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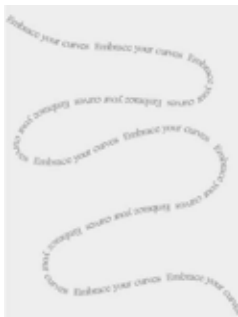
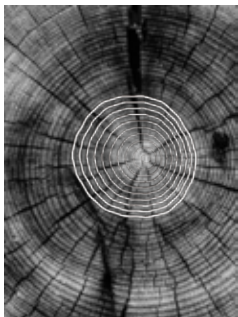
2022

manushi desai

Communication Designer

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a gift of calmness for you

here is a little book about essential oils that will help you to uplift your day and brighten it up. Because self-care and love is the ultimate goal, let me help you with this beautiful recipes and blends to achieve it.

essentially **calm**



Mandy Dizon

essentially calm

about

Essentially calm is a gifting hand-book. A book for the ones you care about. It guides the reader about classification, benefits, as well as recipes and side effects of various kinds of essential oils. The essence of this book is nature driven, softness and handmade. Hence the use of textured paper, hand painted watercolour illustrations and handwritten font. The book also have an adaptation in Gujarati language.

The TA of the book are Adults.

The main target audience are young women as more of them can relate to the usage of essential oil. The book can be sold at yoga classes, hobby classes, healing centres, at physiotherapists' clinics, psychiatrists' clinics, etc.

visual elements

Size of each page 4.5x7 inches (portrait)

Margin Top 0.5, bottom 0.5, inside 0.25, outside 0.5 in

Grid 4x6

Fonts used

Heading and sub-heading- Dream Avenue

Heading font size 70 pt

Sub-heading font size 21 pt

Body- Lemon milk pro (ultra light)

Font size 10 pt

Leading 16 p

Sub-body- Billey Ashley

Font size 24 pt

For adaptation

Font- Kohinoor Gujarati

Heading 48 pt

Sub-heading 16 pt

Body 11 pt

Leading 13 p

content



✿ Introduction

✿ Types & benefits

✿ Classification & benefits

✿ Recipes & blends

✿ Side effects

✿ Bibliography

2

4


10

24

30

34

introduction



2

Essential oils are aromatic, volatile liquids which are obtained from plant materials. They are either products or **mixtures of fragrant substances** or mixtures of fragrant and odourless substances. They have the potential to enhance the mind, body, and atmosphere

peppermint
essential oil

exudes a sweet woody smell, ideal to relieve stress. It also soothes skin related issues and naturally reduces dandruff & hairfall. This pure oil will calm your senses & invigorate you.

rosemary
essential oil

It's scent is spicy & sweet. It is prized for lush fragrance and has its effect on infection control, blood sugar management, and also a mood enhancer & hair-growth.

tangerine
essential oil

smells like the tangy, sweet-smelling aromathat comes from the tangerine fruit. It contains antioxidants and can be used in a variety of recipes for it flavour.

tea tree
essential oil

a colourless to pale yellow having a fresh, camphor-like smell. It helps to control underarm odor related to perspiration.

white camphor
essential oil

smells fresh, intense and woody. Its aroma is somewhat eucalyptus-like due to its high cineole content. It can be used with great effect in vapor therapy.





8

bliss essential oil
inhaler blend to help
depression

oils such as lavender, basil, lemon, ylangine, bergmot, pine, neroli, frankincense, peppermint, true rose, tangerine etc. helps to cope with depression.

4 drops lavender

4 drops bergamot

2 drops frankincense

2 drops blue tansy

add wick to a small bowl, drop essential oils onto the wick, using oil sweepers to pick up the wick, then get any oil residual left in the bowl onto the wick. Place the wick in blank water and put on end cap. To use, place under nose and inhale the aroma.



