



To effect a wholesome contemporary connect of products, with the not so gullible consumer base of India, through pure aesthetics and design, excites the hell out of me! It is this very interest and characteristic of corporate branding that has induced me to study and work on its variants too, evidenced by the tasks that I have had a chance to undertake Consumer Research with Nokia and design Exhibits for various brands in my internship programs, as and when the Fashion & Communication Design course at NIFT has allowed and assisted me.

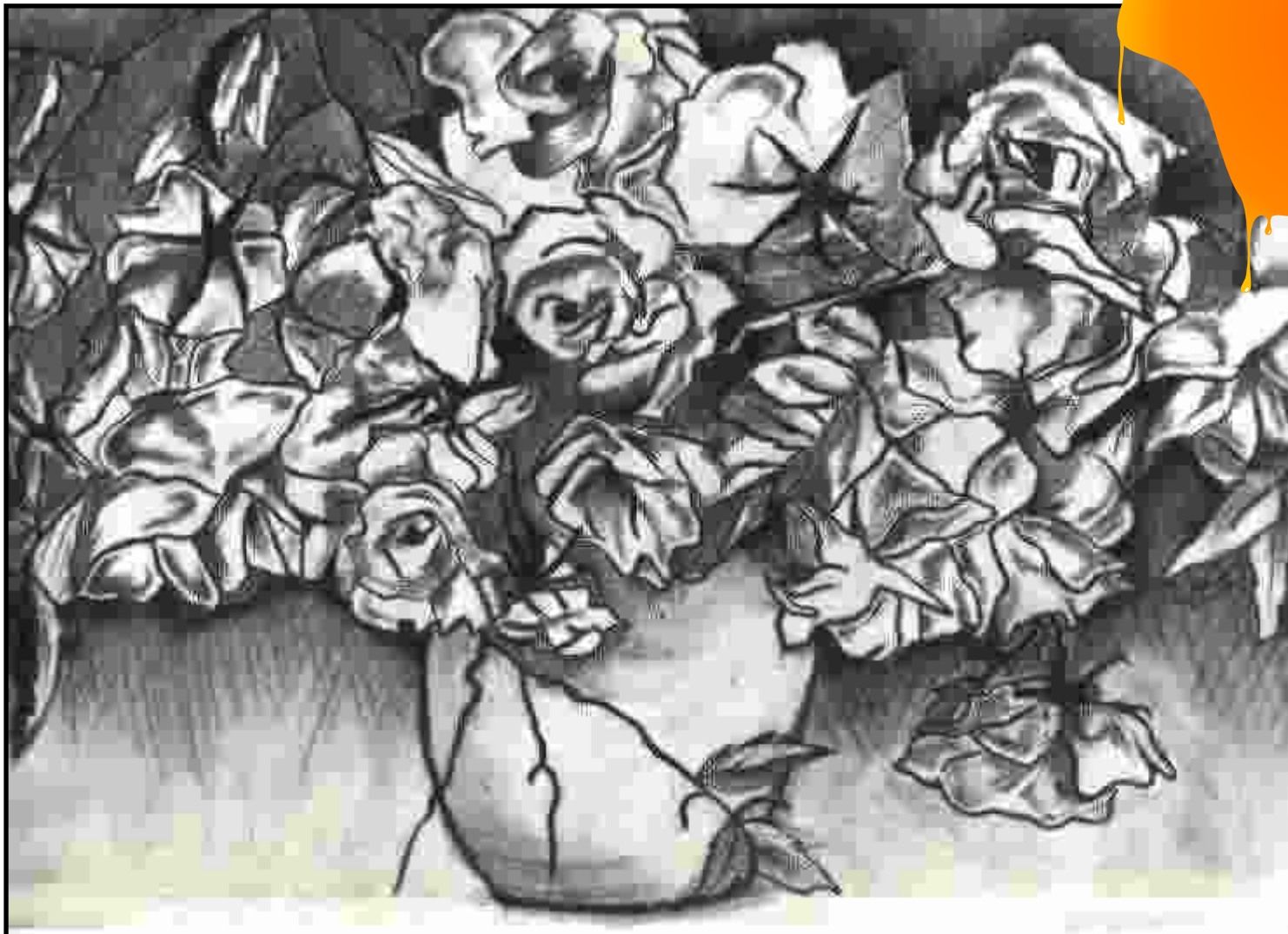
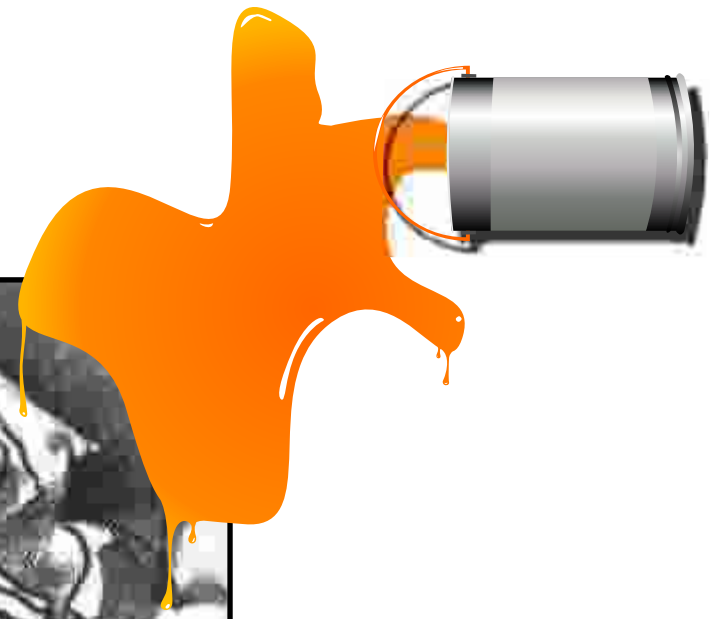
With my heart at the right place, I plan to undertake above like endeavors in the future with better enterprise knowledge.





anuj agrawal





Live Sketch of dried white roses Charcoal Pencil on Handmade Paper 160gsm



Oblivion: Dry Pastel on paper and Photoshop rendering.



↳ graphics for print



August, 2009

A thing is wild because most of "wilds" do wildish stuff, 'brave like a lion' is because all lions are, but i do not understand it with the term 'human values', majority in humans do not do what is regarded as 'being human'. It is in fact only the expectation of 'being human' from each other that explains the term; for otherwise humans are most human in being inhuman or wild for that matter!

