

78 DESIGN

showcase



78/DSGN

“THERE ARE
THREE RESPONSES
TO ANY DESIGN -
YES, NO, AND WOW!”

Milton Glaser

WE ARE IN

- **BRANDING**

Brand Story, Strategy, Brand Collaterals,
Packaging, Marketing Communication

- **ADVERTISING**

Print, TV, Digital, Ambient,
OOH (Out of Home)

- **EVENT DESIGN**

Concept, Collateral Design,
Marketing Communication

- **ART INSTALLATIONS**

- **SOCIAL MEDIA STRATEGY**

- **CORPORATE FILMS**

CANVAS BY SKETCH



RESTAURANTS & CAFÉS

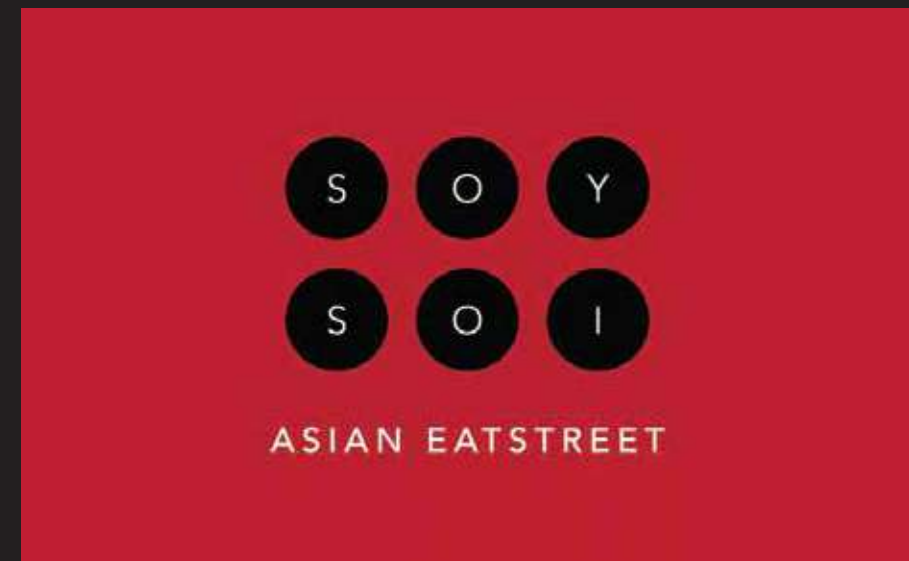


Canvas is an upbeat café-style restaurant focused on rich experiences, Instagrammable food and ambiance, and caters to the millennial populace. Our design focused on minimalism in the logo and a vibrant tropical design for its collateral.



SOY SOI

Soy Soi is an experience in Asian Eat Streets. From dumplings and pho served in bowls to Thai umbrellas and Chinese tea cups, the circle is omnipresent. Our design was focused on this circle for the logo and the following design language.



RUNAWAY RICE

Runaway Rice is a fast-casual restaurant for the work-professionals. With an extensive menu from North & South Indian and Chinese cuisines, the restaurant is the perfect place for a quick bite. The fast dining was brought out in the design through the feature of a squirrel.



BHARAT BISTRO

Bharat Bistro is a mélange of a menu from 7 different regional kitchens of India. The nouvelle dining experience was brought to life by the characters we created for each of the regions. The logo was inspired by everything India.



RESTAURANTS & CAFÉS



BUTTERMILK



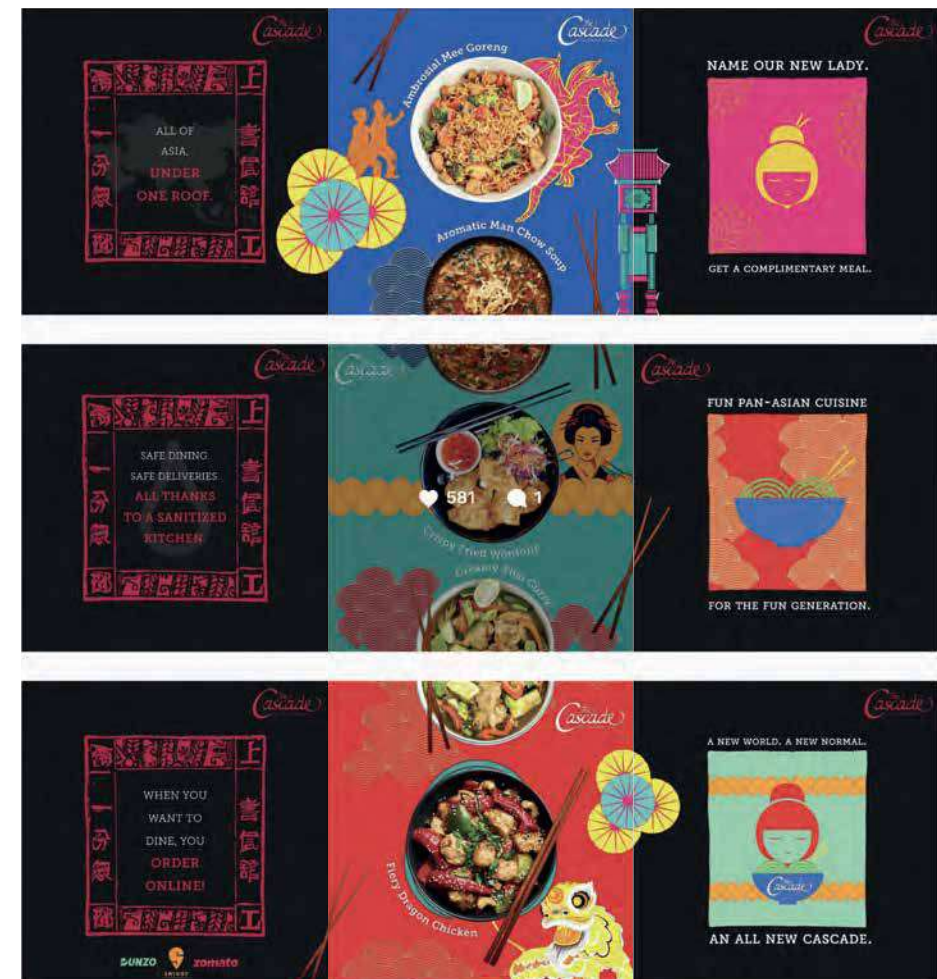


A new version of the classic buttermilk-fried chicken and waffle sandwich, brought to Singapore by Buttermilk, a brand that gives people a taste of homemade stuff. The chicken was the central element in the rustic logo, giving the brand a vintage feel.



THE CASCADE

The Cascade that people have loved for 35 years now gets a new-age makeover. A new look also brings with it a brand new range of offers and offerings specially catered for the fun generation.



CHOP CHOP

by Amrita

Chop Chop by Amrita is a work of culinary passion for the gourmands to indulge in at the comfort of their homes.

The brand identity for Chop Chop takes inspiration from the stir of food, represented by the misaligned circles.



25/10 THE BAKE HOUSE

The menu at 25/10 The Bakehouse comes from a place of immense love and care accorded by the founders towards the brand. It is therefore only rudimentary that a part of the founders become part of the brand's visual identity.

The S & S in the brand logo serve a multifold purpose – primary of which is imprinting the initials of the founders. These then also go back to the roots of the cocoa bean—quite literally—that give them life. Furthermore, when this delicious chocolate is melted and added to a variety of items, the swirl of the mixture is a sight to behold; which is another representation of the two S in the logo design. This rich collection in the mnemonic is very beautifully contrasted with a sleek typeface that shines with luxury.



RESTAURANTS AND CAFES



THE BREWED ALIEN

The best projects are always those that provide complete freedom – to explore, to invent, to innovate and to design in whatever way we want.

One such amazing project was a brand identity design for a coffee brand. Our client, a young 21-year-old lady from Peru, approached us to get her up-and-coming coffee business branded in the most creative, unique and contemporary way.

And what happens when you give a bunch of crazy designers an open brief? They first jump with joy 3 times, and then come up with the most kickass designs that you've ever seen.

Right from the get-go, it was set that this brand would require a mascot, and not just any mascot, but one was that fun and awkward at the same time. And what better than coffee could that mascot have to get over its awkwardness and connect with people. Lo-and-behold, you have The Brewed Alien in front of you – a dorky alien that has caffeine running through its veins. Oh, that's not the frame of the logo to box it, no, that's the window that it has to hold on to for support because it's high on caffeine. Look at its eyes, they're clearly not straight, because it LOVES coffee. And he wants you to try it too.



RESTAURANTS AND CAFES



WITHIN & BEYOND

Theme of the Year 2018 - 2019

Entrepreneurs' Organization Chennai

The vision of the learning events was to get inspired by members from within EO and from outside the EO network. Within & Beyond perfectly captured the idea through its mnemonic of two triangles pointing within & beyond, with infinite possibilities.



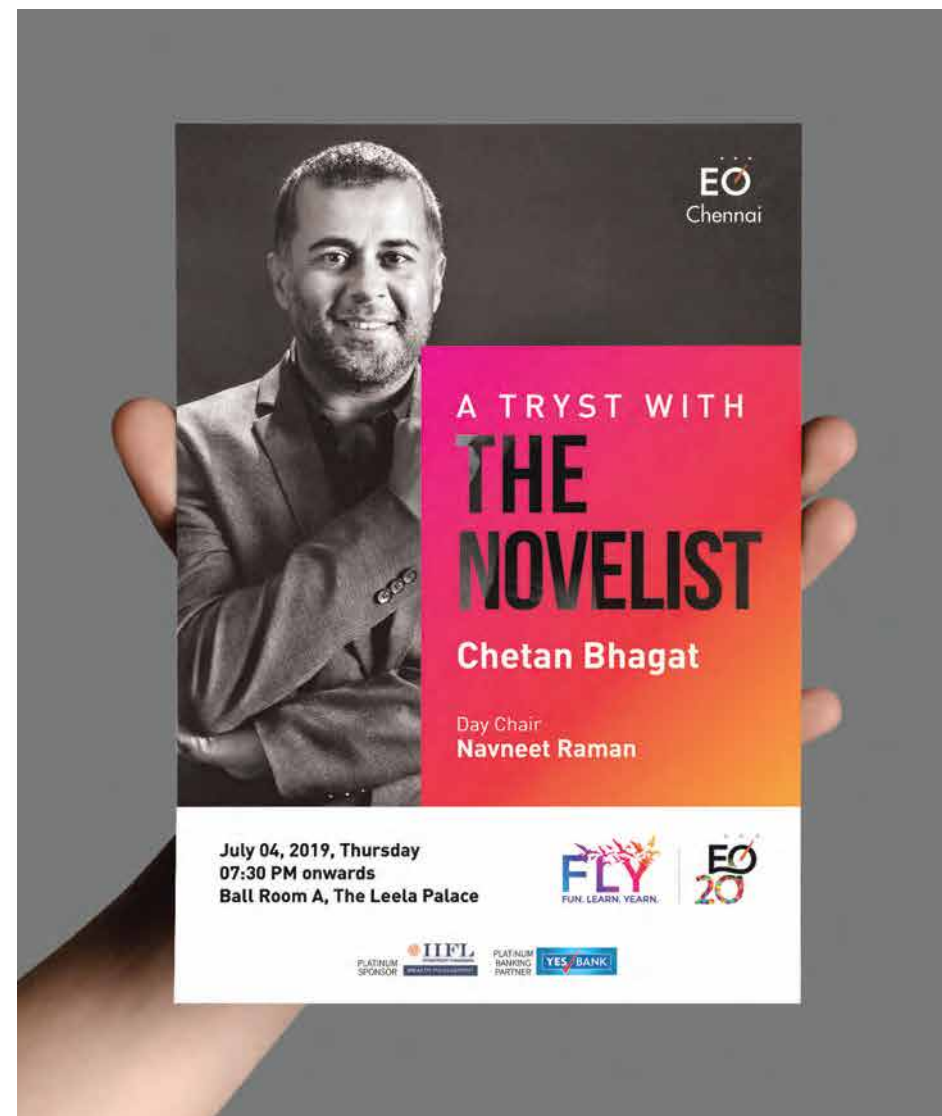
F.L.Y.

