



INDIAN CREATIVE AGENCIES & STUDIOS



By Creative Gaga

01



THE INDIAN CREATIVE AGENCIES & STUDIOS

Creative Gaga Annuals

First Edition

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*Dedicated to all the creative souls
who chose to embark on a unique
journey in which they become
inspiring for others!*

CREATIVE
gaga



THE INDIAN CREATIVE AGENCIES & STUDIOS

Vol. 01

Design plays a vital role in the evolution of human society. The contemporary concept of design and designers is the result of the mechanisation and industrial revolution and has evolved into a specialised field of study over time. This field has not only revolutionised the industrial sector but also contributed heavily to the cultural, social and economic aspects of the society.

The designers develop a visual metaphor for our world, thus creating a hospitable space that we can all relish whilst providing aesthetic beauty, increasing functionality and ultimately making our lives a little more comfortable and enjoyable.

We are all subjected continuously to design, regardless of our choice of profession. If we choose to simply look around us, we can quite easily observe that everything from packaging on our favourite eatable to signs, advertisements, fonts and logos are the creations of designers. We all as active members of this society, are the users of these designs. Hence it is imperative to understand the thought process and effort which goes into such creations in order to appreciate such works of art.

Hence, we at Creative Gaga took it upon ourselves to gather such brilliant designs, regardless of the niche categories and present it to you - our beloved readers from all walks of life. We desired to bring forth the complications, challenges and unique solutions discovered during their creative process. To those of you who already belong in the creative field and to all the design students and aspiring designers, we hope that through this book you find inspiration and receive insight into the process adopted by some of the most established creative teams and designers in the field. If you are a connoisseur of art, then this book is a must-read, since it not only enlists award-winning designs but also provides a detailed case study and designer's thought process for each work.

As you turn these pages, prepare yourself to be astounded by the beauty and complexities of the designs of some of the most seemingly simple products. Every line, every colour and every dot present in composition serve a particular function while contributing to the intricately woven story narrated by the designer on behalf of their client. These visually balanced yet striking works of art are presented to you, to help you understand the realm of design better.

The function of a good design isn't limited to aesthetics and beauty. It must be teleological, that is, serve a specific function, and it must be semiotic, that is, it must contain a deeper meaning in relation to the subject or simply put, it is the content or the message of the design. And these can be witnessed through the case studies present in this book. For a designer, a design is also a means of communication. If we could look past the dazzling colours and intrinsic symbols, one can find an ocean of hidden messages, all open to our interpretation. These hidden treasures provide depth and significance to a design. By the end of your journey through these pages, we hope that you can better observe and read the designs present around you, for every design is to a work of art to be relished and cherished. That is the greatest ode to a designer.

This book is our effort to document some of the most extraordinary design agencies and studios of our times, to inscribe such brilliant works of art in pages of history. We sincerely hope that through this book we illuminate all the gifted and skilled creative teams from everywhere in the country, thus securing India's position in the global design industry by showcasing a collection of quality design projects created in India in recent times.

However, our ardent desire to showcase most, if not all, the brilliant design projects and agencies and studios through this book could not be realised due to the unexpected setbacks caused by the global pandemic, COVID-19 and unavailability of several creative teams. Fortunately, this book is just the first part of the series. We hope to realise this fervent wish in the volumes to come.

Stay home, stay creative and stay inspired!



Aaiba Design

Expertise
Brand Identity

Aaiba Design Studio provides strategic brand development consultancy, brand identity designing, creative designing and film publicity designing. Founded in 2014 by Saurabh Chandekar and Rasika Chandekar, the studio caters to vivid industries ranging from food and beverages to architecture and automobiles.

Driven by a passion for the communication business, the studio aims to develop a new style and visual language for each design. They staunchly believe that language and style of a design must be backed by a strong brand strategy.

Inspired by the word 'aai' (mother) and 'baba' (father) in Marathi, the studio metaphorically describes their clients as children and wishes for their success in the market, which is also compared to the world. AAIBA has been bestowed with several awards for their work, some of which include New York Advertising Award, consecutive Fox Glove Awards and the IDA Award.

Behance
[/AAIBADesign](#)

Insta
[/aibadesign](#)

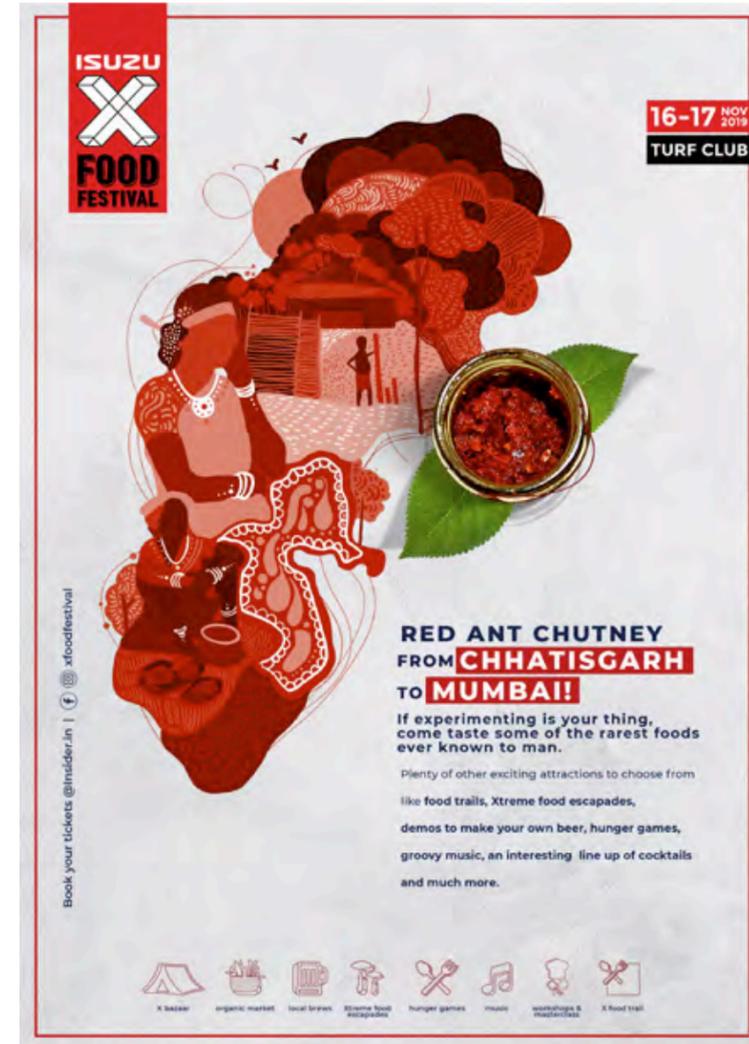
Facebook
[/aibadesign](#)





Isuzu Food Festival

This campaign was meant to highlight rare local delicacies from several parts of India and showcase them at the festival and create a one-of-a-kind food walk disguised as a gastronomic experience. The challenge was to create an identity for the campaign around rare and unknown foods such as red ant chutney to toddy duck roast from various regions and bring them together to establish a strong brand identity. The name 'X' Food Festival was decided upon to showcase the 'X Factor' in the local and regional foods. The items on the menu were illustrated with vivid colours and geographical symbols to intrigue the audience, highlight the culture behind it and set the mood for the festival.



“ AAIBA was a great find for our proprietary event - the Isuzu X Food Festival. AAIBA quickly grasped this unique concept and created a graphic illustration encompassing all that this food narrative was about. They handled the creative duties across the board for outdoor, BTL activation, and print while working alongside our internal creative team to make this a festival that is here to stay ”



Thanush Joseph
Co-Founder & Director - Marketing 70 MEDIA



Pune Heritage Festival

Aaiba was approached to come up with a campaign for the Pune Heritage Festival. The idea was to intrigue people about the festival and depict a combination of art, cultures and architecture that defines the city 'Pune'. To execute this, historic landmarks that have a legacy as well as a peculiar story were chosen to design the posters for the festival. It was meant to take back the audience in time to experience the rich and timeless heritage of the city. As the aim was to attract a niche crowd, the team decided to include activities like heritage walks, workshops and nature trails to ensure the coming together of like-minded people interested in history and heritage.

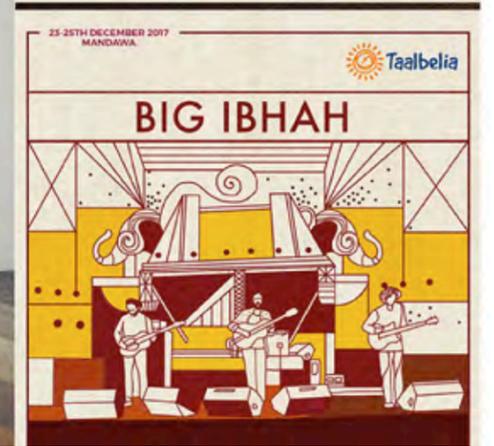
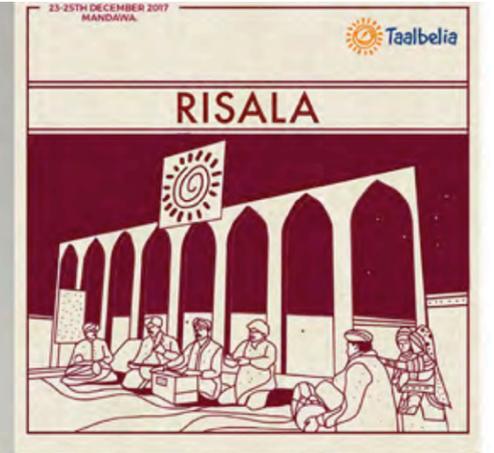


“ When we started brainstorming with team Aaiba on brand promotions, we realised they could pick up our vision for their festival very well. Beyond typical advertising briefs, they participated in the actual activities, research process with respective departments; may it be archeological, history, anthropology, language and were able to visualise our branding for the next three years. We enjoyed this process of briefing a lot and we thank team Aaiba for this assistance ”



Satyajit Joglekar

Director - Vishwakalyan Gurukul Seva Foundation & Pune association with Janwani



Taalbelia

This campaign for the Rajasthan Folk Festival was to be designed to replicate the culture of the state and was to be filled with visual art, adventure, royal hospitality along with scintillating music performance. The identity of the event had to be fresh, clutter-free without stereotypically portraying Rajasthani culture. The task was to bring pan India attention to the festival while it was being held at a small village in Mandawa. This made it imperative that the folk culture of the village had to shine through as well. Hand drawn forms, colours and expressions were used to create a raw and natural aura for the festival while empowering the locals in collaboration with Rajasthan Tourism as well. Social media platforms also used the same language and theme to promote the festival.



“ The insight they chose was apt, as this is about intellectual property and the festival was about offering an experience. The illustration style they developed was original and international, which suited very well with our brand. We were truly overwhelmed after seeing the results of this campaign. Aaiba’s work has truly helped us uplift our brand image in the long run ”



Siddhartha Chaturvedi
Founder & CEO of Event Crafter



CodeCraft Technologies

Expertise
**Web and App
Design**

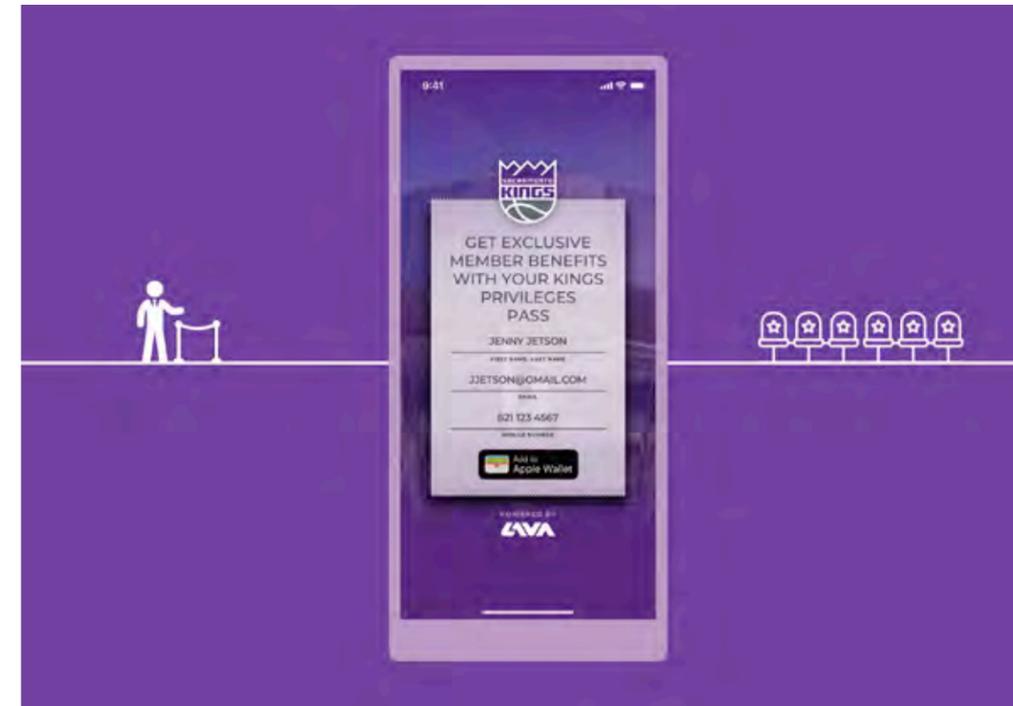
Codecraft Technologies is a product strategy and experience designs firm based out of Mangalore, Bengaluru and USA. They are a multi-award winning digital transformation company that offer a broad spectrum of services ranging from Digital Strategy, UX/UI design and developing technology solutions for Mobile and Cloud platforms. The company has crafted solutions for diverse domains such as Healthcare, IoT, Petrochemical, Energy, Cloud Security, eCommerce, and OTT to name a few.

Web
Codecrafttech.com

Insta
[/codecrafttech](https://www.instagram.com/codecrafttech)

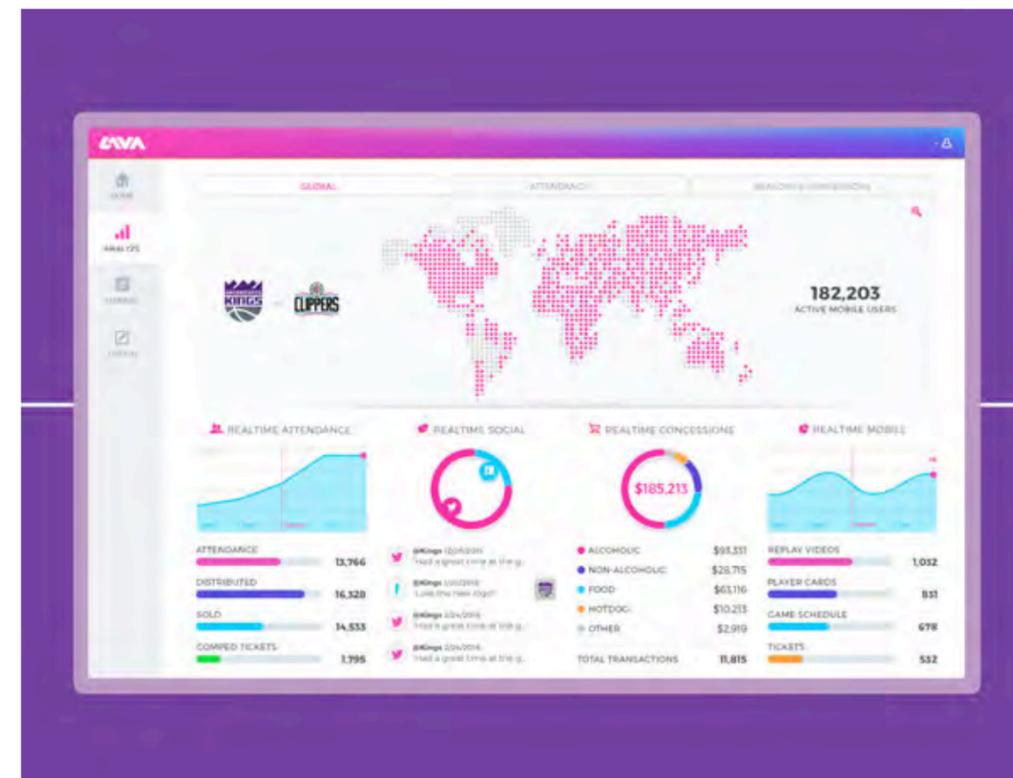
LinkedIn
[/company/codecraft-technologies-private-limited](https://www.linkedin.com/company/codecraft-technologies-private-limited)

Codecraft acts as digital partners for businesses that range from bootstrapped start-ups to billion-dollar enterprises. Founded by the CEO Dikshith Rai, the company has received several accolades for their work such as India's Best Design Award at the Pool Awards, Silver Prize in Design for Society and has also been a finalist at the NASSCOM Design Awards 2018.



Lava - Stadium Experiences

A next generation software platform that would be used by team owners, event managers and marketers during live NBA games at the Golden1 Centre - The Sacramento Kings' home ground in California. It needed to provide insights for instant business action and ways for brands to connect with their customers in the moment. Real time data from internet-of-things (IOT) connected devices, such as digital wallet transactions and location information had to be leveraged to enhance customer experience, generate incremental spend and for making operational improvement. Lava needed to combine real time experience passes and membership to personalise customer moments and deepen loyalty and retention. The absence of customer behavior analysis had lead to a poor user experience, which in turn lead to a loss of revenue. The team came up with a solution which comprised a web dashboard and a mobile SDK to help client applications get a 360-degree view of the operation in real-time. Team owners and event managers could monitor stadium analytics such as attendance, merchandise and concession stand sales as well as incidence reports.

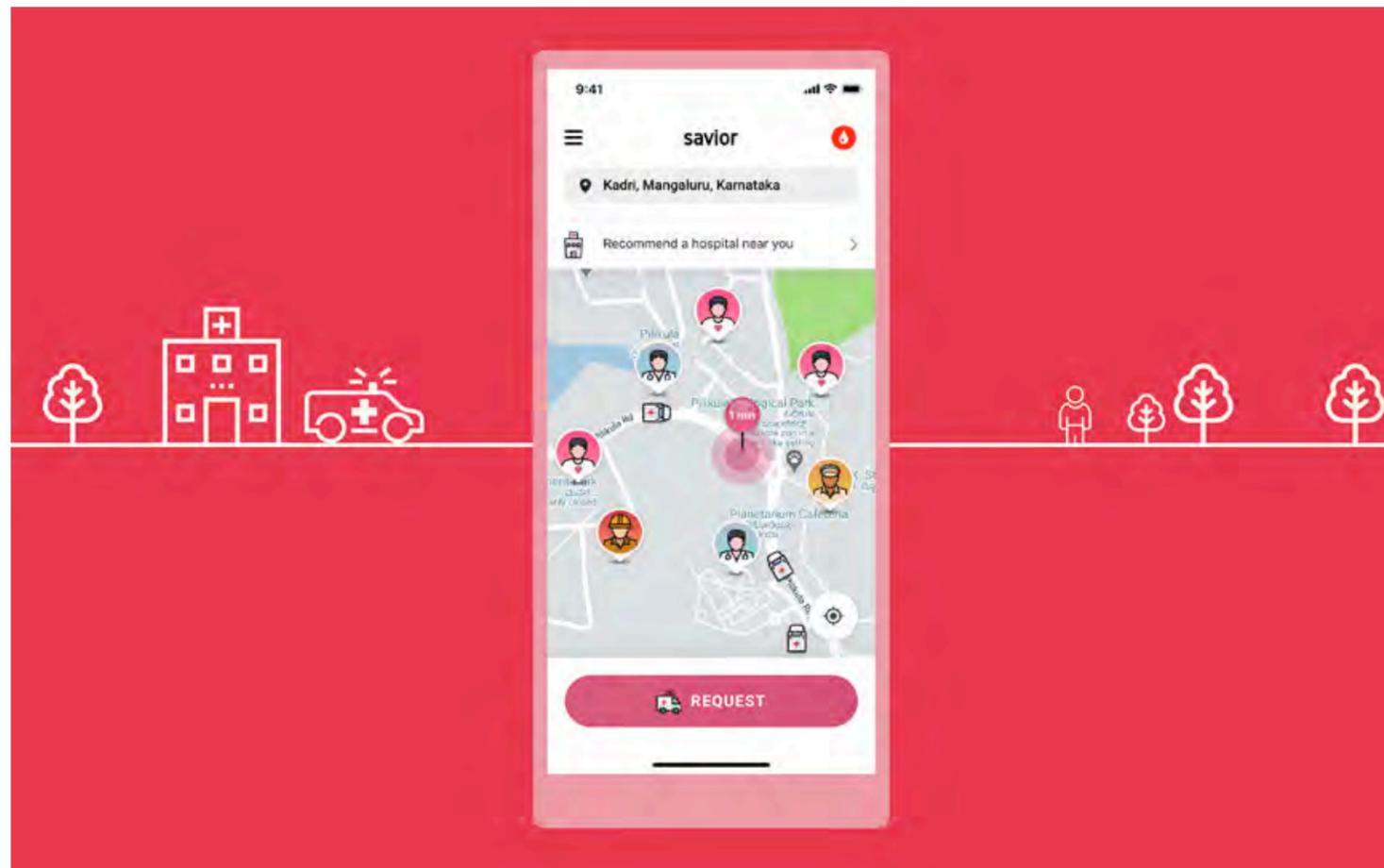


Savior - Ambulance Booking

Savior - an ambulance booking solution that aggregates ambulances from various hospitals that are part of the Savior network. However, the team had to ensure that the ambulance booking process is made quick and easy as time here is of paramount importance. Ambulance response times are a matter of life or

death, especially in critical situations like a cardiac arrest. The lack of awareness among people about following the right procedures in case of an emergency also had to be addressed. Bringing all of these issues under one umbrella and solving them proved to be a challenging task for the team. Codecraft enabled a collective network of ambulances from various hospitals across the city, thus improving

their availability. The apps for the consumer and driver enabled a direct and free booking model and eliminated operator intervention and drastically improved ambulance response times in the city. An insights dashboard also rounded off the ambulance booking solutions suite with features such as ambulance on-boarding and tracking of trips and driver performance.





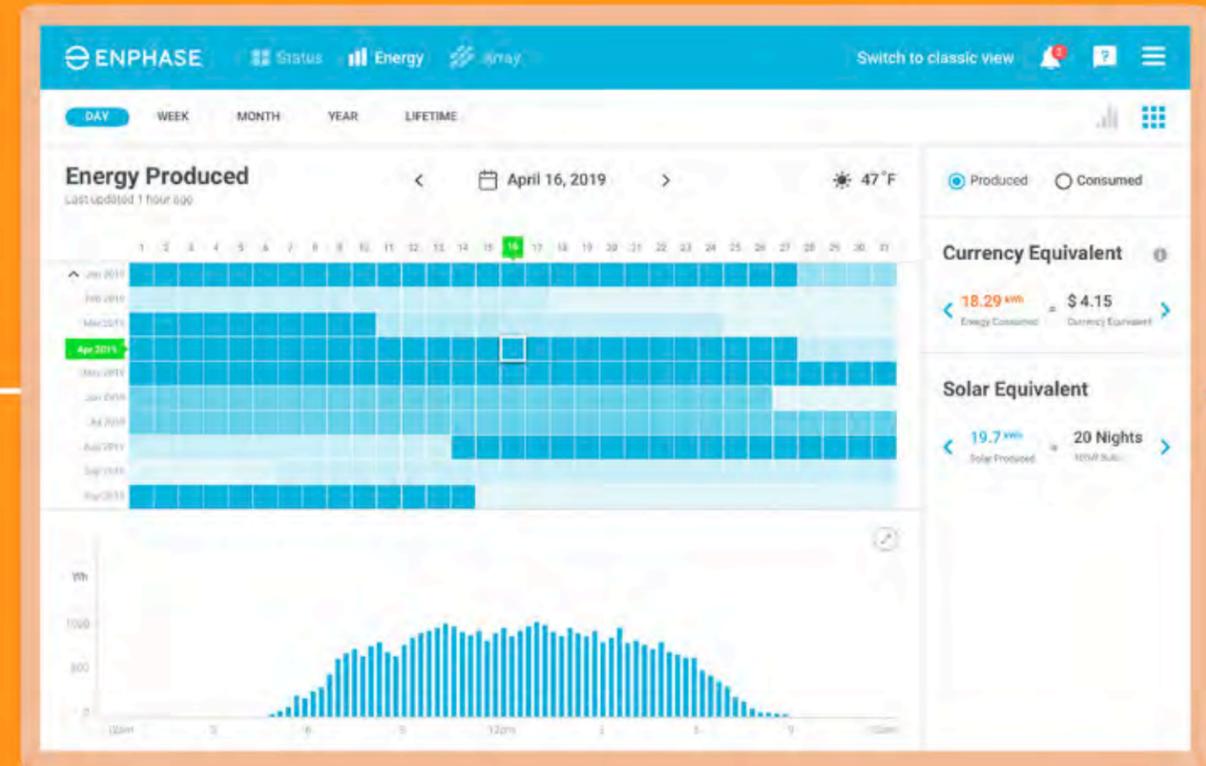
SmartBP - Blood Pressure Monitoring

Smart BP is a blood pressure monitor that efficiently manages, tracks and analyzes blood pressure measurements. It empowers its users to manage their conditions better and take active control of their health. The client aimed to create mobile solutions that could improve healthcare management and delivery methods. The device had to be user friendly as tracking and managing blood pressure is time consuming and an easy to forget task. It is also easy to forget

records and senior citizens might find it confusing to maintain historical data as well. The app works across different devices and enables the user to track, learn and act. The easy to use interface works well for all age groups and blood pressure readings can be manually entered or automatically synced from any blood pressure monitor that connects through Apple Health or Google Fit. Insights of stats and trends help the user understand what work and what does not. Users can securely share their current and past blood pressure readings with their doctor or health care provider. This results in timely advice and treatment for the user.

“ CodeCraft was instrumental to our success. Their design and technical expertise has helped us create beautiful apps that users love and has consistently ranked amongst the top medical apps worldwide. While they continue to grow, they have been able to maintain that small company flexibility and excellent, responsive customer support that differentiates them from others ”

Pranam Shetty
Founder & CEO



Enphase - Solar Energy Solutions

The team had to undertake the design and development related to the Enlighten app used by the homeowners, the Enlighten Manager and ITK (Installer Toolkit) apps used by the solar installers. Existing versions of the apps in the Enlighten ecosystem had room for improvement from a user experience as well as a tech standpoint. Low user satisfaction and app store rankings had to be addressed for the homeowner app. The challenge was to evaluate the gaps and

implement game-changing design and scalable technologies that would add value to Enphase's lineup. The Enlighten mobile app, for homeowners was upgraded to check the system's health and performance at-a-glance and dive into the finer details such as energy consumption and per-panel energy production data within a single click for desktop and mobile usage. The Installer Toolkit app was designed with the core objective of increasing installation efficiency.

Apart from the design, native apps were built from scratch by building an advanced Bluetooth Low Energy SDK for iOS. Robust offline syncing and API queuing helped the modern micro inverters communicate efficiently with the user interfaces in mobile and web apps. By moving the older legacy monolithic architecture to a microservice architecture, scaling for the product was enabled.

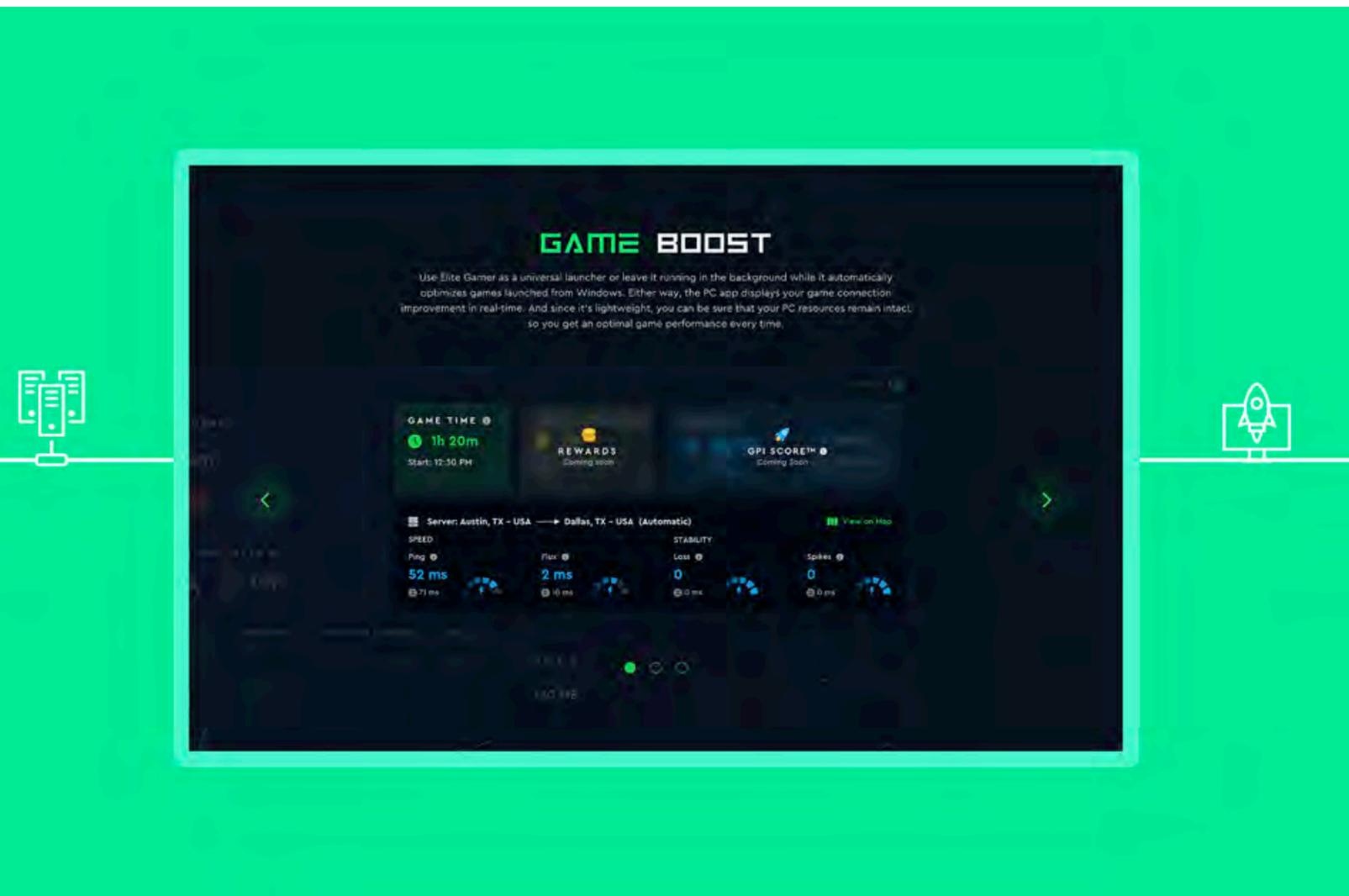
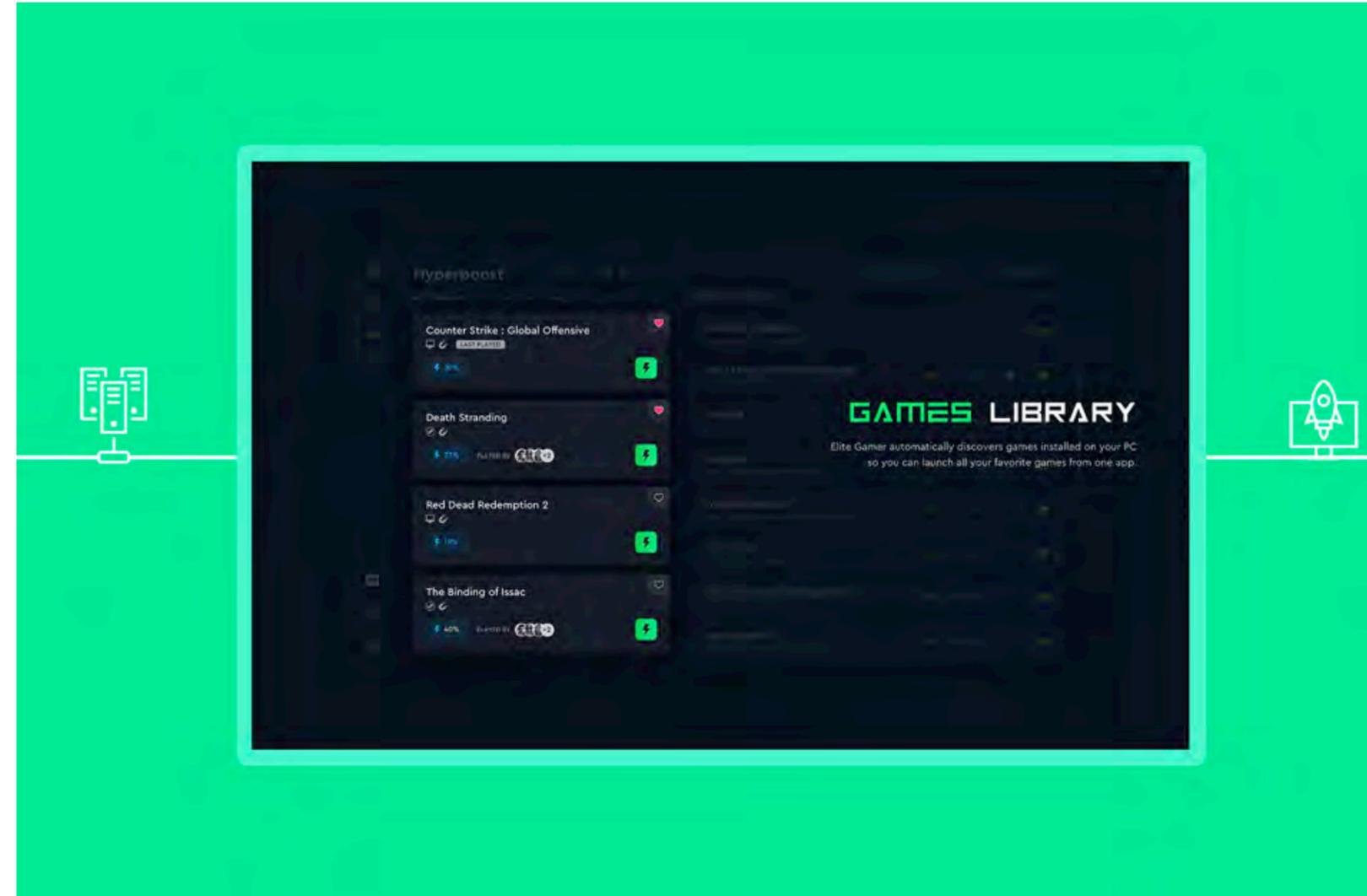
“CodeCraft has been our digital transformation partner since 2019. We engaged them in our Enlighten and ITK Apps. Their commitment to the project, competence in planning and executing our vision is impressive.”

