



ABBY DRAW
DESIGN & BRANDING

Turning **BRANDS** into **EXPERIENCES**

Turning Brands Into Experiences

WHO WE ARE

Turning ideas into iconic brands

Abbydraw is a young cheerful strategic branding powerhouse, driven by insight, innovation and impactful design. Spearheaded by seasoned brand consultants, our multi disciplinary team brings deep expertise across Brand Consultancy, creative strategy, packaging design, web development and digital marketing . With a robust presence pan-India and internationally, we craft distinctive brand narratives that transcend aesthetics shaping perception, evoking emotion, and forging enduring brand loyalty in competitive Indian & global markets.

WHAT WE OFFER



WHAT WE DO

Brand Strategy



We craft intelligent brand strategies that align purpose with perception. By defining your brand’s core essence, positioning, and voice, we create a foundation that drives clarity, consistency, and long-term growth across every touchpoint.

Consumer Insights Study



We decode consumer behavior to reveal emotional drivers behind decisions—enabling brands to connect deeply, adapt smartly, and engage with intent.

Packaging Design



We transform packaging into a powerful brand storyteller. Blending aesthetics with strategy, we design packaging that not only captures attention but communicates value, builds trust, and elevates shelf impact across competitive markets.

Brand Communication



We craft clear, consistent, and compelling brand messages that resonate across every platform—ensuring your brand speaks with purpose and impact.

Method That Moves Brands

Our approach blends strategic thinking with creative precision to build impactful brands. We follow a proven methodology—from research to rollout for consistent, result-driven branding.



Brand Strategy Deck Contents

BRAND STRATEGY DECK CONTENT



BRAND KEY



MAJOR PROJECTS WE TOOK UP



OUR IMPACT

Grew brand recall by 50 - 70%

Grew brand recall by 50 - 70% through strategic branding that combined visual identity, clear messaging, and consistent customer experience. Powerful branding builds emotional connection, making your business unforgettable in a crowded market.

Helped clients enter into the new markets

Helped the client enter into the new markets by crafting a brand strategy that resonated across diverse audiences. Effective branding created a strong, adaptable identity that opened doors to new opportunities and domestic growth.

Revitalized legacy brand for Gen Z

Revitalized a legacy brand to connect with Gen Z by blending modern aesthetics with authentic storytelling and digital-first branding.



Case⁰¹ Study

PROV FOODS

**Designs
That
Speak
Results**

**Brand
Desi
gns
Branding
Des**

CASE STUDY



Challenge

This market is highly Unorganized and commodity based

Gathering data from competitor and market is very difficult

Carving a niche for the brand and giving a different identity was a big challenge

