



IIT Bombay

IDC School of Design
अभिकल्प विद्यालय

Project 2 | Communication Design

.....

Re-designing the identity of Raja Dinkar Kelkar Museum

.....

Project By:

Prem Rajesh Sonar
M. Des | Communication Design
IDC, IIT Bombay

Project Guide:

Prof. Mandar Rane
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**













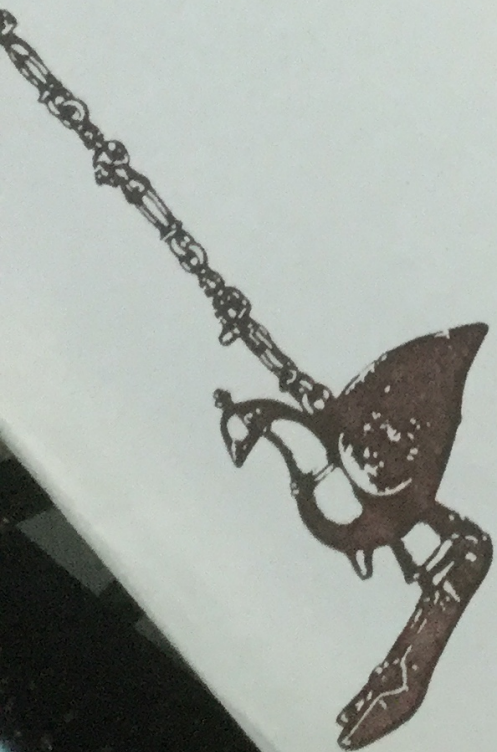




Existing Visual Identity

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

Other Puppets



RAJA DINKAR KELKAR MUSEUM

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

Dinkar Kelkar Museum

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

BOOK - POST



Sudhanva Ranade
Director

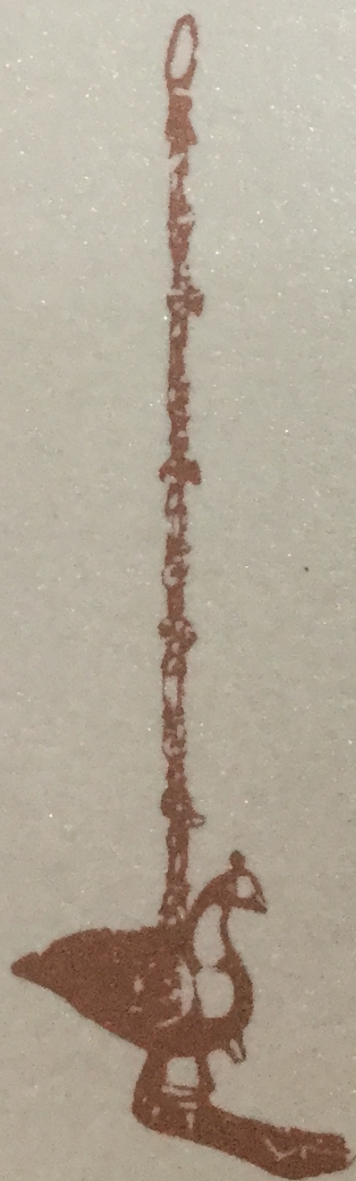
Member Secretary

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.

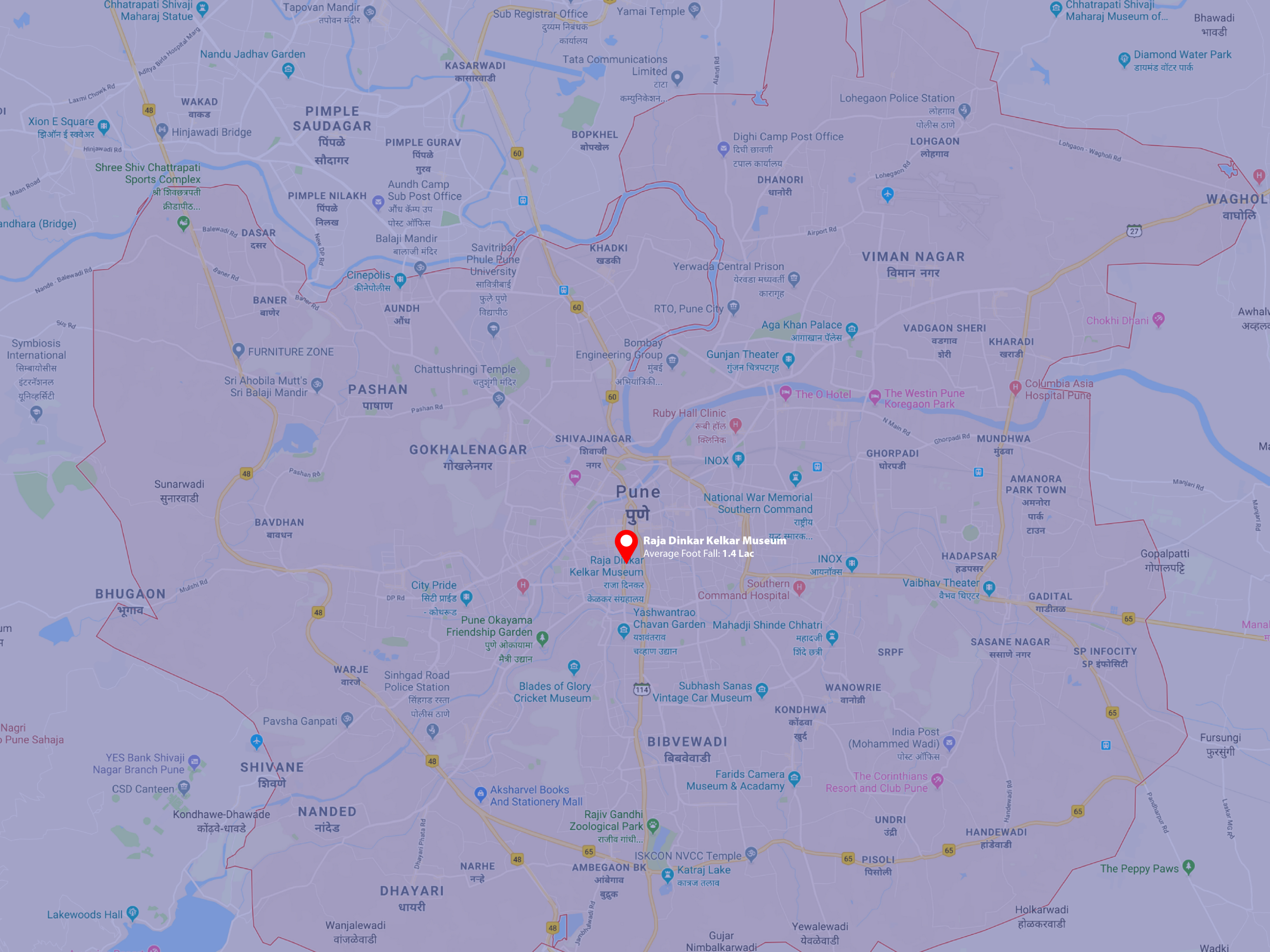
Raja Dinkar
Kelkar Museum

राजा दिनकर
केळकर संग्रहालय

Existing Tagline

‘MUSEUM OF EVERYDAY TRADITIONAL ART’

Museum and Statistics



Raja Dinkar Kelkar Museum
Average Foot Fall: 1.4 Lac

Raja Dinkar Kelkar Museum
राजा दिनकर
केळकर संग्रहालय

City Pride
सिटी प्राईड
- कोथरूड

Pune Okayama
Friendship Garden
पुणे ओकायामा
मैत्री उद्यान

Sinhgad Road
Police Station
सिंहगड रस्ता
पोलीस ठाणे

Blades of Glory
Cricket Museum

Subhash Sanas
Vintage Car Museum

BIBVEWADI
बिबवेवाडी

Rajiv Gandhi
Zoological Park
राजीव गांधी...

ISKCON NVCC Temple

AMBEGAON BK
आंबेगाव
बुद्रुक

NARHE
नरहे

DHAYARI
धायरी

Wanjalewadi
वांजळेवाडी

Gujar
Nimbalkarwadi

Yewalewadi
येवळेवाडी

Holkarwadi
होळकरवाडी

The Peppy Paws

HANDEWADI
हांडेवाडी

UNDRI
उंद्री

The Corinthians
Resort and Club Pune

India Post
(Mohammed Wadi)
पोस्ट ऑफिस

KONDHWA
कोंढवा
खुर्द

WANOWRIE
वानोत्री

SRPF

SASANE NAGAR
ससाणे नगर

SP INFOCITY
SP इंफोसिटी

GADITAL
गाडीतळ

Vaibhav Theater
वैभव थिएटर

HADAPSAR
हडपसर

MUNDHWA
मुंदवा

KHARADI
खराडी

VADGAON SHERI
वडगाव शेरी

VIMAN NAGAR
विमान नगर

RTO, Pune City

Yerwada Central Prison
येरवडा मध्यवर्ती
कारागृह

Gunjan Theater
गुंजन चित्रपटगृह

Aga Khan Palace
आगाखान पॅलेस

Bombay
Engineering Group
मुंबई
अभियांत्रिकी...

SHIVAJINAGAR
शिवाजी
नगर

Chattushringi Temple
चतुर्शुंगी मंदिर

PASHAN
पाषाण

Sri Ahobila Mutt's
Sri Balaji Mandir

FURNITURE ZONE

BANER
बाजेर

DASAR
दसर

PIMPLE NILAKH
पिंपळे
निलख

PIMPLE GURAV
पिंपळे
गुरव

PIMPLE SAUDAGAR
पिंपळे
सौदागर

WAKAD
वाकड

Hinjawadi Bridge

Shree Shiv Chhatrapati
Sports Complex
श्री शिवछत्रपती
क्रीडापीठ...

