

PORTFOLIO



Anushka Tailor Communication Designer

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Apsara Rebranding

In this academic project we have made a new brand identity of existing company apsara icecream. Where we study the company, services, market size, target audience, competitors, identity gaps and map opportunities. Make a new design strategy as to how the company will benifit from our design solution.



Old logo



New logo

The new logo is a combination mark that includes word mark and an abstract mark. It has a serif font - Sangira, which lends the logo a sophisticated look that resonates with the tone of voice (premium and rich).

Pattern Library



Tagline Units



Standerdised packaging for outlet and take away



Family pack packaging



Sugar free icecream packaging



Shakes packaging



Packaging for Apsara kulfi product.



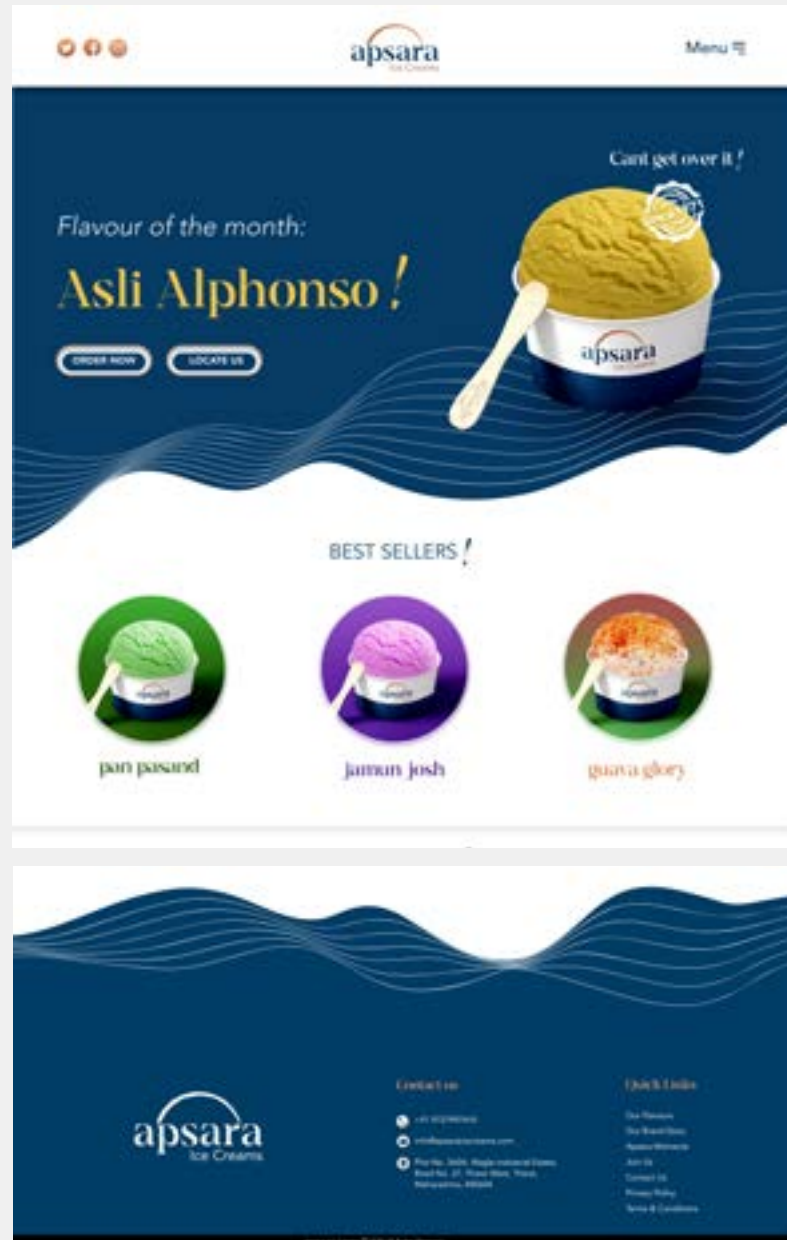
Secondary packaging for extra icecream masala pouch.



Secondary packaging for Take-out bags



Website design for Apsara icecreams with new visual identity.





Menu

Our Flavours



strawberry story

The yummiest story you have ever heard. Told by fresh strawberries from Mahabaleshwar.

