

The Complete Branding Package

Project Brief: Shribalaji Integrated Solutions Pvt Ltd (SBISPL) is a private limited concern dealing in wholesale trading and import/export of Welding consumables and equipments and Structural steels. With more than 25 years of experience in the welding industry, SBISPL was looking to rebrand itself to have an exclusive contemporary logo for trademark purpose. Additionally, it wishes to establish its digital presence by introducing a company website.

My Role: My role in this project was to offer design solutions as a graphic designer and a UX UI designer to create a visually compelling and impactful re-branding experience via logo design, web design and other print and digital collaterals supporting the business.



Discover

I initiated an in-person and remote interactions with the director (the client) of SBISPL to understand the entire ecosystem of their organization. I translated initial understandings to measurable insights that can be further utilized in crafting the logo concept essential to the company's operations. I particularly took interest in exploring their mindsets behind their branding and identity already in place. I conducted a thorough desk research of the market, their competitors, their USPs and potential improvements. I utilized my desk research learnings to present the design thinking process and documented the discovery insights in the form of a research questionnaire which played an important role in making key design decisions along the process.

Define

I then took the discovery insights documentation as an input to craft a design direction. This persistent effort gave the client the right sense of clarity and direction on the approach and storyline during my ideation stages. In a nutshell, I defined our strategy forward towards approaching the business, user and technology requirements and my design thinking approach. From logo concept to visual assets and sitemap architecture, I defined every element of the experience with extensive care. I ensured our way forward was specific, measurable, achievable, realistic and time bound.

Old Logo / Branding was used as a depiction of optimism through the rising positivity of the sun with an interesting colour combination, as described by the client.

However, the logomark felt old-school and not unique enough to be used for trademark purpose as it was sourced from an online website.



SHRIBALAJI

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Challenge

SBISPL wanted to redesign their existing brand identity by revisiting their brand logo to ensure that it was updated with modern design conventions while also representing the essence of the organization and create recognition. My biggest challenge in this re-branding assignment was to come up with a unique modern logo design for a brand name with a highly traditional connotation - Shribalaji Integrated Solutions Pvt Ltd.

Subsequently, the use of the word "Shri" in traditional Hindi/Sanskrit language as a logo mark could be a limitation to its understanding in the global arena.

Another key challenge was to create a website which is easy to navigate & follows the contemporary design trends but with extremely limited content as the client wanted very specific information to be made available in the public domain for professional confidentiality reasons.

Shri also transliterated as Shree, Sri, or Sree, is a Sanskrit term denoting resplendence, wealth and prosperity, primarily used as an honorific.



Solution

Originally SBISPL was established in 1994 as a proprietorship concern named M/s Balaji Welding Centre. After considering demand of business and requirements of growing market, M/s Shribalaji Integrated Solutions Pvt Ltd was incorporated in 2018 continuing the same line of business. When the client was probed on their thoughts/ motivation behind the chosen brand name each time with the common element being "Balaji", it was explained, that the name was coined from a place of faith/ religion. The family observed their faith in "Shri Balaji" also known as Lord Sri Venkateswara. It is said by the scriptures, Lord Sri Venkateswara or Balaji is the saving God for the suffering people in the Kali Yuga. On learning about the inspiration behind the brand name, I strongly felt the need to hold this essence in the logo design and ideate on a concept that would be an amalgamation of both traditional and modern outlook that would prove to best represent the brand name as well.

While we were able to question the comprehension of the word "Shri" used in the logomark, in the global forum, as a possible limitation from an identity perspective. On the contrary, I was also able to offer a more optimistic perspective which states that the logomark proves itself to be unique by generating curiosity amongst those who are operating in the global community and in a way provides us with an opportunity to educate them about its origin taking a small piece of our culture/ language to the global arena.

In addition to the UX/UI design of the website, I personally curated content based on the limited information made available to me for public viewing and the vision and the core principles that they wanted to communicate, in the best possible manner.

