



E h s a a s R i s h t o K a



A brand that celebrates the tradition of giving gifts to the loved ones.

Because it is more than just a gift,
it is a demonstration of your feelings.



IDEA

To create something which looks very vibrant, quirky, has an Indian Vibe to it and can describe the brand in first glance.

The Logo comprises of two parts - Symbolic Logo and Typographical Logo.

The Symbolic Logo represents an outline of a gift with a bow made of ribbons on the top

The Typographical logo represents the Indian roots of the brand and it's name which means 'Gift" in Hindi. The petals are made to make the typography standout.



PROCESS

For the symbolic logo, created an outline of a gift box, divided it into two arcs and joined their corners to give it an edgy and polygonal look. The four ribbons on the top follow the same trend, where they aren't joined together and has an edgy look to them.

The Typographical Logo on the other hand is made by using an Indian font and altering its characters to make it easy to understand and more pleasing. Three petals are made on the first and last character with a curved line dividing them into two parts with one part in light and other in dark colour. Similar trend is seen in the characters where a curved line divides the logo in two parts with one half in lighter and other in darker tone.



Font

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Business Stationary

