



CONCEPT NOTE

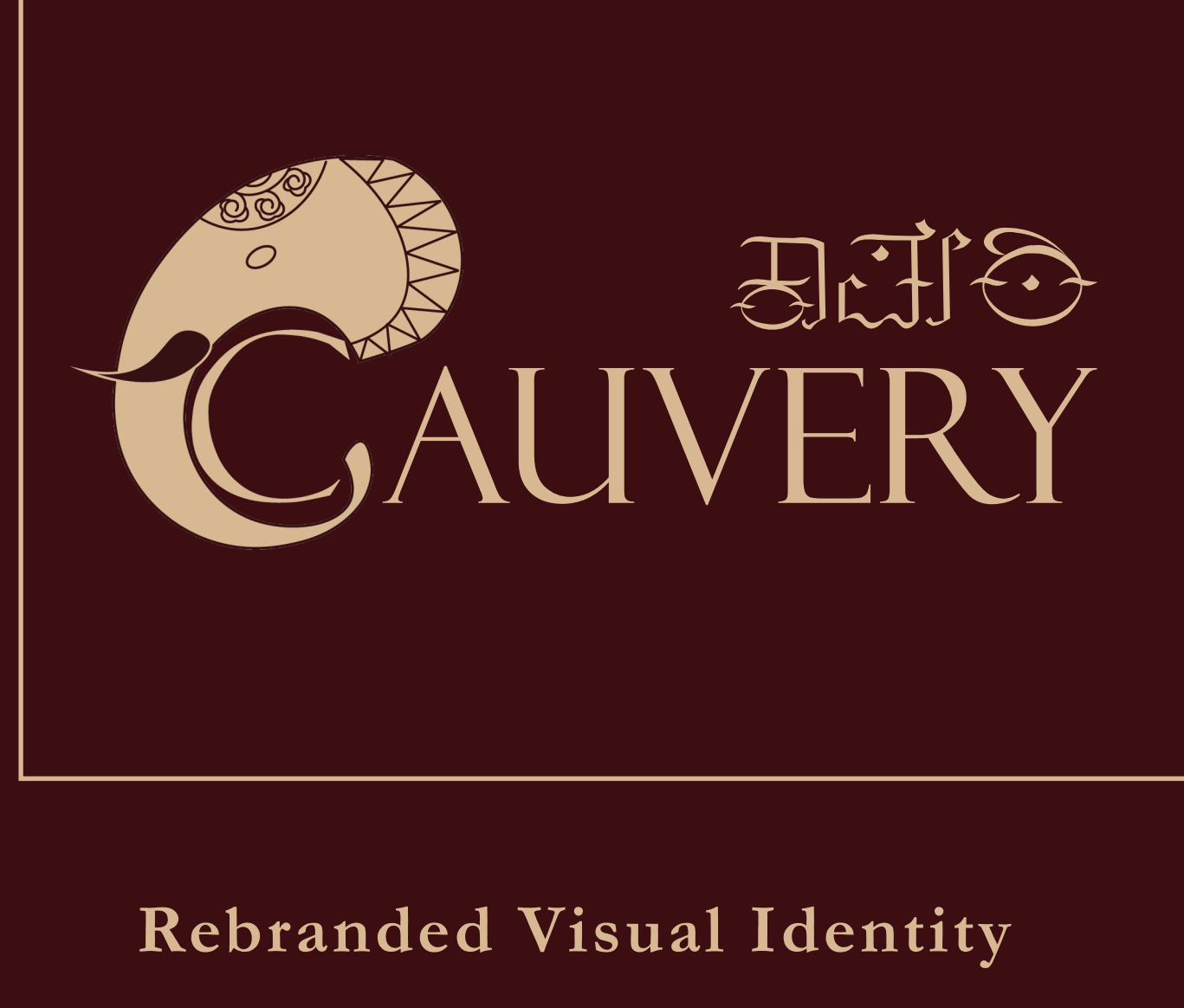
Cauvery Handicrafts Emporium, part of the Karnataka State Handicrafts Development Corporation, represents Karnataka's rich cultural heritage. The rebranding focuses on modernizing the logo while preserving its traditional essence. The previous logo's intricate design lacked clarity and scalability, prompting the need for a cleaner, more versatile identity.

