

# PORTFOLIO

SHIRLEY SHAH

Communication Design Student

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PUBLICATION DESIGN

# Identity Design

## Young Yogis

Brief- To design an identity of a Yoga Centre with the aim to inculcate the positive aspects of yoga and meditation among youth.

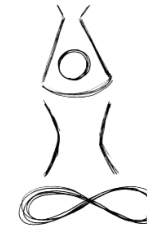
Target Audience - School and college going students (13 -25 years),  
Young Adults and Parents.



# Initial Ideations

IDENTITY DESIGN

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YOUNG YOGIS  
yoga and meditation centre

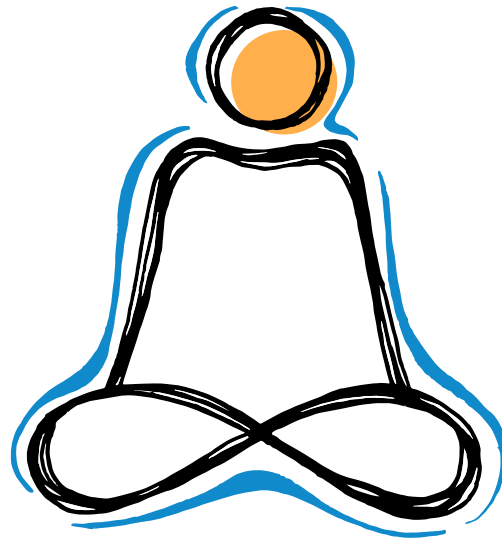


YOUNG YOGIS  
yoga and meditation centre

# Final Design

IDENTITY DESIGN

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**YOUNG YOGIS**  
YOGA AND MEDITATION CENTRE




# Concept Summary

IDENTITY DESIGN

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The logo has four main elements, the Sun, the mountain, the infinite energy, and the ever expanding Aura. It states the neverending possibilities a human is vested with and to feel good eternally, forever through the help of yoga and meditation. The logo is scribbled giving a sense of positive and youthfulness.

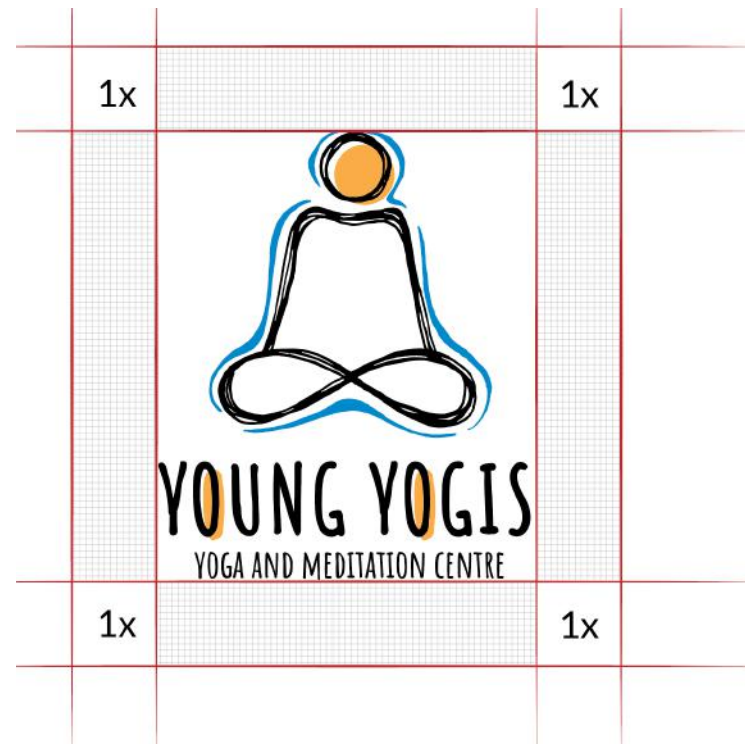
## Colour Palette

	C-0 M-40 Y-85 K-0, R-250 G-140 B-70
	C-80 M-35 Y-0 K-0, R-17 G-138 B-203
	C-90 M-80 Y-60 K-95, R-0 G-0 B-0

## Primary Brand Typeface

Amatic SC

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



## Secondary Brand Typeface

Nuecha

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
YZabdcefg hijklmnopqrstuvwxyz  
0123456789(\*&^%\$#@!.,:;)