Jayant Somani
VP/GM Digital Business Unit, Corporate
Digital Transformation and Partnerships

Cox: Elite Gamer

Elite Gamer is a service that Cox offers to its internet users. It improves the response time, or latency, which is a key factor that can affect the performance of those who play highly interactive games like online shooters. Cox serves more than 6 million homes in 18 states and this service would appeal highly to customers who are hardcore gamers who cannot live with subpar internet connections. The team had to design and build a cross platform experience that

would run on Windows, Mac, Linux, Mobile apps and consoles. Along with game performance optimisation, the design had to be scalable to accommodate several radical concepts that are part of the roadmap for Elite Gamer. From detecting the user's installed games to optimising the gameplay where every millisecond counts, the features are designed for providing the winning edge in online gaming. A dashboard displays game connection improvements, real-time connection quality and details from previous game sessions. The technology is designed to keep



the user ahead of the competition. Its intelligent routing automatically finds a faster path to the PC game server which optimises the gaming connection. Edge computing ensures that data is always served to the users from the nearest location, reducing lag by approximately 32 percent.

“For Elite Gamer, we needed to build a complex, edge-based gaming solution from the ground up and launch it nationally in 6 months. After developing a good understanding of the endeavor, CodeCraft mobilised a rockstar team of designers, developers and testers as well as a thorough project plan to help us achieve this ambitious goal. Not only did they deliver in a timely manner, we were within our budget and they over-delivered on scope. For anyone looking to achieve the impossible in software development in a tight timeline and budget, be rest assured that CodeCraft can get it done”

Ron Lev

GM, Edge Services and Executive Director of New Growth and Development



Cub Design

Expertise
Brand Identity

A young branding and design studio, Cub Design staunchly believes in providing effective, powerful and intelligent design solutions to their diverse clientele. The studio believes that design must speak for the brand as much as it should relate to the audience and provide the solutions that fit across various collaterals to successfully establish the brand's identity.

They believe in thoroughly researching the market to study the target audience and the competitors' presence before coming up with a unique strategy each time to develop the overall brand. Apart from graphic design and illustration services, the studio offers services such as website designing, marketing strategy, branding and packaging services to target specific audiences as required by their clientele.

Web
Cubdesign.in

Insta
[/cubdesign.co](https://www.instagram.com/cubdesign.co)

Facebook
[/cubdesign.co](https://www.facebook.com/cubdesign.co)



“ The designs are outstanding and my all clients are loving it. Being an owner of the franchise-based business in the Hair & Beauty industry, I would appreciate the efforts & dedication that team cub shows towards the delivery on time and creativity at its best ”

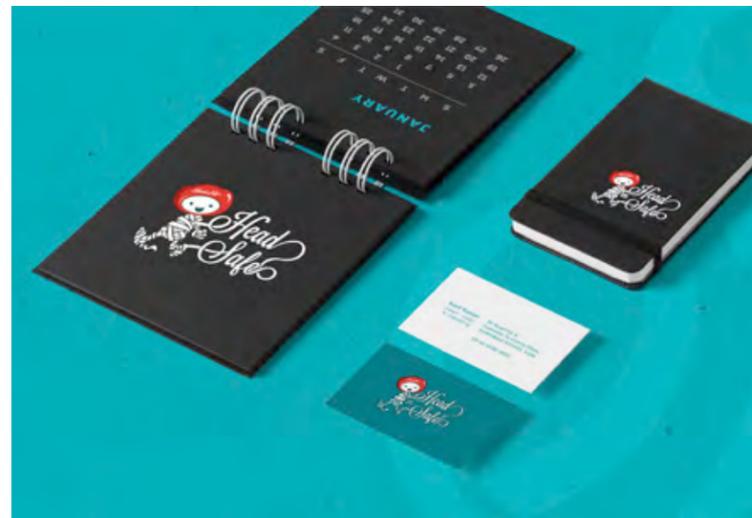


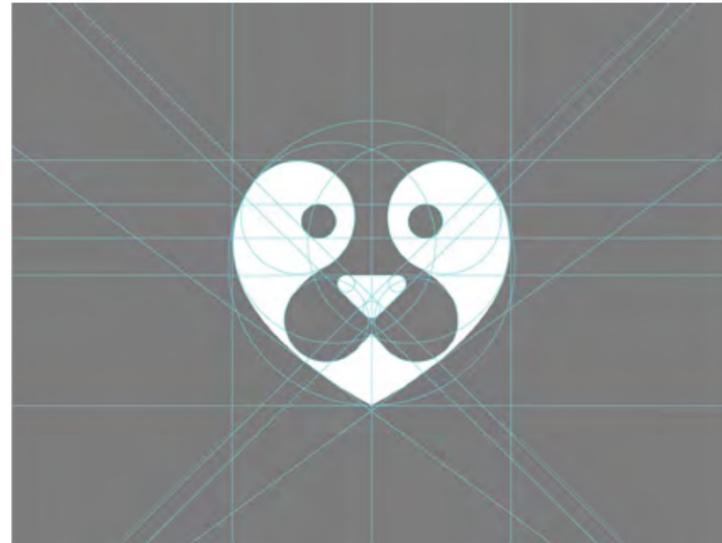
Ms Nayana Chopade
Founder & Owner at Salon Apple



Head Safe

Head Safe is a company that designs customised helmets according to their clients' personalities. The client wanted a fun and quirky logo along with a catchy message to highlight the importance of road safety and encourage people to wear helmets. Instead of opting for a serious message that would scare people into wearing helmets, a funny illustration was created that depicted a person who met with a horrible accident which left most of his body injured but his head was safe as he was wearing a helmet. The logo stood out while the benefits of the products were exaggerated in order to influence customers to buy the helmets.





these leads to them ingesting harmful substances off of garbage on the roads. The client required a logo for the food booths that could easily be identified by dogs. As the logo had to attract both dogs and humans, the approach taken was a very minimalistic and laid back one. The colour orange was chosen along with red marks as it exudes excitement, warmth and enthusiasm. It also appeals to young people and signifies collective good.



“ My dream project, Duddy, has been successful so far because of the right approach through the graphics created by Cub Design. Right from the logo to the dog food stalls, Cub Design ensured that the message is communicated effectively. I highly recommend this agency - they really make the brand roar! Good luck to team Cub Design! ”



Nilesch Shinolikar
Founder - Duddy

Duddy

Duddy is an organisation that aims to rescue street dogs from vulnerable conditions on the roads by placing food booths for them at strategic locations. These can be restocked voluntarily by the public to ensure the four legged creatures have a steady supply of food, water and shelter - as the unavailability of

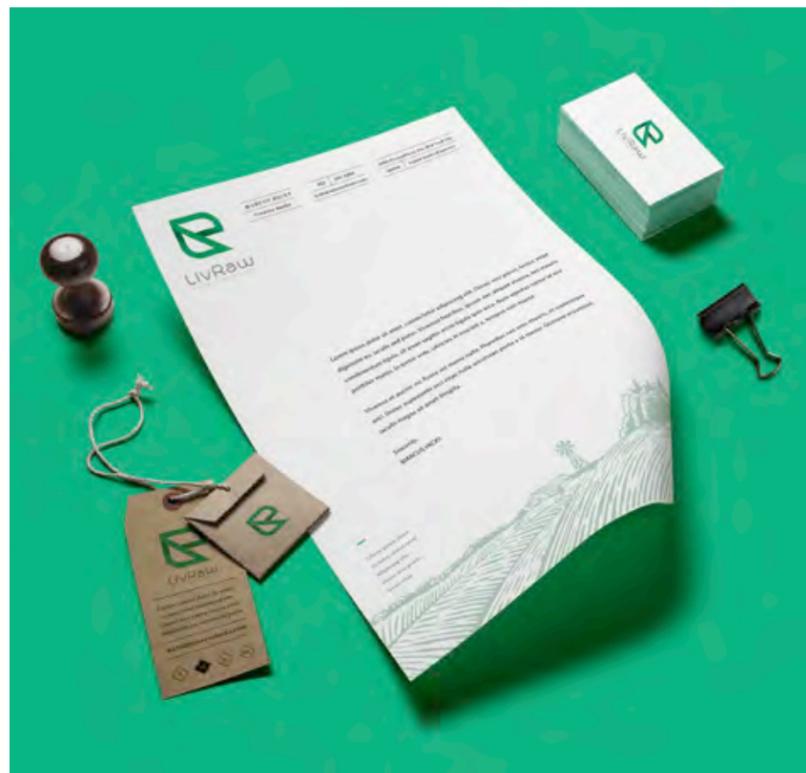




“ Thank you for all your expertise in providing designs & correct communication tools with all we required. Working in a Molecular based lab, I would proudly say that Cub Design knows our DNA and they deliver the best results promptly. All the best team! ”



Mr Debarshi Dey
Marketing Head at Mylab
Discovery Solutions Pvt. Ltd.



LivRaw

As a brand that delivers fresh organic produce and raw, unprocessed cow milk within 12-24 hours of milking to customers' doorsteps, Cub Design was approached to come up with a name and brand identity that signified health and freshness. These designs were to be carried forward to other promotional collaterals such as websites, apps, stationery and vehicles. LivRaw was finalised as the aim was to highlight the raw and unprocessed nature of the brand. To develop the logo, the alphabets 'L' and 'R' were combined as leaves and illustrations of green trees and plants were included as they signify growth, freshness and life.



Designer People

Expertise
Packaging Design

Designer People is a branding and packaging design agency based out of Delhi NCR. With over 17 years of experience and more than 1200 projects, they have acquired a wide spectrum of consumers ranging from SMEs to India's top brands.

After launching their design services in Australia and New Zealand, the agency realised the need for quality designs for Indian brands and this motive led to its establishment in India. As a result of rendering top notch design services, the sales and revenue of the agency rose steadily.

Designer People has received several accolades for its work, which include the award for 'Best Branding Agency In Delhi' and has worked with diverse industries such as dairy, spices, FMCG, cosmetics and even pharmaceuticals. Their affordable pricing and broad range of skill sets attract a wide spectrum of clients that range anywhere between startups and global brands.

Web
Designerpeople.com

Insta
/designerpeople

Facebook
/DesignerPeople



Zenko Healthy Snacks

A superfood company based in Singapore, Zenko decided to venture into the Southeast Asian market to promote its range of popped seed products in the healthy snacking segment. Being a brand that aims at supporting local business and being environmentally conscious, they wanted the same to reflect on their products as well. As the product launch was to be held at Singapore, the team had to conduct extensive research on the competitive and local market in the country. The strategy involved

portraying the journey of the makhana from a seed to a snack and highlighting its value proposition as a healthy snack. Additionally, the brand logo, stationery and website were to be designed as well. The strategy was executed by portraying the journey of the product from water harvesting of the seed to its popping and illustration of a water lily was included and the story flowed from the front till the back of the product to give it a complete look.



“ The design co-created with the team at DesignerPeople was received with a positive response because it was unique. Its strength was in attracting the attention of the customer thanks to its vibrant colours and clear communication of the product. There is definitely a ‘wow’ effect when we present people our packaging - which is exactly what we wanted! Big thanks to Designer People for creating our design! ”

Wouter Duyck
Director of Zenko Superfoods



Wonderland - Dry Fruits

After establishing themselves in the wholesale market, Wonderland wanted to enter into retailing with a new brand identity and brand recognition for their range of dry fruits, fox nuts, pop rice and quinoa puffs. Their prerequisites included modern packaging that would help with brand enhancement without tampering with the brand identity. The strategy implemented involved keeping a white base and adding vibrant colours to make the product easily recognisable and keeping the brand identity intact. The logo was also enhanced and an infographic design was implemented in order to ensure a 'retail ready' design.



“ We are happy with the modern design of the packaging and the logo as it helped establish our brand colours as black and white. Our old packaging was quite boring and not very approachable. The creativity and illustrations of Designer People helped us see the light at the end of the tunnel with respect to modern packaging design. ”

Anubhav Gupta
Owner - Wonder Dry Fruits

MDH - Spices Packaging Design

Though the famous spice brand had a solid in-house design team, MDH was celebrating 100 years of its inception and were looking to revise their packaging while maintaining their traditional values and culture. The revised packaging had to invoke similar sentiments as the old packaging and had to communicate heritage oriented values. To mark



the continuity of the brand, an 'infinity' symbol was designed with the tagline 'Years Of Affinity Till Infinity'. The products shown in powdered form to reflect authenticity and the original colours of the brand remained untouched while the background images of organic farms were add to the product image.

1919 · CELEBRATING · 2019



Years of affinity till infinity



Design Stack®

Design Stack

Expertise
Branding &
Graphic Design

Specialising in branding and graphic design, Design Stack was formed when two NID designers, Priyanka Bhasin and Anoop Patnaik, came together in 2008. Based out of Mumbai, the agency works with clients all over the country with a highly skilled 14 member team that takes on a variety of challenging projects.

Aiming to achieve harmony with each of their clients, Design Stack firmly believes in using strategic planning tools instead of intuitive thinking to deliver the best - be it a hallmark boutique or a large corporate. With research and creative brainstorming, the agency articulates the ethos of any brand and creates a design and brand identity that resonates with the customers. This is done across various forms of media - traditional and new. Design Stack also offers services with respect to brand expression and brand asset creation.

Web
Designstack.com

Insta
/designstack

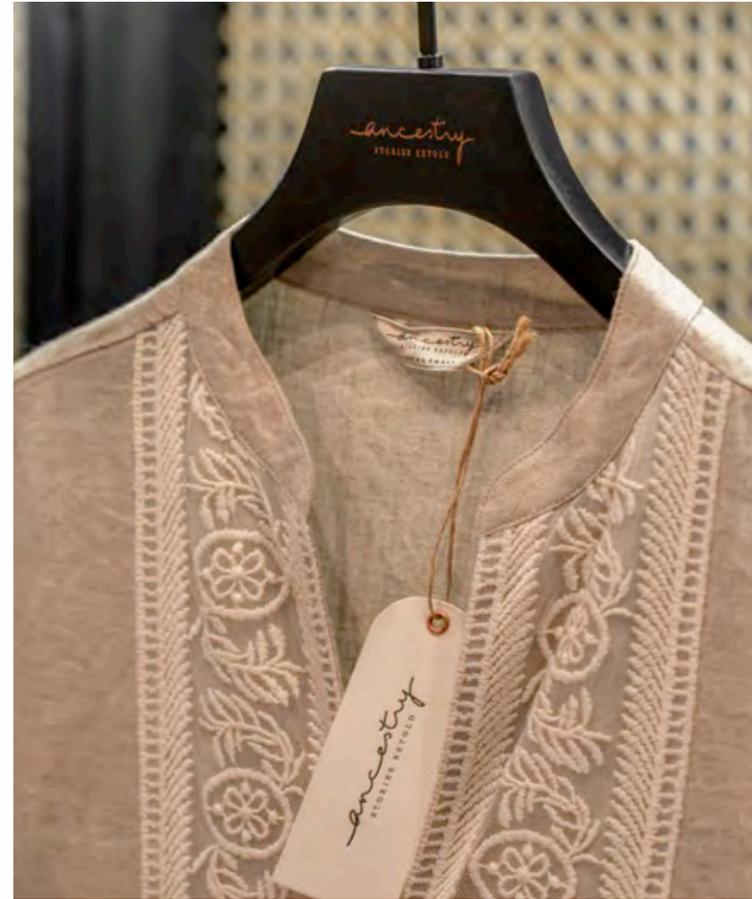
Facebook
/designstackstudio





State Bank of India

The leading bank approached Design Stack to create a new contemporary brand identity which would reposition the brand as modern, progressive and ready to meet the financial needs of all Indian consumers and lay emphasis on a brand ready to connect with the audience in a world that is becoming digital rapidly. However, providing a fresh image to the brand while retaining the same recall effect the logo enjoys would be a big task and there was a high chance of inconsistency and miscommunication across a wide network. In order to execute this, the brand needed to be 'instantly new, yet instantly recognisable'. Hence a brand manual was developed to include a set of guidelines for the usage of illustrations and detailing across all touch points.



“ Since the inception of Ancestry, the synergy we found with Design Stack is refreshing even after years of collaboration. I loved everything from the conceptualisation to the logo design and their visual language, flexibility and attention to detail and willingness to assist us at all times. We rely on them for their unique perspective and value this collaboration apart from being optimistic about the fact that it will continue for years to come ”



Manjula Tiwari
Founding CEO, Future Style Lab

Ancestry by Future Style Lab

Ancestry is a contemporary brand that advocates strongly for the reimagination and reabsorption of centuries worth of age old designs by seamlessly incorporating them into a contemporary style and wanted to establish a brand identity for the same. The team had to think differently as many existing craft brands lose their relevance in the market due to an evolving audience. Accordingly, a free-flowing handwritten logo was designed to display a sense of continuity and which holds good for the ethos of the brand. The arch element was used for spatial designing as well as for the merchandise - enabling a consistent brand experience. Coupled with the 'warp and weft' pattern, the brand reflected the duality of the contemporary consumer that is rooted in values.





SoulTree by Vedicare Ayurveda

The only certified ayurvedic skincare and beauty in India, SoulTree wanted to upgrade to a price point gap between the entry level and high end brands in India. The design had to set the brand apart and create a look that was premium but easily affordable and translate to increase in profitability while ensuring minimum production costs. The team set out to create a design that looked Indian and modern as it has to appeal to the domestic and international market and the products were designed in a way that they are easily identifiable by the consumer. The brand identity was created around establishing a brand promise and giving reason to buy.



elephant[™]

Elephant Design

Expertise
**Brand Identity
& Strategy**

Elephant is a design-led organisation that creates brands, develops products and spaces to life to deliver new experiences while opening opportunities to drive growth for its clients in emerging markets. The studio comprises highly experienced design consultants that specialise in various services such as Product Development, Industrial Design, User Experience, Design Strategy & Research, Brand Strategy, Space Design and Architecture and Visual Communication.

Web
Elephantdesign.com

Insta
[/elephant_design_india](https://www.instagram.com/elephant_design_india)

LinkedIn
[/company/elephant-design-pvt-ltd-](https://www.linkedin.com/company/elephant-design-pvt-ltd-)

The team is aligned towards delivering design-led innovation, yet it remains accented with a good mix of passionate storytellers, musicians, aspiring entrepreneurs, serious trekkers, actors, bloggers among many more. Elephant has received many accolades such as the Best Digital Ergonomic Product Design at the NASSCOM Design4India Awards and the ET Top Design Agency Award in 2019.





India House

India House approached the team at Elephant Design as they wanted to create a brand identity that could be implemented in its hospitality pavilion at the Tokyo 2020 Olympics. The identity had to signify India's presence at the Tokyo Olympics locally and globally. Most importantly, the team was requested to create an experience that could bring the idea of India to life - both to those who are familiar and unfamiliar with it. The team at Elephant decided to highlight the Indian value of hospitality with welcoming, graceful and celebratory overtones and combined them with various elements that represent Indian culture such as high arches, dancing peacocks, lotus flowers, the Indian flag and the Devanagari script to add to their visual representation and form a complete palette. This drew attention to the Indian ethos and ensured that the brand identity could be established during an online or an offline experience.



Jawa Motorcycles

A motorcycle brand born in Prague in the 1920s, Jawa approached Elephant Design to create a warm and cosy book cafe which would pay homage to the inherited authenticity of Prague as well as create a contemporary-classic retail experience for their customers. The team at Jawa decided upon a relaxed vintage appeal for the consumer which began with the front door wood handle embossed with steel inlay. Classic Chesterfield sofas, a hand-painted legacy wall dedicated to the history of Jawa and an independent book corner which showcased curated 70s paperbacks and collectibles were placed around a community table to enable biker interaction. Jawa motorcycles were positioned strategically around the cafe for customers to quickly browse through. Warm rustic flooring, polished veneer and simple dome and track lights were unified through canvas printed lifestyle imagery further complemented the rugged biker vibe and highlighted its newfound legacy.



“When we set out to bring Jawa back, our goal was to ensure that the brand stays contemporary while retaining its authenticity. Our sales and service experience is the first physical touchpoint. Hence it was critical that our retail identity reflected this and Elephant Design did a great job in translating the ethos of the brand into that ideal retail space and ensured that the space appeals as much to a first time biker as much as it does to a seasoned Jawa veteran. It was a pleasure working with them and we look forward to more collaborations in the future!”

Ashish Joshi
CEO, Classic Legends Pvt. Ltd.





Uber Airport Design

Uber approached the Team at Elephant in order to make the cab service easily accessible outside the Bangalore airport. The brand felt the need to optimise their services at airports as it was facing several micro-issues such as non-availability of cabs during peak hours, difficulty in accessibility by middle aged and senior citizens and difficulty in choosing the type of cab. To combat these solutions, the teams at Elephant and Uber decided to create Uber Zones across the airport.





This started off by placing a huge black archway with the logo and strong back-light to make it easily identifiable from afar during the day or at night. This was accompanied with trained Uber personnel seated under black Uber umbrellas in case the board was missed and to enable much needed human interaction among people. Several hoardings that explained the new PIN system of booking cabs with simplified visual language were placed at strategic locations. In addition, cab drivers were familiarised with the new system at airports to ensure easy navigation and good service for the customers. Parking points for stray luggage trolleys, cushioned wait seats and mandatory overhead carriers were also added to ensure smooth rides and a comfortable wait time.



GCD Studio

Expertise
Brand Identity
& Packaging
Design

As a multidisciplinary design studio with an experience of over 20 years, GCD Studio specialises in brand development that begins with creating a strategy and lays emphasis on creating a brand experience while encompassing several touch points. They offer design services throughout various mediums which range from print, packaging, spatial and digital platforms.

Founded by creative director Gopika Chowfla in 1997 after 15 years of experience with leading advertising agencies, GCD Studio aims at solving a problem holistically and works across media to understand the context behind the brand and finding an appropriate, meaningful and engaging design solution. With the contours of design becoming less defined, GCD works in an uncategorised and unsegmented manner towards every project. The studio also works with like-minded collaborators, either partners or designers, to ensure the best possible output delivery.

Web
Gcdstudio.in
Insta
[/gcd_studio](https://www.instagram.com/gcd_studio)
Facebook
[/GCD-Studio](https://www.facebook.com/GCD-Studio)
-196641773842053





Biotique Colour Cosmetics

GCD was asked to develop a brand strategy and brand identity for Biotique's new line of colour cosmetics that could break the clutter, look premium yet be accessible to the middle market consumer. Taking advantage of the goodwill, the brand enjoys as a leader in ayurvedic and personal care products, the agency decided to create an identity with an added touch of glamour as it was meant for cosmetics. The term 'Natural Makeup' was used to describe the products and on each of them, watercolour paintings of exotic looking women were created and each represented a price range. Usage of vibrant colours, floral patterns and storybook illustrations wrapped across the products created a unique presentation style for their new line.



VEEBA

GCD was asked to develop the packaging for Veeba's range of dips, dressing and spreads in a way that would grab eyeballs and have enough shelf throw to break the clutter along with the creation of a cohesive visual language for each category of product under the brand. This led to breaking away from the designs that were opted by other brands that used a plethora of fonts and colours and instead opting for a clean and minimal design. White was decided upon as the primary colour and different illustrations and colours to distinguish between products while retaining the overall family resemblance. As Veeba was constantly evolving with the addition of new products, we created a design language for each category with a strong motif which established a strong and identifiable presence for the brand.





“ We started working with GCD as Veeba was entering the retail market. Since then, they have consistently surprised us with their creative insights, and have guarded the integrity of the brand as if it were their own! It's very safe to say that they have had a huge role to play in our success ”

Viraj Bahl
 Founder and Managing Director
 Veeba Food Services Pvt. Ltd.

Kari Kari Japanese Premium Sticks

As the premium rice based Japanese snack was paving its way onto the Indian retail shelves for the first time, the packaging of the product had to be designed in a way that the above could be clearly communicated to the consumer. It was also to be kept in mind that the flavours of the product would appeal to adults and would cost slightly higher than the average price point. Accordingly, graphics of broken shards were

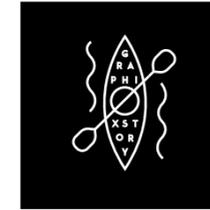
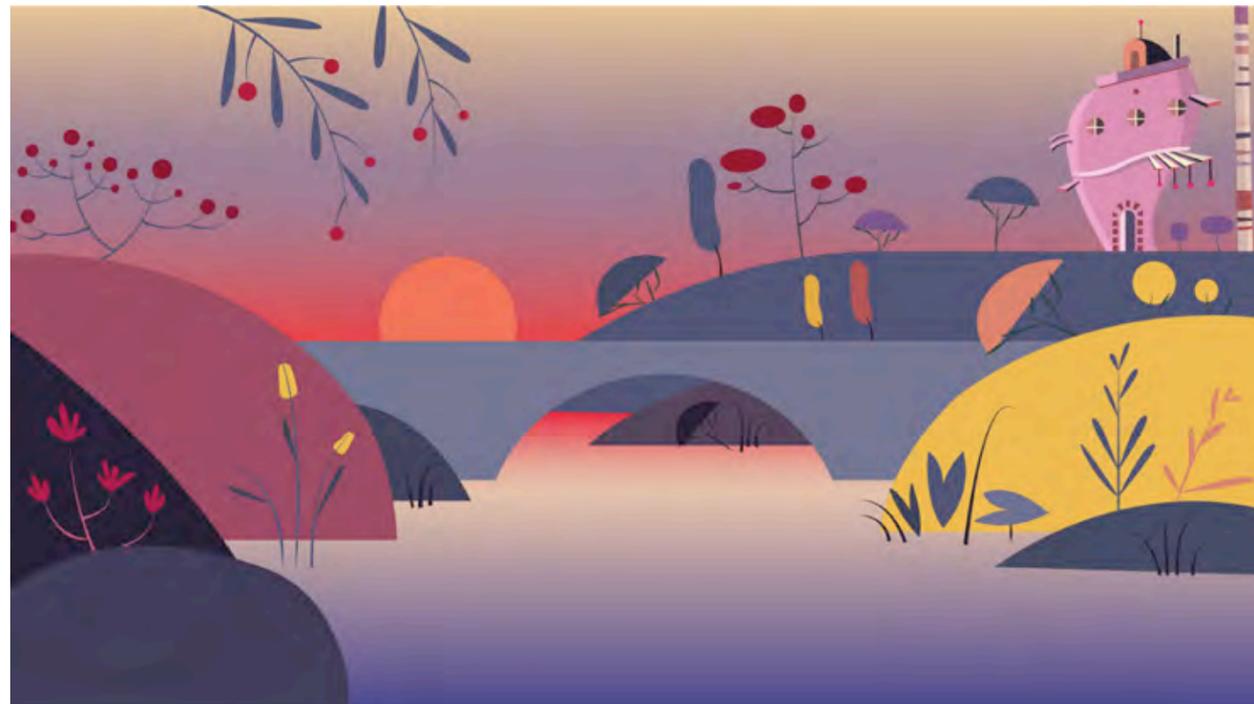
included to depict the crunchiness of the product as well as the Japanese art form - origami. The Kari Kari logo was also inspired by the Kanji script. As a result, the black and minimalistic packaging stood out on the shelves and its imported nature helped consumers in rationalising its price. This allowed the brand to introduce more variants and boost their sales without any advertising.

“ To enter the market with a new snack concept, we needed a brand language that said ‘premium’ and ‘international’. GCD Studio worked closely with our team to understand the requirements and the clean, simple yet impactful design that they developed for us was perfect. The litmus test for any FMCG packaging is market response, and I can confidently say that it has been overwhelming ”

Ritesh Arora

Head, India and Far East, LT Foods





Graphixstory

Expertise
**Animation,
Illustration and
Motion**

Based out of Kolkata, Graphixstory is an emerging technology and animation driven creative studio which comprises creative directors, artists, animators and illustrators that create hand-crafted pixels and frames that are not confined to traditional methods. They offer services such as 2D/3D motion graphics, stop motion, claymation, live-action, illustrations, UI/UX and AI/VR, social media content strategy and execution, AR filters for Instagram/Facebook and Snapchat, virtual reality etc. as well.

Web
Graphixstory.com

Insta
[/hoomansofgraphixstory](https://www.instagram.com/hoomansofgraphixstory)

Behance
[/graphixstoryoff](https://www.behance.net/graphixstoryoff)

The international award-winning agency believes in quality over quantity and aims at delivering the best of their services - from the colours to the storytelling - as they believe art is an expression of self. Some of their clients include Facebook, Ogilvy, Snapchat, Etsy, Khadims, Spencers, ABP, Nykaa and Myntra.

Tygr - Mogum's Day Out (Tygr App Explainer)

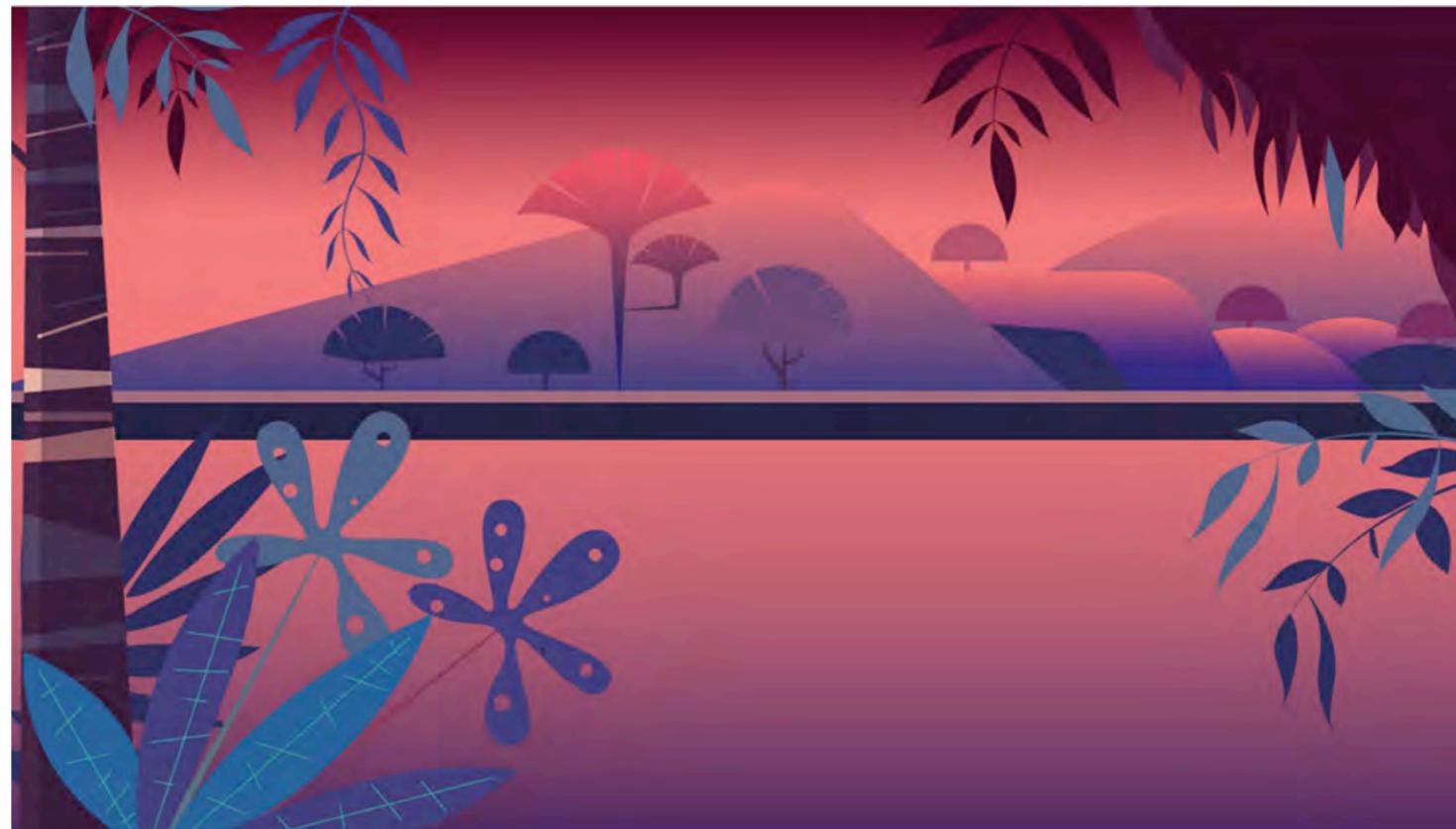
With the app being India's first multi-mode logistics platform, Tygr wanted to highlight that their platform was reliable, convenient, effective and productive. Apart from their transportation services, the company wanted to ensure that other services pertaining to logistics such as hyperlocal delivery of goods, tracking of vehicles and logistic sales were communicated to the audience. Savetur Digital, the parent company, approached Graphixstory for the services and benefits of the app to be explained in a 2D animated explainer video and wanted the viewers to resonate with it. However, the duration given was merely 45 seconds, which proved to be the biggest challenge. The agency came up with a jungle themed video as it coincides with the name of the app. The strong usage of colours and sounds was possible and the video targeted the woes of office goers in Tier 1 and Tier 2 cities.



“Congratulations to Graphixstory, Surajit Majhi, Avishek Saha and the Tygr family for creating such a splendid and winning video. Seems like our video is generating more eyeballs than others in various platforms”



Dipanjan Purkayastha
CBO, Tygr, Savetur Digital Pvt. Ltd.





