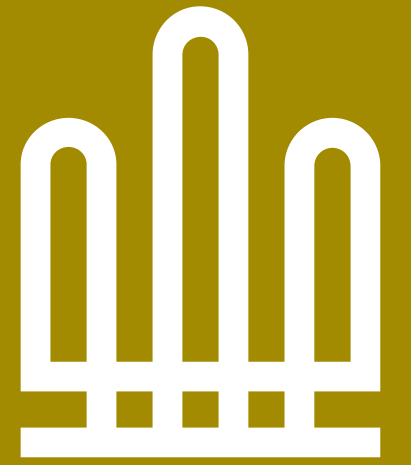




studio.kelp

Studio Kelp exists to make brands intentional and memorable. If you're looking to bring your product or service to its truest nature and audience, we got you covered!

@2025

Category Study

Category study helps brands understand the space they operate in, who else is in the market, how people behave, what they expect, and what they are willing to pay. By looking at the category as a whole, businesses can spot gaps, improve their positioning and make decisions with more clarity and less guesswork. Our category study service captures current patterns, tracks changes and highlights opportunities for better relevance, differentiation and growth.

Market Landscape

Competitor Mapping

Demand Patterns

Gap Spotting

Consumer Behaviour

Growth Opportunities



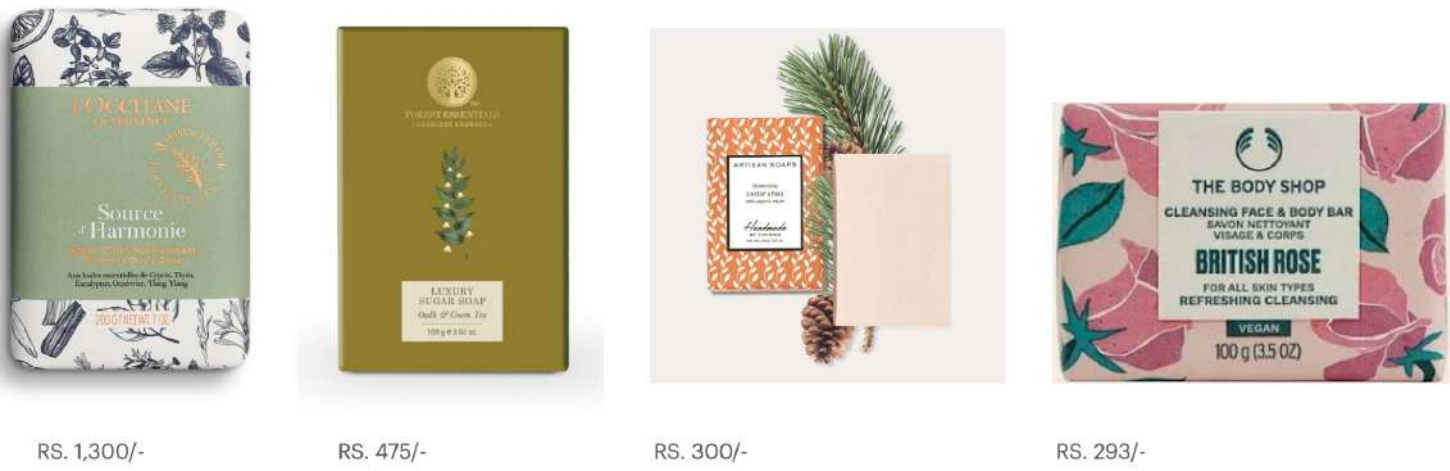
Category Study Process

Health and wellness-conscious individuals
Eco-conscious customers
People who are looking for exclusivity

