

Crafting Brands: From Ideas to Identities

VOL. 1 of 2

Student : **Mustafa Manasawala**

Sponsor : **Vivek Bhanushali**

Mentor : **Yash Raizada**

Programme :
Bachelor of Design (B.Des)
Integrated Communication Design



JK LAKSHMIPAT UNIVERSITY
Institute of Design
NAAC 'A' Grade Accredited

The Evaluation Jury has recommended **Mustafa Manasawala**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Integrated Communication Design**

Herewith, for the project titled "**Crafting Brands: From Ideas to Identities**"
on fulfillment of requirements by

Jury Chairman

Jury Member

Jury Member

Subsequent remarks regarding fulfillment of requirements

Dean, Institute of Design
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Date: 19 June, 2025

Place Mumbai

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Acknowledgement

I would like to express my heartfelt gratitude to Mr. Vivek Bhanushali for giving me the incredible opportunity to be a part of this project. His trust and encouragement played a vital role in shaping this experience.

A special thank you to my mentor, Mr. Yash Raizada, for his unwavering guidance and support throughout this journey. His patience in answering my random calls and handling my awkward questions with clarity and kindness made all the difference.

I am deeply thankful to my parents for their constant support, encouragement, and belief in me and becoming my biggest source of strength.

Lastly, I extend my sincere thanks to JK Lakshmipat University for allowing me to undertake this project as an essential part of my Bachelors in Design degree. The platform and resources provided by the university have been instrumental in my academic and professional growth.

Preface

This volume presents a compilation of my work on a cereal brand project that initially began under the guidance of an agency led by Mr. Vivek Bhanushali. What started as a collaborative endeavor took an unexpected turn due to unforeseen events, including a fire that significantly impacted the agency's operations. As the agency became destabilized, the project was temporarily tabled. However, I chose to carry it forward independently as a part of my Graduation Project. This document reflects the journey of the project.

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Establishing the Brand Context

About the client

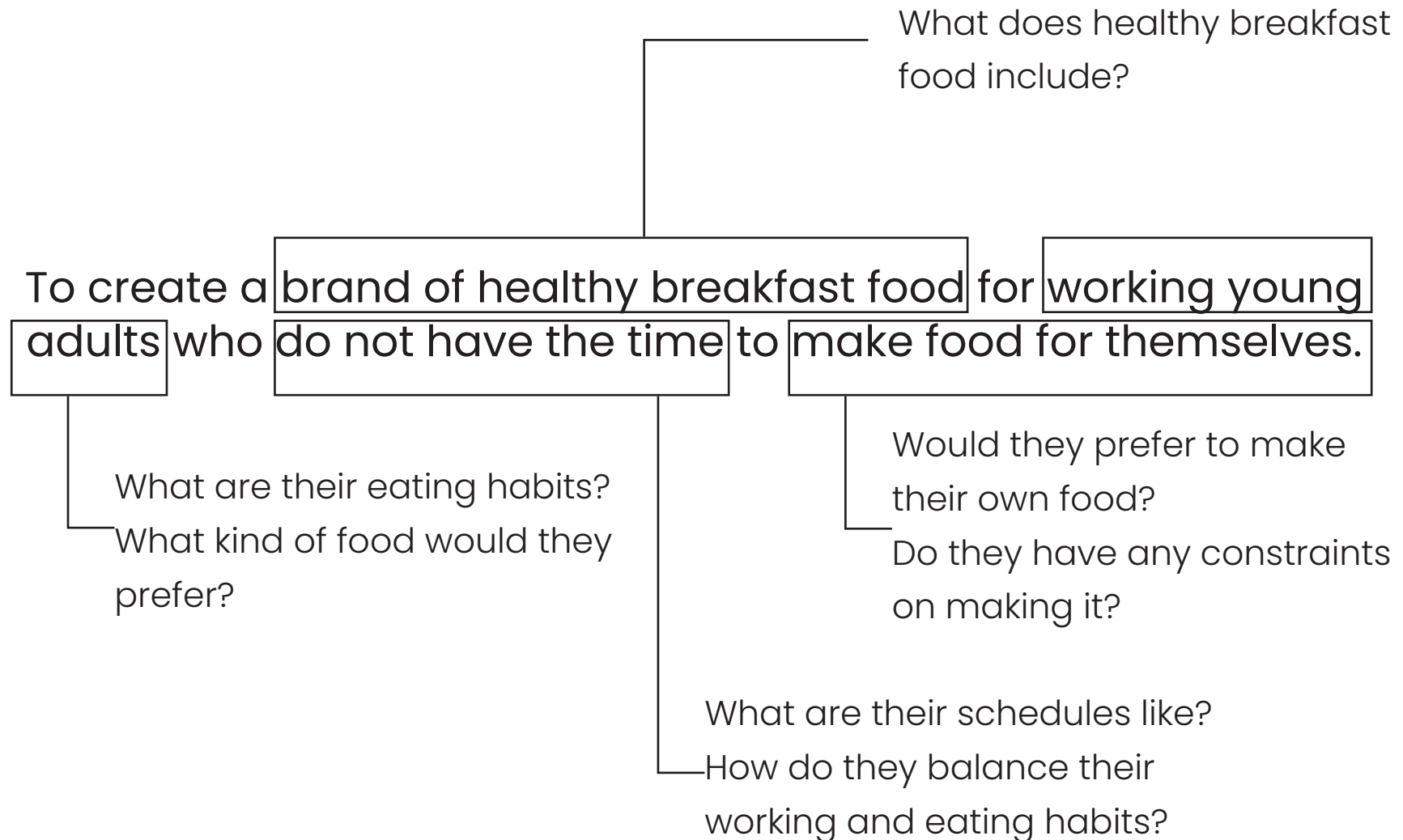
Yashwardhan and Rohit are two friends who work in a management firm in the UK. Their relationship started with Yash working at Rohit's Venture Capital firm as an intern. Later both of them ended up working in the same place, with Rohit as Yash's manager.

