

Brand



Design



User

* PROJECTS / VISUAL

The Overview

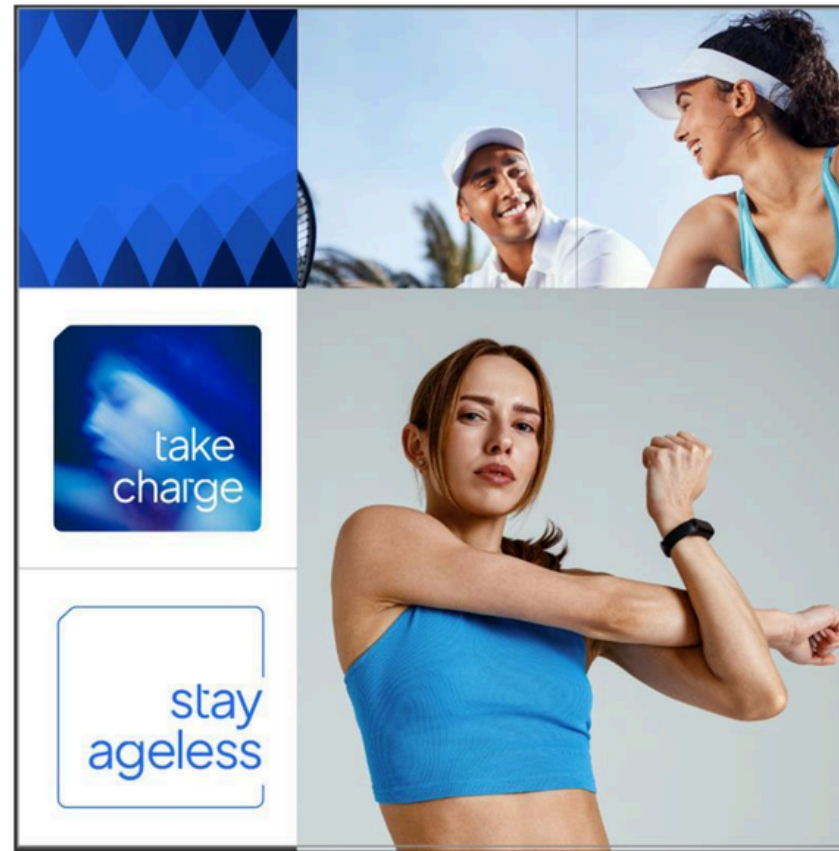
By **Shruti Joshi**

shrutijoshi5594@gmail.com



Clean/ Tech

Brand Applied: Launch



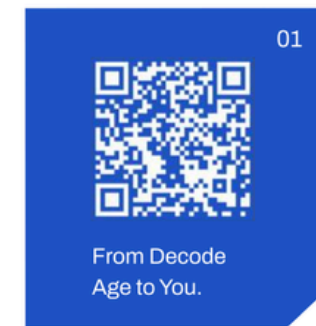
This brand launch signifies DECODE AGE entering its' Performance Era. It brings together our focus on expanding the offerings of the brand to bring about an ageless experience to the user.

This was done through three video's published on Instagram.

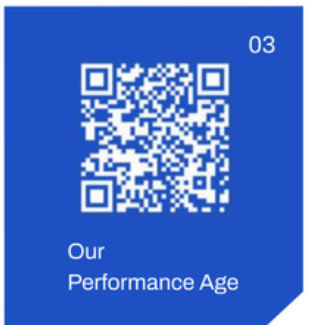
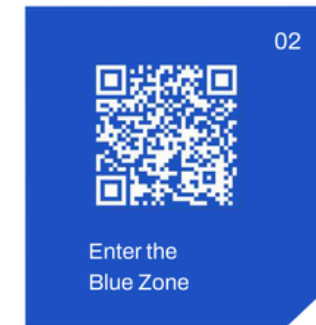
VIDEO 1: The behind the scenes of everything about the journey so far and the promise ahead. A celebration of how far Decode Age and their audience have come.

VIDEO 2: The thought of identifying the people of Decode Age, the future tribe of Blue Zone, an intense and overall energetic vibe, a call to take charge.

