



Logo Switch Over Puts ANAR On The Fast Track



CORPORATE LOGOS

In 1980, as a departure from their 30 years wholesale textiles business, the Choksis' of Ahmedabad diversified into the business of manufacturing dyes and Chemicals under the name Anar Chemicals. The company is managed by the Choksi brothers Ajay and Sanjay. The business is a low volume, high value one with only specialty products & no commodity ones.

Anar Chemicals currently manufactures Specialty Chemicals, Dyes, Pigment Additives & Intermediates, Metal Phthalocyanines & Derivatives, etc. Almost the whole of the production is exported to all the major continents - the Americas, Europe, Australia, Asia etc.

We met Mr. Sanjay Choksi in his Ahmedabad office to talk about the modifications Dr. Rao made to the corporate logo of his company.

Excerpts:

We were going through a changeover phase. The company was in a state of flux. Things were not going the right way; overall there was more bad news, at the end of the day, than good news. Some problem in the plant or the workers; complaints from the customer; rejections in the supply. Something or the other. And all this was putting us down a lot.

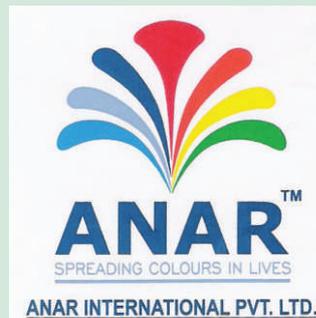


It was around this time that Shri Ramakantbhai, my father's friend introduced Dr. Ravi Rao to us. The Vaastu implementation phase carried out under Dr. Rao's guidance lasted for two years. One of the main changes was in our

OLD LOGO



NEW LOGO



corporate logo. In fact, Dr. Rao asked us to change the logo right from the start. But we too didn't change it at that time. We did it a little later.

Can you tell us something about the process of changing the logo? Was there any opposition to the change, considering the fact that you had been having the logo for several years?

In fact much thought had gone not just into designing the logo but also into the name too. Anar was ultimately chosen. Anar is actually N R standing for Navnit and Rajni the names of my father and mother.

Over the years, all of us had got emotionally attached to our (original) logo. It had been done by our very close family friend who was also the number one interior designer of Ahmedabad at that time. He is almost eighty years now.

Because of all of this, I was very hesitant putting up this radical change (in the logo) and all the more so, because this company had been formed by my dad and brother whereas I had joined it much later.

Luckily the logo was well accepted by everyone. First my father and then my brother and I approved it. We three liked it at the very first go. Then the rest, including all our staff and also our technical director also accepted the modifications. They took a night to sleep over it, but at the end of it, the answer was,"

"yes, we can go for the change."

Were there other issues switching over to a multi color logo?

The modified logo was indeed very colorful and beautiful.

In our case we got into a big fix with the colors, right from the very start. First, the printer couldn't get the blue color right and put us all to a loss on account of the printing, because Dr. Rao rejected the whole of it. We got it redone by another printer, but he too disappointed us with a so-so job. Finally we went to our regular printer and that's when all of us were satisfied.

As far as the multi-color logo goes, we use it for customer relations, vendors and other important external communication. For internal use we are having the single blue color. Earlier, we were not particular about color. It is only now, after learning from Dr. Rao that we know how sacrosanct color is. And therefore we use the sanctioned colors only. I have given standing instructions to the factory people that whenever they need to use color – for example to indicate shipping marks on export consignments etc - they are to use any one of the colors that are in the logo.

Are you satisfied with the logo?

There is no doubt about it. The modified logo is not just more appealing: it gives all of us a lot of mental boosting. ■