

Branding a Jewellery Brand for Renowned Jewellery Manufacturers

Jewellery Brand

The Mission

Astmangal (Parent Company) aimed to carve out a unique identity for their bracelet and necklace line.

Our goal was to **positioning** this **brand** as a luxury jewelry brand by creating **new identity septate** from their existing parent company.

The Outcome

We aimed to find out why a new, separate identity was needed for this line and then **built** the **brand** based on those **insights**.

The Impact

This new direction allowed Astmangal to **stand out** as a jewelry brand, rather than just a jewelry manufacturer.

Services

Brand Strategy

Brand Naming

Brand Messaging

- Brand Slogan
- Brand Positioning

Identity Design

- Logo Design
- Business Card
- Letterhead Design
- Envelope Design





The Problem

Why Start a New Brand ?

Astamangala, a jewelery manufacturer since 2001, is primarily recognized by its wholesalers and vendors. The end consumers, despite appreciating their exquisite jewelery, don't know the creator of that jewellery. To bridge this gap, Astamangala planed to engrave their name on each piece of jewelery, aiming to increase brand value and connect more personally with customers. Essentially created a brand known by end user.

Brand Strategy





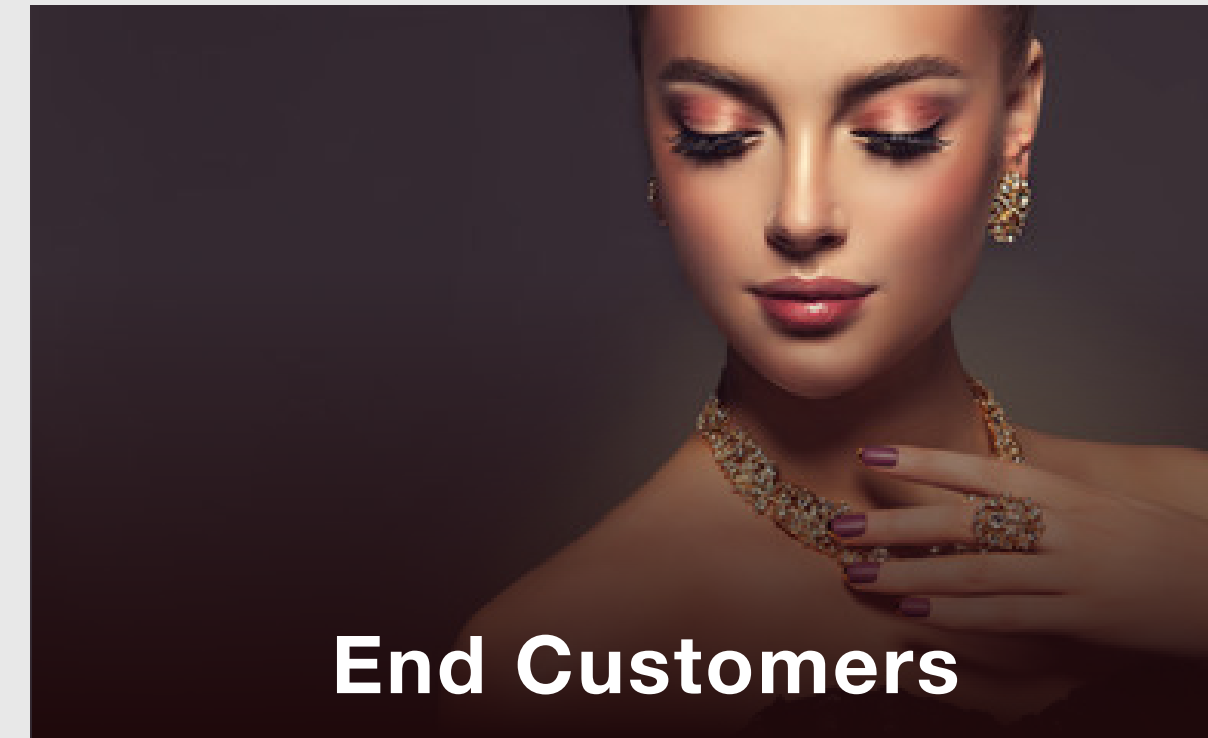
Distributor

People who will distribute this jewellery to all retail store and showrooms.



