

Bharat Kosha

Bharat Kosha partnered with Brand Scalar to build its brand from the ground up, focusing on purity, nutrition, and traditional Indian food wisdom. We created its brand identity, packaging, website, video content, and digital marketing strategy to build a strong digital presence and drive awareness, engagement, and sales.

- Website Development
- Video Production
- Brand Identity



The icon features a grain stalk within a sun-like circle, symbolizing growth, abundance, and nature's vital role in Indian agriculture.

+ Kosha = "Bharat" evokes warmth, energy, and trust with a strong Indian identity.



The "Bharat Kosha" logo is a thoughtful representation of India's rich agricultural heritage and the purity of natural grains. Each design element reflects the brand's values and purpose: The icon combines a stylized grain stalk within a circular shape, symbolizing growth, fertility, and abundance—core qualities of Indian agriculture.



COLOR SCHEME

Bharat kosha

Saffron - Represents warmth, energy, and Indian tradition. It reflects strength, purity, and trust, aligning with the brand's strong cultural roots.

Green - Symbolizes freshness, health, and agricultural richness. It reflects the brand's focus on natural, wholesome grain products.

White - Denotes prosperity, harvest, and purity. It highlights the richness of grains and the nourishing quality of the product.

Saffron

#ff671f

R 255 G 103 B 100

C 0 M 74 Y 196 K 0

Green

#1a4f1e

R 28 G 79 B 30

C 84 M 42 Y 100 K 44

White

#ffffff

R 255 G 255 B 225

C 0 M 0 Y 0 K 0

