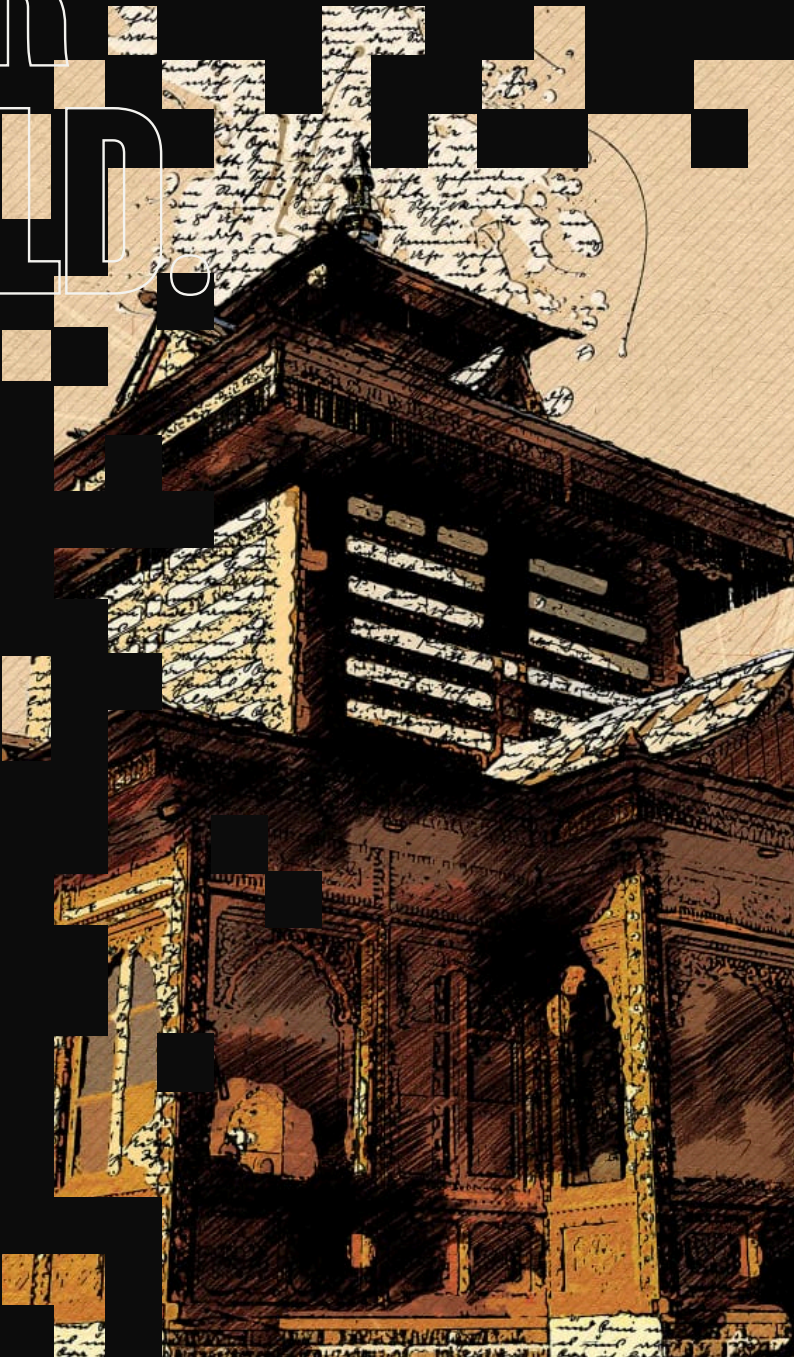


MADE IN THE MOUNTAINS.

BUILT FOR THE WORLD

AN INDEPENDENT MULTIDISCIPLINARY DESIGN
STUDIO: IDENTITY, PACKAGING, PRINT,
DIGITAL AND VISUAL COMMUNICATION.

ARTWORK MADE BY THE STUDIO, FOR HIMACHAL.



यत्र कला तत्र प्रभाव

WHERE THERE IS ART, THERE IS IMPACT.

DĀ

SANSKRIT ROOT. TO GIVE.

AN INDEPENDENT MULTIDISCIPLINARY DESIGN STUDIO IN PALAMPUR, HIMACHAL PRADESH,
BUILDING VISUAL SYSTEMS THAT HELP BRANDS BECOME RECOGNISABLE, RELEVANT
AND MEMORABLE.

