

Ba dastoor



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BA-DASTOOR

It has the essence of something so pure that it has a soul which is directly touched by all the natural elements of the world. As if, everything, all the elements of the earth just come together for this one cause, to build a life, to sustain.

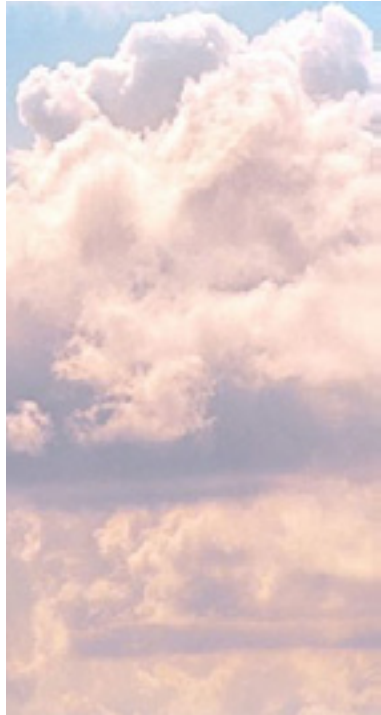
Ba-dastoor, if directly translated is two simple words - As usual.

Something that isn't hindered with in, something bigger than us, like the sun. Faster than us, like time. More fluid, like water. Uncontrolled, like fire. And always with a will to create, like soil.

'Un-altered' is Humsatva's core personality and that's what makes us young, ambitious and with a drive yet re-inventing traditions everyday. Sustainability becomes our direction, hence everything we do, everything we create is about that goal.

Sustainability, by personality, is about not being invasive or coercive with what you produce for the world you live in.

