



THE BRAND

The whole idea was a brand that worked with clients to improve their online presence on all fronts.

This majorly involved an overhaul for graphics being used, the message they delivered to their audience using those graphics and what their brand shouted when people talked about it.

This was something that we had done before for our own brands and now we wanted to do this for others.

THE NAME

The idea was to think of a name that brings together the whole purpose of the brand - Helping brands get better at their Social Media and Digital front using better graphics and strategies.

This brought together couple of words in the scene-

Graphic, Social Media, Digital, Online, Designing, Strategising

Through iterations and different thoughts, we came up with the name -

The Graphic Social

It screams that we made **graphics** for the **social media** while being a bit funny and adding an outlook of open mindedness and quirkiness.

hence,

The Graphic Social

THE LOGO

T H E T H O U G H T B E H I N D

The logo needed to scream the same quirkiness as the name and yet stay minimal. A minimalistic logo to let the world know that we won't ever complicate things when they don't need to be.

We wanted to tell them that we won't do what's not needed. We wanted to work **with** them not for them and that meant keeping the best of interests in mind for both of us.

This meant straight yet simple approach to the branding right from the start i.e. THE LOGO.

THE LOGO

T H E C O L O R S C H E M E

When it comes to colours, what's more minimal and simple than the very basic?

#000000
BLACK

#FFFFFF
WHITE

THE LOGO

T H E L O G O



THE LOGO

P R O C E S S

Today everything is on mobile and Instagram is the new Google for the GenZ to search for brands and their stories.

So a mobile specific logo was a necessity -- a symbolic logo what you call. A part of the logo that signifies the whole of it while being a just a part of the real thing.

It had to fit into the logo and still be usable without the logo and be memorable for the people.

We had 3 initials in the name - **T**he **G**raphic **S**ocial. "T" being not something we wanted to include in the symbol.



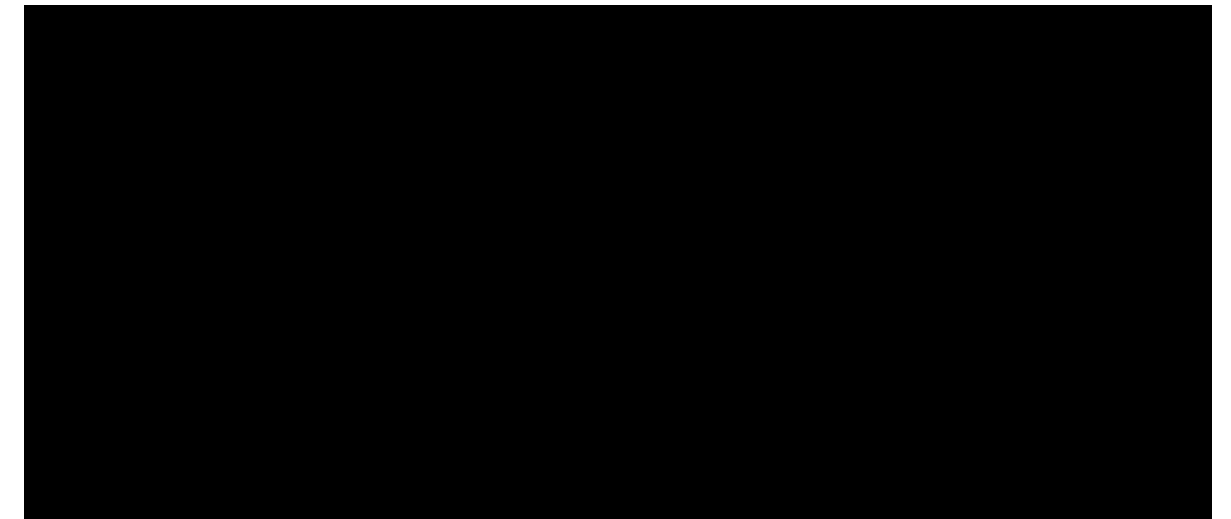
THE LOGO

P R O C E S S

Using the symbol devised using the **G** and **S**, we had to form the whole name while not making it just a normal typographical logo in simple font.

This logo was supposed to go on watermarks for pictures, go on letter heads, business cards, and many more places.

