

Scenting Symbolism: A Graphic Design Tribute by AGORRA Perfumes to the Artistic Legacy of Pakistani Masters



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(Session: 2026)

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*Thesis Project Report submitted to the Department of Art & Design in partial fulfillments for
the requirements for the award of degree of BS Art & Design (BA&D) in Communication
Design*

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(Session: 2026)**

DECLARATION

I hereby declare that this thesis, titled “**Scenting Symbolism: A Graphic Design Tribute by AGORRA Perfumes to the Artistic Legacy of Pakistani Masters**” is my original work and has not been submitted for any degree, diploma or other academic qualification at any institution or university.

The research, design process and findings presented in this report are based on my own efforts and creative work. All references, concepts and contributions from external sources have been properly acknowledged. I further declare that the corporate identity system, branding elements, vector graphic designs, packaging materials, promotional assets and visual communication strategies included in this thesis were developed by me as part of this research project. Any visual, written or digital sources consulted during the study have been appropriately cited and referenced.

This thesis was carried out under the supervision of _____.

Abdul Rehman

Date: ____/ ____/ 2026

ACKNOWLEDGMENT

I would like to express my sincere gratitude to my supervisor, Ms. Farah Javed, for her valuable guidance, encouragement, and continuous support throughout this study. Her suggestions and expertise greatly contributed to the completion of this thesis.

I am also thankful to the faculty members of my department for their assistance and for providing a supportive academic environment.

Special thanks go to my family and friends for their constant encouragement, understanding, and motivation during the course of this research.

Finally, I would like to thank everyone who directly or indirectly contributed to the successful completion of this thesis entitled “Scenting Symbolism: A Graphic Design Tribute by AGORRA Perfumes to the Artistic Legacy of Pakistani Masters”

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ABSTRACT

In the fiercely competitive fragrance market of today, branding is absolutely essential for building consumer recognition, emotional connection, and participation. A well-developed brand identity helps products to convey their values, attitude, and cultural relevance while building a strong market presence. The study called **"SCENTING SYMBOLISM: A Graphic Design Tribute by AGORRA Perfumes to the Artistic Legacy of Pakistani Masters"** looks at how to make a high-end fragrance line that honors Pakistan's artistic heritage by means of modern branding and design.

The study looks at how art, branding, package design, and visual communication interact inside the fragrance sector. Using symbolism, typography, color psychology, illustration, and promotional design, it explores how creative inspiration might be turned into significant brand experiences. Additionally, the research looks at how cultural legacy helps to define current brand identities and examines current luxury fragrance brands to determine the graphic components that support effective market positioning.

Using a practice-based design methodology, a whole scent branding system was created based on the results. The initiative encompasses logo development, brand identification development, perfume packaging design, promotional posters, brochures, standees, banners, and supporting marketing tools. Inspired by famous Pakistani artists Sadequain, Jamil Naqsh, and Hajra Mansoor, three scents were developed. Symbolic elements included the raven, pigeon, peacock, and moon motifs were used to visually depict the creative themes connected with every scent.

This research shows that combining cultural legacy with modern branding results in unique and meaningful product identities. The initiative underlines the importance of graphic design as a strong communication tool able to turn creative stories into interesting consumer experiences. All things considered, AGORRA offers a coherent luxury scent brand that advances Pakistani creative legacy while delivering a contemporary and aesthetically fascinating aroma experience.

CHAPTER 1

INTRODUCTION

1.1 Introduction

In today's markets, product development and promotion rely heavily on branding. Beyond merely recognizing a good or service, branding functions as a strategic instrument for conveying consumer values, personality, quality, and emotional appeal. Successful companies in the fragrance sector depend not only on the excellence of their products but also on bold visual identities, appealing packaging, and meaningful narrative to build brand recognition and foster client loyalty. Brands are constantly looking for creative methods to set themselves apart while delivering memorable experiences that engage with their intended consumers as consumer preferences change.

To develop distinctive identities that go beyond the practical utility of perfume, luxury fragrance companies frequently employ symbolism, cultural allusions, and artistic inspiration. Fragrances may convey emotions, lifestyles, and personal values by means of well-planned packaging, typeface, color palettes, marketing efforts, and visual narratives. These visual components greatly affect how consumers perceive things and have a major impact on their purchase decisions. As a consequence, graphic design has emerged as a potent communication instrument in the fragrance sector, enabling brands to define unique market niches and deepen customer relationships.

Rich creative legacy of Pakistan is formed by generations of painters, illustrators, calligraphers, and visual artists whose work mirrors the nation's cultural diversity and creative customs. Renowned painters like Sadequain, Jamil Naqsh, and Hajra Mansoor have made major contributions to the evolution of modern Pakistani art by using their unique approaches, symbolic imagery, and artistic ideas. Even though they are culturally significant, the visual language of these painters is seldom examined in current commercial and product branding design uses. This offers a chance to include artistic legacy into modern branding methods while using creative design ideas to advance cultural appreciation.

This research examines the creation of AGORRA, a premium perfume company influenced by the artistic identities of well-known Pakistani artists. The initiative investigates how cohesive perfume branding may be produced from visual components taken from fine art. The project seeks to produce smells that honor cultural legacy while engaging modern consumers by integrating creative symbolism with current branding concepts. The idea aims

to show how brand, packaging, and advertising design could turn art into a sensory and visual experience.

The initiative integrates symbolic imagery connected with chosen artists and interprets these components by means of modern design approaches. Three scents were created, each inspired by a different Pakistani artist and depicted via unique pictorial motifs, drawings, color schemes, and packaging ideas. Visual identity incorporated symbolic components including the raven, pigeon, peacock, and moon motifs to mirror the artistic traits and emotional narratives related with every smell. In addition to serving as ornamental elements, these symbols operate as communication channels enhancing the link between the aroma and its artistic inspiration.

