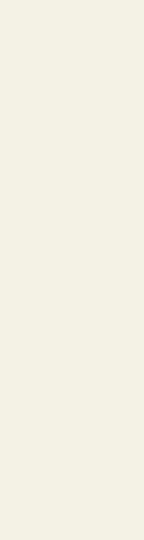


Hello!
Are You Ready?



GRAPHIC DESIGNING TASK



INTRODUCTION

We Know You Probably Skip Intros Like You Skip YouTube Ads...
But This One Is Actually Useful, So Stay With Us For A Minute.

- Think beyond the obvious — let your concepts breathe and your creativity play.
- Keep it simple: Understand → Ideate → Organise → Execute.
- Let your work speak for you — your taste, your personality, your design brain.
- Follow the basics: Placement, Typography, Alignment, Negative Space, Balance & Composition.
- Don't overthink — clean, confident design > complicated design.

And most importantly: take a deep breath, trust your flow... and have fun!

TASK 1

HELLO :
Split Identity Poster

CONTENT DATA

HELLO is a leading matcha beverage brand with a dual personality:

- Retro warmth (its original identity)
- Premium elegance (its newer identity)

Your task is to show both personalities in one single poster, but in a way that still feels like one complete design. It should not look like two posters joined together, and not like a hard left/right split. The transition from retro to premium should be smooth, subtle, and natural.

Create a vertical composition where the product remains centered, but the visual atmosphere quietly shifts from retro on one side to luxury on the other. The transition should feel intentional and unified, not like a collage. The cup and its branding must reflect this dual nature within the same object. Add one short line of text that supports the dual-identity theme. Nothing decorative. Nothing loud. Let the idea breathe. Make it minimal but understandable

TASK 1

HELLO :
Split Identity Poster

BRAND GUIDELINES

HELLO – Matcha Beverage Brand

- Calm, ritual-based drink
- Retro café warmth + modern premium edge
- Wants to feel familiar, yet aspirational

- Format: 1080x1350 px or A4 vertical
- Product (cup) must be centered
- Left/right or subtle side-to-side transition: retro → luxury
- Use colour, texture, light and environment to show the shift
- Keep layout minimal and confident
- One short, meaningful line of copy (your choice)
- Avoid clutter, heavy decoration, and noisy elements

TASK 1

HELLO :
Split Identity Poster

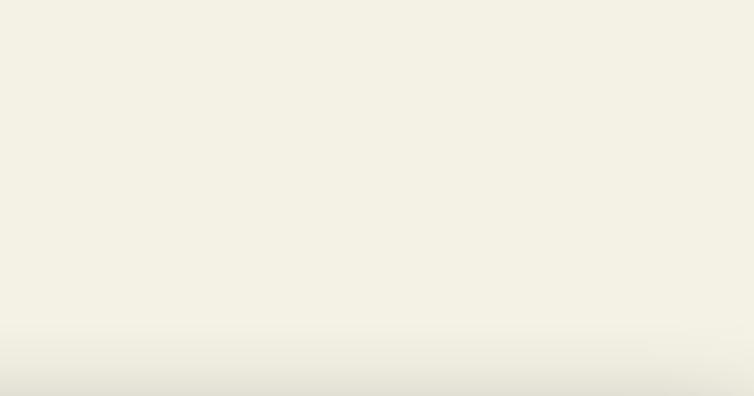
DELIVERABLES

Final poster (JPG/PNG)

Raw AI output (base render)

LOGO

Short concept note (1–2 lines)



TASK 2

BONTON HOLIDAYS :
Asia Heritage Circuit Poster

CONTENT DATA

Bonton Holidays is launching a signature Asia Heritage journey featuring:

Angkor Wat – Cambodia | Taj Mahal – India | The Great Wall – China

Bagan Temples – Myanmar | Kyoto Shrines – Japan

Your challenge is to bring these five heritage landmarks together in a single unified poster, without making it look like a collage or cluttered travel ad.

Create a vertical composition where the visual transitions feel fluid — one landmark subtly flowing into another using atmospheric blending, tonal shifts, or environmental continuity.

Each site should keep its identity, but contribute to one seamless journey across Asia.

The poster must evoke wonder, cultural richness, and quiet historical grandeur.

Keep the layout minimal and premium.

Add one short line of copy expressing the essence of “Asia’s timeless heritage” — soft, not overly promotional.

TASK 2

BONTON HOLIDAYS :
Asia Heritage Circuit Poster

TRIP DETAILS

Duration: 12 Days / 11 Nights

Starting Price: ₹1,48,000 per person

Countries: Cambodia • India • China • Myanmar • Japan

Includes: Flights, accommodation, guided tours, heritage passes, internal transfers

TASK 2

BONTON HOLIDAYS :
Asia Heritage Circuit Poster

BRAND GUIDELINES

Bonton Holidays

- Trusted experiential travel company
- Focus on culture, heritage, and curated experiences
- Visual tone: premium, calm, aspirational

Format: 1080x1350 px or A4 vertical

Blend all 5 locations into one continuous scene

Use Photoshop/AI + compositing (no hard grids, no obvious tiles)

Maintain a minimal, premium travel poster feel

Use clear, modern typography for trip details

One short, elegant headline (your choice)

Place bontonholidays.com subtly as CTC

TASK 2

BONTON HOLIDAYS :
Asia Heritage Circuit Poster

DELIVERABLES

Final poster (JPG/PNG)

Raw AI output (base render)

LOGO

Short concept note (1–2 lines)



TASK 3

VITAMUNCH :
Branding & Packaging

ABOUT THE BRAND

VitaMunch

is a healthy snack brand with a smooth, playful, friendly identity.

