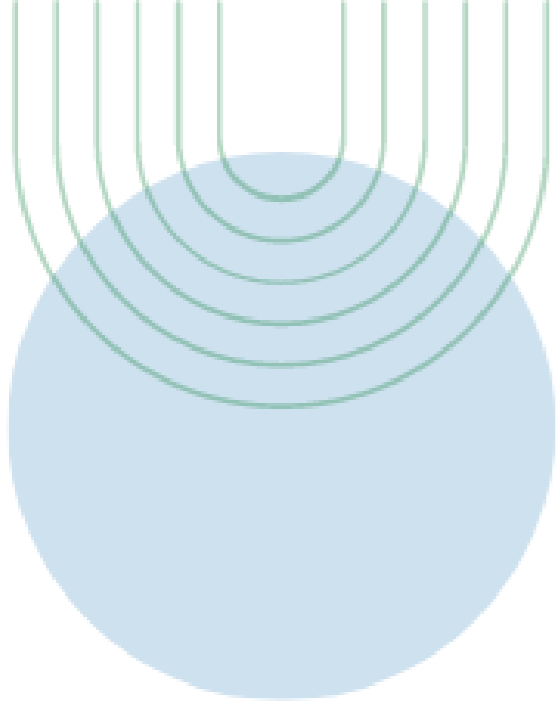




Brand
JODI

Trends Spotting & Branding

by Shrestha Saha



- Graphic Design Trend Forecast
- Brand Study
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- Trend Analysis
- Trend Study
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 - Visiting Card
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GRAPHIC DESIGN TREND FORECASTS 2023

There are multiple trend forecasts in various fields of design. Similarly, there trends and forecasting of them for graphic designs as well. Few examples of graphic design trend forecast have been mentioned below.



Psychedelic Design



The Clean Style
(Minimalism)



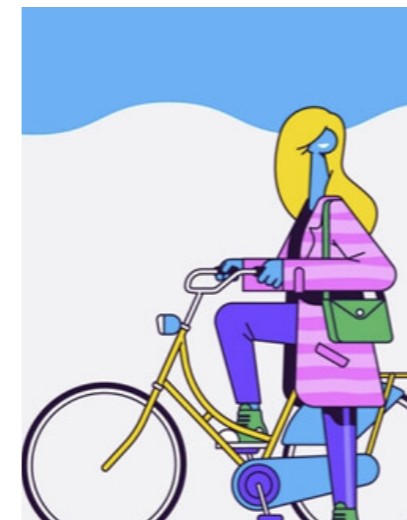
Artistic Serif Fonts



Retro Flat Style



3D Design



Abstract Line Art



Fig. 1. Founders of the brand 'Jodi'
- Gauri Verma and Karuna Laungani.
Source : thejodilife.com



JODI is an India-based sustainable fashion label where products are handcrafted as they work and collaborate with artisans and their traditional techniques. It was founded in 2014. It thrives on its one-of-a-kind creations through eclectic designs of fashion that are influenced by stories of traditional craft, culture, fashion, and travel.



Fig. 2. The process of hand-block printing practiced at 'Jodi'.
Source : thejodilife.com

The name of the label has been derived from the Hindi word 'Jodi' which means 'pairs'. This is because the brand has two founders namely- Gauri Verma and Karuna Laungani- both of them are a part of a set of twins. The term also symbolises the pairing of innovative prints and appealing colours.

The label offers collections that revive the fading handicraft culture of India. They blend the eastern concept with contemporary silhouettes. It is active on various social media platforms. They offer purchases through their offline store in Pune as well as their website.

GRAPHIC DESIGN OF 'JODI'



Fig. 3. Motifs from the brand's website.
Source : thejodilife.com

The strong connection of the label JODI with the Indian culture of the former days and modern times has been woven into their contemporary graphic designs. These designs are composed of abstract designs that have majorly bold colours.

