



LOGO GUIDELINE

## introduction



'Brand Jaipur' was a collaborative student project between ARCH Academy of Design and Perth College UHI. The students undertook primary research in order to discover the 'heart and soul' of Jaipur.

Reviewing and connecting commonalities within the observations and interviews undertaken with various handicrafts clusters including shoe makers; block printers; Lac clusters and puppet makers. They defined the stakeholders and discovered the stories behind the people. This enabled them to conceptualize a brand for Jaipur that would appeal to the international market without losing the identity and individuality of the indigenous crafts people.

'Brand Jaipur' should respect and represent of the values of Indian handicrafts. Therefore, branding strategy should not be absence of essential elements such as The big idea, what lies at the heart of Jaipur, Values, Vision and Personality of the 'Brand Jaipur'.

logo



# logo / colour

RGB: 238 / 121 / 109  
CMYK: 0 / 64 / 51 / 0  
WEB: EE796D

Logo should use the definite colour.  
Shades of pink can be used for special effects.



RGB: 178 / 178 / 177  
CMYK: 0 / 0 / 0 / 40  
WEB: B2B2B1

Logo should use the definite colour.  
Shades of gray can be used for special effects.



RGB: 0 / 0 / 0  
CMYK: 0 / 0 / 0 / 100  
WEB: 000000

Logo should use the definite colour.  
Shades of black can be used for special effects.



## CLEAR SPACE

This space indicates the logos Clear Space; an area where other elements must not encroach upon.



logo

## MODIFICATION

The mark cannot be altered, cut a part, separated, or otherwise distorted in perspective or appearance.

## SIZING - do not reduce below 25%

25mm x 24mm



32mm



100%

## JAIPUR LOGO



Logo should be used with text.



75%



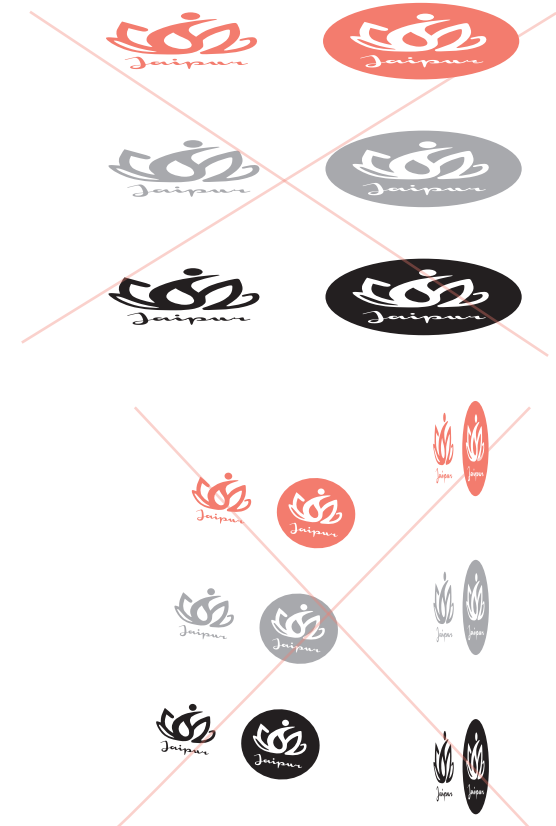
50%



Logo can be used without text for special purpose.



25%



eg. of what NOT to do.

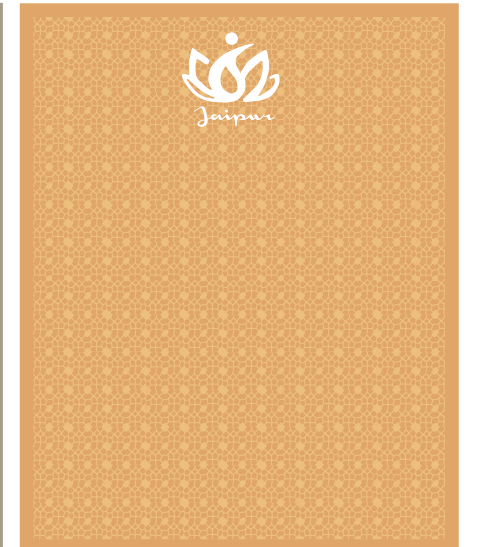
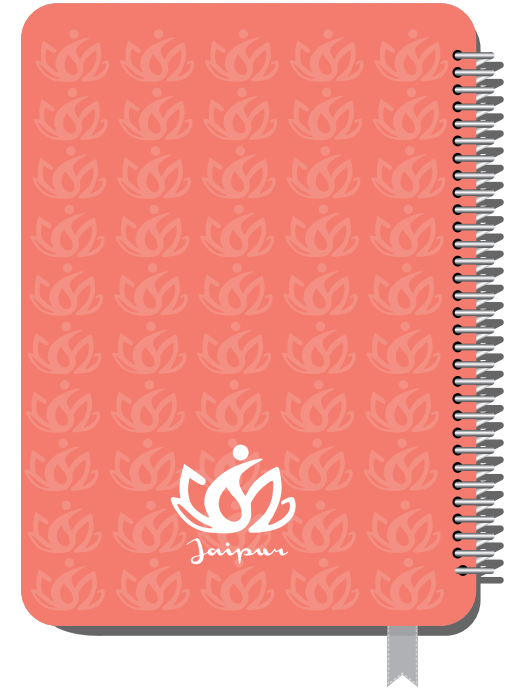
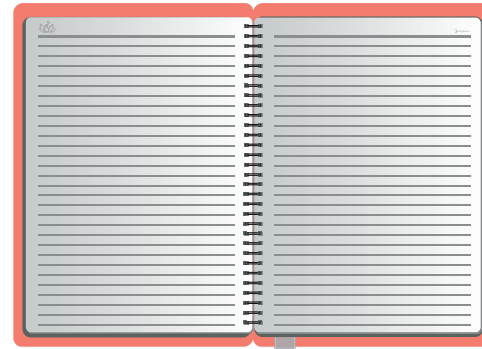
packaging



packaging



application





# Cultural Identity

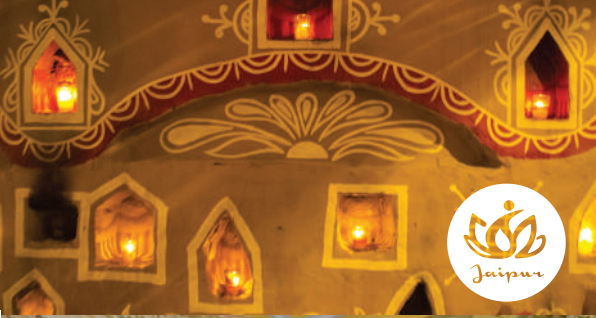


Cultural insight into the indigenous crafts within the city of Jaipur as part of an international collaborative project.

27th Jan - 7th Feb at AIR gallery & Design Studio St John's Centre Perth for further information contact: Christiana.margiotti.perth@uhi.ac.uk



application



other developments





## Student Participants:

Perth College UHI: Robert Garforth, Sara Grassick, Suzanne Issa, Jana Slovackova, William West

ARCH Academy of Design: Taniya Ajwani, Vidisha Gupta, Vipin Sharma, Manan Surana, Surbhi Verma

## Faculty Lead:

Perth College UHI: Christiana Margiotti Subject Leader Arts & Creative Technologies Programme Leader BAH Visual Design and Communication

ARCH Academy of Design: Benoy Thoompunkal Director of Academics



'Brand Jaipur' was a part of a UKIERI funded project awarded to Perth College UHI and ARCH Academy of Design under the institutional capacity building strand.