

AMPLIFYING BRAND VISION

Graduation Project 2025

Himanshi Parihar
2021bdesicd002

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

Amplifying Brand Vision:
Designing for FMCG

VOL. 1

Student : **Himanshi Parihar**

Sponsor : **Sacred Fig Design**

Mentor : **Aastha Gohil**

Consultant : **Kanupriya Vijayvargiya**

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

THE
GRADUATION
PROJECT 2025

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

Herewith, for the project titled "**Amplifying Brand Vision:** Designing for FMCG"
on fulfillment of requirements by

Jury Chairman _____ _____

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Date: _____

Acknowledgement

I would like to express my heartfelt gratitude to everyone who has supported and guided me throughout the course of my graduation project. First and foremost, I sincerely thank Sacred Fig Design for giving me the opportunity to work as an intern and explore the real-world aspects of branding and packaging design. I am incredibly grateful to my mentor Aastha Gohil, whose continuous support, constructive feedback, and encouragement played a significant role in shaping this project.

I also extend my thanks to my colleagues at Sacred Fig Design, who generously helped me whenever I faced challenges and made my internship experience enjoyable and collaborative. Their inputs and shared knowledge truly enriched my learning journey.

A special thanks to my faculty at JK Lakshmipat University, my friends, and most importantly, my family, who have been my constant pillars of support. Their motivation and belief in me inspired me to push boundaries and give my best throughout the process.

Preface

This document presents the culmination of my graduation project undertaken as part of the final semester of the Integrated Communication Design program at JK Lakshmipat University. The project was carried out during my internship at Sacred Fig Design, Jaipur, where I had the opportunity to work on real-time branding and packaging design for the dairy brand Kota Fresh.

The focus of my project revolved around developing cohesive packaging design, a campaign, vehicle and booth graphics, and illustrative content for both print and digital platforms. It was an incredible opportunity to apply academic learning to professional scenarios and experience the complete design journey from ideation to execution.

Through this project, I aimed not only to design attractive visuals but also to tell the brand's story in a meaningful and engaging way that resonates with its consumers.

About me



Himanshi Parihar

Graphic Designer

I am currently pursuing my graduation in Communication Design and had the opportunity to intern with Sacred Fig Design, where I contributed my design skills and creative thinking to various real-time projects. This experience helped me better understand the professional design process and taught me how to balance creativity with functionality. I actively participated in brainstorming, visual development, and execution, bringing my ideas to life while learning from a collaborative studio environment.

Mentor



Aastha Gohil

Design Professor

I am deeply grateful to my mentor, Aastha Gohil, who has been a constant source of guidance and support throughout my graduation project journey. Her insights, encouragement, and honest feedback helped me push my boundaries and explore new creative directions. Under her mentorship, I not only refined my design skills but also gained a deeper understanding of the thought process behind impactful visual storytelling. Her belief in my potential gave me the confidence to take risks, experiment, and ultimately grow as a designer. This project would not have reached its full potential without her invaluable contribution.

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01

Introduction

About

Sacred Fig Design

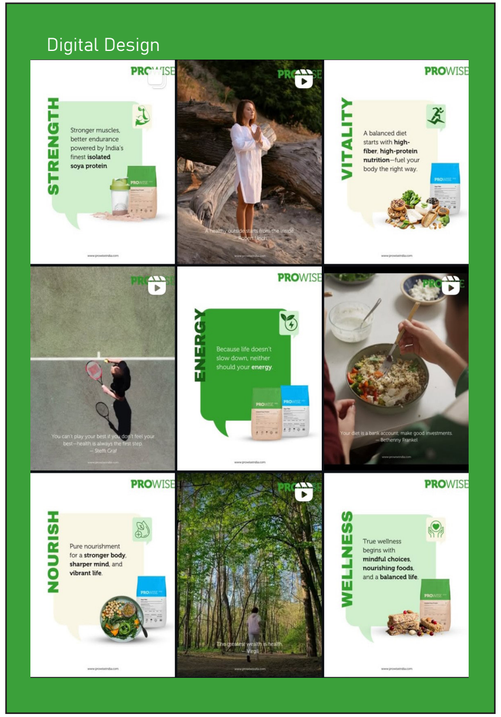
Sacred Fig Design is a Jaipur-based creative agency that focuses on branding, packaging, digital design,UI Ux design and photography. They believe in creating meaningful and value-driven design solutions that reflect the core identity of each brand. Using their unique “Core Value Method,” they work closely with clients—from startups to established businesses—to build strong, consistent brand experiences across print and digital platforms.

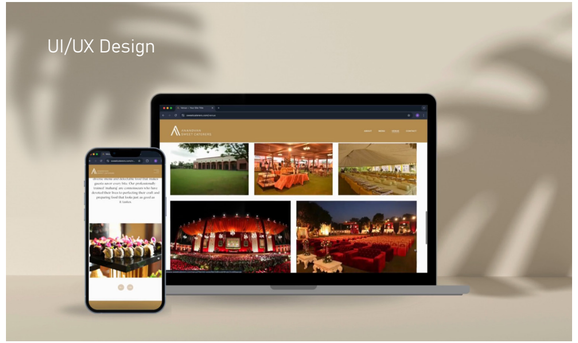
Services

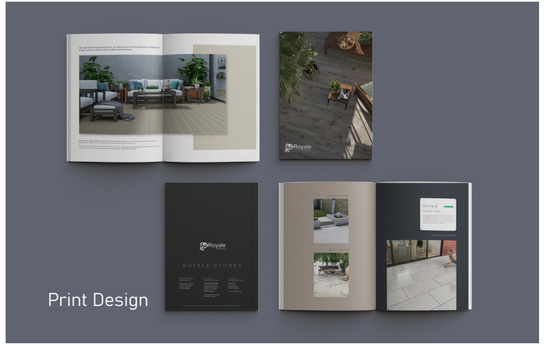

Photography


Packaging
Good Candy
DARK CHOCOLATE
70%


Branding
SHIV GROUP
Shubham Saboo
Director


Digital Design
STRENGTH
Stronger muscles, better endurance powered by India's finest isolated soya protein
VITALITY
A balanced diet starts with high-fiber, high-protein nutrition—fuel your body the right way.
ENERGY
Because life doesn't slow down, neither should your energy
NOURISH
Pure nourishment for a stronger body, sharper mind, and vibrant life.
WELLNESS
True wellness begins with mindful choices, nourishing foods, and a balanced life.