28

publication design

રસીદો & મશિરણ



| 34

- હા! ચાલો તમારા ઘરે આવશ્યક તેલ
બનાવીએ. અહીં થોડા છે રસીદો/મશિરણો.
વષિયાસક્ત મસાજ
- ♥ એરોમાથેરાપી તેલ પૂરેરણા
 - ♥ સુગંધતિ બેકગિ સોડા રેસીપી
 - ♥ ચતિ રાહત વસિારક મશિરણ
 - ♥ આનંદ આવશ્યક તેલ ઇન્ટેલર મશિરણ
 - ♥ ડિપ્રેશનમાં મદદ કરવા માટે



hand painted watercolour illustrations



Limited Edition Holiday Sets



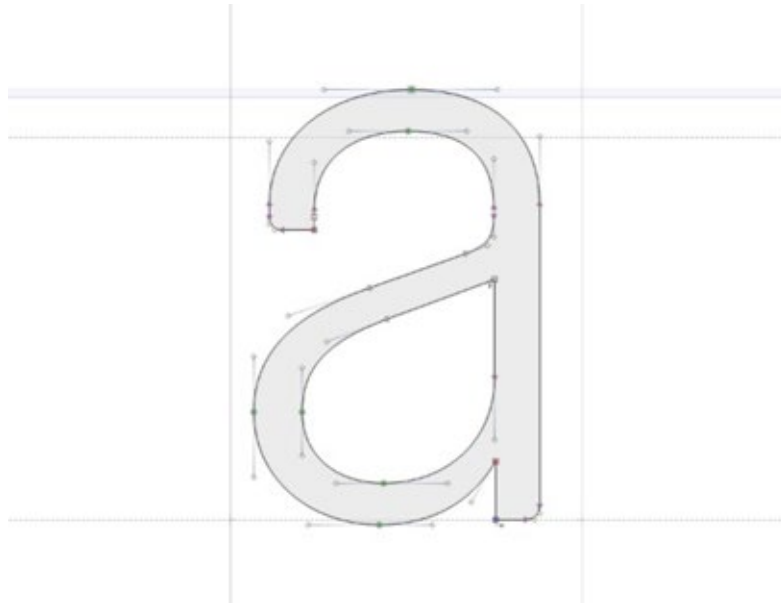
type design

rare

about

Rare Beauty is makeup made to feel good in, without hiding what makes you unique. Rare Beauty is breaking down unrealistic standards of perfection. Because Rare Beauty is not about being someone else, but about being you. The brand tries to make an impact apart from being a makeup brand. This is one of the brand that stands out from other brands by creating a healthy environment for the people to talk about their flaws and at the same time cherish them. Hence, Rare Beauty inspired me to design a font considering the brand's aesthetics and visual language.





concept note

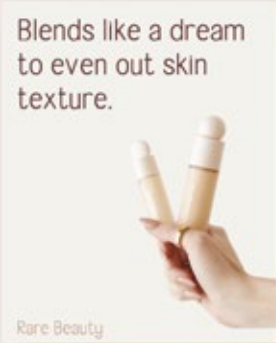
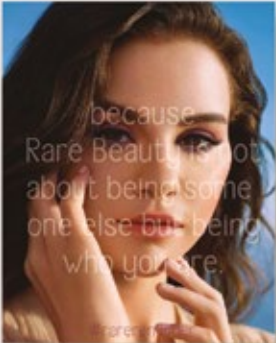
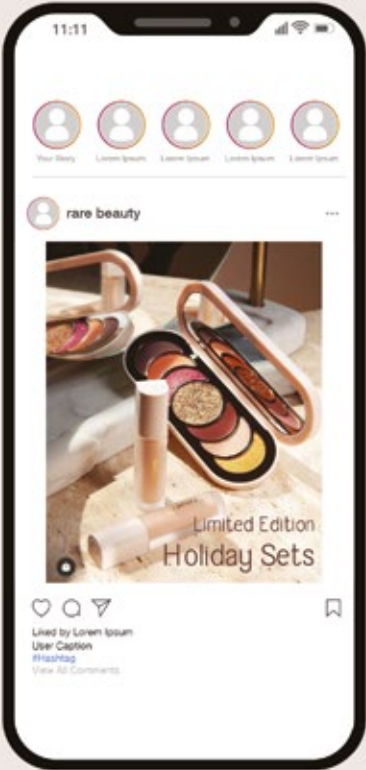
The name of the font given is Rare, after the brand's name and tone of voice. I have designed a font which has a curved edge as well as a sharp edge. I have tried to denote how the brand inspires people to love and accept ones flaws and be bold enough to carry ones own uniqueness.

a quick brown
fox jumped over
the lazy dog .