The logo has an i-h heart connection, symbolising care, wellness, and positive energy.

Visual style: clean, modern, colourful, health-focused.

1. Logo Usage

- Clean logo presentation
- Light + dark versions
- Colour variations
- Clear-space guide

2. Color Palette

- Primary + secondary colours
- HEX codes
- Simple usage examples
- (backgrounds, accents, text)

3. Typography

- Primary font: Inter (or similar)
- Weights: Regular, Medium, Bold
- Sample headline + body copy arrangement

4. Brand Message

- One-line brand message (your version)
- Tagline placement with logo and on pack

Tagline: Heart Connecting Health.

5. Packaging Design

- 1 Protein bar wrapper (front design)
- 1 Box / outer pack (for multiple bars)

Each should have:

- Minimal, modern layout
- Clear flavour name
- Benefits (e.g., High Protein, No Added Sugar)
- Consistent logo placement and use of brand colours

6. Visual Mockups

- Bar wrapper mockup
- Box mockup
- Optional lifestyle mockup (pack in context – desk, bag, etc.)

7. Final Deliverables

- JPG/PNG exports (logo, packs, mockups)
- Editable PSD/AI source files
- Organised, clearly named layers



TASK 3

VITAMUNCH :
Branding & Packaging

ABOUT THE BRAND

VitaMunch

is a healthy snack brand with a smooth, playful, friendly identity.

The logo has an i-h heart connection, symbolising care, wellness, and positive energy.

Visual style: clean, modern, colourful, health-focused.

1. Logo Usage

- Clean logo presentation
- Light + dark versions
- Colour variations
- Clear-space guide

2. Color Palette

- Primary + secondary colours
- HEX codes
- Simple usage examples
- (backgrounds, accents, text)

3. Typography

- Primary font: Inter (or similar)
- Weights: Regular, Medium, Bold
- Sample headline + body copy arrangement

4. Brand Message

- One-line brand message (your version)
- Tagline placement with logo and on pack

Tagline: Heart Connecting Health.

5. Packaging Design

- 1 Protein bar wrapper (front design)
- 1 Box / outer pack (for multiple bars)

Each should have:

- Minimal, modern layout
- Clear flavour name
- Benefits (e.g., High Protein, No Added Sugar)
- Consistent logo placement and use of brand colours

6. Visual Mockups

- Bar wrapper mockup
- Box mockup
- Optional lifestyle mockup (pack in context – desk, bag, etc.)

7. Final Deliverables

- JPG/PNG exports (logo, packs, mockups)
- Editable PSD/AI source files
- Organised, clearly named layers

TASK 3

VITAMUNCH :
Branding & Packaging

ABOUT THE BRAND

VitaMunch

is a healthy snack brand with a smooth, playful, friendly identity.

The logo has an i-h heart connection, symbolising care, wellness, and positive energy.

Visual style: clean, modern, colourful, health-focused.

1. Logo Usage

- Clean logo presentation
- Light + dark versions
- Colour variations
- Clear-space guide

2. Color Palette

- Primary + secondary colours
- HEX codes
- Simple usage examples
- (backgrounds, accents, text)

3. Typography

- Primary font: Inter (or similar)
- Weights: Regular, Medium, Bold
- Sample headline + body copy arrangement

4. Brand Message

- One-line brand message (your version)
- Tagline placement with logo and on pack

Tagline: Heart Connecting Health.

5. Packaging Design

- 1 Protein bar wrapper (front design)
- 1 Box / outer pack (for multiple bars)

Each should have:

- Minimal, modern layout
- Clear flavour name
- Benefits (e.g., High Protein, No Added Sugar)
- Consistent logo placement and use of brand colours

6. Visual Mockups

- Bar wrapper mockup
- Box mockup
- Optional lifestyle mockup (pack in context – desk, bag, etc.)

7. Final Deliverables

- JPG/PNG exports (logo, packs, mockups)
- Editable PSD/AI source files
- Organised, clearly named layers

TASK 3

VITAMUNCH :
Branding & Packaging

ABOUT THE BRAND

VitaMunch

is a healthy snack brand with a smooth, playful, friendly identity.

The logo has an i-h heart connection, symbolising care, wellness, and positive energy.

Visual style: clean, modern, colourful, health-focused.

1. Logo Usage

- Clean logo presentation
- Light + dark versions
- Colour variations
- Clear-space guide

2. Color Palette

- Primary + secondary colours
- HEX codes
- Simple usage examples
- (backgrounds, accents, text)

3. Typography

- Primary font: Inter (or similar)
- Weights: Regular,