

DESIGN PORTFOLIO

Graphic Design

GALLERY

Beginning with Intentions

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Branding

BRAND VISUAL IDENTITY GUIDELINES V.01 BRAND LOGO 011



Primary Logo

[www.growththeory.in](#)

BRAND VISUAL IDENTITY GUIDELINES V.01 BRAND COLORS 016

				
PANTONE 1545 C	PANTONE 393 C	PANTONE 5463 U	PANTONE 7407 C	PANTONE 142 C
CMYK 33, 93, 98, 49	CMYK 4, 10, 71, 0	CMYK 86, 56, 38, 61	CMYK 9, 26, 80, 15	CMYK 5, 21, 78, 5
RGB 104, 28, 16	RGB 246, 216, 104	RGB 42, 61, 75	RGB 208, 170, 71	RGB 233, 193, 79
HEX 6B1C10	HEX F6D868	HEX 2A3D4B	HEX D0AA47	HEX E9C14F

Color Palette

[www.growththeory.in](#)

BRAND VISUAL IDENTITY GUIDELINES V.01 BRAND LOGO 014



Legibility

[www.growththeory.in](#)

BRAND VISUAL IDENTITY GUIDELINES V.01 VISUAL STYLE 022



Application Examples

The following section brings all of the identity elements together to show the Hakimi in application: we would like as many people and organisations as possible to use the identity elements of Hakimi as a Brand. Please use these example applications as a visual guide to help you create your communications. This section demonstrate the flexibility of the brand, exploring the use of all the elements, elements working in partnership and logotype only.

Note: This is not a comprehensive list of all Brand identity deliverables.

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BRAND VISUAL IDENTITY GUIDELINES V.01 BRAND LOGO 015



Common Errors

Note: This is not a comprehensive list of errors. These are simply the most common or egregious errors.

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BRAND VISUAL IDENTITY GUIDELINES V.01 VISUAL STYLE 021



Iconography



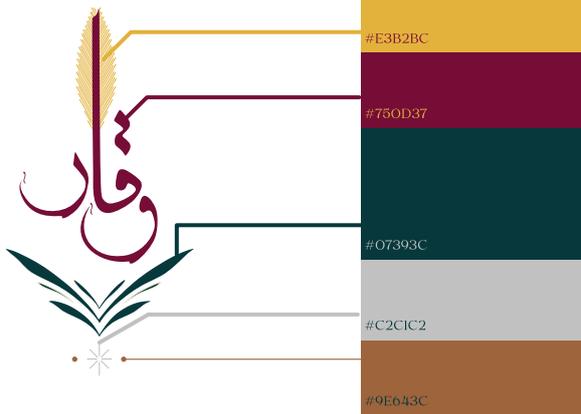
[www.growththeory.in](#)

Branding



Brand Story

Waqar is born out of a passion for preserving the cultural heritage of the Dawoodi Bohia Community through contemporary and elegant fashion. Our collections are a seamless blend of tradition and modernity, where every thread tells a story of heritage and craftsmanship. At Waqar, we believe in bringing the richness of Dawoodi Bohia fashion to the world, one exquisite kurta saya at a time.



Branding



Colour Palette

- #280627
- #5C205C
- #BC8E6E
- #C29C55
- #FFFFFF



Design Elements.



8 pointer star



S+J Monogram



Typography Logo

Botera TFE — Dominant Font

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Sub-Dominant Font — Goudy Old Style

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Typography



Logo Visual Combinations

Packaging Mockup



Branding



Product Packaging



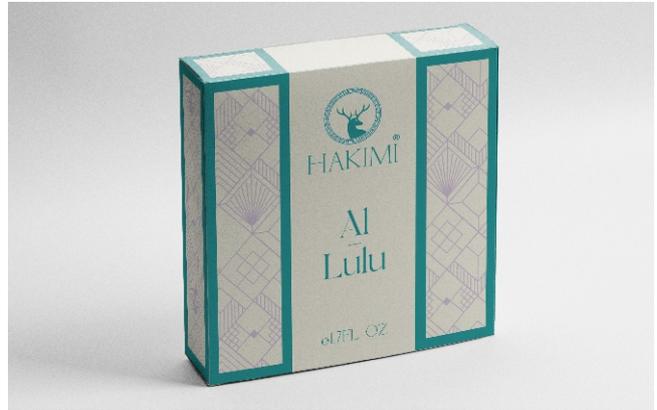
featuring Packaging Outlines ...

