

BRANDING | WEB | MARKETING



Tashii
DESIGN

NATASHA JOSHI

EMAIL:
WEBSITE:

TASHIIDESIGN@GMAIL.COM
TASHII.CO.UK

INTRO
OO

WHAT MAKES ME DIFFERENT?

My name is Natasha and I love to use my knowledge in design to help people express their own unique story and individuality through their brand or company.

I am particularly enthusiastic about design and have been using the Adobe Creative Suite for over 10 years. Design is all around us and I can be inspired by literally anything; from the colours and shapes of leaves to the patterns and textures of fabric.

One of my most profound traits includes my passion for perfection and excellence in every area of what I do. I hope to show off my creative and enthusiastic nature in all my creations and keep moving forward and in turn learning more about design and achieving satisfaction and fulfillment in everyday life.

Beyou package design



CLIENT QUOTE

"Natasha has been helping me with my business IT needs and more for the last 4 years. She has been brilliant, creating some amazing designs for both our online and our real-world advertising"

- Tom Orsman, Director, Shimaguni Language School



Logo design for Shimaguni Language School

SOCIAL MEDIA

- [in https://www.linkedin.com/in/natasha-joshi-688796151/](https://www.linkedin.com/in/natasha-joshi-688796151/)
- [Be https://www.behance.net/TashiiDesign](https://www.behance.net/TashiiDesign)

EDUCATION

- Digital Media BSc Hons (First Class)
University of Brighton
- Digital Design Lv4 Diploma (Distinction)
Hove College, Brighton

BeYou

Brand Identity and Package Design

CASE
STUDY
01



The requirements for the project included:

A brand Identity

Main brand tagline or slogan

Brand style guidelines

Packaging for initial launch range of Berry, Coconut and Mocha.

THE BRIEF

The objective of this project was to provide a brand design that is vibrant, fun and social.

Beyou is a new and upcoming health bar. The aim was to create a package design that is trendy and unique and should appeal to the main audience for the product, 'women on the move'.



BeYou

Brand Identity and Package Design

CASE
STUDY
01



Primary Brand Colours



HEX: #F2778D



HEX: #78BFBF



HEX: #D9D166



HEX: #C8B49F

LOGO AND VARIATIONS

The first step was to pick suitable colours to convey the colourful and vibrant aesthetic of the brand. Using pictures of other brands and colours that appealed to the client, a moodboard was created, which was then put through Adobe Colour and handpicked using knowledge of colour theory and emotions.

After experimenting with typefaces, 2 were chosen, which showcased a sense of playfulness. However, to create more character, the characters 'e' and 'u' were extended using the pen tool and a curve was added to the end to further accentuate the playful theme. Playing on the 'Be You' name, I created the slogan, 'Be unique. Be you.', as this is simple yet easily describes the message that the brand wants to convey.



BeYou

Brand Identity and Package Design

CASE STUDY 01

Be you



be unique. be you.

The designs were then adhered to a mockup to better illustrate the final result which is a healthy nutritional bar package that looks tasty enough to eat.

PACKAGING DESIGN

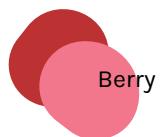
Each flavour was given 2 colours in order to keep the design simple and effective which were also selected using moodboards.

Flavour Colours



Mocha

HEX: #99715F
HEX: #C8B49F



Berry

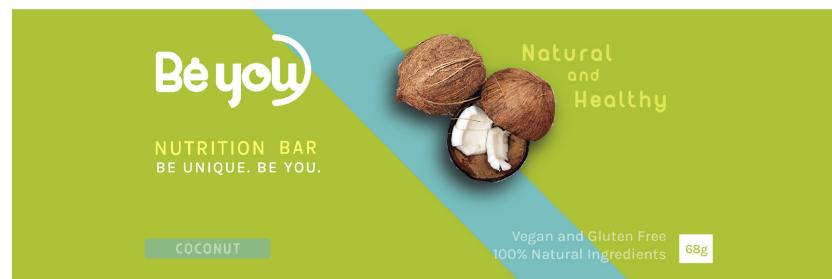
HEX: #BC3131
HEX: #F2778D



Coconut

HEX: #78BFBF
HEX: #ADC237

The designs were created using the 2 colours chosen for each flavour as well as various imagery combined together to showcase the proper flavours.



Shimaguni

Classroom supplies and promotional material

CASE STUDY 02

VOCAB CARDS DESIGN



The client required cards to be used with students for the purpose of learning the language in a fun and interesting way. He did not have any specific design requests however. This meant that it was up to me to showcase my own creativity and ideas.

