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01

Brand Communication

Peeshute

About the Brand

Siddhant Tawarawala (Founder & CEO)
Bhushan Tawarawala (Co-Founder)

Peeschute is a unique, cost-effective method of peeing when access to a restroom is restricted. This unisexual paper bag transforms human urine into a non-liquid condition in seconds, keeping it leak-proof, odourless, and sanitary. Peeschute is best for those with temporary or permanent mobility impairments who have trouble getting to the bathroom, as well as travellers who have frequent urination problems due to a lack of washrooms nearby.

Privacy

Calm

Comfort

Eco-Friendly

COUTURE

Portable

Safe

Trust

Hygenic

Logomark

PEESCHUTE

Logotype

Fight All Pressures With Ease

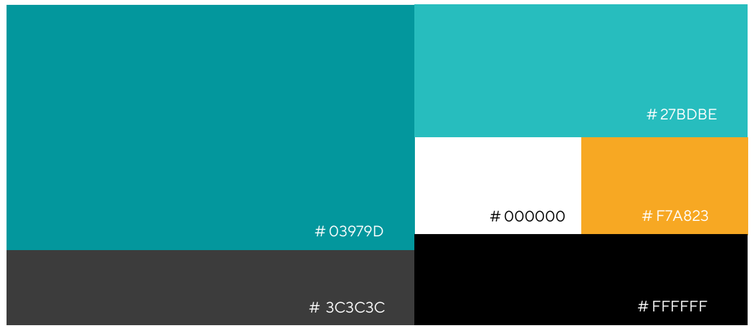
Tagline

PEESCHUTE

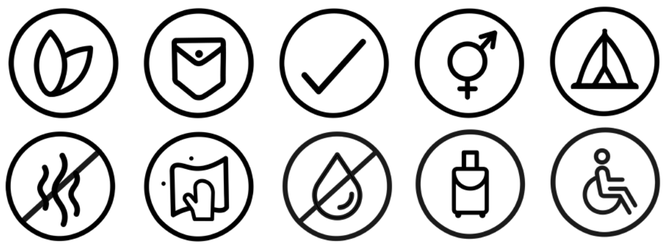
Fight All Pressures With Ease

The logo was created using the brand's former design as inspiration. The logo is a reduced version of the sign for pee (as in the need to urinate) that may be easily recognised as a symbol. The letter "U" in the brand name Peeschute is also replaced by the form.

Helvetica is a versatile font with many different weights. It makes a stylistic statement, but it is neutral enough that it is easy to read. It can be used for headlines and display type. It balances the form.



Helvetica Neue Thin
Helvetica Neue Thin Italic
Helvetica Neue Ultra Light
Helvetica Neue Ultra Light Italic
Helvetica Neue Light
Helvetica Neue Light Italic
Helvetica Neue Regular
Helvetica Neue Italic
Helvetica Neue Medium
Helvetica Neue Medium Italic
Helvetica Neue Bold
Helvetica Neue Bold Italic

