

identity

Design  
Portfolio



Perspective, color, design and movement resonates within my Minimalistic style of creativity.

Chandni  
Patni

# introduction



Human beings are born with unique identity - carried in our DNA and via our fingerprints. In the past, a simple, eye-catching logo did the trick. Now it has all become much more complicated with the bigger firms needing a complete "identity system".

The first impact of a person - the handshake, the greeting, their dressing is all important in imparting a lasting sense of their "identity".

After a designer has established an identity 'system', its multifarious uses screen, print, online, outdoors takes the charge of operating a brand. In short, Identity Design has become a 'big business' in both senses of the word.



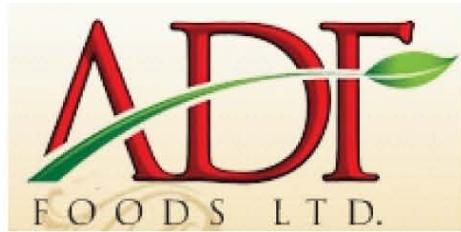
A good idea, may be hit upon suddenly, is a thought that offers a first overview of a problem, or a starting point for a solution. It often injects something new into a message, giving a lift to the wording and design. As a Visual Communicator, I have a major responsibility for creating today's visual culture, its context and effect, as well as its social impact. It crosses border between subject areas and professionals, and its structure is based on conviction that takes an aerial view over the whole communication process which will always benefit the final result.

illuminati



A product's packaging is the very first introduction of a consumer to a product. The effectiveness of the packaging design will decide whether the customer opts to buy a product or not. While designing the packaging for a new product, the focus is on the creation of the entire brand personality.

# illustrating packaging



Ashoka is a flagship brand and the leading Ethnic Indian food brand made in India. It is probably the widest distributed ethnic Indian brand in the world. Ashoka also has a wide range of Catering and Foodservice products which have become favorites with Restaurants and caterers with a strong market presence in the catering trade across Australia, NZ, US and the UK.

Its range includes ready-to-eat curries (Heat & Eat),  
Frozen Foods (Indian Breads & Snacks),  
pickles,  
condiment pastes,  
mango pulp/slices,  
chutneys,  
pappadums,  
IQF (Individually Quick Frozen) ready-to-cook vegetables.



Ashoka's Olive oil pickles range includes seven different varieties of pickles. Its packaging label includes floral graphics with motive based border. Packaging deals with a lot of information along with complementary colors.

# concept



existing packaging



## Proposed packaging



Since the brand has its presence in abroad, I feel that the designs should have a link to India so that brand could easily be recognised and will also set it apart from the rest foreign made products which has a very clean n simple design sensibility.



## Warli Paintings

The Warlis or Varlis are an Indian Scheduled tribe. These indigenous people live in districts of Maharashtra & Gujarat. Extremely rudimentary wall painting & use a very basic graphic forms a circle, a triangle and a square. The circle and triangle come from their observation of nature. Thus, Warli paintings was the best way to portray INDIA.

# new concept



A beginning of a new chapter in the history of Symbiosis Institute of Design. Design Show is a concoction of innovation and creativity. The SID Design Show 2010 which was held on 30th April 2010, is a platform for all the budding designers of SID. The Design Exhibition featured the best works of the students belonging to all the disciplines at SID viz. Product Design, Communication Design, Fashion Design and Fashion Communication.

# inviting to design show



Kettle - one of the most commonly used commodity.

We, aspiring designers brew new ideas at the Tapri everyday while sipping in hot tea. The kettle thus becomes the boiling pot for all the ideas, conversations, chit-chats, deals and plans that are developed at the tapri. Thus the kettle is what we thought best represented our ideologies and it seemed no less appropriate to choose it as our core theme.

The kettle will hence be reflected in all the elements of branding that come up.



The handle of the kettle is the most functional part. It is the handle that makes it use friendly and portable. Therefore the handle becomes **Product Design**. The spout is from where we pour the final brew, thus it becomes **Communication Design**.