I narrowed down the key features of the cards. Firstly, they needed to be readable and clear for students to learn. Secondly, as the client stated that he wanted something interesting and fun, I decided to add this with bright accent colours. Pairing this with simple typography and a dark background made the characters distinct.



MOCKUP ↑

After designing the cards in Illustrator, I sourced a free to use mockup to show the client how the cards may look, scattered on a table. The result was heavily praised by the client.



Shimaguni

Classroom supplies and promotional material

CASE STUDY 02



LESSONS FLYER

This flyer was created to advertise the company's Japanese lessons. The client asked for two unique characters conversing in traditional Japanese clothing as the primary design on the front of the card.

On the back, he wanted more information, including the Japanese flag as well as links to their social media. Blue, green and red are the company's primary colours so these were incorporated here as well.

CLUB FLYER



As a side note:

Even though Shimaguni is mostly conducted online now (due to Covid), these flyers can still be found in most Japanese establishments (restaurants, Asian grocery stores etc.). I think we may have printed and handed out too many!

FLYERS AND EVENT ADVERTISING

Throughout my time with Shimaguni, I was tasked with designing flyers to be handed out around Brighton.

The overall theme was 'fun' and 'engaging' in order to increase interest in mostly young people.



The second design was intended to advertise the company's 'club' where workshops and language exchanges were going to be held. For this project, the client didn't really have any major ideas except the addition of contact and social media information at the bottom.

Like before, I used blue, red and white as the main colour scheme and created a wave effect for the background to further emphasize the island aspect.

(Both Brighton and Japan are islands so this was important to the company's brand)

Shimaguni

Classroom supplies and promotional material

CASE STUDY 02



FLYERS AND EVENT ADVERTISING

Other advertising materials I created, included, digital flyers, bite-sized Japanese lessons and upcoming event graphics to show club members.

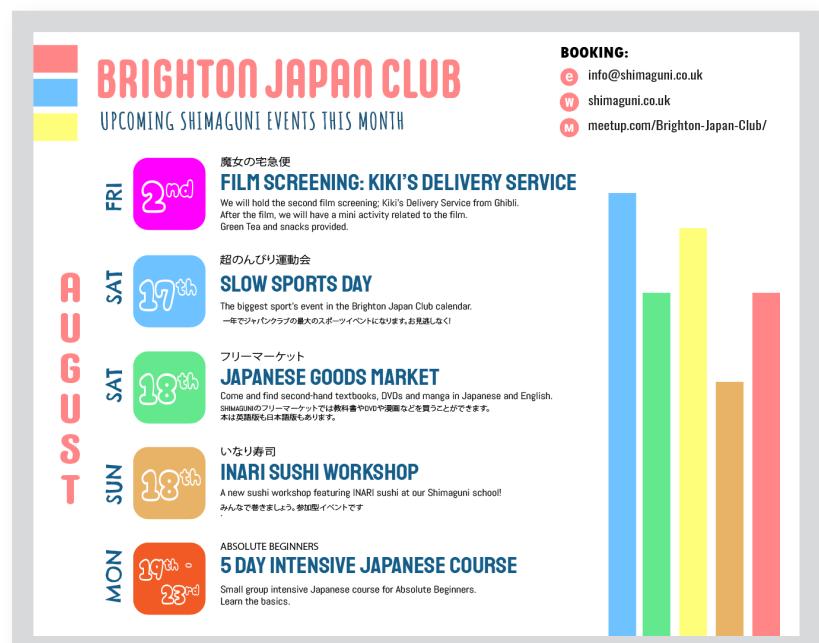
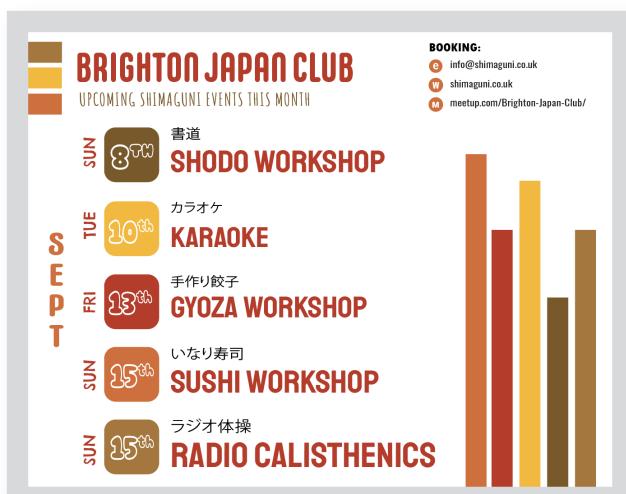
I created a mockup for the Origami & Drawing event to showcase the final design here but it was only shared online.

