Hello there !
I am Kashish Panjvani

Visual Brand Identity Design

Designed identity of a fictional brand named 7real, from researching, defining philosophy and naming to designing logotype and symbol.

COMPANY

Startup Manufacturing
Cameras Which Click
LIFE-LIKE
images.

HISTORY

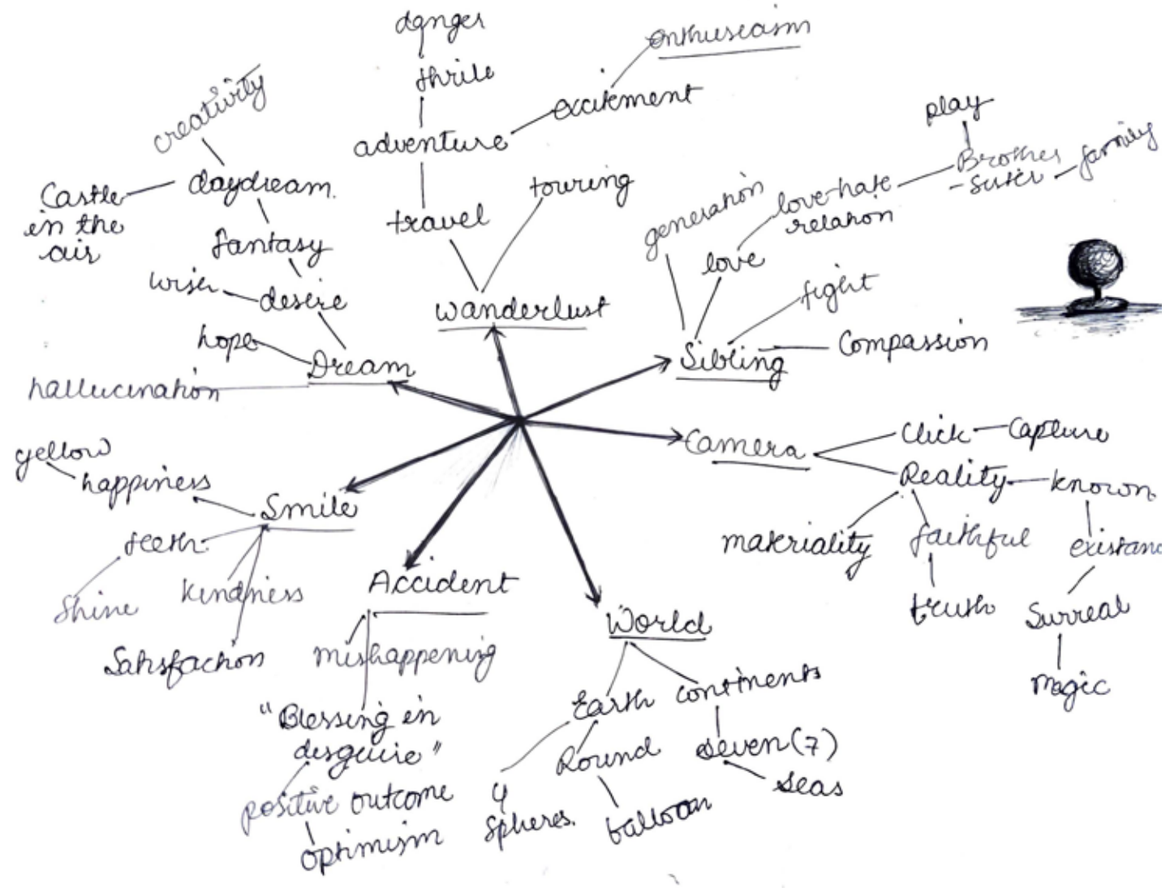
Kevin Smith and Stella Smith, the wanderlust ***sibling duo***, had a passion for travelling and adventure. Together they roamed all around Europe, with a shared ***dream to travel the world***, the seven continents.

In ***2010***, ***Stella lost her legs*** to an infection, which made it impossible for her to tour anymore. Later on, wherever Kevin went, he kept clicking pictures of everything to show his little sister.

One day while showing the pictures to Stella, of a recent trip to ***Thailand***, he realised she wasn't actually able to feel it. To ***return her lost happiness*** he decided to ***make a camera*** which could capture life, 3D images with real sound and atmosphere. He succeeded in making a camera which could give surreal experience to her. Seeing her ***smile***, it clicked to him how many smiles he could make by more such cameras.

This gave birth to ***7Real.***

BRAINSTORMING



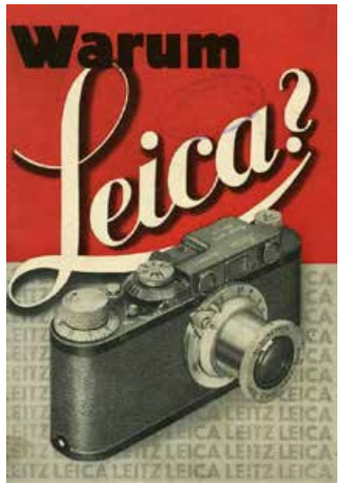
PHILOSOPHY

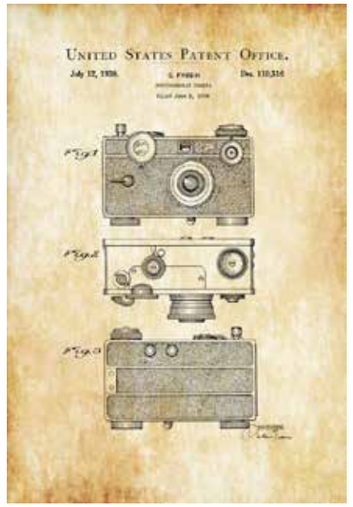
1. NATURALIST
2. ECSTACY
3. COMPASSIONATE

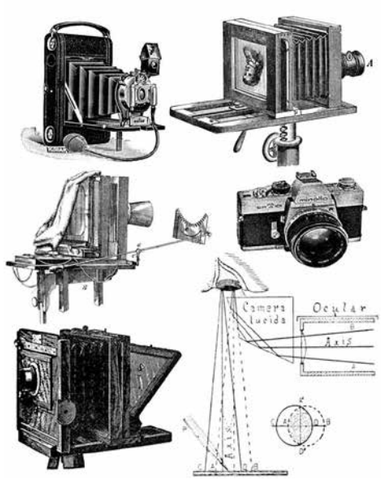
NAMING

1. 7REAL
2. SMANDER
3. FACTASY

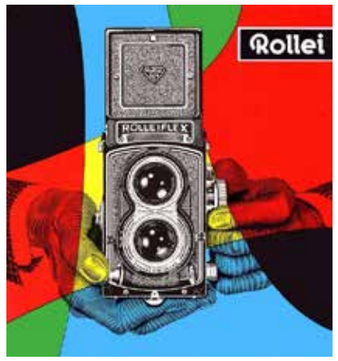
HISTORICAL REFERENCE

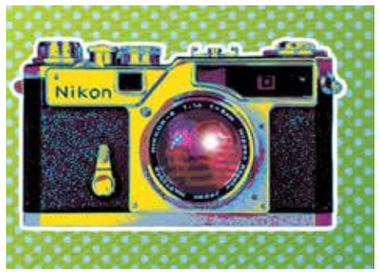






CONTEMPORARY REFERENCE





TYPE EXPLORATION

7real 7real

7real 7real

7real 7real

TYPE SKELETONS

7real 7real

7REAL 7real

7real 7real

EXPLORATIONS

QUICK TESTING

7real
experience life

7real
experience life

7real
experience life

7real

7real

7real

7REAL 7real

Brother sister bond-tie
Camera like structure
Rythemic
Flow
Symmetry

7real

7real

7real

COLOUR PALETTE

I wanted my brand to show two core values :

#FF6699- PINK
Compassion, care
and love

#99CCCC- SEA
GREEN
naturalistic feel
and connect

SECONDARY TYPEFACE

Cameras to capture Smiles
Cameras to capture Smiles
Cameras to capture Smiles

PLAYFAIR DISPLAY

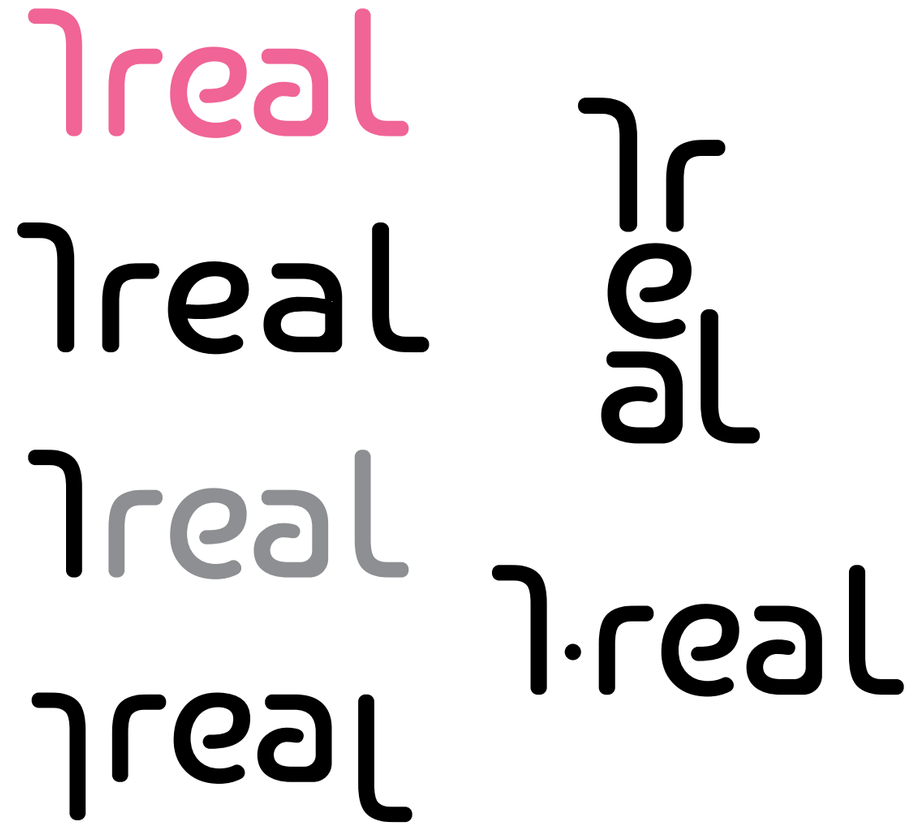
EXPERIENCE
LIFE,
CREATE
HAPPINESS

Cameras to capture Smiles
Cameras to capture Smiles
Cameras to capture Smiles

METROPOLIS

EXPERIENCE
LIFE,
CREATE
HAPPINESS

LOGOTYPE DEVELOPMENT



FINAL LOGOTYPE

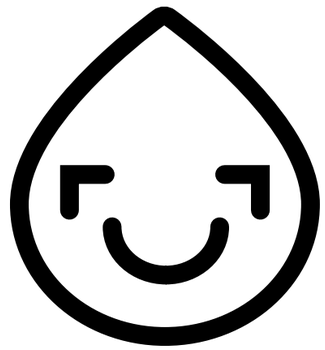
Connection through white spaces between e and a- Represent ***sibling bond***

Similiar forms, 7 and r together looks like ***tree branches***

Round edges throughout - Soft compassionate feel

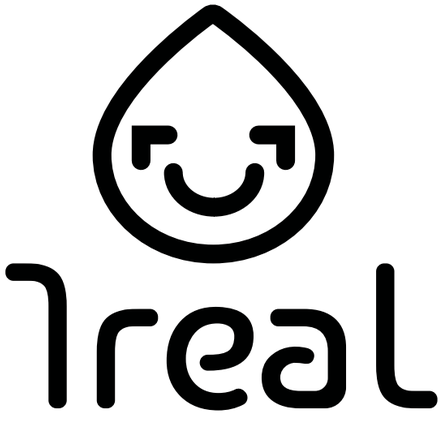
MARK

Form is inspired from ***natural shapes***, i.e. form of a rain drop, form of leaf



Photographic ***crop marks*** are used as eyes

The brand is based on a simple pure thought to make people ***smile***



Hostel and Mess User Experience Design

SCENARIO

I found out many problems in my mess and hostel and decided to solve them for the better conduct of activities and communication of Hostellers with the fellow hostellers and Mess Committee.

