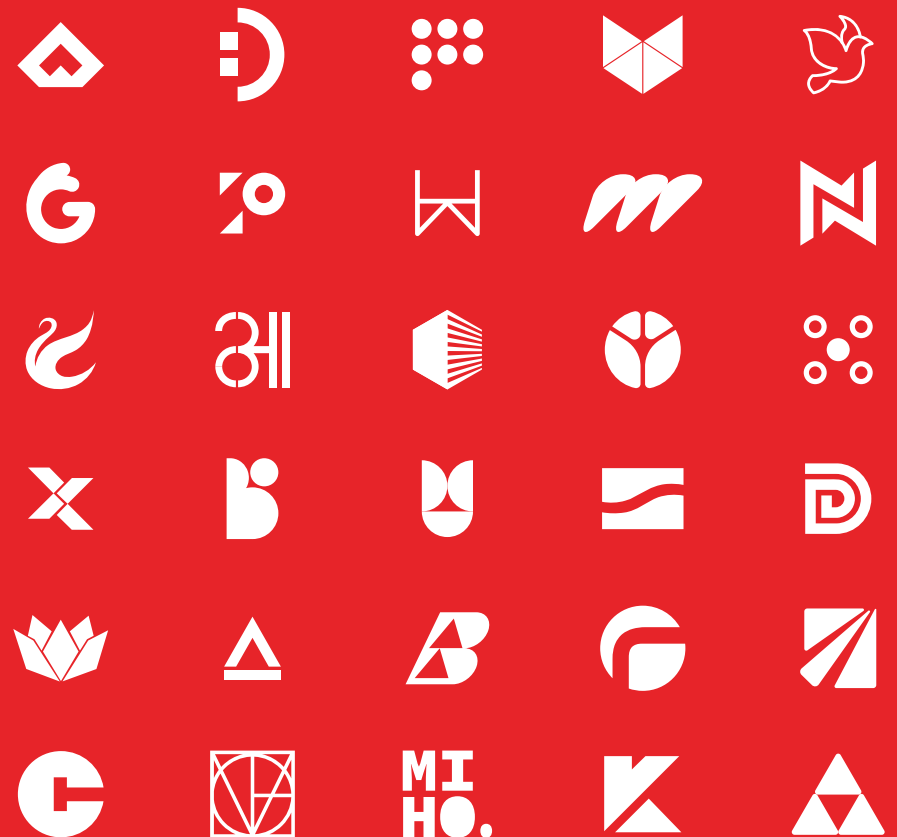


10+ years

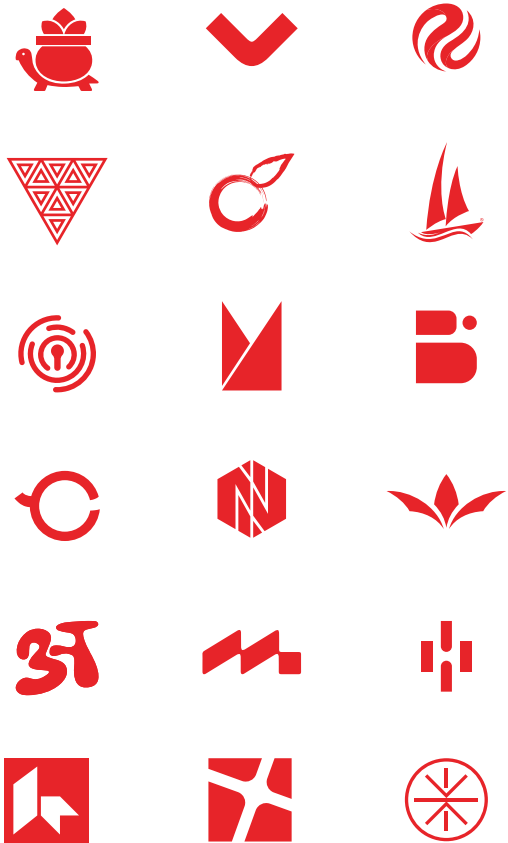
1000+ logos

branding



b-1, swayambhu, nr. azad society, lane opp. ama, ahmedabad - 15, gujarat, india
+91 79 2630 6174 | biz@threedotdesigns.com | www.threedotdesigns.com

this editorial book is designed by harsh vedani as his graduation project, 2022.



walking on the road of creativity

threedot designs is where innovation and visualization begins for everyone! we are an independent graphic and branding agency fulfilling clients' needs and requirements. three dot designs has the potential to imagine, create and implement with its core philosophy of listen, design and deliver. our attention goes towards the brand's essence and values, to understand them clearly and shoot up them with designs.

we believe to work beyond normal eyesight, by symbolising creativity and integrity with expertise. with an unparalleled excel in innovative thinking, three dot designs provides consistency of fresh thoughts and unequalled ideas.





**a brand is
a voice and
a product
is a
souvenir.**



transforming products to successful identity

branding is an integrated approach towards creating successful products. a brand is a name, design, element, symbol or any other feature which identifies a seller's service. a brand is an idea and image that builds identity through the combination of physical and emotional touch. the objective is to attract and retain loyal customers or stakeholders by delivering a product that is always aligned with what the brand promises.

our journey with a brand starts with giving a physical identity to the product. we suggest brand names, design logos, brand manuals, brand applications and so on. we study every aspect in detail to understand the product or service which helps us create brand applications artistically.

we create brand manuals to maintain the sanctity and give our best vision to the brand. our state-of-the-art brand manuals take the brands to the next level, and globally our team is expert in branding and re-branding solutions and they work on every front from logo to packaging design / website / brochures / marketing collaterals / environmental graphics / signage system / retail space design / social media marketing and more.

content



consultant	010
education	030
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healthcare	106
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lifestyle	142
media	172
ngo	184
realtor	194



listen
design
deliver



consultancy

a personality which is shined through the identity of the logo.
it should derive from the skillset of leadership.





together
we stand
tall



we can take the world
and they can't take us down
we'll fight until the end
and soar above it all
united we are strong
as one we cannot fall
and we will prove ourselves
together we stand tall



comma key

CMYK
C-000 / M-000 / Y-000 / K-100

RGB
R-045 / G-041 / B-038

PANTONE
PANTONE Black C
(Pantone Formula Guide Coated)

PANTONE Black U
(Pantone Formula Guide
Uncoated)

HEXADECIMAL / HTML
#2D2926



comma crimson red

CMYK
C-015 / M-100 / Y-090 / K-010

RGB
R-171 / G-035 / B-040

PANTONE
PANTONE 7621 C
(Pantone Formula Guide Coated)

PANTONE 3546 U
(Pantone Formula Guide
Uncoated)

HEXADECIMAL / HTML
#AB2328



the word
nirvana
means
eternal
calm,
which
the
company
promises
to give
their
clients.

the logo represents
buddhism mudra
(nirvana) and growth in
the alphabet n.