The study also investigates how typography, colour psychology, illustration, packing design, and marketing tools help to develop a luxury fragrance identity. Special consideration is given to the ways in which visual consistency promotes brand identification and cultural narrative could improve customer involvement. The project aims to create a sophisticated brand image that meets modern luxury branding standards by using carefully chosen typefaces, elegant compositions, and high-quality design, all while preserving a strong link to Pakistan's artistic legacy.

The practical part of this study involves creating a whole branding system that includes a logo design, package design, advertising posters, banners, standees, brochures, and auxiliary brand applications. Designed to operate together as a coherent visual identity, these materials guarantee consistency across several communication channels. The initiative uses a practicebased design approach to integrate theoretical study with creative exploration, therefore producing branding ideas that are strategically informed and aesthetically appealing.

This study's importance stems from its contribution to both professional branding and academic design research. It shows how modern visual communication can benefit from incorporating cultural narratives and offers insight into how artistic inspiration can be used in product branding. The initiative advances debates on luxury branding, packing design, and the relevance of cultural identity in creative sectors.

To sum up, the creation of AGORRA gives a chance to honor Pakistani creative legacy by means of a modern fragrance branding approach. The study aims to produce a distinctive luxury scent collection that effectively integrates art, culture, and branding using research, analysis, and creative design exploration. The project shows how smart visual communication may turn artistic vision into a coherent and memorable brand experience.

Moreover, this research emphasizes the need of graphic design as a means of brand communication and cultural representation. Good design goes beyond looks by expressing concepts, feelings, and stories that shape audience perception. The initiative shows how design may act as a link between culture and business while producing meaningful customer experiences by combining artistic legacy into modern branding.

1.2 Statement of the Problem

The fragrance business is fiercely competitive; hence, brands must create unique visual identities to draw customers and keep market awareness. Many perfumes depend on traditional marketing techniques stressing mostly aesthetics without including meaningful cultural stories or artistic value. Many businesses find it difficult to stand out in more and more congested marketplaces.

Pakistan has a rich artistic legacy seen in well-known artists whose visual works have greatly impacted modern art and culture. But the incorporation of Pakistani artistic inspiration into contemporary scent branding is still limited. The lack of culturally inspired perfume brands generates a divide between artistic legacy and modern product design, hence lowering the possibilities for cultural representation inside commercial branding.

This study tackles the issue by looking at how the creative sensibilities of Pakistani artists may be converted into a coherent luxury fragrance brand by means of visual identity, packaging design, and promotional activities. The project aims to show how graphic design can connect modern branding with cultural legacy to produce a distinctive and significant customer experience.

1.3 Aim of the Study

The aim of this study is to develop a luxury fragrance brand inspired by Pakistani artists through the application of visual identity design, packaging design, illustration, and promotional campaigns, creating a cohesive branding system that celebrates artistic heritage while appealing to contemporary consumers.

1.4 Objectives of the Study

The study aims to achieve the following objectives:

- To investigate the role of branding and visual communication in the fragrance industry

- To investigate the use of vector graphic design as an effective tool for branding and rebranding.
- To develop a unique luxury fragrance brand inspired by Pakistani artistic identities.
To create a complete visual identity system including logo, typography, color palette, and brand guidelines.
- To design packaging solutions that communicate the concept and personality of each fragrance.
- To develop promotional materials such as posters, banners, brochures, and standees for brand communication.
- To demonstrate how graphic design can be used to transform artistic inspiration into a marketable luxury product experience.

1.5 Research Question

This study seeks to explore how Pakistani artistic heritage can be incorporated into contemporary fragrance branding through graphic design. It examines the role of symbolism, illustration, color, and typography in developing a distinctive luxury fragrance identity and investigates how packaging design can effectively communicate artistic narratives within a fragrance brand. Furthermore, the study analyzes visual communication strategies that contribute to successful fragrance promotion and brand recognition while exploring how graphic design can create meaningful connections between culture, art, and consumer products.

1.6 Scope of the Study

This study focuses on the development of a luxury fragrance branding system inspired by selected Pakistani artists. The scope includes research into branding, visual communication, packaging design, typography, color psychology, illustration, and promotional design within the context of the fragrance industry.

The practical component of the project involves the creation of AGORRA, a fragrance collection consisting of three artist-inspired perfumes. The study includes the development of logo design, brand identity, packaging design, posters, brochures, standees, banners, and supporting promotional materials. The project emphasizes visual communication and branding applications rather than fragrance formulation, manufacturing processes, or commercial distribution strategies.

The research is limited to the design and communication aspects of fragrance branding and does not include large-scale consumer testing, market analytics, or financial feasibility studies. However, the project demonstrates how cultural heritage and artistic inspiration can be integrated into contemporary branding practices through graphic design.

CHAPTER 2

RESEARCH METHODOLOGY

2.1 Methodological Approach

To investigate the growth of a premium perfume brand influenced by Pakistani artists, this study makes use of a qualitative, practice-based research methodology. The study unites theoretical inquiry with creative design practice to discover how a unique aroma identity may be developed by means of visual communication, branding, packaging design, and promotional materials

The project's goal of addressing a creative branding problem with visual design solutions led to the selection of a design-based approach. Before implementing this information into the creation of a whole branding system, the study entails looking at branding ideas, fragrance marketing, package design, typography, color psychology, creative symbolism, and visual communication. Research and practical design experimentation help one to better grasp how artistic inspiration may be converted into a contemporary luxury smell experience.

2.2 Research Design and Data Collection Methods

The study was carried out in two primary stages: theoretical investigation and practical design development.

The theoretical phase included gathering and analyzing data from books, journal articles, design publications, branding case studies, online resources, and academic research pertinent to luxury branding, fragrance packaging, visual communication, typography, color psychology, and artist-inspired design. Additionally evaluated were luxury fragrance companies and packaging systems to spot typical graphic features and effective branding techniques.

The practical phase concentrated on using the research results by means of the design process. Development of ideas, visual paths, and branding solutions for AGORRA made use of information acquired during the literature review. Ideas were produced and several design options were assessed during the project using observations, visual analysis, brainstorming, sketch development, and survey results.