# Deliverables

IDENTITY DESIGN

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# Packaging Design

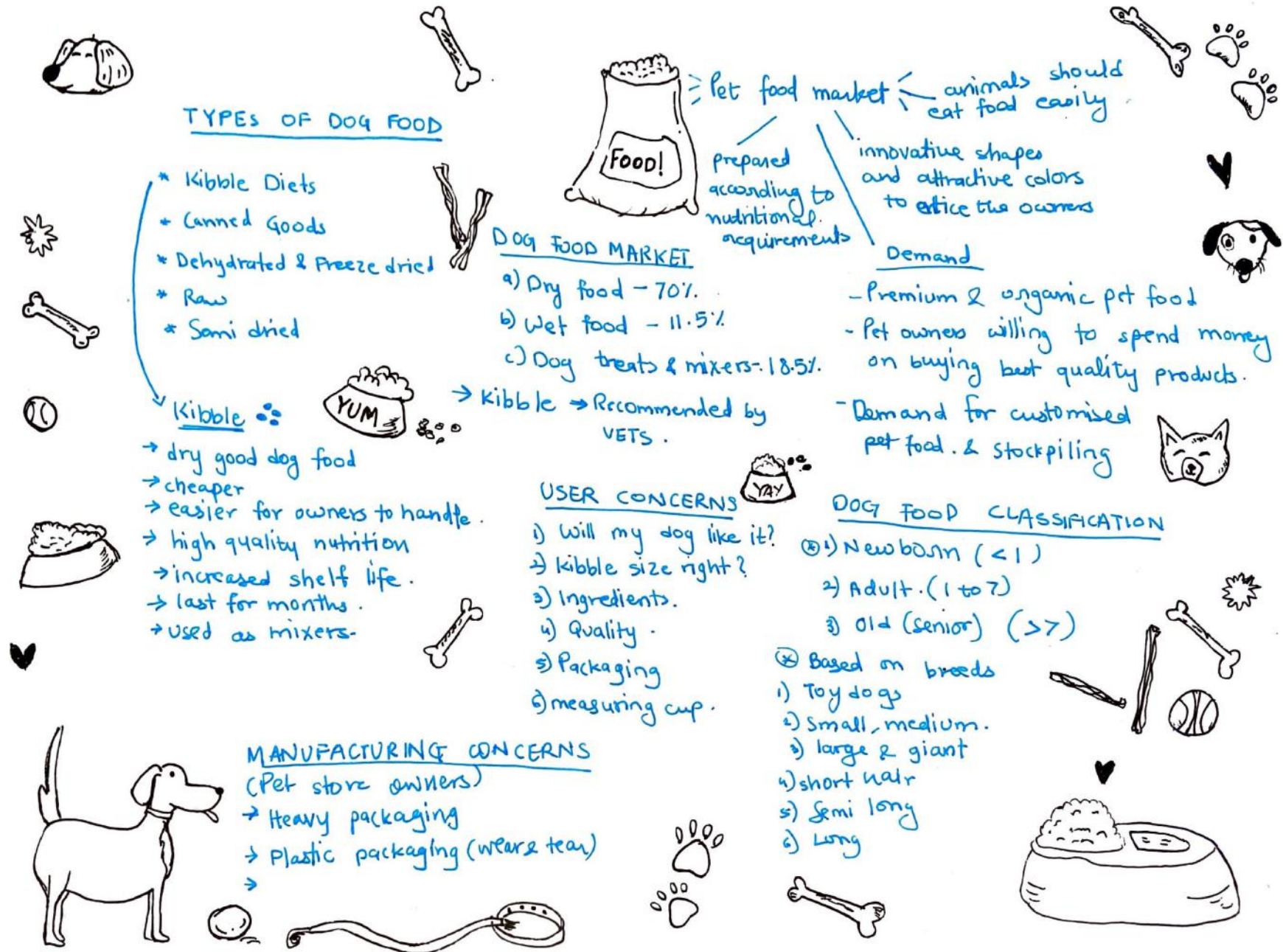
## Dog Food Packaging

**Brief-** Dog food is one of the most significant segments. With the pet owners trying to get the best for their fur babies, it becomes of utmost importance for the dog food brands to deliver quality products in the best possible packaging. Create a package which is sustainable and environment friendly, provide with solutions to the storage issues faced by users.

**Target Audience -** Dog Owners, Dog Lovers



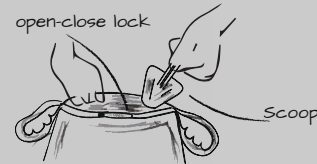




# Final Concept

PACKAGING DESIGN

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If this sticker is torn, do not buy it. Sticker colour signifies the age group for which the product is.



## Dog Food Packaging

Dog food industry is one of the most significant segments in today's time. With the growing craze and awareness amongst dog lovers, the market has expanded and has a lot of scope. Brands that can earn pet owner's trust and loyalty stand to grow and have a greater market. With the pet owners trying to get the best for their fur babies, it becomes of utmost importance for the dog food packaging to deliver quality products in the best possible packaging. To introduce a concept which would best solve the problems faced by users in the existing packaging and finding innovative solutions for it is the aim of this project. Through WOOFs, an experience is created, easing the usability and adding the playfulness and excitement that the dog witnesses on seeing his food.

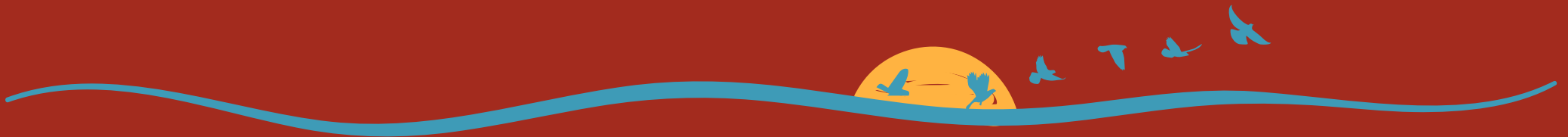


# City Branding

## Ahmedabad

Brief- To design an identity of the city Ahmedabad with the aim to bring out its aspects and promoting it. The city branding would help the city's tourism grow and create a sense of belongingness.

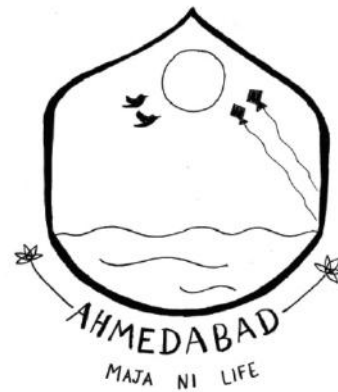
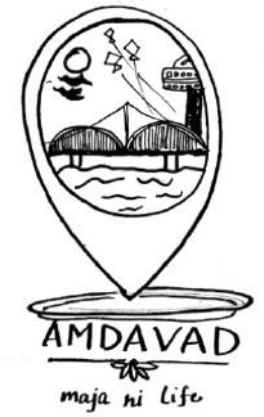
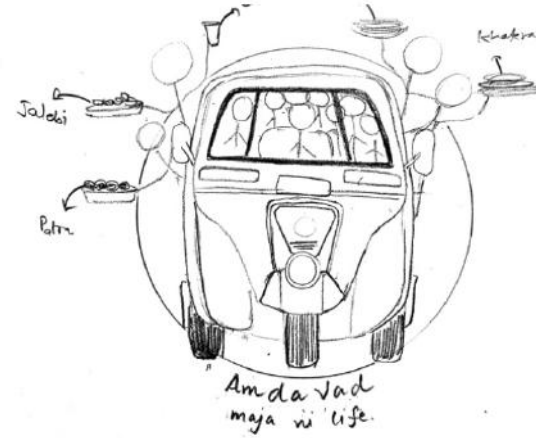
Target Audience - Residents of Ahmedabad, Tourists, Students.



