

PROJECT 1

SUMMER INTERNSHIP

BRANDING

TRANSIT HOTEL AT MIAL

PACKAGING

VANISH STAIN REMOVER

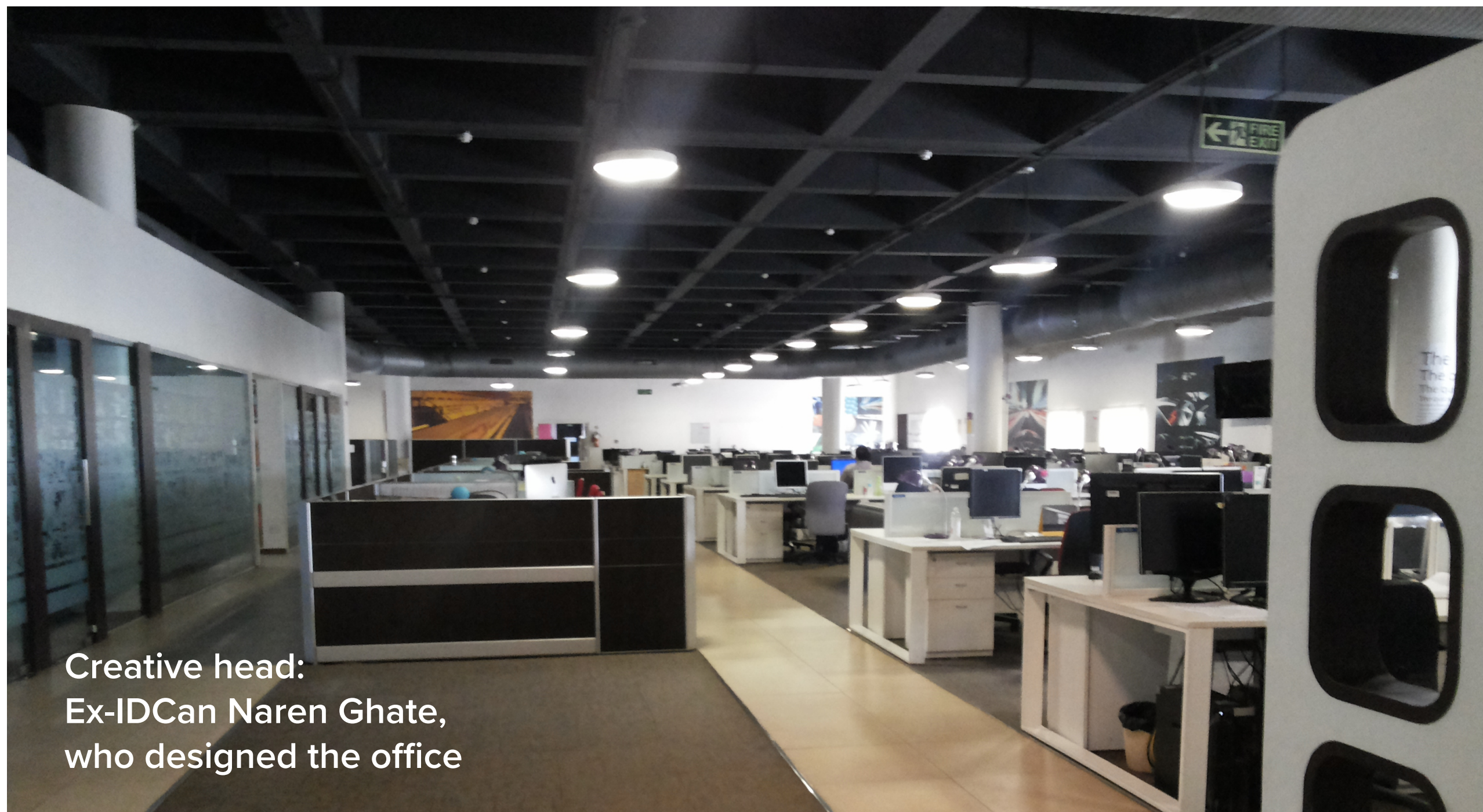
BY SHRESHTA JAISINGH







Incorporated on May 5, 1989



Creative head:
Ex-IDCan Naren Ghate,
who designed the office

TATA ELXSI

AEROSPACE

AUTOMOTIVE

BROADCAST

CONSUMER ELECTRONICS

DEFENCE & PUBLIC SAFETY

HEALTHCARE

MEDIA & ENTERTAINMENT

NETWORKING & TELECOM

RETAIL & CONSUMER GOODS

TATA ELXSI

- Headquartered in Bangalore, India, with a global network of offices in Dubai, France, Germany, Japan, Malaysia, Singapore, South Africa, UAE, UK, and USA
- Services in the areas of Service Design, Design Research, UI/UX, Product, Visual and Automotive Design
- The Graphics team started as an auxiliary to the Product Design department, mostly to create standard packaging labels
- Over 3,000 employees! = Design Factory

THE CASE FOR **BRANDING**

Brands—Stalking horses for international capitalism?

“(Brands are...) A fascist state where we all salute the logo and have little opportunity for criticism because our newspapers, television stations, internet servers, streets, and retail spaces are all controlled by multinational corporate interests.”

– Naomi Klein, Author of “No Logo”

- Brands began not as a means for consumer exploitation, but of consumer protection
- In pre-industrial days, a brand provided a guarantee of reliability and quality. It's owner had a powerful incentive to ensure good products, in order to persuade people to come back for more
- Distance created a need for brands
- In poor countries, the arrival of foreign brands points to an increase in competition

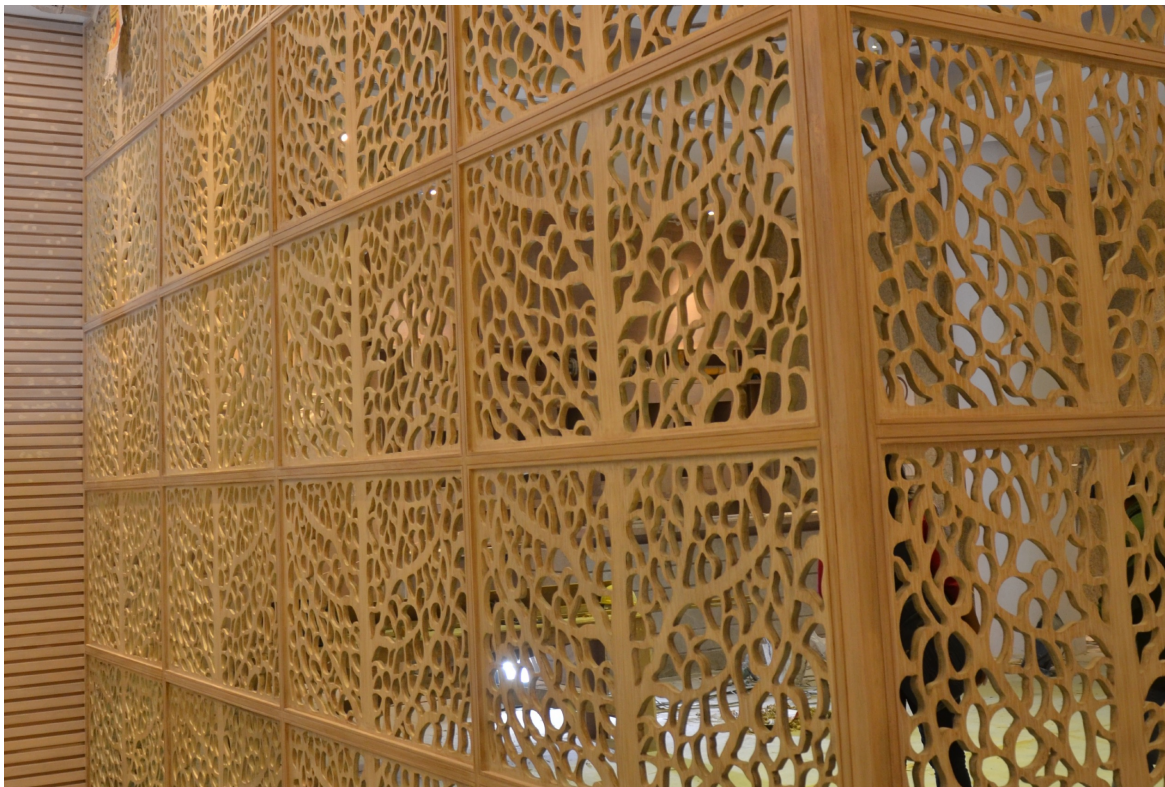
BRANDING

A transit hotel at the Mumbai International Airport Limited (MIAL)

NIRANTA

- A temporary nest for travellers who need to make a pitstop at MIAL
- All branches have a large aquarium at the facade
- The architecture of the hotel featured extensive Jaali (lattice) work
- Branding brief was to examine themes of transience, relaxation, and the calming effect of water





