




PORTFOLIO

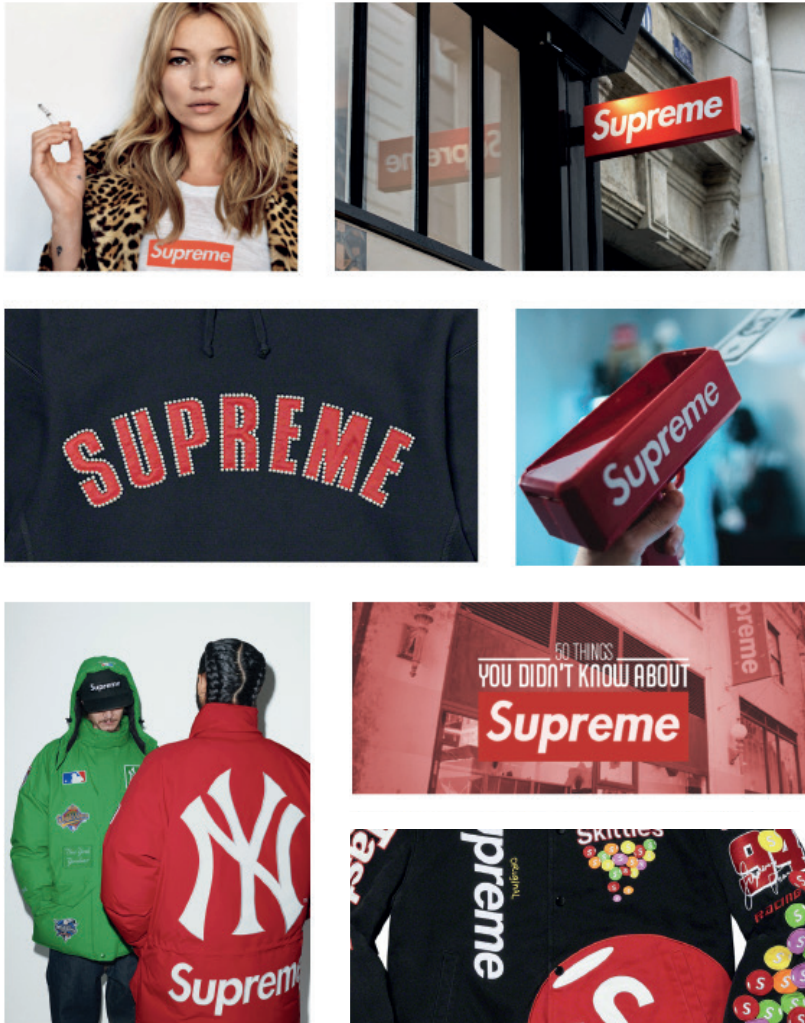
2022

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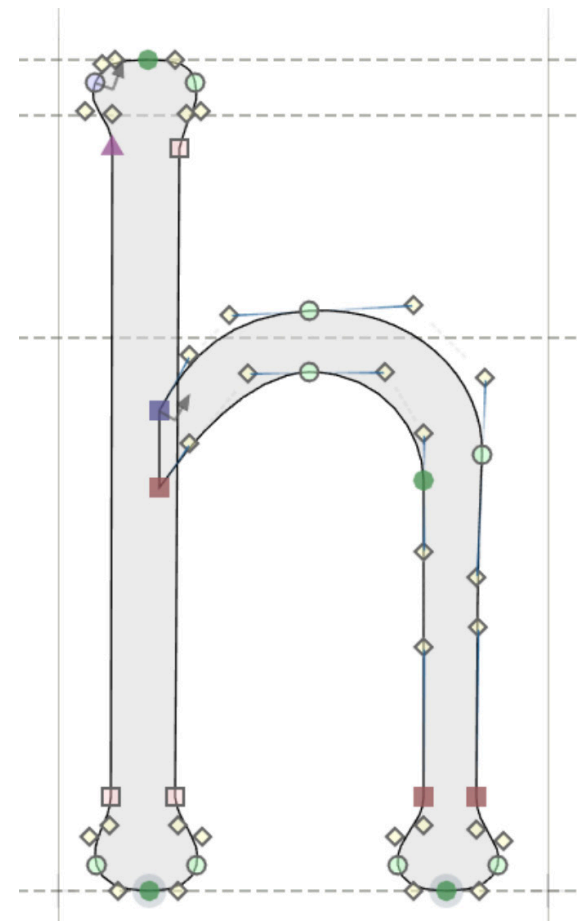
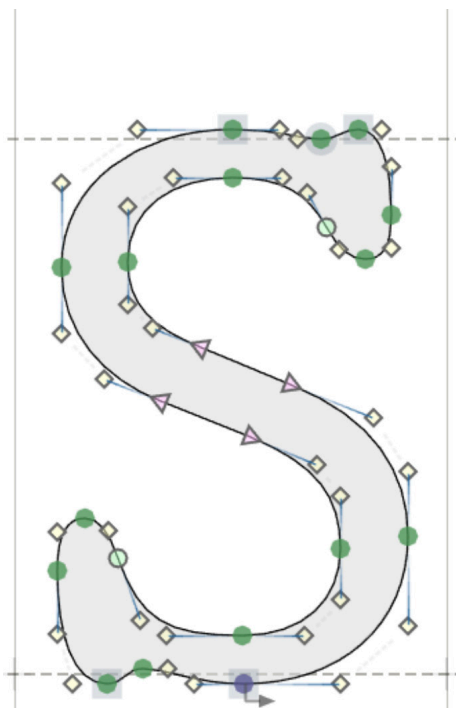
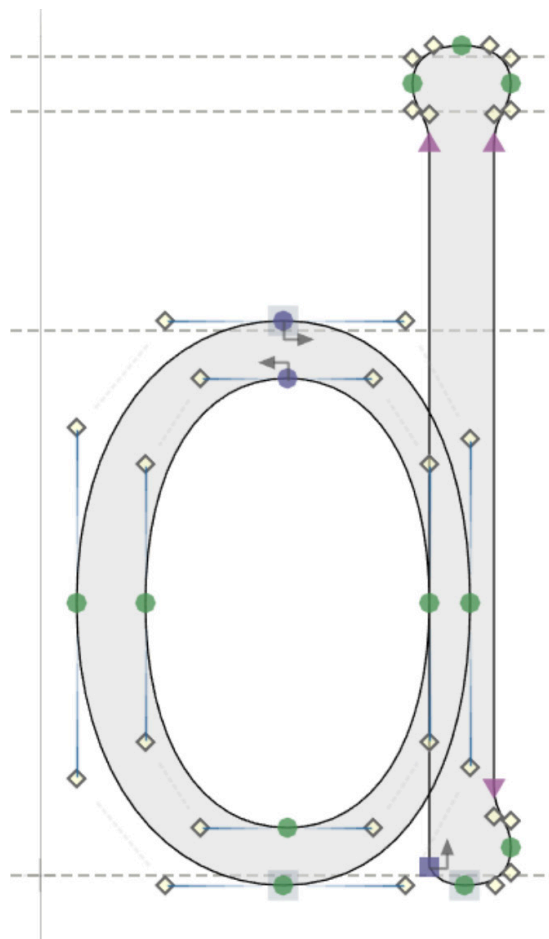
01 **TYPOGRAPHY : TYPE DESIGN**

