

Gopigraphy Continues Delighting Clients, Wins 3 MADDYS Awards On The Way.

Bengaluru identity design studio's top-notch solution offerings, capture mind space.



Bengaluru, Karnataka Jul 4, 2022 ([Issuewire.com](https://www.issuewire.com)) - City-based brand design firm, Gopigraphy is quietly making rapid strides in the brand consulting space, not just in India, but across the world. Since its inception over three years ago, Gopigraphy has been consistent in churning out state-of-the-art and contemporary brand design work, for its clients, cutting across the industry spectrum. Recently, the firm went on to win a few categories of awards of the prestigious MADDY'S awards for

creative agencies in the country.

Speaking to the media from his office in Bengaluru, **Arun Gopidas, Founder and Creative Director of Gopigraphy said** – *“Excellence in brand identity design is our forte, and has been coming to us quite naturally. Every bit of work of ours, be it a one-time client or a retainer, is carried out with strategy & craft, to ensure the best-in-class work is delivered to the client's table. Right here, from India, we have been able to offer work that matches the best of global standards; every piece of our design is testimony to this. My personal feeling is that the awards we win are a result of our attention to detail & our teams' passion to deliver ONLY the best, to our clients. We are grateful for these awards which recognize our work & help us produce even better work.*

Over the years, Gopigraphy has worked on a whole lot of identity design projects, which include brand strategy, logo design & visual identity for a wide range of clients ranging from NGOs, and Indian companies, to MNCs. Thanks to the high bar of excellence set in by the team, the agency has been able to attract clients from US, UK, Australia & Malaysia as well. Winning awards along the way have been more akin to a natural byproduct of what happens around the year in this fledgling design house, which has steered some of the best brand design initiatives in recent times.

Elaborating on the work ethos at Gopigraphy, Arun Gopi added: *“We have worked with a whole lot of founders and start-up entrepreneurs and helped them create simple yet powerful brands, that stand out of today's clutter-filled marketing space. As a part of our modus operandi, we conduct strategy workshops to better understand businesses, the team & the customers they serve”.*

“Exhaustive research of the domain in which the client is, and mapping/understanding the competition they are up against are key points that help us in the brand formulation and design. Such research & a carefully formulated brief helps us discover the brand's message, purpose & visual language powerfully – thus creating a focused brand experience. Post this exercise, we make sure that every brand/consumer touch point is consistent & delightful to deliver a better experience for their consumers”, Arun Gopidas added, speaking on the strategy/tactics behind the success of Gopigraphy.

All through his career as an identity design expert, Arun Gopidas has worked on/delivered a whole lot of design projects; the wealth of his expertise is being now passed on through his design firm Gopigraphy. One of the very challenging identity design projects she has worked on in his design experience is for Bengaluru-based E-mobility company Yulu Bikes. Elaborating on the Yulubrand design, which brought many national & international awards, Arun said – *“The rebranding for Yulu Bikes, a Bangalore-based short distance shared mobility service provider, was a landmark project by all means. In fulfilling that mandate, a completely new identity was created for Yulu, and it told the story of mobility in a greener future. The final logo/visual identity for Yulu was something that depicted the brand values exceedingly well. One of the best parts of the newly created identity is that it takes care of the brand recall even at places where you can't use the logo or name!”.*

The memorable Yulu Bikes campaign went on to win many awards– the main category winner – Communication Design for Yulu Bikes Rebranding (2020), CII Design Excellence Awards; Sub Category Winner – Communication Design for Yulu Bikes Rebranding (2020), CII Design Excellence Awards; Silver for Best Corporate Brand Identity for Yulu Bikes (2019), afaqs! Foxglove Awards; and Silver for Best Corporate Branding & Brand Identity for Yulu Bikes (2019), Big Bang Awards, Advertising Club of Bangalore.

Gopigraphy is also known for its good work in creating the brand identity for social impact groups like

'The Lighthouse Farming Experiment', which helps empower farmers in rural India. The work recently won 3 silvers for logo design, packaging & brand identity design at MADDY'S 2022 (Madras Ad Club) and silver for Brand Identity at Big Bang Awards 2021 (Ad Club Bangalore). *"Projects that can create a deep impact on the social sector is what we are really passionate about. It really helps us not just empower the marginalized communities but also helps educate people about the power of design"* was what ArunGopidas had to say about their work in the social sector.

About Gopigraphy - <https://www.gopigraphy.com>

Gopigraphy is a Bengaluru-headquartered brand design firm, that master in service delivery of an entire array of brand and related services. Some of the services that are on offer in the firm include Brand Strategy Workshops, Competitor Research, Domain Research, Brand Positioning, Logo Design, Visual Language Design, Marketing & Communication Design, Event, and Campaign Design, Packaging Design, Website Design (UX/UI), Brand Manual/Book Creation, etc.

Arun Gopidas is a 2 times winner of the "Young Art Director of the Year", award by the Advertising Club of Bangalore. He's been in the design industry for over a decade now & is currently running his second design studio: Gopigraphy. More on him at <https://arungopidas.com>/<https://www.linkedin.com/in/arungopidas/>

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