

DESIGN FOLIO - VISUAL DESIGN

2020

Madhura G. Prabhu
Visual Designer | Industrial Design

ABOUT ME

I am a conscientious visual designer on a mission to build and nurture strong brands that spark a positive change. I care about the details and love seeing things from a fresh perspective. I hope along the principles of curiosity, empathy and passion to create designs that are effective, intelligent and customised for the audience's ethos.

I am a certified professional specialised in Graphic design & Branding and Identity design with a range of professional placements under-belt. I am fluent in our languages and I enjoy playing badminton, swimming, reading and dancing to classical music.

EDUCATIONAL QUALIFICATION

MA - Graphic Branding and Identity
London College of Communication, U.A.L.
United Kingdom 2017 - 2018

B.Des - Visual Communication Design & Strategic Branding
Srishti School of Art, Design and Technology
India 2013 - 2017

Advanced Certification in Digital Web Authoring
NIT Training Centre
India 2014

EXPERIENCE OVERVIEW

One and a half year of overall experience

WORK EXPERIENCE

Placement : Tata Elxsi
Visual Designer - Industrial Design
Mumbai, Mar 2019 - Present

Internship : Tata Elxsi
Visual Designer, Motion Designer
Mumbai, May 2016 - June 2016

Internship : Tata Clasedge
Visual Designer, Motion Designer
Mumbai, May 2015 - June 2015

Freelance : Sofia Robinson London, Cancer Research UK, Amba Blow Dry London, London College of Fashion, Baroncelli London, Hypen Design, Noora Healthcare, The Design Store
Visual Designer, Brand Identity Strategist, Interface Designer, Motion Graphic Designer

ROLE

Developing Brand Identity, Brand Strategy, Web Design, Packaging Design and Editorial Design

Assessing and Defining Visual Designing and Branding Phases

Conceptualisation, StoryBoarding, Information Architecture, Wireframing and Prototyping

Providing expertise in Research Methodology

Translating valuable insights onto projects derived through Qualitative and Quantitative, Card Sorting methods

Coordinating with development teams through different projects

SOFTWARE KNOWLEDGE

Adobe Illustrator, Adobe Indesign, Adobe Photoshop, Adobe After Effect, Adobe XD, Keynote, HTML & CSS

EMPATHY &

PASSION



Madhura Prabhu | Visual Designer | Industrial Design

THE LOBBY BREW

*Brand Strategy and Visual Identity
for a luxury Bar and Barista*

BRAND ESSENCE AND CONCEPT | NAMING | LOGO DESIGN | CREATIVE DIRECTION | BRANDING

THE CHALLENGE

Conrad Bengaluru features fine trendy venues that are perfect to be city's sought after destination for exceptional and out-of-the-world dining experiences. Nestled in the lobby, The Lobby Brew by Conrad Hilton Bengaluru is the perfect setting for respite and refreshment, whether you're starting your day with a double espresso or toasting over evening cocktails. It is a destination for the well-traveled guests who desire inspired experiences.

The brand narrative explored the creation of an identity that was as flexible and straight forward as the brand offering.

THE PROJECT

Successful branding is essential-especially when it comes to hospitality.

This project tried to dig deep into the soul of the brand to generate an idyllic strategy. The brief was to define a visual identity, implement the design, and subsequently prepare eye-catching marketing materials that amplified the impact.

THE SOLUTION

Voted first in its class, a round-the-clock bar and coffee shop by Conde-Nast India, the identity for The Lobby Brew materialised into a very modern and simple design. In addition, it seamlessly introduced a concept and injected the brand's product offering into a bold mark.

