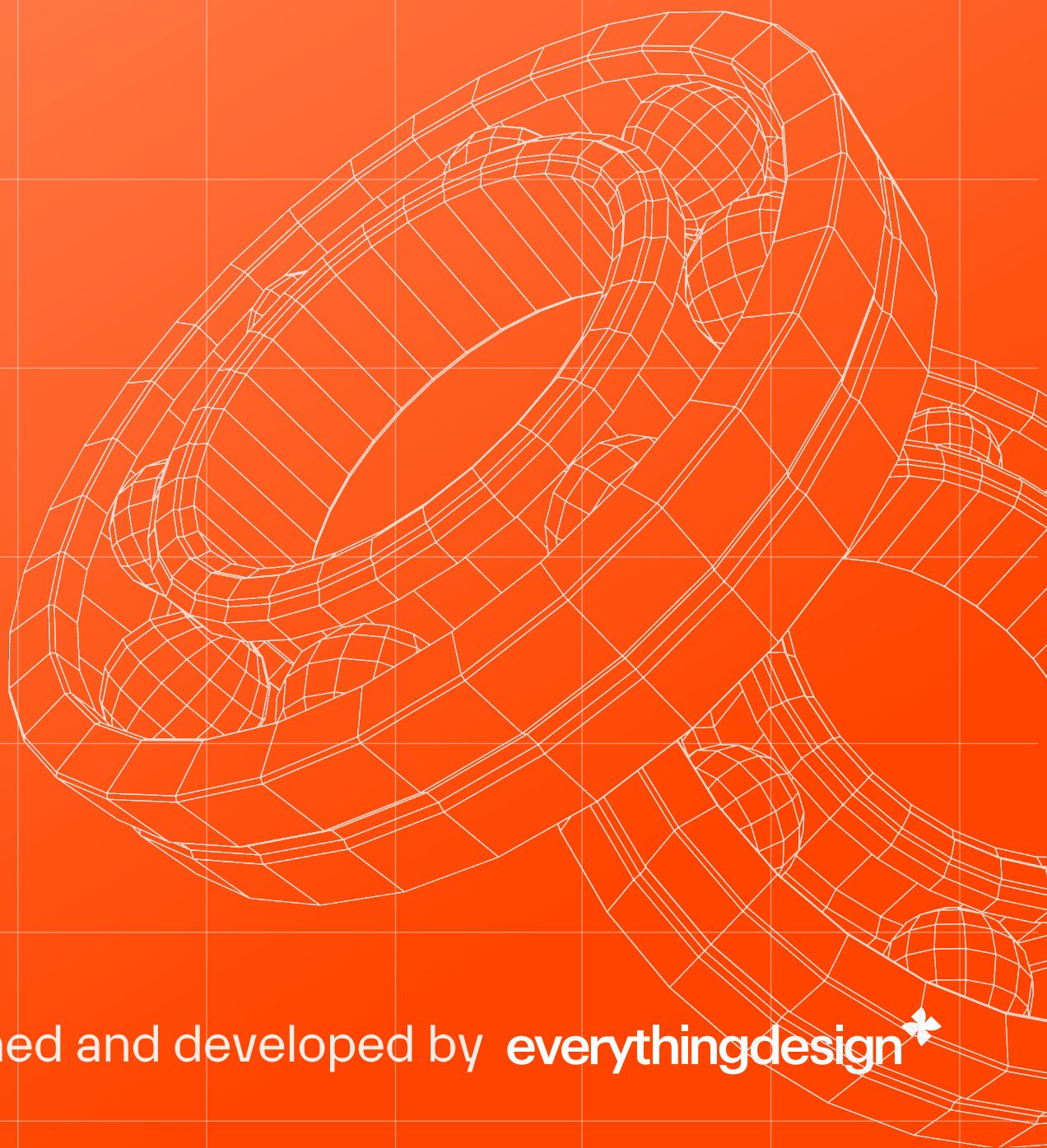


Brand & website design for a custom manufacturing solutions provider



Designed and developed by **everythingdesign**✱

Project Overview

CLIENT
SEVENLOOP

INDUSTRY
MANUFACTURING
SOLUTIONS

PROJECT TIMELINE
5 MONTHS



- SERVICES OFFERED
- Brand Strategy & Brand Positioning
 - Brand Identity - Verbal & Visual
 - Copywriting
 - Website Design & Development
 - Custom Illustrations
 - Brand Collaterals
 - Marketing Collaterals
 - Pitch Deck
 - Animation

SERIES A:
\$8 MILLION

VALUATION:
₹184CR

INVESTORS:
Z47, MULTIPLY VENTURES
AND ALTERIA CAPITAL

ABOUT

Sevenloop offers end-to-end solutions, from prototyping to production, serving aerospace, automotive, and industrial sectors.

