

Step into the bustling hive that is Please See//, where I Anchita Sohni, as a Junior Creative Design intern, have found a home infused with the irresistible charm of SOBO.

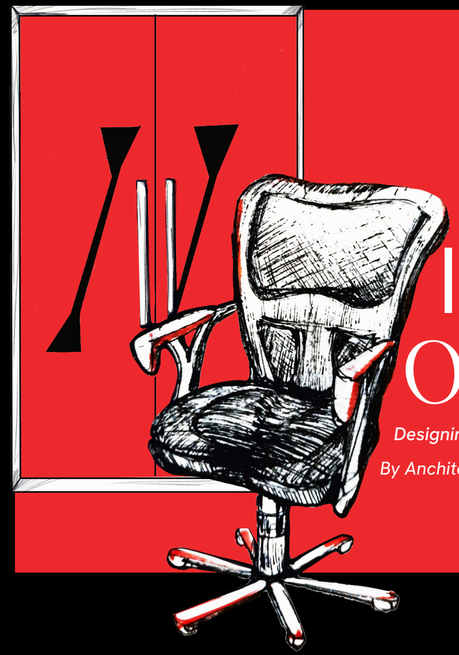
Amidst the constant buzz of activity and the aroma of freshly brewed coffee, I've spent six transformative months pouring my heart and soul into my graduation project.

Within the pages of this publication, you'll embark on a journey with me, exploring the intricacies of my creative process. From the initial stages of research to the countless rounds of ideation and iteration, every step of my project's evolution is laid bare.

PS// Join me as I delve into anecdotes that encapsulate my journey here.

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

THE GRADUATION PROJECT 2024



VOLUME 02

IN THE THICK OF ACTION

Designing an identity for a high end restaurant

By Anchita Sohni

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

In The Thick of Action:
Designing An Identity For A High End Restaurant.

VOL. 2 of 2

Student : **Anchita Sohni**

Sponsor : **Please See//**

Mentor : **Aastha Gohil**

Consultant : **Kassandra Fernandes & Yash Gohel**

Programme :
Bachelor of Design (B.Des)
Interdisciplinary Design

THE
GRADUATION
PROJECT 2024

The Evaluation Jury has recommended **Anchita Sohni**
for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**
with specialization in **Interdisciplinary Design**

Herewith, for the project titled "**IN THE THICK OF ACTION : Designing an identity for a high end restaurant"**
on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

Subsequent remarks regarding fulfillment of requirements

_____

_____

_____

_____

_____

Dean, Institute of Design
JK Lakshmipat University

Originality Statement

I hereby declare that the work submitted here is entirely my own and does not contain any substantial portions or complete copies of previously published material. It also does not include significant portions of material that have been accepted for the completion of another degree or final graduation from any other educational institution, unless proper acknowledgment has been provided in this Graduation Project. Additionally, I affirm that I have not borrowed or copied any concepts without giving appropriate credit. The intellectual content of this Graduation Project is solely the result of my own efforts, except for any assistance received from others in the project's design, conception, style, presentation, and linguistic expression, which have been duly acknowledged. Finally, I assert that this Graduation Project, or any part of it, has not been and will not be submitted as assessed work for any other academic course.

Student Name in Full: _____

Signature: _____

Date: _____

Place _____

Copyright Statement

I hereby authorize the Institute of Design, JK Lakshmipat University to archive and provide access to my Graduation Project, either in its entirety or partially, within the Institute for academic purposes. This permission applies to all existing and future forms of media, in accordance with the provisions outlined in the Copyright Act. I confirm that either no significant portions of copyrighted material have been used in my document, or I have obtained the necessary permissions to utilize such material.

Student Name in Full: _____

Signature: _____

Date: _____

VOLUME 01

01 Prologue

About Author

About Sponsor

About Client

Client Brief

Background

Methodology

02 Identify

Giga Map 0.1

Giga Map 0

Triggers

03 Investigate

5W 1H Approach

User Interviews

User Insights

Visits

04 Integrate

Synthesis

Problem Statement

05 Ideate

Mezzo Mezzo

Brand Concept

Site

Inspiration

Mood Boards

Explorations

VOLUME 02

06 Iterate

Visual Identity

Route 1

Route 2

Route 3

The Identity

07 Implement

Menu and Coasters

Artwork File

Uniform Design

Consumer Journey

Reflection

08 Epilouge

Secondary Brands

Bombay Sweet Shop

The Good Craft Co.

Meemee's

Meatigo

Haldiram's

THE IDENTITY

The development of three routes for Mezzo Mezzo was completed in three weeks, which involved numerous presentations, feedback, and revisions internally. The clients were impressed with all three options and had a tough time choosing one. Ultimately, they decided on Route 3 to develop further, incorporating elements from the other two routes. The extended identity of Route 3 was scheduled to be presented in the next three weeks, providing time to make necessary changes and create brand extensions such as uniform design, menu design, and brand experiences.



