

PORTFOLIO

BY THE GRAPHIC LINK

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PRANISH

O² ACADEMY

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BOOKS AND BAR

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FLORAL

BRANDING : PIZZITALIA



LOGO



COLOUR PALETTE

ChunkFiveEx

FONT USED

SOFTWARE USED :

The logo is created by getting inspired from the Italian cuisine and the country Italy. The main ingredient or rather than the heart of Italian dishes is Cheese. Taking the letter "I" from Italy and putting up a vector of cheese slice the logo of the food chain is formed, the colour of the text is chosen to be red to represent hot food.

The concept of this pizzeria is every customer is a unique customer and we specially handcraft pizza's according to every customers need, The customer gets the freedom to choose the base size and the toppings one want to have and being a budget friendly pizzeria.

The menu is chosen to keep the concept of a blackboard theme but with aesthetically soothing font.



PIZZERIA CUSTOMER FEEDBACK FORM

NAME:- _____

EMAIL:- _____

PLEASE CIRCLE A NUMBER TO RATE US (WHERE 1 IS POOR AND 5 IS EXCELLENT)

SERVICE	1	2	3	4	5
STAFF FRIENDLINESS	1	2	3	4	5
FOOD FRESHNESS	1	2	3	4	5
ATMOSPHERE	1	2	3	4	5
VALUE FOR MONEY	1	2	3	4	5
CLEANLINESS	1	2	3	4	5

What did you like about us? _____

How often have you visited us? _____

How did you hear about us? _____

Could your experience have been better? _____

If yes, how? _____

Comments on your experience at our venue:-

Is it okay if we post your comments about our venue on our website or facebook page? YES ☐ NO ☐

Thank you for your time in filling out this feedback form.

FEED BACK FORM



11 Wood Street Kolkata- 71
033 4062-XXXX
www.pizzitalia.co.in

Menu Card

Step 1 : Choose your crust

- Thin crust Rs XXX
- Cheese burst Rs XXX
- Normal crust Rs XXX

Step 2 : Choose four toppings

- Onions
- Bell Peppers
- Mushrooms
- Black Olives
- Jalapenos
- Baby Corn

Step 3 : Choose the size

- Small (6 inches) Rs XXX
- Medium (8 inches) Rs XXX
- Large (12 inches) Rs XXX

Anything on the side?

- Garlic Breadsticks Rs XXX
- Veg/Chicken Parcel Rs XXX
- Choco lava cake Rs XXX
- Cold Drink Rs XX
- Packaged Water Rs XXX
- Soda Rs XXX

Extra Veg Toppings @ Rs 20 and Non-Veg Toppings @ Rs 40

MENU CARD



11 wood street
Kolkata 700017

033 4062 XXXX
+91 XXXXXXXXXX

www.pizzitalia.com

info@pizzitalia.com

Alexander Wells
Manager



Scan to save the contact

BUSINESS CARD

BRANDING : PIZZITALIA



USER INTERFACE DESIGN : MOBILE APPLICATION



USER INTERFACE DESIGN : WEBSITE

BRANDING : PIZZITALIA



MOCKUP OF VISITING CARD



MOCKUP OF MENU



MOCKUP OF COLATERALS

BRANDING: INBOUND

INBOUND
FULFILLING YOUR TRAVEL NEEDS

LOGO



ARKIBAL SERIF
FONT USED

The name for the travel agency is taken to be inbound as it means travelling to a particular place specially when returning back to the place from where departed.

The name of the company is chosen as that to suggest it's customers that their travel needs will be taken care of by the company till they are safely back to their home. Providing all the solutions for their travel needs.

The logo has been kept minimalistic using bold font namely Next bold, with an icon of an airplane with a trajectory back to the letter 'O' representing the origin of the place while returning back- the place of departure while leaving.



