



PORTFOLIO

DISHA BELLANI | 2021

01

BRAND
IDENTITY DESIGN

02

BRANDING

03

UI UX DESIGN

04

AHMEDABAD
CITY BRANDING

05

BRAND
IDENTITY DESIGN



01 BRAND IDENTITY DESIGN

INITIAL IDEATIONS



FINAL LOGO



Overview

Anjani Road Patchers is an Ahmedabad-based firm that works for road construction and improving the quality of roads and highways in India through portable technology. The primary target audience includes Municipal authorities and Government authorities. The secondary target audience includes the general public of the city.

CONCEPT

The logo of Anjani Road Patchers consists of two main elements - an initial 'A' and the road. The initial represents the name of the company. The road suggests the work that the company is into. The colour palette of the logo suggests a feeling of excitement as well as formalness.

TYPEFACE

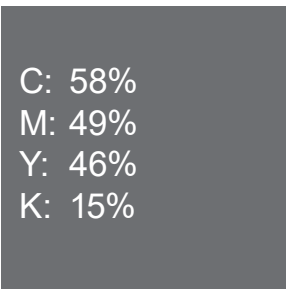
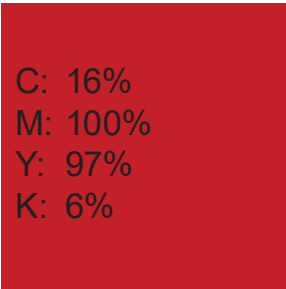
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COLOUR PALETTE



VISUAL MERCHANDISE





02 BRANDING

INITIAL IDEATIONS



FINAL LOGO



Overview

Monsoon Magic Festival is a week-long festival which is organized in Dadra and Nagar Haveli every year by the Tourism Department. It consists of various exhibitions, competitions, activities as well as performances. Festival activities at this time in Dadra and Nagar Haveli include monsoon trekking, monsoon sports, and Tarpa Dance Festival (folk dance festival).

CONCEPT

The logo of Monsoon Magic Festival Festival 2021 consists of two main elements - an umbrella and a deer. The umbrella suggests the central theme of the event which is the monsoon. The deer represents the venue of Dadra and Nagar Haveli as it is home to varied species of deers. The color palette suggests water as well as fun and excitement.

TYPEFACE

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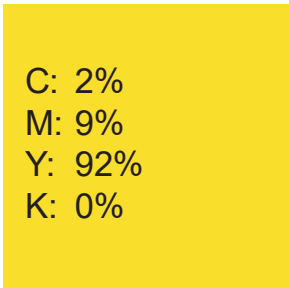
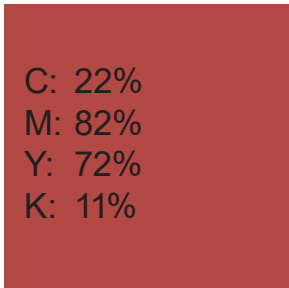
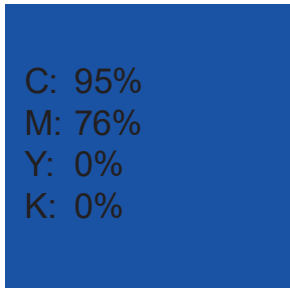
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COLOUR
PALETTE




DELIVERABLES





03 UI UX DESIGN

USER PERSONA



NAME: Archie Patel

Age: 21

Education: 2nd yr Event management

Family: Mom, Dad

"Archie needs an app which allows her to discover as well as appreciate herself in midst of her busy life."

Personality Behaviour

1. Passionate and ambitious employee.
2. Punctual and time sensitive.
3. Technologically Educated and well updated.
4. She is a sensitive person. Always puts other's emotions first.
5. She is determined.

