

VISUAL IDENTITY REDESIGN FOR
ORGANIC ERA
THESIS REPORT

SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENTS
FOR THE AWARD OF THE DEGREE
OF
MASTER OF DESIGN
IN
VISUAL COMMUNICATION

Submitted By:

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DECLARATION

I, Vertika (2K22/MDVC/10) do hereby declare that the project report submitted to the Delhi Technological University (Formerly Delhi College of Engineering) in partial fulfilment for the award of degree in Master in Design entitled, **“Visual Identity Redesign for Organic Era”** is an original piece of work carried out by myself under the guidance and supervision of Mr. Partha Pratim Das.

I have duly acknowledged all the sources and references used by me in the preparation of this thesis.

I further declare that the information has been collected from genuine & authentic sources

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CERTIFICATE

This is to certify that this dissertation entitled “**Visual Identity Redesign for Organic Era**” submitted in partial fulfilment, for the award of degree in Master of Design of the Delhi Technological University (formerly Delhi College of Engineering), which is the result of the bona fide research work carried out by Vertika (2K22/MDVC/10). I find the work complete, comprehensive, and of sufficiently high standard to warrant its presentation for the examination. I further certify that the work has been carried out under my guidance and has not been submitted earlier to any other university for the Degree or Diploma.

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ABSTRACT

This thesis explores the rebranding of Organic Era, a small startup dedicated to organic and sustainable products. The project focuses on redefining the brand's visual identity to better align with its mission of promoting natural and cruelty-free living while addressing challenges in brand recognition and visual coherence.

The research examines the importance of branding for small businesses in the organic product industry, analyzing competitor strategies, market trends, and customer expectations. Insights revealed gaps in Organic Era's existing identity, such as inconsistent visual elements and a lack of emotional connection with its target audience. These pain points shaped the Problem Statement, emphasizing the need for a cohesive and impactful brand identity.

The thesis proposes an Opportunity Statement for creating a sophisticated and moderately luxurious visual identity that resonates with the brand's values of sustainability and quality. Through the design of a new logo, color palette, typeface, packaging, and mockups, the project delivers a refreshed identity that enhances Organic Era's market appeal and aligns with its ethos.

By prioritizing consistency and emotional engagement, the rebranding aims to position Organic Era as a trusted and recognizable name in the organic lifestyle market, contributing to its growth and long-term success.

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Chapter 1

INTRODUCTION

1.1 Genesis

For the commencement of my sponsored project during the 4th semester (final semester) of my Master of Design, I joined RPW Organic (OPC) Pvt Ltd, operating under the brand name Organic Era, for a period of 14 weeks, from 10 January, 2023, to 10 April, 2023.

Throughout my academic journey, I have been deeply drawn to the creative aspects of visual communication and branding, particularly in crafting designs that resonate with both users and business objectives. This internship offered me the opportunity to work on the rebranding of Organic Era, a project that required me to think creatively while adhering to the brand's ethos of sustainability and natural living. The experience not only allowed me to refine my design skills but also solidified my passion for creating impactful visual identities that bridge the gap between aesthetics and functionality.

As a visual communication design intern, my primary responsibility was to redesign the brand's visual identity to better align with its mission and values. The project began with an analysis of Organic Era's existing branding, including its logo, color palette, typeface, and packaging. I then conducted market research to understand competitor strategies and consumer preferences. From there, I developed design concepts, created prototypes, and delivered final designs, which included a refreshed logo, a cohesive color palette, typography guidelines, packaging designs, and mockups.

This comprehensive project exposed me to various stages of branding, from research and ideation to final implementation. The experience has been instrumental in shaping my skills as a designer and has laid a strong foundation for my career in visual communication and branding.

1.2 About the Organization



Figure 1: Logo Organic Era

Organic Era is a small yet ambitious startup under RPW Organic (OPC) Pvt Ltd, dedicated to promoting natural, sustainable, and cruelty-free living through its range of organic daily essentials. The brand offers products such as facewash, tea, and pulses, focusing on a lifestyle that is both eco-conscious and consumer-friendly.

The mission of Organic Era is deeply rooted in its commitment to sustainability and the well-being of its customers. It seeks to empower individuals to make healthier choices for themselves and the planet. By sourcing organic ingredients and adhering to ethical practices, Organic Era has carved a niche for itself in the growing organic product market.

Despite its strong values and high-quality offerings, Organic Era faced challenges in establishing a cohesive and impactful brand identity. Recognizing the importance of creating a memorable and visually engaging presence, the company initiated a rebranding effort to better align its visual identity with its mission and appeal to its target audience of environmentally conscious consumers.

With its emphasis on going natural and prioritizing sustainability, Organic Era strives to be more than just a brand; it aspires to be a lifestyle choice for those who value purity, health, and environmental responsibility.

Chapter 2

PROJECT OVERVIEW

2.1 Overview

In the highly competitive organic products market, establishing a strong and cohesive brand identity is essential for creating a lasting impression and building trust among customers. Organic Era, a small startup offering organic and sustainable products, recognized the need to redefine its visual identity to better communicate its values and stand out in a saturated market.

The rebranding project aimed to address several challenges faced by Organic Era, including inconsistent visual elements, lack of emotional resonance with its target audience, and limited market presence. The goal was to develop a unified and impactful visual identity that not only reflects the brand's core values of sustainability, natural living, and cruelty-free practices but also appeals to its audience of environmentally conscious consumers.

The rebranding process involved a thorough analysis of Organic Era's existing branding, an examination of market trends, and insights gained from competitor research. Key deliverables included the creation of a new logo, a refined color palette, a consistent typeface, packaging designs, and mockups that align with the brand's ethos and target audience.

These design solutions were crafted to enhance the visual coherence of the brand, convey its commitment to sustainability, and establish a moderately luxurious and sophisticated image. By focusing on these aspects, the project seeks to position Organic Era as a trusted and recognizable name in the organic products industry, enabling the brand to achieve long-term growth and success.