ROUTE 1



ROUTE 2



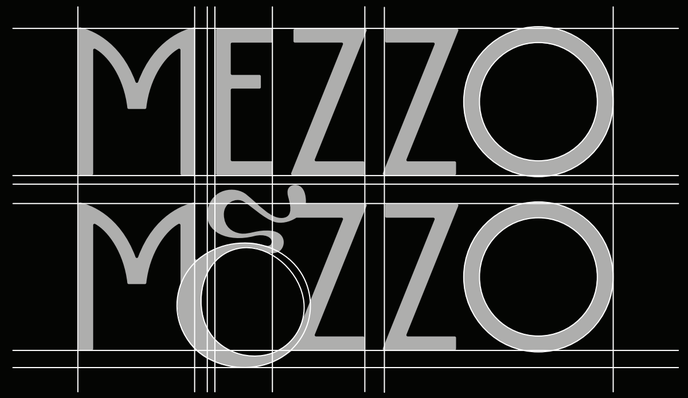
ROUTE 3

MEZZO
MEZZO

Old Logo

MEZZO
MEZZO

New Logo



Logo Breakdown







Dynamic Logos

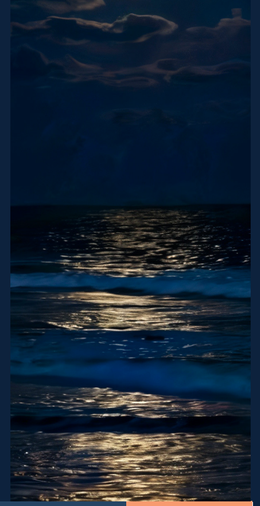
Used only for social media and logo animations only.
The Mezzo Mezzo styled letteres 'M', 'E', 'Z' to be used as brand assests

Colour Palette



#A49380
Bread Crumb

#10233E
Midnight Sea





#91B2DE
City Sky

#EED9B8
Dough

#776254
Charred

#253C5E
Dusk

#F79A73
Sunset

Typography

PALMORE

PRIMARY

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ

1797

SECONDARY

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

MEZZO MEZZO

PULLING YOU INTO A SEASIDE SOIREE!



THIS IS WHERE YOU SEE, TASTE, SMELL - FEEL THE MOST AT JW MARRIOT

Imagery Style



















































IMPLEMENT





Paper sampling.

Menu Iterations



Form inspired
from the letter E



MENU

With the identity finalized, we moved on to designing the menu, a task I completely led. I began by determining the form and the type of treatment I envisioned for the menu. This process included designing the cover page, page breakers, and the content pages for sample printing. Printing and testing were integral parts of the process. Additionally, we generated images for Mezzo Mezzo to use in photographing their products in a consistent style.



Drinks Menu Route 1



Coasters to pair with this menu option



Menu Cover





Inner Pages

Dine Menu Route 1



Menu Cover





Inner Pages

Drinks Menu Route 2



Coasters to pair with this menu option



Menu Cover



Inner Pages

Dine Menu Route 2

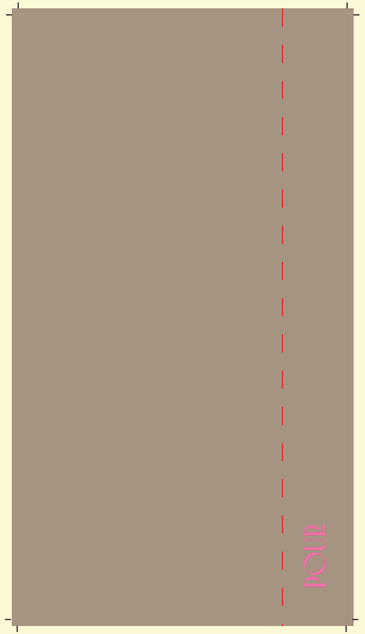


Menu Cover





Inner Pages



Card Board — **Front_outside**

PS This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES Spot uv
JOB NAME: **Drink Menu_Opt02**	
PRINT CUTSIZE: **165mm X 297mm**	
INFORMATION:	**FOR QC.**



Front_Cover

PS This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES Gold Foil, Spot uv
JOB NAME: **Drink Menu_Opt02**	
PRINT CUTSIZE: **126mm X 289mm**	
INFORMATION:	**For Sampling Print**



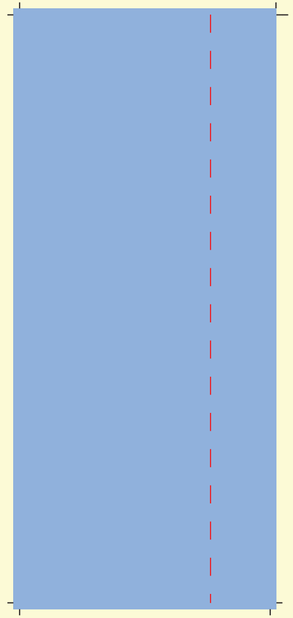
Back_Cover

PS This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Drink Menu_Opt02**	
PRINT CUTSIZE: **126mm X 289mm**	
INFORMATION:	**For Sampling Print**



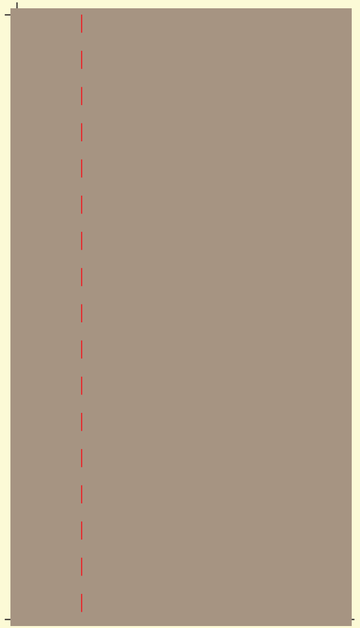
Menu Page 01

PS This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Drink Menu_Opt02**	
PRINT CUTSIZE: **126mm X 289mm**	
INFORMATION:	**For Sampling Print**