PROBLEM STATEMENT

The current mode of communication lead to wastage of paper and Improper exchange of information between hostellers and Mess committee. It was also inconvenient for mess workers to check extras and mess offs daily. Checking the mess menu for every meal and doing the Mess off if not having, in order to avoid the wastage of food and also get a better refund was a very lengthy and tiring process. The most asked question in Hostel WhatsApp Group was what’s in the meal which had to be adressed in a better way.

HOSTELLERS

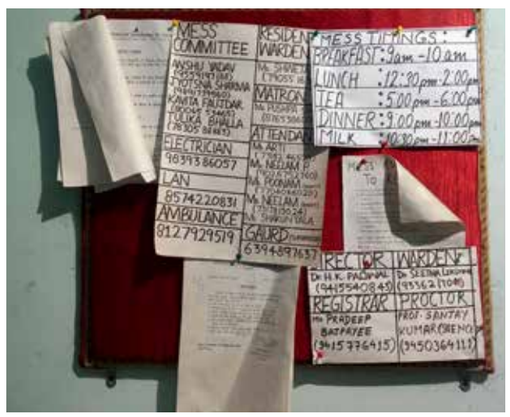
MESS COMMITTEE

EXISTING SYSTEM

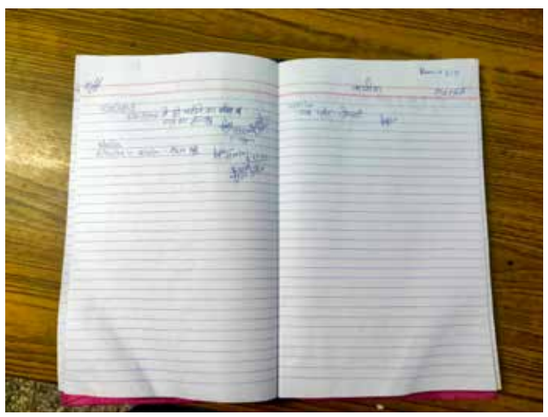
Hostel whatsapp group used for communications

Position of menu in the mess

Diary in the mess, used for writing complaints



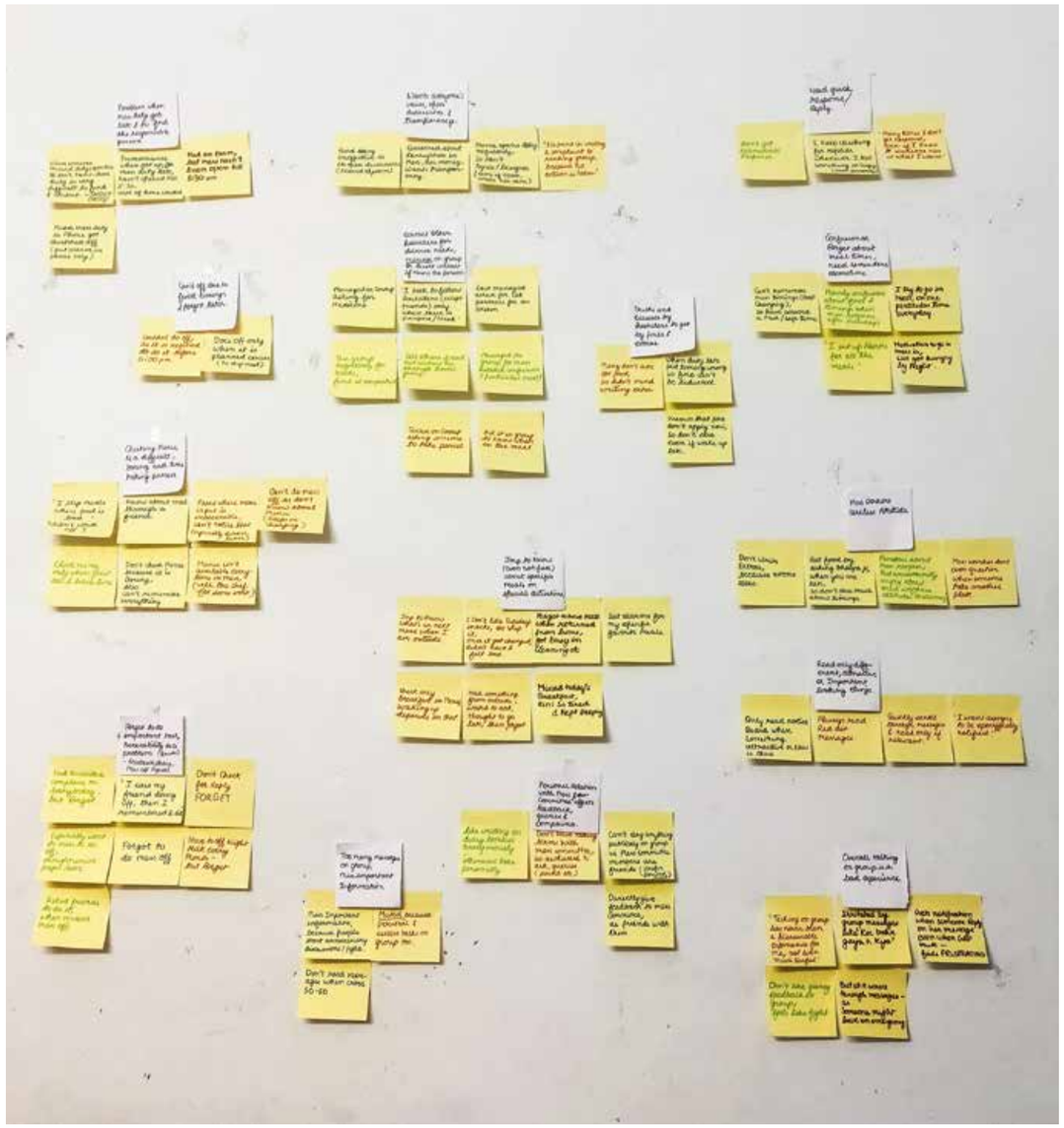
Notice board



Mess register, used for writing offs

ANALYSIS OF DATA

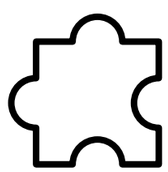
I talked to 5 fellow hostellers and mess committee members to find the ***real problems and needs*** of users irrespective of my initial biases. Further I sorted the collected information through clusters of sticky notes.



Different colours represent different users

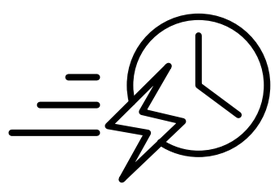
INSIGHTS

From clustering I reached on 12 major insights i.e. ***problems***

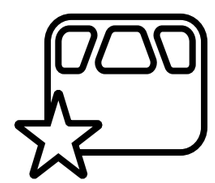


Checking menu - Difficult, boring and time taking process

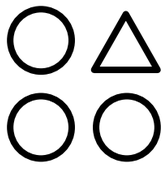
forget to do important tasks- mess off and writing feedbacks



Hostellers need quick responses



Important to know about specific meals on special situations



Read only different, attractive messages

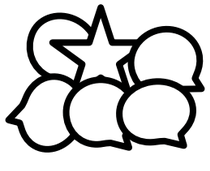
Can’t do off due to fixed timings and forget later

Personal relations with mess committee and others affect interactions

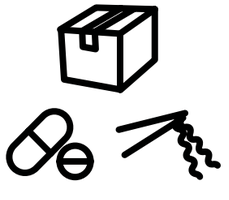
Confusion or forget about meal timings need a reminder sometimes

Problems when mess duty late, find the responsible person

Want everyone’s views, open discussion and transparency



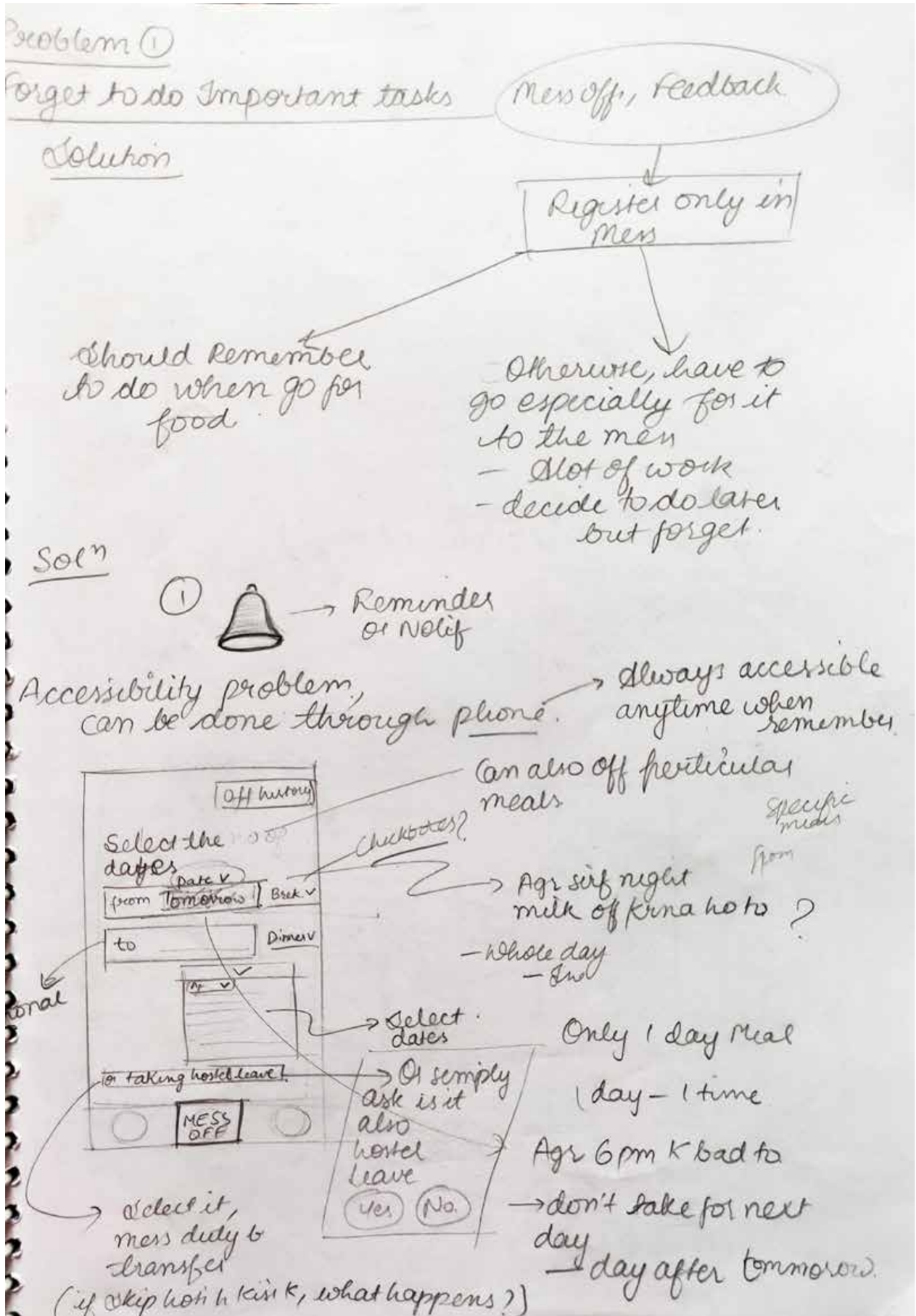
Too many messages on the group, miss important information



