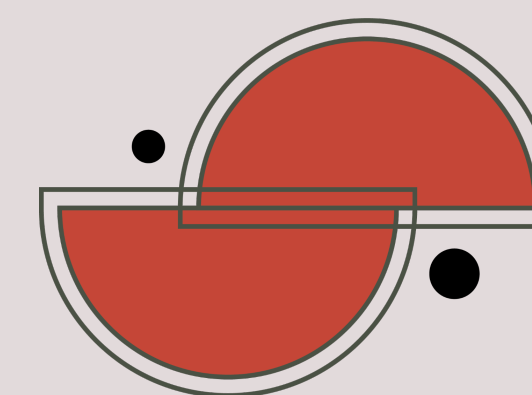


# Beyond Boundaries

Discovering creativity with



**SOGYO  
STUDIOS**

# who are we?

We follow an art-led design approach.

What does that mean?

We love using art and artistic motivations, like eliciting strong emotions, creating beauty, and pushing boundaries to communicate.

We craft **branding**, **experiences**, and **web products** with various mediums, from film to illustrations to collaborate on projects and products.



# what we do

In a world that is getting more “designed”, we are here to make it fun. To create art where you’d least expect it. We are not afraid to create work that stands out and we love risks.

Think Disneyland but without the mice.



**Let's get down to business**



**UI/UX  
design**



Beyondcc, a staffing community, approached us, requesting a cool yet bold set of illustrations. To achieve this, we opted for a high-contrast hand-drawn illustration.

What started as a simple project, led us to create an entire design system for their new business. Soon, Beyondcc reached out for a web design to match their community members. Imagining the pages as a composition, with interesting stories about the interesting members of BeyondCC community.



Working with this project meant exploring the boundaries of design in the SaaS space. As previous members of the SaaS community, we loved creating a webspace where it wasn't "just another SaaS website". It was a communicative yet invigorating website to be on.



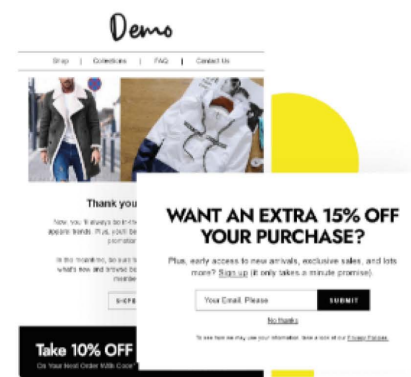
AiTrillion, an E-commerce Marketing Automation Platform for Shopify asked us to design their homepage. Their customers are regular Joes, like you and me. Think small business owners who have some great products.

Keeping this in mind, we tried something fun, to go in the opposite direction of a corporate feel. The aim here was to make small business owners comfortable in using AiTrillion for their Shopify needs.

Aimed at helping small businesses on Shopify, the homepage was redesigned to accommodate sections like features, reviews and case studies.

### Engagement By AiTrillion throughout Customer Journey on the store

- Welcome Customers
- Abandoned Cart
- Shipping and Delivery
- Product Reviews
- Retain Customers
- Offers and Promotions

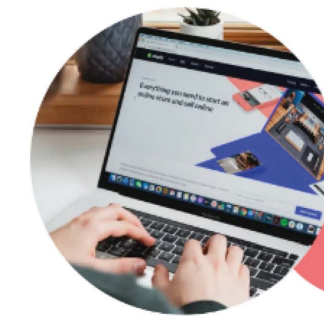


**Welcome Message**  
Send welcome messages to build a strong relationship with them. Let them know about your new arrivals or best-selling products or introduce a welcome discount code right after they subscribe.

