

DHOLERA INDUSTRIAL CITY BRANDING & POSITIONING

Dholera Special Investment Region (DSIR) is a greenfield industrial city planned and located approximately 100 km South West of Ahmedabad, India. Located in the home state of Honourable Prime Minister, Mr. Narendra Modi, Dholera spans approximately 920 sq km and encompasses 22 villages of the Dholera Taluka in the District of Ahmedabad. It is envisaged to be larger than Ahmedabad and is strategically located between the industrial cities of Ahmedabad, Baroda, Rajkot and Bhavnagar.

Dholera's immediate City development area of approximately 5,600 acres is expected to be operational by 2019, while the full city is expected to be developed by 2030. It is envisaged to be a world-class destination with excellent infrastructure. It will have its own self-sustaining eco-system while industry will be the main economic driver.



VGC — Total Identity developed the strategic branding and communication mandate for Dholera SIR.



VGC – TI had suggested that the existing brand identity be refined, post which the design language, communication strategy and brand story can be fully developed.



LOGO REFRESH

The current Dholera logo has been refined and sharpened to be more visually impactful.

Further an alternate colour was suggested which is more aligned to the new positionings in consideration.



ANALYSIS OF EXISTING LOGO

Original Logo







dhoLEra

Existing logotype: lowercase — UPPERCASE — lowercase



Further Refinement



We are inspired by the same proportions (1:2:4) of the earlier logo and combined it with correct typographical values to make it a powerful and legible mark



The existing logo is a shade of earthy red, which essentially means













This shade of Red is predominantly used by companies that want to reflect tradition and warmth





This Red is associated with warmth tradition, the earth, spirituality



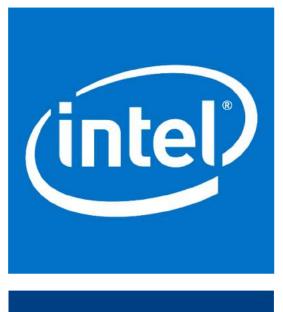
However





Blue is associated with technology, the future, industry













Large scale tech companies predominantly use blues for there marks







DESIGN LANGUAGE

A design language is an overarching scheme or style that is derived from a logo and extends to the various touch points of the brand including its communication.

The design language can describe choices for design aspects such as materials, colour schemes, shapes, patterns, textures, or layouts.



LAYOUT OF THE FUTURE

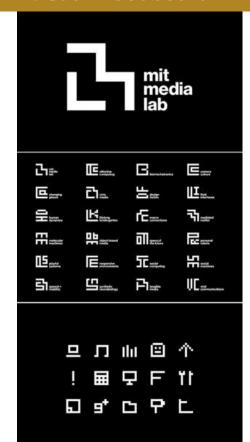
The layouts that build the city become the planning tool developing the configurations of the brand identity.

This route has a very strong iconography that can also be extended into patterns and themes.

Branding Springboard: We use the past as a propeller for our future, a distinctive frame of reference that presents Dholera's unmatched advantages across geography, technology, governance, and world-class infrastructure and people power distinctively to both an Indian and an International audience.



Visual Moodboard







ELEMENTS OF THE LOCA



BOLOGNA















BOLOGNA



WHAT DOES HOLDENA MEAN FOR YOU?



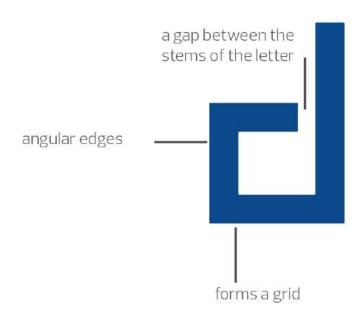


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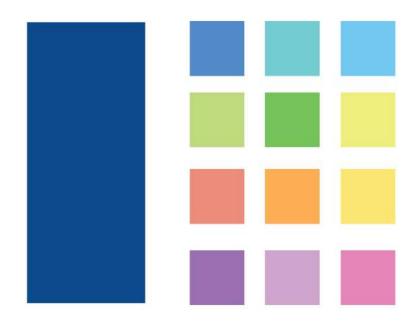
Logo in the recommended shade of blue







