

Portfolio

Kashmi Shah

Portfolio

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01 Branding

Monkey Fries

Existing Logo



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

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 in Tier 2 cities of India.

New Logo



Version 1



Version 2



Version 3



Type Family

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.



Cheesy



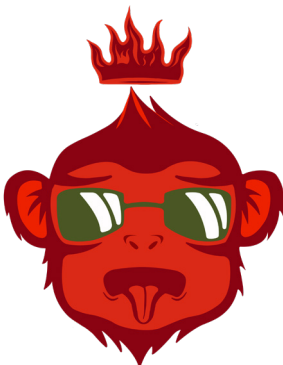
Desi



Mexican



Exotic



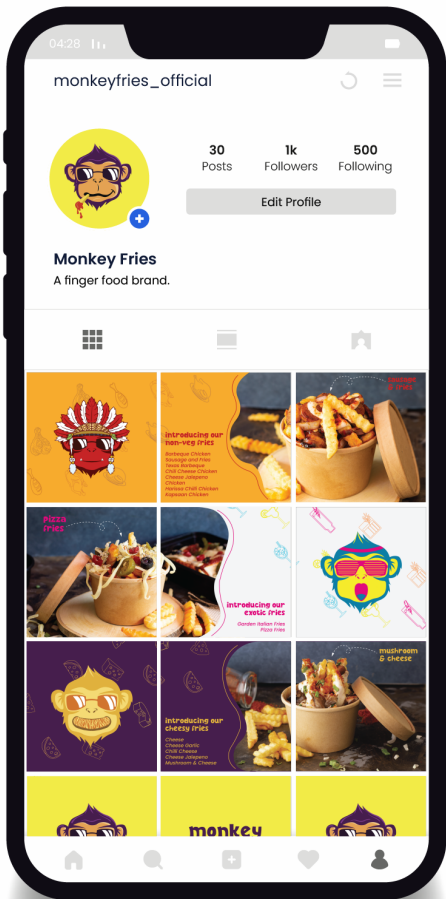
Hot & Spicy



Non-Veg

Social Media Posts

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



Packaging

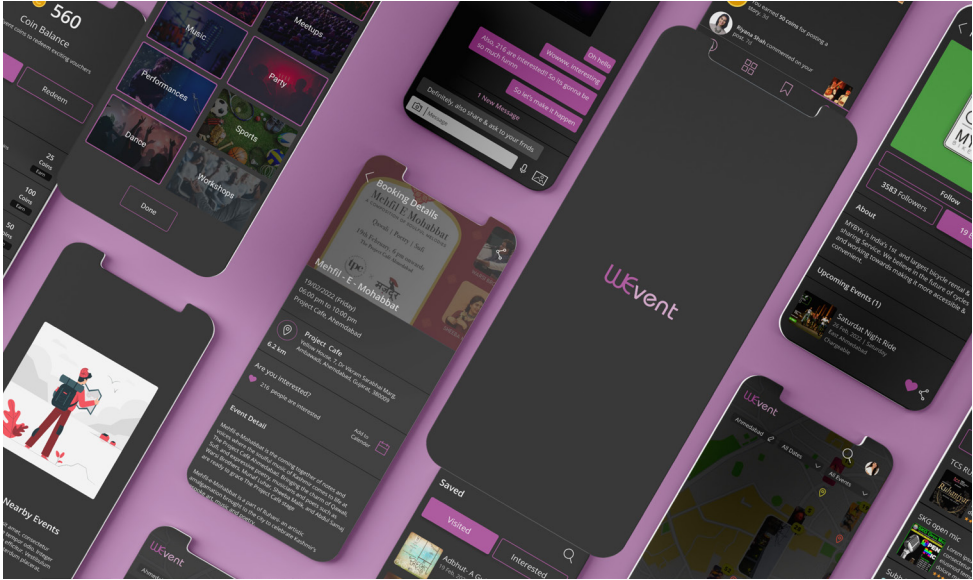
Monkey fries have 6 different packaging for all 6 variety of flavors. It includes sleeves which while opening can be teared into collectibles, which can be used to avail offers.



Merchandise

Merchandises and goodies to be given as a giveaway.





02

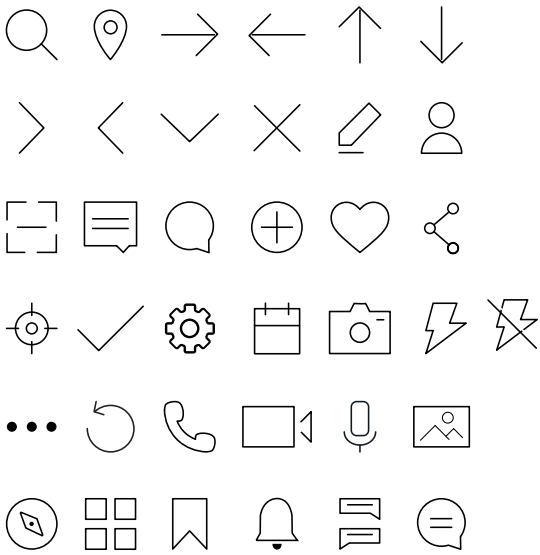
UI-UX

WEEvent Application

Style Guide



Heading 1	40 px	Open Sans Semibold
Heading 2	24 px	Open Sans Semibold
Heading 3	20 px	Open Sans Semibold
Heading 4	18 px	Open Sans Semibold
Heading 5	16 px	Open Sans Semibold
Heading 6	16 px	Open Sans Regular
Heading 7	14 px	Open Sans Regular
Body	12 px	Open Sans Regular
Footer	10 px	Open Sans Regular