challenge

Strategic & Creative Approach

STUDIED MARKET

Competitive Landscaping
Trade Study
Consumer Study

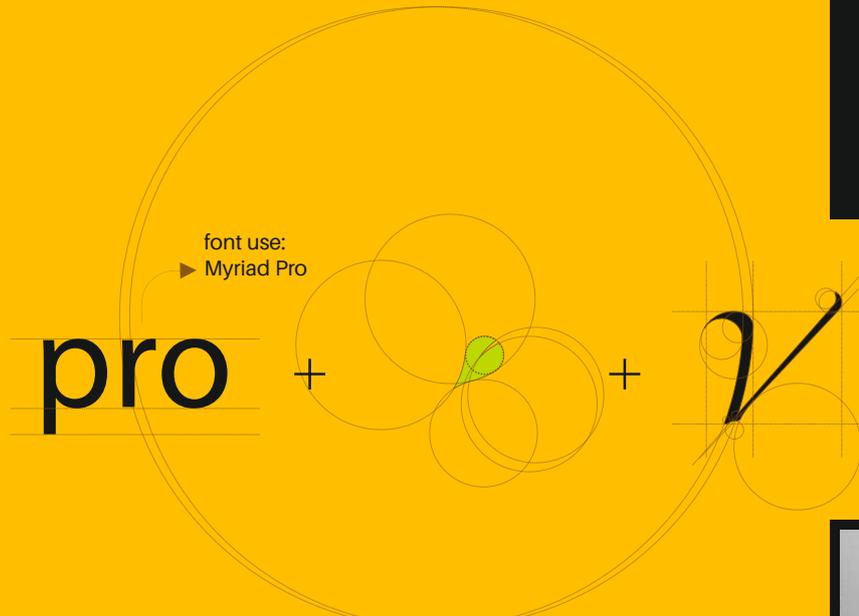
CREATIVE LANDSCAPING

Studied Competitions From Design Aspects
Brand Identity
Packaging Design Language
Packaging Formats Studies
Packaging Substrate

Strategic



BRAND OVERVIEW



The meaning behind the logo mark of ProV

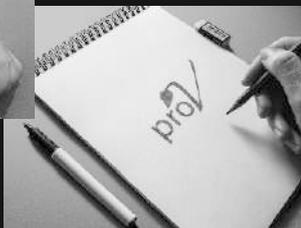
Proventus is an integrated commodities conglomerate with an aim to become one of the leading dry fruits and staples brand in the country. The company's values are synonymous with service to customers and building a long-lasting relationship based on trust, be it quality or affordability.

Under its "ProV" Foods banner, Proventus offers a variety of premium dry fruits, nuts, seeds and spices

font use: Playball
+ *A Step Towards Wholesome Goodness*

The Evolution of the ProV Logo

The origin of the logo started as simple transition from the parent company logo. As the brand transitioned to find its space in the Nutritious Staples & Snacks space so did the Logo - to signify the focus of the brand



Brand identity

At ProV, we craft complete brand identities that go beyond just logos. We help businesses stand out, speak clearly, and stay consistent from their visual identity to every touchpoint like stationery & brand kits.

We believe your brand should be recognizable at a glance, memorable in the mind, and meaningful at heart. Our team blends strategic thinking with stunning design to build brands that leave lasting impressions.



BRAND OVERVIEW



A Step Towards Wholesome Goodness

Aims to signify the essence of Nutritious Foods - snacks and staples. It looks to bring focus to "Nutritious & Natural" produce that help our consumer base to inculcate a more "wholesome" diet filled with the "Goodness" of natural nutrients.

Symbols & Meanings

pro "Pro" in the logo is derived from the word 'Protein' - more than signifying the brand to carrier of essential nutritious macro nutrients. Protein being used as the consumer mindset is accustomed to "Protein" = "health"

V "V" in the logo is derived from the word 'Vitamin' - more than signifying the brand to carrier of essential nutritious micro nutrients. Vitamin being used as the consumer mindset is accustomed to "Multi- vitamins" = "Essentials"

 The leaf along with the design of the V as a steam - Signifies the "Natural" nature of produce with both the color green and the leaf logo being associated with Vegan+Natural+healthy

Parts of the ProV Logo

we specialize in packaging design crafted exclusively for the dry fruits market. We understand that in today's competitive shelf space, packaging is more than a wrapper it's a silent salesperson that influences buying decisions in seconds. With deep insights into consumer behavior, retail trends, and health-conscious purchasing, we create packaging that not only protects but attracts, informs, and builds brand trust.

What Makes Us Different

Consumer-Centric Design

(Clean, modern, and transparent packaging that highlights freshness and ingredients)

Shelf Impact & Visual Appeal

(Bold colors, smart layouts, and ingredient visibility to win consumer attention) Premium Look,

Functional Form

(Zipper pouches, jars, matte finishes, window cuts packaging that works and wows)

Custom Designs for Every Product Type

(Trail mix, single nuts, gift packs, flavored varieties, and more)



BEFORE



Dull Color Palette: muted brown tone which lacks shelf appeal & visual impact.

