ShubhMangal.com

Log on to your Life Partner

Graduation Project- TYBMM

Branding & Design

Design by Sanjana Jathar

ABOUT US

Shubhmangal.com is a premium matchmaking website for people looking for life partners, for a happy wedlock. Shubhmangal.com was launched with an aim to provide a hassle-free platform to search potential spouse without bothering the relatives, anytime, anywhere through any smart device. Shubhmangal.com offers more than 5 lac profiles to choose from as per user's preferences. We register only Aadhar verified profiles assuring GENUINE AND AUTHENTIC MATCHMAKING.

WHAT MAKES US UNIQUE?

Shubhmangal.com is INDIA'S FIRST 'NO-GENDER-BARS' MATRIMONIAL WEBSITE, thus open to everyone who is looking for love and stability irrespective of their gender. Shubhmangal.com also provides a portal for second marriage with no age bars.

WHY 'SHUBHMANGAL.COM'?

My brand is a matrimonial website-Shubhmangal.com, falling in an interactive website service category. With an intention to challenge myself as well as to expand the scope to display my creativity, I chose a service, over any commercial product, a website that deals with a much mature element-relationships. Shubhmangal.com allowed me to portray my idea of breaking gender stereotypes. I had lots of names shortlisted along with Shubhmangal, like Humsafar, Shehnai, Vaadaraha etc. Keeping in mind, the Indian target audience that treats marriage as an extremely auspicious occasion (Shubh) made in heaven by Gods, Shubhmangal.com was finalized.

TYPOGRAPHY

1. LOGO FONT NAME: Fontleroy Brown NF

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLM

NOPQRSTUVWXYZ

2. FONT NAME: Alegreya Sans Bold

USED IN- Brand manual, Standee design, Newspaper-Full page

abcdefghijklmnopqrstuvwz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

3. FONT NAME: Catamaran black

USED IN- Newspaper - Half page, Magazine- Quarter page

abcdefghijklmnopqrstuvwz

ABCDEFGHIJKLMNOPQRST
UVWXYZ

4. FONT NAME: Trocchi

USED IN- Pamphlet, Popup- ad

abcdefghijklmnopqrstuvwz

ABCDEFGHIJKLMNOPQR
STUVWXYZ

Calligraphic font style

ShubhMangal.com

Curled designs

Closer letter space

"Design is the silent ambassador of your brand."
-Paul Rand

What's in the font?

Since the hunger to look more different and creative, I couldn't settle for any of the classic Adobe Photoshop or Microsoft fonts. I tried out various fonts on different websites online and finally found the suitable one- Fontleroy Brown NF on the website- www.1001fonts.com.

FONT RESEMBLANCE-

As one can see in the typography page, the Fontleroy Brown NF font is a blend of calligraphy and curling designs resembling the one popularly used in mehendi designs. (Putting Mehendi on the forearms and palm is a popular and auspicious ritual during weddings) Thus the font resembles grace, elegance,happiness and festivity. (A wedding is as good as a festival in the Indian households) Further, it is also a condensed font i.e. lesser letter space symbolizing our aim to bring people closer. Closer, not just by connecting people from different corners of the world on one website but also by playing a role in initiating relationships and bringing two hearts close.

Symbols and Graphics

Just like many other brands, our brand logo too is a wordmark or logotype i.e. a font-based logo that focuses on a business' name. But our name doesn't stand alone; it is topped with some graphics and symbols. To represent the idea and functions of the service was well kept in mind while designing the logo. Thus there are three very prominent elements in the logo.

1) HELD HANDS-

The valley in the letter M is replaced by two hands that have held each other. This clearly symbolizes two people being together in a strong relationship. Thus it depicts the main objective of Shubhmangal.com which is to help people find a life partner who shall hold your hand and walk life long, through every phase, high or low in the journey of life.

2) TAGLINE PLACEMENT-

The tagline "Log on to your life partner." Further helps to elaborate that shubhmangal.com is a matrimonial website and one can log on to this website to find their perfect life partner. To make the tagline clearer of describing website, it has been carefully placed under '.com'. Neither large enough to grab attention before the name nor too small to not being legible in the logo.

3)THE YELLOW GRAPHICS -

Additional graphics in the form of yellow curled designs as placed above and below the name. These designs represent weddings in India, decorative and regal. It is a classic design popularly seen on traditional clothing , architecture and decorations. The placement of this design above gives the feel of classic wedding mandap .

