





CASE STUDY

ABSTRACT

DV Studio is a designer studio in Ahmedabad which caters to designer wear for the upper middle class and upper class. Disha Vadgama, the designer herself specializes in Indian and Indo-western wear for women and makes customized clothing for them. But the brand might expand to men's clothing as well.

It's located at 7, Premchand Nagar Row House,
Above Maruti Courier Service, Judges Bungalow Road,
Ahmedabad- 380 015, Gujarat.

JOB DETAILS

We handled the branding of the studio and special focus was on their design of the logo and presentation of the brand in the market.

CLIENT EXPECTATIONS

DV was clear in terms of the market they are going to cater. Depending on the vast experience of the designer, their target audience and the overall brand name, they wanted a corporate identity which truly reflects the business and the designer in the best possible light to the audience they are trying to reach. The logo is the identity of a business and is visible on all their stationery, business cards, or wherever they are visible. It is the image which people identify them with.

OUR APPROACH

RESEARCH & OBSERVATIONS

We firmly believe in understanding the business of our clients in as much detail as possible before we take up a task and associate with them. After a due diligence of the designer and the kind of clothes she designs, we conducted our research whose findings were our 1st step to the plan of action.

We found that the logo has to be designed keeping in mind the factors found out in the market research and create an identity which stays with the company long enough to not need any rebranding.

THE PLAN

The plan was to create a logo which can be clearly visible on different properties, whether it's a hoarding or sign board to the stationery and the form, shape or size won't get any pixilation. The logo was supposed to be legible and clear no matter what size it is viewed in.

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OUR DELIVERABLES

As a creative agency with enough experience, we know the target audience would be impressed with great design but at the same time, the logo should have enough choice for the designer to express her style and individuality. We tapped certain designers and presented the customer with 4 different options and our rationale behind those designs.

The 1st logo was selected because the logo was a creative representation with typography format done exclusively for the initials i.e. DV. The continual writing format further stressed on the quality of the brand. Even with these logos, each one of them was presented with more color options.

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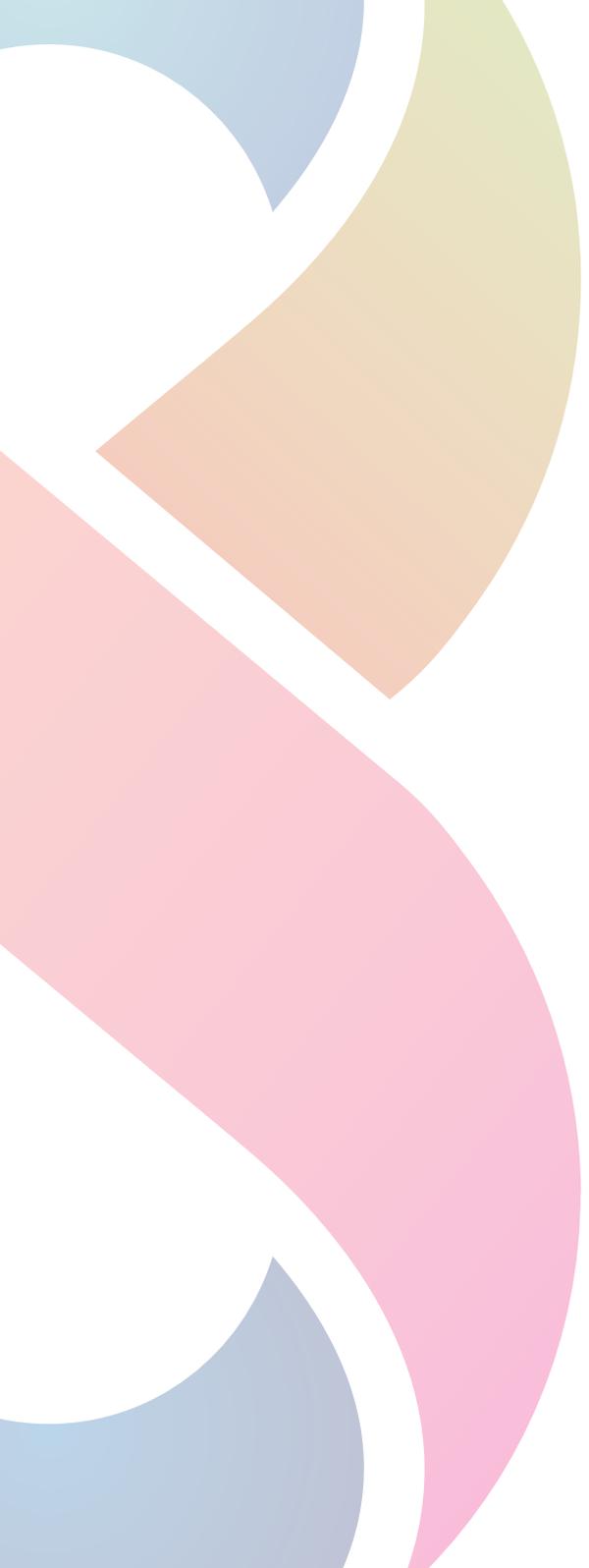


CHALLENGES

The challenge was that DV Design Studio was hiring the 1st company and had vague idea of what the logo should symbolize but to convince them that all these logo options were provided to them with a certain background study of the business and representing the brand as closely as possible. So to create an online identity from the ground up and manage it & also to convert them in foot falls for the event was all our responsibility.

CONCLUSION

DV was really satisfied that they received a logo and brand identity which fits in with their idea of how they wanted to project themselves to their clients and have been satisfied with our services.



Eight Petals Creative Solution Pvt. Ltd.
1102/B Pinnacle Business Park, Corporate Road, Prahladnagar, Ahmedabad 380 015, Gujarat, INDIA
☎ +91 79 677 77 666 🌐 www.eightpetals.in ✉ info@eightpetals.in

