



PORTFOLIO

Hevea Kalavadia

CONTENT

Identity Deisgn for Floroma

4-11

Afro Pop party

12-15

UI UX- B.You

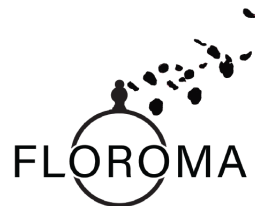
Identity Design for amdavad

THOA Spice stickers

IDENTITY DESIGN for Floroma

Floroma is a hypothetical perfume shop. They sell customized perfumes which are made of natural ingredients like flowers, fruits, etc. Two color palettes are used for the identity according to summer and winter season. The concept of dual color palette comes from the idea that perfumes in a particular season are made out of flowers grown in that season.







C-4 R-245
M-49 G-130
Y-10 B-230
K-0

#F582E6

C-0 R-255
M-36 G-163
Y-56 B-112
K-0

#FFA370

C-0 R-255
M-79 G-54
Y-76 B-54
K-0

#FF363D

C-53 R-80
M-63 G-63
Y-57 B-73
K-33

#503F49

C-21 R-201
M-32 G-173
Y-3 B-247
K-0

#C9ADF7

C-4 R-245
M-35 G-166
Y-14 B-219
K-0

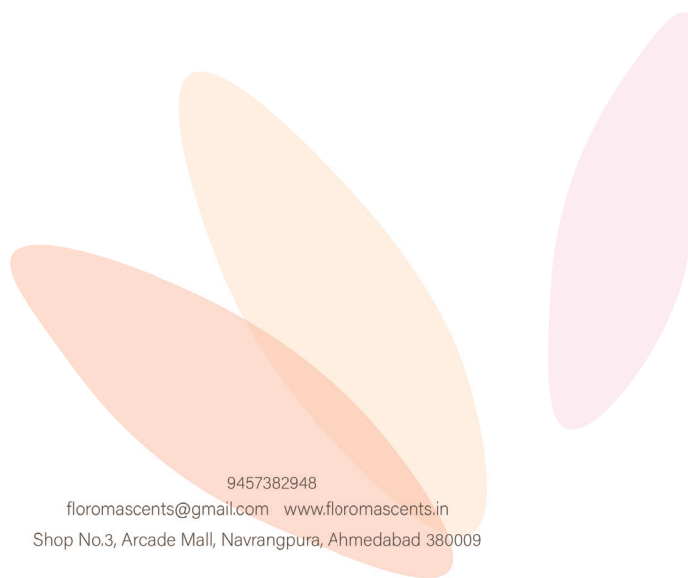
#F5A6DB

C-42 R-148
M-3 G-247
Y-27 B-186
K-0.1

#94F7BA

C-53 R-80
M-63 G-63
Y-57 B-73
K-33

#503F49



9457382948
floromascents@gmail.com www.floromascents.in
Shop No.3, Arcade Mall, Navrangpura, Ahmedabad 380009



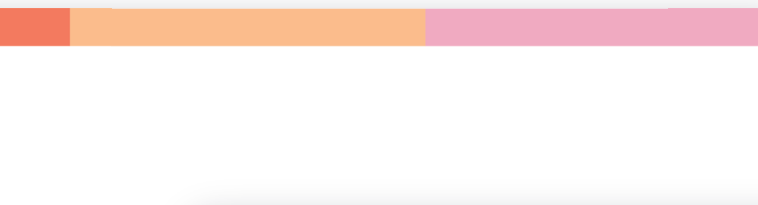
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AFRO POP

Designing creatives for an Afro Pop party. The party was to celebrate the 4th birthday of 'The House of Artisans' and also to celebrate Shineel's birthday, co-founder of The House of Artisans.