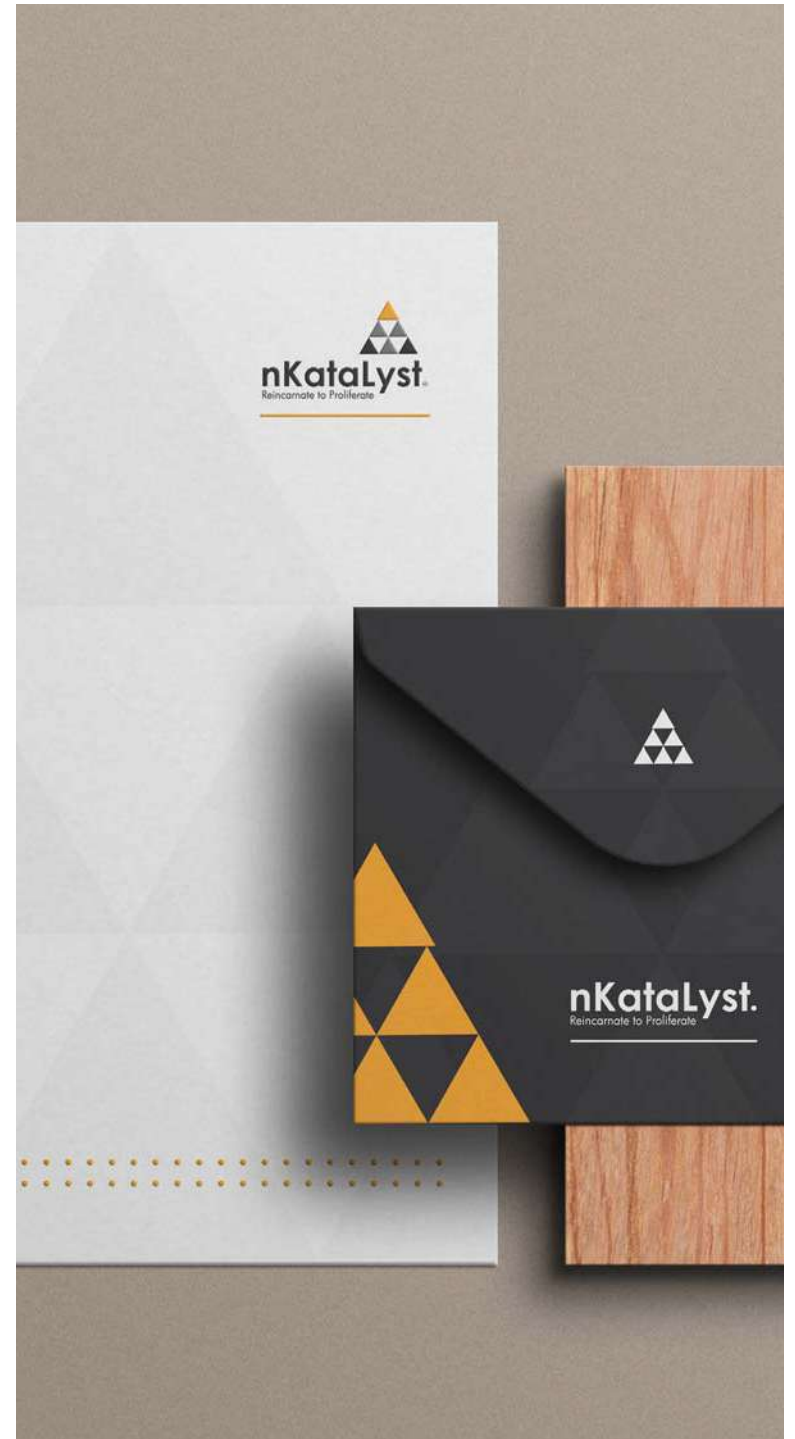


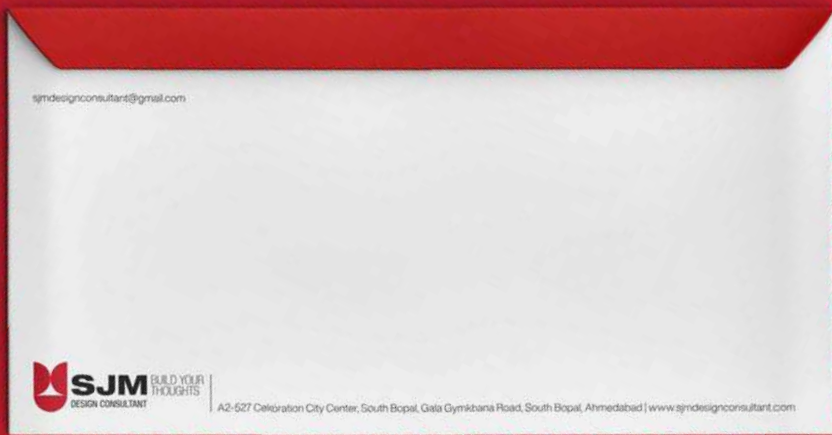


BRAND
ECHO[®]









SJM is a design consultant for interior, events and architecture. the logo has a unique shape that symbolizes the initials of SJM.



connecting every dot to understand the brand first and creating the logo design.



logo designed for urvya security & surveillance firm. the logo represents the shape of key lock which symbolizes security and trust.



 elitevivaah.com
personalised matrimonial services



a
aurum

MANAN
MANKAD

THE BRIGADE
ready for war

REALMARK
ENTERPRISE

TQCI
Cognos

99studio
Planners | Architects | Interiors

id

money . manage

d-mars
the red rulers

h₂

THE
URBAN
LAB

purplehue
printhub pvt. ltd.



education

developing a clear brand story for the education industry is the consistent key to every message. maintaining a clear message through our designing is what we focus on.



the logo is designed in the form of a human brain structure with 4 different colours. yellow is the colour of optimism and hope, brown is the colour of reliability and security, red is the colour of warmth and passion and violet represents spirituality and being brave.



by manisha kabrawala

bvg - brain venture greycell by manisha kabrawala. the name itself describes the brain's neuronal cell bodies. greycell is all about memory, emotions, muscle control, speech and decision-making of the human brain.

Brain
Venture
Greycell





EUROPEAN YOUTH
DANCE PROJECT™



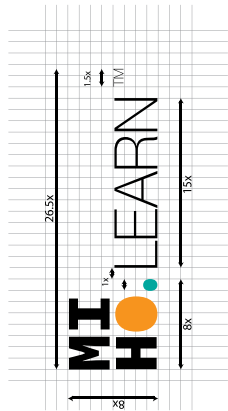
JG UNIVERSITY
excellence by design



**excellence
by design**



a brand is a voice and a product is a token. logo, branding and stationery designed for miho learn. miho learn is a white-labeled solution for professionals to start their digital product business.



Typography

Primary

Source Code Variable (Black)

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
@ # \$ % & * ! + = ?

Secondary

Helvetica CE 35 Thin

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
@ # \$ % & * ! + = ?







SCHOOL OF BUSINESS
Approved by AICTE, Govt of India





engineering

creating an engineering brand shows the world what the organization stands for and gives it an identity. crafting logos for valves, tubes, elevators, acp panels, plastic industry and pipes to make this industry grow faster with a flawless identity.



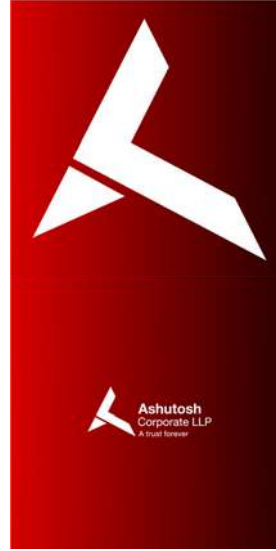
accent

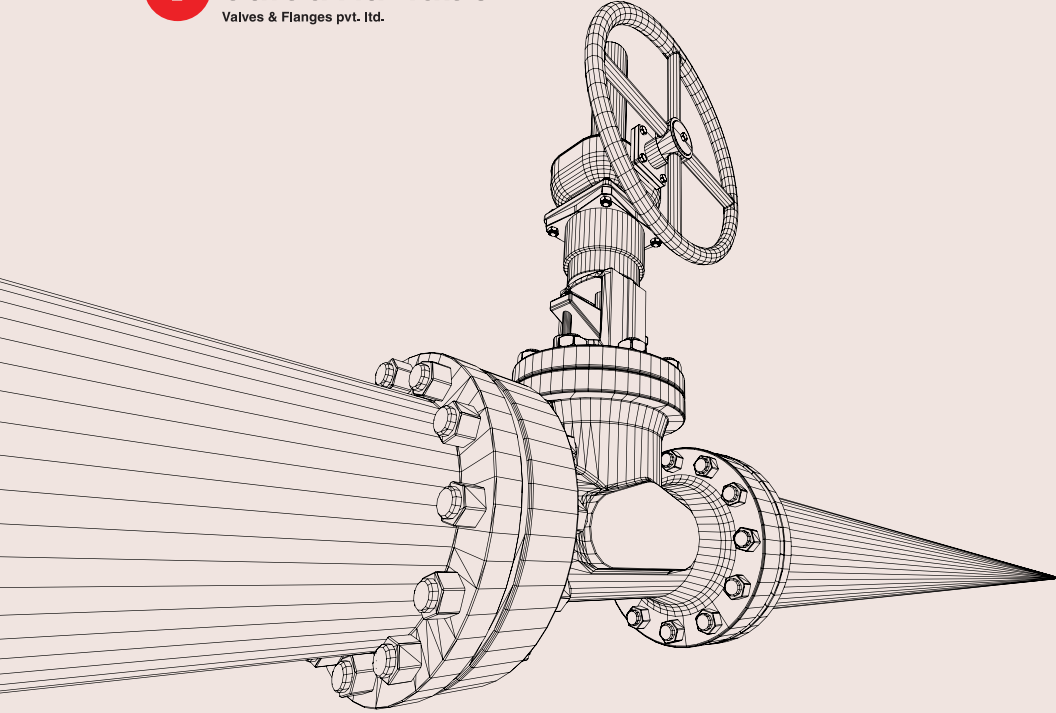
serving excellence





Ashutosh
Corporate LLP

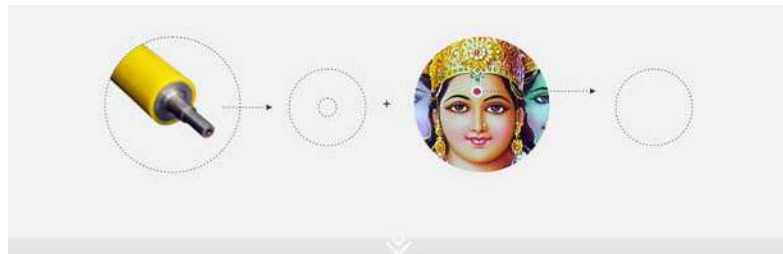
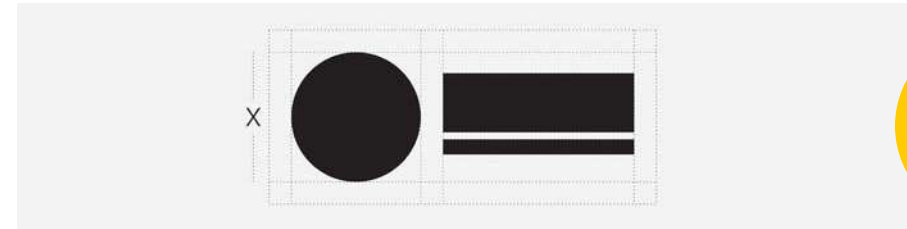




logo design for calcutta tubes, an industry of valve, distributing water, nuclear power and downstream oil and gas valves. the logo represents the alphabet 'c' hooked with the alphabet 't', along with a structure of valve which is the company's core business.