using the different parts of the logo form to create icons





ICONS







Ease of governance



Social Infrastructure



Sustainability



Security



Technology



Plug and Play



Ease of business



Live, Work and Play



External Connectivity



Internal Connectivity



Fast track approvals





EXTENDING THE DESIGN LANGUAGE

















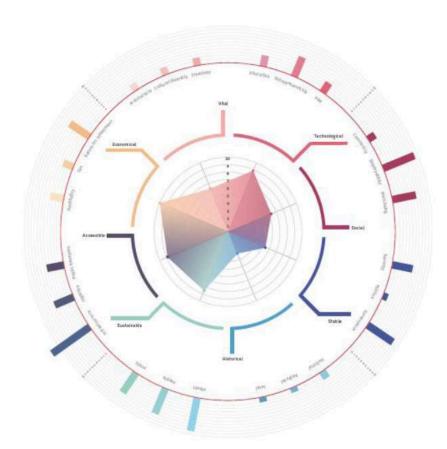
BRAND POSITIONING

The first findings of the interviews, desk research, workshops conducted in April & May 2017 and work thereafter resulted in the following —





DHOLERA BRANDSCAPE MODEL



LEGEND

● ● ● The inner circle represent the average score of the primary dimension

The outer ring represent the secondary dimensions

Difference between focus group and other target audiences

Perception of focus group



THEREFORE, THE POSITIONING MINDSHIFT FOR DHOLERA



High Tech Industries

Manufacturing



5 Top Clusters

Diverse Industries





Large Plots

Production

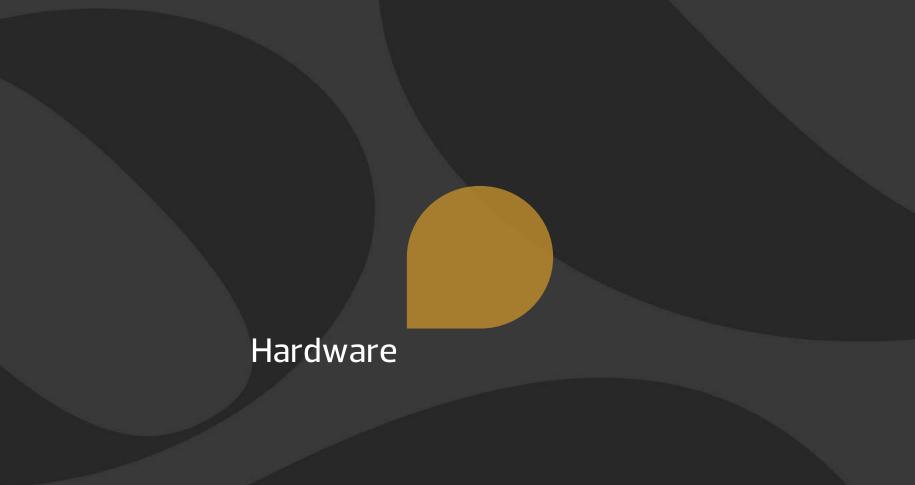
Value Chain

Production



Branded Concepts

Zone Planning



Software

Hardware



Innovation

Engineering



Growth

Expandable Area



Human Capital

Human Resources



Sociable Scale

Horizontal City



Accessibility

Location

ESSENTIALLY

The insights from the City Brandscape and Investor Feedback have helped us arrive at insights and input for the Brand Compass for Dholera