In conclusion, this project not only aimed to strengthen Organic Era's market presence but also highlighted the transformative power of thoughtful design in bridging the gap between a brand's mission and its audience's expectations.

2.2 Introduction

About The Project

This project focuses on rebranding Organic Era, a startup offering organic and sustainable products. The goal was to create a cohesive visual identity, including a new logo, color palette, typography, packaging, and mockups. The rebranding aimed to align with the brand's mission of promoting natural and cruelty-free living while appealing to environmentally conscious consumers.

Brand Name

"Organic Era" is simple, memorable, and effectively communicates the brand's core values of sustainability and natural living. It emphasizes a shift towards organic products, resonating with consumers seeking a healthier and eco-friendly lifestyle.

- **Brand Name:** Organic Era
- **Tagline:** "The Essence Of Nature"

This name and tagline encapsulate the brand's mission and create an emotional connection with its environmentally conscious audience.

Research Questions

The research questions guiding this project are:

1. How can branding be utilized to effectively communicate Organic Era's core values of sustainability and natural living?
2. What are the gaps and limitations in Organic Era's existing visual identity?
3. How do competitors in the organic products market create impactful and consistent branding?
4. What visual identity elements can best reflect Organic Era's mission and appeal to its target audience?
5. How can the redesigned branding enhance customer trust, recognition, and engagement with the brand?

Aim and Objectives

The primary aim of this project is to redefine Organic Era's visual identity to align with its mission of promoting sustainability, natural living, and eco-conscious consumer choices.

The specific objectives include:

- Analyzing the limitations of Organic Era's existing branding and identifying areas for improvement.
- Researching market trends and competitor strategies to gather insights for an effective rebranding approach.
- Developing a cohesive and impactful visual identity, including a logo, color palette, typography, packaging, and mockups.
- Ensuring the redesigned branding resonates with the target audience and enhances customer trust and engagement.
- Evaluating the effectiveness of the rebranding through feedback and brand performance metrics.

Scope Of The Project

The scope of this project includes the comprehensive rebranding of Organic Era, focusing on creating a cohesive visual identity. Deliverables comprise the design of a logo, color palette, typography, packaging, and mockups, along with strategic branding recommendations. The project targets aligning Organic Era's brand identity with its mission to promote sustainable and organic living while appealing to its environmentally conscious audience.

Limitations Of The Project

- **Time Constraints:** The project was completed within a limited internship period, which may have restricted the depth of exploration and iterations.
- **Resource Availability:** Access to extensive market data and user insights was limited, potentially affecting the thoroughness of research.
- **Audience Feedback:** Limited opportunities for large-scale testing or gathering feedback from the target audience may impact the evaluation of the new visual identity's effectiveness.
- **Implementation Scope:** The project focused on the conceptualization and design of the visual identity, leaving the implementation and long-term impact evaluation outside its scope.

Research Methodology

The research methodology for this project uses a mixed-method approach, combining both qualitative and quantitative techniques to analyze Organic Era's branding and user perception. The rebranding process follows an iterative framework with five key stages: **Empathize, Define, Ideate, Design, and Test.**

This approach ensures a thorough understanding of the brand's challenges, the creation of a cohesive visual identity, and ongoing refinement based on stakeholder feedback, aligning the new branding with Organic Era's mission and audience expectations.

Conclusion

Small companies often face challenges when it comes to effective branding. This thesis emphasizes the importance of strategic planning and a deep understanding of branding practices. In this chapter, we introduced the topic, provided background information, and outlined the scope and research questions that guide the project.

In the next chapter, we will delve into the literature review, exploring existing theories and research on branding to lay the foundation for the design and development of the rebranding strategy for Organic Era.

Chapter 3

LITERATURE REVIEW

3.1 Introduction

In this chapter, we aim to explore previous research and discussions related to the topic of this thesis, providing insights that will guide the analysis and help answer the research questions posed earlier. Through the examination of various models, such as Keller's Strategic Brand Management process and Porter's Five Forces, we will highlight the importance of branding not only for large companies but also for small businesses like Organic Era. This literature review will serve as a foundation for understanding the principles and strategies of effective branding in the context of small businesses.

3.2 Branding

Branding has evolved into a critical element of modern business, extending far beyond its initial role of differentiating products. In today's society, branding is woven into every facet of life: from the products we consume to the lifestyles we embrace, influencing not only markets but social and cultural landscapes as well. Brands have transcended mere labels for products; they now represent values, beliefs, and even political stances, shaping how individuals perceive and connect with the world. For small businesses like Organic Era, branding is more than just an economic tool; it also serves as a powerful social construct. It plays a pivotal role in establishing a connection with consumers by tapping into their emotions, values, and personal identities. With consumers increasingly seeking products that align with their values, a strong brand can become a symbol of trust, quality, and authenticity—qualities especially significant for small, emerging businesses.

Originally, branding was used to distinguish products in the marketplace, promising consistency and quality. Today, however, brands are valued for offering unique benefits that go beyond the physical attributes of a product. For Organic Era, this means building a brand that not only reflects its mission of sustainability and organic products but also cultivates an emotional bond with its target audience. This emotional connection can simplify purchasing decisions and foster loyalty, encouraging consumers to choose Organic Era over competing brands.

In a competitive landscape, perceived uniqueness is what allows brands to thrive and maintain value. For Organic Era, defining a clear, distinct brand identity can create a competitive edge and drive both short-term and long-term success. By offering consumers a brand that embodies their values—such as environmental consciousness and cruelty-free practices—the brand has the potential to command a premium, building customer loyalty and supporting its growth.

Objectives Of Branding

Branding serves numerous purposes and plays a critical role in shaping a company's identity, connecting with its target audience, and gaining a competitive edge in the market. A well-defined brand represents the company's image, personality, and core competencies, creating an emotional bond with customers while differentiating it from competitors. The framework of a strong brand allows a company to communicate effectively, build credibility, and foster user loyalty.

