

# 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