WEEvent App

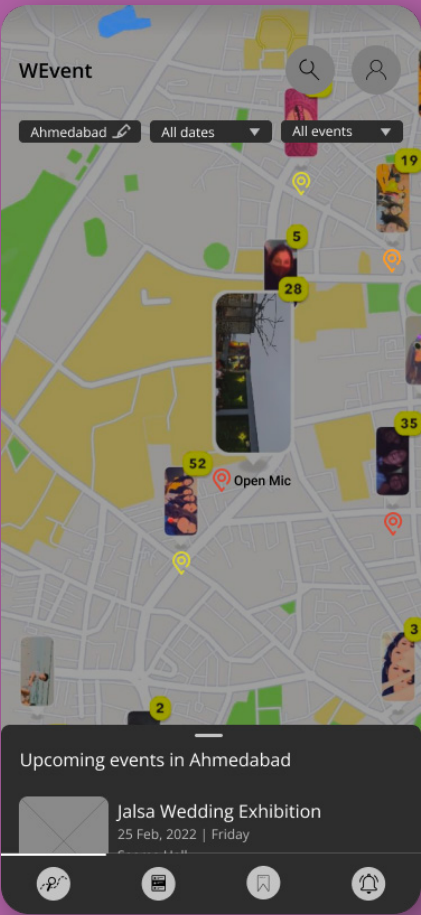
The application helps you find events in your area such as live music, concerts, exhibitions, live poetry, etc as well as connect and socialize with others. The app also helps in earning points and can be redeemed as a discount coupon.