Blends like a dream
to even out skin
texture.



Rare Beauty



kindness

selflessness

gratitude

Rare acts of

support

vulnerability

inspiration

#Rareimpact





identity design

saar

about

Saar is a hypothetical **flower based skincare products** manufacturing company. The aim of the company is to make the customers experience the mood each flower symbolises after using the products. It helps an individual to connect themselves with nature.

The meaning of SAAR in Hindi is **Abstract and Essence**. The word Saar is used to depict the versatility of flowers which represents essence of flowers. The name celebrated the abstract nature of flowers.

concept note

The logo contains a flower and the initial of the brand's name. It appears to be bold as well as delicate and soft. The flower and alphabet S together creates a sense of nature driven. The geometric constructed flower grabs equal attention as the alphabet S which well balances together. The logo overall gives the mood of earthiness. The typeface used to write the name of the brand is **Poiret One** typeface, which is a light san serif.

The colours used are Green and Peach. The green colour here used is pastel and earthy. This clearly symbolises nature. It also stands for **freshness and refreshment**. The colour depicts harmony and peace which are the benefits that one would get after the usage of the brand's products. The peach colour used for the flower is to show how the brand would provide a degree of **positivism and calmness**. The flower based products would rejuvenate the user in the most difficult moments of pain which is depicted by the colour peach.

R-135		C-45%		R-242		C-3%	
G-145		M-30%		G-204		M-22%	
B-116		Y-53%		B-184		Y-24	
		K-3%				K-0%	



monogram explorations





the pink teinte

identity design

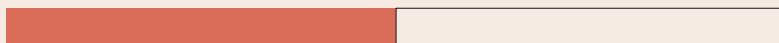
the pink teinte

about

The Pink Teinte is a women centric clothing brand which focuses on body positivity and self love. It is based in Delhi and sells through social media platform, Instagram. The brand launches its collection occasionally and seasonally.

Its online presence makes it visible to the known influencers and bloggers, who help in expanding and the growth of business. The account has gained 6,000 + followers within a year.

