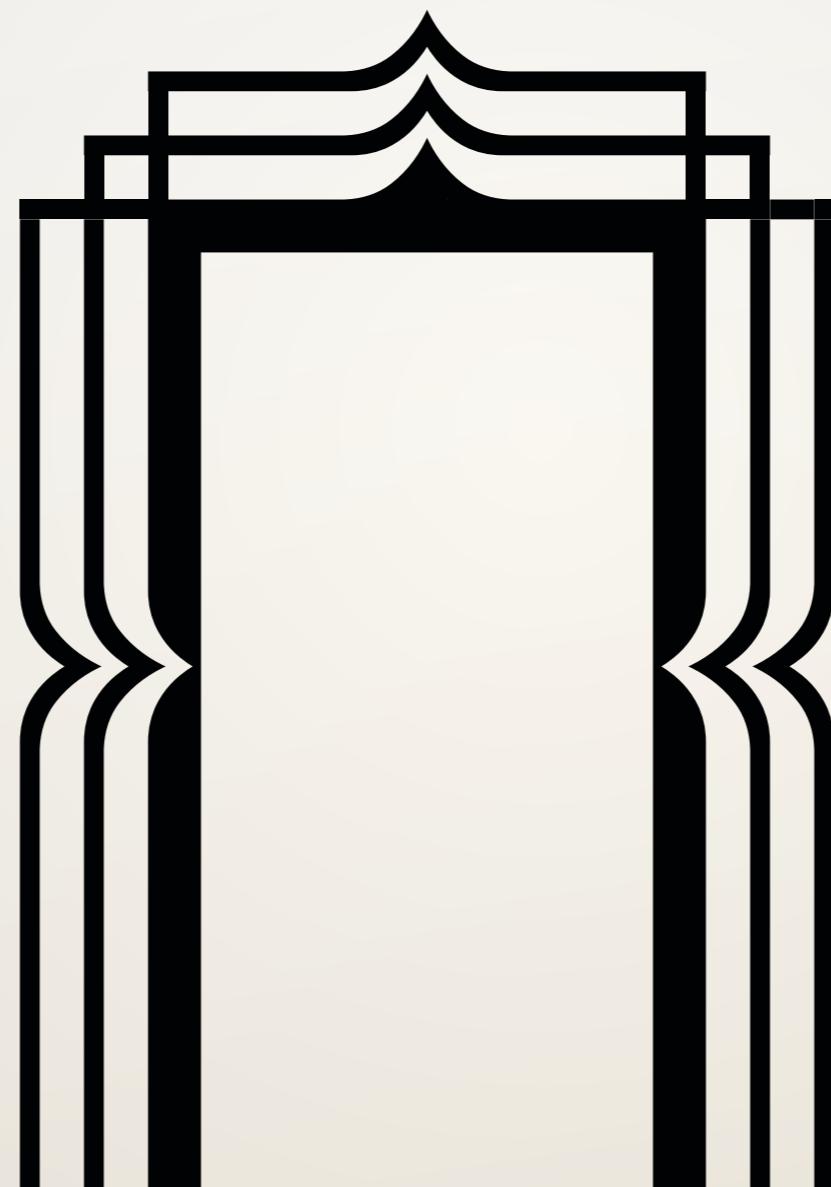


Visual Mark Version 1



RAJA DINAKAR M&M
~ ~ ~ ~ ~







Design of Word-mark

Roman

R R RRRRRR RRRQ
A A A JJJjjj DDDNNKK
JJ LLLL LEE RI D B
A A A D E KELKAR
P R RAJA DINIKAR S
RAJA { } D σ σ σ

Medula One

RAJA
DINKAR
KELKAR

Traditional Arabic

RAJA
DINKAR
KELKAR



LOGOTYPE/ WORDMARK

RAJA
DINKAR
KELKAR

Optima

RAJA
DINKAR
KELKAR



Manually Condensed

RAJA
DINKAR
KELKAR



LOGOTYPE/ WORDMARK

RAJA
DINKAR
KELKAR

Medusa Gothic

RAJA
DINKAR
KELKAR



LOGOTYPE/ WORDMARK

RAJA
DINKAR
KELKAR

RAJA
DINKAR
KELKAR

Design of Word-mark

Devanagari

RAJA
DINKAR
KELKAR



राजा
दिनकर
केळकर



राजा
दिनकर
केळकर

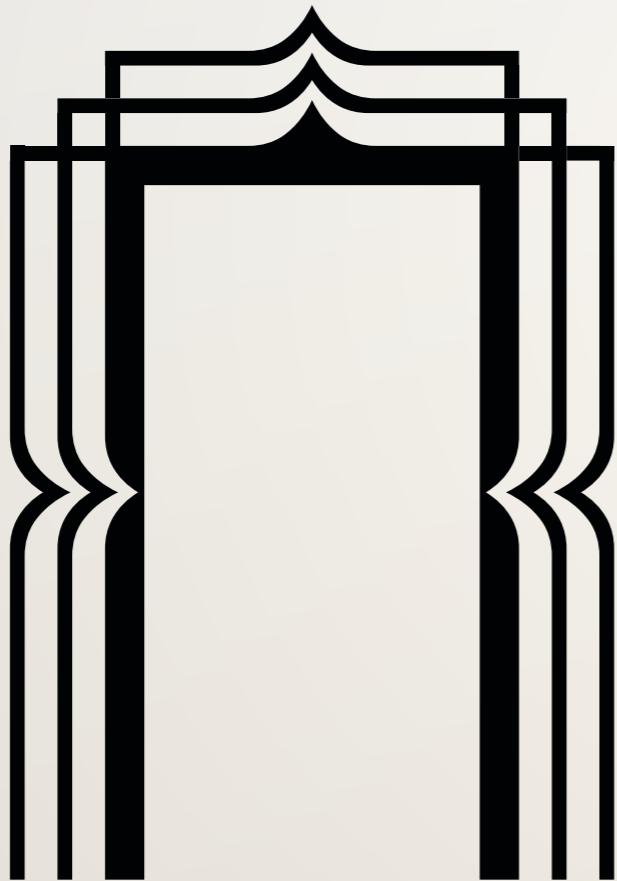
RAJA
DINKAR
KELKAR



राजा
दिनकर
केळकर

राजा
टिनकर
कैलकर

Pre-Jury comments I Visual Mark Version 1



Low visual reduction value

Elegance is missing

Can be improved in graphic design domain

Pre-Jury comments | Word-mark Version 1

Roman

RAJA
DINKAR
KELKAR

‘Museum’ word is essential.