For this design, I used one accent colour with mostly black and white. In addition, I added a pattern to the back for a 'graph paper' look to emphasise drawing. Some graphics all illustrated by me were also included for personality.

EVENT SCHEDULE CLUB EVENTS GRAPHIC

Another design shared online was a club event schedule. The design for this was inspired by Brighton Pride as it was for the month of August.

This project was fun to design because of all the colours. Another variation is shown below for the month of September.



Shimaguni

Classroom supplies and promotional material

CASE
STUDY
02

SOCIAL MEDIA ILLUSTRATED LESSONS

This set of lessons were all designed and illustrated by me. The client wanted something fun he could share on social media to help beginners in learning easy Japanese words.

I was hesitant at first to do the illustrations out of fear of not having the ability to do it but ended up really proud of myself and the final designs.

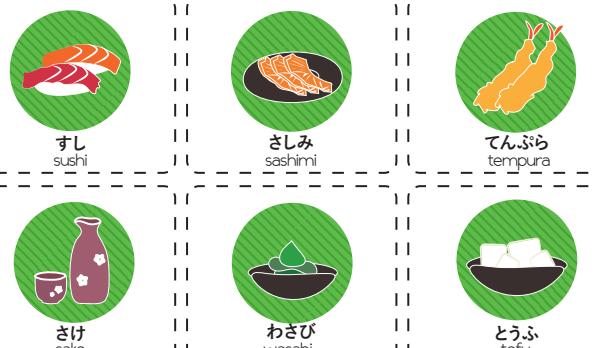
And the most important part is that the client was incredibly pleased!

JAPANESE #1 LESSON

By Shimaguni language school

島国

Traditional food and drink (hiragana)
Learn how to order traditional food and drink items in Japan



facebook.com/groups/brightonjapanclub/
meetup.com/Brighton-Japan-Club/

www.shimaguni.co.uk / info@shimaguni.co.uk
Shimaguni, 92B Trafalgar Street, Brighton, BN1 4ER

JAPANESE #2 LESSON

By Shimaguni language school

島国

Japanese food and drink (katakana)
Learn how to order Western food and drink in Japan



コーヒー
kōhī



パン
pan



オレンジジュース
orenji-jūsu



ケーキ
kēki



ビール
bīru



パスタ
pasuta



facebook.com/groups/brightonjapanclub/
meetup.com/Brighton-Japan-Club/

www.shimaguni.co.uk / info@shimaguni.co.uk
Shimaguni, 92B Trafalgar Street, Brighton, BN1 4ER

Shimaguni

Classroom supplies and promotional material

JAPANESE LESSON #3

BY Shimaguni language school

島国

6 very useful Japanese verbs.
Can you use them in a sentence?



あるく (aruku)
to walk



たべる (taberu)
to eat



のむ (nomu)
to drink



よむ (yomu)
to read



みる (miru)
to see



あう (au)
to meet



facebook.com/groups/brightonjapanclub/

meetup.com/Brighton-Japan-Club/

www.shimaguni.co.uk / info@shimaguni.co.uk

Shimaguni, 92B Trafalgar Street, Brighton, BN1 4ER

JAPANESE LESSON #4

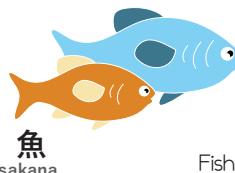
BY Shimaguni language school

島国

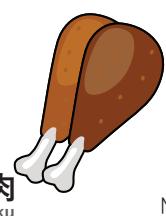
Important Food Kanji
Some useful food Kanji