CHOSEN LOGO—1ST ROUND



COLOR PALETTE



Pantone 8643 C



Pantone 273 C

LOGOTYPE

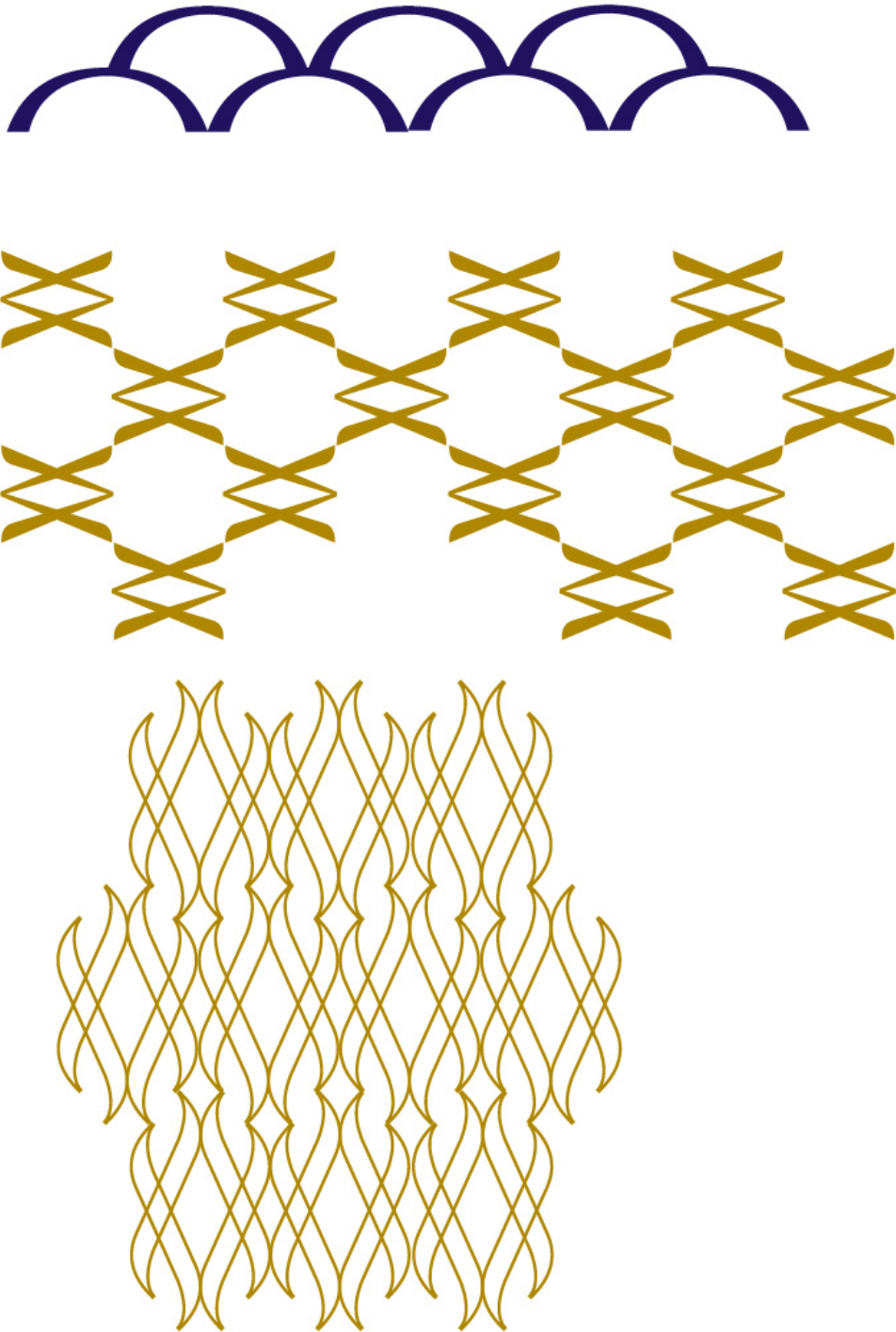
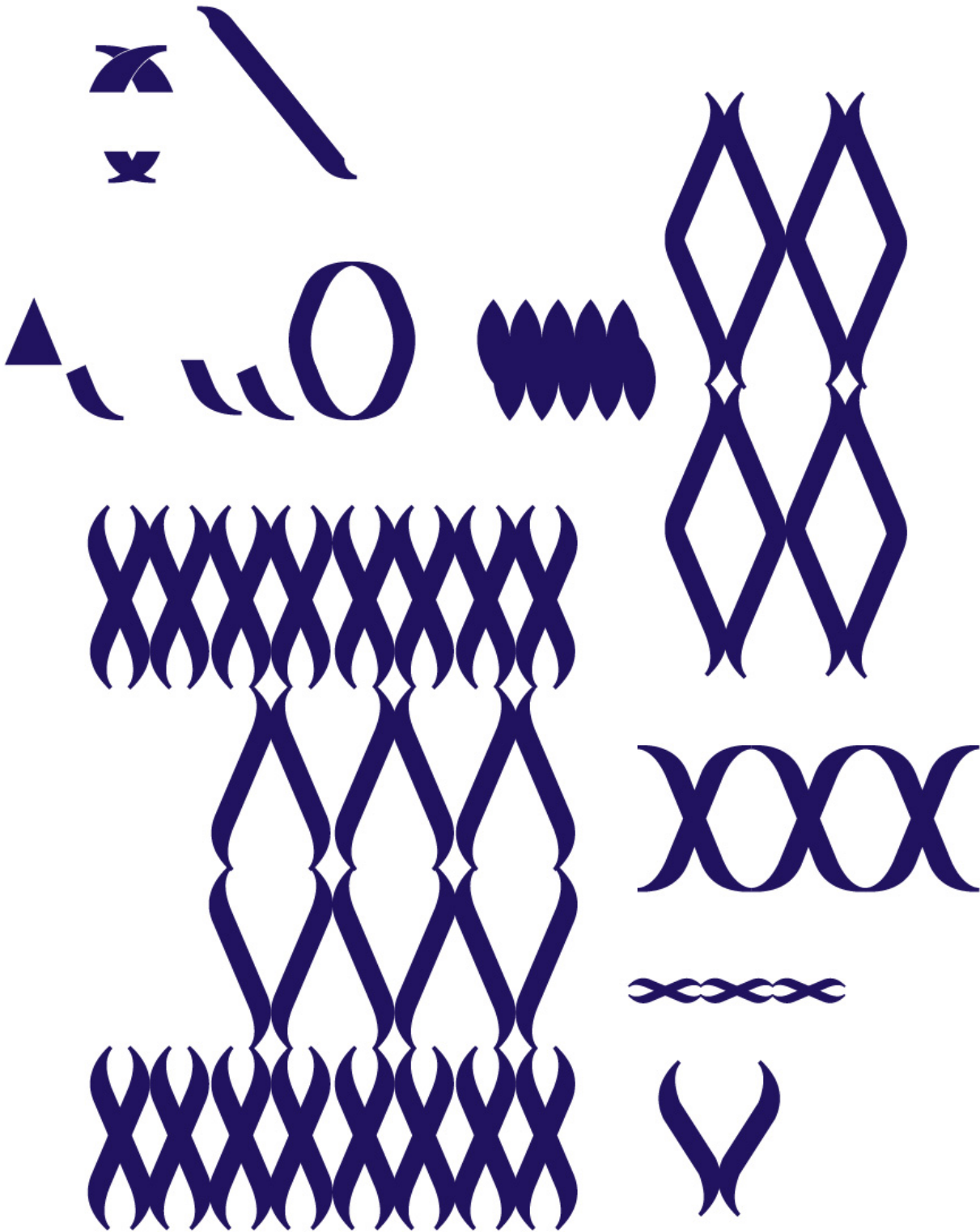
Philosopher