Moodboard & Brief



The brief was to create a typeface for a brand. The brand chosen was Supreme. The font was constructed in such a way that it gives a feel of simplicity and comfort, as Supreme's products are focused on comfortable streetwear fashion.

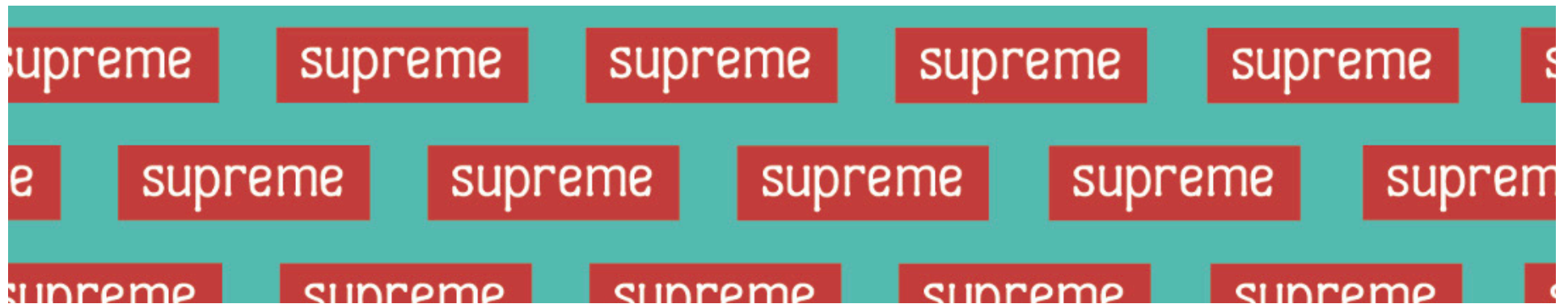


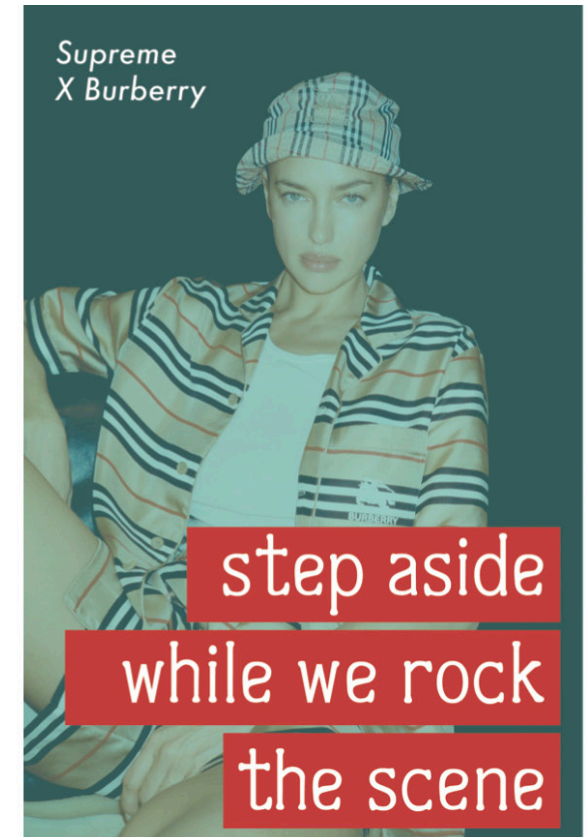
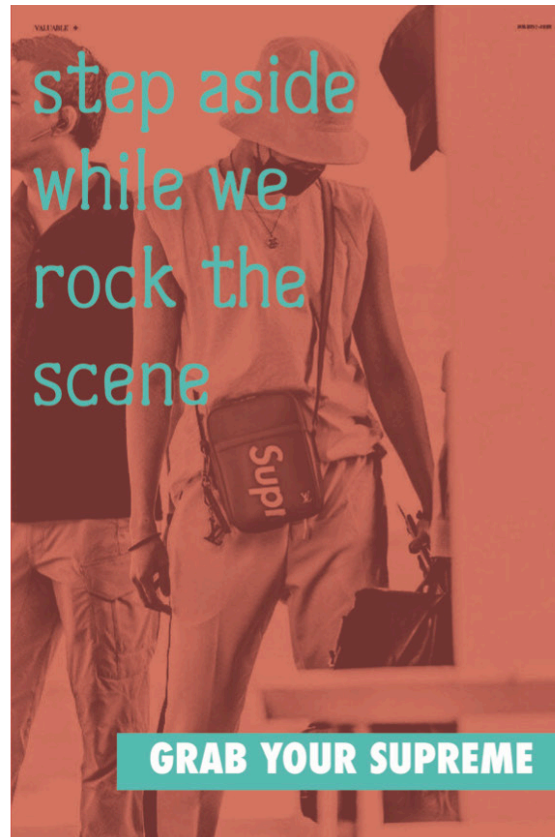
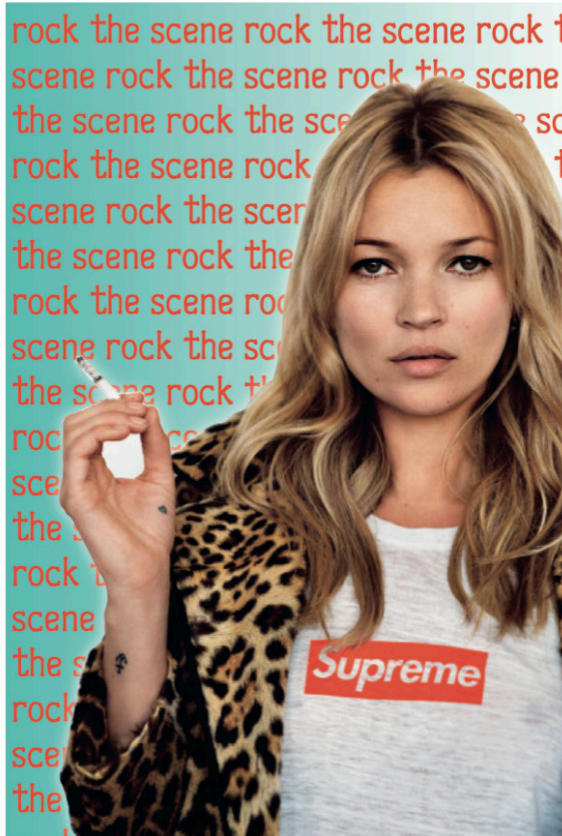