THE LOBBY BREW



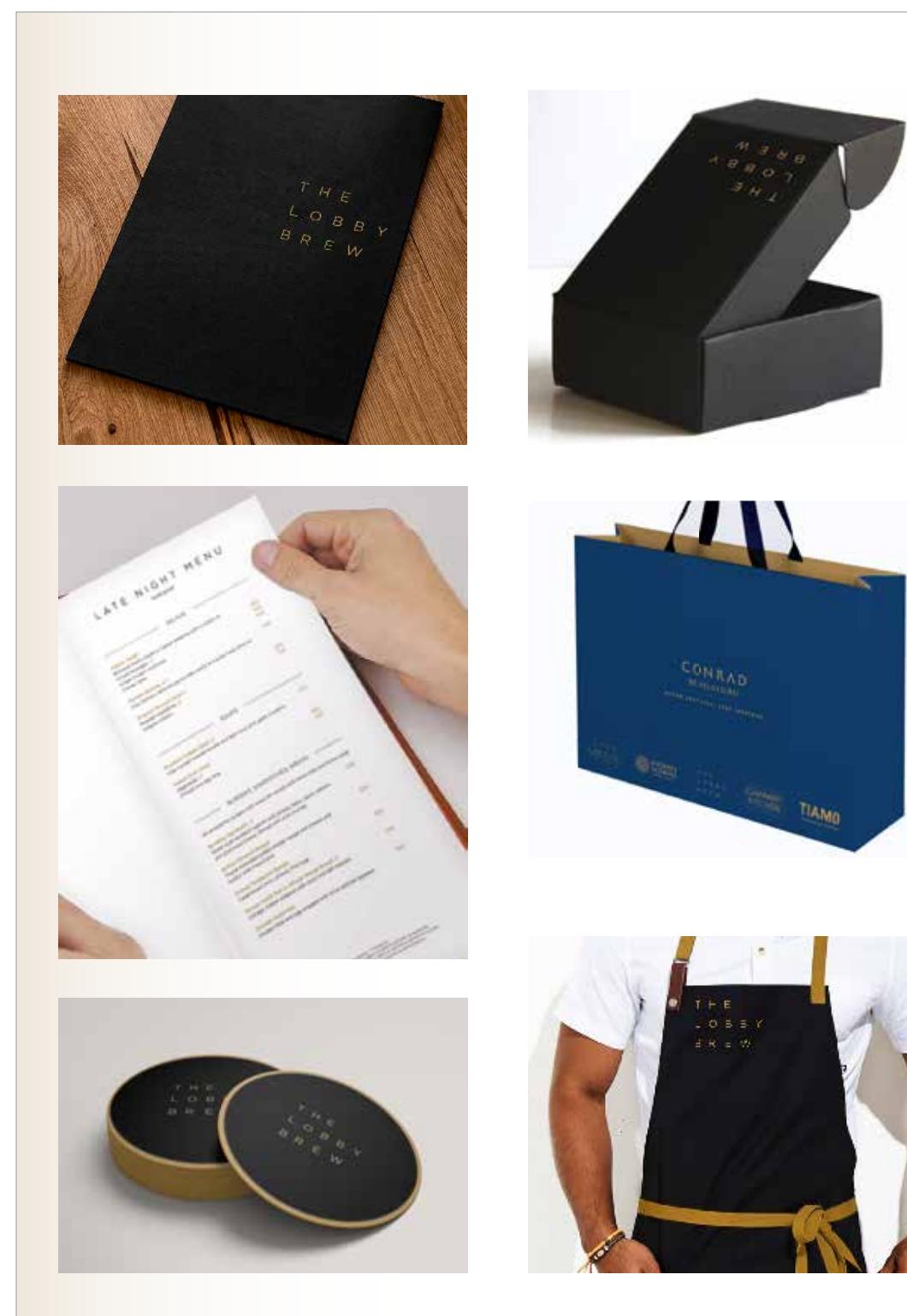
Brand Construction and Clear Space



Colourways

Ae Oo Ee Gotham Light	Lobby Brew Gold #BA8B49	Lobby Brew Black #000000	Lobby Brew White #FFFFFF
Bar and Barista Gotham Book			
Simple and Elegant Gotham Medium			

Typography and Colour Palette



Menu Card, Coasters and In-House Merchandise



ASYA SPA, TAJ HOTELS

*Visual Identity and Packaging Design for a
Health and Wellness Spa*

BRAND NAMING | IDENTITY AND PACKAGING DESIGN | CREATIVE DIRECTION | BRANDING

THE CHALLENGE

Jiva – Taj's award winning Indian and all-natural spa is a place for patrons to escape the chaotic pace of modern life and discover a sanctuary within. Here, guests find a unique range of spa treatments that blend the age old Indian healing techniques with the finest natural ingredients.

Jiva Spa by Taj Hotels was looking to re-brand their signature Jiva product range with a new name and brand.

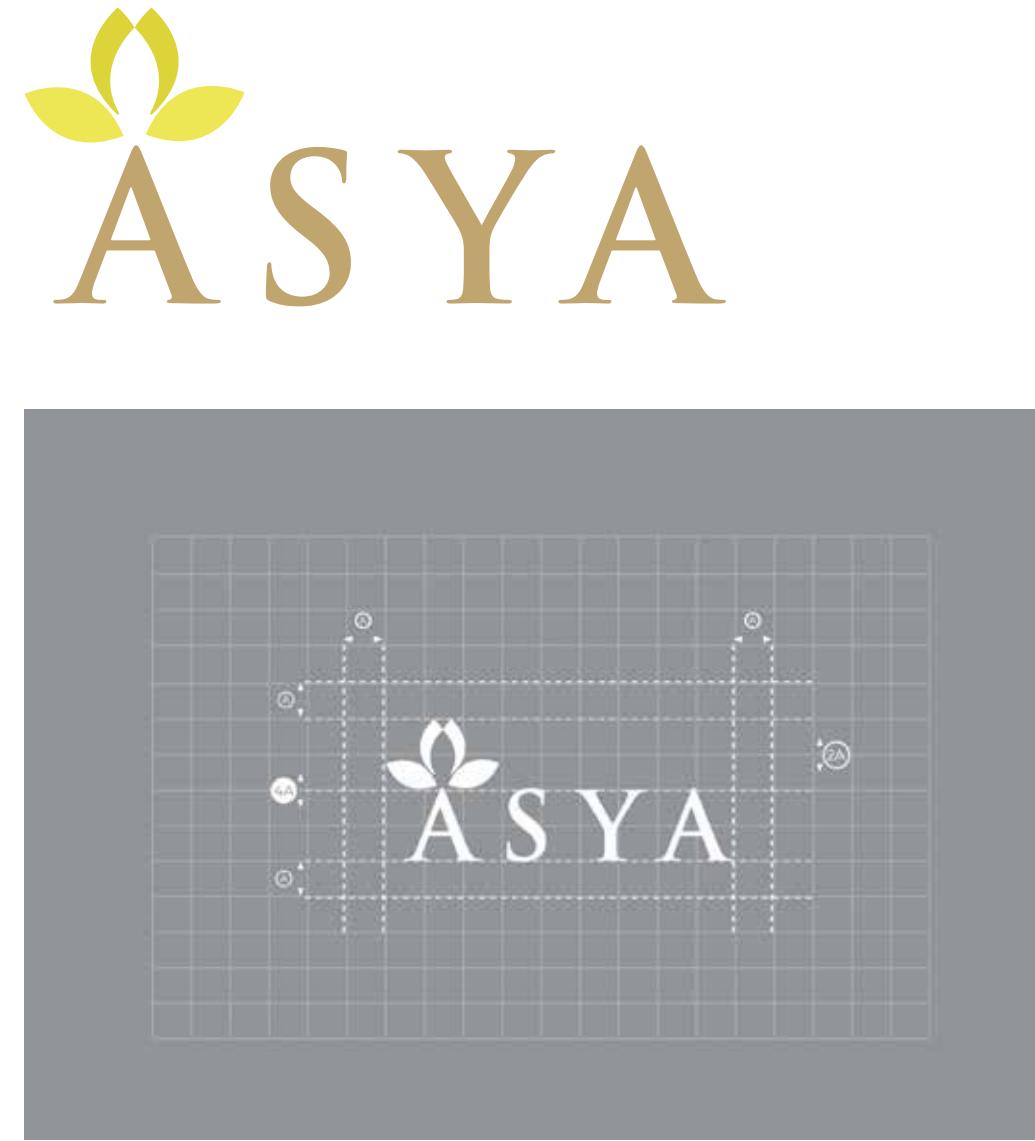
THE PROJECT

Asya comes from an ancient Hebrew word meaning 'Grace'. It captures positivity and sophistication; guests at Asya feel blissful, rejuvenated and ready for the possibilities of the day ahead.