UI/UX Design


Print Design

Clients


Sadabahar


ratan
JAIPUR
A UNIT OF RATAN TEXTILES


PROWISE


PINJORE


Ochre


Mulmul
BY ARABELLA


SHIV GROUP
SINCE 1985


Rawat Sweets


meera
KISHANGARH


THE METROPOLITAN
CLUB OF JAIPUR


mama ayurveda


Kota Fresh


KENERGIE


GALAXY ENCLAVE
THE URBAN VILLAGE


karma
LIVING
New York


Jannat
A Curated Marketplace for YOU


inlingua


ICEBOLT


How Sweet
an artisan bakery


FRESH
&REAL


वा
VARAAHI
|| sacred & mindful nutrition ||


The Filos
CAFE & LOUNGE


FAT GUYY
PÂTISSERIE


Fabric Stori


EXtra
Welcome to the Extra Experience


Deseo


Bharatfoot


BALAJI


A.S.FOUNDATION
accelerate success


atmosphere


asianpaints


aaheli


TALISMAN


SANKARA


prints valley


PACHOULI
by Poornima Handicrafts
Exporters since 1974


UNRSBL


MODI
FURNITURE


GEMSHINER

Members of the Team



Vishnu Agarwal

Founder CEO



Kanupriya Vijayvargiya

Creative Director



Indrajeet Pal

Digital Marketing
SEO Specialist



Purba Saha

Social Media
Executive



Anushka Mishra

Graphic Designer



Anisha Dugar

UI UX Designer

Goals and Intentions

- To understand professional workflows, team dynamics, and client communication.
- To gain hands-on experience across various stages of the design process.
- To enhance skills in visual storytelling, branding, packaging and conceptual thinking.
- To observe, learn, and adapt to industry practices.
- To document learnings and reflect on personal and professional development.
- To learn directly from experienced industry professionals and apply their insights to real-time projects.

02

Brand

About

Healthy & Hygienic Dairy Products

Kota Fresh©

Kota Fresh, a brand by Shiv Health Foods LLP established in 2011, is a leading dairy manufacturer based in Kota, Rajasthan. With a commitment to health and hygiene, they offer a wide range of high-quality, locally-produced dairy products, including fresh milk, dahi, chaach, paneer, ghee, butter, and shrikhand and a range of Indian sweets. Supported by a dedicated team of over 200 members, Kota Fresh ensures that each product is processed and packaged with utmost care, adhering to the highest quality standards to deliver natural and nutritious dairy options to consumers.

03

Packaging

Tadka Chaach



Brief: This project involved designing the packaging for Kota Fresh's 200ml Tadka Chaach cup—a new variant introduced alongside the existing pouch. Created for families and individuals who enjoy refreshing, flavorful drinks, the aim was to craft a vibrant and appealing design that stands out on shelves. With bold, playful typography and fresh visual elements, the design reinforces Kota Fresh's identity of purity and taste. It addresses the need for stronger market presence and brand recall while offering consumers a visually attractive option in a highly competitive segment.

Brief Analysis

Problem: The pouch packaging for Tadka Chaach was inconvenient to consume directly, making it less practical for on-the-go use.

Purpose: To offer a convenient, on-the-go option that's easy to consume, refereshing, and fits modern lifestyle needs.

Solution: Introduced a 200ml cup with vibrant, fresh visuals and memorable design to enhance shelf presence and brand recognition.

Market Study





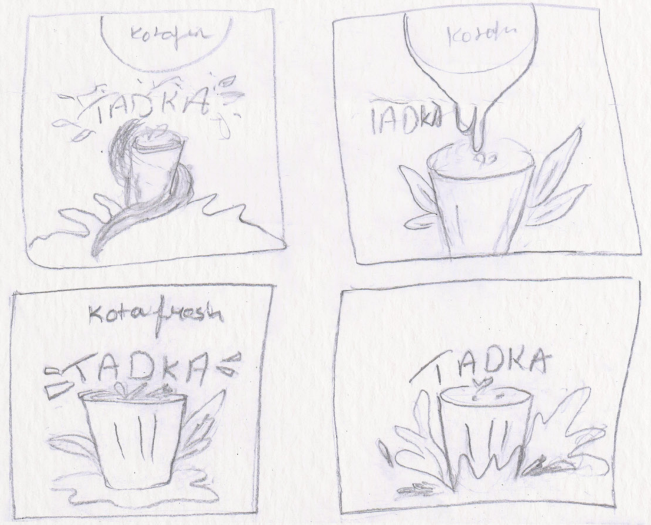






I studied Tadka Chaach packaging from brands like Amul, Mother Dairy, Dhenu Saar, Desi Farms, and Param. common trends such as the use of green as the dominant color to signify freshness, along with playful typography to reflect the drink's light, refreshing nature. Visual elements like matkis, kullads, aremused to evoke cultural familiarity. Overall, most brands follow a consistent color scheme and font style, highlighting a market preference that blend tradition with simplicity.





I began with sketch iterations, exploring different layouts and elements aligned with the brand's tone. Following the client's request for a fun and engaging design, I focused on bold, cheerful typography and dynamic compositions. A key idea was featuring a kullad (clay cup) as the central visual, reflecting tradition. To convey freshness and a cool summer vibe, I used dynamic milk splashes to add energy and vibrancy.



Digital Iterations





























#9a404e

#46a748

A blend of white and green conveys freshness and purity, while deep red-brown adds a touch of earthy tradition.





#5bc5c3

#4f8d40

#9a404e

Soft turquoise symbolizes good health, green adds a fresh feel, and rich red-brown tones evoke an earthy, grounded vibe.

After creating multiple digital iterations exploring various color combinations and font styles, I shared four refined options with the client for review. Out of these, the client selected this design as the final version for Tadka Chaach.