Xion E Square
झिऑन ई स्क्वेअर

andhara (Bridge)

Symbiosis International
सिम्बायोसीस
इंटरनॅशनल
यूनिव्हर्सिटी

Sunarwadi
सुनारवाडी

BAVDHAN
बावधन

BHUGAON
भूगाव

Nagri
Pune Sahaja

YES Bank Shivaji
Nagar Branch Pune

CSD Canteen

Kondhawe-Dhawade
कोंढवे-धावडे

SHIVANE
शिवणे

NANDED
नांदेड

Lakewoods Hall

Diamond Water Park
डायमंड वॉटर पार्क

Chhatrapati Shivaji
Maharaj Museum of...

Bhawadi
भावडी

WAGHOL
वाघोली

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अव्हलव

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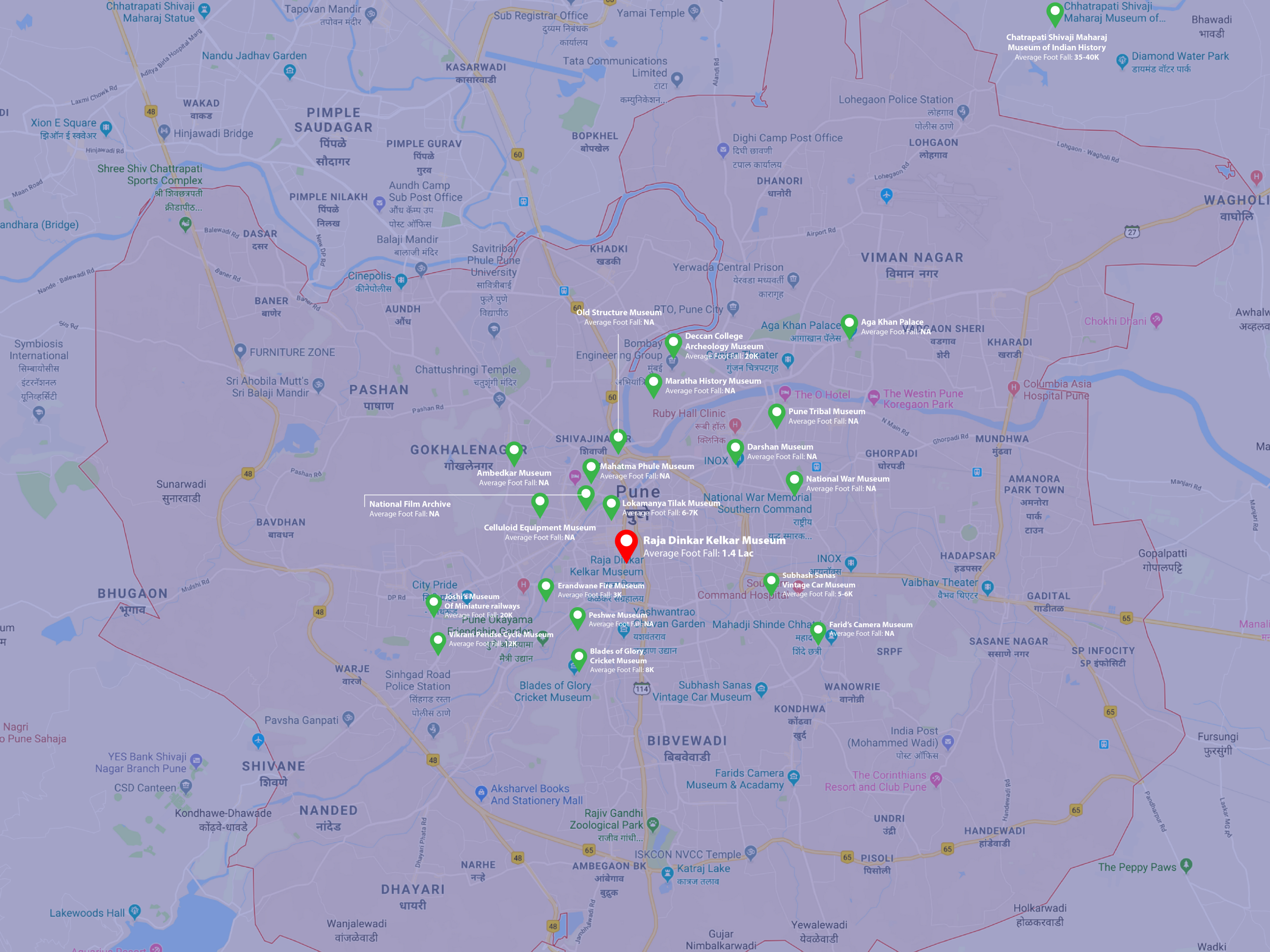
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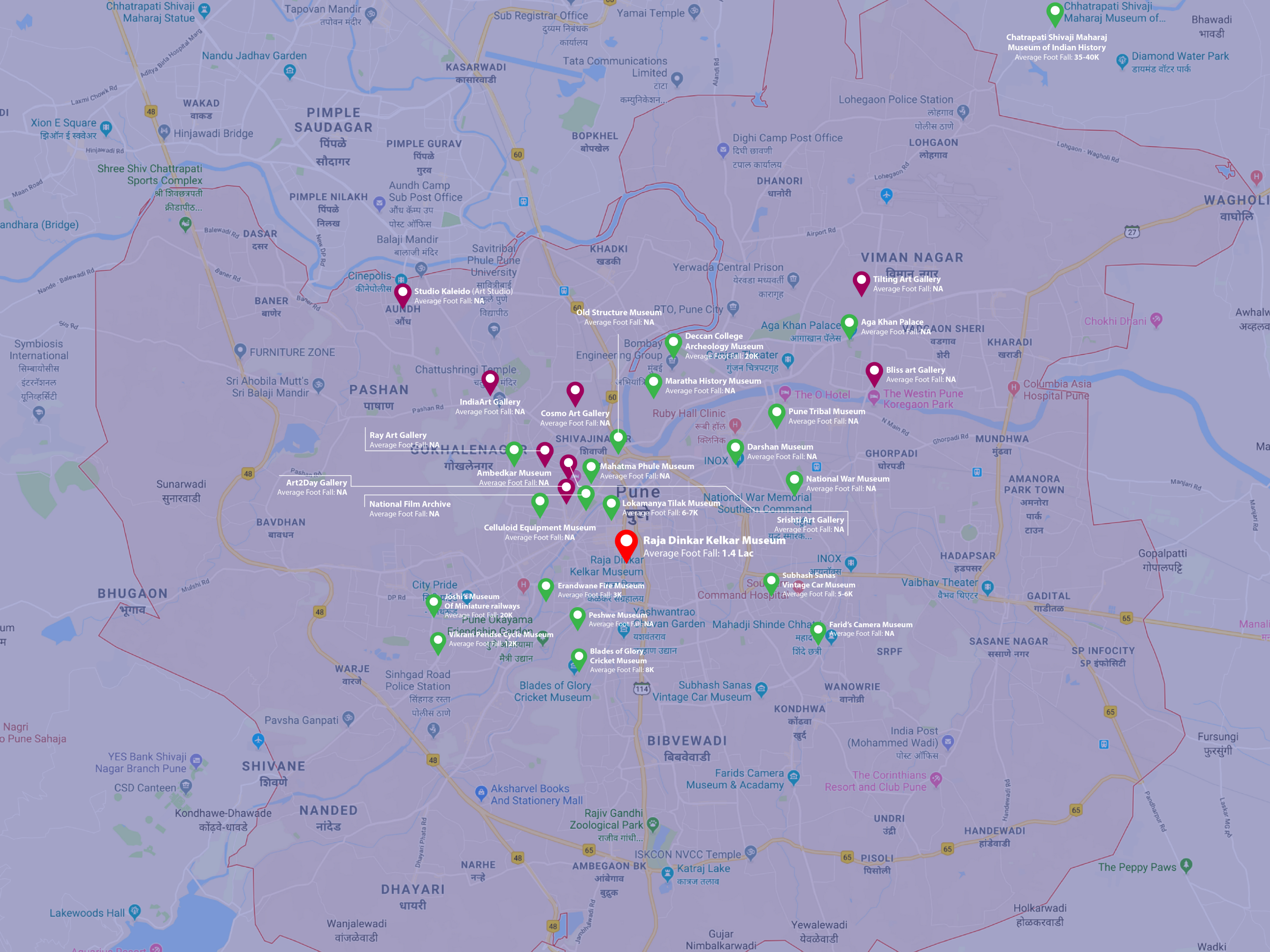
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Museum **Brand Positioning**

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

Welcome

Priceless

‘Atithi Devo Bhava!’