# wild

It is the selfish nature of men that wants and makes us assume that the other shall only be calm to us and therefore to brand such conduct as 'human'. But 'human' values is usually only contemplation, it does not take from the inherent nature of a human, which is more prone to do sin (ironically those acts are christened as 'inhuman').

Are the dictionaries too ordinary? Or our interpretation? Or 'human' too wild and wide a word.



a layout done as a class assignment. The aim was to develop sensitivity towards aesthetics. Moreover, a mnemonic and theme were developed in the process.

a poster for nike backpacks  
(class assignment)



## Brand Identity Design and Organization's Profiling

**Society for Health and Education** envisions a society where the common masses are well informed about the new age technologies in the field of medical imaging and have adequate access to these services, thus leading to the right diagnosis and treatment.

### VISION

We envision a society where the common masses are well informed about the new age technologies in the field of medical imaging and have adequate access to these services, thus leading to the right diagnosis and treatment.

### MISSION

SHE intends to address a wide range of social issues in the field of health, education and gender justice by disseminating information and spreading awareness about the medical students and the disadvantaged and marginalized sections of the society.

The NGO is Madhya Pradesh based and is an upcoming Health Education dissemination society, formed by Health and Imaging Related Business owners and doctors.

alternative option



## Brand Identity Design



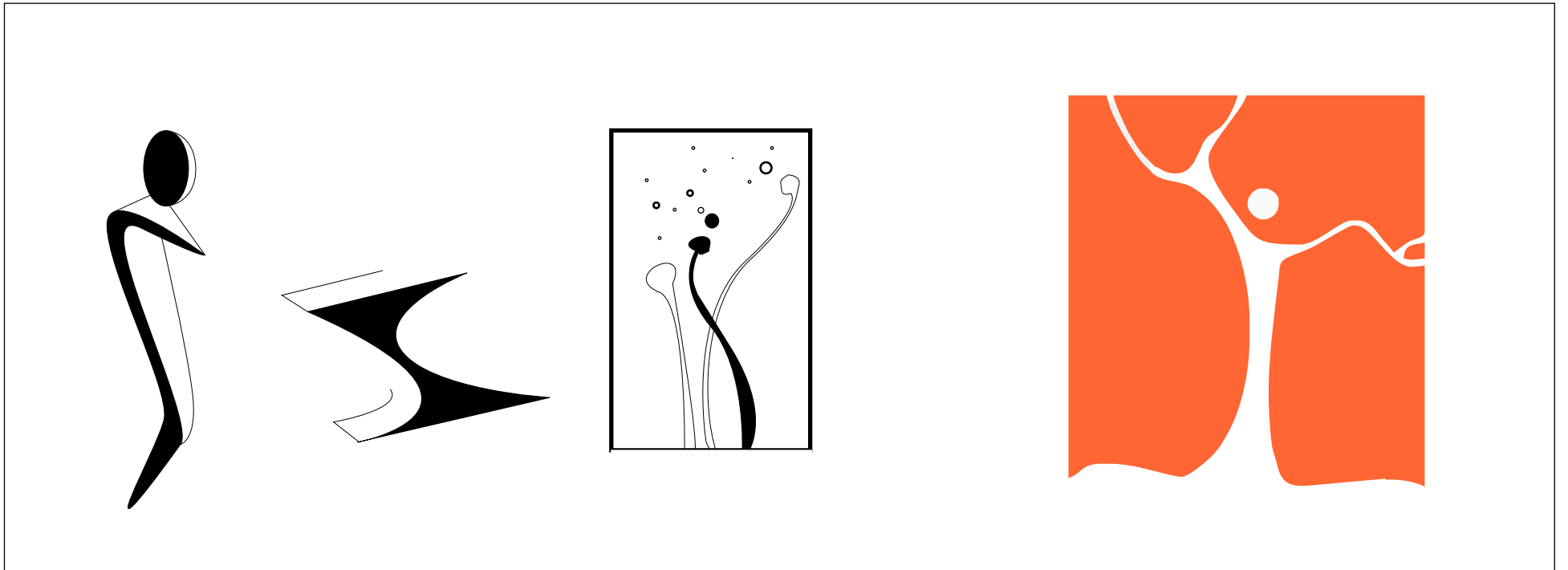
The Mnemonic is inspired by the golden proportion. As it defines all life on earth in the most scientific manner. The Typeface can be used as a separate identity, in isolation.

alternative option

Global health hospital is coming up in Lucknow, in a 10,000sq. ft area. It aims to establish a specialised nephrology department in the hospital with specialists from all over the country.