Design

To define the design requirements, I worked with the client to understand the vision and the core principles of SBISPL that they wanted to communicate, for their new brand identity. I gathered insights around understanding, usage, pain points and suggestions of the existing branding along with expectations from the new branding. I also gathered information to understand the opportunities, limitations and business asks. To make sure the brand's presence reflects its capability for diversification in the long run, I ensured that I created a design language that reflects trust, capability and success. I also ensured our interaction design and visual design stages went through repeat reviews and validations. To tighten down my research, I looked into the market space and carried out competitive analysis as well. This gave me better understanding of the target audience, - the fabrication units. I compiled my reports on different user personas, journey maps, competitor analysis, information architecture and task flows. The website had an excellent design constancy that makes the users feel that they are part of the brand's ecosystem.

The value add I brought in was with an intuitive experience curation, faster way of exploring ideations and comprehensive documentation helped establish the trust in the design direction and bring in new design ideologies to give the brand the required makeover.

The Process

Logo Design - concept development
Interview questionnaire and mood boarding
Creating visual designs and iterations
Finalising the logo and deriving a theme for the brand
Designing business cards, letterhead, envelopes and email signature
Run test prints as applicable
Web Design - user journey and flow
Digital wireframing and prototyping
UI design - iconography, illustrations, UI elements
Responsive design
User testing
Developer handover

A comprehensive interview was conducted with the client for the purpose of gathering research information and understanding the ecosystem of the brand.

About the company

1. What is your company/organisation/product/service name?
2. How long has your company been established?
3. Can you describe your business?
4. Why was your company started in the first place and what was the motivation?
5. If you had to describe your business in one word, what would it be and why?
6. Who are your main competitors? What sets your company apart from the competition?
7. What services or products do you provide?
8. How big is your company? (Number of employees? revenue?)
9. What are the strengths of your company?
10. What are your weaknesses?
11. What are the long-term goals of the company? Where do you see your company in 5 years? 10 years? 30 years' time?

About the target audience

1. Who is the primary target audience?
2. What is the target audience's age group?
3. Are they mainly male or female?
4. Where do most of your audience live?
5. Are there any new markets you'd like to break into? If so, what would they be and why?
6. How do most of your customers find out about your company?

About the branding

1. What are the values and/or mission statement of your company?
2. (If applicable) What is the current logo? What do you like and dislike about the current logo? Why are you looking to change the logo? Why does your current branding use those colours, fonts, etc.?
3. What do you want the new logo to accomplish?
4. Do you have a strapline or slogan that goes along with your logo?
5. What words describe how you feel when you think about your branding?
6. What three attributes would you like your target audience to think of when they look at your new branding?
7. Do you want your logo to feel traditional or modern?

Design Preferences

1. What kind of logo type do you prefer? Letter/ word mark (in which company name/ initials are used to design the logo - font based e.g., GAP) or Icon / picture mark (in which a symbolic icon or artwork is used as the logo e.g., Nike) or a combination mark (a combination of above two e.g., Adidas)
2. What colours or colour palettes do you prefer? e.g., darker earthy tones or dull pastels or bright vivid. You can also specify any colours in specific.
3. Where will the logo be mainly used? Print, web, etc.? Please elaborate on all possible applications to be able to create variants that suit all purpose.
4. Are there any restrictions to consider when designing the new logo?
5. (If applicable) Is there anything that must be included, like existing brand elements, words or icons?
6. Looking at other people's branding, what logos do you like. You may share the brand names, if any.
7. Are there any logos that you particularly dislike? You may share the brand names, if any.
8. In your opinion, what defines a successful logo for your company.

Budget & Timescales

1. Do you have a budget in mind for the new logo? Unlimited revisions and brand manual will be included.
2. Do you have a deadline that needs to be considered?
3. Is there anything else you'd like to add that we haven't already covered?

Logo Concept

SBISPL was seeking a logo design/ brand identity which is simple, sober, warm-with a positive meaning and a contemporary feel. Since they were looking at diversification in the future, it should not be restrictive to a particular field or business. The logo must communicate feelings of trust, commitment and reliability to the audience representing the core values of the organization. After working through a series of ideations and variations and multiple reiterations I was able to finally arrive at logomark which beautifully captures the traditional and progressive essence of the brand.