# Initial Ideations

CITY BRANDING

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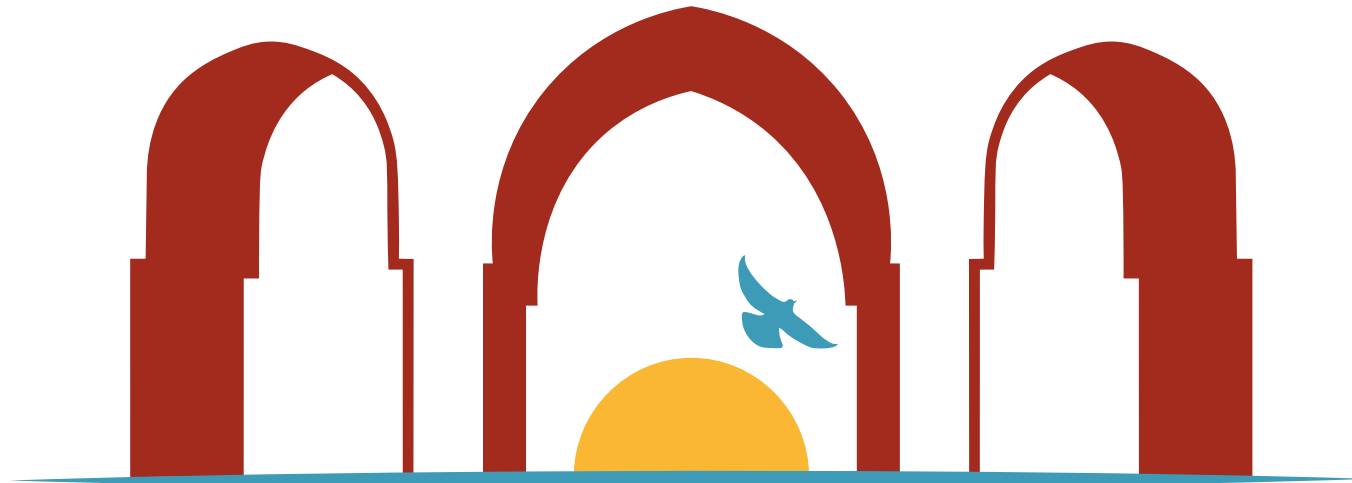




# Final Ideation with Subsets

CITY BRANDING

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# Ahmedabad

Rich Past, Bright Future



Ahmedabad  
Education



Ahmedabad  
Heritage



Ahmedabad  
Cuisine



Ahmedabad  
Market



Ahmedabad  
Transport

# Concept Summary

CITY BRANDING

Shirley Shah's Portfolio

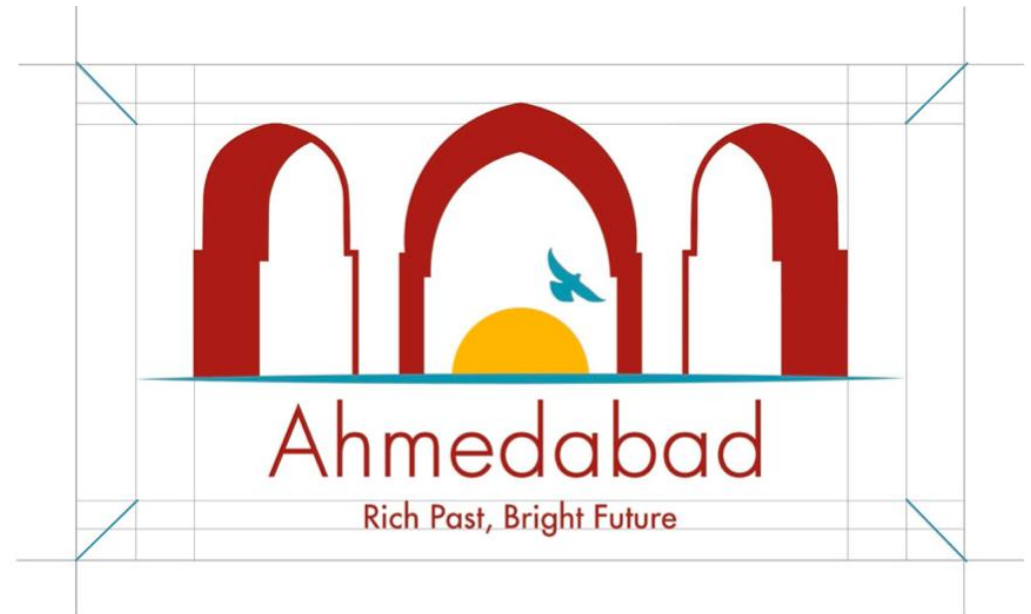
The logo glorifies the 'City of Gates', Ahmedabad. The signification of Sabaramati river along with the rising sun focusing on the infinite hurdles faced by the city is hinted. The pigeon highlighting the Chabutras and the welcoming spirit of the people adds to the city's identity.