BRANDING: INBOUND



Mockup of Brochure



Mockup of Brochure



Mockup of Collaterals

BRANDING : PRANISH



LOGO



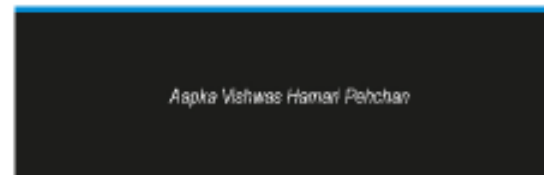
COLOUR PALETTE



VISITING CARD - FRONT



GUARANTEE CARD



VISITING CARD - BACK



CERTIFICATES



LETTER HEAD

BRANDING : PRANISH



MOCKUP OF COLLATERALS

BRANDING : O² ACADEMY



LOGO



COLOUR PALETTE

BUTLER BOLD

SABADO REGULAR

FONT USED

As the name suggests it's an academy for the people who want to learn diving. The name is chosen to signify Oxygen (O²) tanks that are used while people dive underwater.

The logo is designed keeping in mind the concept and using the vector images of waves that is clipped masked on a circle and the Letter O² has been given a floaty effect by rotating it.

The color for the branding is chosen to be sky blue and the identity contains a border of this color to keep it consistent.



VISITING CARDS



TIME TABLE



CERTIFICATE



TRI-FOLD BROCHURE
(FRONT)



TRI-FOLD BROCHURE
(BACK)

BRANDING : O² ACADEMY



MOCKUP OF COLLATERALS

BRANDING : SACKS & ROPES

SACKS & ROPES

LOGO



COLOUR PALETTE

DIN CONDENSED BOLD
BEBAS NEUE REGULAR
FONT USED

Sam Kennedy
Manager
+61 23 456 789

SACKS & ROPES

SACKS & ROPES

Sam Kennedy
Manager
+61 23 456 789

SACKS & ROPES

Sam Kennedy
Manager
+61 23 456 789

VISITING CARD

SACKS & ROPES

123 Pink Palace Metaches 35100 | 012 345 6789 | skenedy@sackandropes.com | www.sackandropes.com

LETTERHEAD

BRANDING : SACKS & ROPES



MOCKUP OF VISTING CARD



MOCKUP OF VISTING CARD
AND LETTERHEAD

BRANDING : BOOKS AND BAR



LOGO



COLOUR PALETTE

QANELAS SOFT DEMO

AVENIR MEDIUM

FONT USED

The branding of Books and Bar is done keeping in mind the trending classical and simplest monochrome theme. A texture has been used as the border for the branding of the library.

The logo is designed by using two rotated letters 'B' that makes it look like a book shelf. The two 'B' stand for the name of the library Books and Bar.

The color of the logo has been kept simple and minimal keeping in mind the monochrome design theme.



VISITING CARD



BOOKMARK



MENU CARD



LETTERHEAD

BRANDING : BOOKS AND BAR



USER INTERFACE DESIGN : MOBILE APPLICATION



USER INTERFACE DESIGN : WEBSITE

BRANDING : BOOKS AND BAR



MOCKUP OF COLLATERALS



MOCKUP OF BOOKMARK



MOCKUP OF COLLATERALS



MOCKUP OF COLLATERALS

BRANDING :DOUBLE FOREST RESORT & SPA



LOGO



COLOUR PALETTE

ARKIBAL SERIF
FONT USED

The branding for the resort and spa is done by keeping in mind the name, the location and their USP of providing their customers with the experience of Jungle safari in the national park that the location has to offer.

We have taken pine trees as the icon for the resort to represent forest and the color scheme for the resort has been taken to be shades of green. The font for the logo is chosen as a serif font to give it a royal look.



SAM MERCHANT
Manager

+0 123 444 666
info@doubleforest.com

VISITING CARD



+0 123 444 666 info@doubleforest.com doubleforest.com



DOOR HANGERS



POSTERS



BREAKFAST MENU

BRANDING : DOUBLE FOREST RESORT & SPA



USER INTERFACE DESIGNING: WEBSITE

BRANDING : DOUBLE FOREST RESORT & SPA



MOCKUP OF BREAKFAST
MENU



MOCKUP OF MARKETING
POSTERS



MOCKUP OF VISTING CARD
AND LETTERHEAD



MOCKUP OF
DOOR HANGERS

BRANDING : 24 FLAVOURS



DREAMLAND
SUPERCLARENDON
FONT USED

24 Flavours is a tea studio where there is specially crafted flavour of tea for each and every customer the studio can have. The flavours vary from mild to strong and they also have herbal tea for relaxing the mind of customers.

