

Logo & BrandKit Generator

AI-generated logo, colour palette, font system, and brand-guide PDF in under ten minutes — built for the 2 million Indian founders launching something this year.

Category	Set 1 · Global SaaS
Customer	First-time founders, side-project builders, small businesses needing rebrand, agencies serving SMBs
Monetisation	Free preview → ■999 Starter (logo + 5 assets) → ■2,499 Pro (full kit) → ■4,999 Agency (white-label, 5 brands/mo)
Build effort	Med
Plan version	v1.0 — 2026-05

Executive Summary

Logo & BrandKit Generator is an AI-driven brand-identity service that takes a founder from blank page to publication-ready logo, full colour palette, typography system, and downloadable brand guide in under ten minutes — at a price point one-third that of Looka, Tailor Brands, and the Western incumbents, with output specifically tuned to the Indian small-business reality (Devanagari + English bilingual logos, regional festival-friendly colour palettes, business-card and visiting-card formats matching Indian printer specs).

The product addresses the largest underserved segment in Indian small business: roughly 2 million new ventures launched each year, of whom 95% bootstrap their brand identity using a friend who knows Photoshop, a Fiverr designer in the Philippines, or — increasingly — ChatGPT and DALL-E with frustrating results. The professional alternative (a Bengaluru design studio at ■35,000-1.5 lakh for a brand identity) is out of reach. The free alternative produces output that signals 'I am a freelance designer' rather than 'I am a real company'.

Year-1 target: 12,000 paying customers across the three tiers, generating ■4.2 crore in revenue on a cost base of ■95 lakh. The wedge against Looka and Canva is India-aware output (Devanagari logo variants, festival palette presets, INR-priced one-time purchase rather than \$13/month subscription) and a brand-guide PDF that founders can actually hand to their printer, web developer, or marketing agency.

The Problem

When an Indian founder launches a venture — a kirana store wanting to graduate to a brand, a SaaS founder going live on Product Hunt, a freelance consultant launching a personal brand, a clothing label going D2C — the first non-trivial design problem they face is brand identity. They need a logo, a colour palette, a font system, a brand guide, and primary asset variants (favicon, social media profile picture, letterhead, business card, email signature). The current options are all bad.

Option 1 — a professional designer in India: ₹35,000 for a basic identity, ₹1.5 lakh for a comprehensive one, 3-6 weeks turnaround, requires multiple briefing rounds, and most founders at this stage cannot articulate a clear brief. Option 2 — Fiverr or 99designs: ₹3,000-15,000, 1-3 weeks, output quality is highly variable and the founder is at the mercy of the gig-worker's judgement. Option 3 — free DIY (Canva templates, ChatGPT + DALL-E, asking a friend): zero cost but output is amateurish and the founder spends 20+ hours iterating. Option 4 — Looka or Tailor Brands: \$20-65 one-time or \$13-50/month for full brand kit, mostly tuned to American small business contexts, no Devanagari support, no India-specific asset formats.

The result is that the typical Indian founder spends roughly two weeks of part-time effort fighting with brand identity at the moment when they should be building product, finding customers, or selling — and ends up with an output they are quietly embarrassed by. Multiplied across 2 million launches per year, this represents the single largest preventable creative-services pain point in the Indian SME ecosystem.

The Solution

The product is a guided ten-minute workflow. Step 1 — Brand interview (3 min): the founder answers 8 structured questions about their business, audience, mood adjectives, and aesthetic references. The AI parses the input into a structured brand brief. Step 2 — Logo generation (3 min): the system generates 24 logo concepts across 4 stylistic directions, each with a wordmark, an icon-mark, and a combination-mark variant. The founder selects favourites. Step 3 — Customisation (2 min): refine selected logos with colour, font, layout adjustments. The system suggests harmonious changes (this colour pairs well with that font weight, etc.). Step 4 — Kit assembly (2 min): the system generates the complete brand kit — colour palette with HEX/RGB/CMYK/Pantone values, typography system (3 fonts with hierarchy guidance), brand-guide PDF, and primary asset variants ready to download.

Three structural differences from incumbents define the wedge. First, bilingual logo system: every logo generated has a Devanagari (or other Indic script) companion variant, with carefully matched typography that respects the visual weight relationship between scripts. Second, India-specific asset formats: business cards sized for 90mm × 55mm Indian printer specs, social-media templates pre-sized for WhatsApp Business profile, letterhead matched to Indian A4 conventions. Third, festival-friendly palette presets: alongside the standard contemporary palettes, the system suggests palettes that work for Diwali, Holi, Eid, and Christmas marketing campaigns — relevant for the substantial fraction of Indian SMEs who need seasonally adapted creative.

