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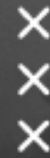
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BRANDING

EVEREST CABLES AND CONNECTORS

Corporate Re-branding of Everest Cables & Connectors.

Creating an identity that emphasises on the modern aesthetic and packaging solutions for the core product, i.e. household wires.

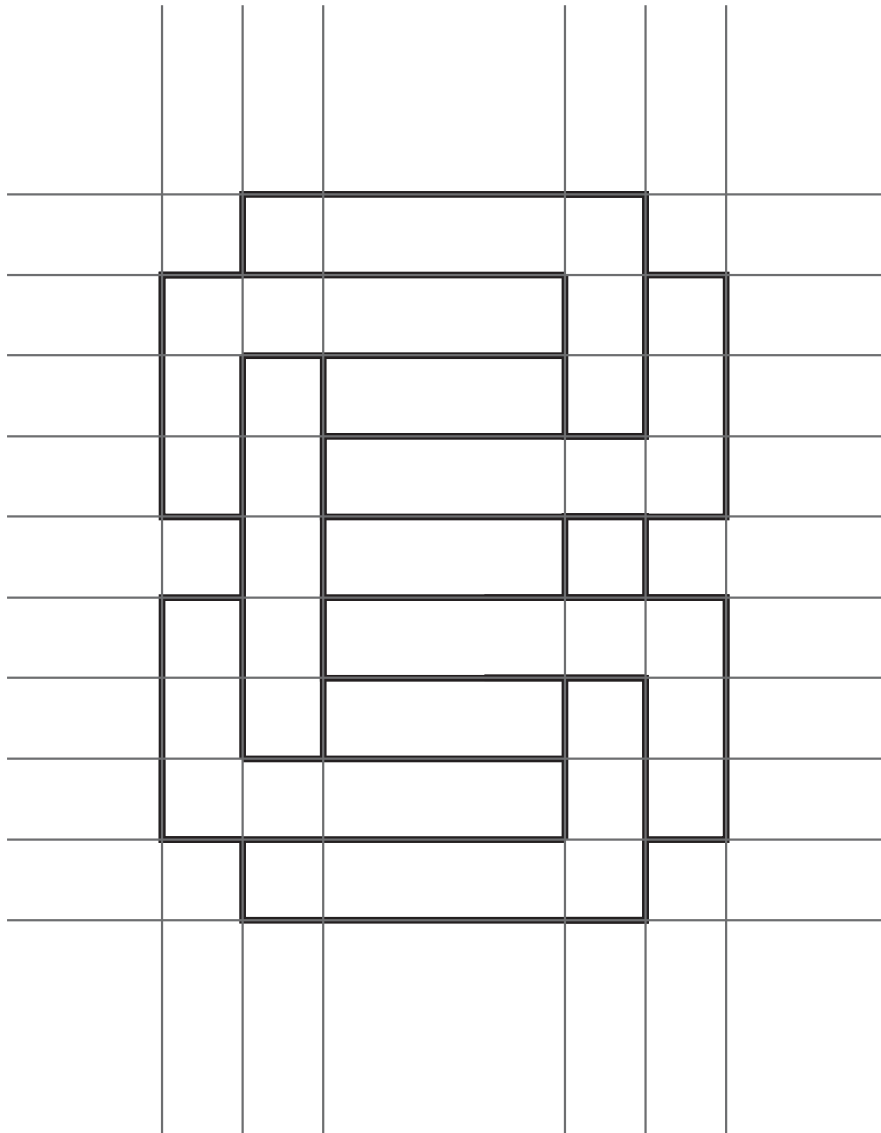


Emphasis on the legacy of the brand
Strong visual appeal

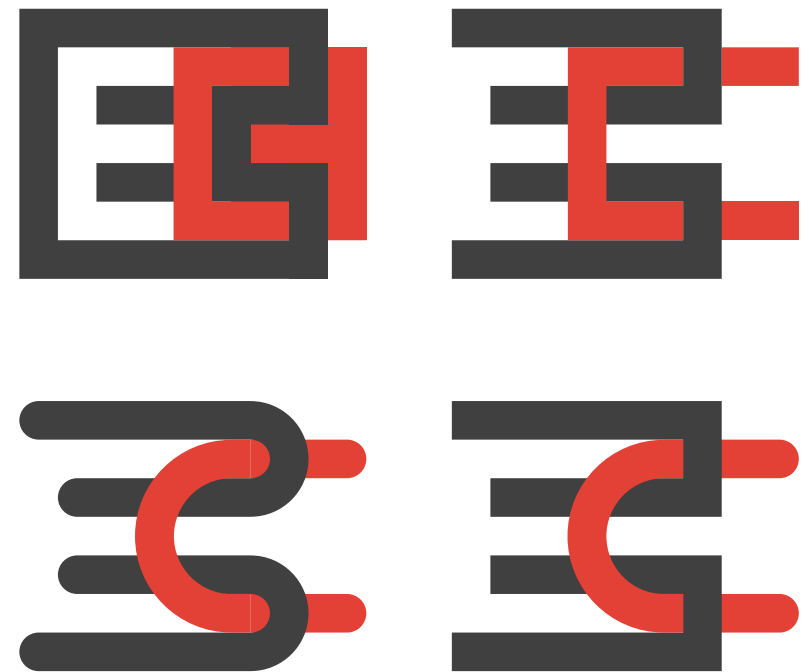
The Logo showcases the duality of nature with various components coming together in harmony - overlapping without interfering. It represents two live wires, intertwining to form the letter E.



Circa 2016



The colours, red and black, have been adapted from the colours of standard house wires.

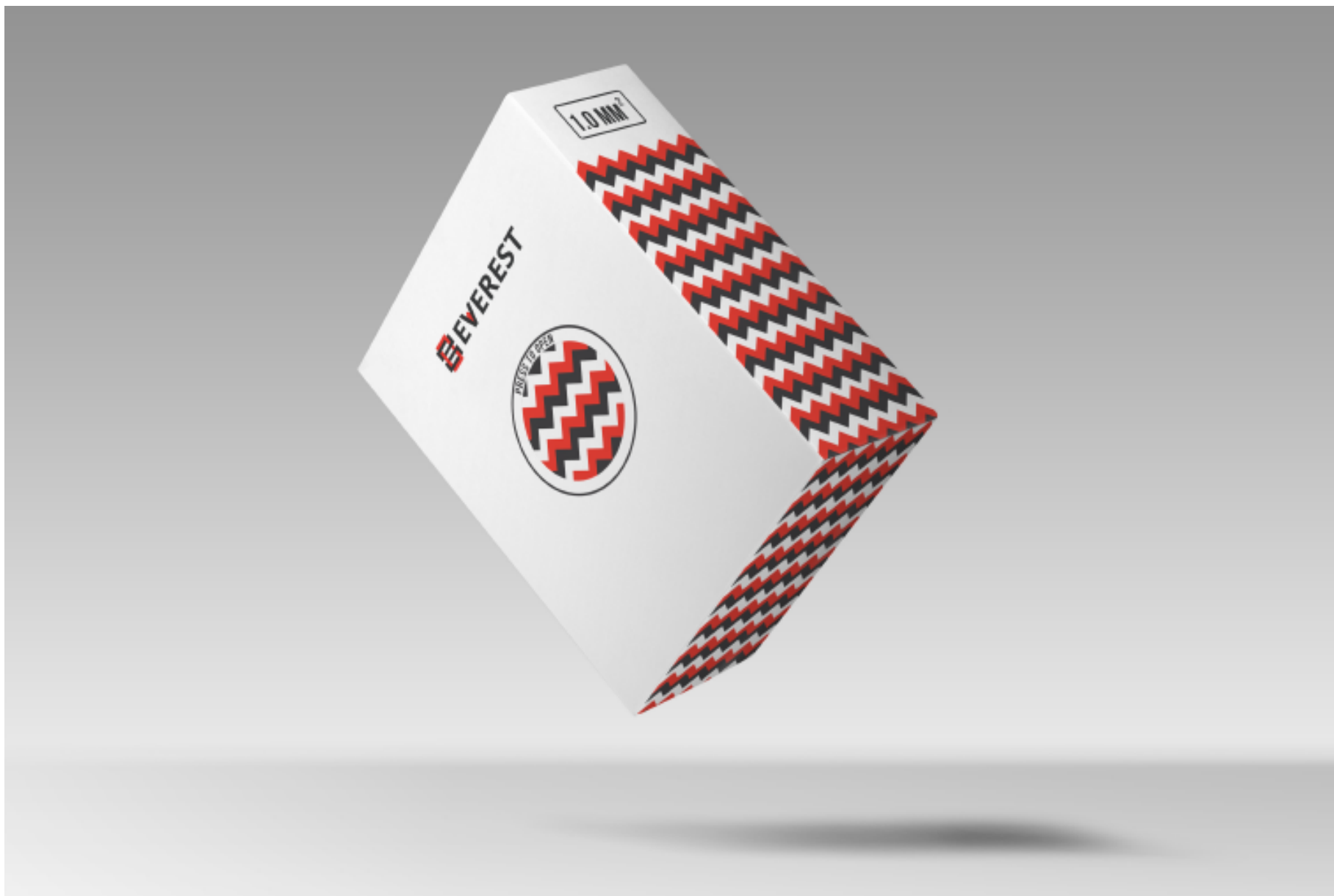


Logo Exploration



The visual identity incorporates the elements from an electrical circuit, and represents the name of the brand.

