

PORTFOLIO

YASHI

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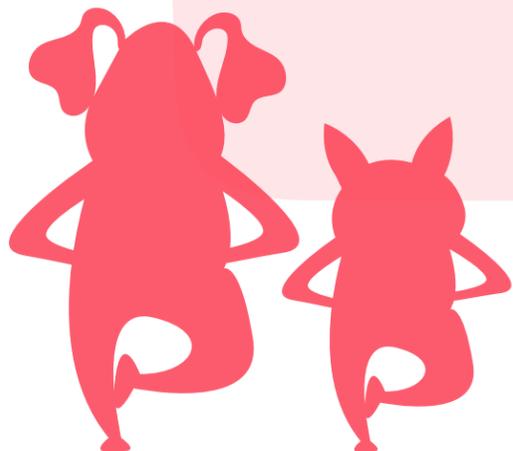
# OM & SHANTI

## Store Branding Case Study

Om and Shanti was all about creating a pet store branding with a yoga studio for its customers and pets, keeping in mind the concept behind the whole project which is yoga. The entire project comprises of a kit development which resembles a doghouse from the outside and comprises of 8 products. Apart from that, three dog chews, bath bombs and edible seeds containers have been designed.

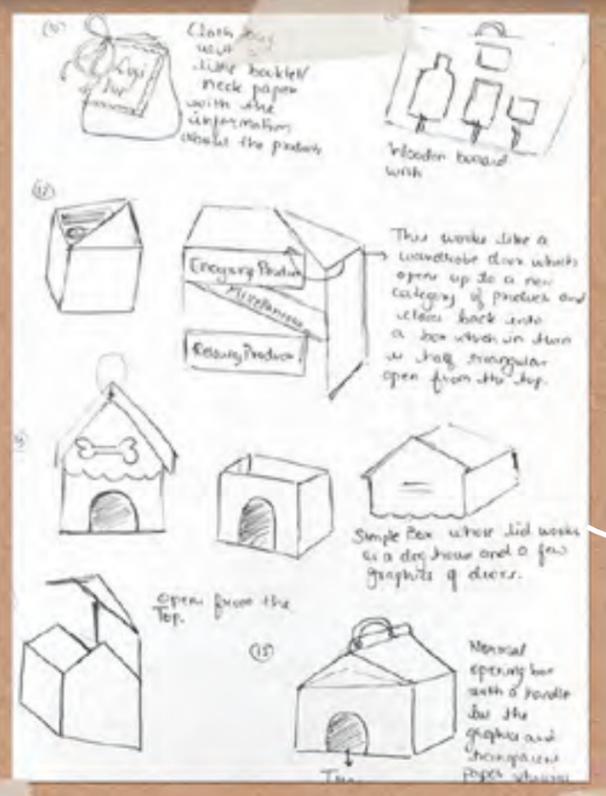
The biggest challenge was to create a store which can provide services for both the dogs and their owners. The design process included making of a logo, two business cards, three membership cards, a circular accordion pamphlet and invitation card to the opening of the brand-new store.

Each item in the kit, as well as the outside, had a different illustration of a hilarious dog posing and patterns were also illustrated in the same style around the entire container with respect to the flavour/ fragrance of the product.





Process Work

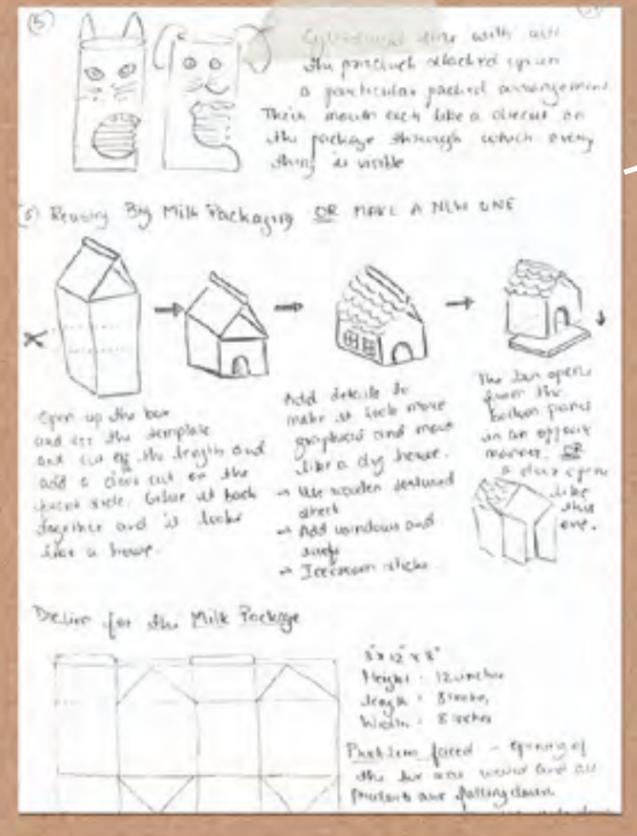
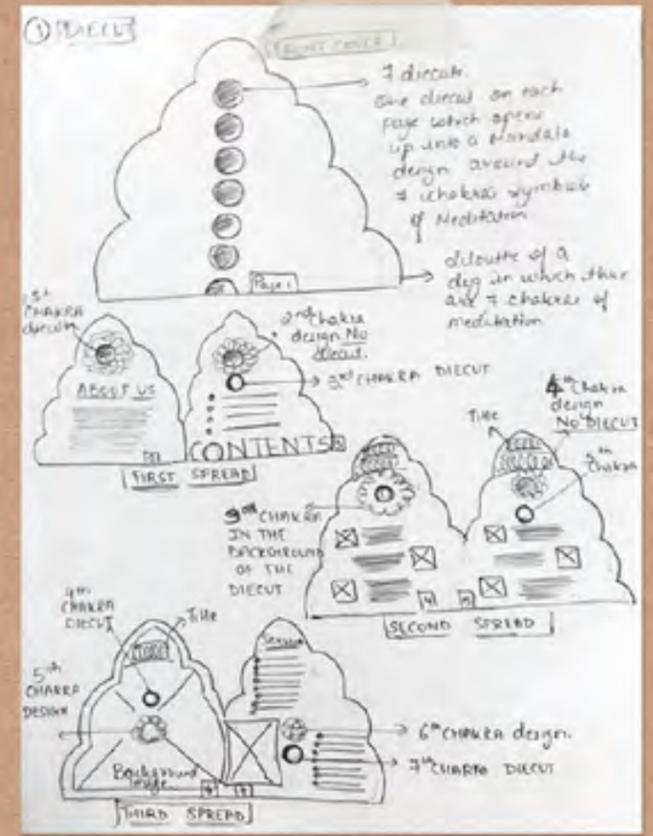