Tasks

- 1.Remind her to make time for herself.
- 2.Keeps informed and aware about health.
3. staying positive.
- 4.Helping her analyse herself
- 5.To provide techniques in order to boost self care.
- 6.Journaling her feeling
- 7.Reflecting upon herself and her day
- 8.Channelizing her thoughts (overthinking)

Technological Environment:

- Archie uses some technological tools on daily basis including internet, gadgets/electronic devices, softwares as well as mobile apps.
- Spends 8-9 hrs browsing every day

Social Environment:

Her life revolves around her parents and studies. On the contrary, she has no time to spend on her social life as well as herself.

Physical Environment:

Archie resides in the city of Ahmedabad, Gujarat.

Motivation:

Archie is motivated by urge of getting a better lifestyle and need for mental piece, her work brings her joy. Another source of motivation is her parents who always support her.

Goal:

- 1.To love herself for whoever she is
- 2.Staying positive in unfavourable circumstances
3. To take care of her mind as well health.
4. Facilities her to keep check on her feelings.
5. To make time for herself.
6. To create a sense of belongings
- 7.to increase self worth , self awareness and self esteem
8. Notifies close ones about her temperament.
- 9.To spend sometime learning and taking care for her.

Pain Points

1. No safe place to vent out feelings.
2. Unable to find a source of help.
3. Building a secure future
4. Feeling of self doubt
5. Social pressure
6. Long working hours

I wish

- There was an daily reminder to keep a check on myself .
- Something that boosts my self esteem when I feel low.
- A safe place to put out my feelings.

Limitations: As an event manager, she doesn't get much time for herself. She always thinks about others in her professional as well as personal life. Being a determined person, she mostly thinks about her career and her finances and is unaware of self love. Family dependency

CONCEPT

Tranquil is an application that helps users to practice self-care. The application helps the users to take care of themselves by expressing their thoughts by reflecting on themselves. The users can perform certain tasks including meditation or exercise which makes them feel good about themselves. The users can keep a record of their previous activities through their profiles.

TYPEFACE

Open Sans

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Open Sans SemiBold

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Affectionately Yours

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COLOUR PALETTE

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M: 9%
Y: 0%
K: 0%

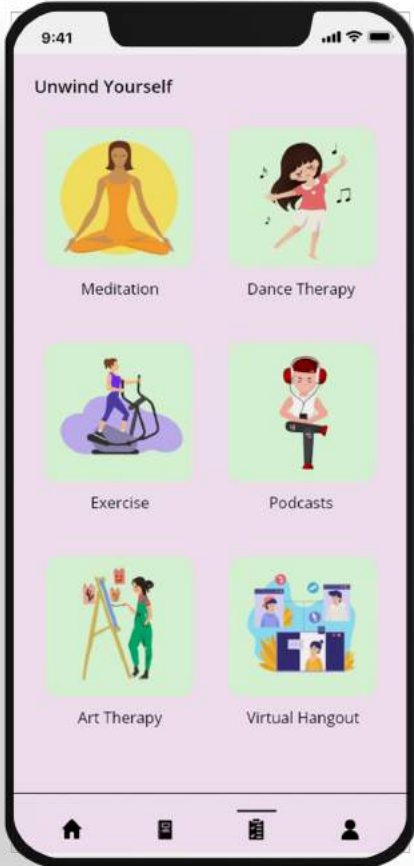
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Y: 17%
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K: 0%

