

Acknowledgement

I still remember that day at NIFT, when Ms. Kinnari Mankand (Senior Designer, Onio Pvt. Ltd.) presented on the Onio's design innovations. While ending her presentation she mentioned a need of a graphic design intern, and fortunately I was selected to fulfill their requirement. I worked with Onio on mainly three projects for eight weeks. Undoubtedly these weeks were transforming! I recognize many positive changes in my work and methodology. In this report I have tried to compile most of them along with the Onio's profile. Before you unfold the story of my internship, I eagerly want you to know the contributors without whom this page will be incomplete.

First of all I thank **NIFT, Mumbai** and **all passionate faculties** it has. Because of their valuable teachings I could perform well at Onio. I thank my academic mentor **Mrs. Susmita Das Pal**, and industry mentor **Ms. Kinnari Mankand** for sharing their life lessons; they really helped me in completing this internship successfully. I also thank the co-directors of Onio **Mr. Manoj Kothari, Mr. Prakash Khanzode** and **Onio's employees** for correcting me in every possible ways.

By the end of this report i have attached a letter, I received from **Ms. Kinnari** which will always stand as a motivation in my future career. I am grateful to her for sending it.

I thank **everyone** for being a part of this wonderful society which inspires and experiences my contribution.

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Onio Profile

Onio says,

“Onio is a **strategic design and innovation consulting company**. They strongly believe that innovation for real need of the emerging markets can create winning ideas for the world.”

Services

- Onio D-LABS helps businesses grow by applying design-led systems thinking into business strategy.
- OnioNxt focuses on research, insights and design methods.
- OnioMax is the Product design & development services division of Onio.
- OnioViz provides prototyping and strategic visualization services.

I feel,

Onio is not a machine that keeps on creating and printing designs but, Onio curiously questions every design at every stage – ‘**How can it work better?**’ In context of **user, society, brand and technology** (known as four pillars of Onio).

Onio has successful history of 15 years of commendable designs. Now these four pillars of Onio are stronger than never before. What makes Onio the ‘Onio’ than merely a design firm is its evolving approach. The days before my internship I used to think Onio is product lead research company. And today I define **Onio as a pioneer and leader of revolution in India’s design development and forecast**. Onio’s alertness to recognize change in user-behaviour is commendable and acts as a catalyst in creating extra ordinary design-concepts. However, exceptions are there with a lesson to teach a learner.