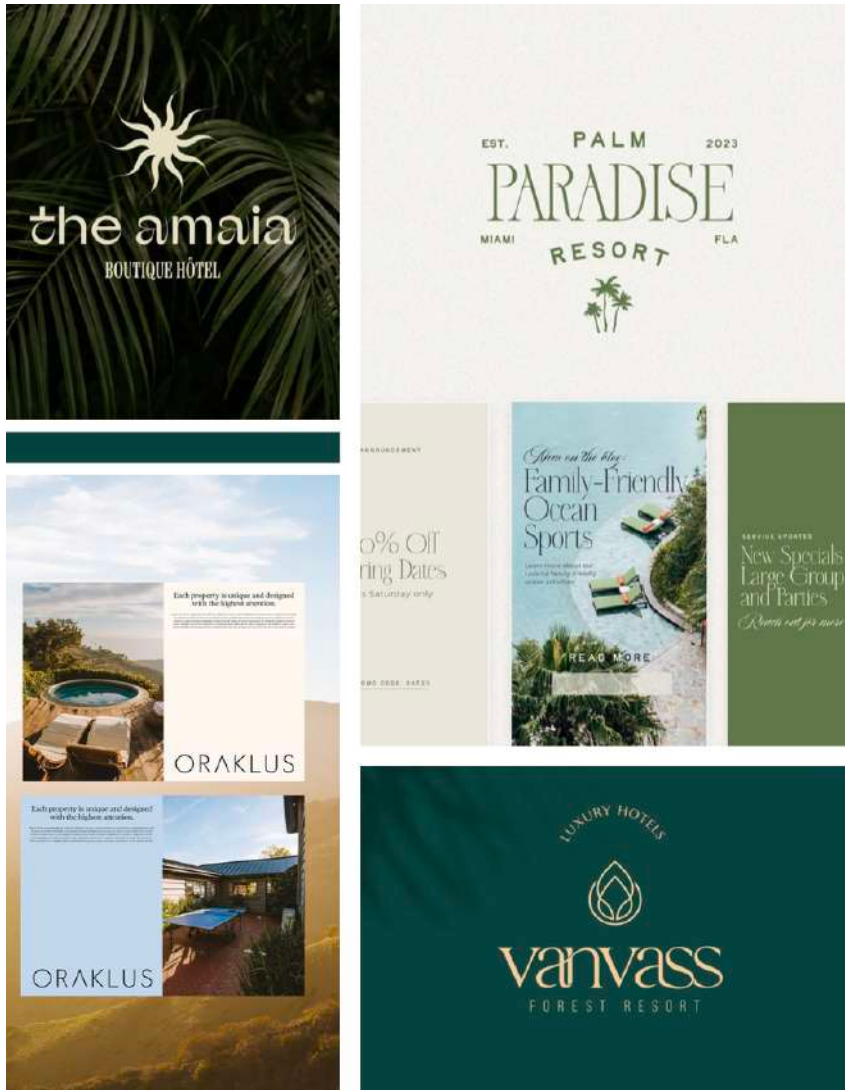
Affluent customers
Convenience - They will spend more to save time
Personal touch - Emotion driven



