

Branding Logistics company into **Fun E-commerce Brand**

Logistics | E-Commerce

The Mission

Ravi was building a platform that would help people living outside of India to get products delivered from Indian stores and Indian E-commerce websites.

Our mission was to simplify Ravi's Brand Message and represent it through his branding.

The Outcome

We created a brand name and identity for Ravi that is **fun** and **simple** and speaks to his target audience.

The Impact

The new brand message and identity have helped Ravi reach the right customers without confusing them about the service.

Services

- Brand Strategy
- Brand Naming
- Brand Messaging
 - Brand Slogan
 - Brand Positioning
- Identity Design
 - Logo Design





The Problem

Why look for solution?

Ravi is starting a company that delivers products from India to the USA. He saw the opportunity to make international delivery easy for regular customers who want to buy products from Indian stores (online and offline). When people who live outside India want to buy a product from Indian stores, they usually have to rely on family or friends to ship the product to them. Ravi's company will remove the reliance on family or friends, and customers will be able to directly receive their packages. He wants his brand to stand out and attract the right type of customers.

The Solution

1. Brand Strategy
2. Brand Name & Slogan
3. Brand Identity



1. Brand Strategy

Overview

After discovery, we realized that a logistics company would not appeal to B2C customers, so we decided to make this brand appear more shopping-related than shipping-related.

- ☒ Client Profiling
- ☒ Brand Vision
- ☒ Simplified Position

He was trying to attract these two major customer bases with his branding.

Festival Celebrators (B2C) : People who like to buy clothing and festival-related items when the festival arrives.

Small Businesses (B2B): People who want to sell Indian products to other countries, like drop shipping from India to the USA.

Client Profiling



LumiScale

Undifferentiated brands compete on price while differentiated, or charismatic brands, are ones which the customer feels there is no replacement for.

Juxtapose Tone/Voice word pairings until you find a space which is unique and authentic to your brand.

Unbelievably

Helpful

Neutral/Positive Attribute

Neutral/Negative Attribute

We believe in going above & beyond in making cross-border shopping convenient for you

Other companies that were providing these types of services were too complex for people to understand, so customers used to get intimidated and leave, that's why we created a brand vision that focuses on **helpfulness** and **simplicity**.

Brand Vision

ShopWave is a professionally run **International Shipping Solution**, that Provides an **Easy** to use **solution** to buy from India and **Ship it Anywhere** in the World.

Simplified Positioning

2. Brand Naming

Our initial idea was to create a name that portrays that ‘we are your international shopping partner’.

So we created names from keywords like **Buddy, Pal, Amigo, Crossing, and Beyond Reach.**

But after the first draft, he was leaning more towards the **speed of delivery** and wanted to emphasize **shop** in the name, so at the end He finalized **ShopWave**, which emphasizes the **shockwave** that you get when something goes beyond the speed of sound and also **wave** denotes waves of the ocean, indicating **international shipping.**

Brand Name

Crossbuddy	Shoppopal
TrueBeyond	Shopmigo
Shopyrift	ShopWave



Fighter-jet With ShockWave



Ocean Wave

ShopWave

This name covers three important things that we wanted to convey, **Shopping**, **Speed of Delivery** and **International Shipping**.

Shockwave Represents **Speed of delivery**.

Ocean Wave Represents **International Shipping**.