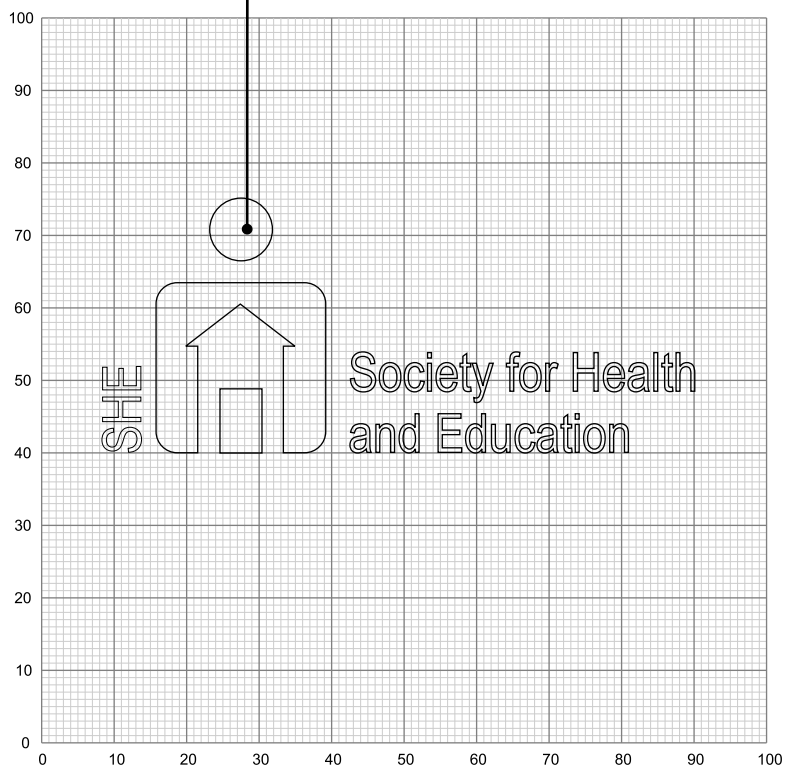


# Font Exploration for the letter I

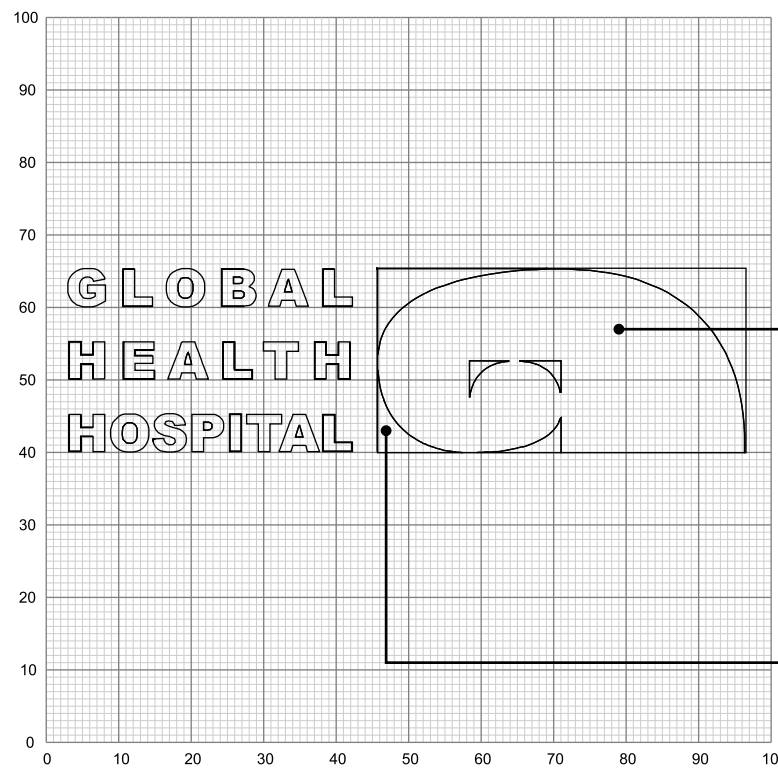


## Logo proportions & colours

SHE Green ■ Process colour C89M38Y98K7



Chartreuse ■ Process colour C40M0Y100K0



Dark Green ■ Process colour C20M0Y0K80

# imageine



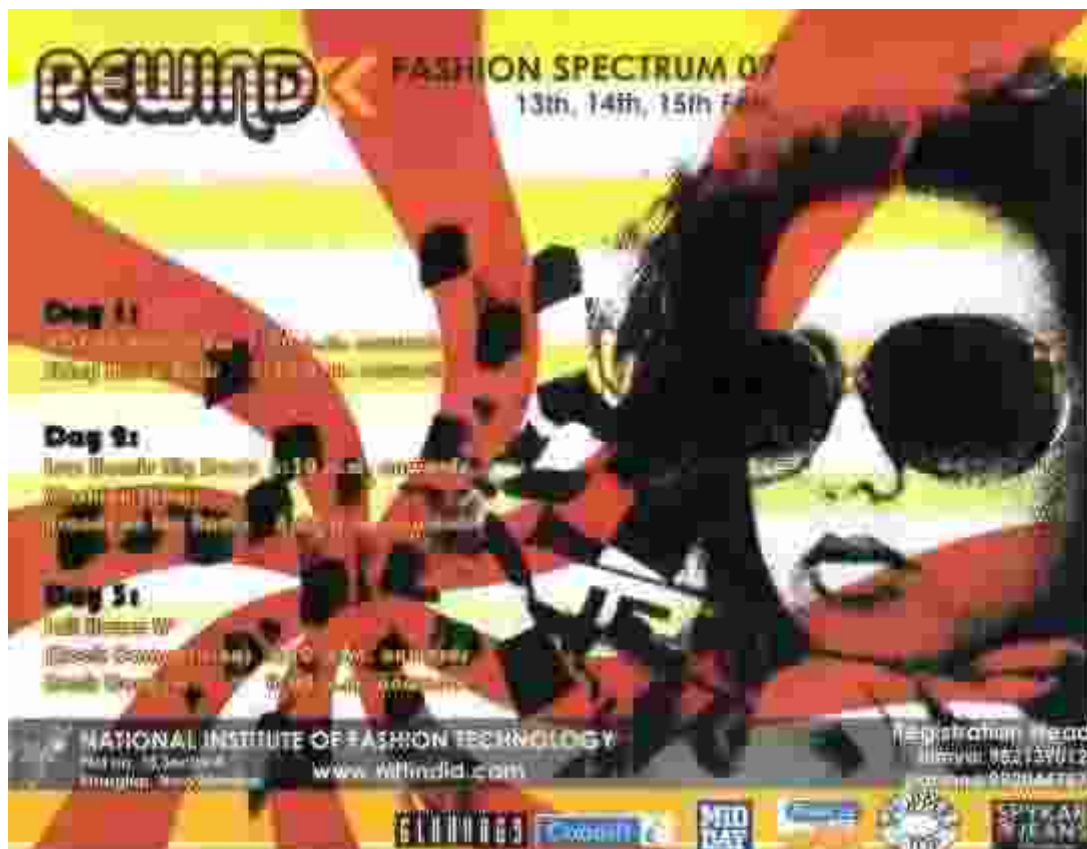
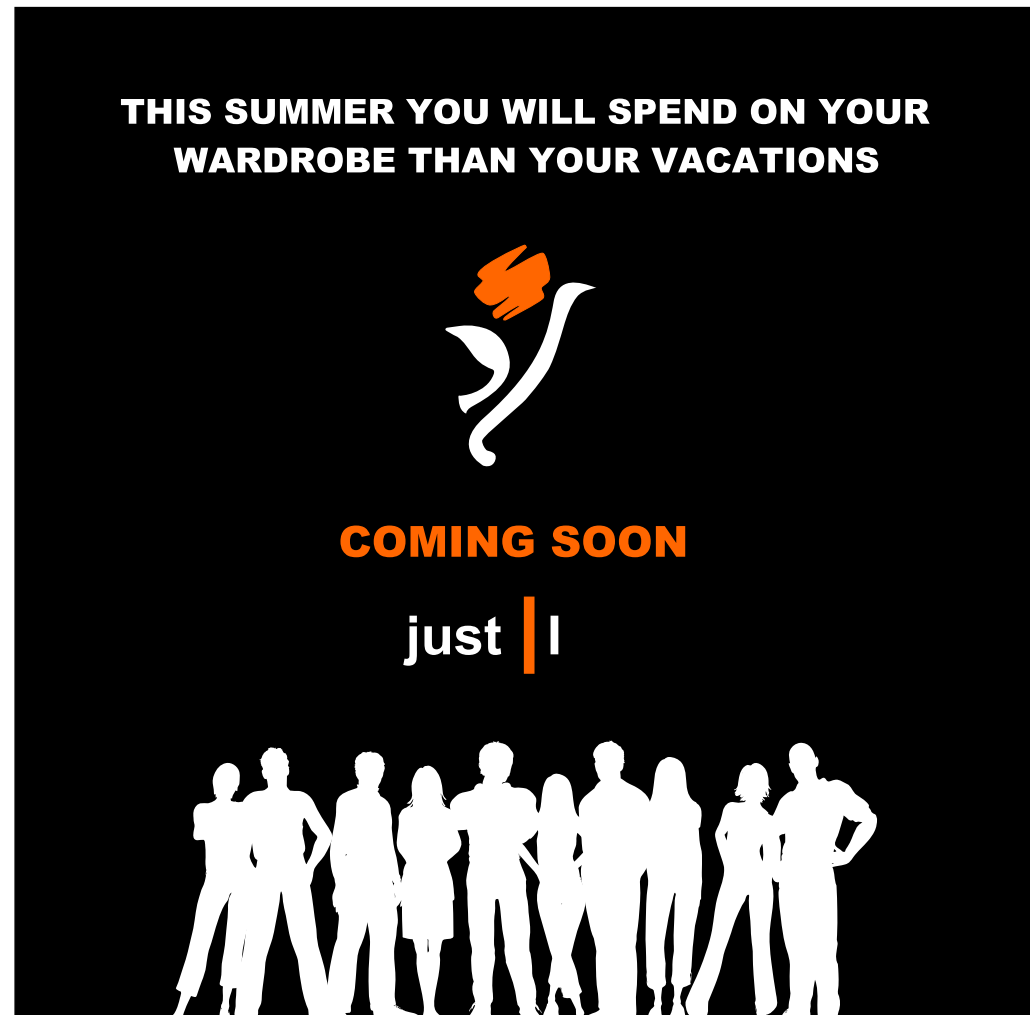
Vidya Health Imaging is a Madhya Pradesh based Radio diagnosis Imaging Facility that provides complete radio diagnosis imaging of highest quality standards. The company's endeavor to spread health education has also facilitated a lot of interest from different areas in radio diagnosis. The company also contributes to the Society for Health & Education, a non profit organisation.



