Mānas

DEVALOK

2024 - 2025



Publication by

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Design & Strategy Studio

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DEVALOK

Mānas

Portfolio 2024-2025

Vol. 01

Mānas (मानस)
Mind or thought process; refers to the core of emotions and mental functions. At Devalok, Manas is thought in action. It's how we question, refine, and craft ideas into meaningful outcomes.

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Mānas by DEVALOK is a bi-annual compilation showcasing the finest works produced by us over the last six months. This collection reflects our balance of intention and instinct, highlighting the skill, precision, and thoughtful process our in-house team brings to every project.

Manas Vol. 01 (2025) is a collection of work done between July 2024 and January 2025

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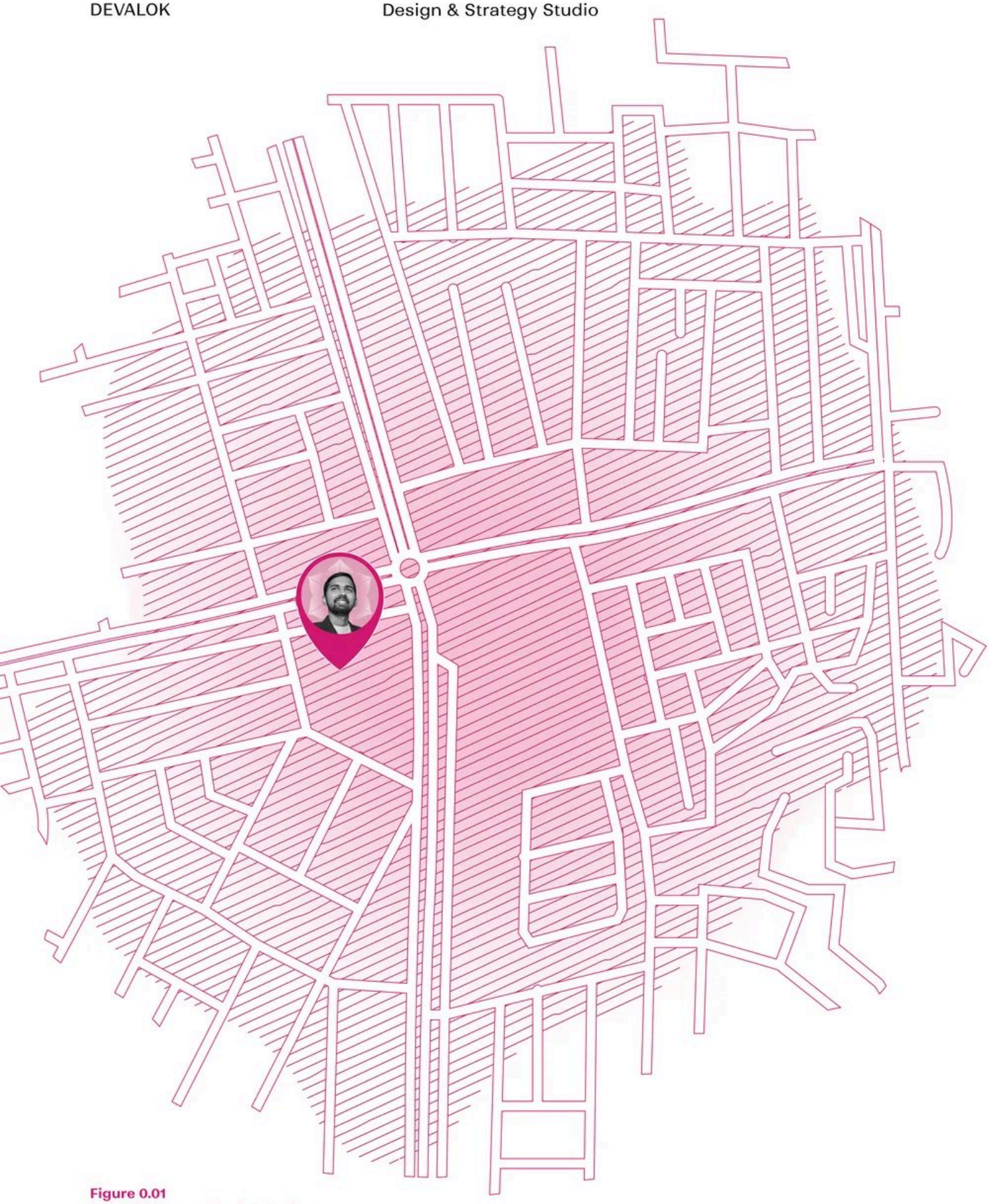


Figure 0.01
Map of Khazana Market, Lucknow
Illustrated Graphic Produced by Devalok.

Founder's Note

Namaskar,

I am Mudit Lal, a Lokwasi*[2].

If you had told the twenty-year-old Mudit that he'd be writing a note like this, he wouldn't have been surprised—just eager to get there. Back then, I was piecing together my place in the world, drawn to ideas that were bigger than myself. One of them was Devalok*[1], the vision for which had already started taking shape as I stepped beyond the confines of school, gaining exposure to the world outside.

Devalok wasn't built in a grand conference room or with an elaborate business plan—it started the way most things do: with a vision and a slightly irrational belief that we could create something meaningful in a world slowly drifting away from it. But a vision needs the right people to shape it, and I definitely didn't shape it alone.

Devalok exists because of the people who showed up—who brought not just their talent but their care, curiosity, and refusal to settle for just "doing good work." They didn't just embrace Devalok's philosophy of **आत्मातः शिल्पं कृत्वा** (crafting from the soul)—they inspired it. And, of course, we wouldn't be here without the humans who believed in us from the very beginning—those who trusted us with their businesses, knowing we could help transform them into brands with purpose.

1. Devalok
CONSTRUCTED
'Dev' short for 'Devata' (god/divine) + 'Lok' (realm); meaning 'Heaven' or more accurately 'Realm of Gods' in Hindu Mythology.

2. Lokwasi
CONSTRUCTED
'Lok' short for 'Devalok' + 'Wasi' i.e. 'inhabitant'; meaning 'an inhabitant of the realm of gods'.

That brings us to मानस (Mānas). —Sanskrit for mind or thought— which is more than a collection of our projects. It's a peek into the way we think and work with the brands that have become a part of our journey. The projects in this volume showcase the ideas we obsessed over, challenged, and sometimes completely tore apart to rebuild better. Because good design isn't just seen—it's felt, ideally, without you even realizing it.

You will see our philosophy in action in this publication but if there's one thing you should know about us – our work is rooted in the universe's rhythm of creation, sustenance, and re-creation. Devalok derives its name from Hindu culture, representing a place where these cycles coexist. While we craft, we refine, break and reshape—because craft is never truly finished; it only evolves. That's why we put our passion and care into everything we make and do right by our duty to the self, the other, the nation, the world, and the universe.

So, whether you're flipping through these pages out of curiosity—about design, about us, or just to see if your brand made it in (we see you!), I hope you find something that sparks a thought, a feeling, or maybe an idea of your own.

Mānas, Volume One is all yours to experience.



Figure 0.02
Devalok Signature Visual using 'Gyan Mudra' and 'Lotus Flower'
Illustrated Graphic Produced by Devalok.

DEVALOK

Who we are

The universe is in motion always—creating, sustaining, evolving. We see design as part of that rhythm—a cycle of refinement where ideas take shape, break apart to make space for new ones and come together in their strongest form. To craft is to engage with one's soul and the world, to listen deeply, to push beyond what is known, and to make something meaningful.

At Devalok, we build brands that stand the test of time. We work across brand identity, UI/UX, product, packaging, print media, digital experiences, and more, BUT our focus is never just aesthetics. We care about meaning, about producing work that is intentional and deeply felt. Every project challenges us to think deeper, ask the right questions—of ourselves and those building it—and shape it into something with purpose.

आत्मातः शिल्पं कृत्वा।

"Crafting from the Soul"

What we craft is not only through skill but also the intentions of the people behind it: Lokwasis, who pour their curiosity, care, and belief into every project. Devalok was never a studio that would simply deliver design; it was built to be a place where design and strategy come together to bring brands to life in ways that feel true to the people building them.

Our best work happens when we collaborate with those who, like us, refuse to settle for the ordinary—founders and businesses who believe design to be more than just surface-level decor but something with the power to define, transform, and connect. Something that turns their businesses into brands.



Figure 0.03
Devalok Primary Logo
Illustrated Graphic Produced by Devalok.

Mānas is the result of that belief. These pages contain projects that challenged us, ideas that evolved through constant improvement, and solutions that came from instinct as well as intent. We welcome you to witness how The Lok thinks and crafts, and to see what's possible when design is approached with meaning, care, and a relentless pursuit of something greater.

At the heart of every great design is the human touch after all—an understanding that beyond strategy, systems, and aesthetics, design is about people. It is a constant tug of ideas between those who shape it and those who experience it. Our design process is shaped by people—their ideas, their thoughts, their view of the world—everything that adds meaning to a process and turns it into something transformational. Through Mānas, we share a piece of this journey, our challenges, and the thinking that drives us forward.



Figure 1.01
DIVINI Apple Pie Can
Photographed by Kyle Shipley.

01

DIVINI: Brewing Divinity

BRAND
DIVINI

CLIENT
Mason Domecq

PROJECT
Branding Identity Design,
Packaging, Apparel Design,
Website Design

STATUS
Ongoing

DIVINI is more than just a brand; it is an embodiment of a philosophy – living with intention.

At the heart of Divini lies Mason Domecq's vision, which aims to blend health and elegance into the modern lifestyle. DIVINI offers a vibrant line of kombucha drinks, a probiotic beverage that combines ancient fermentation techniques with contemporary flavors. Each drop is designed not only to quench thirst but also to elevate daily rituals into highly meaningful experiences. Mason's journey to creating DIVINI began with wanting to change how people perceive health drinks. As a self-proclaimed "lover of balance," he noticed a glaring gap in the market: beverages were either too clinical in their branding or overly indulgent. DIVINI sought to bridge this gap by appealing to more health-conscious individuals and those who value visual aesthetic experiences. Hence, DIVINI is made with carefully blended organic ingredients like tea, fruit, & herbs, and the fermentation process ensures a natural fizz that supports gut health. With this foundation for

health established, the next step was to enhance the overall appeal and presentation of the product —this is where our expertise came into play.

DIVINI wasn't always known as DIVINI. When we first met Mason, it was called Scoby Drinks. In our early branding process, we recommended this name change to align with Mason's vision of making it a part of diverse lifestyles. The name DIVINI derives from Divine, which reflects the commitment of this brand to connect people with their divine selves and foster a lifestyle grounded in intention. Kombucha usually comes bottled, and so did DIVINI. We identified an opportunity to break away from traditional packaging norms and opt for a strikingly fresh and bold approach that captures attention – A can. Something that fits seamlessly into any setting, whether a picnic, a gym bag, or a concert. We knew that its portable design would appeal to DIVINI's consumer base, making it not just a drink but a fun and accessible choice for those seeking a vibrant lifestyle.

Beyond its product and philosophy, DIVINI's visual identity smoothly unites these elements into a coherent story. Visually, DIVINI is a celebration of elegance and creativity. We saw the cans as not just containers but canvases. Drawing inspiration from Art Nouveau, the design starts with a black-and-white foundation, creating a refined backdrop. Vibrant colors and illustrations highlight each unique ingredient—whether berry, citrus, or herbs—making the products visually appealing and easily distinguishable. This thoughtful use of motifs and colour ensures that each product is recognisable on shelves and social media while maintaining brand cohesion.

The illustrations further add depth, featuring smooth overlapping

Celtic knots and Gothic borders that celebrate the artistry of fermenting probiotic tea. These visuals convey the story of organic ingredients carried in every can. We wanted the balance of all these elements to signify the care taken in crafting each beverage, and honoring the tradition offermentation while showcasing the unique flavors inside each can.

The final touch is what fully integrates DIVINI into everyday life. We packaged DIVINI with one intent—to fit everyone, everywhere.

DIVINI

Figure 1.02
DIVINI Logo
Brand Visual produced by Devalok.

The DIVINI logo is made using 'Gamgote' typeface by RunsellStudio. Its a serif display font; simple and elegant.

The DIVINI Story

DIVINI wanted a can that could look good in the hands of a teenager on a skateboard, at a corporate office, and even in an NBA player's hand. The visual identity and illustrations combine their elegance with the fun of the can to create the essence of DIVINI. Whether you're drawn to DIVINI for its health benefits or aesthetics, the can itself becomes an invitation—tangible proof that drinking probiotic tea can be both healthy and aesthetic. After all, It's not just what you drink but how it feels to hold it, see it and live it.

In every aspect, DIVINI tells a cohesive story. It's a brand that doesn't just sell probiotic tea; it sells a way of being. Mason's vision, coupled with our creative design and thoughtful community engagement, makes DIVINI a standout in a crowded market. It's not just a drink; it's a vibe, a movement, and an ode to the power of living with intention.

DIVINI positions itself as more than just a drink—it becomes a lifestyle choice for those who seek balance, nourishment, & sophistication in their everyday lives.



Watch Showreel for DIVINI Can
dvlk.in/diviniAIGA

Figure 1.03
DIVINI Apple Pie Can along with DIVINI Signature Halo
Digital mockup produced by Devalok.



Figure 1.04
DIVINI Apple Pie Probiotic Tea Can wrap design
Illustrated Graphic Produced by Devalok for DIVINI.

Tea in a 'Can' That Started It All

While brainstorming for visuals for DIVINI, we debated on what style would fit the 'spiritual' and 'divine' aspect of the brand. We looked into archives of old book prints when we noticed the intricate borders surrounding the neat calligraphy. The illustrative technique was used in abundance in books during the 17th and 18th century all around Europe. These included Gothic Borders, Celtic knots, Herringbone, etc..

But their aesthetic was slightly too aged for DIVINI. That is, until we came across Glasgow-style art pioneered by Rennie Mackintosh, which revolutionized the commercial art from the 1890s to around 1914. It was recognized by many as a Scottish manifestation of the Art Nouveau movement. The DIVINI borders, thus, came to be embellished with organic motifs inspired by the Glasgow Style to create something sublime but contemporary.

The DIVINI borders, thus came to be embellished by organic motifs that were inspired by the Glasgow Style to create something sublime, but contemporary.



Figure 1.05
DIVINI Apple Pie Can
Photographed by Cameron Mcghie.



Figure 1.06
DIVINI Apple Pie Can
Photographed by Cameron Mcghie.



Figure 1.07
DIVINI Apple Pie Can in the Clouds
Digital mockup produced by Devalok.



Figure 1.08
Scattered DIVINI Apple Pie Cans
Digital mockup produced by Devalok.



Figure 1.09
DIVINI Apple Pie Can and DIVINI 6-pack box
Photographed by Cameron Mcghie.



Figure 1.10
DIVINI Apple Pie Can and DIVINI 6-pack box
Photographed by Cameron Mcghie.

The DIVINI Kimono: A Wearable Story

Our creative vision didn't just stick to packaging and design but extended into fashion with the creation of a kimono. Rather than defaulting to commonplace promotional items like t-shirts, the team envisioned a garment that would capture the essence of DIVINI's visual language while offering genuine utility. This decision reflects the brand's broader philosophy: everything associated with DIVINI should be both artful and practical.

The creative process began with combining traditional silhouettes with modern, everyday functions. Kimonos, known for their craftsmanship and cultural value, became the ideal canvas for DIVINI's mix of history and modern style. We slightly departed from the brand's usual black-and-white palette by choosing a rich, dark blue base. This color was selected for its ability to blend into various occasions: it can look relaxed and informal in a daytime gathering or suitably elevated during an evening event.



Figure 1.11
DIVINI Kimono Collar close-up
Photographed by Devalok.
Designed by Devalok.
Manufactured by Maev Overseas.



Figure 1.12
DIVINI Kimono Bottom Tag close-up
Photographed by Kyle Shipley.
Designed by Devalok.
Manufactured by Maev Overseas.

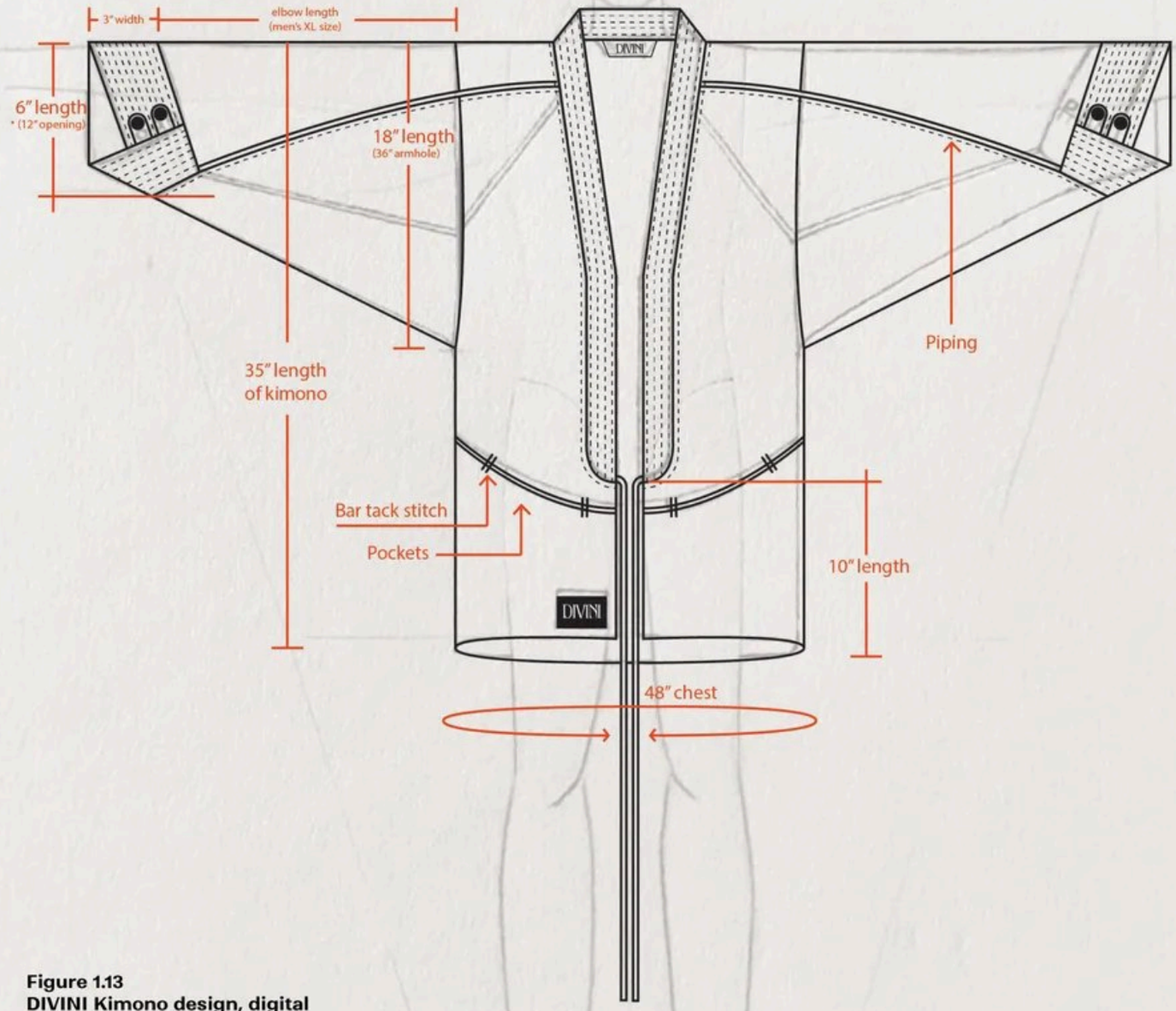


Figure 1.13
DIVINI Kimono design, digital over hand-drawn flat sketch
Illustrated Graphic Produced by Devalok.

Materials were chosen for comfort and sustainability. The soft yet durable cotton blend makes the kimono perfect for everyday wear, reflecting DIVINI's commitment to quality and intentional living. Using high-grade textiles reinforces the brand's belief that design integrity should be part of every detail. Construction details also received special attention. Wooden buttons replaced typical plastic fasteners, giving the kimono a warm, organic touch. The sleeves were tailored just enough to avoid loose draping that might hinder movement.



Figure 1.14
DIVINI Kimono (Front) worn by Mason Domecq
Photographed by Kyle Shipley. Designed by Devalok. Manufactured by Maev Overseas.

The detailing appears prominently on the back, where a carefully screen printed motif adds a touch of DIVINI's style. The print showcases the four main ingredients of DIVINI probiotic tea - Fruits, Honey, Tea, and Herbs.

Screen-printing was chosen both for its durability and crisp clarity—essential qualities for translating the brand's intricate artwork onto fabric. The print makes a statement while remaining refined, making the kimono suitable for any occasion.



Figure 1.15
DIVINI Kimono (Back) on Display
Photographed by Devalok.
Designed by Devalok.
Manufactured by Maev Overseas.



Figure 1.16
DIVINI Kimono back print
Illustrated Graphic Produced by
Devalok for DIVINI.



Figure 1.17
DIVINI Kimono (Back) worn by Mason Domecq
Photographed by Kyle Shipley.
Designed by Devalok.
Manufactured by Maev Overseas.



Figure 1.18
DIVINI Kimono Front Closure close-up
Photographed by Devalok.
Designed by Devalok.
Manufactured by Maev Overseas.

The kimono brings DIVINI's aesthetic to life, extending it beyond their probiotic tea. Every detail—from the versatile hue and the fabric to the screen-printed artwork —reflects the brand's focus on thoughtful design and practicality. Instead of bold logos or slogans, the kimono subtly embodies DIVINI's essence through texture, print, and color.

This understated design encourages wearers to make it a part of their daily lives, and transforming it from merely a collectible into a versatile wardrobe staple. Divini shows that style and substance can coexist perfectly by blending elegance with utility.

The DIVINI Lifestyle Apparel



Figure 1.19
DIVINI Unisex Button-down Shirt (Front) Digital Flat Sketch
Illustrated Graphic Produced by Devalok.



Figure 1.20
DIVINI Unisex Button-down Shirt (Back) Digital Flat Sketch
Illustrated Graphic Produced by Devalok.



Figure 1.21
DIVINI Unisex Button-down Shirt (Back) worn by Mason Domecq
Photographed by Cameron Mcghie. Designed by Devalok.



Figure 1.22
DIVINI Unisex Button-down Shirt (Front) worn by Mason Domecq
Photographed by Cameron Mcghie. Designed by Devalok.



livedivini.com

Figure 1.23
DIVINI Can on Laptop Screen
Digital mockup produced by Devalok.

Taking Divini's Philosophy Online: A Seamless Digital Experience

DIVINI's website, livedivini.com, takes the brand's philosophy online with a clean, thoughtful design that feels both elegant and approachable. While the brand's packaging leans on Art Nouveau, Celtic, and Gothic design elements, the online space opts for understated elegance, using white space, gentle animations, and a streamlined user interface.

From the start, the landing page grabs attention with a simple yet striking animation: a DIVINI can gently descends from a softly lit sky, coming to rest as if placed there just for you. As you scroll, the can moves gracefully downward, eventually resting on a virtual "ground," giving way to more detailed brand and product information. This smooth vertical animation creates a sense of wonder and positions DIVINI's probiotic tea as something almost celestial yet entirely within reach.

This small animation sets the site's tone—minimalist, seamless, and focused on making every interaction effortless. Dark text on a light background maintains readability, while small bursts of accent color and carefully placed icons mirror DIVINI's broader brand identity. In place of large-scale illustrations, gentle hover effects and short fade-in transitions provide interactivity, helping visitors feel engaged without overwhelming them.

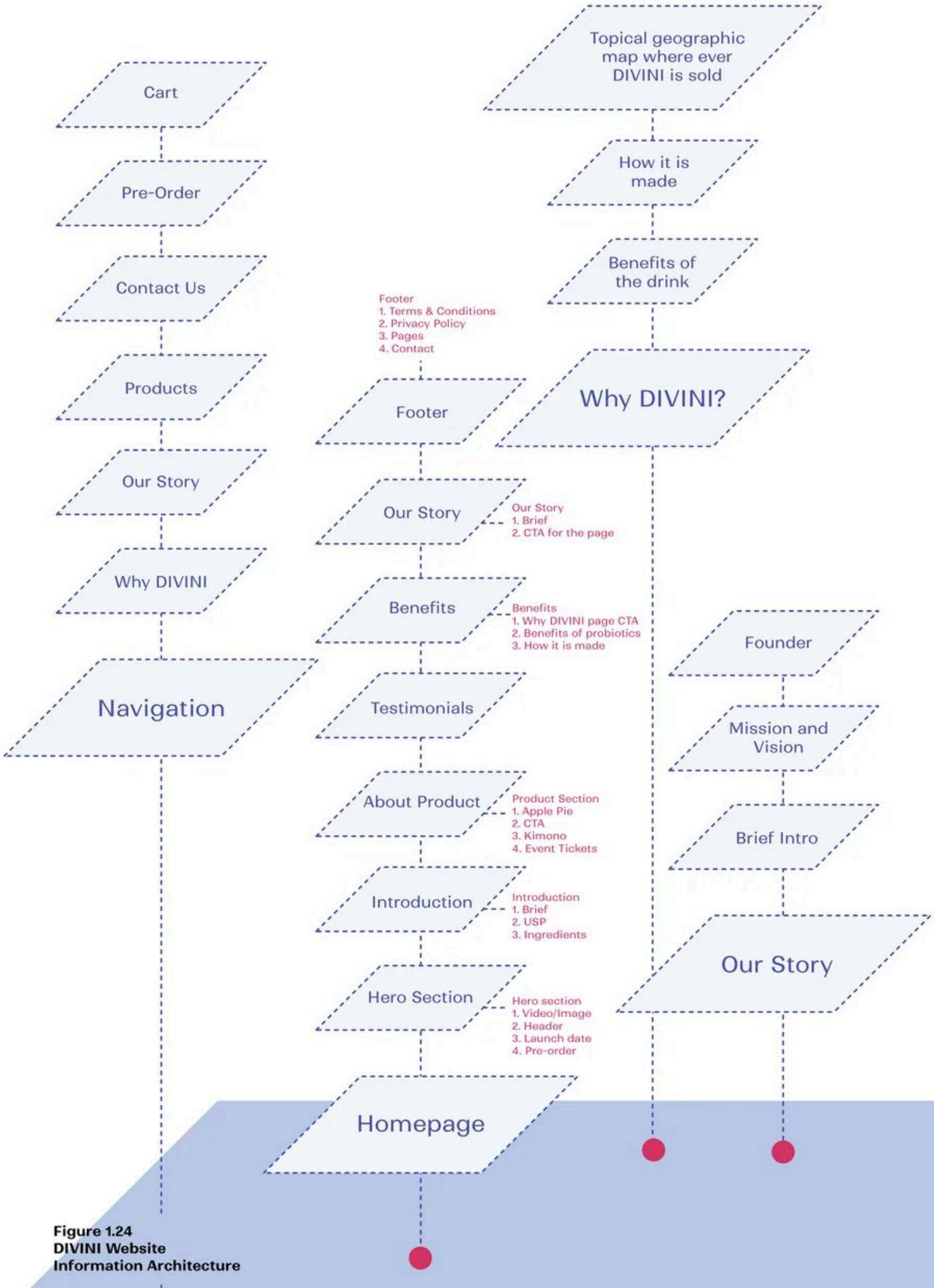
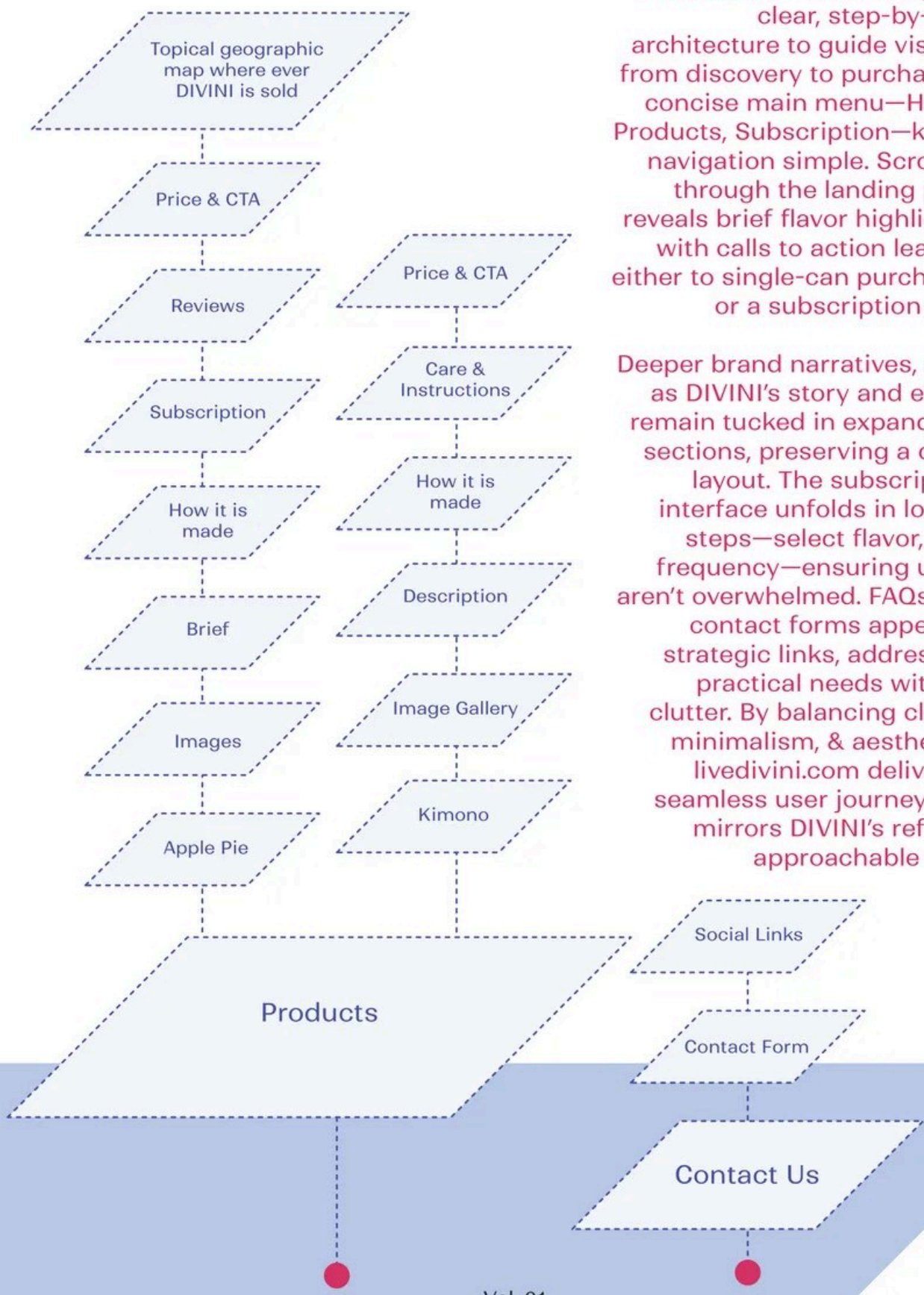


Figure 1.24
DIVINI Website
Information Architecture

Information Architecture

DIVINI's website leverages a clear, step-by-step architecture to guide visitors from discovery to purchase. A concise main menu—Home, Products, Subscription—keeps navigation simple. Scrolling through the landing page reveals brief flavor highlights, with calls to action leading either to single-can purchases or a subscription flow.

Deeper brand narratives, such as DIVINI's story and ethos, remain tucked in expandable sections, preserving a clean layout. The subscription interface unfolds in logical steps—select flavor, size, frequency—ensuring users aren't overwhelmed. FAQs and contact forms appear in strategic links, addressing practical needs without clutter. By balancing clarity, minimalism, & aesthetics, livedivini.com delivers a seamless user journey that mirrors DIVINI's refined, approachable vibe.



Typography

DIVINI

Fonts Used

UI title 1-6 - Gamgote
UI Body 1 - Paragraph (Rest all) - Manrope

UI Title

UI Title 1
UI Title 2
UI Title 3
UI Title 4
UI Title 5
UI Title 6

UI Title 1
UI Title 2
UI Title 3
UI Title 4
UI Title 5
UI Title 6

UI Body

UI Body 1
UI Body 2
UI Body 3
UI Body 4

UI Body 1
UI Body 2
UI Body 3
UI Body 4

UI Label

UI LABEL 1
UI LABEL 2
UI LABEL 3

UI Paragraph

Paragraph text with 18 px - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Paragraph text with 16 px - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Paragraph text with 14 px - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Paragraph text with 12 px - Lorem ipsum dolor sit amet, consectetuer adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat.