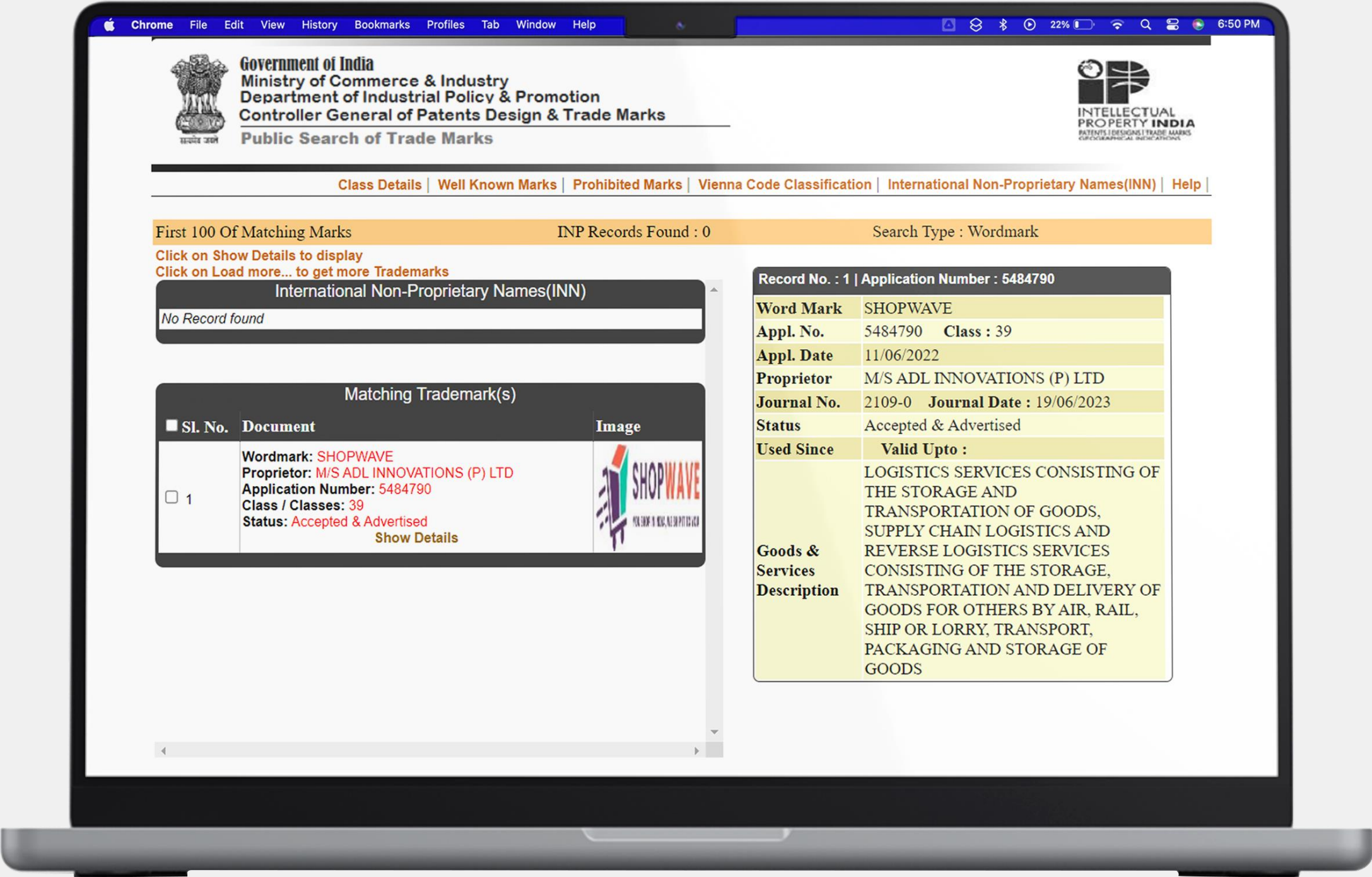
And shop word Represents **Shopping**.

You Shop In India, We Ship It To You

Tagline has different purposes at different times in business growth, at the very beginning of the company, what matters is telling customers what this company provides, so by using this tagline we immediately establish that we are a **shipping** company that **delivers goods** from **India**.