In the context of Organic Era, branding is not limited to targeting competition or specific market segments. Instead, it aims to position the company as a unique provider of solutions to consumer needs in the organic product sector. The objectives of effective branding for Organic Era include:

- Emotionally connecting with the target audience.
- Delivering clear and compelling messages.
- Establishing trust and credibility.
- Motivating customers to choose Organic Era over competitors.
- Cultivating long-term loyalty among users.

Branding also supports broader strategic goals such as differentiating products, creating distinctive market segments, and enhancing corporate reputation. For Organic Era, branding becomes a vehicle to highlight its commitment to sustainability, natural solutions, and customer satisfaction, aligning the brand's value system with its corporate mission. Furthermore, achieving a mutually beneficial relationship between the company and its customers requires a balanced brand mix. Companies like Organic Era face the challenge of ensuring their brand not only drives sales and profitability but also embodies their values, builds a strong reputation, and creates meaningful engagement with their audience.

By emphasizing these branding objectives, Organic Era can strengthen its market position, resonate with consumer values, and contribute to the overall growth of the organic products sector.

Porter's Five Forces

To understand the competitive dynamics in the organic products industry, we can utilize Porter's Five Forces framework. This analysis helps identify the internal and external challenges faced by businesses, regardless of size, in a highly competitive environment. For Organic Era, these forces provide insights into navigating market complexities and leveraging branding to establish a unique position.

1. **Threat of New Entrants:**

The organic product market is growing, attracting new players. However, the costs of establishing a brand and building consumer trust act as significant entry barriers. Organic Era can strengthen its position by emphasizing its commitment to sustainability and superior product quality, creating a loyal customer base that newcomers may struggle to capture.

2. **Bargaining Power of Suppliers:**

Suppliers in the organic product sector hold considerable influence due to limited availability of high-quality organic raw materials. To mitigate this, Organic Era can focus on building strong relationships with reliable suppliers and exploring sustainable sourcing strategies to maintain a steady supply chain.

3. **Bargaining Power of Buyers:**

Consumers are becoming more demanding, seeking organic products that align with their personal values and preferences. By offering transparency, customization, and consistent quality, Organic Era can enhance its appeal, reducing buyer power by meeting and exceeding customer expectations.

4. **Threat of Substitutes:**

Non-organic and mass-produced products often compete on price and availability. Organic Era can differentiate itself by highlighting the health, environmental, and ethical benefits of its products, making substitutes less attractive to its target audience.

5. **Industry Rivalry:**

The organic sector is marked by intense competition, with both established brands and smaller businesses vying for market share. To stand out, Organic Era can leverage strategic branding that communicates its unique values and positions it as a trusted, premium choice in the market.

By analyzing these forces, Organic Era can better understand the competitive pressures and align its branding and business strategies to overcome challenges, maintain its market presence, and grow sustainably.

Marketing Advantages of Strong Brand

A strong brand is a valuable asset for any organization, providing numerous advantages that contribute to sustainable business growth and market dominance. Strong brands offer higher profit margins, ease of market entry, and customer loyalty, all of which support a company's ability to compete and succeed. For Organic Era, creating and maintaining a strong brand can pave the way for long-term success in the organic products industry. Strong brands enable businesses to establish trust and credibility with their customers. These attributes help build a positive perception of product quality and reliability. Customers are more likely to choose and remain loyal to brands they trust, which results in repeat purchases and advocacy. Organic Era can leverage this trust to strengthen its customer base and create a community of brand advocates who share its values of sustainability and organic living.

A well-established brand also simplifies marketing efforts. Unlike lesser-known brands that require extensive campaigns to create awareness, strong brands already possess a level of recognition that reduces the need for constant advertising. For Organic Era, this translates to a focus on emphasizing the brand's core mission and values without the need for excessive promotional activities.

Key benefits of a strong brand include:

- **Higher profit margins:** Customers are willing to pay premium prices for trusted and recognized brands.
- **Brand extension opportunities:** Strong brands make it easier to introduce new products and diversify offerings.
- **Resilience during crises:** Established brands can weather market uncertainties and maintain customer trust.

Moreover, strong brands play a critical role in driving innovation. They provide a platform for companies to launch new products with greater confidence in market acceptance. For Organic Era, this opens avenues for expanding its product line to meet evolving customer needs while staying true to its brand ethos.

In conclusion, building a strong brand is not merely about gaining a competitive edge but also about ensuring a sustainable and impactful presence in the market. For Organic Era, investing in brand strength will help secure customer loyalty, foster growth, and solidify its reputation as a leader in the organic product industry.

Developing a Unique Brand

In an era of demanding customers, intense competition, and relentless innovation, creating a unique brand is a powerful way for businesses to establish a competitive edge. A well-crafted brand not only helps a product or service stand out but also adds perceived value, making it more desirable to consumers. A strong brand extends beyond mere recognition—it conveys the essence of what the product or service represents. By fostering trust, a strong brand enables customers to visualize the qualities of a product even before purchasing, becoming a promise of satisfaction and reliability.

For businesses, a consistent and coordinated brand identity can bring together diverse elements of their offerings, enhancing consumer interest and awareness. When effectively designed, a brand reflects a commitment to quality, a trait that resonates deeply with customers and reinforces their confidence in the product. By highlighting the unique attributes of the service or product, branding serves as a bridge between what the business offers and what the customer perceives, providing an enriched understanding of its value.

A brand is shaped by both tangible and intangible elements. Tangible aspects include visual identifiers like the company's name, logo, and color scheme.

However, the true power of a brand often lies in its intangible qualities—perceptions and associations formed through customer experiences. These intangible expectations differentiate a product or service in the marketplace and create lasting emotional connections with consumers.

