

Branding for Rongo As a clothing brand

BY

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This Report Presented in Partial Fulfillment of the Requirements for the Degree of Bachelor of Science in Multimedia and Creative Technology (MCT)

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APPROVAL

This Project titled “**Branding: RONGO**”, submitted by *Yeasinur Rahman Joy* to the Department of Multimedia and Creative Technology, Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Multimedia and Creative Technology and approved as to its style and contents. The presentation has been held on *01-10-2022*.

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DECLARATION

I hereby declare that, this project has been done by *Yeasinur Rahman Joy* under the supervision of **Dr. Md. Samaun Hasan, Assistant Professor of the Department of MCT, Daffodil International University**. I also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

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I would like to express my heartiest gratitude to Dr. Shaikh Muhammad Allayear, Professor and Head, Department of MCT, for his kind help to finish our project and also to other faculty member and the staff of MCT department of Daffodil International University.

I would like to thank my entire course mate, senior and junior in Daffodil International University, who took part in this discuss while completing the course work.

Finally, I must acknowledge with due respect the constant support and patients of my parents.

Abstract

The project is for the clothing brand Rongo, whose business approach is a combination of online and offline retail. The project outlines a variety of concepts and designs that will be needed to brand Rongo. I came up with every design and put them all together to finish this job.

This project report demonstrates how to create a brand and all of the necessary aspects. Every brand has unique plans for growing the brand. Here, I create a clothing line called Rongo.

The procedure for this project has been well detailed. Three separate key categories have been used to characterize this endeavor. Planning and market analysis must appear first. Finally, brand the product in the market through various promotional activities and campaigns after finishing the design and moving on with manufacturing. The choice of customers for ready-made branded clothing is quickly changing as a result of the formation of status and individuality with the quality and comfort they provide. Customers these days are very brand aware. As a result, brand image is an important consideration when deciding which product or brand to purchase. Because of the fierce competition in the fashion industry, marketers have come to understand that building a positive brand image is essential to capturing a greater market share in a certain market segment. A stronger basis for creating a more successful marketing strategy may be provided by having a better grasp of brand image. For the creation of fashion product collections as well as for the positioning of these items in the market, it is crucial to have a thorough grasp of people' needs, behaviors, and purchasing processes. The primary idea (message) underlying the brand (sender) must be understood by the consumer if a fashion product is to meet the needs of the intended consumers (receiver). The key issues are: a) how to develop the brand images through the main idea; b) how does the message, created in the very beginning of the marketing plan get through to the final consumer. This paper presents some approaches on how brands of fashion products can reinforce their fashion image and how the image of fashion products can by itself, become a utility tool in the development and communication of the brand image.

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CHAPTER 1

Introduction

1.1 Introduction

A brand is not only a logo. A brand is not a product. A brand does not make any promises. The sum of an audience's impressions of a brand does not represent that brand. A brand is a person's initial assessment of an excellent, terrible, or neutral item. It's in both of their hearts and thoughts. A brand is its reputation.

Marketing is branding. We draw attention to one product for its user or client. Product value and product quality are developed in branding. Its primary concern is brand quality. why do people use those things? Give them a good excuse to use those goods.

As our name implies, we specialize in selling western-themed clothing and accessories, and we want to establish ourselves as the leading retailer for this niche market. After doing a market analysis, we discovered that there are several popular apparel companies in the nation. Despite the fact that the majority of these businesses have a same idea product line, nobody seems to pay much attention to it. Our goals are to dominate the market, get a sizable market share, and establish ourselves as the primary location for our target clientele to shop. Rongo will also provide new style Polo t-shirts, giving our clients the freedom to select the exact design they want for their shirt.

The most substantial shift in fashion has occurred in the recent decade. Changes in men's fashion attire and sense of style over the previous decade have resulted in a shift in men's thinking. It used to be uncommon to find males who were too concerned with their personal dress sense.

However, society's perspective of this stigma has evolved. Because Rongo is using E-Commerce business model, it will provide first online purchase options.

1.1.1 Software Used for Project

I have worked with a lot of software like Adobe Photoshop, Adobe Illustrator, Adobe Dimension, Adobe Premier Pro, Adobe After Effects, Adobe Media Encoder etc.



Figure 1.1 Adobe Software used for project

1.2 Brand profile

Brand Name- Rongo

Classification - men's clothing

Plan of action – E-Commerce (B2C)

Brand Personality- “The Jester” (Fun Loving, playful)

Targeted customers- youthful, budget-conscious, and keenly aware of current fashion trends, aged 15-55.

Location-Dhaka

Websites – www.Rongo-Rong.com

Brand mission statement- To inspire, develop, and improve in order to provide the best-value goods and services to consumers.

1.3 Brand slogan- I have been Wearing Ocean Today!

Objectives

- Publicize New Products or Services.
- Expand Online Presence.
- Lead Generation.
- Target New Customers.
- Retain Existing Customers.
- Develop Brand Loyalty.
- Increase Sales and/or Revenue.
- Increase Profit.

1.4 About Fashion

Bangladeshi men are allowed to wear anything they choose. The majority of Bangladeshi guys, however, do not give much care to their wardrobe, and the bulk of them also lack great fashion sense. Men often dress in jeans and polo shirts or t-shirts. The somewhat older ones typically travel in business clothes. Although some young Bangladeshi men are beginning to dress beautifully, well-dressed Bangladeshi men are still rare. Men's fashion is such an underappreciated issue that it's difficult to obtain appropriate guidance on the internet these days. Especially when it comes to men's fashion trends in Bangladesh or neighboring nations, the options appear to be quite limited...or incredibly diverse? Let us investigate.

Is it true that women are always following fashion trends? Not quite. Men and women both value looking their best. Men are sometimes more conscious of their appearance than most women. That is also very OK! It's actually rather appealing. A man is instantly more appreciated when he understands which style to dress for which occasion. Women are no exception!

1.5 Market test Summary

Market research studies reveal patterns in a certain market within a specific industry. It is a component of industrial analysis, which is a component of global environment research. All of these studies can help establish the company's strengths, weaknesses, opportunities, and threats (SWOT). Finally, a SWOT analysis will be done to determine the best business plan for a company. Rongo's major target client will be fashion enthusiasts who want to dress comfortably. As we estimate that the bulk of our customers will live in the residential area where Rongo will be located, epic-center. We have prepared ads in several institutions to draw students and make them aware of our brand; students are one of our primary target markets.

1.6 Market carving

RONGO has defined its target population by examining the demographic market sector.

- **Age-** We target individuals between the ages of 15 and 35.
- **Gender-** We noticed that males are the primary purchasers of new, fashionable apparel in the Bangladeshi market, thus we largely targeted them as a target market.
- **Income-** Rongo targeted the middle and higher classes, with product prices ranging from taka 550 to taka 2500.

1.7 Target market strategy-

A target market strategy is a business strategy aimed at increasing sales and brand exposure within a certain set of customers. Businesses plan based on demographics that comprise a market, which is a defined area or group for product sales. Target markets provide new business and expanded sales opportunities.

If you want to truly profit from your clothes line, prioritize your audience before money."
- Mark Parker, former CEO of Nike.

Because Rongo is a new brand, it must first gain recognition among its potential target purchasers. Customers in their adolescent and middle years looking for the latest and most fashionable apparel. Rongo has decided to run at least 10 different private university campaigns. Rongo will have a professionally-designed website for online shopping choices, as well as a Facebook page where it will be able to engage with customers and gather comments at any time. Rongo will make videography and other photo commercials to build awareness, which will be marketed through his Facebook page, YouTube channel, Google Ad Search engine, and, eventually, newspaper adverts. We planned to deal with all of the remaining steps when the real product was released to the market.

1.8 Market Needs

The process of assessing if a concept outperforms current solutions in meeting a market requirement.

The goal of a market requirements assessment is to identify a prospective market for the concept, estimate market size, and calculate a preliminary product value.

This step's output is a short summary of material from trade periodicals, data sources, and interviews that follows the marketing part of a traditional business plan structure.

The 5 P's of Marketing — Product, Price, Promotion, Place, and People – are fundamental marketing factors utilized to effectively position a brand. The 5 P's of Marketing, often known as the marketing mix, are factors that managers and owners may control in order to please consumers in their target market, create value to their firm, and differentiate it from rivals.

In the garment industry, there are a number of critical demands that are either not being supplied at all or are being neglected. Rongo intends to address and satisfy their needs.

Marketing Mix

Product	Price	Promotion	Place	People
Functionality	Selling Price	Sponsorships	Distribution Channels	Service Provided
Appearance	Discounts	Advertising	Logistics	Attitude
Warranty	Payment Arrangements	Public Relations Activities	Service Levels	Customer Service
Quality	Price Matching Services	Message	Location	Appearance
Packaging	Credit Terms	Media	Market Coverage	Employee Portrayal

Figure 2.8.1 the 5 P's of Marketing mix

- Rongo will provide a wide range of sizes to accommodate different body types and sizes. In the city's numerous, sizable wear clothing stores, this size sector is absent.
- Concentration on client retention and individual consumer desires.

Each business puts its own spin on an old classic, and user experience design has its own set of criteria for judging rivals. Product Criteria Quality Supplier Technology Finance Distribution Product Development Costing High A,R,K A,K,A N A,K,A N A,K,A N A A A A Moderate AN,BM R,BM R,K,B M R,K,AN, BM R,K,A N,BM, J R,K,AN,B M R,K,AN, BM R,K,A N,BM, J R,K,AN,B M R,K,AN, BM R,K,A N,BM Low J J J J J J J J J, K=KAY-KRAFT, AN=ANJANS, BM=BANGLAR MELA, J=JATRA, R=Rang Rongo Competitors Analysis According to the following graphic, Rongo has a competitive advantage over its competitors in practically every aspect.

Rongo has its own type of competition analysis, and its purpose is clear: to compare your product to others and illustrate where it falls short and where it excels.

1.9 Market Trends

A market trend is the perception of financial markets moving in a specific way over time. Analysts categorize these patterns as secular for long time horizons, main for medium time horizons, and secondary for short time horizons.

This modern time, the fashion industry thinks more on mass market sales for them to make the kind of income that will sustain the business profit. The mass market takes care of a big range of customers that cut across each the rich and the poor. Most of the new clothing lines that are trying to catch – up with the market often produce ready-to-wear clothes using trends set by leading fashion labels.

With a focus on the current market, Rongo will be the first of its type and might dominate that sector.

1.10 Pricing Strategy

Taking into account consumer satisfaction, market demand, and other factors, the corporation employs a "cost-pricing" method when pricing juice packs.

Rongo will continue to use a flexible pricing policy. Our selection of product lines is based on their standing and caliber as western wear clothes. The majority of our products have suggested retail prices, which we will adhere to. Our pricing approach will also take into account our immediate rivals.

To begin, factory pricing is those determined by the factory.

Second, wholesalers buy the company's goods from the factory, determine a price for it, and then sell it to retailers via sub dealers. This is known as wholesale pricing. The following is the wholesale pricing mechanism:

Wholesaler Price = issue price + shipping + storage + packing + physical losses + other costs + profit margin

Finally, distributors deliver the company cartons to merchants. They determine a price while preserving a certain profit margin. This is known as the retail price.

1.11 Distribution Strategy

Rongo believes that "the most important individual on Rongo premises is the consumer." He is not reliant on us; we are reliant on him. He is not an interruption to our work; rather, he is the reason for it.

Our first independent retail site would be on social media; after that, we hoped to expand through franchisees and distributor selection. the foundation for broadening our consumer base We will also manage a direct mail and web campaign that targets our top 50% of clients and promotes any internal sales and promotions.

1.12 Sales Strategy

The sales technique will demonstrate how easy and pleasurable it is to order things from Rongo. As part of the sales drive, the website, which serves as the major ordering tool, will be further improved. A user-friendly, intuitive internet interface will be critical for two reasons. One, there are so many alternatives available that the customer may become overwhelmed. It is critical to keep things as easy as possible so that clients do not leave their orders in the middle due to long or difficult instructions. Furthermore, Rongo will begin proper advertising and marketing activities to boost awareness among its target demographic and improve online sales.

Rongo also comprises three main other aspects to boost sales. The priority is excellent customer service. If the customer receives good service, they will believe that the firm is looking out for their best interests.

