

creative
Portfolio
by Auravis

About *us*

At Auravis, we believe great design is more than aesthetics—it is a powerful tool for communication, storytelling, and brand growth. We specialize in creating visually engaging experiences through branding, social media creatives, packaging design, UI/UX design, and digital marketing assets. Our approach combines creativity, strategy, and attention to detail to deliver designs that are not only visually appealing but also meaningful and effective. Every project is crafted with a focus on innovation, consistency, and user engagement, helping brands build a strong and memorable presence across digital platforms.

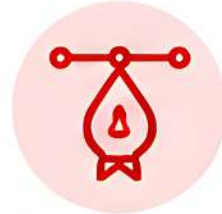
OUR SKILLS

We combine creativity, strategy and technology to craft visual experiences that connect brands with their audience.

“

Good design is not just what it **looks** like, it's how it **works**.

OUR SKILLS



BRANDING & IDENTITY DESIGN

- Logo Design
- Visual Identity
- Brand Guidelines
- Brand Strategy



SOCIAL MEDIA DESIGN

- Instagram Posts
- Stories & Reels
- Carousel Design
- Feed & Grid Design



GRAPHIC DESIGN

- Marketing Collaterals
- Posters & Flyers
- Brochures
- Presentation Design



UI/UX DESIGN

- Wireframing
- UI Design
- Prototyping
- User Experience Design



PACKAGING DESIGN

- Product Packaging
- Label & Sticker Design
- Mockup Creation
- Print-Ready Artwork



ADVERTISING & CAMPAIGN DESIGN

- Ad Creatives
- Banner Design
- Campaign Visuals
- Digital Marketing Assets

OUR TOOLS



Adobe
Illustrator



Adobe
Photoshop



Adobe
InDesign



Adobe
After Effects



Figma



CorelDRAW



Canva



Strategic
Approach



Creative
Excellence



Attention to
Detail



Client-Centric
Solutions



Results Driven
Design

sample •

projects

project 1



CLEAN ENERGY. MAXIMUM YOU.

ENERGY DRINK

Zenix delivers clean, long-lasting energy to power your body and sharpen your mind. No crash. No limits. All performance.



CLEAN ENERGY
No Crash



SHARP FOCUS
Laser Mentality



ENDURANCE
Go All Day



FOCUS. POWER. DOMINATE.



CASE STUDY

ZENIX ENERGY DRINK

A next-generation energy drink designed to fuel your body, sharpen your mind and push your limits.

2024
BRAND PROJECT



01. THE BRIEF

Create a bold and modern brand identity for an energy drink that stands out in a crowded market and connects with a young, active and ambitious audience.

02. THE SOLUTION

We developed a brand identity that represents energy, focus and endurance through a clean visual system, bold typography and vibrant colors. The design is minimal yet powerful, ensuring high impact and recall.

03. BRAND VALUES



ENERGY

Fuel to keep you charged all day.



FOCUS

Sharpen your mind. Stay ahead.



ENDURANCE

Push your limits. Every day.

04. TARGET AUDIENCE

Young and active individuals who seek performance, motivation and a healthy lifestyle. Students, athletes, gamers and creators.



05. BRAND IDENTITY

LOGO



Z E N I X

TYPOGRAPHY

AA

BEBAS NEUE BOLD
MONTSERRAT
REGULAR

COLOR PALETTE



FF6A00 FF1E1E FFD400 0D0D0D

06. PACKAGING

Sleek and minimal can design with bold vertical typography and vibrant colors to stand out on the shelf.

07. CONCLUSION

Zenix is more than just an energy drink. It's a mindset. The visual identity reflects power, clarity and performance — empowering you to be your best every single day.

FOCUS.
POWER.
DOMINATE.



9:41



**CLEAN
ENERGY.
MAXIMUM
YOU.**

FUEL YOUR BODY.
FOCUS YOUR MIND.
DOMINATE YOUR DAY.



9:41



**POWER
THAT
PUSHES
YOU
FURTHER.**



CLEAN
ENERGY



SHARP
FOCUS



ALL DAY
ENDURANCE



ORANGE BURST
ENERGY DRINK

250 ML

9:41



**FOCUS.
POWER.
DOMINATE.**

NO CRASH.
NO LIMITS.
JUST RESULTS.