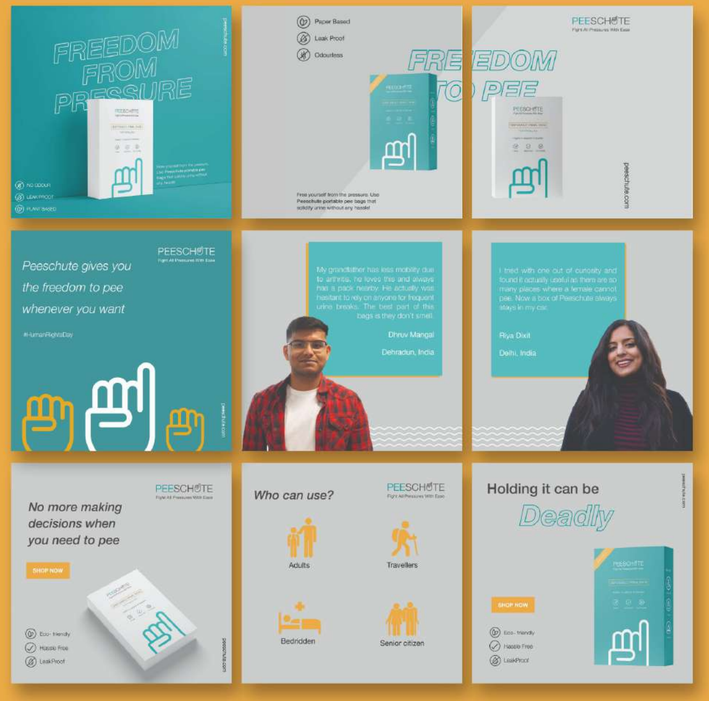


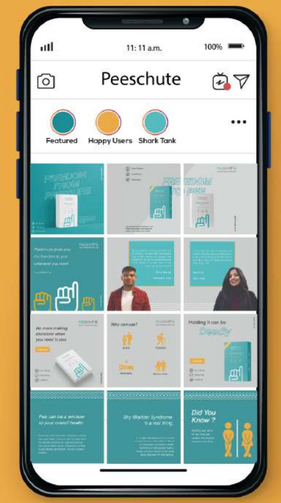
The icon system is simple, clean, and open. All icons use the same stroke weights. By default, the standard icons are available in unfilled version according to the purpose of usage. They are also available in the primary colors.

Packaging Explorations

Final Packaging

The brand consists of two products Peeschute Medi and Peeschute Travel. Consistency in the packaging is one of the most direct ways to ensure that we reflect a cohesive brand identity.





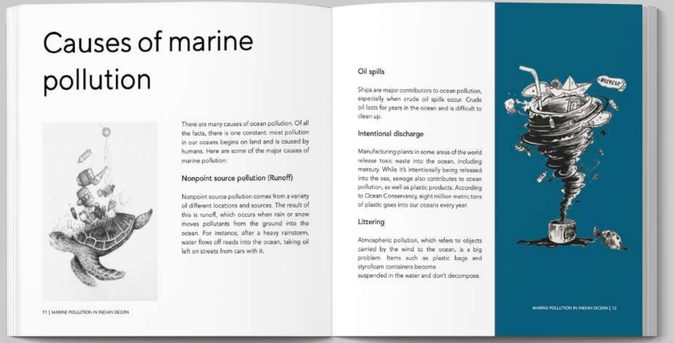
02

Publication Design

Marine Pollution in the Indian Ocean

About the Book

Estimated between 4.8 and 12.7 million tonnes of plastic entered the Indian Oceans. Garbage patches in the ocean are sobering reminders of humanity's collective plastic pollution problem. Measuring up to thousands of kilometers across, the patches have been confirmed to exist in the Pacific and Atlantic Oceans, but not in the Indian—a surprise, given that more plastic waste enters the Indian Ocean than anywhere else on Earth. A lot of marine lives are being harmed and may extinct due to this pollution. Its our duty to save our oceans. This book provides the reasons and what you can do to help as humans.



Causes of marine pollution

There are many causes of ocean pollution. Of all the facts, there is one constant: most pollution in our oceans begins on land and is caused by humans. Here are some of the major causes of marine pollution:

Nonpoint source pollution (Runoff)

Nonpoint source pollution comes from a variety of different locations and sources. The result of this is runoff, which occurs when rain or snow moves pollutants from the ground into the ocean. For instance, after a heavy rainstorm, water flows off roads into the ocean, taking oil left on streets from cars with it.

Oil spills

Ships are major contributors to ocean pollution, especially when crude oil spills occur. Crude oil lasts for years in the ocean and is difficult to clean up.

Intentional discharge

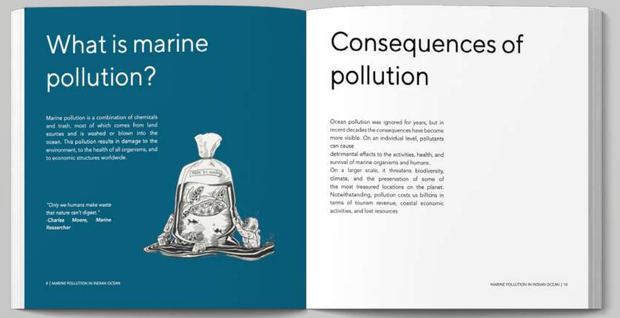
Manufacturing plants in some areas of the world release toxic waste into the ocean, including mercury. While it's intentionally being released into the sea, sewage also contributes to ocean pollution, as well as plastic products. According to Ocean Conservancy, eight million metric tons of plastic goes into our oceans every year.