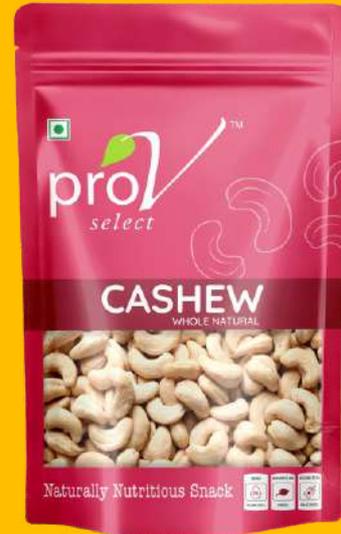
Generic Look: Outdated and doesn't communicate product freshness or quality.

Weak Branding Visibility: Brand name is not prominent blends into the background.

Unclear Product Info: No clear mention of product type (cashew) & No clear USP.

Low Premium Feel: Pouch shape and matte look don't convey a high-quality or health-focused brand.

AFTER



Vibrant Color Scheme: The pink contrast makes it eye-catching & appealing on shelves.

Product Visibility: Transparent window showcases actual cashews, building trust with customers.

Clear Labeling: Large, bold "CASHEW" text provides instant product recognition.

Modern Typography & Icons: Clean font and added icons (e.g., FSSAI, vegan) convey reliability and health benefits.

Premium Stand-up Pouch: Resealable pouch format enhances functionality and reflects modern, high-quality branding.

Case⁰² Study

Cream pot

LOGO EVOLUTION

To align with Cream Pot's refreshed identity and vibrant new flavors, we undertook a thoughtful evolution of their core visual asset: the logo. Our goal was to create a mark that felt both contemporary and timeless, embodying the brand's playful yet premium spirit.



Old Logo : While charming, the previous logo had a flatter, less dynamic presence.



A parent company of...



Meaning Behind the Shape

A Delicious Spill: The flowing tag shape is a playful, direct visual of cream, emphasizing its rich, creamy nature.

A Perfect Dollop: It also evokes the smooth motion of scooping ice cream or cream, highlighting indulgence and texture.

New Logo : The updated design features enhanced dimensionality, a bolder color palette, and a more integrated, impactful shape, ensuring stronger brand recognition across all touchpoints, especially on the new packaging. The refreshed "cream drip" element is more stylized, & the typography gains better legibility and a more refined aesthetic.

The Evolution of the Cream Pot Logo

This strategic logo evolution wasn't merely a cosmetic update; it was a deliberate move to reinforce Cream Pot's market position, communicate its commitment to quality and innovation, and create a stronger emotional connection with consumers. The bolder, more refined mark is designed to be instantly recognizable and highly adaptable, ready to grace everything from the new flavor packaging to digital campaigns, ensuring a cohesive and compelling brand presence as Cream Pot continues to expand and delight taste buds.

We specialize in packaging design crafted exclusively for the frozen dessert market, understanding the unique challenges and opportunities it presents. We believe that in today's competitive freezer space, packaging is more than just a container—it's a silent salesperson that influences buying decisions in seconds. With deep insights into consumer behavior, retail trends, and the desire for both indulgence and quality, we create packaging for Cream Pot that not only protects their delightful flavors but also attracts, informs, and builds brand trust.

Packaging That MELTS HEARTS, NOT ICE CREAM.

Consumer-Centric Design

(Clean, modern packaging that highlights the freshness and indulgence of Cream Pot's flavors, making tastebuds tingle at a glance.)

Shelf Impact & Visual Appeal

(Bold, inviting colors, smart layouts, and irresistible visuals of the ice cream and its ingredients to capture attention in cold aisles and drive impulse purchases.)

Custom Designs for Every Product Type

(Tailored designs for classic tubs like "Strawberry Love" and "Vanilla Magic", ensuring each product tells its own delicious story while maintaining cohesive brand identity.)



BEFORE



Outdated Color Palette : Over Saturated color's make it look artificially flavoured.

Generic Look: Outdated and doesn't communicate product freshness or quality.

Weak Branding Visibility: Brand name is not prominent blends into the background.

Crowded & Unclear Layout: Text, colors, and images were not harmonized, leading to a cluttered appearance and poor readability.