step aside while
we rock the scene
supreme



AD CAMPAIGNS





ALPINO : REBRANDING

About the brand



Alpino aims to revolutionize the health food segment of India by providing healthy breakfast options that are authentically sourced & hygienically prepared that keeps you energetic & refreshing throughout the day. Alpino is one of the initial purveyors of health food segment in India, providing healthy and protein-rich food products.

With its Head Office in Gujarat, India, Alpino has established itself as a notable name for products that are real, rooted, and refreshing. Alpino, mostly known for its Peanut Butter is now infiltrating the breakfast market with a wide range of product categories to start your day with.



Design Brief

Client

Alpino Health Foods

Objective

Branding and Brand Communication of Alpino Health Foods

Target Audience

- Urban households
- Anyone who is into health and fitness.
- Anyone looking for a quick snack.

Why (Gap Analysis)

- Low brand awareness.
- Low product (peanut butter) awareness and consumption.
- Low brand recall and recognition.
- Lack of visual consistency.
- Lack of distinction from other brands in terms of packaging.
- Social media is monotonous and not engaging enough.
- The USP and the values of the brand aren't highlighted well.
- Marketing on digital platforms is not at par with the competitors.
- Lack of promotional campaigns.

Deliverables

- Redesign the brand identity and collaterals.
- Give the brand a consistent visual language targeted towards the defined target audience.
- Highlight the health benefits of the product.
- Give the brand a strong tagline.

Personality

The Innocent and The Caregiver, because the brand has strong values. And, it helps serve people through its health benefits.

Tone of Voice

Healthy, energetic, natural

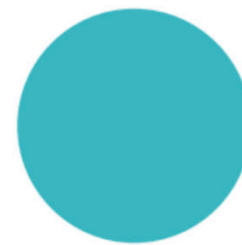
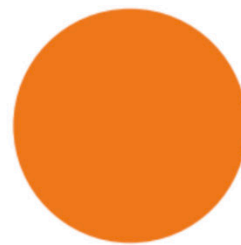
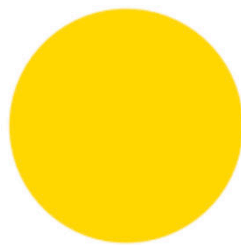
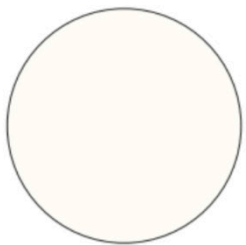
Time frame for deliverables

April 2022 ,4 – April 2022 ,16

USP

%100 natural, no additives, vegan, healthy

Logo Redesign



Pattern Library



Almond Butter



Peanut Butter



Crunchy Peanut Butter

Packaging labels

Label size - 16 cm × 4cm

100% Natural
Vegan
Gluten-Free

SMOOTH CHOCOLATE PEANUT BUTTER

400g

NUTRITIONAL INFORMATION

PER SERVING*	PER 100g
ENERGY	181 kcal
PROTEIN	4g
CARBOHYDRATE	12g
SUGAR	16g
ADDED SUGAR	1g
DIETARY FIBRE	1g
TOTAL FAT	11g
SATURATED FAT	4g
POLYUNSATURATED FAT	1g
MONOUNSATURATED FAT	7g
TRANS FAT	0g
CHOLESTEROL	0mg
SODIUM	83mg

INGREDIENTS
ROASTED PEANUTS, SUGAR, CHOCOLATE CHIPS, COCOA POWDER, HYDROGENATED SOYA OIL, SALT, EMULSIFIER (E471)

ALLERGEN INFO: Contains Peanuts and Soya. Oil separation is natural process, stir well before use. Store in cool and dry place, away from direct Sun light.

PRODUCT OF INDIA
M/s. For & M/s. By: ALPINO HEALTH FOODS PVT LTD, LG-11, G-1, Dabholi Highway Comp., Navagam, Karmel, Surat, Gujarat-395006, India.
FSSAI Reg. No.: 10716022000249

M/s. By: MOTHER NUTRI FOODS, Factory Survey No. 276-1, Mahuva - Bhavnagar Road, Opp. Chila Petrol Pump, Chila-364295 Mahuva, Bhavnagar, Gujarat, India.
FSSAI Reg. No.: 10015021001704

BEST BEFORE 18 MONTHS FROM MANUFACTURE
ALPINO is a Registered Trademark.
© 2019 Alpino Health Foods Private Limited.
Copping the product artwork is an offence.

Do not consume if the seal is found open/damaged and contact customer support team immediately.