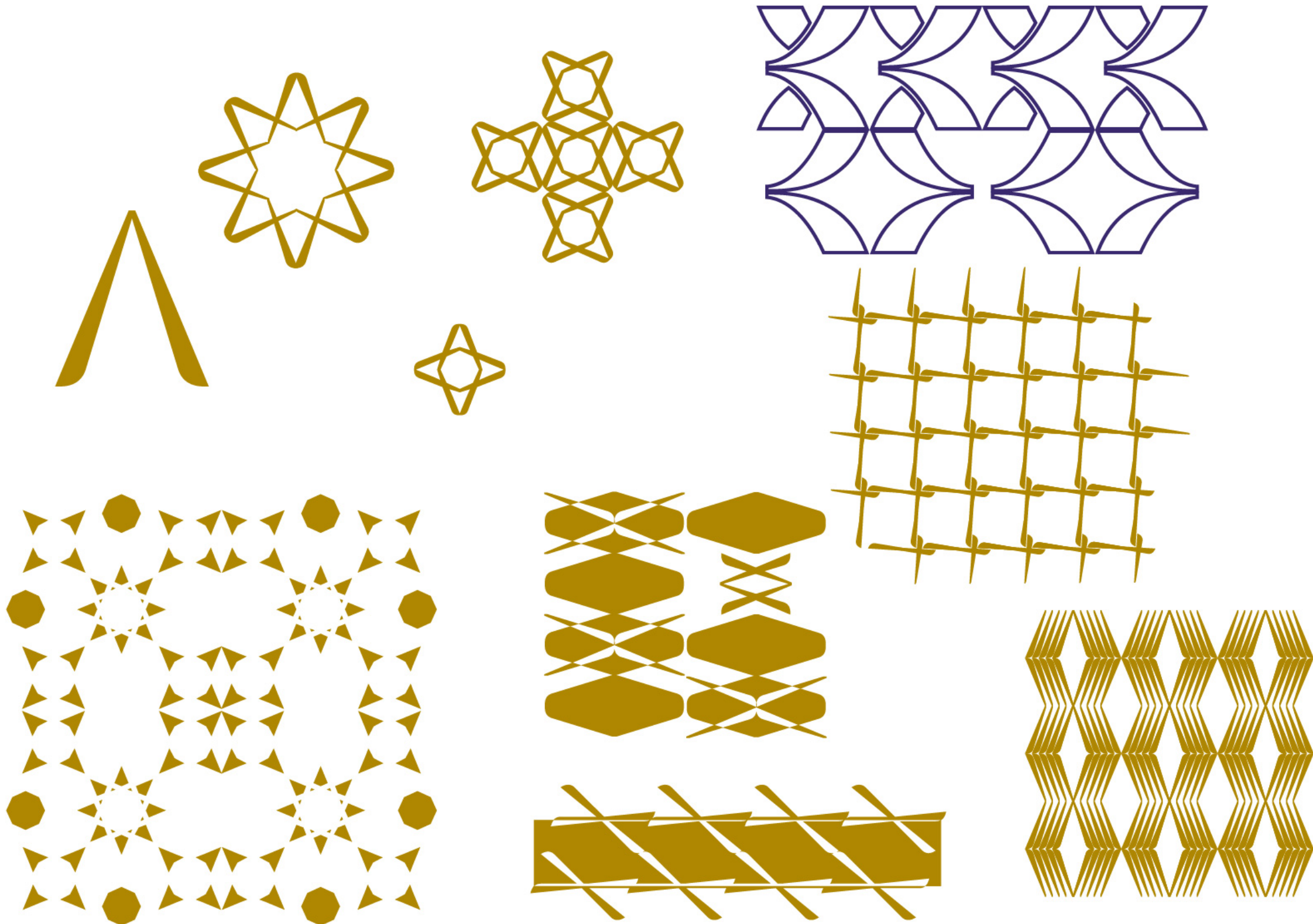
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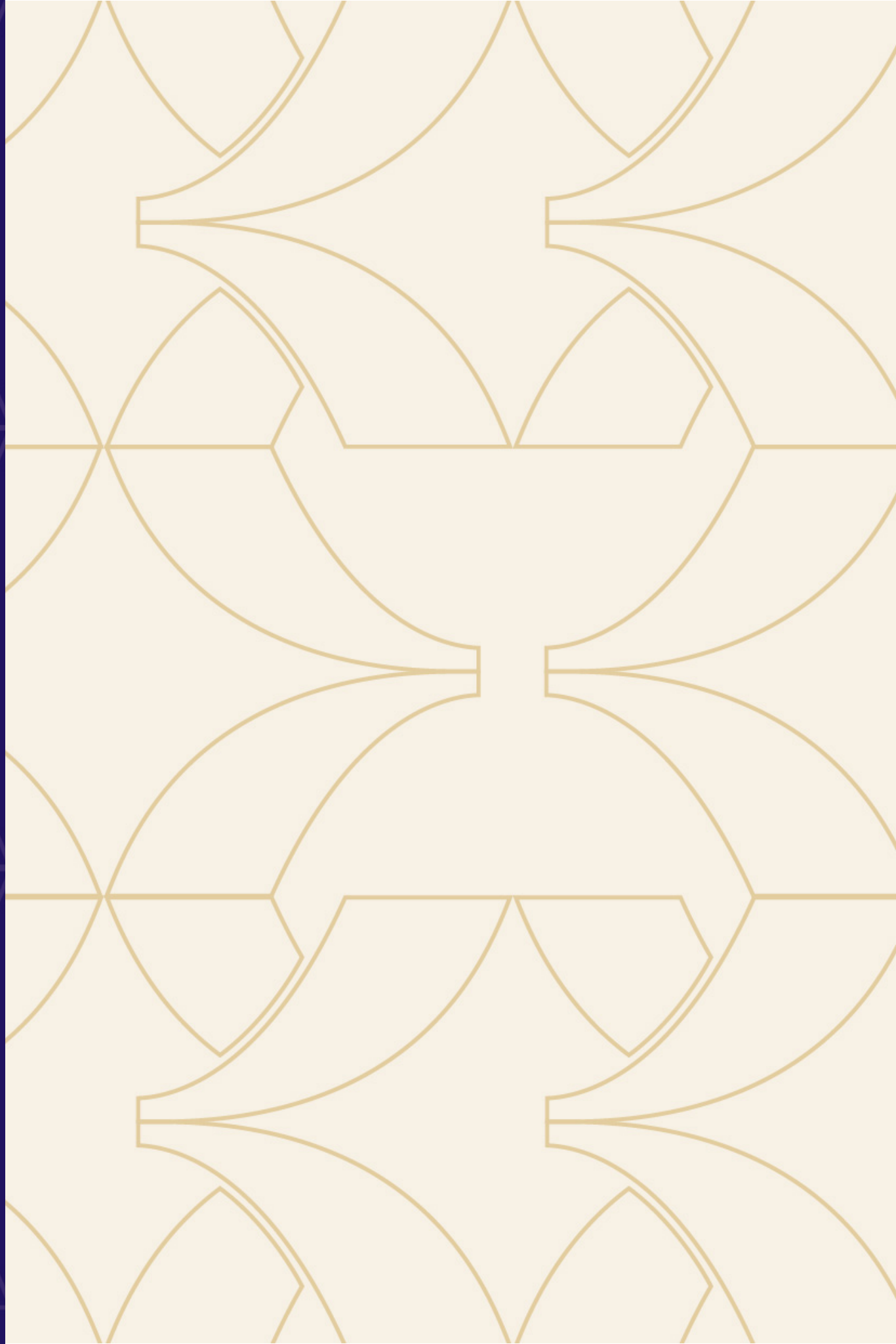
A

EXPLORATIONS



EXPLORATIONS





Mr. Harish Rao
General Manager

NIRANTA

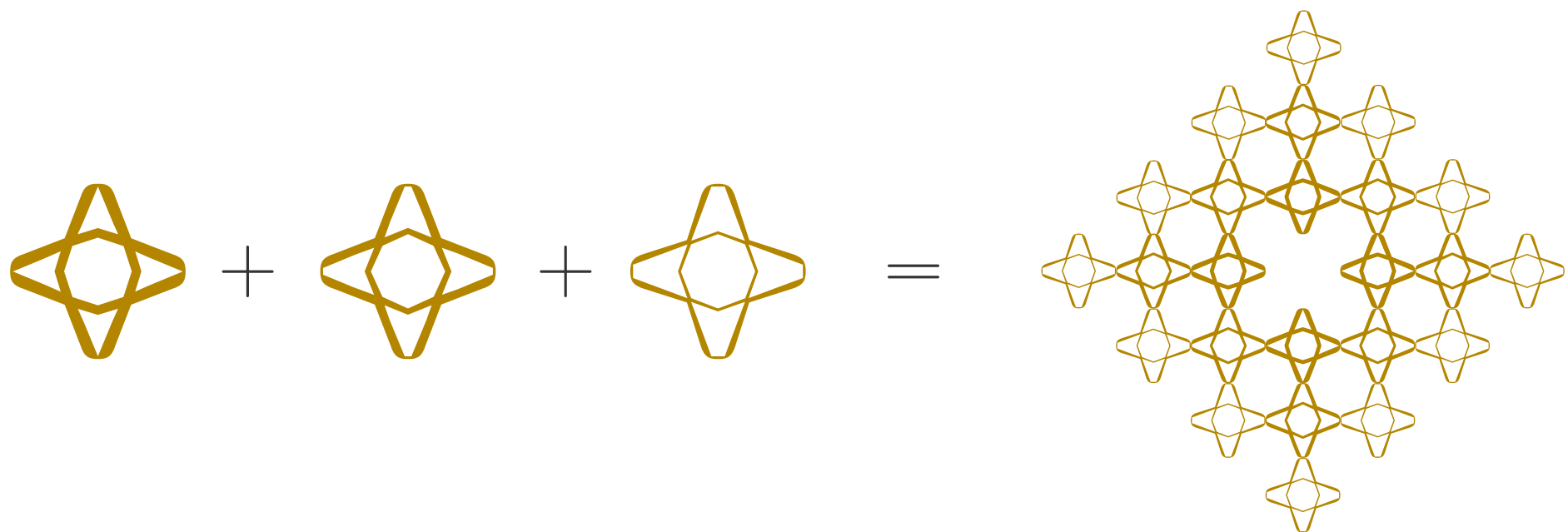
harish@niranta.com | www.niranta.com
Tel: 91 22 8889 0980 | Fax: 785 903 64 77 74
Niranta, Airport Transit Hotel & Lounge, Terminal 2, CSIA, Mumbai