**Typface**  
**LEMONBIRD**  
 123456789

Champagne and Limousines  
 Champagne and Limousines  
 Champagne and Limousines

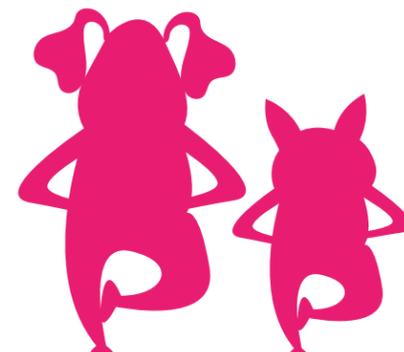
**Persona Hypothesis**

Name: Erin Jacob  
 Age: 34 years  
 Occupation: Entrepreneur  
 Lifestyle: Meditation, Yoga  
 Beliefs: Loves her dog and is very particular about a healthy routine. She is also very spiritual.



## Logo Development

From sketches to different explorations to the final simplified logo. Dog and Cat Silhouette doing yoga poses. Wordmark consists of the name "Om" and "Shanti" who were the first rescue dogs. "Where Spiritual Pals Meet" Concept for this pet store is yoga and promotes harmony within animals and just like their owners, they are also spiritual.



**OM & SHANTI**  
Pet Supply, Training and  
Spa Services.  
WHERE SPIRITUAL PALS MEET

[Click here to see the sketchbook](#)



## Edible Seeds and Bath Bomb Packaging

Three different seeds - pumpkin, flax and chia had been packaged along with three different aromatic bathbomb (rosewood, cubeba and avacado). The choice of packaging was done on the basis of the use of each product. Bold typography and color choices make the products stand out from the light background along with a diferent dog illustration on each one of them.





## Membership Cards

Three types of membership cards were designed using the same brand artwork and colors. The three types are for owners, for dogs and for both owners and dogs. Bold typography and distinct colors have been used to clearly indicate the type of card. Conceptual phrases like "Blissful Master" and "Holistic Clan" have been used to bring together the idea of yoga studio and pet store to life.

## Dog Treats

Three different treats - blueberry, cheese and carrot dog treats had been packaged with vertical illustrations on each jar to make the layout sensible. A cohesive color palette of greens and blues have been used to make this feel like one set. Patterns of respective flavors have been illustrated to complete the front look.



# UMAMI

## Tea Packaging

Umami means "fifth tasting bud". It also means "delicious" in Japanese. This is a Green Tea Matcha making set, which consists of two types of green tea, a bamboo matcha spoon, a whisk, a ceramic bowl, cup and saucer, along with a coaster.

Samurais used to drink this tea, before going to war to calm themselves down and to improve their ability to concentrate. To incorporate such a strong concept in tea was the biggest challenge. Hence, the phrase, "The strength of the Samurai". Most tea branding are done showing how calming and relaxing tea can be. This one shows how energetic, alert and strong minded one becomes after consuming the Umami matcha tea.

The branding colors are kept black and red to show the aggressive strength of the Samurais and red is also a symbol of Japan, where the drink originally comes from. The names of each product have been kept as different war equipments.