## Colour Palette

	C-25 M-95 Y-100 K-20, R-160 G-45 B-35W
	C-80 M-35 Y-0 K-0, R-17 G-138 B-203
	C-90 M-80 Y-60 K-95, R-0 G-0 B-0

## Primary Brand Typeface

Futura Light      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabdcefghijklmnopqrstuvwxyz  
0123456789(\*&^%\$#@!.,:;)



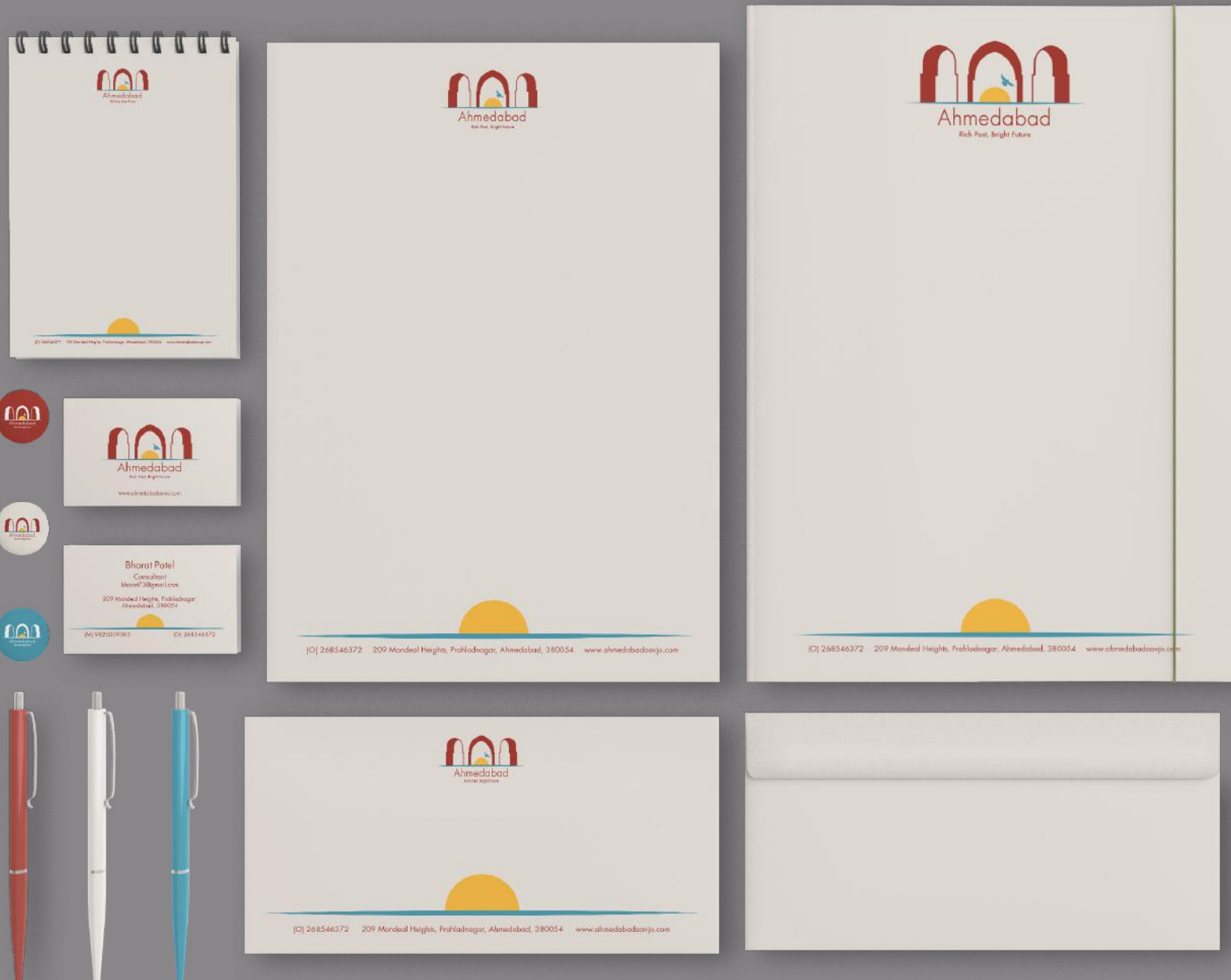
## Secondary Brand Typeface

Futura Medium      ABCDEFGHIJKLMNOPQRSTUVWXYZ  
XYZabdcefghijklmnopqrstuvwxyz  
0123456789(\*&^%\$#@!.,:;)

# Deliverables

CITY BRANDING

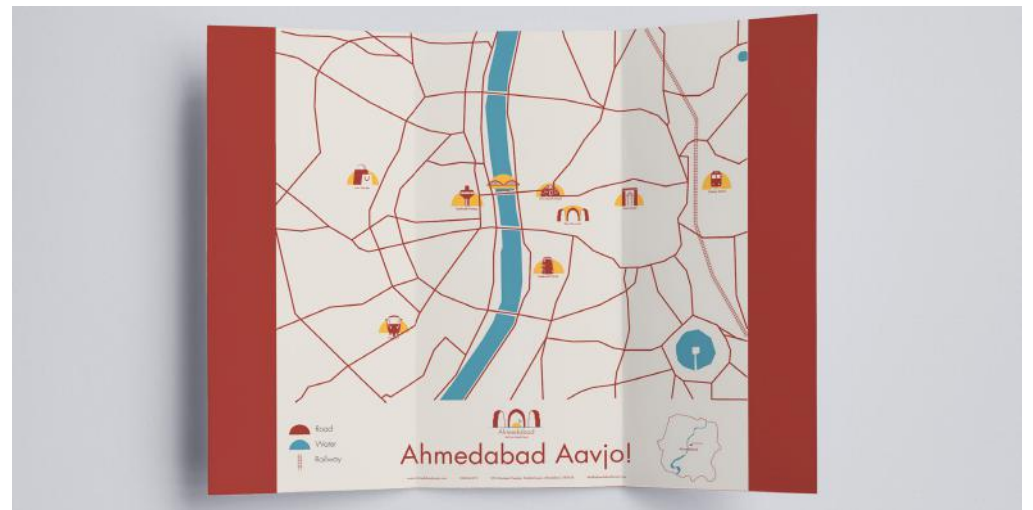
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# Deliverables

CITY BRANDING

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# Space Design

## Kargil War Memorial

Brief- To create an experience of the Kargil War with a partner and instill the feeling of patriotism and victory as well as the grief of the martyrs. The experience should be informative and interactive.

