

Graphic Designer
PORTFOLIO
GAURAV LAURA

About me

INTRODUCTION



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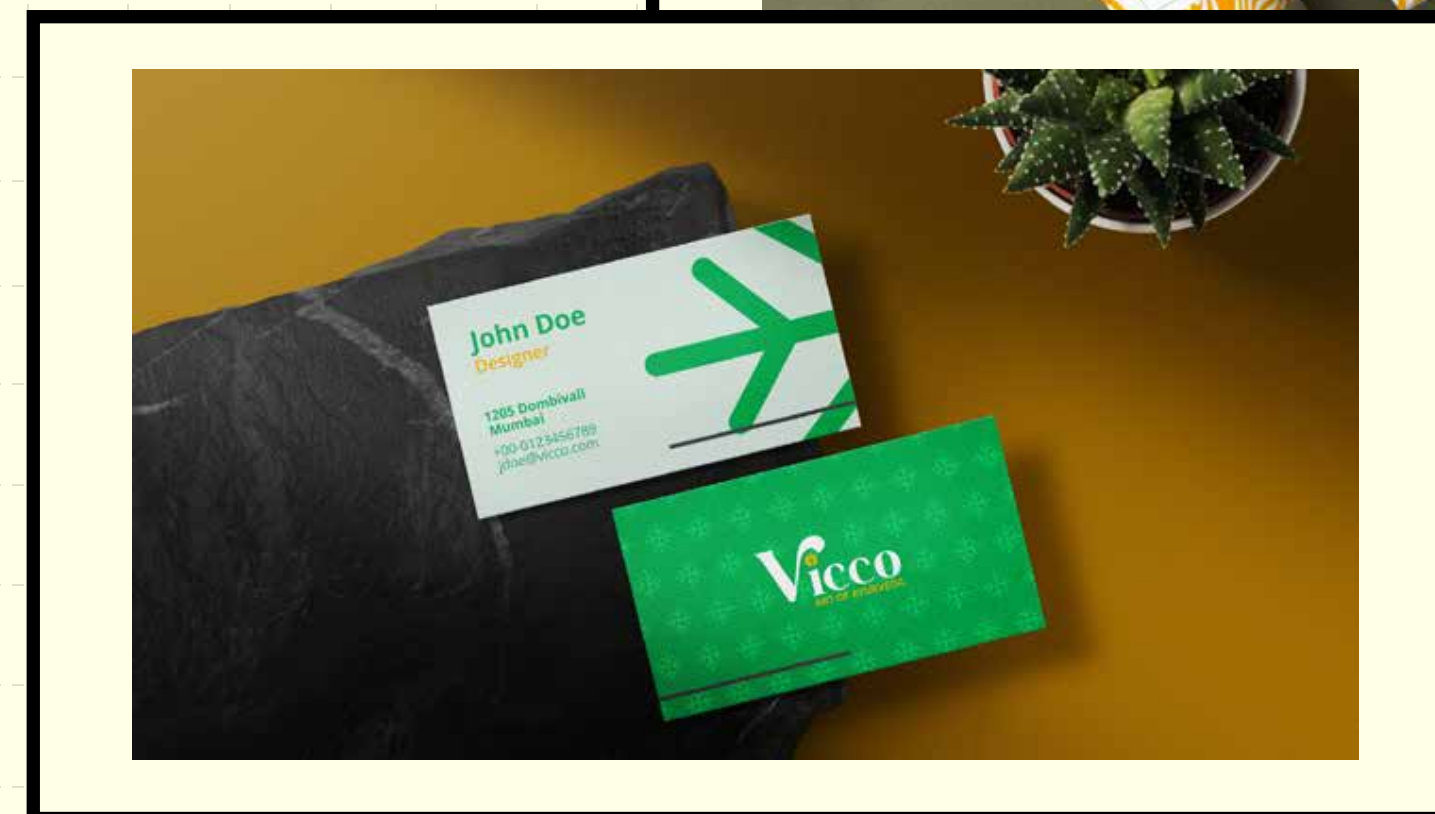
I am a Graphic Designer, Experienced in Branding/Visual Identity and Marketing collateral. Brands are like babies to me. According to me each brand has a different personality and curating them is my specialty.