Early Concept development
Evolution of logomark through ideations/ variations

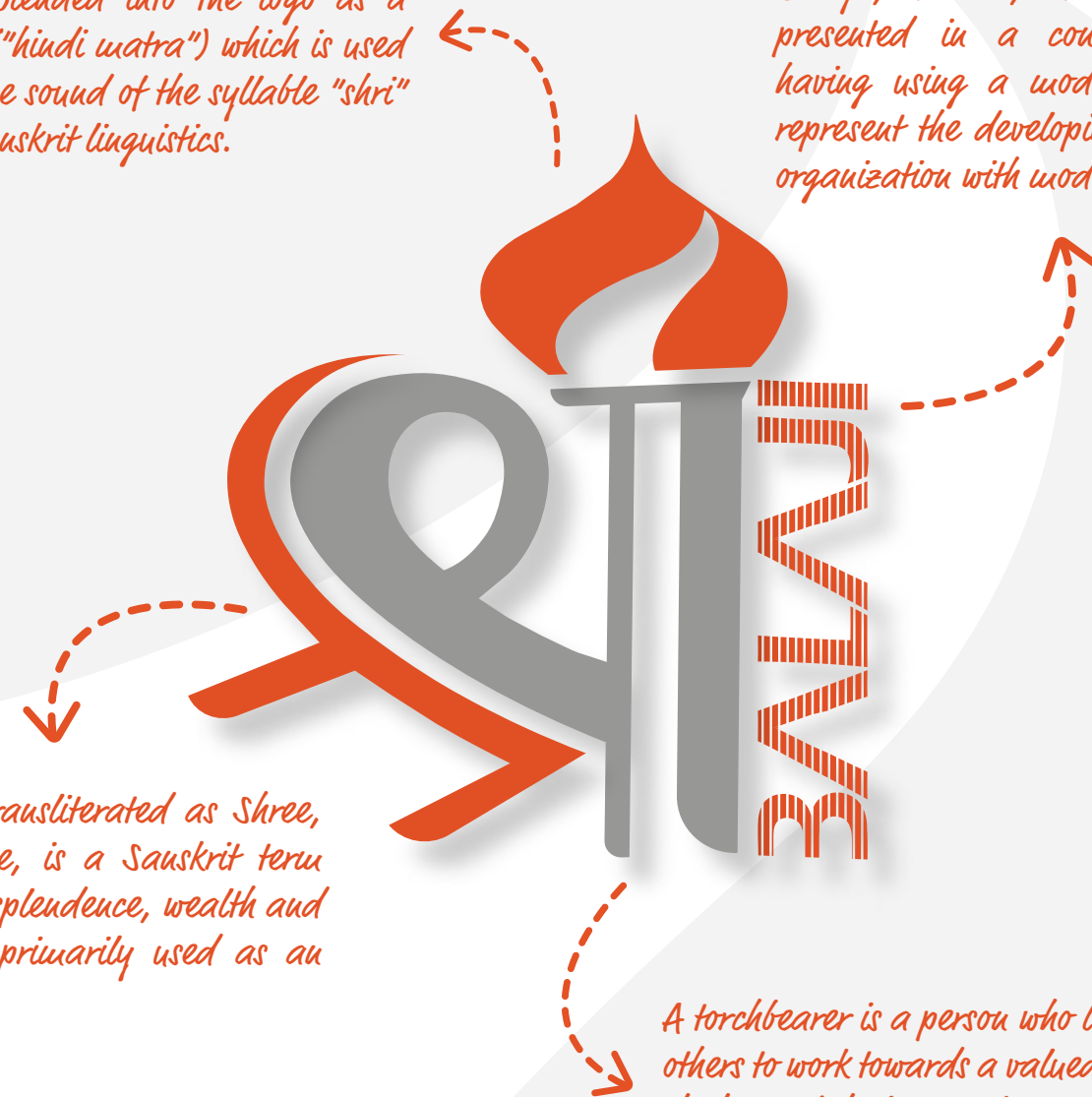


Flame is symbolic of the energy source at the core of the organization's functioning (welding), that is, fire, heat, light and positivity. Blended into the logo as a vowel sign ("hindi matra") which is used to denote the sound of the syllable "shri" in hindi/ sauskrit linguistics.