The identity is continued throughout the branding collaterals and merchandise.



 **EVEREST**

1.0 MM²



PRODUCT RANGE

- LT PVC/XLPE POWER & CONTROL CABLES
- UL APPROVED SINGLE & MULTICORE CABLES
- UL APPROVED WIRE HARNESS ASSEMBLIES
- HOUSE WIRING CABLES FOR PVC/FRLS/FR
- MULTICORE FLEXIBLE & SUBMERSIBLE CABLES
- TELECOMMUNICATION/LAN/PCM CABLES
- CCTV/SECURITY/FIRE ALARM CABLES
- INSTRUMENTATION & RAILWAY SIGNALING CABLES
- CO-AXIAL CABLES

SIZE 1.0 MM ²		MULTICORE WIRE	
TYPE	CONDUCTOR	INSULATION	MARKING
TYPE	CONDUCTOR	INSULATION	MARKING
TYPE	CONDUCTOR	INSULATION	MARKING
TYPE	CONDUCTOR	INSULATION	MARKING
TYPE	CONDUCTOR	INSULATION	MARKING
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TYPE	CONDUCTOR	INSULATION	MARKING
TYPE	CONDUCTOR	INSULATION	MARKING

AVAILABLE COLOURS



EVEREST CABLES & CONNECTIONS

 **EVEREST**

1.0MM²

 **EVEREST**

ES TO OPEN



ILLUSTRATIONS

RECRUITEX MAGAZINE, TIMES JOBS

A series of illustrations representing the major job sectors for the bi-annual Times Jobs magazine, RecuiteX, an initiative by the Times group.

Major emphasis on the recognisable elements of each sector.

Customised illustration style deviating from the usual style of the magazine.

Circa 2016



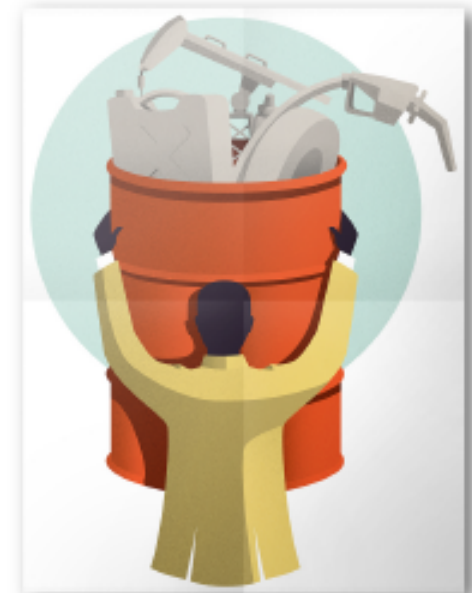
FMCG Sector



Telecommunication Sector



Retail Sector

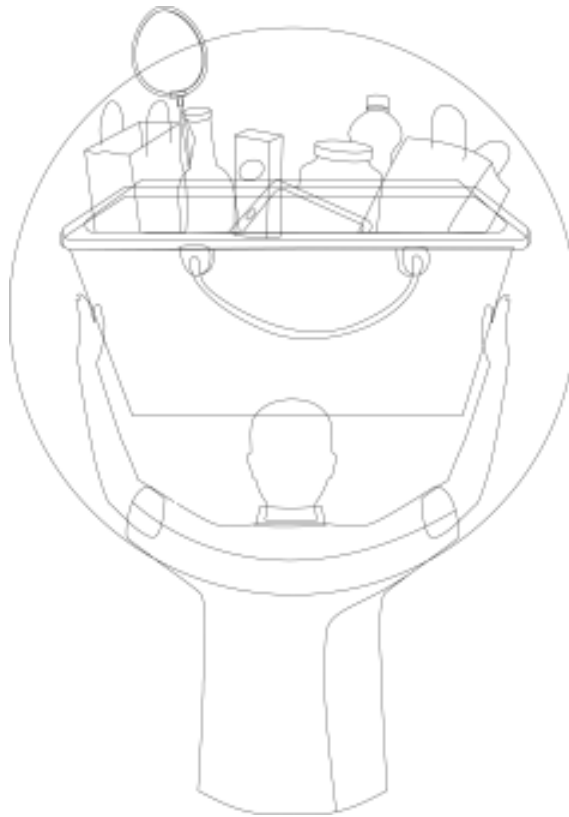


Petrochemical Sector

WORKFLOW



Step I



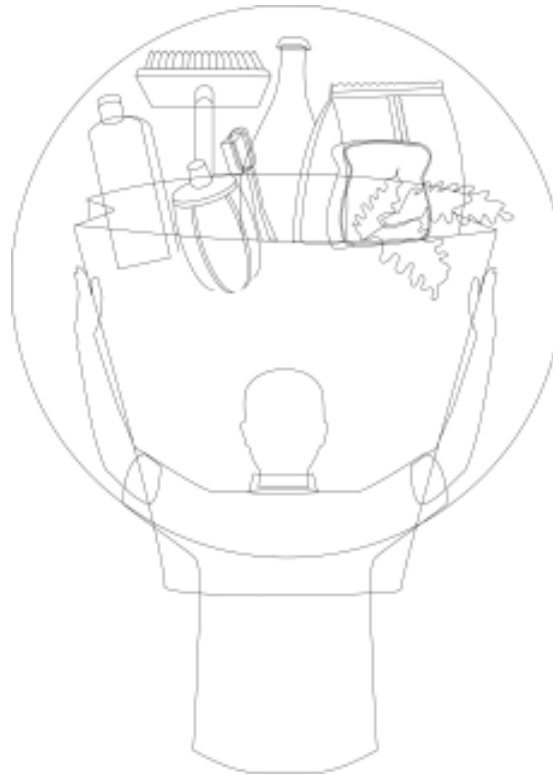
Step II



Step III



Step I



Step II



Step III



Step I



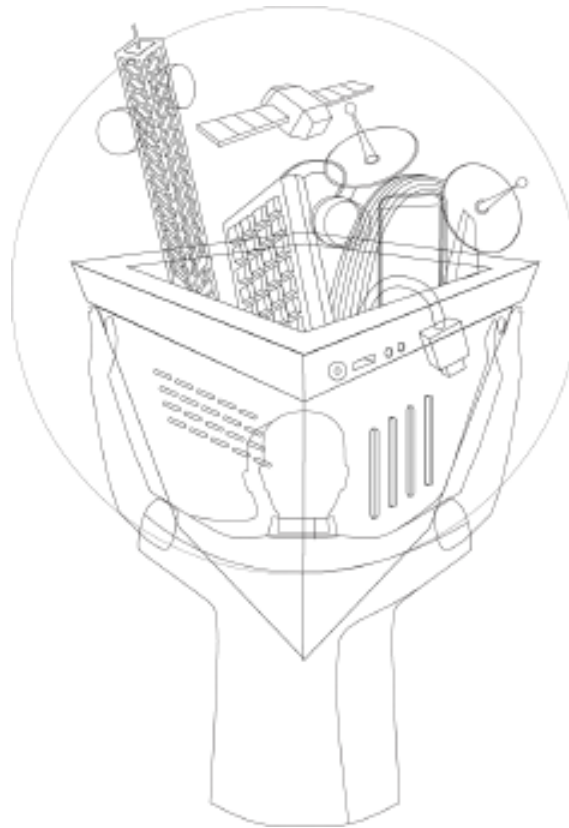
Step II



Step III



Step I



Step II



Step III

NEWSLETTERS

THINK BIG 2016

Illustrations for weekly emailers for Think Big 2016, an initiative by WEConnect International and Government of Karnataka.



