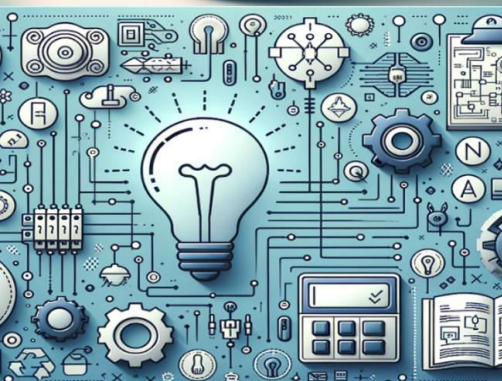


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Developing a Visual Brand Identity for Monk: A Sub Label of Kitstop

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ABSTRACT: Monk is a sub-label of Kitstop, an athleisure apparel brand. It has apparel that are gender-neutral, meaning that it can be worn by people of any gender. Additionally, it also has a line of exclusive clothing designed specifically for children. The brand has collaborated with international cricketer Mr. Murali Vijay to create a unique line of products that reflect their shared vision and goals. This research paper aims to develop a visual brand identity for Monk, a sub-label of Kitstop, an athleisure apparel brand, through primary data collection from an interview with Mr. Murali Vijay. The research highlights the importance of branding for small businesses, the critical role of visual elements in brand recognition, and the need for a unique and memorable visual identity. The resultant branding assets, which included a logo, colour scheme, typography, and imagery, were made to help the brand's target market understand its values and messaging. The paper also emphasizes the significance of maintaining consistency across all marketing channels to reinforce brand recognition and build a strong brand identity. The development of graphic prints for apparel was also crucial in reinforcing brand recognition.

KEYWORDS: Branding, Brand positioning, Brand recognition, Visual Identity

I. INTRODUCTION

Branding is the recognition of the brand through the branding assets like logo, name, design, symbol, and other attributes' defining and building a brand in customers' eyes, it will impart a meaning to a certain product, organisation, company, or services. Branding is a strategy that's sole purpose is to make it easy for customers to experience and recognize the brand. It helps to provide the distinguish from other brands and provides customers with a good reasoning to choose their product over the other. Business reputation is ultimately raised due to this branding tactics. Branding brings out a connection withing the employees who would want to part of something if they believe they understand it. Formulating the identity for a particular company is crucial as it provides a unique and recognizable image that differentiates it from its competitors [2].

Brand identity is an important tool for small labels or businesses to stand out in the crowded market. Monk is a sub-label of Kitstop, an athleisure apparel label that specializes in selling high-quality and sustainable products. The purpose of this research paper is to develop a visual brand identity for Monk that is memorable, distinct, and accurately represents the brand's mission and value. It is essential to understand the importance of branding for small businesses, to create a successful visual brand identity for Monk. According to a [2], small businesses that invest in branding see escalation in brand recognition, customer loyalty, and customer retention rates.

Moreover, research has shown that a brand's visual identity is one of the most critical components of brand recognition and recall [3]. Customers tend to remember and recognize a brand based on its visual elements, such as its typography, logo, and colour scheme. Therefore, it is essential to develop a visual identity that is memorable and unique to help Monk stand out in the competitive market. This research will involve primary data collection through an interview with Mr. Murali Vijay, followed by developing the visual brand identity and followed by the product development The research will focus on creating a brand position for Monk, aligning both Mr. Murali Vijay's and Kitstop's vision and goals for the label.



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II. METHODOLOGY

The purpose of this research is to develop a brand identity for the new sub label of Kitstop - Monk, which is a collaboration with the International Cricketer - Mr. Murali Vijay, who is also the face of the brand. The methodology of this research (Fig. 1) will involve primary data collection through an interview with Mr. Murali Vijay, followed by developing the visual brand identity and followed by the product development. The research will focus on creating a brand position for Monk, aligning both Mr. Murali Vijay’s and Kitstop’s vision and goals for the label.

