

Indian Brands Speak Through Colors That Is 'Culturally Vibrant'

Authors : Ranjana Dani

Abstract : Brand communication narratives in India has evolved today to reflect the vibrant and intriguing tone of voice inspired by a rich cultural heritage while addressing the culturally alert attitude of the contemporary global Indian. Brands are strongly associated with the organization's values, vision, and mission and portray this through specific 'look and feel' and 'tone of voice'. It is within the brand's visual language that COLOUR has evolved to become a most powerful weapon in the designer's arsenal. Color is big business in Brand Design! A brand is a 'collection of perceptions', meaningful brand connect is about striving to occupy head and heart space in consumers. The persona of the young Indian reflects a deep attachment to cultural roots as seen through the characteristic of 'Indie Pride,' blended with the ambitious, aspirational traits of a modern 'global citizen'. Studies on 'Color Perceptions' indicate a trend that amplifies this, and hence brands reflect a GLOCAL palette, a Global and Local Blend. This paper establishes this through case studies that expand the inspirations, selection processes, and use of innovative color palettes crafted by some dynamic brand designers. This throws light on the role of color as it generates visual impact and recall for successful brands.

Keywords : colour palettes, brand design and business, cultural context, colour perceptions, glocal, contemporaneity

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