Clientele

Automobiles



Consumer Durables



Information Technology



Manufacturing

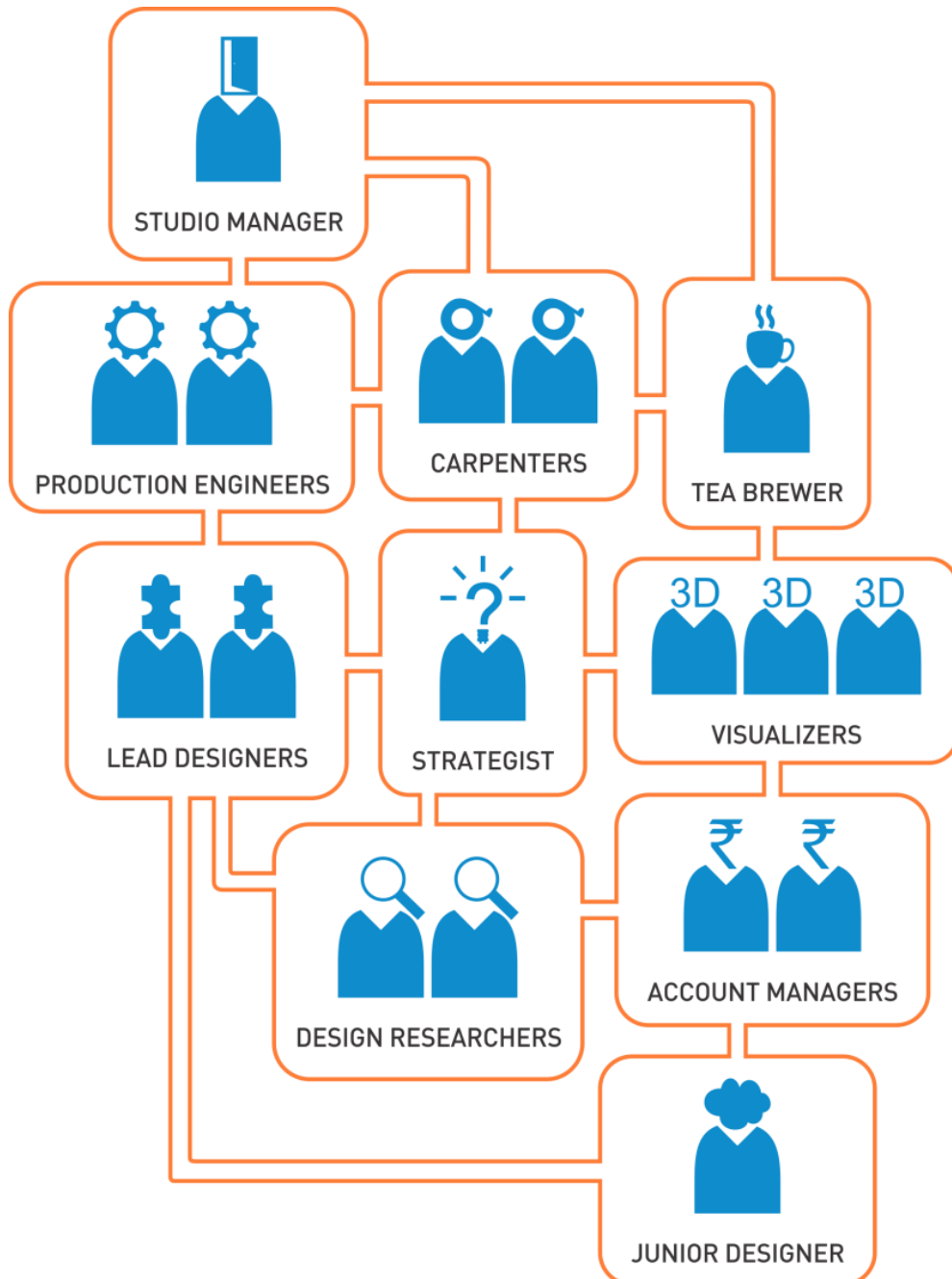


Retail



Onio Hierarchy

Onio's Hierarchy is simple, I would like to represent it as below-

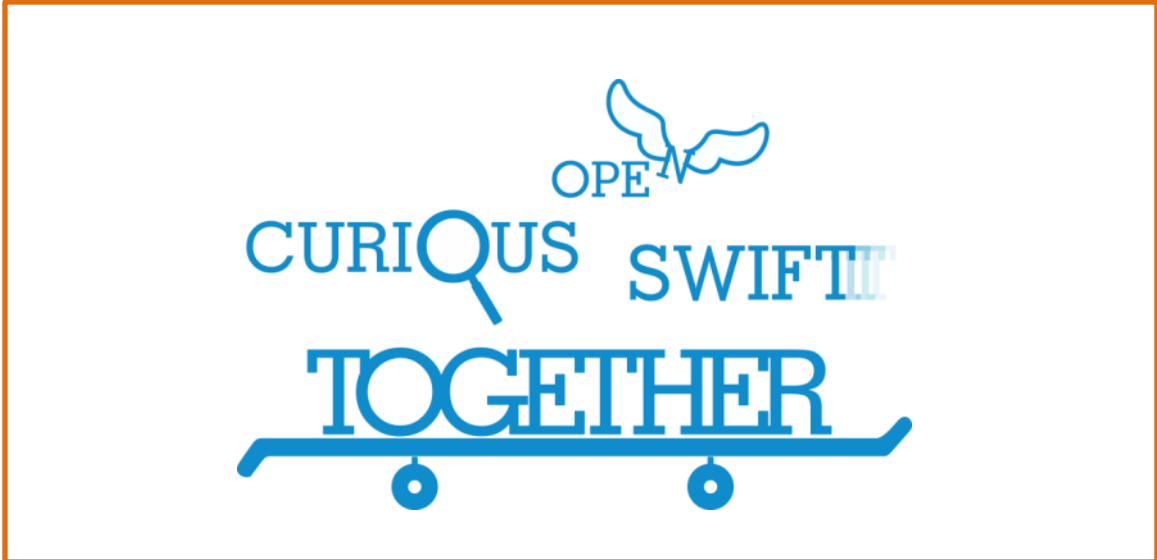


Freedom Driven Hierarchy

Onio does not follow any hierarchy. This strategy allows every employee to **learn and explore**. Even strategist goes to the printer and cut the copies and even junior designer can also take part on business development meetings.

Onio Methodology

Onio's **path** can be defined by four attributes-



The **steps** on this path makes Onio different.



Projects 1. Kimaya Cards

Duration

From 28th May to 4th June 2012.



Kimaya cards set is a self-owned product of Onio. These cards tell snippets of Onio's Indian inspirations through photographs and a charming text under with. As you can see in the reference pictures, these cards are clad in a theme of playing cards.

The purpose of these cards-

- to sell at gift stores,
- To spread awareness about the brand
- To gift Onio's clients.

This project was carried from analysis to the Ideas.



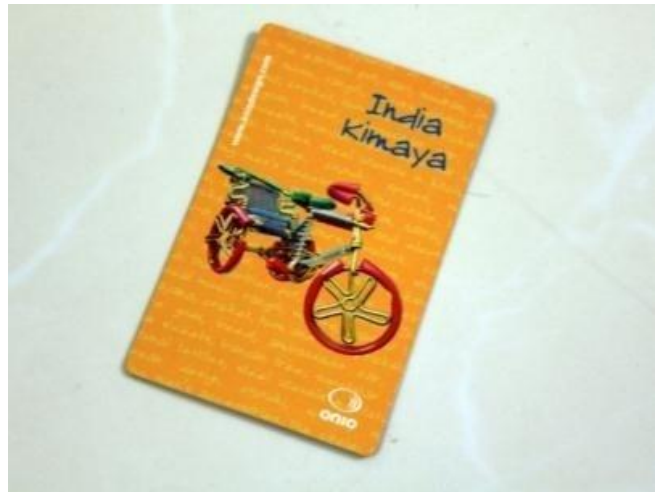
1. Kimaya Cards Brief, Analysis

Brief

Kimaya cards was a failure at gift stores. My task was to **increase its market value.**

To achieve this goal I was told to analyze the existing cards and evolve with the next redesigned set of Kimaya cards.

I had given total freedom of changing theme, material, colors, packaging and photographs. But not the content.



Analysis

As a first step of analysis I defined **targets** of Kimaya cards on the basis of the given brief.

The targets included following groups (The list has been supported with the feature the product should have to appeal the segment) –

1. Onio Clients

- Corporate
- Well ordered
- Sophisticated
- Presentable
- Innovative
- High Recall Value

2. Gift Buyers

- Distinct on shelf
- Unisex
- Ageless
- Entertaining
- Pleasurable

3. India Lovers

- Curious
- Embodied content
- Unusual

4. Design Conscious

- Thoughtful
- Inspirational
- Sensitive
- Aesthetical
- Engaging

5. Tourists

- Exploring
- Bold
- Emblematic
- Noticeable
- Trendy

6. Playing Card Buyers

- Persuadable
- Prestigious
- Different

1. Kimaya Cards Advantages

Advantages

1. Celebrating India in small packet

- Thoughtful Photographs
- Charming Copy
- Precise Indian-ness
- Unique Direction

2. Flavor

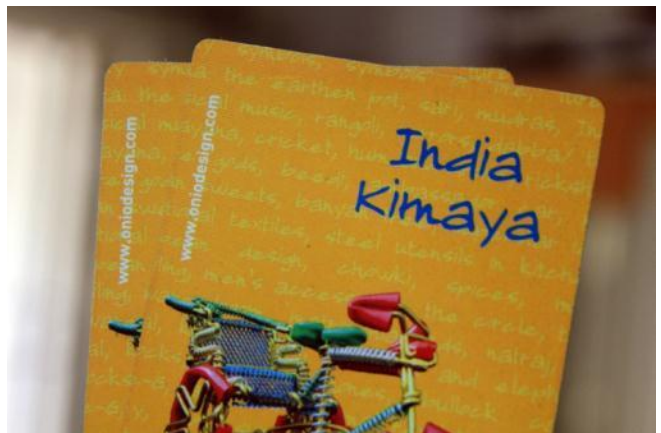
- Playing Cards

3. Convenience

- Onio Branding
- Size
- Water/Scratch Repellent
- Thickness



Logo placement suits handling behavior .



Website placement suits handling behavior .



Water and scratch repellent glossy print.



Convenient size to handle.



Theme of playing cards which sets new target.

