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

Branding and Packaging Design for Evum (a Healthy Snack Brand) and Dayavya (an Ayurvedic Personal Care Brand)

VOL. 1 of 2

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Sponsor : **The Accha Studio**

Mentor : **Aastha Gohil**

Consultant : **Kurul Tyagi**

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

THE GRADUATION PROJECT 2025

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for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Integrated Communication Design**

Herewith, for the project titled "**Branding and Packaging Design for Evum and Dayavya"**

on fulfillment of requirements by

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Dean, Institute of Design
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gratitude



Onam Celebration, 2022

Institute of Design, JKLU

My time at IoD, JKLU was definetely a roller-coaster. From juggling assignments to extra-curriculars, the institute provided a safe space to learn and grow to be the person I am today. The faculties, the mentors, my peers, all have some role or the other in my journey.

What I'm really grateful for are the candid and out of classroom conversations with seniors, industry professionals and faculties. Even a two minute conversations sometimes moved me so much and made me go like "How did I not think of that?"

Few ups and downs, and now marking the end of these amazing four years of B.Des, I would like to thank all my friends, faculties, professionals for being present, sharing words of wisdom and guiding me towards my future.



21st March, 2024

Prof. Aastha Gohil, Mentor

Prof. Aastha is an NID and Edinburgh Napier University alumna who brings her experience of filmmaking and campaign design in Integrated Communication Design.

We first met Aastha in our second year when she introduced to us as our coordinator. Our batch being the first batch of ICD, I thought how am I going to manage everything. We had no seniors to talk to, but Aastha was always there and did not let us feel that we are the first batch of ICD. She always made sure about how our courses are going, whether we are satisfied with the quality of teaching.

For me, personally, she has guided me a lot through out my three years of ICD, be it about internships, opportunities, or extracurriculars.

I thank Aastha for being such a great mentor, guide and teacher.



Kurul Tyagi, Founder at The Accha Studio

Kurul Tyagi, Industry Mentor

Kurul Tyagi is an alumna of IIM Amhedabad and a Communication Designer by profession. She has founded The Accha Studio in 2021 and does projects in the space of branding, packaging, graphics, publication, etc.

I chose her as my industry mentor because she could exactly understand what I was saying, where I was stuck and guided me in the direction which was best for me and the project. She has a great approach towards problem solving and design process in the always moving world of creative studios. I, as an intern had enough creative liberty in my work which would not only fulfil the client's requirement but also made me learn new things about the industry and its know-how. I would like to thank Kurul for being such a great mentor and guiding me through the graduation project.



About Me

This feels like a milestone in my journey. Coming from Indirapuram, a town in Ghaziabad, meeting such great people, making friends, learning things I had not known before, I have learned the most important thing in life, "you keep learning and unlearning."

Form my early schooling, I had always been involved in some type of activity which allowed me to express myself. 2020 was the year I decided that I want to pursue design. It didn't only gave me opportunities of express, but also to make meaning out of it, something with purpose. I am very grateful to have met people I met, places I visited, pages I turned.

I would want to thank my parents, my sister, all of my friends, all the visiting faculties, professionals, Aastha and Kurul, for making this journey complete.

contents

01
Evum Foods

02
Dayavya

03
Reybeir Alcobev
Thala & Geminii

04
Glow Renitae

05
Rad Living

06
Other Work
The Accha Studio
Babel
Komurr
Natureship

01

Evum Foods

discover

1.1 the studio 18
1.2 the client 20
1.3 the products 22
1.4 initial brief 24

define

2.1 design process 28
2.2 reflection 30
2.3 research 36
2.4 competitor analysis 46
2.5 brand positioning 58
2.6 tone of voice 60
2.7 target audience 62
2..8 brand personality 66

develop

3.1 logo concepts 72
3.2 my rendition 90
3.3 typography 100
3.4 colour palette 104
3.5 iconography 110

deliver

4.1 packaging design 114
4.2 information architecture 116
4.3 label layout and artwork 118
4.4 master design 124
4.5 final packaging 126
4.6 bibliography 156



discover

1.2

the studio

About The Accha Studio

Founded by Kurul Tyagi, The Accha Studio is a communication design practice for India's rich dynamic market. They work across visual communication such as Brand Strategy, Visual Identity, Packaging, Naming, Art Direction, and Web Design.



1.2 the client

About Evum Foods

Journey of Evum started when Vijaylakshmi used to make alternative healthy snacks for her two sons. "If you want to change to the world, you need a healthy youth! Start by feeding them healthy stuff first", she says.
Divya Somani, the Founder of Evum, has brought his mother's recipe to the tables of health conscious people, preserving the warmth of home-cooked munchies while scaling it into the contemporary snacking experience.

The brand stands for warmth, honesty, and compassion, rooted in simplicity and a deep sense of care. Each product is still handmade in the same kitchen, with great focus on quality and cleanliness.



1.3 the products

Handcrafted Cookies, Laddoos, Trail Mixes, and Savouries

Evum has a range of products which fall into the 'healthy for you' category which allow the consumers to enjoy a guilt-free and tasty muchies. Years of perfection in Vijaylakshmi's recipes and use of handpicked ingredients ensure the consistency of the taste without relying on artificial additives, sweeteners, or preservatives.

Evum aims to make mindful eating a part of daily life by creating snacks that are not just healthy, but also familiar, comforting, and delicious. Currently their product portfolio looks like –

1. Honey & Oats Cookies
2. Ragi & Oats Cookies
3. Dark Chocolate
4. Gond Dryfruit Ladoo
5. Ragi Laddoo
6. Amaranth Puff (savoury)
7. Nutty Medley (trail mix)
8. Almond Date Medley (trail mix)
9. Ragi Power Bites



1.4
the brief

Rebrand Evum, as a health focused snack brand, to better reflect its values, connect with its target audience, and establish a distinct identity in the market by developing a new visual language, tone of voice, and packaging system that aligns with their ethos


define



2.1

design process

the brief
understanding the brief, the client, and the product

research
reflecting, previous research, client interview, competitor analysis, brand attributes

ideation
brainstorming, concept formation, revisiting concepts

concepts
finalizing concepts, refining visual direction

packaging
navigating limitations, developing packaging system

deliverables
brand guidelines, print-ready packaging, marketplace graphics (wip)



2.2 reflection

Thoughts on the existing brand touch-points

Before starting the rebranding process, it was important that I get an essence of what Evum currently feels like, so I examined all the existing brand touchpoints including logo, packaging, website, social media presence and overall visual language to get clearer picture of its perception and where it fell short.

This helped me understand how the brand was currently positioned in the minds of consumers and where the communication felll short. Although the branding was still centred around health, mindfulness and wholesomeness, these core themes were not consistently reflected across the brand's identity.

In the process of doing of this audit, I also realized opportunity areas which the brand may explore for a more effective communication.



Evum Product and Packaging Range

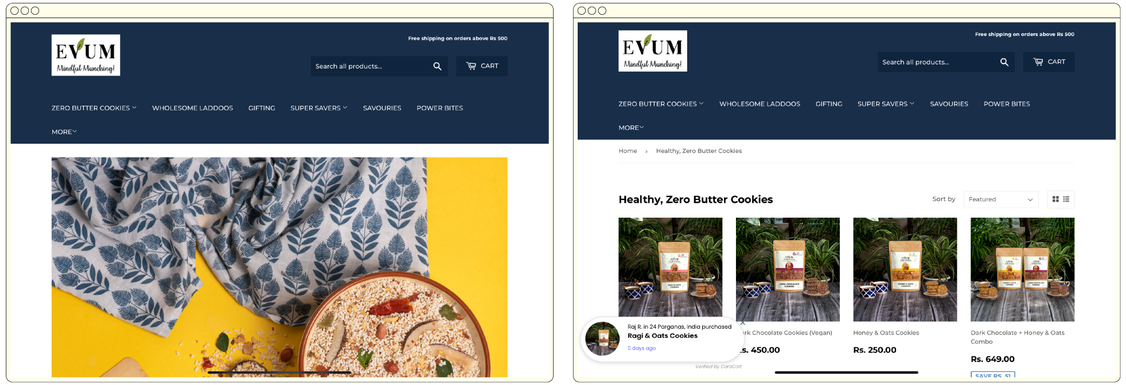
EVUM
Mindful Munching!

Evum's Current Logo

The current logo and packaging design in place lacked warmth and distinctiveness, making it difficult for Evum as a brand to stand out in the cluttered market of health-focused snack brands. There was a difference between what the brand stood for and how it presented itself. The visual identity leaned more towards generic minimalism, missing the emotional resonance that could connect with the audience on a deeper level.

The logo, at a glance looks elegant, but a striking contrast is noticed in 'E' and other letters. The leaf on the letter 'V' provides and emphasis on health, organic, nature-related themes.

The most visible and relevant brand touchpoint for Evum is packaging. The current one has a clean simple design which conveys the product clearly, however it lacked a brand voice. Problems like too many fonts in action in the front label, lack of brand story, information hierarchy issues, and the usage of generic icons were present.



Evum's Website



Evum Product and Packaging Range

A brief SWOT analysis of the overall reflection

Strenghths–
1. Authentic origin story which helps in building trust.
2. Clean and straightforward packaging.

Weaknesses–
1. Visual tone and brand touchpoints lack coherence.
2. Storytelling about the origin or the unique name is underutilized.

Opportunities–
1. Rebranding the brand to establish coherence and improve perception and consumer connection.

Threats–
1. Without a distintive visual identity, consumers may mistake it for a local or ametuer brand.



2.3 research

Prior research by The Accha Studio

To gain qualitative insights into consumer perceptions and experiences with healthy snacking, a focus group discussion was conducted as part of the research for Evum's rebranding prior to my involvement in the project. The goal of this session was to understand how potential users interpret the brand's current identity, packaging, and positioning in comparison to competitors.

The methodology involved gathering a group of participants who aligned with Evum's target audience, health conscious snackers familiar with clean-label products. They were guided through structured prompts and open-ended questions.

The purpose of this exercise was to identify buying patterns, latent needs, and perceptions around health-focused snacking especially what influences their trust, familiarity, and loyalty.

(Note: Questions have been logically inferred from the answers. No user responses have been altered.)

What influences your decision when purchasing a snack product in-store or online?

1. Rank- 1st is the color of the product (on the shelf). If shopping online- would want to see what the product looks like.
2. Color and design- if the design is too crowded (like too yumm). Neat and legible, minimalistic is always better.
3. Color and brand- color catches eye first and then what the product is and what they are selling. More than illustration photos are preferred for the health segment.
4. I dont care about the font. To add a transparent window (when in hand) to find what the product is actually like or a photo even better when its online.

What kind of colors appeal to you in snack packaging?

1. Bright colors – jolly snack won't make me feel guilty about eating
2. When in-store, earthy colors, when online, both are fine (bright or muted)
3. Bright colors work better for me.
4. Neither works, muted I associate more with rice and dal, the other reference also doesn't work. Some design would be more attractive rather than plain color (Mr. Makhana packaging muted doodles).

What kind of visual language do you expect from a premium healthy brand?

1. Wouldn't want something too animated or too bold for a premium brand.
2. Handwritten resonates well, mother's touch is communicated.
3. 2nd and 3rd fonts work well, 1st one is too quirky.
4. Liked the first one but it won't sit well with this brand.

How important is it for you to see the product or product photo on the packaging?

1. I am okay not seeing the product or product photo. Having a window makes it feel like dal and rice seller feeling. Makes it look less premium. Really doesn't matter to see the product if I'm doing repeat orders.
2. Don't care for an illustration. Trust is built when I look at the ingredients unless the product is something completely new.
3. I think the elements of the brand can be conveyed on the packaging.
4. Photo – people have this feeling that it is going to look like the photo. And photo usually doesn't match the image.
5. Ragi ladoo and all don't look very appetizing and its photo might ruin the packaging or would deceive the customer.

What are your thoughts on transparent packaging or product visibility?

1. I don't think it's required. The transparent packet gives a not very premium feel.
2. I don't think it's necessary either.
3. Not necessary, takes away from the premiumness.
4. I think I would like to see.

What are your preferences in packaging material and finish (matte, paper, plastic, etc.)?

1. For me, I think the matte pouch looks nice and premium but I would definitely be more attracted to sustainable packaging so the brown paper would be my choice. Mix of matte and sustainable.
2. The brown paper would be 1st, 2nd would be matte and 3rd would be the glossy. I prefer earthy tones, I can associate with natural organic products more. I would like for natural products to look more sustainable.
3. I would prefer the matte – it would give a good premium feel.
4. Matte will have creases, brown paper will get wet from the outside. Plastic was the only one that remained intact. Matte looks expensive.
5. Short quantities – any material is fine because 1-2 days it's gonna finish but if the quantity is larger the material needs to be more sturdy and sustainable.

**Most people think box over pouch (Bebe Burp boc reference).

How important is it for the overall packaging to align with the brand's story?

1. Depends on the story you're going for – bare necessities, simple design, they give you functional packaging.
2. As long as it's eco-friendly it doesn't matter if it's creased.
3. Maybe convey it in a way that it is eco-friendly and has travelled a long way to look like that. Communicate it very clearly.
4. Open Secret packaging conveys that they make healthy cookies, the story doesn't match for me – they are supposed to be freely fed to kids, but the ingredients are full of preservatives. If the communication matches then the story makes more sense than what the packaging is standing for.

What builds trust in a health food/snack brand for you?

1. If they are delivering what they are promising.
2. In health segment the ingredients matter the most and then the taste.
3. The story that they make up and whether they deliver it or not.
4. The first-time attraction is the story, and the second purchase would be the product and purchase process and delivery and everything.

**Small icons – right in the front, don't have to look for it and it is clearly mentioned – seems trustworthy

Which other brands do you trust or appreciate and why?

1. The Whole Truth – their story, the way their name is presented, the way they do their social media
2. Subko – their storytelling, the premiumness, feels gourmet
3. Blue Tokai – combination of earthy and floral colors, minimal icons, meter indications

A rough record of the prior focus group discussion

Insights

clarity and transparency drives trust.

Consumers emphasized their preference for reading ingredients and nutritional details over being influenced by visuals or claims. Trust is built when communication is open and devoid of vague or flashy language. Clear, simple icons and straightforward packaging elements enhance the sense of honesty and reliability.

storytelling is the first hook.

The initial connection users form with a brand is often emotional, driven by storytelling, colour schemes, and imagery. A compelling narrative and a coherent brand promise are what attract consumers to pick the product for the first time, before they've even tasted it.

visual balance signals quality.

Users found overly crowded or too-muted packaging unappealing, associating cluttered designs with low quality and overly earthy tones with generic staples. A balanced use of muted and clear design elements, combined with good colour contrast, helps the product feel both premium and approachable.

consistency builds credibility.

There's a clear expectation that the material, structure, and visual communication on the package should align with the brand's values, be it sustainability, quality, or mindfulness. Weak, inconsistent, or excessive packaging compromises brand perception.

quality of experience ensures loyalty.

The second purchase is shaped by the first experience, how the product was delivered, its freshness, taste, and the overall feel of the interaction. Brands that deliver on their initial promise are more likely to be remembered and re-purchased.

peer comparisons

Consumers naturally compare brands with competitors. They praised The Whole Truth, Subko, and Blue Tokai for aligning branding with product offerings, while criticizing Open Secret for inconsistencies between visual branding and product reality.

Questionnaire for the Client

(Answers directly from client, questions reconstructed based on context. No edits made to original answers)

Question: Who is your target audience?
Answer: Health conscious people, people aware of what they are eating, people aware of ingredients. Mostly people from the age group of 20-45.

Question: How do you want the audience to perceive your brand?
Answer: A trusted brand that makes really great products. A brand with quality products.

Question: Are there any elements or imagery that resonate with the audience? What needs to improve?
Answer: I don't know. Maybe the Buddha illustration on the packaging.

Question: What other brands inspire you and why?
Answer: The idea of trust/honesty resonates with me personally. So brands that have created that value system for their customers would be something I'd personally prefer buying from. For example Tata.

