



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



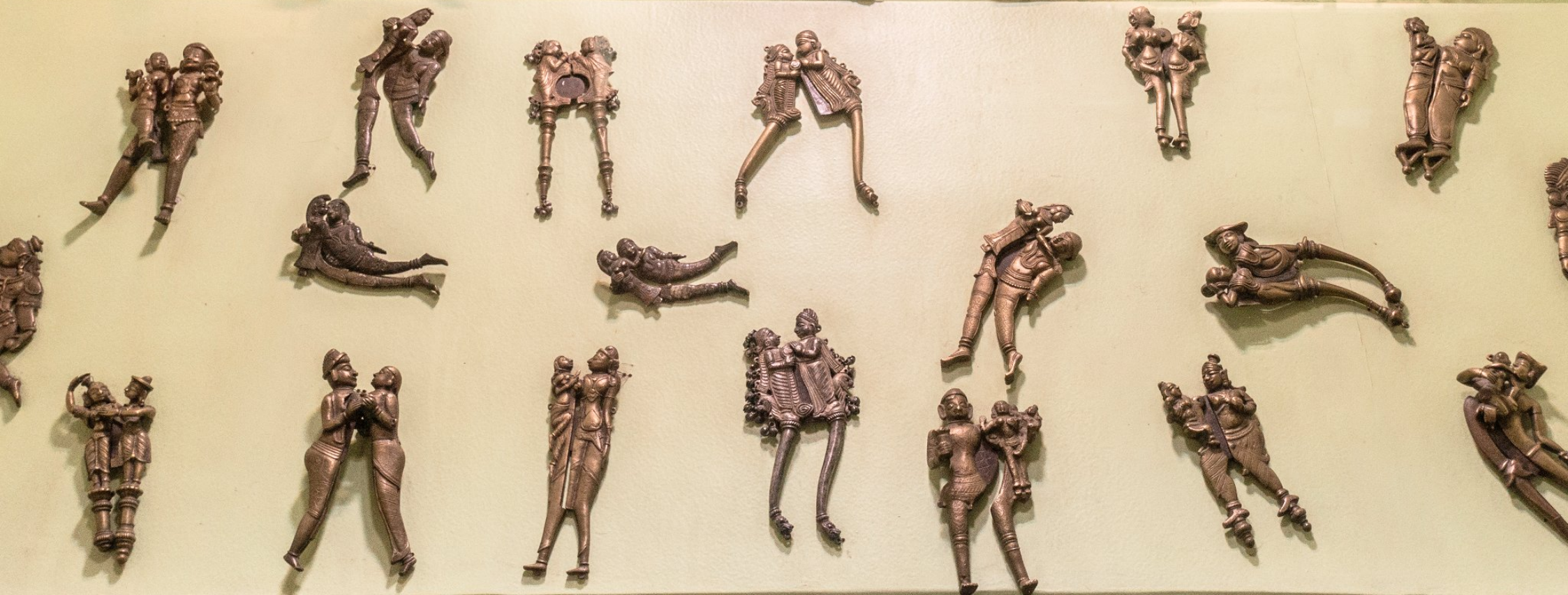
Glimpse of **the collection**

















Existing **Visual Identity**

राजा दिनकर
केळकर संग्रहालय
Raja Dinkar
Kelkar
Museum

ams 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

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

Dinkar Kelkar Museum

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



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.

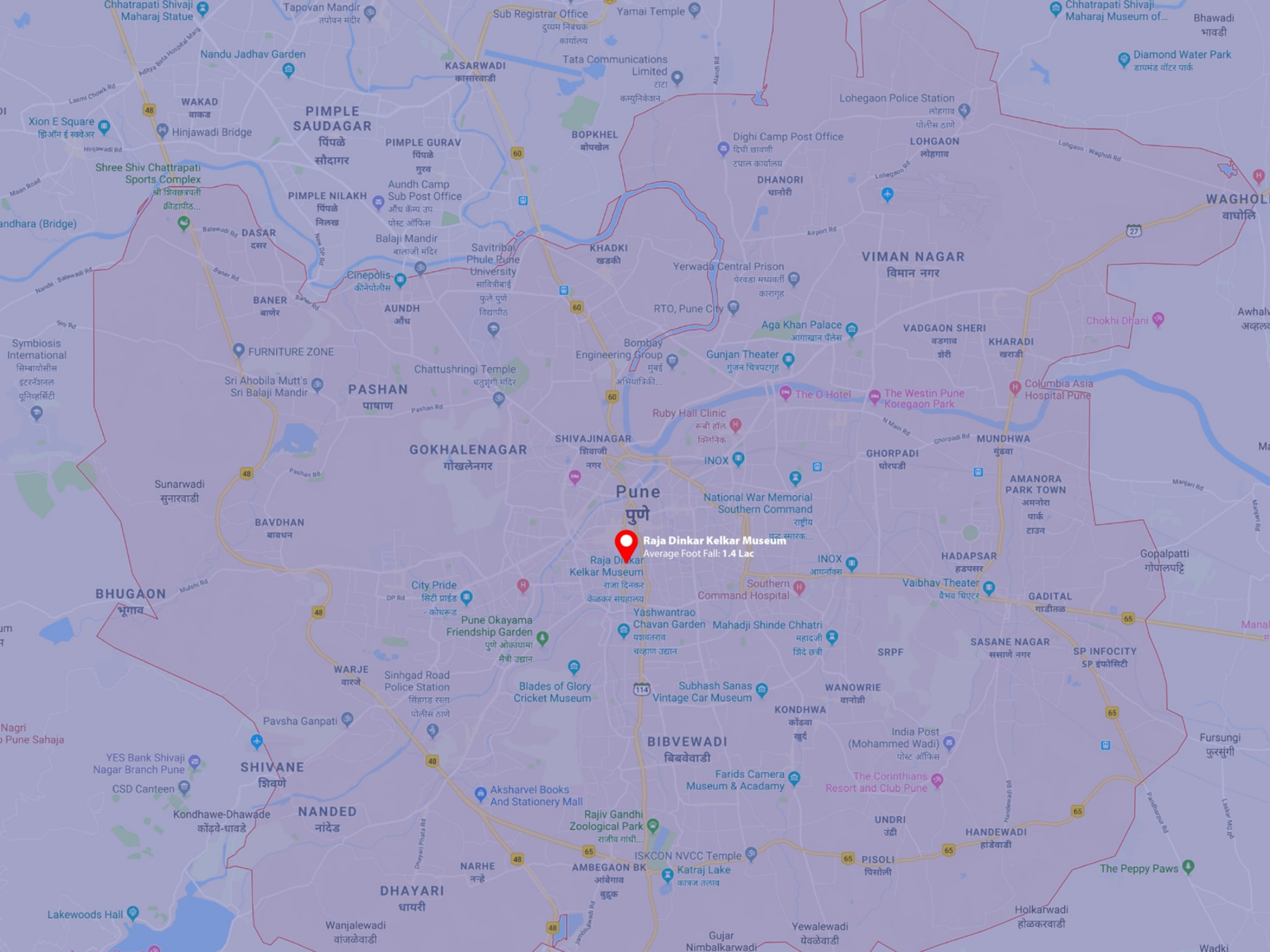
Raja Dinkar
Kelkar Museum

राजा दिनकर
केळकर संग्रहालय

Existing Tagline

‘MUSEUM OF EVERYDAY TRADITIONAL ART’

Museum and Statistics



Raja Dinkar Kelkar Museum
Average Foot Fall: 1.4 Lac

Pune
पुणे

PIMPLE SAUDAGAR
पिंपळे सोदागर

PIMPLE GURAV
पिंपळे गुरव

PIMPLE NILAKH
पिंपळे निलख

DASAR
दसर

BANER
बाणेर

FURNITURE ZONE

PASHAN
पाषाण

GOKHALENAGAR
गोखलेनगर

SHIVAJINAGAR
शिवाजी नगर

Raja Dinkar Kelkar Museum
राजा दिनकर केलकर संग्रहालय

Pune Okayama Friendship Garden
पुणे ओकायामा मैत्री उद्यान

Blades of Glory Cricket Museum

BIBVEWADI
बिबवेवाडी

Rajiv Gandhi Zoological Park
राजीव गांधी...