The lid of the kettle preserves the essence and the aroma of the brew, thus it aptly is **Fashion Communication**. The extra handle at the side of the kettle was added much later to augment it and make it look more attractive. Thus it becomes **Fashion Design**.





Keeping sustainability and the budget in mind, the brown craft paper best suited our theme. The Design show collaterals extended from invites, letterheads, envelopes, folder file, souvenir to media kits, notepads, flex screens and promotional banners.



The message, which has to be given shape and form, needs creativity as an extra resource to create influence which becomes a major part of Visual Communication. Exploring wines of India, Sula Wines comes forefront of the Indian wine scenario reinventing through Exhibition and Ramp designing.

# ideating 3D



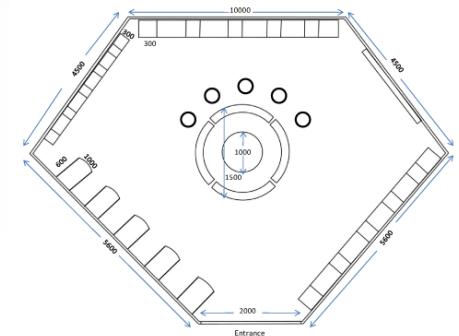
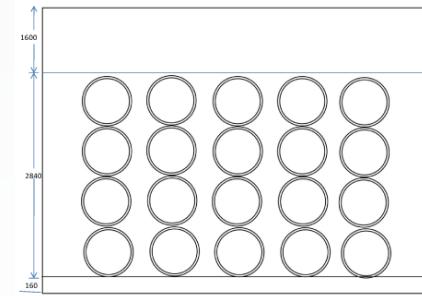
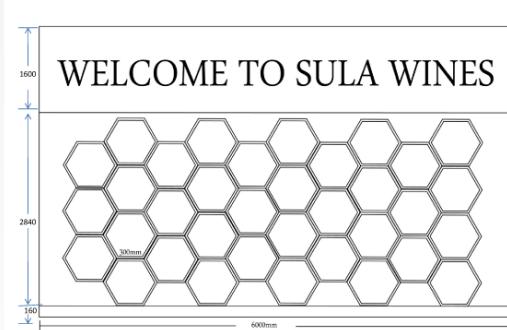
Sula Vineyards and Wines is a leading Indian Winery. Since its inception, Sula has rapidly established itself as India's leading premium wine brand.



exhibition design  
Combs and Caskets

Wine is known to mature over the ages. The older the wine the more precious it becomes. Historically honey is known for its property of not decaying over years on end. Inspired from the color of honey and the honey combs, the fixtures are in the shape of the combs and caskets. The prime material of the exhibition is wood as the caskets are made of wood.

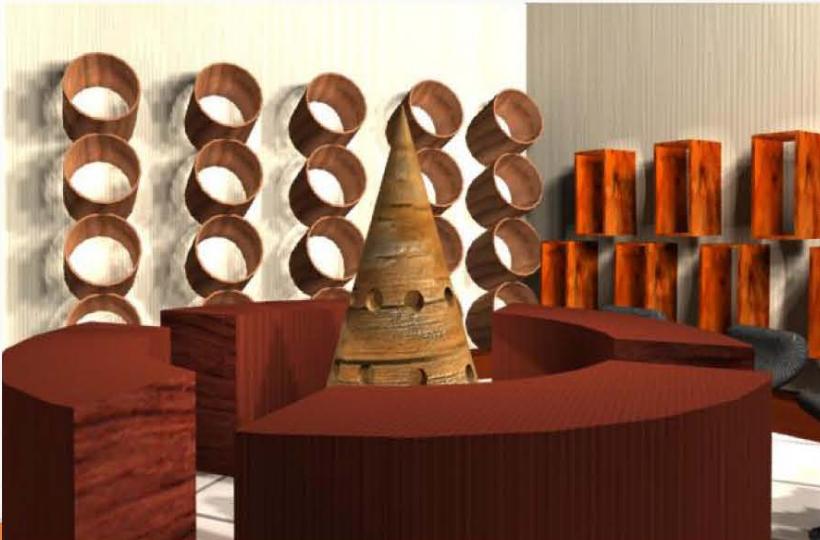
Elevation Plans





The ambience created for sula exhibition.

