
2025 Portfolio

www.designandessentials.com

Design & Essentials[✦]

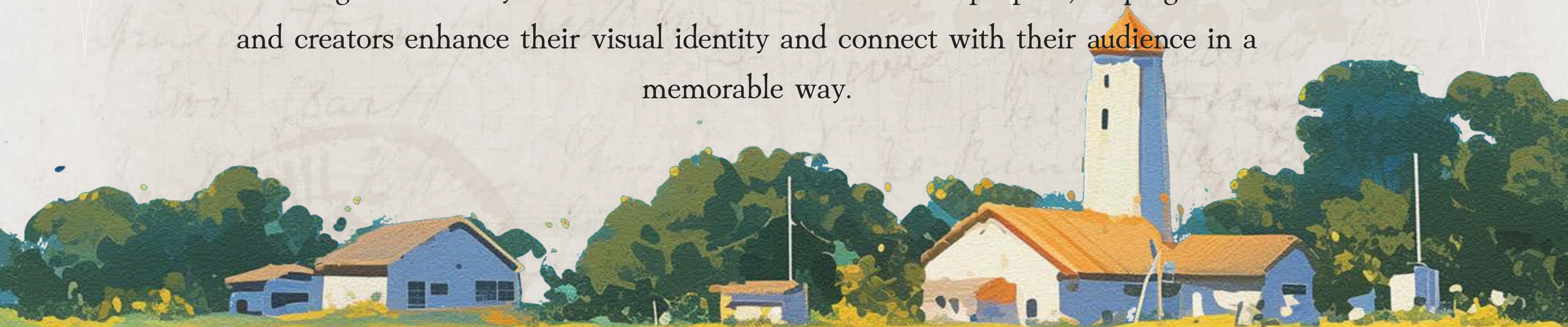
Since 2016

Creative PORTFOLIO

Tanvi Bathe / Founder & CEO



Tanvi an alumnus of S.P. College, Pune University (BCS 2010), and alumnus of Sinhagad Business School, Pune University (MBA 2013). Design & Essentials undertake following activities, graphic designing specializing in Digital art, logo design, YouTube thumbnail creation, Instagram posters, Website Designing and a wide range of marketing collaterals. With a keen eye for detail and a strong sense of visual storytelling, they craft designs that not only capture attention but also communicate brand messages effectively. The work blends aesthetics with purpose, helping businesses and creators enhance their visual identity and connect with their audience in a memorable way.



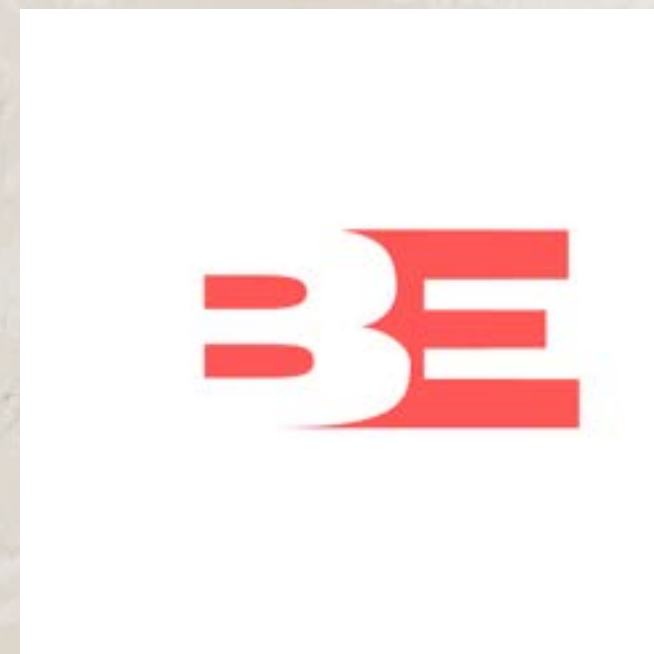
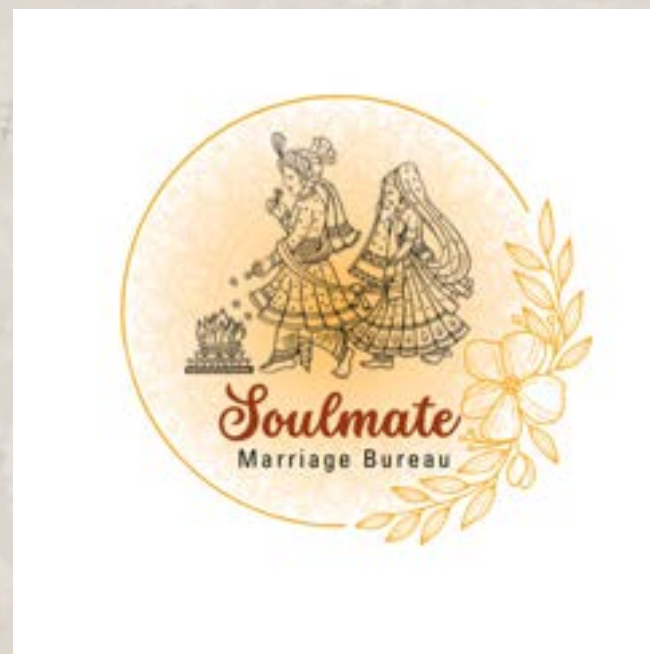
Digital Art ✨ Portfolio



