

2022

# PORTFOLIO

Krina Barad  
Communication Design



# CONTENT

1



2



3



# 1. NIUDIES- LOGO & BRAND IDENTITY

## About the brand

Niudies is a solution-oriented brand for women.

Niudies is a lingerie brand that comes with a seamless design, push up, comfortable, medical grade adhesive, 3 different skin tones, washable to upto 40x, silicone bras (push up), seamless bras, silicone underwire bras, matte silicone pasties (breast lifting) and more.

The brand is positioned as a friendly archetype. It's elegant in its appeal yet approachable and very friendly. It's intimate in nature but outgoing and free spirited.

Niudies is your pretty girl next door who is reserved but opens up like a Pandora's box in familiar environments. She is outgoing, experimental, adventurous yet elegant and introverted. She is also smart, clever and funny.

## Brand Persona

Energetic. Bold. Outgoing. Free-Spirited. Cool. Unique. Imaginative.

Kinda like **Samantha Jones** from Sex and the City.

OR

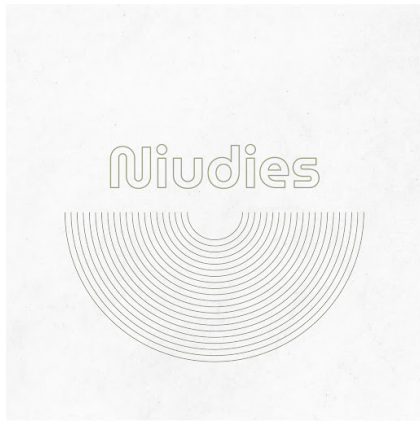
**Moir Rose** from Schitt's Creek.

## Brand Attributes

Fun. Contemporary. Approachable.  
Body Positive | Inclusive



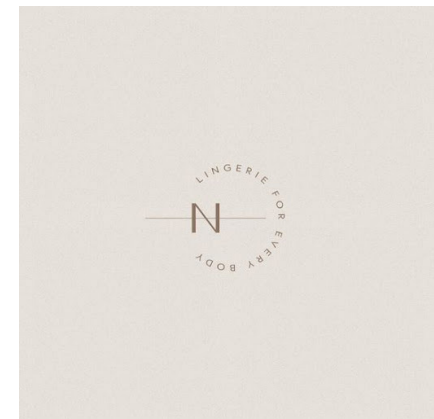
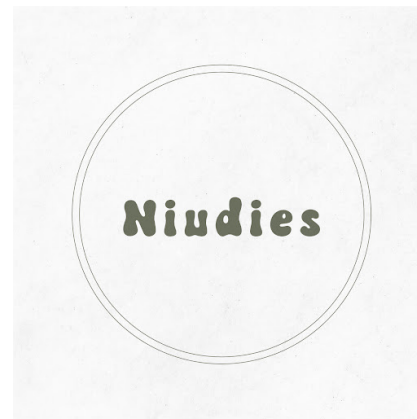
## Logo Explorations



Niudies



Niudies



## Brand Logo



## Typography & Colours

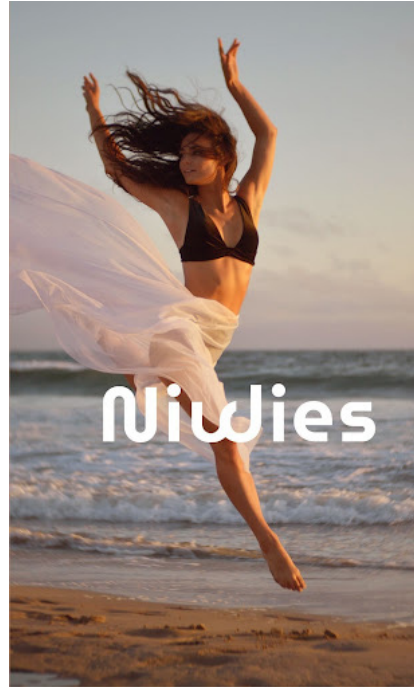
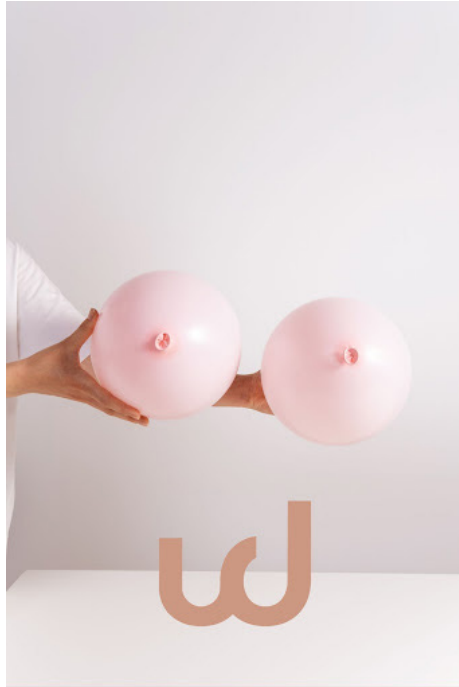
Museo Moderno

