CREATED BY:

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Content

About the Company 1
The Story 2
Services Provided 4
Brainstorming 6
Naming 8
Adjectives 9
Historical References 10
Contemporary References 12
Type Exploration 14
Logotype Development 16
Final Logotype 18
Color Palette 20
Icon/Mark 22
Secondary Typeface 24
Imagery 26
Brand Applications 28

About the Company

My startup is a designing company making designs based on the principles of biomimcry, keeping nature at the helm.

THE STORY

In the summer of 2020, after being bored of lockdown, I decided to start providing the service of designing to others. As I have gained ample experience in product design and brand development in my short professional career of 4 years.

AUTODESK®
INVENTOR® PROFESSIONAL

AUTODESK®
FUSION 360

Lion

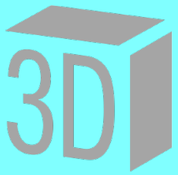
SOLIDWORKS

I have been making industrial designs both 3D and 2D for the past 4 years. But having the creative bone from childhood, I wanted to learn more about graphic designing and hence did an online course on Specialization in Graphics Design during the lockdown on Coursera and am ready to test out my learnings of Graphic Designing, my experience of 3D and 2D CAD designing on Solidworks, Autodesk Inventor, Fusion 360 and AutoCAD.

AUTOCAD

LETS MAKE THE WORLD BEAUTIFUL AND SAFE!

SERVICES PROVIDED



Product Design

3D Modeling or Soft-Concept Development in a 3D CAD software of your choice from Solidworks, Fusion 360 and Inventor & Rendering of the 3D Drawings.

Graphic Design

Design of marketing materials, Brochures, Flyers, Visiting Cards, Festival Cards, Banners, etc.

Industrial Design

Under this 3D Model of the Product will be developed using the 3D CAD software, rendered if needed and 2D Drafting of the Model for manufacturing. Assembly Drawings, Part Drawings, Manufacturing Drawings etc.

Brand Development

Getting the story of your company out there, through a set steps of development, includes logo design, tagline generation, brain-storming brand name, color palette for the company, selection of Primary and Secondary font for the company, brand application for marketing, etc.