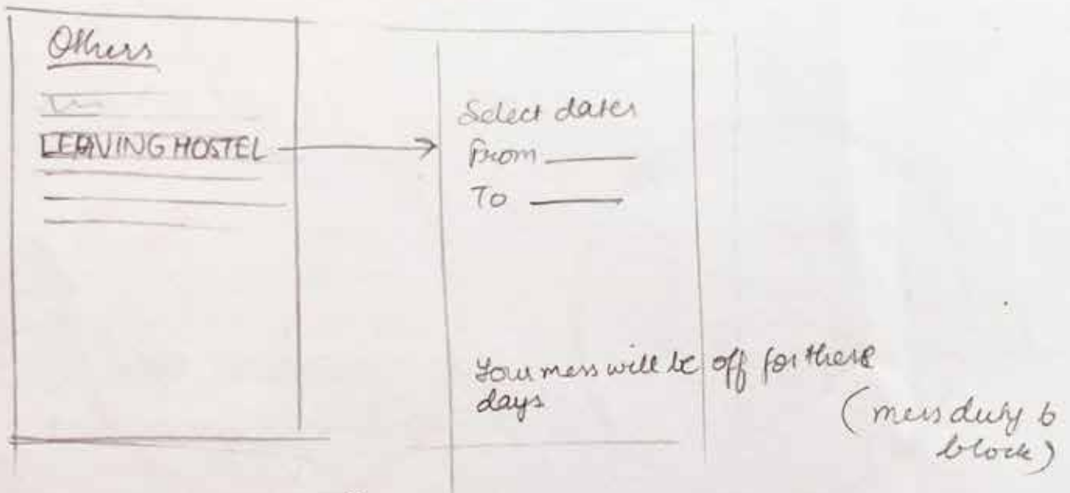
Contact other hostellers for diverse needs

SKETCHING AND BRAINSTORMING

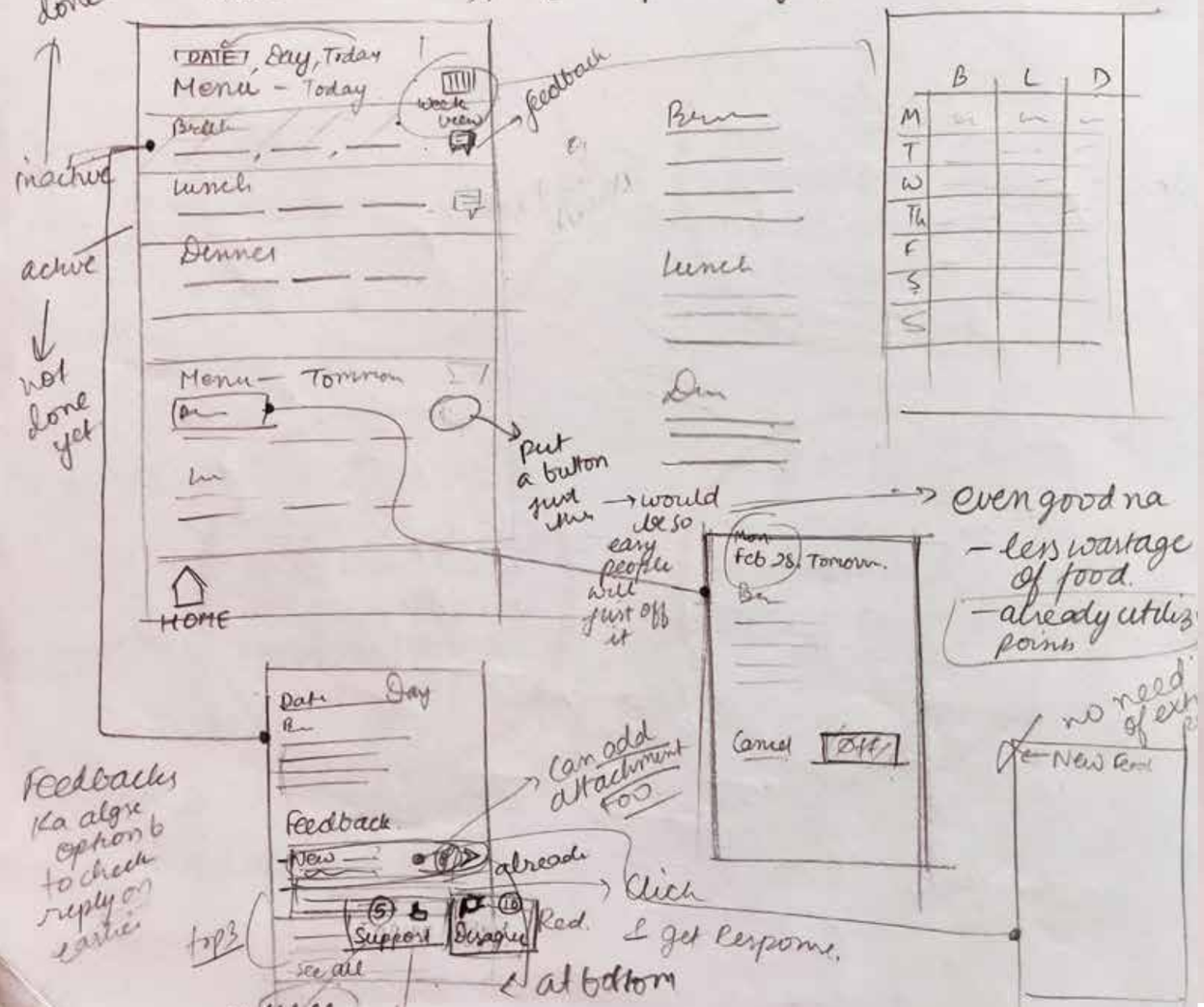
I pondered, brainstormed and made sketches on each perticular problem to define the user flow and make wireframes



