



PORTFOLIO

2024

Design By

G. Santhoshkumar



Graphic Designer
&
UI/UX Designer



Project Overview

I have been involved in the automobile project management activities for many years. But in fact, it was the very first time to get my hands on Kei-cars. What surprised me first was the speed of development of Kei-car in general. When compared to middle-class sedans, the speed of undertaking adaptive actions and improvements is much faster in Kei-cars regardless of such objectives being new technology, new components, or else

BRAND NAME



Functional requirements are those requirements that are used to illustrate the internal working nature of the system, the description of the system, and explanation of each subsystem. It consists of what task the system should perform, the processes involved, which data should the system hold and the interfaces with the user. The functional requirements identified are:

Table of Content

**Brand
Identity**

**Brochure
Design**

**Branding
Design**

**Digital Media&
Package Design**

BRAND IDENTITY





TYPOGRAPHY

Roboto

Raga italic

Ravie

Cooper black

Brush script MT

Aa

Regular Medium

Black Bold

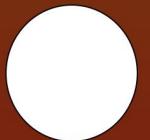
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#000000



#ffffff



#f6ff00

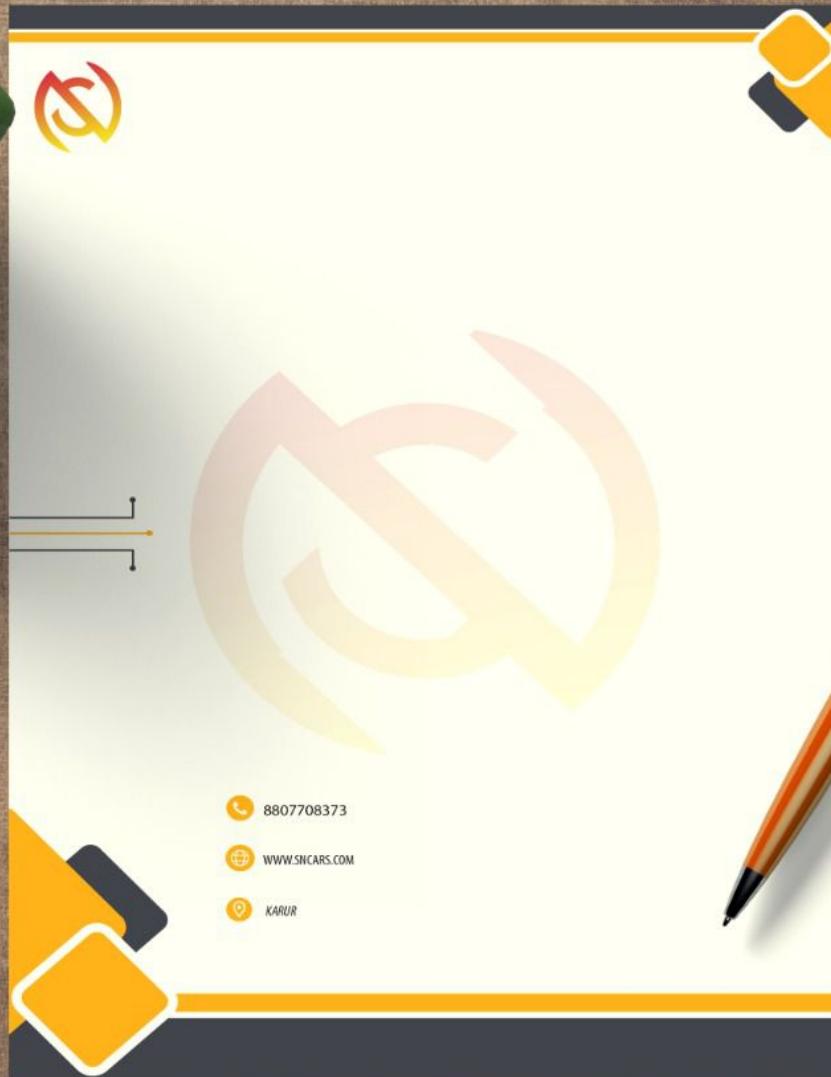


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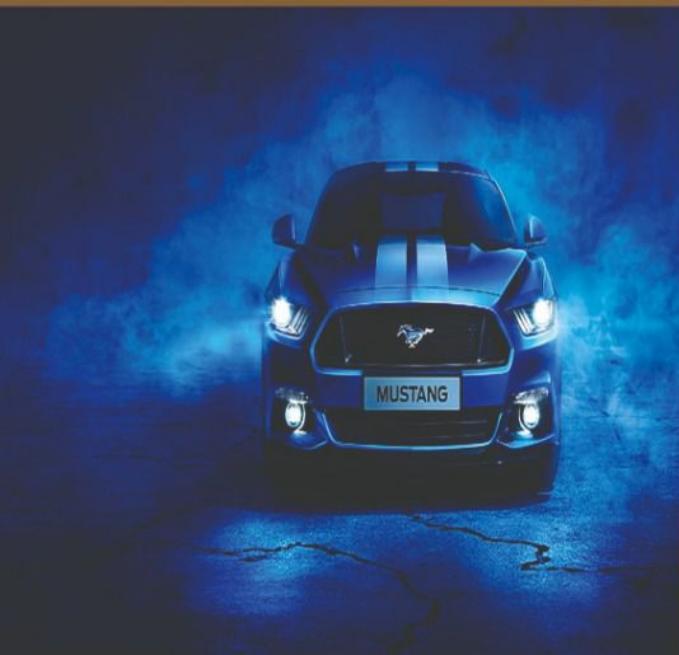
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BRANDING DESIGN





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A red Mitsubishi SUV is driving away from the viewer on a two-lane asphalt road. The road is flanked by lush green fields and leads towards a range of mountains under a hazy sky. In the top left corner of the advertisement, there is a small yellow logo consisting of two interlocking curved shapes.

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A car wash, or auto wash, is a facility used to clean the exterior, and in some cases the interior, of cars. Car washes can be self-service, full-service, or fully automated.