

# Brand & website design for a custom manufacturing solutions provider



Designed and developed by **everythingdesign** ✦

## Project Overview

CLIENT: SEVENLOOP

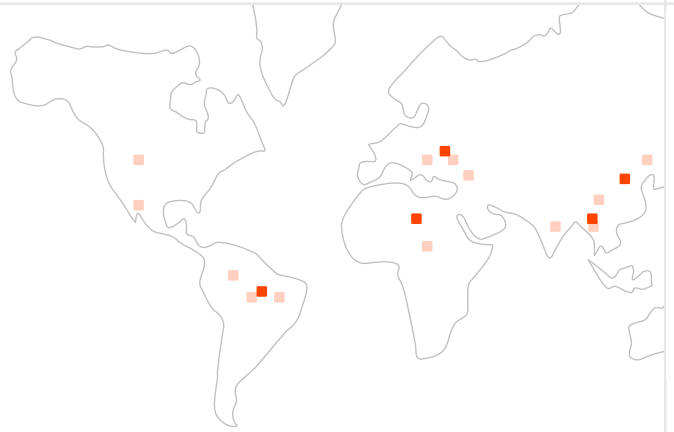


INDUSTRY: MANUFACTURING SOLUTIONS

### SERVICES OFFERED

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

PROJECT TIMELINE : 5 Months



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.



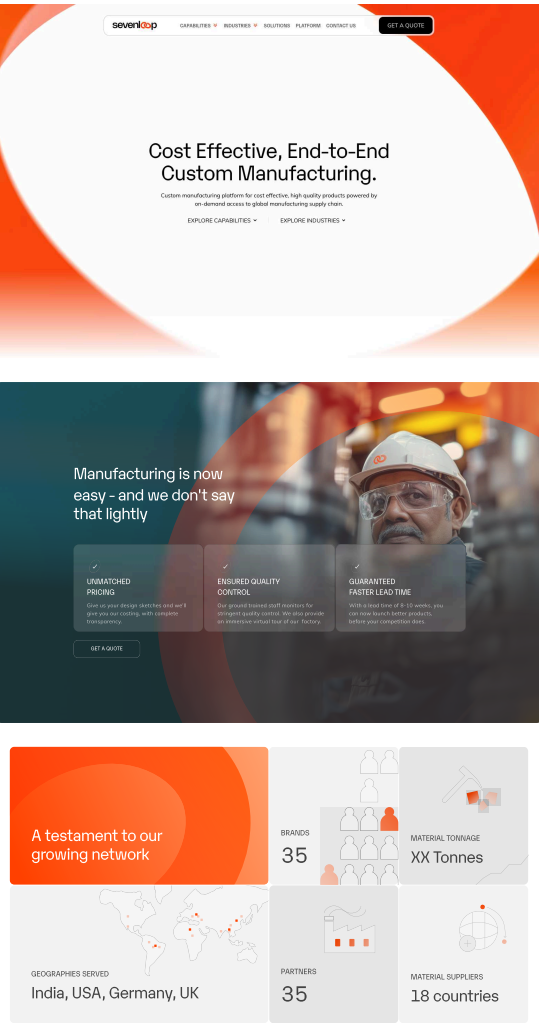
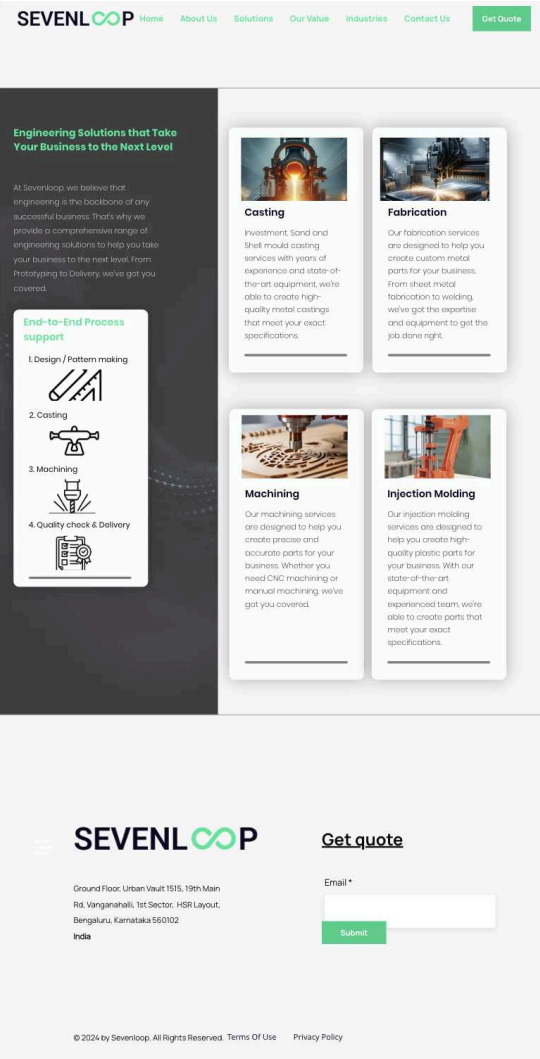
After

