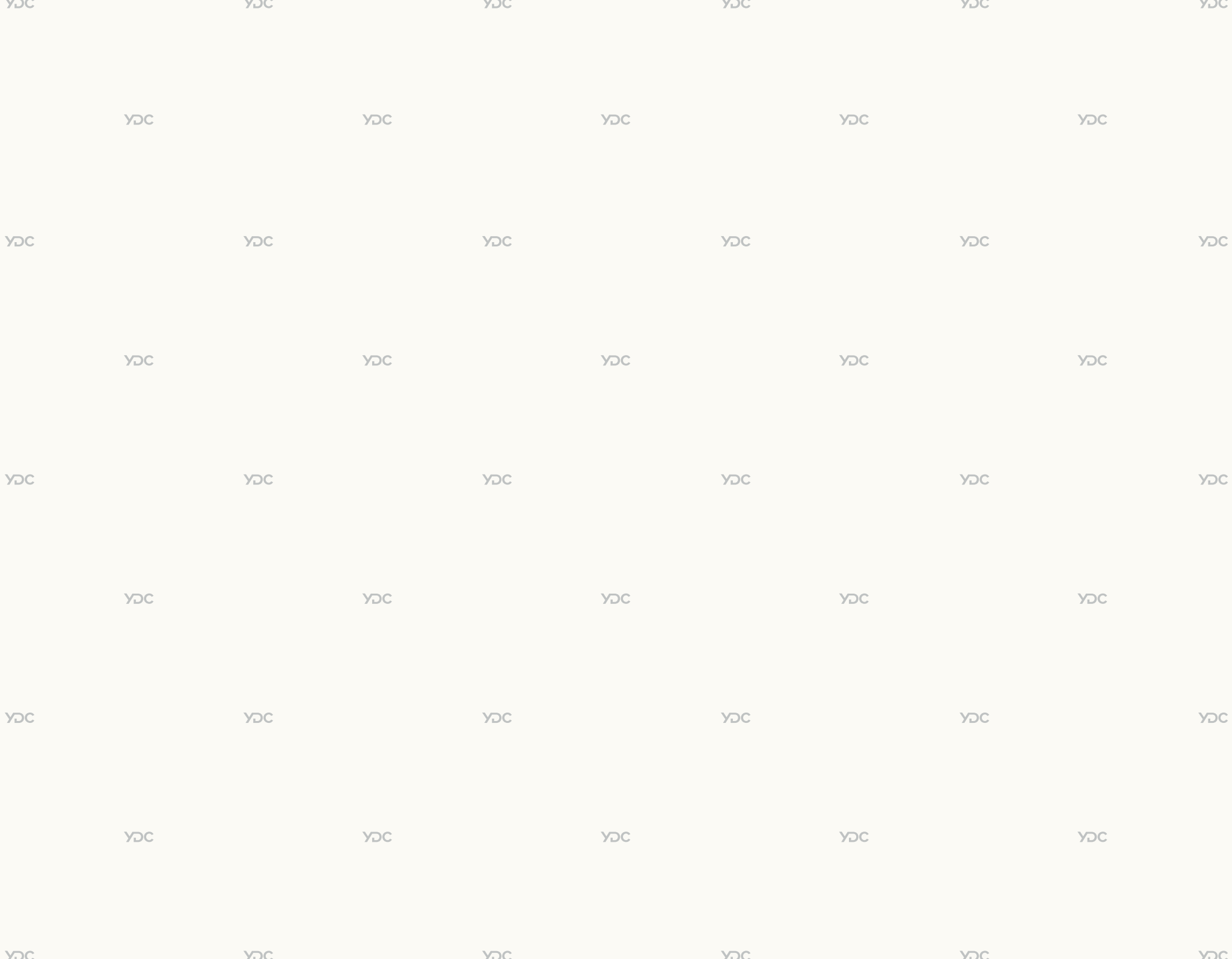


Visual Identity Design

Young Designers Collective



Visual Identity Design

Young Designers Collective

Project 1

Summer Internship

Graphic Communication Concepts

May 09 – June 07, 2016

Mumbai, India

Rishabh Pandey

156250006

MDes 2015 – 2017

Visual Communication

IDC School of Design, IIT Bombay

Foreword

Graphic Communication Concepts has been founded by Sudarshan Dheer in Colaba, Mumbai.

The following report describes visual identity design for a self-initiated project I undertook at GCC. Young Designers Collective is being started by me along with Salik Ansari and Swati Sharma to bring change by design in India through self-initiated and collaborative projects.

The report presents the visual identity design guidelines created for the collective during my internship under guidance of Mr. Sudarshan Dheer.

Acknowledgment

This project could not have been done without Mr. Sudarshan Dheer who not only guided me but also encouraged and challenged me throughout the project.

I would also like to express my thanks to faculty and friends at IDC School of Design, IIT Bombay specially Prof. G. V. Sreekumar, Prof. Mandar Rane and Prof. Raja Mohanty who have been continuously encouraging me to explore and reach new heights of design as well as to become a good human being.

Also, I thank Ashish Kumar, Kimberly C. Manners, Salik Ansari and Swati Sharma along with my family who have given me unconditional support in my journey.

Internship Letter

TO
WHOM
SO EVER
IT MAY
CONCERN

! 7 June 2016

It is a matter of pleasure to say
that Rishabh Pandey has done his internship
in our Design Studio
from 9 May 2016 to 7 June 2016.

As I always say, that it is not as important
to become a successful professional,
which is not so difficult at all,
but to become simply a good Human Being
in life is more significant.