The Colour story

In a study called "Impact of color in marketing" it showed that 90% of customers' product judgments are based on color alone. Other studies also revealed that the human brain prefer brands that are recognizable, which makes the brand color all the more important. Thus the colors of Shubhmangal.com includes- Pink,green and yellow.

Pink

Pink stands for blooming love, romance. It also portrays sweet littl moments of happiness shared by the couple.

Green

Talking about marriages, green has important symbolization of safety, stability and wealth. In Indian context, green is also the color of good omen.
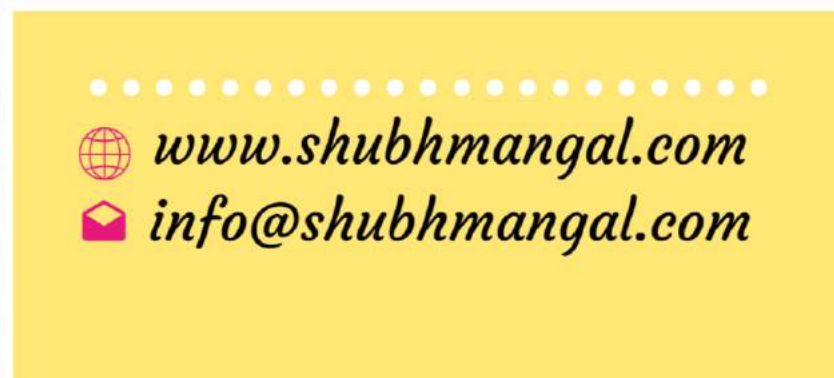
Yellow

Yellow is the color of vibrancy, optimism and shine. The color yellow depicts the beauty of Indian weddings. Also it popularly symbolizes the ritual of haldi that marks for peaceand prosperity of the couple.

