

melange

D E S I G N

www.melangedesign.net



We are a creative agency committed to creating unified design experiences for the user.

Our user centric design thinking helps organizations across sectors connect with their users to steer choices...Choices that transform businesses and lives.

We are a blend of:
Strategy, Design and Technology.

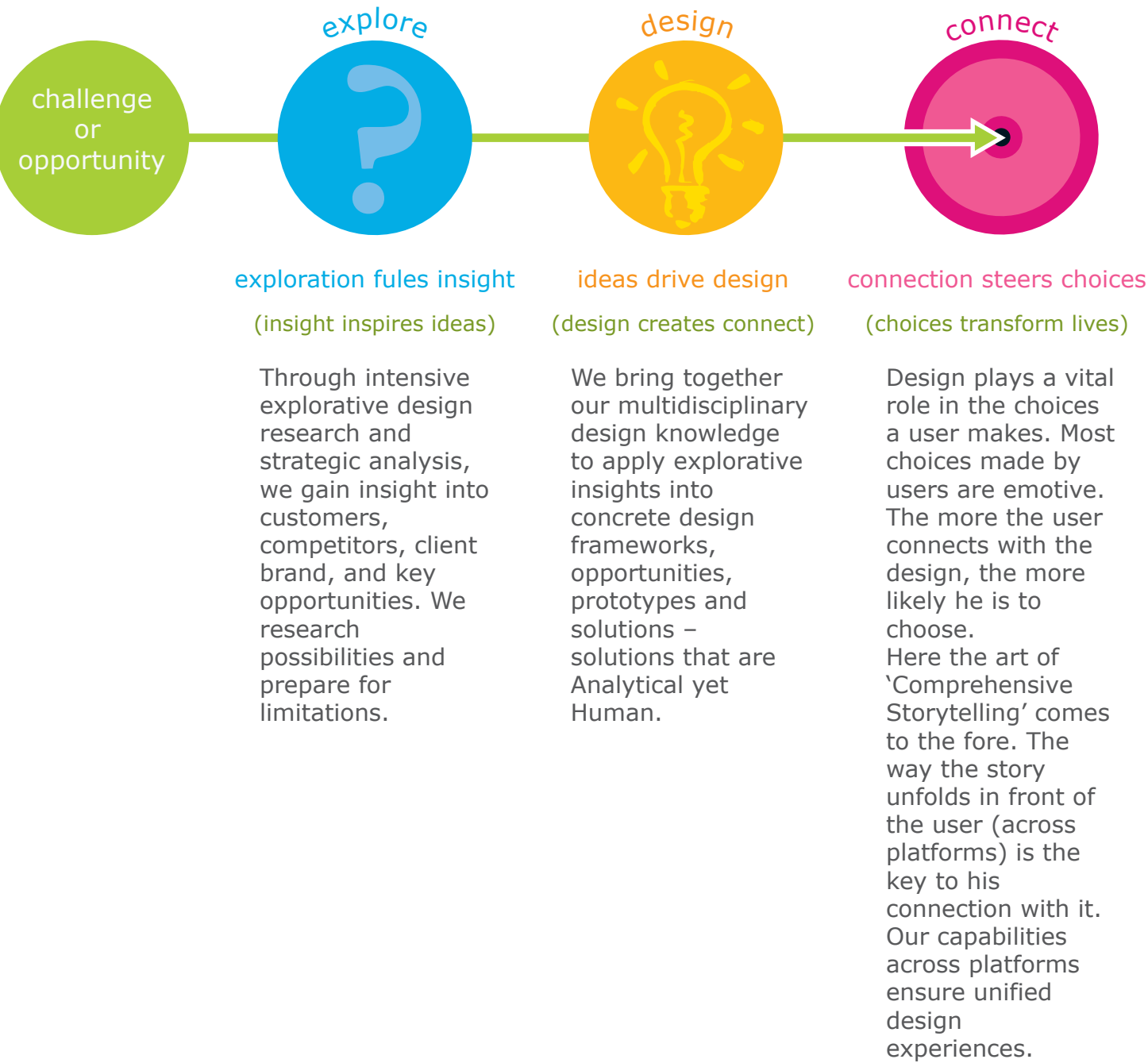
Fourteen years of enriching multidisciplinary design experience.

fuelled by

A multi-skilled in-house team comprising: strategist, ethnographer, product designer, graphic designer, fashion designer, visualizer, web designer, web developer, interior designer, 2D & 3D animators, film editor & compositor, photographer, 3D modeller, illustrator and copywriter.

further strengthened by

A trusted and wide network of collaborators such as designers, developers, architects, photographers, filmmakers, production houses, voice artists, recording studios, model makers, illustrators, writers, management consultants, engineers, journalists, manufacturers, fabricators, printers and suppliers.



