

# Supermarche Brand Concept & Logo Design



# SuperMarche

A new retail experience in Ludhiana

Cramped aisles, shopping carts bumping into each other, scribbled lists of essential items on your mind, planning to order a few of the items online since its not on the shelves, and the entire experience of the 'task' to be finished quickly so you can be back in your home and relax.

This is how most of us know of what shopping for home essentials, lifestyle and food products is. We always look at the list and get to the point. Because there is nothing else to it.

**Well, this is about to change. Supermarche is here.**



# SuperMarche

Well its different if you've traveled to London. or Dubai.

How ? Those of you who know can never experience the same back home. Wide aisles. Never ending product range. Dedicated shelves of each product category that outnumber your imagination. Shopping itself becomes a learning experience.

A place where shopping is not buying off the list, its buying off the options on the shelves.

A space that leads the way in inspiring your imagination and creating a dent in your lifestyle pattern by offering you products that you did not know existed.

The entire game is about the space and the products. The space that inspires ideas and creates a desire to spend time and explore. A product range that pushes the boundaries and lets you experiment.

**Supermarche is here.**



# SuperMarche



**Exotic . International . Experiential . Imaginative . Bold & New . Maiden experience.**



# SuperMarche



**Bringing in an unmatched experience for the Indian clientele.**

**Shopping is no more a task, Its an experience for the individual and for the family. The Supermarche space is the hotspot for ideas, discoveries and evolving lifestyles.**

**A place where the variety of products is inspiring. The facilities and quality is unmatched. Kids always look forward to going there, adults need an excuse to go there and families plan an outing around it for its ready to it range of food and café space.**

**An internationally traveled or aspiring individual looks up to Supermarche as the real deal. Something that they can relate to. A place that satiates your imagination rooted in Masterchef Australia and international shopping experiences abroad.**

# SuperMarche

A woman with long brown hair, wearing a blue saree with a floral pattern on the sleeves and a gold border, is looking down at a refrigerated display case in a supermarket. The display case is filled with packaged vegetables, including bags of 'SAAG', 'ALAK', 'GOOVAR', and 'TINDORA'. The background shows shelves stocked with various grocery items.

**Exotic . International . Experiential . Imaginative . Bold & New . Maiden experience.**

The keywords that define the brand experience, are the same that define the branding design. The identity needs to reflect the same attributes.

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## EXOTIC.

The product range and the design of the space reflects exoticism. The Logo Design needs to reflect an **international quality of visual language**. A brand that seems to have existed internationally in spirit and has now arrived in India.

## INTERNATIONAL.

What you buy and experience at the Supermarche is unmatched locally. You can relate it to your international shopping experiences and the identity needs to reflect the same international aesthetics. Not trying too be something it not. **Not pretentious, not too loud**. Real and comfortable.

## IMAGINATIVE.

The shopping experience at Supermarche inspires your mind to try new things, to adapt a new lifestyle. The logo design should reflect a similar aspiration. of being **New and Fresh**.

## BOLD & NEW.

Just as the brand is going to be a bold and new experience in the Ludhiana society, the logo design should reflect a similar **boldness of typography**.

## MAIDEN EXPERIENCE.

The logo needs to be an **icon of aspiration**. Like people love carrying a paper bag that says “IKEA”, the logo should be a similar identity.

**TESCO**



**Sainsbury's**

**SPAR**



*Foodhall*  
– for the love of food –

The logo designs of some of the most identified international / Indian supermarket brands reflect the same elements that we capture in our approach.

**Bold and clean typography.**

**Subtle yet identifiable uniqueness of design.**

**Soft line quality to reflect friendliness and familial warmth.**

**Primary use of color that contain energy and strong visibility.**

**Singular unique element that becomes a novel identifier.**

## **Logo Design Exercise 1**

**SuperMarche**  
SHOPPING EXPERIENCE



**SuperMarche**  
SHOPPING EXPERIENCE





# SuperMarche

SHOPPING EXPERIENCE

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SHOPPING EXPERIENCE

Clean and bold typography for easy readability. A mix of cursive soft lines along with straight lines to reflect both grandeur and fun as a brand. Typography contains wholesomeness.