Or Option off through Leaving hostel option

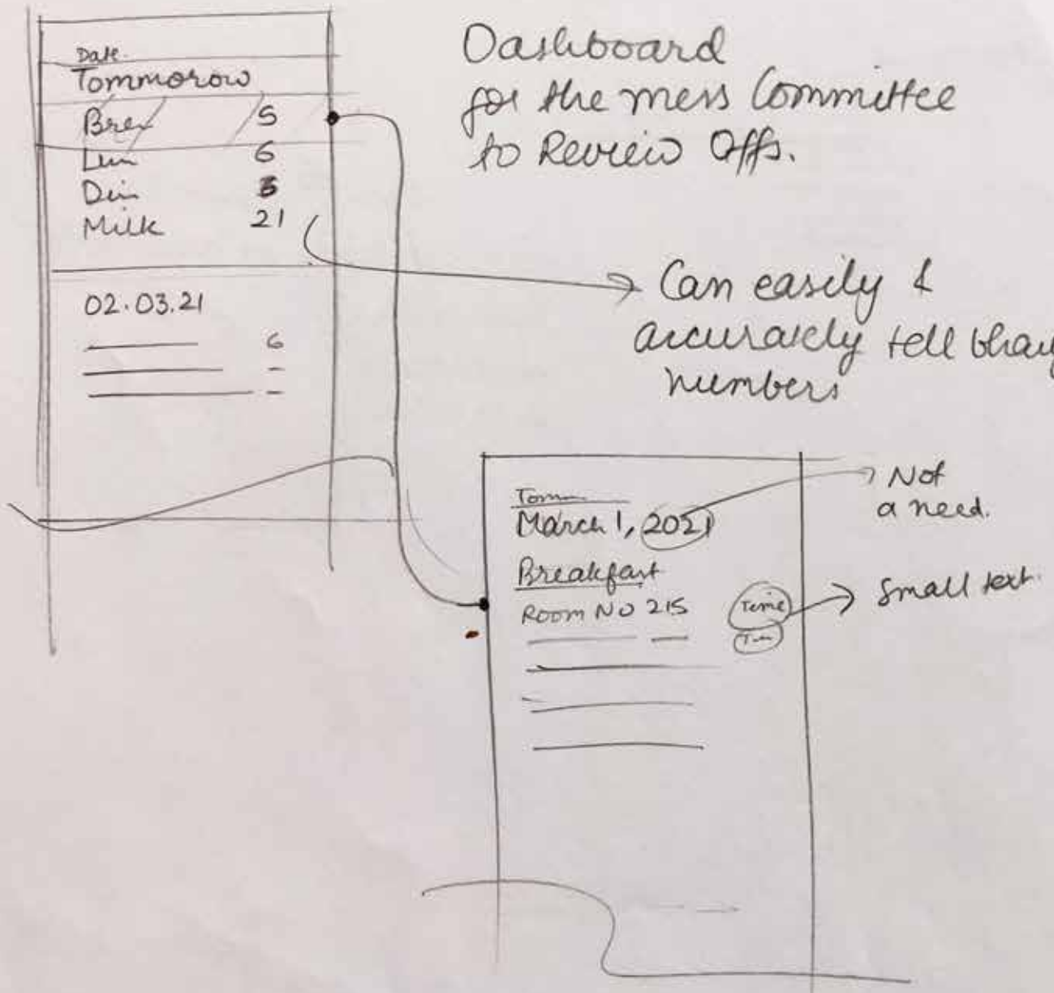


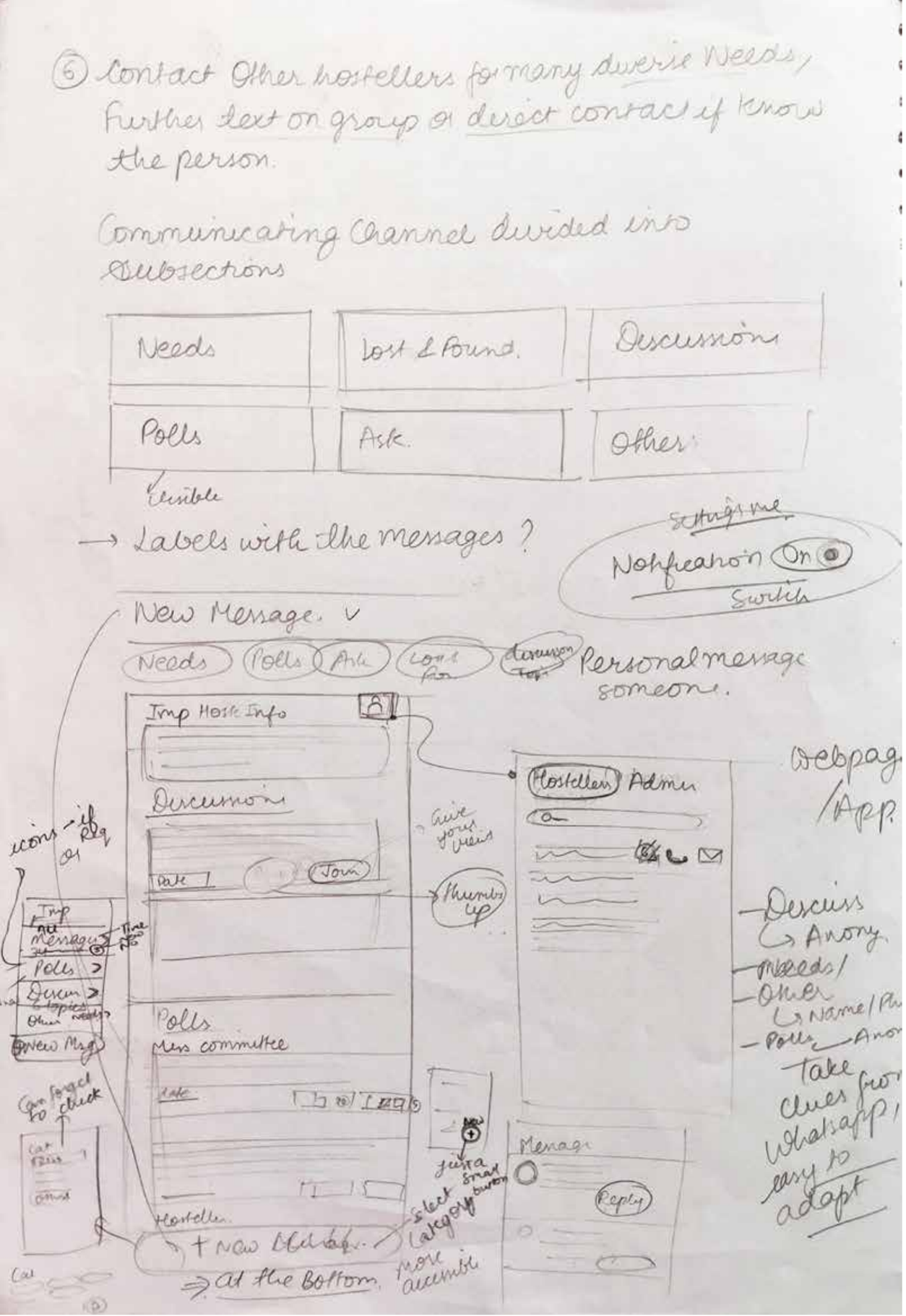
Or Meals done → Feedback.
Still to do → Off (except todays)



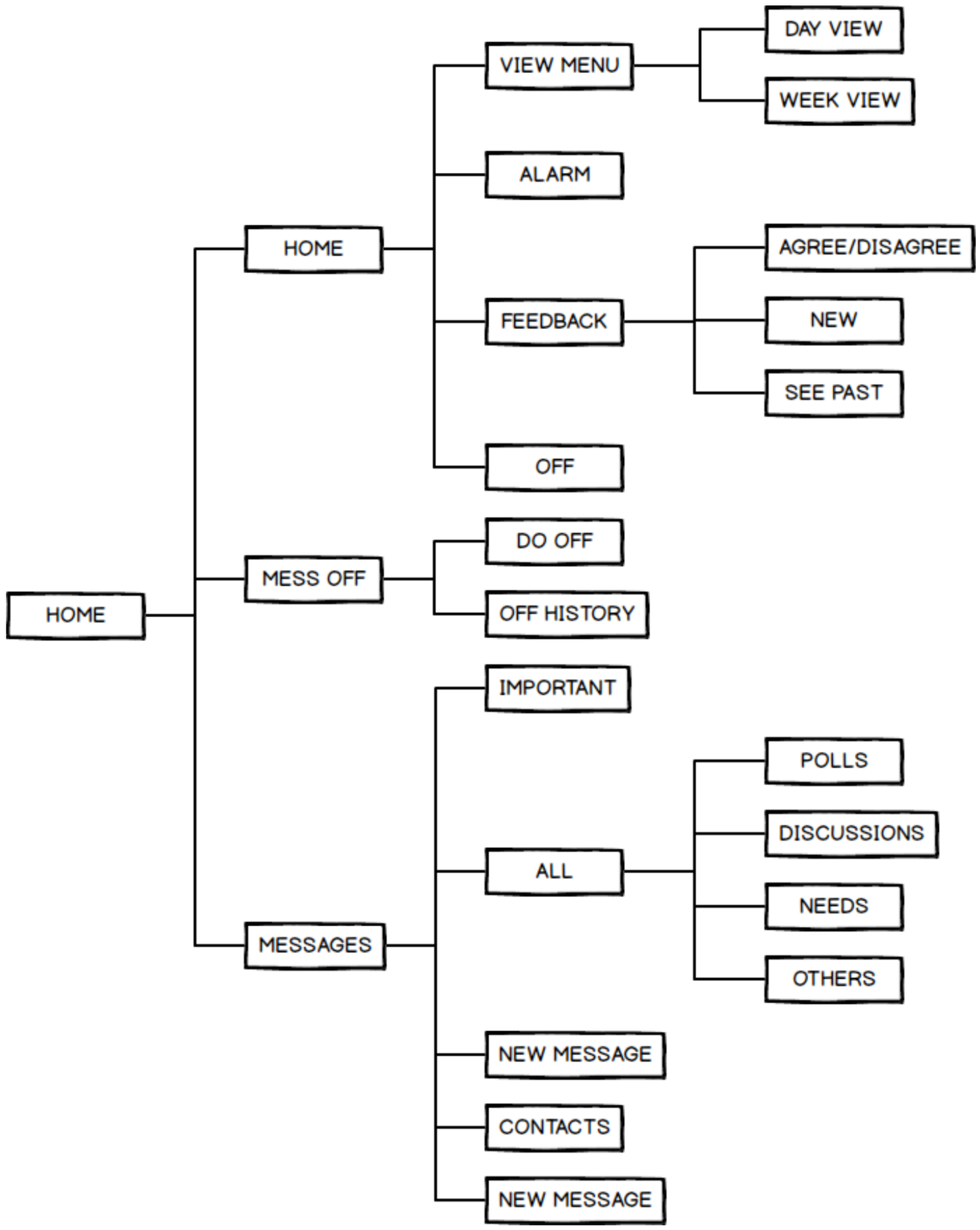
④ Can't off due to fixed timings (before 6pm) & forget later.

- Can't do off after 6pm for next day
  - System won't allow.
- For many days starting tomorrow — off for other days except tomorrow



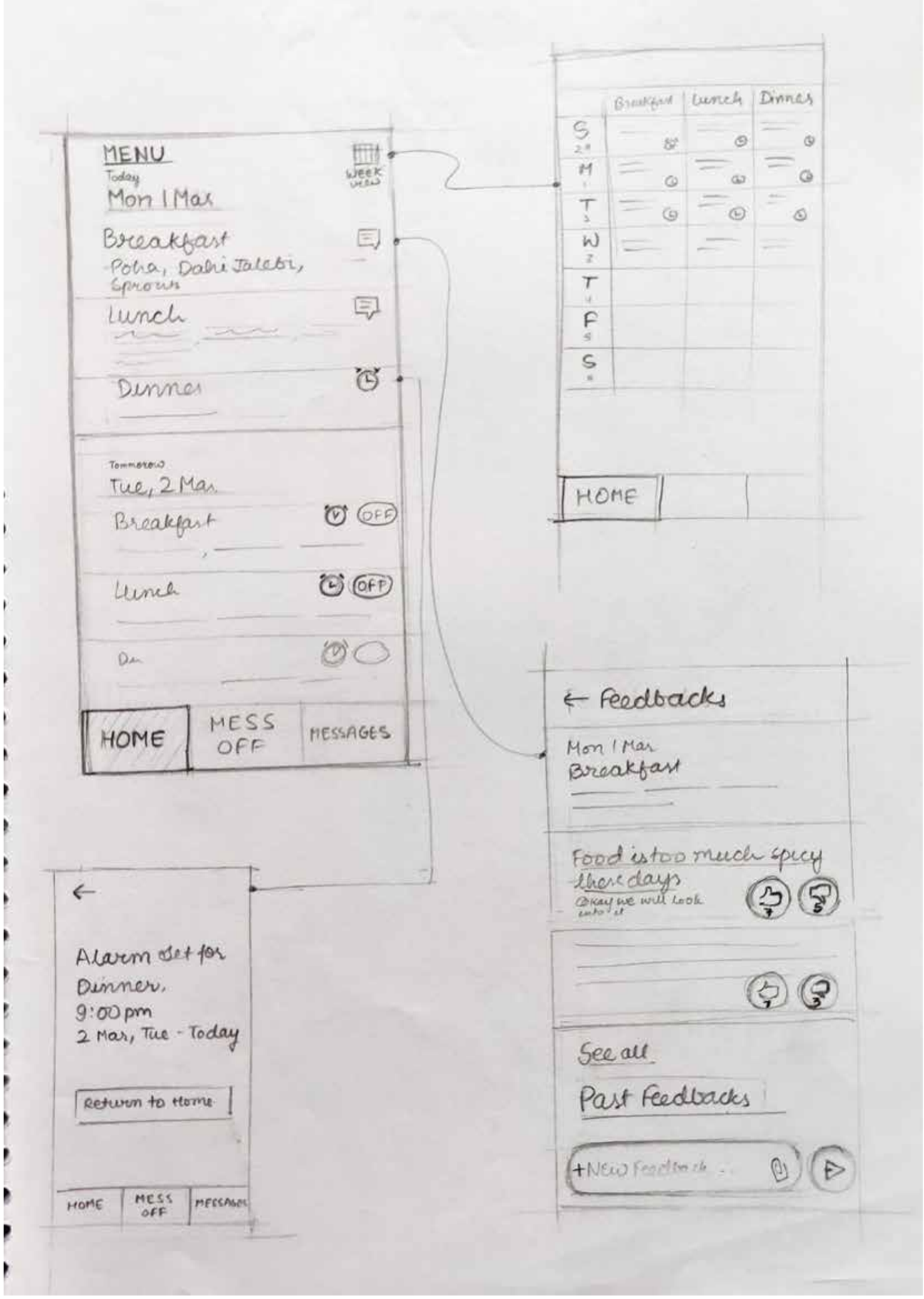


INFORMATION ARCHITECTURE



LOW FIDELITY PROTOTYPE

I sketched the screens on paper, and balsamiq mockup, made prototype through Marvel app and tested it with unique users



Off History

From Tue, 1 Mar Tomorrow

To

Meals to off :

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner
- ☐ Night Milk select all

Is it also a hostel leave?

○ Yes ○ No

Mess OFF

HOME | MESS OFF | MESSAGES

←

Mess offed for Night Milk from 1 Mar, Tue to 31 Mar, Mon.

