

Destination
Embark
Experience
Evolve

sfb design

To constantly evolve is my motto.
Solving problems through design
solutions that benefit the world around
me. Learning, seeking new challenges
and growing with each experience.
The process is kept to the fore:
a continuous journey of manufacture
and invention through observing
and listening. The end result may
be visually concise, yet beneath
it lies great complexity of thought.

Created at Landor Associates Mumbai in partnership with Incubis

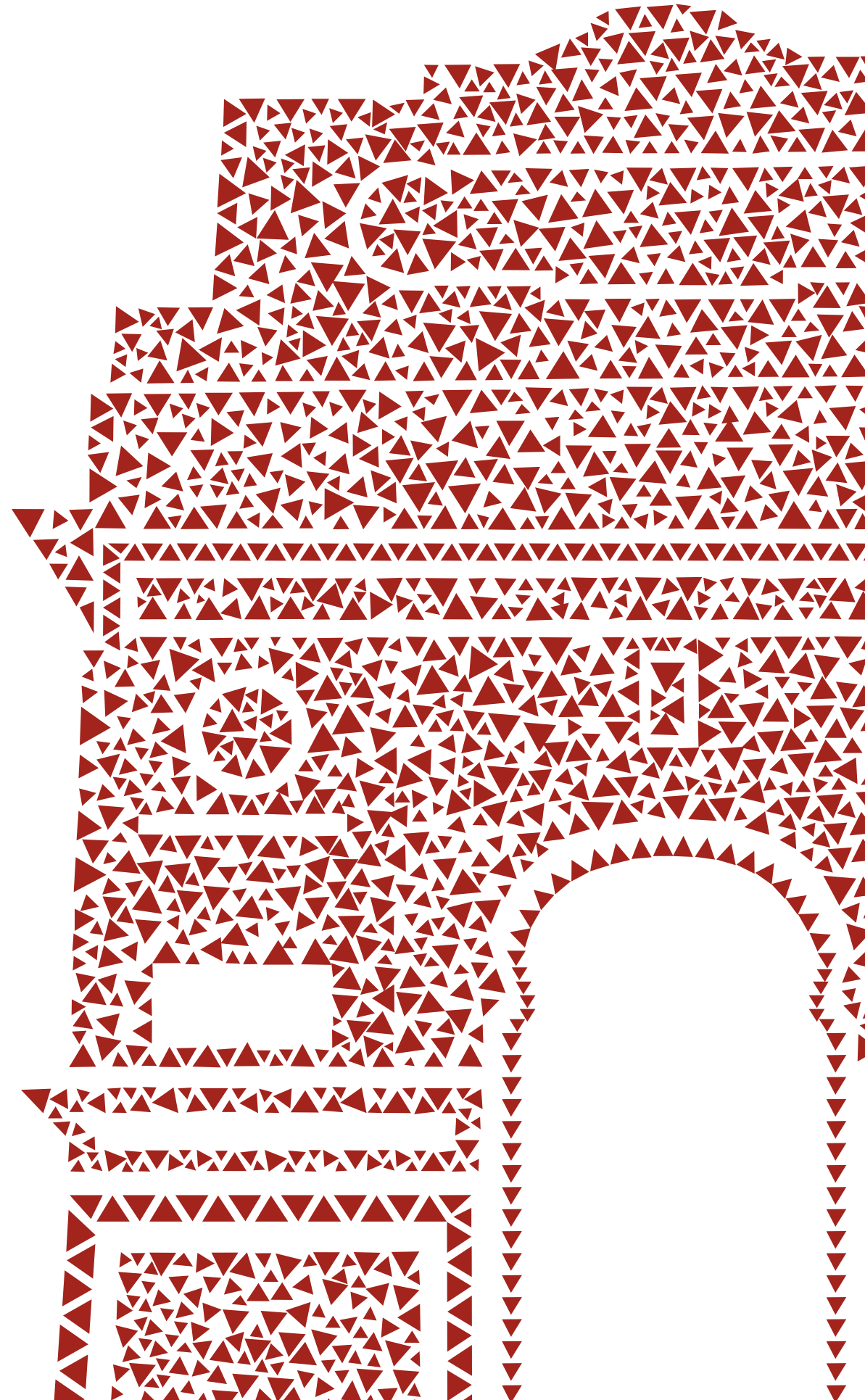
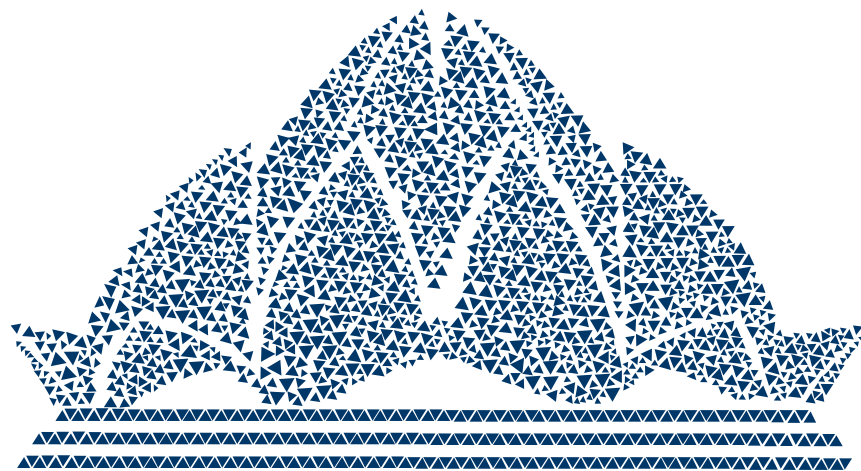
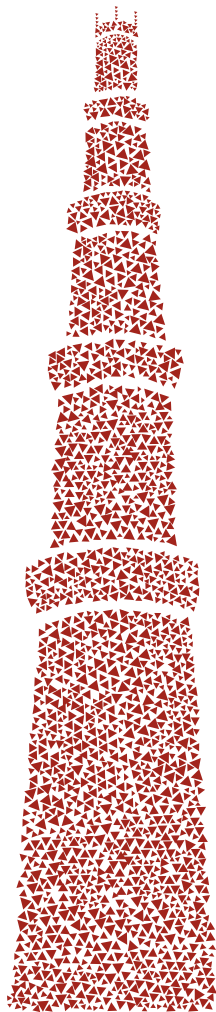
T3 Delhi International Airport Ltd.

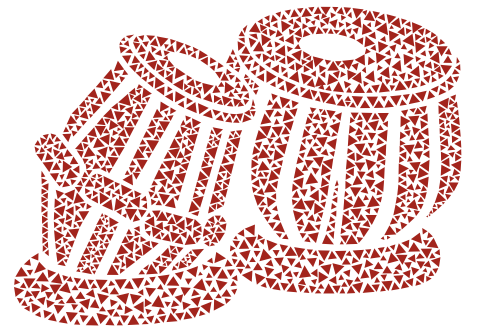
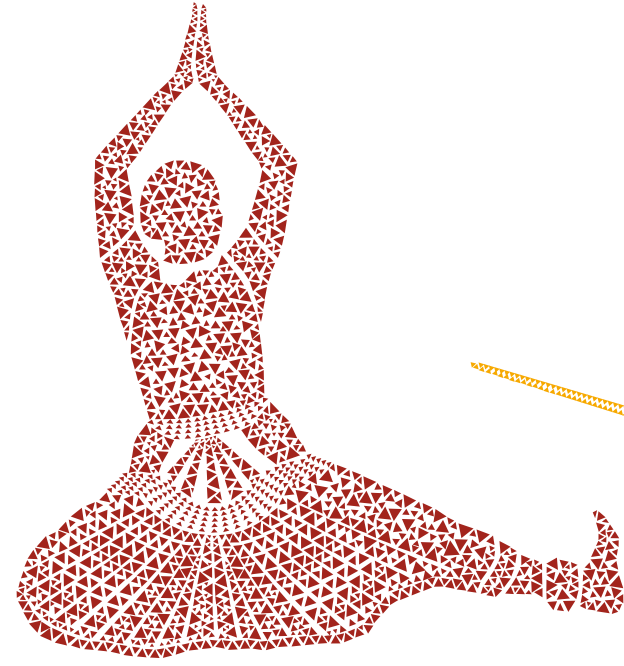
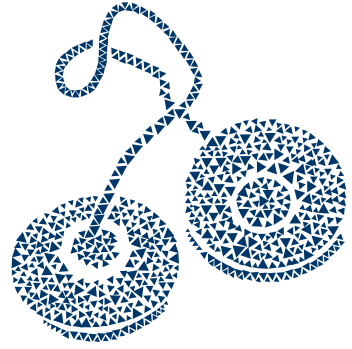
Landor and Incubis team were asked to add soul to a glass and steel structure and give the traveler a sense of place. Designed and created a visual language with beats of India by taking a triangular element from the GMR identity. Commissioned artist to create iconic murals and sculptures to depict Indian culture as well as to merge them with the visual language of the system.











Created at Landor Associates Mumbai

Mumbai First

Mumbai First needed a powerful and distinct identity, which would aid spreading awareness about the need to strengthen the image of the city as the financial capital and attract business community and NGO's. The "the road ahead" identity represents a path moving forward confidently into the future depicting progress and the transformation of Mumbai into a world-class city.

