# PORTFOLIO

### DISHA BELLANI I 2021

# CONTENTS



BRAND IDENTITY DESIGN

02

BRANDING

03

UI UX DESIGN

04

AHMEDABAD CITY BRANDING

05

BRAND IDENTITY DESIGN







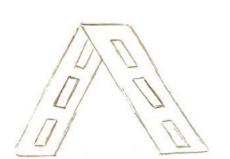
Brand Identity Design

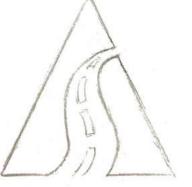
# INITIAL IDEATIONS





ANJANI





ANJANI ROADPATCHERS



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.

ANJANI ROADPATCHERS



Disha Bellani

FINAL LOGO

Brand Identity Design

Brand Identity Design

CONCEPT

Disha Bellani

Brand Identity Design

# VISUAL MERCHANDISE



# TYPEFACE

as well as formalness.

Editeshion

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(!@#\$%&.,?:;)

The logo of Anjani Road Patchers consists of two main elements - an initial 'A' and the

company is into. The colour palette of the logo suggests a feeling of excitement

road. The initial represents the name of the company. The road suggests the work that the

Editeshion Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(!@#\$%&.,?:;)

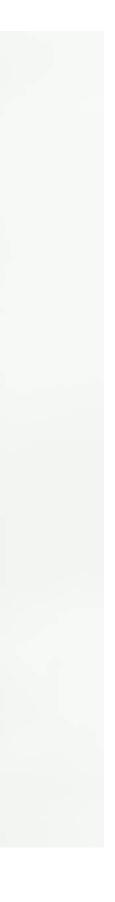
# COLOUR PALETTE

C: 16% M: 100% Y: 97% K: 6% C: 58% M: 49% Y: 46% K: 15%

### THIS YEAR COME CELEBRATE A THRILLING, ENTERTAINING AND MAGICAL MONSOON 7 - 13 AUGUST, 2021 RANDHA, DADRA AND NAGAR HAVELI Magic Festival 2021 LOCAL FOLK DANCE I COMEDY EVENING I DRAMA EVENING I MUSIC GALA I KIDS ZONE I DANCE ART AND CRAFT MELA I SPORTS ACTIVITIES I PHOTOGRAPHY I PAINTING COMPETITION 11 1. m mm LL.



## BRANDING



Disha Bellani

Branding

**FINAL LOGO** 

# INITIAL **IDEATIONS**



MAGIC FESTIVAL 2021

MONSOON MAGIC FESTIVAL 2021





### **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).

Disha Bellani

Branding

# DELIVERABLES



# 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**

Berlin Sans Demi Bold	ABCDEFGHIJKLMNOPQR\$TUVWXYZ abcdefghijklmnopqrştuvwxyz 0123456789(!@#\$%&.,?;;)		
Segoe Script	ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 0123456789(!@#\$%&.,?:;)		
Editeshion Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ		

Editeshion Bold	ABCDEFGHIJKLMNOPQRSTUVWXYZ
	abcdefghijklmnopqrstuvwxyz
	0123456789(!@#\$%&.,?:;)



M: 76% Y: 0% K: 0%

	C: 22%	C: 2%
	M: 82%	M: 9%
	Y: 72%	Y: 92%
	K: 11%	K: 0%



9:41 .ul 🗢 🖿	9:41I 🗢 🖿	9:41
Hello!   Welcome Back   Username   Password     Sign In   Forgot Password?	<text></text>	Create Account. Sign up to get started Fullname Username Password Sign Up or connect with
Don't have an account? Sign Up	Sign In Sign Up	Image: Already a member? Sign in

# 03 UI UX DESIGN



# USER PERSONA



NAME: Archie Patel

Age: 21

Education: 2<sup>nd</sup> 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**

2. Punctual and time sensitive.

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

4.Helping her analyse herself

6. Journaling her feeling

### Tasks

- 1.Remind her to make time for herself. 2 Keens informed and aware about health 3. staying positive.
- 5.To provide techniques in order to boost self care.
- 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, Guiarat,

#### 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 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

Disha Bellani

**UI UX Design** 

### 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** 

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopgrstuvwxyz 0123456789(!@#\$%&.,?:;)

**Open Sans SemiBold** 

Affectionately Yours

### ABCDETGHIJKLMNOPORSTUWXYZ abcdefghijklmnopoprsturwxyz 0123456789(!@#\$%...?;;)

COLOUR PALETTE

C: 1% M: 9% Y: 0% K: 0%

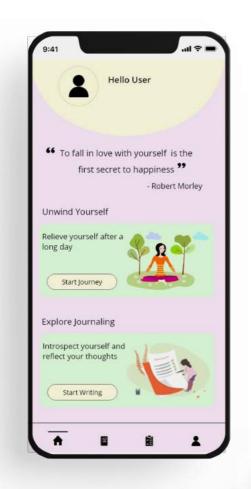
C: 11% M: 0% Y: 17% K: 0%

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(!@#\$%&.,?:;)

C: 1% M: 0% Y: 14% K: 0%

UI UX Design

# FINAL UI



Journalling Page

9:41		
Explore Jou	urnaling	
How are you	i feeling today?	
(		
How would	you describe yo	ur feeling?
What was th	e best part of th	he day?
(		
What was th	e worst part of	the day?
(I		
Did you feel	nervous or anx	ious today?
(I		
What activiti	ies did you do to	oday?
	Finish	L.

