

# CORPORATE IDENTITY DESIGN

..... *Project I* .....

at

**COMPANY**

*guided by* KB VINOD & BHUPAL RAMNATHKAR

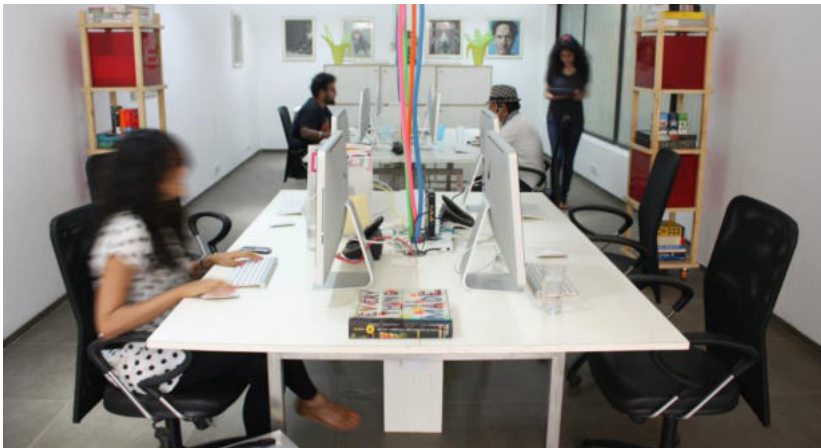
.....  **Reshal Shah**  .....

I26250003

Visual Communication

INDUSTRIAL DESIGN CENTRE, IIT B

.....



## INTRODUCTION TO **COMPANY**

Founded by **KB Vinod** and **Bhupal Ramnathkar** in February, 2012.

Creative agency based in Lower Parel, Mumbai.

Believes in honesty, transparency, simplicity and originality.

Clients include Fashion Big Bazaar, Caprese, Holii and Malabar Gold.

## AIM OF INTERNSHIP

Learning what goes into making of logos and their simplicity.

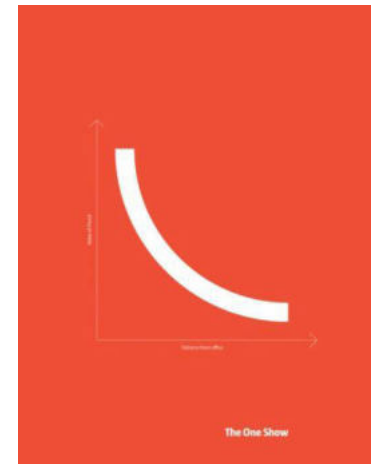
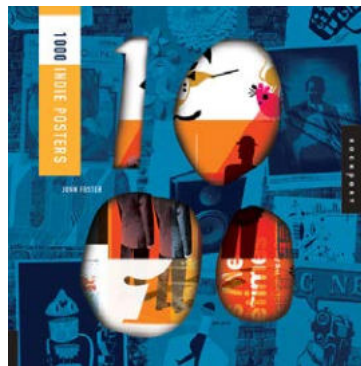
To try and study the scope of application and possibilities of identity design.

Looking at well-designed identities by design studios worldwide.

To apply the learnings I gained during the first year of M.Des. at IDC.