野菜
yasai
Vegetables



魚
sakana
Fish



肉
niku
Meat



丂
don
Bowl of Rice



焼き
yaki
Cooked



揚げ
age
Deep Fried



facebook.com/groups/brightonjapanclub/

meetup.com/Brighton-Japan-Club/

www.shimaguni.co.uk / info@shimaguni.co.uk

Shimaguni, 92B Trafalgar Street, Brighton, BN1 4ER

Shimaguni

Classroom supplies and promotional material

CASE
STUDY
02



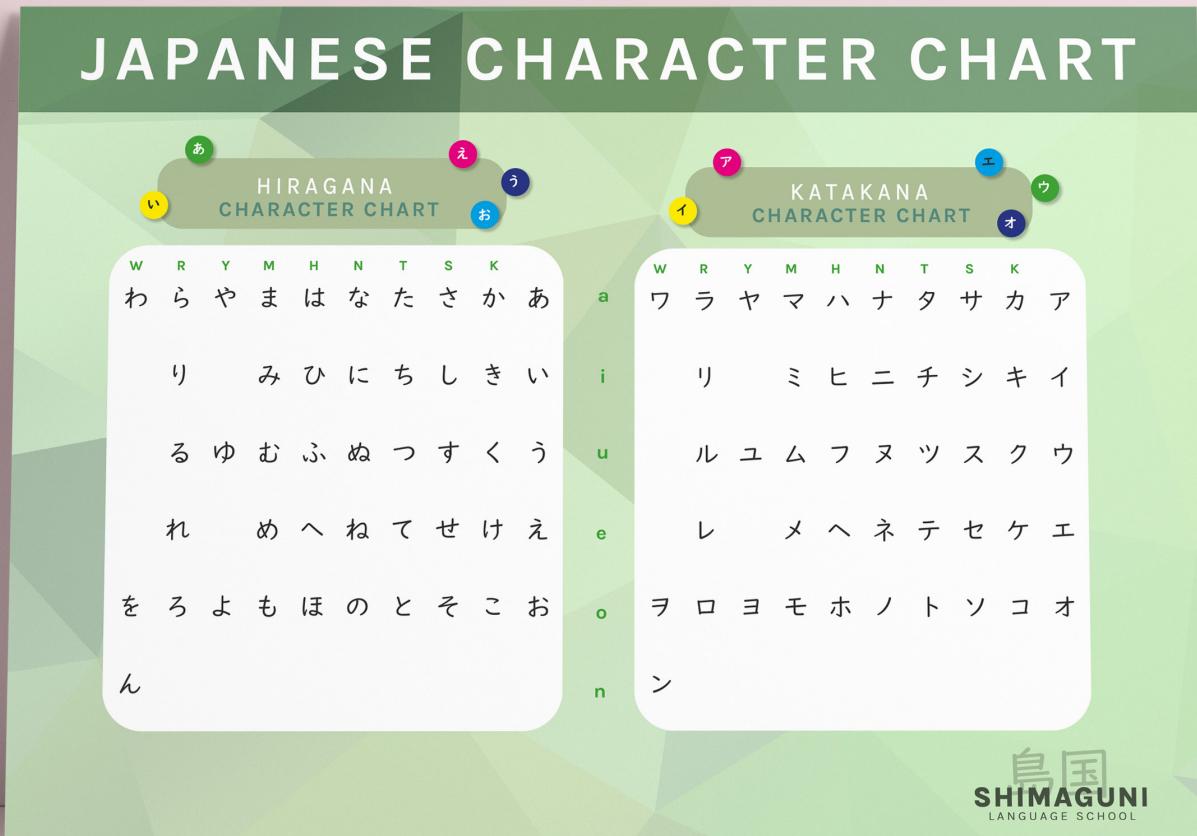
Book Cover: The client required a booklet they could give out to students and possibly sell in the future.. They didn't have a preference fo the design but wanted it to be appealing to both kids and adults.

The primary colours, orange and green, were chosen to emulate a calm yet invigorating study experience and tend to be used quite alot in Japanese learning resources.

I wanted to showcase some of the characters that students will learn in the book, so this was the inspiration for the cover. The grid gives a clean and minimal look but appealing enough for a first impression.

Shimaguni

CASE STUDY 02



JAPANESE CHARACTER CHART POSTER DESIGN

The owner of Shimaguni, the local Japanese Language School, required a basic reading chart in the form of a branded poster for his classroom. The poster needed to be minimal yet interesting for a calm learning environment. The primary colour, green, was chosen to promote that successful and peaceful atmosphere and the scatter of vibrance creates a sense of uniqueness and interest.

Using a simple geometric background texture created minimal dimension for substance but not enough to overpower the calm feeling. A grid was used to create equal spacing between characters for the best clarity and readability.

Finally, the poster was branded with the Shimaguni Logo, neatly placed at the bottom right corner.