Strategy • Design • Technology



CREATIVE STRATEGY DESIGN

PRESENTATION OF FINDINGS : CONSUMER-CHILDREN

*For an average
five-year-old child,
there are 100
things to see.*

*The normal average for a five-year-old child is
100 things to see.*

*Mostly boys are involved in
music and sports-related
activities.*

*Mostly girls are involved in
clothing and other beauty-related
activities.*

*The youngest/first respondent
had the "widest" list of things
influencing factors on children's
choices.*

TABLE 10: Boys - Boys

Favorite Channels - Boys

Music

Sports

Beauty

Other

TABLE 11: Girls - Girls

Favorite Channels - Girls

Music

Sports

Beauty

Other

TABLE 12: Boys - Boys

Favorite Channels - Boys

Music

Sports

Beauty

Other

TABLE 13: Girls - Girls

Favorite Channels - Girls

Music

Sports

Beauty

Other

TABLE 14: Boys - Boys

Favorite Channels - Boys

Music

Sports

Beauty

Other

TABLE 15: Girls - Girls

Favorite Channels - Girls

Music

Sports

Beauty

Other

TABLE 16: Boys - Boys

Favorite Channels - Boys

Music

Sports

Beauty

Other

TABLE 17: Girls - Girls

Favorite Channels - Girls

Music

Sports

Beauty

Other

TABLE 18: Boys - Boys

Favorite Channels - Boys

Music

Sports

Beauty

Other

TABLE 19: Girls - Girls

Favorite Channels - Girls

Music

Sports

Beauty

Other

TABLE 20: Boys - Boys

Favorite Channels - Boys

Music

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Beauty

Other

TABLE 21: Girls - Girls

Favorite Channels - Girls

Music

Sports

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TABLE 22: Boys - Boys

Favorite Channels - Boys

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TABLE 23: Girls - Girls

Favorite Channels - Girls

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TABLE 24: Boys - Boys

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TABLE 25: Girls - Girls

Favorite Channels - Girls

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TABLE 26: Boys - Boys

Favorite Channels - Boys

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TABLE 27: Girls - Girls

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TABLE 28: Boys - Boys

Favorite Channels - Boys

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TABLE 29: Girls - Girls

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TABLE 30: Boys - Boys

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TABLE 31: Girls - Girls

Favorite Channels - Girls

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TABLE 32: Boys - Boys

Favorite Channels - Boys

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TABLE 33: Girls - Girls

Favorite Channels - Girls

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TABLE 34: Boys - Boys

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TABLE 35: Girls - Girls

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TABLE 36: Boys - Boys

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TABLE 37: Girls - Girls

Favorite Channels - Girls

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TABLE 38: Boys - Boys

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TABLE 39: Girls - Girls

Favorite Channels - Girls

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TABLE 40: Boys - Boys

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TABLE 41: Girls - Girls

Favorite Channels - Girls

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TABLE 42: Boys - Boys

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TABLE 43: Girls - Girls

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TABLE 44: Boys - Boys

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TABLE 45: Girls - Girls

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TABLE 48: Boys - Boys

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TABLE 49: Girls - Girls

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TABLE 50: Boys - Boys

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TABLE 51: Girls - Girls

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TABLE 52: Boys - Boys

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TABLE 53: Girls - Girls

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TABLE 54: Boys - Boys

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TABLE 55: Girls - Girls

Favorite Channels - Girls

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Sports

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Other

TABLE 56: Boys - Boys

Favorite Channels - Boys

Music

Sports

Beauty

Other

TABLE 57: Girls - Girls

Favorite Channels - Girls

Music

Sports

Beauty

Other

TABLE 58: Boys - Boys

Favorite Channels - Boys

Music

S

[illegible]

UNIFORMS : COMPETITORS

"Uniform School Uniforms"
Discrete and Contemporary & Comfortable

"One Stop School Shop"
that caters to all school supplies across categories.

MILTON
Made in India, export quality

classmate
The Best Choice

It holds great potential for the online segment. There are gaps in the research findings – being estimated that retailing sector will outgrow in the next five years (Education, income and there is affluence levels of the class as well as the heightened local and international shopping is an overwhelming acceptance). Consumers are price and quantity sensitive. Retailers / wholesalers / who are offering customized uniforms shows variations in such as thread color pocket shape, trouser and skirt size etc.. This is in sharp contrast to what consumers are striving for: quality, standardization, assurance. This traditional arrangement needs to be changed. This is the gap that needs to be filled keeping in mind the preferences of schools, parents and children.

Branded school uniforms should be comfortable, easy to care for, stylish and also convenient to buy for far off cities were mostly plain. Uniforms are more elaborate an affair now, with all kinds of detailing and accessories. 30% of schools across the country change the color or a part of the uniform on a yearly basis.

The research concludes on a promising note indicating healthy scope for growth in this market segment.