VIDEO 3: A visual look into the New Brand Identity of Decode Age.

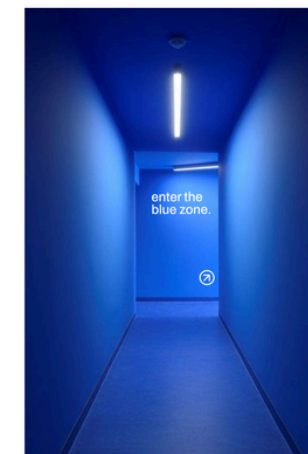


You can watch the Launch Videos here!



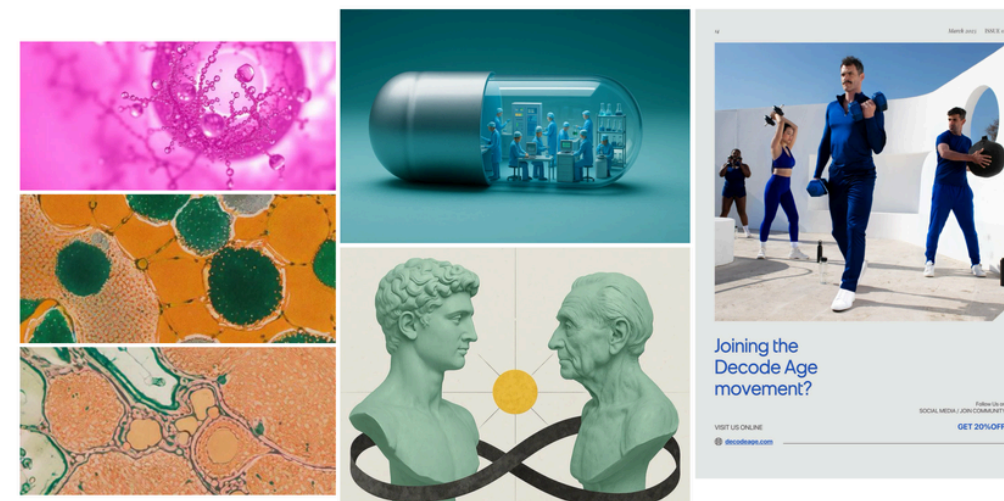
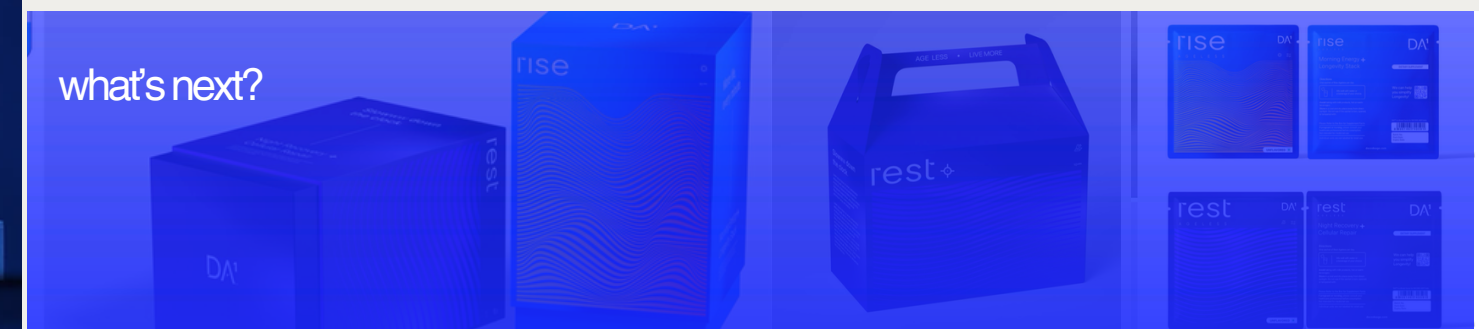
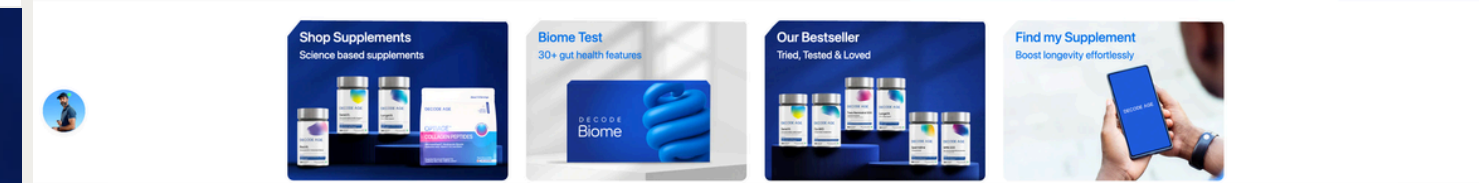
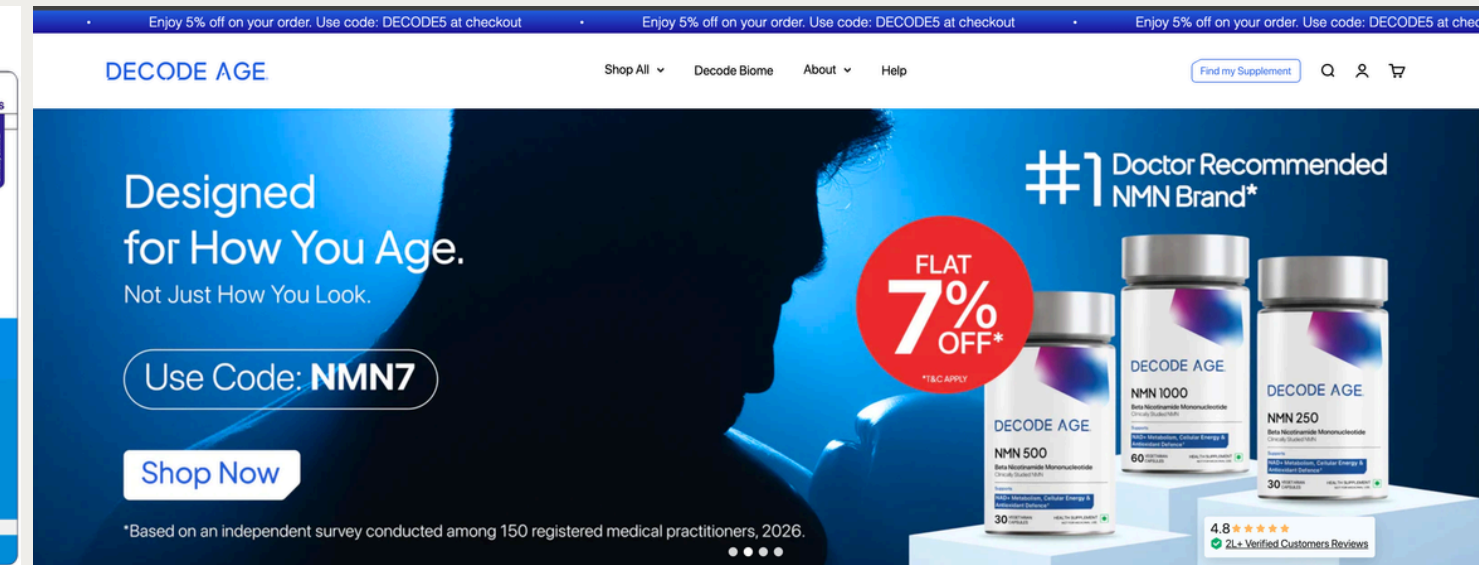
Imagery