Rishabh is a talented being,
possesses multidimensional ability to think beyond.
It is all the more commendable
when it is combined with sincerity.

Rishabh is a gifted Soul with higher degree of
sensitivity, who could grasp, the process of thinking
with such an ease combined with spirituality.

The rapport which he has created while
being with us, as an extension of GCC family.
We are going to miss his presence
for the times to come.

Wishing Rishabh a bright future ahead.

Sudarshan Dheer
Sudarshan Dheer

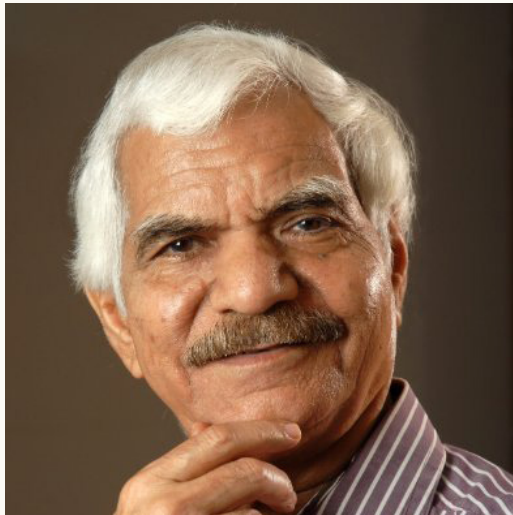
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Graphic Communication Concepts (GCC)



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**

What is visual identity design and the purpose of a logo?

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 colour 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, not the other way around. Logos are there to identify not to explain.

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.

Keywords for Young Designers Collective

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

Brief

Young Designers Collective

What is 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.

The collective will be hosted through a website displaying all the projects and designers.

The collective will be open for all the art/ design students, practicing artists/ designers and professional studios who priorities actual change over profit.

**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

16X		77X				16X	
	X		Young Designers Collective	X			
	X			X			
16X		77X				16X	

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



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YDC Young Designers Collective

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Envelope

Dear Mr. Akshay,

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Aenean aliquam diam leo, nec molestie lacus. Varius non. Etiam ornare justo. 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, scullis 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 euosda fames ac turpis egestas. Curabitur blandit elementisque erat. Ursa vestibulum sollicitudin bibendum. Phasellus tellus felis, pharetra at rhoncus dolor facilisis bibendum. Maecenas laoreet urna 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, sit amet posuere eros imper. Aliquam malesuada malesuada est, id aliquet nibh tincidunt eget. Aenean 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 luctus vestibulum nunc metus 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
Designers
Collective

YDC

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YDC

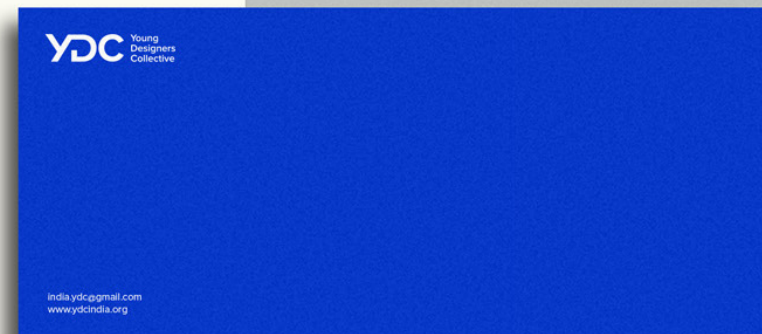
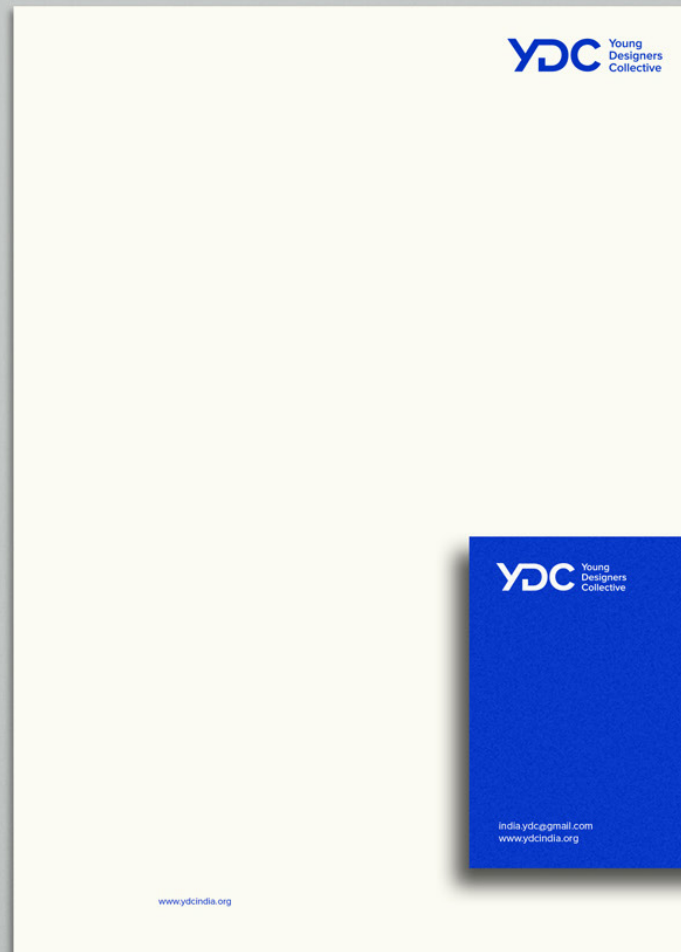
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Stationery



Hand Bag

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MDes 2015 - 2017

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