# ALL THE WAY TO THE END

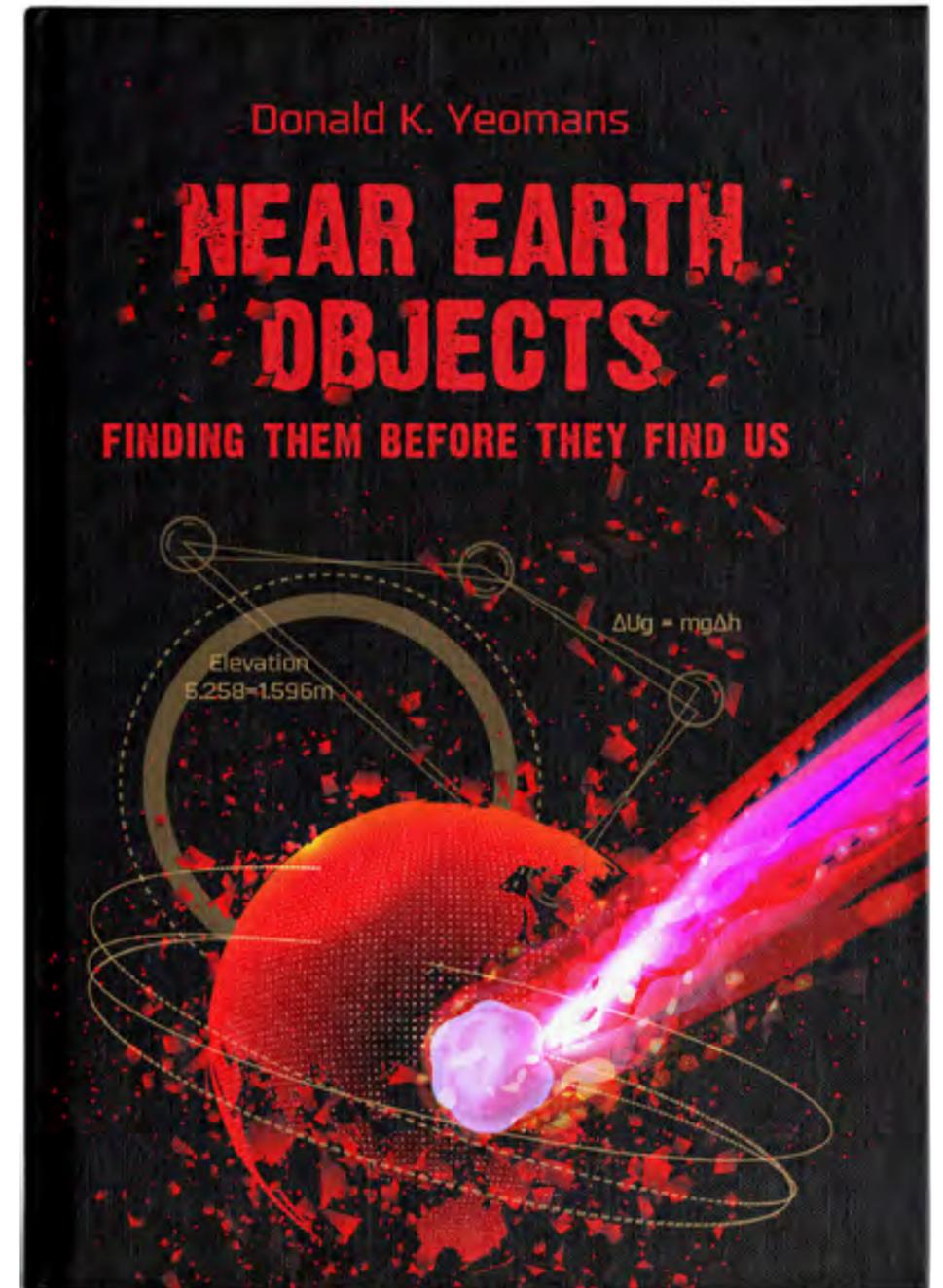
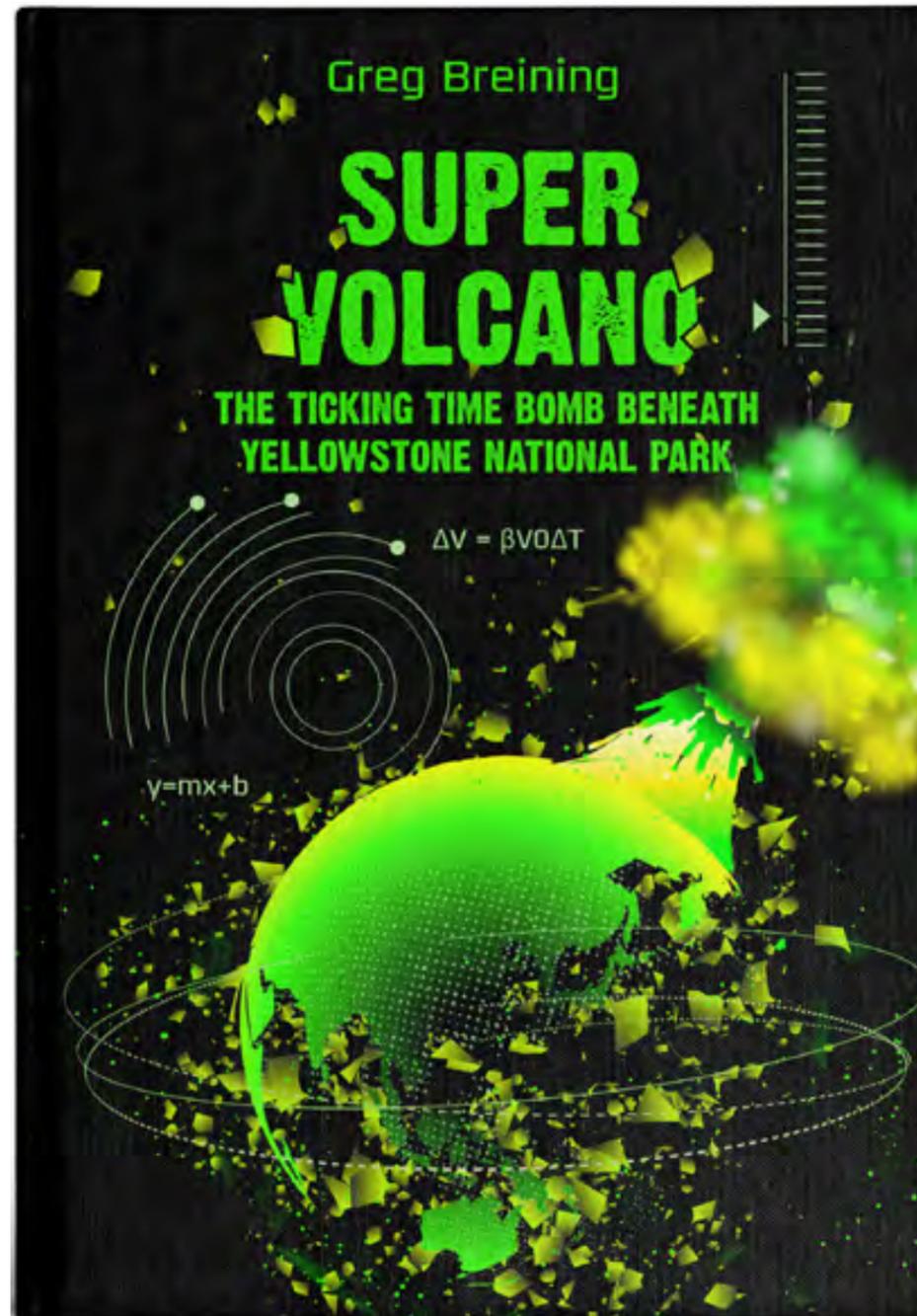
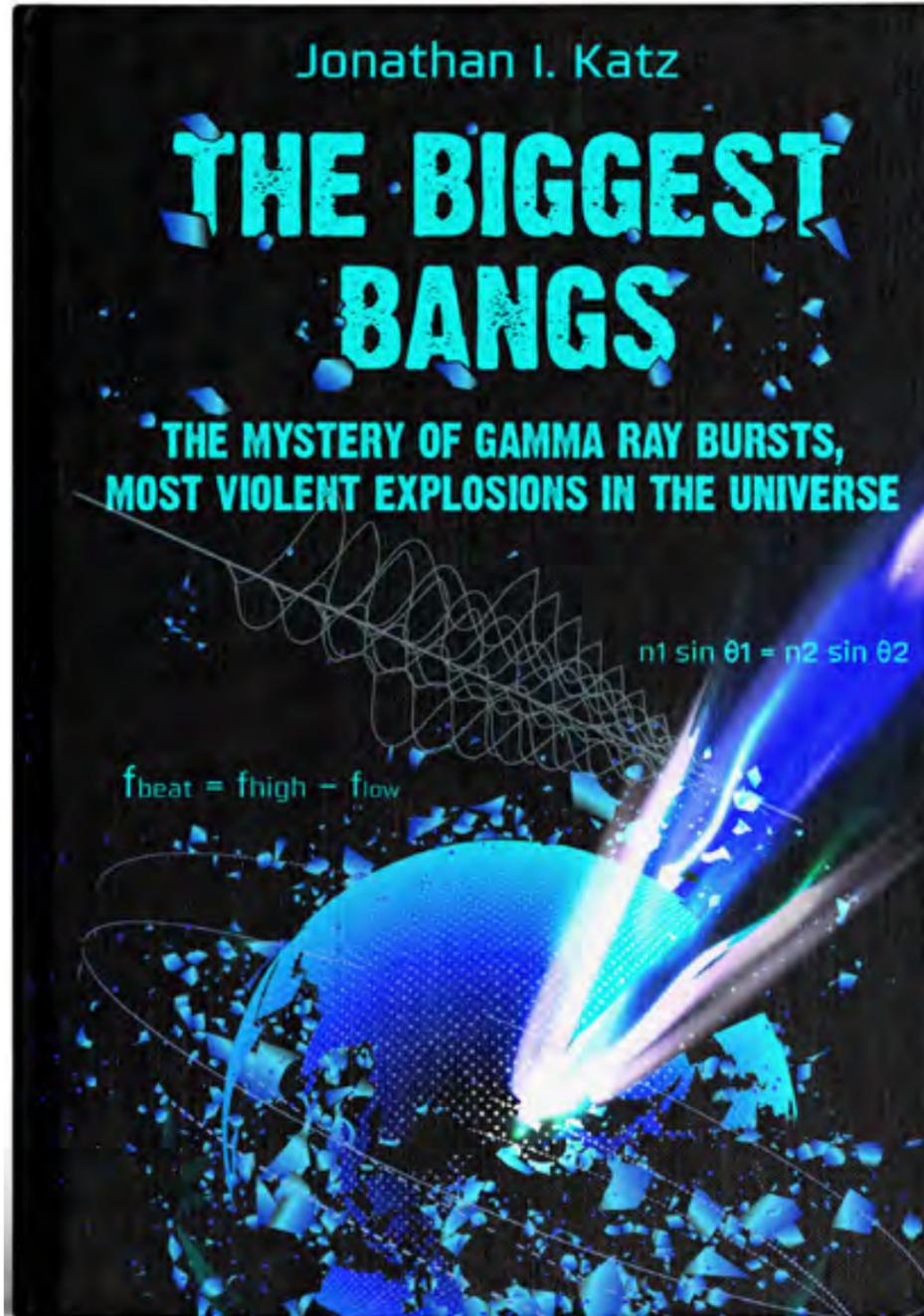
## Book Cover Design