OTHER PROJECTS
WE DID FOR THEM



2022 | Brand
Design, Website



2024 | Visual
Identity, Website



Our entire experience, from design concept to the final product was glitch-free. Conversations with our clients have become so much more easier now.

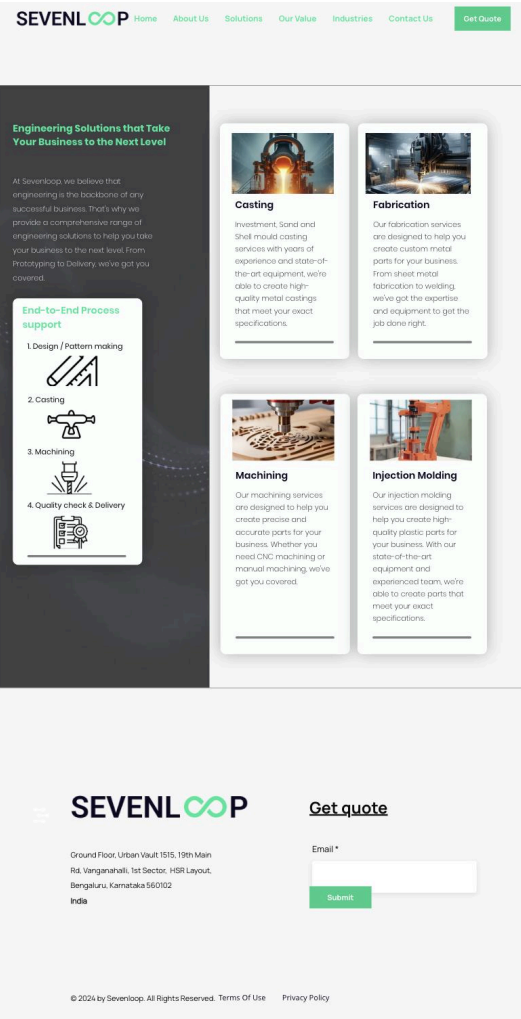
SHARAN URUBAIL, CEO & CO-FOUNDER

BEFORE

The previous logo featured a generic infinity symbol, making it difficult to establish a unique connection with the brand.



Despite Sevenloop’s strength in precision manufacturing, it’s website fell short due to a generic layout lacking clarity and an emotional connect.