Question: How is EVUM different from other snack brands in the market?
Answer: Not something I want to focus on at the moment. But to say, I would say, the truthness in our ingredients and procedure, plus they're all my Mom's recipes.

Question: How is EVUM different from other snack brands in the market?
Answer: Not something I want to focus on at the moment. But to say, I would say, the truthness in our ingredients and procedure, plus they're all my Mom's recipes.

Question: Who are your main competitors?
Answer: Mo's Bakery, Snackible, Nutty Gritties, Kikibix, Artinci, Eat Better Co, True Elements, Gladful, Nutramore, Bebe Burp, Weelet, Hey Grain.

Question: How would you describe EVUM to a friend for the first time?
Answer: We make amazing snacking products that you can consume without thinking twice and having the guilt.

Question: What should be the look and feel of the logo?
Answer: Warm, Wholesome, Nutritious, Honest

Question: Should the logo include a tagline?
Answer: Yes. The tagline is – "Taste Goodness, Live Wholesome"

Question: What kind of logo would you want Evum to have? (References below)



Answer: Its a clean slate, anything which resonates would work, but I'd prefer a mascot logo.

Question: If Evum were an animal, what would it be?
Answer: Not sure about this. Maybe an elephant — based on the above 4 keywords highlighted and due to its motherly nature and the instinct of taking care of its calf.

Question: If EVUM had a brand ambassador, who would it be? (can be any fictional, celebrity, any other famous person)
Answer: Abraham Lincoln (because of his goodwill and justice), Alan Watts (because of his zen philosophy and wisdom), Professor Trilokeshwar Shonku (due to his experimental and innovative nature), My Mother (she was the one who used to make snacks for us).

Question: What kind of brand vibe should be avoided?
Answer: The logo should not look commercial like many other brands in the market. It should have more of a niche vibe which should resonate with our niche audience.

Questionnaire prepared for the client to get his perspective on the brand

Talks with the client

The client questionnaire served as a foundational tool to understand the brand's vision, values, and expectations. Through a series of structured questions and contextually inferred questions, the client's unfiltered responses provided insights into Evum's intended audience, brand personality, positioning, and visual direction. This helped align the rebranding effort with the founder's intentions and emotional connection to the brand.

audience values health and transparency.

The brand targets people aged 20–45 who are aware of what they consume, particularly looking into ingredients and health benefits. This audience expects transparency and mindfulness in product composition.

trust is the core value.

The brand aims to be perceived as a trustworthy, high quality alternative to mass-produced snacks. Trust and honesty are seen as the most important emotional drivers for brand loyalty.

personal roots build emotional connect.

The foundation of Evum lies in snacks made by the founder's mother, giving the brand an emotional, personal narrative. This origin story is authentic and has the potential to become a strong brand differentiator.

niche identity over commercial.

The brand prefers soft aesthetics, and earthy tones over anything too commercial. It aims to feel warm, wholesome, and honest and story driven, with a preference for subtle, niche cues that reflect its values.



2.4
competitor analysis

Evum's main competitors

kikibix
HONEST NUTRITION

Nutramore™

True Elements

EAT BETTER CO

Gladful

Snackible
Mu(n)ch Better

OPEN SECRET®

ARTiNCi®



kikibix
HONEST NUTRITION



Kikibix

cookies, namkeen, peanut butter

Founded by Dr. Ridhi Kaur, a pediatrician, inspired by her mother's traditional recipes, Kikibix was created to offer genuinely healthy snacks without the usual misleading claims in the market. They specialize in chemical-free snacks like sattu almond cookies and millet-based bites using simple, traditional ingredients.

keywords - functional, clean, high-fiber



Nutramore™





Nutramore

cookies, breakfast premixes, savouries

Started by experienced nutritionist Rathnaprabha, Nutramore is rooted in holistic health and dietary science. It offers gluten-free, protein-rich snacks tailored for nutritional balance and energy through natural ingredients. The brand conveys authority and wellness, with a clinical yet grounded tone.

keywords - playful, nurturing, scientific





True Elements



True Elements

oats, trail mixes, cereals, granola, bite-sized snacks

True Elements is a brand which was founded to rebuild trust in food. Marketed as India's first "clean label" food brand, it sells cereals, oats, and snacks made without additives. Its modern, uncluttered packaging emphasizes data transparency and the brand's promise of "nothing to hide".

keywords – informative, commercial, clean label



Gladful





Gladful

breakfast premixes, protein powder, cookies, roasted munchies

Gladful focuses on solving protein deficiency in Indian households, particularly children. It offers protein-rich cookies and chilla mixes made with pea and milk proteins. The branding is bright and cheerful, designed to attract both parents and kids with educational cues and a health-forward vibe.

keywords – cheerful, protein-rich, nourishing, family focused





EAT BETTER CO

Eat Better Co

laddoos, namkeen, nut mixes

The brand aims to provide clean and natural snacking. It offers ladoos, trail mixes, and traditional snacks crafted from farm-sourced produce. The visual style reflects a slow-living, back-to-roots lifestyle with a vegan and clean-eating focus.

keywords – nutritious, approachable, balanced





Snackible

Mu(n)ch Better

Snackible

chips, cookies, indian snacks, spreads

Snackible targets busy urbanites who want healthy yet fun snacking alternatives. The brand offers a wide range of baked and roasted treats, and chips. It's modern packaging and a casual appeal that emphasizes functionality and convenience.

keywords – urban, affodable, indulgent



ARTiNCi®



Artinici

cakes, laddoos, cookies, indian sweets

Artinci was born from a personal need for diabetic-friendly desserts. The brand offers cakes, cookies, and sweets made with low-GI natural sweeteners. It strikes a balance between indulgence and restraint, with premium branding that speaks to health-conscious but taste-loving consumers.

keywords - indulgent, premium, diabetic-friendly





OPEN SECRET®



Open Secret

cookies, cereals, trail mixes, namkeen, chips & snacks

Open Secret positions itself as a family-friendly brand solving the "mom guilt" around kids' snacks. It sells cookies, chips, and spreads by "unjunking" ingredients. The branding is vibrant and expressive, which feels energetic and fun.

keywords - family-friendly, fun, comforting

visual design

Most of the competitors use clean layouts with bold, sans-serif fonts, punchy icons, and product-forward imagery to quickly communicate health benefits. There's a mix of bright accent colors and earthy tones, but all aim for clarity.

price range

Across these brands, similar snack products (cookies, laddoos, trail mixes, etc.) typically fall in the ₹250–₹400 range for packs between 150–300g. Evum's pricing aligns with this range, putting these competitors and Evum in mid-premium segment of the larger snack market owned by commercial brands.

specificity over claims

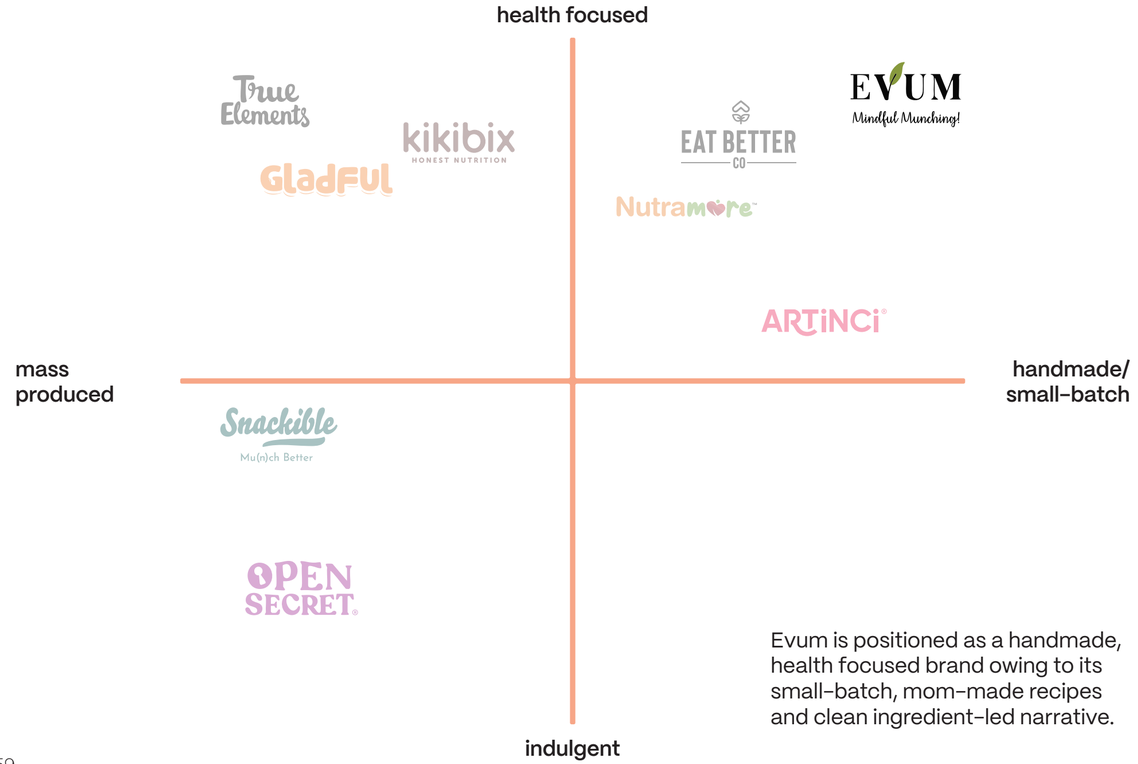
Many brands lean into "healthy snacking" as a claim, but what sets them apart is their clarity and specificity, which in health claims, matter more than the broad wellness messaging be it through ingredient transparency or direct labeling.

how is Evum different?

While most brands talk about health and ingredients, very few connect on an emotional or human level. Evum focuses on honest ingredients, transparent communication, and small-batch quality positions it as a brand rooted in trust and mindful consumption.



2.4
brand positioning



Evum is positioned as a handmade, health focused brand owing to its small-batch, mom-made recipes and clean ingredient-led narrative.



2.5
tone of voice

Warm, honest and grounded.

Evum speaks with its audience with quiet confidence and genuine warmth. Its like a friend who listens and a mom who cares. As a brand rooted in mindful choices, it has nothing to hide. It takes pride in it's small-batch recipes, clean ingredients, and honest processes.

By being transparent and grounded in truth, it aims to nurture lasting trust. For Evum, nourishment goes beyond food, it's about creating a sense of belonging, where thoughtful snacking fits naturally into everyday life.



2.6 target audience

sec B + sec AB men and women of ages 20 to 45

Evum is crafted for health-conscious individuals aged 20 to 45 who value clean ingredients, honest branding, and mindful consumption. They read labels, specific about what they eat, and often seek balance between indulgence and wellness. Many of them live in urban settings, juggle busy lifestyles, and prefer brands that are transparent in their claims, trustworthy, and rooted in care. They often look for comfort in brands that feel both homemade and reliable.



Aditi, 32
UX Designer

Based in Bangalore, Aditi follows a vegetarian diet which she carefully curates for herself. She likes to go through what she is putting in her body. The more she knows about her food, the more in control she feels.

"If I can't pronounce it, I won't eat it."



Pooja, 41
Teacher

Pooja is a mother of two and has a busy lifestyle of a working mother. She wants to provide homely and nourishing food options to the kids. She believes food is an expression of care and wants snacks that feel and are made with that same intent.

"It's not just about taste—it's about what went into making it."



Varun, 28
Wellness Blogger

Delhi based blogger who tracks macros and guides other people to follow a healthy lifestyle. He always needs the product info. upfront, and is always updated about the trends in functional and clean eating. He keeps looking for brands who can back up their claim with facts.

"I want my snacks to be a fuel, not filler."



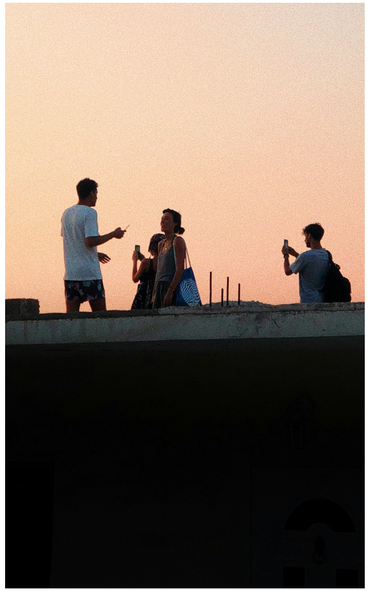
Arjun, 25
Software Engineer

A Coder from Noida, Arjun has a routine which involves long coding hours, tight deadlines and short breaks. He wants something guilt-free. He seeks snacks that feel like a quick recharge in short pauses during intense workdays. He appreciates a brand that respects his time and values.

"I can't read between the lines. I just want anything good and honest to keep me going.."