The company has acquired its name from personal religious faith "Shri Balaji"; however, the same has been presented in a contemporary look having using a modern typeface to represent the developing nature of the organization with modern times.

Shri also transliterated as Shree, Sri, or Sree, is a Sauskrit term denoting resplendence, wealth and prosperity, primarily used as an honorific.

A torchbearer is a person who leads and inspires others to work towards a valued goal. Placed at the heart of the logomark, we present that company is the torchbearer of its core values, that is, ethical business practices, customer satisfaction and employee motivation.



Colour Psychology

Vivid + Strong

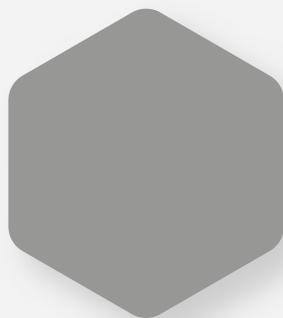
Colors were chosen based on a few factors:

Legibility - The most important factor in the color palette selection. Enough contrast had to be generated for maximum readability at any size.

Combination - Flame orange symbolic of fire/ heat and the positive light as the main source of energy, complimented by a strong iron grey at the core representing the quality of craftsmanship of medling with metallics and being a strong torchbearer of the company's core values.



#E35025



#999998



#E9E9E9



#FFFFFF

Typeface

Copperplate Gothic Bold

This font family was chosen to have a blend of high readability in a background designed to be contrasting in colour, but also bring in a more modern touch. It renders well across all devices thus further aids to easy readability and faster comprehensiveness. It is well legible, easily comprehensible and user experience remains the same across all devices.

HEADING

BODY COPY

Copperplate Gothic Bold
(Regular)

UPPER CASE

HEADING

BODY COPY

Copperplate Gothic Bold
(Regular)