Circa 2016



Exclusive Invite Goldman Sachs
Buyer-Seller Meet

**BUYER - SELLER
MEET
NOV -15
2016**

**Goldman Sachs
Buyer-Seller Meet*
at ThinkBig**

on
November 15, 2016
from 2-3.30pm

TIME	ACTIVITY
2 pm - 2.05 pm	Welcome
2.05 pm - 2.15 pm	Overview and Importance of Gender Diversity in SME
2.15 pm - 2.25 pm	Introduction to GS Gender Diversity Program
2.25 pm - 2.40 pm	How WEConnect and GS work together
2.40 pm - 3.30 pm	Category-wise Tabletop discussion

November 14 - 15, 2016 | Bangalore
Bangalore International Exhibition Centre
www.weconnectthinkbig.com

Asia's Largest women entrepreneurship platform connecting women-owned businesses with private and public sector opportunities.

Kindly confirm your spot through email confirmation
RSVP: ophu@weconnectinternational.org

Host State

Hosted and Developed by

Co-sponsors

November 14 - 15, 2016 | Bangalore
Bangalore International Exhibition Centre
www.weconnectthinkbig.com

Asia's Largest women entrepreneurship platform connecting women-owned businesses with private and public sector opportunities.

SUMMIT STALLS		
STALL	STALL SIZE (sqm)	AMOUNT (INR)
Standard	9	1,00,000
Women Entrepreneurs	9	30,000
WEConnect Certified Members	9	25,000

*Inclusive of all taxes

SUMMIT PASSES	
CATEGORY	DELEGATE FEE (INR PERSON-DAY)
1-3 delegates	3500
4-9 delegates	2900
10 & above delegates	2300

*Inclusive of all taxes

Host State

Hosted and Developed by

Co-sponsors

November 14 - 15, 2016 | Bangalore
Bangalore International Exhibition Centre

Asia's Largest women entrepreneurship platform connecting women-owned businesses with private and public sector opportunities.

WEConnect Guidelines, Terms & Conditions

Contest is open to women contestants only.

Contestants should be 18 years and older, as of 1st October 2016.

Entries for WEChallenge are accepted by videos posted on Facebook only, of a maximum 3 minutes in length. All entries above 3 minutes will be disqualified.

Your video should contain the following information:
What's your BIG idea? – Tell us about the problem you are solving and your solution for it.
Show us your BIG imagination! – Make your video as innovative and imaginative as possible. This gives us a look into your marketing style.
Make BIG plans! – Your idea should be feasible in real-world conditions and you should have a basic plan on how to make it grow BIG.

How to enter the contest?

Like the "WEConnect International in India" page on Facebook.

Share your video on Facebook with the following text:
 "#ThinkBig: Do you?"
 "#ThinkBig2016 #WEChallenge #WEConnect"
 OR
 Send in your pitch video to shreya@indiasglobal.com

Entries submitted without the word above first caption will be disqualified.

Get your network to vote on your video. **The more likes your video gets, the more are your chances to make it to the WEChallenge finale at ThinkBig 2016.**

The 30 most popular entries get to pitch their ideas to a select jury at ThinkBig 2016 on 14-15 November 2016 in Bangalore.

The **Top 5 BIG Ideas**, chosen in the WEChallenge Finale on Day 2 of ThinkBig 2016 by the **Grand Jury**, get to share a prize of **Rs. 25 Lacs!**

India Goes Global will provide 3 lakh worth of 75% scholarship to their Premium Growth Huddle.

India Goes Global will incubate top 2 teams from WEChallenge for a year and help them grow 10X in the timeframe.

Contest closes at Midnight (IST), 9th November 2016.

Get more information on our website www.WEConnectThinkBig.com
 *Final decisions at absolute discretion of WEConnect International in India.
 **Amount of prize awarded independent on sponsorship received.

Host State

Hosted and Developed by

Co-sponsors

FONT SERIES

PERSONAL PROJECT

Understanding different visual languages of selected favourite movies, to create and experiment with different graphic styles

Understanding the essence of the cinematography

Developing appropriate graphic styles to encompass various elements and moods of the movies