2.7

brand personality





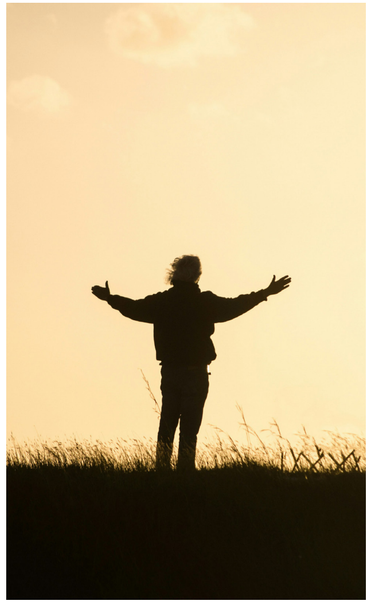




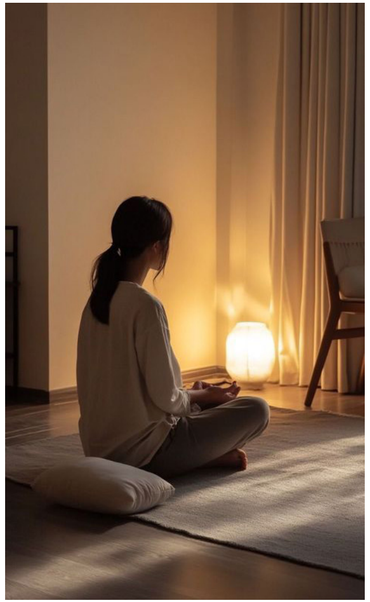
wholesome







humble



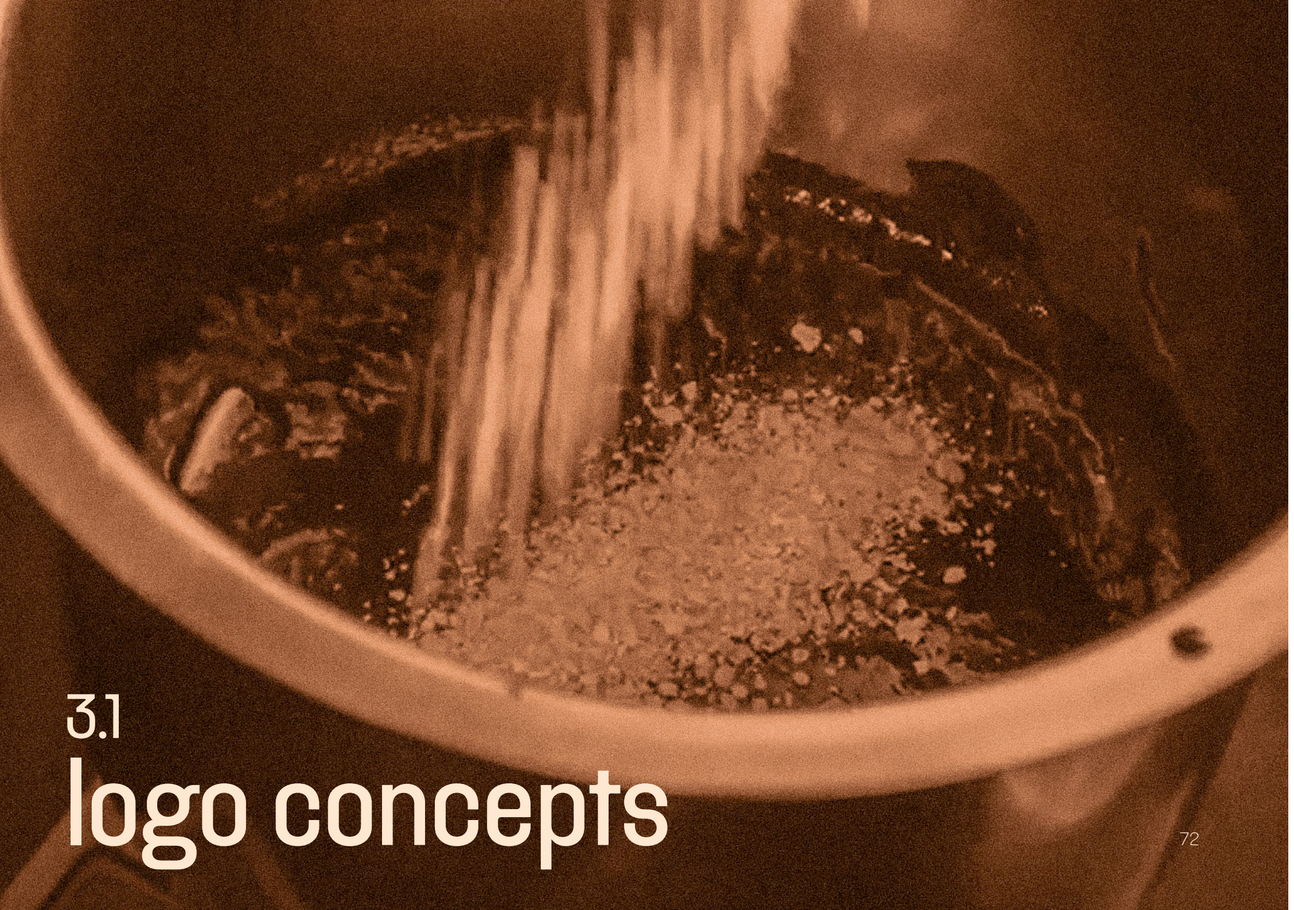
mindful



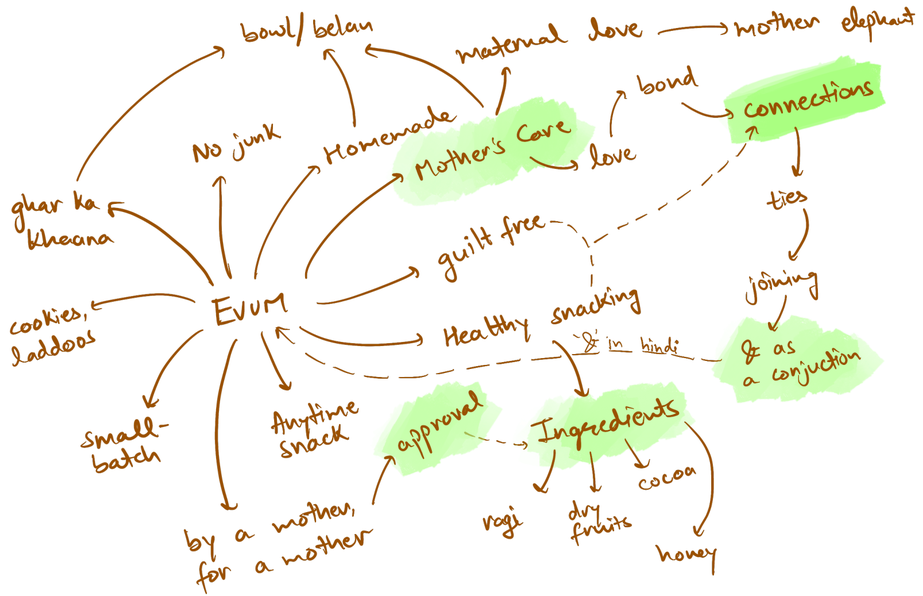




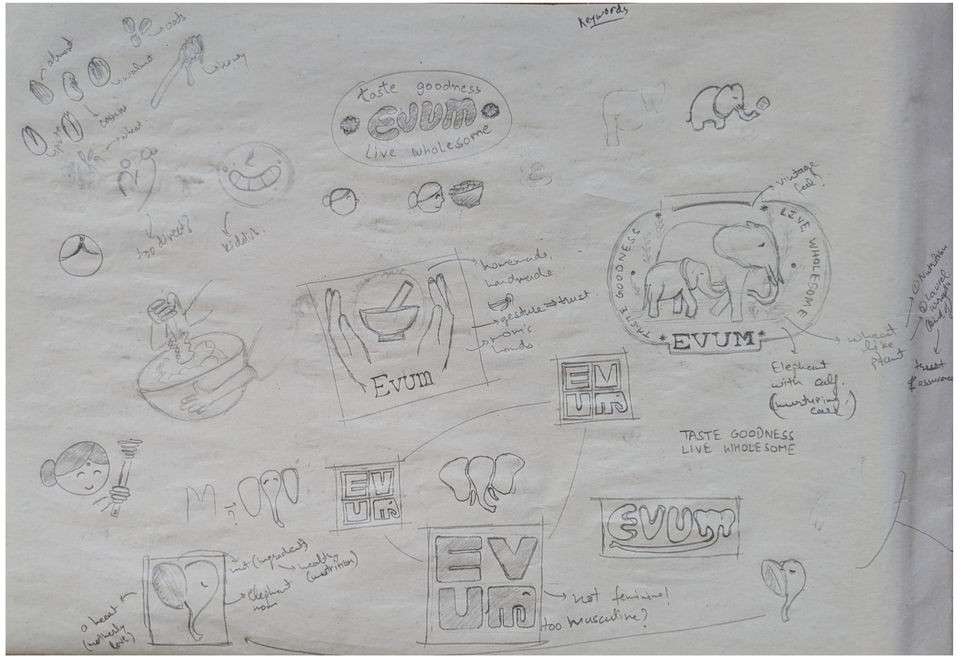
develop



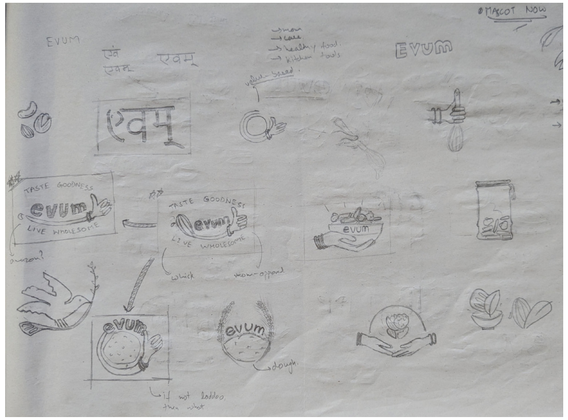
3.1 logo concepts

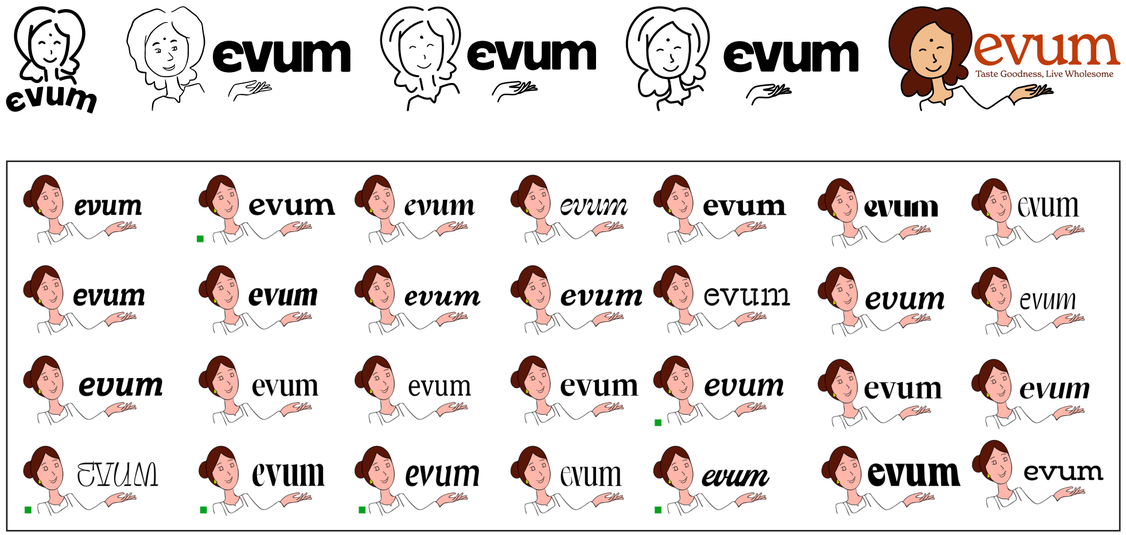


conceptualizing

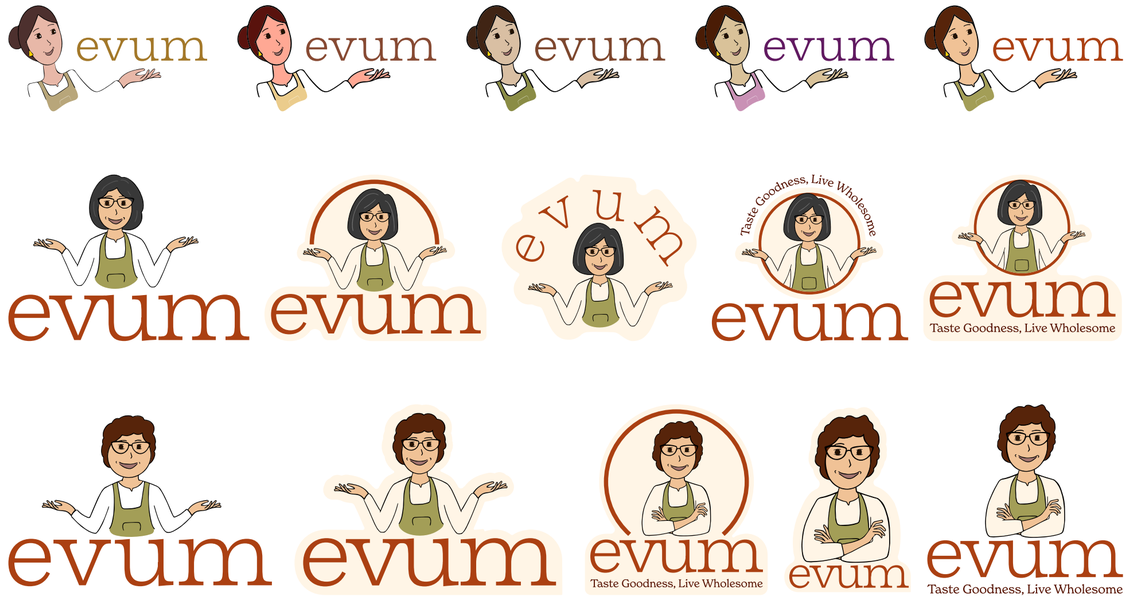


initial sketches


EVUM
EVUM
evum
evum
evum



concept one



concept one

concept note



primary logo



secondary logo



submark

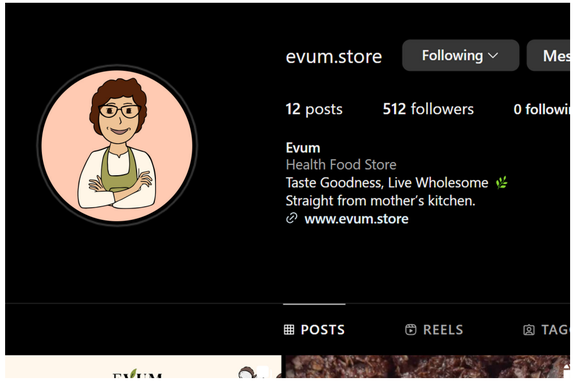


wordmark

Soul of Evum

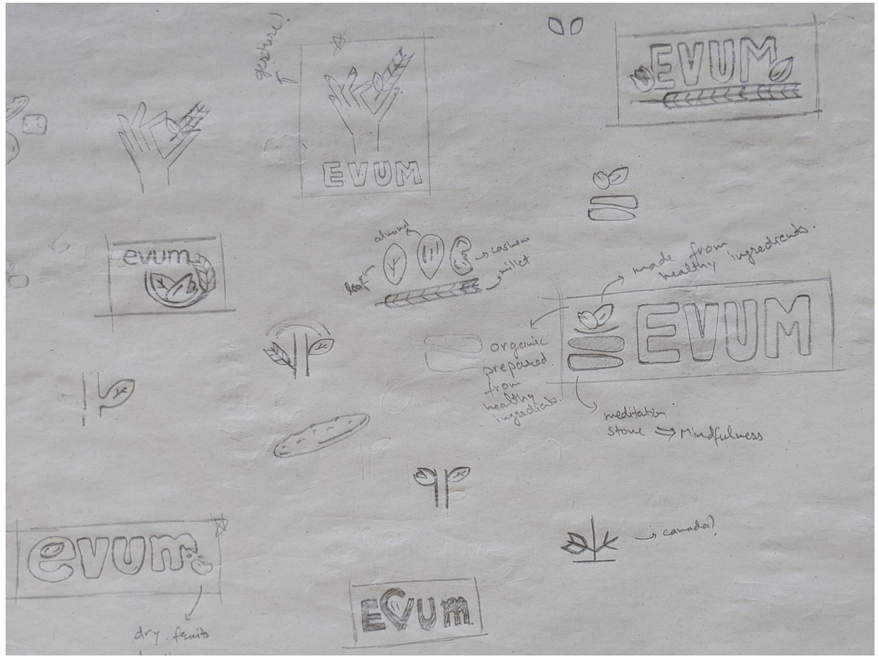
The logo embodies the heart of the brand, a tribute to the founder's mother and her love for making healthy snacks. The illustrated figure symbolizes warmth, trust, and care, echoing the brand's roots in homegrown goodness. Her confident yet gentle posture reflects the values of Evum. Paired with a serif typeface, the identity feels grounded, and build trust.

mockups

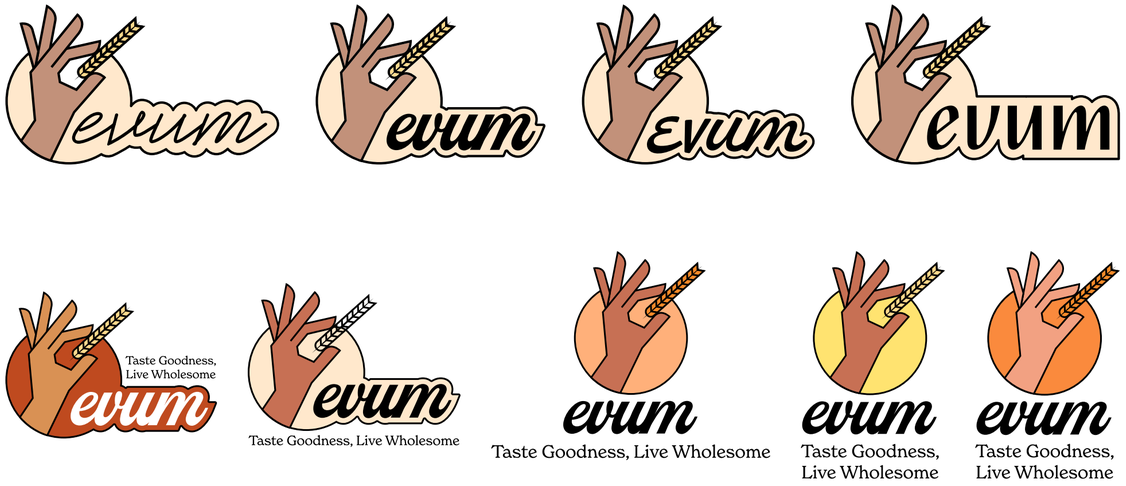








concept two



concept two

concept note



primary logo



secondary logo



submark

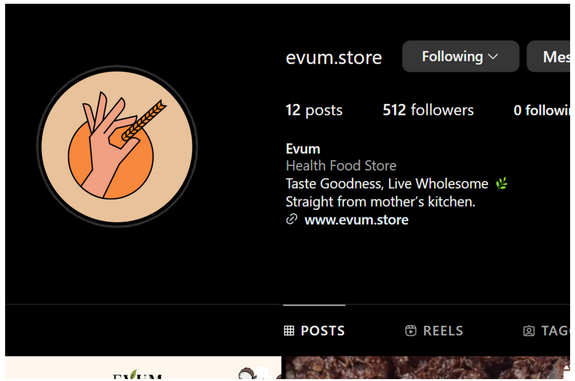


wordmark

What's in There?