They became colleagues then friends and now they have become business partners. When they decided to get healthier together, they discovered the lack of good breakfast options that were high in protein, quick and without added sugar. This was the birth of an idea **to start a brand of breakfast cereals that are healthy, high in protein, fibre and energy without any added sugar.**

Client brief

To create a brand of healthy breakfast food for working young adults who do not have the time to make food for themselves.

Decoding the brief



Setting the research context

Based on the brief this is where I started my research:

- Understanding the Product
- Understanding User habits and mindset
- Finding user pain points and causes to position the brand

Product context

What is the Product?

The first product that the brand is launching is a breakfast cereal that is high in protein, fibre and energy, and has no added sugar.

Why a breakfast cereal?

Many young professionals prefer to start their day with something quick and easy to make, especially when living away from home. Hence, cereals are their go to option for a quick, easy and cost friendly breakfast.

Product context

Why High Protein, Fibre and Energy?

Protein is a requirement for healthy living and current lifestyle of Zomato meals and junk lunches don't really provide the protein we need. These habits also do not provide the needed fibre content or enough energy to see people through the day causing snacking, crashouts and over eating. Thus, a breakfast which helps people start their days with a good amount of protein, fibre and enough energy to be mindful and focused until the lunch time is a need in the market.

Understanding the user

User Persona #1:

Occupation: Copywriting intern

Gender: Female, Age: 22

- Eats bananas/ snack bars on the go for breakfast, many times skips breakfast altogether, orders lunch from swiggy
- Does not like pg food so orders out most of the times
- Wants to eat healthy and guilty about ordering out
- Often eats mini meals instead of full lunch to save money and stay healthier

Understanding the user

User Persona #2:

Occupation: Startup

Gender: Male, Age: 24

- Health focused eating
- Skips meal due to meetings
- Hectic days mean missed meals or junk food lunches on the go
- Wants cheaper protein options because by month end daily protein intake goes down
- Reads labels so many times avoids snacking

Understanding the user

User Persona #3:

Occupation: Junior HR (hybrid)

Gender: Female, Age: 23

- Cooks meals, loves trying instagram quick meals
- Tries to eat healthy and workout daily
- Snacks a lot during work hours, many times prefers to snack multiple times and skip lunch
- Goes out to eat junk due to monotony
- Does not trust the branding jargon and rechecks everything.

Understanding the user

User Persona #4:

Occupation: Undergraduate student with an Internship

Gender: Male, Age: 20

- Hectic schedule with classes in the day and remote working in the evenings
- Eats whatever is available in the mess because wants to eat healthy
- Snacks while working and has a drawer full of cup noodles and chips

Key Takeaways

- Skipping breakfast is common due to time pressure or lack of options.
- People prefer quick convenient foods over making elaborate meals.
- Consumers want to be healthy and try to understand terms but hate the jargon filled language
- Staying at home makes people snack more and often feel bad about it later.
- Multiple jobs, side hustles, or late gigs push them toward snacking over structured meals.
- Cooking is aspirational but not possible everyday.

Final Brief

To create a brand that is a convinient, helpful and relateable to the young working people that feels true and trustworthy.

Creating the Brand Identity

Brand Name

Proskii

Proskii a blend of 'Protein' and 'Broski,' embodying a high-energy brand that fuels ambition and progress like a brother while being relateable to the young audience. The double 'i' depicts the two founders.

Brand Vision

To energize the young generation on the go with food that fuels ambition while being healthy, tasty, and unapologetically true.

Brand Mission

Proskii exists to make high-protein, guilt-free snacking effortless for busy millennials and Gen Z. Through bold design, relatable tone, and real nutrition, we support every hustle one bite at a time.

Brand Values

Relatable

We speak your language, live your hustle, and snack just like you.

Honest

No buzzwords, no BS just clean ingredients and straight up goodness.

Healthy

Every bite is packed with protein, fiber, and feel good fuel.

Supportive

We're your snack sidekick, cheering you on through the grind.

Brand Personality

Proskii is the cool-headed, high-energy buddy who's got your back. We're smart without being preachy, fun without the fluff, and serious about one thing which is fueling your hustle without guilt. Our snacks are clean, tasty, and protein-packed, made for dream chasers who don't want to choose between ambition and health. You are what you eat, so make it Pro.

Brand Positioning

Proskii is the muscle to your hustle, fueling go-getters from 9 AM lectures to 9 PM deadlines. Whether you're grinding through classes or building your empire, we're your daily dose of clean energy and protein-packed goodness. Start strong with our cereal, stay sharp with every bite. We're not just breakfast, we're backup.

Tone of Voice

Proskii speaks fluent hustle with equal parts wit and wisdom. We're the brand that drops facts without the jargon, memes without the cringe, and puns with purpose. No lectures, no filters, just a real voice for real people chasing big things.

Tone of Visuals

Proskii's visuals are dynamic and raw, almost always in motion and energetic showing our ethos of Progress > Perfection.



The Visual Identity

Logo Brief

To design a bold, playful, and modern logo for Proskii that reflects its energetic, supportive, and health-forward personality like a cool bro who's got your back at breakfast.

Logo - Iterations

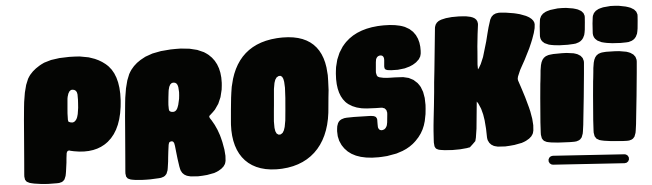


The logo depicts the fast moving life of our consumer with the round lines symbolising overall health coverage.

Pro: The logo has an engaging look

Con: The logo has too many elements vying for attention

Logo - Iterations

The logo consists of the word "PROSKii" in a bold, black, sans-serif font. The letters "PROSK" are in all caps, while the final two letters are lowercase "ii". A horizontal line is positioned directly beneath the two lowercase "i"s, extending slightly beyond their width.

This logo is a friendly and open symbol with the line under the 'ii' highlighting it as a symbol of 'broskis' and the 'two founders'.