Building a unique brand requires thoughtful effort but offers significant rewards. It starts with identifying the distinct value a business brings to its customers, narrowing the focus to key attributes that define its essence, and consistently communicating this message to all stakeholders. By delivering on these promises, businesses can build strong brands that foster customer loyalty, increase market presence, and create a foundation for sustainable growth.

Branding Strategy

Branding is a strategic approach that focuses on creating, nurturing, and continuously developing a brand's value proposition. This involves cultivating a coherent and distinctive set of product attributes and values that appeal to customers while aligning with the broader goals of the business. Effective branding establishes a firm's reputation among its customers and stakeholders, fostering trust and enhancing market-based assets such as perceived brand value, equity, and overall credibility. These elements collectively help a business create strong market connections, enabling it to stand out and build long-term customer loyalty.

A well-thought-out brand strategy connects the firm to its external environment, creating opportunities for growth and innovation. By positioning a brand as a platform for value and trust, businesses can command the confidence of both potential and existing customers. This trust becomes a critical factor in achieving competitive differentiation, particularly in highly saturated markets. Branding, therefore, becomes a means to not only attract but also retain customers by fostering a deep and lasting connection with the audience.

In organizations, brand managers play a pivotal role in shaping long-term strategies to ensure profitability and market relevance. By collaborating with advertising agencies and understanding the needs of their target markets, these managers craft campaigns aimed at increasing market share and securing consumer loyalty. Such efforts help establish the brand as a recognizable and reliable entity, offering an edge in an intensely competitive business landscape.

Branding strategies typically fall into two categories: building and buying. A building strategy focuses on organically developing a brand over time. This approach, while resource-intensive and involving higher risks, allows for the creation of a robust brand foundation with enduring value. On the other hand, a buying strategy involves acquiring or merging with an existing brand to achieve faster market entry and lower risks, though it may lack the long-term stability of a well-established organic brand.

The choice between building and buying depends largely on a company's objectives. Firms prioritizing financial returns may lean toward acquisition strategies, focusing on immediate impact.

Meanwhile, companies aiming to enhance reputation, market share, and consumer trust often opt for building strategies that align with their long-term vision. For businesses looking to establish their identity and grow sustainably, an integrated branding strategy is indispensable, serving as a cornerstone for market success and customer satisfaction.

Components of branding

In creating a strong and distinct brand, several key components play a vital role in setting it apart from competitors. These elements—image, identity, reputation, and positioning—serve as the foundation for building a brand that resonates with consumers and maintains a competitive edge in the market. Each of these aspects contributes uniquely to the overall brand strategy, and their combined impact ensures a sustainable and differentiated presence.

Brand Image : The brand image refers to the perception and emotional response that consumers associate with a brand. It is shaped by the visual elements, communication style, and the overall experience that the brand delivers. A strong and positive brand image builds trust and loyalty, making the brand memorable in the minds of consumers. For instance, effective use of logos, colors, taglines, and advertisements reinforces the image, ensuring consistency and recognition across all touchpoints.

Brand Identity : Brand identity represents the unique attributes that define a brand's essence. It encompasses the visual and verbal elements—such as logos, typefaces, and tone of voice—that reflect the brand's personality. Identity is the starting point of differentiation, as it communicates what the brand stands for and how it wants to be perceived. By crafting a distinct and cohesive identity, businesses can establish a clear connection with their target audience, ensuring that their messaging resonates on a deeper level.

Reputation : Reputation is the outcome of sustained efforts to maintain quality, reliability, and customer satisfaction. It is built over time and is influenced by the brand's actions, customer experiences, and public perception. A strong reputation enhances credibility, ensuring that customers view the brand as a trustworthy and dependable choice. Maintaining transparency, delivering on promises, and engaging positively with stakeholders are essential to safeguarding a brand's reputation.

Positioning : Positioning is about defining a brand's place in the market relative to its competitors. It highlights the unique value proposition that the brand offers, ensuring that it stands out in a crowded marketplace. Effective positioning involves understanding the needs and preferences of the target audience and aligning the brand's offerings to fulfill those needs uniquely. A well-positioned brand communicates its benefits clearly and convincingly, ensuring that it appeals directly to its intended audience.

Chapter 4

RESEARCH METHODOLOGY

4.1 Introduction

This chapter outlines the research methodology adopted for the study, designed to address the research questions introduced earlier. It provides a detailed explanation of the type of research chosen and elaborates on the approach, strategy, and data collection techniques utilized. These elements form the foundation for exploring how Organic Era can effectively build and manage its brand, ensuring a comprehensive understanding of the research process and its relevance to the objectives of this project.

4.2 Type of Research

Exploratory research is often the first step in understanding and clarifying the nature of a problem. It is primarily used to explore an issue when there is limited information or when the problem is not clearly defined. This type of research doesn't provide conclusive evidence or specific actions but sets the groundwork for more in-depth studies. Descriptive research, on the other hand, focuses on describing the characteristics of a phenomenon or population. Unlike exploratory research, descriptive research answers specific questions such as who, what, where, how, and when, but does not provide explanations for the causes of the findings.

For Organic Era, the research aims to gain a deeper understanding of the brand management challenges faced by small companies, particularly in the context of creating and managing a strong organic brand. While the research begins as exploratory, as it addresses an initial issue in an unclear problem area, parts of the study will also be descriptive. For example, the identity and image of the Organic Era brand can be measured against established branding theories to understand how they apply to this specific case. Exploratory research alone won't provide direct actions, but by drawing conclusions from the study, we can identify strategies that best suit Organic Era's needs. Therefore, the research is both exploratory and descriptive in nature.

4.3 Study Rationale

The increasing competition among national firms and the dominance of multinational companies in the organic and natural product industry highlight significant challenges for smaller brands like Organic Era. These companies often struggle to achieve

growth, profitability, and brand recognition in a crowded marketplace. Observations from industry discussions and scholarly conversations about small business branding inspired this research. A review of existing literature revealed a significant gap in research on branding strategies specifically tailored for small businesses in the organic sector, making this an area worth exploring. This study aims to address this gap by investigating how Organic Era can develop and strengthen its brand identity to thrive in a competitive environment.

