

Brand Design & Development

**STUDIO
SUBCULT™**

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INTRODUCTION

Hello!

We are excited to be a creative partner in your brand building journey. We request you to take time and review this proposal, which gives an overview of our services, capabilities, project process, timeline and investments required for this project. Please take a look at the levels of arrangements and let us know if you have any questions or concerns before we initiate the project.

Regards,
Studio Subcult



@StudioSubcult

We Build Experiences

As your creativity partner, together we will leverage the power of good design and compelling storytelling, to create remarkable experiences that solve business challenges and fulfill growth objectives simultaneously. Bringing forth the best growth solutions for you, we give you a competitive advantage that sets you apart from the crowd.

Our Clients




@StudioSubcult

 **SOME OF A KIND**

 **Harvyora**

Minimode

 **unacademy**

OUT NOORM.

MONTÈ ALBAN

DAPPER

Calday

OLD SCHOOL
KOMBOCHA

**THE
DETAILING MAFIA**

 **FOLK
TRADES**

 **invoid**

**DOHRA**

KAAZA

 **100
Feet
Films.**

 **flow
for
hope**

 **أسواق
ASWAQ**

 **emmadi**
SILVER JEWELLERS

**THE
ARTISAN
CREW.**

Aeolin

Great trails
BY GRT HOTELS

 **D'CORE FAB**

LIRO

GRT
HOTELS & RESORTS
— THE POWER OF ART —

Nvoi

**Jivatah**

**posh.**

Urban Rituals

 **InLite**
Furnishing

**Neeth
Studio**

BALLUCCI

FASTEX

**ABIDA RASHEED**

**LINDENVALE**
FOOD AND BEVERAGE GROUP

**Greenoetics**



WHAT WE DO

Our Services & Capabilities

We ensure growth for our clients through persuasive campaigns, engaged audiences and well-executed brand experiences. We enable you to distinguish yourself to the audience, differentiate yourself from the competition and establish your brand in the consumer psyche. We do this across multiple touch points to help organizations achieve their goals.

Strategy

Branding & Design

Digital Development

Content Production



WHAT WE DO

Our Services & Capabilities

Strategy

- Brand Strategy
- Brand Architecture
- Discovery & Research
- Brand Positioning
- Brand Audit
- User Experience
(Functional & Emotional)
- Content Strategy
- Campaign Strategy
- Communication Plan