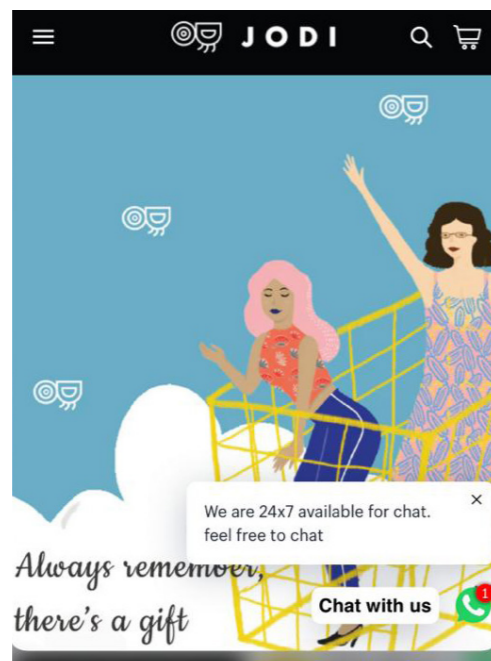


Fig. 4. Gift Card design of 'Jodi'.
Source : thejodilife.com

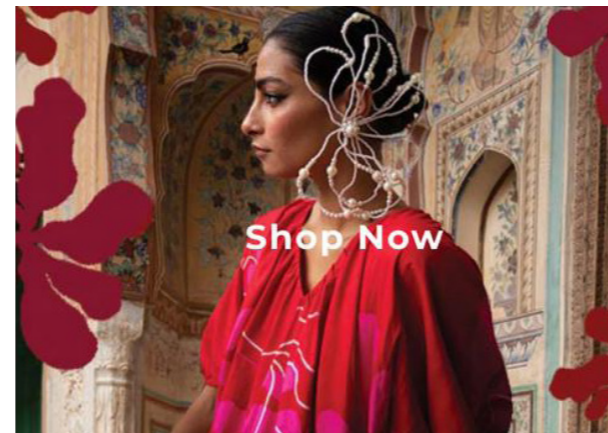


Fig. 5. Graphic illustration used on the photograph of their products during its launch.
Source : thejodilife.com



The colours are also picked with reference to the composition of the frame. The shapes and silhouettes have been influenced by the craft of hand-block prints

The graphic elements of Jodi have a versatile range which consists of animals, nature, fruits, etc. Multiple concepts that narrate tales from different genres of history, literature and art create their graphic on their various outlets such as social media platforms, collaterals like gift cards and website.