Product Packaging

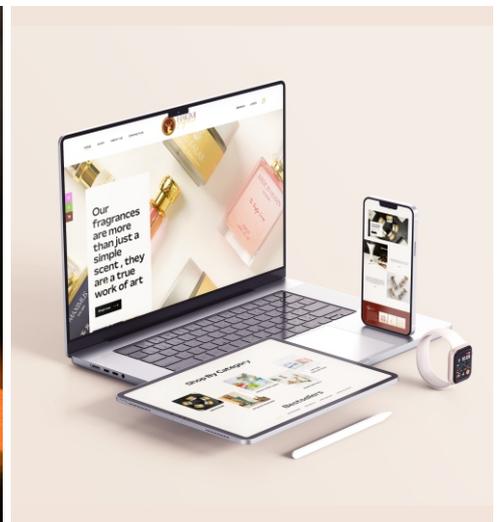
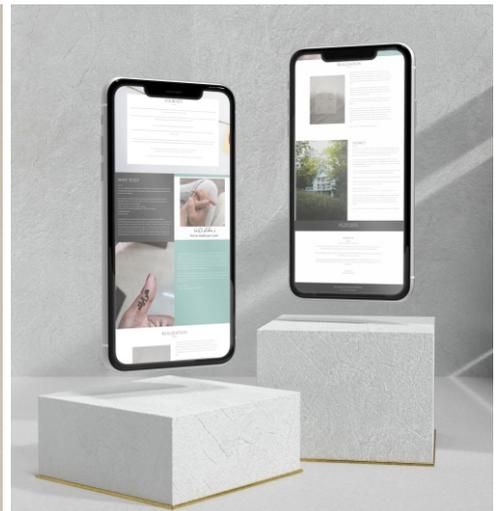
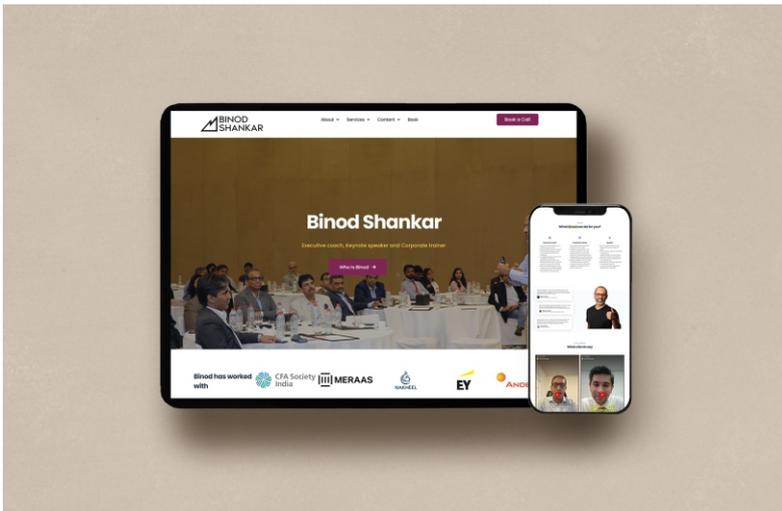
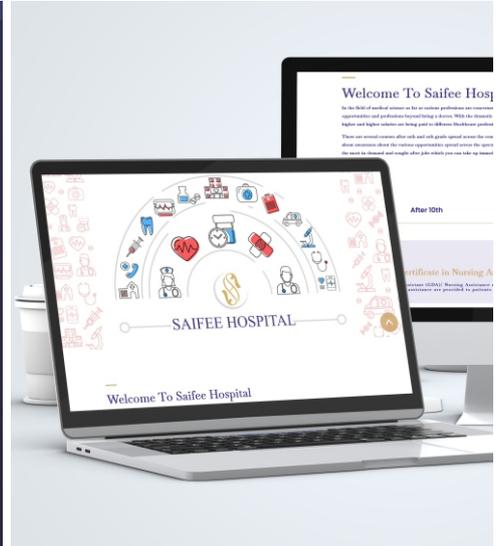


featuring Packaging Outlines ...