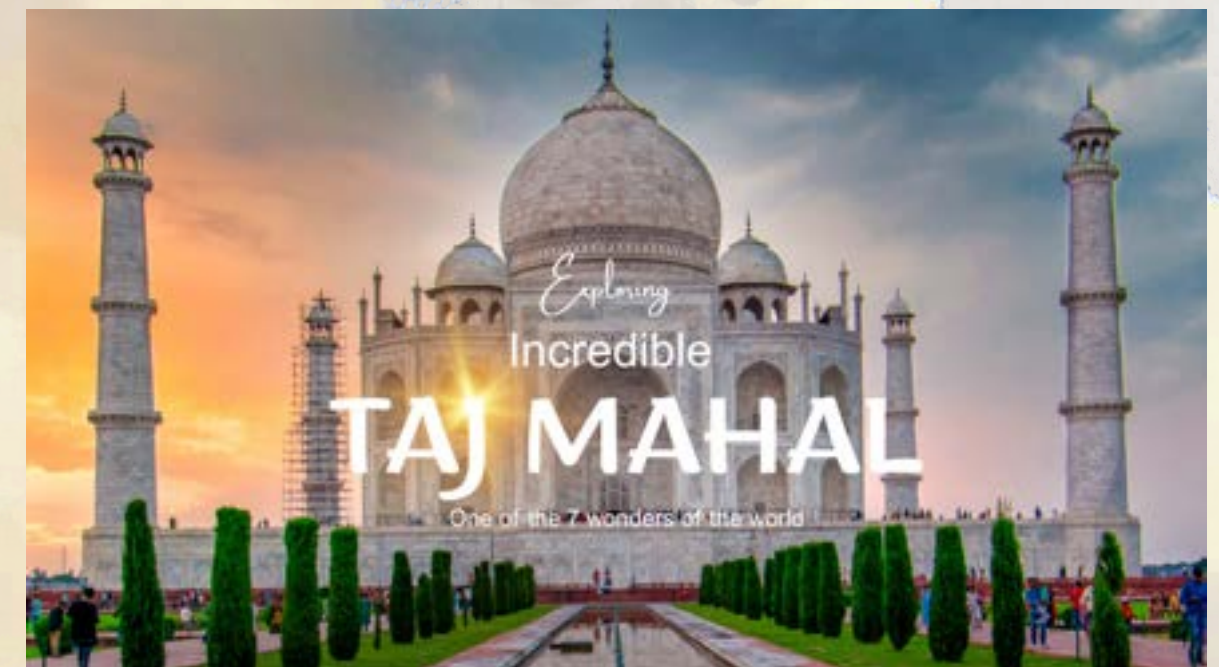
Digital Art ✨ Portfolio



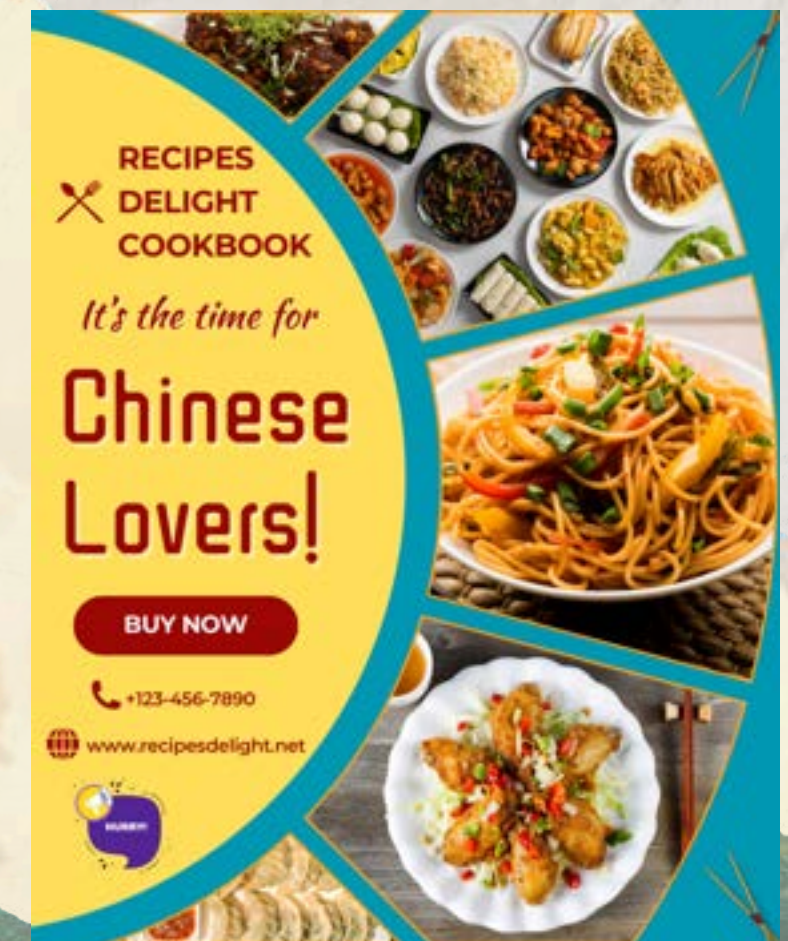
Logo Designing ✨



You Tube Thumbnails ✨



Instagram & Posters



Website Designing ✨

STATIC WEBSITE DESIGN

www.designandessentials.com

www.recipesdelight.net

www.pushkarajconsultancy.com

www.jpgassociates.in

www.isotopiclabsolutions.com

References



Project

PORTFOLIO 01



- CLIENT: MAKEUP & BEAUTY SALON
- Developed a custom logo to reflect the client's brand identity, values, and market positioning. The design process included concept development, iterative feedback, and final delivery of a versatile, scalable logo suitable for both digital and print applications. The final design combines modern aesthetics with meaningful symbolism to create a strong, memorable visual identity that aligns with the client's vision and target audience.
- Scope of Work:
 - Brand research and concept development
 - Typography and color exploration
 - Logo variations (primary, secondary, monochrome)
 - Delivery of logo assets in multiple formats (PNG, SVG, PDF)
- Outcome:
 - A distinctive, professional logo that strengthens brand recognition

Project

PORTFOLIO 01

Visiting Card

Banner



Project

PORTFOLIO 02

- CLIENT: CHEMICAL COMPANY
- Crafted a modern and professional logo for a chemical company, inspired by molecular geometry and industrial elements. The design captures the essence of science, safety, and innovation, creating a strong visual identity that communicates trust and technical expertise.

