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# Flag Design Concept

for Hyderabad, Telangana, India.

By Siri Sowmya Chitreddy

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# **Hyderabad, Telangana**

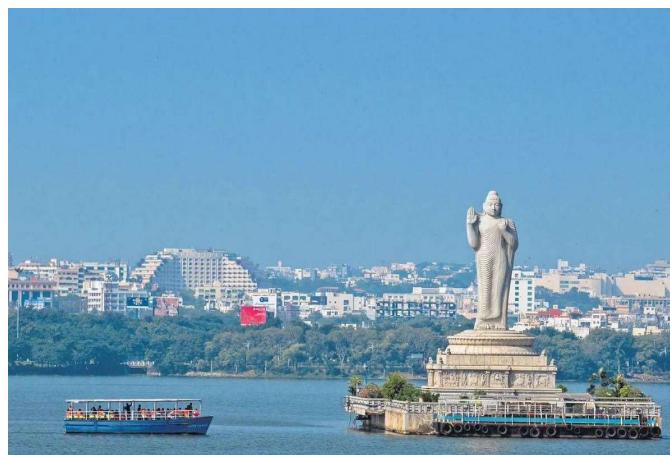
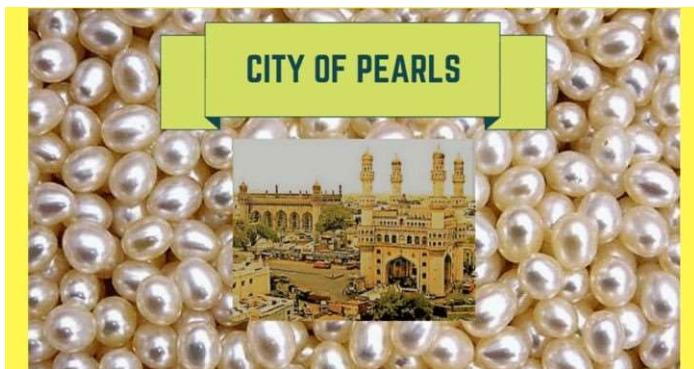
**Hyderabad is the capital and largest city of the Indian state of Telangana.**

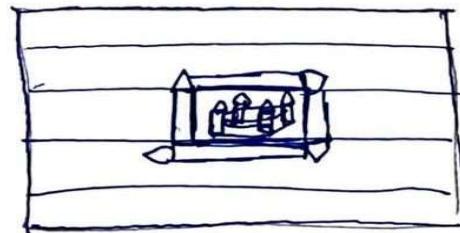
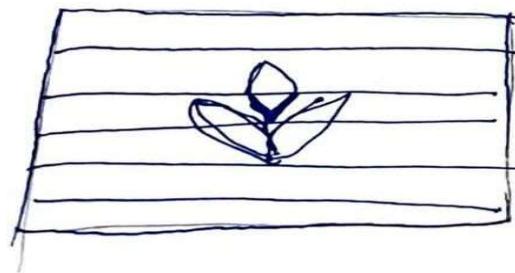
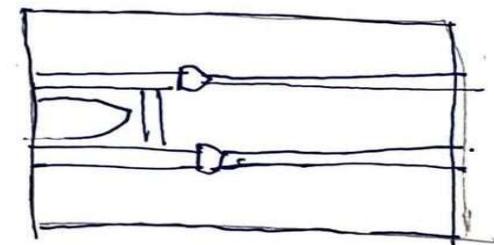
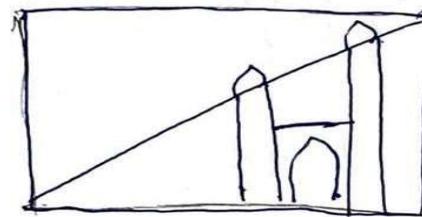
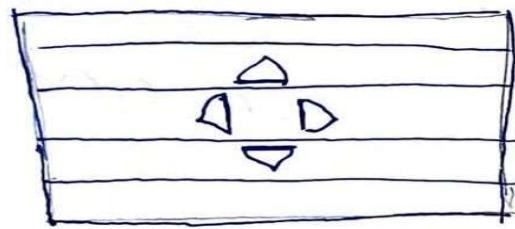
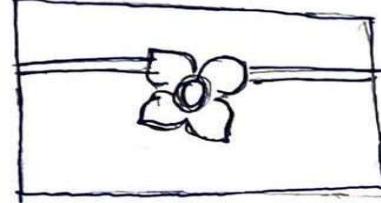
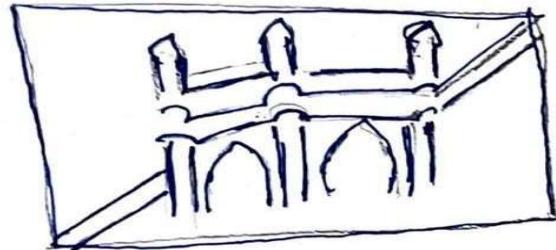
**Hyderabad is famous for several things: its pearls, its skilled craftsmanship, its Nizams, its mosques and palaces, but most importantly, its biryani.**