Littering

Atmospheric pollution, which refers to objects carried by the wind to the ocean, is a big problem. Items such as plastic bags and styrofoam containers become suspended in the water and don't decompose.

11 | MARINE POLLUTION IN INDIAN OCEAN

MARINE POLLUTION IN INDIAN OCEAN | 12



What is marine pollution?

Marine pollution is a combination of chemicals and trash, most of which comes from land sources and is washed or blown into the ocean. This pollution results in damage to the environment, to the health of all organisms, and to economic structures worldwide.

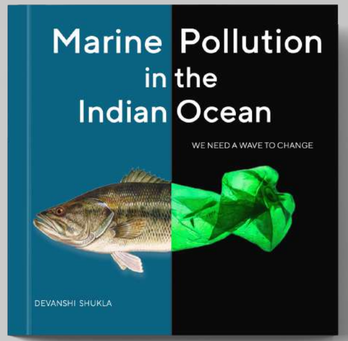
"Only we humans make waste that nature can't digest."
-Charles Moore, Marine Researcher

8 | MARINE POLLUTION IN INDIAN OCEAN

Consequences of pollution

Ocean pollution was ignored for years, but in recent decades the consequences have become more visible. On an individual level, pollutants can cause detrimental effects to the activities, health, and survival of marine organisms and humans.
On a larger scale, it threatens biodiversity, climate, and the preservation of some of the most treasured locations on the planet. Notwithstanding, pollution costs us billions in terms of tourism revenue, coastal economic activities, and lost resources

MARINE POLLUTION IN INDIAN OCEAN | 10



Marine Pollution in the Indian Ocean

WE NEED A WAVE TO CHANGE

DEVANSHI SHUKLA

Effects of marine pollution

Ocean pollution has many consequences that directly and indirectly affect marine life, as well as humans. Here are some of the most common effects of ocean pollution:

Harmful to marine animals

Sea animals are common victims of ocean pollution. Oil spills, for instance, will entrap and suffocate marine animals by permeating their gills. When the oil gets into seabird feathers, they may not be able to fly or feed their young. Animals that aren't killed by crude oil may suffer from cancer, behavioral changes and become unable to reproduce.
Marine animals also mistake small plastic debris for food or become entangled in or strangled by plastic bags and discarded fishing nets. Animals most vulnerable to harm from plastic debris in the ocean include dolphins, fish, sharks, turtles, seabirds and crabs.

15 | MARINE POLLUTION IN INDIAN OCEAN

Depletion of oxygen in seawater

As excess debris in the ocean slowly degrades over many years it uses oxygen to do so, resulting in less 02 in the ocean. Low levels of oxygen in the ocean lead to the death of ocean animals such as penguins, dolphins, whales and sharks.
Excess nitrogen and phosphorus in seawater also cause oxygen depletion. When a great deal of oxygen depletion occurs in an area of the ocean, it can become a dead zone where no marine life can survive.

A threat to human health

Pollutants in the ocean make their way back to humans. Small organisms ingest toxins and are eaten by larger predators, many of which are seafood that we eventually eat. When the toxins in contaminated animals get deposited in human tissue, it can lead to long-term health conditions, cancer and birth defects.

"Water and air, the two essential fluids on which all life depends, have become global garbage cans."
-Jacques Yves Cousteau, Oceanographer

MARINE POLLUTION IN INDIAN OCEAN | 16

How can we protect our ocean?

Demand Plastic- free Alternatives

The oceans face a massive and growing threat from plastics. An estimated 17.6 billion pounds of plastic leaks into the marine environment from land-based sources every year—that's roughly equivalent to dumping a garbage truck full of plastic into our oceans every minute. And plastics never go away!
We must urge companies to provide consumers with plastic-free alternatives and say no to single use plastics such as straws, plastic cutlery, coffee cups, water bottles, plastic bags, balloons, plastic-wrapped produce and take-out food containers.

Reduce your Carbon footprint

Carbon dioxide, a known greenhouse gas, is making our oceans more acidic. This is contributing to the loss of corals on a global scale as their calcium skeletons are weakened by the increasing acidity of the water.
You can reduce your carbon footprint by adopting some of these simple measures:

- Ride a bike, walk or use public transportation rather than driving a car.
- Turn off the lights when you leave a room.
- Put on a sweater in the winter instead of turning up your thermostat.
- Have some fun with your diet – buy sustainably caught wild seafood. It is a renewable resource that requires minimal freshwater to produce and emits less carbon dioxide than land-based proteins like beef.