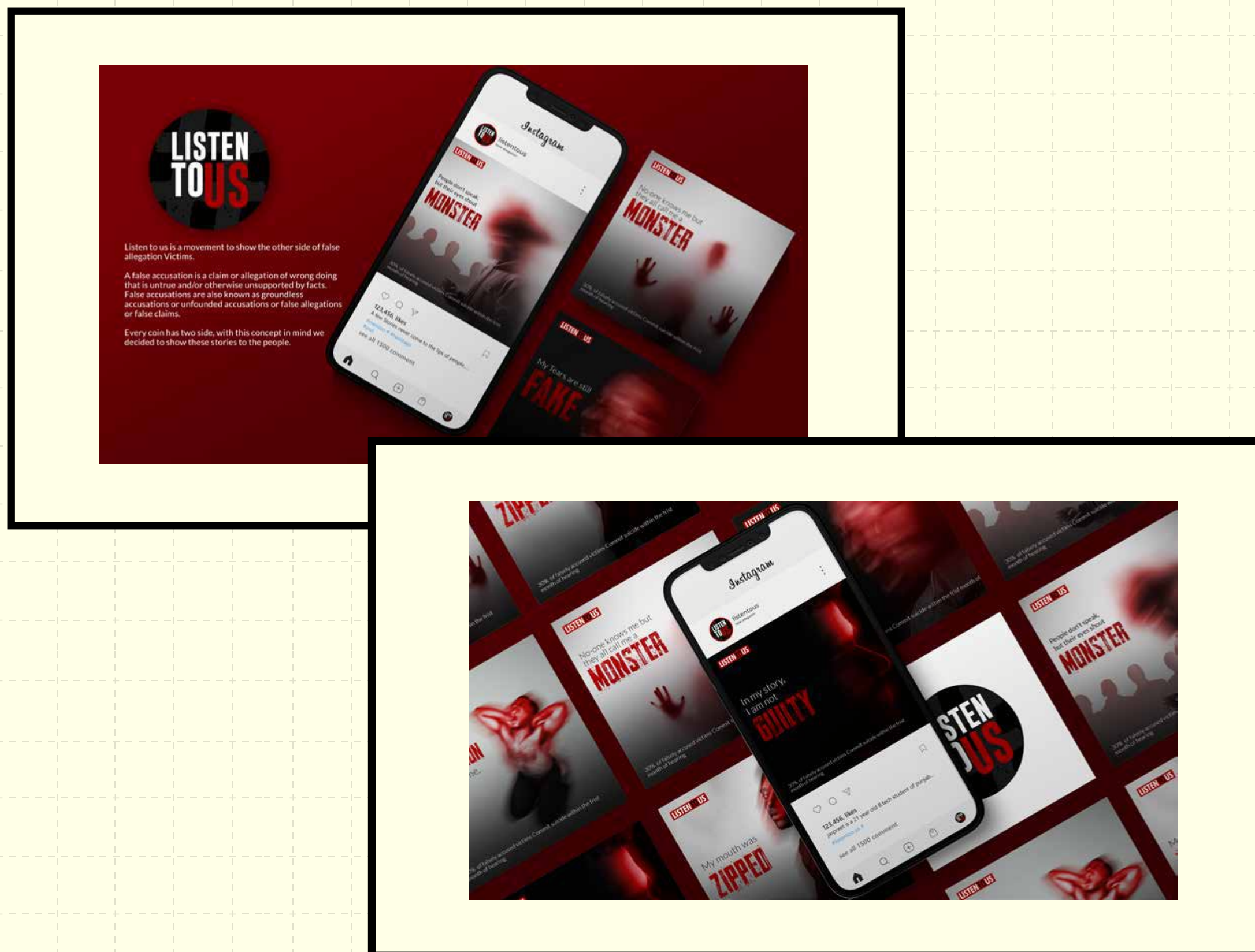
Project PORTFOLIO

A brands identity is not just its LOGO or packaging, But the feel and message it conveys. The process to create an brand identity starts from researching about brand and its competitors, then creating mood boards or stylescapes to decide a working style, after these steps the process to design start.