4.4 Research Approach

Research approaches generally fall into two broad categories: qualitative and quantitative. A qualitative approach focuses on gaining an in-depth understanding of a subject rather than measuring it. It aims to describe a situation in detail, delving deeply into the problem area, and typically relies on a smaller number of respondents. This approach explores multiple variables in depth within a limited scope. Conversely, quantitative methods work with larger, representative samples of the population, making the results generalizable. This method is centered on measuring and quantifying aspects, often addressing "how many" or "how much."

For Organic Era, a qualitative research approach is most suitable. This approach allows for a detailed examination to gain a deeper understanding of the brand's identity, challenges, and strategies. Since the focus is not on numerical measurements but on understanding "how" Organic Era can strengthen its brand identity, an exploratory case study method aligns well with the research objectives. This approach will enable the investigation of nuanced aspects of the brand's current standing and potential growth in the organic product industry.

4.5 Research Strategy

Three primary research strategies are commonly utilized: experiments, surveys, and case studies. Among these, the case study approach is particularly well-suited for addressing research questions framed as "how" or "why." For Organic Era, the research question begins with "how," making the case study strategy an ideal choice.

The case study approach is effective for conducting an in-depth investigation of a specific problem, offering a comprehensive view of the organization being studied. For this research, a single case study will be employed, focusing on Organic Era as the primary entity. This approach will allow for a detailed exploration of the company's branding challenges and opportunities, primarily through interviews to gather qualitative insights.

4.6 Data Collection

The process of collecting data is essential to effectively answer research questions and meet the objectives of the study. For Organic Era, gathering relevant information will help in addressing the branding challenges and opportunities identified. Since this study requires an in-depth understanding of specific issues, the focus will be on primary data collection. Empirical studies, such as interviews and direct observations, will serve as the primary source of information, ensuring that the insights obtained are tailored to Organic Era's unique context.

SECONDARY DATA

For Organic Era, secondary data will also play a crucial role in gaining a broader understanding of the branding landscape and addressing the research question. Secondary data will be gathered from peer-reviewed articles, journals, books, and government publications related to the study. These sources will provide valuable context and support in explaining and framing the research problem more effectively.

By utilizing existing data, Organic Era can build on previous knowledge, enabling a more comprehensive analysis of the branding challenges faced by small businesses in the organic products industry.

PRIMARY DATA

For Organic Era, the data collection will focus on interviews, which are highly suitable for obtaining detailed and qualitative insights. Interviews provide the flexibility and close interaction needed to explore branding challenges comprehensively. According to best practices in case study research, interviews can be conducted in three formats:

- **Focused Interviews:** Predefined discussion structure.
- **Open-Ended Interviews:** Respondents share freely without specific constraints.
- **Structured Interviews:** Respondents answer predefined questions.

For this study, focused interviews will be conducted via telephone to gather the required data. These interviews will be in Hindi, ensuring clarity and comfort as it is the native language for both the researcher and respondents.

Key participants for these interviews include:

- **Owner-Manager/CEO:** To provide insights into the benefits of brand development.
- **Brand Manager:** To discuss the brand image and the impact of branding strategies.

- **Director of Business Development & Planning:** To explain past and current branding strategies in depth.
- **Advertising Manager:** To share details on the use of brand identity and positioning for the company.

4.7 Conclusion

In this chapter, we have outlined the various research methodologies, approaches, and strategies used in this study, emphasizing the ones selected for our research. We have also discussed the data collection techniques, utilizing both primary and secondary data to support our analysis. Moving forward, the next chapter will focus on the empirical data collected and provide answers to our research questions, offering valuable insights into the branding strategies of Organic Era.

Chapter 5

DESIGN IDEATION & CONCEPT DEVELOPMENT

5.1 Introduction

In this chapter, we focus on the design process for Organic Era, specifically working on creating the visual identity that aligns with the brand's goals and personality. This includes designing the color palette, typography, logo, and overall brand identity. The aim was to develop a cohesive visual language that communicates Organic Era's commitment to natural, sustainable, and organic products. The design process involved several ideation stages, where we explored different concepts and refined them to reflect the brand's core values. Additionally, we worked on packaging designs that align with the brand's identity, ensuring that every element — from logo to packaging — resonates with the target audience and supports Organic Era's mission. Throughout the process, we focused on achieving a balance between aesthetics, functionality, and sustainability. This chapter illustrates how the design elements came together to form a strong, cohesive brand presence that tells Organic Era's story visually.

5.2 Key Design Elements

1. **Color Palette:**

A harmonious and earthy color palette was crafted, reflecting Organic Era's connection to nature and sustainability. The palette was designed to evoke trust, freshness, and elegance, ensuring that it complements the brand's organic ethos while being versatile for various applications.

2. **Typography:**

A modern yet approachable typeface was selected to establish a professional and sophisticated brand image. The typography ensures readability across digital and print mediums while emphasizing the brand's clean and minimalistic aesthetic.

3. **Logo Design:**

The logo was reimaged to encapsulate Organic Era's core values. It incorporates elements inspired by nature, such as leaves or subtle organic patterns, symbolizing growth, sustainability, and authenticity. The design ensures the logo is scalable and adaptable for diverse uses, from product packaging to digital platforms.

4. **Visual Identity:**

A cohesive visual identity was developed, encompassing guidelines for imagery, patterns, icons, and layouts. This ensures consistency across all brand touchpoints, whether it's social media, website design, or print materials.

5. **Packaging Design:**

The packaging was redesigned to enhance shelf presence while maintaining functionality and eco-friendliness. Materials were chosen to align with Organic Era's commitment to sustainability, and the design incorporates minimalistic graphics and informative labels to attract and educate consumers.

