BRAND IDENTITY · CASE STUDY

Crosslined **Bags & Accessories**

A premium, leather-free brand made from materials that have already lived a first life.

Raw materials. Real purpose.



01 · THE BRIEF

A brand that signifies **awareness.**

THE IDEA

Premium, **leather-free** bags and accessories.

A brand built around awareness, in the premium segment.

THE MATERIAL

Goods with a **first life** behind them.

Tyre tubes, denims and sarees, given a second life.

THE PEOPLE

Made by **rural Indian artisans**.

Empowerment drives the brand and becomes its philosophy.

02 · WHAT WE DID

Naming and identity. **One system.**

01

Nomenclature

Crosslined: a criss-cross of material and craft, binding every piece.

02

Identity system

Wordmark with an extended L, a CL monogram and a rust, blue, grey and oxblood palette.

03

Brand foundation

Story, manifesto and mission built on one idea: start with what has been through something.

THE NAMING LOGIC

Every piece crosses a line, between discarded and considered, between fast consumption and conscious choice and the criss – cross of weaving.

03 · RESULTS

What the identity **delivers**

Purposeful

Leads with what a piece is made of and why, not with trend or colour.

Empowering

Rural artisans sit at the centre. Empowerment is part of the brand, not an add-on.

Connected

The extended L links it to Lekha & I, while it stands on its own.

3

materials with a first life: tyre tubes, denims, sarees

6

brand colours, 2 shared with the house

2

Typefaces shared across the house

1

monogram for app, tag, emboss and stamp

04 · BRAND VISUALS

One identity, every touchpoint





