

BRANDING, CORPORATE
IDENTITY, PACKAGING,
PUBLICATION, ILLUSTRATION

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Client:

FINNEA

A flooring solutions brand.

Corporate Identity and branding were created for this flooring brand. The brief was to create a logo derived from the patterns of wooden floors.

The logo for FINNEA features the word "FINNEA" in a bold, sans-serif font. The letter "I" is replaced by a stylized graphic of three parallel, slanted lines of varying lengths, suggesting a wooden plank or a floor pattern.

Branding

A horizontal strip of wood grain texture is shown. Overlaid on this texture are four instances of the FINNEA logo, each separated by a vertical white line. From left to right, the logos are: 1) Dark brown/black, 2) Dark brown/black, 3) Light tan/gold, and 4) White.



FINNEA

Branding

FINNEA

FINNEA

FINNEA

FINNEA



FINNEA

Branding



Client:

GREENLAM

A Laminate manufacturing company

A catalogue showcasing the brand's new laminate collection was designed.



Catalogue design



Catalogue design

Client:

GREENLAM

A Laminate manufacturing company

A new shade card collection required the launch of a new "Showcase Book". The design was created keeping in mind the contemporary laminate collection that was minimal and clean.

Rest of the launch collateral was also designed that ranged from Itinerary flyer, carry bags, name tags, room keys, notepads, pencils etc.



Launch design

Launch design

NEW MIKA
Decorative Laminates

Let's start celebrating style.

STYLE Showcase 2017

DEC 13th

- 1:00 pm Welcome drinks on arrival
- 2:00 pm Lunch
- 3:00 pm Distribution of Welcome Kits and an introduction to the New Collection through sample folders.
- 6:00 pm Evening Live band and drinks on terrace
- 8:00 pm Dinner

DEC 14th

- 9:00 am Breakfast
- 11:00 am Launch Ceremony at Auditorium
- 1:00 pm Lunch & Cocktails
- 3:00 pm New Collection Introduction
- 5:30 pm Visit to South Goa beaches
- 7:30 pm Cocktail followed by dinner

NEW MIKA

Open a stylish new world

NEW MIKA

STYLE Showcase 2017

NEW MIKA

Take a note

STYLE Showcase 2017



NEW MIKA

STYLE Showcase 2017

Name: _____
Age: _____
Mobile: _____





NEW MIKA
Decorative Laminates

You have arrived.
And so have
our new styles.

STYLE Showcase 2017

Committed to a lifestyle
of creative exploration,
NewMika brings to you a
collection as vast as your
imagination.