The area of isolation represents the minimum clear space that must be provided at all times. This area is determined by the x-height and is proportional regardless the logo size. There must be sufficient space surrounding the logo to avoid competition from other visual elements and maintain its visual impact.





IRISH INDIA
TRADING COMPANY


placement of logo is at least 0.25 inch from the edge of page/gutter border,

Colour is an important element of the Irish India Trading Company's identity. The consistent and the correct usage of the colours helps ensure that we present a cohesive and a high quality image to the world.

IRISH INDIA
TRADING COMPANY


 C: 18
 M: 0
 Y: 0
 K: 90


 C: 100
 M: 0
 Y: 0
 K: 30


 C: 58
 M: 0
 Y: 100
 K: 0

R: 00
 G: 64
 B: 00

R: 0
 G: 60
 B: 143

R: 181
 G: 156
 B: 0

HSB: #140142

HSB: 000098

HSB: 000000

Gradient

The collage displays a variety of digital graphic design work. At the top left is a green book cover with a repeating pattern of small icons and the text 'CULTURA LINGUA'. To its right is a 'STORY BOARD' featuring a collage of digital icons and the word 'Pixelated'. Below the storyboard is a blue book cover titled 'CONNECT' with a geometric pattern. To the right of the storyboard is a yellow poster with a central figure and the word 'GRAPHICS'. Further right is a yellow poster with speech bubbles and the text 'Text Me!'. Below the storyboard is a yellow poster with a central figure and the word 'EDITING'. To the right of the 'CONNECT' book is a blue poster with a central figure and the word 'ATTENTION'. At the bottom right is a blue poster with a central figure and the word 'ATTENTION'. The designs are colorful and feature various icons and patterns.

Product design
Communication design
Packaging design
Retail design
Exhibition design
Digital design

DOMAIN SPECIFIC DESIGN

Products



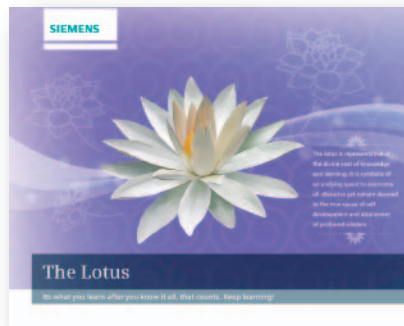
Exhibition

Brand identity
and Corporate
Collaterals



Travel guide

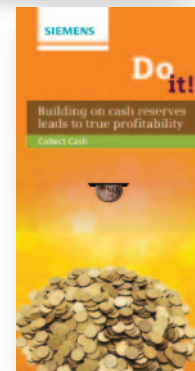
Advertisement



Fashion apparel



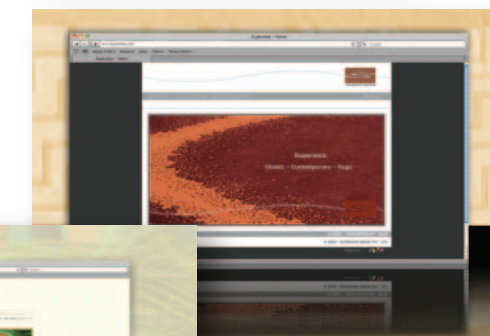
MarCom
Collaterals



Poster

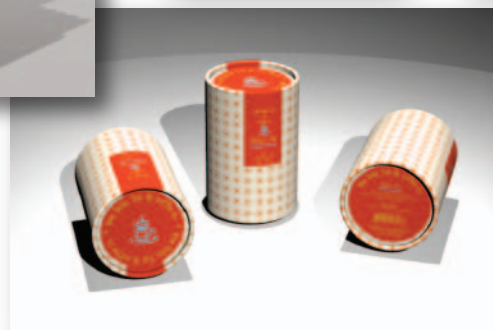


Retail



Website

Packaging



Product Design

Fashion Apparel & Accessories
Home & Office Accessories
Builder Hardware
Gifts & Felicitations
Handicrafts
Auto Accessories
White Goods & Electronics

Communication Design

Advertisements
Corporate Identity & Collaterals
Brochures
Annual Reports
Promotional materials
Point Of Purchase materials
Misc. (Stickers, Calendars etc.)