"It is the worst of times but it is the best of times because we still have a chance."
- Sylvia Earle, Oceanographer

MARINE POLLUTION IN INDIAN OCEAN | 20

Estimated between 4.8 and 12.7 million tonnes of plastic entered the Indian Oceans. Garbage patches in the ocean are sobering reminders of humanity's collective plastic pollution problem. Measuring up to thousands of kilometers across, the patches have been confirmed to exist in the Pacific and Atlantic Oceans, but not in the Indian—a surprise, given that more plastic waste enters the Indian Ocean than anywhere else on Earth. A lot of marine lives are being harmed and may extinct due to this pollution. Its our duty to save our oceans. This book provides the reasons and what you can do to help as humans.

03

Identity Design

Department of Design

About

Department of Design commenced in 2017 with a vision of the management, to build a holistic campus of varied disciplines. The mandate was to expand the innovative science and logic-based disciplines to include creative, disruptive and non-linear thinking disciplines. Being the youngest department in Nirma University, our vision is to offer inter-disciplinary orientation that is necessary for today's industry demands.

The following logo and its subsequent visual language is designed for Department of Design, Nirma University as a part of re- branding. This is the base of the entire visual identity and its extension in various mediums. The consistency in the visual identity helps create a niche for the brand and hence, build a unique and strong brand image.

Progressive

Vibrant

Culture

Fun

Unity

Diverse

Interactive

Creative

Flexible

Ambitious

Energetic

Collaborative

Promising

BOLD

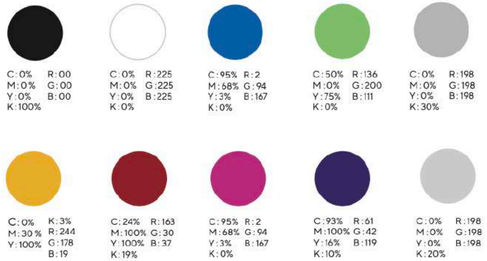
The logo is the basis of the visual language. It is the foundation of the brand identity.

This identity is made with an attempt to reflect characteristics such as fun, unique and inclusive. The identity is developed with a vision to make it flexible without diluting the brand recall value and brand image.

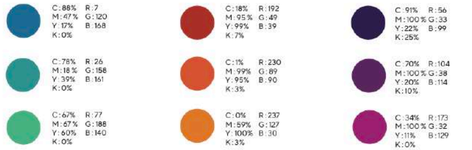
The logo tells a story for itself. The entire identity is based on this fundamental idea.

Subset Logo

Primary Colour Palette



Secondary Colour Palette



Typography

Patterns

The following patterns are generated from the parent form. The patterns can be scaled however, these need to be legible. The patterns can be used in colours taken only from the primary and secondary colour palette.

