CLIENT:
ANKASA

DESIGN FIRM:
mCUBE

Luxury is..

THE MOST IMPORTANT COMPONENT OF THE DESIGN PROCESS TAKES PLACE
BEFORE ANY SKETCHING BEGINS. THE WORK OF INTERVIEWING THE CLIENT,
ASSESSING THE EXISTING BRAND PROGRAM, RESEARCHING THE INDUSTRY,
AND UNDERSTANDING THE COMPETITION ESTABLISHES AND DEFINES THE
BRANDING STRATEGY FOR BOTH THE DESIGN TEAM AND THE CLIENT.
THIS CASE STUDY SHOWS HOW THE INITIAL WORK HAD AN IMPACT ON THE
PROJECT SCOPE AND RESULTED IN A VISUAL SYSTEM THAT REFLECTS
ANKASA'S CORE ATTRIBUTES AND PRODUCT BENEFITS.

ANKASA

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1
The symbol for the logo represents
o softened, stylized letter A ond hints
ot o piece of furniture.

CLIENT Based in New York and Mumbai, India, Ankasa designs and manufactures high-end, luxurious home-furnishing couture collections. Its sister company, ANK International, sources, designs, and manufactures fabrics and rare finishes for fashion designers including Oscar de la Renta, Armani, and Escada.

PROJECT The designers at mCube developed a visual system that reflects and highlights the luxurious quality of the Ankasa brand. Wherever the design interacted with the product line (either physically or through imagery), the designers chose to keep design elements to a minimum and let the product textiles, patterns, and textures speak for themselves. The use of color and the simplicity of design were particularly valuable for the product tags and packaging, since Ankasa's product line involves multiple colors and continually evolves. Deliverables for the project included a company and industry

analysis, an identity system, a stationery system, a press kit, invoices, tags, invitations, packaging, and website design.

A GOOD FIT Ankasa originally approached mCube to create product tags. When mCube's designers began working with the logo, they realized the mark didn't match the company's brand values or business objectives. As mCube extended its creative review to other branded elements, they found similar discrepancies. mCube approached the client and presented their findings. Ankasa agreed with mCube's analysis and charged them with the larger task of designing a visual system that would differentiate Ankasa from its peers and more clearly reflect the luxury of the product line.

A IS FOR... Ankasa required that the new logo incorporate the letter 'A' from its existing logo. mCube transformed the letter A into a symbol

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that references multiple aspects of the company. The logo represents the company name and the home decor industry by hinting at the types of furniture on which Ankasa's products are used. The choice of an earthy brown as the primary logo color reflects the natural source of Ankasa's products.

PRODUCT FEATURES mCube paid particular attention to how the logo and other elements would function with the physical products. The tags, for example, needed to reflect the high-end nature of the products and also work well with a wide variety of colors and textures. mCube chose brown partly because the neutrality works well with the range of product colors. The tags are sewn with silver thread to highlight the richness of the products. Similar thought went into the packaging design. The signature brown strip is large enough to highlight the silver logo and small enough to allow for easy viewing of the package contents. ∎