Circa 2016



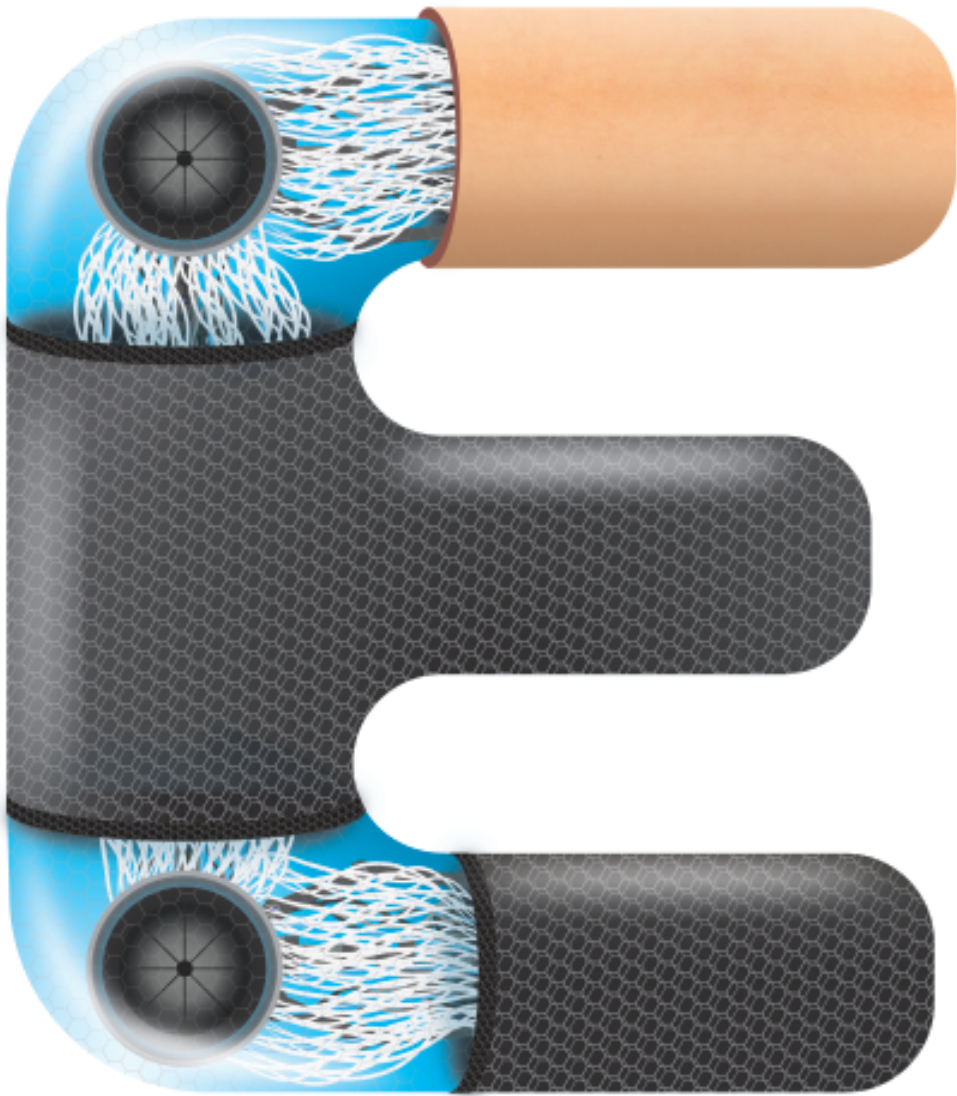
A for Avatar



B for Black Swan



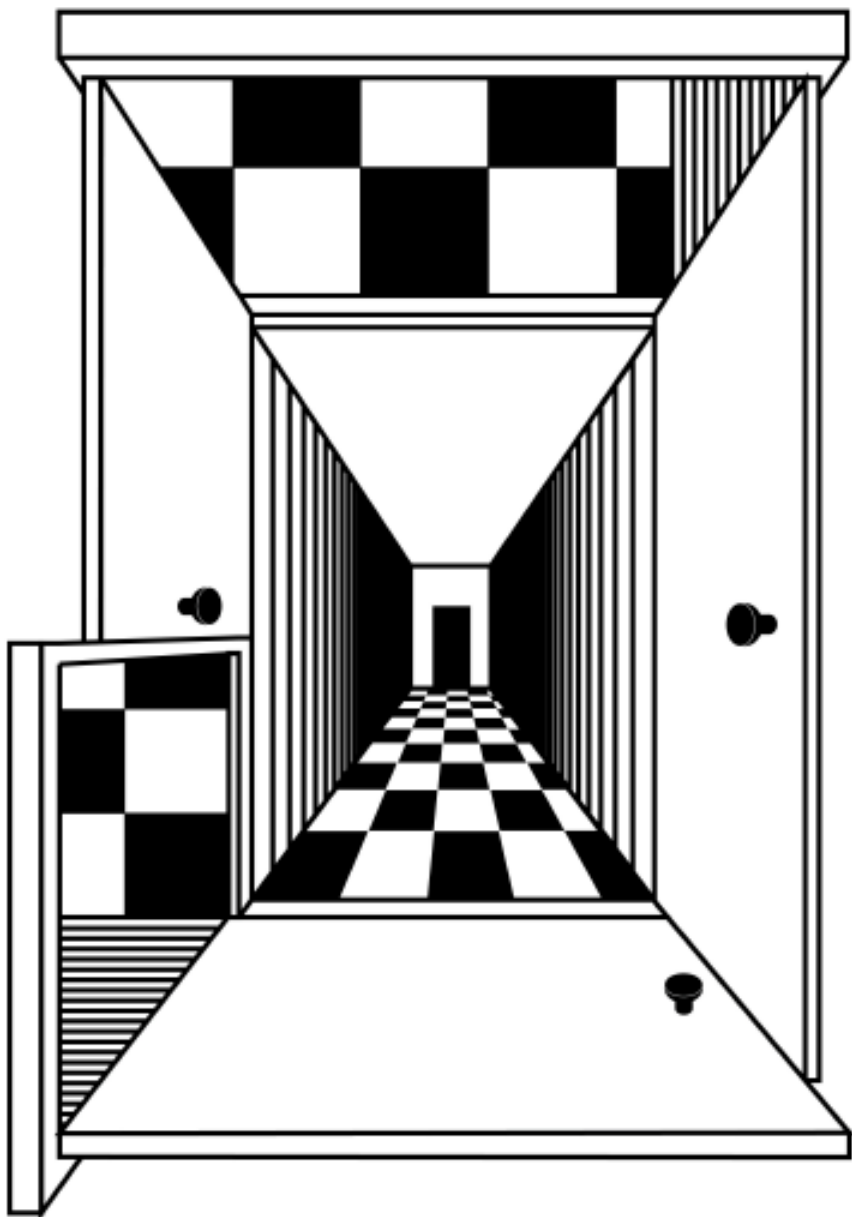
C for Charlie & the Chocolate Factory



E for Ex Machina



H for Hollow Man



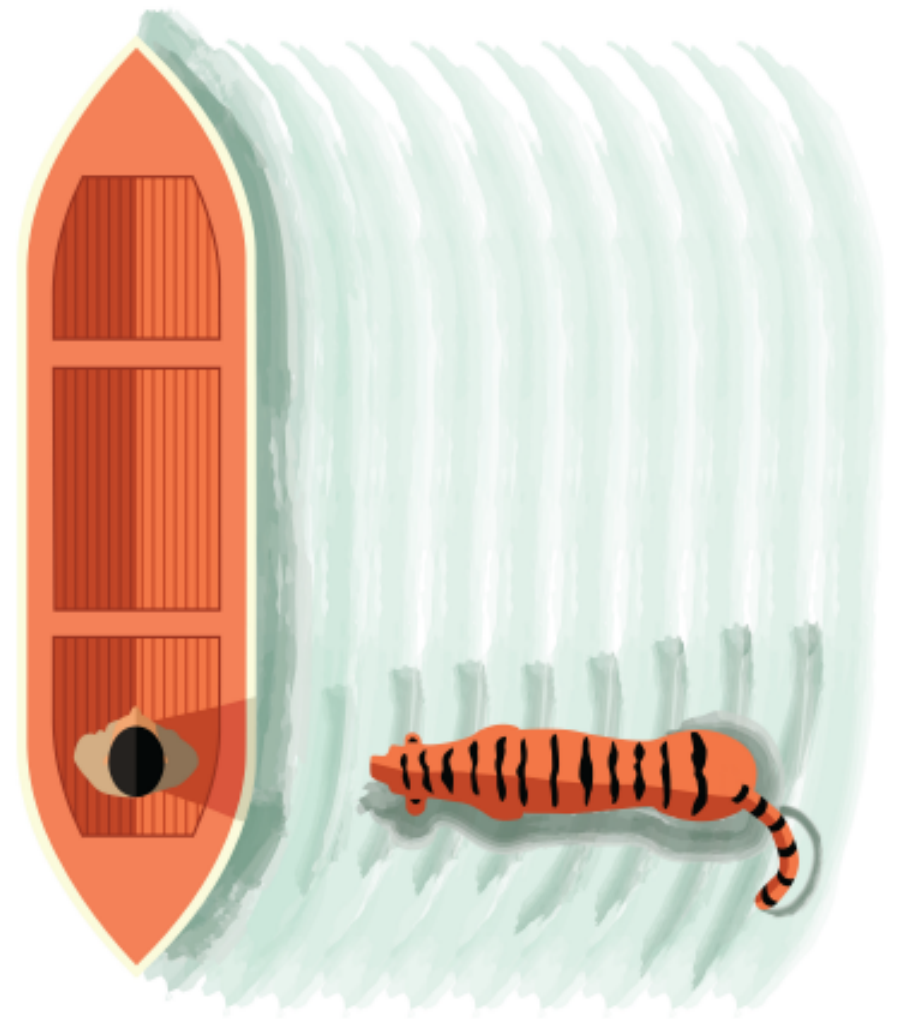
I for Inception



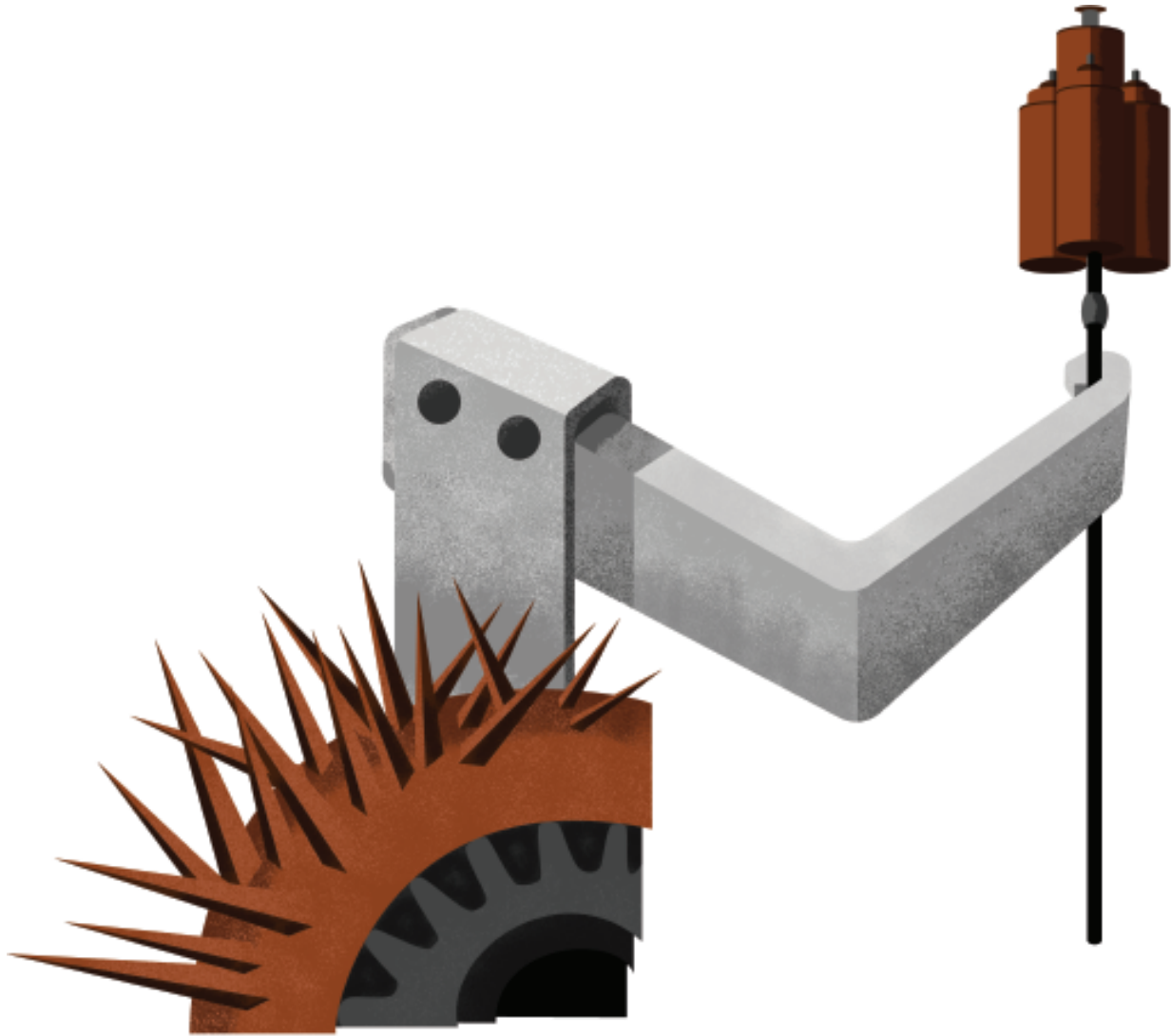
J for Jurassic Park



K for Kung-Fu Panda



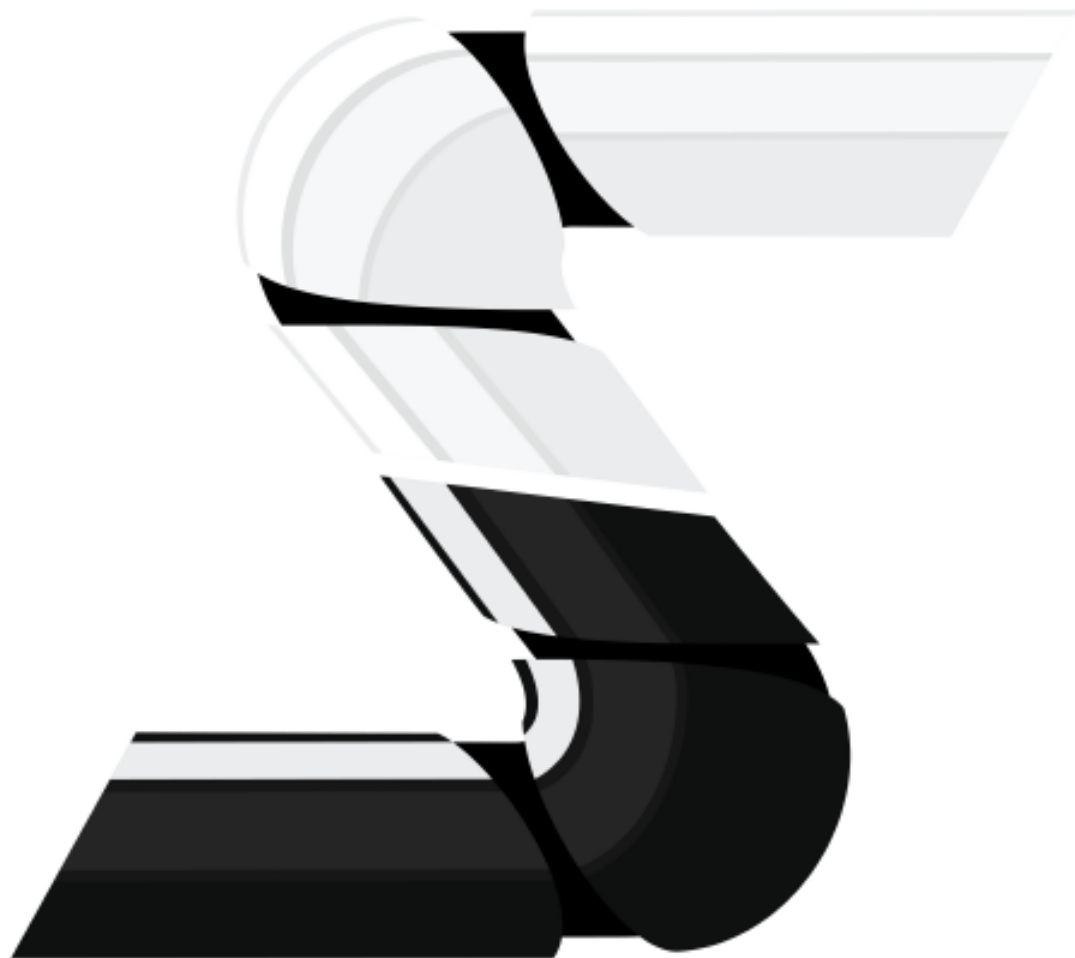
L for Life of Pi



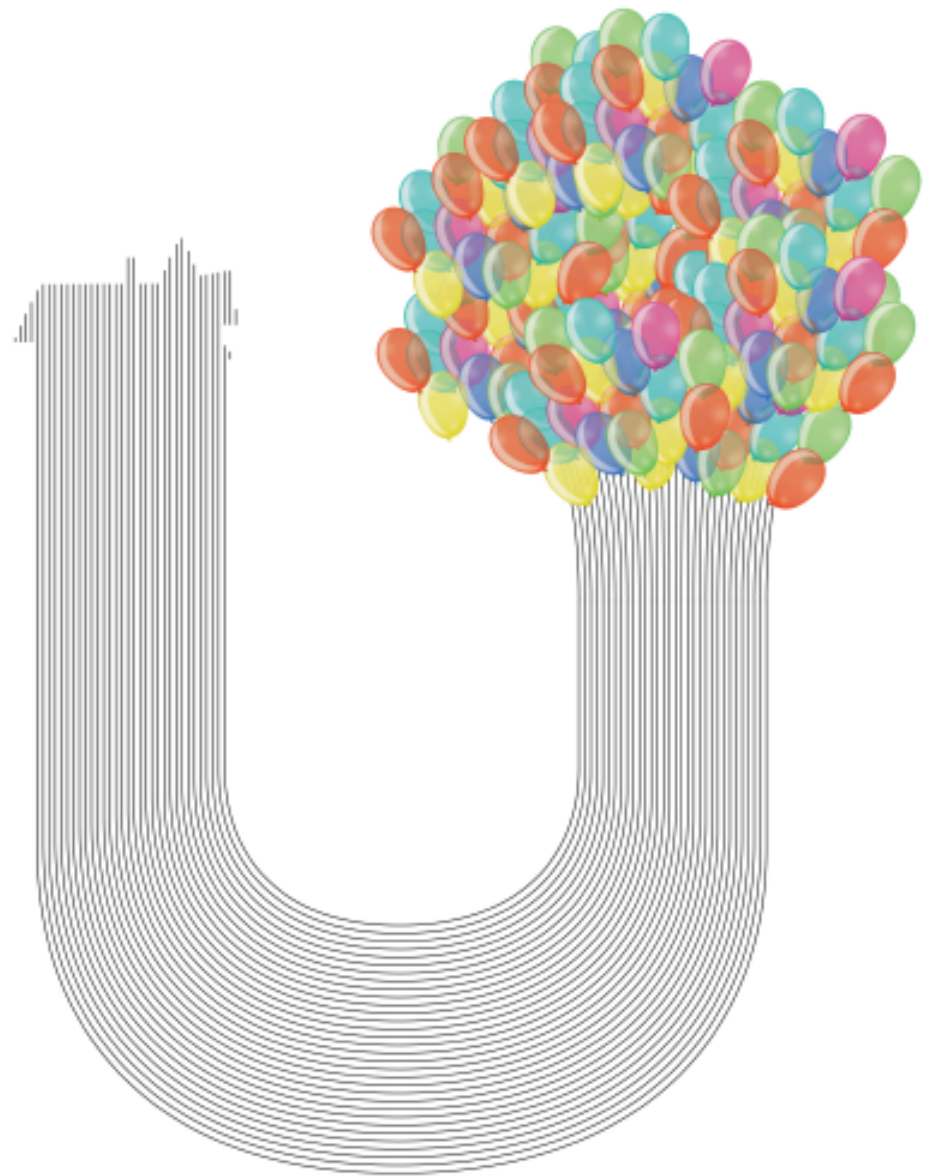
M for Mad Max



R for Ratatouille



S for Star Wars



U for Up

KLYG

Kali Yug
noun

Devanāgarī: कलियुग
/kəli juɡə/

lit. "age of [the demon] Kali", or
"age of vice"

KLYG pays a satirical
homage to our short
memory spans and puts
the irony of our cursed
times on a single
screen.

The background lights
up, but the Gods refuse
to manifest.

Circa 2016



We pluck the strings of Veena, our drums beat,
our voices hum to HIS praise.
Shanks bide us Shanti, our heads bow in submission,
our flowers flourish into prayers.

In the colours of a hope,
our flags fly from cities to mountains
But our sins
our sins the holy water pushes ashore,
it bleeds and refuses to take them abode.

