

The book cover features a grid pattern in shades of orange, yellow, and purple. A large, stylized letter 'D' is visible in the background. The title is written in large, bold, black, sans-serif capital letters.

**DESIGNING**

**IDENTITY**

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GRAPHIC DESIGN

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AS A

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BUSINESS STRATEGY

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M A R C E N G L I S H

## KAMA SUTRA

MARGO CHASE DESIGN

A Pleasure for the  
Eye and Imagination

Earlier identities became dated quickly, looking too much like the time period when designed. Chase pointedly drew inspiration from classic Indo-Persian art for the logo. The cartouche refers to the lotus blossom, symbol of compassion, art, fertility, knowledge, and spirituality; lettering takes on the attributes of Sanskrit letter forms.

## CLIENT

Kama Sutra Company  
Westlake Village, California

## CLIENT CONTACT

Joe Bolstad, President

## DESIGN FIRM

Margo Chase Design  
Los Angeles, California

## ART DIRECTOR

Margo Chase

## DESIGNERS

Wendy Ferris Emery, Margo Chase,  
Anne Burdick

## ILLUSTRATOR

Jacquelyn Tough

## COPYWRITER

Nina Dillon

**THE 1960s: A DECADE OF FREE love, flower power, protest, and American youth challenging “the establishment.”** “Make love, not war!” became the inspiration for a pair of budding entrepreneurs. The company, Kama Sutra, which manufactures intimate body products, chose their name from the fourth-century Indian text on lovemaking, *The Kama Sutra of Vātsyayana*.

The original 1960s packaging, with black-and-white nude photos, proved a bit too risqué for some distributors and retail outlets. An effort to move their identity upscale resulted in rather sterile black and red packaging. Kama Sutra’s president, a former art student, recognized the value the proper aesthetic would add—if they could interest high-end sales representatives in carrying his lines would open new distribution avenues in department stores, specialty gift shops, and boutiques, a twenty-year struggle would be ended.

Margo Chase, known for her sinuous and sensuous lettering and art, took the approach of creating a brand and look that was as steeped in history as the company name. Richly detailed and textural packaging alludes to the attributes of the original Hindu manuscript.

A beautiful array of packaging, product sheets, a website, and a direct mail catalog have provided a solid platform for relaunching Kama Sutra, stimulating both sales and the senses.



In keeping with their philosophy of stimulating all the senses, Kama Sutra’s packaging lures and pleases the eye. The Hindu concept of sexuality as basically divine has resulted in many centuries of magnificent religious art. Exotic graphics, directly inspired by India’s original illustrated *Kama Sutra*, have been richly hued and accented in gold, creating an alluring image.



Black, gold, and an earthy olive green are the central palette around which other lush colors provide a soft balance. Silk used in making the sari, a traditional Indian garment, became the basis for the canister art. Labels use four-color process and metallic inks and a matte aqueous coating.

Each piece has been designed with attention to the slightest detail. Stock cylinders, boxes, and reusable metal canisters hold handsome glass flacons, sleek plastic jars, and frosted plastic bottles, all custom tinted.

Illustrator Tough, painting in gouache, worked from several sources, studying carpets, textiles, and pictorial art for the wrap-around canister art.

Stock chipboard boxes are reincarnated with soft, luxurious colors. A delicate leaf-like, custom metal scoop provides the finishing touch for the aromatic bath salts, bottom right.