VIDYA HEALTH IMAGING

## Brand Identity Design and Company Profile

Brand Identity Creation and company profiling for JUST I, an upcoming casual wear brand. This teaser hoarding was used at various places around the store locality, around the Thakur Village area in Mumbai.



## Poster Design

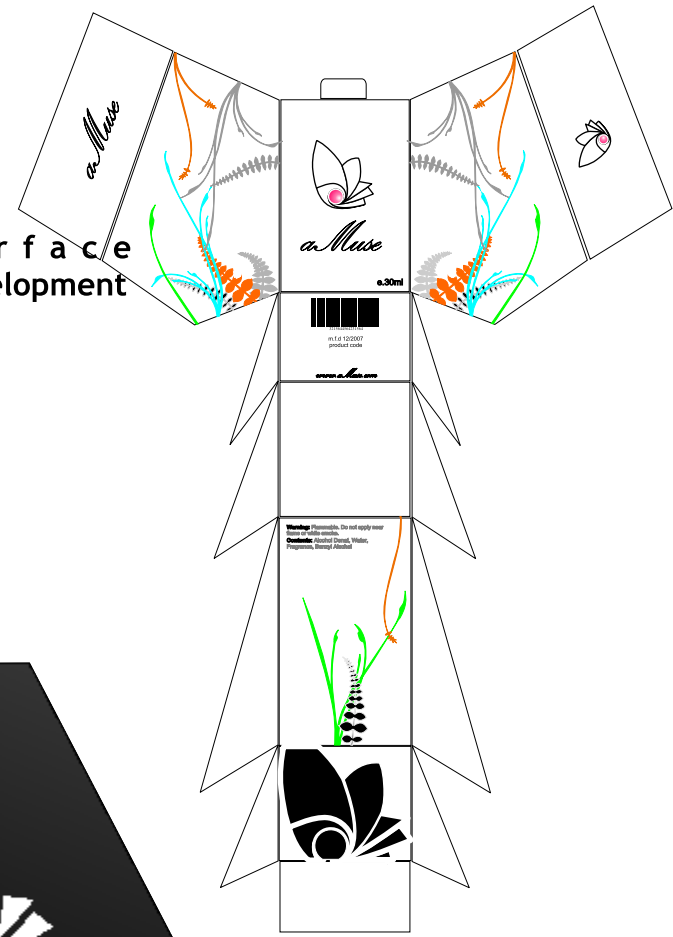
poster for spectrum 2007, National Institute of Fashion Technology

*a Muse*

*perfume*

Packaging Design and Promotion  
for a high end women's wear  
fragrance. Photography and Styling  
have been used for the Print  
Promotion aMuse

Surface  
Development



packaging  
Scaled to 1:1.5

# Brand Identity Development and Catalogue development for Waraseoni Handloom cluster.

Photography and styling have also been incorporated to achieve the desired results in the catalogue as seen in the samples (below right).

Waraseoni is an eclectic mix of what was and what is. A connection well founded in the former cotton belt of the state of Madhya Pradesh, an initiative developed well after the formation of Chattisgarh; presently, it is a cluster of sericulture, handlooms and inspiringly tasty rice.

An initiative by National Institute of Fashion Technology, in association with the Madhya Pradesh Hastshilp Evam Hathkargha Vikas Nigam.