Showroom (Retaieer)

Showrooms and retail store owners that sell this jewellery to end customer



End Customers

People who actually use this jewellery or buy it for the purpose of investments.

Client Base



STRIVING TO ESTABLISH OUR BRAND AS THE **GO-TO SOURCE FOR LUXURY BRACELETS AND NECKLACES IN INDIA**

This Vision serves as a guiding star for the brand. It provides a clear direction for business decisions, aligns employees toward a common goal, and attracts customers who value luxury and quality. This vision also gives the brand a competitive edge, making it stand out in a crowded market. Furthermore, it can attract potential investors and partners who see the brand's growth potential. Overall, this vision fosters brand loyalty and allows for adaptability in changing market conditions, serving as both an internal compass and an external signal of the brand's ambitions.

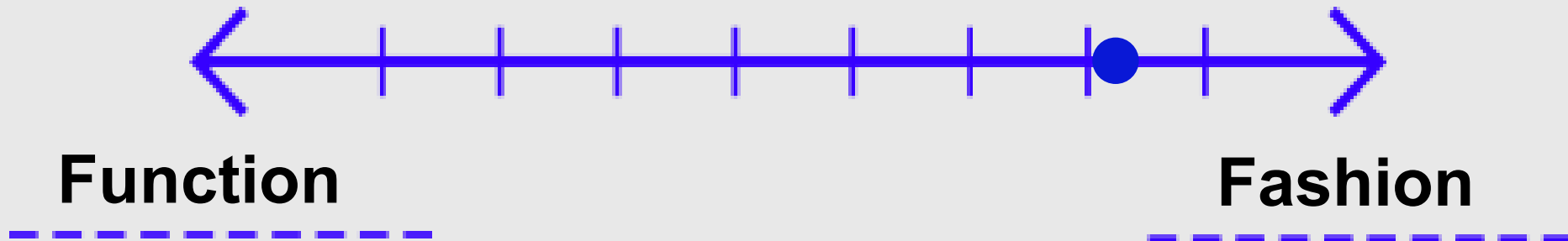
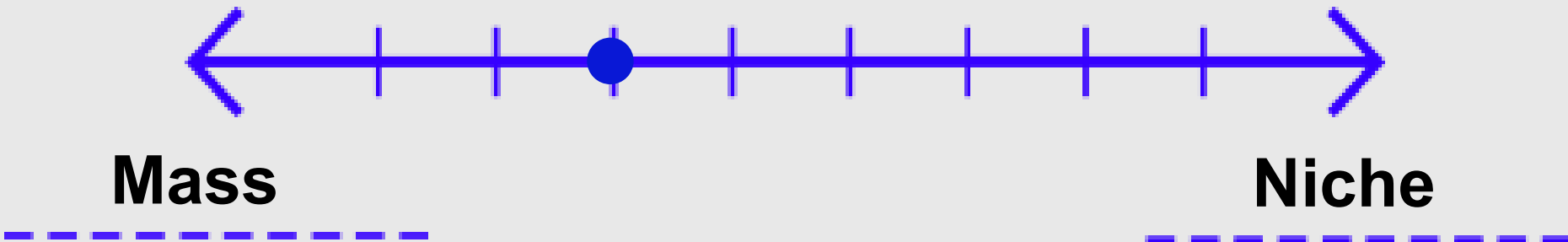
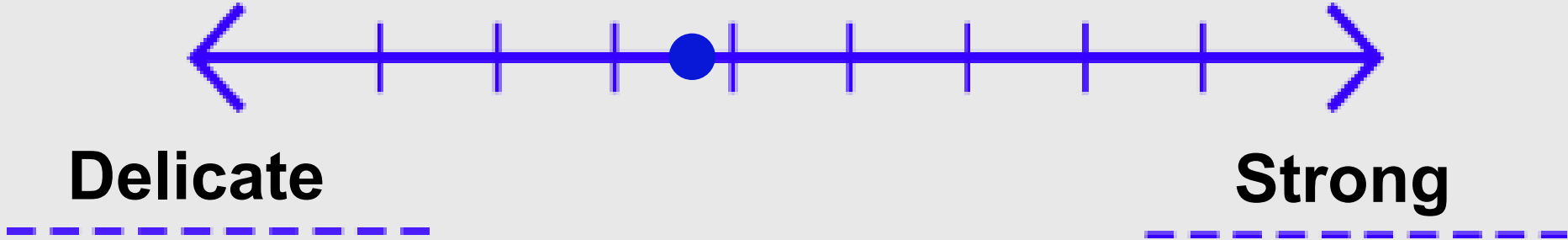
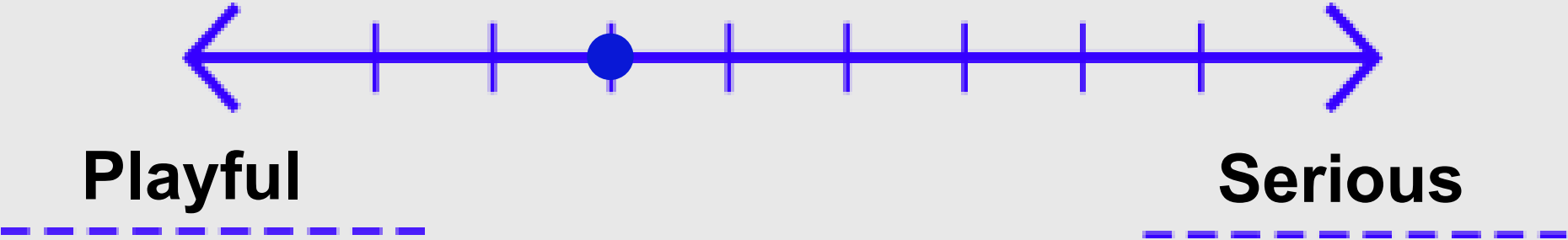
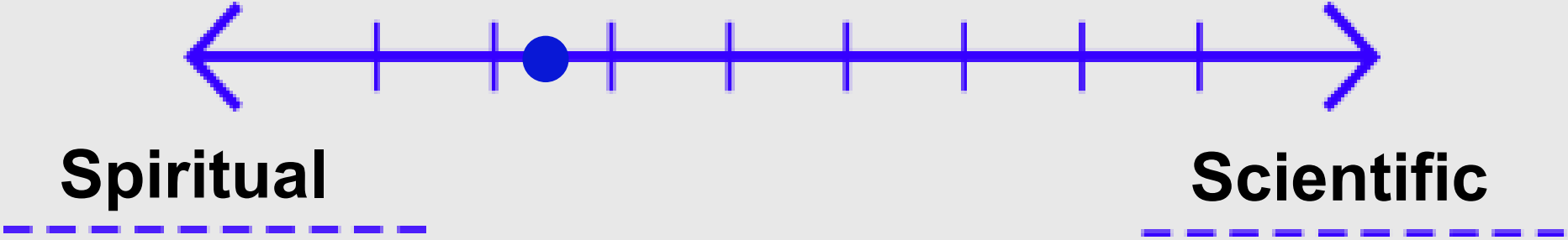
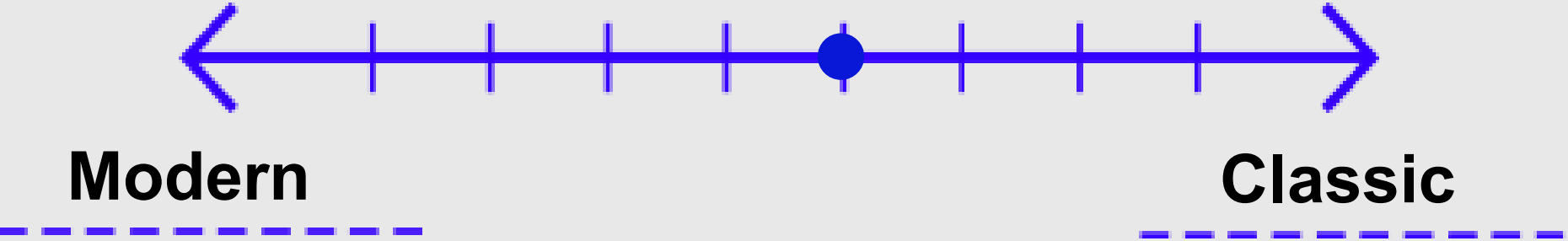
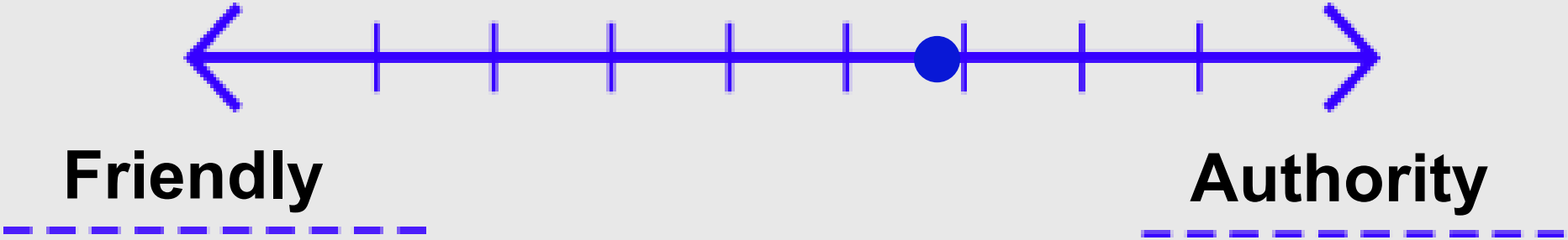
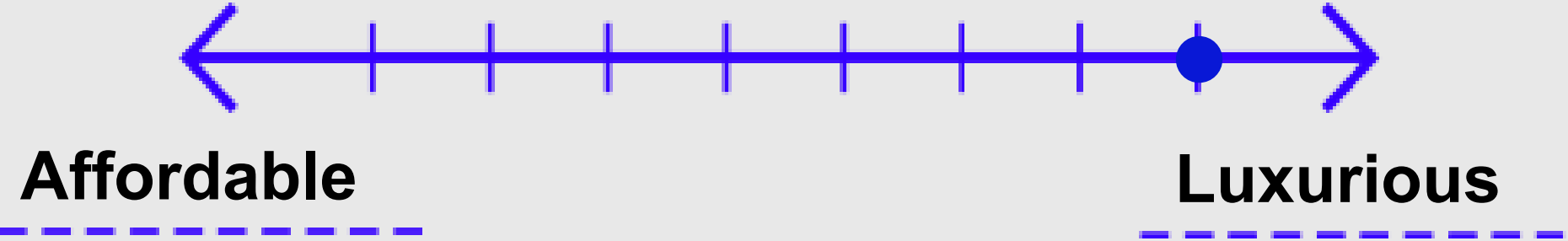
Brand Vision