AMBEGAON BK
आंबेगाव बुद्रुक

DHAYARI
धायरी

Gujar Nimbalkarwadi
येवळेवाडी

VIMAN NAGAR
विमान नगर

VADGAON SHERI
वडगाव शेरी

KHARADI
खराडी

AMANORA PARK TOWN
अमनोरा पार्क टाउन

HADAPSAR
हडपसर

Vaibhav Theater
वैभव थिएटर

GADITAL
गाडीतळ

SASANE NAGAR
ससाणे नगर

SP INFOCITY
SP इंफोसिटी

WANOWRIE
वानोत्री

KONDHWA
कोंढवा खुर्द

India Post (Mohammed Wadi)
पोस्ट ऑफिस

The Corinthians Resort and Club Pune

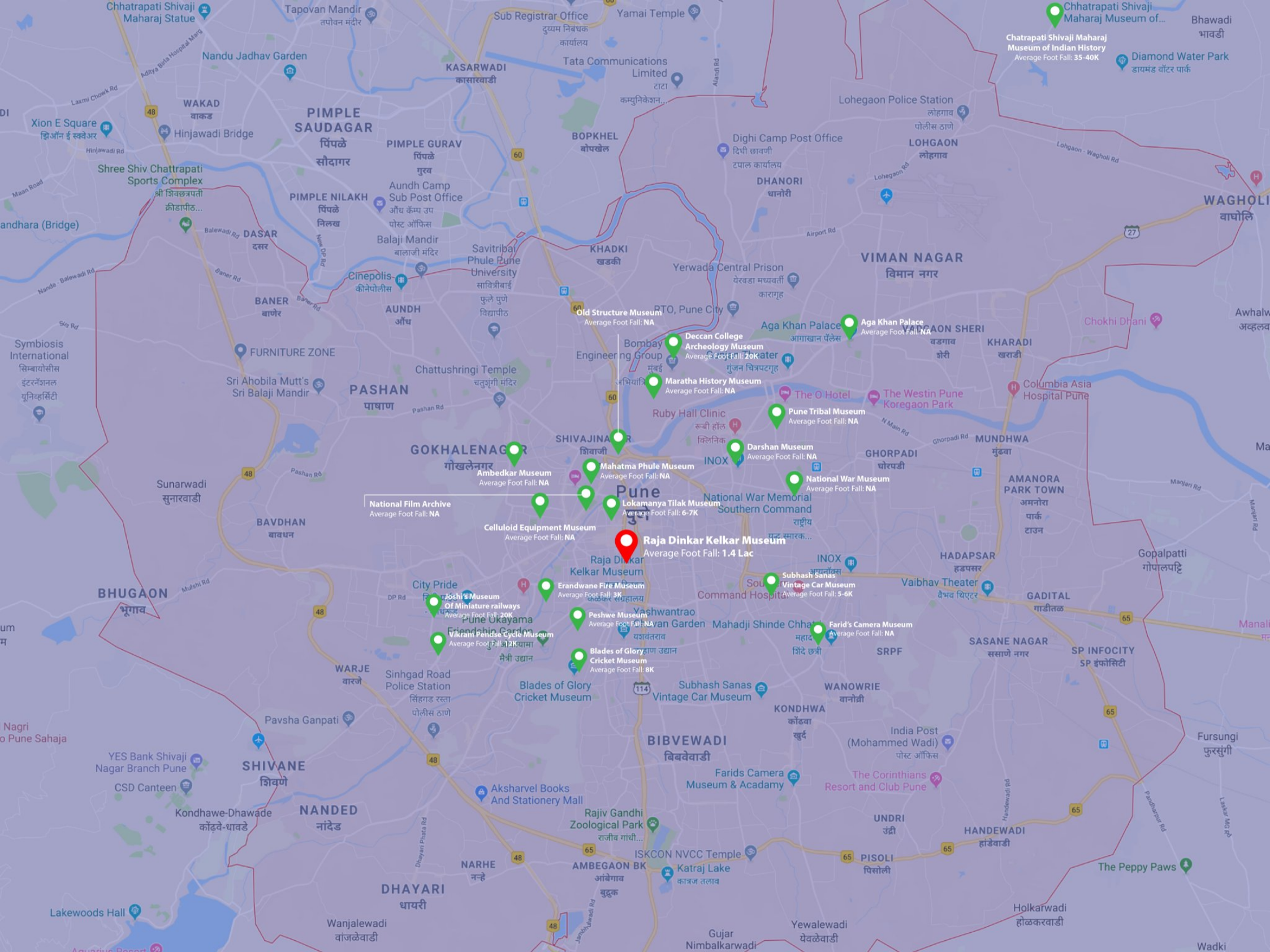
UNDRI
उंद्री

HANDEWADI
हांडेवाडी

PISOLI
पिसोली

Holkarwadi
होळकरवाडी

Wadki



National Film Archive
Average Foot Fall: NA

Ambedkar Museum
Average Foot Fall: NA

Mahatma Phule Museum
Average Foot Fall: NA

Lokamanya Tilak Museum
Average Foot Fall: 6-7K

National War Memorial
Average Foot Fall: NA

National War Museum
Average Foot Fall: NA

Deccan College
Average Foot Fall: NA

Maratha History Museum
Average Foot Fall: NA

Agga Khan Palace
Average Foot Fall: NA

City Pride
Average Foot Fall: NA

Erandwane Fire Museum
Average Foot Fall: 3K

Peshwe Museum
Average Foot Fall: NA

Yashwantrao Chavan Garden
Average Foot Fall: NA

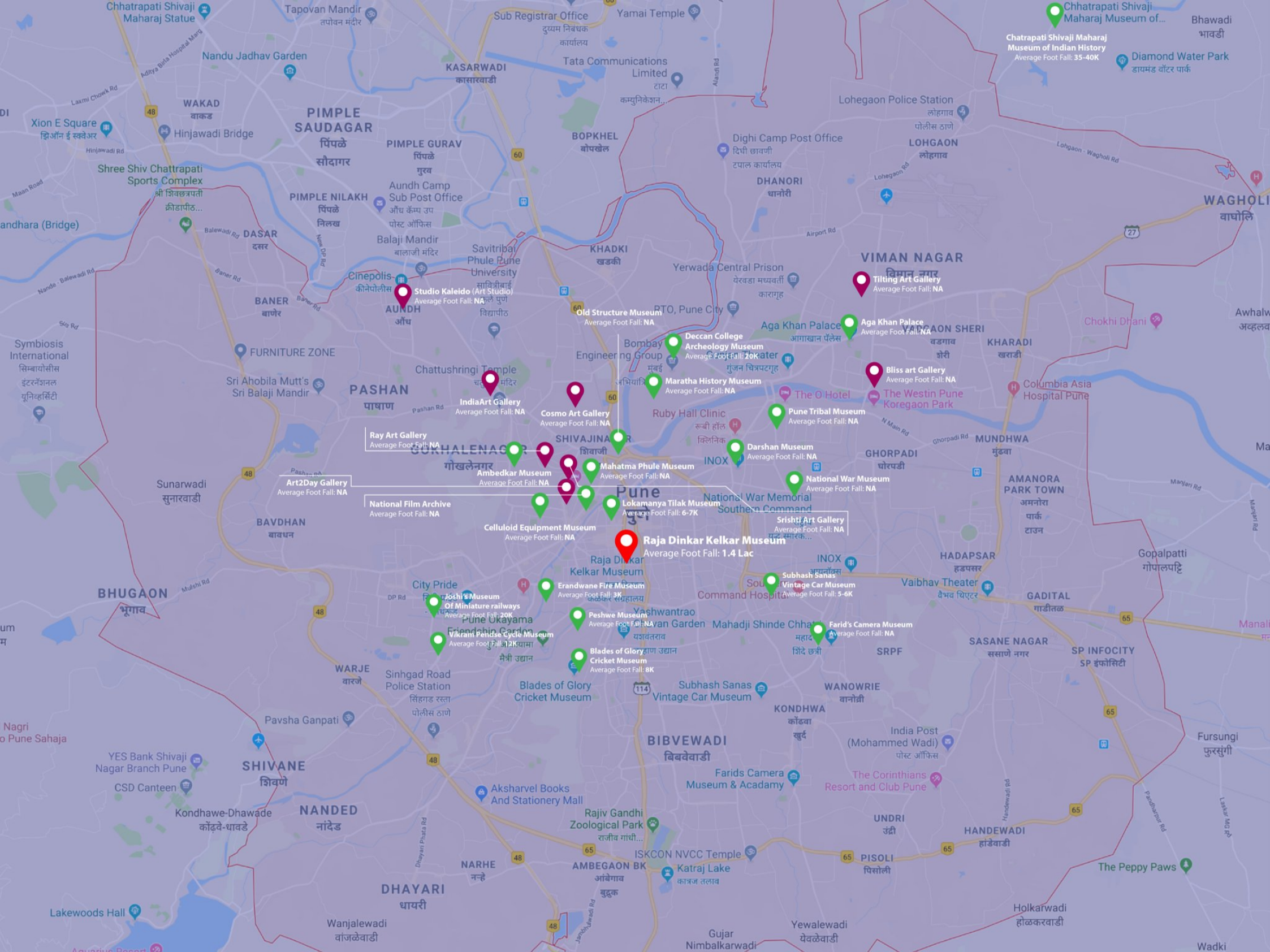
Subhash Sanas
Average Foot Fall: 5-6K

Vaibhav Theater
Average Foot Fall: NA

Farid's Camera Museum
Average Foot Fall: NA

Blades of Glory Cricket Museum
Average Foot Fall: 8K

Blades of Glory Cricket Museum
Average Foot Fall: 8K



Chhatrapati Shivaji Maharaj Museum of Indian History
Average Foot Fall: 35-40K

Diamond Water Park
हायमड वॉटर पार्क

PIMPLE SAUDAGAR
पिंपळे सौदागर

PIMPLE GURAV
पिंपळे गुरव

BOPKHEL
बोपखेल

Lohegaon Police Station
लोहेगाव पोलीस ठाणे

LOHGAON
लोहेगाव

VIMAN NAGAR
विमान नगर

Tilting Art Gallery
Average Foot Fall: NA

Aga Khan Palace
आगाखान पॅलेस

Aga Khan Palace
Average Foot Fall: NA

Bliss art Gallery
Average Foot Fall: NA

The Westin Pune Koregaon Park

Pune Tribal Museum
Average Foot Fall: NA

Darshan Museum
Average Foot Fall: NA

National War Museum
Average Foot Fall: NA

Srishti Art Gallery
Average Foot Fall: NA

INOX
सुभाष सानस

Subhash Sanas
Average Foot Fall: 5-6K

Farid's Camera Museum
Average Foot Fall: NA

SRPF

WANDOWRIE
वानीव्री

KONDHWA
कोंढवा

India Post (Mohammed Wadi)
पोस्ट ऑफिस

The Corinthians Resort and Club Pune

UNDRI
उंद्री

HANDEWADI
हांडेवाडी

PISOLI
पिसोली

Yewalewadi
येवळेवाडी

Wadki

PIMPLE NILAKH
पिंपळे निलख

DASAR
दसर

BANER
बाणेर

FURNITURE ZONE

Sri Ahobila Mutt's Sri Balaji Mandir

PASHAN
पाषाण

Chattushringi Temple
चतुश्रिंगी मंदिर

India Art Gallery
Average Foot Fall: NA

Ray Art Gallery
