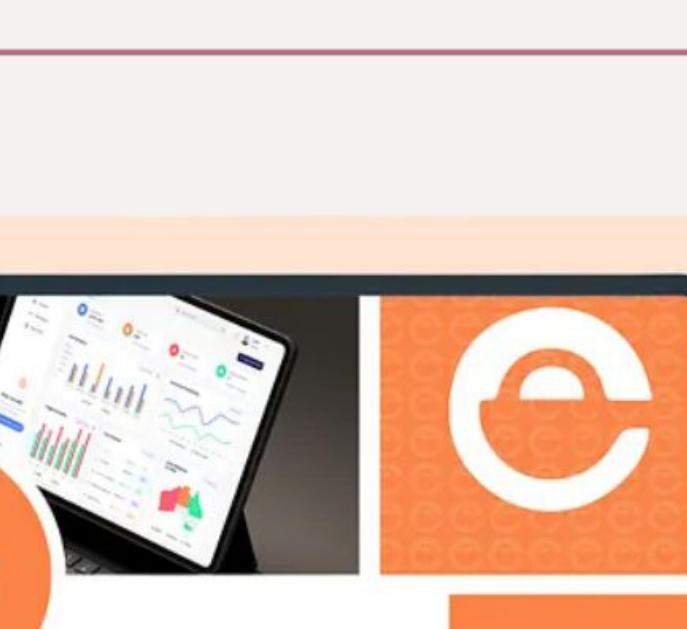


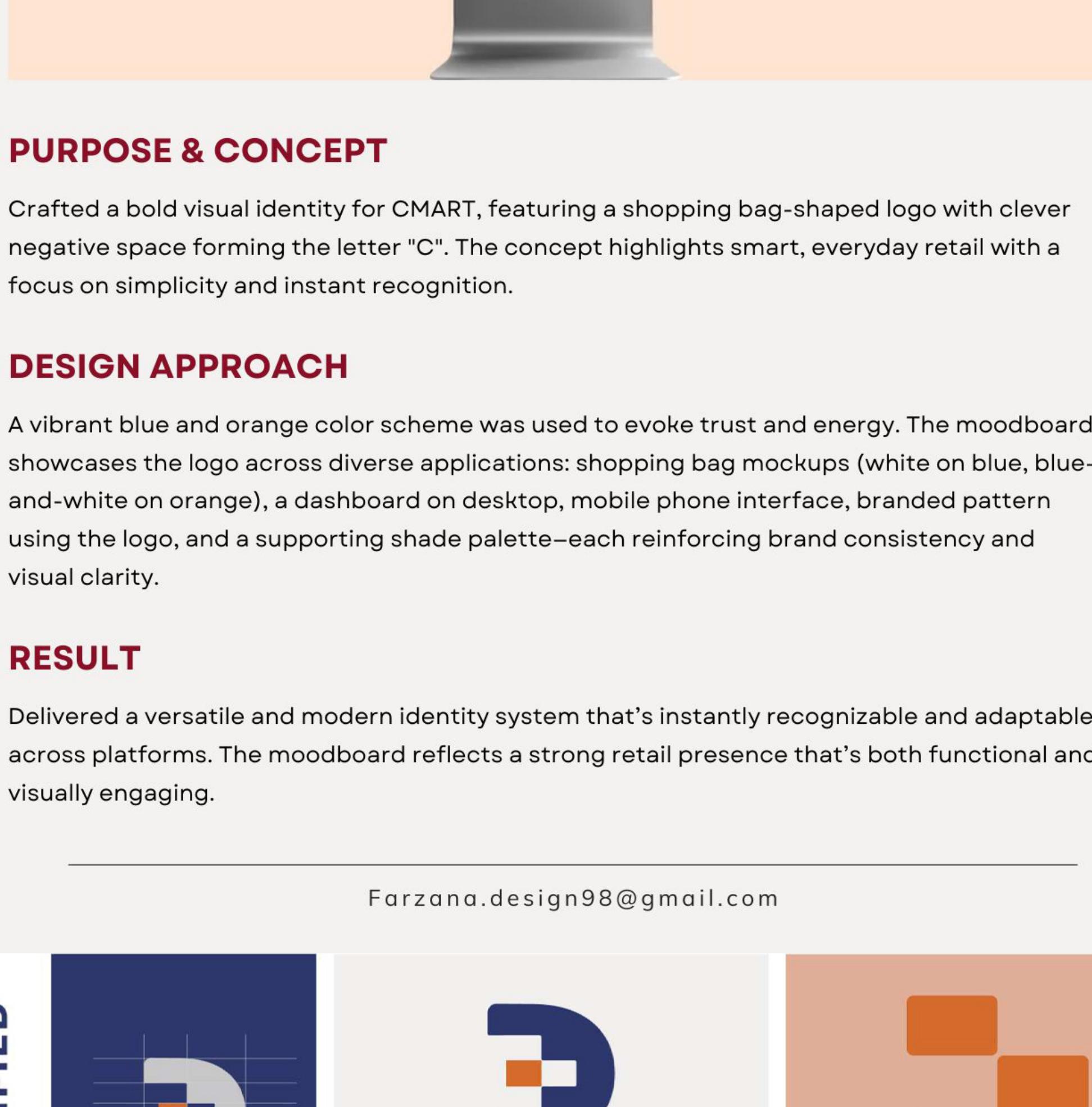


C MART –
“Redefining
Convenience, One
Click at a Time.”



MOODBOARD DESIGN

CMART



PURPOSE & CONCEPT

Crafted a bold visual identity for CMART, featuring a shopping bag-shaped logo with clever negative space forming the letter "C". The concept highlights smart, everyday retail with a focus on simplicity and instant recognition.