To balance modernity with heritage, ornamental elements inspired by Karnataka's craftsmanship were retained, avoiding excessive minimalism. The elephant, a key symbol of Karnataka, remains central, representing strength and cultural pride. The new design blends tradition with contemporary appeal, reflecting Cauvery's timeless elegance and positioning it as a globally relevant brand.



Original Visual Identity

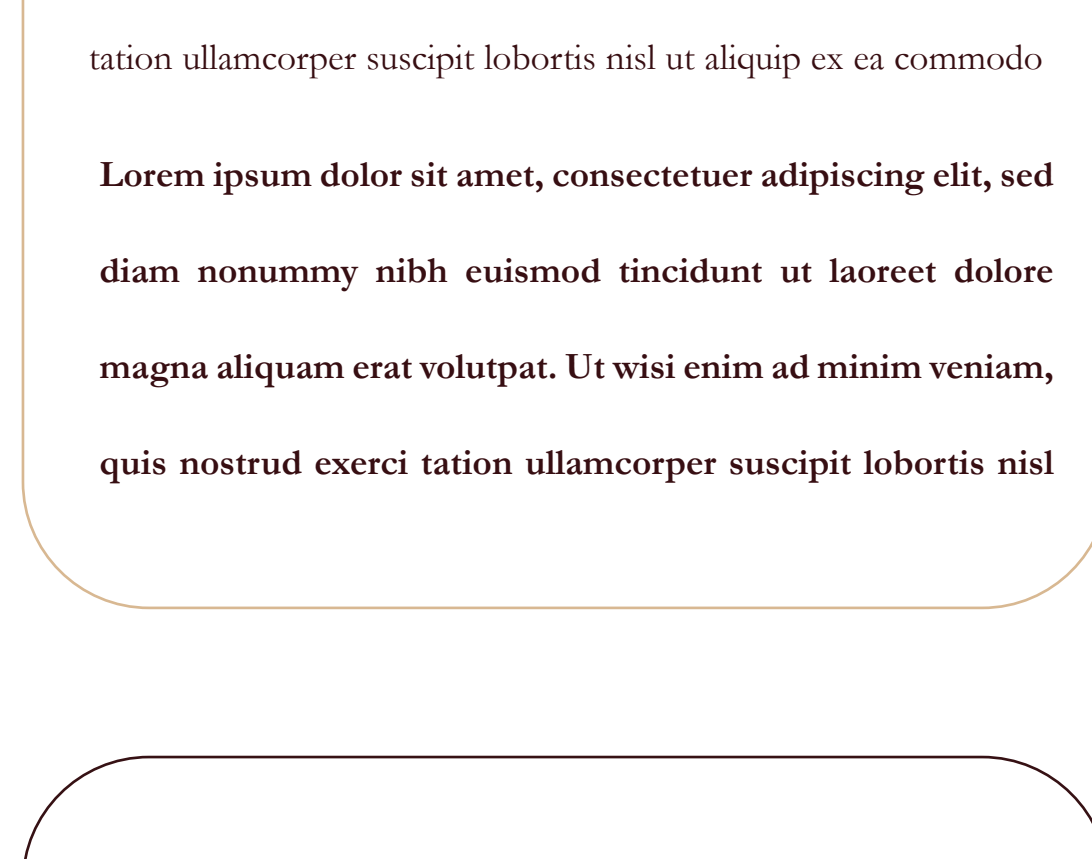
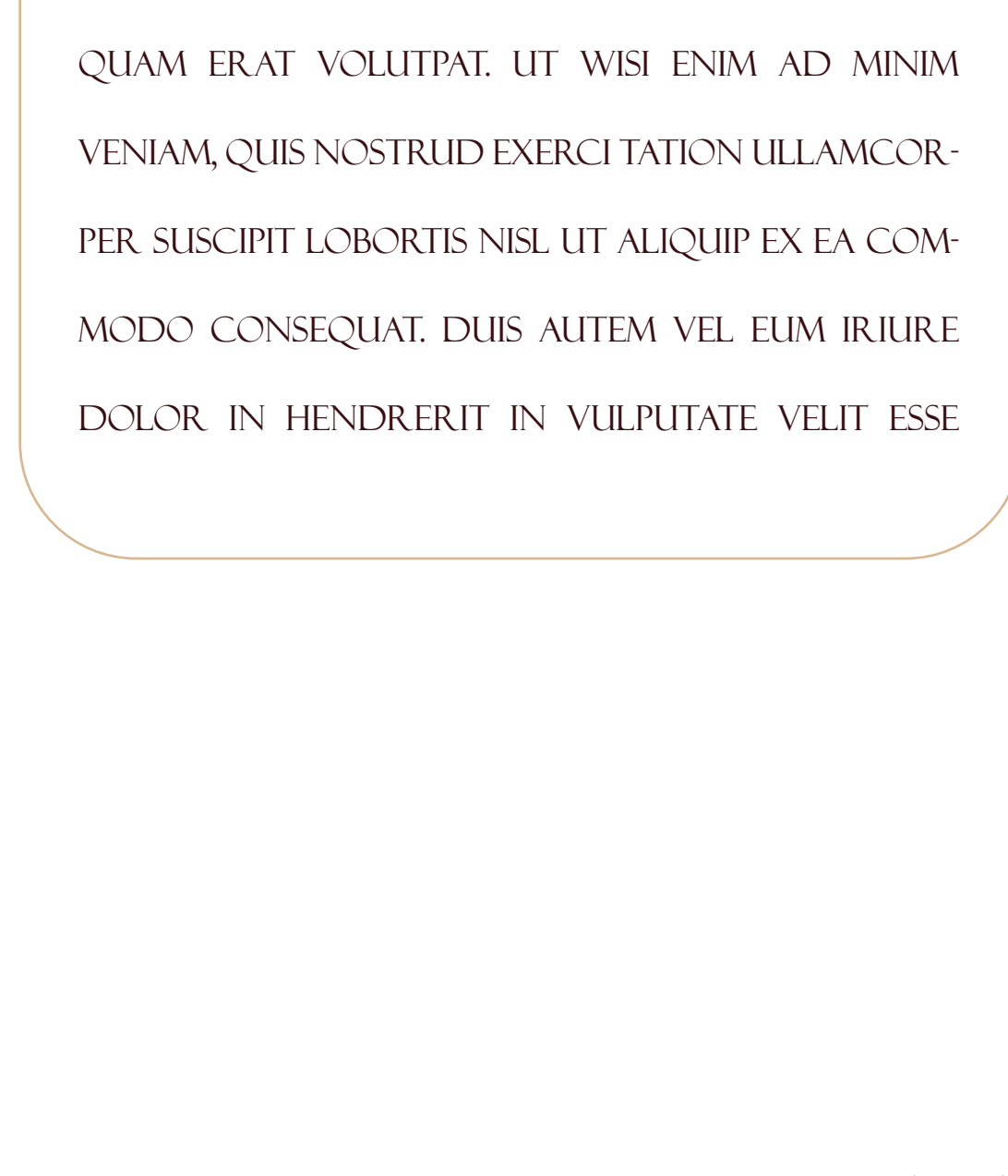
- ✦ Too complex
- ✦ Poor scalability
- ✦ Outdated typography
- ✦ Overly stylized elephant