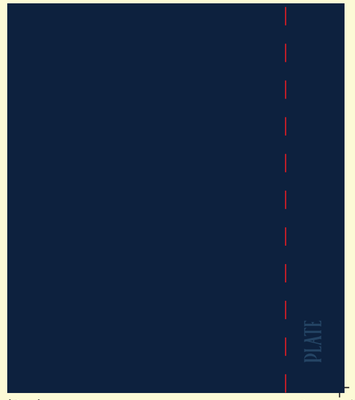
Menu Page_back_01

PS This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Drink Menu_Opt02**	
PRINT CUTSIZE: **126mm X 289mm**	
INFORMATION:	**For Sampling Print**



Card Board — **Front_Inside**

PS This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Drink Menu_Opt02**	
PRINT CUTSIZE: **165mm X 297mm**	
INFORMATION:	**FOR QC.**



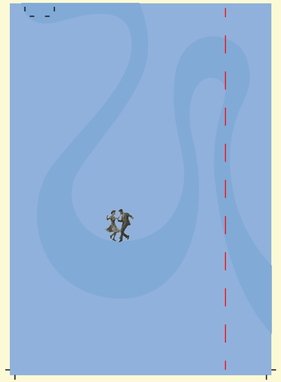
Card Board — **Front_outside**

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES: Spot uv
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **208mm X 236mm**	
INFORMATION:	**For Sampling Print**



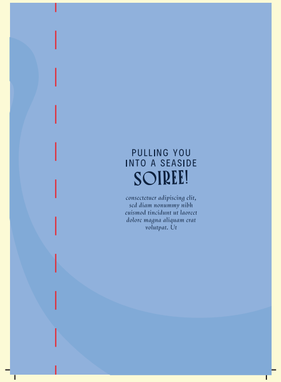
Front_Cover

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES: Gold Foil, Spot uv
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **160mm X 225mm**	
INFORMATION:	**For Sampling Print**



Back_Cover

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **160mm X 225mm**	
INFORMATION:	**For Sampling Print**



Menu_Page_01

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **160mm X 225mm**	
INFORMATION:	**For Sampling Print**



Menu_Page_Back_01

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **160mm X 225mm**	
INFORMATION:	**For Sampling Print**

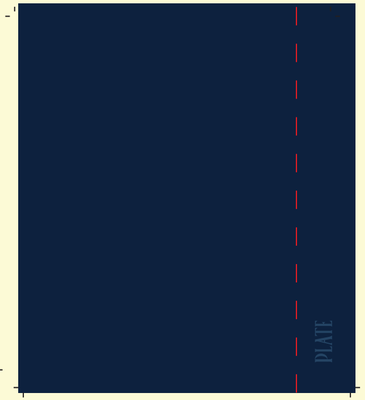


Menu_Page_Back_02

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **160mm X 225mm**	
INFORMATION:	**For Sampling Print**

Menu_Page_02

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **160mm X 225mm**	
INFORMATION:	**For Sampling Print**



Card Board — **Front_Inside**

This drawing is a creation of Please See Advertising Pvt. Ltd. All rights are reserved and any imitation would be infringement of copyright laws.	PRINT COLOURS: CMYK
CLIENT NAME: **MEZZO**	PRINT TECHNIQUES
JOB NAME: **Dine Menu_Opt02**	
PRINT CUTSIZE: **208mm X 236mm**	
INFORMATION:	**For Sampling Print**



UNIFORMS

The next task was designing the uniforms. The challenge was to create attire that was both elegant and classy, aligning with JW Marriott's aesthetic, while also being fun and modern. They needed to work well for both day and night settings. Linen proved to be an excellent base fabric for all the uniforms. I envisioned the staff wearing loafers to maintain the elegant and youthful vibe of Mezzo Mezzo. Attention to small details was key, such as incorporating the secondary logomark as an embroidery stitch and using brass for buttons and badges to match the space's materials. The use of brand colors, patterns, and playful copy helped tie everything together perfectly. The uniforms were designed for the following staff: Management staff: Manager, Guest Relations Manager, Supervisor, Hostess
Bar staff: Head Mixologist, Bartender, Sommelier
Kitchen staff: Head Chef, Sous Chef, Chef de Partie (CDP), Commis, Kitchen Stewarding Team (KST), Server



Secondary Mark extended to Embroidery



Buttons



Name Tags - Brass De-bossed



Fabric - Linen



Lining



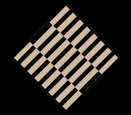
Logo on Cloth - Embroidered



MANAGEMENT

The uniform consists of a basic linen shirt, available in either half sleeves (for hostesses) or full sleeves, all in brand colors. This shirt is paired with a linen blazer and pants, complemented by loafers for a classy touch.





Pocket Square















PINCH YOUR FINGERS FOR MORE!
Copy on to the enamel pin.

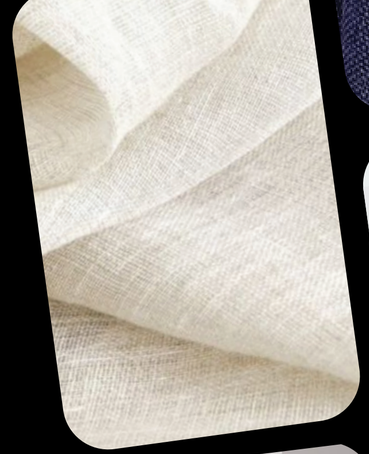




BAR

The bar attire is intentionally dark to account for the risk of spills while handling cocktails. The logo on the apron is larger than usual to ensure visibility in photos taken at the bar. All linen shirts feature a brand stripe pattern visible when the sleeves are rolled up, and the footwear here is also loafers.



















