BRAND IDENTITY · CASE STUDY

etched Makeup Academy

A makeup academy where Lekha Gupta is mentor and guide, and craft is learned for a lifetime.

Where skills are etched for life.



etched with Lekha & I

01 · THE BRIEF

A makeup academy with **a sense of purpose.**

THE IDEA

An academy that **stands out**.

Meaningful, with a complete sense of purpose.

THE MENTOR

Lekha Gupta as **mentor and guide**.

Real techniques, skin knowledge and professional rigour, passed on.

THE FAMILY

Part of the **Lekha & I house**.

Carrying attributes of the mother brand, with a persona of its own.

02 · WHAT WE DID

Naming and identity. **One system.**

01

Nomenclature

etched: what is learned here is permanently imprinted.

02

Identity system

Wordmark with an extended h, an e + L monogram and a blush, rosewood, mulberry and plum palette.

03

Brand foundation

Story, manifesto and mission for people turning an aspiration into a livelihood.

WHY ETCHED, WITH LEKHA & I

Because what Lekha has spent a career perfecting is what stays etched in every student.

03 · RESULTS

What the identity **delivers**

Distinct

A warm blush-to-plum palette and editorial wordmark give the academy a persona of its own.

Rooted

The “with Lekha & I” descriptor and shared Ink Black and Soft Ivory keep it part of the house.

Scalable

One system from classroom to campaign: certificates, ID cards, stationery, signage and social.

1

monogram joining “e” and “L”

6

brand colours, 2 shared with the house

2

typefaces shared across the house

3

steps: Learn. Practice. Transform.

04 · BRAND VISUALS

One identity, every touchpoint





