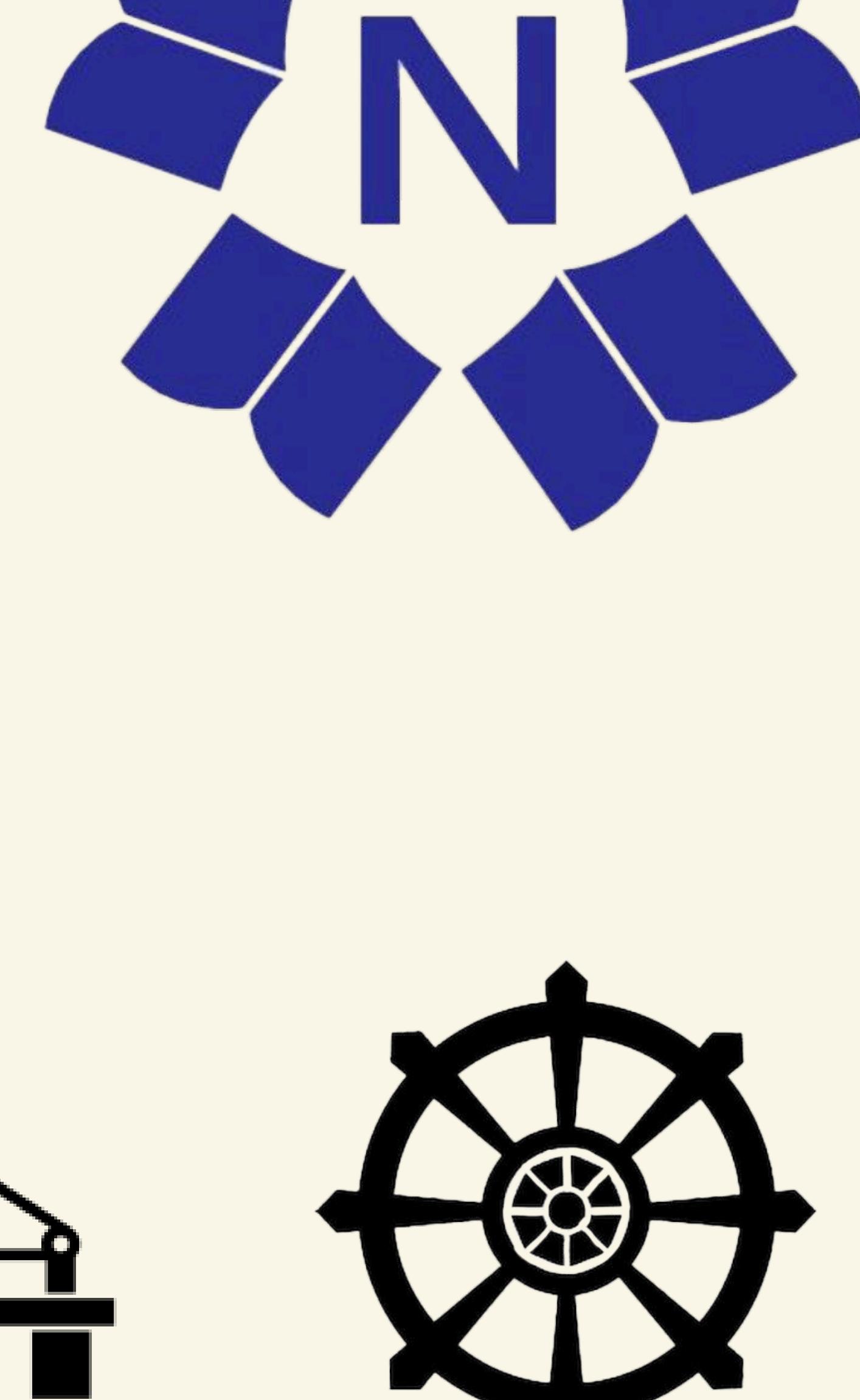# Navjivan Press

Tools Used
Adobe Illustrator
Adobe Photoshop
Adobe After Effect

Time
4 Weeks

Brief
In this module I need to redesign a brand identity. In which I took a Printing