

**CONSISTENT VISUAL IDENTITY AND THE EVOLUTION OF CORPORATE
BRANDING ACROSS DIGITAL AND PRINT MEDIA**

BY

**USRAT NAHAR SMITA
ID: 203-40-719**

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

Supervised By

Kazi Jahid Hasan
Assistant Professor

Department of Multimedia & creative Technology
Daffodil International University



DAFFODIL INTERNATIONAL UNIVERSITY

DHAKA, BANGLADESH

APPROVAL

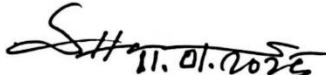
This Project titled “Consistent Visual Identity and the Evolution of Corporate Branding Across Digital and Print Media”, submitted by Usrat Nahar Smita (203-40-719) to the Department of Multimedia And Creative Technology , Daffodil International University, has been accepted as satisfactory for the partial fulfillment of the requirements for the degree of B.Sc. in Department of Multimedia And Creative Technology and approved as to its style and contents. The presentation has been held on 11 January 2025

BOARD OF EXAMINERS


Md. Salah Uddin

Assistant Professor and Head,
Department of Multimedia & Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Chairman


Dr. Md. Samaun Hasan

Assistant Professor
Department of Multimedia & Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner


Apurba Ghosh

Assistant Professor
Department of Multimedia & Creative Technology
Faculty of Science & Information Technology
Daffodil International University

Internal Examiner


Gobinda Karmaker
Managing Director
ESI Techno

External Examiner

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We hereby declare that, this project has been done by me under the supervision of **Kazi Jahid Hasan, Assistant Professor, Department of Multimedia & Creative Technology** Daffodil International University. We also declare that neither this project nor any part of this project has been submitted elsewhere for award of any degree or diploma.

Supervised by:



Kazi Jahid Hasan

Assistant Professor
Department of Multimedia & Creative Technology
Daffodil International University

Submitted by:



Usrat Nahar Smita
ID: 203-40-719
Department of Multimedia & Creative Technology
Daffodil International University

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ABSTRACT

This project represents the importance of maintaining visual identity in corporate branding through digital and print media. It looks into how these changes in technologies and platforms make a difference in brand representation while consistency remains maintained in design elements such as logos, typography, and color schemes. This was to find the relation between static print media and dynamic digital interfaces concerning adapting branding for coherence across multiple channels. The project, through case studies, design prototypes, and critical analysis, shows crystal-clear ways one may achieve coherence of brand identity in instigating recognition, retaining trust in fluid media space.

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CHAPTER 1

INTRODUCTION

1.1 Introduction

The primary objective of this research is to investigate the impact that a high level of visual complexity has on the branding of a company. It places an emphasis on the ways in which a unified approach for brand aspects across both online and offline platforms may dramatically increase brand awareness, cultivate consumer loyalty, and generate strong brand connections. Through the strategic application of materials such as colors, typefaces, images, and language, the project explores the process of creating brand experiences for consumers. While I was attending Daffodil International University, I took a class called "Brand Design and Packaging" in the Multimedia and Creative Technology Department. It was around this time that I first became aware of my interest in the field of brand design. For as long as I can remember, my goal has been to create a brand that solves the problems of unemployment that exist throughout the nation. Because I wanted to achieve this goal, I decided to make the design of brands the primary focus of my final defense project at the university. In my opinion, this has been one of the most beneficial choices I've made during my academic path. I was able to construct a strong foundation that I am certain will be of use to me in the future because to the excellent insights and direction that I received from my supervisors and lecturers.

I would like to express my appreciation to Assistant Professor Md. Mizanur Rahman for his support and encouragement during this process. I would also like to express my gratitude to my devoted supervisor, Assistant Professor Kazi Jahid Hasan, for allowing me to pursue this project as my final-year endeavour and for his great assistance.

Throughout this report, I will discuss my branding effort and offer some advice on how to construct a brand that is really effective. In addition, I will demonstrate some examples of my creative approach as well as distinctive brand-building tactics, which will demonstrate my great interest in corporate branding.

1.2 Motivation

Sketching on my rooftop is a fun activity for me. During one instance, an unexpected rain shower unexpectedly increased my sketching, which ultimately led to the establishment of an art business that I went by the name "INDRA." As well as providing art supplies, the primary objective of this enterprise will be to encourage and protect traditional forms of handicrafts. "Indra" symbolises the power of rain, which represents the creative force and regeneration that nature possesses. I chose the name "Indra" because it represents the power of rain. My artistic enterprise gives birth to creative ideas, transforming simple concepts into beautiful, concrete items, in the same way that rain nurtures the ground. The work that I do is driven by the flow of creation, and Indra is a reflection of my dedication to working with natural elements like as clay.

1.3 Problem Statement

In highly competitive environments, differentiating oneself from the market and gaining the attention of consumers requires a company to create unique and outstanding brand identities. On the contrary, many brands fail to keep their visual consistency across both the digital and print sphere, such as webpages, social media, and books, which causes a blend in message and a drop in customer retention. Issues with properly combining such elements as color, font, images, and language, as well as uneven design and an increase in different media types, are some of the prevalent factors of this inconsistency.

Mass production and digitalization have also been the reason that traditional art forms are increasingly being overlooked, as they are making it hard for artisans to market their work and accept fair prices. At present, there is a very big gap for unique products to serve personalization; however, not many brands exist that deliver on this promise, coupled with being sustainable and eco-friendly.

As a direct response to such challenges, this strategy presents ‘Indra’ as a case study of how consistent visuals can be used as an identity that seeks to protect heritage, increase the brand value and develop customer loyalty. It attempts to explore On the

other hand, the integration of sustainable and wide-ranging design principles may also do wonders for the art and craft industry.

1.4 Objectives

Indra provides customized, handcrafted art solutions that will allow people to express their unique preferences and ideas by creating personalized artwork and designs. Some of the major objectives of this project are as follows:

1. Enable individual expression by offering a powerful alternative to mass-produced digital art through the delivery of customized, handcrafted artwork that reflects the unique style and taste of each individual client.
2. Provide support for traditional handmade arts: This will include preserving and promoting traditional art forms through the creation of a forum where regional artists can present and sell their products. This will give these artists opportunities for employment and enhancement of skills.
3. Encourage Creativity and Personalization: Provide options and ideas to the client to bring on their imaginative powers in real pieces of art through ample personalization: starting with clay sculptures, including hand-painted bottles and pots to beautiful creations of fabric wall art. In addition, such accessibility will help an effective online platform where ordering customized art and hence

engaging the customer in the creativity process can easily be accessed. There are ideas for the future that involve real outlets where clients can directly interact with the process of making art, thus creating a unique artistic experience.

4. **Provide High-Quality Art:** Ensure that all the custom artwork is done to the highest standards of craftsmanship, quality control, and attention to detail. This will ensure that not only is the client satisfied but that the items will last for a long time.
5. **Promote Sustainable Practices:** Manufacturing and packaging products with eco-friendly materials will align your company with environmental responsibility, creating added value in personalized art solutions.

Meeting these objectives will enable Indra to position herself as a trustworthy leader in the business of custom art services. On a personal note, she would like to create meaningful, personalized art that resonates with clients' particular stories and preferences.

1.5 Expected Outcomes

The goal of Indra will be to establish a well-recognized, identifiable brand which offers customers a unique handcrafted work of art. In the end of the course, I anticipate to have in my possession an apparent development in well-defined brand identity, strong web presence, as well as solid grounds on which to grow this practice of offering customized artworks. Besides this, I want to be able to present them with the ability to showcase their works and also enable them to connect with a larger audience using such a venue, which will stimulate innovation. In the long term, I would like to imagine Indra blossoming into one of the authentic brands in bespoke art, offering more than its online sales website to physical places and spaces where its clients can seek a direct feel of the processes involved in their creation.

1.6 Project Management and Finance

In the initial phases of the project, investment of finances in developing Indra directly was not required. We focused on the core idea development of the business and its branding and design. Full utilization of time and resources was possible to create a very strong platform for the brand. In managing the project, I had to clearly outline what needed to be done, the timeline for all the tasks, and reviews to ensure that progress was made. My creative abilities and research were used in devising the brand identity, which I did personally. Even though at the outset, we did not need external capital investments, in the future, we plan for expected costs to be related to raw materials, website development, and marketing and store locations. By reinvesting the generated profit to meet the business objectives of maintaining and expanding Indra, our working financial plan should continue long-term growth with satisfactory margins.

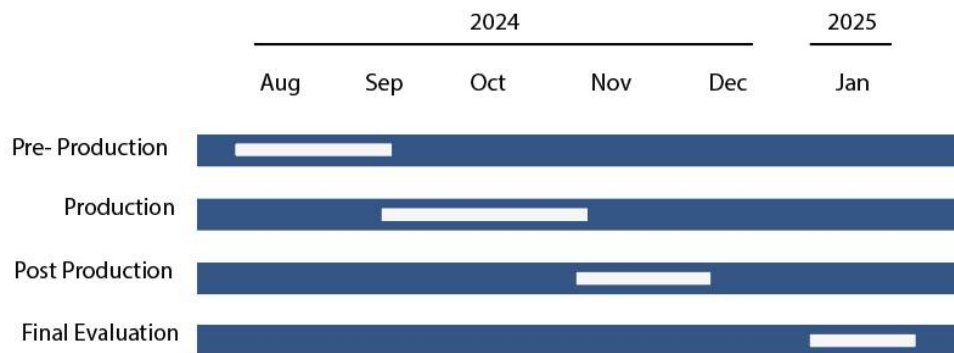


Figure 1.6.1 Gantt Chart

1.7 Report Layout

The report continues as follows:

Introduction is the key part of this first chapter. Furthermore, Chapter 1 goes into great detail about why such research is being conducted. Following that, I will present Literature Review and Research Context in Chapter 2, Project Analysis in Chapter 3, and Project Development & Result in Chapter 4. Chapter 5 explores the impact on society, the environment, and sustainability. Finally, the conclusion and future scope are discussed in Chapter 6.

