

# **GRAPHIC DESIGN**

V E C T O R S

L O G O S

INFOGRAPHICS

ILLUSTRATIONS

ILLUSTRATOR

PHOTOSHOP

INDESIGN

CANVA

**HARSHITHA RAJENDRAN**

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# *CREATIVE EXPRESSIONS: A COLLECTION OF PROJECTS FROM MY DESIGN JOURNEY*

MY JOURNEY AS A **FREELANCE GRAPHIC DESIGNER** BEGAN AT THE INTERSECTION OF FASHION AND ART, WHERE I DISCOVERED A PASSION FOR VISUAL STORYTELLING. AS I TRANSITIONED FROM FASHION CONSULTING TO GRAPHIC DESIGN, I FOUND MYSELF DRAWN TO THE DIGITAL CANVAS, WHERE I COULD MERGE CREATIVITY WITH TECHNICAL PRECISION. THE PROJECTS FEATURED HERE REPRESENT A HIGHLIGHT REEL OF MY COLLABORATIONS WITH INNOVATIVE BRANDS AND STARTUPS, SPANNING **VECTOR GRAPHICS, INFOGRAPHICS, LOGOS, AND MORE.**

THROUGHOUT THESE PROJECTS, I'VE LEVERAGED INDUSTRY-LEADING TOOLS LIKE **ADOBÉ CREATIVE SUITE, SKETCH, AND INKSCAPE** TO CRAFT VISUALLY STUNNING SOLUTIONS THAT ELEVATE BRANDS AND CAPTIVATE AUDIENCES.

*This collection reflects my passion for creative problem-solving, innovative design thinking, and dedication to delivering exceptional results.*



## PROJECT OVERVIEW

Objective was to create a comprehensive brand identity and social media assets for Kiddo Kraft, a Mumbai-based kids-wear startup.

*"Our goal is to create a visually appealing and cohesive brand image that resonates with our target audience."*

### DESIGN OBJECTIVES

- Create a unique and recognizable brand identity for Kiddo Kraft.
- Develop a consistent visual language across all social media platforms.
- Design engaging and shareable social media assets that showcase products and brand personality.

### TARGET AUDIENCE

- Parents and caregivers of children aged 0-12 years
- Kids-wear enthusiasts and influencers
- Online shoppers and social media users

### BRAND PERSONALITY

- Playful and fun
- Colorful and vibrant
- Imaginative and creative
- Friendly and approachable
- Tagline: "playful comfort"

### DELIVERABLES

#### LOGO DESIGN:

- Unique and memorable logo incorporating brand name and relevant icon/symbol
- Logo delivered in various formats (vector, PNG, JPEG)

#### COLOR PALETTE:

- Color board with hex codes and Pantone references
- Palette reflecting brand personality and appealing to target audience

#### TYPOGRAPHY:

- Font family (playful, legible, versatile)
- Font files
- USAGE GUIDELINES

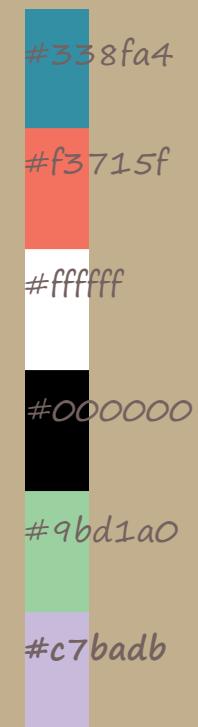
# kiddo kraft

## color palette and mood board

ADOBE ILLUSTRATOR



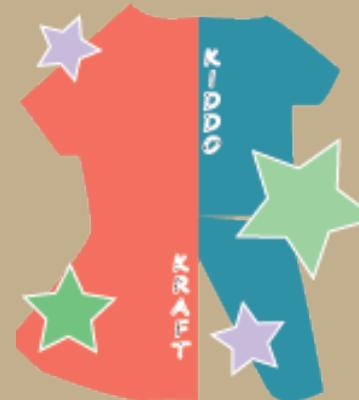
theme: 'playful comfort'



