

*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.

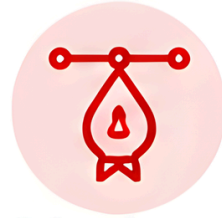
# OUR SKILLS

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

**A A**

BEBAS NEUE BOLD  
MONTSERRAT  
REGULAR

COLOR PALETTE



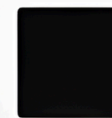
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FF1E1E



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.






# 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

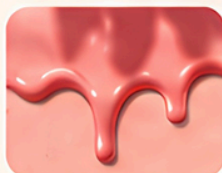


MADE WITH REAL FRUIT

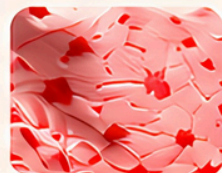


SCOOP HAPPINESS

### 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

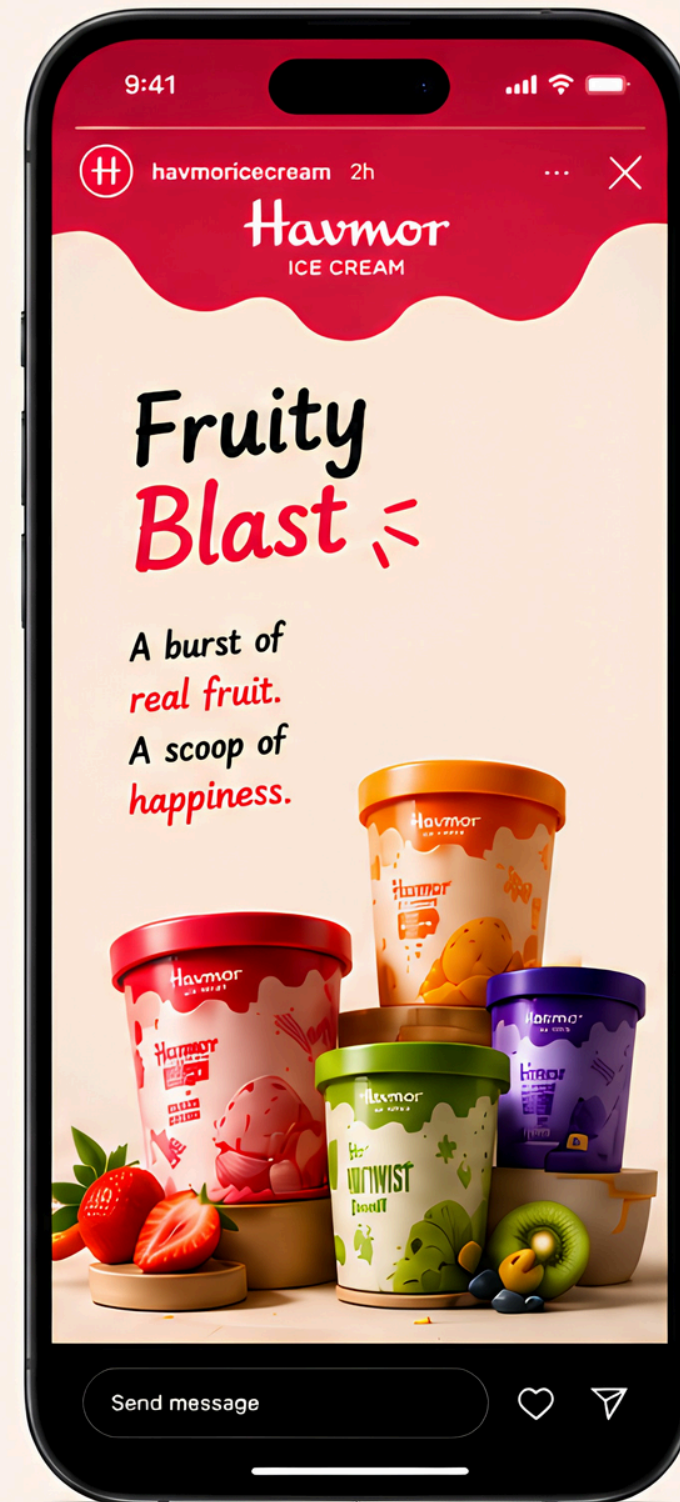
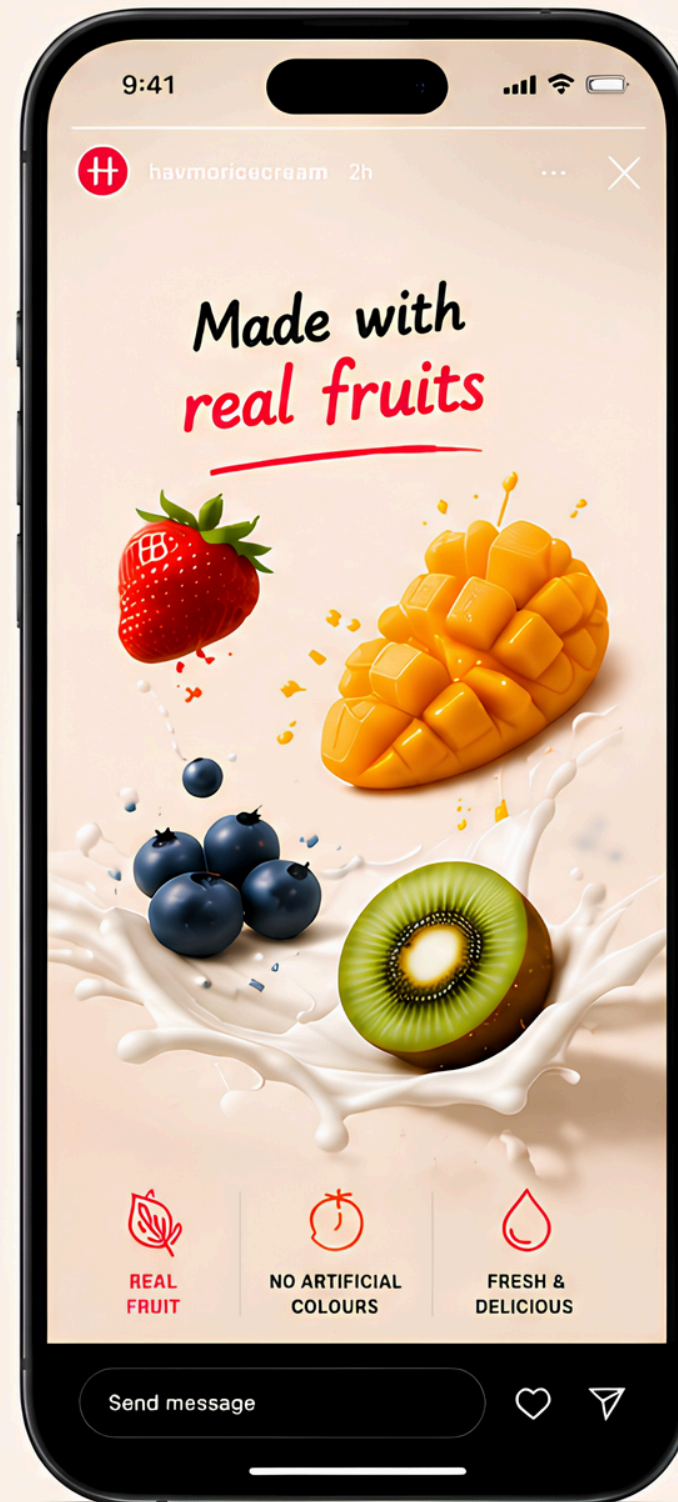
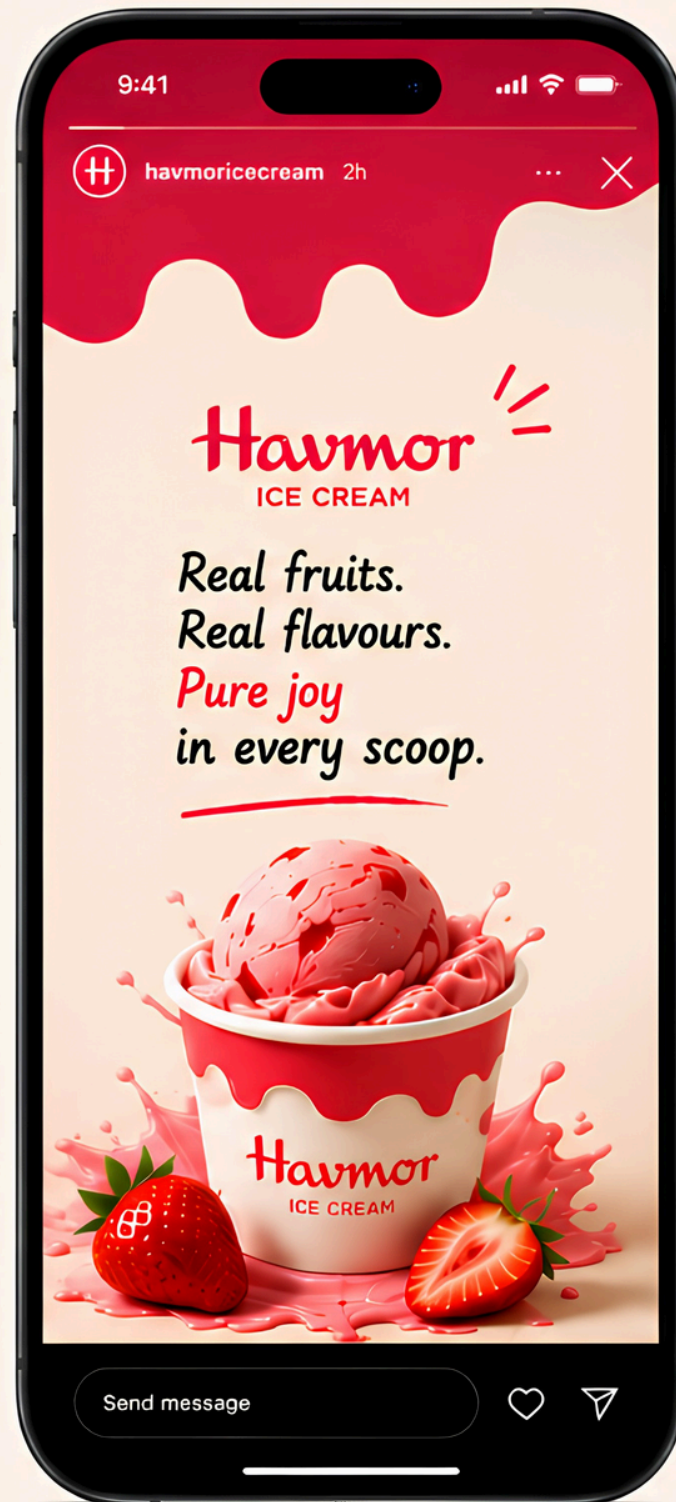
### 08 CONCLUSION