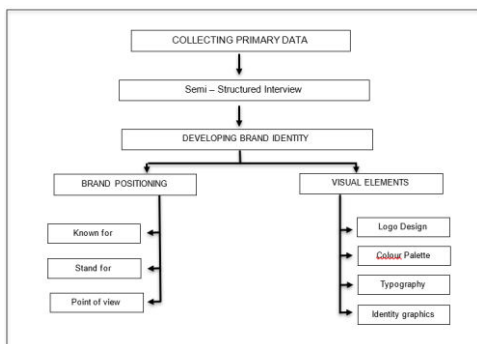


Figure 1: Methodology flow chart

A. Primary data collection

As part of the methodology for a research paper, Mr. Murali Vijay was interviewed to collect primary data regarding the sub-brand's visual identity. The aim was to understand his preferences and expectations regarding the brand's design, messaging, and visual identity.

1. About Interviewees

Mr. Murali Vijay is an Indian cricketer born on April 1, 1984, in Chennai, Tamil Nadu, India. He is a right-handed opening batsman and occasional off-spin bowler. He made his debut in 2006 for Tamil Nadu, and in 2008 he was chosen for the Indian team. He participated in 61 Test matches for India, amassing over 3,800 runs at an average of 38, since his Test debut against Australia in 2008. Also representing India, he has participated in 17 One Day Internationals (ODIs), scoring 339 runs at an average of 21. He is well known for his solid technique as an opening batsman and elegant stroke play. He has also been praised for his ability to play long innings and. He was a consistent performer for Tamil Nadu, as well as the Indian national team. He is called "The Monk" due to his calm and composed demeanor both on and off the field. His ability to concentrate for extended periods, unflappable temperament, and his tendency to remain grounded and focused on his game have earned him this nickname. His nickname reflects his approach to the game as a disciplined and focused individual. As a result, his collaboration label with Kitstop was named Monk too. Off the field, Mr. Vijay is known for his love of music and is a trained Carnatic singer. He has also been involved in several philanthropic initiatives and has been an ambassador for various social causes. He collaborated with Kitstop to start off with his passion project – Monk.

1.1 Interview process

In order to facilitate discussion and foster interaction with the respondent, a decision was made to conduct face-to-face interviews through Google Meet. The interviews were semi-structured, with a focus on qualitative and in-depth answers to stay centered around the purpose of the research (Fig. 2). During the interviews, insights were gathered regarding the cricketer's motivations for collaborating with Kitstop and his aspirations for the venture. Additionally, the interview delved into the cricketer's preferred style and silhouette for the apparel, his design and branding preferences, and his messaging aspirations for the brand. Finally, the interview focused on the cricketer's concepts for the visual brand identity, including his proposed brand positioning and values, his vision for the brand name and visual identity, and his desires for promotional materials. The semi-structured interview format allowed for rich and detailed insights to be obtained, providing valuable information for the development of the Monk.



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Questions	Responses
Motivation to collaborate with Kitstop	Mr. Murali Vijay wanted to share his experience to the younger generation and inspire them to lead an active lifestyle through clothing.
Goals for the venture	To create a brand that encourages outdoor activity and sustainability.
Cause the brand supports	Promoting outdoor activity and encouraging an active lifestyle for positive physical and mental health.
Ways the brand can promote the cause	By designing comfortable clothing suitable for outdoor activities and partnering with organizations that promote outdoor events.
Preferences for design, branding, and messaging	Stylish, clean, and luxurious designs that reflect his style and confidence, while promoting the cause of outdoor activity and sustainability with inspiring messaging.

Figure 2: Semi Structured Interview

B. Developing brand identity

Brand identity is a crucial aspect of a brand's perception, encompassing all its visible elements such as brand positioning, brand name, visual elements including the logo, typography, colors, and slogan, as well as the designs, and it plays a vital role in creating a unique and recognizable image for the brand [3].

1. Brand positioning

Known for: Monk is a sustainable sub-label of Kitstop that offers high-quality apparel designed for the modern-day explorer.

Stand for: Monk products are made with eco-friendly materials and cater to those who prioritize sustainability and ethical production. The brand believes in providing comfortable and functional clothing that allows people to explore the world around them while minimizing their impact on the environment.