The branding of the studio has been done keeping in mind the soothing, relaxation experience that the studio wants for their customers.

The logo of the studio is designed keeping in mind symmetry and minimalism design style.



VISITING CARD

CUSTOMER FEEDBACK FORM

NAME: _____

EMAIL: _____

PLEASE CIRCLE A NUMBER TO RATE US (WHERE 1 IS POOR AND 5 IS EXCELLENT)

SERVICE	1	2	3	4	5
STAFF FRIENDLINESS	1	2	3	4	5
FOOD QUALITY	1	2	3	4	5
COFFEE QUALITY	1	2	3	4	5
ATMOSPHERE	1	2	3	4	5
VALUE FOR MONEY	1	2	3	4	5
CLEANLINESS	1	2	3	4	5

What did you like about us? _____

How often have you visited us? _____

How did you hear about us? _____

Could your experience have been better? _____

If yes, how? _____

Comments on your experience at our venue:-

Is it ok if we post your comments about our venue on our website or Facebook page? YES ☐ NO ☐

Thank you for your time in filling out this feedback form ☺

FEEDBACK FORM

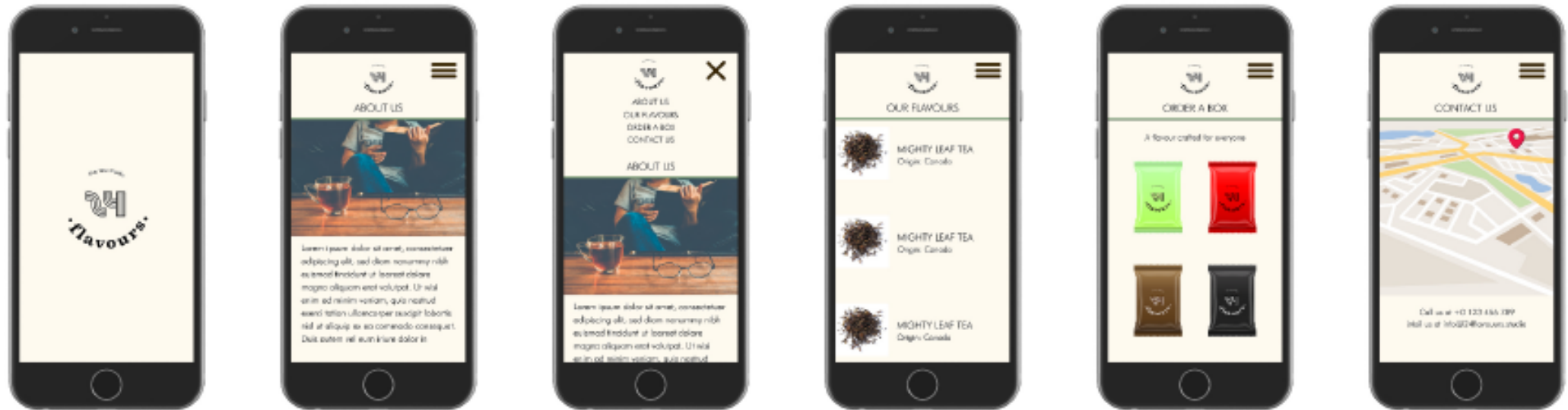


MENU CARD



PACKAGING

BRANDING : 24 FLAVOURS



USER INTERFACE DESIGN : MOBILE APPLICATION



USER INTERFACE DESIGN : WEBSITE