Starting left to right: center island display with wine testing area; top view of the pentagonal layout; barrel walls; and wine testing area.



# sula vineyards

## ramp design

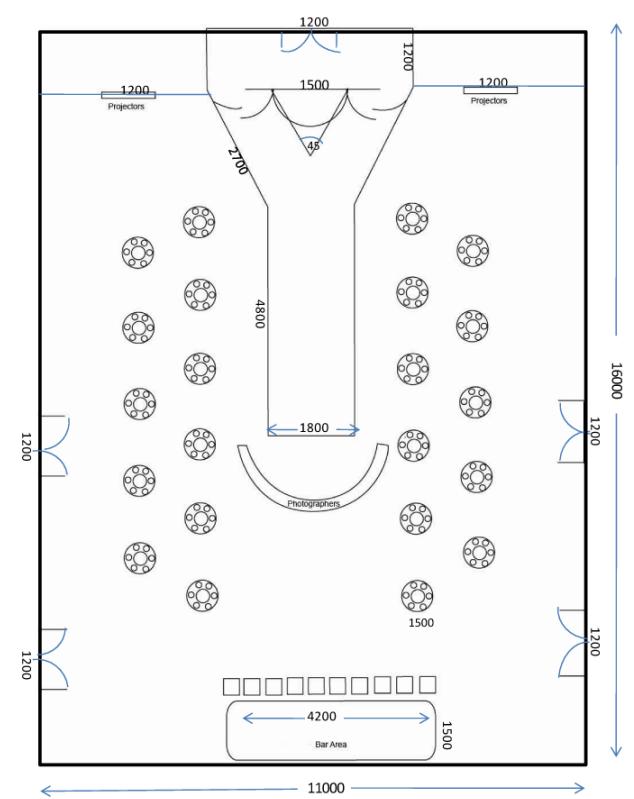
### Wines & Women

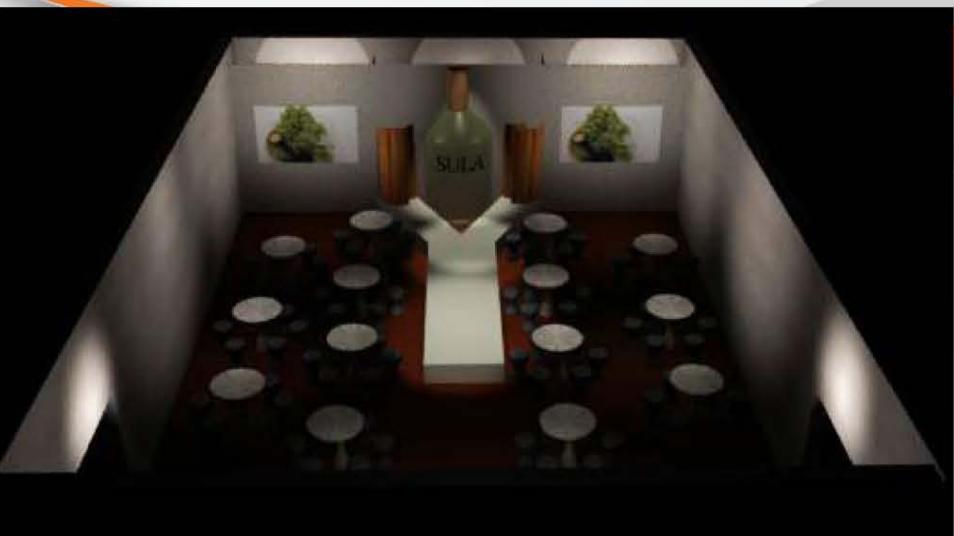
Women have a special sensibility and sensitivity when it comes to wine. Fashion savvy women who have a taste and are passionate for wines, loves to celebrate each day of their life. As they do with fashion, style and class, Sula Vineyards celebrates – “Wines & Women”.