ZENIX

ZENIX

ZENIX

ZENIX

ORANGE BURST
ENERGY DRINK
250 ML

RED BURST
ENERGY DRINK
250 ML

CITRUS BURST
ENERGY DRINK
250 ML

BLACK ICE
ENERGY DRINK
250 ML




CLEAN ENERGY. MAXIMUM YOU.


FUEL YOUR BODY.
FOCUS YOUR MIND.
DOMINATE YOUR DAY.


SWIPE RIGHT →



POWER THAT PUSHES YOU FURTHER.


 **CLEAN ENERGY**
Smooth, sustained energy without the crash.


 **SHARP FOCUS**
Enhances concentration and mental clarity.

 **ALL DAY ENDURANCE**
Keeps you active and performing longer.



MADE DIFFERENT.

 **VITAMINS B3 | B6 | B12**
Support energy metabolism, and reduce fatigue.

 **160MG CAFFEINE**
Just the right boost to power your best.

 **NATURAL FLAVORS**
Bold taste. Clean ingredients. No compromises.



CHOOSE YOUR ENERGY.



ORANGE BURST

RED RUSH


CITRUS FUEL


BLACK ICE


BUILT FOR EVERY MOMENT.



 **WORKOUTS**
Fuel your performance.

 **FOCUS TIME**
Stay sharp. Stay ahead.

 **ON THE GO**
Energy that moves with you.

 **LATE NIGHTS**
Keep the energy going strong.

NOT JUST AN ENERGY DRINK. IT'S A MINDSET.

JOIN THE MOVEMENT.

#MAXIMUMYOU



project 2

Havmor
ICE CREAM

FRUITY BLAST

Real fruits. Real flavours.
Pure joy in every scoop.