OUR NAME COMES FROM THE SANSKRIT ROOT **DĀ**, TO
GIVE. WE TREAT EVERY PROJECT AS AN OFFERING:
RESEARCHED WITH CARE, DESIGNED WITH INTENT AND
HANDLED OVER READY TO USE.

FOUNDED BY PULKIT SOOD AND ANANYA SHARMA. EVERY
PROJECT IS DIRECTED BY A FOUNDER, FROM FIRST
CALL TO FINAL FILES.

07+

YEARS IN DESIGN

16

PROJECTS IN THE ATELIER

16

LOGOS & IDENTITIES

07

DESIGN DISCIPLINES



WHAT WE DESIGN.

01

BRAND STRATEGY & IDENTITY

A BRAND PEOPLE RECOGNISE, REMEMBER AND TRUST.

POSITIONING & NARRATIVE / NAMING / LOGO & SYMBOL / TYPOGRAPHY & COLOUR

02

PACKAGING DESIGN

SEEN ON THE SHELF, REMEMBERED AT HOME, GIFTED WITH PRIDE.

PRIMARY PACKAGING / SECONDARY PACKAGING / LABELS / PACKAGING SYSTEMS & RANGES

03

PRINT & EDITORIAL

LONG-FORM DESIGN PEOPLE ACTUALLY READ.

BROCHURES / CATALOGUES / REPORTS / PUBLICATIONS & CALENDARS

04

DIGITAL DESIGN

YOUR BRAND, WORKING AS HARD ON SCREEN.

WEBSITES / DIGITAL LAUNCHES / SOCIAL SYSTEMS / DIGITAL CAMPAIGNS

05

ART DIRECTION

HOW THE BRAND LOOKS, IN EVERY FRAME.

VISUAL DIRECTION / CAMPAIGNS / PHOTOGRAPHY DIRECTION / IMAGE SYSTEMS

06

SPATIAL & ENVIRONMENTAL GRAPHICS

THE IDENTITY, CARRIED OFF THE SCREEN AND INTO THE ROOM.

SIGNAGE / WAYFINDING / ENVIRONMENTAL GRAPHICS / RETAIL APPLICATIONS

07

WEDDING INVITATIONS & STATIONERY

DESIGN-LED INVITATION AND STATIONERY SYSTEMS FOR THE CELEBRATION.

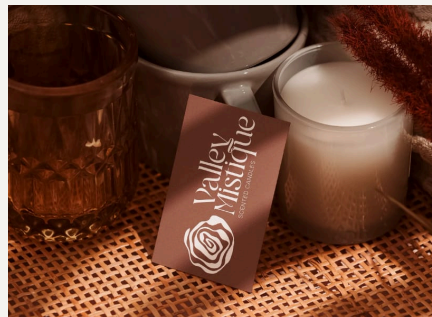
INVITATIONS / STATIONERY / CELEBRATION

SELECTED WORK.



VANANTAR

CALENDAR DESIGN



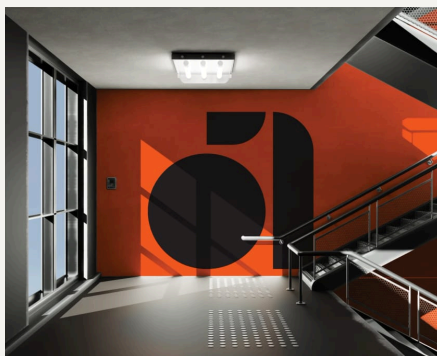
**VALLEY
MISTIQUE**

LOGO / BRAND IDENTITY /
LABELS



PURIQUE

CATALOGUE DESIGN



STUDIO A

BRAND IDENTITY



SECRET RARE

LOGO / BRAND IDENTITY



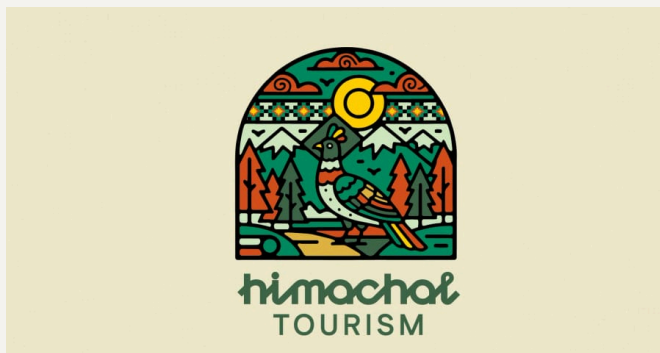
SEASONS OF SERENITY

CALENDAR DESIGN



ARCHIT SOOD

WEDDING CATALOGUES



ONE HIMACHAL

BRAND IDENTITY

FROM HIMACHAL. FOR HIMACHAL. BEYOND.