The basis for developing a coherent and successful perfume branding approach was found in this mix of secondary research, audience input, and studio-based experimentation.

2.3 Materials and Studio Tools

To help in the creation of the AGORRA smell brand, several digital tools and design resources were used during the project.

Adobe Illustrator was the main program used for design development, letting users produce vector-based drawings, logo designs, packaging images, and branding components. Image editing, mock-up building, poster design, and presentation materials were all done in Adobe Photoshop. Adobe InDesign was used for brochure layouts, portfolio development, and presentation design.

Also used throughout the design process were visual inspiration boards, artist research materials, branding guidelines, colour palette studies, and typography references.

The project generated logo sketches, bird drawings, moon motifs, packaging designs, posters, flyers, banners, standees, and promotional mock-ups among other materials. These resources made it possible to evaluate the branding system using a variety of digital and print applications.

The employment of professional design tools guaranteed fluidity, consistency, and precision across the whole brand development process.

2.4 Studio Practice and Artwork Development Process

The studio process started with in-depth study on fragrance branding, luxury packaging design, Pakistani artists, consumer tastes, and branding goals. This phase clarified the project's aims and intended market positioning.

After the research stage, brainstorming and conceptualization activities were carried out to create first design ideas. Many drawings and visual ideas were investigated to find symbols, shapes, and graphic components that might successfully reflect the artistic identities of Sade Quain, Jamil Naqsh, and Hajra Mansoor.

Themes including luxury, symbolism, elegance, inventiveness, artistic legacy, and cultural storytelling were especially emphasized. These concepts developed into the basis of the visual identity system.

Once the best ideas were chosen, the designs were digitally created with vector graphics tools. An iterative design process included testing and honing several logo ideas, font choices, color schemes, graphics, packaging layouts, and promotional items. To increase visual clarity, utility, and brand consistency, feedback and assessment were regularly included.

Development of supporting branding materials occurred once the final visual identity was decided upon. Among these were product mockups, standees, brochures, banners, advertising posters, and perfume packaging. The finished branding system was then assessed to guarantee uniformity throughout all applications and communication channels.

From research and conceptualization to the development of a unified luxury fragrance brand motivated by Pakistani artistic legacy, this process let the project advance.

2.5 Justification of Methodological Choices

Since fragrance branding is both a creative and research-driven process, the selected approach was regarded as most suitable for this investigation. A theoretical approach alone would not produce

useful design results, whereas a design-focused approach would want the research basis required for strategic branding decisions.

The qualitative and practice-based approach let theoretical knowledge to be directly incorporated into the design process. The study was able to find answers that were both aesthetically powerful and intellectually significant by combining literature review, artist research, visual analysis, audience polls, concept development, and studio experimentation.

Moreover, vector graphic design was chosen as the main design approach for its adaptability, scalability, and professional use across several media formats. Vector graphics were the perfect answer for keeping visual quality and brand consistency since smell branding has to work well in both digital and print settings.

The chosen approach thus guaranteed that the last branding system was grounded on practical design exploration as well as academic investigation.

Chapter Summary

This chapter outlined the research methodology used in the development of AGORRA, a luxury fragrance brand inspired by Pakistani artists. The study employed a qualitative, practice-based approach that combined theoretical research with studio design practice. Data was collected through literature review, artist research, visual analysis, branding research, audience surveys, and case study investigation, while the practical component focused on concept development, illustration, packaging design, branding, and promotional materials.

The chapter also discussed the tools, materials, and creative processes used throughout the project, as well as the rationale behind the chosen methodology. By integrating research and design practice, the study established a structured framework for developing a luxury

fragrance identity that effectively celebrates Pakistani artistic heritage through contemporary branding.

CHAPTER 3

DESIGN PROCESS

3.1 Research Board



3.1.(I) Research Board Explanation

The research board was developed to explore visual references related to luxury fragrance branding, packaging design, advertising campaigns, product photography, typography, and visual communication. Various perfume brands and promotional materials were analyzed to understand how premium products establish a strong visual identity and communicate exclusivity to consumers.

The collected references provided valuable insight into packaging structures, product presentation techniques, advertising layouts, and brand storytelling approaches. These references served as the foundation for developing the visual identity of AGORRA and helped establish the overall design direction for the project.

The selected references focus on luxury aesthetics, premium packaging, elegant compositions, atmospheric photography, and sophisticated advertising strategies. Through this research, important design principles such as hierarchy, balance, contrast, and visual consistency were identified and later applied throughout the branding system.

The research also highlighted the importance of storytelling in fragrance branding, where visual elements contribute to the creation of emotional connections between the product and its audience.

Color Scheme

The color scheme was developed to reflect the emotional qualities and symbolic meanings associated with the fragrance collection. Different tones were explored to represent concepts such as creativity, elegance, harmony, mystery, luxury, and artistic expression.

The selected palette contributes to the overall visual identity by creating distinction between individual fragrances while maintaining consistency across the collection. The colors were carefully chosen to support the artistic inspiration behind each fragrance and reinforce the premium character of the brand.

Visual Style and Promotional Direction

The visual style combines luxury fragrance aesthetics with artistic symbolism. Decorative motifs, symbolic imagery, atmospheric compositions, and refined visual details were explored to create a distinctive identity for the brand.

The design approach focuses on creating an elegant and immersive experience that communicates both artistic inspiration and luxury. Through the use of symbolic elements and carefully constructed compositions, the visual style strengthens the storytelling aspect of the fragrance collection.

Typography

Typography research focused on identifying type styles commonly used in premium branding and luxury product packaging. Various typographic approaches were explored to achieve a balance between elegance, readability, and visual impact.

The selected typographic direction supports the sophisticated nature of the brand while ensuring clarity across all design applications. Typography plays a significant role in establishing hierarchy and contributing to the overall visual consistency of the project.

Packaging Inspiration

Packaging references were collected to study structure, composition, branding techniques, and premium product presentation. Particular attention was given to the use of illustration, decorative elements, and symbolic imagery within fragrance packaging.