KITCHEN

In the kitchen, the attire is straightforward with a distinctive uniform for the head chef, who will interact with customers in the open concept kitchen. The rest of the staff wears uniforms in the brand's breadcrumb color to easily conceal stains. The head chef wears a left lapel chef's jacket, while the sous chef and Chef de Partie Commis wear center lapel jackets, all paired with kitchen clogs. These uniforms follow standard kitchen safety requirements, incorporating brand colors and details.



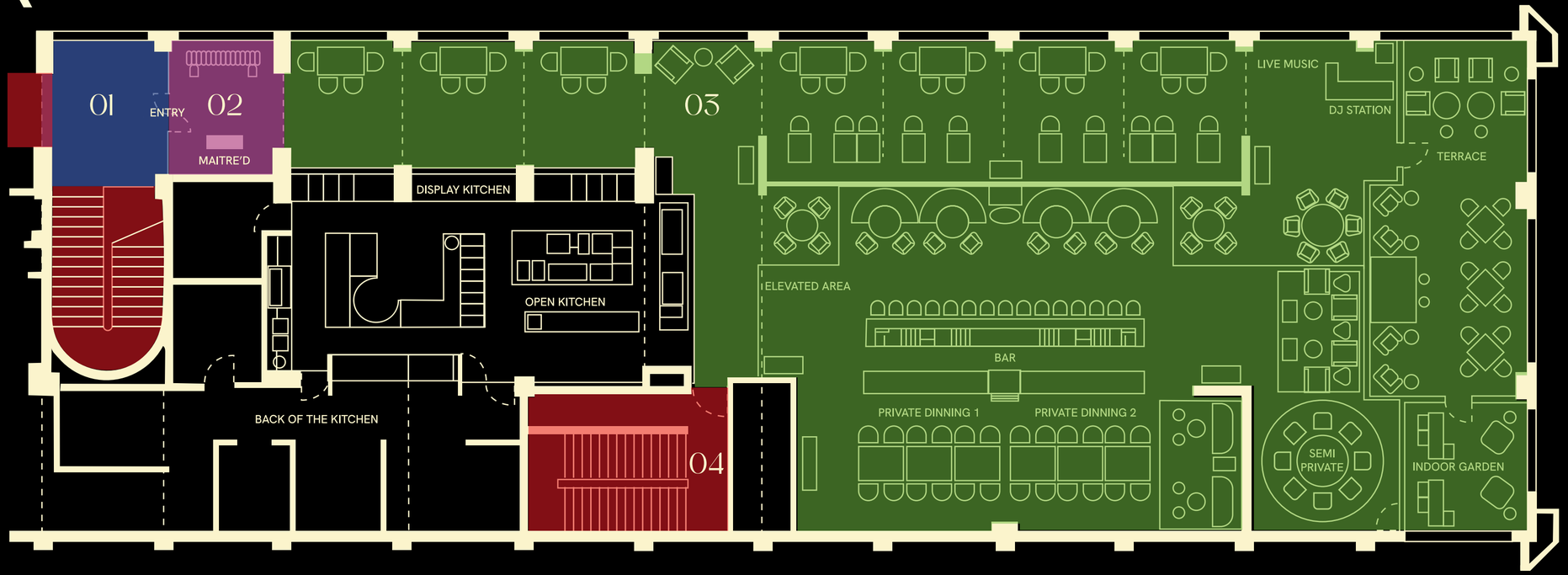
CONSUMER JOURNEY

01 Pre-Arrival
Reservations

02 Arrival
Facade
Reception Area

03 In Space
Table
Signage
Decor
Washroom
Cutlery

04 Exit
Takeaway
Giveaway



FACADE


Recessed Lighting
Fluted glass
Secondary Mark as door handle
Window
Guidelines
Logo as a Signage
Marble Tiles
Tiled Wall


MEZZO
MEZZO

RESERVATION//

Insight:
▪ The process of reservation can feel too formal.
Opportunity:
▪ To add a delightful feeling to the experience and tying to a European journey.

CUSTOMISED CALLER TUNE//

Branded caller-tune for phone reservations to transport the customer.
▪ Idyllic sounds of Italy such as crashing waves, bicycle bells, gelato seller



RECEPTION AREA//

Insight:
▪ The first touchpoint that the consumer interacts with.
Opportunity:
▪ Create separation between the hotel lobby and the restaurant
▪ Provide an activity for the consumer to engage in while they wait.

EUROPEAN TILED MIRROR//

This can serve as a photo op for the guests while they wait.



AT THE TABLE//

Insight:
▪ Premium restaurants can feel cold/alien.
Opportunity:
▪ Add warmth through small touchpoints to make the space approachable.

PLUCK YOUR OWN HERB//

Miniature herb planters placed on every table for the guests to pluck and add to their meals.



OLIVE BOARD//

We can serve a complimentary olive platter with a fresh batch of buns from the live kitchen for our guests to order before they begin their meal.



THE TRAVELLING FOOD CART//

Inspired by the food carts of Southern Europe, our version is ever-changing, serving up pan-European treats to draw attention during lull hours, and become a seasonal ritual.