Theme of the Year - 2019 - 2020

Entrepreneurs' Organization Chennai

A lighter, more fun year of learning for the Entrepreneurs' Organization Chennai with a varied list of speakers.

FUN. LEARN. YEARN. with its colourful identity and flying birds gave the year its true theme.



ENGAGE

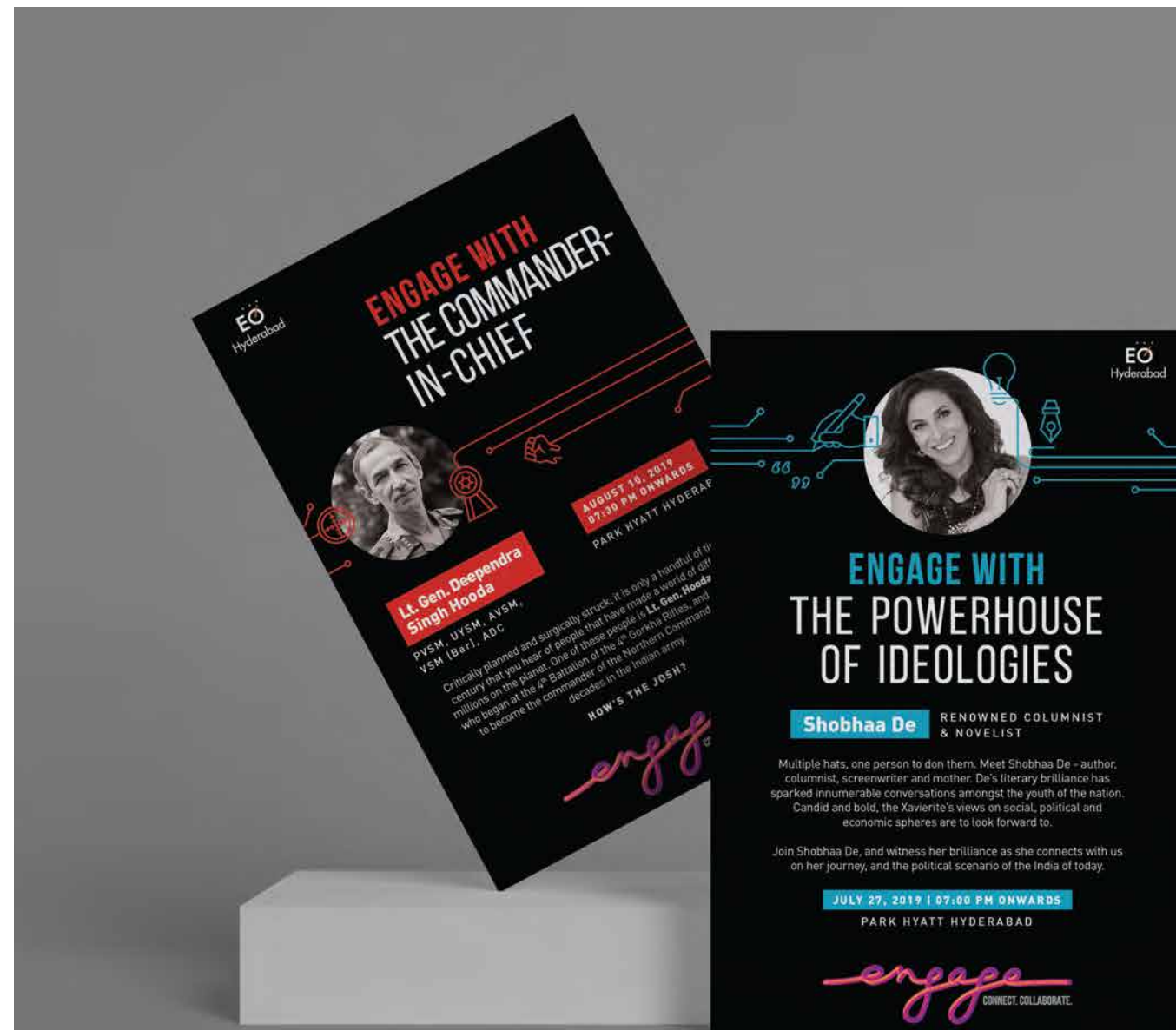
Theme of the Year

2019 - 2020

Entrepreneurs'

Organization Hyderabad

The motive of the chapter at Hyderabad was to bring its members together and increase networking and engagement amongst the chapter. 'Engage' fit perfectly for the job, with a tagline that read 'Connect. Collaborate.' encouraging members to be proactive and involve themselves in the chapter more often.



RUN

Theme of the Year 2021 - 2022

Entrepreneurs' Organization Chennai

It sure was a challenging year for entrepreneurs, and for the entire world. They walked, they stumbled and some of them even saw those close to them fall down. But they're entrepreneurs of EO Chennai who find solutions.

They get back up, they reinvent their processes to achieve success, they overcome hurdles that they face; with experience, they normalize and adapt to any situation with ease.

It was time for them to get back up.

It was time for them to learn from the past

It was time for them to make the world a better place

How long would they keep walking?

It's in their blood to fly

It was time to spread open their wings

It was time to RUN.



Reinvent. Unhurdle. Normalize.



STIR

Theme of the Year 2021 - 2022 Entrepreneurs' Organization UP

In today's world, the fire of passion in an entrepreneur is what keeps one alive and thriving. Getting ahead requires that flame, and as community-driven people, entrepreneurs use their own light and flame to ignite and inspire that passion in others.

Following this thought process, the theme design of S.T.I.R. boasts a torch with a burning flame - the flame of the spirit of entrepreneurship.



UBUNTU

Theme of the Year – 2021 – 2022

YPO Rajasthan

Ubuntu - I am, because you are - this sense of community and belonging has been meticulously brought out in the mnemonic of the learning theme using the 2 alphabets I and U, which represent the individual (I) and the community (U). The individual is enveloped inside the U and the mnemonic has also been created to give it a human touch.

The vibrant colours are a contrast to the moods of 2020 which had been dull for citizens of all communities.



LIMITLESS

Theme of the Year – 2021 – 2022

YPO Chennai

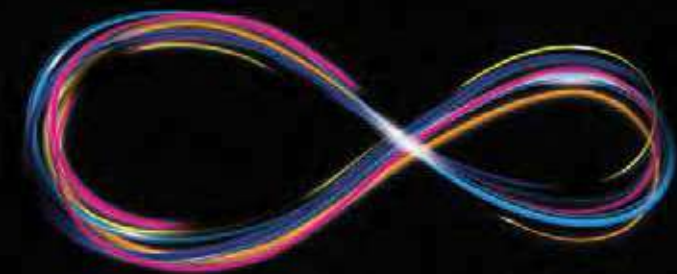
The mind and body are wonderful designs of nature. However, as humankind evolved, it lacked in exploring the true possibilities of what both these elements could do for the human race.

Today, after years of evolution of science, technology, discovery, emotions, relationships and more, the human mind has been limited to its 4 walls - an invisible prison from which it doesn't want to escape.

While the key to unlocking the limitless possibilities of the mind lies right in front of us, we're too dense to realize it, materialize it and act on it.

It is when we break free from the shackles self-imposed on our minds, is when we truly appreciate the beauty of nature, of human imagination, of individual and collective capabilities and the revolutions in human advancement that we can achieve.

It's time to be extraordinary. It's time to be Limitless.