**The Charminar ( lit. 'four minarets') constructed in 1591, is a monument and mosque located in Hyderabad, Telangana, India. The landmark has become known globally as a symbol of Hyderabad and is listed among the most recognised structures in India. The Charminar is situated on the east bank of Musi river.**

**I've selected this city as I've lived all my life there and has become a part of me.**

# Moodboard





**Low - fidelity  
Sketches**

# Final design

- This Flag represents the essential elements of the city Hyderabad such as telangana spices, the famous monument “Charminar” etc.
- The famous monument which is the symbolic notation of Hyderabad.
- The colours within the flag represent the different spices which are rare



# Proposal

- Whenever Hyderabad city is recalled the first thing that everyone gets reminded is “Charminar” which acts as a symbol for the city.
- The second thing would be “Biryani” and also famous for spices, hence this element was included in form of color.
- The four pillars of Charminar called “Minarets” which are Indo-Islamic architecture style, incorporating Persian architectural elements have been incorporated in the middle of the flag forming a flower shape.
- Thereby, the flag is depicting all the qualities of “Hyderabad”.



# Colors used in Final Design



This colour represents the spice “Chilli powder” which is the dried, pulverized fruit of one or more varieties of chili pepper. It is used as a spice to add pungency and flavor to culinary dishes.



This color represents the “Turmeric powder” used extensively in Indian cooking. It is also often used as a colourant. It has a warm, peppery taste with musky, earthy undertones.

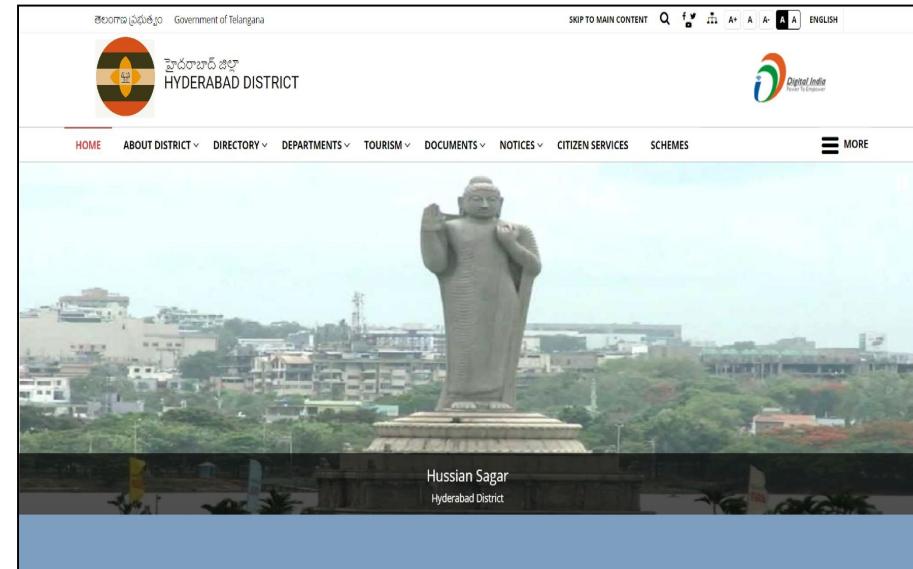


This color represents the “Black pepper” may be used whole or ground in Indian cuisines.