Off History -

HOME | MESS OFF | MESSAGES

Off History

From Tue 1 Mar Tomm

To W 10 Mar

- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner
- ☐ Night Milk

Select all

Is it also a hostel leave

○ Yes ○ No

MESS OFF

Under Messages

← Polls

Dal Paratha on Sunday

See all

See Previous Polls

+ NEW

HOME | MESS OFF | MESSAGES

← Off till

Tomorrow
01 Mar, 20

March 20 >

MO	TU	WE	TH	FR	SA	SU
						1
2	3	4	5	6	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

← Off History

From Tue 1 Mar Tomorrow

To Tue 31 Mar

Meals to off :

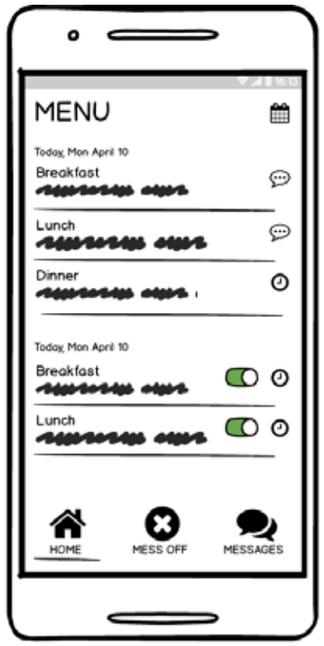
- ☐ Breakfast
- ☐ Lunch
- ☐ Dinner
- ☑ Nightmilk Select all

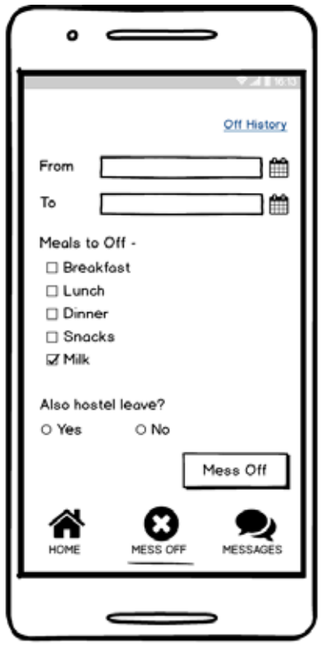
Is it also a hostel leave?