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](https://petcaart.com)

**SHOP NOW** →

# Ocean Fish

Ocean fresh,  
irresistible taste.

**Me-O**  
KITTEN FOOD

Made from Real Fish  
Complete Nutrition

ลูกแมว  
หย่านม - 1 ปี  
Weaning - 1 Year  
斷奶期到 1 岁

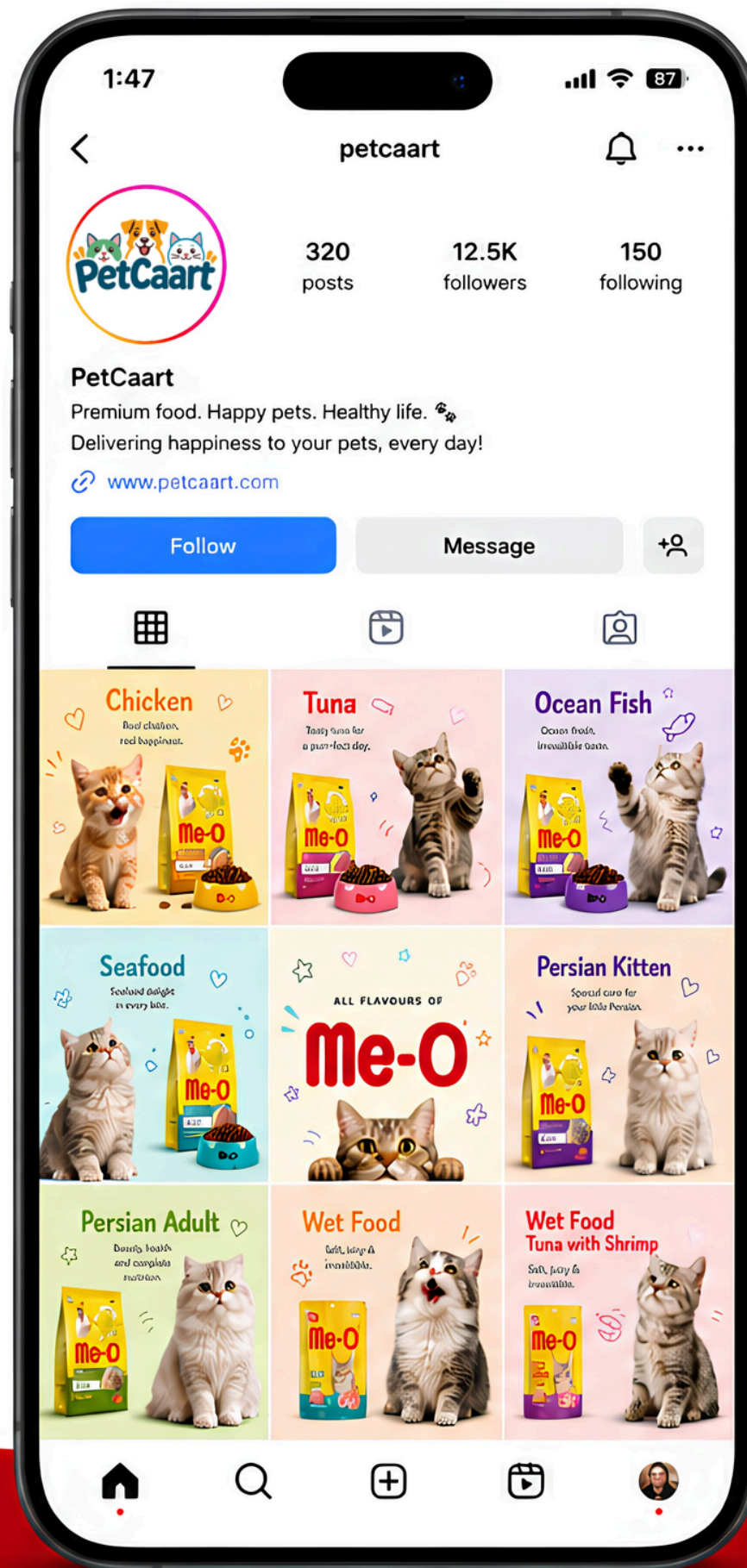
ปลากระป๋อง OCEAN FISH  
海洋魚口味