Product Packaging



UI / UX Development



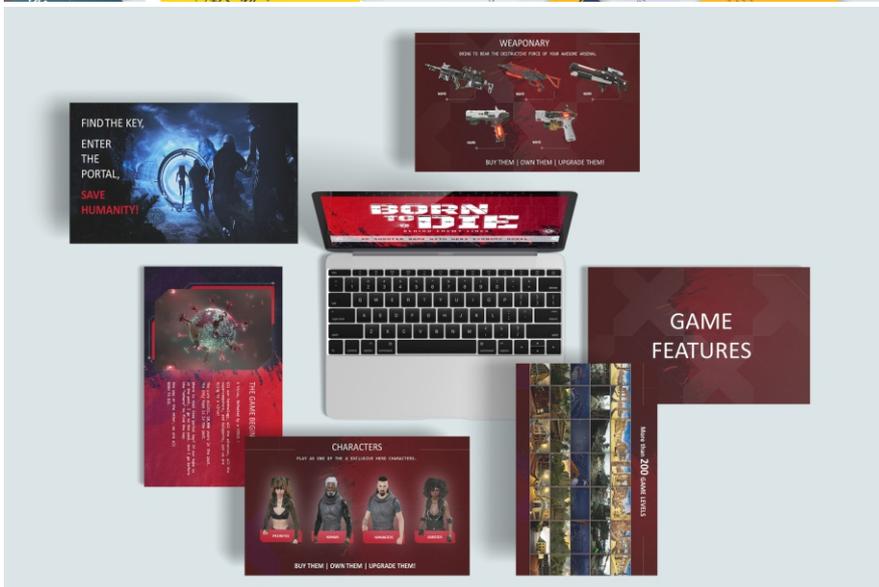
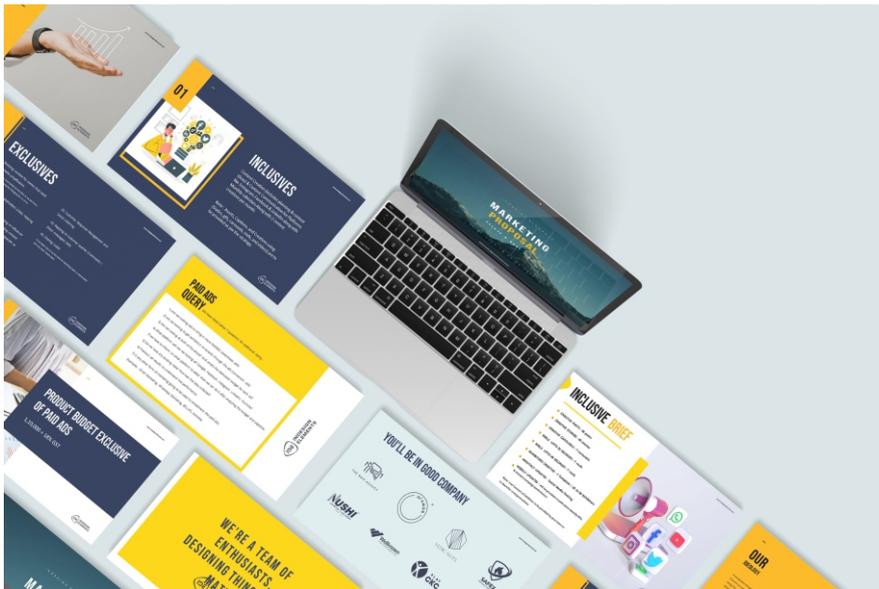
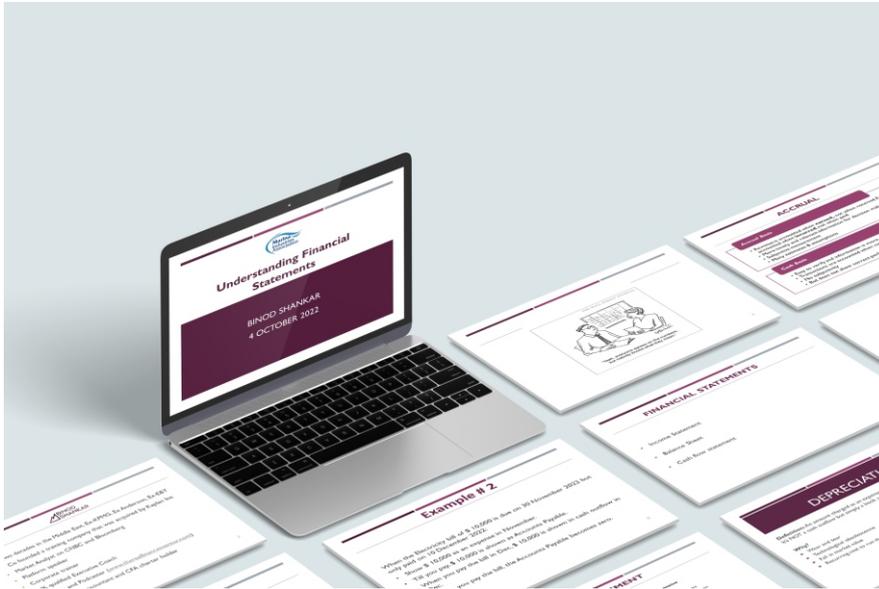
— featuring Designs & Development ...

