

Branding and Packaging

Rebranding for NGO

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Selection of the Existing Brand



The project brief opened up a chance to rebrand an NGO. The three of us, intrigued by the art of Indian Handicrafts, saw this opportunity and seized it. A thorough research of the NGOs and their logos was done, and finally 'Asha Handicrafts' was selected. Though this NGO had a strong brand story, the why's in their logo were impossible to decode. This got our minds running, which helped us redesign a modern yet impactful visual of the NGO. Another reason behind the selection of the NGO is that it is completely backed up by the artisan community, making us feel connected to it.

[Asha Handicrafts](#)

Asha Handicrafts: Existing Logo

Color of the logo



#a331414



#020962

Brand story

Asha Handicrafts is an organisation committed to the preservation and promotion of Indian handicrafts across the globe. Asha Handicrafts offers hope to thousands of Indian artisans. Against an increasingly commercialised and machine-made world, it offers them the promise of a world where livelihoods are assured, traditional skills are valued and where handmade products receive the respect they deserve.

Asha Handicrafts: Positives

TRADE

Provides marketing support to Indian artisans and enable them to produce Indian handicrafts using their traditional artisan skills and market those unique products across a global network of discerning customers who understand the value of traditional arts and handmade products.

TRAIN

Through regular capacity building and training workshops, we constantly strive to upgrade the skills of our artisan communities. Special attention is given to quality control, packaging and marketing so that our products can occupy pride of place in your homes and offices.

TRANSFORM

It takes the strength of conviction and sheer efforts to create an infrastructure that allows our artisans to overcome their debilitating backgrounds. Their skills, our marketing and your support can transform lives, creating an alternative future for our artists, artisans filled with hope and fulfillment.