Pro: Simple and friendly logo

Con: The logo looks too generic

Logo - Iterations



The logo encapsulates the food part of the brand in a simple and bold visual.

Pro: Simple and easily recognizable

Con: The cookie element looks misleading

Logo - Iterations

PROSKii

The font of this logo has much more edible and organic feel, with the underline under the 'ii' highlighting it as a symbol of 'broskis' and the 'two founders'

Pro: Font goes well with the brand personality

Con: The underline doesn't engage well.

Logo - Iterations

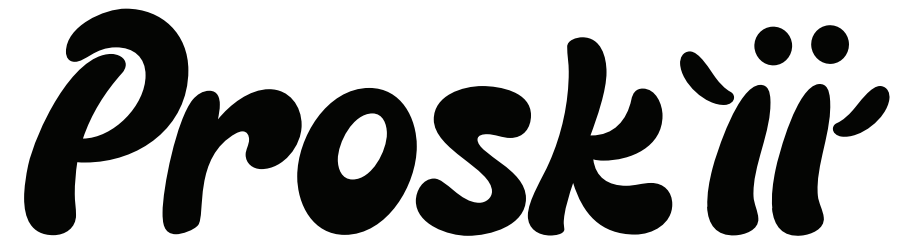


This logo highlights the 'ii' element depicting the brand as the 'supportive brother' with the circular element depicting the overall health coverage of the brand.

Pro: Highlighting the 'ii' element

Con: Too many elements

Logo - Iterations

The logo is a stylized, handwritten-style representation of the brand name 'Proskii'. The letters are thick and rounded. The 'ii' at the end is particularly stylized, with the two 'i's having distinct, rounded tops that resemble human heads, suggesting a playful interaction between the brand and the consumer.

The logo is a playful depiction of the brand name while it highlights the 'ii' as two human characters, Proskii and the consumer.

Pro: Highlighting the 'ii' element

Con: Does not go with the brand personality

Final Logo

Primary Logo

PROSK'ii'

Symbol



Fonts

The image shows two large, dark grey letters 'A' and 'A' in a very bold, rounded, and slightly irregular font. The letters have thick strokes and a hand-drawn or stencil-like appearance.

BROTHER
BOLD

Logo font and can be used for major titles

Fonts

Aa

**Ougkeh
Round**

Display and Heading font

Fonts

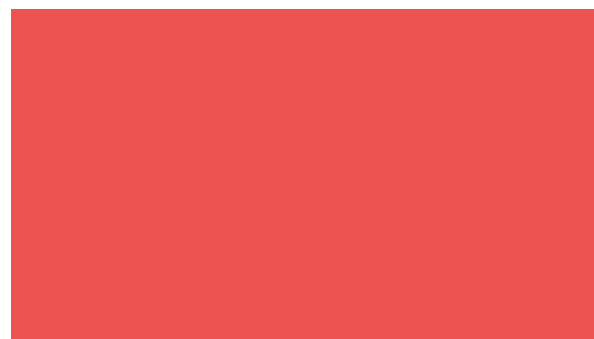
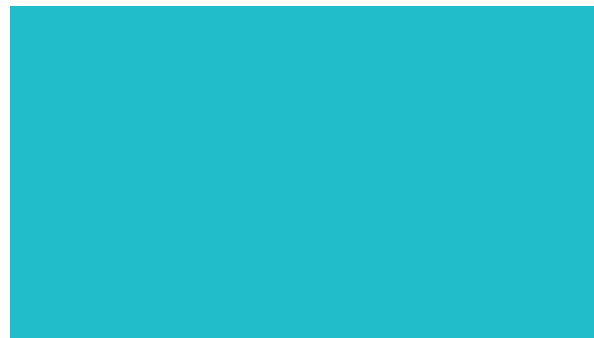
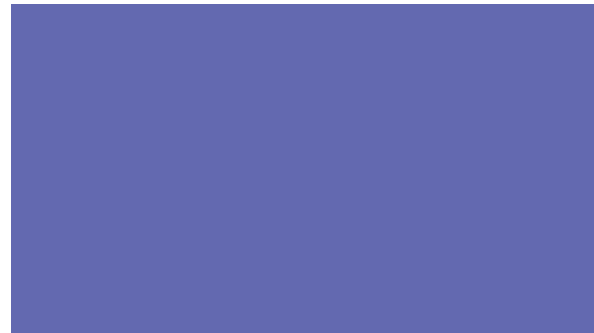
Aa