Point of view: Monk values transparency, sustainability, and inclusivity, and the brand believes that everyone should have access to sustainable fashion.

2. Visual identity

The visual identity includes the visual elements including the logo, typography, colors, and slogan, as well as the designs, and it plays a vital role in creating a unique and recognizable image for the brand.

2.1 Logo design analysis

In this research paper, analysis was conducted on the logo styles of several prominent activewear brands, including Nike, Adidas, and Reebok. The study aimed to provide insights into the visual identities of these brands, with a focus on their logo designs.

To build their brand identity and produce a recognisable visual representation of their business name, activewear brands frequently utilise wordmark logos. Often using distinctive typography, colour, or other design features that make it stand out, a wordmark logo is a creation that comprises of the brand name or other text in a stylized typeface. A brand may project professionalism, modernity, and refinement by adopting a wordmark logo.

Nike's wordmark logo is a simple design with the brand name in stylized and bold letters. The iconic "swoosh" is often accompanied with the logo, which has become synonymous with the Nike brand.

Adidas' wordmark logo features the brand name in a stylized, unique font with three stripes. This design has become a recognizable symbol of the Adidas brand. The Reebok wordmark logo is a stylized version of the brand name "Reebok". By examining the logo designs of notable activewear brands, valuable insights were gained into their preference for utilizing a wordmark logo style. As a result, it would be appropriate for Monk to also adopt a wordmark logo type in the development of an own brand logo.

2.2 Colour palette analysis

In this research paper, analysis was conducted on the color pallets of several prominent activewear brands, including Nike, Adidas, and Reebok. The study aimed to provide insights into the visual identities of these brands, with a focus on their brand color palette. Activewear brands tend to use a color palette that is bold, vibrant, and often incorporates bright



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hues such as red, blue, yellow, and green [6]. These colors are typically associated with energy, vitality, and a sense of movement, which aligns well with the active and dynamic nature of the activewear industry

Nike's brand colours are black and white, which convey a sense of timelessness and simplicity. However, Nike also uses bright, bold colours such as yellow, blue, and red in its product designs and advertising campaigns. They convey athleticism, energy and excitement, which align well with Nike's brand identity.

Adidas's brand colors are white and black, which convey a sense of elegance and simplicity. It also incorporated bold colors such as green, blue, and red in its product designs and branding. These colors convey a sense of excitement and energy, which directly aligns with what it stands for sport and athleticism.

Reebok's brand colors are black and, in its branding, which convey strength and energy. These colors are often used in combination with each other to create an eye – catching, bold look that appeals to its target audience of fitness enthusiasts. The common factor among these brands is the use of color psychology to evoke specific emotions and associations in their customers [6]. For example, red is often used to signify power, strength, and excitement, while blue is associated with calmness, trust, and reliability. Overall, the use of a bold and vibrant color palette is a key component of creating a strong brand identity in the industry and the usage of similar palettes could help Monk attract consumers who value dynamic and active lifestyles.

2.3 Typography analysis

In this research paper, analysis was conducted on the typography of several prominent activewear brands, including Nike, Adidas, and Reebok. The study aimed to provide insights into the visual identities of these brands, with a focus on their brand Typography.

Nike uses a custom-designed typeface "Nike Sans" in its branding. The typography is highly recognizable and distinguishing, it features geometric bold letterforms with clean lines and sharp angles. Its dynamic and modern, reflecting the brand's focus on athleticism, innovation, and performance. The use of negative space within the letterforms is one notable feature. It creates a sense of energy and movement, emphasizing the brand's focus on dynamic performance. The typeface works well across different applications, from digital to print, and can be used in a range of colours and size without losing its impact.

Adidas typography is clean, legible, and timeless, reflecting the brand's focus on classic design and functionality. It uses a geometric typeface called "Adihaus" in its branding. The typeface is also adaptable, working well across a variety of applications, from apparel to packaging.

Reebok uses a custom-designed typeface called "Reebok One" in its branding and logo. The typography is modern, sleek, and sophisticated, that reflects brand's focus on athleticism. The typography is also highly and versatile legible, making it suitable for use across various platform, from digital media to apparel.