CHAPTER 2

LITERATURE REVIEW AND RESEARCH CONTEXT

2.1 Corporate Visual Identity Systems

The corporate visual identity system thus forms the bedrock of every company's branding strategy. These systems contain all the visual elements for an organization and convey its values, mission, and identity to a target audience. Its purpose is to create visual brand recognition across many platforms and multiple media.

2.1.1 Key Elements of Visual Branding

Some of the most staple facets of visual branding include the following:

- Logo: Brand Identity or Logo-a unique symbol or design that represents the identity of the company.
- Typography: The font types or text used across materials consistently.
- Color Palette: A set of colors evoking specific emotions and associations with the brand.
- Imagery & Graphics: photos, illustrations, and other visuals reflecting the brand's personality.
- Brand Guidelines: A document explaining how to use the visual elements correctly for consistency. Each of these elements makes a critical contribution to building recognition and, hence, trust with the target audience.

When comparing Indra with brands like Aarong and Jatra, it's essential to understand each brand's positioning, target audience, and design philosophy, as well as how they align with or differ from Indra's concept.

1. Aarong

- **Brand Positioning:** Aarong is a well-established, prominent brand in Bangladesh known for its traditional handcrafted products. It focuses on high-quality, artisanal creations like garments, home décor, and accessories, often showcasing the craftsmanship of rural artisans.
- **Target Audience:** Aarong appeals to a broad demographic, from middle-class to affluent consumers, often urban, who are looking for authentic traditional items. It has a reputation for bridging the gap between rural artisans and urban markets.
- **Design Philosophy:** Aarong combines contemporary design elements with traditional techniques. Its branding heavily promotes a sense of cultural pride and social responsibility, particularly emphasizing the empowerment of artisans.
- **Sustainability and Ethical Impact:** Aarong actively supports fair trade practices, sustainable development, and social causes. It plays a significant role in preserving traditional crafts while contributing to rural livelihoods.

2. Jatra

- **Brand Positioning:** Jatra positions itself as a contemporary, culture-driven lifestyle brand that focuses on modernizing traditional designs. It is often associated with a blend of traditional aesthetics and contemporary fashion sensibilities, with a focus on clothing and accessories.
- **Target Audience:** Similar to Aarong, Jatra appeals to urban customers who value the fusion of traditional and modern elements in their wardrobe and lifestyle. It tends to cater to a younger, more trendy demographic looking for stylish interpretations of cultural heritage.
- **Design Philosophy:** Jatra focuses on creating products that respect cultural heritage but incorporate a modern twist. It often features bold prints, vibrant colors, and designs that have cultural references.

- **Sustainability and Ethical Impact:** While Jatra does highlight local craftsmanship and traditional textiles, it doesn't focus as heavily on the social and ethical impact compared to Aarong.

3. Indra

- **Brand Positioning:** Indra is focused on bringing traditional handmade crafts to the forefront, offering personalized and custom artwork. Unlike Aarong or Jatra, Indra doesn't focus solely on clothing but encompasses a wider range of traditional art forms, including pottery, paintings, and other customized crafts.
- **Target Audience:** Indra targets art enthusiasts, individuals seeking personalized décor, businesses, and clients who want to own or gift custom artworks. Its customer base would range from people who appreciate bespoke, handcrafted goods to those interested in supporting sustainable art practices.
- **Design Philosophy:** Indra emphasizes quality and the preservation of traditional techniques. Its focus on custom art allows customers to have a unique piece of artwork, providing them with an individual connection to the product.
- **Sustainability and Ethical Impact:** Like Aarong, Indra is dedicated to supporting artisans and preserving traditional crafts. Its focus on eco-friendly materials and packaging further reflects its commitment to sustainability.

Comparative Analysis

❖ Brand Identity and Focus:

- Aarong offers a comprehensive lifestyle brand, focusing on the integration of fashion, home goods, and accessories with a strong social enterprise model. Its identity is heavily tied to social responsibility and artisan empowerment.
- Jatra brings cultural influence to contemporary fashion, catering to a trendier and more youthful market with a modern take on traditional

designs. Its identity is rooted in combining tradition with current fashion trends.

- Indra is more niche, offering personalized, handcrafted art with a broader focus on creative expressions beyond fashion, including décor, pottery, and paintings. Its brand is about individual artistry and customization, catering to those who want unique pieces.

❖ **Design and Aesthetics:**

- Both Aarong and Jatra are more focused on garments and textiles, whereas Indra extends to a variety of art forms. Indra might appeal to a more eclectic group of consumers who are interested in home décor and custom artwork, while Aarong and Jatra are rooted in fashion.

❖ **Sustainability:**

- All three brands share a commitment to preserving traditional arts and crafts. Aarong is known for its larger-scale impact on artisans' livelihoods, whereas Indra is positioned as more of a bespoke service focusing on small-scale, high-quality craftsmanship. Jatra also emphasizes local crafts but with a modern twist, without as much focus on sustainability.

❖ **Market Reach:**

- Aarong has a national presence with a wide range of physical stores and strong brand recognition, while Jatra has a smaller but significant presence in the lifestyle and fashion space.
- Indra, in its early stages, focuses more on a niche market, particularly through online sales and personalized services, which is different from the broader market penetration seen by Aarong and Jatra.

❖ **Related Works:**

- Aarong is akin to large-scale ethical brands like Fair Trade or Patagonia (in the clothing industry), as it also advocates for social change and supports artisans.

- Jatra shares similarities with brands like Saree.com or Bata's Tradition collection, where the fusion of modern and traditional is key to their appeal.
- Indra fits into a category with brands that focus on bespoke, handcrafted goods, much like Etsy, where the focus is on artisanal products and customization, though Indra has a more localized approach.

2.1.2 Digital and Print Media Integration

Effective branding requires seamless integration of visual identity across digital and print media. For example:

Digital Media: Websites, social media profiles, mobile applications, and email campaigns should all reflect consistent branding.

Print Media: Business cards, brochures, posters, and product packaging must align with the digital presence to reinforce the brand image.

The integration ensures that customers receive a unified experience, whether they engage with the brand online or offline.

2.1.3 Contemporary Branding Practices

Branding nowadays is all about connection. It's not just about a logo and a tagline; it's actually about weaving a story that will resonate with the people. Visualize for yourself a brand that would feel just like a friend: one that knows your needs, anticipates your desires.

It works with personalization; it is about messages, offers, and designs made only for you. It's about storytelling to create this emotional bonding with a sense of belonging to something greater than oneself.

Think dynamic logos that change mood, websites that seamlessly transition between devices, and motion graphics that hypnotically draw your gaze. These are the tools keeping brands top-of-mind in a world where information overflows-literally at every second.

It is not just a matter of showiness. Strong contemporary brands are cornerstones of sustainability and inclusivity. Colors, images-they even provide the voice to show solidarity for a better world, one that celebrates diversity.

If anything, the best brands know the pulse of our times-embracing newer technology, reflecting the cultural zeitgeist, and leaving footprints far beyond the act of selling a product. They become part of our lives, a trusted companion on our journey.

2.2 Visual Identity in Digital Age

The digital age has transformed the way companies approach visual branding. With the rise of online platforms, brands must ensure their visual identity adapts to the demands of the digital environment.

2.2.1 Cross-Platform Consistency

The digital age is a uniform opportunity and challenge to all brands in cross-platform consistency. Since the user starts looking at brands on social media, then on the website, and further on e-commerce, there is much need to maintain visual identity consistency. Consistency in design elements, such as logos, colors, and typography, enforces brand recognition and trust. The customer experience of a brand's Instagram page should be no different from their website, no different from physical store signage. Tools that guarantee this kind of continuity include design systems and brand guidelines.

2.2.2 Digital Transformation Impact

The digital transformation significantly changed how visual identities are created, implemented, and experienced. Artificial intelligence, virtual, and augmented reality have opened up completely new dimensions to novel branding. Brands can now offer an immersive experience beyond simple visual elements. Likewise, digital means do also facilitate the analysis and change of brand strategies in almost real time. With scenario, for

example, data-informed insights drive design tweaks that yield improved user engagement or conversion rates.

2.2.3 Future Trends

In the future, visual identity will be more personalized, interactive, and inclusive. Brands will continue experimenting with AI-designed visuals, adaptive brand elements, and immersive technologies like augmented and virtual reality. A furthered sense of accessibility will mean a practice of inclusive design principles in creating visual identities that will engage all types of users regardless of ability. Besides, the concern about sustainability pops up right from its very core; the visual strategy could then be sensitive to ecology, sparing energy consumption on digital media by using minimalism. It is within these new directions that it becomes clear that these changes in society and technology are able to take visual identity systems to future dimensions.

CHAPTER 3

Project Analysis

3.1 Brand Overview and History

Overview: Indra is a handicrafts art brand providing customized, eco-friendly artwork products in the shape of clay sculpture, hand-painted bottles, and fabric wall art. The branding strategy relies on creativity, sustainability, and cultural heritage-through both digital and print media.

Indra's Digital Media Implementation:

Website: The website maintains consistency in blue and white color tones with a minimal type face using only high-quality pictures of handcrafted products of the brand. It features an online interactive design interface to create personalized artwork with a great consumer experience.

Social Media: On the likes of Instagram, Indra's creations have been displayed through good imagery, reels, and stories. The artistic tone of the content is consistently delivered as per the identity of the brand.

