

BIBLIOGRAPHIC INFORMATION & SPECIFICATIONS

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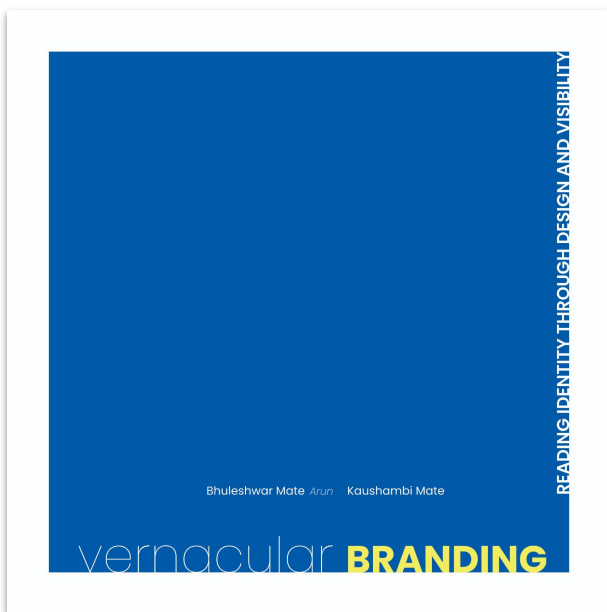
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ABOUT THE AUTHORS

Vernacular Branding is built on an intergenerational and interdisciplinary conversation, one that draws together fifty years of Indian design pedagogy and contemporary European architectural research. The book is the result of this dialogue between father and daughter, academic and practitioner, archive and analysis.

Prof. Bhuleshwar Mate is a designer and academician with over 50 years of influence on Indian visual culture. A former Vice Chancellor of Assam University and former faculty member at the Sir J.J. Institute of Applied Art, Mumbai, his career spans corporate branding for clients including Hyatt Regency and Holiday Inn, commissions for the International Film Festival of India, and decades of independent documentation of India's street-level visual systems through his Envisionar Design Atelier in Nagpur.

Kaushambi Mate is a design and planning specialist based in Germany, working at the intersections of architecture, culture, identity, and design. A graduate of the Städelschule Architecture Class in Frankfurt, her Master's thesis was recognised with the AIV Best Thesis Award at the Deutsches Architekturmuseum (DAM) in 2016. As co-author and designer of Vernacular Branding, she authored the book's core material and developed its visual framework, and has contributed to brand identity projects at Envisionar Design Atelier since 2017.

vernacular **BRANDING**

READING IDENTITY THROUGH DESIGN AND VISIBILITY

by Prof. Bhuleshwar Mate
and Kaushambi Mate

Vernacular and **Branding**: both words carry a difficult history, yet today they sit in very different contexts. Vernacular architecture is a well-established practice built on using local materials within regional architectural typologies, while branding remains a top priority across marketing and design. This book brings these two words together to identify and explore methodologies for reading identity and visibility, and for acknowledging their presence within design. Indian design offers a rich and varied context for this exploration.

Vernacular Branding documents India's informal visual culture through five decades of hand-painted typography, improvised signage, and everyday branding systems. The book is an intergenerational collaboration between Prof. Bhuleshwar Mate and Kaushambi Mate, bridging fifty years of Indian design education with contemporary European architectural research.

As global branding grows increasingly uniform, India's vernacular landscape remains rooted in local knowledge and craft. The book positions itself as a living archive of a disappearing culture, reading streets as galleries and everyday signs as cultural heritage.

PUBLIC RESONANCE

Vernacular Branding was formally launched at the Government College of Art and Design (GCAD), Nagpur, on the institution's 50th anniversary, and has since been received into the reference collections of the College of Fine Arts (Thiruvananthapuram), NIFT Hyderabad, NID Jorhat, and Sinhgad College of Architecture (Pune), alongside coverage across regional Indian print and digital media including Navbharat Times, Lokmat Times, Dainik Bhaskar, and Shankhnaad News.