FOR FEEDBACK/ COMPLAINTS
Customer Support Desk,
Alpino, 1, Near Bharat Wood, Ahead of Heavan, Pary Plaza, Vallab - Panagam Canal Road, Surat-395006, Gujarat, India.
+91 83 4748 8000
support@alpinohealthfoods.com
www.alpino-store

Batch No.:
Mfg. Date: | See at the
Exp. Date: | bottom.
M, B, P: (1/3)
(Ind. of all team)

Net Wt. 400g

88g Protein • No Cholesterol • Fresh Peanuts • Non GMO • Healthy Fats • Helps in Weight Management • No Trans Fat • Energy Booster

100% Natural
Vegan
Gluten-Free

UNSWEETENED ALMOND BUTTER

400g

NUTRITIONAL INFORMATION

PER SERVING*	PER 100g
ENERGY	181 kcal
PROTEIN	4g
CARBOHYDRATE	12g
SUGAR	16g
ADDED SUGAR	1g
DIETARY FIBRE	1g
TOTAL FAT	11g
SATURATED FAT	4g
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+91 83 4748 8000
support@alpinohealthfoods.com
www.alpino-store

Batch No.:
Mfg. Date: | See at the
Exp. Date: | bottom.
M, B, P: (1/3)
(Ind. of all team)

Net Wt. 400g

300g Protein • 100% Almond • No Added Sugar or Salt • No Hydrogenated Oil • Excellent Source • Healthy Fats • Energy Booster

100% Natural
Vegan
Gluten-Free

CLASSIC CRUNCHY PEANUT BUTTER

400g

NUTRITIONAL INFORMATION

PER SERVING*	PER 100g
ENERGY	181 kcal
PROTEIN	4g
CARBOHYDRATE	12g
SUGAR	16g
ADDED SUGAR	1g
DIETARY FIBRE	1g
TOTAL FAT	11g
SATURATED FAT	4g
POLYUNSATURATED FAT	1g
MONOUNSATURATED FAT	7g
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Batch No.:
Mfg. Date: | See at the
Exp. Date: | bottom.
M, B, P: (1/3)
(Ind. of all team)

Net Wt. 400g

88g Protein • No Cholesterol • Fresh Peanuts • Non GMO • Healthy Fats • Helps in Weight Management • No Trans Fat • Energy Booster



Banners

25% PROTEIN IN A SPOONFUL OF GOODNESS

100% NATURAL. VEGAN. GLUTEN FREE





 @ALPINOHEALTHFOODS
AVAILABLE ON WWW.ALPINOSTORE.COM | AMAZON | FLIPKART

25% PROTEIN IN A SPOONFUL OF GOODNESS

100% NATURAL. VEGAN. GLUTEN FREE

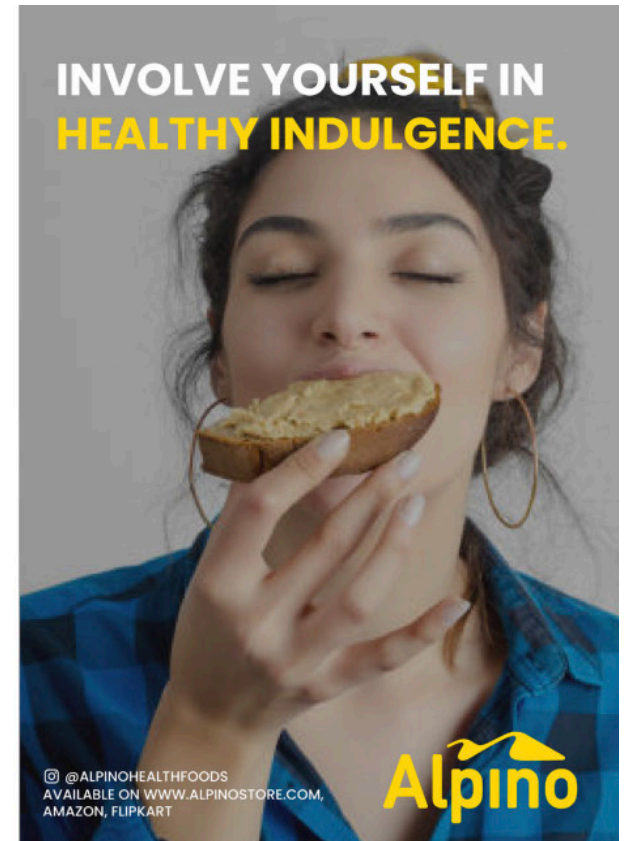
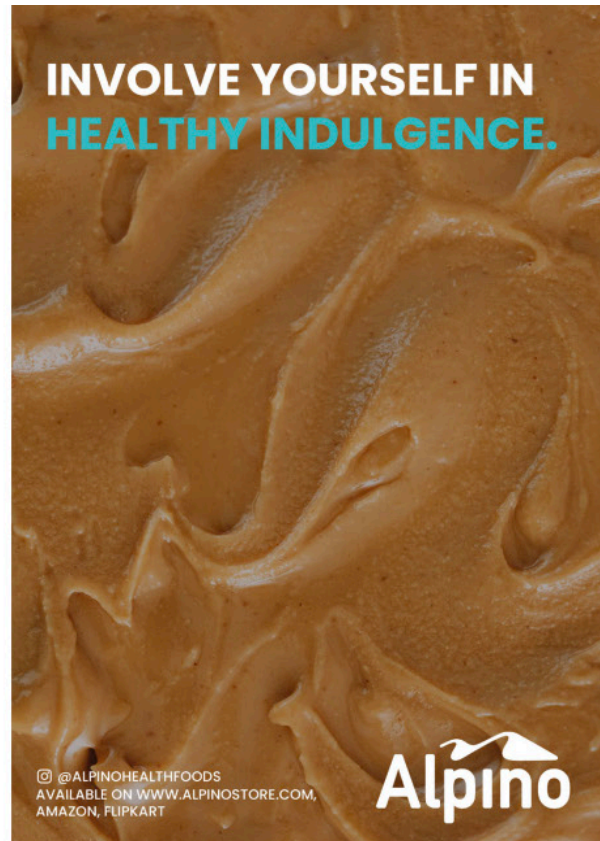




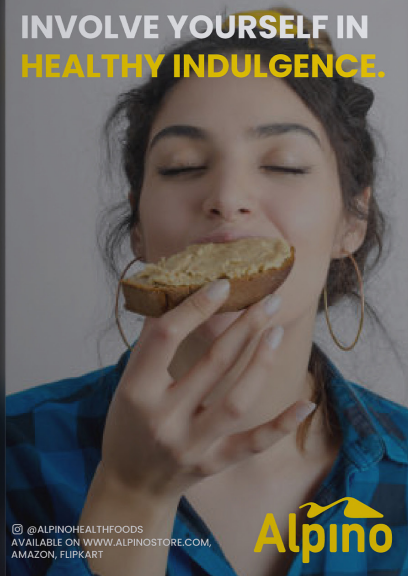
 @ALPINOHEALTHFOODS
AVAILABLE ON WWW.ALPINOSTORE.COM | AMAZON | FLIPKART



Posters



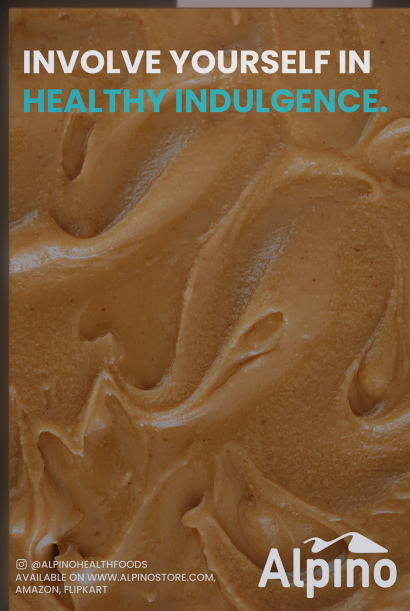
INVOLVE YOURSELF IN
HEALTHY INDULGENCE.