# kiddo kraft

logo design

ADOB E ILLUSTRATOR



# kiddo kraft

## social media graphics

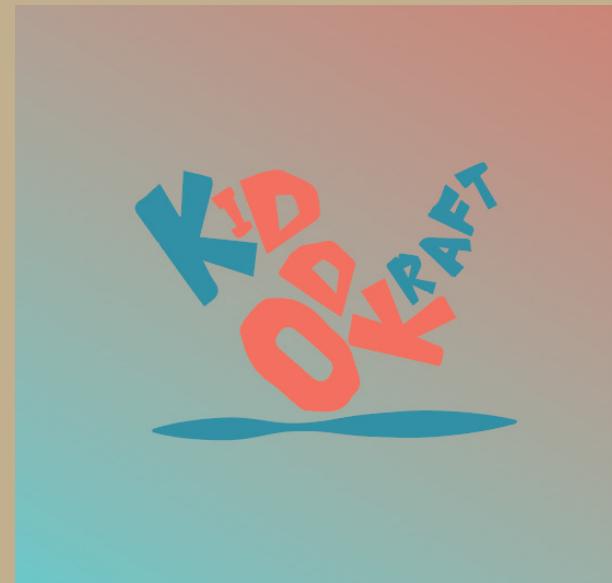
ADOB E ILLUSTRATOR



# kiddo kraft

## final selections

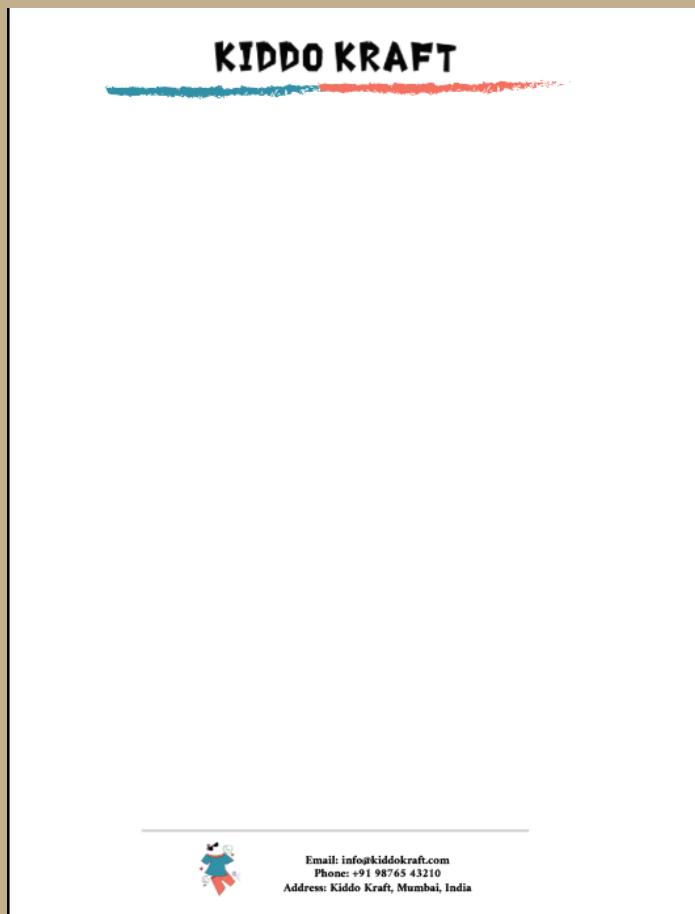
ADDOBE ILLUSTRATOR



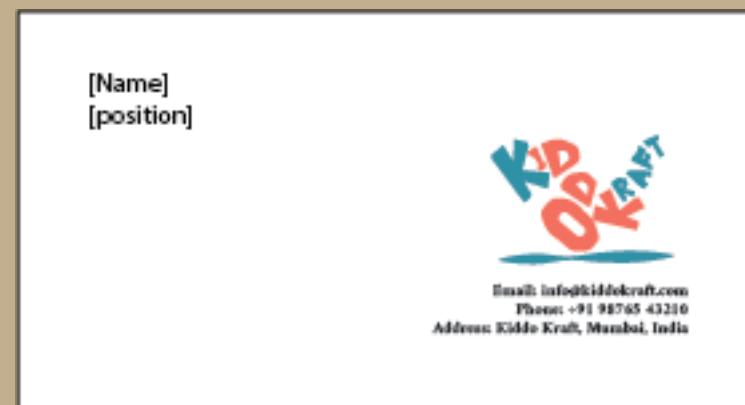
# kiddo kraft

## letterhead & card

ADobe ILLUSTRATOR



Email: info@kiddokraft.com  
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# AURA

## lookbook

ADOBE ILLUSTRATOR  
ADOBE INDESIGN

### OBJECTIVES:

- SHOWCASE AURA'S LATEST COLLECTION: Highlight the brand's newest designs, emphasizing the luxury, quality, and attention to detail that AURA is known for.
- CREATE AN IMMERSIVE BRAND EXPERIENCE: Transport viewers to a world of ethereal dreams, evoking the brand's celestial inspiration and whimsical aesthetic.
- DRIVE SALES AND ENGAGEMENT: Encourage viewers to explore AURA's online store, visit retail locations, or attend trunk shows and events.

### TARGET AUDIENCE:

- DEMOGRAPHICS: Women aged 25-45, with a focus on creative professionals and individuals with a passion for art, music, and literature.
- PSYCHOGRAPHICS: Individuals who value uniqueness, self-expression, and the pursuit of beauty and wonder.

### DELIVERABLES:

- LOGO DESIGNS: A comprehensive set of logo designs for the "Aura: Ethereal Dreams" brand, including:
  - Primary logo
  - Alternate logos (e.g. icon-only, text-only)
  - Logo variations for different applications (e.g. business cards, website, social media)
- PRINT LOOKBOOK: A 20-page, perfect-bound lookbook featuring high-quality images, typography, and design elements.
- SOCIAL MEDIA ASSETS: A set of social media assets, including:
  - Instagram-friendly images
  - Facebook and Twitter posts
  - Instagram Stories

### PROJECT OVERVIEW:

AURA, a luxury fashion brand, seeks to create a captivating lookbook that showcases its latest collection, "*Ethereal Dreams*". The lookbook aims to transport viewers to a world of fantasy and wonder, highlighting AURA's unique blend of luxury, whimsy, and celestial inspiration

### LOOKBOOK CONCEPT

#### Theme: "*Ethereal Dreams*"

- COLOR PALETTE: Soft, shimmering hues of Cerulean Mist (36586C), Velvet Noir (15193C), and Golden Honey (FFCC66), evoking the dreamy, ethereal quality of a moonlit night, a starry sky, and the warmth of cosmic gold.
- IMAGERY: Dreamy, ethereal images of models wearing AURA's designs, set against celestial-inspired backdrops, such as starry skies, lunar landscapes, and misty forests.
- TYPOGRAPHY: Elegant, cursive typography that evokes the luxury and whimsy of AURA's brand.

# AURA

## lookbook - mood board



# AURA

## lookbook - logo designs

ADOBE ILLUSTRATOR



The logos feature stylized lettering, intricate swirls, and celestial elements, evoking a sense of high-end quality and refinement.

The client chose the first image as the logo due to its striking balance of modern typography and classic, whimsical design elements, perfectly capturing the essence of the Aura brand.

Its unique blend of simplicity and visual interest makes it memorable and captivating, setting the tone for a luxurious brand identity.

# AURA

## lookbook - logo variations

ADOBE ILLUSTRATOR



AURA's logo design embodies the brand's celestial inspiration, featuring a delicate, hand-drawn floral motif in a soft, shimmering gold hue.

The logo's ethereal quality is enhanced by the subtle, dreamy color palette and the use of negative space.

The custom typography adds a touch of sophistication and elegance, while the overall design exudes a sense of wonder and enchantment.

This logo design perfectly captures the essence of AURA's luxury fashion brand, evoking the magic and mystery of the night sky.



aura

# AURA

## lookbook - fashion illustrations

ADOBE ILLUSTRATOR

This fashion illustration showcases The Celestial Gown, a stunning, floor-length gown inspired by the night sky.

The Velvet Noir (15193C) color palette sets the tone for a dramatic, celestial look.

Intricate beading and embroidery adorn the dress, evoking the stars and constellations.

The sleeveless design and plunging neckline add a touch of sophistication, while the floor-length silhouette creates a show-stopping effect.

The overall design is a masterpiece of elegance and glamour, perfect for a red-carpet event or formal gala.

The illustration exudes luxury, refinement, and a sense of cosmic wonder.



# AURA

## lookbook - fashion illustrations

ADOBÉ ILLUSTRATOR

This fashion illustration showcases The Lunar Jumpsuit - a sleek, modern jumpsuit with a flowing cape and delicate, sparkling accents, evoking the mystery of the moon.

The color palette features a soothing blend of blues and golds, with #36586C providing a sophisticated base tone and #FFCC66 adding a touch of warmth and luxury.

The overall design exudes a sense of celestial wonder, perfect for making a statement at a formal event or red-carpet occasion.

The flowing cape adds a dramatic touch, while the sparkling accents catch the light, giving the illusion of moonbeams dancing across the fabric.



# AURA

## lookbook - fashion illustrations

ADOB E ILLUSTRATOR

This fashion illustration showcases The Stellar Scarf, a luxurious silk scarf adorned with intricate, hand-beaded constellations.

