

# vidhi doshi

PORTFOLIO  
2020

BRANDING  
PACKAGING  
USER INTERFACE  
MARKETING  
MENU DESIGN  
LOGO DESIGN

# projects

1. CINCIN BLUSH
2. BOMBAY SWEET SHOP
3. NUTRITION DYNAMIC FOODS
4. ARQA BY FUTURE GROUP
5. FOODHALL COOKERY STUDIO
6. DAARZEL BY AMBRIONA
7. CINCIN LEMON FESTA MENU
8. BADNAAM
9. SCOOTSY SOLO

**CinCin**

WINE LABEL



# CIN CIN

CinCin (pronounced as "chin-chin") is an Italian restaurant named to honour the Italian toast, "to your health!". It's a fun, fresh, playful, bright and cheery space - like the Amalfi Coast on spring break!

CinCin wants to bring the wholesome Italy to Mumbai. They woodfire their pizza and make their hand rolled pasta live. Do it the way Italians do.

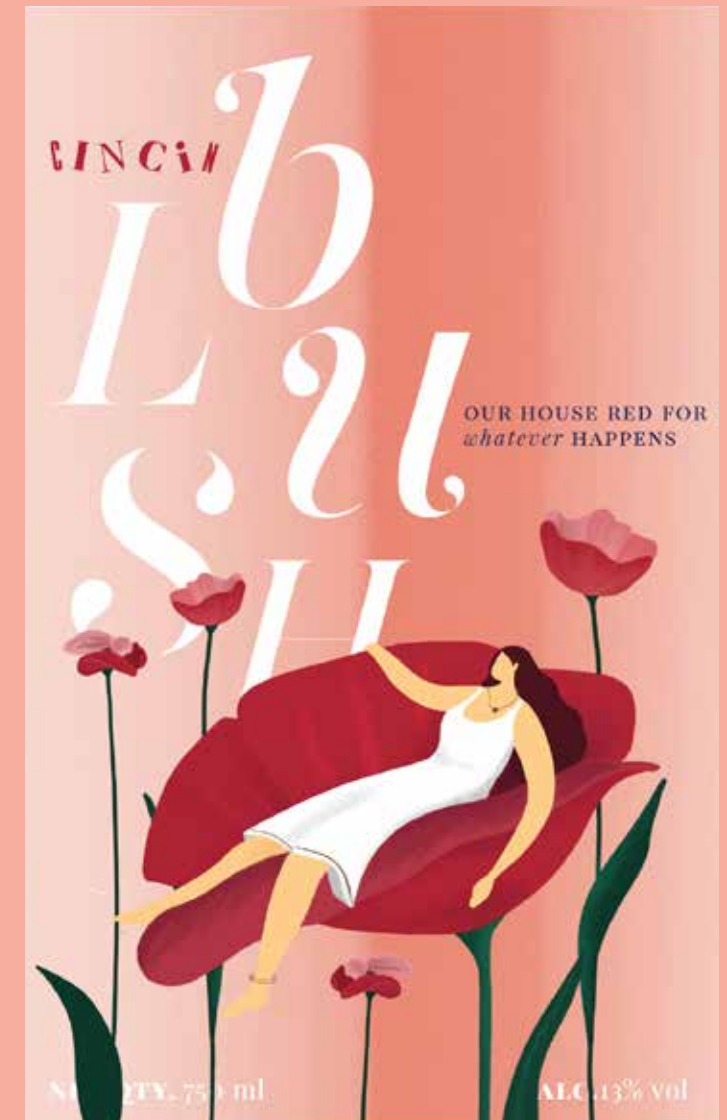
The aim of this project was to package their second house wine, the CinCin Blush. With their house red, Rosso, and house rosé, Blush, they believe in eating well but drinking better.

The Blush is supposed to emulate the feeling of a warm summer day in a cold place, living in an unusual world where things are whimsical and happy.





## EXPLORATION

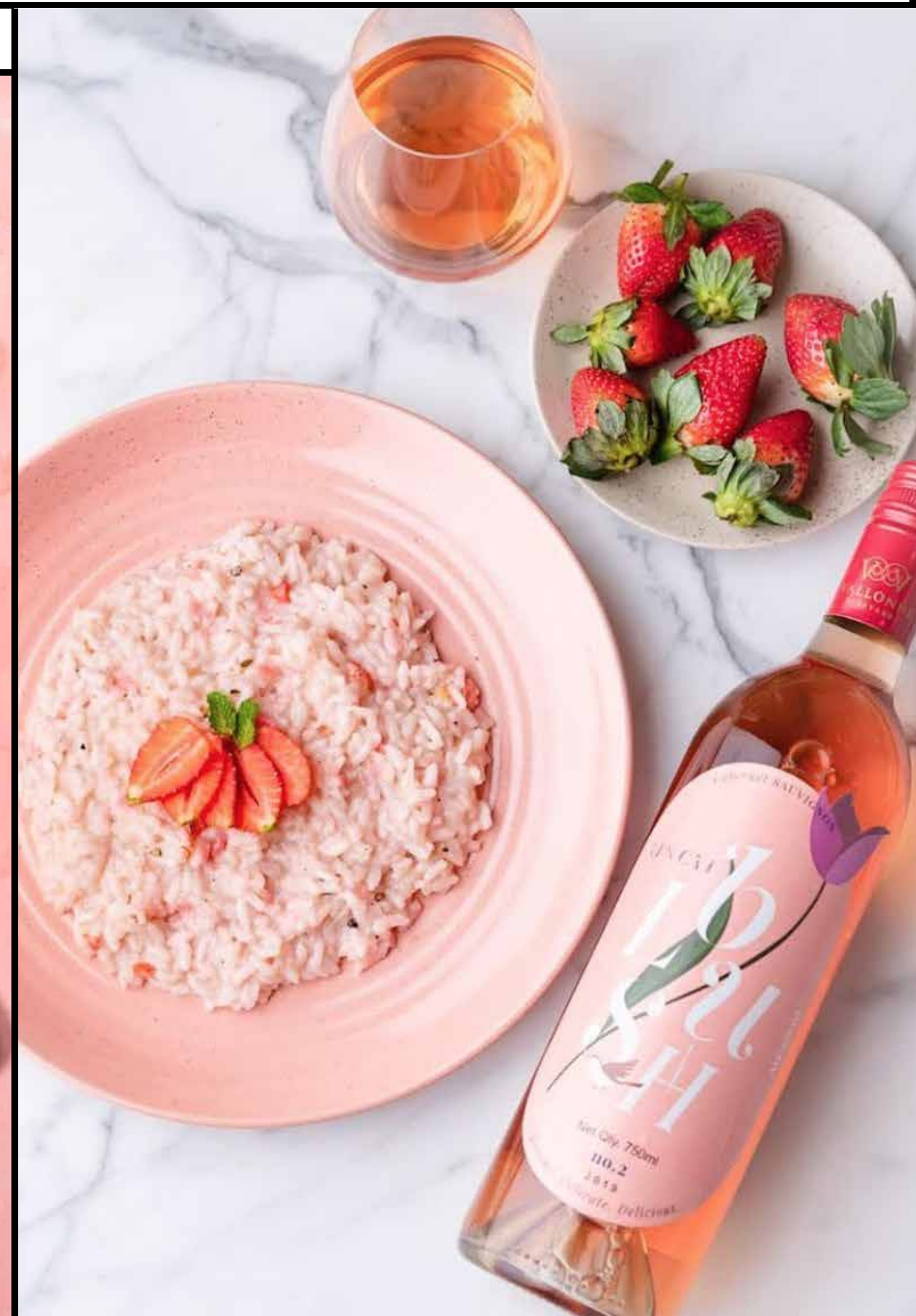




CINCIN

BLUSH WINE - PACKAGING

FINAL



# Bombay Sweet Shop

LOGO DESIGN





Bombay Sweet Shop was founded by Hunger Inc. as an homage to sweets to India. Recognising what mithai has meant to India, they travelled around the country and brought back traditional recipes back to their kitchens. They learned and modified them to make them creative pieces of culinary arts.

**The aim** of this project was to encapsulate what that mithai meant to India and how centuries of old India can be brought together as one brand.