Understanding price points

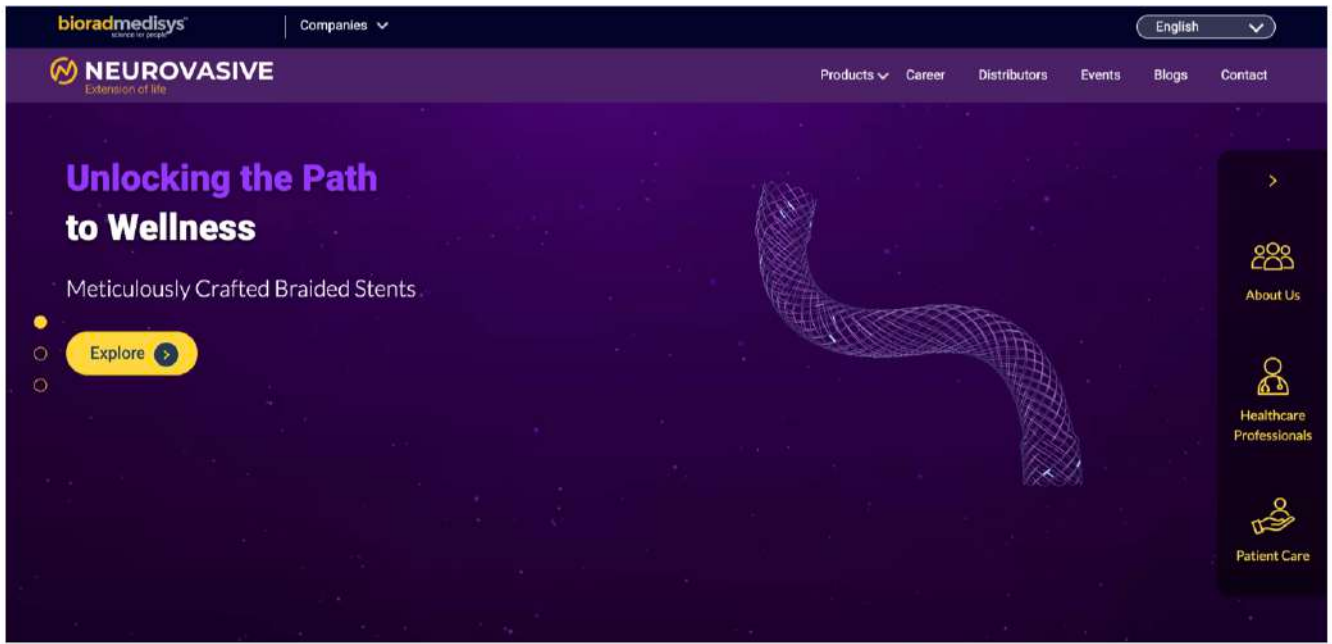


Understanding target groups

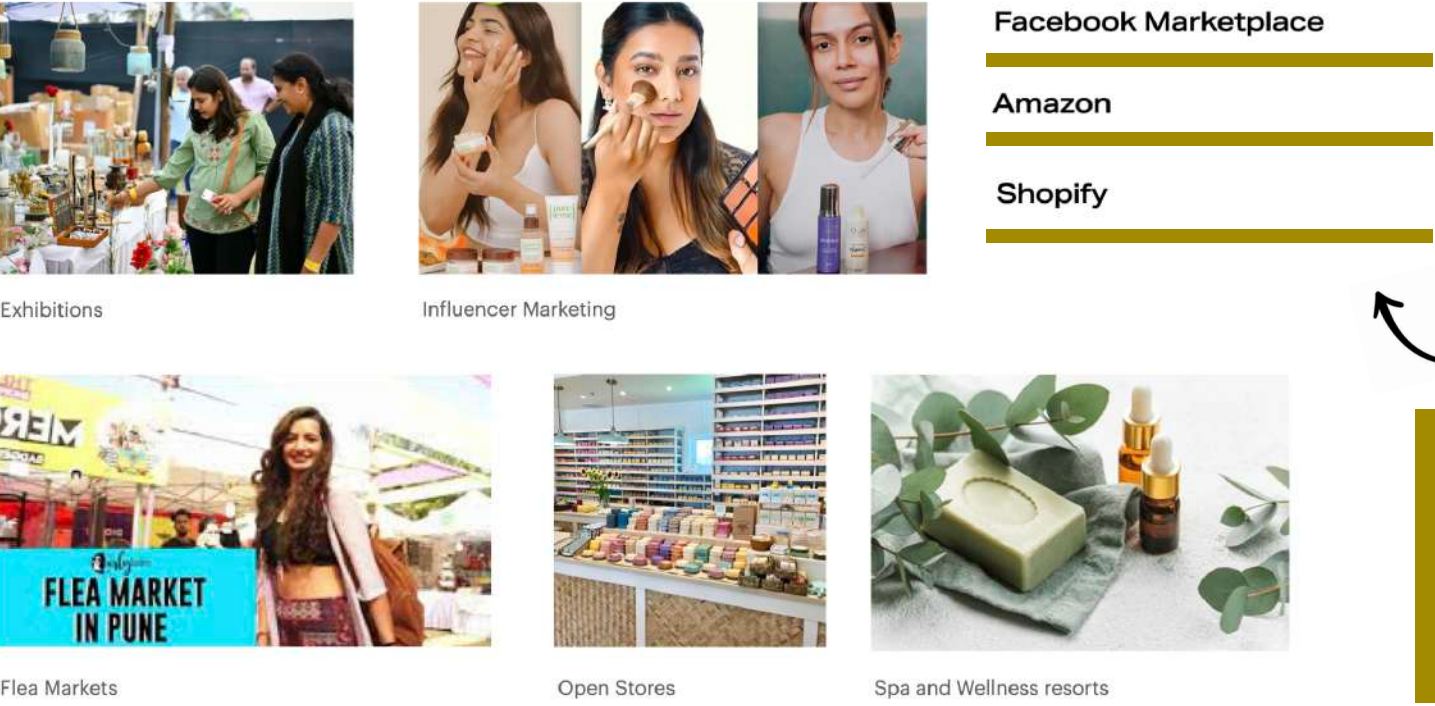


Style: Elegant, Minimal & Sophisticated

Legible | Clean | Premium | Professional | Consistent



HOW & WHERE WILL THEY FIND YOU?



Spotting growth opportunities

Analysing user behaviour

1. Attitudinal
Listen to what users say.



2. Behavioral
Observe what users do.



Moodboards to set the visual tone

Visual Identity

A strong visual identity gives a brand a consistent and recognisable face. It shapes how people see, remember, and relate to the brand across all touchpoints. Through a well-defined system of logo, colours, typography, and visual language, businesses can communicate their personality clearly, build trust and stand apart from the competition. At Studio Kelp, we create visual identities that are rooted in clarity, relevance and long-term usability.

