



# IDENTITY DESIGN





THE NATURE'S CO.

**THE BRAND:**

A Bath and body product company that draws from nature for its entire identity.

**THE THOUGHT:**

To segment the brand into five ranges each inspired from an element of nature – air, sun, forest, earth and water and represent them all on the identity and through the collaterals.

**PROJECT ENTAILED:**

Name, Identity, Packaging, Brand Shoot, Marketing Collaterals.







# PARADIME

COLD STORAGE • FOOD PROCESSING • SUPPLY CHAIN

## THE BUSINESS:

Cold storage of perishable foods, food processing and supply chain management.

## THE THOUGHT:

To showcase perishable foods of diverse kinds being frozen and kept fresh.

## PROJECT ENTAILED:

Identity.



#### THE BUSINESS:

Customized machines for filling and packing liquid products.

#### THE THOUGHT:

To visually represent the process of liquid being filled as depicted by the three dots filling the Q.

#### PROJECT ENTAILED:

Identity.







#### THE BUSINESS:

Multi - utility company that services societies, townships and smart cities.

#### THE THOUGHT:

To visually convey the fact that people can plug into the company's utilities by creating the "T" as a power socket and the circle is designed to look like a smiley face to represent customer focus and keeping them happy.

#### PROJECT ENTAILED:

Identity, Collateral designs, UI and UX for pre-existing website, app and platform.



## THE BUSINESS:

A chain of hotels that wanted to integrate the natural surroundings of each of their locations with their brand.

## THE THOUGHT:

To classify and depict destination themes that people look at when travelling namely:- mountains, water bodies, nature & beaches/desserts. The names and identity of the parent company and each resort evolve from these themes as do the collaterals and communication language.

## PROJECT ENTAILED:

Identity, Collateral designs, communication strategy and design.





# WHITE RABBIT CONTENT

## THE BUSINESS:

A content and communication company working closely with its clients yet staying behind the scenes.

## THE THOUGHT:

To depict the rabbit as someone who has an ear to the ground to garner market knowledge, is behind the scenes and therefore wrapped within the communication of its clients.

## PROJECT ENTAILED:

Identity.







**THE BRAND:**

A brand of nightwear for children between the ages of 1 to 9.

**THE THOUGHT:**

To depict and promote the varied dreams and ambitions that children have for themselves and to encourage them to build and evolve on these.

**PROJECT ENTAILED:**

Identity, Collaterals.





**THE BUSINESS:**

An app that consolidates feed of your preferred personality from all social media platforms into one screen.

**THE THOUGHT:**

The sunglasses depict both stars that people want to follow online and the ability to see them through a filter of the app.

**PROJECT ENTAILED:**

Identity, UI and UX for the app.





**THE BRAND:**

An app that allows you to play the age old game of singing songs in turn online.

**THE THOUGHT:**

The key inspiration for this identity was the genre of television game shows.

**PROJECT ENTAILED:**

Identity, UI and UX for the app, Collaterals.







#### THE BUSINESS:

A coffee plantation in the South of India looking to export its coffee to the world.

#### THE THOUGHT:

Inspired by the natural surroundings of the plantation as well as the USP of the beans being handpicked and shade grown. The colours of brown and gold highlight the quality of this small batch operation.

#### PROJECT ENTAILED:

Identity, Marketing Collaterals.





#### THE BRAND:

An iconic bar and live music destination in the city of Mumbai, India.

#### THE THOUGHT:

The guitar pick signifies the music focus that the bar has and the bonobo line drawing signifies the laid back casual attitude of the space and the people who visit it.

#### PROJECT ENTAILED:

Identity, Bar Collaterals, Marketing and communication strategy and execution.





#### THE BRAND:

A Quick Service Restaurant chain focusing on traditional street food found in the city of Mumbai, India.

#### THE THOUGHT:

To capture the essence of the city by creating a logo that is both a Mumbai local train from the front up and a Mumbai Bus from the side profile.

#### PROJECT ENTAILED:

Identity.







Anoushka  
Gourmet

MAKING MEALS TASTIER

**THE BUSINESS:**

A Ready to Eat and Ready to Cook brand of products for both B2B and end consumers.

**THE THOUGHT:**

Inspired by the statement - "a sticker of quality and deliciousness", the logo depicts a sticker/seal. The colour green highlights the freshness of the products.

**PROJECT ENTAILED:**

Identity, Packaging, Collaterals, Marketing strategy and execution.





LA TIM

**THE BRAND:**

A Second Home developer focusing on agricultural and rural homes.

**THE THOUGHT:**

To showcase a home created by the letters L and A surrounded by lush greenery.

**PROJECT ENTAILED:**

Identity, Collaterals, Marketing strategy and execution.







*Serenity*  
≈ villas ≈

**THE BUSINESS:**

A second home project set in a serene wilderness.

**THE THOUGHT:**

To frame the serenity and natural splendour of the site.

**PROJECT ENTAILED:**

Identity, Collaterals, Marketing strategy and execution.