The shape of the ramp has taken a form of letter “Y” inspired from the wine glass.

Area: 16,000 mm X 11,000 mm

Elevation Plan





The interiors created for sula ramp show.

Starting left to right: side view; bar area; ramp ; and top view of with sula bottle as propthe layout.



# immersive ideas

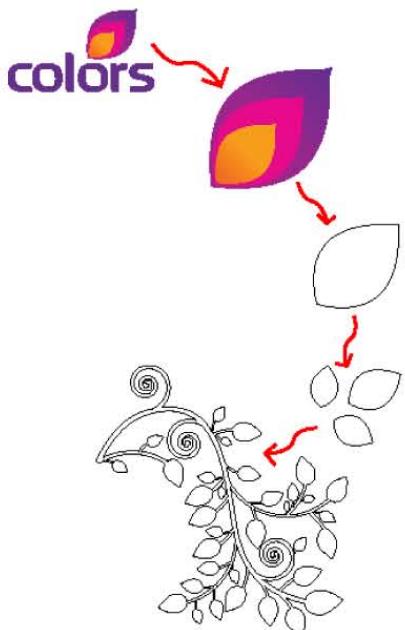
Perception and experience lead to interpretation, which involves expressing the meaning of a message either to oneself or on to other people. Brands deal with various kinds of promotional activities which can either make or break the brand.





'COLORS' is Viacom18's flagship brand in the general entertainment space in India. It is dedicated to promoting 'Cohesive viewing', through programmes.

The colors launched a one page calendar of Indian holidays for its viewers of UK.



Developed a pattern out of the petal that represents colors logo



*A daily bath can  
make you fairer.*



The fairness + proteins formula,  
and the rich lather reach deep  
into your skin pores

Nourishes the skin, and also  
reduces the dark melanin



Makes skin fairer from within

The all-new Godrej Fairglow Soap. With Fairness + Proteins.  
Nourishes your skin from within, and makes you fairer.



The Godrej FairGlow soap claims to contain a unique fairness formula, which makes skin fairer simply through a daily bath. The purpose of the poster was to advertise the fairness formula in the soap with its brand colors.

Long lasting freshness  
now last even longer



Buy 2  
Get 1 Free



Cinthol, the flagship brand of Godrej Co-operation Pvt Ltd. (GCPL), has come a long way since early 1950s when it was launched. Cinthol Lime has a active lime formula that provides long-lasting fragrance.

The major purpose to the poster was to emphasize on the offer. Also, the freshness of lime and the brand colors should speak about the Cinthol Lime soap.

A hypothetical Mobile brand named Oxygen was to be launched in the market. The basic feature of Oxygen mobile's Smartphone is a combined business and music phone and gives the customer an enhanced music listening experience with Denon amplifier and customized headphones from Bose. The Target customer was business professionals who wants music features incorporated in mobile. The requirement was to develop a introductory hoarding which can be put all over the city.



## Inspired by Desire

OXYGEN ALTURA

The hoarding design was developed keeping the brief in mind. The hoarding is divided into two parts - one shows the music features of the phone and the other incorporates the business features of the smartphone.

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building a brand. It's a foundational piece in any marketing & communication process. Innovating and reinventing Designer label Nachiket Barve's brand identity.

# innovating identity



NACHIKET BARVE, the Designer label stands for the philosophy that of luxury expressed in a contemporary, fresh and innovative way.

The look of the range is international, while the elements that go into making it are Indian. The label stands for garments that are understated, comfortable yet luxurious, not mere slaves to trends. The products are universal in their appeal, being rooted in "Design" and being strong conceptually, while not losing out on their visual or tactile appeal.

The range consists of western garments for an international clientele as well as Indian garments for the domestic market with the emphasis on textiles. The essence of the label lies in "Redefining Luxury" for a global audience.