14 mm
66 mm
10 mm
Nutritional Information
1 Serving Per Pack
Serving Size 200 ml
Amount per 100 ml*
%RDA**
Energy (kcal) 96.5 5
Total Fat (g) 0.5 1.4
Saturated Fat (g) 0.01 3.3
Trans Fat (g) <0.1 -
Cholesterol (mg) 1.4 -
Carbohydrate (g) 2.0 -
Total sugar 3.0 -
- Added sugar (g) 0.0 0.0
Protein (g) 1.0 -
Sodium (mg) 26.0 2.0
Calcium (mg) 58.0 -
Cumin (mg) <0.1 -
*Approximate Average Values **Recommended Dietary Allowance per serving
SHIV GROUP
Manufactured, Packed & Marketed by:
Shiv Health Foods LLP
Plot No. E164 to 167, F178 to 183
RIICO Agro Food Park, Phase-IInd, Village Ranpur,
Jhalawar Road, Kota (Raj.)-325003
www.shiv.co.in
For any complaints & queries contact our Customer Care Executive at above address.
Email: customercare@shiv.co.in
Contact Number: +91-96 7222 7666
'Kota Fresh' is only a brand name & does not represent true nature of the product.
fssai
Lic. No.: 10012013000371
Kota Fresh
Tadka
छाछ
200 ml
कोटा फ्रेश
Ingredients:
Milk Solids, Water, Black Salt,
Common Salt, Cumin & Lactic Culture
Allergen Declaration: Contains Milk
Net Quantity: 200 ml
SHAKE WELL BEFORE USE. SERVE CHILLED.
BEST BEFORE 10 DAYS FROM MANUFACTURE WHEN STORED UNDER 6°C
*No preservatives added. Do not buy if pack is puffed.
For Batch No., MRP (Incl. of all Taxes)(Rs.), Unit Sale Price (per ml)(Rs.), Use by please refer stamp.
MADE IN INDIA
LDPE
8 908001 938112


Nutritional Information
1 Serving Per Pack
Serving Size 200 ml
Amount per 100 ml*
%RDA**
Energy (kcal) 96.5 5
Total Fat (g) 0.5 1.4
Saturated Fat (g) 0.01 3.3
Trans Fat (g) <0.1 -
Cholesterol (mg) 1.4 -
Carbohydrate (g) 2.0 -
Total sugar 3.0 -
- Added sugar (g) 0.0 0.0
Protein (g) 1.0 -
Sodium (mg) 26.0 2.0
Calcium (mg) 58.0 -
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Contact Number: +91-96 7222 7666
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fssai
Lic. No.: 10012013000371
Kota Fresh
Tadka
छाछ
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For Batch No., MRP (Incl. of all Taxes)(Rs.), Unit Sale Price (per ml)(Rs.), Use by please refer stamp.
MADE IN INDIA
LDPE
8 908001 938112


Kota Fresh
Tadka
छाछ
200 ml


Kota Fresh
Tadka
छाछ
200 ml
Healthy & Hygienic Dairy Products
Kota Fresh ©


Healthy & Hygienic Dairy Products
Kota Fresh ©

Dahi Pack



Brief: This project focused on designing new packaging for Kota Fresh's 1kg curd (Dahi) pack, introduced as an expansion to their existing product line. Unlike the earlier 200ml version, the client requested a completely fresh and distinct design with no visual connection to the previous pack. The objective was to create a bold, visually striking identity using fun typography and vibrant colors that reflect the freshness and purity associated with Kota Fresh, while ensuring strong shelf presence and standing out against established dairy competitors.

Brief Analysis

Problem: There was a need for a 1kg Dahi pack with a fresh and distinct design to complement the 200ml pouch and stand out against competitive brands in the market.

Purpose: To offer consumers size variety based on their needs while enhancing brand recognition and market presence through a memorable and appealing design.

Solution: I designed a vibrant, eye-catching pack with refreshing visuals and bold, fun typography to highlight freshness, purity, and boost shelf visibility.