Indian

Rich

Symmetry

Rangoli

Experience

Elephants

Traditional

Memorable

Incredible

Rare

Impression

Decorative

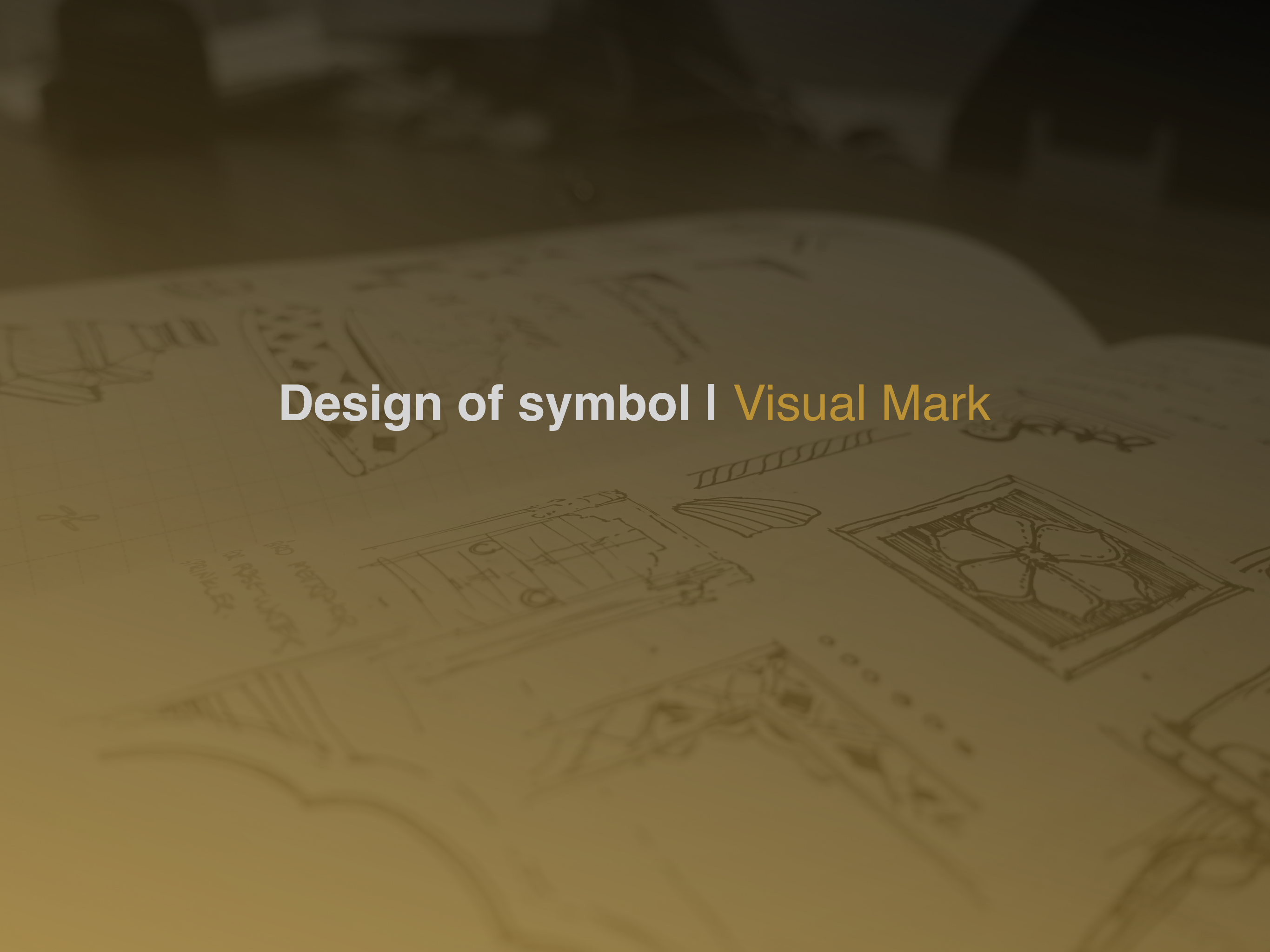
Elite

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 I Visual Mark



IN

राजा
दिवाकर
के.चव्हाकर
महाराष्ट्र

R

KM

राजा

के.चव्हाकर

महाराष्ट्र

राजा
दिवाकर
के.चव्हाकर
महाराष्ट्र

के.चव्हाकर

महाराष्ट्र

के.चव्हाकर

महाराष्ट्र

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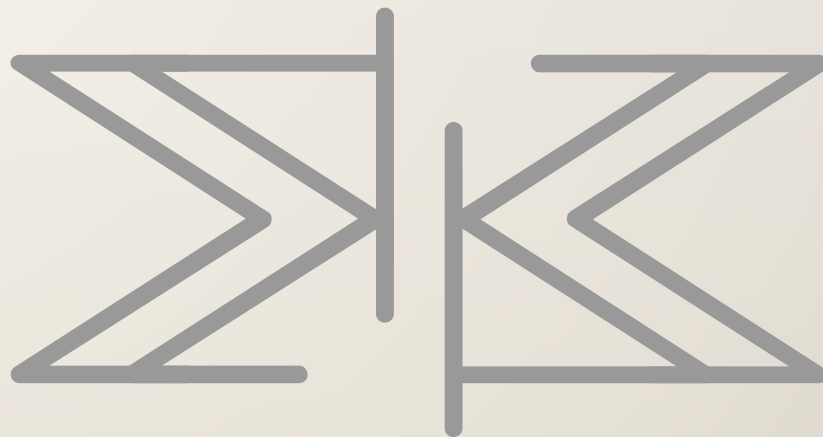
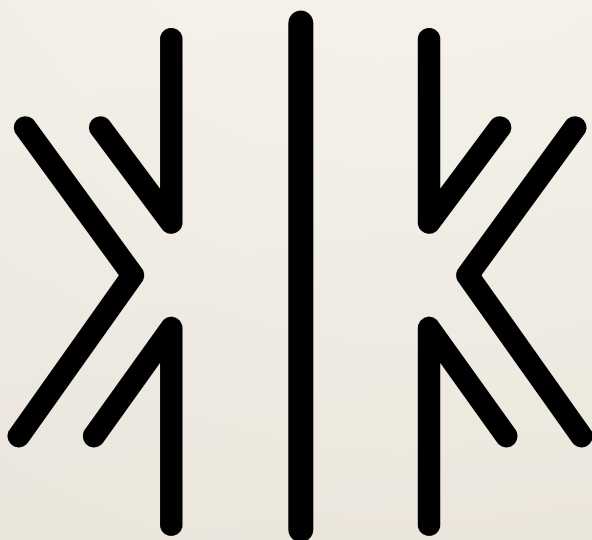
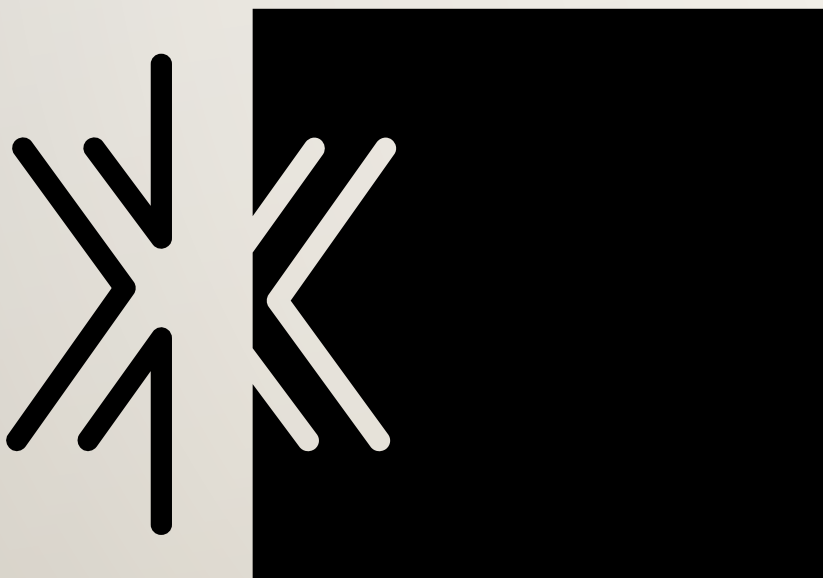
IN

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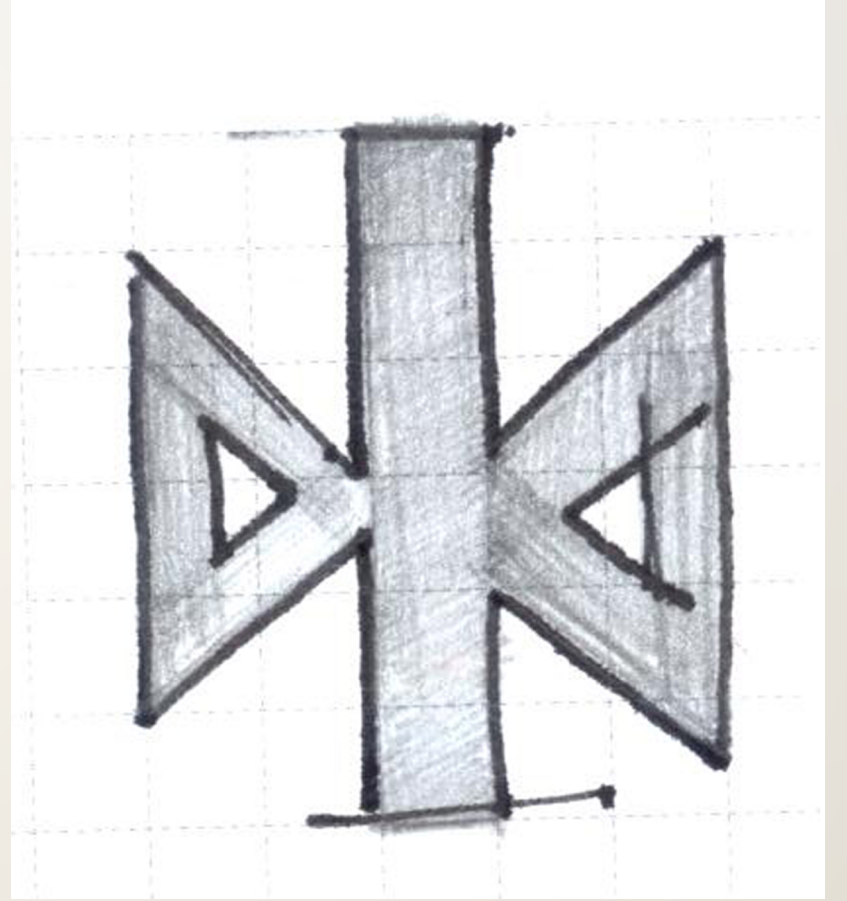
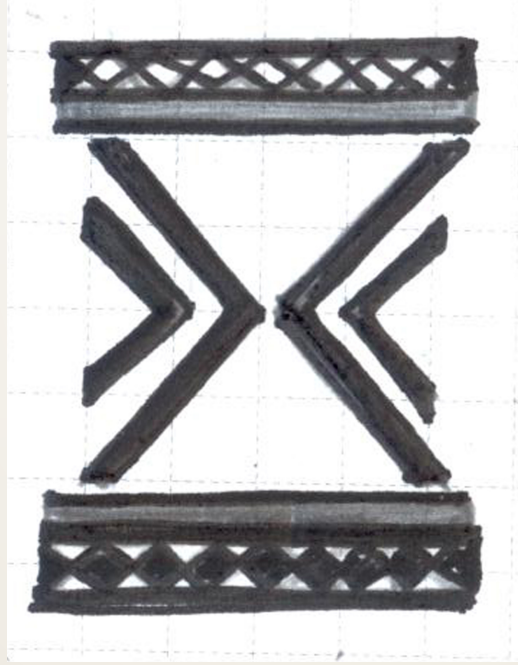
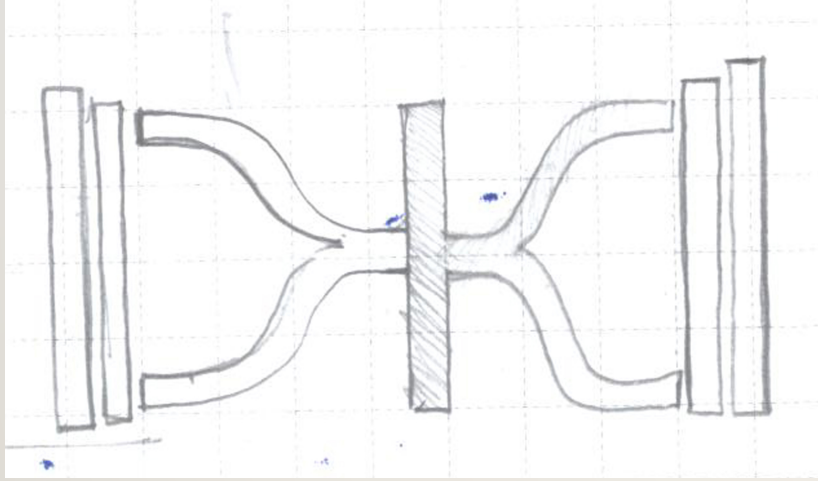
IN