- Solutions provided by AiTrillion**
- ✓ Newsletter signup popup with a discount
  - ✓ Welcome email notification series
  - ✓ Send welcome web push
  - ✓ Encourage loyalty signup and reward them points

### Drive Sales Growth And Increase Customer Engagement

With 11+ Tools & Actionable Analytics

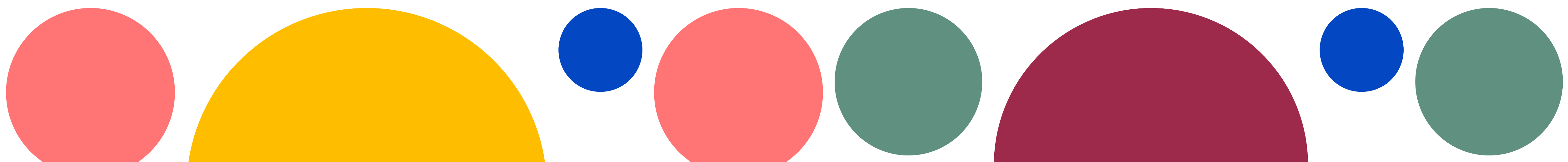


- Email Marketing  
Smarter your email marketing
- Loyalty Rewards Marketing  
Smarter your email marketing
- Product & Store Rewards  
Smarter your email marketing
- Product Recommendations  
Smarter your email marketing
- Workflow Automation  
Automate Your Marketing Efforts With Email And Web Push Notifications

### Engagement By AiTrillion throughout Customer Journey on the store

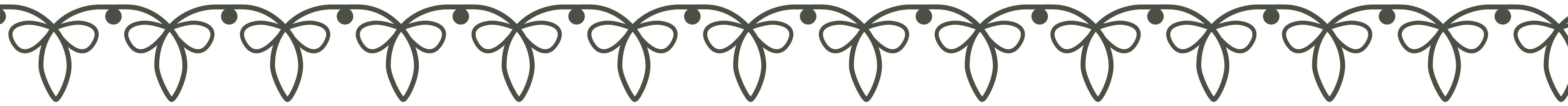
- Welcome Customers
- Abandoned Cart
- Shipping and Delivery
- Product Reviews
- Retain Customers
- Offers and Promotions

There is a human in all of us. Appealing to the human nature of anyone is something that we enjoy. Even a serious person can't help but crack a smile.



# Art & Design





The Uttar Pradesh government wanted to establish a budget-friendly family restaurant, fully staffed and led by women. This was the combined effort of UPSRLM and Kudubumshree NRO, all they needed was a logo. For this, we wanted something that was characteristically UP. After deep research into local art, culture, flora and fauna, we opted to reference Banarasi Silk and embroidery, Lucknowi Chikankaari and Meenakari jewellery.

# moodboard



One of our favorites. This sent us into a deep dive into Uttar Pradesh, Indian textile and jewelry crafts, and the history of it all. We wanted to create meaning behind a simple logo that would represent thousands of local women. Highlighting the art through a logo was also a way to instill pride in their work. Craft is not easy.