New Identity

Nachiket + barve= Nb

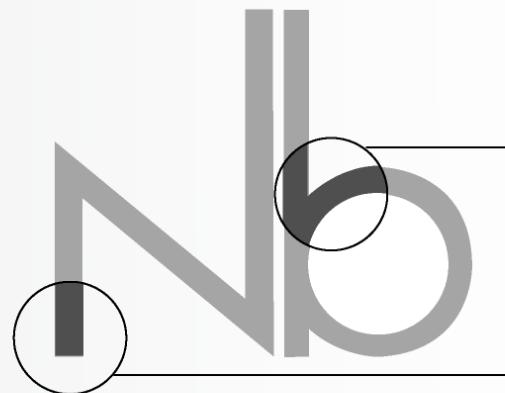




Nb



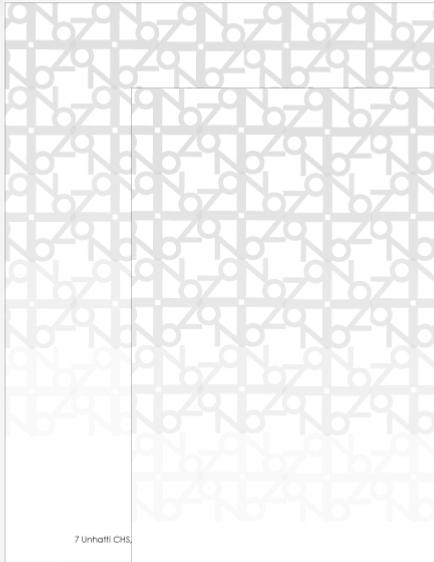
The new identity is simple, clean and classy. The sharp edge of letter 'n' and the curve of letter 'b' speaks about two culture Indian and International marrying together which is also a basis for nachiket to design his garments.



The curves have been optimized and made more even, The transition from straight to curved is now much more smoothly. The horizontal crossbars are slightly thinner align for optical composition.

Slightly wider to harmonize with the other form and the thickness of the strokes have been corrected to match the rest.

Collaterals include letterheads, business cards, envelope, notepad, CD, brochure, price tags, paper bags, wrapping paper, and presentation slides.

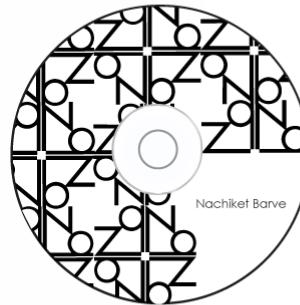


7 Unhatti CHS,

Nachiket Barve  
7 Unhatti CHS, 531 Shahaji Roje Marg, Vile Parle East, Mumbai 400057, India  
Tel: +91 976 725 5005



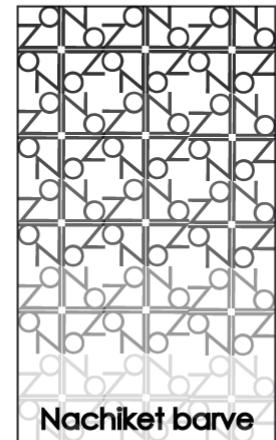
nachiketbarvedesign@gmail.com



Nachiket Barve



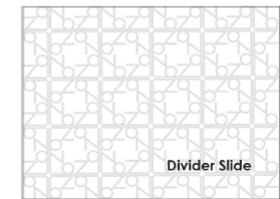
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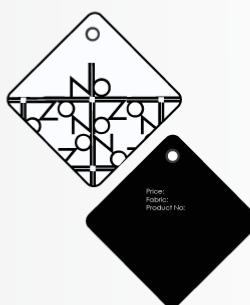
Nachiket barve



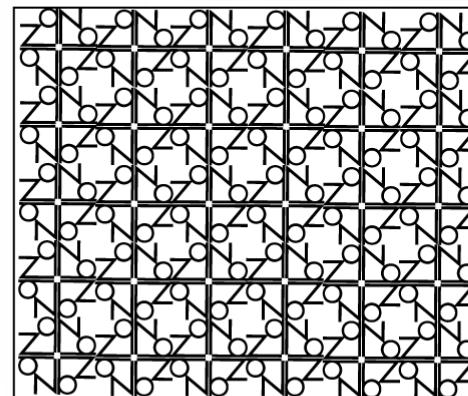
Header Slide



Divider Slide



Price:  
Fabric:  
Product No:





We are moving forward with such a pace that we are leaving behind the art and culture which represents the core of India. A solution to this is to combine the creative community and global business together creating a design driven ambience. A Live Project done based upon promoting an art form and imbibing the feeling of Indianess in MNCs and corporate offices.