Colors

DIVINI

Primitives

Primary

1	2
#FFFFFF	#000000

Error & Success

1	2
#DD1317	#0A802F

Neutrals

0	1	2	3	4	5
#F7F7F7	#F0F0F0	#E8E8E8	#E0E0E0	#C2C2C2	#999999

6	7	8	9	10	11	12
#808080	#666666	#4D4D4D	#363636	#262626	#171717	#090909

Product Colors

Apple Pie

1	2	3	4
#F04F23	#F39278	#F5C5B7	#F6D6CD

Kimono

1	2	3	4
#4E67CA	#9BA8DF	#C9CFEB	#D9DDEF

Alias

Primary

1	Primary @Light
2	Primary @Dark

Neutrals

12	Neutral Darkest @Off Black
10	Neutral Darker @Black Dark
9	Neutral Dark @Black Darker
6	Neutral @Neutral
4	Neutral 2 @Neutral 2
3	Neutral Light @White Light
2	Neutral Lighter @White Lighter
0	Neutral Lightest @Off White

Highlights

1	Highlight @Links
3	Highlight @Apple Pie
3	Highlight @Kimono

Storyboarding: Landing DIVINI, from Cosmos to You



Figure 1.25
DIVINI Website Landing page animation Storyboard
Illustrated Storyboard draft produced by Devalok.

Trial Story panel for the DIVINI landing page showing the journey of the can from the 'sky' to the 'ground', introducing the viewer to all the benefits of DIVINI; telling a story.

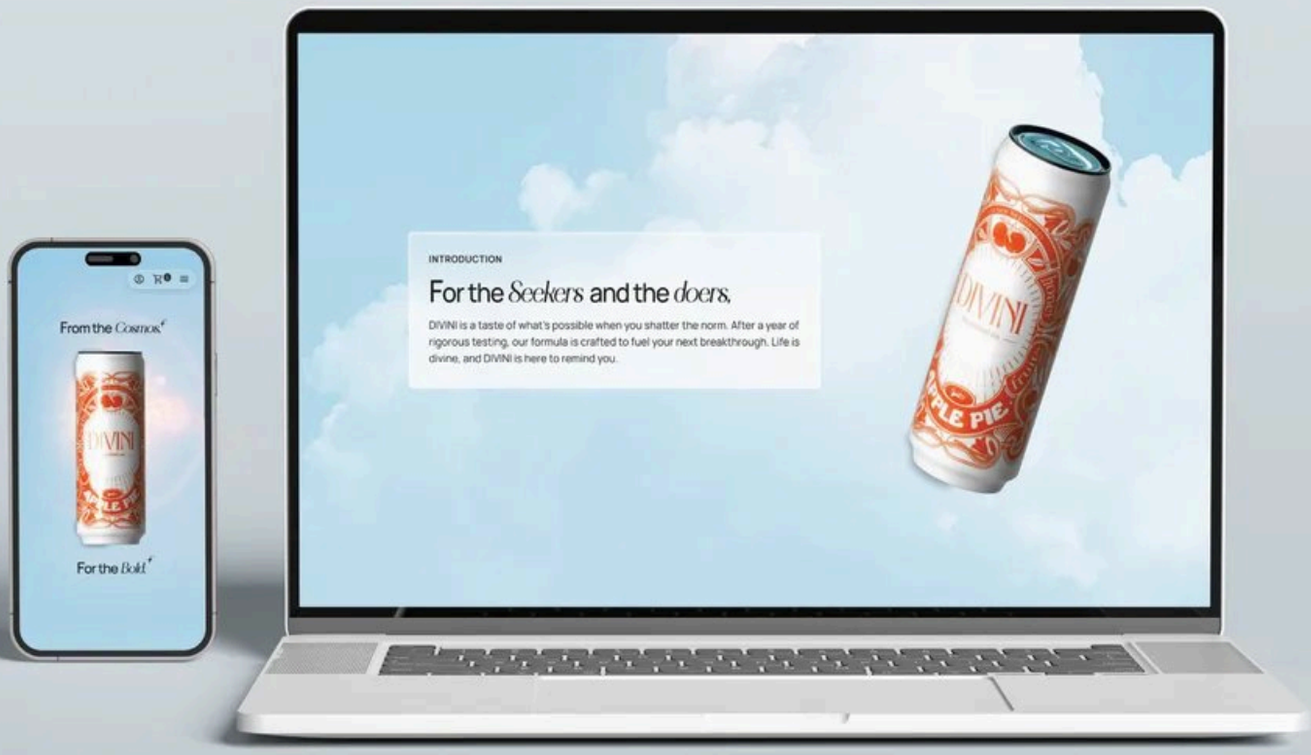


Figure 1.26
Macbook and
iPhone Mockup

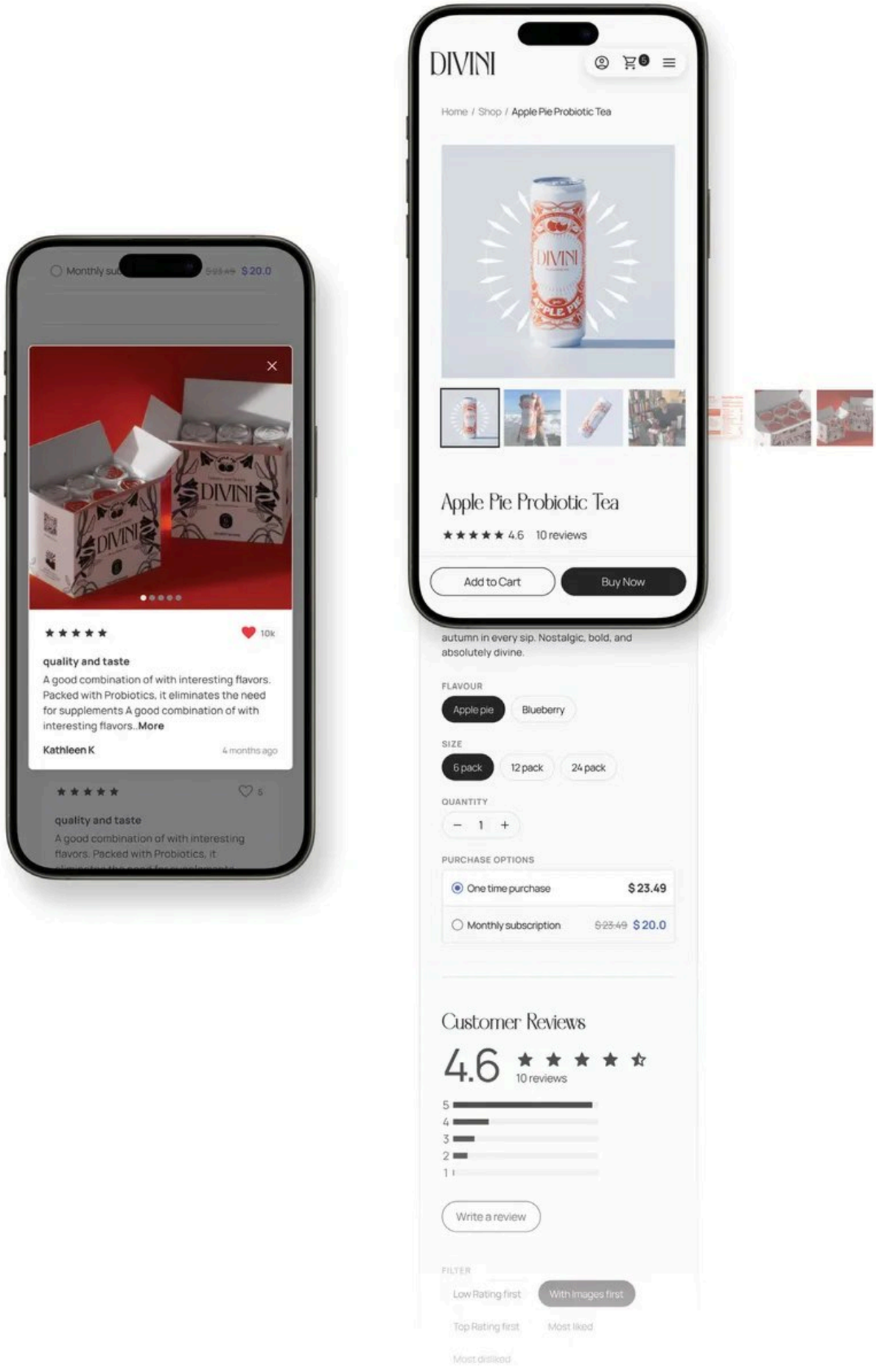


Figure 1.27
Phone Screen Mockup

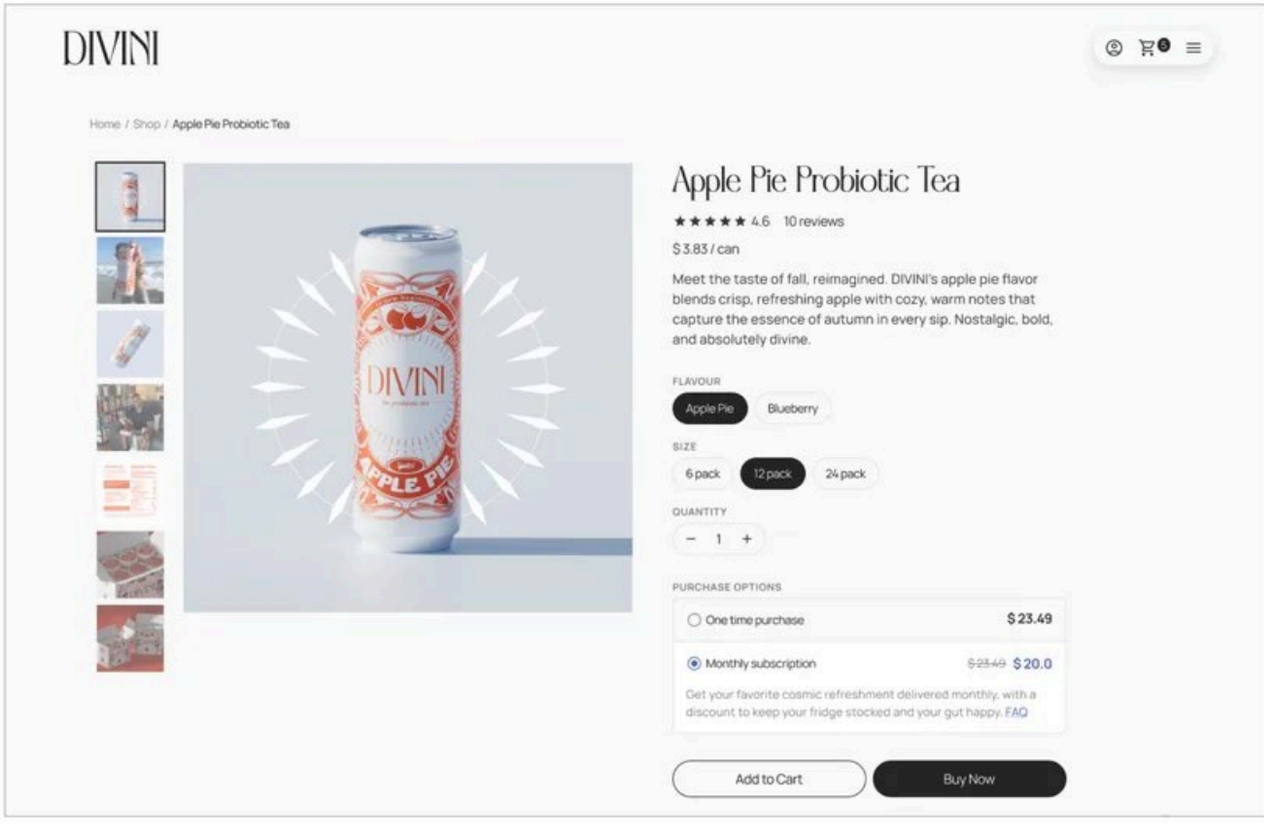


Figure 1.28
DIVINI Website Product Page
High Fidelity Wireframe
produced by Devalok.

A Simple and Intuitive Subscription System

The subscription system, central to livedivini.com, had to integrate smoothly with this minimalist design. Users can explore flavors, bundle sizes, and delivery options step by step, making the process simpler and more clear. Each choice builds on the last, so subscribers never feel overwhelmed. Subtle animations like button highlights guide them, while the minimalist layout focuses on the products. To maintain balance, bold animations are limited to the landing section, ensuring the rest of the site loads smoothly.



Ensuring the same high quality experience on mobile was another critical factor. The can's floating animation path was adjusted for smaller screens, and touch-friendly interactions were prioritized within the subscription flow. As a result, livedivini.com becomes more than just an e-commerce site. It creates a sense of refined elegance from the first scroll, highlighting DIVINI's vision & dedication to making DIVINI's probiotic tea not just a product but a thoughtfully crafted experience that feels both inviting and exceptional.

Figure 1.29
iPhone 14 Pro Mockup


Monthly subs
$20.0
DIVINI
10k
quality and taste
A good combination of with interesting flavors.
with Probiotics, it eliminates the need
ts A good combination of with
it eliminates the need for
ination of with
need for



Figure 2.01
Paper Bag Mockup

02

Coffee Plantation: A legacy Revived

BRAND
Coffee Plantation

CLIENT
Omar Karkoutli

PROJECT
Brand Identity Design

STATUS
Ongoing

Coffee Plantation is a place where the world meets—where stories are shared over a cup, and connections are brewed alongside coffee.

Coffee Plantation is a name that has long been intertwined with the café culture of Scottsdale, Arizona. Known for its rich history, it was one of the first coffee houses to introduce the idea of a dedicated coffee space where conversations brewed as effortlessly as the coffee. For decades, it served as a cornerstone of community life, where people gathered to exchange ideas, share stories, or enjoy solitude over a warm coffee. Despite its significance, Coffee Plantation's visual identity had become outdated. It did not capture the warmth and vibrancy of the café's legacy. Over the years, as ownership changed hands, the café's branding lacked consistency, and modern competitors overshadowed its essence.

The design brief presented to us was clear yet deeply layered. Coffee Plantation wanted to reclaim its position as a community hub—a space where people didn't

just grab coffee on the go but stayed to engage in meaningful interactions. In an era where cafés increasingly become takeaway counters or drive-throughs, Coffee Plantation aimed to stand out by emphasizing the value of connection and community. This ethos of being a place "where the world meets" became the foundation of our design approach.

Reviving the Soul of Coffeehouses

Coffeehouses have always been more than just places to get a good cup of coffee and bagels. Historically, they served as social hubs where traders, writers, artists, and intellectuals gathered. People talked about everything from politics and art to philosophy and world events. Over time, cafés evolved to accommodate changing lifestyles. They became havens for those seeking a peaceful space to work, read, or relax.

As coffee travelled across the globe, it carried with it this café culture, adapting to the unique character of each place it reached. However, much of this rich culture has been overshadowed in recent years. Modern cafés often prioritize convenience over connection, becoming takeaway counters where the ritual of pausing daily life over coffee & engaging in meaningful interactions has faded. While some elements like working from coffee shops remain, the spirit of community has been lost.

Coffee Plantation, as a legacy brand with a deep connection to its community, attracts a diverse consumer base. From older patrons reminiscing about its storied past to younger generations looking to connect and seek a community – it provides a space for everyone. Hence, we wanted the brand to speak to this variety of consumers while staying rooted in its heritage.

The Philosophy of Building a Logo: From Concept to Paper

There are many factors involved in designing a brand image—culture, people, trends, philosophy, geography, etc. Coffee Plantation stood firm in the middle of all this. Its legacy did not concern itself with Instagrammability or fleeting trends. It needed to be new, yes, but also timeless so that it could blend seamlessly into the daily lives of people who have known it for decades. It needed to express a sense of space, leisure, and belonging.

So, we took a page from the book of designers who created logos for art galleries and museum. Since locations like these want to encourage a sense of ‘vast spaces where time passes slowly’, their logos usually reflect that. Be it Toledo Museum of Art in Ohio, National Museum of Modern and Contemporary Art in Korea, Art Gallery of New South Wales in UK, all share the same sensibilities.



Figure 2.02
Logo of Toledo Museum of Art in Ohio, designed through a collaboration between Lafayette American's design practice, Scorpion Rose Studio, and the design studio Semi:Formal.



Figure 2.03
Logo of National Museum of Modern and Contemporary Art, Korea designed by the brand consultancy Infinite Group based in Seoul.



Figure 2.04
Logo of Art Gallery New South Wales, UK, designed by Mucho Brand Design Agency, Barcelona, Spain.

Additionally, the name ‘Coffee Plantation’ posed a problem very specific to the geography and psyche of the American population. The nuanced implications of the word “Plantation.” While it evoked the agricultural roots of coffee and hinted at the café’s long-standing legacy, it also carried connotations linked to colonial exploitation and historical injustices. This posed a significant obstacle for a brand that wanted to position itself as a warm, inclusive community space.

In initial discussions with Omar, the founder, we recognized that “Plantation” was both an asset and a challenge. While it rooted the brand in tradition and authenticity, it risked alienating modern audiences who might associate the term with its darker historical context. Rather than erasing or replacing the name, we approached the redesign to transform its meaning. The focus shifted toward celebrating Coffee Plantation’s role as a gathering space for the community, minimizing negative associations tied to its name. A key step in reframing the word was reimagining its presentation in the logo. We created a visual hierarchy that prioritized “Coffee” as the hero of the logo. By placing it above “Plantation” and giving it a clean, inviting typographic treatment, we ensured that the viewer would naturally gravitate toward the more welcoming and relatable part of the name. “Coffee” was designed with a traditional yet approachable font style, evoking comfort and familiarity. Meanwhile, “Plantation” was treated with a softer focus, positioned as a secondary element in size and visual prominence.

To further distance "Plantation" from its historical baggage, we introduced subtle symbolic elements that redefined its meaning. The typography of "Plantation" incorporated abstract design elements inspired by a communal table. This was achieved by stylizing the crossbars of the "T" and the curves of the "A" to subtly evoke the imagery of a table—an inviting space for gathering and connection. This approach transformed the word into a visual metaphor for the café's ethos, shifting its historical association to human connection. By embedding this layer of storytelling into the word itself, we created a design that carried warmth and intentionality.

Additionally, the design choices throughout the brand reflected this shift. The color palette of earthy tones with soft greens and blues symbolized warmth and inclusivity, aligning with the café's welcoming identity. Illustrative icons, such as coffee cups and pastries, were stylized to add sophistication without being overly literal, further emphasizing subtlety in storytelling. By embedding symbolism and crafting an inviting visual hierarchy, we honored the café's historical roots while making it relevant and relatable to contemporary audiences. This transformation ensured that Coffee Plantation's identity reflects its role as a place "where the world meets."



Figure 2.05
Coffee Plantation
Logo Drafts



PRIMARY LOGO

The main, most recognizable version of a company's logo, used most frequently across all marketing materials.



SECONDARY LOGO

A simplified or alternative version of the primary logo, used in situations where the primary logo might not fit well.



MONOGRAM

A symbol made by combining two or more letters to represent a person or business.



SIGNATURE ICON

A signature simplified visual representation that the brand can be recognized by.

Figure 2.06
Coffee Plantation Logo Variations

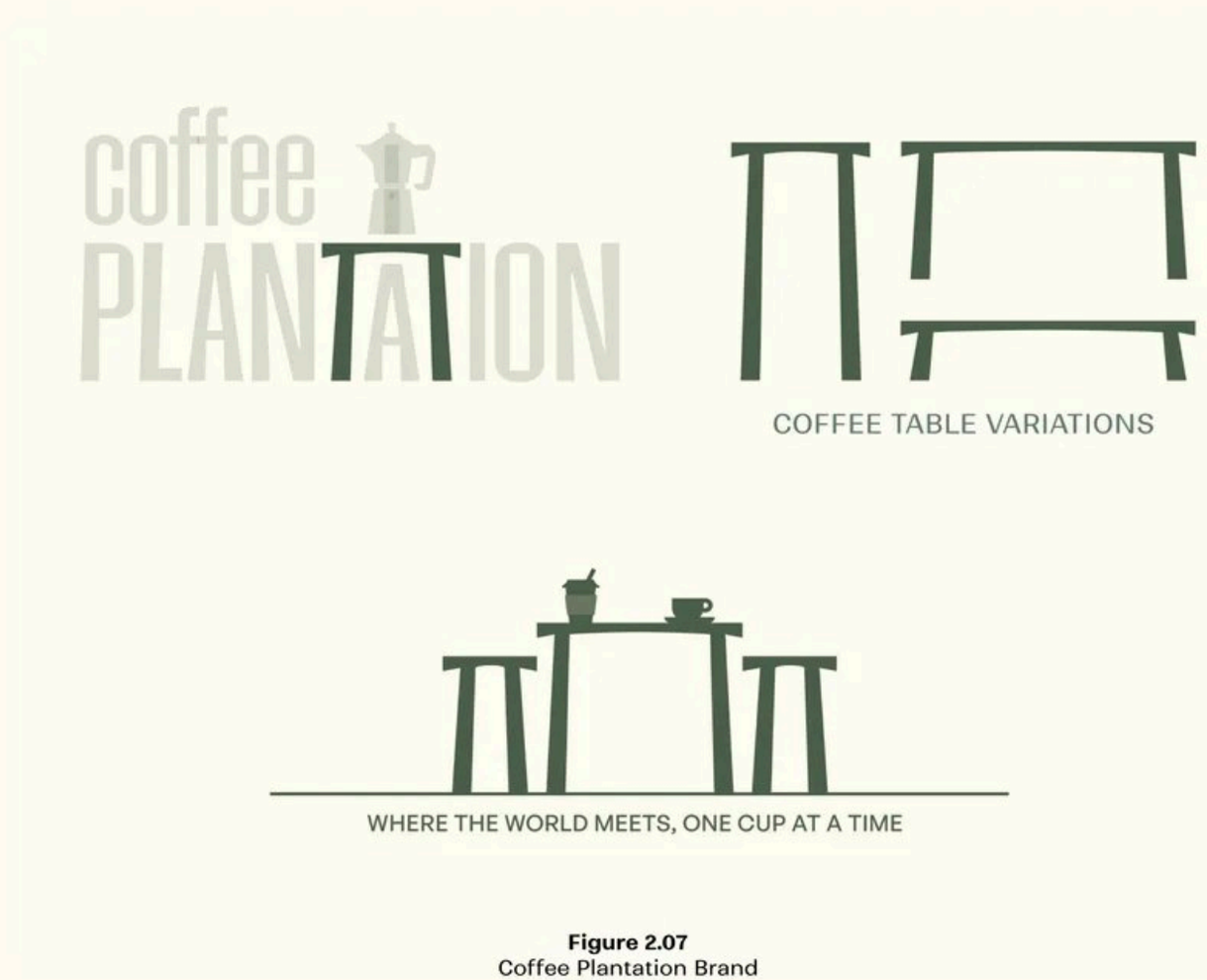


Figure 2.07
Coffee Plantation Brand
Visual Table-top

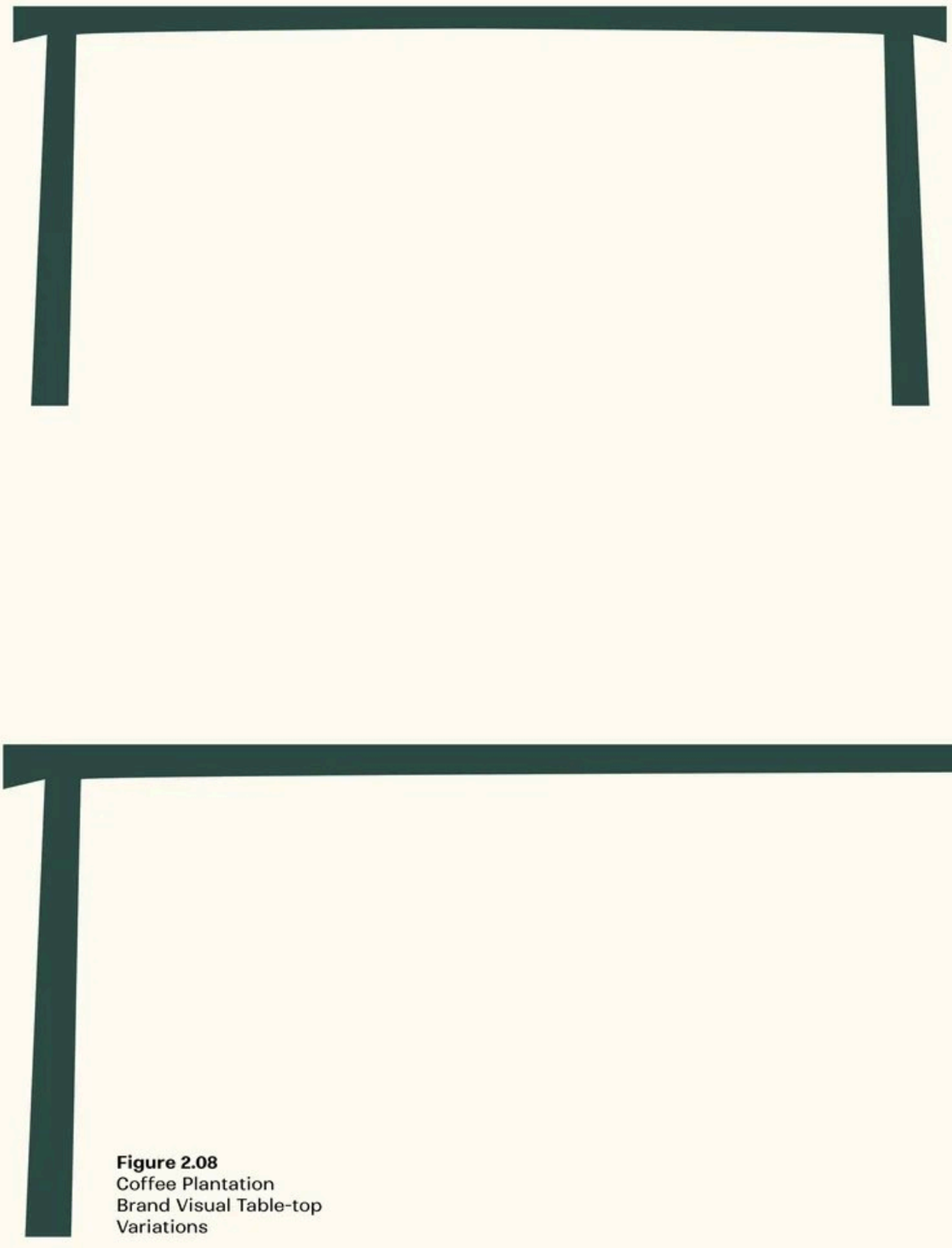


Figure 2.08
Coffee Plantation
Brand Visual Table-top
Variations

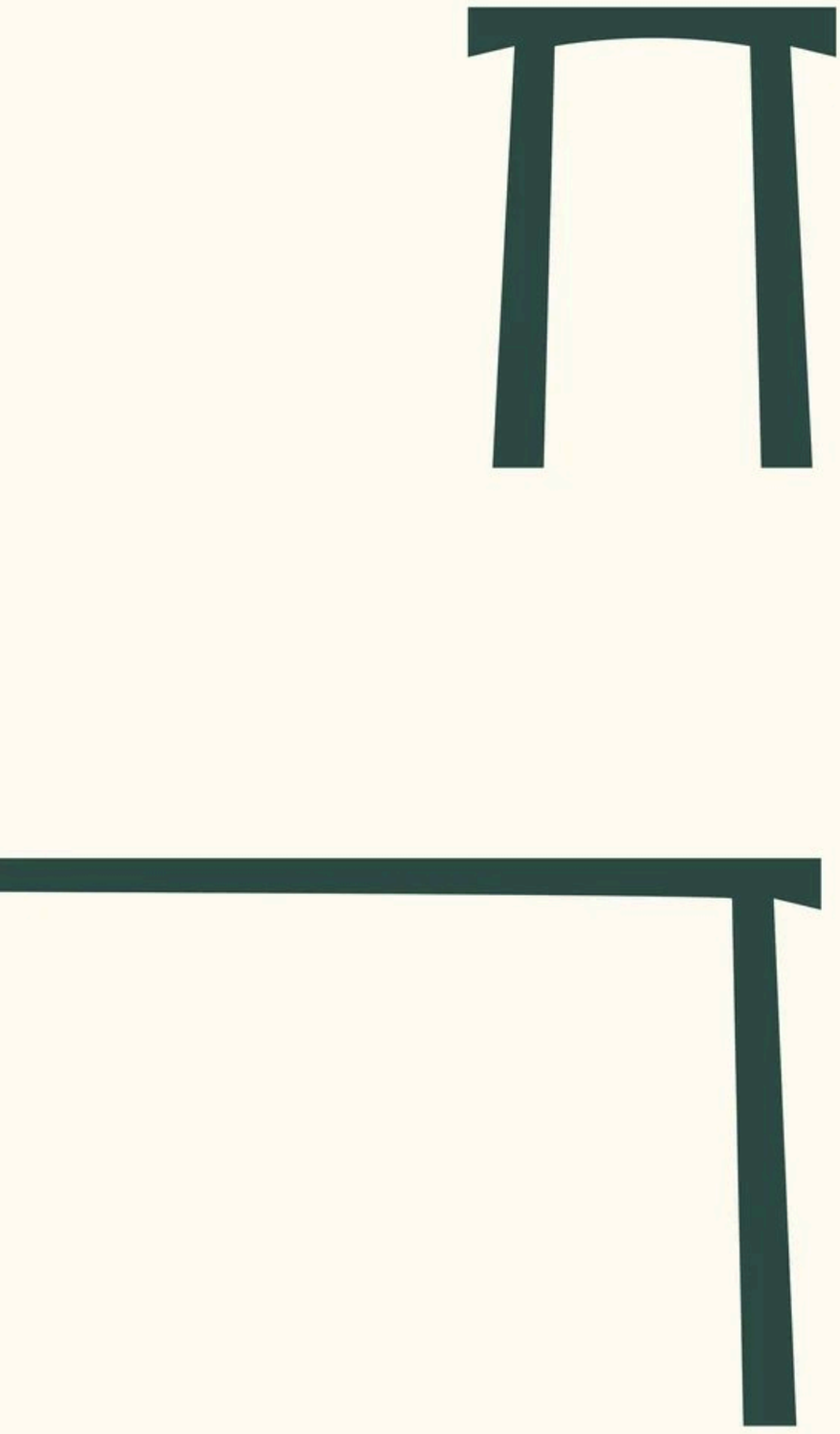




Figure 2.09
Coffee Plantation Color Palette



Prohead

Primary Heading Typeface
Prohead is a modern condensed sans serif font by RommSpace. With 7 distinct weights, you have the flexibility to create bold headlines, refined body text, and everything in between.

General Sans

Body Typeface
General Sans is a san-serif typeface designed by the Norwegian type designer Frode Helland for the Indian Type Foundry.





Figure 2.10
Coffee Plantation Coffee Kettle (Signature Icon)

Illustrative Style: A Conscious Choice for Sophistication and Timelessness

Illustration played a pivotal role in the rebranding of Coffee Plantation, bridging the gap between its rich heritage and its modern identity. The choice of an illustrative style was far from arbitrary—it was a calculated decision that reflected the café's essence as a space for connection, thoughtfulness, and community.

When we first conceptualized the illustrative elements, one thing was clear: we wanted to avoid literal representations. Literal illustrations, while often easier to interpret, can risk feeling generic or overly casual—qualities that did not align with Coffee Plantation's legacy.

During the early phases of brainstorming, we explored multiple stylistic approaches, including quirkier, millennial centric styles commonly seen in modern cafés. However, it quickly became apparent that such styles would not do justice to Coffee Plantation's identity. The café was not trying to compete with hip, Instagrammable coffee shops or pop-culture-driven chains; its strength lay in its heritage and its role as a community hub.

A quirky or overly playful style risked undermining this narrative, making the café feel less timeless and more ephemeral.

Instead, we gravitated toward a style that reflected Coffee Plantation's role as a steady presence in its patrons' lives. The subtlety of the illustrations ensured that the visuals would complement the brand's identity rather than overpower it while still feeling contemporary and relevant.



Figure 2.11
Coffee Plantation Food Icons



Figure 2.12
Coffee Plantation Brand Visuals

All good ideas start with brainstorming, but GREAT ideas start with a cup of coffee.