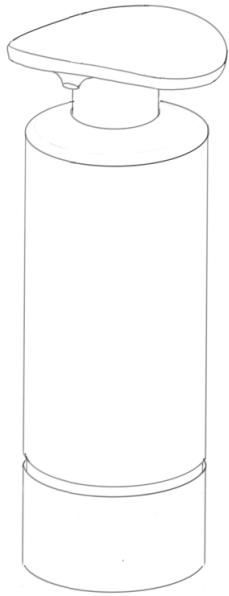




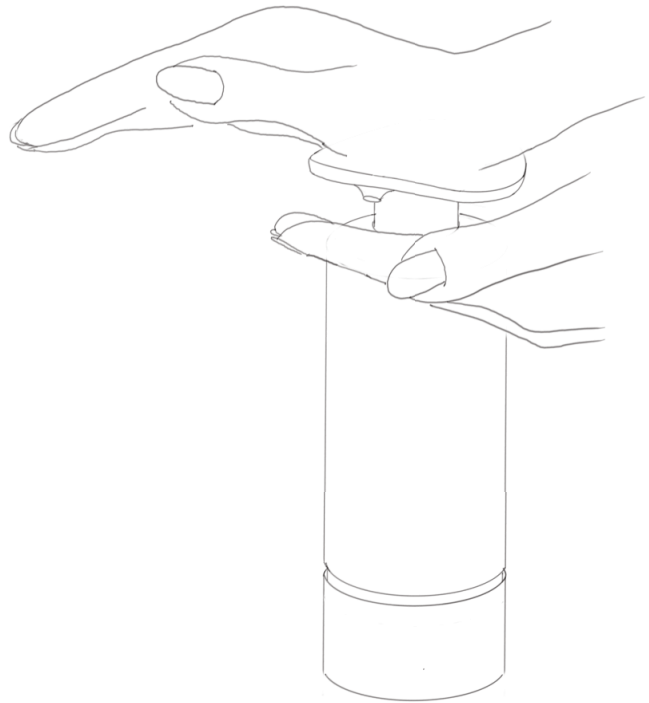
PACKAGING DESIGN

The new Accoje Conditioner range is designed to make our routine easy. Unlike any other pump bottle, Accoje container has a detachable tub at the bottom of the bottle. Once the majority of the product is used, one can remove the tub and use the remaining product. Accoje conditioners are designed based on different texture of the hair. Accoje conditioner range will have different patterns (with colour codes) on the tub part of the bottle to indicate different hair grades.

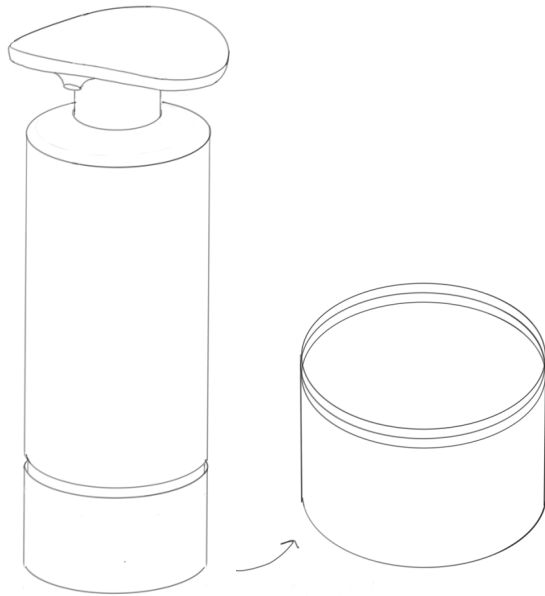




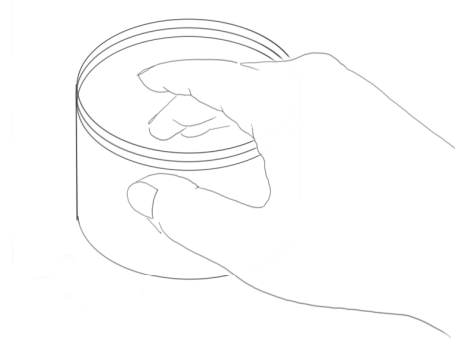
Accoje Conditioner bottle
(Apply after shampooing on wet hair)



Pump the adequate amount
of conditioner



Once the majority of the product is used up, detach the tub.



Use the remaining product.
No more wastage.



The packaging is easy to interact and use the product. The pump is designed in a way that the palm can rest properly, helping it to apply adequate amount of pressure.





It conveys accurate information about the product. The placement and hierarchy of the information is to avoid any confusion while looking for details.