

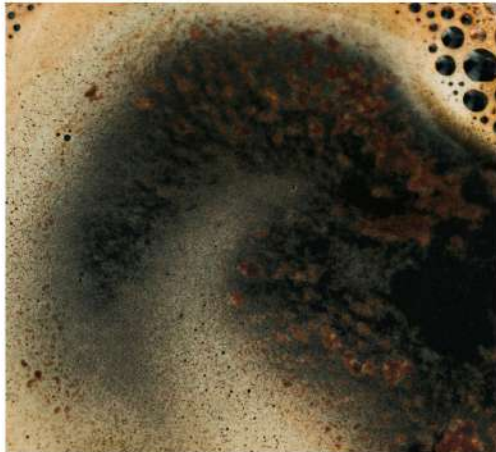


## GARAM COFFEE BRANDING

GARAM is an Indian contemporary coffee brand that aims to bring the best coffee experience through fun, excellent flavor, and cultural richness. As an authentic brand, GARAM incorporates the essence of Indian aesthetics, offering a vibrant and delightful journey with every sip.

\*GARAM is a fictional brand I developed specifically for my portfolio.

## MOODBOARD



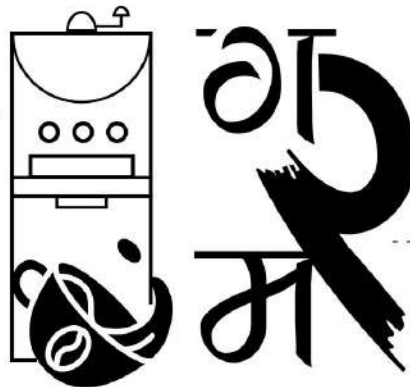
India's coffee production, primarily in the states of Karnataka, Kerala, and Tamil Nadu, is renowned for its high-quality Arabica and Robusta beans. The country's unique monsooning process and diverse climatic conditions contribute to the distinctive flavors of Indian coffee.

so I wanted to draw attention towards this amazing process of coffee production, that is not only vibrant and colorful in terms of places and people but also how unique the process is! This shows our indian culture and tradition which is my inspiration as well.



## LOGO BREAKOUT

I used this line illustration of coffee machine to show hot and ready to be served, since the brand name is "GARAM".



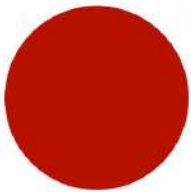
The logo highlights the Indian touch by emphasizing the use of an Indian font.

I drew inspiration from the fluid movement of liquid coffee, incorporating its graceful flow into both the font design and the cup illustration.

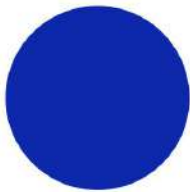
The coffee font is in sans serif for contrast with logo & keeping it subtle.

G a r a m c o f f e e

The logo is designed to convey a modern contemporary aesthetic.



#b71200



#0d28ab



#f79815



#ffdbb7

Aa

Impact

Aa

Poppins

## PACKAGING



### INDIAN ORIGINATED

Taste	Light notes of vanilla and dark chocolate	
Roast	Medium	Whole Bean
Fully washed & dried on the sun	Net Weight 50g / 1.75oz	

A glimpse into the inner thoughts of a woman, highlighting the solitude, vulnerability, and self-acceptance she experiences. This piece reflects her journey, embracing her strength and resilience.







This poster is inspired by the incredible women in my life. Their stories and unwavering sacrifices have shown me the multitude of emotions women experience simultaneously.

This artwork delves into the emotional journey of pregnancy, capturing moments of solitude, vulnerability, and self-discovery. It reflects the profound inner world of a woman embracing the changes and challenges of motherhood