# Desk Calendar



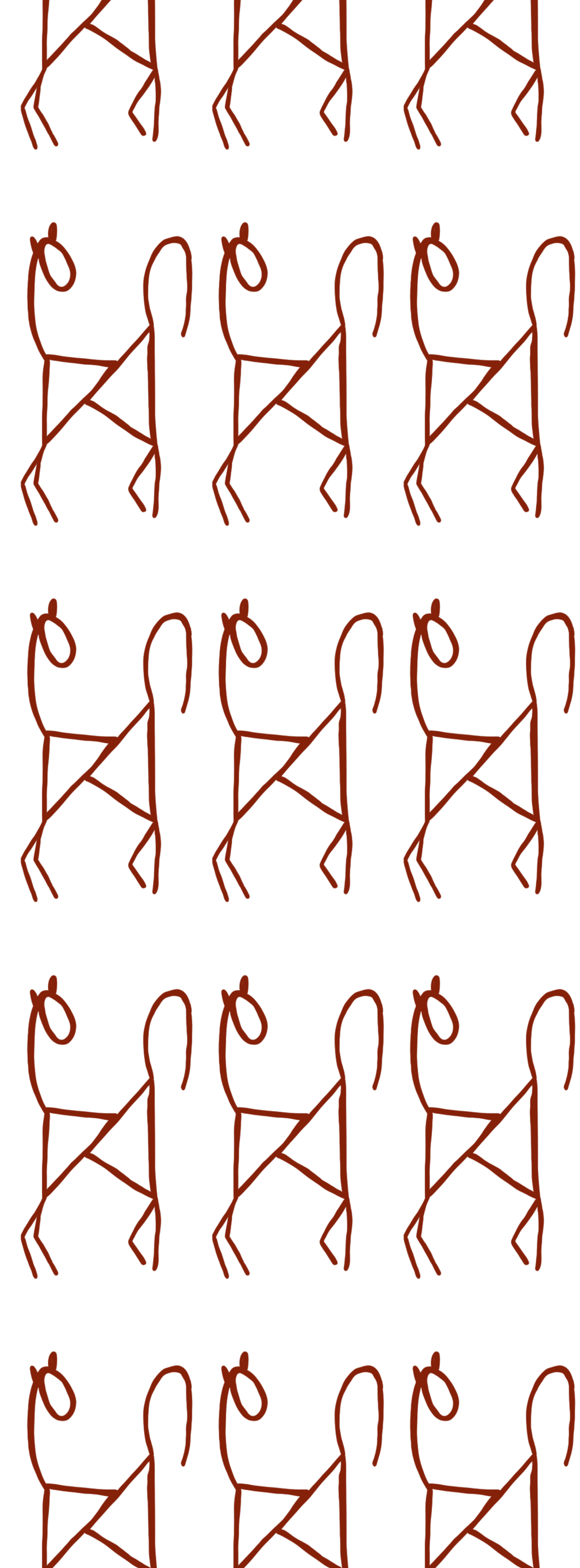
Designed a desk calendar for an NGO, Parivarthan for Parkinsons. Conceptualised look and details along with the individual pages.

+91 96772 71372 | [sanjukthasusindar@gmail.com](mailto:sanjukthasusindar@gmail.com)

This was a fun project for all parties involved. Parivarthan for Parkinson's Foundation, an NGO based out of Chennai, ideated a Warli-themed calendar. Initially, it was intended to have unique artwork on each page, but a month-themed artwork was suggested. While a member of the NGO created the artwork, we helped with the design. Ensuring the artwork was highlighted and the NGO's mission to bring awareness to Parkinson's disease was key to us.

The final product is important to us since we always believe that a final object should tell its own story. We followed through with the printers working on choosing the paper and the final look. The final result speaks for itself.

Seeing something through to execution is one of our favourite things to do. For us it's about making sure, it's an experience. In this case, even the wrong choice of paper could alter the effect. Medium is the message.





**ADMISSIONS OPEN NOW**  
at  
Chitra Visweswaran's  
Chidambaram Academy of Performing Arts

**BHARATNATYAM CLASSES**

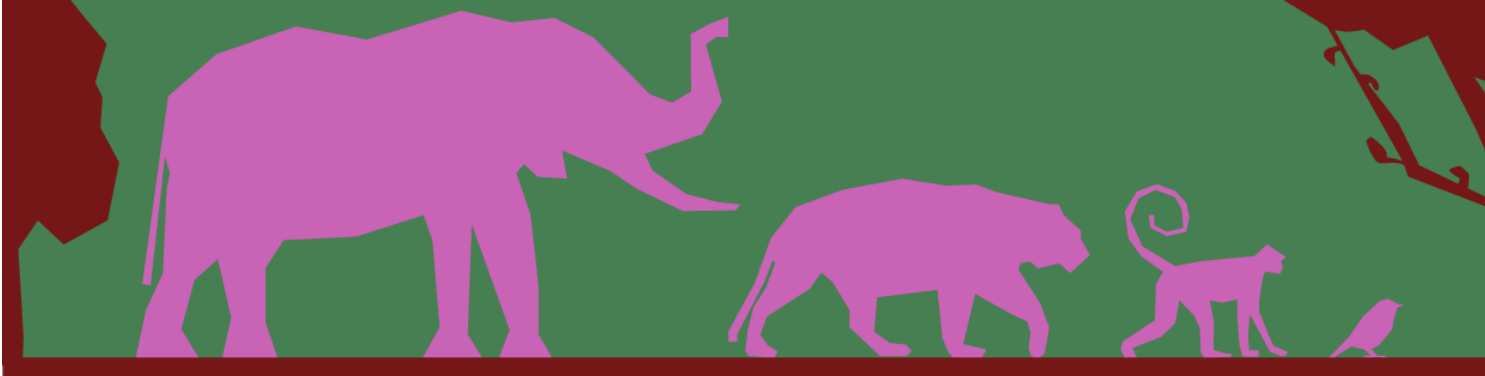
New batch with limited seats for  
**Beginner | Intermediate | Advanced Levels**