Process

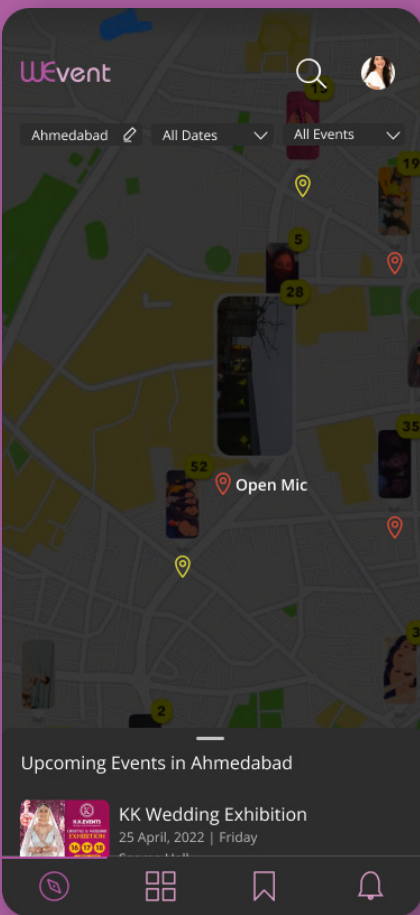
Paper Wireframe



Digital Wireframe



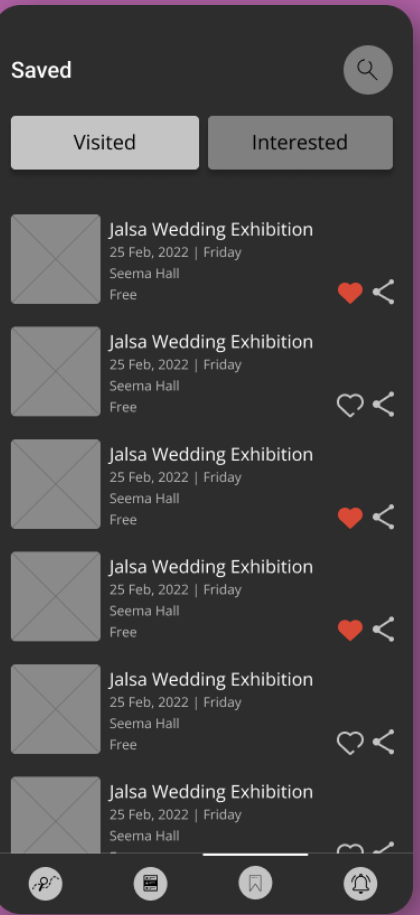