The Asya design system is a modern interpretation of India's rich culture of wellness and Ayurveda. It is a flexible system that makes for a supportive framework for artistic expression as well as makes for a memorable voice for the spa itself.

THE SOLUTION

After several out-of-the-box iterations, the Asya brand identity and system that was eventually selected bore a strong resemblance to the existing Jiva brand. The Asya brand was built to embrace the distinct menu of signature experiences that promised to be transcendental.



Brand Construction and Clear Space



Process & Logo Exploration



Jiva Bridal Gifting Range



Asya Product Range



Sleep Kit and Incense Packaging



Asya Product Range



BLUESTAR LIMITED COLLATERAL DESIGN

*Creative Direction, Visual and Web Design
for an air conditioning conglomerate*

VISUAL LANGUAGE | CREATIVE DIRECTION | EXPERIENCE DESIGN | BRAND COLLATERALS

THE CHALLENGE

Blue Star Limited was launching their new corporate logo, that had to be adapted onto their existing collateral (print and digital) across all Business Units. Mentioned below are some collaterals that I helped design so that it relates back to the new Blue Star brand and its new theme of 'Built on Trust':

Pocket Notepad, Notepad, Architect Notebook, Proposal Folder, Carry Bags, Gift Wrapping Papers, Post-It Assortment, Corporate Emailers, Corporate Newsletters, Corporate Presentations.

I also provided them with paper quality suggestions and printing techniques that helped enhance the final design . The challenge was to streamline the design onto the brand collaterals as they were the key tangible touch-points driving Blue Star's new brand strategy.

THE PROJECT

I developed two design routes to be applied across all verticals. The first route was a visual representation of Blue Star's varied stakeholders (employees, customers, suppliers etc.) and their trust in the company's vision. Where the pentagram shown was inspired by the five points of the (Blue) Star and the lines denoted all the stakeholders coming together.

The other route was based on Blue Star's theme of 'Built On Trust'. It came from the idea of 'Building Blocks' and illustrated how each block could add up to form a whole robust unit or simply stand in its own glory. Similar to Blue Star's dynamic establishment built from each individual employee's strength and brilliance.

THE SOLUTION

By combining traditional visual design styles with eye-catching colours derived from the Blue Star brand guidelines, the theme, 'Built on Trust' truly came to life in these print and digital brand collaterals. Everywhere the new design appeared, it was an opportunity for a connection. Connection with the customers, employees and back to the brand itself, resulting in a seamless experience.

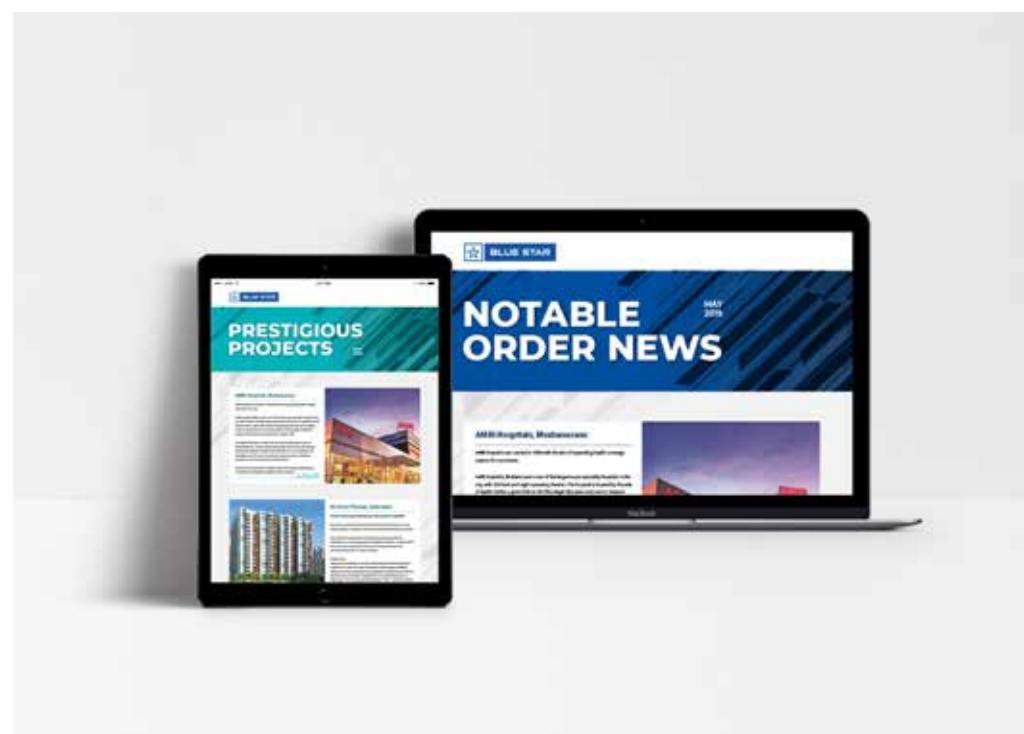
PROJECT 3 | 2020 Portfolio



Corporate Emailer Masthead - Based on 'Completeness'