6. **Mockups:**

Realistic mockups were created to visualize the application of the brand identity across various mediums, including product packaging, shopping bags, social media templates, and advertising materials. These mockups were instrumental in showcasing how the new identity translates into real-world scenarios.

5.3 Mind Maps

Mind maps were used to brainstorm and organize ideas systematically for the rebranding process. Key mind maps created include:

1. **Color Palette Mind Map:** Explores different color combinations that align with Organic Era's brand values of nature, sustainability, and sophistication. It visualizes how the selected palette would work across various brand touchpoints.
2. **Typography Mind Map:** Focuses on selecting typefaces that convey Organic Era's identity as an organic and premium brand. The map highlights the interplay of fonts for headings, subheadings, and body text.
3. **Logo Design Mind Map:** Brainstorms symbols, shapes, and elements inspired by nature and organic concepts. It outlines potential logo styles and iterations to reflect Organic Era's essence.
4. **Packaging Design Mind Map:** Details ideas for packaging materials, layouts, and design elements that embody sustainability and functionality. This ensures the packaging aligns with Organic Era's eco-friendly mission.
5. **Visual Identity Mind Map:** Encompasses the overall branding strategy, integrating the color palette, typography, logo, and imagery. It visualizes how these elements create a cohesive and recognizable brand identity.
6. **Mockups Mind Map:** Plans the creation of realistic mockups for product packaging, social media posts, and promotional materials. This map ensures the brand identity looks consistent across all mediums.

5.4 Design Rationale and Process

Logo

The name primarily speaks about the product. The name reflects the brand's belief that they are not just creating a brand, but contributing to a larger shift in societal consciousness—an era where organic practices are not just a trend, but a fundamental aspect of daily life. And the visual identity should reflect the story the brand tells.

Organic Era's core values center around : nature, minimalism and elegance. The brand's logotype is inspired by nature, utilizing a pattern that enables the creation of abstract forms reflecting these influences.

IDEATION

The process of designing Organic Era's logo involved exploring multiple ideas to find a symbol that encapsulates the brand's ethos and personality. Initial brainstorming sessions focused on concepts that reflect the brand's organic roots, sustainability, and sophistication.

Various sketches and digital drafts were created, experimenting with shapes, typography, and iconography inspired by nature. From abstract symbols to representations of leaves and earth elements, each iteration was refined to balance simplicity with distinctiveness. After thorough evaluation and feedback, the final design was chosen for its ability to resonate with Organic Era's target audience while staying true to its brand essence.



Figure 2: Ideation of logo

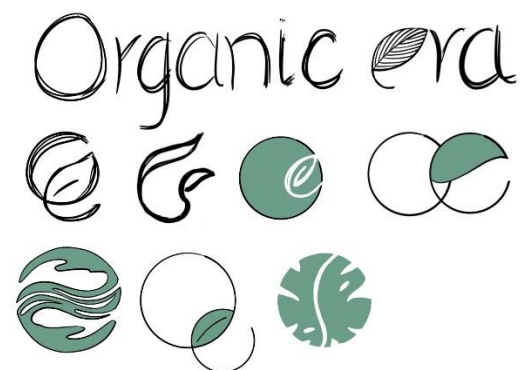


Figure 3: Ideation of logo 2

FINALISED LOGO

Organic Era’s core values revolve around nature, minimalism, and elegance, and these principles are seamlessly integrated into the brand’s logotype. Drawing inspiration from the organic patterns found in nature, the logo design employs fluid, abstract forms that evoke the essence of leaves, water, and natural symmetry.

The minimalistic approach ensures that the logotype remains clean and timeless while exuding an air of sophistication. By blending natural elements with abstract geometry, the logo reflects Organic Era’s commitment to sustainability and its aspirational elegance, making it both visually compelling and deeply aligned with the brand’s identity.

Breakdown of logo



Figure 2: Breakdown of logo



Figure 3: Representation of logo

Typography

PRIMARY TYPEFACE

For the primary typeface, Kugile was selected to embody the essence of Organic Era's brand personality. The rounded curves of Kugile evoke a sense of "organic," mirroring the brand's dedication to natural and sustainable products. Additionally, the serif elements introduce a layer of elegance and sophistication, aligning seamlessly with Organic Era's moderately luxurious tone. This balance of organic warmth and refined luxury makes Kugile an ideal choice for the brand's core messaging and identity.

SECONDARY TYPEFACE

The secondary typeface, Quicksand, was chosen for its clean and minimal composition, ensuring a modern and approachable feel. Its simplicity enhances readability across different mediums, from packaging to digital platforms, while maintaining a cohesive visual harmony with Kugile. By pairing these two typefaces, Organic Era achieves a typography system that is both functional and aesthetically appealing, catering to the needs of its diverse audience.



Figure 4: Typeface

Color Palette

The colour palette for Organic Era draws inspiration from the natural world, reflecting the brand's commitment to organic and sustainable living. Each shade was carefully selected to represent elements of nature—greens from leaves, blues from water, earthy tones from sand and dunes, and soft whites from snow. These choices capture the essence of Organic Era's connection to the environment and its emphasis on authenticity and purity.

A pastel palette was chosen to evoke a sense of calmness and minimalism, resonating with the brand's goal of promoting a serene and organic lifestyle. The soft hues ensure versatility across various design applications, maintaining a gentle and welcoming aesthetic that appeals to Organic Era's target audience. This thoughtful combination of colors reinforces the brand's identity as natural, modern, and soothing.