While each brand's typography is unique, there are some common factors that tie them together. First and foremost, all these brands use typography that reflects their core values and brand messaging [7]. For example, Nike's bold and dynamic typography reflects the brand's focus on innovation and performance, while Adidas' clean and timeless typography reflects its focus on classic design and functionality

Additionally, all these brands use typography that is highly legible and adaptable, making it easy to use across a variety of applications, from apparel to advertising. This ensures that the brand's messaging is consistent and recognizable, regardless of where it appears [8]. For the Monk brand, a suitable typography choice would entail a bold and dynamic sans-serif typeface that reflects the brand's essence and is consistent with its visual identity.

2.4 Identity graphics analysis

Identity graphics are the main element of brand identity; it is the initial visual representation that consumers associate with a brand. They play a crucial role in establishing brand recognition, differentiation, and loyalty, something that resonates with customers. Creating a clear visual identity will help the brand to stand out in the market. The continues repeated exposure will subconsciously create a sense of trust and brand loyalty among consumers, and they begin to associate the graphics with the brand's reputation and quality [9]. In this research paper, analysis was conducted on the



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identity graphics of several prominent activewear brands, including Nike, Adidas, and Reebok. The study aimed to provide insights into the visual identities of these brands, with a focus on their brand graphics.

Nike's trademark graphic, known as the "Swoosh," is a simple, yet bold, design featuring a curved checkmark. The Swoosh is meant to represent motion and speed, aligning with Nike's focus on athletic performance and innovation. It also serves as a visual representation of the brand's slogan "Just Do It," encouraging consumers to act and pursue their goals.

Adidas' trademark graphic features three stripes, which have been a part of the brand's identity the stripes have become a symbol of Adidas' heritage and legacy, and they are often incorporated into the design of its products and promotional materials.

Reebok's trademark graphic features a simple, stylized delta symbol positioned above the letter "o". The delta symbol represents the brand's commitment to physical, mental, and social well-being and is intended to inspire people to be their best selves.

Based on this research, a series of graphic print designs were developed that would be used across all upcoming products and promotional materials. The designs were carefully crafted to reflect the brand's values and personality, with a focus on bold and dynamic visuals that conveyed a sense of energy and two distinct designs were created, each with its own unique style and aesthetic. These designs were intended to be versatile and adaptable, able to work well across a variety of applications, from apparel to advertising.

III. RESULTS AND DISCUSSION

In this section the branding identity for Monk has been carefully designed to create a unique and memorable visual identity that effectively communicates the brand's values and messaging to its target audience. The branding assets, including a distinctive logo, colour palette, typography, and imagery, have been developed with the goal of maintaining consistency across all marketing channels. In line with the brand's visual identity, the imagery used in the first set of apparel released by Monk has been carefully selected to reflect the brand's values and messaging.

A. Developing Brand Identity

1 Understanding the Requirement

Through an analysis of established brands, it has been determined that the development of a strong brand identity is critical to the success of a business. In the case of Monk, a great deal of attention has been paid to the creation of a unique and memorable visual identity that effectively communicates the brand's values and messaging to its target audience. This has been achieved through the careful selection of branding assets such as a distinctive logo, color palette, typography, and imagery, which have been designed to maintain consistency across all marketing channels.

2 Logo

Two distinct logo options (Fig. 3, 4) were presented to both Kitstop and Murali Vijay's team, showcasing how design elements of a wordmark can be skilfully combined to create a distinctive and memorable logo that effectively represents the brand. Each logo had a unique concept, providing the teams with a choice of options that aligned with their brand values and personality.

2.1 Logo Design 1

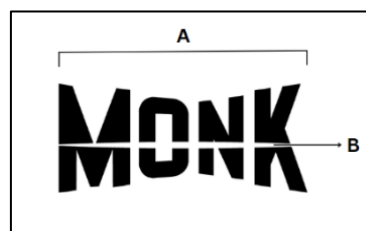


Figure 3: Logo Design 1



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The key design element of the MONK logo (fig 8) is the open arc design (A). This design represents the active and dynamic nature of the brand, conveying a sense of movement and energy. The open arc design is also visually striking, drawing the viewer's attention to the logo.