Final Frame



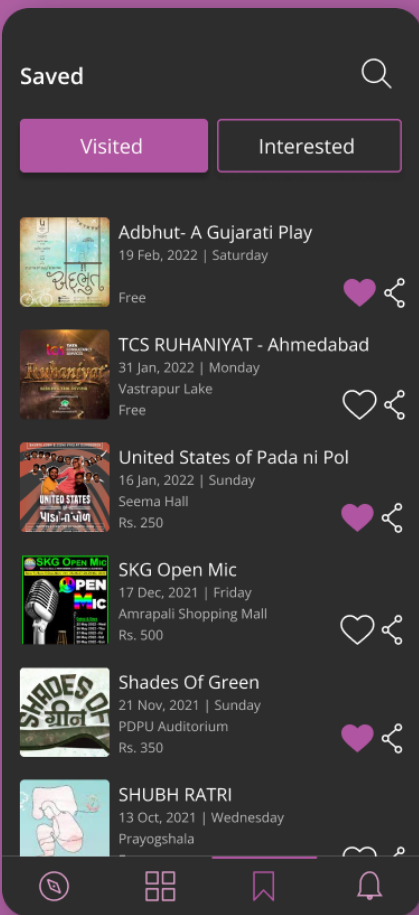
Paper Wireframe

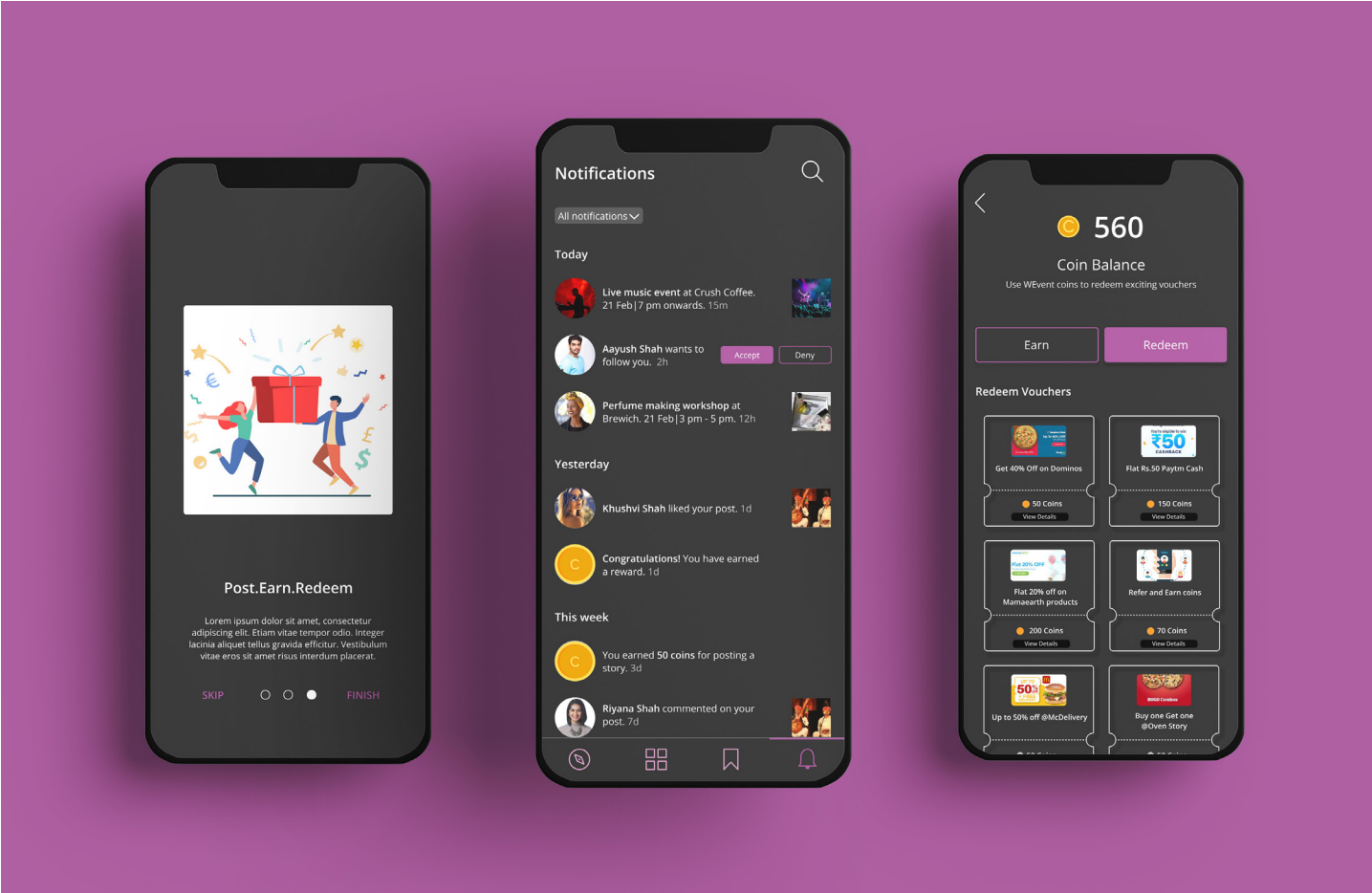