BRANDING : 24 FLAVOURS



MOCKUP OF VISITING CARD



MOCKUP OF COLLATERALS



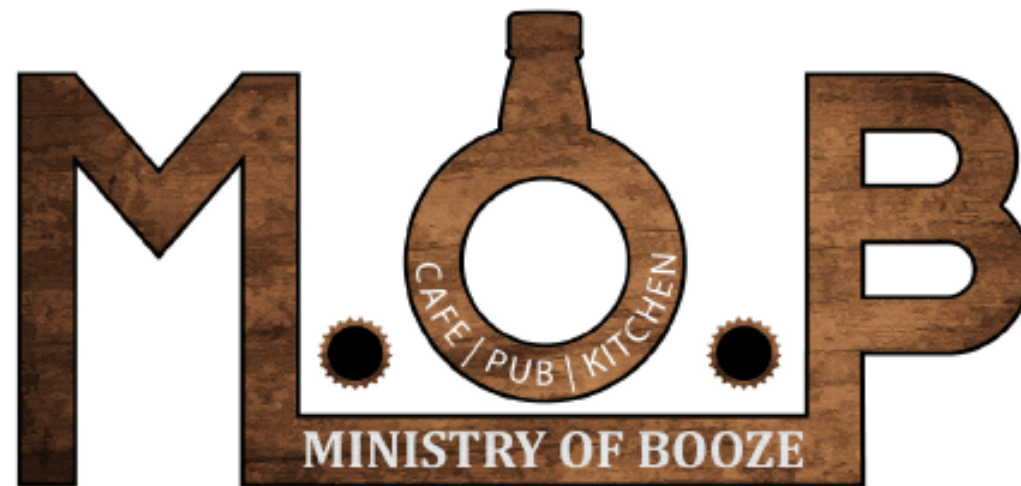
MOCKUP OF MENU



MOCKUP OF MENU

LOGO DESIGNING

iNcITY



LOGO DESIGNING



LOGO DESIGNING



BEE CRAZEE



The Wordsmith



BOOK MY BIKER

LOGO DESIGNING



LOGO | MADE BY THE GRAPHIC LINK



LAYOUT DESIGNING : SARAF GLASS PVT LTD



LAYOUT DESIGNING : ESTILO



SOFTWARE USED :



LAYOUT DESIGNING : LIVING ROOF



MENU CARD FOR CONCERT



MENU CARD FOR WORLD CUP SEASON



MOCKUP OF MENU CARD



MOCKUP OF MENU CARD

BOOK COVER DESIGNING



ALADDIN

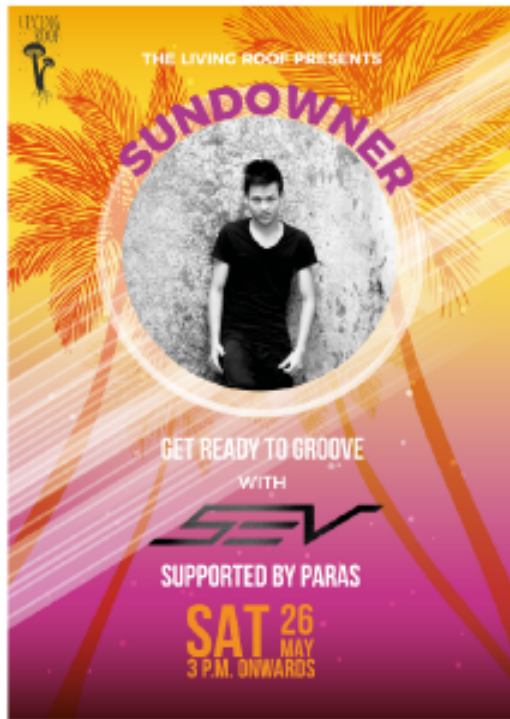


THE JUNGLE BOOK



PETER PAN

MARKETING MATERIAL : POSTERS/FLYERS





SOCIAL MEDIA MARKETING / MARKETING MATERIAL



SOCIAL MEDIA MARKETING

बाAWRI फिIRKY

The Pop-Up Show

23/1 Ballygunj Circular Road
Kolkata 700019



ARZO

Couture Jewels

बाAWRI फिIRKY

The Pop-Up Show

23/1 Ballygunj Circular Road
Kolkata 700019



AROUND ALWAYS

SOCIAL MEDIA MARKETING

बाAWRI फिIRKY

The Pop-Up Show

DAGA NIKUNJ
ALKA JALAN FOUNDATION
25th April 2019
11:30 A.M. - 7:30 P.M.