The research helped determine how visual storytelling can be incorporated into packaging design while maintaining functionality and aesthetic appeal. These insights directly influenced the development of the AGORRA fragrance collection.

Advertisement Inspiration

Promotional campaigns, posters, billboards, and product advertisements were examined to understand contemporary fragrance marketing strategies. The references demonstrated how imagery, composition, and branding elements can work together to create memorable and impactful promotional materials.

This research guided the development of posters, banners, brochures, and standees, ensuring consistency throughout the communication campaign.

Final Design Direction

Based on the findings gathered from the research board, a visual direction was established that combines luxury fragrance branding with the artistic legacy of Pakistani masters. The final direction emphasizes symbolism, storytelling, elegance, and cultural appreciation while maintaining a contemporary and commercially viable brand identity.

The resulting design system successfully transforms artistic inspiration into a cohesive fragrance experience that communicates both luxury and cultural significance.

3.2 Mood Board



3.2 (I) Mood Board

The final mood board was developed to establish the visual identity and creative direction for the branding and packaging design of AGORA Perfume. Following the completion of the research phase, a collection of visual references, artistic inspirations, typography studies, color explorations, perfume packaging examples, and cultural imagery was assembled to guide the overall design process. The mood board served as a bridge between research and design development, helping to transform conceptual ideas into a cohesive visual language.

The mood board is centered on themes of luxury, artistry, elegance, symbolism, heritage, and self-expression. These themes reflect the core values of AGORA and its unique positioning as a fragrance brand inspired by Pakistani art and visual culture. Visual references such as paintings, symbolic birds, expressive portraits, textured artworks, luxury perfume packaging, and signature-based branding were selected to communicate sophistication and artistic

identity. The imagery highlights the relationship between fine art and fragrance, presenting perfume as an emotional and sensory experience rather than simply a commercial product.

A rich and sophisticated color palette was chosen to strengthen the brand identity. Shades of black and deep blue symbolize mystery, depth, exclusivity, and luxury, while crimson red and burgundy represent passion, emotion, confidence, and artistic expression. White tones introduce purity and balance, while golden accents convey elegance, prestige, and premium quality. Together, these colors create a distinctive visual system that supports both packaging design and promotional communication.

The typography selected for the project focuses on elegance, readability, and visual impact. A combination of sophisticated serif typefaces, modern sans-serif fonts, and handwritten signature-style lettering was explored to reflect both luxury and individuality. The typography contributes to a recognizable brand presence while reinforcing the artistic character of the fragrance collection.

The mood board further incorporates design elements such as perfume bottles, luxury packaging, birds, artistic textures, handwritten signatures, abstract brush strokes, and fine art compositions. Birds including doves, crows, and peacocks were selected because they symbolize freedom, beauty, spirituality, creativity, and individuality. These elements visually communicate the emotional and artistic narratives that form the foundation of the AGORA brand.

The overall visual style combines contemporary luxury aesthetics with artistic storytelling. Dramatic photography, textured surfaces, expressive imagery, elegant compositions, and premium packaging references were selected to create a refined and memorable appearance. This approach ensures that the final branding materials effectively communicate the brand's artistic inspiration while maintaining consistency across packaging, promotional campaigns, social media platforms, and digital communications.

The primary keywords identified through the mood board include Luxury, Artistry, Elegance, Heritage, Symbolism, Passion, Creativity, Sophistication, Expression, Mystery, Culture, and Exclusivity. These concepts guided the creative decision-making process throughout the project and played a significant role in shaping the final brand identity system.

Overall, the mood board successfully established the creative foundation for the development of a distinctive and cohesive visual identity for AGORA Perfume. It provided visual clarity, design direction, and strategic inspiration that informed the logo development, packaging applications, promotional materials, and overall branding process.

3.3 Introduction

This chapter presents the findings gathered through visual research, artistic analysis, concept exploration, sketch development, and digital design practices conducted for the branding and packaging design of AGORA Perfume. The findings were analyzed to identify key visual communication strategies, artistic influences, branding elements, and design approaches used in the development of a distinctive perfume identity system. The results are presented according to the major themes that emerged during the creative process. Each theme highlights observations, conceptual interpretations, and design explorations related to logo development, packaging design, visual identity, color psychology, typography, and promotional branding inspired by Pakistani art and culture.

3.4 Conceptual and Design Development of Corporate Identity

A variety of logo concepts, packaging ideas, branding elements, and promotional designs were developed throughout the research process. These designs were based on the core values of AGORA Perfume, including elegance, artistry, luxury, creativity, heritage, and self-expression. The design development process involved brainstorming, sketching, artistic exploration, digital illustration, color experimentation, typography selection, and packaging applications.

The conceptual direction was influenced by the artistic practices of renowned Pakistani painters including Sadequain, Jamil Naqsh, Hajra Mansoor, and Shakir Ali. Their use of symbolism, expressive forms, figurative imagery, and emotional narratives provided inspiration for the development of a visual identity that combines contemporary perfume branding with cultural and artistic references. Various concepts explored the use of birds, portraits, abstract textures, painterly compositions, and symbolic motifs as visual representations of fragrance and emotion.

The findings revealed that successful perfume branding requires a balance between visual sophistication and emotional storytelling. Through design evaluation and refinement, it was observed that artistic symbolism, luxurious presentation, and cohesive visual elements enhanced the effectiveness of brand communication. The study also demonstrated how

graphic design can transform artistic inspiration into a recognizable and commercially viable brand identity.

3.5 (I) Theme One: Development of a Distinct Corporate Identity

Most design explorations emphasized the importance of creating a unique and memorable identity that differentiates AGORA Perfume from conventional fragrance brands. The logo, typography, color palette, packaging structure, and supporting visual elements were developed to communicate luxury, creativity, and artistic excellence.

It was observed that the integration of cultural symbolism and contemporary design created a stronger emotional connection with the audience. The findings indicate that a distinctive visual identity serves as the foundation of successful perfume branding by creating recognition, enhancing perceived value, and establishing a memorable brand personality.