This color represents the “Garam Masala” used to stimulate appetite and boost digestion. It is also known as the secret ingredient in “Biryani”

# City website Mockup



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# City building Mockup



# Instagram Mockup



# Letterhead Mockup



HYDERABAD  
SECURITY  
AGENCY

2819 N Tamarind Drive • West Palm Beach, FL 33408

Dear Mr. Simmons,

A letterhead is the heading at the top of a sheet of letter paper (stationery). That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

The term "letterhead" is often used to refer to the whole sheet imprinted with such a heading. Many companies and individuals prefer to create a letterhead template in a word processor or other software application. This generally includes the same information as pre-printed stationery but without the additional costs involved.

Letterhead can then be printed on stationery (or plain paper) as needed on a local output device or sent electronically. That heading usually consists of a name and an address, and a logo or corporate design, and sometimes a background pattern.

This generally includes the same information as pre-printed stationery but without the additional costs involved.

Sincerely,

Augustus Sullivan  
Head of Operations

Tel. 389-290-3982 | Fax 389-892-9001  
[info@harpersecurity.org](mailto:info@harpersecurity.org)  
[www.harpersecurity.org](http://www.harpersecurity.org)

**Thank you**

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# **Packaging Design Concept**

## **for Coffee Brewing Company**

By Siri Sowmya Chitreddy

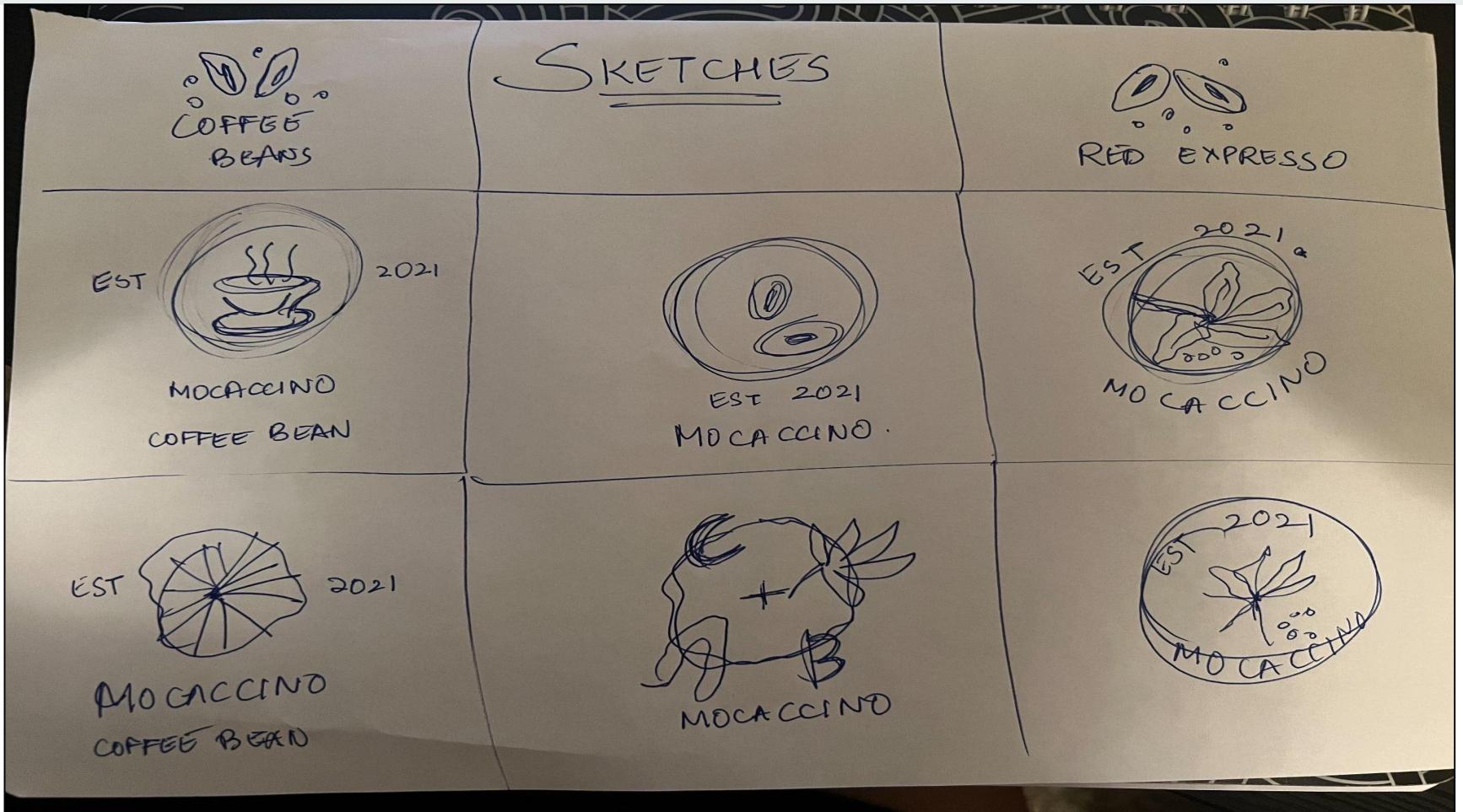
# History

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- Coffee is a brewed drink prepared from roasted coffee beans, the seeds of berries from certain *Coffea* species. From the coffee fruit, the seeds are separated to produce a stable, raw product: unroasted green coffee.
- According to one legend, ancestors of today's Oromo people in a region of Jimma in Ethiopia were the first to recognize the energizing effect of the coffee plant.
- The earliest credible evidence of coffee-drinking or knowledge of the coffee tree appears in the middle of the 15th century in the accounts of Ahmed al-Ghaffar in Yemen.