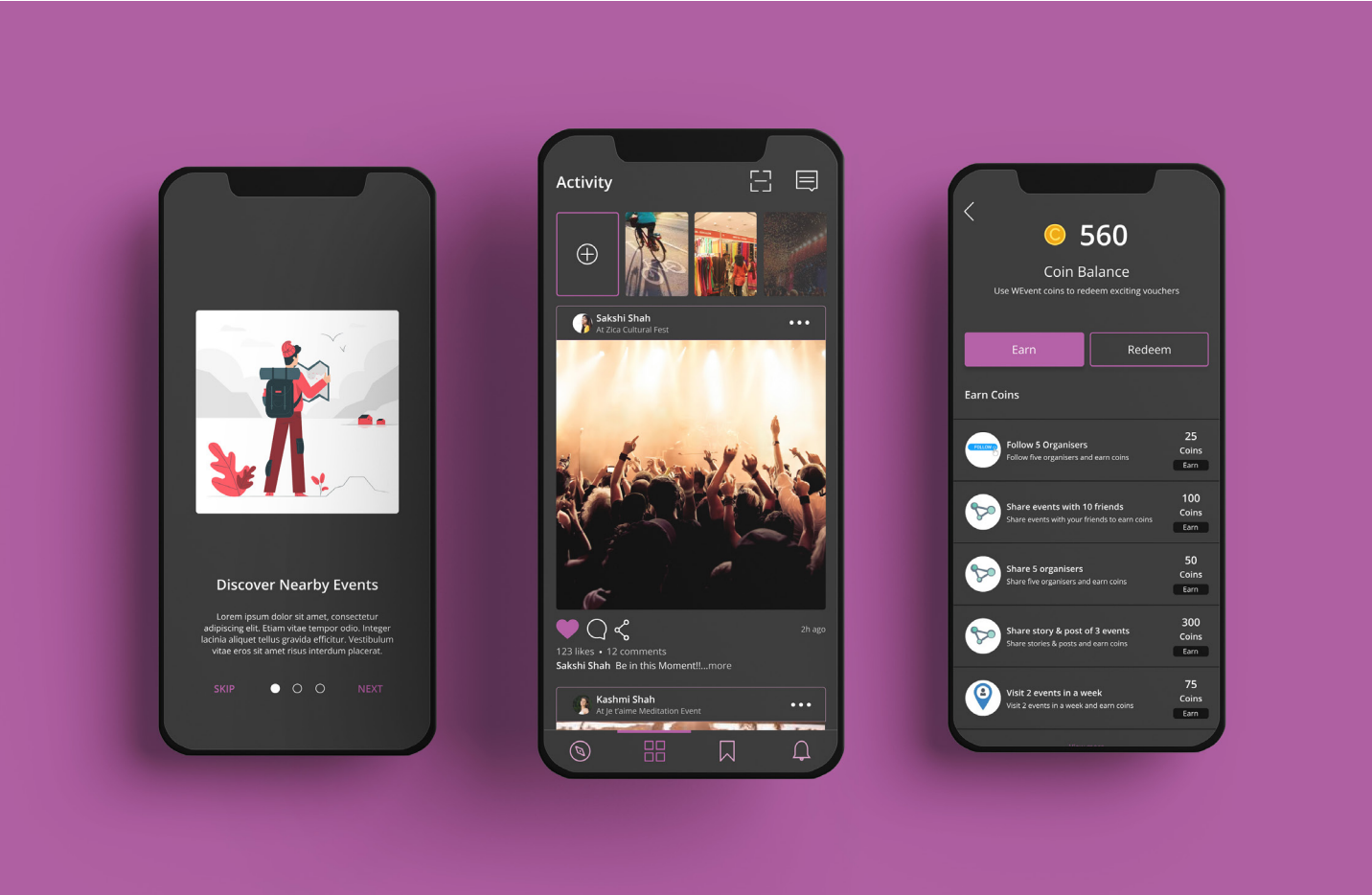
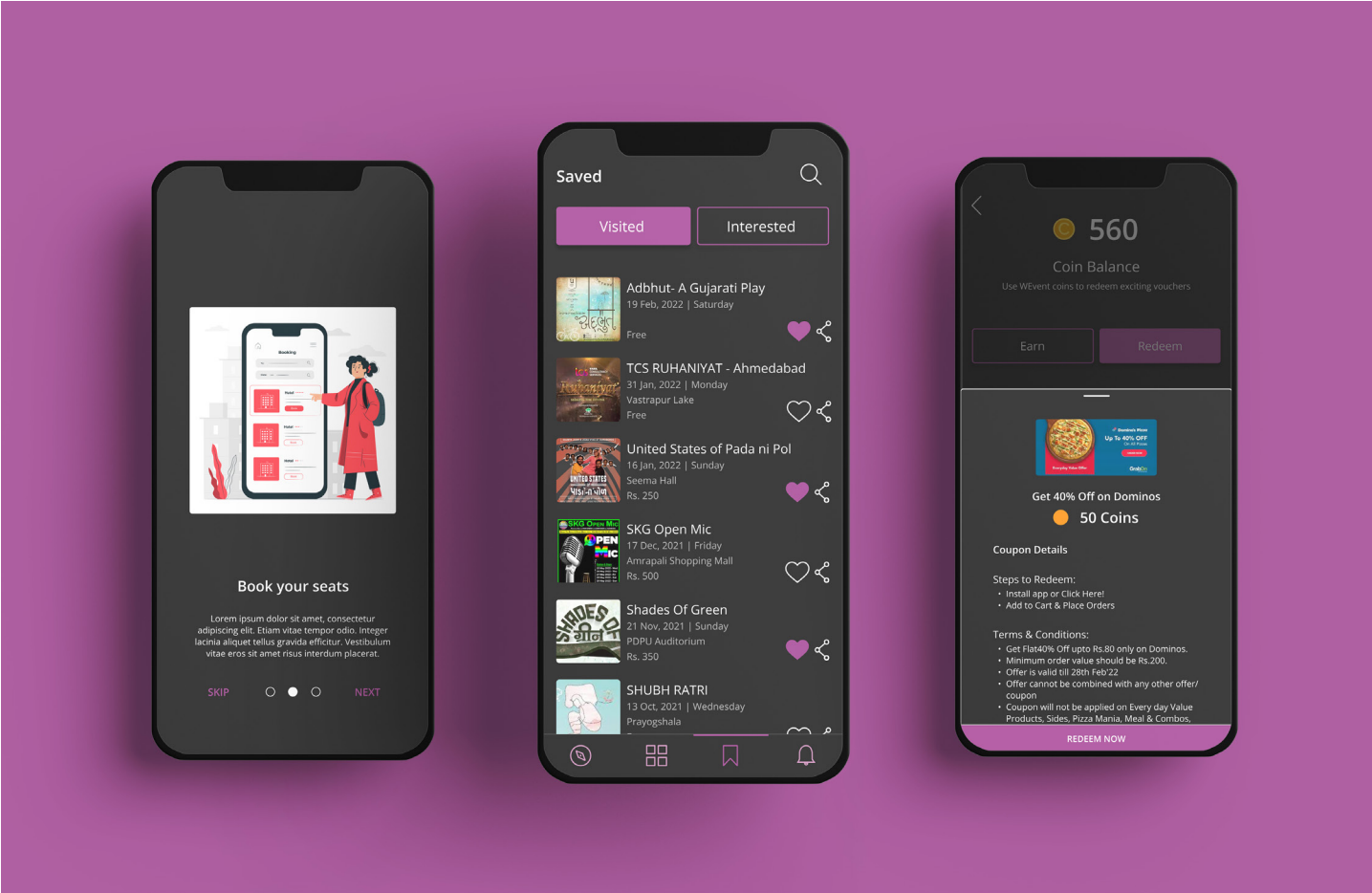
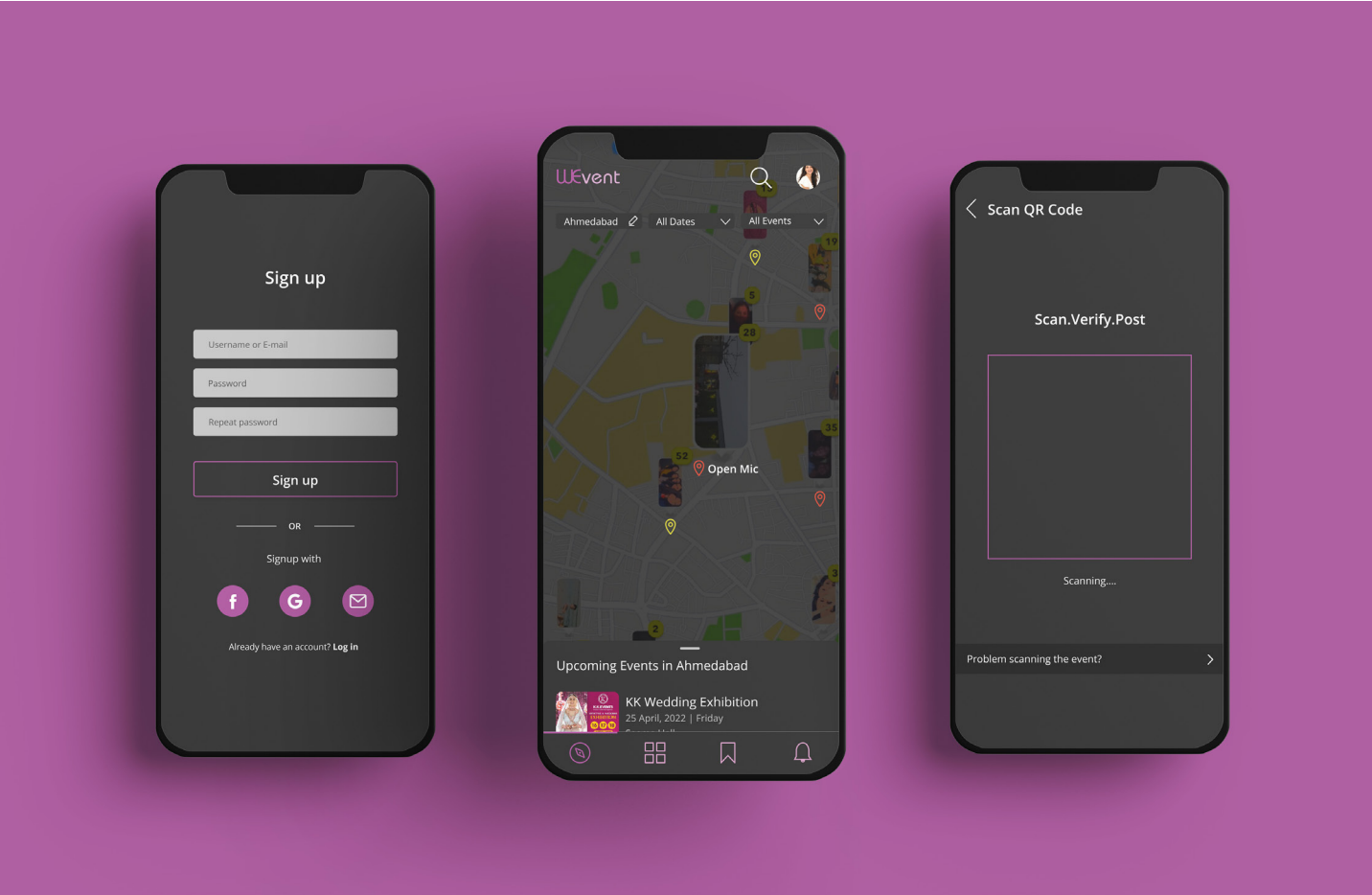