1. Kimaya Cards Disadvantages, Ideas

Disadvantages

1. Absence of

- Product Identity
- Quality photographs
- Balance of Indian and corporate

2. Accessibility

Ideas

1. Mimic Ganjifa

- Colors
- Packaging
- Border and Indian motives

2. Tessellation

- Optimization of material
- Cost reduction

3. Ambigram

- Product Identity
- Layout Accessibility
- Inspiration seeker

4. Categorization

- Product Differentiation
- Complement Value
- Advertise

5. Hinglish Numbers

6. Branding through jokers

7. Packaging

8. Dream India Kimaya

- Kimaya as subbrand of Onio
- Sensory experience of Kimaya.

3. Lacking Motivation

- Gift buyers: do not find it special on shelves
- Playing card buyers: do not get value for money
- India Lovers: fail to find the Indian-ness



Mimic Ganjifa.



Concept Ambigram.



Defining categorization for differentiation and advertisement.

Projects 2. Minds Edutainment Pvt. Ltd. (MEPL)

Duration

From 5th June to 26th
June 2012



MEPL was one of the clients. MEPL was venturing into a service called THOTS(The Higher Order Thinking Skills) Lab. These labs were class rooms at selected school.

Onio's role was branding the space of selected class rooms. The elements used for branding ranged from signage to demonstration games for students.

I helped Onio team from many small chores like making print ready files to redesigning the brand wall.



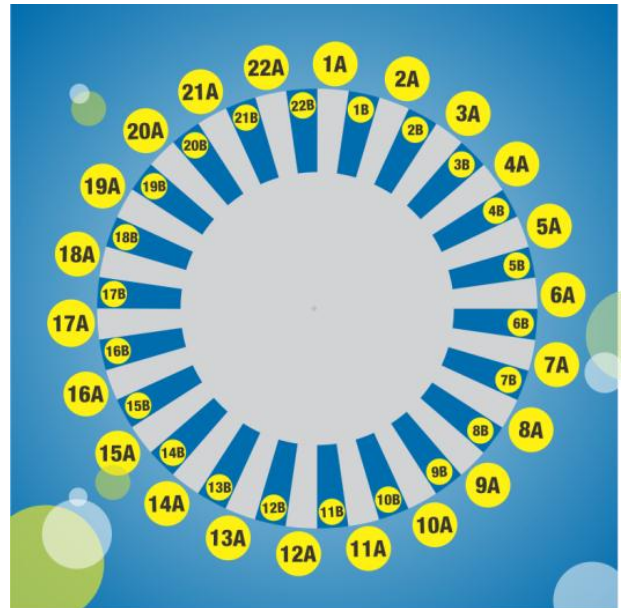
2. MEPL Print ready files

Spinning Wheel

It was placed in the class room as an interactive element.

The students were supposed to rotate the wheel and receive a token which will be the number of bench they should seat.

I made a print ready file before dispatching the installation elements to schools located at Bangalore and Cochin. I was given a brief to compose the spin wheel in 4x8ft. which is one of the standard size of foam board printing.



Spinwheel (size 2x2ft.)

Soft-board Graphics

The soft board was placed on the interiors of class rooms. The circular shaped graphics and a logo of the THOTS lab were screwed into the frame of soft board to enhance the brand presence.

The print ready file was made to optimize the use of material and reduce cost of printing.



Concept design- Soft board and circular foam board graphic to be screwed into borders.



Print ready file which was processed for laser cutting after printing on foam board. (size 4x4 ft.)

2. MEPL Pillar @ Viswajyothi Public School

Brief

One of the schools selected for installing the THOTS lab was Viswajyothi Public School, Cochin. The class room was needed to be recolored and then installed. The pillar (in pic.) was painted and used as a medium to communicate the instruction of removing shoes to student. As the shoe rack was placed along side.

I was briefed to design the pillar. The **limitations** were I can only use a strip of theme graphic sticker which was already there with installation team at the site. Later, I came to know the pillar was already colored green.



Existing Pillar at location



Suggested Option 1 –To cut and paste the theme sticker in such a way the instruction should face the readable area.



Suggested Option 2 –To and paste the theme sticker vertically.

2. MEPL Entrance Graphic Redesign @ Viswajyothi

Brief

I was tasked to redesign the entrance graphic at Viswajyothi Public School.

The first effort was composing self thought copy to grab passerby's attention. After showing it to the client, MEPL demanded the design should inculcate an ego boost to the Viswajyothi school. The new copy was thought and ultimately one of the option was selected and processed to a variant according to the client's taste.

Initial efforts-



Explorations with new copy as per the client's demand- to give Viswajyothi an ego boost.



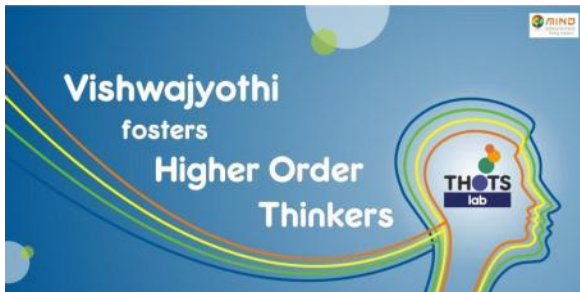
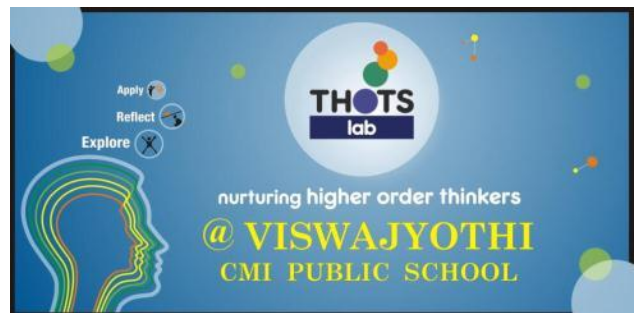
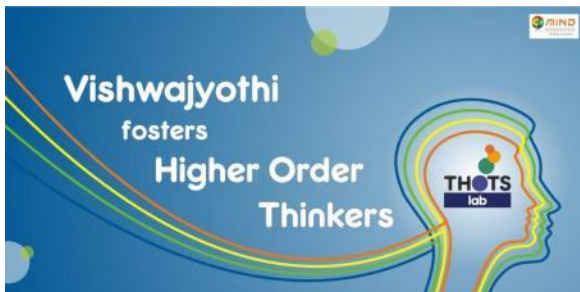
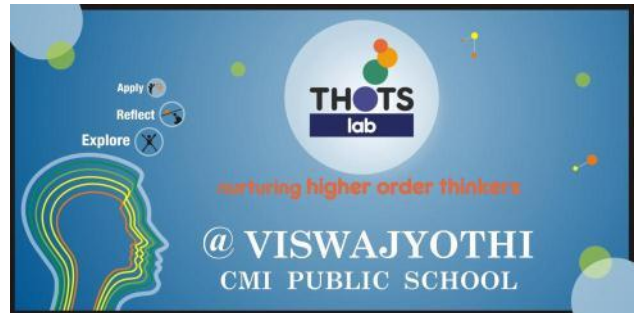
Existing entrance graphic by Junior designer.