the pink teinte



R-217 C-12%

R-241 C-5%

G-114 M-67%

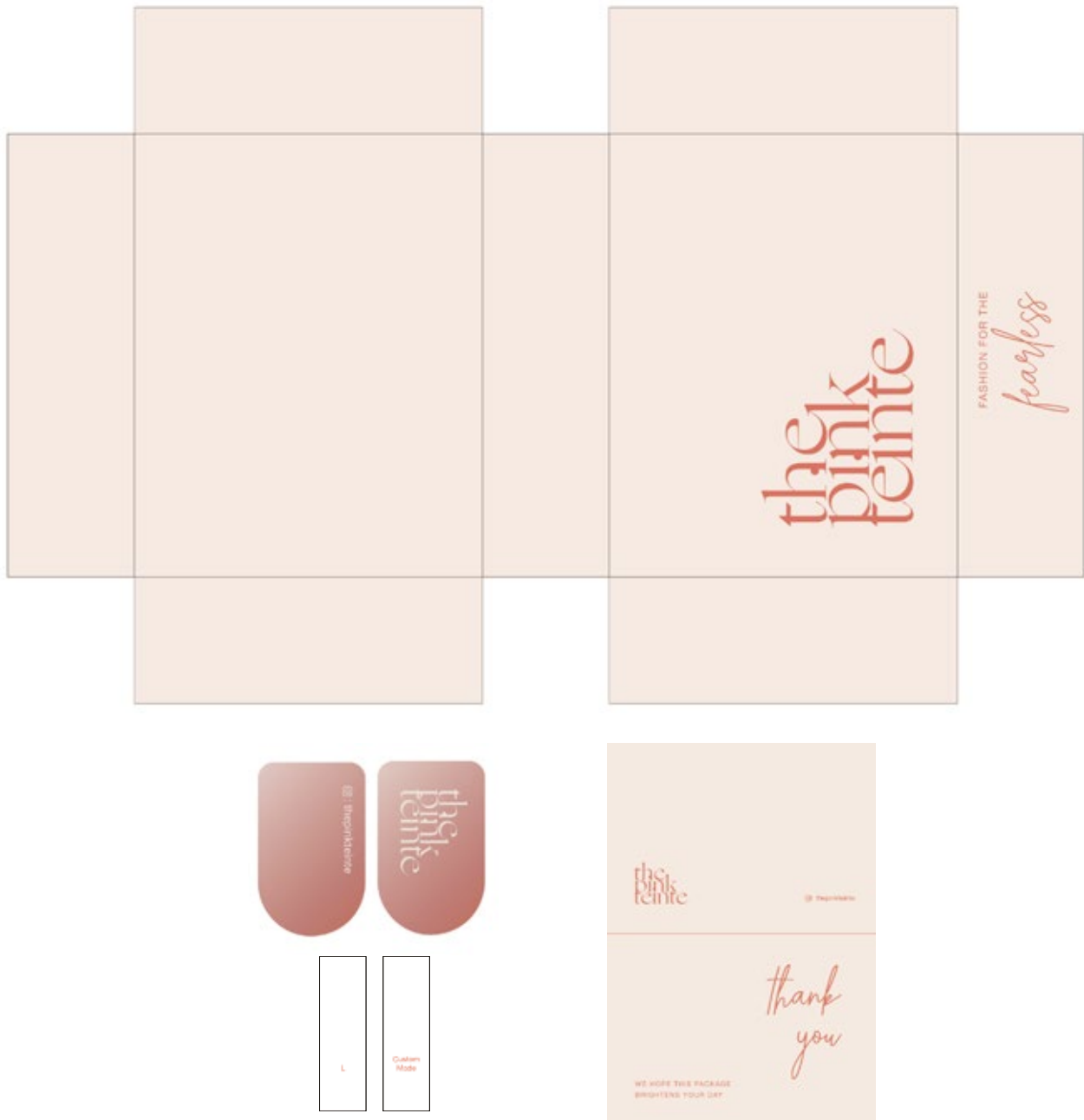
G-229 M-8%

B-95 Y-63%

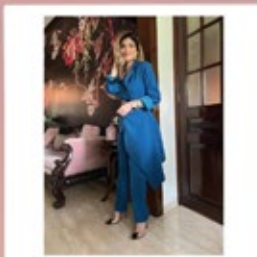
B-220 Y-11%

K-1%

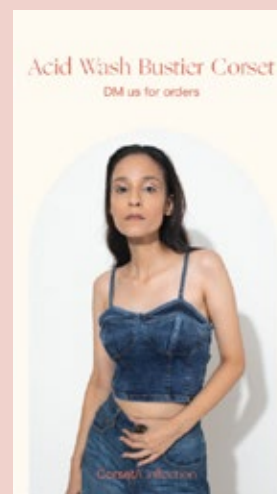
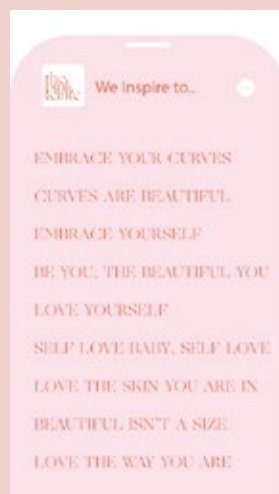
K-0%