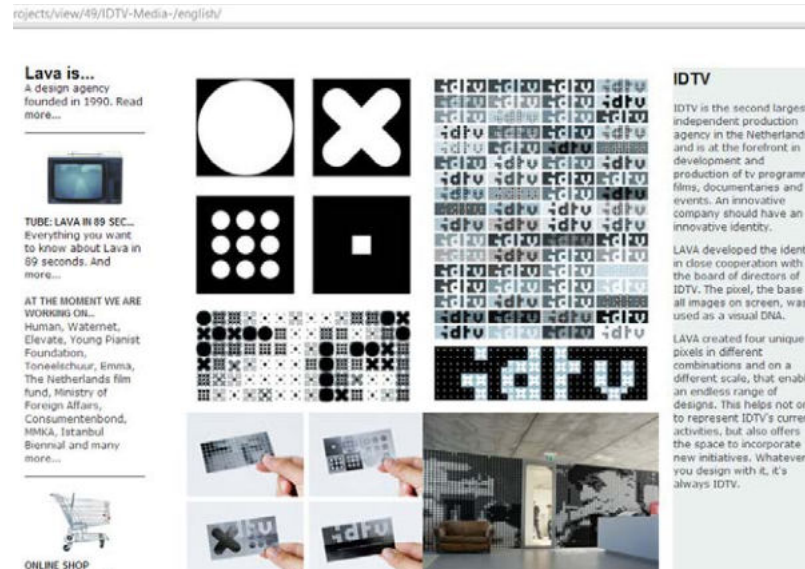
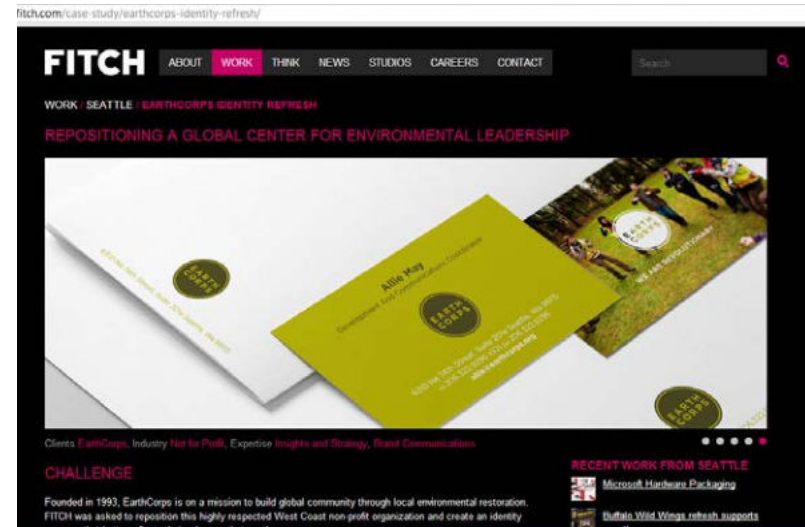
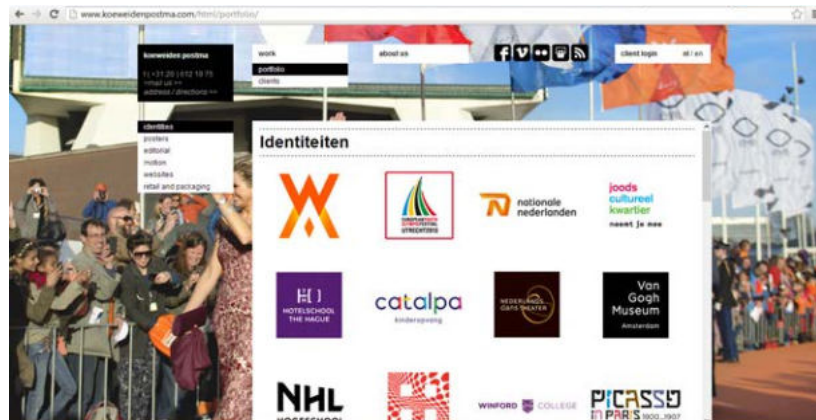
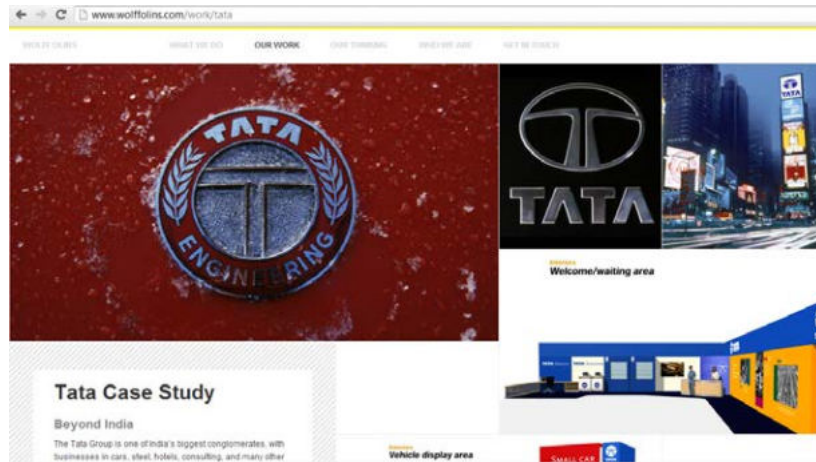