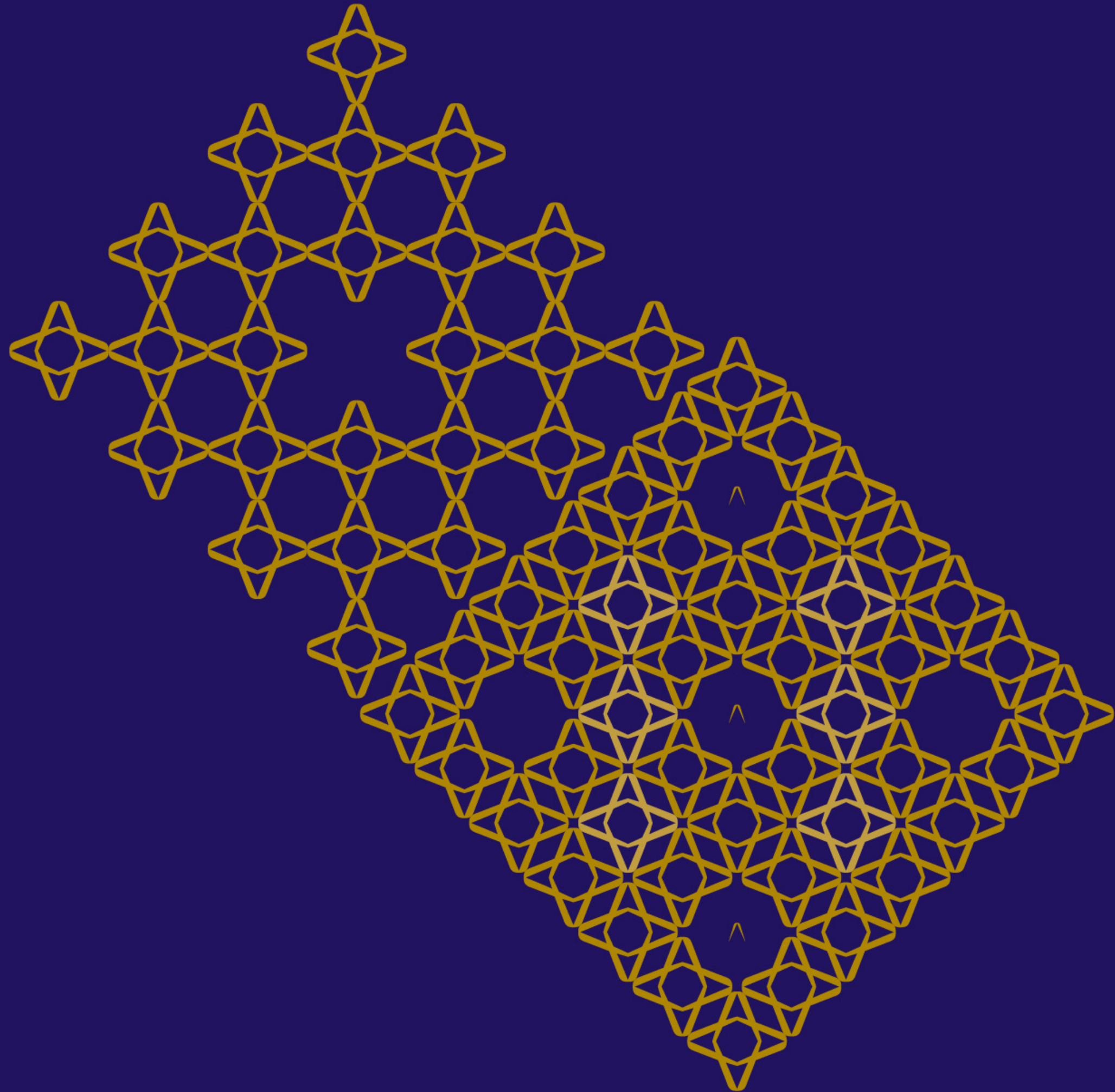


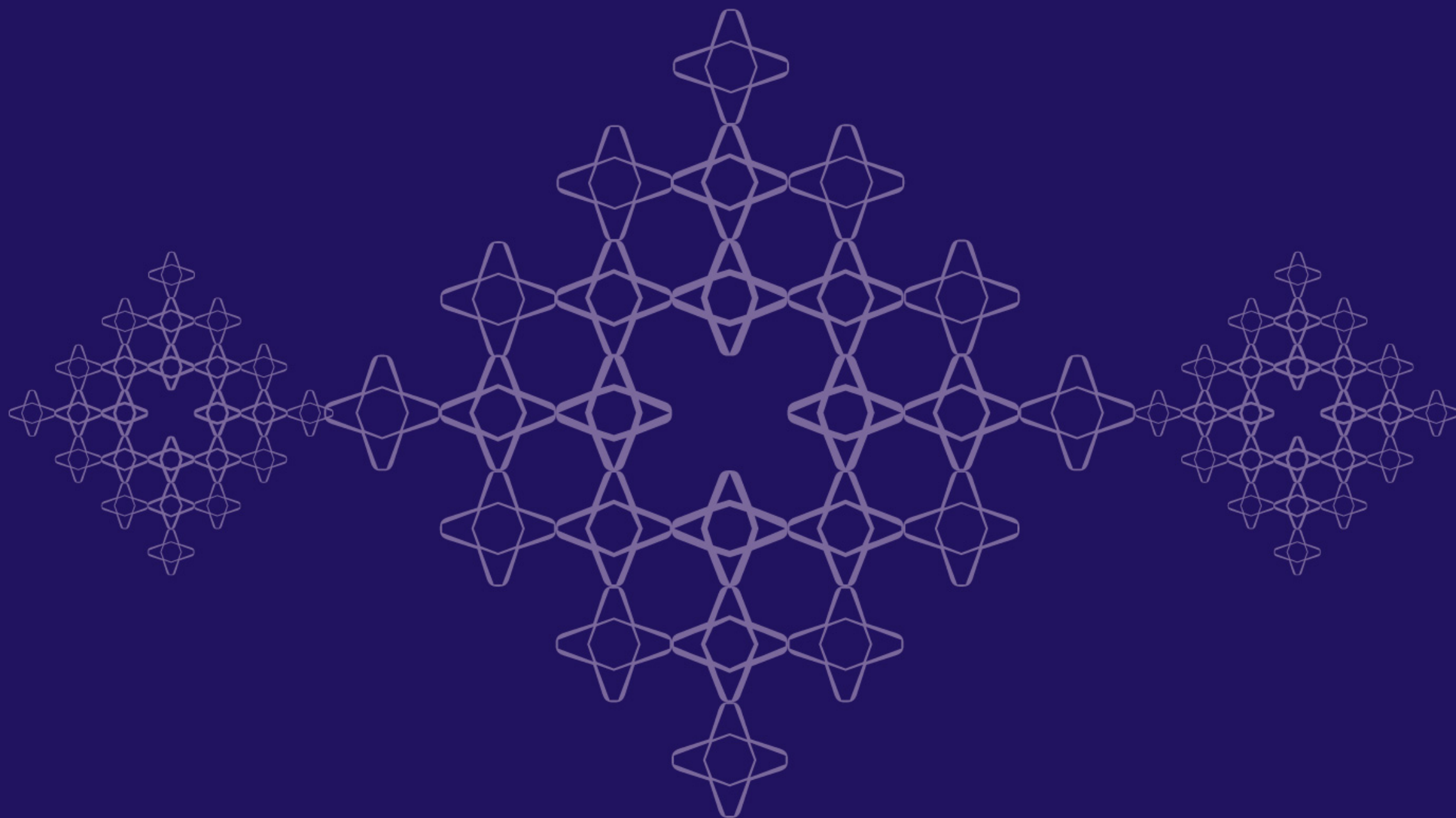


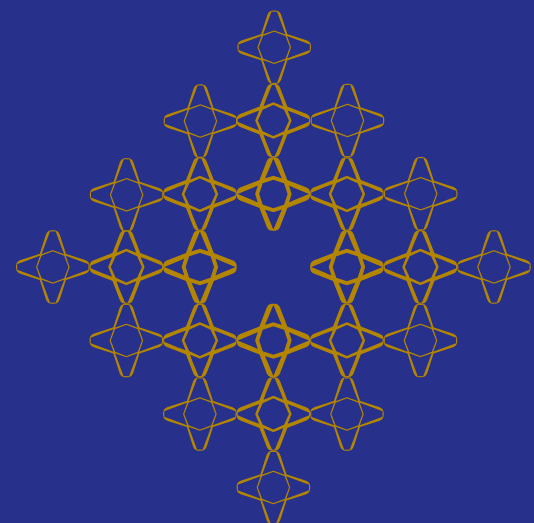
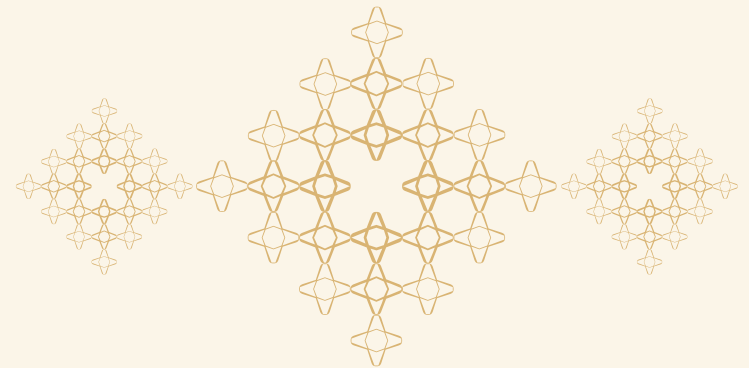
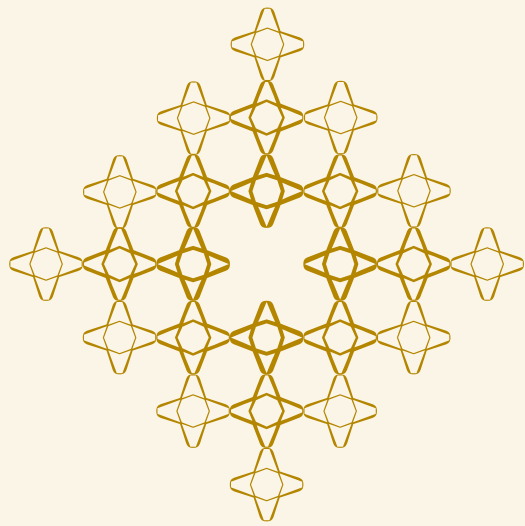
NIRANTA











Mr. Harish Rao
General Manager

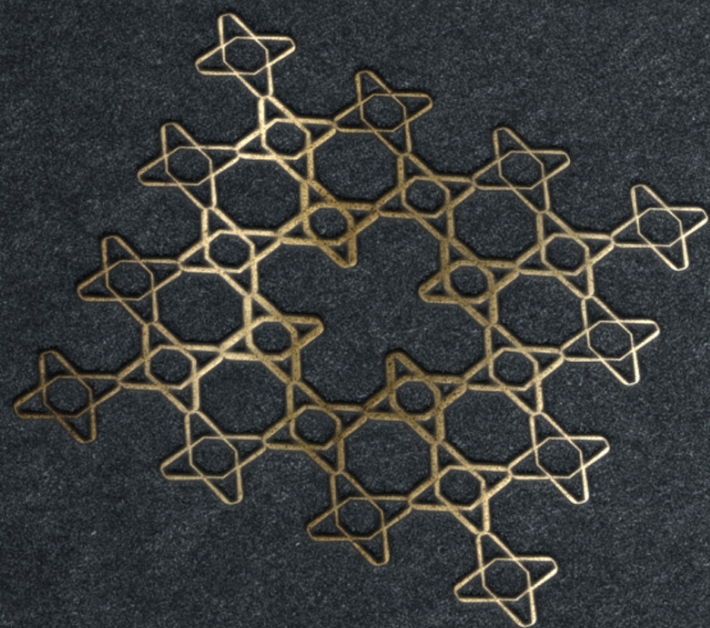
NIRANTA

harish@niranta.com | www.niranta.com
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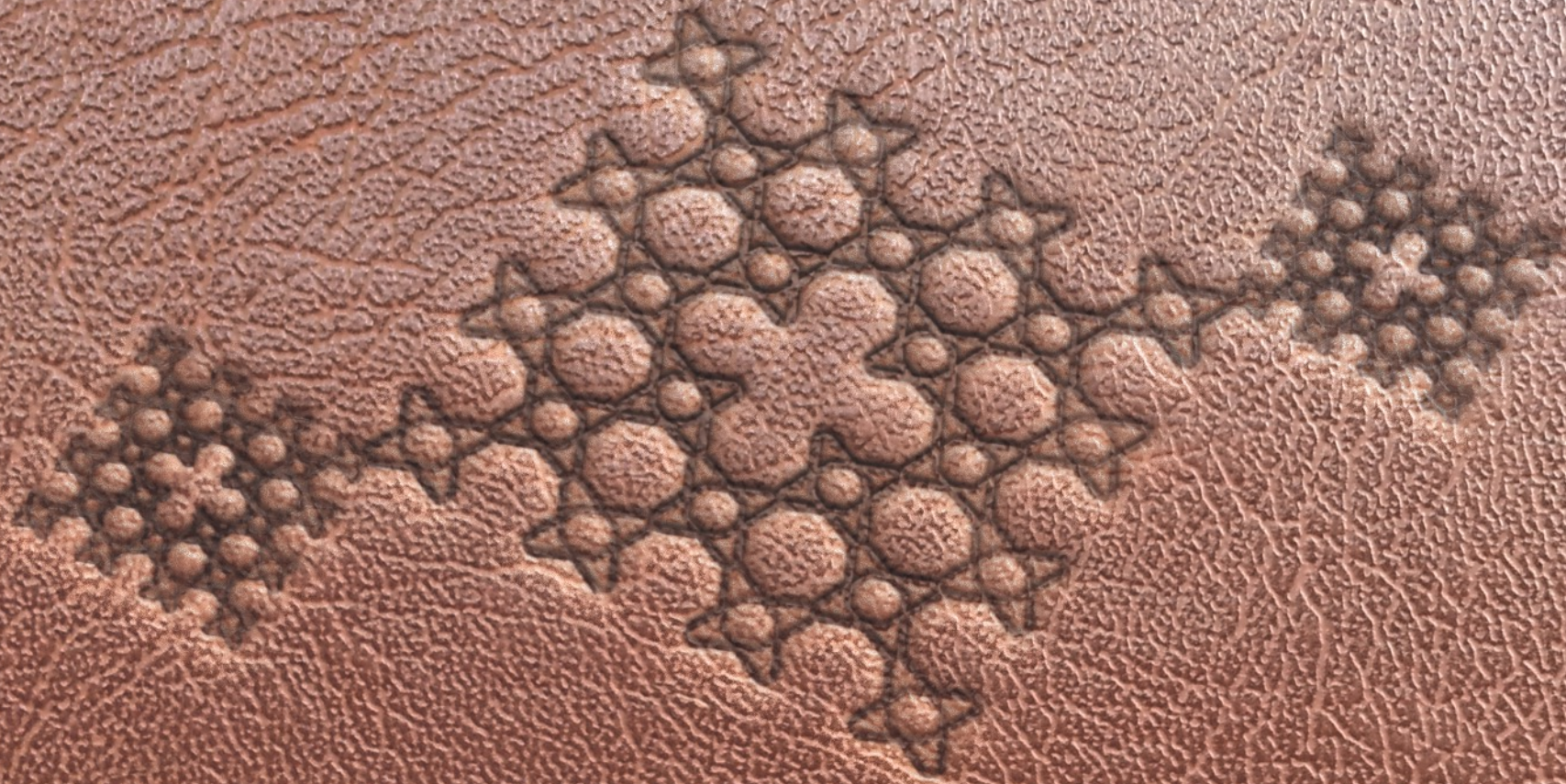




NIRANTA



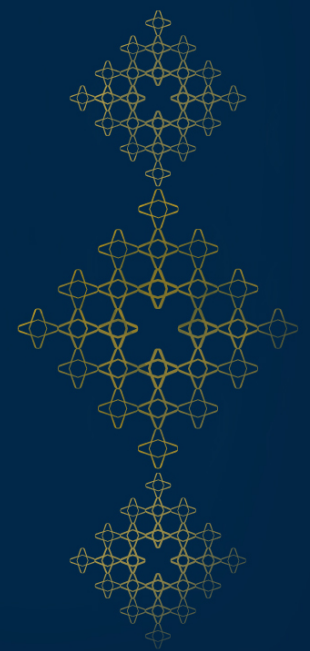