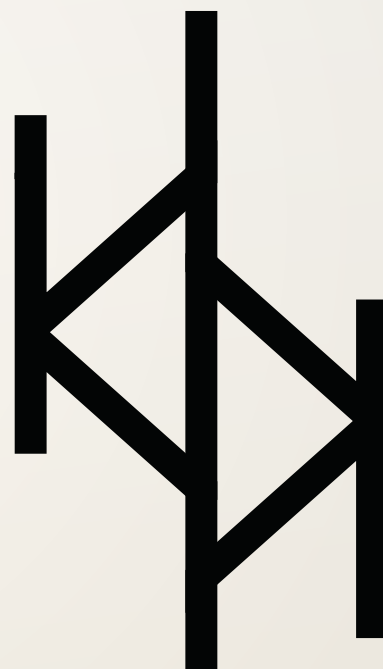




All of these lacks 'Indianness'





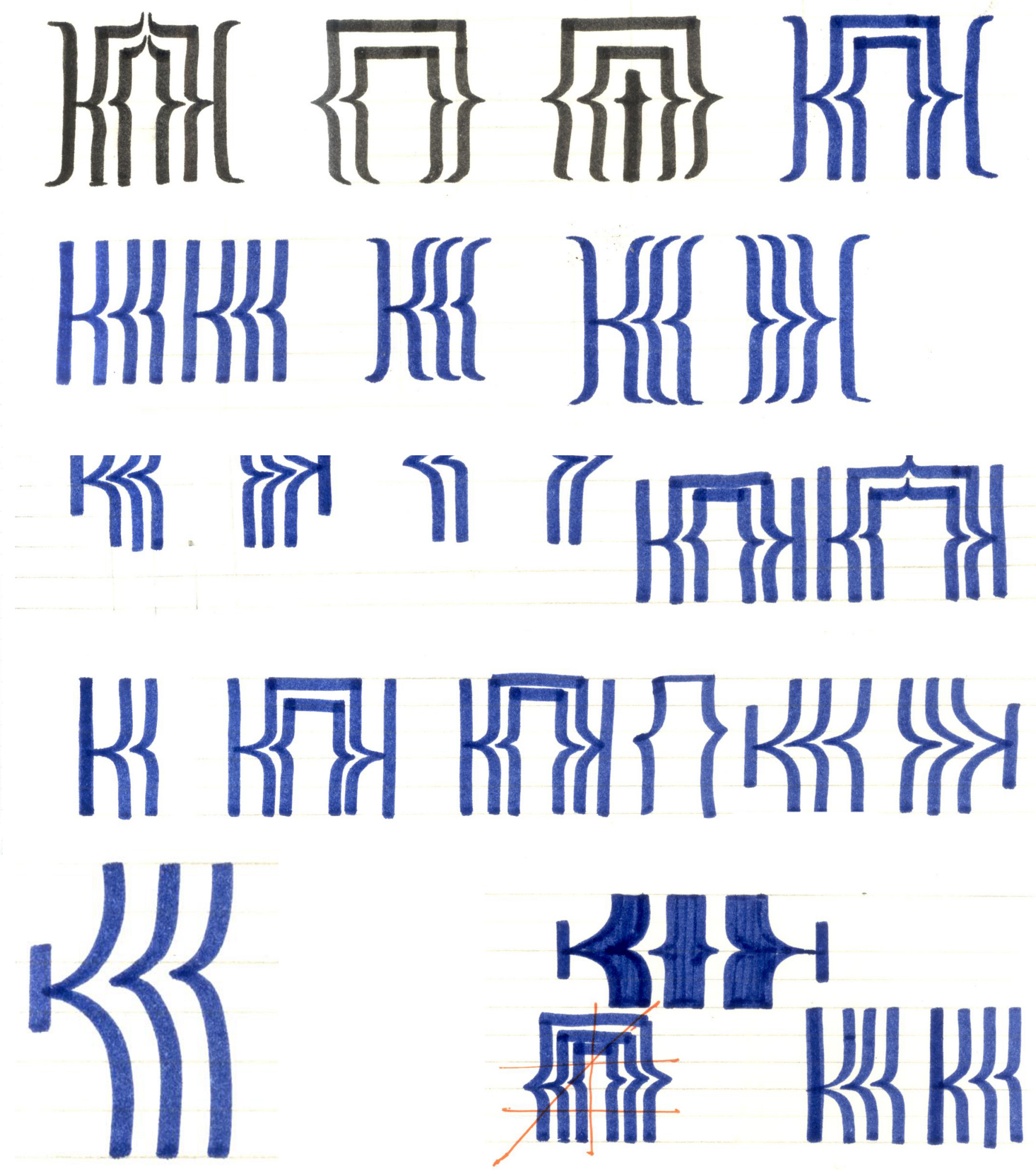
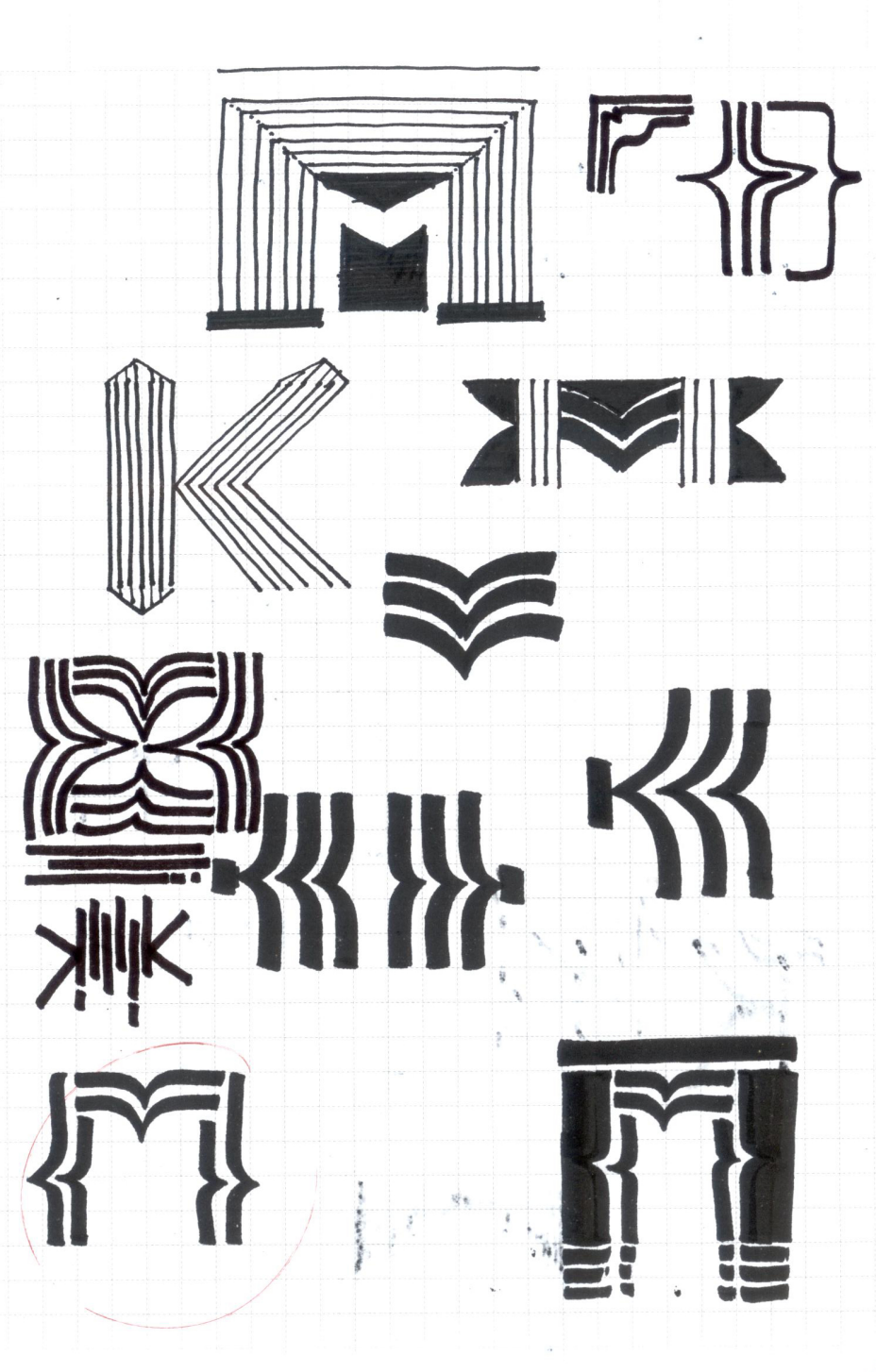