Order now



Asli Alphanso

Treat your tastebuds with luscious chunks of real alphanso mangoes. Truly the king of ice creams.

Order now



Jamun Josh

Sweet, sour and deep purple jamuns. One of the most popular summer fruits in one of our most popular ice creams.

Order now



Belgian Bite

Rich, dark belgian chocolate with chips. Unlike any other chocolate ice cream you have ever tasted, this one will linger in your senses for-almost-ever.

Order now



Guava Glory

A blend of tropical pink guavas served with a dash of our special masala. This is our signature flavour, try it to know why!

Order now



Pan Pasand

Each bite is a mini Calcutta Meetha Pan. Your perfect end to a scrumptious meal.

Order now



Publication Design

This publication is about how saree draping styles have evolved over time, based on different regions.







Introducing Traditional Saree Styles

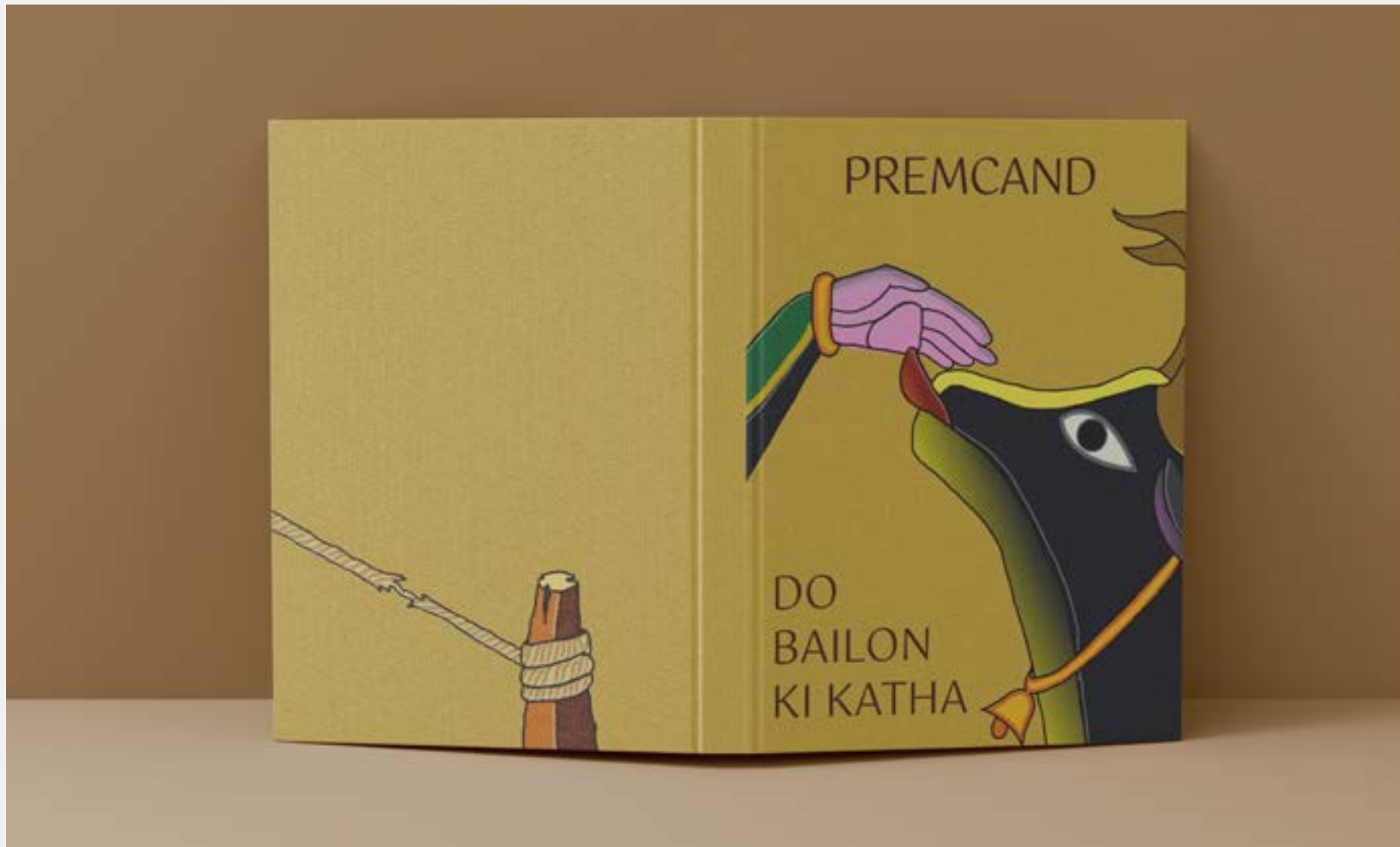
The beauty of Indian women increases by their look in sari which makes them more pretty and elegant. Indian array of sarees has been accepted by Indians from centuries. All different states have different culture and different draping style of saree.

