

BRIEF OVERVIEW  
GRADUATION PROJECT

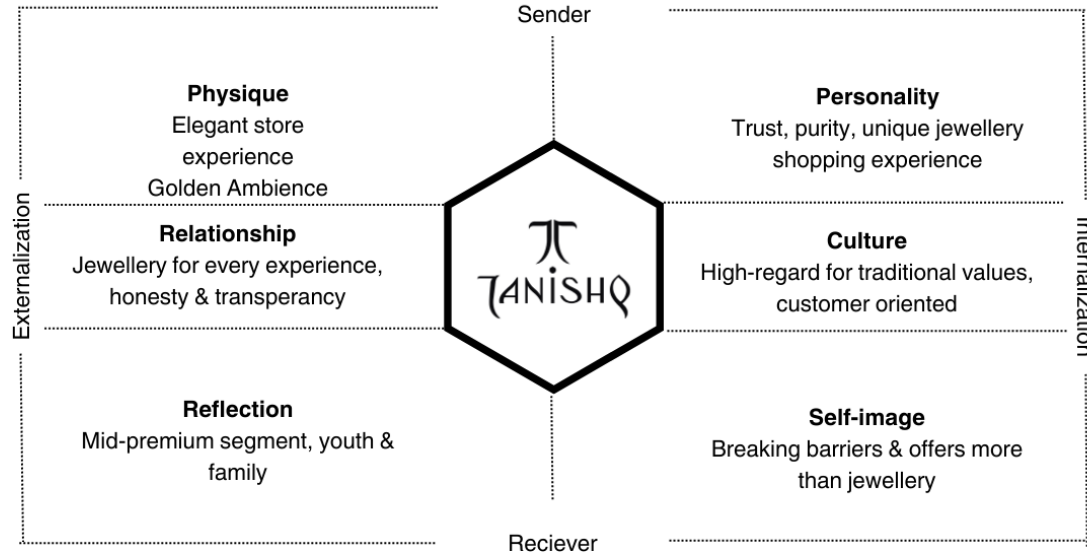
# LOWE LINTAS

SNEHA KRISHNAN  
B.DES FASHION COMMUNICATION STUDENT  
NIFT CHENNAI

TANISHQ REBRANDING:  
COLOUR PALETTE

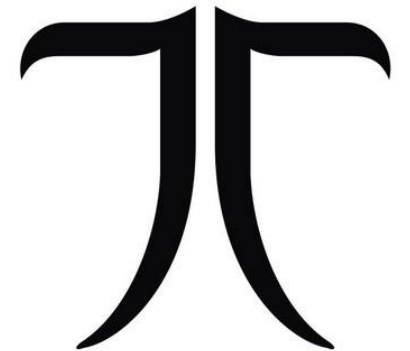
- Client Brief: To refresh the colour palette of Tanishq, not straying too away from the existing one, and show at least one application of the same on collaterals.

*Initial Study*



*Tanishq = Tan (body) + ishq (love)*

- *Indian*
- *Love*
- *Elegance*
- *Wealth*
- *Feminine Strength*
- *Nature*
- *Royalty*



TANISHQ REBRANDING :  
COLOUR PALETTE

*Proposed colour palette*

Derivation



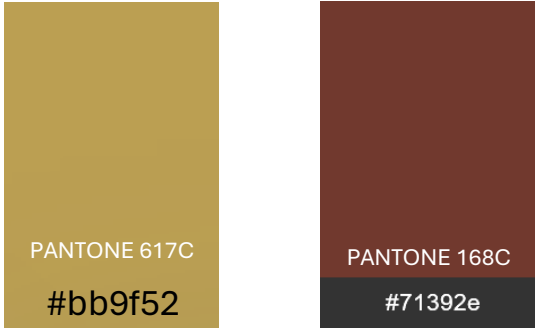
Trust  
Stability  
Reliability  
Loyalty

Primary Colour



Wealth  
Elegance  
Femininity  
Strong personality

Secondary Colours



Prosperity  
Luxury,  
Optimism  
Grounding

Warmth  
Familiarity  
Security  
Grounding

Supporting colours

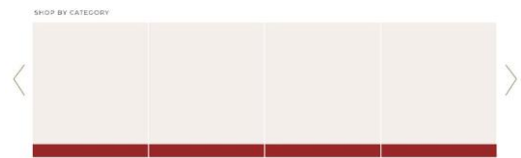
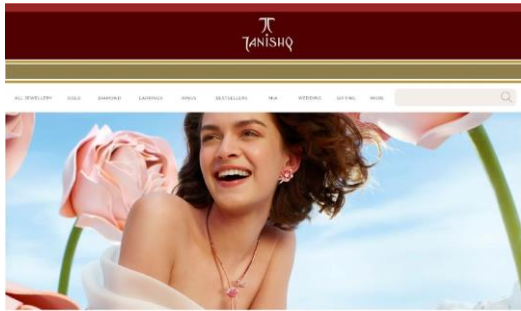