Market study













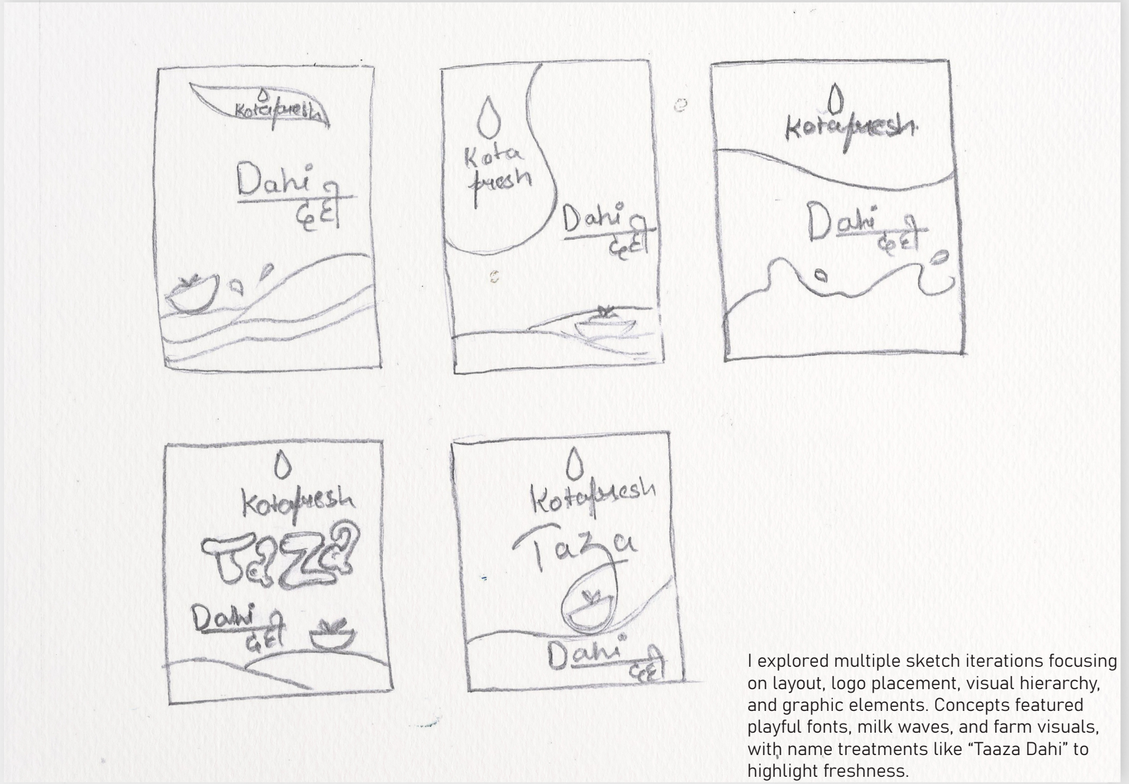




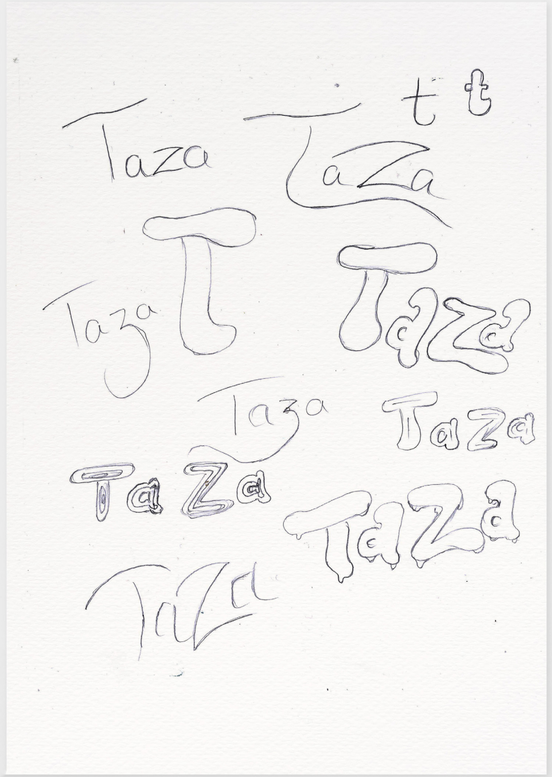




I analyzed popular dairy brands like Amul, Mother Dairy, Saras, Paras, and Nestlé. The study revealed common design patterns—dominant blue and green tones for freshness, visuals like curd bowls and cows to convey purity, and bold, friendly typography that enhances visibility and brand recall in a competitive market.



I explored multiple sketch iterations focusing on layout, logo placement, visual hierarchy, and graphic elements. Concepts featured playful fonts, milk waves, and farm visuals, with name treatments like “Taaza Dahi” to highlight freshness.



I explored bold, curvy, and playful font styles for the Taaza Dahi pack, aligning with the client's brief for a fun, eye-catching look. Various styles and colors were tested to create a fresh, vibrant typographic identity that stands out on shelves and reflects the brand's cheerful tone.

Digital Iterations





























I began with turquoise and blue tones to reflect freshness and purity, experimenting with creamy textures, splash elements, and layout variations. Later, I shifted to vibrant green and yellow tones to evoke a sense of happiness, health, and natural freshness. Throughout, I focused on creating playful, standout typography for "Taazaa" to enhance shelf visibility and give the pack a fun, inviting personality.





#37c8d2

1f6488

A blend of turquoise and white evoke a sense of freshness, cleanliness, and purity. The cool tones help the pack feel light and uplifting feel.





#fef33a

#8ac640

225a2d

A blend of yellow and green evokes happiness, freshness, and natural purity. The bright tones make the pack feel cheerful and inviting.

Final Design







142.5 mm

230 mm

325 mm

Nutritional Information

Serving Per Pack 10	Serving Size 100g	
	Amount per 100 g*	%RDA**
Energy (kcal)	48.00	2.04
Total Carbohydrate (g)	5.00	-
Added Sugars (g)	0.00	-
Total Fat (g)	1.50	2.02
Saturated Fat (g)	1.00	4.50
Cholesterol (g)	2.91	-
Protein (g)	3.70	6.85
Calcium (mg)	164.00	16.40

*Approximate Average Values
**Recommended Dietary Allowance per serving

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SINCE 1985

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Shiv Health Foods LLP
Plot No. E 164 to 167, F 178 to 183,
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(Raj)- 325003
www.shiv.co.in

For inquiries or feedback contact:
customercare@shiv.co.in
+91-9672227666

Note: 'Kota Fresh' is only a brand name & does not represent true nature of the product.

fssai
Lic No: 10012013000371

Variety of Hygienic Dairy Products
Kota Fresh®
Tazaaa
Dahi
1 Kg दही
Rich & Creamy • No Preservatives • No Artificial Flavours

कोटा फ्रेश®

DAHI MADE FROM PASTEURISED AND DEODORISED DOUBLE TONED MILK

Ingredients: Milk Solids, Water & Active Lactive Culture. *No Preservatives added
Allergen Declaration: Contains Milk

Net Content: **1 Kg**

BEST BEFORE 10 DAYS FROM MANUFACTURE WHEN STORED UNDER 6°C

For Batch No., MRP (Incl. of all Taxes)(Rs), Unit Sale Price (per ml/gm/Ltrs), Use by, Please refer stamp

~ अन्य उत्पाद ~

दूध • मीठी दही • सादा छाछ • नमकीन छाछ
मसाला छाछ • लस्सी • पनीर • बीजोंद
घी • दूध मावा

8 908001 938136

MADE IN INDIA





The client selected this final design for its bright yellow-green palette and playful font, appreciating its fresh, cheerful look and strong shelf appeal.

Shrikhand



Brief: This project focused on designing new packaging for KotaFresh's 500g elaichi-flavored shrikhand tub, created to expand beyond their earlier 50g pack. The original version lacked shelf presence and premium appeal, limiting options for consumers. Aimed at families and festive occasions, the new pack offers a larger, celebration ready option that reflects the rich taste and joyful spirit of shrikhand.