This project includes hardcover jacket designs for three books which covers the topic of imminent disaster phenomenons. These theoretical natural occurrences are destructive meteor showers, volcano eruptions and explosive gamma rays. This series is packaged in a collectible to display the book set.

How do we beautifully illustrate the end of the world? Through brainstorming and research, the design concept was based on the theme 'calculations'. Even though humans have come up with great technology, nature still overpowers. There are so many calculative predictions; however, there still lies a major chance of a sudden ending.

The design solution consists of using mathematical drawings for the covers and a satellite-like look to the container. Flourescent colors on a black background along with the use of gradient textures have been used to show the exaggeration of the explosion.





# OUCH!

## Book Design

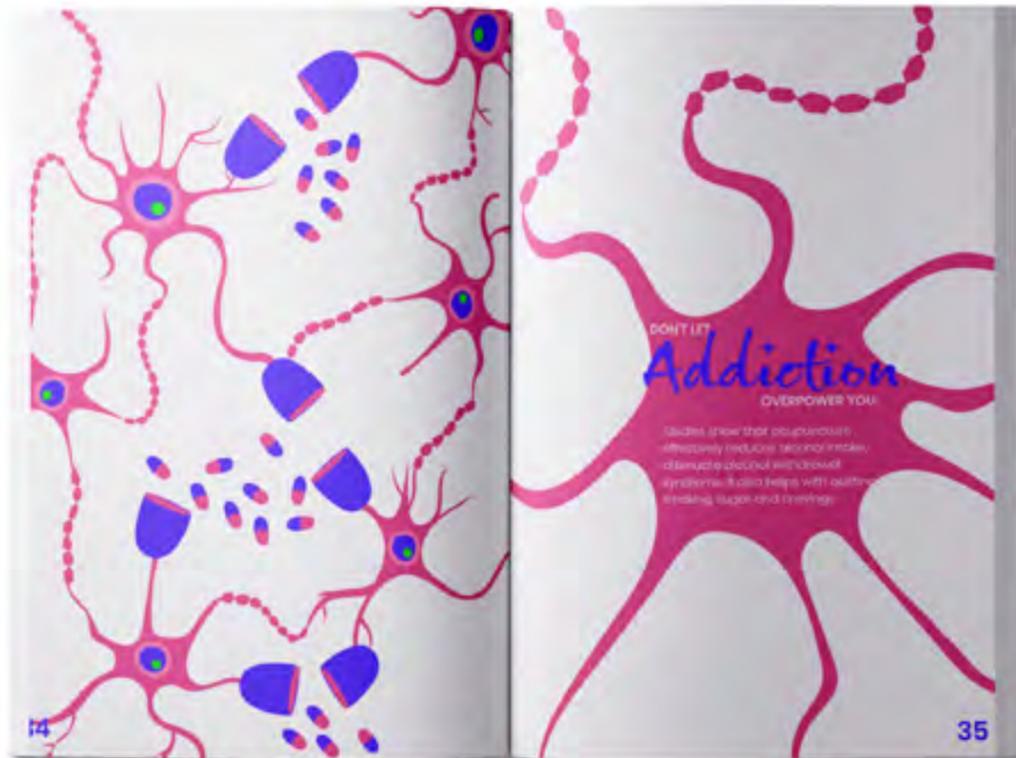
"Ouch!" is an illustrated book design about the power of reflexology to heal general health issues. This book was designed keeping in mind the youthfulness target audience of age range of 20's to 40's.

Reflexology is a traditional method of treatment, which a lot of the young generation people can easily follow by pressing a point on their body.