m letter + Flow + up direction(growth)

the logo structure symbolizes the pillar of strength and power. the alphabet 'm' in orange color represents the brand's growth and vigorous future with the arrow facing above. the letter 'm' also signifies the shape of the control flow in a zigzag pattern that represents the company's endurance. the colour orange depicts excitement, enthusiasm, warmth, and energetic colour.





re-branding for orbis
elevators | escalators.
orbis is the name
everyone identifies with,
the dots describes the
growth, trust, value and
support. empowering
next level !





a dynamic and bold logo design for the brand orit.

the brand is developed with an eye focused wordmark in bold typography that reveals the strength of the brand's identity.



**sai pushpa is one of the
leading brands in the
engineering industry
started in 1992.
we manufacture
machine spare parts.**





radiant tubes, the conceptual logo with initial **r**, and the supply of tubes and steel pipes



the weaving of the logo is an elegant merge of symbols emblematic to the brand here.



significantly, it depicts the trade of plastic testing equipment manufacture. enhancing the meaning, the circle as a symbol signifies stability and endurance. while the hexagon has its importance as a central point at which matter and consciousness converge and intersect. also, the top-angle view images the logo as bolt-in machinery.



packed with
everything
you need...



vollig
Engineering it right!



food & beverages

developing a clear brand story for the education industry is the consistent key to every message. maintaining a clear message through our designing is what we focus on.



AHA!TM

AHA!

AHA!

the
bayTM
co.

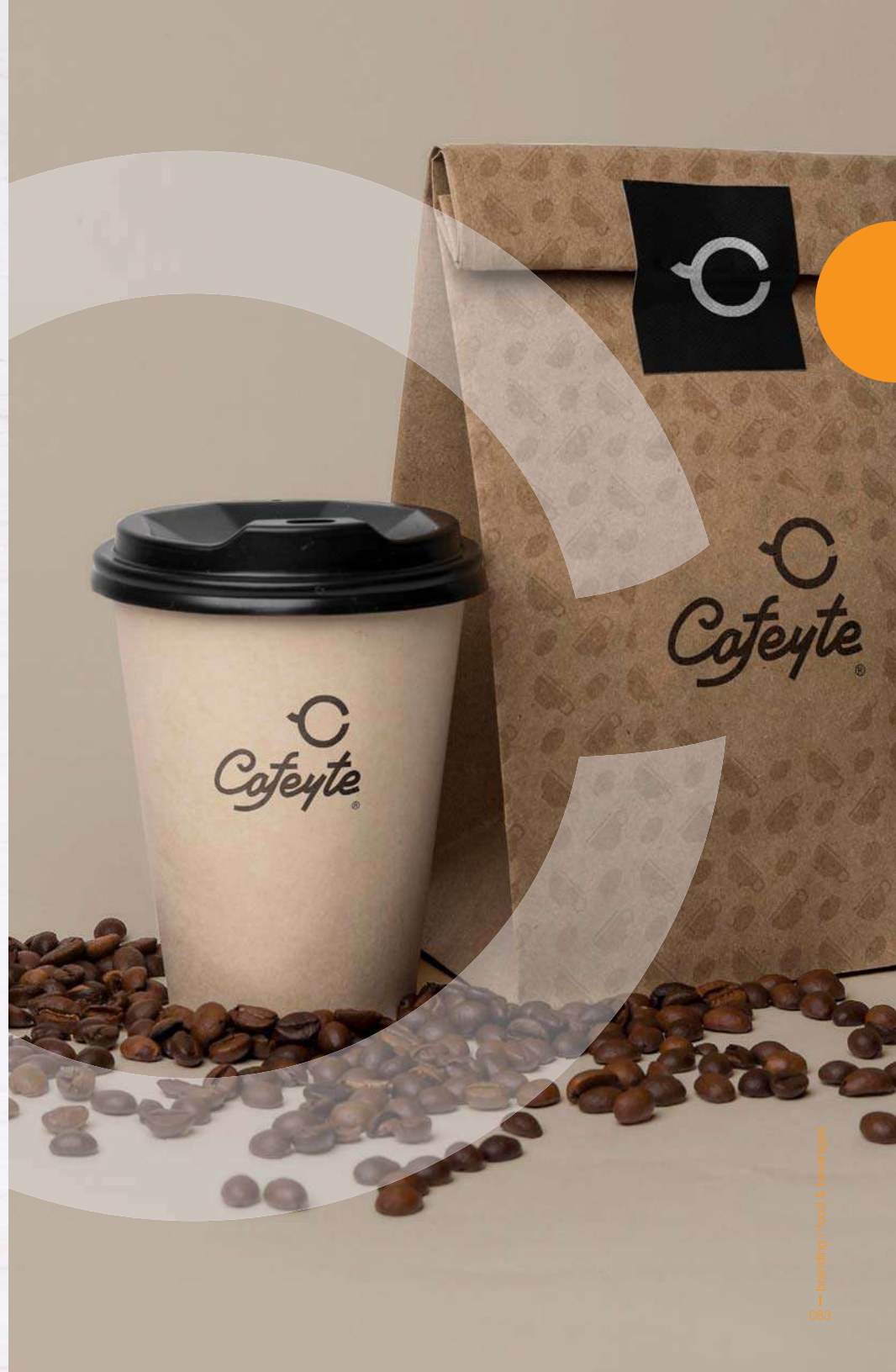
mild
is the
new
wild

AHA!TM



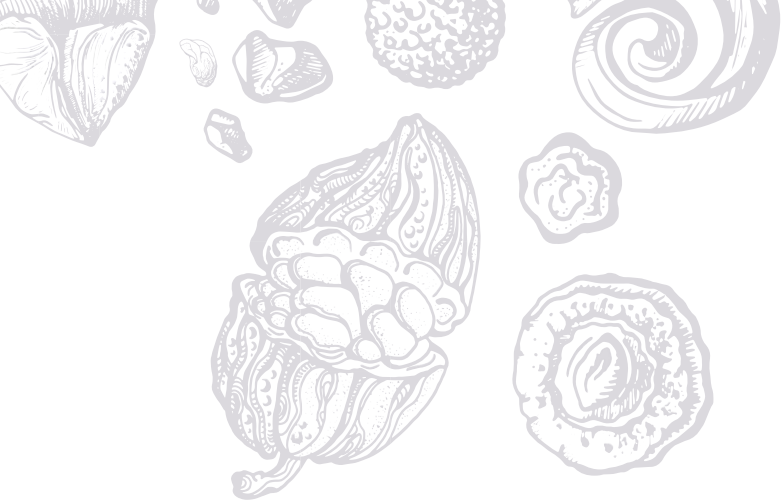



Cafeyte®



Faupito®





Fillers

Filled with happiness

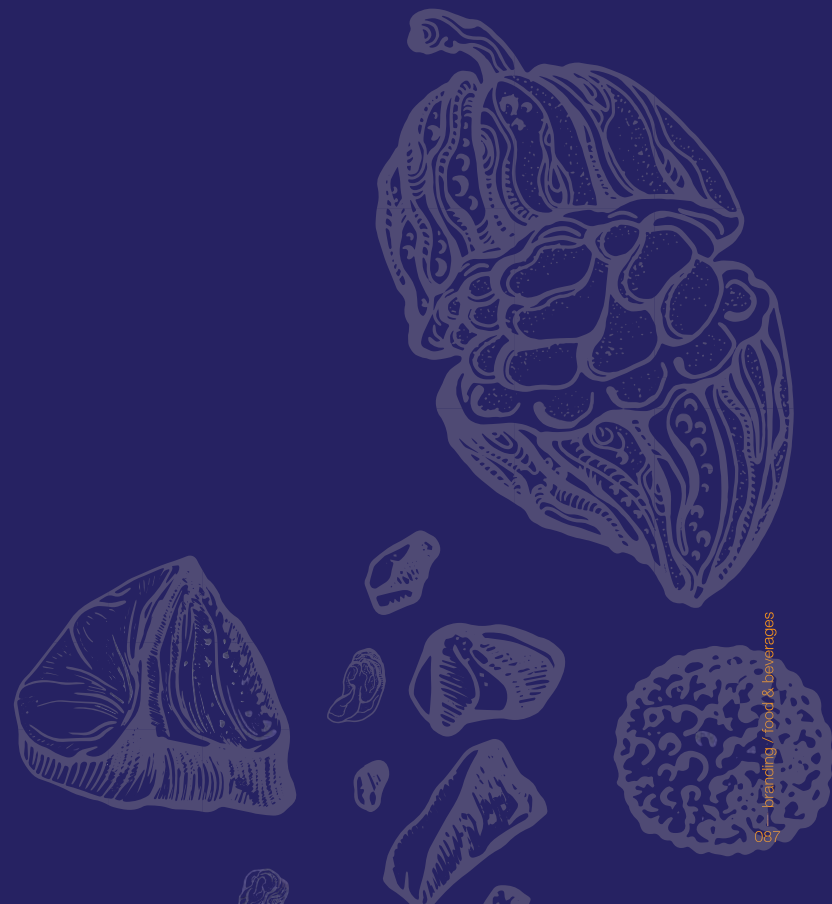
the fillers!