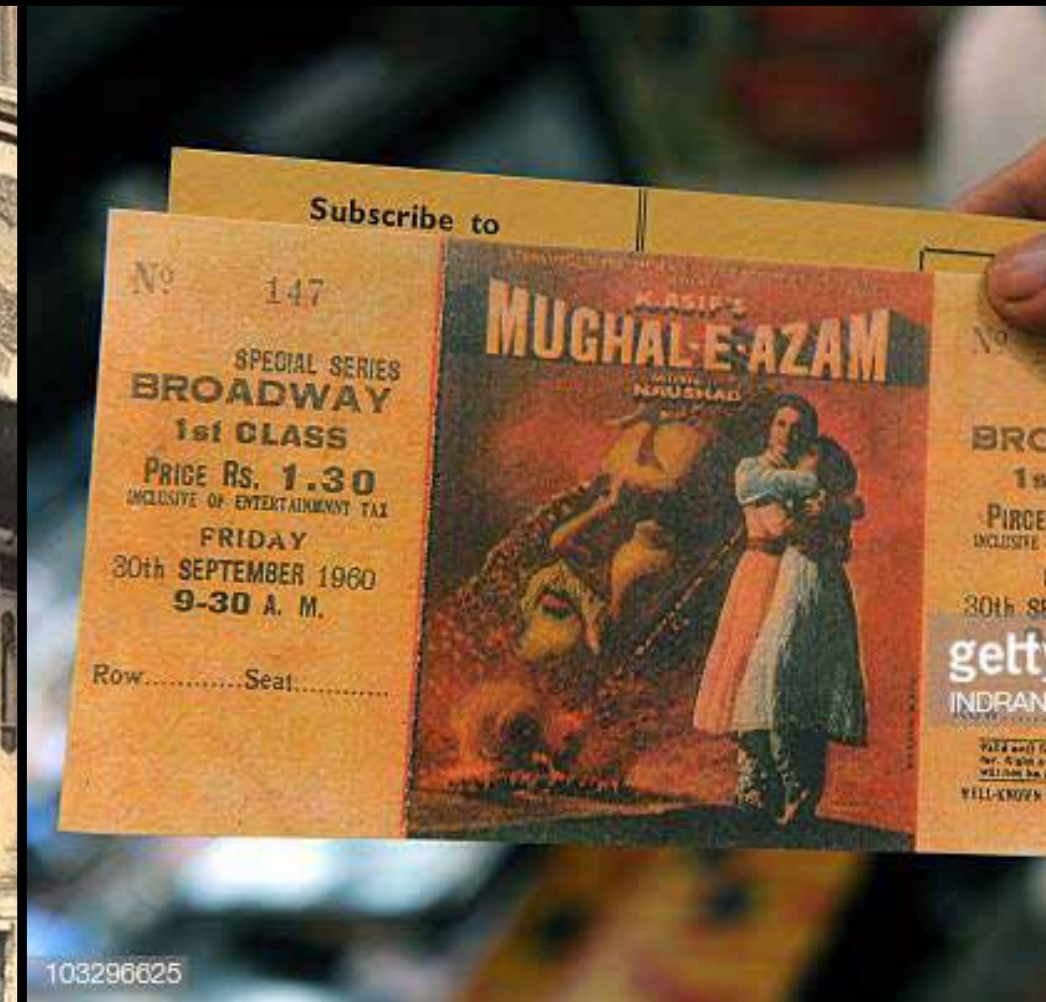
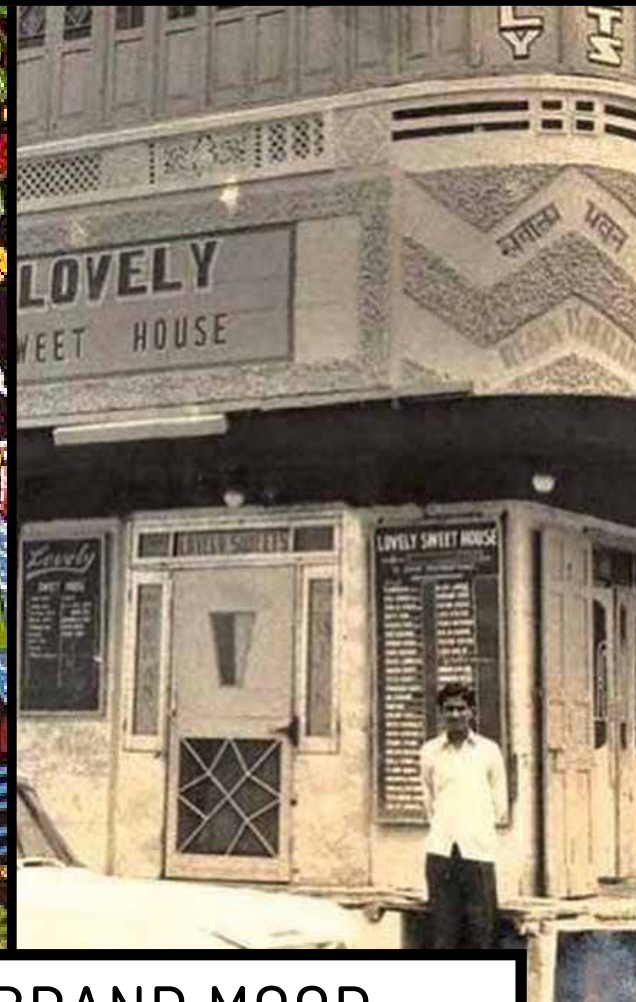


# BOMBAY SWEET SHOP

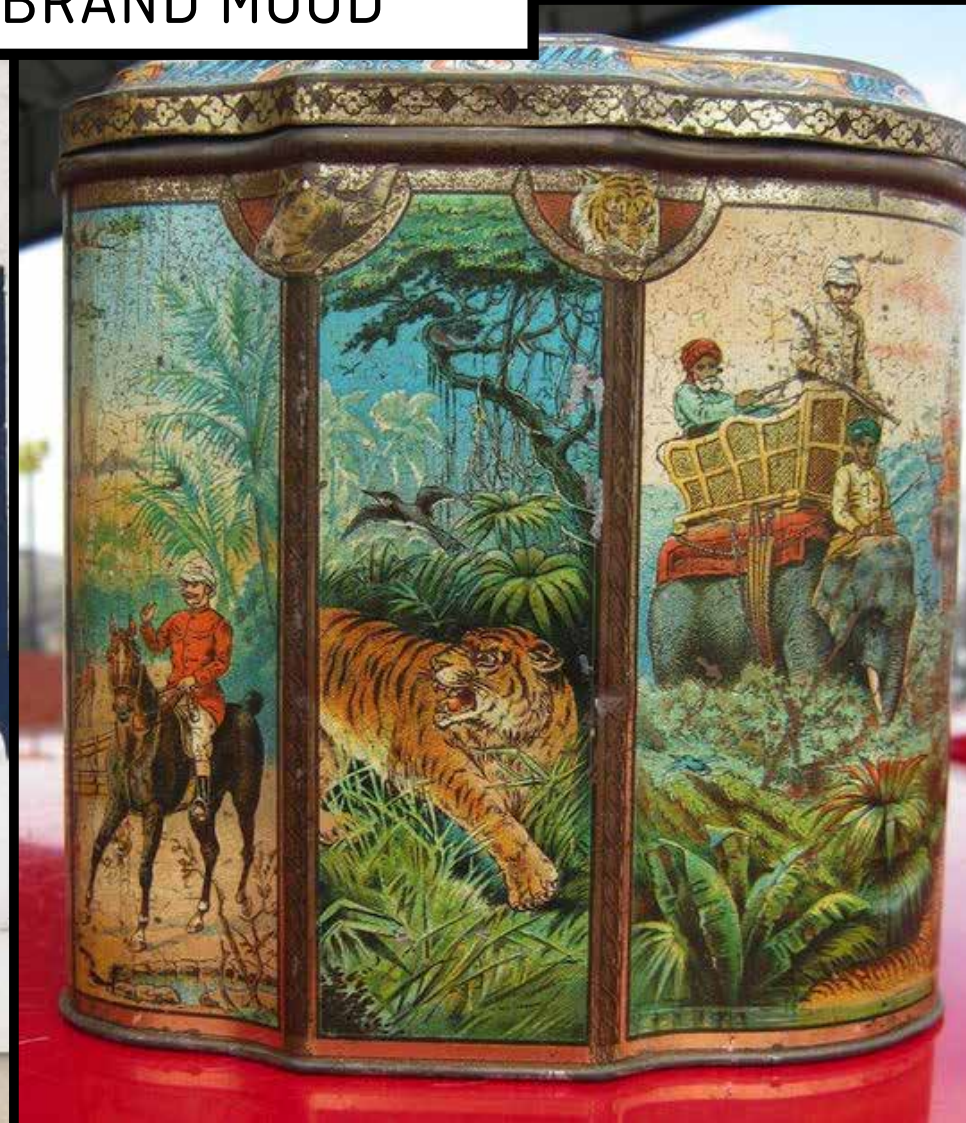
# LOGO DESIGN

Our research and inspiration ranged from Mughal art and architecture, to the traditional arts born in India, to the art deco that was brought to us around the turn of the century.

India has never been just one thing, and we wanted Bombay Sweet Shop to reflect that. Our logo explorations were trying to bring back that nostalgia of a romanticised older India we so love.