Figure 2.13
Coffee Plantation Brand Visuals



Figure 2.14
Signboard Mockup



Figure 2.15
Coffee Plantation Menu Mockup



Figure 2.16
Glass Bottle Mockup



Figure 2.17
Food Tray Packaging Mockup



Figure 2.18
Food Box Mockup

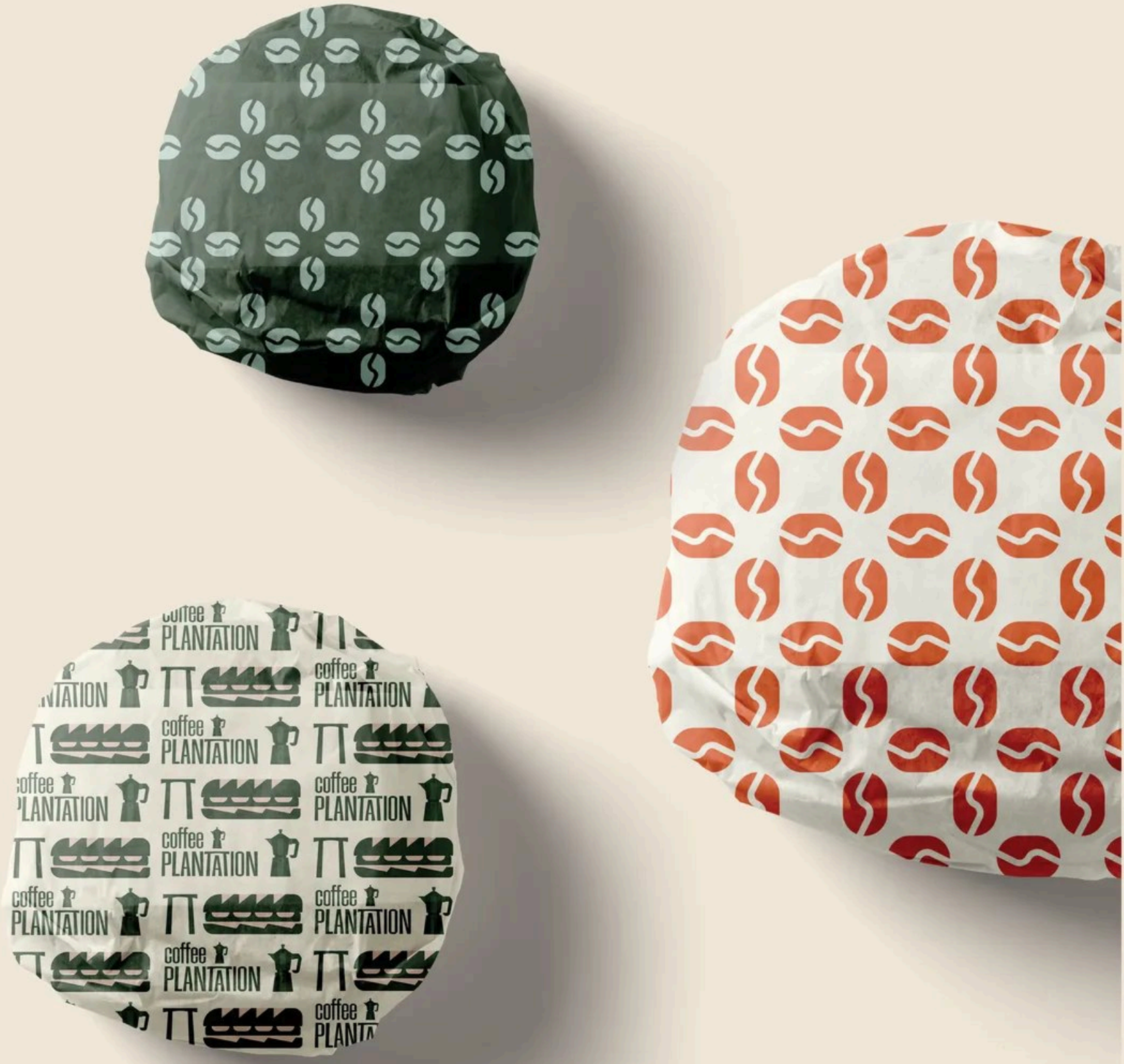


Figure 2.19
Food Wrapper Mockup



Figure 2.20
Crepe Packaging Box Mockup



Figure 2.21
Sandwich Packaging Mockup



Figure 2.22
Bakery Paper Bag Mockup

In a world where cafés are becoming takeaway counters, Coffee Plantation stays true to its origins. It's a sanctuary where people can sit down, savor their coffee, and reconnect—with themselves, their communities, and the world around them.



Figure 3.01
Baby Crib Photograph
by Charles Deluvio

03

Bondle: Redefining Parental Bonds

BRAND
Bondle

CLIENT
Ilan Chmelnik &
Bradley Moren

PROJECT
Brand Identity Design

STATUS
Ongoing

Bondle isn’t just another baby brand! It's an idea or commune of love and parenthood. It’s the joy of building a beautiful bond between parent and child.

Bondle is an innovative brand that prioritizes creating memorable experiences for parents, emphasizing reimagining the world of parenting through thoughtful design. At its core, Bondle's mission is to empower parents with innovative tools to enhance sleep, strengthen bonds, and support family well-being.

The brand name reflects the foundational values of connection and nurture, blending the words “bond” and “bundle” to capture the joy and intimacy of parenthood. Bondle’s acknowledges that parenthood comes in many forms, whether supported by grandparents, single parents, or diverse family structures. This philosophy drives the brand’s commitment to making inclusive design choices that resonate across various demographics and cultures. Their flagship product

Sleep Sack, promotes better sleep by incorporating soothing scents that help reduce separation anxiety for babies, making it easier for both parents and children to rest. Bondle's products aim to serve as functional tools and symbolic reminders of the connections between parents and children, evoking feelings of trust, safety, and care. The brand places equal weight on utility and visual appeal, ensuring its practical offerings reflect a modern, stylish sensibility.

Bondle approached us with a vision to create a brand that stands out among traditional parenting products. Initially known as "Enchanted Baby," the brand struggled to connect with the evolving market and needed a complete overhaul of its identity. The founders, Ilan and Bradley, wanted to move beyond child-focused branding to emphasize the holistic experience of parenthood instead. Their goal was to shift the narrative, presenting their brand as a partner in the parenting journey rather than simply a product provider. The brief was clear: create a brand that embodies sophistication and care while breaking away from stereotypes associated with baby-centric marketing.

The new identity needed to be gender-neutral, adaptable, and reflective of diverse family structures. Bondle wanted to differentiate itself in a market saturated with overly whimsical and cliché representations, striving instead for elegance, timelessness, and subtle emotional depth. Our task extended beyond visual branding, encompassing product positioning, logo ideation, and creating a unified tone that would resonate with modern parents.

Designing Bondle's brand identity began with an in-depth understanding of the parenting ecosystem. One of the initial challenges was navigating the founders' attachment to their original branding and guiding them towards a more progressive and inclusive narrative. The decision to rename the brand to "Bondle" was pivotal, signalling a fresh start and emphasizing the emotional connections the brand aims to foster. This renaming process involved extensive brainstorming, where keywords like "bond," "joy," and "bundle of happiness" inspired the final name.

For the visual identity, we analyzed multiple directions, balancing modernity and warmth. Our first approach was to create something playful and whimsical. That of course wasn't the solution we were looking for. After a few variations, we realized that even though Bondle was a baby care brand, it caters to parents. At its core, it is a brand about a community of parents.



Figure 3.02
Bondle Logo Drafts; Examples for a playful and whimsical brand

Another idea was to incorporate an animal motif to enhance the brand's soft and welcoming ambiance. A challenge arose here: The founders resisted the idea of an animal motif. Initially, while still "Enchanted Baby," the brand had explored a baby fox in their logo concept. However, this didn't resonate with the brand's identity, as the fox holds different symbolic meanings across cultures, ranging from cleverness to mischief. So, we had to deepen our research into the motif to ensure its significance was not harmful to the brand's identity.

As we continued to research, we turned our attention to storks, inspired by Medieval European folklore, where storks are believed to deliver babies from the heavens. While the concept was charming, we encountered challenges when incorporating the stork into the wordmark. Its shape, with its sharp angles, was difficult to stylize without losing its essence. Our search continued until we landed on a bunny, an animal that maintains a positive reputation across most cultures. Bunnies symbolize innocence, comfort, and gentleness, as well as fertility, new beginnings, and care. These associations made the bunny an ideal choice for conveying warmth and nurturing.

With the bunny chosen, we moved forward to name it "BON" and integrate it into the brand's visual identity. This addition fit seamlessly, enhancing the overall warmth and accessibility of the brand, while maintaining a timeless and universal appeal.



Figure 3.03
'BON'



Figure 3.04
Happy Baby



Figure 3.05
'BON' Charcoal over Beige



Figure 3.06
Bondle Primary Logo
Charcoal over Beige

bondle

Figure 3.07
Bondle Wordmark Beige
over Charcoal



Figure 3.08
Bondle Color Palette

Color played a crucial role in conveying Bondle's identity. We were stuck between muted and neutral colors that feel grounded but dull, and vibrant colors that are joyful but slightly too childish for Bondle. To avoid conventional palettes tied to gender or age, we developed a monochromatic approach. The flexibility of this system allows products to adapt visually across various contexts without losing their subtle charm. The palette creates an inviting and cohesive aesthetic.

One main challenge was making the branding cater to everyone while still being unique. This paradox required us to educate the founders about the importance of differentiation and the need to take creative risks. Another challenge was carefully considering cultural nuances, ensuring the brand identity was universally relatable without relying on region-specific symbolism. Through a collaborative and iterative design process, we achieved a result that solved all these challenges, which the team and the clients were thrilled with.

The final brand identity of Bondle is a reflection of the philosophy that good design is as much about storytelling as it is about visuals. Bondle successfully combines thoughtful aesthetics, and emotional resonance, creating a brand that redefines parenthood for a modern audience.

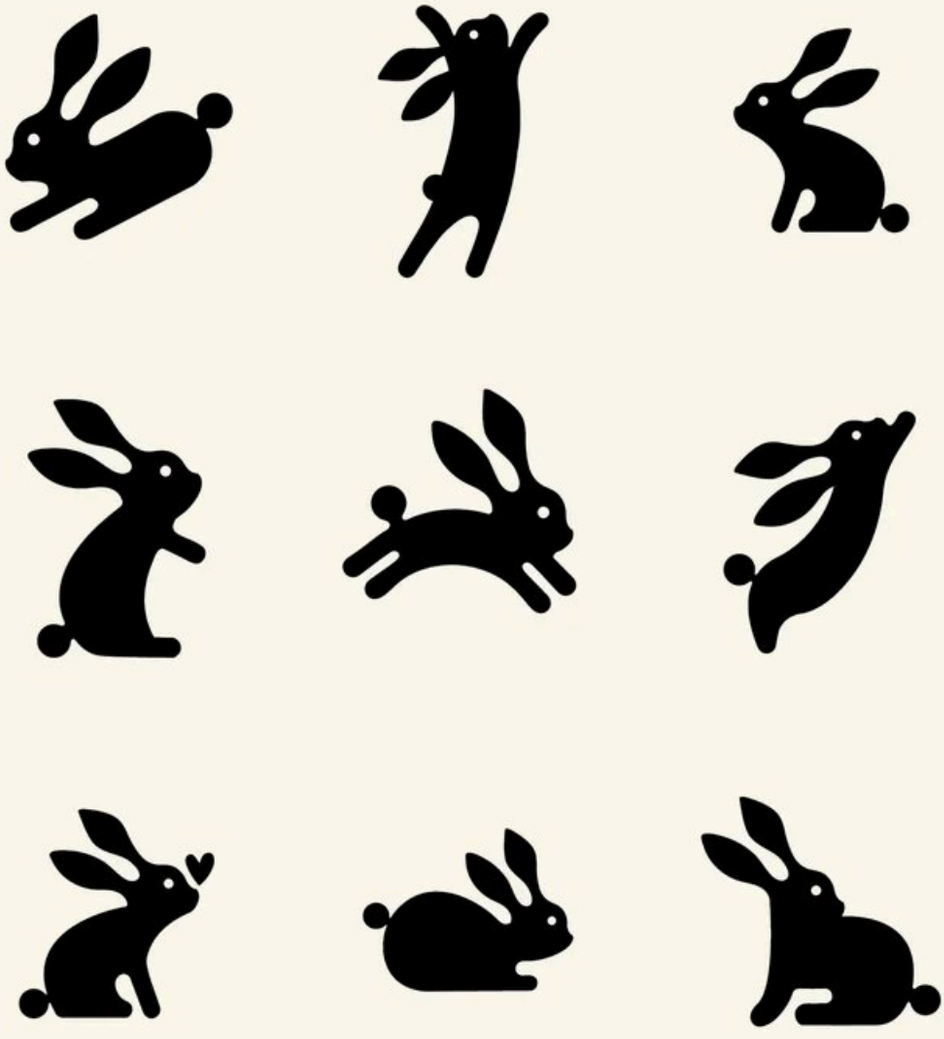


Figure 3.09
'BON' Poses



Figure 3.10
'BON' & Brand Signature Visual

When we first started working on Bondle, one of the biggest challenges was to separate the product from the brand.

Often brands are designed solely around one single original product idea, which makes it difficult to imagine the brand beyond it. That approach is not sustainable for every brand. While the product is important, the brand should create a connection with the audience on its own too. Bondle is about parenthood, not just the product. This shift in perspective allowed us to explore a deeper narrative that celebrates the bond of parenting in all its diverse forms, while allowing the brand space to explore.

Our approach to Bondle wasn't just about design; it was about anticipating the needs of a brand that could grow with its audience. The initial branding conversations were tied to the product, but as we dug deeper, we uncovered the larger story—the experience of parenthood, the moments that matter, and the emotional support families seek. Bondle isn't just a sleep sack brand; it's a companion to parents on their journey.

This understanding shaped every design decision, from the name to the visual language, ensuring that Bondle felt like a reliable, comforting presence in people's lives.



Figure 3.11
Waterproof Sticker Mockup



Figure 3.12
Packaging Boxes Mockup



Figure 3.13
Baby Bib with Rattles Mockup



Figure 3.14
Enamel Pin Mockup



Figure 3.15
Tag Mockup



Figure 3.16
Wrapping Paper in Perspective Mockup



Figure 3.17
Woven Label Embroidery Logo Mockup



Figure 3.18
Tote Bag Mockup



Figure 3.19
Street Poster Mockup


bondle
Love
& Wonder
into your baby care routine
bondle
For more info, visit bondle.care



Figure 4.01
Set Box Truck Mockup

04

Kaizen: Reimagining Utility

BRAND
Kaizen

CLIENT
Pierce Braun

PROJECT
Brand Identity Design

STATUS
Complete

Kaizen is about leaving spaces better than you found them—whether it's waste management or landscaping, it's the pursuit of perfection that sets us apart.

Kaizen is a brand built on the philosophy of continuous improvement, inspired by the Japanese ethos of refinement and betterment. "Kaizen" translates to "change for better," and encapsulates the brand's vision of elevating everyday services to a premium standard. At its core, Kaizen aims to disrupt traditionally viewed utilitarian industries by introducing luxury, precision, and sustainability elements. Rooted in values such as passion, persistence, and a commitment to perfection, Kaizen extends its expertise across a diverse portfolio that includes waste management and landscaping.

Utilitarian industries such as waste management, landscaping, and similar service-based sectors are often perceived as functional with no finesse. Their branding also leans toward a utilitarian approach – usually corporate, straightforward and uninspiring. These brands focus on efficiency, cost effectiveness, and reliability but

frequently lack emotional appeal that connects with perceptive consumers. Kaizen understands this and bridges the gap between practicality and connection because they know that consumers want more than just service. Kaizen positions itself as more than just a service provider; it envisions itself as a steward of better living.

Every interaction with Kaizen is designed to leave spaces, lives, and communities better than they were found.

With a future-forward approach, Kaizen has also ensured that its brand identity is expansive, allowing the possibility to grow into newer domains. This adaptability is reflected in its visual branding, balancing the elegance of Japanese-inspired design with modern, clean aesthetics that signal efficiency. Kaizen commits to delivering excellence, one service at a time.

The Kaizen team came to us with a straightforward but ambitious vision. They wanted to create a brand that could scale beyond a single service category while maintaining its premium positioning. Initially focused on waste management for upscale apartment complexes, they envisioned Kaizen evolving into landscaping and possibly other high-value services. The challenge was to ensure that the branding was not overly specific to waste management but broad enough to allow for future growth.

Another key requirement was to convey the ethos of perfection and attention to detail. The founder, who had personal ties to Japanese culture, wanted the brand to subtly reflect this heritage without feeling overtly thematic. From typography inspired by Japanese scripts to design systems rooted in precision, every aspect of Kaizen's identity had to reinforce the idea of transformation—turning clutter into clarity and disorder into harmony.

A Delicate Balancing Act

One of the biggest challenges of this project was also the most significant ask in the brief we were given: creating a dynamic brand that feels premium. As an essential service, waste management is often undervalued, yet the workers who provide it are some of our most crucial. We understood the importance and meaningfulness of their work, and that understanding extended beyond just waste management. It speaks to the broader services Kaizen could offer and the overarching philosophy of improving and maintaining the community by "leaving it better than we found it."

When we think of premium services, we often picture high-end aesthetics—clean lines, muted tones, and refined typography. But traditionally, utilitarian services aren't associated with luxury. This created a contradiction we had to navigate, and that's where design became key. Our goal was to position Kaizen as a company that brings excellence and efficiency to a space typically seen as utilitarian. The brand had to feel structured, intentional, and forward-thinking—just like the service it represents. It was a delicate balancing act: how do we make waste management feel like a high-end experience without losing its inherent functionality?

The design process became an exploration of how to communicate "improvement" and "perfection" visually. The branding had to work across multiple touchpoints—from trucks and uniforms to digital interfaces and potential future sub-brands.



Figure 4.02
Kaizen Logo Drafts 01



Figure 4.03
Kaizen Logo Drafts 02

With the founder's deep connection to Japanese culture, he wanted to explore incorporating a ninja into the logo. We considered tying it to the quickness and precision of a ninja, but in execution, it felt too playful and youthful—far from the premium identity Kaizen needed. Our next iteration attempted to showcase progress by transitioning from a cluttered, unstructured pixel font to a sharper one, but again, it lacked the refined feel we were aiming for. That's when the sparkle came into focus. We experimented with integrating it into a bold typeface, but maintaining the right proportions and ensuring cohesion within the wordmark proved challenging.

At this point, though, one thing was clear: the sparkle belonged in the logo. It wasn't just an aesthetic choice—it was the perfect symbol for Kaizen's philosophy. The design process became an exploration of how to visually communicate "improvement" and "perfection".

From that moment on, every brand element was built around that sparkle, making it the heart of Kaizen's identity.

The Story Behind the “Sparkle”

The design process for Kaizen began with immersing ourselves in the brand’s philosophy.

Understanding "Kaizen" as a principle of continuous improvement was key to shaping our approach. The founder’s ties encouraged us to explore Japanese motifs as a foundation for the brand’s identity. Through this exploration, we came across the concept of Kodawari (こだわり)—the relentless pursuit of perfection. It embodies passion, persistence, commitment, and attention to detail. Kaizen wasn’t just about delivering a service; it was about refining every aspect of it to create an experience that felt seamless, efficient, and thoughtfully executed. These four values derived from the Kodawari concept became the foundation for the symbol we used in Kaizen’s logo.

The four-pointed sparkle represents the four Kodawari values: passion, persistence, commitment, and attention to detail. It also shines through as the gleam of a well-maintained space. This concept extended into the brand’s structure, where we used the size and placement of the sparkle to influence how Kaizen acts visually on different platforms.

The result was a refined logo that subtly integrated sparkles and a grid—signifying precision, quality, and transformation. For typography, we aimed to balance modernity and cultural resonance, selecting and customizing a typeface that carried a quiet nod to Japanese calligraphy without feeling overly thematic - Rethink Sans ExtraBold. It is Kaizen’s primary typeface, which is deceptively simple and filled with thoughtfully turbocharged features. Roboto Flex Light is our supporting typeface, which beautifully complements the primary type and the overall branding.

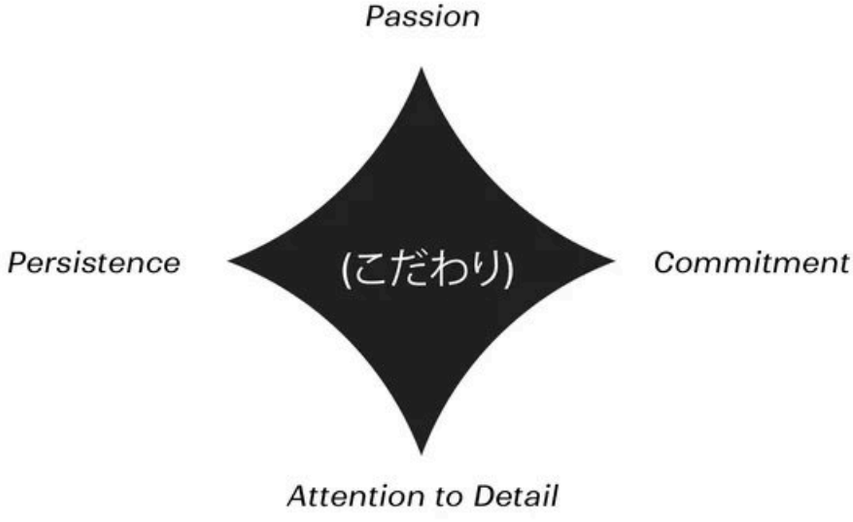


Figure 4.04
Kodawari



Figure 4.05
Kaizen Logo Draft 03

The next three logo drafts were built around this sparkle as we also finalized the typeface for the logo. From this stage, it was all about striking the right balance— refining the logomark, and ensuring they fit seamlessly together.

After multiple iterations, each refining the design further, we arrived at the final logo— one that captured everything Kaizen stood for and felt premium in just the right way from the typeface to the 'sparkle'.



Figure 4.06
Kaizen Primary Logo

KAIZEN
ICON

KAIZEN
WORDMARK

Kaizen

KAIZEN
PRIMARY LOGO

Kaizen

KAIZEN
EXTENDED LOGO

Kaizen
WASTE

Figure 4.07
Kaizen Logo Variations

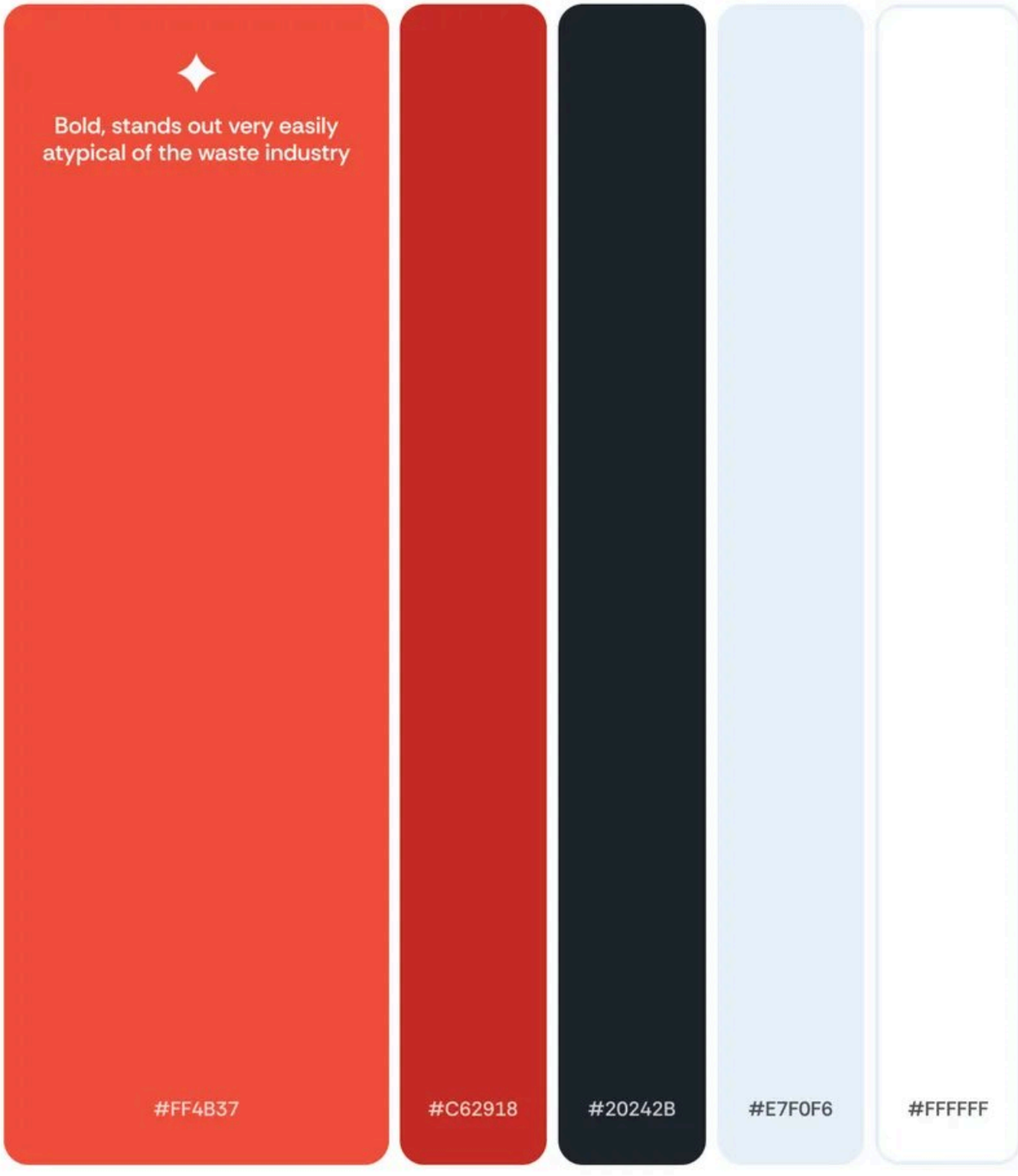


Figure 4.08
Kaizen Color Palette

When choosing colors, we wanted something premium, bold, and different—something that would set Kaizen apart in its industry. Vermilion immediately stood out. Beyond its striking visual impact, vermilion symbolizes energy, vitality, and transformation—all qualities that align with Kaizen's philosophy of continuous improvement. In Japanese culture, vermilion is also associated with protection and prosperity, reinforcing the brand's idea of elevating essential services with precision and care. The varied color palette was built around this bold vermilion, complementing it with tones that balanced warmth and sophistication.

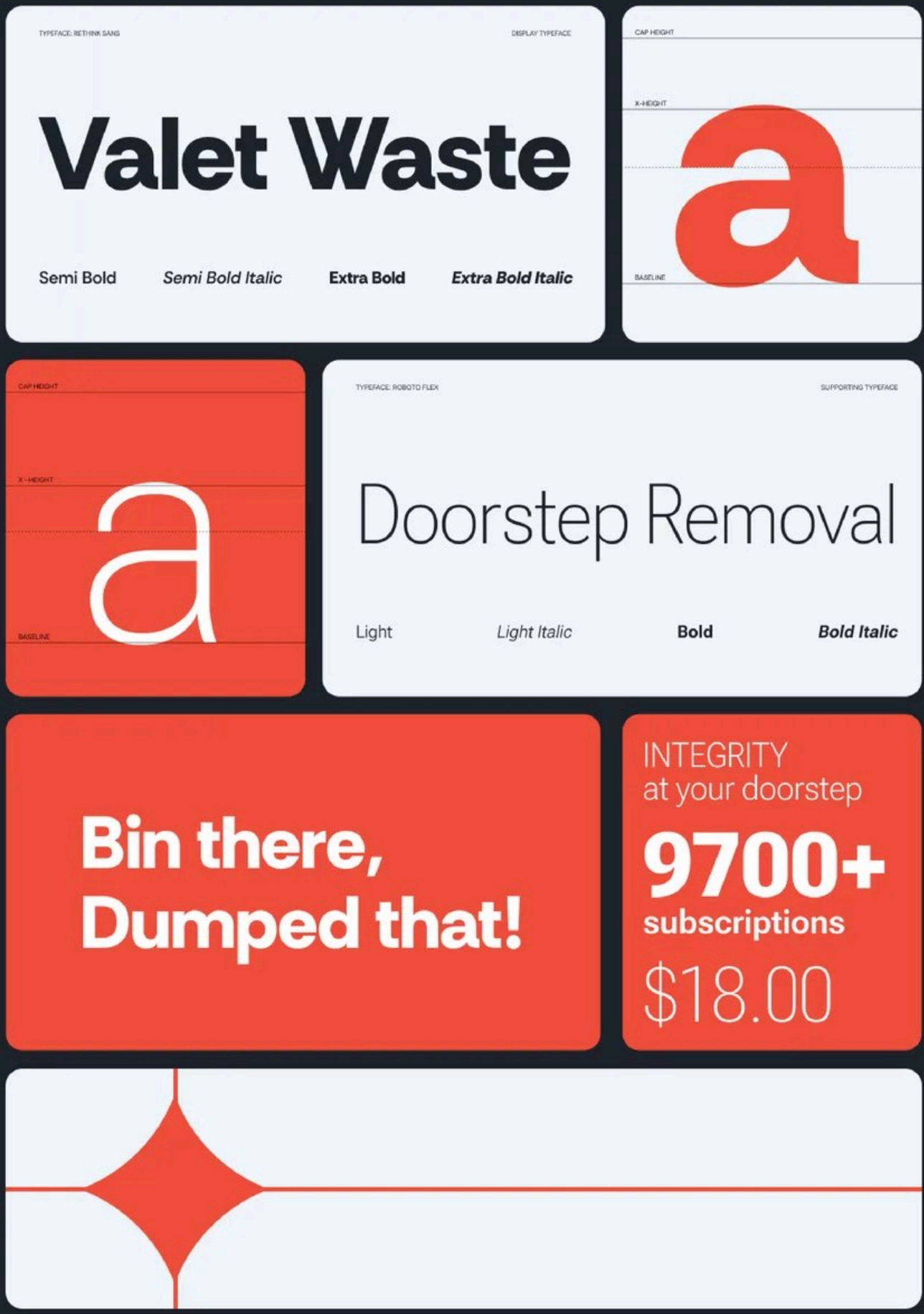


Figure 4.09
Kaizen Brand Elements

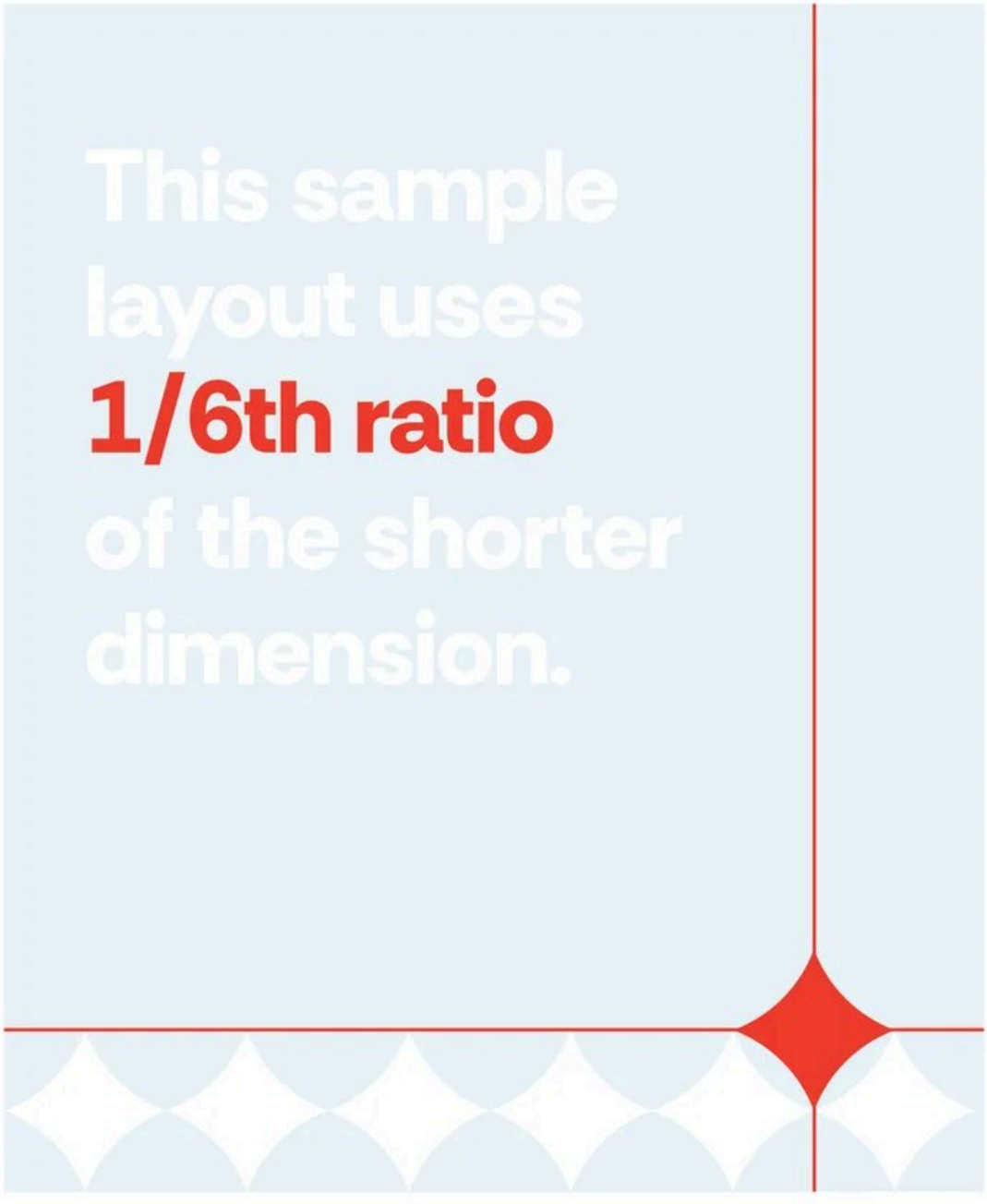


Figure 4.10
Kaizen Brand Layout Guide 01

When coming to the broader identity of Kaizen, we took inspiration from the gridded system of tatami mats, a fundamental element of Japanese architecture. The modular and rational layout of the tatami allowed for flexible yet intentional design choices, influencing how we use the sparkle from our logo. We use the four-pointed star that works from 1/2nd to 1/10th of the shorter dimension. This helps make its representation dynamic. Together, the logo, typography, motifs and colors form Kaizen's new identity—one that is unique yet deeply rooted in its philosophy. Designed to work seamlessly across digital and print, the branding extends effortlessly onto trucks, bins, uniforms, and every touchpoint where Kaizen leaves its mark.