@ALPINOHEALTHFOODS
AVAILABLE ON WWW.ALPINOSTORE.COM,
AMAZON, FLIPKART

Alpino

INVOLVE YOURSELF IN
HEALTHY INDULGENCE.



@ALPINOHEALTHFOODS
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AMAZON, FLIPKART

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Alpino

ADNH - SUSTAINABILITY REPORT

Sustainability Report for ADNHH

Designed the official Sustainability Report of 2020 for Abu Dhabi National Hotels.

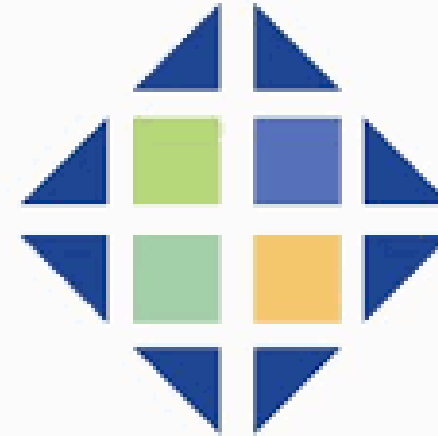
Abu Dhabi National Hotels is a broad-based hotel, tourism, transport and catering group, part of which is owned by the Abu Dhabi government. The company's hotel division acts as a hotel developer and operator – partnering with Hilton, Sheraton, Sofitel and Meridien for some of its flagship properties.

Sustainability reporting refers to the disclosure, whether voluntary, solicited, or required, of non-financial performance information to outsiders of the organization. It deals with information concerning environmental, social, economic and governance issues in the broadest sense.

Process

I started with understanding the brand language of ADNHH i.e studying the website, projects and brand guide provided to me. Following with breaking down the content into smaller parts and trying multiple layouts for the same.

Illustrated the icons and infographics for the Report with the brand colours and references.



شركة أبوظبي الوطنية للفنادق
Abu Dhabi National Hotels

Icon library





Sustainability Report 2020

Sustainability Report 2020

Social Initiatives

Across our ADNH subsidiaries, we hold Medical Camps for example blood donation campaigns for our employees to support our local communities and hospitals.

Volunteering Programs & Charitable Events are held in our hotel properties for the Al Jalia Foundation logo through Flea Markets to raise funds for those in need on a local and global scale.

CSR Investment

Year	Investment (AED)
2018	34K
2019	20K
2020	9850

Equal Opportunity

Gender equality is essential for long-term development and the realisation of human rights. The ultimate objective of gender equality at ADNH is to create an environment where men and women have equal opportunities, rights, and responsibilities in all aspects of work and life.

Diversity Of Employees

Our strength is our diversity. Every colleague's individuality is valued and respected in the organisation. The goal of diversity and inclusion is to foster a sense of belonging that celebrates, promotes, and most importantly, respects all individuals. Our dedication to a culture of inclusiveness for guests and Team Members of all backgrounds, genders, sexual identities, abilities, heritage, and beliefs makes ADNH a great success. We foster a fair and inclusive workplace in which all employees are treated with kindness and respect, and we encourage everyone to achieve their personal and professional objectives. We are also planning on incentivizing the pay of employees in the coming years on sustainability parameters. The ratio of management payscale as compared to the employees and the gender payscale ratio is as per the industry standards in the UAE.

Total Number Of Nationalities

Year	Total Number Of Nationalities
2018	70
2019	60
2020	52

Training & Development

Our dedicated training department manages comprehensive training and development programmes, starting from a comprehensive 'Great Start' induction to classroom-based and on-the-job training that includes Level 1 HSE, Basics of Cleaning, Essential Food Safety, HACCP Awareness and Hospitality Services. It is important for our clients to receive service from well-trained and skilled people and it is important for us to maintain high standards of service delivery.

Number Of Trained Employees

Year	Number Of Trained Employees
2018	1864
2019	2110
2020	1342

Health & Safety

Our visitors' and workers' safety and well-being are our top priorities. We are always working to improve security standards throughout our rapidly growing network of properties and hotels. At ADNH, encouraging colleague wellbeing has always been a priority, and we have invested significant time and resources in developing a corporate culture that prioritises it. We are committed to enhancing associated training programmes and continuously executing improvement initiatives to further minimise the frequency of injuries.

Promotion of Ethical Practices

A Code of Conduct is incorporated into every colleague's employment contract to ensure that ethical business practices are robust and effectively implemented across the Group and along the supply chain, requiring that all operations comply with all applicable laws and regulations and that proper standards of business conduct are maintained.

Our 2021 Goals

Increase percentage of Emiratis employees within the organization, Increase the percentage of woman employees in the organization, Invest into CSR Activities, Implement an Integrated Management system such as ISO 9001:2015 – Quality Management System; ISO 22000: 2005 – Food Safety Management System; OHSAS 18001: 2007 – Occupational Health & Safety Management System; ISO 14001:2015 – Environmental Management System

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Page 32

Report Link – <https://online.fliphtml5.com/iqacp/kkwx/>

M-SWING CAFE - LOGO DESIGN

Moodboard



Logo design for M-Swing Cafe. It is a cafe is based in Rohtak, Haryana. Their specialty is Coffees and Smoothies. The brief was to create a logo with creative elements and typography.

