

# *Case Study: Viper Graphic Studio*

## **Goal**

To create this brand identity and a responsive website that effectively showcases the services and portfolio of Viper Graphic Studio. The main challenge was the lack of a consistent brand presence, making it difficult to convey a professional image.

## **Strategy**

I conducted research on successful studio brands to identify key elements of impactful branding. Based on this, I developed a unique style guide, logo concepts, and digital marketing assets. These were integrated into a responsive and user-friendly website designed and coded using HTML, CSS, and JavaScript.

## **Style Guide Development**

Designed a comprehensive style guide that defined the studio's brand identity, including color palette, typography, and visual elements to ensure consistency across all platforms.

## **Web Development:**

I built a responsive, user-friendly website from scratch using HTML, CSS, and JavaScript.

Incorporated the studio's branding into the website layout, ensuring a seamless representation of its identity.

## **Results**

This project demonstrates my ability to combine branding expertise with technical skills to deliver polished, functional solutions. The brand identity and responsive website provided Viper Graphic Studio with a professional image that communicates its services effectively to its target audience.

## **Takeaways**

Through this project, I gained valuable experience in end-to-end branding and web development. I honed my skills in responsive design, branding consistency, and integrating design elements into functional digital platforms.

# Personal Brand Identity

That A Personal Brand Identity I have created for my Portfolio, It represent Power, Richness, Sharp and Striking. A Brand That will always stand out in any creative landscape by delivering impactful designs that exude confidence, evoke emotion, and leave a lasting impression.



# Style Tile

## Color Palette:

Neon Green (#39FF14)

Deep Teal (#008080)

Dark Gray (#333333)

Deep Purple (#8B288A)

White (#ffffff)

## Typography:

### Heading Font:

**Montserrat Bold- 48 pt**

### Body Font:

Open Sans Regular-18 pt

## Overview:

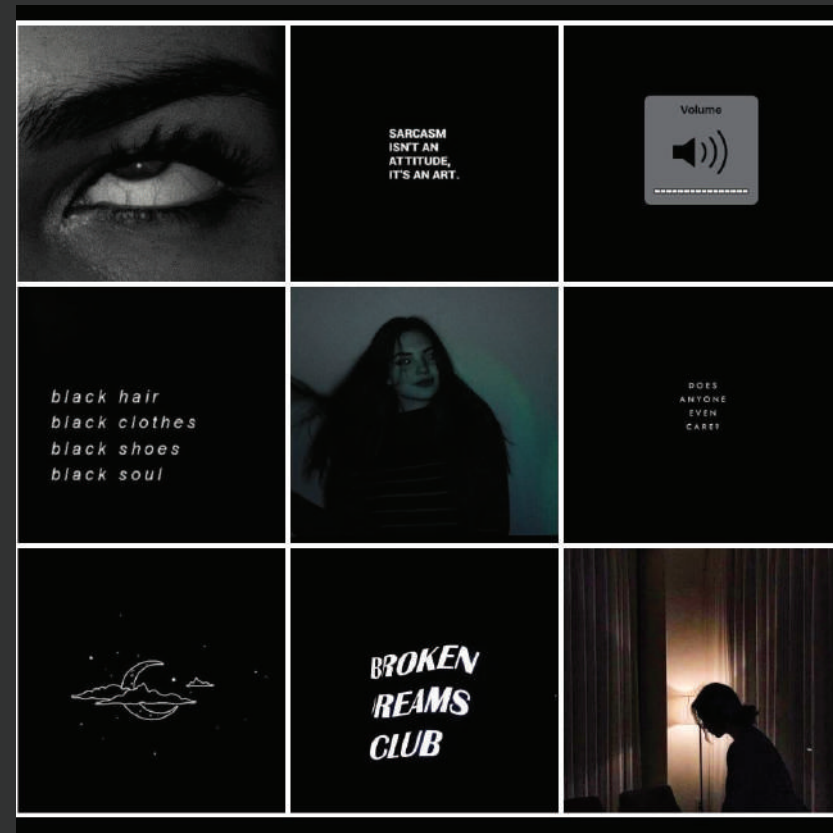
The design has a minimalist yet powerful aesthetic, which is ideal for a brand that wants to stand out in the creative industry. The clean lines, bold colors, and dynamic snake symbol work well together to create a cohesive identity.