Merchandise

04

App Design

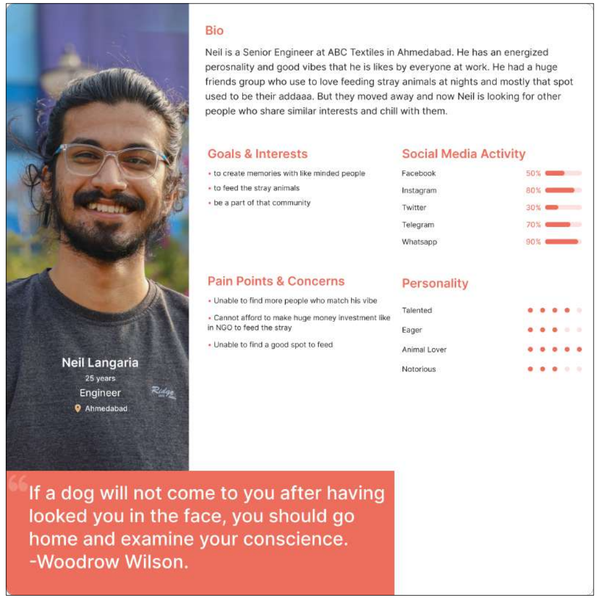
Local Paws App

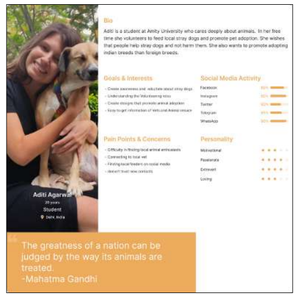
About

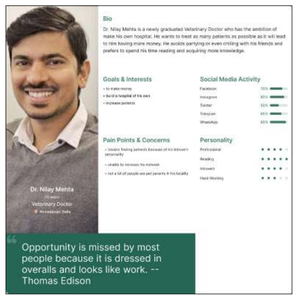
The main concept of the app is to provide a platform for the animal lovers community to get together and help more more stray animals. A lot of times it happens that we would like to help/ feed/ care for the stray animals of our locality, but to do so we lack man power. One of the main features of this app is also to provide a stage where people can connect to other animal lovers and collectively help them.

This app mainly focuses on providing the data of local feeders/ volunteers or doctors so for that the location icon is used and that local feature is for the stray animals. To collectively portray the stray, generalized print of their paw is put in the location stamp.

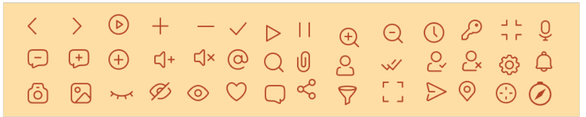
User Persona







Iconography

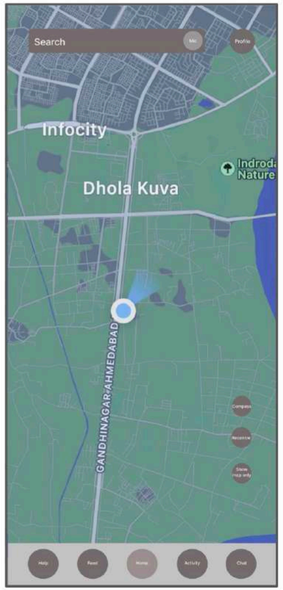


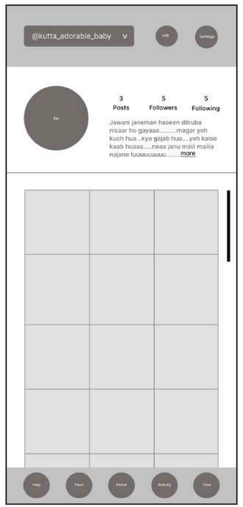
App icon

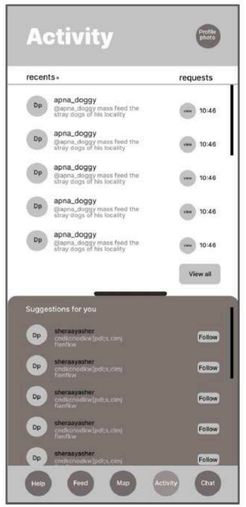
Secondary colors

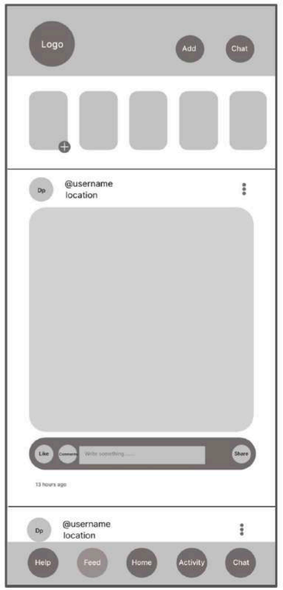
Wireframes

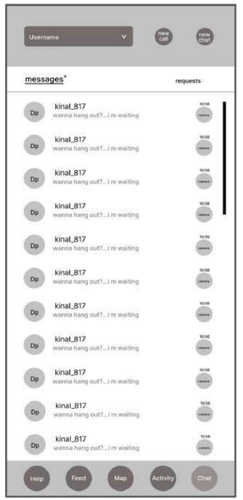
Help
Profile photo
NGO
Doctors
Animal Rescue
Health Manual
Help
Feed
Map
Activity
Chat


Search
Profile
Infocity
Dhola Kuva
GANDHINAGAR-AHMEDABAD


@kutta_adorable_baby
3
Posts
5
Followers
5
Following

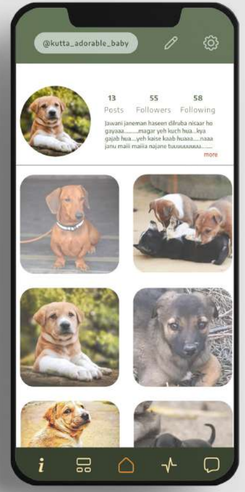

Activity
recents
requests
apna_doggy
View all
Suggestions for you
Follow
Help
Feed
Map
Activity
Chat