Email Campaigns and Ads: Newsletters and digital ads were designed keeping the values of Indra in consideration, applying coherent visual elements for better recognition and engagement.

Print Media Implementation for Indra:

Packaging: Eco-friendly packaging by Indra speaks for the brand through its logo, shades of blue and white, and creative patterns that depict traditional art forms.

Posters and Flyers: Indra prints exactly the same promotional materials for exhibitions and events as appear on its website and social media for continuity in communication.

Calendars and Art Catalogues: Promotional tools, yet functional keepsakes; high-quality printing meshed with Indra's artistic branding.

Difference Comparison in Indra Between Digital and Printing Branding:

Coherence: In print and digital, Indra continues to use a similar logo, color, and typography across medium to create coherency in experiences within this brand.

Flexibility: Digital is global for audience interaction. Print is more local and intimate.

Impact: Digital media speaks to an international audience using technological methods, while print media helps in enforcing a brand identity on locations like exhibitions or packages.

History

Logo Evolution

This is a very common practice for companies: redesigning their logos so that they appear relevant, reflect growth, and catch the eye in a very competitive market. Redesigning your logo can help you convey innovation, align with current design trends, and engage better with your target audience. Apple's first logo showed Isaac Newton sitting under an apple tree. However, this image was soon replaced by the now-legendary silhouette of a bitten apple. As a result of this change, the design became simpler, which meant that it would be more recognizable and adaptable to various media. Apple has, over the course of time, modified the colour and finish of the logo in order to bring it into alignment with the aesthetics of the product and present-day design trends. The current logo for Audi is comprised of four interlocking rings, which represents the union of four enterprises that were founded. Previously, the logo had

elaborate motifs. This simple design reflects the unity and strength of the company, which works to enhance brand identification. Microsoft: The Microsoft logo evolved from a bold, italicised typeface to a cleaner, sans-serif font that was complemented by a multicoloured square icon. A transformation took place. The company is trend towards becoming more user- friendly and integrated, as well as being diverse in its portfolio of offerings, and this re-design captures that movement. The Warner Bros. shield logo has undergone many changes since its inception in the light of alterations in the entertainment industry and/or to indicate where the company was or is going. With the latest redesign, the shield is cleaned and modernized; this is an indication that the corporation has adapted to the demands of digital media and today's audiences. Adidas has utilized an assortment of emblems in its brand-building and design history to signify different stages of progress, including the Trefoil and three stripes to name a few. These changes were meant to make the Adidas brand appeal more to these various categories of consumers to achieve the company's objectives in the ever-changing sportive and fashionable industry. Brands modify their logos, out of need, with relevance; this is a sign of growth in connectivity with targeted audience appeal. Changing visual identities can be used as a tool for firms like Apple, Audi, Microsoft, Warner Bros., and Adidas to show that it is continuously upgrading its features and innovating.



Figure 3.1 Adidas Logo Evolution

The Adidas logo evolved all along, but throughout it all, not only their identity but also their focus, as time went on. Things started with a simple script in 1949, followed in 1971 by the introduction of a Trefoil logo—a stylized representation that signifies variety and is associated with Adidas Originals. Reimagined to include three stripes forming into a mountain logo in the 1990s, it symbolizes challenges or goals and again focuses the brand on performance. In 2005, a minimalist wordmark emerged to represent a modern, clean aesthetic. Nowadays, Adidas uses different logos: the Trefoil for heritage, mountain for sports, and wordmark for collaborations. That is how Adidas keeps the balance between relevance and loyalty to its iconic "Three Stripes."



Figure 3.2 Windows Logo Evolution

The Windows logo grew with the growth of the company and technology: when in 1985 Windows had been first presented, the logo designed for Windows 1.0 was a simple windowpane as a representation of Graphical User Interfaces. It has evolved from a simple design to that of a colorful, wavy flag in 1995 that signified energy and innovation with Windows 95. By 2012, the Windows 8 logo has returned to its minimalist roots with a flat, blue window in order to fall in line with modern design trends and Metro UI. Today, the Windows logo is sleek and simplified: a moment of clarity, functionality, and evolution that keeps developing to this date.



Figure 3.3 Warners Bros Logo Evolution

The Warner Bros. logo has undergone numerous changes since its structure featured a shield. In 1923, a more articulated shield with initials for the studio name was a sign of an identity representing films. In decades afterward, it continued to evolve as design trends and strategies for branding formed sleeker modern renditions of the golden shield in Hollywood's Golden Age and to minimalist designs in today's digital age. The 2019 redesign unveiled a flat, minimalist shield to represent the studio's future-forward approach while it tipped its hat to its legacy; thus, the logo remains timeless and adaptable.

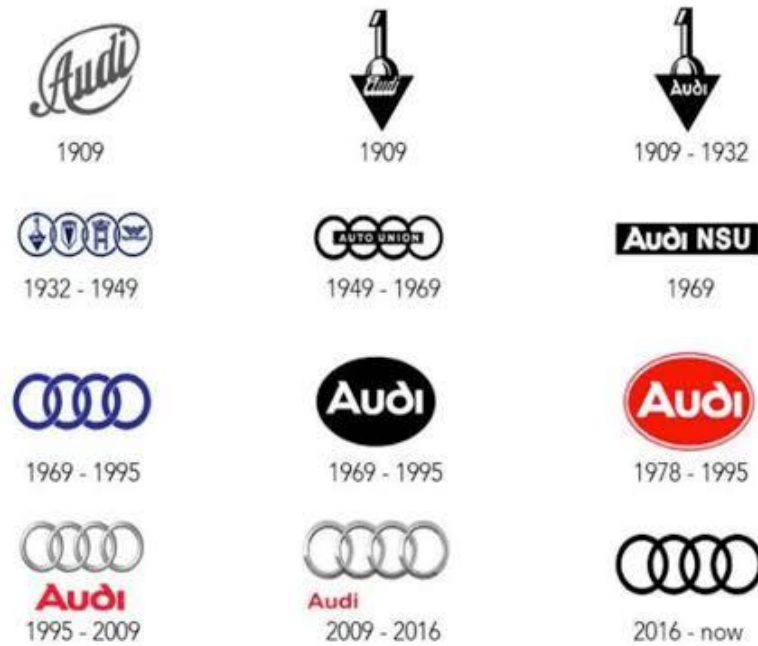


Figure 3.4 Audi Logo Evolution

The Audi logo is evolutionary in nature; it expresses both its heritage and its ability for innovation. It retains the iconic avant-garde four interlinked rings that have been adopted since 1932, symbolic of the merge that formed Auto Union. These have evolved from detailed 3D effects to cleaner, more minimalist designs. In 2009, Audi reworked the company's logo to a slick chrome finish that spoke to modernity and sophistication. The 2023 redesign used a flat, monochromatic aesthetic—a modern trend in branding—but maintained the timeless message of unity and advancement.

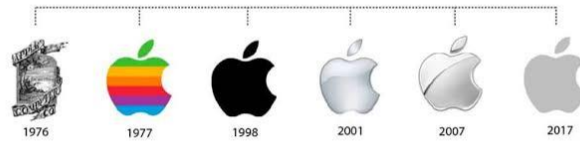


Figure 3.5 Apple Logo Evolution

It's surprising how one particular logo turned out to be perhaps the most iconic image in design. Starting from a complex, picture-like logo showing Isaac Newton sitting under an apple tree representing insight and imagination in 1976, in 1977 the logo became simple: a bitten apple by Rob Janoff with rainbow-colored stripes, meaning creativity and diversity. In the 1990s, this brand had shifted its logo to monochrome, reflecting simplicity, modernity, and consistency. The sleek, minimal apple design is symbolic today of innovation, elegance, and a brand ethos that thinks forward.

Starbucks Logo Evolution



ebaqdesign

Back in the 1990s, logos used to be very intricate and complex; brands wanted to make something unique and hard to replicate. Fears of theft and lack of originality had corporations incorporate complex patterns, gradients, and embellishments that would make a design unique, but often dense visually. It had more to do with print and traditional media than simplicity.

Today, with the emergence of digital platforms, logos have become minimalist and clean. It's a reflection of their need to be flexible, scalable, and recognizable on all instant digital devices. It is quite easy for minimal designs to work their way through websites, apps, and social media, making sure that they are recognizable and remembered. Brands today keep it simple to drive their point across with usability and universal appeal. This transition from complexity to simplicity outlines how branding happens along with the evolution in technology and consumption.

Comparison: Then vs. Now

Aspect	Before Digitalization	Now (Digital Era)
Reach	Local/Regional	Global
Marketing Tools	Print Media, Word-of-Mouth	Social Media, Website, Digital Ads
Customer Interaction	In-person	Online, Real-Time
Customization Process	Manual and time-intensive	Interactive and Instant
Scalability	Limited to physical outlets	Scalable through e-commerce
Visual Identity	Static and manual	Dynamic, consistent, and multi-platform

According to these study I have prepared these guideline while developing this indra brand.



Figure 3.6 Indra Logo Evolution

3.2 Current Visual Identity Analysis

The current visual identity is a vital part of the general perception of this brand. This section takes apart the very core elements thereof and evaluates its effectiveness in conveying the brand.

3.2.1 Logo and Core Elements

The logo represents the cornerstone of Indra's visual identity, which is to epitomize Indra's artisanal craftsmanship. Among others, specific details such as shapes, colors, or typeface feature in the logo to communicate values like authenticity, creativity, and tradition. The design maintains a modern feel while referencing traditional craftsmanship, making the mark both instantly recognizable and versatile across many different applications.