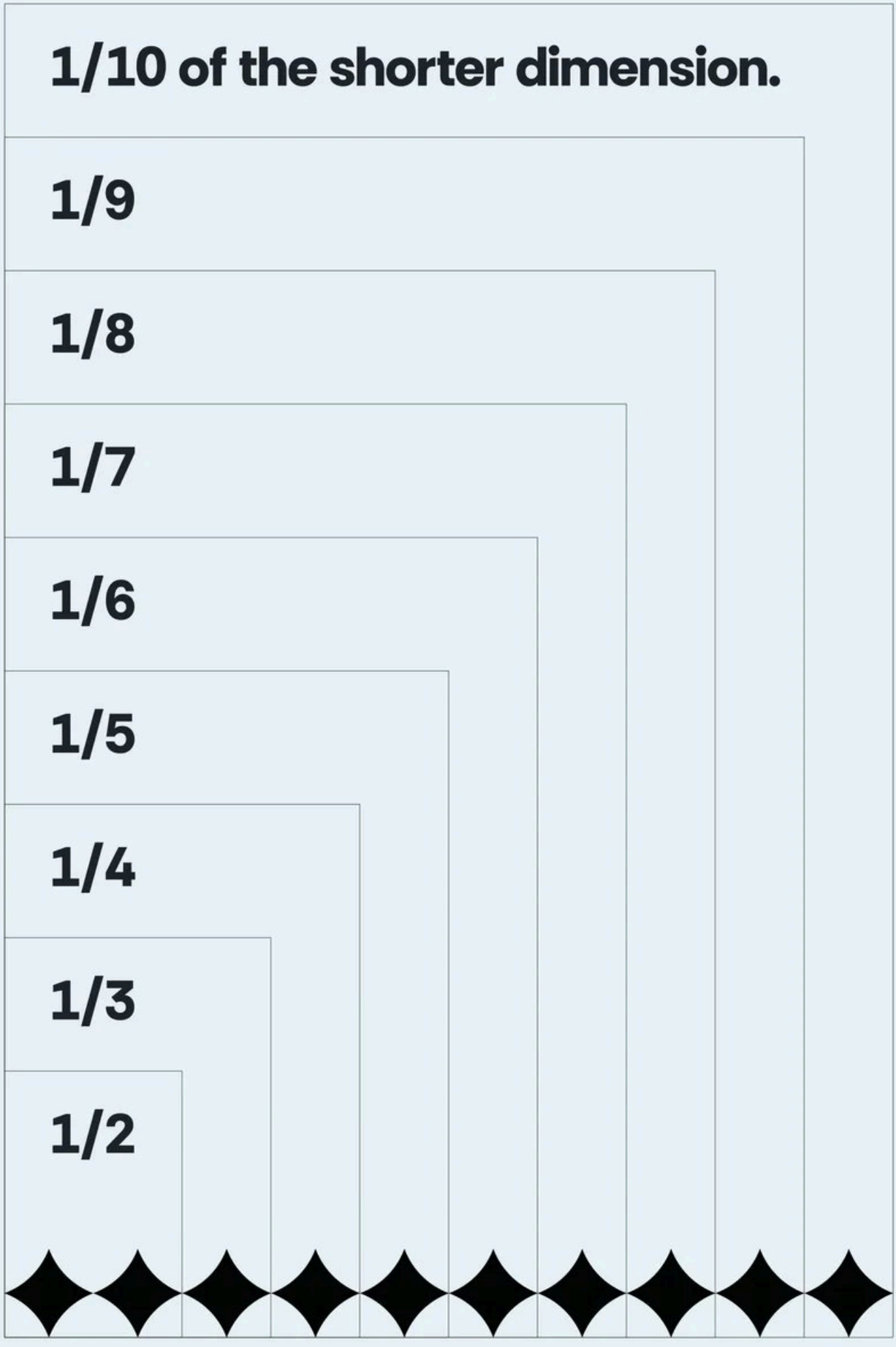


Figure 4.11
Kaizen Brand Layout Guide 02

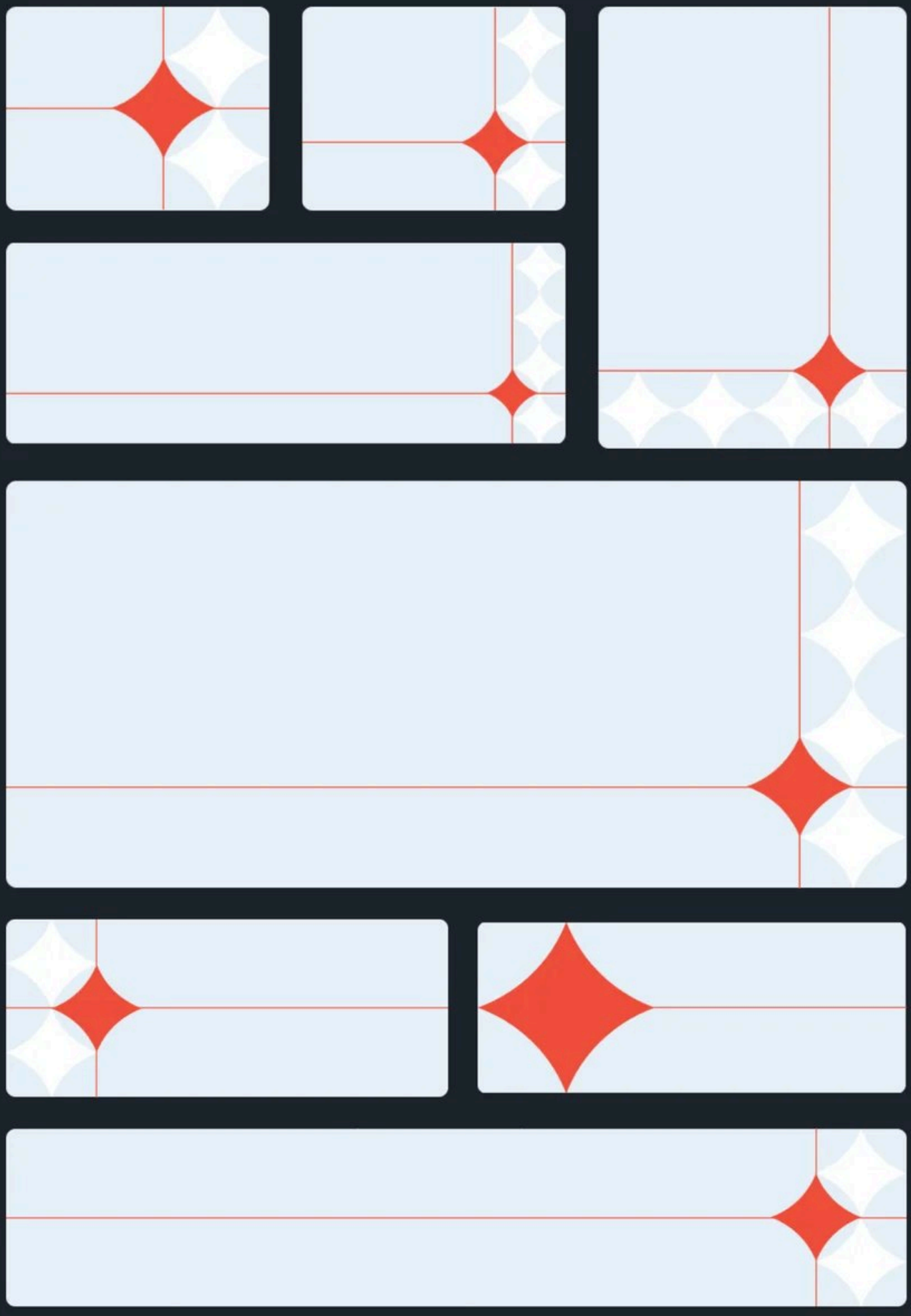


Figure 4.12
Kaizen Brand Layout Guide 03



Figure 4.13
Outdoor Branding Mockup



Figure 4.14
Billboard Mockup



Figure 4.15
Poster Mockup



Figure 4.16
Container Mockup



Figure 4.17
Set Box Truck Mockup



Figure 4.18
Instagram Mockup





Figure 4.19
Kaizen Uniform Design Drafts



Figure 4.20
Polo Raglan T-Shirt Mockup

Designing for a utilitarian industry does not mean stripping away elegance and sophistication—it means finding the balance between purpose and polish. The biggest challenge was also the biggest lesson: premium doesn’t have to mean indulgent, and essential doesn’t have to mean ordinary. Every design choice reflected Kaizen's philosophy, from navigating the contradictions of luxury in a practical field to ensuring the brand remained approachable yet aspirational. The result is a brand that doesn’t just offer a service—it redefines expectations. Kaizen is changing perceptions and transforming lives, one service at a time.



Figure 4.21
City Billboard Mockup



Figure 5.01
Eat Purposefully
Creamsicle Granola

05

Eat Purposefully: Crafted for a Good Gut Feeling

BRAND
Eat Purposefully

CLIENT
Mackenzie DeZolt

PROJECT
Brand Identity Design and Packaging

STATUS
Complete

Eat Purposefully is all about intentional eating—making choices that nourish both body and mind. What started as a family granola recipe grew into a philosophy: eat with awareness, eat with joy, eat purposefully.

Eat Purposefully, formerly known as Kenz Crunch, is a granola brand born from a passion for health rooted in family tradition. Created by Mackenzie, the granola recipe is inspired by her mother, Hope, and their shared love for wholesome, homemade food. The product is a sourdough-based granola that incorporates prebiotics—a standout feature in a market flooded with generic "organic" granola options. The brand's target demographic consists of women aged 40–60 who are health-conscious, value high-quality nutrition, and are beginning to prioritize their wellness in everyday meals.

Mackenzie envisioned a brand that would resonate with this audience and reflect the artisanal nature of her product. She approached Devalok for a complete overhaul: a name, brand identity, & packaging that would communicate the

granola's unique qualities and position the brand as a premium offering.

For us, this was an exciting challenge—not just a rebrand, but an opportunity to craft a distinct identity in a crowded market. Purposefully had all the right ingredients to stand out: a unique product rooted in science, a compelling personal story, and a mission that went beyond just being "healthy." Mackenzie's journey and her connection to the brand made this project especially meaningful, allowing us to create something that felt both emotionally resonant and strategically differentiated.

Mackenzie grew up with a simple but powerful lesson from her mom, Hope—live with purpose. So when it came to creating their favorite snack, it couldn't just check the 'healthy' boxes; it had to do more. It had to support gut health and make people feel their best. Eat Purposefully's granola stands out because of its unique, science-backed fermentation process, making it not just another health product but one with real benefits. Naturally, when it was time for a brand overhaul, it had to stay true to this mission—rooted in science, purpose, and the homegrown identity that started it all.

The brand's name had to reflect this philosophy too. The renaming journey became a crucial part of the project—starting as Kenz Crunch, it evolved into Purposefully and later into Eat Purposefully due to trademark challenges and the need for broader brand adaptability. Mackenzie wanted a name that felt organic and nourishing while still carrying the warmth of her personal story.

A “Heartfelt” Logo

The Eat Purposefully logo was crafted with adaptability, storytelling, and visual harmony in mind. Since the brand had the potential to expand beyond granola into a broader wellness-focused food category, we needed a logo that felt rooted in health-conscious living while remaining flexible for future growth. Striking the right balance was key—something that communicated trust and subtlety but also felt inviting and personal.

We explored various directions, from handwritten scripts to modern geometric fonts, but found that both extremes either felt too casual or too clinical for the brand’s ethos. The type had to give the feeling of handwritten warmth while still maintaining a refined and structured look, ensuring it resonated with Eat Purposefully’s balance of personal connection and credibility. After multiple iterations, we finalized a refined serif typeface with subtle organic curves, achieving a look that was both structured and warm. Given the length of the word “Purposefully”, careful spacing and weight adjustments were necessary to maintain readability without making the design feel heavy. To enhance clarity and adaptability, “Eat” was placed in a smaller font size above “Purposefully,” allowing for a balanced composition. A small heart was subtly integrated into the letter “o,” reinforcing the brand’s emotional connection to personal wellness and mindful living. The final wordmark was designed to be highly versatile, ensuring it would work seamlessly across packaging, digital platforms, and any future brand extensions.



Figure 5.02
Eat Purposefully Logo Drafts



Figure 5.03
Eat Purposefully Primary Logo

Balancing Health and Appetite

One of the most challenging aspects of this was selecting the color palette, as the visual tone needed to resonate deeply with the target demographic while also standing out in a crowded market. Mackenzie's initial inclination was toward earthy tones—muted greens, browns, and beiges—that aligned with traditional organic and health-conscious branding. While these colors felt natural, we were hesitant, as they risked making the brand appear dull and uninviting. We wanted something that not only conveyed wholesomeness but also felt fresh and appetizing. Through a deep dive into color psychology, we explored stimulating colors like orange, yellow, and red, which are known to trigger appetite and energy. However, incorporating these without overwhelming the brand's identity required a careful balance.

Studies revealed that while red and yellow are effective in triggering hunger, they are also closely associated with fast food and indulgence—something we wanted to avoid. At the same time, greens and blues signal health and freshness but can sometimes feel too clinical or bland. The solution was a carefully curated palette: a soft, pale orange to subtly suggest vibrancy without being overpowering, balanced by grounding tones of moss green and beige to reinforce the organic aspect. To prevent the palette from feeling too expected, we introduced a light blue accent, adding a fresh, modern contrast that bridged the brand's natural roots with its aspirational, premium positioning.



Figure 5.04
Example of Color Palette for Fast Food Brands

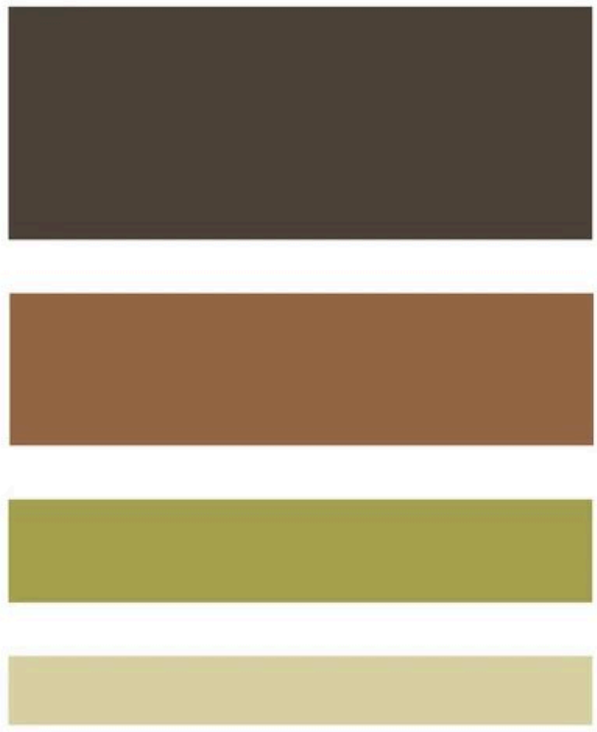


Figure 5.05
Example of Color Palette for Healthy Food Brands



Figure 5.06
Eat Purposefully Color Palette

Color was one of the biggest debates. We initially leaned towards neutral and earthy tones, assuming they best conveyed health and organic qualities. But when we examined consumer psychology, we realized that while those tones suggest ‘natural,’ they often fail to create an emotional pull. On the other hand, bright colors immediately signal appetite and energy but risk feeling too ‘fast food.’ The challenge was to find a middle ground—colors that felt fresh and inviting while maintaining the credibility of a health-conscious brand.



Figure 5.07
Eat Purposefully Brand Elements

MEGAFIELD

Aa

HEADLINES

Regular
Medium
Semi Bold
Bold
Extra Bold

Aa Bb Cc Dd Ee Ff
Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq
Rr Ss Tt Uu Vv Ww
Xx Yy Zz

SATOSHI

Aa

BODY

Regular
Medium
Bold
Black

Aa Bb Cc Dd Ee
Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

"My mom taught me from a young age that food is *Medicine*, and the *gut* is our second brain. It was time to make a snack that actually *nourished* us"

Experience a burst of sunshine in every bite with our ***Arizona Sunshine Mango Turmeric Granola***. Crafted with the finest ingredients, this delicious blend combines the vibrant flavors of ripe ***mango*** and the warm, earthy notes of ***turmeric***. Packed with the protein power of soy, the anti-inflammatory benefits of turmeric, and the vitamin-rich goodness of mango, our granola is designed to nourish your body and delight your taste buds.

Packaging with Purpose

When Mackenzie first started, she used simple brown packets with printed stickers—an affordable but limiting approach. During our discussions, we explored premium options like tetra packs and small boxes, but budget constraints led us to refine the existing format instead. Our challenge was to create packaging that felt elevated, intentional, and unique without adding unnecessary stress or costs for the client.

Mackenzie wanted a minimal aesthetic, so we kept the design clean while infusing it with personality through illustrations. Each flavor had a customized illustration featuring its key ingredients, ensuring a premium yet handcrafted feel. The color palette was bright but balanced, avoiding an overly cartoonish look. One major design debate was the inclusion of a cutout window to showcase the granola inside. However, given how granola settles—with crumbs at the bottom and varying fill levels—we opted against it. Instead, we created an illusion of a window using high-quality product imagery, maintaining the transparency effect without its downsides.

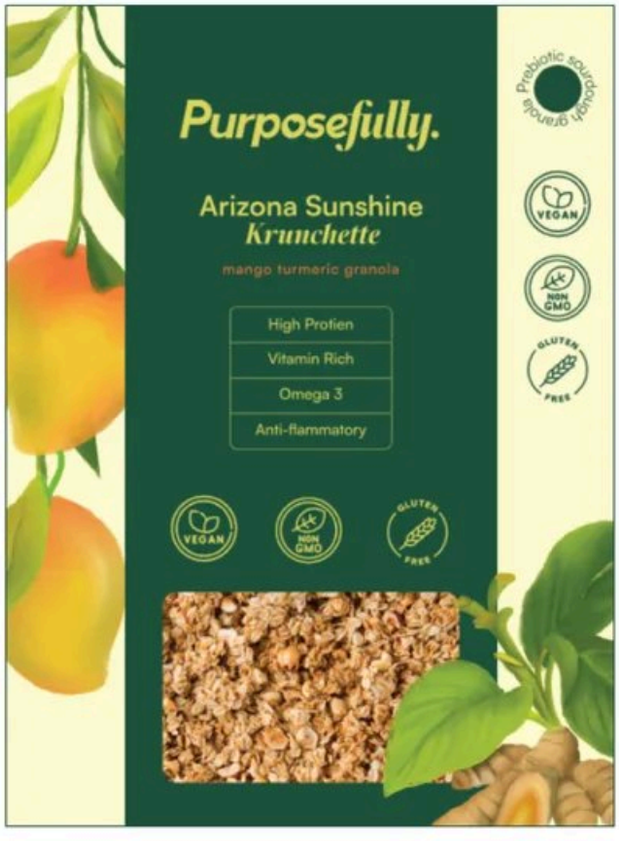


Figure 5.08
Eat Purposefully
Packaging Draft-01

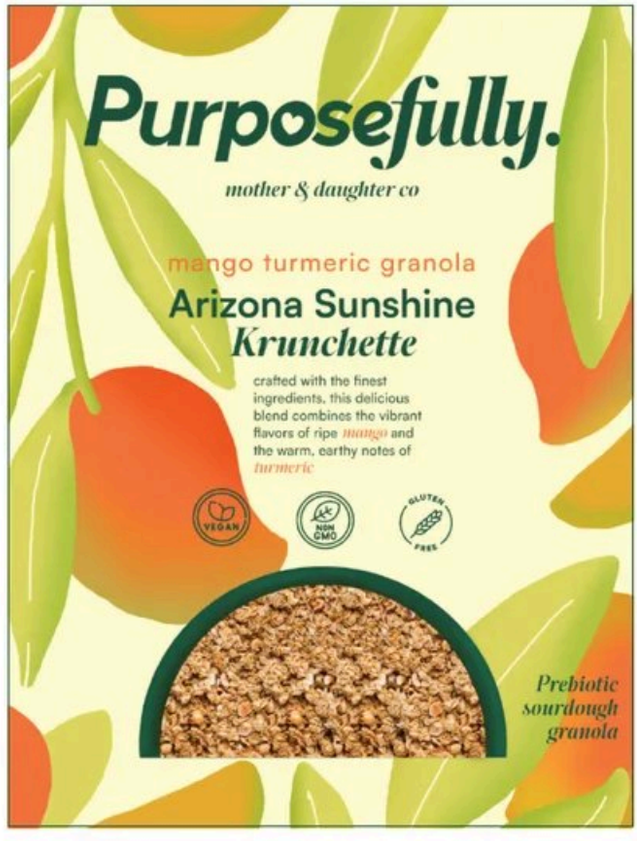


Figure 5.09
Eat Purposefully
Packaging Draft-02

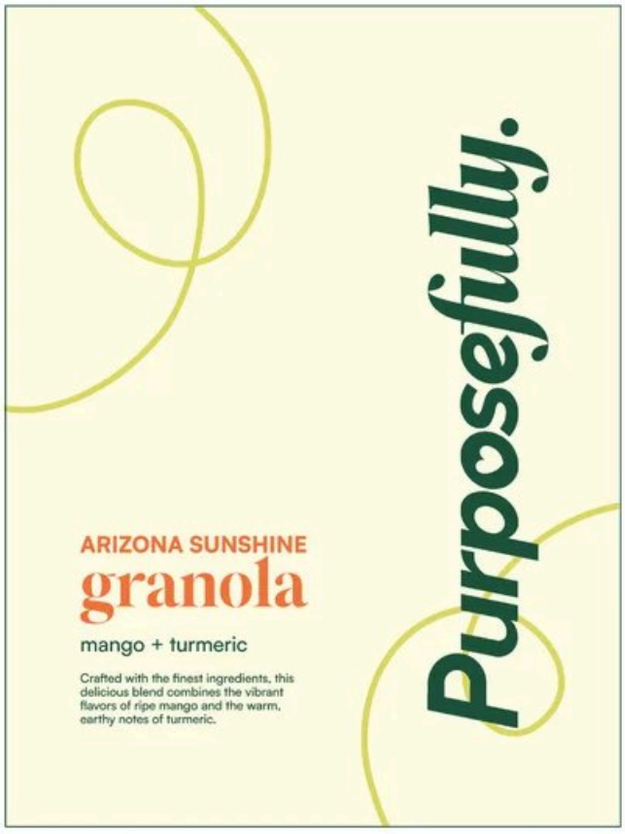


Figure 5.10
Eat Purposefully
Packaging Draft-03



Figure 5.11
Eat Purposefully
Packaging Draft-04



Figure 5.12
Eat Purposefully Packaging
Draft-05 Ziplock Pouch Mockup

Bringing all these elements together, we crafted more than just packaging—we built a wholesome brand identity for Eat Purposefully. The homegrown essence is woven into every detail, from the personal note to the carefully chosen messaging and design. From the first look at the packaging to the moment of tearing it open, to the first bite, everything was curated to feel intentional, warm, and deeply personal. It's not just about selling granola; it's about inviting people into Mackenzie's story and making them feel like a part of something meaningful.

Wellness brands are often rooted in science, but that doesn't mean they have to be sterile or bland to communicate health. At the same time, they don't need to borrow from fast food's bright, high-energy aesthetic to stand out. The balance lies in thoughtful design—something we struck for Eat Purposefully. It embraces vibrancy without overwhelming the senses, and subtlety without losing appetite. It invites people to step into a healthier version of themselves, making wellness feel approachable, personal, and, most importantly, purposeful.

To make unboxing more special, we paid attention to small but meaningful details. The "tear here" section at the top wasn't just functional—it became part of the brand experience. We added phrases like "Your journey to happier gut starts today" and "Handcrafted for you in Mesa, Arizona," reinforcing the brand's warmth and homegrown essence. At the heart of Purposefully is Mackenzie's story—her journey with her mom in building this brand and their passion for nourishing, mindful eating. To bring that personal touch forward, we included a heartfelt note from Mackenzie on the packaging, along with a picture of her and her mom. This small detail connects customers to the brand's origins, making Purposefully feel less like a store-bought product and more like a labor of love. It's not just granola—it's a story, a legacy, and a promise of wholesome goodness in every bite.



Figure 5.13
Eat Purposefully Packaging
Arizona Sunshine Granola, Cider &
Spice Granola, and Original
Cinnamon Granola Mockup



Figure 5.14
Eat Purposefully Arizona Sunshine Granola Packaging design (Front)

HANDCRAFTED for you in Mesa, Arizona!

Tear Here

Fermentation = Increases Bioavailability + Promotes Gut Health + Supports Stabilized Energy

Nutrition Facts

8 servings per container
Serving Size 1 oz (28g)

Amount per serving
Calories 110

	% Daily Value*
Total Fat 4.5g	6%
Saturated Fat 3g	15%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 120mg	5%
Total Carbohydrate 17g	6%
Dietary Fiber 3g	11%
Total Sugars 4g	
Includes 3g Added Sugars	6%
Protein 3g	6%
Vitamin D 0mcg	0%
Calcium 40mg	2%
Iron 1.3mg	8%
Potassium 120mg	11%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: ORGANIC GLUTEN FREE OATS, ORGANIC SOAKED CHICKPEAS, ORGANIC CHIA SEEDS, ORGANIC UNREFINED COCONUT SUGAR, ORGANIC MAPLE SYRUP, ORGANIC DRIED MANGO, TURMERIC ROOT POWDER - ORGANIC, ORGANIC PINK HIMALAYAN SEA SALT

CONTAILS: COCONUT

***MADE IN A FACILITY THAT ALSO PROCESSES MILK, EGGS, TREE NUTS, PEANUTS, WHEAT, AND SOY.**

Hi,
I'm Kenz, and this is my mom, Hope! With love, she taught me to live life with purpose, so when it came to creating our favorite snack, we knew it had to do more than just check the 'healthy' boxes—it had to make us feel like our best selves.



Using a unique, science-backed fermentation process, we unearth the full potential of each ingredient, making this granola truly one of a kind so you can live every day with more purpose.

Kenz

Let's give our bodies the love they deserve...

- PLANT BASED PROTEIN
- WHOLE FOOD INGREDIENTS
- PREBIOTIC FIBERS
- ANTI-INFLAMMATORY INGREDIENTS

We left out...

We wanted to make a healthy granola that **DOESN'T** have -

- SEED AND CANOLA OILS
- CHEMICAL PRESERVATIVES
- ARTIFICIAL COLORS AND DYES
- REFINED SUGARS

kenz@eatpurposefully.com eatpurposefully

Find out more at www.eatpurposefully.com MESA, AZ

Figure 5.15
Eat Purposefully Arizona Sunshine Granola Packaging design (Back)



Figure 5.16
Eat Purposefully Arizona
Sunshine Granola Illustration



Figure 5.17
Eat Purposefully Packaging
Arizona Sunshine Granola
Ziplock Pouch Mockup



Figure 5.18
Eat Purposefully Cider &
Spice Granola Illustration



Figure 5.19
Eat Purposefully Packaging Cider & Spice Granola Ziplock Pouch Mockup



Figure 5.20
Eat Purposefully Original Cinnamon Granola Illustration





Figure 5.21
Eat Purposefully Packaging Original Cinnamon Granola Ziplock Pouch Mockup



Figure 5.22
Eat Purposefully Peppermint Mocha Granola Illustration



Figure 5.23
Eat Purposefully Packaging
Peppermint Mocha Granola
Ziplock Pouch Mockup



Figure 5.24
Eat Purposefully Creamsicle Granola Illustration





Figure 5.25
Eat Purposefully Packaging Creamsicle Granola Ziplock Pouch Mockup



Figure 5.26
Tote Bag and Hat Mockup



Figure 5.27
Round Ceramic Bowl Mockup



Figure 5.28
Box with Duct Tape
Branding Mockup



Figure 5.29
Portable Flask Water
Bottle Mockup



Figure 5.30
Takeaway Packaging Mockup



Figure 5.31
Social Media
Instagram Mockup



Figure 5.32
Apron Mockup



Figure 5.33
Tshirt Mockup



Figure 5.34
Tshirt Print



Figure 6.01
Google Pixel 7a Mockup 01

06

Transactions: In Matters of Money

BRAND
Transactions

CLIENT
Sanskar Agarwal

PROJECT
UIUX Design

STATUS
Complete

Transactions reimagines the way we manage money, making it as natural as checking your messages. It simplifies financial tracking, just like opening a notebook and jotting things down, but with the intelligence and convenience of digital design.

In a world where digital transactions have become second nature, managing personal finances should be just as intuitive. Yet, most money management apps fall into one of two extremes—they are either too simplistic, failing to provide meaningful insights, or overwhelmingly complex, drowning users in excessive data. Transactions was conceived as a response to this gap, aiming to create a seamless, user-friendly experience that empowers individuals to take control of their financial lives with clarity and ease.

Transactions is designed to be more than just a digital ledger. It is a dynamic tool that helps users track their financial activity in a way that feels effortless and intelligent. Whether logging expenses, setting budgets, or monitoring income trends, the app provides a structured yet flexible

approach to personal finance. Unlike many financial apps that prioritize automation at the cost of user control, Transactions maintains a balance by offering manual logging features while ensuring that users can track their finances with precision. Every feature has been designed with intention—eliminating redundancy, reducing friction, and making financial tracking a natural part of everyday life.

A key selling point for Transactions is its emphasis on clarity. Many existing financial apps bombard users with numbers and graphs without guiding them toward actionable insights; Transactions, on the other hand, simplifies the experience by showing only essential information upfront, with deeper insights available as needed. The app's streamlined dashboard provides an instant overview of balances, income, and expenses, while smart categorization ensures that transactions are organized efficiently. The ability to customize transaction modes and categories adds an additional layer of personalization, giving users the flexibility to track finances in a way that aligns with their lifestyle.

Ultimately, Transactions is more than just a budgeting tool—it is an ecosystem built to support financial mindfulness. By addressing the most common pain points in money management and rethinking traditional UI/UX approaches, Transactions sets a new benchmark for how financial apps should function. It doesn't just track spending, it enables users to cultivate a more conscious relationship with their money, providing clarity and control in their financial decisions.