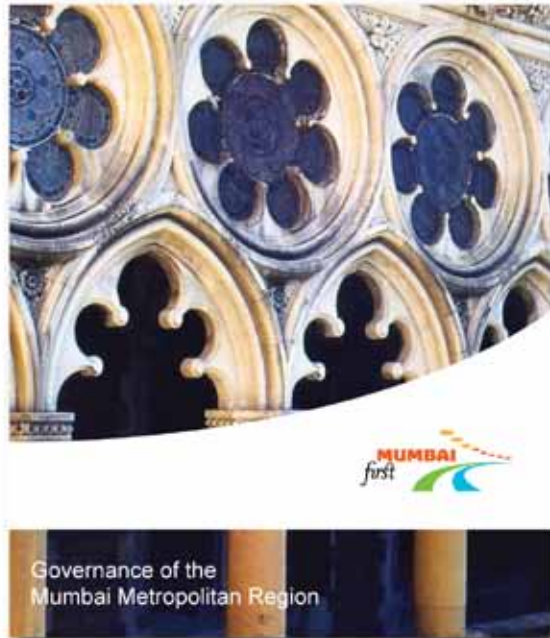
Bright colours are used to convey the vibrancy of Mumbai. 'Mumbai' is in bold to express Mumbai's heritage, strength and the stature of a financial capital. The 'first' is in cursive and italics to convey Mumbai's individuality, adaptability and dynamism. Landor's research showed that Mumbai First's key strength lay in being the "catalyst"







Governance of the Mumbai Metropolitan Region



Governance of the Mumbai Metropolitan Region

The Mumbai metropolitan region

- Key Statistics
- Administrative Area
- Mumbai City District
- Mumbai Suburban District
- Part of Thane District comprising Thane, Vasai, and Vikramgad Talukas
- Part of Palghar District comprising Taluka Talasari
- Part of Raigad District comprising Taluka Rajapur
- Part of Maharashtra comprising the area of the Mumbai Metropolitan Region

Constructing a better tomorrow for the people of Mumbai

...and the government's vision for the city...

...and the government's vision for the city...

...and the government's vision for the city...

Strategizing the transportation facilities of the city

...and the government's vision for the city...

...and the government's vision for the city...

Mumbai as a business hub

...and the government's vision for the city...

...and the government's vision for the city...

Mumbai - Our City

A building monument of Mumbai (and some more). Vanguard of business and Creative pursuits, incubator of tradition and melting pot of diversity.

Six sub-groups... and a grand vision

Six main areas of transformation identified:

- Human, planning and housing
- Economic Growth
- Energy
- Physical Infrastructure
- Smart Infrastructure
- Government

Bombay First will continue to act as an interface between the State and citizens to make Mumbai the city of dreams

(a city that can never dream, working millennium in work life)

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Headline text Arial 32pt

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Year	2011	2012	2013	2014	2015	2016
Population	18.5	19.5	20.5	21.5	22.5	23.5
GDP	100	110	120	130	140	150
Urbanization	45	48	51	54	57	60
Employment	10	11	12	13	14	15
Infrastructure	10	11	12	13	14	15
Smart Infrastructure	10	11	12	13	14	15
Government	10	11	12	13	14	15

They also keep Mumbai running

- The **movie**... made immortal by the legendary actor Anil Kapoor
- The **taxi driver**... who needs GPS with him around?
- The **commuter**... the quintessential Mumbai resident (the suburban railways carry 2.2 billion passengers a year - more than one-third the world's population)
- The **deli-hawk**... makes sure city workers get their lunch on time (the service has earned a six sigma rating from Forbes magazine - for 99.99% efficiency)
- The **traffic cop**... we'd be in a jam without him (and sometimes even with him)

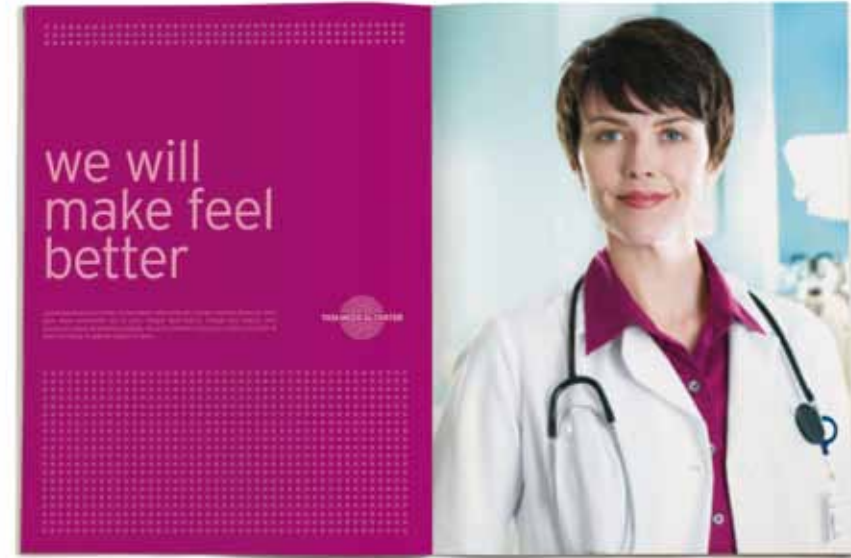


Created at Landor Associates Mumbai

Tata Medical Center

An identity that reflected a brand that is state of the art, humane, a community for healing, and an institution of knowledge and research. The magenta dots are indicative of constituents such as researchers, clinicians and patients coming together to build this community. The gray word mark envisioned as a centrifugal force holding together the concentric magenta dots on either side.



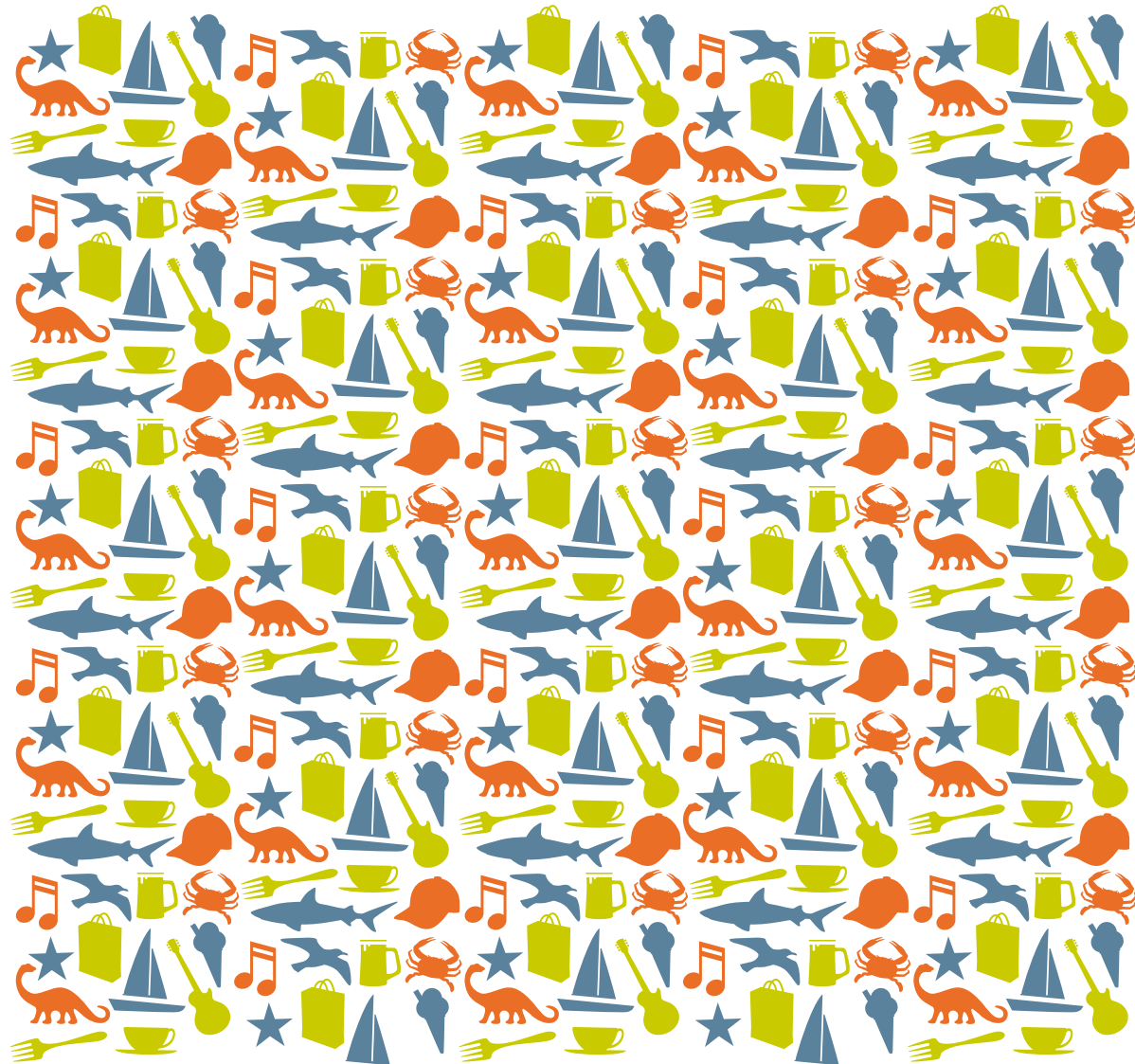


Created at Landor Associates New York

Baltimore

The identity system is designed specifically to capture the essence of Baltimore as a colorful, vibrant city with an unending variety of exciting and fun experiences to enjoy. A world-class city with a thriving waterfront that didn't have the stressful, hurried pace. It's unique, laid-back vibe allowed for easy exploration at the visitor's own pace and encouraged spontaneity and adventure.

The Brand Driver™ "go with the flow" is brought to life through a dynamic visual identity that's energetic, playful, and inviting.