Gotham
Rounded

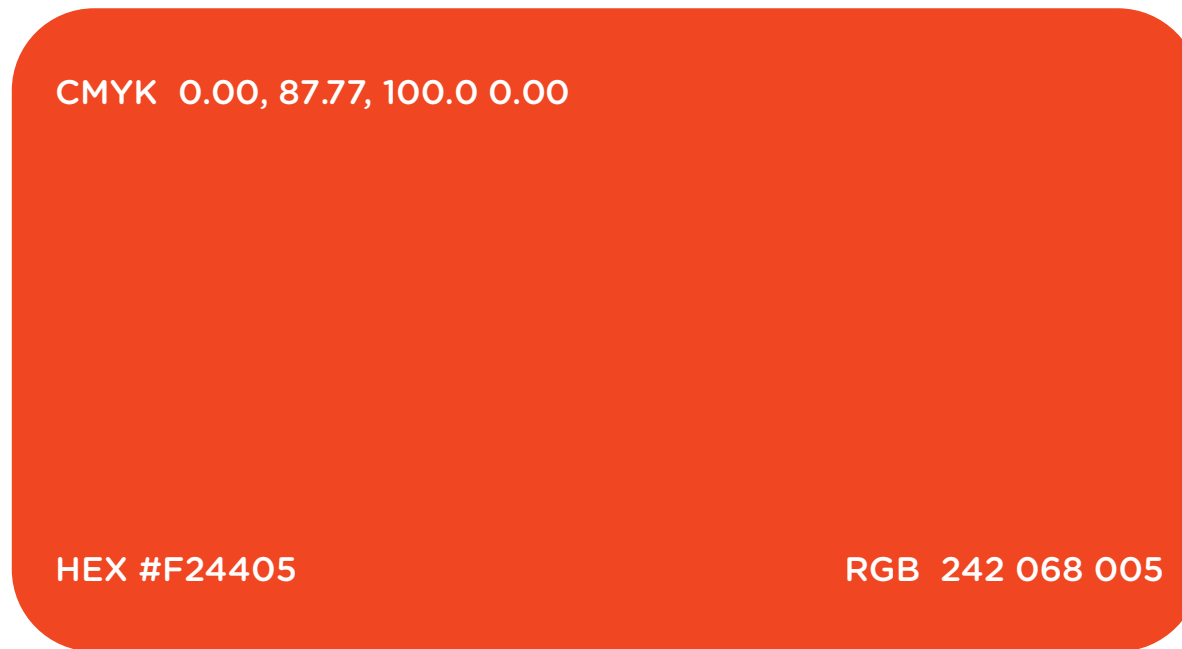
Light | Regular | Medium | Bold

Body Font

Colour - Iterations



Final Colour Palette



Primary Colour

Final Colour Palette



Secondary Colours

Meet Proskii

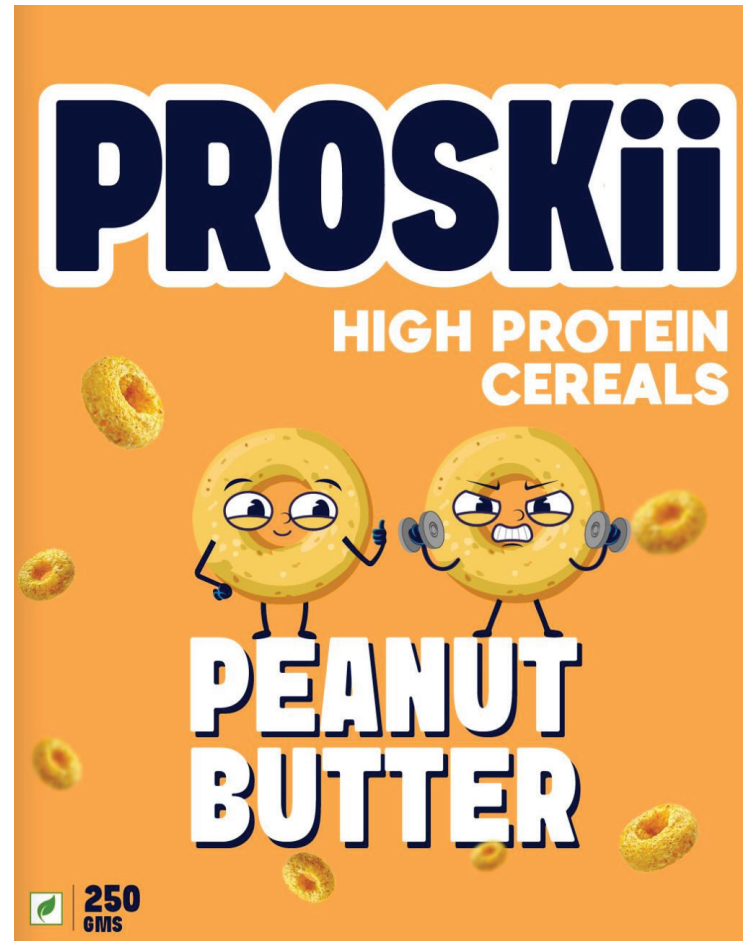


Meet Proskii! Your hoodie wearing hustle buddy. Smart, bold, and always on the move, he fuels greatness whether you're lifting, studying, grinding, or vibing. He is brains, energy, and zero drama, just like the snacks he represents.

*The character has been created using AI because the designer of this project ran into a skill issue.

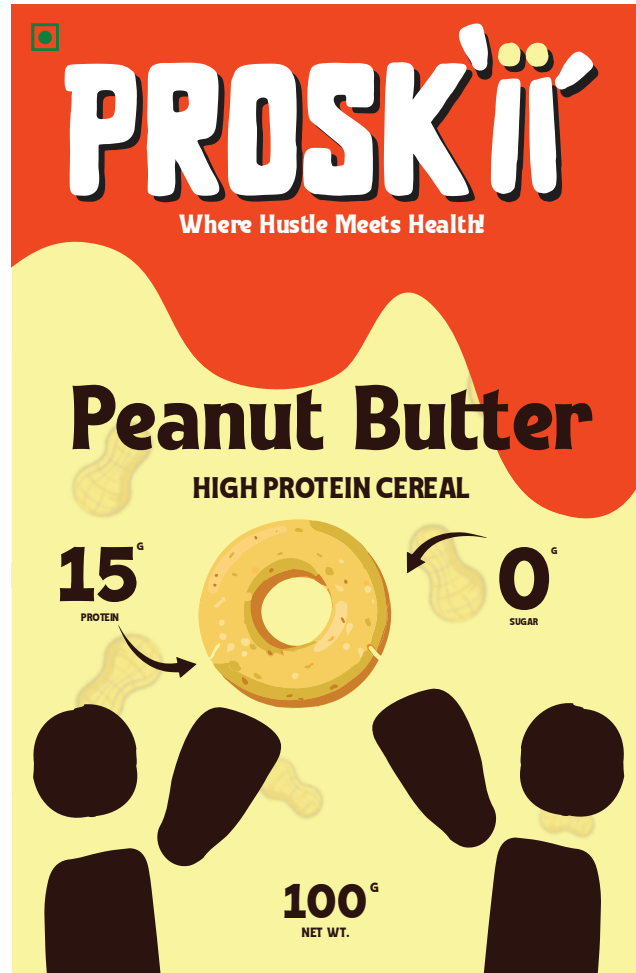
Packaging and Web Design

Packaging Iterations



The first packaging iteration even before the logo was finalised to give a direction of where the packaging could go.