WE ARE YOUR DESTINATION FOR **ONE-OF-A-KIND**, LUXURIOUS **BRACELET AND NECKLACE** DESIGNS

The brand positioning is effective because it sets clear expectations. It says that this is the brand to choose for exclusive, luxurious jewelry, making it easier for people to decide where to shop for high-quality bracelets and necklaces.

Simplified Positioning



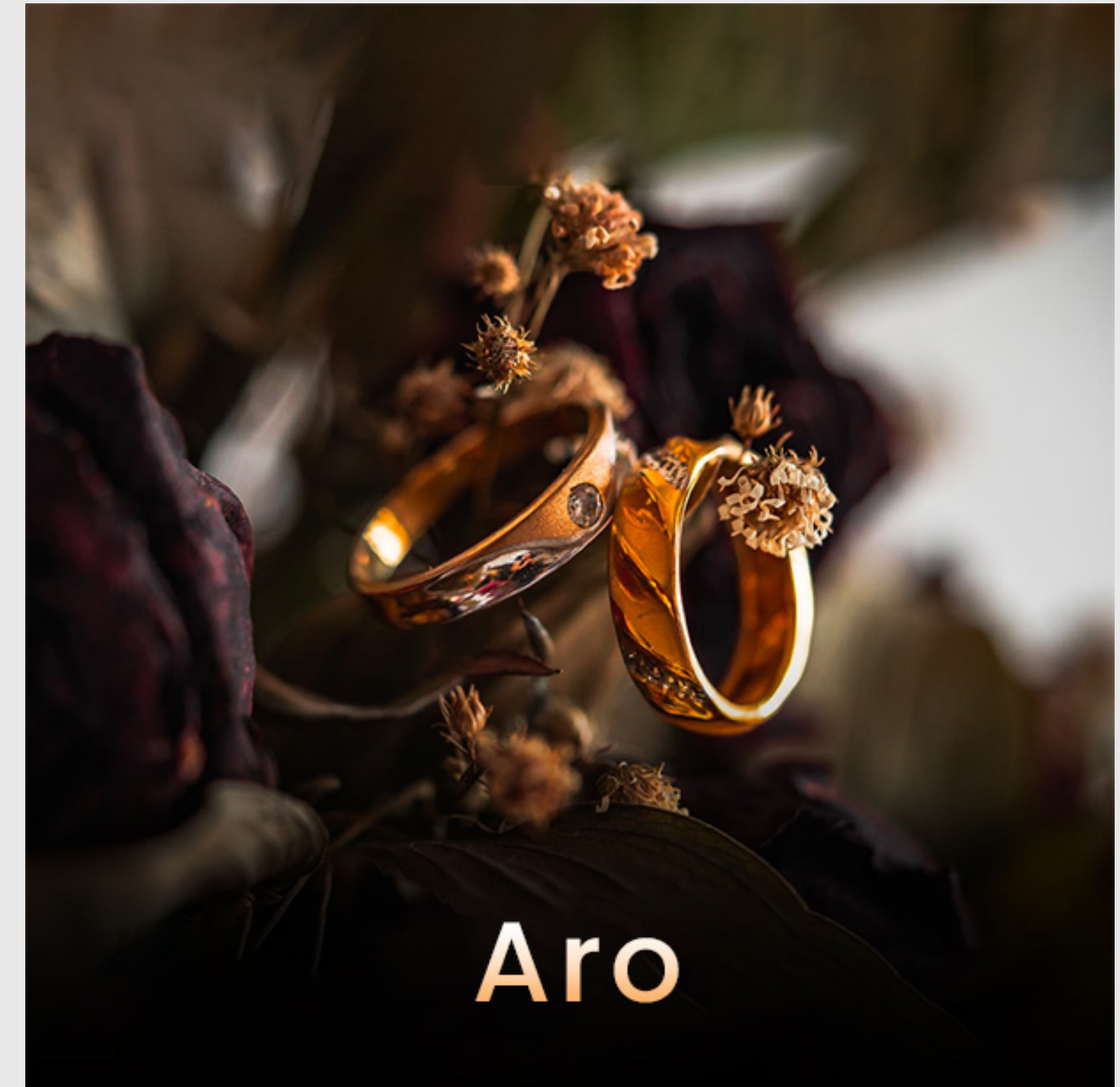
Brand Attribute Scale

Brand Name & Tagline



Created from the word **Arohi** means Progress in Sanskrit. This represents the brand's commitment to progress and innovation in the field of gold jewelry.

Brand Name



This tagline elevates the brand by highlighting its **masterful craftsmanship**, appealing to those who prioritize craftsmanship in their luxury purchases.