Typeface for the logo & other headings

Lemon Milk Pro

Typeface for the body text



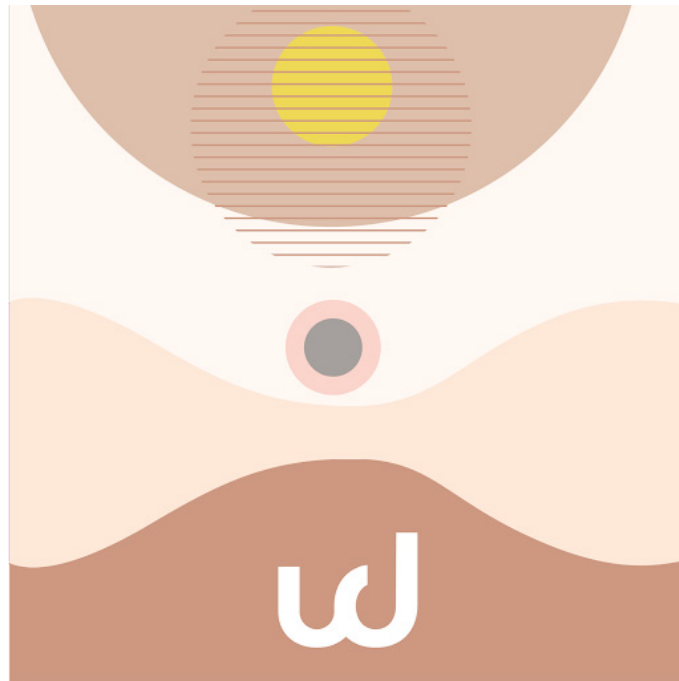
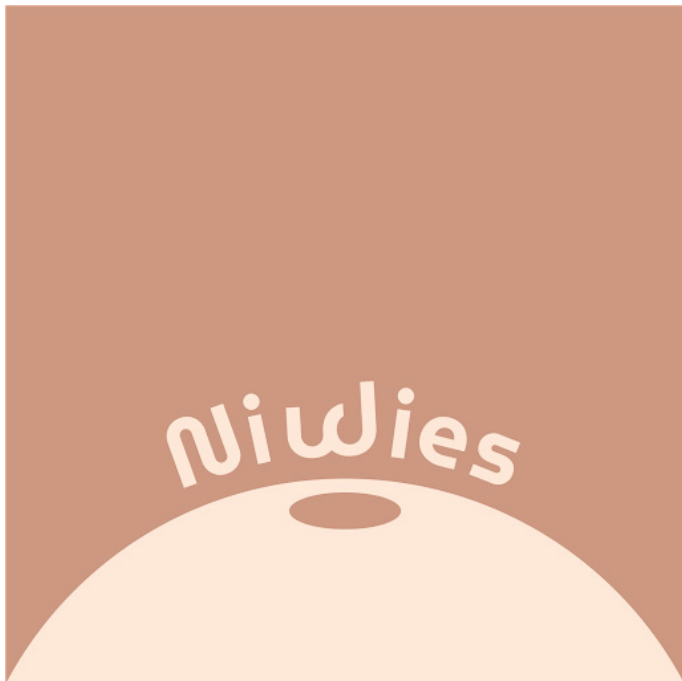


# Bras are like Masks

If the strap is slipped and it is not  
at place, people keep pointing out.

And if you forget to wear one in  
public, people go on staring like  
hell.

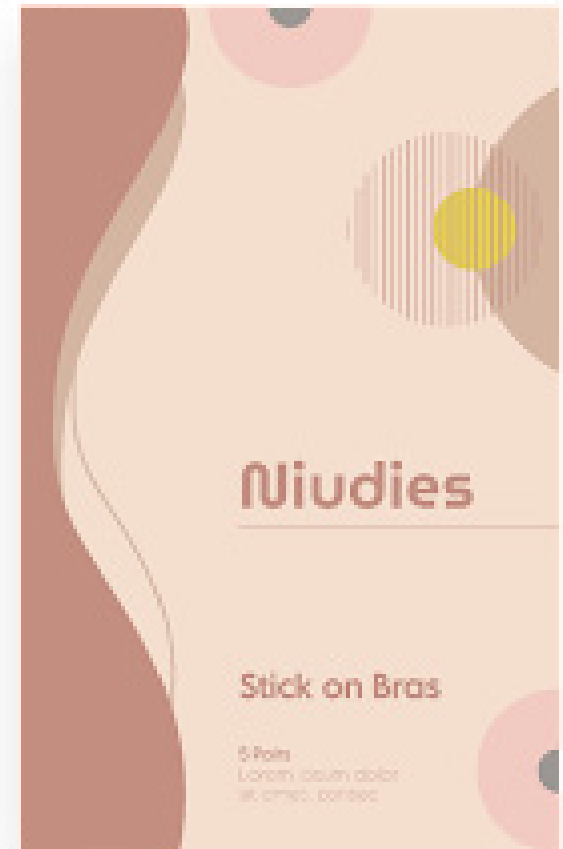
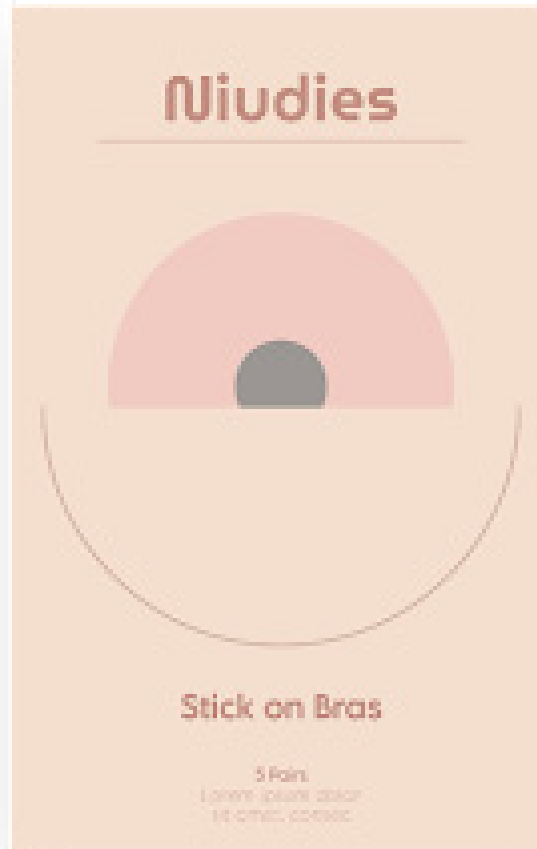
Try  
**Niwies**





## Packaging for Stick Ons

The idea behind Niudies packaging was to use abstract illustrations to highlight the product as well as continue with the nature of logo typeface and induce the same free flowing curvy nature into the packaging.



## 2. CONTACARE BLEPHARITIS- PACKAGING DESIGN

### About the brand

Contacare is manufacturer and marketer for Contact Lenses, Lens Care Products, Spectacle Lenses & other Ophthalmic Products. contacare manufacture and market different Vision Care products for Vision Care of patients.

They have different ranges of products i.e products for all users, products subscribed by doctors only and others. In that series, they are going to launch Blepharitis solution.

### About the Project

Blepharitis is inflammation of the eyelids. They may appear red, swollen, or feel like they are burning or sore. You may have flakes or oily particles (crusts) wrapped at the base of your eyelashes too.

Hence, ContaCare company needed from packaging of their new product to the name of their new product as well.



# Initial explorations for Name

Current

- Blephasol      - BlephEx
- Blephagel      - Blephadean
- Blepharitin      - Blephadea
- Eyelid solution      - Bruder hygienic eyelid solution
- spray solution      - Eyelid & Eyelash cleanser spray

? Diagnosis ?      ? Treat ?

Debleph      D-Bleph

Contacare-Diagnosis

- Treat ?