Existing graphic pasted on location pic.



2. MEPL Entrance Graphic Redesign @ Viswajyothi



Client showed interest in this option and finalized it after adding a border. The typeface and color of Viswajyothi was a match with signage on the location.

I worked more on colors, placement to ease the reading flow and brand involvement.



Location photograph.

2. MEPL Rebranding Brand Wall

Brief

Brand wall played major role in brand involvement of every class room.

Functions of brand wall were as follows-

- To enhance the THOTS lab brand experience.
- To help teacher for giving reference while teaching.
- To express the flow of thoughts through brain as at trigger for higher order thinking.

The existing designs were already installed in the schools, but Manoj, Co-founder of Onio was not happy with the designs. He briefed me to redesign the current design to publish on Onio's website.

Disadvantages

- Poor readability from the first bench.
- White on yellow / light green.
- Diluted connection lines of processes.
- Lower position of bottom frames .



Existing Brand Wall Design



Brand Wall on location

Accessibility for transport and printing

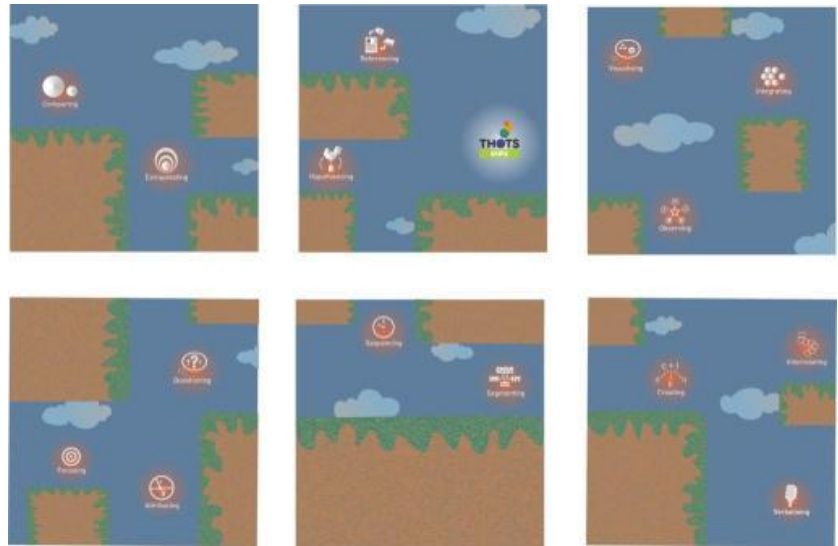
The existing wall has 3x3ft. pieces of foam boards. It eased packaging and loading the prints for transportation.

2. MEPL Redesigning Brand Wall

1. Game

The theme is derived from popular video games.

The placement of icons is to enable student to go through each process as it a metaphor of grabbing the points in the game. The outer glow of icons gives the game-point like effect.



Brand wall graphic Game theme.



Brand wall graphic Map Theme

2. Map

Map theme allowed wonderful play of positive and negative spaces. The icons of processes placed as a metaphor of landmarks on the map.

Negative space made the streets and positive space helped to communicate the brand wall.



After pasting on location.



Exploration of icons in map theme.

2. MEPL Redesigning Brand Wall

3. Thoughts planes

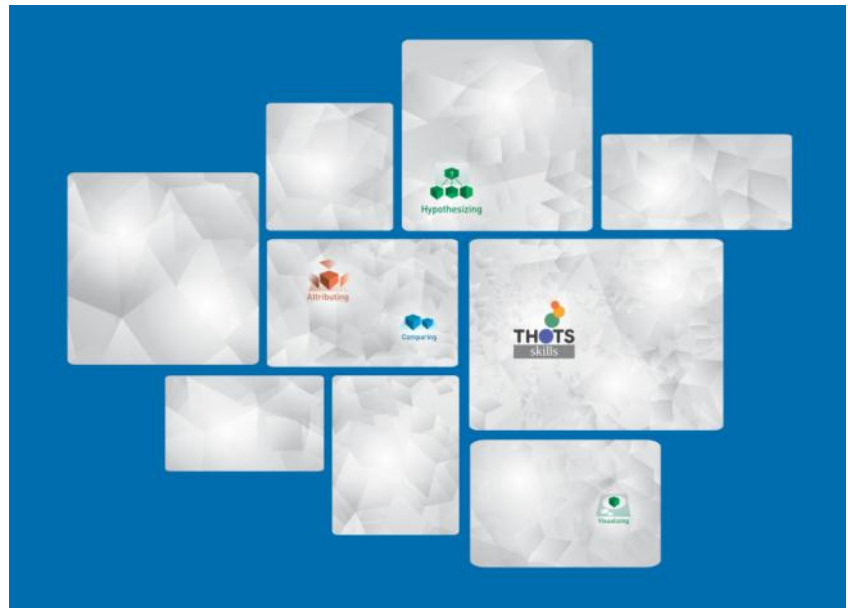
This theme manages to represent a thinking process as a continuation of existing brand wall concept. But the clutter and edgy graphic failed to make it pleasant to eyes.

Features-

- Composition of frames
- Theme driven icons

Improvements-

- Preventing Thoughts plane dilution in crystal effect



Brand wall graphic thoughts plane theme.



Theme driven icons.

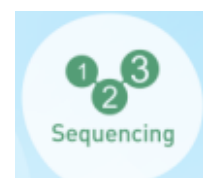
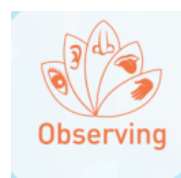
4. Origin of bubbles

The theme was inspired from the process of forming bubbles and goes in hand with the THOTS lab's logo (in pic.)

Some icons were reworked and the drawback of edginess of last theme was overcome.



THOTS lab logo



Modified icons.

2. MEPL Redesigning Brand Wall



Brand wall graphic on theme- Origin of bubbles.

Projects 3. Internal branding

Duration

From 27th June to 25th
July 2012



The Onio Internal branding consisted of redesigning the Brand wall, banner and making a new info-graphic. While working on the initial concept, the core governing Idea was set. The same idea was followed as a DNA of the celebration, as Onio completed 15 years on the 14th July.

The internal Branding project was the complete design process from concept to printing and installing the product. The major task was to make every onio's product an icon. This has great application ranging from their bran wall, T-shirts, Mugs, Banners to digital Medias like website and corporate mailing.