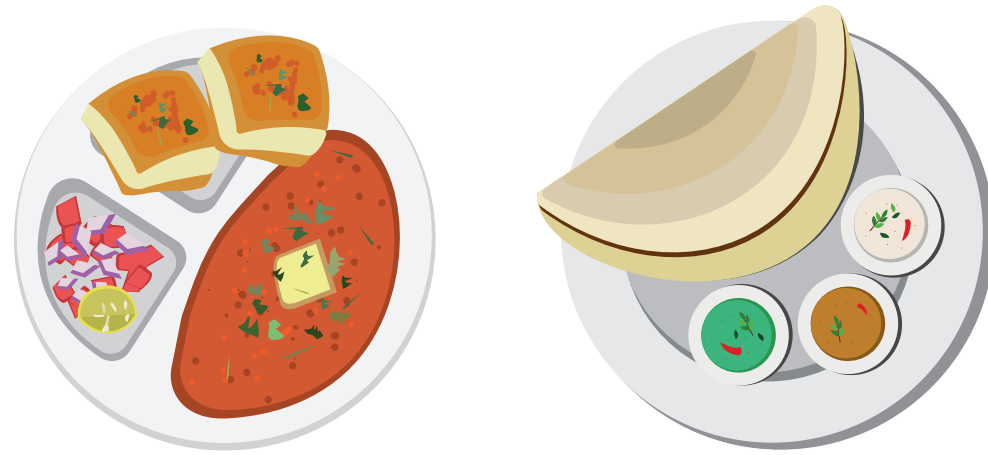
Digital Wireframe



Final Frame





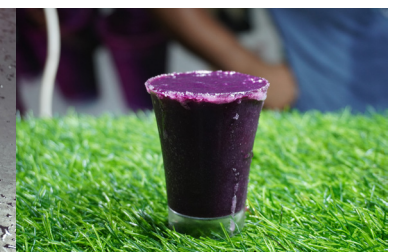


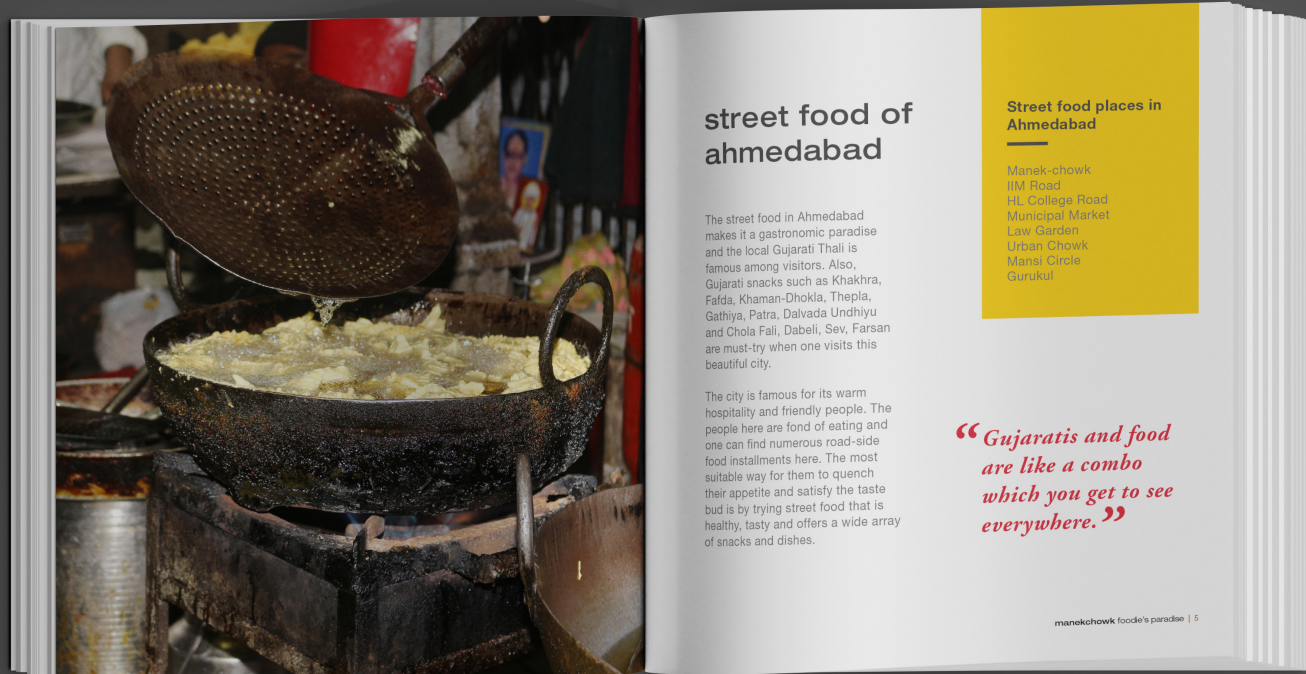
03 Publication

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.







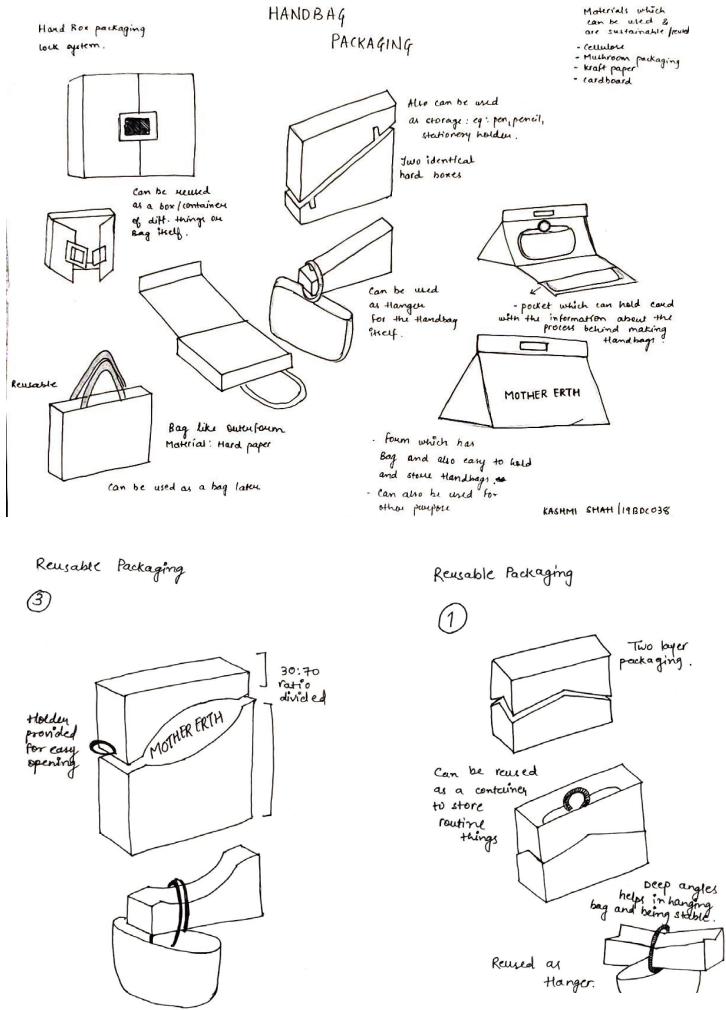
04 Packaging

Upcycled Plastic Bags

Mother Erth

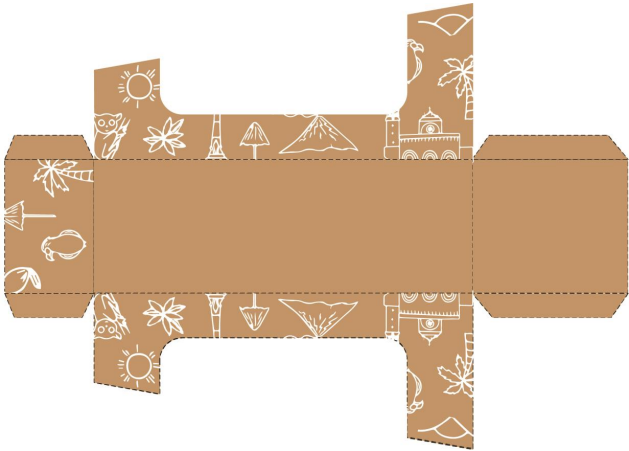
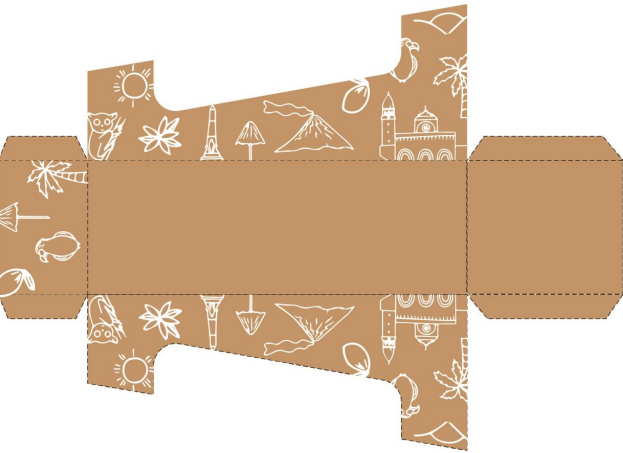
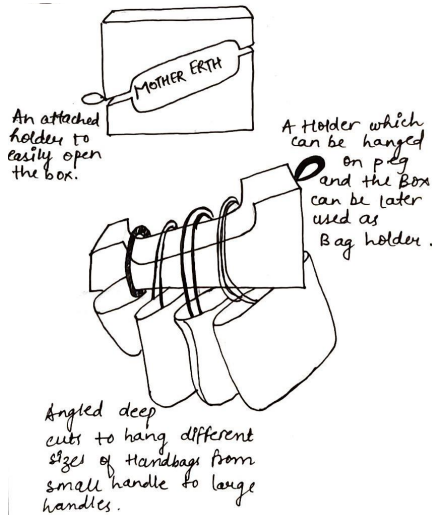
Mother Erth is a Philippine-based firm that trains artisan moms in local communities how to reuse existing waste materials into colorful bags using their traditional hand weaving skills.