Another important design element is the arrangement of the letters M, O, N, and K. These letters are arranged in a way that creates a sense of balance and symmetry, emphasizing the brand's commitment to quality and precision. This arrangement also makes the logo easy to read and recognize, ensuring that the brand is easily identifiable.

The horizontal oval slash at the center of the logo (B) is another essential design element. This design represents the brand's emphasis on movement and flexibility, emphasizing the brand's focus on activewear. The slash also creates a unique and memorable design, setting the MONK logo apart from other active

2.2 Logo Design 2



Figure 4: Logo Design 2

The bold and prominent capital letters "M" and "K" in the word "Monk" create a strong visual impact, which is important for a sports brand to convey strength, power, and confidence. Additionally, the smaller "O" and "N" create a visual contrast, which draws attention to the unique design of the logo.

The emphasis on "ON" in the logo represents determination and perseverance, key qualities in sports that encourage athletes to keep pushing themselves and never give up, while also serving as a shortened form of "onward" that adds an extra layer of motivation and progressiveness to the brand.

The logo's outline stroke adds an extra layer of visual interest and gives it a distinctive, dynamic look that is common in many sports brand logos. This outline stroke gives the logo an added sense of motion and energy, which is ideal for a sports brand.

The initial design (fig 8) was ultimately chosen as the final design for the brand, after careful consideration and review by both the Kitstop's and Murali Vijay's team. The design was finalized after careful evaluation of its visual impact, brand recognition, and suitability for a sports brand.

3 Typography

The suitable typography choice would entail a bold and dynamic sans-serif typeface that reflects the brand's essence and is consistent with its visual identity. The type used for the finalized logo is Super Punch – regular

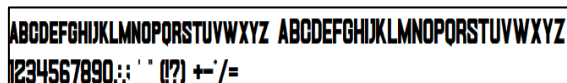


Figure 5: Typography

3.1 Readability

Super Punch fonts are often more legible and easier to read, especially at smaller sizes. This is because they lack the small strokes and details that can become blurred or indistinguishable at smaller sizes.

3.2 Simplicity

Sans-serif fonts are known for their clean and simple appearance, making them a popular choice for logos. By using Super Punch, the MONK logo achieves a minimalist and streamlined design that is easy to recognize and remember.



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3.3 Versatility

Sans-serif fonts are often more versatile and can be used in a variety of contexts, from digital to print. This makes Super punch a practical choice for the MONK logo, as it can be used across different mediums without losing its impact or legibility.

3.4 Modernity

Sans-serif fonts are often associated with a modern and contemporary style. By using Super Punch, the MONK logo conveys a sense of forward-thinking and innovation that is in line with the brand's values. So, Super punch is a good choice for an activewear brand logo. The bold and modern typography of Super punch is well-suited for an activewear brand, as it conveys a sense of strength, energy, and forward-thinking that is in line with the brand's image. Additionally, the clean and simple design of the font makes it easy to read and identify, which is important for a logo that needs to stand out in a crowded marketplace

4 Colour

The common factor among other activewear brands is the use of colour psychology to evoke specific emotions and associations in their customers. In regards to that, three different colour palette options were presented to both Kitstop and Murali Vijay's team for consideration. Each option had a unique concept and was designed to convey a specific set of emotions and qualities relevant to the sports brand. The teams were tasked with choosing the colour palette that best aligned with their brand values and personality.

4.1 Bold and Intense palette

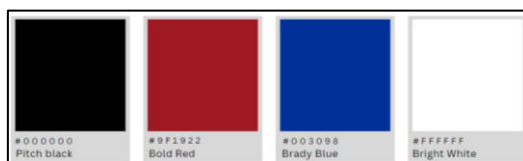


Figure 5: Bold and Intense palette

The Bold and Intense color palette (Fig. 5) is a combination of black, white, bright red, and deep blue. The bright red is vibrant and bold, representing energy, strength, and power, while the deep blue is intense and signifies focus, determination, and confidence. The use of black and white as primary colors provides a strong foundation for the palette, allowing the red and blue to pop and create a striking visual impact. Overall, this color palette is designed to convey a sense of intensity and strength, making it a suitable choice for a sports brand that wants to project a bold and powerful image.