By making this book like a mini reflexology dictionary to help users quickly get an image of pressure points, on the go. Color palette and illustrations are kept in a simple yet attractive solid vector style using bold colors to get more people attracted towards the book. Each topic starts off with a creative illustration and description, which continues to the next few pages showing the pressure point names and diagrams. Tips and tricks on how to achieve the result to its fullest potential are also given.



[View Full Edition Here](#)





**CHASE AWAY**  
**Insomnia**

Many digestive symptoms and issues can be alleviated with Reflexology. Reflexology helps heal the body from the inside out. There is an amazing network of reflex points on the feet that can be linked to the various different areas of the digestive system.

Most people deal with insomnia at some point in their lives. If you're looking for a natural remedy to improve your sleep, try doing acupressure to minimize before going to bed. Just make sure to rule out any underlying cause of long-term insomnia.

**For women**  
Polycystic ovarian syndrome (PCOS) where a woman's sex hormones are out of balance can lead to endometriosis (causing menstrual pain), irregular periods, ovulation, stress related fertility issues and the anxiety around fertility.

**For Men**  
Cause of infertility in men can be due to low sperm count or decreased sperm mobility, prostate gland problems, low levels of testosterone (hypogonadism), stress related fertility issues or the anxiety around fertility.



**Liv Three**  
Located on the top of the foot, parallel to the ball of the foot, between the big toe and second toe.  
It has several benefits for the female reproductive system.



**LI Four**  
It is on the web of the hand in between the thumb and index finger.  
It is one of the most effective among face acupressure points for fertility.



**Kidney (K) 1**  
It is in the middle of the sole at the base of the ball and between the two pads.  
Known as 'Bubbling Springs', it helps with menopause problems, hot flashes, dysfunction.



**Kidney (K) 3**  
It is located between the inside of the anklebone and the Achilles' tendon, behind the ankle.  
Called the 'Bigger Sperm', it helps relieve sexual anxiety, semen loss, tiredness and libido problems.






**San Jiao 5 Point (SJ5)**  
Acupressure San Jiao 5 Point is situated on the dorsal side, three centimeters away from wrist creases.  
Apply steady pressure on this point with your thumb for one to two minutes several times a day. Do the same pressure on another hand.



**Union Valley**  
This point is located in the webbing between the index finger and the thumb.  
Stimulating this point improves overall intestinal function and helps relieve diarrhea, constipation and abdominal pain.



**HEALTHY**  
**Skin**  
**SKIN CARE**

Sometimes even the best products are not enough alone to cure skin problems. Many of us regularly receive body massages to relieve tension but don't think of the face in the same way. Pressure-point massage combines lymphatic drainage to eliminate toxins and relax facial tension.

By using the right pressure points you can regain the long lost texture and youthful skin. Acupressure improves the metabolism and the blood circulation in the skin. The cell that is produced in the epidermis is pushed out of the skin. This cell undergoes a process and is gradually pushed out of the outer skin. If the cycle of the cell is interrupted in between it will result in spots or dry skin. Thus, improved metabolism will help reduce the interruptions.

# CABABY

## App Design

Cababy is a cab service which provides childcare and rides for babies. This application helps busy parents find drivers to drop their little ones to school or swimming class or a group ride with other babies. The drivers are not just drivers, but also babysitters and can take care of the kids before, after and during the ride.

The biggest challenge in creating this app was the interlinking of the two interfaces : parents and the drivers. This project solves the limitations of traditional babysitting with entrusted technology.

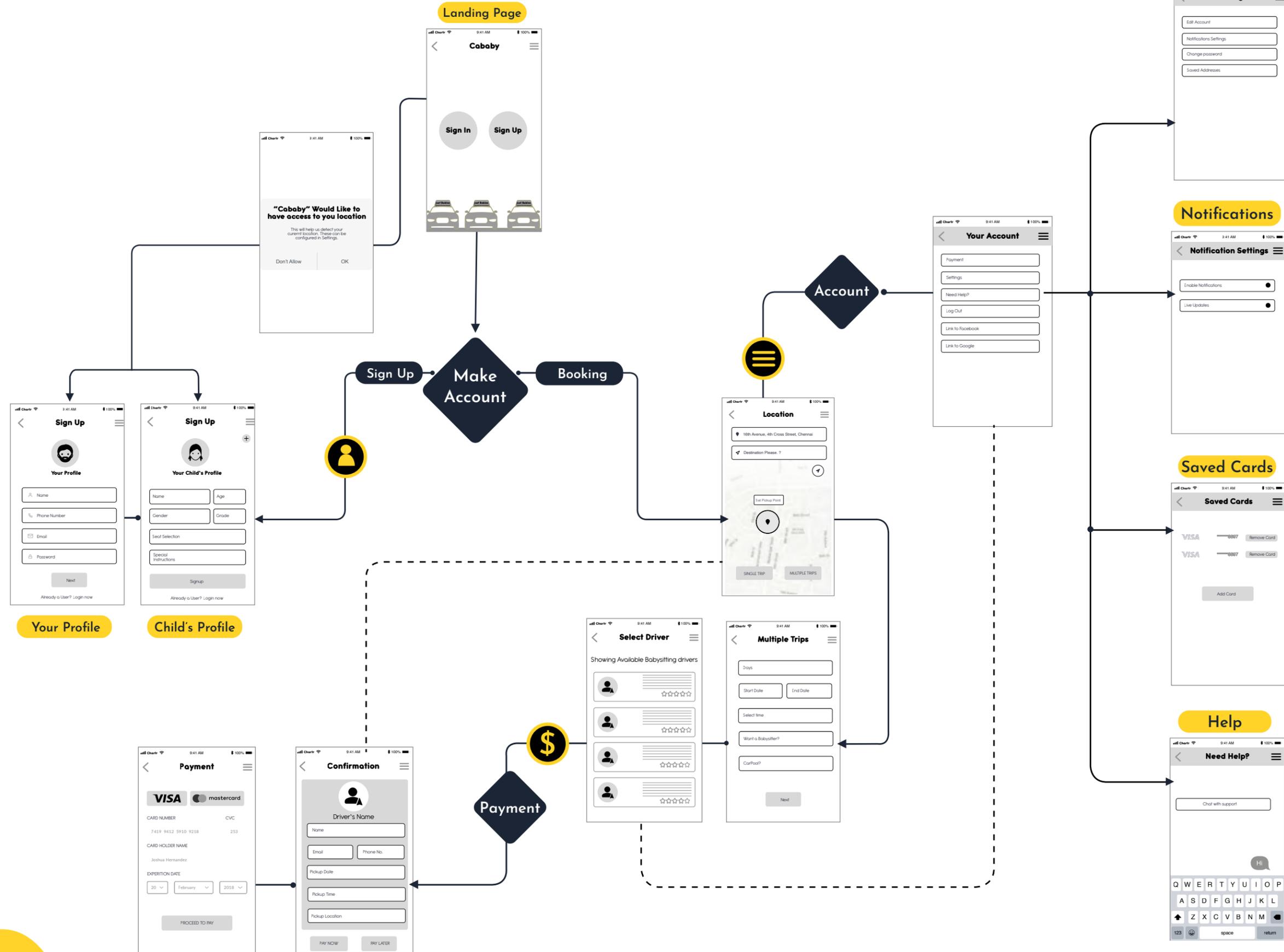
The app has two interfaces: one for the parents and the other for the drivers. All the drivers are comprehensively screen tested by a personal interview, driving records and finger printing. Parents can also keep track of the location of your baby with the app and also audio or video call them anytime. The user can also interview the driver before booking a ride!