The development process also highlighted the importance of originality and conceptual depth in luxury branding. Designs that incorporated artistic narratives and symbolic references were found to communicate a stronger sense of authenticity and exclusivity.

3.5 (II) Theme Two: Effectiveness of Vector Graphic Design

The research findings highlighted the significant role of Pakistani art as a source of inspiration for the branding process. Visual references drawn from the works of Sadequain, Jamil Naqsh, Hajra Mansoor, and Shakir Ali contributed to the development of a unique visual language rooted in cultural expression and artistic heritage.

It was observed that symbolic imagery such as birds, portraits, textures, and abstract forms effectively communicated themes of beauty, freedom, spirituality, creativity, and emotion. These artistic influences transformed the branding process from a purely commercial exercise into a cultural and aesthetic exploration.

The findings suggest that incorporating artistic and cultural references can enrich brand identity by providing depth, meaning, and uniqueness. The integration of visual art into perfume branding created a distinctive narrative that strengthened the overall concept of AGORA.

3.5 (III) Theme Three: Visual Communication and Brand Perception

The study revealed that visual communication plays a significant role in shaping consumer perception and emotional engagement. Design elements such as imagery, composition,

typography, color relationships, and packaging aesthetics contributed to creating an immersive brand experience.

It was observed that artistic visuals and symbolic storytelling generated stronger emotional responses than purely functional design approaches. The use of expressive imagery encouraged viewers to associate the fragrances with feelings, memories, and personal experiences rather than simply evaluating them as products.

These findings demonstrate that effective perfume branding relies heavily on emotional communication. By creating visual narratives that resonate with audiences, brands can strengthen their identity and establish deeper connections with consumers.

3.5 (IV) Theme Four: Importance of Color and Typography

Color and typography played a crucial role in defining the personality and visual appeal of AGORA Perfume. The selected color palette was designed to communicate luxury, sophistication, passion, mystery, and artistic expression. Dark tones such as black and deep blue established a premium and elegant atmosphere, while crimson red and burgundy introduced warmth, emotion, and confidence.

Typography was carefully selected to complement the artistic nature of the brand. Elegant serif typefaces, modern sans-serif fonts, and handwritten signature-inspired lettering created a balance between luxury and individuality. It was observed that consistent use of typography enhanced readability while reinforcing the premium identity of the brand.

The findings suggest that color and typography function as powerful branding tools capable of influencing consumer perception, emotional response, and brand recognition. Their strategic application contributed significantly to the visual consistency and sophistication of the final identity system.

3.5 (V) Theme Five: Rebranding and Promotional Impact

The study found that packaging design serves as one of the most important communication tools within the perfume industry. The packaging concepts developed for AGORA Perfume combined artistic inspiration with luxury branding principles to create visually engaging and memorable product presentations.

It was observed that premium materials, elegant compositions, symbolic imagery, and cohesive branding elements enhanced the perceived value of the fragrance products.

Packaging designs inspired by artistic textures and cultural symbolism created a unique visual identity capable of attracting consumer attention in a competitive marketplace.

The findings indicate that strategic packaging and promotional design significantly improve brand visibility and market positioning. Through the integration of branding, storytelling, and artistic expression, AGORA Perfume was able to establish a cohesive visual presence across product packaging, advertisements, social media platforms, and promotional campaigns.

3.6 Summary of Findings

The findings revealed five major themes, including the development of a distinct brand identity, artistic inspiration and cultural expression, visual communication and emotional connection, the importance of color and typography, and the impact of packaging design and promotion. The results indicate that a well-developed visual identity can effectively communicate the values, artistic inspiration, and luxury positioning of AGORA Perfume while strengthening its presence within the fragrance industry.

The study demonstrates that branding, packaging design, and artistic storytelling work together to create a cohesive, recognizable, and emotionally engaging identity system. Through research, concept development, artistic exploration, and practical design application, the project successfully established a distinctive perfume brand inspired by Pakistani visual culture and contemporary luxury aesthetics.

Overall, the findings confirm that strategic visual communication and culturally informed design can contribute to the development of a memorable and meaningful fragrance brand. The completed identity system provides a strong foundation for the branding, packaging, and promotion of AGORA Perfume while celebrating the richness of Pakistani artistic heritage.

CHAPTER 4

CATALOGING

4.1 Introduction

The last visual results created for the project titled "**Scenting Symbolism: A Graphic Design Tribute by AGORRA Perfumes to the Artistic Legacy of Pakistani Masters**" are shown in this chapter. The chapter details the whole branding system created for AGORRA, including package designs, bottle labels, advertising posters, standees, brochures, banners, font palettes, and color schemes.

These design results seek to convert Pakistan's creative legacy into a modern luxury scent experience. The project creates a distinctive brand identity that honors Pakistani art while also appealing to modern consumers by use of symbolism, illustration, typography, color psychology, and visual storytelling. Every design application was created as part of a coherent visual communication system.

The use of repeated symbolic components including ravens, pigeons, peacocks, moon motifs, ornate patterns, and chosen color schemes guarantees continuity across the whole brand.

4.2 Packaging Design

Packaging is one of the most important elements in fragrance branding because it serves as the first point of interaction between the product and the consumer. In luxury fragrance design, packaging communicates quality, exclusivity, personality, and emotional value before the fragrance itself is experienced. It plays a vital role in shaping consumer perceptions, creating brand recognition, and establishing an emotional connection with the audience.

For AGORRA, the packaging system was developed to visually represent the artistic identities of three renowned Pakistani masters: Sadequain, Jamil Naqsh, and Hajra Mansoor. Rather than directly reproducing their artwork, the designs reinterpret their visual language through contemporary branding principles. This approach allows the collection to honor the artists' legacies while creating a distinctive and marketable luxury fragrance brand.

The packaging structure maintains consistency across the collection while allowing each fragrance to possess a distinct personality. Decorative motifs, symbolic illustrations, moon imagery, elegant typography, and artist-inspired color palettes were carefully integrated to create a unified yet diverse collection. Premium design elements, balanced compositions, and

carefully selected visual symbols contribute to the sophisticated appearance of the packaging while reinforcing the storytelling aspect of the brand.

