

# | About

Western's emart is your go-to online store for daily essentials, designed to meet the evolving needs of India.





 **Western's  
eMart**  
daily buying, smartlife

 **Western's  
eMart**  
daily buying, smartlife

# | Problem

How can our brand stand out in such a competitive and saturated market?





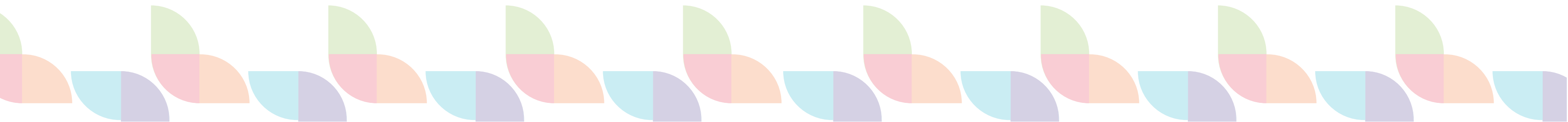
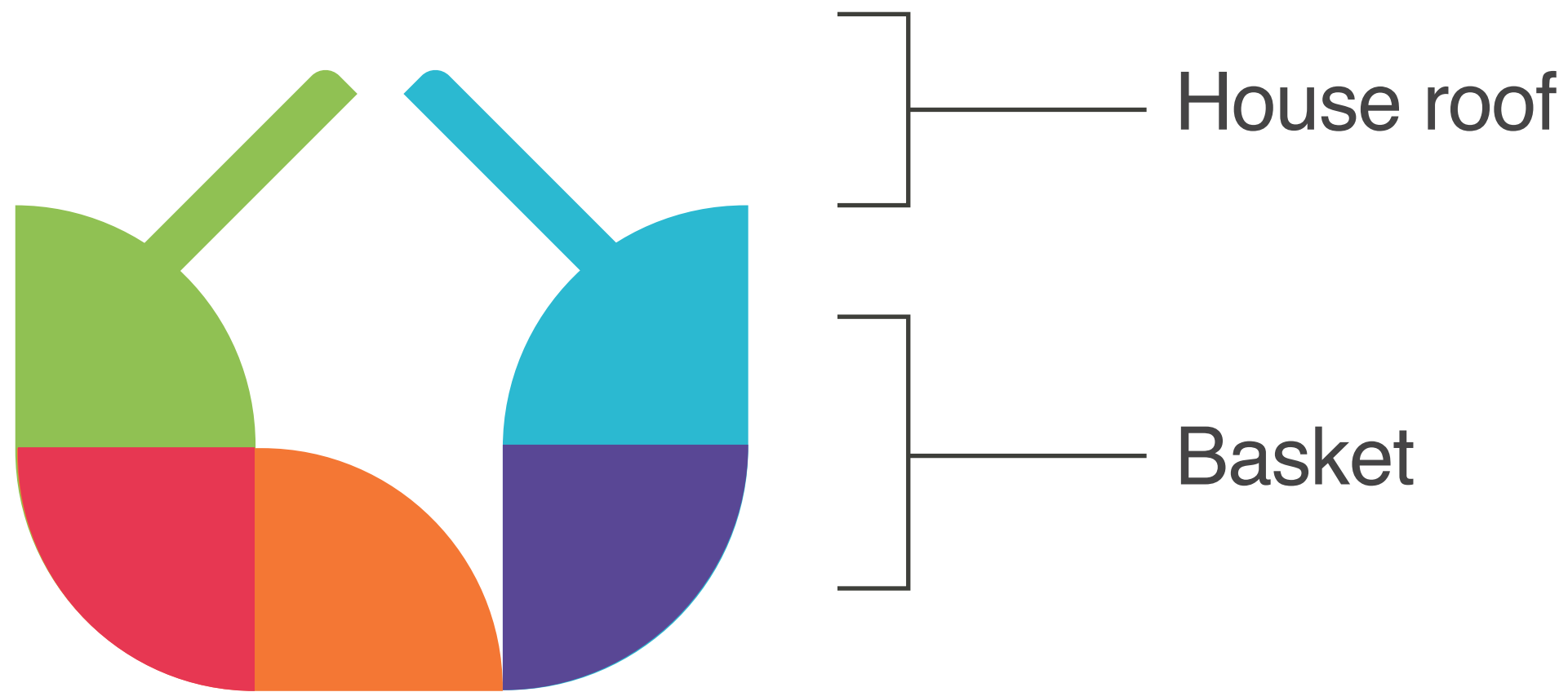
Western's  
eMart  
daily buying. simplified.

# | Creative Solution

The basket design instantly distinguishes it as an online mart, while the vibrant colors represent the extensive product line. The handles are cleverly crafted to resemble a house's roof, symbolizing the brand's commitment to service.