MOOD/SPACE/CAMPAIGNS/PHOTOGRAPHY





Clean/
Tech



LOGO: Across India

DECODE AGE

LOGO: Overseas

DA¹

TYPEFACES

Milling / SF Pro



COLOUR PALETTE

IS THERE A NEED?

PAPER IS

limited by size
adds to clutter
difficult to organize
not searchable
not available whenever needed
not present wherever you want
not tech compatible



hashmint

ZOOM INTO THE PROBLEM

We use it LITERALLY everywhere.

The Writing & Printing (W&P) paper segment accounts for a significant portion of the total Indian Paper Market, estimated to be around 30% of the total paper, paperboard, and newsprint market.

4.8 million tonnes of paper*



*Sources supports for all data referenced and claims made in this compilation.

hashmint

THE SOLUTION

Paper goes Digital

We are on a mission to retain paper virtues and handwriting in the digital realms.



Hashmint Leaf 1.0

An innovative, productivity-first device that caters to all your paper needs in the digital world.

hashmint

2025

THE DIGITAL PAPER COMPANY



hashmint



side/kick

A BUSINESS INSIGHT

WRITING FOR TOMORROW

The future of writing is digital.

While the demand is growing, the current tablets don't come at the right price point, lack the necessary features for the use case, fall behind in giving a good distraction-free user experience and do not make the most of the technology available today.

TECHNOLOGY + EXPERIENCE
Affordable Productivity focused AI Enabled Feature Oriented.



hashmint

THE TECH AND HASHMINT UNIVERSE

Endless paper, for endless pursuits.

TECH DEEP DIVE

HashOS
10.9in LUME 1.0
Colour
4GB + 64GB
Handwriting to Text Conversion
AI - Interaction with Books



A focused device with good writing feel, and technology that's tuned to meet today's needs of paper.

hashmint

OUR PRODUCT

Hashmint Leaf 1.0

They get a focused device with good writing feel. They can create notebooks with different kinds of templates, write notes with no distractions using pens/pencils/highlighters, draw on PDFs, convert handwriting to text, convert drawings to images, interact with PDFs in English through our bot, and send their work over email to someone.

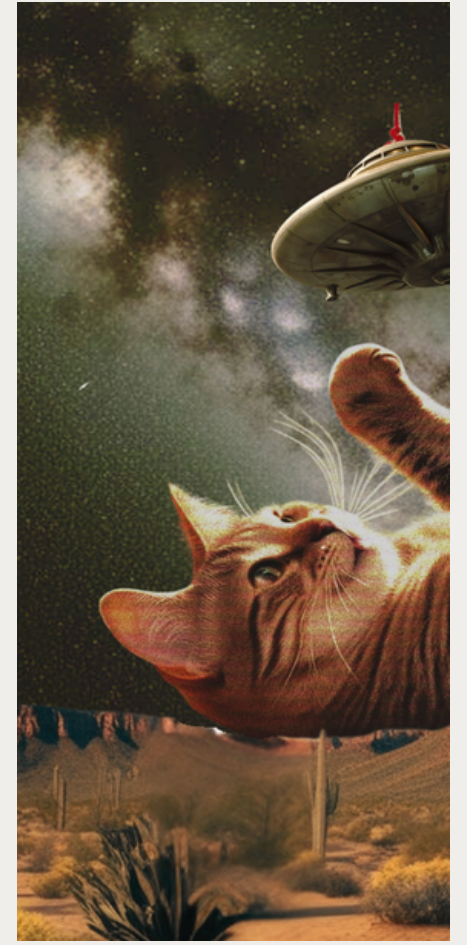
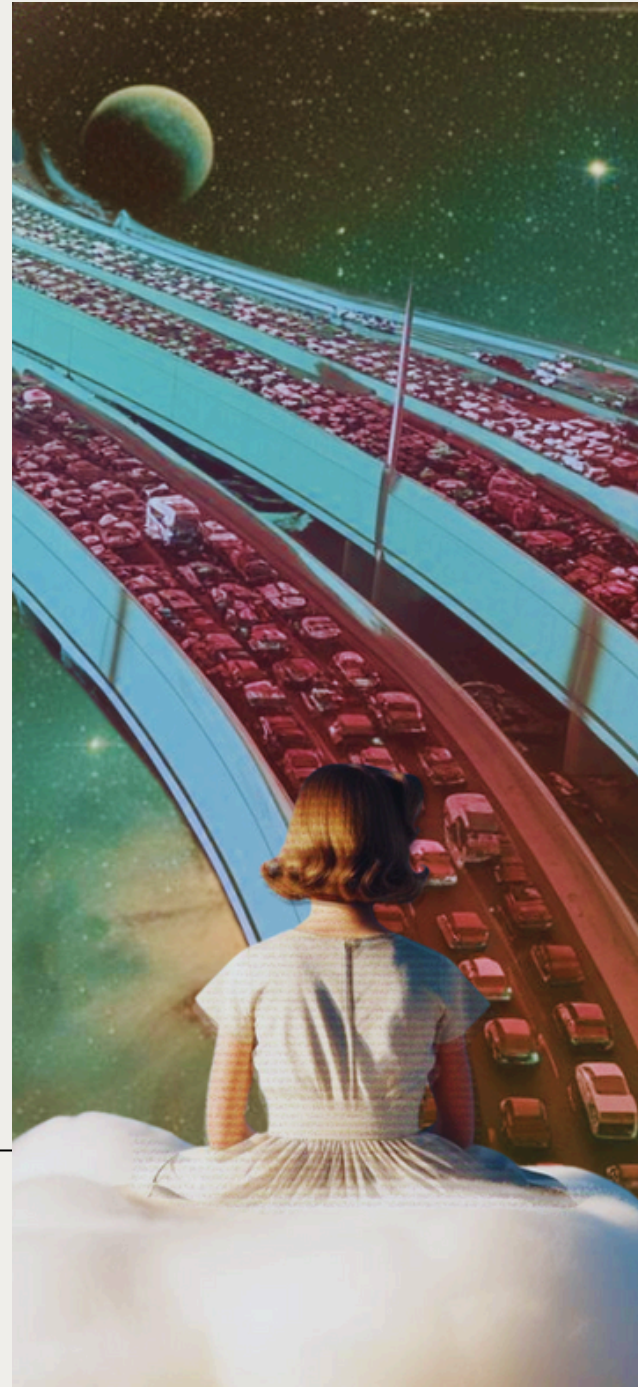
tangible + intangible