this **brand** is result of a lot of affection and dedication deposited in each sweets and chocolates.

from chocolates to any sweets prepare them menu to savor with the eyes. they are delocately built.

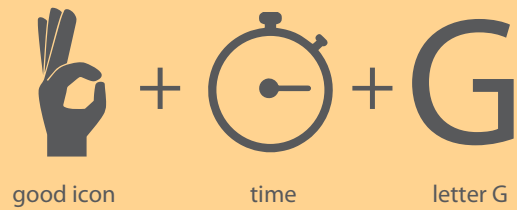
**the brand
raised to
express
all this
sweetness!**

**these all are
healthy food
for soul.**



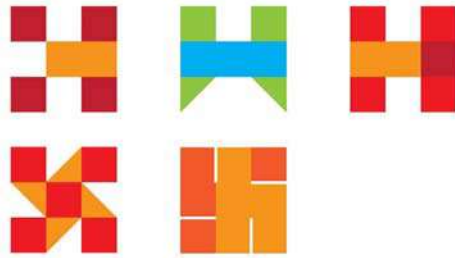
your flavourful companion, a brand of spice.

the royal feel is added to the design that uplifts the brand with quality, trusts healthy eating and of course the taste!

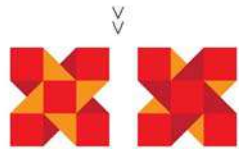




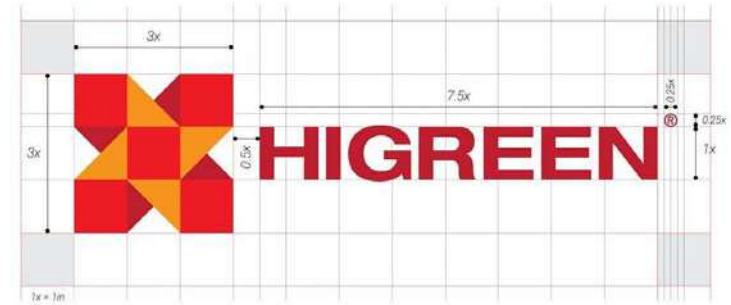
rebranding



exploration



concept



logo construction
and clear space




application
on background



naturally fresh!



little monkey
bakery
handmade with love 



little monkey
bakery



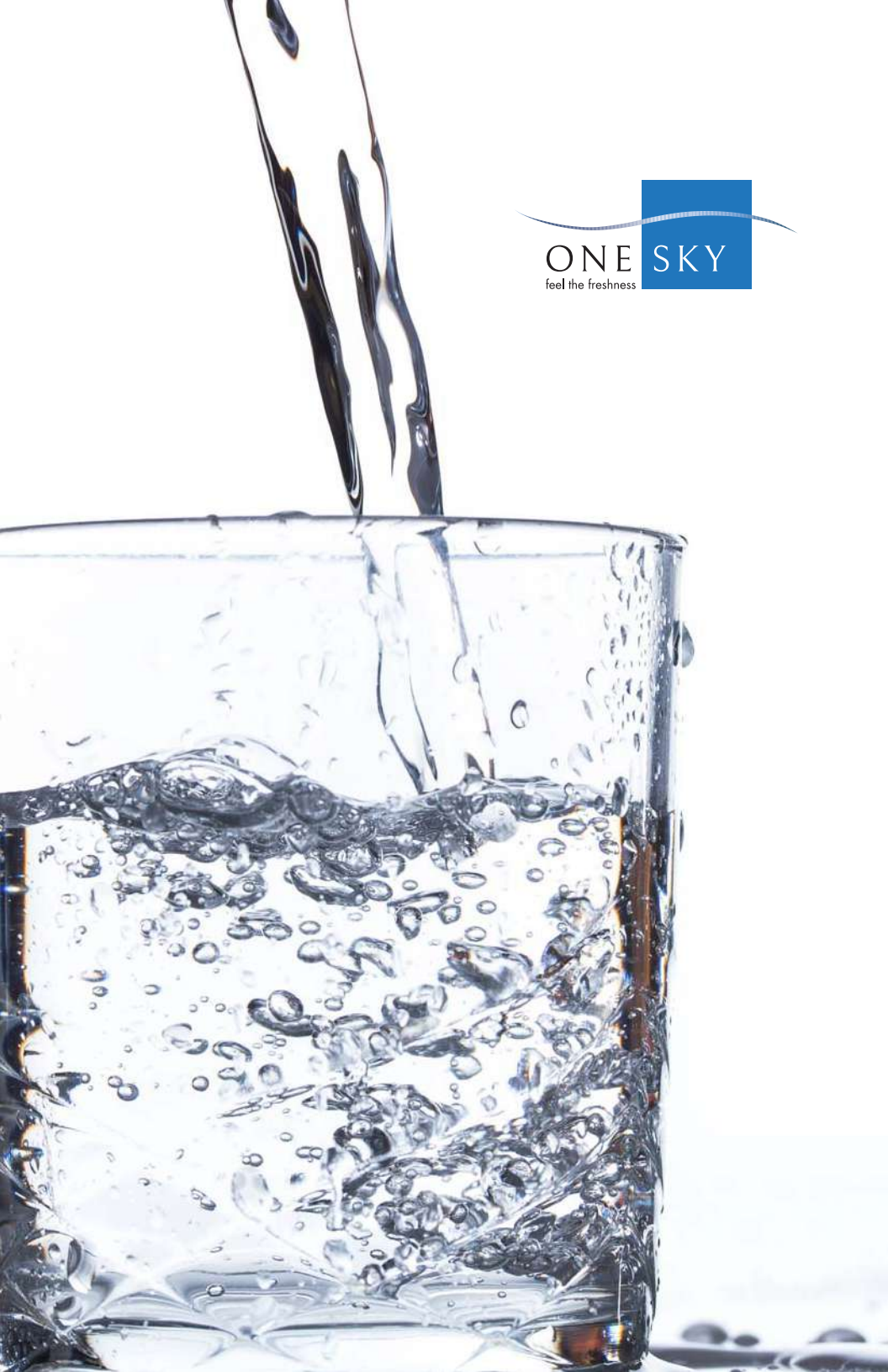
insanely delicious !

SENTA'S

ESTD FOODS 1996

fuel your healthy lifestyle today with senta's foods! from branding to packaging design, it was a journey full of tasteful ideas. in the growing trend, we strive to bring in the concept line, identity, colours and symbols. this will bring a different and striking experience!





a typeface with
quirkiness
keeps it
attractive for any
age group.



ॐ
ãpas

when the intensity
of the brand name
has more weightage,
the logo demands a
minimalistic identity.
here, the sanskrit word
for a packaged water
bottle, alkaline water,
apas outlines the initial
in hindi 'ॐ'.

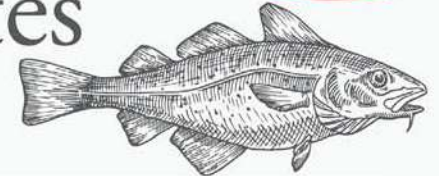



redberry





pearly's
delites



AUTHENTIC FISH SUPPLIERS

Lorem ipsum dolor sit amet, consectetur elit. Cum sociis natoque penatibus et magnis dis parturient montes, nascetur ridiculus mus.

100% NATURAL PRODUCT
BEST BEFORE: 05JUN.2019

NET WT
.55 LB



healthcare

healthcare branding is a process of shaping how a healthcare organization ? the visual presentation will be crafted to show a positive experience, catering to the needs of the health industry from designing nutraceuticals, pharmaceuticals, hospitals, ayurveda and herbal products.