Lower Case

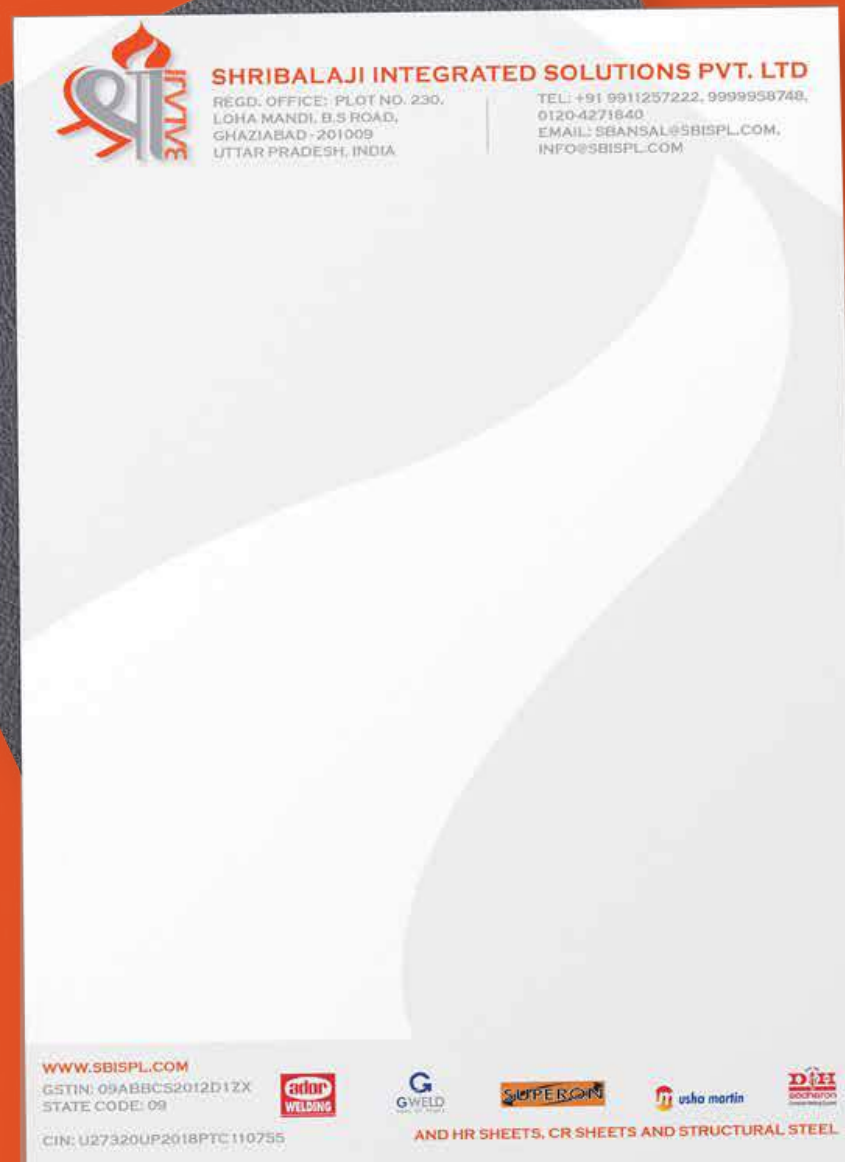
Letterhead/ Tax Invoice

Business Cards

A4 Envelopes

Commercial Envelopes

Email Signature



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AUTHORIZED DISTRIBUTORS OF:



+ HR SHEETS, CR SHEETS AND STRUCTURAL STEEL

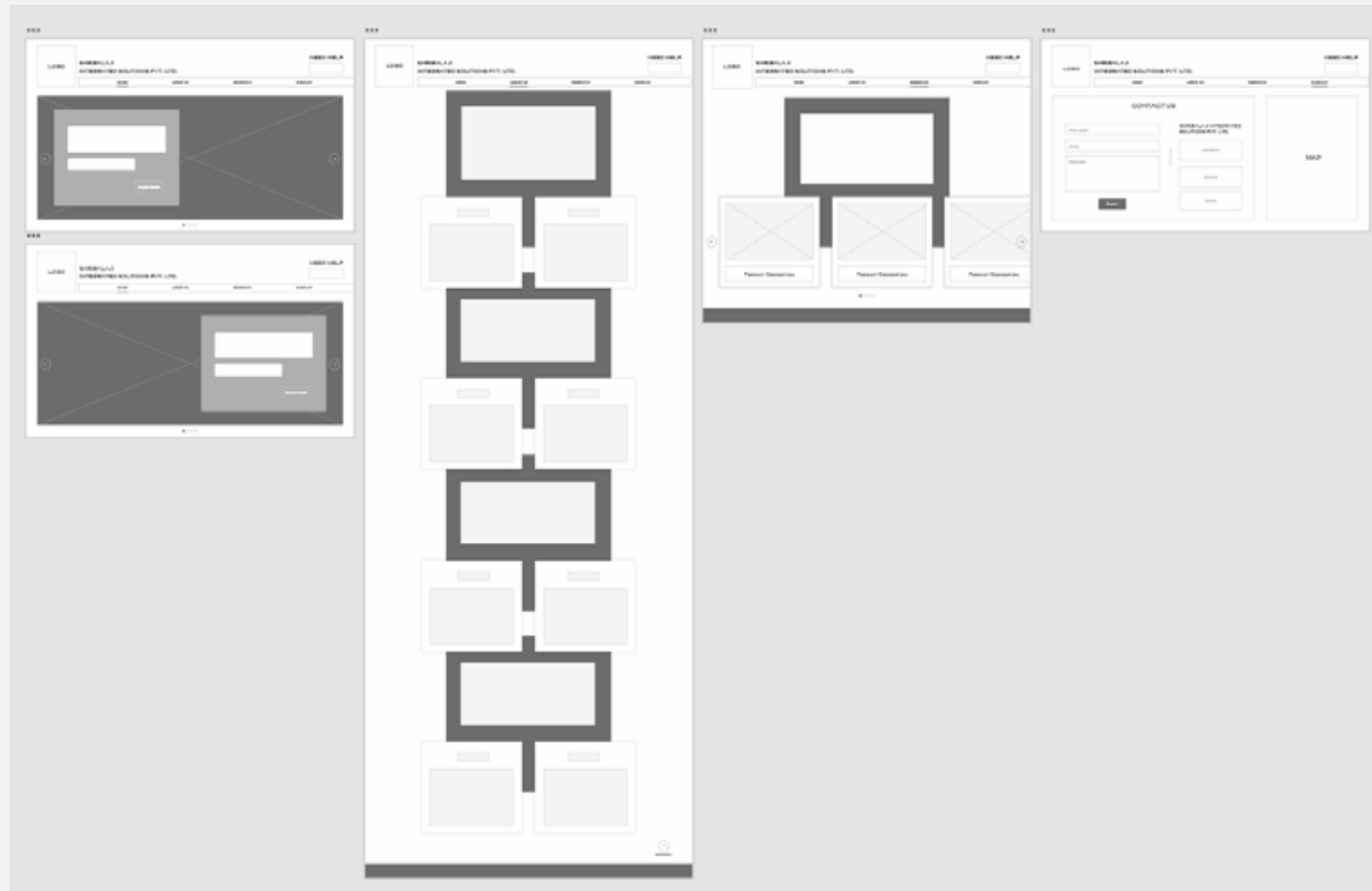
Web Design

The design was made with a user centric approach and a mobile first mindset. My goal was to bring forward a design that content of the pages stand out. There is an excellent design constancy in the portal that makes the users feel they are a part of an ecosystem even while browsing through a microsite. The website is information oriented creatively organized between its various pages - Home, About Us, Products and Contact Us. This allows the users to be better aware, better informed and better prepared for all their needs around the products and services offered by SBISPL. Meaningful, consistent, responsive, and consistently well guided - were defacto goals of the user interface.



Low-Fidelity Wireframes

Low fidelity wireframes help craft a better story for the end users and bring the client of the same page. I have crafted simple and user centric designs to provide comprehensive understanding of the company and its products. The entire user flow has been designed to provide users a seamless user experience.



High-Fidelity Wireframes

I established the overall information hierarchy and design elements that were to be incorporated in the final design. Having high fidelity wireframes helped the client understand what elements the final design will have.



UI Screens

The UI elements reflect the brand's design language well and complement the information they house within. The entire UI design adds a sense of meaning in every scroll and educate the user's with the company's offerings.



Simplicity and well established hierarchy of UI elements has been a constant point of focus as part of the design process.

Responsive Design



People centric, minimal and mobile friendly designs were crafted to create a memorable experience for the end users. Responsive UI elements crafted are easily comprehensible.





End of Case Study



What did I learn from the project?

incase of re-branding, it is important to consider which elements from the existing branding are essential to maintain in the new branding to maintain the essence of the brand and its familiarity with the users.

Simplicity and minimalism were key to creating a functional product.

Conducting extensive research in a new domain is vital to achieve desired output.

Work well within a set of constraints. Focus on what problems a design is trying to solve and iterate on a variety of solutions.

Client Testimonial

Ms. Mallika Thakur was hired as a freelance professional for rebranding and website development and deigning work for M/s Shribalaji Integrated Solutions Private Limited (SBIS-PL). I had worked directly with Ms. Thakur in this project on behalf of SBISPL and found her very creative and talented in her design work. She is a good communicator and a listener who comprehends the requirement of a work in less time. Her flexible approach and her ability to bring in new ideas makes her work more creative, unique, and distinguished.

SBISPL appreciates Ms. Thakur's creative design work and her professional approach in delivering the project much within assigned time limits.