Corporate Newsletter Template - Route 1



Corporate Newsletter Template - Route 2



Corporate Collateral Design 2020 - Route 1



Corporate Collateral Design 2020 - Route 1



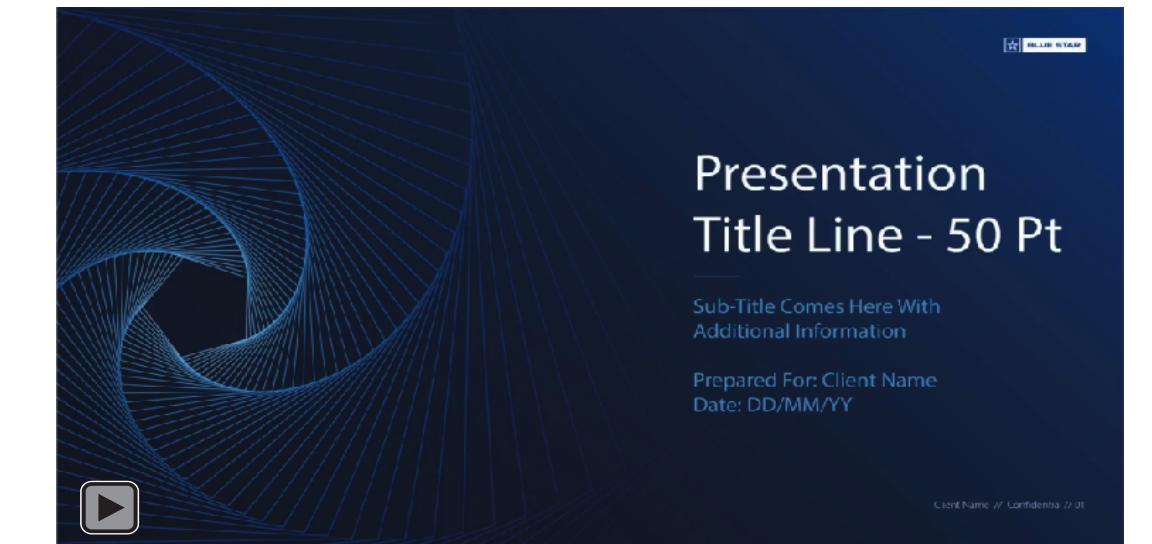
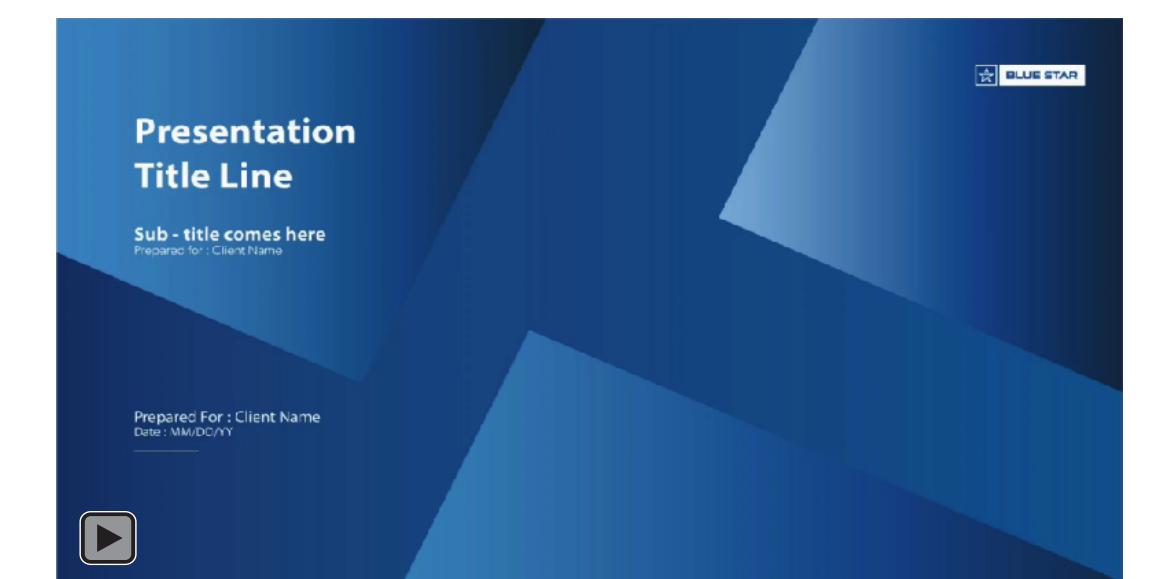
Corporate Collateral Design 2020 - Route 2



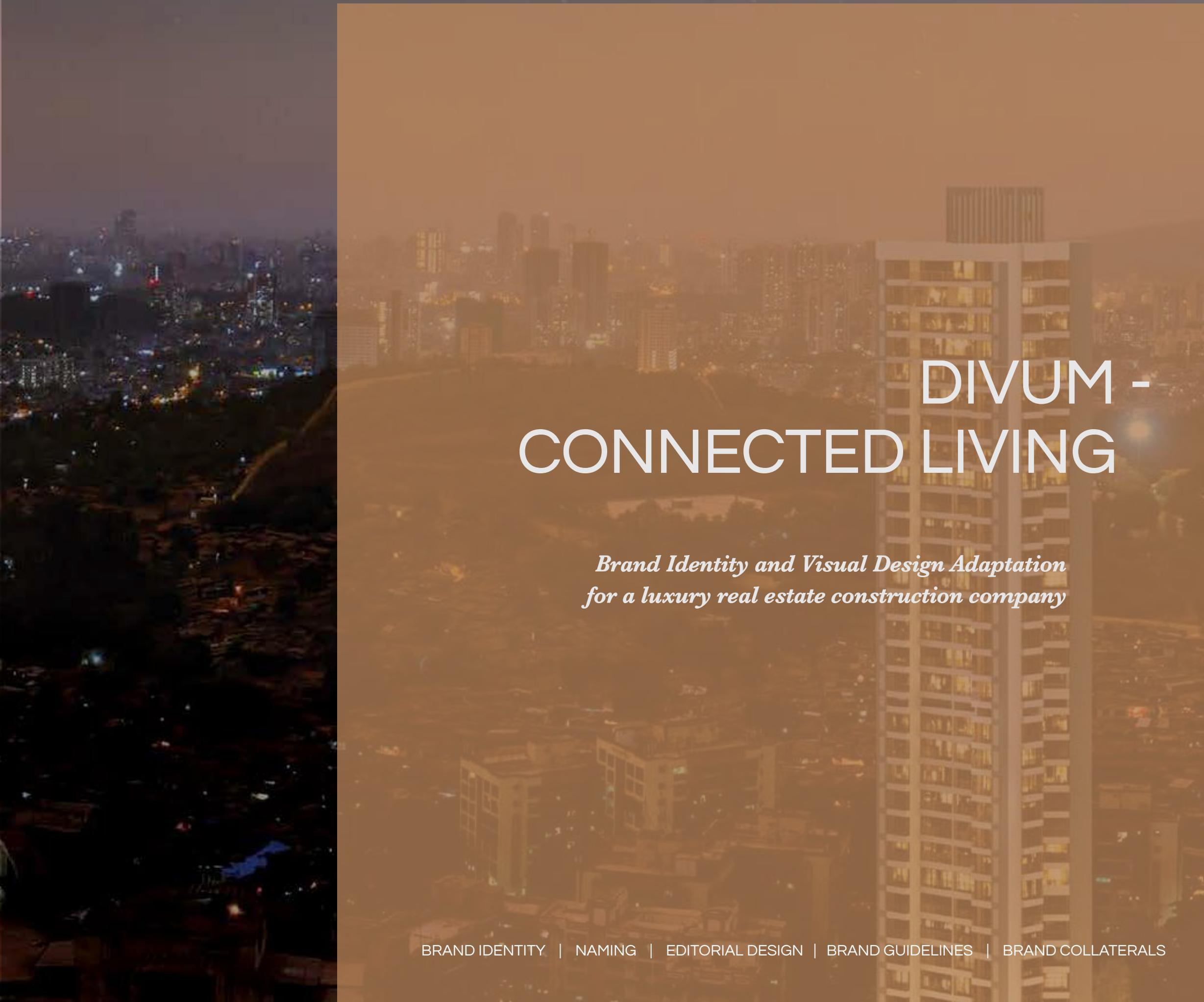
Corporate Collateral Design 2020 - Route 2