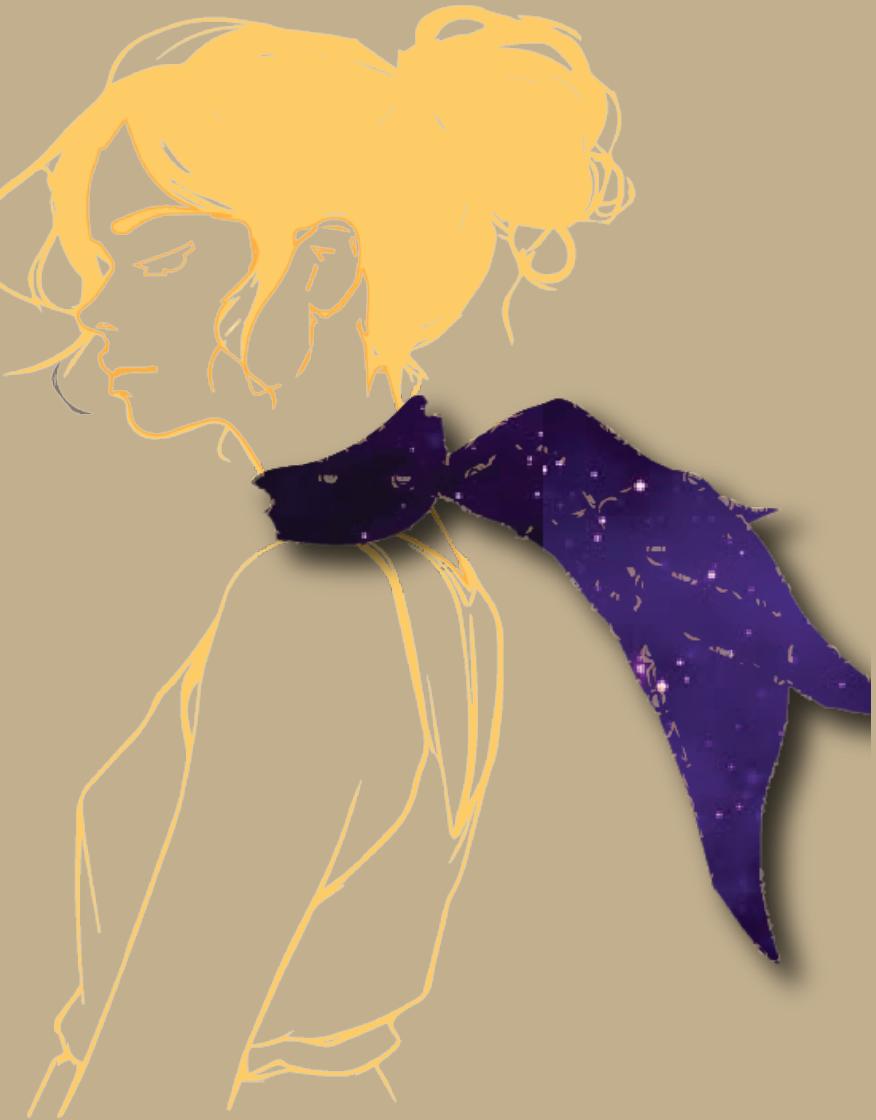
The color palette features a deep, rich blue (#15193C) that evokes the mystery of the night sky.

The scarf's celestial design adds a touch of magic to any outfit, perfect for making a statement.

The beaded constellations catch the light, giving the illusion of twinkling stars.

The Stellar Scarf is a must-have accessory for those who want to add a sense of wonder and enchantment to their look.

Its luxurious silk fabric and intricate details make it a standout piece for any occasion.

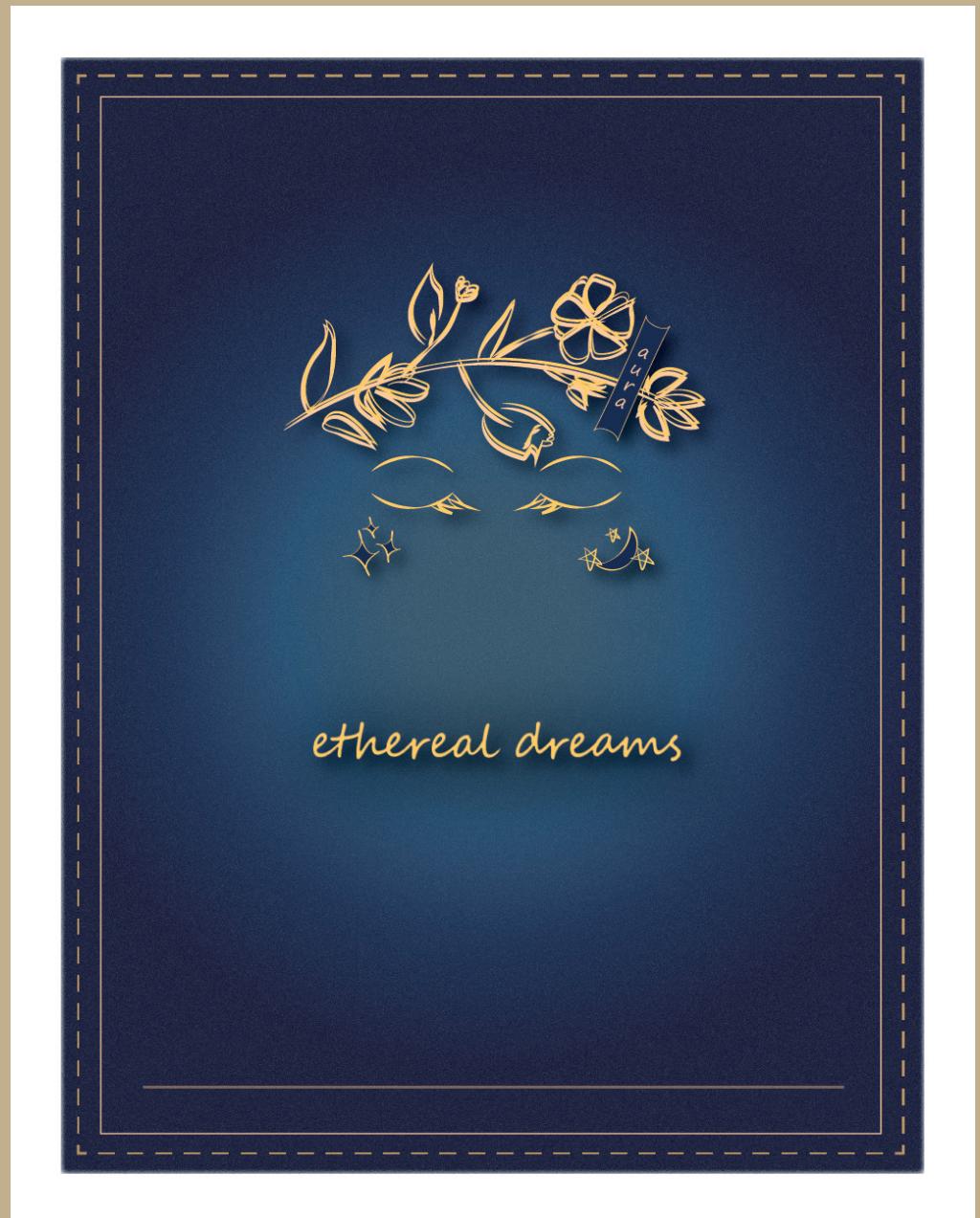


# AURA

## lookbook - snippets

ADobe ILLUSTRATOR

The cover page for “Aura: Ethereal Dreams” features a gradient dark blue background. The logo adds a touch of sophistication, with a gold floral design accompanied by small gold stars and a crescent moon. A gold border surrounds the page with a dotted line pattern. The title “Ethereal Dreams” is written in gold cursive font at the bottom. The overall design exudes luxury and refinement, with the dark blue and gold colors evoking a sense of glamour and elegance.