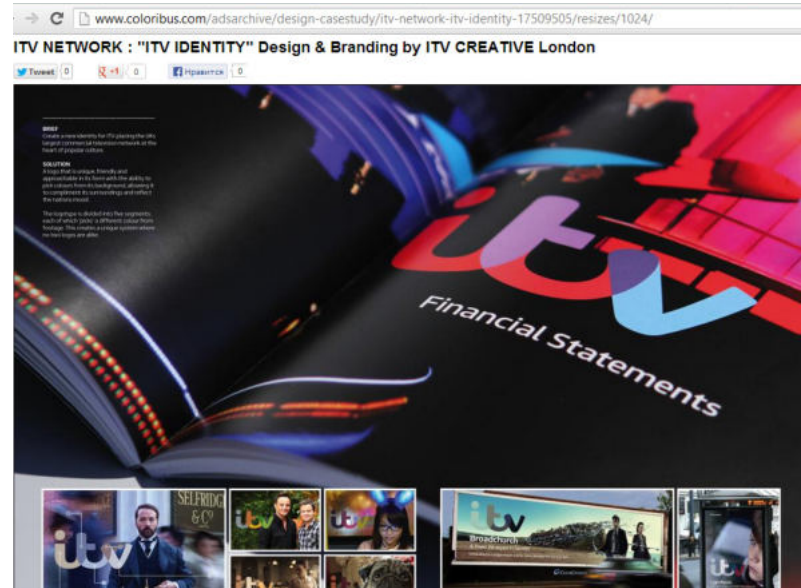
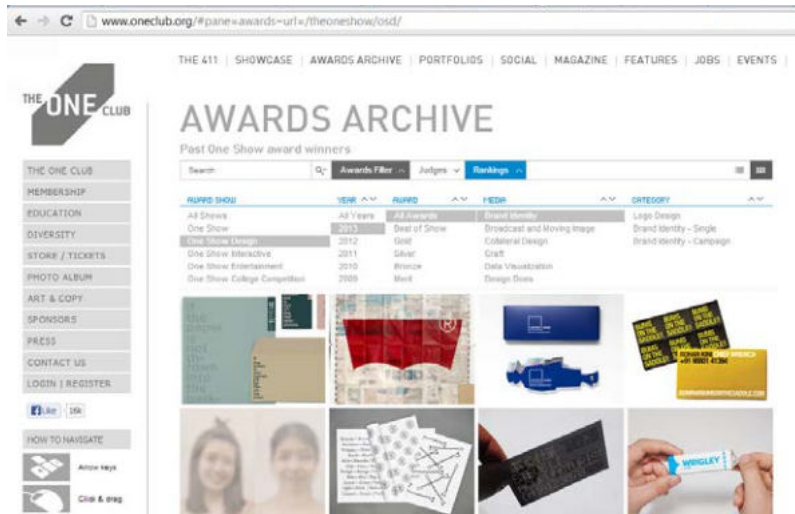
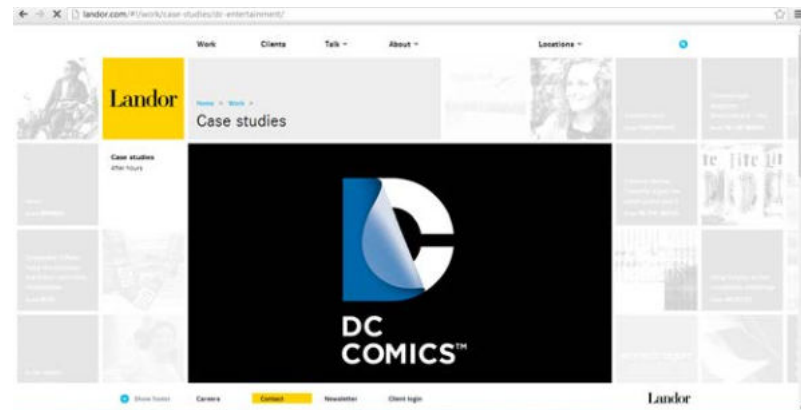
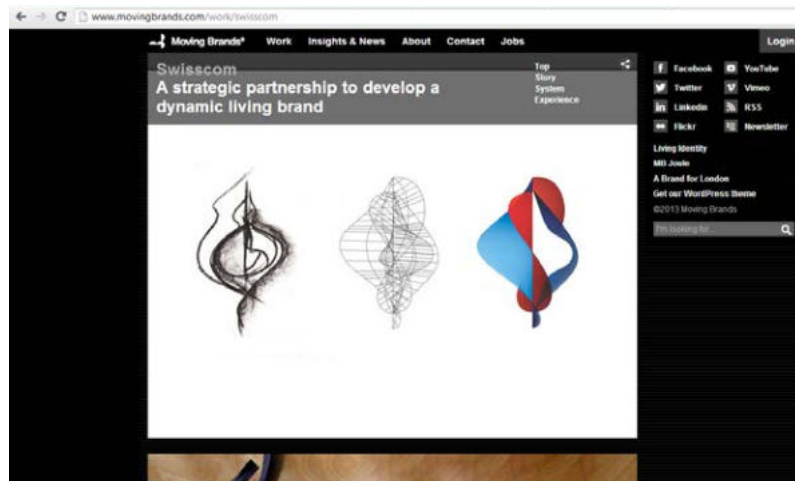
First means of learning about any subject is books.