Packaging Iterations



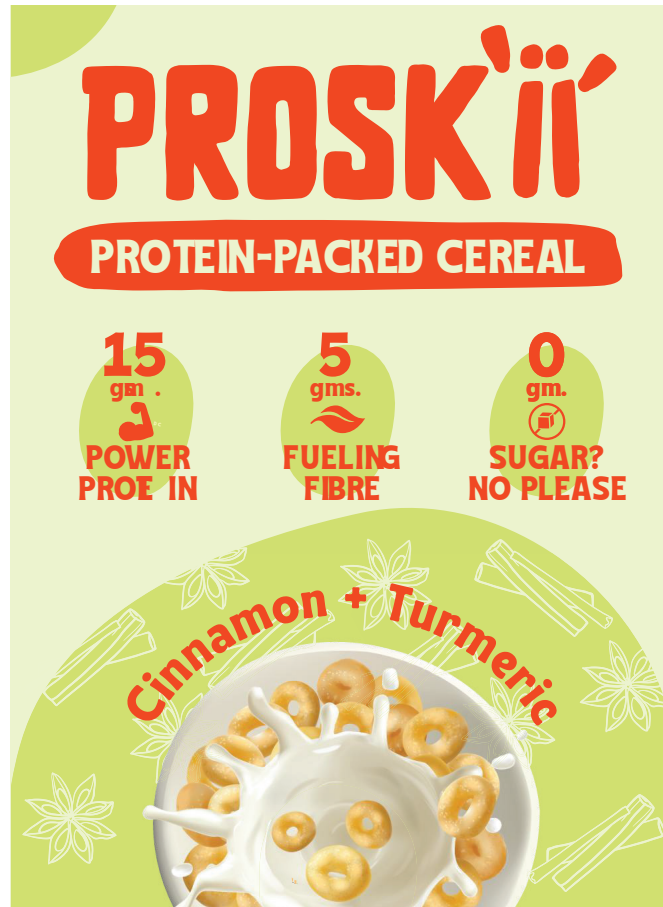
This packaging was bit too bland but we tried to use the logo elements to be a defining element of the packaging.

Packaging Iterations



We tried to integrate some more of the brand personality into this iteration and set a better colour palette.

Packaging Iterations



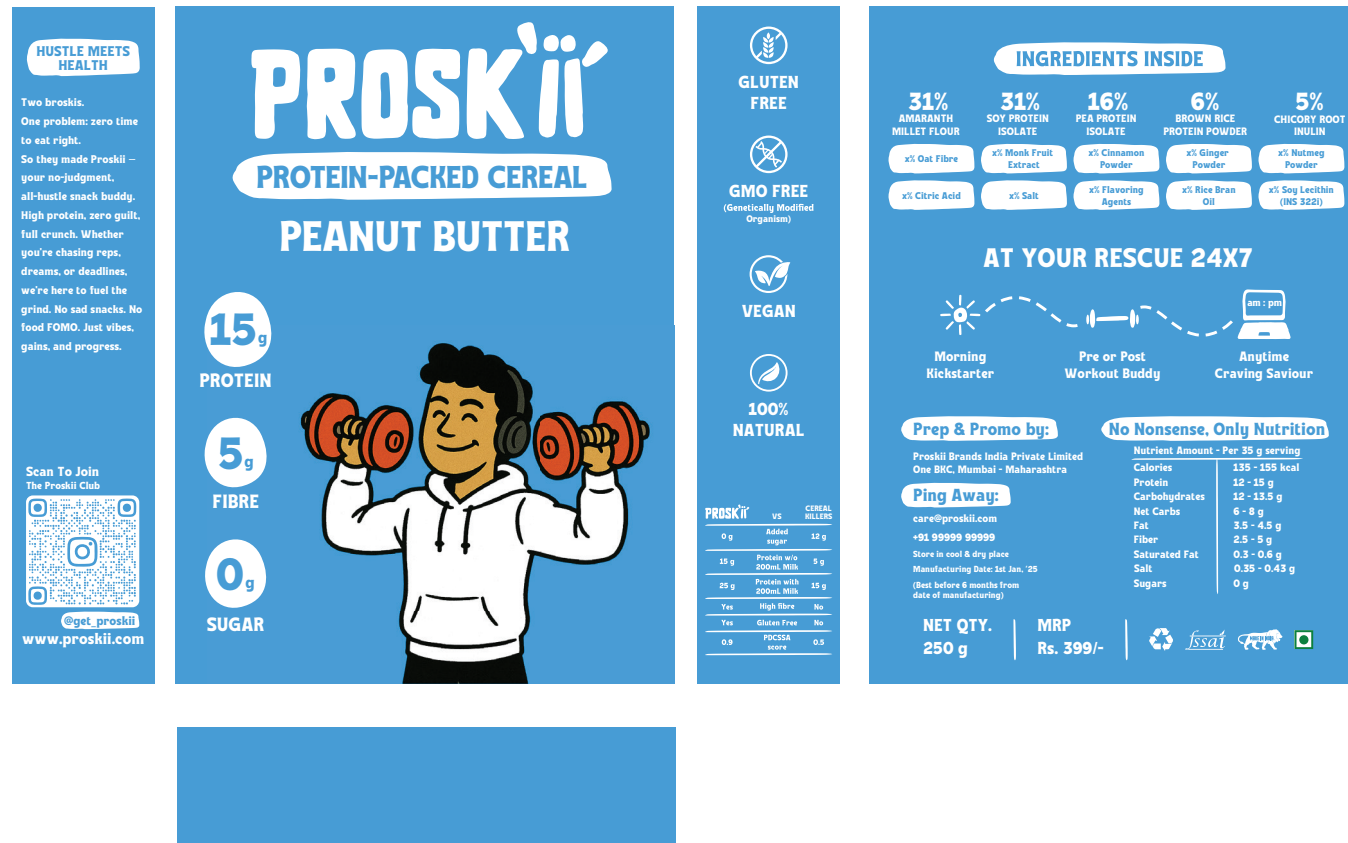
This iteration continued the lighter colour palette with a different vibe.

Packaging Iterations



In this iteration I tried a brighter colour palette while introducing the sticker like characters as defining elements of the packaging.

