


# 1ST SEMESTER PROJECT

NAME;- Modhumita Dey

ROLL NO;- 1586112

COURSE;- Digital Content Creation- MOTION GRAPHICS

SOFTWARE USED;-  

# CONTENT

- . LOGO
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- . BRAND SUMMARY
- . LOGO PRESENTATION
- . LOGO VARIATION
- . SIGNAGE BOARD
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- . INVITATION CARD
- . LETTER HEAD
- . ENVELOPE
- . LEAFLET
- . BROUCHER
- . HOARDING
- . MAGAZINE COVER
- . PACKAGING
- . SOCIAL MEDIA POST
- . FACEBOOK COVER PAGE
- . WEBSITE LAYOUT



V A S T R A   F A S H I O N

# LOGO CONSTRUCTION

CONCEPT:-



## THEME COLOUR

Maroon was chosen as the theme colour for its bold, dramatic and timeless essence symbolizing creativity, passion and elegance perfectly capturing the spirit of costume design.



# BRAND SUMMARY

"Vastra Faishon" is a clothing brand that blends traditional craftsmanship with contemporary design, aiming to offer high-quality garments that resonate with modern sensibilities. The brand's collections often feature a fusion of classic and modern elements, catering to individuals seeking unique and stylish apparel. With a commitment to excellence, "Vastra Faishon" emphasizes the use of premium materials and meticulous attention to detail in its creations. The brand's offerings are designed to appeal to a diverse clientele, reflecting a harmonious balance between heritage and innovation in the fashion industry.

## **TARGET AUDIENCE**

Vastra Fashion primarily targets the youth—fashion-conscious individuals between the ages of 16 to 30 who seek stylish, expressive, and comfortable clothing that aligns with their modern tastes while celebrating cultural roots.

# LOGO PRESENTATION

## BRAND IDENTITY



V A S T R A F A S H I O N

## COLOUR PALETTE



## PRIMARY FONT

MYRAID PRO

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

## APP ICON





V A S T R A F A S H I O N



V A S T R A F A S H I O N



V A S T R A F A S H I O N



# VISTING CARD



**Size;- 3.5 / 2 inches**



Letterhead  
size;-A4



V A S T R A   F A S H I O N



Thakurganj, near club field  
Bihar, pin- 855112



[www.VastraFashion.com](http://www.VastraFashion.com)



7647883652



[vastrafashion@gmail.com](mailto:vastrafashion@gmail.com)



VASTRA FASHION



Thakurgaon, near dhak field  
Bhat para-855112



[www.vastrafashion.com](http://www.vastrafashion.com)



764788362



[vastrafashion@gmail.com](mailto:vastrafashion@gmail.com)



## GRAND OPENING



V A S T R A F A S H I O N

We are thrilled to invite you to the official launch of our clothing brand,

**VAstra FASHION.**

Join us for a special evening dedicated to style, creativity, and the spirit of fashion.

Be among the first to experience our debut collection,


meet the minds behind the brand, and enjoy a vibrant atmosphere filled with inspiration.

The event will take place at **Thakurganj** on **25th May**, at **10:00 Am.**

We would be honored by your presence as we celebrate this exciting new chapter.

We look forward to welcoming you and sharing this moment with you.





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# BROCHURE

SIZE;-8.5/11inch (Trifold)

## ABOUT US

We design stylish, high-quality apparel that lets you express your unique identity with confidence. Our collections blend timeless design with modern trends, crafted from premium materials for comfort and durability. Whether you're dressing up or keeping it casual, we believe everyone deserves to feel bold, confident, and comfortable. Join our community and wear what inspires you.

## WOMEN'S CLOTHING



V A S T R A F A S H I O N



THAKURGANJ ,BIHAR  
NEAR MARKET ,  
PIN;-855116



675438965

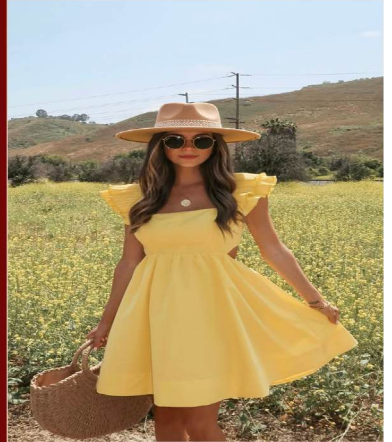


WWW.VASTRAFASHION.COM



Vastrafashion@gmail.com

## SUMMER COLLECTION



**VASTRA FASHION**

## ABOUT US

We design, develop, high-quality apparel that fits the modern woman's lifestyle with confidence. Our collections, made from the finest materials, are designed with comfort, style, and functionality in mind. We are always up-to-date with the latest fashion trends, ensuring our customers are always ahead of the curve. Join the community and wear what inspires you.