Low Premium Feel: Older tubs lacked a modern, rich feel expected from premium ice cream brands, limiting customer attraction.

AFTER



Modern Color Scheme : The new logo and packaging contrast makes it eye-catching & appealing on shelves.

Product Visibility: High-quality scoops & ingredients on the pack communicate freshness, creaminess, and taste appeal.

Clear Labeling: Large, bold text provides instant product recognition.

Modern Typography & Icons: Clean font and added icons (e.g., FSSAI, vegan) convey reliability and health benefits.

Professional, Shelf-Attracting Look: The new design feels trendy, premium, and Instagram-worthy—appealing to both modern and family audiences.

Market Expansion Suggestions

Scooping Up New Opportunities

We partnered with Cream Pot to help them expand into the impulse frozen treat category by launching new packaging making the brand more accessible and instantly gratifying for everyday consumers seeking a quick, delightful treat.

Challenges

Saturated Market: The impulse frozen dessert space is crowded with established local and national brands.

Perception Barrier: Cream Pot was primarily seen as a premium ice cream tub brand, not an on-the-go snack or quick treat option.

Retail Shelf Competition: Getting prime freezer space at kirana stores and modern trade counters, often dominated by low-price FMCG giants, was tough.

Brand Strategy

- Category Extension Without Losing Core
- Affordable Indulgence Positioning
- Packaging & Visual Recall
- Retail-First Distribution Push



Case⁰³ Study

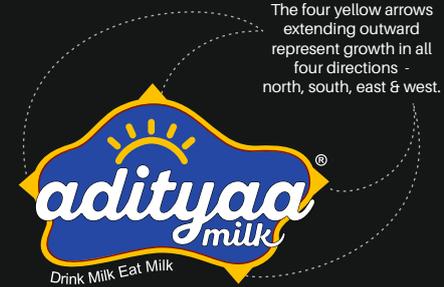
ADITYAA MILK

LOGO EVOLUTION



Old Logo: Restricted & Contained

- The shape feels closed-off, enclosing the brand tightly.
- Visually, it gives a limited, confined impression - as if the brand is playing it safe.
- Though clean, it lacks dynamism and emotional energy.
- "Milk" text was small & slightly merged with the main word.



The four yellow arrows extending outward represent growth in all four directions - north, south, east & west.

It reflects a bold brand that is expanding its reach - breaking all boundaries and limitations. The enhanced outline adds energy, and the open shape feels more inviting, confident, & forward-looking.

#2448A3	Blue - A brand you can trust for purity, freshness, and family health
#FEC32B	Bold yellow - Bringing warmth and brightness to every home, just like the first light of the day
#8C1300	Maroon - A rich tradition of quality that stands strong through generations.

The Evolution of the Aditya Logo

The Adityaa Milk logo has evolved from a confined, modest design to a bold and dynamic identity. The old logo, though clean, felt restricted within its shape—limiting the brand's visual growth. The new logo breaks those boundaries with four outward arrows, symbolizing expansion in all directions. Enhanced with vibrant yellow for optimism, blue for trust, and maroon for heritage, the new design reflects a confident, forward-moving brand ready to grow beyond limits.

Market Expansion Suggestions

We helped **Adityaa Milk** expand into the impulse food category by launching **Rs 5** ready-to-eat sweets, making the brand more accessible and instantly gratifying for everyday consumers.

Challenges

Saturated Market: The impulse food space is crowded with established local and national brands.

Perception Barrier: Adityaa Milk was seen mainly as a dairy brand not as a snack or sweet brand.

Retail Shelf Competition: Getting space at kirana & modern trade counters dominated by low-price FMCG giants was tough.

Pricing Pressure: Rs 5 price point required cost-efficiency without compromising quality or brand value.