NIRANTA



NIRANTA



NIRANTA

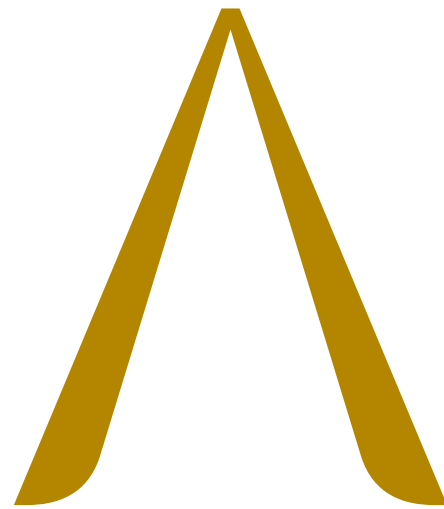




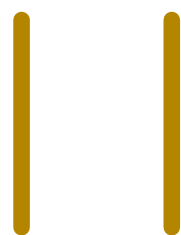


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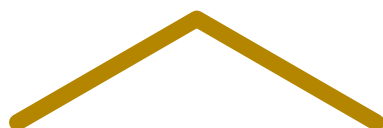


Using elements from the logo itself, this route breaks down the 'A' and establishes the essence of brand to create an octagon-inspired, symmetrical motif. The tessellated pattern is instantly recognizable and serves to homogenize every aspect of the hotel for better brand recall.