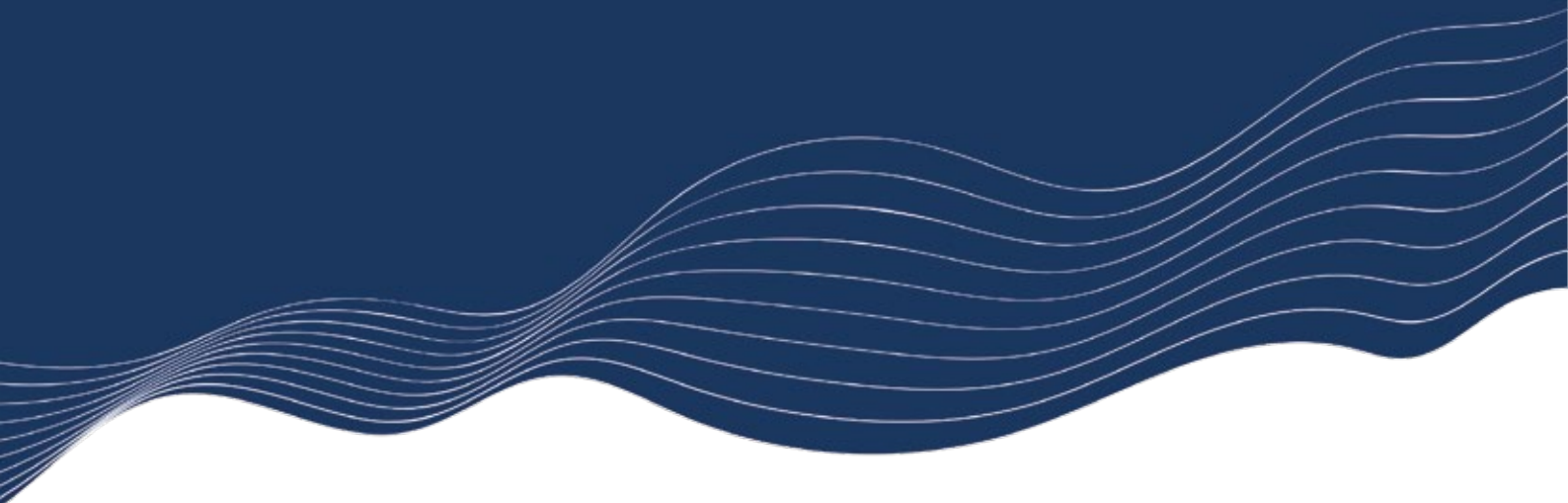
packaging, thank you card, tag, size tags



Instagram grid



Instagram planner, posts, stories, etc.




apsara
Ice Creams

identity design

apsara ice creams

about

Apsara Ice cream is an ice cream outlet brand based in Mumbai since 1971. It is a premium natural ice cream brand. It is well known for its wide and iconic flavours. Their main target audience is ice cream lovers of all age groups who appreciate variety of flavours ranging from Indian traditional palette to non-native flavours, natural fresh fruit flavours.

original logo



concept note

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).

The semi-circular stroke on top not only represents an ice cream scoop but also the quality of it is an abstract representation of the texture of ice cream.

The stroke colour has been inspired from rose gold, which is complimented by the blue word mark.