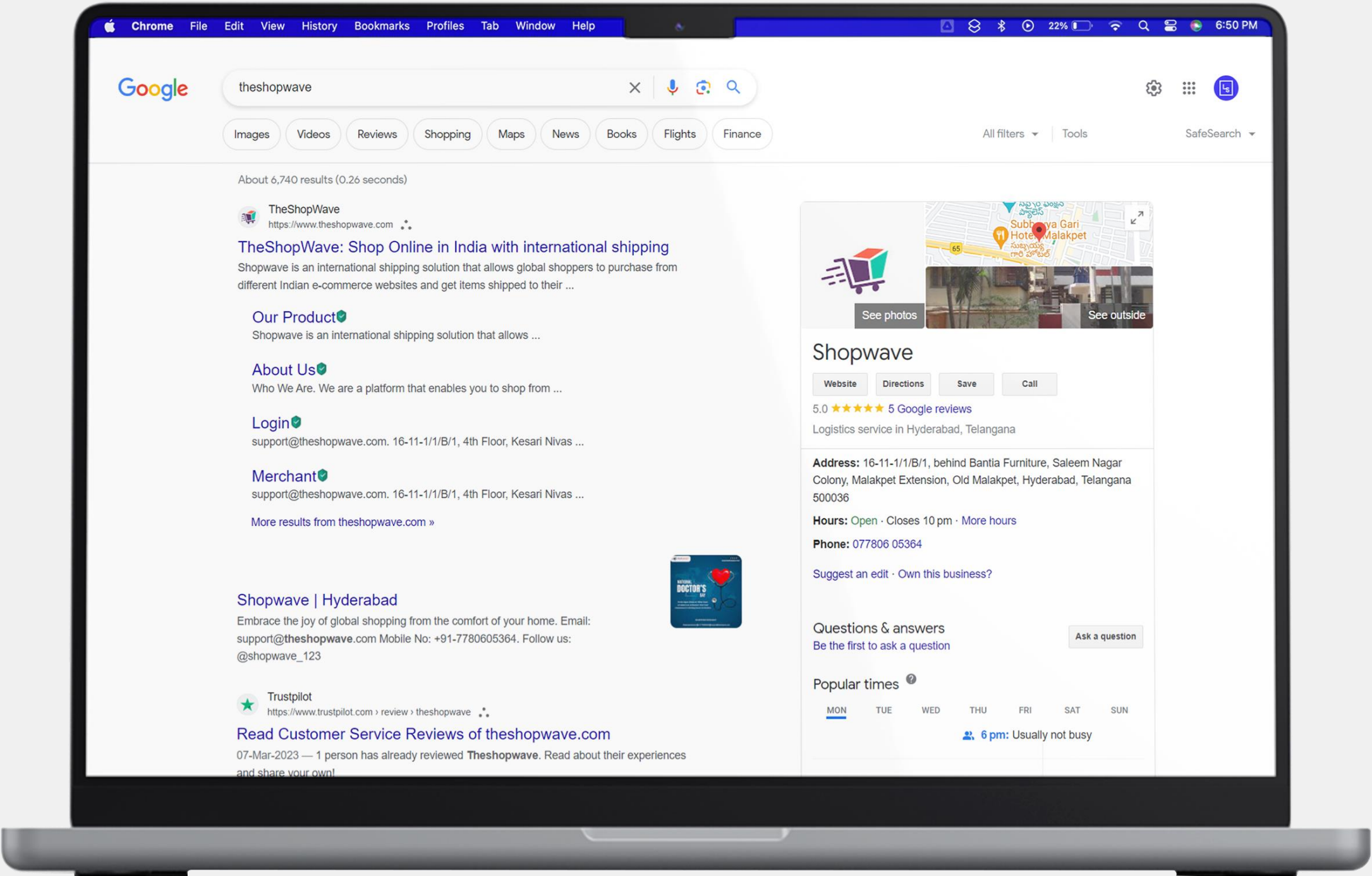
Brand Tagline

3. Registration



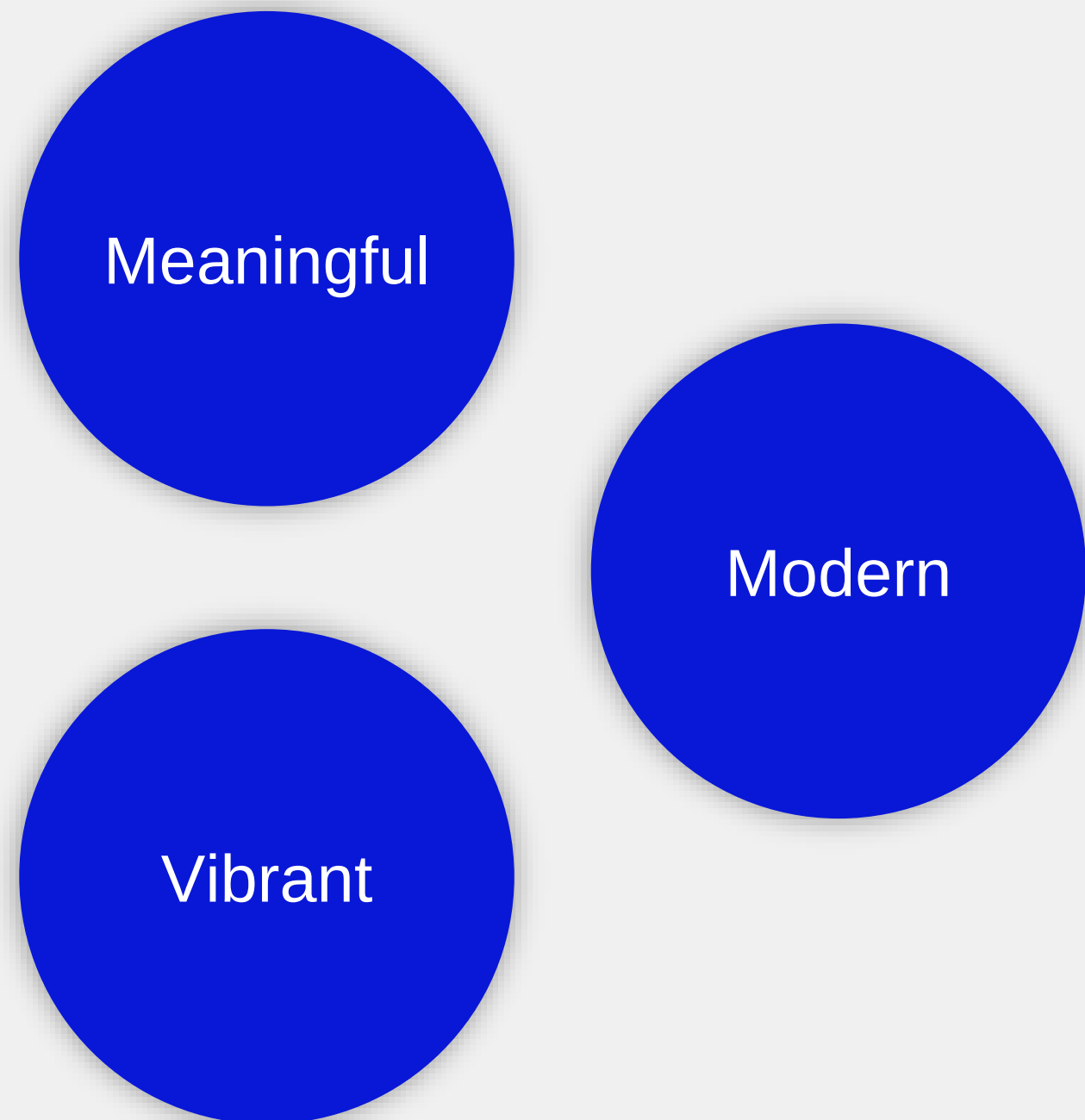
TM Registration





Easily Found on Google

4. Brand Identity



Look & Feel

For the look and feel of the company, we define how the brand will look and how customers will feel when they interact with the brand.

For Ravi he wanted his brand to be very **Vibrant**, which gives a **fun** and **friendly** feeling, he wanted to steer away from the feeling of a **delivery company** and more towards a **fun shopping company**.

He wanted his logo to be **meaningful**, which means he wanted a very clear representation of shopping-related elements in the logo.