*(Some images shown are clicked by me while some of them are google images of the covers of the books that I read. All the names, credits and resources are mentioned in the reference page.)*

Online portfolios, case studies and works done by design houses worldwide.









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)*

It should reflect premiumness and a global appeal in the ambience irrespective of the geographical and cultural backdrop.



Old Logo



I was given an ethnographic research which consisted of the factors like target audience and the lifestyle which the brand caters to.

## The City (People And Behaviour)



Educational Centres



Transport Facilities

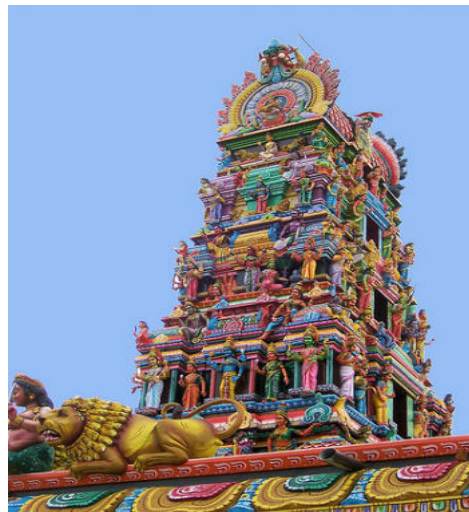


Preferred Housing

Value: Modern yet rooted



Joint family and community building



Religious



Filter coffee

## Entertainment



Music



Dance and drama



Movies

## Investment Preference



VS







## 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 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.





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,

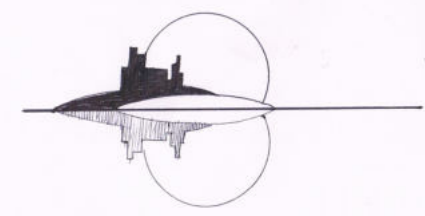
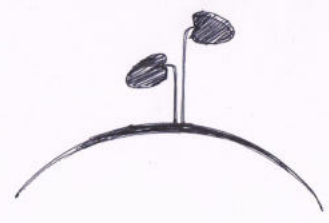
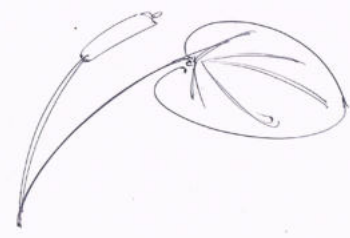
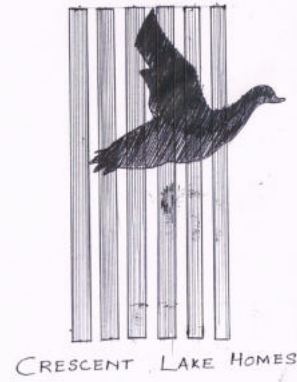
*Crescent Lake Homes identity should be:*

- **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









Six lines suggest six buildings of Crescent Lake Homes.

The flying duck is a suggestion that there is a lake near by.

The blue colour is that of the lake, and a clam, 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** 

Lotus leaves depict the same in the logo; a subtle suggestion of having a lake and a beautiful, dreamy surrounding nearby.

The colours depict the premiumness of these homes.



# Crescent Lake Homes



The mood and the landscape has been captured in these options.

Crescent Lake Homes stand tall amidst a beautiful landscape.

**crescent lake homes**

Crescent Lake  
HOMES

Crescent Lake Homes

Crescent  
Lake Homes

A lake with a calm, relaxed mood is 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 needed was 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

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**

↓ ↓  
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

# crescent lake homes

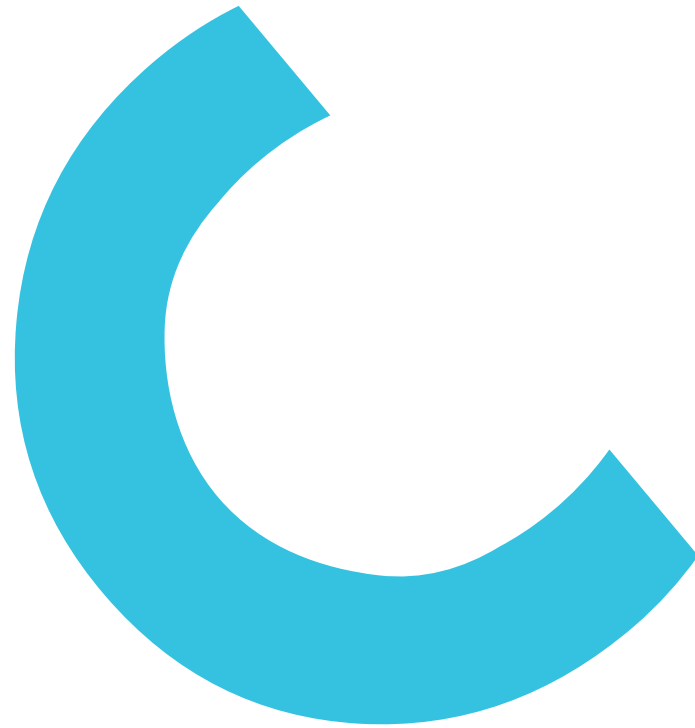
- FUTURA medium typeface :  
simple, non-decorative, geometric and clean.
- It is bold enough to stand out strong just like the buildings of Crescent Lake Homes.
- No frills and modern logo with the subtle play of typography, a reflection of the crisp and clean nature of the client.
- The tilted  suggests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