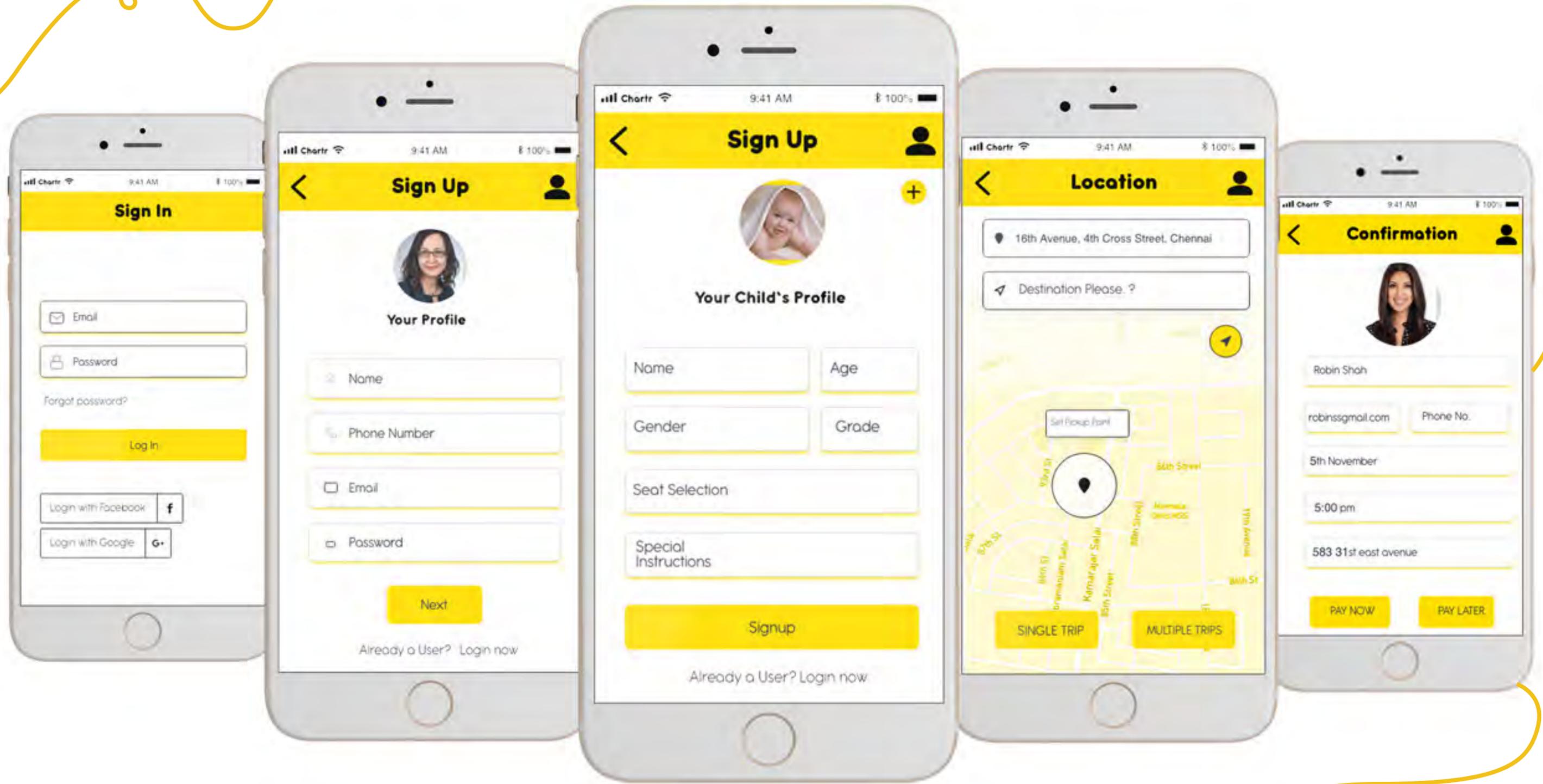


CAB + BABY = CABABY



# User Flow





[View Prototype Here](#)

# DREAMS

## Motion Graphics

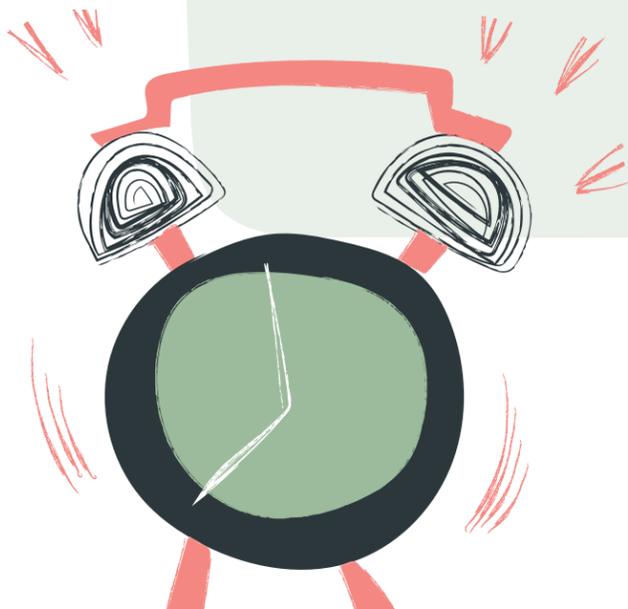
What are the most common dreams that we all have? The project started off as an interactive infographic with some animations and extended into a 2D Motion Video explaining the 9 most common dreams which occur to humans and their meaning behind it.