The finance industry has a reputation for feeling rigid, uninviting, and, frankly, intimidating. We wanted Transactions to feel different— modern, approachable, and clean. Money management shouldn't feel like a chore, and the way an app looks plays a huge role in that. If something is well designed, people are more likely to use it. That's why we focused on visual hierarchy, ensuring that what's most important is always front and center, while the secondary details remain accessible without cluttering the experience.



Figure 6.02
Google Pixel 7a Mockup 02

Challenges of Designing a Financial Management App

Overwhelming Data Presentation

Complexity in data presentation becomes one of the major hurdles of designing a financial app. Although complex graphs, endless transaction lists, and excessive filters may seem like valuable additions, they often compromise clarity. Users need quick insights rather than an overload of numbers, making it crucial to balance detail with simplicity.

Transactions focuses on prioritizing information hierarchy, displaying essential financial data upfront while keeping deeper insights accessible. A structured dashboard, clean graphs, and categorized spending breakdowns ensure that users can interpret their financial status effortlessly without feeling overwhelmed.

Complex Navigation

Smooth navigation is critical in a financial app, as users frequently log transactions, check balances, and track spending. A poorly structured layout, unclear menu placements, and excessive steps make these everyday actions frustrating, leading to inefficiency and disengagement.

Transactions streamlines navigation by reducing unnecessary steps and organizing core features intuitively. The transaction logging process is consolidated into a single screen, while well-placed icons and structured menus guide users naturally through the app, ensuring a frictionless experience.

Low Accessibility & Usability Issues

Accessibility ensures that financial tools are usable for people of all backgrounds and abilities. Small text, complex workflows, and lack of visual contrast can make an app difficult to navigate, excluding users who require a more adaptable interface.

Transactions prioritizes accessibility with biometric login, responsive layouts, and high-contrast modes for better readability. Thoughtful placement of icons, well-sized buttons, and an intuitive interface make financial tracking simple and inclusive for all users.

Lack of Personalization

Financial habits vary widely, and a rigid system with predefined categories limits usability. Users need flexibility to track spending and income in ways that align with their personal financial goals. Without customization, financial apps feel restrictive rather than empowering.

Transactions introduces customizable categories and multiple wallets, allowing users to tailor the app to their financial habits. By offering personalized tracking options, the app adapts to different financial needs, ensuring relevance for a diverse range of users.

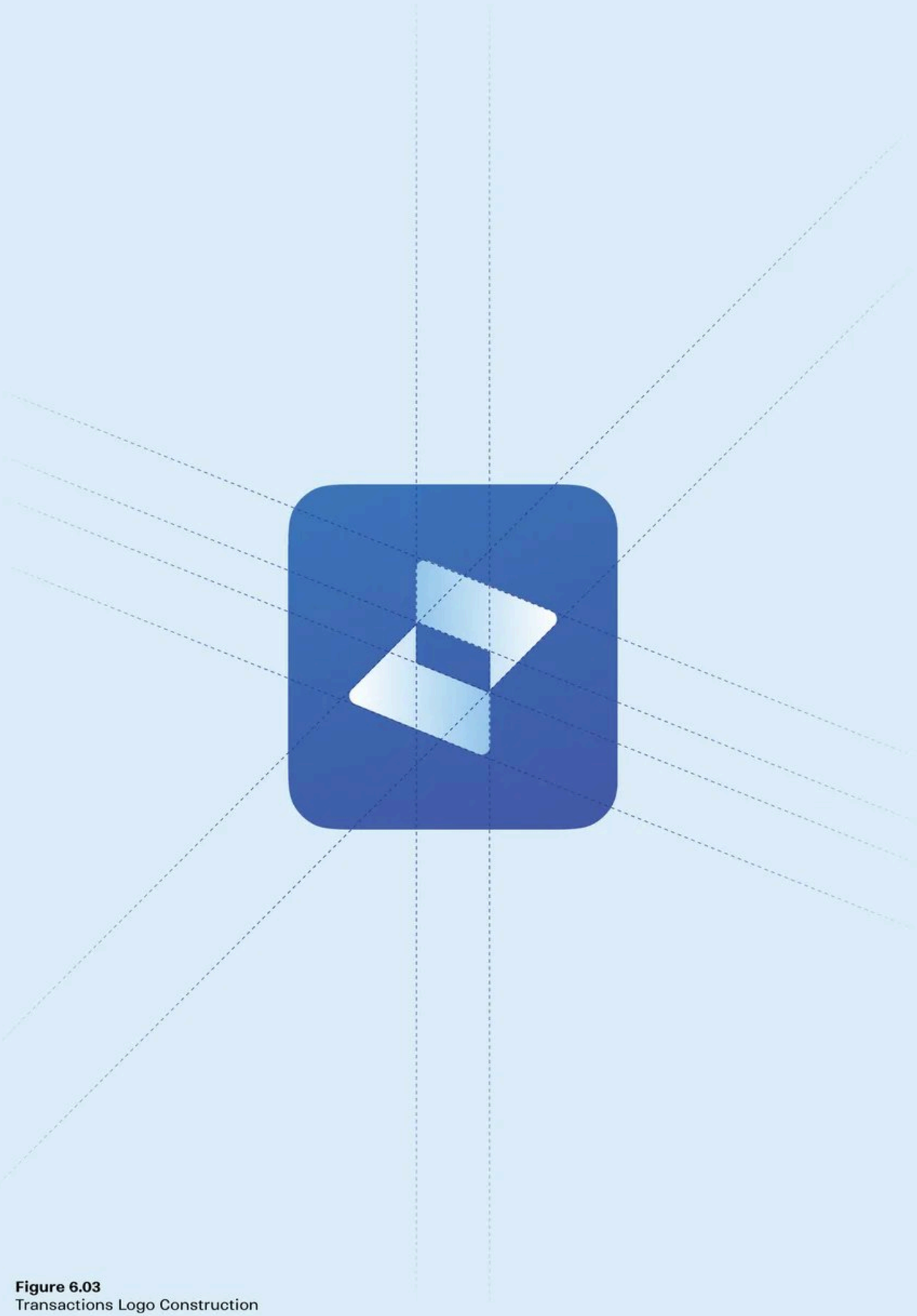


Figure 6.03
Transactions Logo Construction

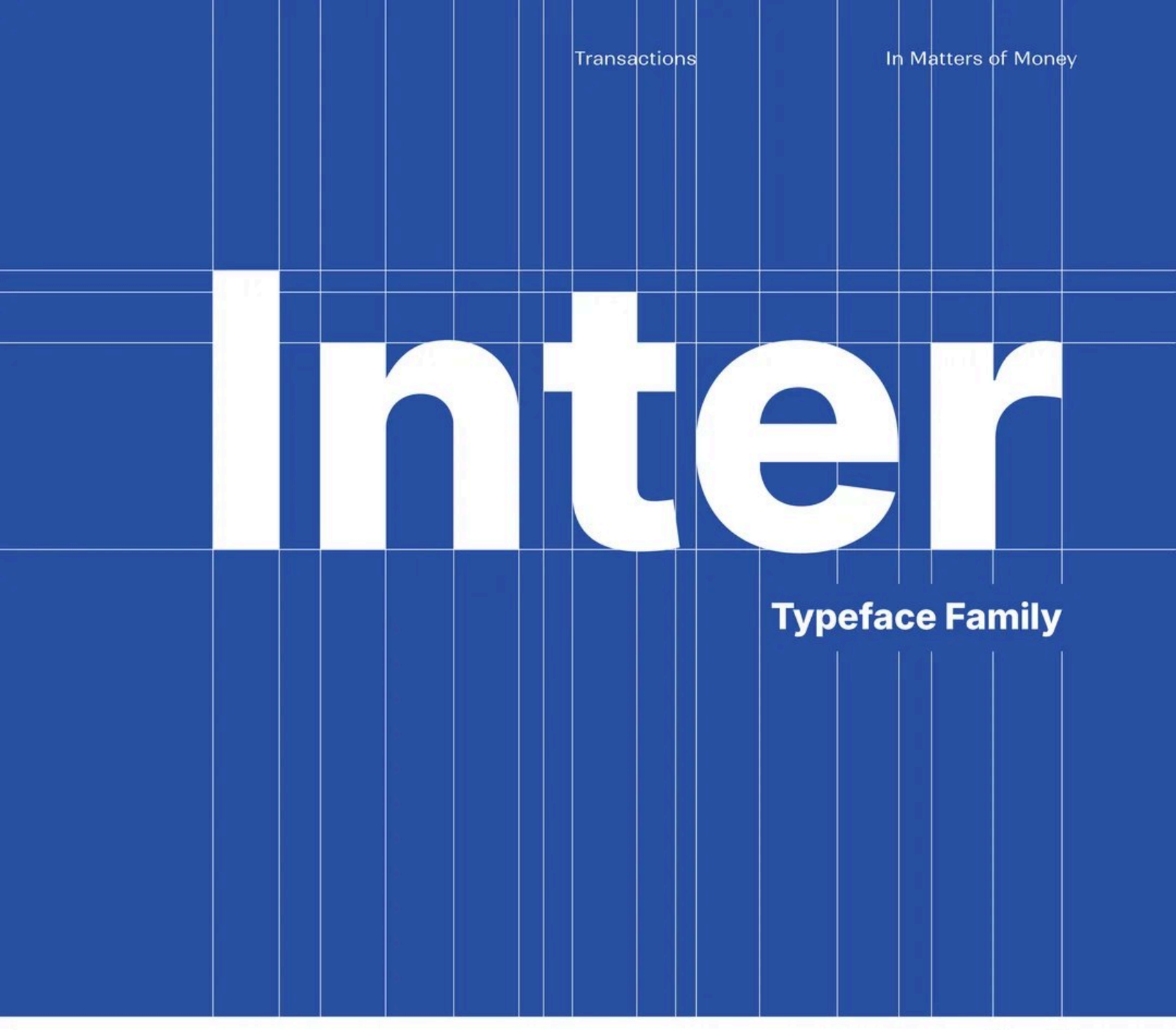


Figure 6.04
Inter Typeface

The process started with defining the information architecture. The team explored various layouts and flows to ensure the app's core functionalities—logging transactions, viewing balances, and setting budgets—were easily accessible. Simplicity drove every design decision. For instance, the manual transaction-logging process was condensed into a single screen, minimizing user effort while maintaining flexibility for additional details like time and category.

Typography and color played a crucial role in shaping the app's aesthetic. The team opted for the "Inter" typeface, celebrated for its simple yet versatile nature. Dark and light modes were carefully balanced to enhance usability and reduce eye strain across varied user preferences.

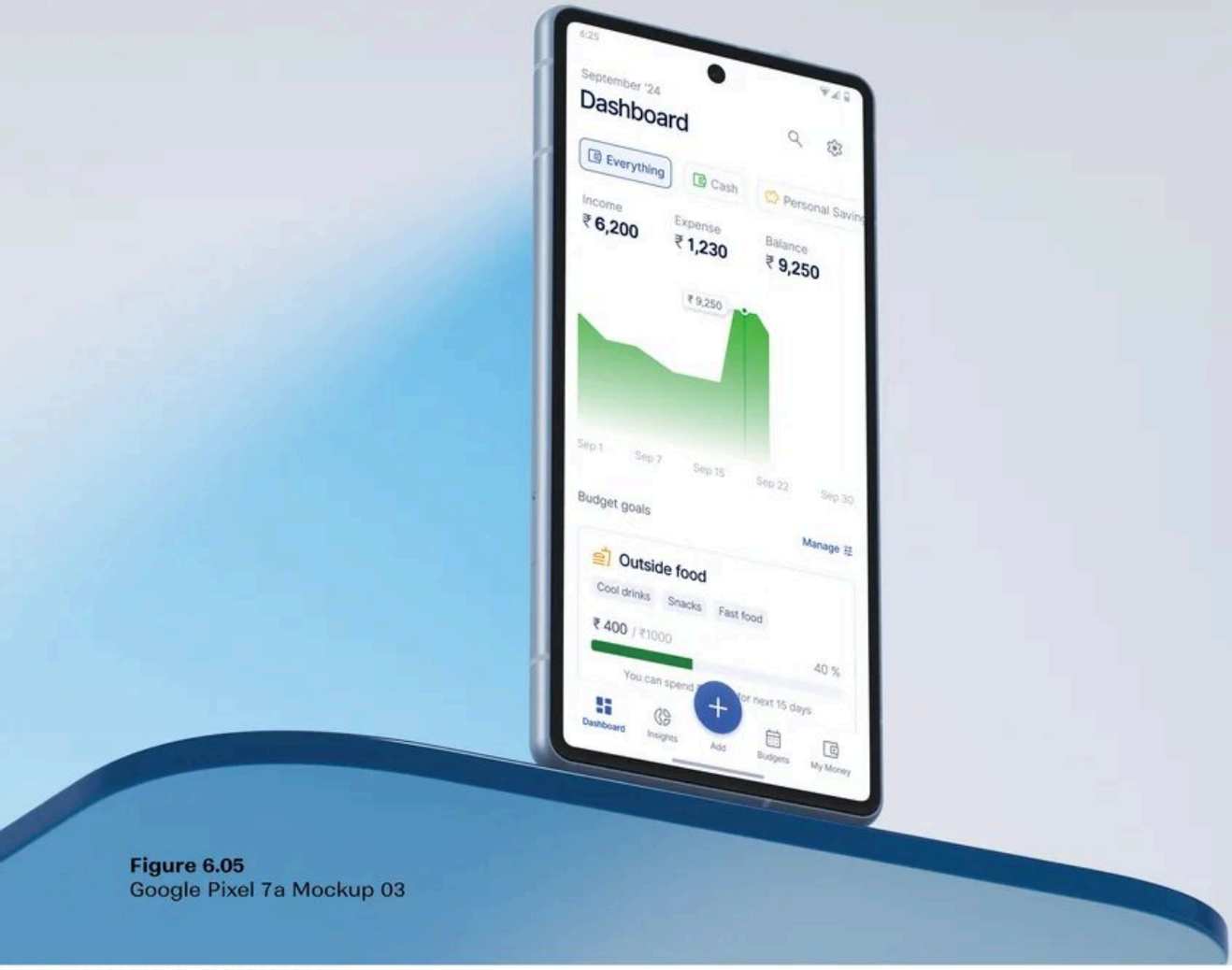


Figure 6.05
Google Pixel 7a Mockup 03

One of the key strengths of the project was its focus on customization. Users could add their own transaction modes and categories, providing a level of personalization that competing apps lacked. Features such as clear visual representations of spending patterns further enhanced the app's appeal.

Challenges, however, were not absent. One significant hurdle was managing the complexity of integrating new features without overwhelming users. Due to development constraints, features like recurring transactions and automated syncing were tabled for future versions. Creating a visual hierarchy communicating essential information without overcrowding the screen required meticulous planning and testing.

One of the app's standout features was its use of visual representation for spending patterns. Instead of presenting data in text-heavy tables, we incorporated intuitive charts and graphs to give users a clear understanding of their financial behavior. For example, pie charts provided an immediate visual breakdown of spending categories, helping users identify patterns and adjust their habits accordingly.

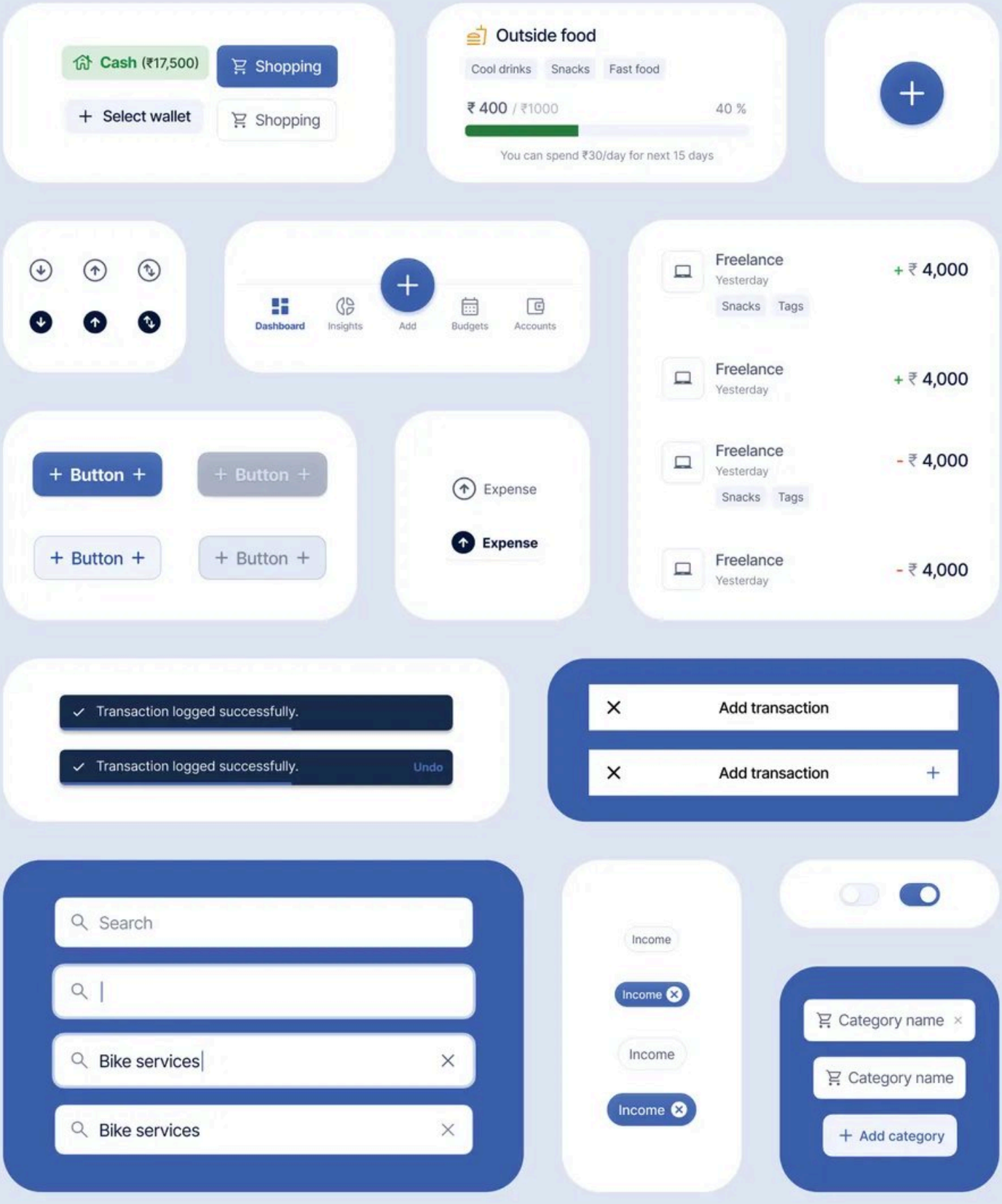


Figure 6.06
Transactions UI Assets

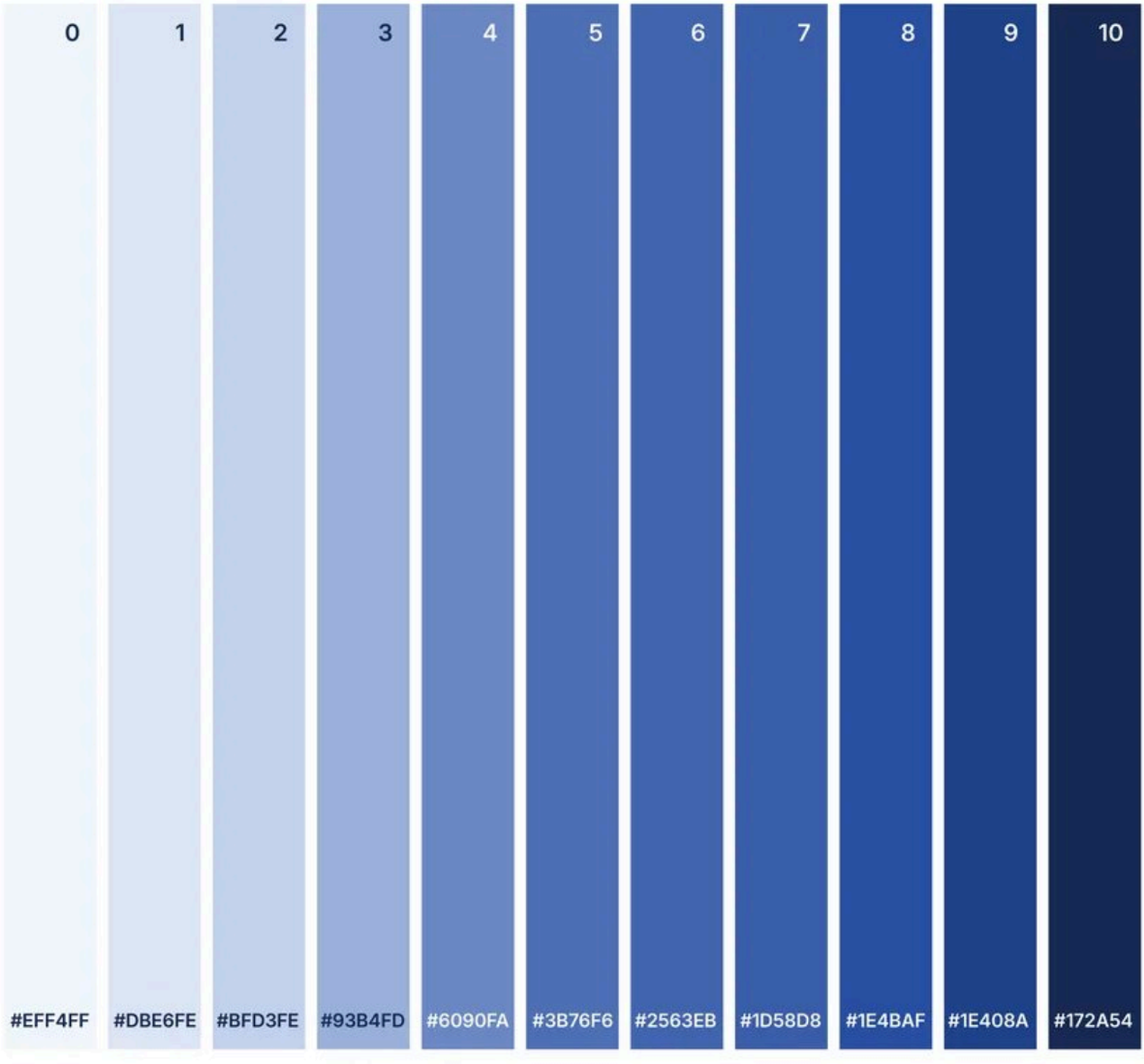


Figure 6.07
Transactions Color Palette

The overall design philosophy of Transactions focused on clarity over complexity, ensuring that every interaction was intentional and easy to execute. By minimizing the steps required to complete tasks and maintaining consistent visual language throughout the app, the design team created a seamless and trustworthy experience. Rigorous iterative testing further refined the interface, ensuring it met user needs while staying true to the application's vision.

Ultimately, Transactions demonstrated how thoughtful UI/UX design can transform the often-daunting task of managing finances into an intuitive and empowering experience. By addressing the challenges of data overload, complex navigation, and lack of personalization, the app positioned itself as a standout tool in the competitive world of money management solutions.

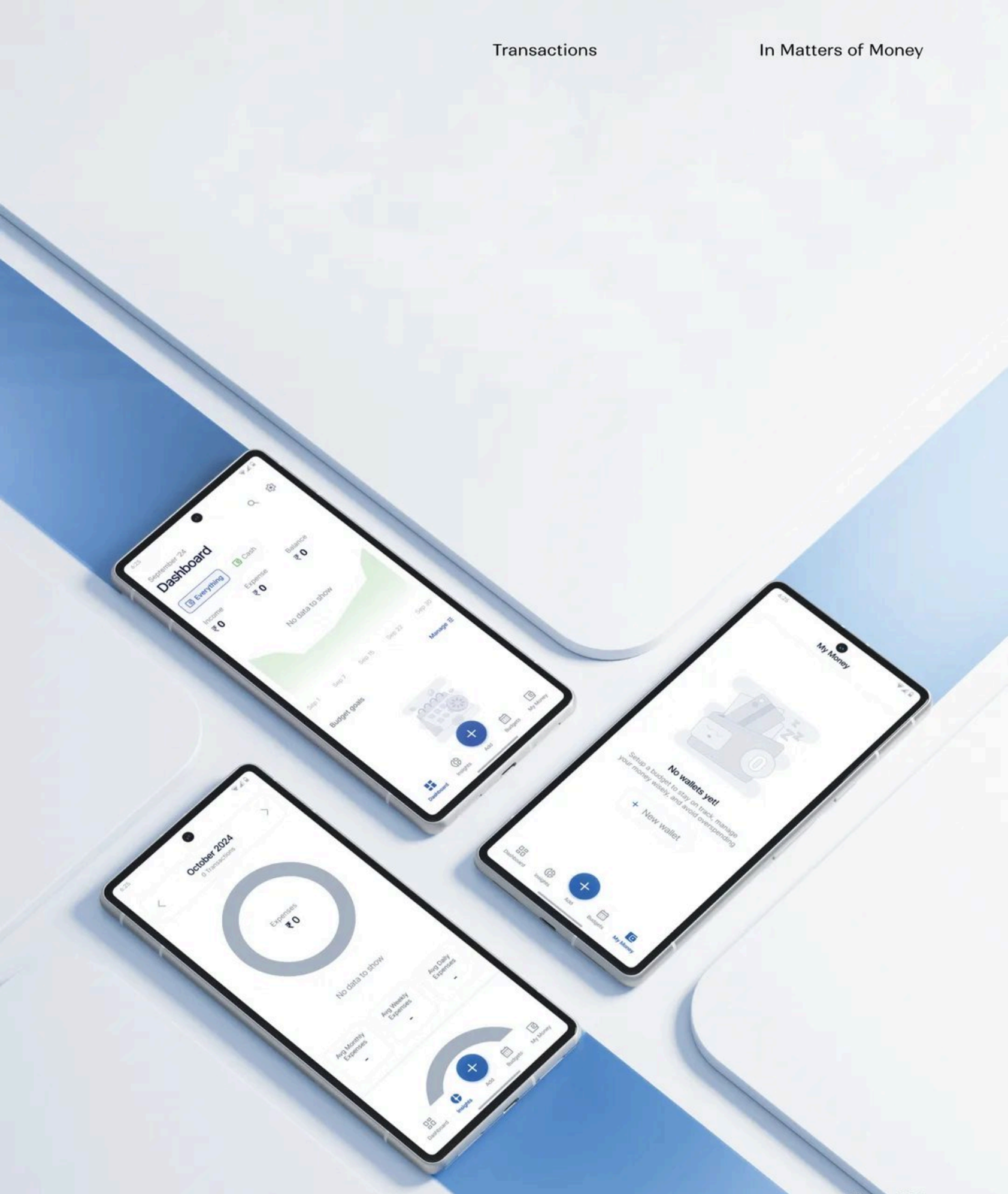
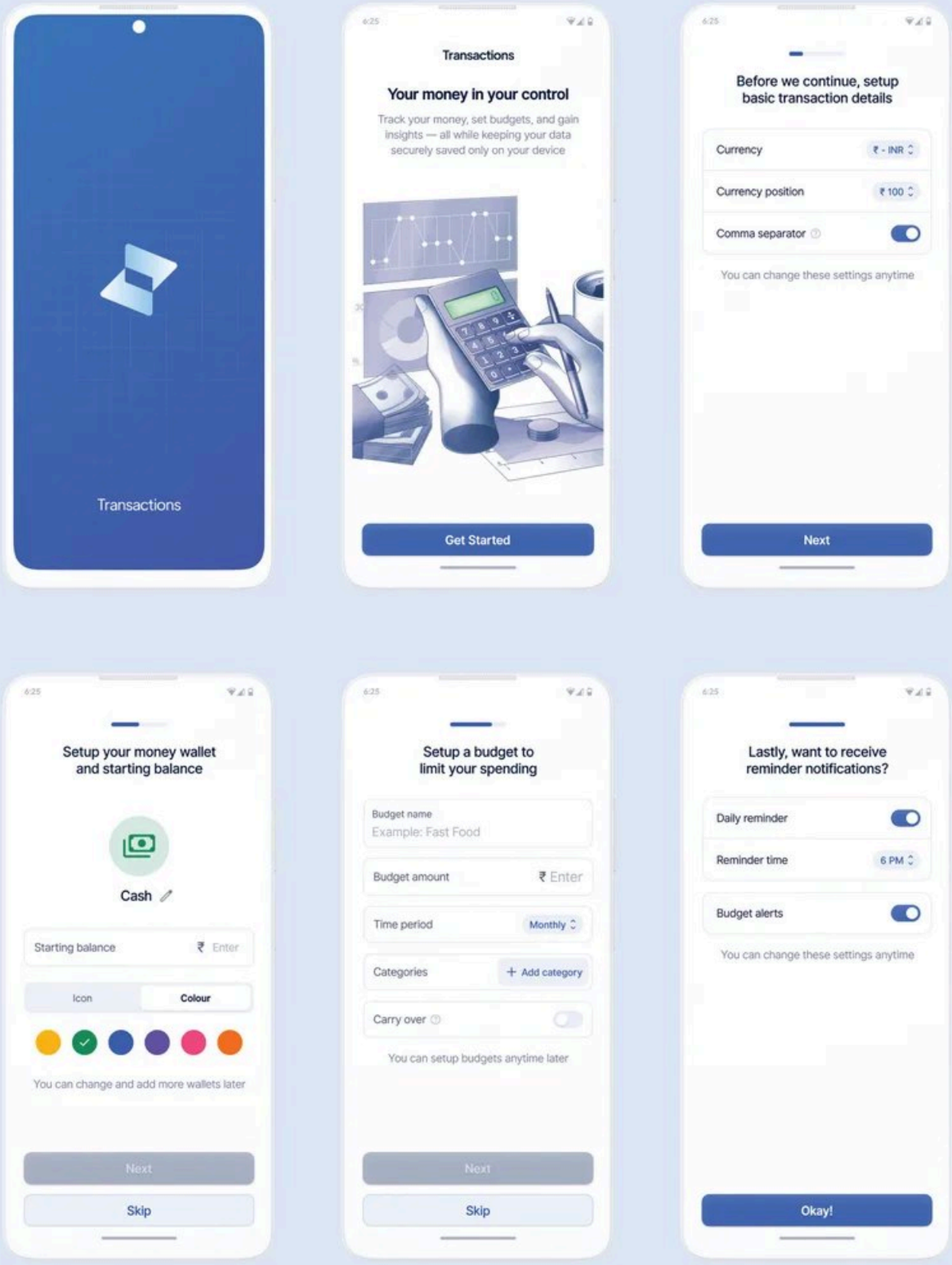


Figure 6.08
Google Pixel 7a Mockup 04



On-boarding Process

Figure 6.09
Sales Analytics Mobile App UI Mockup

A lot of times, when people think about finance, they think about numbers. But we think about people. How they interact with data, how they engage with their spending, how they feel when they open an app. That's what great UI/UX is about; understanding human behavior and designing for it. With Transactions, our job wasn't just to redesign an app—it was to redefine the experience of managing money in a way that feels empowering, not overwhelming.

Simplicity is powerful. People assume finance apps need to be data-heavy to be useful, but we took a different approach—how do we show only what's essential while keeping the interface visually engaging? Our goal was to make Transactions feel intuitive, almost like second nature to the user. The moment they open the app, they should know exactly where to go, what to do, and how to navigate through their finances without needing a tutorial.



Figure 6.10
Phone Mockup



Figure 7.01
Downtown Chandler

07

Chandler Sister Cities: Embracing a New Era

BRAND
Chandler Sister Cities

CLIENT
Chandler Sister Cities

PROJECT
Brand Identity Design

STATUS
Complete

Chandler Sister Cities builds global connections through relationships that celebrate cultural exchange. At the same time, it remains deeply rooted in Chandler's heritage, honoring its heritage while embracing progress.

Chandler Sister Cities (CSC) is a nonprofit organization that fosters cultural, educational, and business relationships between Chandler, Arizona, and its international sister cities. At its core, CSC seeks to build bridges of understanding and cooperation between diverse communities across the globe. The organization celebrates the shared values of community, heritage, and progress through student exchange programs, cultural events, and collaborative projects.