R-135		C-100%	R-185 C-21%
G-145		M-70%	G-125 M-52%
B-116		Y-23%	B-99 Y-60%
		K-36%	K-10%



Since 1971
apsara
Ice Creams

apsara
Ice Creams

apsara
Ice Creams

apsara
Ice Creams

apsara
Ice Creams

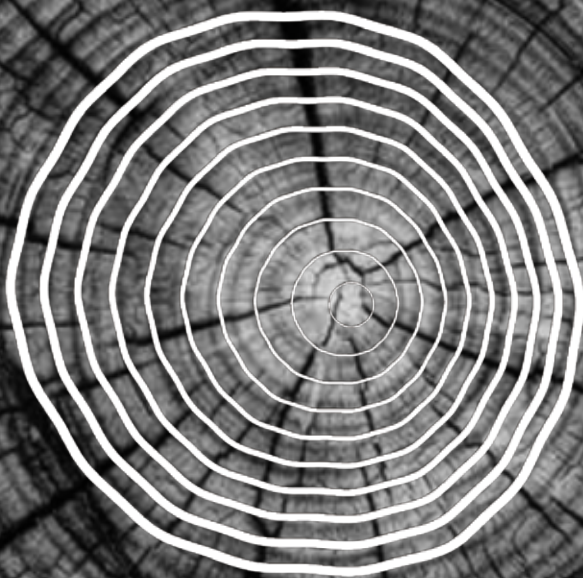
apsara
Ice Creams

monogram explorations



environmental graphics





 UNDERCROST 

identity design

undercrust

about

Undercrust is a digital marketing agency, based in Surat. At Undercrust they believe in knowing more than just the surface. Each ring denotes the steps how they achieve your marketing goal and cater the clients' needs to the fullest. Undercrust digs at deeper levels and reach out the roots of the information in aspect of research. Through a unique and rich set of content that helps their client bloom in their journey while maintaining their individuality.

original logo

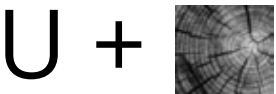


concept note

The new logo is a combination of the initial alphabet U and trunk of a tree. The trunk of a tree is to denote and relate oneself to the experience and various stages of the process followed by company. Each ring denotes the steps how they achieve your marketing goal. Every layer of the ring strengthens the brand, same as that of a tree trunk.

Tone of Voice: **Growth**

R-135	C-100%	R-225	C-0%	R-185	C-21%
G-145	M-70%	G-225	M-0%	G-125	M-52%
B-116	Y-23%	B-225	Y-0%	B-99	Y-60%
	K-36%		K-0%		K-10%



monogram explorations

INVOICE



JOY PATEL

Kamdhenu mall,
Surat Dumas road, Piplod,
Gujarat, Code: 24
Contact number: +91 6355556500
E-Mail ID: undercrust01@gmail.com

Mode/Term Of Payment:

Date Issued:

Pan card no. :

Buyer:

Document number:

Contact person:

Contact number:

S. No.	Description of Service	Amount (In Rupees)
--------	------------------------	--------------------

Total

Amount Chargeable (in words):

For JOY PATEL (Founder of UNDERCRUST)

Authorised Signatory

Declaration: We declare that this invoice shows the actual price of the goods described and that all particulars are true and correct.



From :

To :

Date :

Dear Sir/ Ma'am

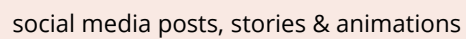
Best Regards,

Joy Patel
Director of Undercrust

Add. - Kamdhenu mall, Surat Dumas
road, Piplod, Gujarat, Code: 24

Contact number: +91 6355556500
E-Mail ID: undercrust01@gmail.com

invoice & letterhead





photography

light and shadows

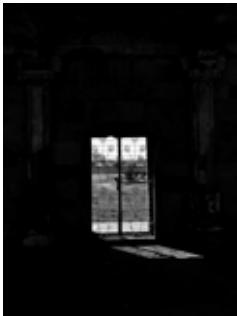
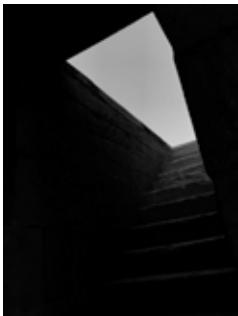
about

Light and shadows is a collection of photographs clicked by myself on our visit to Rani ki Vaav and Sarkhej Roza. I have tried capturing the essence and details of the place.