Market Study





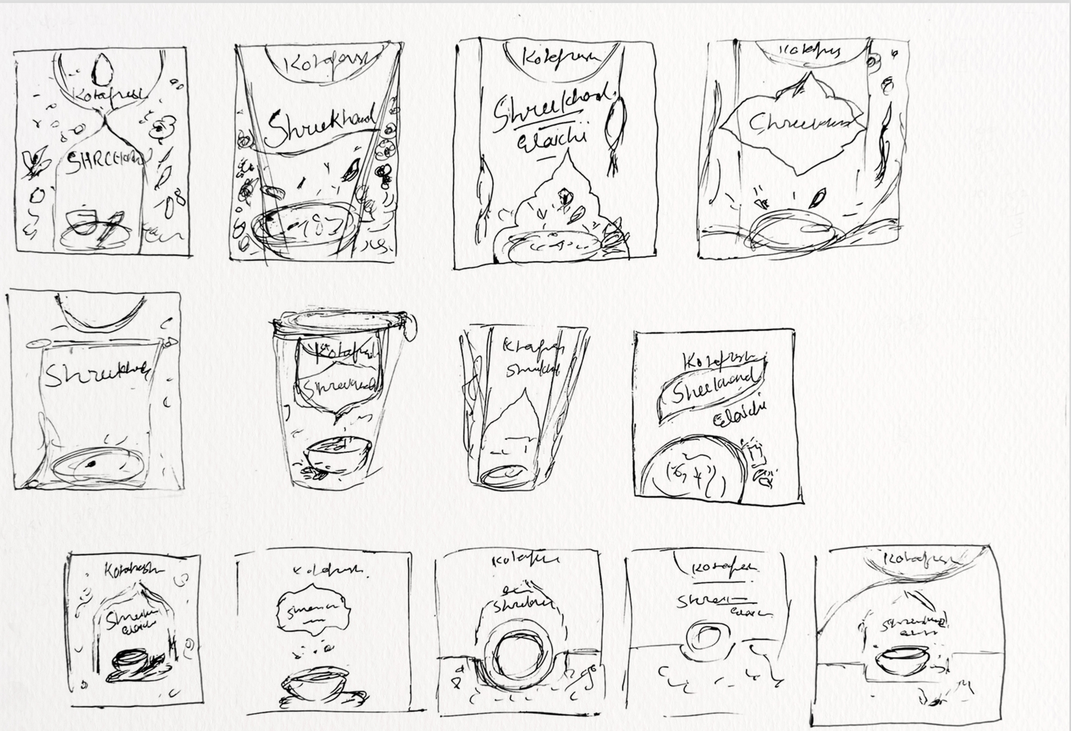








A comparative study of shrikhand packaging from brands like Govind, Amul, Rave Eatables, Kanhaiyya, Lotus, and Gagangiri revealed key trends such as dominant green tones, expressive typography, and strong flavor cues. While Amul and Kanhaiyya use vibrant, traditional visuals, Govind and Lotus highlight a festive, homely feel. Rave and Gagangiri opt for simpler, freshness-focused layouts. This analysis offered key insights into the role of color, typography, and visuals in shaping consumer perception.





These initial design iterations explored a celebratory visual language inspired by traditional sweet box aesthetics to reflect shrikhand's festive appeal. Starting with decorative patterns and cultural elements to evoke warmth and indulgence, I gradually shifted to cleaner layouts for clearer flavor communication and stronger shelf presence. Through experimenting with element placements and typography, I aimed to balance emotional value, brand clarity, and a modern, premium look.

Type Iterations

Shrikhand **Shrikhand** Shrikhand

Elaichi Elaichi **Elaichi**

Shrikhand ***Shrikhand*** *Shrikhand* Shrikhand

Elaichi ***Elaichi*** Elaichi **Elaichi**

Digital Iterations






















Kota Fresh®
Elaichi
Shrikhand


Kota Fresh®
Elaichi
Shrikhand


Kota Fresh®
Elaichi
Shrikhand
•Rich •Creamy •Refreshing


Kota Fresh®
Elaichi
Shrikhand
•Rich •Creamy •Refreshing


Kota Fresh®
Elaichi
Shrikhand
•Rich •Creamy •Refreshing


Healthy & Hygienic Dairy Products
Kota Fresh©
Elaichi
Shrikhand
•Rich •Creamy •Refreshing









After the initial sketches, I moved to digital iterations, exploring color palettes, layouts, and graphic styles. I experimented with different shrikhand bowl illustrations to capture its creamy richness and tested various typographies from playful to elegant—to match the festive feel. Soft tones with hints of gold were used to reflect the delicacy and premium quality of the elaichi flavor.



After refining the designs, I finalized five distinct concepts with finishing touches and shared them with the client for review. The selection is currently under consideration, and I'm awaiting their feedback on the final direction.



04

Outdoor media

Delivery Truck



Brief: This project was about designing the graphics for the Kota Fresh delivery truck to help promote the brand and make it more visible in the market. The truck is not just used to deliver products—it also acts as a moving advertisement. Earlier, the truck had no attractive visuals, which made it less noticeable. To solve this, I created a bright and eye-catching design that includes the full range of products, the brand mascot, and the logo, all in a clear and consistent style. The main goal was to make the truck look appealing and help people easily recognize Kota Fresh.

