

Adinkra Studio
BRAND & MARKETING RESEARCH

Adinkra Studio

Culturally Conscious Concepts

Brand Words:
Creative, Unique, Urban

Company Description

Fine custom design apparel for the casual ware. Unique artwork/illustrations of different cultural motifs and designs.

Mission

The mission of Adinkra Studio is to let the world know that these symbols exist. To provide an excellent, quality oriented, customized unique one of a kind product to each & every costumer. To put Adinkra symbols on the map, on equal footing in competition with the rest of the motif world.

Products/Services

Apparel that can be decorated via silk screen or DTG printing such as t-shirts, polo shirts, denim jackets, jackets, casual clothing,

History

In 2006, I 1st noticed the ascents of adi kra symbols when I looked in different store & didn't see any representation of African art of any kind. I saw mini statues of buddha, various images of saints, the rosary, the Ohm sign, the peace sign & other religious motifs, sanskrit, but no adinkra symbols. So it was then I decided to create my company so people could know more about them.

So, I decided to create a t-shirt printing co. to make people aware. T-shirts make an excellent billboard but also to provide cultural art for the 45 million African americans who may or may not know of their cultural connective Ness to these symbols.

Target Audience

Age: Kids/Adults/Seniors

Gender: Male/Female

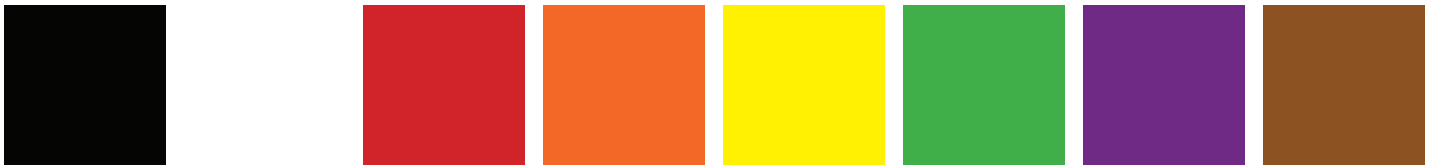
Geographic Location: Urban

Income: Low- Average

ADDITIONAL NOTES FROM CLIENT

ADINKRA STUDIO is a sole proprietorship custom design apparel on silk screen & DTG print. My target audience will mainly be African American of all ages however, it can includes people of any walk of life who can appreciate culturally creative, conscious art of various ethnic background. If that makes any sense. I really want to put emphasis on the Adinkra symbols of Ghana, West Africa from the Akan group originally created by the Asanti people.