Chapter 2

Design

2.1 Design process

As a Clothing brand, Rongo has to focus its design and printed logo on it. The following illustration are describing how Rongo done its own designs and tag line.

Software: Adobe Illustrator, Adobe photoshop, Adobe dimension, Adobe After effects

2.2 Logo Creation Workflow

Rongo

First open Illustrator (AI) Software for create logo design.

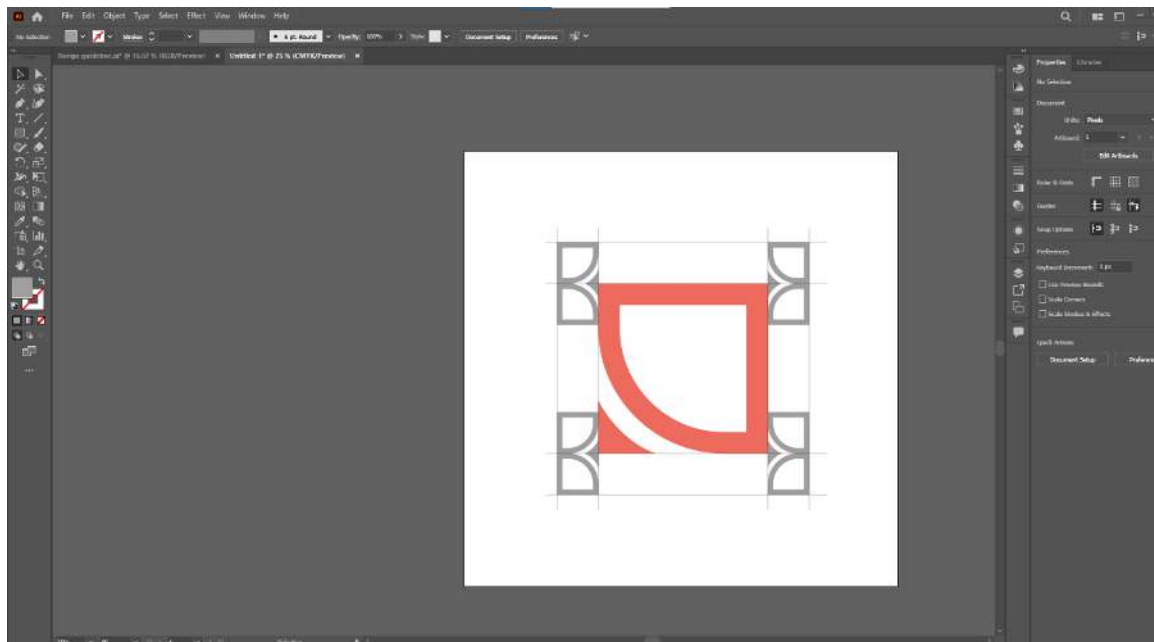


Figure 2.2.1 Logo Guideline Design

After opening illustrator then draw guide and create logo.

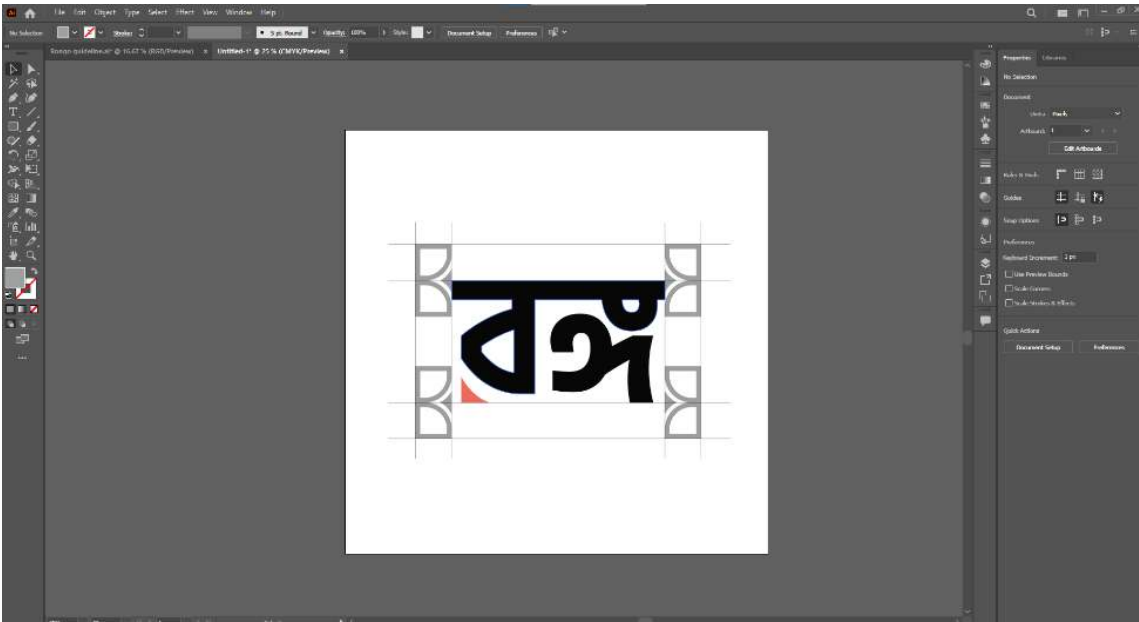


Figure 3.2.2 Secondary Logo Clear Space

The clear space of logo.

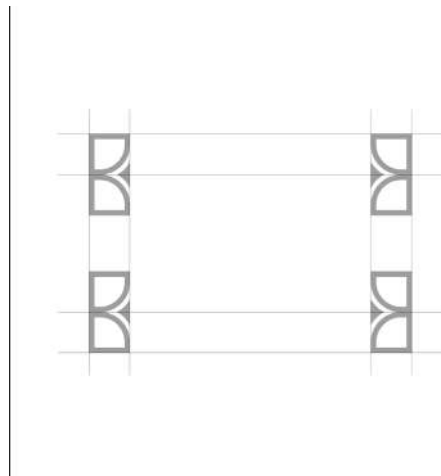


Figure 2.2.3 Logo Outline & Clear Space

Here the logo creating depend on box shape.



Figure 2.2.4 Secondary Logo Clear Space

RONGO final logo output.

This logo created by box and line tool in Illustrator.

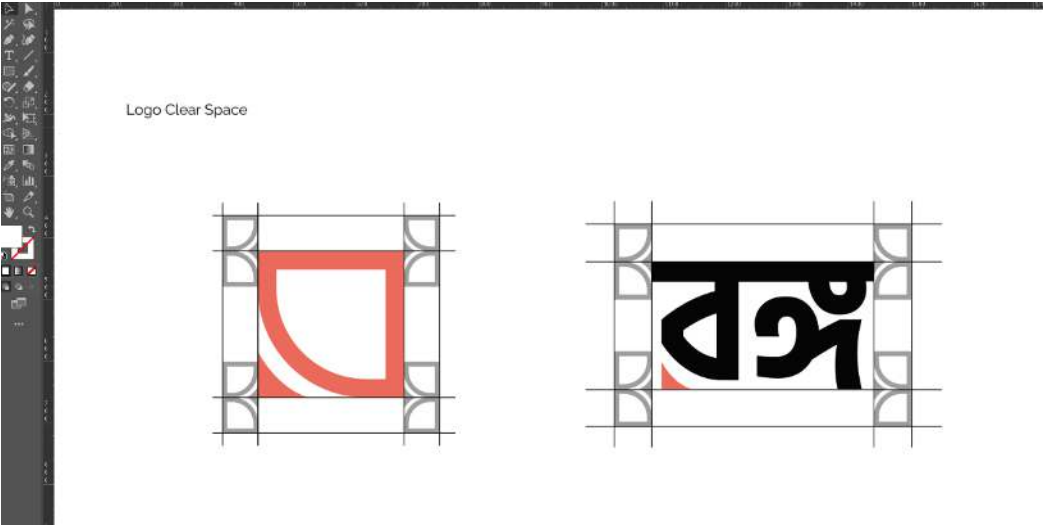


Figure 2.2.5 Logo Clear Space between primary and secondary logo

2.3 Logo Variation

Here I create some variation for Rongo.



Figure 2.3.1 Logo Variation

Brand Color I have used for Rongo

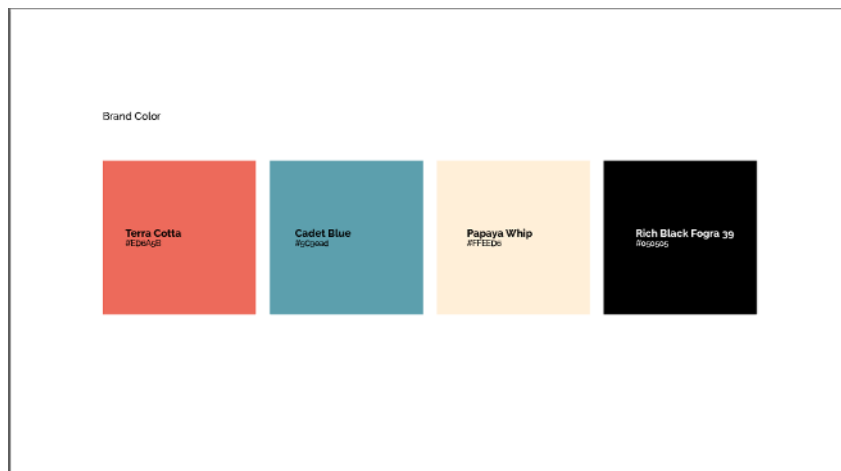


Figure 2.3.2 Brand Colors

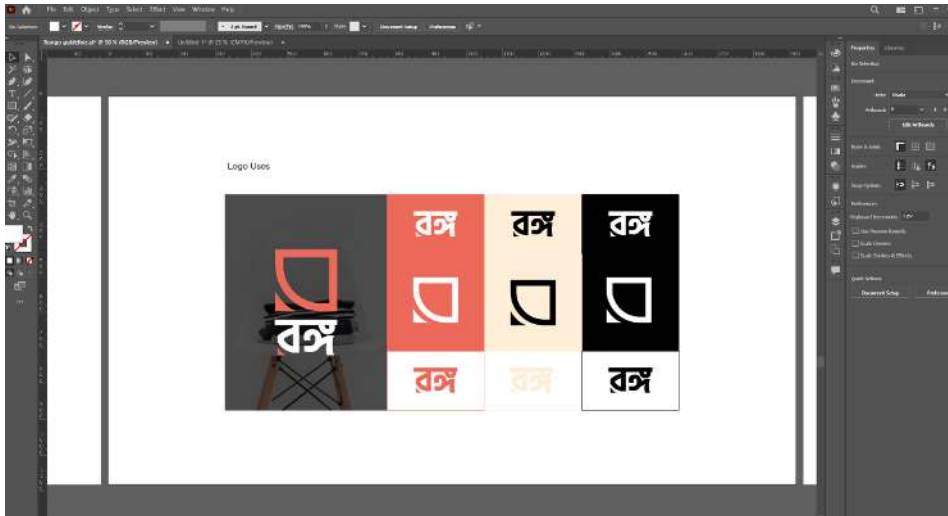


Figure 2.3.3 Colors added in various form

2.4 Brand Typeface

For Rongo I have selected the font by doing some research and decided to select a font which is light and soothing and that called Raleway.