Project 1 VICCO BRANDING

This is a project I did for Vicco Turmeric an Indian ayurvedic Brand which is ruling the Indian cosmetic industry since 1952. But for a long period of time they are using their same old retro branding. Vicco Group of Companies (Vishnu Industrial Chemical Company) was founded by late Shri K.V. Pendharkar in 1952. Under the umbrella of Vicco Group, Vicco





Project 2

LISTEN TO US

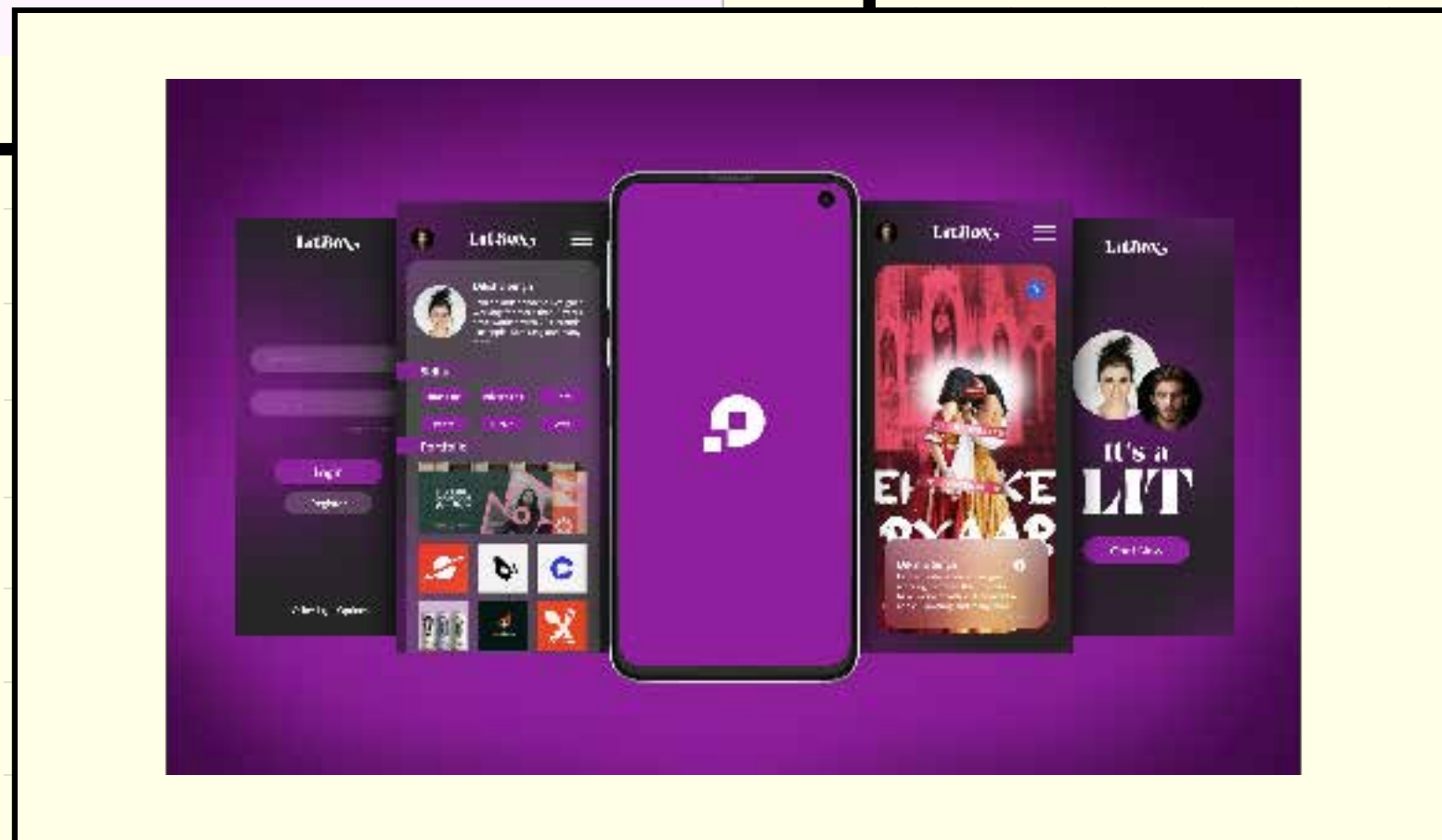
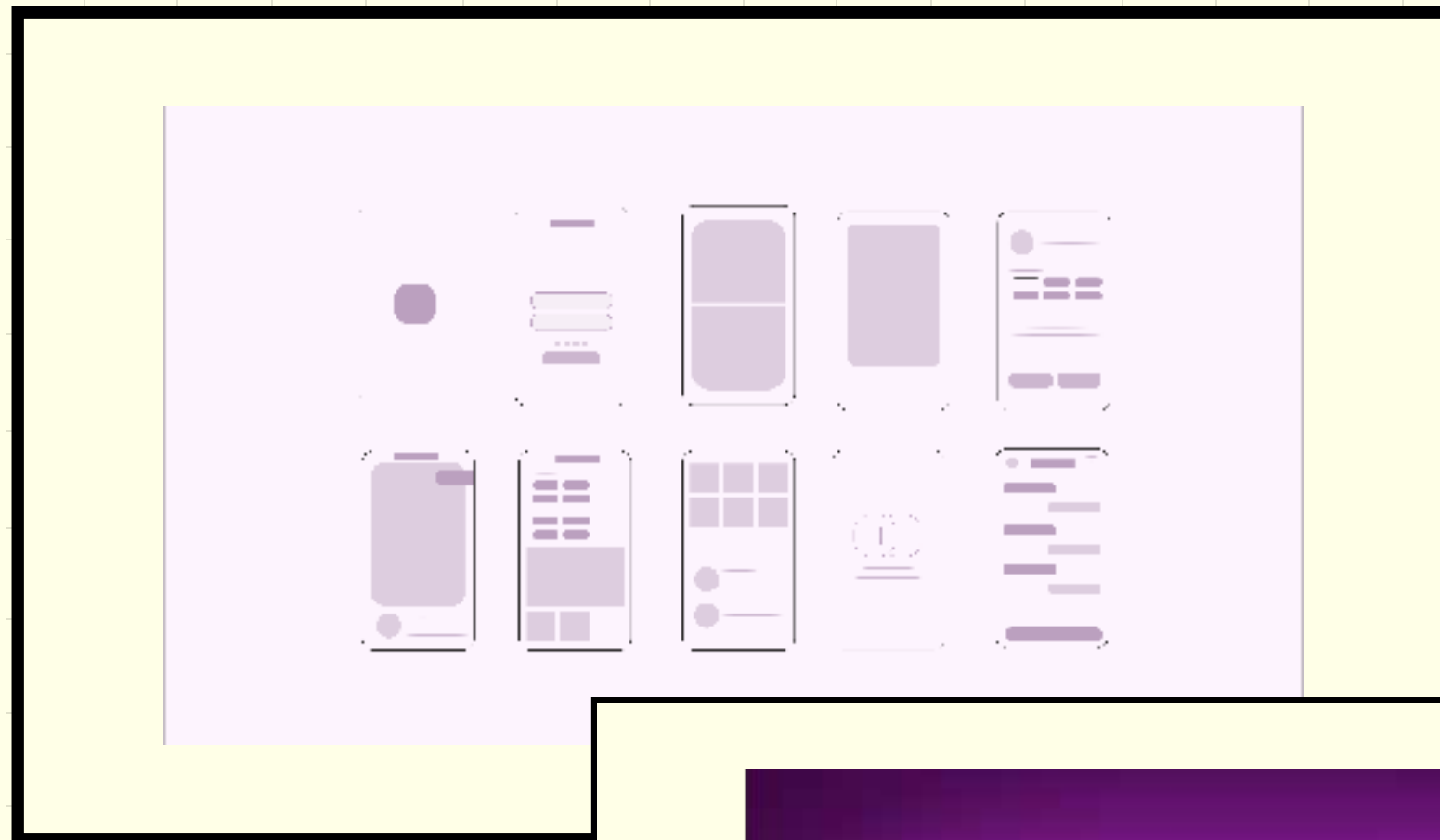
Listen to us is a social awareness campaign created to help dismantle and educate others on issues regarding systematic negligence and discrimination related to false allegation victims.