Part of the design challenge was to make the whole video in a creatively aesthetic manner yet covering all the information under a short time.

The original illustrations begin with light colors on a darker background to imitate nighttime. The video starts off with the information of the 5 stages of sleep and then goes on to the most common dreams. They are illustrated in a quirky manner to emphasize on the hilarious and strange side of the dreams. Each fact is to the point and is accompanied by a small animation to keep the user engaged.



[Watch Full Video Here](#)





### THE 9 MOST COMMON DREAMS

**1 BEING NAKED**  
Being naked in a public place suggests that you are struggling to find yourself or that you feel that you are being wrongly accused or exposed.

**2 TEETH FALLING OUT**  
Dreaming that you are losing your teeth can also relate to communication. When you are missing your teeth, you will find it more difficult to talk. Therefore, your dream might be highlighting some difficulty communicating with someone or expressing yourself in some way. It can also relate to a sense of powerlessness. As teeth are used to bite, tear and chew, you may be lacking confidence or react more passively in some situation.

**3 BEING CHASED**  
Running away from something or someone that is chasing you in your dream suggests that you are running away from something that is causing you fear or anxiety in waking life. Your action of running away suggests that is how you would respond to pressure and cope with stress or fears day-to-day. It is suggesting that you have a tendency to run away from

**4 UNUSED ROOM**  
If you learn of a new room in your dream it denotes new outlooks and abilities that you have realized about yourself. If the room is empty, it means

**5 LATE IN DREAM**  
Dreaming that you are late represents your worry and anxiety about taking a different direction in your waking life. You may not be 100% confident about making a change. It may also mean that you feel like you are running out of time to get something done. Your unconscious is telling you that it is never too late to do the things you want in life.

**6 FALLING**  
When falling in your dream and being overcome with fear, it signifies insecurity and anxiety about a situation. You may have failed at doing something in your waking life and the dream is letting out your feelings about not doing as well as you'd hoped. If it is in color, the dream suggests that you have very strong feelings for someone.

# HORIZON

## Brochure Design

This is a brochure design for uniquely luxurious beach side cottages with high end amenities which recognizes the importance of independence and personal choice and offer a variety of programs and services. This resort is located in Tofino and is created for people who love being outdoors, having fun and finding balance between body, mind and spirit. The targeted demographic is retired people.

The design challenge was to portray elder generation as young at heart without being negative in any way in order for the product to reach the perfect audience.

The layouts are peppered with photos showing singing, hopscotch, sailing paper boats, ice creams and sandcastles: these images evoke happy childhood memories. Using refreshing colors for illustrations done in a charming manner and coming up with imaginative copy which lures the buyers to become a kid once again.



[See Full Brochure Here](#)



## ABOUT THE MAKERS

**MILLENNIUM DEVELOPERS** has been making some major strides in bringing some of the best real estate developments to Vancouver. The aim is to bring together all the disparate elements and combine them to make a meaningful community. They have taken multiple steps to promote sustainability and security through their developments. From Timeless development by Millennium Corp focuses on sustainable development.

They are also the creators of Vancouver's District Energy System. In collaboration with some of the best architects around the world, Westbank Corp has taken development to the next level.

Millennium is active throughout Canada in building some of the best luxury residential areas, retail and office spaces, five-star hotels, and district energy systems.

They have also invested in public art and are involved in multiple public art commissions. Millennium Group has completed over \$1 billion worth of projects since its establishment in 1992. They are also one of the leading developers in North America.

Some of the best works are Oakridge, King Davison, First Light, The Kiva, Arctic, Horseshoe Bay and much more. Timeless Condominium development is certainly in great hands with the Millennium Group.

Over a story of blending years of experience in high profile international real estate development with the natural beauty of the West Coast and of our specific award-winning architecture.

There is home construction management expertise, lots of years of experience with complex construction systems and building techniques, and our extensive of experienced consultants, enables us to closely review the design, budget and building processes.

In this way they are able to develop the highest quality building in a cost efficient and timely manner.

And they draw on the depth and breadth of our international associates to keep us abreast of global happenings. We offer splendid developments, financial strength and a sense of vision. We seek and thrive on challenge.




**Leap over the COTTAGES**  
Specifications, floor plans, decor and furnishing explained.

**Hopscotch through the NEIGHBOURHOOD**  
What is it in the hood? Life, culture, shopping and other activities which you will have access to living in Timeless Cottages in Tofino.

**A peek into PROJECT TIMELESS**  
What is this project about? Details about the planning and expected completion.

**Jump around the AMENITIES**  
Explore all the resources and amenities available in the cottages while you live around Tofino.

**A look at your bouncy LIFESTYLE**  
Why are these beautiful beachside cottages perfect for you, perfect for the kids?

**Hope around the THE COASTAL PLAYGROUND**  
Keep your young child close by living in Tofino, among sandy beaches and muddy rainforest.

## IS THIS FOR YOU?

With its unique location, Timeless some of the best views of that part of Tofino, especially during nightfall; a beautiful view of the airport runway, architectural view of upscale houses off the Tofino motorway as well as some panoramic view of hills and greenery.

*Home in the sea*

This development provides enough space for your five passions on the road trip as well as private relaxation spots on the individual terraces.

For those who are seeking quiet, yet luxurious lifestyles, the Timeless outdoor space is appealing. Our top-notch, comparable swimming pool and well-manicured gardens on the ground floor, as well as the wellness facilities on the roof top will be sure each buyer.

Timeless has also incorporated the strategic use of space in its designs, with top-quality finishes to give it that "WOW FACTOR".