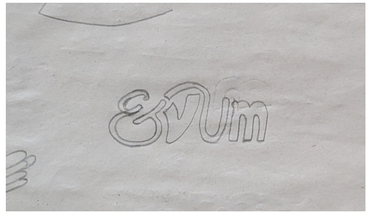
The logo draws from a simple yet powerful hand gesture, the traditional Indian "OK" sign, subtly holding a grain stalk. It symbolizes purity and approval, promising taste and wholesomeness in every bite. The wheat strand nods to natural and healthy ingredients, the warm orange circle in the background evokes nourishment and the rising sun, signifying a fresh start through mindful snacking.

mockups









&vum

&vum

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

concept three

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

&vum

Taste Goodness, Live Wholesome

concept three

concept note

Ampersand

&evum

Taste Goodness, Live Wholesome

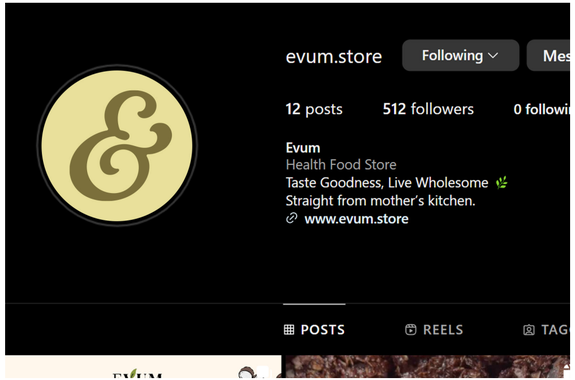
logotype

&

submark

The ampersand in the logo is more than just a symbol, it's a fusion of form and meaning. Subtly resembling an uppercase "E," it echoes the brand name while standing as a visual metaphor for connection. The logo aims to connect the coming together of values like health & indulgence and modernity & tradition. The flowing curves add a sense of warmth and ease, grounding the logo in approachability and intention.

mockups







approved by the client



evum

Taste Goodness, Live Wholesome

&evum

Taste Goodness, Live Wholesome



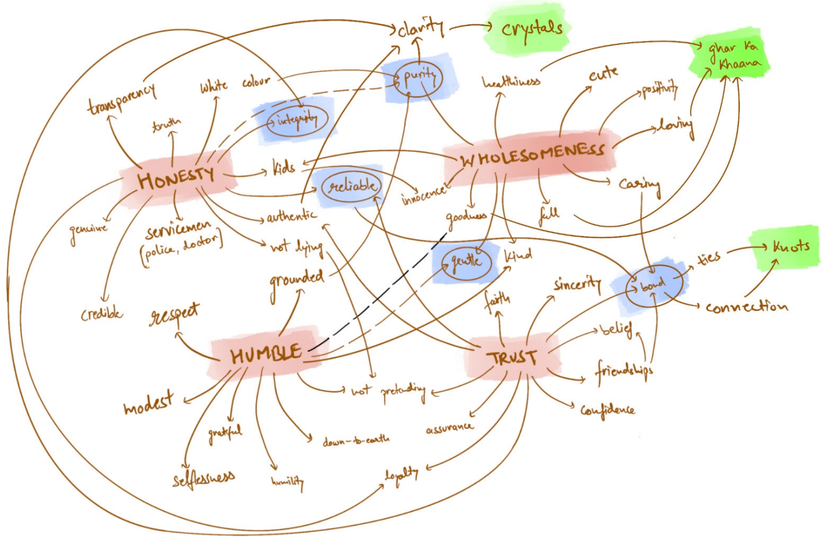
evum

Taste Goodness,
Live Wholesome



3.2

my rendition



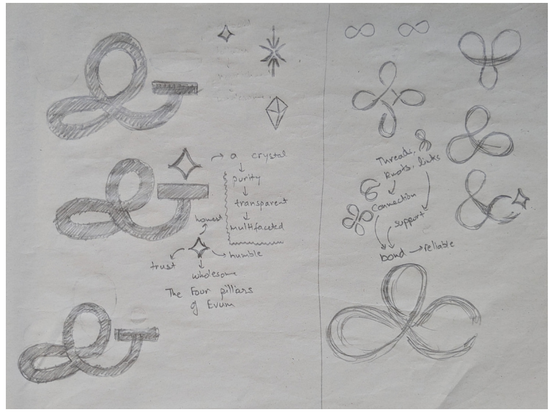
The logo approved by the client was visually inspired by their mother, which may have influenced their approval. During the mid-term review, I received feedback that the logo didn't feel well-thought. I realized it was a safe option for a brand born from a mother's love for making healthy snacks. I rethought the value the brand provides and established four pillars of Evum – Wholesomeness, Honesty, Humility, and Trust.

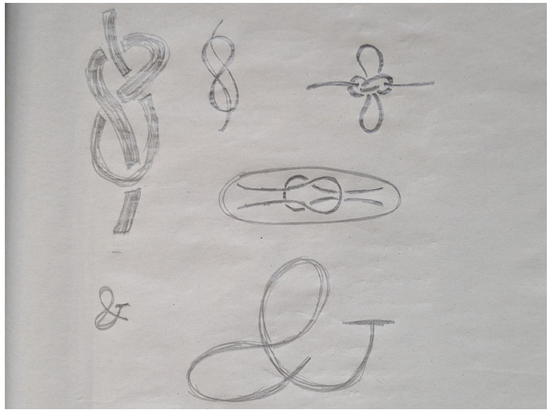
a probable bias and implementing feedback

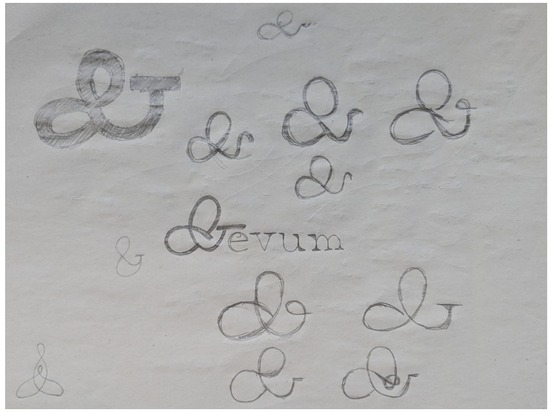
abstracting the only existing visual from the current branding



deforming, reforming, and making meaning (knots--connections--bonds)













concept note

The logo is an abstract representation of the **bond** we have with homecooked snacks. The form of the ampersand draws is a nod to the previous visual identity of Evum to convey that nothing other than the visual language has changed. The new Evum is still the same old snack brand anyone can rely on and munch guilt-free. The ampersand also echoes the unique brand name itself while standing as a visual metaphor for connection. The logo aims to connect the coming together of values like health & indulgence and modernity & tradition.

final logo

evum

taste goodness, live wholesome

evum

taste goodness, live wholesome

evum

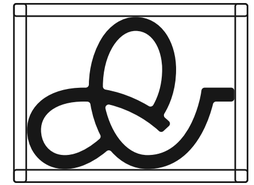
taste goodness, live wholesome

logo safe space









mockups


9:41
Instagram
Your story
oliver
andrew
oliver
evum.store
Liked by Grace and others
evum.store taste goodness, live wholesome.


evum


evum
taste goodness, live wholesome



3.3 typography

Heading

Firelli Variable

A clean and contemporary font with organic curves, reflects the brand's wholesome and grounded nature. The serifs add a sense of trust and timelessness, while the lowercase letterforms keep it approachable. It feels honest, quietly confident, and non-pretentious, just like Evum.

Firelli light

A B C D E F G H I J K L M N O P
Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t
u v w x y z

font pairing // explorations

About Us

Evum crafts wholesome, small-batch snacks rooted in honest ingredients and mindful living. Blending tradition with simplicity, we offer comfort in every bite. It's a better choice which isn't forced, but feels like home.

~ Firelli Variable – Thin

About Us

Evum crafts wholesome, small-batch snacks rooted in honest ingredients and mindful living. Blending tradition with simplicity, we offer comfort in every bite. It's a better choice which isn't forced, but feels like home.

~ Gamay – Light

About Us

Evum crafts wholesome, small-batch snacks rooted in honest ingredients and mindful living. Blending tradition with simplicity, we offer comfort in every bite. It's a better choice which isn't forced, but feels like home.

~ Source Sans – Light

About Us

Evum crafts wholesome, small-batch snacks rooted in honest ingredients and mindful living. Blending tradition with simplicity, we offer comfort in every bite. It's a better choice which isn't forced, but feels like

~ Seismic Latin – Light

About Us

Evum crafts wholesome, small-batch snacks rooted in honest ingredients and mindful living. Blending tradition with simplicity, we offer comfort in every bite. It's a better choice which isn't forced, but feels like home.

~ Panel Sans – Regular

sub-heading

Panel Sans

A clean and contemporary font with organic curves, reflects the brand's wholesome and grounded nature.

Panel Sans Medium

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j
k l m n o p q r s
t u v w x y z

body copy

Panel Sans

Panel Sans Regular

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j
k l m n o p q r s
t u v w x y z



3.4

colour palette

Colour does not only create recognition, it shapes perception

This colour exploration was aimed at capturing warmth, earthiness, and a natural appeal that reflects brand values. Experimented with a spectrum of terracottas, beiges, and ochres for the primary brand colours.

For the packaging, I took a different approach. Keeping in mind the flavours and its colour association, I decided a cohesive duo-tone colour system for the brand's packaging.

Rusty Red-Brown

R – 170
G – 65
B – 19

#aa4113

Warm Beige

R – 239
G – 217
B – 167

#efd9a7

White

R – 255
G – 251
B – 245

#fffbf5

Black

R – 22
G – 22
B – 22

#161616

brand colours

Honey & Oats Cookies

#f0d9a6

#7a5c38

Ragi & Oats Cookies, Ragi Ladoo

#deab96

#735440

Dark Chocolate Cookies

#ffa685

#574038

Almond Dates Medley

#edcfb8

#8c4d54

Nutty Medley

#c7b8d1

#735440

Gond Dryfruit Laddoo

#ffe087

#4d3029

packaging colours (product wise)



3.5 iconography

Icon set for the packaging was designed in an illustrative style to maintain the handcrafted and homely feel.



100% Wholegrain



Made with Honey & Khandsari



Rich in Fibre



Natural Energy



Vegan



Made with Jaggery



No Preservatives



The Seal of Approval



develop



4.1 packaging design

The current packaging versus the updated packaging

The current packaging that Evum uses is a kraft-paper standup pouch with labels as stickers on it. The client was facing issues with scaling the brand due to its short shelf life. Customer reviews about the packaging getting ruined during shipping and the lack of premiumness was tackled by introducing newer material.

The newer material is a matte finish foil standup pouch, which increases the average shelf life by 3-4 months. The client decided to stick with stickers for now due to budget constraints. We aimed to design the sticker labels in a manner that the client faces no issues when and if they prefer to switch to printing instead of pasting stickers in the future.



4.2 information architecture

Information to be placed:

- Logo
- Product name
- Brand Story
- Icons – product attributes
- Seal of trust
- Net weight
- Nutritional information
- Ingredients
- Allergen advice
- Storage directions
- Vegetarian mark
- Country of origin
- Batch no.
- Date of manufacturing
- Best before information
- Manufacturer details
- Distributor details
- FSSAI license
- Barcode
- Contact details for consumer feedback

4.3
label layout and artwork

layout and artwork exploration

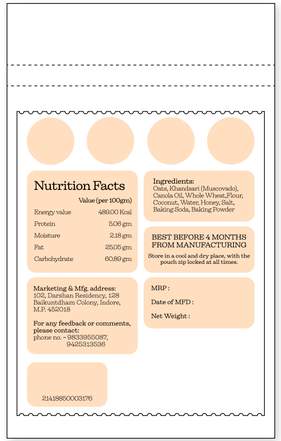


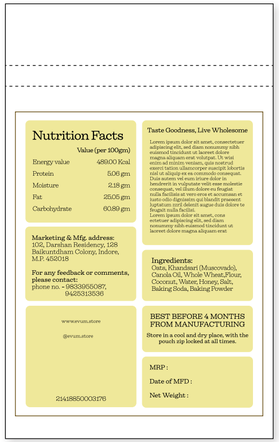
layout and artwork exploration

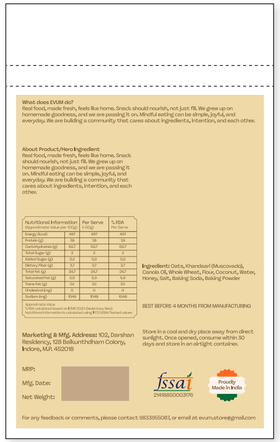


back label exploration







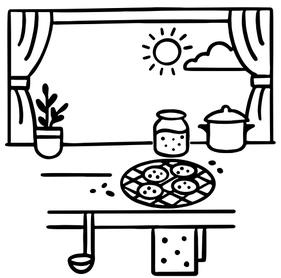


packet illustration evolution

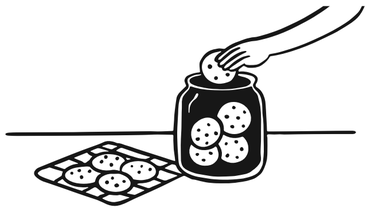








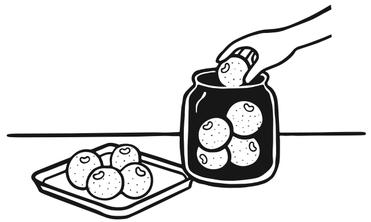
final illustrations



For Cookies



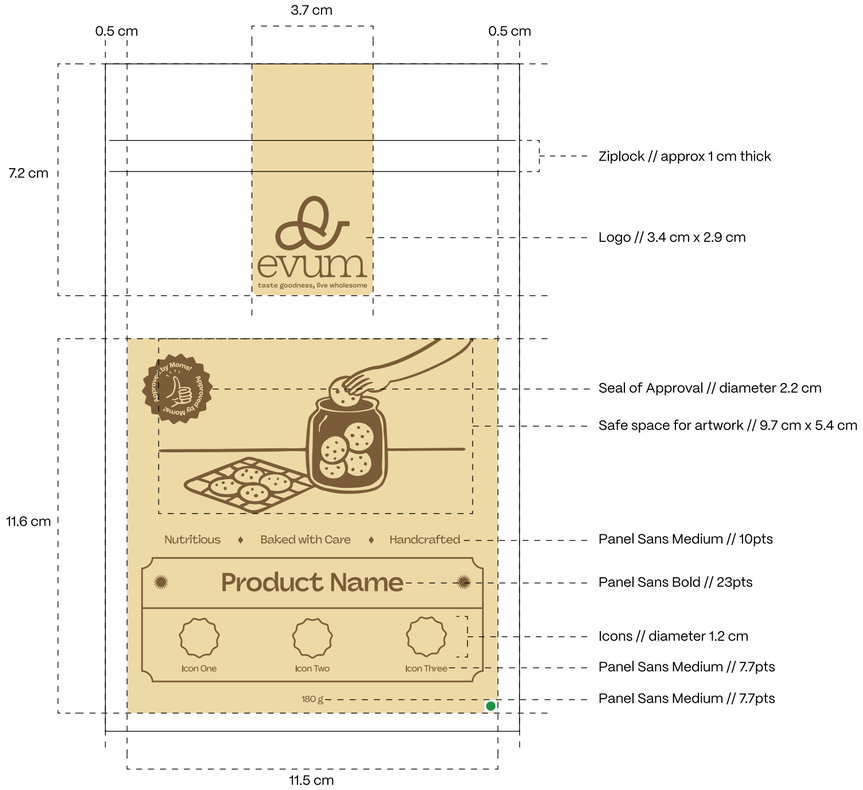
For Trail Mixes



For Laddoos

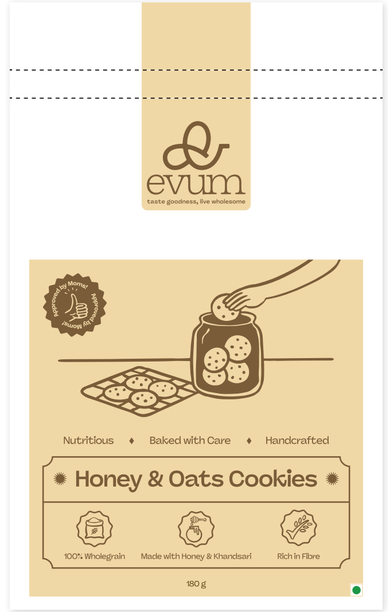


4.4 master design template



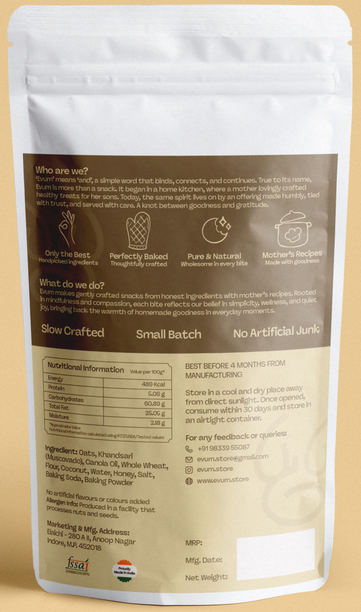
4.5
final packaging

honey & oats cookies






evum
taste goodness, live wholesome
Nutritious ♦ Baked with Care ♦ Handcrafted
Honey & Oats Cookies
100% Wholegrain
Made with Honey & Khandsari
Rich in Fibre
180 g