Chandler is a city fueled by progress—where innovation meets culture, and ambition drives growth. As a thriving tech hub, it's

home to cutting-edge industries and a powerhouse in semiconductor manufacturing, drawing talent and businesses worldwide. But beyond the numbers and advancements, Chandler is a city that values its people. It blends modern development with a deep respect for heritage, the arts, and community. With a vibrant downtown, an ever-evolving food scene, and a strong commitment to sustainability, it's a place that embraces change while staying rooted in what matters. This spirit of progress and connection is exactly what makes Chandler Sister Cities' mission so powerful—bridging cultures, enabling global ties, and proving that collaboration knows no borders.

Their mission is deeply rooted in promoting global goodwill and enriching local communities through cross-cultural experiences. Whether hosting international delegations, facilitating academic collaborations, or organizing sports events like football matches, CSC ensures that the spirit of unity and partnership transcends geographical boundaries. A standout initiative has been the partnership with Tullamore, Ireland, which has become a hallmark of Chandler's international outreach.

The Chandler Sister Cities Story



Figure 7.02
Chandler Sister Cities Old Logo

CSC approached us with a simple yet challenging brief: to create compelling collateral designs that enhance their outreach and communication efforts. Their focus was on tangible deliverables—brochures, digital assets, and event materials—that could better articulate their mission. However, as we dived deeper, it became clear that their existing branding lacked the cohesion needed to tie everything together seamlessly.

Despite its powerful mission, CSC's visual identity didn't quite match the depth of its impact. The original logo—a mechanized cogwheel—spoke only to one kind of progress: industrial and mechanical. While Chandler is a hub of innovation, its growth isn't just about machines and factories; it's about ideas, culture, and global connections. The logo failed to capture this bigger picture, making CSC feel more like a trade organization than a bridge between communities. Hence, we knew we needed a symbol representing progress in all its forms.

While the CSC board was initially hesitant about altering their visual identity, we saw an opportunity to strengthen their communication at its core. Rather than just designing collateral, we proposed a more strategic approach—one that would refine their brand language, introduce a more unified design system, and ensure consistency across all touchpoints. Through thoughtful discussions and vision alignment, the project naturally expanded into a broader effort, incorporating dynamic design elements, a refined visual system, and a toolkit to enhance CSC's clarity and impact.



Figure 7.03
Pillars of Downtown Chandler

Logo: Honoring The Heritage of Chandler

As we began the rebranding process, we wanted to understand Chandler Sister Cities' mission, vision, and values, recognizing the true essence of what they stand for. Their commitment to nurturing global connections through cultural exchange and collaboration helped us grasp that their work was more than just about building relationships— it was about creating a legacy of mutual growth and shared values. Chandler itself offered us a wealth of inspiration during our deep dive. As we explored the city's vibe, we found that it thrives on both progress and respect for its heritage. Known for its technological leadership and booming industries, Chandler is also a city with a strong cultural heartbeat. We wanted the logo to express progress and innovation while also paying homage to Chandler's geographical identity, incorporating motifs inspired by local landmarks.

To achieve this, we immersed ourselves in the city, exploring its rich culture, architecture, and community spaces. Moving away from a purely mechanical representation of progress, we wanted the logo to reflect a broader, more human sense of growth— one that embodies optimism, renewal, and continuous evolution. This led us to the 'Sun', a timeless symbol of hope and progress. The top half of the new logo incorporates the sun rise, representing fresh beginnings and the bright spirit of Chandler. This element signifies energy, opportunity, and forward movement.



Figure 7.04
Chandler Sister Cities Logo Drafts
featuring the main motif 'Sun'

During our research for the second element of the logo, we discovered that the earliest CSC meetings took place at the historic San Marcos Hotel, located on one of the prime corners of the original 1912 Chandler Townsite. This connection made it a compelling source of inspiration for the design. However, the board felt that instead of tying the identity to a single landmark, the logo should reflect Chandler's broader essence—its culture, heritage, and spirit of progress.

Then our exploration of Chandler's cultural identity drew us to the iconic pillars in Downtown Chandler's main square. These architectural features, rich with history, became the foundation for the lower half of the logo. The pillars are a tribute to tradition, symbolizing strength, stability, and the values that ground the community. With its blend of rich history and modernity, Downtown Chandler stood out as a reflection of the city's values—where tradition and progress coexist seamlessly. This balance between heritage and forward momentum became a key inspiration for our design approach.

Together, the rising sun and the pillars form a balanced identity—one that reflects both the dynamic progress and deep-rooted heritage that define Chandler Sister Cities.



Figure 7.05
Chandler Sister Cities
Logo Construction



Figure 7.06
Chandler Sister Cities Logo Breakdown



Figure 7.07
Chandler Sister Cities Primary Logo



Figure 7.08
Chandler Sister Cities Logo Variations

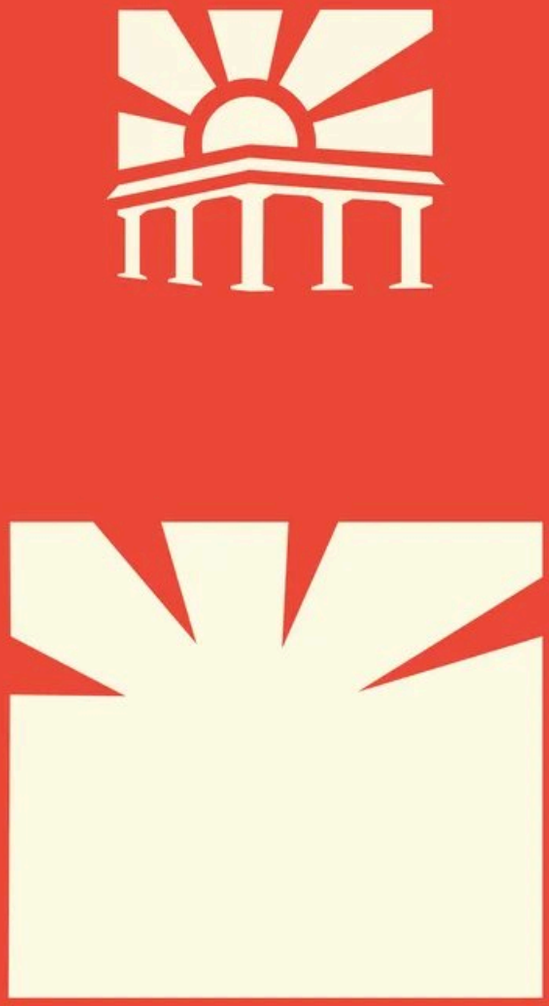


Figure 7.09
Chandler Sister Cities Icon

We kept the design minimal yet flexible, making sure the icon worked on its own or as part of the larger brand. It was designed to adapt easily across merchandise, digital platforms, and event branding. A monochrome version ensured versatility, while the mix of geometric and organic shapes created a look that felt both structured and fluid.



Figure 7.10
Chandler Sister Cities Signature
Icon and Layout Guide 01

Visit - https://dvlk.in/CSC/Branding
to see the full branding showcase

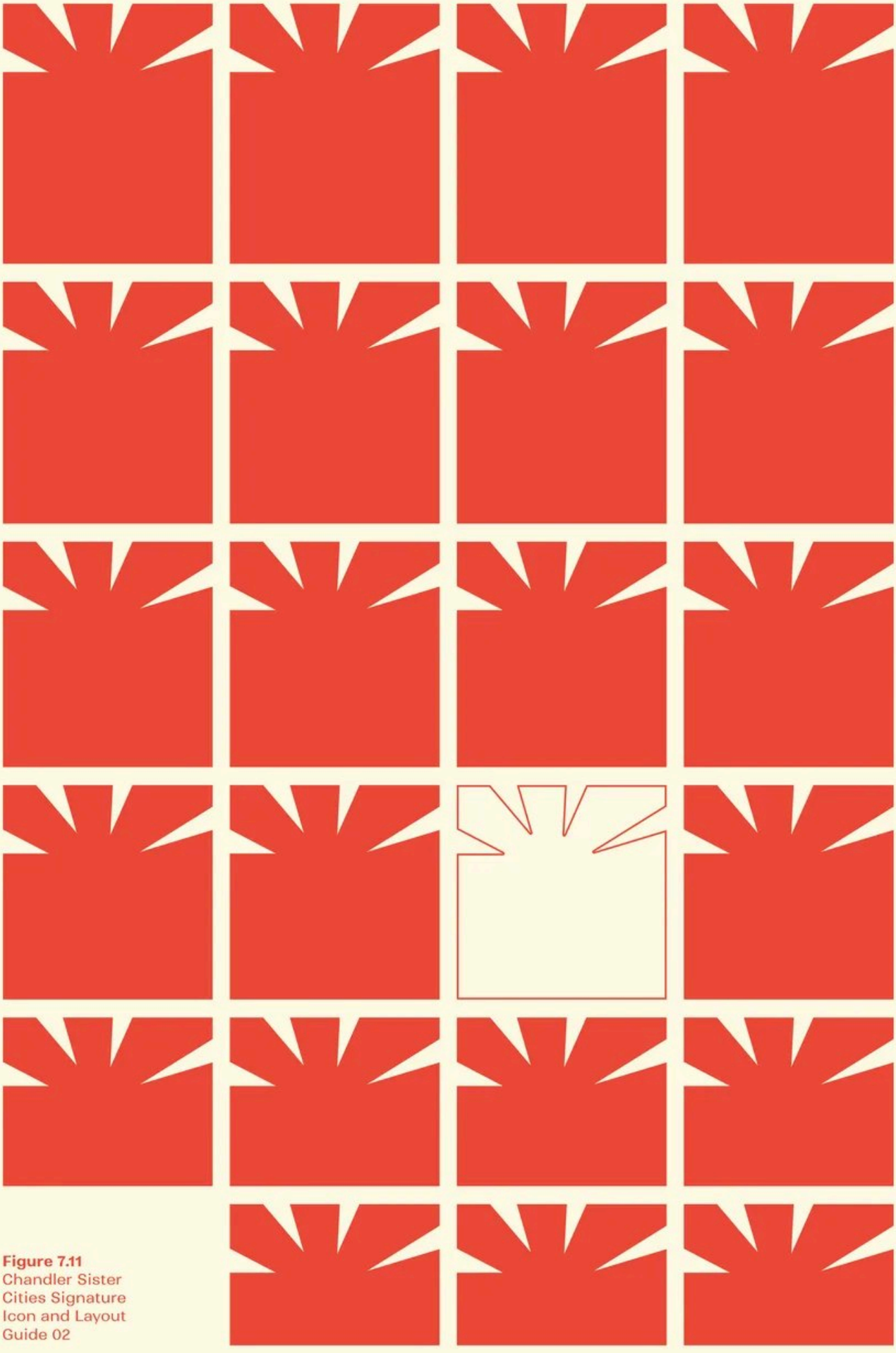


Figure 7.11
Chandler Sister Cities Signature Icon and Layout Guide 02

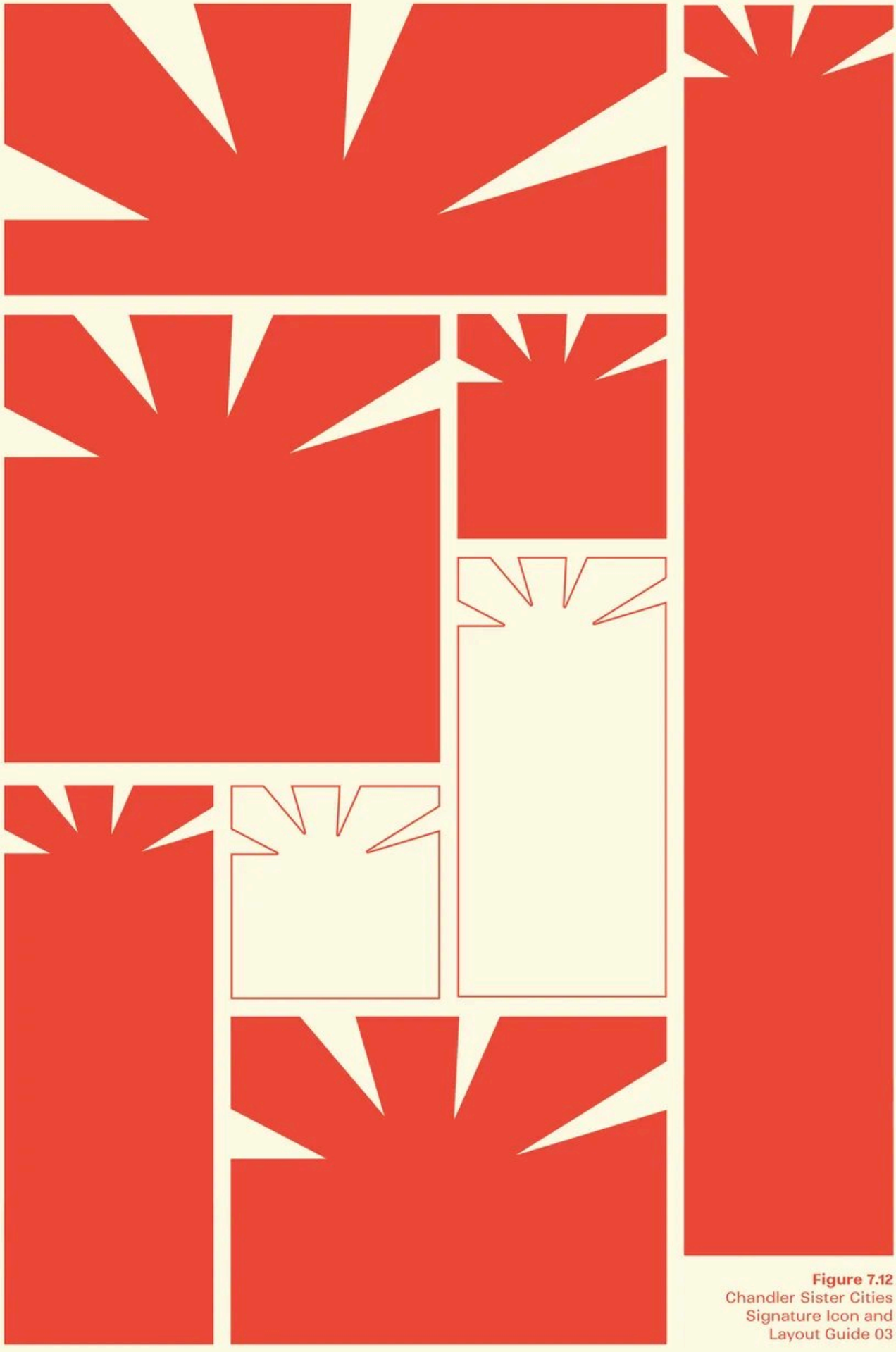


Figure 7.12
Chandler Sister Cities
Signature Icon and
Layout Guide 03

The Chandler Sister Cities icon is a distilled representation of connection, culture, and legacy. We wanted to move away from a purely mechanical interpretation and instead create something that felt human, dynamic, and rooted in Chandler's identity while adding contemporary values to it. The mark expands and moves fluidly as needed, reflecting the flexibility and inclusivity of the city's communities and culture.

The Colors of Chandler

The color palette was a crucial aspect of the rebranding, with each hue carefully chosen to reflect Chandler Sister Cities' identity. Initially, we leaned towards a bluish turquoise-green for its vibrant pop, but the board felt it was too striking and preferred something more neutral or representative of Chandler's skies. To address this, we provided two variations—one with a softer blue and another retaining the green. After reviewing both, they favored the green, and we moved forward.

Every color in the final palette was intentionally selected to tell a story. Chandler's architectural heritage inspired the beige, the sunrise red mirrored the desert horizon, and the yellow was drawn from the canyons. The teal blue blended the city's bright skies and the deep greens of its iconic cacti, symbolizing the harmony between nature and progress. Though the approval process involved aligning multiple perspectives, the result was a palette that truly captured the essence of CSC and Chandler itself.

The rebranding of CSC brought a fresh identity and a renewed sense of pride within the organization. The adaptable logo system made it easy to use across different formats, from social media and websites to brochures and event banners. Every design choice focused on simplicity, storytelling, and functionality, ensuring the brand felt both modern and meaningful. This approach helped CSC stand out while staying true to its values and community.

This rebranding journey was a lesson in balancing heritage with progress—honoring the past while embracing the future. It showed us that a strong identity isn't just about visuals; it's about capturing the spirit of a place and its people. In the end, the best design isn't just seen—it's felt.



Figure 7.13
Chandler Sister Cities Color Palette



Figure 7.14
Tote Bag Mockup



Figure 7.15
Instagram Carousel Branding Mockup



Figure 7.16
ID Card Mockup



Figure 7.17
Tshirt Mockup



Figure 7.18
Vertical Flags Mockup



Figure 7.19
Exhibition Flag Mockup



Figure 7.20
Totebag Mockup



Figure 7.21
Poster Mockup 01



Figure 7.22
Poster Mockup 02



Figure 7.23
Poster Mockup 03

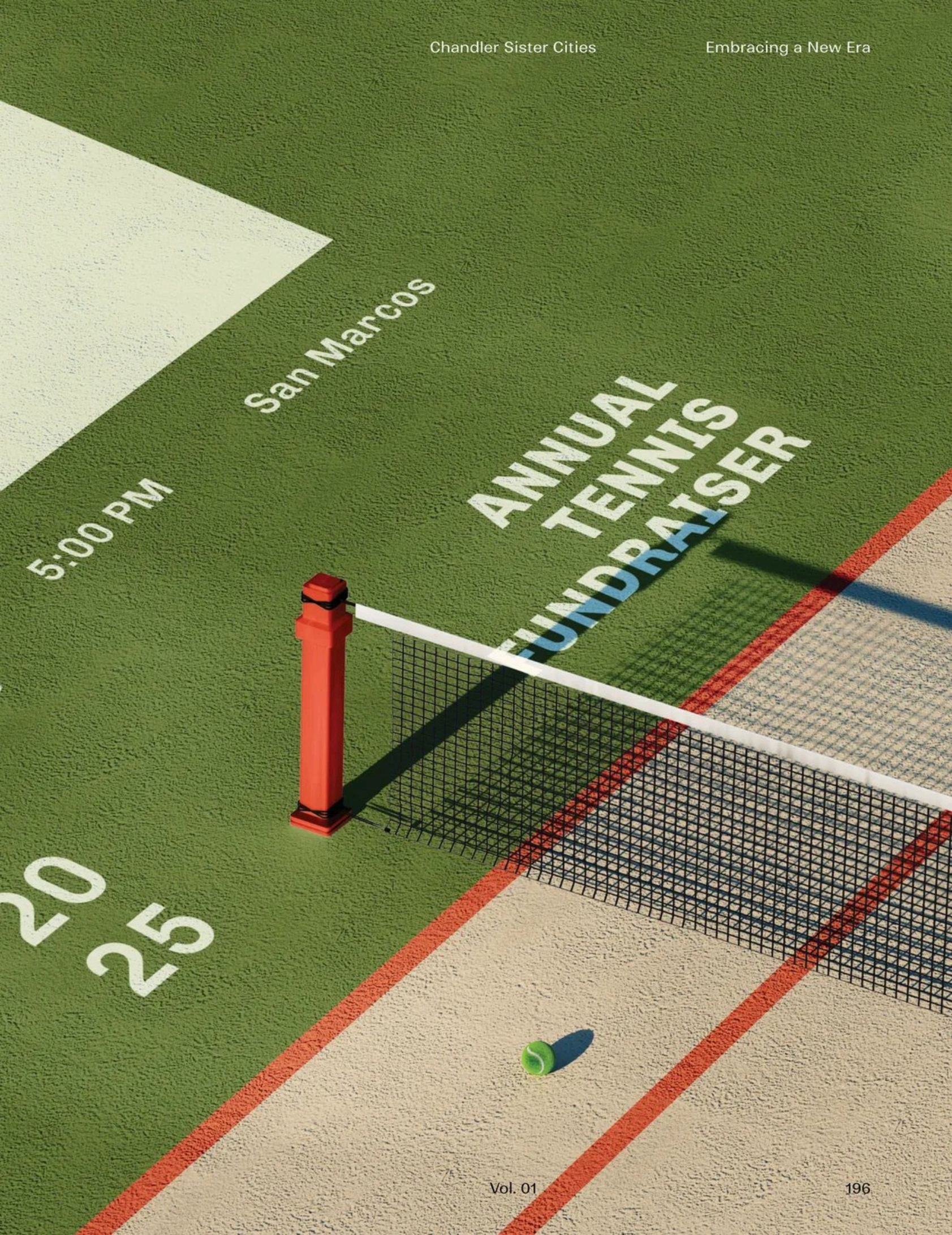


Figure 7.24
Metal Chair Mockup


CHANDLER
SISTER
CITIES



Figure 7.25
Tennis Court Mockup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San Marcos
ANNUAL
TENNIS
FUNDRAISER
2025



Figure 8.01
Phone Mockup Device

08

OSHM: A Case Study in designing UI for India

BRAND
Oshm

CLIENT
Ikanshy Innovations Pvt. Ltd.

PROJECT
UIUX Design

STATUS
Complete

Creating digital platforms for Indian audiences is as much about empathy as it is about design. It requires a deep understanding of cultural nuances, behavioral tendencies, and technical constraints.

OSHM was created as a digital platform to connect local Kirana stores with their neighborhood communities. It reimagined grocery shopping by equipping small store owners with tools to compete with larger e-commerce giants.

Positioned as "Zomato for groceries," OSHM addressed the challenges of adapting to a digital world while maintaining the personal touch of local stores. The platform functioned as a two-way solution: enabling local stores to manage inventories and facilitate online purchases, while allowing customers to browse nearby stores, place orders, and choose between quick in-store

pickup or delivery. OSHM emphasized efficiency and trust, preserving the emotional connection between families and their local stores, a relationship often neglected by larger corporations. Designed with inclusivity in mind, OSHM provided a simple UI to help shopkeepers unfamiliar with tech adopt the platform quickly. Customers benefited from a seamless shopping experience with various payment options, including QR codes, online transactions, or cash-on-delivery. Despite delays in rollout, OSHM remained committed to being a user-friendly, community-centered grocery ecosystem.

OSHM's design journey represents the importance of balancing ingenuity with simplicity and adapting global design principles to a hyperlocal context. Platforms that successfully navigate these complexities have the potential to not only solve the immediate problem but also foster a sense of community and trust among users. A blend of innovation and community-focused strategies characterized the design and development of OSHM. The team approached the project intending to craft a solution that was intuitive, scalable, and reflective of OSHM's mission to connect local Kirana stores to their communities digitally.

OSHM's journey began with a bold vision: to make local Kirana stores digitally adept. The client brief focused on creating a platform to help these stores thrive in an increasingly competitive market dominated by tech-savvy giants. The client emphasized inclusivity, asking for a solution that required minimal technical know-how for the shopkeepers while being visually appealing and highly functional for customers.



Figure 8.02
Indian Kirana Store

Bridging the Gap Between Kirana Stores and Modern Shoppers

The platform's key objectives included enabling shopkeepers to manage inventory digitally, showcase available products, and streamline purchasing processes. On the customer side, OSHM was meant to prioritize convenience, offering features such as order tracking, pickup, and delivery while eliminating the hassle of queuing.

A standout challenge was creating a smooth and reliable interaction between customers and their preferred local stores, maintaining the "human touch" in a digital space.

The branding brief called for a clean, relatable aesthetic to appeal to a diverse demographic, from young professionals to older homemakers. As a digital-first brand, OSHM required an adaptable interface design across devices, efficiently supporting everything from product search to payment integration. The aim was to create a platform with a meaningful connection between local businesses and their communities.



Figure 8.03
Oshm Logo (Orange over White)

oshm.

Figure 8.04
Oshm Wordmark



Figure 8.05
Oshm Logo + Shadow



Figure 8.06
Oshm Logo (White over Orange)



Figure 8.07
Tote Bag Mockup

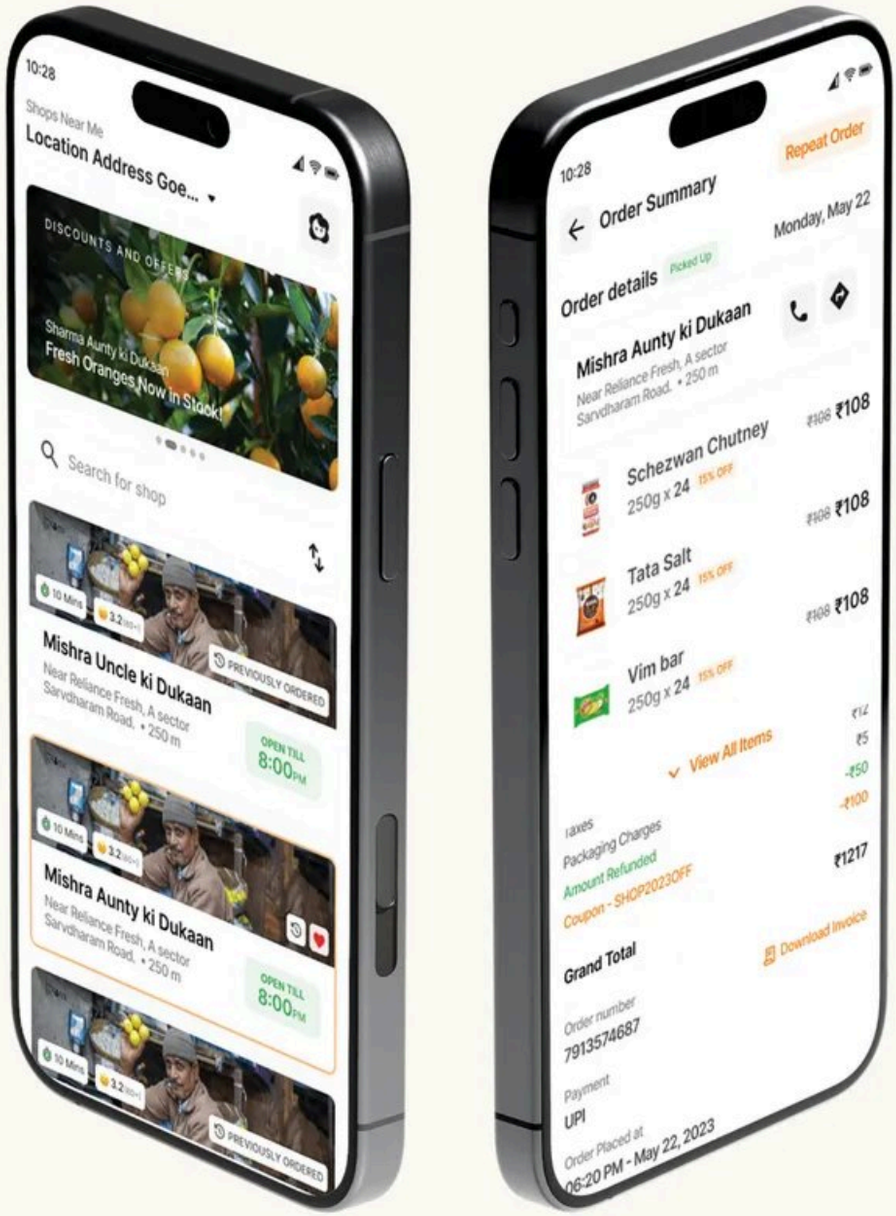


Figure 8.08
iPhone Mockup

Design Process, Hurdles, and Insights

The process began with an in-depth study of the target audience. The team explored existing grocery platforms, noting their focus on large retailers, and identified OSHM's niche as empowering smaller local stores.

Research and Ideation

The research highlighted a significant gap in digital inclusivity for Kirana store owners, many of whom struggled with inventory management and lacked the tools to expand their reach.

Based on this, the team brainstormed a modular design system for the app, ensuring adaptability for varied screen sizes and user preferences. Competitor analysis inspired us to emphasize OSHM's unique value proposition—combining tech efficiency with emotional community connections.

Brand Identity and User Interface

The branding process emphasized clarity and relatability. Designers opted for clean, functional aesthetics while integrating subtle community-oriented visuals. Vibrant yet professional colors, easy-to-read typography, and intuitive icons were chosen to ensure accessibility for all users, from store owners to end consumers.

Error Deduction and Challenges

Despite the promising concept, OSHM faced practical hurdles. The reliance on store owners to update inventories and adapt to a digital-first model proved challenging. Additionally, while the UI was praised for its clarity, convincing shopkeepers to trust and fully utilize the platform required on-ground effort and education. The initial rollout also highlighted the need for a robust backend to manage user traffic and maintain data integrity.

Outcome and Reflections

While OSHM's development was temporarily paused, it provided invaluable lessons in blending technology with community-focused objectives. The meticulous research, creative UI solutions, and a commitment to preserving local commerce culture made OSHM a promising blueprint for future endeavors. Its impact extended beyond design, demonstrating how thoughtful technology can empower small businesses to thrive in an evolving market.

Innovations and Breakthroughs

Among OSHM's standout features was its seamless integration of inventory management and payment options, enabling stores to operate online and offline efficiently. The app also employed a dynamic onboarding process for shopkeepers, using animations and visual cues to simplify complex actions like inventory updates.

On the customer side, a unique search and categorization system allowed users to locate specific products or browse local offerings quickly. The addition of QR-based pickup solutions further streamlined interactions, reducing wait times and enhancing convenience.

The Challenge of Designing Digital Platforms for Indian Audiences

01
Diversity in Digital Literacy

India's digital landscape combines seasoned tech users and first-time internet adopters. This disparity in digital literacy requires an intuitive and easy platform, even for those with minimal exposure to smartphones and apps. For OSHM, this meant simplifying the interface without compromising functionality. Every feature—from inventory management for shopkeepers to order tracking for customers—had to be accessible enough for a wide range of users, including those hesitant to adopt technology.

02
Language and Accessibility

India is a multilingual nation, and English, while widely understood in urban areas, is not the primary language for many users. Digital platforms need to support regional languages to ensure inclusivity. This challenge extends to fonts, layouts, and UI elements, as many regional scripts take up more screen space than English. For OSHM, designing icons and navigation systems that cross language barriers became crucial in making the platform usable for all.

03
Trust and Behavioral Patterns

Indian consumers are highly relationship-driven, particularly when it comes to local shopping. People tend to trust their neighborhood Kirana store owners and prefer face to face interactions. Digitizing this relationship while maintaining the trust factor was a significant challenge. Features such as store profiles with recognizable photos & personalized product recommendations were introduced to replicate the human touch digitally.

Additionally, payment preferences in India vary widely. While urban audiences may lean toward digital wallets and UPI transactions, rural users still prefer cash-on-delivery. Platforms like OSHM must cater to this spectrum of payment methods to ensure adoption across regions.

04
Infrastructure and Device Constraints

A significant portion of the Indian population accesses the internet via low-cost smartphones with limited processing power and storage. Designing for such constraints means ensuring the app is lightweight, functional even on low bandwidth, and optimized for smaller screens. OSHM's developers and designers worked to streamline animations, minimize data consumption, and create responsive designs that load quickly, even in less-than-ideal conditions.

05

Adapting to Hyperlocal Needs

India's diversity extends to shopping habits, product preferences, and even how goods are described. Kirana stores are often stocked with region-specific brands or unbranded items, which pose challenges for inventory standardization on a digital platform. OSHM addressed this by allowing shopkeepers to manually add custom product names and descriptions manually, ensuring the platform aligned with hyperlocal nuances.

06

Balancing Simplicity with Innovation

Indian audiences appreciate technology but quickly abandon platforms they find overly complex or gimmicky. Striking the right balance between creative design elements and a straightforward user experience was essential. For OSHM, animations and transitions were kept minimal yet effective, focusing on creating clarity rather than visual flair.

07

Bridging the Gap Between Online and Offline

Many users in India are first-time adopters of online shopping and might hesitate to trust an unfamiliar app. OSHM needed to act as a bridge between the offline and online world. Features like in-store pickup and the ability to connect directly with shopkeepers via chat or call were designed to ease the transition and encourage trust in the platform.

08

Educating Prospective Users

One of the significant hurdles was not just designing the platform but educating the shopkeepers and customers on how to use it effectively. Many Kirana store owners hesitated to switch to a digital inventory system or were skeptical about its long-term benefits. To address this, OSHM's design incorporated onboarding tutorials and visual aids to guide users step-by-step through the process, making it easier to adopt.

Designing digital platforms for Indian audiences presents a unique set of challenges that require a nuanced understanding of the country's diverse demographic, cultural dynamics, and varied levels of digital literacy.

When building platforms like OSHM, that aim to empower local Kirana stores & their communities, the design process must factor in these complexities to create solutions that are not only functional but also deeply resonant with users and their sensibilities.

