

sani

Made for special moments everyWEAR.

Jordyn Burrell, Samantha Casolaro,
Cara Neely, Rylee Parsons, Emily Pack

GOALS

GOAL #1:

Create a packaging experience that gets people talking about Sani.

GOAL #2:

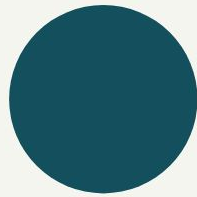
Create a cohesive brand image, tone and aesthetic on social media and other marketing platforms that maintains the brands cultural values.

BRAND STYLE GUIDE

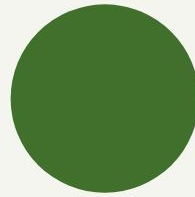
THE COLORS



#f4b621



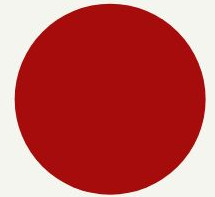
#134f5c



#416f2c



#f2dfc9



#a60c0c

THE TONE

Welcoming
Thoughtful
Approachable
Bold

BRAND STYLE GUIDE

THE LOGOS & ICON

sani sani



MAIN LOGO

- Website Heading
- Social Media Profile Pictures
- Packaging

ALTERNATE

- Email Marketing
- Black & White Print Option

TIGER MOTIF

- Digital Marketing Graphic
- Packaging
- Free Gift

A GUIDE TO FONTS

syncopate

Header

LOGO

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Montserrat

Subheader

Copy Text - Website, Instagram, Emails

abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

Glacial Indifference

Instagram Heading

Font in Bold

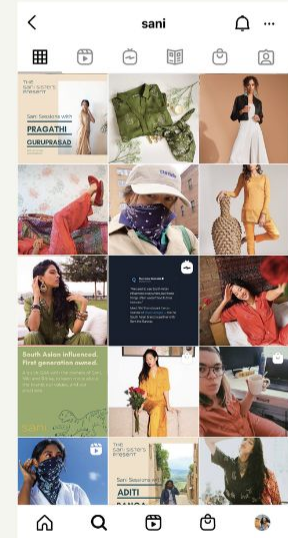
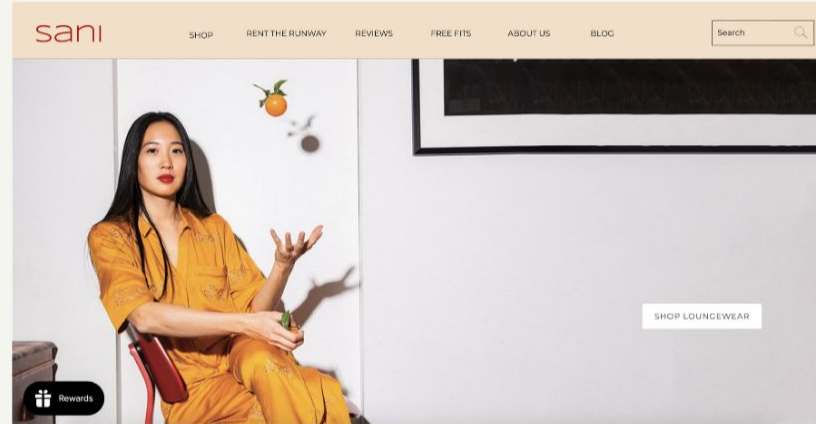
abcdefghijklmnopqrstuvwxyz

ABCDEFGHIJKLMNOPQRSTUVWXYZ

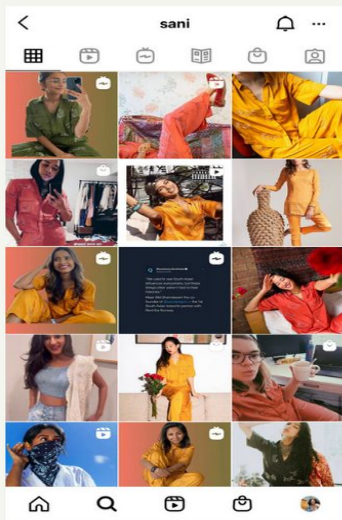
SANI DIGITAL MEDIA

Consistent & Approachable

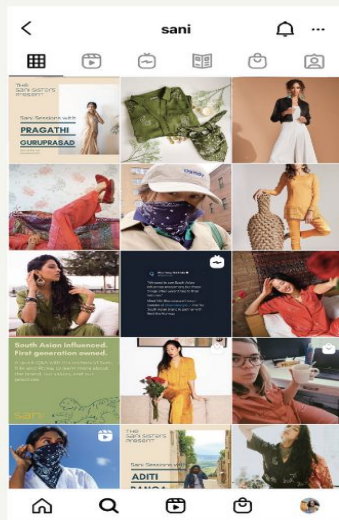
Creating a cohesive tone throughout the website and Instagram profile that uses branding techniques that attract the target audience and creates follower engagement on the social platform.