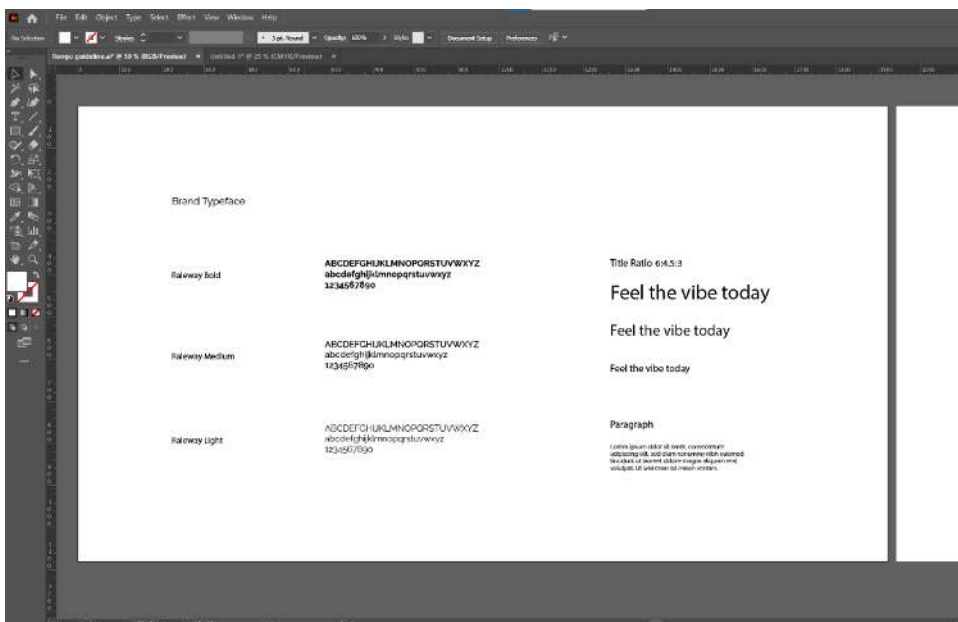


Figure 2.4.1 Brand Typeface

2.5 Tone of voice.

Here shows the tone of voice of Rongo.

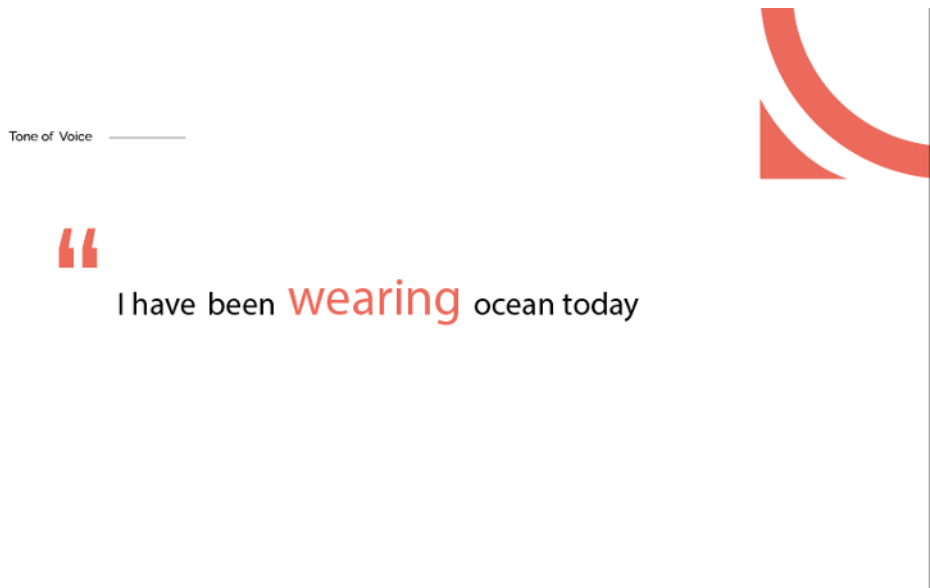


Figure 2.5.1 Brand Voice

2.5.1 Brand Archetype



Figure 2.5.2 Brand Archetype

2.5.2 Bag Design Format

Here show the bag size and text format for printing.



Figure 2.5.2.1 Bag Design Format

2.5.3 Size ratio

Here size ratio is created for online sell.



Figure 2.5.3.1 Size ratio of Logos

	S		M		L		XL	
	cm	inches	cm	inches	cm	inches	cm	inches
Bust (Chest) width	80 - 82.5	31.5 - 32.5	85 - 87.5	33.5 - 34.5	90 - 92.5	35.5 - 36.5	92.5 - 95	36.5 - 37.5
Waist width	65 - 67.5	25.5 - 26.5	70 - 72.5	27.5 - 28.5	75 - 77.5	29.5 - 30.5	77.5 - 80	30.5 - 31.5
Hip width	87.5 - 89	34.5 - 35.5	92.5 - 95	36.5 - 37.5	97.5 - 100	38.5 - 39.5	100 - 102.5	39.5 - 40.5
Shoulder across	37.5 - 38.5	14.75 - 15.25	39 - 40	15.25 - 15.75	40.5 - 41.5	16 - 16.5	42 - 43	16.5 - 17
Sleeve length	51.5 - 52.5	20.25 - 20.75	52.5 - 53.5	20.75 - 21	53.5 - 54.5	21 - 21.5	54.5 - 55.5	21.5 - 22
Outseam length	100.5 - 101.5	39.5 - 40	102 - 103	40.25 - 40.75	103.5 - 104.5	40.75 - 41.25	105 - 106	41.25 - 41.75
Inseam length	72.5 - 73.5	28.5 - 29	74 - 75	29 - 29.5	75.5 - 76.5	29.5 - 30	76.5 - 77.5	30 - 30.5

Figure 2.5.3.2 Measurements

2.5.4 Polo Design process

I have decided to make polo T-Shirt. So, I have done research on pattern making and various size ratio of making a complete Polo T-Shirt.

Working process of pattern making-

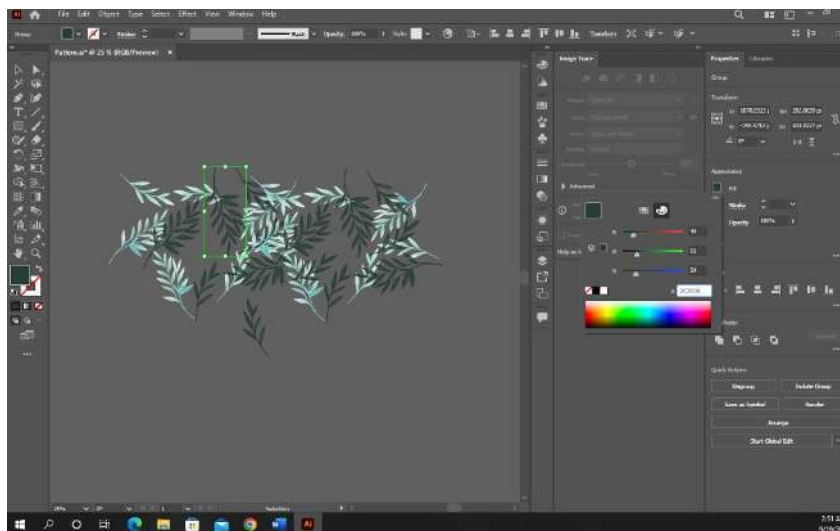


Figure 2.5.4.1 Floral pattern Making

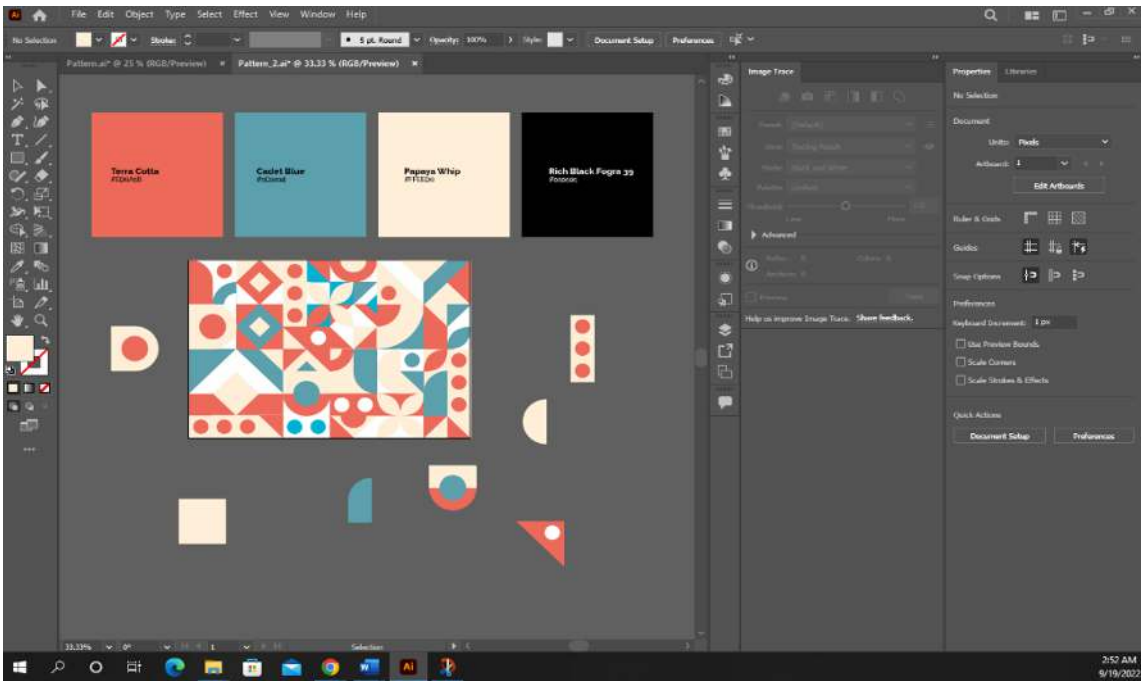


Figure 2.5.4.2 Tribal pattern Making

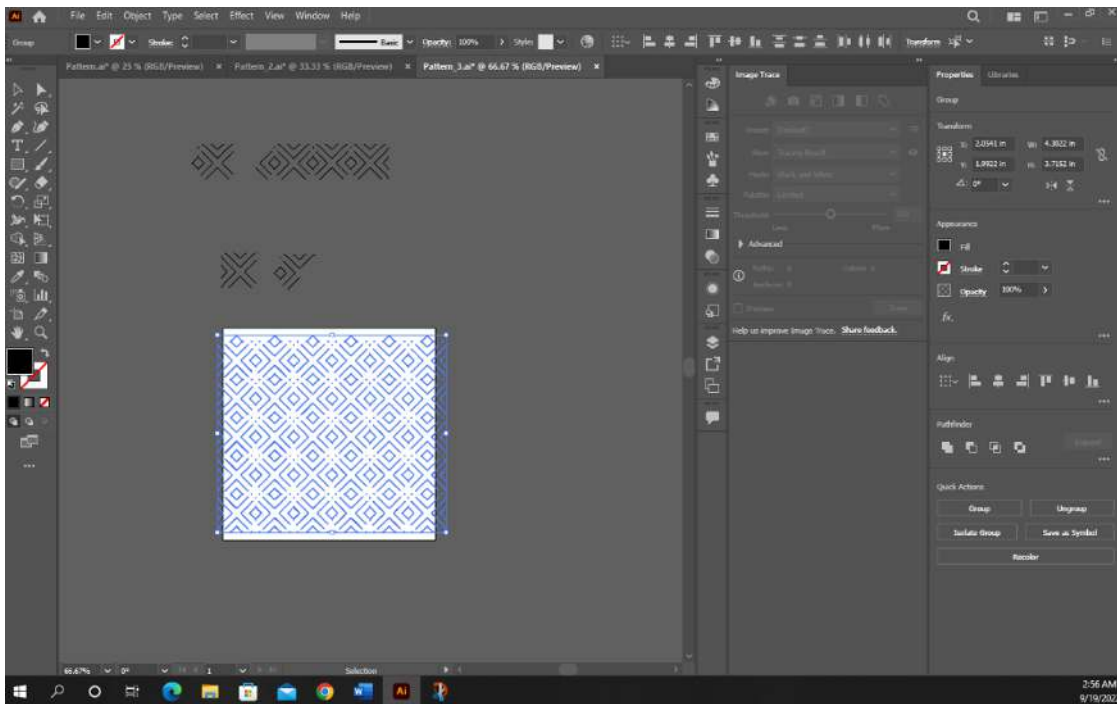


Figure 2.5.4.3 Abstract pattern Making

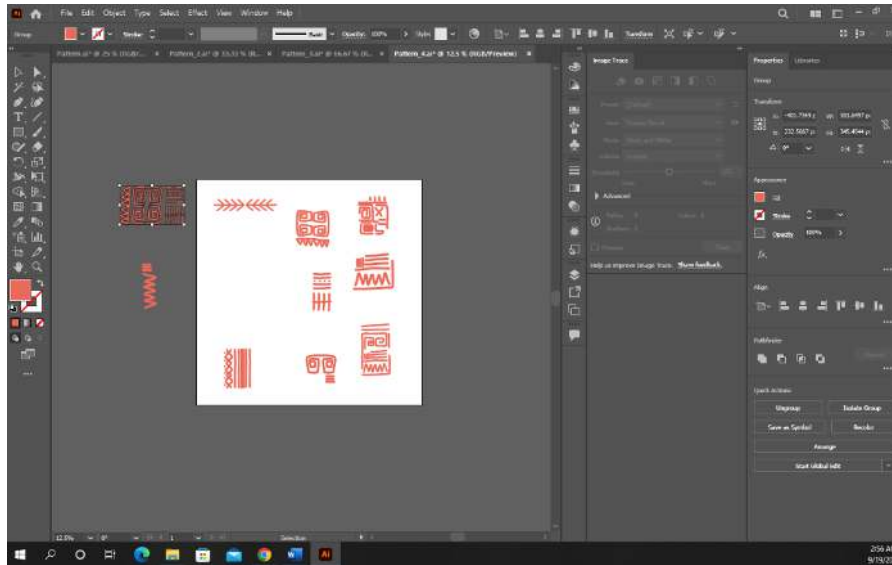


Figure 2.5.4.4 Random pattern Making



Figure 2.5.4.5 Floral pattern

2.5.5 Pattern Design

After pattern positioning, I have tried various style of pattern fill by using pattern fill option in photoshop.