## BRAND MOOD







LOGO EXPLORATIONS

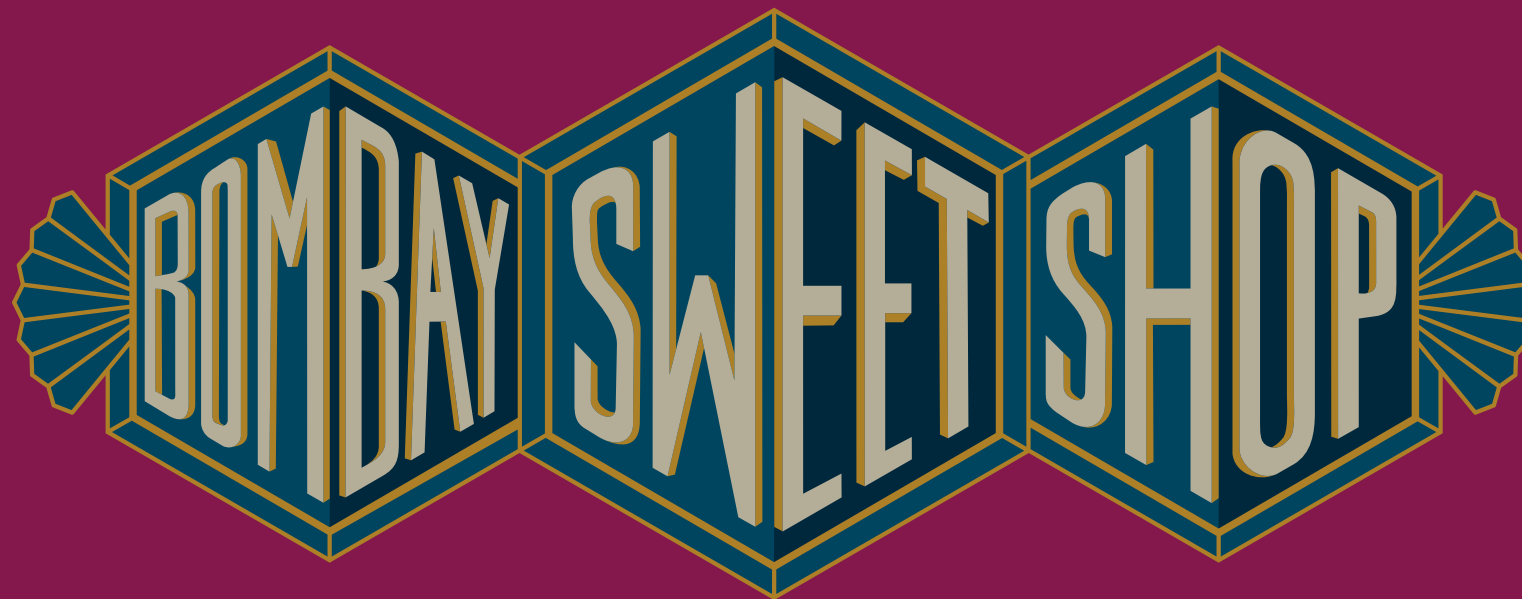
THE BOMBAY  
SWEET  
SHOP

Bombay  
Sweet  
Shop

BOMBAY SWEET SHOP

LOGO

FINAL LOGO





BOMBAY SWEET SHOP

LOGO DESIGN

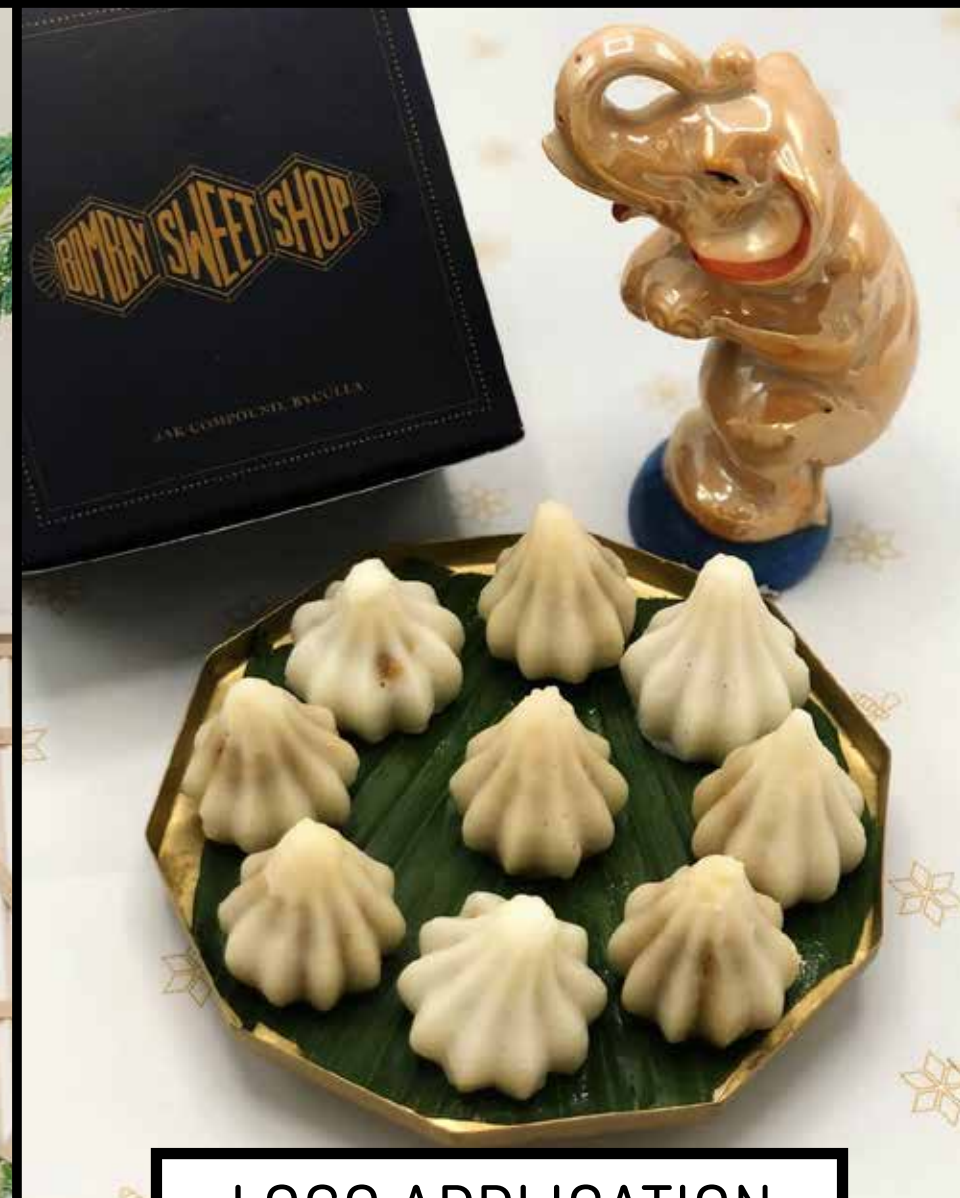
LOGO MONOGRAM





# BOMBAY SWEET SHOP

# LOGO DESIGN



## LOGO APPLICATION



PACKAGING DESIGN BY SHWETA MULEKAR



# NutriDynamic Foods

BRANDING & PACKAGING

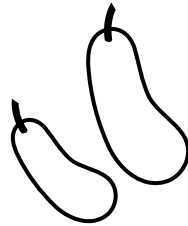
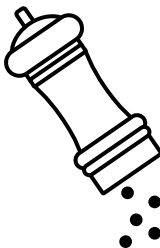
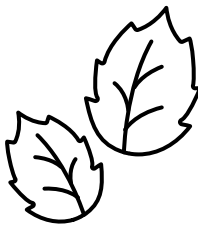

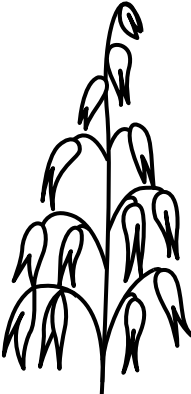

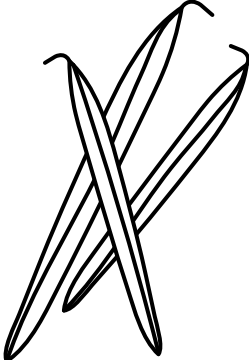


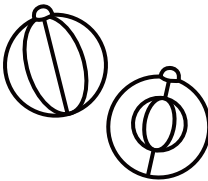
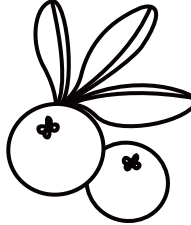
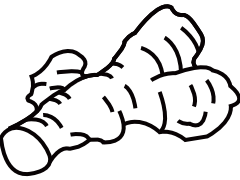
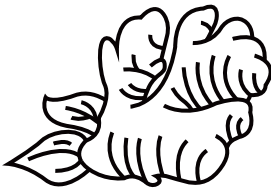
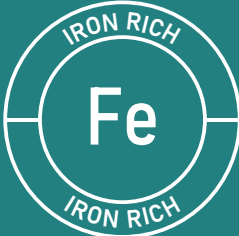





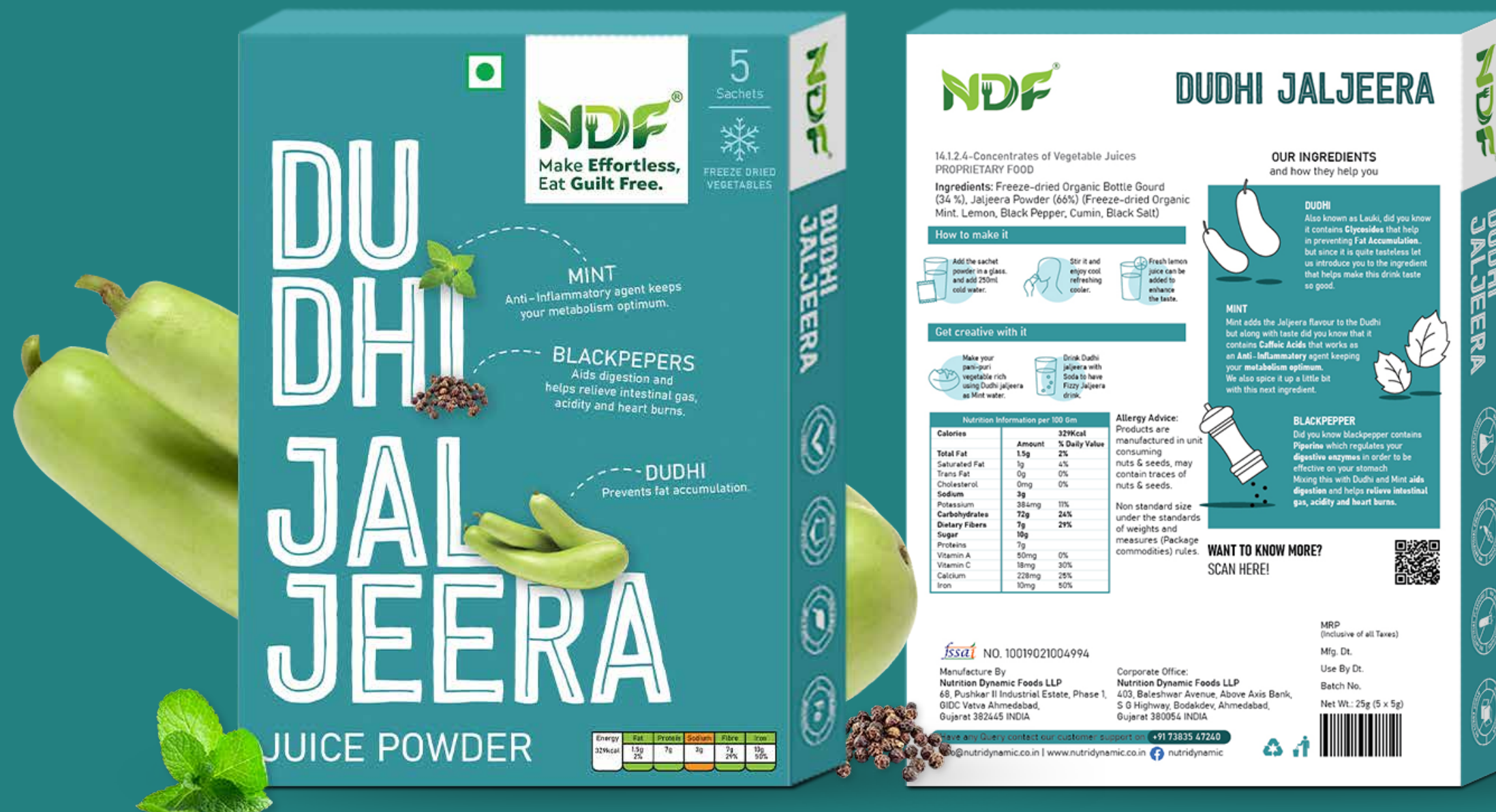
NutriDynamic Foods got founded on the basis of realising that nutrition-packed, tasty, innovative, economic, and easy-to-make food options were limited. They took this thought back to the lab and started innovating and experimenting with various home remedies to create antioxidant-rich-foods that are functional towards positive health building, while also being affordable.

**The aim** of this project was to rebrand their previously dull brand to match up the level of innovation of the product. They needed the consumer to see this not only as a boring health brand but something they want to pick up just to try out. They wanted to be more approachable, more conversational, and stand out better in crowded grocery store shelves.