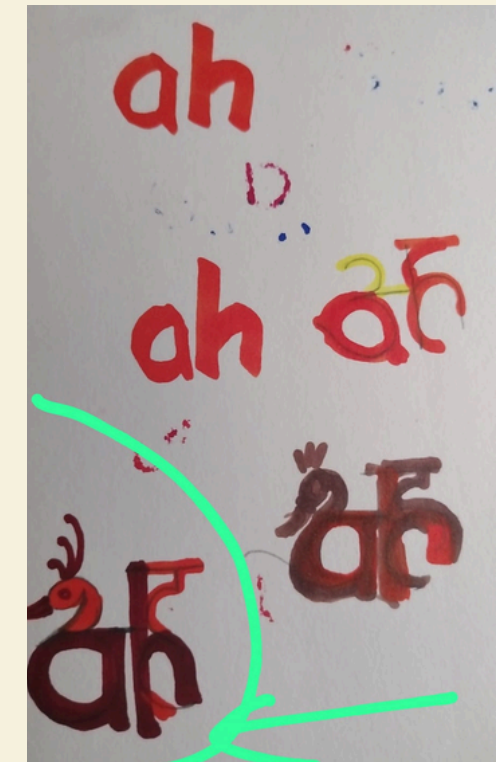
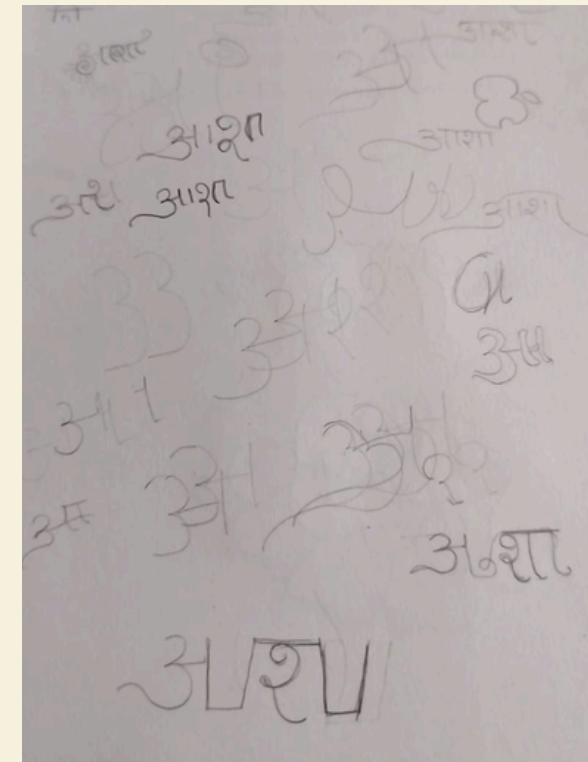
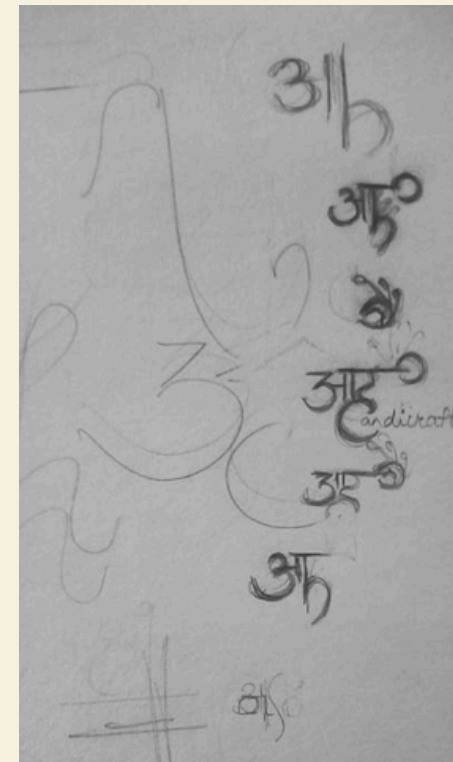
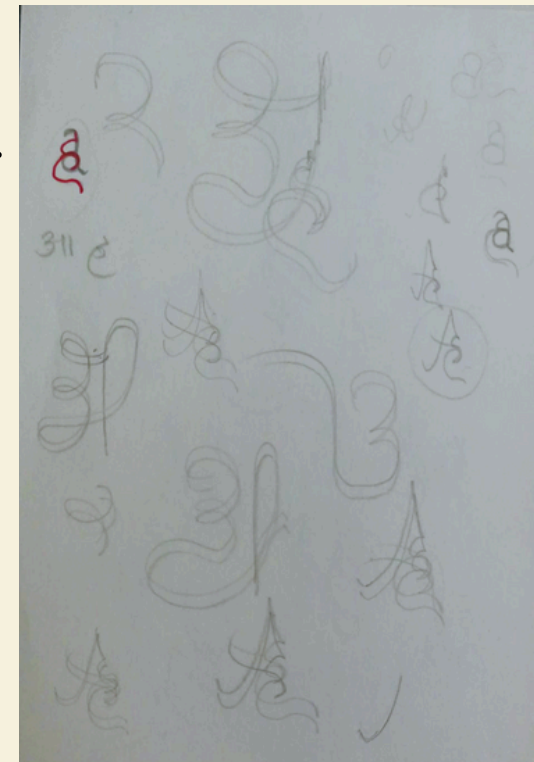
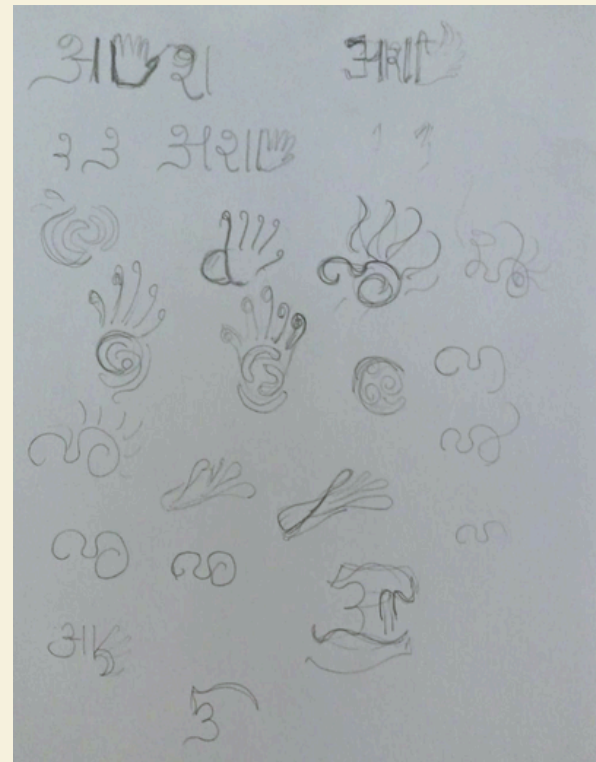
The need for change