NOSTALGIA //
LIGHT //
CONNECTION //

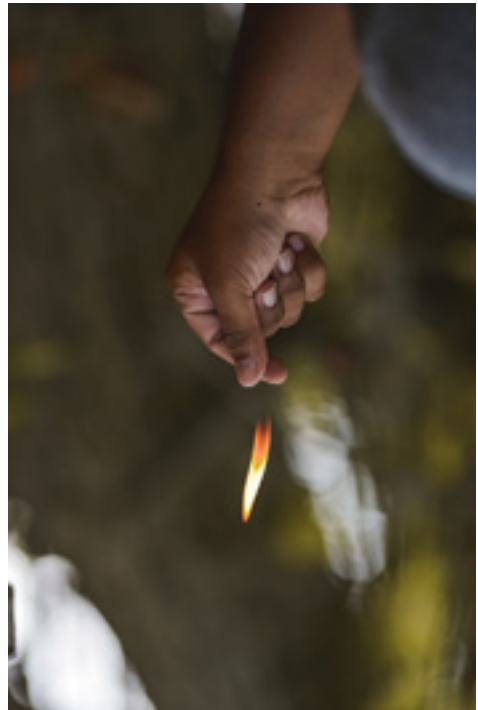


Ba dastoor





SUNLIGHT // HANDS // MUD //
SCULPTURING // DEWS // SEASONS //
ANTIQUES // WOODEN FRAMES



Elements



BACKGROUND

Colours



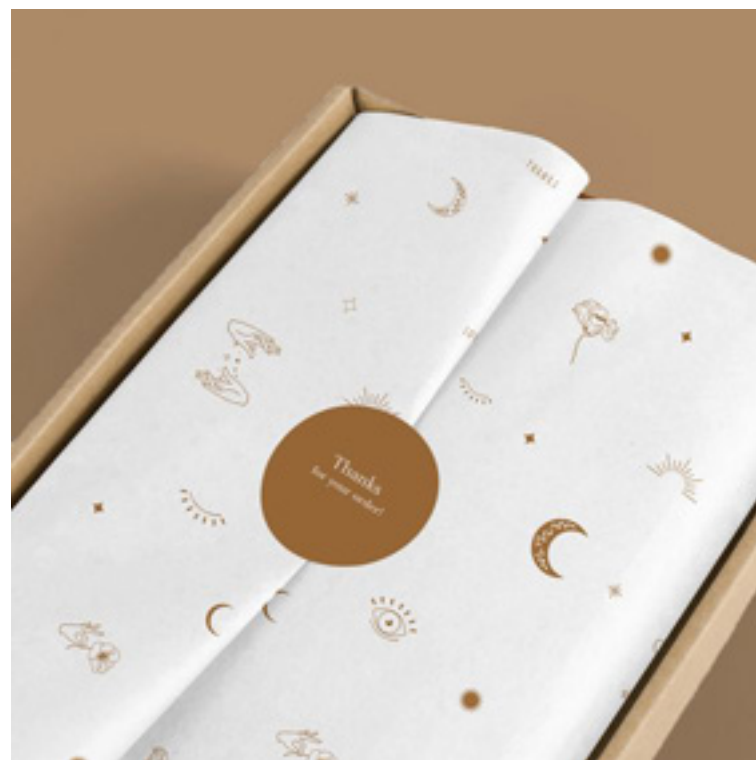
TEXT AND PRINTS

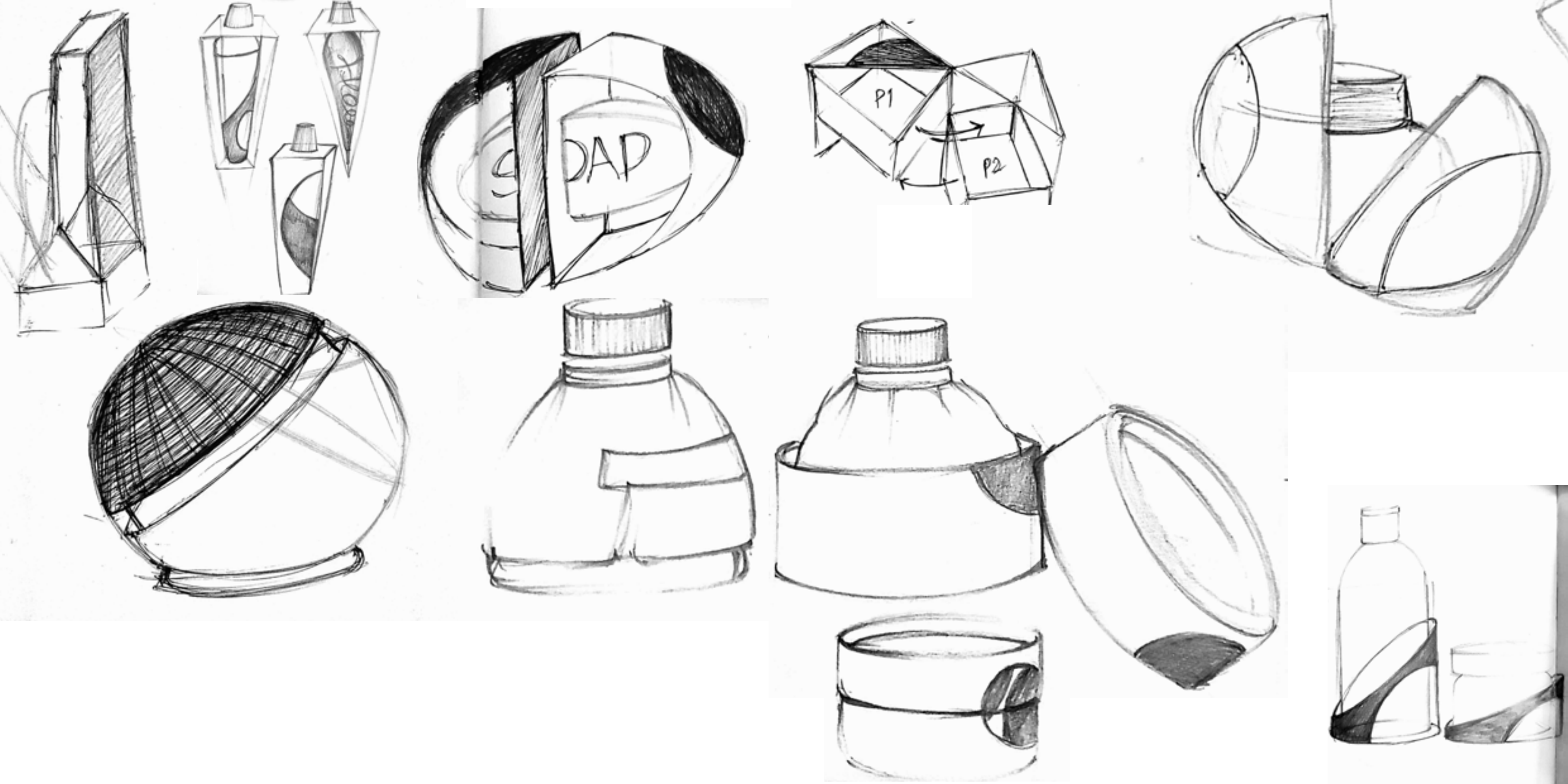
Colours

PRODUCT
PRODUCT



packadging









visual IDENTITY

The prints are in three layers where each layer independently has a personality of its own. Broadly divided, the layers all come together to put forth one print which on a 2 dimensional level interprets BA-DASTOOR. Individually, each layer speaks about different ideologies.