Brand Strategy

Category Extension Without Losing Core

"Affordable Indulgence" Positioning

Packaging & Visual Recall

Retail-First Distribution Push

Taste First Sampling Campaign



Design Delight Deliver

The packaging of Adityaa Milk's Soan Papdi are a vibrant blend of tradition and freshness. The bold colour backgrounds paired with subtle motifs instantly communicates the refreshing flavors. The soft brush-stroke layout highlights the product name, giving it a handcrafted, homely feel. A tempting product shot draws attention to the flaky texture, while the "Sweet and Delicious" badge adds a playful touch. Designed for high shelf appeal, the pack balances modern branding with festive warmth - perfect for gifting or everyday indulgence.



Case⁰⁴ Study

ATHAVLE'S FOODS

Client's Revamp Statement

The brand is undergoing a bold refresh to shed its dated image and connect with today's discerning consumers. By rethinking the placement of key elements, refining visual hierarchy, and embracing a clean, contemporary design language, the new packaging resonates with modern sensibilities making the brand relevant, appealing, and shelf-ready for today's market. the challenge was that clients wanted to contemporize the packaging without changing the heritage look of the logo.

Solution Statements

Respect the Logo,
Refresh the Canvas

Typography
Refresh

Simplify & Systemize
Elements

Upgrade Color
Strategy



- Contemporary Imagery
- Premium Finish Suggestions

Old Packaging

The old packaging was clean but lacked cultural identity and visual warmth. It used flat colors, minimal product visibility, and generic design elements that didn't reflect the brand's rich Maharashtrian roots. As a result, it struggled to stand out on shelves or build emotional connection with consumers.



New Packaging

The new packaging is a vibrant evolution that blends tradition with a modern retail aesthetic. While retaining the heritage logo, it introduces bold regional colors, appetizing product imagery, and subtle traditional motifs. This refreshed design enhances shelf appeal, improves product storytelling & resonates strongly with both legacy customers and new-age buyers.