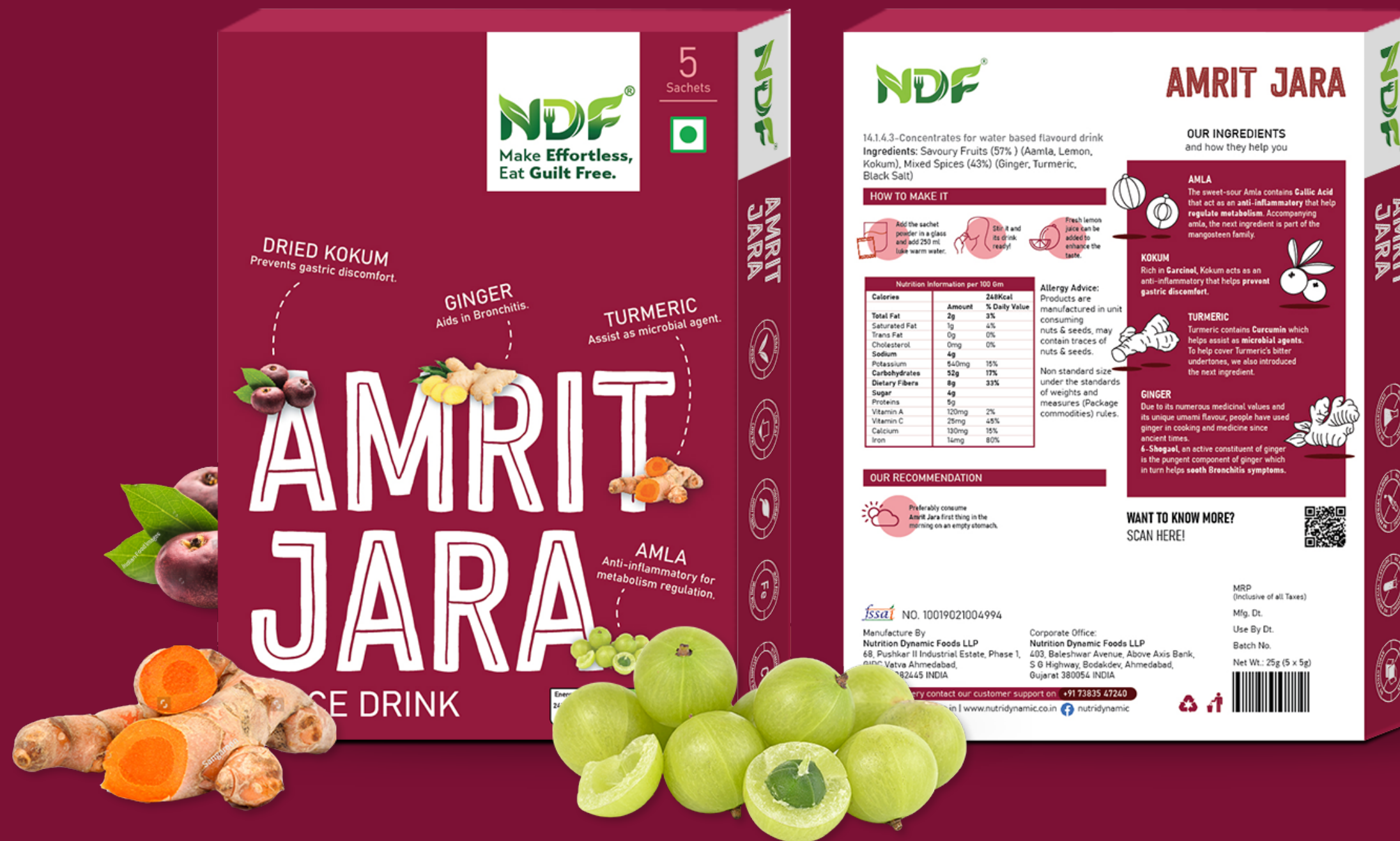


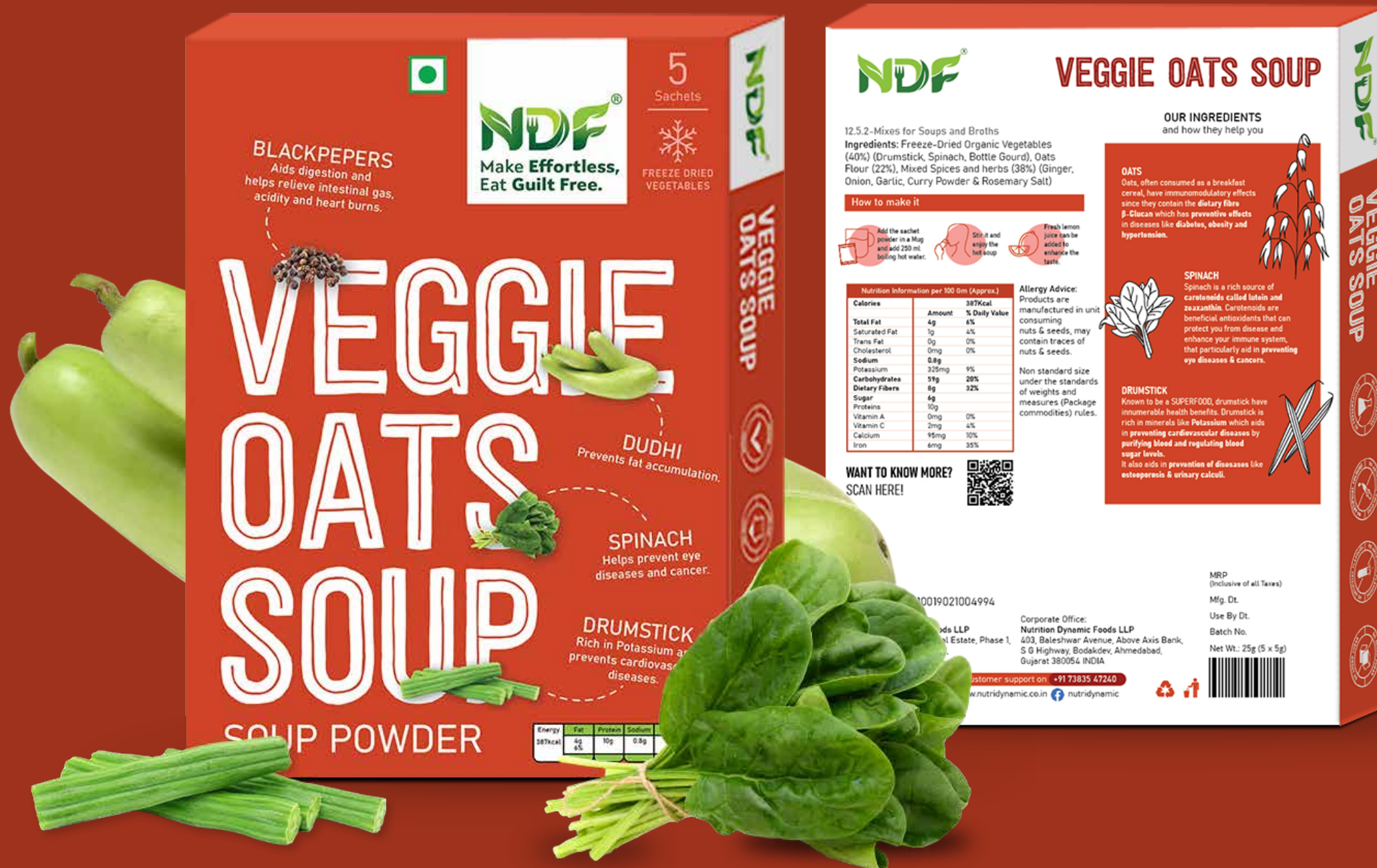
NDF		BRAND LANGUAGE		
PRODUCT COLOURS		ILLUSTRATION STYLE		ICON STYLE
DUDHI JALJEERA		  		
AMRIT JARA		  		 
VEGGIE OATS SOUP		   		 











# Arqa

BRANDING & PACKAGING



# arqa

The essence of Arqa lies in sourcing organic spices and herbs from around the world.

Presented to the customers in their purest form, their spices and pre-mixes allow them to recreate the authentic flavours of an assortment of cuisines and cultures.

They believe in fair trade and ethical sourcing of our spices to present a bespoke product to their customers.

**The aim** of the project here was to rebrand Arqa, they wanted to be earthy, bespoke and organic. Something you can take back from your travel as well as something that makes you feel like you have travelled.





# ARQA

# ARQA by FOODHALL - BRANDING AND PACKAGING

## CATEGORY SEGRETATION

GROUND SPICES

BLENDS

HERBS

WHOLE SPICES

GROUND SPICES

BLENDS

HERBS

WHOLE SPICES

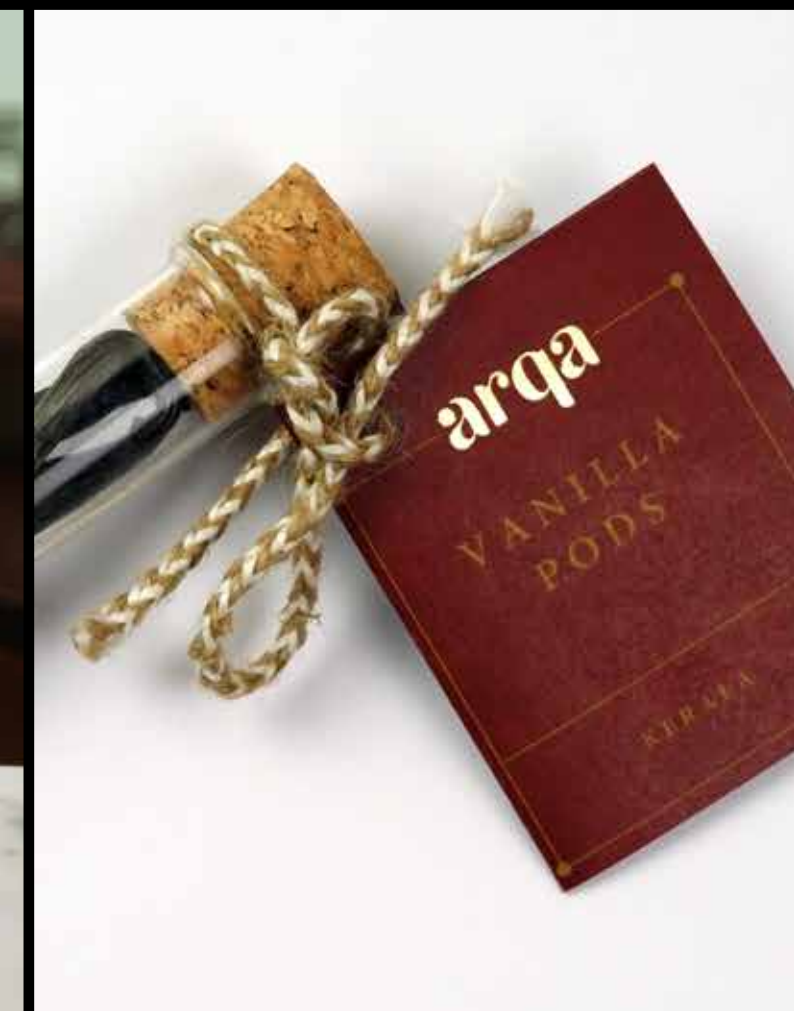




ARQA

ARQA by FOODHALL - BRANDING AND PACKAGING

ALL PRODUCTS



SAFFRON PACKAGING





# Foodhall Cookery Studio

LOGO DESIGN & BRANDING



# *Foodhall*

– for the love of food –

Foodhall does everything for the love of food and they took that a step forward with Foodhall Cookery Studio - a culinary school for those aspiring to get closer to food.