Oh our shrines will bathe in more roses
And our idols will always soar
Yet our deeds will bring us down
Our sins, our sins will forever stay afloat.

BANNERS

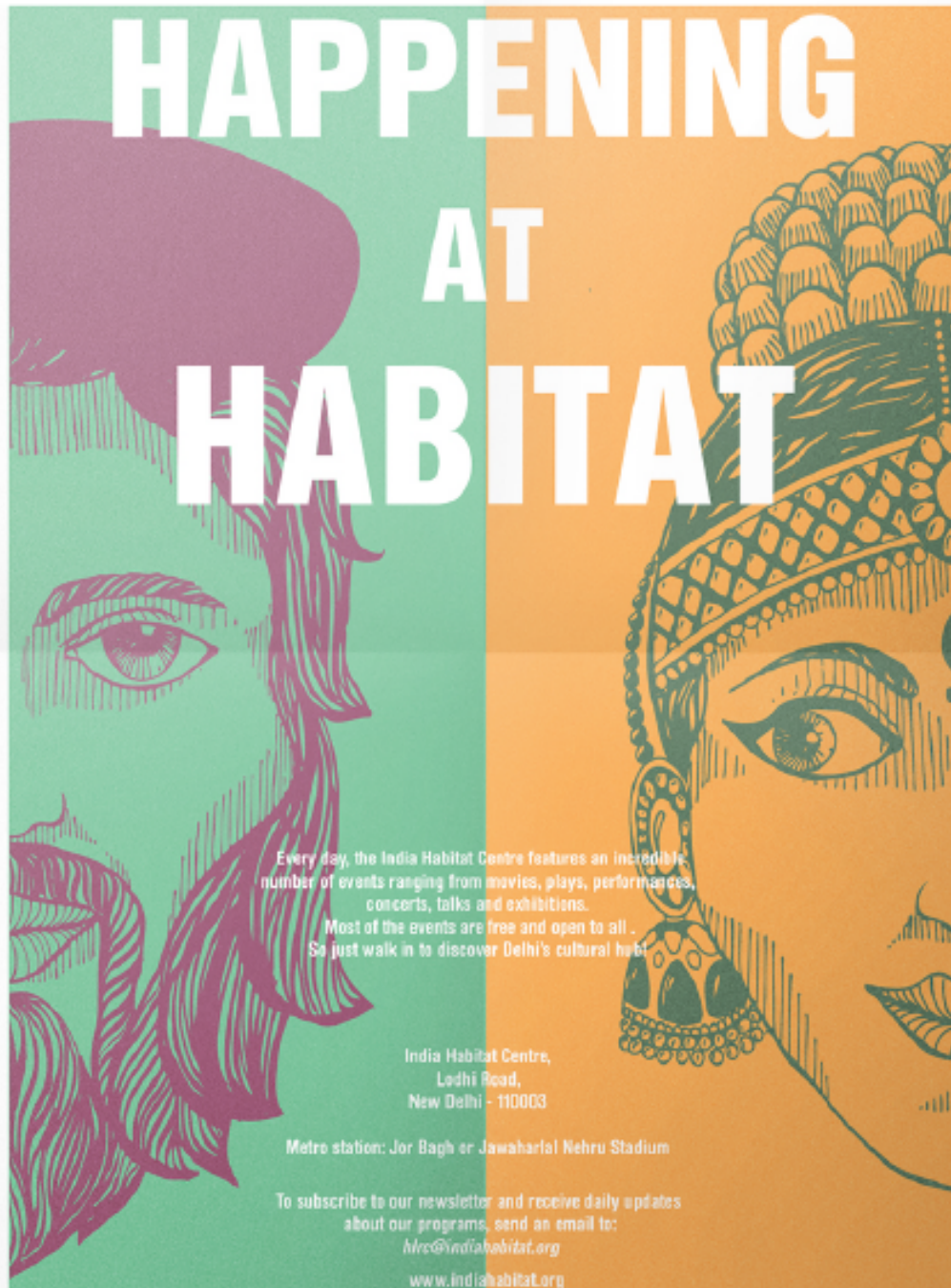
INDIAN HABITAT CENTRE

Categorised event calendar for a public space hosted by the Indian Habitat Centre, New Delhi.

Creation of bold graphics which are easily recognisable in public spaces.

Use of pastel colours for a modern outlook.
Adaptation of experimental art graphics to match the organisation theme.

Circa 2015





THEATRE/CINEMA

SEPTEMBER
07-09 *Chicago*
10-11 *Chicago*
12-14 *Chicago*
15-17 *Chicago*
18-20 *Chicago*
21-23 *Chicago*
24-26 *Chicago*
27-29 *Chicago*

OCTOBER
01-03 *Chicago*
04-06 *Chicago*
07-09 *Chicago*
10-12 *Chicago*
13-15 *Chicago*
16-18 *Chicago*
19-21 *Chicago*
22-24 *Chicago*
25-27 *Chicago*
28-30 *Chicago*

NOVEMBER
01-03 *Chicago*
04-06 *Chicago*
07-09 *Chicago*
10-12 *Chicago*
13-15 *Chicago*
16-18 *Chicago*
19-21 *Chicago*
22-24 *Chicago*
25-27 *Chicago*
28-30 *Chicago*

EXHIBITIONS

SEPTEMBER
04-10 *Chicago*
11-17 *Chicago*
18-24 *Chicago*
25-30 *Chicago*

OCTOBER
01-07 *Chicago*
08-14 *Chicago*
15-21 *Chicago*
22-28 *Chicago*

NOVEMBER
01-07 *Chicago*
08-14 *Chicago*
15-21 *Chicago*
22-28 *Chicago*

HAPPENING AT IHC

SEPTEMBER
04-10 *Chicago*
11-17 *Chicago*
18-24 *Chicago*
25-30 *Chicago*

OCTOBER
01-07 *Chicago*
08-14 *Chicago*
15-21 *Chicago*
22-28 *Chicago*

NOVEMBER
01-07 *Chicago*
08-14 *Chicago*
15-21 *Chicago*
22-28 *Chicago*

DANCE/MUSIC

SEPTEMBER
20 *Chicago*
21 *Chicago*
26 *Chicago*

OCTOBER
01 *Chicago*
26 *Chicago*

NOVEMBER
03 *Chicago*
14 *Chicago*
29 *Chicago*

TALKS



SEPTEMBER
22 *Chicago*
25 *Chicago*

NOVEMBER
26 *Chicago*
29 *Chicago*

EXHIBITIONS

OCTOBER

04 to 10

"Shunya"

Visual Arts Gallery

A solo exhibition of resist-dyeing on fabric by Neha Puri.



14 to 18

"The Dog Show"

Visual Arts Gallery

A solo photography show by Siya Singh.



22 to 27

"The Moving Finger"

Visual Arts Gallery

A solo exhibition of paintings by Ayana Gunjan, curated by Dr. Alka Pande.



23 to 28

"Nicefoto season 5"

Open Palm Court

An international celebration of amateur photography. Hosted and curated by Vhendra Singh Shekhawat, founder of the Delhi Photography Club.



28 to 03 Nov

"The Pop Art Show"

Visual Arts Gallery

Presented by the Bruno Gallery and featuring Charles Fazzino (USA) and David Gerstein (Israel).



NOVEMBER

04 to 10 Nov

"Pics Dream"

Visual Arts Gallery

A solo exhibition by Mahesh Nair. The exhibition will also be the launch of picsdream, a platform for photographers and videographers to share, showcase and monetize their photographs.



06 to 09 Nov

"Environmental Change on the Himalayan Scale over the last 150 years"

A photography exhibition by Dr. Marcus Nuesser from Heidelberg University, Germany.



15 Nov to 15 Dec

"60 Solutions against climate change"

Atrium,

Outdoor space opposite Information Centre

Art photographs by French photographer Yann Arthus-Bertrand presented by Agence Française de Développement (AFD) and GoodPlanet Foundation.



22 to 30 Nov

"Beyond the Laxman Rekha"

Visual Arts Gallery

A solo exhibition of mixed media by Kathrine Kakar, curated by Dr. Alka Pande.



DANCE/MUSIC

OCTOBER

01

7 pm



Sitar recital

Stein Auditorium

A tribute to Gyan Seth by Saeed Zafar Khan.

25

7 pm



IHC Morning Ragas

Outdoor amphitheatre

Sarod recital by Tejendra Narayan Majumdar.