Corporate Collateral Design 2020 - Route 3



Corporate Presentation Template - Routes 1 & 2



BRAND IDENTITY | NAMING | EDITORIAL DESIGN | BRAND GUIDELINES | BRAND COLLATERALS



THE CHALLENGE

Situated in the heart of Goregaon East, moments away from the renowned Westin Mumbai Garden City, Divum is a haven of serenity for couples and families alike. The challenge here was to separate Divum from its traditional competitors, instilling trust and building a brand worthy of its exceptional offerin .

THE PROJECT

Combined with a look and feel that reflects the luxu y and sophistication in an unpretentious way, Divum is the perfect combination of vibrancy and understated elegance. The Divum icon draws inspiration from traditional Indian Rangoli designs consisting of geometrical lines composed in a grid pattern. Divum brand elements are an expression of its brand story and spirit. Mentioned below are a few of the brand elements and collaterals that I helped design.

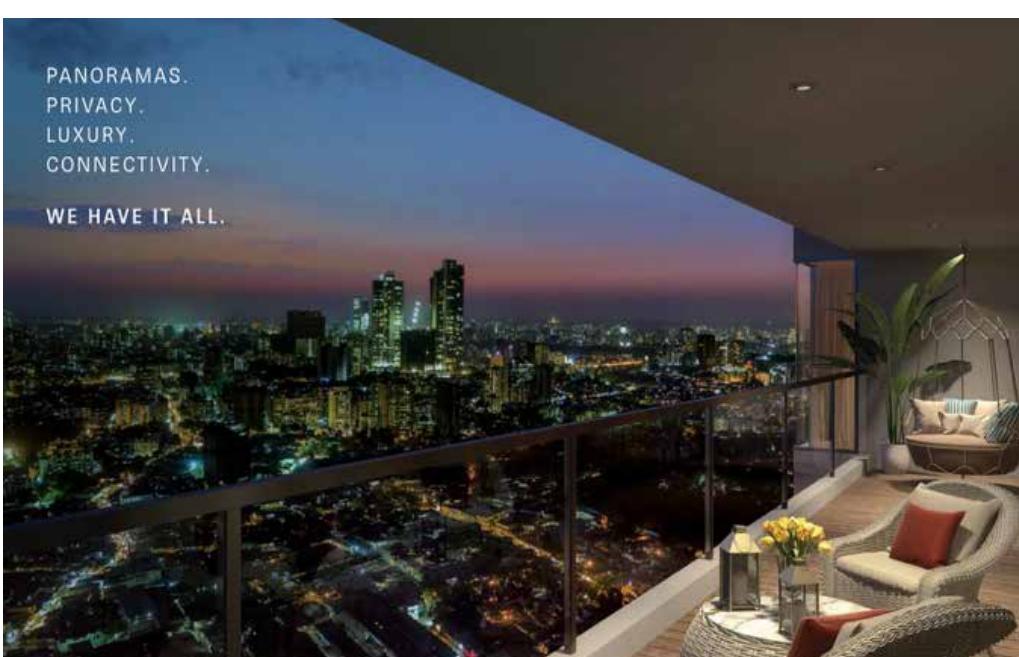
- Brand logo & Colour Palette (Including RGB, CMYK & Pantone and screen colours for digital use)
- Brand Guidelines in PDF Format (Up to 25 Pages)
- Brand Brochure (Digital Up to 25 Pages)
- Notional Applications (including Digital Marketing Templates)

THE SOLUTION

I created a bold, geometric identity system that embodies the brand promise of bringing luxury, legacy and trust to the home buyers. Through the visuals and copy, I laid out a clear system for Divum, which enables the home buyers to feel both confidently in control and positively reassured about the offerin . The design system across all channels builds from the base design set up. Yet the primary key to the new look is still the icon, which is given a place of pride and prominence and is instantly recognisable across all communications.