The Tagline



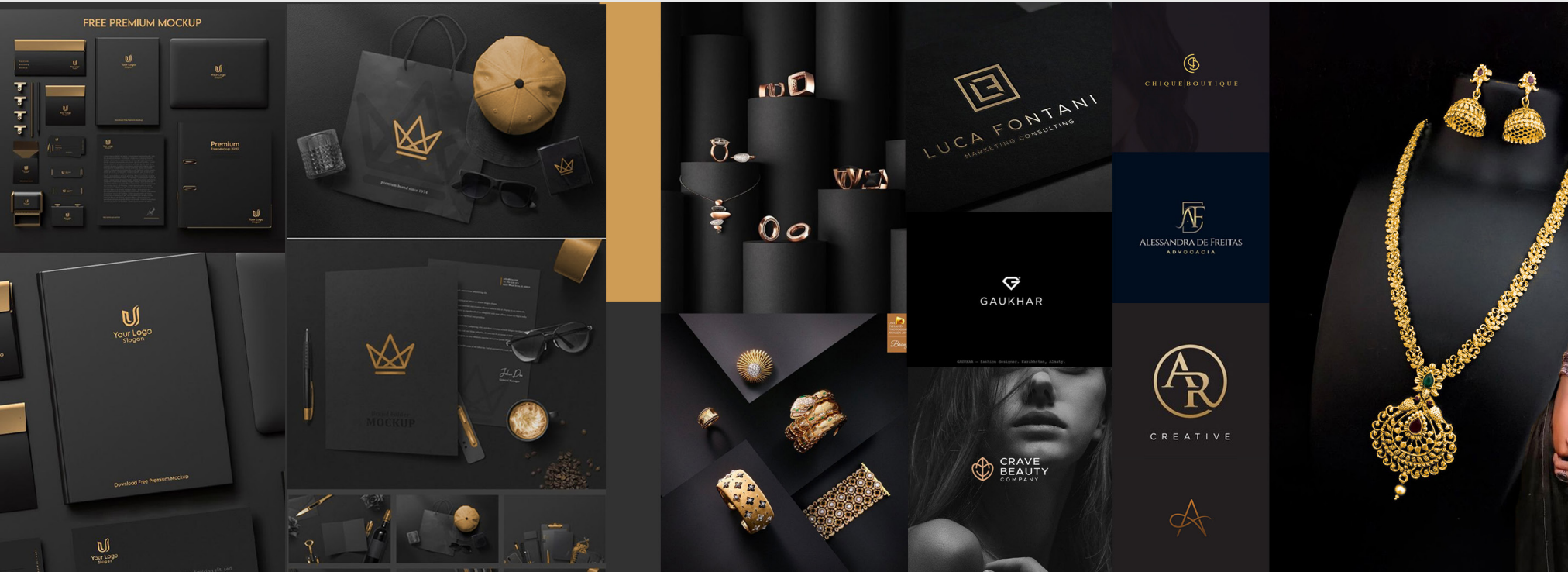
Logo Design & Brand Identity



Making a logo and brand identity that both you and us like is harder than it seems. This is because when you say you want a “clean” or “sophisticated” design, we might imagine different things. To solve this, we use Stylescapes. These are collections of images put together in one banner to help us agree on the look we’re going for.

For this brand we were going for more **sophisticated**, **Luxurious** and **bold** look.

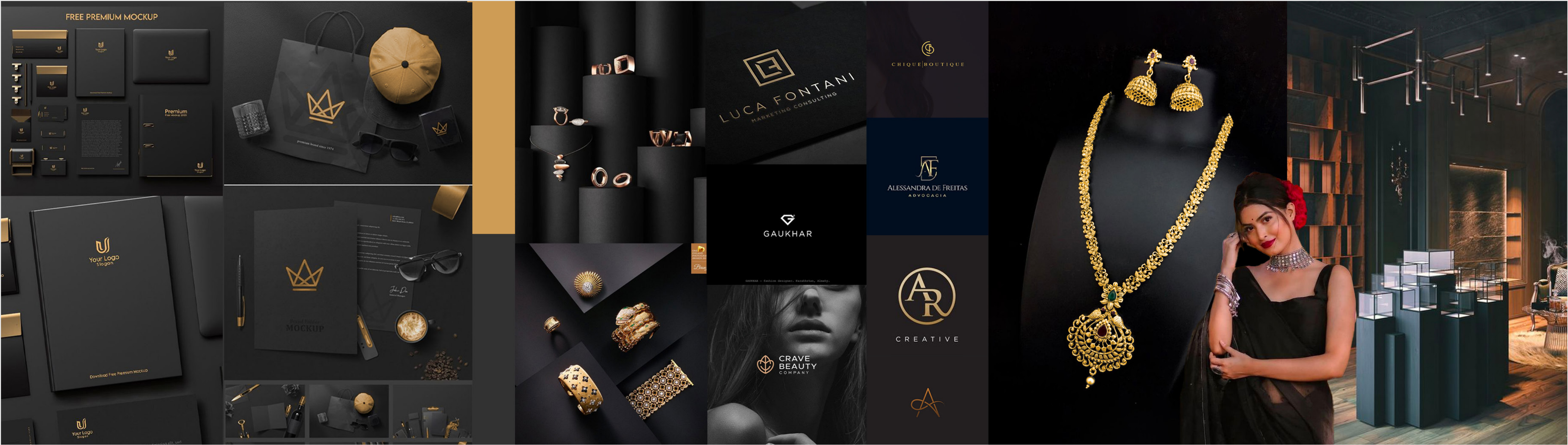
Stylescape





Pink Beauty

Client Choice



Luxurious Black and Gold

In logo design, client initially wanted a wordmark logo, so we created these designs with sophisticated fonts. Out of which he liked the bottom one.