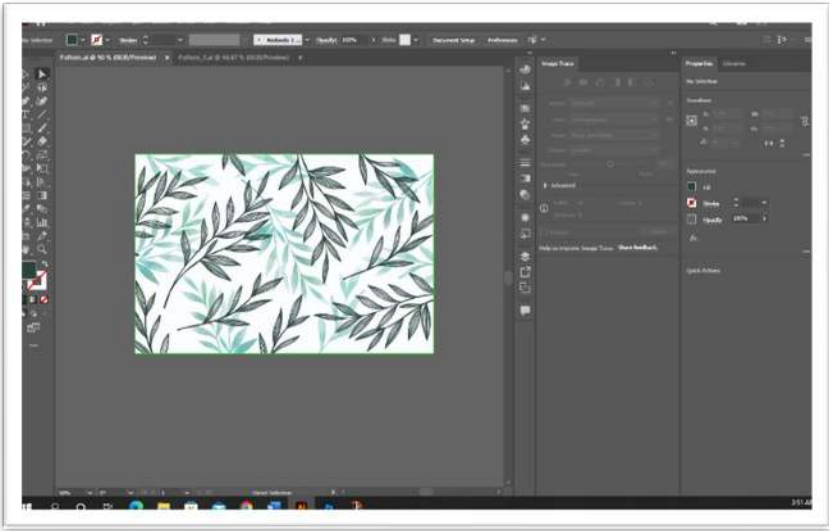


Figure 2.5.5.1 Pattern 1

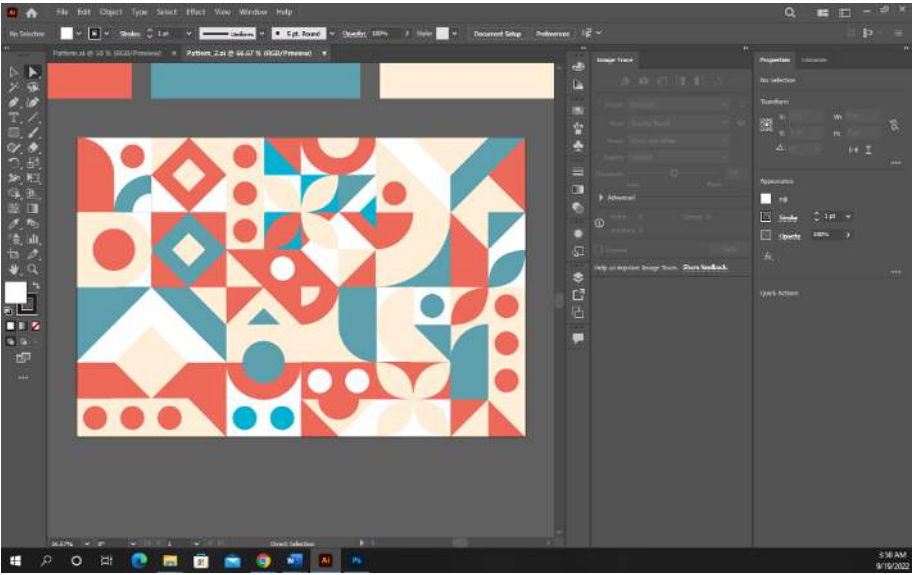


Figure 2.5.5.2 Pattern 2

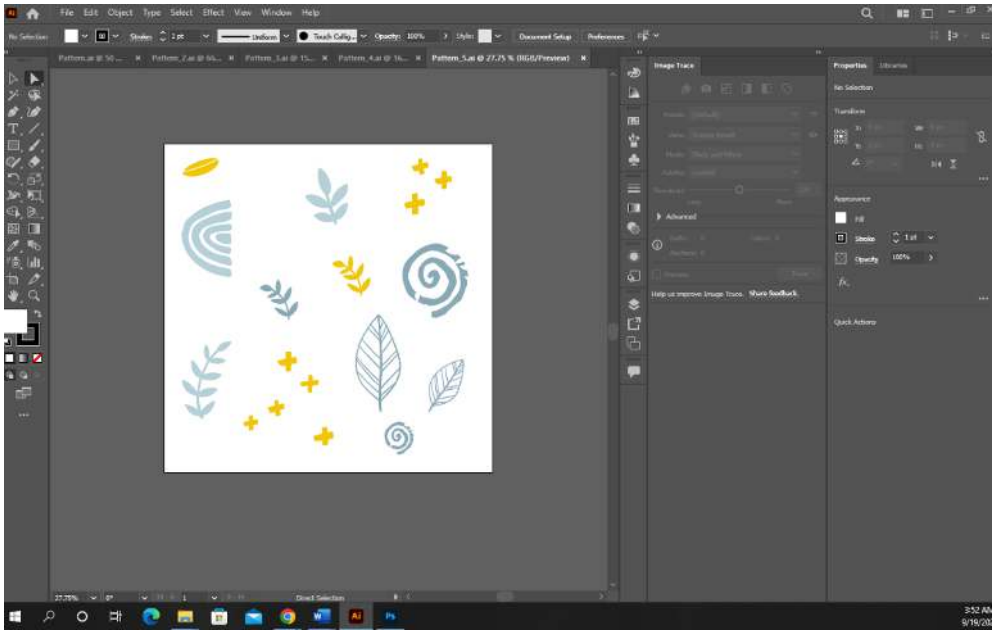


Figure 2.5.5.3 Final Pattern 3

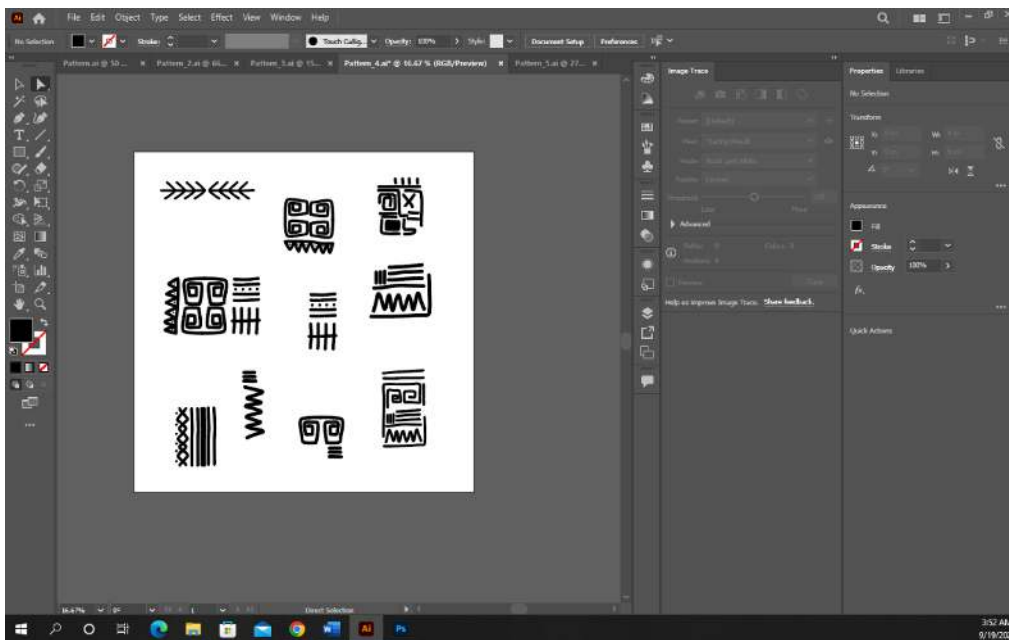


Figure 2.5.5.4 Final Pattern 4

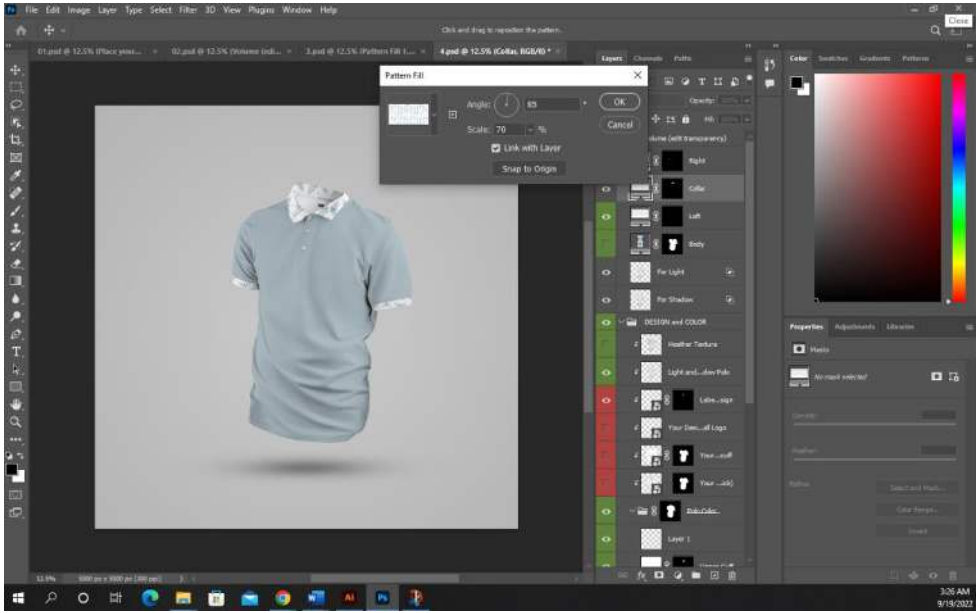


Figure 2.5.6.3 Pattern Apply on Polo T-Shirt 3

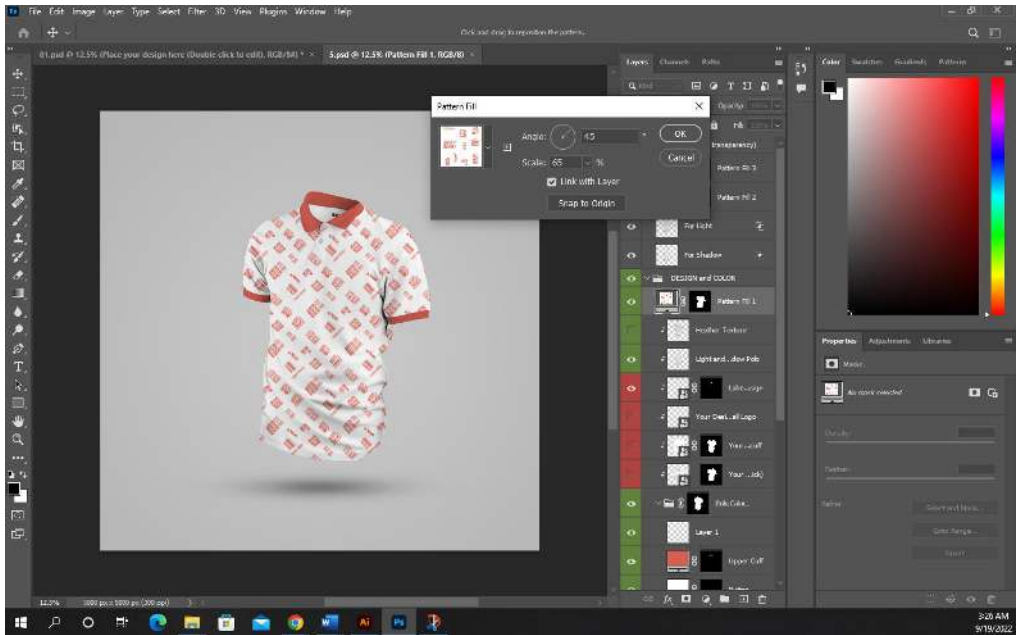


Figure 2.5.6.4 Pattern Apply on Polo T-Shirt 4

CHAPTER 3

Logo Animation and UI Design

3.1 Design animation work flow

This image illustrates the design animation work flow in Adobe After Effect.