The Pro tier adds: unlimited logo regenerations, a complete asset library (favicon, app icon, email signature, social profile pictures across 8 platforms, presentation template, letterhead, invoice template), a 24-page brand-guide PDF, and source files in editable formats (SVG, Figma, AI). The Agency tier supports up to 5 brands per month at a substantially lower per-brand cost, with white-labelled delivery for agency clients.

Market Opportunity

India's MCA registers approximately 1.7 million new companies and partnership firms each year. Beyond the registered entities, an estimated 4-6 million informal small businesses are launched annually. Of the combined ~2 million 'first identity' opportunities per year that actively need a brand identity, the addressable willing-to-pay base is approximately 600,000-900,000 — those who would spend ₹500 to ₹5,000 on a brand kit if the option were available.

At a blended ARPU of ₹1,800 per first-time customer (the average across Starter and Pro tiers, since most customers buy once), the annual market opportunity is approximately ₹100-160 crore. The repeat business adds a layer: roughly 25% of founders rebrand or extend their brand within 3 years, adding an additional revenue tail. Agencies represent a smaller but higher-LTV segment — an estimated 20,000 mid-market design and marketing agencies in India would adopt a productised brand-kit tool that they can white-label to clients.

Capturing 1.5% of the SAM in year 3 is a ₹3 crore ARR business; 4% is an ₹8 crore ARR business. Looka generates an estimated \$20-30 million in annual revenue globally, mostly from Western SMBs at higher ARPU; the Indian opportunity at lower ARPU but larger volume is structurally similar.

Target Customer

Primary persona: a 29-year-old first-time founder launching a D2C skincare brand, currently using a logo a college friend made in Canva that she is privately ashamed of. She has ₹3,000-7,000 marketing budget for brand identity but cannot afford ₹35,000 for a real studio. Will pay ₹2,499 for the Pro tier if it produces a logo she's proud to put on her packaging and a brand guide she can hand to her packaging supplier and her website developer.

Secondary persona: a 41-year-old Mumbai marketing consultant who serves 12-20 small B2B clients per year, each of whom needs a brand refresh as part of his consulting engagement. He currently outsources to a freelance designer at ₹15,000 per identity; will pay ₹4,999/month Agency tier to produce up to 5 brand kits per month himself, capturing the full ₹75,000 his clients would have paid in design fees.

Tertiary persona: a 24-year-old indie SaaS founder bootstrapping a productivity tool, who needs a logo and basic brand assets quickly to launch on Product Hunt. Will pay ₹999 Starter tier for logo + 5 core assets, with no need for the full brand-guide treatment.

Product

Brand interview: 8 questions covering business name and category, target audience, three mood adjectives, aesthetic references (upload screenshots or paste URLs), colour preferences, language requirements (English only, English + Hindi, English + regional language), and use-case priorities (primarily digital vs. primarily print vs. mixed).

Logo generation engine: hybrid system using fine-tuned diffusion models (for typography, layout, iconography) with a custom logo-quality scoring model trained on a hand-curated dataset of 12,000 successful brand identities. Output includes wordmark, icon-mark, and combination-mark variants per concept, with light/dark colour modes and stacked/horizontal layout variants pre-generated.

Brand-kit asset suite: colour palette (5 colours with full technical specs), typography (3 fonts — heading, body, accent — with usage rules), favicon (multi-size SVG + ICO), email signature template (HTML + image), social profile pictures sized for 8 platforms, business card design (front + back, print-ready PDF), letterhead, presentation template (PowerPoint + Google Slides), and invoice template.

Brand-guide PDF: 24-page document covering brand essence, logo usage rules with clear-zone and minimum-size specifications, colour palette with usage guidance, typography hierarchy, voice and tone guidelines (AI-generated based on brand inputs), photography and imagery direction, and contact information template.

Editable source files (Pro+ tier): SVG and PDF logos at multiple sizes, Figma file with all brand assets, Adobe Illustrator file, Canva editable template, and Google Slides editable template.

Technical Architecture

Frontend: Next.js 14 + Tailwind. Canvas-based editor (Fabric.js) for the customisation step.

Backend: Python FastAPI on Hetzner cloud. Postgres on Neon. Redis for generation queue.

AI layer: fine-tuned SDXL for icon generation (custom checkpoints for 6 stylistic directions), open-source typography pairing engine, GPT-4o-mini for brand-voice generation and colour-palette captions. Generation cost approximately ₹35 per complete brand kit.