A HOMEGROWN VISION FOR THE PEOPLE, CULTURE AND FUTURE OF OUR STATE.



01

WE COME FROM A PLACE SHAPED BY ITS MOUNTAINS, ITS PEOPLE AND GENERATIONS OF ART, CRAFT AND TRADITION. HIMACHAL IS MORE THAN WHERE WE WORK. IT IS WHERE OUR STORIES BEGIN AND WHERE OUR PERSPECTIVE TAKES SHAPE.

02

THROUGH DESIGN, WE WANT TO CELEBRATE THIS HERITAGE, BRING LOCAL STORIES INTO THE SPOTLIGHT AND HELP SHAPE A FUTURE WHERE HIMACHAL'S IDENTITY CONTINUES TO EVOLVE. ROOTED IN OUR HOME, WE ASPIRE TO CREATE WORK THAT TRAVELS BEYOND ITS MOUNTAINS AND FINDS MEANING ACROSS THE WORLD.

WHAT WE ARE DOING

BUILD.

IDENTITIES THAT TRAVEL. WE WORK WITH BUSINESSES FROM THE HILLS ON BRAND IDENTITY, PACKAGING, PRINT AND DIGITAL DESIGN THAT HOLDS ITS OWN ANYWHERE AND STILL LOOKS LIKE IT CAME FROM HERE.

INTERPRET.

CRAFT AS DESIGN, NOT DECORATION. WE READ LOCAL CRAFT, LANGUAGE AND VISUAL HISTORY AS DESIGN AND LOOK FOR WHERE THEY CAN HONESTLY GO NEXT.

CONNECT.

AN ECOSYSTEM NEEDS REASONS TO MEET. DESIGNERS, PHOTOGRAPHERS, WRITERS AND MAKERS SHOULD BE ABLE TO FIND EACH OTHER HERE, WITHOUT LEAVING THE STATE TO DO IT.

DOCUMENT.

ORDINARY DISAPPEARS FIRST. WE DRAW, PHOTOGRAPH AND RECORD THE EVERYDAY VISUAL LIFE OF THE HILLS, BECAUSE THE ORDINARY IS THE FIRST THING TO GO.

ART BORN OF THE MOUNTAINS.

PAINTING, ARCHITECTURE, CRAFT AND FAITH GREW UP ALONGSIDE MOUNTAIN LIFE HERE. THE KANGRA SCHOOL OF MINIATURE PAINTING, WITH ITS LYRICAL SCENES OF NATURE AND DEVOTION, IS A CENTRAL PART OF THAT LEGACY.

INSPIRED BY IT, WE MADE EIGHT ILLUSTRATED POSTAGE STAMPS ON THE PEOPLE, PLACES AND TRADITIONS OF THE PLACE WE CALL HOME.