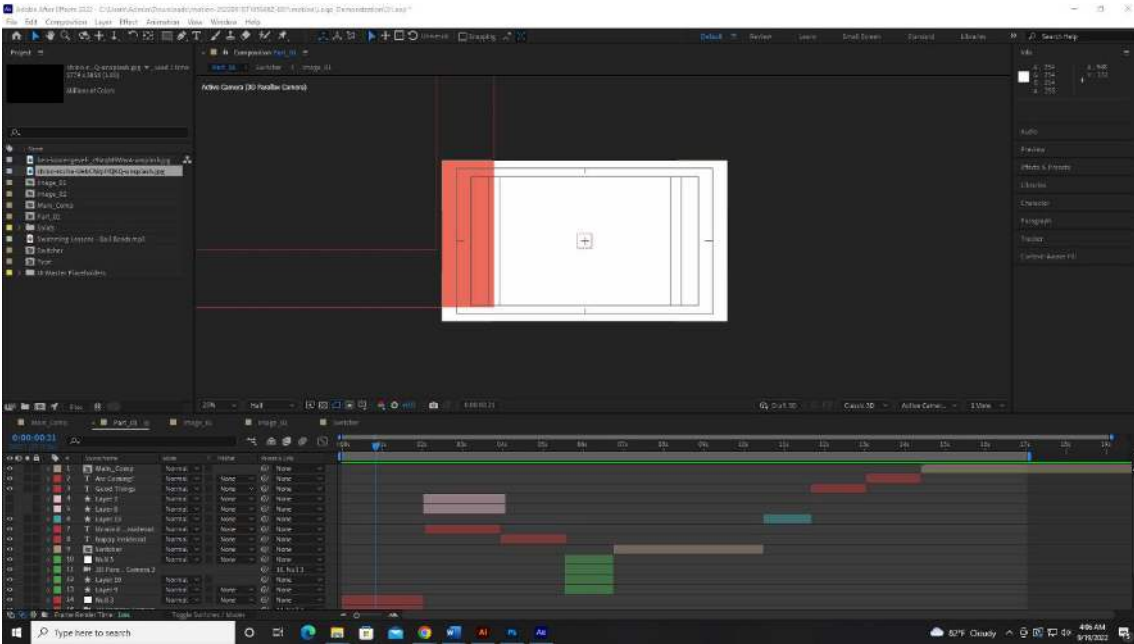


Figure 3.1.1 Logo Animation Process 01

All the animation created in After Effect

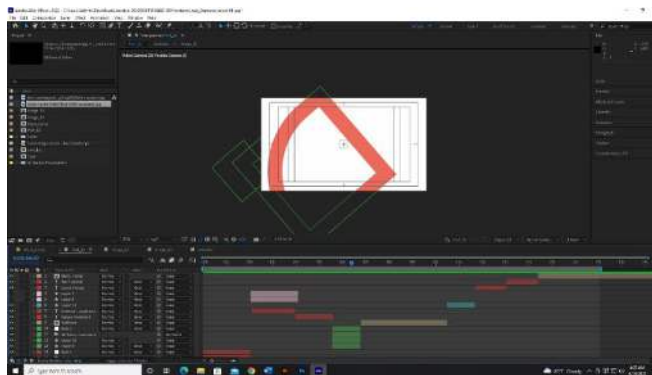


Figure 3.1.2 Logo Animation Process 02

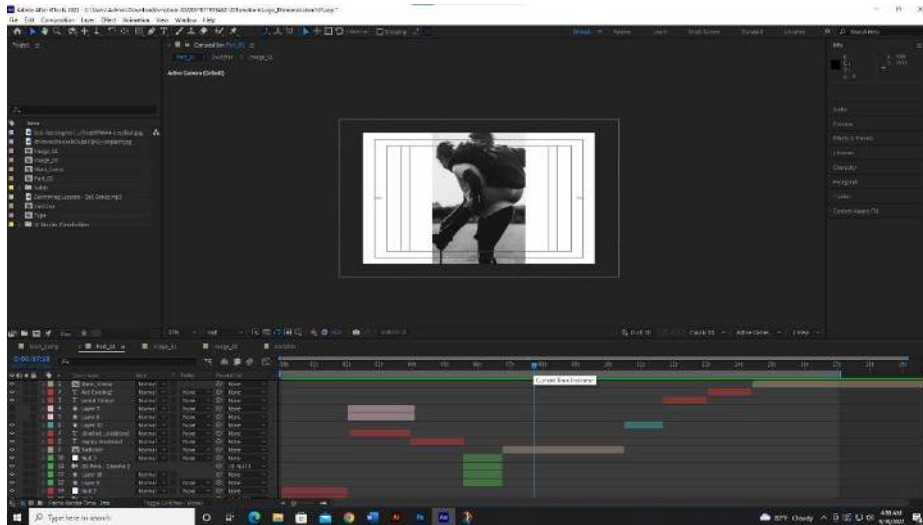


Figure 3.1.3 Logo Animation Process 03

Here is the text animation format, which create in Adobe After Effect.

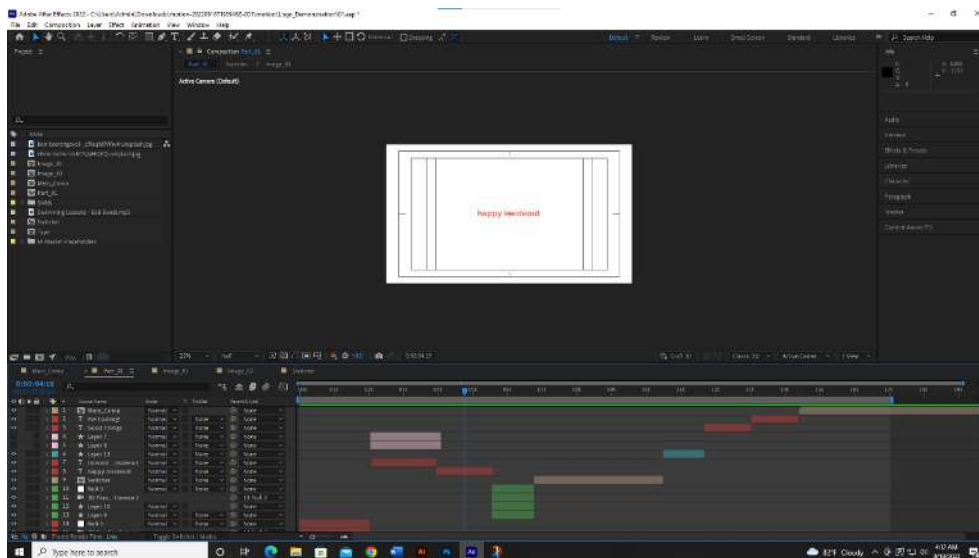


Figure 3.1.4 Logo Animation Process 04

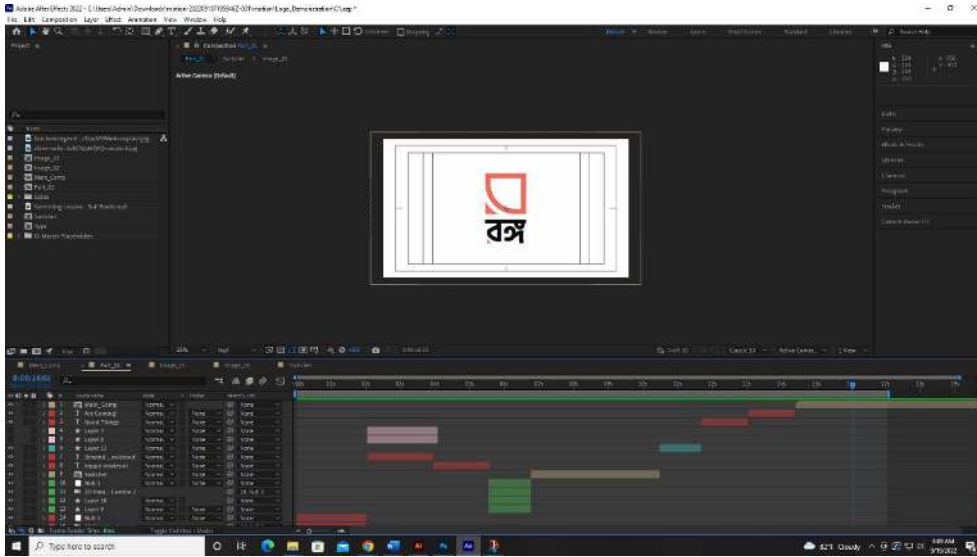


Figure 3.1.5 Logo Animation Process 05

This animation format is the front view animation.

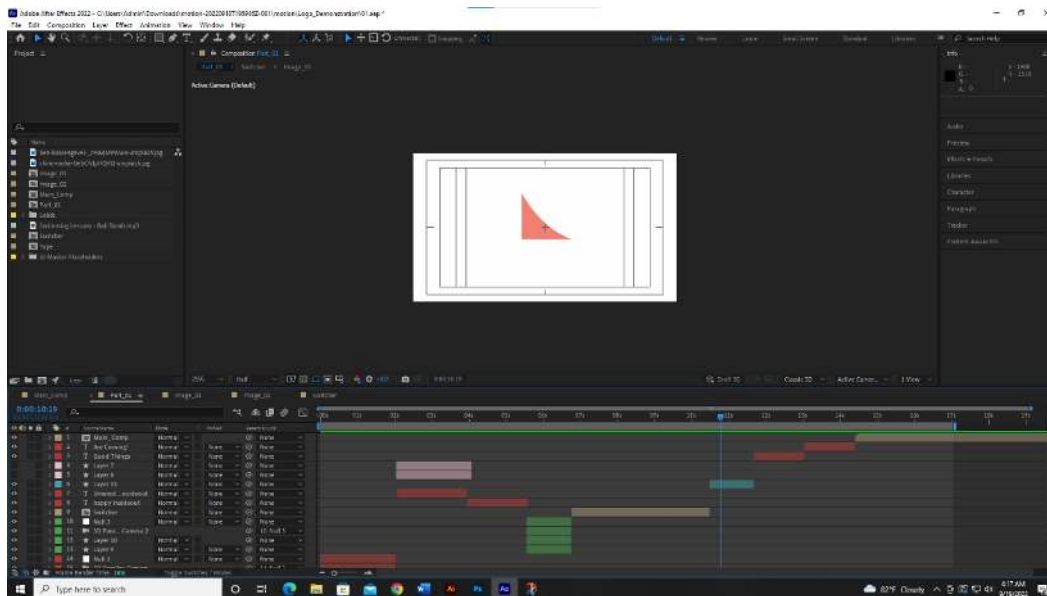


Figure 3.1.6 Logo Animation Process 06

3.2 Web Site UI Design

Web site UI front design format.