Their Future

CHANNAPATNA

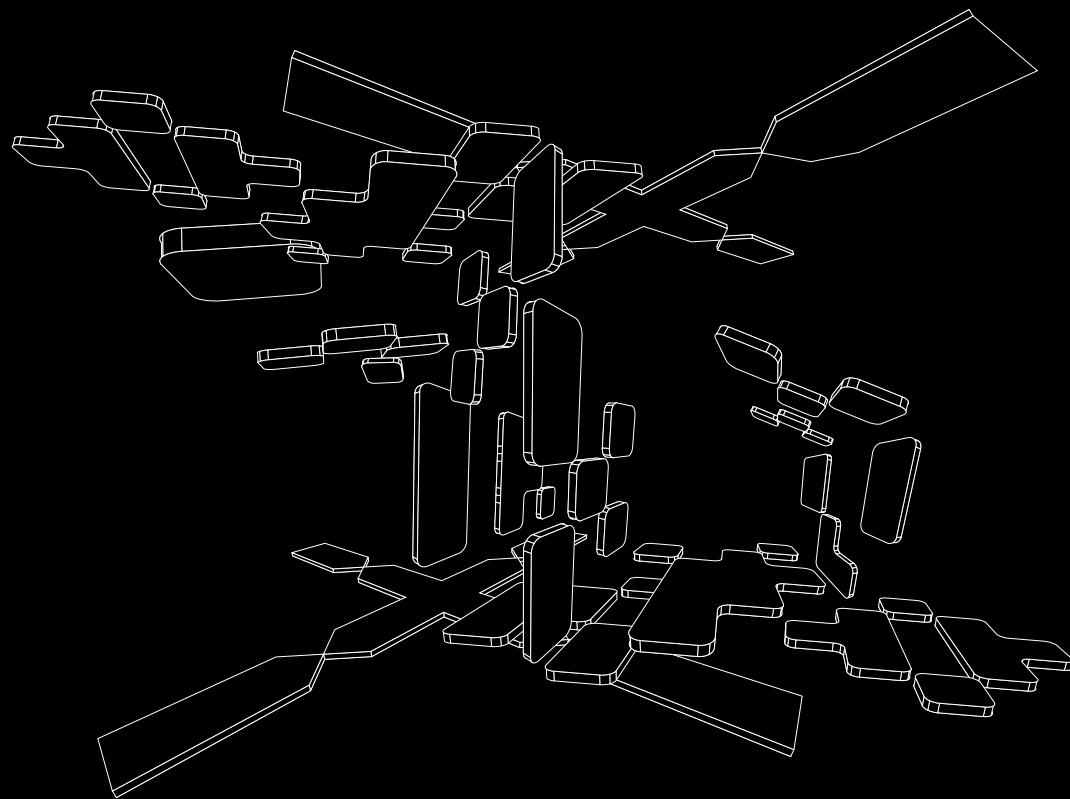
carving a better  
livelihood



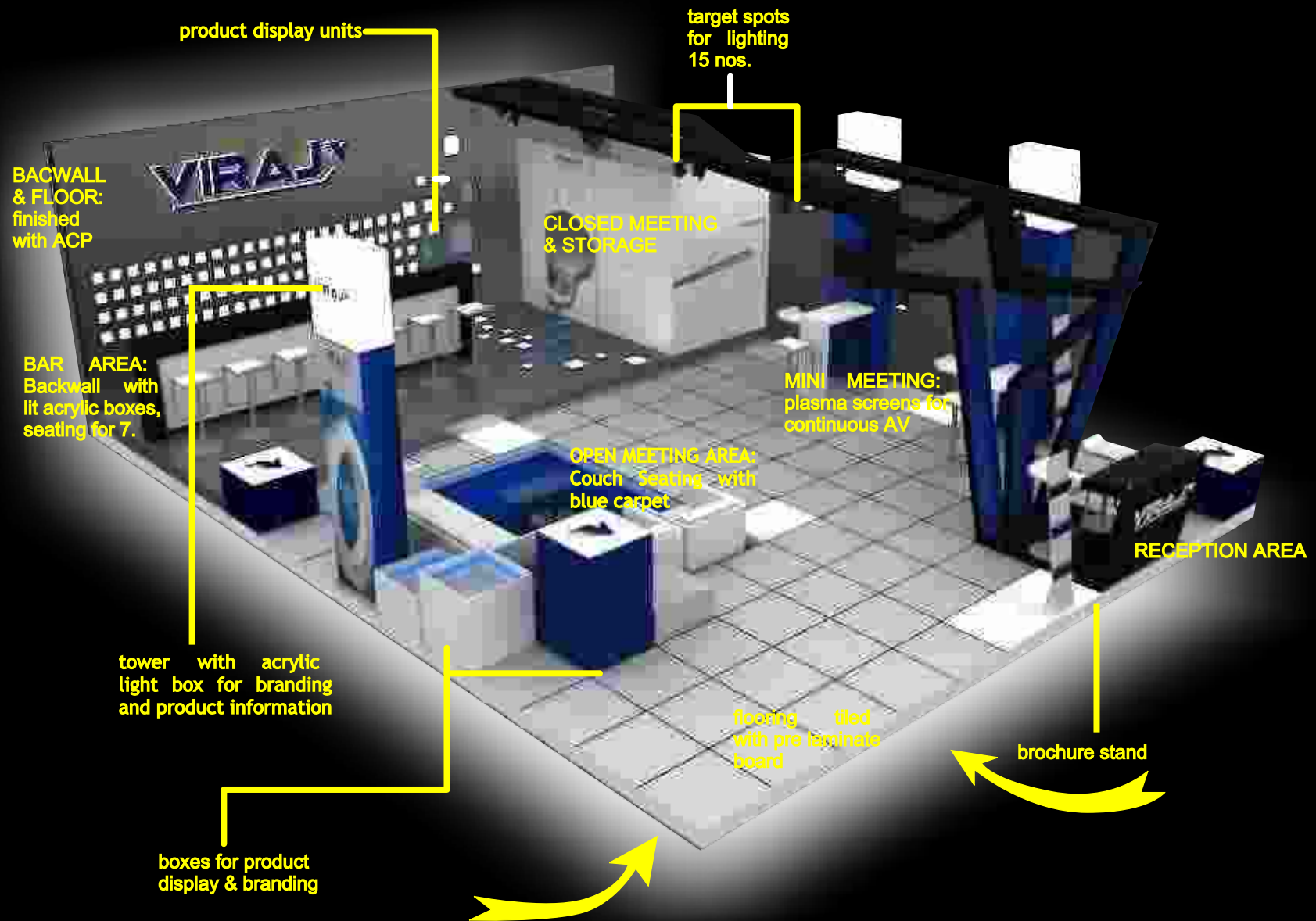
Make it happen . Do your bit

Brand Identity . Visual Merchandising . Sales Promotion

Channapatna Toys, Handicraft made in Karnataka ,promoted by KHDC  
(Karnataka Handloom Development Corporation)



**EXHIBITOR**



The Viraj brand is well known and synonymous with stainless steel globally. Today, Viraj is the one of the largest producer of stainless steel long products in the world.