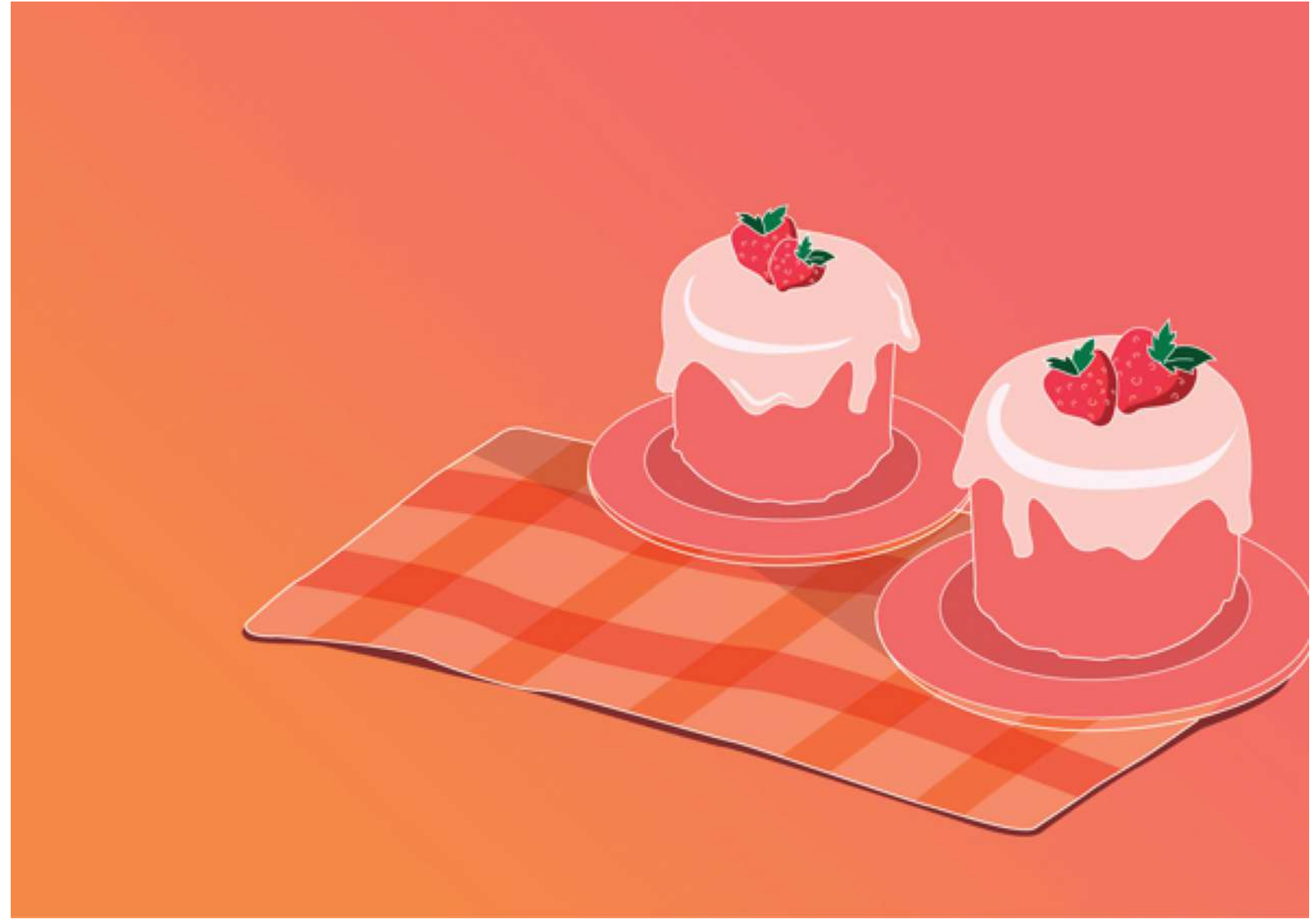
Digital	Zulfa
Solids	Classic Marble
Abstract	Lakari
Woods	Tidal
Metals	Soft Buff
Fabric	Gloss

EXPERIENCE A NEW WAVE
OF STYLE IN GOA!