Brand Construction and Clear Space



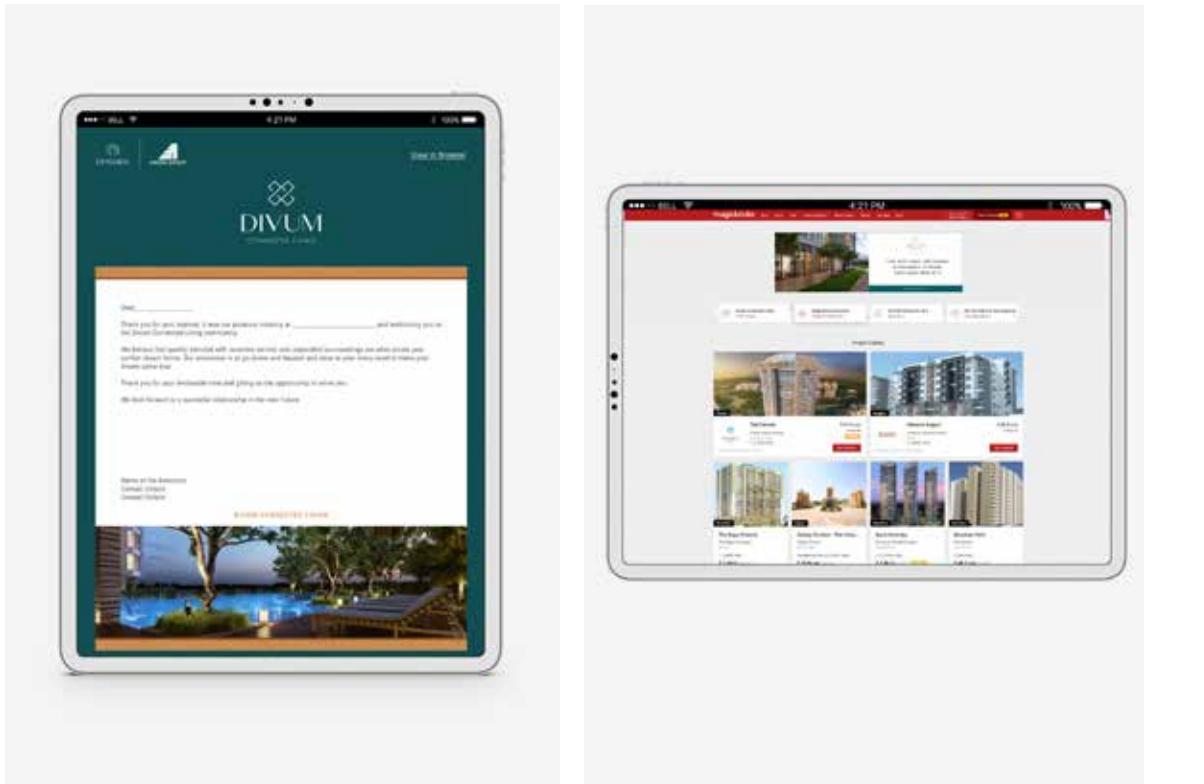
Divum Project Brochure



Divum Project Brochure



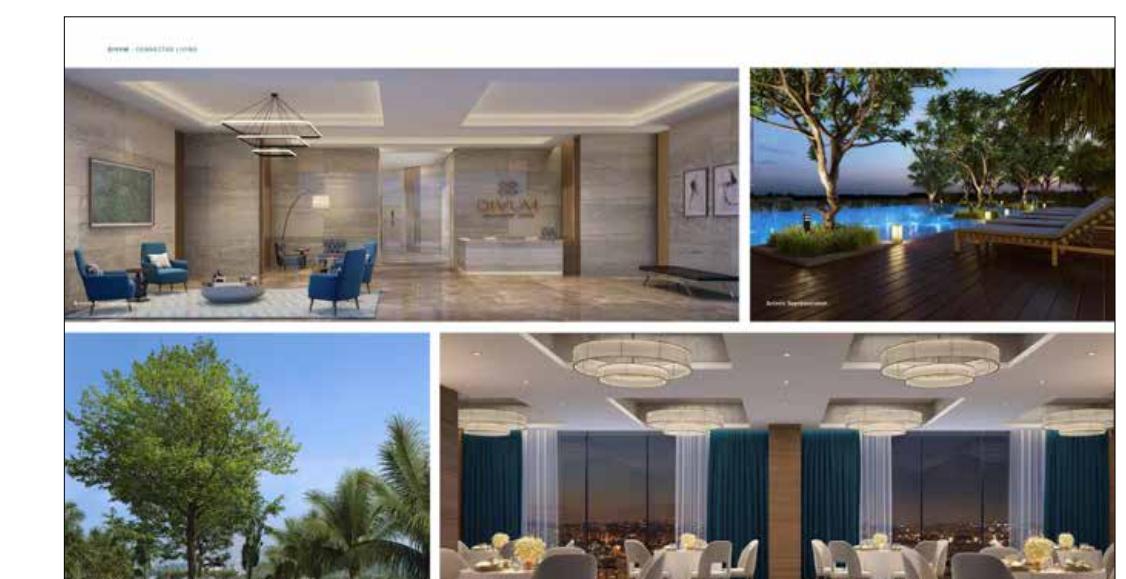
Print Media Application - Hoarding Display



Divum Emailers and Targeted SEM marketing



Divum Project Brochure



Divum Brand Collaterals



Divum Press Ads, Stationery and Merchandise



THE CHALLENGE

I was leading this project which is a present-day colour manifestation of the culture and aesthetics of Karnataka, called as *Ranganataka*, for Asian Paints Private Limited. The colour palettes, the name and all other related elements of the book ranging from intricate stencil designs for home interiors to vivid textures for the exteriors were put together by my team of three and I. A 2 minuter launch video and a 20 seconder TVC was also created to launch and promote the Ranganataka book, pan India.

The challenge was to study diverse food, art forms and other environs of the multiple ethnicities native to Karnataka and curate an exquisite colour and home decor guide.

THE PROJECT

Primary research was carried out in cities like Bangalore, Mangalore, Hubli & Mysore to understand the local user's aesthetic sensibilities, cultural influences and colour selection process. In-depth discussions with the architects, contractors and dealers were conducted to uncover crucial insights. Some of them are listed below.