*Social Media Visuals*

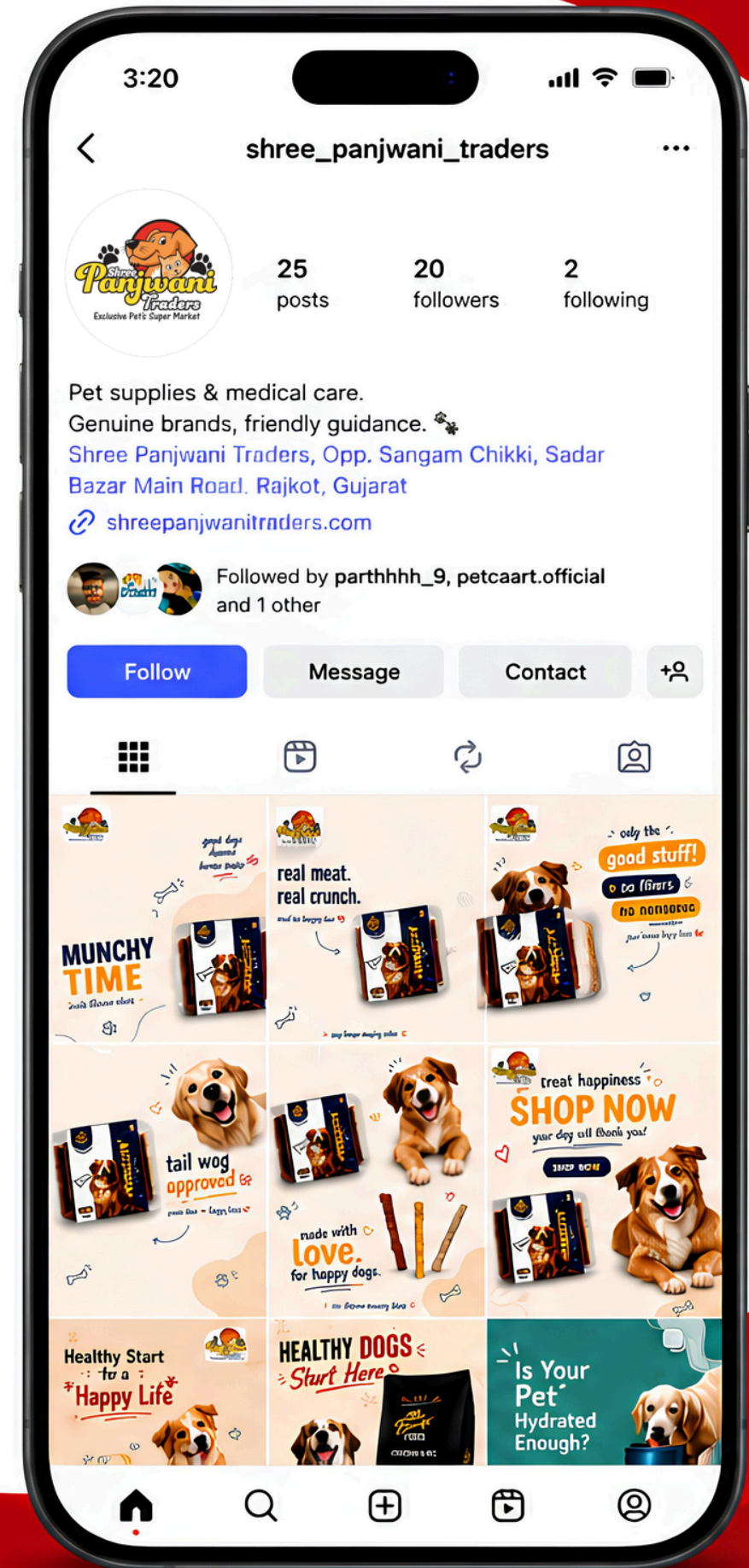


# INSTAGRAM FEED DESIGN

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



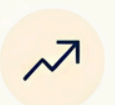
Modern &  
Memorable



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](mailto:hello@auravis.in)



Website  
<https://auravis.in>



thank  
you