PAUSE

+



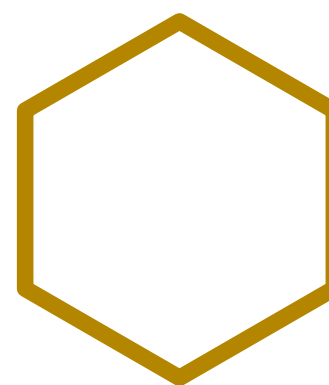
TRANSIT/
NIRANTA

+



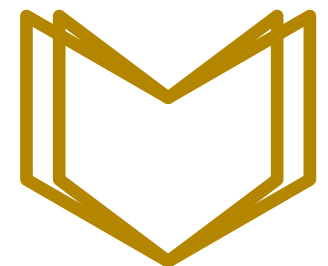
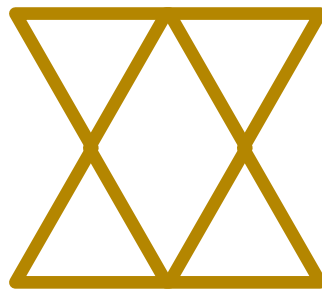
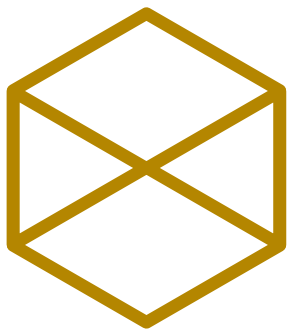
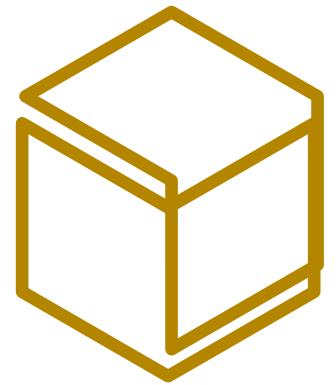
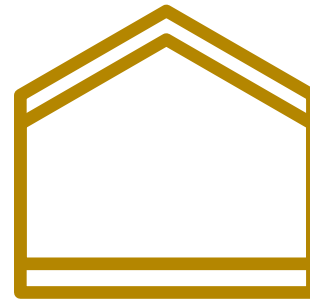
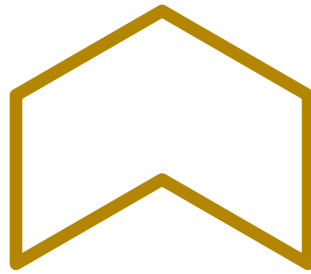
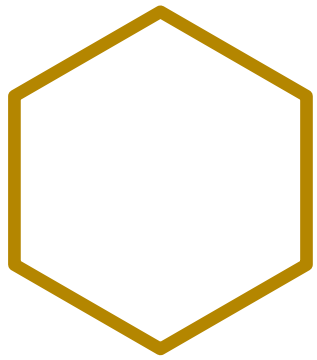
TOUCHDOWN

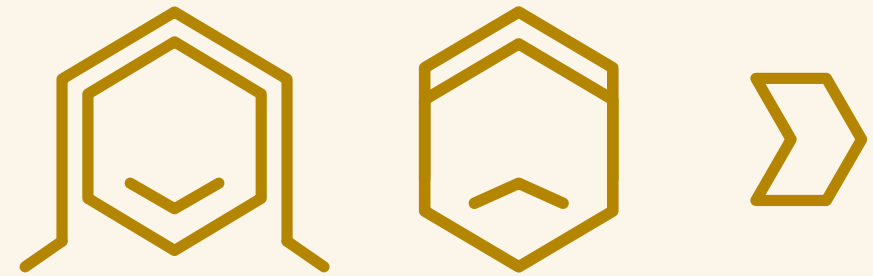
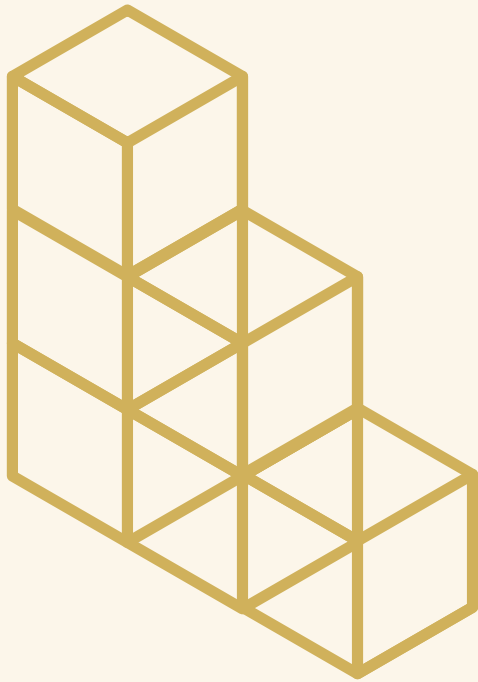
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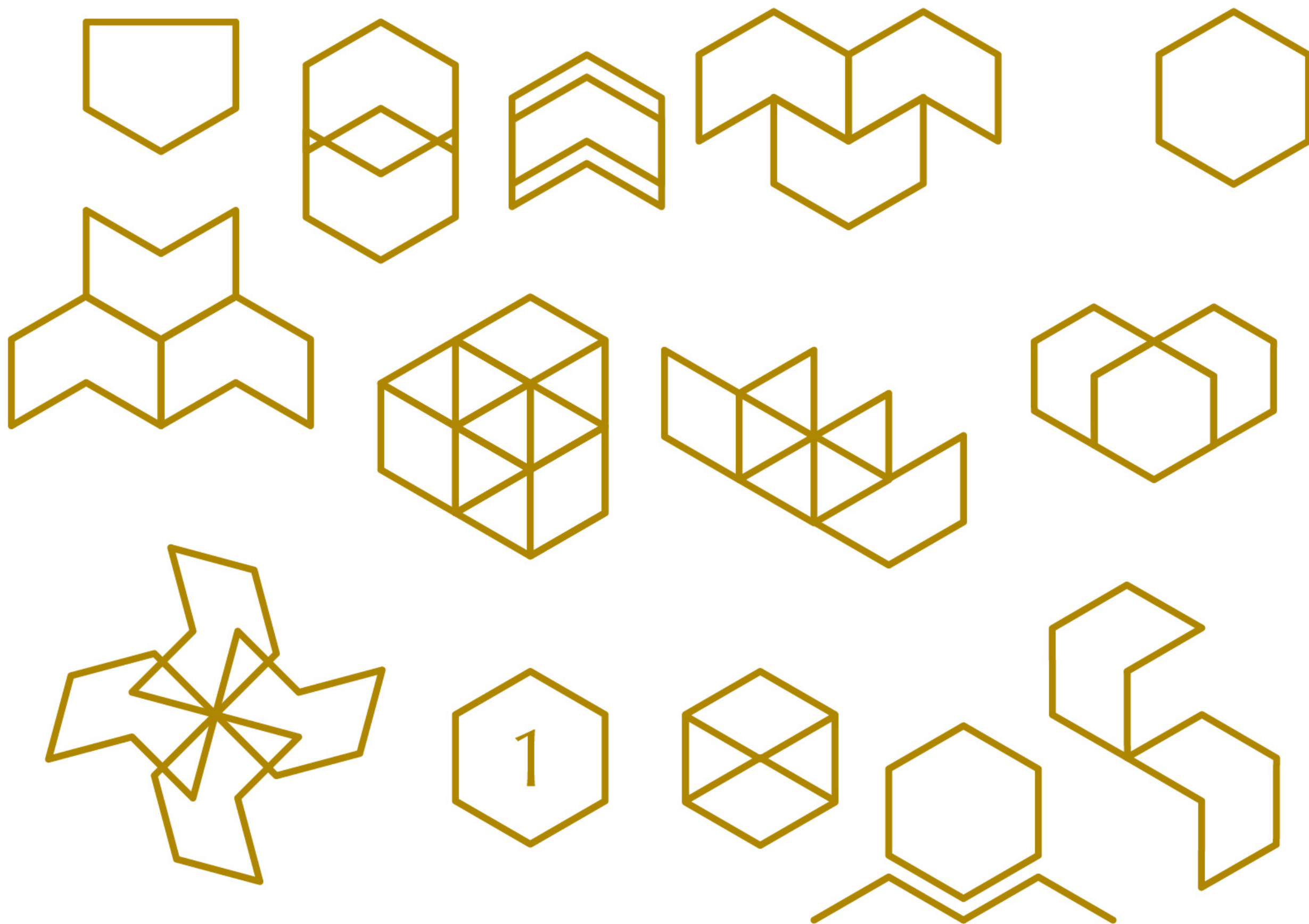