ARZO
Couture Jewels



बाAWRI फिIRKY

The Pop-Up Show

DAGA NIKUNJ
ALKA JALAN FOUNDATION
25th April 2019
11:30 A.M. - 7:30 P.M.



MADA SASA



SOCIAL MEDIA MARKETING



बावरी किरकी

The Pop-Up Show
DAGA NIKUNJ
ALKA JALAN FOUNDATION
25th April 2019 | 11:30 A.M. - 7:30 P.M.



BRANDING PARTNER


NYSHA	SHRAVYA ARTEFACTS	TOUCHWOOD
ARZO Contemporary Jewels	MIMOSA DESIGNS	
MADA SASA	AROUND ALWAYS	
MIMOSA KIDS WEAR	SUNITA ARORA	KRIMSON BY KHIRA SARDHAR



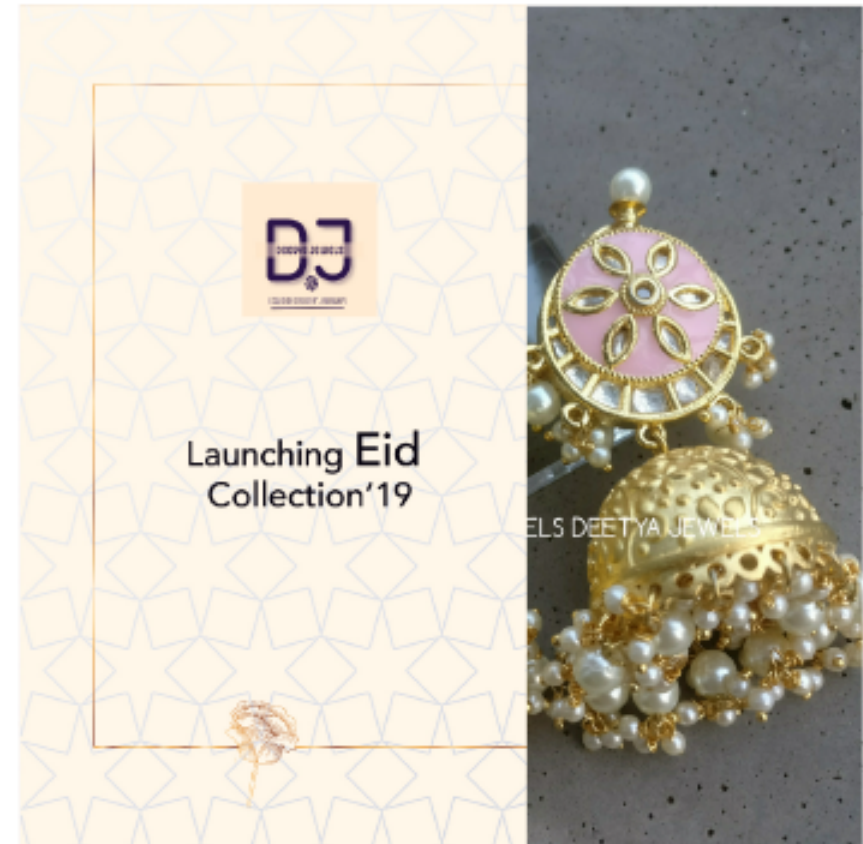
बावरी किरकी

The Pop-Up Show
We will be back soon!