# AURA

## lookbook - snippets

ADOBÉ ILLUSTRATOR

The page design for the 'Aura: Ethereal Dreams' collection is a masterful blend of dark blues and golds, exuding luxury and refinement. The gradient dark blue background, reminiscent of the night sky, provides a stunning backdrop for the celestial-themed gown. The illustration showcases intricate gold beading and embroidery, while the gold border with a dotted line pattern adds a touch of sophistication. The title, in gold cursive font, completes the design with elegance. The balanced color scheme creates a harmonious effect, making the showstopper truly unforgettable.



# AURA

## lookbook - snippets

ADOBÉ ILLUSTRATOR

The page showcases the Lunar Jumpsuit from “Aura: Ethereal Dreams” with a gradient dark blue background, evoking the night sky. The celestial-themed jumpsuit features gold beading and embroidery, with a flowing cape. A gold border with a dotted line pattern frames the illustration, while the title “the lunar jumpsuit” in gold cursive font adds elegance. The dark blues and golds are balanced to create a harmonious effect, making the design truly sophisticated.



# AURA

## lookbook - snippets

ADOB E ILLUSTRATOR

The page showcases the Stellar Scarf from “Aura: Ethereal Dreams” with a gradient dark blue background, evoking the night sky. The celestial-themed scarf features gold accents and embroidery, with a flowing design. A gold border with a dotted line pattern frames the illustration, while the title “the stellar scarf” in gold cursive font adds elegance. The dark blues and golds are balanced to create a harmonious effect, making the design truly sophisticated.



*the stellar scarf*

luxurious,  
silk scarf with  
intricate, hand-beaded  
constellations, perfect  
for adding a touch of  
celestial magic to any  
outfit.

# AURA

## lookbook - snippets

ADOB E ILLUSTRATOR

ADOB E PHOTOSHOP

These look book pages showcase the key pieces from the collection ‘Aura: Ethereal Dreams’ set against a breathtaking starry night sky. The intricate details of the designs are highlighted by the subtle shine of the background, evoking a sense of luxury and wonder.

The black silhouette in the foreground adds a touch of mystery, inviting the viewer to step into the dreamlike world of this celestial-inspired look book.



# MADRAS MERCH

## print-on-demand designs

ADOBE ILLUSTRATOR

ADOBE INDESIGN

**BRAND NAME:** Madras Merch

**TAGLINE:** Wear Your Chennai Pride

### BRAND DESCRIPTION:

Madras Merch is an online t-shirt store that celebrates the vibrant culture and spirit of Chennai. Our designs are inspired by the city's rich history, stunning architecture, and lively atmosphere.

### PROJECT OVERVIEW:

Design 10 unique print-on-demand designs for Madras Merch, an online t-shirt store celebrating Chennai's vibrant culture. The designs should reflect the city's rich history, stunning architecture, and lively atmosphere.

### DELIVERABLES

- **10 Unique Designs:** 10 high-resolution print-on-demand designs in various formats (PNG, JPEG, SVG).
- **Design Files:** Source files for each design (AI, PSD, or Sketch).
- **Color Profiles:** Color profiles for each design, ensuring accurate color representation.
- **Design Style Guide:** A brief style guide outlining the design principles, typography, and color palette used in the project.
- **Design Variations:** 2-3 variations of each design, catering to different tastes and preferences.

### DESIGN REQUIREMENTS

- **Resolution:** 300 DPI
- **Color Mode:** CMYK
- **File Formats:** PNG, JPEG, SVG
- **Design Size:** 12 x 12 inches

# MADRAS MERCH

## 1. 'MADRAS FILTER KAAPI'

### COLOR PROFILE & PALETTE

The dominant colors used in the design are:

**Black (RGB: 0, 0, 0)** - Background and outlines.

**White (RGB: 255, 255, 255)** - Text and highlights.

**Dark Gray (RGB: 83, 84, 86)** - Metallic shading of the filter.

**Deep Brown (RGB: 25, 21, 21)** - Shadows and text accents.

**Warm Coffee Brown (RGB: 170, 94, 42)** - Coffee splash background.

### DESIGN PRINCIPLES

**Minimalist & Realistic:** Simple yet effective shading and highlights to depict depth.

**Cultural Identity:** The design represents the famous Madras filter coffee with an informative, labeled diagram.

### TYPOGRAPHY

**Handwritten Script:** Used for "Madras Filter Kaapi" to add a casual, personal feel.

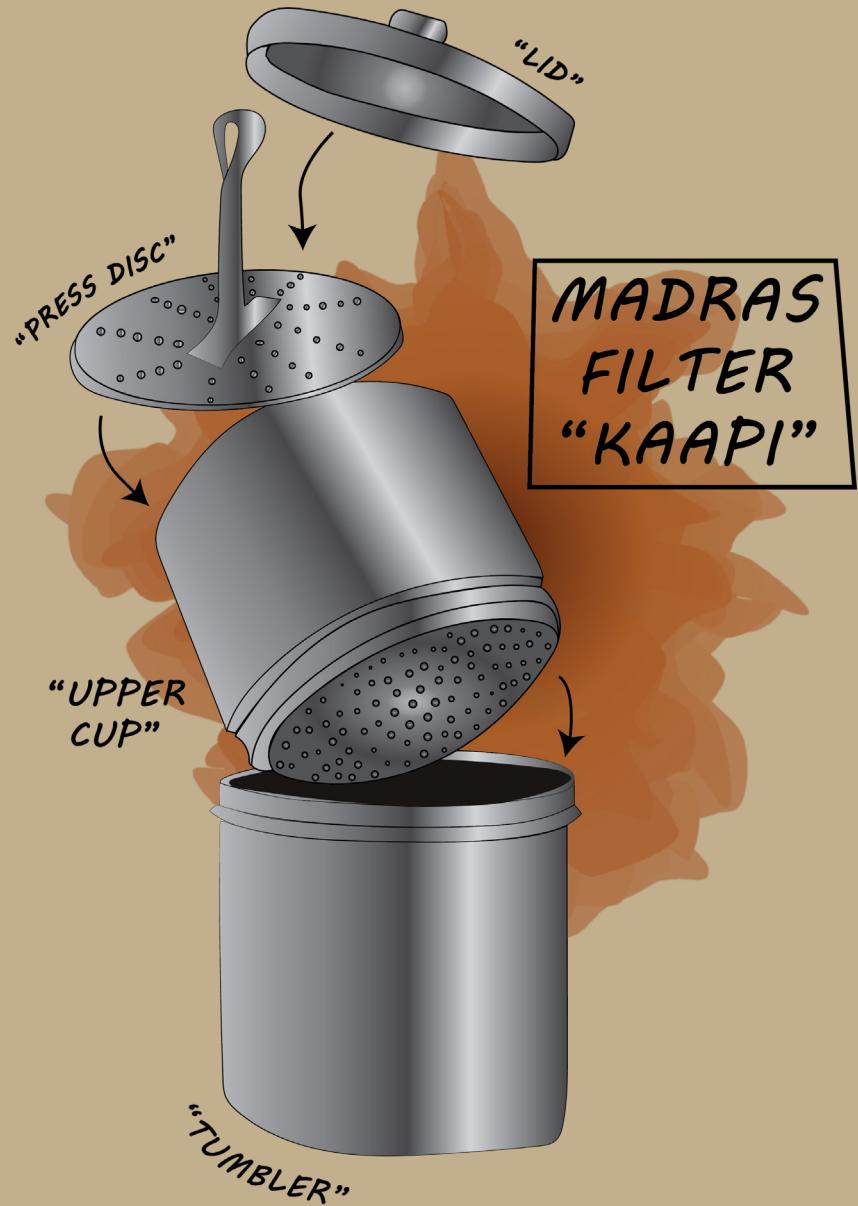
**SANS-SERIF (ALL CAPS):** Used for labeling parts of the filter, ensuring clarity and a technical look.