Presentation Layout

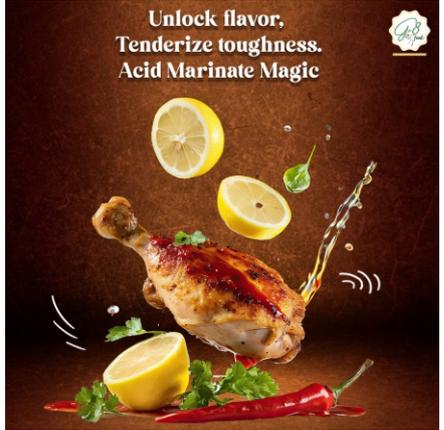
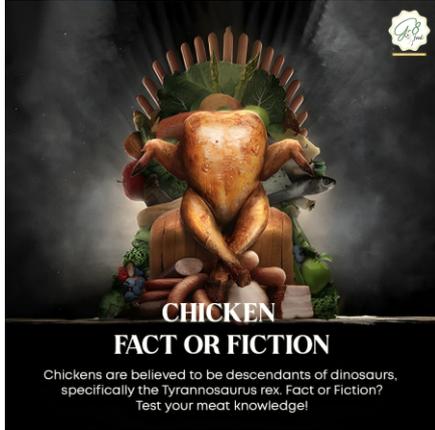
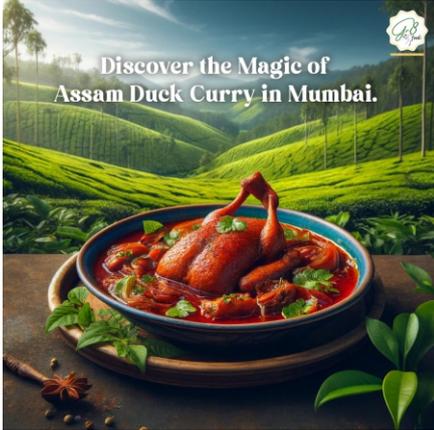


featuring Presentation Templates...

Presentation Layout



Social Media Communication



Social Media Communication

BINOD SHANKAR

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10 SEATS ONLY

DM NOW

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Binod Shankar

BINOD SHANKAR

Regret may remind us of our not so great past. But as I say, a great future doesn't require a great past.

BORN TO DIE

NEWS OF THE SPACE

LET'S TALK ABOUT WHAT HAPPENED IN THE WORLD OF WEB3 GAMING THIS WEEK.

SWIPE TO KNOW MORE

THE VIRUS IS GETTING STRONGER!

WILL HEROES RISE TO TRAVEL THROUGH TIME, FIGHT THE ENEMIES, AND SAVE HUMANITY?

A VIRUS, DEFEATED BY A VIRUS!