Market Study











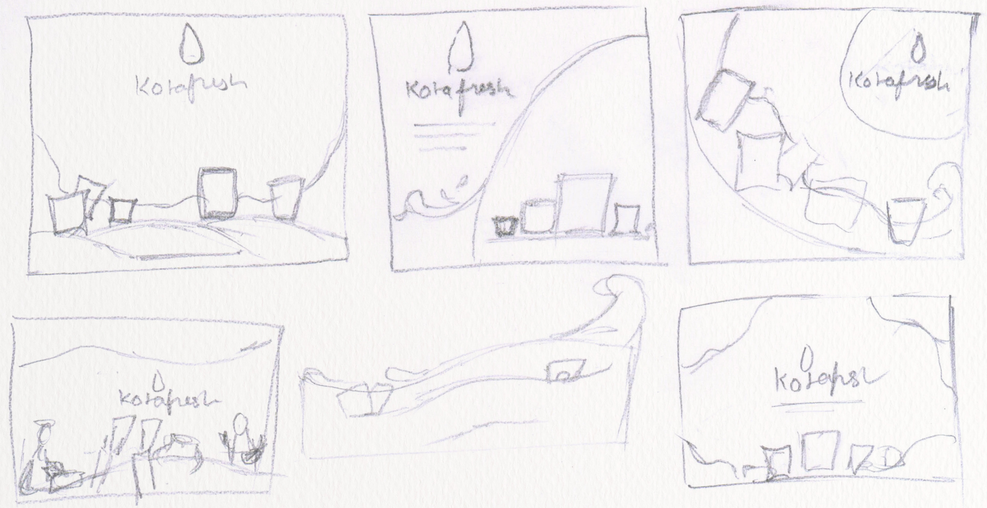




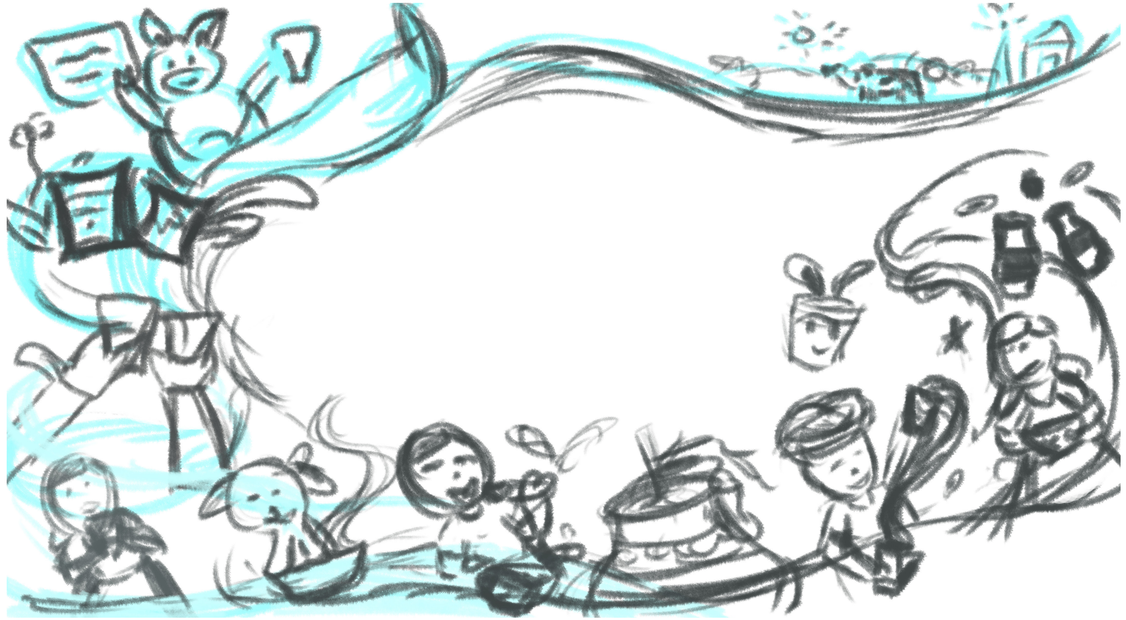


I focused on well-established and widely recognized dairy brands such as Amul, Rufil, Saras, and Mother Dairy, brands known for their strong market presence and trusted services. A key observation across these delivery trucks was the consistent use of bold,prominent logos that ensure instant brand recognition even from a distance with brand color and mascots they use.

Iterations



Initialy i strated with several sketch iterations illustrating the journey of milk from farm to consumer. The visuals highlight freshness and purity, using a flowing milk splash to create movement and cohesion, featuring all the products.



Digital Iterations





Final Design

side 1



side 2



Back side



Final design emphasized strong brand visibility with a bold logo, and the full dairy product range on both sides, connected by a flowing milk splash for visual movement. The back showcases the sweets range with a rich magenta background and gold branding to reflect its festive and premium appeal.







I have shared the final truck design with polished details and complete visual elements with the client. Feedback on the final submission is currently awaited.

Booth



Brief: This project involves designing a permanent milk booth for Kota Fresh to build brand visibility and connect directly with consumers. Aimed at local families and daily milk buyers, the booth serves areas where Kota Fresh currently lacks a market presence or direct access. The need arises from the absence of physical outlets, limiting consumer engagement and product promotion. By creating an eye-catching, brand-aligned booth in residential and market areas, the goal is to establish offline visibility, boost recognition, and build a trustworthy connection with the local community.

