

GREEN  FORCE  
BE GENTLE WITH THE EARTH

  
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Green force is a company that builds up machinery which uses natural resources to provide warm water. The logo for this company was to be very sophisticated with a green look. So I have created logos that give a very corporate and a stable look. The color green gives the logo a nature friendly look.



**THE  
BERKMAN CENTER**  
FOR INTERNET & SOCIETY AT HARVARD UNIVERSITY

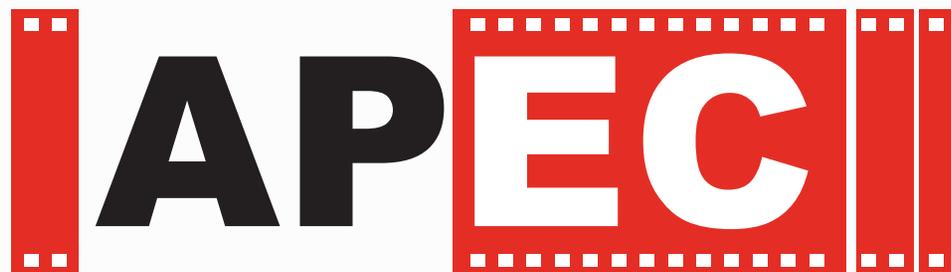


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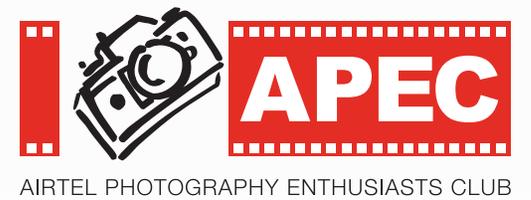
The Berkman Center for internet & Society at Harvard University  
It was a project to design a logo that can attract young students for there brighter future  
in the field of internet society.



The color blue is a very safest color for a company like this, It gives the logo of the company a very corporate look, the fonts used are very bold and prominent making it an icon of Power. The word "POLIS" is an ancient Greece city. So I have used a symbol, that gives it a ancient Greece look.



AIRTEL PHOTOGRAPHY ENTHUSIASTS CLUB



Airtel Photography Enthusiasts Club (APEC)  
This project is an initiative of Bharti Airtel group.  
The logo for this club was to look similar to the present logo of Airtel.



Danza extreme turned up to be a new and an exciting project. The logo was something that can symbolize a dance school, basically a place where people can learn Western dance. The above logos are some of the concepts that were sent to the client.



Info vision is one of the best Indian BPO  
They were interested in diversifying from their earlier logo,  
They were looking forward for a logo that gives a worm feeling.



This project came in for an US company  
The main challenge for creating the logo was to maintain the balance of colors  
For placement of the logo in both horizontal and vertical ways.

**HERO**  
S M A R T 

**HERO**  
S M A R T 

**HERO**  
ELECTRIC 

**HERO**  
NEXT 

**HERO**  
 **BUZZ**

Hero came up with a new project of a fuel efficient electric bike  
For that they needed a name as well as a logo that can predict the USP of the bike.  
We came up with few names, mentioned above. These were the initial ideas which were been forwarded to the client.  
The main challenge was to fit the name of the bike along with the HERO logo.



Services international a B2B platform for business development.  
A friend of mine working in this company came up with a thought of modifying the logo of the company.  
He insisted a logo that looks quite similar to their present logo, but the logo should be more predictable  
for the flexibility regarding their clients. So I created three variations with different color tones  
that reflect the image of the company. To describe the flexibility I have used wave forms.