Hyperxchange

The company wanted Graphixstory to craft a 30-second crisp animated video for their newly launched campaign - 'Sell Good, Buy Better' which was to be premiered in one of the largest startup conferences called 'Collision Conference' in the USA. The video had to be made in such a way as to encourage consumers to sell their old smartphones on their platform and buy refurbished premium smartphones at affordable prices and upgrade their status quo. The video shows a young girl wanting to travel the world on a bicycle which she exchanges for a brand new one, metaphorically depicting the service. The bicycle was used as it is commonly used in the States and European countries but the painting style and textures gave the video an Indian feel.



“ The video really helped us grab enough eyeballs at the Collision Conference. Many thanks to the Graphixstory team for doing such a wonderful job in such a small time. Really appreciate the effort ”



Dipanjan Purkayastha
CEO, Hyperxchange

Credits:

Creative Direction/ Story & Concept/ Illustration/ Scene Animation: Surajit Majhi

Character illustration: Avishek Saha

Character animation & Compositing: Supriyo Maity



Snapchat (Mass Snap Navratri)

The mobile-only messaging platform wanted Graphixstory to create a mass snap for all of its Indian users all over the world to be sent on the festival of Navratri. The agency was asked to incorporate different bits and pieces of the festival, keeping in mind that the festivals were celebrated differently in the east and the west. The snap had to represent the culture and values of the festival as a whole. The biggest hurdle was communicating the festival to the US-based Snap Inc. as they had sparse knowledge about the festival. The team managed to incorporate important elements like garba, pandals, ferris wheels, vegetarian thali, banana leaves and sweets along with lamps and diyas - all in a mere 10 second animation with the title being 'Happy Navratri'.

Credits:

Storyboard and illustration: Surajit Majhi

Animation: Surajit Majhi & Avishek Saha

Compositing: Surajit Majhi

“ I'd give them 4.5/5. Their communication and project coordination is really great ”

Jeannie Kho

Project coordinator - Snap.Inc

Japjeet Dhanjil

Expertise
Brand Identity

Ever since he was a child, Japjeet Dhanjil watched his father, an artist, keenly as he sketched on multiple projects. He began developing a passion for the same and would stay up late in the night practicing sketching and painting characters on the walls of his room.

Soon his interests began developing into a passion and fetched him many accolades. Some of his work was featured at Lalit Kala, the Annual Art Exhibition of Punjab and Dhanjil represented the North Zone for UI Design at the Topcoder Nationals held in Jaipur. Apart from including humorous elements in his art to make it relatable, the Chandigarh based freelancer likes to depict social issues and do his part to create awareness. Currently an illustrator, UI designer and a graphic designer, Dhanjil promotes his work on Facebook and Behance and has attracted clients from across the globe. He aims to set up his own art studio with his father and brother, who is currently pursuing a B.F.A as well.

Behance
[/japjeetdhanjil](#)

Insta
[/japjeet_dhanjil](#)

LinkedIn
[/in/japjeet-dhanjil-276576158](#)





Shree Constructions

A construction company based in Dublin, Shree Constructions had just completed 100 years in the industry and had aimed to venture into the restaurant business. They wanted to rebrand their logo with the colour grey to depict strength and use it for both the company and the restaurant in Dublin. Rebranding a construction company and a restaurant with the same logo while creating the same brand image proved to be challenging. Dhanjil decided to go for a grey and gold colour scheme as the former depicted strength and the latter divinity and Indian tradition. The 'swastik' was reimagined as steel bars and the fonts Espoir Serif and Human St. were added for a royal feel as the company catered to high profile clients in Dublin.



“ You are the absolute best at taking care of your customers! The level of service you have provided to me and my company is simply outstanding and that too in a short period of time. I really loved the concept and the look of the logo at the first glance. Thanks to you, I can call Shree Constructions as a well-established firm today ”



Shreya Rana
Owner Shree Constructions



Knownsense Studios

Expertise
**Motion Graphics,
 Animation,
 Digital Design**

Knownsense Studios offers expertise in a versatile array of new media tech-based mediums such as 3D projection mapping, virtual reality, augmented reality, animation and holograms for live amusement and live events. A design company with a highly multidisciplinary outlook, Knownsense has a dedicated team of designers, 3D artists, animators and engineers who work passionately to satisfy their diverse clientele.

Since its inception in 2012, Knownsense has grown to specialise in 3D Projection Mapping in India. Over the course of time, Knownsense has executed over 300 projects of varying complexities in different parts of the world, some of which include USA, Australia and Singapore. They constantly strive to imbibe their ethos of incorporating “known sense” into every project.

YouTube
[/knownsensestudios](#)
Insta
[/its_the_knownsense](#)
Facebook
[/knownsensestudios](#)



Mediacorp Star Awards

Mediacorp's marquee event was a groundbreaking event in the history of Singaporean television as it was aired live. The top 40 nominees from the Singapore TV industry walked on a 'floating' catwalk platform and magnanimous effects were created by the Dome Projection Mapping. Being 22.5 meters high and 20 meters in diameter, it was meant to depict a virtual sky. However, with the event being broadcast live, it was challenging as there was time only for touch ups and no room for a faux pas. All the content had to be pre-fabricated and the show was pulled off after a great deal of hard work.



“ We were indeed grateful for the amazing quality and creativity of content created by Knownsense which was delivered to the biggest television company in Singapore. Team Knownsense was well-organised and their 4K quality content helped elevate the event to the next level. We are looking forward to delivering the Singapore market with top notch quality of content and creativity from Knownsense Studios ”



Adesh Kelvin Mohan
Managing Director, M O V Pvt. Ltd.

Gateway of India

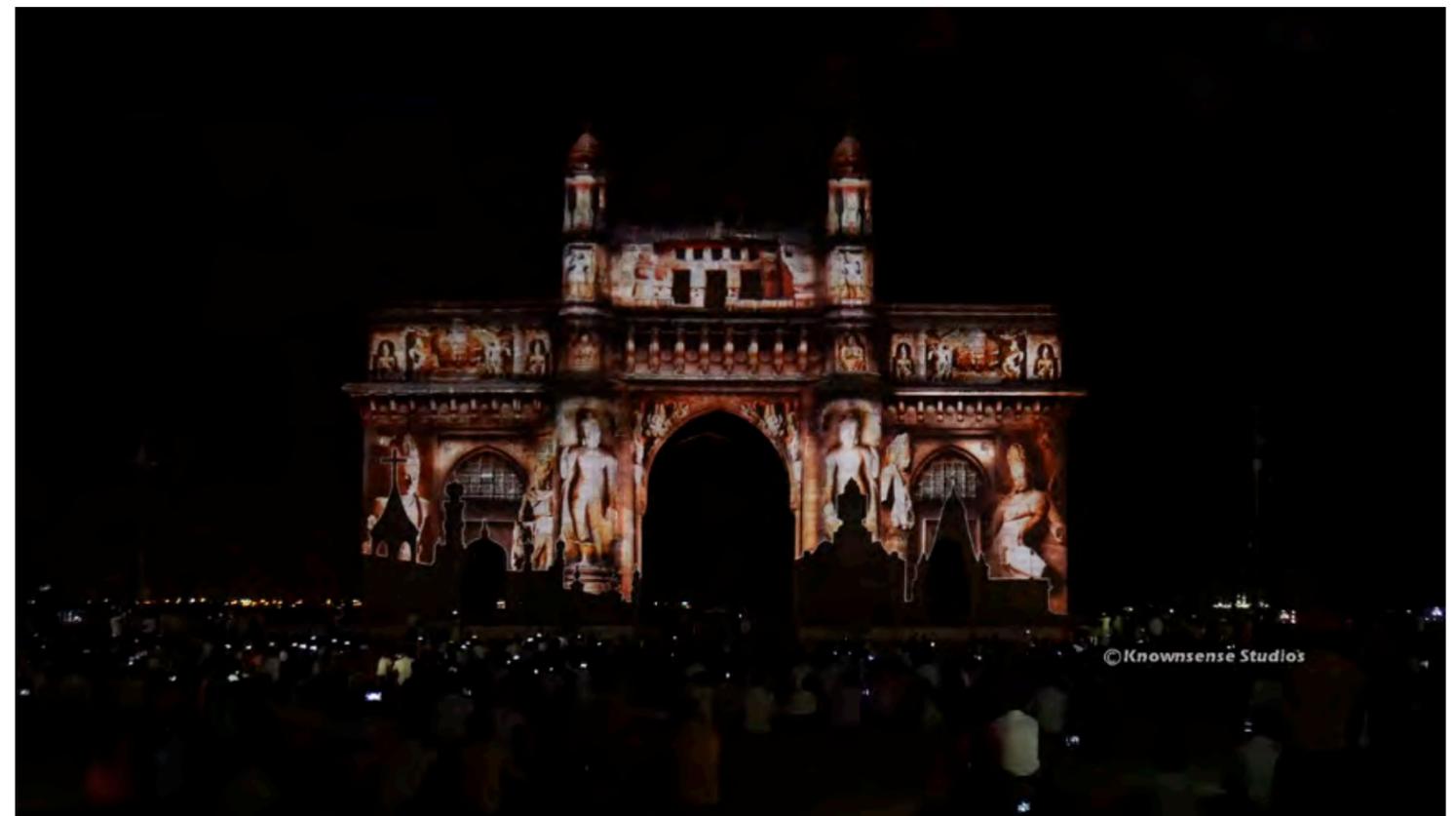
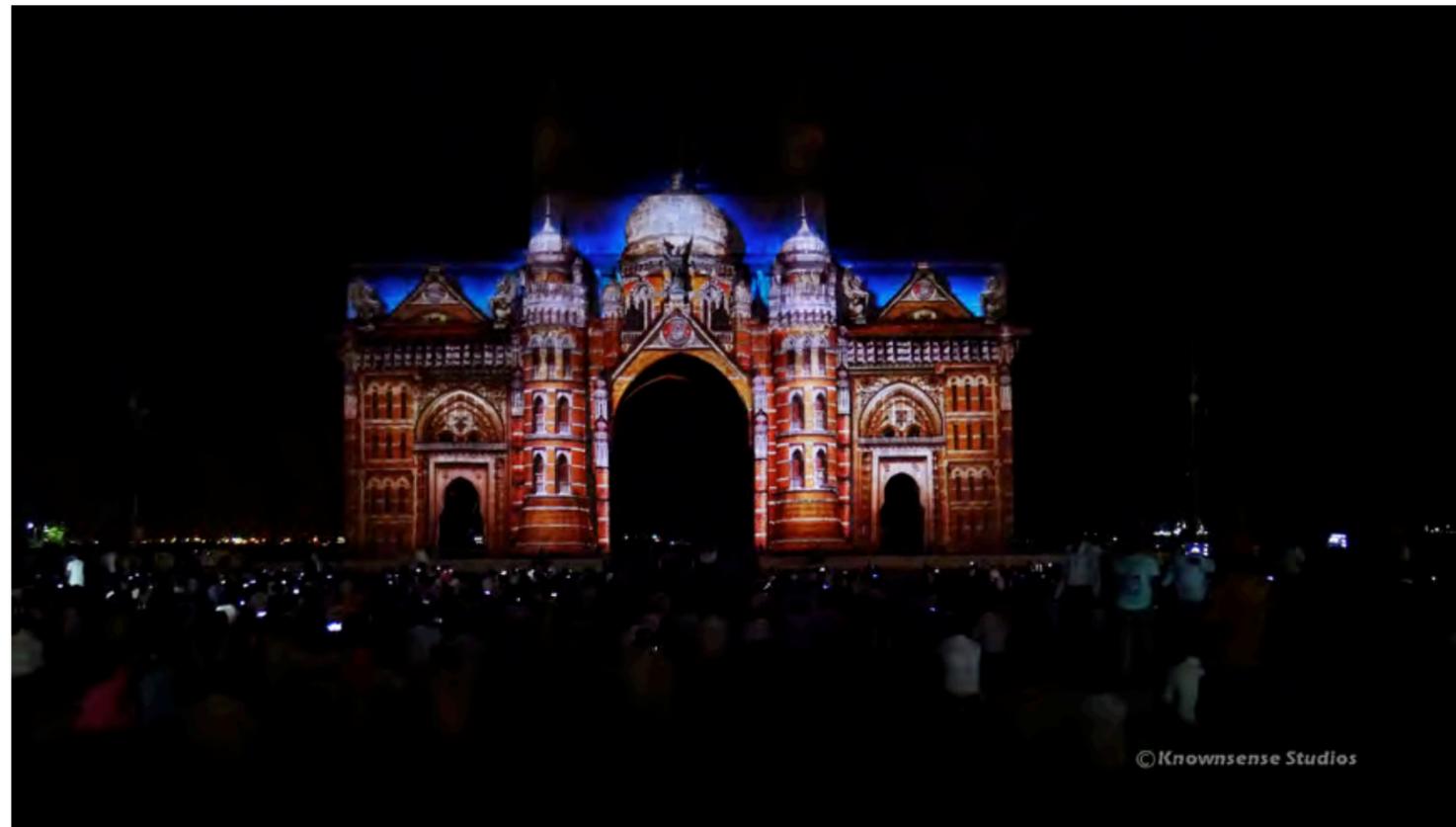
Knownsense received the opportunity to project the story of Mumbai on the Gateway of India for the 70th Independence Day celebrations. The spirit of Mumbai was rekindled through animations, 3D build ups, music and the larger than life voiceovers by Amitabh Bachchan in Hindi and Nana Patekar in Marathi. The protagonist struck a chord with the crowd on the 15th of August and the high point of the event came when the tricolour was unfurled on top the structure, instilling great pride and respect for the 'City of Dreams' in each and every person. The event was graced by the CM of Maharashtra, industrialists and celebrities who were mesmerised by the presentation.



“ It has been wonderful working with Team Knownsense on multiple projects. Their technical know-how, interpretations, understanding of user experience & medium (multimedia shows) and visual storytelling techniques have always created a wow experience for the users, leaving an everlasting impact on them ”



Atul Tiwari
Film Writer and Actor

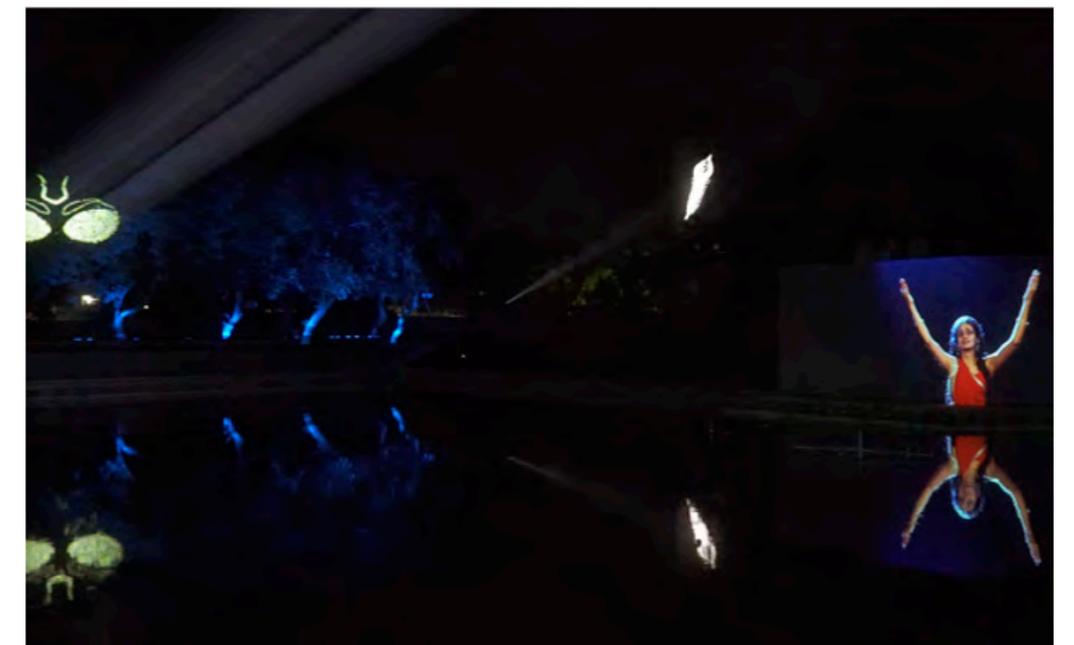
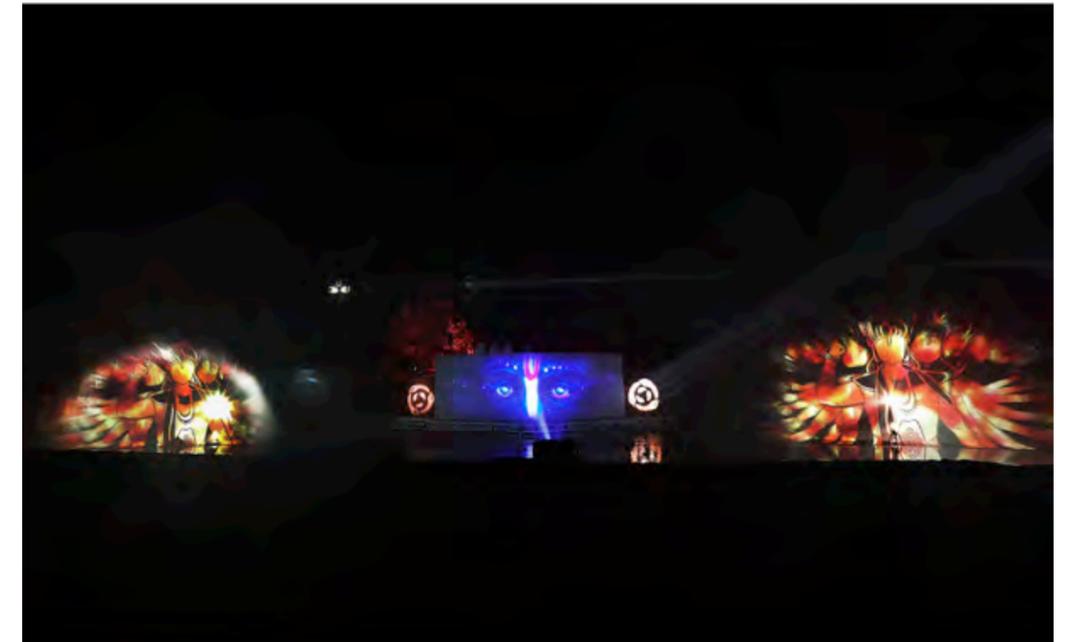




Gitopadesh at Jyotisar, Kurukshetra

The son et lumière had to be executed with complete understanding of the subjects, audience and the different technologies and lights being used for the show. A visual map was created to decide on the best usage of a particular light or technology before incorporating it into the show along with the addition of the famous and auspicious Vat Vriksh. The 45-minute program meant that viewers had to be

engaged with appealing physical surroundings as well. The main challenge of the show was to include the 25 shlokas of the scripture to do justice to the life lessons but in a simplified manner for all age groups to understand. The VFX effects also proved to be enjoyable to the audience and many a times they were engrossed in the show like while watching a crucial tennis match.





Statue of Unity

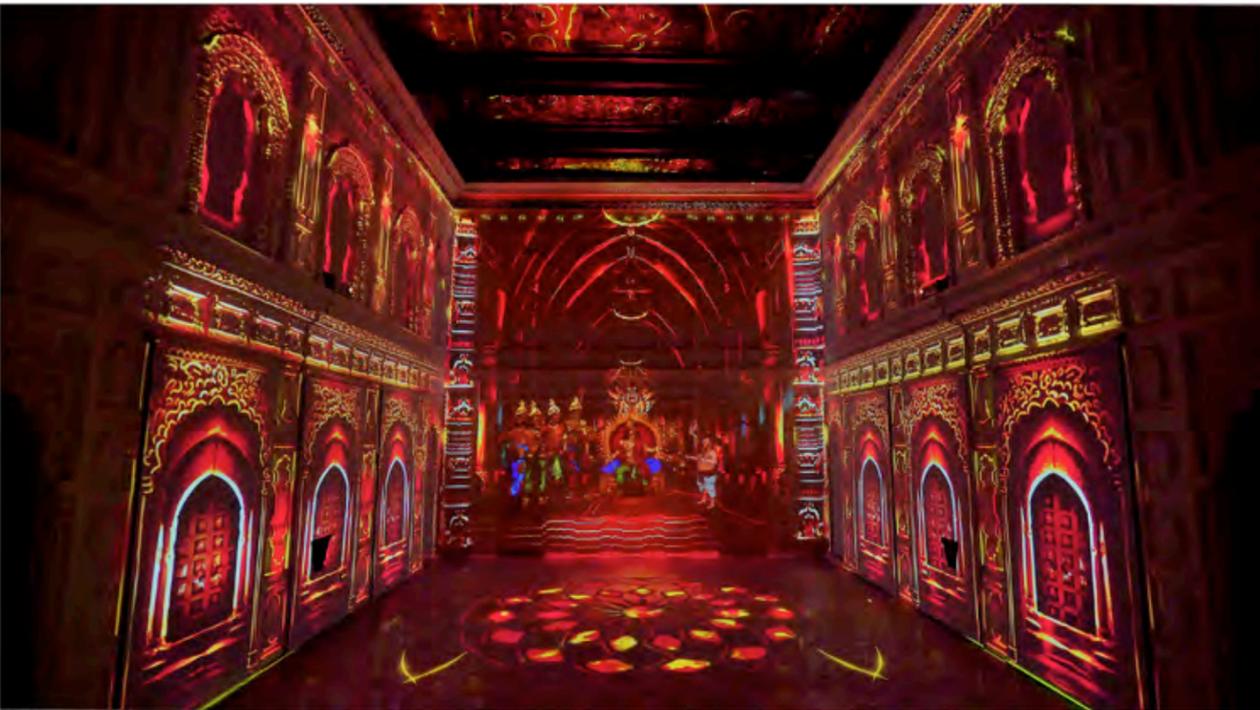
When the government of India decided to pay a tribute to the 'Iron Man of India', Knownsense was called upon to be a part of it. The agency conceived, designed and developed content for the 3D projection mapping show, which depicted Dr. Sardar Vallabhai Patel's journey from his childhood to a man who was one of the leading figures in

the Indian freedom struggle and he navigates political unrest. The show used a combination of various elements such as storytelling, light, sound, graphic, animation and lasers and became a permanent projection which is screened everyday for the thousands of tourists visiting the monument everyday.

“ We were glad to have partnered with knownsense studios for such a challenging project. They brought in the creative solutions needed and managed to turnaround the multimedia content in a very short time frame and needless to say, the show was highly appreciated by everyone ”

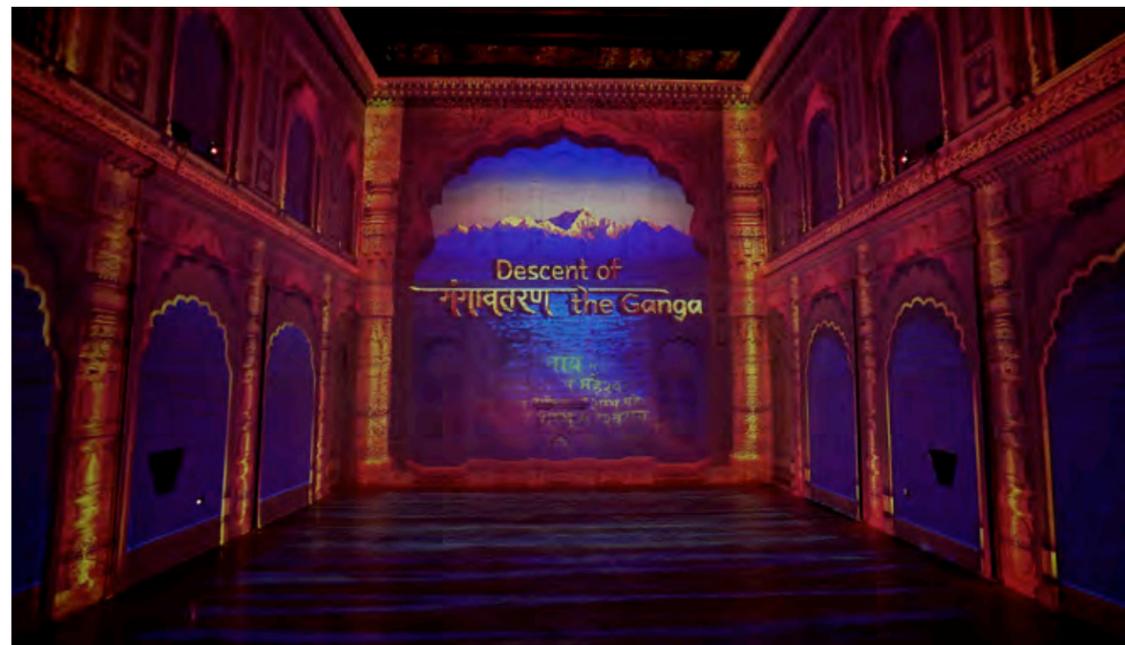


Aarti and Ajay Parwane
Directors - Pyramid Technologies



Virtual Experiential Museum, Varanasi

The museum, which was inaugurated by the Prime Minister in 2019, houses the main exhibits which were designed by the agency. Located on the banks of the river Ganga, one of the main attractions of the museum is a 5-sided room-scale 3D projection mapping show narrating the mythology behind the of river Ganga. With the usage of 10 laser projectors, each wall of the massive central hall is transformed into mesmerising visuals. Another installation is an active 3D stereoscopic film on the historic monuments of Kashi. Here, a unique setup has been created where two surfaces are blended at 120 degrees while maintaining their 3D perspective. Historical monuments of Varanasi pop-up and float towards the viewer as their history is narrated as well.



“ **Knownsense Studios is a very dedicated professional team with a deep understanding of new media technologies. It was a breeze to work with them on the Varanasi Experiential Museum** ”

Anurag Kumar
Film Writer and Actor



IRASVA

Landor

Landor Mumbai

Expertise
**Brand Identity
and Packaging**

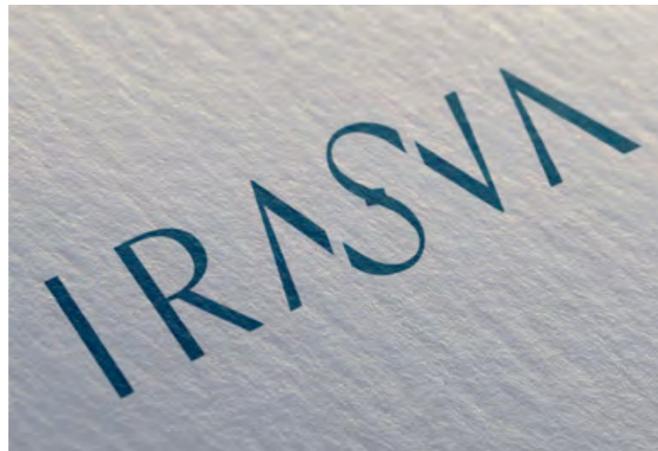
A leader in strategic brand consultancy and design, Landor helps clients create agile brands that thrive in today's dynamic and disruptive marketplace. Their capabilities include strategy and positioning, identity and design, brand architecture, innovation, naming and verbal branding, research and analytics, environments and experience, engagement and activation and digital and social media. They work for global brands to keep their identity established and recognisable.

After starting in 2008 with their first office in Mumbai, Landor has worked with top notch clients over the years and helped build their brands in India, Sri Lanka and overseas. It has now become the world's fastest growing offices in the South East Asia and Pacific region. They have received numerous awards for their work, some of which include two Blue Elephants at the Kyoorius Design Awards, a Graphis Silver and an Award of Excellence from Communication Arts. The studio is also a member of the Rubicam Group, the world's largest marketing and communications firm.

Web
Landor.com

Insta
[/landormumbai](https://www.instagram.com/landormumbai)

LinkedIn
[/company/landor](https://www.linkedin.com/company/landor)





Irasva

Irasva, a new jewellery brand, approached Landor to establish their identity in the market as a brand that offers contemporary designs which are stylish, globally appealing, accessible and available at competitive prices. The target was to make jewellery shopping fun and fresh for women who wanted contemporary jewellery with international appeal. Another aspect which Irasva wanted was to establish a sense of trust and an upgraded lifestyle. Due to the dominance of family jewellers in the country, having a tightly curated collection was crucial along with a tailored shopping experience for consumers. Landor came up with a brand that highlighted the transformative power of jewellery on women and showcased its relationship with the modern contemporary Indian woman. A detailed visual identity system and brand voice was established across various online and offline touchpoints for the same.





Britannia - Timepass

Britannia approached Landor as they wanted to launch their new salty snack in the market. Though sweet treats and biscuits are consumed occasionally in Indian households, salty snacks bring excitement to the consumers due to their 'tangy' nature. With each household in India consuming six to seven types of salty snacks, the challenge was to get consumers to notice the product amidst the clutter - for which packaging and in-house availability of the product was crucial. The team came up with the idea of using facial expressions on the packaging to make it look inviting and make it stand out among the clutter and the usage of graphics, lively colour and quirky flavour variants to make it easier to spot. A unique purple masthead was used along with a palette of secondary colours for the packaging. The usage of text was Indianised and idiomatic, playful and expressive words such as Masala Mania, Mint Pudina and Pickled Mango were used. Eventually, Timepass went on to become the third largest snack brand in Tamilnadu, where it was placed.



Mother Dairy - Cheese

As a brand that provides high quality milk products, especially cheese, Mother Dairy was concerned about being overshadowed by several brands among the overcrowded shelves and wanted to reposition themselves as a brand while establishing distinctiveness and relevance of their product through storytelling. The team at Landor found that Indians love adding cheese to everything and as it is loved by kids, the brand showcased that it can add an oomph factor to any dish as it is tasty and filling. The design solution on the packaging showed the transformation of raw ingredients into a lip-smacking dish which kids would gobble up in minutes. After the launch, cheese became one of the fastest growing products in the Mother Dairy portfolio.

Leaf Design

Expertise
Brand Identity

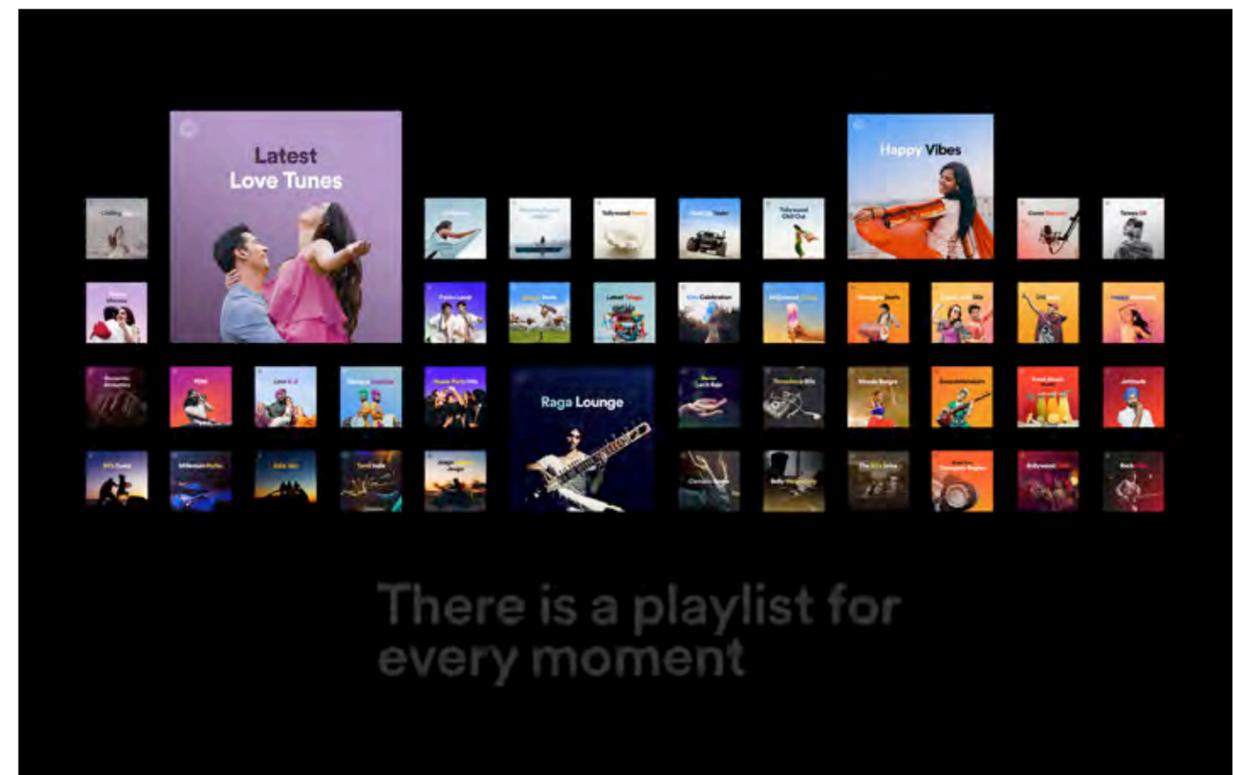
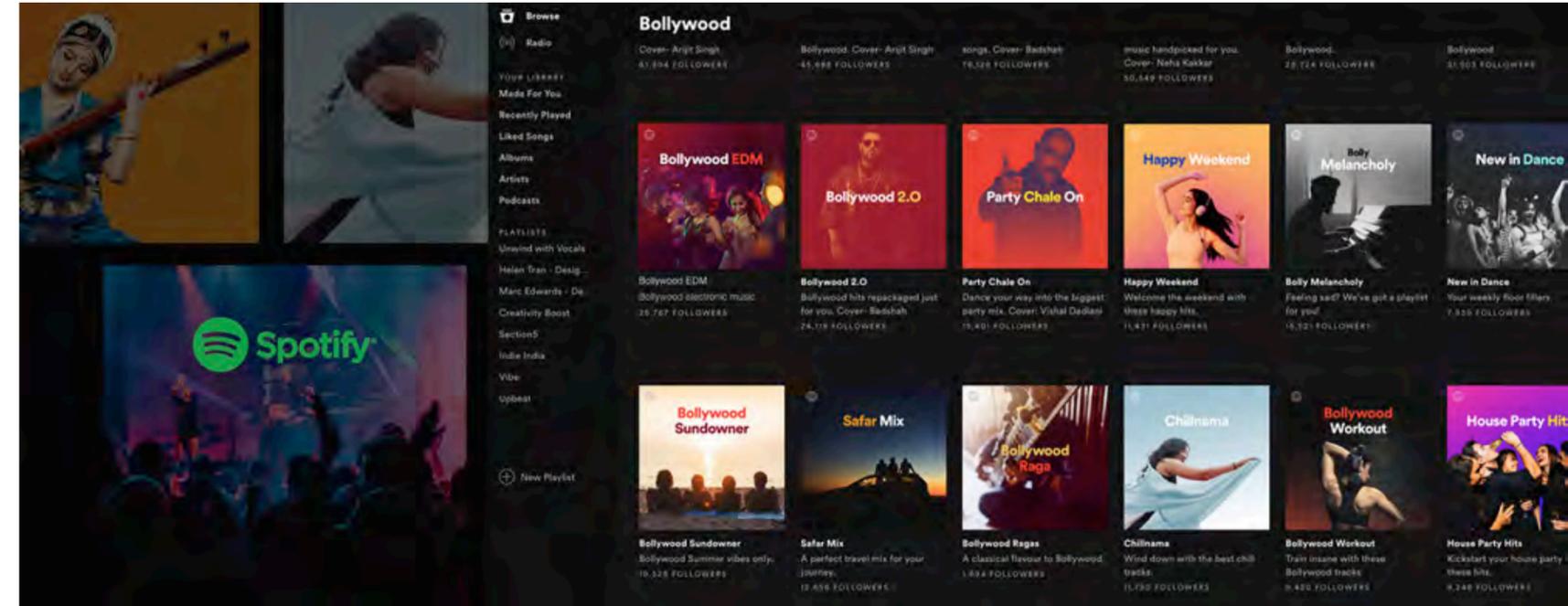
Leaf Design is a brand and design company that collaborates with entrepreneurial minds and businesses to create integrated experiences for their clients by developing the right strategies and providing necessary insights to their diverse list of clients. The company has grown while working across various industries among which few are travel, finance, media, healthcare and hospitality.