Market Study



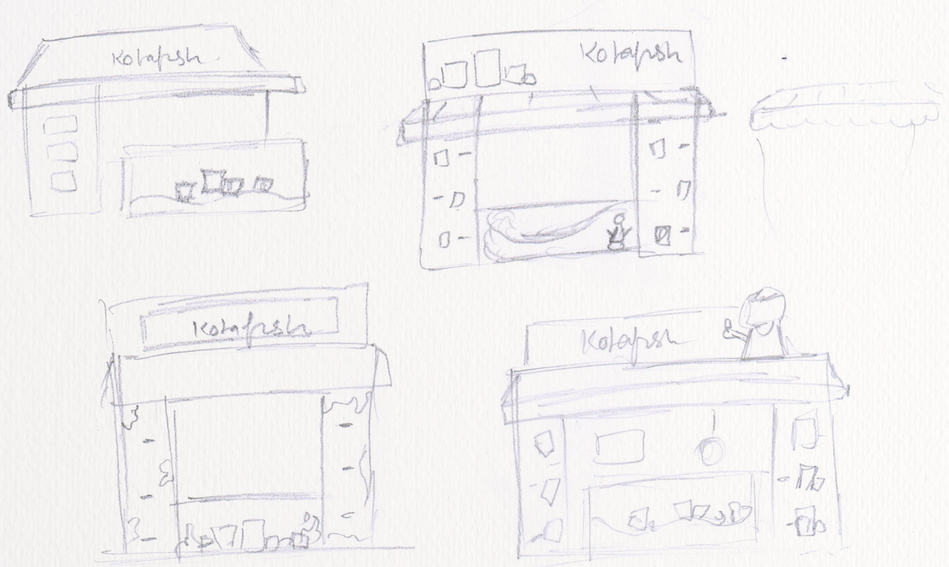




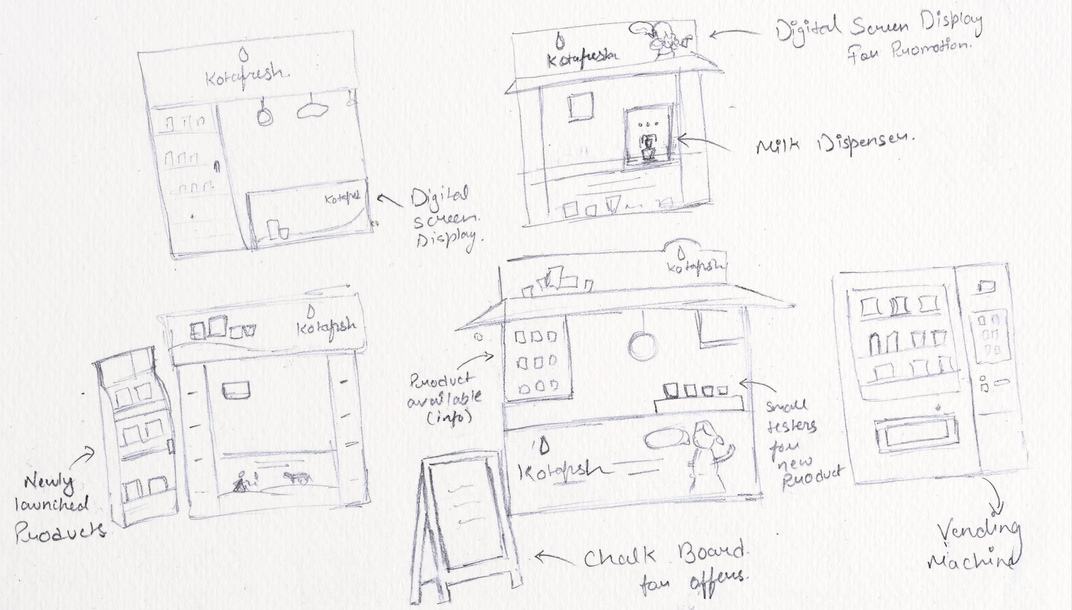


I analyzed leading dairy brands like Amul, Paras, Saras, and Mother Dairy known for their strong market presence and consumer trust. Their booth designs focus on high brand visibility through bold logos, signature colors, and clear product display. These booths not only promote easy consumer access but also strengthen brand recognition, ensure consistent presence in local markets, and serve as impactful promotional touchpoints.

Iterations



As part of the design process, I started with sketch iterations exploring ways to enhance brand recognition and user engagement. Initial concepts included displaying products with elements like mascots, posters, and offer highlights.



Further iterations introduced features such as a digital screen for promotions, a milk dispenser for customers with their own containers, a chalkboard for daily deals, and a vending machine for 24/7 access in spaces like hostels and residential areas.

Healthy & Hygienic Dairy Products

Kota Fresh©

Piyo Fresh,
Jio Fresh

दूध

मक्खन

पनीर

घी

A Favorite for All Ages

दही

छाछ

लस्सी

फ्लेवर्ड मिल्क

सेहत की हर सुबह,
कोटा फ्रेश के साथ

Healthy & Hygienic Dairy Products

Kota Fresh©

Piyo Fresh,
Jio Fresh



सेहत की हर सुबह, **कोटा फ्रेश** के साथ

दूध • दही • सादा छाछ • नमकीन छाछ
लस्सी • पनीर • श्रीखंड • घी • दूध पाउडर









These are the final design iterations shared with the client, featuring Kota Fresh's signature blue as the primary brand color, along with the inclusion of their mascot and full product range. The visuals reflect the brand's core values of farm freshness and purity, supported by thoughtful additions like posters and offer danglers to enhance engagement and visibility. Client feedback is currently awaited.

Campaign



Brief: The Kota Fresh campaign was thoughtfully designed to enhance brand visibility and promote the core values of freshness and purity. Aimed at reaching a wider audience, the campaign is planned to be executed through print media such as flyers, magazines, and newspaper advertisements. These initiatives aim to build a strong, relatable brand presence, positioning Kota Fresh as a trusted dairy name. The campaign also highlights the brand's promise of delivering not just quality, but also to reflect the brand's commitment to spreading joy, togetherness, and the purity of farm-fresh goodness.

Iterations













The milk campaign began with a generic concept focused on farm freshness and purity, later evolving to highlight the strength and energy Kota Fresh milk provides. Visuals were crafted around different age groups children, men, and women emphasizing how the product meets their specific daily needs.

Concept 1







Brief:
This Kota Fresh campaign represents the essence of purity and freshness, ensuring that every sip of its milk kickstarts the day with vitality and energy. With the tagline “Din ki shuruat, Kota Fresh ke saath,” the campaign highlights how Kota Fresh serves pure, hygienic, and nutritious dairy that keeps you feeling fresh and active.

Concept & Tagline:
Tagline: “Din ki shuruat, Kota Fresh ke saath.”

Theme: Freshness, energy, and enthusiasm for everyday life.

Key Message: Kota Fresh milk provides the freshness and strength you need to take on your day.

Concept 2







Brief:
The concept emphasizes how Kota Fresh milk strengthens family bonds, making everyday interactions more special.The tagline “Khushiyon ki taazgi har din har pal” beautifully conveys that Kota Fresh brings not just freshness but also happiness into daily life. By showcasing real, heartwarming connections, the campaign positions Kota Fresh as a trusted brand that nurtures relationships through its pure and wholesome dairy products.

Concept & Tagline:
Tagline: “Khushiyon ki taazgi har din har pal.” (The freshness of happiness, every day, every moment).

Theme: Freshness, purity, and togetherness.

Key Message: Kota Fresh milk not only ensures purity and freshness but also becomes a reason for happiness in every household.

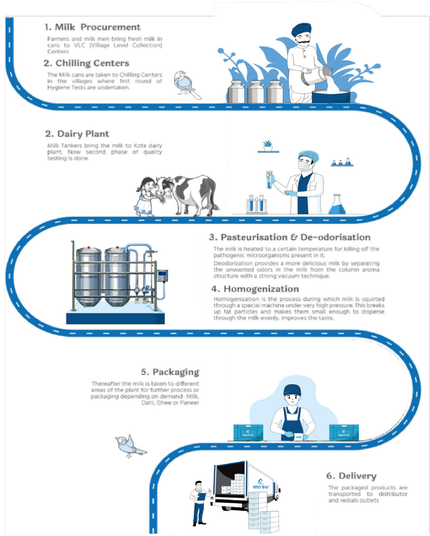

piyo fresh jiyo fresh
Kota Fresh
Khushiyon ki taazgi
har din har pal.