Wrong meaning



Multiple Interpretation

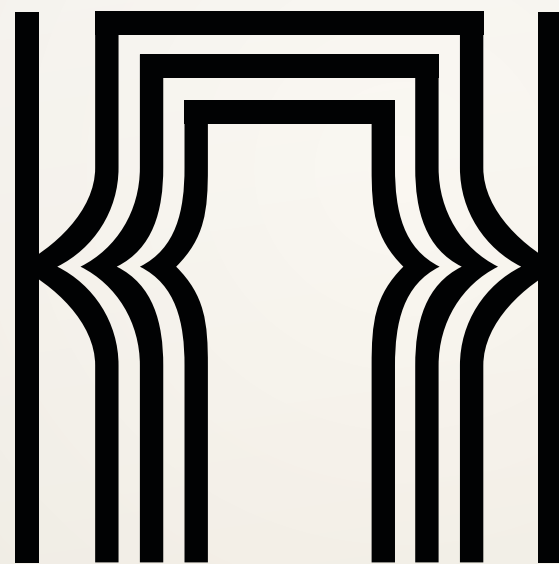
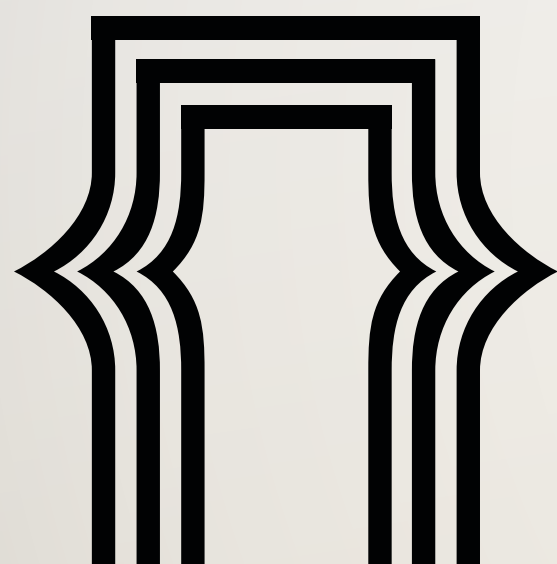


Design of symbol I A Door

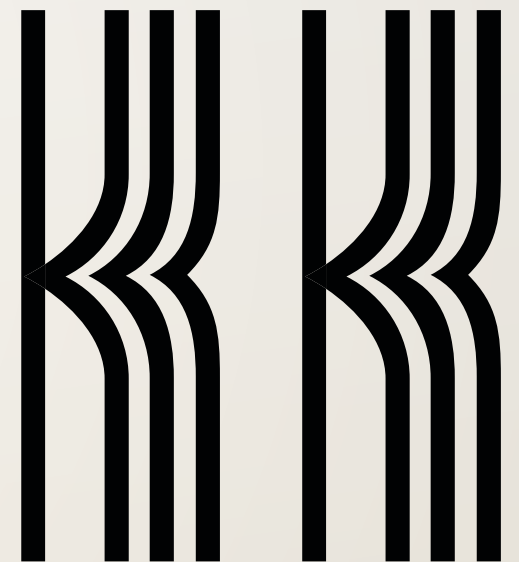
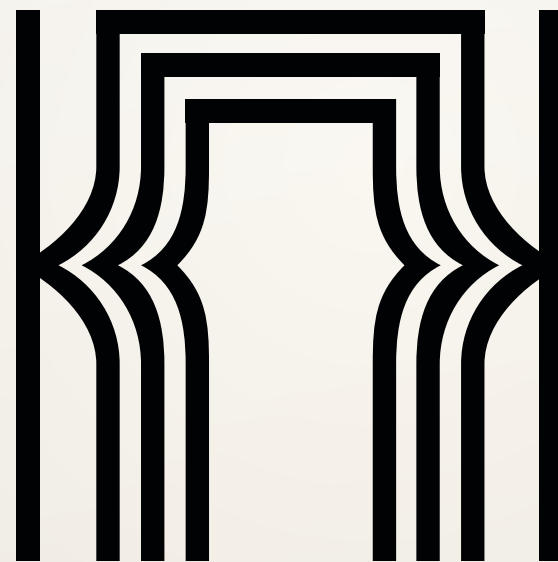
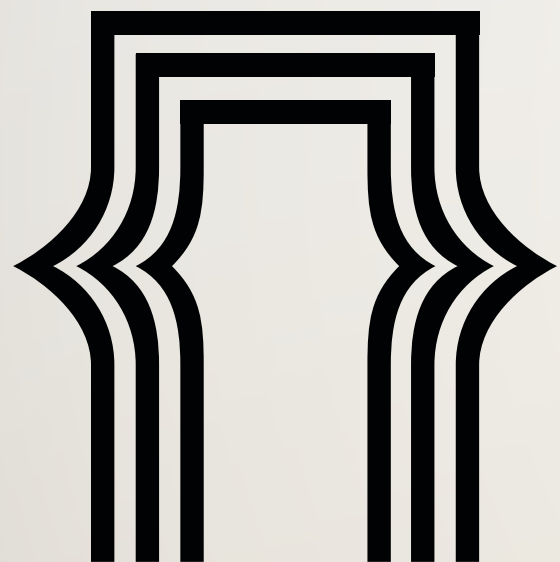
It stands a doorway to 'Indian Product Design History' for everyone.

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

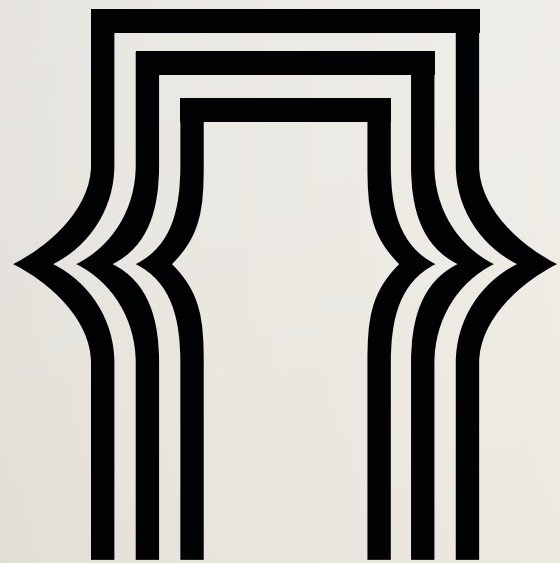
A pattern that is unique and is hard to forget and will create nice brand language for the museum.



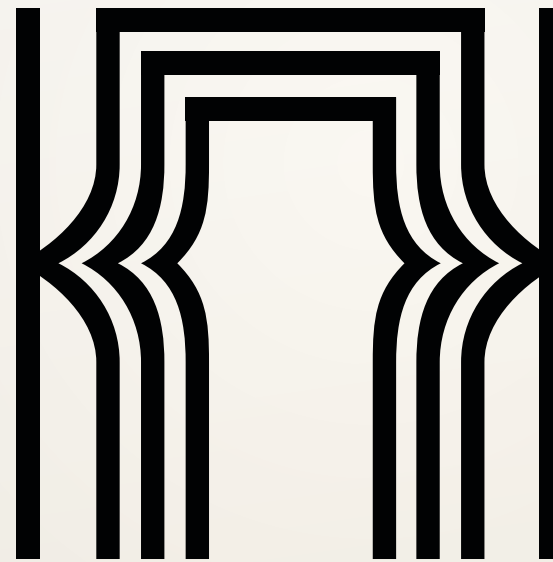
But, it was lacking qualities of door!



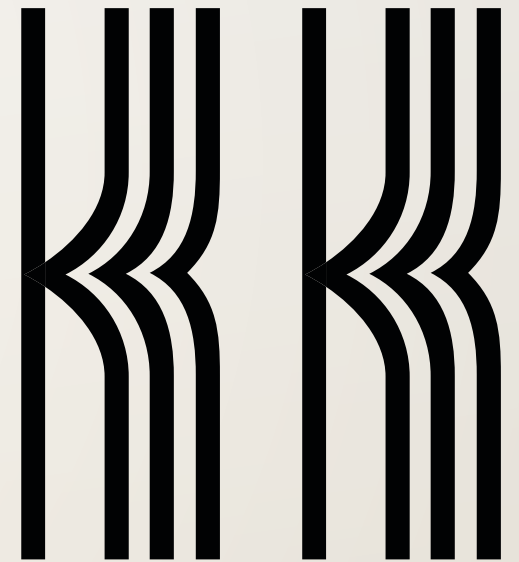
But, it was lacking qualities of door!



Diwali Lantern



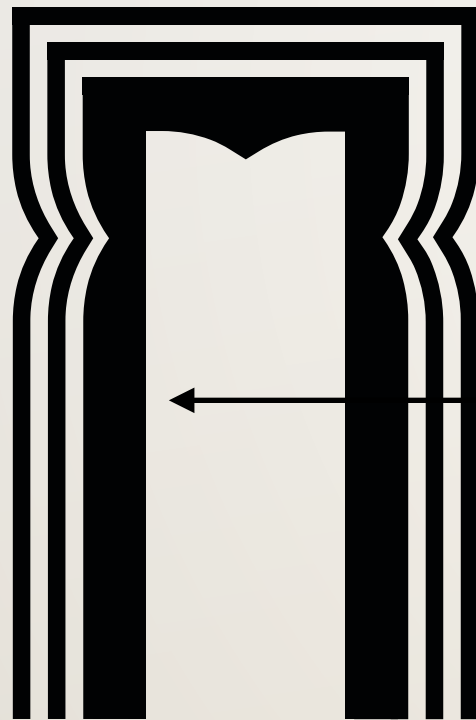
Curtains



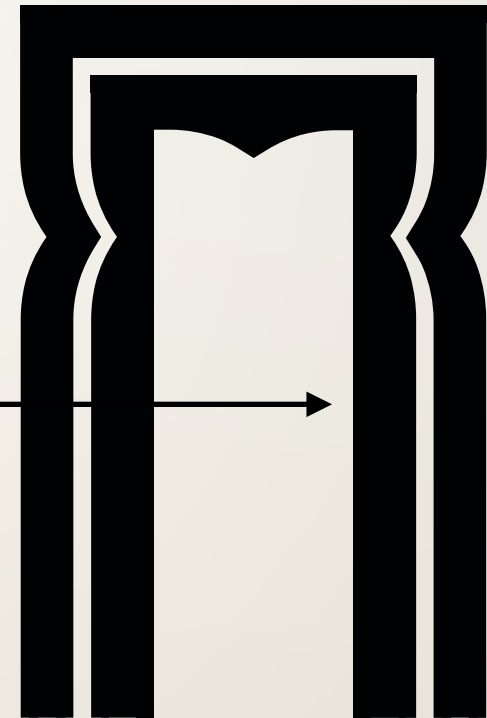
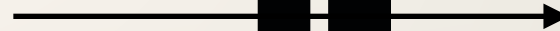
Less meaning
(A part of doorframe)

I added 'qualities' of doors!