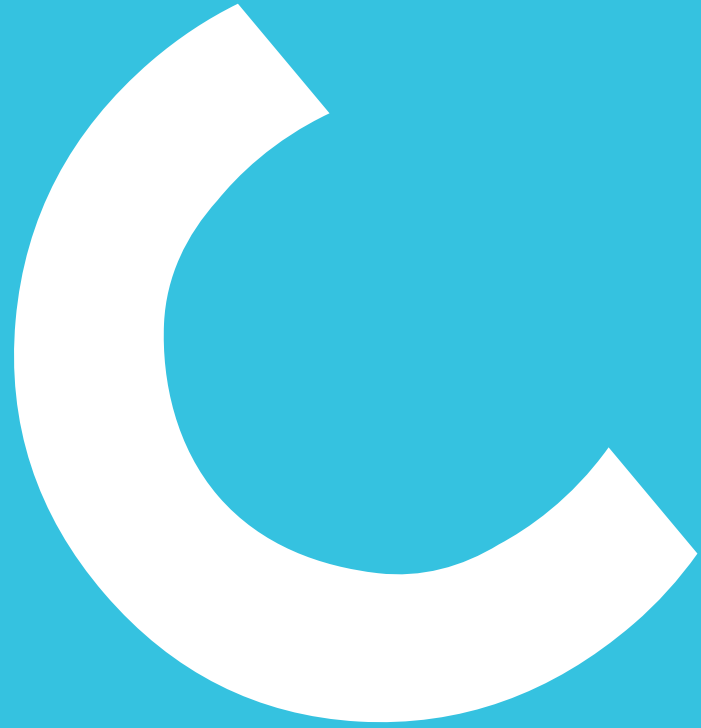
## COLOUR PALETTE

# 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.