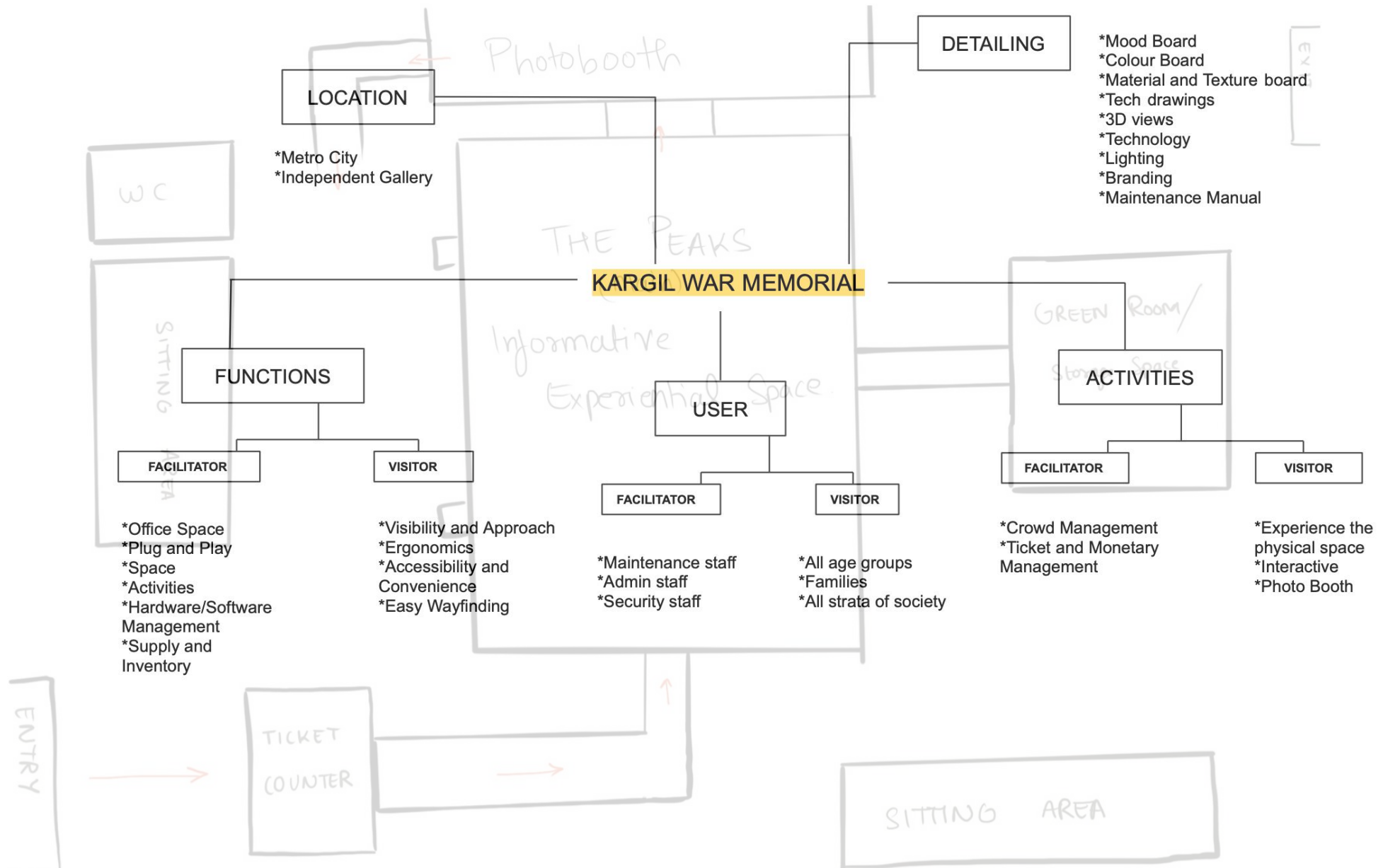
Target Audience - All age groups, families, all stratas of society