Average Foot Fall: NA

Art2Day Gallery
Average Foot Fall: NA

National Film Archive
Average Foot Fall: NA

SHIVAJINAGAR
शिवाजी नगर

Ambedkar Museum
Average Foot Fall: NA

Celluloid Equipment Museum
Average Foot Fall: NA

Raja Dinkar Kelkar Museum
Average Foot Fall: 1.4 Lac

INOX
सुभाष सानस

Subhash Sanas
Average Foot Fall: 5-6K

Farid's Camera Museum
Average Foot Fall: NA

SRPF

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HANDEWADI
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PISOLI
पिसोली

Yewalewadi
येवळेवाडी

Wadki

Aundh Camp Sub Post Office
औंध कॅम्प उप पोस्ट ऑफिस

Balaji Mandir
बालाजी मंदिर

Cinepolis
कीनेपोलिस

Studio Kaleido (Art Studio)
Average Foot Fall: NA

AUNDH
औंध

Savitribai Phule Pune University
सावित्रीबाई फुले पुणे विद्यापीठ

Old Structure Museum
Average Foot Fall: NA

Bombay Engineering Group
बॉम्बे इंजिनिअरिंग ग्रुप

Deccan College Archeology Museum
Average Foot Fall: NA

Maratha History Museum
Average Foot Fall: NA

Ruby Hall Clinic
रुबी हॉल क्लिनिक

INOX
सुभाष सानस

Darshan Museum
Average Foot Fall: NA

National War Museum
Average Foot Fall: NA

Srishti Art Gallery
Average Foot Fall: NA

INOX
सुभाष सानस

Subhash Sanas
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Average Foot Fall: NA

SRPF

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HANDEWADI
हांडेवाडी

PISOLI
पिसोली

Yewalewadi
येवळेवाडी

Wadki

Wadki

BOPKHEL
बोपखेल

DHANORI
धानोरी

Lohegaon Police Station
लोहेगाव पोलीस ठाणे

LOHGAON
लोहेगाव

VIMAN NAGAR
विमान नगर

Tilting Art Gallery
Average Foot Fall: NA

Aga Khan Palace
आगाखान पॅलेस

Aga Khan Palace
Average Foot Fall: NA

Bliss art Gallery
Average Foot Fall: NA

The Westin Pune Koregaon Park

Pune Tribal Museum
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Darshan Museum
Average Foot Fall: NA

National War Museum
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Srishti Art Gallery
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Wadki

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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

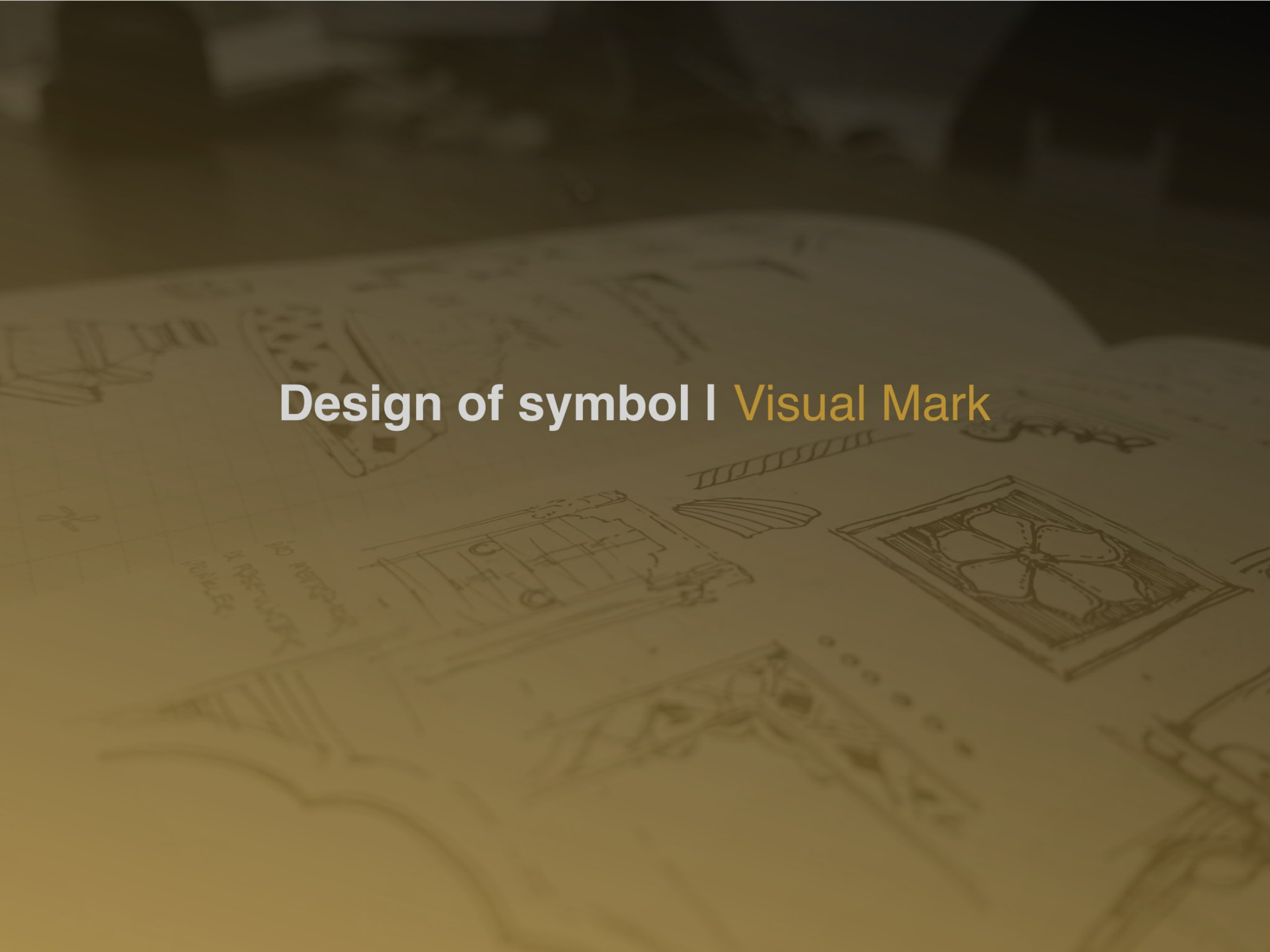
Elite

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



Handwritten letter 'N' in a stylized, outlined font.

राजा
विजय
अर्जुन
महाराज

Handwritten letter 'R' in a stylized, outlined font.

Handwritten letter 'K' in a stylized, outlined font.

Handwritten letter 'G' in a stylized, outlined font.

Handwritten letter 'N' in a stylized, outlined font.

Handwritten letter 'K' in a stylized, outlined font.