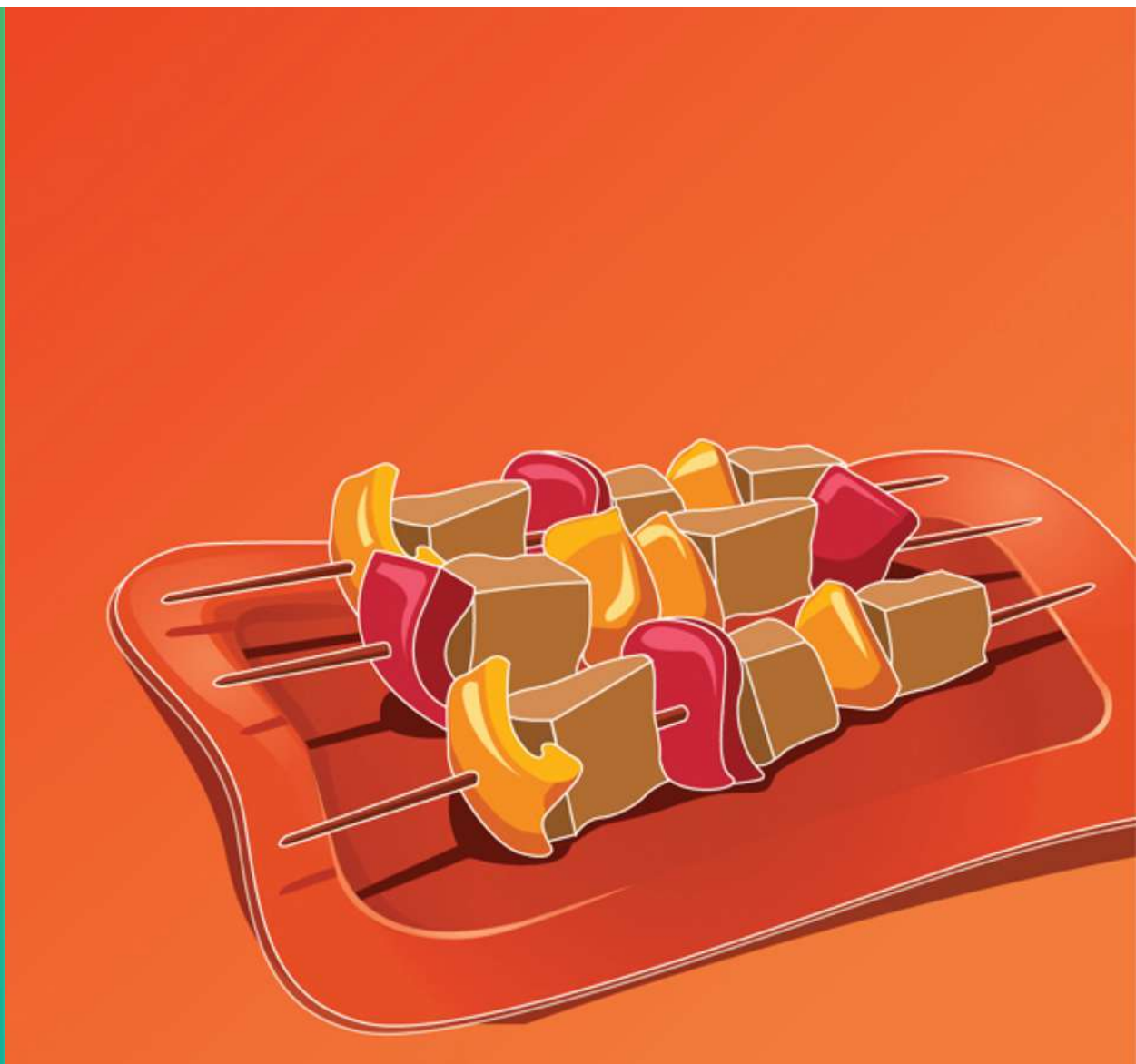
Client:
VIDEOCON

A series of illustrations were created for a cookbook. The aim was to entice the customers towards a new range of microwaves through a recipebook that was like a mini coffee table book with interesting vector illustrations and a wide variety of recipes.



Illustration





Client:

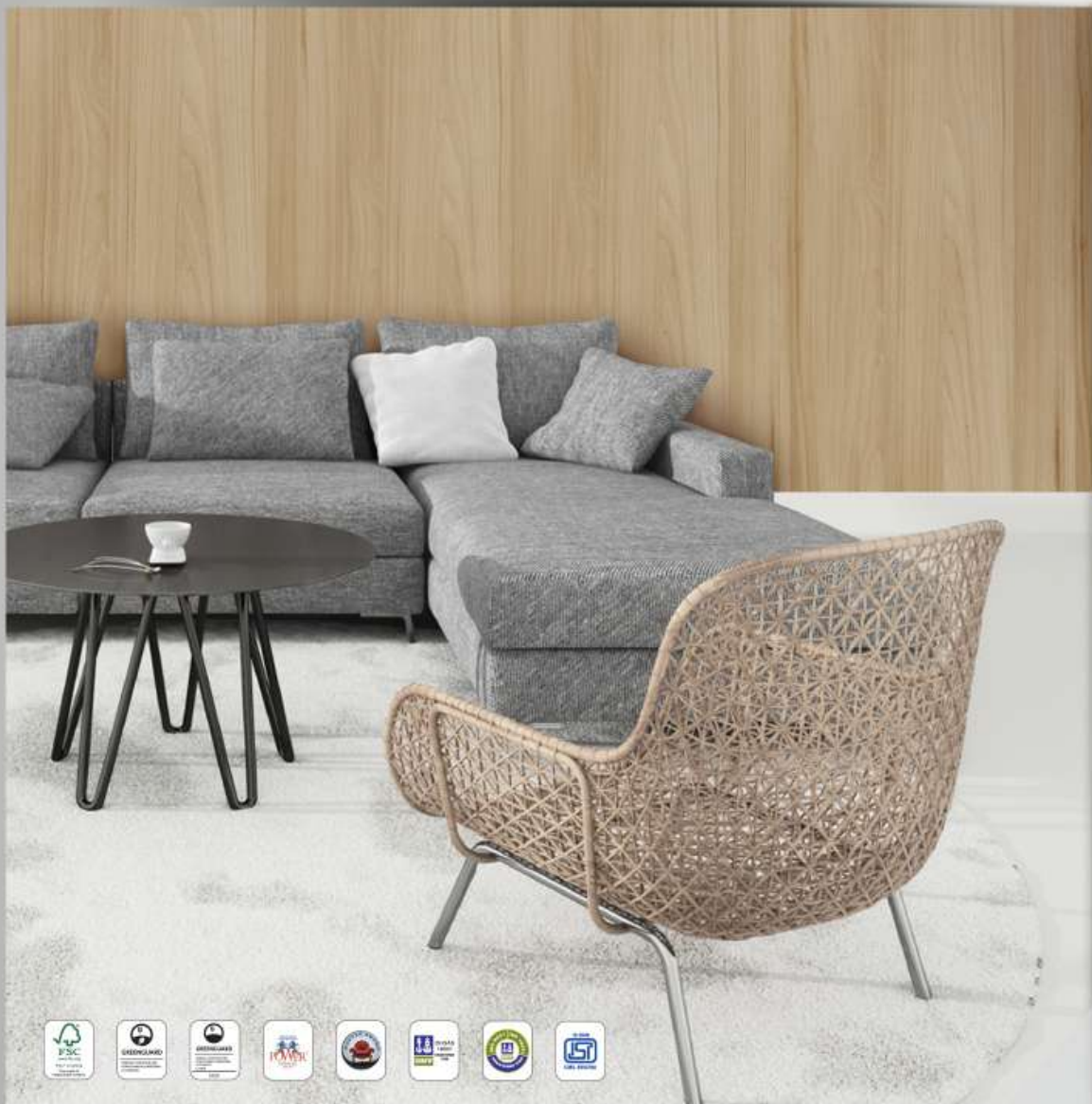
GREENLAM

A Laminate manufacturing company

A book design was required around the theme "Bold", relating with a laminate collection that boasted of designs which were loud and made a statement.



Catalogue design



BE BOLD

Escape the ordinary



Redefining the 0.8 category, New Point 8 from the house of New Mika, is a perfect way to make a beautiful and bold statement.
TURN YOUR SPACES INTO CANVAS FOR YOUR IDEAS.



A perfect blend of creativity and innovation, every product from Greenlam Industries transforms the space it touches.

- Present over 100 countries
- International trendsetter
- Widest product offerings
- Excellent manufacturing
- Wide distribution network

CONTENT

5 PRIME GLOSS

7 MADERA TEXTURE

11 STREAKS

14 CROSS BAR

17 CALM GUSH

18 AQUA

21 ILLUSION

24 VERTICAL LINES

31 HORIZONTAL LINES

34 PREMIUM RANGE

37 TWIST

41 FANCY

48 CHALK & MARKER GRADE

51 WOODGRAINS

57 METALS

67 SOLIDS





PRESENTING:

NEW POINT 8

a vast collection of laminate designs spanning a range which is vivid, modern, eclectic as well as classic.

From florals and geometric forms to modern designs with illusion, these laminates will surely make your spaces come alive.



REASONS
TO
BELIEVE

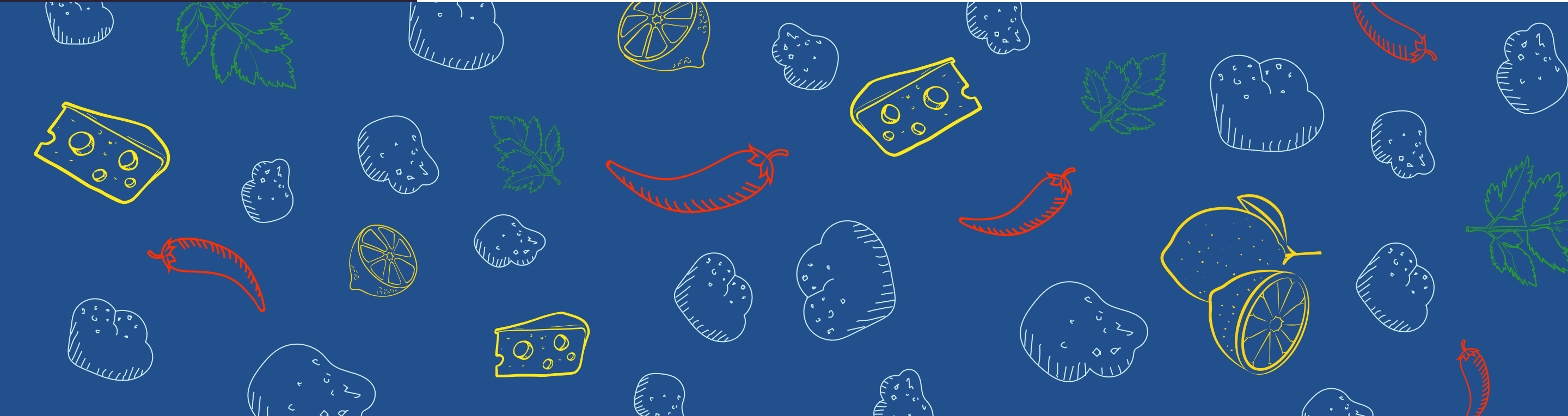
- Green Guard/Green gold Certified/
FSC /ISI certified
- Zero Urea Product
- Wide choice of design
- Better texture than competitors
- European décor paper
- Scratch Resistant
- Resistance of cracking
- Gloss Level: far more superior
than competitors