REAL FRUIT
GOODNESS



MADE WITH
FRESH MILK



NO ARTIFICIAL
COLOURS



PURE JOY IN
EVERY SCOOP



01 TYPOGRAPHY

PRIMARY FONT

POPPINS

Aa

SECONDARY FONT

Poppins

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz
0123456789

ACCENT / HIGHLIGHT FONT

Brusher

02 COLOR PALETTE



#FF4D6D #FFB703 #6A5ACD #7BC043 #FFF2E1 #1A1A1A

STRAWBERRY POP MANGO RUSH BLUEBERRY BUZZ KIWI TWIST CREAM DARK TEXT

COLOR USAGE RATIO



03 BRAND ELEMENTS



DRIP SHAPE



LEAF ILLUSTRATION



QUALITY STAMP



STRAWBERRY



MANGO



BLUEBERRY



KIWI



REAL FRUIT



PURE JOY

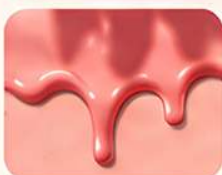


MADE WITH REAL FRUIT



SCOOP HAPPINESS

04 TEXTURES & DETAILS



DRIP TEXTURE



ICE CREAM TEXTURE



WALL SHADOWS



FRESH FRUITS

05 MOCKUP PREVIEW



POSTER



ICE CREAM CUP



SHOPPING BAG



ICE CREAM FREEZER

06 VISUAL STYLE



WARM LIGHTING



NATURAL SHADOWS



VIBRANT YET BALANCED



CLEAN & MODERN

Friendly

Energetic

Youthful

Fun

Trustworthy

07 PACKAGING DETAILS



BOLD FLAVOUR IDENTITY



FRUIT FOCUSED VISUALS



DRIP LID IDENTITY



REAL FRUIT QUALITY STAMP



MINIMAL LINE ILLUSTRATIONS

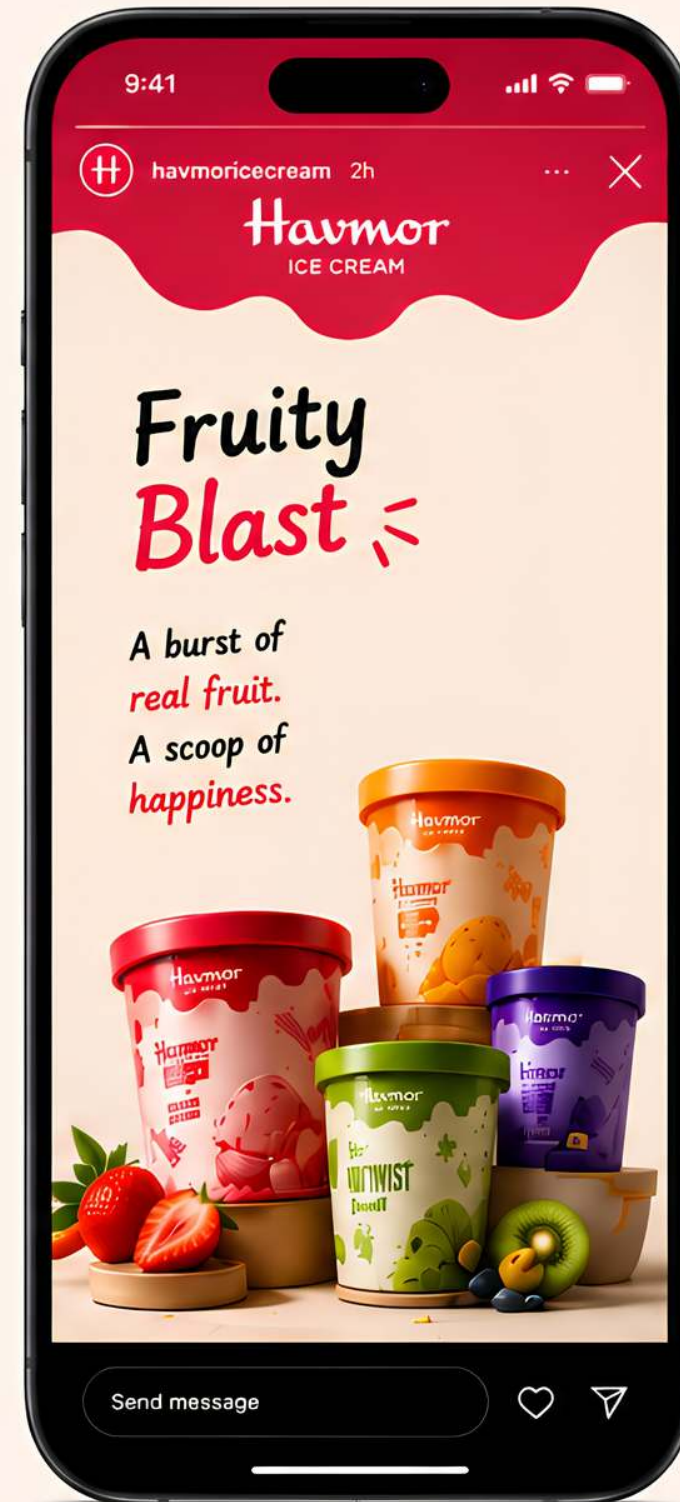
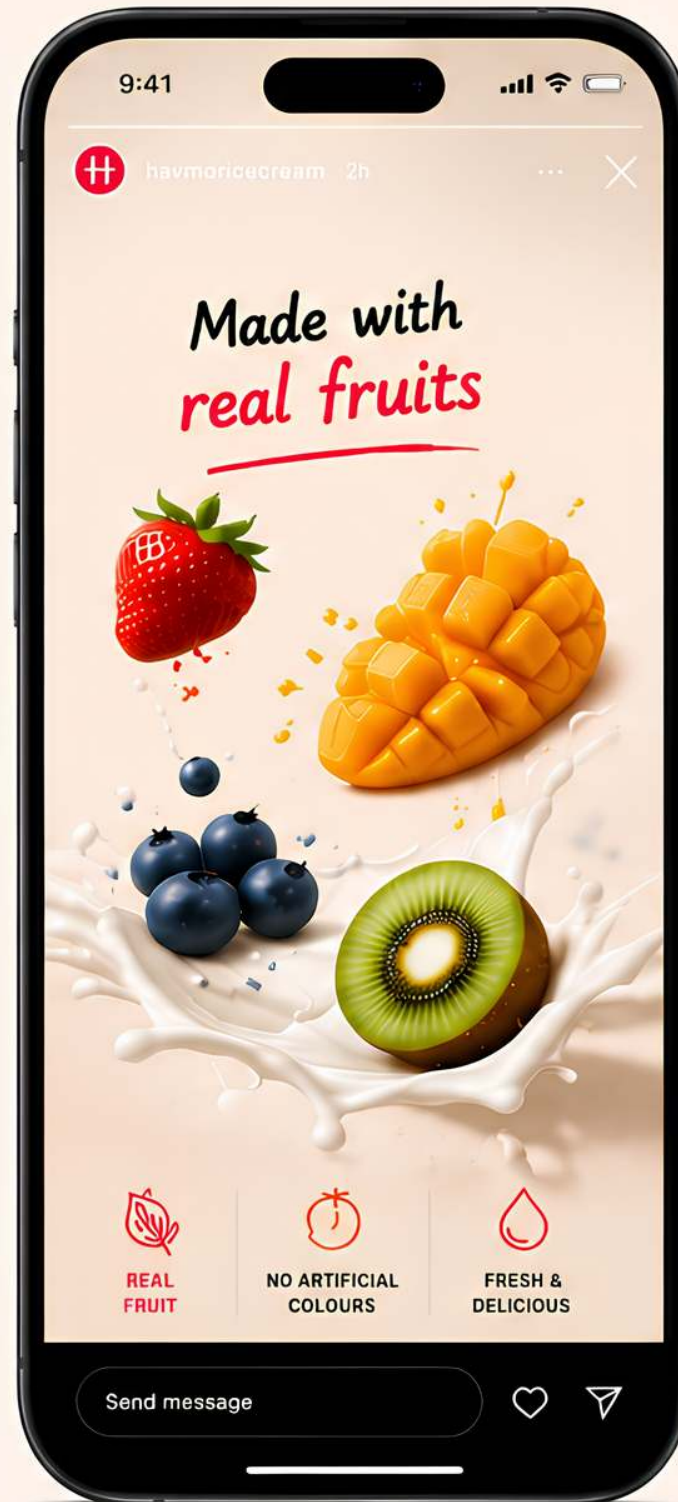
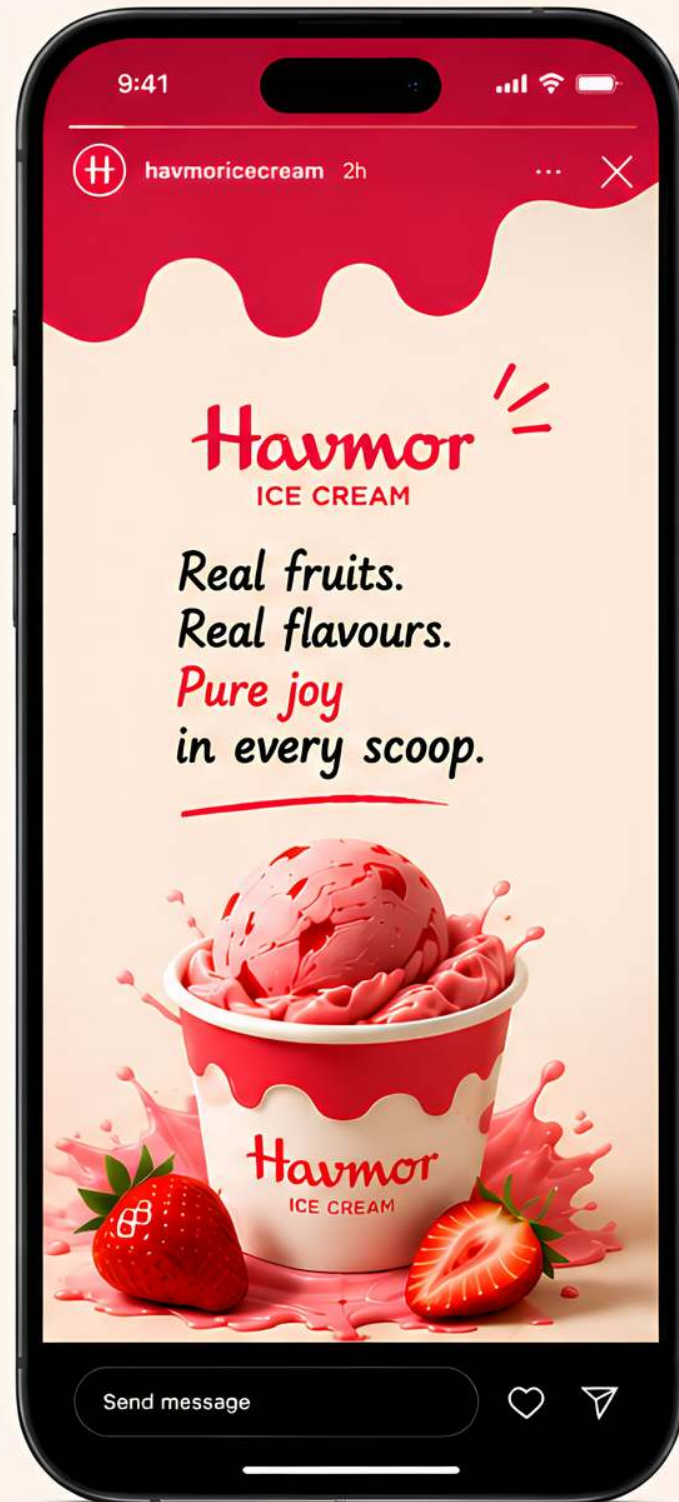
08 CONCLUSION