Final Packaging



In the end, I decided on a rawer and organic look for the packaging complementing the logo while also lettign the elements breathe.

Packaging Mockup



Packaging Mockup



Additional Details



A Resealable pouch inside the box for the consumers to conveniently store the cereals.

Additional Details

PROSKii' HEALTH TIP #1

Your body needs protein equal to your body weight in grams daily to function properly.

PROSKii' HEALTH TIP #2

Preparing meals in advance can help ensure you stick to a healthy eating plan, especially when time is limited.

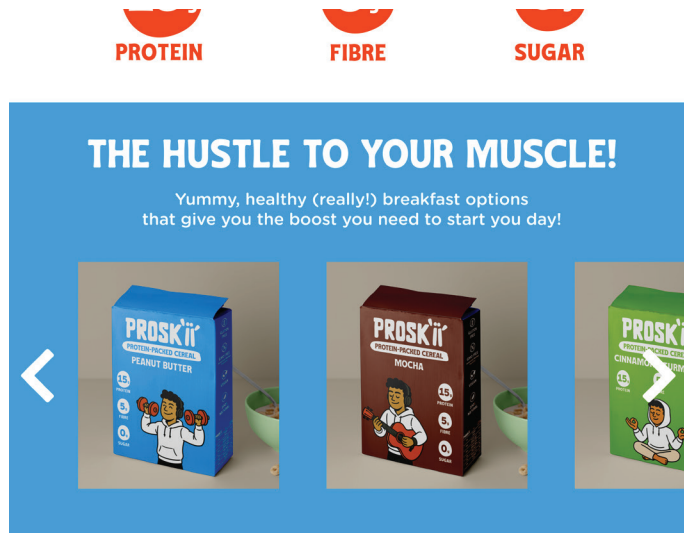
Health tips, Recipes or other cards that could be helpful to the consumer and build brand engagement.

Website Design



Starting with a high-energy banner the website directly goes into product details (with more details to be added as the product gets developed). This is to engage the audience in a friendly and supportive manner while also explaining the product features in a simple manner.

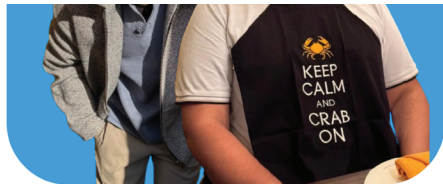
Website Design



After that the users can easily buy the product in the next section. After this, the actual story begins with talking about the founders and their vision.



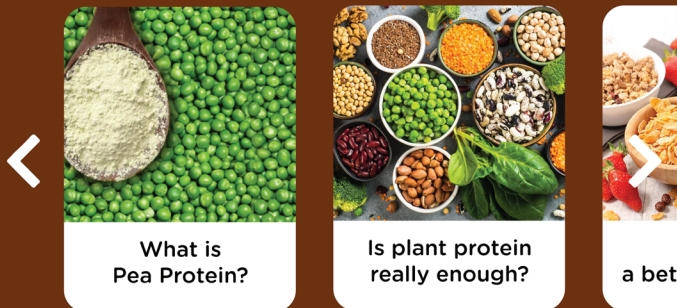
Website Design



Hi! We are Yash and Rohit, two desi boys in vides trying to build something of ourselves, that we believe in and are passionate about!

[Know More!](#)

GYAAN KI BAATIEN!



PROSK'ii

[ORDER](#)

[Our Blog](#)

[Contact us](#)

[Shop Now](#)

[Our Ingredients](#)

[FAQs](#)

JOIN US



[@get_proskii](#)

Overall the tone stays witty and relateable to the audience. The next section helps build trust by talking about different aspects of the brand and otehr related topics in the blogs, cementing the health focused and wise personality of the brand.

Bibliography

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3. How the Eating Habits of Remote, Hybrid and Office Workers Differ: <https://pro.morningconsult.com/analysis/remote-work-hybrid-office-eating-habits>

Crafting Brands:
From Ideas to Identities

VOL. 2 of 2

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Preface

After the agency's recovery from the earlier fire incident, I had the opportunity to once again work with Mr. Vivek Bhanushali on a range of projects—including a major campaign and several smaller assignments. Parallely, I also collaborated with Mrs. Varsha Kenjale as the sole designer and director for her personal social media presence, supporting her vision of becoming a content creator. Together, these works reflect my work during the period of 6 months beyond my main project.

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Part 1:

Design Agency Life

Branding a location

About the Client

With over 200 years of legacy in Diu, Nagarsheth Group is a strong presence in the real estate market. Focused on developing India's Union Territories, they operate across Diu, Mumbai, and the UK. With a commitment to quality and long-term value, they've delivered nearly 1 million sq. ft. in plotted sales and over 5 lakh sq. ft. in built spaces. Their signature design, Branco Royale, reflects Diu's Indo-Portuguese heritage.

Project Context

Nagarshth Heritage is the only gated community in Diu. To sell the last 20% of their remaining homes, Nagarsheth Group decided to run a campaign that markets their project. In this project, I was involved in all aspects and tried to give my best be it brainstorming, execution or contacting vendors and other partners.

Campaign Brief

After rigorous brainstorming, we decided that the biggest selling point and unique feature of the project was the location itself – Diu. So we decided to launch a campaign highlighting Diu as a destination for Investment, Retiring and Vacation, a truly Incredible location.

The Incredible Island

Incredible Island of India



CHAPTER - 1 | DIU

This logo unit was created as a part of the identity of the campaign, even though the final logo was not of my creation I was part of the ideation and iteration process.

Digital Activation



From Hidden Gem To National Spotlight



Thanks to the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi Ji,

Thanks to the visionary leadership of Hon'ble Prime Minister Shri Narendra Modi Ji,
The Central Government's focused efforts, &
The dynamic administration of Shri Pratul Bhai Patel, The Union Territory of Diu,
Daman & Dadra Nagar Havelli is witnessing transformative development.