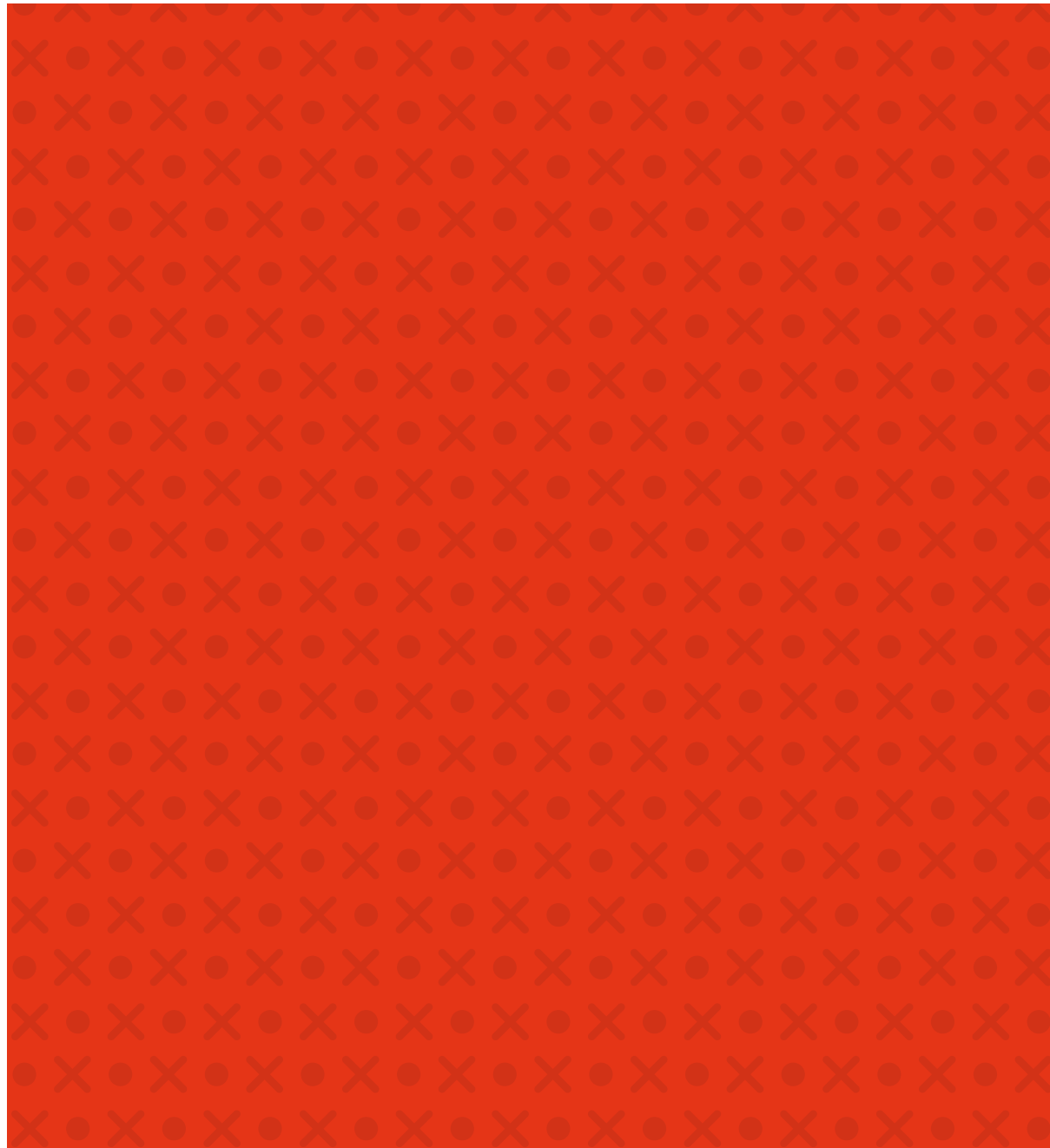




Created Landor Associates New York

Verizon

Verizon is an iconic brand and well recognized across the globe. It is one of the most inventive companies operating today. Focusing on great impact, spirit and vitality of the brand personality and leadership position, at Landor we explored various directions for a visual system, across all lines of their business and to differentiate it in look and attitude from the competitors and to direct attention.



A COMMUNICATIONS PARTNER THAT WILL HELP YOU GROW AND MANAGE THAT GROWTH

That Works!

Now there is a global team of experts you can rely on to improve your network.

CALL YOUR MUSIC.

Now there is a global team of experts you can rely on to improve your network.

Verizon Internet security suite

WHEN IT COMES TO SECURITY WE'VE GOT YOU COVERED.

More Speed. More Features. More Excitement.

Visit a Verizon Plus store today or call 1.800.483.6557

SOMEDAY IS TODAY

Introducing Verizon Business

FAST REDEFINED

Until you've experienced fiber-optic speeds you haven't experienced fast.

FIOS

VERIZON WIRELESS. REFERRAL REWARDS.

Get friends in. Get credit. Get going!

Now you can get up to \$250 in credits just for referring your friends to Verizon Wireless.

The Local and Tel Package

EVERYTHING YOU NEED TO GET IT ALL TOGETHER AND SAVE.

More Speed. More Features. More Excitement.

Visit a Verizon Plus store today or call 1.800.483.6557

TAKE YOUR BUSINESS PLACES

That Works!

Now there is a global team of experts you can rely on to improve your network.

UNLIMITED CALLING

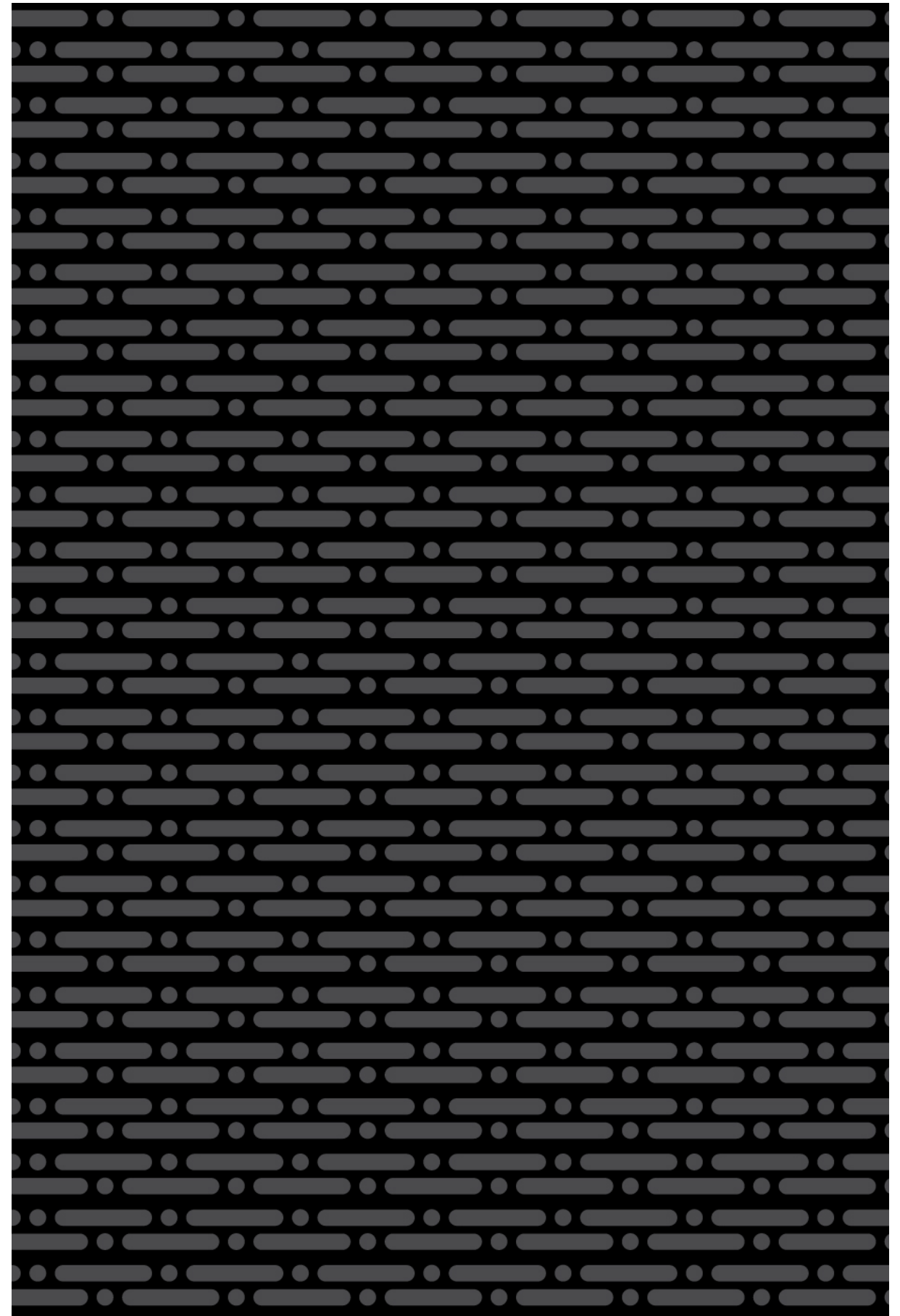
Now there is a global team of experts you can rely on to improve your network.

V CAST + Motorola RAZR V3c

NOW PLAYING ON YOUR PHONE!

Your music. Your TV shows. Your games. Your way.