ShubhMangal.com
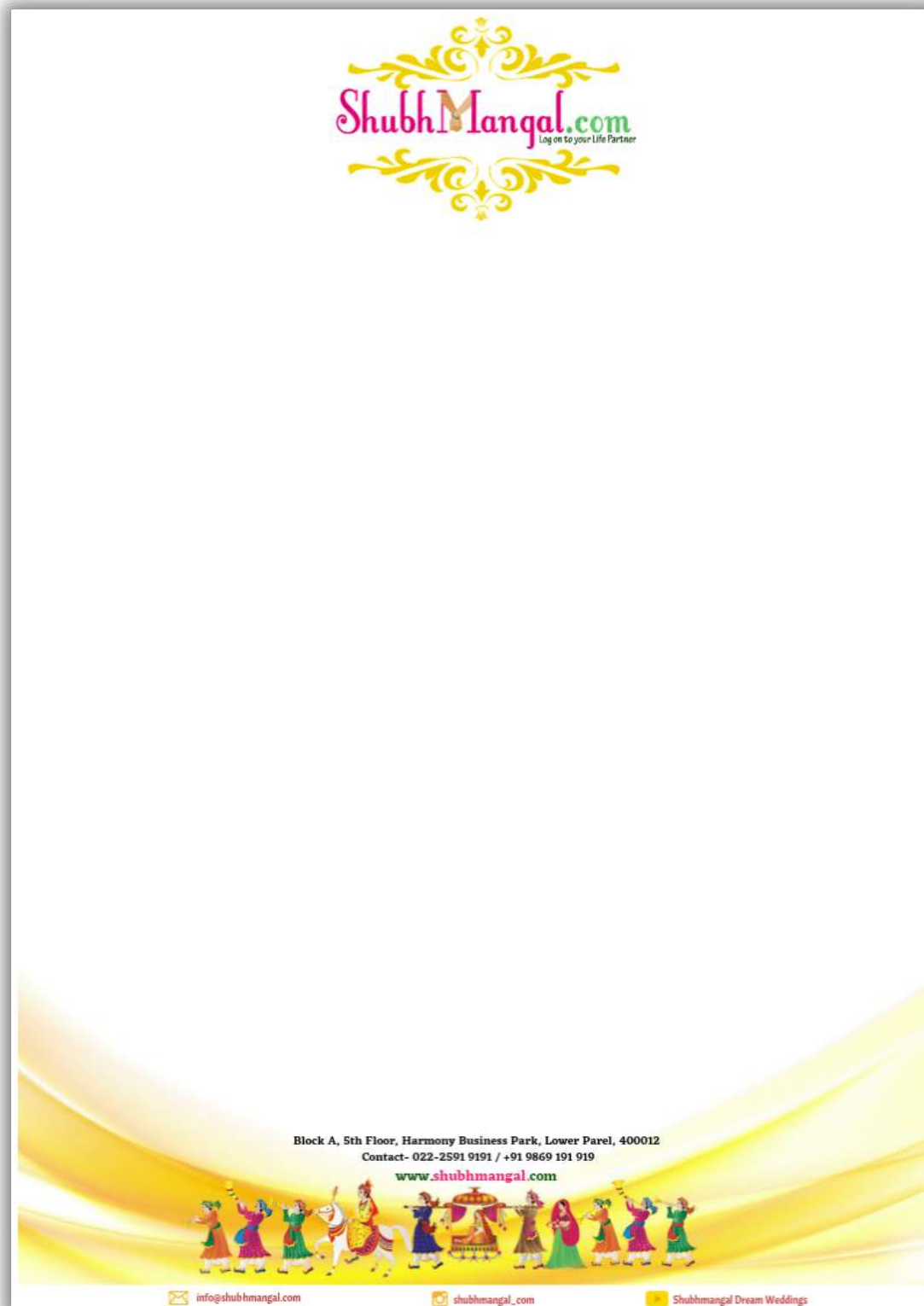Log on to your Life Partner
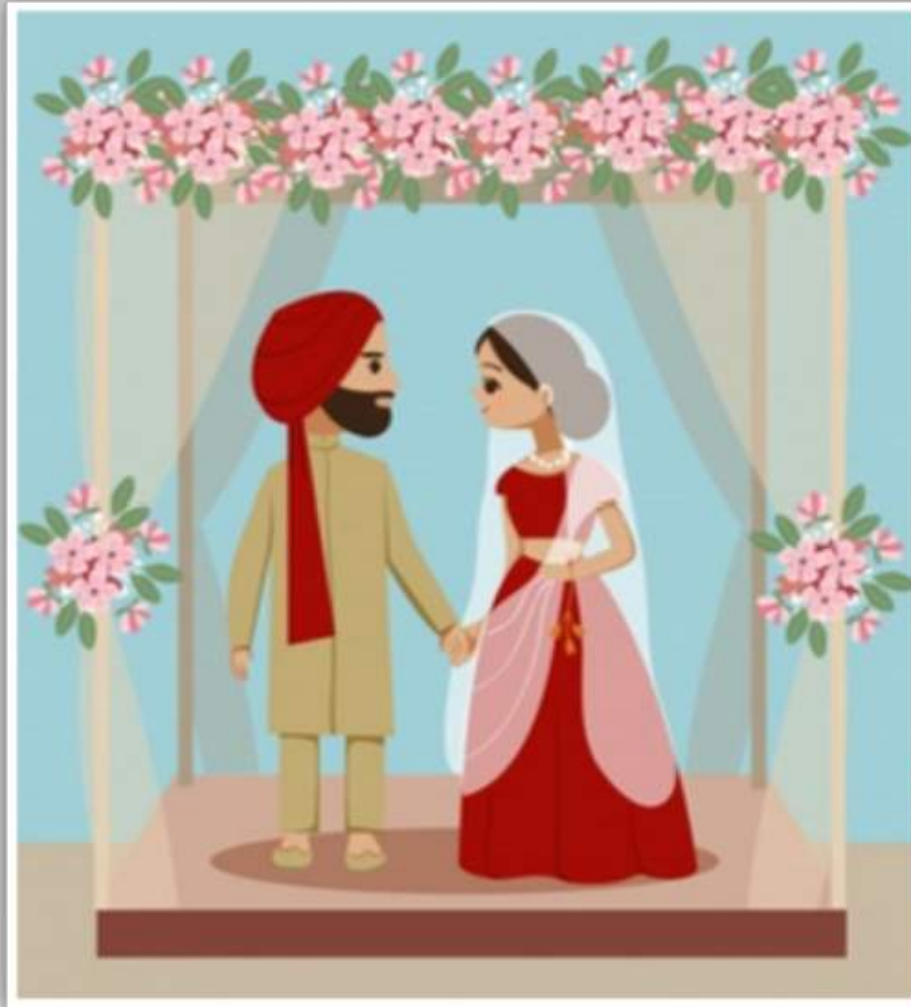
Ms. Sanjana Jathar
Chief Executive Officer
022-2545 9191/ +91 9867 919 191
sanjana.j@shubhmangal.com