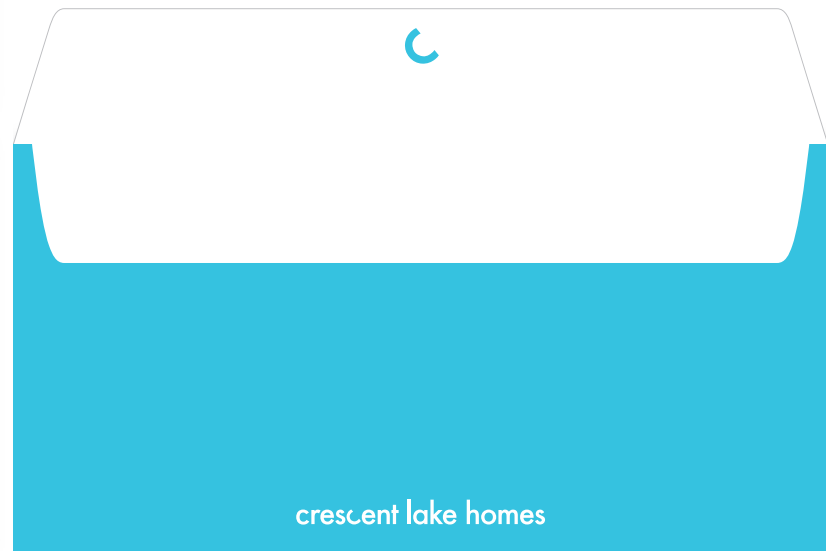
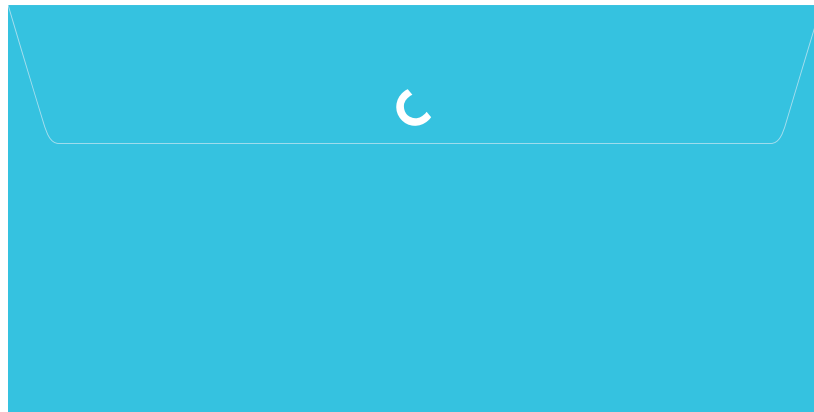
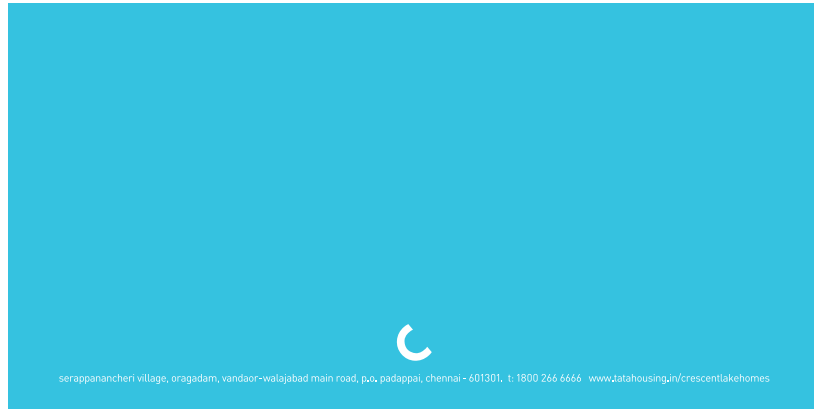
t: 1800 266 6666