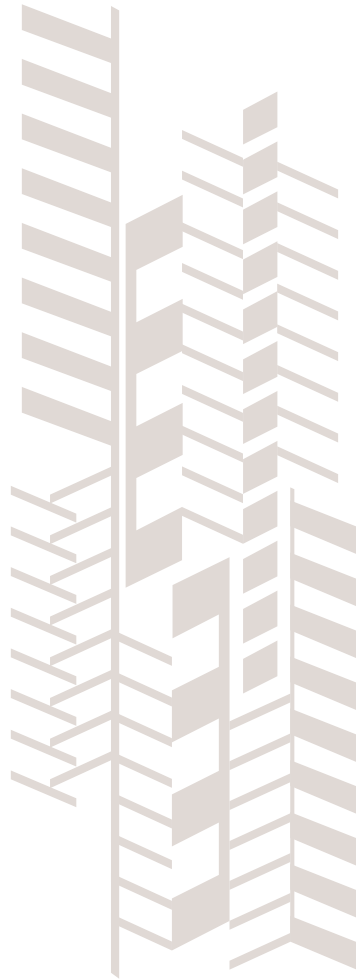
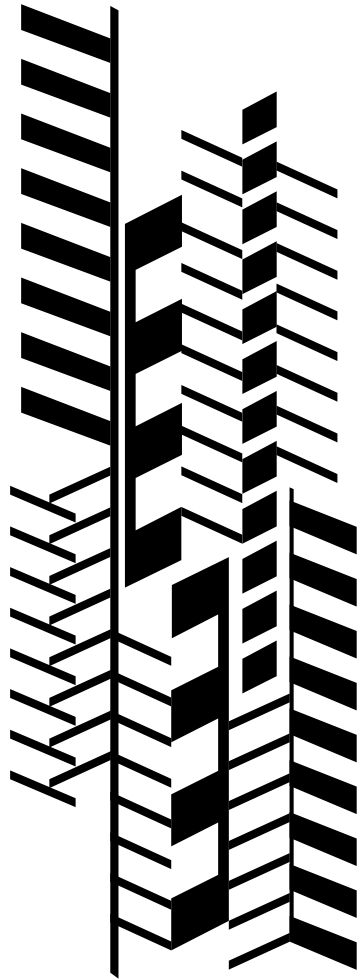
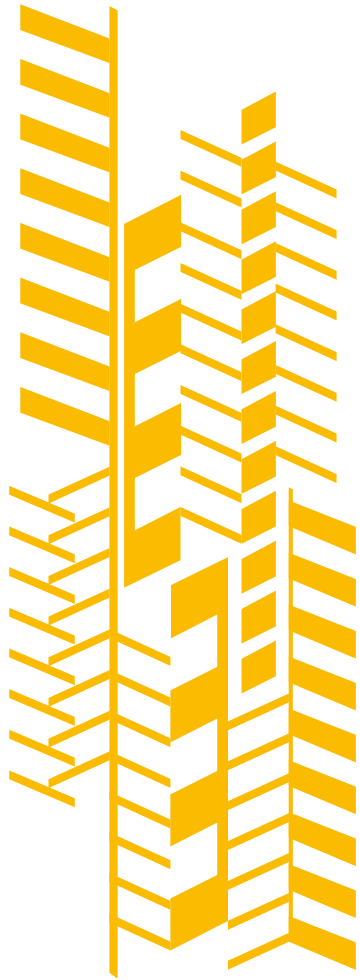
www.verizonwireless.com



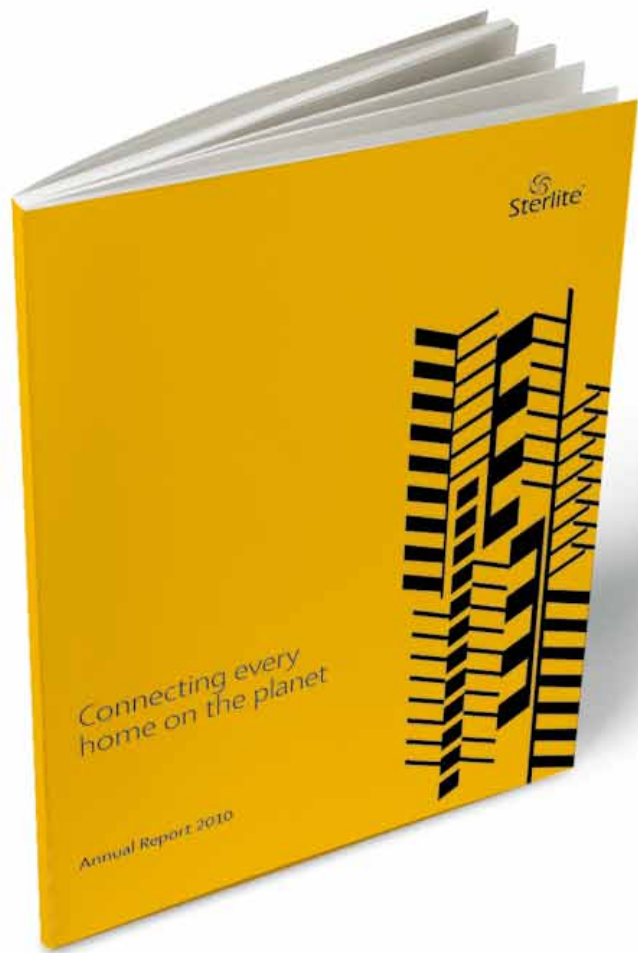
Created at Landor Associates Mumbai

Sterlite Technologies

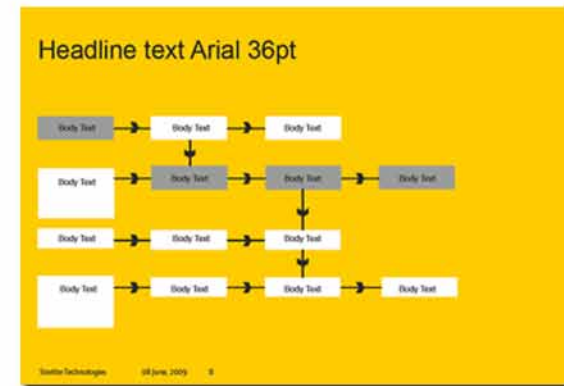
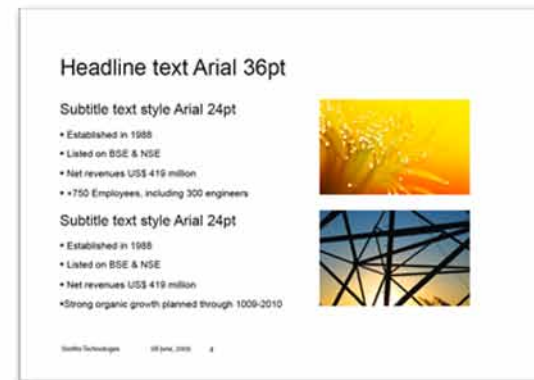
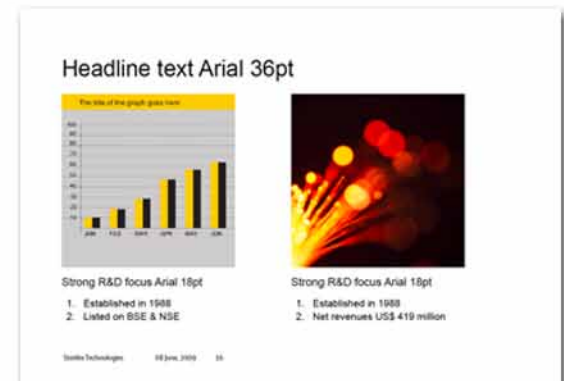
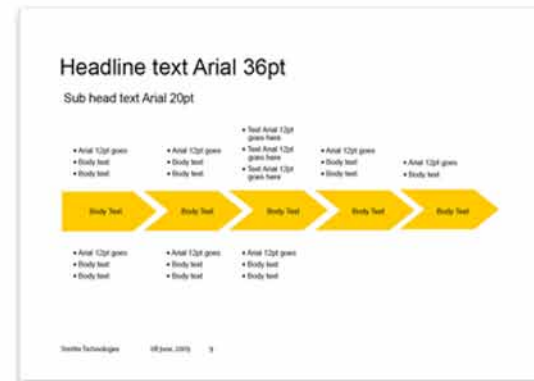
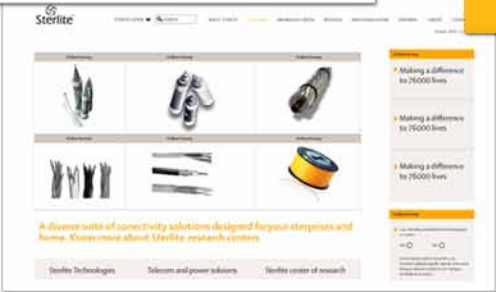
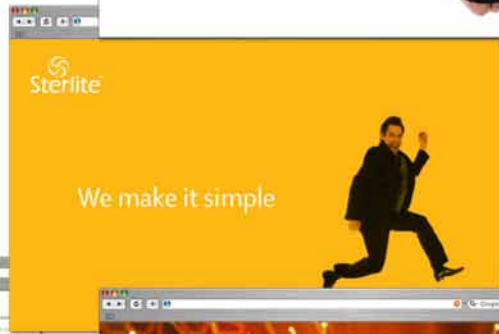
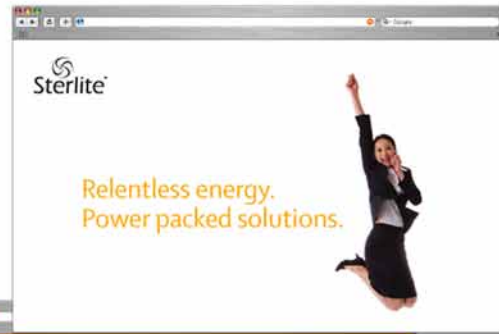
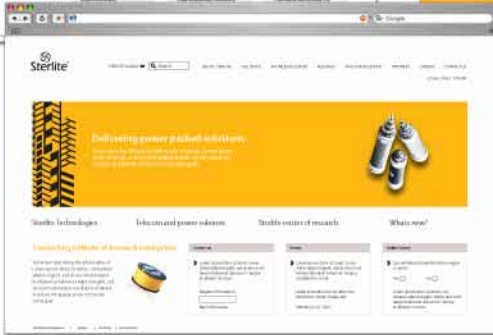
To develop a distinct visual identity system for Sterlite technologies based on the vision of —Connecting every home on the planet—. The visual system had to stand apart from the competitors and have a compelling story and idea behind it. The challenge was to build brand equity for Sterlite internally and externally and become a leader of the immediate competitors. Basically walk the walk and talk the talk.