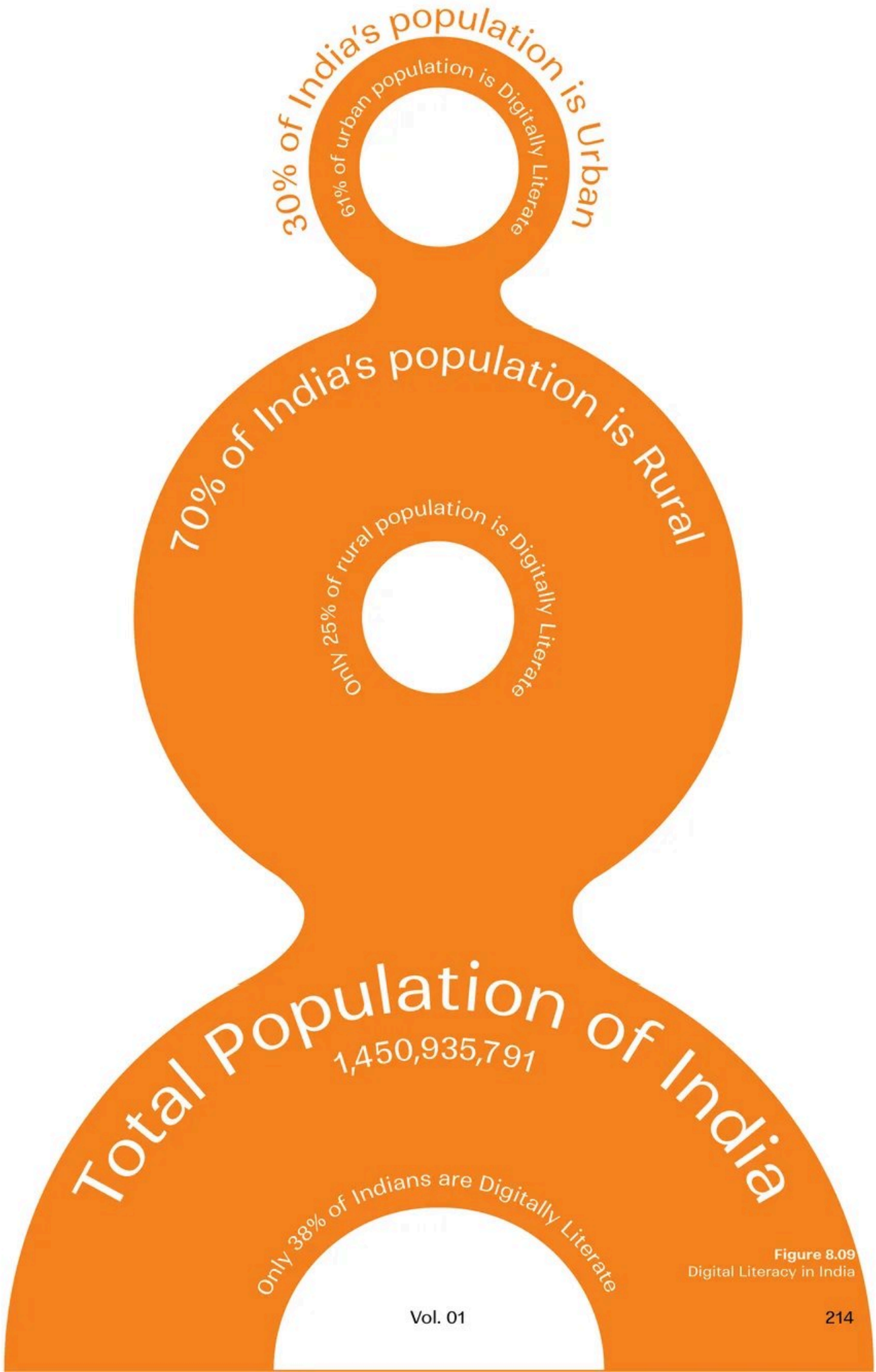


Figure 8.09
Digital Literacy in India

Information Architecture

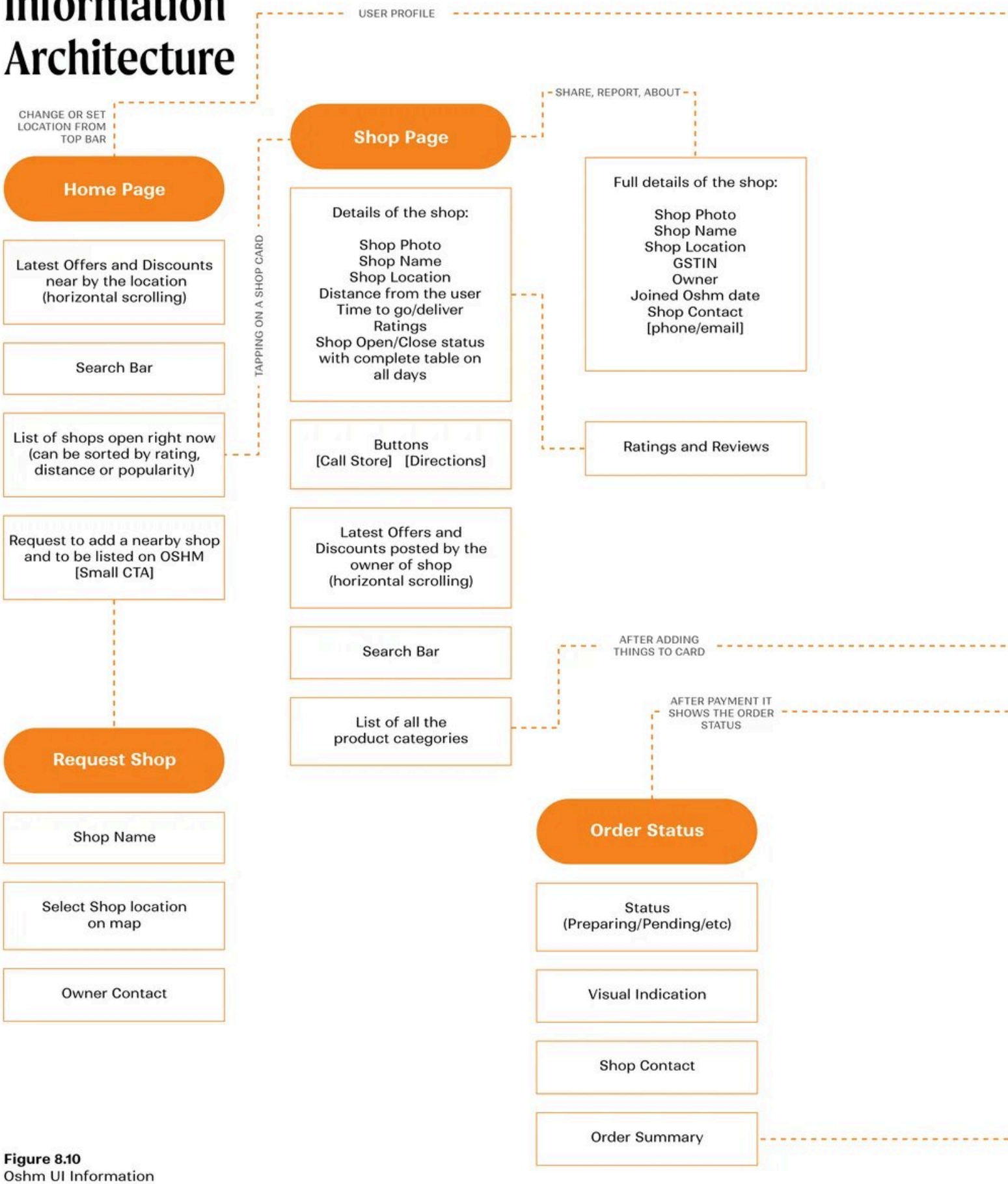
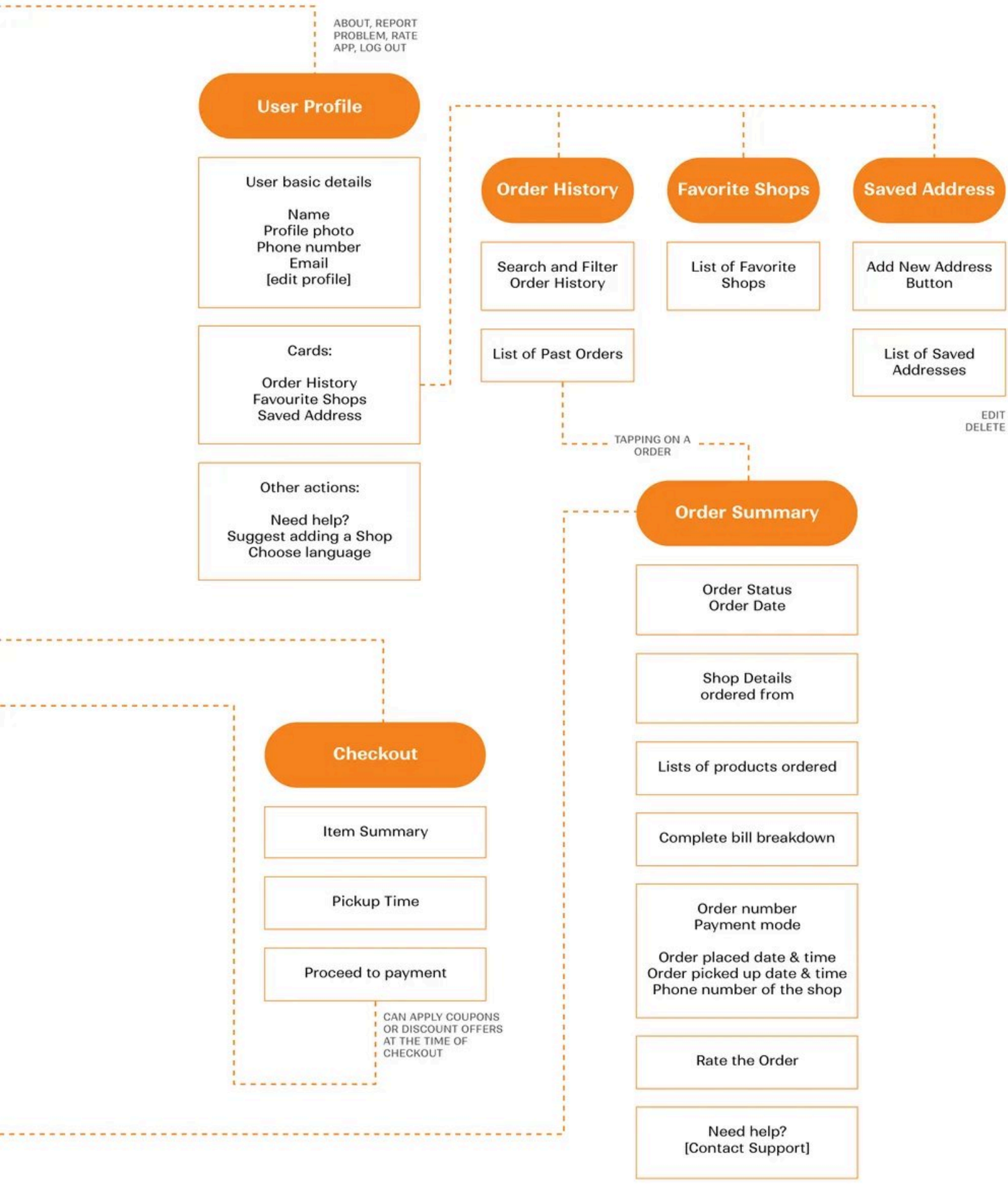


Figure 8.10
Oshm UI Information Architecture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Saved Address
Other actions:
Need help?
Suggest adding a Shop
Choose language
Order History
Favorite Shops
Saved Address
Search and Filter Order History
List of Past Orders
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Add New Address Button
List of Saved Addresses
EDIT
DELETE
TAPPING ON A ORDER
Order Summary
Order Status
Order Date
Shop Details ordered from
Lists of products ordered
Complete bill breakdown
Order number
Payment mode
Order placed date & time
Order picked up date & time
Phone number of the shop
Rate the Order
Need help?
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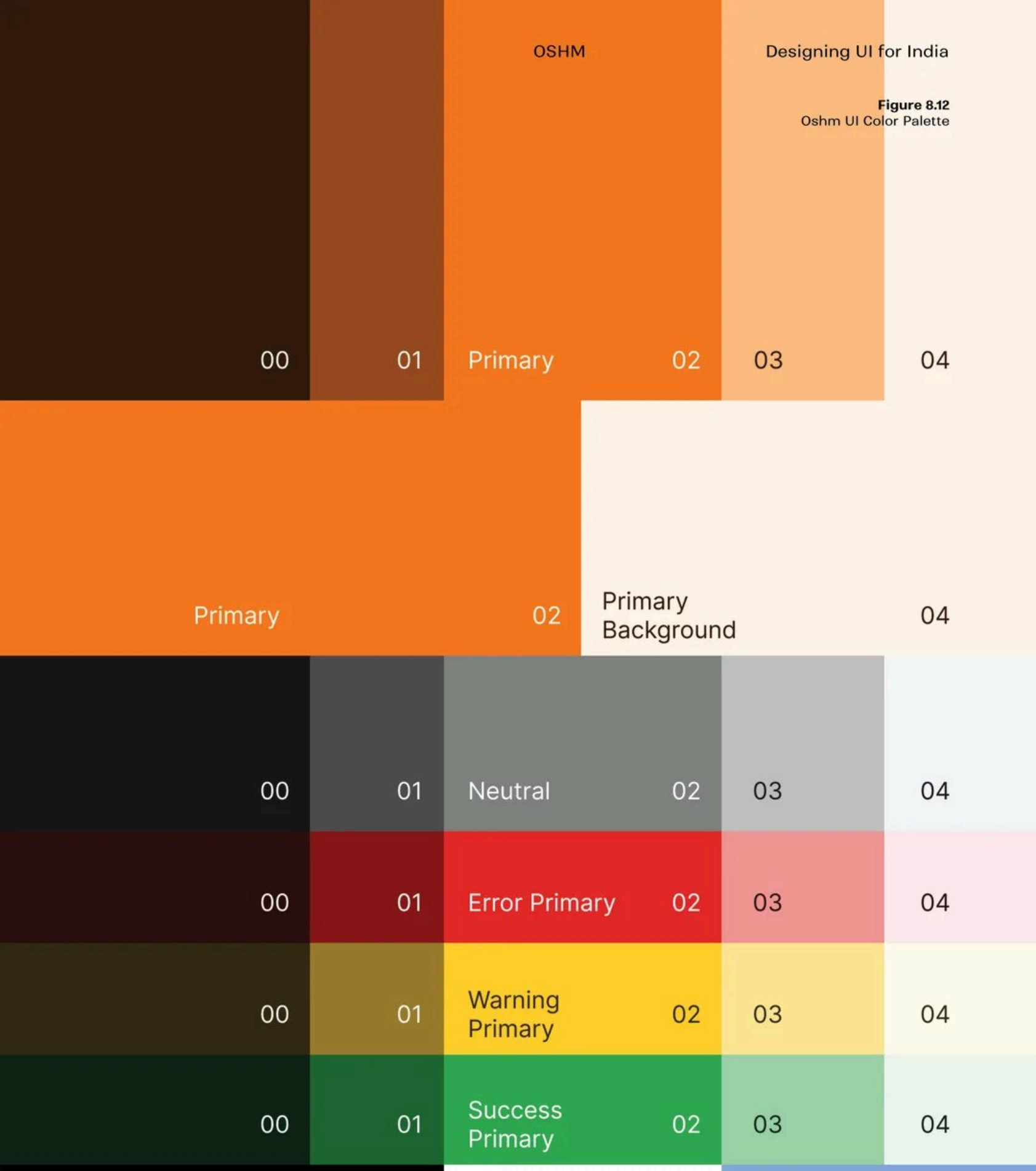
Item Summary
Pickup Time
Proceed to payment
CAN APPLY COUPONS OR DISCOUNT OFFERS AT THE TIME OF CHECKOUT



Figure 8.11
Oshm Digital Icon Library

Figure 8.12
Oshm UI Color Palette



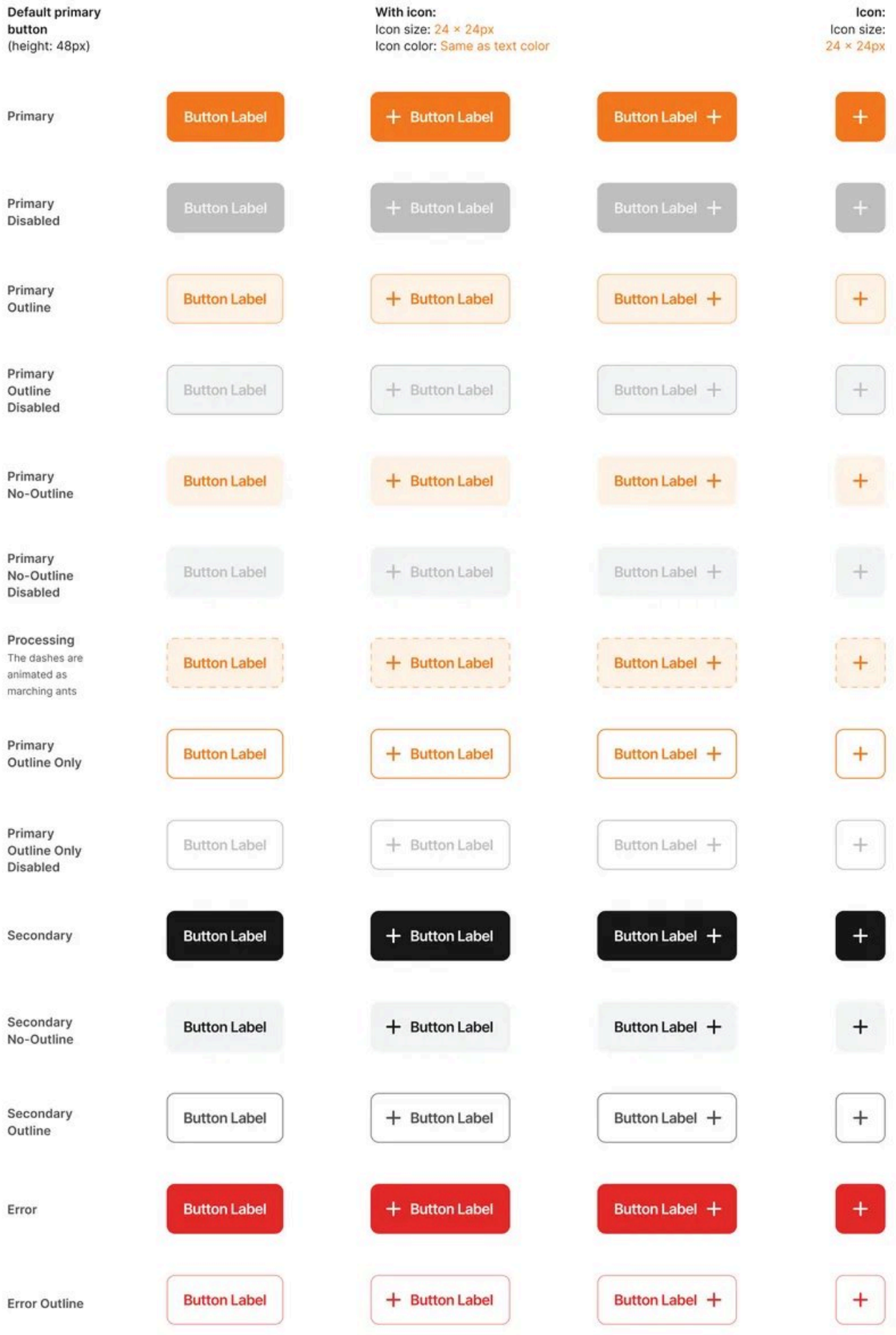


Figure 8.13
Oshm UI Assets (Buttons)

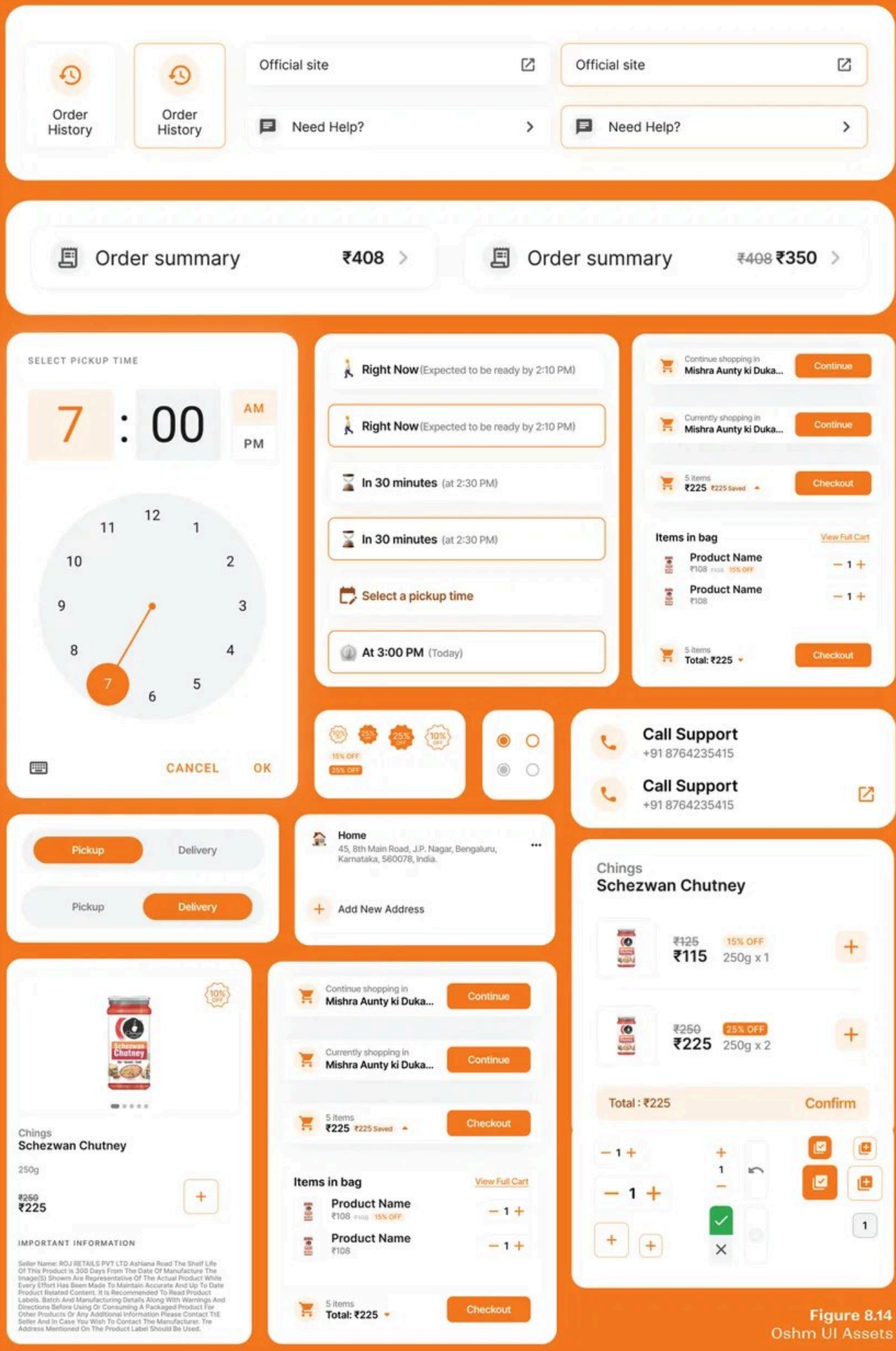


Figure 8.14
Oshm UI Assets

dark Theme

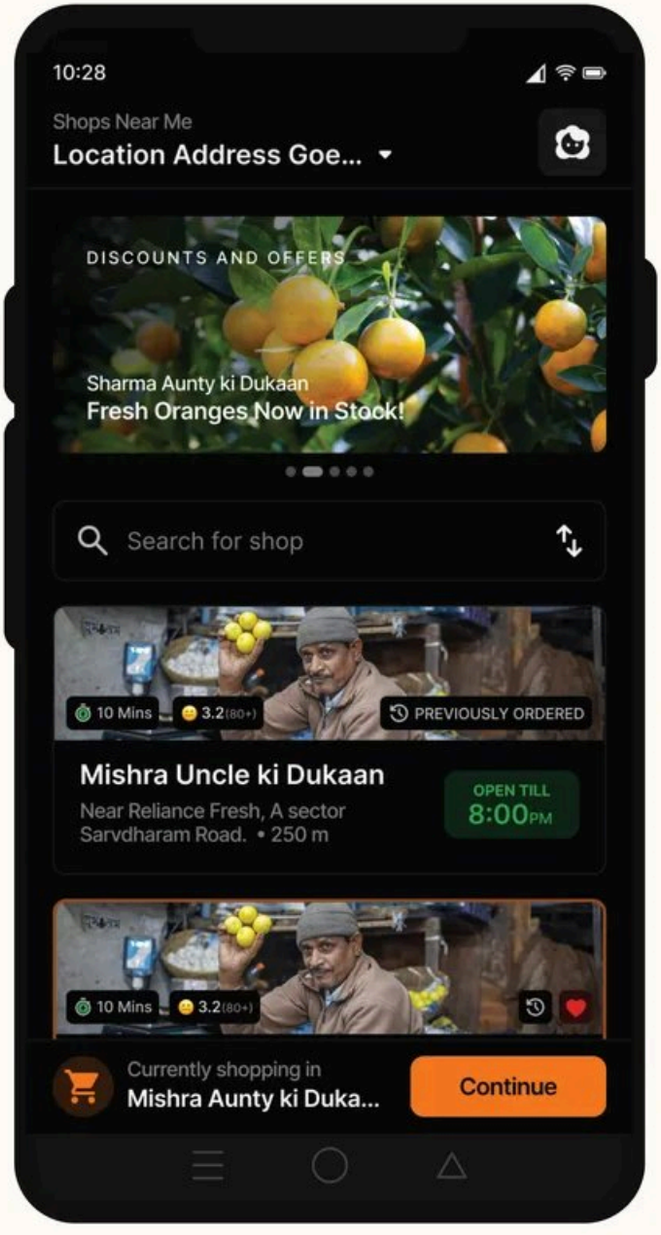


Figure 8.15
Oshm UI Dark Theme

light Theme

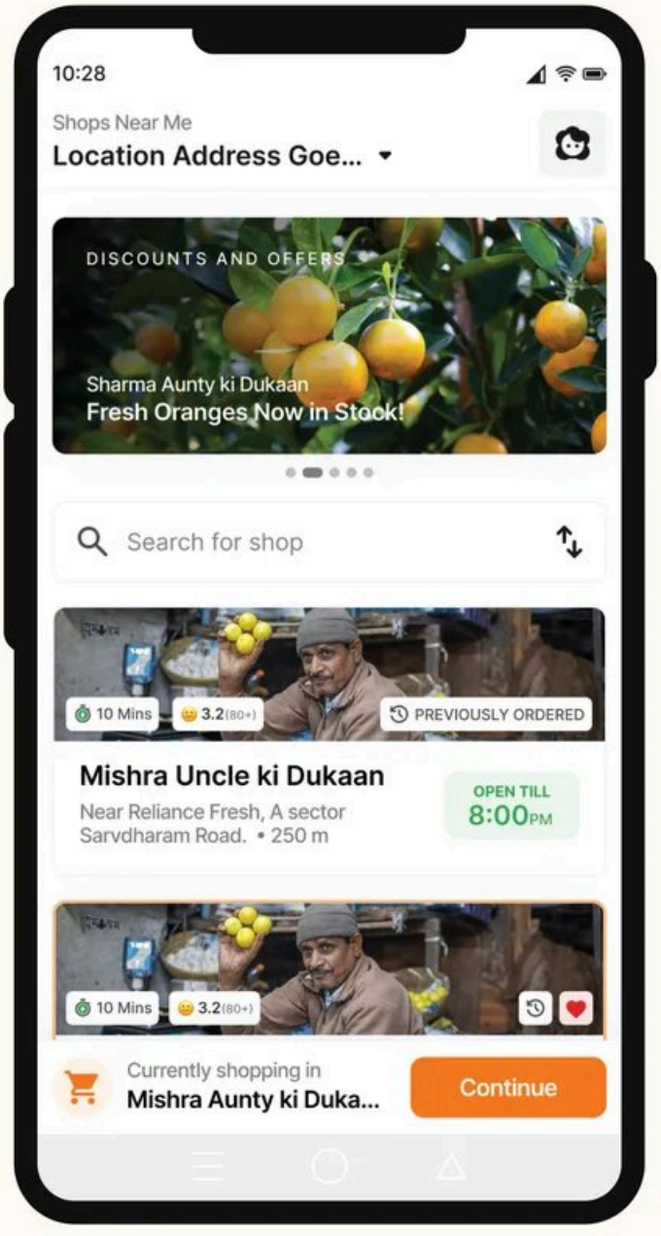


Figure 8.16
Oshm UI Light Theme

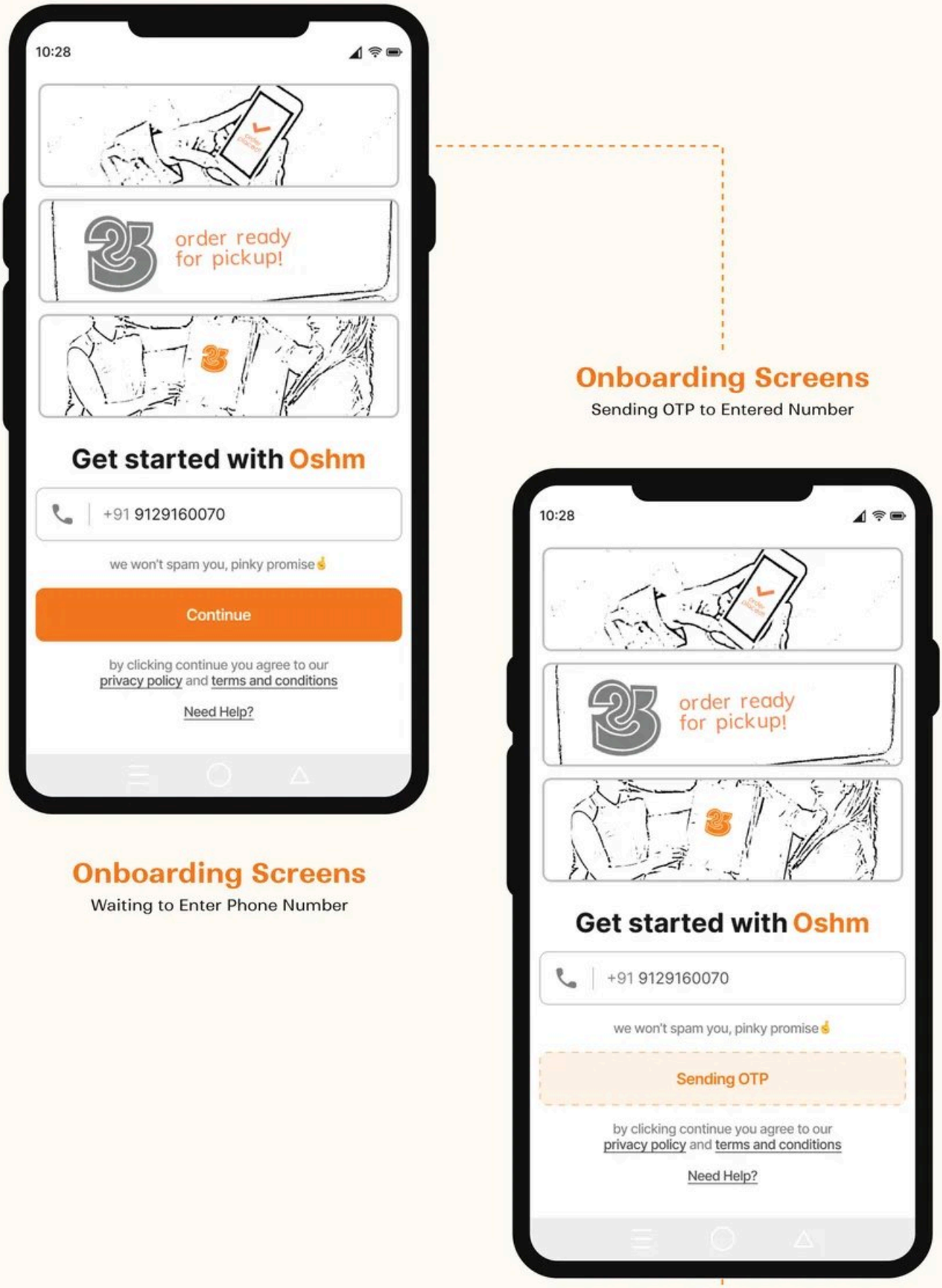
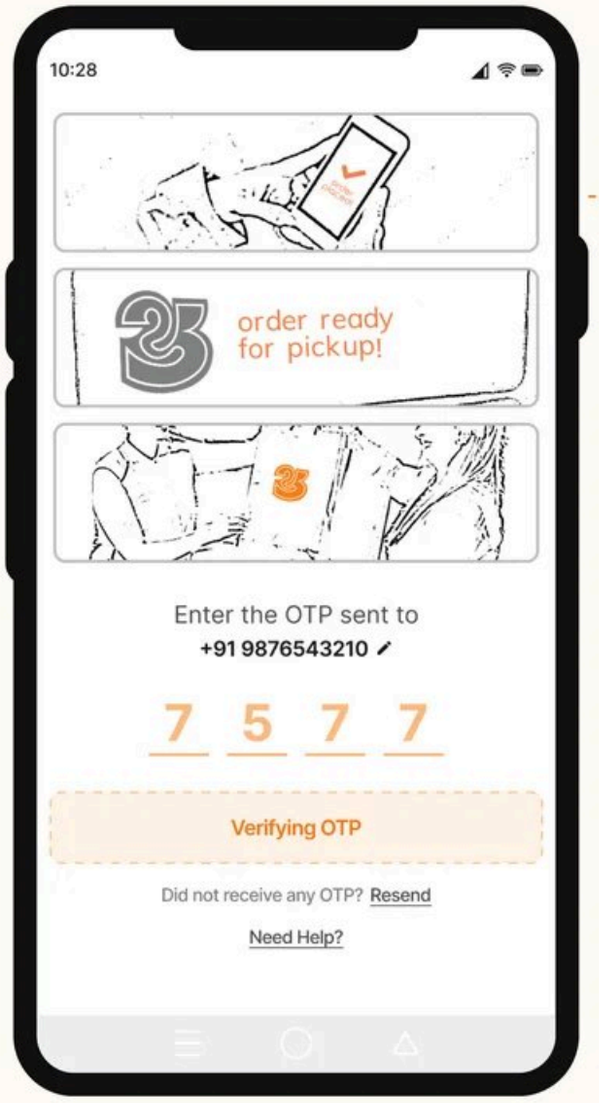