🌐 **www.shubhmangal.com**
✉ **info@shubhmangal.com**

Envelope and Letter Head

ShubhMangal.com
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www.shubhmangal.com
Block A, 5th Floor, Harmony Business Park,
Lower Parel, 400012

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Block A, 5th Floor, Harmony Business Park, Lower Parel, 400012
Contact- 022-2591 9191 / +91 9869 191 919
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Website

Banner Advertisement

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Full Page

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Quarter Page

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Aadhaar verified profiles – Chatbox and Video calling – Horoscope matching

II REGISTER FOR FREE II

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Half Page

WHY WAIT FOR THE MATRIMONIAL COLUMN IN THE NEWSPAPER

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Lavanya Shankar (ABC235969)
28 Yrs, 5ft 3in, Agra, Delhi, India, MBA, Software Professional

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Full Page

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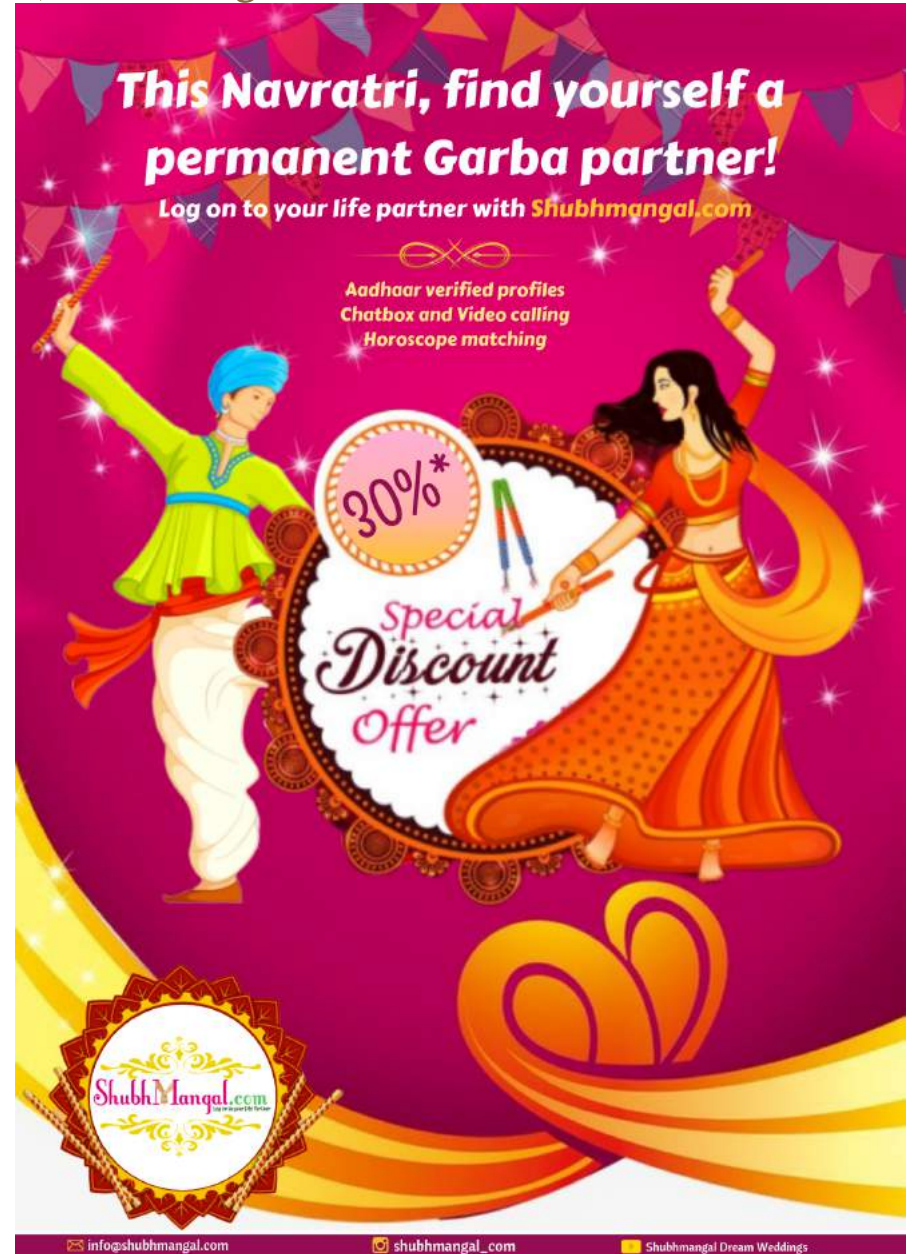
Quarter Page