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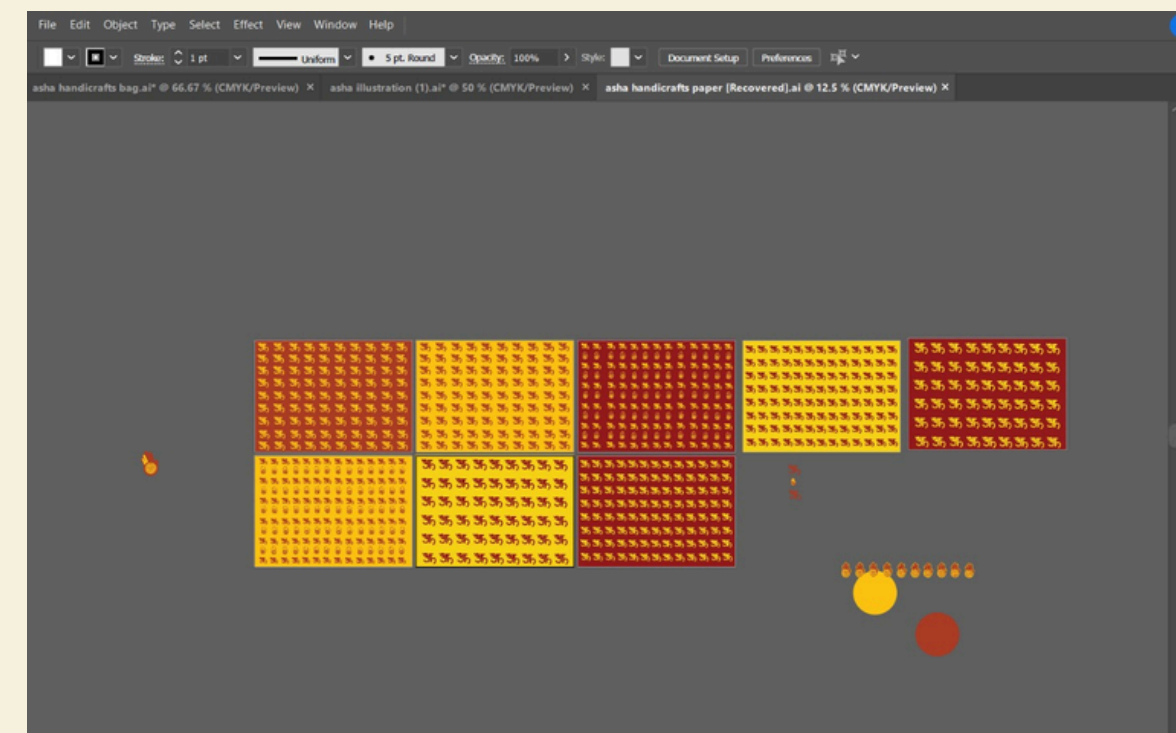


The logo used by the brand is **inconsistent**, appearing in different colours across platforms. This could create confusion for its customers, **hindering the recognition** of the brand. Additionally, the logo's **aesthetics** might not have fully captured the elegance and rich heritage of Asha's products. This may avoid potential consumers from having a connection with the brand that reflects the quality and cultural significance of Indian handicrafts. A strong **branding** creates a strong customer base, as it helps them connect with the brand on a personal level. This leads us to exploring new branding and packaging options for 'Asha Handicrafts', which are **not focused** on by the brand currently.