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

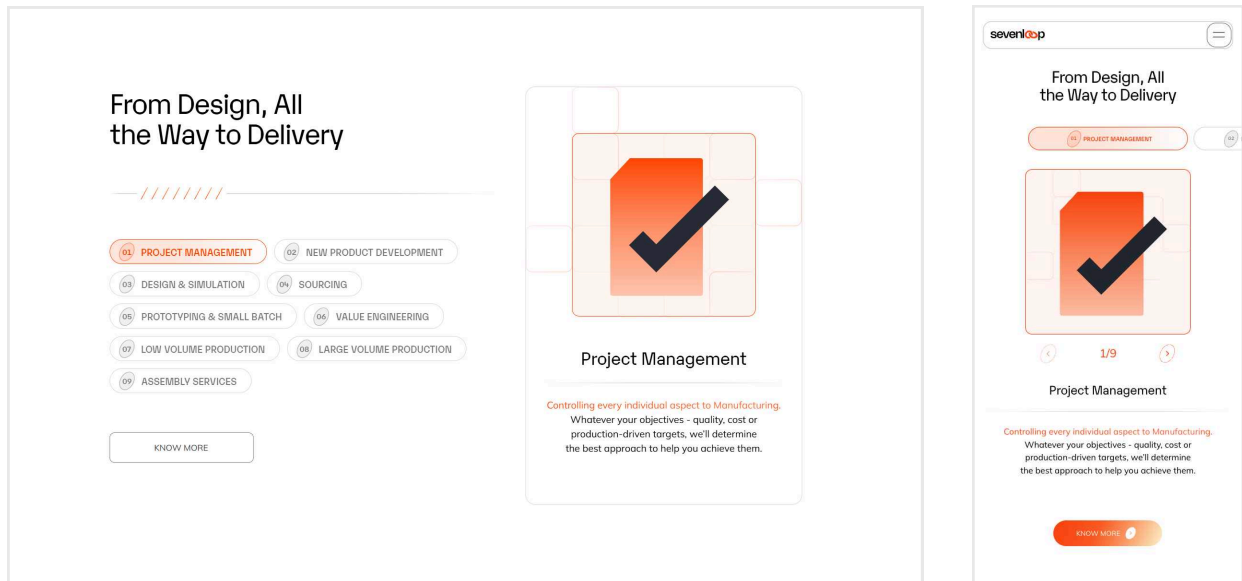


Despite Sevenloop's strength in precision manufacturing, it's website fell short due to a generic layout lacking clarity and an emotional connect.