Roots

Logo and brand guidelines

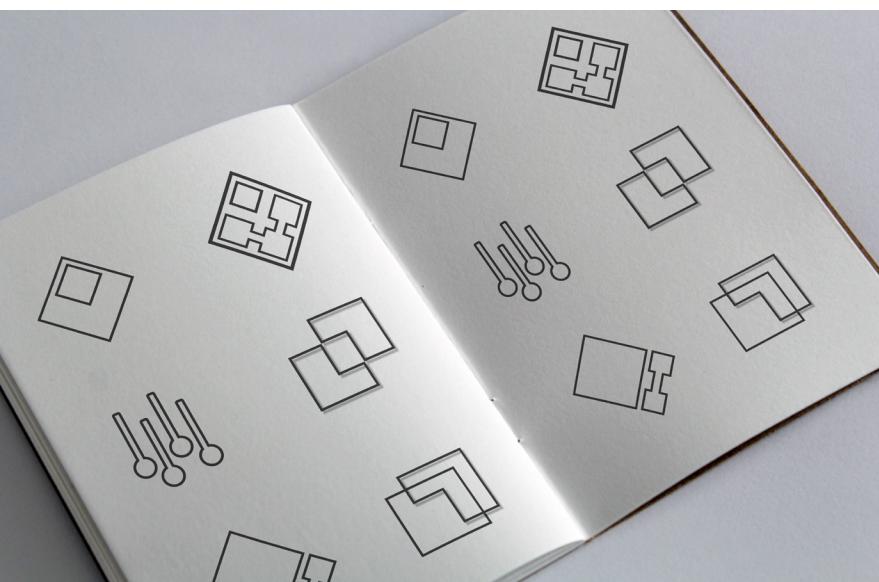
CASE
STUDY
03

THE BRIEF

Roots is a luxury interior design company that specialises in sourcing bespoke fixtures, fittings and furniture. They are well known for their attention to detail. The brief states that their clientele are wealthy and pay premium for the services offered with most projects rarely falling below the 100K mark. As a result, the brand design should be high-end.

The client likes minimal fashion and architecture brands that practice a less-is-more-approach and that evoke pure luxury.

- Brief obtained from Briefbox.com



01

LOGO DEVELOPMENT

Using squares, diamonds and rectangles as the base shape of the design, I sketched out different ideas like laying the shapes as well as placing them inside one another. These straight edge shapes help evoke a 'man-made', architectural feeling and add structure to a design which fits well with the brand's specialisation.

I decided to further develop the ideas that showcasesd the layering technique.



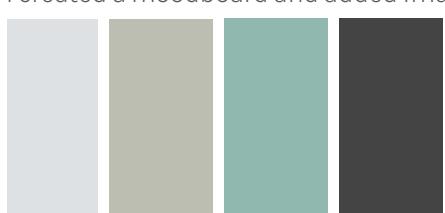
02

TYPE AND COLOUR

For the wordmark, I opted for a Serif font as it also follows the 'structural' brand aesthetic. Serifs are great for luxurious and/or sophisticated brands because of their contrast of thick and thin lines. 'Odile' has less contrast and depicts a softer look but works well with the letters of the brand name.

For the primary and secondary fonts, variations of a Sans-Serif font is used. This is a common type which is simple and easily readable.

I created a moodboard and added images which related to luxury and high-class keywords, as well as furniture. The result was smooth green and olive colours paired with a light and dark grey.



Logo Type

Regular
Tracking -25

Odile

Primary

Regular
Tracking 10

Azo Sans

Thin
Italic
Bold

Secondary

Regular
Tracking 200

Azo Sans

Thin
Italic
Bold

Roots

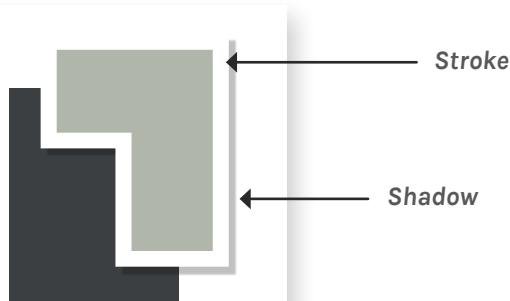
Logo and brand guidelines

CASE
STUDY
03

FINAL LOGO

The final logo showcases a minimal yet effective design which emulates **structure** and **depth**.

The main points of interest are the stroke and drop shadow effects which create an illusion of structures being fit into one another.

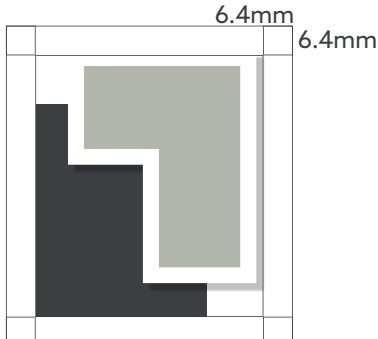


OTHER VARIATIONS

Other variations of the logo include the logo by itself, a dark grey version as well as a full logo with all the text in one colour.



SPACING GUIDELINES



Smallest symbol size
12mm



Personal and paid work

LogoFolio

Compilation of other logos I have designed



Personal and paid work

LogoFolio

Compilation of other logos I have designed