? get rid of ?

Suffixes = Bleph →

- 1) Bleph/Dynia — pain/swelling
- 2) Bleph/ia — condition ✓
- 3) Bleph/iasis/Blephism
- 4) Bleph/ites — inflammation
- 5) Bleph/osis — condition/usually abnormal
- 6) Bleph/edema — swelling of the eyelid
- 7) Bleph/oidein — to become swollen
- 8) Bleph/oidema — greek word for swelling
- 9) Bleph/soloid — solution (m)
- 10) Contacoid } swelling  
    Contacoid }
- 11) Bleph/pexy — fixation ✓
- 12) Care/oiden — swelling  
    Care-oiden ↑↑  
    Care-swelling

1) Colloid — Blephoid

2) BlephaCure — cure

3) BlephaCare — care

4) Blephatreat

5) Blephaheal

6) Blephaid ✓

/Suffix

Meaning of the suffix

Bleph/Dynia- Pain/swelling

**Bleph/ia-** Condition

Blephiasis

Blephism

Bleph/ites- Inflammation

Bleph/osis- Condition/usually abnormal

Bleph/edema- Swelling of the eyelid

Bleph/oidein- to become swollen

Bleph/oidema- greek word for swelling

Blepha/soloid- Solution

**Blepha/pexy-** medical term for fixation

Bleph/oid- Colloid

BlephaCure

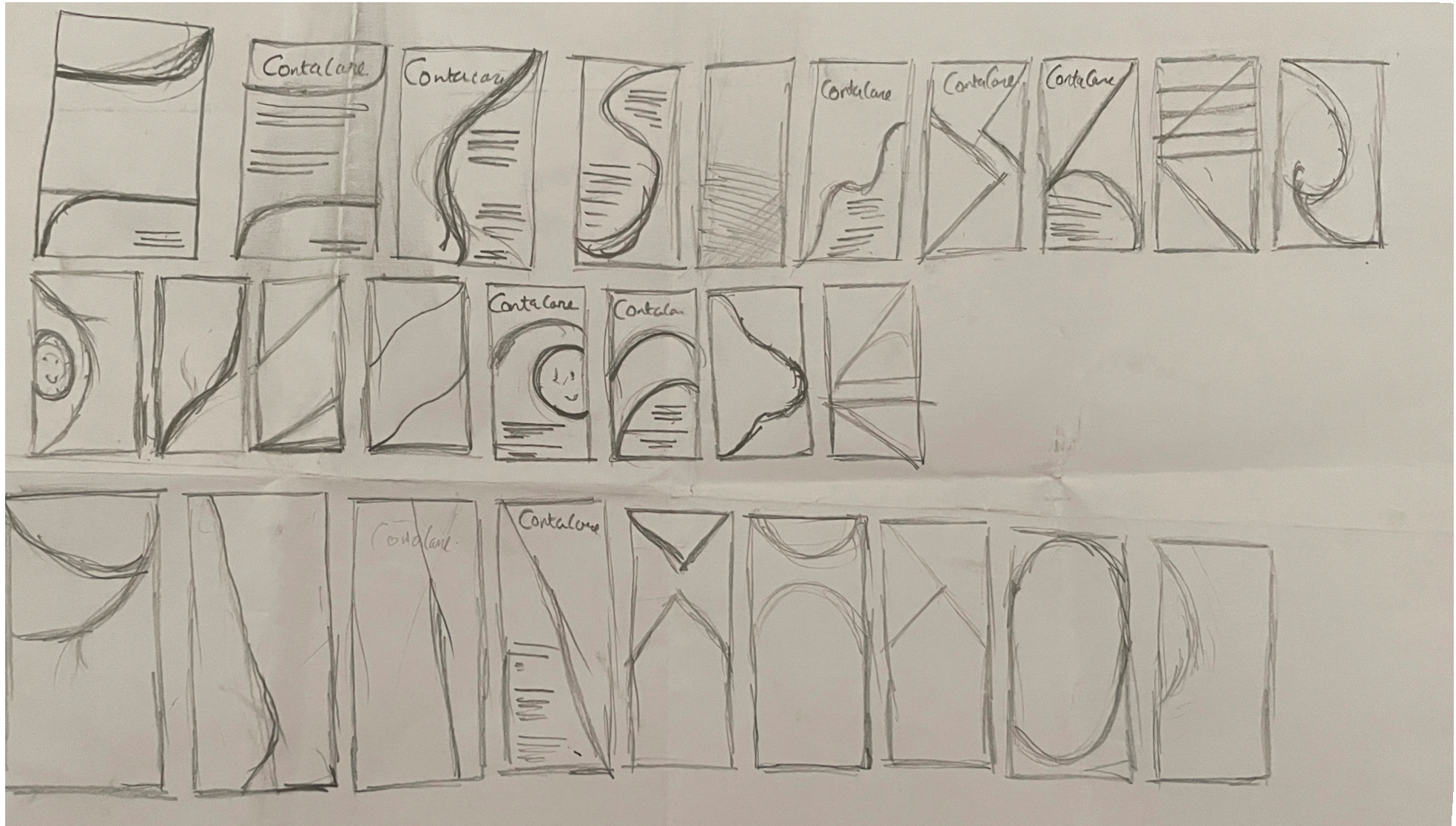
BlephaCare

Blephatreat

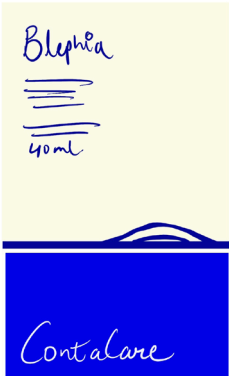
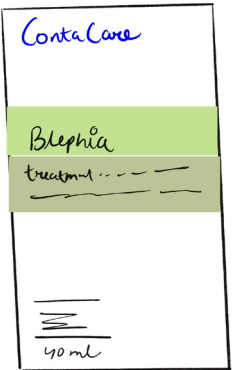
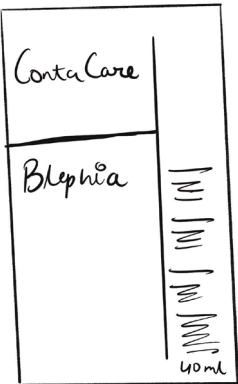
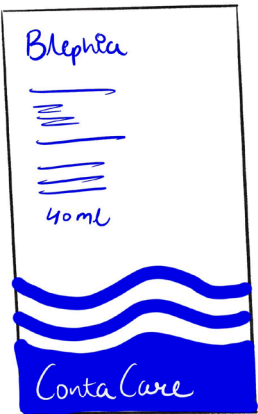
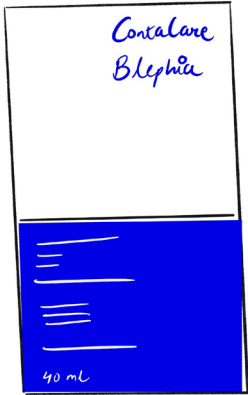
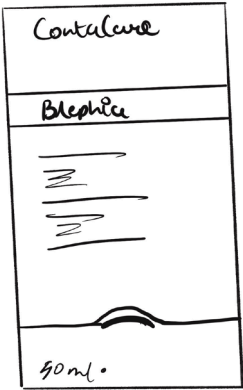
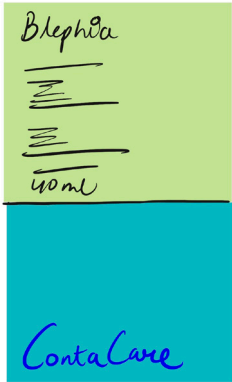
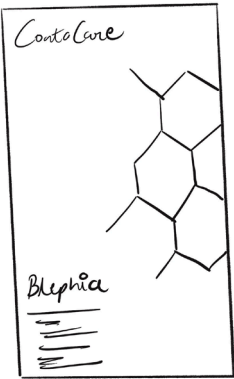
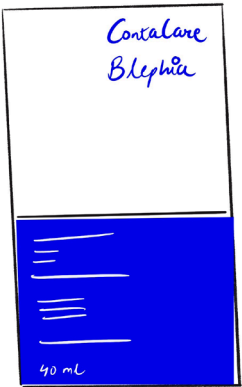
Blephaheal

**Blephaid**

## Initial Sketch explorations



Initial Sketch explorations





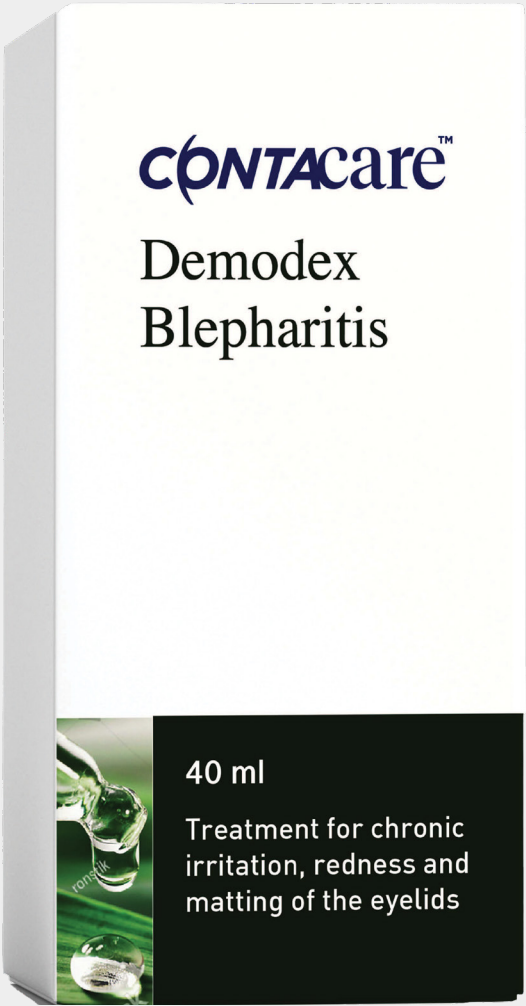
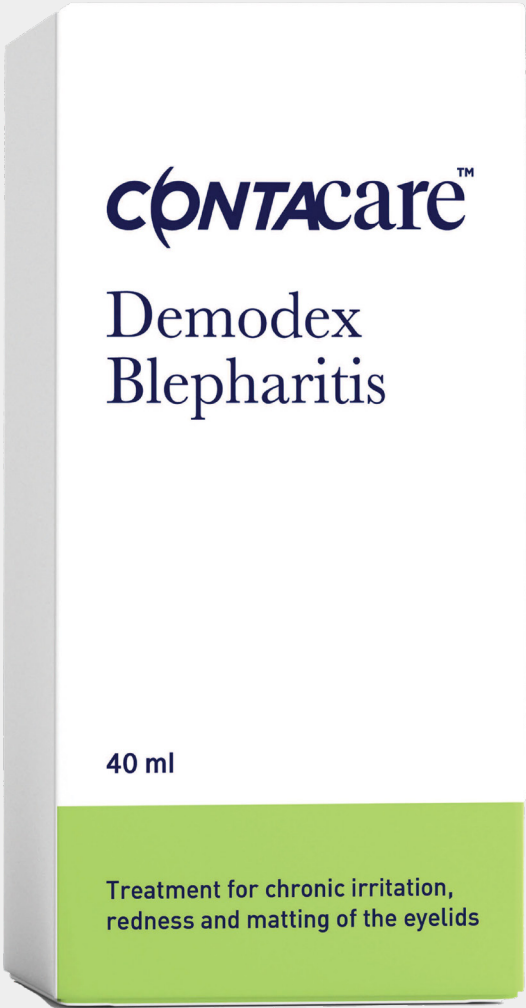
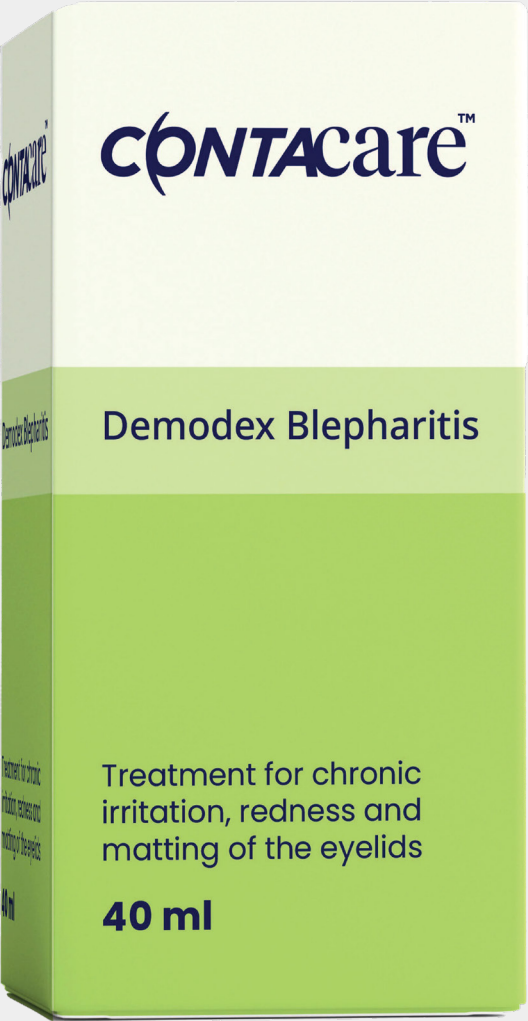
# Digital explorations