राजा
विजय
अर्जुन
महाराज

Handwritten letter 'K' in a stylized, outlined font.

Handwritten letter 'G' in a stylized, outlined font.

Handwritten letter 'K' in a stylized, outlined font.

Handwritten letter 'M' in a stylized, outlined font.

Handwritten letter 'N' in a stylized, outlined font.

Handwritten letter 'R' in a stylized, outlined font.

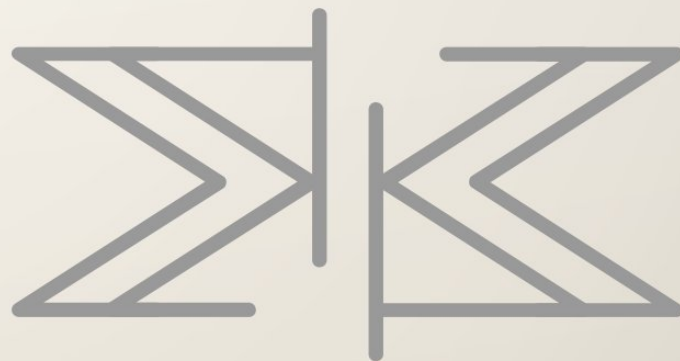
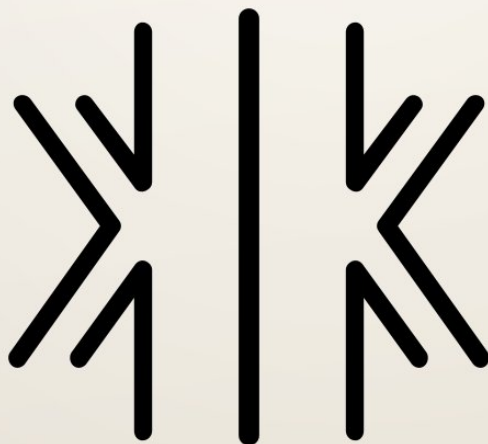
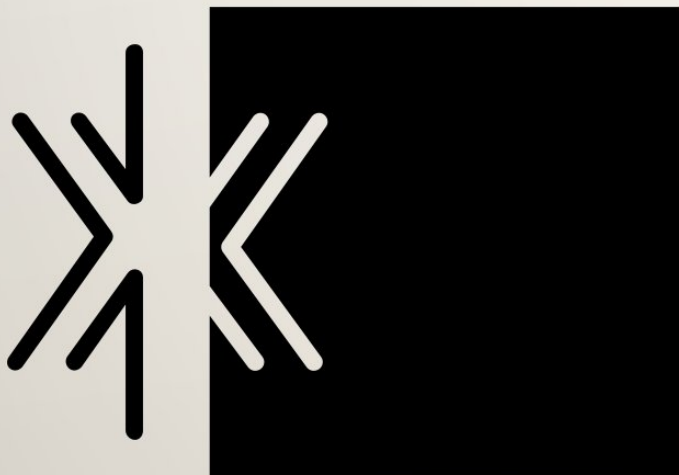
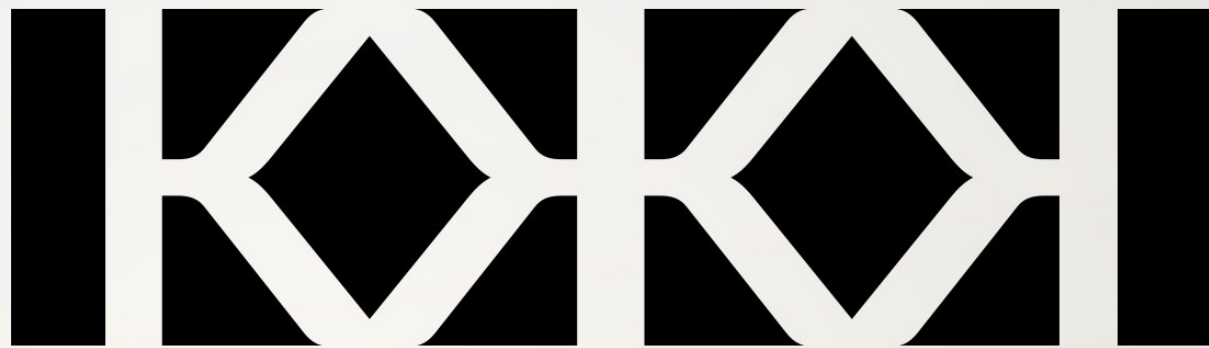
Handwritten letter 'K' in a stylized, outlined font.

Handwritten letter 'M' in a stylized, outlined font.

Handwritten letter 'K' in a stylized, outlined font.

Handwritten letter 'N' in a stylized, outlined font.

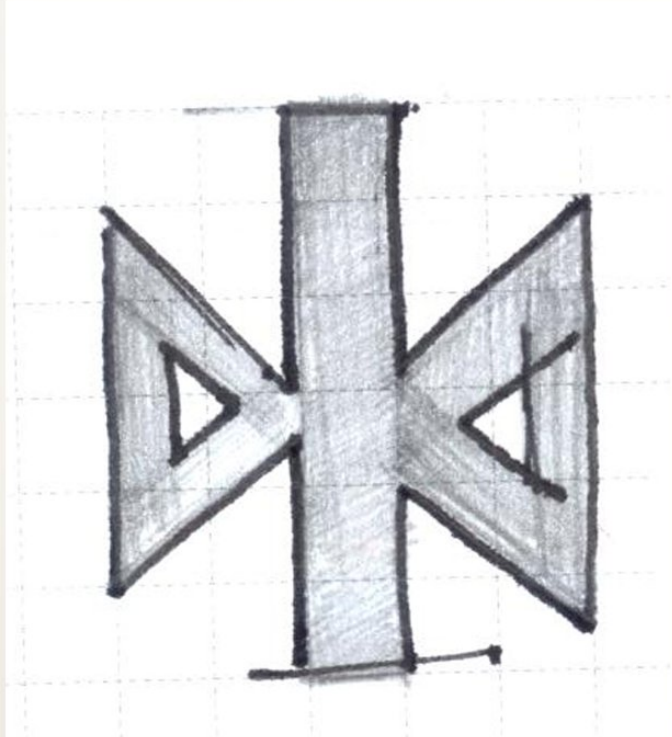
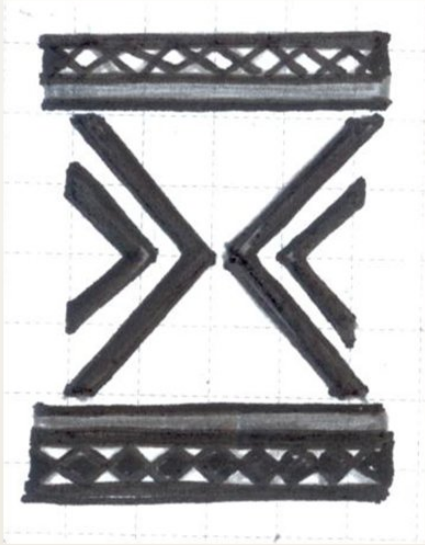
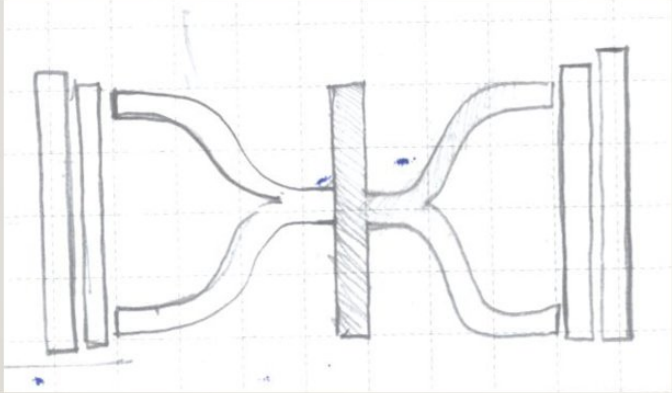
Handwritten letter 'M' in a stylized, outlined font.