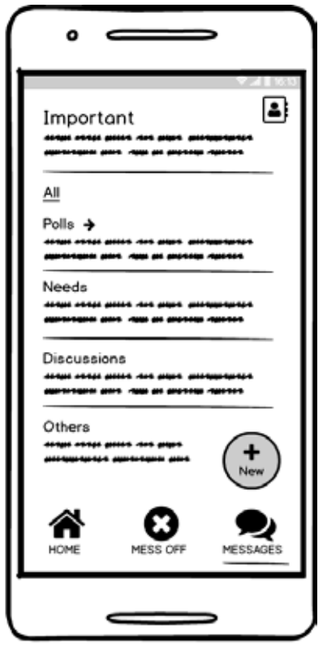
○ Yes ○ No

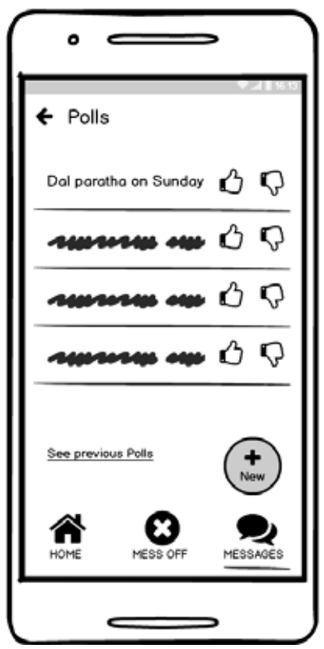
Mess Off

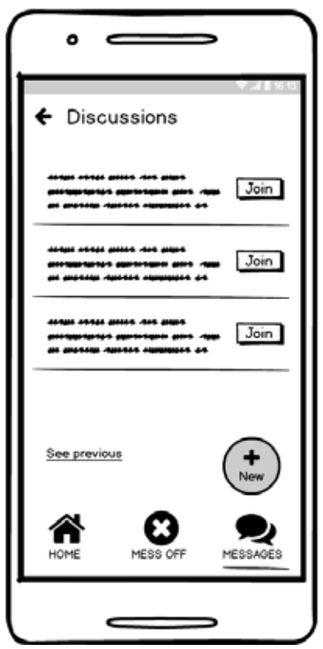
SCREENS

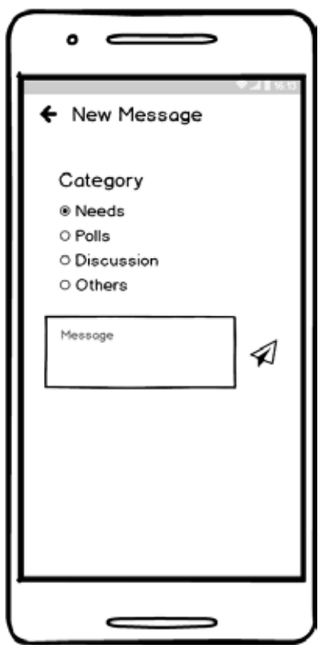




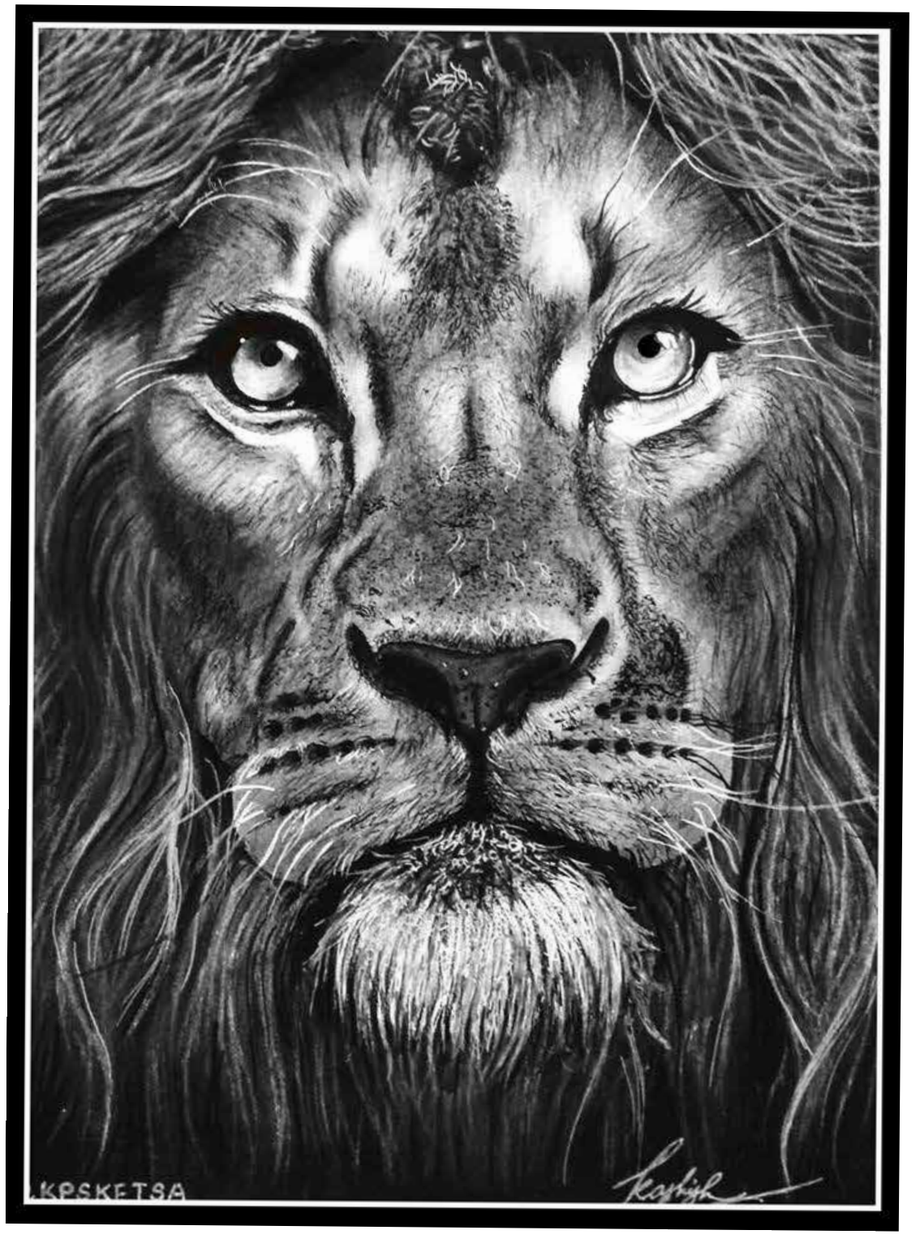






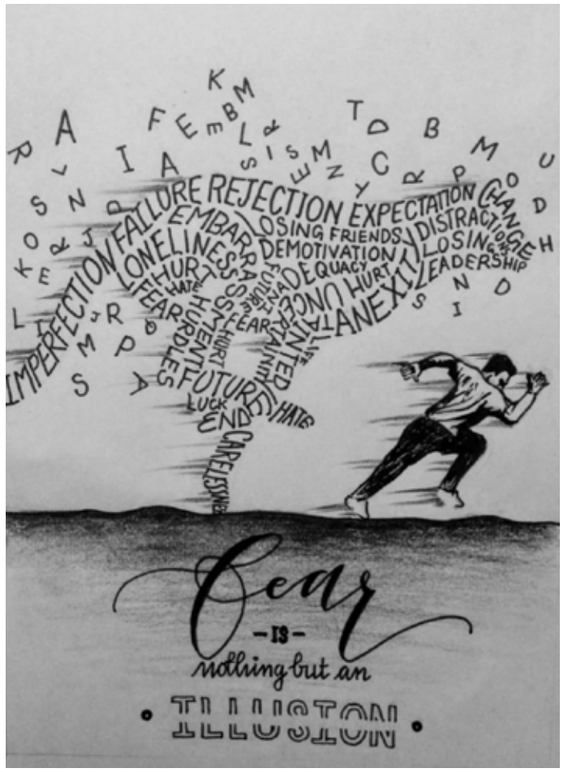


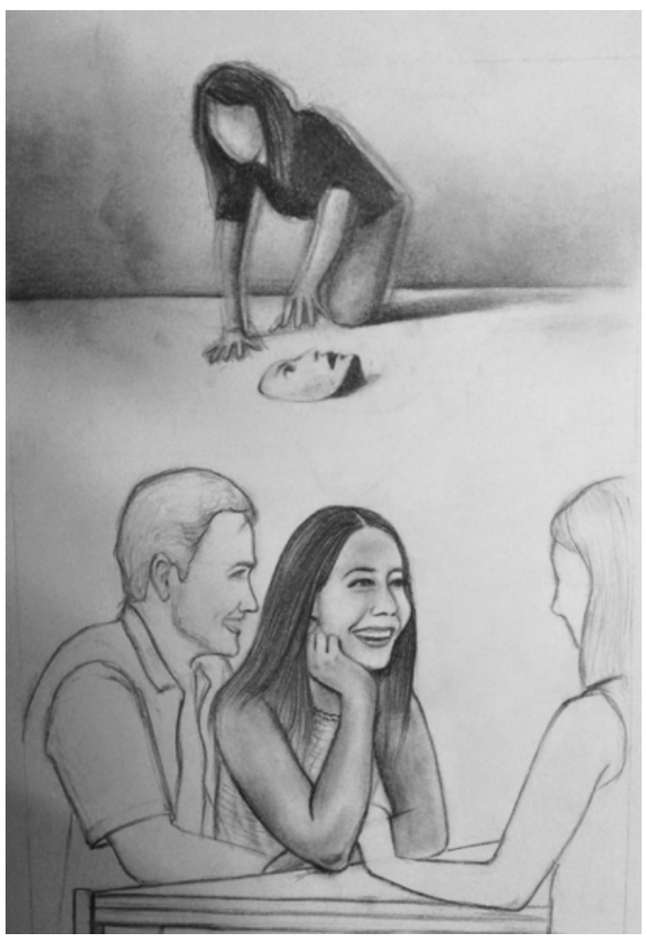
Graphite Sketch



Poetry Book Sketches

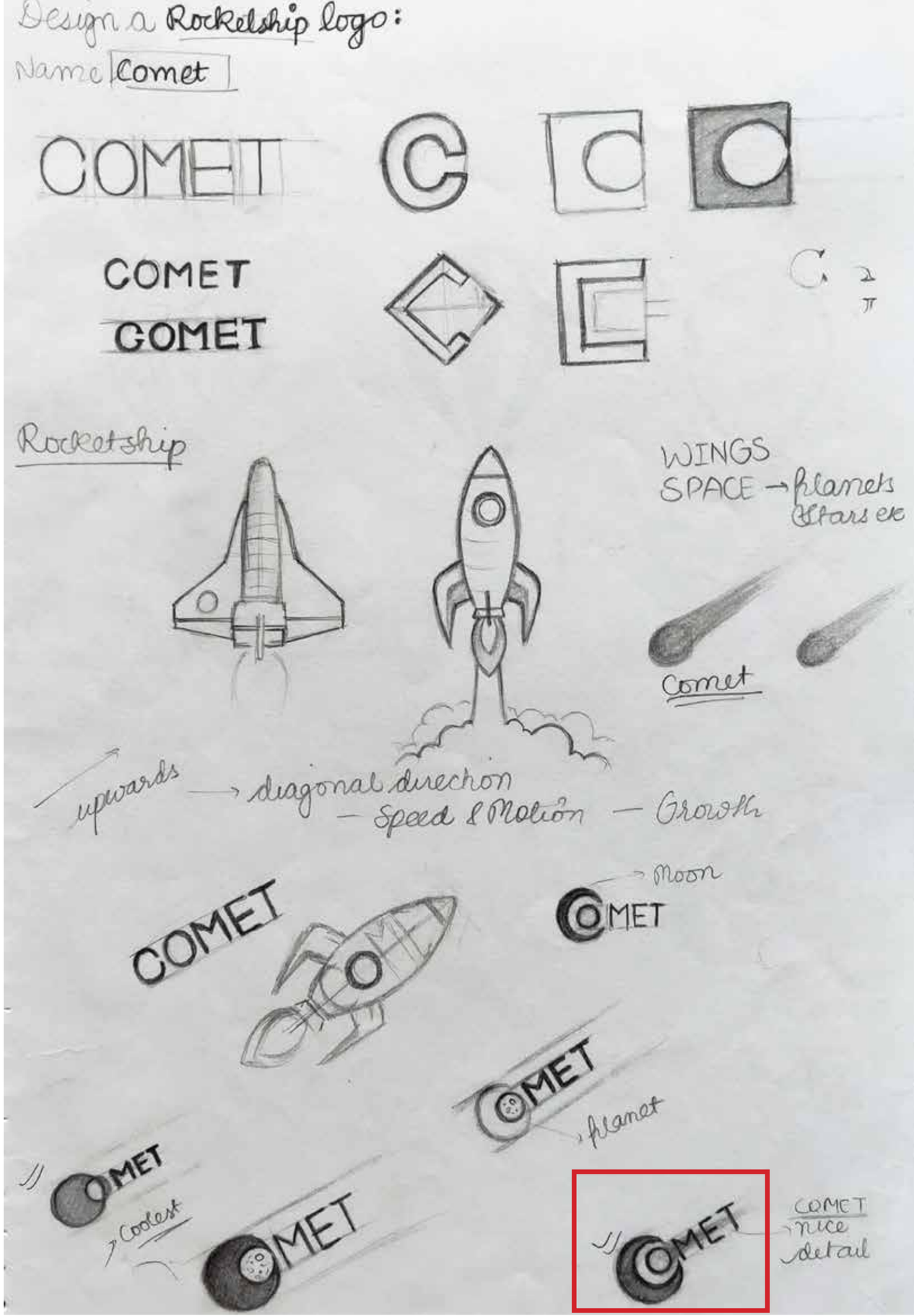
Commissioned sketches for a book based on motivational poetries.





Daily Logo Design Challenge

To improve my quick thinking and idea generation. Took around 30 min for each logo and used only pencil sketching



DAY-2

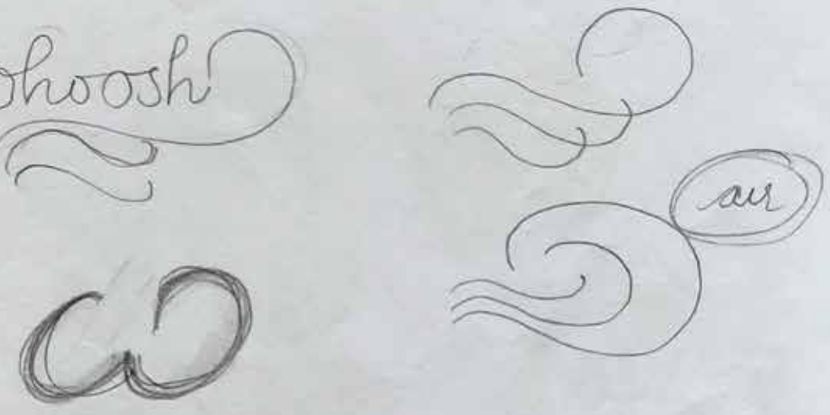
HOT AIR BALLOON → logo Prompt

Name → Whoosh!

HOT Air Balloon -

WHOOSH

Enjoyment whoosh
fun ✓
funky ✓
funny ✓
cute ✓

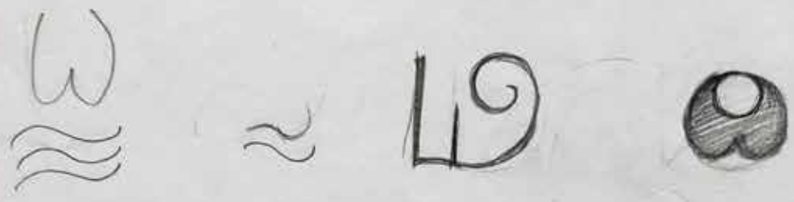


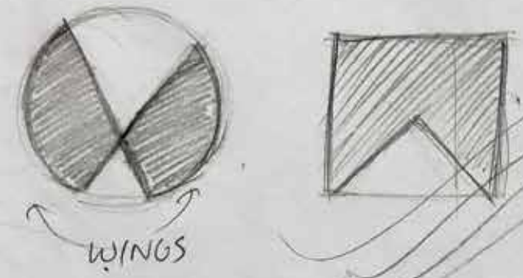
air

Air

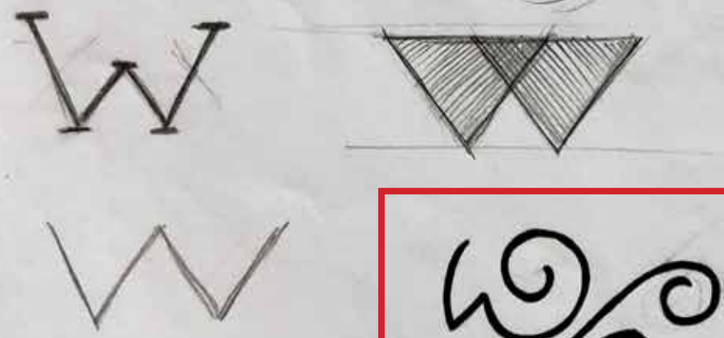
I like this

WHOOSH





WINGS



WWWWW

Logo Prompt : Streaming Music Startup

Name = RHYTHM

COMPETITORS

Green — 1 – SPOTIFY
Blue & Red — 2 – APPLE MUSIC
Orange — 3 – SOUNDCLOUD
Orange — 4 – GOOGLE PLAY