The logo for Isotopic Lab Solutions Pvt. Ltd. is displayed on a dark red rectangular background. The word "ISOTOPIC" is written in a bold, white, sans-serif font. The letter "O" is replaced by a stylized molecular structure consisting of two overlapping circles, one orange and one blue, with a white line connecting them. Below "ISOTOPIC", the words "LAB SOLUTIONS PVT. LTD" are written in a smaller, white, sans-serif font.

ISOTOPIC
LAB SOLUTIONS PVT. LTD

Project

PORTFOLIO 02



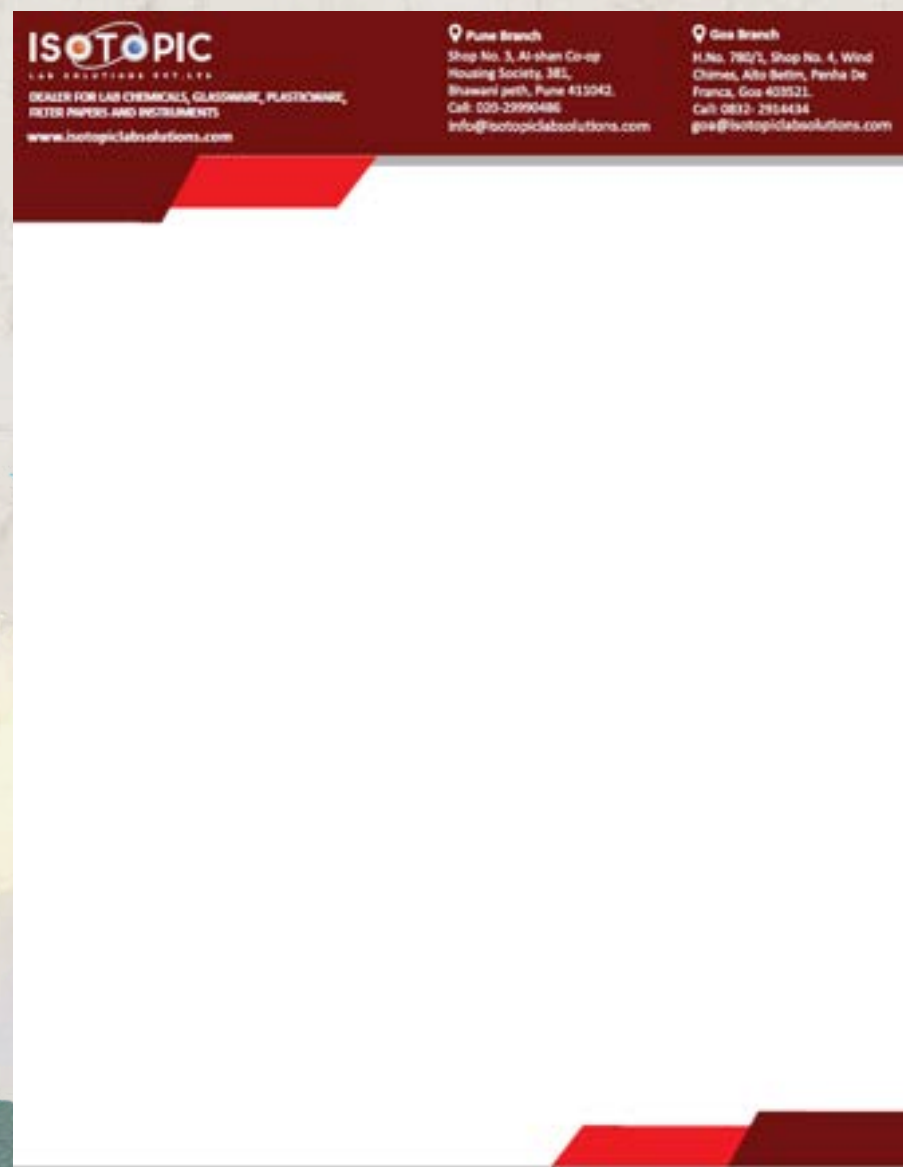
Visiting Card 1



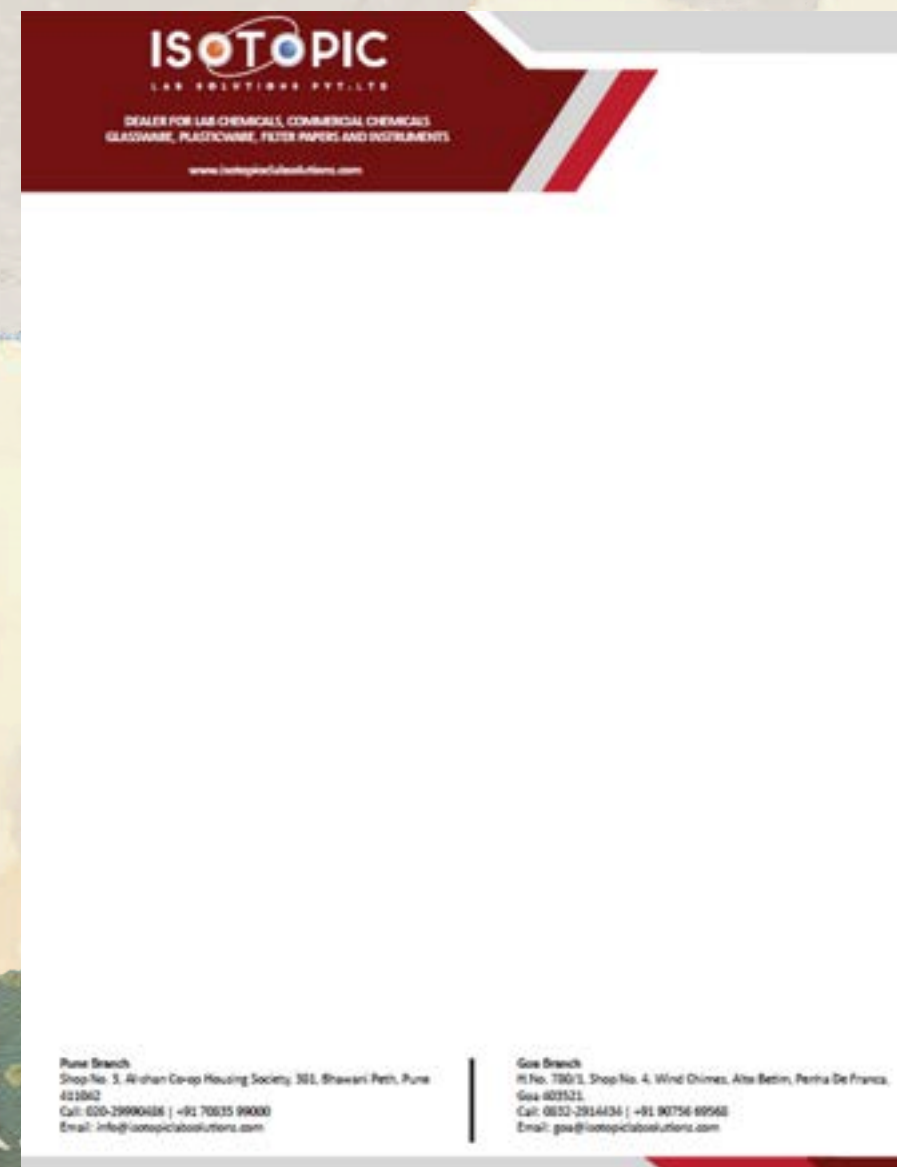
Visiting Card 2

Project

PORTFOLIO 02



Letterhead 1



Letterhead 2



Project

PORTFOLIO 03

CLIENT: AKANSHA DAIRY LTD

Developed a complete visual identity for a new mango lassi product targeting modern retail consumers. The project included logo creation and packaging label design, aligning with the brand's core values of freshness, authenticity, and mass appeal.

The logo was designed to convey the product's tropical richness and natural ingredients, while maintaining simplicity for versatile application across digital and print media. The packaging label was created with attention to regulatory compliance, brand consistency, and visual differentiation in competitive shelf environments.



Thank
You

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