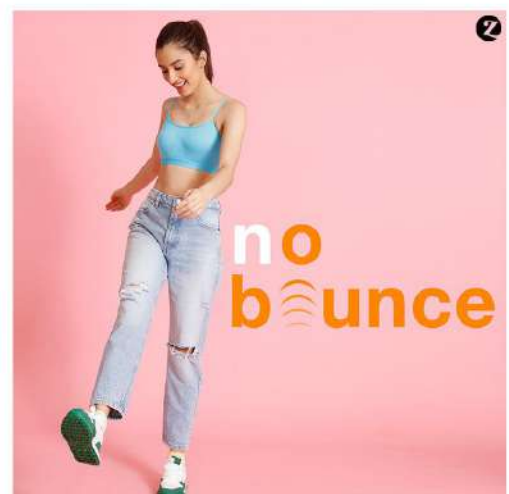
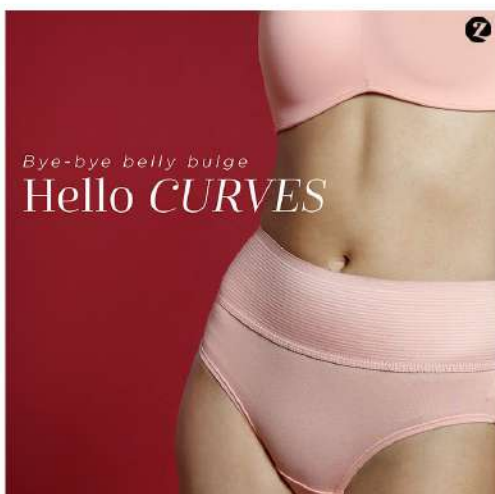
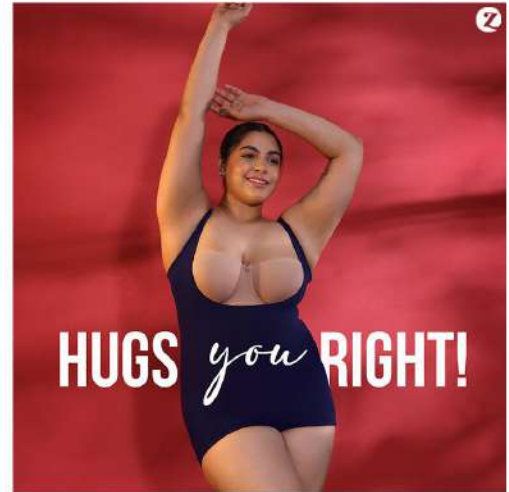
These creatives were made for Zivame, a renowned lingerie brand that offers a wide range of products including bras, panties, nightwear, activewear, shapewear, and swimwear for women from top brands.