Potential Logo & Brand Colors



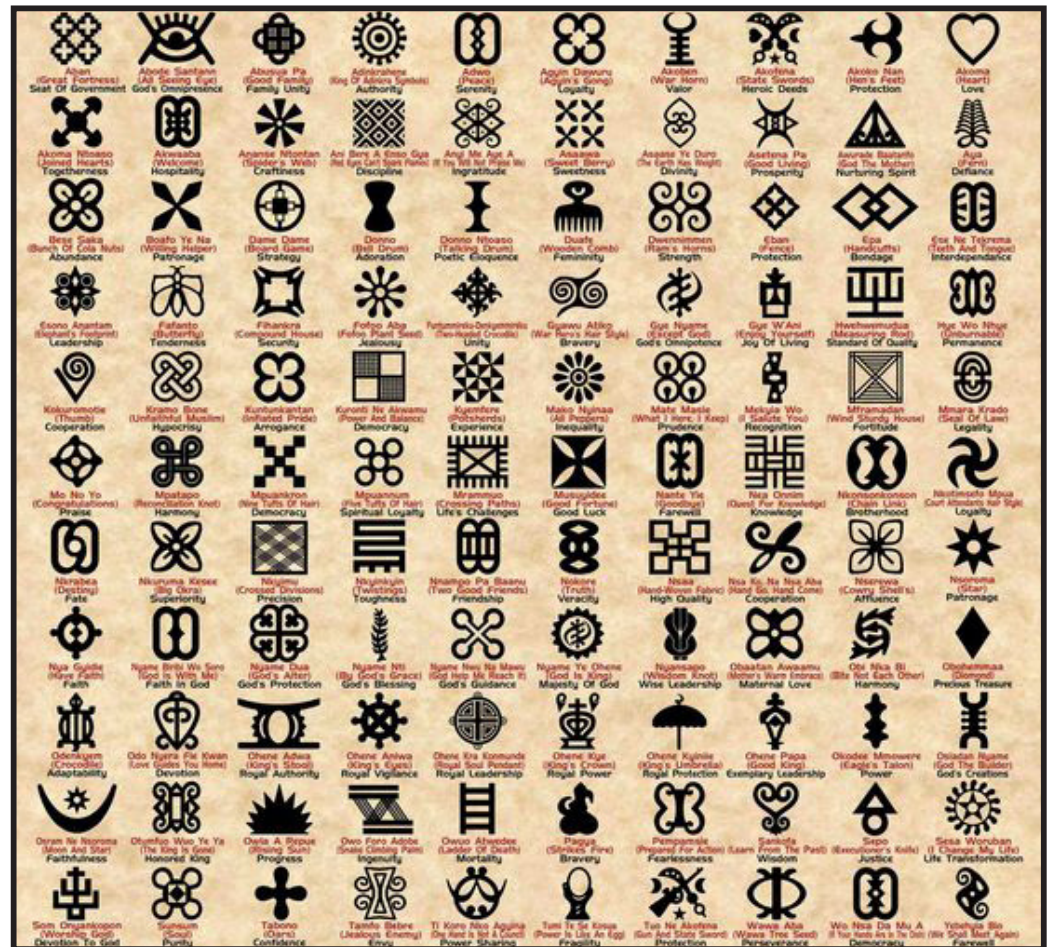
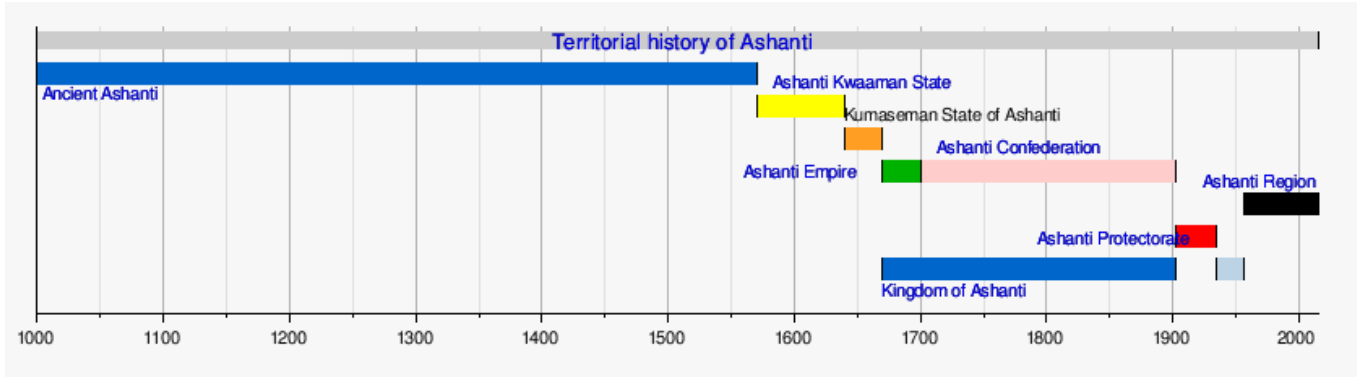
Adinkra Symbol / Ashanti History

Adinkra are visual symbols, originally created by the Ashanti, that represent concepts or aphorisms. Adinkra are used extensively in fabrics, pottery, logos and advertising. They are also incorporated into walls and other architectural features.



The adinkra symbols each have a name, and have a great meaning based in universal human values such as family, integrity, tolerance, harmony, determination among many others. Their names come from the language of the Ashante people, *Twi*.