The Sinner

Inspired by Sadequain

Tagline:

"Not All Sins Seek Forgiveness."

The Sinner draws inspiration from the symbolic imagery and expressive philosophy found in Sadequain's work. The raven was selected as the central visual element because it frequently appears within his artistic language and symbolizes intellect, rebellion, mystery, and introspection. The symbol reflects the fragrance's bold character and its appeal to individuals who embrace uniqueness and self-expression.

The packaging utilizes deep red and black tones to create a dramatic atmosphere that reflects the emotional intensity of the fragrance. These colors symbolize passion, power, and depth while enhancing the premium appearance of the product. The moon motif further strengthens the feeling of mystery and contemplation, creating a visual narrative that aligns with the fragrance concept. Decorative floral patterns soften the composition and introduce a sense of balance, ensuring that the overall design remains elegant and visually refined.

The final packaging design successfully communicates strength, individuality, and artistic depth, transforming Sadequain's symbolic themes into a contemporary luxury fragrance identity.

The Naqsh

Inspired by Jamil Naqsh

Tagline:

"Harmony in Every Breath."

The Naqsh is inspired by Jamil Naqsh's iconic pigeon imagery and poetic visual narratives. Throughout his artistic career, pigeons became a recurring symbol representing peace, companionship, emotional balance, and human connection. These themes served as the foundation for the fragrance's visual identity.

The packaging incorporates a carefully illustrated pigeon positioned against a calm blue color palette. The blue tones evoke feelings of tranquility, trust, and serenity, while the balanced composition reflects the simplicity and elegance often associated with Naqsh's artwork. Soft

gradients and minimal decorative details contribute to a clean and sophisticated aesthetic. The moon motif further enhances the sense of calmness and emotional harmony while creating visual continuity throughout the AGORRA collection.

The resulting design creates a refined unisex fragrance identity that celebrates peace, harmony, and emotional connection while paying tribute to one of Pakistan's most respected artists.

Hajra

Inspired by Hajra Mansoor

Tagline:

"Elegance in Bloom."

The Hajra fragrance is inspired by the expressive visual language and artistic sensitivity of Hajra Mansoor. The peacock was selected as the primary symbol due to its association with beauty, confidence, elegance, and artistic expression. As a visually striking symbol, the peacock effectively represents the fragrance's luxurious and feminine character.

The packaging features sophisticated pink and gold tones that reinforce themes of femininity, luxury, and refinement. Gold accents enhance the premium quality of the design, while soft pink shades create warmth and elegance. Decorative motifs inspired by traditional ornamentation add richness and visual depth to the composition while maintaining balance and harmony.

The peacock illustration serves as the focal point of the design, drawing attention to the packaging and strengthening the fragrance's visual identity. Through the thoughtful combination of color, symbolism, typography, and decorative elements, the packaging successfully captures the essence of Hajra Mansoor's artistic spirit and translates it into a contemporary luxury fragrance experience.

Overall, the packaging collection demonstrates how cultural symbolism and artistic heritage can be effectively integrated into modern branding. Each fragrance maintains its own distinct personality while contributing to a cohesive brand identity that celebrates Pakistani art through contemporary design.







4.3 Color Palette

Color played a significant role in communicating the personality of each fragrance while maintaining unity throughout the AGORRA collection.

Red was used to represent passion, intensity, creativity, and artistic expression. Blue communicates calmness, harmony, and emotional balance. Pink symbolizes beauty, femininity, elegance, and sophistication. Gold reinforces luxury, prestige, and exclusivity, while black represents mystery, depth, and timeless refinement.

The color palettes were carefully selected to reflect the symbolic themes associated with each artist while supporting the premium positioning of the fragrance collection. Through consistent application across packaging, posters, brochures, and promotional materials, the colors help establish a strong and recognizable visual identity.

4.4 Typography System

Typography forms the foundation of visual communication within the AGORRA brand. A two-font system was developed to establish hierarchy, improve readability, and reinforce the luxury identity of the fragrance collection.

Primary Font – La Luxes Serif

La Luxes Serif was selected as the primary typeface due to its elegant structure, high contrast, and sophisticated appearance. The font is used for titles, headings, and key branding elements throughout the project.

Its dramatic serif characteristics communicate luxury, confidence, and artistic refinement. The font's distinctive personality helps establish strong visual recognition while supporting the premium positioning of the brand.

Secondary Font – Lora

Lora was selected as the secondary typeface because of its readability and balanced character. It is used for descriptive content, product information, and supporting text.

The softer visual qualities of Lora create a harmonious contrast with La Luxes Serif. This combination allows information to remain accessible while preserving the overall elegance of the design system.

Together, both typefaces create a consistent and professional typography hierarchy across all branding applications.

4.5 Brochure Design

The brochure was created to provide consumers with a deeper understanding of the AGORRA brand and its artistic inspiration. Unlike posters and banners, which focus primarily on promotion, the brochure allows detailed storytelling and information sharing.

The design presents the concept of AGORRA, introduces the selected artists, explains the symbolic elements used throughout the collection, and highlights the unique characteristics of each fragrance.

The brochure layout was developed using a clean hierarchy, consistent typography, and balanced spacing to ensure readability and visual appeal. Through the combination of imagery and written content, the brochure strengthens consumer engagement and enhances appreciation for the artistic foundation of the project.

ABOUT THE COLLECTION

AGORRA is a luxury fragrance brand dedicated to celebrating the legacy of Pakistani artists. Each perfume is inspired by a renowned artist, translating their visual language into a unique scent and design. Through this collection, AGORRA pays tribute to cultural heritage while presenting it in a refined and contemporary fragrance experience.

Each perfume in the collection is inspired by a renowned Pakistani artist, translating their visual style and symbolic elements into a unique fragrance identity. The scents reflect distinct moods and expressions, allowing each creation to stand as a tribute to artistic legacy while offering a refined and contemporary sensory experience.