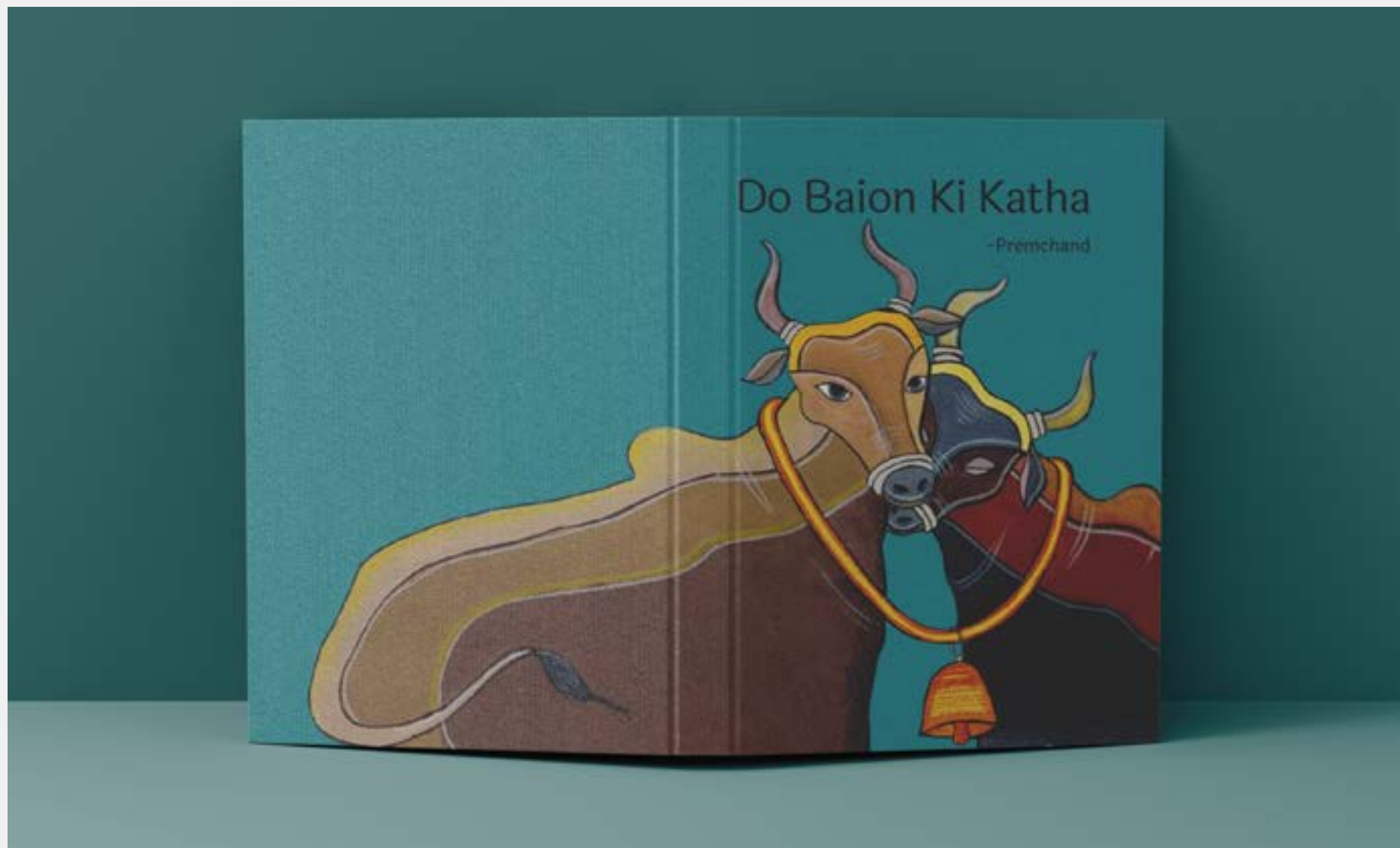
The saree is a major part of Indian tradition and culture and dates back to as early as the Indus Valley Civilization. Over time, different saree draping styles have evolved, based on different regions, their cultures, and climate. Sarees are not just costumes, they represent style, heritage and culture, and people have innovated various draping styles of sarees. Most women however, follow the traditional saree draping styles.