Some examples,

- *Italian sorbet*
- *Turkish Simit Bagels*
- *Portuguese Bifanas*
- *Charcuterie*



THE GELATO TOWER//

A selection of gelato flavours and toppings arrive, where customers can mix and match to build their own sundae.



LATE NIGHT (PIE) SHOW//

At a dedicated hour, the chef takes the centre stage and delivers a pizza performance. They swing the dough, and serve a community-style pie for all.



MY POST-MEAL RITUAL//

We extend the late night Italian tradition and end the meal with a coffee tray with a French Press, coffee grounds, biscuits— and allow the customer to make their own beverage.



SIGNAGES//

Insight:
▪ Consumers can get a little intimidated & confused about the various zones in the space.
Opportunity:
▪ To make them feel like their walking through the streets of Europe.

STREET SIGNS//

Signages inspired by European boutiques to represent the different zones - PDR, semi-PDR, outdoor terrace etc.

For example,
Open Terrace - Terrazza
Private Dining Room - Grande Room
Kitchen - Cucina



FRAMED PHOTOGRAPHS//

Frames with images of markets, streets, pubs of Europe depicting the feeling of 'being in the thick of the action' hung across the space.



BAR//

Insight:
- *European pubs are full of people standing by the bar and interacting with each other.*

Opportunity:
- *To make the bar feel like an exciting property in the space to push more people to sit by the bar.*

HOW FAR CAN YOU GO?//

A fun game to test how tipsy you can get based on how far can you see. This can be a frame behind the bar to engage the guests.



WASHROOM//

Insight:
- *Guests feel bored in the queue.*
- *They click photos by the mirror.*

Opportunity:
- *Give the guests a point of engagement while they wait.*
- *Provide a good opportunity for Instagram mirror selfies.*

STICKERS OR POSTERS//

- *Stickers on the mirror with fun Italian expressions.*
- *A poster of Italian gestures & their meaning.*



Mirror with a fun Italian expression.



A poster of Italian gestures & their meanings.

CUTTLERY SUGGESTIONS



TAKEAWAY //

Insight:
▪ Guests take the packaging home and may recycle it.
Opportunity:
▪ To make the delivery packaging feel like a keepsake, something that can be repurposed in style.

TAKEAWAY FABRICATION //

Inspired by fish-nets, the delivery packaging can be made using an unconventional material to give it a European look & feel.



GIVEAWAY//

Insight:
▪ Guests love to take pictures at the restaurant.
▪ Guests appreciate it when they have something to take back.
Opportunity:
▪ To give a memento to the consumer to remember Mezzo Mezzo by.

MEZZO MEZZO POST-CARDS//

Custom postcards displayed at the exit for our guests to take home as souvenirs. We can also have polaroids of the guests taken by the staff gifted to them in a custom frame for the opening night.





REFLECTION

2024—a year I had been eagerly anticipating. The year I graduate, the year I start working, the year I truly become independent. In my excitement, I jotted down my goals and wishes for 2024 back in December. But my main wish was not to be scared. I've always been, and to some extent still am, scared of not doing a good job, of failing, of disappointing people, and even of trying. So, I set a goal: to not limit myself from truly being me. I vowed not to let the fear of failure control the things I actually want to do. I set a goal to step out of my comfort zone, to believe in what I do, and to pursue the things I want. Sometimes, things take time, but sometimes those opportunities are right there to be seized. With all this pep talk and sketching in a fancy journal, I started applying to places for my Graduation Project. All I knew was that I wanted to be in a place like 'Runway magazine' from 'The Devil Wears Prada'—a fancy, bustling office in the heart of a major city. For me, that city was Mumbai. I applied to agencies all over, from places I thought I could easily get into to places I only dreamed of. Please See// was one of them. Along with the waves of the Arabian Sea, I was hit with a wave of underconfidence. The fear came back to remind me that my knowledge wasn't enough and that this lack of knowledge would bring me down. It took me six months of unlearning and relearning to understand or come to terms with this: not having the knowledge is the point. The internship was meant to learn and gain knowledge. And it's okay not to know everything. As I climbed the corporate ladder from Jr. Intern to Sr. Intern (I'm just 4'11, so this is a huge jump for me, guys), I realized I am great at what I do. Not to brag, but I was the only intern to have an entire Slack channel dedicated to people fighting over my hours. In just the initial three months of my internship, I gained the company's trust and became a key resource. I surely struggled at first and lost my mind over working on nine brands simultaneously, but I proved to myself that if I want to, I will do it.

It was very interesting to notice a shift from barely managing college deadlines (though it wasn't so barely) to being able to divide my tasks among nine brands. And I didn't do it alone. Another thing that took me long to learn is to ask for help (It's an only child thing). Just release the pressure before it builds up. Over the six months, I have drastically improved my software skills because I didn't want to give up saying I couldn't do a task. Even with my laptop failing multiple times (it's five years old now). I picked up the corporate jargon, the design jargon, and Please See// jargon, but the biggest lesson was to push my thought process further. In college projects, it's easy to settle by giving a reference of the end result or leaving it hypothetical, saying, 'This is what it could be.' But in the industry, after presenting 'This is what it could be,' you need to be prepared with the answer to 'How?' This involves finding vendors, cross-checking, getting quotes, and providing clients with the best deals without compromising on design. Understanding that your design is a product you want to sell and ensuring the client will buy it means weaving a compelling story, playing with their emotions, presenting tentative numbers, and being so blunty confident that even if you're bluffing, the client will still buy into the idea. Additionally, I learned that adapting to situations, thinking on your feet, and having strong reasoning are crucial. Always asking questions and getting to the root cause is essential. And perhaps most importantly, I learned to let my butterflies out. (A note for 1st-year Anchita, from 4th-year Anchita)



