Kochi Metro Livery Graphics

BACKGROUND AND CHALLENGE
Develop livery designs that are in alignment and synergy with the brand’s big idea, along with the train’s look and feel.

SCOPE OF WORK
• Conceptualize and design a new train’s livery
• Develop graphics that display the cultural richness and biodiversity of the Indian state, Kerala, and the city, Kochi, where it operates
• Coordinate and supervise the livery launch

SOLUTION
Used the i-cube design approach to smoothly implement the design project.
• Create a concept livery design showing the route in an illustrative form
• Develop graphics that showcase the rich culture, biodiversity, flora and fauna, and traditions of the Indian state of its operations
• Streamline livery design delivery through technical liaison with supplier
• Ensure an on-time launch through efficient project supervision

IMPACT
• Successful launch opened the opportunity for new work: Water Metro branding project