# Experience Mapping

SPACE DESIGN

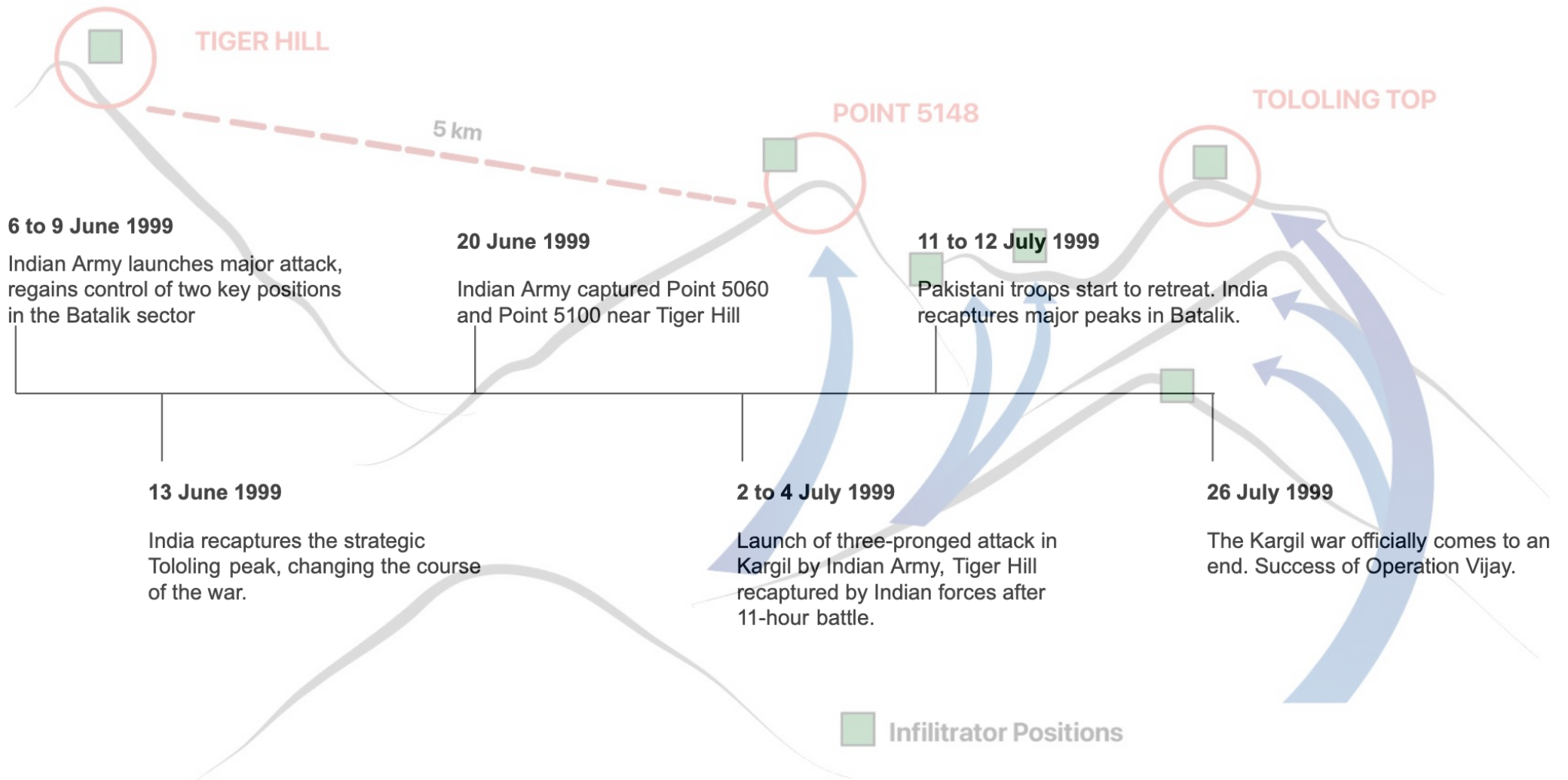
Shirley Shah's Portfolio



# Research Mapping

SPACE DESIGN

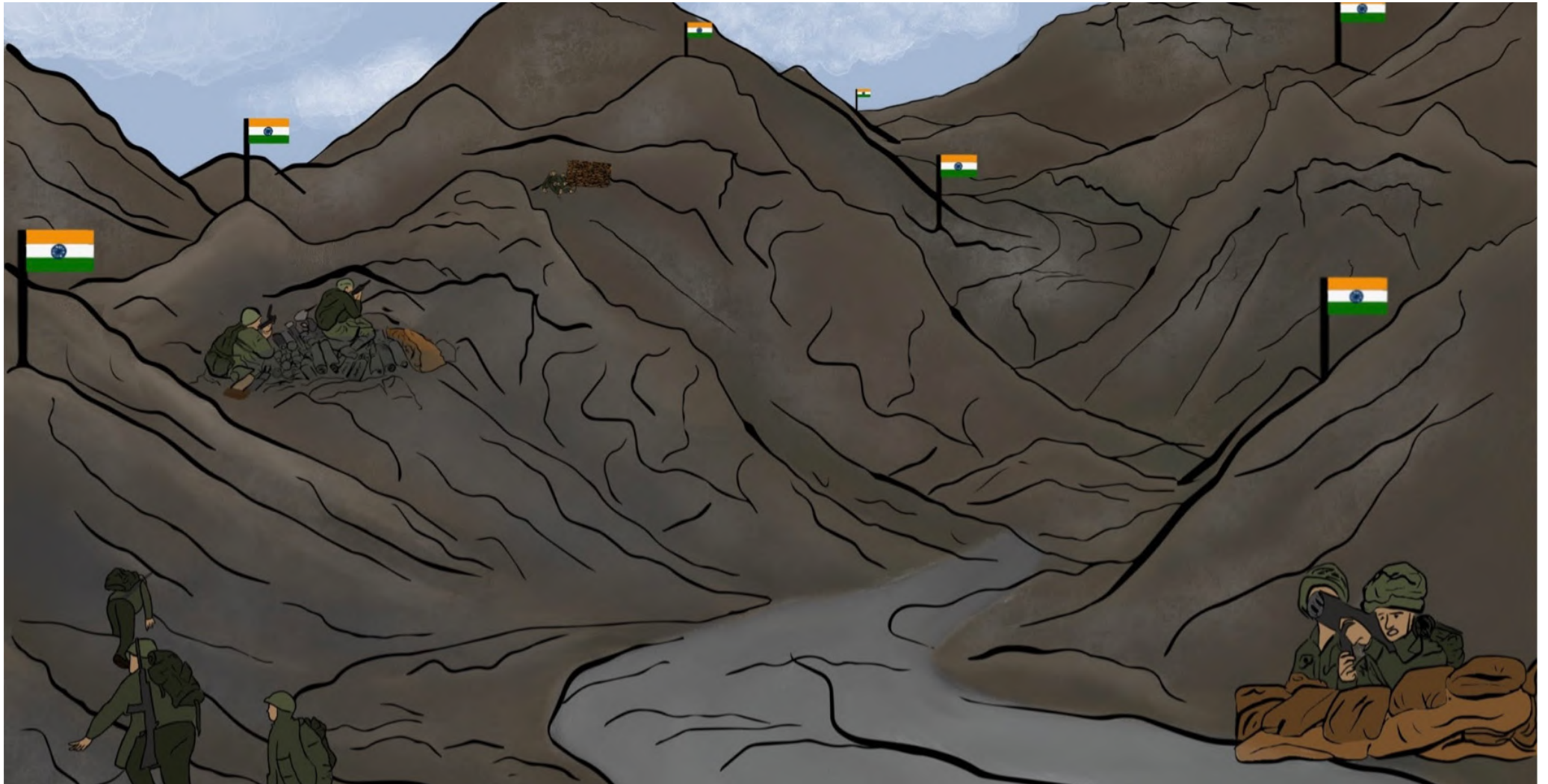
Shirley Shah's Portfolio



# Final Experience

SPACE DESIGN

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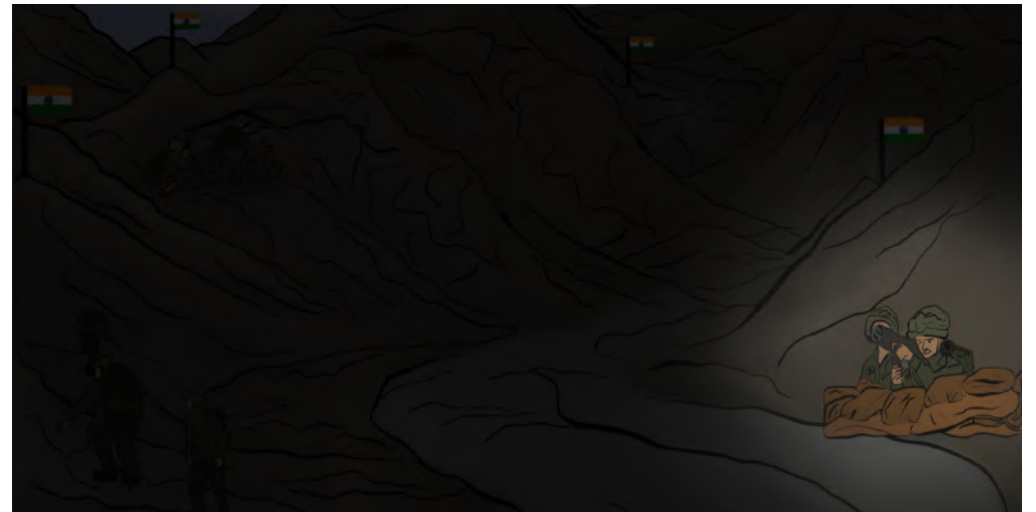




# Final Experience

SPACE DESIGN

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# Toilet Signage Design