## PLACES TO HOP, SKIP AND JUMP AROUND



**Bus to Tofino ("Tofino Bus")**  
Bus service to and from Vancouver, Victoria, Nanaimo and Courtenay / Cowichan. Connects with Greyhound Bus service. Departs twice daily. Tofino Bus can transport your gear including surfboards and bikes. Reservations recommended.

**Ferry Departures from:**  
Vancouver (Duke Point Terminal)  
Victoria (Switz, near Richmond (Switzermen Terminal))  
Nanaimo (Downtown (Departure Bay Terminal))  
Nanaimo South (Duke Point Terminal)  
Victoria North, technically Sidney BC (Schwartz Bay Terminal)

**Efficient ways to get to Vancouver**  
Hired from Vancouver with BC Ferries. The best way depends on when, in Vancouver, you are closest to, and whether or not you wish to visit Victoria, BC, on your way to Tofino.

**Travelling direct to Tofino from the Vancouver Airport, Seattle or other places south**  
Take the **Yusaku Ferry** (south of Vancouver) to Duke Point (south of Nanaimo).  
Travelling direct to Tofino from downtown Vancouver.  
Take the **Horseshoe Bay Ferry** (south of west Vancouver) to Departure Bay (downtown Nanaimo).

**Never let the CHILD WITHIN FADE AWAY**



# CAPE BRETON

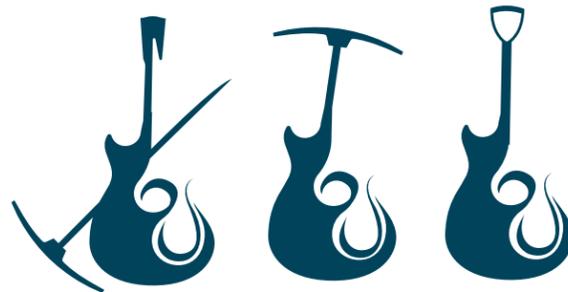
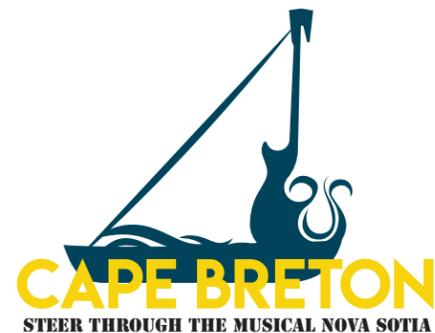
## City Branding

Known as the Canada's Musical Coast with clans of musicians and folk artists, Cape Breton is an island with a sea inside the island. The Sydney area is known for mining history and art. Ceilidh with music and dance is a famous tradition and the most famous music festival of Canada 'Celtic Colors Festival' happens here. A set of nine icons have been made, keeping in mind the concept of "Mining for experiences".

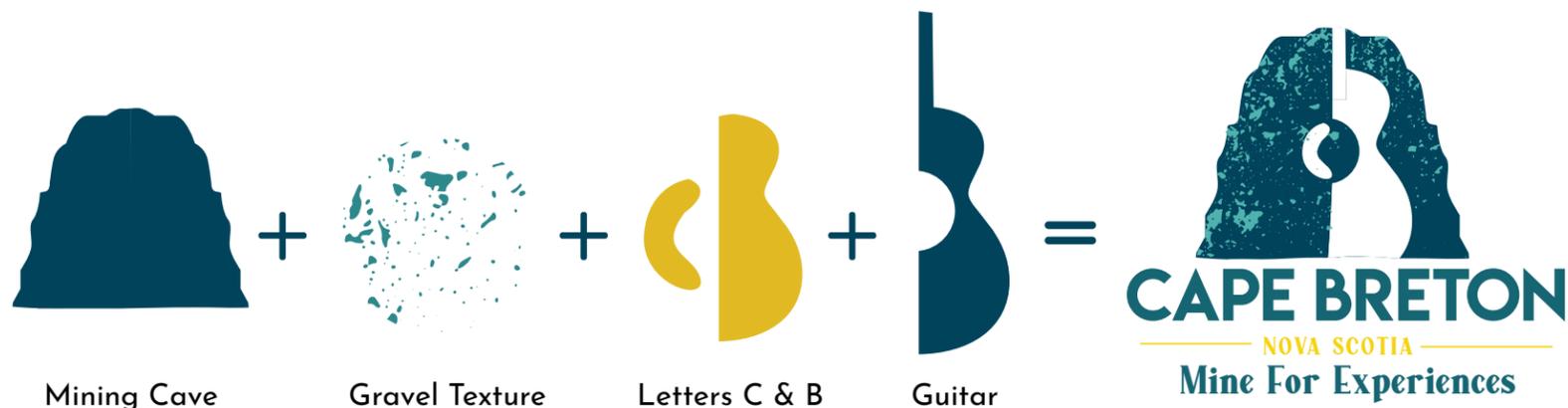
Incorporating mining and musical elements in the branding was a challenge faced. It was overcome by the use of a variety of symbols combined together. Negative space has played a large part in the logo coming together. Grungy, rocky texture indicates the mining. A simple color palette of three colors have been kept.



## Logo Development

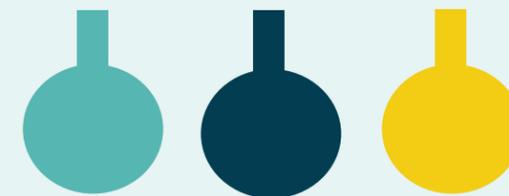


## Final Logo



## Color Palette

The following are the three colors used in the making of the logo and the icons for the entire city branding project. The color palette is kept to the minimum, of only three colors which blend perfectly well together with each other.



## Typeface

LEMONMILK LIGHT  
LEMONMILK LIGHT ITALIC  
LEMONMILK REGULAR  
LEMONMILK REGULAR ITALIC  
LEMONMILK BOLD

MADALI  
ABCDEFGHIJKLMNOP  
abcdefghijklmnopqrstuvwxy  
1234567890

## City Icons

Three elements stay the same across the entire series. They are the island, the circular strokes with a yellow dot. The symbol of the island quite literally means the Cape Breton Island. The strokes symbolize the path of the sun, which is the yellow dot. The last element which changes across the series are the icons for each location standing on the platform (island). The illustration style is completely vector, with a little bit of negative space in between each vector and some yellow strokes, keeping the empty space and width of strokes same in all of them so they look they are made in the same style.