Starting at both our branches in  
**Alwarpet and Akkarai, ECR**

For further details, kindly contact **+91 7200387106**

Chidambaram Academy of Performing Arts  
conducts an Abhivridhishala


# Gati Prakriti



**Improvisation of movements - inspired by nature**  
A summer dance workshop led by  
**Anusuya Banerjee**

**April 29th to May 2nd**  
**3pm to 5pm**  
at **CAPA, No: 10, Sri Labdhi Colony, Alwarpet**

*Early bird offer available!*  
Age 6 to 17 | Contact: **+91 72003 87106**



Chidambaram Academy of Performing Arts  
conducts an Abhivridhishala


# Bharata Robi

**Influence of Natyashastra's  
Theory of dramaturgy in  
Tagore's plays.**

A summer dance workshop  
led by  
**Anusuya Banerjee**

**April 29th to May 2nd**  
**6pm to 8pm**  
at **CAPA, No: 10,  
Sri Labdhi Colony, Alwarpet**

*Early bird offer available!*  
Age 18+ | Contact: **+91 72003 87106**



The best part about working for a cultural institution is exploring the arts through a modern lens. Working with Chidambaram Academy of Performing Arts means the entirety of Indian art and culture is our inspiration. From textiles to Indian craft and art, inspiration is ever-flowing.