ARRAYĀH
ayurveda

ARRAYĀH
cosmetic

ARRAYĀH
nutraceutical

ARRAYĀH
pharmaceutical



LUMI™
ORB Enter
prise

LUMI™
ORB life
sciences





Lorem ipsum

Lorem ipsum dolor sit amet,
consectetur adipiscing elit,
sed diam nonummy nibh

Aykôn

Aykôn

Aykôn
BIOSCIENCES





Dr.Vasishth's
AyuRemedies

Remedies for Real Health





ezy nectar is suvarnaprashan for children that can be given to anyone aged 0 to 16 years. suvarnaprashan contains gold as the main ingredient. it is made through a special process because gold cannot be consumed in its metallic form. gold is known to boost immunity as well as enhance memory.



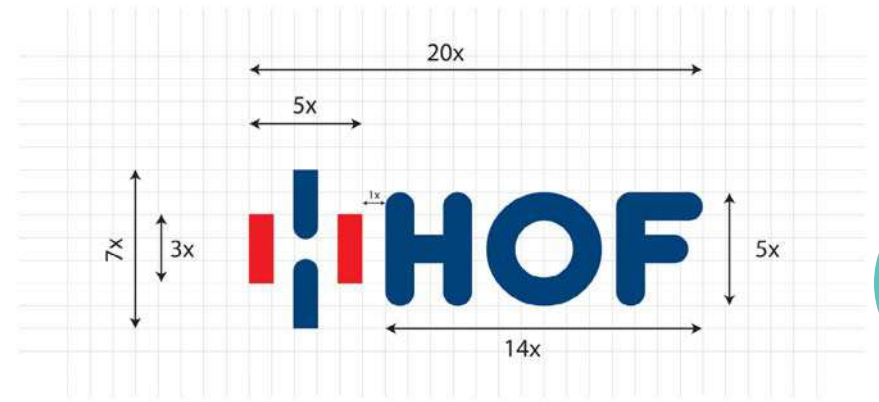
the tortoise defines safety and balance as their life is immortal.

the kalash is described as a form of purity and a method of the substance comes out.

the logo is inspired by the story of sagar manthan's story which talks about devas who were once cursed by the sage named durvasa, such that they lost all their strength.



the asuras then win them in battle and take control of the universe. the devas go to lord vishnu for help, who advises that only the nectar, which resides at the bottom of the celestial ocean of milk can make them strong again, and they would become immortal.



● color palettes

cmkyk : 0, 100, 100, 0
rgb : 238, 28, 36



cmkyk : 100, 60, 0, 40
rgb : 0, 66, 122



cmkyk : 60, 0, 25, 0
rgb : 87, 197, 200



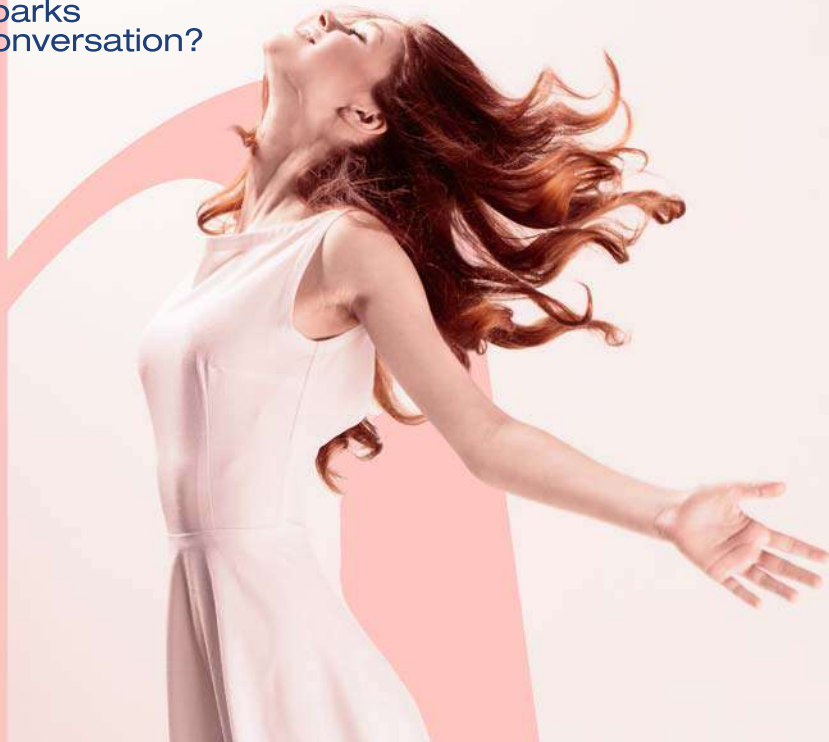
cmkyk : 0, 30, 52, 0
rgb : 252, 188, 131



confidence



how about we turn unusual sanitary pad brand into one that is inspiring, confident and sparks conversation?



the sanitary pads are made from **bamboo** infused with charcoal, its unique message that makes inspiring, confident and a part of everyday conversation. also, with that, the company honestpad promotes the incinerator for the disposal of used pads.

honestpād



the primary goal for this project was to create a brand that promotes earth-friendly sanitary pads & its disposal.

we've crafted a purely typographic approach, with applications and materials operating without unnecessary noise. the goal, is the necessary prestige & imprint of specialisation to come through each individual element of this identity.



NISARG



NISARG TREATS, NATURE HEALS



SEARCHING NATURE, SERVING HEALTH





information technology

a solid foundation of research is a must to understand how it firms work. required planning of mission, vision, and goals will give the identity to the brand.







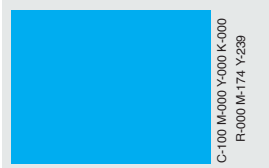
an arrow

emphasizes your company's goal to move forward, achieve new heights, and keep up with innovations.



emanating solutions,

a brand that serves three pillars of engineering division hydraulic, pneumatic & automation industries.







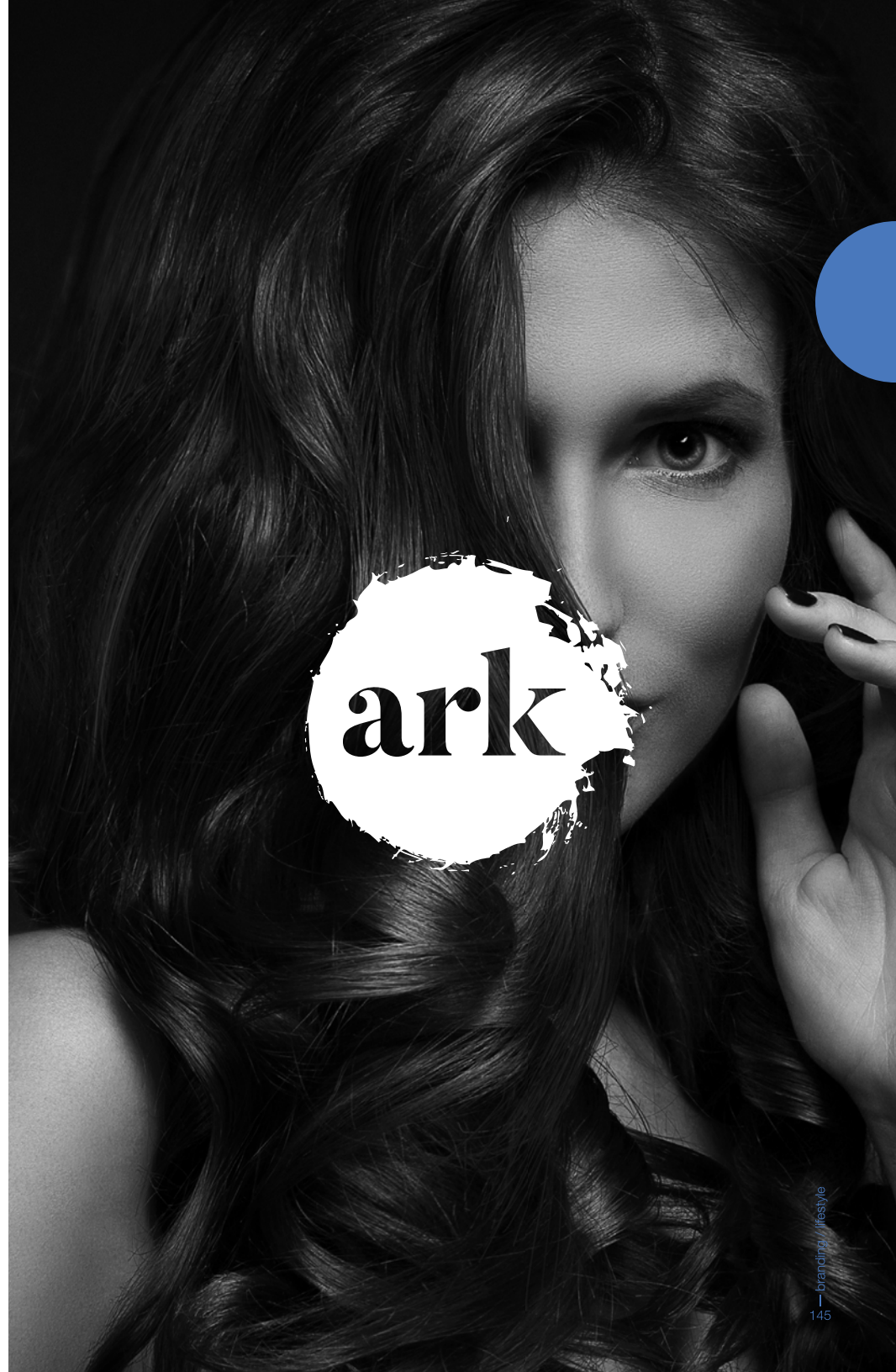
lifestyle

branding for lifestyle includes the value, aspirations, interests, attitudes, or opinions in our day to day life. introducing branding for cosmetics, fashion, jewellery, textile, ceramic and décor.