Cloud feature Bot use on phone Semantic search Portable and paper-like Up-to-date with tech
Never lose info Buy time while gaining knowledge Organize for you Take it anywhere Brainstorming Partner



hashmint

Raw / Surrealistic





Digital / Synthwave

EVERYTHING NUEROSENSORY



ENHANCED HOMO SAPIENS

Installations, interactions and rythmic stimulus enahncers.



THE INTERNAL WHY?

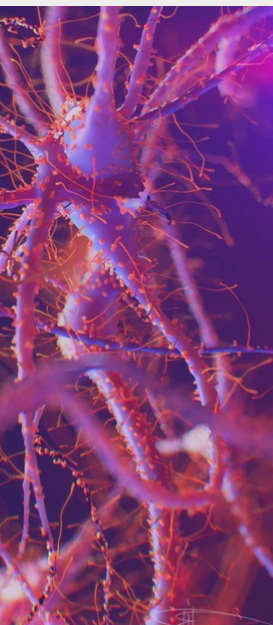
WHY NOT?

Experiences make memories, build knowledge and help us evolve. Living vicariously isn't enough because it lacks tangibility.

THE EXTERNAL WHY?

THE NEED FOR "NEXT"

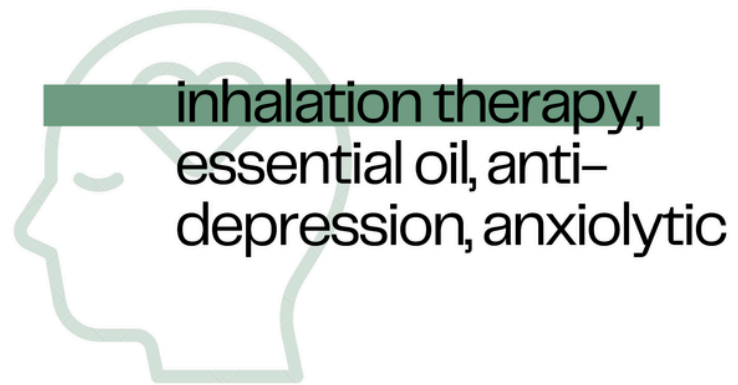
Creative jobs will survive and in the world of humans will be devoid of repetitive chores and their lives could be enriched by new experiences developed to enhance the knowledge of their being.