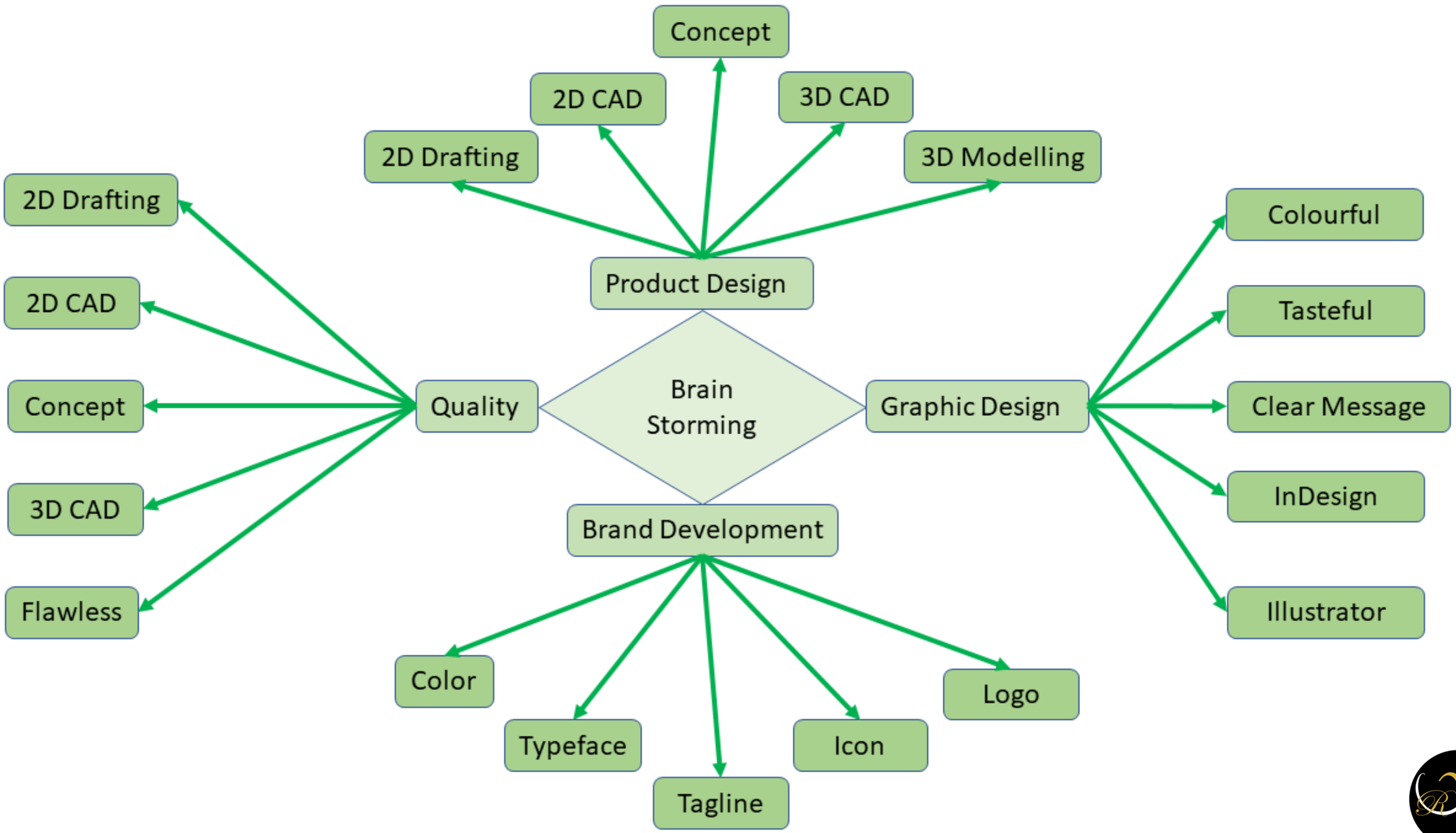
Webpage Design

Keeping the Brand image and story, develop a website using HTML5, CSS and JavaScript, hosting it online, etc.

Logo Design

Using the story of your company to develop a logo, icon, selection of fonts, tagline, color palette etc.

BRAINSTORMING



Naming

1

RVS Designs

(Abbreviated Names of Family Members)

2

Risi Sunshine Designs

(Random Idea)

3

graphiCAD Designer

(Combination of graphics and CAD)