Who are we?
"Evum" means 'knot', a simple word that binds, connects, and continues. True to its name, Evum is more than a snack. It began in a home kitchen, where a mother lovingly crafted healthy treats for her sons. Today, the same spirit lives on by an offering made humbly, tied with trust, and served with care. A knot between goodness and gratitude.
Only the Best
Perfectly Baked
Thoughtfully crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
Made with goodness
What do we do?
Evum makes gently crafted snacks from honest ingredients with mother's recipes. Rooted in mindfulness and compassion, each bite reflects our belief in simplicity, wellness, and quiet joy, bringing back the warmth of homemade goodness in everyday moments.
Slow Crafted
Small Batch
No Artificial Junk
Nutritional Information
Value per 100g*
Energy 489 Kcal
Protein 5.06 g
Carbohydrates 60.89 g
Total Fat 25.05 g
Moisture 2.88 g
Ingredients: Oats, Khandsari (Maizewadi), Canola Oil, Whole Wheat Flour, Coconut, Water, Honey, Salt, Baking Soda, Baking Powder
No artificial flavours or colours added
Allergen info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
Eskhi - 280 A 1, Anoop Nagar
Indore, M.P. 452018
BEST BEFORE 4 MONTHS FROM MANUFACTURING
Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.
For any feedback or queries
+919183335087
evumstore@gmail.com
evum.store
www.evumstore
MRP:
Mfg. Date:
Net Weight:

ragi & oats cookies



Who are we?

'Evum' means 'and', a simple word that binds, connects, and continues. True to its name, Evum is more than a snack. It began in a home kitchen, where a mother lovingly crafted healthy treats for her sons. Today, the same spirit lives on by an offering made humbly, tied with trust, and served with care. A knot between goodness and gratitude.

Only the Best — Handpicked Ingredients
Perfectly Baked — Thoughtfully crafted
Pure & Natural — Wholesome in every bite
Mother's Recipes — Made with goodness

What do we do?

Evum makes gently crafted snacks from honest ingredients with mother's recipes. Rooted in mindfulness and compassion, each bite reflects our belief in simplicity, wellness, and quiet joy, bringing back the warmth of homemade goodness in everyday moments.

Slow Crafted | Small Batch | No Artificial Junk

Nutritional Information Value per 100g*

Energy	500.78 Kcal
Protein	7.32 g
Carbohydrates	64.19 g
Total Fat	23.86 g
Moisture	1.80 g

*Approximate Value
Nutritional Information calculated using IFCT/ICMR/Tested values

Ingredients: Oats, Ragi, Whole Wheat Flour, Olive Oil, Milk, Khandsari (Muscovado), Himalayan Pink Salt, Baking Powder

No artificial flavours or colours added
Allergen Infos Produced in a facility that processes nuts and seeds.

Marketing & Mfg. Address:
Elaichi - 230 A II, Anoop Nagar
Indore, M.P. 452018

fssai 21422022000178

Proudly Made in India

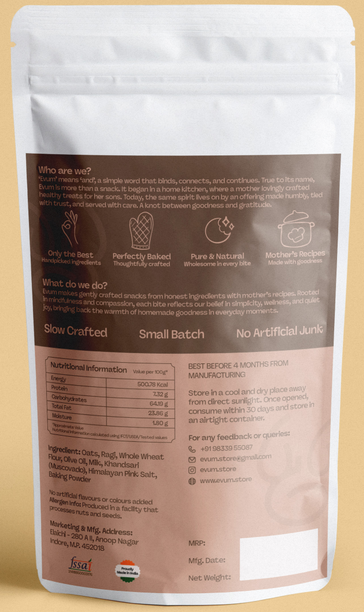
BEST BEFORE 4 MONTHS FROM MANUFACTURING

Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.

For any feedback or queries:
+91 98339 55087
evum.store@gmail.com
evum.store
www.evum.store

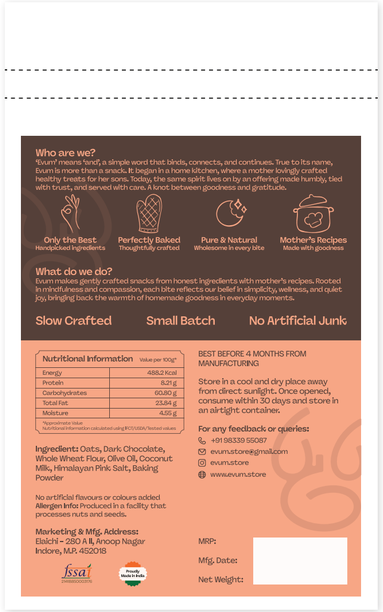
MRP:
Mfg. Date:
Net Weight:


evum
taste goodness, live wholesome
Nutritious ♦ Baked with Care ♦ Handcrafted
Ragi & Oats Cookies
100% Wholegrain
Made with Honey & Khandsari
Rich in Fibre
120 g

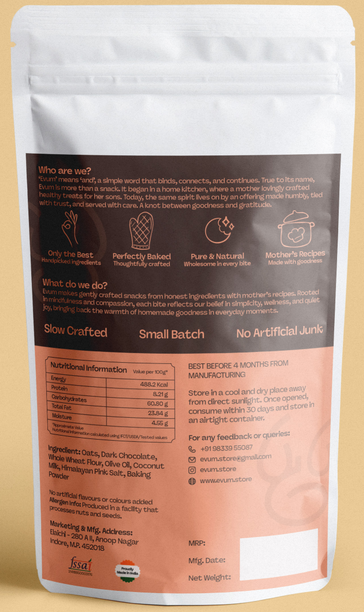

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No artificial flavours or colours added
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Marketing & Mfg. Address:
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Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.
For any feedback or queries:
+919833355087
evum.store@gmail.com
evum.store
www.evum.store
MRP:
Mfg. Date:
Net Weight:

dark chocolate cookies



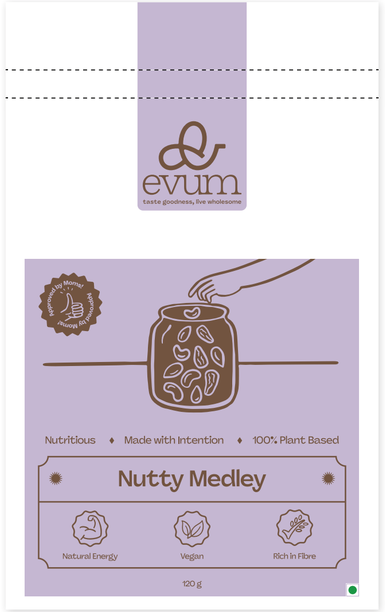



evum
taste goodness, live wholesome
Nutritious ♦ Baked with Care ♦ Handcrafted
Dark Chocolate Cookies
100% Wholegrain
Made with Honey & Khandsari
Rich in Fibre
120 g


Who are we?
"Evum" means 'knot', a simple word that binds, connects, and continues. True to its name, Evum is more than a snack. It began in a home kitchen, where a mother lovingly crafted healthy treats for her sons. Today, the same spirit lives on by an offering made humbly, tied with trust, and served with care. A knot between goodness and gratitude.
Only the Best
Perfectly Baked
Thoughtfully crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
Made with goodness
What do we do?
Evum revives gently crafted snacks from honest ingredients with mother's recipes. Rooted in mindfulness and compassion, each bite reflects our belief in simplicity, wellness, and quiet joy, bringing back the warmth of homemade goodness in everyday moments.
Slow Crafted
Small Batch
No Artificial Junk
Nutritional Information
Value per 100g*
Energy 488.2 Kcal
Protein 8.21 g
Carbohydrates 60.80 g
Total Fat 23.64 g
Moisture 4.65 g
*Approximate value
Nutritional information calculated using IFCT/ISSR/Test kit values
Ingredients: Oats, Dark Chocolate, Whole Wheat Flour, Olive Oil, Coconut Milk, Himalayan Pink Salt, Baking Powder
No artificial flavours or colours added
Allergen info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
Eskhi - 250 A 5, Roop Nagar
Indore, MP, 452018
fssai
BEST BEFORE 4 MONTHS FROM MANUFACTURING
Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.
For any feedback or queries:
+91 98333 55087
evum.store@gmail.com
evum.store
www.evum.store
MRP:
Mfg. Date:
Net Weight:

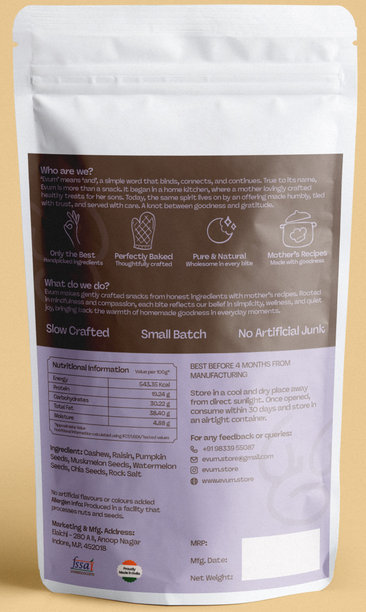


Nutty Medley



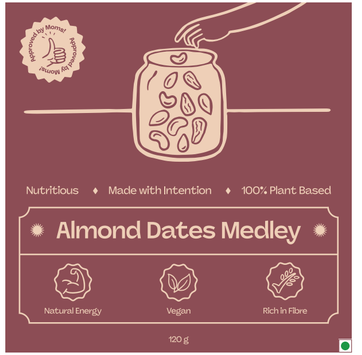



evum
taste goodness, live wholesome
Nutritious ♦ Made with Intention ♦ 100% Plant Based
Nutty Medley
Natural Energy
Vegan
Rich in Fibre
120 g


Who are we?
"Evum" means "knot, a simple word that binds, connects, and continues. True to its name, Evum is more than a snack. It began in a home kitchen, where a mother lovingly crafted healthy treats for her sons. Today, the same spirit lives on by an offering made humbly, tied with trust, and served with care. A knot between goodness and gratitude.
Only the Best
Perfectly Baked
Thoughtfully crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
What do we do?
Slow Crafted
Small Batch
No Artificial Junk
Nutritional Information
Value per 100g*
Energy 543.35 Kcal
Protein 19.24 g
Carbohydrates 30.22 g
Total Fat 38.40 g
Moisture 4.68 g
Ingredients: Cashew, Raisin, Pumpkin Seeds, Muskmelon Seeds, Watermelon Seeds, Chia Seeds, Rock Salt.
No artificial flavours or colours added
Allergen Info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
BEST BEFORE 4 MONTHS FROM MANUFACTURING
Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.
For any feedback or queries:
+919883355087
evumstore@gmail.com
evum.store
www.evumstore
MRP:
Mfg. Date:
Net Weight:

Almond Dates Medley








evum
taste goodness, live wholesome
Nutritious ♦ Made with Intention ♦ 100% Plant Based
Almond Dates Medley
Natural Energy
Vegan
Rich in Fibre
120 g


Who are we?
"Evum" means 'seed', a simple word that binds, connects, and continues. True to its name, Evum is more than a snack. It began in a home kitchen, where a mother lovingly crafted healthy treats for her sons. Today, the same spirit lives on by an offering made humbly, tied with trust, and served with care. A knot between goodness and gratitude.
Only the Best
Handpicked ingredients
Perfectly Baked
Thoughtfully crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
Made with goodness
What do we do?
Evum revives gently crafted snacks from honest ingredients with mother's recipes. Rooted in mindfulness and compassion, each bite reflects our belief in simplicity, wellness, and quiet joy, bringing back the warmth of homemade goodness in everyday moments.
Slow Crafted
Small Batch
No Artificial Junk
Nutritional Information
Value per 100g*
Energy 482.04 Kcal
Protein 16.46 g
Carbohydrates 26.35 g
Total Fat 33.7 g
Moisture 2.62 g
*Approximate value
Nutritional information calculated using IFCI/USDA/ hand-out values
Ingredient: Dry Dates, Almonds, Coconut Chips (Roasted), Muskmelon Seeds, Watermelon Seeds, Chia Seeds
No artificial flavours or colours added
Allergen info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
Gat.N - 280 A ji, Anoop Nagar
Indore, M.P. 452018
BEST BEFORE 4 MONTHS FROM MANUFACTURING
Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.
For any feedback or queries:
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evum.store@gmail.com
evum.store
www.evum.store
MRP:
Mfg. Date:
Net Weight:

Gond Dryfruit Laddoo

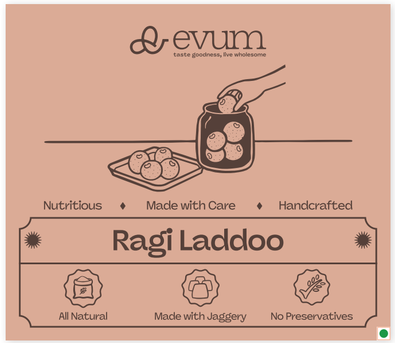





evum
taste goodness, live wholesome
Nutritious ♦ Made with Care ♦ Handcrafted
Gond Dryfruit Laddoo
100% Wholegrain
Made with Jaggery
No Preservatives