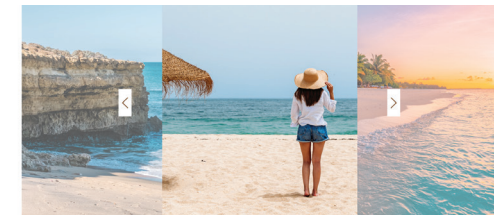


A Coastal Paradise with Global Appeal

Step Into Diu, Where The Charm Of Portuguese Architecture Meets The Capabilities Of A Smart City.
With Low Population Density And A Zero Crime Rate, It's Like Goa's Serenity Without The Chaos.

Incredible Beaches

Diu is home to Blue Flag beaches, known for their cleanliness,
safety, and eco-friendly standards.



Jallandhar

Ghogla

Nagoa

A Blue Flag-certified destination
known for its golden sands, clear waters,
palm umbrellas and eco-friendly amenities.

Incredible Adventure

Diu proudly hosted the inaugural Khelo India Beach Games
in May 2025 at Ghoghla Beach, marking a significant milestone
in India's coastal sports journey.



Jet Skiing

Para Sailing

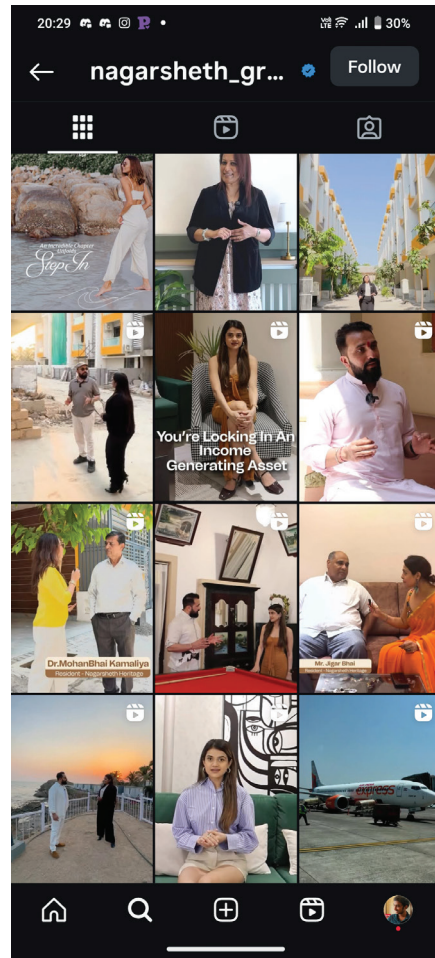
Kayaking

I designed this website as a part of the campaign to attract customer attention
towards the project features and direct them towards booking a visit.

Pls scan the QR code to visit the live site.



Social Activation



As a part of the design team, I also created static graphics and edited videos for social media.

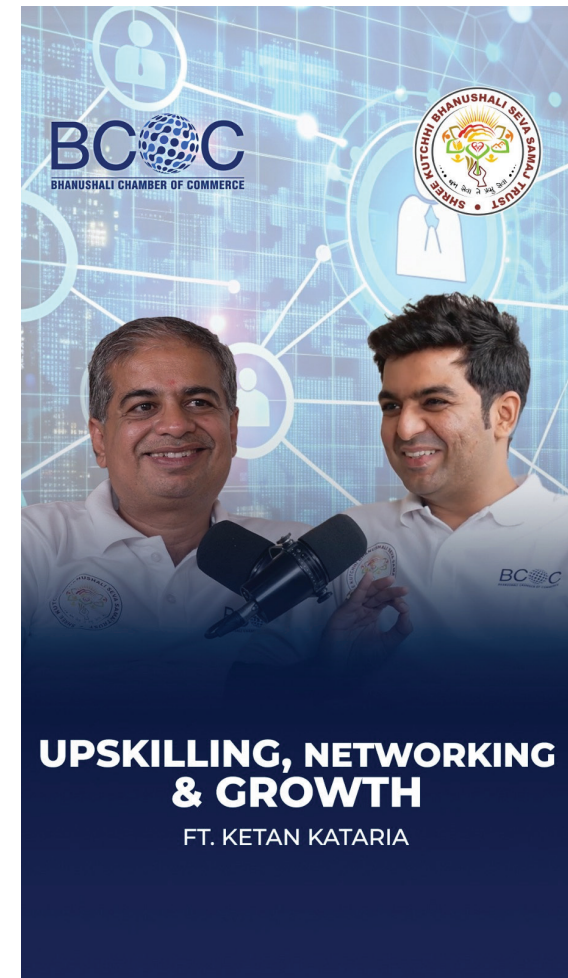
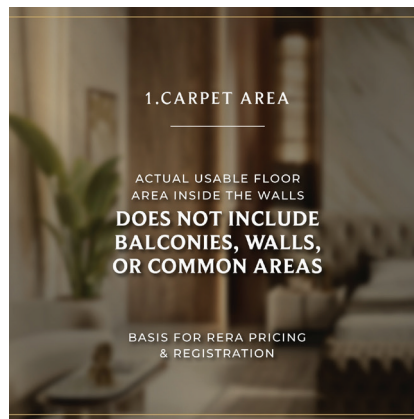
Offline Activation



A property showcase is planned which will be conducted in the UK as well as in India. For the showcase, multiple collaterals like standees and bags were also designed by me.