किन्नौर

THE WOMEN OF KINNAUR
PEOPLE · KINNAUR



फागुली

FAGULI: THE FESTIVAL OF FACES
FESTIVAL · HIMALAYAN TRADITIONS



गद्दी

GADDI: SONGS ACROSS THE PASSES
PEOPLE · MIGRATION · ORAL TRADITIONS



वास्तुकला

STONE, TIMBER & TIME
ARCHITECTURE · CRAFTSMANSHIP



तोपी

THE MANY COLOURS OF THE TOPI
TEXTILES · REGIONAL IDENTITY



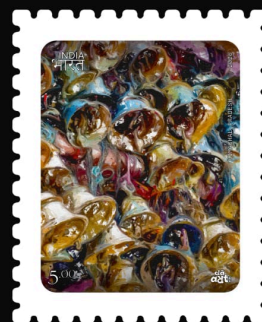
बुराँश

WHERE THE MOUNTAINS BLOOM
FLORA · HIMALAYAN BIODIVERSITY



बुद्ध

THE BUDDHA IN THE MOUNTAINS
SPIRITUALITY · BUDDHIST HERITAGE



नाद

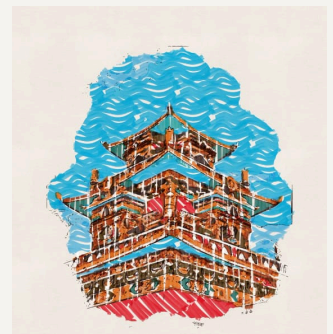
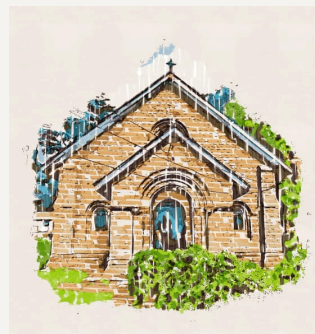
THE SOUND OF THE SACRED
FAITH · TEMPLE TRADITIONS

WE NEVER BORROW THESE AS DECORATION. WE STUDY THEM, CREDIT THEM AND WHEREVER WE CAN, WE WORK WITH THE PEOPLE WHO KEEP THEM ALIVE.

WE WANT A HIMACHAL NOBODY HAS TO LEAVE.

01	NOBODY HAS TO LEAVE	A YOUNG DESIGNER CAN BUILD A CAREER IN THESE HILLS, WITHOUT BOARDING THE NIGHT BUS OUT OF THEM.
02	WORLD CLASS, FROM A VALLEY	A LOCAL BUSINESS CAN BUILD AN IDENTITY THAT HOLDS ANYWHERE, WITHOUT EVER LEAVING THE VALLEY IT CAME FROM.
03	CRAFT, NOT NOSTALGIA	WEAVING, EMBROIDERY AND CARVING TREATED AS LIVING DESIGN RATHER THAN SOMETHING KEPT BEHIND GLASS.
04	OUR OWN LANGUAGES	PAHARI AND HINDI LIVING INSIDE CONTEMPORARY DESIGN, SET WITH THE SAME CARE AS THE ENGLISH BESIDE THEM.
05	MADE HERE, FOR EVERYWHERE	SOMETHING MADE IN THESE HILLS, CARRYING WHERE IT CAME FROM AND PROUDLY MADE FOR THE WORLD.

WE WANT TO BUILD A CREATIVE ECOSYSTEM, NOT JUST A CLIENT LIST.



BE PART OF WHAT WE ARE BUILDING.

START A PROJECT →

FOR BUSINESSES, FOUNDERS AND ORGANISATIONS BUILDING SOMETHING NEW IN HIMACHAL.

COLLABORATE →

FOR ARTISTS, DESIGNERS, PHOTOGRAPHERS, WRITERS AND MAKERS WHO WANT TO CREATE SOMETHING TOGETHER.

JOIN US →

FOR STUDENTS AND YOUNG CREATIVES WHO WANT TO BUILD A CREATIVE CAREER FROM THE HILLS.

SHARE YOUR WORK →

FOR PEOPLE ACROSS HIMACHAL MAKING, DOCUMENTING AND KEEPING THINGS WORTH SEEING.

NOT JUST ANOTHER DESIGN STUDIO.

DESIGN IS NOT DECORATION. IT IS A WAY OF MAKING IDEAS CLEARER, BRANDS MORE RECOGNISABLE AND BUSINESSES MORE MEANINGFUL. WE BRING STRATEGY, DESIGN AND CRAFT TO THE SAME TABLE. NO UNNECESSARY LAYERS, NO BORROWED FORMULAS AND NO DISTANCE BETWEEN THE PEOPLE SHAPING THE IDEA AND THE PEOPLE MAKING IT.

01

NO TEMPLATES.

WE START WITH WHAT MAKES YOURS DIFFERENT AND BUILD FROM THERE. THE RESULT IS MADE FOR THE BRAND, NOT ADAPTED FROM A FORMULA.

02

MAKE IT MATTER.

IT SHOULD BE RELEVANT TO ITS AUDIENCE, CLEAR IN ITS PURPOSE AND DISTINCTIVE ENOUGH TO BE REMEMBERED.

03

BUILT TO GROW.