Work in process: Logo, gift wrapping paper



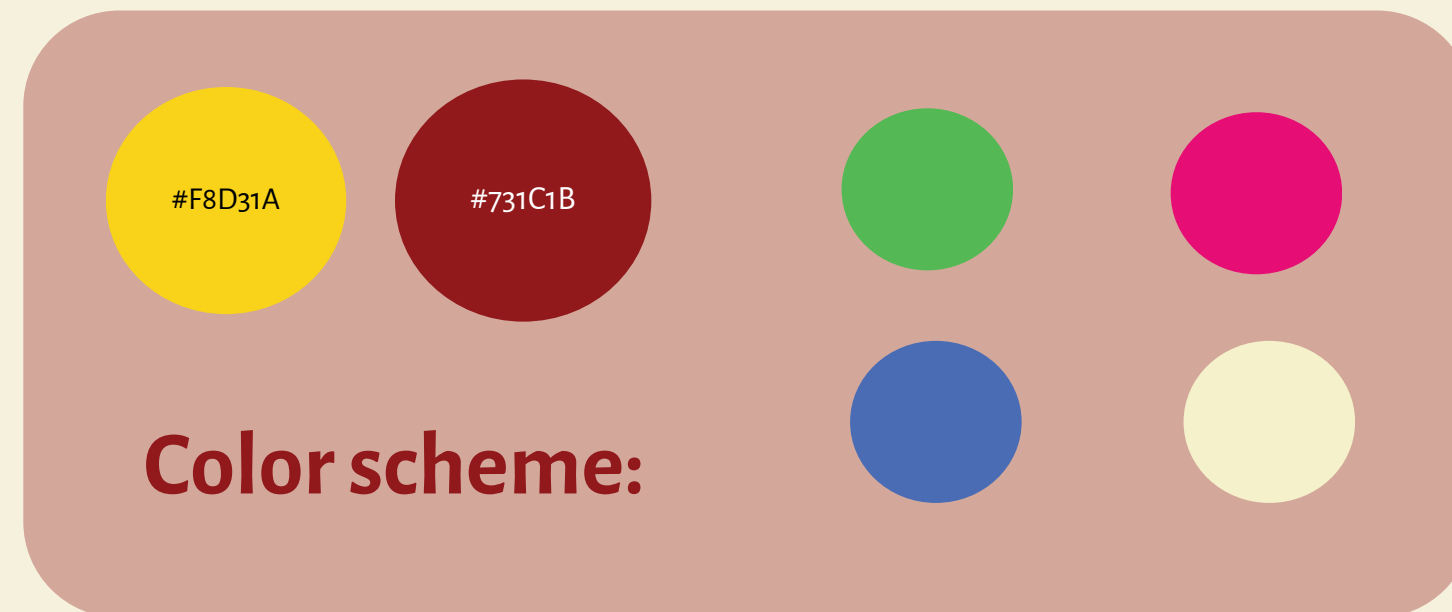
Digital Explorations:



Redesigned logo & color selection



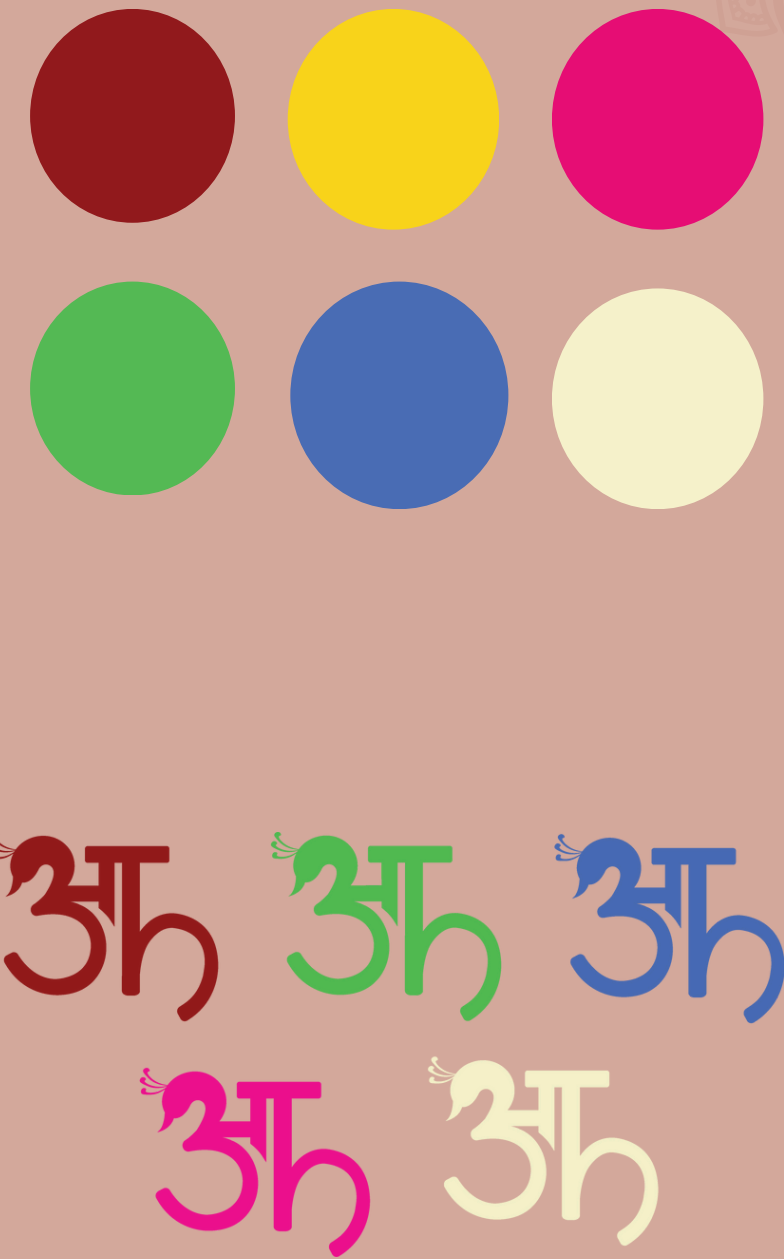
The redesigned logo for Asha Handicrafts celebrates its Indian roots and global reach! It cleverly combines the **Devanagari script** with **English letters**. The beautiful peacock, India's national bird, is a perfect fit. **Peacocks** are a common motif in Indian handicrafts, reflecting the very essence of what Asha Handicrafts cherishes - the **preservation and promotion** of these stunning handmade treasures. Just like a peacock's vibrant feathers, Asha Handicrafts brings the brilliance of **Indian craftsmanship** to the world.



Why this colour palette?

- **Maroon:** This rich color can represent the deep heritage and cultural significance of Indian handicrafts. It evokes a sense of tradition and sophistication.
- **Yellow:** As highlighted in the brand information, yellow reflects the hope that Asha Handicrafts brings to artisans and the inherent optimism associated with creativity and craftsmanship.
- **Rani Pink:** This beautiful pink shade adds a touch of warmth and compassion, reflecting Asha's commitment to supporting the artisan community. It also injects a touch of elegance.
- **Green:** Green can symbolize growth, nature, and renewal. This aligns with Asha's mission of preserving and promoting these traditional skills, ensuring their continuation for future generations.
- **Blue:** A touch of blue adds a sense of trust, reliability, and a global perspective. It reflects Asha's reach beyond India and its commitment to sharing these handicrafts with the world.
- **Cream Color:** Cream adds a touch of neutrality and balances the vibrancy of the other colors. It provides a calming effect and allows the other colors to pop, showcasing the intricate details of the logo's design, especially the peacock.

Overall, the combination of these colors creates a logo that is both visually appealing and symbolic. It reflects Asha Handicrafts' deep connection to Indian heritage, its commitment to artisans, and its mission to bring the beauty of Indian handicrafts to the global stage.



New story and Reasons



The logo

- The logo consists of a Peacock. Peacocks lose & regrow stunning feathers: cycle of renewal & hope. Like the peacock's feather cycle, Asha Handicrafts offers artisans a chance to revive their traditional craft, ensuring its survival and renewal.
- Despite a challenging commercial world, Asha Handicrafts empowers artisans to persevere and keep their skills alive, just like a peacock enduring the vulnerable featherless stage.
- The logo features the initials of "Asha Handicrafts" combining the Devanagari script and Indian letters, reflecting the organization's dedication to preserving Indian handicrafts. This fusion of characters symbolizes the cultural essence and inclusive nature of Asha Handicrafts' mission.