Explorations



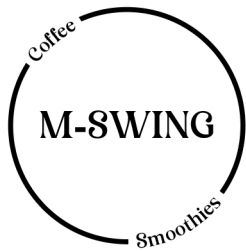
M-SWING
COFFEE & SMOOTHIES



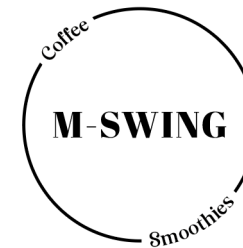
M-SWING
COFFEE & SMOOTHIES



M-SWING
COFFEE & SMOOTHIES



M-SWING
CAFE



M-SWING
CAFE



M-SWING
CAFE



Colour options





MURUKKU PACKAGING

About the brand & packaging

LAW India (looms & weaves) is a woman owned social enterprise, started in 2013 as a bold attempt to promote India's rich handloom heritage across the world.

The products are woven at small weaving hamlets of Kerala which have a heirtage of over 900 years. Looms & weaves made sure, with minimal role for middlemen, the customer gets the benefit of good handcrafted products at the best rate. They are supporting more than 500 women groups in the field of weaving, farming, handcrafts and home based business across the country.

They also launched their premium range of %100 pure Ayurvedic, wellness products which come under the brand called 'Malabarica' Vegan ayurveda.



Brief

WHAT?

Aim :

To provide a strong packaging which can protect the product while transportation/ travelling and easy accessibility of the product from the packaging. To store the product for a longer period of time. To create a creative and attractive packaging that can be reused later to store other products, To provide three different flavours of murukku,

To provide a recyclable, eco- friendly packaging, To represent the culture of Kerela through illustrations. A simple cylindrical box, which has equally divided three compartments in it to store the different flavoured product. Three compartments in the box are made of PET plastic and they are removable and is made for the easy accessibility of the product from the box.

The box is made of paperboard, as it's stiff material it also sustainable recyclable and reusable as well protects the product from the damage. The lid is made of dried and weaved banana leaves to give it raw and more traditional look and feel. It also has a seal made of aluminium foil to vacuum the product and to save it from getting spoiled.

Tone Of Voice :

Simple, natural, healthy, modern, traditional

WHY?

Easy accessibility of the product from the packaging
Protects the product from breaking while transporting

Reusable

Food can be stored for longer period of time

Simple to handle

Easy to open

Easy to carry

Illustrations of rice plant and rice is used to represent the culture of Kerela. Motifs of Different Murukku are used on the labels to differentiate different flavours of the product and give the customer an idea what the product looks like. The lid is made up of woven banana leaves which gives the packaging more of an organic look and also represents culture of Kerela.

HOW?

How is it sold?

it will be sold in the same packaging.

Display in stores?

it would be displayed on the shelf, stacked on each other. even for the online delivery no secondary packaging is required as the box itself is sturdy enough to save the product from breaking or an other damage.

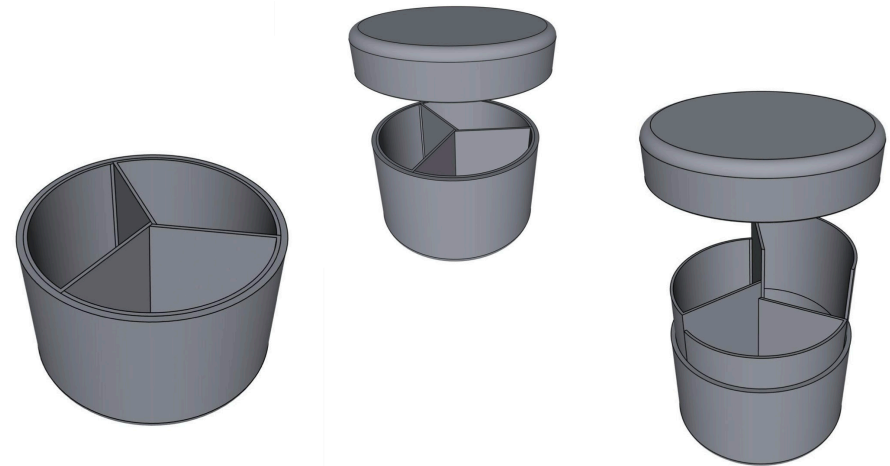
How it is stored after?

even after the foil is removed it can be store in the box itself. Also the box can be reused to store other things.

Disposal?

the materials used are biodegradable so it won't be much of a problem for the environmental damage.

3D modelling



Labels

loomes & weaves
100% Natural

**HOMEMADE
KERELA MURUKKU**

No Artificial Colours | No Preservatives | No Artificial Flavours

250 gms each

NUTRITIONAL INFORMATION
APPROX. PER 28G

SIMPLE MURUKKU
ENERGY 144 cal
PROTEIN 2g
CARBOHYDRATE 16g
TOTAL FAT 8g
SUGAR 9.2g

INGREDIENTS
RICE FLOUR, URAD DAL FLOUR, AJWAIN, CHILI POWDER, SESAME SEEDS, SALT, COCONUT OIL

BUTTER MURUKKU
ENERGY 144 cal
PROTEIN 2g
CARBOHYDRATE 16g
TOTAL FAT 8g
SUGAR 9.2g

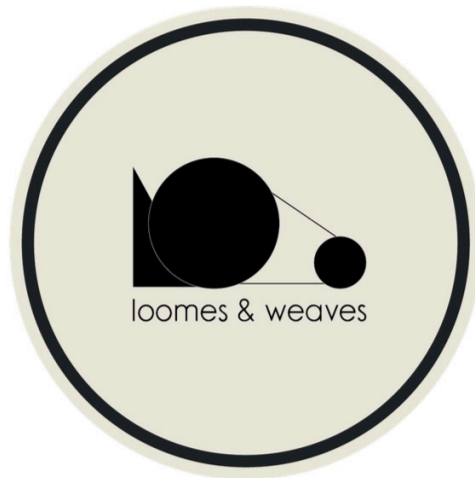
INGREDIENTS
RICE FLOUR, FRIED GRAM POWDER, SOFT BUTTER, BESAN, SALT, HING, CUMIN, COCONUT OIL

SWEET MURUKKU
ENERGY 144 cal
PROTEIN 2g
CARBOHYDRATE 16g
TOTAL FAT 8g
SUGAR 9.2g

INGREDIENTS
BESAN, RICE FLOUR, SALT, SOFT BUTTER, JAGGERY SYRUP, CARDAMOM POWDER, COCONUT OIL

PACKED AND MARKETING BY
Customer care no :-919446065205
Tel : 0471253222
PB No. 6550,
Thiruvananthapuram,
Kerala - 695025
f loomsandweaves
support@weaveskart.com
www.weaveskart.com
MRP :
(Inclusive of all taxes)
Batch No:
Date of Pkg:
BEST BEFORE 30 DAYS FROM PACKING
STORE IN A COOL DRY PLACE
SHORT SHELF LIFE AS 100% PURE WOOD
PRESSED COCONUT OIL IS USED FOR
PRESERVATION.