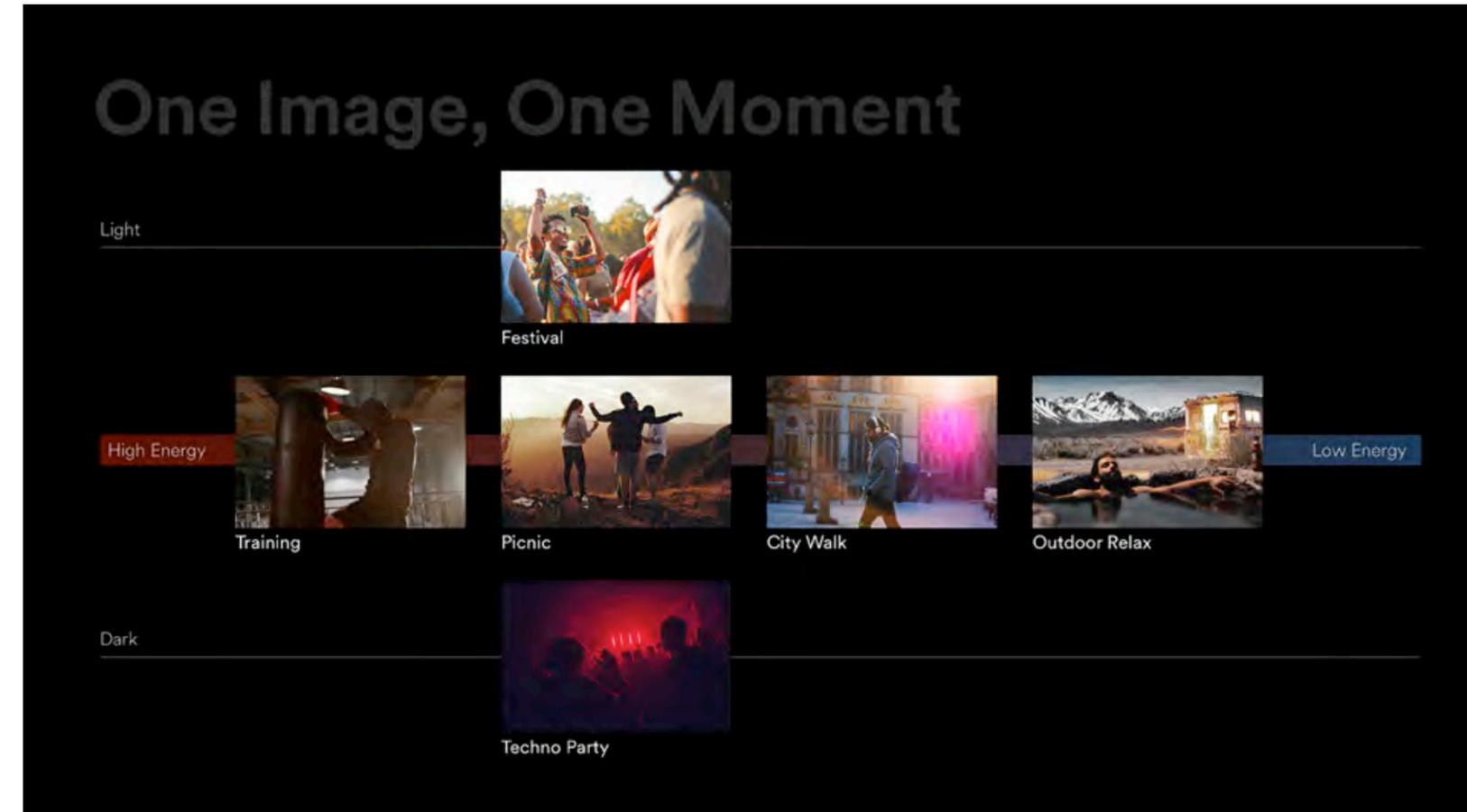
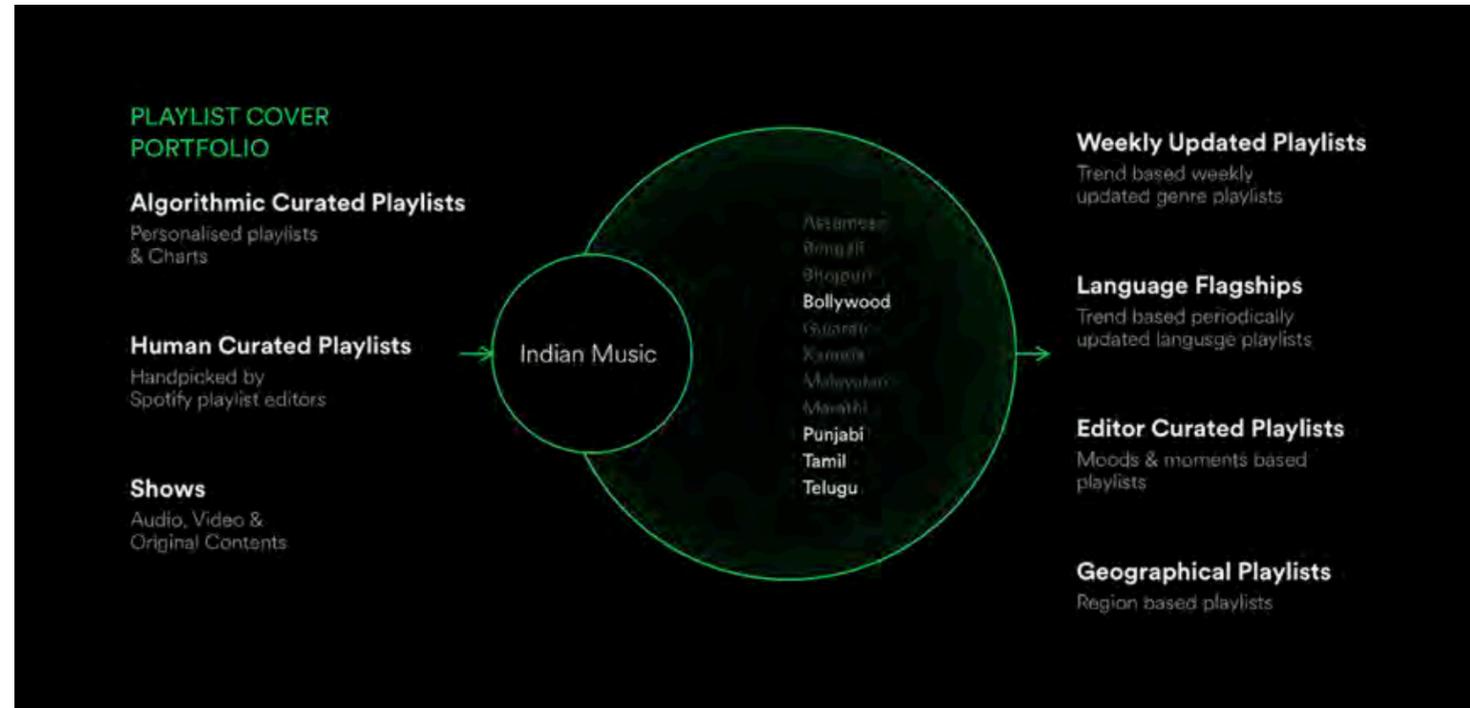
Web
leafdesign.in

Insta
[/leafdesign_official](https://www.instagram.com/leafdesign_official)

LinkedIn
[/company/leafdesign](https://www.linkedin.com/company/leafdesign)

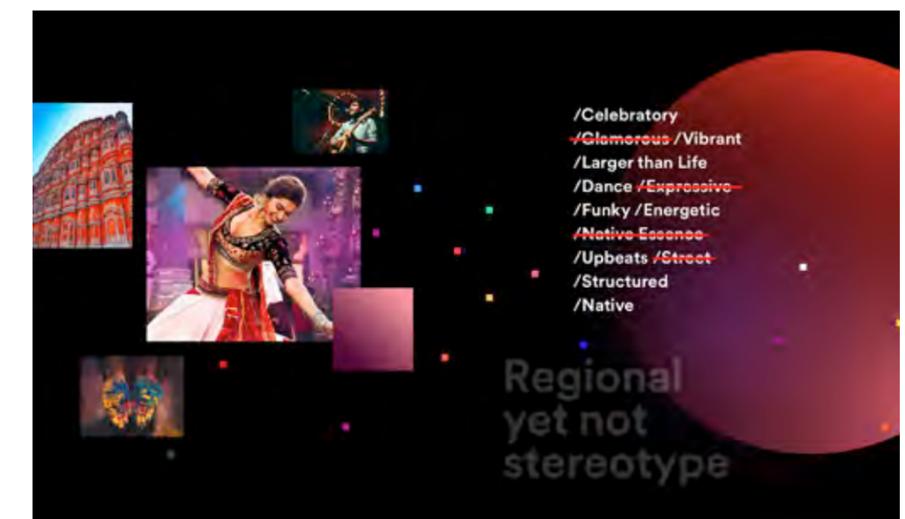
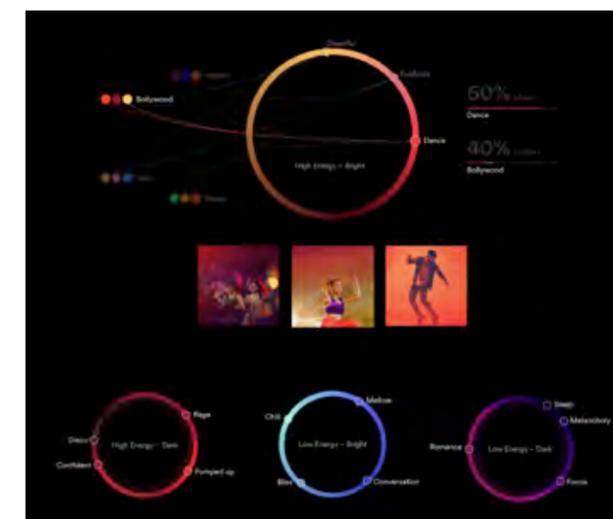
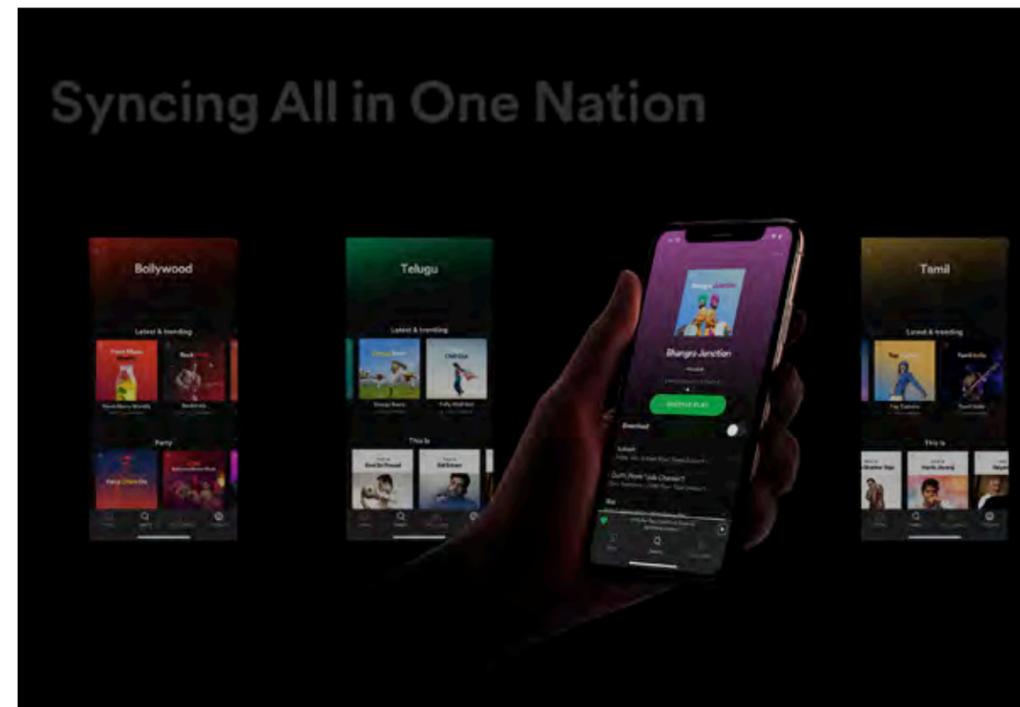
Founded by director Sumit Patel in 2002, the agency's core competencies lie in branding, strategic thinking and user-centric design to help organisations establish their brand presence and grow. The design company specialises in identifying digital emerging platforms for products and offers a wide range of services to their clients, few of which include preparing brands for the future, rebranding companies and helping new entrants penetrate the market through storytelling and cohesive thinking.





Spotify

The largest music streaming brand in the world was set to enter the Indian market but had to create a unique spot in a cluttered space filled with Gaana, Saavn, Apple Music and Amazon Music. As the brand was highly anticipated amongst millennials, hitting all the right spots during the launch was crucial. The brand had to scale up in the diverse Indian market by striking the right chord and building instant affinity. Leaf collaborated with the brand to create a digital editorial design and build a culturally relevant strategy according to the market insights. This was done by updating the brand's visual identity and making it more inclusive and culturally significant with respect to India while retaining the unique identification of Spotify.





WATERFIELD

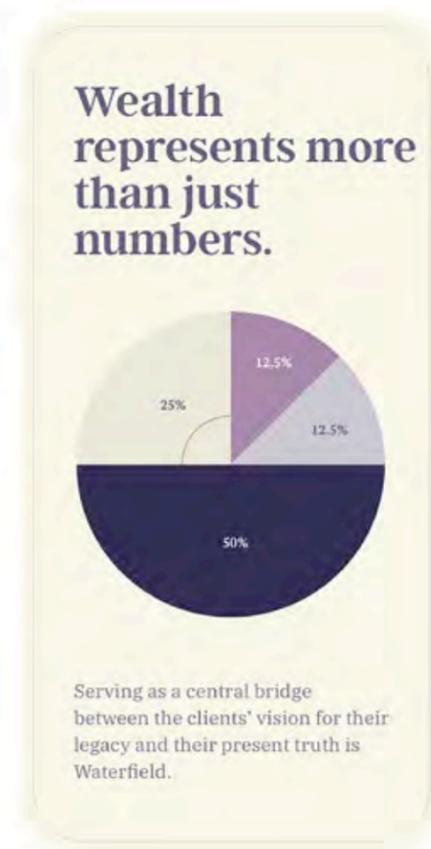
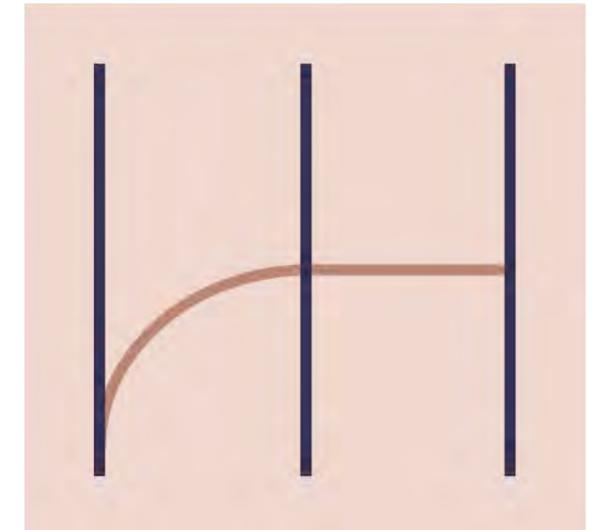
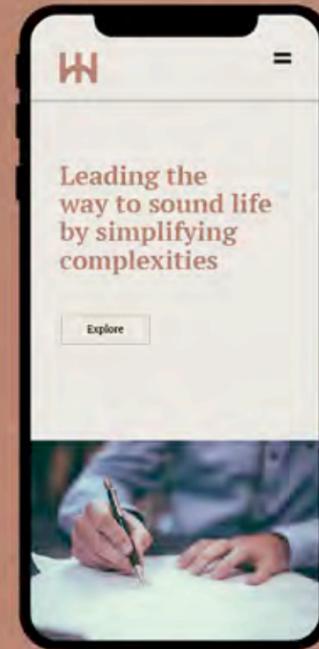
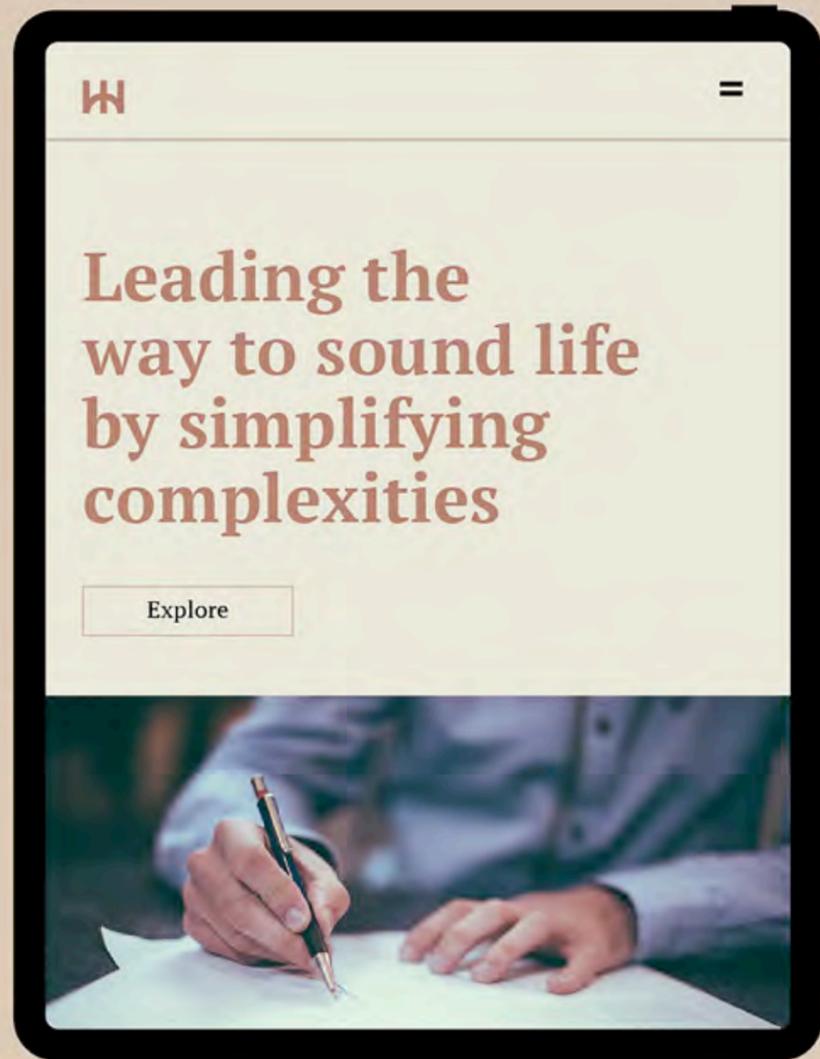


Symbol	White	Water
CMYK	C09 M98 Y87 K7	C09 M98 Y87 K7
RGB	R80 G 08 B800	R80 G 08 B800
#HEX	#98PHGFC	#98PHGFC



Waterfield

As India's Multi-Family Office & Boutique Advisory Firm, Waterfield plays the role of a multi-generational family advisor while overseeing and efficiently managing their assets and financial affairs for a select group of entrepreneurs, families and private individuals. The firm emphasises on enabling their clients to create lasting legacies and ensuring strong governance standards within the company.



They approached Leaf Design to realign their vision and help them scale their business in order to attract the right customers. Their aim was owning the MFO sector while making it the new standard for family business. The studio had to manifest Waterfield's vision of building wealth beyond numbers through their one-of-a-kind services which are based solely on trust, transparency and a no conflict of interest approach. The team prioritised on cultivating deep and meaningful relationships as they are vital to long term success through visual language.

LOPEZ DESIGN

Lopez Design

Expertise
Brand Identity

Lopez Design is a people-centric studio that creates relevant strategies and communications for their clients. They create strategies that let the brand evolve and stay sustainable at the same time. Founded by Anthony Lopez, this branding and communications studio responds to shifting paradigms of design across various fields. In response to these shifting paradigms, the studio plays three distinct roles as a designer - the expert, the integrator and the nudger depending on the requirements and the situation of the client.

The studio offers core services such as strategy, design, activation along with a variety of other services such as brand identity programmes, print collaterals, UI and UX experiences, packaging, environmental branding and interior spaces among others. Lopez Design uses a cross functional, collaborative, and research driven approach to arrive at a unique identity for each brand, enabling cross spectrum adaptability.

Web
Lopezdesign.com

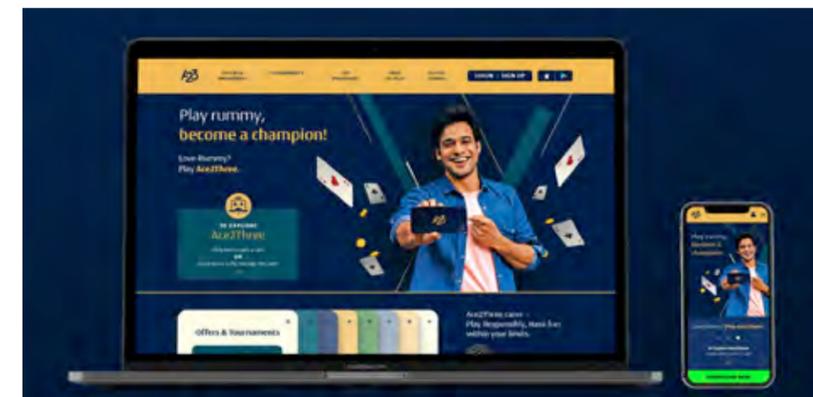
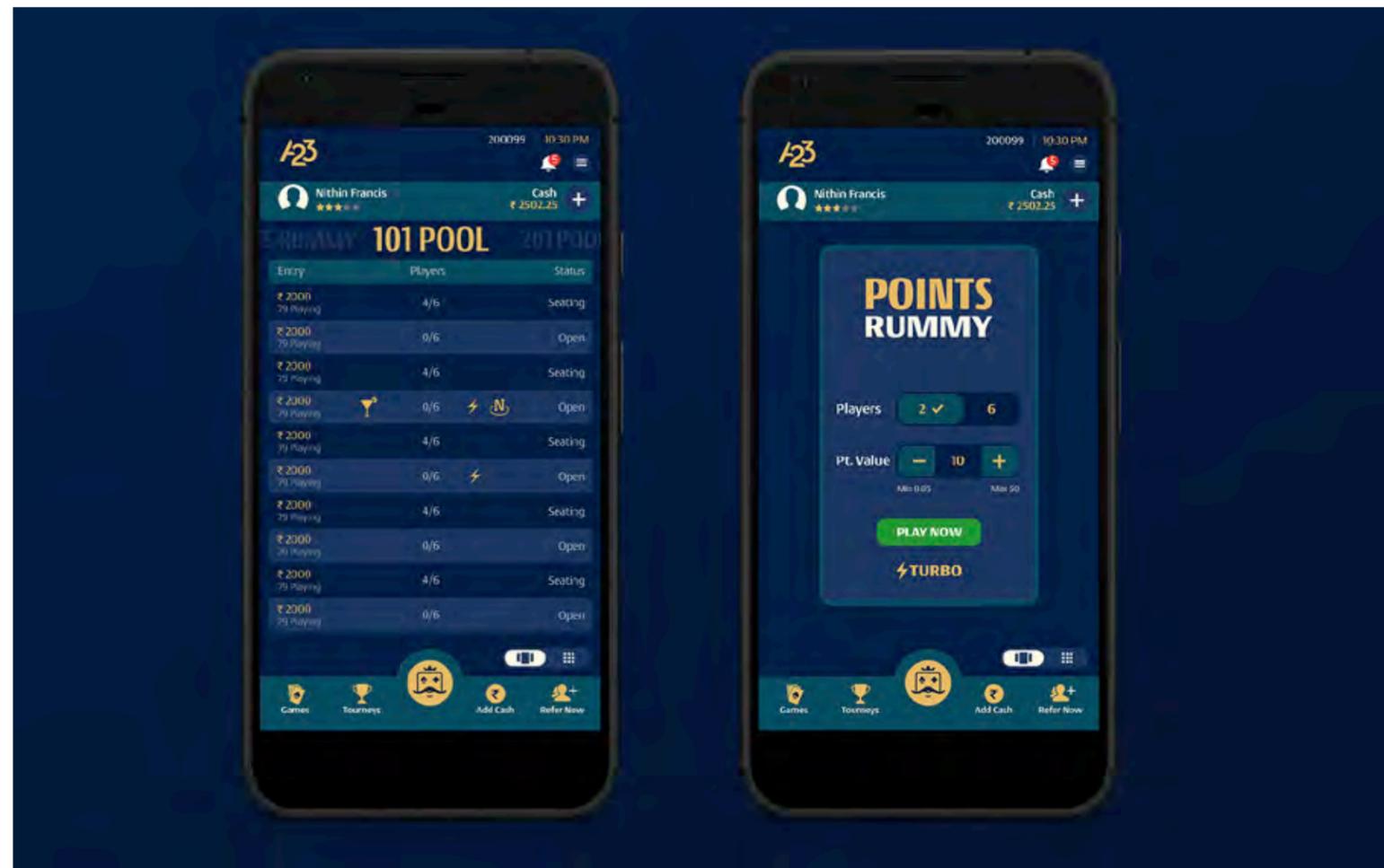
Insta
/lopez_design

LinkedIn
/company/lopez-design-pvt-ltd



ACE 23

The first online rummy portal of India approached Lopez Design as they wanted to create a brand image that portrays rummy as a game of dexterity and skills rather than that of chance and create a community of skilled gamers in the process along with an authentic high security system to ensure a premium experience with responsibility and security. Research revealed that the online rummy platforms were largely focused on monetary gains rather than skills and accomplishment - this was to be tackled by the team at Lopez Design. Ace 23 was positioned in the market as a domain expert in the game of Rummy as a field for players who could be upgraded to professional and premium players.

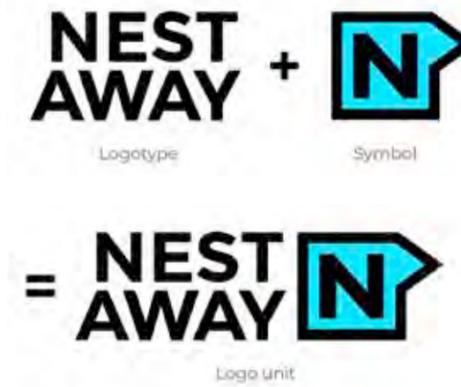


The strategy involved developing a brand image that promises 'treasures through adventures'. The monogram for the brand was customised in-house to give the look of a forward facing brand. The old mascot sketched years ago was revived to look like a mentor who metaphorically helps the players' in shaping their gaming skills.

“Lopez Design was very instrumental in helping us successfully give a new brand identity. Their ability to take a brand with a strong presence which has been around for a decade and to transform it has been exemplary. I personally appreciated their approach, their process was simple, to the point, and powerful! The overall exercise helped us touch base with our roots and tune the rich legacy of the brand to help strengthen our position in the industry”

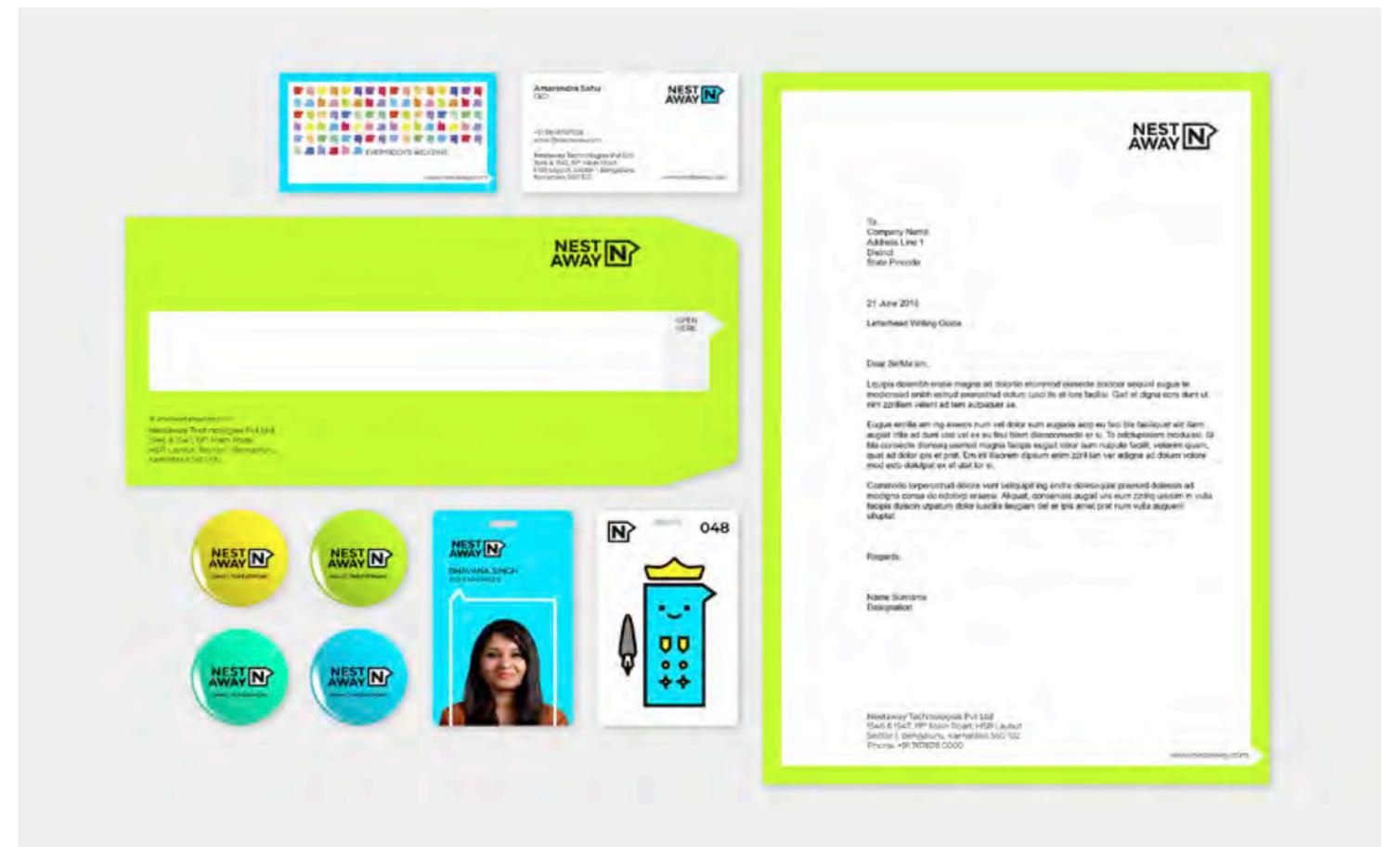


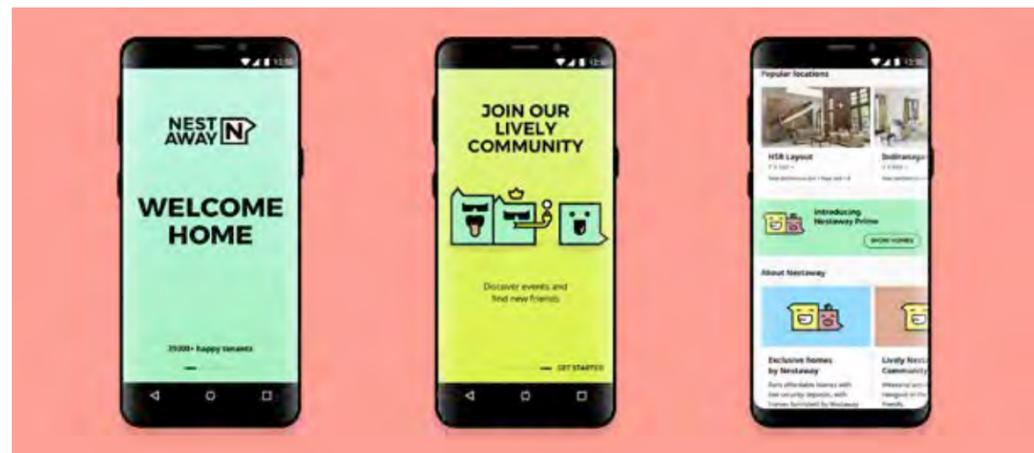
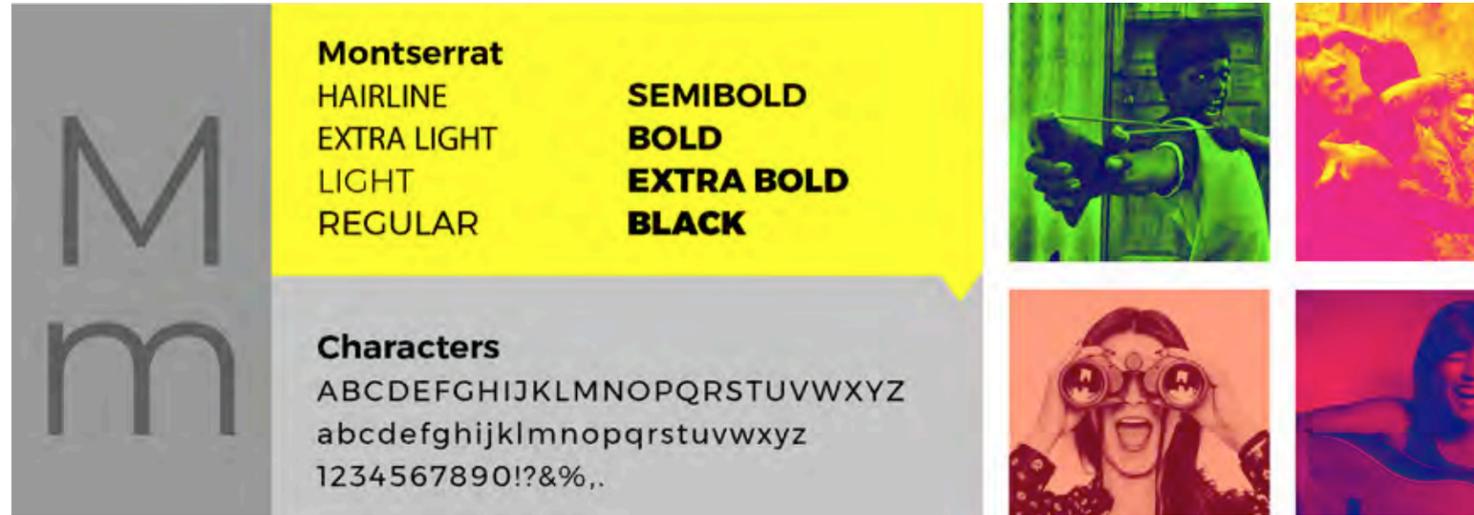
Deepak Gullapalli
CEO & Founder of Ace2Three