Branding & Design

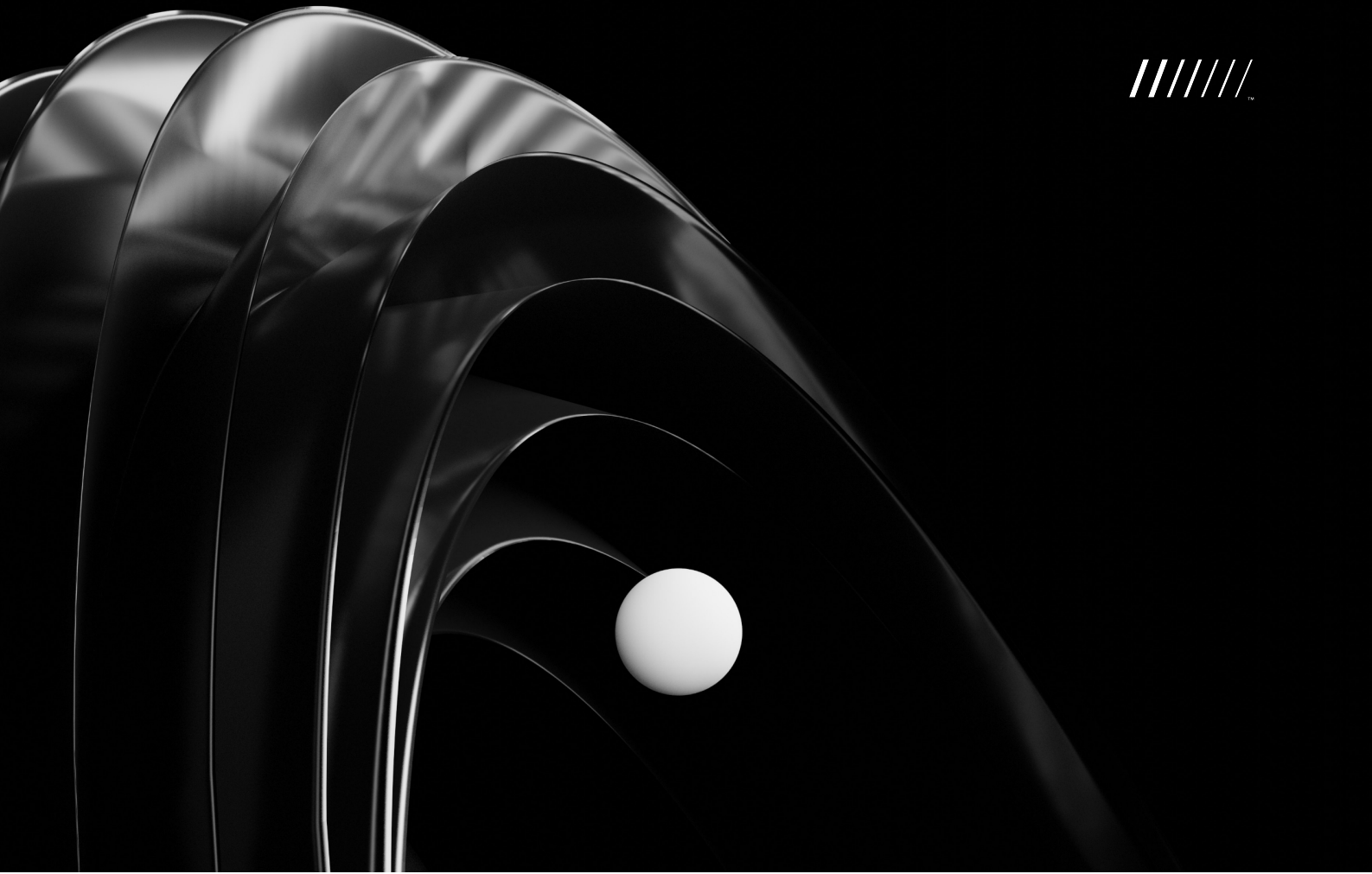
- Brand Development
- Rebranding
- Visual Identity System
- Verbal Identity System
- Logo Suit & Applications
- Brand Imagery
- Brand Messaging
- Brand Guidelines
- Brand Story
- Iconography
- Merchandise
- Stationary Design
- Print & Packaging Design

Digital Development

- Website Design
- Website Development
- Responsive Web Design
- UX/UI
- Wireframing
- Prototypes
- SEO Optimization

Content Production

- Copywriting
- Illustrations
- Brand Videos
- Product Shoot
- Product Videos
- Social Media Handling
- Digital Content