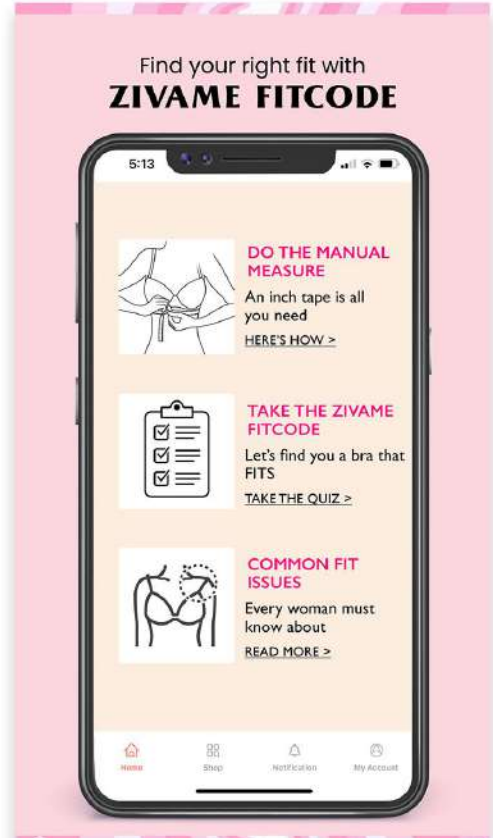
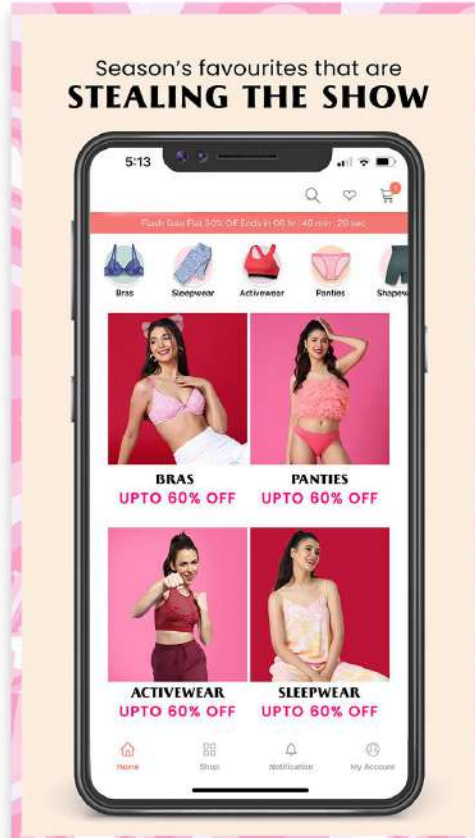
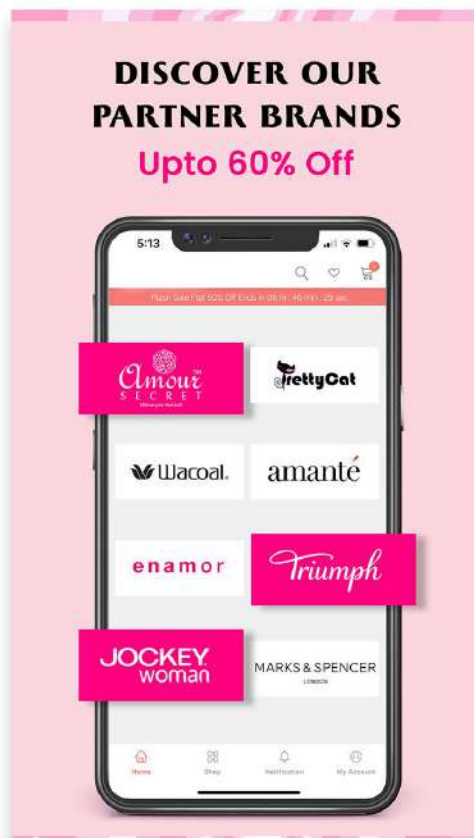
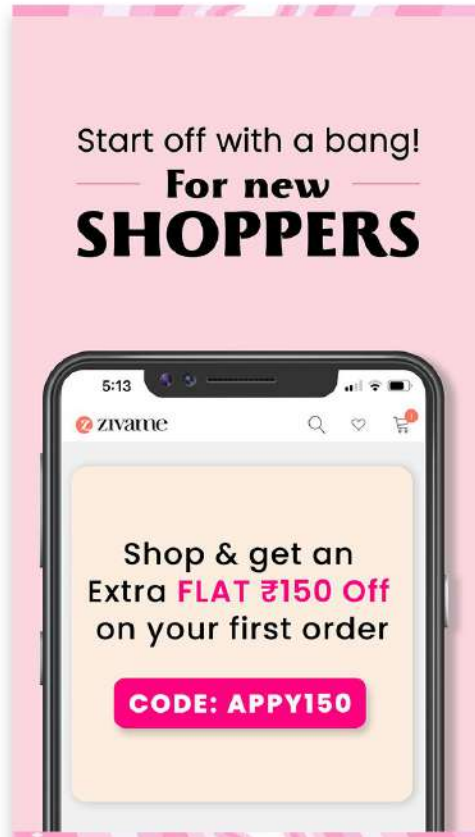
# 04 SOCIAL CREATIVES

I worked extensively on social media creatives for platforms like Instagram and Facebook, focusing on sale-driven and product-focused posts. This experience taught me how much creativity each post requires, helping me overcome creative blocks and quickly execute ideas as soon as a brief comes in.



# 05 APP STORE OPTIMISATION

I actively managed App Store Optimization (ASO) for both Android and iOS platforms at Zivame. This role allowed me significant creative freedom, enabling me to refresh and tailor ASO strategies according to various events, festivals, and campaigns. Unlike other areas where strict brand guidelines had to be adhered to, ASO provided the flexibility to explore and implement innovative approaches to enhance visibility and engagement on app stores.