Logo rendering: open-source design libraries (Konva.js client-side, Sharp + Skia server-side) for high-quality vector and raster output.

Font infrastructure: licensed library of 800+ fonts (Google Fonts free pool + Adobe Fonts subscription + 200 commercial-license fonts purchased upfront for ~₹4 lakh). Devanagari, Tamil, Telugu, Bengali, Gujarati, Punjabi, Malayalam, Kannada coverage for at least 80 fonts each.

Payments: Razorpay (INR), Stripe (international).

Business Model & Unit Economics

Three tiers, mostly one-time pricing. Free: 3 logo concepts, watermarked previews, no download. Starter (₹999): chosen logo in 4 formats, 5 core asset variants, basic 4-page brand guide. Pro (₹2,499): unlimited logo regenerations, full asset library, 24-page brand guide, all source files. Agency (₹4,999/month subscription): up to 5 brand kits per month, white-label option, multi-user workspace, priority generation.

Conversion economics: 12% of free users convert to a paid tier within 7 days (high because the value of the chosen logo is immediately visible). Distribution: 60% Starter, 35% Pro, 5% Agency. The mostly-one-time pricing model means lifetime revenue per customer is ~₹2,100 with limited repeat purchases, but customer acquisition cost is similarly contained.

Gross margin: 88% on Starter, 91% on Pro (AI generation cost is mostly fixed), 85% on Agency (more compute-intensive multi-brand generation). Blended ~89%.

Unit Economics (Year-1 base case)

Year-1 paying customers (target)	12,000
Blended revenue per customer	₹2,100
Year-1 revenue	₹4.2 crore
Gross margin	89%
Customer acquisition cost (CAC)	₹520
Payback period	Single transaction
Year-1 all-in costs	₹95 lakh
Year-1 net contribution	~₹2.7 crore

Go-to-Market

Channel 1 — SEO (40%): publish 200 long-form articles targeting buying queries ('how to design a logo for D2C brand India', 'brand guide template free', 'bilingual logo design for Indian startup'). Strong commercial-intent SEO opportunity in Indian-English design queries.

Channel 2 — Founder community partnerships (25%): integration / sponsorship deals with Indian founder communities (Founders Network India, IndiaIndies, Startup Mahakumbh, college E-cells). Reaches 80,000+ founders directly per year.

Channel 3 — Instagram and YouTube creators (20%): partnerships with 40 design and entrepreneurship creators (10k-200k followers each) showing the tool in action. Pay ₹5,000-30,000 per content piece.

Channel 4 — Agency outbound (15%): direct sales to 500 mid-market design and marketing agencies for the Agency tier, with the proposition that their margins on small-client brand work improve by 40%.

Roadmap (first 12 months)

- Month 1-3: MVP — brand interview, logo generation engine, basic Starter tier (logo + 4 assets), free preview tier. Goal: 200 paying customers in first month after launch.
- Month 4-5: Pro tier launch with full brand kit + brand-guide PDF + source files. Onboard 800 customers cumulative. Goal: ₹15 lakh MRR equivalent.
- Month 6-8: Bilingual logo system (English + Hindi/regional), India-specific asset formats, festival palette presets. Goal: 3,500 paying customers cumulative, ₹30 lakh MRR equivalent.

- Month 9-10: Agency tier launch with multi-brand workspace and white-label, agency partner programme. Goal: 7,000 paying customers cumulative.
- Month 11-12: AI brand-voice generation, presentation and pitch-deck templates, video logo intros for digital use. Goal: 12,000 paying customers, ■4.2 crore revenue year 1.

Key Risks

- Canva building competitive brand-kit functionality — Canva already has brand kits but tuned for design-savvy users; mitigated by guided workflow that requires zero design knowledge and India-specific output formats Canva does not prioritise.
- Open-source image generation models becoming so good that everyone DIYs — partially mitigated by the integrated workflow (interview to brand-guide PDF in 10 minutes is more valuable than just logo generation), and by the bundled licensed font library.
- Copyright/trademark issues if generated logos accidentally resemble existing trademarks — mitigated by automated trademark-database screening (USPTO + IP India free APIs) on each generated logo before download; flagged matches require user acknowledgement.
- AI inference cost spikes — mitigated by progressively shifting bulk generation load to self-hosted models on Hetzner GPU instances by Month 9, reducing per-generation cost by ~60%.
- Quality perception: AI-generated logos still carry a stigma in some founder communities — mitigated by output that is clearly professional-grade (heavy QA layer) and by case studies showing successful brands built on the platform.