Created at Landor Associates Mumbai

Ramanujan IT City

Ramanujan IT City is about living a life of infinite possibilities. It was created to celebrate and encourage productive human connection, collaboration, and invention—and the same ideas had to be extended to the brand's visual system. The values of evoking energy, collaboration, and invention had to come through in the identity design and visual system direction.

Ramanujan
IT CITY

Ramanujan
IT CITY

Ramanujan
IT CITY

Ramanujan
IT CITY





Created at Landor Associates Mumbai


BFL — B Fouress (P) Ltd.

The strategic team created a differentiated and relevant brand positioning that would help BFL transcend competition in domestic and overseas markets. Based on the core idea of The Good Guys and brand beliefs of relationship matters, empathy, flexibility and simplicity a visual identity system was created, and hence communicating the strategy in a compelling and inspiring way.

bfl










Small Hydro Power

A hydro power plant converts the flow of water into electricity. Water stored at a height flows down water power storage and spins a turbine (water wheel). This in turn drives an electrical generator to produce electricity - thereby converting the potential energy of stored water into kinetic energy in the spinning turbine and then into electrical energy in the generator. The voltage of the electrical energy produced in the generator generally has to be stepped up or (and) stepped through a power transformer for transmission from the generating site to network of transmission lines for supply to various homes and offices that are generally situated at a distance from the hydro power station.

In addition to the turbine, generator and transmission, a small hydro power plant involves a complex of mechanical, electrical, control and control equipment that provides safety and stability to the power plant.

These include water intake to regulate the flow of water into the turbine, oil and water piping systems, control and generation parts with computer based governing and data acquisition systems, cooling, wiring, lighting, fire fighting and ventilation systems etc. All this equipment is housed in a well insulated structure the powerhouse.



In a run-of-river type power plant, water flows from the river is directed to a draft tube through a low head structure (usually known as the water condenser system). The water condenser generally consists of a bundle of heat exchanger elements in a building case, a metal tank connected to the flow water into the turbine connected to a draft tube to transfer the water back to the original river through the tail race channel. A draft tube that is also connected to very narrow spiral draft tube and when there is more than what the draft tube can safely handle.

The BFL will also submit the BFL to be used as a solution for doing the BFL financing for the project.

Finally, the BFL will have access to our highly experienced and skilled mechanical packages and design services for the same.

The design mechanical packages generally come with their own terms and conditions the power house and with the turbine case where the balance electrical energy is produced before being fed to the grid. This water can be used to produce power. After all permissions are in hand, for such hydro, the power water can be used for 20 years, depending on the necessity of water flowing through the powerhouse together with the size and complexity of the construction works. This is known as water power capability, whereby BFL, design and manufacture the turbine, as well as design and install very good products that pass into the water to the power plant. Sometimes BFL does undertake the operation and maintenance of a power plant for 1 to 2 months after commissioning.

BFL Contact
 For No. 1
 67000 10000000
 67000 10000000
 67000 10000000

or
 67000 10000000
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 67000 10000000

Power Group Company





bfl

BFL Brand Strategy and Visual Identity System
31 March 2011
Presentation to
Presented by

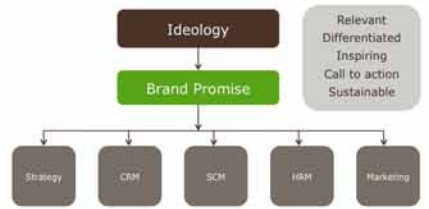
A promise is both...

What we say... and what we do



31/03/2011 BFL Visual Identity System

Brand promise as a platform for change



...a product of 1000 small gestures!



Competition: Claims

Most brands are claiming the same attributes in their messaging and communication

	Trust	Honesty	Passion	Relationship	Non-contractual	Never cheat	Empathy	Honesty	Trustworthy	Passion
Yorli	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Knower	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Vorli	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Andritz	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
BFL	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Alstom	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

Brand Driver™ components



31/03/2011 BFL Visual Identity System

Workshop analysis

Keep	Lose	Add
Passion	Short cuts	Culture, diversity
Honesty	Compacency	Social skills
Trustworthy	Fear of failure	Communication
Relationship	Casual approach	Knowledge
Product quality	Rework	Relationship
Hydro focus?	Bad workmanship	Innovative technology
Low cost	Bad packaging	Attitude of excellence
Non-contractual	Field failure	Look and feel
Easy access	Blame game	360 degrees boys (focus on small hydro)
Aggressive delivery	Passing the buck "I told you so..."	
Reliable		
Dependable		