EPILOUGE















SECONDARY BRANDS

Before beginning my work on Mezzo Mezzo, I had the opportunity to work on several other brands, which served as a foundational learning experience much like the structure of a semester's coursework. Bombay Sweet Shop was the initial "course" that provided essential knowledge and skills that I would later apply. The Good Craft Co. was a continuous, overarching project throughout the entire period, serving as a consistent learning experience. I then worked on smaller brands, such as Meemees and Meatigo, where I could practice and apply what I had learned. This progression led to the main "design project" of the semester: Mezzo Mezzo. Finally, there were "elective courses" in the form of projects for Ponds and Haldiram's..

BOMBAY SWEET SHOP

Bombay Sweet Shop (BSS) is a new celebratory venture by Hunger Inc., the company behind The Bombay Canteen and O Pedro. The launch coincides with the five-year anniversary of Hunger Inc., highlighting the sweets that have been central to our joyous occasions. However, these are not the traditional mithai we are familiar with. The company reimagined Indian sweets and the tradition of gifting sweets through a playful and innovative lens. The team traveled across India, gathering knowledge, recipes, and techniques from experts. At the sweet shop, our chefs have reinvented these traditions, creating sweets that look and sound familiar but evoke surprise and wonder through both their presentation and flavors. From the very first day of my joining, I worked on BSS. As a brand, it demands a significant amount of time, computer space, mental space, and resources. I quickly became a key resource for the brand. Initially, my work involved making adaptations—translating designs from larger Key Line Dimensions (KLDs) to smaller ones, ensuring the designs looked fresh and aligned with the other packs while still feeling new. BSS is an illustration-heavy and color-intensive brand, where I experienced many firsts as a designer: my first approved design that was launched, my first conceptualized and led design, and my first time selecting the perfect Pantone shade from the book.

Learning:

BSS taught me the importance of patience. Meeting unrealistic deadlines set by the client, skillfully managed by Avanti (Brand Partner), helped me learn how to manage both the client and time. BSS also enhanced my technical skills and made me realize that while form often follows function, sometimes it's essential to tap into the beauty of a product to sell it. Detailed and beautiful illustrations consistently help sell new products.

*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.



Baby Adapts



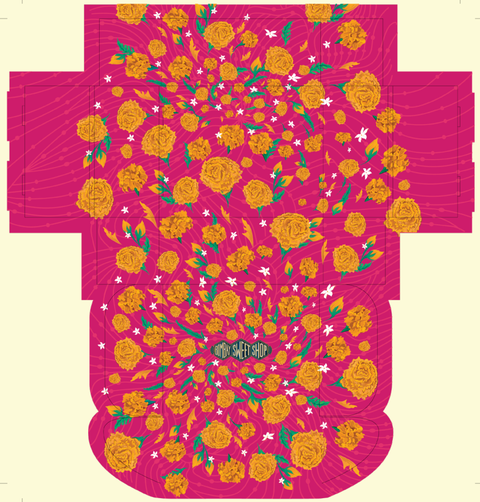
Rakhi 24



*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.

E - Comm Box 24

REFERENCE



This drawing is a creation of Please See Advertising Pvt. Ltd.
All rights are reserved and any imitation would be infringement of copyright laws.

CLIENT NAME: **Bombay Sweet Shop**	PRINT COLOURS: **CMYK**
JOB NAME: **2024_00015_Bss_Ecomm Box Large_Apr - Aug 24**	PRINT TECHNIQUES: **GOLD FOIL**
PRINT CUTSIZE: **34.64 x 36.82 inch**	**FINAL ARTWORK**
INFORMATION:	

*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.



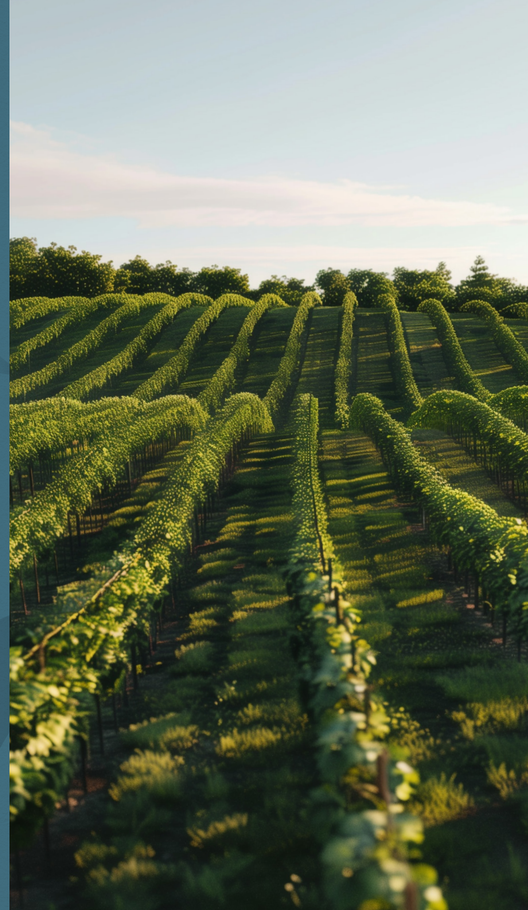




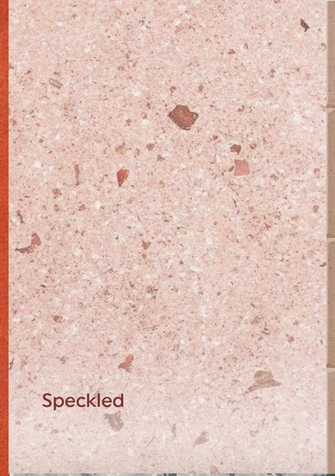
THE GOOD CRAFT CO.