Adjectives

1

Creative

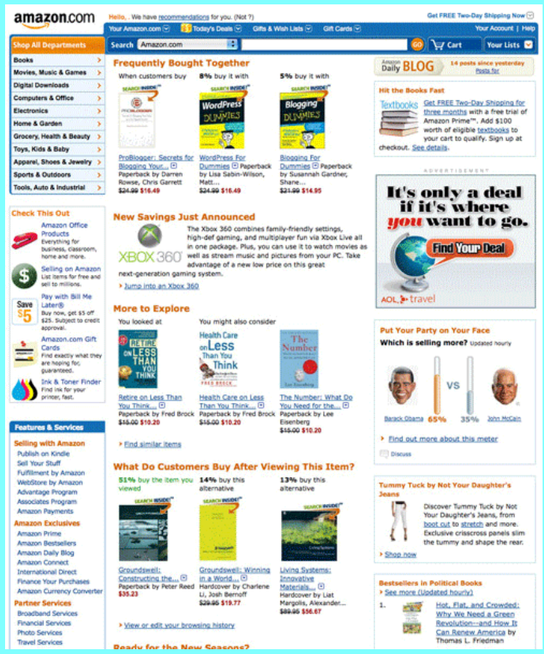
2

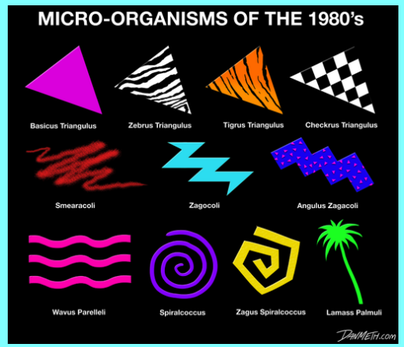
Tasteful

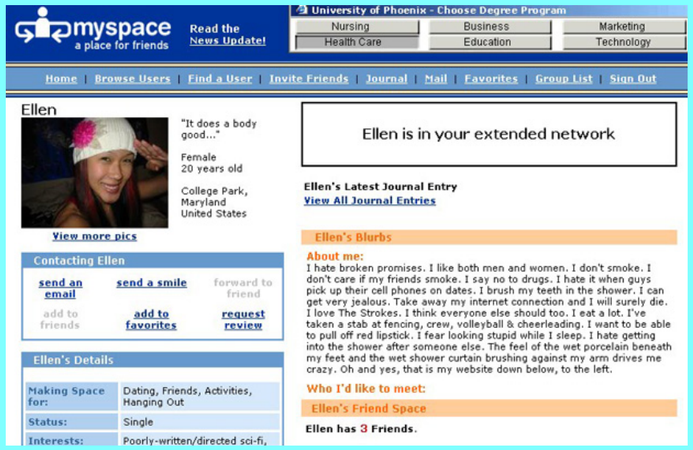
3

Inspired

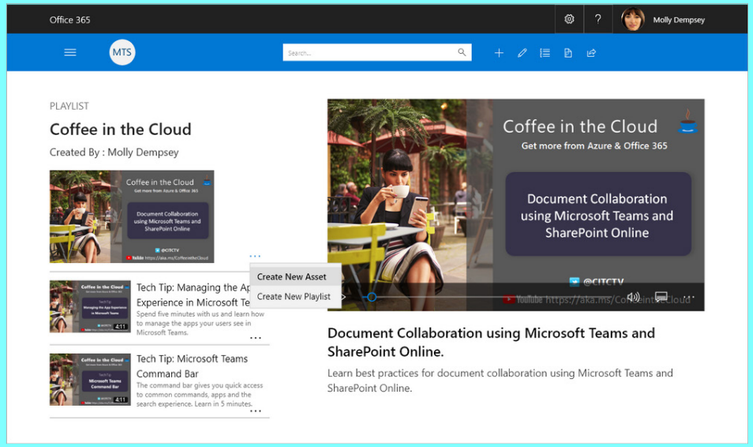
HISTORICAL REFERENCES



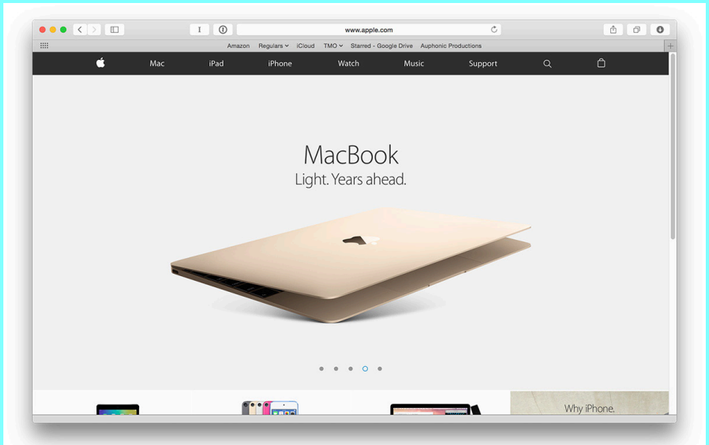


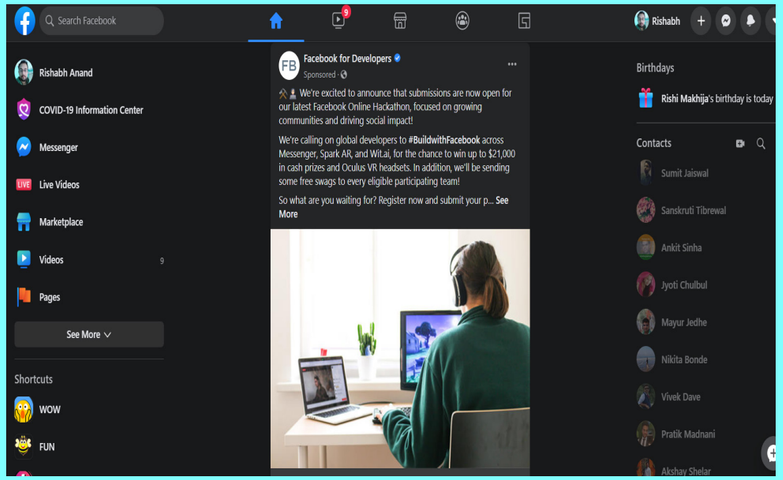


CONTEMPORARY REFERENCES



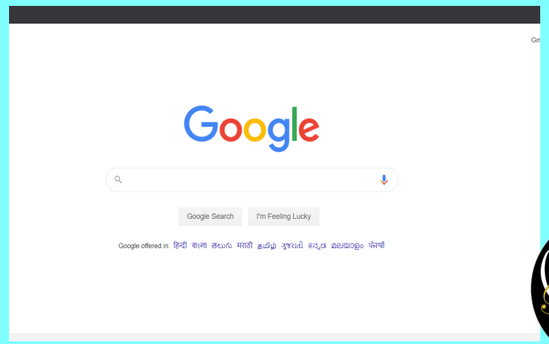
RS DESIGN
VALUE OF DESIGN





BURGER KING®

DESIGN RS



Type Exploration

RVS Designs

RVS Designs

RVS Designs

RVS Designs

RVS Designs

RVS DESIGNS

RVS Designs

RVS Designs

RVS Designs

Designs

RVS Designs

RVS Designs

RVS Designs

RVS Designs

Letter Shapes

Type Skeletons

Final Explorations

LogoType Development

RVS Designs

RVS
Designs

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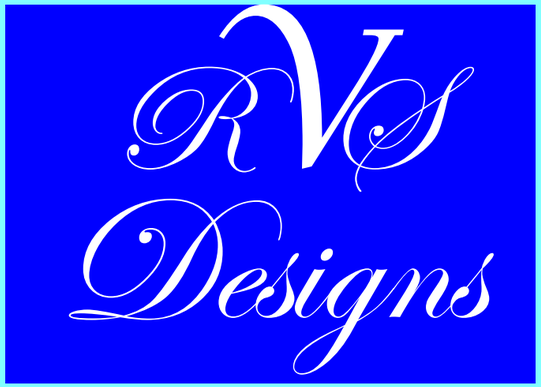
Designs

FINAL LOGOTYPE

RVS

Designs

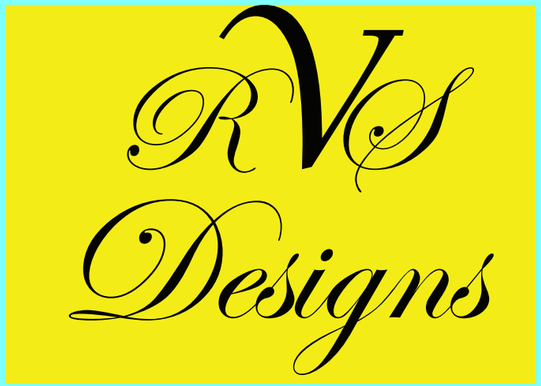
Color Palette



#0000ff

Blue

Defines Trust and Loyalty



#ffff00

Yellow

Defines Positivity and Creativity

#ff0000

Red

Defines Energy and Excitement

#ffff00

Yellow

#ffff00

Yellow

#0000ff

Blue

#ff0000

Red

ICON/MARK

Secondary Typeface

Engineer for Value. Design for Change. — *Monotype Corsiva*

Engineer for Value. Design for Change. — Garamond

Engineer for value. Design for change. — Myriad Pro Regular

Engineer for Value. Design for Change. — Bookman Old Style

Engineer for Value. Design for Change. — *Lucida Handwriting*

Chosen Secondary Typeface: Myriad Pro