Havmor isn't just ice cream, it's a celebration of real fruit, real joy, and real moments. Made with real fruit. Made for real joy.

**REAL FRUIT.
REAL JOY.
REAL HAVMOR.**



STORY MOCKUPS



CAROUSEL PAGE DESIGN

— For Instagram Posts —

01

Havmor

ICE CREAM

Real fruits.
Real flavours.
Pure joy
in every scoop.



02

Made with real fruits

No shortcuts.
Just the goodness
of nature.



03

Flavours for every mood

STRAWBERRY MANGO BLUEBERRY KIWI TWIST



04

Scoop into happiness!

- REAL FRUIT
- CREAMY TEXTURE
- IRRESISTIBLE TASTE



05

Every scoop, full of joy!



MADE WITH LOVE

06

Taste the real. Feel the joy.

Havmor

ICE CREAM



Our work

GOODNESS
- in every -
TINY BITE!

**Carrot Flavour
Goat Milk Treat**

A tasty treat for a shinier coat,
stronger bones & a healthier life!

- Easy Digestion
- Healthy Skin & Shiny Coat
- Strong Bones & Teeth
- Overall Wellness

petcaart.com | Because They Deserve the Best!

PetCaart

**Healthy Treats,
Happy Dogs**

Delicious & nutritious biscuits
your dog will love.

Now available on petcaart.com

SHOP NOW →

Ocean Fish

Ocean fresh,
irresistible taste.