The Good Craft Co. (TGCC) is a new venture by Diageo, a multinational alcoholic beverage company with a diverse brand portfolio that includes Guinness, Baileys, Johnnie Walker, and Smirnoff. Located in Ponda, Goa, TGCC features a state-of-the-art facility offering distillation capabilities for malt, gin, and rum, as well as maturation infrastructure, blending capabilities, an automated bottling and packaging line for craft spirits, and a modern warehouse for both incoming and finished products. TGCC also serves as an incubator to accelerate the alco-bev start-up ecosystem. Now, TGCC is opening an experience center in Whitefield, Bangalore, where consumers can experience and learn about liquor making. I have been part of this brand for the longest time. It started with smaller tasks, such as creating collaterals and mood boards for movie shoots, but eventually, I began making decisions that contributed to building its identity. The logo was designed in September 2022 by The Quick Brown Fox Studio in Delhi, and the client approached Please See// to deepen its identity and develop cohesive storytelling. This project was particularly interesting because we were not only extending the identity into the space but also creating new experiences that intertwine liquor and craft.

Learning:
Initially, I did not see TGCC as a main brand I had to work on, treating it more like a side project. However, the more I worked on it and the more people got involved, I began to take ownership of it. I learned to read between the lines of what the brand partner wanted (essentially what the client asked for) and what the senior designer aimed for (striving to deliver beyond expectations). I managed to find a middle ground between these strong leads and navigate both effectively. This project also helped me gain knowledge of how an identity is extended into space and vice versa, which came in handy while working on Mezzo Mezzo. Additionally, TGCC taught me management skills, such as breaking down a huge task into bite-sized pieces to tackle over time. It also encouraged me to push myself further and strive to wow the person I am working for.



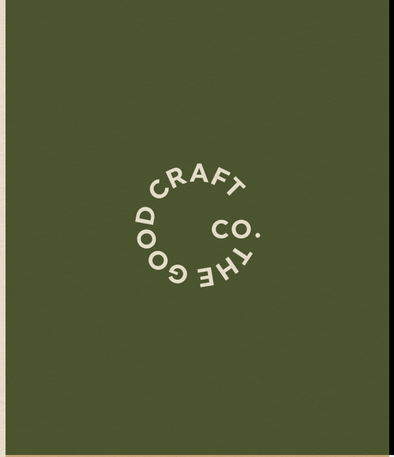

Solid


Speckled

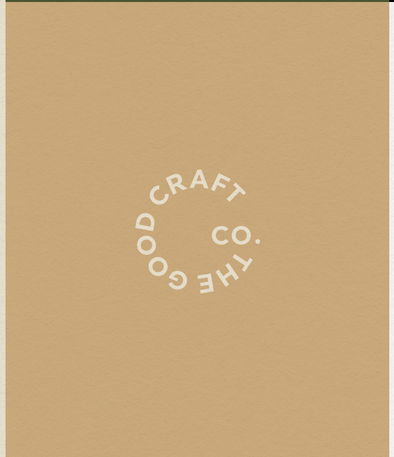

Lines


Speckled


Lines



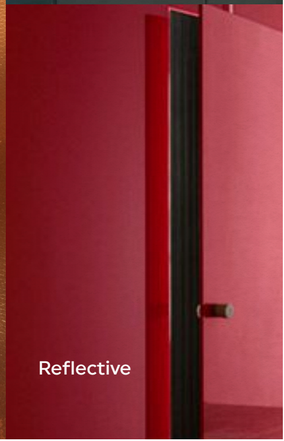







Copper


Reflective


Reflective

Washroom Signages



*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.

Posters



Meemee's

Meemee's is a cloud kitchen ice cream brand that has rapidly grown to become one of Mumbai's favorites. It offers "Honest Ice Cream that's honestly good," made with whole fat milk, pulpy fruits, and love. The brand features a forgiving yet heavy illustration style, where each swirl represents the folds of ice cream.

My role at Meemee's included conducting shelf studies, visiting shops to understand ice cream packaging, and reporting the data. I also illustrated and conceptualized the Toasties pack, both the single pack and the box of six, which was similar to my work on BSS where I created new designs based on existing Key Line Dimensions (KLDs). Additionally, I designed the brand story card that every consumer receives with their delivery.

Learning:

At Meemee's, I learned to have fun with my work, creating designs that cater to an emotion. This experience was invaluable during my work on Mezzo Mezzo, where we had to replicate the energy flowing in the space into its identity design.

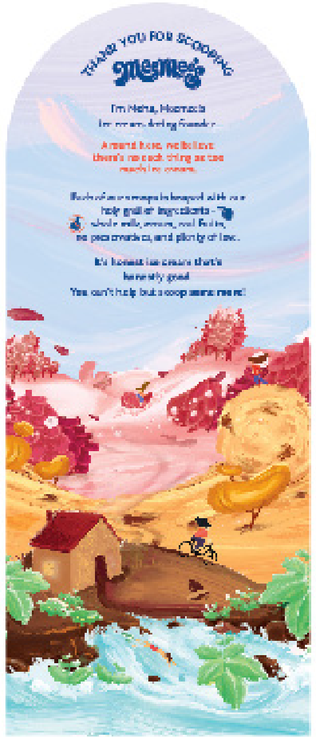




*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.