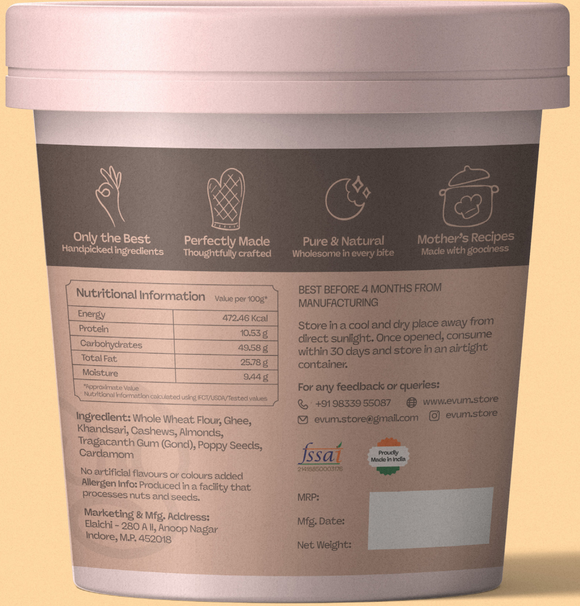

Only the Best
Handpicked ingredients
Perfectly Made
Thoughtfuly crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
Made with goodness
Nutritional Information
Value per 100g*
Energy 477.45 Kcal
Protein 9.10 g
Carbohydrates 46.70 g
Total Fat 28.25 g
Moisture 14.30 g
*Approximate Value
Nutritional Information calculated using FCT/USDA/Tested values
Ingredient: Whole Wheat Flour, Ghee, Khandsari, Cashews, Almonds, Tragacanth Gum (Gond), Poppy Seeds, Cardamom
No artificial flavours or colours added
Allergen Info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
Elaichi - 280 A II, Anoop Nagar
Indore, M.P. 452018
BEST BEFORE 50 DAYS FROM THE DATE OF MANUFACTURING
Store in a cool and dry place away from direct sunlight.
For any feedback or queries:
+91 98339 55087
www.evum.store
evum.store@gmail.com
evum.store
fssai
21418850003170
Proudly Made in India
MRP:
Mfg. Date:
Net Weight:

Ragi Laddoo


evum
taste goodness, live wholesome
Nutritious ♦ Made with Care ♦ Handcrafted
Ragi Laddoo
All Natural
Made with Jaggery
No Preservatives


Only the Best
Handpicked Ingredients
Perfectly Made
Thoughtfully crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
Made with goodness
Nutritional Information
Value per 100g*
Energy 472.46 Kcal
Protein 10.53 g
Carbohydrates 49.58 g
Total Fat 25.78 g
Moisture 9.44 g
*Approximate Value
Nutritional Information calculated using IFCT/USDA/Tested values
Ingredient: Whole Wheat Flour, Ghee, Khandsari, Cashews, Almonds, Tragacanth Gum (Gond), Poppy Seeds, Cardamom
No artificial flavours or colours added
Allergen Info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
Elaichi - 280 A II, Anoop Nagar
Indore, M.P. 452018
BEST BEFORE 4 MONTHS FROM MANUFACTURING
Store in a cool and dry place away from direct sunlight. Once opened, consume within 30 days and store in an airtight container.
For any feedback or queries:
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www.evum.store
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fssai
Proudly Made in India
MRP:
Mfg. Date:
Net Weight:


evum
taste goodness, live wholesome
Nutritious ♦ Made with Care ♦ Handcrafted
Ragi Laddoo
All Natural
Made with Jaggery
No Preservatives


Only the Best
Handpicked Ingredients
Perfectly Made
Thoughtfully crafted
Pure & Natural
Wholesome in every bite
Mother's Recipes
Made with goodness
Nutritional Information
Value per 100g*
Energy 472.46 Kcal
Protein 10.53 g
Carbohydrates 49.58 g
Total Fat 25.78 g
Moisture 9.44 g
*Approximate Value
Nutritional Information calculated using ICMR/USDA/Tested values
Ingredient: Whole Wheat Flour, Ghee, Khandsari, Cashews, Almonds, Tragacanth Gum (Gond), Poppy Seeds, Cardamom
No artificial flavours or colours added
Allergen info: Produced in a facility that processes nuts and seeds.
Marketing & Mfg. Address:
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www.evum.store
evum.store@gmail.com
evum.store
fssai
Proudly Made in India
MRP:
Mfg. Date:
Net Weight:


evum
Taste Goodness, Live Wholesome
Ragi Laddoo
Nutritious
Made with Care
Handcrafted
Made with Jaggery
No Preservatives
All Natural
Approved by Moms!



4.6 bibliography

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

Branding and Packaging Design for Evum (a Healthy Snack Brand) and Dayavya (an Ayurvedic Personal Care Brand)

VOL. 2 of 2

Student : **Parv Pandey**

Sponsor : **The Accha Studio**

Mentor : **Aastha Gohil**

Consultant : **Kurul Tyagi**

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

THE GRADUATION PROJECT 2025

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The Evaluation Jury has recommended **Student Full Name**

for graduation from **Institute of Design, JK LAKSHMIPAT UNIVERSITY**

with specialization in **Integrated Communication Design**

Herewith, for the project titled "**Branding and Packaging Design for Evum and Dayavya"**

on fulfillment of requirements by

Jury Chairman _____ _____

Jury Member _____ _____

Jury Member _____ _____

Subsequent remarks regarding fulfillment of requirements

_____

_____

_____

_____

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Dean, Institute of Design
JK Lakshmipat University

02

Dayavya

discover

1.1 the client 12
1.2 the product 14
1.3 initial brief 16

define

2.1 design process 20
2.2 research 22
2.3 competitor analysis 28
2.4 brand positioning 36
2.5 tone of voice 38
2.6 target audience 40
2.7 brand personality 44

develop

3.1 logo concepts 50
3.2 typography 62
3.3 moodboards 66
3.4 colour palette 70
3.5 iconography 72

deliver

4.1 dieline 76
4.2 information architecture 78
4.3 box artwork and layout 82
4.4 final monocarton 92
4.5 bottle label design 94
4.5 final packaging 98
4.6 bibliography 100



discover



1.1 the client

About Dayavya

Dayavya is an Ayurvedic haircare brand rooted in the timeless wisdom of ancient India. Derived from the Sanskrit words Daya (compassion) and Vya (pervade), Dayavya stands for "compassion that pervades all." The brand offers pure, chemical-free hair oils formulated to address modern concerns like dandruff, hair fall, and scalp health. With authenticity at its core, the brand brings time-honored Ayurvedic practices to life through thoughtful, plant-based formulations. Designed for the conscious people seeking genuine wellness solutions through Ayurvedic practices and rituals, Dayavya offers a calm, trustworthy presence in a crowded personal care market.



1.2 the product

Divine Hair Oil

Infused with time-honored Ayurvedic ingredients like Amla, Bhringraj, Hibiscus, and Coconut, Divine Hair Oil is Dayavya's signature formulation crafted to nourish the scalp, strengthen roots, and restore balance. Inspired by ancient temple rituals and Ayurvedic healing wisdom, it offers a calming self-care ritual that soothes the senses while promoting healthy, revitalized hair. Free from chemicals and synthetics, Divine Hair Oil is a return to purity, a sacred blend for modern well-being.



1.3 initial brief

Build the brand identity for Dayavya, an Ayurvedic haircare startup rooted in ancient Indian wisdom, to establish a compelling presence in the US market. Develop a visual language, tone of voice, and packaging system that reflects the brand's values of purity, compassion, and authenticity—evoking a sense of calm, trust, and timeless tradition



define



2.1 design process

the brief
understanding the brief, the client, and the product

research
client interview, competitor analysis, brand attributes

ideation
brainstorming, ideation, concept formation

concepts
finalizing concepts, refining visual direction

packaging
navigating limitations, developing packaging (monocarton + label)

deliverables
brand guidelines, print-ready packaging



2.2 research

Talks with the client

We had a meeting with the client where he walked us through his vision for the brand and how he wants the audience to perceive Dayavya. We had shared a questionnaire with them and the interview was majorly conducted in an unstructured manner. Being candid about the brand also provided us with an unfiltered and straight from the heart responses which further helped us understand the brand's intended audience, brand personality, positioning, and visual direction.

Questionnaire for the Client

Question: What is the meaning behind the name? Why was this name chosen?
Answer: Dayavya is derived from two Sanskrit words — Daya (compassion) and Vya (pervade). Together, they mean "compassion that pervades all." The name reflects the brand's core philosophy of healing and nurturing through ancient Ayurvedic wisdom.

Question: What is your brand's vision?
Answer: To create the purest form of Ayurveda and rediscover authentic Ayurvedic practices.

Question: What is your mission?
Answer: To be recognized as a reliable Ayurvedic brand.

Question: What problem does your product solve?
Answer: It addresses the need for chemical-free haircare solutions by embracing authentic Ayurvedic cures that promote holistic healing and nourishment.

Question: Who is your target audience? Where are they located?
Answer: Individuals aged 25-45 in the United States who are already aware of Ayurveda and its benefits.
Sales will be exclusively through the Amazon marketplace in the US.

Question: What products do you currently offer? Any plans for expansion?
Answer: The current range includes Ayurvedic hair oils targeting issues like dandruff, hair fall, hair thinning, split ends, chemical damage, etc. There are plans to expand the product portfolio in the future.

Question: Who are your main competitors?
Answer: Kama Ayurveda, Nutrafol, Indie Wild, Fable & Mane

Question: How would you describe your brand in one sentence?
A guide and problem solver that offers traditional Ayurvedic care in its purest, most authentic form.

Question: How should your audience perceive the brand?
As something ancient and traditional, as if it were coming from temples — sacred, time-honored, and trustworthy.

Question: What kind of logo are you looking for?
Answer: A logo that is recognizable and feels ancient, subtly evoking tradition and rootedness.

Question: What is your desired brand character?
Answer: Subtle, neutral, local, classical — with a hint of innovation.

Question: What is your brand personality?
Answer: Sage-like. Traits include: trusting, wise, calm, elegant, genuine, methodical, protective, understanding, supportive.

Question: What are keywords that describe your brand?
Answer: Healing, Nourishment, Wellness, Organic, Natural, Ancient, Sage, Earth-made, Trusting, Calm, Elegant, Genuine, Methodical, Understanding.

Questionnaire prepared for the client to get his perspective on the brand

Takeaways

rooted in sacred authenticity.

The meaning of the name Dayavya being 'compassion that pervades all' as well as the brand mission to rediscover Ayurveda places the brand in a space where they not only make products, but follow a philosophy.

healing is function and feeling.

Along with the brand addressing specific concerns like dandruff and hair fall, their offerings go beyond function. It also offers emotional healing and nourishment through ancient, chemical-free cures.

Takeaways

straight from the temples.

The brand is meant to feel like it's "coming from temples". Subtle, grounded, and timeless. It avoids trendiness in favor of calm, classical, and enduring aesthetics.

guidance, not noise.

The brand personality suggested by the client is that of a sage who is wise, protective, and calm. This personality trait positions itself as a gentle guide in the chaotic wellness landscape, not a loud disruptor.

Takeaways

western conscious audience.

The brand aims to capture the **25–45 year old** demographic in **the US** already familiar with the idea of Ayurveda and its credibility, the brand must stand out through purity, credibility, and emotional resonance along with some education about the roots of ayurveda.



2.3
competitor analysis

Dayavya's main competitors

KAMA AYURVEDA

FOREST ESSENTIALS™

indē wild

FABLE & MANE





KAMA
AYURVEDA

Kama Ayurveda

Founded by Vivek Sahni, Kama Ayurveda aims to bring authentic Ayurvedic formulations to the modern world. The brand emphasizes the balance between mind, body, and soul. Kama Ayurveda offers a range of skincare and haircare products rooted in classical Ayurvedic recipes.

keywords – minimalistic, heritage-driven





FOREST ESSENTIALS™

Forest Essentials

Founded by Mira Kulkarni, Forest Essentials began with handmade soaps and candles. It has evolved into a luxury Ayurvedic skincare company, emphasizing their sourcing of ingredients from the Himalayan forests. They combine traditional Ayurvedic recipes with modern aesthetics, catering to both domestic and international markets.

keywords – luxury, artisanal





indē wild

Indē Wild

Founded by Diipa Büller-Khosla, Indē Wild merges Ayurvedic wisdom with modern science. The brand reflects founder's personal journey of addressing her own skin concerns. Their formulations aim to cater to diverse skin types, focusing on inclusivity and efficacy.

keywords – inclusive, scientific, empowerment-first





FABLE & MANE

Fable & Mane

Founded by siblings Akash and Nikita Mehta, Fable & Mane draws inspiration from their grandmother's hair oiling rituals and storytelling traditions. The brand aims to bring Ayurvedic haircare practices to a global audience.

keywords – playful, youthful, cultural fusion

ayurveda as opulence and indulgence

Competitors either use heavily ornamental, classical Indian visuals or adopt a clean, global, lifestyle-driven aesthetic. Dayavya has the opportunity to carve a unique visual identity that's earthy, neutral, and sacred and feels traditional without ornate, modern without losing depth.

distinct brand archetype

Some brands presents itself as playful and culturally expressive, some as science backed ayurveda, some as luxurious and royal. Dayavya as a brand can present themselves and find their space in the market as a calm, knowledgeable guide.

perception of authenticity

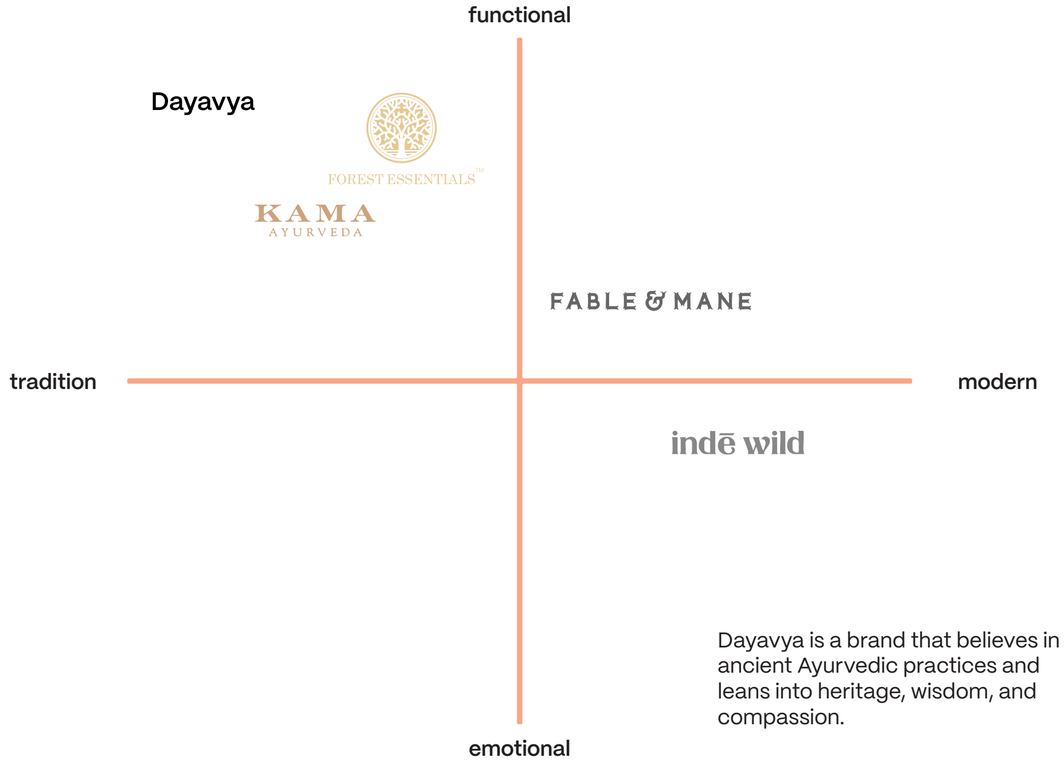
Brands claim authenticity through formulations or founder stories, the perception they build is often tied to either luxury or modern wellness. Dayavya's intent to feel as if it "comes from temples" positions it to own a more reverent, grounded, and spiritually-aligned perception of authenticity.

how is Dayavya different?

Where many brands center around founder-driven narratives, Dayavya introduces itself as a problem-solver and guide. Adding 'straight from temples' shows the brand's intent and purity. This positions it to build trust through support and understanding, rather than authority or trend appeal.



2.4 brand positioning



Dayavya is a brand that believes in ancient Ayurvedic practices and leans into heritage, wisdom, and compassion.