LIMITLESS

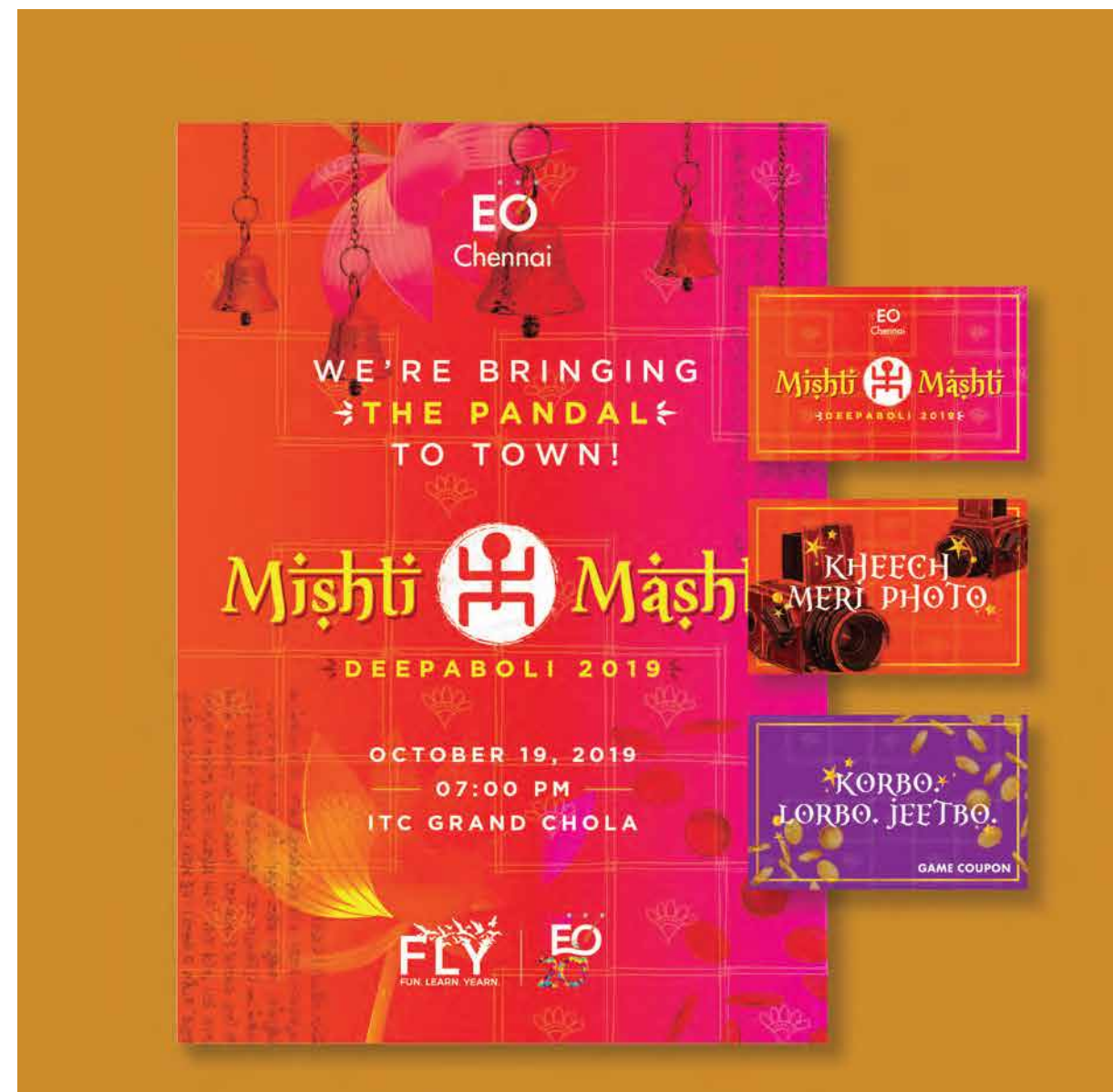
be extraordinary



DIWALI MELA 2019

Entrepreneurs' Organization Chennai

A Diwali Mela (fun fair) celebration in traditional Bengali style – from food, décor, dress code to games, actors and more.



DIWALI MELA 2018

Entrepreneurs' Organization Chennai

A Diwali Mela (fun fair) celebration in South Indian style – from food, décor, dress code to games, actors and more.



HAWAII POLAMA

Entrepreneurs' Organization Chennai

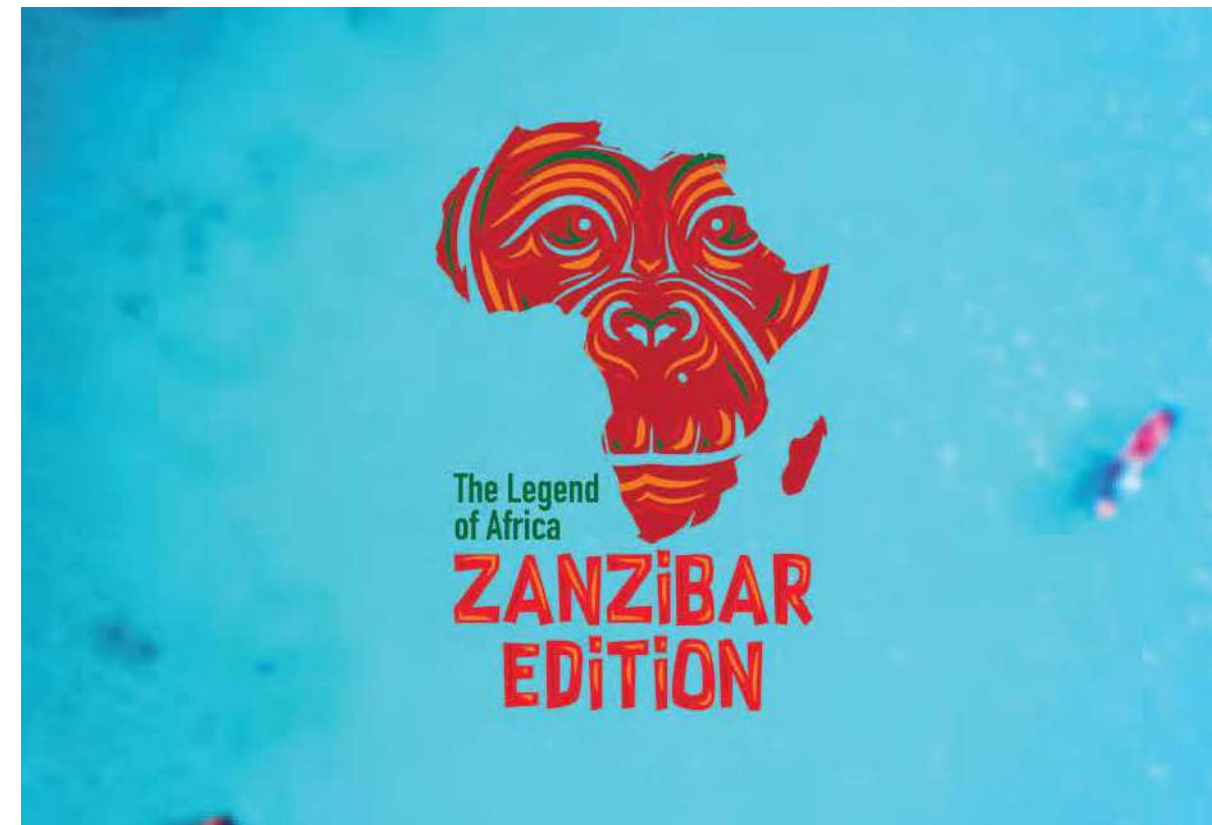
A mini-retreat-cum-Annual General Meet for the chapter was organized. Our design was based on the Hawaiian theme of the event and the Tiki man became a superstar character.



ZANZIBAR RETREAT

Entrepreneurs' Organization Hyderabad

Theme and collateral design for the annual retreat of the chapter to Zanzibar. Fun filled mnemonic and colorful itineraries made the retreat experience more fun.



GAME CHANGERS BOX

Packaging can be theatre, it can create a story - Steve Jobs. Packaging design for EO Chennai.



POSTERS

Marketing communication is a key segment of our services and we take it very seriously. So seriously, that it always turns out to be fun and captivating. Here's a showcase of the posters that have come out of our studio.

Playing with your Cortex

AN INTERACTIVE BRAIN FITNESS WORKSHOP WITH JIM KWIK.

Every single day, your mind is exposed to new information. There's an overload of data that's bombarded onto the brain and it can get overwhelming to keep up with all of it. Brain coach Jim Kwik is going to share with you some unique secrets to mentally thrive, boost sales, increase productivity and innovate in this highly competitive world.

You will discover how to:

- Fix mental fog, fatigue and forgetfulness for increased productivity and profit
- Boost reading speed (and comprehension) to master information overload
- Turn on your 'success switch' with the mindset, routines and habits of elite mental performers

September 26, 2020 SATURDAY 06:30 PM IST 90 Minutes

Workshop Fee: USD 20,000

to be shared by all participating chapters

To register your chapter, please click on the below link. For more details, please contact **Bhuvana Balakrishnan** at bbalakrishnan@eonetwork.org or +91 98409 19327

EO Entrepreneurs' Organization South Asia

EO Entrepreneurs' Organization South Asia

SEX

WITH A SIDE OF HUMOUR.

Toronto-based Dr. Jess is an expert sexologist who is globally renowned for her work in helping people build romantic connection with their partner, and reform their views about sex. With columns featured in Women's Health, Cosmopolitan, Men's Fitness, and 4 books to her name, Dr. Jess is here to give couples in EO South Asia some interesting insights.

October 05 - 15, 2020 SEX WITH DR. JESS

CHAPTER FEES

- SMALL Chapters: USD 5,000
- MEDIUM Chapters: USD 5,500
- LARGE Chapter: USD 6,000

CLICK LINK TO REGISTER

SIMON SAYS

"Meet my team".

Explore interactive webinars with **LEE PROSENJAK AND MATT DUNSMOOR**

Simon Sinek, the popular author and motivational speaker presents to EO South Asia his wonderful team: Lee Prosenjak embodies enthusiasm, cultivates cohesive workgroups, and facilitates the conversations that truly matter, and Matt Dunsmoor brings his specialization in innovation, company culture, leadership, and self-management/non-traditional company structures.

THIS TEAM IS HERE WITH SOME EXCITING WEBINARS TO CHOOSE FROM

- The Infinite Game: A virtual interactive webinar with Lee or Matt
- A 2.5-hour workshop led by Lee

2 hours — USD 8,000
90 minutes — USD 6,500
60 minutes — USD 4,500

USD 9,000 — 100 participants

JULY 27TH - AUGUST 6TH, 2020

To register your chapter, please click on the below link. For more details, please contact **Bhuvana Balakrishnan** at bbalakrishnan@eonetwork.org or +91 98409 19327

EO Entrepreneurs' Organization South Asia

EO SOUTH ASIA POSTERS



JOIN THE
Root Cause
GROW NOW.

A MyEO Engage - Giving Back Initiative


The Earth needs us, our children's futures need us. And we need to act now. Be part of the Green EO Community to make our planet a greener place. At EO South Asia, we invite all members of the region along with their spouse and children to give back to Mother Earth and plant as many saplings as possible. What we do today will help our young ones tomorrow.

November 14, 2019 | Thursday

To register your chapter, please get in touch with Kajal or Simran

EO Entrepreneurs' Organization South Asia **MyEO**

BIG, SMALL, AND ON THE SAME LEVEL.



A Bonding Workshop for Parents & Kids with SANJAY UPENDRAM

It is essential for parents to form a deeper connection with their younglings and bond with them to better understand each other and communicate effectively. Sanjay Upendram is bringing his workshops to EO South Asia to enable better parent-child relationships.