They wanted to allow home cooks easier access to learn the nuances of food. They have placed their culinary school right above their largest store yet and right next to their restaurant - Sorrentina, for an immersive food experience for their customers and students alike.

**The aim** of this project was to brand this new school of food. Something inspired by the daily act of cooking in your kitchen while still proving to be a trustworthy academic institution.





## LOGO INSPIRATION



The idea was to represent your personal connection to cooking. Your hands and their movement. We wanted to create a certain fluidity and handmade aspect to the logo as a contrast to how strict the culinary arts can be.





LOGO EXPLORATION



FOODHALL COOKERY STUDIO

BRANDING PROJECT

LOGO

FOODHALL  
*Cookery*  
STUDIO

— FOR THE LOVE OF COOKING —



# FOODHALL COOKERY STUDIO

# BRANDING PROJECT

ON SITE





# FOODHALL COOKERY STUDIO

# BRANDING PROJECT

ON SITE





CLASSES CALENDAR





## OTHER COLLATERALS



## WHAT'S COOKING THIS JULY

- 4<sup>TH</sup> JULY **Chinese Cuisine**  
5pm - 9pm
- 8<sup>TH</sup> JULY **Sushi Making**  
5pm - 9pm
- 12<sup>TH</sup> JULY **Four Course Italian Menu**  
5pm - 9pm
- 16<sup>TH</sup> JULY **BBQ and Grills**  
5pm - 9pm
- 19<sup>TH</sup> JULY **Spanish and Mexican**  
5pm - 9pm
- 23<sup>RD</sup> JULY **Dimsum Making**  
5pm - 9pm
- 31<sup>ST</sup> JULY **Italian Risotto**  
5pm - 9pm





# Daarzel by Ambriona

PACKAGING



# Daarzel

Daarzel is a sub-brand of the mother brand Ambriona. Ambriona is an Indian Gourmet food company that specialise in chocolates.

La Créma is a product category that sells spreads and dressings.

**The aim** of the project was to create packaing that is traditional, approachable and trustworthy. They wanted their consumers to know they provide healthier options for what's out there in the market, keeping in mind that their consumer is leaning towards better lifestyles.





PRODUCT CATEGORY IDENTITY

# LA CRÉMA

FOOD FOR THE SOUL



Source  
of Calcium



Ethically Sourced  
Ingredients



No GMO



Gluten Free



Source  
of Protein

Made with  
Madagascar  
Vanilla





# LA CRÉMA BY DAARZEL

# SPREADS PACKAGING





# CinCin

MENU DESIGN

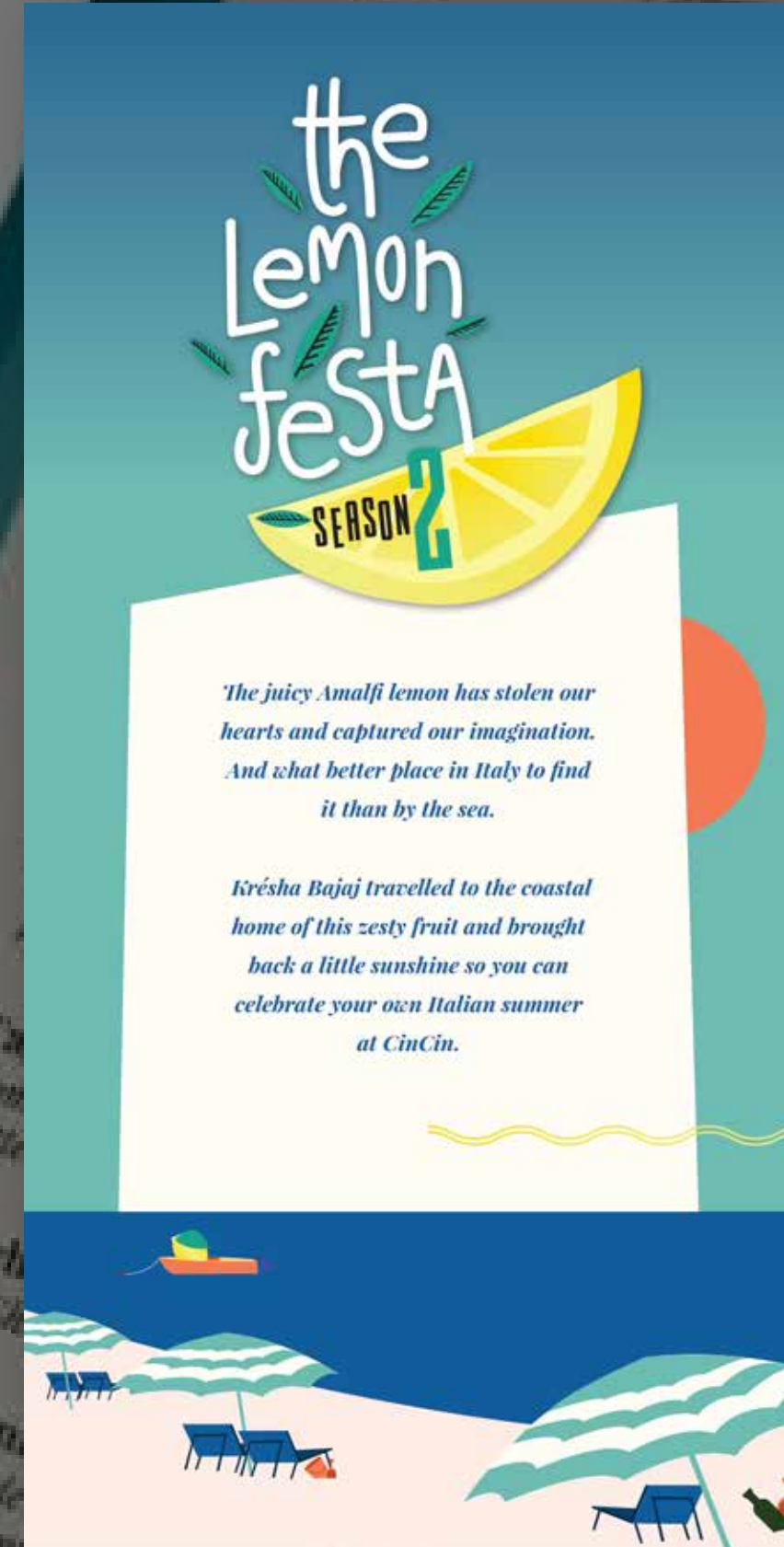


# CIN CIN

Kresha Bajaj, a celebrated fashion designer and social media influencer, explored the narrow streets of Italy before bringing back an authentic Italian food experience to Mumbai. She travelled across various cities in search for recipes that were true to Italy and put together this food map they were exhibiting at CinCin.

Her collaboration with CinCin for their second Lemon Festa celebrates Italy's love affair with lemons and all things lemon.

**The aim** of this project was to pay homage to the vibrant Amalfi coast of Italy, a place that also inspires CinCin's overall brand experience







*This Lemon Festa, our special menu draws inspiration from Krésha's travels to Italia.*

*It charts a culinary trail from Venice down to Capri, showcasing all her favourites, from time-tested classics to new discoveries.*



## DRINKS

Home-made Limoncello (30ml) 400

## CICCHETTI

Bruschetta Miste 390

Trio of Tomatoes,  
Ricotta, Artichokes & Mint,  
Stracciatella & Pesto

Avocado Fritti 1050

Avocado, Garlic Aioli, Lemon Zest

Mozzarella Ripieni e Tartufo 1050

Mozzarella, Truffle,  
Creamy Truffle Dressing

## INSALATA

Insalata Rucola e Parmigiano 590

Arugula, Cherry Tomatoes, Parmigiano  
Reggiano, Bocconcini, Toasted Bread



Ask your bartender to mix you one  
of our refreshing Absolut Lime cocktails

AN ADDITIONAL 10% SERVICE CHARGE PLUS TAXES WILL GRACE YOUR BILL LATER.

CINCIN | ABSOLUT.

DRINK RESPONSIBLY







*Positano, Amalfi Coast*

*Spaghetti con Limone*

*Feast on a menu that celebrates the food and drink of Italy's coasts, infused with fresh notes of citrus, fruity chillies and earthy truffles.*

**PIZZA**

**Aglia Arrostito e Regina d'Olive**  600  
*Calabrian Chilli, Queen Olives, Garlic*

**Pollo Bianco** 700  
*Chicken, Confit Tomato, Garlic, Rosemary, Black Pepper*

**PASTA**

**Spaghetti con Limone e Pecorino Schiuma**  590  
*Home-made Spaghetti, Lemon, Pecorino Cheese Foam*

**Conchiglie con Pesto Al Forno**  600  
*Pasta Shells, Pesto, Ricotta, Parmigiano Reggiano, Bread Crisps*

**Pappardelle Zucchini e Scamorza**  590  
*Home-made Pappardelle, slow-cooked Tomato Sauce, Courgette, Scamorza*

**Rigatoni Carbonara e Asparagi** 790  
*Home-made Rigatoni, Asparagus, Turkey Ham*

**Taglierini Gamberitto e Picante** 890  
*Home-made Taglierini, Shrimp, Butter Lemon Sauce, Chilli Sauce*

**Conchiglie Bolognese** 890  
*Pasta Shells, Bolognese, Parmigiano Reggiano*

**Spinosini al Prosciutto e Limone** 690  
*Hand-made Spinosini, Parma Ham, Lemon Butter Sauce, Parmigiano Reggiano, Scamorza*