2.5 tone of voice

Wise, compassionate, and grounded

Dayavya speaks with the voice of ancient wisdom that is calm, steady, and rooted in truth. It listens, understands, and gently guides. There's a quiet confidence in the way it communicates, never rushed, never forceful. With the compassion of a healer and the clarity of a sage, Dayavya offers support through simple, trusted remedies. Its grounded tone reflects its deep respect for nature, tradition, and the people it serves. Through every word, Dayavya aims to build a space of trust, healing, and timeless care.



2.6 target audience

conscious men and women of ages 20 to 45 in the US

Dayavya's audience includes wellness-aware individuals aged 25–45 living in the United States, who actively seek natural and chemical-free solutions for their hair care routines. This audience is familiar with Ayurveda, culturally or through wellness exploration, and is looking to incorporate authentic, time-tested remedies into modern lifestyles. They value transparency, quality ingredients, and ritualistic self-care. Emotionally, they seek trustworthy brands that align with their values of balance, mindfulness, and intentional living.



Hannah, 32
Yoga Instructor and Wellness Blogger

Based in Portland, she is a yoga instructor who believes in slow living and slower healing. She's vegan, and intentional about her routines. The more ancient the practice, the more she trusts it.

"If it's stood the test of time, I know it'll work better than the trendy stuff."



Carlos, 39
Software Engineer

Living in Austin, he works long hours in tech but likes mindful rituals. His haircare routine matters more to him now that he's noticing early signs of thinning. He doesn't buy into the hype, he buys into what feels honest.

"I just want something that does what it says, without all the fluff."



Priya, 25
Public Health Student

Shw is a public health student from New Jersey trying to know her roots. She grew up around household Indian remedies but distanced herself until now. Ayurveda feels like coming home but only if it's authentic.

"I'm done with brands pretending to be Indian. I want the real thing."



Megan, 41
Creative Director

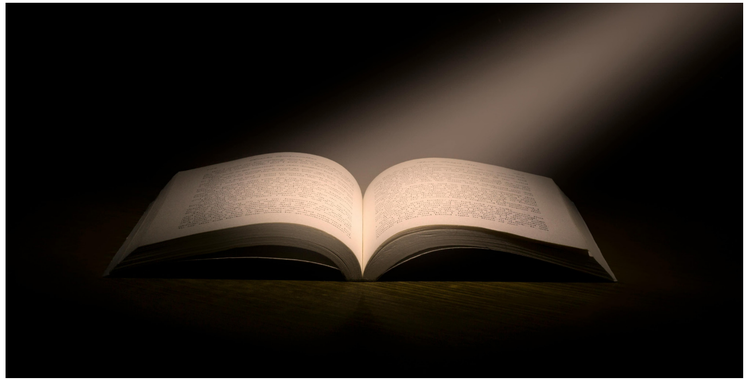
Living in Los Angeles, she is a creative director who juggles work, wellness, and everything in between. She's tired of quick fixes and craves rituals that feel meaningful. She value intentions more than big claims of instant good feeling.

"If it feels like a pause, I'll make space for it."

2.7

brand personality

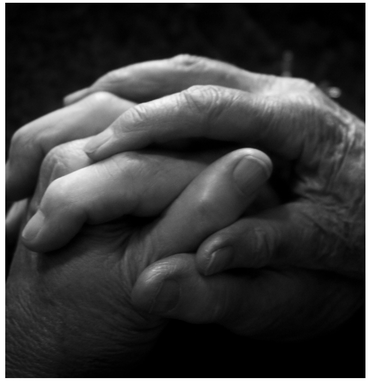






wise

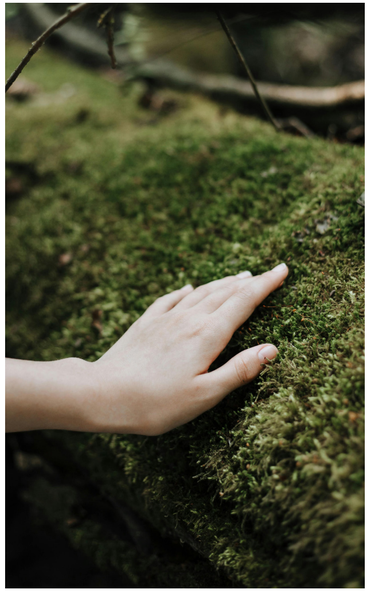








compassionate









grounded



define



3.1 logo concepts

dayavya

dayavya

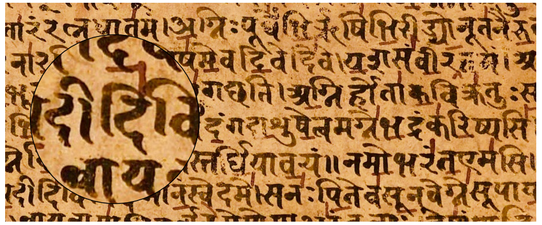
initial ideations

Dayavya dayavya dayavya

dayavya dayavya Dayavya

dayavya dayavya dayavya

concept one



taking inspiration by letterforms in ancient vedas

dayavya dayavya dayavya dayavya

making the letter ‘d’ resemble the hindi *akshar* ‘द’

dayavya dayavya dayavya dayavya

concept one

concept note

PURE AS YOU
dayavvya

logotype with the tagline

dayavvya

logotype

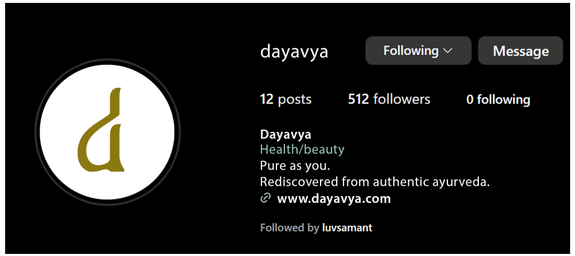
submark

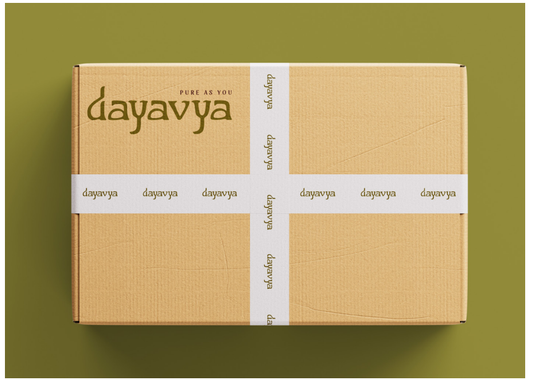
From Ancient Manuscripts

Dayavya isn't just a brand, it's a bridge between ancient wisdom and modern living. The wordmark reflects this belief. Inspired by Indian scriptures, it's elegant yet rooted. The 'd' and 'द' merges Devanagari with Latin, symbolizing a dialogue between past and present. It suggests it's a quiet philosophy. Pure, intentional, and timeless, Dayavya belongs to both heritage and today.

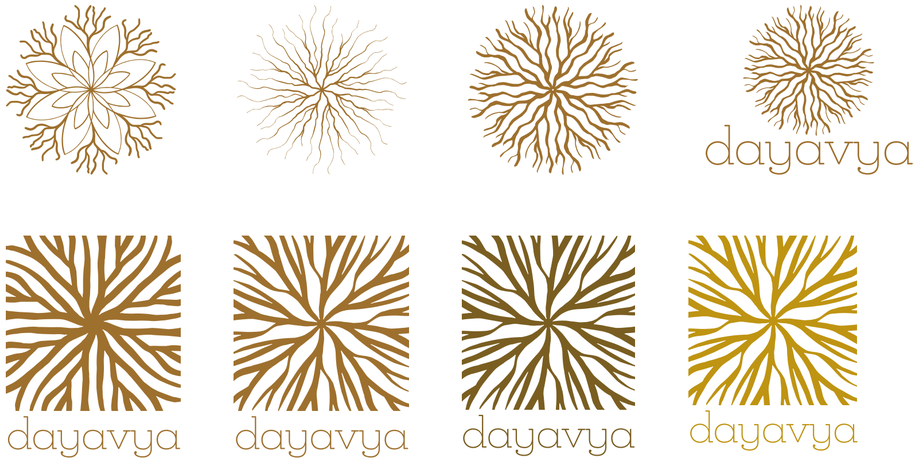








mockups



concept two



concept two

concept note

Dayavya
PURE AS YOU

primary logo

Dayavya
PURE AS YOU

secondary logo

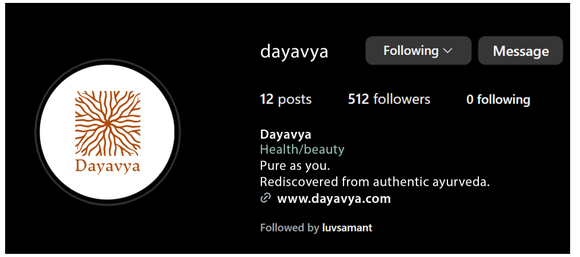
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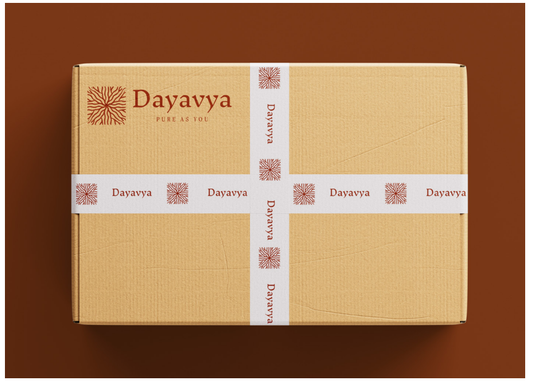
Rediscovering the Roots

Dayavya isn't just a brand, it's a bridge between ancient wisdom and modern living. The wordmark reflects this belief. Inspired by Indian scriptures, it's elegant yet rooted. The 'd' and 'द' merges Devanagari with Latin, symbolizing a dialogue between past and present. It suggests it's a quiet philosophy. Pure, intentional, and timeless, Dayavya belongs to both heritage and today.









mockups

approved by the client

PURE AS YOU

dayavya



Dayavya

PURE AS YOU

*concept not by me



Dayavya

PURE AS YOU



3.2 typography

Heading

Gelica

This typeface has qualities that mirror Dayavya's philosophy. Its gently flared serifs and balanced proportions feel both rooted and refined. The softness in its curves complements the nurturing nature of the Ayurvedic rituals, while its clarity ensures legibility across modern digital and physical spaces.

Gelica Medium

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

font pairing // explorations

About Us

Dayavya is an Ayurvedic haircare brand rooted in ritualistic traditions. Made with clean ingredients and ancient wisdom, it offers honest, effective care — straight from the temples to your routine.

~ Violeta – Regular

About Us

Dayavya is an Ayurvedic haircare brand rooted in ritualistic traditions. Made with clean ingredients and ancient wisdom, it offers honest, effective care — straight from the temples to your routine.

~ Grappa Variable – Light

About Us

Dayavya is an Ayurvedic haircare brand rooted in ritualistic traditions. Made with clean ingredients and ancient wisdom, it offers honest, effective care — straight from the temples to your routine.

~ Gelica – Light

sub-heading

Gelica

Gelica Regular

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v
w x y z

body copy

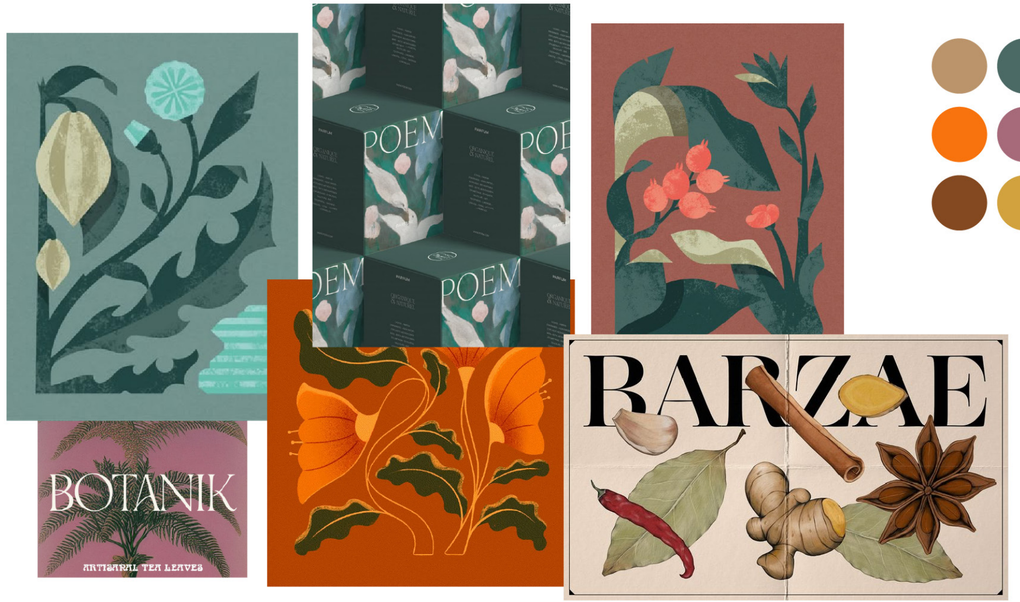
Gelica

Gelica Light

A B C D E F G H I J
K L M N O P Q R S
T U V W X Y Z

a b c d e f g h i j k l
m n o p q r s t u v
w x y z

3.3
moodboards



Earthy Timeless Artisanal Elegant



Heritage Mystical Folklore Regal



Ornate Timeworn Decorative

The client originally approved this but later pivoted to the third moodboard.



3.4
colour palette

Colour does not only create recognition, it shapes perception

This palette draws from the heart of ancient rituals — the deep mutes earthy green evokes the feeling of connectedness to the earth. The soft cream mirrors sacred offerings like sandalwood paste, ghee.



3.5 iconography

Icon set for the packaging was designed keeping in mind the mandates and trends in the US. Since the nature of the product is ritualistic, an instruction guidline was also illustrated for proper usage.