Shade of black

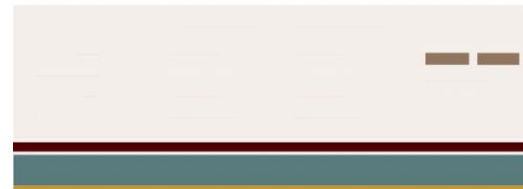
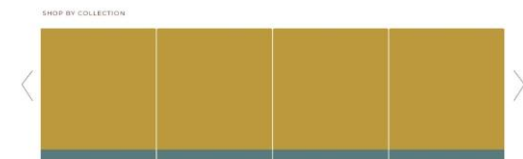
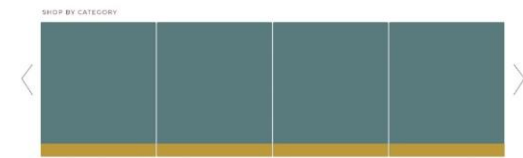
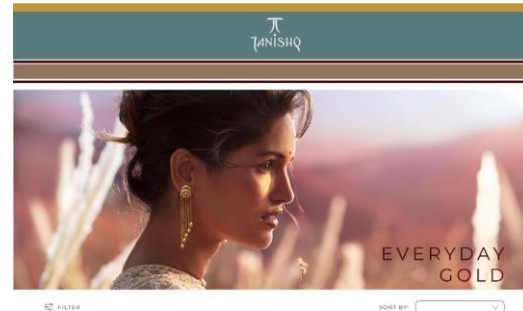
Pearl white

TANISHQ REBRANDING:  
COLOUR PALETTE

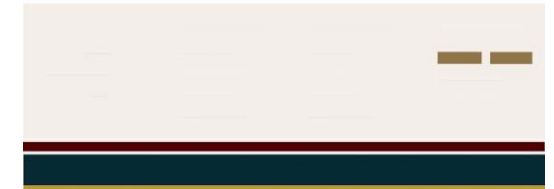
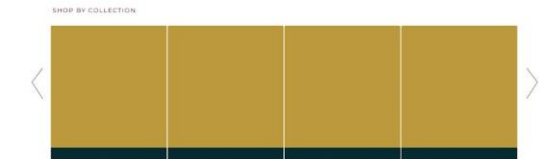
*Finalised colour palette application*



*Suggested landing page*



*Suggested page for Everyday Gold*



*Suggested page for high-value Gold*

TANISHQ AKSHAYA TRITIYA  
GLAMDAYS COLLECTION  
CAMPAIGN

Client Brief: To come up with a creative approach to the campaign with deliverables including 5 key-visuals and the related product images which are variants of the key-visuals.



LAYOUT 1



LAYOUT 2

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

TANISHQ AKSHAYA TRITIYA  
GLAMDAYS COLLECTION  
CAMPAIGN

A TATA PRODUCT

TANISHQ  
PRESENTS  
GlamDays

GET **UP TO 100% OFF\***  
Exchange value on your  
old gold bought from  
any jeweller

UP TO **20% OFF\***  
On the making charges  
of gold jewellery and on  
diamond value

MAKE EVERYDAY SPARKLE

www.tanishq.co.in

LAYOUT 3

A TATA PRODUCT

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PRESENTS  
GlamDays

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LAYOUT 4

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.



TANISHQ AKSHAYA TRITIYA  
GLAMDAYS COLLECTION  
CAMPAIGN

A TATA PRODUCT

TANISHQ  
PRESENTS  
GlamDays

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MAKE EVERYDAY SPARKLE

www.tanishq.co.in

LAYOUT 5

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

TANISHQ AKSHAYA TRITIYA  
GLAMDAYS COLLECTION  
CAMPAIGN



INDICATIVE MOCKUP OF THE LAYOUT (ATL ADVERTISING)

THIS EXECUTION DONE FOR THE CAMPAIGN IS A HYPOTHETICAL PROJECT.