New story and Reasons



Artisan hand illustration

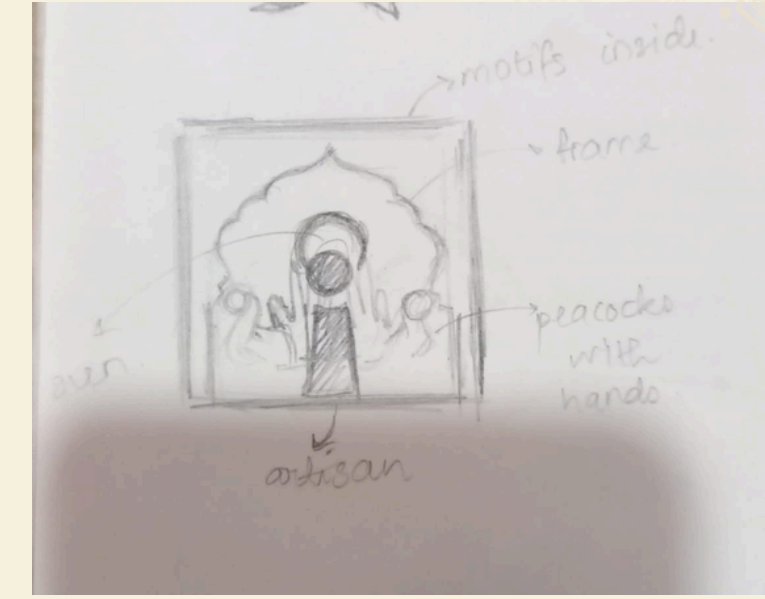
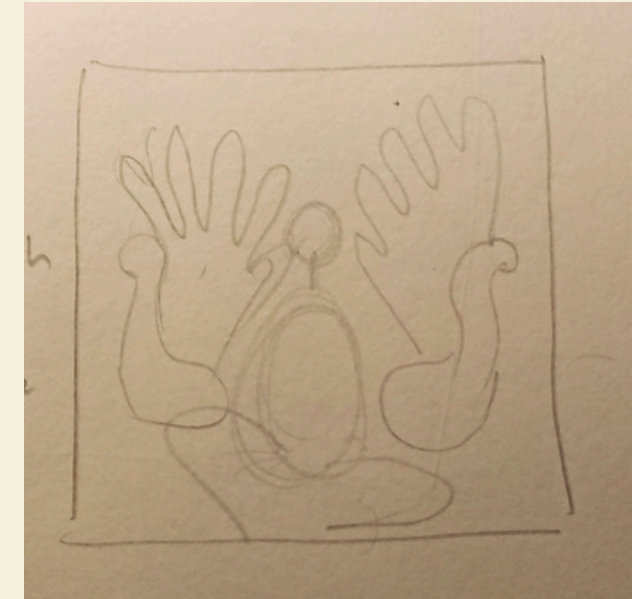
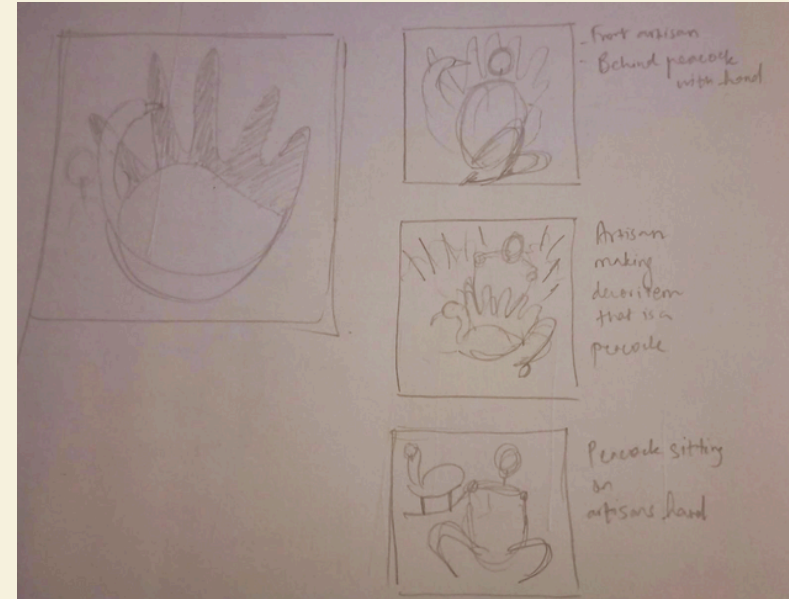
- This illustration depicts the hands of the artisans as Asha Handicrafts provides hope to thousands of artisans.
- The middle of the hand illustration has the pattern of a peacock feather incorporated showing the cycle of hope and renewal for the artisans.
- The illustration has been incorporated in different elements of our branding and packaging.



