BRAND IDENTITY · CASE STUDY

RVG Educational **Foundation**

A brand identity for a legacy CA student hostel, reimagined as a community-driven academic ecosystem.

Building Futures, Beyond Education



01 · THE BRIEF

A respected legacy. **A new foundation.**

WHO

CA

A respected legacy hostel supporting aspiring Chartered Accountants through one of the most demanding journeys of their lives.

THE NEED

A unique brand identity that **stands out totally** still holding the legacy of the RVG .

For a hostel offering top-class facilities to students in the finance field.

THE AMBITION

Move from student housing to a **holistic foundation** built on community, mentorship and lifelong fraternity.

02 · WHAT WE DID

Fresh vision. **One identity system.**

01

Brand foundation

We revamped the vision, mission and tagline, reframing RVG as more than a place to live: a foundation for life.

02

Identity system

A symbol drawn from the Rajasthani pagri, with a colour, type and gradient system made for today's generation and the community behind it.

03

Brand applications

Stationery, merchandise, apparel and signage, all carrying one consistent identity.

THE TAGLINE

Building Futures, Beyond Education

Conceptualised with Indian roots in mind. Warm yet authoritative, it promises a place that builds people, not just professionals.

03 · RESULTS

What the identity **delivers**

Distinct

A symbol-led identity and warm palette that set RVG apart from transactional hostels, coaching-centre spaces and sterile corporate education brands.

Rooted

The Rajasthani pagri shapes the symbol, and the tagline carries Indian roots into every touchpoint.

Scalable

One system across stationery, merchandise, apparel and signage, ready to grow with the community.

9

brand colours, primary and secondary

6

gradient behaviours, each with a meaning

4

meanings held in one symbol

2

typefaces, a scholarly serif and a clear sans

04 · BRAND VISUALS

One identity, every touchpoint