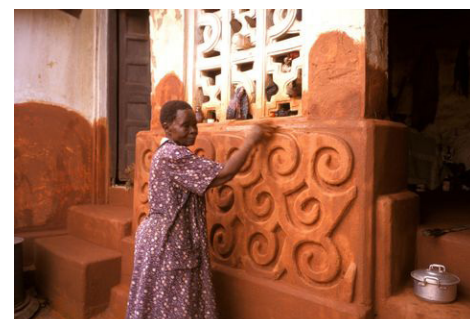
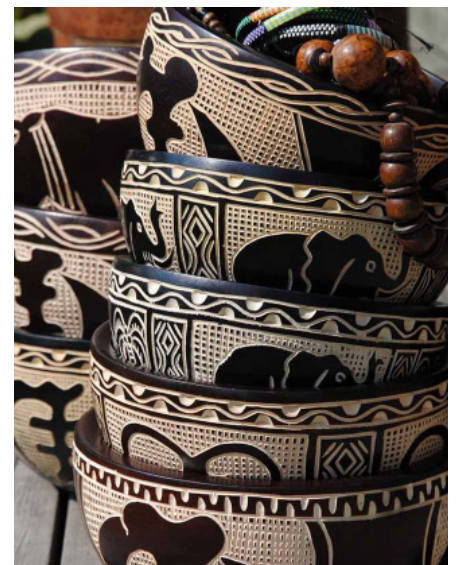
Tribal chiefs will often times wear symbols that promote leadership, and thinking ahead. Brightly colored cloth called *Kasaida* is often worn for festivals. At funerals, mourning cloths are made with exquisite designs of symbols of respect for the departed loved one.



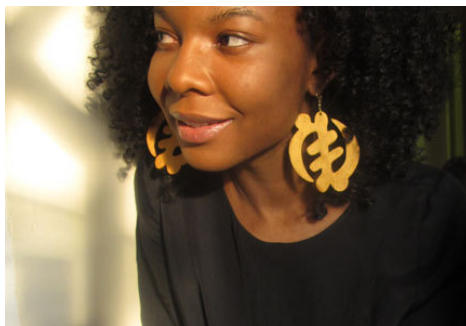
Adinkra Symbols Traditional



Adinkra Symbols in Products/Architecture



Adinkra Symbols in Modern Fashion



Adinkra Studio
LOGO CONCEPTS

Adinkra Studio

CONCEPT 1

Key brand words: Creative, Unique, Urban



The main text is based off of the font "Drina". The dye used in Adinkra textiles is the inspiration for this fluid/artistic font.

The dye is made by boiling the bark of the Kuntunki Tree with iron slag, to form a paste called adrinkra aduru.



Adinkra Symbol:
NKONSONKONSON
"chain link"

Symbol of unity and human relations. A reminder to contribute to the community, that in unity lies strength. Other symbol options could work, for example the "spider web":



Adinkra Studio
CONCEPT 2

ADINKRA STUDIO

Key brand words: Creative, Unique, Urban



Adinkra Symbol:
NKONSONKONSON
"chain link"

Symbol of unity and human relations. A reminder to contribute to the community, that in unity lies strength. Most likely on this symbol will work with this logo.

"to provide cultural art for the 45 million African Americans who may or may not know of their cultural connectiveness to these symbols..."

The main text is based off of the font "Vezus". The inking/stamping texture used in Adinkra textiles is the inspiration for this grungy font and gives it an "urban" feel.

Adinkra Studio

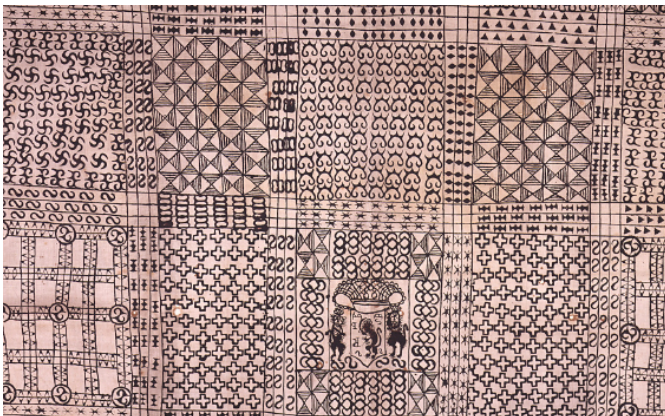
CONCEPT 3



Key brand words: Creative, Unique, Urban



The main text is based off of the "Assegai" tribal font. The line work of the traditional Adinkra symbols is the inspiration for this whimsical & artsy font.



The repeated pattern work is the inspiration for the black bar. Any pattern can be used.