Me-O
KITTEN FOOD

ทำจากปลา
Made from Real Fish
คุณค่าสารอาหารครบถ้วน
Complete Nutrition

ลูกแมว
ห่าน - 1 ปี
Whelping - 1 Year

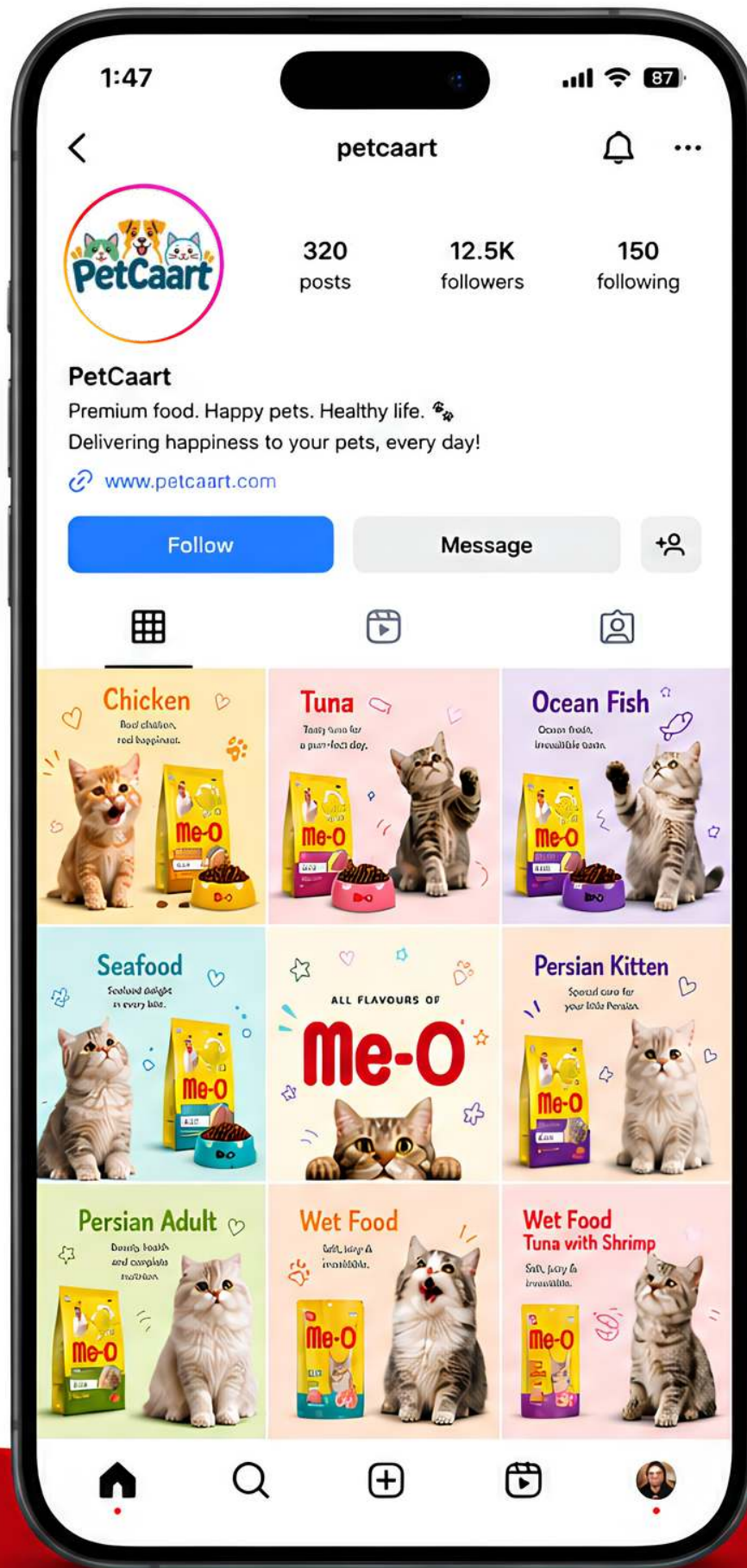
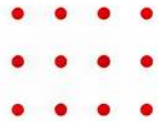
ปลา: OCEAN FISH
海洋魚口味