[www.tatahousing.in/crescentlakehomes](http://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](http://www.tatahousing.in/crescentlakehomes)





crescent lake homes





**wing a**









# SIGNAGES





**lake side**



**gymnasium**



**swimming pool**





È espressamente  
proibito saltare  
dal parapetto.  
È vietato prendere  
la luce in mano.







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 sanitaryware
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



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.

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



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





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

## COMPLETING ONE PROJECT, ENTWINING WITH ANOTHER

While I was working on the Crescent Lake Homes project, my mentors asked me to work on another identity design assignment.

My task was to come up with concepts for visual identity design for Company.

The logo would remain as it is.

This project was introduced to me somewhere in the third week and I had to ideate and make concepts for the same. This went on along with Crescent Lake Homes project.



I sat with KB Vinod to know more about Company.

Most of my ideas have roots from the talks with my mentors about Company.

Logo:

**COMPANY**

**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

Interview read while researching about Company on afaqs website:

[http://www.afaqs.com/news/story/33096\\_K-B-Vinod-and-Bhupal-Ramnathkar-start-Company](http://www.afaqs.com/news/story/33096_K-B-Vinod-and-Bhupal-Ramnathkar-start-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 last the 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.*

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

# THEME

**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



# COMPANY

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



## Concept 1:

List of characteristics one should associate with Company.

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.

## Concept 2:



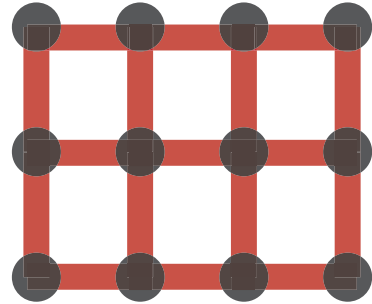
Independent



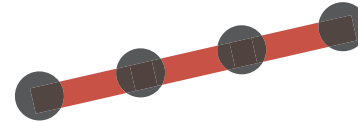
Founders



Meet: Client-Agency



People



Movement

Symbolic representation for what a company means was my second concept.

This was just a basic sketch and since the theme was vintage, symbols which are vintage, patterns, etc. could be used based on this concept.