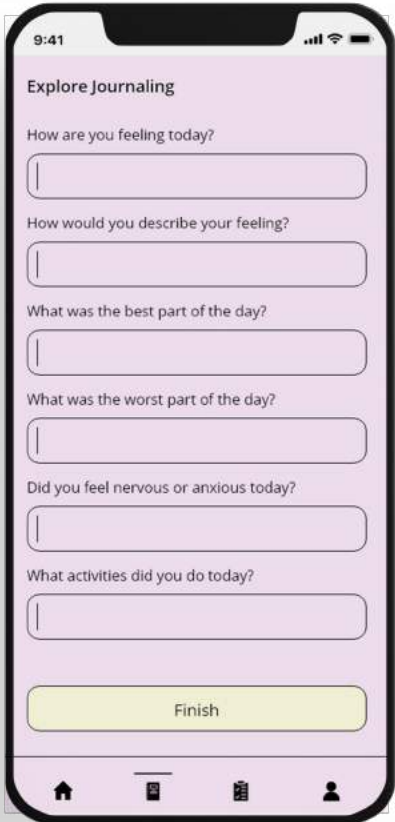
FINAL UI



Home Page



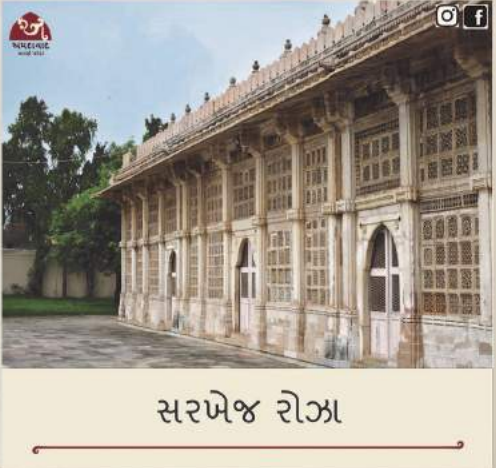
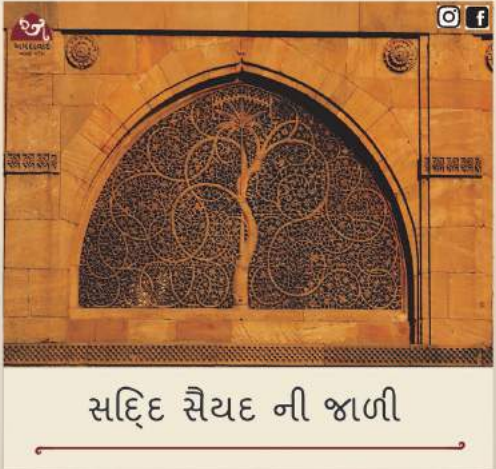
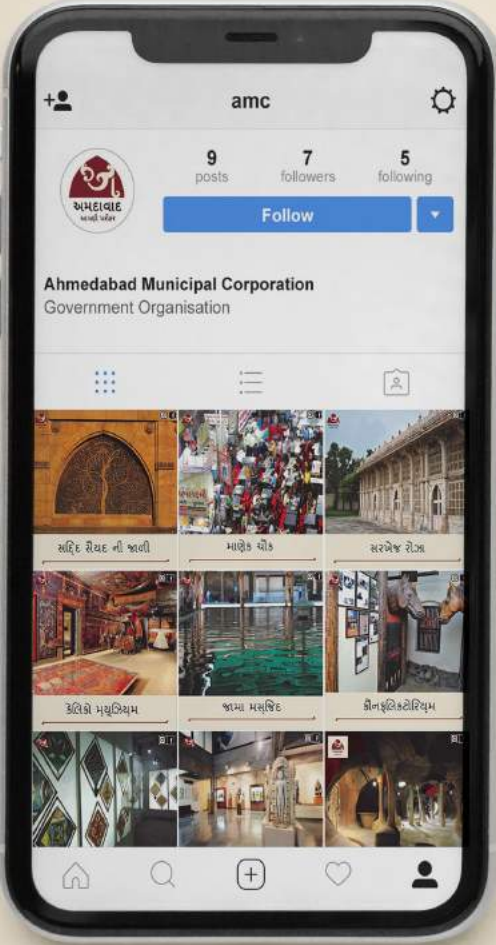
Tasks Page