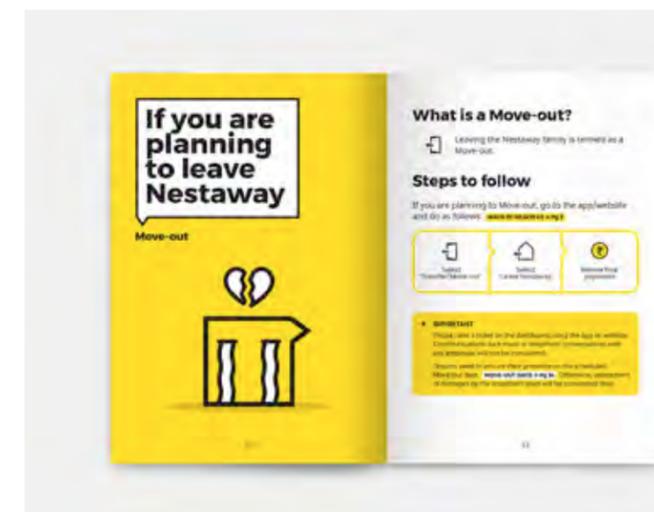
Nestaway

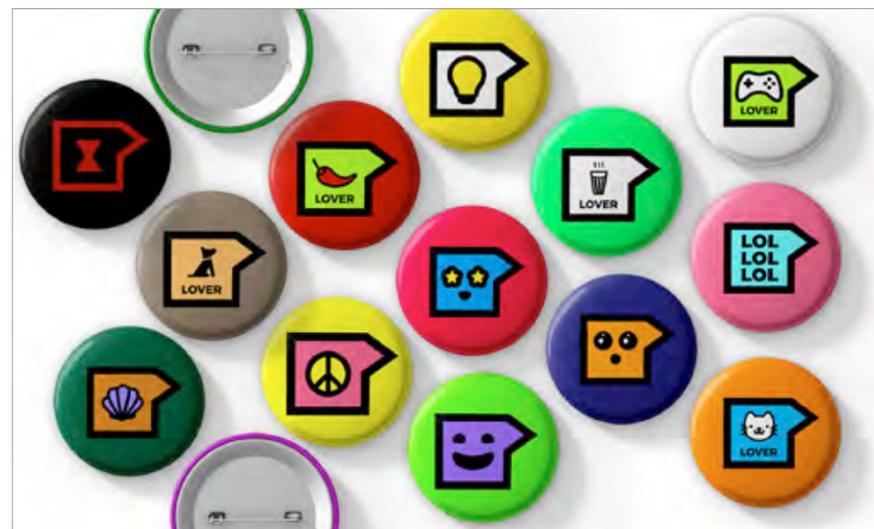
Nestaway was formed with one goal in mind - making home hunting in a big city easy and hassle free for bachelors, single women and migrants. The company wanted to attract the youth while being a game changer in the marketplace, incorporating their ethos of 'homes beyond houses', 'no city is a stranger' and 'no discrimination' into their branding. The brand had to be omnipresent to youngsters





and flow seamlessly across all mediums of communication to reach out to various audiences in different parts of the country. The rebranding of Nestaway celebrated its inclusiveness and the 'Voice Box' which was created for the brand went viral with over 109 million views on Giphy. The brand brought together elements that could be





familiarised with a home such as fridge magnets, neighbourhood tours and certified vendors. Comic characters were created stereotypically to add a humorous touch without being offensive as requested by the company.



“ Lopez Design team is one of the best design units in the world in my opinion. Their clean thinking, their ability to simplify yet lift the agenda and depth of subject expertise is rare and very aspirational for any team or company. I am a huge fan of theirs and strongly recommend their work and their work ethic ”



Rishi Dogra
CMO, Nestaway Technologies



“ Owing to my background in tech, I must admit that I was sceptical initially. Eventually, I was amazed by the sheer power of both the process and outcome of Lopez Design in coming up with Nestaway's brand identity. It gave us a lingo that we identify with while being distinct and yet lovable. I would strongly recommend them for businesses that want to talk to their consumers like people and fine-tune their personality as well ”



Amarendra Sahu
Co-Founder & CEO, Nestway Technologies

MSDS
MANAV SACHDEV DESIGN STUDIO

Manav Sachdev Design Studio

Expertise
**Brand Identity
& Packaging
Design**

Based out of Delhi NCR, Manav Sachdev Design Studio is a multidisciplinary brand design consultancy that offers a wide range of services which include complete brand strategy from brand naming, brand identity, brand story, packaging design, web design and now expanding to digital marketing and social media. In addition to this, they also offer services such as packaging, interactive web design and digital marketing.

As the studio continues to create successful visual communications across the globe, MSDS believes in offering a complete journey to their client and helping their brand carve a niche for itself. They offer services with an end to end the journey to a brand while adding a niche & visual value to it and building a strong visual foundation to enter a competitive market in the process. MSDS believes that through design, stories must be told in a way in which people can relate to, empathise and act on.

Web
Manavsachdevdesign.com

Insta
[/manavsachdevdesignstudio](https://www.instagram.com/manavsachdevdesignstudio)

Facebook
[/manavsachdevdesignstudio](https://www.facebook.com/manavsachdevdesignstudio)





The Earth Collective

The client consulted MSDS when they wanted to build a brand identity for their line of premium hair care products inspired by their unconditional love for mother nature. This meant designing the brand logo, illustrations, packaging and website from scratch and ensuring the creation of a strong brand identity. MSD came up with an idea that incorporated five elements of nature along with natural ingredients and science to create the products. The five elements were illustrated in resemblance to strands of hair and the logo depicted the earth's hemisphere, which emphasised on rare ingredients. The pastel coloured packaging has subtle depictions of rare birds which gives it an elegant, minimal and soothing look.



“Manav Sachdev Design was one of the best decisions I made for the branding and packaging. With MSD, from conception to completion - the entire process was a cake walk. I couldn't be happier with their professionalism, honesty, originality and creativity for my brand. They go out of their way and treat my brand as their own. Thank you Manav for making my vision come to life”



Shaily Kataruka
Founder & CEO - The Earth Collective



Entisi Chocolates

The chocolatiers at Entisi Chocolates create exquisite and artisanal high quality chocolates. The brand was looking for a luxe packaging for their customisable and pick-and-go lavish chocolate boxes. The client wanted the packaging to look vintage and give out a contemporary vibe, which was challenging. MSDS offered to create a vintage look for the boxes in addition to depicting modes of transportation - signifying the journey of the cocoa beans from Madagascar and Italy.



“ Working with Manav was nothing short of a delight. He got to the crux of the brand and ensured clarity in what I wanted. Apart from asking for feedback and updating me regularly, his first draft for the vintage praline made me want to scream! His first draft is what I chose as my final design. He could visualise what I wanted to convey and I will certainly recommend him to others ”



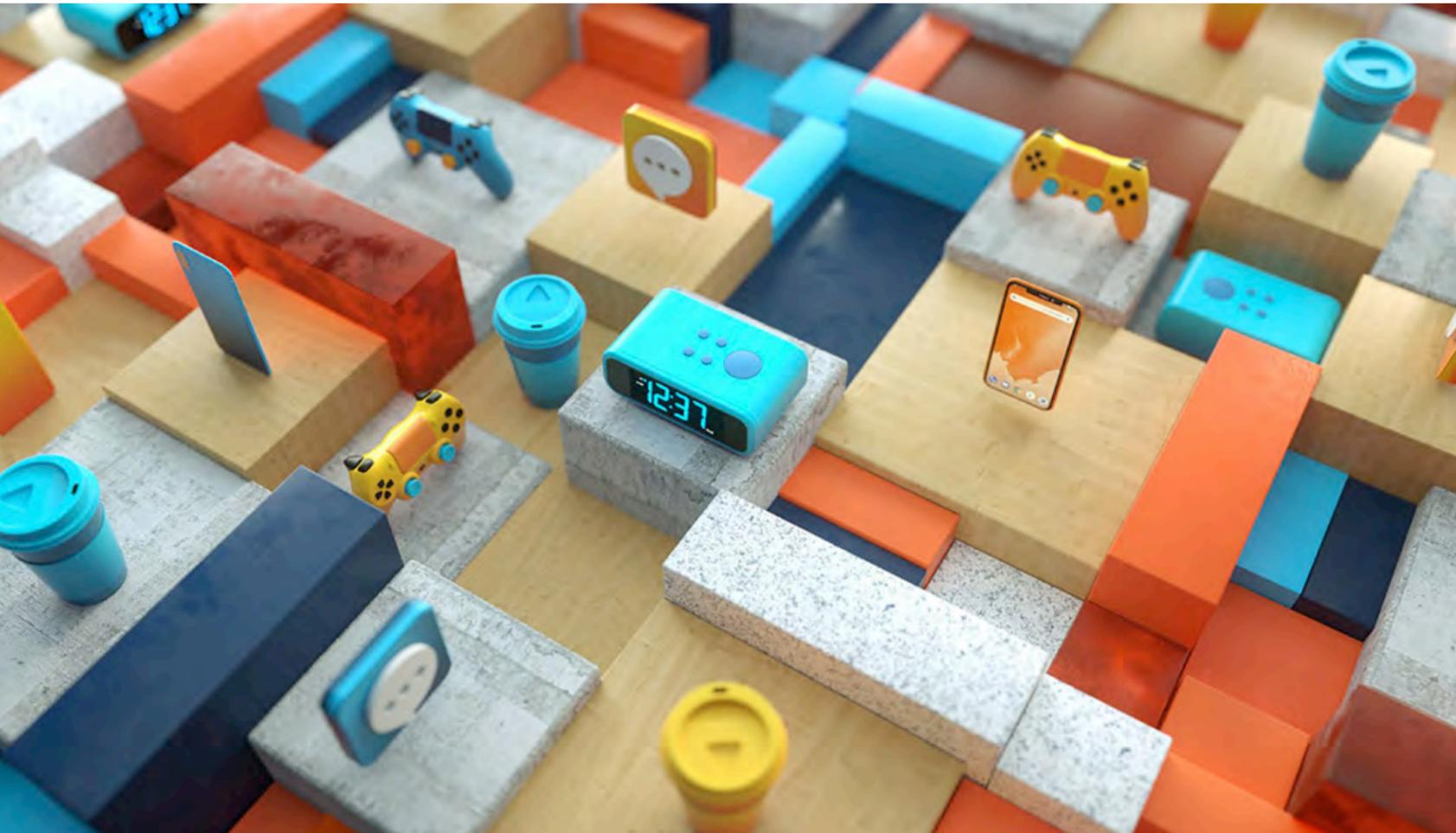
Nikki Jain Thakker
Founder & Chocolatier at Entisi Chocolatier

Shahnaz Hussain

The leading advocate for organic and ayurvedic beauty care approached MSDS to design her Flower Botanic range of beauty products. The client wanted a bold and fresh look while incorporating flowers and herbs as these were the key ingredients of the product. The brand



had to break free from the 90s theme and offer a new look that had strong visual appeal and high recall value. After considering MSD's suggestion to shift from the existing design to a contemporary one, the rebranding of the packaging ensured that all the elements requested by the client were incorporated.



POST·OFFICE

Post Office Studio

Expertise
**Motion Design
 and Animation**

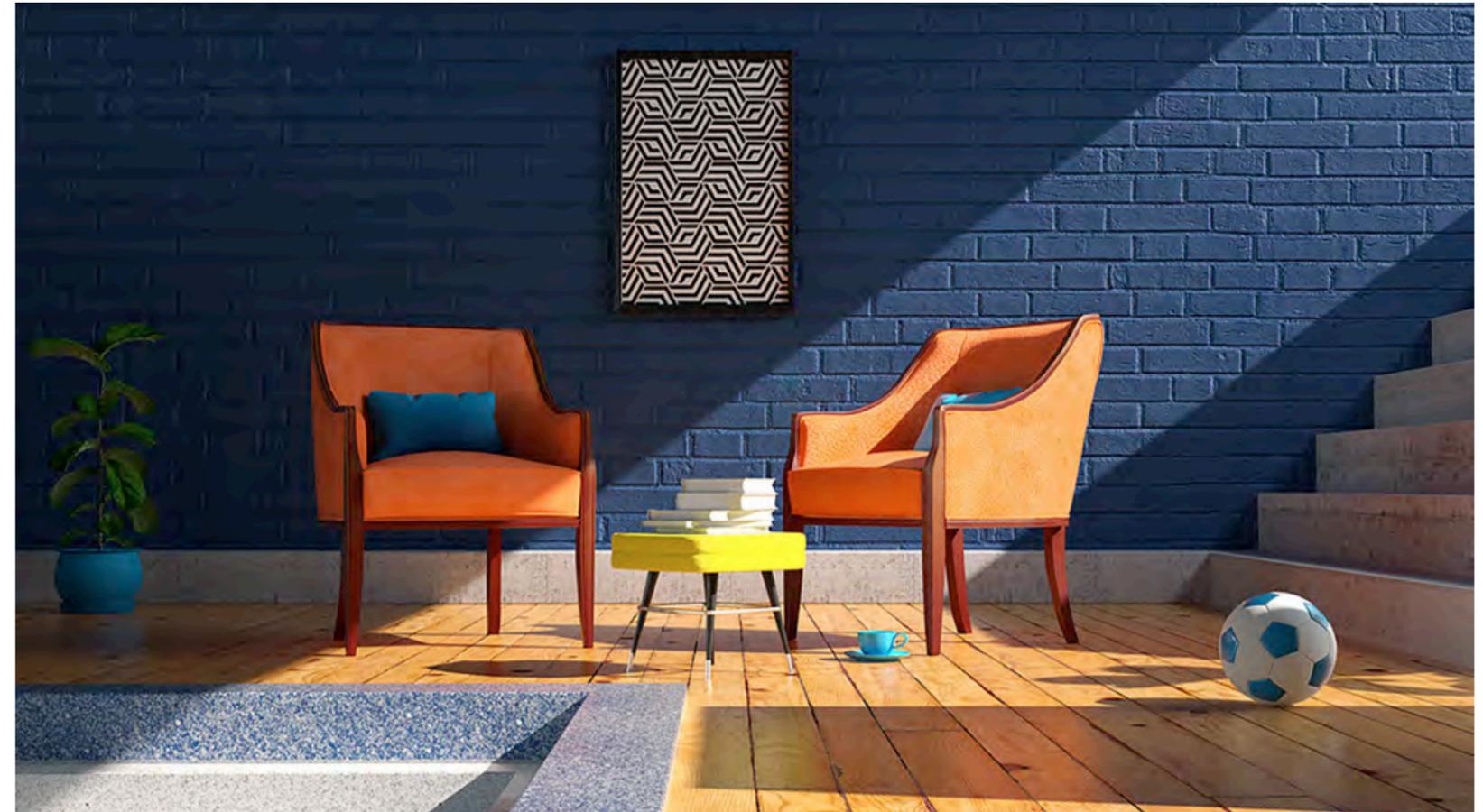
Post Office Studios is an animation and design studio based in Mumbai. Specialising in creating high end moving image content in advertising, film and music – the team comprises designers, animators, visual effects artists and new media tech experts. The live action of the company is handled by its Sister Company - Supari Studios. Since 2012, the studio has been executing original content which extends across a various range of services on variety of mediums.

Web
Postofficestudios.com

Insta
[/postoffice.studios](https://www.instagram.com/postoffice.studios)

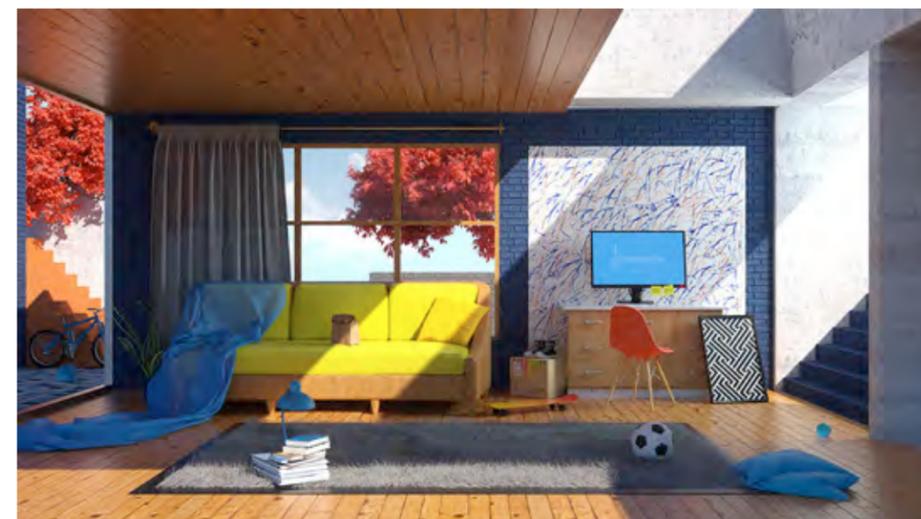
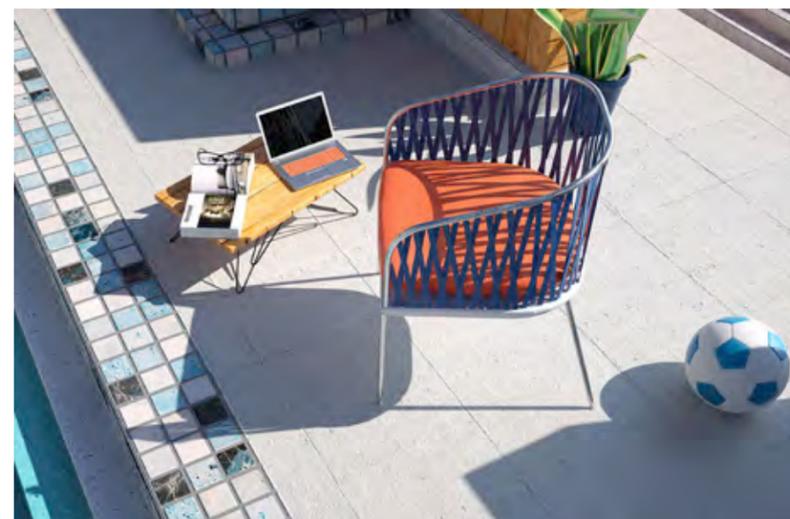
Behance
[/postofficestudios](https://www.behance.net/postofficestudios)

The studio is constantly evolving as it develops new skills through R&D in areas of computer generated moving image techniques such as cell animation, VFX, virtual reality and augmented reality.



Asian Paints Colour Next 2019

For their newest brand campaign, Colour Next '19, Asian Paints wanted to showcase their four diverse trends : Adulting, Enchanted, Harvest and F-Lux along with the Colour of the Year- Awakening in five distinct films with the right colour palettes and patterns for each trend to be showcased at the India Design ID. The team had to push themselves for this one as this was a 3D film, whereas Post Office Studios specialised in 2D animation and motion graphics. As a result, a foolproof plan was formulated and bright, block colours and quirky objects were added while keeping latest trends in mind to highlight the spontaneous lifestyles of the millennial generation.



“ I have worked with Post Office studios for 2 years and it has been great working with their team right from the script to animation experts. They are thorough in their approach and undertake serious brainstorming to ensure everyone is on the same page. I also highly appreciate the fact that they keep themselves updated on industry trends which is a big boon ”



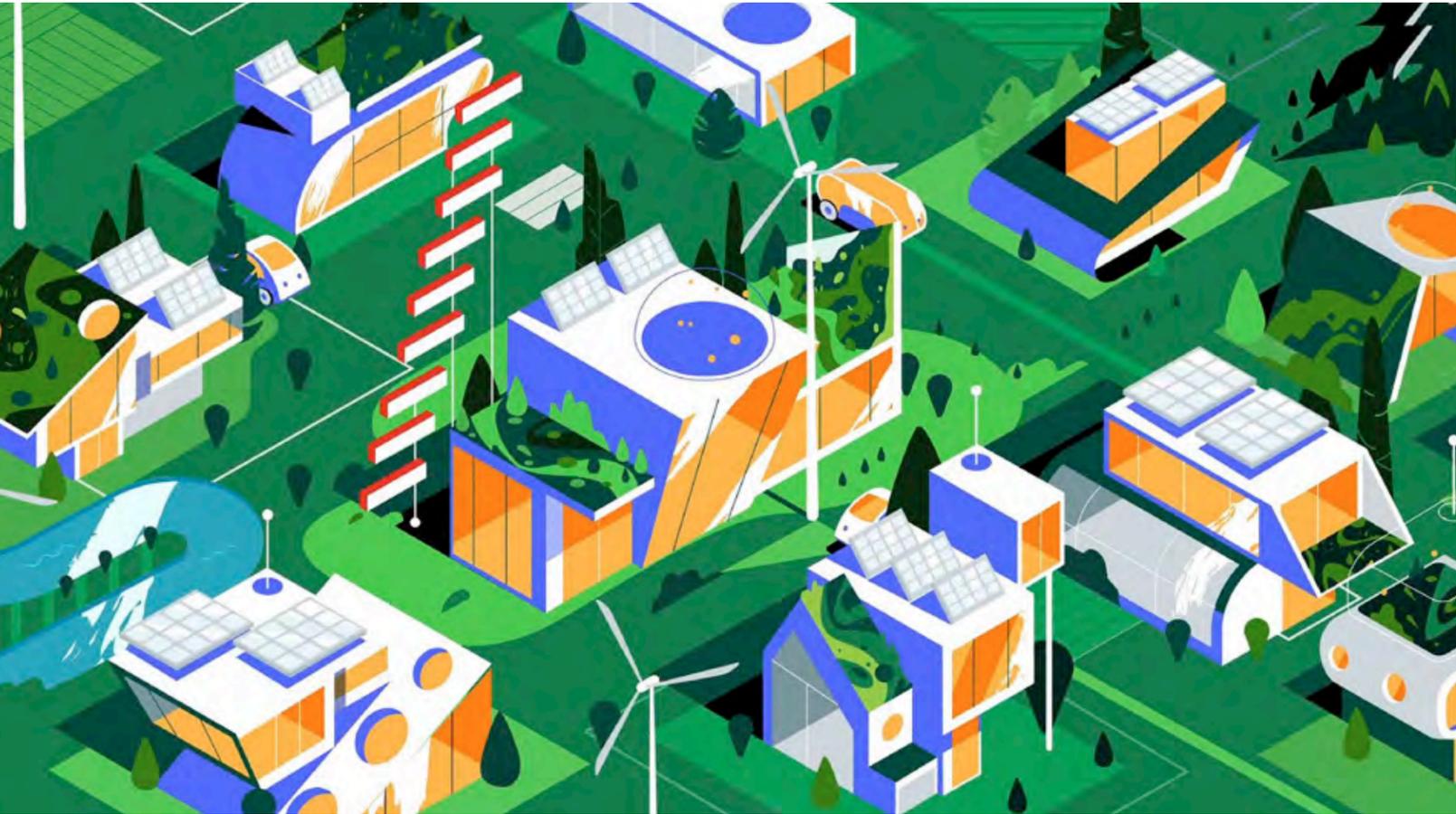
Vidya Iyer

Brand Manager - Colour research and Design, Asian Paints

Hyderabad Design Week

Approached by the government of Telangana for the Hyderabad Design Week in October 2019 which would tandem with the 31st World Design Assembly, the agency was asked to come up with a promotional video that was innovative, unconventional and in accordance with the theme - Humanising Design.





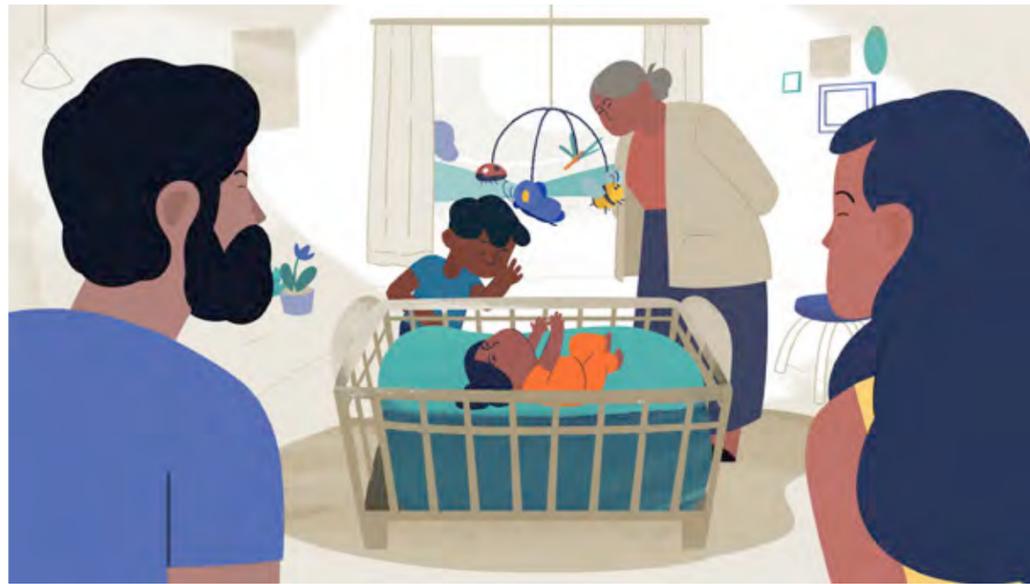
It was challenging to include the diverse design styles while ensuring a seamless connect with endless spitballing of ideas and the most challenging task was animating the end sequence that said 'design.' To execute the plan, a mood board was created to ensure the video was appealing. A combination of 2D & 3D animation and live action along with a spoken word piece and 'the importance of design' were added. All together 54 animated frames were weaved to the finished video.



“ We zeroed in on Post Office Studios as they had a good track record. Despite the fact that both of our teams were in different cities, coordinating with them was very easy. We had a very short timeline to conceptualise and finalise the video. However, Post Office Studios did a great job and fully met our expectations. The visuals and script were very gripping and piqued everyone’s interest towards the event ”

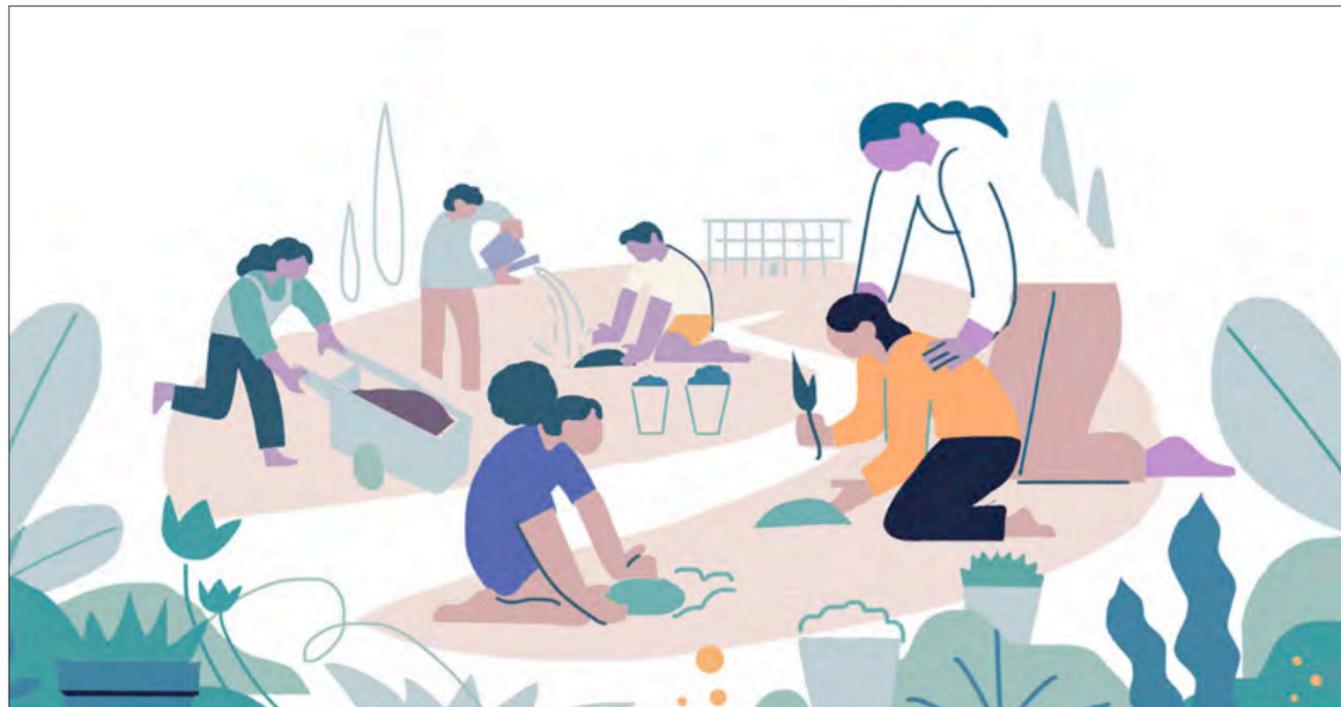


Vatsala Mishra
 OSD to Principal Secretary
 Director of MSME, Retail, Design Industries & Commerce
 Department, Government of Telangana



Imaginable Futures

A new venture of the Omidyar Group, the brand wanted to highlight their vision of how learning can unlock potential and enable people to thrive and contribute in an ever changing environment. Due to the collaboration with New York based Matter Unlimited and a few freelance artists, conceptualising



a creative piece in sync while ensuring seamless designs and meeting the deadlines proved to be a challenge. To ensure consistency, a design and animation guide was created for reference and a combination of After Effects and cel animation was used, with the latter being used only for primary actions.