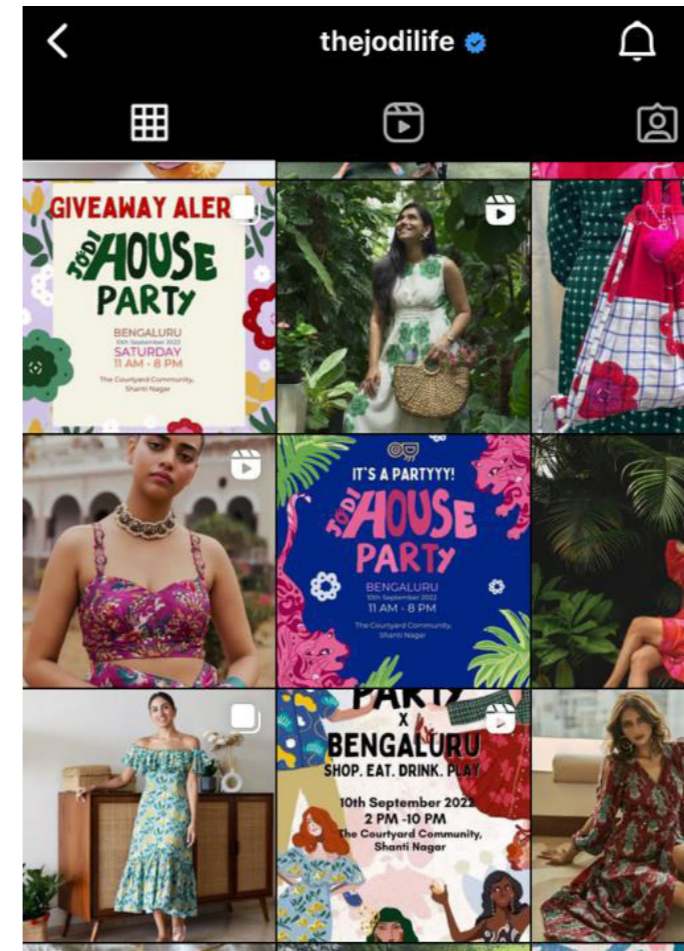


Fig. 6. Social media feed of the brand.
Source : Instagram

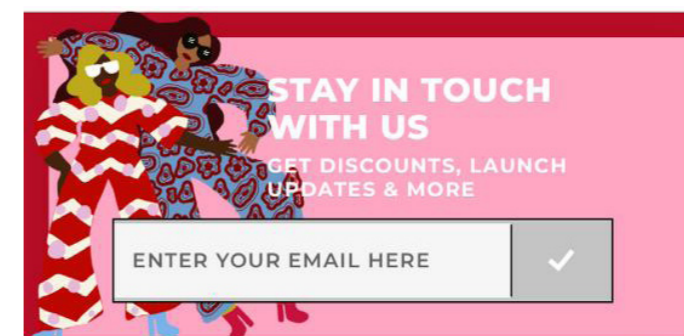


Fig. 7. Abstract illustrations used in the brand's graphic designs.
Source : thejodilife.com



GRAPHIC DESIGN TREND THAT ALIGNS WITH THE BRAND



The graphic design pattern of JODI mostly entails abstract shapes that have the effect of hand-drawn illustrations. There are also many line arts that can be spotted in the designs of their social media posts and in the motifs of their website.

The study and analysis of JODI's graphic design have helped me conclude that the trend forecast that it follows is the trend of abstract line art majorly and illustrations to some extent.

Brand

'Jodi'

Trends

- Abstract Line Art
- Illustration and Animations



TREND STUDY

The foundations of illustration and animation create a promising base for multiple graphic designs. They help grow numerous animated characters with a touch of individuality.

Characters are an integral part of graphic design along with branding. They establish a sense of identity and convey the nature of the creative product or design with clarity.

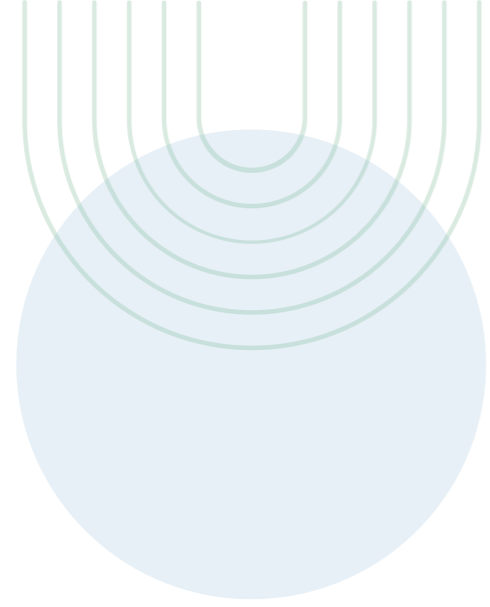
ABSTRACT LINE ART Illustrations

VISUAL BOARD



Characters have existed for a long time but the upcoming trend focuses on an abstract character that is fictional and follows an eccentric imaginative style. These characters are flat linear illustrations that may have disproportionate elements or distorted proportions in the representation of humans, animals, nature and other subjects. In addition to fascinating and innovative compositions, they also have some retro influence on their designs.