4.2 Dynamic and Classic Palette

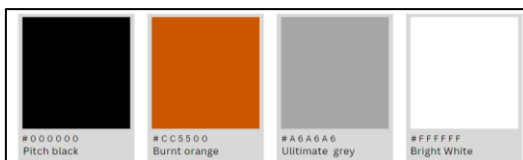


Figure 6: Dynamic and Classic Palette

The Dynamic and Classic color palette (Fig. 6) is a combination of black, white, vibrant orange, and Light gray. The Burnt orange represents energy, excitement, and warmth. It can also suggest a connection to nature, which aligns well with Monk's focus on outdoor activities and eco-consciousness. Light gray is a neutral shade that will provide balance and contrast to the other bold colors in the palette. It can also suggest sophistication and modernity. The use of black and white as primary colors creates a strong visual impact, while the addition of orange and gray adds depth and vibrancy to the palette. Overall, this color palette is designed to convey a sense of energy, excitement, and modernity, making it a suitable choice for a sports brand to project a dynamic and contemporary image.



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4.3 Vibrant and Energetic Palette

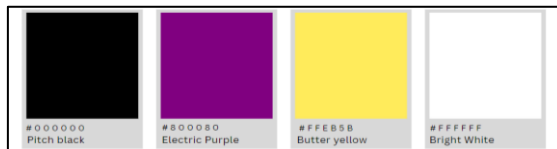


Figure 7: Vibrant and Energetic Palette

Vibrant and Energetic color palette (Fig . 7) captures the essence of the primary colors of black and white, along with the bright and bold yellow and dynamic purple. The yellow represents optimism, energy, and happiness, while the purple signifies creativity, inspiration, and courage. This color palette is designed to convey a sense of positivity, creativity, and courage, making it a suitable choice for a sports brand that wants to project an optimistic and innovative image.

After careful consideration, the branding team for Kitstop and Murali Vijay's brand Monk chose the Dynamic and Classic color palette (Fig. 6), which includes black and white as the primary colors, complemented by a burnt orange and light Gray. This color palette stood out from the options provided, with its use of monochrome black and white creating a classic, timeless feel, while the burnt orange and light gray added a modern touch. Ultimately, the team determined that this color palette best reflected the brand's identity and values, making it the ideal choice for representing the label.

By using burnt orange as the primary color and gray as an accent color, Monk can create a visually appealing and distinctive identity that complements the green of Kitstop. The specific shades of each color will depend on the specific application and design choices, but the overall combination has the potential to be very effective.

5 Identity Graphics

Identity graphics are an essential element of brand identity, as they are often the first visual representation that consumers associate with a brand. They are the brand assets and are a critical component of a brand's overall visual identity system, and they play a crucial role in establishing brand recognition, differentiation, and loyalty.

A series of graphic print designs was developed that would be used across all upcoming products and promotional materials. The designs were carefully crafted to reflect the brand's values and personality, with a focus on bold and dynamic visuals that conveyed a sense of energy and athleticism. Three distinct design options were created, each with a unique style and aesthetic, and were intended to be versatile and adaptable for various applications, such as apparel and advertising. These options were presented to both Kitstop' s and Murali Vijay's team for review and final decision-making.

5.1 Identity Design 1



Figure 8: Identity Design 1

The above design (Fig. 8) was carefully crafted to reflect the brand's values and personality while also incorporating elements of the founder's personal style and ethos. The first step in this process was identifying a central quote that would serve as the focal point of the design. The quote "love to all more to life" was selected as the centrepiece of the design based on its frequent use by the founder on social media and its alignment with the brand's values of positivity, inclusivity, and a love for life. The quote was rendered in a strong typeface, with each line stacked vertically to create a bold and



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impactful visual statement. The words "to life" were placed vertically beside the stacked lines, further emphasizing the importance of the message.