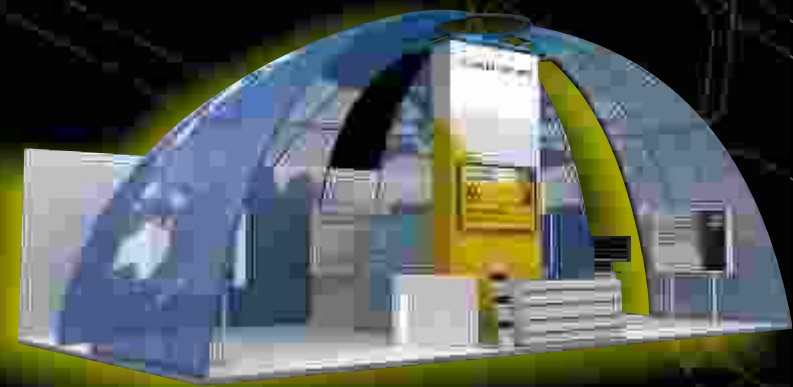
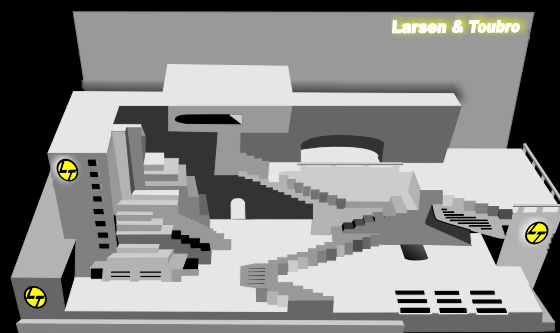
Viraj had participated in the ADIPEC - Abu Dhabi International Petroleum Exhibition and Conference. Hence for the year 2008 a more extended stall was planned. The brief included a 10X7sq mt stall, with three sides open but, one of the small sides. A meeting room, open seating area, pantry & storage, bar area, reception and product display area. The colours used were Viraj Blue, Black and White. The brief also included the knowhow of the Exhibition - ADIPEC 2008.

**VIRAJ**



Larsen & Toubro Limited (L&T) is a technology, engineering, construction and manufacturing company. It is one of the largest and most respected companies in India's private sector.

Larsen and Tuobro had to exhibit to to increase investors for the “Seawood Project” at the Seawood Darave Station in Mumbai. The briefstated a meeting area, touch screen panels (8-10), open seating, big plasma screen, and a bar area. The colours used varied from shades of yellow, green, brown, black, and mint green. The size specified was 12 mt. X 6 mt., open from 3 side, and closed from one 12mt wall.



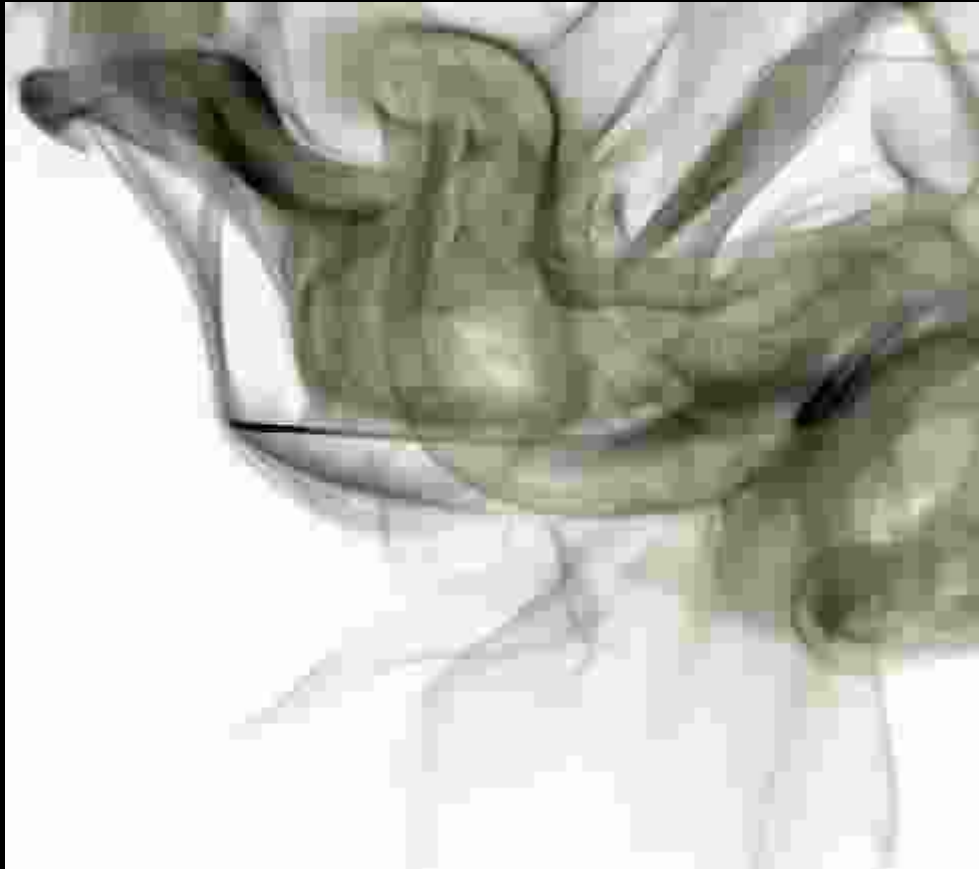


smoke photography

# FRAMES

# fluid photography

Below- The photograph is an experiment for learning controlled lighting. Right- Intended to Promote a beverage brand.



Done as a class assignment, the photograph is intended promote a JUICE brand like Tropicana. The object was also to experiment with Fluid photography.