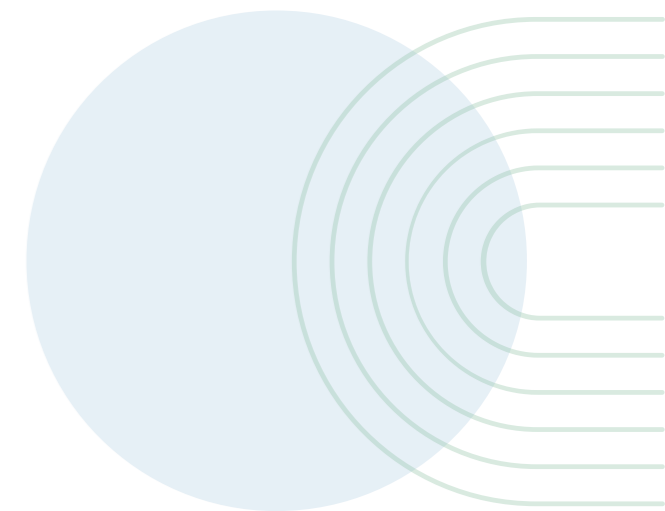




TREND BOARD



Abstract line art falls under the umbrella of illustrations most of the time. The reflection of this trend can also be seen in the graphic design creatives of the JODI. The trend board consists of visuals and a visual appeal that reflect the trends of abstract illustrations with different styles of forms , layered concepts, bold colours and the characteristics of the trends formerly mentioned.



- #E15C47
- #417AB3
- #1D9410
- #E8884B0
- #E9C46A
- #000000





CONCEPT NOTE

The brand 'Jodi', itself uses graphic designs that are based out of flora and fauna or cultural stories. Hence, I have drawn a pair of birds. This pair is symbolic of the brand name 'Jodi'. I have also added elements like leaves and plants to highlight that it is a sustainable packaging paper bag.

PACKAGING

Eco-friendly

**Product
Apparels**

Dimensions

10 inch x 5 inch x 13 inch

(Width x Gusset x Height)

**Materials
Kraft Paper**

I have chosen Kraft paper to make these shopping paper bags because it's lightweight but sturdy enough to keep the contents safe from getting spoilt.

It is also bio-degradable and eco-friendly since it is made from recycled material.





CONCEPT NOTE

The brand 'Jodi', itself uses graphic designs that are based out of flora and fauna or cultural stories. Hence, I have drawn a pair of birds. This pair is symbolic of the brand name 'Jodi'. I have also added elements like leaves and plants to highlight that it is a sustainable packaging paper bag.

PACKAGING

Eco-friendly

Product
Gift Cards
Vouchers

Dimensions

6 inch x 4 inch

(Width x Height - One Side of the flap)

Thickness will be equivalent to the thickness of the material used.

Materials
Hard Paper

I have chosen hardpaper with a glossy surface finish to make the gift card packaging. It has a thickness of 4mm.

It is also bio-degradable and eco-friendly since it is made from recycled material.