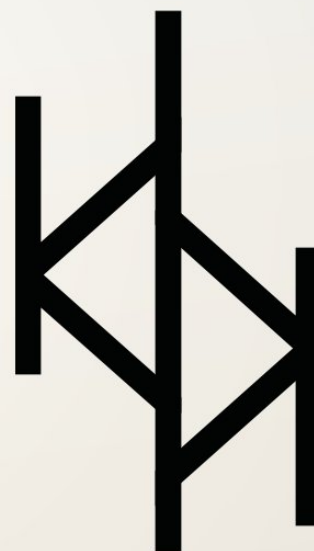




All of these lacks 'Indianness'





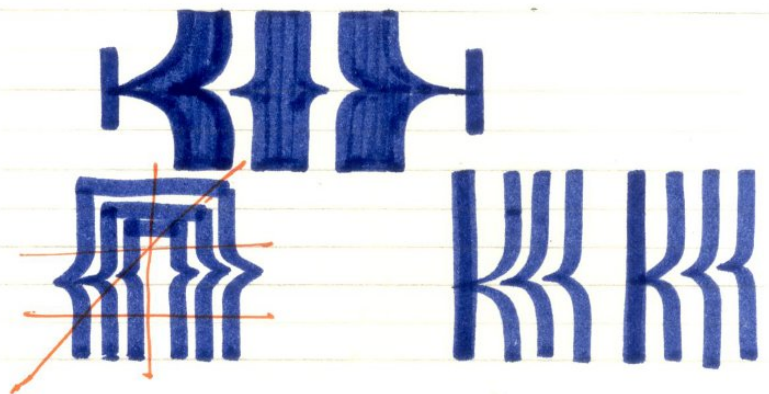
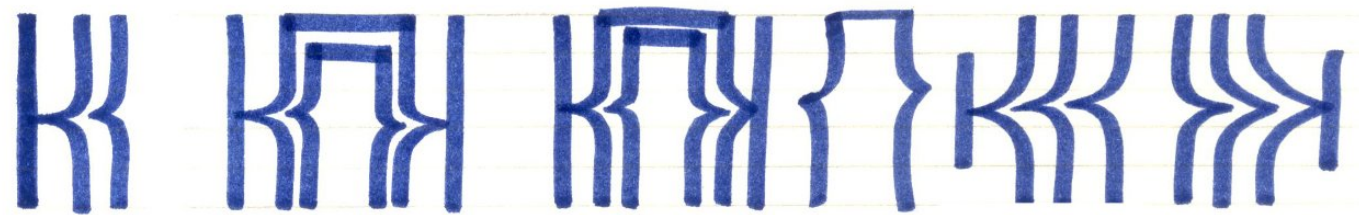
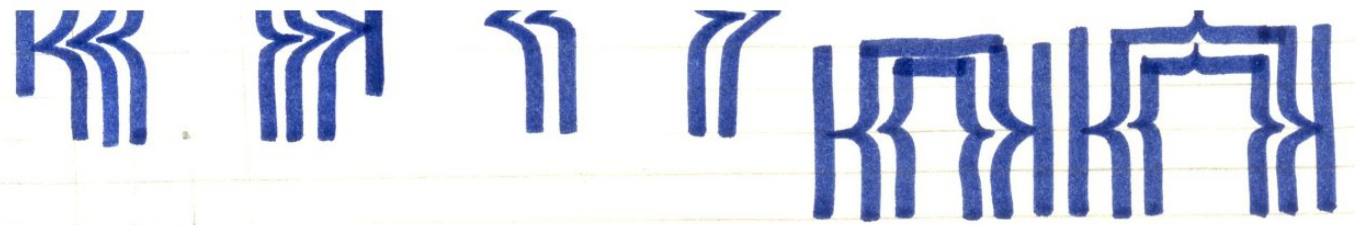
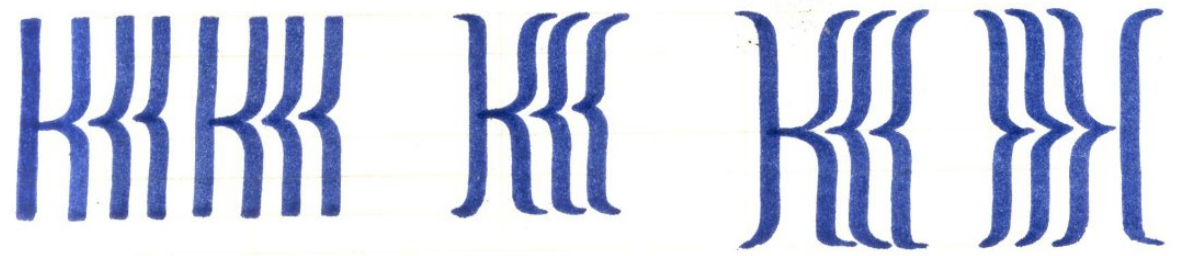
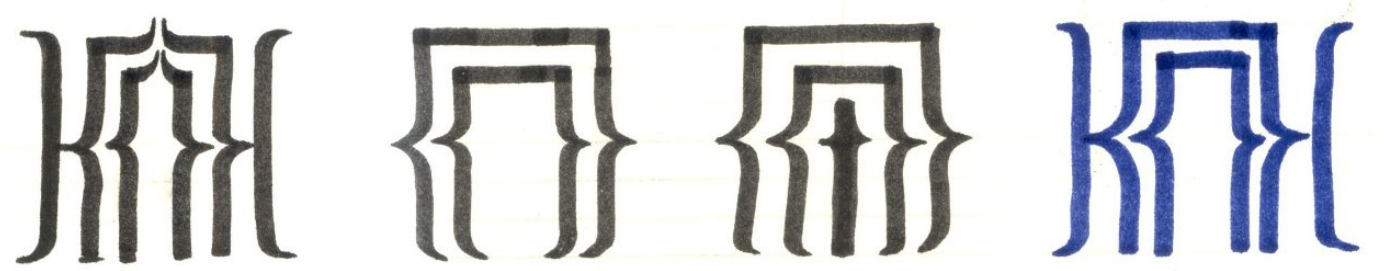
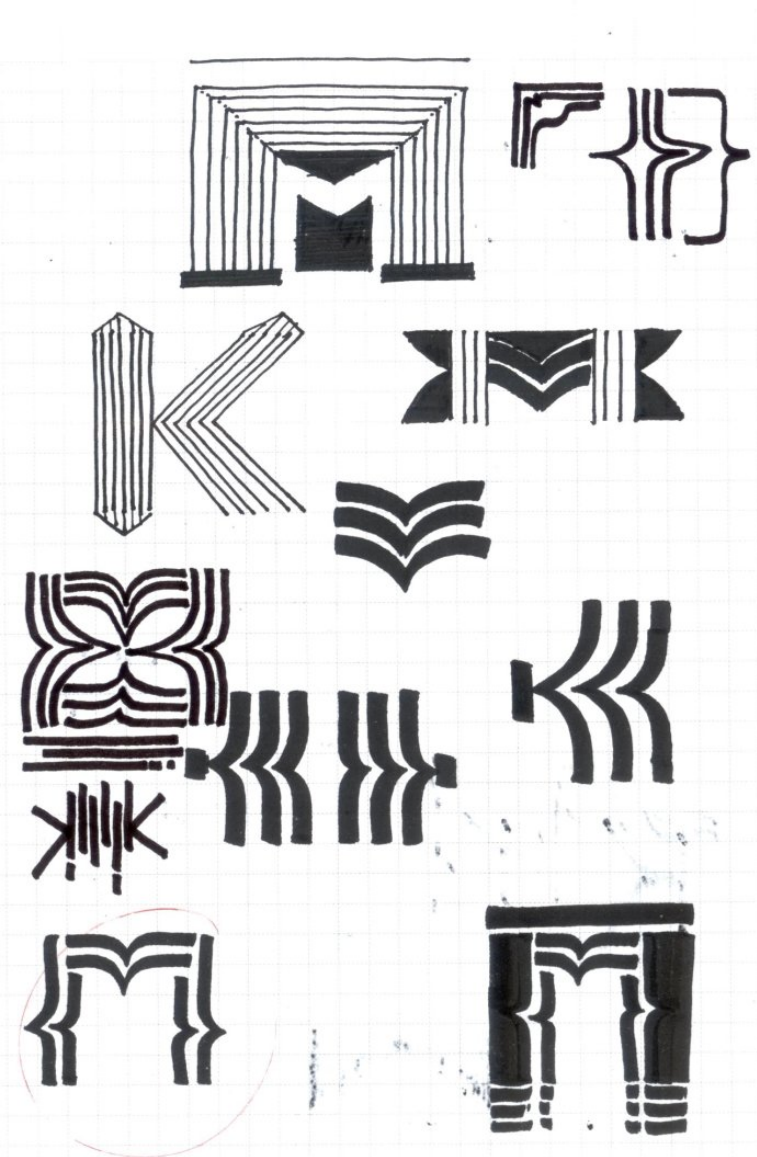