“ We had a wonderful experience working with Post Office Studios. We were looking for a studio that could work with us on an ambitious concept and show the impact of lifelong learning through a variety of characters. They understood the ideology behind the script and helped us create an elaborate world to illustrate it. Although we were working between two continents and three time zones, the studio made it easy to communicate daily and maintain a steady work-flow. We’re proud of the video we created together and look forward to working with Post Office Studios again ”



Ilana Rossein
Executive Producer, Matter Unlimited



Redd

Expertise
User Experience Design

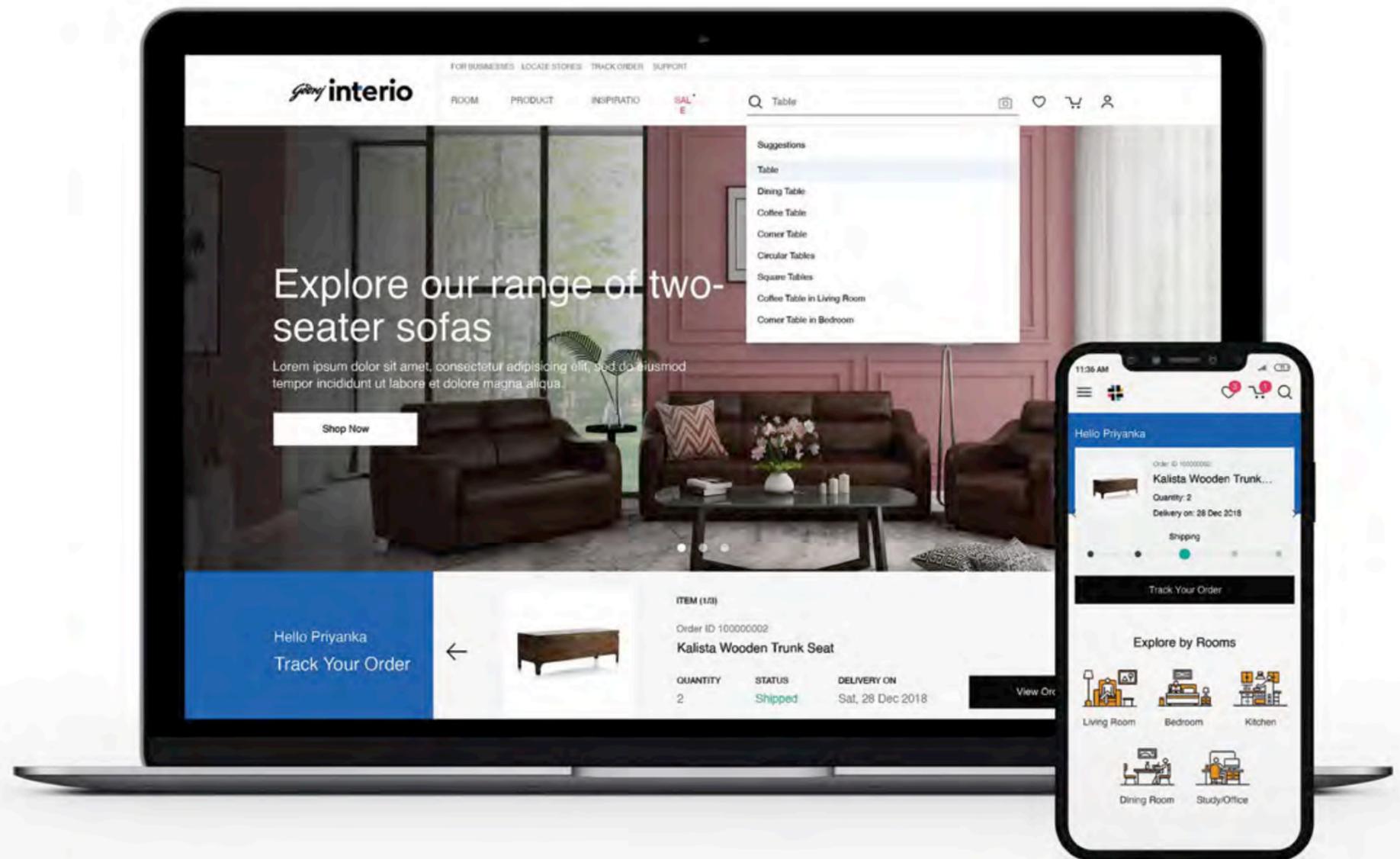
What started as a design agency in 2015 to address the design needs of tech enabled startups now offers a wide range of services to clients from a wide spectrum of fields, some of which include clothing, jewellery, furniture and even hospitals. Redd offers a wide range of products and services to their clientele, few of which include App Design, Service Design, Web Design, UX Audit and Branding.

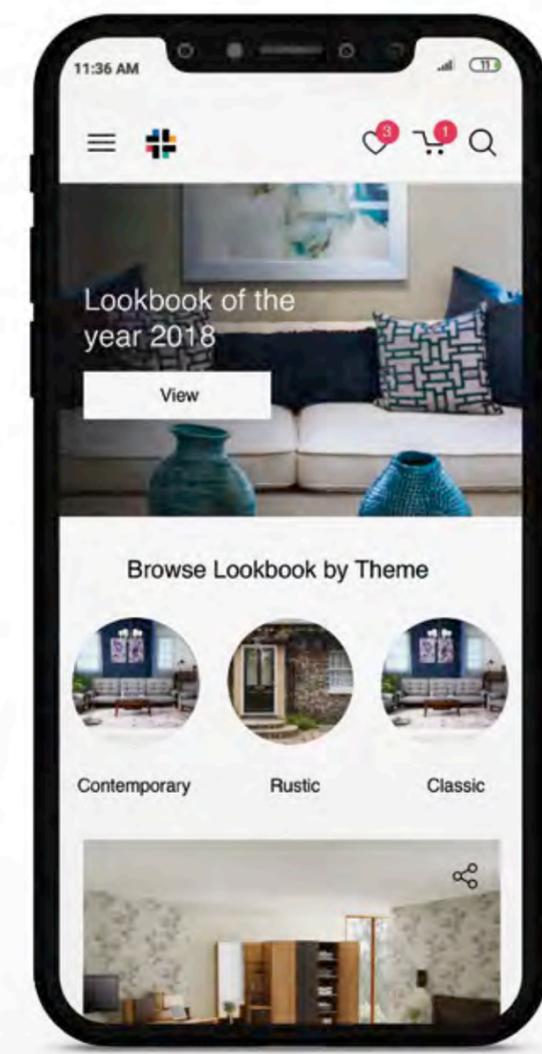
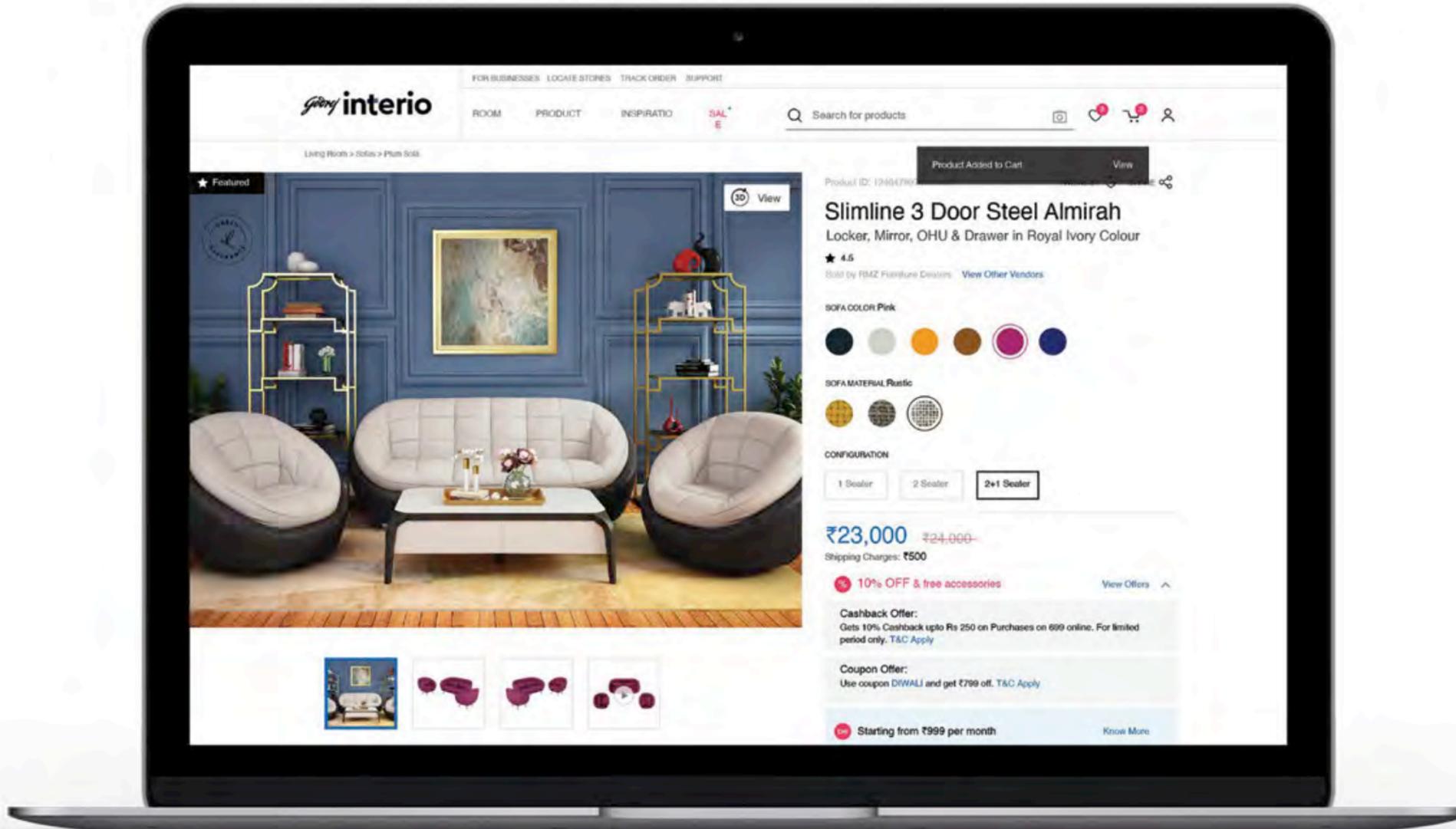
They aim to carry forward the vision of their clients and help them succeed in the marketplace by making a meaningful impact on their businesses which is done by ensuring a superlative user experience for their consumers. With over four years of experience in the design scenario, Redd has worked with various types of clientele that range from two-person developer entrepreneur teams as well as large multinational companies.

Web
Redd.in

Insta
[/reddexperiencedesign](https://www.instagram.com/reddexperiencedesign)

LinkedIn
[/company/reddexperiencedesign](https://www.linkedin.com/company/reddexperiencedesign)



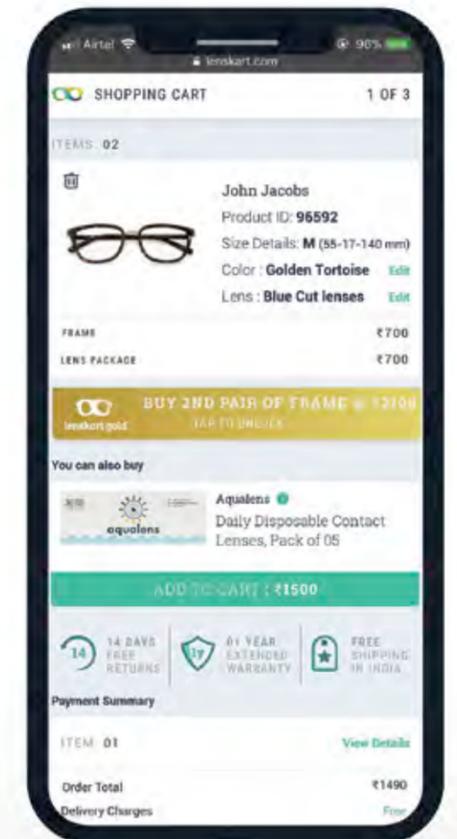
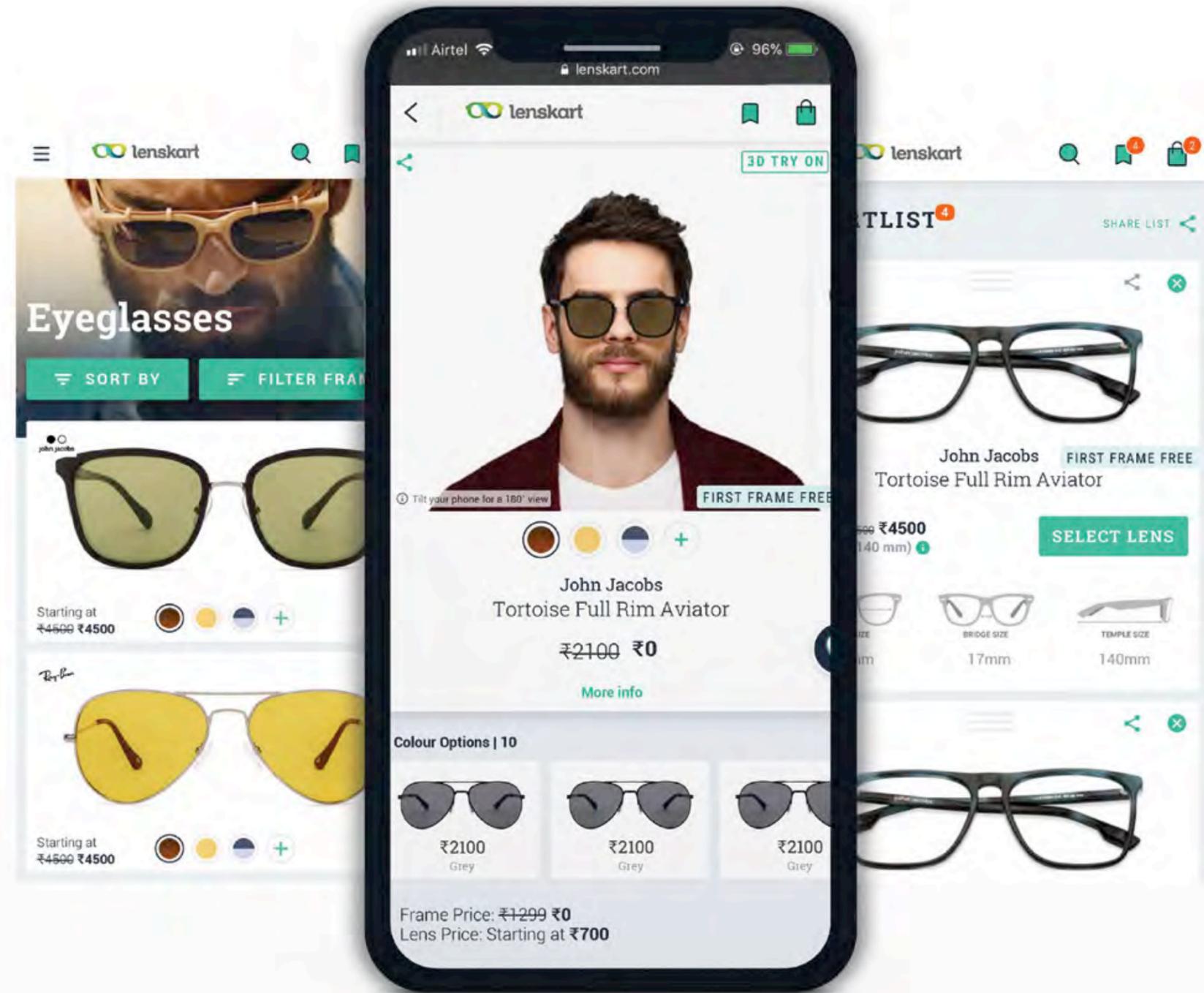
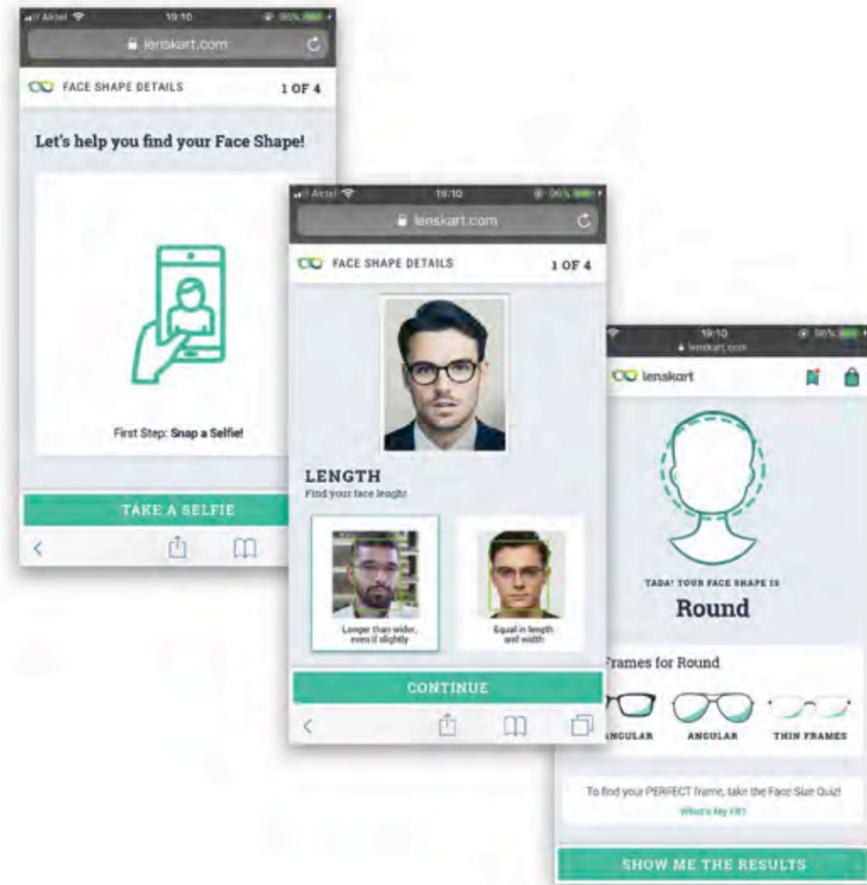


Godrej Interio

Being India's largest furniture manufacturer, Godrej was looking to create a website for their brand new furniture and custom interior design services which would become the first point of contact for a potential customer. As the brand was venturing into e-commerce after the evolution of the industry, the challenge was to design a website which included all the features that other brands offered and add unique features for Godrej to ensure competitive advantage - one of them being a pick up option from the nearest Godrej store instead of waiting for shipment orders for days.

“ Our brand focuses on creating immersive and customer-friendly interfaces across all touchpoints and the website is the first step towards a true omnichannel experience that connects today's tech-savvy customers with the contemporary products of Godrej Interio ”

Ashish Jain
Head, E-Commerce, Godrej & Boyce



Lenskart

Being one of India's leading eyewear brands, Lenskart approached Redd as the brand's mobile website was converting the least number of customers into visitors when compared to other platforms. Hence the challenge was designing a site that would ensure high conversion rates and gel with the brand's offline stores. The team started with studying their research, web analytics and customer calls while designing a site that helped users narrow their options but widen their search for trends to ease conversion. Customers were also interviewed on where they preferred shopping and all of this led to a realisation that converting all consumers online will not be a feasible option. Eventually, this led to the website being treated as just another physical Lenskart store.

“ Lenskart was looking to revamp the mobile platform and capitalise on the new user flow. We wanted Redd to go through all user profiles and share both UX and UI designs as per the findings. We have seen improvements in our mobile conversion post the implementation. This will now allow us to continue improving our mobile platforms ”

Ramneek Khurana

Co-Founder and Vice President, Product, Lenskart



Rocket Science Lab

Expertise
Motion Design
& Animation

A mixed media production company that creates hyperreal visuals, Rocket Science Lab has become recognised for its unique creative ideas and technology. They work across traditional and emerging mediums to design moving image works that include commercials, MVs, shorts and indents with an emphasis on producing original content.

The studio was founded by Directors Vidya Sharma and Rajesh Thomas in 2010 as a production company. With an experimental flair, Rocket Science consistently produces creative work while maintaining a distinctive style when working for different mediums which are both traditional and modern. According to the requirements of the client, the studio collaborates with other freelancing artists to deliver the desired output.

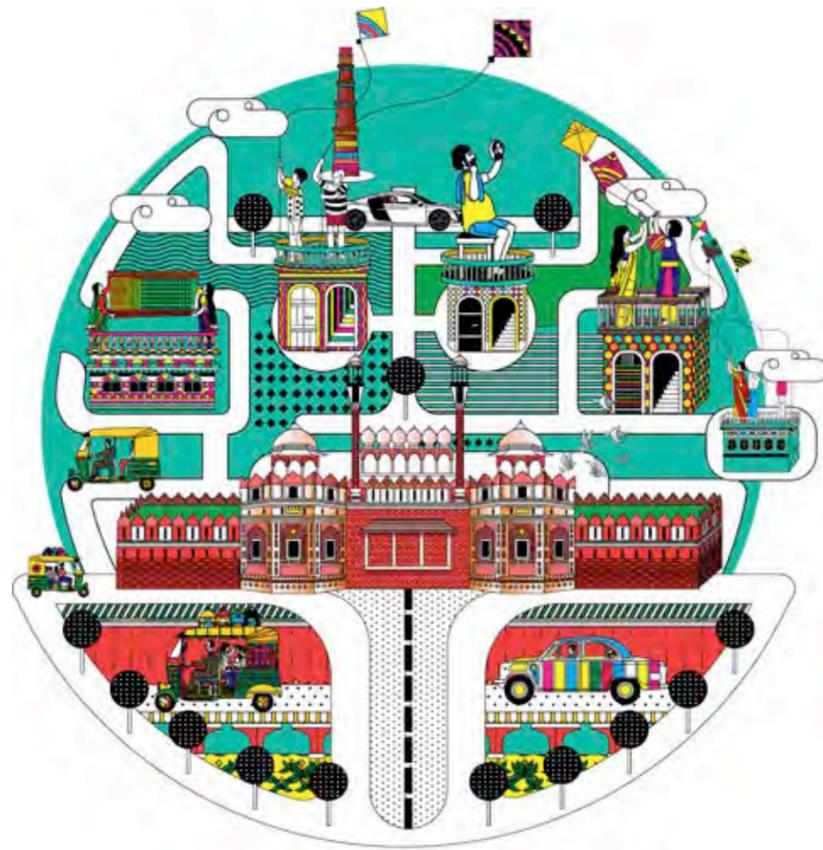
Web
Rocketsciencefilms.com

Insta
[/rocketsciencelab](https://www.instagram.com/rocketsciencelab)

Facebook
[/rocketscience.lab.9](https://www.facebook.com/rocketscience.lab.9)

The lab's works have been selected by festivals like the BBC Music Video Festival, the London International Animation Festival, Holland Animation Film Festival and have also been showcased in international magazines as well as on websites like Stash, IDN, Hugo Boss.





Kohinoor - Taste India on a Plate

Kohinoor wanted to showcase its range of products while depicting its journey into the European market with a clutter breaking television commercial. The biggest challenge faced by the team was placing the sublimation print on over 700 plates with laser precision, for which a custom scale was created. There was also the challenge of printing multiple times and several test shoots to ensure seamless animation. This led to the creation of a unique stop motion film with 3D animations blended seamlessly into 2D animations along with transitions that showcase the uniqueness of India on a plate and highlights Kohinoor's range of sauces and meals as a travelogue on the little nuances of India.

“ This stop motion film required an exemplary amount of precision in direction, pre-production, production and shooting. The pre-production took over three months as more than 700 plates were printed and hand animated in stop motion. Rocket Science Lab excelled in making this possible and lived up to the challenge while collaborating with multiple people from different parts of the world ”



Abu H. Mallick
Founder, CULTR, London

MP TOURISM

For MP Tourism, a path breaking commercial was expected for the one of a kind water sports festival 'Jalmahotsav' to be held at Hanuwantiya. Water colour paintings made by 30 artists were used to embody the spirit of Jalmahotsav and the entire film was shot from a child's perspective to make it appear intriguing and sound effects of water drops and the ghatam were added to create music. The entire film was shot in stop motion in a single take and the keyframes of the paintings, which were also shot in a single take, were drawn by children to achieve a child's point of view. The entire video used well over 700 paintings and took over three months to complete.



“MP Tourism’s Jalmahotsav has been directed by Rajesh & Vidya from Rocket Science and it was a great experience working with them. This is a very difficult film to execute but the team carried forward the legacy of the MP Tourism advertisements and created a visually and musically rich film which has been communicated in a one if a kind way”



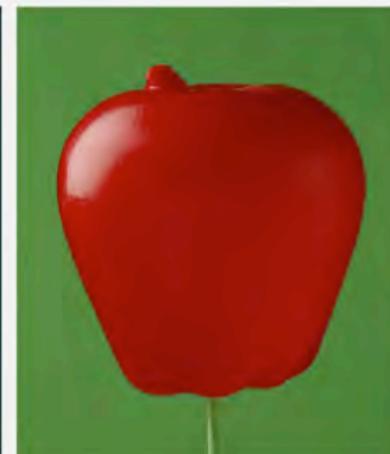
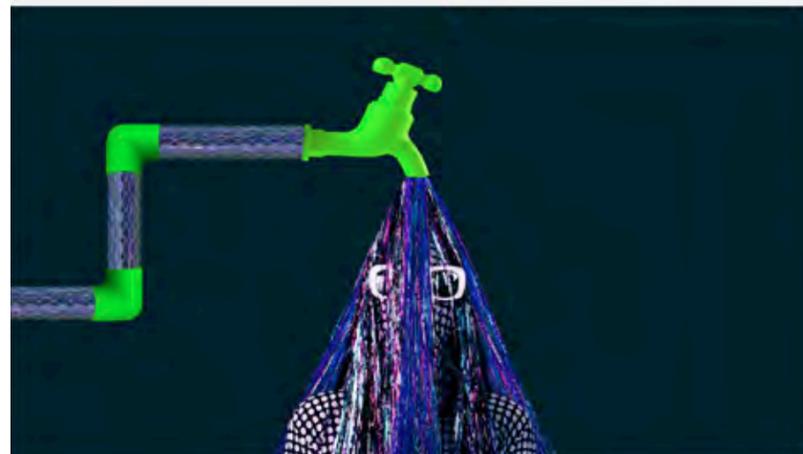
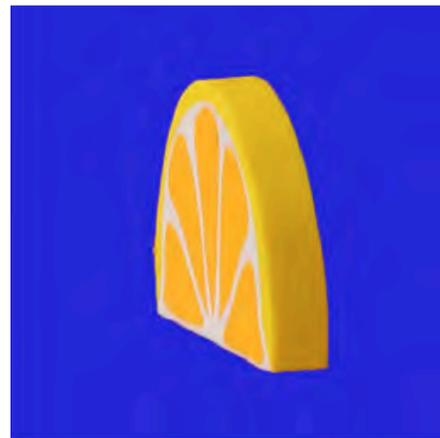
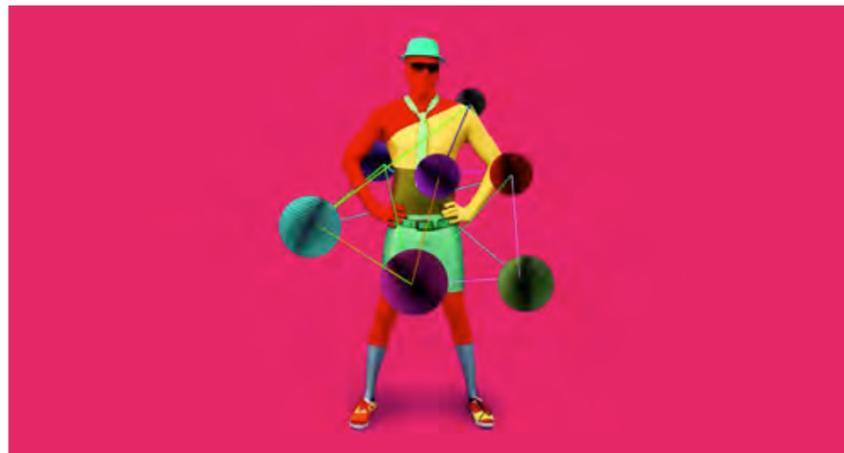
Mahesh Gharat
Chief Creative Officer (South), Ogilvy



“ The brief for the project was to be experimental and innovative and Rocket Science exceeded it. It gave the creative producers at Zoom a lot of material that could be used in many ways to meet its need of a modular OnAir Packaging module ”



Mayur Tekchandaney
Partner, Briefcase Design LLP



Zoom TV, IDENTIS

For this project, three key themes were to be used for Zoom TV's rebranding. After brainstorming for a distinct look that is quirky, trendy and fun and is versatile for various themes, we came up with theme 'Love, Party and Fresh.' Models wearing morph suits were shot against the green screen to be composed into sequences and elements like disco balls, honeycomb balls, plastic fruits were used as objects around the models to bring about a graphic finish to the film, which was shot using the stop frame technique.



Studio Eeksaurus

Expertise
Animation

Studio Eeksaurus is a design-driven, multi-platform production and content creation studio based out of Mumbai. Launched by NID alumni Suresh Eriyat in 2007 after a memorable career in advertising and filmmaking, the studio creates high-quality animation films and is a medium agnostic production company driven by design. The studio caters to a wide range of clientele among which few belong to the FMCG, food and beverage industry and technology.

The in-house team of animators and designers at Eeksaurus believe in tweaking mainstream ideas to create out-of-the-box films and designs in order to add a unique and quirky touch to their services. They believe in creating sustainable designs which can stand the test of time and pushing the boundaries to deliver the best possible outcome to their clients. Eeksaurus has received prestigious awards such as the New York Television Awards, Asia Pacific Adfest Awards, and Tehran Animation Film Festival to name a few.

Web
Studioeeksaurus.com

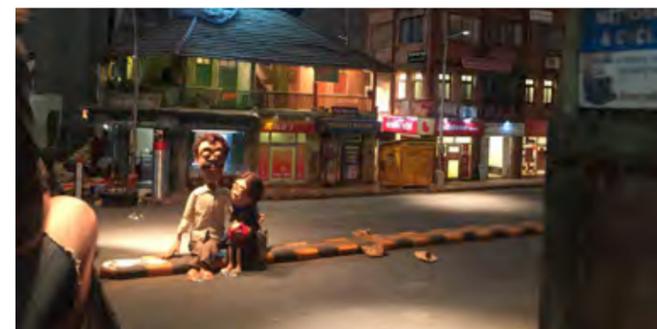
Insta
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YouTube
[/studioeeksaurus](https://www.youtube.com/studioeeksaurus)



Tokri

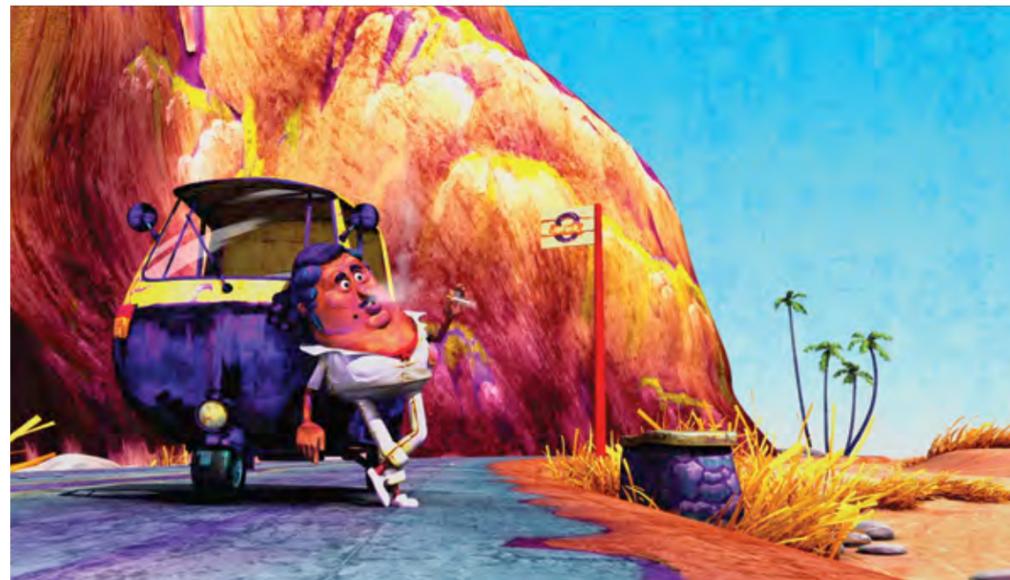
When the founder Suresh Eriyat was walking amidst the bustling streets of Mumbai, a young girl selling baskets approached the animator - who shooed her away, repenting his actions later. This inspired him to create the film Tokri without the expectation of any fiscal gains. The film aimed at highlighting the state of children who could be in dire need of money and may not necessarily be a part of local gangs who employ them for financial gains. It was meant to turn the studio into a leading stopmotion contingent in the country and carve a niche in the Indian animation scenario. The team at Eeksaurus juggled with the film and other commercial projects over the course of eight years as they were the primary source of revenue. Though the team struggled to keep the project alive and the film almost got shelved, financial support at a crucial time came to its rescue and Tokri was finally completed in 2017.





The Fisherwoman and Tuk Tuk

Created entirely in-house out of the sheer love for animation, the inspiration for this film struck founder Suresh Eriyat when he witnessed a couple of fisherwomen haggling with a rickshaw driver, seconds after which they stormed out of his rickshaw and walked away unfaltered. The incident stayed with him as he wondered if these women would like to drive their own rickshaws one day. The team at Eeksaurus began working on the script for the film and it was given a hand-painted texture because of which it stood out.



The fisherwoman was depicted as voluptuous in connection to her sedentary lifestyle and was given an air of irreverence, highlighting her toughened nature as a result of the adversities of life. One day, she finds a pearl in one of her fishes, which leads to her buying an autorickshaw and driving it around the city with a carefree attitude. Though the team could not fixate on a climax for years, it led to them spitballing endlessly on the various possibilities of the same. The film received the National Film Award and the Dadasaheb Phalke Film Award for the Best Animation Film in 2016, among many others in USA, Japan and Venice.

**studio
kohl**

Studio Kohl

Expertise
Brand Identity

Studio Kohl is a design house that works closely with NGOs, musicians, activists and game changing lifestyle brands to cater to niche audiences. Founded by Mira Malhotra, a graduate of the National Institute of Design, the studio builds visual languages that define brands and crafts meaningful images with a thorough understanding of content.

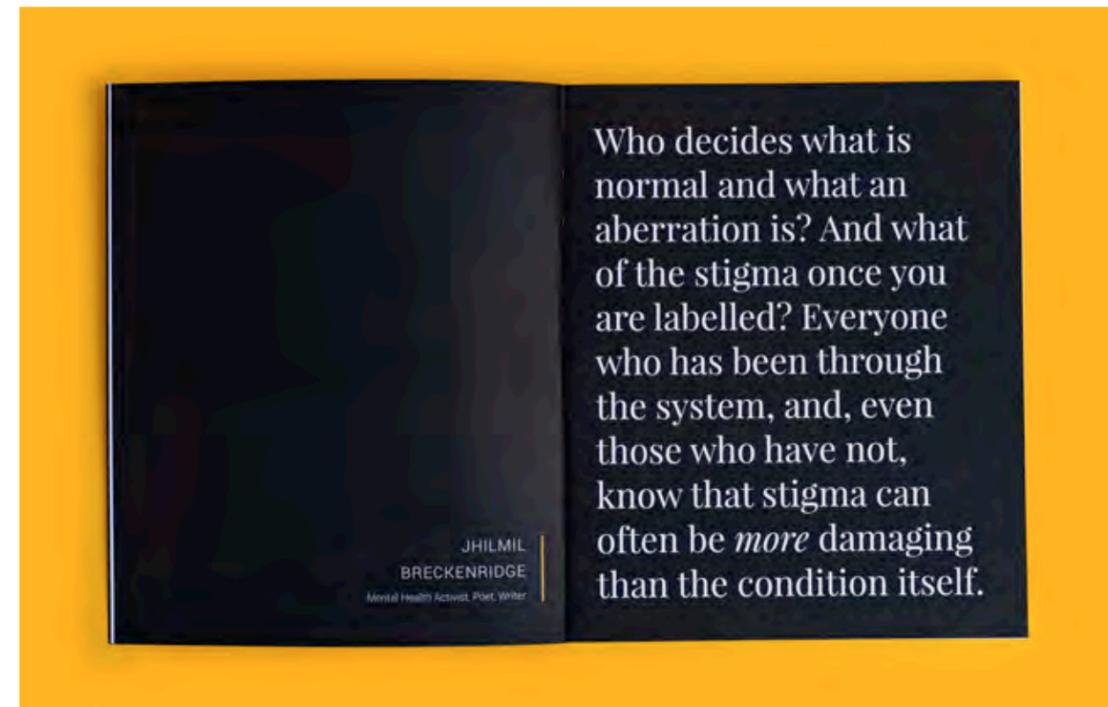
Based in Mumbai, the studio takes inspiration from Indian art history and folk arts to alternative subcultures and uses them while creating an image for clients in unconventional and challenging ways.