Collaboration That Creates Value



WHO WE WORK WITH

Legacy Brands



Local + Global



Startups



More Than 100 Brands Have
Partnered With Us

FMCG



NUTS & DRYFRUITS



DAIRY & ICE CREAM



SWEETS & NAMKEEN



SKIN CARE & PHARMA



SPICES & PULSES



ELECTRONICS & SPORTS

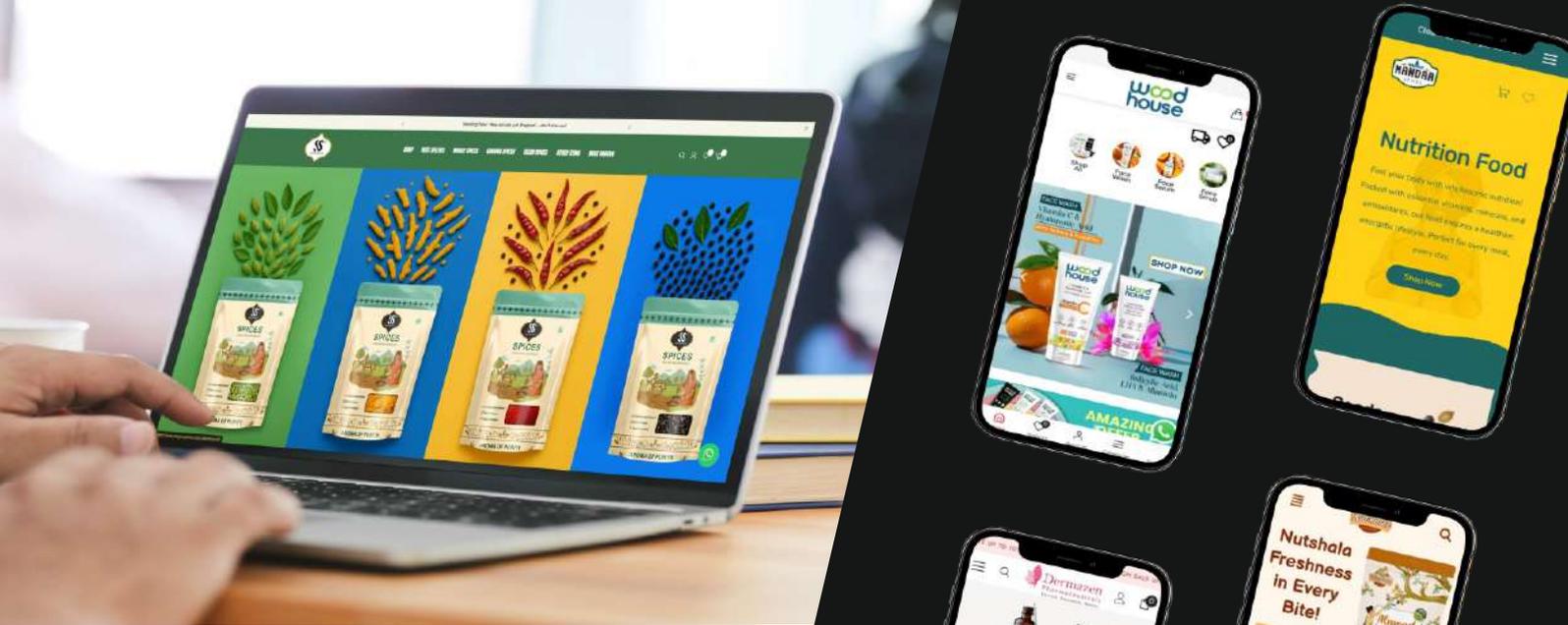


OTHERS



Website Design UI UX

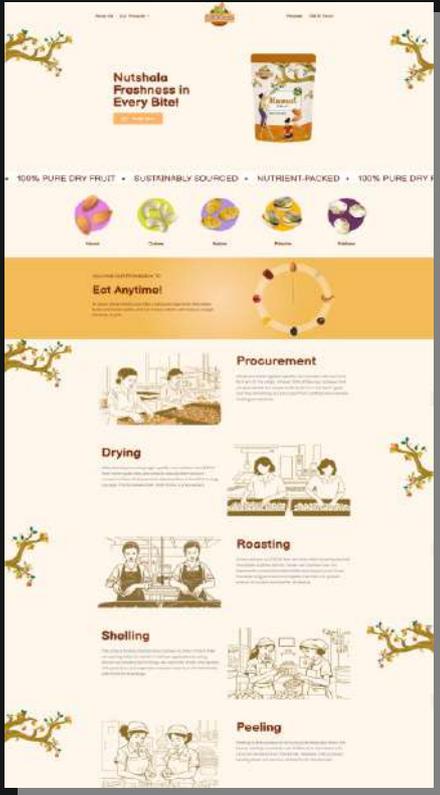




At AbbyDraw, we craft high-performing, visually compelling websites that elevate brands across industries—cosmetics, food, spices, electronics, and real estate. Our expert UI/UX designers blend creativity with strategy to deliver seamless digital experiences that connect, convert, and captivate. From concept to code, we design with purpose.

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WWW.WOODHOUSEHERBALS.COM



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DESIGN & BRANDING

OUR TEAM



Abhishek Khobragade

(Creative Director)

I'm Abhishek Khobragade, a branding professional with a Fine Arts (Branding) degree, an MBA in Marketing, and practical experience in offset printing and brand development. I create designs that are creative, strategic, and print-ready.



Shubhangi Wankhede

(Content Strategist, CEO)

Shubhangi is a brand consultant with a tech-meets-marketing background, combining her IT engineering degree, MBA in Marketing & Analytics, and digital marketing training to help businesses build smart, scalable brands.



Mahesh Chaube

(Brand Consultant)

With over 19 years of rich experience in marketing, Mahesh is a seasoned brand consultant who has led impactful strategies across diverse sectors including OTC, grooming, dairy, ice creams, beverages, skincare, and packaged foods. A graduate from a premier management institute, He brings strategic thinking and market insight helping brands unlock their full potential through consumer-centric storytelling, brand positioning, and design innovation.

Let's Talk

 Mankapur Square, Outer Ring Road, Nagpur-440030

 www.abbydrawdesigns.com

 abbydraws.in@gmail.com

 +917841975800