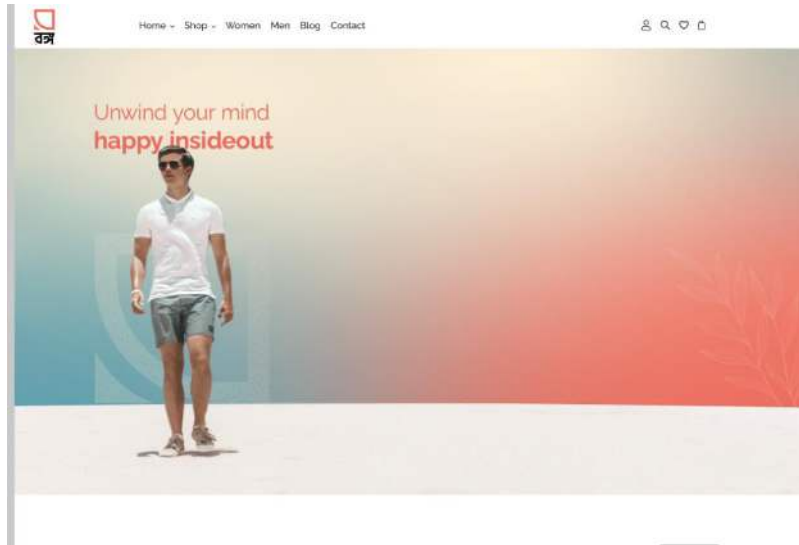


Figure 3.2.1 Website Front Design

3.3 Website UI designing format

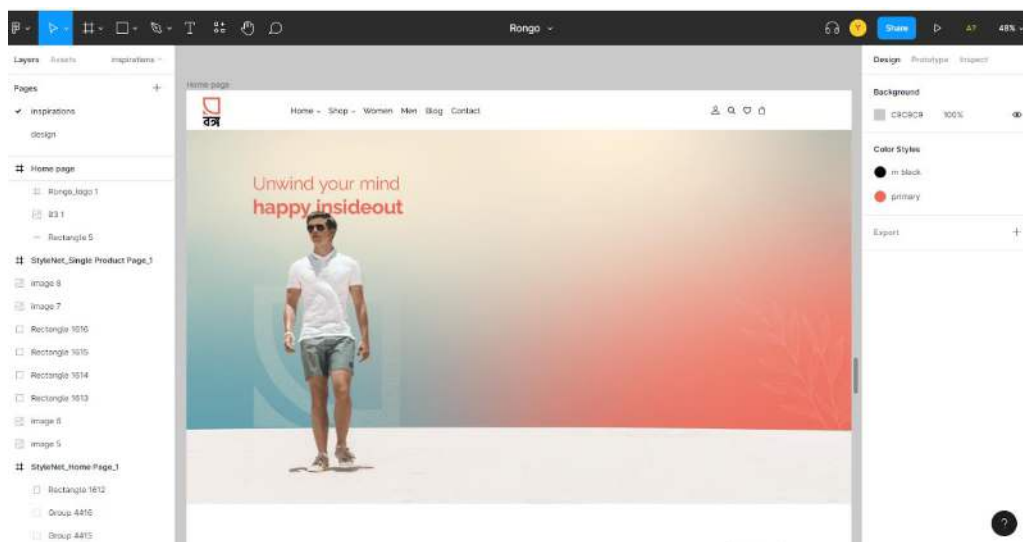


Figure 3.2.2 UI Design Format

This is the description of Rongo in web site

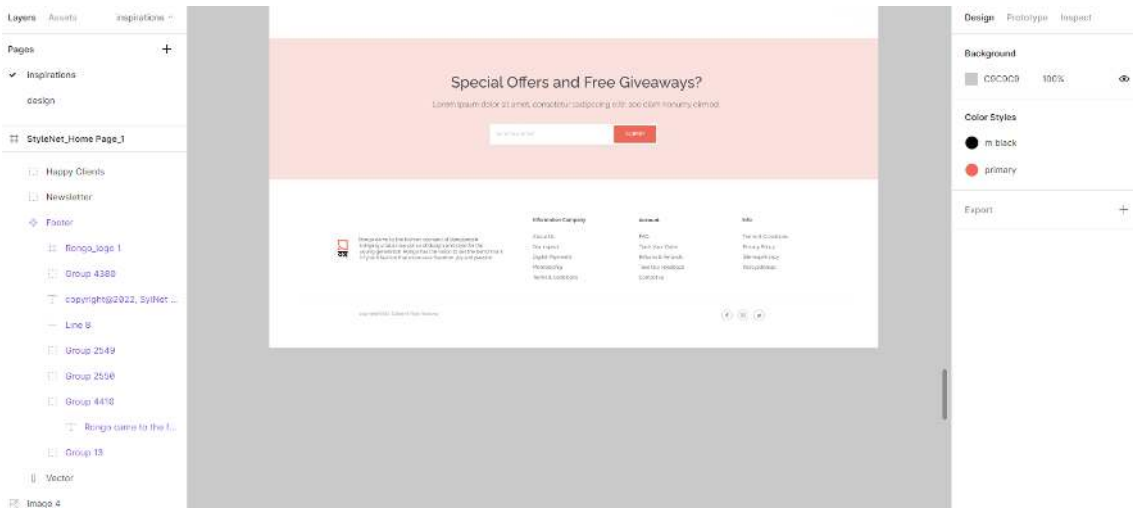


Figure 3.2.3 Website Description

CHAPTER 4

Digital Media Design

4.1 Social media Facebook page

Also create social media for branding on Rongo.