## Toilet Pictograms for India

In India, trucks play a pivotal role in transporting heavy-duty goods, journeying for endless kilometers across the country. For most drivers, their trucks become their travel companions and their homes, and the drivers go to great lengths to beautify them.

The purpose of this project was to create toilet signages with an Indian context, showcasing and highlighting an aspect of the country's culture.



# Moodboard

TOILET SIGNAGE DESIGN

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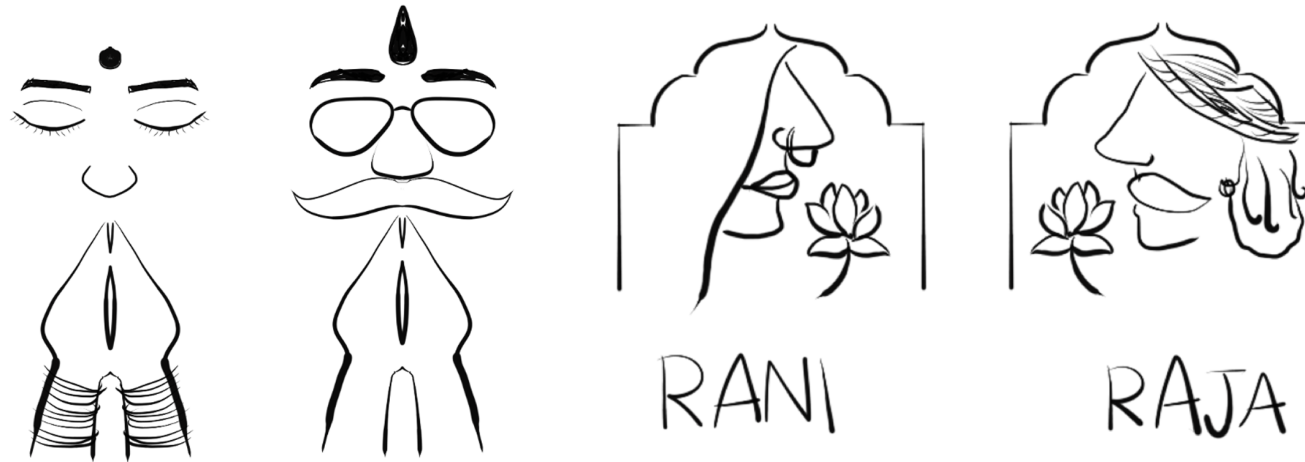