AGORRA
FRAGRANCE

📍 Saddar Peshawar, Pakistan

☎ 03138584850

📷 agorra.store

🌐 www.agorra.store.com

AGORRA

THE ART OF SCENT



HOLLY SINNER

INSPIRED BY
SADEQUAIN

The Sinner is inspired by Sadequain's powerful use of the raven as a symbol of rebellion, intellect, and inner darkness. The dark color palette, bold contrasts, and expressive visual language reflect the intensity of his artwork.



THE NAQSH

INSPIRED BY
JAMIL NAQSHI

The Naqsh perfume is influenced by Jamil Naqsh's recurring pigeon motif, which represents peace, companionship, and emotional balance. Soft colors, harmonious composition, and minimal detailing echo the calm and poetic nature of his paintings.



HAJRA

INSPIRED BY
HAJRA MANSOOR

Hajra perfume draws inspiration from Hajra Mansoor's graceful and feminine artworks, where birds and nature symbolize beauty and emotion. The peacock motif reflects elegance, color, and self-expression, while the delicate visual treatment mirrors her artistic style.



4.6 Standee Design

The standee was designed as a large-scale promotional display intended for exhibitions, retail environments, and product launch events. Its primary purpose is to attract attention, communicate the AGORRA brand identity, and showcase the fragrance collection in a visually impactful manner.

The design incorporates the complete fragrance range, emphasizing product visibility and brand recognition. Large product visuals, luxury typography, and carefully organized information create a professional and engaging presentation.

The standee acts as a bridge between the consumer and the product by providing an immersive brand experience while reinforcing the artistic and luxury positioning of AGORRA.

AGORRA

WHERE ART BECOMES
FRAGRANCE

**LAUNCHING
SOON**

**A LIMITED EDITION LUXURY
FRAGRANCE COLLECTION**

INSPIRED BY PAKISTAN'S ICONIC
ARTISTS

SADEQUAIN
JAMIL NAQSH
HAJRA MANSOOR



ABDUL REHMAN
GRAPHIC DESIGNER

TOPIC: AGORRA FRAGRANCES

PROJECT: Luxury Fragrance Branding

Inspired by Pakistani Artists

Transforming Pakistani Artistic Heritage
into Contemporary Fragrance Design

4.7 Landscape Banner

The landscape banner was designed to support exhibitions, presentations, and launch events. Due to its large format, the banner focuses on creating immediate visual impact while communicating the core identity of the fragrance collection.

The composition features prominent product visuals, elegant typography, and symbolic elements arranged in a balanced layout. The banner highlights the relationship between art and fragrance while reinforcing the luxury positioning of the AGORRA brand.

Its simple yet effective structure allows the design to remain visually engaging from a distance while maintaining consistency with the overall branding system.



4.8 Posters

The poster campaign was developed to introduce the fragrance collection and communicate the artistic narratives behind each perfume. The posters function as both promotional materials and storytelling devices, allowing viewers to immediately connect the fragrances with their artistic inspirations.

Each poster follows a consistent visual structure featuring the fragrance bottle, symbolic illustration, moon motif, decorative elements, and supporting typography. This consistency

helps establish brand recognition while allowing each fragrance to maintain its individual identity.

The posters use strong visual hierarchy, controlled color palettes, and balanced compositions to attract attention and communicate luxury. The large symbolic illustrations create an emotional connection with viewers, while the perfume bottles serve as the focal product elements.

The poster series demonstrates how visual communication can transform artistic symbolism into contemporary advertising while maintaining cultural relevance and brand consistency.

AGORA

HOLLY SINNER

The packaging design of The Sinner is inspired by Sadequain's powerful use of the raven as a symbol of rebellion, intellect, and inner darkness. The dark color palette, bold contrasts, and expressive visual language reflect the intensity of his artwork. This design translates Sadequain's symbolic themes into a contemporary luxury perfume package, paying tribute to his artistic legacy

"Not All Sins Seek Forgiveness."



AGORA

THE NAQSH

The packaging of The Naqsh perfume is influenced by Jamil Naqsh's recurring pigeon motif, which represents peace, companionship, and emotional balance. Soft colors, harmonious composition, and minimal detailing echo the calm and poetic nature of his paintings. The design honors Naqsh's artistic style while creating a refined and culturally inspired unisex fragrance identity.

"Harmony in Every Breath."



AGORA

HAJRA

The packaging design for Hajra perfume draws inspiration from Hajra Mansoor's graceful and feminine artworks, where birds and nature symbolize beauty and emotion. The peacock motif reflects elegance, color, and self-expression, while the delicate visual treatment mirrors her artistic style. This packaging serves as a tribute to her contribution to Pakistani art through a modern luxury perfume design.

"Grace in Bloom."



4.9 Bottle Labels and Stickers

The bottle labels were designed as an extension of the packaging system and play an essential role in product presentation. Each label incorporates the fragrance name, symbolic imagery, decorative elements, and typography associated with the corresponding perfume.

Particular attention was given to hierarchy, spacing, and readability to ensure that the labels remain functional while maintaining a premium appearance. The labels complement the packaging designs and strengthen the visual identity of the fragrance collection.

By maintaining consistency between the bottle and packaging designs, the labels contribute to a cohesive and recognizable product experience.



Final Display





4.10 Chapter Summary

This chapter documented the final branding outcomes developed for AGORRA. Through packaging design, promotional materials, typography systems, color palettes, and visual storytelling, the project successfully transformed the artistic legacy of Pakistani masters into a contemporary fragrance experience.

The final design solutions demonstrate how symbolism, cultural heritage, and graphic design can work together to create a meaningful and visually compelling luxury brand. The completed branding system not only promotes the fragrance collection but also serves as a tribute to Pakistan's rich artistic tradition.