Keeping the Onio's brand ethics in mind every step was taken to reach the successful execution. The basic style was followed on smaller to larger format, from 12x12intches frames of brand wall to 35x5 feet banner.



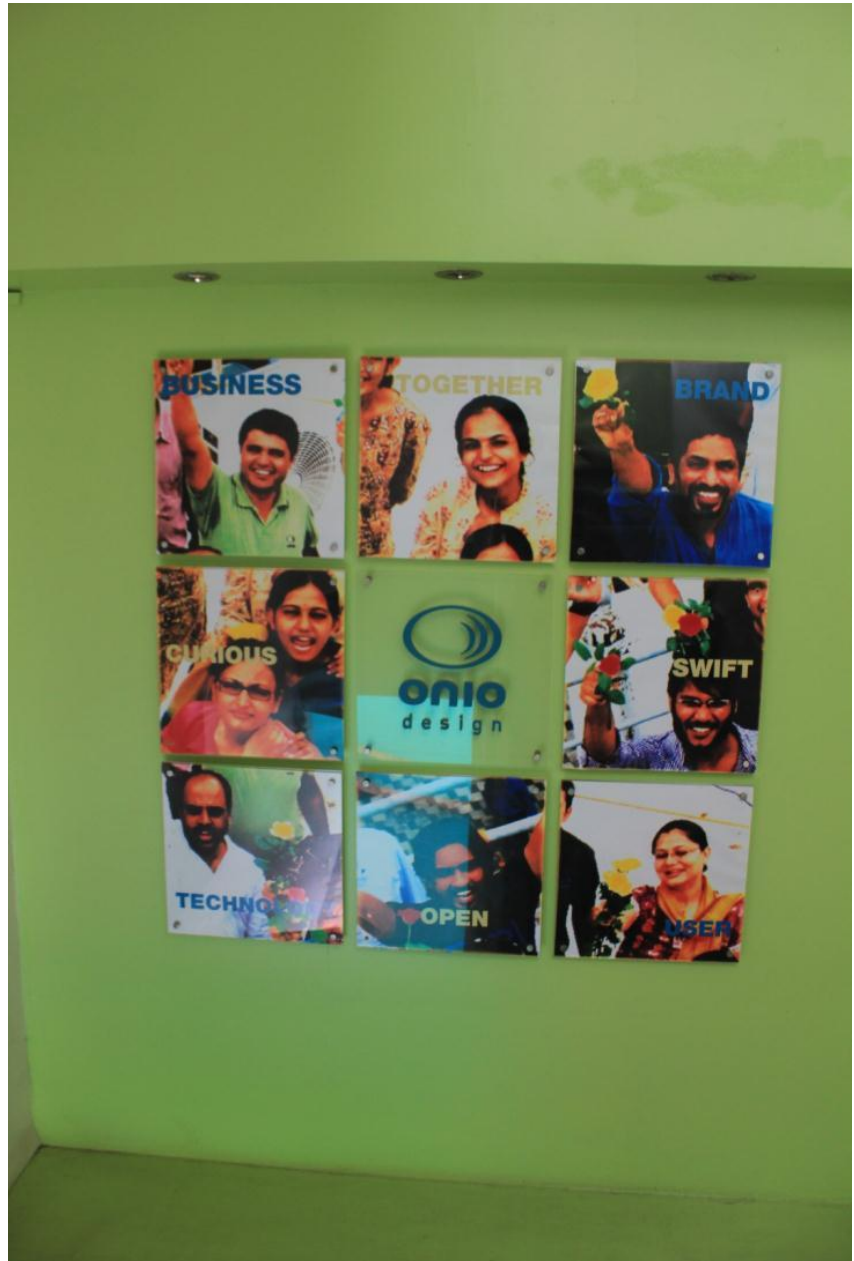
3. Internal Branding Brand Wall Brief

Brief

Brand wall is composed of 9 Acrylic sandwich-squares of 12x12 inch attached on light green (one of the brand color of Onio) wall.

The existing wall graphic was the photographs of employees and the words (Arial typeface) placed on them the words represent characteristics and pillars of Onio.

Brand wall is the first impression of Onio after entering the Onio building. My task was then **to design the first Onio's impression!**



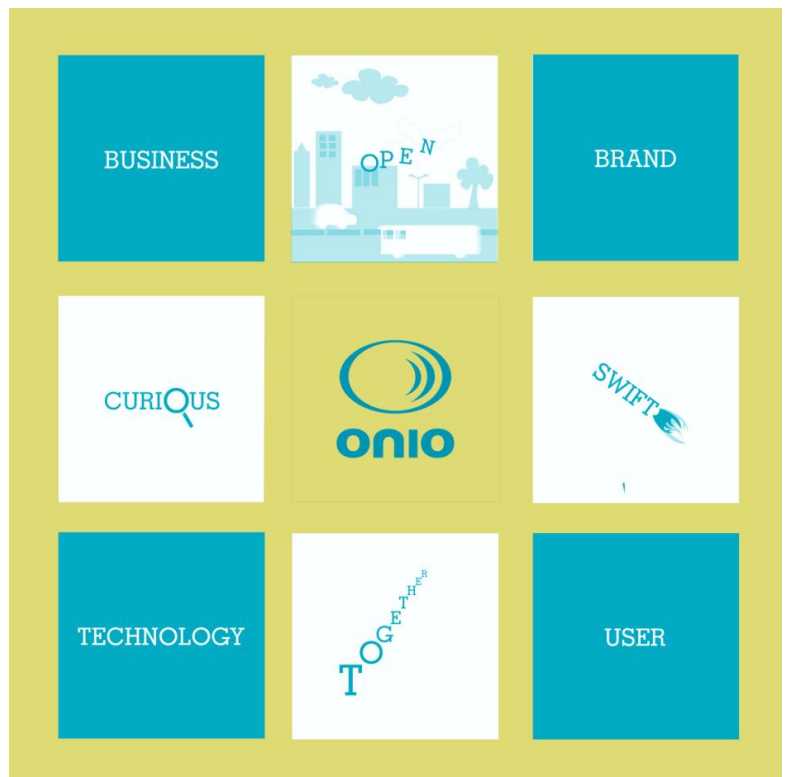
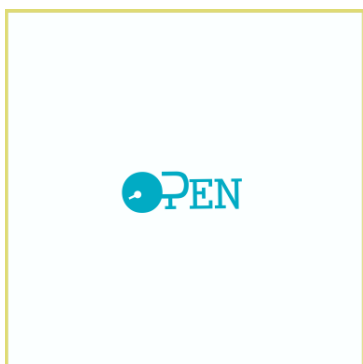
Existing brand wall.