Figure 3.7 Indra Logo Sketch

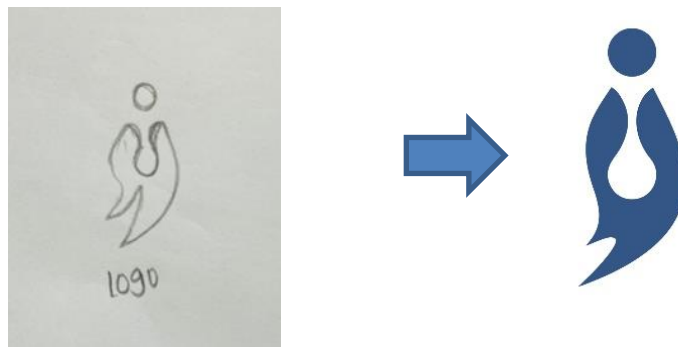


Figure 3.8 Indra Logo Sketch to digital

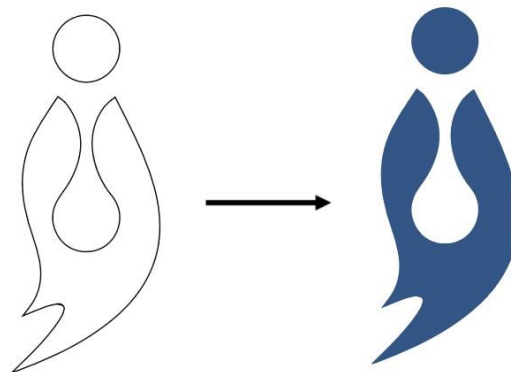


Figure 3.9 Indra Logo Stroke & Fill

Draw a circle for the head and a teardrop-inside flame-like body shape to create your logo. Refined, using a design tool, to get a perfectly symmetrical outline with smooth curves,

this is when it will look well-balanced. Fill the entire area with a single color-blue-for that neat and clean look. Test your logo at the largest and smallest scales for visual clarity.

3.2.2 Color Systems

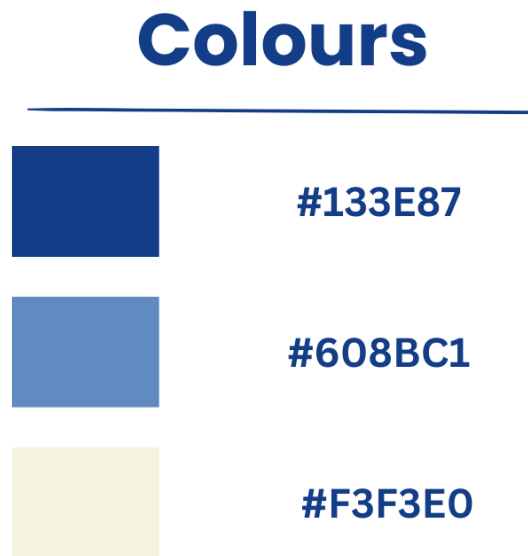


Figure 3.10 Color systems

Dark Blue: #345686. This color evokes a sense of stability, trust, and professionalism. It's a classic choice for business branding and conveys a sense of authority.

Sky Blue: #608BC1. Represents a mid-tone teal color, often used to evoke feelings of calmness, freshness, and sophistication in design and branding.

Off White: # F3F3E0. Light colors like this are often associated with feelings of cleanliness, purity, and simplicity. They can also create a sense of spaciousness and openness.

3.2.3 Typography

In branding, it's of the essence that headers, body text, and the typographic hierarchy are considered strategically to be able to communicate effectively and reinforce the identity of the brand. The rudimentary role that headers play in content is garnering the attention of readers and then guiding them through the information presented. It was easier for the audience to navigate and understand the content since they set the tone and format of the content. The heading styles should be uniform to each other in all documents of the company. This enhances recognition and reflects professionalism. The main content is the body text; it provides detailed information. It is supposed to be readable; choosing an appropriate font, size, and spacing will provide the audience with the ability to work with the text without any discomfort. The body content, if kept the same across every platform, will enhance the cohesiveness of a brand image. By typographic hierarchy, what is meant is that organization of elements of text should be such that their presentation creates a pecking order which actually directs readers' attention from what is most to the least important. A clear, striking contrast of an efficient typographic hierarchy depends on variations in size, weight, color, and spacing that draws the desired attention. Besides increasing readability, this organization also ensures that very important messages are communicated efficiently. Clarity and Readability: A well-defined typographic hierarchy ensures that the material is easy to read and, therefore, understandable, avoiding the "wall of text" impression and keeping the audience interested. This is an important aspect for brands.

Appealing to the Eyes: The layout can be made catchy by using headers and body text at appropriate places. This will make the content more attractive and interesting for the audience.

Brand consistency: when typographic styles across all the brand materials are consistent, that helps to build an identity of a brand; hence, it becomes easily recognizable and trustworthy.

A clear hierarchy ensures that the most relevant information is highlighted, which in turn makes it easier to effectively communicate crucial concepts to viewers. Any brand that

wants to communicate successfully and leave a lasting impact on the audience must make sure to use thoughtful typographic design. This design should include the usage of headers, body text, and hierarchy.

Poppins

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Figure 3.11 Poppins Font

Mercellus

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz

Figure 3.12 Poppins Font

3.2.4 Visual Language

Indra's visual language is made up of graphic elements, patterns, and imagery that celebrate the beauty of being handcrafted. It contains some main design motifs: the use of detailed patterns which get their inspiration from traditional art forms, textures suggesting raw materials, among others. The photography and illustrations of branding in packaging emphasize human touch and craftsman contribution in each product. This will be the language to which the target audience of Indra will have an emotional fit with the purpose of the brand.

3.3 Cross-Media Implementation

The effectiveness of a brand's visual identity depends on its consistent implementation across various media channels. This section examines the brand's cross-media presence.

3.3.1 Digital Presence

Website and E-commerce:

The Indra website is designed as an interactive hub of its digital existence. The logo, color scheme in shades of blue and white, typography, and imagery would be used consciously to bring forth the artistic and eco-friendly ethos of Indra. This shall include:

- Interactive customer relationship tools to design one's art piece.
- Product images and videos of clay sculptures, hand-painted bottles, and fabric wall art.
- A consistent layout and navigation system, with the same artistic and elegant design as its offline equivalents.

Social Media Presence:

Instagram, Facebook, and Pinterest will tell the story of Indra visually. Every post, reel, and story will be posted, including:

- The brand's blue and white color palette.
- A soft, creative tone in the captions and hashtags, too, for consistency with the creative nature of the business.
- Application of the Indra identity and consistent logo usage on social media visual graphics.

Email Marketing and Digital Ads:

Digital campaigns, mailers, and online advertisements use the same feel and look to enable instant identification of the brand even when customers are exposed to promotion-oriented content.

Digital Catalogs and Portfolios:

The digital format of Indra's product catalog offers a modern and eco-friendly way to introduce its art collections to customers around the world.

3.3.2 Print Applications

Business Cards and Stationery:

The visiting cards, ID cards, and letterheads of Indra contain the brand's logo, color detail, and minimalistic design. These will make sure that very articulate and artistic representations of the brand are conveyed in person, as well.

Posters and Flyers:

There will be printed posters and flyers for exhibitions, art fairs, and local community events. They will include:

- High-resolution images of Indra's products.
- Strong branding through typography, color, and logo.
- QR codes that would link the print materials to Indra's digital platform, such as a website or social media.

Packaging Design:

Indra's packaging is eco-friendly and in sync with its digital platforms. The boxes contain the logo embossed, and the color scheme has been done in a manner that it lives up to Indra even from its packaging. This therefore creates continuity for customers from the product itself right to the packaging in which it arrives.

Calendars and Art Catalogs:

Indra print catalogs and calendars are a brand collector of the company showing ideas of the artwork. Besides that, as promotional items, they would bridge the division between art and utility prints.

Banners and Exhibits :

On-site events, whether it is an art fair or a gallery exhibition, are also prepared for Indra's branding material-banners, stands, and all other visual tools of the same consistency in visual identity to create a brand experience for users.

3.3.3 Integration Challenges

The greatest challenge is ensuring visual unity across a wide array of platforms and formats. This section identifies some common problems regarding color reproduction, font compatibility, and the ability of logos to scale. Consider, also, how to overcome these challenges: the creation of robust brand guidelines with design teams, using technology to automate consistency. Case studies of successful and unsuccessful cross-media integrations bring practical insights on how to do it better. This chapter forms the basis for further recommendations through an analysis of the current state of the brand in terms of historical context, visual identity, and cross-media applications.

CHAPTER 4

Project Development & Result

4.1 Design Strategy

This design strategy gives the premise necessary for developing the appropriate visual identity. It deals with the need to understand the objectives of the brand, the target audience, and at-play competition. The different steps involved in strategy design:

- **Research and Analysis:** In-depth study includes the history of the brand, market trends, and user preference.
- **Goal Setting:** This is what the visual identity is to achieve, such as awareness of the brand or increased presence on various platforms.
- **Creative direction** supplies the style, tone, and aesthetic vision to guide the design in such a way that the design process becomes focused, cohesive, and directed to realize the branded set of objectives.

4.2 Visual Identity Solutions

The creative and effective output from Visual Identity Solutions answers particular needs of a brand, hence making it distinctive and in effective contact with its audience. Core elements within design, and refinement making up the brand's visual system is done in cohesion and impact: major components to include

Logo Designing: Catchy and meaningful to stand for the face of a brand. That is about refining, if a logo already exists, or it has to be created in such a manner that it rightly depicts the values and missions of a certain brand.

Color Palette: Predefined set of colors devised to invoke certain feelings in helping to remember the brand. For example, bold colors, representing innovation-in contrast, soft tones are best to develop feelings of trust and reliability.