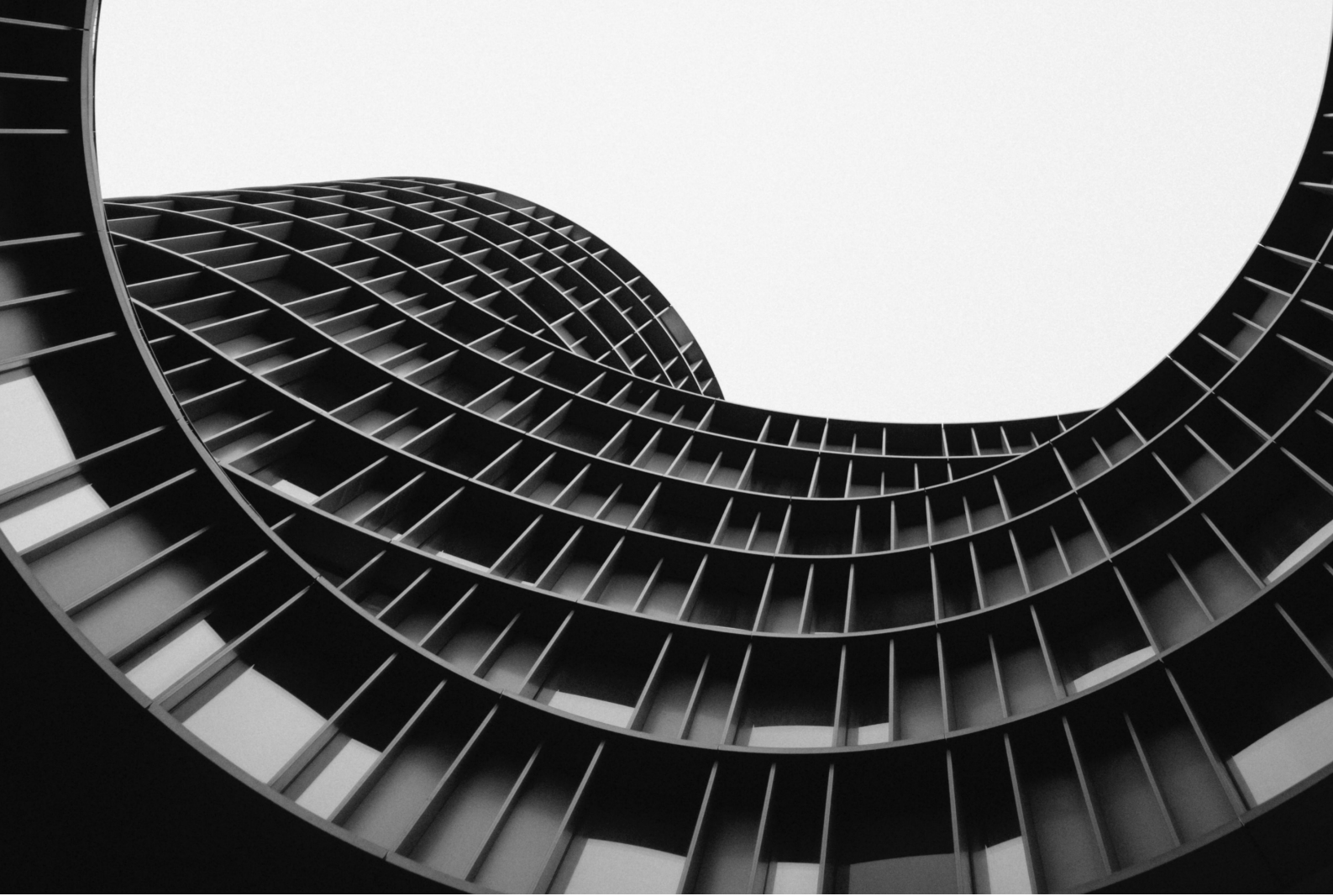
Design & Development

Process & Workflow

An active and conscious branding process allows you to shape your brand with intention and control. So many details go into creating a brand that a meticulous process is your best bet for managing them all. You don't create an unforgettable brand image all at once—it's done one deliberate step at a time. Every step overlaps the next stage and often it goes back & forth, but having a path to follow can help the process go smoothly.

Project Timeline & Meetings

TASK	TIME	MEETINGS	EXPERT
Discovery	1-2 Hour	●	Team Meetup
Brand Audit	3-5 Days	●	Brand Strategist + Verbal Director + Creative Director
Research & Insights	7-8 Days	●	Research Strategist + Brand Strategist + Creative Director
Brand Strategy	10-12 Days	●	Brand Strategist + Creative Director + Verbal Director
Visual Identity	15-20 Days	●	Creative Director + Visual Director
Verbal Identity	7-9 Days	●	Creative Director + Verbal Director
Corporate Identity	5-6 Days	●	Creative Director + Visual Director
Packaging Design	10-15 Days	●	Creative Director + Visual Director
Web Design	10-15 Days	●	Creative Director + Visual Director + Web Design Expert
SEO Optimization	10-12 Days	●	Creative Director + Stalkus Digital
Brand Launch	30 Days	●	Creative Director + Strategist + Social Media Manager
	Approx. 9 Weeks	Approx. 14 Meetings	



Brand Audit

Brand Strategist + Creative Director

01

Internal Branding
3 - 5 Days

Brand Core Analysis
Internal Brand Analysis
Customer Analysis

We audit the mechanics of your organization through Internal and External Analysis, to learn in depth of the challenges you are facing in brand growth. Through Internal and external analysis, we understand your business, map the consumer experience, touchpoints and define the brand goals and challenges.

- Brand Audit Meeting with the Founders
1-2 Hours
- Report Delivery Meeting
1 Hour