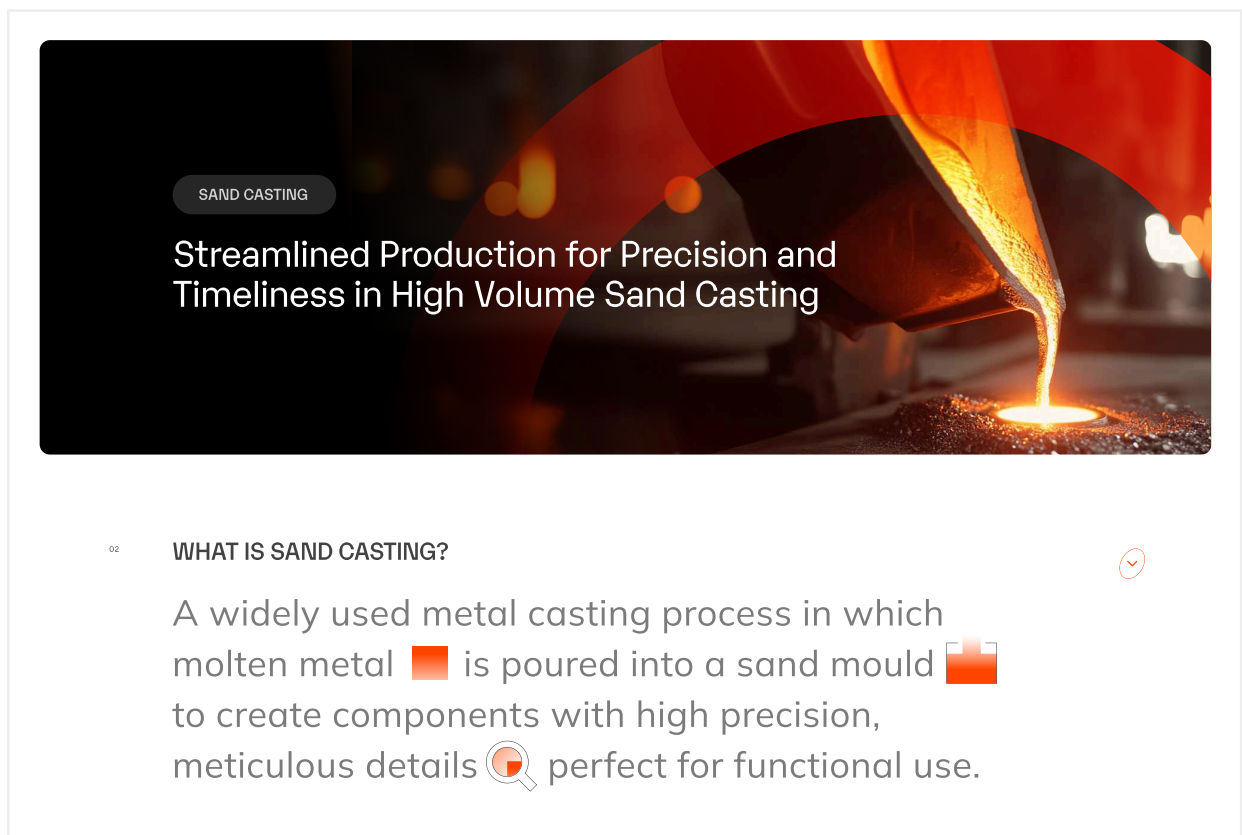
Intuitive layouts and striking visuals enhances the navigation, resulting in an engaging, clear, highly resonant user experience.



## Website



### Responsive Design



### Capabilities Page



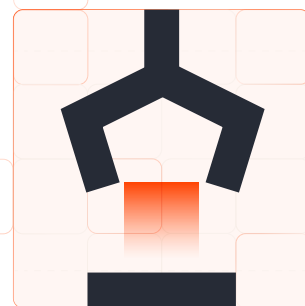
## CUSTOM ILLUSTRATIONS

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.

**sevenloop**

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



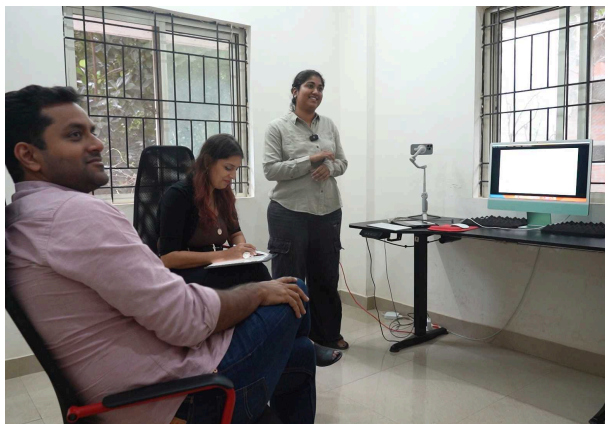
Pitch deck & Brochure



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