DESIGN APPROACH

A vibrant blue and orange color scheme was used to evoke trust and energy. The moodboard showcases the logo across diverse applications: shopping bag mockups (white on blue, blue-and-white on orange), a dashboard on desktop, mobile phone interface, branded pattern using the logo, and a supporting shade palette—each reinforcing brand consistency and visual clarity.

RESULT

Delivered a versatile and modern identity system that's instantly recognizable and adaptable across platforms. The moodboard reflects a strong retail presence that's both functional and visually engaging.

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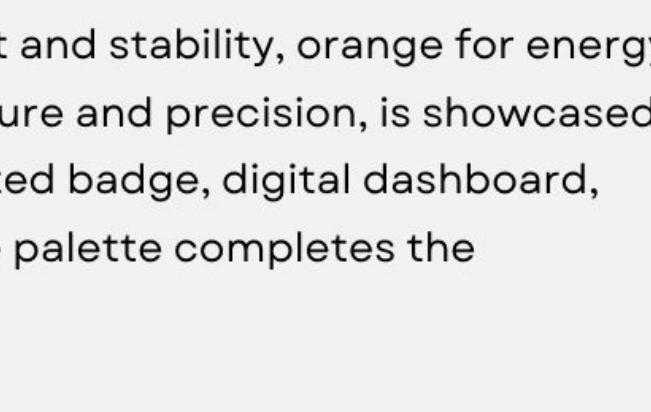
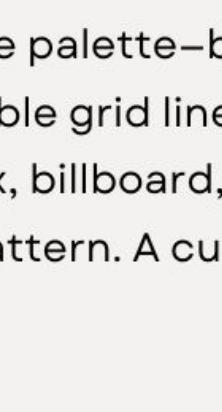
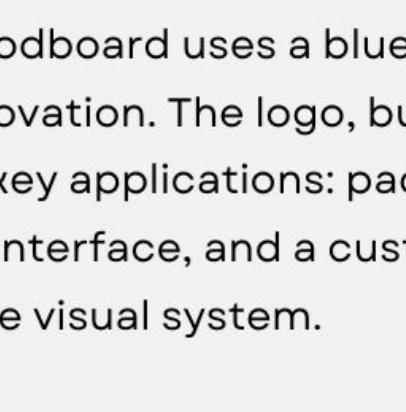
POWER SIMPLIFIED



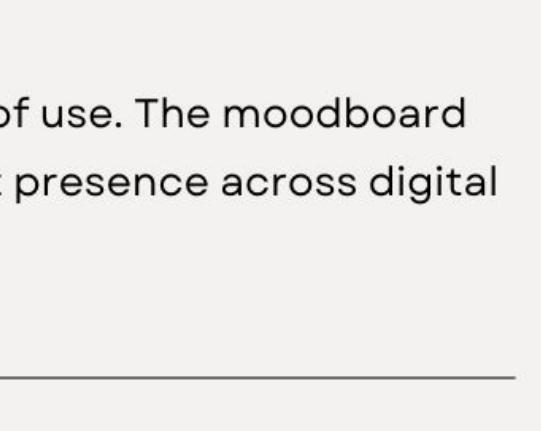
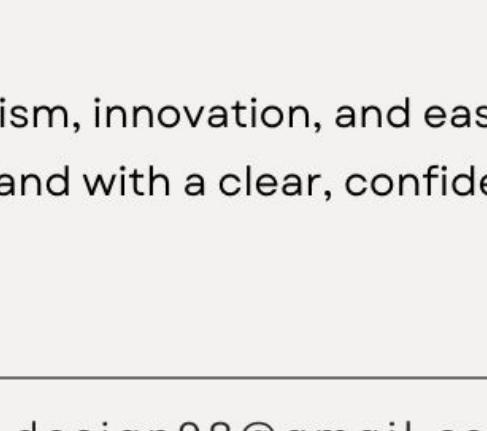
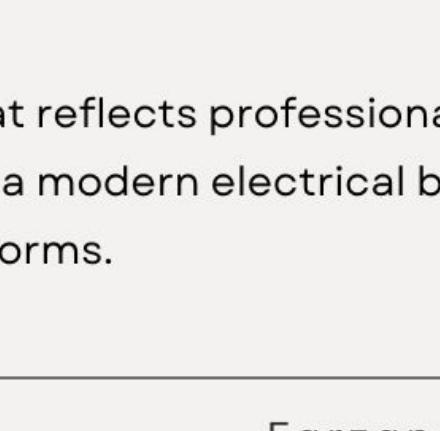
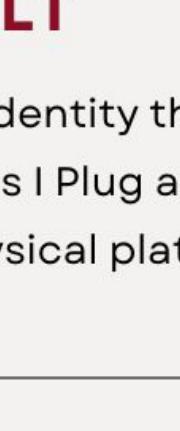
MOODBOARD DESIGN

I PLUG

POWER SIMPLIFIED



"Empowering Connections,
Plugging into the Future."



PURPOSE & CONCEPT

Designed a strong, modern brand identity for I Plug, an electrical solutions company. The concept focuses on delivering clean, simplified power, captured through a bold logo with blue and orange contrasts and the tagline "Power Simplified" to reinforce clarity and accessibility.

DESIGN APPROACH

The moodboard uses a blue and orange palette—blue for trust and stability, orange for energy and innovation. The logo, built with visible grid lines for structure and precision, is showcased across key applications: packaging box, billboard, wall-mounted badge, digital dashboard, mobile interface, and a custom logo pattern. A curated shade palette completes the cohesive visual system.

RESULT

A bold identity that reflects professionalism, innovation, and ease of use. The moodboard presents I Plug as a modern electrical brand with a clear, confident presence across digital and physical platforms.

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