

Visual Identity Design

Young Designers Collective

Project 1

Summer Internship

Rishabh Pandey

156250006

Graphic Communication Concepts

May 09 – June 07, 2016

Mumbai, India

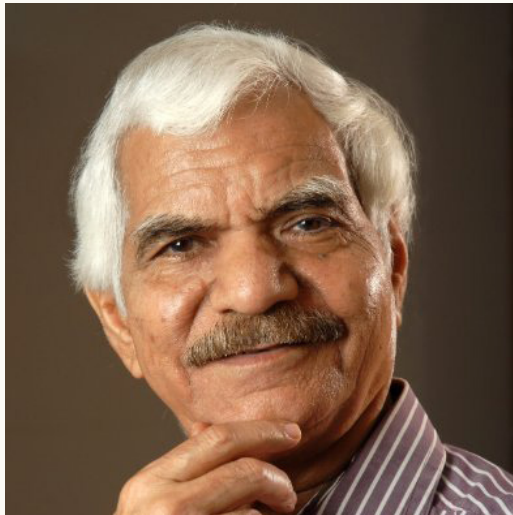
MDes 2015 – 2017

Visual Communication

IDC School of Design, IIT Bombay

Graphic Communication Concepts

Graphic Communication Concepts (GCC)



Sudarshan Dheer

Founder, Chief Designer
Mumbai, India

GCC was founded in 1974 by Sudarshan Dheer—the Grand Master of Corporate Communications in India.

The studio specializes in corporate communication projects—identity, literature, packaging, signage systems and continues to serve both national and international clientele. Sudarshan Dheer has designed logos or brand identities for over 100 clients.

His work has been featured in more than 50 international publications and won more than 40 awards. His well known logos are Hindustan Petroleum (HP), Titan, the Essar Group, Raheja Corp., Kissan, IDBI Bank and Centurion Bank.

People

GCC is an independent design studio run by genuine human beings.

When I joined, the team included Mr. Sudarshan Dheer, Apoorv, Uma Ji, and Sreshtha Hazra. Everyone welcomed me open heartedly in the studio and treated me like a family member. It being a small team, the studio became a great opportunity to observe, interact and learn from the master himself.

Apoorv Jadhav has been associated with Mr. Dheer right after graduating from Rachna Sansad College of Applied Arts and Crafts, Mumbai in 2015. He has worked on several new projects at GCC including Spacewood and Ralco identity design.

Uma Sainath has been managing the studio for more than 14 years now.

Sreshtha Hazra had joined for internship a week before me. She is pursuing BFA in Applied Arts at MSU Baroda and is expected to graduate in 2017. We'd meet previously at Typoday 2016 held this year at Srishti Institute of Design and Technology, Bangalore where we attended a workshop offered by Prof. Mahendra Patel together.

Understanding **Visual Identity Design**

Visual identity design is based around the visual devices used within a company, usually assembled within a set of guidelines. These guidelines that make up an identity administer how the identity is applied throughout a variety of mediums, using approved color palettes, fonts, layouts, measurements and so forth.

A **logo** identifies a company or product via the use of a mark, flag, symbol or signature. A logo does not sell the company directly nor rarely does it describe a business.

Logos derive their meaning from the quality of the thing it symbolizes. Logos are there to identity not to explain.

Keywords

- Modern
- Young
- Connect
- Energetic
- Force
- Change
- Develop
- Organize
- Share
- Initiate
- Stable
- Create

Qualities of an Effective Visual Identity

- Clear semantic perception.
- Bold, direct and memorable.
- Unique in its own domain.
- Work across media and scale.
- Work in both black and white, and color.

Young Designers Collective

Abstract

Young Designers
Collective

People in India from several decades have been acting irresponsible and ignoring common design problems.

During my study in art and design schools, many times I came across to question this 'chalta hai' behavior of people towards everyday problems and soon realized that if I myself will do nothing for the common good then everything is likely to stay the same forever. While the individual effort matters, a collective effort will not only take a lot less time but will be more

impactful and effective. Therefore, the idea of creating a collective of focused young designers came into existence.

Operation of the Collective

- The collective will be open for all the art/ design students, practicing artists/ designers and professional studios who priorities actual change over profit.
- The collective will be hosted through a website displaying all the projects and designers.

**Young Designers Collective
is a project initiated to bring
change by change in India
through self-initiated individual
and collaborative projects.**

Typography

Roman Typeface for Visual Identity

Proxima Nova

Typeface

Typefaces have unique characteristics that help communicate specific messages. Proxima Nova combines modern proportions with a geometric appearance and is available for both print and web.