CELL / HIVE /
SPACE / ROOM

UNIT VARIANTS / EXTENSION OF BRAND LANGUAGE









PAUSE

+



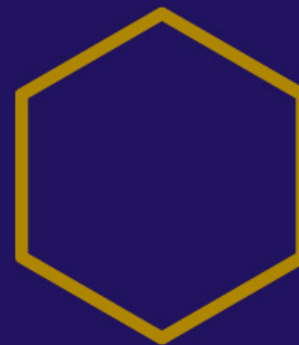
TRANSIT/
NIRANTA

+

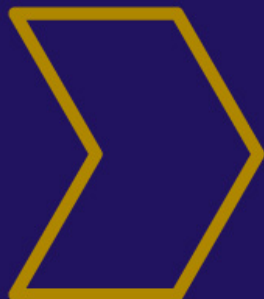


TOUCHDOWN

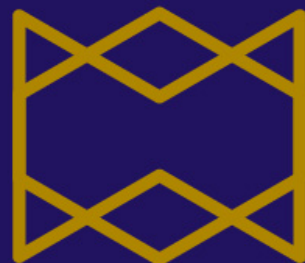
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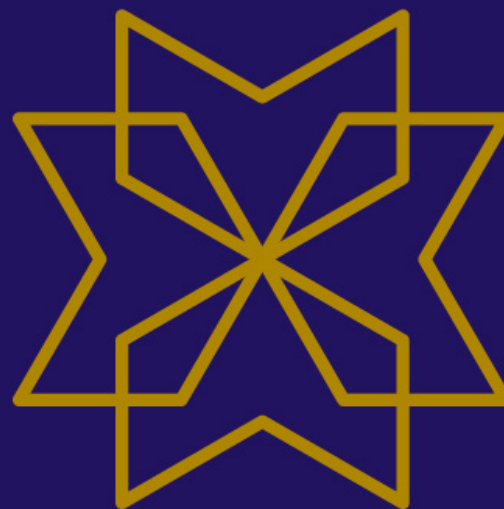
CELL / HIVE /
SPACE / ROOM



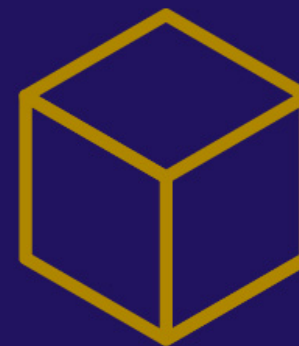
DIRECTIONAL
SIGNAGE



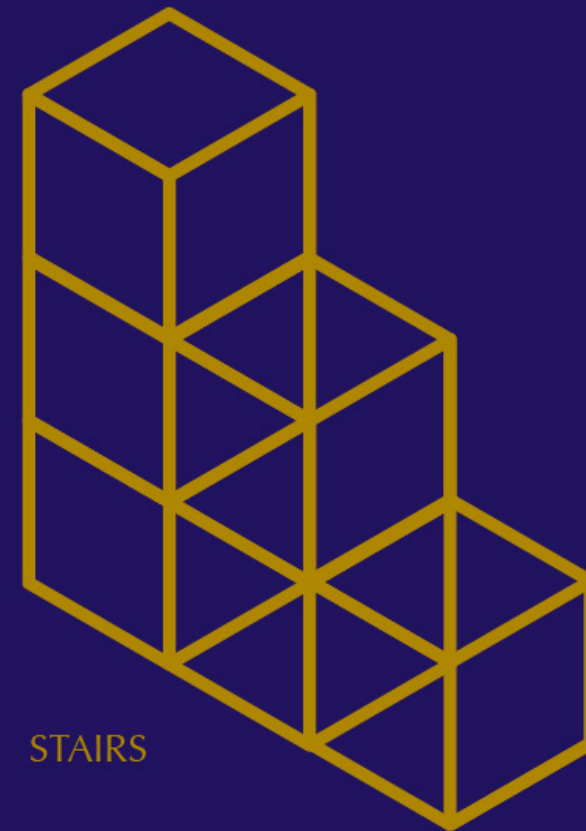
SUITES



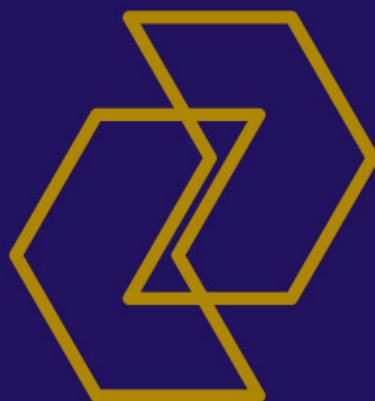
SPA



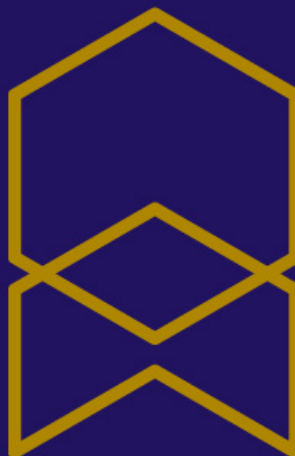
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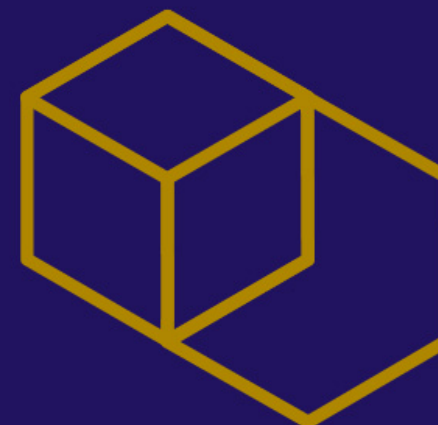
STAIRS



