Portfolio Kashmi Shah

Portfolio









Photography



Existing Logo



Monkey Fries is a finger food brand. It advertises itself as your one-stop shop for all things fried.

in Tier 2 cities of India.

New Logo

Branding

Monkey Fries



Version 1



Version 3

Monkey Fries is a subsidiary of Big Spoon, a multi-brand Cloud Kitchen company that reduces the gap between fine dining and home delivery by making excellent food available



Version 2



The 'Ice cream Grande' type is used as the primary typeface. Poppins type family have been chosen for body text.

Ice cream Grande

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Poppins

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789

Logo Alternatives

There are six main alternatives of the monkey according to the flavors. All the monkeys can be used according to each flavors.



Social Media Posts

Social Media posts were created to introduce the brand and six different flavours.



introducing our non-veg fries

Barbeque Chicken ausage and Fries Texas Barbeque Chili Cheese Chicke heese Jalepeno hicken larissa Chilli Chicken apsaan Chicken







Packaging

C

Monkey fries have 6 different packaging for all 6 variety of flavors. It includes sleeves which while opening can be teared into collectibles, which can be used to avail offers.

stickers and share you collection on your inst stories to avail exclusiv

Merchandise

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Merchandises and goodies to be given as a giveaway.









112 $\bigcup -\bigcup X$ WEvent Application Style Guide



Heading 1 Heading 2

Heading 3

Heading 4

Heading 5

Heading 6

Heading 7

Body

Footer

40 px	Open Sa
24 px	Open Sa
20 px	Open Sa
18 px	Open Sa
16 px	Open Sa
16 px	Open Sa
14 px	Open Sa
12 px	Open Sa
10 px	Open Sa

 $\bigcirc \oslash \to \leftarrow \uparrow \downarrow$ $> \langle \lor \times \angle 2$ $\Box \equiv \bigcirc \oplus \bigcirc \checkmark$ •••) & []1 0 \sim

WEvent App

The application helps you find events in your area such as live music, concerts, exhibitions, live poetry, etc as well as connect and socialize with others. The app also helps in earning points and can be redeemed as a discount coupon.

- ans Semibold ans Semibold ans Semibold ans Semibold ans Regular ans Regular
- ans Regular
- ans Regular

Process

Paper Wireframe



8 Q WEvent Ahmedabad 🖌 🛛 All dates 🔻 🖌 All events . A. Open Mic 1 Upcoming events in Ahmedabad Jalsa Wedding Exhibition ¢¢^

Digital Wireframe



Final Frame

Upcoming Events in Ahmedabad

KK Wedding Exhibition \Box

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Paper Wireframe



Digital Wireframe





Final Frame













03 Publication

Manek-Chowk : Foodie's Paradise

Street food of Manek-chowk

Manek-chowk is the second-largest jewelry market in India and you can buy your gold and silver trinkets from here during the day. As night falls, this market turns into a food paradise with stalls selling delicious street food of Gujarat. Some of the food items people relish here are kulfi, bhaji pav, varieties of dosas and sandwiches like pineapple and ghoogra sandwich.









street food of ahmedabad

The street food in Ahmedabad makes it a gastronomic paradise and the local Gujarati Thali is famous among visitors. Also, Gujarati snacks such as Khakhra, Fada, Khaman-Dhokla, Thepla, Gathiya, Patra, Dalvada Undhiyu and Chola Fali, Dabeli, Sev, Farsan are must-try when one visits this beautiful city.

The city is famous for its warm hospitality and friendly people. The people here are fond of eating and one can find numerous road-side food installments here. The most suitable way for them to quench their appetite and satisfy the taste bud is by trying street food that is healthy, tasty and offers a wide array of snacks and dishes.



Gujaratis and food are like a combo which you get to see everywhere.

manekchowk foodle's paradise | 5







One of the different types of dosa is Gotala Dosa. This brilliant dosa is an inspiration of the famous 'Surti Gotala' adapted to a dosa. The plain dosa is made, and the filling is served in the different plate along with the sambhar, coconut chutney and sweet curd. The Ahmedabad's most favourite dosa which has been a hosteller for more than 25 years is **Gwalior Dosa**, which is super buttery.

Other dosa stalls

balan dosa

Owned by Located at Bazar, Manek Chowk, Danapidth, Khadia, Ahmedabad, Gujarat 380001 7:00 pm - 12:00 am





04 Packaging

Upcycled Plastic Bags

Mother Erth

Mother Erth is a Philippine-based firm that trains artisan moms in local communities how to reuse existing waste materials into colorful bags using their traditional hand weaving skills.

A handcrafted and eco-friendly handbag that is small enough to fit under arm yet large enough to hold notebooks, makeup bag, phone, and other everyday essentials.









1







Packaging

This is the box packaging for a handbag which is sold online and shipped through courier. There are three layers to the packaging: primary, secondary, and tertiary.











Prototype





Primary packaging consist of wrapping the bag in newspaper and tying it with a ribbon to make it look presentable. The Philippines newspaper will be used to display the manufacturing date as well as information about the brand's origin.

Secondary Packaging consists of an open box made with seed infused paper, which can be grown into a plant. It will have the company's logo and tagline. It will also have a QR code which can be scanned to know the procedure of how to plant the paper.

Tertiary packaging consists of a cuboidal box separated in two shells. The box has a window which will display the company's logo and tagline. To hang the bags, Each shell can be utilized as a hanger to hang the bags. Shells can also be used as storage containers for everyday stuff. The holders feature a hook on the back so they can be hung on the wall.

3D Render

Thank-You Card







Identity Department of Design, Nirma University

Department of Design, Nirma University (DODNU) was established in the year 2017. The institute is affiliated to Nirma University, one of India's leading universities based in Ahmedabad, Gujarat.

It recogizes the potentail of each student and prepares them to achieve their career, ambitions and life goals. It provides an intellectual platform and opportunities for young aspirants to interact and learn through 'learning to build and building to learn' processes.





Concept

The form primarily depicts the flourishing nature of the young department. The lowercase letter D for design has been formed by basic shapes like squares and circles. It also uses the gestalt law of proximity.

The basic shapes are the fundamental building blocks representing the design education in the department that strengthens your foundation for future opportunities.





Primary Colour Palette

The primary color palette consists the brand colors - teal and black.



Typeface

Avenir

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Minion Variable Concept

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Patterns

The pattern library consists of a repeated use of visual elements. Using the patterns as a prominent part of the communications is one of the most direct ways to ensure that the materials reflect a cohesive brand identity.





Letterhead

DEPARTMENT OF

To Recipient Name Vice President Incorporation

Date

Dear Recipient Name

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Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Regards (Signature)

079 3064 2700

Sarkhej - Gandhinagar Hwy, Gota, Ahmedabad - 382481

sangita.shroff@nirmauni.ac.in

design.nirmauni.ac.in

Visiting Card



Envelope





Collaterals













Collaterals





06 Photography

A day in a life of Jain Saints















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