The design also incorporated a cut line pattern at the sides, which added visual interest and movement to the design while also referencing the brand's focus on athleticism and movement. The choice to use white or black shading for the words "love to all" and a contrasting grey shade for the word "more" added a sense of depth and dimensionality to the design, further enhancing its visual impact. Overall, the identity graphic was a carefully considered and purposeful choice, intended to communicate the brand's values and personality while also creating a memorable and impactful visual identity that would resonate with consumers.

5.2 Identity Design 2



Figure 9: Identity Design 2

The second design (Fig. 9) involved a combination of the brand's name with its central slogan "love to all more to life". The objective was to create a visual identity that not only showcased the brand name but also reinforced its core message and values. To achieve this, the slogan was positioned in between the brand name "Monk" in a cursive font at the centre of the design. The cursive font added an element of fluidity and movement to the design, while the positioning of the slogan between the two halves of the brand name created a sense of balance and unity. The choice of font was also significant, as it added a personal touch to the design and reflected the founder's personal style and ethos. The combination of the brand name and slogan in a single design ensured that the brand's values and personality were clearly communicated to consumers in a concise and impactful manner. Overall, the second design of the Monk brand's iconic graphic print was a carefully crafted and purposeful choice, intended to create a visual identity that aligned with the brand's values and personality while also reinforcing its core message and promoting brand recognition.

5.3 Identity Design 3



Figure 10: Identity Design 3

The third design (Fig. 10) features a gradation effect of the letters "mvj8" and a flag-style envelope distortion, and is an effective representation of Murali Vijay's personal identity as a professional cricketer and brand owner. The use of his Instagram ID, "mvj8," adds a personal touch to the design and pays tribute to his accomplishments in the sport. The gradation effect of the letters represents progress and growth, while the flag-style distortion highlights the brand's connection to the sport of cricket. Overall, the design combines elements of personal and professional identity to create a unique and memorable logo for the Monk brand. It effectively captures the essence of the brand's identity and its connection to Murali Vijay's achievements. After a thorough review of the design options presented, Murali Vijay's Kitstop team decided to finalize both Design 1 (Fig. 8) and Design 2 (Fig. 9). These designs were deemed to best represent the brand's identity and values, and were found to be most suitable for various applications, such as apparel and advertising. The team also appreciated the unique style and aesthetic of each design and believed they would effectively communicate the brand's message to the target audience.



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B Monk Branding Assets

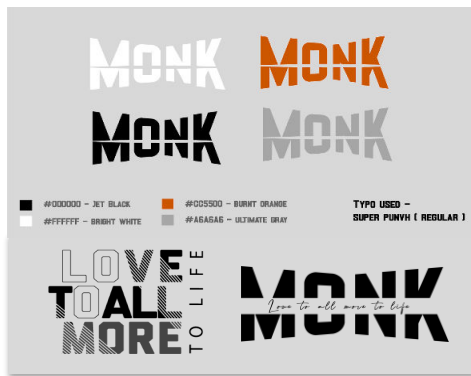


Figure 11: Mock Branding Assets

To maintain consistency across all marketing channels, the branding assets were carefully designed. The following are the finalized branding elements.

The branding assets (Fig. 11) were developed to reflect the brand's values and messaging effectively. The branding assets, that includes a distinctive logo, colour palette, typography, and imagery, was carefully designed and selected to maintain consistency across all marketing channels.

C Application of the Designs

Based on the primary data collected through the interview, the interviewee expressed their desire to introduce their brand with a product line of unisex t-shirts. The aim was to create a brand introduction that is casual, gender-neutral, and inclusive. Sustainability was also a key consideration, leading to the use of 100% organic cotton in the construction of the t-shirts. It is noteworthy that the use of organic cotton in the t-shirts not only contributes to sustainability but also ensures comfort and durability. The relaxed fit of the t-shirts, combined with their breathable fabric, makes them suitable for use in a range of contexts, including as part of an athleisure outfit. They can be worn for various activities, such as yoga, running, or weight training. The comfortable fit and the use of high-quality materials also make them suitable for daily wear.



Figure 12: Design application on T-Shirt

The developed designs were used as prints on the t-shirts (Fig. 12), adding a unique and distinctive touch to the product line. To begin with, the interviewee chose monochrome black and white t-shirts as a subtle yet effective way to convey the brand's message. This color choice was intended to represent the raw essence of the brand's values.