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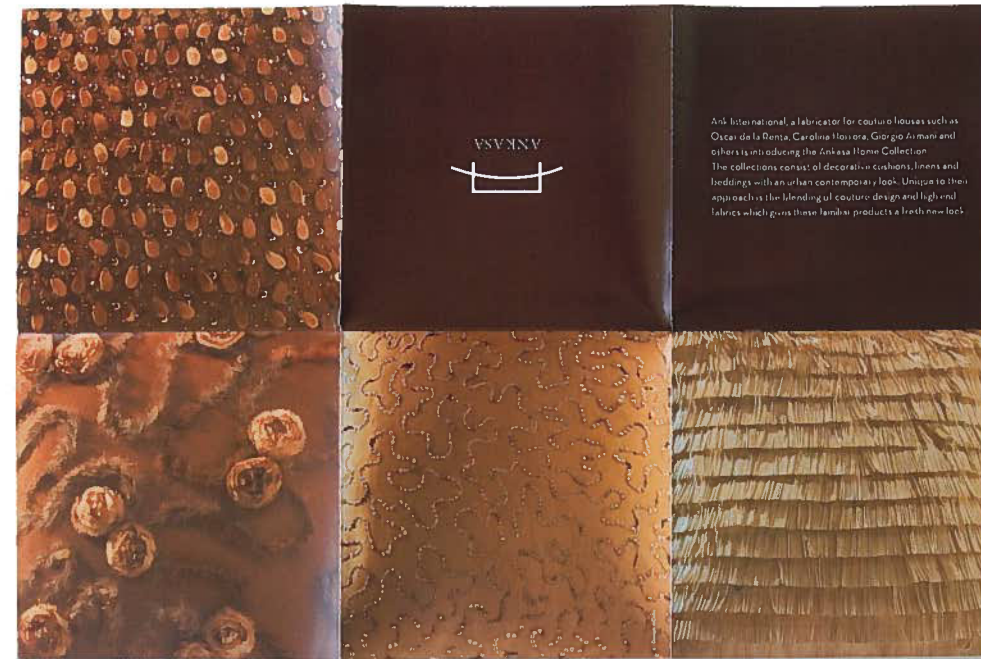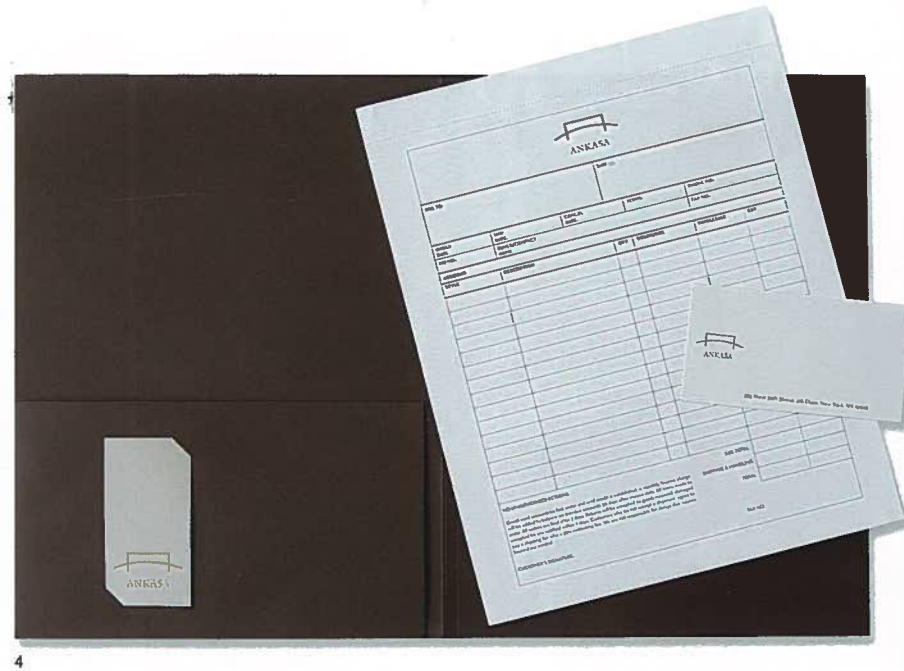
2
The stationery system communicates brand attributes of elegance and attention to design detail.

3
In most cases, the logo is foil-stamped in silver against brown to add a distinctive quality and elegance to the brand image.

4
Each element of the business system, including mailing labels and purchase orders, is consistent with the brand standards.

5
The cropped details from textured cushion covers and the lifestyle image communicate attributes of sophistication and luxury.

6
The website follows the simple, elegant, and product-driven strategy.

7

8

ANKASA

ANKASA

THIS HANDCRAFTED FURNISHING
HAS BEEN DESIGNED USING THE
FINEST QUALITY OF TEXTILES AND
EMBROIDERIES. IRREGULARITIES
IN PATTERNS ADD TO THE SPECIAL
ATTRIBUTES OF EACH PIECE.

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7
Following the overall brand strategy, the trade-show invitation allows the product to speak for itself; text is minimal and doesn't compete with the images.

8
Packaging is designed to showcase the beauty of the products.

9
Consistent with the other brand collateral, the paper tags are square with the logo foil-stamped in silver.

10
The neutral brown product tags fit well with a wide variety of textiles and patterns.

11
The launch invitation gives a feeling of unveiling and invites the reader to learn more about Ankasa.

CLIENT: Ankasa
DESIGN FIRM: mCube
ART DIRECTOR: Rachana Shah
DESIGNER: Neha Mehta

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