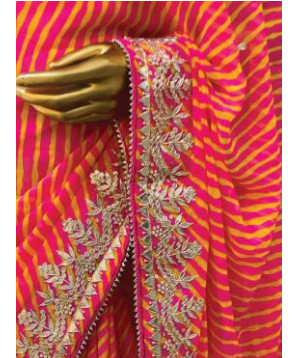


PACKAGING DESIGN FOR  
ITC AASHIRVAD MITHAAS

Client Brief: Create a packaging design for ITC Aashirvad Mithaas' Motichoor Laddoo, taking inspiration from the saris of the origin state of the sweet, Rajasthan.



- **Main inspiration:** Motifs and weaves of authentic saris from Rajasthan, the origin state of **Motichoor Laddoos**.
- A modern play on the traditional patterns of:
  - Ghatchola Bandhani
  - Leheriya
  - Gota Patti+ colour blocking
- A more vibrant and fresher approach with the customary colours of Rajasthani saris.



PACKAGING DESIGN FOR  
ITC AASHIRVAD MITHAAS

*Final KLD design and mockup*





PACKAGING DESIGN FOR  
ITC AASHIRVAD MITHAAS

**AASHIRVAAD**  
mithaas  
**MOTICHOOR  
LADDOO**

**Sweet Servings of Legacy**

A royal sweet from the land of kings, the Motichoor Laddoo is Rajasthan's crowning confection that graced all our childhood festivals and functions. Fried pearls of besan meld together with a kesar sugar syrup that brings to your tastebuds, a celebration of traditional flavours.

As we grow older the onus is on us to become the custodians of tradition, while adding our own practical spin to it. It's on us to make the special effort to ensure the flavours of tradition keep getting passed on.

Now, incorporate tradition into your modern lives, the easy way. Presenting unforgettable favourites in a convenient format with Aashirvaad Mithaas- that fits into your bag, schedule, and your heart, ready to be taken on the go.

**₹249** mein 250g

ITC  
Enduring Value

UNIT DESIGNING:  
LIFESTYLE'S 25 YEARS ANNIVERSARY

Client Brief: To come up with a unit design incorporating the 25 anniversary unit. Also to depict the units in layouts with the anniversary offer copy and mid-season sale copy.



*Chosen option by client*

UNIT DESIGNING:  
LIFESTYLE'S 25 YEARS ANNIVERSARY



*Collateral 1*

*Logo unit + anniversary sale offer unit*



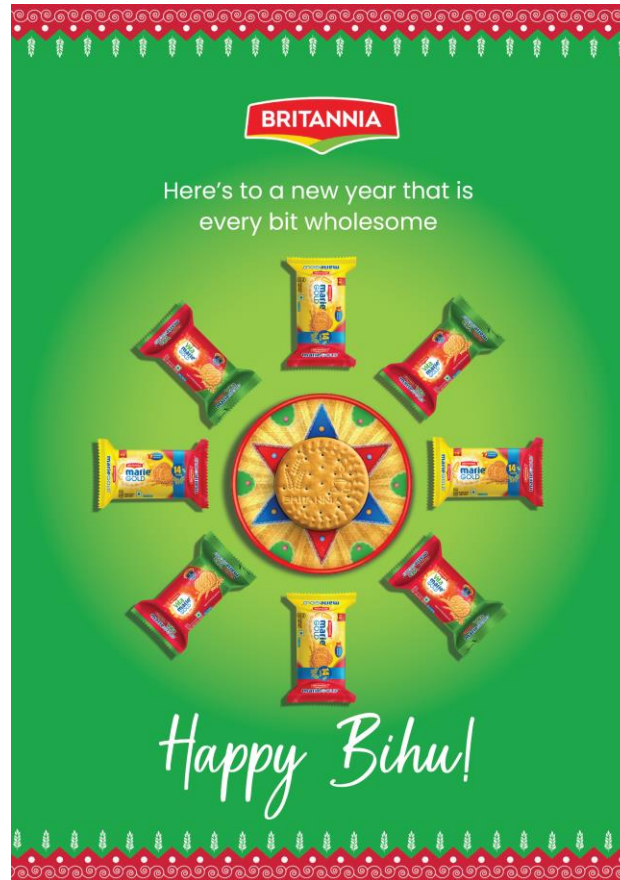
*Collateral 2*

*Logo unit + mid-season sale offer unit*



BRITANNIA CORPORATE FESTIVE CREATIVES  
FOR BIHU

Client Brief: To come up with A3 sized corporate festive creatives for Britannia with their Marie Gold packs, revolving around the Assamese festival Bihu.



OPTION 1



OPTION 2