Pre-Jury comments | Word-mark Version 1

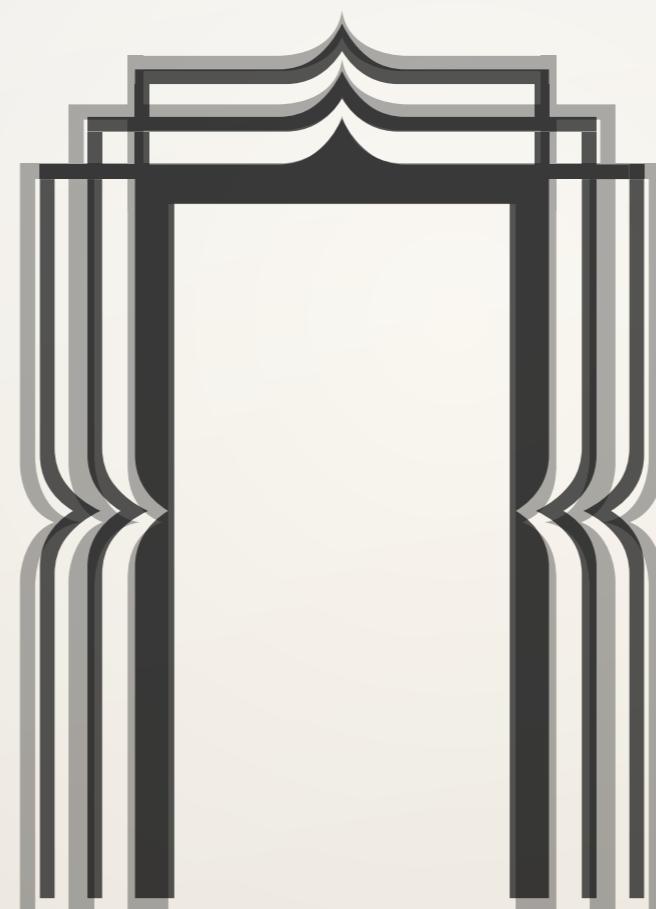
Devanagari

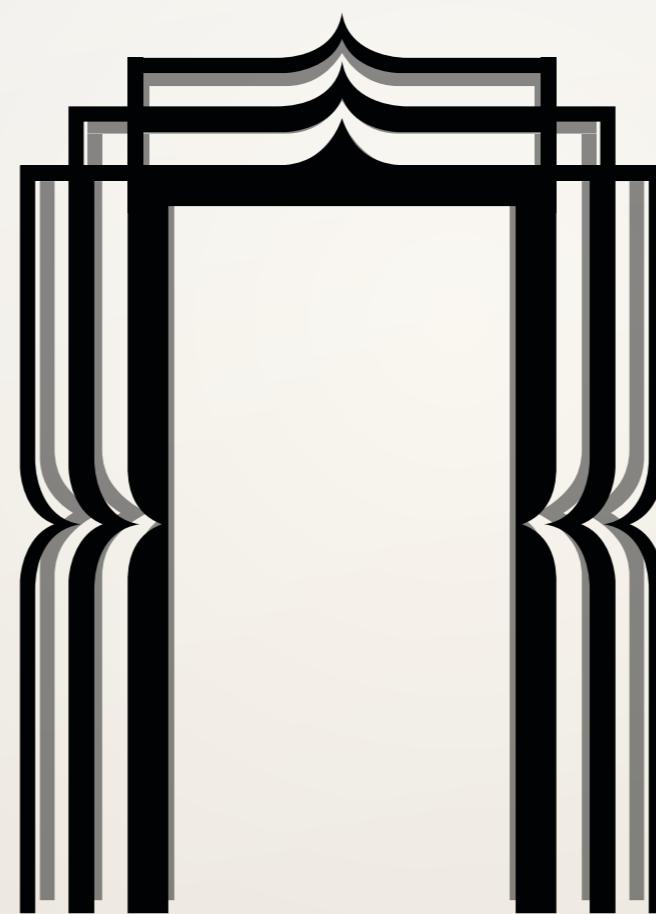