Facebook page-

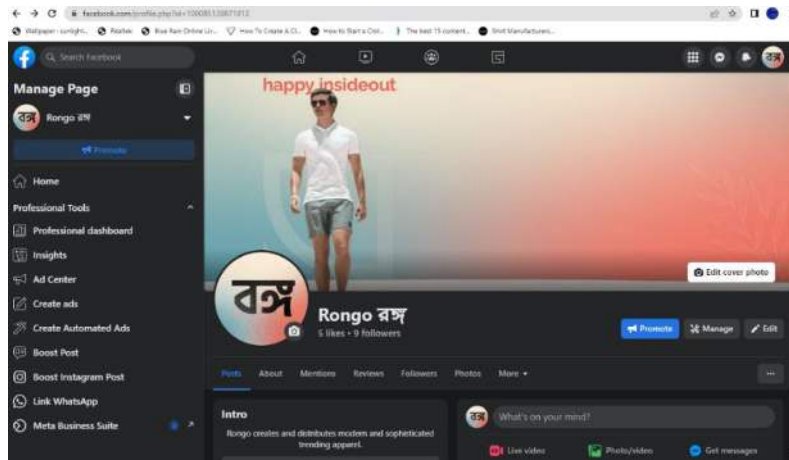


Figure 4.1.1 Facebook Page

4.1.1 Instagram Page

Instagram page -

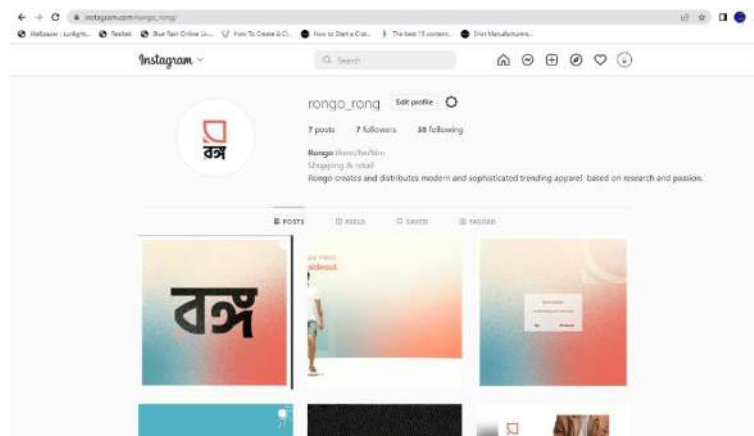


Figure 4.1.1.1 Instagram Page

4.1.2 Carousel design for social media

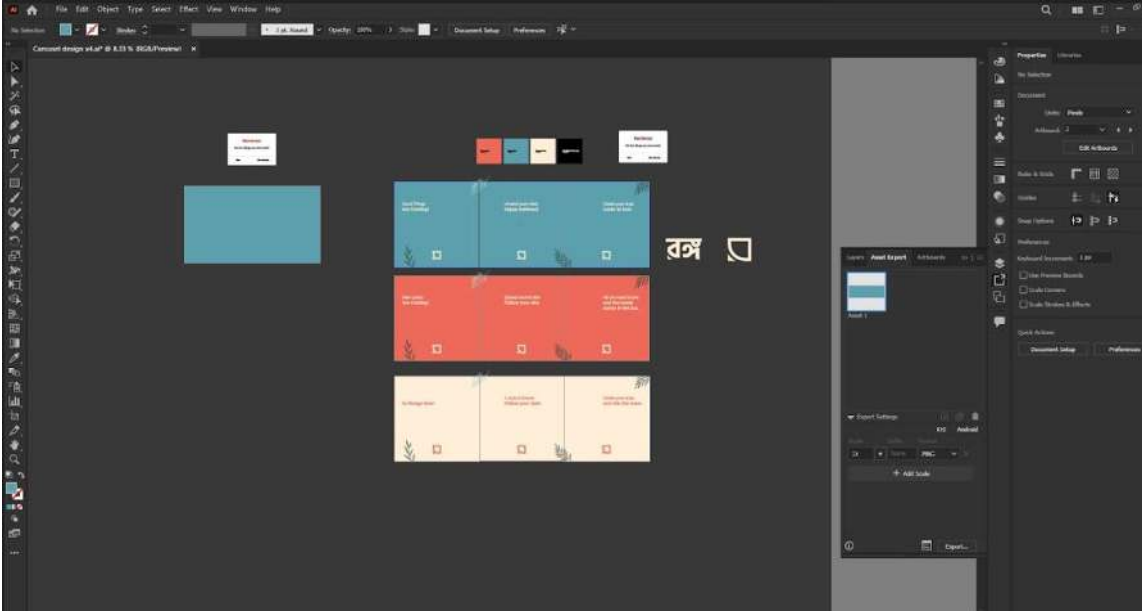


Figure 4.1.2.1 Carousel Design

4.1.3 Digital banner design for Rongo

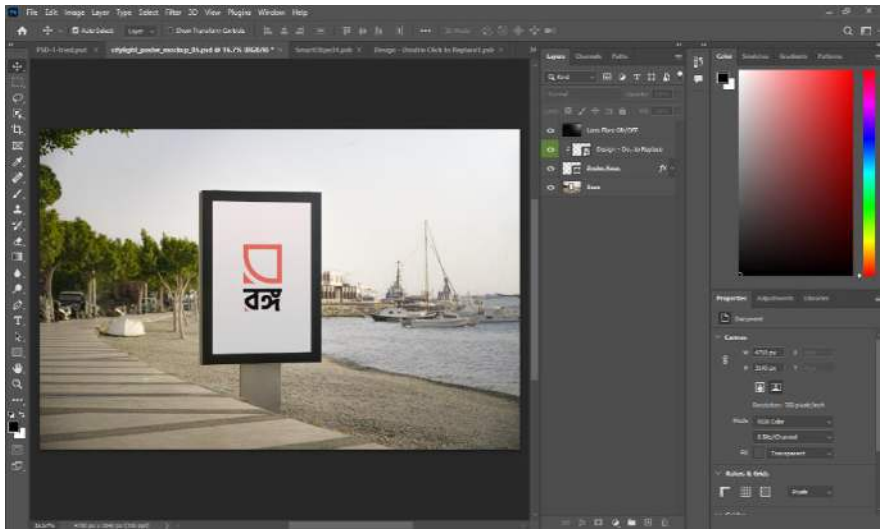


Figure 4.1.3.1 Banner design

4.1.4 Billboard design

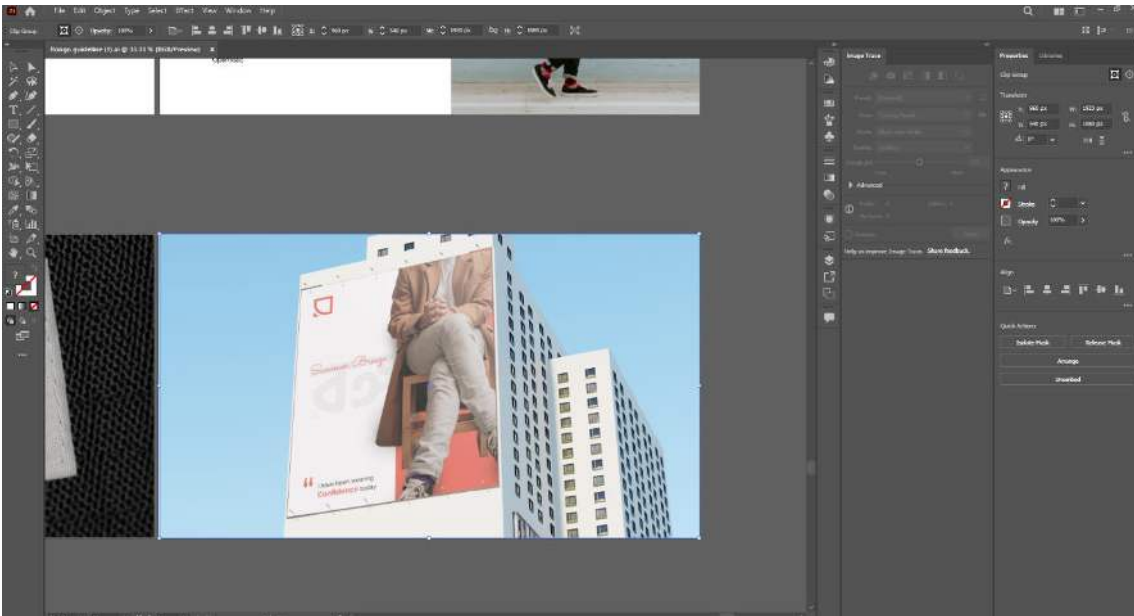


Figure 4.1.4.1 Billboard Design

4.1.5 Label tag Design

Label design which will be in Polo T-shirt

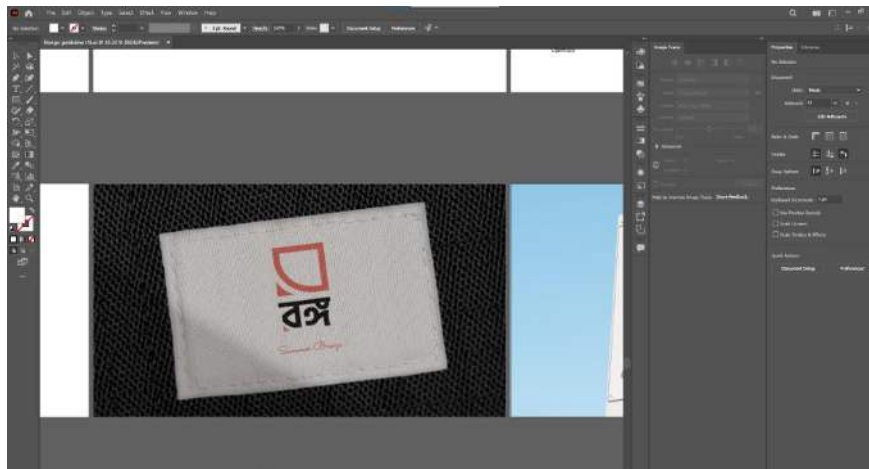


Figure 4.1.5.1 Billboard Design

4.2 Shipping and Delivery system

The process of shipping and delivery system are shown in web site profile.

DELIVERY TIME

Most orders arrive within 2-4 days of order being confirmed. Once you place an order, you will receive an Order Confirmation email with an estimated delivery date, please wait until this date for your order to arrive. You are able to track your order by logging into **My Account** or go to **Track My Order** page and viewing the status of your order. If it has already been dispatched, you'll shortly receive your order.

SHIPPING METHOD	DELIVERY TIME	DELIVERY COST	SHIPPING ZONE
Standard	2-4 Working days	BDT 60	Inside Dhaka
Nationwide	3-6 Working days	BDT 120	Nationwide

We do our best to deliver all orders within the expected delivery date. However, sometimes, it might take us longer than expected to deliver your order. In the event that your delivery date has passed and you still haven't received your order, please email us at hello@negativestore.com or contact our customer care team in with your order tracking number, so we can assist you with the same.

FREE SHIPPING

We provide no free shipping offer right now.

SHIPPING CHARGE

We ship all over the country, and the delivery charge depends on your delivery address and your purchase amount. Find your delivery zone above and see the delivery charges – as well as




Figure 4.2.1 Shipping page Design

CHAPTER 5

Pre-Post Production

5.1 Behind the Scene

Behind the scene also has been done to demonstrate the production facilities for Rongo. When I bought the fabric from Narayangonj Raile gate.



Figure 5.1.1 Behind the Scene Footage 1



Figure 5.1.2 Behind the Scene Footage 2

After that I went to another place for Collar and Cuff for Polo T-shirt. After a lot of time, I find the exact location by searching a lot of places in Narayangonj. It took a while to find an exact location for accessories.

Here takes different Image for the scenes. This image had taken when I find Collar and Cuff for my Polo T-Shirts.



Figure 5.1.3 Behind the Scene Footage 3

Also shoot how this product seriously make and care the workers.



Figure 5.1.4 Behind the Scene Footage 4

5.2 Product animation

Here I create logo animation for advertisement in social media.

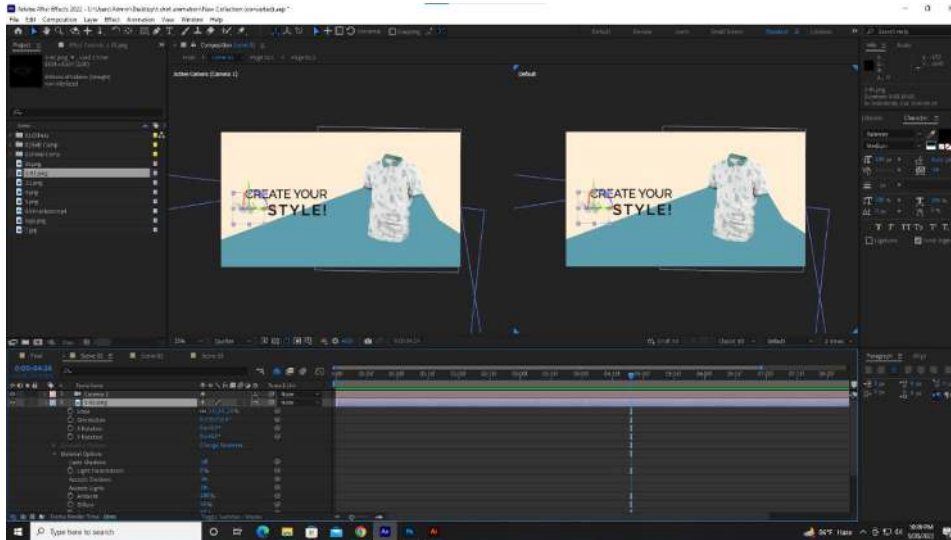


Figure 5.2.1 Product animation Process 01

Edited with Adobe After Effect.