# Ideations and Form Simplification

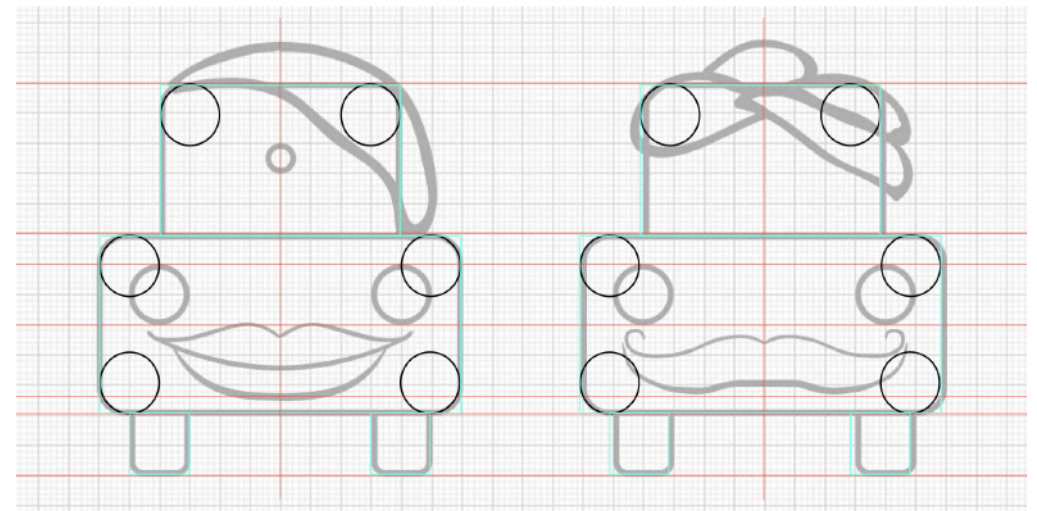
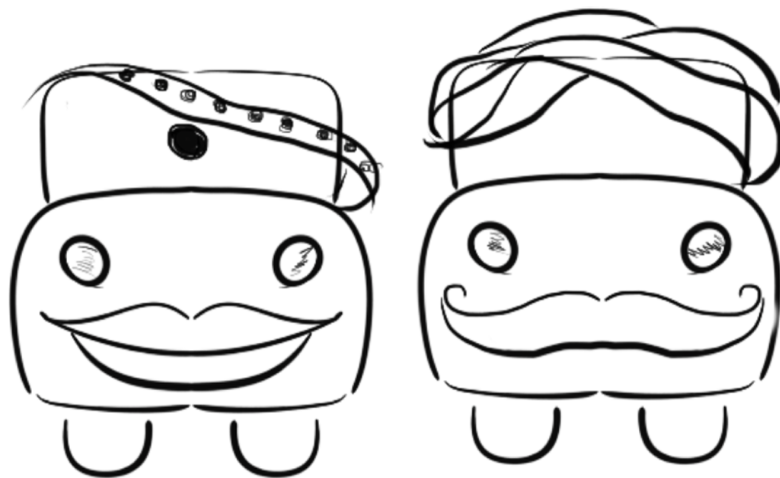
TOILET SIGNAGE DESIGN

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Trucks in India are a psychedelic display of interesting slogans, colors, decorative articles, and countless convoluted symbols.

They serve as a three-dimensional canvas. Truck designs are an amalgamation of the influences of different religious beliefs and cultures. These trucks are an atypical blend of arts and business.

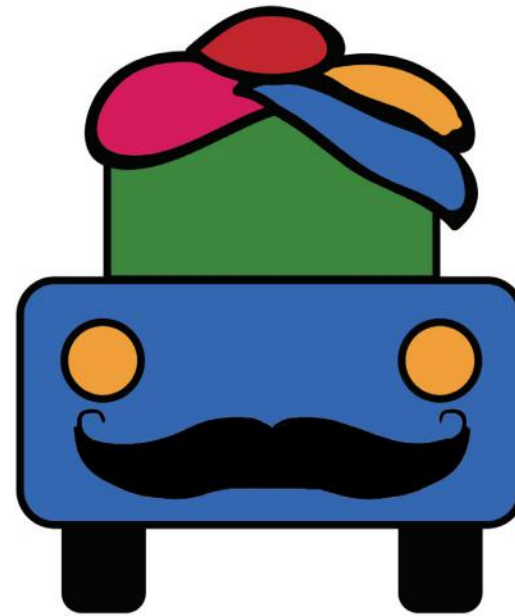
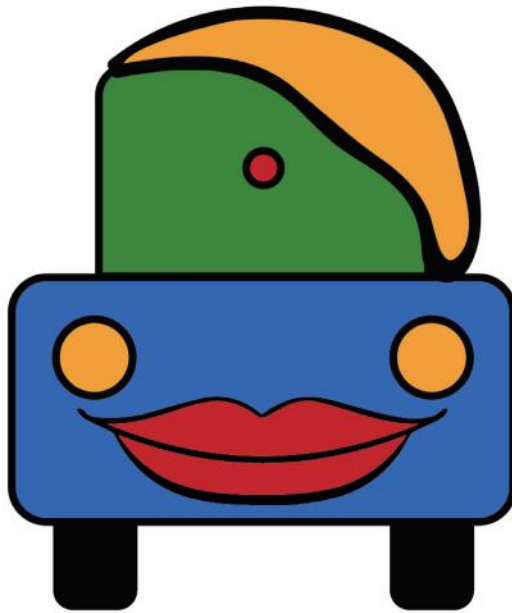




# Final Concept

TOILET SIGNAGE DESIGN

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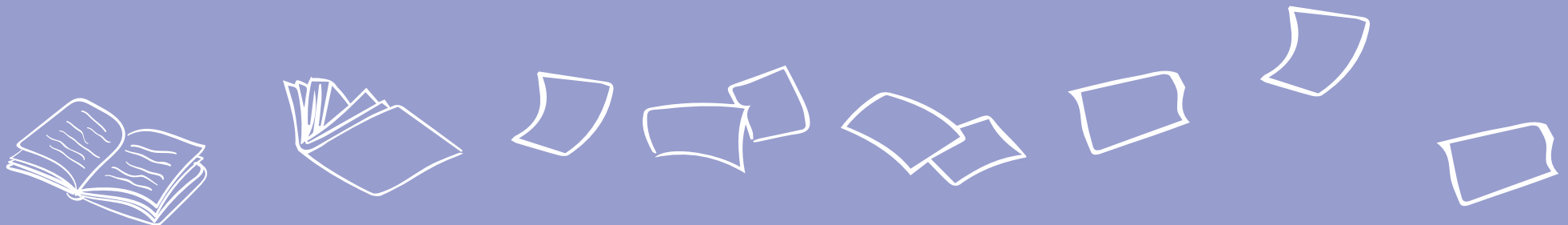


# Publication Design

## Fjord Trends

Fjord a global design and innovation consultancy generates a trends report aiming the trend setters, investors, designers, businessmen all over the world. They also keep in mind the aspiring designers while creating the trends document each year. The document is simple, minimum and easily readable.

The purpose of the document is to communicate effectively to a larger audience keeping in mind the content.



# Initial Ideations

PUBLICATION DESIGN

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