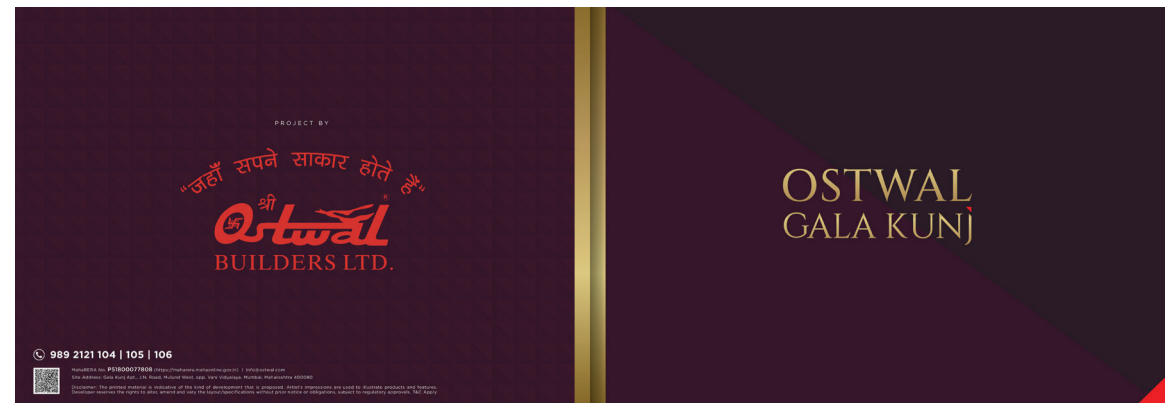
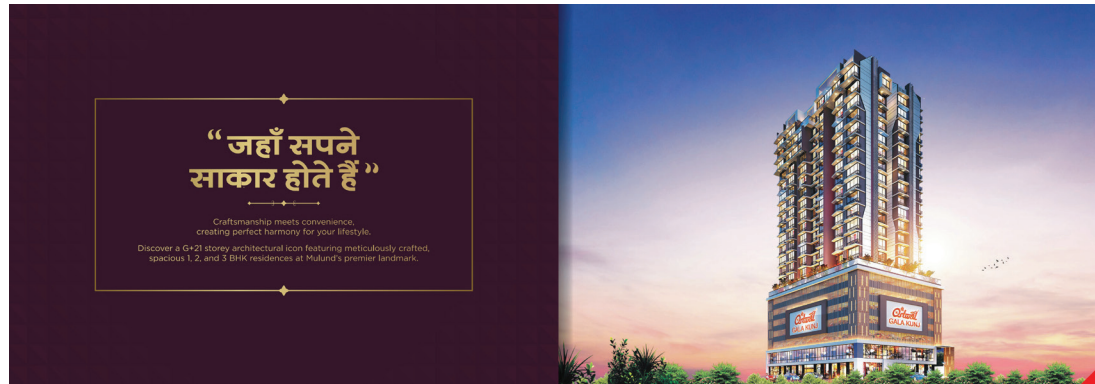
Miscellaneous Tasks

Social Media



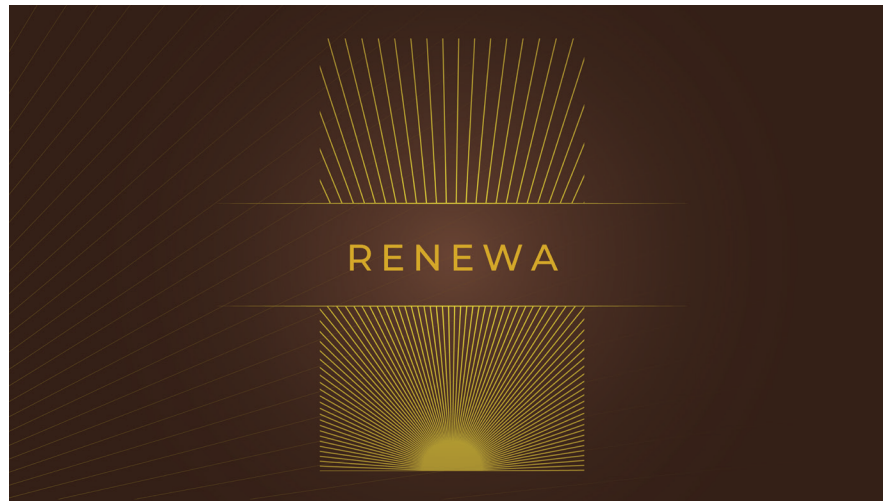
I have worked on creating static and video posts as well as reel thumbnails for various social media brands part of the agency clientele.

Publication design



These are some of the publication works I have worked on in the time.

Publication design



Part 2: Crafting a Personal Brand

About the Client

Varsha Kenjale is a passionate educator, physical trainer and the Miss and Mrs Maharashtra Subtitle Winner for Fitness. At 40+, she wants to defy stereotypes about aging, fitness, and what it means to be a confident Indian woman by uplifting others through health and self-care.

Brand Context

With her own experience of navigating fitness after 40, while managing a career, family, and societal expectations, she realized that most Indian women lack relatable, realistic health guidance that fits into their lives. She launched her content to fill this gap, starting a movement called “Fit Me, Fit Maharashtra” to help women reclaim their health with confidence and community.

Understanding the User

User Persona:

Age: 44

Occupation: Part-time tuition teacher

Goals: Wants to lose belly fat and feel confident about herself

Challenge: Does not have the time between managing her tuitions, family and other responsibilities.

Information source: Watches YouTube on her phone

Key Takeaways

- Content must fit within their hectic lives.
- Seeing someone “like them” achieve transformation inspires them.
- Simple and easy to understand content is preferred.
- They want relateable content like local food and habits.

Brand Name

Fit and Fine with Varsha K

The name reflects the simple and memorable personality of the brand. The name adds a personal and relateable spin to the brand.

Personality and Positioning

The brand embodies the spirit of a wise, warm mentor who leads by example. It is confident without being intimidating, compassionate without being preachy, and always rooted in real-life relatability. She's that friend who cheers you on, gently corrects you, and tells you the truth without sugarcoating.

Tone of Voice

The tone is energizing, grounded, and encouraging with a mix of positivity, purpose, and just the right amount of sass. Visually and verbally, the brand celebrates progress, and strength in all forms: physical, emotional, and cultural.

Logo



Primary Logo



Symbol

Platform

Instagram: For building community and reach.

YouTube: For long-form videos, workouts, live sessions.

Content Brackets

Long-form videos (Biweekly): Talk to the camera or demo videos about Health Tips, habits, Exercises, and Mindset.

Reels (2-3 times a week): Clips of the long-form video or quick tips and did you knows

Story (daily): Motivational quotes and

References

Incredible Island of India website: <https://incredibleislandofindia.com/?cache>

Varsha Kenjale channel: <https://www.youtube.com/@varsha22kenjale>