ARA
by Shanaya



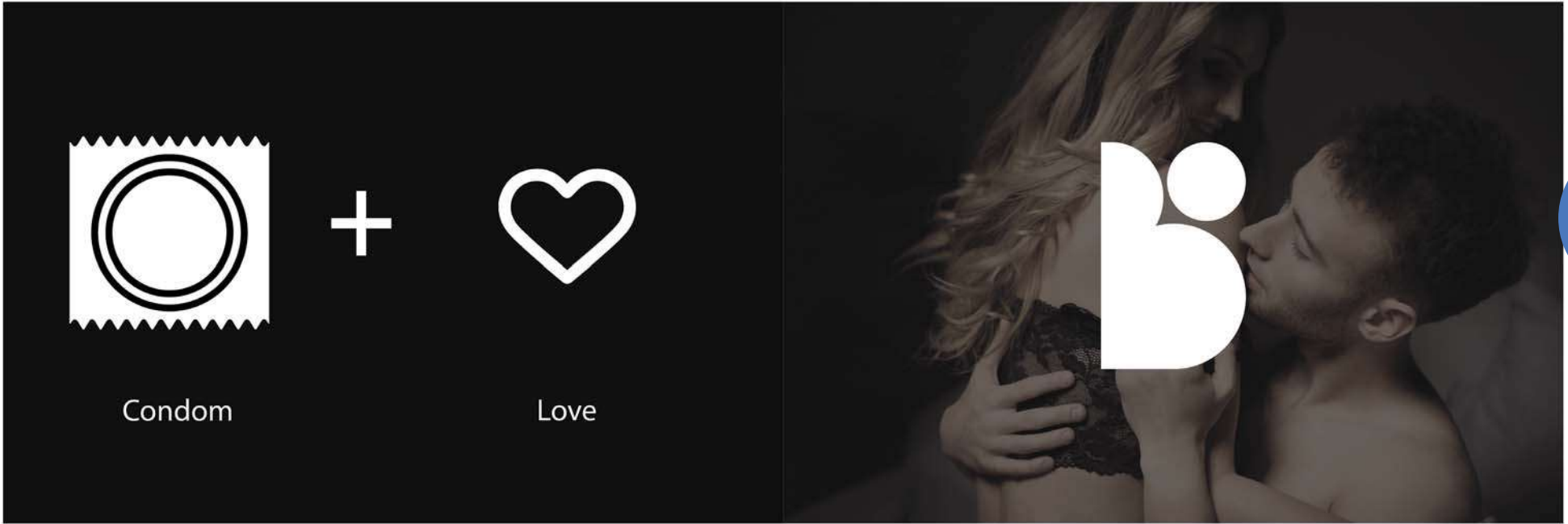


skincare



LET'S
PLAY





CREAM SKIN — CARE ART



a brand
that defines
natural beauty!

IGNOTY™
unleash the grace



ignoty is here to enhance the essence of your glow! ignite the beauty within with ignoty - unisex beauty products.

for
himn
her

for
himn
her



DHYAANI
INC



**BON
ATTIRE**
good attracts

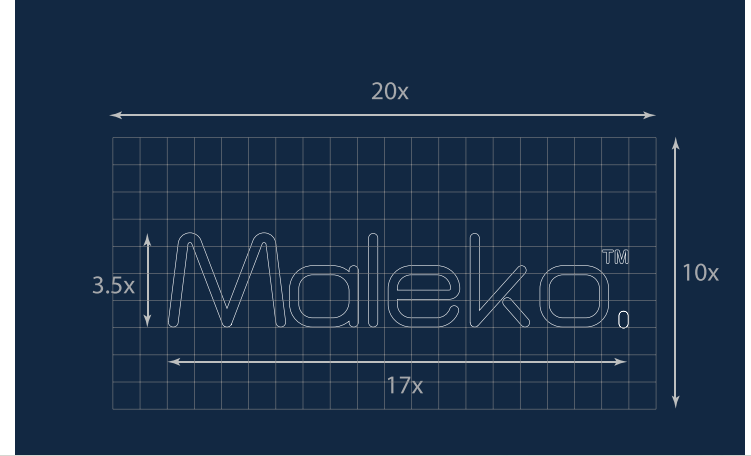
smartika







Maleko.



Color Palette

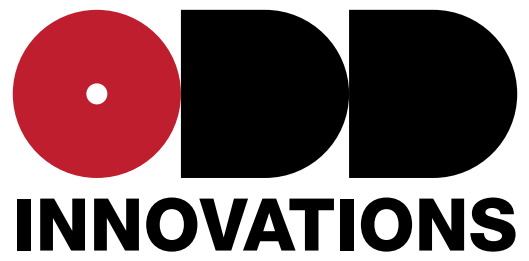
an exclusive range of premium perfume brands for him & her is 'maleko'. the word maleko is creativity derived from male (ma) + female (le) + cosmetic (ko).



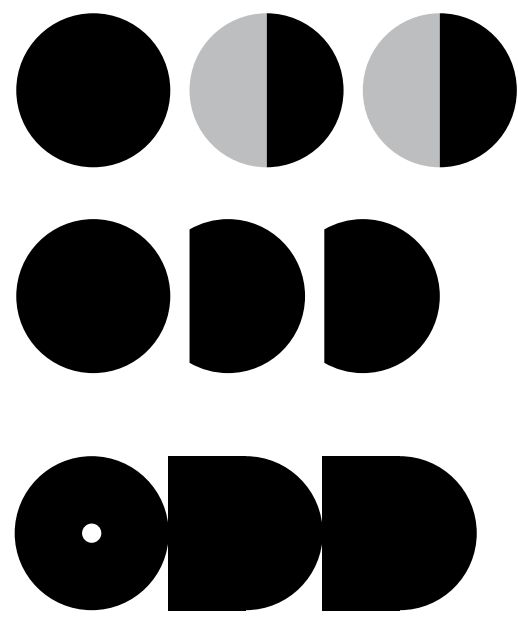


branding designed for 'odd innovations private limited', a brand that is the mother of inventions. inventions makes human life easy, sustainable, healthier, and more productive. odd innovations is a platform of building products that can help in day to day life!

We
innovate



- logo symbol
- full logo symbol
- full legal name **OINK PRIVATE LIMITED**



IS NEW
KOOL





the handmade soap bars are gentle to skin, made with natural ingredients. started by homemaker mrs jigna shah, the brand is already a hit with the masses. the colors used in the logo are green and gold which means natural and tending yourself majestically.



**santva as
the name
stands
for means
'being mild'.**



soham dave





sutarangi

REMEMBERING THE ROOTS

to design a collection of contemporary women's clothing, taking the indian tradition and culture as inspiration and keeping the indian silhouettes in mind. the core architecture of the new logo is inspired by waves representing the fluidic motion of the fabrics.

the typographic foundation of the new wordmark lies in serif typeface that is known for being crude in its form with a lot of visual character.

the half of the swash in the alphabet 'g' is inspired by indic devanagari script and adds both, indic culture and spiritual touch.