2-hour Speaking Engagement

- For parents only
- Maximum number of participants: 40

FOCUS AREAS:

- Best practices in parenting
- Experiences & case studies

• Q & A

4-hour Parent-Child Interactive Session

- For parents & children (8-16 years)
- Maximum number of participants: 40 (20 parent-child duos)

FOCUS AREAS:

- Parent-child interactive exercises to connect and bond
- Fundamentals of communication and emotional awareness
- Best practices in parenting

• Q & A

8-hour Parent-Child Experiential Workshop

- For parents & children (8-16 years)
- Maximum number of participants: 50 (25 parent-child duos)

FOCUS AREAS:

- Parent-child interactive exercises to connect and bond
- Deeper bonding exercise
- Family vision and values exercise
- Practice effective communication and emotional regulation
- Best practices in parenting

• Q & A

EO Entrepreneurs' Organization South Asia **RE-IMAGINE**

A Worldwide Revolution
WITH PASCAL FINETTE



EO NEPAL 
AUG 12, 2019
02:00 PM - 05:00 PM - Workshop
06:00 PM - 08:00 PM - Keynote (Members only)

EO KOLKATA 
AUG 14, 2019 | 07:00 PM

EO ASSAM
AUG 16, 2019 | 10:30 AM

EO GURGAON 
AUG 17, 2019 | 07:30 PM

EO PUNJAB
AUG 18, 2019 | 07:00 PM

EO BANGALORE 
AUG 20, 2019

EO HYDERABAD 
AUG 21, 2019 | 07:30 PM

EO RAIPUR
AUG 22, 2019 | 07:30 PM

EO INDORE 
AUG 23, 2019 | 07:30 PM

EO BHOPAL 
AUG 24, 2019 | 07:30 PM

EO GUJARAT (Ahmedabad) 
AUG 25, 2019 | 07:30 PM

EO PUNE 
AUG 26, 2019 | 07:30 PM

EO CHENNAI 
AUG 28, 2019 | 07:30 PM

EO COIMBATORE 
AUG 29, 2019 | 07:30 PM

EO UP 
AUG 30, 2019 | 04:00 PM

 Thriving on Exponential Times
 The Future (of) Organization(s)



Dogs at The Bark

A meet-and-greet with our friends and their furry friends.

Let's spend a leisurely Saturday forenoon with our pals with paws. As they wag their tails and have the time of their lives, let's indulge in some chatter, care tips, and newer experiences for them.

Click below link to register

December 04, 2021 | Saturday
11:30 AM - 12:30 PM
The Bark, Maharaja Surya Rao Rd, Dutch Village, Venus Colony, Alwarpet
MyEO Furball Group Champion: Shreya Sahuwala





This time, we're going glocal.

SAVE THE DATE


for a day of exploring global culinary treats from the local streets of Chennai!

**DEC 04, 2021
SATURDAY
6PM - 10PM**


**PRIMROSE HOUSE
MYLAPORE**

Entry to the fest
Adults - Rs 750
Kids - Rs 500
Below 5 years - Free


Bon Vivant Group Champion
Jivesh Goenka



khoshi diwali



save the date
october 29th, 2021, friday
itc grand chola, 6pm



ADVANTAGE FOODS

Advantage Foods imbibes a classic look with minimalism in type and style. Each colour has a distinct meaning: blue for the corporate structure, orange for symbolising food and green for representation of sustainability and virtue. Simplicity with a touch of sophistication.



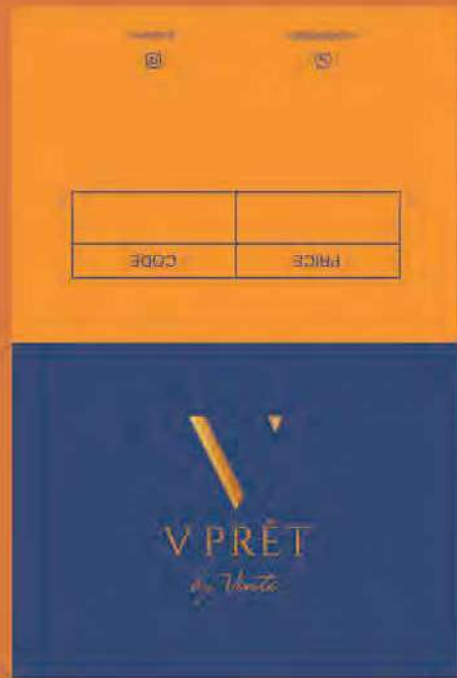
VERMILION BY VINTI

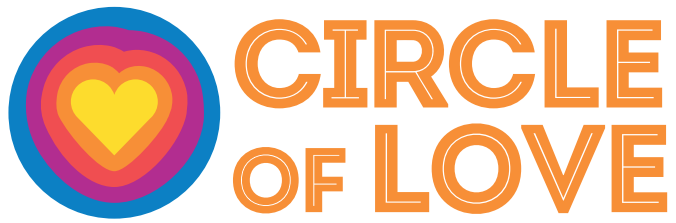
Vermillion By Vinti, a prominent luxury saree designer, wanted to revamp their logo in a bid to pay homage to their traditional roots. After a lot of ardent thinking and tinkering, we decided to stray off the beaten path, and adopt a route that stemmed from true Indian inspiration. The 'व' as the primary motif for the logo was not an easy decision to follow through with. Our primary objective was to relay Vermilion's ethnic expression and opulence, with a touch of minimalism.



VPRET

Vpret by Vinti is a new extension of Vermilion by Vinti. The collections featured are finely crafted pieces for every occasion. Our brand identity design focusses on using negative space in the mnemonic and helps communicate the luxury feel exuded by the brand. The colors are golden and rich, while the typeface is a contemporary selection to make it widely appealing.





CIRCLE OF LOVE

Circle of Love is a virtual platform for the music community to be part of and create some mind-blowing content. Our brand identity design for Circle of Love shows quite a literal representation of the circle of love, wherein a heart (indicative of love) is shown to evolve into a complete circle. The evolution is evident through the non-circular layers in between.

The design is very simple and yet highly adaptive. The mnemonic can be used in various forms, and since the platform comprises of multiple verticals, it can be translated to suit each segment.



QPMS

QPMS – Quality Property Management Services is a corporate brand that provides property management services.

Our brand identity design for QPMS features a classic arrow – a symbol that denotes quick services, rapid growth and a promise of professionalism.



RICHA GOENKA

When high couture meets fun fashion, you get to explore some uncharted territories of life. That's what we portray through the brand identity of Richa Goenka - getting together the style and suavity in the typeface of Richa while we explore the fun, casual and spontaneous aspects of the brand with Goenka.



BAND STORIES



KAIROS

Kairos is a Greek word denoting the perfect time and the right moment. In order to complement the name with its true origin, the brand identity design takes a Greek route.

The logo design embodies the olive leaf crown - an ornament that is associated with Greek mythology. In order to personalize this and make it relevant to the brand, the leaves have also been arranged in a pattern to form K - as an initial of the word Kairos.

The typeface is modern, curvy and exudes a sense of style given its fine color - a choice made particularly to relate to what the brand will offer - furnishing and decor for the home.



BRAND STORIES



OFFICINE VINCI

The needle and thread that is used to stitch leather goods have been featured as the highlight elements in the brand's identity.

Coupled with the initials and a copper colour, the logo exudes an aura of premium.



OFFICINE VINCI

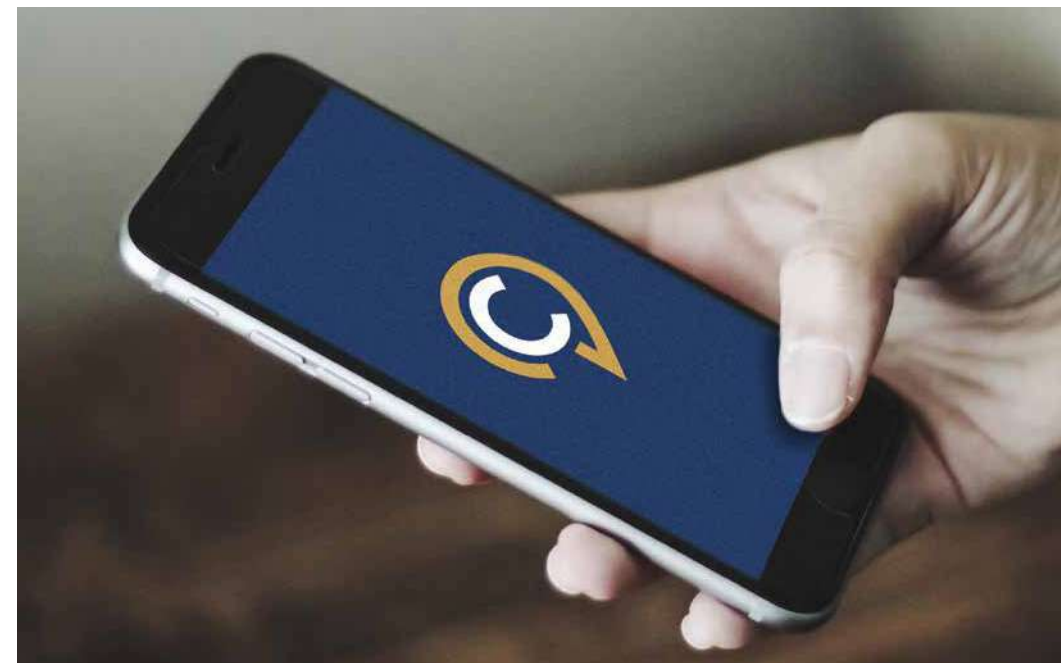
ITALIA

BRAND STORIES



THE CHEF LANE

The Chef Lane is an exciting online platform for people to find and connect with Home Chefs in their city. For its logo design, we used the initial C and the location pin to denote finding home chefs on the platform.



ROADO

At the intersection of technology and logistics, RoaDo has carved a niche identity for itself, evident through the use of the fingerprint in the logo design, along with the roads that converge using a central location pin. A comprehensive design, if you will.



SPICEGRAM

Brought in from the coasts of India, these spices are what make Indian food so heavenly. For its identity, we used the spice box found in most Indian households and complemented it with different colours to give it a vibrant look.