The unstitched single piece of cloth evolved

due to ancient Hindu belief that stitching cloth made it impure. And so the four-and-a-half to eight meters of cloth – draped around the lower body and then with a tactful pleating process folded across the upper body – came to be appropriate attire.

Book cover exploration for existing story by Premchand ji, Do bailon ki katha.



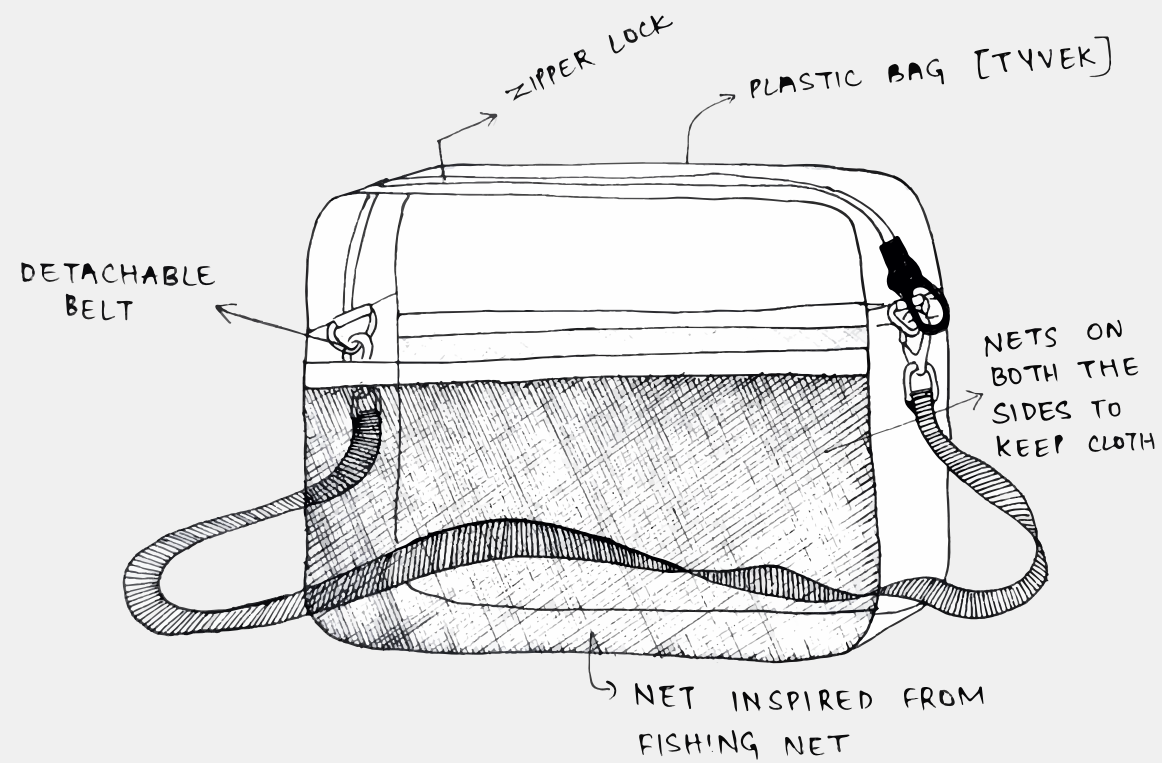




Packaging Design

PA.NI is a new swimwear brand that retails through it's online store. For that we did a simple and minimal packaging for multi-purpose usage like while swimming, or going to marke. the primary packaging is the reusable sling bag which has net pocket on the either side to keep the swimwear safely. And for secondary packaging is the cardboard box with contact details.