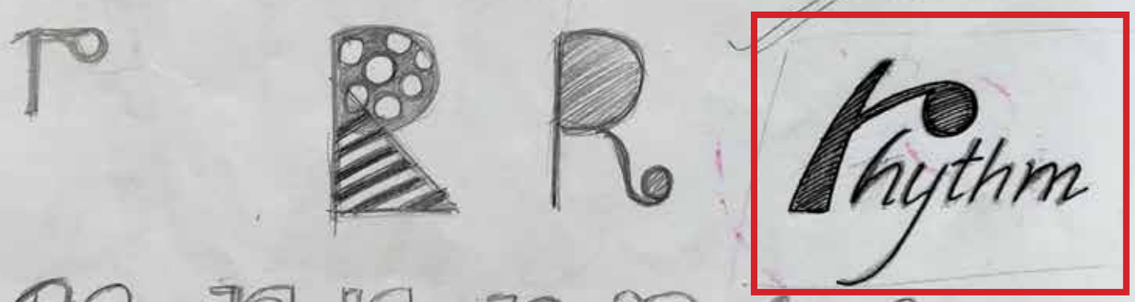
Indian

Green ← Saavn
Red ← Gaana
Red ← Wynk
Red & Grey

My Palette

Major → PINK (Bright) hot
Secondary → Black & White + lil Gold

RHYTHM



PROMPT : Barbershop Logo

Name : BALLU THE BARBER

keywords → Hair

Scissors

Comb

THE BALLU BARBER

LUCKNOW city Identity design

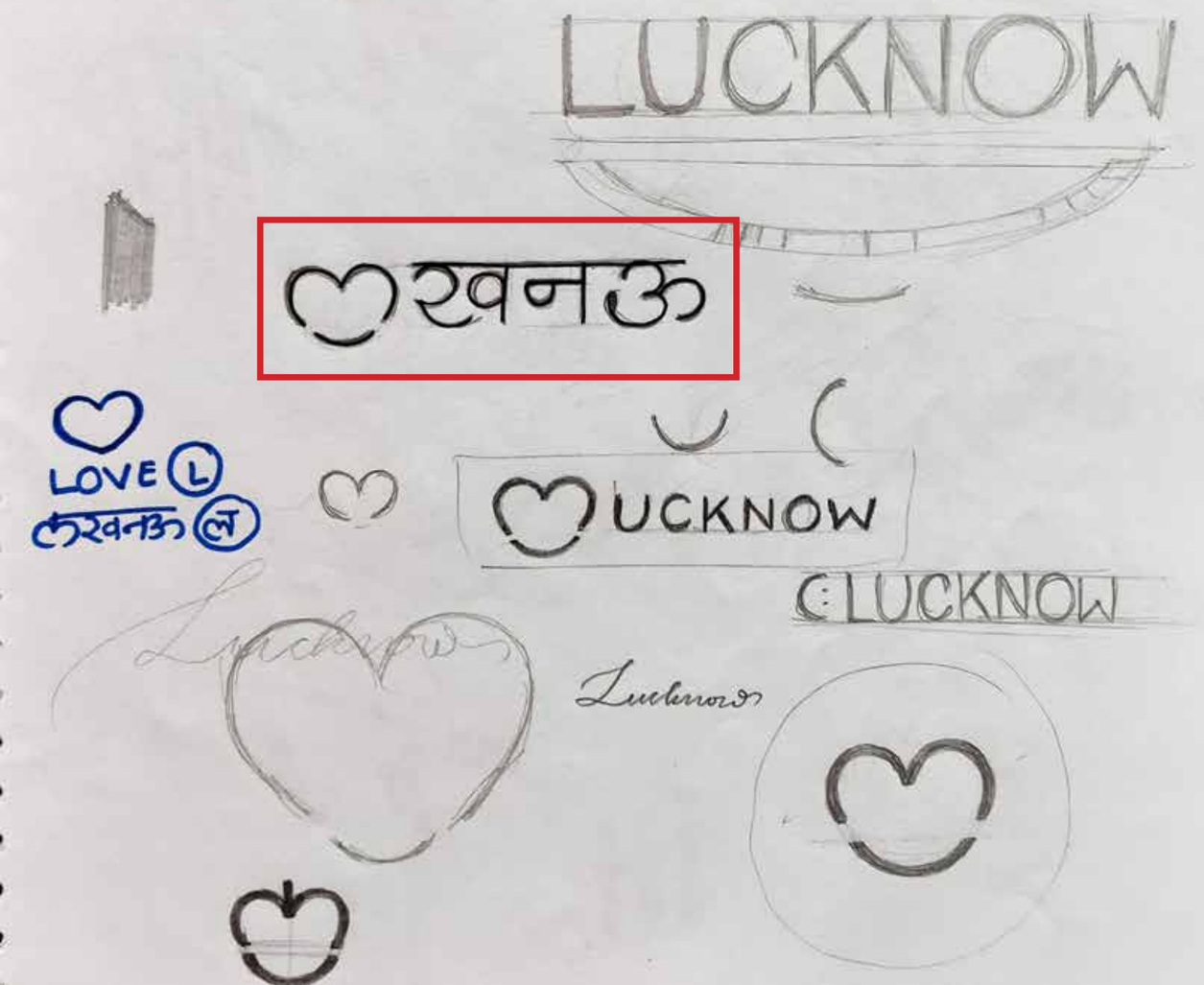
→ Smile
→ happiness
→ Nawabi

Lucknow

Lucknow

लखनऊ
Lucknow

मुसकुराईये आप लखनऊ में हैं।



Day 36

Record label
Name - Spiiin

Keywords - Music, Record, Fun.
Label

Challenge: Geometric logo

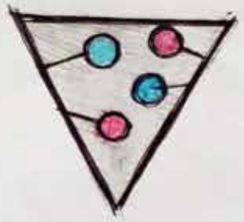
Name Ideas: Vine & Berry / Arc.

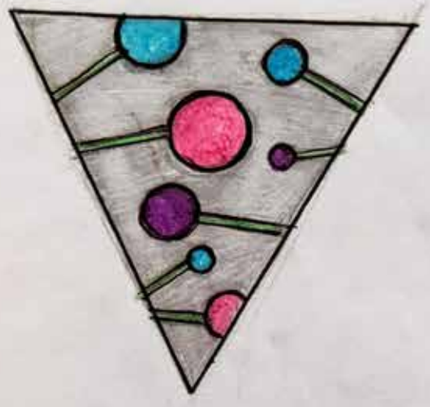
VINE & BERRY

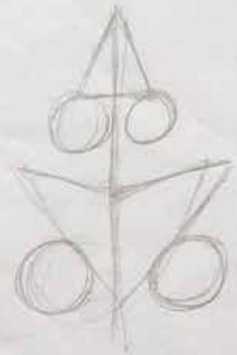
PURPLE AND BLUE & Pink + Green

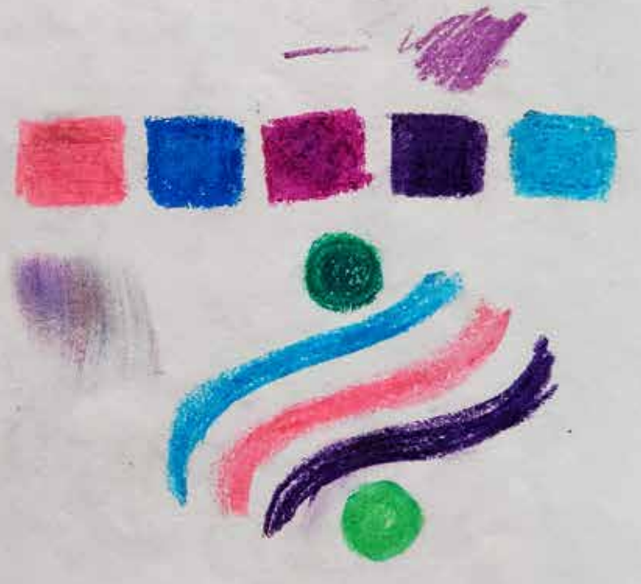
Vine

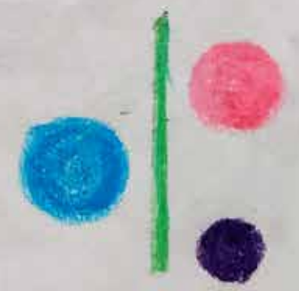
Berry leaf





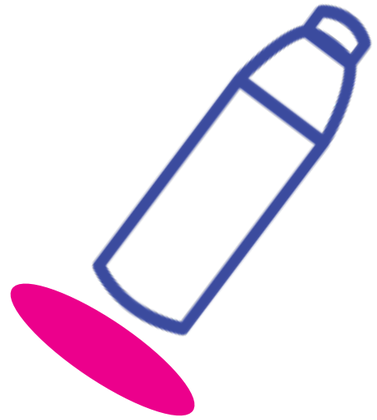


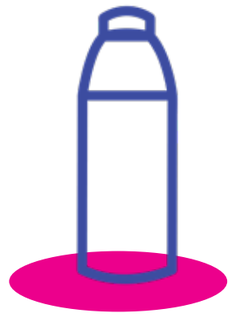




Narrative Pictorial Book

I have used design principles like scale, space, figure ground relationship respectively in the spreads along with consideration of hierarchy to create this conceptual narrative book, which can be interpreted in multiple ways based on personal experience of the viewer