Warm the Divine Hair Oil



Take some oil in your palm



Part your hair and massage the oil into your scalp



Wrap your head in a warm towel and relax

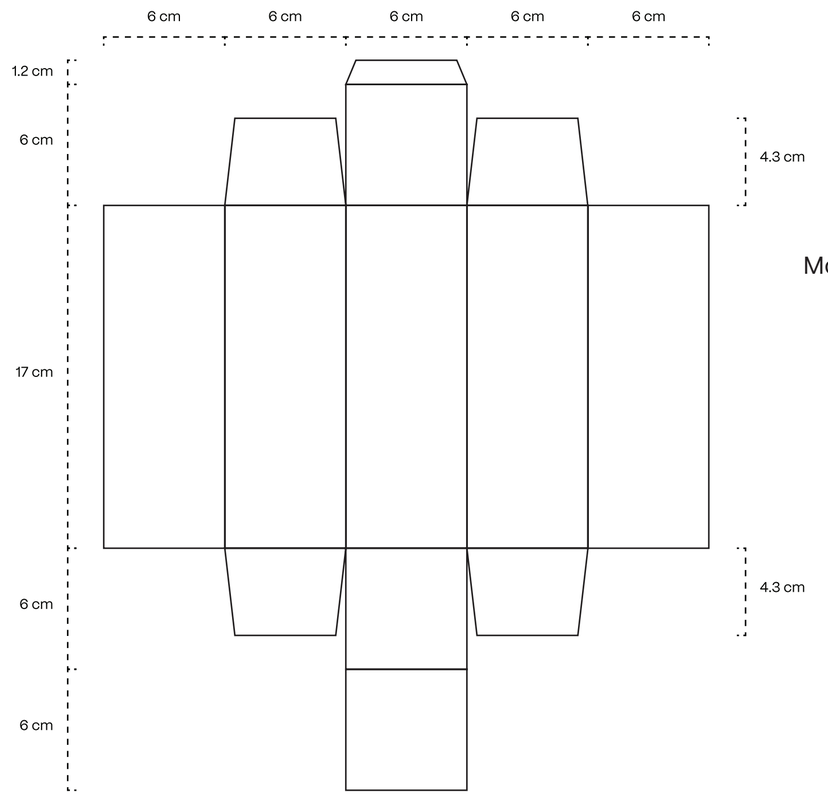


Leave on for 30 mins or overnight and wash gently



deliver

4.1 dieline



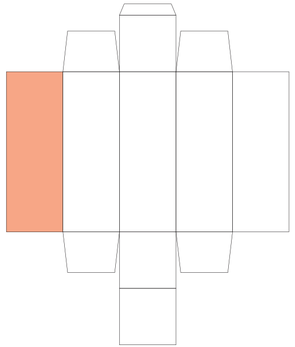
Monocarton Dimensions
17cm x 6cm x 6cm



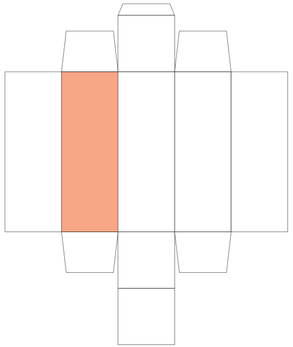
4.2 information architecture

Information to be placed:

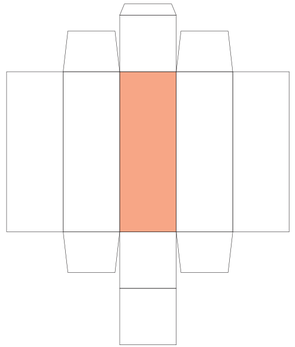
- Logo
- Product name
- Brand Story
- Icons
- Certifications
- Benefits
- Net quantity
- How to use
- Ingredients
- Allergen advice
- Storage directions
- Country of origin
- Batch no.
- Date of manufacturing
- Expiry date
- Manufacturer details
- Distributor details
- Barcode
- Contact details for consumer feedback



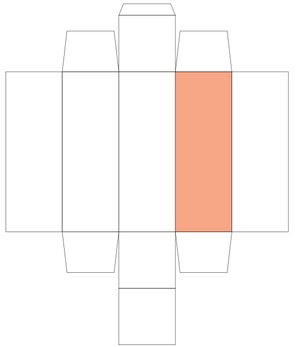
- Ingredients
- Benefits
- Certifications
- Icons



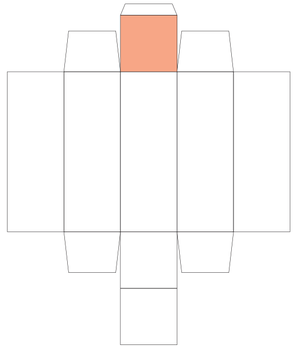
- Brand Story



- Logo
- Product name
- Net quantity



- How to use
- Allergen advice
- Manufacturer details
- Distributor details
- Contact details
- Batch no., Date of Mfg., Exp. Date
- Barcode



- Logo submark

4.3
box artwork and layout

layout and artwork exploration



monocarton design evolution


Key Ingredients
Coconut, Black Sesame, Almond, Castor, Jojoba Oils + Ayurvedic Extracts of Amla, Bhringraj, Brahmi, Hibiscus, Neem, Fenugreek, Tulsi, Shikakai, Curry Leaf, Ashwagandha, Aloe Vera, Jatamansi & more.
Essential Oils
Lavender, Rosemary, Peppermint
Allergen Advice
Contains nut oils (Coconut, Almond and Sesame).
Patch test before full use.
Certifications
Manufactured by:
Aarogyam Healthcare,
Gujarat, India
Marketed by:
Dayavya Wellness
Fremont, CA, USA
support@dayavya.com
www.dayavya.com
Batch Number
Manufacturing Date
Expiry Date
The Sacred Journey
ॐ सर्वे भवन्तु सुखिनः सर्वे सन्तु निरामयाः।
May all beings be happy.
May all be free from illness.
In a world that rushes forward, we chose to pause. To walk backwards—into temples, forests, and grandmother's kitchens. Into stories. Into silence.
Dayavya's Divine Hair Oil was not invigilated. It was unearthed. We listened to wisdom carried through generations. From healers and sages, from mothers who massaged stories into scalps. We didn't invent a formula. We collected a legacy.
This oil is not a product. It is prasad—a sacred offering. Infused with tradition, crafted with devotion, and gifted to you with a single intention.
To bring you back to your roots.
dayavya
Divine Hair Oil
Ayurvedic Hair & Scalp Oil
100% Natural | 35 Ayurvedic Herbs
120 ml/4.05 fl oz
Made in India, For the World
Every Root has a memory.
Every Herb, a mission.
What Divine hair Oil helps with?
• Hair fall & thinning
• Premature greying
• Dandruff & dry scalp
• Frizz & split ends
• Weak roots & poor circulation
• Heat styling & chemical damage
• Seasonal dryness & irritation
The Sacred Ritual
(How to use)
Warm. Rub a few drops between your palms and feel its sacred warmth.
Apply. Part your hair and anoint your scalp with care.
Massage. Close your eyes. Breathe deeply. Let your fingers circle gently—this is meditation in motion.
Wrap. Leave it for 30 minutes or overnight. Wrap your hair in a warm towel or scarf for deeper absorption.
Rinse. Wash with a gentle shampoo. Let your hair—and spirit—breathe.
Use 2–3 times a week. Or every time your soul seeks silence.
Scan to enter the ritual
Unlock your grandmother's secret. Use only Sacred Divine Hair Oil, and our trusty Sacred Divine Hair Oil, and our trusty Sacred Divine Hair Oil, and our trusty

monocarton design evolution



final design



Temple inspired packaging

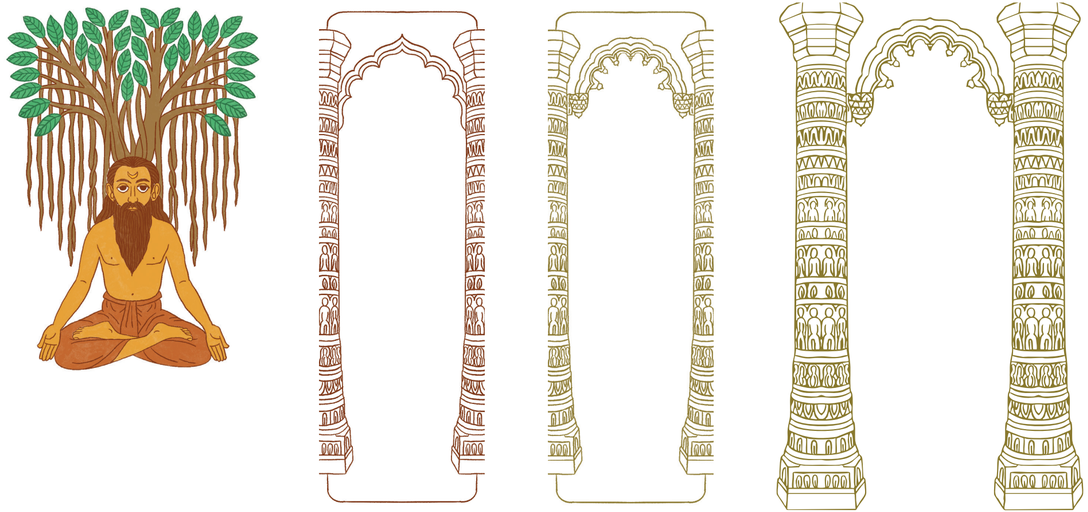
We worked on a packaging concept where the monocarton fully opens into revealing the bottle with the Divine Hair Oil inside, as well as the main key ingredients that went into making it. The outer side of the packaging has a temple illustration ispired from the Modhera Sun Temple due its ancient belief about sun's healing properties for dermat related ailments.

The packaging is intended to create an experience of actually being present there. From the outside, the pillars and the archway welcomes the user, and once user opens the monocarton, they find a *shloka* and the Divine Hair Oil in the middle as the *prasad* from the temple itself.

inner panel of the monocarton



artwork evolution



final artwork



for monocarton

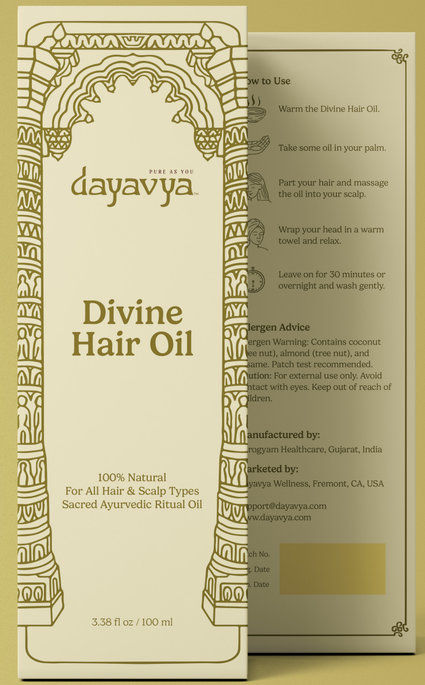


for monocarton
(inner panel)



brand illustration
pack

4.4
final monocarton



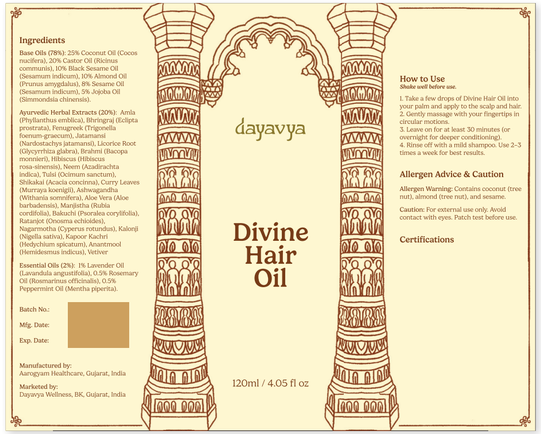
4.5 bottle label design

label design exploration

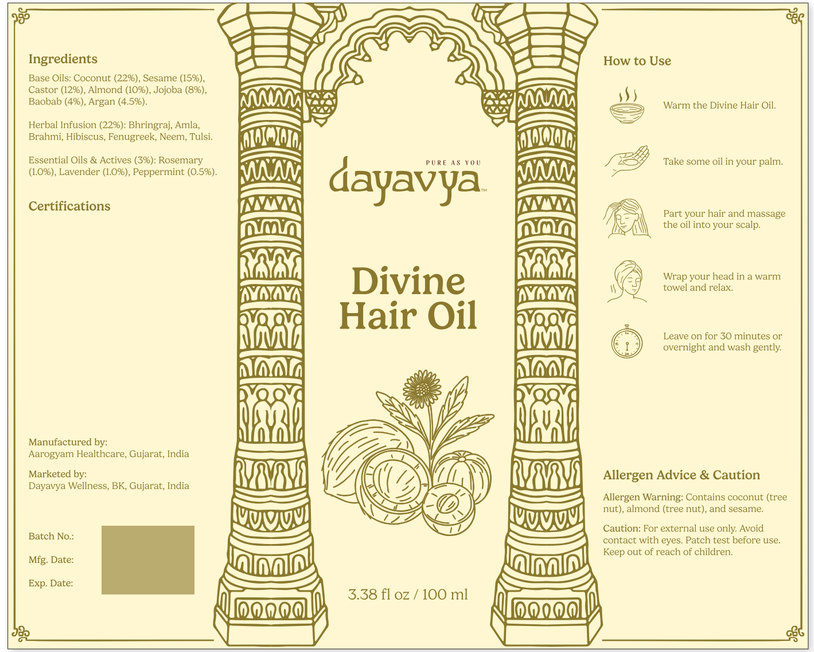


label design evolution





final label design





4.6
final bottle





4.7 bibliography

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https://www.britannica.com/place/Konark

https://www.csp.indica.in/ayurvedas-depiction-in-temple-sculpture-promoted-harmony-with-nature-in-ancient-indians-rekha-rao/

https://www.csp.indica.in/shalabhanjikas-propagating-ayurveda-in-temple-architecture/

03

Reybeir Alcobev

The ACCHA Studio

PURPLEBLUE HOUSE

Thala

Thala is an Indian heritage beer brand brewed for the bold — the leaders, the visionaries, the ones who dare to stand out. Rooted in tradition and crafted for Gen Z, Thala blends long-lost recipes with modern brewing to create a strong visual identity. The branding and packaging will reflect strength, legacy, and confidence using bold typography, Indian motifs, and premium finishes like metallics and embossing — evoking a beer made for those who lead, not follow.

initial brief

final output

Thala 555 Mild Lager





Thala 888 Strong Beer






Bala
555
DARE TO LEAD
Indian Lite Beer
ORIGINAL
5% ABV
Mild Lager
330ml


Bala
888
DARE TO LEAD
Indian Strong Beer
ORIGINAL
8% ABV
High Power
330ml

Geminii

Geminii is a fun and bold alco-beverage. It is essentially a wine packaged in a beer bottle, similar to Brocode. Geminii is all about spontaneity, having fun, and always being ready to take on adventure. The branding and packaging for this beer needs to be something catchy, quirky but not funky. It should be something Gen-Z would be intrigued by and would want to grab it from the shelves.

initial brief

last iterations

This project was discontinued midway. The following concepts were developed during the initial phase and are shared for academic evaluation only.






GEMINII
Un Goa
ABV 15%


GEMINI
Un Goa
ABV 15%

03

Glow Renitae

initial brief

Glow Renitae is a modern skincare brand rooted in Ayurveda. They wanted to Develop brochures for the brand Glow Renitae, a modern skin and haircare brand rooted in Ayurveda. The primary purpose of this print collateral is to showcase their the product portfolio and market them in a networking event.





final output

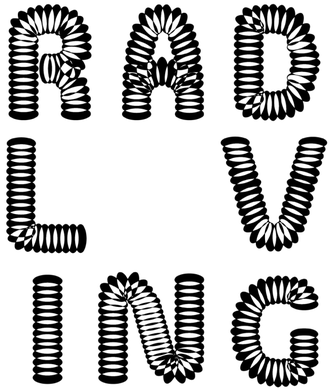
04

Rad Living

initial brief

Primarily a scented candle gifting brand, Rad Living wants to launch a premium range of their products and wants a distinct typeface as the new collection's face. Develop a distinct, custom type face for the brand's upcoming collection.

final output





05

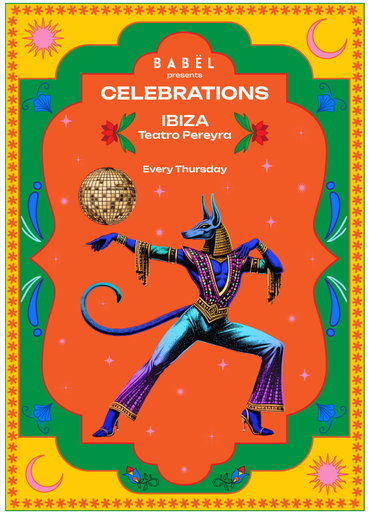
Other Work



The Accha Studio

Babel

event posters for an weekly
summer DJ night in Ibiza







Komurr

logo design for an online
operations clothing brand



Natureship

illustrations for a brand focused on Bihar-Jharkhand grown foods





illustrations for a brand focused on Bihar–Jharkhand grown foods







Conclusion

Reflecting upon the work I have done, people I talked to, learnings I gathered, mistake that I made, I would say that all of it was worth it. In the end, I learned a lot of things.

Doing a live industry project was nothing short of excitement, stress, and definetely learnings. I also got to realize that being a designer means that you automatically tend to solve a problem whenever you're presented with it. Be it crashing the software, misplacing the file, or forgetting to press Ctrl+S, a designer would make his/her way out of it.

Difficulties are a part of the process too. If there are no challenges in the design journey, then there would be sense in designing in the first place. Being stuck, sitting with a creative block is simply a reminder that we need to stop and start observing more, understand little details, figure out the nuances and unlearn.

Overall, I believe this experience was something I could never forget. It made me confidence and capability of dealing people, express myself in a way which not only satisfies the client, but also myself.

Thankyou!