### VISUAL ELEMENTS

**Exploded Diagram:** The filter is illustrated in a deconstructed view to highlight each part.

**Coffee Splash Effect:** Adds vibrancy and reinforces the coffee theme.

**Metallic Texture:** Used in the filter parts for a realistic appearance.



# MADRAS MERCH

## 2. ‘The Auto Rickshaw’

### COLOR PROFILE & PALETTE

**Dominant Colors:** Bright yellow, black, and white

**Color Usage:** Bright yellow for the auto-rickshaw, black for outlines and text, and white for highlights

**Contrast:** Visually appealing contrast between bright yellow and black/white

### TYPOGRAPHY

**Font Style:** Informal, handwritten font

**Font Usage:** Used for the text “meter-ku mela oru 20 roobah...”

**Mood:** Casual, personal, and playful

### DESIGN PRINCIPLES

**Design Style:** Simple, bold, and playful

**Composition:** Clean lines and minimal details

**Visual Appeal:** Clarity and visual appeal through simple shapes and bold colors

### COMPOSITION

**Main Subject:** Auto-rickshaw centered

**Balance:** Sense of harmony and balance through negative space



# MADRAS MERCH

## 3. ‘Bharatanatyam’

### COLOR PROFILE & PALETTE

#### DOMINANT COLORS:

**Bright Yellow** (RGB: 255, 255, 0) - Costume and background

**Red** (RGB: 255, 0, 0) - Accents and highlights

**Green** (RGB: 0, 128, 0) - Text

**Black** (RGB: 0, 0, 0) - Outlines and hair

**COLOR USAGE:** Bright and vibrant colors to convey energy and movement

### DESIGN PRINCIPLES

**Style:** Vibrant, playful, and dynamic

**Cultural Identity:** Represents the Tamil Nadu classical ‘Bharatanatyam’ dance, showcasing traditional Indian culture and heritage

**Composition:** Dynamic pose with arms outstretched, creating a sense of movement and energy

### TYPOGRAPHY

**Font Style:** Informal, handwritten font

**Font Usage:** Used for the text “when in doubt, dance it out”

**Typography Style:** Casual, personal, and playful

### VISUAL ELEMENTS

**Main Element:** Woman in traditional Indian dance attire, specifically Bharatanatyam costume

**Background:** White or light-colored background

**Text Element:** “When in doubt, dance it out” in green letters



# MADRAS MERCH

## 4. ‘Namma Chennai Central’

### COLOR PROFILE & PALETTE

#### DOMINANT COLORS:

Light Blue (RGB: 173, 216, 230): Background

Dark Red-Brown (RGB: 102, 51, 0): Building

Cream (RGB: 245, 245, 220): Accents and highlights

White (RGB: 255, 255, 255): Text and outlines

**Color Usage:** Bright and vibrant colors to convey energy and movement

### DESIGN PRINCIPLES

**Style:** Vibrant, playful, and dynamic, reflecting the energy of the building

**Cultural Identity:** Represents the British-Indian classical architecture, showcasing Indian heritage

**Composition:** Symmetrical composition, creating a sense of balance and harmony

### TYPOGRAPHY

**Font Style:** Informal, handwritten Tamil font

**Font Usage:** Used for the text in the center of the image

**Typography Style:** Casual, personal, and playful

### VISUAL ELEMENTS

**Main Element:** Building with a mix of arches, windows, and towers

**Background:** Gradient of light blue to white

**Text Element:** Tamil text in the center of the image



# MADRAS MERCH

## 5. 'CSK whistlepodu'

### COLOR PALETTE

#### DOMINANT COLORS:

**Blue (#032B44):** Used for the cricket player, wickets, and text.

**Yellow (#F7DC6F):** Used for the lion's mane and ball.

### TYPOGRAPHY

**Font Style:** Bold, sans-serif font to convey modernity and energy.

**Font Usage:** Consistent font throughout the design to maintain visual coherence.

**Typography Style:** Playful, italicized text to add a sense of movement and dynamism.

### VISUAL ELEMENTS

**Main Element:** Cricket player in action: Dynamic pose to convey energy and movement.

**Background Element:** Stylized lion's head in yellow: Adds cultural identity and team spirit.

**Iconography:** Cricket-themed icons (e.g., bats, balls, wickets) can be used to support the design.

### Design Principles

**Style:** Bold and dynamic to reflect the energy of the sport.

**Cultural Identity:** Incorporate elements that reflect the team's cultural heritage (e.g., lion's head, "#whistlepodu").



# MADRAS MERCH

## 6. 'CSK Batsman'

### COLOR USAGE

**Primary Colors:** Black and White

**Color Scheme:** Monochromatic with black and white, creating a sense of simplicity, elegance, and timelessness.

### DESIGN PRINCIPLES

**Geometric Shapes:** Circles, triangles, and rectangles create balance, harmony, and unity.

**Clean Lines:** Simple shapes and bold typography add visual interest and depth.

### STYLE

**Sophisticated and Elegant:** Stylized font and geometric shapes add a touch of sophistication.

**Cultural Identity:** The logo reflects the cultural identity of Chennai, known for its rich history, vibrant culture, and passion for cricket.

### COMPOSITION

**Central Element:** The cricket player is the main element, positioned in the center of the design.

**Balanced Layout:** The composition is balanced and harmonious, with each element working together to create a cohesive design.