31/03/2011 BFL Visual Identity System



Visual Brand Driver™

Transportation
Green
Future

Drink
Refreshment
Energy

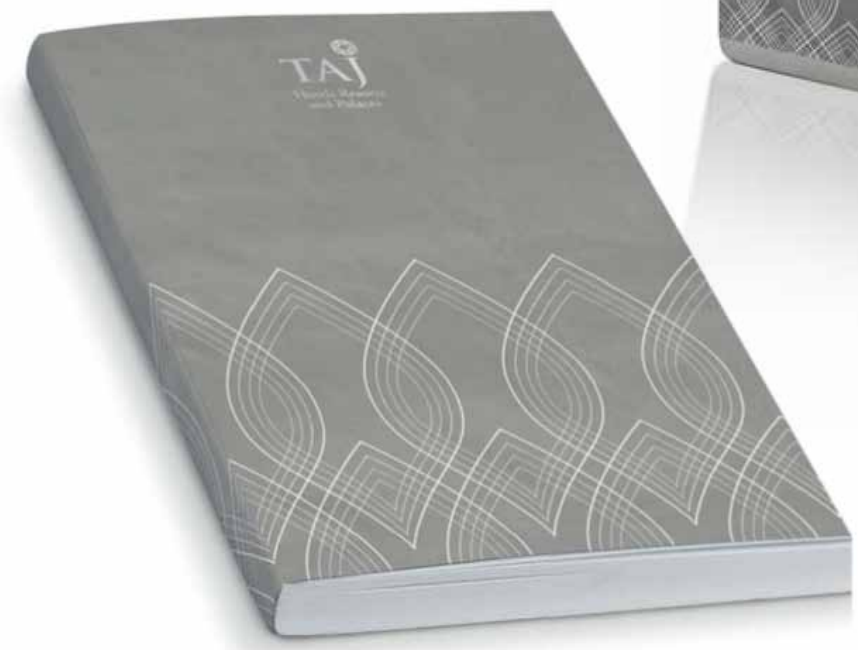
Personality
Trust
Kinship

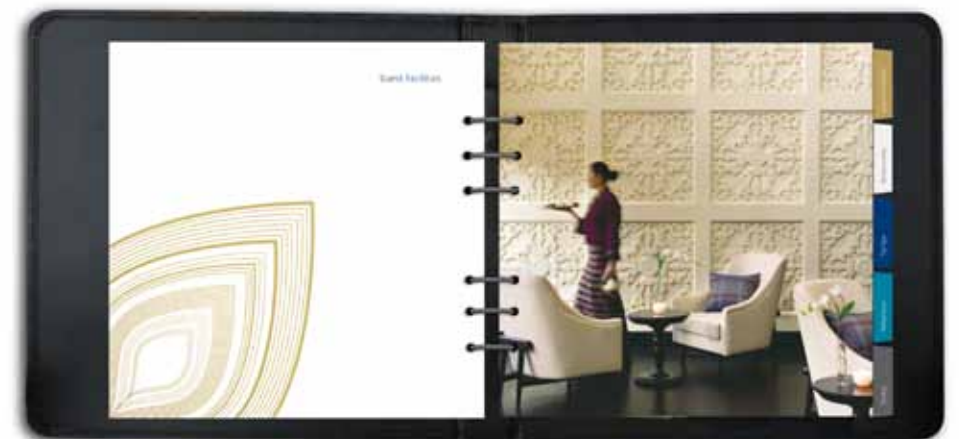
Music
Classical
Jazz

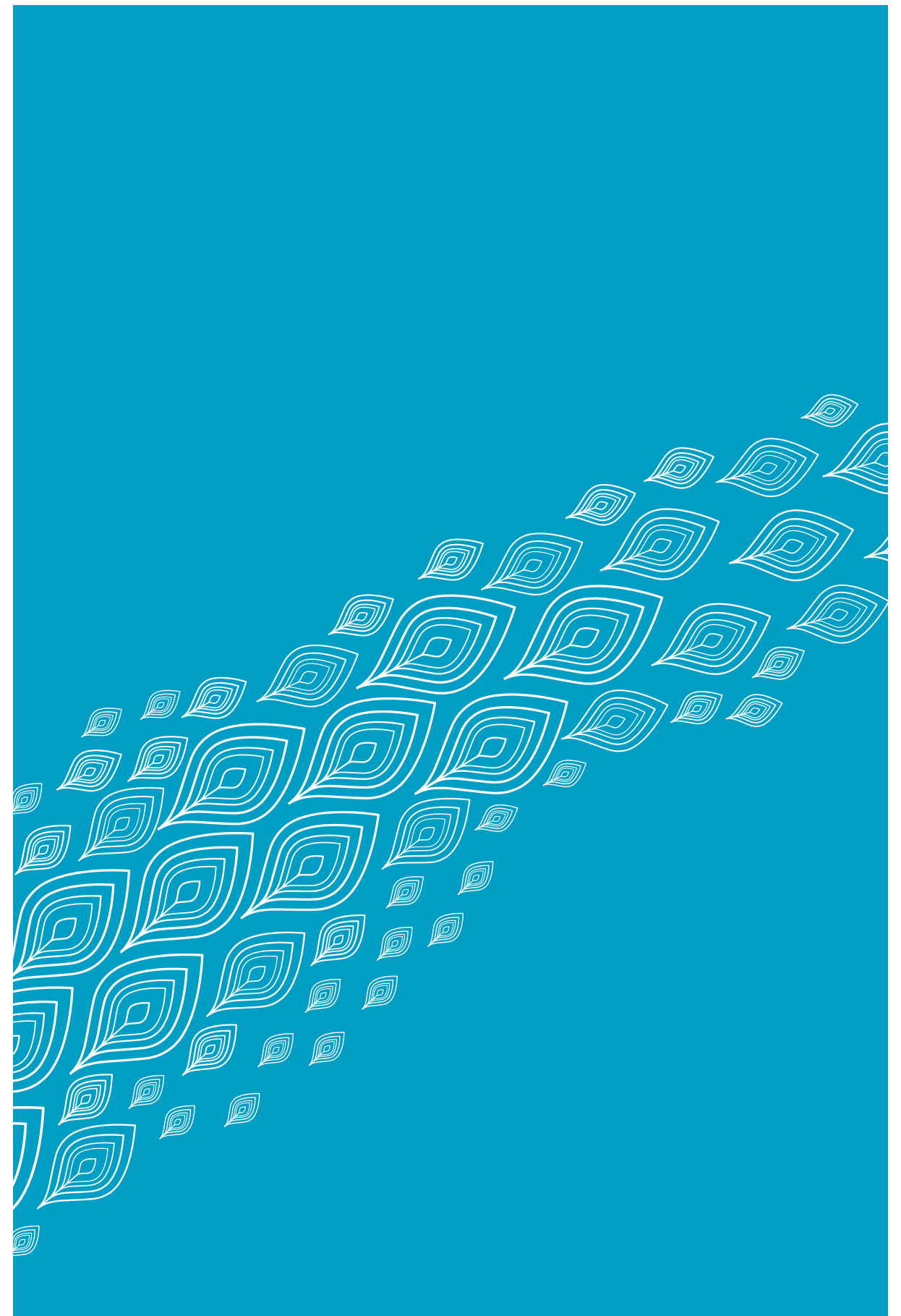
Activity
Team spirit

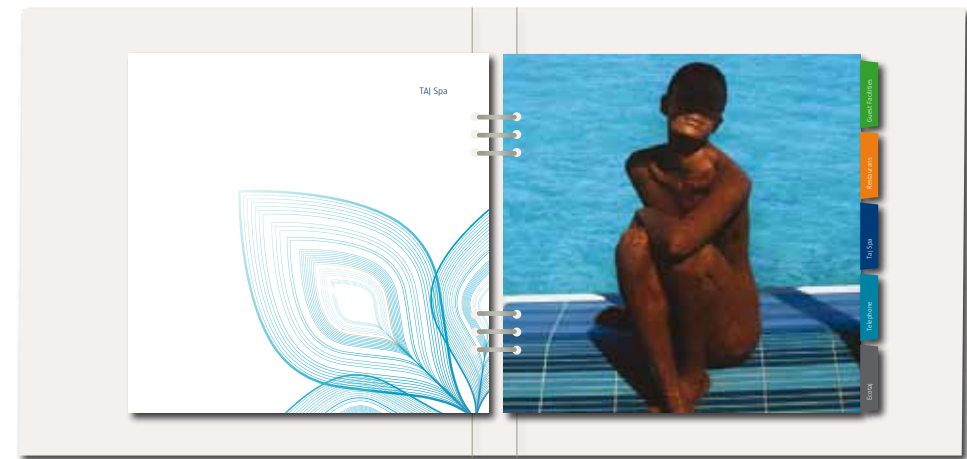
31/03/2011 BFL Visual Identity System

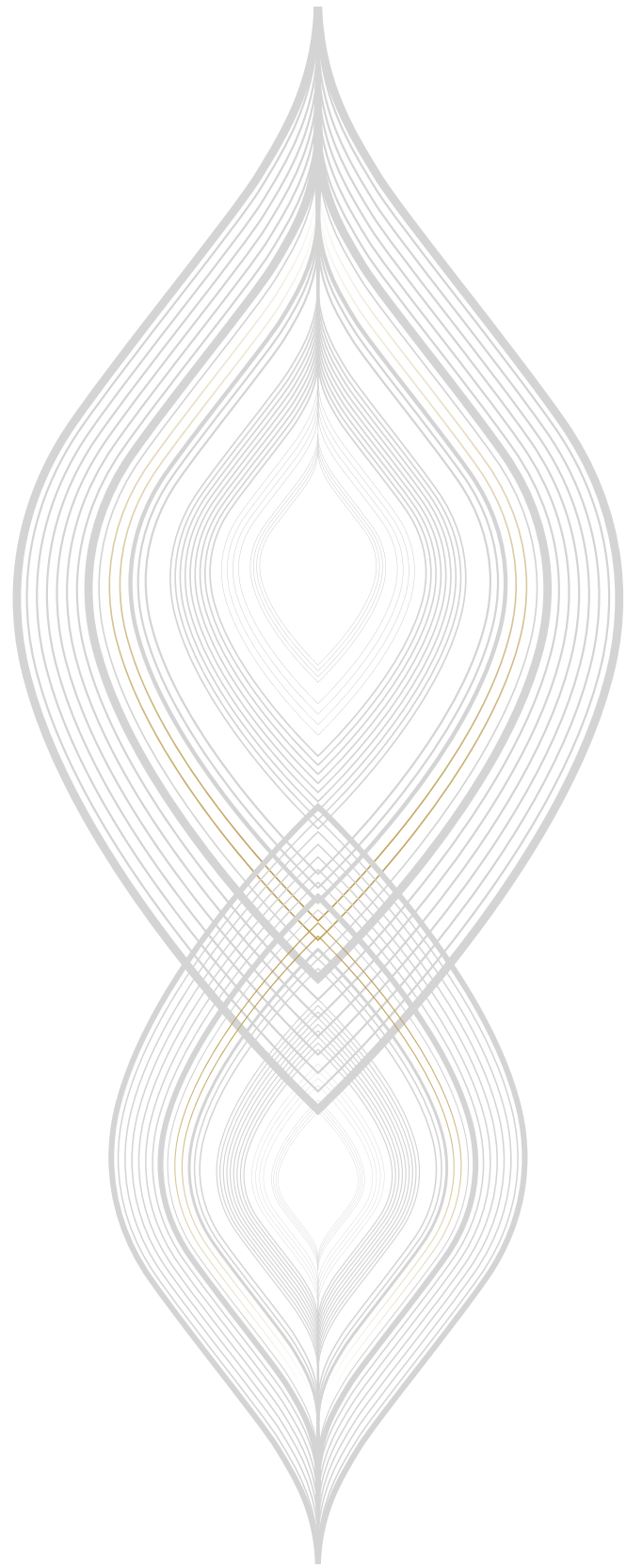






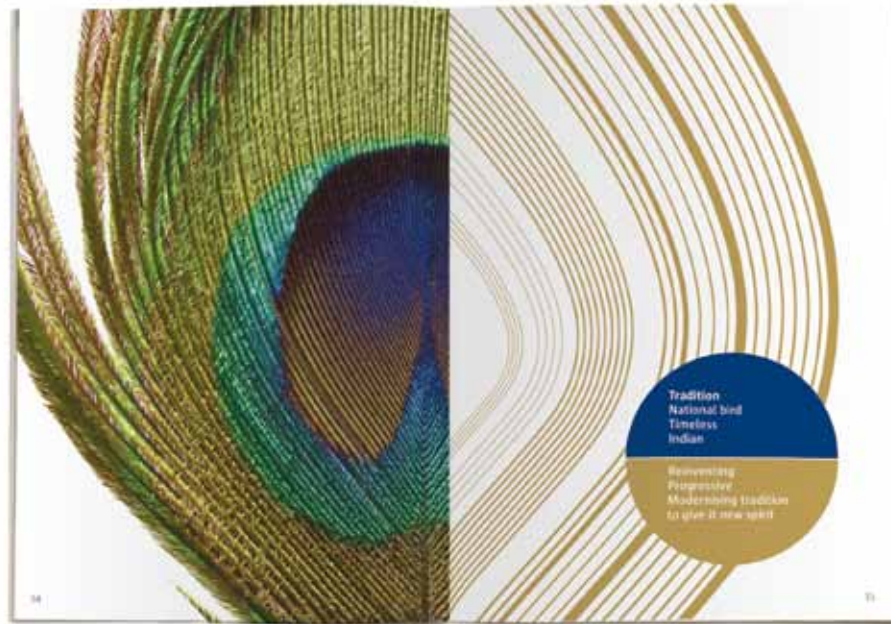


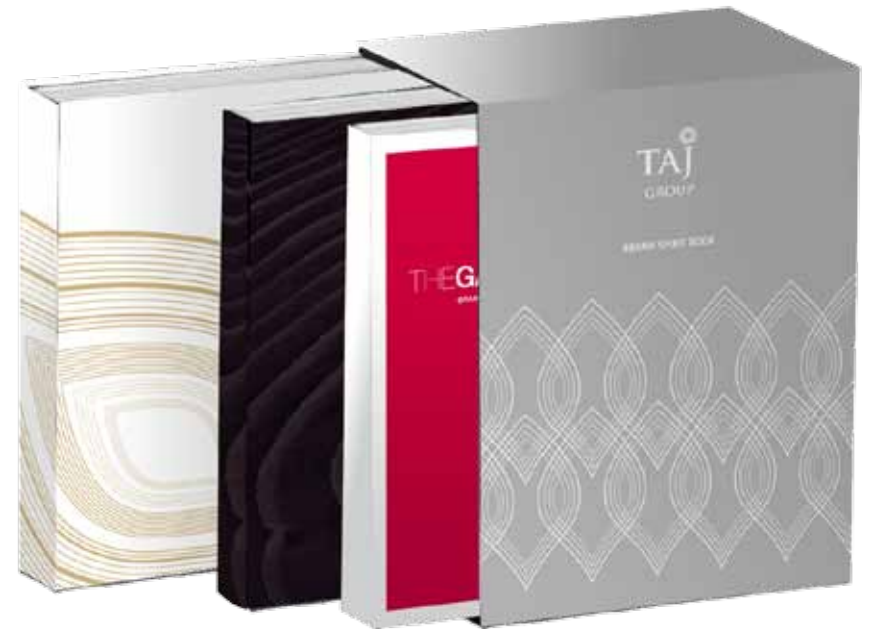