Thank You!
from all of us

SOCIAL MEDIA MARKETING



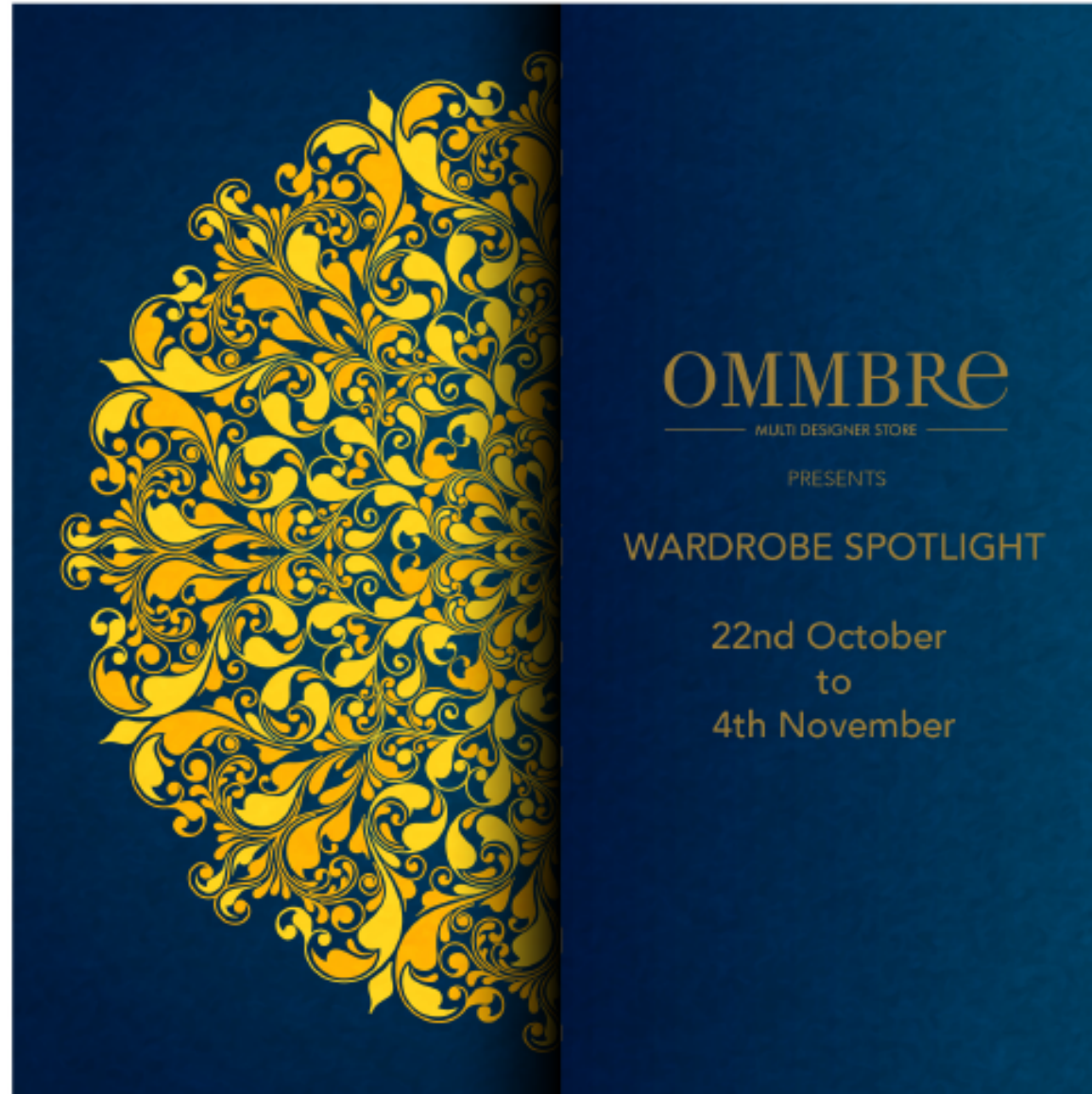
SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING



