Mulsara

YEAR 2024 CLIENT MULSARA SERVICE BRANDING / VISUAL IDENTITY

01 Visual identity

A LEGACY OF TRUE INDIAN LUXURY

Mulsara, derives as the epitome of luxury in Indian ethnic wear. The brand derives inspiration from the rich legacy of the Indian Saree, the Mul Mul Kurta, the Sherwani and the Dupatta, which have been worn across generations, symbolizing tradition, craftsmanship, and timeless elegance. Mulsara is the epitome of luxury and quality. Their meticulous attention to detail and premium fabrics reflects a commitment to high-quality craftsmanship.

LOGO EMBLEM SYMBOL

Crafting Mulsara's logo was an imaginative journey. We meticulously crafted the silhouette of a table M, ensuring it mirrors a custom-crafted design around the M to enhance the precision of letter M and give a hint of a heritage luxury brand, complicating the logo. The intricate design of the logo symbolizes the brand's commitment to quality and craftsmanship, creating a timeless mark reflecting a legacy of luxury and its role in the realm of professionals in fashion.

LOGO CONCEPTUALISATION

MULSARA

TEXTUAL LOGO

The textual logo is a sophisticated and elegant design with ample spacing that enhances its readability and aesthetic appeal, ensuring it stands out in various applications.

LOGO STACKING

The Logo Stacking is kept very classic, ensuring it maintains its timeless appeal while adhering to contemporary design standards. This balance ensures the logo remains relevant and resonates with a global audience, while celebrating the brand's heritage and craftsmanship.

COLORS

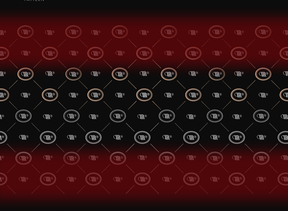
The Mulsara, series chosen boasts a palette of colors that exude luxury and sophistication, reflecting the brand's high-quality clothing. The palette enhances the Mulsara's targeted presence in the industry.

VISUAL IDENTITY AND PATTERN

VISUAL IDENTITY ELEMENT

Mirror creates a sense of balance through its symmetric strength as well as the shape of logo. It reflects the brand's commitment to quality and innovation. Such qualities are apply in

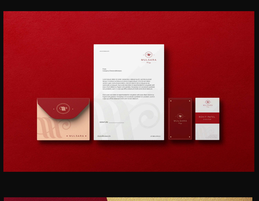
PATTERN



TYPOGRAPHY

GRAPHIE BOOK - ABCDEFIJKLMNOPQRSTUVXYZ
1234567890 abcdefghijklmnopqrstuvxyz

Muli Light - ABCDEFIJKLMNOPQRSTUVXYZ
1234567890 abcdefghijklmnopqrstuvxyz



DIGITAL MEDIA PRESENCE