3. Internal Branding Brand Wall Development

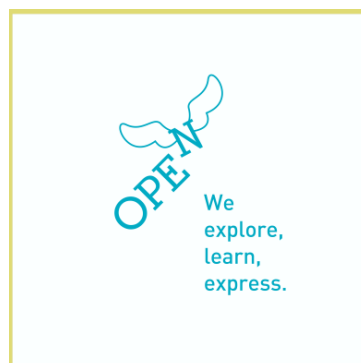
Initial Explorations

The first phase played a crucial part in further design development.

I tried to use two languages – Illustration and typography to communicate the same message of existing wall.



One of the initial concept



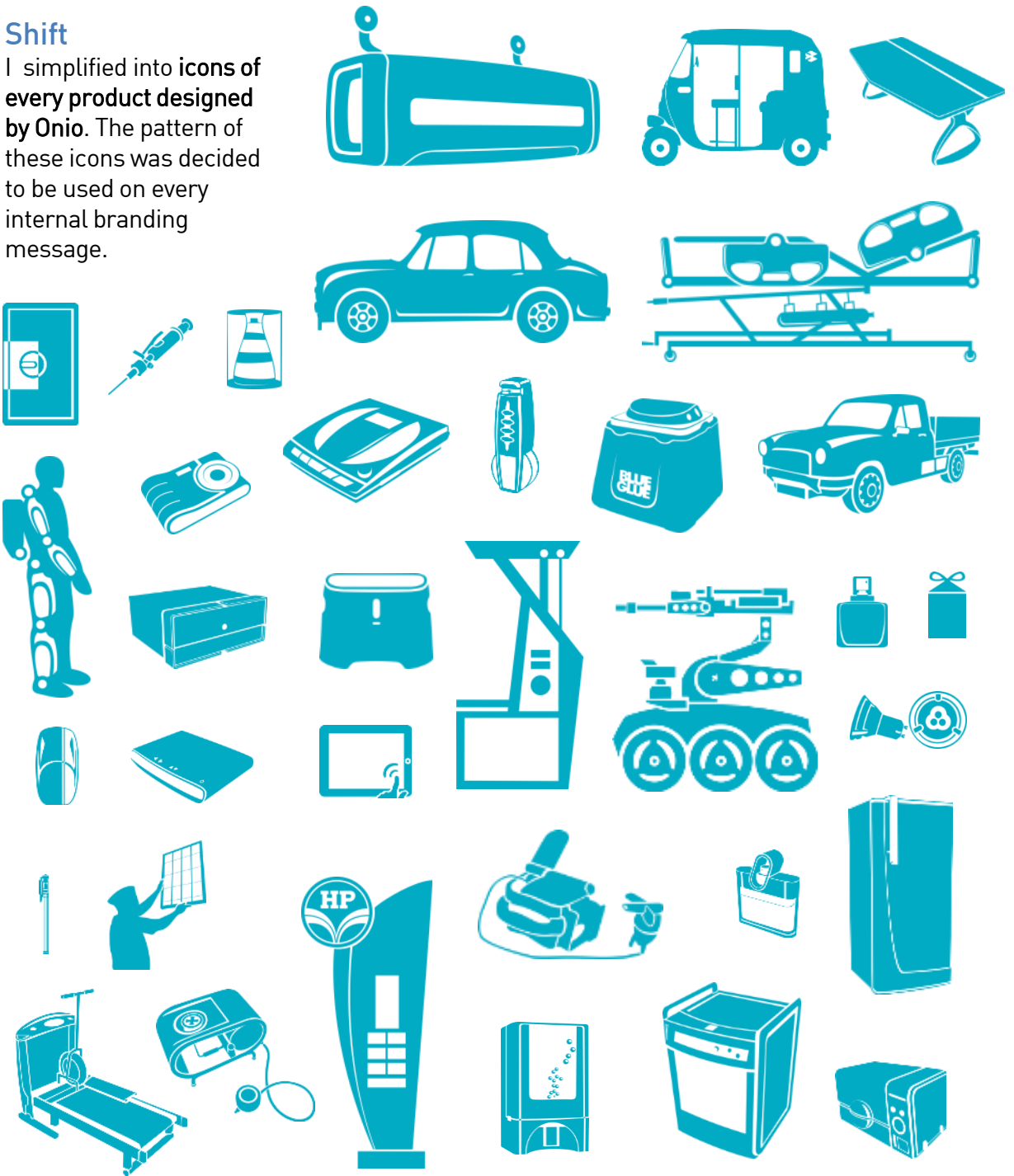
Design Development

While working on the same languages, the new effective theme was introduced which shortly turned DNA for every internal branding graphic...

3. Internal Branding Icons

Shift

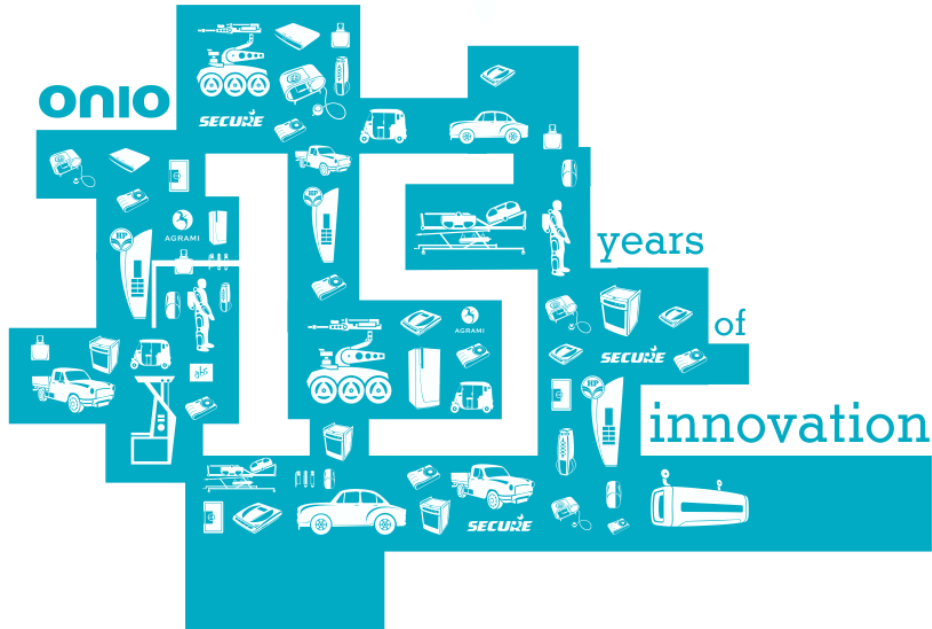
I simplified into icons of every product designed by Onio. The pattern of these icons was decided to be used on every internal branding message.