Suggested for adidas print ad, the photograph was shot as a class assignment.





**outdoor  
photography**





**SAHARA**  
INDIA PARIWAR

# Corporate Social Responsibility Report Release



*rise up!*

Branding Activities for  
Corporate Social Responsibility Report Release  
**Event: Rise Up!**

**Hospital Promotion (indoor)**

Few Posters for Sahara Hospital Promotion



emergency  
**522 515151515**



call emergency  
**522 5252525252**

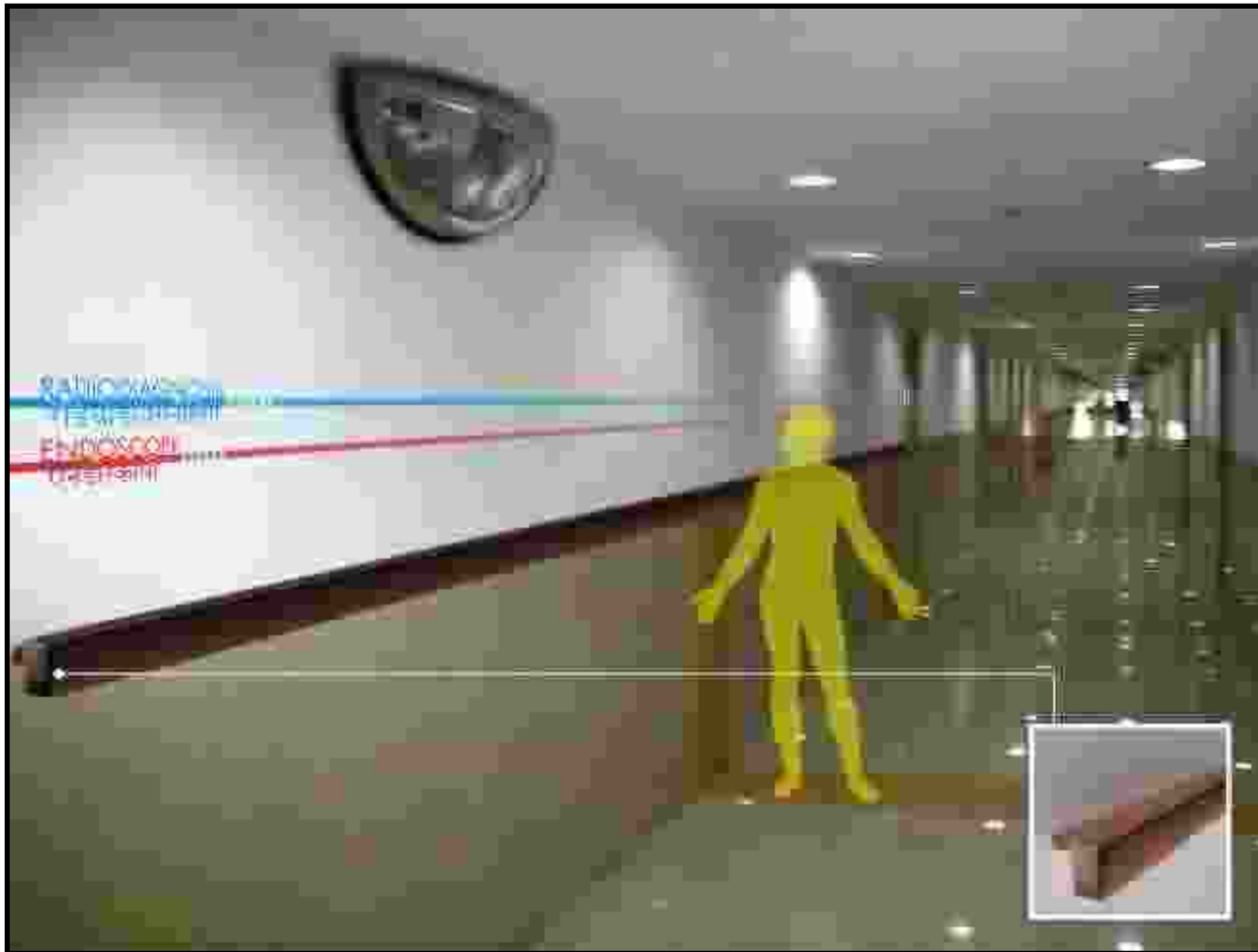


wash your hands  
before they eat more dirt



eat more than an apple a day  
to keep the doctor far away





## Hospital Corridor

The main Corridor is the aorta of a Hospital. It has the most traffic and usage round the clock. Hence, basic utility items such as a dome mirror for preventing collisions & security during the night, running signage through the corridor wall and a railing for walking support, as well as a brochure holder, were suggested according to the space there.

The corridor being low in height could not have had the dome mirror installed directly. Hence, a quarter of the mirror (in a bigger size) was suggested for the same.



## Dustbins

The hospital is instrumental in health promotion, hence a strong no smoking camping for the same has been suggested.

## Column Branding & Utility

The Hospital Atrium has numerous columns which can be used for branding and utility items such as a mobile charging unit, a suggestion box etc.



MEDIA TODAY ?  
SAFE ENOUGH ?

# Branding of Political Parties - A Hypothesis

With the world awash in advertising clutter, brands seem to have become a part of our mundane language. Advertisers today want to put words in between your routine talk. Basic words such as “Thanda” have become synonymous to beverages of a kind. That's the power of advertising.

The “empathy” that political parties seek in their group of members and also the target voters has often been confused with “sympathy”. A generalized opinion of racism, cast, economy and more have been crammed into the voter's mind as factual data to believe in a politician. (In fact, one would agree to that many citizens/ voters have ceased to have any opinion about political leaders.) This may also be the reason why we have such a less number of voters compared to the large population. These voters mostly belong to the lower middle or lower strata of society. A simple increase in the total number of voters would increase the number of voters favoring each party. Hence, the question here is not how to increase votes for a party, but, how to lure more citizens to vote, which would consequently also achieve the former.

There have been efforts in this area by the government with advertisements on television that promote voting, and how important it is to vote. But, they seemed to have dissolved among the innumerable product and brand advertisements. The need of the hour is to consider wheatear these initiatives by government have any impact on the society. If at all they have, it seems a feeble attempt that proves a weak government.