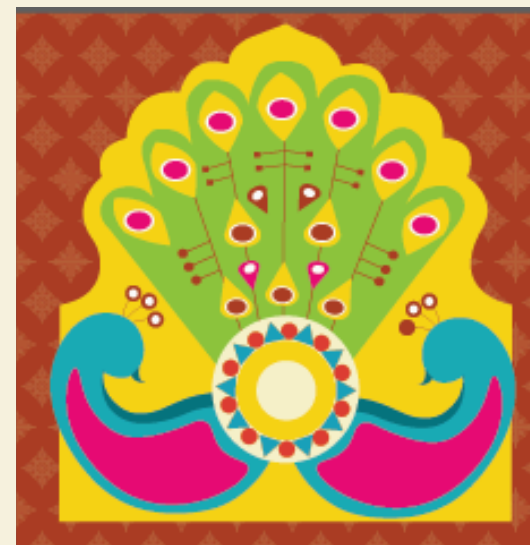
The artisans

- These are illustrations of the artisans. Asha Handicrafts offers them the promise of a world where livelihoods are assured, traditional skills are valued and where handmade products receive the respect they deserve.
- Incorporating these esteemed artisans into our brand designs underscores their significance and grants them the recognition they rightly deserve. It showcases the pivotal role they play in shaping our brand identity and honors their invaluable contributions to our craft.

Work in Process: Brand Illustration



Digital Explorations:



The New Design



KEYWORDS:

- hope, artistic, empowerment, heritage, authentic, sustainable, culture.
- The Yellow **sun** symbolizes optimism and hope for assuring the preservation of livelihoods and skills.
- The blue **Peacocks** have feathers which are also forming the rays of the sun which symbolizes the completion of the cycle of hope [asha] and renewal.
- The artisans are promised of a world where livelihoods are assured, traditional skills are valued by Asha Handicrafts. Incorporating these esteemed **artisans** into our brand designs underscores their significance and grants them the recognition they rightly deserve.
- The Indian **frame** in the background symbolizes a home. Hope [asha] transforms mere walls and roofs of a home with potential and possibilities.
- Furthermore, the patterns in the background represent the preservation of India's rich cultural heritage.

New brand story and USP

Asha Handicrafts: Where heritage meets empowerment, and every creation tells a story.

In the age of mass production of machine made goods, Asha dedicatedly creates handicrafts for the people, empowering the artisan communities to bring their exquisite skills to the world, where every piece crafted is woven into a story, a story of empowerment, cultural preservation and sustainability. Here, every Handicraft is more than just an object, it is the heritage that is passed through the generations.

USP:

- Empowering Artisans
- Authentic And Handmade (which makes it more personalized)
- Sustainability in practice

Visiting cards



Tags



Visiting cards and Tags-Print



Gift wrapping paper



Gift wrapping paper- Print



Bag



Bag - Print



Box



Box - Print



Concept Packaging [House]