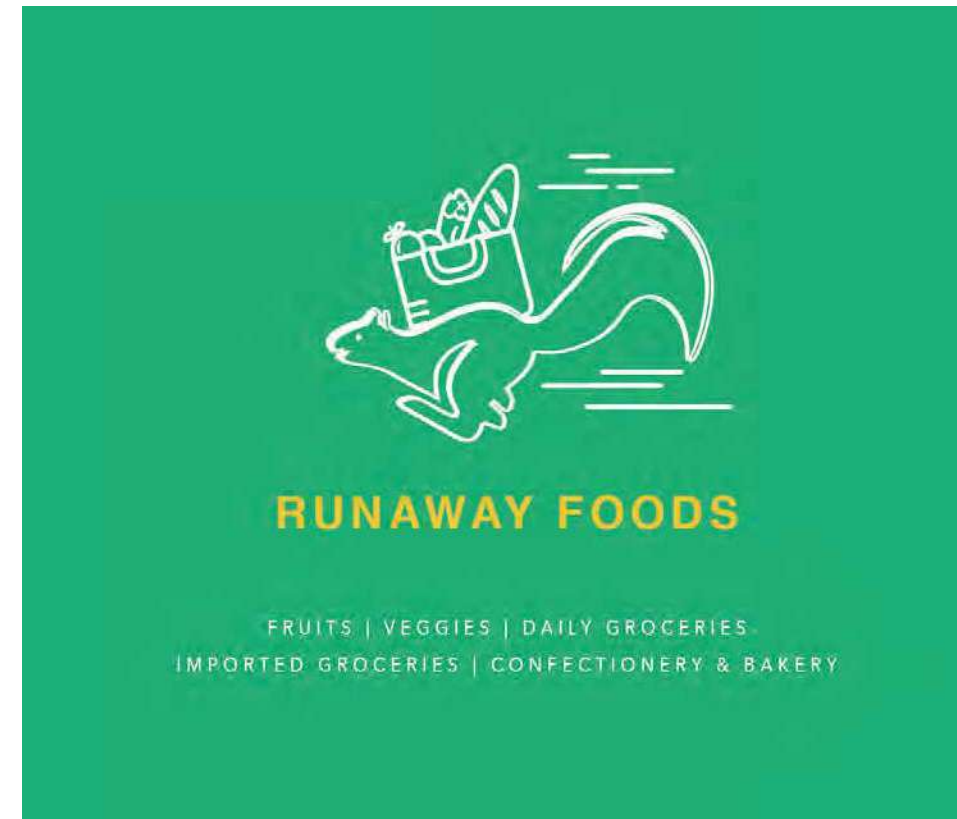


RUNAWAY FOODS

The squirrel is now quickly delivering essential groceries. Runaway Foods, an extension of Runaway Rice is a supermarket with local and global brands on their shelves.

For their brand identity, we retained the agile squirrel and brought into the mnemonic a grocery bag.

That's how we design a fun logo.



FRESH CUTS CO

Chicken, lamb, seafood - Fresh Cuts Co. has got it all. And to portray this wide range of offerings, the design language of the brand leverages the simplicity of negative space to showcase a lamb, a chicken (within the negative space) and a prawn (a representation of seafood).

Another creative element is brought into the design in the typeface by slicing it midway to denote the cut. The color and texture of the logo is that of the meat, and the tagline reads 'Nice To Meat You'



BRAND STORIES



NEON ATTIC

A furniture pop-up show was organized by two architects in Chennai. We titled the event LOFT – Living On Finer Things and designed collaterals in retro pop-art style.



HGL

A new age brand identity for Helios Group Ltd. - a general trading company. The smooth curves and the melange of colours give the brand the perfect casual + corporate look that resonates with its customers.



ELYSIAN

A curated luxury brand from Hyderabad, Elysian's brand identity design was inspired by the grace and elegance of the national bird of India – the peacock. In rich gold colours, the brand identity got a deserving look.



CURATED LUXURY



CENTRUM

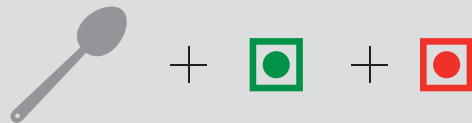
Chaitanya Foundation's townhouse apartment in Gandhi Nagar is right in the heart of the city. For its central location, the name Centrum was derived and a royal brand identity was designed.



V CHEF

V Chef is innovative food technology – a production line that substitutes manual labour required for cooking in restaurant kitchens. Our identity design carried the most common identifier of food – the vegetarian and non-vegetarian symbols along with a ladle.

V.CHEF.
TECHNICALLY DELICIOUS



DESIGN INK

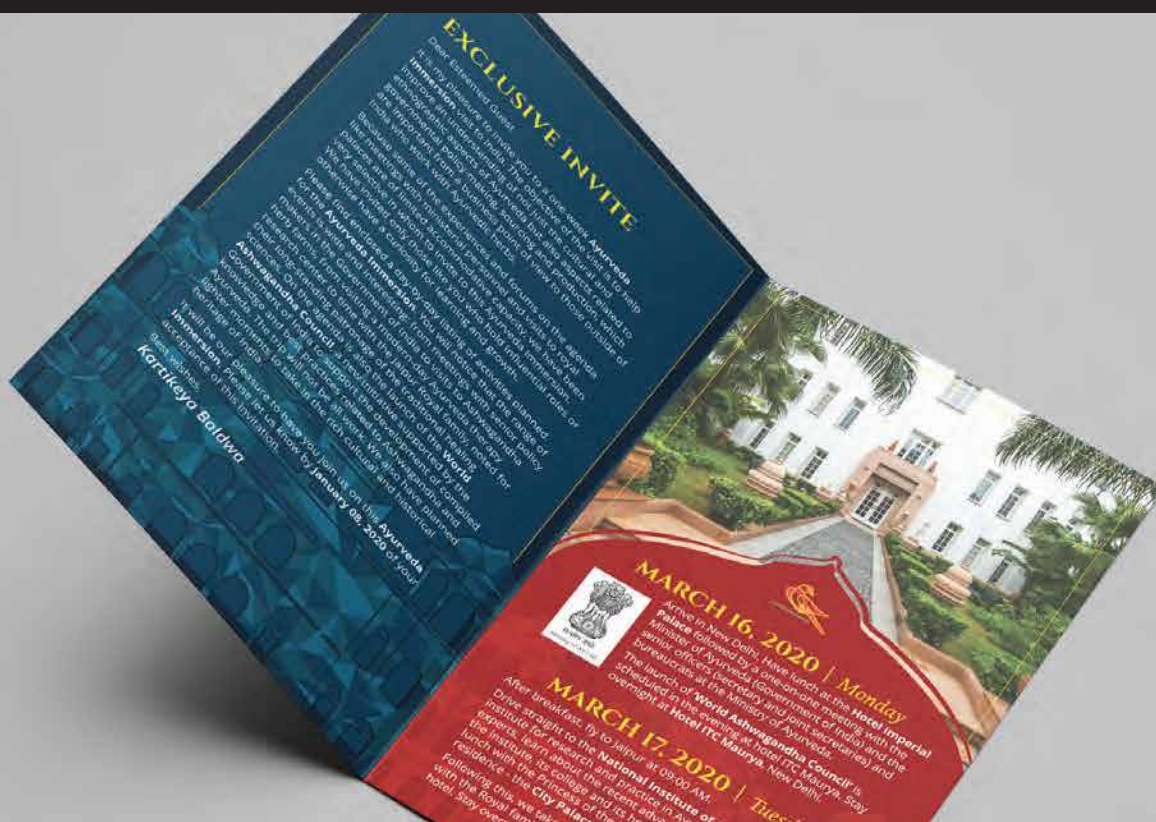
Design Ink is a boutique architecture and interior design firm with specialists that pay attention to the minutest details and execute projects with finesse. Their brand identity was inspired by the Egyptian pyramids and the details that went into creating the majestic structure.





VED-VENTURE

To mark the launch of The World Ashwagandha Council, foreign dignitaries were invited to India to observe and witness the greatest wonders that the subcontinent has to offer while also understanding how ashwagandha is grown and processed at Ixoreal's state-of-the-art facilities.



DGC

The sun has risen on the industrial blanket of Nepal, with Diwakar Golchha Corp laying a new path forward and carrying on its able shoulders the legacy of the previous generations. This new rising sun is showcased in the logo design.



UTKARSH

To celebrate the 7th birthday of Tanishka and the Shashti Poorti of Shri Maheshji Baldwa, an incredible Rajasthani Mela was set up. Our designs for Utkarsh (the theme of celebrations) encapsulated traditional elements from Rajasthan.

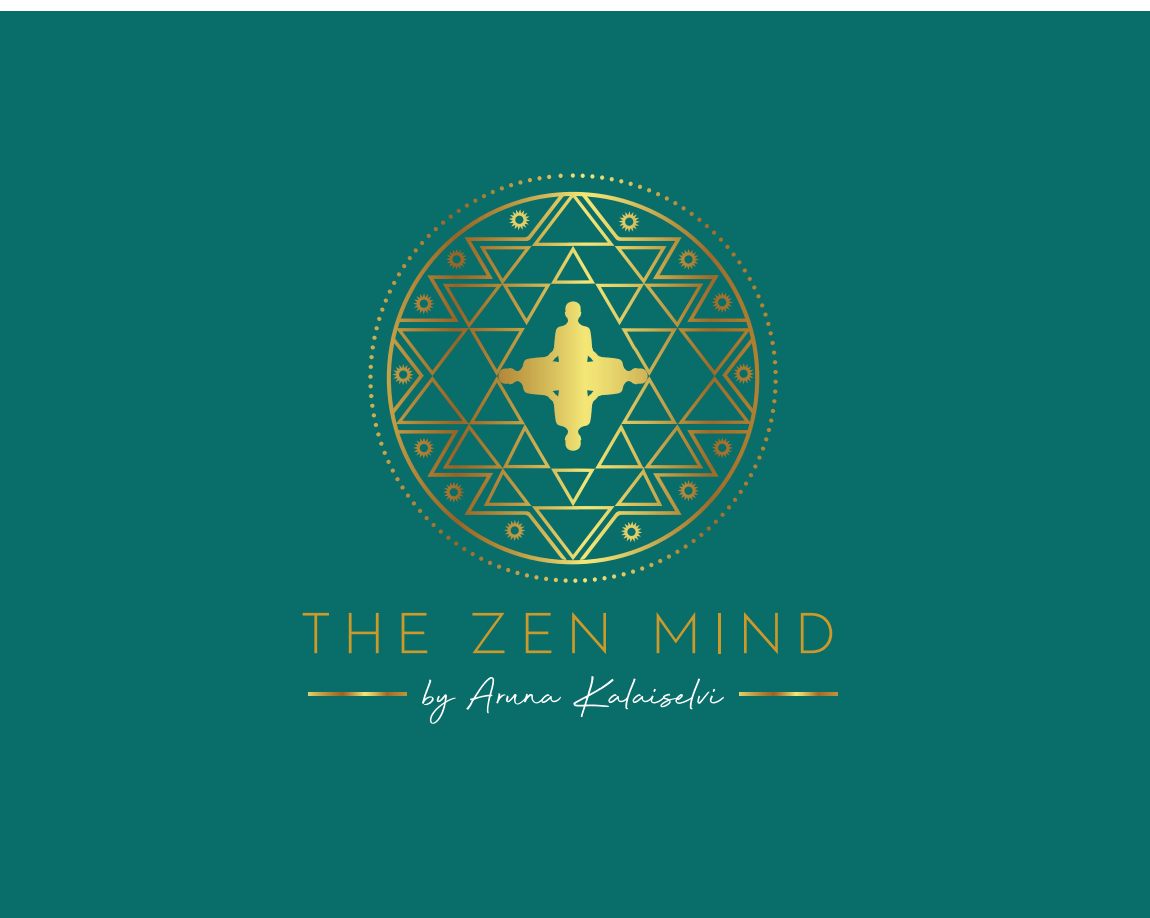


THE ZEN MIND

So many forces govern the human life and by extension the human mind. The elements of nature that make up mankind, the celestial bodies in space, and the doshas of Ayurveda so extensively believed to exist in harmony in the body; the imbalance of these external forces causes stress, disease and abnormal function of a human's being.

