



Enriching life with Art

Revitalising The Fushia Tree's identity system and marketing communications enabled the brand to flourish and move beyond its online presence.

Scope

Visual Identity

Deliverables

Identity Creation

Visual Language

Design Toolkit

Implementation Services

Issue

The Fushia Tree started in India as an online affordable curated art platform and lacked a coherent visual identity that would grow with future international business expansion. The visual expression was restricting development of brand beyond the online platform. It also lacked alignment with the business ambition that the brand aspired to be.

Tandem Design reviewed the existing brand expression to establish a road map for the development of the brand identity.

Solution

A fresher, more vibrant and flexible visual identity was developed that built upon the visual essence of the original logo. The strong accent fuchsia colour was enhanced by a colour palette developed to enhance the key colour. The use of actual art from the collection in collateral materials provided a stronger connection to the artists that The Fushia Tree seeks to develop.

Result

The Fushia Tree now has a brand that can grow to meet the needs of a new business initiatives. Since its origins as an online only platform, The Fushia Tree has transformed into an art gallery, artist workshops and a range of artist merchandising as their new offerings.