The studio has received several accolades which include the In-Book Winner for Specialist in 2017 and Limited Edition Books and the In-Book Winner for Magazine Design for Independent/Trade Magazines in 2019 in association with D&AD and the One Club of Creativity respectively.

Web
Studiokohl.com

Insta
[/studiokohlindia](https://www.instagram.com/studiokohlindia)

LinkedIn
[/in/studiokohlindia](https://www.linkedin.com/company/studiokohlindia)





Reframe Journal

The brief started with the client approaching Studio Kohl for their annual print report but as the studio began understanding their manifesto, a suggestion on using the journal as a tool to destigmatise mental health and create awareness on it was readily approved by the client. The challenge was to break into a new space with MHI and campaigning for mental health in a developing country only created another hurdle. The journal had to be globally relevant and filled with local insights, while being accessible to people who experience mental health problems and people who are likely to fund mental health campaigns. A simple journal format was created and was templatised as it would make customisation easy. Locally informed, visual models were implemented as they could be reused by the client and all of the hard to understand information was depicted visually to help readers understand the content easily. The design was made using only two colours and used recycled paper to minimize print and labour wastage.

“ The Studio Kohl team asked us questions that elevated not just our written content but created a blueprint on how to communicate about the sector of mental health. They are able to create not just a look and feel that is professional and aesthetic - but one that works in conjunction with written content. For MHI, working in partnership with Studio Kohl, allowed us to launch a memorable first edition of a journal, ReFrame ”

Rajvi Mariwala
Director, Mariwala Health Initiative



International Women's Day 2019, Snapchat India

Snapchat India approached the studio in requirement of localised stickers and tools on the occasion of International Women's Day. Looking for visual illustrations of womens' movements in India, Snapchat also wanted to depict happy female friendships while

connecting it with a serious issue of gender equality. As a result, friendly women's faces were created with diverse skin tones, costumes and retro lettering was added for a nostalgic, inclusive and very Indian representation of sisterhood, strength and protest.





Unfolding The Saree Zine

For a project initiated by the studio itself, the brief was to create a hip yet affordable zine that had relevance to both global and Indian audiences focused on DIY culture on women's movements and make it enticing for readers, specifically the madonna-whore complex. The challenge was to use cheap materials and create a design that was hip and relevant in India and abroad. After spitballing, it was finalised that a miniature saree would be created that could double up as a comic as well. Lightweight local paper and electroplated hangers were used to create the saree with influences from feminist DIY culture. Unfolding The Saree Zine became popular after it was effectively shot and produced within a short period of time.





SUKKRISH
AADD S

Sukkrish Aadds

Expertise
Brand Identity

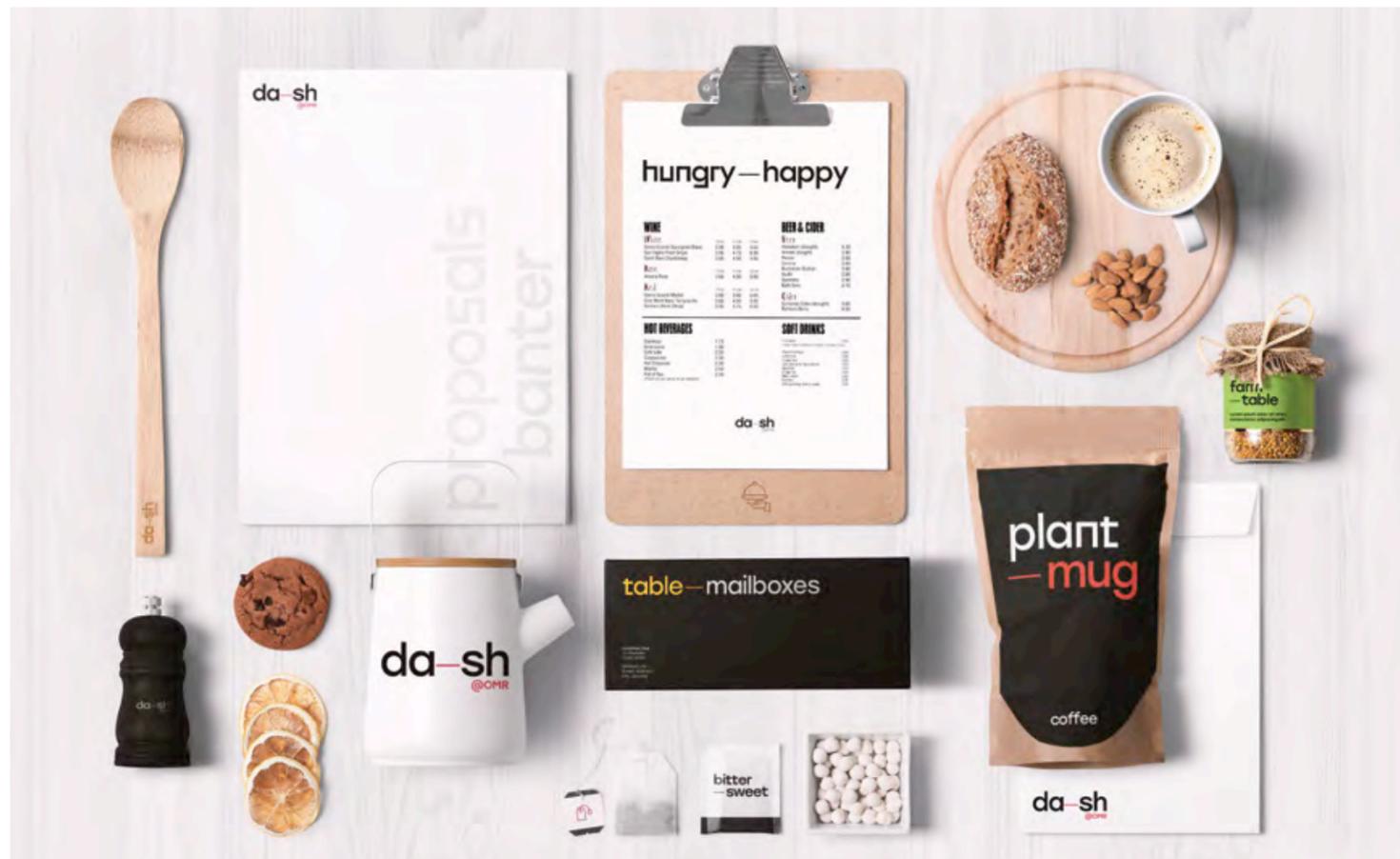
Sukkrish AAdds is a design and communication agency in Bangalore. Headquartered in Trichy, the studio specialises in brand strategy, brand identity, packaging design, publications, communications design and UI design as well.

Web
Sukkrishaadds.com

Insta
[/sukkrishaadds](https://www.instagram.com/sukkrishaadds)

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With a flair for avant garde design solutions and communications, Sukkrish strives to transform businesses into sustainable successes and ensures that the end product is the manifestation of their aspirations and aims to deliver 'work that works'. The agency has been working with various types of clients which include FMCG, heavy duty industries, real estate and technology for over a time period of five years now.





Dash

The agency was approached to create a brand for the four-storey food and beverage space and add a joy-provoking brand identity along with space graphics and signage system. With a strikingly wide demographic range of a group aged 8 to 55, creating a brand identity was challenging as Dash housed a multi-cuisine restaurant, grillery, pub, hookah lounge and a pastry nook. The brand name was designed accordingly and integrating the brand identity was created across various collaterals proved to be experimental. This turned into playful design language and was spearheaded with emotive and enthusiastic copywriting and clearly sent out a message that the visitor is about to enter a space filled with joy, comfort, excitement and thrill.



“ Since our opening, we have seen continuous growth in sales, surpassing our projections and received overwhelming appreciation from the community. We are extremely pleased with how the branding has come together ”



Kavitha Ghosh
Director

Karam Dosa

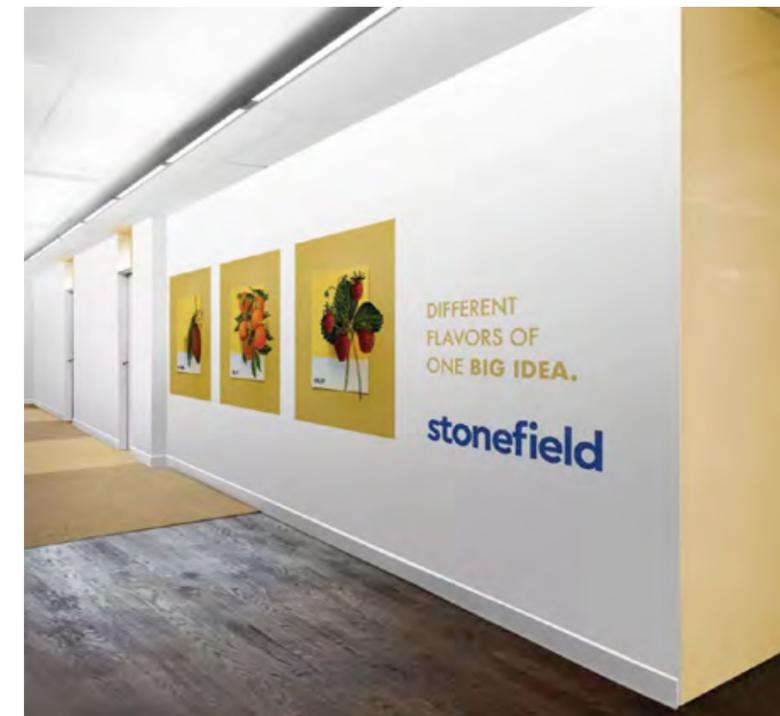
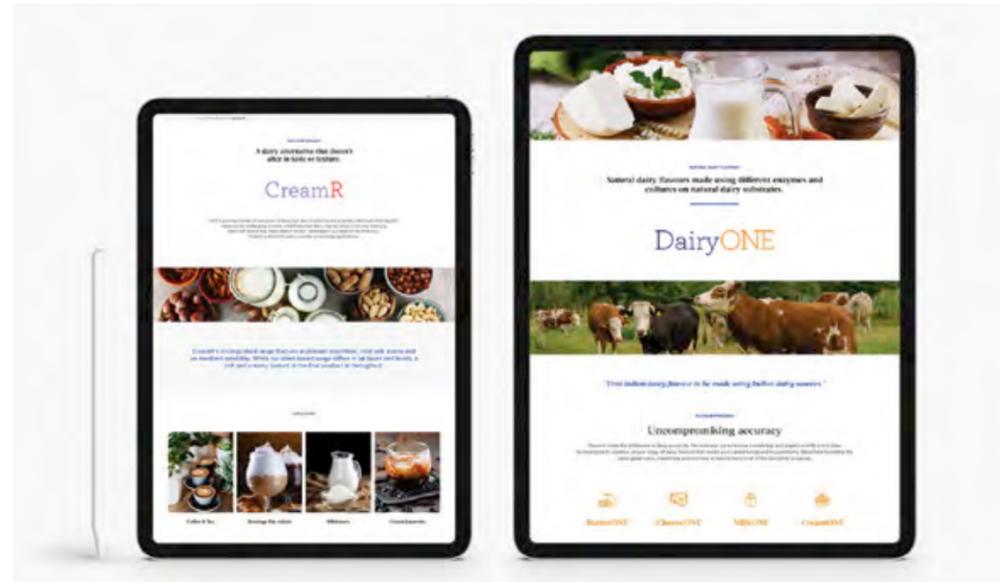
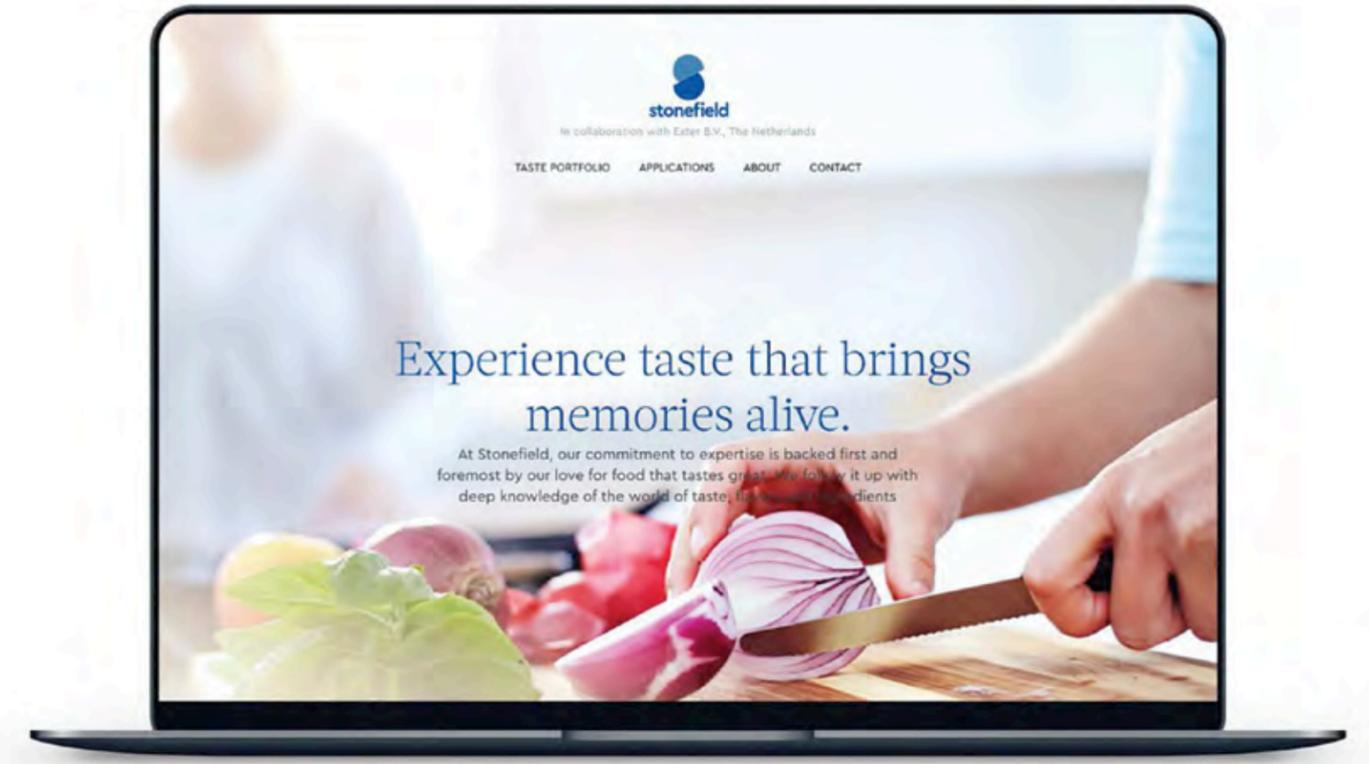
This restaurant-on-wheels approached the agency to work on their food truck branding. Specialising in spicy and authentic Rayalaseema dosas from Andhra Pradesh, they were looking for something that was as hot and quirky as their dosas itself. As a food truck had to capture people's attention in a busy metropolitan city, the number one priority was going for a bold and vivid look. Everything from branding to the packaging was coated with a shade of bright red and a dash of mustard yellow and the woodcut illustrations gave off an authentic look. Accompanied with hand drawn aesthetics, the branding paid homage to the nostalgic restaurant scene in South India and honours the heritage of Rayalaseema.



“ We are very pleased with the way the truck branding has come into existence. The colours make our truck stand out even in heavy traffic - making it unmissable. The vehicle design, uniform branding and packaging was tied together beautifully to the central theme. The branding was well-received by our customers too ”



Chandrashekar Reddy
Co Founder, Karam Dosa



Stonefield

Stonefield Flavours approached the agency for their branding, identity design, web and space graphics. The Bangalore-based flavour manufacturing company creates flavours that rouses emotions and awakens senses. The company laid these two prerequisites: the brand image had to represent their passion and innovation and the portrayal of the brand as the future of

the craft of flavouring. The challenge was creating a brand identity that would connect the young company's peers – who are all at least 30 years older. This led to the creation of the minimalistic and monochromatic 'S' for the logo and its core values of passion and innovation were imbibed through colour, space, text and imagery which was then carried forward to various brand touch points.

“ The branding was very well received by clients and industry peers alike. Right from our employees to our prospective clients - the brand identity, interiors and business collaterals looked professional and matched international standards. The agency's creative acumen, professionalism and expertise was most impressive ”



Sandeep Devgan
CEO - Stonefield

tricycle®

Tricycle

Expertise
Brand Identity

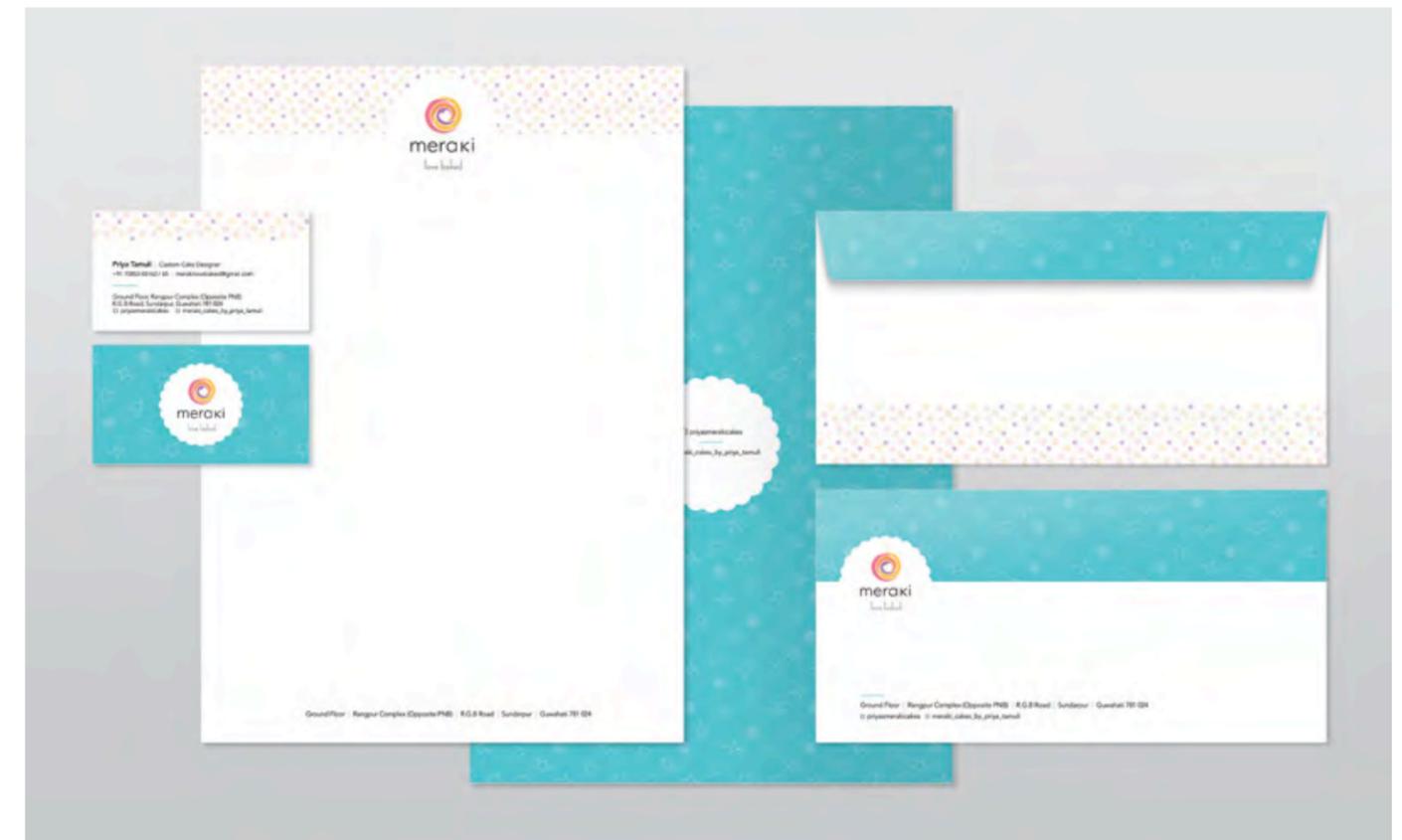
A branding agency for the new age enterprise, Tricycle is a strategic brand consultancy that strongly believes in delving deep into the core of the client to understand their vision, belief and morals. This drives the team to create a strategy that stands out and with a distinct expression. Their services include strategy, communication, branding, packaging design, along with environmental design as well.

Web
Tricycle.co.in

Insta
[/tricyclebrandsolutions](https://www.instagram.com/tricyclebrandsolutions)

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[/company/tricycle-brand-solutions](https://www.linkedin.com/company/tricycle-brand-solutions)

Tricycle has worked with clientele from various sectors, some of which include hospitality, fitness, technology and FMCG. The agency received the Emerging Entrepreneur of the Year (Service Business and Branding Solutions) Award at the Entrepreneur Awards 2020 and the Emerging Branding Agency of the Year Award at the National Awards for Marketing Excellence 2020, CMO Asia.





“ Tricycle is ‘out of the world’ with its out of the box ideas. I approached them for the branding of my boutique bakery concept and was absolutely stunned with their professionalism. Based on my requirements, they reverted with strong concepts and worked on the final look of the branding from packaging to communication. The fact that I was in another city did not hamper the work at all. Tricycle delivered beyond my expectations and that’s the reason I keep recommending them. Their work is immaculate and they truly helped me build my brand ‘Meraki’ - Love Baked. Thank you Tricycle ”



Priya Tamuli
Owner, Meraki

Meraki

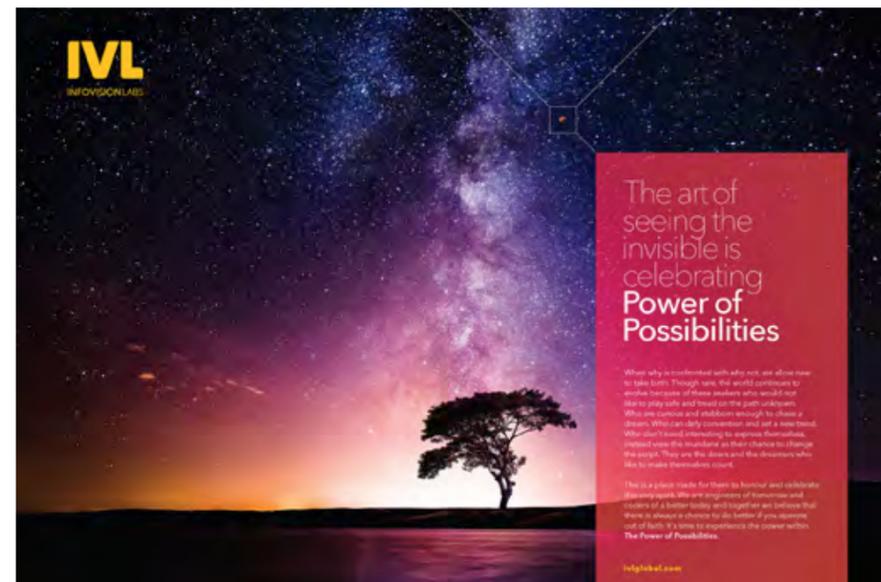
An entrepreneur with a passion for baking approached us to help brand her new bakery. After spending considerable time learning abroad, she wanted to introduce the same in India. As one of the few leading sugar artists in Assam and a huge fan of Korean design - she wanted her passion to shine through her bakery and appear relevant and interesting to the audience. The team drove deep into her core values and combined her passion, purpose and principle to create ‘Love Baked’. The design was further represented with stars, sparkles and vibrant pastel colours inspired by the Korean palette as per the client’s requirement.





IVL

A promising name in the SAAS sector, InfoVision Labs had been experiencing tremendous growth over the years and they wanted to take their company a step further by entering the global market and improving their overall visibility. The company's image had to be created in accordance with their vision and morals. Team Tricycle ventured deep into the company's belief system to bring them to life - not just in spirit but through the actions and decisions taken by the company and used this to create a brand image that highlighted the culture and philosophy at IVL. The team came up with the tagline 'Power of Possibilities to highlight the company's efforts of always going the extra mile. Inspired by the concept of children in a school where every child wore the same uniform and became a representative of the brand going forward, the team decided to coin the term 'School of Thought'.



“ A big thank you to Team Tricycle for making IVL a well recognised brand in the market today. The translation of my thoughts, about what InfoVision Labs should be, were captured very well in essence. When the brand concept, the identity, and the designs were presented, I was simply blown away. The way the transformation was carried out from idea to implementation is truly commendable. Today, I feel very proud and happy when I hear from many around that they know 'IVL' ”



Vinay Barigidad
Managing Director - IVL Global

INDIA
INTIMATE
FASHION
WEEK



“ IIFW was an idea that has now turned into a respectable brand within the shortest possible duration since its inception. Team Tricycle impressively played a pivotal role in creating the much required international image we were trying to achieve since quite some time. Today, we regularly get many enquiries and a lot of appreciation comes our way about IIFW’s branding initiatives and its evolution since Tricycle has come on board. I am really happy to see them grow and am extremely glad that their work is getting the global recognition they truly deserve. Hats off Team Tricycle! ”



Niraj Jawanjal
Founder, India Intimate Fashion Week (IIFW)



IIFW

After India Intimate Fashion Week experienced positive traction and thought after two seasons, they decided to take advantage of the spotlight and break the taboo surrounding lingerie while educating and building confidence in people towards it. Though the brand wanted to create an engaging proposition with the campaign, their top priority was ensuring safety from vulgar or pornographic brackets due to the campaign’s sensitive nature. As the campaign was meant for celebrating oneself with confidence around lingerie, the term ‘Beautiful Inside’ was coined and subsequent designs and collaterals were created to reinforce this proposition. Associating the campaign with the parent company IIFW strengthened its image in the market and created a confident statement in the international arena.





Vaibhav Studios

Expertise
Animation

Vaibhav Studios is a Mumbai based production house that scripts, designs, produces animation films such as episodic content, public service announcements, promotional content for TV channels, music videos, short and feature length films. Founded in 2003, they specialise in creating animated content for Indian audiences and employ various methods of animation such as 2D animation, stop motion and computer generated 3D animation and even puppet animation.

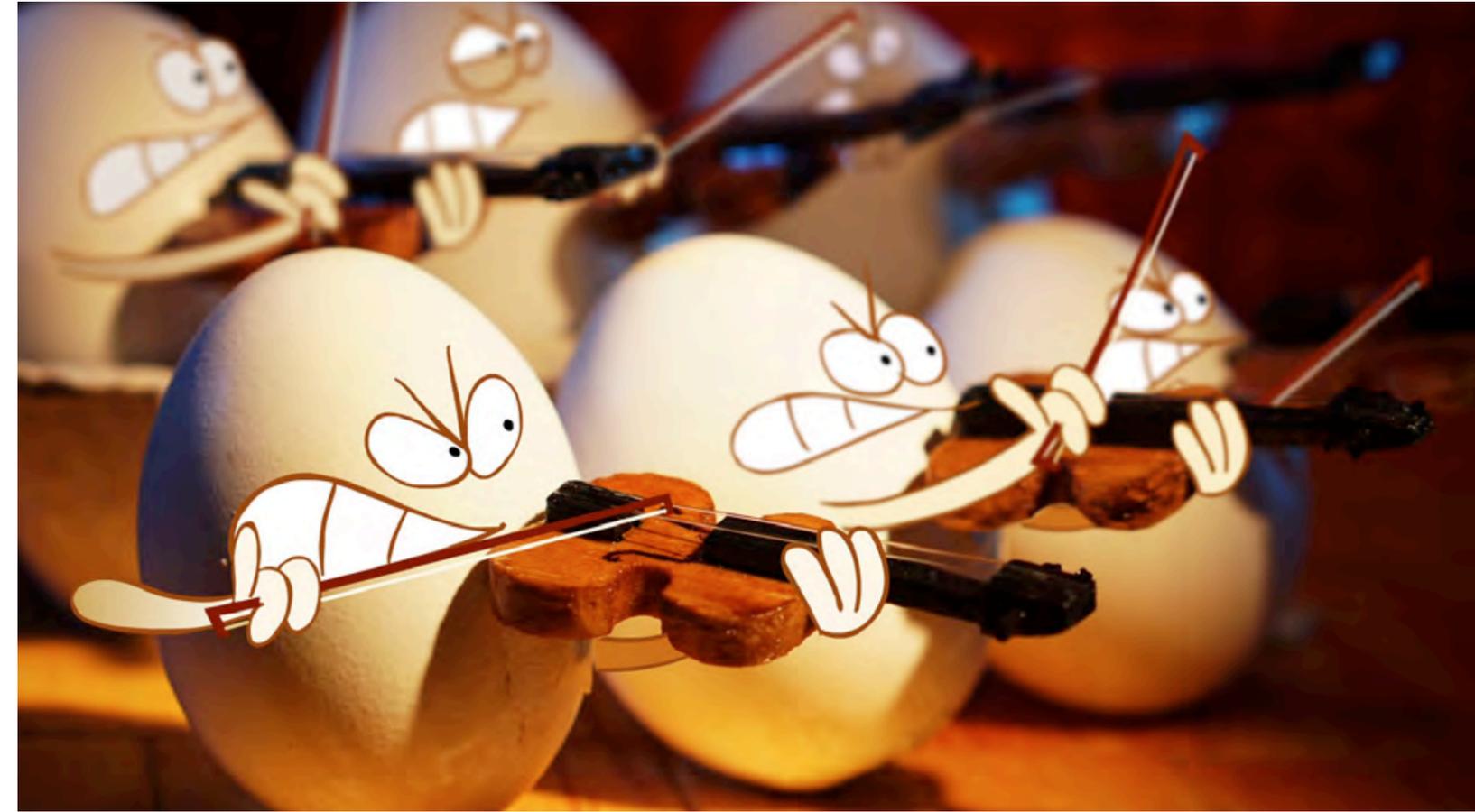
Founded in 2003, the studio has carved a niche for itself in the animation industry while receiving accolades such as an Emmy nomination for their micro short series on Cartoon Network, Lamput. Their in-house team consisting of artists and filmmakers passionately work towards adept storytelling through various mediums of animation. The studio is currently working on its maiden feature film titled 'Return of the Jungle'.

Web
Vaibhavstudios.com

YouTube
[/vaibhavstudios](https://www.youtube.com/Vaibhavstudios)

Facebook
[/Vaibhav-Studios](https://www.facebook.com/Vaibhav-Studios)
-200133070075183





Nick India

Vaibhav Studios approached Nick India to create a series of channel idents. A hilarious short called 'Pista' which featured dancing cashews and pistas was pitched to the channel after which the team was given the liberty to get their creative juices flowing and come up with something similarly quirky with just one condition - each of the shorts should not exceed more than 30 seconds. The team decided on using a combination of stop-motion animation and live performances. As the team focused towards traditional and handcrafted - they encountered a new challenge every step of the way. Puppeteering for the film had to be choreographed for different shots to prevent it from interfering with the lighting and cleaning up their strings after the shoots, proved to be tedious. Hand drawing facial expressions on each character for each frame and creating stunt doubles out of resin, latex and other materials proved to be a cumbersome task as well.





VGC

Expertise
Brand Identity

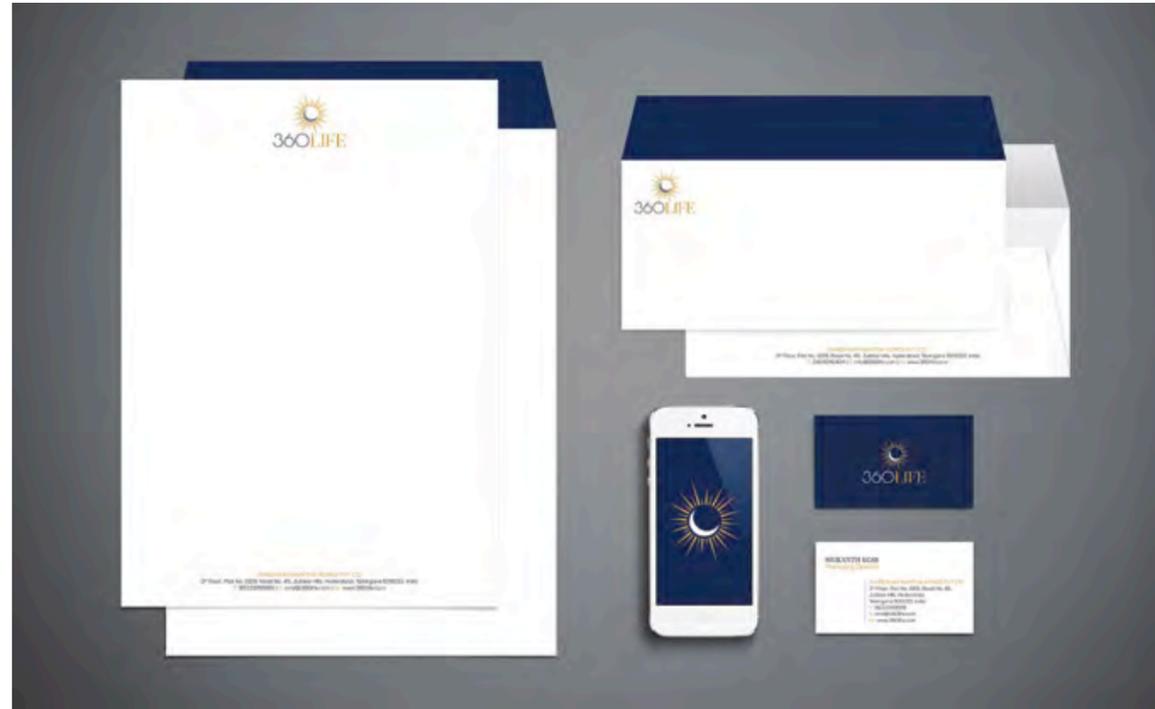
Guided by the vision to transform the marketplace with strategic design and cutting-edge communication technology, the Vyas Giannetti Creative has carved a niche for itself in the market while adding value to several brands with their design.