# Moodboard





# DIELINE



# Final Designs of 3 flavours



# Sales Pitch

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- Coffee Beans company plays a huge role by providing unique, authentic and real taste of coffee from coffee farmers around the world.
- Our farmers provide specialty coffee that roasts it in a way that highlights the best, freshest flavors of coffee.
- With this packaging, we'll be able to connect our customers with the authentic feel of real specialty coffee and reach new heights.
- Buying quality coffee beans has an important trickle-down effect. It means that pressure is being applied to coffee growing regions to improve their growing and processing practices though providing the minimal pay.
- Many factors make it difficult for these farmers to earn decent livelihoods.
- Every cup of coffee you drink gives the world a little nudge, and can improve the lives of people thousands of miles away from where we live.





Thank you

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# Instagram Carousel for Gender Equality

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By Siri Sowmya Chitreddy

# Gender Equality

- Gender equality is not only a fundamental human right, but a necessary foundation for a peaceful, prosperous and sustainable world.
- Worldwide, nearly 1 in 4 girls between the ages of 15 and 19 are neither employed nor in education or training – compared to 1 in 10 boys.
- There has been progress over the last decades

# Campaigns regarding Gender Equality

- Several campaigns have been going on to fight for the basic rights of the gender equality.
- One of the campaign is run by The Global Goals for Sustainable development.
- There are some goals set by the organization which are End discrimination against women and girls, end all violence against and exploitation of women and girls, eliminate forced marriages and genital mutilation, value unpaid care and share domestic responsibilities, ensure full participation in leadership and decision making, Universal access to reproductive health and rights, etc.