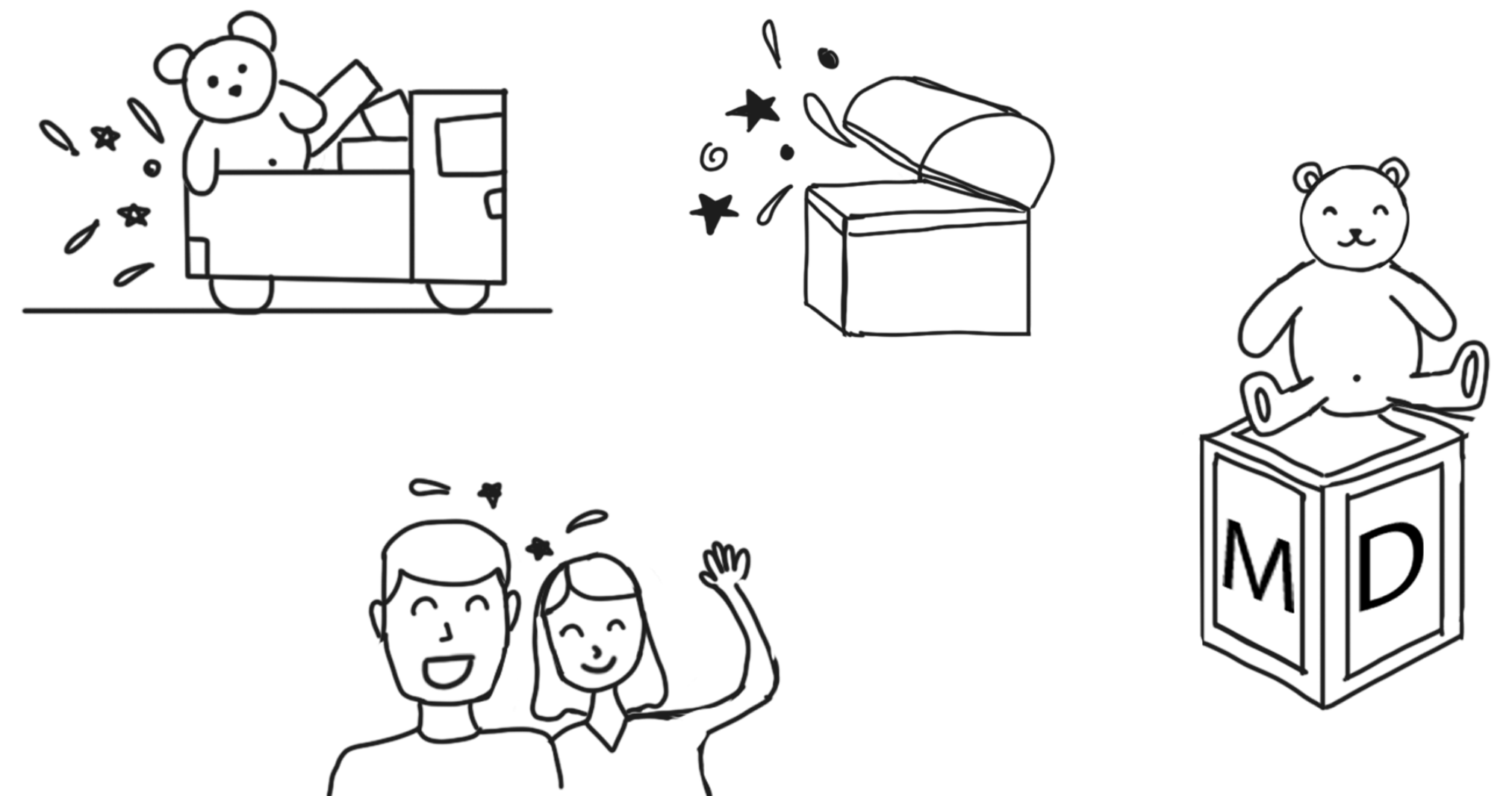
# Branding





mama dada, a new children's store in Chennai, came to us asking for a logo. This store would house clothing, baby care, and toys for children. With this in mind, a logo captured the childlike vibrance while still visually appealing when transformed into different ratios. Storefronts, shopping bags, clothing, and toy tags all host this classy yet adorable logo.