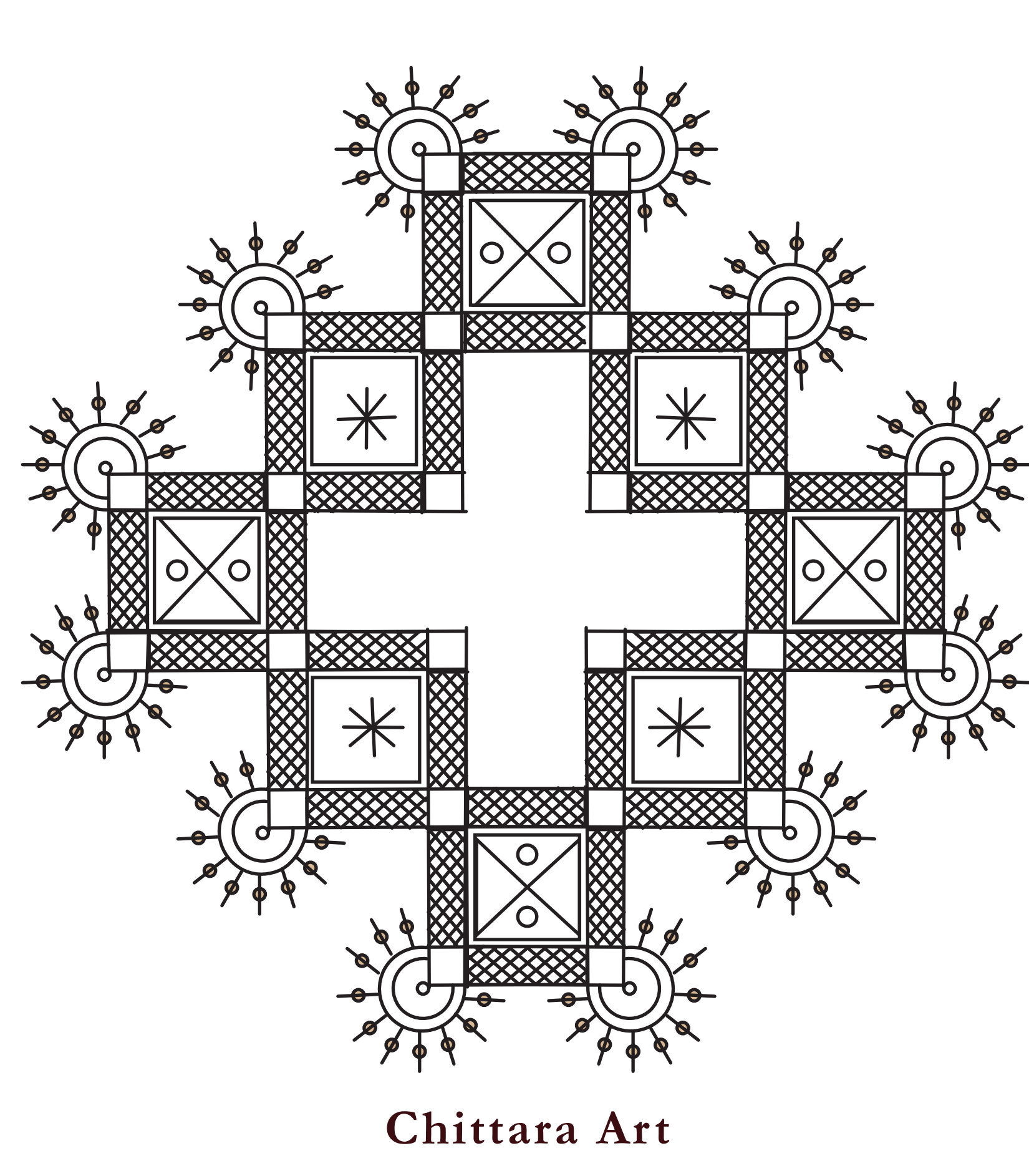
Rebranded Visual Identity

- ✦ Simplified and modern
- ✦ Clear and scalable
- ✦ Elegant, refined typography
- ✦ Balanced traditional elements