Typography: The typography should not only fit the personality of the brand but also be readable on various media. Typography alone can prescribe the tone for the brand: modern, classic, playful, or professional.

Graphic Elements: Icons, patterns, and illustrations-secondary graphics that complete the identity of the brand with consistency in design.

Imagery style: Imagery style guides show photography or illustration that creates a consistent look and feel to communicate your story through every image.

The collection of solutions creates one single-minded and memorable visual identity in which the brand is instantly recognizable and appealing to its desired audience. It's about how to communicate the essence of the brand in a more visually compelling and unmistakable way; making sure consistency is applied at every touchpoint.

4.3 Implementation Guidelines

Indeed, this image discussed branding guidelines-approach and methodologies, both digital and print application-that maintain continuity for a Company or keep similar visual identity across platforms.

A branding guidelines table is important in order to maintain the same feeling and look. This would require simplification and definition of color schemes, typography, shapes, patterns, and design layouts. These would refer to uniformity in the branding of the company on print and digital media. That idea in itself creates continuity in both print and digital, carrying the same look and feel for better recognizability of the brand.

Traditionally, branding was confined to print media, where design principles depended on static and simple visuals. With the digital revolution, branding went in a complete new direction-and with fresh challenges. For instance, gradients which look so striking on screen seem to lose their magic in print media. Or, for instance, digital designs may use animations or other interactive capabilities that cannot translate to a static print medium.

The Importance of Guidelines

This study shows that there should be a clear and flexible guide that works equally well for the two media. The guideline table is inclusive, in detail, of instructions relating to:

- Shapes and typography
- Pattern and color usage
- Sizing and proportions

By following these, brands can make an identity harmony that gives the same feel and looks in print or digital platforms. The so-called ultimate objective is to design elements that can be used anywhere without disparities concerning medium differences.

4.4 Comparative Analysis

It is a review type that competes in weighing approaches, products, or strategies against one another in light of relative effectiveness within given contexts. The discussion should give close attention to how these brands address this issue of visual identity so that clear messages may be driven home across diverse platforms, like digital and print media. Further, the paper debates how, with the change in audience preference and the market imperatives that take over, the approach to branding changes direction.

Reach and Accessibility

Digital Media: Digital media have made targets spread across various parts of the globe become easily coverable using websites, social networking sites, or even an email campaign. Thus, every other brand has the power to target an audience round the globe in less than a second. All this reach happens instantly and the traces of audience engagement too become possible in real time.

Print Media: The print media would come in the form of posters, brochures, and business cards. This medium is more localized and tangible. There is a presence that is substantial

and not possible with digital media; thus, in the case of trade shows or stores, these tools are very much effective.

Comparison: Comparing both, digital media is useful for large-scale and global outreach, while print media stays ideal for local and personal engagements.

Cost Efficiency

Digital Media: Most of the digital branding strategies involve very nominal expenditure. One single campaign can be continued on multiple platforms without extra recurring costs. Similarly, Google Ads or other promotions on social media are pretty low in cost and highly targeted.

Print Media: In print media, more money is consumed in producing materials, printing, and distribution. It is again very inflexible because if some errors are found, it may require extra costs to do reprints.

Comparison: Digital media proves to be more economical and can easily be scaled up. Still, print media, though expensive, creates a long-lasting physical impression.

Interactivity and Engagement

Digital Media: A medium like Instagram, Facebook, and interactive websites has made customers engage in a brand dynamically by liking, sharing, commenting, and polling. Live streaming and reels make branding more interactive and experiential.

Print Media: Although print is not interactive, it makes up for the deficit with its tangibility. A good-looking calendar or packaging, for example, would evoke an emotional connect and remind one of the brand long after it's gone.

Comparison: Where digital media is good to go for real-time interaction, print media provides a personal and more intimate experience.

Adaptability and Flexibility

Digital Media: The flexibility in digital media branding is far more. Campaign messages can be rewritten in real time, edited, or removed. Analytics also allow more granular

information for future fine-tuning of strategies, on their own, in appealing to consumer behavior.

Print Media: Print media, in their present forms, are static because, once there are prints made from the material, one cannot really modify the materials thereafter. It's that very sense of permanency instills in them an essence of stability-almost professionalism, even. Comparison: Digital media is liquid; print media is solid and, therefore, inspires trust.

Consistency and Execution

Digital Media: In digital branding consistency, much attention should be given to application design through websites, social media, and digital ads. Through the digital way, it will be easier to unify typography, color palettes, and logos.

Printing Media: In the case of print media, it is relatively more cumbersome to maintain consistency. The material used could be of different qualities, and printing may vary, which results in the inconsistency of brand identity reproduction.

Comparison: While consistency is easy to establish in digital media due to its centralized control, the same in the case of print media has many minute details that have to be handled manually.

Comparative Analysis of Brands' Visual Identity Strategies

Now, let's see some of the visual identity strategies of famous brands and their uses-in digital and printing media:

Nike

Digital: A basic proposition a digital campaign by Nike is made on "Just Do It," along with fast-motion images and sponsored athletes. Great huge images, limited typography, and this swoosh logo are used to develop this modern, slick identity through social media and websites.

Print: Consistency in application was also manifested through print-from posters and packaging to retail signage-similar minimalist design methodology, repetition of the swoosh logo, and typography provide consistency.

Apple

Digital: The Apple brand has clean and minimalist visuals with a product-centered approach. Whitespaces and sleek fonts are symbols of innovation and minimalism addressed to the digital audience.

Print: The print ads are no exception for Apple. It carries the minimum to align with its digital identity. Packaging, much like the boxes of iPhones, is sleek and premium in their way.

Adidas

Digital: Adidas targets the young generation on both Instagram and TikTok, with vividly active campaigns composed of dynamic videos and bold fonts.

Print: Adidas has never compromised with the power of print-from striking images, three-stripe motifs to bold typography from in-store posters to packaging.

4.5 Cross-Media Applications

Cross-media implementation means applying the visual identity and messaging of a brand across so many different platforms-in this case, both digital and print media-with cohesion maintained, recognizability, and the impact of that brand. A brand like Indra wants to build up handcrafted art into a coherent structure for a whole steady visual identity; by integration, it can stay cohesive, recognizable, and impactful across mediums.

The Importance of Cross-Media Implementation

Consistency: In this case, the core would be development on improvement in the recognition and thus trustworthiness of the identity of a brand through arduous effort across digital as well as print media. Be it posting on social media, website banners, or printed fly sheets. Once viewed by a customer, these should be a reminder to him of Indra's brand.

Brand Reinforcement: Indra speaks to craftsmanship, creativity, and sustainability across touchpoints-from digital to print media. Coherent branding makes sure values will appear in places where audiences meet their brand.

Capturing a larger audience: Where digital media can capture a population that is more technologically aware in the world, print media captures an audience believing in the tangibility of physical interaction with the brand. The execution of Indra's identity in both channels ensures capturing diversified demographics efficiently.

4.6 Results (Workflow) :

Logo



Figure 4.1 Logo design

Mockup:



Figure 4.2 Logo mockup

It's an abstract, flowy logo with organic curves and a well-balanced structure. From this design, it looks like the central figure is supposed to resemble a human figure or a droplet, signifying creativity, fluidity, and transformation. One color, blue, is used for the entire image; that will express trust, stability, and professionalism. Dynamic in shape, the form eludes motion, growth, or nurturing-something that will do well for any brand having to do with art, wellness, or innovation.

Business Card:



Figure 4.3 Business card design front & back

This business card is sleek and professional. The deep blue background with subtle curves creates a sense of trust and sophistication. The white logo and typography stand out clearly. The overall design is minimalist and modern, reflecting a focus on design excellence.

Mockup:



Figure 4.4 Business card mockup front & back

ID Card:



Figure 4.5 ID card design

Mockup:



Figure 4.6 ID card mockup

This ID card is professional and functional. It uses a blue color scheme and a clear layout to display employee information. The inclusion of a photo and security features makes it suitable for identification purposes.

Letterhead:



Figure 4.7 Letterhead design

Mockup:

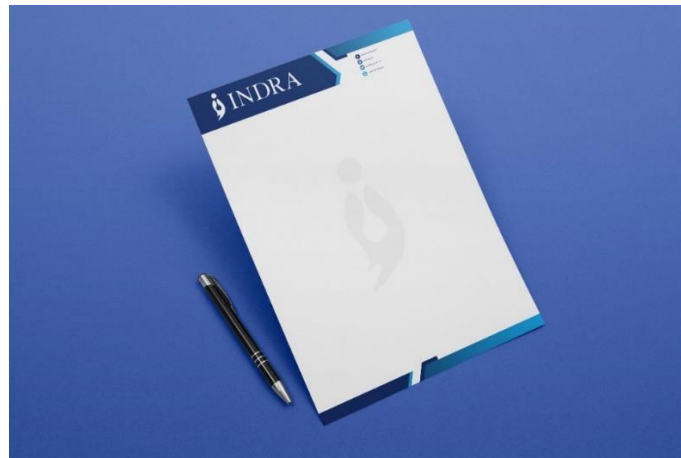


Figure 4.8 Letterhead mockup

This letterhead is clean and modern. It uses a blue color scheme and a simple layout with a prominent logo. The design is professional and reflects a focus on design excellence.