Connection of two makes it functional



Blend of ingredients makes a good dish



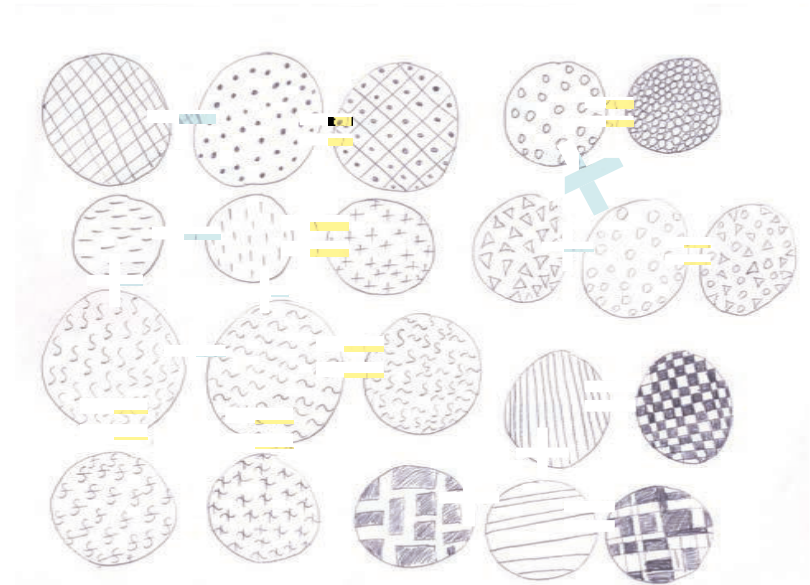
Blend of colours creates aesthetic surprises



Meeting of the two makes it workable



A shoe finds it worth when it finds the right foot



### 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 that leads to successful functional design and problem solving.

## Concept 4:

### PEGASUS - Winged-horse

I found several similarities and connections in 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





It was challenging to tackle differences in opinions and choices.

Doing justice to what the product actually should portray was a good learning process.

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 the extensions of the logo.

Making my own notes that would help me design by directly asking and knowing from client, in this case it was Company itself, was a good learning experience.

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

# RESOURCES AND REFERENCES

## BOOKS

- Logo
- Brochure Parade
- 1000 Indie Posters
- Package Design
- The One Show
- D&Ad
- 2 Kilos of KesselsKramer

## WEB

- [www.designarmy.com](http://www.designarmy.com)
- [www.movingbrands.com](http://www.movingbrands.com)
- [www.wolffolins.com](http://www.wolffolins.com)
- [www.lava.nl](http://www.lava.nl)
- [www.koeweidenpostma.com](http://www.koeweidenpostma.com)
- [www.redlion.co.in](http://www.redlion.co.in)
- [www.landor.com](http://www.landor.com)
- [www.fitch.com](http://www.fitch.com)
- [www.behance.net](http://www.behance.net)
- [www.coloribus.com](http://www.coloribus.com)
- [www.dandad.org](http://www.dandad.org)
- [www.oneclub.org](http://www.oneclub.org)
- [www.clioawards.com](http://www.clioawards.com)
- [www.handmadefont.com](http://www.handmadefont.com)
- [www.pinterest.com](http://www.pinterest.com)

## STOCK IMAGES

- [www.shutterstock.co.in](http://www.shutterstock.co.in)

## OTHER IMAGE REFERENCES

- <http://www.happykamping.com/paperandink/2005/08/2-kilo-of-kesselskramer/>
- <http://www.swipe.com/wp-content/uploads/2011/03/OneShowDesignVol4.jpg>
- <https://images.bookworld.com.au/images/bau/97809298/9780929837369/0/0/plain/one-show-advertising-the-best-print-design-radio-and-tv-v-30.jpg>
- <http://www.wolffolins.com/work/tata>
- <http://www.movingbrands.com/work/>
- <http://www.koeweidenpostma.com/html/portfolio/>
- <http://lava.nl/projects/view/49/IDTV-Media-/english/>
- <http://www.coloribus.com/adsarchive/design-casestudy/itv-network-itvidentity-17509505/resizes/1024/>
- <http://landor.com/#!/work/case-studies/dc-entertainment/>
- <http://www.fitch.com/case-study/earthcorps-identity-refresh/>
- <https://www.facebook.com/media/set/?set=a.165491163568022.34260.163666970417108&type=3>

## ARTICLE REFERENCE

- [http://www.afaqs.com/news/story/33096\\_K-B-Vinod-and-Bhupal-Ramnathkar-start-Company](http://www.afaqs.com/news/story/33096_K-B-Vinod-and-Bhupal-Ramnathkar-start-Company)

## 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 wish 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 not considered.

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.