Brand Story Card







EAT BETTER MEAT

MEATIGO

Meatigo by Prasuma, known for India's favorite ready-to-eat momos and much more, started a new way to make gourmet meats and cheese more accessible across the country. Recognizing the diverse culinary traditions and the variety of meats consumed in different cuts and flavors, Meatigo identified a need gap: there was no one-stop gourmet solution for meat lovers. Launched back in 2016 by Please See//, the brand returned for packaging updates.

My task was to come up with ideas to improve the packaging so that it didn't look unappealing. Previously, cold cuts (bulk orders) were being delivered to consumers in huge styrofoam boxes with dry ice loosely packed to keep them cold.

Learning:

From this project, I learned the importance of pushing for my ideas and building strong reasoning for what I believe will work. I realized the value of suggesting improvements along with the required tasks, rather than just blindly following instructions.



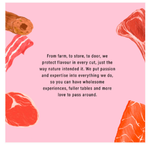




THE MEATIGO ZIPLOCK

*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.



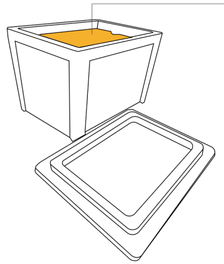


CARD INSERTS



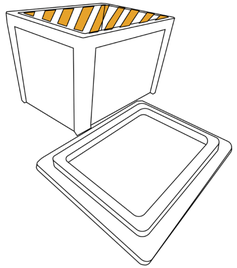
FRIDGE MAGNETS







TRAY INSERT







BRANDED PARCHMENT PAPER TO WRAP AROUND THE BOX INSTEAD OF NEWSPAPER

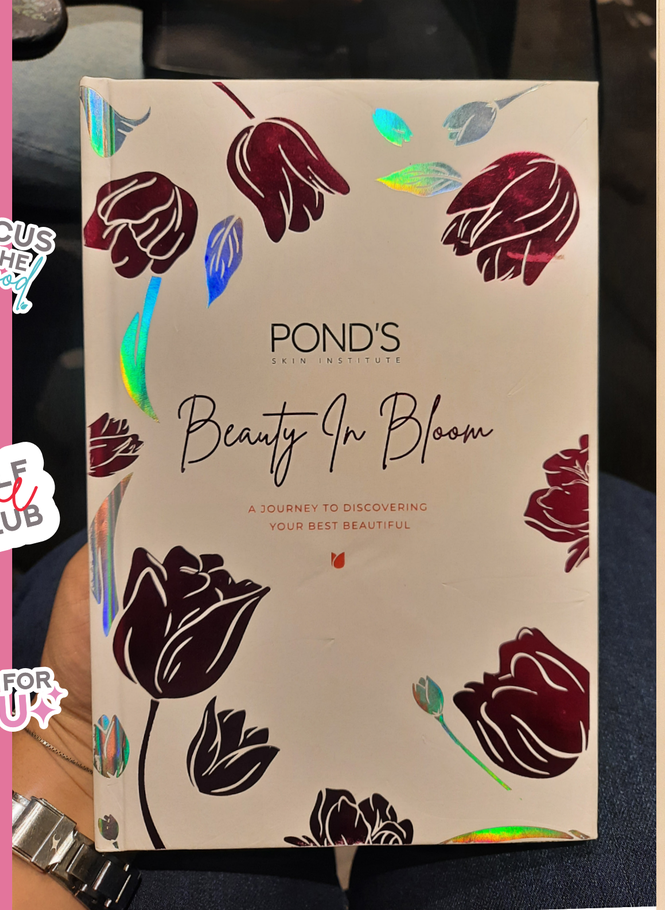
POND'S

Ponds, a famous beauty brand by Hindustan Unilever Limited, approached Please See// to publish a well-being journal to accompany their new product line. This journal included a habit tracker to guide consumers on how to treat their skin right.

My task was to assist with the layouts and create smaller elements for the journal, such as stickers. This was a small project I worked on.

Learning:
Through this project, I learned the importance of teamwork. Initially, I faced issues communicating and collaborating with others since everyone works at a different pace. I overcame these issues by talking and constantly updating each other on the current status.

*Note: All the projects mentioned were executed as part of a team. I do not have sole ownership of them; I was a resource helping out the team.





Haldiram's

Haldiram's, the nation's beloved snack-food company with eight decades of experience, is one of Please See//'s biggest clients. Due to the vast product range Haldiram's offers, almost everyone at Please See// works on Haldiram's at some point.
I joined Haldiram's gifting team, where we created premium packaging for their products. This brand is also illustration-heavy and focuses on celebration. I was assigned to the team in the last few weeks of my internship, where I took on smaller tasks of adaptation.

Learning:
From this project, I learned the value of humbleness. This experience served as a perfect bookend to my internship, starting and ending with adaptation tasks. Even after working on a high-profile brand like Mezzo Mezzo, this project was a reality check that reminded me to stay grounded. It also provided a refreshing break, allowing me to clear my thoughts and catch a breather.

*Note: All the projects mentioned were executed as part of a team. I do not have ownership of them; I was a resource helping out the team.









MUMBAI 2024