PRIMARY PACKAGING.



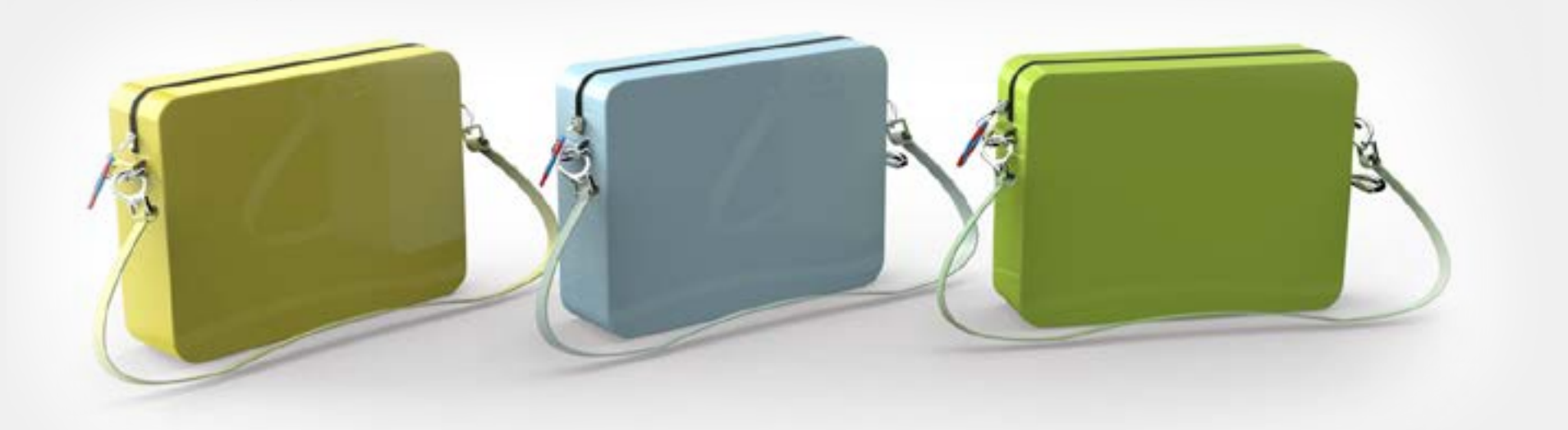
Thank you card with packaging



Thank you card with packaging



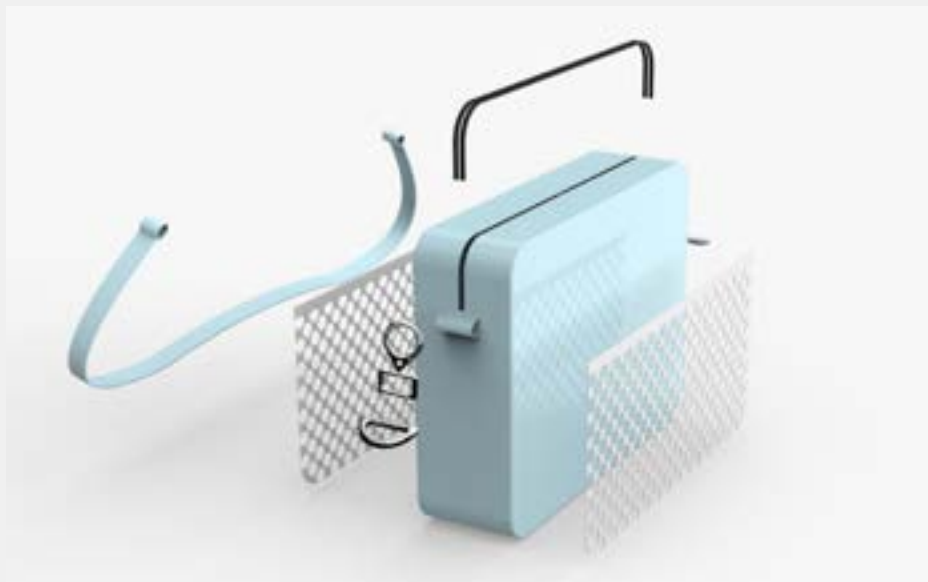
3 Colour Packaging



Net

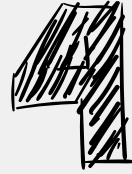


Exploded view



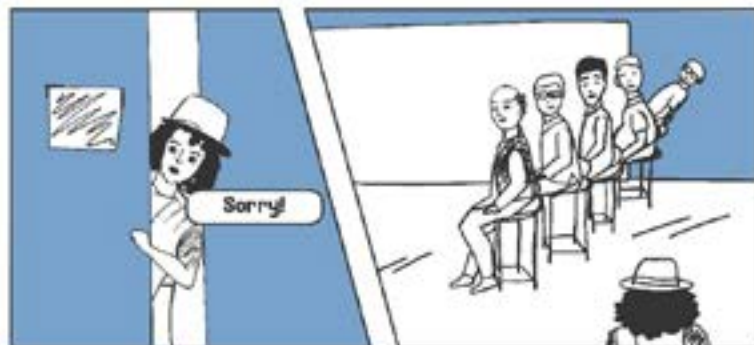
Secondary Packaging





Comic Adaptation

A comic adaptation of scene from a movie "In which Annie gives it to those ones"