Soft orange color reflecting both excitement and warmth. The color denotes energy and the capacity to provide, like the sun.

An umbrella tagline denotes that the brand is more than just products. Its an experience and does not discriminate between premium and basic.

## **Logo Design Exercise 2**



# Super Marche.

essentials & exotics





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STORE MANAGER  
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# Super Marche.

essentials & exotics



symbol for barley / wheat / food grains



symbol for fruits

symbol for sea food

symbol for greens

symbol for poultry



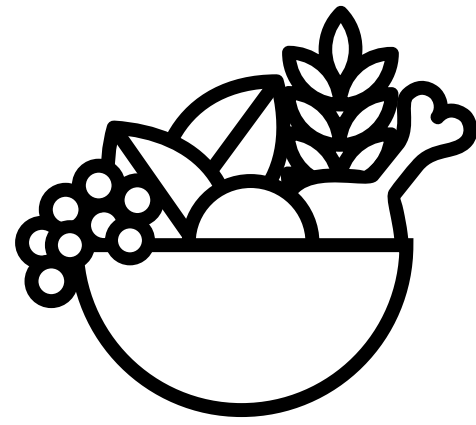
# Super Marche.

essentials & exotics

The tagline attends to the product range as well as captures the shopping experience expectation. The alliteration of the letter 'e' works well and speaks for complete variety of the product range on offer.

Bold typography that reflects modernism and youth. The letters have a clean readability that is both striking and attention grabbing. The color red reflects energy and a fun experience. Black of the logo motif and tagline creates gravity and balance the energy of red.

## **Logo Design Exercise 3**



Super  
marche

BASIC TO EXOTIC



**Super  
marche**  
BASIC TO EXOTIC









Super  
marche  
BASIC TO EXOTIC

1620

NOTICE  
NO  
TRASHING  
LOITERING  
SOLICITING  
ON THIS  
PROPERTY

SALE  
Ham  
29¢  
SALE  
Green Grapes  
\$1  
SALE  
Ground Beef  
\$1.50

HARVEYS

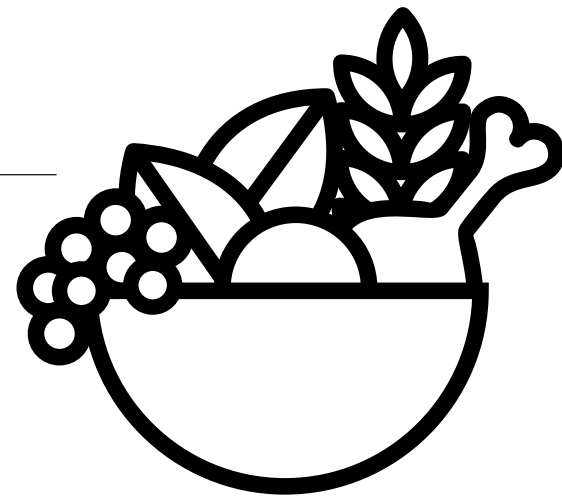
LOW  
LOW  
LOW  
3

LOW  
LOW  
LOW  
50¢

LOW  
LOW  
LOW  
75¢



The logo typography has been kept lean yet full bodied, reflecting a new young vibe. It speaks of agility and fresh ideas. A brand that has something new to offer everyday. The word Supermarche has been broken into two words for easier understanding and visual alignment.



The logo motif of a overflowing bowl represents abundance and never ending product options. The elements inside the bowl symbolize everything from fruits to greens, staples to meats and dairy. The line quality of the design has been kept medium bold and geometric, reflecting a contemporary sensibility.

# Super marche

**B A S I C T O E X O T I C**

The tagline speaks of the product variety on offer and also of the brand's footprint and identity relating to the customer. An all capital letter set of tagline creates an evenly spread base for the logo typography.

The color green represents everything that the current lifestyle stands for. Organic, clean, natural and real. The color is easy and friendly and embraces health and fitness of lifestyle. The black of tagline and logo motif balances the green with gravity and offsetting the contrast.



**SuperMarche**  
SHOPPING EXPERIENCE



End of Presentation