Logo
Add
Chat
@username
location
Like
Share
13 hours ago
Help
Feed
Home
Activity
Chat

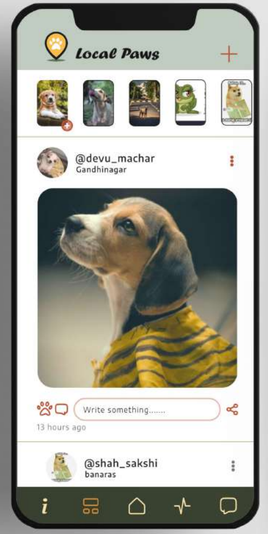

Username
messages
requests
kinal_817
Help
Feed
Map
Activity
Chat

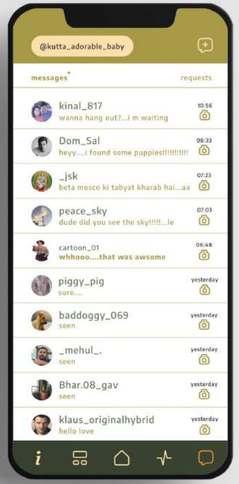
Help
NGO
Doctors
Animal Rescue
Health Manual

Search
KHOKHRA


@kutta_adorable_baby
13
Pests
55
Followers
58
Following

Activity
recents
requests
apna_doggy
KAVDI_kanadia
KAVDI_kanadia
klaus_originalhybrid
View All
Suggestions for you
manthan_
Follow
lily_pup
Follow
marshmellow_
Follow
baby_tuffy


Local Paws
@devu_machar
Gandhinagar
Write something.....
13 hours ago
@shah_sakshi
banaras


@kutta_adorable_baby
messages
requests
kinal_817
wanna hang out?...i m waiting
Dom_Sal
heyy.....i found some puppies!!!!!!!!!!
_jsk
beta mosco ki tabyat kharab hai....aa
peace_sky
dude did you see the sky!!!!!...le
cartoon_01
whhooo.....that was awsome
piggy_pig
baddoggy_069
seen
mehul.
seen
Bhar.08_gav
seen
klaus_originalhybrid
hello love