3. Internal Branding Concepts

Composing

The challenge to compose the icons and evoke the theme of 15 years of innovation was successfully solved with both of these concept-options.



3. Internal Branding Banner Brief, Final Wall

Brief

Onio's building and the building around it has blue and white as their major colors.

The challenge was to break the clutter by introducing vermillion tinge. But the vermillion was not the Brand's color after some explorations I was succeeded in balancing the brand image and vermillion tinge.



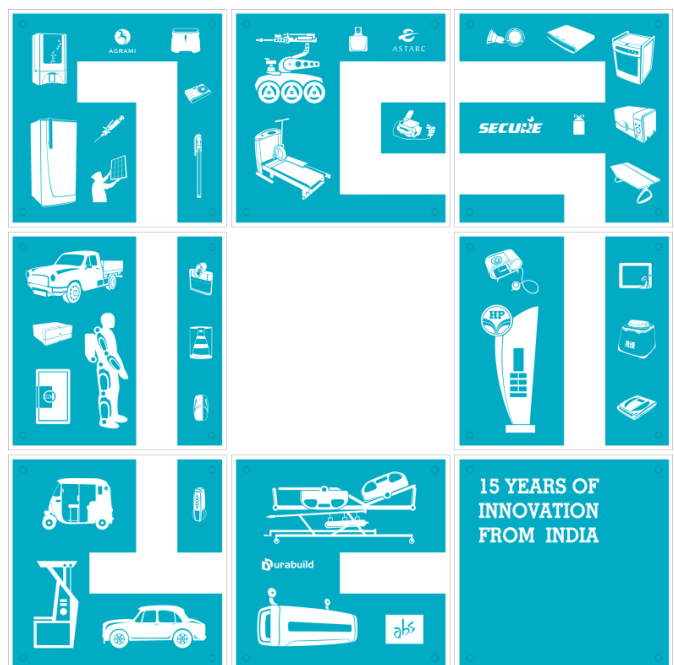
Onio's building and close-up view of existing banner.



Final Brand Wall

After finalizing the icon's design concept the wonderful instinct of brand wall design was finalized.

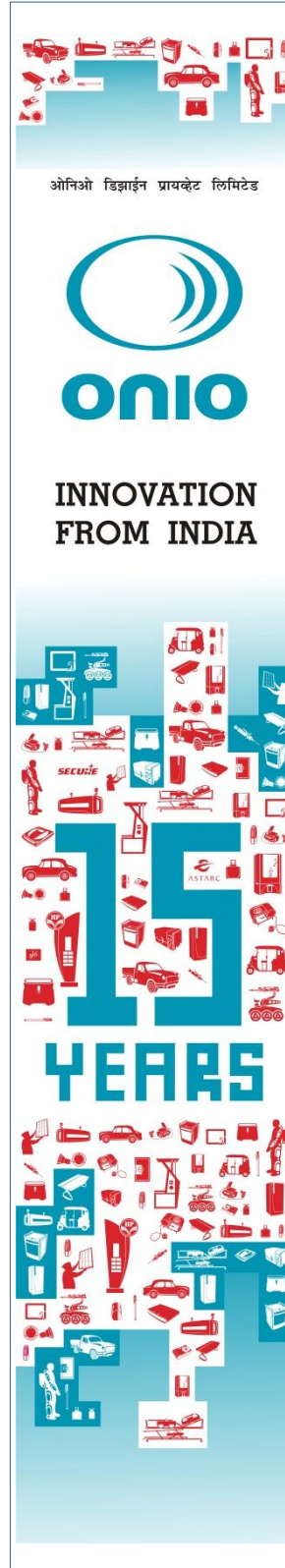
The next step was to make it print ready and get it printed. Along these tasks, I tried many options for banner...



3. Internal Branding Banner options



3. Internal Branding Banner options



Red Icons, blue 15, neatly placed.
Finalized for print!

3. Internal Branding Prototyping

Prototyping

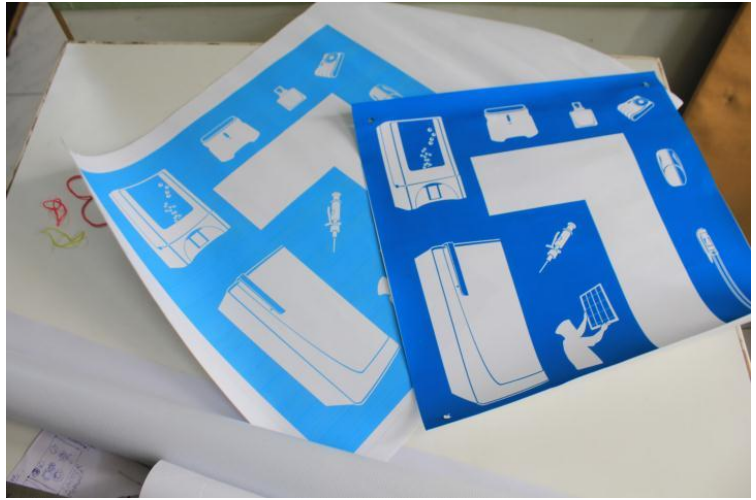
Prototyping was very crucial step to assure the prints will work same as I have imagined while designing it.

Brand Wall Graphic-

Checking wheater the color is perfect and uniform. The 2 different colored prints from the same printer are shown in the picture and difference is highly visible so The final decision was made accordingly and the other frames were printed.

Banner-

A cropped portion of banner was printed following errors were visible and corrected before printing the final banner.



Difference between colors after printing.



Print of cropped banner.



The merging hue of gradient.

Patches occurred due to mishandling the wet print.

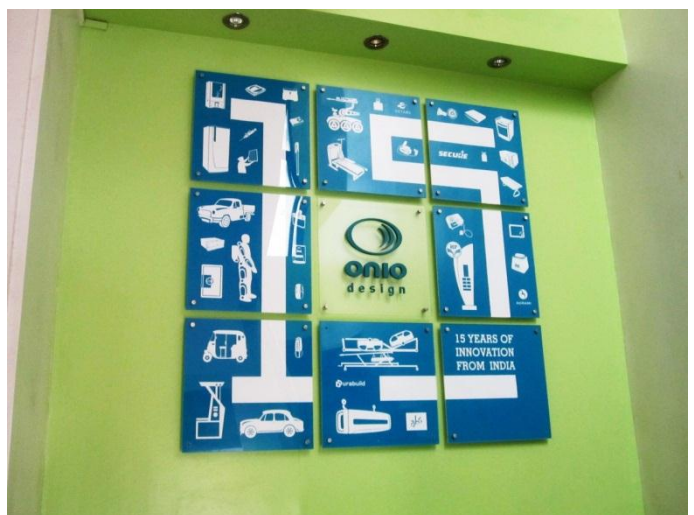
3. Internal Branding Brand Wall Executed



Onio's Brand wall-Printed and installed.