Digital explorations

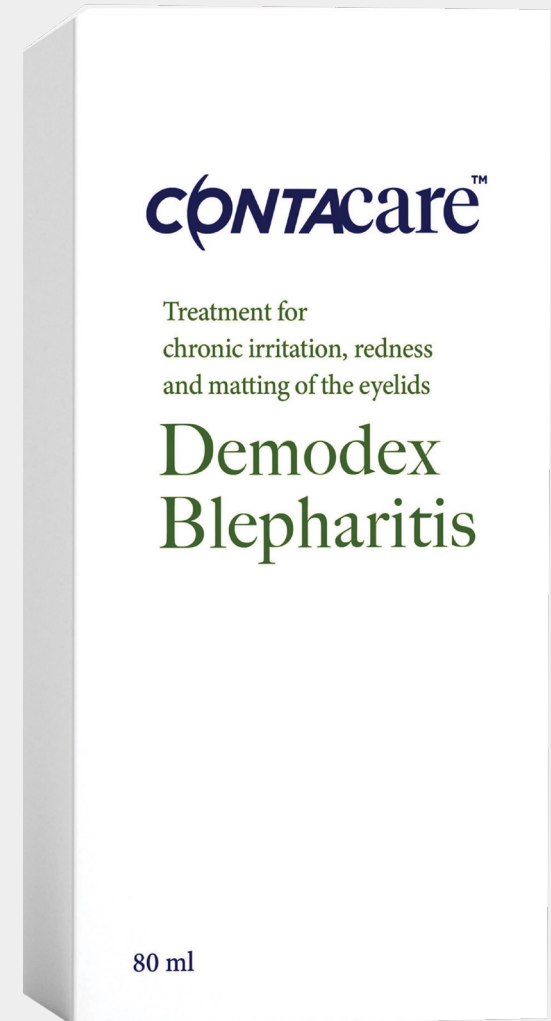
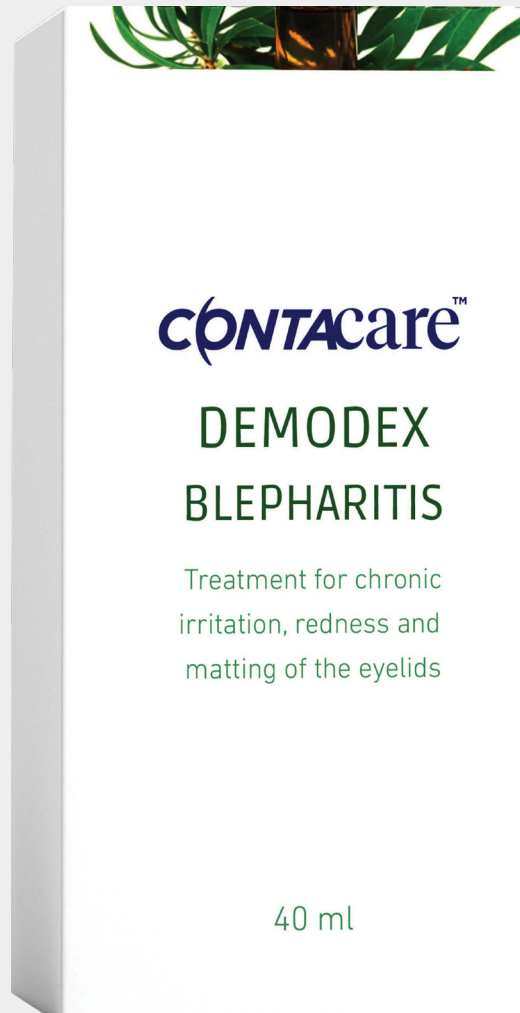
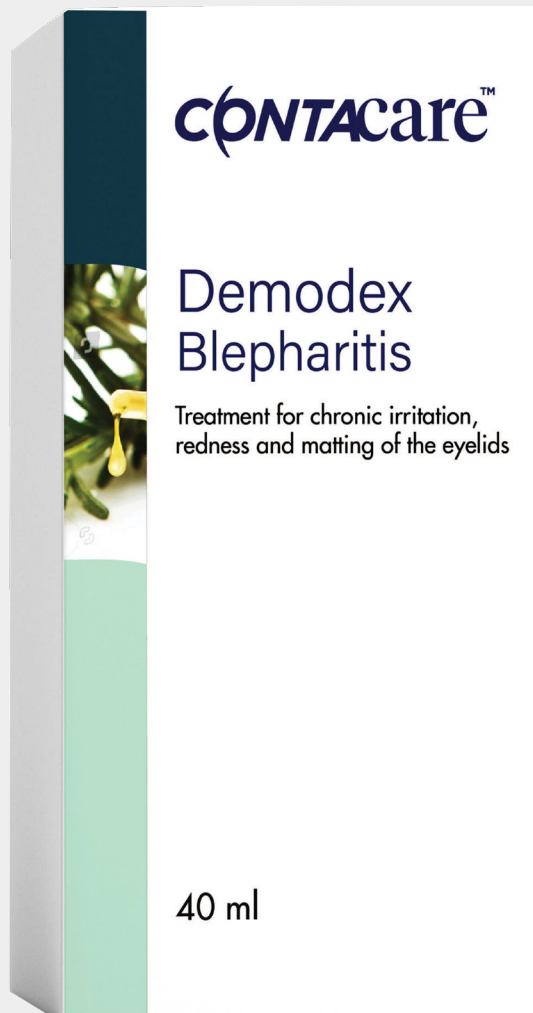