Webpage Design:

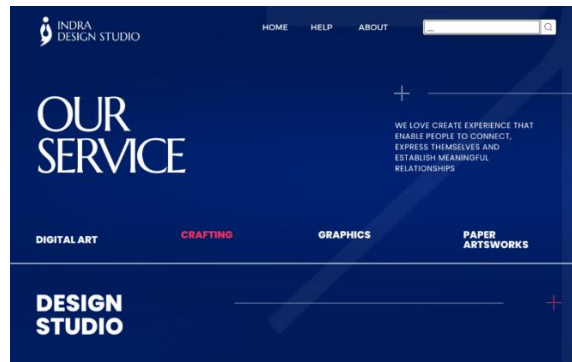


Figure 4.9 Webpage design

Mockup:

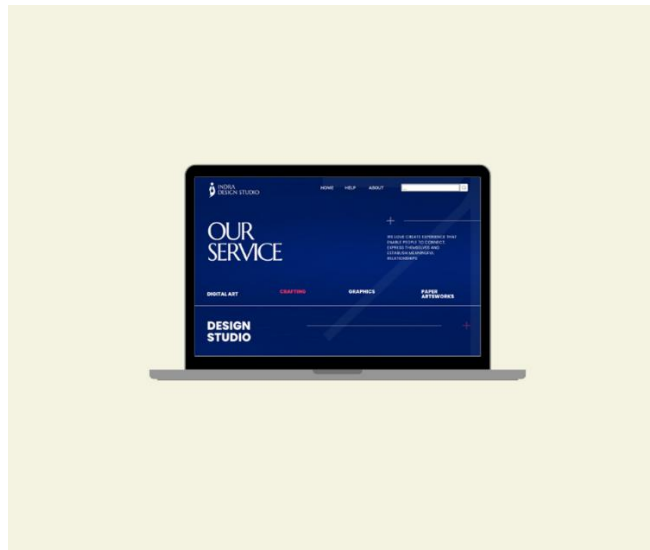


Figure 4.10 Webpage mockup

This webpage is clean and modern. It uses a dark blue background with white text for a professional and sophisticated look. The layout is simple and easy to navigate, with clear categories for the company's services. The design emphasizes the company's focus on creating meaningful experiences.

Social Media Poster:

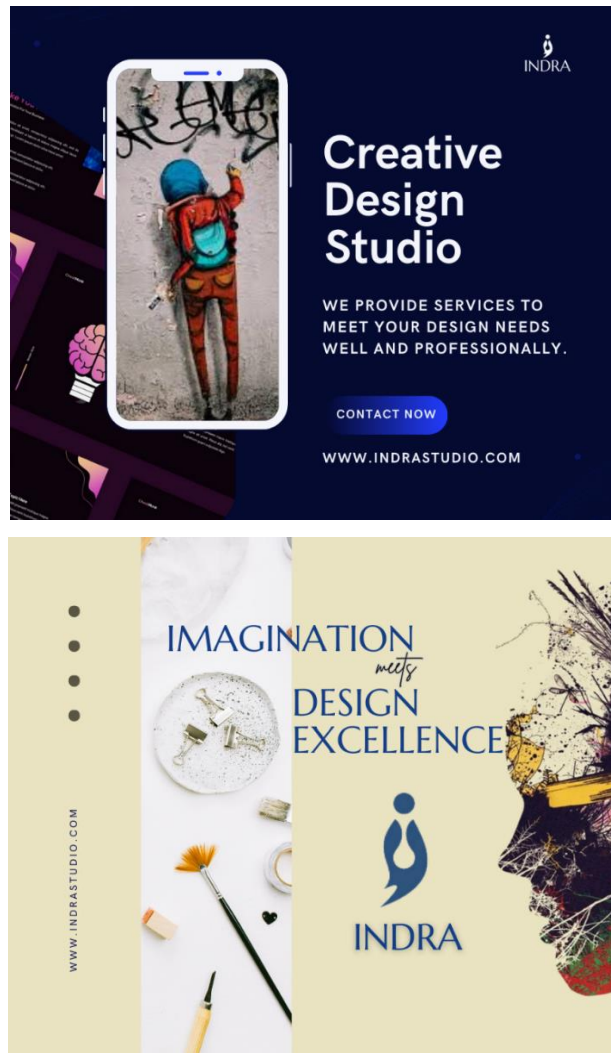


Figure 4.11 Social media poster design

This poster is visually striking and creative. It uses a warm color palette and an artistic design to capture attention. The tagline "Imagination meets Design Excellence" clearly communicates the company's values and expertise. The overall design is eye-catching and memorable.

Mockup:

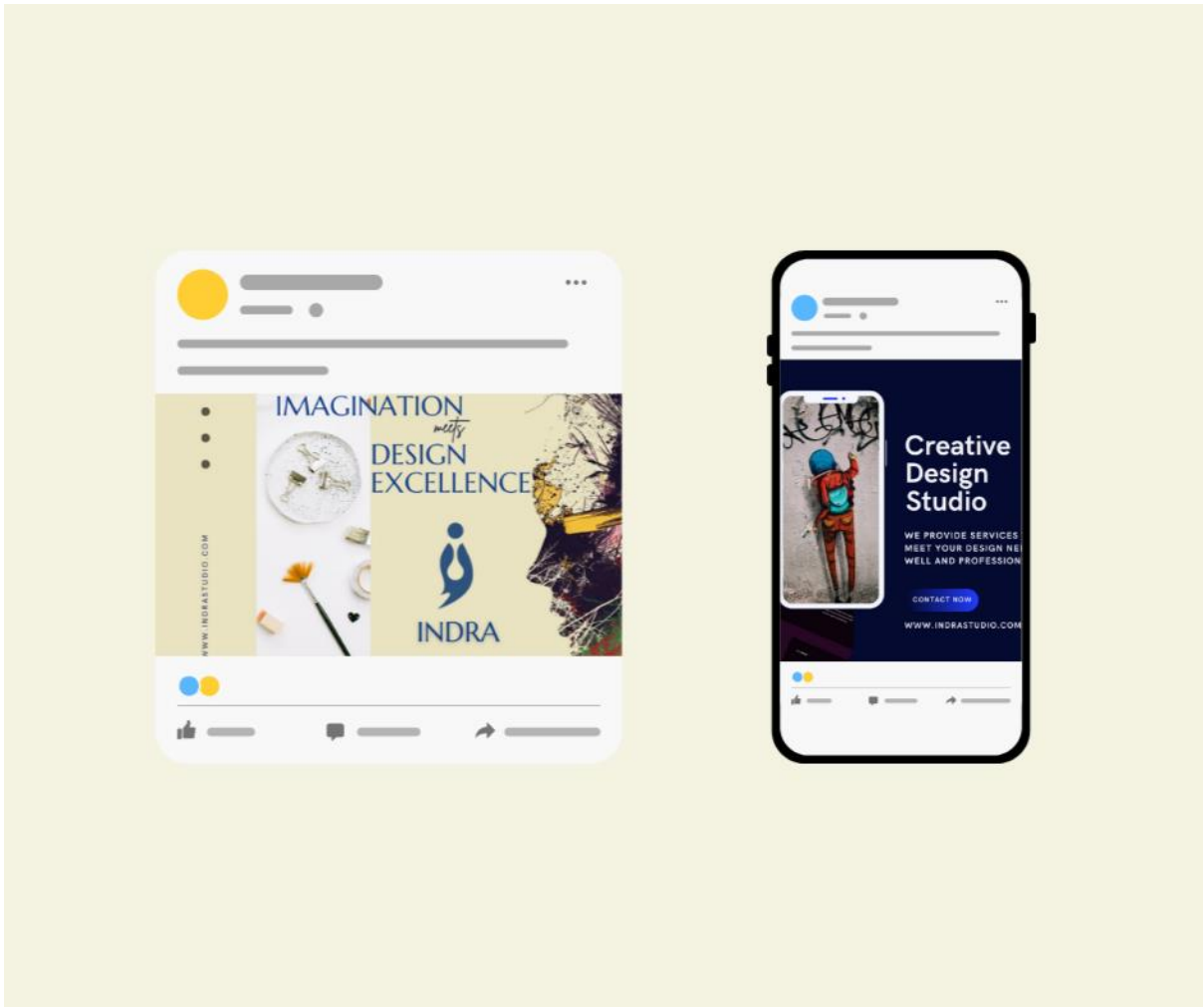


Figure 4.12 Social media poster mockup

Social Media Highlight:



Figure 4.13 Social media highlight design

Mockup:

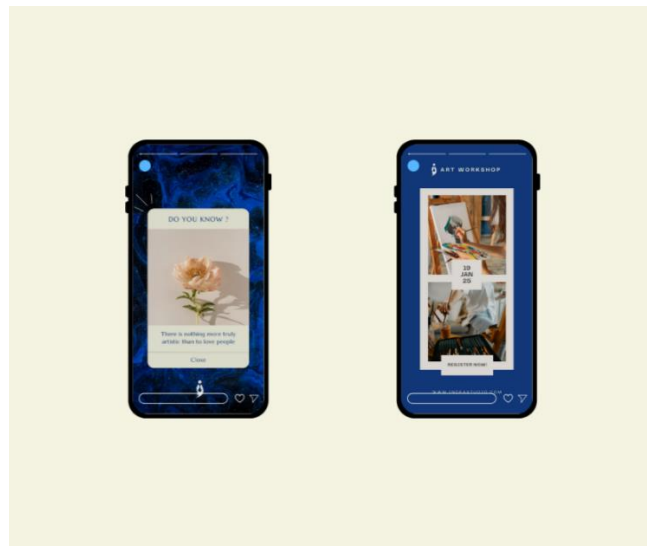


Figure 4.14 Social media highlight mockup

Calendar:



Figure 4.15 Calendar design

Mockup:



Figure 4.16 Calendar mockup

This calendar is visually appealing and functional. It uses a calming blue color scheme and an artistic background design. The layout is clear and easy to read, with each month clearly labeled. The design is modern and professional, and it would be a great addition to any workspace.