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.



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





05 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 recognizes the potential 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.



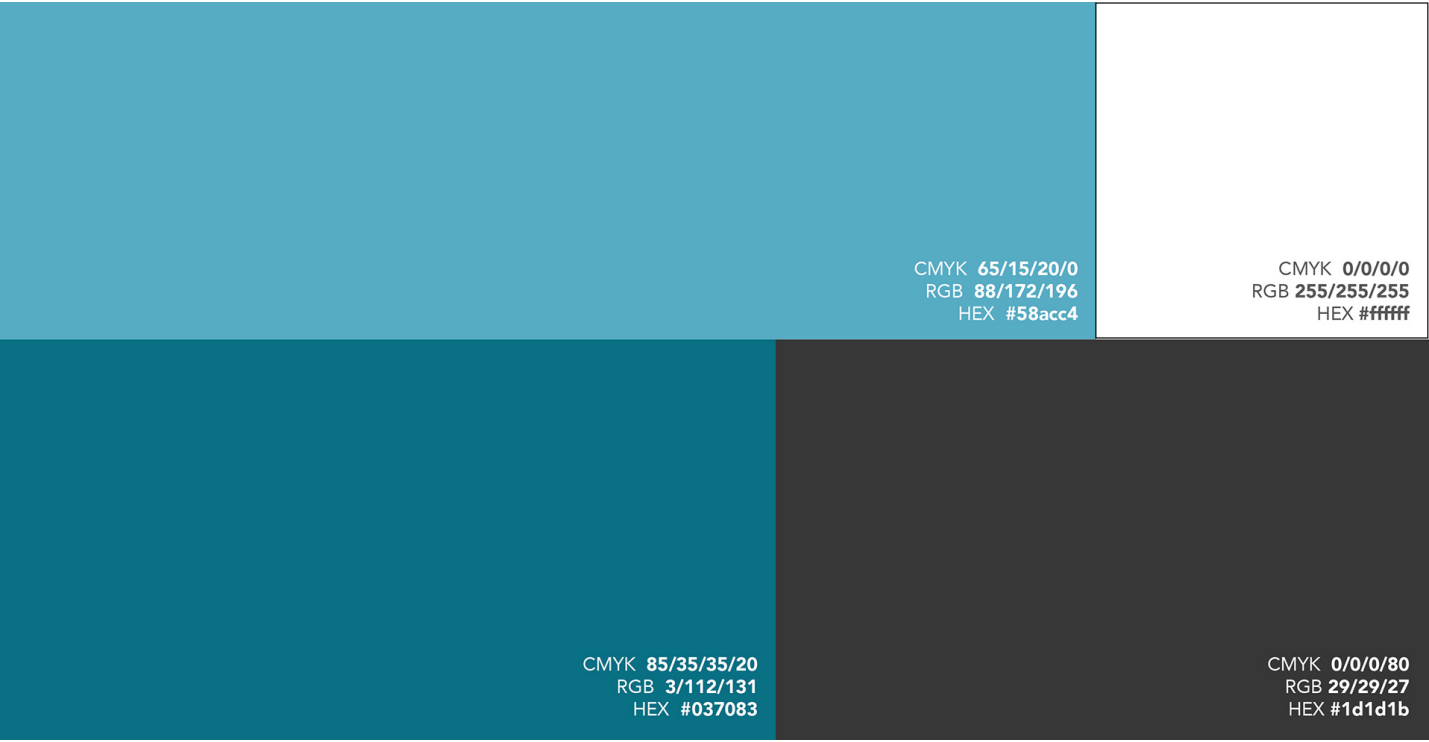
Concept

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

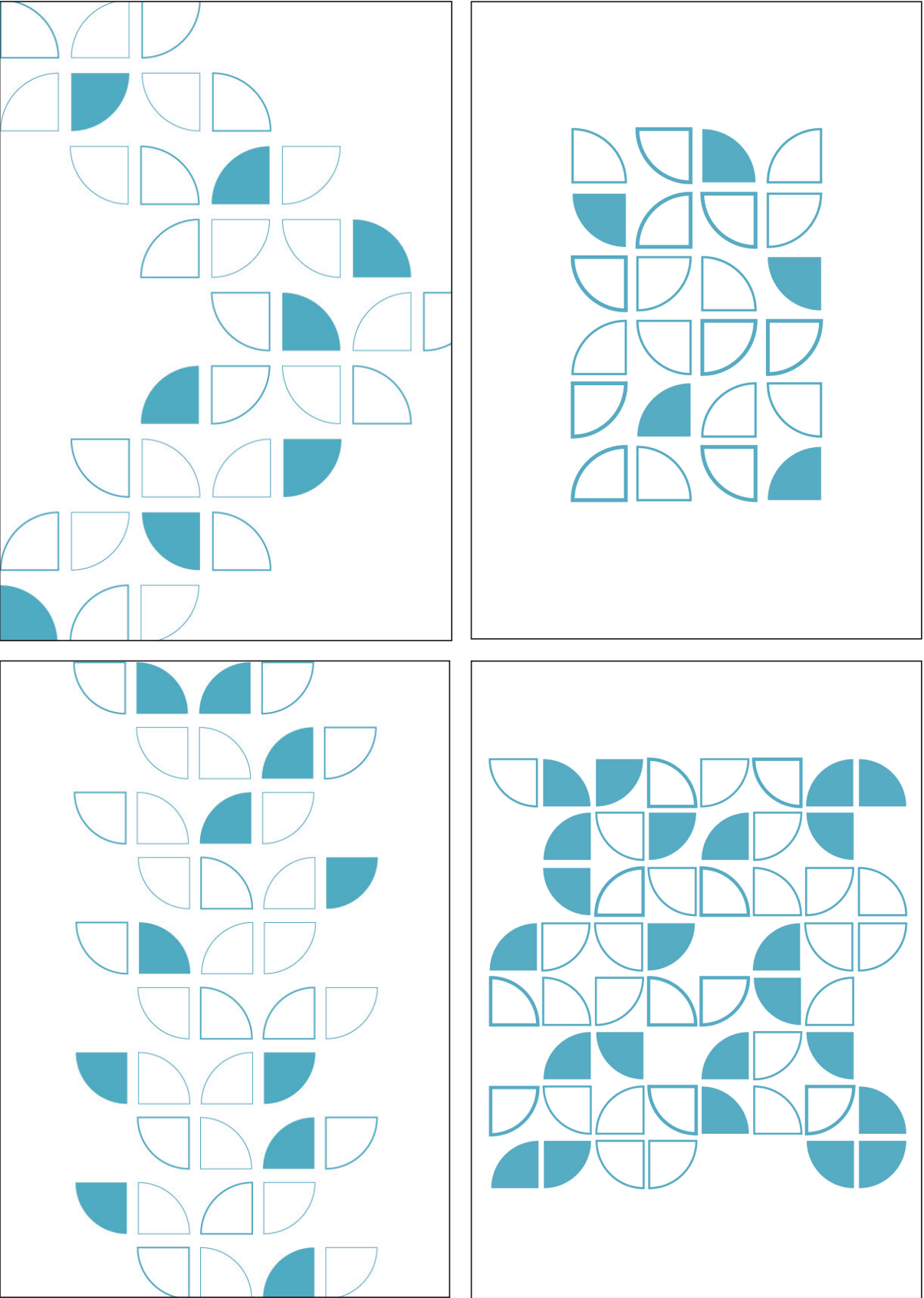
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz 1234567890