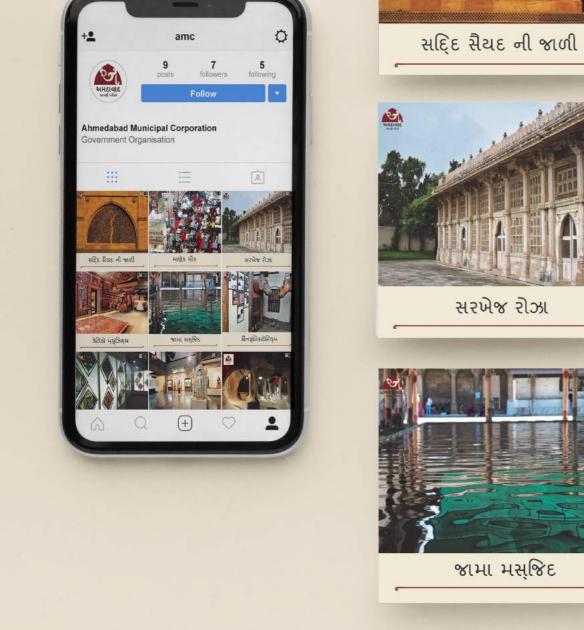
Home Page



Profile Page

### Tasks Page

	Hello User	
Edit Profile		
Name		
Email		
Password		
Recent Activi	tv	
Monday	-	
Dance Therap	у	
Friday Meditation		
Thursday Podcasts		



S.



Of



કેલિકો મ્યૂઝિય્મ





કૌનફલિકટોરિય્મ



# AHMEDABAD CITY BRANDING

**IDEATIONS** 

અમદાવાદ

INITIAL

### Disha Bellani

ઐમિશવાર

-

RATEICUE

Ahmedabad City Branding

# FINAL LOGO



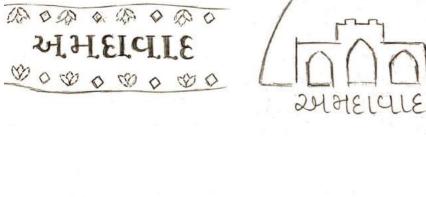




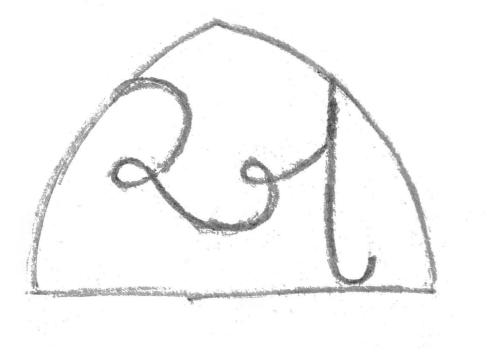


### Overview

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.









Ahmedabad City Branding

Disha Bellani

Ahmedabad City Branding

DELIVERABLES

# CONCEPT

The new identity of the city incorporates the essence of the city. The form is inspired by Sidi Saiyed Ni Jali (popularly known as Sidi Saiyed Mosque) located in Ahmedabad. Additionally, the Gujarati letter which occupies the central space is inspired by the carvings and the arches from Rani Rupmati's Mosque in Ahmedabad.

# TYPEFACE

Shruti Regular

અઆઇઈઉઊઋએઐઓઔઓ કખગધચછજઝઞટઠઽઢણતથદધનપફબભમચરલવશષસહળ 0123456789(!@#%&.,?:;)

Splendor

COLOUR

ABCDEFGH1JKLMNOPQRSTUVWXYZ abcdefghijxlmnopqrstuvwxyz 0123456789

# 











### JAAN PEHCHAN

Eleven11, a social dining experience founded by passionate foodies Nitin and Rajesh, who were inspired by the vibrancy of culture, vintage art and music. At this space, our aim is take you on a culinary journey with a desi twist- from colourful street foods from around the world to the mouth watering staples of our home- Everything 100% vegetarian! We bring together the flavours of East and the West! We're sure every pasta dish, every pizza slice, every platter will leave you tongue-tied with delight!

Warning: Leave your diet at the door because our food will have you craving for more!

### KUCH THANDA HO JAYE

LAVENDER LEMON SODA (Mocha / Salted Caramel / Caramel) 129

MASALA LEMONADE (Soda / Water) 139

MASALA CHAAS 109

SOFIA 169

PATAYA SENSATION 169

GREEN MELONI & BERRY BLAST 169

VERRY BERRY 109

ICE LEMON TEA 129

CHILLI GUAVA 169



MONSTER (BY GLASS) 210

RED BULL (BY GLASS)

WATER BOTTLE

KIWI SMOOTHIE 179

210

95

06 PUBLICATION DESIGN



# 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 ProABCDEFGHIJKLMNOPQRSTUVWXYZ<br/>abcdefghijklmnopqrstuvwxyz<br/>0123456789(!@#\$%&.,?:;)

Dutch 801 Rm BT ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(!@#\$%&.,?:;)

Minion Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(!@#\$%&.,?:;)

Century Schoolbook

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 0123456789(!@#\$%&.,?:;)

# 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% M: 11% Y: 34% K: 0%	C: 24% M: 21% Y: 19% K: 0%	C: 19% M: 0% Y: 21% K: 0%