PRINT A

PRINT B

PRINT C

1. PRINT A // UN-ALTERED : Untouched, pure and raw elements of the earth. Basically, the resources which create everything and anything around us. Which need to be preserved. Which have to be respected. This will cover the social media campaigns.

2. PRINT B // Lifestyle : Acknowledging the creators and artists associated with sustainability. Talking about the process of the products creation, the geography and the products that are created. This will cover the WEBSITE, BLOGS AND CONTENT DEVELOPED.

3. PRINT C // ELEMENTS : Product usability, and product identity at its core. Product interaction and sweepstakes and relationship development with the brand. This will cover the logos, elements, and packaging.

PRINT B

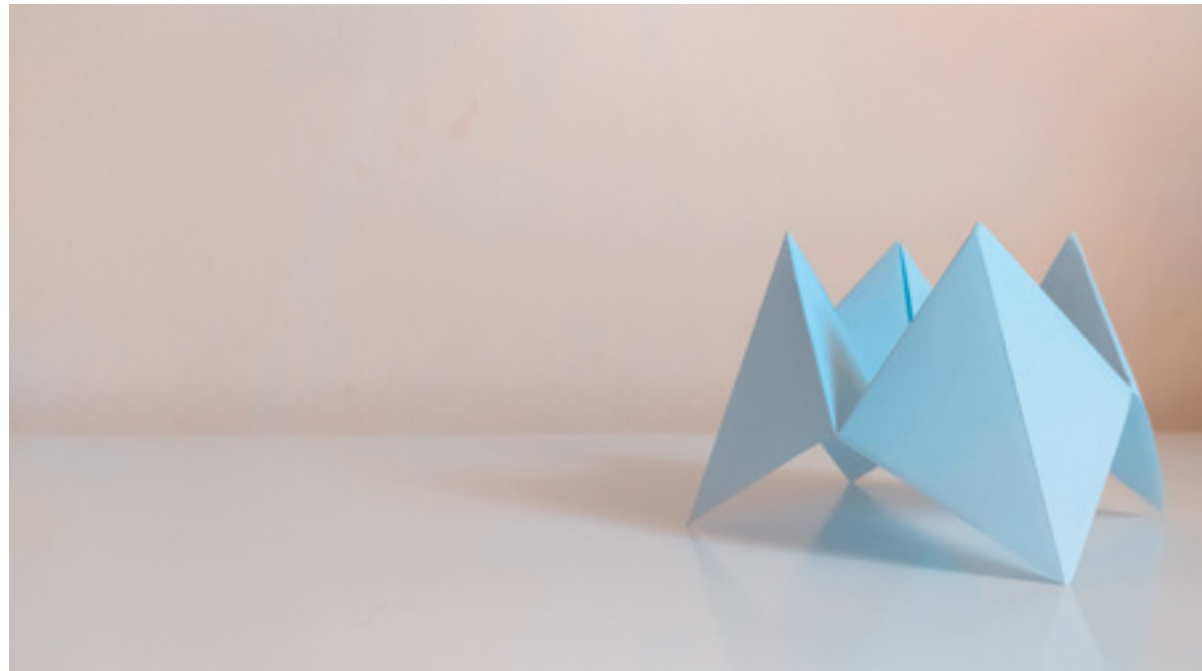
PRINT A

PRINT C

SOCIAL MEDIA
SOCIAL MEDIA

CAMPAIGN 1

NOSTALGIA



WHEN WAS YOUR FIRST PAPER BOAT?
WHAT WAS YOUR FIRST ORIGAMI?
YOUR FIRST RECYCLED GLASS AS PENSTAND?
YOUR FIRST REUSED BOX?
YOUR FIRST STEP TO SUSTAINABILITY?

CAMPAIGN 2
CELEBRATING



CRAFT

CELEBRATING INDIA
CELEBRATING THE CRAFTSMEN
WHY DO WE NEED NATURAL COLOURS
TRADITION TODAY

CAMPAIGN 3

ideology of Humsatava



SOUL OF HUMSATVA
ELEMENTS OF THE EARTH COMING TOGETHER
BA-DASTOOR : IN ESSENCE

Cradle to Grave
Going to back to where
you came from
Finding your roots
Making sure you don't
change enough that you
cannot go back to the
ground that gave birth to
you.