Then



Now

3. Internal Branding Banner Executed



Onio's Banner @ Baner road-Printed and installed.



Then



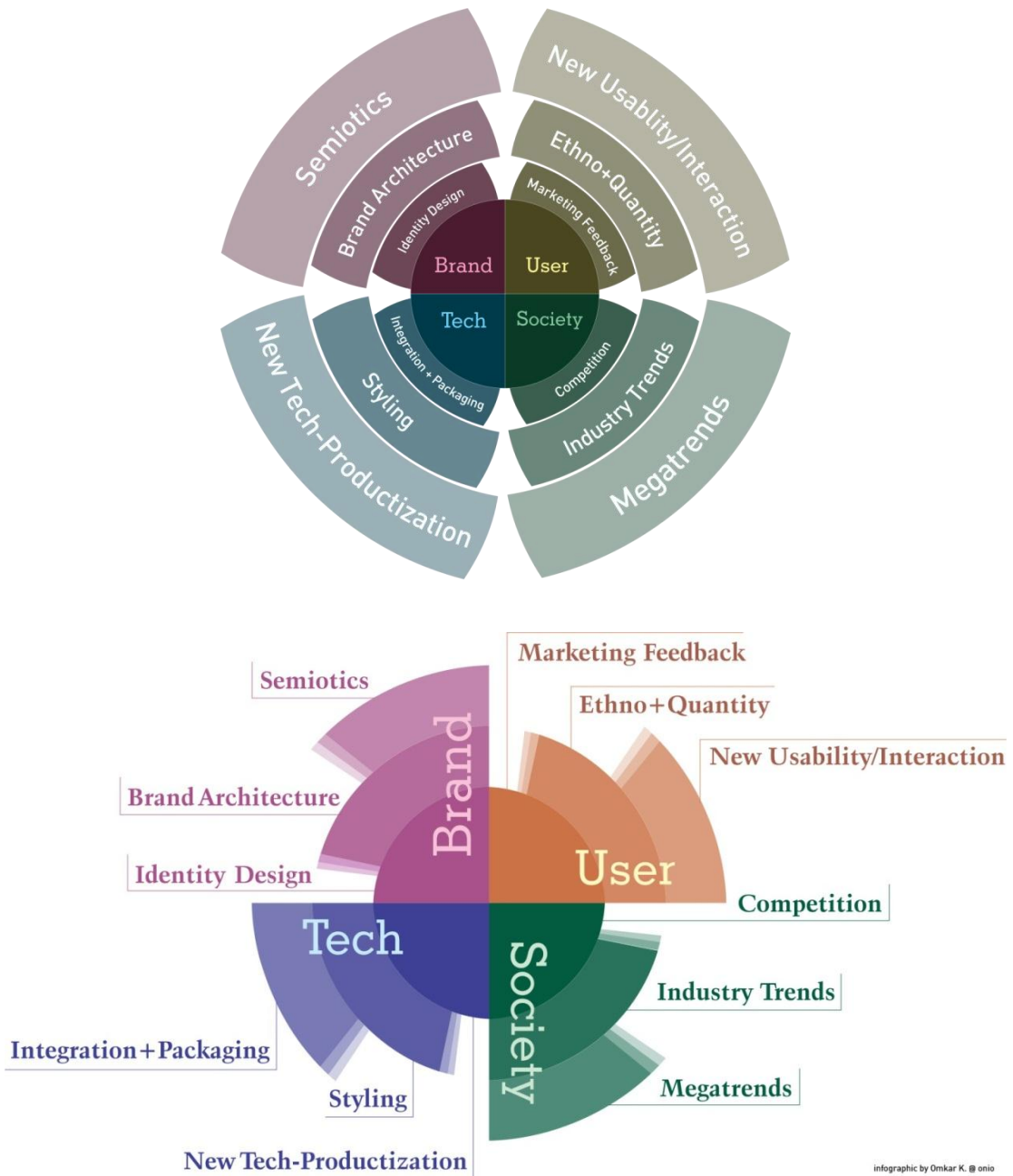
Now

3. Internal Branding Info-graphic of growth levels

Brief

To represent Onio's growth levels in the context of its 4 pillars graphically.

I made 4 concepts out of which the following concepts interest Manoj.

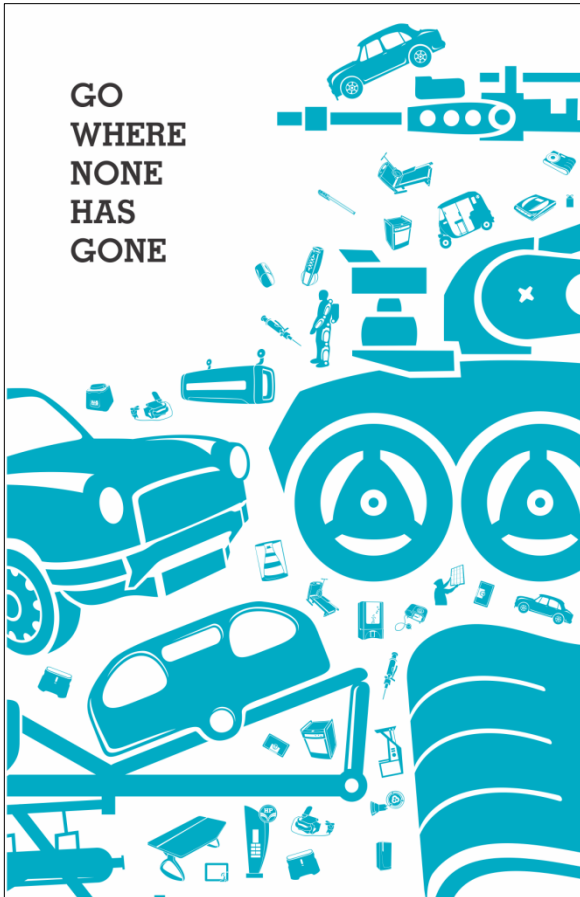


3. Internal Branding Philosophy

Brief

It was one of the rapid tasks at Onio, when I was asked to develop a concept to represent the Onio's philosophy 'Go where none has gone'.

The following concepts were processed.



Learning @ Onio

Bibliography

www.oniodesign.com