VISION Dholera SIR will be a true benchmark of the largest hi-tech city in Asia creating an unmatched balance between sustainable industry and holistic living for its inhabitants. **MISSION** We see it as our mission to create the best in class Smart Tech City of India; accessible, sustainable, social and economical prosperous. **AMBITION** Dholera is the role model for the future of India. **OUR BRAND PERSONALITY** PAY OFF **SYMBOLIC OUR CORE VALUES DHOLERA** Lothar & Gujarat heritage Driven **VISIONARY** Empathetic **BRAND** KNOWLEDGABLE Resilient **BRAND ARCHETYPE TRUSTWORTY** Inspiring COMPASS **TONE OF VISUAL: ADAPTIVE** The Creator Forward thinking PROGRESSIVE AND MODERN **CITY BRAND PROMISE SMART CITY TABLESTAKES** CORE TARGET AUDIENCE As the largest investment area in the economic corridor, we offer big-scale Sustainable infra Phase 1 > Involve & Engage opportunities in our Smart Tech City based on the latest technologies. We offer the Basic connectivity Large co-operations largest parcels in India, which are very well connected, globally. . RATIONAL USP's **EMOTIONAL USP's** People/inhabitants Largest investment area & Largest parcels - Big scale - I have opportunities for growth Low geographical risk - Closest to multiple seaports, airport & train **STAKEHOLDERS** Good governance - Plug & play infrastructure · Futureproof – I have peace of mind Local citizens - Full commercial support Large opportunities – great human resources National government **PITFALLS** State government · Solid business case investment - reassurance Architectural concept Local government Customer journey Future employees **SUPPORTING EVIDENCE for the proposition** 3 City challenges

Crystalising and deriving insights from the USPs helped us arrive at the Brand Positioning Statement.



DHOLERA USPs

- · Largest investment area / parcels in India / Asia
- · Corridor function/role
- · Top 3 ease of doing business
- · Expansion focused

WHICH TRANSLATE TO

BIG SCALE —

I have opportunities for large scale growth



- · Closest to multiple seaports
- · Close to airport
- · Near main freight corridor

WHICH TRANSLATE TO

BIG CONNECTIVITY —

I have a stable and extensive global outlook



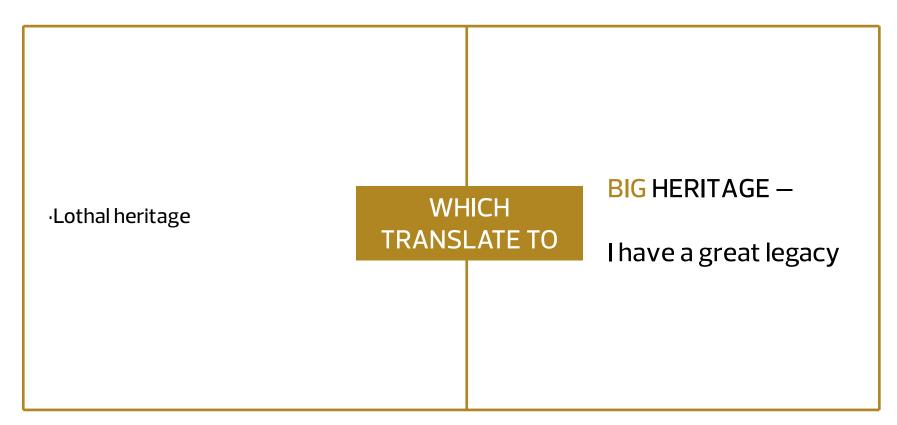
- ·Plug & play
- ·Future-proof Infrastructure
- ·Focus on Hi-Tech Groups

WHICH TRANSLATE TO

BIG FUTURE —

I have large aspirations and plans







Resulting in a Solid Business Case Investment

WHICH TRANSLATES TO

As an investor,

I AM ASSURED

OF POSITIVE

RESULTS



THE POSITIONING

When Heritage meets Visionary Thinking



Where Big Dreams become a Reality

In that cusp of Renaissance, is a new dawn











A New Era.



MOODBOARDS

A NEW ERA OF BUSINESS AMBITIONS







A NEW ERA OF DESIGNER LIFESTYLES







A NEW ERA OF COMMUNITY LIVING







A NEW ERA OF WORK-LIFE BALANCE







A NEW ERA
OF SOCIAL
INFRASTRUCTURE







THE CREATIVE EXPRESSION

Extending the idea of

'DHOLERA. A NEW ERA.'

in the context of insights gained from industry and investors.