Packaging:

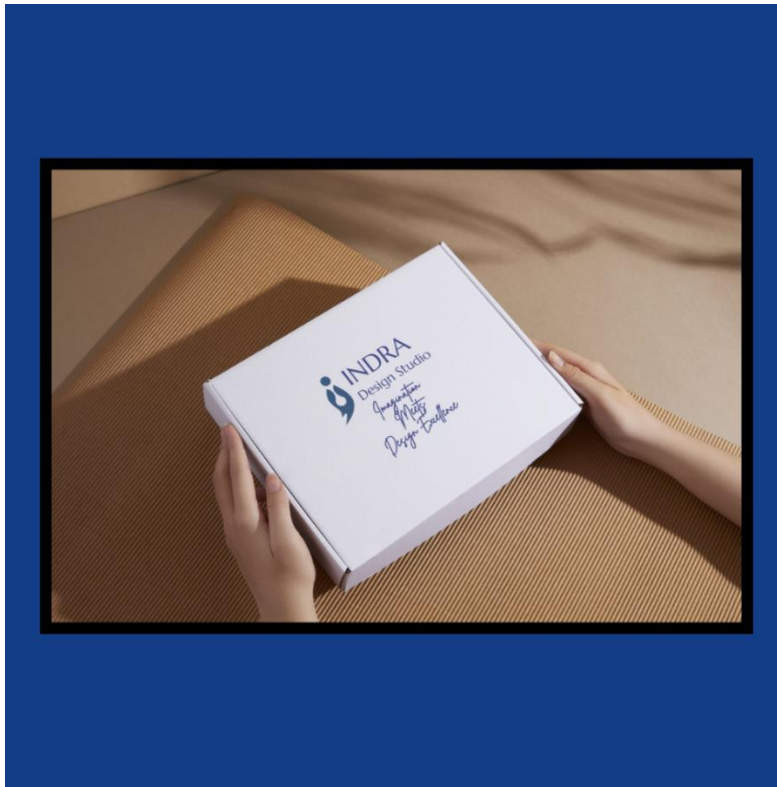


Figure 4.17 Packaging design

Envelop:



Figure 4.18 Envelop design

Mockup:



Figure 4.19 Envelop mockup

This envelope is modern and professional. It uses a deep blue background with a geometric pattern for a striking visual impact. The company logo and contact information are placed prominently, making it easy for recipients to identify the sender. The overall design is clean and sophisticated.

App Interface:

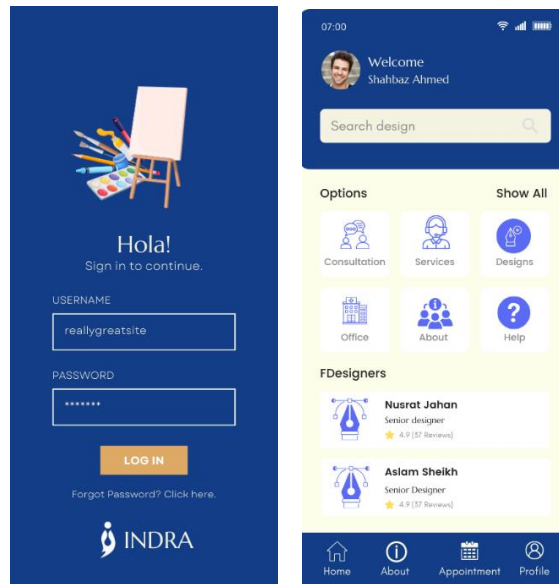


Figure 4.20 App Interface design

Mockup:

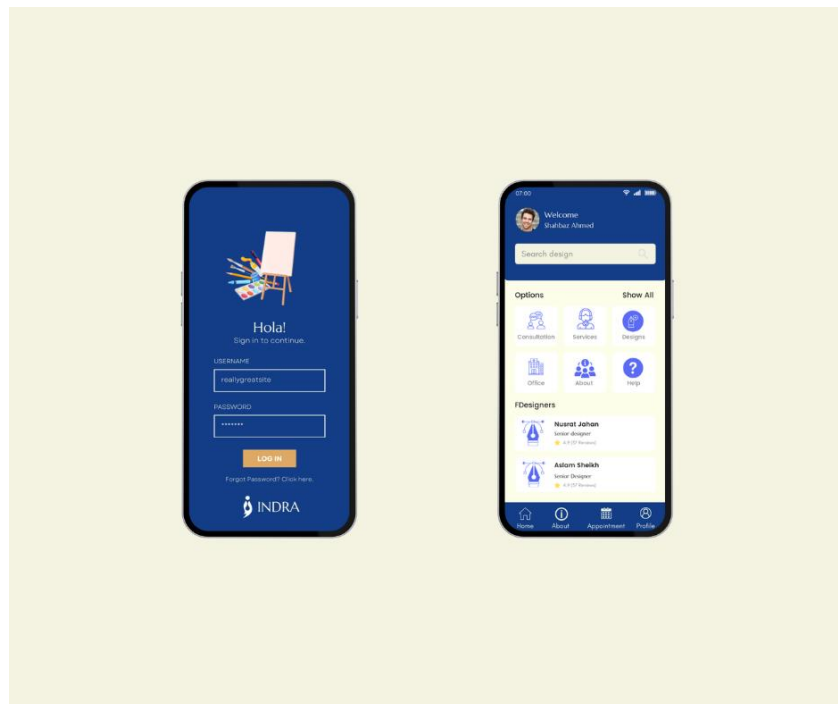


Figure 4.21 App Interface mockup

Brochure:



Figure 4.22 Brochure Design

Mockup:



Figure 4.23 Brochure mockup

Cover Page:



Figure 4.24 Facebook Coverpage Design

Mockup:




Figure 4.25 Facebook Coverpage mockup

This cover page is visually striking and creative. It uses a warm color palette and an artistic design to capture attention. The tagline "Imagination meets Art" clearly communicates the company's values and expertise. The overall design is eye-catching and memorable.

Email Marketing:

borcelle

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WELCOME TO OUR

Weekly Newsletter

we're so glad you're here!



HEY, HOW ARE YOU?

A Studio Update

We've Upgraded! Welcome to the New INDRA Studio. Big news! INDRA has undergone a transformation, and we're thrilled to unveil our upgraded studio space!


Our new studio is designed to inspire creativity, foster collaboration, and deliver even better design experiences for you. From enhanced workspaces to cutting-edge tools, every detail has been crafted with innovation and comfort in mind. We can't wait to welcome you to this refreshed space where imagination and design come alive. Stay tuned for behind-the-scenes glimpses and upcoming events—we're excited to create magic together!

📍 Visit us soon and see the change for yourself.

New Team Member Alert

THIS IS SAMIRA, OUR NEW DESIGNER!

We're thrilled to welcome Samira, our newest Graphic Designer, to the INDRA family! With a keen eye for detail and a passion for visual storytelling, Samira brings fresh creativity and innovative ideas to our team. Her expertise in crafting compelling designs and her dedication to pushing creative boundaries make her a perfect fit for our mission to deliver exceptional design solutions. Join us in giving a warm welcome to Samira—stay tuned to see her amazing work in action!



An Industry First

THIS IS BIG NEWS FOR THE CREATIVE INDUSTRY - DON'T BE LEFT BEHIND!

🔥 Inside the World of Design: Trends and Insights 🔥
 The design industry is evolving faster than ever, shaping the way we experience the world around us. From brands to technology, every element is influenced by innovative design. Here's what's trending in the design world:

- 🌱 Sustainability in Design: Eco-friendly materials and practices are no longer optional—they're essential. Designers are focusing on creating with the planet in mind.
- 👤 Personalized Experiences: Design is becoming more human-centered, tailoring solutions to individual needs and emotions.
- 🤖 The Rise of AI: Artificial intelligence is transforming how we approach design, speeding up processes while pushing creative boundaries.
- 🎨 Minimalism Meets Bold Expression: Clean, simple aesthetics are paired with striking visuals and daring color palettes for maximum impact.

At INDRA, we stay at the forefront of these trends, ensuring every project we deliver is modern, relevant, and impactful. Curious to know more or collaborate with us? Let's shape the future of design together.

Work with us today

HAVE ANY QUESTIONS ABOUT WORKING WITH US?

Mail us your imagination. It is our duty to make that reality. You can drop any questions related to work.

