



design firm mCube
 art director Rachana Mehta
 designers Nena Mehta
 Rachana Mehta

client **Kanika Mehra, Fashion Designer**

Capturing the Client's Spirit

The client is a high-end designer of Indian and Western clothing that are full of color and feature unique embroidery.

the brief The designers were approached to develop an identity that would help Kanika launch a design label under her own name, highlighting her distinct personality—a learner, a thinker, and a fashion designer. As stated by the designers, "The challenge was to create a distinguished symbol that would set Kanika apart from other Indian designers who use mainly type-treatment logos."

the solution The designers explain, "The solution was to emphasize the word *Ka*, which in Egyptian means soul, spirit, and life. The word *Ka*, which is part of the client's name, reflects her personality. The solution was to use the symbolism of the butterfly, a form she could relate to, which also stands for free spirit, life, launch of creative thought, transformation, and metamorphosis. To encapsulate her personality and the clothes she designs, a versatile color palette was created and applied to the collateral pieces."

Stationery, promotional literature, and collateral materials incorporate the unique butterfly symbol and stylish sans serif logotype developed by the designers. Blind embossing and a distinctive color palette impart a unique and visually engaging quality.