NEUROPROTECTIVE AND ANTI-AGING POTENTIALS OF ESSENTIAL OILS FROM AROMATIC AND MEDICINAL PLANTS

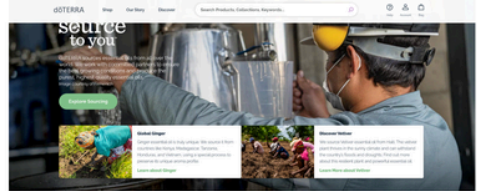
CORIANDER
LAVENDER
THYME
CLOVE
BASIL
ROSEMARY
LEMON



inhalation therapy,
essential oil, anti-
depression, anxiolytic

SOURCES
* <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC2722292/>
NATIONAL CENTER OF BIOTECHNOLOGY INFORMATION

Competition: doTERRA



Over 175 hospitals nationwide, including Duke, Johns Hopkins, and Vanderbilt, are using doTERRA essential oils for mood boosting, stress relief, pain management and so much more. They have done the research and have seen the amazing effects doTERRA's oils are having on their staff and patients.



For Green Canteen

Essential Oils and

Aromatherapy

Holistic/Calm

Area of Focus

- CARDIOVASCULAR
- RESPIRATORY
- NEUROLOGICAL
- METABOLIC
- MUSCULO-SKELETAL
- IMMUNITY
- MENTAL WELLNESS






2020

DOCUMENTATION

Phase 3:
Research




So why do we bond?



When you move, you feel.

The most iconic vehicles in the automotive past remind us of powerful machines that had the driver/rider trying to tame it. Vehicles with high feedback and response are capable of creating strong bonds. It's a lot like trying to train a new horse, before finally riding off into the sunset.

The learning curve involves effort and affects our senses before it eventually becomes second nature. But unlike most interactions, the one we have with vehicles is near perfect. For every action, there is a predictable reaction that we are rooting for. The satisfaction that such interactions brings can be imprinting. Eventually, it allows us to challenge ourselves and there are stories to tell for a lifetime.

F-35A: FIGHTER AIRCRAFT PORSCHE 911

07

Fresh Electric

2020

What's at stake?

Potato - potato - potato.




HD LIVEWIRE

FERDINAND TESTA/ROCKA

EQ%

THE DEEPER LOSS // SOUND, VIBRATION, SMELL

BMW SPYGLASS


What gives Harley Davidson that distinctive sound? Har is V shaped engine and the crankshaft has only one pin, attached to both pistons. That means that both spark plugs fire simultaneously and there is a brief pause after the second fire, instead of firing at even intervals. An electric Harley doesn't sound the same.

A car run by petrol, is like a living creature, you can feel it, feel the roar of the engine, the subtle working of the parts, you can feel it suffers when you drive it badly, the engine revs up and the gearbox crank when you accidentally miss the right gear. Driving it you learn, all those little sounds and buzzes made you bond with it.

06

2020

The eDNA of electric motorcycles.

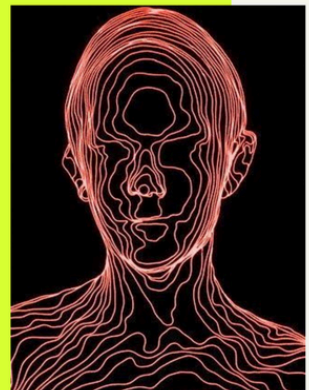


\ Breathing a soul into the future of light mobility.

01

2020

PURE CONJECTURE:
Motopsychology



Motorcycling breaks the "rational human" mold '90s-era economists were so fond of: riding is dangerous, it can be expensive, and we don't (usually) gain anything of economic value for doing it. But we get passionately and enthusiastically entangled with it? It has to do with the unity between (wo)man and machine.

As Homo Sapiens we were never fully biological entities. We are and always have been artificial apes. We aren't the only tool-using species, but what's unique about our ancestors is that they learned to use one tool to make another, also known as "entailment."

Studies have shown that the human brain uses three different "neural representations" to represent the space around us. There's the personal space, which is the body itself, and the extra-personal space, which is the area around us that we can hear and see. And within the extra-personal space, there's the reaching space, which encompasses the area in which you could reach an object without moving your body. That's the area known as **peripersonal space**.