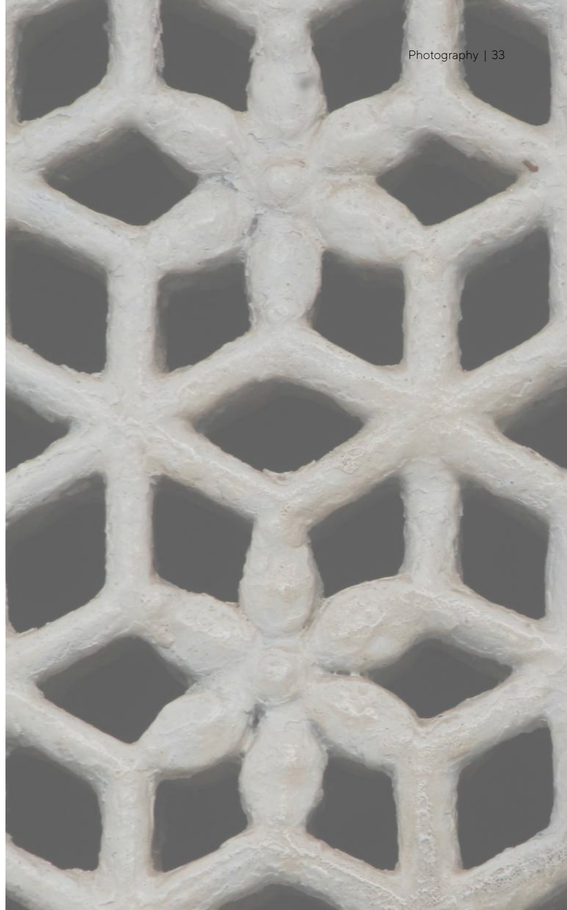
05

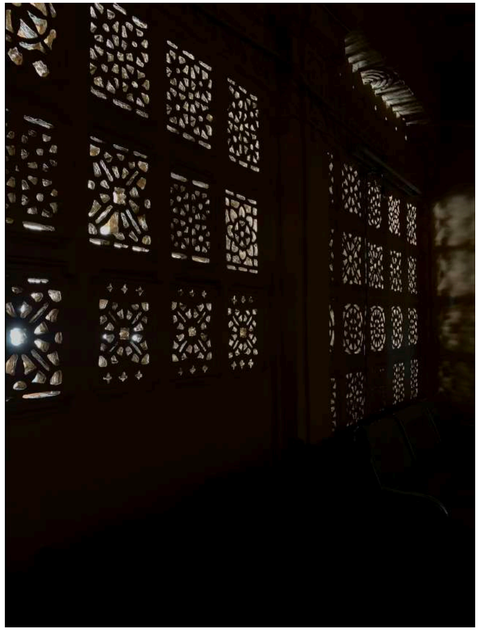
Photography

About

A photograph has the power to educate, move, and inspire people to take action, among other things. They might make people feel things through photos. Images have an impact on more than just individual lives.

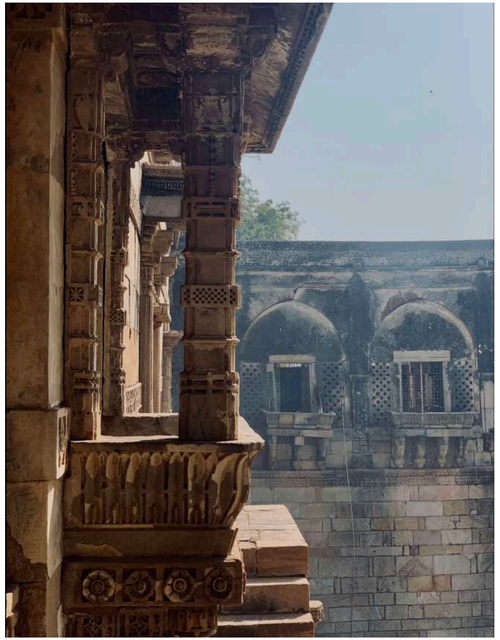
Discovering the landmarks in the area, learning about them, and capturing them in images. I visited a variety of locations, including the Sun Temple, Adalaj Ni Vav, and Sarkhej Roza.



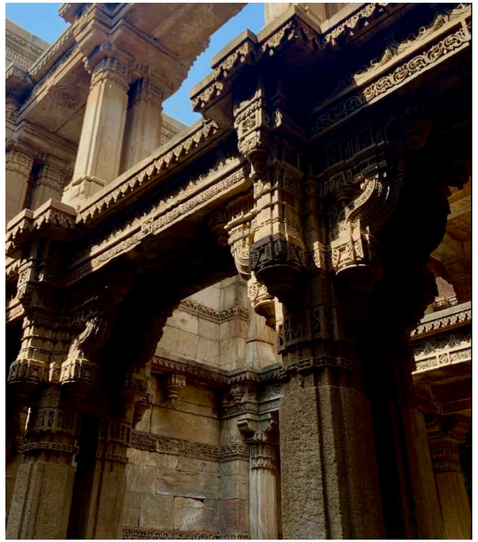


Sarkhej Roza is a mosque and tomb complex located in the village of Makarba, 7 km south-west of Ahmedabad in Gujarat state, India. Sarkhej was once a prominent centre of Sufi culture in the country, where influential Sufi saint Shaikh Ahmed Ganj Baksh lived.

It is an example of the early Islamic culture of the region, fusing Islamic stylistic influences from Persia with Hindu and Jain architectural features to form what is known as the 'Indo-Saracenic' style of architecture.



Adalaj Stepwell or Rudabai Stepwell is a stepwell located in the village of Adalaj, close to Gandhinagar city in the state of Gujarat. The stepwell was built by Mahmud Begada in 1411, to commemorate Queen Rudabai, wife of Veersinh, the Vaghela chieftain. It served both a utilitarian and spiritual purpose for the people around. A number of people from villages around once filled water from this stepwell.



The Sun Temple is a Hindu temple dedicated to the solar deity Surya located at Modhera village of Mehsana district, Gujarat, India. It is situated on the bank of the river Pushpavati. It was built after 1026-27 CE during the reign of Bhima I of the Chaulukya dynasty.

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