and Publication Brand Navjivan Press.
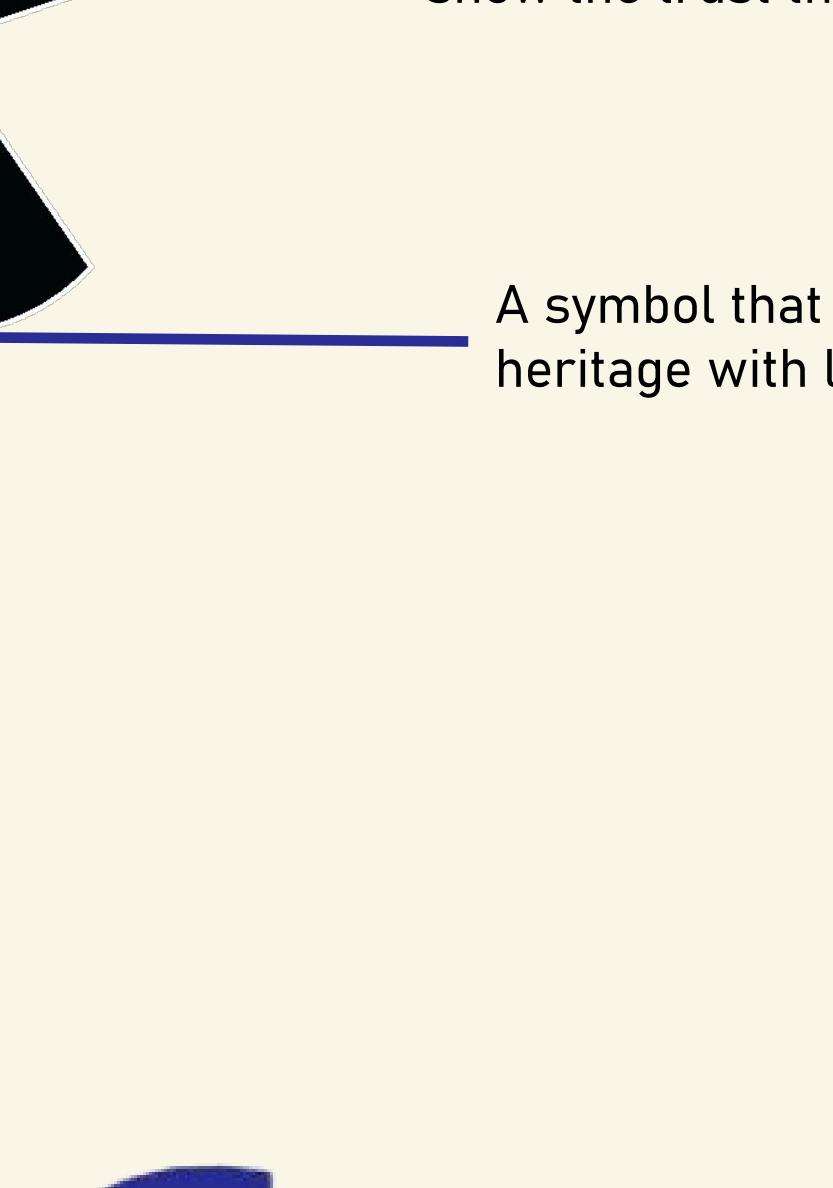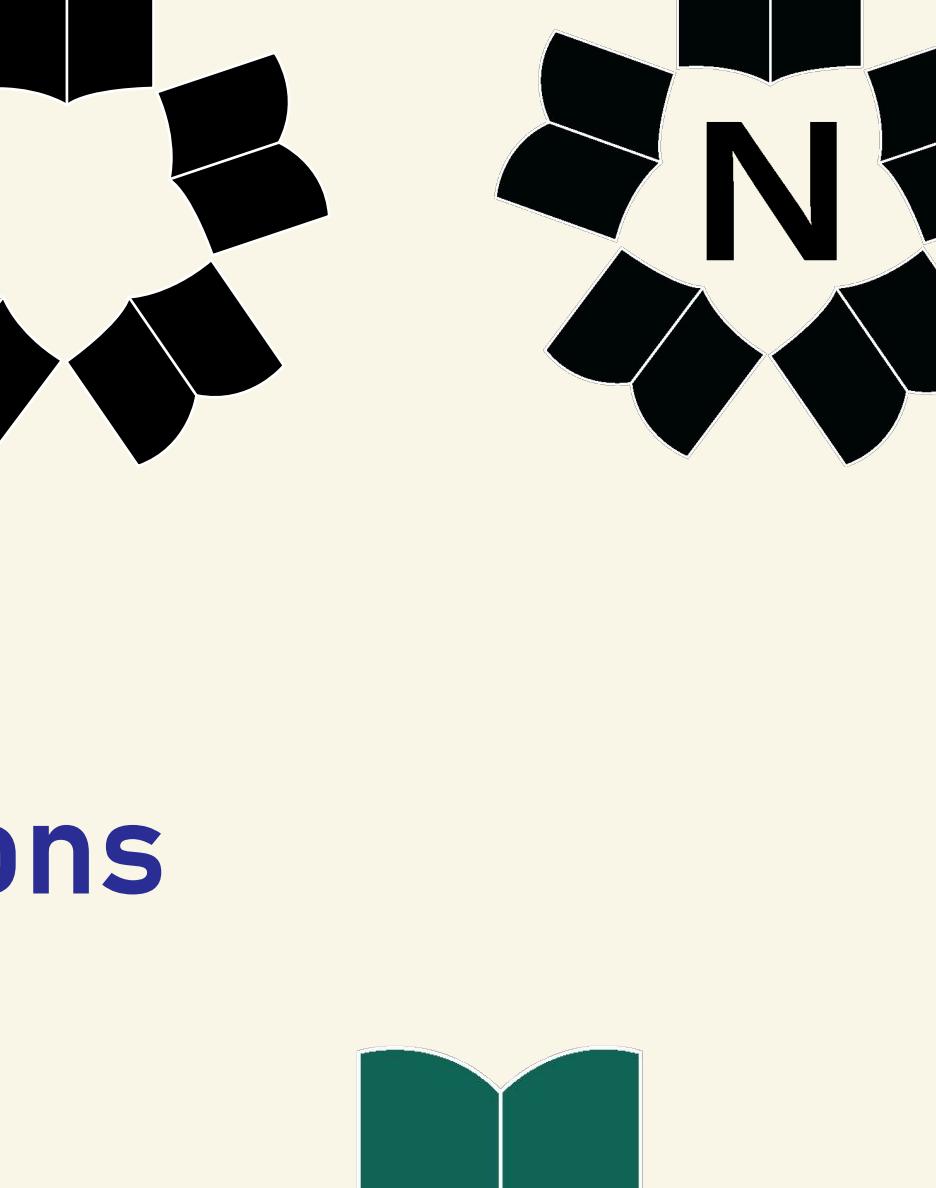
Process
So, I started by studying the education sector to understand how different brands communicate and where Navjivan Press fits within this field. After this, I researched the brand itself its history, values, and purpose. These ideas were explored through sketches and icon experiments until strong concepts began to emerge.