CONTINUE

LOG IN

SIGN UP WITH EMAIL
CONTINUE WITH FACEBOOK

ADD YOUR DEVICE

MY INTENTIONS

My Diffuser

RUHI'S BEDROOM

FORGET

FIND YOUR VITRUVI

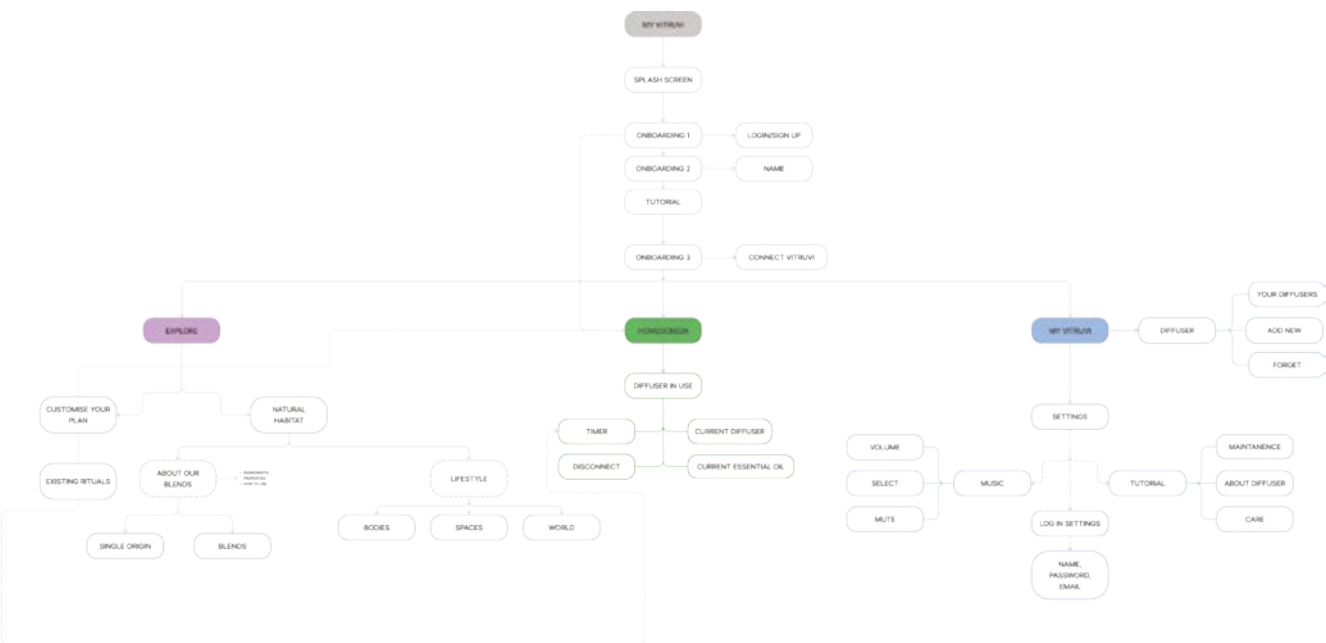
ui/ux design

my vitruvi

about

An application to control diffusers of the brand Vitruvi.
Adding features of bluetooth connection, customisation of plans,
a guide about blends, its usage and other settings.

information architecture



paper wireframe



ui elements

buttons



toggle switch



input



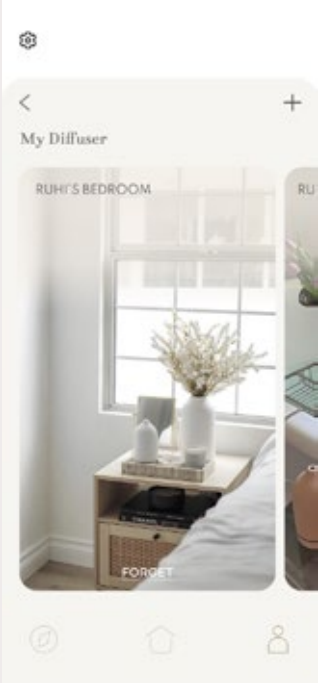
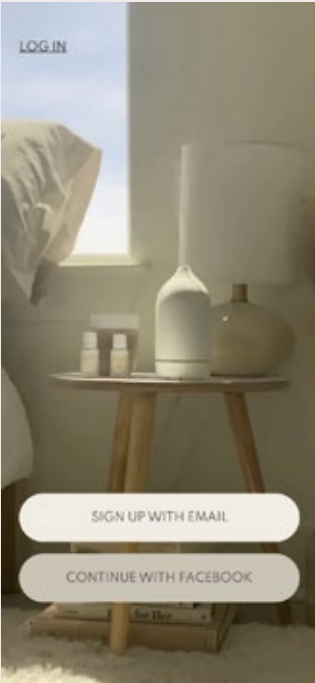
pagination



icon library



final application



Email
mdesai2600@gmail.com
Instagram
manushiidesai

md