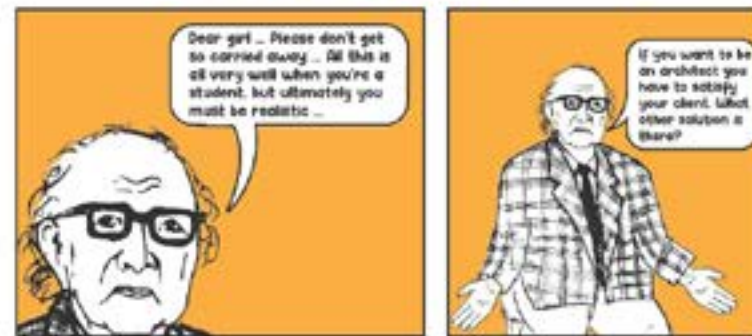
01



02



03



04





Illustrations

Rajasthani Lady





Cloudburst



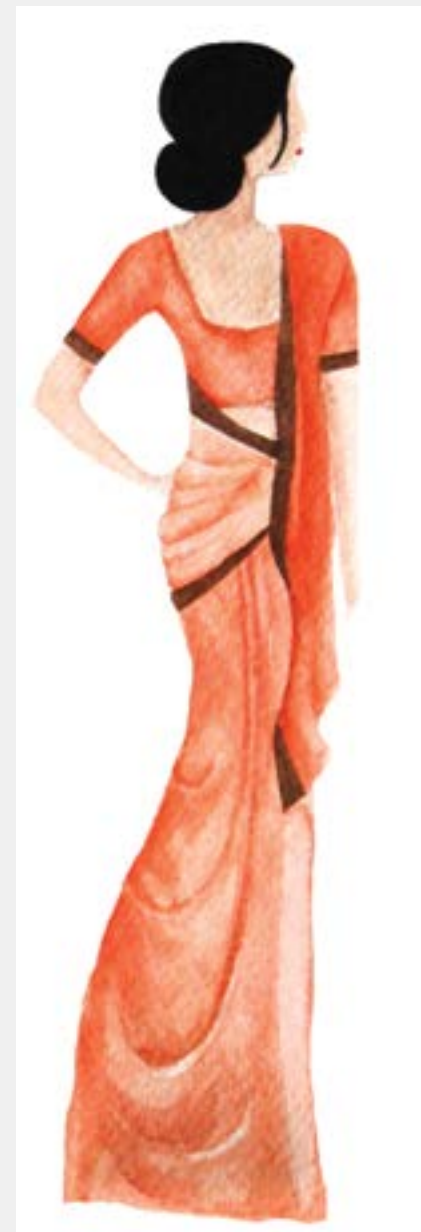


Hand Drawn

Grandmaa



Watercolor Illustration for Publication book "Saree Tradition And Beyond"



Live Object Painting





Photography

Rajsamand, Rajasthan



Devnarayan Mandir, Rajsamand



Rajsamand, Rajasthan



THANK YOU

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