

vernacular **BRANDING**

READING IDENTITY THROUGH DESIGN AND VISIBILITY

FOR IMMEDIATE RELEASE

Email: contact@vernacularbranding.in↗

Website: www.vernacularbranding.in↗

Instagram: @vernacularbranding |

Imprint India: @atelier_envisionar

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Vernacular Branding

Reading Identity through Design and Visibility

A Lifetime Archive of India's Street Identity Formally
Recognized by Leading Academic Institutions

NAGPUR, INDIA / FRANKFURT, GERMANY — *Vernacular Branding – Reading Identity through Design and Visibility*, a seminal documentation of India's informal visual landscape, announces its latest milestone with formal endorsements from premier Indian design and art institutions.

Authored by **Prof. Bhuleshwar Mate** and **Kaushambi Mate**, the project bridges fifty years of Indian design pedagogy with contemporary architectural research. The book documents the rapidly disappearing culture of hand-painted signage, vernacular typography, and improvised branding that defines the Indian streetscape.

Institutional Recognition & Reception Since its formal launch at the **Government College of Art and Design (GCAD), Nagpur**, the publication has been integrated into the discourse of visual culture across the country:

- **National Institute of Fashion Technology (NIFT), Hyderabad:** Director Prof. Dr. Malini Divakala cited the work as a "significant resource for both learning and reference."
- **College of Fine Arts, Thiruvananthapuram:** Principal Prof. Manoj Kannan noted the book as a "timely intervention in the discourse on visual culture."
- **Sinhgad College of Architecture, Pune:** Recognized the work as a vital reference for the next generation of architects and urban planners.

The Archive The project is a unique collaboration between father and daughter. Prof. Bhuleshwar Mate brings five decades of academic rigor and primary documentation, while Kaushambi Mate frames the archive through the lens of urban assemblage and contemporary design theory. The book treats the streets as galleries, preserving acts of identity improvised in paint, color, and script.

Availability *Vernacular Branding* is currently available for purchase through **Envisionar Design Atelier** (India) and via direct distribution in Europe. For more information, visit <https://vernacularbranding.in>.



Media Contact:

Vernacular Branding

Email: contact@vernacularbranding.in

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IDENTITY DESIGN

*Book Title &
Project Wordmark*

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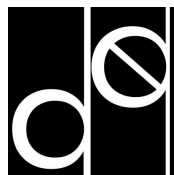
Typography

Poppins (wordmark),
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