GOVIND'S GROVE
unique, magnificent, handcrafted



flozō
love yourself... more



saphish



SPENMART



Rg
Rose glow
Makeup artist

By Nilima Mehta
nitrk

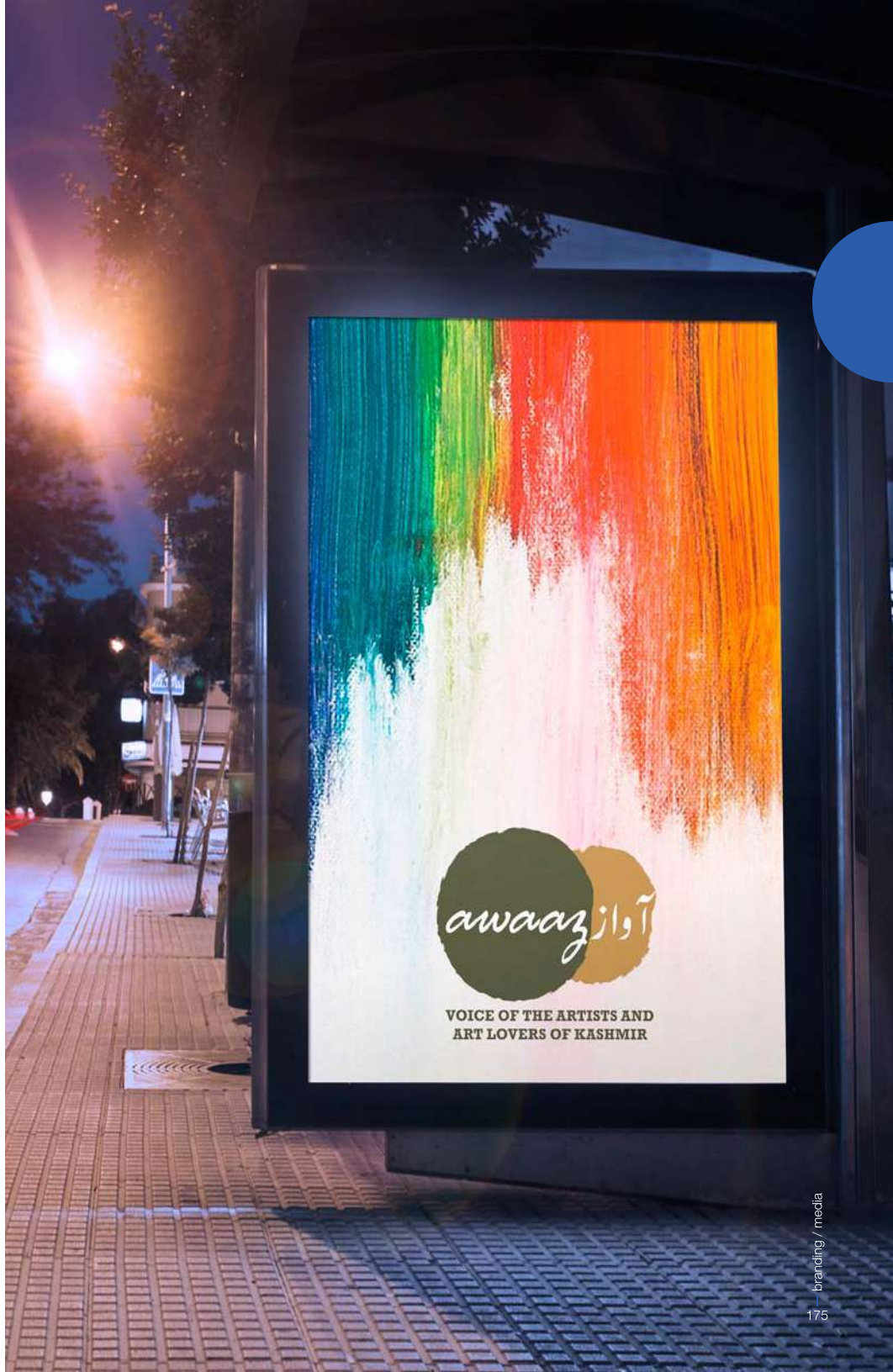
Viva
the fashion lounge

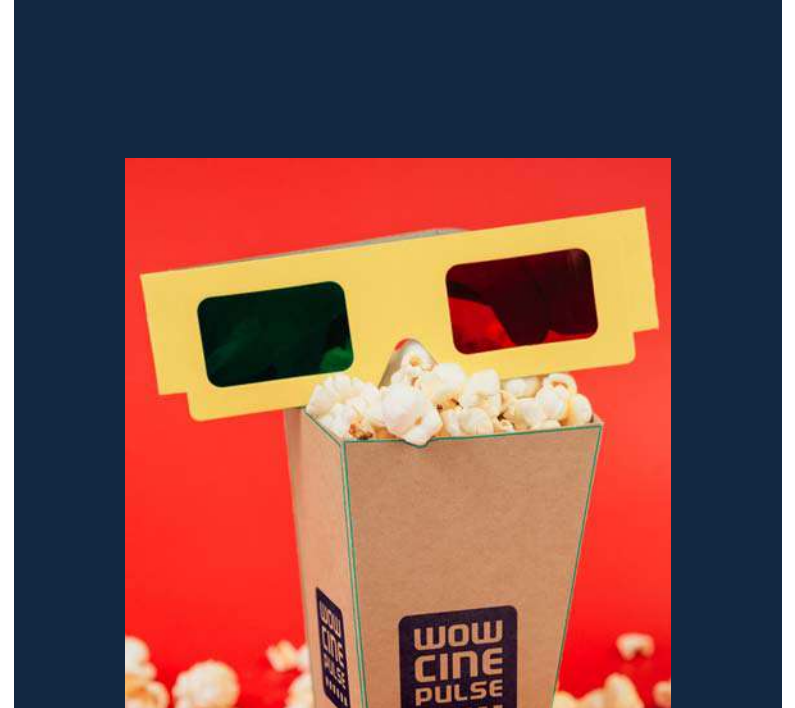


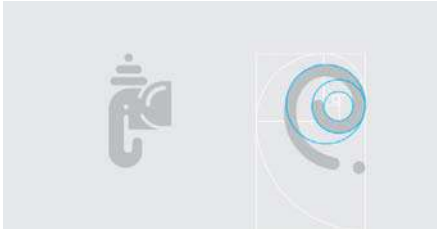
media

a collection of content is given the identity of their work. from decor, events, and entertainment to print media.







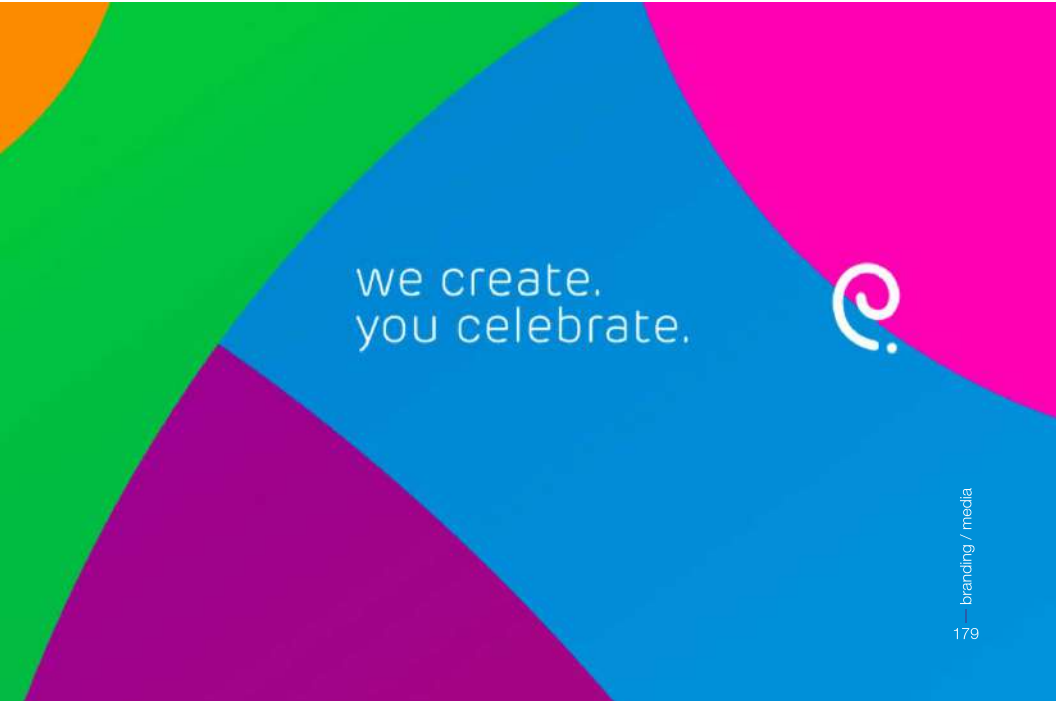


here's the story of its origin.

traditionally, every religious and auspicious function begins with worship of lord ganesh.