NOVEMBER

03

7 pm



Piano concert

Stein Auditorium

A unique piano concert by Anil Srinivasan with live performance using multimedias that will focus on sounds of the instrument across genres of Indian Classical, Western and Jazz.

14

7 pm



IHC Children's Orchestra

Stein Auditorium

A presentation by talented artists aged 8-14 yrs.

15

7 pm



Hindustani vocal recital

Outdoor Amphitheatre

By Kalaapini Komkali.

18

7 pm



Tabla recital

By Pt. Anindo Chatterjee &

Anubrata Chatterjee

PAINTINGS

Do you hear?

This is the voice of an ancient land. The roar of kingdoms and ages, rise and fall through time.
My salty waters mix with my fresh streams. I throw together dialects and bring you to one home.

Do you feel me?

This is the silk with a royal touch. The wool from where the hermits live.
My saffron pours into my green, a wheels that takes us all ahead, and a white dove flies from our pots.

Can you see me?

I am the banjara dancing in the deserts, the fishermen with nets, the fighter with stars on shoulders.
My face painted green, I dance to the tunes of mythologies. I am a high head , I sing to my streets.

Would you remember me?

I am the remnants of scented sandalwood on your skin. I'm the aura of a Chinar tree. I stay with you long after you've left.

Would you love me?

I am black, white and all shades of grey. Red of Rangolis, brown of earth. I am home and the holiday. I am dance. I am divinity. I am everything in one. I am one in everything.

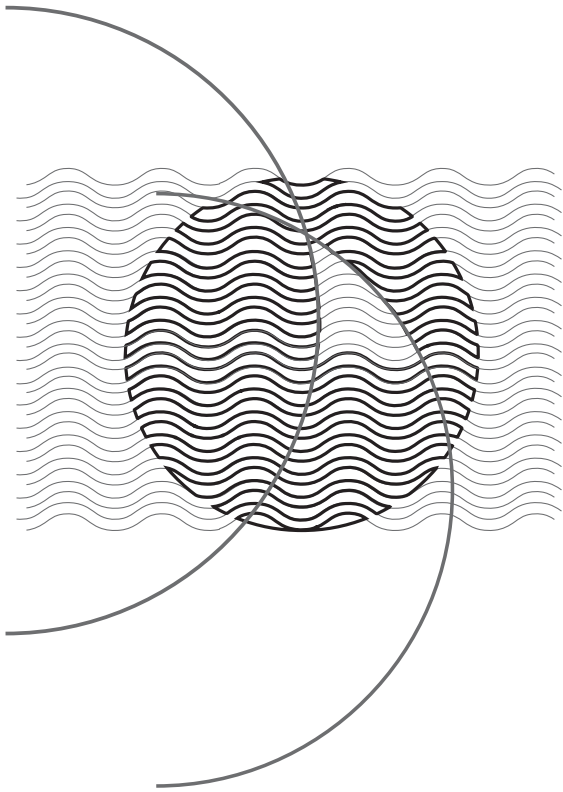






BRANDING

YELLOW SHARK DIGITAL + ENTERTAINMENT



Circa 2015

Rebranding of Yellow Shark Digital + Entertainment, a design and event management agency based in New Delhi, India.

Create a quirky brand image to emphasise on the unconventional design approach of the company.

Subtle but recognisable representation of the brand name.

Experiment with playful elements to be used throughout branding collaterals and merchandise.







10 APM, Ram Jhansi Road
New Delhi - 110025
011-26465676
info@yellowsark.co.in
www.yellowsark.co.in



Hi. My name is Jasmine.
I'm a Head Shark Rider at Yellow
who loves (xxx).
Write me at jasmine@yellowsark.co.in
or call 9999 062 113.
Follow us on Facebook @yellowsark
Let's grab a drink.



BHARAT

Here,
our timelines slip from archaic to anew
our sentences spill in countless languages
our homes
from villas to footpaths
smell of spices and folklores.

Our monsoons make us artists
our feet walk on dreams
we fly airplanes in narrow streets
the paper boats always find a river to the sea.

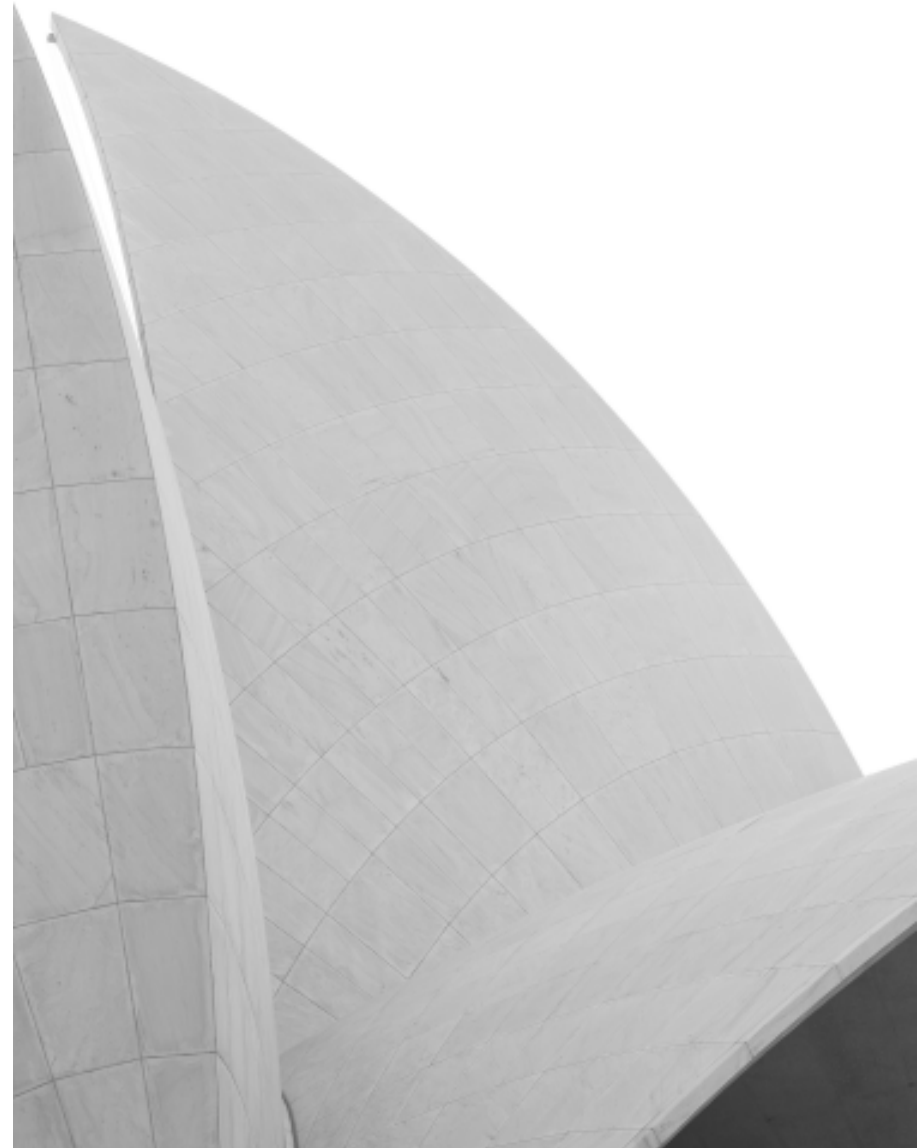
I throw the colour to the sky
while my neighbour lights a candle
his suns set in suitcases
my mornings catch fishes on ghats.

Our towers talk to future
Few meters away, a Haveli a tells a story.

We,
here,
are always on a move
our nights are unforgiving, our passions true.

We are the hands of the past
our country is our clay
from an urchin to a film star
everyone a sculptor here.

We manner our hands, we architect its fate.



Lotus Temple, New Delhi



Vrindavan, Uttar Pradesh

Circa 2014-2016



Vrindavan, Uttar Pradesh



Araku Valley, Andhra Pradesh



Morgim Beach, Goa



Alleppey, Kerala



Varanasi, Uttar Pradesh



New Delhi, India



BRANDING

MYSTAIRE

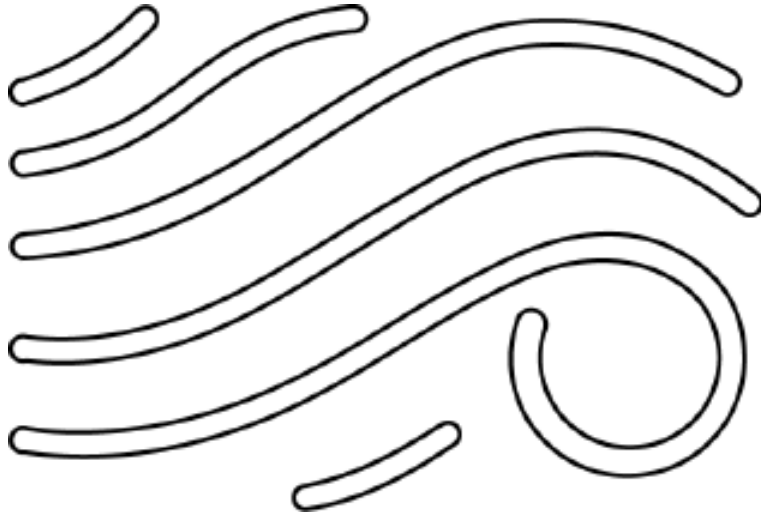
Corporate branding of Mystaire Room Fresheners.