At The Zen Mind, we understand that this complex structure we know so simply as the human mind is an alignment of several external forces and any disharmony in this alignment is the root cause that needs treatment.

In this healing haven of the mind, through science and belief, a troubled mind can find solace and calm and through therapy transform itself into a happy being.





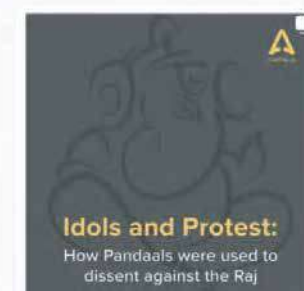
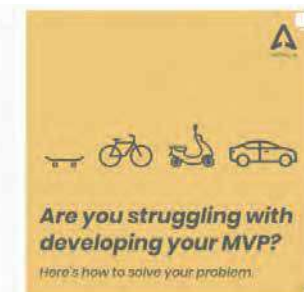
MAGNUM CLOTHING

Magnum Clothing's brand identity design features a lowercase typeface for its mnemonic. An 'm', complemented by a * (star) forms the logo. The star here signifies the terms and conditions - quite literally, under which Magnum Clothing operates. These terms and conditions being empowering employees - especially women, looking out for the growth of all denoted by the upwards arrow in the star, and creating ethical and sustainable fashion. The five colours of the star represent fashion, the sun, the Earth, corporate, and the fire.



CAPITAL A

The brand identity design of Capital A - a new-age micro VC firm incorporated the actual uppercase A, a pun on the Capital A, while also featuring an upwards arrow to denote growth of the company itself and the brands it invests in.



SMT

For a client that runs their business with the blessings of the divine, a lotus flower in the mnemonic along with the company's initials was a concept that was thoroughly loved by all.





RAGHAVA

A skyline where we've made our place, as you can see quite literally. A subtle R is depicted in the skyline, signifying the mark Raghava is ready to make in the world of Real Estate/Construction.

The earthy colour palette works perfectly for not just the luxury element but also epitomises how we're rooted to our values.





NA'KID

It is always a joy to receive a brief from an international client. It gives us all the creative freedom to explore our crazy side while ensuring that we come up with the best of designs every time.

Na'Kid is a new-age bath brand for infants between 0 and 2 years with a gels and soaps that have a special tear-free formulation, and hydrating & soothing properties that is extremely sensitive on baby skin.

To make this brand highly appealing to new millennial parents who want to the best and safest option for their kids, a series of animal illustrations in beautiful bright colours were used as the design language for all their products – bubble bath, shower gel, bath soap, and bath towels.



PACKAGING



JAIPUR GEMS

To wish their clientele on Holi, Jaipur Gems got us to design a colourful box that would contain traditional sweets from the city of Jaipur. With special gold foiling and UV printing effects, the colours of the box popped even better and the essence of the festival was perfectly captured.



CARATLANE

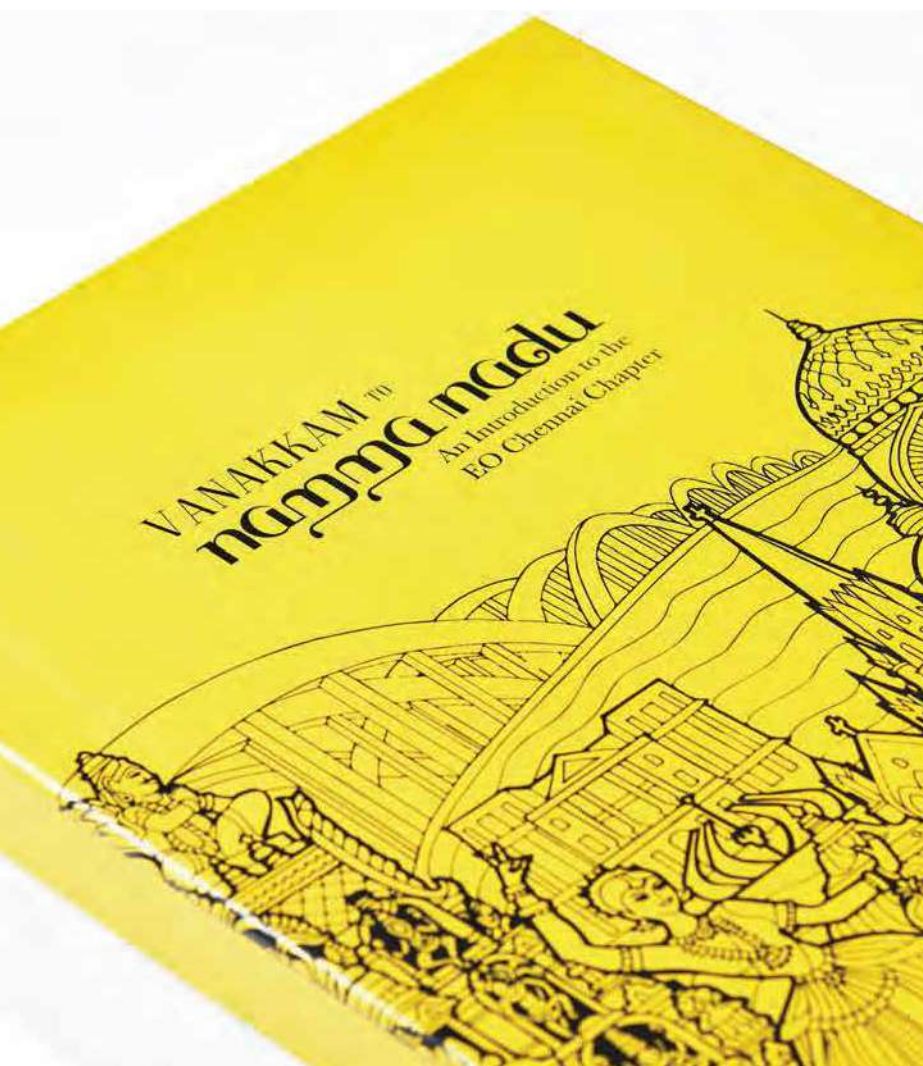
At the Kempegowda International Airport, Caratlane wanted to sell its collections in a unique packaging style. Using hand drawn illustrations and picking up designs from their own jewellery, we created these brilliant containers for the brand's outlet.



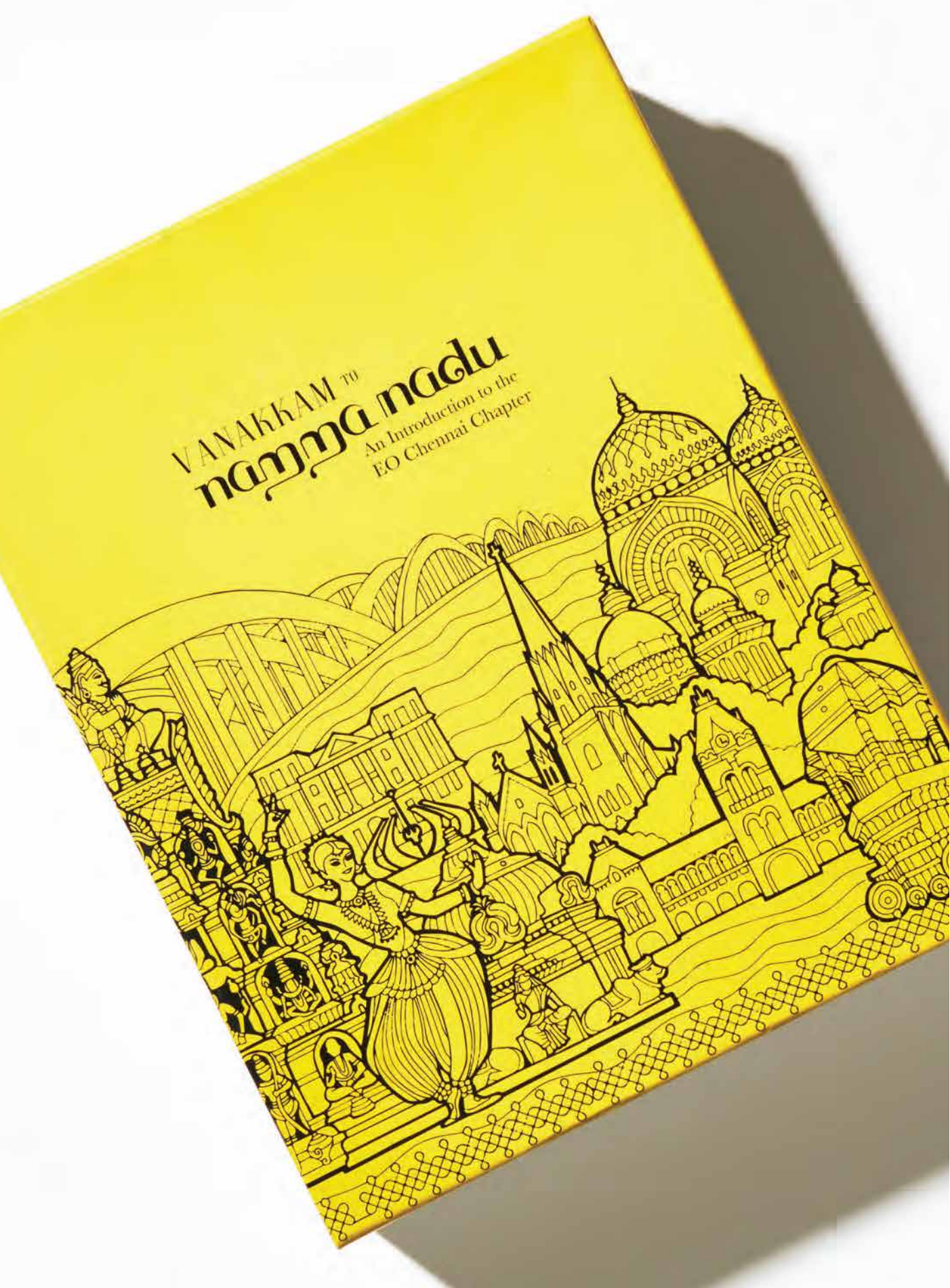
NEW MEMBER WELCOME KIT

Entrepreneurs' Organization Chennai

To welcome new members into the chapter and introduce them to others in the chapter, a warm welcome gift is presented to them that includes a South Indian sweet, filter kaapi decoction and a miniature kuthu villakku with a member directory.