I added 'qualities' of doors!



**Adding a
strong
door frame
made
difference.**

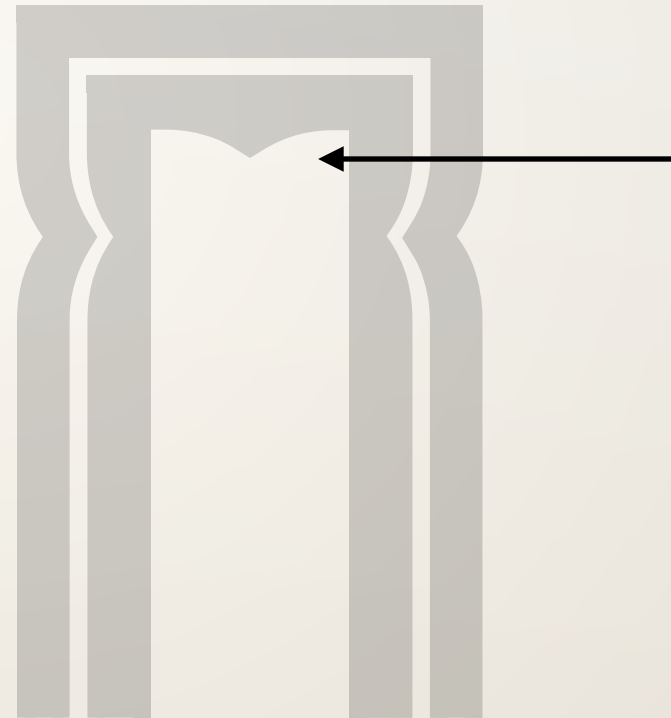
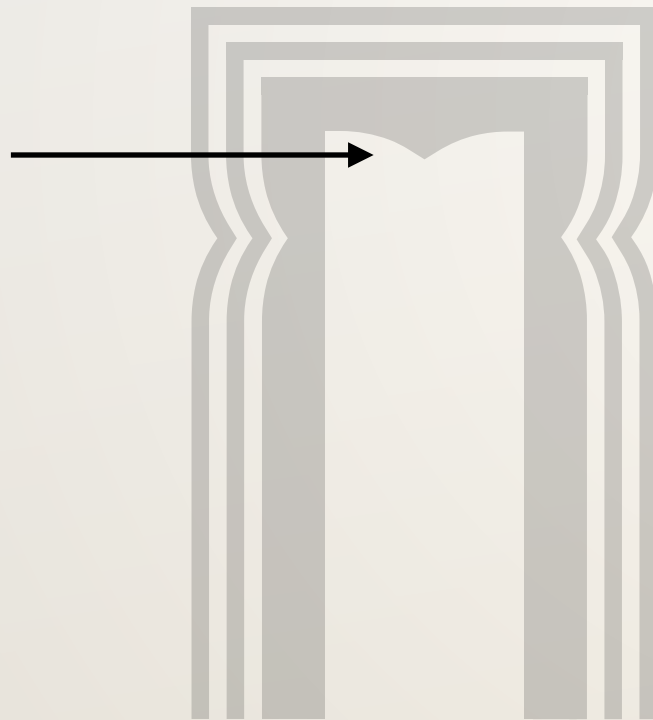




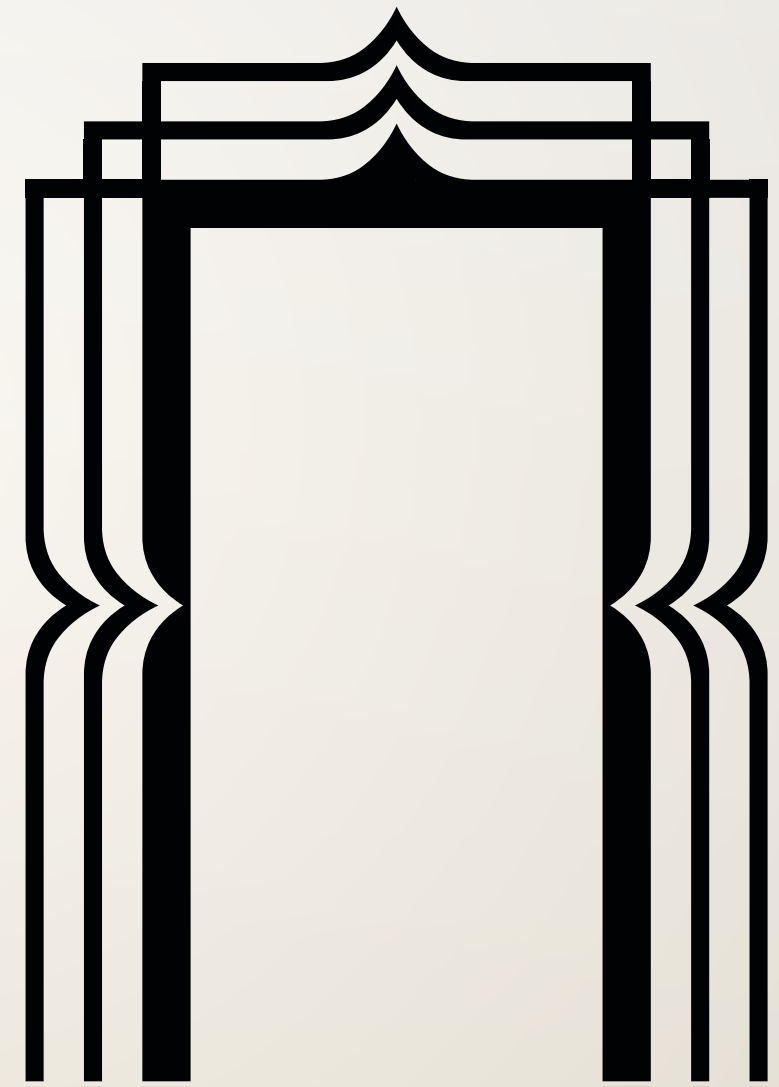
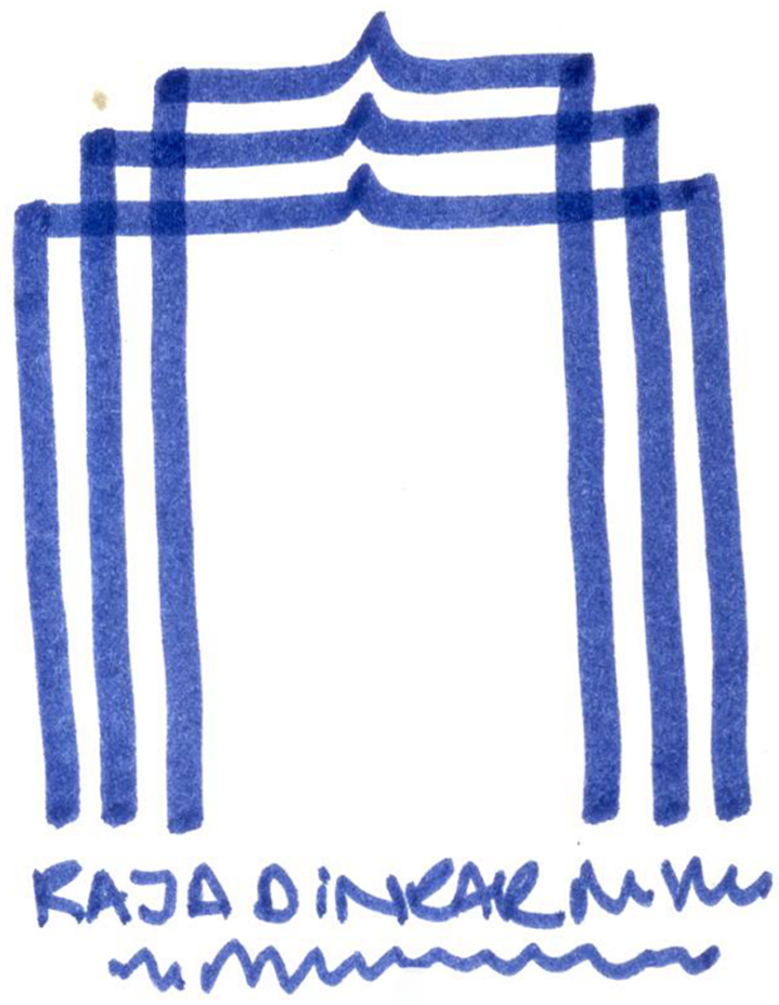
?