**DESSERT**

**Sfogliatelle** 450  
*Home-made Puff Pastry, Hazelnut Chocolate, Fresh Summer Berries*

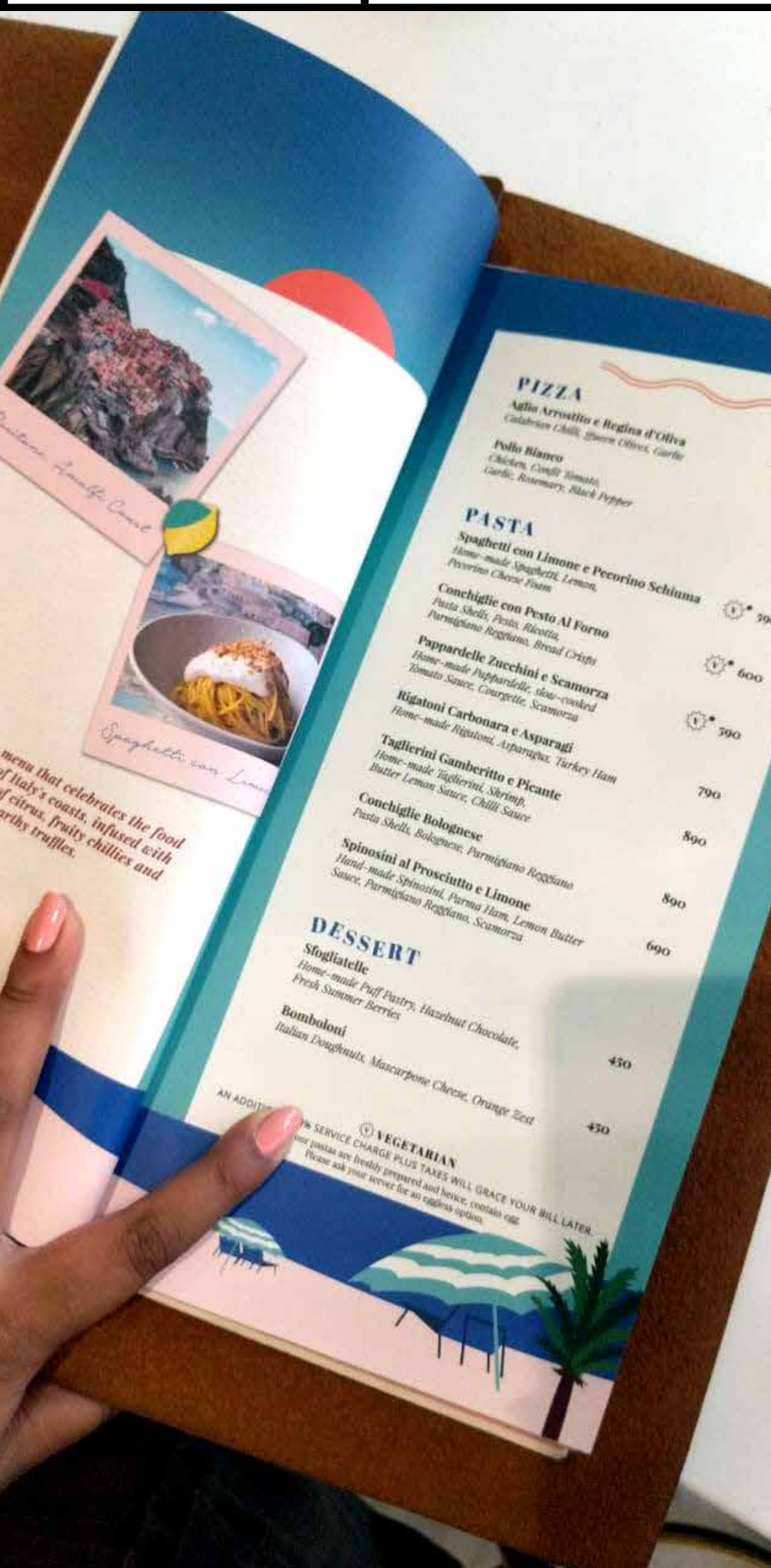
**Bomboloni** 450  
*Italian Doughnuts, Mascarpone Cheese, Orange Zest*

 **VEGETARIAN**

AN ADDITIONAL 10% SERVICE CHARGE PLUS TAXES WILL GRACE YOUR BILL LATER.  
\*All our pastas are freshly prepared and hence, contain egg.  
Please ask your server for an eggless option.