राजा
टिनकर
कैलकर

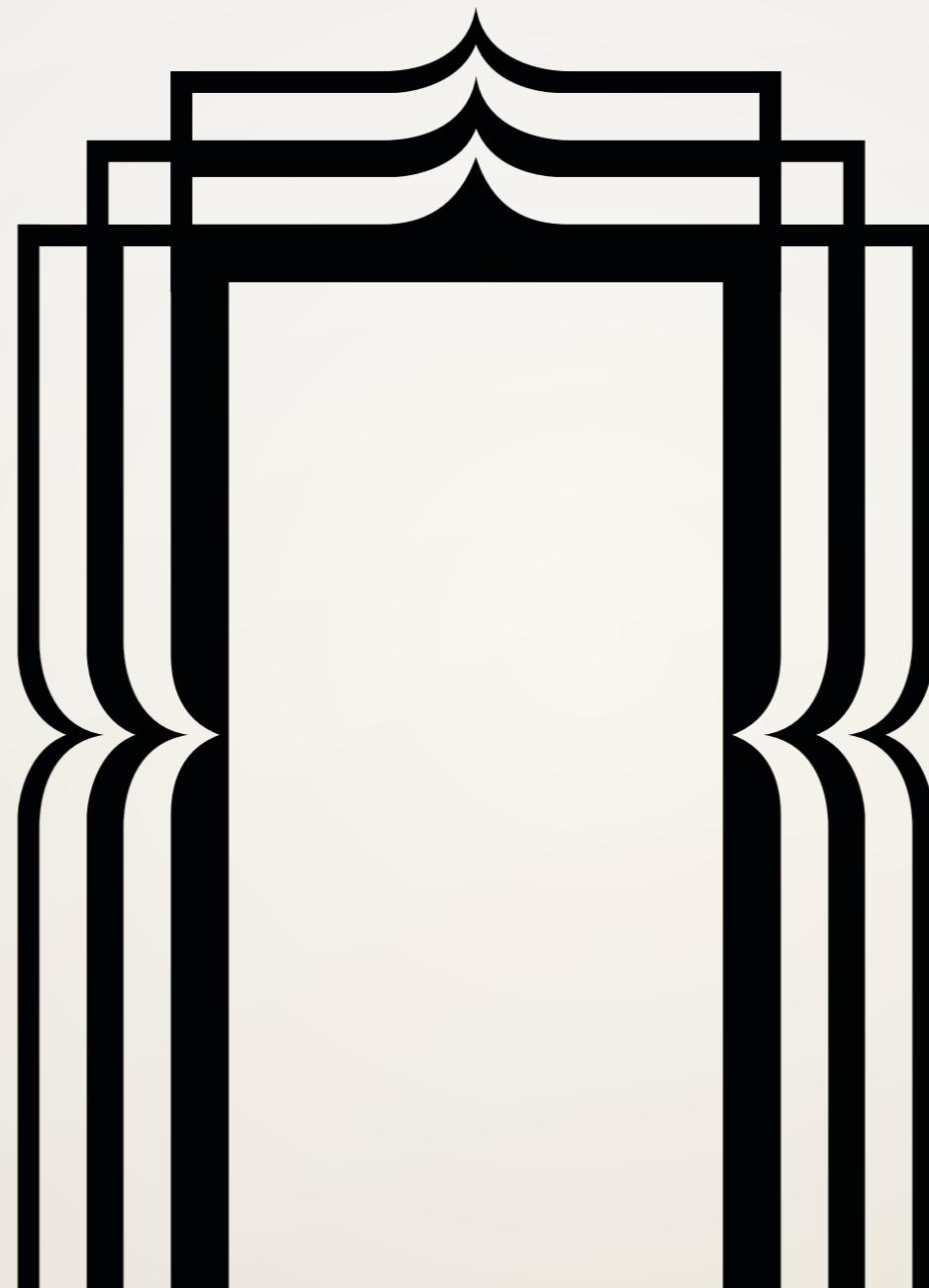
Devanagari word-mark is not
complimentary with a Roman one