[LET'S CHAT!](#)

INDRA DESIGN STUDIO | indrastudio@gmail.com
 WWW.INDRASTUDIO.COM

Figure 4.26 Email Marketing Design

Mockup:

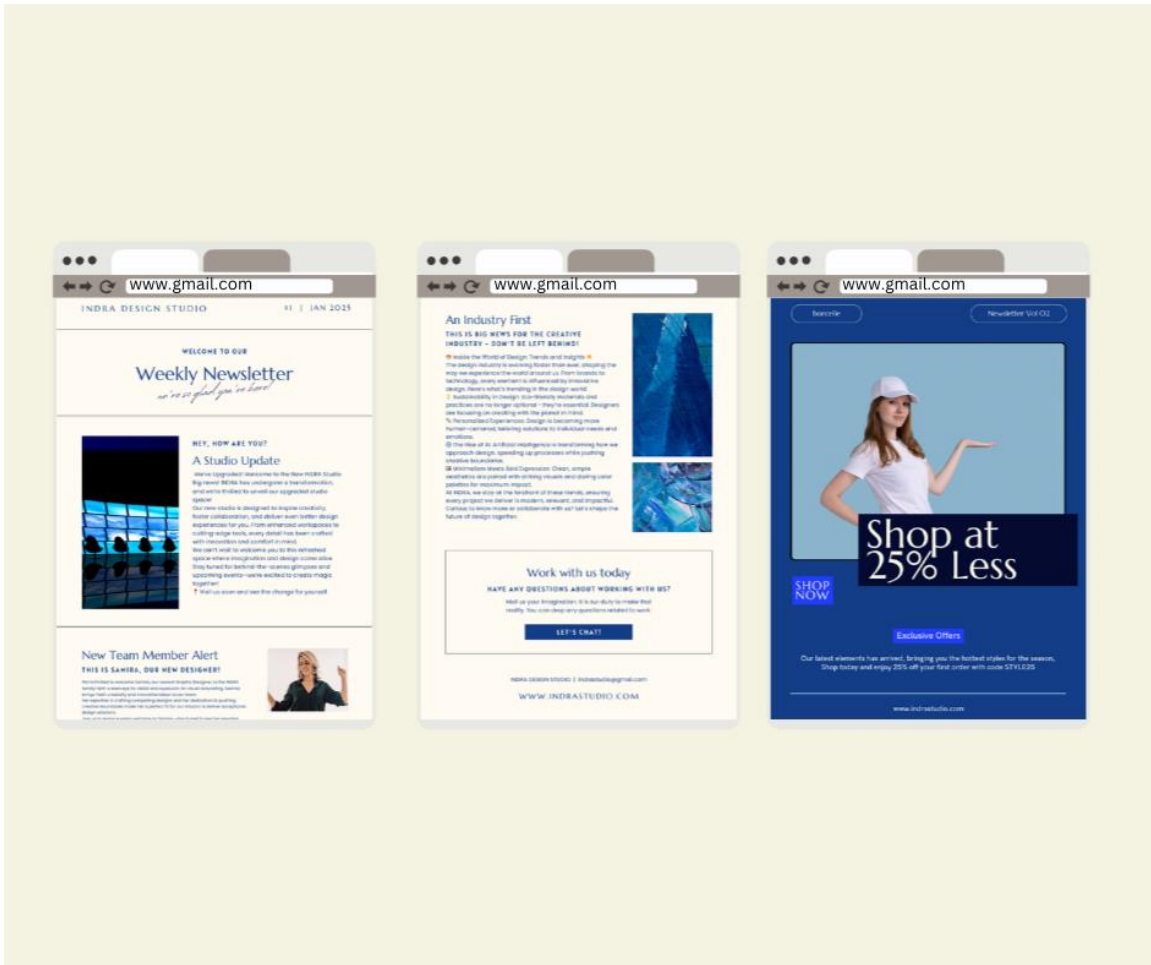


Figure 4.27 Email Marketing mockup

Event Banner:



Figure 4.28 Event Banner Design

Mockup:



Figure 4.29 Event Banner mockup

Magazine & Newspaper:

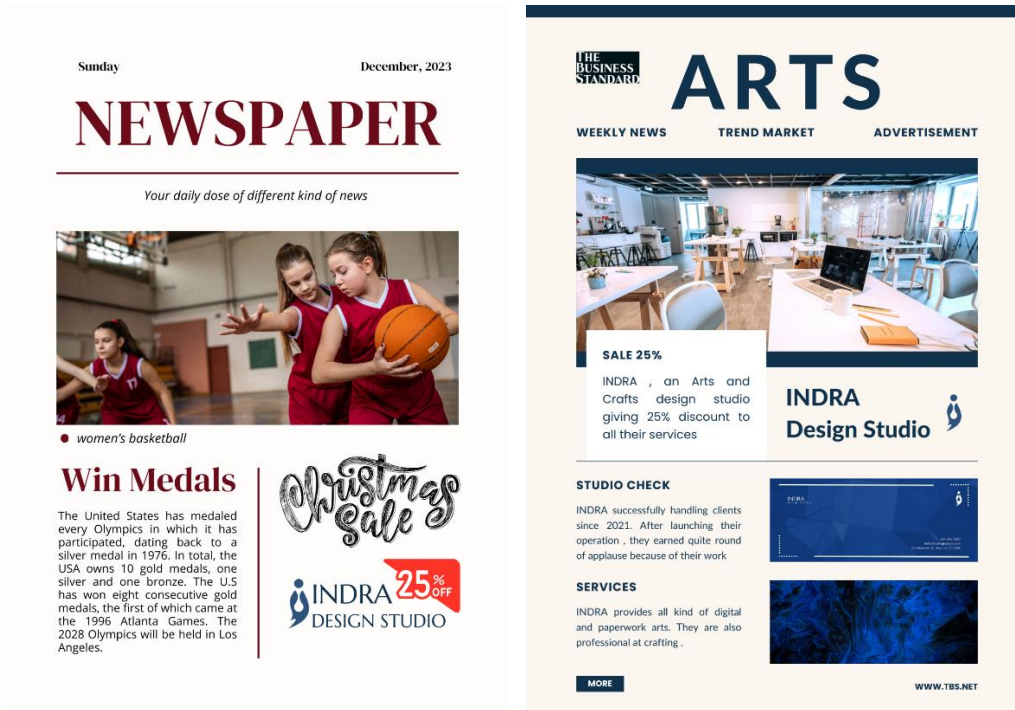


Figure 4.30 Magazine & Newspaper design

Mockup:

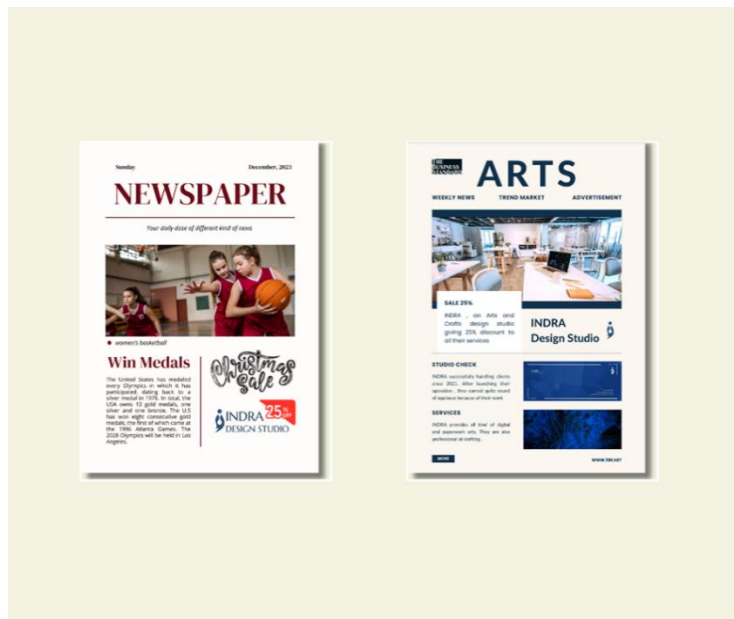


Figure 4.31 Magazine & Newspaper mockup

Merchandise:



Figure 4.32 Merchandise mockup

CHAPTER 5

IMPACT ON SOCIETY, ENVIRONMENT AND SUSTAINABILITY

5.1 Impact on Society

Indra, who is for handmade art, the local artisans are supported and the cultural traditions maintained. It gives a great opportunity for artists to expose their talents, with the possibility of earning from what they do. Building community, preserving cultural history, and fostering innovation are some of the results derived from the appreciation by Indra for local art. It also allows buyers to express themselves with unique pieces of art, enabling them to connect with the world of art on an even deeper level.

5.2 Impact on Environment

Respect to the Environment Indra is committed to minimizing the footprint in nature as much as possible with practices and materials friendly to the planet. The list of natural raw materials used regionally in the company is huge, such as clay. Indra also sends its products in recyclable containers to avoid more pollution with transport and residue. Indra promotes responsible purchasing and appeals to a clientele that is more environmentally aware with the sale of sustainable art supplies.

5.3 Ethical Aspects

Ethical Considerations Indra tries to treat its artists with respect and pay an adequate price for their work, giving them due credit. This builds a good, trustworthy relationship not only with the artists but also with customers buying their products. As Indra does not encourage mass production, customers are targeted to consciously buy items that are unique in quality, respects the traditions.

5.4 Sustainability Plan

Plan for Long-Term Sustainability Indra is focusing on minimizing the waste produced at the production and packaging stages, as well as increasing the use of eco-friendly materials, in order to sustain its business for a longer period. Beyond that, the company is going to

make clients aware of how much sustainable art is important and also provide support for local artists with workshops and projects. With such a multi-faceted approach, Indra will be able to build a responsible image and prove itself committed to helping the arts and the environment.

CHAPTER 6

CONCLUSION AND FUTURE SCOPE

6.1 Discussion and Conclusion

Discussion and Closing Comments Indra researched a possible handcraft art business that would specialize in culture, customized work, and being eco-friendly. The concept is to tie in art of the past to what is wanted today. In selling one-of-a-kind, customized art, Indra allows the consumer to assist locally while providing something quite different for those customers that do not want the mass marketed art. This venture showcases the importance of preserving traditional art skills, using environmentally responsible practices, and doing business in an ethical way. It's possible to create a brand that appeals to the thinking consumer and contributes to social good by taking care of the environment. Succinctly said, Indra founded premises for an art brand fully submerged in an artistic expression of its rich cultural legacy by using eco-friendly production methods. Besides being unique and customized works for its customers, this is a case that depicts the large possibility of enterprises in loving art as much as the environment.

6.2 Scope for Further Developments

A Room for Additional Developments to Follow Future plans for Indra could be directed towards offering a new product range and services like interactive sessions of classes for customers where clients can paint with the aid of professionals. They may also provide a digital tool to let customers create artwork online. In the future, Indra might also collaborate with various educational institutions in the field of art education and with other companies that treat the environment with care. With constant innovative ideas and ready to adapt to customers' needs, Indra will be in a position to be the first choice for everyone when looking for customized art, friendly to the environment.

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