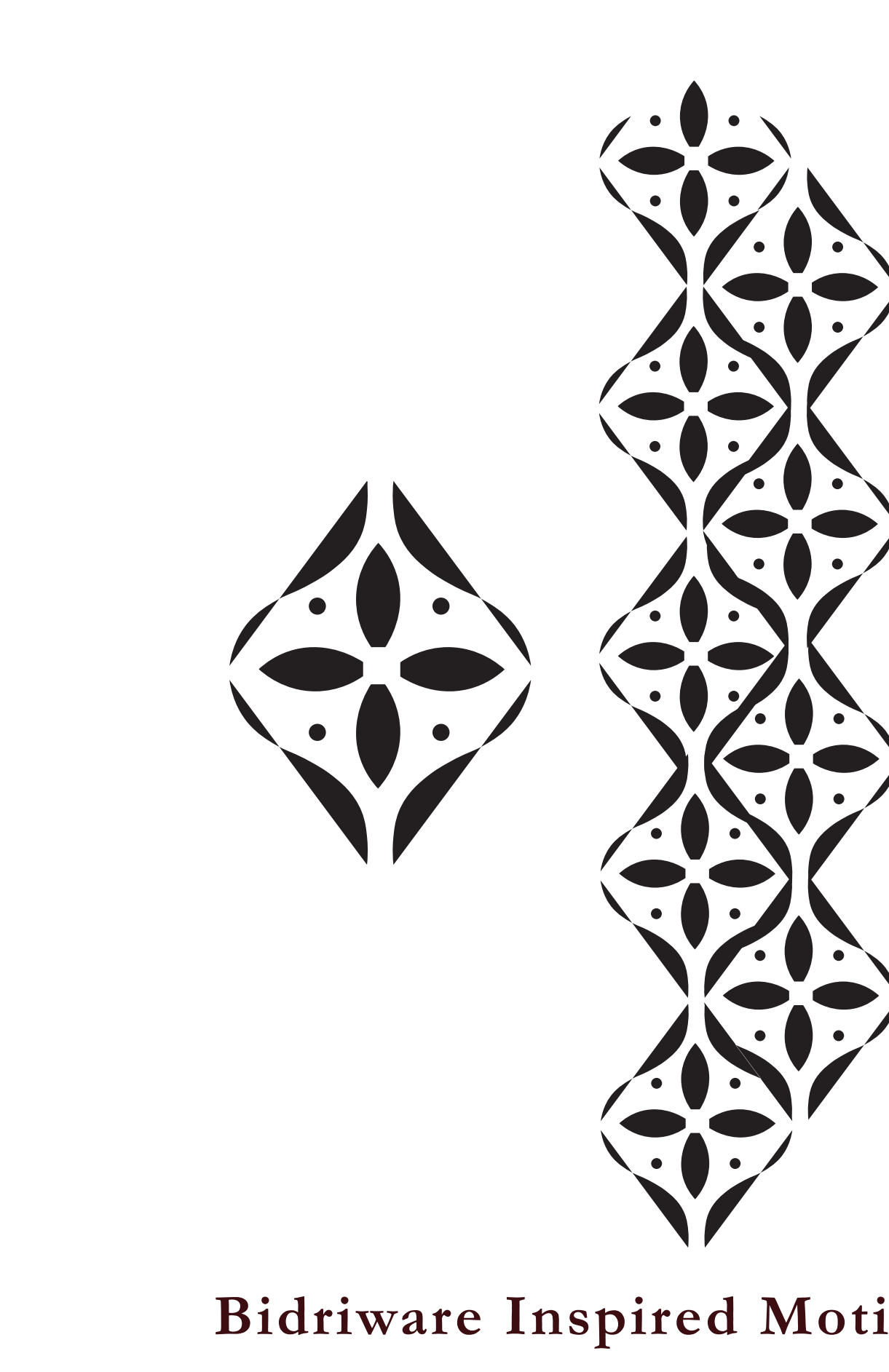
EXPLORATIONS



PATTERN GENERATION



Chittara Art

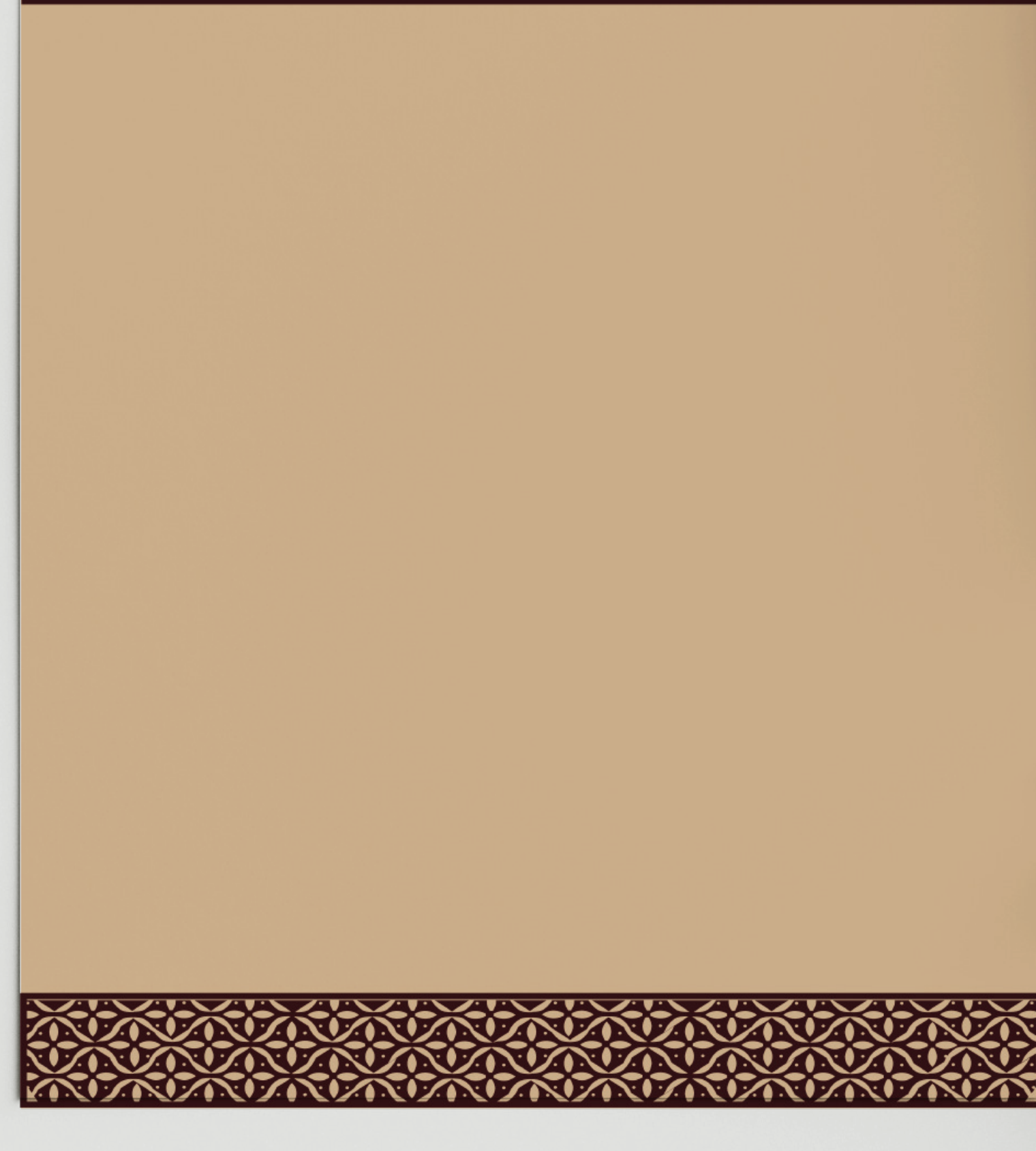


Bidriware Inspired Motifs

The **Chittara art** motif, with its intricate geometric patterns, embodies symmetry and traditional folk design, making it a visual metaphor for craftsmanship and precision. Its bold yet balanced composition creates rhythm and repetition, ideal for surface applications across products and packaging.

The **Bidriware-inspired motifs**, characterized by linear precision and negative space, evoke minimalism within cultural opulence. Their modular structure allows seamless tessellation, ensuring scalability for diverse branding assets.

STATIONERY



BROCHURE DESIGN



CATALOGUE DESIGN



Thank You

A Rebranding Design

Nirjara Santhosh