# ingenious imagination

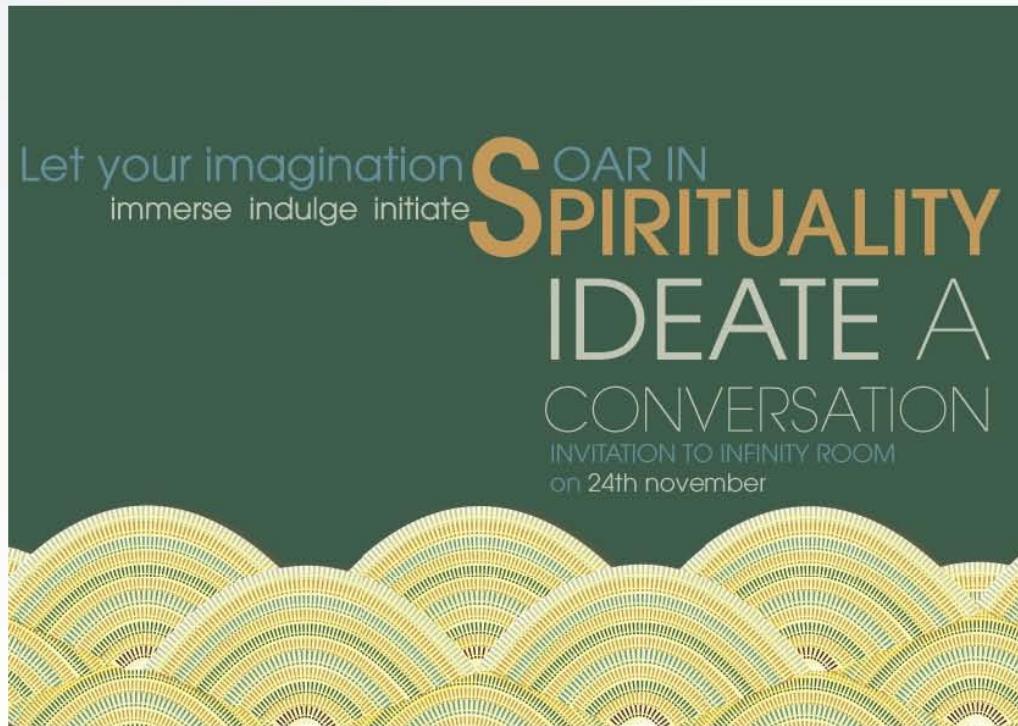
LG

Electronics

combining creative and global community together

The project was based upon connecting Global business and Creative community. A design driven environment was created to promote the Tribal Gond Art form imbibing the feeling of Indianess in LG MNC, Pune.

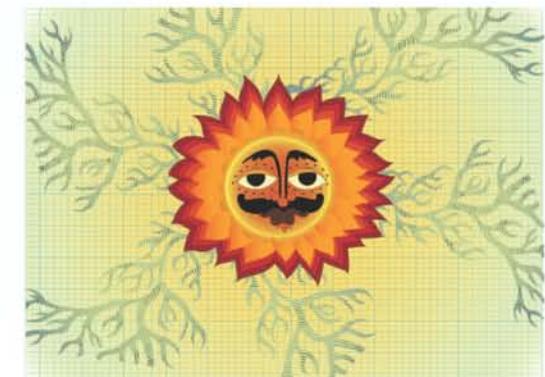
The mailer will be sent to the employees along with their salary slip informing about a particular's months theme.