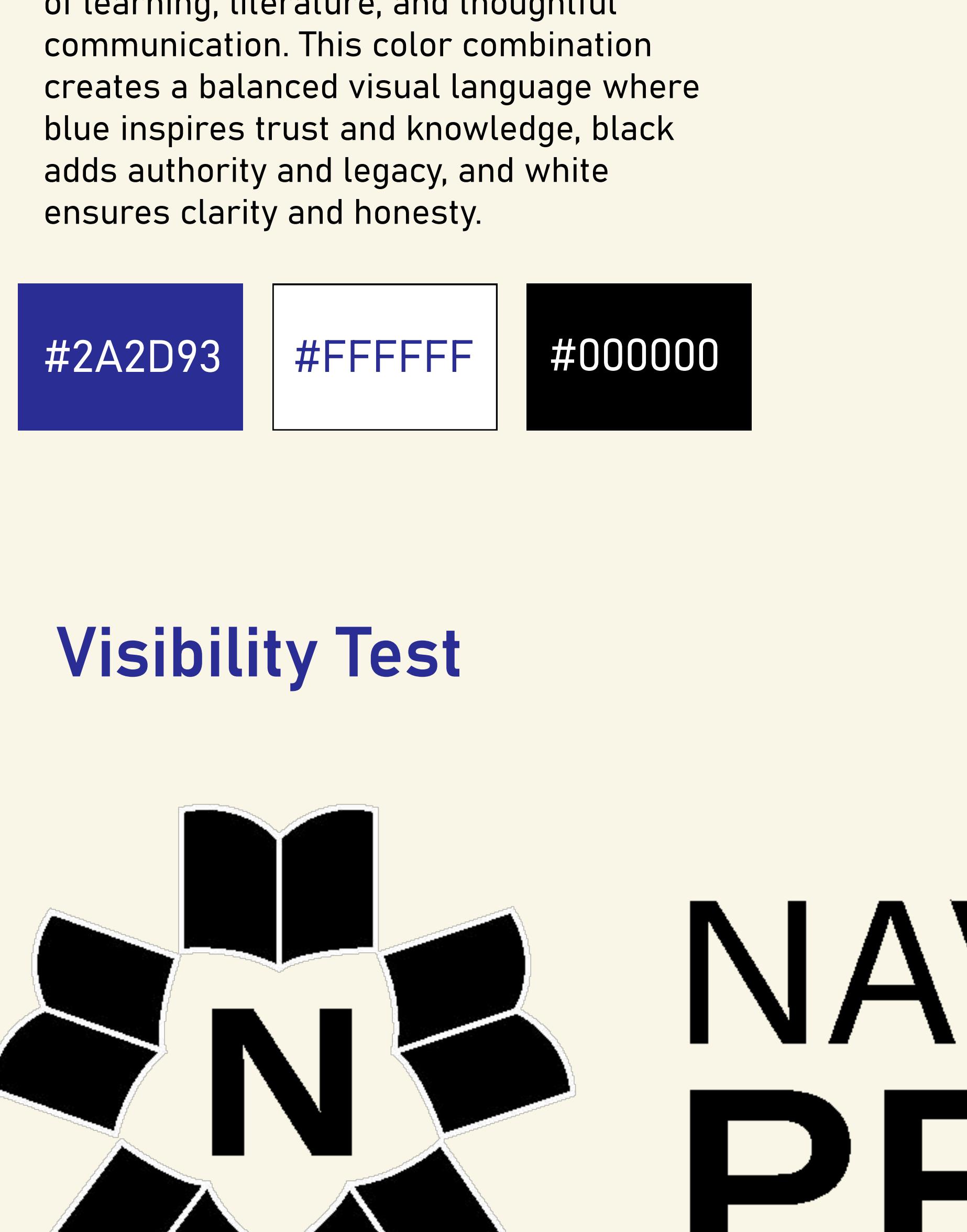## Keywords
- Book
- Charkha
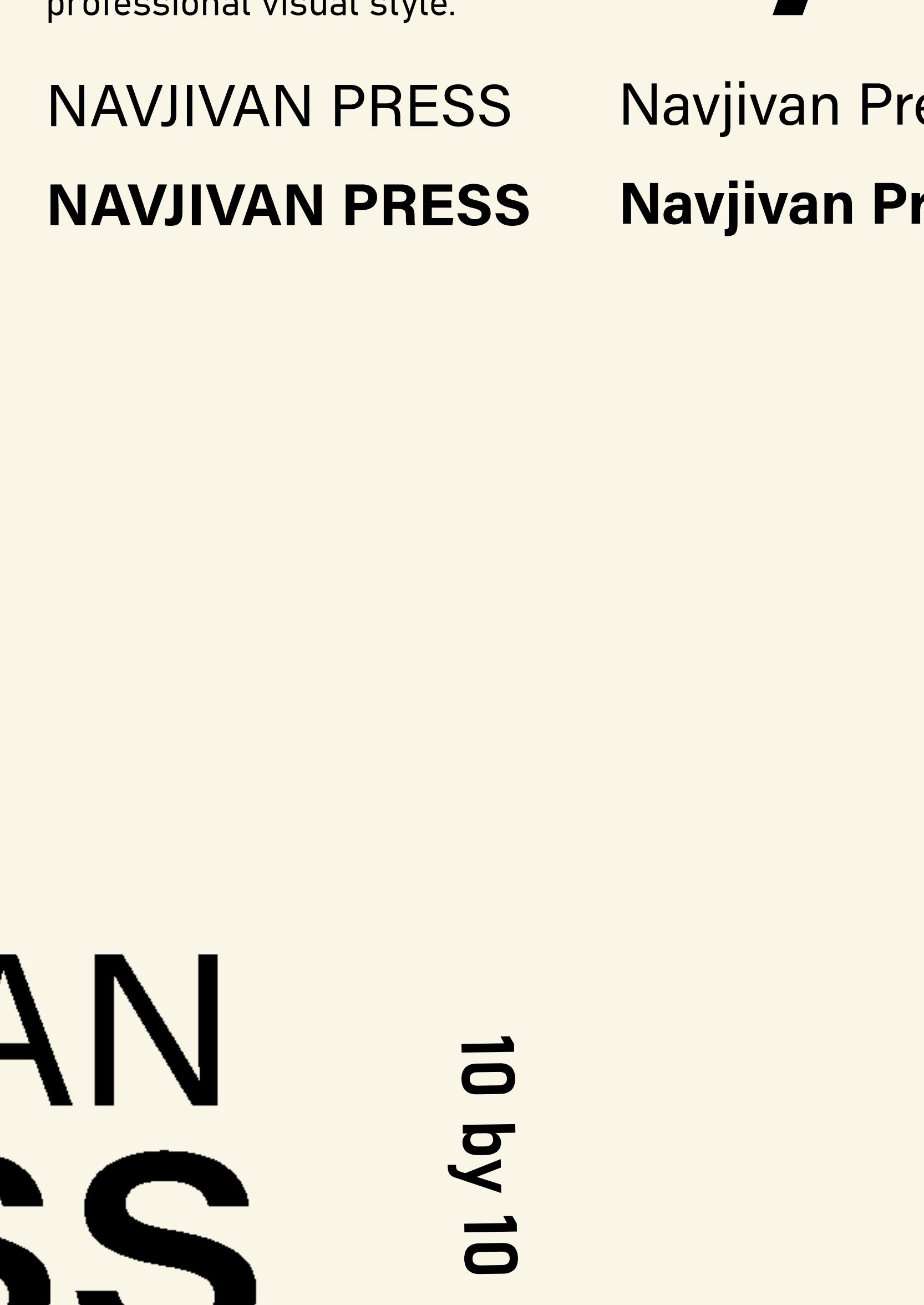- Knowledge
- Education

Ideation

Concept
I placed the open book in a way that looked like the wheel of the charkha.

I used a semi-bold sans serif font to show the trust that brand carries.

A symbol that connects the idea of heritage with learning.

Colour Variations

Final Colour

Final Identity

NAVJIVAN PRESS

Clearance Area

NAVJIVAN PRESS

N-24

Selected Colour
I use blue, black and white colour in this brand identity because it represents wisdom, trust, and intellect, which strongly aligns with the role of a press as a medium of learning, literature, and thoughtful communication. This color combination creates a balanced visual language where blue inspires trust and knowledge, black adds authority and legacy, and white ensures clarity and honesty.

#2A2D93   #FFFFFF   #000000

Selected Font
I select Acumin Pro as the primary typeface. Its neutral and flexible design works well across both print and digital applications, ensuring a consistent and professional visual style.

Aa

NAVJIVAN PRESS   Navjivan Press
NAVJIVAN PRESS   **Navjivan Press**

Visibility Test

NAVJIVAN PRESS   10 by 10

NAVJIVAN PRESS   5 by 5

NAVJIVAN PRESS   2 by 2

Brand Collaterals

Mockups