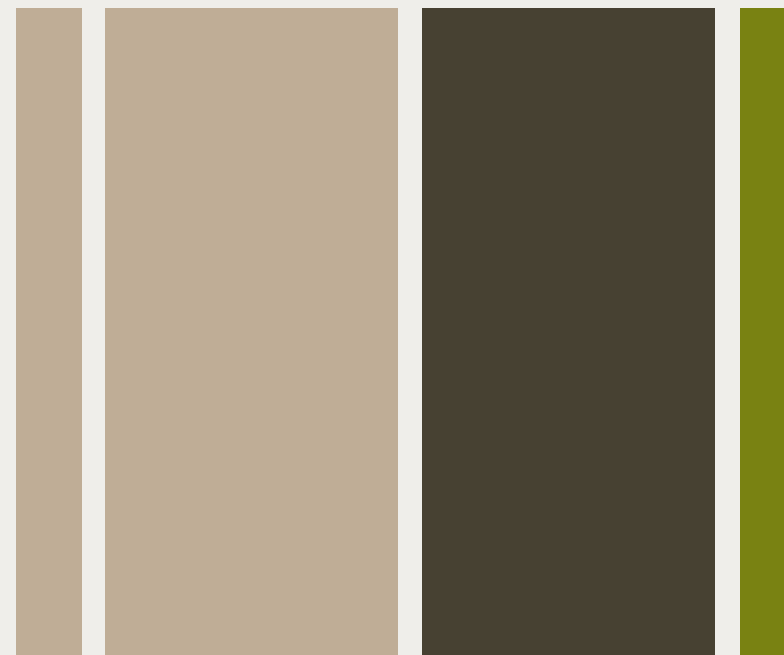
Can you imagine how difficult it would be to use a tool if it didn't feel like an extension of yourself? And perhaps, this intimate relationship with our tools is one of the reasons we love motorcycles so much. **Motorcycles are a complex, intelligent and intrinsic tool that become an extension of our personal space.**

12

Creating a 'flip - the- page' dynamic with the user through visual beat.



Eco Wellness



WE ARE PROUD TO BRING YOU

Farmer's Delight

What's special about your product, service, or company? Use this space to highlight the things that set you apart from your competition, whether it's a special feature, a unique philosophy, or awards and recognition that you have received. Think of this as your elevator pitch to get the reader's attention.



More for the soil.
More for you.



Improved soil health, due to appropriate **pH balance** and **nourishment** for the soil.



Higher yield **quality** and **quantity** over a period due to improved soil.



Organic produce, chemical free. Better **returns** for your produce. Even better for consumers' **health**.

FARMER'S DELIGHT

Nourish the Soil that sustains you.

Join us in the second agricultural revolution.