PACKAGING



DIWALI 2019 PLAYING CARDS



Entrepreneurs' Organization Hyderabad

Diwali celebrations are incomplete without an evening of casual poker. We designed playing cards for the chapter to suit the royal theme of the evening.



POP CAUSE

Caramel Pop Corn

Made by children with special needs, the packaging design of PopCause was inspired by a carnival akin to the joy that children bring in people's lives.



ACTIV8

Bottled Water Label

Activ8 - an American brand of high alkaline water that is great for the body and hydrates better than regular water. Our design captured its benefits in the most unique way.

ACTIV8
BEYOND WATER



MANSI & VAIBHAV ROKA

To celebrate the Roka ceremony of Mansi and Vaibhav, the parents of the couple decided to send a box of Ratnagiri mangoes to friends and extended relatives. The mango gift box was designed with a central bougainvillea theme, paired with special printing effects. Each Mango was then individually wrapped and placed in a nest of paper shreds.



VISHAL WEDS ANUSHKA

A souvenir for all the guests at Vishal and Anushka's wedding. The box was designed with the traditional aspects of Northern India – all colourful yet contemporary.



EVENT CURATION



DIWALI MELA 2018

The annual Diwali celebration is a grand event when it comes to EO Chennai. To engage members, spouses and children, the learning committee and the event chairs organized an incredible fun-fair style affair with a South Indian twist. 78 Design ideated and planned the entire event from the smallest games to the biggest décor.





VANAKKAM CHENNAI

The Greater India Chapter converges every so often to discuss important matters, and indulge in inspiring sessions and social affairs. While the Chennai fraternity played host, 78 Design ideated and branded their entire event.



EVENT CURATION



WAG

They wanted a logo as cute as the puppy dog eyes, as lovable as a dog's innocent expression and moreover, something that captures the heart of humans and dogs alike. Wag is an exciting online shopping platform based in Hyderabad that sells quality pet care products for dogs. They wanted a mini-makeover of their identity design.





EARTHEN SPACES

Earthen Spaces is a property developer founded on the values of sustainability, innovation and a futuristic approach. They want to change how people live and their brand identity reflects that. The mnemonic in the logo symbolises buildings and the green and blue colours represent the land and the sky. The orange represents auspiciousness and the soil. The typeface is constructed from a modern font and the shapes in it indicate different plots of land.



BRAND STORIES



THOMAS MANOR

Thomas Manor is the latest residential luxury apartment project from Chaitanya Foundations, one of the most renowned builders in Chennai. With a classic and vintage aesthetic, Thomas Manor combines opulence with the convenience of living in central Chennai. For its identity, we have created a mnemonic with the letters 'T' and 'M', inspired by the floor plans of the apartments. We have extended the vintage elegance of the building into our identity design, staying true to the aesthetic.



MANJUSHREE PACKTEK

Eco-friendly packaging is gaining great strides as the world tries to lean away from plastic packaging materials. Manjushree Packtek is an existing packaging manufacturer, acquired by new management and reinvented as an eco-friendly brand. The brand identity design portrays Manjushree Packtek as a corporate, sleek and international entity. The letter 'M', representing the brand, is portrayed as two peaks. The first peak signifies the brand's current state while the second peak shows growth and a prosperous future post-acquisition..



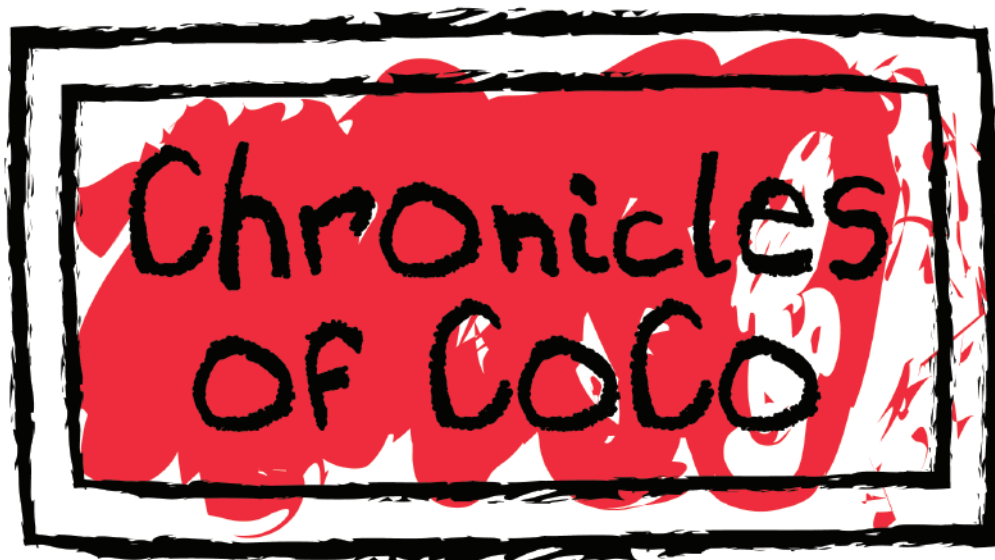
PINNACLE

From one of finest vineyards in France comes Pinnacle, first bloomed after the Y2K. Each barrel of wine that Pinnacle majestically produces takes days and days of intense work, refined technique and the kindness of weather and ambient temperature. Showcased here is the brand identity of this flavourful elixir, a casket in bright gold colour – a personality that exudes the luxury that can be rightfully juxtaposed with the product. A sommelier's favourite and so ours.



CHRONICLES OF COCO

Don't we all love chocolate? Be it milk, dark or white, it is something that brings us all together. And to share the love everyone around the world has for this heavenly food, Chronicles of Coco chose the team at 78 Design to create some out-of-the-box packaging for their unique flavours of chocolates. We respectfully borrowed personalities and doodled Van Gogh, Queen Elizabeth, Isaac Newton and Jawaharlal Nehru with fun copy and quirky design.



BRAND STORIES



SUPPLE TEK

To create an impactful identity, one should stay true to what defines the brand. For Supple Tek, India's largest basmati rice exporter, we chose the rice grain as the central element to create a simple yet sophisticated logo design. You could say we always rice to the occasion.



VEER
ENTERPRISES

Veer Enterprises are the manufacturers of plastic products. The mnemonic in their logo is inspired by the chemical bonds of molecules to form a compound. It symbolises surety and the excellent quality possessed by the brand's products. A simple and modern sans serif font is used to create the wordmark.