## WOMEN'S CLOTHING



UP TO  
70%  
OFF



VASTRA FASHION



THAKURGANJ, BIHAR  
NEAR MARKET,  
PIN-855116



675438965



WWW.VASTRAFASHION.COM



VastraFashion@gmail.com

## SUMMER COLLECTION

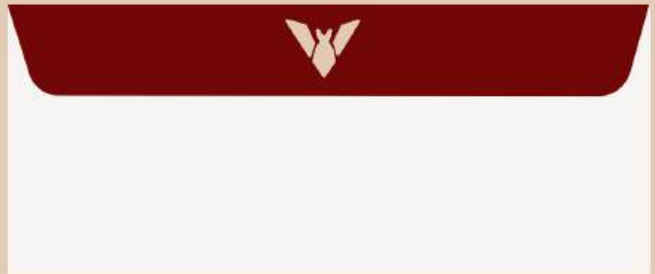


VASTRA FASHION



# ENVELOPE

size 9.5/4 inch





Undelivered Return to:



Thakurani, near club field  
Bhat, pin-825112



[www.vistrafashion.com](http://www.vistrafashion.com)



764780362



[vistrafashion@gmail.com](mailto:vistrafashion@gmail.com)



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It's the perfect time to treat yourself.

- ❑ Visit us at (thakurganj, bilhar) or shop online at [www.vastrafashion.com]
- ❑ New styles added daily!!

QR CODE



**LOCATION**

Thakurganj, near club field,  
bilhar, pin:- 855006

Thakurganj, near club field, bilhar, pin:- 855006  
www.vastrafashion.com 764733263 vastrafashion@gmail.com



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HOARDING

Size;-16.26/9.14cm



VASTRA FASHION

*"Where Elegance Begins."  
Step Into  
Timeless Fashion.*

**Visit your  
NEAREST  
OUTLET  
OR  
CALL ON  
798853420**





VASTRAFASHION

"Where **Elegance Begins.**"  
Step Into  
***Timeless Fashion.***



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OR  
CALL ON  
**798853420**

# BANNER

SIZE:-815/315PX

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YOUR  
FAVOURITES

**"NOW  
OPEN"**

ORDER NOW

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"NOW  
OPEN"



bag pasting

1.5/12 inch



10/12 inches front

3/12 inch

10/12 inches

3/12 inch

📍 Thakurganj, near club field  
Bihar, pin:- 855112



[www.VastraFashion.com](http://www.VastraFashion.com)



764788362



[vastrafaishon@gmail.com](mailto:vastrafaishon@gmail.com)





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**DISCOUNT**

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**while they last**

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THE  
SALE**



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Styles  
Selling  
FAST!!



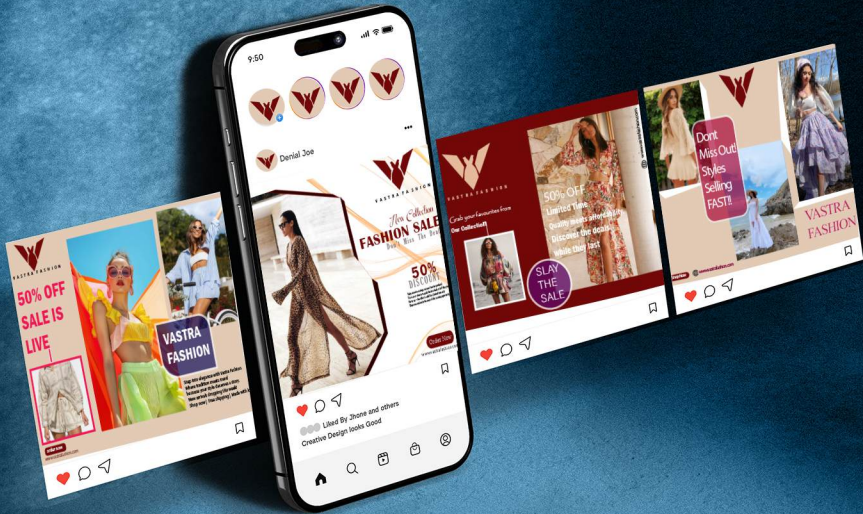
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### Intro

The ONLY official page managed by Orange Juice.

Page · Art

yourpage516.com/mockup

Rating : 5.0 (4,701)

### Posts

Filters



Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Quis ipsum suspendisse ultrices gravida. Risus commodo viverra maecenas accumsan lacus vel facilisis. #food

A woman with dark hair pulled back is standing in front of a rustic stone wall. She is wearing a light-colored, intricately patterned sari with a wide border. Her hands are raised, touching her hair. The scene is bathed in warm, golden light, suggesting late afternoon or early morning. The overall mood is elegant and traditional.

# VASTRA FASHION

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20 Best  
BODY  
OUTFIT

Secret of Beauty  
it's all about  
FASHION

[www.vastrafashion.com](http://www.vastrafashion.com)







womens one piece  
MRP:- 1500



womens summers two piece  
MRP:- 900



Womens top and skirt  
MRP:- 1200



womens summer top  
MRP:-700



Fancy skirt  
MRP:- 1100



Cotton top  
MRP:- 700



womens cotton sleeveless top  
MRP:- 600



Womens athenic top  
MRP:-1500



Athenic cotton top  
MRP:- 1300



Athenic top  
MRP:-1600



## Women's Summer two piece

Rating **4.5**

MRP; ~~1800~~

**50% OFF**

MRP;- 900

Pure Cotton made Clothes with floral printed

Colour

SIZE **L**