Research

Research Strategist + Creative Director

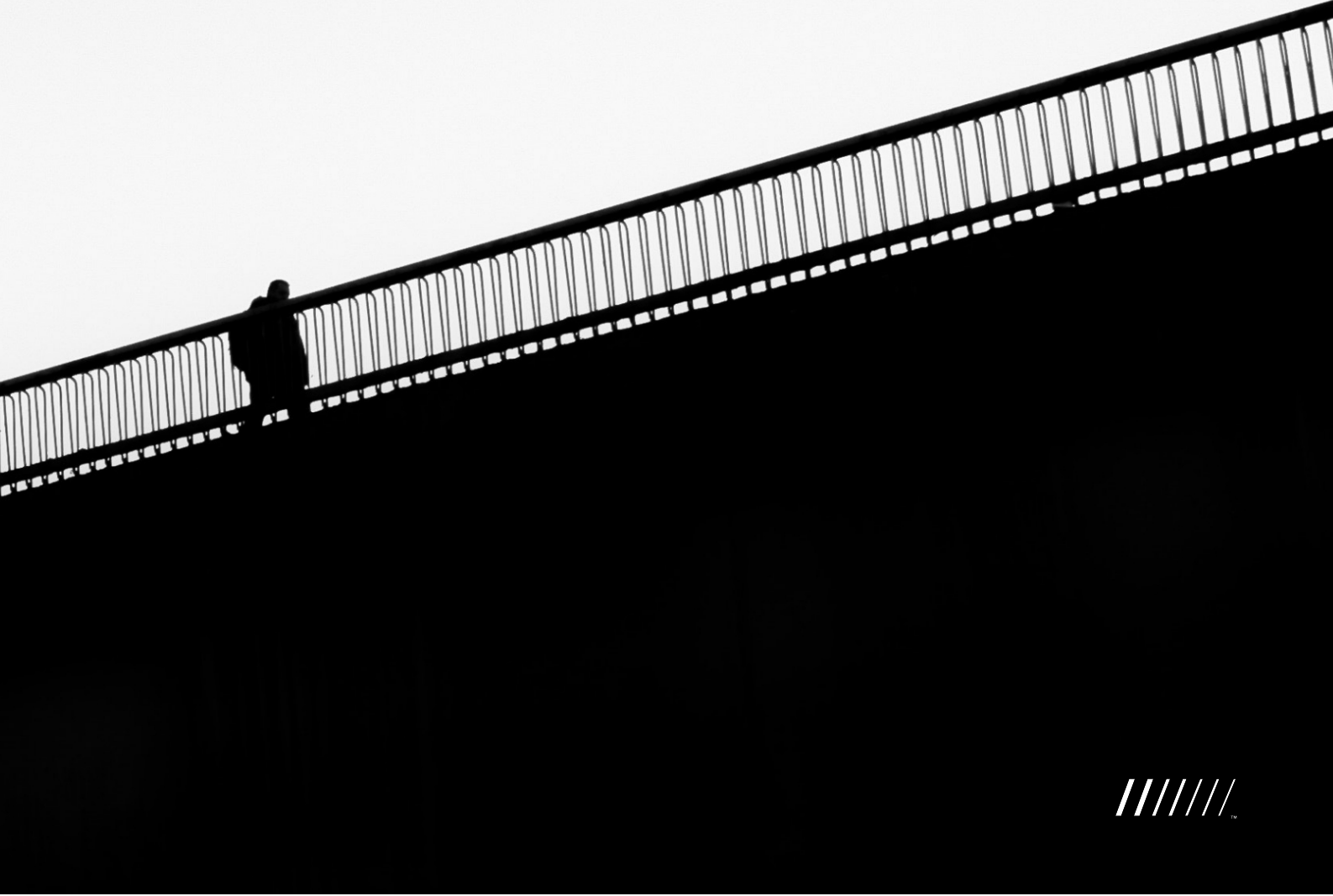
02

Internal Branding
10 - 17 Days

Market Study
Competitive Analysis
Trend Analysis
Customer Analysis
Consumer Analysis

In-depth research gives us meaningful insights into the market & industry, product and lifestyle trends, consumer mindset and aspirations. We analyze competitors, their offerings and brand development activities. Research enables us to identify specific target groups to develop identity and content needed to inspire them.

- Research & Insights Meeting with the Founders
1-2 Hours | Research Strategist + Creative Director
+ Brand Strategist + Verbal Director + Visual Director



Brand Strategy

03

Brand Strategist + Research Strategist + Creative Director + Verbal Director

Internal Branding
10 - 12 Days

Brand Core

Brand Purpose
Brand Vision
Brand Values

Brand Positioning

Brand Market
Brand Audience
Brand Goals

Brand Persona

Brand Personality
Brand Voice
Brand Tagline

Uncovering the target audience, understanding their aspirations, defining your relationship with them and planning how to inspire action through messaging is fundamental to ensuring long-term brand success. Brand strategy encompasses steps that position your brand in the industry and cement your brand in the consumer mindset.