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Half Page

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Aadhaar verified profiles : Chatbox and Video calling : Horoscope matching

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Pamphlet

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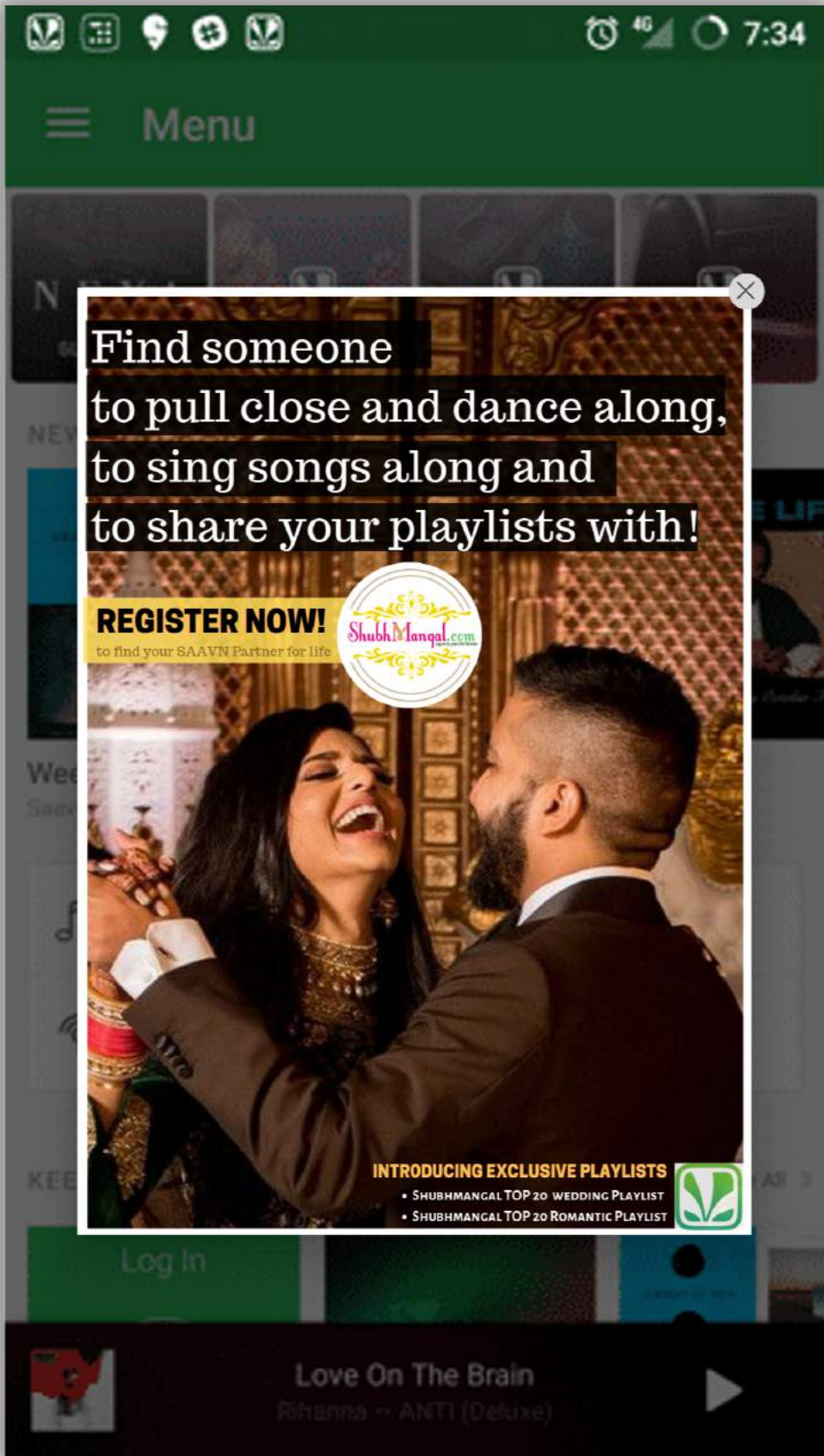
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Merchandise

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Hubby   Wifey

BACK

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Found LOVE in him!   Found LOVE in him!

Bride   Groom

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LO VE

A ♥ P

Congratulations Pranav & Malini

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