Concept Packaging(House) -Print

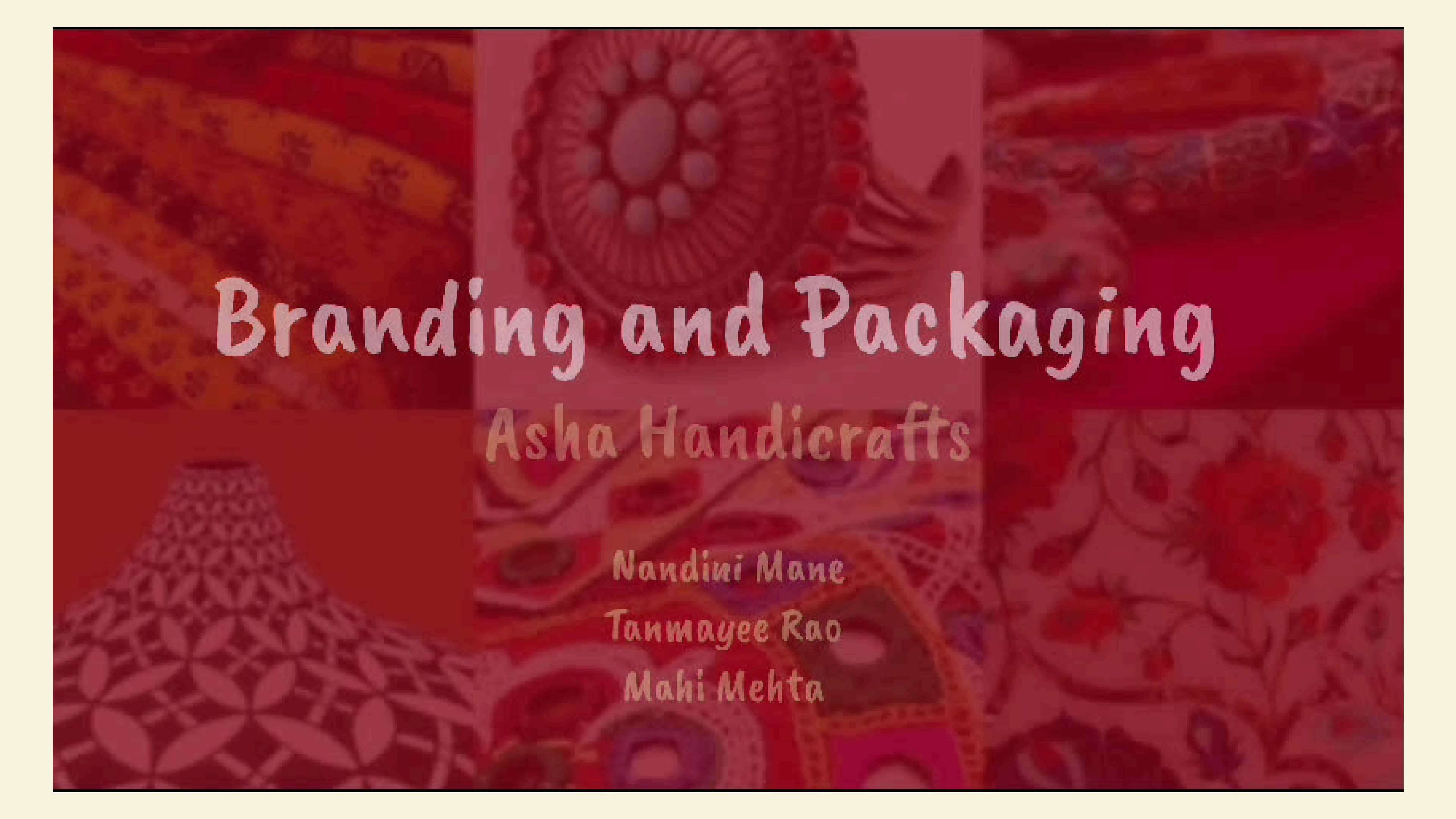
Product: Wall hanging



Concept Packaging [Cane]



Product: Pot Set



Branding and Packaging

Asha Handicrafts

Nandini Mane

Tanmayee Rao

Mahi Mehta

Contribution sheet

Nandini Mane: logo, Bag, Gift wrapping paper, Brand Illustration, house packaging, box packaging, Ppt, video shooting

Tanmayee Rao: logo, Cane Packaging, Brand Illustration, Ppt. video shooting

Mahi Mehta: logo, Visiting cards, tags, Brand Illustration, house packaging, Ppt, video shooting and editing



Thankyou!

Nandini Mane, Tanmayee Rao, Mahi Mehta