Journalling Page

Profile Page





INITIAL IDEATIONS

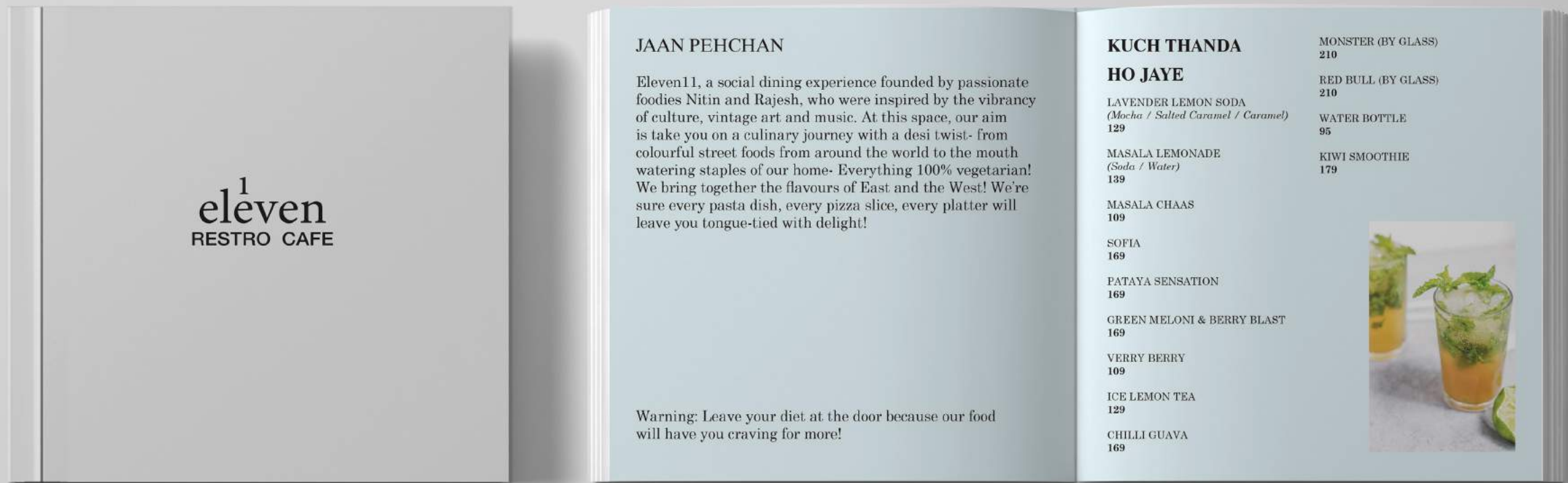


FINAL LOGO



Overview

Our aim is to design a unified identity system for the city of Ahmedabad to make itself known on the global platform as well as promote it within the city itself. An identity of a city helps to form an unbreakable bond between people and their place at the same time, it evokes a sense of belonging as well as a sense of responsibility towards the city. The target audience consists of tourists, travelers as well as residents of Ahmedabad. This was a group project where I and my batchmates collaborated to create an identity for Ahmedabad city.



DESIGN BRIEF

Background of Project

Eleven 11 is a restaurant/cafe located in the city of Ahmedabad. They have approached us to design a menu card for them. This is a hypothetical situation where I am designing a menu card for this restaurant using their content.

Objective of the Project

The goal of this project is to design a menu card for the restaurant/café.

Target Audience

The target audience would be the people who love to dine or who are foodies. These people could belong to different age groups. They could either be young adults or senior citizens.

Summary of scope of the project

The goal of this project is to design a menu card for the restaurant/café. A menu card is the first impression of a restaurant as by viewing it people tend to guess the cuisine of the restaurant, the environment, the ambience and the crowd. Before visiting the restaurant/ café, people view the menu cards online and tend to form a image of the same.

Deliverables

The final output would be a physical document. It would give a friendly and calm feel to the consumer/reader so that they feel comfortable while ordering food as the process of ordering and eating food should be pleasant and enjoyable rather than uncomfortable.



TYPEFACE

Helvetica Neue LT Pro

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Dutch 801 Rm BT

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Minion Pro

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Century Schoolbook

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COLOUR
PALETTE

C: 12%
M: 10%
Y: 10%
K: 0%

C: 11%
M: 0%
Y: 2%
K: 0%

C: 5%
M: 15%
Y: 11%
K: 0%

C: 4%
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Y: 34%
K: 0%

C: 24%
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Y: 19%
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