Adinkra Studio

Additonal Symbol Options

Key brand words: Creative, Unique, Urban


ADINKRA

STUDIO



Adinkra Symbol:
NKONSONKONSON
"chain link"

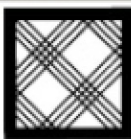
Symbol of unity and human relations. A reminder to contribute to the community, that in unity lies strength. Most likely on this symbol will work with this logo.

 Osidan	The builder	Creativity
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I must have somehow overlooked this one, but this could be the perfect fit? Both visually and conceptually...

 Okodee mmowere	Eagle's talons. A style of Shavings on the heads of some traditional court attendants.	Strength and unity.
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This one is a bit like the chain link symbol in what it signifies, the idea of unity/traditions, etc. This reflects more the Adinkra tradition/culture and community, rather than reflecting the actual business of the print studio, which is what the 'builder' symbolizes above. I know both are important in your brand, it will be up to your preference which symbolism you would like to lean toward...

 Nhwimu /Nkyimu	Crossing. The divisions done onto the plain cloth before the stamping is done.	Skill Precision
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I like this symbol on it's own, and how it can reflect the skill and prevision of your business/craft. The only issue with this symbol is I'm not sure how to exactly incorporate it within the word "adinkra"...

Adinkra Studio
Additional Symbol Options 2

ADINKRA
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Additional Symbol Option Round 3

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Color Options



PMS 167	PMS 168
PMS 1675	PMS 1685
PMS 174	PMS 175
PMS 180	PMS 181

STUDIO
ADANKRA



STUDIO
ADANKRA

STUDIO
ADINKRA

Logo Sheet

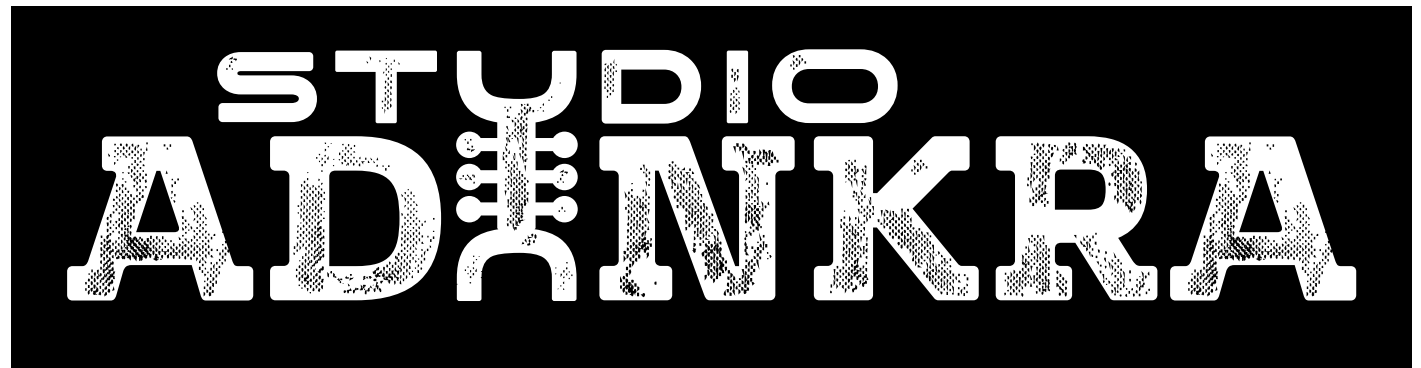
CLIENT:
Studio Adinkra

Color Specifications

Custom Rich Black
CMYK: 55-45-45-100
HEX: #000000
RGB: 0-0-0

Notes: Customized font based off
Vezus Texture Serif (Adinkra)

Please do not crop or alter this logo
in any way other than size. Logo is
also available in digital format.



IMPORTANT INFORMATION: HERE IS YOUR FINAL ARTWORK

THE CLIENT should check for all correct colors (choice and number), text and placement. Once satisfied, please confirm that you have checked it thoroughly and accept responsibility for this artwork. THE CLIENT agrees to remit the remaining balance of the project fee within 30 days. Upon receipt of this balance, SB DESIGNS agrees to transfer all electronic files relating to the artwork via previously agreed method of transmission. SB DESIGNS will transfer ownership of copyright at that time. SB DESIGNS retains the right to utilize ANY artwork, designs, edits, revisions and work product from the artwork in advertising, promotion and other, not-for-pay display.