Client:
GOODIEZ

Packaging design for different variants/flavours of Fox-nuts. The brief was to keep it vibrant, peppy & upbeat, with a modern take on a traditional product.



Packaging





Packaging



Packaging



Packaging

Client:

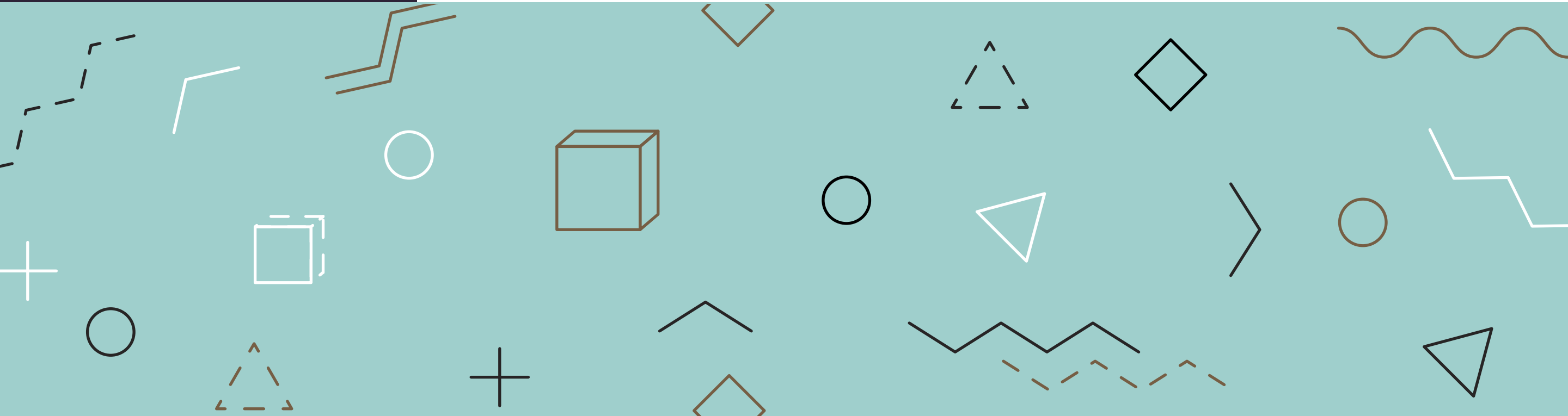
OFFICINO

A Co-working brand

Corporate Identity and branding designed for a restaurant. The logo was derived by taking the basic shape of a lemon and incorporating the initials of the restaurant.



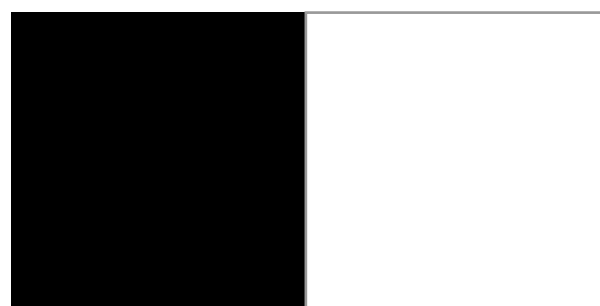
Branding



PRIMARY COLORS



C	M	Y	K	C	M	Y	K
30	42	60	4	41	57	76	26

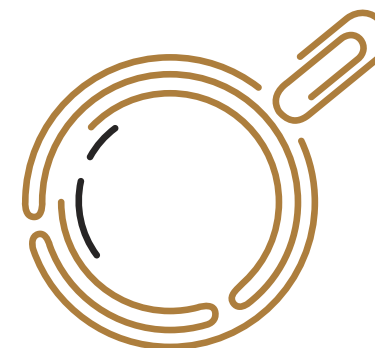


C	M	Y	K	C	M	Y	K
100	100	100	100	0	0	0	0



C	M	Y	K	C	M	Y	K
45	0	22	0	97	12	41	0

LET AMAZING WORK BREW!