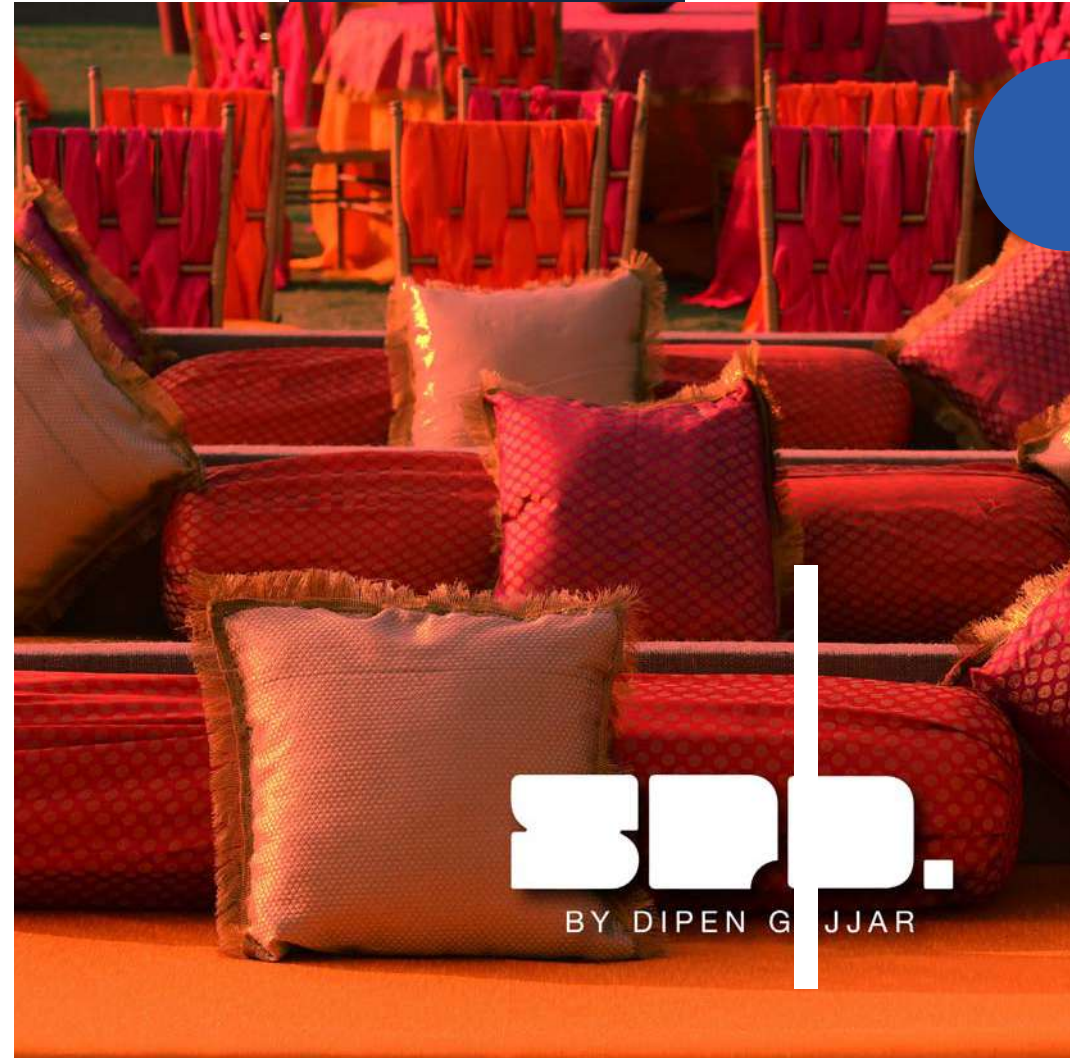


poojan





POD



SPD.

BY DIPEN GAJJAR

SPD. by dipen gajjar, an event company, which marks the new beginning of every special experience. we present the new logo of spd. by dipen gajjar. the logo is created with a vision to bring timeless events that are treasured for a lifetime.



Vibhooshit

ngo

An organization's reputation, image and identity lie in the eyes of the community.



an AKRSPI initiative



Vadva

Learning . Sharing . Caring



ing

learn
shar
car



 centre for
green mobility
cities . mobility . liveability

 **SAVI**
Samudayik Vikas Sansthan

 **Nirmala**
WATER TESTING LABORATORY

 Solutions in Social Research & Documentation
VoxPopuli

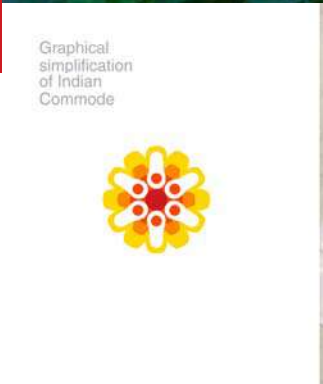
 **CSPC**
Driving Sustainability
An Initiative of TATA TRUSTS and AKRSP®



Marigold
Gujarat state's
flower



Graphical
simplification
of flower



Graphical
simplification
of Indian
Commode



Graphical
simplification
of People



Celebrating Cleanness





vinan



realtor

a realtor's branding will involve trust, authority and loyalty to customers. realtor is the key to opening the lock of branding. making every property look elegant is our duty, curving every brand is our promise of identity.





VG WE
LOVE
GIR





Las Marinas

Elegance meets Vibrancy



it's a visual play!



the logo embarks on the best identity of the business. visualize las marinas's significant initials (lm) in the yacht image. it's a visual play!

when it's all about real estate and segmenting luxurious resort condominiums in jamaica, north america, facing the seashore, it reflects the right feel.

minimalism

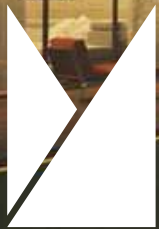
the company sought us out to create its visual identity with clear premise. the result would need to be **minimalist, elegant and modern**, conveying the essence of its work.



in the indian mythology and its clean aesthetic, with simple shapes and lines.



more is less, it was clear. our path was minimalism that, while being simplistic, has the elegance and relevance we wanted. with that in mind, we looked for ideas in art to guide us. sign of goddess lakshmi which is **lotus.**



MADHAV
ASSOCIATE

**“the way
we see
it, real
wealth
means
having the
money
and the
freedom
to live
life on
your own
terms.”**




smile! there is no brokerage

introducing "REFR"
gujarat's first ever
personal property
management services.
the logo is refr includes
a smile in the logo that
describes the joy of
consulting to REFR.


**Residency
Club**
Sanchore



PUSHPAK LAND MARK

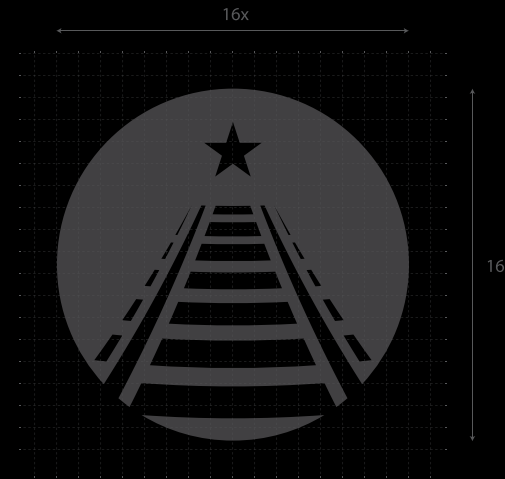




SKYRAILTM
BUILDCON PVT LTD

threedot designs developed a new visual identity that would establish skyrail buildcon as a leading authority in residential and multi-residential construction. led by a striking graphic symbol, the resulting brand is designed around a contemporary framework that reflects the internal structures and processes of building.

extract



the logo

the idea of a rail factor is consistent with statements that the image of a transport system has an impact on demand. we have incorporated the rail tracks while symbolizing the vision. also, we have used the vibrant color palettes to represent the extract of railway view.



symbolizing the vision

grounded by the weight of the logo mark and supported by captivating photography, skyrail buildcon's new visual presence allows for compositional flexibility across a wide range of brand applications.

new visual identity





introducing the strength and elegance of tatva integrity through logo design and branding. tatva integrity is a real estate property built with commercial and residential space. the logo represents energy, strength luxury.



energy



still
brand
ing...









tinctura



travelplum



YANGON RE
life is beautiful!



vertex
Quality | transparency | commitment



VITALYST
THE VITAL CATALYST



WINGSMART
private limited



TRAWELL
DREAMS



wolfpack



AIR
THERAPY PLATE



VEZIRA
Farmer Producer Company Ltd



SMARTBETA



Artistnama

branding is the process of giving a meaning to specific organization, company, products or services by creating and shaping a brand in consumers' minds. it is a strategy designed by organizations to help people to quickly identify and experience their brand, and give them a reason to choose their products over the competition's, by clarifying what this particular brand is and is not. the objective is to attract and retain loyal customers and other stakeholders by delivering a product that is always aligned with what the brand promises. a business's branding is more important than you might think. on the outside, the brand may seem like it consists only of elements such as logos and colors, but it is actually the entire identity of your business. branding has always been a vital part of business. branding is something many people expect to see when they look at businesses in any industry, and missing this could be a red flag to some. without branding, you have very little to show for your business. one of the most obvious reasons that businesses need branding is to help them get recognized more often. if you have strong branding for your business, people will naturally take note of it much more than they would a business without it. a business that doesn't really have any cohesive branding isn't going to stay in someone's mind for very long.



thank you