AaBbCcDdEeFf

Proxima Nova Light

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789

Proxima Nova Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Proxima Nova Semibold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Proxima Nova Extrabold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Proxima Nova Black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789**

Logo

**Young Designers
Collective**



Logotype

Young Designers
Collective

YDC logotype appears to the left. It is the primary element of the Young Designers Collective visual identity system and must appear on all the YDC communications.

YDC logotype is a custom designed graphic and may not be altered in any way.



Custom designed
graphic not to be altered.

Logo Unit

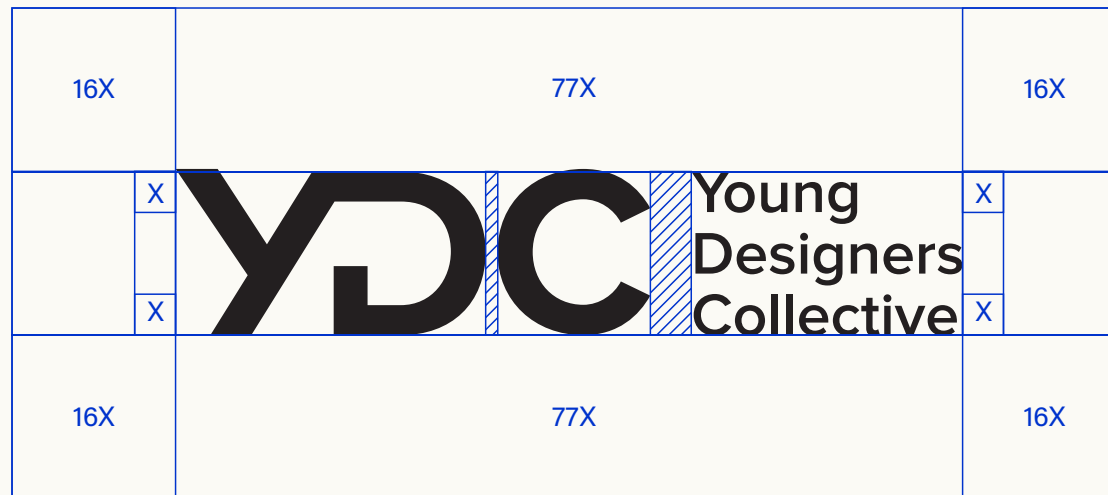
Typography

YDC Young
Designers
Collective

Proxima Nova

Logo Unit

Spacing & Minimum Clearance



Logo

Reduction for Web



Weblogo
300 x 300 px



Weblogo
150 x 150 px



Weblogo
100 x 100 px



Weblogo
50 x 50 px



Weblogo
48 x 48 px



Favicon
32 x 32 px



Favicon
16 x 16 px

Logo Unit

**Against Mono Color
Backgrounds**





RGB 255.255.255 / CMYK 0.0.0.0 /
HTML #ffffff



RGB 255.255.255 / CMYK 0.0.0.0 /
HTML #FFFFFF



RGB 0.51.204 / CMYK 91.81.0.0 /
HTML #0033cc



RGB 0.0.0 / CMYK 0.0.0.100 /
HTML #000000

Stationery Design



Visiting Cards



YDC Young Designers Collective

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YDC Young Designers Collective
RISHABH PANDEY
Co-founder
+91 81 30 526218
aarishabh@gmail.com
www.ydcindia.org

YDC Young Designers Collective
SWATI SHARMA
Co-founder
+91 99 11 078546
illustratorswati@gmail.com
www.ydcindia.org

YDC Young Designers Collective

YDC Young Designers Collective

SALIK ANSARI
Co-founder
+91 76 66 594938
salikansari@jitb.ac.in
www.ydcindia.org

RISHABH PANDEY
Co-founder
+91 81 30 526218
aarishabh@gmail.com

SWATI SHARMA
Co-founder
+91 99 11 078546
illustratorswati@gmail.com

YDC Young
Designers
Collective

india.ydc@gmail.com
www.ydcindia.org

Envelope

Dear Mr. Akshay,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean
aliquam diam leo, nec molestie iacus varius non. Etiam ornare
usto. Donec posuere consequat quam, eu rhoncus velit. Phasellus
luctus arcu a turpis hendrerit, ut luctus diam dictum. Sed porttor
quis libero in feugiat. Vestibulum ac metus dictum, aculis purus
vitae, iacinia turpis. Sed sit amet diam eu leo efficitur venenatis.
Curabitur eu velit urna. Nullam scelerisque dui.

Vestibulum ante ipsum primis in faucibus orci luctus et ultrices
posuere cubilia Curae; Integer at enim vel ligula fringilla vehicula.
Pellentesque habitant morbi tristique senectus et netus et euada
fames ac turpis egestas. Curabitur blandit elementum erat, uera
vestibulum sollicitudin enim mollis et. Maecenas laoreet urna
rhoncus dolor facilisis bibendum, phasellus tellus felis, pharetra at
efficitur eget, placerat eleifend elit. Nulla non nunc vitae sem
sodales placerat ut vel eros. Maecenas sed ligula facilisis, tempus
metus sed, molestie turpis.