- Brand Core Meeting with the Founders
2-3 Hours
Brand Strategist + Creative Director

- Brand Strategy Delivery Meeting
2-3 Hours
Brand Strategist + Creative Director



Brand Identity

Creative Director + Verbal Director + Visual Director

04

External Branding
15 - 20 Days

Verbal Identity

Verbal Director
Creative Director

Brand Story
Brand Messaging
Writing Goals
Content Guidelines
Social Media Copy

Visual Identity

Creative Director
Visual Director

Logo Mark
Wordmark
Color Suite
Typography Suite
Brand Pattern
Brand Elements
Iconography
Brand Imagery
Brand Guidelines

Corporate Identity

Creative Director
Visual Director

Stationary Design
Business Card
Letterhead
Packaging Design
Design Mockups

Brand identity involves developing a comprehensive visual & verbal framework that can effectively communicate & inspire the target audience to connect, consume and follow your brand. Based on the positioning and aiming for the desired differentiation, We activate your purpose and proposition with the fundamental creative building blocks all brands need: from logo and colour palette through to bespoke typography and imagery.

- Conceptualization Meeting
1-2 Hours | for each co-brands
Creative Director + Visual Director
- Logo Concept Meeting
1-2 Hours | for each co-brands
Creative Director + Visual Director
- Packaging Concept Meeting
1-2 Hours
Creative Director + Visual Director



Web Design & SEO

05

Creative Director + Web designer + Stalkus Digital

External Branding
10 - 15 Days

Wireframing
Website Prototyping
Website Navigation & layouting
Website Content
SEO Optimization

We'll help you translate the essence of your identity into a practical and intuitive interface, so that it's easy to navigate and thrive in the digital space. We optimize it for better reach to promote higher conversion rate

- Web Concept Meeting
1-2 Hours
Web Designer + Creative Director
- Design Review Meeting
1-2 Hours
Web Designer + Creative Director
- SEO Requirements Meeting
1-2 Hour
Creative Director + Stalkus Digital Expert



Brand Launch

06

Creative Director + Manager + Visual Designer + Copywriter

External Branding
30 Days

Social Media Handling	(30 days)
Social Media Management	(30 days)
Social Media Content Creation	(30 days)
Content Direction	(30 days)

We design the experience and the events of your launch, as a part of external branding, and help you keep momentum post-launch. We help you launch your brand to the world, with special focus on communicating to the target audience with messages aimed to inspire and act. We help you navigate brand development activities and attain meaningful growth with time.

- Campaign Strategy Meeting
1-2 Hours
Creative Director + Strategist

Meet the Team

@StudioSubcult



Mohammed Hisham CP

Founder Studio Subcult
Project Role : Brand Strategist
Experience : 8+ years in Brand Strategy & Design
Qualification : B.Des, Communication Design
(NIFT Alumni)
Ex- Unacademy



Abhirami Vinod

Co-Founder Studio Subcult
Project Role : Research & Insights
Experience : 3+ years in Research
& Brand Management
Qualification : B Tech, MFM
(Specialized in Brand Management from NIFT)



Divyanshi Verma

Co-Founder Studio Subcult
Project Role : Creative Direction
Experience : 6+ years in Brand Design
Qualification : B.Des, Communication Design
(NIFT Alumni)
Ex- Unacademy | Invoid



Martin Thomas

Co-Founder Studio Draft
Project Role : Visual Communication
Experience : 4+ years in Brand Design
Qualification : B.Des, Communication Design
(NIFT Alumni)



Snehal Krishna

Co-Founder Studio Subcult
Project Role : Verbal Communication
Experience : 5+ years in Brand Communication
Qualification : B.Des, Communication Design
(NIFT Alumni)



Abdul Rahman

Founder Studio Draft
Project Role : Project Management
Experience : 4+ years in Brand Design
Qualification : B.Des, Product Design
(NIFT Alumni)



Jasir P

Founder Minimode
Project Role : Marketing manager
Experience : 10+ years in Marketing & Sales
FDDI Alumni



Hari Krishna

Founder Someofakind
Project Role : Advisor
Experience : 5+ years in Brand Design
NIFT Alumni, NIT Alumni, FDDI Alumni



Vishnu DS

Project Role : Financial Officer
Experience : 5+ years in Project Management
Qualification : CMA

We are a family of vibrant and young talents, handpicked from diverse fields, interests and walks of life. We are young, brimming with creative energy and always looking for crazy new ideas that can revolutionize the world. Complex business problems can be often solved by simple and efficient solutions. And we love solving puzzles.

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