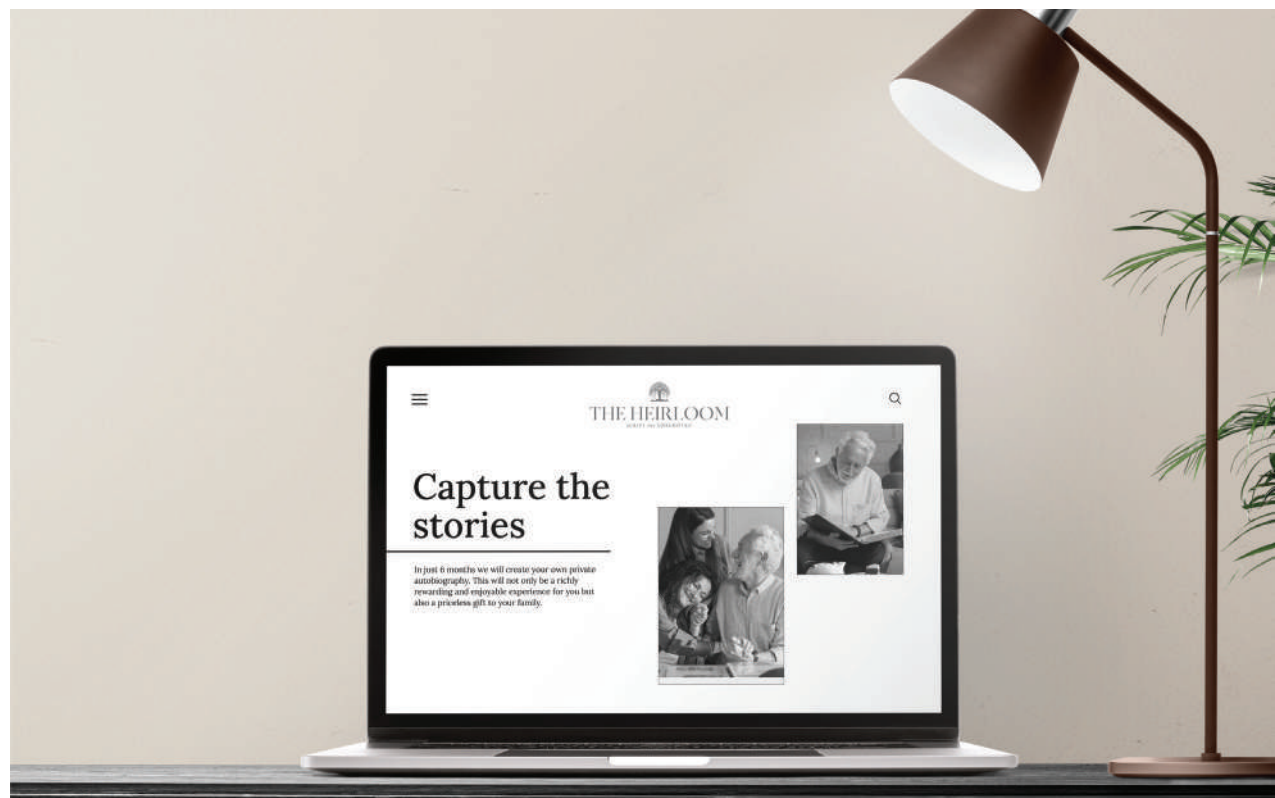
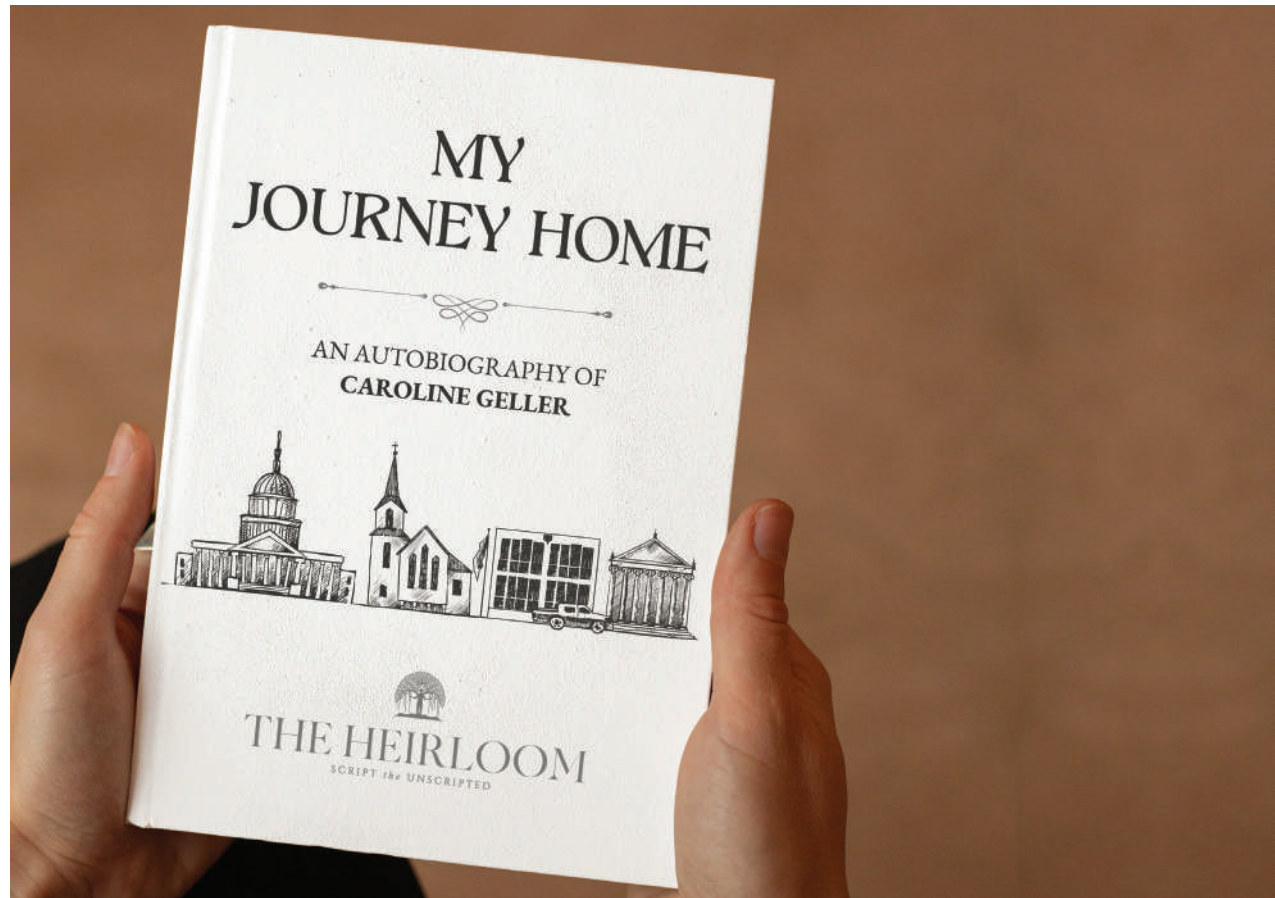
1VIBE

1VIBE is an organiser of exciting music events. They promote indie and upcoming artists and give them a platform to express their talents to a wider audience. To reflect the soul of 1VIBE, we have created a vibrant and youthful typeface logo. The letter 'V' is replaced by a scarlet heart to pay homage to the founder of the Circle of Love, from whom 1VIBE has found the inspiration. The design aesthetic is quirky and modern and is in a style that invokes anyone's love for music.



HEIRLOOM

The Heirloom is an encapsulation of an individual's life and the brand seeks to capture their legacy in the form of a book. To represent this idea, we have created a mnemonic of a person with a banyan tree growing from them. The tree spreads around them, with numerous branches and hanging roots symbolising the memories, people and the person's descendants. An elegant serif font is used here to create the wordmark.



SUZO FARMS

Suzo Farms is one of India's premier farms with world-class facilities, a great variety of animals and exciting activities for the guests. For their brand identity design, we have created a logo based on contemporary design aesthetics. Their logo features beautifully illustrated farm animals and multiple bright colours that complement each other. A simple san-serif font is used to create the wordmark..



BRUSH N BOBB

Humanity has been using leather products for thousands of years. They are extremely popular because of their durability, looks and the class they exude. If you are a leather lover, you very well know that taking care of them is extremely important. That's where our client Brush N Bobb comes in. They make premium leather care products and empower people to find employment opportunities in leather care. For their brand identity, we chose a classy and character-oriented design. The character gives an outward personality to the brand and the colours bring sophistication

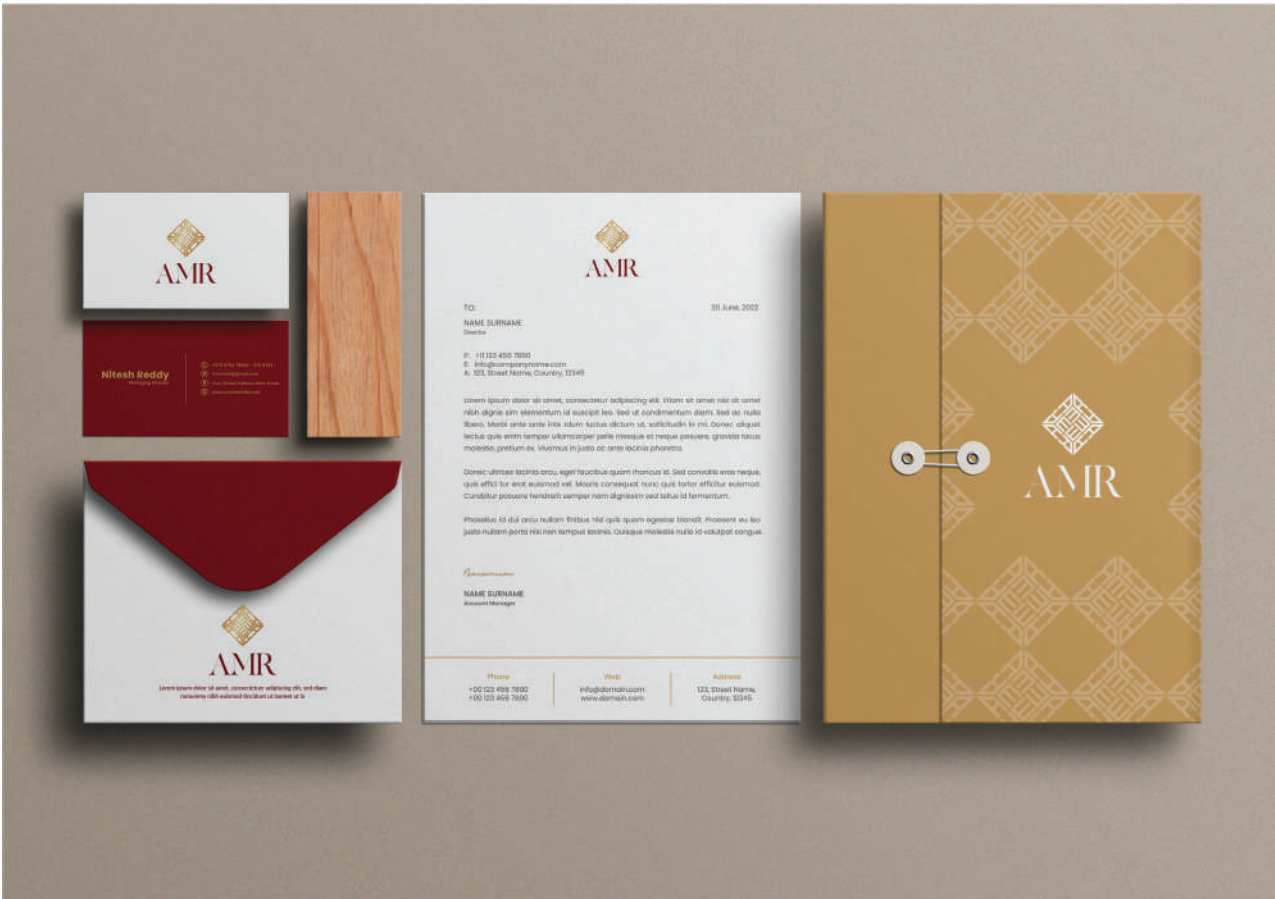


AMR

AMR is a brand that has a diverse portfolio of business operations. The identity design stems from the brand's desire to portray itself as luxurious and aspirational. For the identity design, we have created an ornate emblem made from the brand's acronym and coloured it in gold to symbolise aspiration. The emblem can be used as a pattern that can be extended to brand collaterals or interior design elements. The typeface is designed from a modern serif font in burgundy signifying luxury.



BRAND STORIES



KRAVIN'

Kravin' is an FMCG brand of the Kerala Blasters Football Club. For them, we have come up with a light-hearted, playful and goofy brand identity design. The wordmark is created with a comic book style aesthetic. An illustration of a whimsical and mischievous facial expression, changing based on the flavour is the primary design element in each package. It easily catches a customer's attention and entices them to pick up the product. An original image corresponding to each flavour is depicted on the package, supplementing the aesthetic seamlessly.



BRAND STORIES



MANISH HATHIRAMANI

For Manish Hathiramani, a financial advisor, we created a contemporary-style mnemonic with the letters M & H. The letter M is illustrated as a graph trending upward to represent the advancement of the client's experience after incurring his services. The letter 'H' is portrayed with the colours maroon, representing passion and triumph, yellow, indicating optimism and green, symbolising growth and financial success.



“THERE’S NO SUCH THING
AS A BORING PROJECT.
THERE ARE ONLY
BORING EXECUTIONS.”

Irene Etzkorn

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