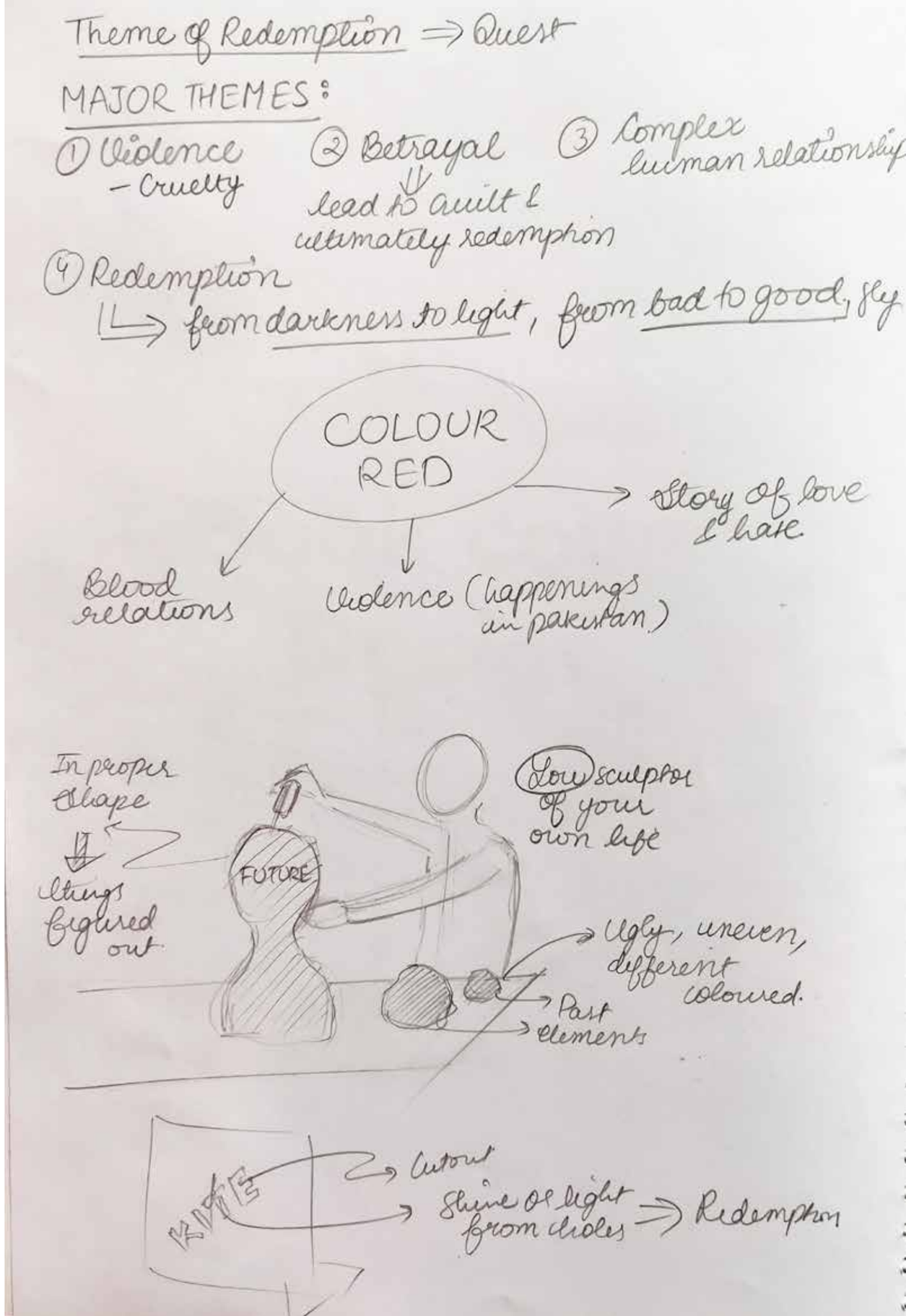


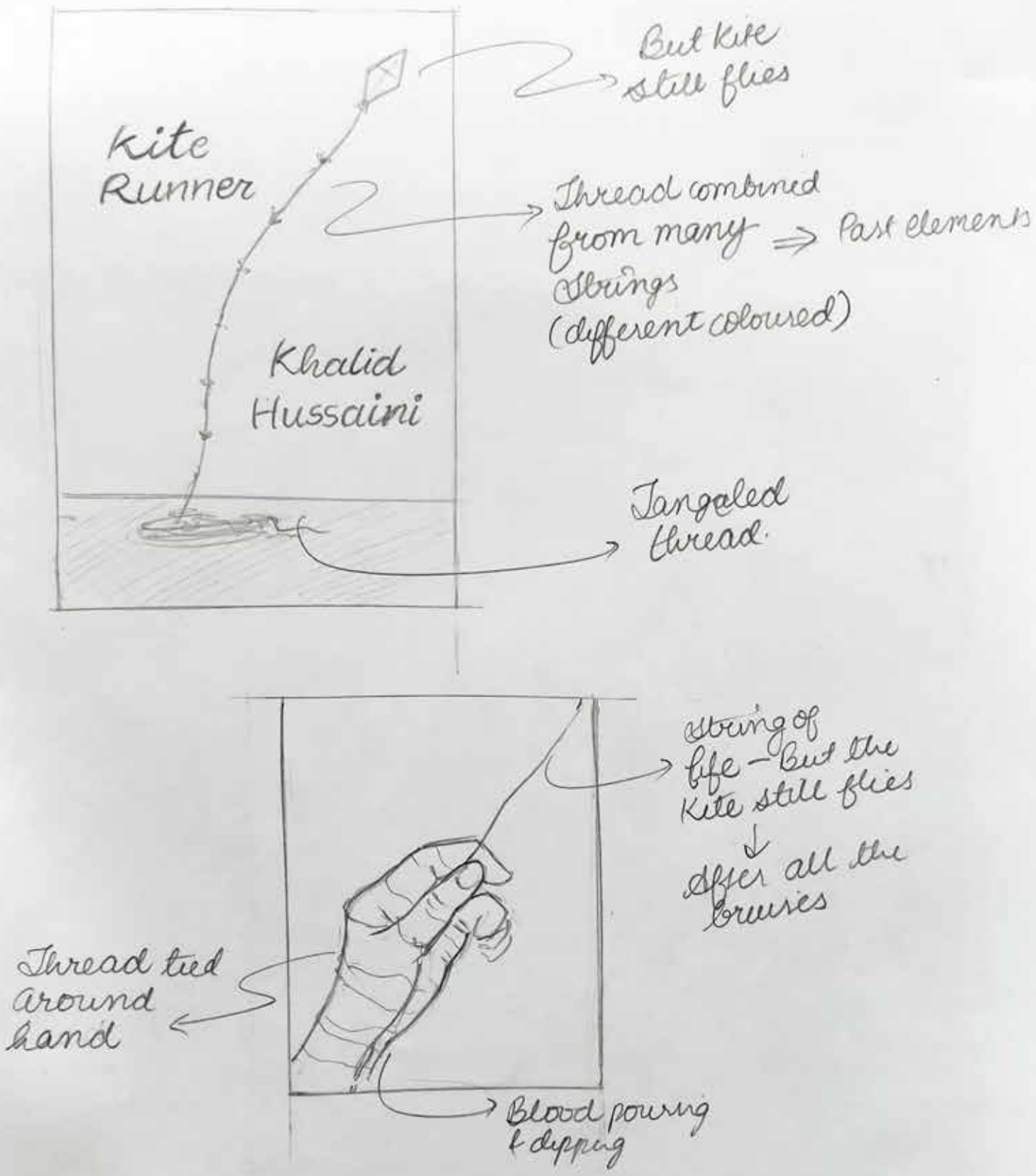


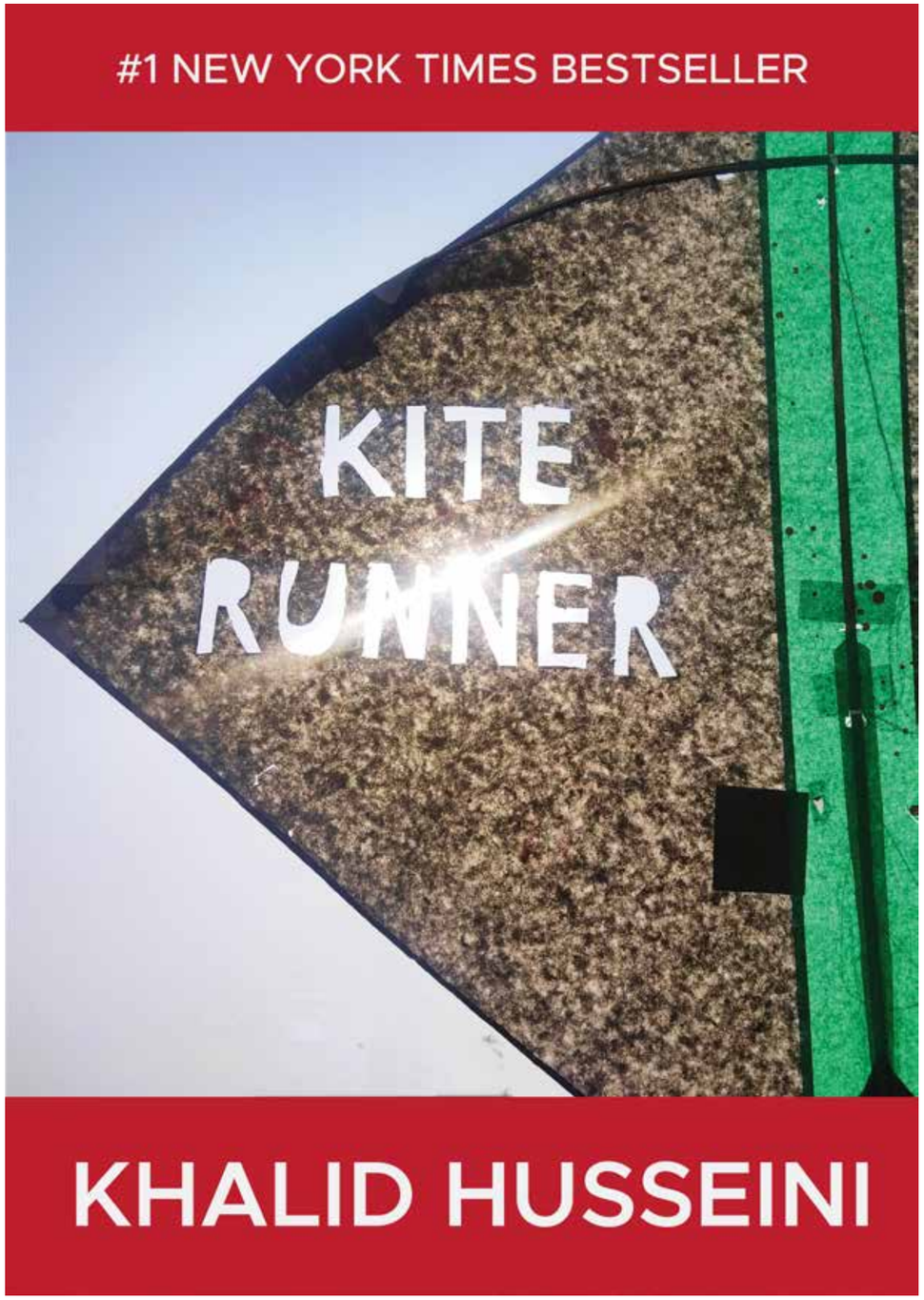
For the back cover, I wanted to make a closure of the book by a sense of peace. It also captures viewers by surprise as a lot is happening through the pages, everything is so cluttered and suddenly there is nothing. I have tried to achieve this by a small yellow circle. During the initial page, it is used to highlight the claws of the eagle which is attacking, i.e. violence. While at the end the yellow circle is highlighting nothing, there is just empty white space. Also as there is a narrative going on throughout the book but there is no definite end, through the white page viewer can imagine his own, based on his own personal experience of going through the book.

Book cover Design

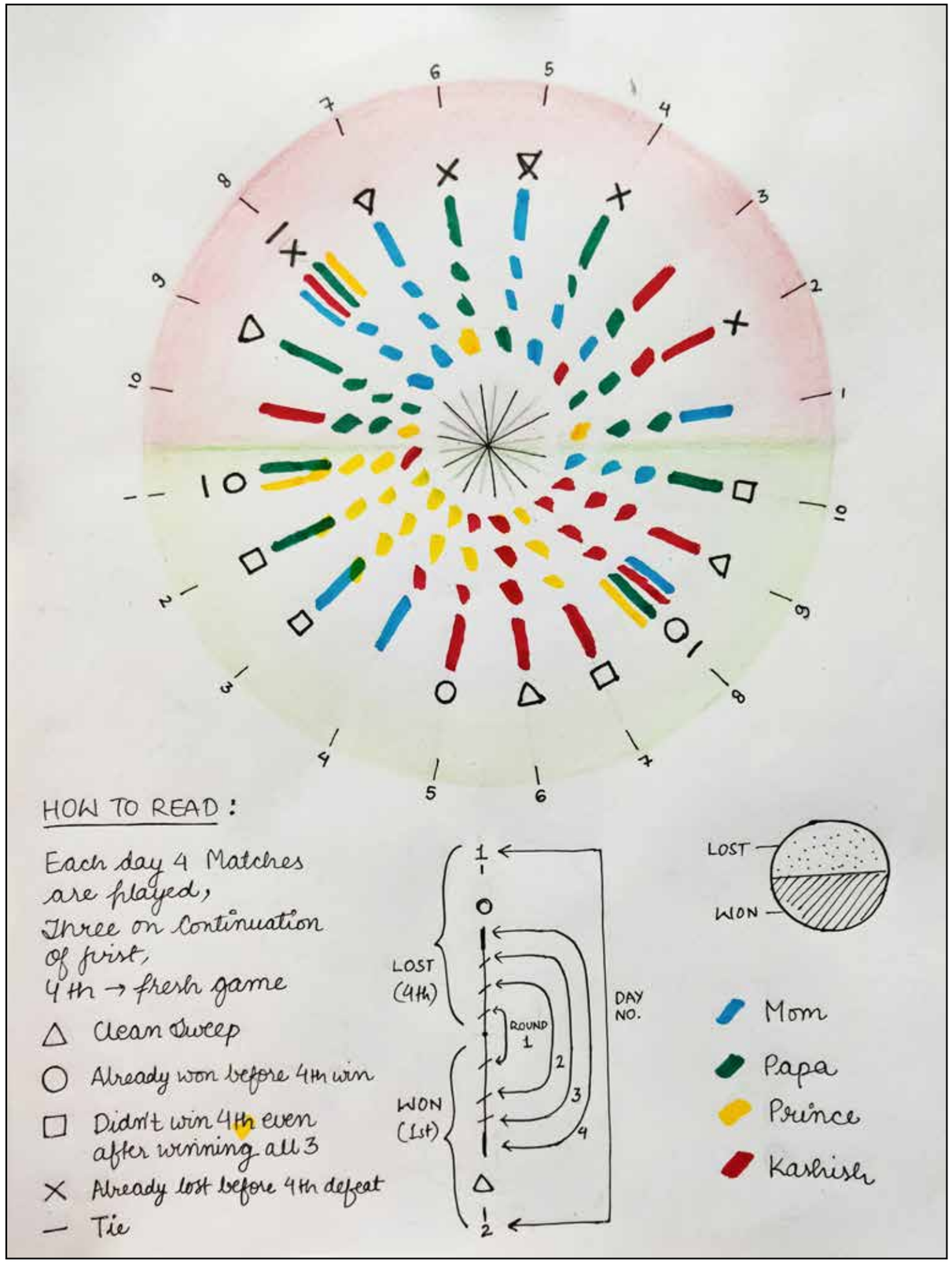
Redesigned the book cover of my favourite novel Kite Runner by Khalid Husseini







The book is about complex nature of human relationships, hence I wanted the cover to feel humane and decided to work with tangible objects. The shine of light from the cutout shows the major theme of redemption. The red colour here represents blood relations, violence (happening at the time in Afghanistan in which novel is based), avnd it being a story of love and hate. The overall colour palette is inspired from flag of Afghanistan.

Carrom data drawing

Data drawing of the results and analysis of 10 days of carrom games, inspired by the works of designer Georgia Lupi