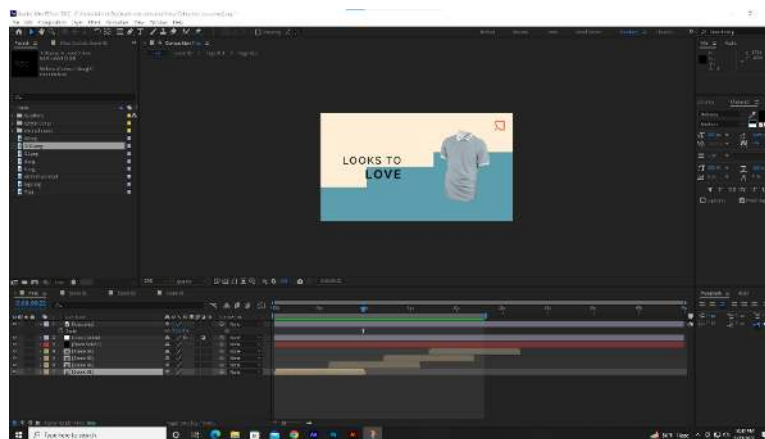


Figure 5.2.2 Product animation Process 02

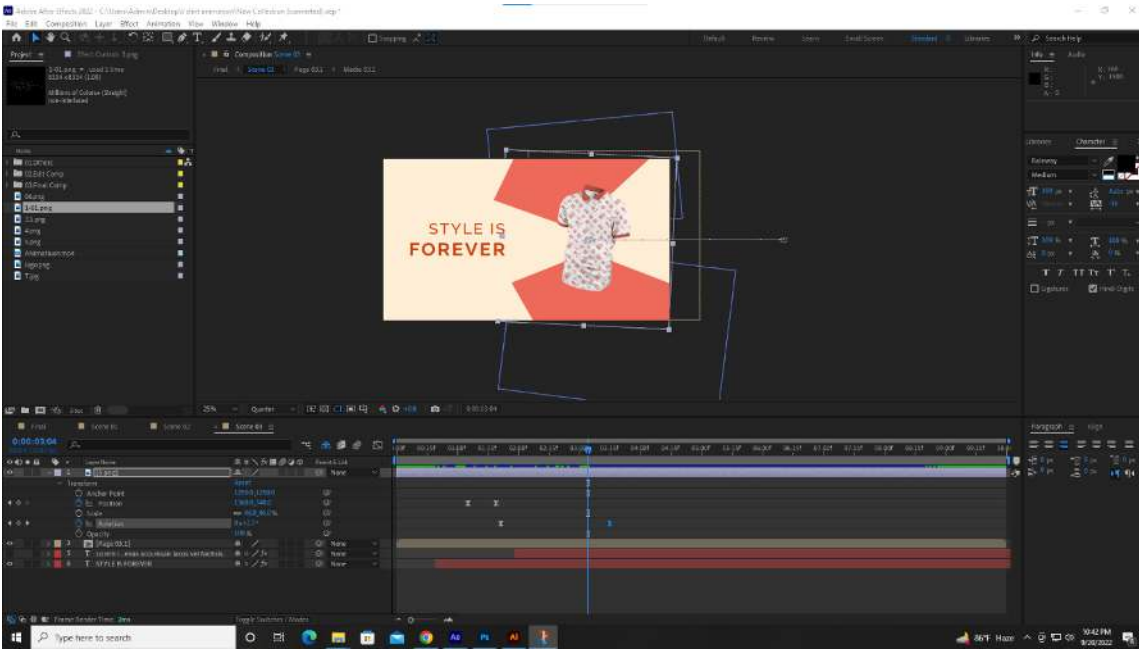


Figure 5.2.3 Product animation Process 03

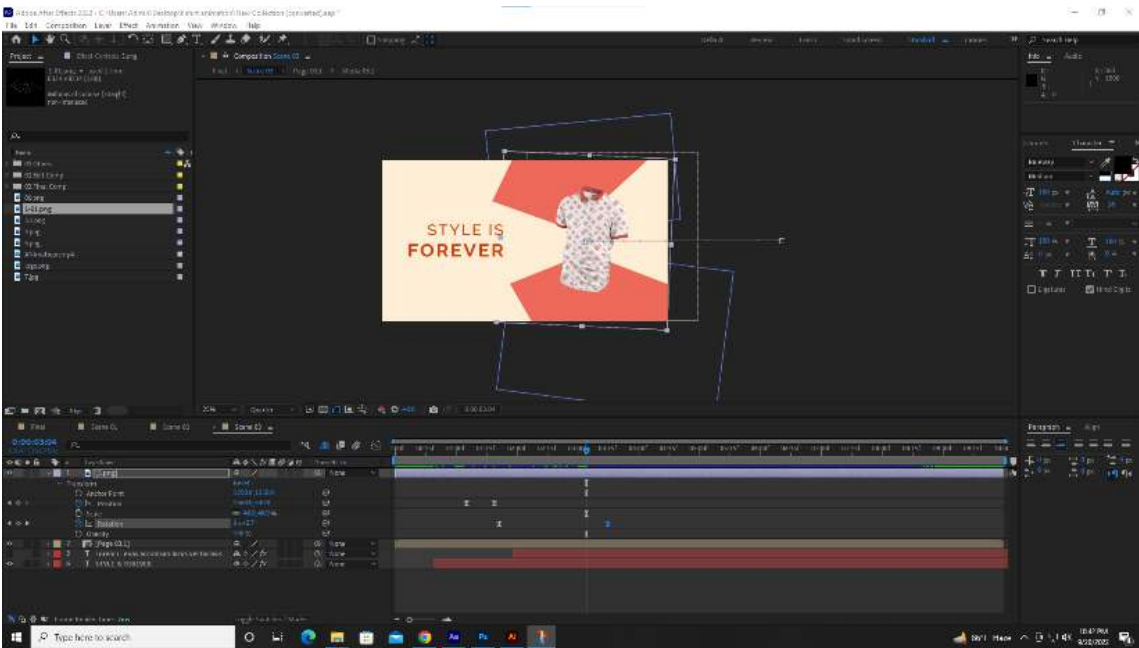


Figure 5.2.4 Product animation Process 04

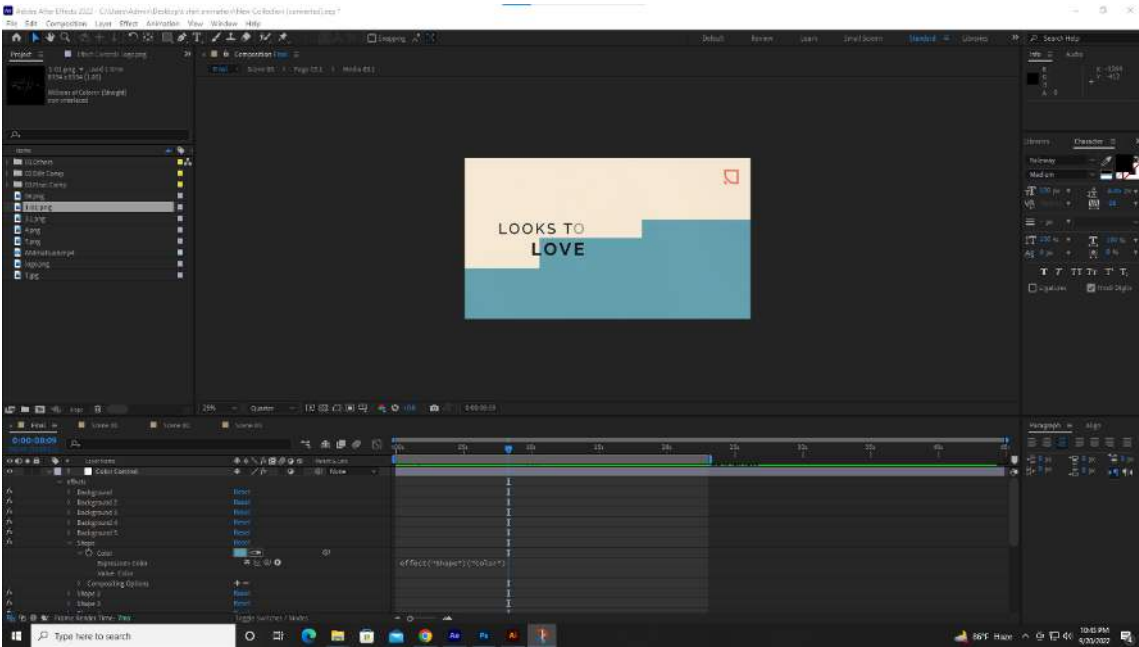


Figure 5.2.5 Product animation Process 05

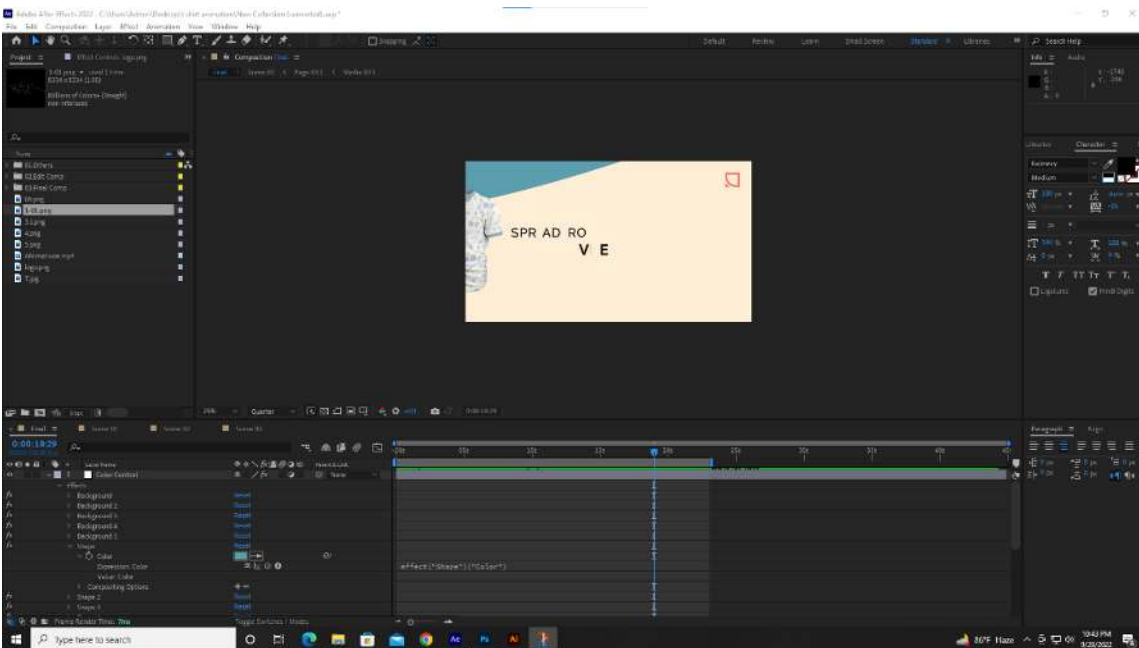


Figure 5.2.6 Product animation Process 06

5.3 Financing

We have previously visited a couple garment and printing factories and signed a deal for negative needed manufacturing.

Production with – **NEMS International**, Bangladesh, located in Dour, west Uttara, is one of the world's leading RMD producers. Within a year, Rongo will quarrel with / about a figure ranging from 50000 to 1000000.

Startup expense to fund	50,0000
Start-up asset	200,000
Total funding required	500000
Start-up cost	50,000
Place security	100000
Initial production cost	150000
Total cost	250000
Capital	2500000

Expenses table 5.3.1

Tk 10,000 is funded by the owner, and the remaining taka 2000000 will be obtained from a bank as a long-term loan at an interest rate of 8%, to be repaid over the following ten years.

CHAPTER 6

Development

6.1 Brand development process

The brand resonance model shows how a brand evolved through time; while many brands did not progress through all phases, a brand may survive and profit at any level; nonetheless, most successful businesses progressed through all stages.

Brand Resonance Pyramid

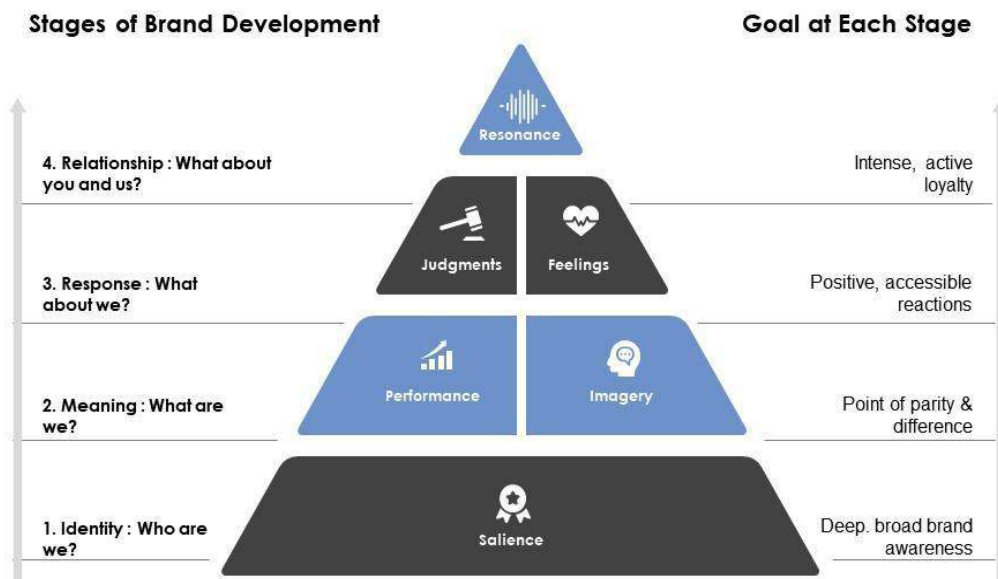


Figure 6.1.1 Resonance Pyramid

6.2 Building brand strategy

As a new brand, Rongo will need to raise awareness among its prospective target customers at first. Rongo has resolved to undertake at least ten campaigns in various private institutions. A well-developed website has been constructed for online purchasing facilities, as well as a Facebook page via which Rongo will be able to contact with its clients at any time and get feedback. Rongo will create videography and various sorts of image commercials for awareness, which will be advertised on the Rongo Facebook page, Google ad search engine, a YouTube channel, and eventually, newspaper ads. We want to work on all of the remaining stages when the real product is out to the market. Rongo's distinctive designs and marketing strategy will elicit good responses from our target clients. Rongo's goal with after marketing and regular promotional plan is to generate a better level of brand resonance.

6.3 Brand Promotion Strategy

Rongo's marketing strategy will be aggressive yet inventive. This will help us to focus on our target client while being cost-effective with our advertising budget.

6.4 Influence of fashion and culture.

Rongo management has certain plans to interact in the local community in order to raise awareness among its target consumers by participating in exhibits such as sponsoring and donating.

6.5 Social media campaigns

There will be a Rongo Facebook group and page, where Rongo will organize a variety of events and campaigns to attract and build a community among its targeted consumers.

6.6 Accessories tools for promotion brand image

Some Rongo branding accessories are also designed in order for Rongo to boost its image among its target clients. A well-designed visiting card, together with its own brand cap and some other accessories, has been made to participate in various campaigns and as a gift to consumers.



Figure 6.6.1 Brand Identity 01

For branding, RONGO develops unique ideas for each market segment. RONGO will develop several smart branding accessories.



Figure 6.6.2 Brand Identity 02

Envelope



Figure 6.6.3 Brand Identity 03

Notepad



Figure 6.6.4 Brand Identity 04

Label



Figure 6.6.5 Brand Identity 05

Digital Poster

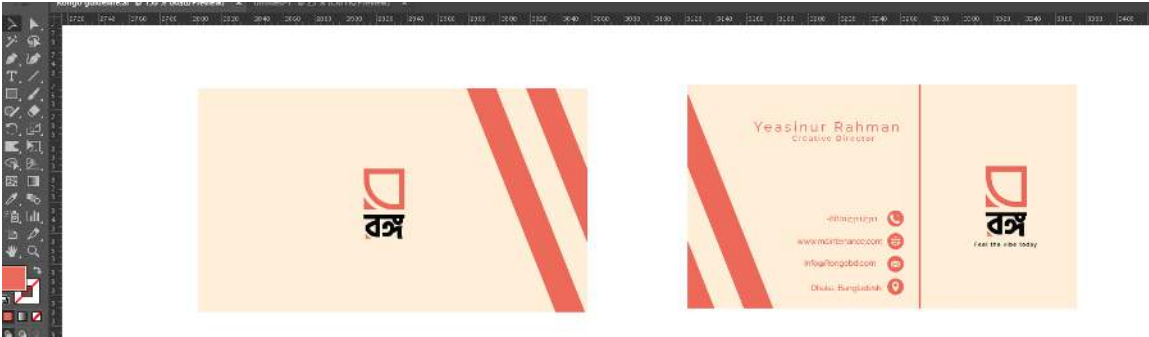


Figure 6.6.6 Brand Identity 06

Visiting card.



Figure 6.6.7 Brand Identity 07

Bag

CHAPTER 7

Discussion & Conclusion

7.1 Discussion

The final project was the epitome of everything we had studied during the four years of our Bachelor's program. In this category, there are several sections that one may master. This assignment was chosen as a consequence of my final product.

Adobe Illustrator was utilized for design, while Adobe After Effects was used for compositing and creating a documentary.

During the creation of our project, I had several issues with design, editing, and technological issues. I strive to accumulate enough to create more attractive designs. The key problem of this project's work is that I strive for higher standards with each design.

These projects will have a significant influence on the educational sector. Students from any background, for example, can construct or grow a brand.

Finally, I'd want to emphasize that branding is an art form. It must be well-experienced.

7.2 Conclusion

I wanted to transmit something in our country's culture through this initiative that has become a tradition that if you become affected on anything, you can. If you desire to change anything, everything is possible.

The typical-traditional style, as well as the style of various persons, are the dominant trends in our fashion. However, there is a scarcity of social educational research. I just attempted to begin in this manner.

The entire endeavor felt like a dream to me since I received assistance from the industry I want. I express my heartfelt gratitude to all of our great MCT Department instructors, students, and staff.

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