Shortlisted Explorations



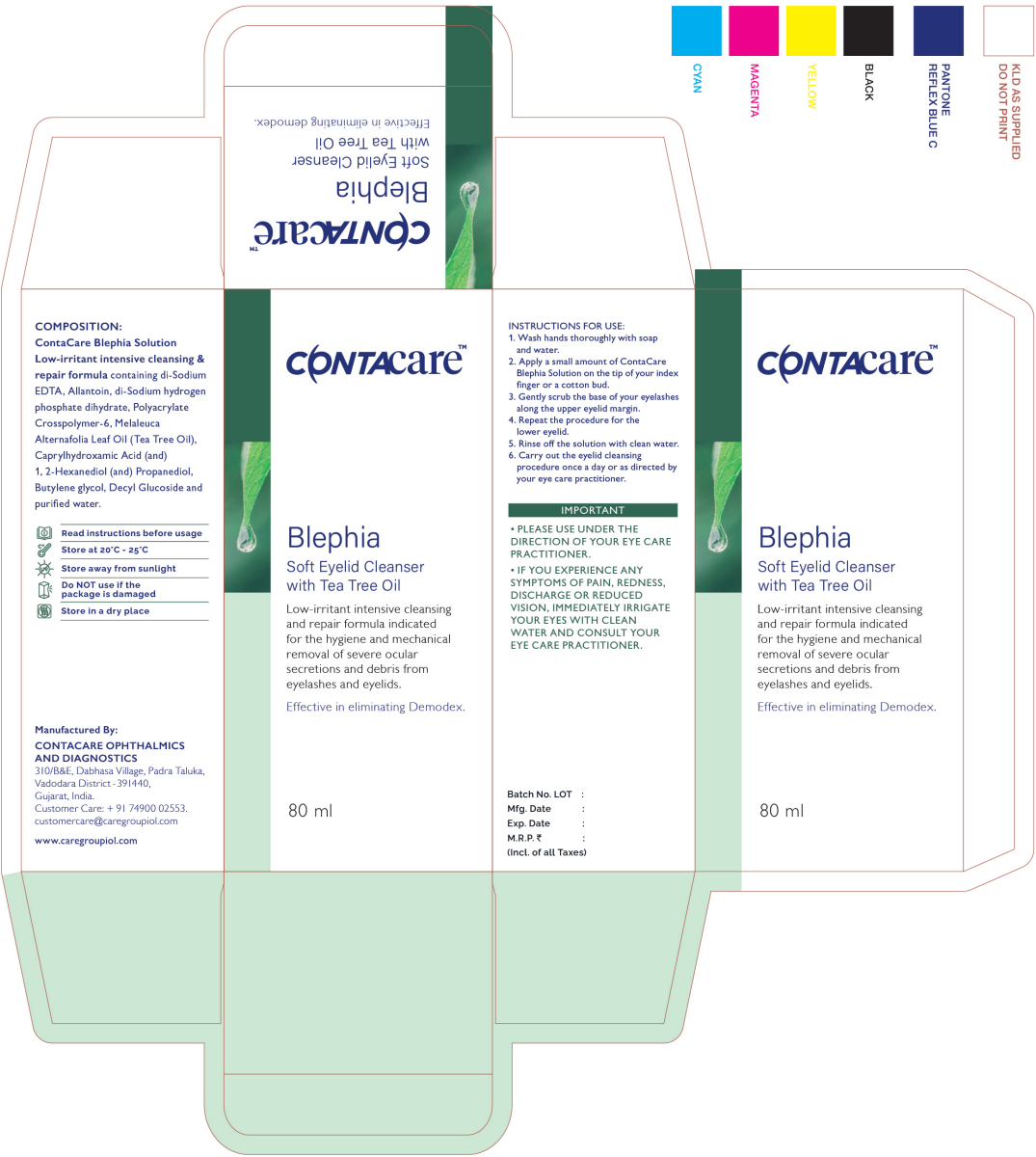


## Shortlisted Explorations



Final Packaging

ContaCare Blephia TTO 80ml: Outer Carton  
KLD as received.



OFFSET, FIVE COLOUR PRINT (CMYK + Special Pantone Blue)

# Final Packaging

## ContaCare Blephia TTO 80ml: **Onbody Label** KLD as received.

### COMPOSITION:

**ContaCare Blephia Solution Low-irritant intensive cleansing & repair formula** containing di-Sodium EDTA, Allantoin, di-Sodium hydrogen phosphate dihydrate, Polyacrylate Crosspolymer-6, Melaleuca Alternafolia Leaf Oil (Tea Tree Oil), Caprylhydroxamic Acid (and) 1, 2-Hexanediol (and) Propanediol, Butylene glycol, Decyl Glucoside and purified water.



**Read instructions before usage**



**Store at 20°C - 25°C**



**Store away from sunlight**



**Do NOT use if the package is damaged**



**Store in a dry place**

### Manufactured By:

#### CONTACARE OPHTHALMICS AND DIAGNOSTICS

310/B&E, Dabhasa Village, Padra Taluka,  
Vadodara District - 391440, Gujarat, India.  
Customer Care: + 91 74900 02553.  
customercare@caregroupiol.com

[www.caregroupiol.com](http://www.caregroupiol.com)

# CONTACARE™

## Blephia

Soft Eyelid Cleanser  
with Tea Tree Oil

Low-irritant intensive cleansing and repair formula indicated for the hygiene and mechanical removal of severe ocular secretions and debris from eyelashes and eyelids.

Effective in eliminating Demodex.

80 ml

### INSTRUCTIONS FOR USE:

1. Wash hands thoroughly with soap and water.
2. Apply a small amount of ContaCare Blephia Solution on the tip of your index finger or a cotton bud.
3. Gently scrub the base of your eyelashes along the upper eyelid margin.
4. Repeat the procedure for the lower eyelid.
5. Rinse off the solution with clean water.
6. Carry out the eyelid cleansing procedure once a day or as directed by your eye care practitioner.

### IMPORTANT

- PLEASE USE UNDER THE DIRECTION OF YOUR EYE CARE PRACTITIONER.
- IF YOU EXPERIENCE ANY SYMPTOMS OF PAIN, REDNESS, DISCHARGE OR REDUCED VISION, IMMEDIATELY IRRIGATE YOUR EYES WITH CLEAN WATER AND CONSULT YOUR EYE CARE PRACTITIONER.

Batch No. LOT :  
Mfg. Date :  
Exp. Date :  
M.R.P. ₹ :  
(Incl. of all Taxes)

KLD AS SUPPLIED  
DO NOT PRINT

PANTONE  
REFLEX BLUE C

BLACK

YELLOW

MAGENTA

CYAN

OFFSET, FIVE COLOUR PRINT (CMYK + Special Pantone Blue)



**CONTACare™**



## Blephia

Eyelid Cleanser  
with Tea Tree Oil

Low-irritant intensive cleansing  
and repair formula indicated for  
the hygiene and mechanical removal  
of severe ocular secretions and  
debris from eyelashes and eyelids.