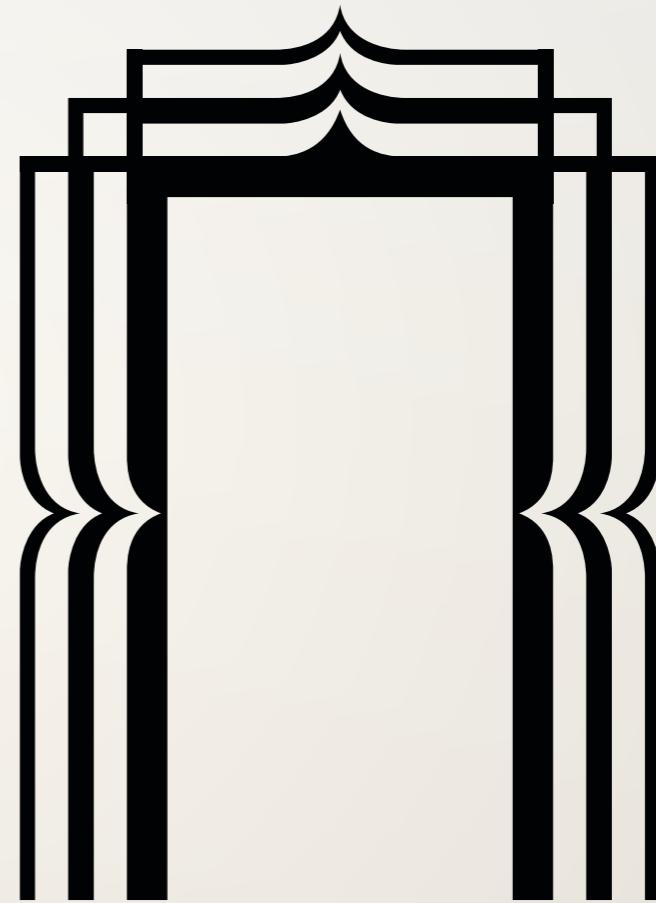
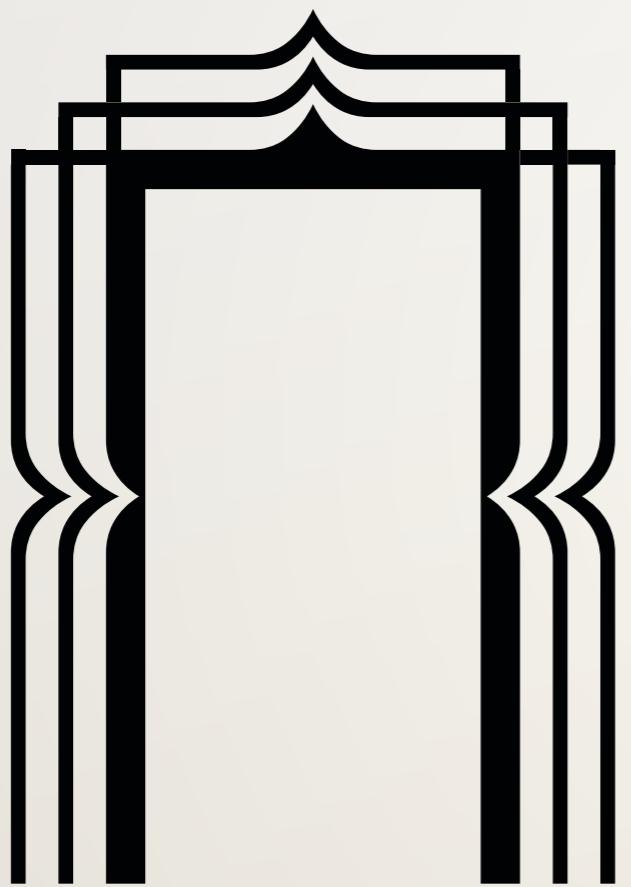
Improvement is required in
graphic design and typography