WE CREATE IDENTITIES AND VISUAL SYSTEMS DESIGNED TO EVOLVE, ADAPT AND STAY USEFUL AS THE BUSINESS MOVES FORWARD.

04

STAY CLOSE.

YOU WORK DIRECTLY WITH THE PEOPLE SHAPING THE PROJECT, WITH FEWER LAYERS BETWEEN THE FIRST CONVERSATION AND THE FINAL OUTCOME.

HOW WE WORK.

01

LISTEN & UNDERSTAND

WE START WITH THE BUSINESS: ITS HISTORY, ITS CUSTOMERS, WHAT WORKS AND WHAT DOES NOT. THOSE FIRST CONVERSATIONS SHAPE EVERY DECISION AFTER.

02

RESEARCH & STRATEGISE

MARKET, COMPETITORS AND AUDIENCE, STUDIED BEFORE ANYTHING IS DRAWN. THE STRATEGY GIVES THE DESIGN SOMETHING TO BE RIGHT ABOUT.

03

CREATE & CUSTOMISE

EVERY MARK, TYPE PAIRING AND LAYOUT IS MADE FROM SCRATCH, FOR YOU, AS ONE VISUAL LANGUAGE THAT HOLDS ACROSS EVERY TOUCHPOINT.

04

REFINE & DELIVER

FOCUSED ROUNDS OF REFINEMENT, THEN DELIVERY ON THE AGREED DATE, WITH EVERY FILE, GUIDELINE AND TEMPLATE YOUR TEAM AND PRINTERS NEED.

05

SUPPORT & EVOLVE

BRANDS GROW. WE STAY CLOSE AFTER HANDOVER, FOR NEW APPLICATIONS, NEW RANGES AND THE NEXT CHAPTER.

2

FOUNDERS ON EVERY PROJECT

NO HAND-OFFS TO A JUNIOR TEAM.

0

TEMPLATES

EVERY IDENTITY IS DRAWN FROM SCRATCH.

100%

YOURS AT HANDOVER

FINAL FILES, GUIDELINES AND TEMPLATES, ONCE THE PROJECT IS PAID.

TWO FOUNDERS. ON EVERY PROJECT.



PULKIT SOOD

FOUNDER & CREATIVE DIRECTOR

PULKIT IS THE FOUNDER OF THE STUDIO. HIS PRACTICE SITS AT THE INTERSECTION OF STRATEGY, VISUAL CULTURE AND DESIGN, WITH A POINT OF VIEW SHAPED BY PLACE, CULTURE AND EVERYDAY VISUAL LANGUAGE.

BRAND IDENTITIES / WAYFINDING SYSTEMS / EXPERIENCE DESIGN /
F&B · FASHION · GAMING · HEALTHCARE



ANANYA SHARMA

CO-FOUNDER, DESIGNER & PAINTER

ANANYA IS A CO-FOUNDER OF THE STUDIO, BRINGING TOGETHER DESIGN, ARCHITECTURE AND PAINTING IN A PRACTICE THAT MOVES BETWEEN STRUCTURE AND EXPRESSION.

BRAND STRATEGY / BRAND IDENTITY / SPATIAL DESIGN /
VISUAL COMMUNICATION

FROM THE JOURNAL.

CASE STUDIES, 11

DERADUN

PURIQUE

VANANTAR

SECRET RARE

CARD HAVEN

STUDIO A

FUN & LEARN

TCG VERSE

VALLEY MISTIQUE

ONE HIMACHAL

RAID DE HIMALAYA

ARTICLES, 10

BEFORE BRANDS, WE DREW HOME

ONE WINDOW, FIVE SYMBOLS

A PUZZLE CALLED FUN & LEARN

THE GLITCH IN THE LOGO

BETWEEN THE TREES

THE GLOW EDIT

FINDING THE MONAL

FOUR WORDS. ONE LOGO.

A YEAR IN SEASONS

WHERE ART MEETS IMPACT

WORKSHOPS

MAKE SOMETHING SLOWLY.

DESIGN IS ALSO SOMETHING YOU DO WITH YOUR HANDS. IN WORKSHOPS LIKE THE SLOW TABLE WE ASK PEOPLE TO SLOW DOWN AND MAKE SOMETHING (PAINT, WRITE, ARRANGE), WITH NO NEED TO BE “GOOD AT ART”. DATES GO OUT ON OUR INSTAGRAM.