Launched in 1997 by Preeti Vyas to deliver integrated solutions to the fast-growing Indian market, the VGC team has now expanded to Mumbai and Bangalore and passionately works to deliver innovative solutions – right from developing strategy to completing a creative expression across all media vehicles.

Web
Vgc.in
Insta
[/vyasgiannetticreative](https://www.instagram.com/vyasgiannetticreative)
LinkedIn
[/in/vyasgiannetticreative](https://www.linkedin.com/company/vyasgiannetticreative)

Along with being ranked among the top four Indian design agencies by the Economic Times, the agency has also been featured in the Brand Trust Report and has won an award at the International Property Awards, 2012.





360 Life – Enlightened Living

Reinventing The Art Of Conscious Living.

With the aim of making their first venture into real estate and memorable and path-breaking one, 360 Life envisioned creating India's first 'vertical forest' building along with incorporating ancient Indian wisdom. As a result, the clients wanted a brand that reflected its unique vision, roots in ancient philosophy and the principles of harmonious living and modern technology. However, it was challenging to create a brand that helped the client break the clutter among the real estate market and allowed the founder's vision to shine through. This led to the creation of Enlightened Living – representing the union of the energies from the sun and moon and received a thundering response.



ADITYA BIRLA GROUP



ADITYA BIRLA GROUP



Aditya Birla Group

A New Mark For New Milestones

VGC partnered with Aditya Birla Group since its inception and witnessed its rise as a brand of multinational stature under the vision and guidance of their founder, KM Birla in just a decade. The brand had to be taken into a new era and its importance had to be reinstated in all our lives. This posed a challenge considering the number of stakeholders and business verticals that belonged to the conglomerate. However, as brand custodians of the Group, VGC created a refreshing identity for the brand across various touch points which was executed in print media, digital media and on television.



Dholera Industrial City

A New Era (2017/2018)

The Dholera Industrial City located in Gujarat and filled with parcels of land was inaugurated in 2009 but something was missing. The city needed a world class brand that could reach out to investors on a global scale and one that could compete with the other international smart cities in the region. The biggest challenge faced while creating this brand was making it timeless, world-class and extendable due to the number of decision makers involved. VGC branded the city as the hub for innovation gave it a world class identity based on heritage as it is located near the Lothal civilisation, one of the world's first trading hubs. Colourful brand language was used to depict Dholera impactfully and VGC went over and above to implement a marketing and PR outreach plan too.





Wallcano

Expertise
Space Design,
Wall Design,
Installation Art

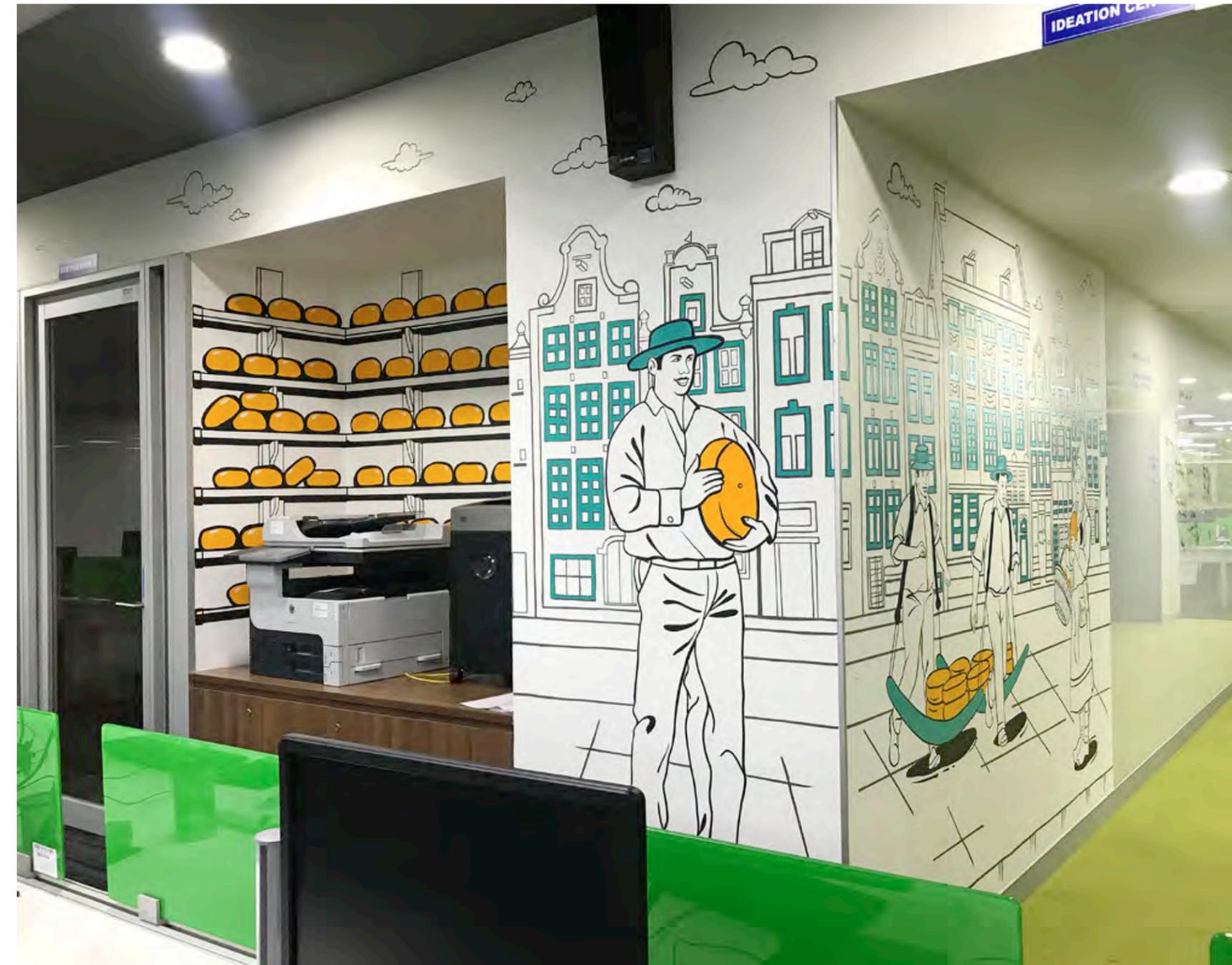
Wallcano is a design agency specialising in murals, wall designs and graffiti art. Their core skills consist of many skills such as Advertising, Branding & Corporate, Identity, Environmental Design, Graffiti, Wall Murals, Social Media, 3d installation and Sculptures.

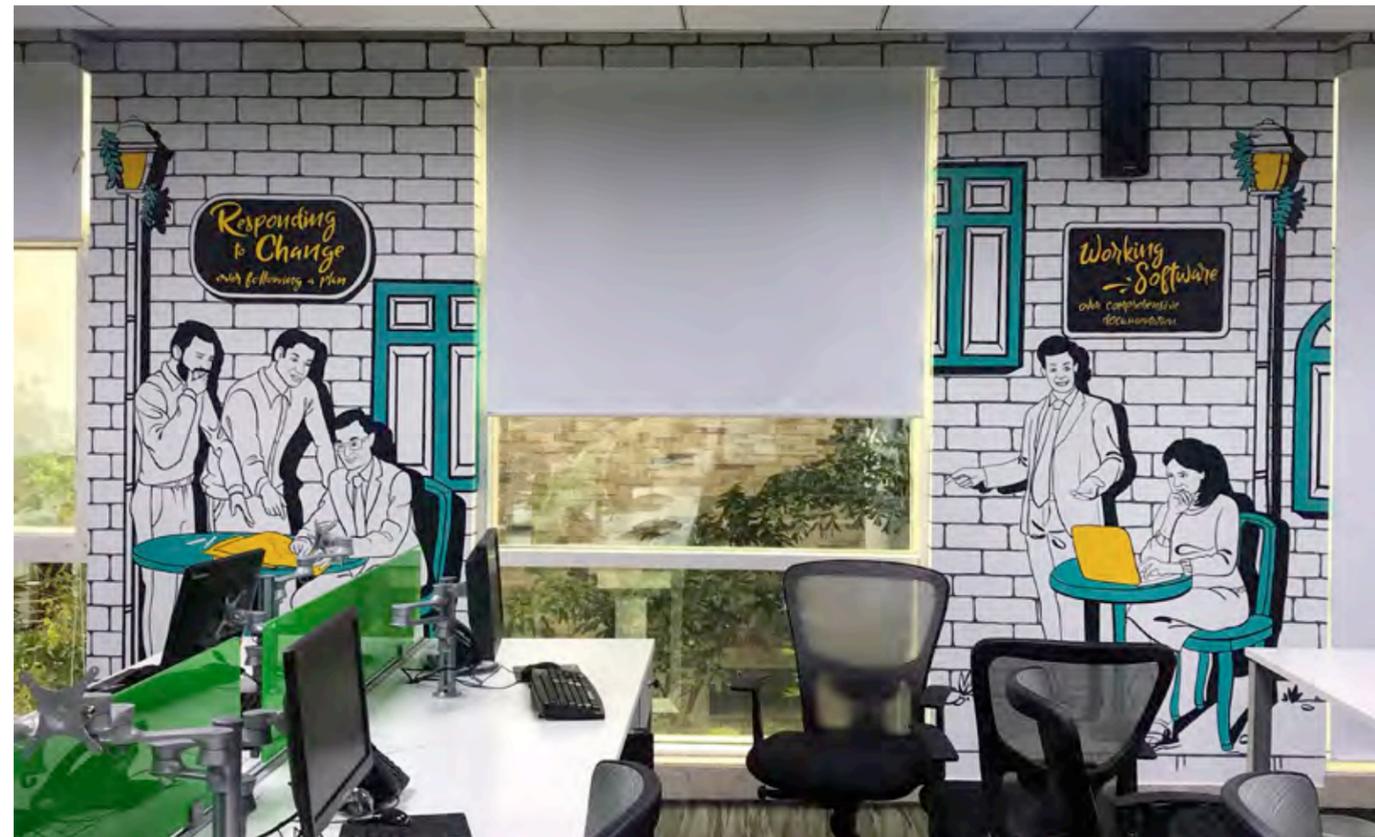
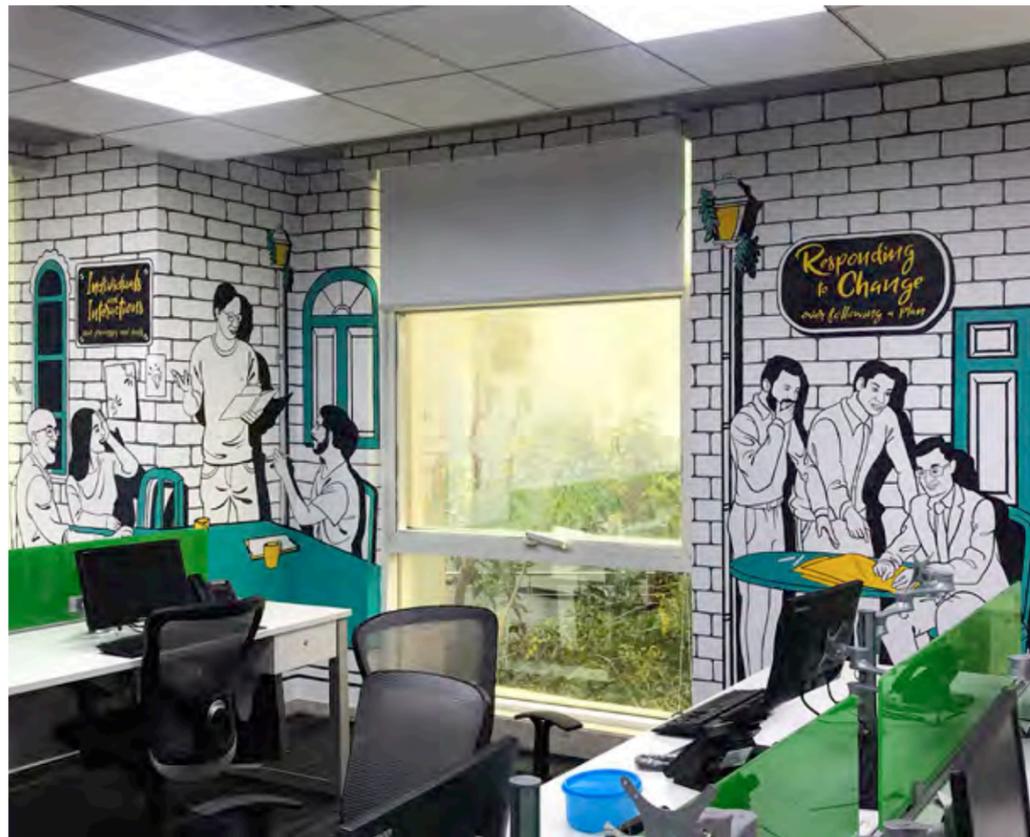
Started by Arshad Sayyed and Piyush Tiwari in 2009, Wallcano now comprises around 15 people who are sculpture designers, display artists, illustrators, art directors, mural artists, interior designers etc. They believe design is like a breath of fresh air into something that was once lifeless through three steps - Creative Conceptualisation, Ideation and Design Execution.

Web
Wallcano.com

Insta
[/wallcano](https://www.instagram.com/wallcano)

LinkedIn
[company/wallcano-designs](https://www.linkedin.com/company/wallcano-designs)





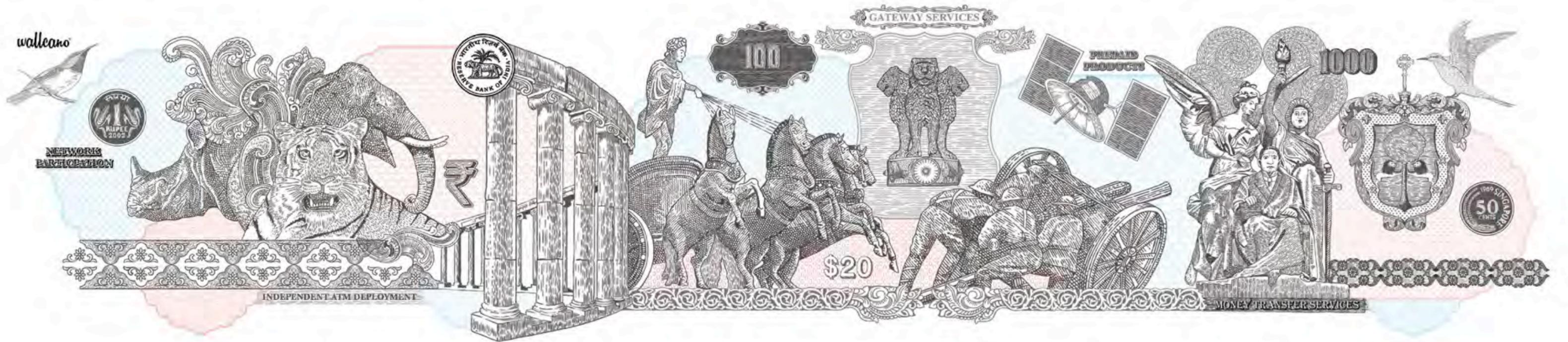
Abn Amro

Being a Dutch origin company, we were all geared up to go Dutch in the look and feel of the place. All the walls were completely painted and the mural work was striking. Our challenge was to create a fresh look which consisted of the cafeteria, the greenery and the blooming environment with surreal brightness. The ethos of the brand that had to be conveyed was that the client should be able to connect with the employees and that the team spirit of the workplace should be uplifted.



Euronet

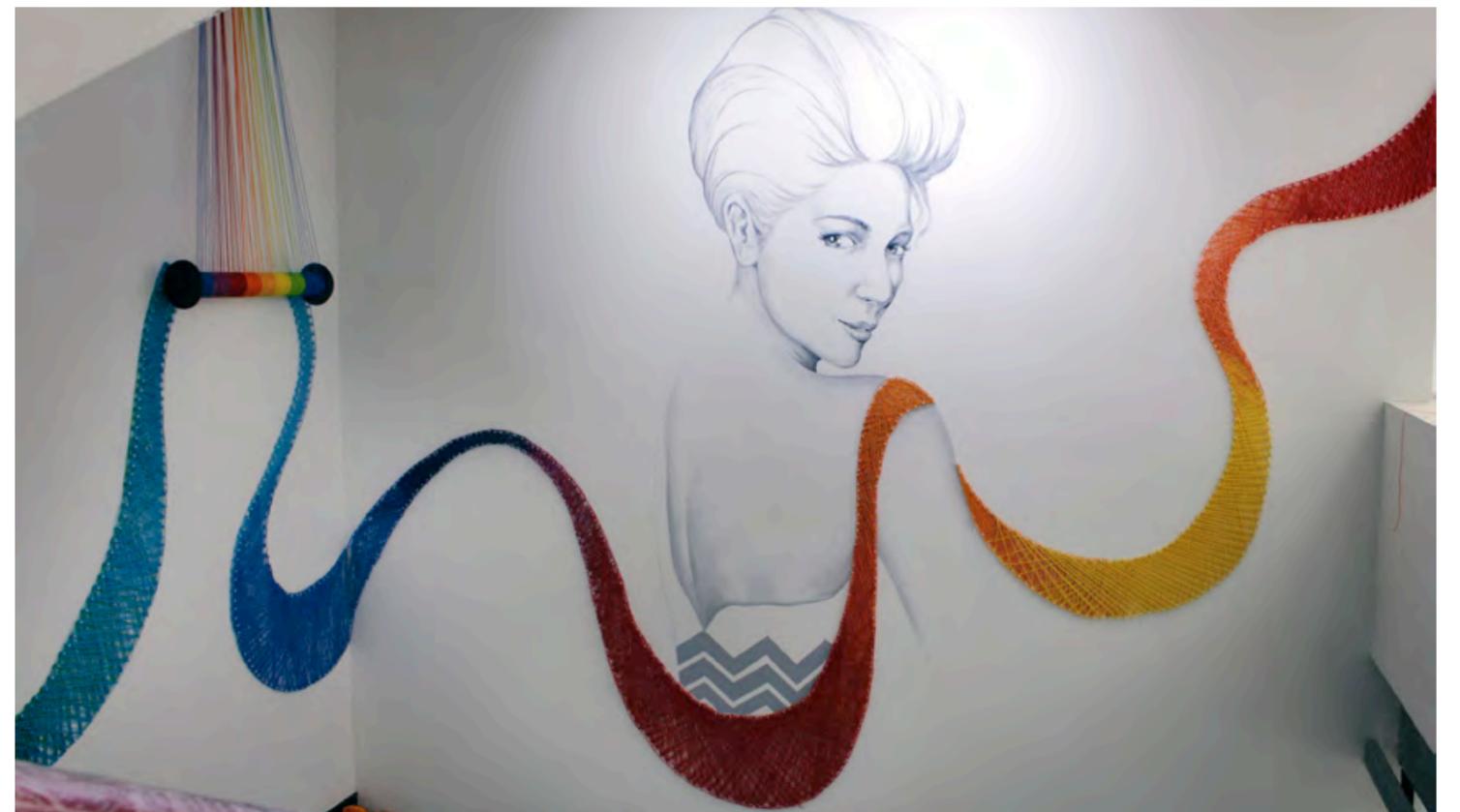
As a medium of online transaction world wide, the client demanded that the theme be a mono coloured outlook of different currencies and monetary symbols to give a corporate feel. Our work was especially appreciated for creating a subtle and global outlook.





Myntra

Our work for Myntra was given a special mention because we had given a different form of installation using nails and threads. This was a massive and physically challenging task as we had to give proper shades using the threads. But in the end the project turned out to be a treat for the eyes.





Say Cheese

As Say Cheese is an Italian restaurant, as opposed to the abstract form we had to include realistic art in this project. Our challenge in this project was to add an Italian classic twist to the aura of the place. Hence the colours and structures in the design exude an essence of Italy and infuses a subtle homely feel in the space.





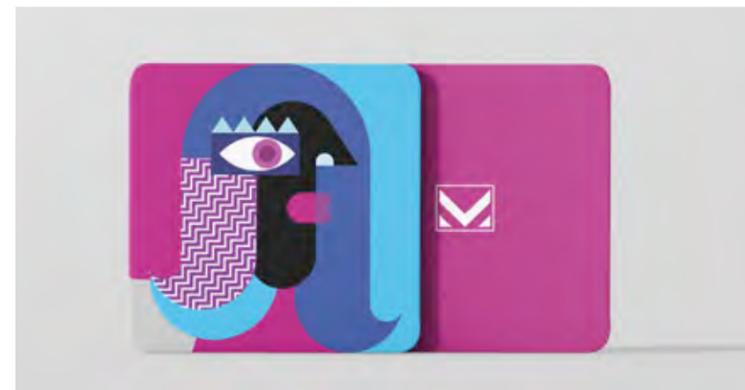
Yellow

Expertise
Brand Identity

Yellow is a holistic branding and digital marketing agency that uses contemporary design language which draws inspiration from the visual, expansive and inclusive culture of India while setting it apart from the crowd. The studio believes in building a strong aesthetic and visual identity for their clients through engaging content and compelling visuals through a multitude of services such as branding, digital marketing, websites, creative direction and video production.

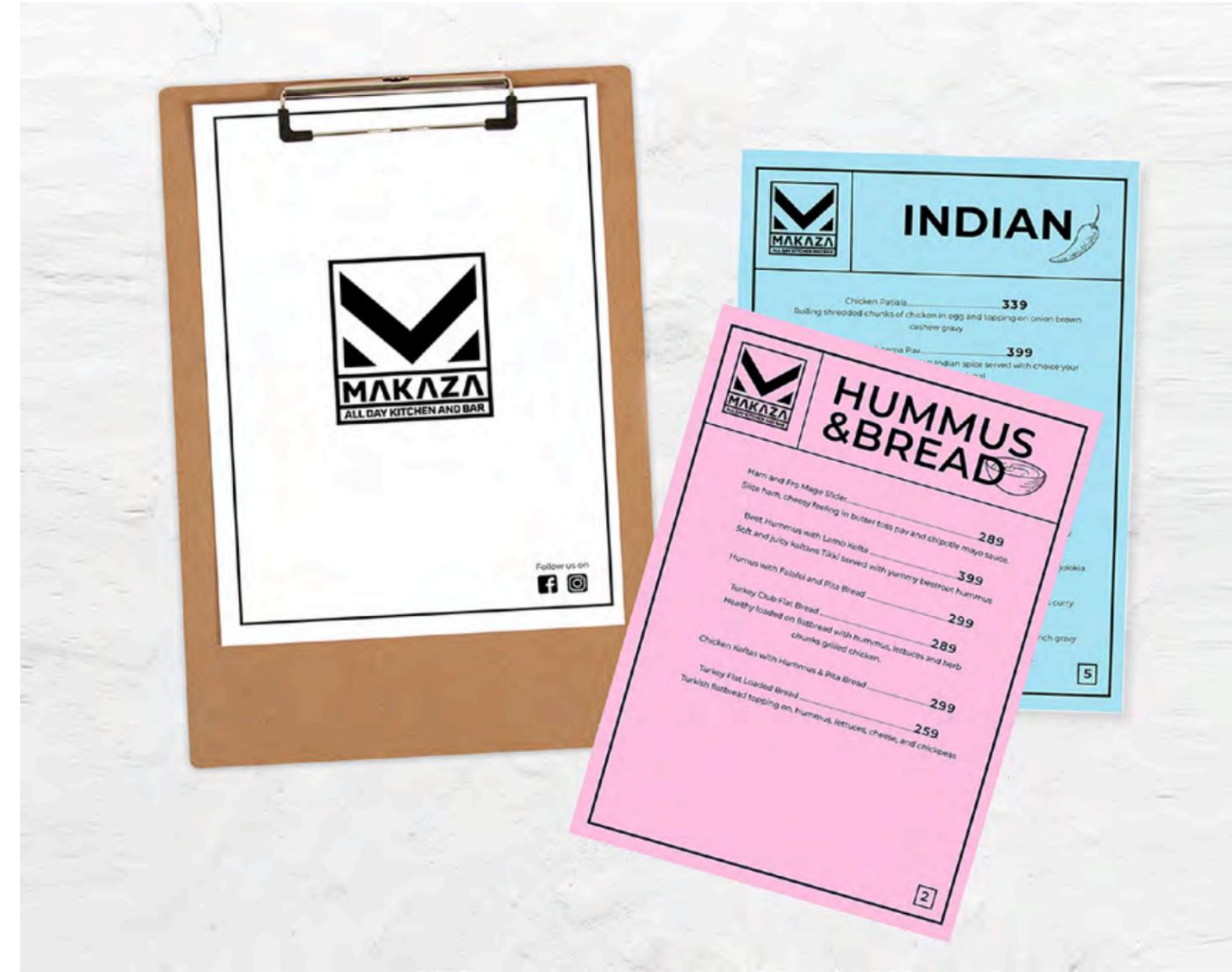
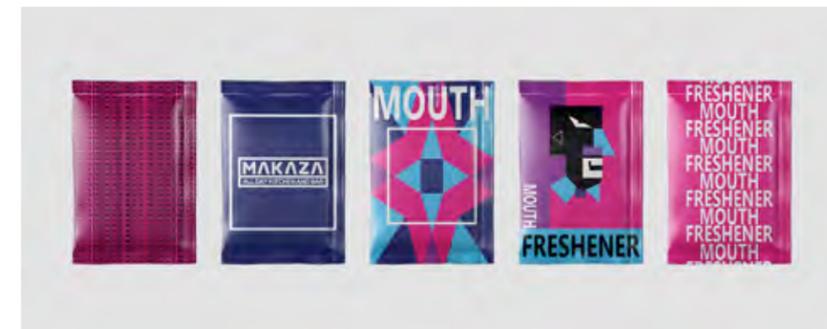
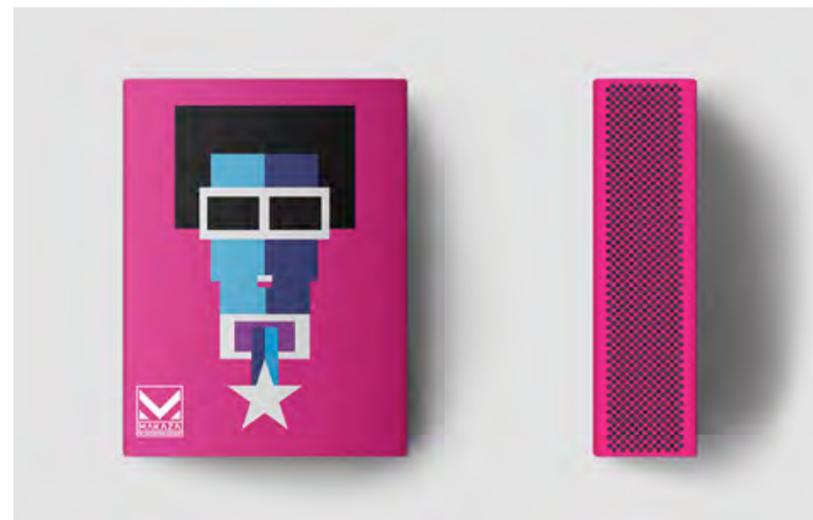
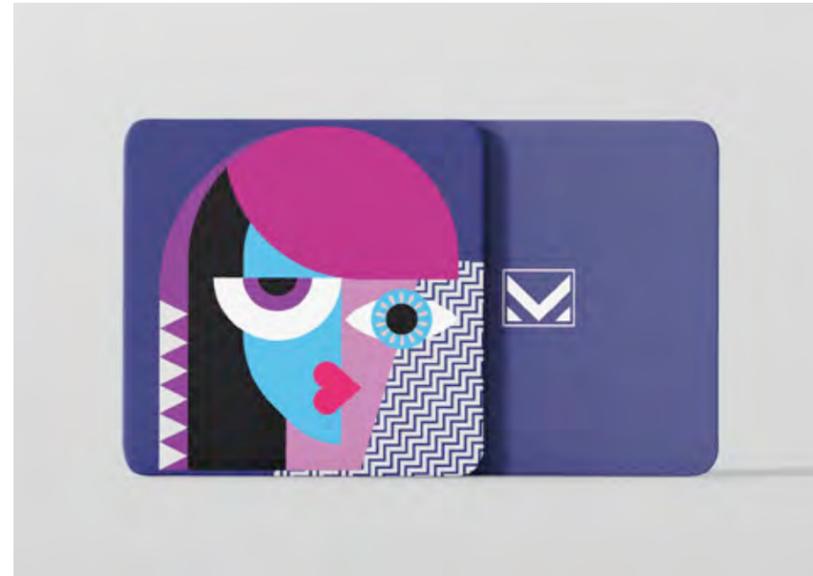
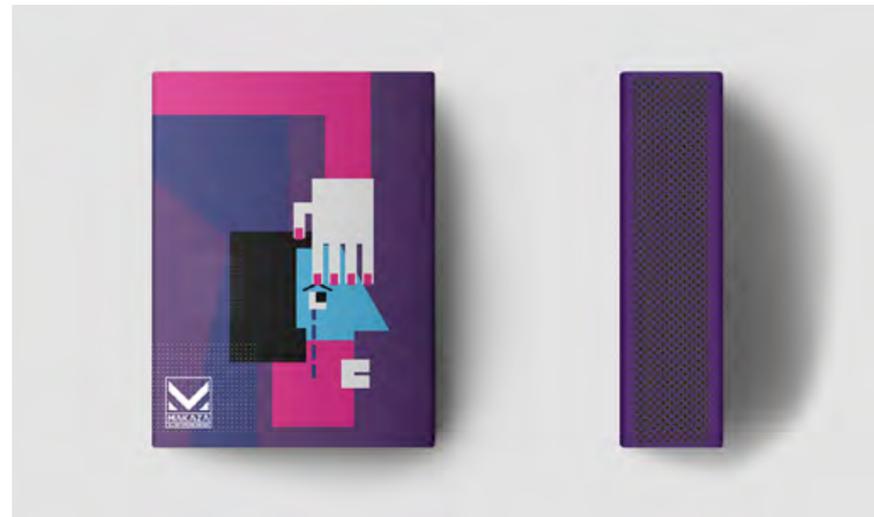
Founded by Shrey Doshi in 2013, Yellow also specialises in creative direction for campaigns, creating well structured and data-backed UI/UX strategies, or focusing on brand growth and performance market strategy building. They aim to create brand identity and distinction to ensure a high recall value for their clients and cater to a wide range of brands from different sectors such as FMCG, insurance, automobiles and hospitality.

Web
Yellowad.in
Insta
[/yellowadagency](https://www.instagram.com/yellowadagency)
LinkedIn
[/company/yellow-advertising](https://www.linkedin.com/company/yellow-advertising)



Makaza

The restaurant wanted to highlight its dual ambient experience for dining during the day and at night where one could unwind while having mouth watering meals. Yellow had to cut through the crowd and create an emotional yet relatable story beyond internal branding. This involved classic menu making, underlining the two contrasting sides of the restaurant, mix-matching uniforms and managing crucial activities such as brand identity, website,



interiors, and collaterals. As Makaza's demographic consisted of students, corporates and HNI business owners, the team decided to change the face of the restaurant and pay homage to the spirit of Pune. A schematic colour palette was merged with modern design aesthetics to achieve an independent and playful brand colour. This way, the customer was led through a visual journey in every corner of the restaurant.



“ Yellow crafted a vision for D’You with as much creative investment and passion as I had for D’You. The team conceptualised beautiful packaging aesthetic for my brand and the way they built the website was par excellence. Yellow put a lot of thought into every single aspect of the packaging, branding, and overall visual aesthetics, and all this effort is coming across when every customer of d’you opens their parcel with a big smile on their face, which is what we wanted. I am already looking forward to ideating and working on our next campaign with Shrey and team Yellow ”



Shamika Haldipurkar
Founder of D’You

D’You

D’You is a unique skincare brand in India that uses clinically biocompatible ingredients in their products and its chic and minimalistic branding compliments its philosophy. The brand spent a lot on R&D to formulate their products and wanted to highlight the science behind them through a product launch that would compliment this brand identity. As the demography of the product was single and busy working women of ages 20-55 with hectic work schedules, the brand wanted to eliminate the concept of time consuming, layered skincare routines and replace them with a fresh and feel good experience. An



abstract dewdrop within the brand name was illustrated to represent hydration - the ultimate mission of the brand. A pastel colour palette was chosen to evoke a mood of positivity and the feeling of lightness along with minimal aesthetics that make the identity inviting, fun, and refreshing. Overall, its characteristics and space reflect a clean and decluttered setup - just as skincare routines should be. The process also involved creating multiple animation videos, shooting a brand campaign and developing an e-commerce website while developing the brand identity.



Modart, MSOD

Mod'Art India is the sister school of Mod'Art Paris, a premium Paris fashion school that provides education to fashion enthusiasts. The school wanted a new brand identity which involved designing brochures across various collaterals and creating a social media strategy in order to receive maximum engagement. The team took on the task of curating content - both online and offline, covering events, promoting on-ground activities and running admission campaigns.

Since the brand image had to resonate with the target audience aka the youth, features that symbolised the inception of the school were included in the design and content strategy and every student's life was spotlighted while associating it with the brand. Unique visual grammar and consistent brand tone lead to a mammoth-sized reach among students in the country.



“Yellow was a great company to have on board. The creatives and overall design aesthetics were brilliant and their help gave us a great return on our investment. They are an asset to our company”



Prerna Joshi
Dean



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