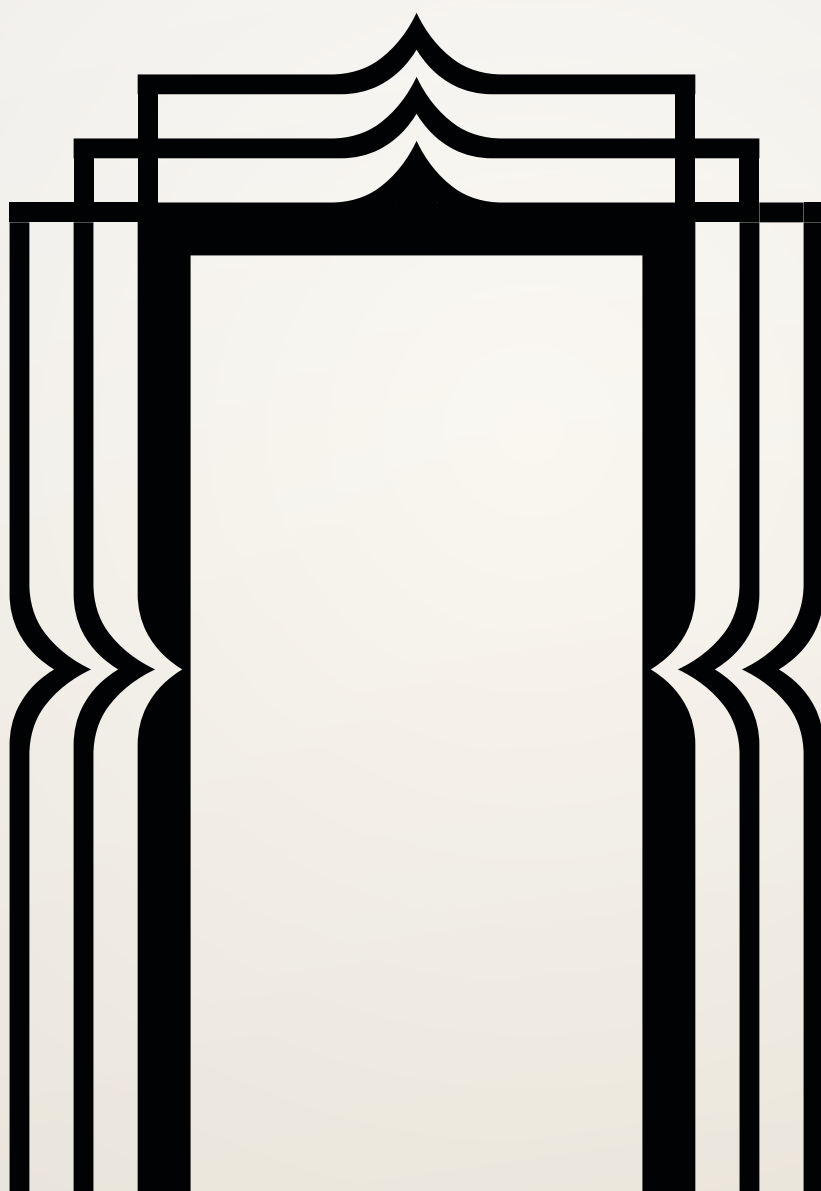


Bottom top of the doorframe which
was going downwards was **negativity!**



Visual Mark Version 1





The background of the slide features a close-up, slightly blurred image of a fountain pen resting on a sheet of paper. The paper is covered with various calligraphic letterforms, including uppercase 'A's, 'R's, and 'E's, demonstrating different styles and flourishes. The overall color palette is warm and monochromatic, with shades of brown and gold.

Design of Word-mark

Roman

R R R R R R R R R R
A A A J J J J D D D N K K
J L L L L L E E R I D D
A A A D E K K E L K A R
P R R A J A D I N K A R
RAJA { } d o o

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

The background of the slide is a photograph of a notebook with a dark cover. The notebook is open, and the pages are filled with handwritten text in Devanagari script. The text is written in a dark ink, and the handwriting is somewhat cursive. A pen is visible in the top left corner, resting on the notebook. The overall lighting is warm and slightly dim, creating a focused and academic atmosphere.

Design of Word-mark

Devanagari

RAJA
DINKAR
KELKAR



राजा
दिनकर
केळकर



రాజా
దినకర
కేలకర

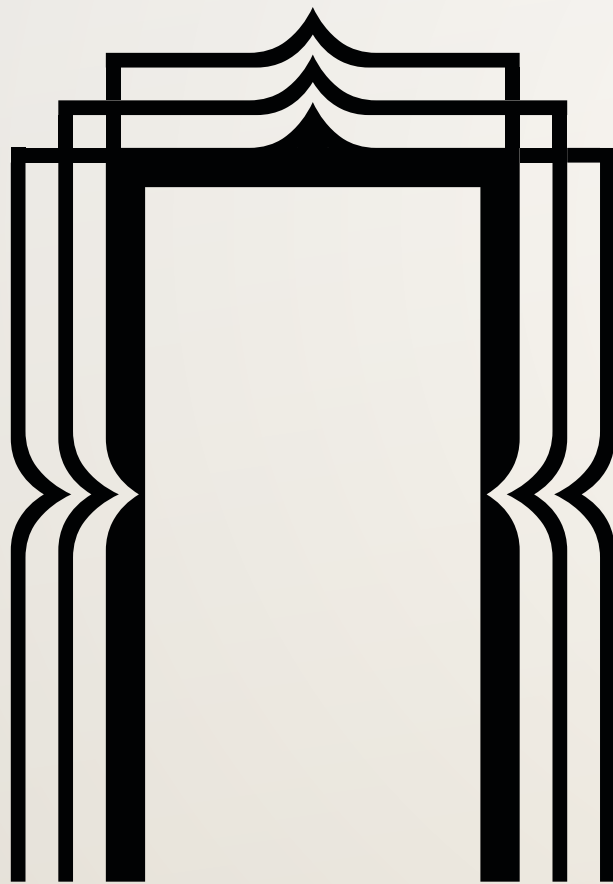
RAJA
DINKAR
KELKAR



राजा
दिनकर
केळकर

राजा
दिनकर
केलकर

Pre-Jury comments | Visual Mark Version 1



Low visual reduction value

Elegance is missing

Can be improved in graphic design domain

Pre-Jury comments I Word-mark Version 1
Roman

RAJA
DINKAR
KELKAR

‘Museum’ word is essential.

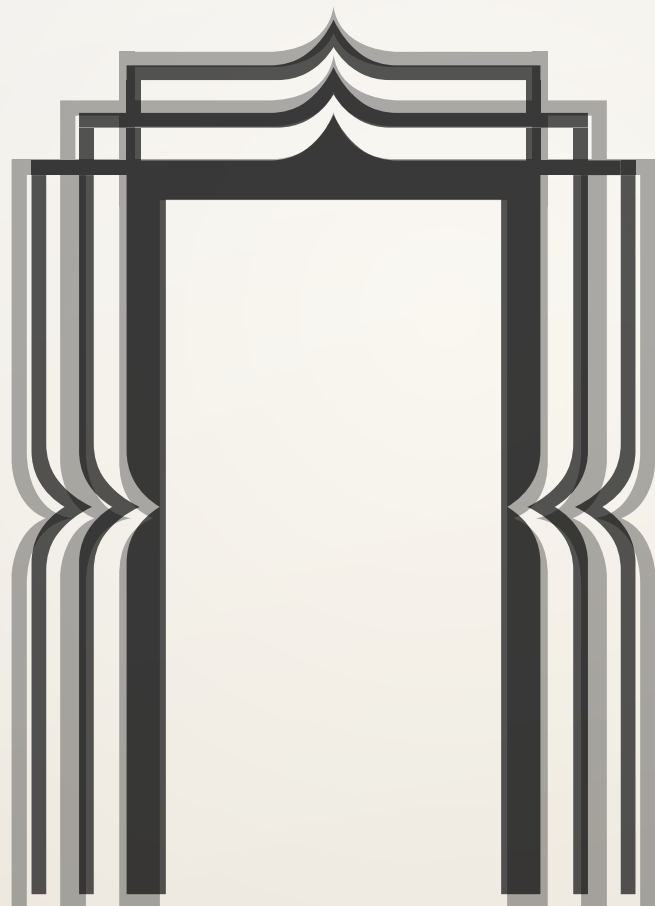
Pre-Jury comments I Word-mark Version 1
Devanagari