Designers: Robert Slimbach, Carol Twombly, Christopher Slye and Fred Brady.
Release Year: 2000
Classification: Sans Serif, Humanist Sans
Country of Origin: United States

Myriad was intended as a neutral, general-purpose typeface that could fulfill a range of uses and have a form easily expandable by computer-aided design to a large range of weights and widths.

RVS Designs

Engineer for value. Design for change.

Brand Application: Business Card

Back of the Business Card to have Employee Name, Employee Designation, Contact Number, Email-ID, Website and list of Services arranged as demonstrated in the illustrations above. Alongwith Brand Logo, Placed at Centre of the page at 10% Opacity.
Front of the Business Card to have only Brand Logo placed at centre of the card at 100% Opacity.

Brand Application: Email Signature

Thanks & Regards,

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The Email Signature must contain Name of the Person, Name of Company, Phone Number, Website and Email Address.
With the Do Not Print Notice in Arial Font, Size 8 and Confidentiality Caution Note in Helvetica Font, Size 8.

Brand Application: Letter Head

RVS Designs

Engineer for Value. Design for Change.

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W: rishabhsunshine.github.io/

The Letter Head format should have a Logo, Name of the Company in the Fonts as used in Logo, with Tagline. With Mobile Number, Email ID and Website.

Brand Development Guide

For

RVS Designs

2020