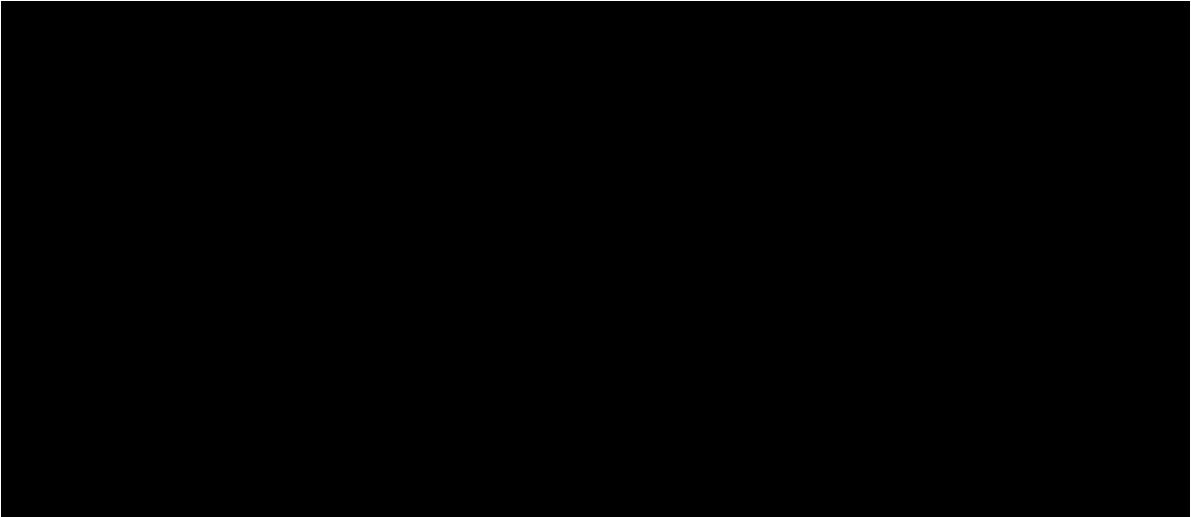
It had to be something that pops out yet maintains that sleek look and also is simple to integrate into anything that may come. What better way than to use the most simplest of shapes and the basics of designing. It was definite choice. Rectangles, Squares and just simple lines to highlight everything.



THE LOGO



SOCIAL



THE LOGO

T H E F I N A L O U T P U T



w h i t e b a c k g r o u n d s

m o b i l e a n d
s o c i a l m e d i a

b l a c k b a c k g r o u n d s

THE WEBSITE

When you're on a website, the most common problem is accessibility in exchange for design or vice-versa.

This was something we wanted to tackle and bring about something that was both aesthetically pleasing and yet functional and accessible at the same time.

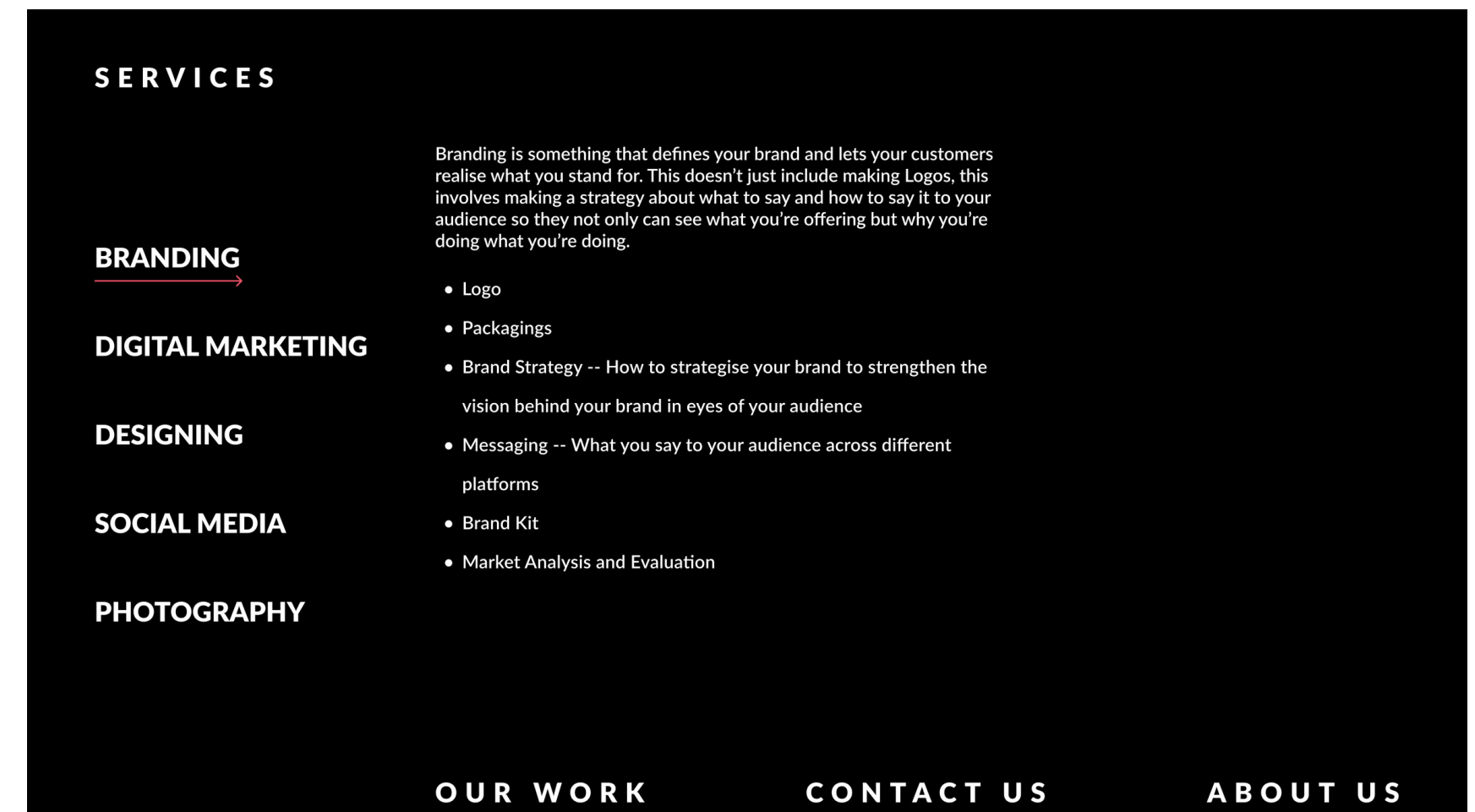
Going along with the minimal theme we were following made us push our brains into something that was so accessible yet looked beautiful on both Desktop and Mobile.