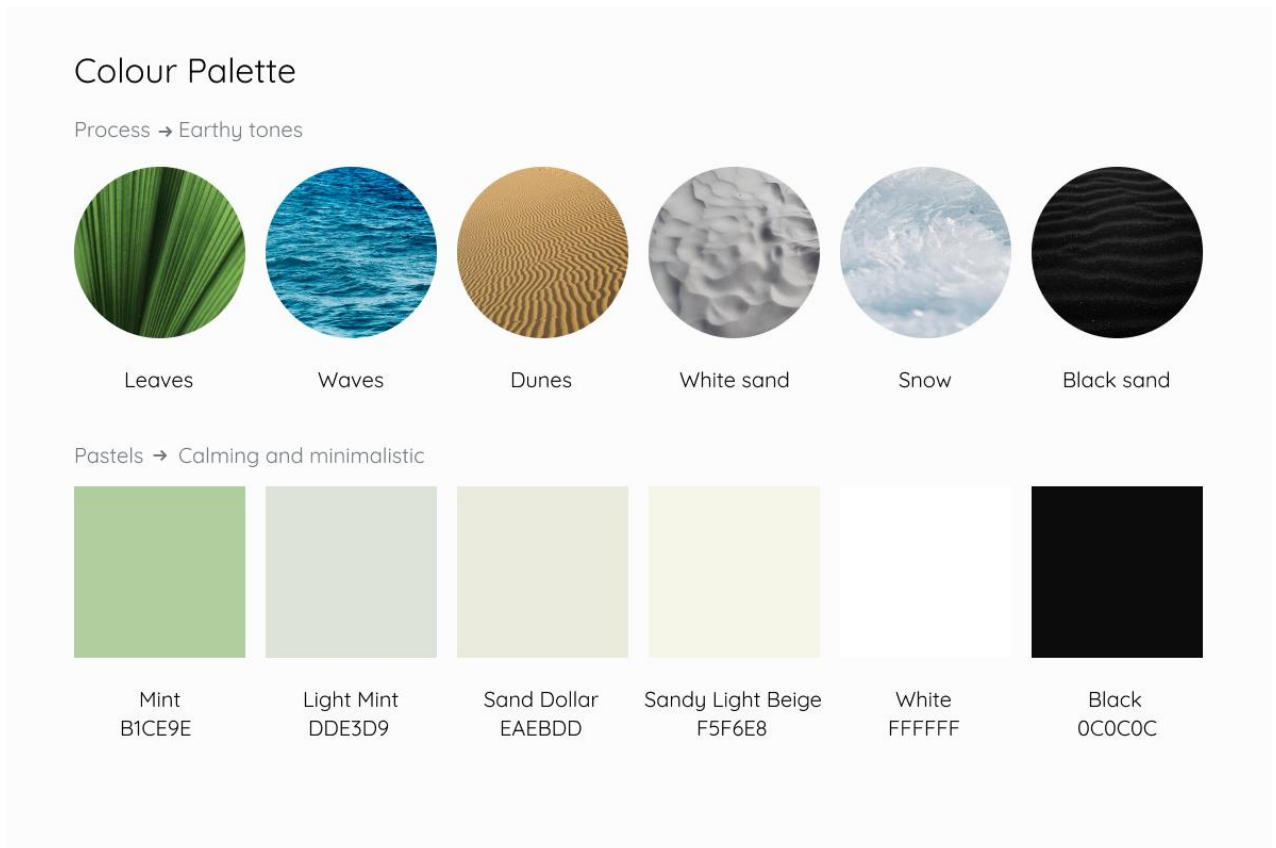


Figure 5: Colour Palette

Packaging Design System

The packaging for Organic Era is crafted to embody a minimalistic aesthetic, aligning with the brand's commitment to simplicity and elegance. The design prioritizes clean lines, subtle details, and a clutter-free layout to create an understated yet impactful visual identity. This approach ensures that the packaging reflects the brand's ethos of purity and sustainability while standing out in a competitive market.

To develop a distinctive design, a detailed study of competitor packaging was undertaken. This analysis provided valuable insights into industry trends and highlighted opportunities to create a unique brand presence. By balancing minimalism with distinctive visual elements, the final packaging design achieves a harmonious blend of functionality and aesthetics, effectively communicating Organic Era's organic and premium nature to its audience.

Packaging Design System

Layout construction → Front side

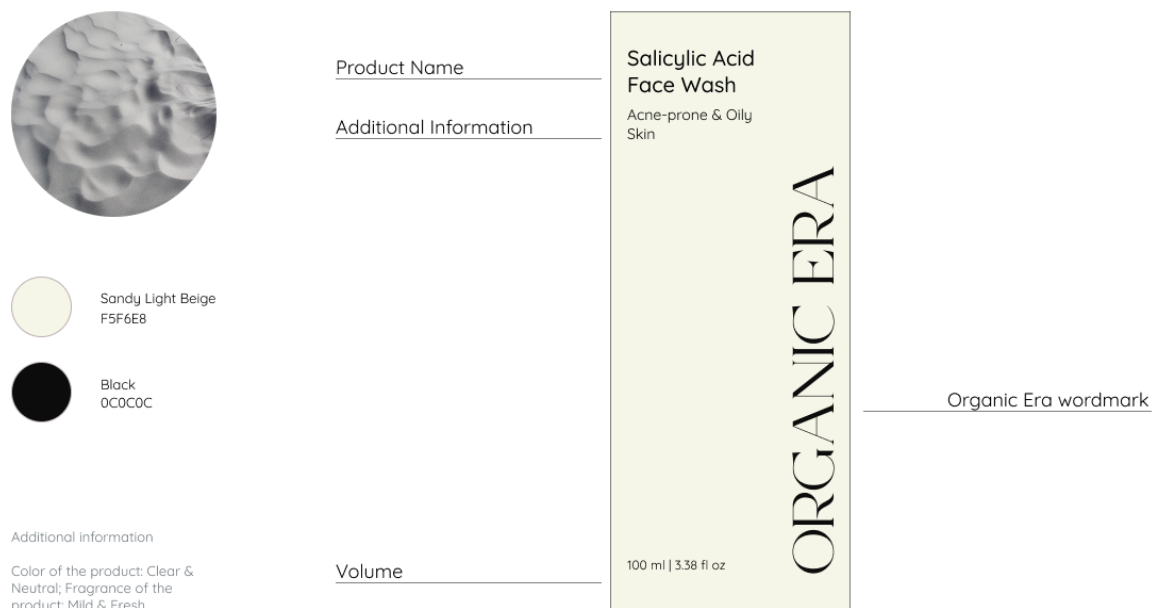


Figure 6: Packaging Design system

The packaging box for Organic Era has been designed to embody simplicity, minimalism, and elegance. The design is deliberately clutter-free, with a focus on clean lines and ample white space, creating a sophisticated and calming visual appeal.