Logo Design



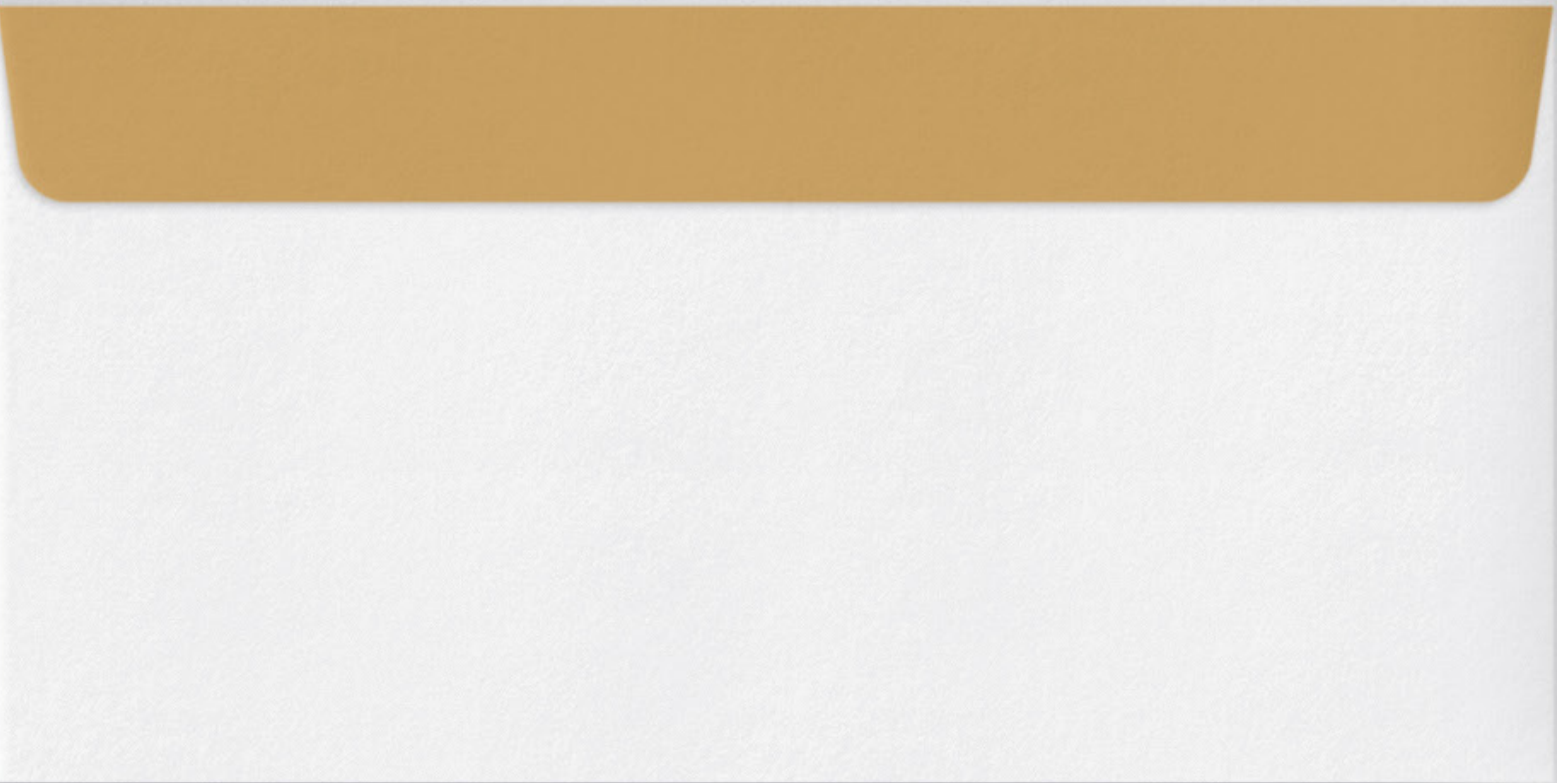
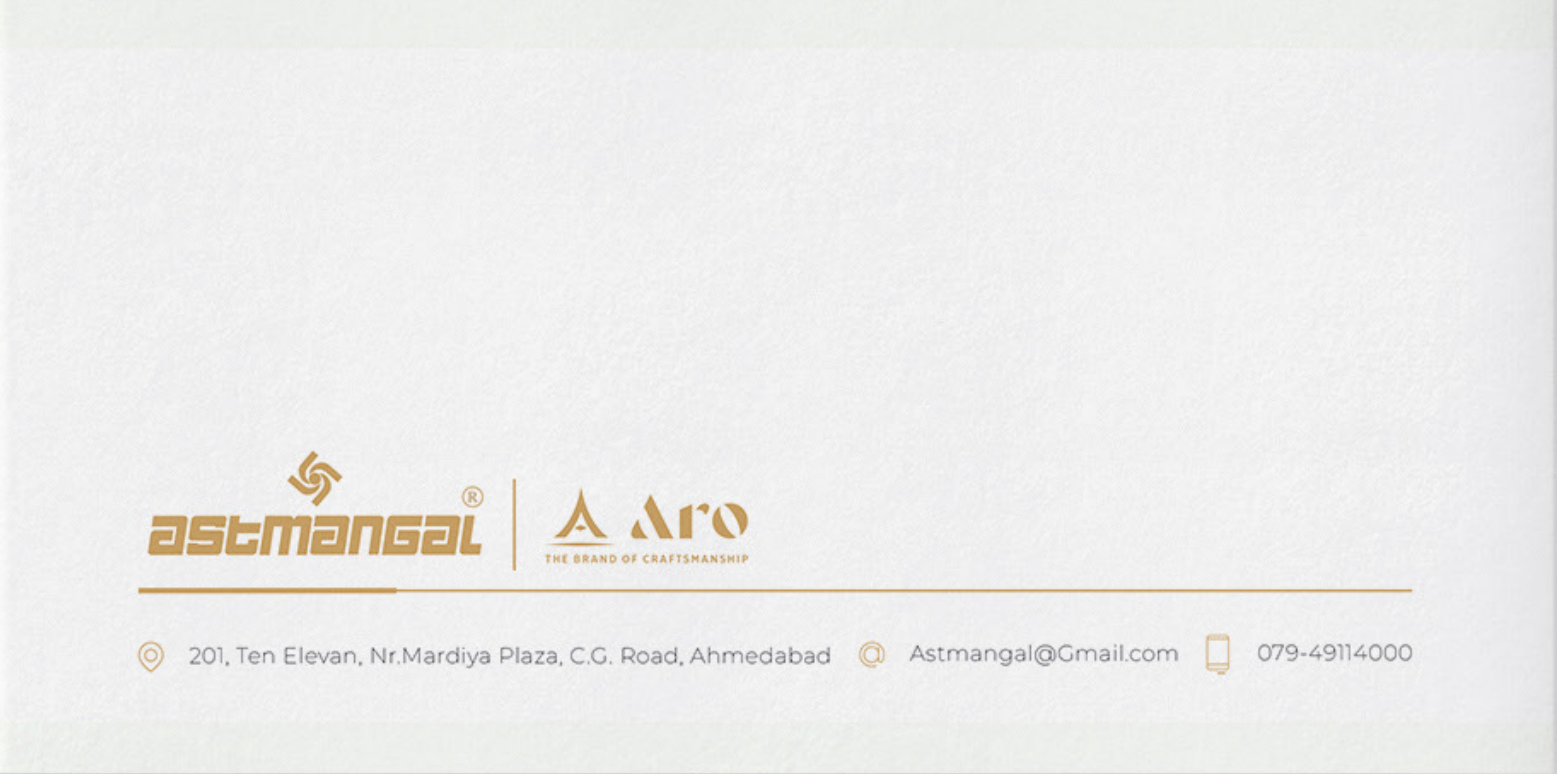


For the icon design client wanted initial based icon with diamond in it, so we initially came up with the design on the left and after communication with him he wanted it to be more delicate so we created the design on the right variation, which client finalized.



Final Logo

This is a final the logo with the beautiful gold color that really popup on dark background.





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