Brand Naming

Logo System

Colour Palette

Typography

Graphic Language

Application Mockups

Brand Usage

Business Stationery

Presentation Design





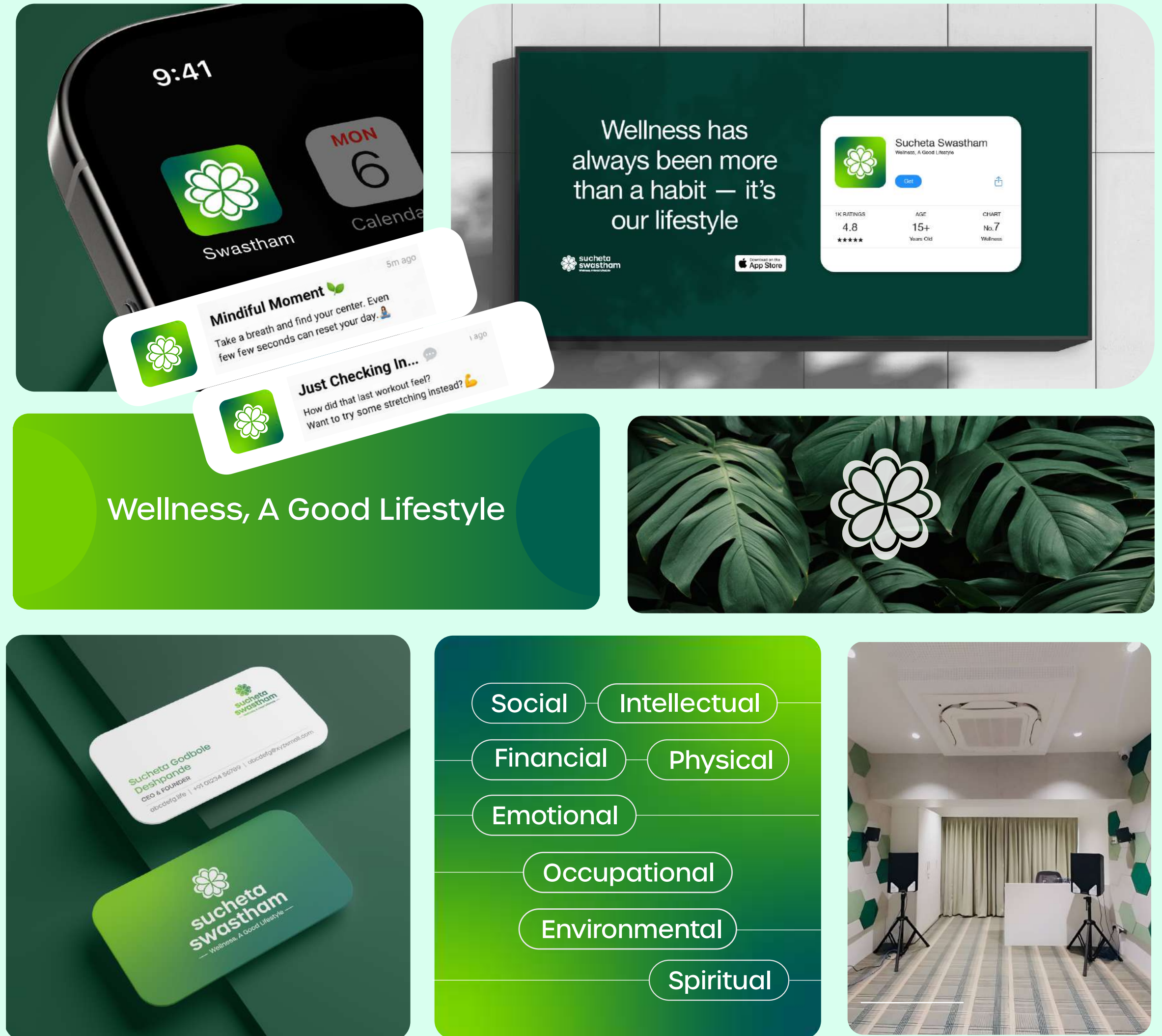
BAR & GRILL





sucheta swastham

— Wellness, A Good Lifestyle —



Social Media

Social media helps brands stay relevant, visible and connected to their audience on a daily basis. With the right mix of strategy, design and messaging, it can drive awareness, trust and conversion over time. At Studio Kelp, we build social media systems that are consistent, thoughtful, and aligned with brand goals. Our approach ensures every piece of content has a role in positioning, engagement, and growth.