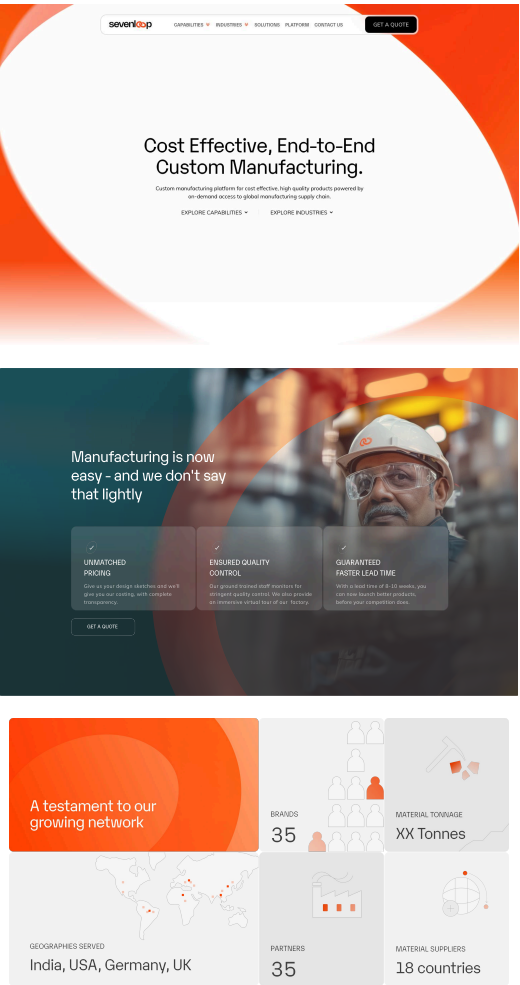


AFTER

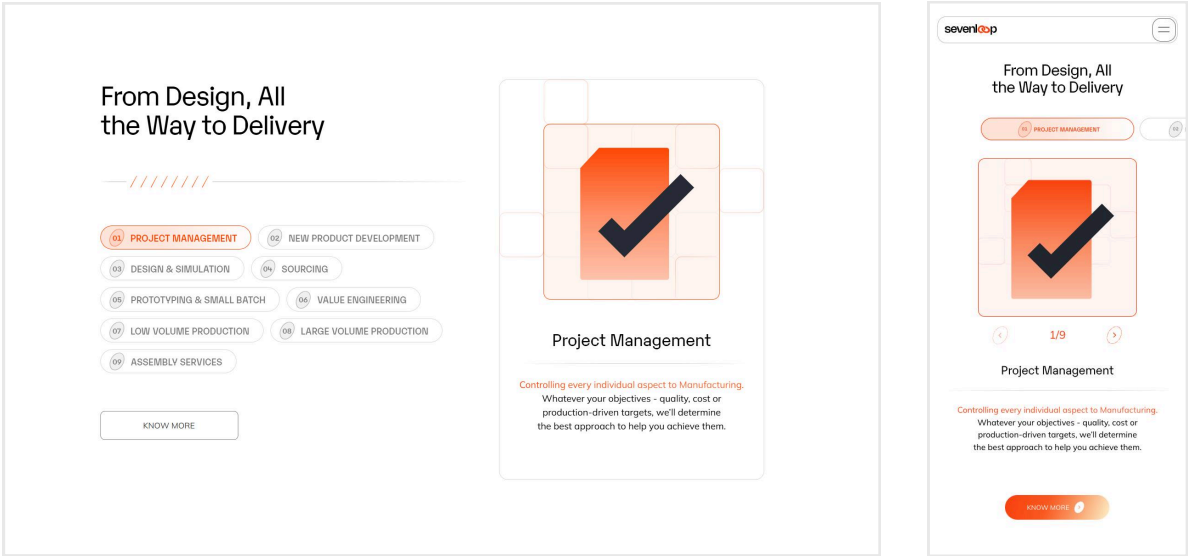
The new logo features two interlocking rings, representing the collaboration between Sevenloop and their clients, translating into exceptional results.