Taking the cue from the kick that coffee gives us, our brand logo is created by mixing two symbols that signify work-space & inspiration:

a paper-clip + coffee

officino promises to bring you a work-space that in turn brings you inspiration!



INFO@OFFICCINO.COM
+91 9845138745
011 22458321

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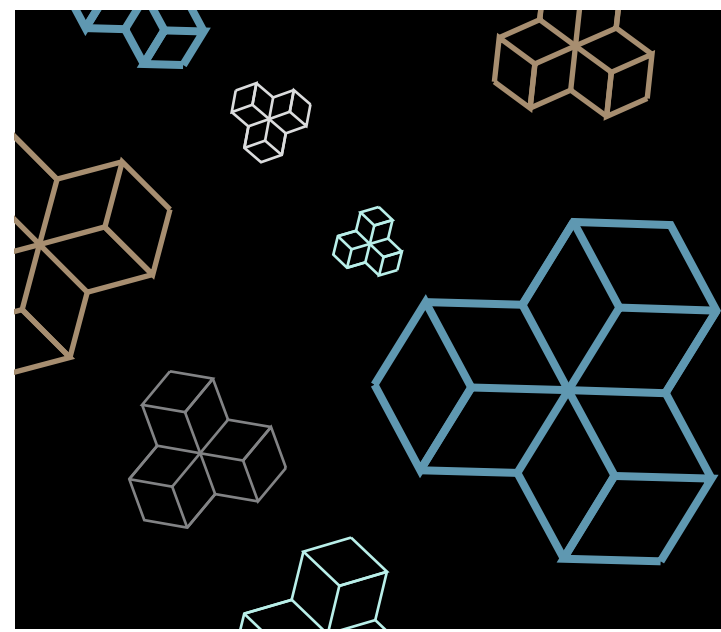
eros



LET AMAZING WORK BREW!

Patterns for wall interiors:

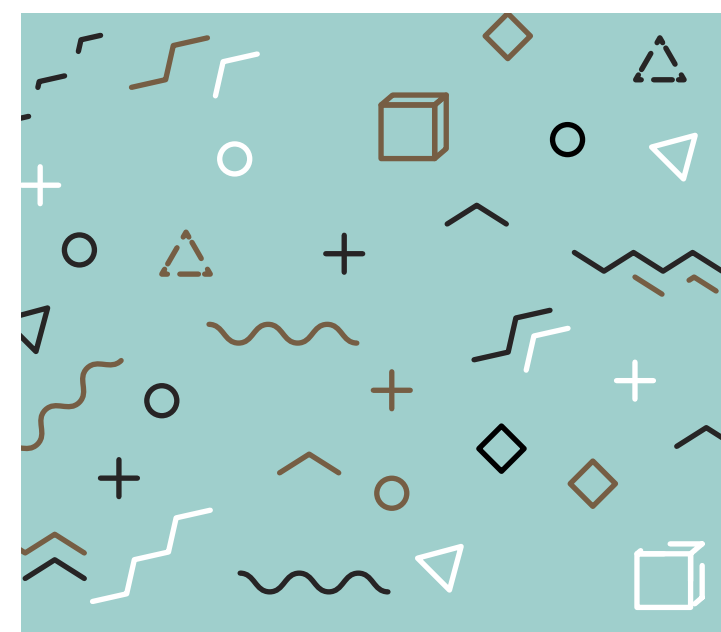
PANTRY



RECEPTION



CONFERENCE

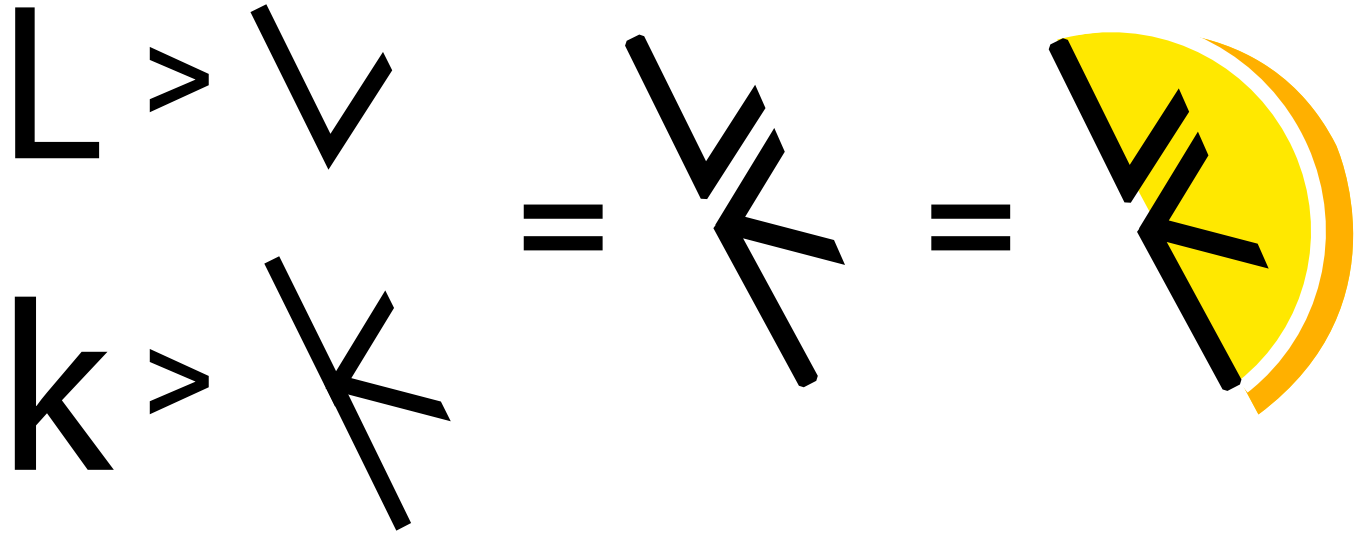


Client:

LEMON KITCHEN

A Restaurant

Corporate Identity and branding designed for a restaurant. The logo was derived by taking the basic shape of a lemon and incorporating the initials of the restaurant.





THE
LEMON
KITCHEN





www.thelemonkitchen.com

TARUN SACHDEV
tarun@lemonkitchen.com

ADDRESS:
127-B, Second Floor, Sujaan Singh Park,
Khan Market, Delhi 110095, INDIA

GET IN TOUCH:
PH: +254 732 371 359
Fax: +254 732 371 359

ADDRESS:
127-B, Second Floor, Sujaan Singh Park,
Khan Market, Delhi 110095, INDIA

GET IN TOUCH:
PH: +254 732 371 359
Fax: +254 732 371 359

VISIT:
www.thelemonkitchen.com



Client:

CITYSCAPE

A Jewellery Brand

A new jewellery collection that caters only to women travelers and explorers. The logo and the tagline was created for the brand.

The visual concept and the content storyline was also thought for the brand. A visual storyboard was created to aid the people and product photoshoot.



CITYSCAPE
there are cities
within you

The logo features the word 'CITYSCAPE' in a sans-serif font. 'CITY' is in orange and 'SCAPE' is in purple. A diagonal line in purple starts from the top of the 'Y' and extends through the 'S' and 'A' to the bottom of the 'P'. Below the logo is the tagline 'there are cities within you' in a smaller, lowercase sans-serif font, with 'there are cities' in purple and 'within you' in orange.



CITYSCAPE
there are cities within you



CITYSCAPE
there are cities within you



CITYSCAPE
there are cities within you

CITYSCAPE
there are cities within you

Communication Route:

The tone of the advertising and marketing communication will relate directly to its target audience - the travelling tribe of the women. The content flow will be casual, upbeat, progressive and bohemian.



Through real life travel tales told by women bloggers, women entrepreneurs, housewives, college students and women artists, the brand will acquire its identity.



Visual Feel:

The imagery and the Photography for the product as well as the women will be driven by a natural feel. The city lanes, rustic locales, cafes with a laid-back vibe and ethnic surroundings will be chosen as the backdrop.

For the product, props that come from nature or city cues will be used - Such as tree branches, pebbles, sand, road signs, city maps etc.





THANK
YOU!

FOR MORE WORK
VISIT:

<https://www.periscope-design.com/>
<https://www.behance.net/deeptikala>