HUMANITY IS BEING DEFEATED BY A DEADLY VIRUS. HOW DO WE SURVIVE THIS?

WHERE IS THE CURE? FIND OUT MORE!

BORN TO DIE

EXCELLENCE

X **Teckell.**

CHROME PLATED BRASS HANDLES

TEMPERED CRYSTAL STRUCTURE

PLAYERS MADE OF ALUMINUM

#HOUSEOFTHEEXTRAORDINARY

EXCELLENCE

X **Teckell.**

BILIARDO

#HOUSEOFTHEEXTRAORDINARY

EXCELLENCE

X **Teckell.**

EXTRA CLEAR CRYSTAL TOP

SOLID MARBLE BASE

#HOUSEOFTHEEXTRAORDINARY

Ramadan is here, are you *After Ready?*

#RamadanwithHakimi

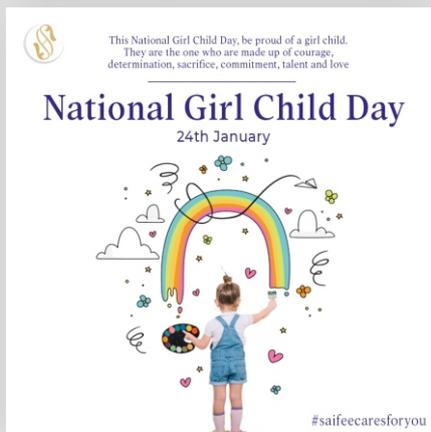
Your Signature *fragrance*

#RamadanwithHakimi

The fragrance of *love*

#RamadanwithHakimi

Social Media Communication



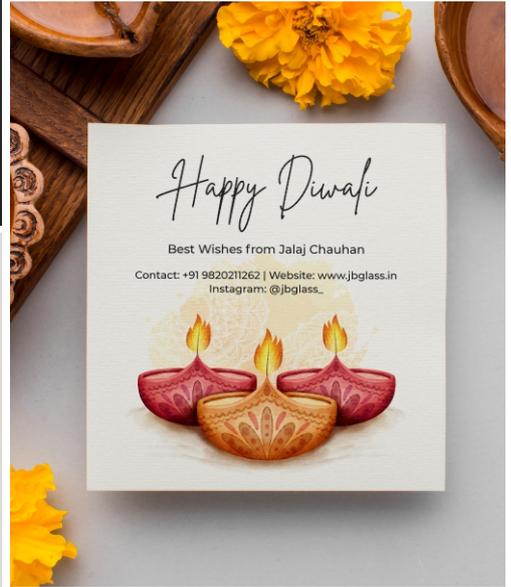
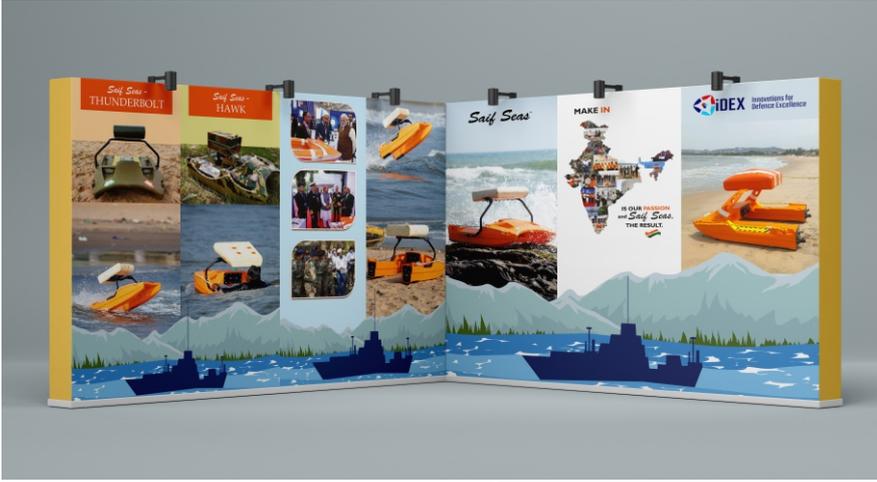
Corporate Collaterals



Corporate Collaterals



Corporate Collaterals



My Credentials