Nunc semper, justo tincidunt mollis porttor odio turpis dapibus
nunc, ac pellentesque nunc odio eget nisi. Suspendisse imperdiet
ex sodales eros eleifend, nec vestibulum sem venenatis, Phasellus
quis egestas mi. Cras gravida condimentum imperdiet. Sederisque
ex sed ante malesuada est, id aliquet nibh tincidunt eget. Aenean
malesuada ullamcorper lectus eleifend, et posuere metus amet
luctus ipsum ullamcorper lectus eleifend, et posuere metus amet
vulputate laoreet.

Donec vehicula est sed leo laoreet, a auctor magna pretium.
Fusce eget eros facilisis, finibus nibh ut, ultrices ex. Pellentesque
scelerisque mattis congue. Fusce feugiat, enim ac mollis porttor,
massa massa sodales urna, vestibulum vestibulum nunc metus
eu turpis. Duis sit amet erat eget ligula, enim ac mollis porttor,
est. Sed ac vulputate nisi, sed faucibus risus. Maecenas ac augue
tempor, varius magna nec, sagittis sem. Mauris imperdiet mi in
placerat consectetur. Nullam fermentum, eros nec.

Sincerely,
Rishabh Pandey
Co-founder

www.ydcindia.org

Letterhead



YDC Young
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YDC

india.ydc@gmail.com
www.ydcindia.org

YDC

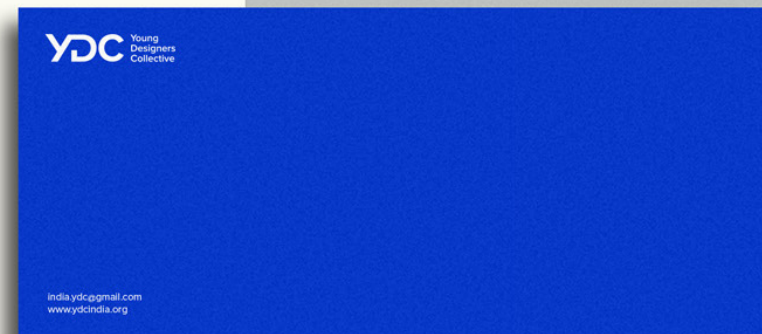
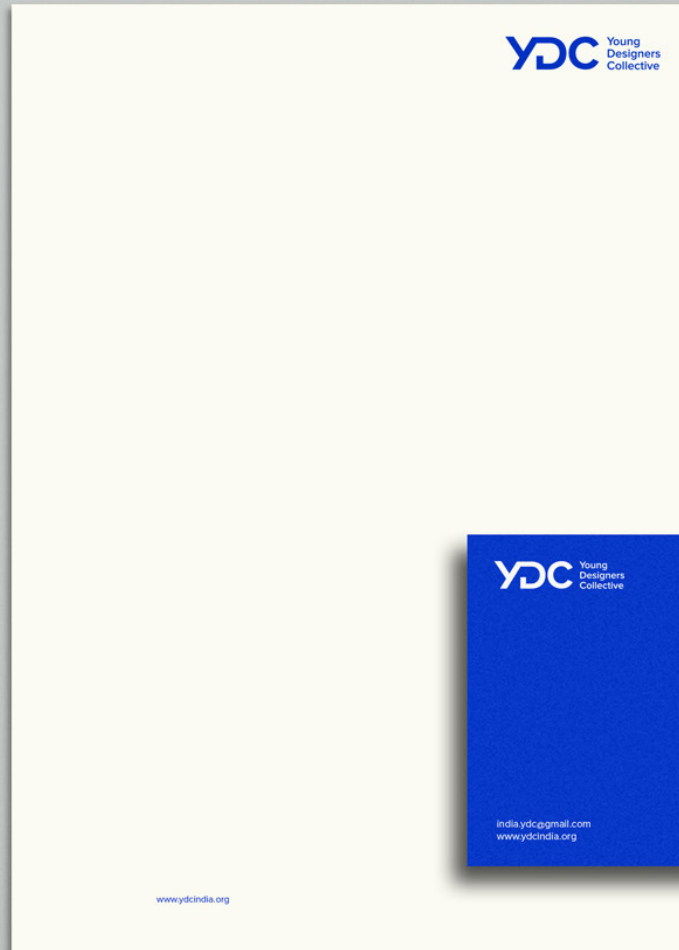
india.ydc@gmail.com
www.ydcindia.org

YDC

india.ydc@gmail.com
www.ydcindia.org

YDC

india.ydc@gmail.com
www.ydcindia.org



Stationery



Hand Bag

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Thank You.