The visual concept encourages people to embody, empathise and respect these Victims rather than Considering them Monsters or danger to society.



Project 3 KALAPI BRANDING

Kalapi is an Indian Masala Tea brands known for its authentic tea leaves collection directly from the farm. They Are known for their quality and purity along with freshness. Their USP is that they collect RAW products directly from the farmers.



Project 4 LIT BOX

Project 5 ZZZZ TO ZOOP

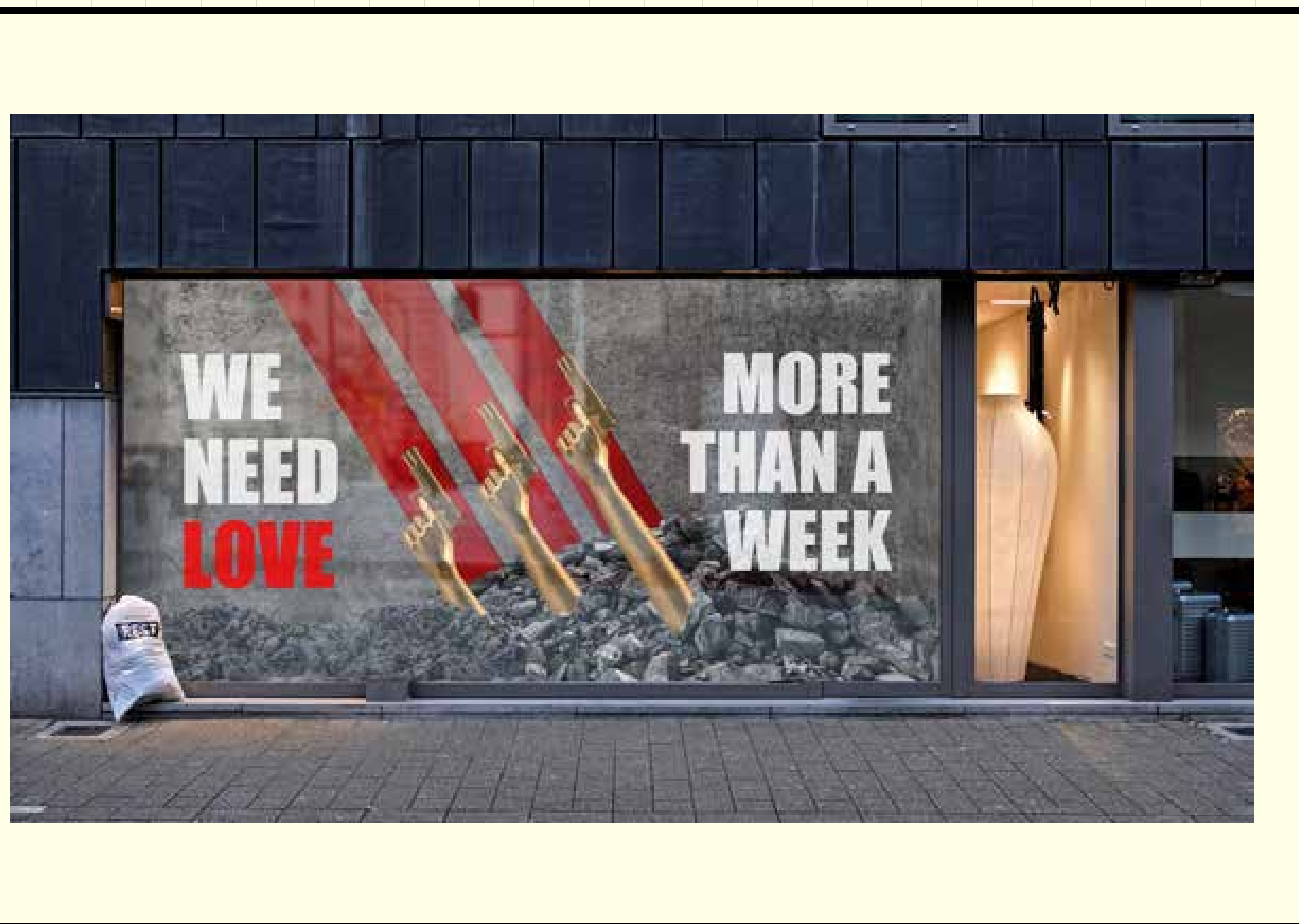


Ignite Your Day with the First Sip! Embrace the instant energy surge of Nescafé coffee, empowering you to stay wide awake amidst the busiest schedules. Our captivating campaign showcases the invigorating power of that initial sip, fueling your passion and determination. Unveil the unparalleled taste and convenience of Nescafé, making it the perfect companion for every moment. Embrace the rush, seize the day, and conquer challenges head-on with Nescafé's energy-packed goodness.