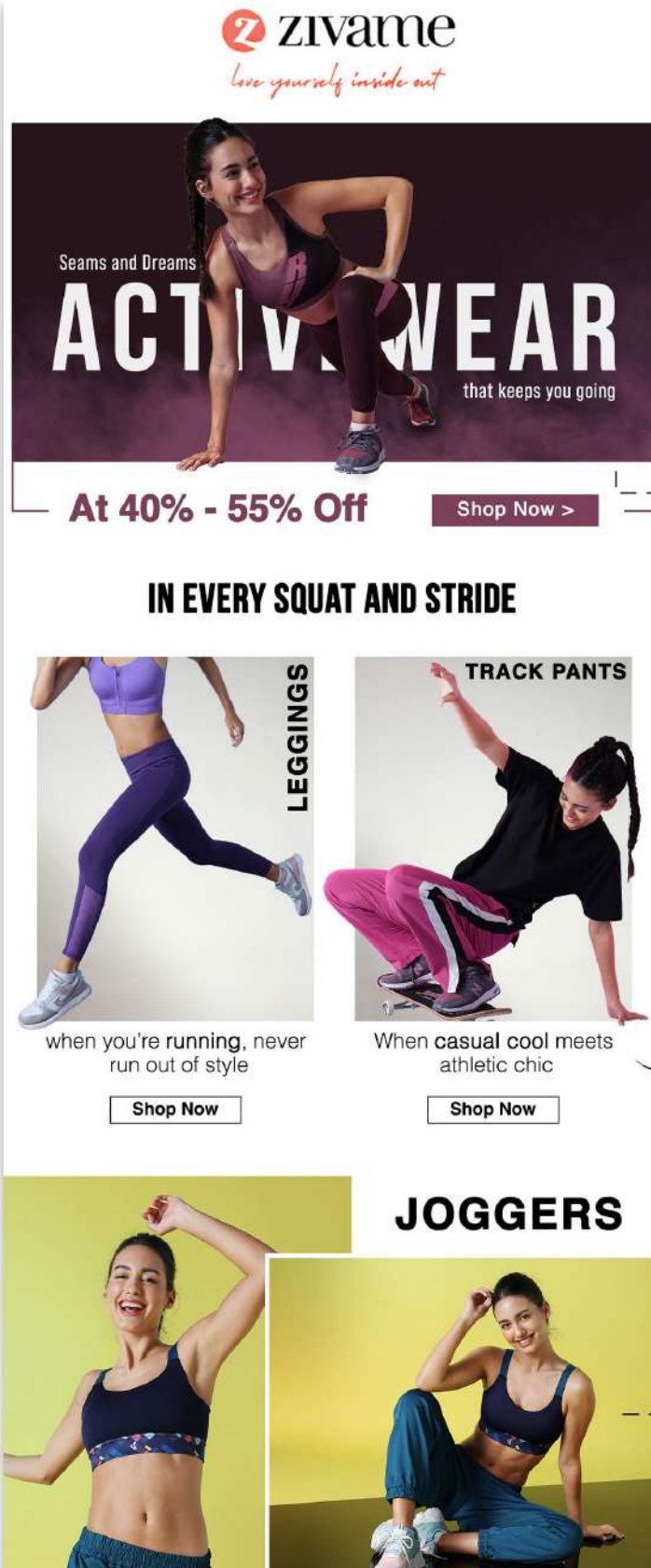




# 06 EMAILER DESIGN

Designing emailers is one of the creative tasks that goes out regularly and demands quick thinking to align with the copy. This was a fantastic opportunity for me to work across various genres while also managing multiple designs simultaneously.

A **cohesive color palette**, with muted tones and pops of color, enhances the visual appeal and aligns with the brand's identity.



The large, bold header ("ACTIVE WEAR") ensures the message is instantly clear and eye-catching.

The **layout** follows a clear visual hierarchy, guiding the viewer's eye from the headline and discount offer down to the product categories and CTAs.

Crisp images of **models** in activewear effectively showcase the products and create an aspirational vibe.





Subtle lines and color blocks are used to divide different **product categories**, maintaining organization and clarity.

The playful use of typography and image placement (e.g., angled text or models in dynamic poses) adds energy to the design, aligning with the activewear theme.


Clear and consistent **calls to action** encourage user engagement.

# JOGGERS

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**Medium-Impact**

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**High-Impact**

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