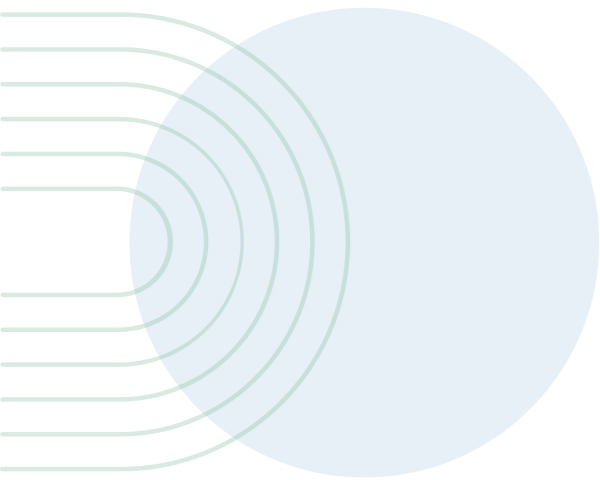




BRANDING COLLATERALS



- Logo
- Visiting card
- Letterhead
- Envelop



LOGO

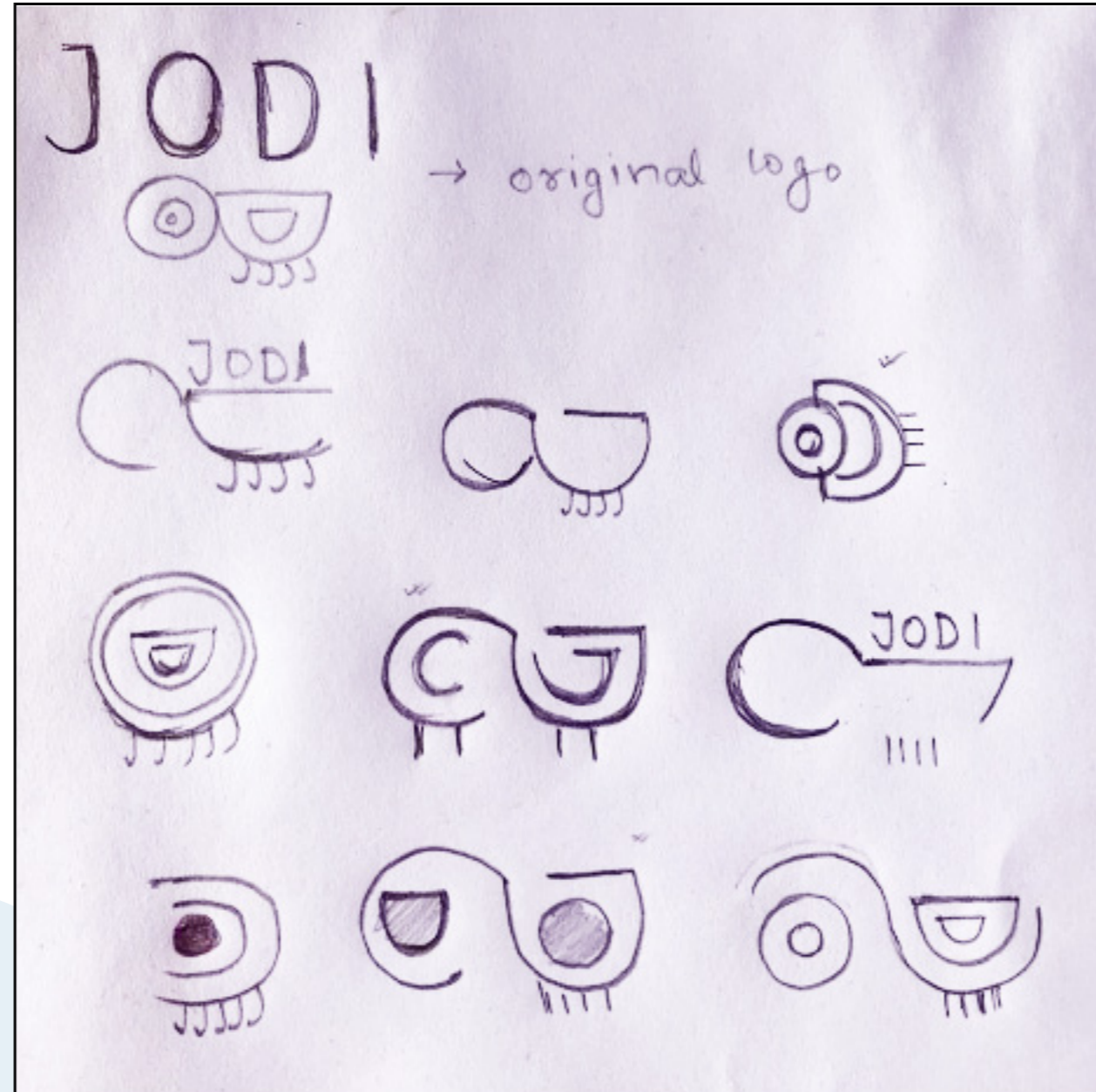


LOGO ANALYSIS

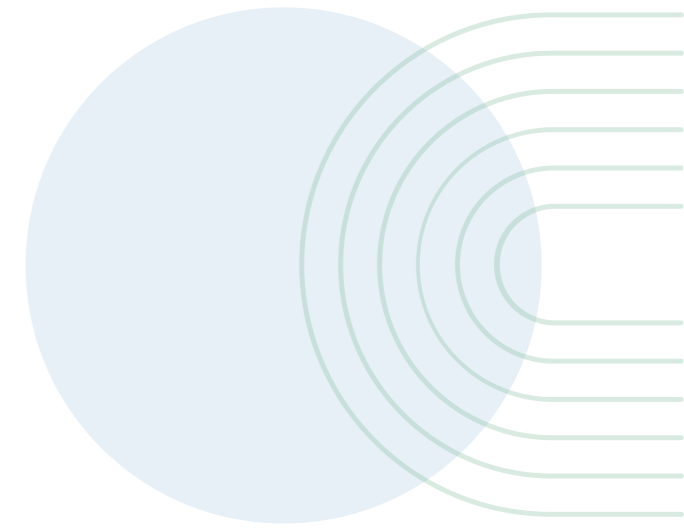
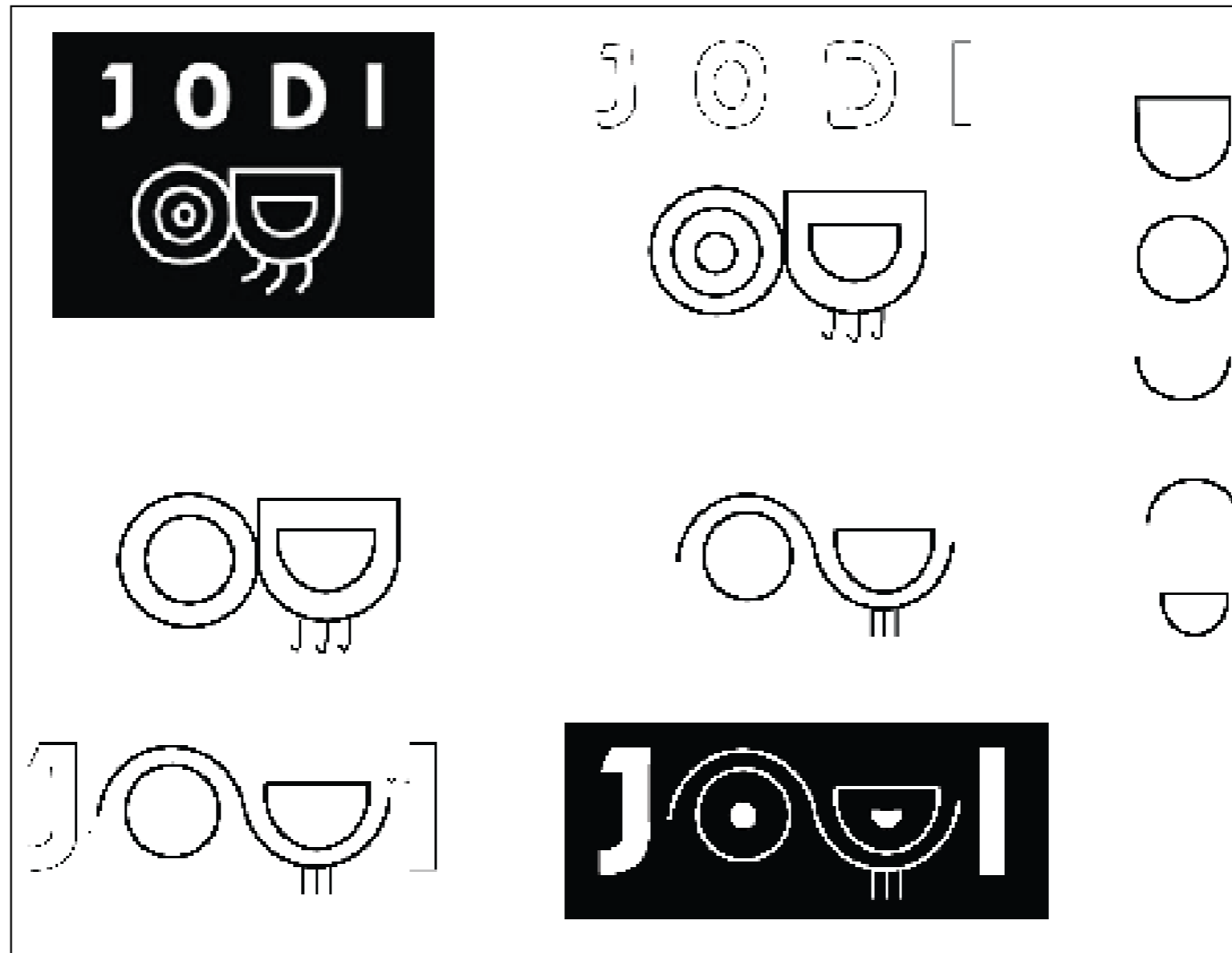
The logo of JODI comprises of an icon as well as the name of the label in a particular font. The logo has a circular shape and a semi-circular shape with small lines, curved at the end beside the semi-circle. This circle seems to fall below the letter 'O' and the semi-circular shape seems to fall below the letter 'D' hence it can be concluded that 'O' and a 'D' placed at 90 degree with inner outlines because in their logo. The curved lines below are also in the shape of 'J', first alphabet of the label's name and a small, cursive 'i', last letter of the label's name. The entire logo has an imprint of hand-block printing with the curved shapes and simplistic lines.