### TYPOGRAPHY

**Font Style:** Sans-serif font, modern and sleek.

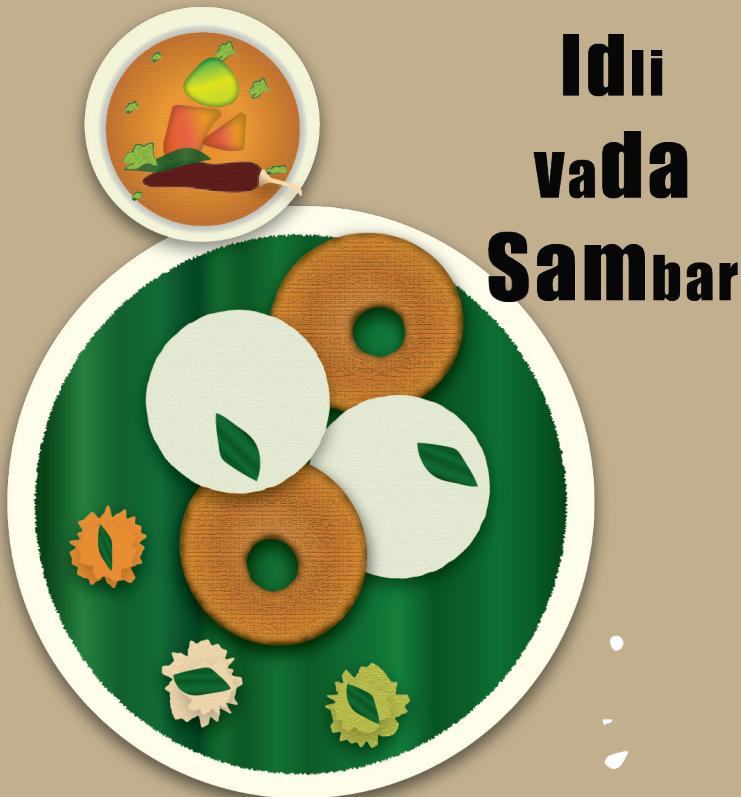
**Font Usage:** Used throughout the logo, including the text "Chennai Super Kings" and the crown.

**Typography Style:** Modern and dynamic, with a focus on clean lines, simple shapes, and bold typography.



# MADRAS MERCH

## 7. ‘Idli Vada Sambar’



Idli  
vada  
Sambar

### COLOR PALETTE:

**Primary Color:** Green (#34C759) represents freshness and harmony, symbolizing the natural ingredients used in the dish.

**Secondary Color:** White (#FFFFFF) adds contrast and clarity, representing the purity and simplicity of the dish.

**Accent Color:** Brown (#964B00) adds warmth and depth, representing the earthy tones of the ingredients.

### DESIGN PRINCIPLES:

**Balance:** The symmetrical composition creates a sense of balance and stability, reflecting the harmony of flavors in the dish.

**Contrast:** The combination of green and white creates visual contrast, drawing attention to the main element.

**Emphasis:** The main element (idli, vada, and sambar) is emphasized through size and placement, creating a clear focal point.

**Harmony:** The colors and shapes work together to create a cohesive and recognizable visual language.

### TYPOGRAPHY:

**Font Style:** Sans-serif font (e.g., Open Sans) creates a clean and modern look.

**Typography Style:** Clean and modern typography reflects the simplicity and purity of the dish.

### COMPOSITION:

**Circular Composition:** Creates a sense of unity and wholeness, reflecting the completeness of the dish.

**Main Element:** Idli, vada, and sambar are placed centrally, creating a clear focal point.

### VISUAL ELEMENTS:

**Main Element:** Idli, vada, and sambar are the main visual elements, representing the dish.

**Background:** White background with a subtle shadow effect adds depth and dimensionality.

**Texture:** Subtle shadow effect adds depth and dimensionality.

# MADRAS MERCH

## **8. ‘Madras Presidency Map’**

# COLOR USAGE

**Primary color:** Black (#000000)

**Background color:** White (#FFFFFF)

No additional colors used, maintaining a simple and clean aesthetic

## DESIGN PRINCIPLES

**Simple and clean design:** Avoid clutter and ensure all elements serve a purpose

**Clear typography and composition:** Use headings, labels, and clear typography to organize content

**Effective use of negative space:** Balance elements with white space to create a clear visual flow

## TYPOGRAPHY

**Font style: Sans-serif**

### Font usage:

Headings: 14-18pt, bold

Labels: 10-12pt, regular

**Typography style:** Clean, legible, and easy to read

## VISUAL ELEMENTS

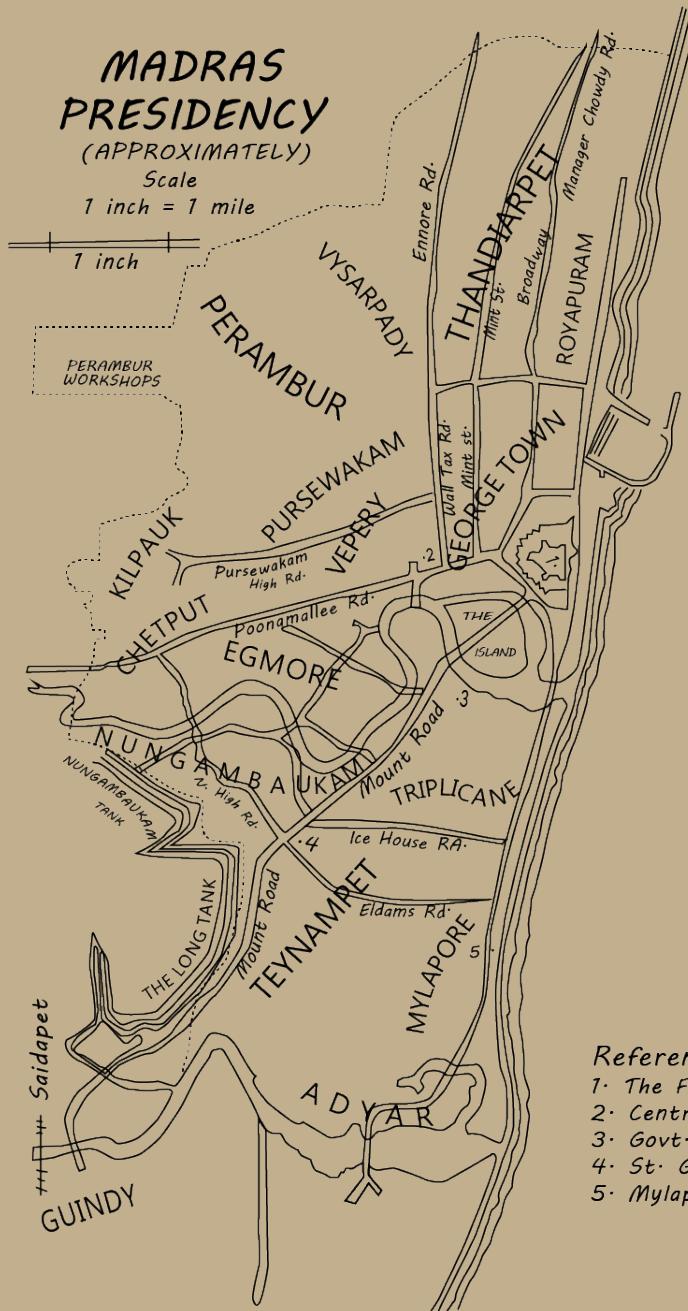
**Main element:** Map of Madras Presidency, centered and prominent