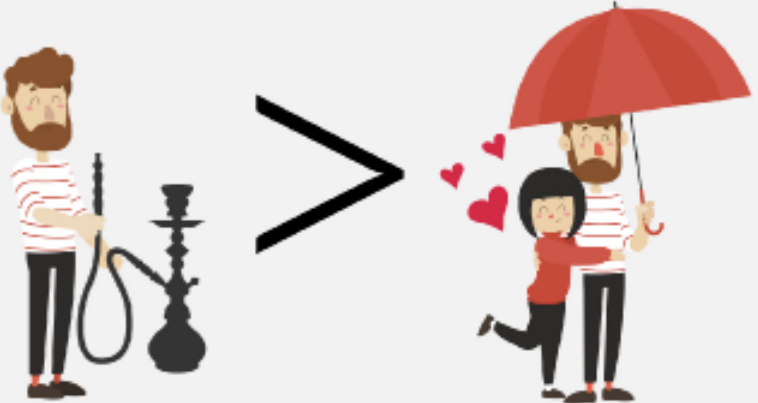
ORDER NOW @
6289687772
8240225892



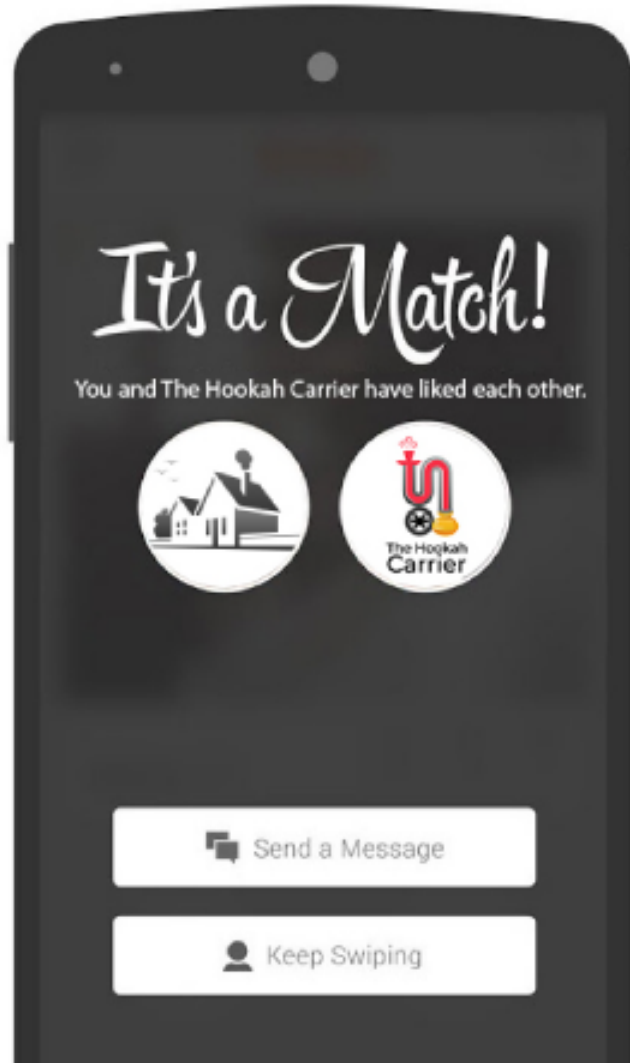
Delivering Black Hole To Your Doorstep
Missed the phenomenon on the 10th,
call us to re-create the same.