fssai
QR Code



Label for the Lid



Label for the box bottom

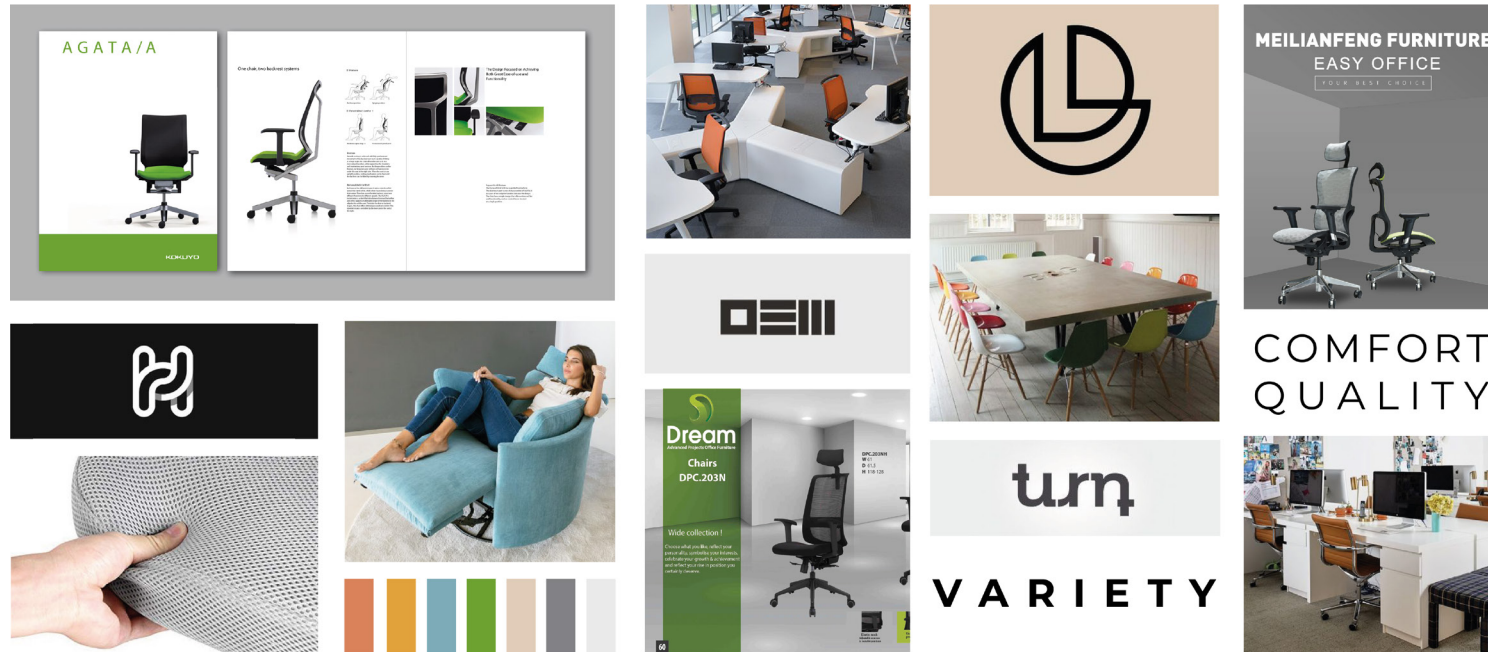


Seal



OBLIQUE CHAIRS - LOGO DESIGN

Moodboard



«**Oblique**», the name is derived from the symbol «\» depicts that the products are meant to serve pure delight comfort.

Mission:

Comfort through ergonomic seating solutions and services

Client's Preference:

Contemporary logo, which are identified by simplicity, clean lines and delicate sophistication, they are modern, sleek, fresh and minimalistic. It is a good blend of classic and trendy.

Explorations

OBL \ QUE OBL \ QUE

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↳ OBLIQUE ↳ OBLIQUE

↳ OBLIQUE ↳ OBLIQUE



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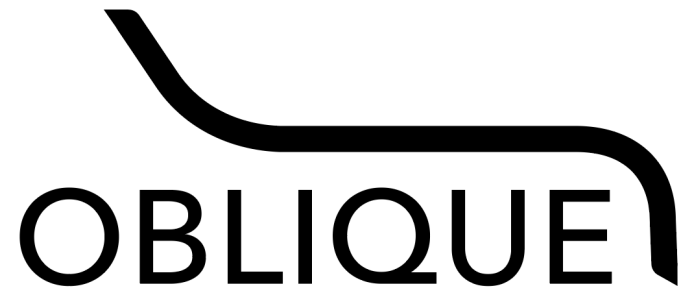
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↳ OBLIQUE