Creating an identity that emphasises on the modern aesthetic, and packaging designs for the room freshener bottles.



Circa 2016

Logo



Symbolise flow of matter. Light as air and fluidic as the liquid . A transition from liquid to air.

Typography

M Y S T
A I R E

The two parts of the brand name placed separately with a visual bridge created by connecting the alphabets Y and I.





ANNUAL PLANNER

INDIAN HABITAT CENTRE

Designing the yearly planner for India Habitat Centre, New Delhi, showcasing 12 selected public installations from all around the world.

Theme - Art in Public Spaces.

Shortlisted artists and artworks selected by the India Habitat Centre.

Variety of paper styles added to make an all-purpose annual planner

Make notes, lists, ideate and stay organised.



Circa 2015



Frida/Aaron G Stock

The Gates

Central Park, New York (2007)

Christo and Jeanne-Claude

Artist couple Christo and Jeanne-Claude are infamous for their environmental installation art. They have created a number of ephemeral yet iconic installations that have changed the perception of more than one famous monument or landscape. The Gates comprised of 7,000 vinyl gates spread around Central Park. It creates an illusion of the Japanese tradition of gates constructed at the entrance of Shinto shrines by successful businessmen.



Art in Public Spaces

Art Planner

2016

AUGUST

WEEK 1

01

mon

02

tue

03

wed

04

thu

05

fri

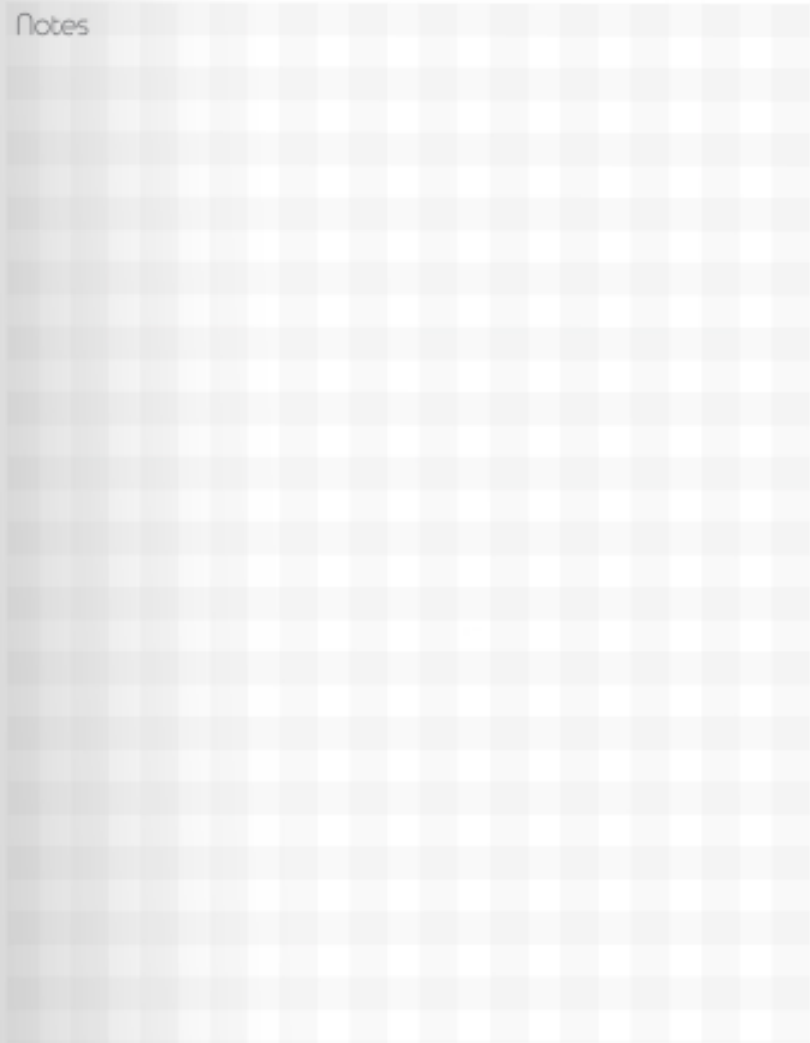
06

sat

07

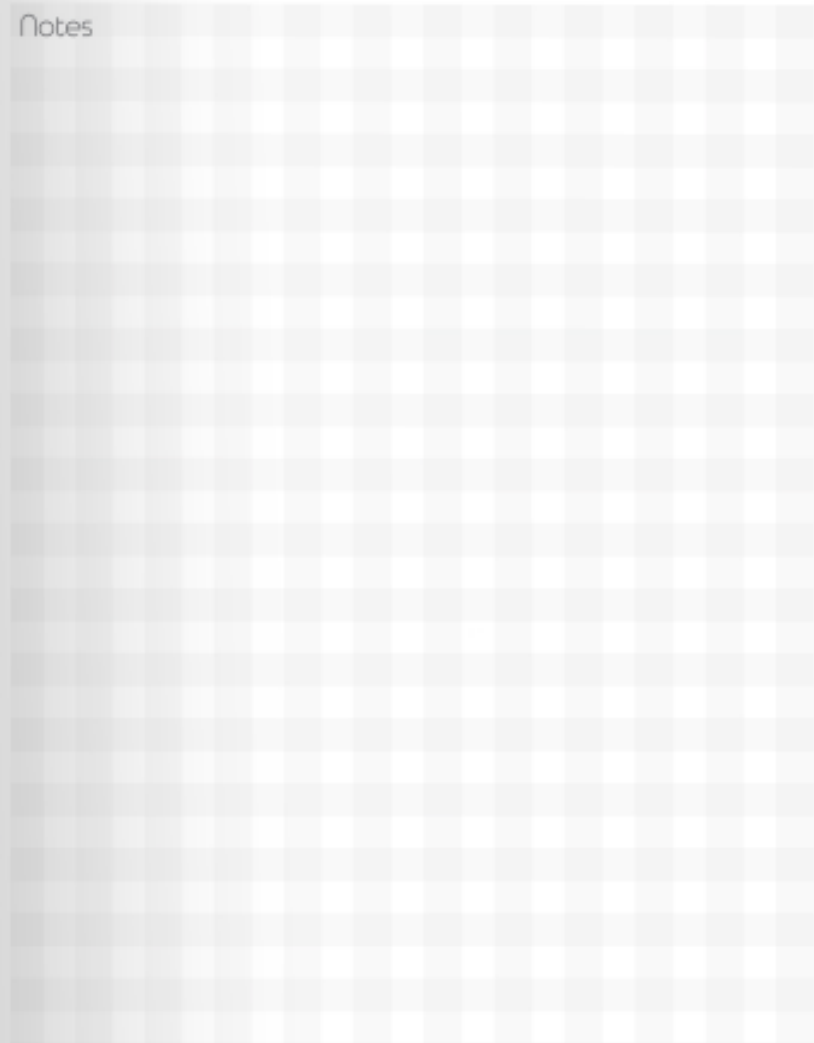
sun

Notes



1	2	3	4	5
6	7	8	9	10
11	12	13	14	15
16	17	18	19	20
21	22	23	24	25
26	27	28	29	30
31			AUGUST	

Notes





DECEMBER
2016

My God, Help Me To Survive This Deadly Love

Berlin Wall, East Side Gallery (1989)
Dmitri Vrubel

Sometimes referred to as the "Flagship Piece", the graffiti painting is one of the best known works made on the Berlin Wall. Created in 1990, it represents a photograph of Russian leader Leonid Brezhnev embracing German leader Eric Honecker. The photograph was taken in 1979 during a celebration for the anniversary of the founding of the German Democratic Republic.



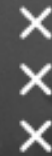
Art in Public Spaces

Art Project

2016



I O I O I O



T H A N K Y O U



I O I O I O