More Lighter Palettes | Textures to be included | Inclusion of English along with Kannada language | Larger book size | Fewer colourway options to avoid confusion | Inclusion of a QR code for the ebook | Renewed and easy indexing

THE SOLUTION

The book celebrates the vivacious culture of Karnataka, showcasing Asian Paint's offerings or exterior and interior home painting. Patrons will find first ever stencil designs along with bespoke colours and textures for every room to tell a different tale.

PROJECT 5 | 2020 Portfolio

Research Insights

Light Colour Palettes About 70 - 80% of the palettes should be light shades, 20 - 25% can be dark shades.	Include Textures More and more people are preferring digital print and textures to print on the interior book.	Starker Contrast The highlights of exteriors should have a high contrast to the base colours.	Vaastu Colours Karnataka customers have a high tendency to select Vaastu colours for their homes, both interiors and exteriors.
Fewer Options The book should have fewer palette options as the user gets overwhelmed with the large variety of options.	Dual Language The book should have both Kannada and English, as the language in Karnataka is Kannada. Kannada and English are also a considerable proportion of population.	Larger Size Of Book Users prefer a bigger size of the book with bigger images for better visibility.	QR Code The book should have a QR code so that customers can easily download the app and use it to explore their brands and family via online printing methods such as Shamil.

Relatable Homes The homes selected for representation of themes should not be too aspirational neither should be too basic.	Smaller Houses The book should also have a representation of smaller houses at current choice of houses in the book.	Vertical Expansion Some of the houses selected for the book should also show the vertical expansion of homes and bungalows.
Renewed Indexing As the user's colour selection process does not necessarily depend on the architectural style of their house, the index of the book need not be based on Architectural types.	Realistic Images The visualization of colour palettes needs to be created in a dissociated with the house.	Less Repetition The use of the same house depicting different palettes should be reduced. The same house can be repeated for a maximum of 3-4 palettes.

Asian Paints - Research Insights



Image Correcting & Creating Colour ways



Bespoke Stencil Designs for Karnataka

Colour Themes Derived - Exteriors

- 1. Whites & Nudes**
Classic Elegance
Inspired from natural hues and whites, the Classic Elegance theme focuses on clean and contemporary colour palettes. Soft light or neutral shades will make your home look premium and timeless.
- 2. Colour pops balanced with neutral shades**
Hint of Flare
The vibrant colours in this section are inspired by the celebrations and decorations seen during the festivals in Karnataka. To make your home look festive, pair them with light or neutral shades.
- 3. Vibrant Shades**
Bold & Beautiful
Make a bold statement and never allow a dull moment in your life! This theme is influenced by the eye-catching colours seen in folk art. Bright, bold, and vibrant shades will make your home look lively and inviting.

Colour Themes Derived - Interiors

- 1. Whites, Pastels & Nudes**
Light and Airy
Light & airy colour palette that brings positivity and happiness into your home. These colours will make your home look peaceful, serene and spacious.
- 2. Earthy tones & high contrast**
Dark Classics
We have curated dark colour palettes that make a statement. Instead of familiar earthy tones, these are more experimental shades. These shades will make your home look modern and contemporary.
- 3. Joyous colours**
Vivid & Bright
In this section, you will find joyous and high-spirited colour palettes for your homes. These colours are inspired from the vivid shades of flora and fauna found in Karnataka.

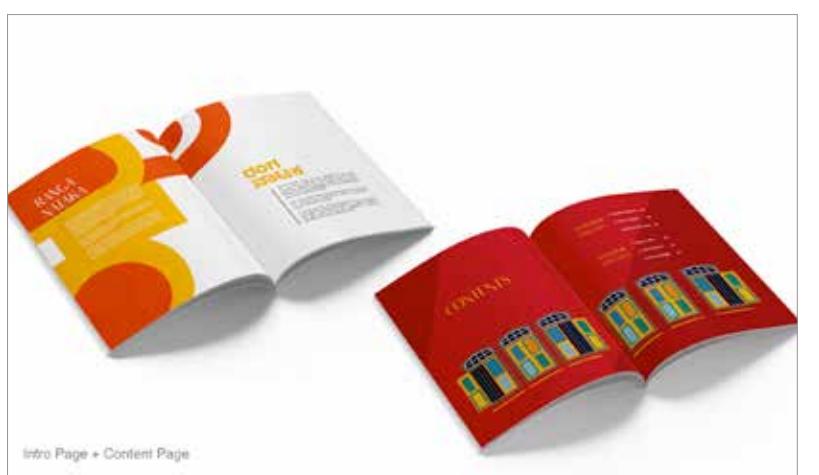
Colour Themes Derived - Exteriors & Interiors