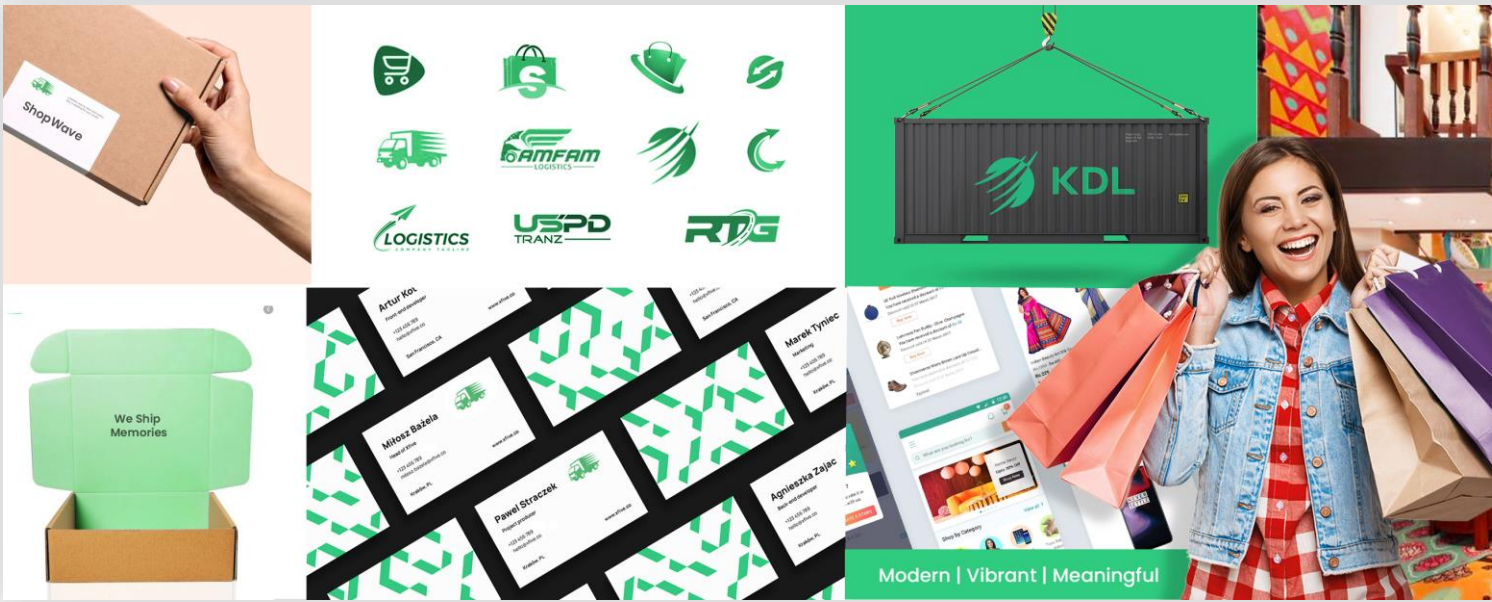
And he wanted his design to look **modern**, meaning **less clutter** and **simple** flat designs which is easy to adapt to any application.

we put together a **Stylescope** according to **brand strategy** and the **look and feel** of the brand, **Stylescopes** are basically a visual representation of the brand's look, it contains potential customer, logo references and brand identity applications.

When clients say they want minimalistic, modern or clean design those descriptions are very vague, we might be imagining something else, while the client might mean something else, so we use **Stylescopes** which are an easy way to align our vision with our client's vision, and since it is a rough representation, we can revise the **Stylescope** very quickly, which is much better than revising the entire design.

Once we both agreed on the Stylescope, we use it to create logos.

Stylescope



Stylescopes



Stylescape - Professional



Stylescape - Fun and Playful

Client Selected This one

After going back and forth with Ravi he finalized this Design,
It has a simple cart icon and a delivery box, representing both
Shopping and **Shipping**.

The line next to the cart and the slight tilt of the logo represents the
speed of delivery.

And three coolers give this brand a fun and happy feeling.



Initial Finalised logo from First Draft

Logo Design



Simplified Logo Color Revisions

Ravi did not like the pink colour in the logo because it felt too **feminine**, so we revise the colour after he really liked the right version, which gives a more **neutral** feel rather than being too **feminine** or **masculine**.



Final Logo



*Final
Colors*