Wrong meaning



Multiple Interpretation

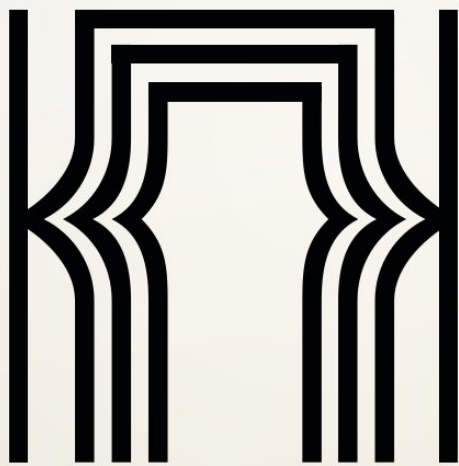
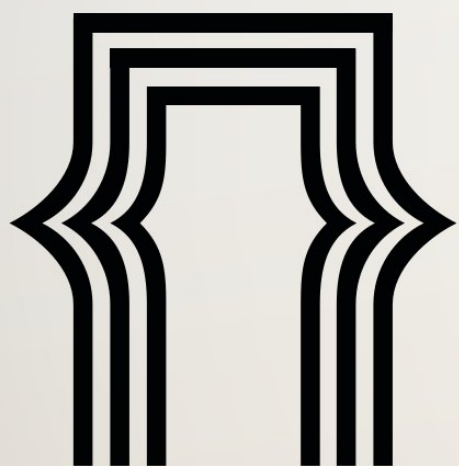


Design of symbol I A Door

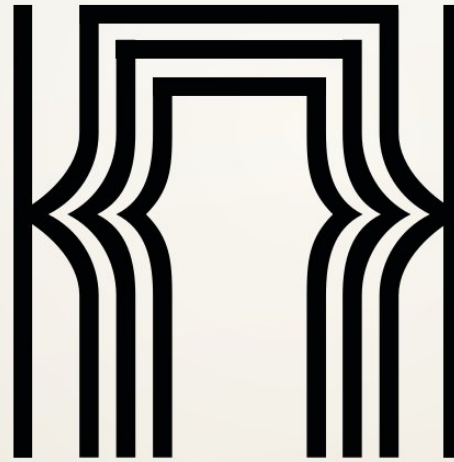
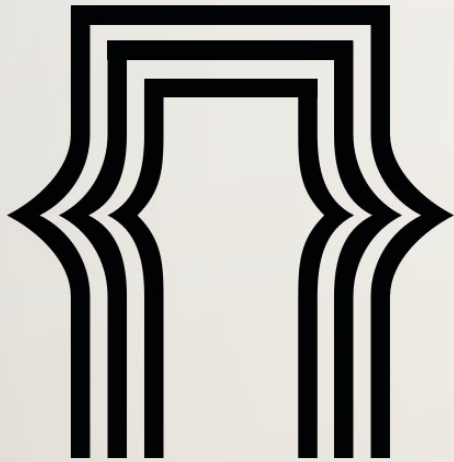
It stands a doorway to 'Indian Product Design History' for everyone.

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.



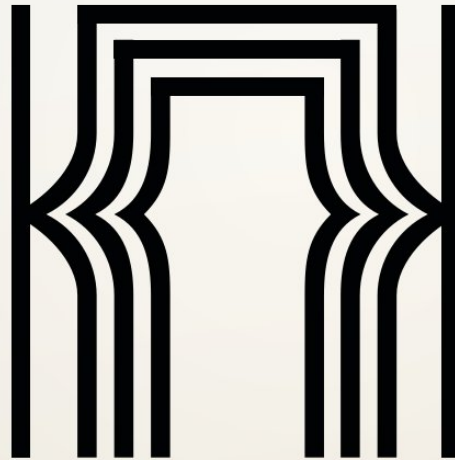
But, it was lacking qualities of door!



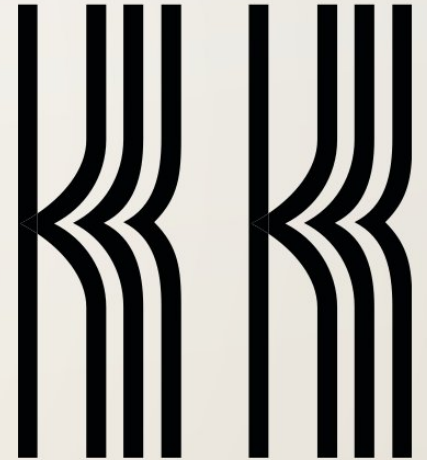
But, it was lacking qualities of door!



Diwali Lantern



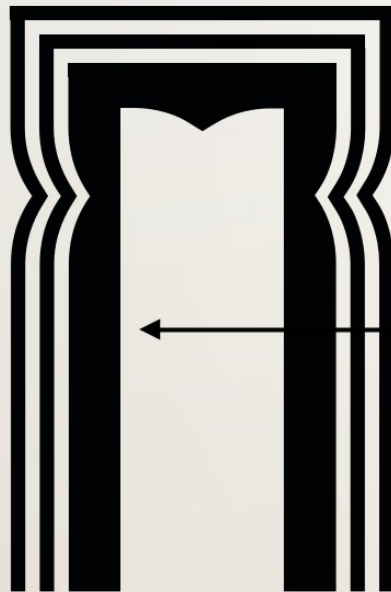
Curtains



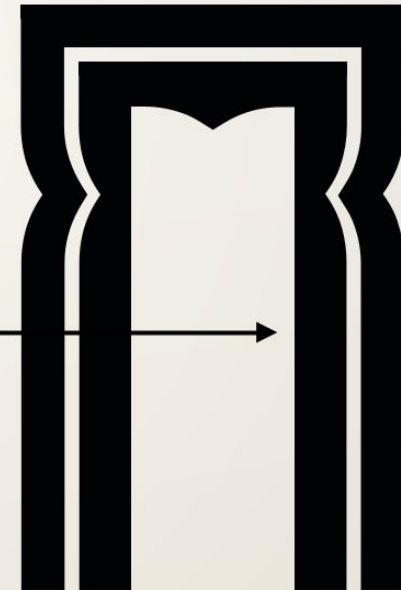
Less meaning
(A part of doorframe)

I added 'qualities' of doors!

I added 'qualities' of doors!



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





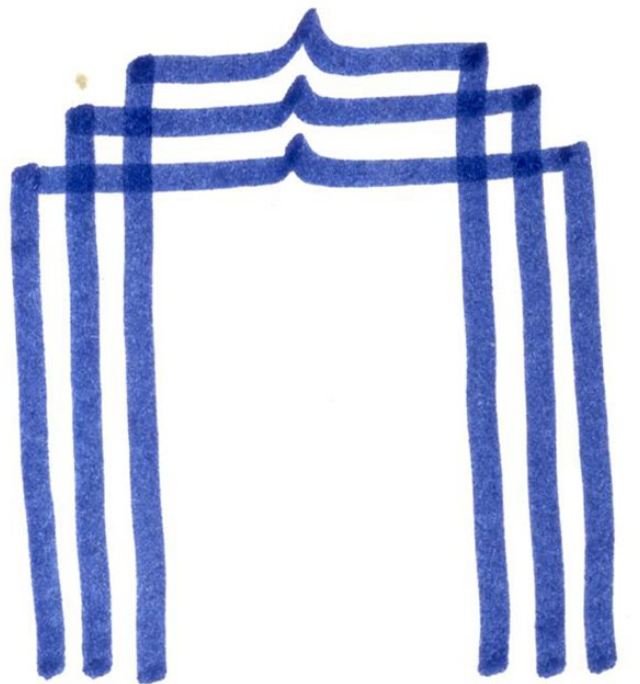
?



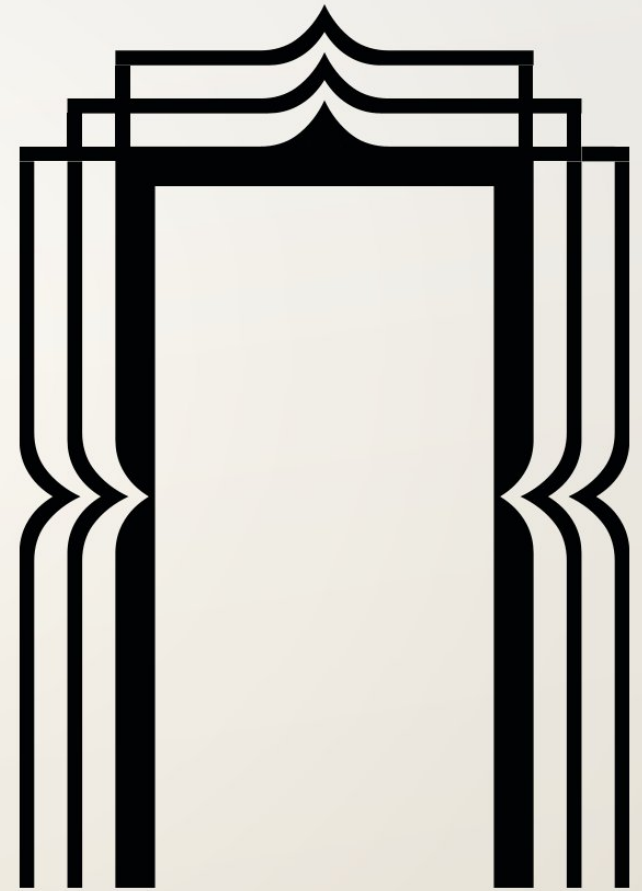
Bottom top of the doorframe which
was going downwards was **negativity!**