**Background:** White space, used to create contrast and balance

**Style:** Simple, functional, and informative, reflecting the cultural identity of Madras Presidency

**Composition:** Clear, organized, and easy to follow, using headings, labels, and white space effectively

**Typography:** Legible, easy to read, and consistent throughout



## References:

1. The Fort
  2. Central Station
  3. Govt. House
  4. St. Georges Cathedral
  5. Mylapore Cathedral

# MADRAS MERCH

## 9. ‘Marina Days’

### COLOR USAGE

**Main colors:** Teal (#0097A7), dark blue (#212121), and tan (#D2B48C)

**Accent colors:** Yellow (#F7DC6F), green (#8BC34A), purple (#7A288A), and maroon (#B71C1C)

Color palette is calming and serene, evoking a sense of beach atmosphere

### DESIGN PRINCIPLES

**Style:** Minimalist and simple, with bold typography and clean lines

**Cultural Identity:** Tamil script (reads “Marina Days”, referring to the iconic Marina Beach in Chennai) and clothing depicting the cultural / regional identity

**Composition:** Main element (Tamil script) is centered, with background elements (beach scene) supporting the main element and creating a sense of depth

### TYPOGRAPHY

**Font Style:** Bold and sans-serif for Tamil script, simple and clean for other text

**Font Usage:** Tamil script is used for main element, other text is used for supporting elements, such as captions or descriptions

**Typography Style:** Clean and simple, with good contrast between text and background, ensuring readability and visual appeal



### VISUAL ELEMENTS

**Main Element:** Tamil script, centered and prominent, drawing the viewer's attention

**Background:** Beach scene, with simple and clean lines, supporting the main element and creating a sense of context

**Additional Elements:** People and objects in the beach scene, adding depth and interest to the design

# MADRAS MERCH

## 10. ‘Tamil Typography’

### COLOR USAGE

**Primary Color:** Black (#000000) - used for text and outlines

**Secondary Color:** Red (#FF0000) - used for accents and highlights

**Background Color:** White (#FFFFFF) - used for the background

### DESIGN PRINCIPLES

**Style:** Modern and bold, with a touch of cultural elegance

**Cultural Identity:** Tamil poet Barathiyar-inspired quote, reflecting the language and script

**Composition:** Balanced and harmonious, with a clear visual hierarchy

**Contrast:** Sufficient contrast between text, images, and background

### TYPOGRAPHY

**Font Family:** Tamil script font (e.g., Tamil MN) for headings and body text

### Font Sizes:

Headings: 24px, 36px, 48px

Body Text: 16px, 18px



### VISUAL ELEMENTS

**Main Element:** Central image or graphic (the poet Barathiyar's eyes and quote)

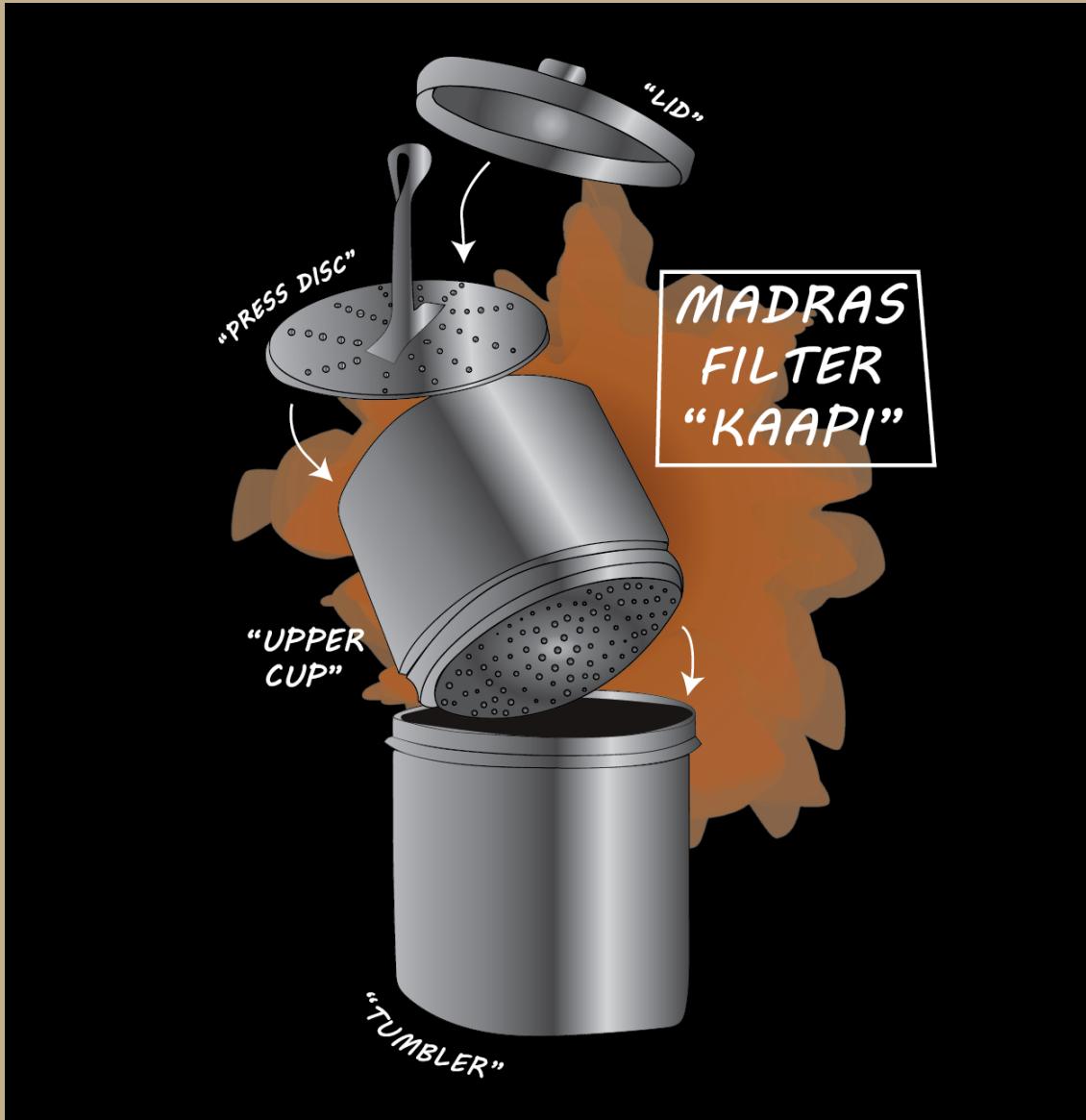
**Background:** Simple and clean, with ample negative space

