

Logo Redesign project



B I O T I Q U E

A D V A N C E D A Y U R V E D A

DESCRIPTION:

Biotique logo re-design by inspired by the existing ayurvedic cosmetic manufacturing company called Biotique.

One day I was casually looking at their products and I was intrigued by their design and wanted to make a re-design of their logo and packaging of their products.

That's how the project was begun and the mood-board was inspired by their own product line-up and other cosmetic colour schemes inspired from Pinterest.

The package design was inspired from the company called minimalist, who are specialised in simplistic cosmetic package design.

Date: 16th Oct' 2021

Mood-board:




Original logo

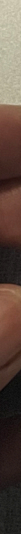
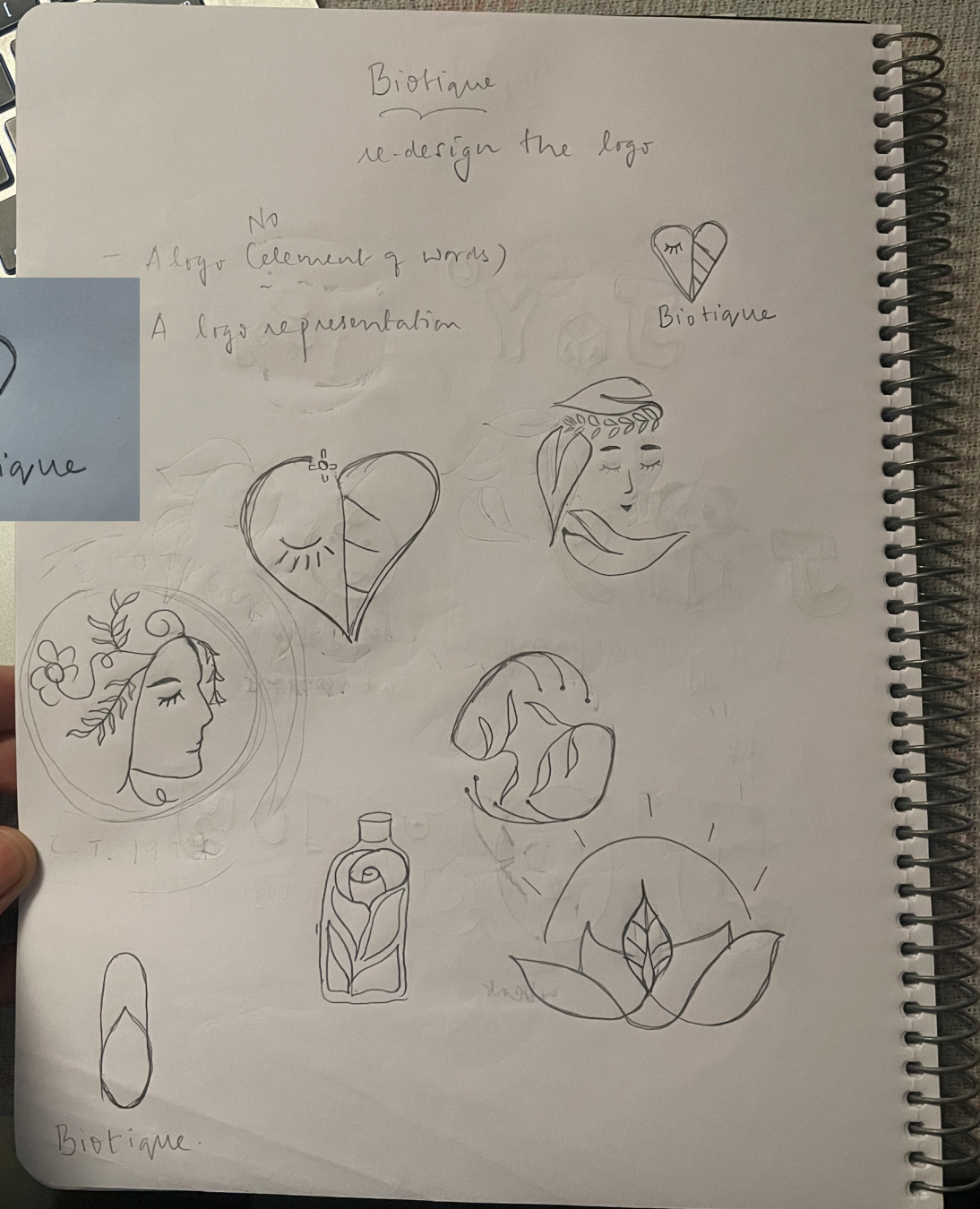
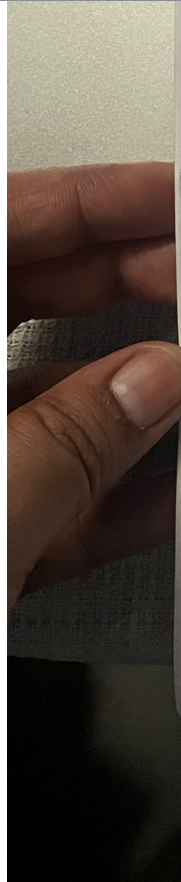
The original has emphasis on the leaf to speak the ayurvedic aspect of it



A close-up photograph of a laptop keyboard. The keyboard is black with white lettering on the keys. A white, rectangular object, possibly a card or a piece of paper, is placed over the right side of the keyboard, partially obscuring the keys. On the white object, the words "No Cele" are handwritten in black ink. The background is a textured, light-colored surface.



Biotique

A close-up photograph showing a person's thumb with a small, open laceration on the side. A piece of white, textured gauze is being held against the wound by the person's other fingers. The background is a plain, light-colored surface.



Package design mockups



Package design mockups

Biotique is a manufacturer of Ayurvedic products based out of India.

They are primary into manufacturing skin-care products.

This is a personal project



Final Designs