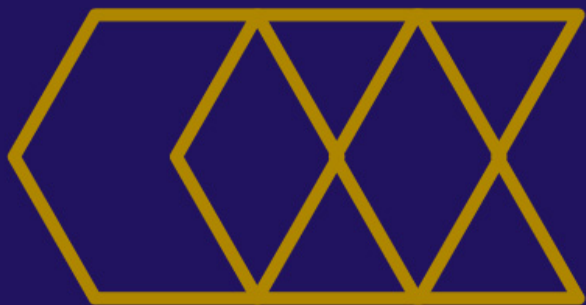
CHECKIN/
CHECKOUT



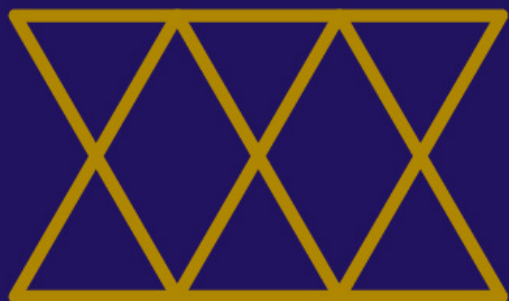
SAFE



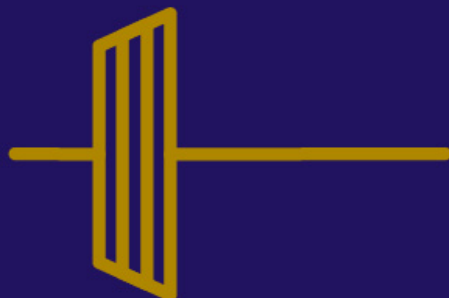
SERVICE /
HOUSEKEEPING



RECEPTION



GYMNASIUM

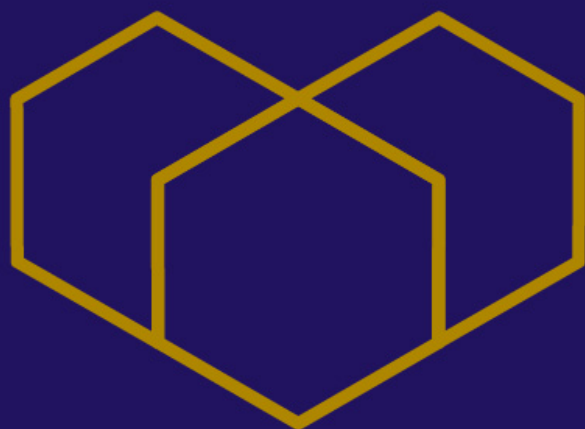


GYMNASIUM

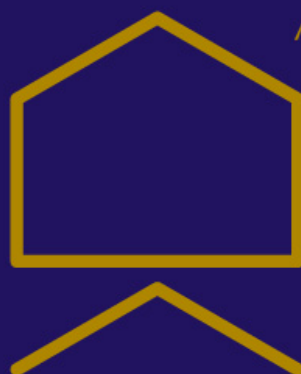


DO NOT DISTURB

MADE WITH LOVE



COMPLIMENTS TO THE CHEF /
HONEYMOON SUITE /
MADE WITH LOVE



RESTAURANT

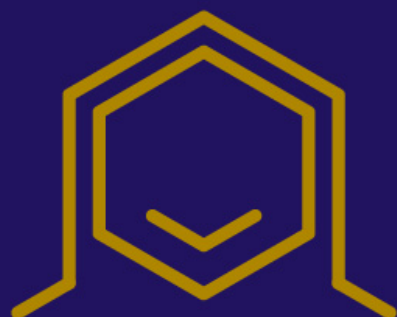
ASTRINGENT



RESTAURANT



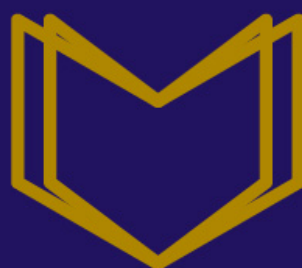
WELCOME



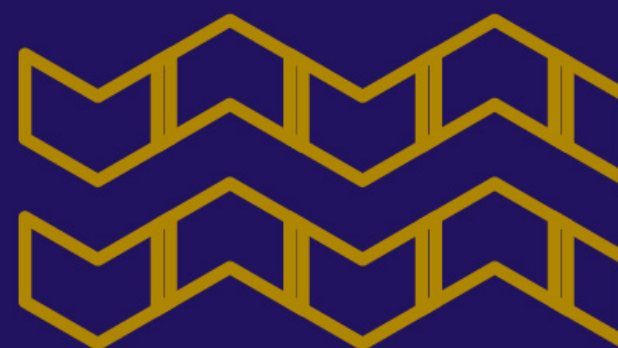
WOMEN



MEN



READING ROOM



POOL





WOMEN



MEN



GYMNASIUM



POOL







PLEASE CLEAN
MY ROOM



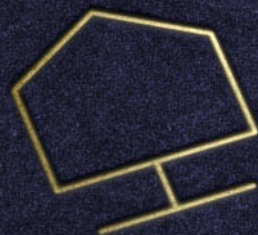
NIRANTA



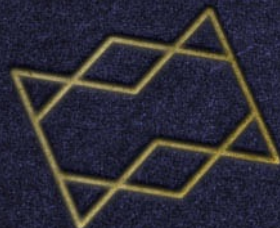
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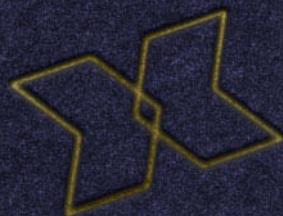
HOUSEKEEPING



RESTAURANT



RECEPTION



DO NOT DISTURB



SPA



NIRANTA

Dear Mr. Smith,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Donec orci purus, luctus vitae dignissim eu, iaculis sed purus. Vivamus faucibus, ipsum nec aliquet viverra, leo mauris condimentum ligula, sit amet sagittis enim ligula quis arcu. Nam egestas tortor id nisi porttitor mattis. In tortor ante, ultricies in suscipit a, tempus non massa. Vivamus et auctor mi. Fusce vel massa nulla. Phasellus nec eros mauris, et scelerisque orci.

Donec malesuada orci vitae nulla accumsan porta a id massa. Quisque accumsan iaculis magna sit amet fringilla. Maecenas consequat, magna eget tincidunt semper, odio nibh rutrum mi, id feugiat ante nisi eu risus. Vestibulum nunc orci, rhoncus a placerat in, ultricies in mi. Cras mattis varius eros, vel fringilla nisi suscipit eget. Quisque scelerisque sagittis nulla at porttitor.

Sed id augue vitae urna euismod commodo aliquet a quam. Pellentesque arcu velit, cursus et malesuada ut, consequat et diam. Nullam erat sem, rhoncus id ullamcorper vitae, rhoncus et arcu. In ultricies ultricies nulla, ut rutrum nisi iaculis at. Donec eu magna a metus ornare faucibus. Fusce aliquet faucibus ultricies. Morbi semper, est id tincidunt gravida, sem arcu adipiscing lacus, ac bibendum nulla leo eu purus. Quisque nec diam sed risus consectetur a ccumsan quis quis nibh. Vestibulum id purus lorem.

Sincerely,

John Doe

(912) 555-1234 / hello@yourwebsite.com
1600 Pennsylvania Ave NW, Washington, DC 20500, United States of America



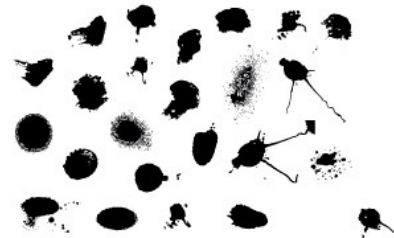
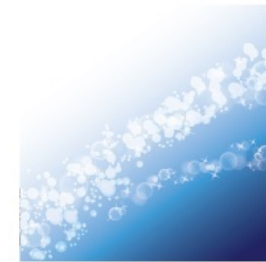
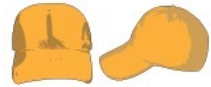
PACKAGING

Vanish detergent packaging pitch for Reckitt Benckiser

VANISH & AIRWICK

- Brief was to create Key Visuals, i.e. infographic visuals on the front of the packaging
- The illustrations have to keep in line with the existing packaging, no change of style
- The visuals follow a particular format, size, color scheme, text size, typography (even the percentage of the drop shadow!), etc. as per the RB brand manual











STAIN REMOVAL IN JUST
STAIN REMOVAL IN JUST



30
SECS

WHATEVER
THE COLOUR
WHATEVER
THE COLOUR





APPLICATIONS



AMAZING STAIN REMOVAL **1ST TIME**
WHATEVER THE STAIN



Vanish
Oxi Action







PARA CADA MANCHA
UNA SOLUCIÓN

STAIN REMOVAL IN JUST
30 SECS

WHATEVER
THE COLOUR

COMPARTE
TUS TIPS

**SILVIA, ¿MANCHA DE CAFÉ?
¡NO HAY PROBLEMA!**

"MEZCLA VANISH CON AGUA TIBIA, DEJA LA PRENDA REPOSAR POR UNA HORA Y LAVA NORMALMENTE EN LA LAVADORA".

ENTRA A VANISH CAM

STAIN REMOVAL IN JUST
30 SECS

WHATEVER
THE COLOUR

ZOR LEKELERE ELVEDA





INCRÍVEL REMOÇÃO DE MANCHAS NA

1ª LAVAGEM

CLIQUE NA ABA
E CONFIRA

Likes

See All

Fan Page
NameFan Page
NameFan Page
Name

Create a Page

Add to My Page's Favorites

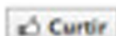
Subscribe via RSS

Unlike

Report Page

Share

Vanish Brasil



Suprimentos domésticos



Confiamos tanto no poder de Vanish em tirar manchas que lançamos o **COMPROMISSO VANISH**: roupas sem manchas ou seu dinheiro de volta.

EXPERIMENTE E COMPROVE

[Para período e regulamento, clique aqui.](#)

ESQUEÇA AS MANCHAS

Encontre a melhor maneira de usar Vanish por tipo de tecido e mancha.



VANISH RESPONDE

Fomos atrás das dúvidas do pessoal sobre Vanish, confira as respostas.

INCRÍVEL REMOÇÃO DE MANCHAS NA

1ª LAVAGEM

CONHEÇA OS PRODUTOS
ENTENDA OS DIFERENTES BENEFÍCIOS
DE CADA TIPO DE VANISH

*para as versões de Vanish em pó

You and Hike - Social Apps



5 friends like this.

People You May Know

See All

User Name

[Add Friend](#)

User Name

2 mutual friends

[Add Friend](#)

User Name

[Add Friend](#)

User Name

2 mutual friends

[Add Friend](#)

User Name

[Add Friend](#)



NO ES SUFICIENTE SÓLO CON DETERGENTE

LA NUEVA FÓRMULA INTELIGENCE DE VANISH
DETECTA LAS MANCHAS Y LAS ELIMINA





Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER

STAIN REMOVAL IN JUST
30 SECS
WHATEVER
THE COLOUR

**WHATEVER
THE STAIN**



AMAZING
STAIN REMOVAL
1ST TIME

Vanish
Oxi Action

Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER

Vanish
Oxi Action
FABRIC STAIN REMOVER



Vanish



WHERE THERE'S A STAIN
THERE'S A WAY







ALSO WORKED ON:

- Maps of Periyar river and theorised themes for **Kochi Metro** (concept proposal for 1st station in Aluva)
- Created wall graphics for Space design for **TCL**
- Research/ Referencing **Tata SEZ** in Orissa (1st round— Scope of Work presentation)
- Brochure redesign for Taj London — **St. James Court**
- Content creation for **Niranta**, taglines, naming the Spa, Gym, Restaurant, etc.