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



To
Recipient Name
Vice President
Incorporation

Date

Dear Recipient Name

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

Lorem ipsum dolor sit amet, consectetur 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.

Lorem ipsum dolor sit amet, consectetur 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





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Envelope

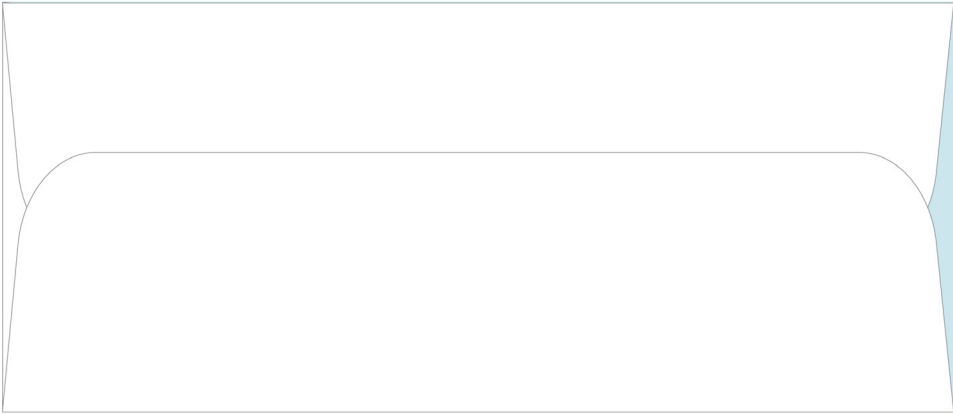


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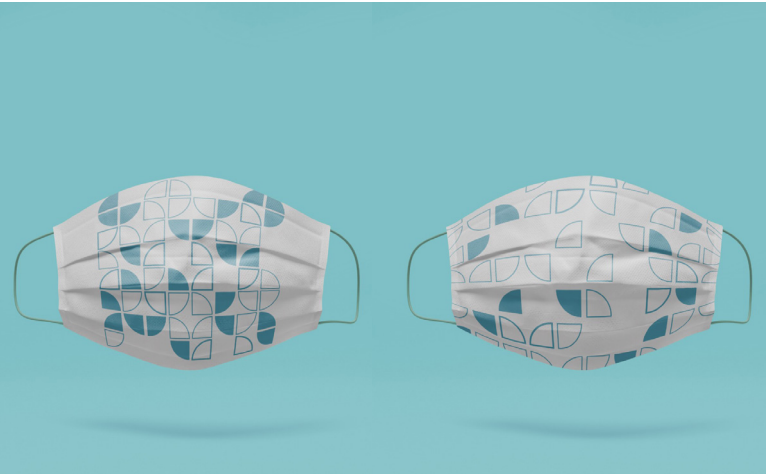
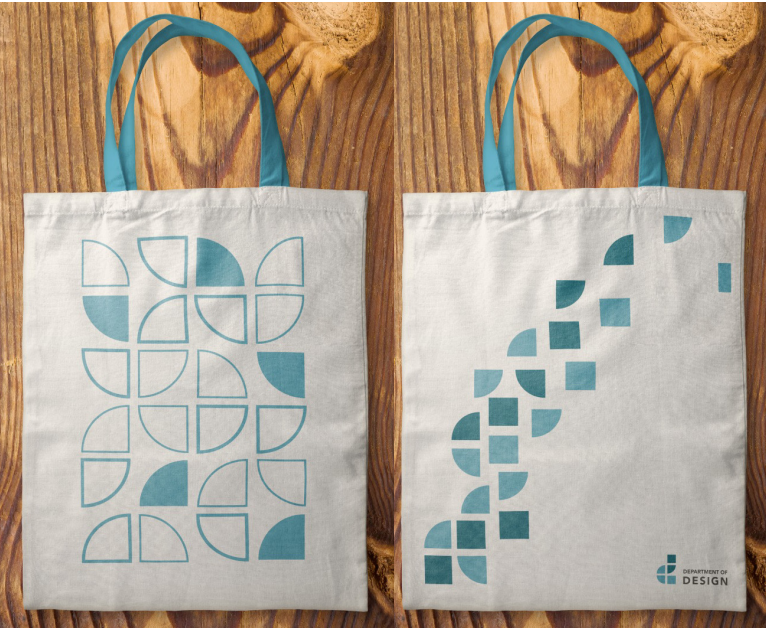
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Collaterals



Collaterals





06

Photography

A day in a life of Jain Saints