CHAPTER 5

CONCLUSION

5.1 SWOT Analysis

Strengths

The AGORRA smell line has a number of advantages that help it to be a successful visual communication and branding initiative. The project creates a distinctive identity that sets it apart from other fragrance companies by effectively fusing modern fragrance branding with Pakistani creative legacy. Strong emotional connection between the product and its audience is produced by the use of symbolic drawings, creative storytelling, ornamentation patterns, and luxury packing.

Visually consistent and flexible across several uses including packaging, posters, leaflets, banners, standees, and promotional materials is the branding approach. The initiative also uses contemporary graphic design techniques to honor the creative legacy of Pakistani masters, therefore fostering cultural appreciation.

Weaknesses

The smell range now mostly serves as a conceptual branding project and has not been launched into a commercial market setting one drawback of the initiative. Therefore, one could not completely assess market performance and consumer reaction.

Future branding applications also depend on rigorous brand standards to help to keep things consistent. For viewers unfamiliar with the chosen artists and their creative accomplishments, the symbolic character of the designs might also need clarification.

Opportunities

Future development of the project offers great chances. Based on other important Pakistani artists, cultural icons, and creative movements, more perfume lines may be created. Digital marketing efforts, social media branding, e-commerce channels, and retail packaging solutions may also help to spread the brand.

Rising interest

in

culturally motivated luxury items gives AGORRA a chance to create a distinctive market position and highlight Pakistani art and legacy via modern branding.

Threats

The luxury fragrance market is highly competitive, with numerous established international and local brands competing for consumer attention. Similar branding approaches used by competing fragrance companies may reduce product differentiation if not supported by effective marketing strategies.

Changing design trends and consumer preferences may also require periodic updates to maintain relevance. Additionally, the commercial success of artist-inspired fragrances depends on effective communication of the concept and the ability to create meaningful engagement with target audiences.

5.2 Introduction

Based on the study "Scenting Symbolism: A Graphic Design Tribute by AGORRA Perfumes to the Artistic Legacy of Pakistani Masters," this chapter presents the discussion, conclusions, and recommendations. The chapter looks at the main results of the study and considers how graphic design could be applied to convert artistic legacy into modern fragrance branding. Additionally covered is the practical importance of the project, limits run across during the research process, and suggestions for next investigations in branding, packaging design, and visual communication.

5.3 Discussion of Major Findings

The results of this study show that graphic design can successfully connect modern consumer items with cultural legacy. Research, idea creation, and visual experimentation reveal symbolism, illustration, typography, packaging design, and visual narrative to be major factors in the creation of a unique fragrance identity.

The study found that creative inspiration may be converted into significant branding experiences without exactly copying artists' works. Rather, symbolic representations, thematic interpretations, and precisely created visual narratives can convey the core of artistic legacies while still being fresh and creatively innovative.

The study also emphasized how crucial packaging design is as a means of communication. Besides shielding the goods, packaging serves as a creative medium whereby consumers see brand identity, creative ideas, and emotional experiences expressed. The last scent line shows how premium look and cultural narrative may be expertly merged by packaging.

The promotional materials created during the project also showed how important visual

communication is in increasing brand awareness and customer participation. Posters, brochures, banners, standees, and branding uses taken together produced a consistent identity system that could convey the values and character of the AGORRA brand.

5.4 Practical Implications

The outcomes of this project have practical value for both graphic design practice and the fragrance industry. The developed branding system demonstrates how artistic heritage can be incorporated into contemporary product branding while maintaining commercial appeal and visual sophistication.

The project provides a design framework that can be adapted for future fragrance brands, cultural branding initiatives, and artist-inspired product collections. The findings also demonstrate how symbolism and storytelling can be used strategically to create stronger emotional connections between brands and consumers.

Furthermore, the project serves as a useful reference for designers interested in integrating cultural heritage into modern branding systems. The design methodology employed throughout the study can be applied to various creative industries including packaging design, product branding, advertising, and visual communication.

5.5 Limitations of the Study

Although the project successfully achieved its objectives, certain limitations were encountered during the research process. The study focused primarily on the visual development of the fragrance brand and did not include large-scale consumer testing or commercial market analysis.

The effectiveness of the branding system was therefore evaluated mainly through design principles, visual communication strategies, and professional design practice rather than extensive audience feedback. Financial planning, fragrance production, manufacturing processes, and retail distribution strategies were beyond the scope of the study.

Time limitations also restricted the development of additional promotional applications and advanced digital marketing components that could further strengthen the brand identity.

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5.6 Recommendations for Future Research

Future studies may expand upon this research by investigating consumer responses to artist-inspired fragrance branding and evaluating the effectiveness of symbolism in influencing purchasing decisions.

Researchers may also explore the integration of digital experiences, augmented reality, interactive packaging, and social media campaigns within fragrance branding systems. Comparative studies examining culturally inspired fragrance brands across different regions may provide additional insights into branding strategies and consumer behavior.

Further research could involve collaborations with fragrance manufacturers, marketing professionals, and cultural institutions to explore the commercial viability of artist-inspired luxury products. Additional fragrance collections based on other Pakistani artists and artistic traditions may also contribute to the promotion and preservation of national cultural heritage..

5.7 Conclusion

This study successfully developed a complete fragrance branding system for AGORRA through the application of graphic design, symbolism, and visual storytelling. The project demonstrated how artistic heritage can be transformed into a contemporary luxury fragrance experience while maintaining cultural authenticity and visual sophistication.

Through research, concept development, illustration, packaging design, and promotional applications, a cohesive visual identity was established that celebrates the artistic legacy of Pakistani masters. The final outcomes demonstrate the importance of branding, symbolism, and visual communication in creating meaningful consumer experiences.

The findings indicate that graphic design can function as a powerful tool for cultural appreciation, storytelling, and brand development. By integrating artistic inspiration with contemporary branding principles, the project successfully achieved its primary objective of creating a luxury fragrance collection that honors Pakistan's artistic heritage while appealing to modern audiences.

Overall, AGORRA represents a creative exploration of the relationship between art, culture, and branding, demonstrating how graphic design can preserve cultural narratives while generating innovative and commercially relevant design solutions.

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