# Badnaam

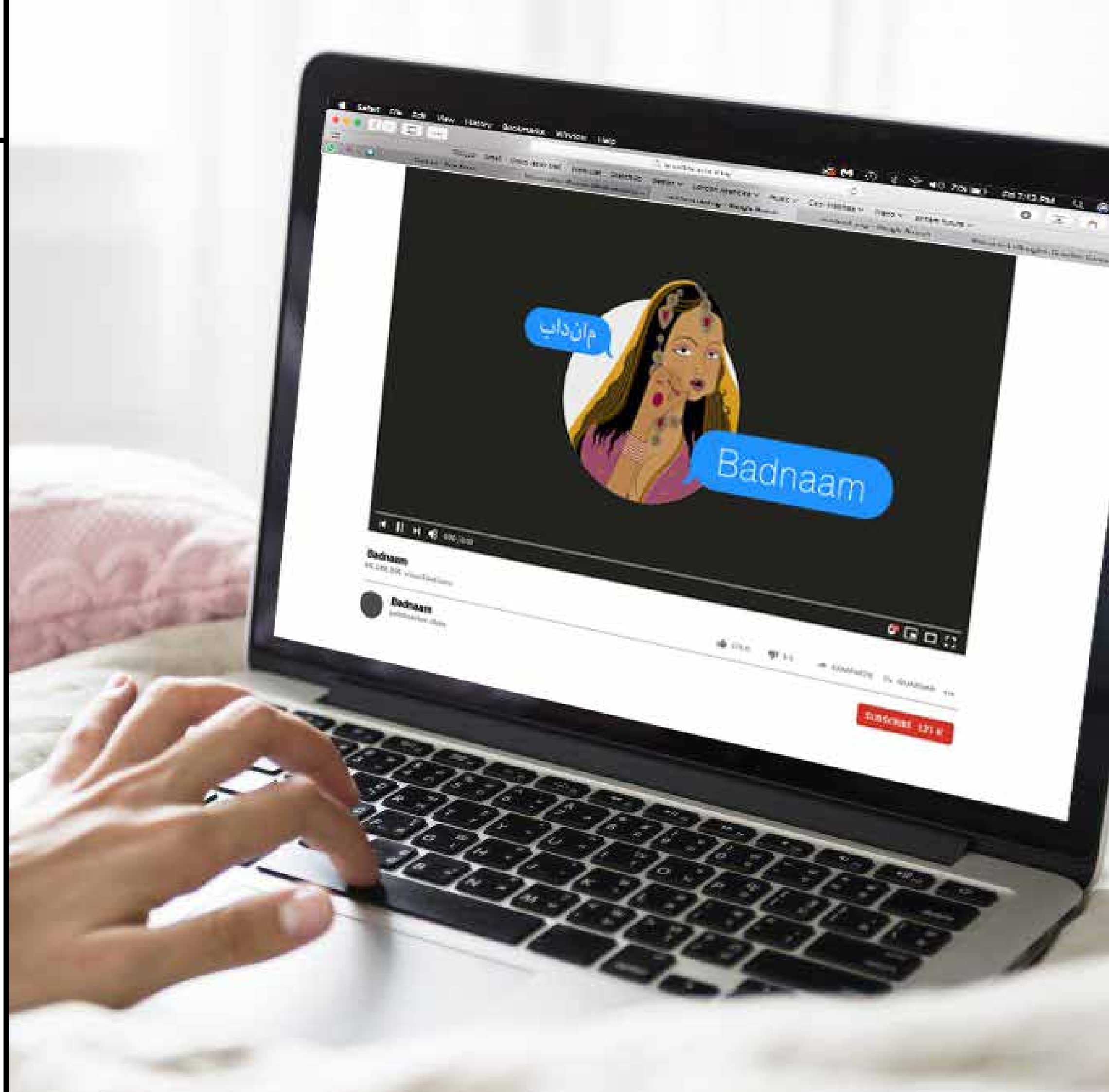
LOGO DESIGN



# Badnaam

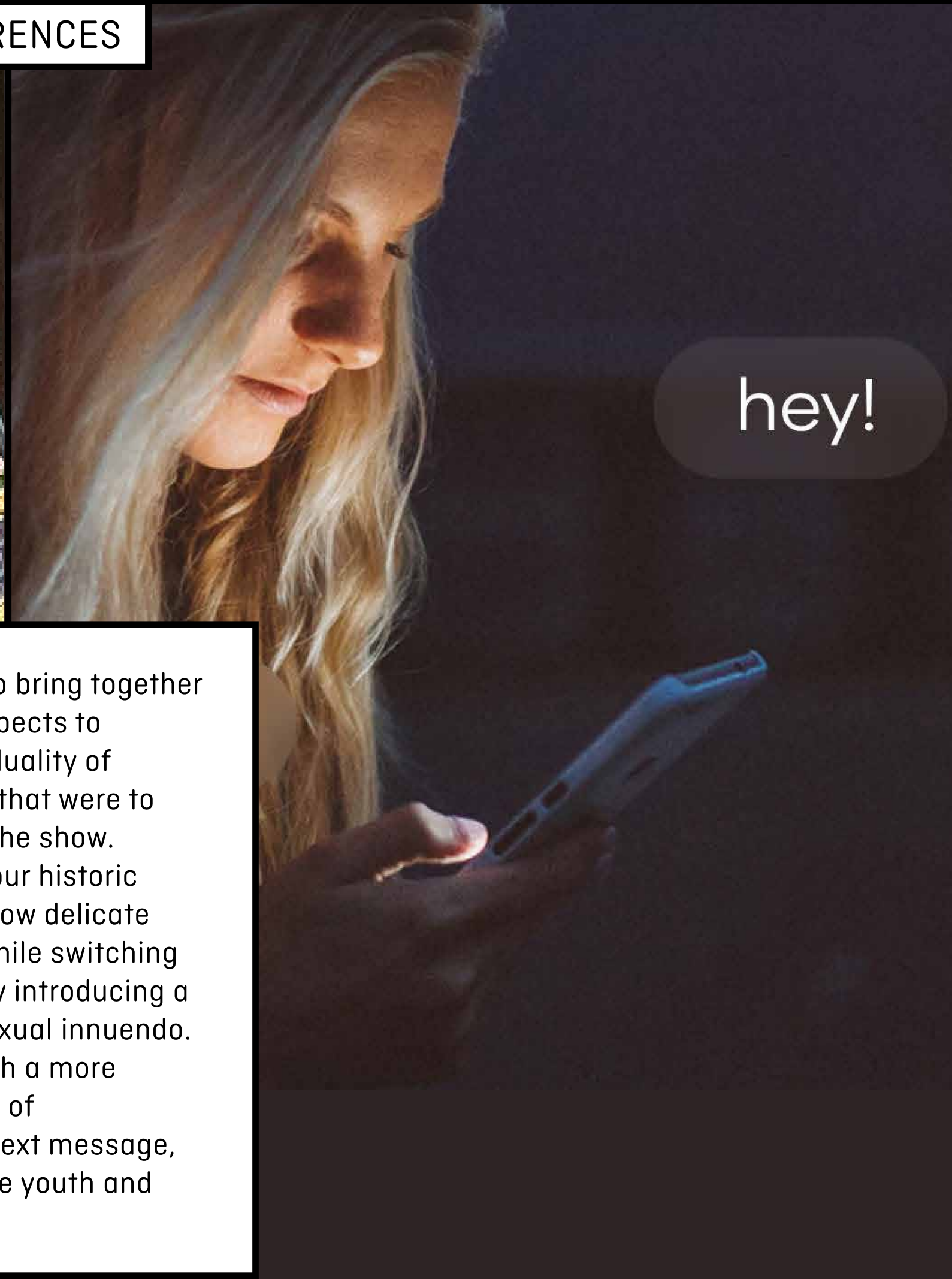
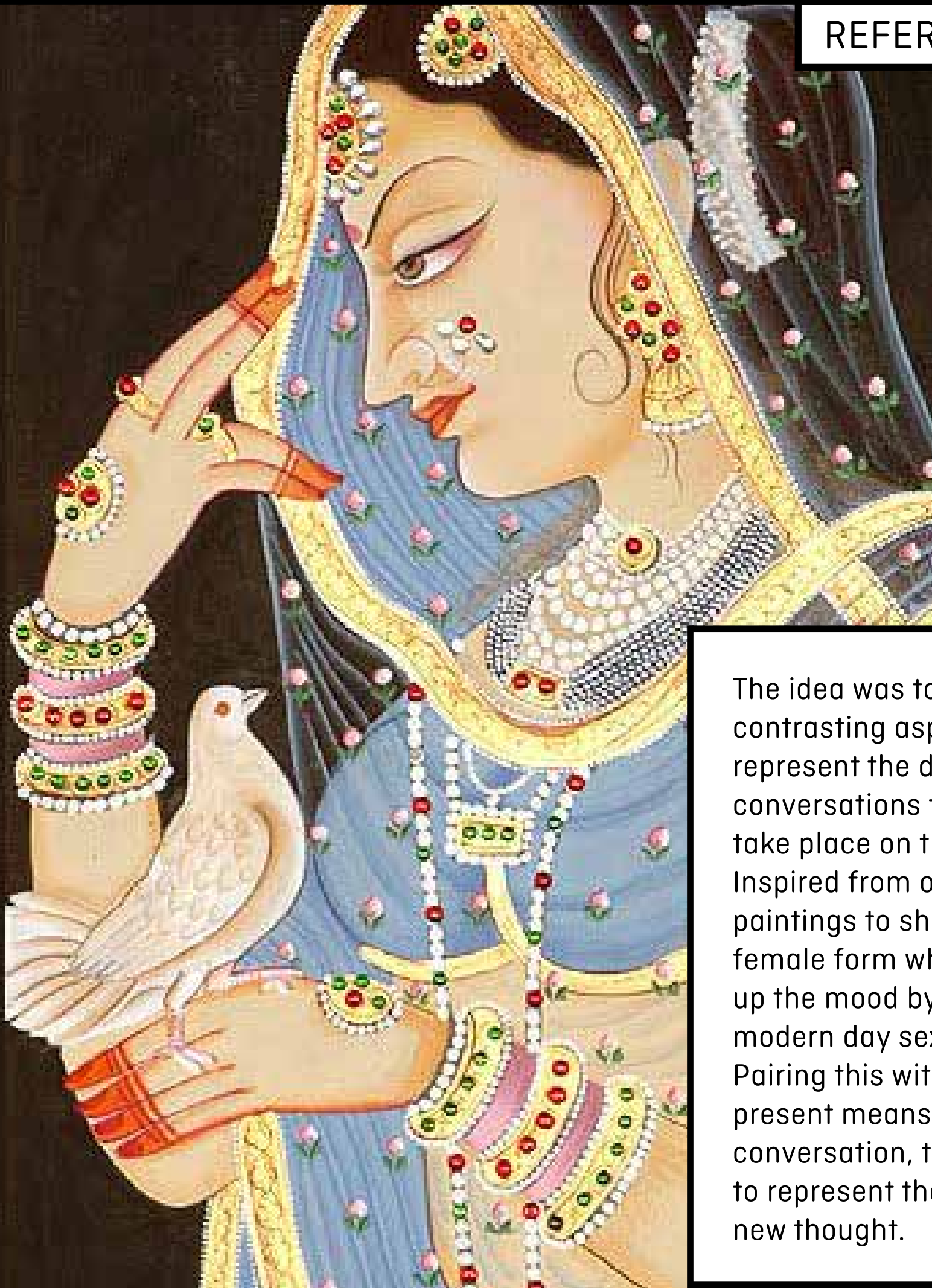
Badnaam was supposed to be a YouTube channel, which is unfortunately indefinitely shelved dedicated to challenging conventional thought. They wanted to take a satirical tone to life and hold discussions that were equal parts humour and socio-political comments. Badnaam was to create a sense of discomfort and uncertainty by voicing ideas and opinions that would ordinarily be dismissed.

**The aim** of the project was to create a logo that visually created that sense of discomfort.





## REFERENCES



hey!

The idea was to bring together contrasting aspects to represent the duality of conversations that were to take place on the show. Inspired from our historic paintings to show delicate female form while switching up the mood by introducing a modern day sexual innuendo. Pairing this with a more present means of conversation, text message, to represent the youth and new thought.



BADNAAM

LOGO PROJECT

FINAL LOGO

مان داب

Badnaam





# Scootsy Solo

BRANDING, USER INTERFACE  
& MARKETING

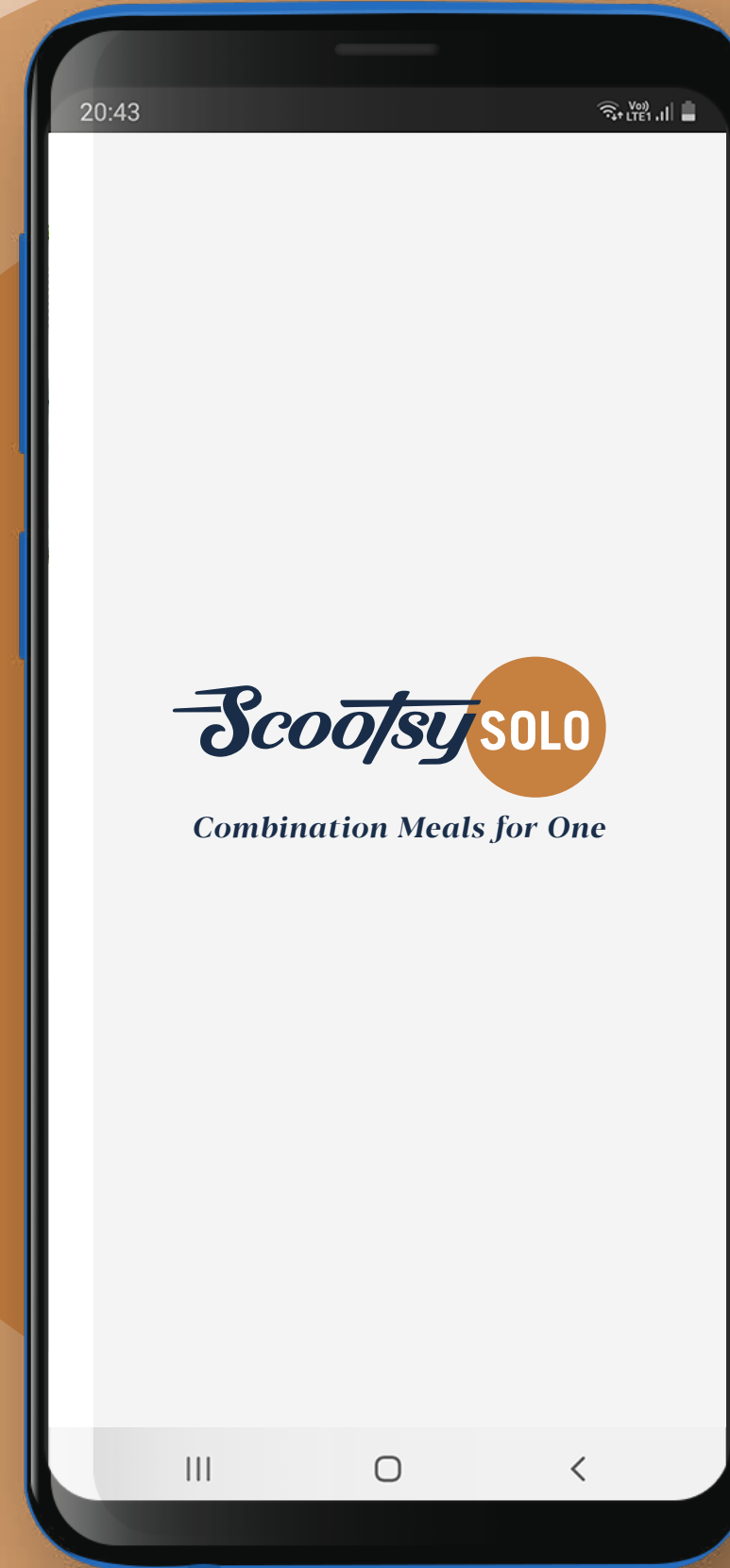




Scootsy is a Mumbai based delivery app. It specialises in delivering food from the best restaurants around the city to wherever you are.

Scootsy Solo is a venture where they deliver meal combinations for solo eaters.

**The aim** of this project was to brand and market Scootsy Solo for the 30-somethings.







*Combination Meals for One*

**COMBINATION  
MEALS *for one*\***

*\*Tagline*

**DOWNLOAD THE  
*bright spot*  
IN YOUR DAY.\***

*\*Concept*

**BLACKER DISPLAY BOLD**

**You're one download  
away from some  
Solo-time**

**BLACKER DISPLAY BOLD**

**SLICED CHICKEN, CHILLY OIL WITH  
FOO, JAPANESE FRIED BLUE RICE &  
SNICKERS**

The logo for Scootsy SOLO, featuring the word 'Scootsy' in a cursive script and 'SOLO' in a bold sans-serif font, both in white, set against a solid orange circular background. This logo is overlaid on a background image of a bowl of spaghetti with meat sauce and a side of chili.