Order Now @
8240225892
6289687772



SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING

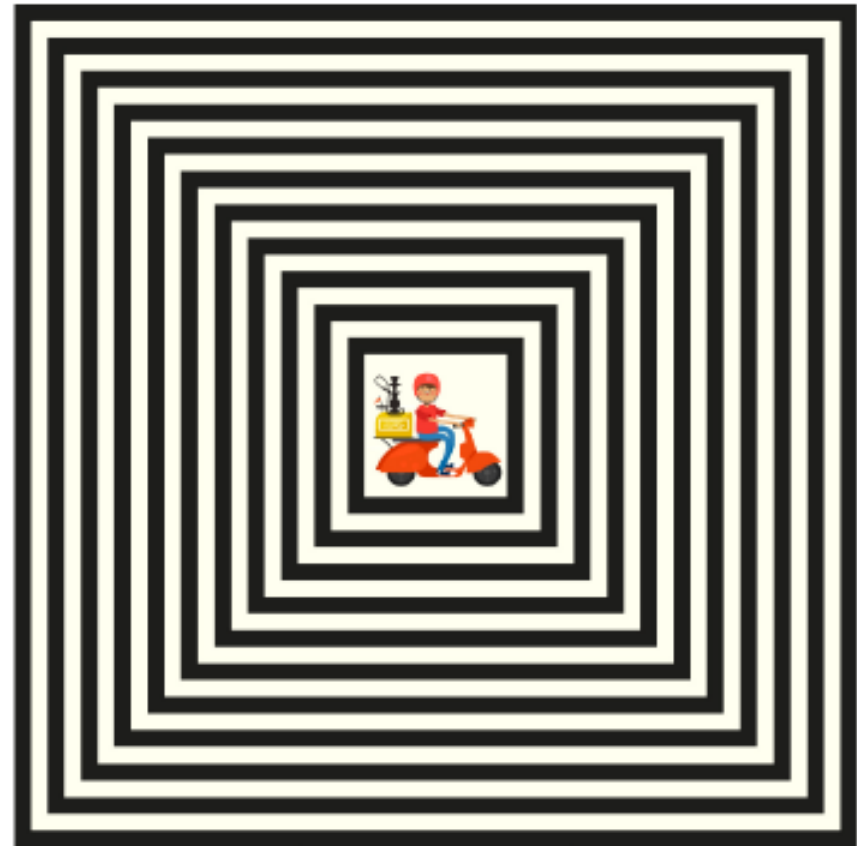


HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HC
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HOOKAH **THC** HOOKAH HOOKAH HOOKAH HC
HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH **HASSLE** HC
HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH **FREE** HC
HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HC
HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HC
HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HC
HOOKAH HOOKAH HOOKAH **POCKET** HOOKAH HOOKAH HC
HOOKAH HOOKAH HOOKAH **FRIENDLY** HOOKAH HOOKAH HC
HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HC
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HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HOOKAH HC

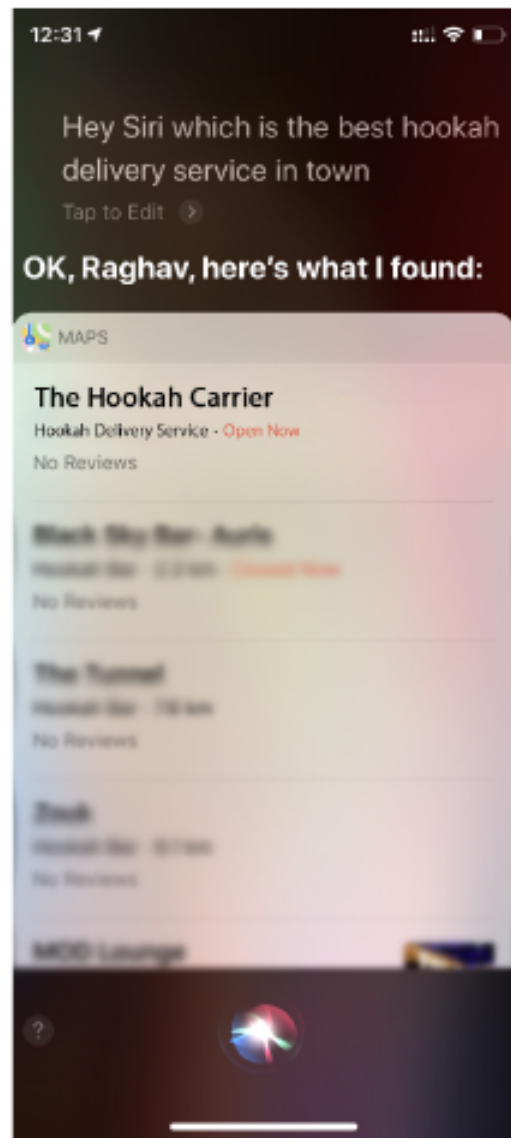
SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING



SOCIAL MEDIA MARKETING





The Hookah Carrier

Get Your Hookah delivered @ Rs 400

- 1 Shisha
- 1 Ready to use chillum
- 3 Coals
- Filters
- Tongs
- 5 Hours



Our Flavors

Kiwi springwater	Teen Paan Rose
Kiwi Gum	Teen Paan Rajnigandha
Gum Supari	Elaichi Mint

DESIGNED BY THE GRAPHIC LINE

  @THEGRAPHICLINE



SOCIAL MEDIA MARKETING



TYPOGRAPHY : ANIMAL



TYPEFACE DESIGN



BOOK : FRONT



BOOK : BACK



MOCKUP - BOOK DESIGN

TYPOGRAPHY : FLORAL

A B C D E F G H I J K
L M N O P Q R S T U
V W X Y Z

TYPEFACE DESIGN