# LG Electronics

Simple motifs from gond paintings has been taken combining the marrying the spirituality theme.

My interpretation of the brief was to bring in elements of nature in a pleasing, balanced design by using symmetry.

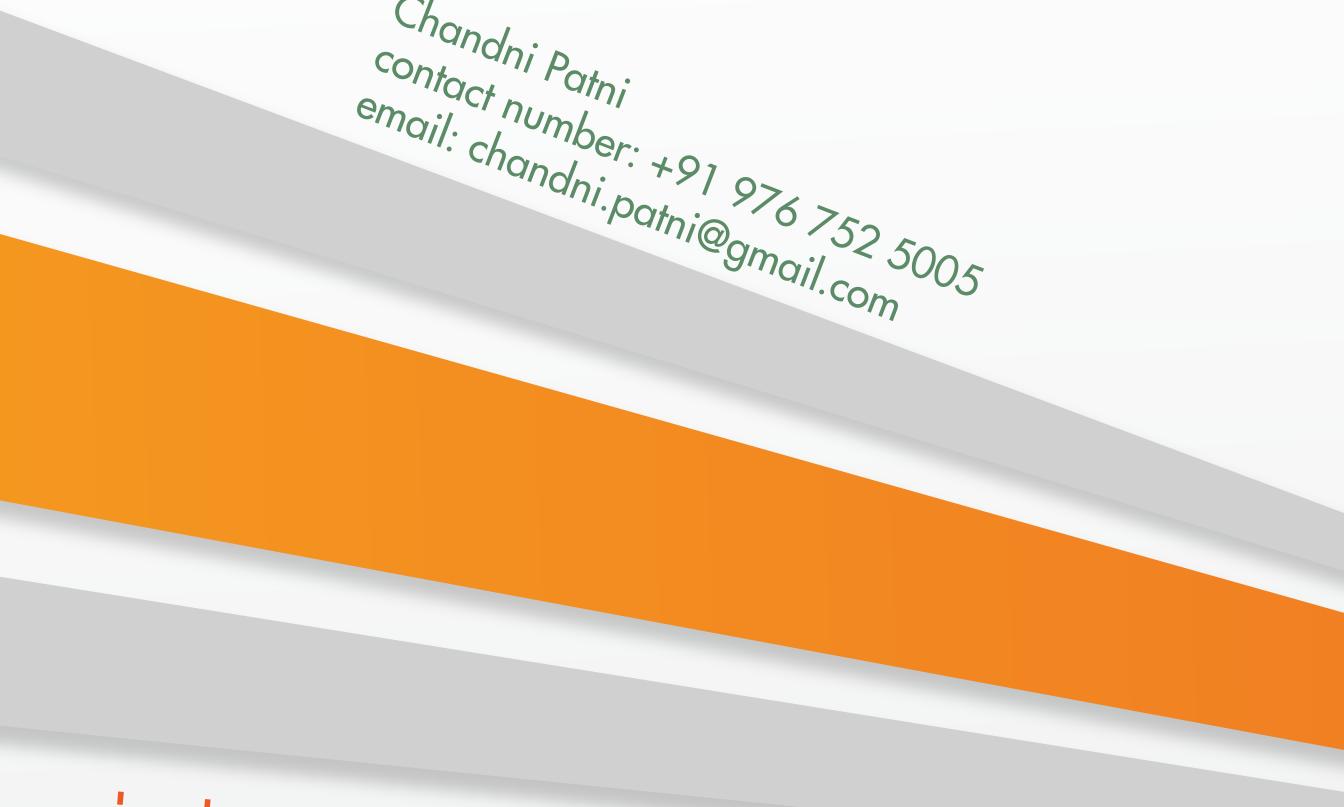


# LG Electronics

Self analysis sheets were created for the employees which eventually helps them to sort out. Five sheets have been designed which have one generalized question regarding life.

Bookmarks are designed so that the employees can take away as a token of appreciation with them. Also, Notepads have been designed so that if anybody wants to scribble , they can use it.





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