EST. 1985

ROCHALDAS SONS

Brand Identity

Rochaldas Sons has made a name for itself in the list of top garment suppliers in India. The company is located in Nagpur, Maharashtra and is one of the leading sellers of mens wear clothing.

Client Name

Rochaldas Sons

Project Duration

3 Months

Project Type

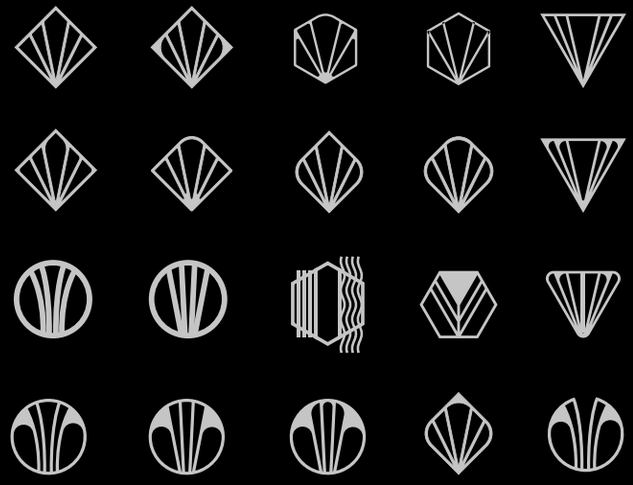
Brand Identity

Design Brief

The target was to build a logo that reflects the legacy of the brand - Rochaldas Sons. Based on the list of key words selected during design research(professionalism, classical, established, exclusive, masculine, sophistication, and traditional), we defined the brand personality through the means of the logo.

Identity I

The form is inspired by suit folds. The sharp edges and smooth curves showcase a blend of the masculine and feminine.



Rough sketches

Identity II

The form is inspired by suit folds and trophy. Trophy symbolises success and the form also has inspirations from art deco movement. Typography used is bold and leaves a mark in the mind.

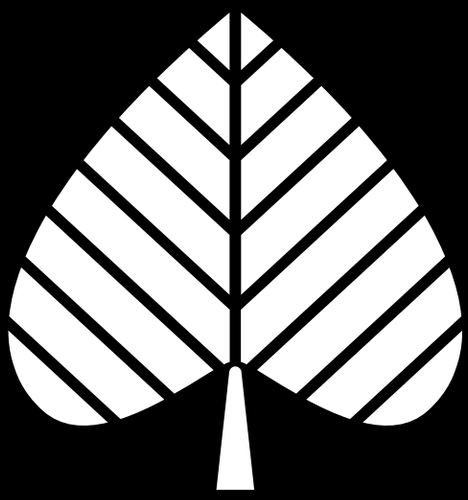
Identity III

The form has the same inspiration as the previous one but the elegant curved and straight lines show a perfect blend of the masculine and feminine. The typography used is also art deco inspired and shows elegance and modernity.

Identity IV

The spade symbolizes wisdom, acceptance and labor. The cordate leaf shape has 2 sharp corners and 2 curved lines, which is again a representation of the masculine-feminine blend.

From another perspective, it can be seen as a tree with lots of branches that signify legacy and heritage.



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ROCHALDAS

SONS

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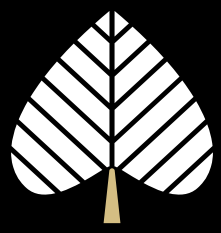
ROCHALDAS

SONS

Logo Usage

This is the colored version of the logo form. It is to be used where there is ample of vertical and especially horizontal space.

This version is to be used for social media avatars, and special case scenarios like website loaders and brand animated videos.



Colour Pallete

The client decided to go with "yellow acre" as the primary color for their branding. In order to differentiate Rochaldas Sons from the other brands, we incorporated "bluish-black" as their secondary brand color

070D16	172633	344E62	BAA670	D4BE83

Typeface

Rochaldas Sons' primary font is Apollo. The font is a paid font for commercial use. Apollo is a modern contrasting and elegant sans serif font.

Rochaldas Sons' subheader font is Proxima Sans bold. The font is a free font.

Rochaldas Sons' body font is Proxima Sans regular. The font is a free font.

HEADER

APOLLO

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

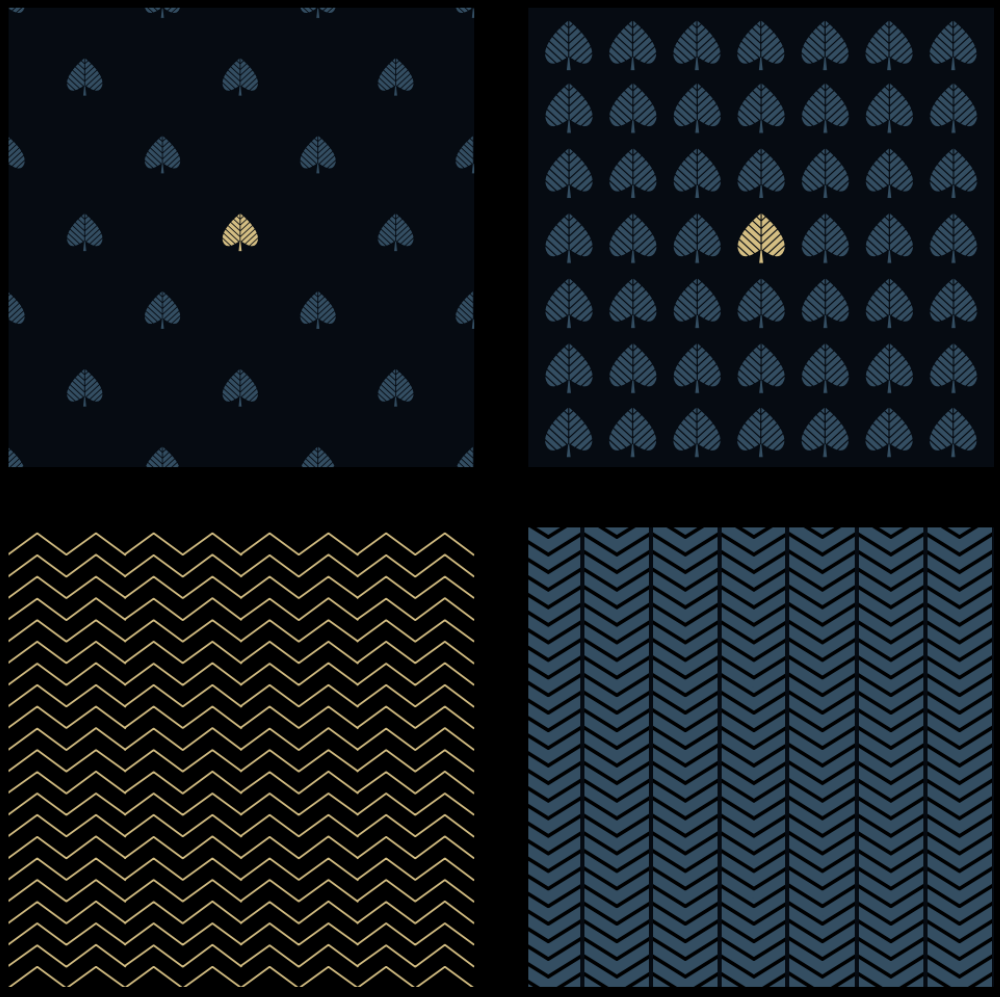
BODY

Proxima Nova

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Pattern Set

These are pattern examples derived from the visual language of the brand. These patterns can be used for web creatives and as packaging design.



50+ Logo Iterations

1 Extraordinary Designer