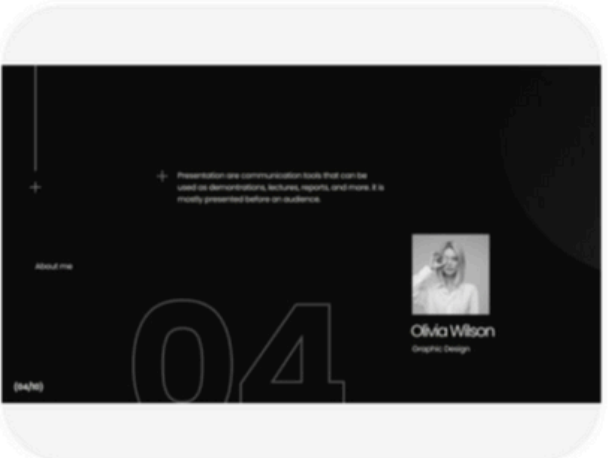
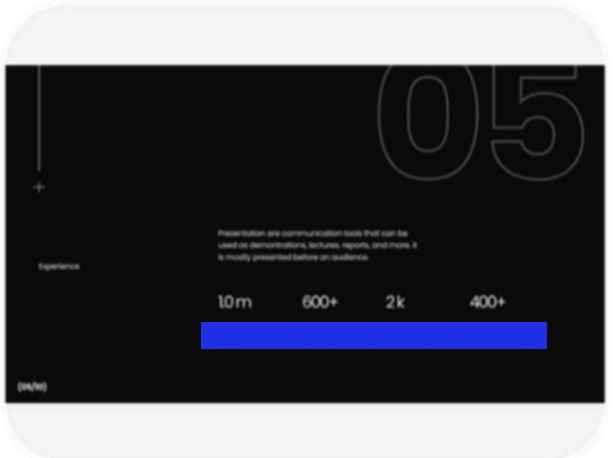
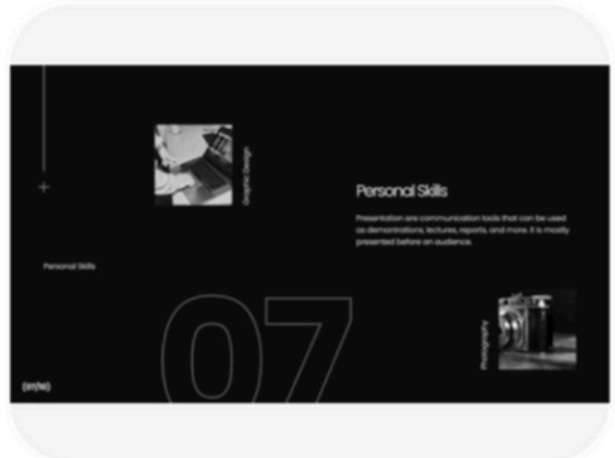
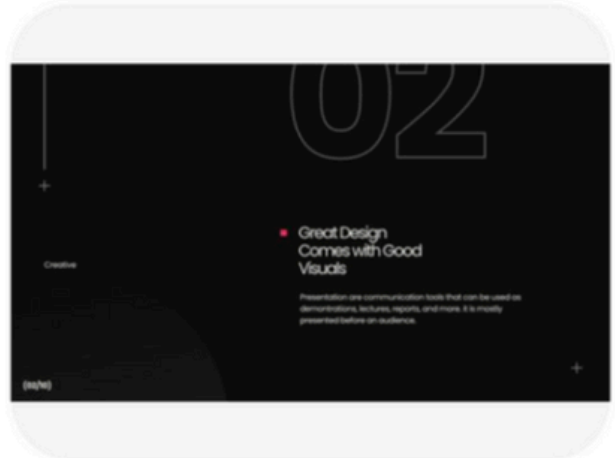
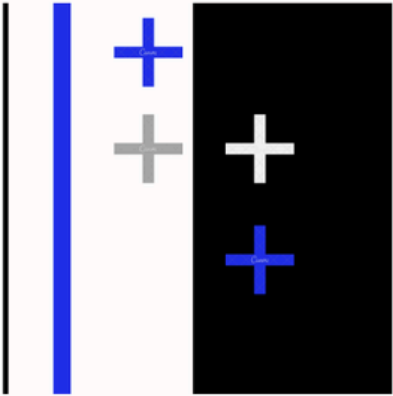
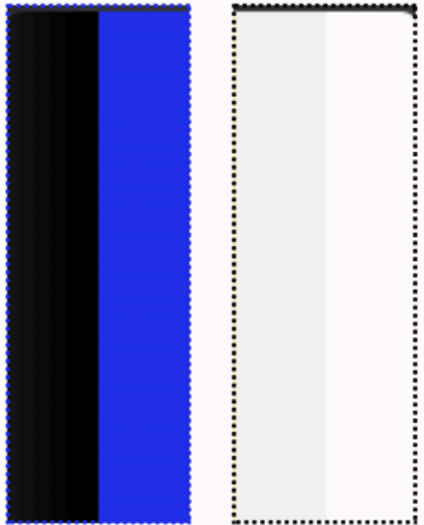
LEARN MORE

The future of farming is chemical free.

WHY SHOULD YOU CARE?



Minimal/ Bold



A Content Style Guide. This guide is designed to provide a clear framework for producing content that aligns with the essence of the brand.

Here we embrace minimalism as more than a design aesthetic—it's a way of life. The goal is to deliver content that mirrors the simplicity and sophistication of the products while fostering an emotional connection with the audience.



Thank You!