# Brainstorming words

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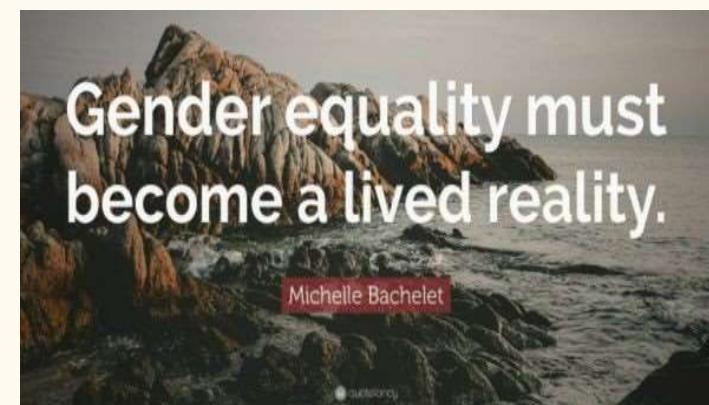
 **The Cart Horse** @TheCartHorse1 · Sep 24  
"We must urgently transform our male-dominated world"  
#GenerationEquality ♀ UN #Goal5

...  
 **António Guterres** ✅ @antonioguterres · Sep 21  
The pandemic amplified the world's most enduring injustice: the power imbalance between men and women.  
  
We can and we must bridge the gender divide - our greatest opportunity for transformative change. #UNGA

 **Ashleigh's Paradigm Shift** @ParadigmPins · Sep 14  
★ Gender Is A Spectrum Pin ★  
↓  
Now Available at my little shop! A friendly and eye catching reminder that there's more to humanity than the **gender** binary!  
↓  
[etsy.com/shop/ParadigmP...](https://etsy.com/shop/ParadigmP...)



*Stop splitting  
humans  
into  
pink  
and  
blue.*



# Moodboard

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**"If you'd feel uncomfortable seeing your mother, daughter, sister, women friends without their clothes on, why would you expect them to accept you shirtless?  
Don't do something a girl can't do."**

- SHAH RUKH KHAN



**Gender equality can only become a reality if we harness the transformative power of solidarity across professions and across borders.**

EMMA WATSON



# Storyboard

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## Low-fidelity Sketches

CAREERS  
HAVE NO  
GENDER

WE ARE  
ALL EQUAL

GENDER  
EQUALITY  
must become  
A LIVED  
REALITY

EQUALITY

Equality

It's now or never

Gender equality is a human right not female fight

WE ALL  
ARE EQUAL

BREAKING  
GENDER  
STEREOTYPES

#Genderequality

CAREERS  
HAVE NO  
GENDER

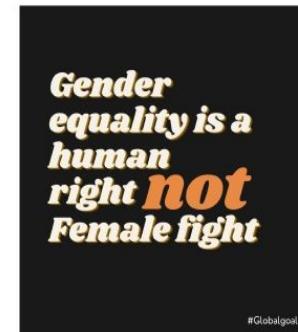


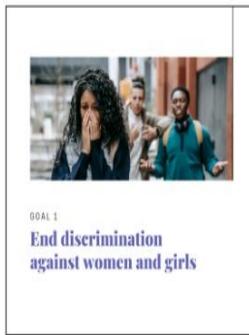
GENDER  
IS A  
SPECTRUM

Stop splitting  
humans into  
*blue*  
&  
*pink*

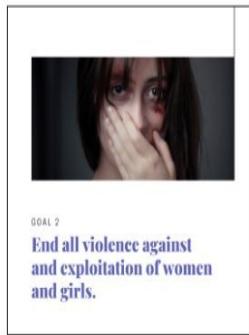
WE ARE ALL EQUAL  
WE ARE ALL EQUAL

©COCHEQUE

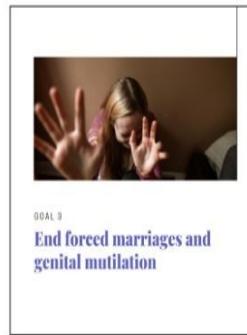




GOAL 1  
**End discrimination  
against women and girls**



GOAL 2  
**End all violence against  
and exploitation of women  
and girls.**



GOAL 3  
**End forced marriages and  
genital mutilation**



GOAL 4  
**Ensure full participation  
in leadership and  
decision-making.**



GOAL 5  
**Promote empowerment of  
women through  
technology**