Newspaper Clippings of a few articles that suggest how the Political Parties are slowly inclining towards a sort of pseudo image

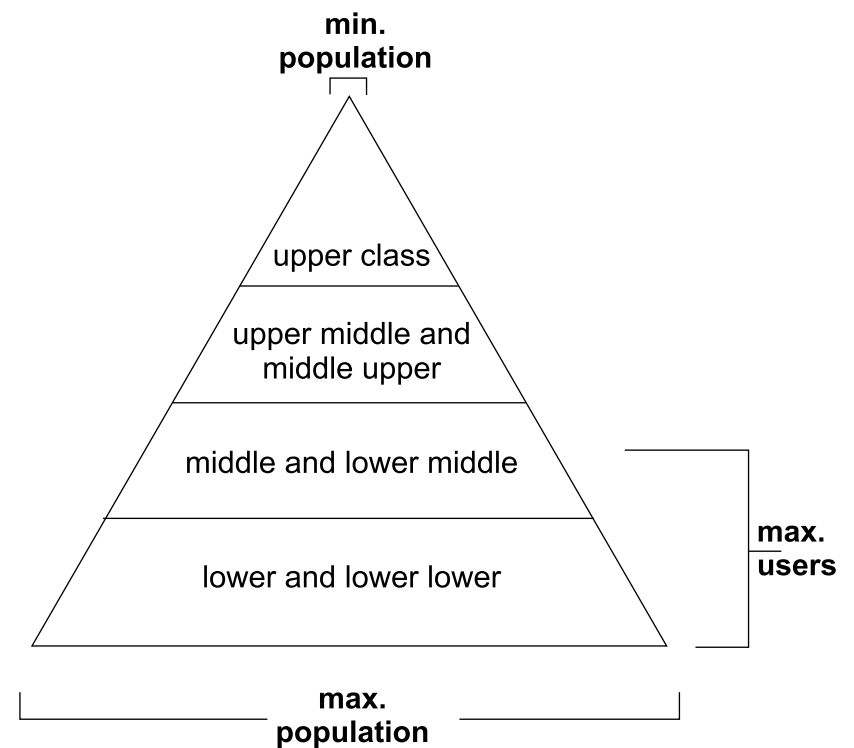


posters & banners were made for the party promotion for BJP

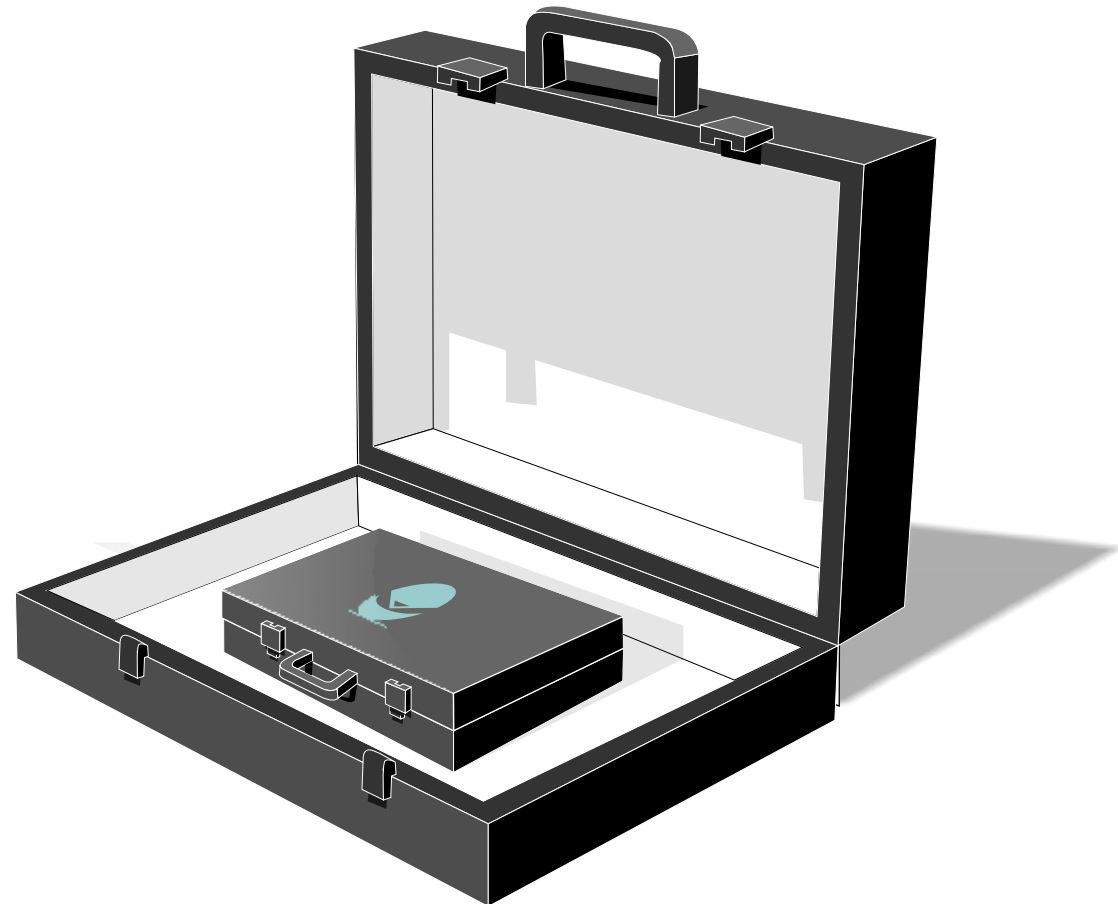
The **Future Urban project** was initiated by Nokia Design **NOKIA** Tokyo. The project is a cross cultural exercise in understanding the everyday life of inhabitants in shanty towns in India, Brazil and West Africa. The study aimed to document everyday life, with a focus on communities living and working in less developed infrastructure. With the assumption that the many innovative practices involving mobile phones occur in these communities, that they provide an ideal opportunity to both meet interesting people, learn about cultural similarities (and differences), and understand the role the mobile phone can and will play in the future. **In a participatory process, inhabitants of slum areas, independent media researchers, concept designers and design students involved themselves in conversations and result oriented workshops.** The workshop process in each culture was guided in consultation with local researchers. The workshop method was guided by design professionals and students.



A P C O in D h a r a v i, Mumbai which o p e r a t e s through mobile. The record is kept in register for call log.



Future at the bottom of the pyramid for mobile phone users countries like India, Brazil, and West Africa.



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