Shortlisting and Photographing the houses

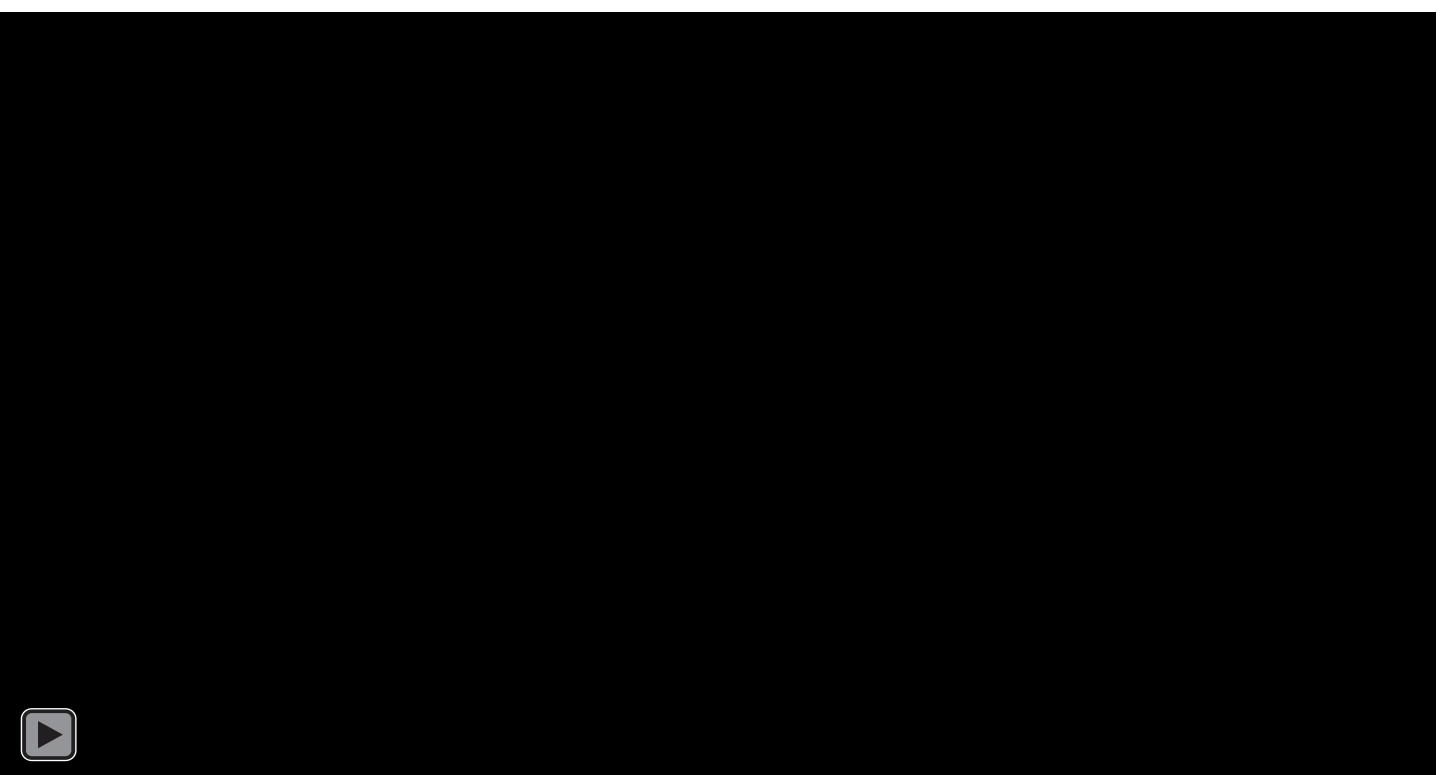
House Styles - I : Modern Homes	Multi Story Homes	Traditional Homes
Classic Elegance		
Hint of Flare		
Bold and Beautiful		

A grid of 12 small images showing various house exteriors, demonstrating the process of shortlisting and photographing the houses for the research insights.

Shortlisting and Photographing the houses



Introduction and Contents Page



TVC

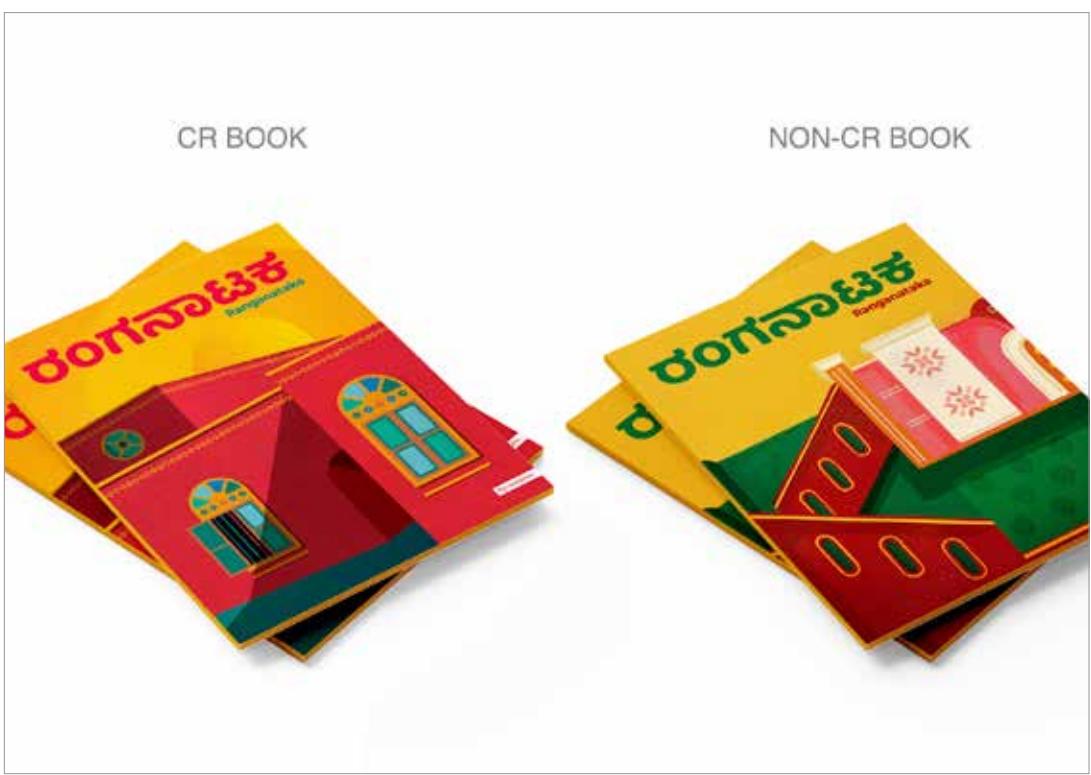
Internal Pages – Exterior Palettes

A grid of 12 small images showing various exterior color palettes for modern, multi-story, and traditional homes.

Internal Pages – Interior Palettes

A grid of 12 small images showing various interior color palettes for living rooms, bedrooms, and kitchens.

Internal Pages - Exterior & Interior Palettes



Cover Designs

ಸಾಂಸ್ಕೃತಿಕ ಮನುಗಳು

TRADITIONAL HOMES

A photograph of a traditional two-story house with a tiled roof and white walls, surrounded by trees. To its right is a color palette card titled 'CLASSIC ELEGANCE' with color swatches for 'Body SW100 White', 'Body SW101 Grey', and 'Trim SW102 Orange'. Below the house is a small inset image of a room.

A grid of 12 small images showing various exterior and interior color palettes for different rooms and architectural styles.

Internal Pages - Exterior & Interior Palettes

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