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Figure 13: Final Product

The images above showcase the final product line of unisex t-shirts (Fig. 13) made from sustainable 100% organic cotton with unique designs. The use of sustainable materials and unique designs reflects the brand's commitment to inclusivity, sustainability, and style. The product line features a versatile monochrome colour choice and relaxed fit, making them suitable for use in a variety of settings, including athleisure wear. Overall, the product line represents a distinctive addition to any wardrobe while also aligning with values of sustainability and inclusivity.

D Understanding the Design Preferences

In order to gain a deeper understanding of the preferences and expectations, the reasoning behind the approval of the logo and identity design was asked to both Kitstop and Murali Vijay's team. It was necessary to inquire about their specific tastes and reasons for their response.

1 Logo

The reason the design of the Monk logo in Design 1 (Fig. 3) was approved over the second was because it conveyed a more modern and sophisticated aesthetic that resonated with the brand's target audience. The design element was easily recognizable and memorable, proving their point of similar reach to the audience as well. Overall, they felt that the Monk logo in Design 1 (fig 8) effectively captured the essence of the Brand and its values, making it the preferred choice for the Murali Vijay Kitstop team

2 Identity Graphics

For the identity graphics design 1 (Fig. 8) and design 2 (Fig. 9) were approved by both the Kitstop's and Murali Vijay's team for their strong and impactful visual identity, clear communication of brand values and messaging, and alignment with the brand's overall aesthetic. Murali Vijay had a strong affinity towards Design 2 (Fig. 9), which showcased a combination of the brand name and its central slogan "love to all more to life". He felt a personal connection to this quote, which reflected his own ethos and personality, and was pleased to see it integrated seamlessly into the Monk brand's name.

While Identity design 3 (Fig. 10) incorporating Murali Vijay's Instagram ID received positive feedback from some individuals, majority of the team felt that it may limit the logo's appeal and recognition to those who are already familiar with his personal brand. This could potentially hinder the effectiveness of the logo in reaching a wider audience and promoting brand recognition.

Furthermore, some members of the team felt that the use of a flag-style envelope distortion in the design was not as effective in communicating the brand's identity as the other designs, which focused more on incorporating the brand's central message and values. The use of a gradation effect on the letters "mvj8" was also seen as less impactful than the bold and strong typefaces used in Identity Design 1 and 2.

IV. CONCLUSION

Brand identity is crucial for any company as it provides a unique and recognizable image that differentiates it from its competitors [1]. Developing a brand identity is particularly important for small businesses or sub-labels that need to stand out in crowded markets. Monk is a sub-label of Kitstop, an athleisure apparel label that specializes in selling high-quality and sustainable products. The research paper aimed to develop a brand identity for Monk, the new sub-label of Kitstop, in collaboration with the international cricketer Mr. Murali Vijay. The goal of the study was to create a brand position for Monk that aligned with both Mr. Murali Vijay's and Kitstop's vision and goals for the label. The research involved



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primary data collection through an interview with Mr. Murali Vijay. This interview helped to gain insights into Mr. Murali Vijay's perspective on the brand's vision, messaging, and target audience. The research team used this information to develop a visual brand identity for Monk, which included a distinctive logo, colour palette, typography, and imagery. To maintain consistency across all marketing channels, the branding assets were carefully designed. The branding assets were developed to reflect the brand's values and messaging effectively. The branding assets, includes a distinctive logo, colour palette, typography, and imagery, were carefully designed to maintain consistency across all marketing channels. The results of the study showed that the brand identity established for Monk was unique, memorable, and effectively communicated the brand's values and messaging to its target audience. The selection of graphic prints on the apparel released by Monk was consistent with the overall branding aesthetic, reinforcing brand recognition and building a strong brand identity. In conclusion, the research paper successfully established a strong brand identity for Monk that is poised to make a significant impact in the market. The branding assets were carefully designed to maintain consistency across all marketing channels, and the selection of graphic prints on the apparel reinforced brand recognition and built a strong brand identity.

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