CAMPAIGN



OF VISIONARY BUSINESSES

THE DAWN OF A NEW CITY: FUTURE READY CONNECTIVITY, CUTTING EDGE INFRASTRUCTURE AND FASTRACK GOVERNANCE.

Why wait for tomorrow when the future is already upon us? At Dholera Industrial City, the largest investment node on the DMICDC growth corridor, you can realise all your business dreams and ambitions, today, Spread over an area of 920 sq km and offering infinite possibilities of growth with advanced infrastructure, superior connectivity, sustainability lead infrastructure planning, a framework for autonomy, frast-track approvals, and more, there's no better place to leap forward into the future.







Social Infrastructure



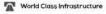


OF GLOBALLY CONNECTED BUSINESSES

THE DAWN OF A NEW CITY: PHENOMENAL LOCAL & GLOBAL CONNECTIVITY

Why wait for tomorrow when the future is already upon us? At Dholera Industrial City, the largest investment node on the DMICDC growth corridor, you can realise all your business dreams and ambitions, taday, Spread over an area of 920 sq km and offering infinite possibilities of growth with advanced infrastructure, superior connectivity, sustainability lead infrastructure planning, a framework for autenomy, fast-track approvals and more, there's no better place to leap forward into the future.







Social Infrastructure



A NEW



OF FAST-TRACK GOVERNANCE

THE DAWN OF A NEW CITY: SINGLE-WINDOW CLEARANCES & SWIFTER APPROVALS

you can realise all your business dreams and





World Class Infrastructure







Efficient Governance

ANEW



OF HOLISTIC LIVING

THE DAWN OF A NEW CITY: PERFECT WORK-LIFE BALANCE

you can realise all your business dreams and





World Class Infrastructure



Social Infrastructure



Efficient Governance

A NEW





OF EMPOWERED **INFRASTRUCTURE**

World Class Infrastructure







Efficient Governance

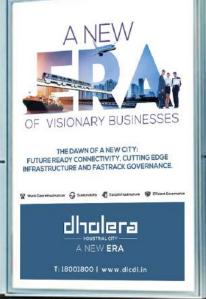
THE DAWN OF A NEW CITY: PLUG-N-PLAY INFRASTRUCTURE

you can realise all your business dreams and

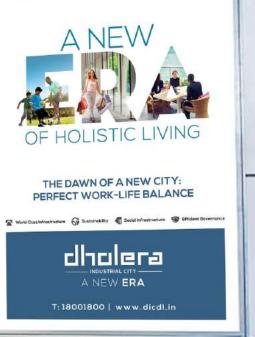






















PRESS KIT













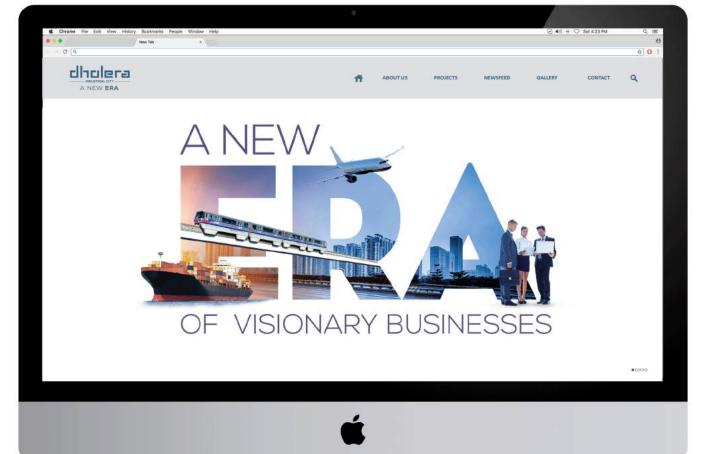
BROCHURE







WEBSITE





DIGITAL















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