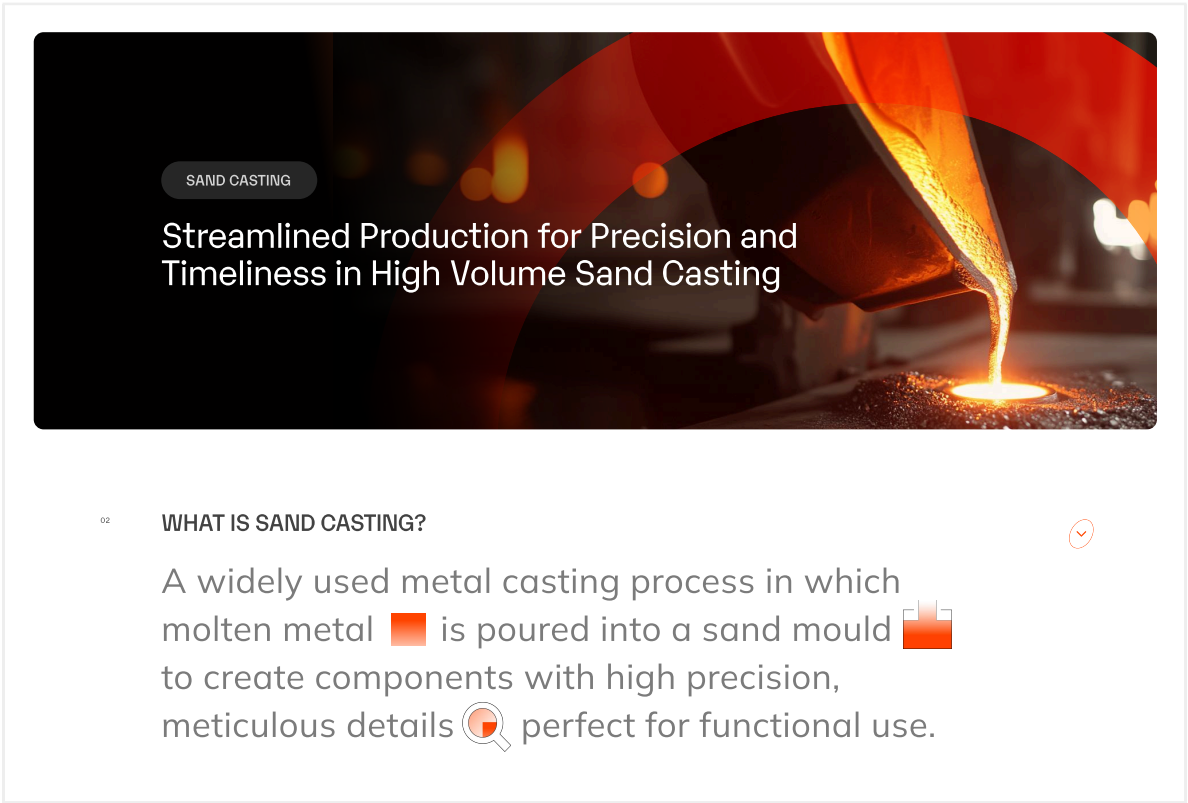
Intuitive layouts and striking visuals enhances the navigation, resulting in an engaging, clear, highly resonant user experience.



WEBSITE DESIGN



Homepage Solutions, Responsive Design



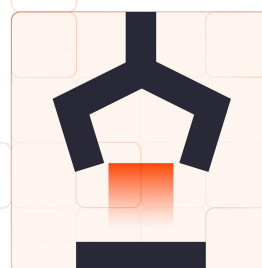
Capabilities Page

CUSTOM ILLUSTRATIONS

They simplify Sevenloop's complex solutions, making information clear and engaging in the B2B space, where clarity is crucial.

MINIMAL ICONS
MAXIMUM IMPACT

Bold icons that clearly represent Sevenloop's offerings, ensuring immediate recognition and reinforcing a cohesive brand identity.

**Assembly Services**

Seamlessly handling **post-manufacturing assembly** involving bought out parts. This service ensures complex assembly requirements are expertly managed by Sevenloop's team.

BRAND MANIFESTO

We crafted a compelling manifesto for Sevenloop that captures the brand's core values and essence. Here's a glimpse.

The Sevenloop logo, featuring the word "sevenloop" in a lowercase, sans-serif font. The "o" is stylized as a continuous loop.

Imagine a future dominated by great products—products that set new standards and enhance lives. At Sevenloop, we're not just imagining this future; we're creating it.

BRAND STRATEGY

Precision - this became the defining core of the brand. In essence, a great manufacturing output was only as great as the precise parts it's made up of.

We defined a bigger meaning for 'precision'. It became a guiding principle, an internal value and a standard that promises nothing short of excellence.



Driven by Precision

PRINT COLLATERALS



Pitch deck & Brochure



Stationery



BEHIND THE SCENES



Brand Presentation



Project Closure



Primary Research (Foundry Visit)



Logo Exploration



Brainstorming Concepts

PROJECT TEAM

Design

Tanmaya Anala Rao

Lead Designer | Project Owner

Ekta Manchanda

Principal Designer

Kashish Gulati

Junior Designer

Development

Burhan Upad

Webflow Developer

Saurabh Chakradhari

Head of Webflow
Department

Jiyash A K

Sr. Webflow
Developer

Content

Athira Krishnan

Lead Designer &
Content Strategist

Mejo Kuriachan

Co-Founder and
Brand Strategist

3D & Motion Design

Jenson Johnson

Motion Designer

Management

Arpan Sen

Chief of Staff and
Project Manager

Yugankita Aich

Project Manager



View case
study video

OUR CLIENTS