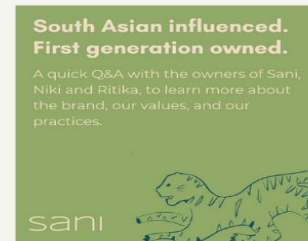
INSTAGRAM ASSETS



Before



After

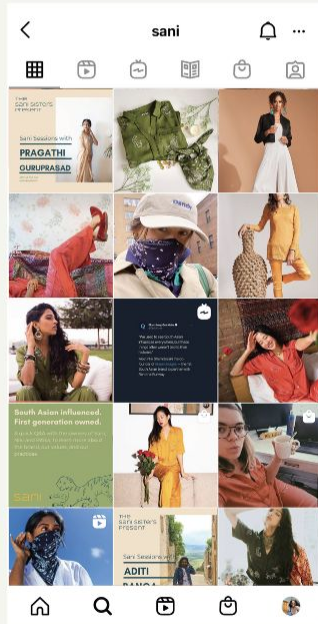


Instagram Text Posts

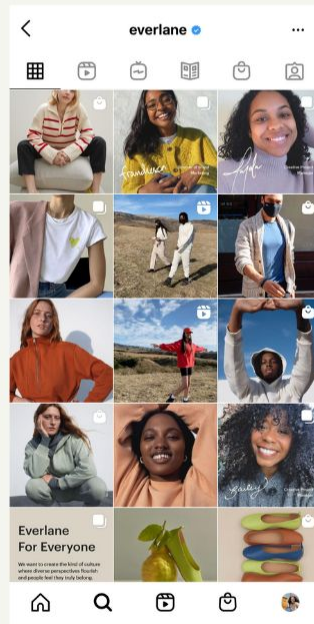


Instagram Story Post

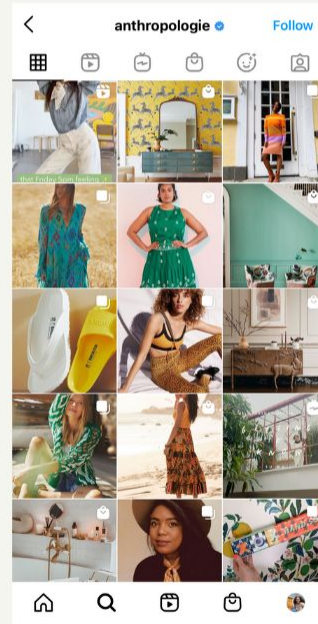
INSTAGRAM COMPARED TO COMPETITORS



Sani



Everlane

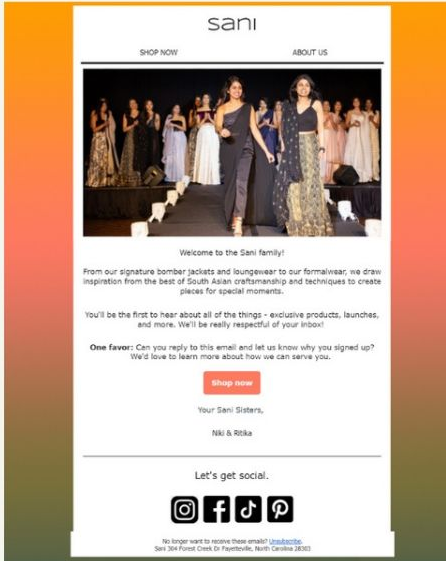


Anthropologie



Glossier

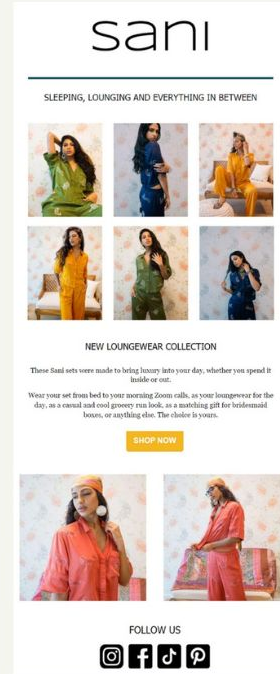
EMAIL DESIGN



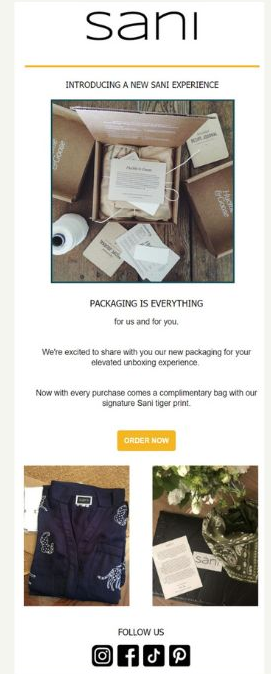
Before



Before



After



After

PACKAGING

When customers open our box, they will be surprised by the themed tissue paper, stamped envelope, and free silk bag.

Consumers say paper and cardboard packaging makes a product more attractive than other materials.



THANK YOU CARDS

sani

In India it is the tradition that, if a woman cannot find something she wants, she figures out how to make it herself. Our mother did this, and her mother did this, and we did this through our creation of SANI -- a collection of approachable-luxe, culturally inspired clothing made for special moments everywhere.

We started Sani between our hometown in North Carolina and our parents' birthplace of Delhi, India. It has always been our mission to integrate influences from our culture with thoughtful design elements (like pockets!) for the now. Since we started, the world has changed drastically, which has helped us define our real reason for being -- and that is to help women everywhere channel the radiant energy rooted in South Asian fashion.

Each Sani piece is distinct and crafted with the highest commitment to quality, design, and experience. Our collections are made in small batches by real people, using traditional craftsmanship and techniques. We value our heritage and family, and when you wear Sani, we want you to feel like a part of ours.

Your Sani sisters,



Niki and Ritika Shamdasani

Before

MADE FOR _____

*Breakfast in bed
Movie nights
"Working" from home*

*Adventuring
Dance parties for one
Burning the midnight oil*

Insert your special moment here

www.sanidesigns.com
@sani

Before

sani

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Your Sani Sisters,



Niki and Ritika Shamdasani

After



Connect with us!

Instagram: @sani
TikTok: @sanisisters
www.sanidesigns.com
#sanisisters

After

FREE ITEM

Scrap Drawstring Bag

Using fabric scraps that would otherwise go to waste, we created a functional, reusable gift that fulfilled the client's desire to further their efforts as a responsible brand.



PACKAGING MARKETING STRATEGY

Marketing our packaging as an experience worth sharing by building up anticipation through email marketing and social media.