Figure 8.17
Oshm Onboarding Wireframes

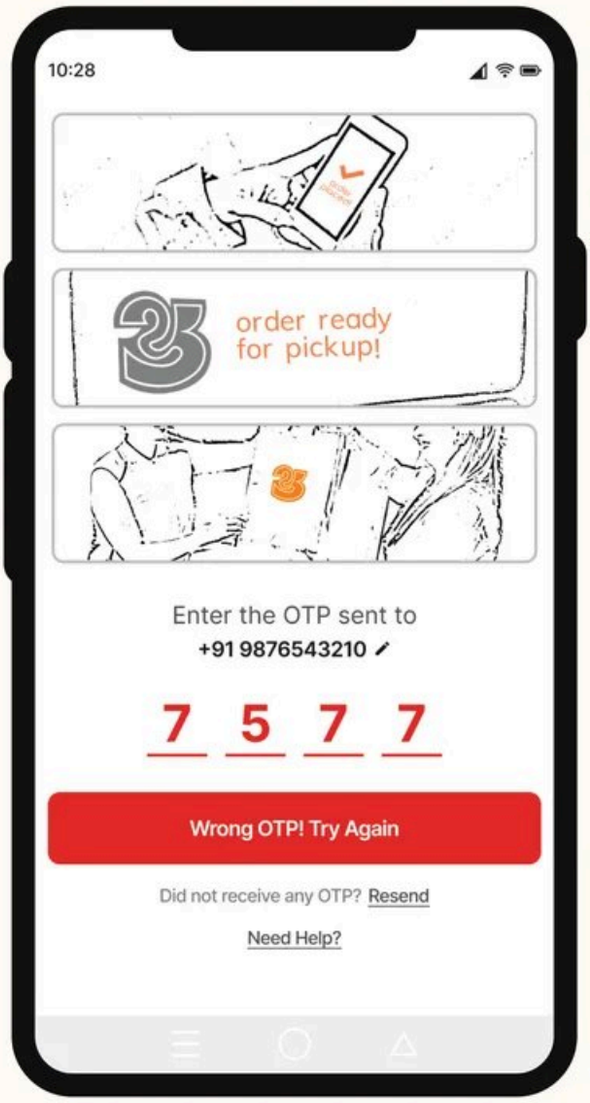


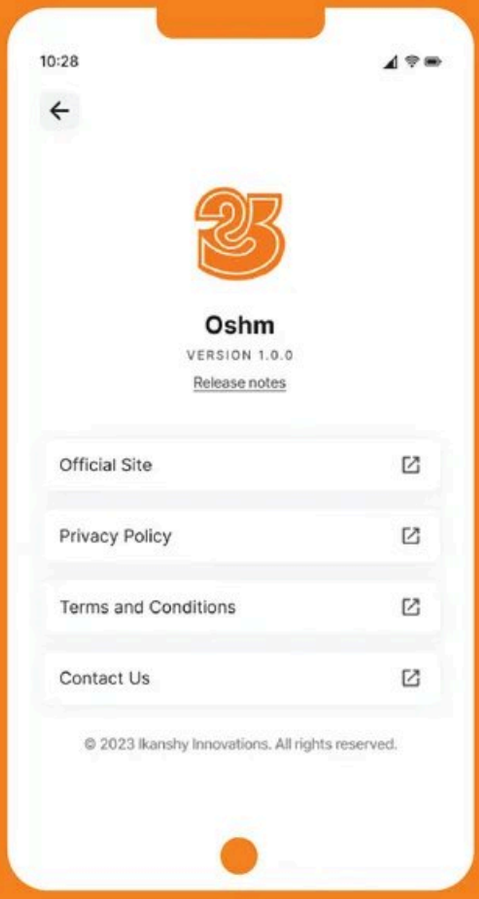
Onboarding Screens

Entering OTP and Waiting for Verification

Onboarding Screens

Wrong OTP Entered

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Release notes
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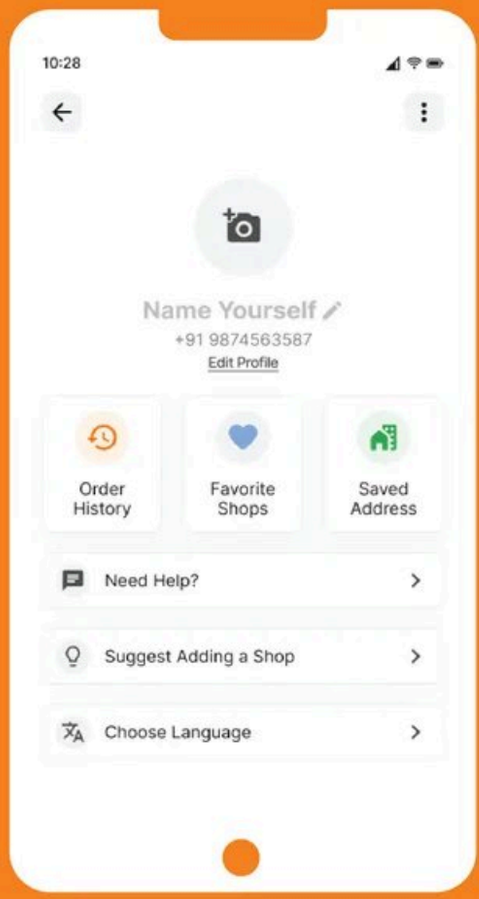
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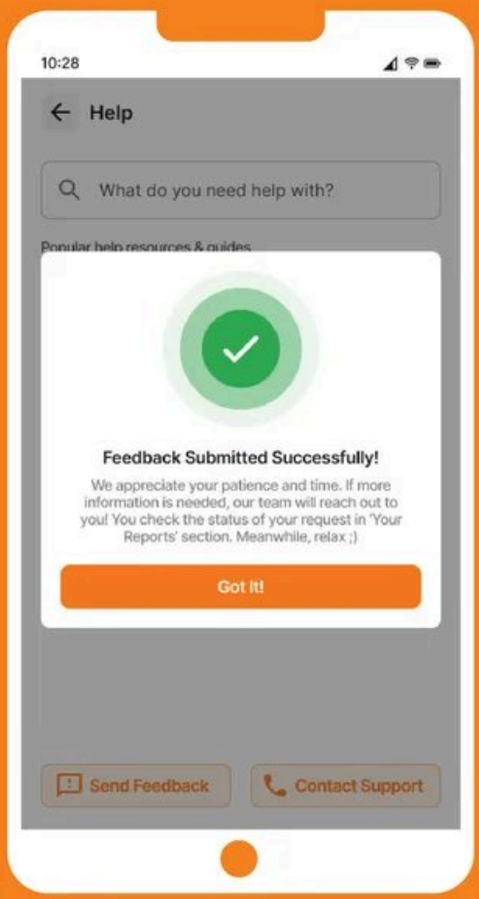
Order History
Favorite Shops
Saved Address
Need Help?
Suggest Adding a Shop
Choose Language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Popular help resources & guides
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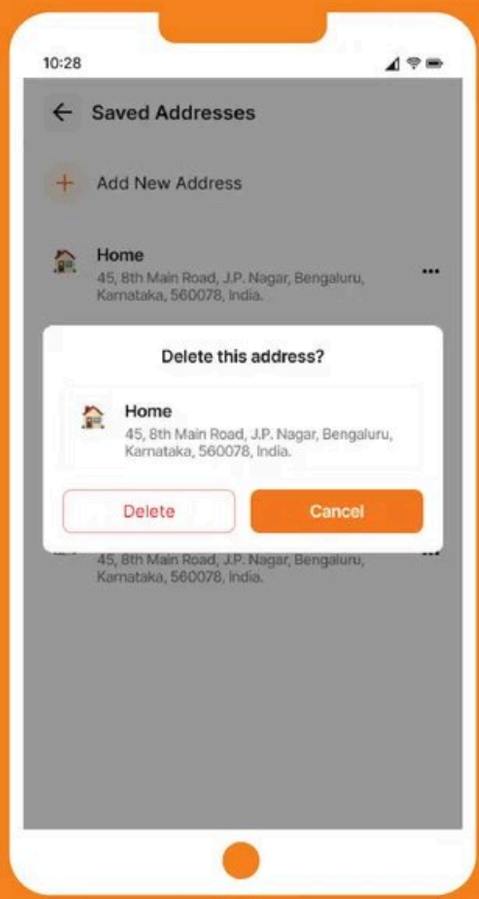
Got it!
Send Feedback
Contact Support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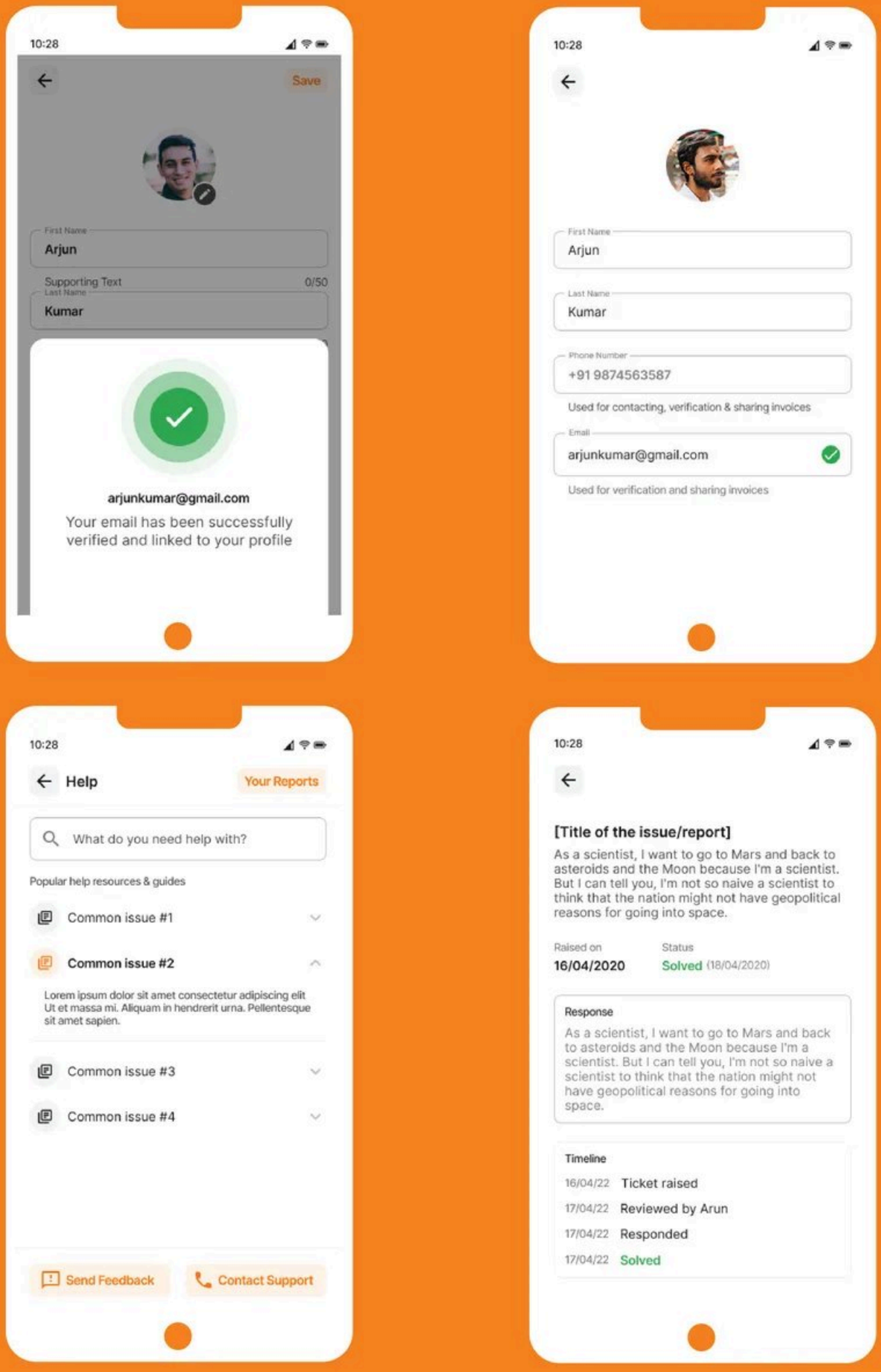

Figure 8.18
Oshm App Screens

Mānas, Volume One, comes to an end, and we hope it has served its purpose—to offered you a glimpse into our design process and the thought behind every small decision. Devalok will continue to evolve, just like our craft, but one thing will remain constant: our philosophy. You've seen it in the our shared projects, in how ideas were shaped, challenged, and refined. It is the foundation of our work—the belief that design is not just about how things look but what they stand for, who they serve, and the impact they create.

We will continue to stand with businesses built with purpose—those striving to make a difference, regardless of the industry. A business with positive intent and true care at its core creates a brand that truly resonates. Our role is clear: to blow soul into these visions bring those visions to life with soul and strategy. That is what the kind of work we aim to do—ensuring to ensure that design, in all its forms, carries weight, meaning, and a lasting presence in the world.

List of Visual References

Figure 0.01
Map of Khazana Market, Lucknow
Illustrated Graphic Produced by Devalok.

Figure 0.02
Devalok Signature Visual using 'Gyan Mudra' and 'Lotus Flower'
Illustrated Graphic Produced by Devalok.

Figure 0.03
Devalok Primary Logo
Illustrated Graphic Produced by Devalok.

Figure 1.01
DIVINI Apple Pie Can
Photographed by Kyle Shipley.

Figure 1.02
DIVINI Logo
Brand Visual produced by Devalok.

Figure 1.03
DIVINI Apple Pie Can along with DIVINI Signature Halo
Digital mockup produced by Devalok.

Figure 1.04
DIVINI Apple Pie Probiotic Tea Can wrap design
Illustrated Graphic Produced by Devalok for DIVINI.

Figure 1.05
DIVINI Apple Pie Can
Photographed by Cameron Mcghie.

Figure 1.06
DIVINI Apple Pie Can
Photographed by Cameron Mcghie.

Figure 1.07
DIVINI Apple Pie Can in the Clouds
Digital mockup produced by Devalok.

Figure 1.08
Scattered DIVINI Apple Pie Cans
Digital mockup produced by Devalok.

Figure 1.09
DIVINI Apple Pie Can and DIVINI 6-pack box
Photographed by Cameron Mcghie.

Figure 1.10
DIVINI Apple Pie Can and DIVINI 6-pack box
Photographed by Cameron Mcghie.

Figure 1.11
DIVINI Kimono Collar close-up
Photographed by Devalok.
Designed by Devalok.
Manufactured by Maev Overseas.

Figure 1.12
DIVINI Kimono Bottom Tag close-up
Photographed by Kyle Shipley.
Designed by Devalok.
Manufactured by Maev Overseas.

Figure 1.13
DIVINI Kimono design, digital over hand-drawn flat sketch
Illustrated Graphic Produced by Devalok.

Figure 1.14
DIVINI Kimono (Front) worn by Mason Domecq
Photographed by Kyle Shipley.
Designed by Devalok.
Manufactured by Maev Overseas.

Figure 1.15
DIVINI Kimono (Back) on Display
Photographed by Devalok.
Designed by Devalok.
Manufactured by Maev Overseas.

Figure 1.16
DIVINI Kimono back print
Illustrated Graphic Produced by Devalok for DIVINI.

Figure 1.17
DIVINI Kimono (Back) worn by Mason Domecq
Photographed by Kyle Shipley.
Designed by Devalok.
Manufactured by Maev Overseas.

Figure 1.18
DIVINI Kimono Front Closure close-up
Photographed by Devalok.
Designed by Devalok.
Manufactured by Maev Overseas.

Figure 1.19
DIVINI Unisex Button-down Shirt (Front) Digital Flat Sketch
Illustrated Graphic Produced by Devalok.

Figure 1.20
DIVINI Unisex Button-down Shirt (Back) Digital Flat Sketch
Illustrated Graphic Produced by Devalok.

Figure 1.21
DIVINI Unisex Button-down Shirt (Back) worn by Mason Domecq
Photographed by Cameron Mcghie.
Designed by Devalok.

Figure 1.22
DIVINI Unisex Button-down Shirt (Front) worn by Mason Domecq
Photographed by Cameron Mcghie.
Designed by Devalok.

Figure 1.23
DIVINI Can on Laptop Screen
Digital mockup produced by Devalok.

Figure 1.24
DIVINI Website Information Architecture
Data Visualization Graphic produced by Devalok.

Figure 1.25
DIVINI Website Landing page animation Storyboard
Illustrated Storyboard draft produced by Devalok.

Figure 1.26
Macbook and iPhone Mockup
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Figure 1.27
Phone Screen Mockup
Single Use Commercial License by Envato Elements Pty Ltd.
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Figure 1.28
DIVINI Website Product Page
High Fidelity Wireframe produced by Devalok.

Figure 1.29
iPhone 14 Pro Mockup
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Figure 2.02
Toledo Museum of Art Logo
Designed by Lafayette American's Design Practice, Scorpion Rose Studio, and Semi:Fromal

Figure 2.03
National Museum of Modern and Contemporary Art (Korea) Logo
Designed by brand consultancy Infinite Group based in Seoul.

Figure 2.04
Art Gallery New South Wales Logo
Designed by Mucho Brand Design Agency, Barcelona, Spain.

Figure 2.05
Coffee Plantation Logo Drafts
Brand Visual produced by Devalok.

Figure 2.06
Coffee Plantation Logo Variations
Brand Visual produced by Devalok.

Figure 2.07
Coffee Plantation Brand Visual Table-top
Illustrated Visual produced by Devalok.

Figure 2.08
Coffee Plantation Brand Visual Table-top Variations
Illustrated Visual produced by Devalok.

Figure 2.09
Coffee Plantation Color Palette
Brand Visual produced by Devalok.

Figure 2.10
Coffee Plantation Coffee Kettle (Signature Icon)
Illustrated Visual produced by Devalok.

Figure 2.11
Coffee Plantation Food Icons
Illustrated Visual produced by Devalok.

Figure 2.12
Coffee Plantation Brand Visuals
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Figure 2.13
Coffee Plantation Brand Visuals
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Figure 2.14
Signboard Mockup
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Figure 2.15
Coffee Plantation Menu Mockup
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Figure 2.16
Glass Bottle Mockup
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Figure 2.17
Food Tray Packaging Mockup
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Figure 2.18
Food Box Mockup
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Figure 2.19
Food Wrapper Mockup
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Figure 2.20
Crepe Packaging Box Mockup
(Pizza Slice Box Mockup)
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Figure 2.21
Sandwich Packaging Mockup
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Figure 2.22
Bakery Paper Bag Mockup
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Baby Crib Photograph by Charles Deluvio
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Figure 3.02
Bondle Logo Drafts; Examples for a playful and whimsical brand
Brand Visual produced by Devalok.

Figure 3.03
'BON'
Brand Visual produced by Devalok.

Figure 3.04
Happy Baby
(Happy little baby learning to walk with mother help at home. Baby growth and gevelopment)
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Figure 3.05
'BON' Charcoal over Beige
Brand Visual produced by Devalok.

Figure 3.06
Bondle Primary Logo Charcoal over Beige
Brand Visual produced by Devalok.

Figure 3.07
Bondle Wordmark Beige over Charcoal
Brand Visual produced by Devalok.

Figure 3.08
Bondle Color Palette
Brand Visual produced by Devalok.

Figure 3.09
'BON' Poses
Brand Visual produced by Devalok.

Figure 3.10
'BON' & Brand Signature Visual
Brand Visual produced by Devalok.

Figure 3.11
Waterproof Sticker Mockup
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Figure 3.12
Packaging Boxes Mockup
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Figure 3.13
Baby Bib with Rattles Mockup
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Enamel Pin Mockup
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Tag Mockup
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Figure 3.16
Wrapping Paper in Perspective Mockup
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Figure 3.17
Woven Label Embroidery Logo Mockup
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Tote Bag Mockup
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Street Poster Mockup
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Set Box Truck Mockup
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Figure 4.02
Kaizen Logo Drafts 01
Brand Visual produced by Devalok.

Figure 4.03
Kaizen Logo Drafts 02
Brand Visual produced by Devalok.

Figure 4.04
Kodawari (passion, persistence, commitment, and attention to detail)
Data Visualization Graphic produced by Devalok.

Figure 4.05
Kaizen Logo Draft 03
Brand Visual produced by Devalok.

Figure 4.06
Kaizen Primary Logo
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Figure 4.07
Kaizen Logo Variations
Brand Visual produced by Devalok.

Figure 4.08
Kaizen Color Palette
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Figure 4.09
Kaizen Brand Elements
Brand Visual produced by Devalok.

Figure 4.10
Kaizen Brand Layout Guide 01
Brand Visual produced by Devalok.

Figure 4.11
Kaizen Brand Layout Guide 02
Brand Visual produced by Devalok.

Figure 4.12
Kaizen Brand Layout Guide 03
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Figure 4.13
Outdoor Branding Mockup
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Figure 4.14
Billboard Mockup
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Figure 4.15
Citylight / Poster Mockup
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Figure 4.16
Container Mockup
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Set Box Truck Mockup
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Figure 4.18
Instagram Mockup
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Figure 4.19
Kaizen Uniform Design Drafts
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Figure 4.20
Polo Raglan T-Shirt Mockup
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Figure 4.21
City Billboard Mockup
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Figure 5.01
Eat Purposefully Creamsicle Granola
Photographed by Mackenzie DeZolt.

Figure 5.02
Eat Purposefully Logo Drafts
Brand Visual produced by Devalok.

Figure 5.03
Eat Purposefully Primary Logo
Brand Visual produced by Devalok.

Figure 5.04
Example of Color Palette for Fast Food Brands
Visual produced by Devalok.

Figure 5.05
Example of Color Palette for Healthy Food Brands
Visual produced by Devalok.

Figure 5.06
Eat Purposefully Color Palette
Brand Visual produced by Devalok.

Figure 5.07
Eat Purposefully Brand Elements
Brand Visual produced by Devalok.

Figure 5.08
Eat Purposefully Packaging Draft-01
Brand Visual produced by Devalok.

Figure 5.09
Eat Purposefully Packaging Draft-02
Brand Visual produced by Devalok.

Figure 5.10
Eat Purposefully Packaging Draft-03
Brand Visual produced by Devalok.

Figure 5.11
Eat Purposefully Packaging Draft-04
Brand Visual produced by Devalok.

Figure 5.12
Eat Purposefully Packaging Draft-05 Ziplock Pouch Mockup
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Figure 5.13
Eat Purposefully Packaging Arizona Sunshine Granola, Cider & Spice Granola, and Original Cinnamon Granola Mockup
Digital mockup produced by Devalok.

Figure 5.14
Eat Purposefully Arizona Sunshine Granola Packaging design (Front)
Illustrated Graphic Produced by Devalok.

Figure 5.15
Eat Purposefully Arizona Sunshine Granola Packaging design (Back)
Illustrated Graphic Produced by Devalok.

Figure 5.16
Eat Purposefully Arizona Sunshine Granola Illustration
Illustrated Graphic Produced by Devalok.

Figure 5.17
Eat Purposefully Packaging Arizona Sunshine Granola Ziplock Pouch Mockup
Digital mockup produced by Devalok.

Figure 5.18
Eat Purposefully Cider & Spice Granola Illustration
Illustrated Graphic Produced by Devalok.

Figure 5.19
Eat Purposefully Packaging Cider & Spice Granola Ziplock Pouch Mockup
Digital mockup produced by Devalok.

Figure 5.20
Eat Purposefully Original Cinnamon Granola Illustration
Illustrated Graphic Produced by Devalok.

Figure 5.21
Eat Purposefully Packaging Original Cinnamon Granola Ziplock Pouch Mockup
Digital mockup produced by Devalok.

Figure 5.22
Eat Purposefully Peppermint Mocha Granola Illustration
Illustrated Graphic Produced by Devalok.

Figure 5.23
Eat Purposefully Packaging Peppermint Mocha Granola Ziplock Pouch Mockup
Digital mockup produced by Devalok.

Figure 5.24
Eat Purposefully Creamsicle Granola Illustration
Illustrated Graphic Produced by Devalok.

Figure 5.25
Eat Purposefully Packaging Creamsicle Granola Ziplock Pouch Mockup
Digital mockup produced by Devalok.

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Tote Bag and Hat Mockup
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Figure 5.27
Round Ceramic Bowl Mockup
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Figure 5.28
Box with Duct Tape Branding Mockup
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Portable Flask Water Bottle Mockup
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Takeaway Packaging Mockup
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Social Media Instagram Mockup
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Figure 5.32
Apron Mockup
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Figure 5.33
Tshirt Mockup
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Figure 5.34
Tshirt Print
Illustrated Graphic Produced by Devalok.

Figure 6.01
Google Pixel 7a Mockup 01
(Google Pixel 7a, 15)
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Figure 6.02
Google Pixel 7a Mockup 02
(Google Pixel 7a, 01)
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Figure 6.03
Transactions Logo Construction
Brand Visual produced by Devalok.

Figure 6.04
Inter Typeface
Brand Visual produced by Devalok.

Figure 6.05
Google Pixel 7a Mockup 03
(Google Pixel 7a, 13)
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Figure 6.06
Transactions UI Assets
UI Assets for 'Transactions' Application produced by Devalok.

Figure 6.07
Transactions Color Palette
Brand Visual produced by Devalok.

Figure 6.08
Google Pixel 7a Mockup 04
(Google Pixel 7a, 10)
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Sales Analytics Mobile App UI Mockup
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Phone Mockup
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Downtown Chandler
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Figure 7.02
Chandler Sister Cities Old Logo
Chandler Sister Cities

Figure 7.03
Pillars of Downtown Chandler
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Figure 7.04
Chandler Sister Cities Logo Drafts featuring the main motif 'Sun'
Brand Visual produced by Devalok.

Figure 7.05
Chandler Sister Cities Logo Construction
Brand Visual produced by Devalok.

Figure 7.06
Chandler Sister Cities Logo Breakdown
Brand Visual produced by Devalok.

Figure 7.07
Chandler Sister Cities Primary Logo
Brand Visual produced by Devalok.

Figure 7.08
Chandler Sister Cities Logo Variations
Brand Visual produced by Devalok.

Figure 7.09
Chandler Sister Cities Icon
Brand Visual produced by Devalok.

Figure 7.10
Chandler Sister Cities Signature Icon and Layout Guide 01
Brand Visual produced by Devalok.

Figure 7.11
Chandler Sister Cities Signature Icon and Layout Guide 02
Brand Visual produced by Devalok.

Figure 7.12
Chandler Sister Cities Signature Icon and Layout Guide 03
Brand Visual produced by Devalok.

Figure 7.13
Chandler Sister Cities Color Palette
Brand Visual produced by Devalok.

Figure 7.14
Tote Bag Mockup
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Figure 7.15
Instagram Carousel Branding Mockup
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Figure 7.16
ID Card Mockup
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Figure 7.17
Tshirt Mockup
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Figure 7.18
Vertical Flags Mockup
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Exhibition Flag Mockup
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Totebag Mockup
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Poster Mockup 01
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Figure 7.22
Poster Mockup 02
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Figure 7.23
Poster Mockup 03
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Figure 7.24
Metal Chair Mockup
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Figure 7.25
Tennis Court Mockup
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Figure 8.01
Phone Mockup Device
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Figure 8.02
Indian Kirana Store
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Figure 8.03
Oshm Logo (Orange over White)
Brand Visual produced by Devalok.

Figure 8.04
Oshm Wordmark
Brand Visual produced by Devalok.

Figure 8.05
Oshm Logo + Shadow
Brand Visual produced by Devalok.

Figure 8.06
Oshm Logo (White over Orange)
Brand Visual produced by Devalok.

Figure 8.07
Tote Bag Mockup
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Figure 8.08
iPhone Mockup
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Figure 8.09
Digital Literacy in India
Data Visualization Graphic produced by Devalok.

Figure 8.10
Oshm UI Information Architecture
Brand UI Assets produced by Devalok.

Figure 8.11
Oshm Digital Icon Library
Brand UI Assets produced by Devalok.

Figure 8.12
Oshm UI Color Palette
Brand UI Assets produced by Devalok.

Figure 8.13
Oshm UI Assets (Buttons)
Brand UI Assets produced by Devalok.

Figure 8.14
Oshm UI Assets
Brand UI Assets produced by Devalok.

Figure 8.15
Oshm UI Dark Theme
Digital mockup produced by Devalok.

Figure 8.16
Oshm UI Light Theme
Digital mockup produced by Devalok.

Figure 8.17
Oshm Onboarding Wireframes
Digital mockup produced by Devalok.

Figure 8.18
Oshm App Screens
Digital mockup produced by Devalok.

"Devalok took the time to understand our purpose and transformed it into a brand identity that far exceeded our expectations. The logo they created is an absolute masterclass in simplicity and impact. Clean, memorable, and novel. We have lost count of how many compliments we have received, with clients and peers alike stating it “is on the level of Fortune 500 logos”. Devalok didn’t just deliver a design, they gave us a competitive edge. If you want branding that turns heads and builds trust, Devalok is the only choice."

- Pierce Braun (Founder of Kaizen)

"Devalok has been immensely helpful in the development of our startup. They have been very involved in our packaging, branding, manufacturing, and supply chain. They have kept very clear communication with us throughout the whole process and we cannot recommend them enough!"

- Ilan Chmelnik (Co-Founder of Bondle)

"The design process was thoughtful and collaborative. Devalok carefully considered our industry and audience, ensuring that the branding elements felt intentional and well-executed. The final deliverables are high-quality and reflect the effort and attention to detail they put into their work. Communication has been smooth throughout, with the team being responsive and proactive. Their ability to take complex ideas and turn them into a strong brand identity has been valuable, and I appreciate their approach."

- Nick Padgett (Owner of Movecars.com)

"From the jump, we went to the core of what I was trying to accomplish and developed the brand not based off of design, but mission and goals for the community I was looking to create. The team killed the first renditions and created an outstanding foundation to launch off of. There is so many elements that go into finding the perfect brand look including your logo, color scheme, design, placement of information, presentation of information, social media brand look, wording, taglines, the name, etc...
Devalok was able to step into my brand's journey and make that vision clear. Without their team, I would not be in the position I am today to confidently tell my brand's story to the world in a way that best represented my views.”

- Mason Domecq (Founder of DIVINI)

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