# | Logo Breakdown

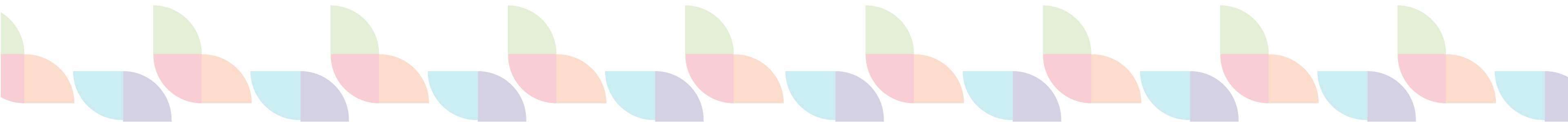


# | Logo Construction



**Western's**  
**eMart**

*daily buying, smartified!*





# | Typography

**Aa**

## **Baloo Bhai Bold**

**ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!#%&\$**

## Baloo Bhai Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
0123456789!#%&\$



# Brand Colors

Hex Code: #594695	Hex Code: #29B9D1	Hex Code: #90C154	Hex Code: #E73451	Hex Code: #F67733
R: 89 G: 70 B: 149	R: 41 G: 185 B: 209	R: 144 G: 193 B: 84	R: 231 G: 52 B: 81	R: 246 G: 119 B: 51
C: 79% M: 85% Y: 5% K: 0%	C: 69% M: 3% Y: 16% K: 0%	C: 49% M: 4% Y: 88% K: 0%	C: 3% M: 94% Y: 63% K: 0%	C: 0% M: 66% Y: 89% K: 0%





**Western's**  
**eMart**  
*daily buying, smartified!*

UK MG7PO

WESTERN'S eMART  
daily buying, smartified!

Happy DUSSEHRA

www.westernsemarkt.com

Q ❤️ ▾

This Instagram post features a purple background with a decorative border of orange and green garlands. In the center, a collection of Amul products is displayed, including Shrikhe, Malai Peda, Rasogolla, Gulab Jamun, and other sweets. A large pink heart is overlaid on the left side of the image.

Instagram

WESTERN'S eMART  
daily buying, smartified!

Sip on FRESHNESS

www.westernsemarkt.com

❤️ Q ▾

This Instagram post has a bright orange background. The text "Sip on FRESHNESS" is prominently displayed in a mix of cursive and bold fonts. Below the text, a variety of beverages are shown, including Amul TFU, Dabur Shikhar, Dabur Rose Syrup, Amul TFU, and Kiwi. The bottom of the post shows standard Instagram interaction icons: a heart, a comment bubble, a share icon, and a bookmark icon.

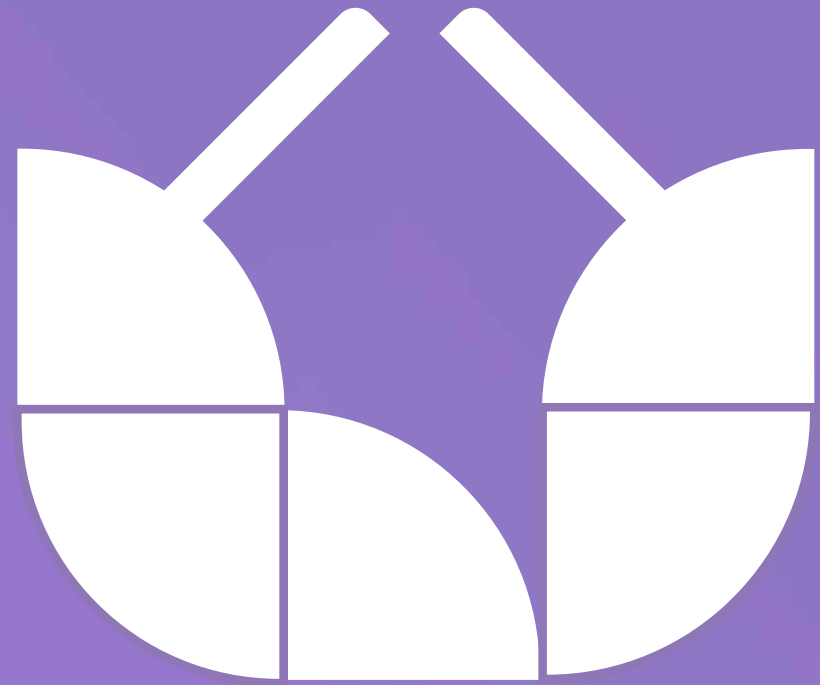
WESTERN'S eMART  
daily buying, smartified!

Sit Back & Relax  
We are here to spice up your IPL fever!

www.westernsemarkt.com

Q ❤️ ▾

This Instagram post features a blue background with a stadium scene and confetti. The text "Sit Back & Relax" is written in a white serif font, followed by "We are here to spice up your IPL fever!". A collection of snacks and drinks is shown, including Thums Up, Too Yumm!, Meez Balls, Parle's, and Sprite. A large pink heart is overlaid on the right side of the image.



# Western's eMart

*daily buying, smartified!*



# | Impact

The brand identity effectively cuts through the clutter, making it easily recognizable and approachable to consumers.