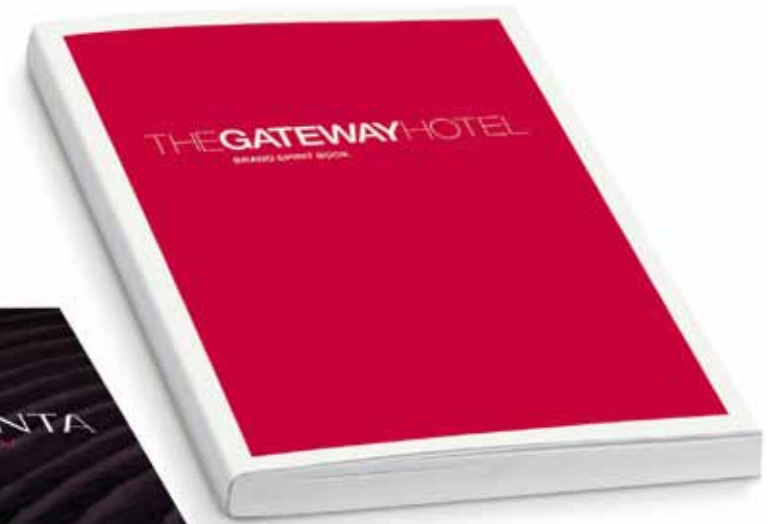
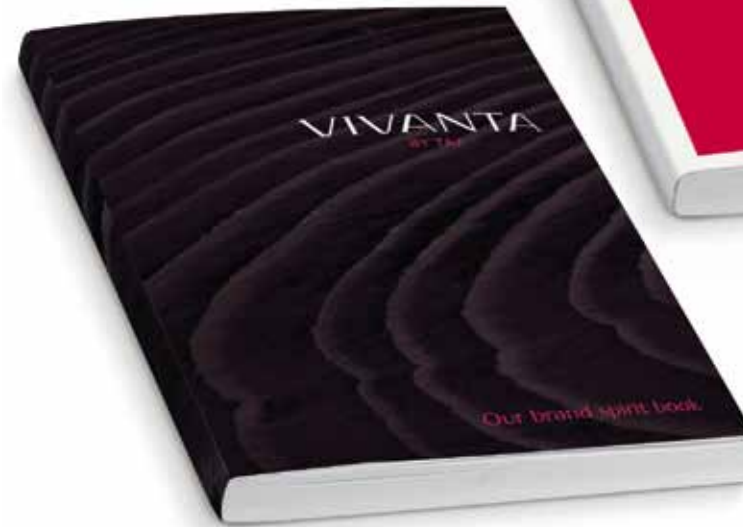




Taj Hotels Resorts and Palaces — Brand Spirit Book

Taj brand spirit book is designed to function as an induction on the Taj brand promise and how the brand is brought to life through the customer experience. More importantly, it highlights brand behaviour required to uphold the brand promise. The main purpose of the book was that the behavioural aspect of the brand comes across in a simple and direct manner, easily understood by all employees.