Effective in eliminating Demodex.

80 ml



CONTACare™  
Blephia

CONTACare™

Blephia

Eyelid Cleansing Wipes with Tea Tree Oil

Low-irritant intensive cleansing and repair formula indicated for the hygiene and mechanical removal of severe ocular secretions and debris from eyelashes and eyelids.

Effective in eliminating Demodex.

20 sterile ready-to-use wipes



CONTACare™

CONTACare™

CONTACare™

Blephia

Eyelid Wipes with Tea Tree Oil

Sterile, preservative-free eyelid cleansing pads. For daily hygiene of eyelids and eyelashes and to keep eyelids clean before and after ophthalmic procedures.

Blephia

Eyelid Wipes with Tea Tree Oil

Sterile, preservative-free eyelid cleansing pads. For daily hygiene of eyelids and eyelashes and to keep eyelids clean before and after ophthalmic procedures.

# 3. TAUT AESTHETIC CLINIC- LOGO IDENTITY & BRANDING

## About the brand

taut

*/tɑ:t/*

stretched tightly; tight

Taut aesthetic clinic is an aesthetic clinic concerned with face treatments and laser hair removal based in Rajkot, Gujarat. Taut means stretched tightly and that's what I've tried to induce in their overall brand identity & logo.



# Logo Explorations



## Logo Explorations

Taut literally means stretched and hence I somehow wanted to induce the same in the logo. Therefore, all the logo explorations have been done in such a way where the logo is made to look stretched or some letter.



TAUT  
aesthetics  
Skin. Beauty. You



TAUT  
Aesthetics  
Skin. Beauty. You



TAUT  
Aesthetics  
Skin. Beauty. You



TAUT  
Aesthetics  
Skin. Beauty. You

Final Logo

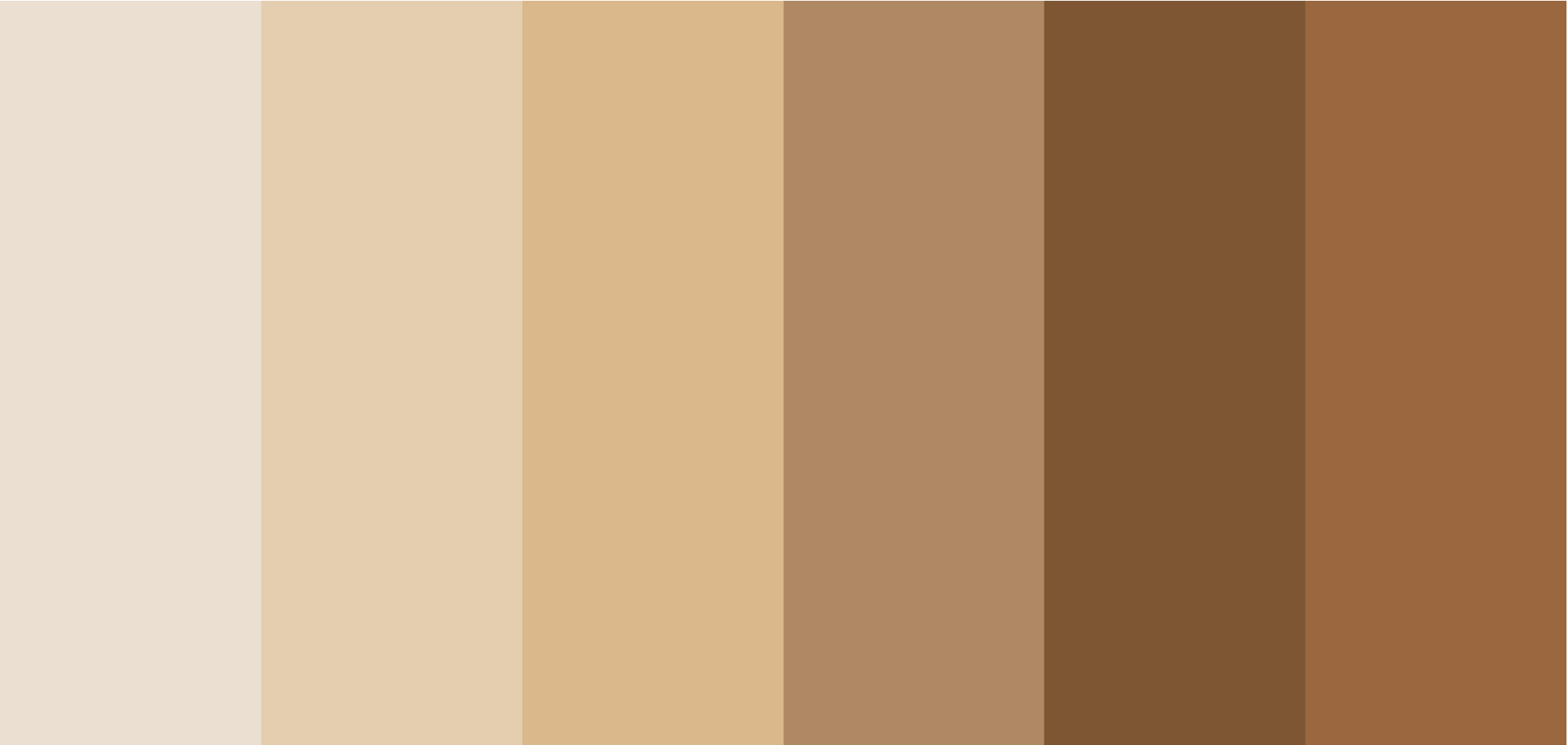
TAUT  
aesthetics  
Skin. Beauty. You

TAUT  
aesthetics  
Skin. Beauty. You

TAUT  
aesthetics  
Skin. Beauty. You

TAUT  
aesthetics  
Skin. Beauty. You

Brand Colours



EDE0D4

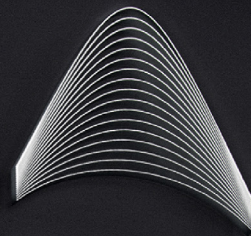
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DDB892

