

Semester III

Identity Design I

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19BDC034
2019-2023

Monogram Design



The monogram has been designed to depict the trait **graceful** for Gitika Joshi. It depicts the physical characteristic of displaying pretty agility. The simple element such as the dot helps us identify the letter “j”. The delicate and curved forms portray a sense of elegance. The typeface chosen for the wordmark is Amigh-Regular.is elegant and is combined with a sense of quality and class to suit the trait. It is heavy and thus is readable at smaller sizes also. The combination mark is in vertical lock-up. Bright purple hue used here is a feminine, graceful, elegant color that has long been associated with refined, wealthy women.

Stationary Design



Double sided visiting card



Single sided visiting card



Collateral Design