LOGO EXPLORATIONS



LOGO REDESIGNING



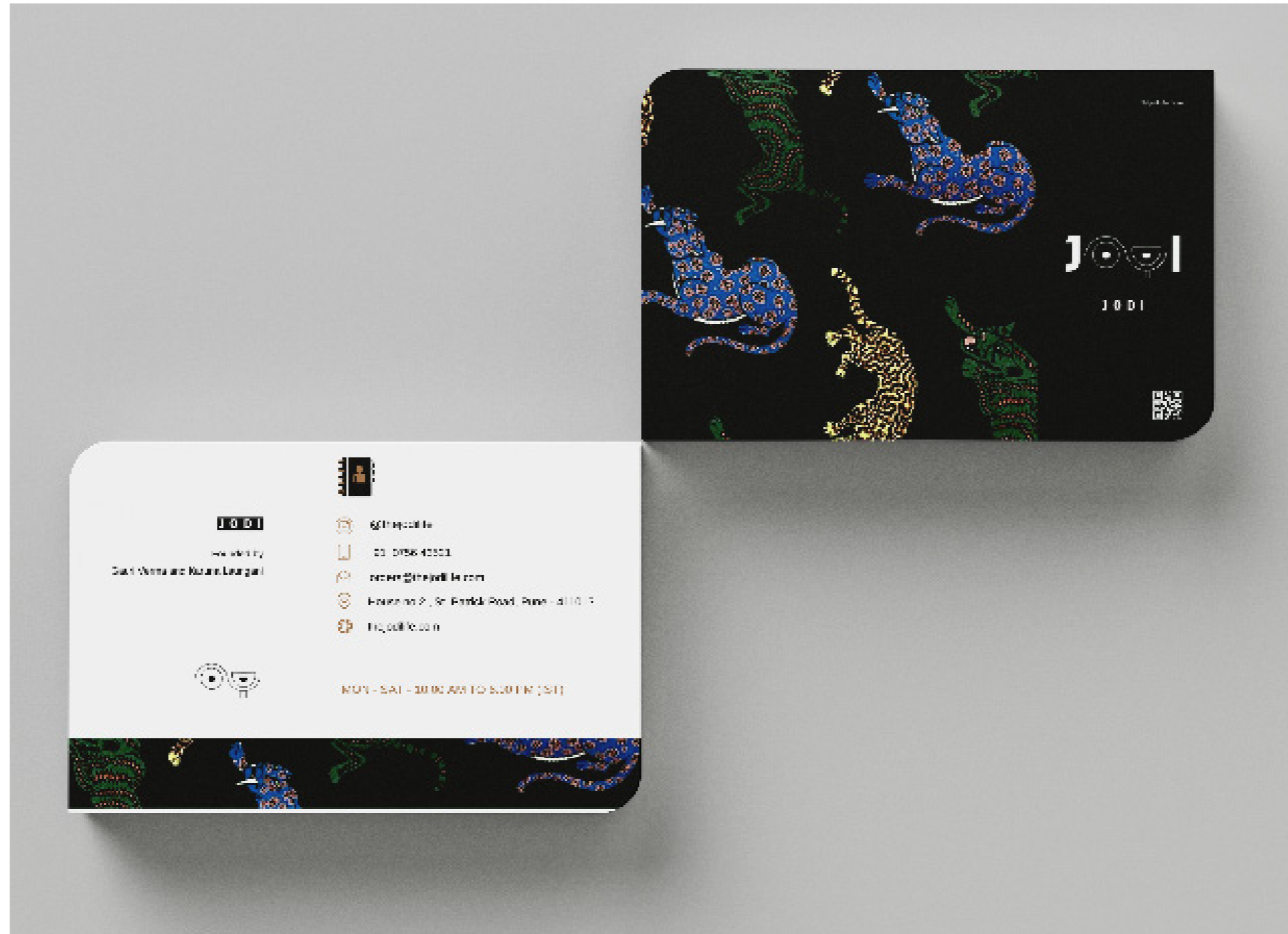
BEFORE



AFTER



VISITING CARD





2007
Founded by
David Medina and Maribel Lopez

Introducción
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ayudados.com

3096 - 547 - 1570 204 10 (55, 944 057)



LETTERHEAD



ENVELOPE

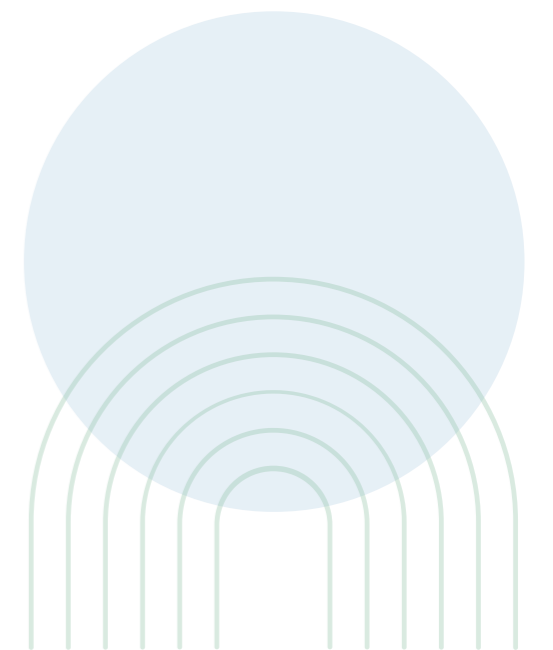




CORPORATE STATIONARIES



- Pen Drive
- Ideation Book



The Pen drive can help the people working within the community of the brand keep their digital files and resources secure. They can also be used as a significant marketing tool for the brand's design when they are take to presentations or othe work in a foreign community.





The Ideation Book is a notebook where the brand's designers can ideate their designs and concepts to communicate it to their colleagues and the clients. The customised design of the brand will promote a sense of belonging of the user with the brand.

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