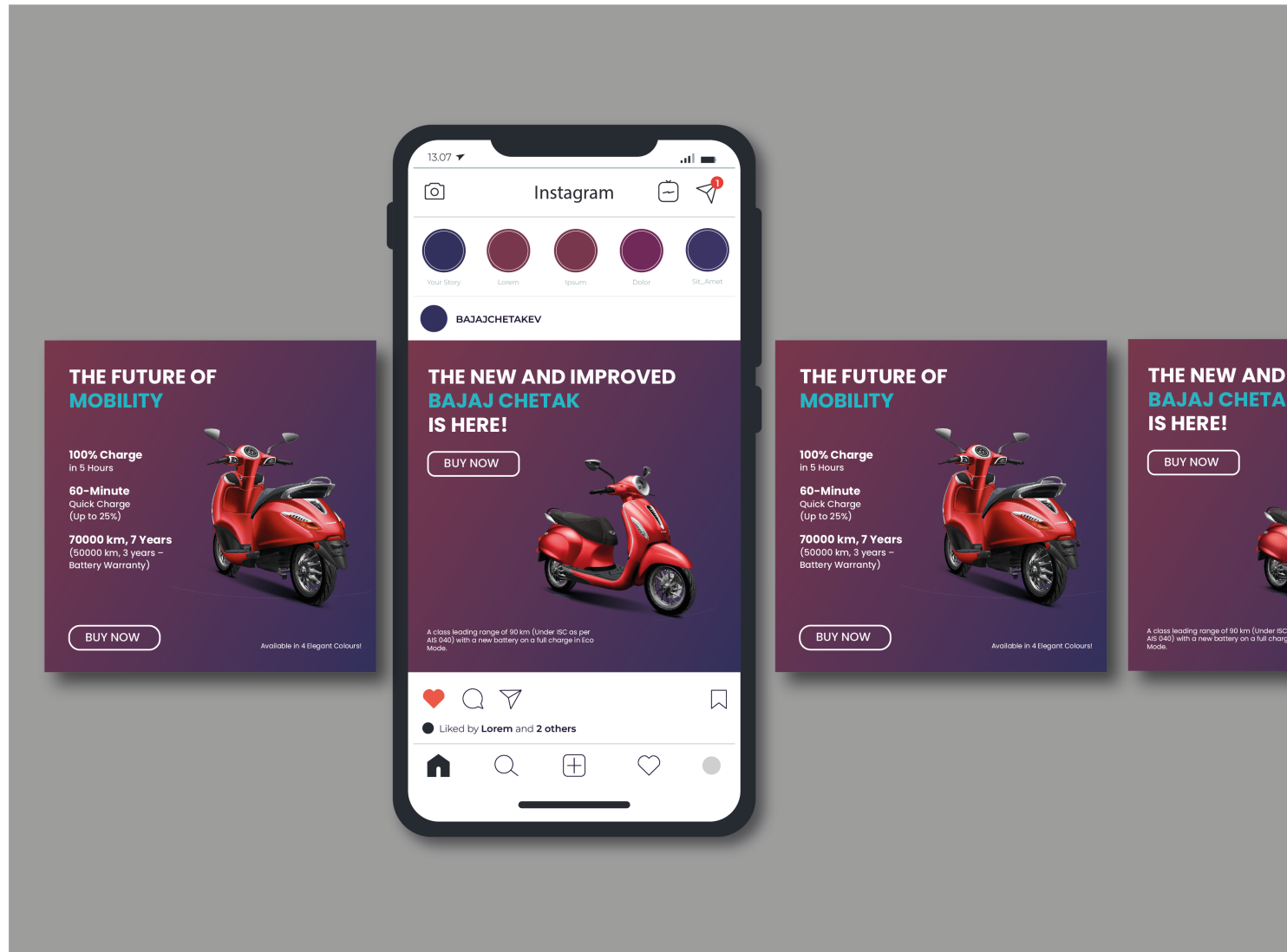
↳ OBLIQUE

Final logo & colour options



CREATIVES FOR BAJAJ CHETAK

Social media posts



Newspaper advertisement

**DESIGNED TO DELIGHT.
BUILT TO LAST.**

100% Charge
in 5 Hours

60-Minute
Quick Charge
(Up to 25%)

70000 km, 7 Years
(50000 km, 3 years -
Battery Warranty)

A class leading range of
90 km (Under ISC as per
AIS 040) with a new
battery on a full charge
in Eco Mode.

**BAJAJ
CHETAK**

@ @bajajchetakev | <https://www.chetak.com>

Banner



08 **MONOGRAM DESIGN**

About the Monogram

Designed a monogram with the initials of Rudra Dave based on his personality traits and style.

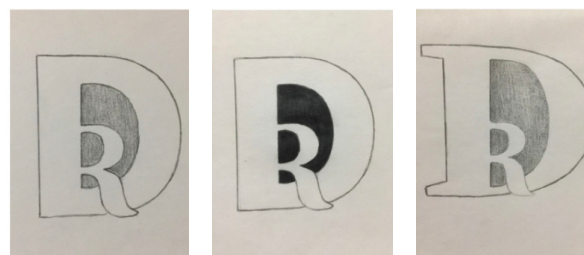
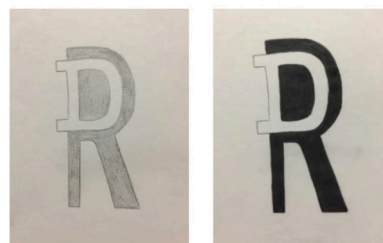
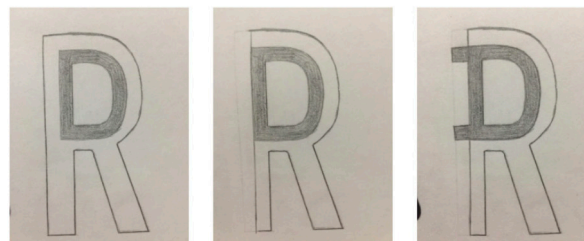
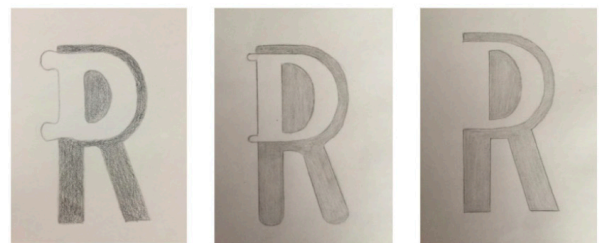
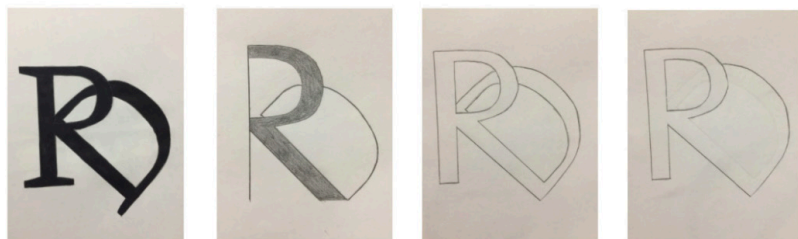
As the main personality trait I've chosen is "shy" for Rudra, I am trying to show how the "R" is peeking out of the "D" which is its shell. This shows how it is trying to come out of its shell but is Shy to do so.

Rudra always tries his best to come out of his shell and show his cheerful personality but often gets shy. The black behind "R" shows how it is a safe and comfort zone, from which he is trying to step out of. The "D" is a delicate shell of comfort.

The monogram suits Rudra's personality which is quite simple and sophisticated, as he is not too flashy or bold but very simple and shy person



Explorations





RUDRA DAVE