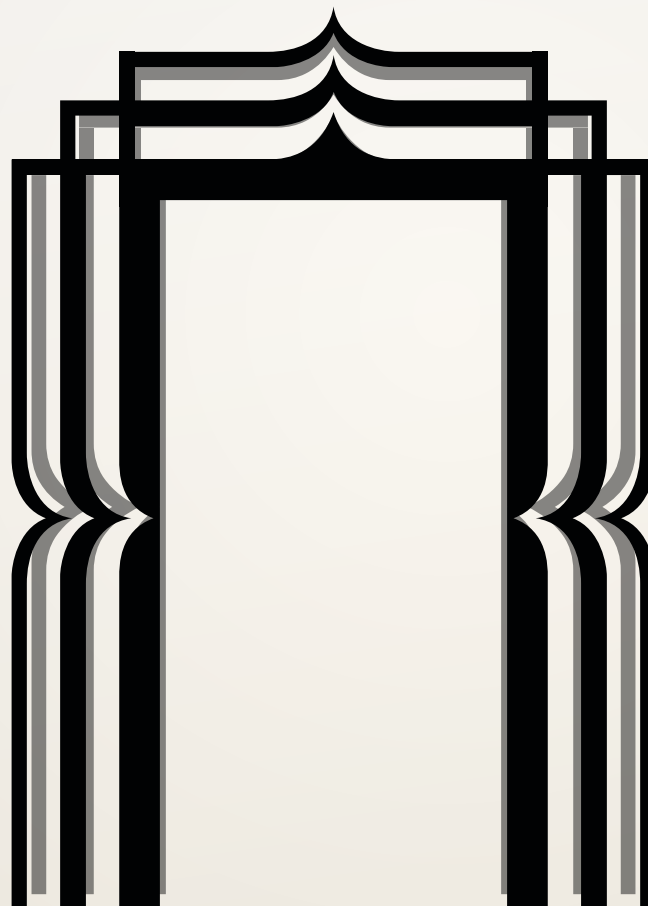
राजा
दिनकर
केकर

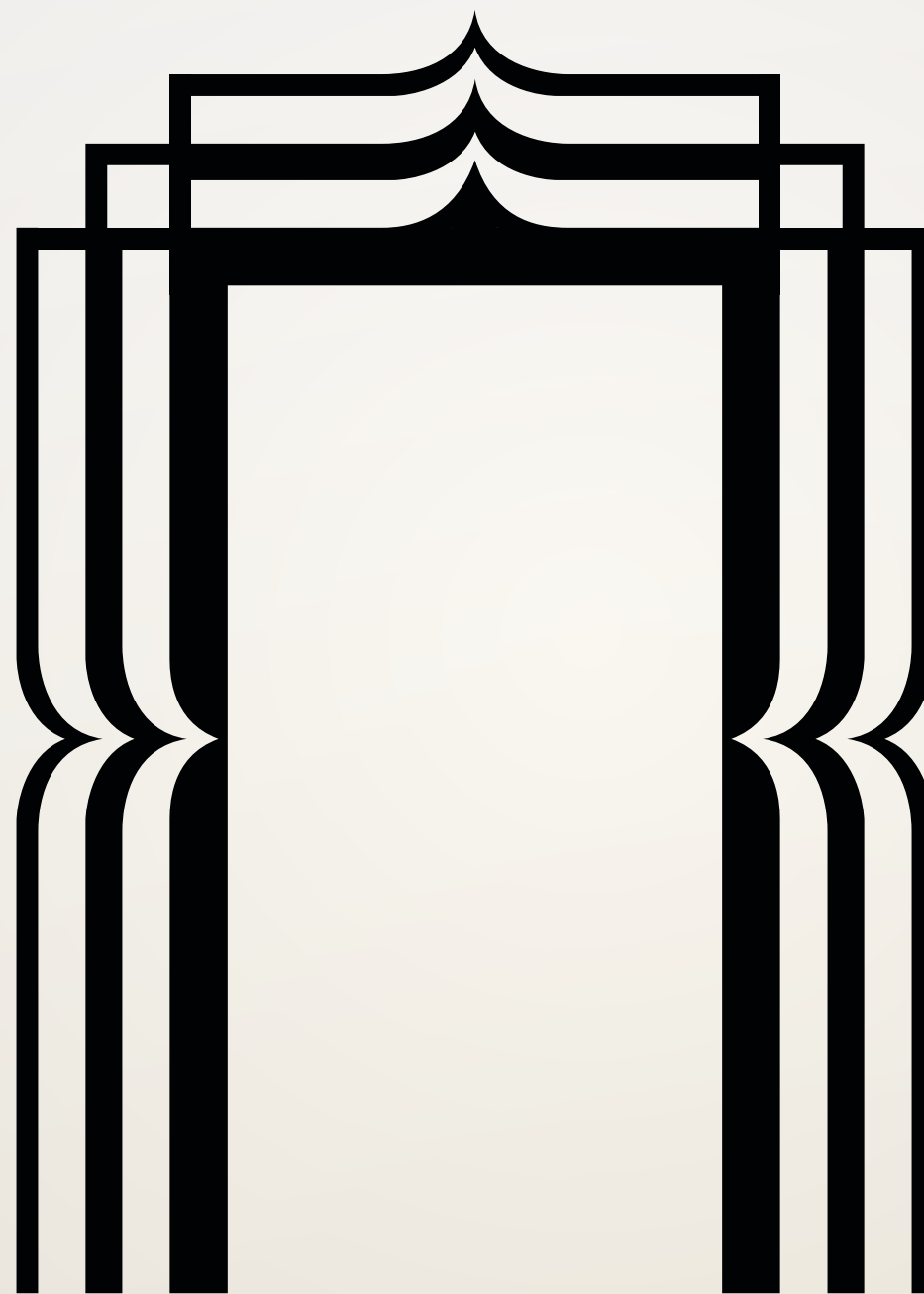
Devanagari word-mark is not
complimentary with a Roman one

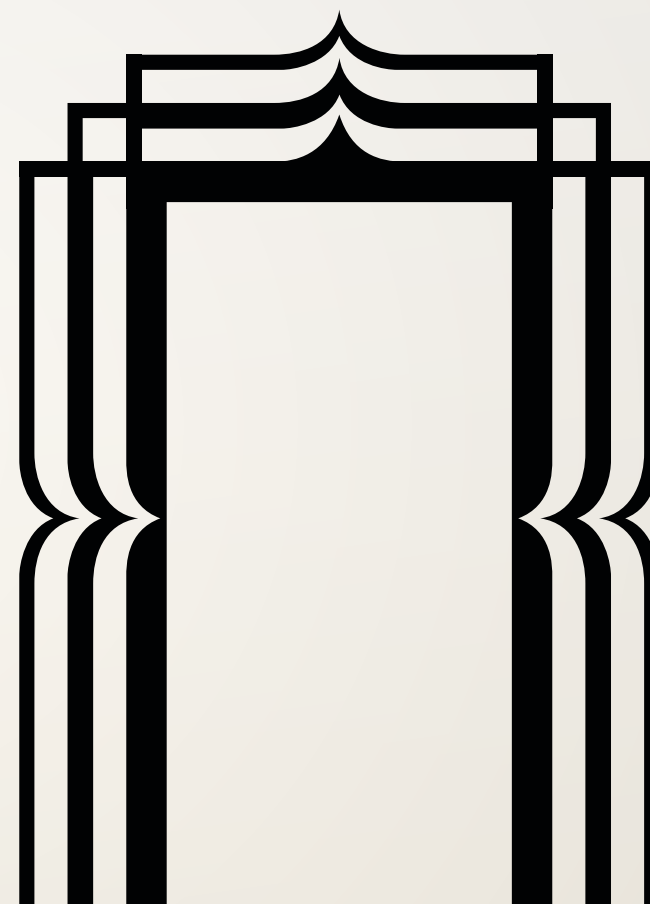
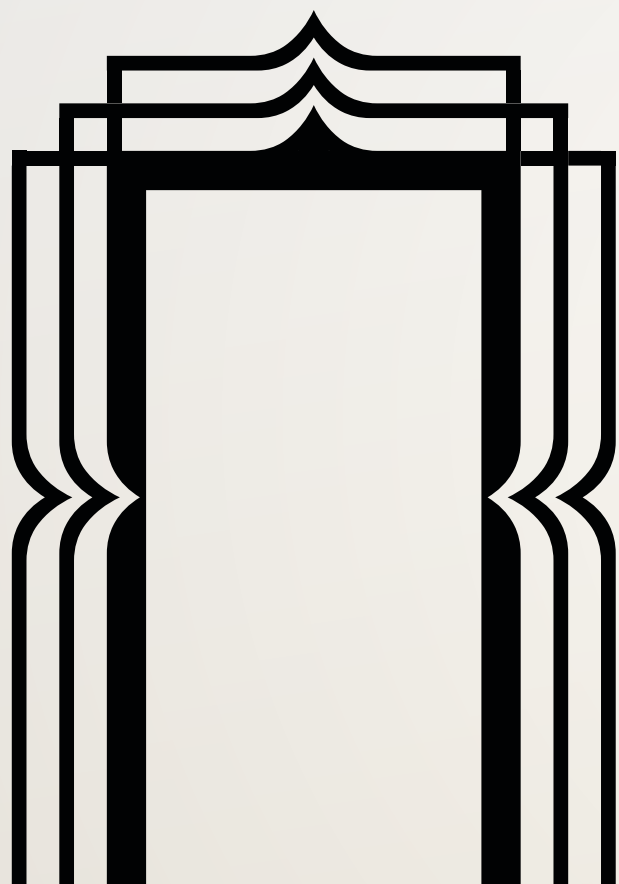
Improvement is required in
graphic design and typography

Visual Mark Final









Word-mark Final

Roman

RAJA
DINKAR
KELKAR
MUSEUM

Word-mark Final

Devanagari

राजा दिनकर
केळकर 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



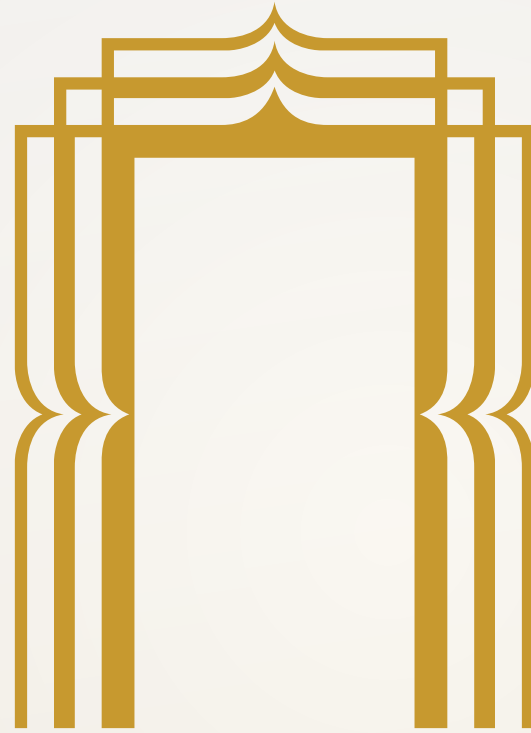
Colours of wood, brass and golden to depict
richness of the museum

Brand Tagline | Roman

‘Treasures of India’

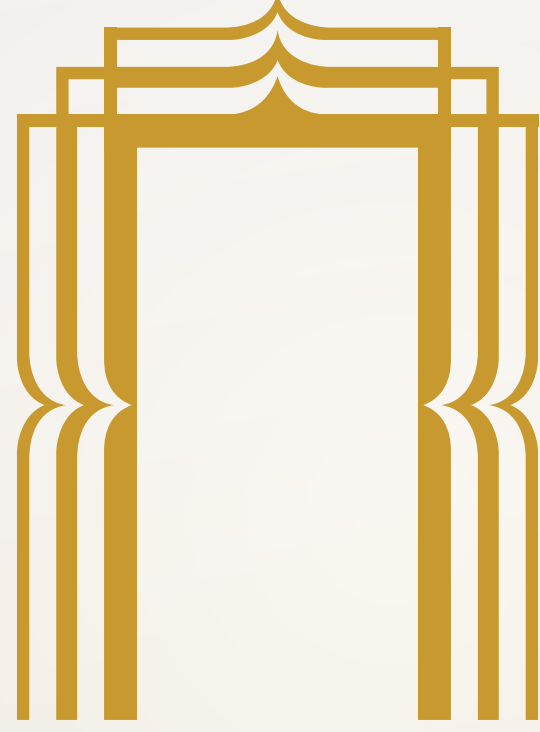
Brand Tagline | Devanagari

‘भारतीय दुर्मिळ खजिना’



Treasures of India

RAJA DINKAR KELKAR MUSEUM



भारतीय दुर्मिळ खजिना

राजा दिनकर केळकर संग्रहालय

Brand Specification Manual