Packaging Design

Label
Sachet
Poly Pouch
Carry Bag
Boxes
Bottles

Retail Design

Full Showroom interiors
Windows & corners
Retail Graphics
Retail props
Display Unit
Dispenser

Digital Design

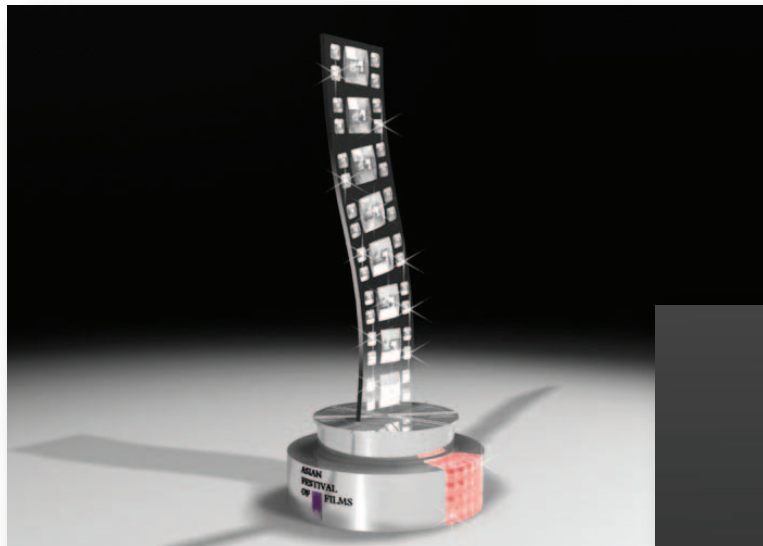
Website
E-mailers
Audia Video presentation
E brochure
Corporate films

Exhibition Design

Exhibition stand
Demonstration units & stalls
Exhibition graphics

Photography
 Film editing & compositing
 3D modeling and rendering
 3D walkthrough animation
 Technical drawing
 2D artworking & animation
 2D artworking
 Website maintenance
 Printing support
 Fabrication support

ANCILLARY TECHNOLOGY SERVICES



3D modelling & animation



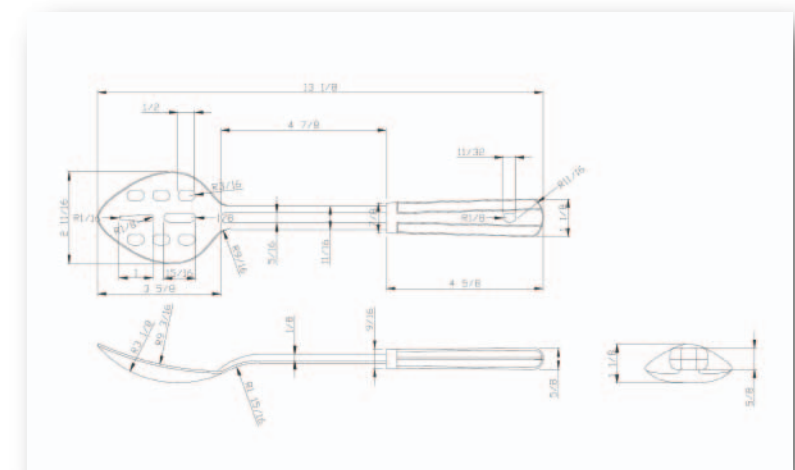
3D modelling & rendering



2D illustrations



Technical drawing



Melange Design helps create unified design experiences for the user. Our user centric design thinking helps organizations across sectors connect with their users to steer choices...Choices that transform businesses and lives.

CAPABILITIES:

CREATIVE STRATEGY DESIGN

Research
Brand guideline manual design
Domain specific strategy design
Brand assurance
Style guide design

DOMAIN SPECIFIC DESIGN

Product design
Communication design
Packaging design
Retail design
Exhibition design
Digital design

ANICILLARY TECHNICAL SERVICES

Photography
Film editing & compositing
3D modeling and rendering
3D walkthrough animation
Technical drawing
2D artworking & animation
2D artworking
Website maintenance
Printing support
Fabrication support

PEOPLE:

Multi-skilled in house core team comprising:

Strategist
Ethnographer
Product designer
Graphic designer
Fashion designer
Visualizer
Web designer
Web developer
Interior designer
2D & 3D animators
Film editor & compositor
Photographer
3D modeller
Illustrator
Copywriter

External network team comprising:

Designers
Developers
Architects
Photographers
Filmmakers
Production houses
Voice artists
Recording studios
Model makers
Illustrators
Writers
Management consultants
Engineers
Journalists
Manufacturers
Fabricators
Printers
Suppliers

CLIENTS:

Including:

ABC Leathers
Aligarh Muslim University
B.B.Scima
Cartoon Network
Dastkar
Disney India
Dream Theatre
DSSI Foods
Edusign
Energen Invest
Fine Spark
Groupsoft Technologies
Injourni Hospitality
Irish India Trading Company
ITE (international trade exhibitions)
Liberty Footwear Group
Lilliput Apparel
Loka Lifestyle
Lonely Planet
Madhya Pradesh Laghu Udyog Nigam
Mars Industries (Dorset)
Meso America
Minerali Divest
POGO
Royal Haskoning
Siemens
Small Screen Productions
Status Quo
Suhag Textiles
Superama Carpets
Swarovski
Traverse Inc.

CONTACT:

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