FRESH
Kota Fresh
Din ki shuruat
Kota Fresh ke saath.
piyo fresh jiyo fresh

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Illustration

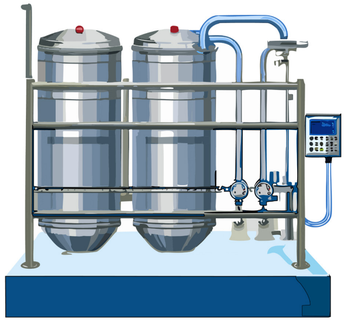
Process



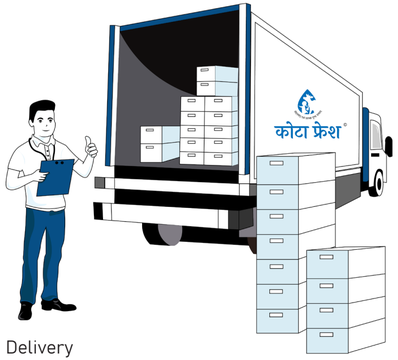
Brief: This project involved creating a set of detailed illustrations to visually represent the entire infrastructure process of a dairy brand from milk procurement and chilling process to quality checks at the dairy plant, pasteurization, homogenization, packaging, and final delivery. Maintaining consistency with Kota Fresh's brand identity, I followed the same illustration style and color palette used across their website. The goal was to make the process easy to understand while maintaining a engaging visual appeal.



Milk procurement & Chilling Centers



Pasteurisation & Homogenization



Delivery

Quality Testing

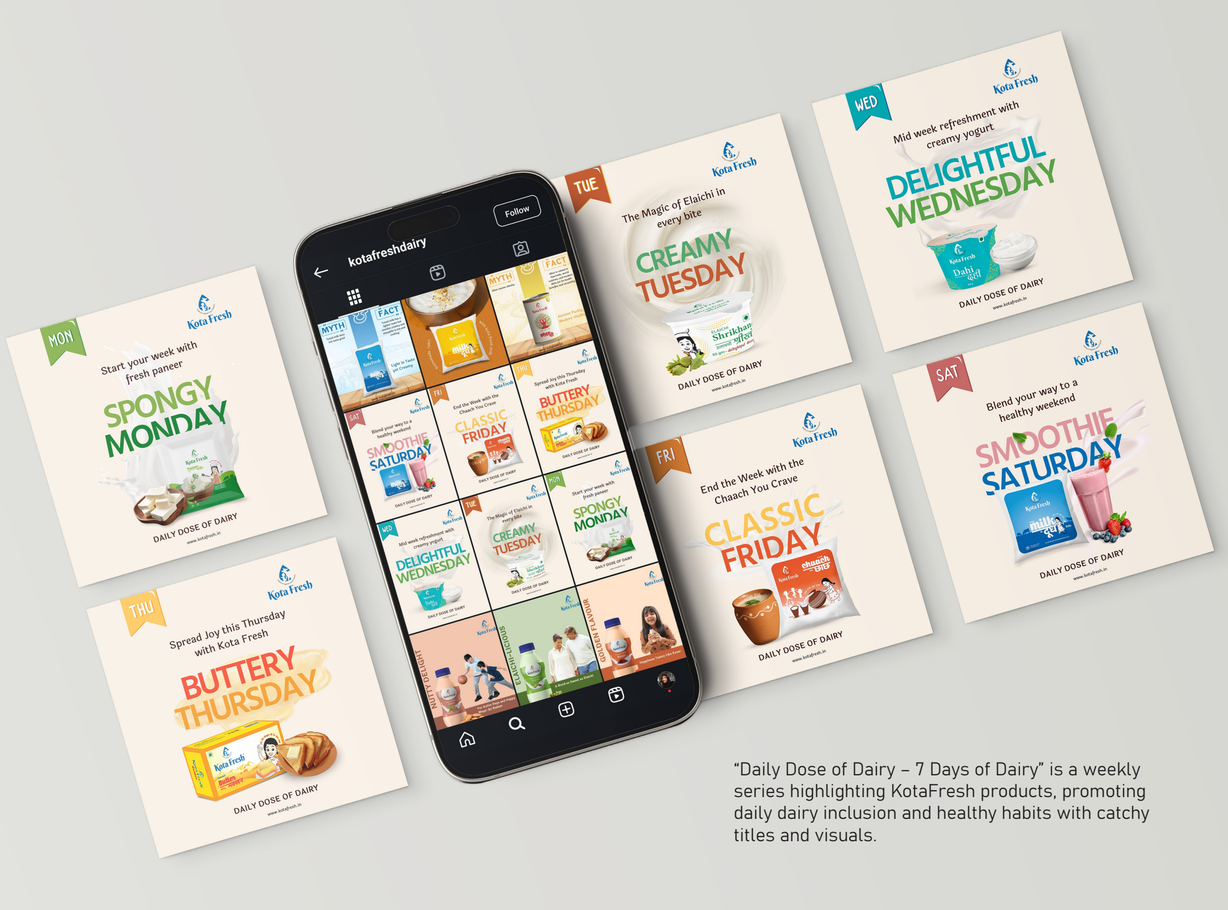


Packaging



06

Social media



"Daily Dose of Dairy – 7 Days of Dairy" is a weekly series highlighting KotaFresh products, promoting daily dairy inclusion and healthy habits with catchy titles and visuals.

This Holi post featuring KotaFresh's flavored milk as a fun, tasty alternative to thandai, celebrating the season with vibrant colors and flavorful masti.





The concept features refreshing milkshake recipes using KotaFresh milk, offering fun, flavorful, and healthy drinks to beat the summer heat.

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Conclusion

Conclusion

Reflecting on my entire journey, this experience has been incredibly enriching both personally and professionally. I am grateful for the growth and learning it brought. At the beginning, my understanding of branding and packaging was limited to a classroom environment. But working on this live project helped me gain real-time insights into how design functions in the real world.

One of the most valuable lessons I've learnt is the importance of paying attention to the smallest design elements — how thoughtful details can elevate a concept and make a powerful impact. I developed a deeper appreciation for feedback, improved my technical proficiency in tools like Adobe Illustrator and Photoshop, and strengthened my approach to visual storytelling. Each task, whether it was designing packaging or illustration, helped me refine my thinking process and become more detail-oriented.

One key realization during this journey was that design is not just about making things look good it is about communicating an idea, connecting emotionally, and narrating a story that aligns with the brand's identity. This project changed my perspective and helped me see design as a holistic & strategic process.

I'm enthusiastic about carrying these learnings forward into my future endeavors.