Visual Mark Final









Word-mark Final

Roman

RAJA
DINKAR
KELKAR
MUSEUM

Word-mark Final

Devanagari

राजा दिनकर
कल्कर संग्रहालय

Taking forward it to a Design Product

1. Finalising colours for the brand
2. Finalising Tagline (USP)
3. Designing 'Design Specification Manual'

Brand Colours



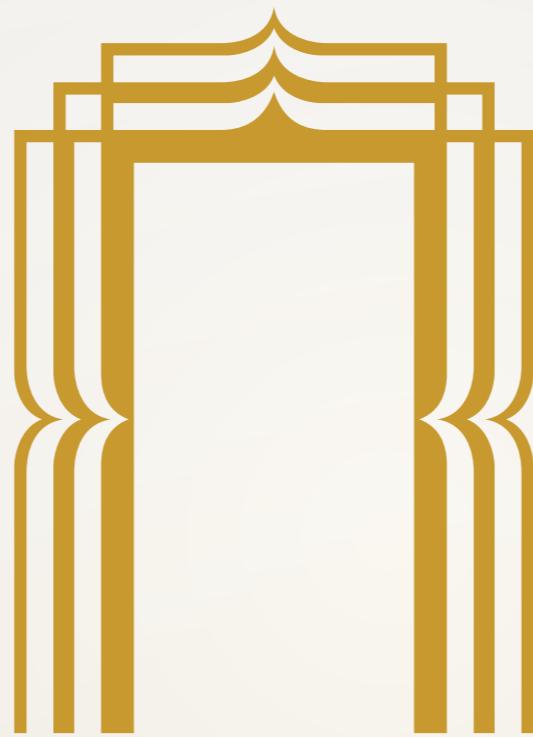
Colours of wood, brass and golden to depict richness of the museum

Brand Tagline I Roman

‘Treasures of India’

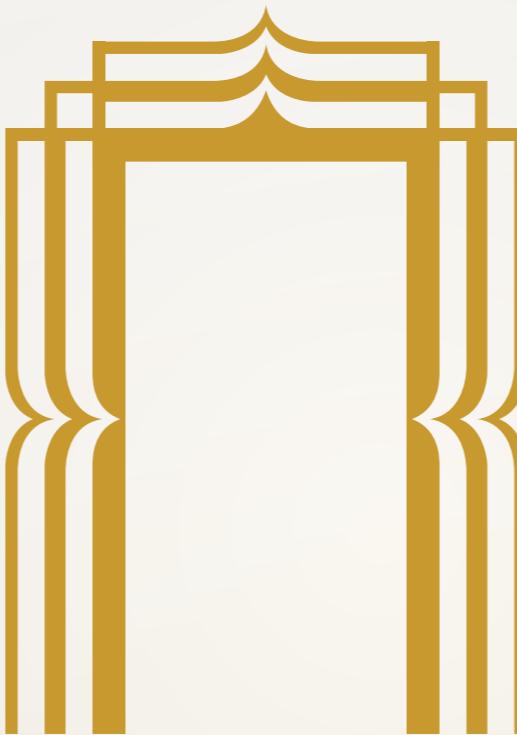
Brand Tagline | Devanagari

‘भारतीय दुर्मिळ खजिना’



Treasures of India

RAJA DINKAR KELKAR MUSEUM



भारतीय दुर्मिल खजिना

राजा दिनकर
केठकर संग्रहालय

Brand Specification Manual