#### THE BUSINESS:

A chain of upscale diners designed to look like the inside of a grandmother's gorgeous house with knick knacks and collectables.

#### THE THOUGHT:

The doily design is a tribute to the grandmother's house while the font is a throwback to retro diners from the United States.

#### PROJECT ENTAILED:

Identity, Restaurant Collaterals, Marketing and communication strategy and execution.



#### THE BUSINESS:

India's biggest and oldest craft beer festival.

#### THE THOUGHT:

To bring out beer taps in a simple and clean logo.

#### PROJECT ENTAILED:

Identity, Collaterals, Marketing strategy and execution.



**Tapped**  
CRAFT BEER FESTIVAL



**THE BUSINESS:**

A delivery kitchen that focuses on bowl meals.

**THE THOUGHT:**

To bring out the food at your doorsteps aspect of the brand.

**PROJECT ENTAILED:**

Identity, Menu.







**THE BUSINESS:**

A stock broking company that works hard to build and maintain the trust with its clients and work as ethically and diligently as the principles of Lord Ram.

**THE THOUGHT:**

To highlight the word Ram and therefore highlight the principles of ethics, diligence and trust of the company.

**PROJECT ENTAILED:**

Identity, Collaterals.





URBAN  
CLOTHING

#### THE BUSINESS:

An age old brand of men's clothing company looking to update their brand for the next generation.

#### THE THOUGHT:

To reinforce the bull and keep it younger and more energized.

#### PROJECT ENTAILED:

Identity, Packaging.





**THE BUSINESS:**

Ayurvedic product company.

**THE THOUGHT:**

Inspired from the holistic and total protection that Ayurveda can bring to a person.

**PROJECT ENTAILED:**

Identity, Packaging, Collaterals.







*get hooked*

**THE BUSINESS:**

A ready to eat and ready to cook seafood company  
retailing in India.

**THE THOUGHT:**

To bring a certain level of trust and humanize the  
brand we created a captain as the face and mascot  
of the company.

**PROJECT ENTAILED:**

Identity, Packaging, Collaterals.





### THE BUSINESS:

A B2B company that handmakes one of a kind showpieces from crystals.

### THE THOUGHT:

Inspired from the handmade process of making these pieces the swirl depicts heated molten crystal being handcrafted.

### PROJECT ENTAILED:

Identity







DR. ARPITA SHAH

**THE BUSINESS:**

A physiotherapist specializing in back and sports therapy.

**THE THOUGHT:**

The central thought was to show a person stretching to depict both pain and relief.

**PROJECT ENTAILED:**

Identity







THE BUSINESS:  
An event agency.

THE THOUGHT:  
Get wired into live events.

PROJECT ENTAILED:  
Identity



# nCash



## THE BUSINESS:

An App that gives you cash back and benefits for making payments.

## THE THOUGHT:

To highlight the cash benefits of the app through the logo.

## PROJECT ENTAILED:

Identity.



### THE BUSINESS:

A website that creates gamified events on ground using technology.

### THE THOUGHT:

Playing on the concepts of hunting or finding locations the logo uses pins on a trail through the words.

### PROJECT ENTAILED:

Identity, website, collaterals.



**YOUR CITY HUNT**



# **PICNIC** *all day eatery*

## THE BUSINESS:

An all day eatery in Mumbai, India.

## THE THOUGHT:

The design language is inspired from a family picnic and reflect in all Collaterals.

## PROJECT ENTAILED:

Identity, Collateral, Menu.





**THE BUSINESS:**

An upscale deli that is truly handcrafted from its look and feel to its menu and food and products.

**THE THOUGHT:**

To amplify and handcrafted feel by hand drawing all the identity used in communication, décor and collaterals.

**PROJECT ENTAILED:**

Identity, deli collaterals, packaging, marketing, communication and design language.





SALT  
water

CAFÉ ■ ■ ■ ■

THE BUSINESS:

An upscale café that serves alcohol where people could come and unwind or work.

THE THOUGHT:

Showcase the passage of time using three squares in a contemporary and cool environment with the fonts and colour palette.

PROJECT ENTAILED:

Identity, café collaterals, marketing and communication design language.







SAIēSHA  
FINE JEWELLERY

**THE BUSINESS:**

An elegant and contemporary jewelry brand.

**THE THOUGHT:**

Inspired from the thought that the love attached  
with gifting jewelry is infinite.

**PROJECT ENTAILED:**

Identity and collaterals.





homegrown  
INDIA

NAKED COMEDY  
FESTIVAL  
STRIPPED TO THE FUNNY BONE

CHEER!  
COMEDY THEATRE FESTIVAL  
6-8 | 14-15 JUNE, 2014



sansar mobile



The Estate  
— ★ ★ ★ —

Green House  
— ★ ★ ★ —

The Chamber  
— ★ ★ ★ —

FASAL  
— — —  
FARM TO THALI



  
Darwin

maati  baani

Identity for each of the inhouse restaurants / Cafes and bars at the  
Saj Hotel Properties.