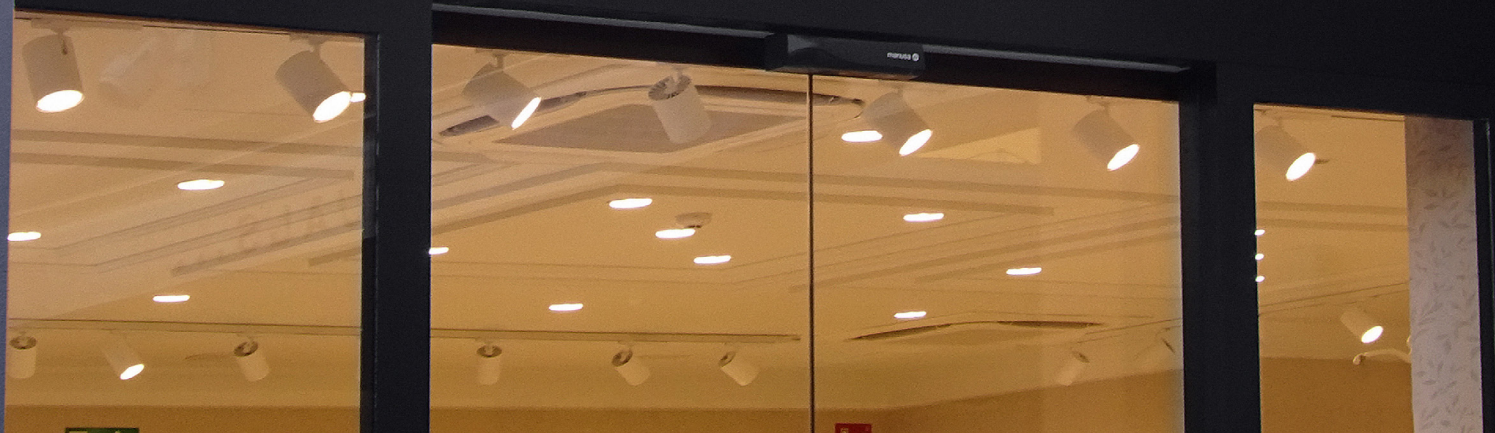
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7F5539

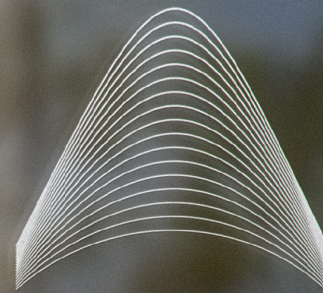
9C6644



TAUT  
Aesthetics







TAUT  
Aesthetics



Brand Collaterals





Senior Executive  
Address goes here.  
Street, City, Country  
contact@yourmail.com  
000-987-654-321

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed euismod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, qui in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam; eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur ut odit aut fugit, sed quia voluptas est ipsum dolorem, laudantium ratione voluptatem sequi nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor voluptatem quia voluptas, qui dolorem ipsum quia dolor voluptatem quia voluptas.

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*Name/surname*  
**NITYA UMAT**  
General Manager

**Krina Barad**  
Senior Executive  
Address goes here.  
Street, City, Country  
contact@yourmail.com  
000-987-654-321

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed et eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beatae vitae dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur odit et fugit, sed quia molestias eaque etiam nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut voluptatem quia voluptas sit aspernatur odit et fugit, sed quia molestias eaque etiam nesciunt. Neque porro quisquam est, qui dolorem ipsum quia dolor sit amet, consectetur adipiscing elit, sed qui ut voluptatem quia voluptas sit aspernatur odit et fugit, sed quia molestias eaque etiam nesciunt.

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum. Sed ut perspiciatis unde omnis iste natus error sit voluptatem accusantium doloremque laudantium, totam rem aperiam, eaque ipsa quae ab illo inventore veritatis et quasi architecto beate vite dicta sunt explicabo. Nemo enim ipsam voluptatem quia voluptas sit aspernatur aut odit aut

*Namesurname*  
**NITYA UMAT**  
General Manager

Krina Barz  
Senior Executive [krinaterad@gmail.com](mailto:krinaterad@gmail.com)

0100320641257

Safal parivash, Prithadar

**W** **Arbeitsblätter**



# 4. GITS COMPANY STORE BRANDING

## About the brand

Over the years, Gits has developed a large number of products within its portfolio including Instant Mixes (Ready-to-Cook), Ready Meals (Ready-to-Eat), and Dairy products. Gits is widely distributed across India & exports to over 40 countries across the globe.

## About the Project

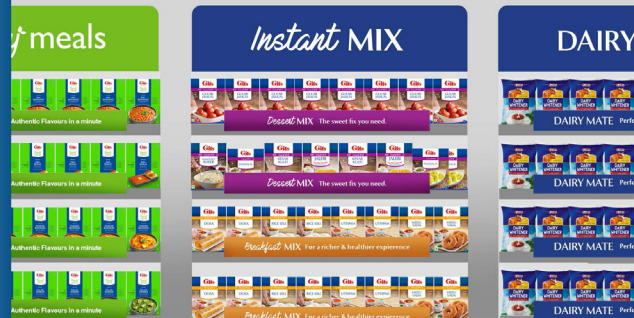
As you know, GITS is a famous ready to eat food chain in India, their factory operates in Pune. At the entrance of their factory, they want to open a walk in shop where people can come and buy fresh products directly from the factory itself.

Hence, in this project i designed their store and its branding.

**Gits**  
Since 1963

Pull out roof  
(with Gits brand lip)

Backlit panel  
with rotated imagery  
or (LED)



**FOOD STORE**  
FACTORY OUTLET

Backlit panel



Header panel (extended)

Size originally provided



# 5. COSTUME STYLING FOR SHORT FILM “I PROMISE” FOR QNET COMPANY

## About the brand

QNET's exclusive short film I Promise has been making waves and tugging at heartstrings worldwide. The ten-minute video speaks to so many of our shared fears, desires, and priorities that are now stronger than ever – especially after living through two years of a global pandemic. It follows a young woman's journey – Hina Gupta – a young working professional from a middle-class family in small-town India, as she strives to meet her responsibilities towards her family and battles with challenges in keeping her promises to those she cares about.

## About the Project

It was a one month project where in I had to source as well style clothes for all the characters in the short film with a given budget. There were 11 characters in total, and during the film we also had to show the main character's transition from being a middle class family girl to higher class through her different attires.







With a global footprint of over... 30 countries...



Our breath, is of truth



Mother, you spent your whole life looking after me.



## 6. Illustrations done for Le15 Patisserie- Mumbai