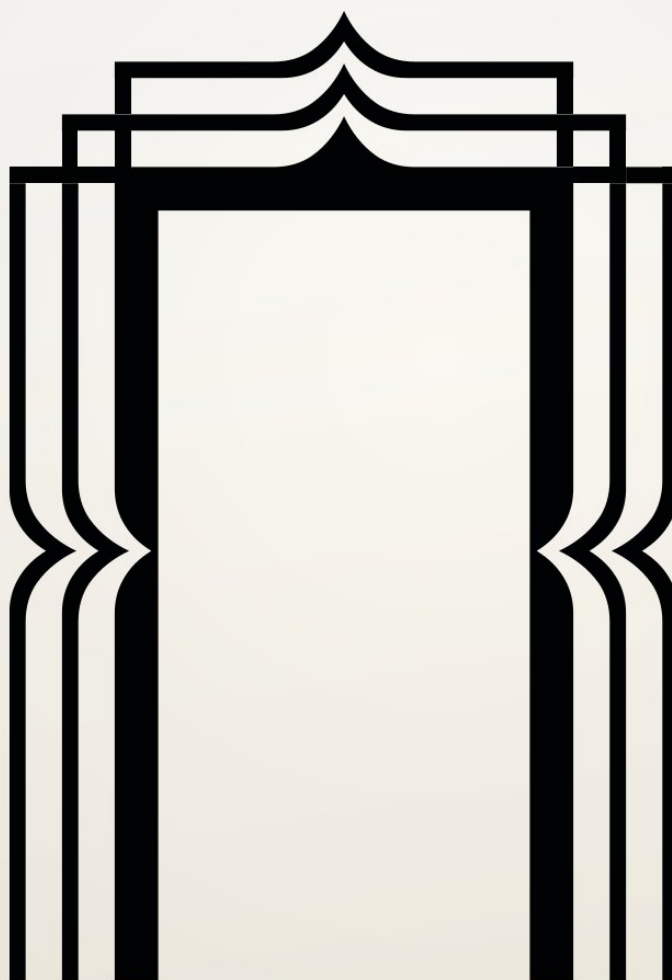


Visual Mark Version 1



KAJA DINKAR M M
~ ~ ~ ~ ~





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

Design of Word-mark

Roman

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 wooden desk. On the desk is an open notebook with lined pages. The pages are filled with handwritten Devanagari characters, including 'र', 'अ', 'ए', 'इ', 'उ', 'ऊ', 'ऋ', 'ॠ', 'ऌ', 'ॡ', 'ॢ', 'ॣ', '।', '॥', '०', '१', '२', '३', '४', '५', '६', '७', '८', '९', '०', '१', '२', '३', '४', '५', '६', '७', '८', '९'. A pen is lying on the left side of the notebook. The overall lighting is warm and slightly dim.

Design of Word-mark

Devanagari

RAJA
DINKAR
KELKAR



राजा
दिनकर
केळकर



राजा
दिनकर
केळकर

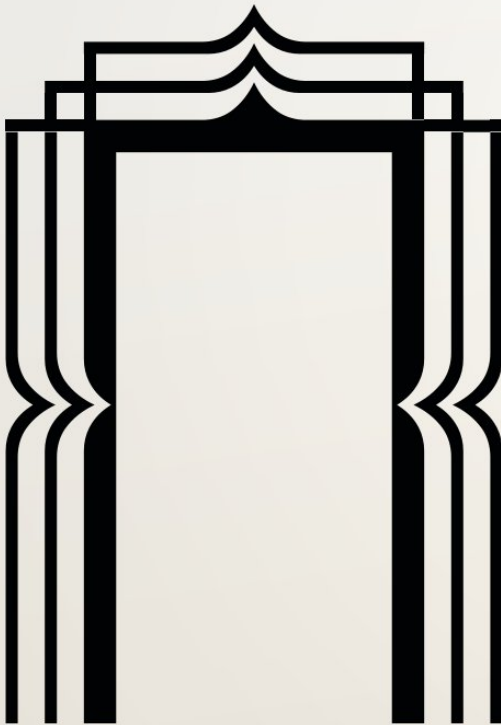
RAJA
DINKAR
KELKAR



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 | Word-mark **Version 1**
Roman

RAJA
DINKAR
KELKAR

‘Museum’ word is essential.

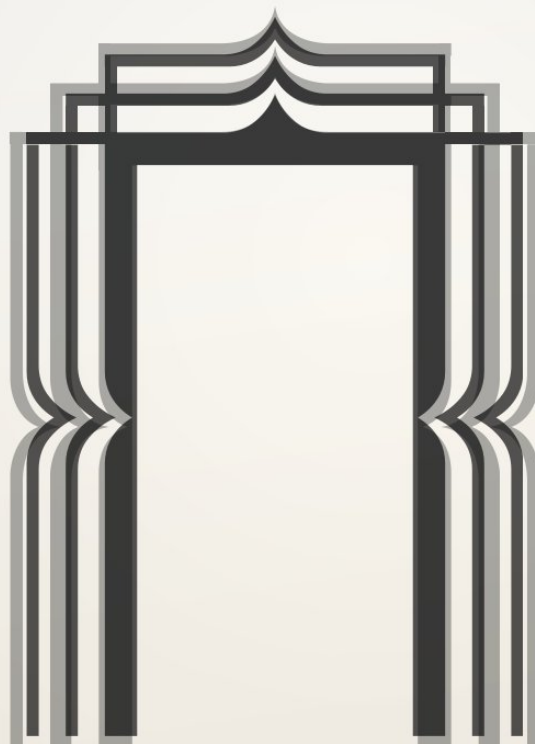
Pre-Jury comments | Word-mark Version 1
Devanagari

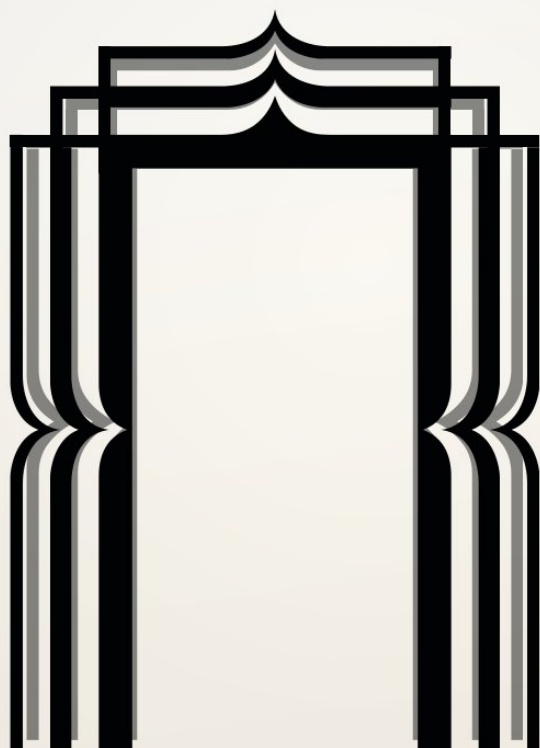
राजा
दिनकर
केकर

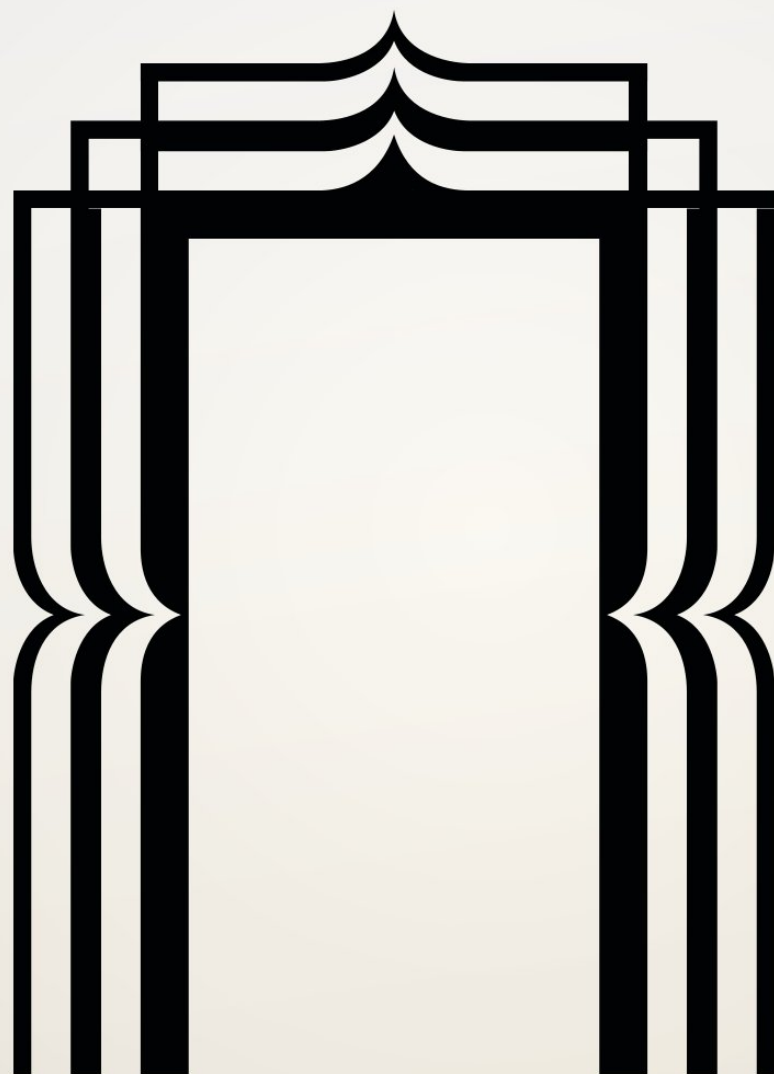
Devanagari word-mark is not
complimentary with a Roman one