All the menu items are menus rather than pages making it a multipage website while staying on the same page and maintaining the whole menu at all times at the same position for accessibility.

We followed the similar design language for the website for uniformity across everything.

This made it all the more easier to recognise the brand and actually made the website a lot more accessible and understandable for everyone visiting.



BRAND LOGOs

PHOTOGRAPHY

VIDEOGRAPHY

PHOTO EDITING

VIDEO EDITING

BRAND STRATEGY

SOCIAL MEDIA

SERVICES

OUR WORK



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ABOUT US

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FORM

SERVICES

OUR WORK

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GET DIRECTIONS

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PHOTOGRAPHY

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SOCIAL MEDIA

SERVICES

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BRANDING

DIGITAL MARKETING

DESIGNING

SOCIAL MEDIA

PHOTOGRAPHY

THE GRAPHIC SOCIAL

let's make your social a bit, graphic.

OUR WORK

CONTACT US

ABOUT US

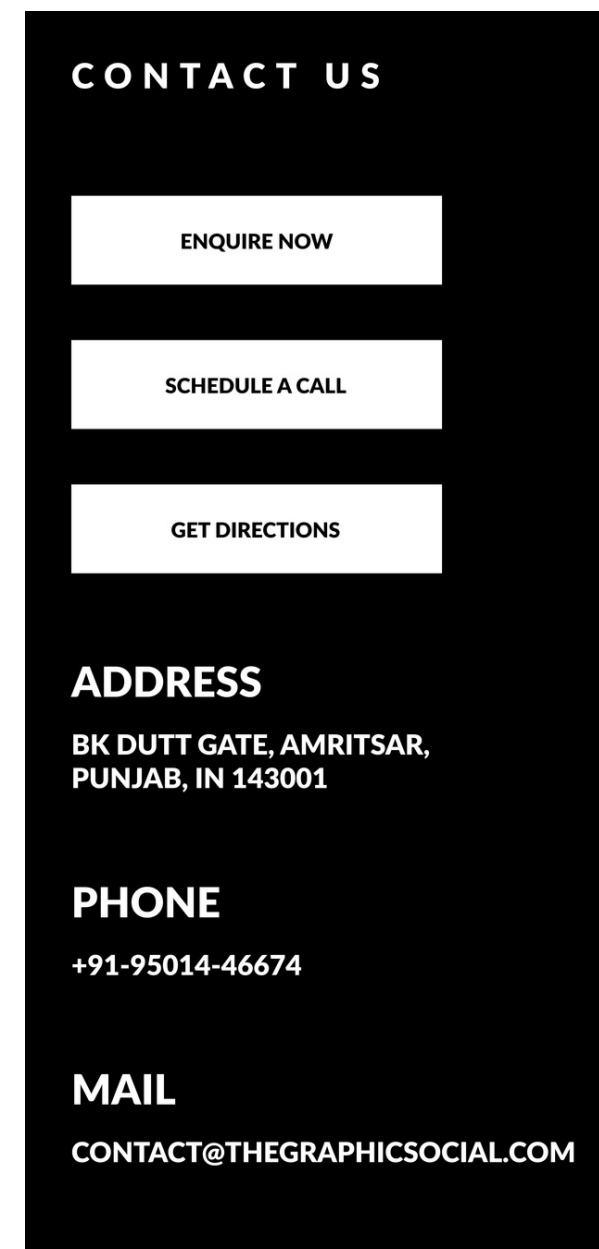
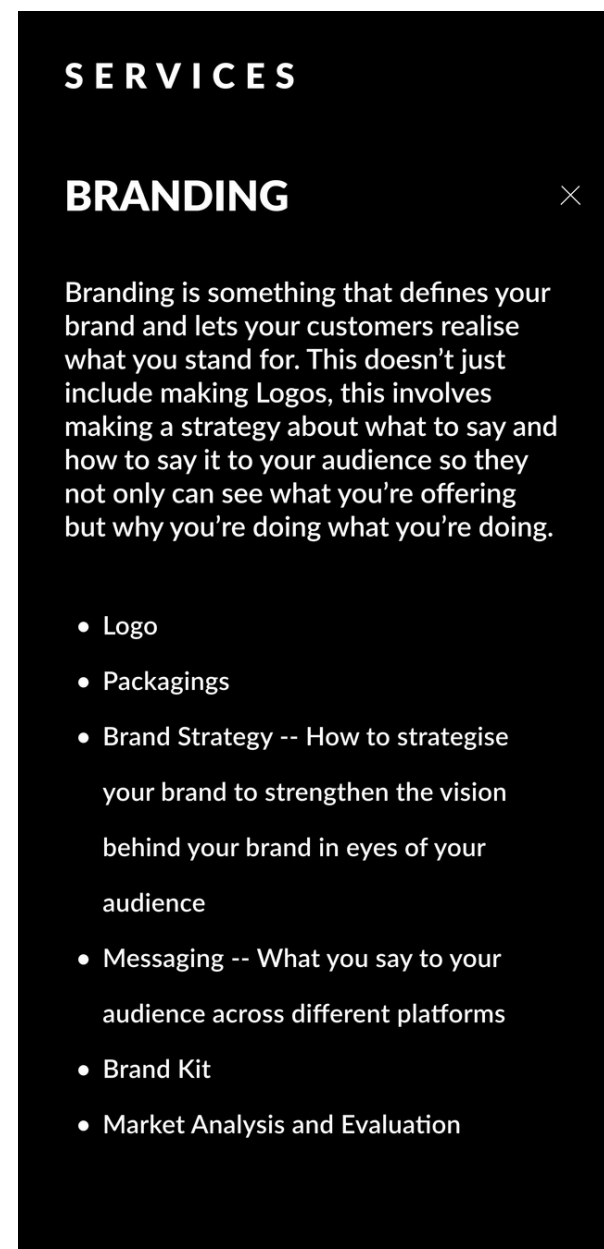
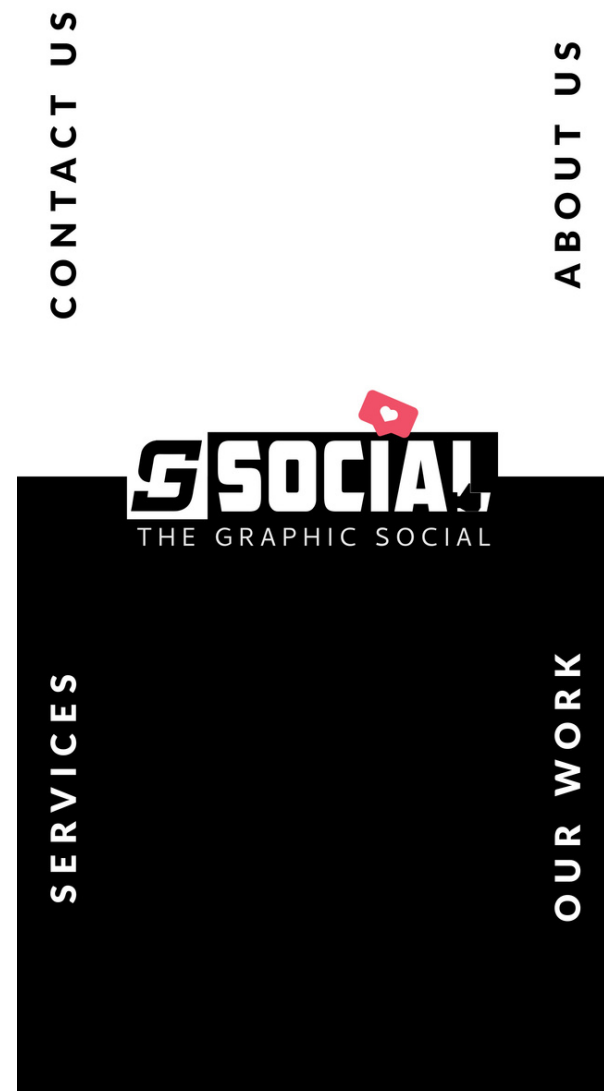
SERVICES

OUR WORK


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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. 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.

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