The packaging incorporates the pastel color palette inspired by nature, subtly representing elements like leaves, water, and sand, which align with Organic Era's brand ethos. The logo and essential details are prominently but tastefully displayed, ensuring the design is distinctive yet understated. This minimalistic approach not only enhances the premium feel of the packaging but also reinforces the brand's commitment to sustainability and elegance.

Packaging Box



138 x 45 mm

Figure 7: Packaging Box

Product Range

The packaging for the three products in the Organic Era range—Cleanser, Exfoliator, and Moisturizer—has been designed to be both distinctive and cohesive, ensuring each product reflects its unique purpose while maintaining the brand’s core values of nature, minimalism, and elegance.

1. **Cleanser :** The packaging for the Cleanser is a smooth, soft cream-colored design that represents purity and freshness. The neutral tone evokes the gentle and soothing nature of the cleanser, making it feel nurturing and calming. The minimalistic design emphasizes simplicity, with the product’s key details presented clearly and elegantly, giving it a clean, sophisticated look.
2. **Exfoliator :** For the Exfoliator, a fresh green color is used to represent rejuvenation and natural renewal. This color reflects the exfoliating action of the product, symbolizing nature and vitality. The packaging design is minimalist yet striking, with key information presented in a clean, simple font, allowing the natural green tone to stand out as the focal point of the product.
3. **Moisturizer :** The packaging for the Moisturizer utilizes a calming blue tone, symbolizing hydration and nourishment. Blue evokes trust and serenity, making it the perfect choice for a product designed to hydrate and soothe the skin. The design is minimalist, with the blue color creating a sense of luxury and simplicity, while the key product benefits are presented clearly and concisely.



Figure 8: Cleanser



Figure 9: Moisturiser

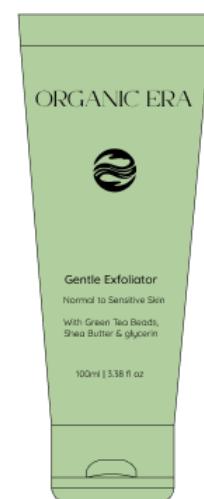


Figure 10 Exfoliator

Mockups

High-quality mockups were created to bring Organic Era's visual identity to life and showcase its application across various brand touchpoints. These mockups demonstrate the versatility and cohesiveness of the designs, providing a realistic preview of how the brand will appear in real-world scenarios.

From product packaging to promotional materials, the mockups were meticulously crafted to reflect the brand's minimalistic and sophisticated aesthetics. By simulating diverse settings, such as retail shelves, digital platforms, and print media, these mockups ensure the designs resonate with the target audience and align seamlessly with Organic Era's core values.



Figure 11: Mockup



Figure 12: Mockup 2



Figure 13: Mockup 3

Chapter 6

CONCLUSIONS AND FUTURE SCOPE

6.1 Conclusion

In conclusion, the design process for Organic Era's branding, packaging, and visual identity has been a key step towards aligning the brand with its core values of nature, minimalism, and elegance. The project successfully reflects Organic Era's commitment to organic, sustainable, and luxurious products, while ensuring that the design elements resonate with the target audience. The logo, color palette, typography, and packaging all work cohesively to enhance brand recognition and communicate the brand's ethos effectively.

The journey of rebranding Organic Era was both challenging and exciting. Developing a cohesive visual identity that resonates with the brand's values required in-depth ideation, research, and continuous refinement. Each design element, from the logo to the packaging, was carefully chosen to reflect the brand's personality while maintaining a clean and minimalist aesthetic. The thoughtful use of a pastel color palette, nature-inspired typography, and distinctive packaging for each product range has set Organic Era apart in the market.

Creating packaging that is simple, clutter-free, and distinctive for each product—such as the cleanser in cream, the exfoliator in green, and the moisturizer in blue—was crucial in communicating the brand's commitment to organic, high-quality products. Each product's packaging serves as an extension of the brand identity, making it instantly recognizable and appealing to consumers.

Through this rebranding effort, Organic Era has not only solidified its visual identity but also reinforced its position as a brand that prioritizes nature, simplicity, and elegance in every aspect. The process has been a rewarding exploration of how design can influence brand perception and consumer behavior. Going forward, the brand's new identity is poised to strengthen its market presence and build deeper connections with its audience.

6.2 *Future Scopes*

For now, Organic Era's branding and packaging design focus on maintaining a cohesive visual identity across different product lines, ensuring clarity and consistency in the brand's presence. The designs are carefully integrated with the brand's values of minimalism, elegance, and sustainability. However, in the future, Organic Era can expand its offerings and strengthen its brand identity by exploring more holistic branding elements. This could involve creating an integrated brand experience across all touchpoints, from digital media to physical packaging.

Future scopes for Organic Era include further enhancing the product packaging with eco-friendly materials, offering customization options for customers, and integrating a seamless e-commerce platform with personalized recommendations based on user preferences. Additionally, the brand could incorporate interactive features into its digital presence, such as virtual skincare consultations or live demonstrations. By expanding its product line, collaborating with content creators, and developing a strong online community, Organic Era has the potential to become a leading name in the sustainable and organic beauty industry, offering an all-encompassing brand experience.

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