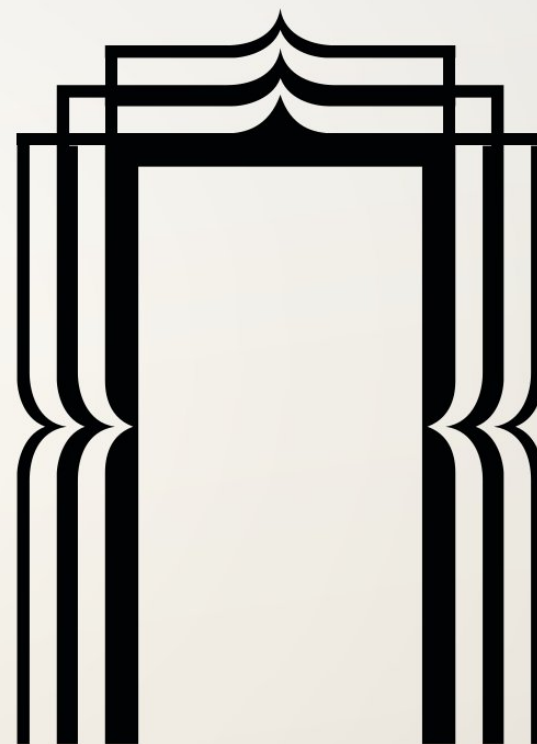
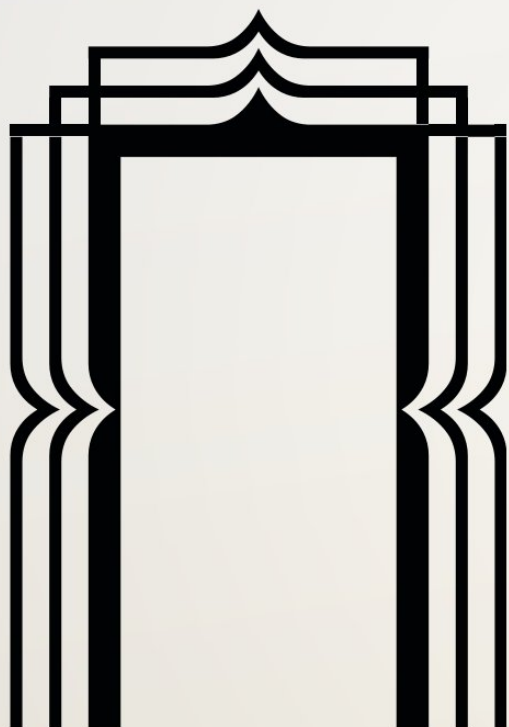
Improvement is required in
graphic design and typography

Visual Mark Final









Word-mark Final

Roman

RAJA
DINKAR
KELKAR
MUSEUM

Word-mark Final

Devanagari

राजा दिनकर
केळकर संग्रहालय

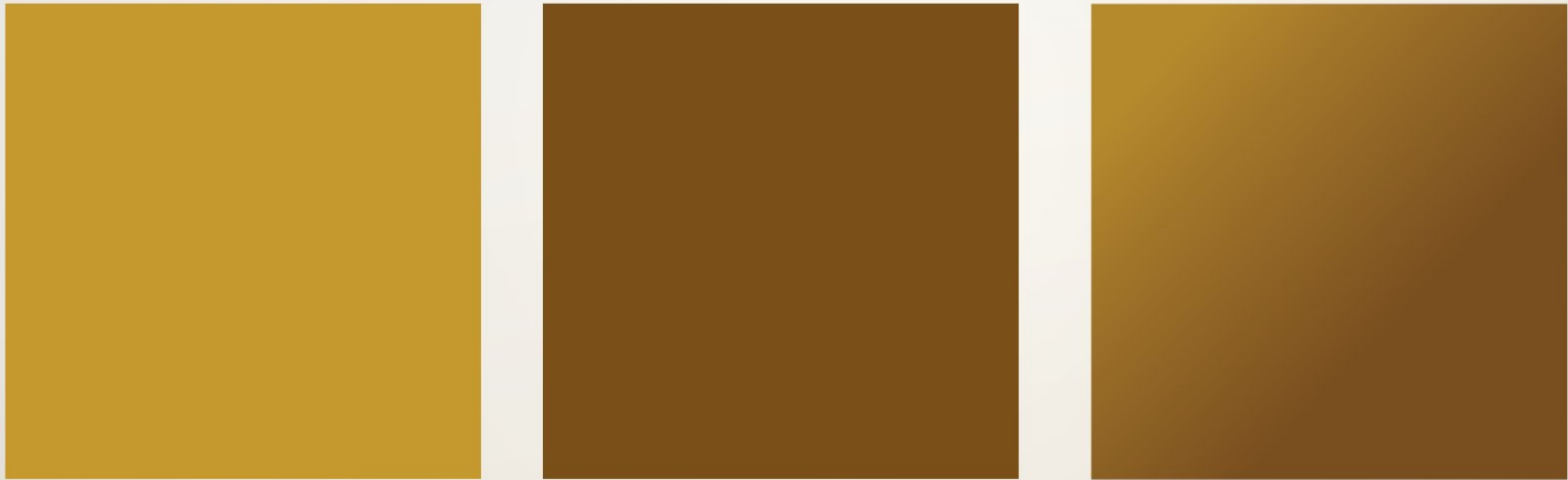
Taking forward it to a Design Product

1. Finalising colours for the brand

2. Finalising Tagline (USP)

3. Designing 'Design Specification Manual'

Brand Colours



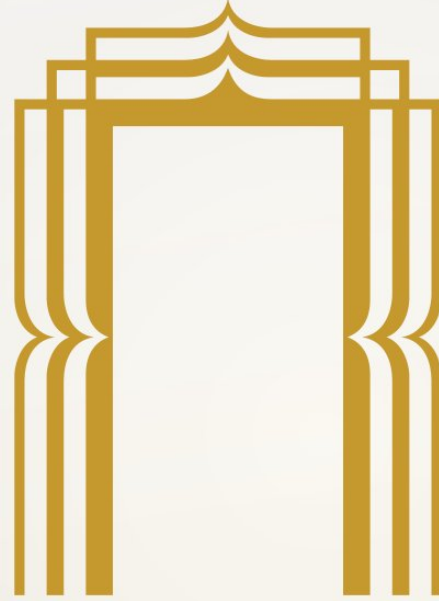
Colours of wood, brass and golden to depict
richness of the museum

Brand Tagline | Roman

‘Treasures of India’

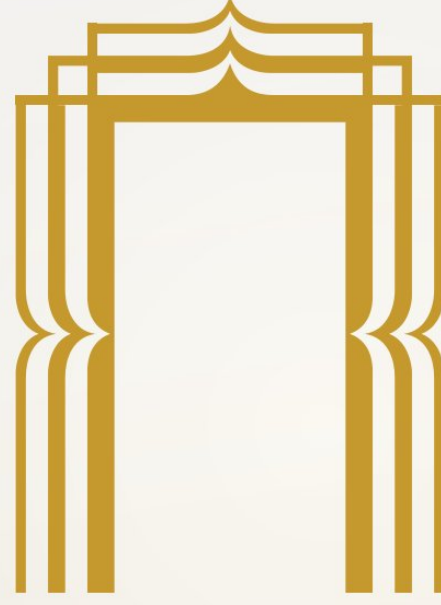
Brand Tagline | Devanagari

‘भारतीय दुर्मिळ खजिना’



Treasures of India

RAJA DINKAR KELKAR MUSEUM



भारतीय दुर्मिळ खजिना

राजा दिनकर केळकर संग्रहालय

Brand Specification Manual