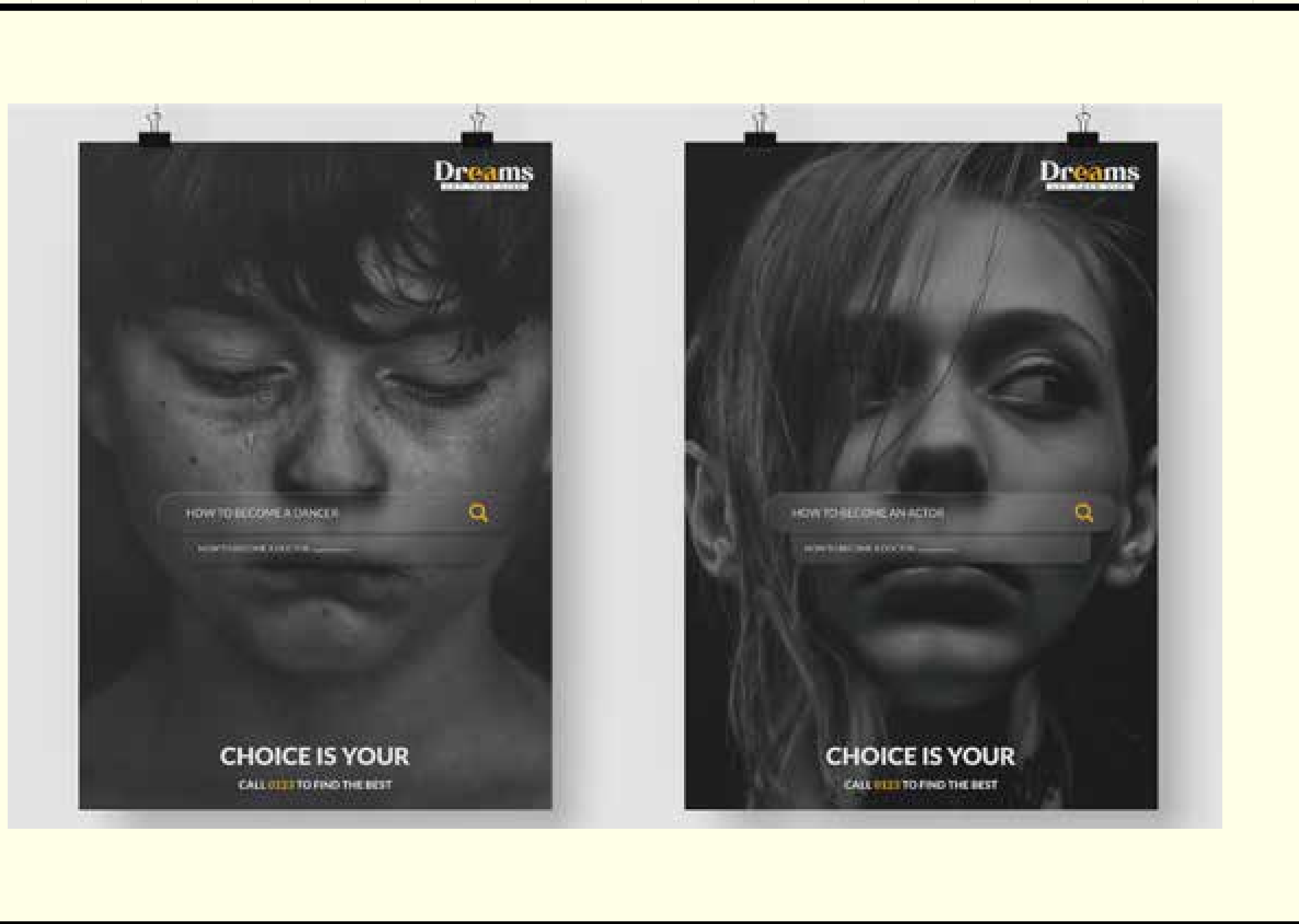


Project 6 KICK'S LAB

Kick's Lab a unique and vibrant cafe designed exclusively for sneakerheads and coffee aficionados. Our branding project brings together the love for sneakers and the joy of indulging in delicious beverages, creating an immersive experience like no other. Sole Sips is not just a cafe; it's a community hub where sneaker enthusiasts can come together to discuss the latest releases, and trade stories, and immerse themselves in the culture they love.



Project 7
LOVE MORE



Project 8 DREAMS

Project 9 GAJA-FONT

Gaja is a font inspired from the Sanchi stupa Structure of Madhya Pardesh

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Project 10 POSTER-CHALLENGE

Poster challenge is a task i picked up for myself where i decided to create something every single-day for a period of three months and here are a few of my best pick from them.