GOOD QUESTIONS.

01 WHAT DOES DĀ ART LAB DO?

WE'RE A MULTIDISCIPLINARY DESIGN STUDIO WORKING ACROSS BRANDING, VISUAL IDENTITY, PACKAGING, DIGITAL DESIGN, WEBSITES, SOCIAL MEDIA, PRINT AND COMMUNICATION. WE WORK WITH BUSINESSES, FOUNDERS, INSTITUTIONS AND CULTURAL ORGANISATIONS TO BUILD BRANDS WITH CLARITY, CHARACTER AND PURPOSE.

02 DO YOU WORK WITH CLIENTS OUTSIDE HIMACHAL PRADESH?

ABSOLUTELY. WE'RE BASED IN PALAMPUR, HIMACHAL PRADESH, BUT WORK WITH CLIENTS ACROSS INDIA AND BEYOND. MOST OF OUR PROJECTS CAN BE HANDLED REMOTELY THROUGH ONLINE MEETINGS, REVIEWS AND APPROVALS.

03 HOW MUCH DOES A BRANDING PROJECT COST?

EVERY PROJECT IS DIFFERENT, SO WE DON'T FOLLOW A FIXED PRICE FOR BRANDING. THE COST DEPENDS ON THE SCOPE, COMPLEXITY AND NUMBER OF DELIVERABLES INVOLVED.

04 CAN I HIRE YOU JUST FOR A LOGO?

YES, BUT WE USUALLY RECOMMEND THINKING BEYOND THE LOGO. A BRAND NEEDS A VISUAL SYSTEM THAT WORKS CONSISTENTLY ACROSS DIFFERENT TOUCHPOINTS.

05 HOW DOES THE PAYMENT PROCESS WORK?

PROJECTS USUALLY BEGIN WITH AN ADVANCE PAYMENT, FOLLOWED BY MILESTONE-BASED PAYMENTS DEPENDING ON THE SCOPE.

06 HOW LONG DOES A PROJECT TAKE?

THERE'S NO UNIVERSAL TIMELINE. A FOCUSED DESIGN PROJECT MAY TAKE A FEW WEEKS, WHILE A LARGER BRANDING, PACKAGING OR WEBSITE PROJECT CAN TAKE LONGER.

07 HOW MANY REVISIONS DO I GET?

REVISION ROUNDS DEPEND ON THE PROJECT AND ARE DEFINED IN THE PROPOSAL.

08 CAN YOU WORK WITH OUR EXISTING BRAND?

OF COURSE. YOU DON'T ALWAYS NEED A COMPLETE REBRAND.

09 DO YOU PROVIDE PRINTING AND PRODUCTION SUPPORT?

YES. WE CAN PREPARE PRODUCTION-READY ARTWORK AND, WHERE REQUIRED, HELP COORDINATE WITH PRINTERS AND PRODUCTION VENDORS.

10 DO YOU OFFER MONTHLY DESIGN SUPPORT?

YES. WE OFFER MONTHLY DESIGN RETAINERS FOR BUSINESSES THAT NEED AN ONGOING CREATIVE PARTNER INSTEAD OF HIRING FOR INDIVIDUAL PROJECTS.

11 DO YOU PROVIDE EDITABLE/SOURCE FILES?

YES, WHEREVER APPLICABLE. FINAL DELIVERABLES AND EDITABLE/SOURCE FILES ARE HANDED OVER ACCORDING TO THE AGREED PROJECT SCOPE.

12 HOW DO WE START A PROJECT WITH DĀ ART LAB?

TELL US WHAT YOU'RE BUILDING, WHAT YOU NEED HELP WITH AND WHEN YOU NEED IT.



HAVE SOMETHING WORTH MAKING?

TELL US ABOUT IT. WE REPLY TO EVERY BRIEF WITHIN TWO WORKING DAYS.

START A PROJECT →

EMAIL WELOVE@DAARTLAB.COM

WHATSAPP +91 98162 10506

STUDIO PALAMPUR, KANGRA, HIMACHAL PRADESH, INDIA

FOLLOW INSTAGRAM · BEHANCE · LINKEDIN · PINTEREST

MADE IN THE MOUNTAINS. BUILT FOR THE WORLD