**Graphics and Icons:** Used sparingly to support the message

**Images:** High-quality, relevant, and culturally sensitive

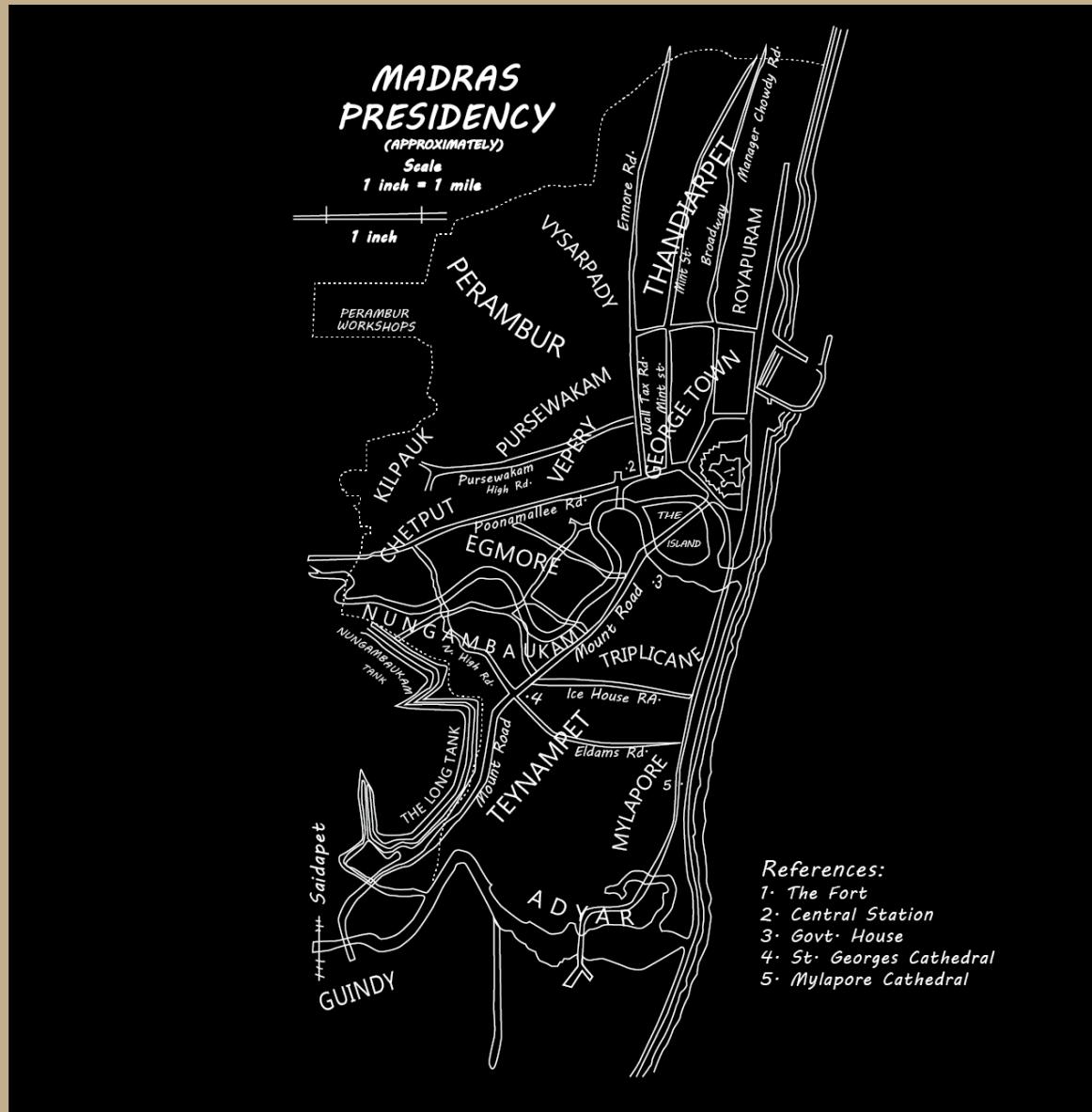
# MADRAS MERCH

design variations (for dark backgrounds)



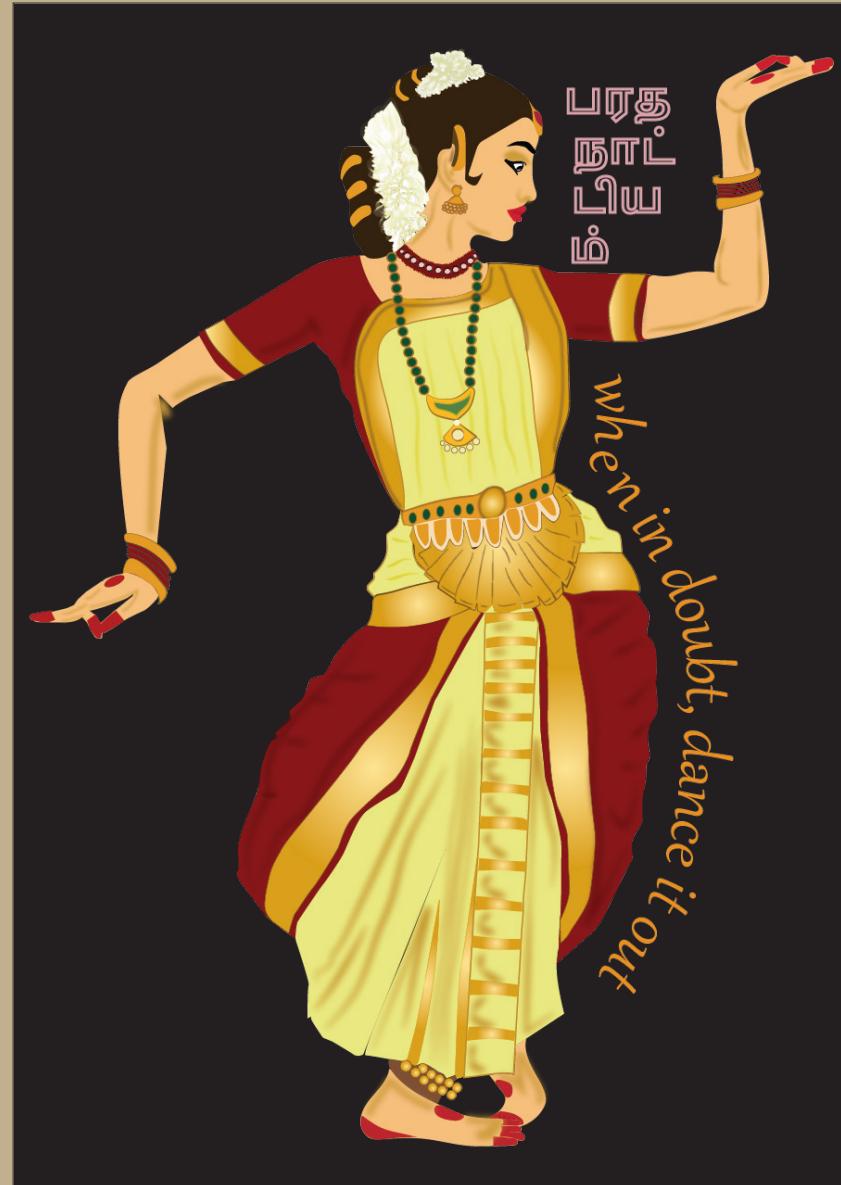
# MADRAS MERCH

design variations (for dark backgrounds)



# MADRAS MERCH

design variations (for dark backgrounds)



# MADRAS MERCH

design variations (for dark backgrounds)



# MADRAS MERCH

design variations (for dark backgrounds)