Social Media Visuals

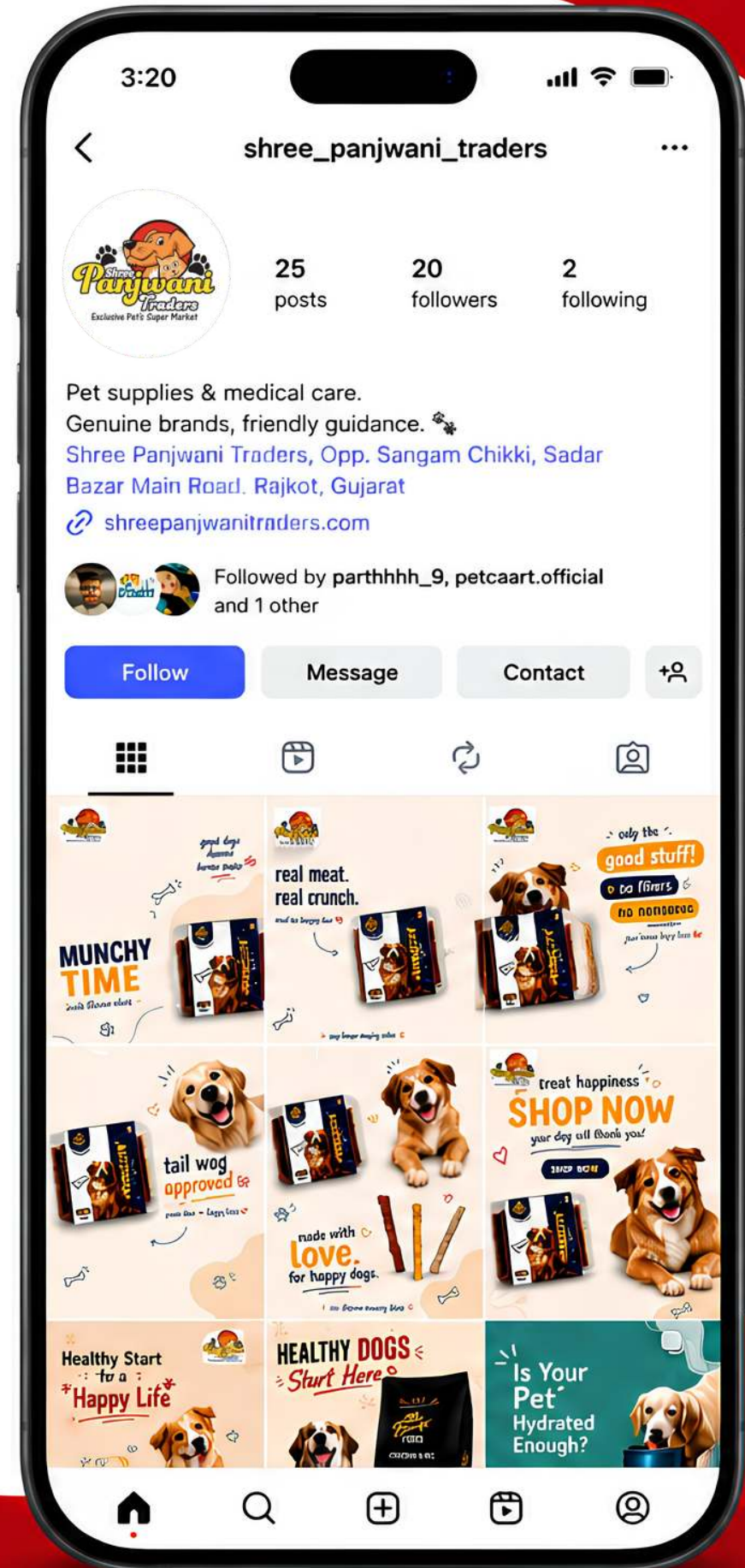


INSTAGRAM FEED DESIGN

Grid Designs for
Pet Brands



PetCaart
Instagram Feed Design



Shree Panjwani Traders
Instagram Feed Design

Logo

Redesign

BALAJI WAFERS

BRAND IDENTITY REDESIGN

LOGO COMPARISON

OLD LOGO



NEW LOGO



LOGO BREAKDOWN



Letter 'B'
for Balaji



Wavy shape
for wafer



Subtle smile
for joy



Bold wordmark
modern & playful

COLOR PALETTE



#0D1B2A



#FFC107



#FFF4E5



#6B7280

PACKAGING SYSTEM



APPLICATIONS



TYPOGRAPHY

Aa
POPPINS

Bold
Medium
Regular

BRAND ICONS



CRUNCHY



QUALITY



JOY



TRUST

KEY TAKEAWAYS



Modern &
Memorable



Strong Shelf
Presence



Loved &
Trusted



Future
Ready

AMUL

BRAND IDENTITY REDESIGN

ABOUT



India's most loved dairy brand since 1946.



A symbol of trust, quality and togetherness.



Redesigned for a modern world while staying true to its legacy.

OLD LOGO



NEW LOGO



BRAND ELEMENTS



Iconic 'A' inspired by heritage.



Milk splash represents purity and freshness.



Natural goodness at the heart.



Warmth and trust, in every drop.

COLOR PALETTE



#0D1B3D



#C8A65A



#FFF5E6



#EADCC1

TYPOGRAPHY

Aa
POPPINS

Bold
SemiBold
Medium
Regular

BRAND ESSENCE



PURE



NATURAL



TRUSTED



TOGETHER

PACKAGING SYSTEM



APPLICATIONS



SOCIAL MEDIA PREVIEW



LET'S WORK TOGETHER.

Ready to elevate your brand through thoughtful design and creative solutions.



Mobile
[+91 9919918374](tel:+919919918374)



Email
hello@auravis.in



Website
<https://auravis.in>



thank
you