

VISUAL BRANDING CASE STUDY TOWNSHIP CLUBHOUSE

IN THANE



“The aim was not just to create art, but to showcase the lifestyle that the Township promises to existing and future buyers”

📍 Location

Thane, Maharashtra

📏 Sq.Ft. Graphics

3000 sq.ft.

🖨️ Fabrication Methods

Vinyl Wraps & Decals

📅 Year of Completion

2018

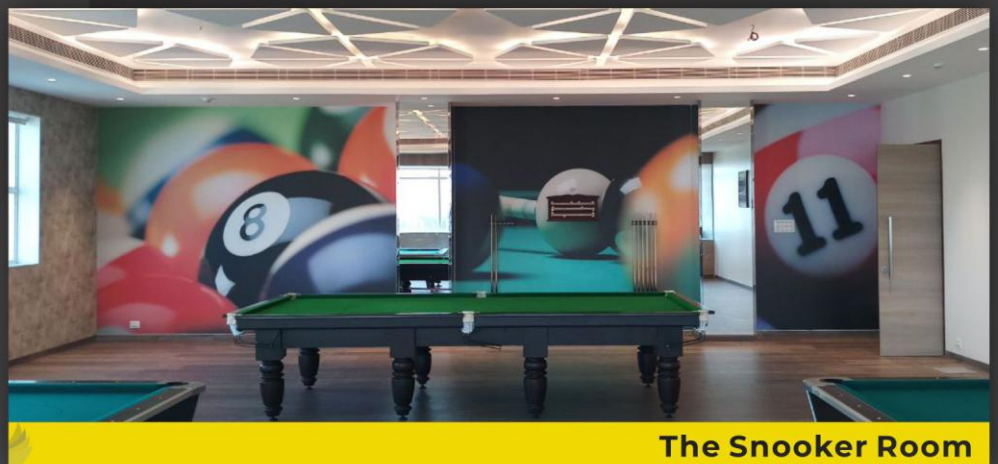
PROJECT SUMMARY

Mockingbird Studios was assigned to communicate the essence of the lifestyle provided by a builder in their township in Thane, Maharashtra. The Clubhouse is a post-work hours and weekend refuge for the community and the graphics needed to add to the surrounding richness.

PHOTOS

01

The objective here was to keep it classy. Photographs were chosen accordingly and then the same was printed on a Avery Dennison vinyl with Matte Lamination. Large format digital printing on HP Latex was used to ensure that green ink was used in the clubhouse.



The Snooker Room



02

Table Tennis is an action-oriented game and the wall graphics needed to be dynamic in nature. Various poses in the game were used and the same was printed on a 3M film with HP Latex printing. The graphics were then plotter cut and installed on a painted wall.

The Table Tennis Room

03

Since the clubhouse is multi-storeyed the staircase was a great location to showcase the lifestyle that the township offers. The brief was to create this in a graffiti style with a combination of text and iconography. The vinyl installation in this case was particularly tricky because of the steps. But the Mockingbird team managed to do a fantastic job (as is visible)



The Staircase



The Gym

04

The clubhouse gym had a yellow pipe running across the ceiling and it was hence crucial to bring a tinge of yellow into the graphics. Graphics were hence printed on a sunboard and then installed using a 3M double side tape.