## CATEGORY ICONS

**SOLO FEASTS**

Large filling  
meals for one

**PICK ME UPS**

Sweeter on  
the palate

**LIGHT & EASY**

Snack as  
meals

**GO GUILT FREE**

Healthier  
Option

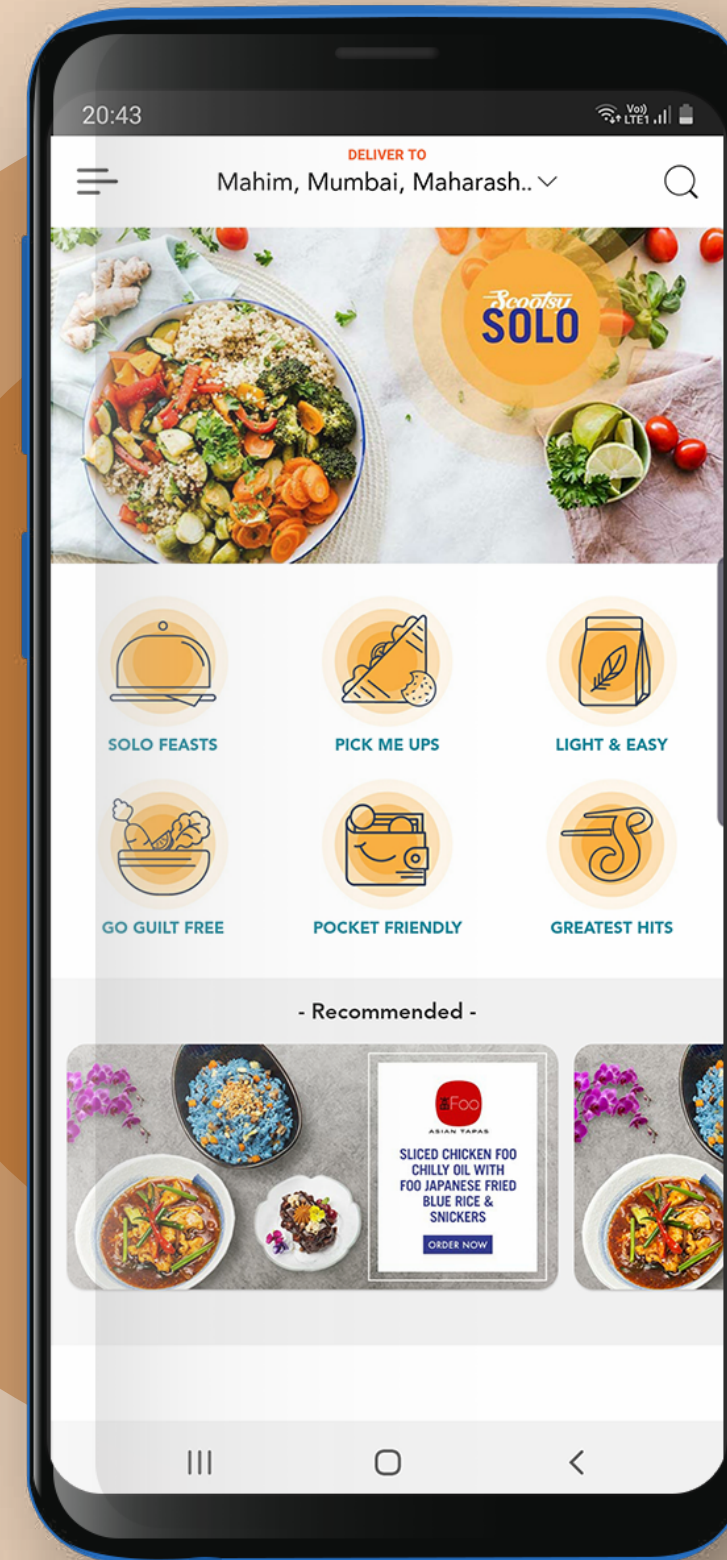
**POCKET FRIENDLY**

Lighter on  
the pocket

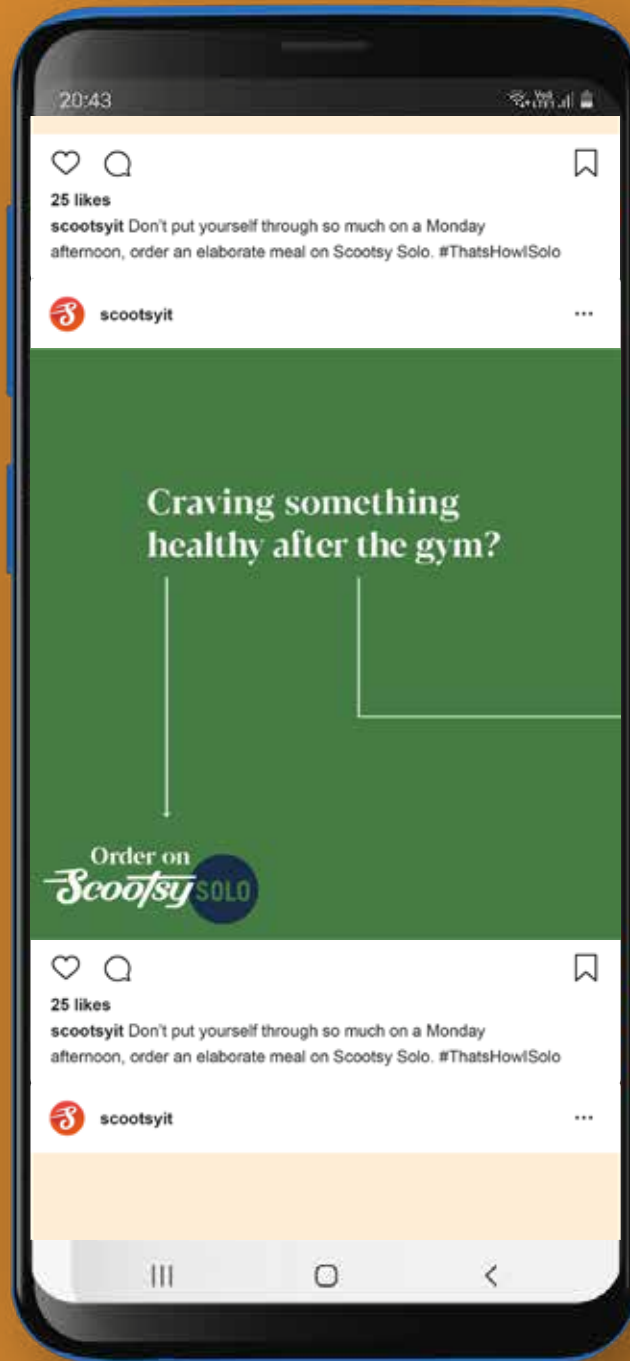
**GREATEST HITS**

Scootsy  
Recommends

## USER INTERFACE







Craving something  
healthy after the gym?

Order on  
*Scootsy* SOLO

Decide to make  
smoothie bowl  
+ kale juice

Realise  
there's no  
kale

~~Substitute kale with  
week-old cabbage~~

Order a Guilt-free  
meal on *Scootsy* SOLO



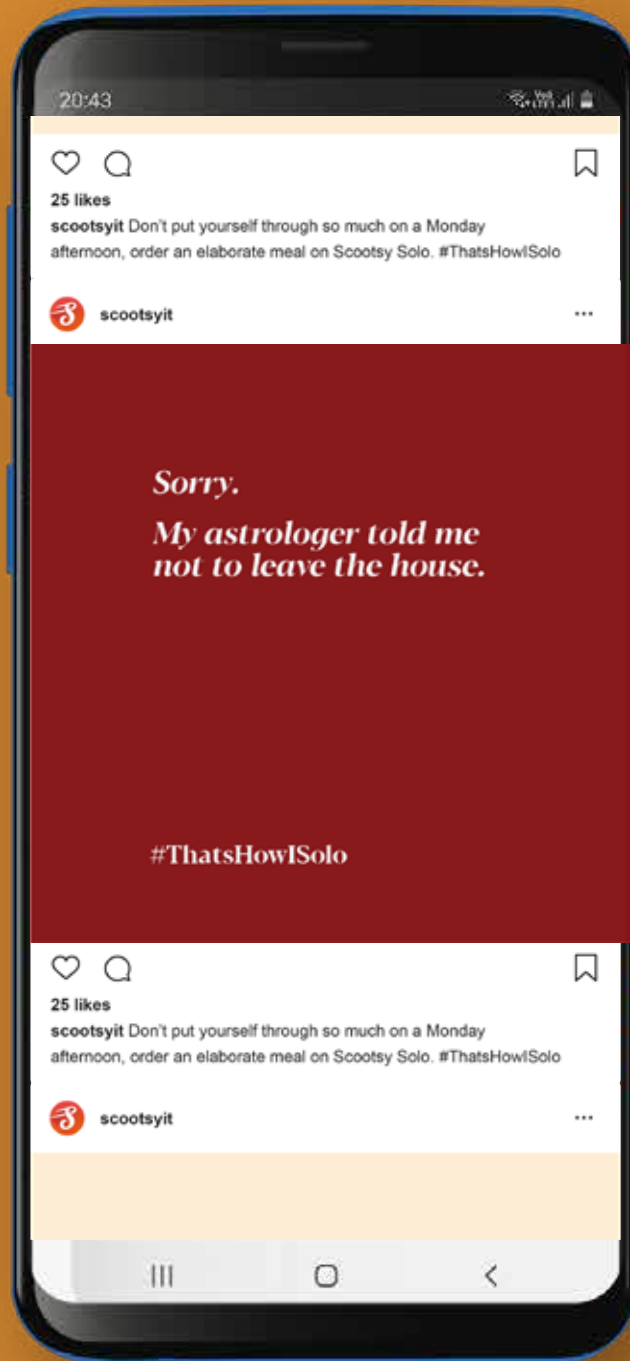
#ThatsHowISolo

# SCOOTSY

# SCOOTSY SOLO - MARKETING

## INSTAGRAM ADS

## CONCEPT: EXCUSES



*Sorry.  
My astrologer told me  
not to leave the house.*

#ThatsHowISolo

*Sorry.  
I'm having a  
bad hair day.*

#ThatsHowISolo

*Sorry.  
The place you picked  
doesn't serve gluten.*

#ThatsHowISolo

*Excuses to stay in  
and order a Solo.*

*Scootsy* SOLO  
#ThatsHowISolo



**vidhi  
doshi**

FIN.

VIDHI.DOSHI6@GMAIL.COM  
+91 91670 60234  
VIDHIDOSHI.COM