

EXEMPLAR

Strategic Solutions

Client: Big G

Services: Logo Design

Case Study

Level 0 	Level 0 	Level 1 
Level 2 	Level 3 	Level 4 
Level 5 	Level 6 	Level 7 

Logo designs for branding the 8 floors
of Big G Departmental store

A departmental store with 8 levels of shopping had a very low recall among customers for each of the levels.

These logos were designed after carefully selecting unique names that represent the product mix on each of the levels. The same were then communicated through in store signages, pamphlets, outdoor hoardings & press advertisements.

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