mama dada

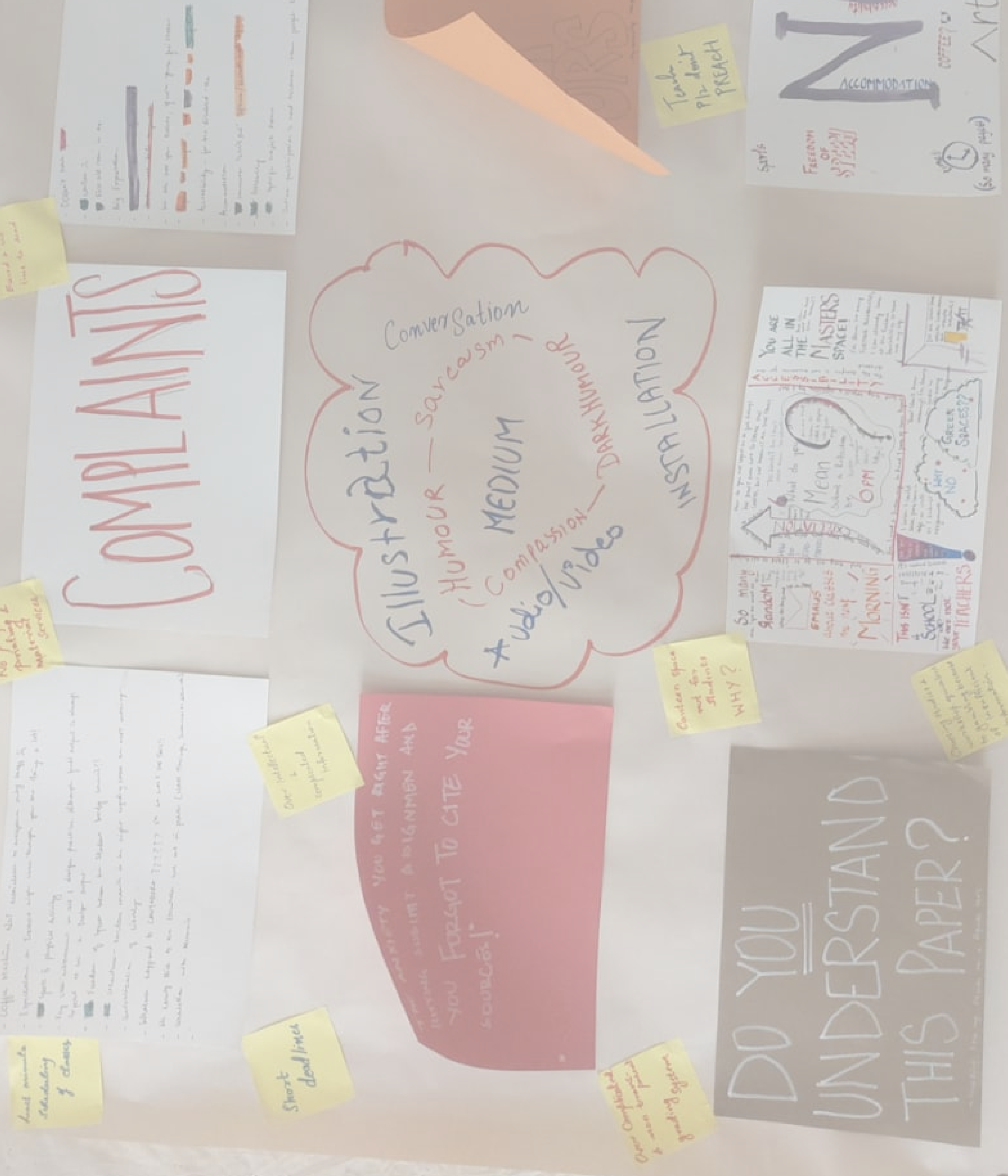


We went through quite a few versions before we decided on this as the final. Working with the client to

# do you dream of taking your project further?

Design Garage is the style of using design-centric thinking to solve a problem. It's where we deconstruct the problem down to its last pixel and ideate new ways to put it back together. What started as a workshop to use paper for prototyping, quickly evolved into experimenting with tech, often mixing and matching to see how we could reach the end destination most creatively. Now, Design Garage is an innovation center.

Sogyo, with a spirit of collaboration running in their veins, offers the space, resources, and manpower to create and innovate solutions.



# what we love to do

We love working on projects and products that delve deeper into the arts, make us absolute geeks over tech, and aspire to stand out. The people behind these projects are our kind, willing to push boundaries and experiment to generate myriad outcomes.

The team behind Sogyo is beyond equipped and knowledgeable. Our design, art, audio, photography, film, technology, and development knowledge equips us to handle branding, design, creative marketing, and experience design. Our collaboration network, SogyoX, is vast and deep-rooted in local arts and craftsmanship.



# Bye bye

Something piqued your interest? Wanna work together?  
Or would you love to pick our brains about something?

Contact Us

+91 96772 71372 | [sanjukthasusindar@gmail.com](mailto:sanjukthasusindar@gmail.com)

[www.sogyostudios.com](http://www.sogyostudios.com)



We love coffee. It runs in our veins.  
So if you ever feel chatty about design, art & the world outside....  
Hit us up!