Content Strategy

Design & Templates

Captions & SEO

Reels + Carousels + Stories

Platform Optimisation

Content Buckets + Calendar

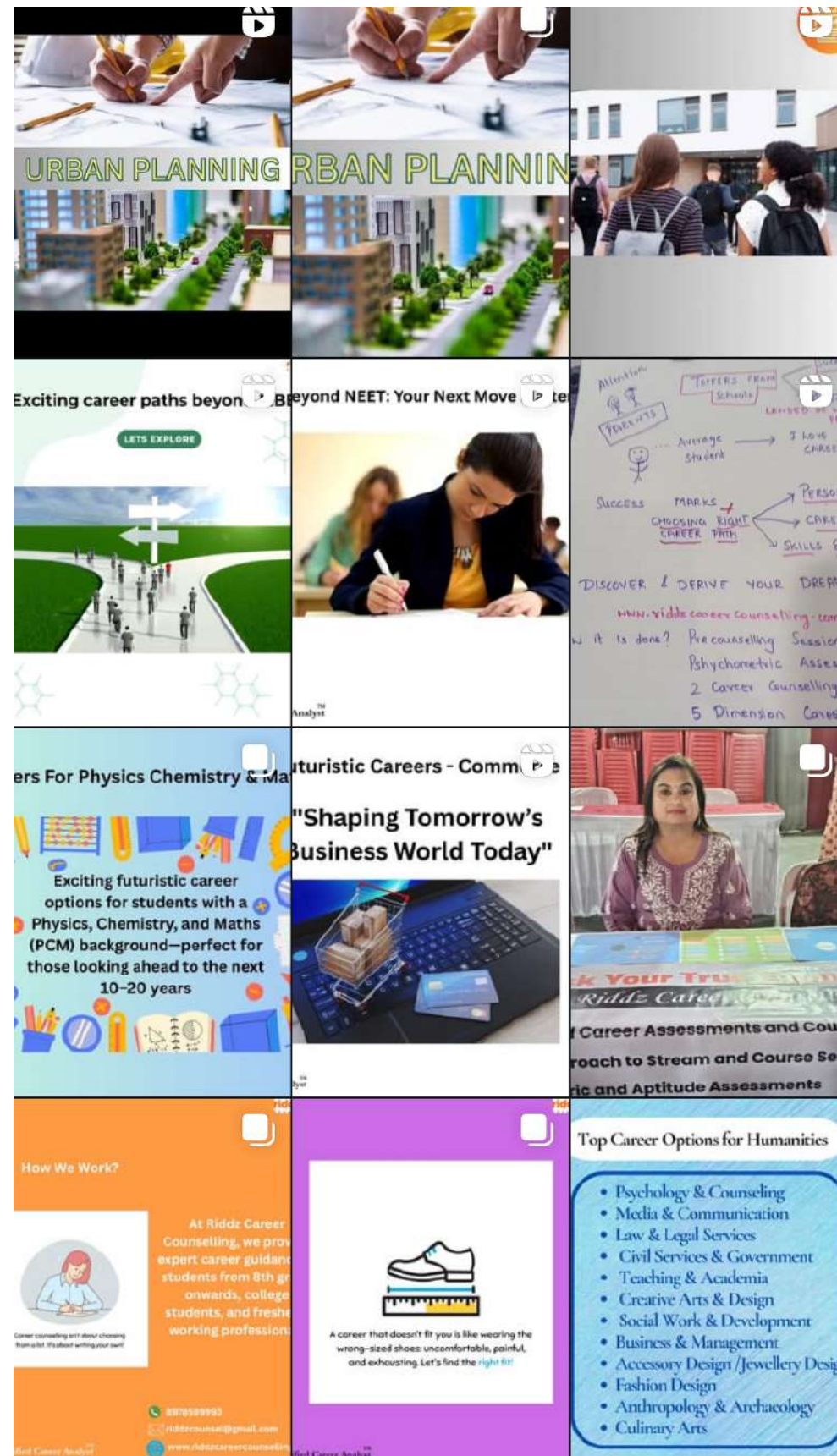
Brand Consistency

Scheduling & Delivery

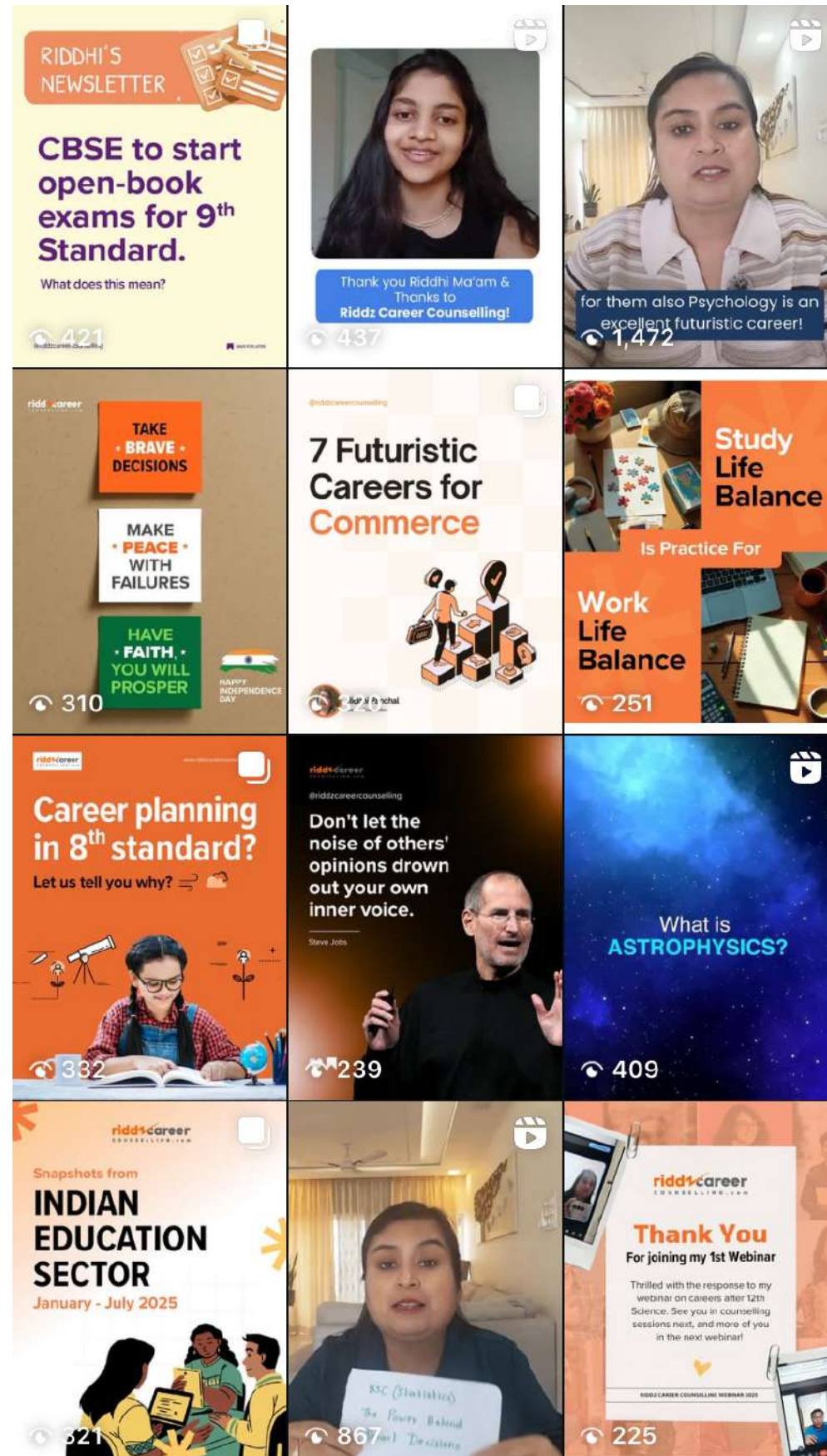


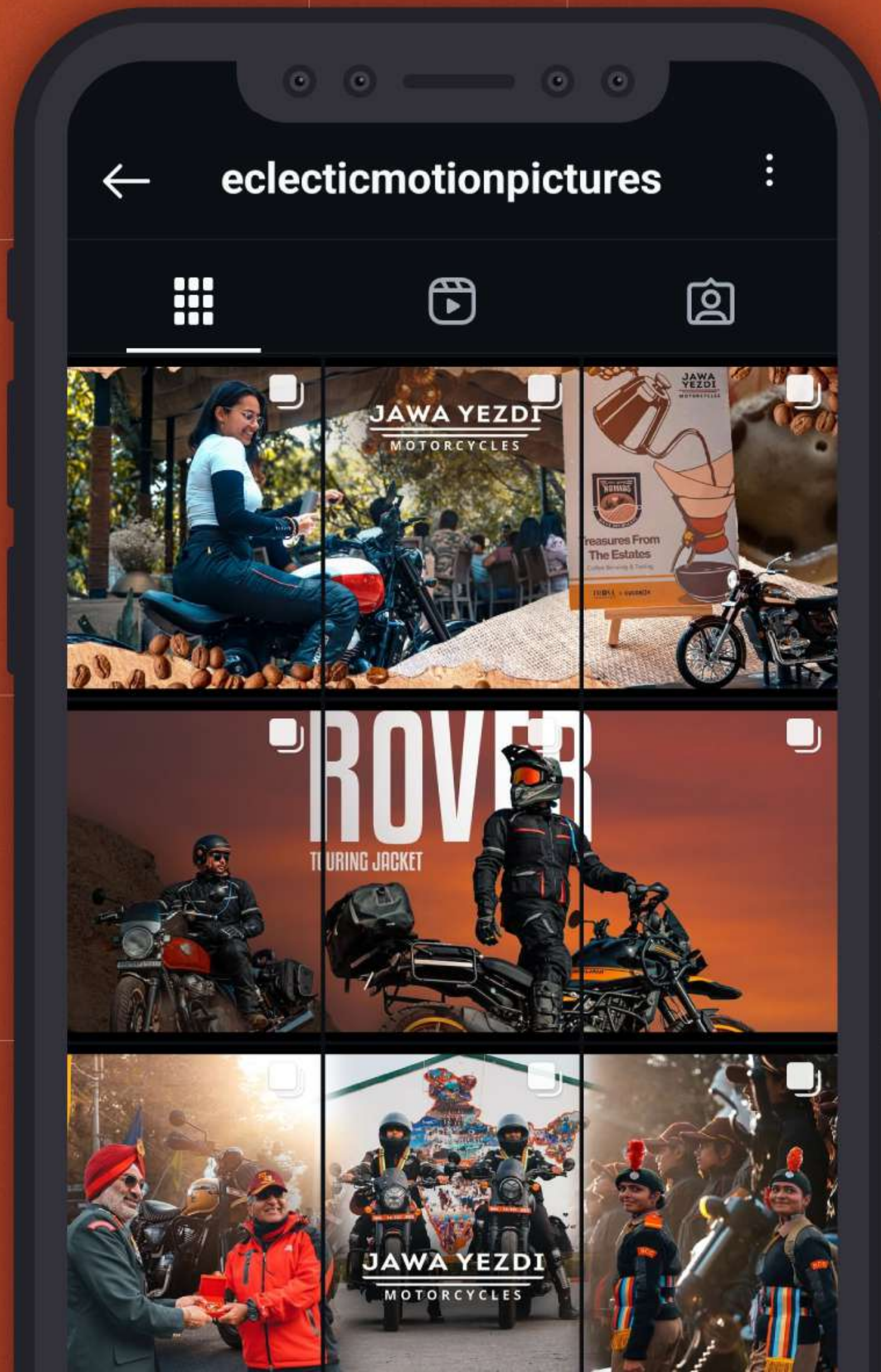
Content Management for Riddz Career Counselling

Before



Present





Packaging & Label Design

Labels are often the first point of contact between a product and a customer, they influence perception, trust and purchase decisions within seconds. A well-designed label communicates the brand clearly, meets regulatory norms, and stands out on the shelf while staying scalable across SKUs. At Studio Kelp, we design packaging that balances aesthetics, clarity and compliance so that brands not only look great but also sell with confidence.

Label Design

Packaging System Design

Compliance Ready Design

Custom & Versatile





Company: Biorad Medisys Pvt. Ltd.
Service: Box Design

Company: Biorad Medisys Pvt. Ltd.
Service: Box Design



Company: tattv (By One Zero Zero Eight Company)
Service: Brand Design (Logo+ Label System Design)



Company: tattv
(By One Zero Zero
Eight Company)

Service: Brand Design
(Logo+ Label System
Design)



Schedule a call to create a customised strategy today.

Let's Connect

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