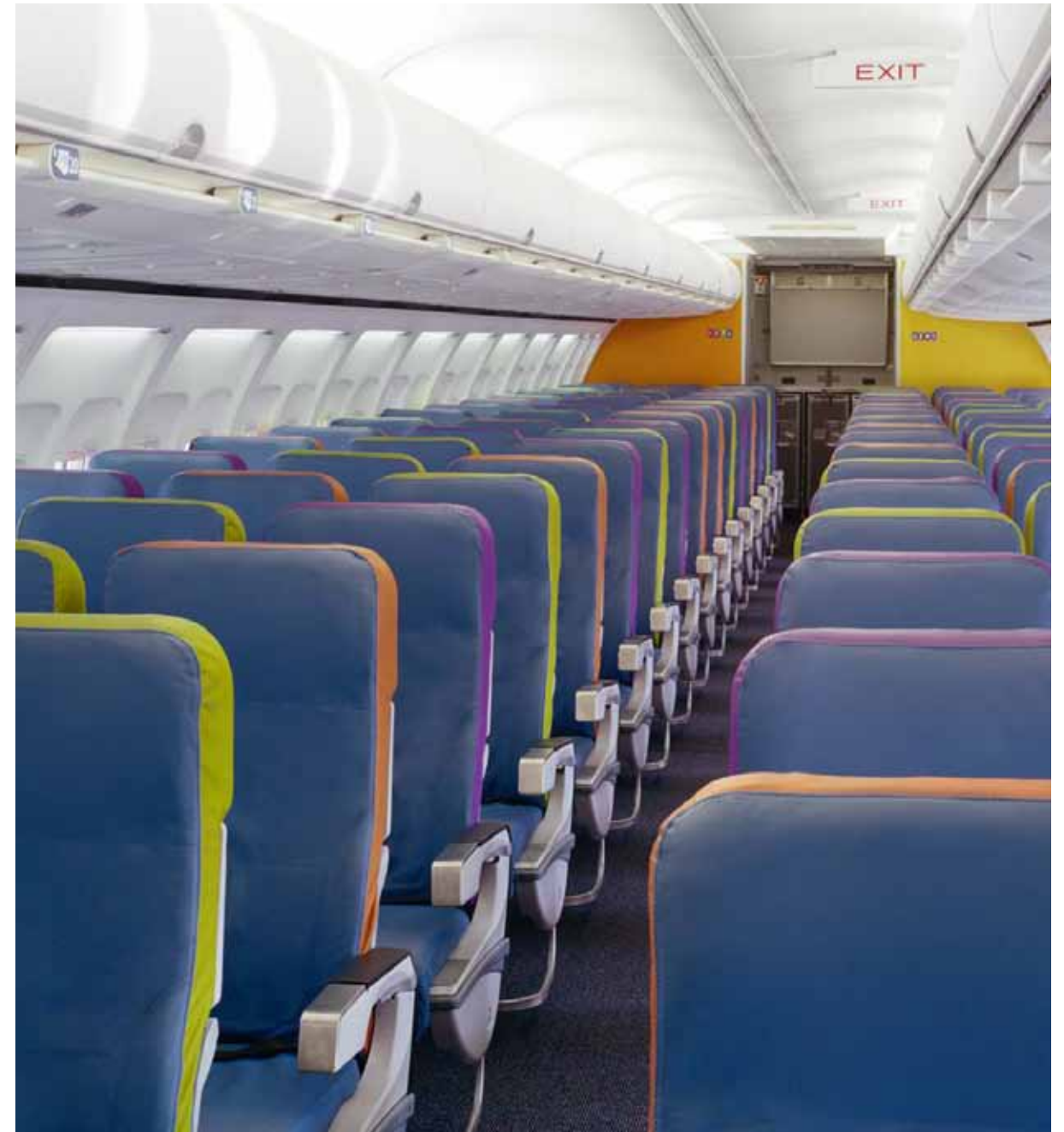


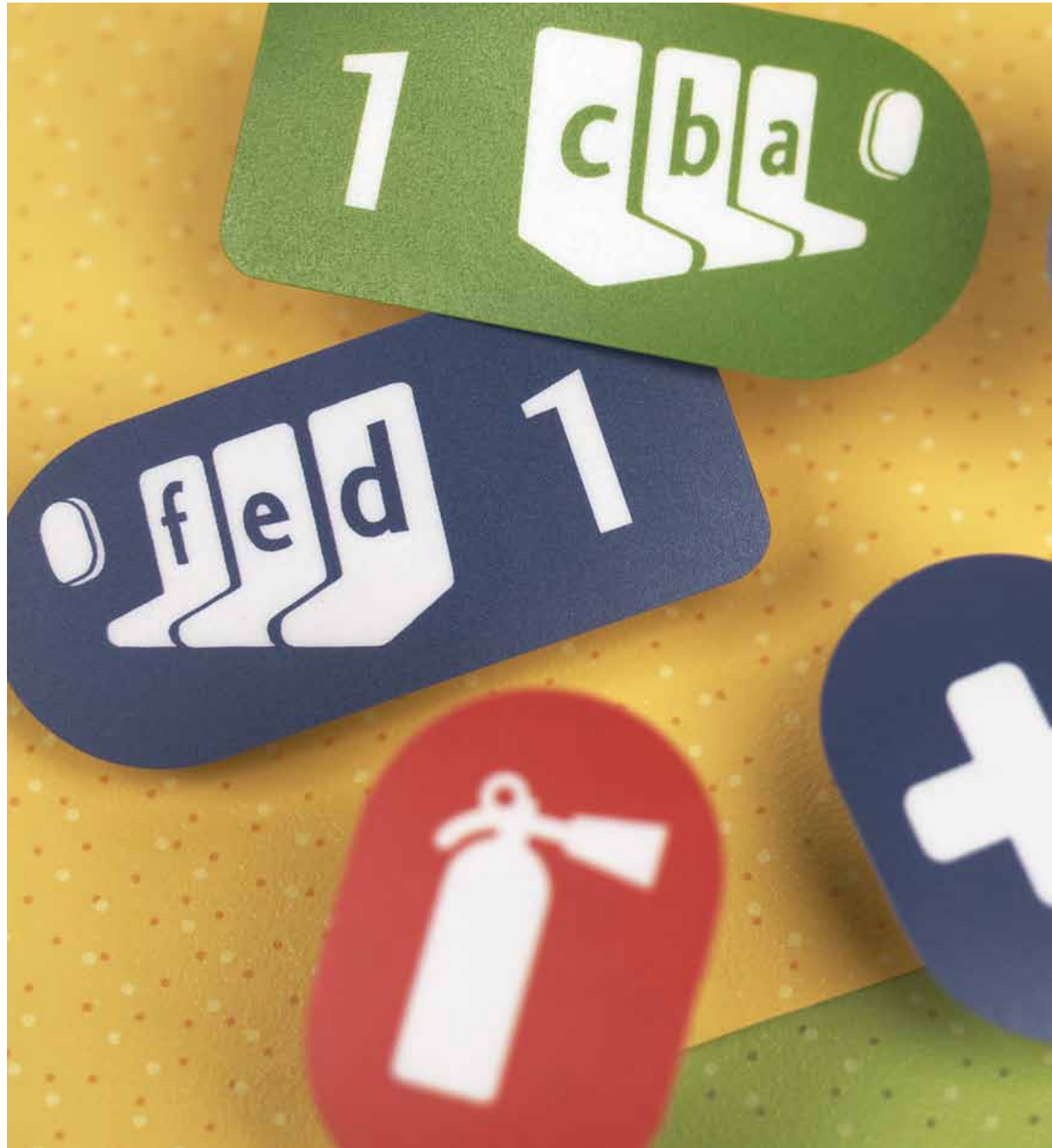


Created Landor Associates New York

Song

Song was Delta Airlines low cost carrier with no bells and whistles, single-class configuration and a one-way fare structure. The main target audience was the discount diva who was value conscious, and got great thrill out of a bargain airfare. One of the key components was that Song was all about choices. Designed the livery and cabin interiors based on the strategy and visual identity system.



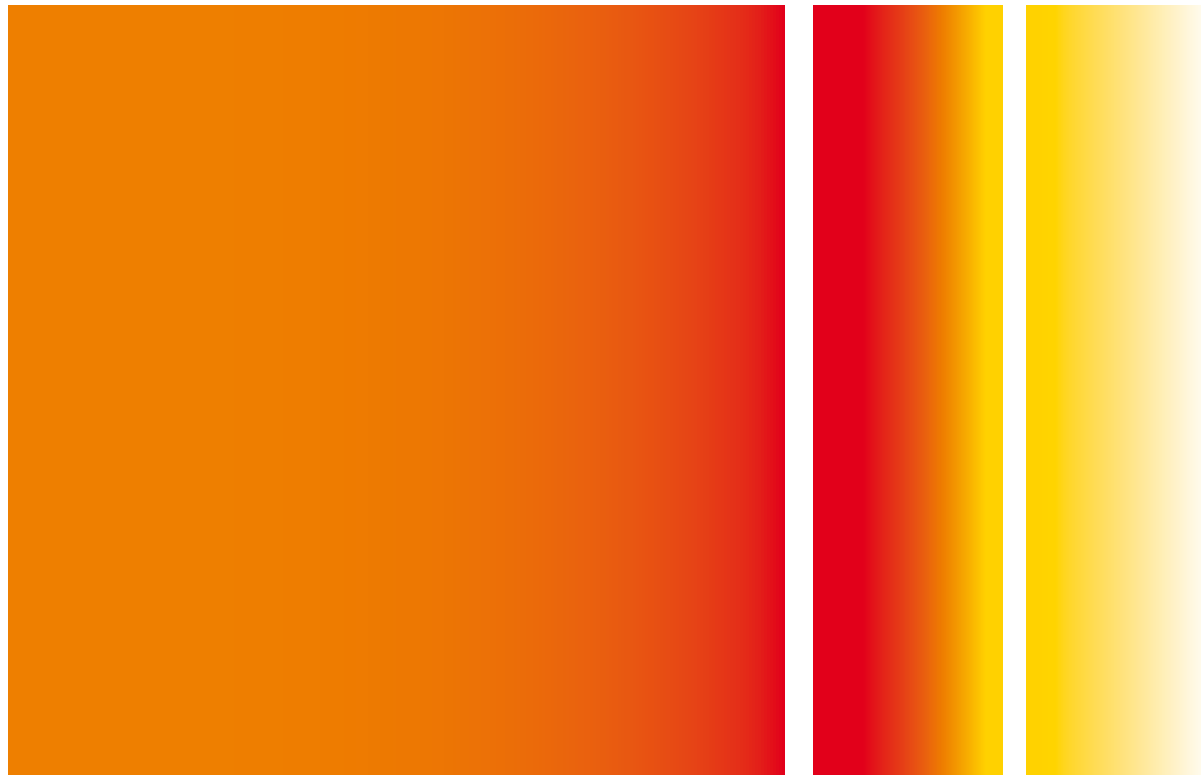






Dunia

Dunia is the only financial entity which could put a smile on your face by catering to all audiences. 'Can do' attitude and positive approach to finance made every aspect of banking simple. Moreover, it is committed to becoming the most trusted and accessible financial brand on the market, via an extensive branch network and dedicated staff.

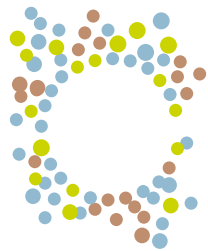


 duniatrade

 duniamoney

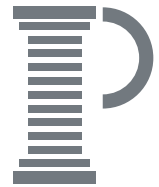


Identities



mom & child

streetwear



BEYONDLOGG

Street Wear



Created at Landor Associates Mumbai

Winery

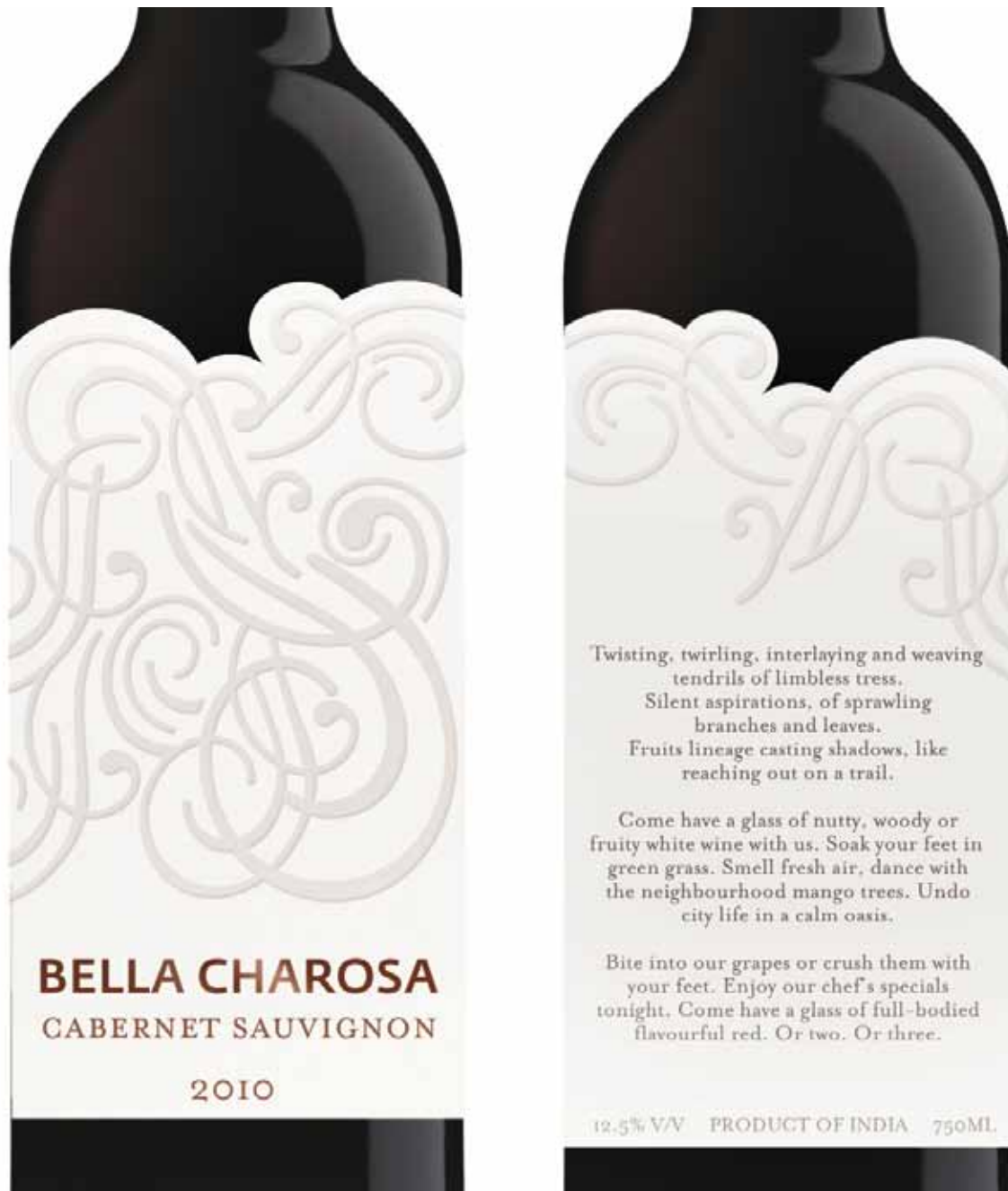
"Wine is bottled poetry." It is more like dance - tipping the glass, a touch of velvet to the lip, a whirling over the tongue, an embracing swallow that warms the chest - and you never have to leave your seat. A good wine has this appeal. Better yet, the more experience you get, the better the dance becomes.



Created at Landor Associates Mumbai

Winery

Twisting, twirling, interlaying and weaving tendrils.
Supporting the silent aspirations, of sprawling branches and leaves.
Fruits lineage casting shadows, like reaching out on a trail.



Created at Landor Associates Mumbai

Winery

Si Charosa - Creating a sense of romance, preserving memorable moments.
Beautiful flowing typography, imitating the trellis and tendrils of grapevines.
Telling the story of the vine and wines.



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