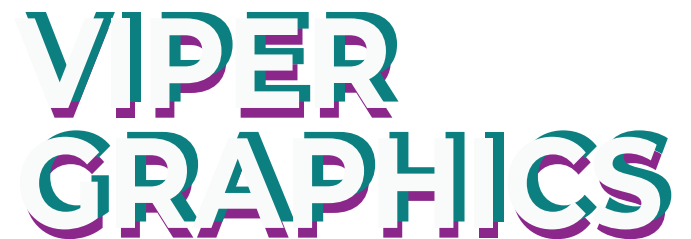
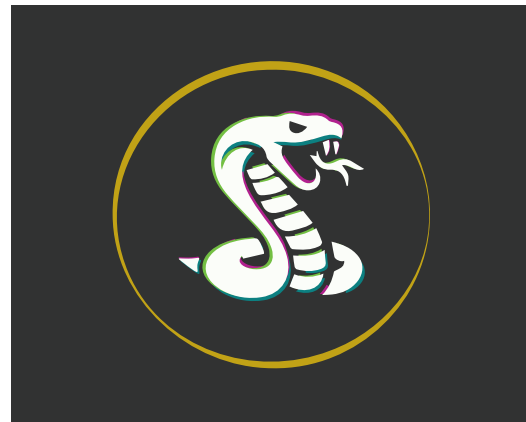
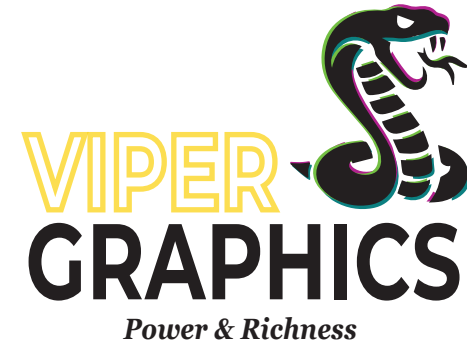
SHARP DESIGN, STRIKING RESULTS



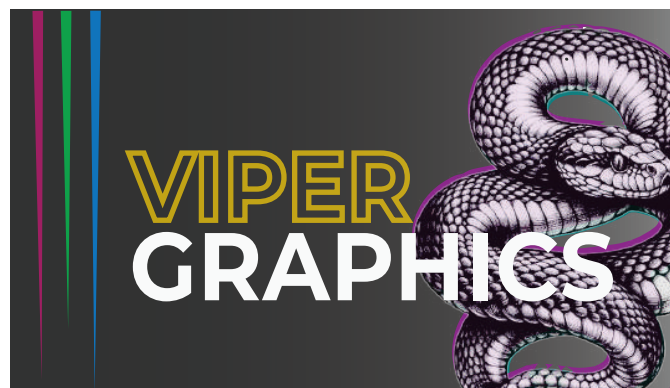
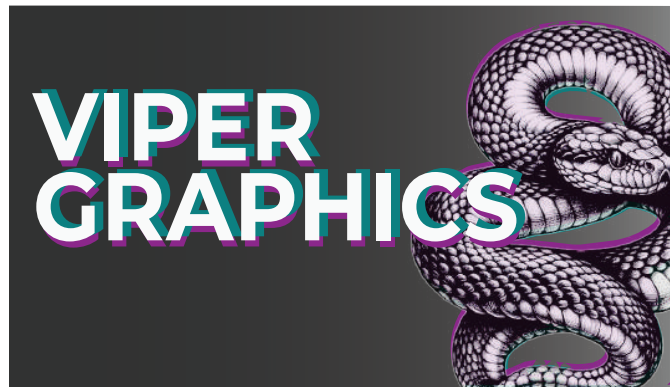
VIPER  
GRAPHICS



# LOGO VARIATION



# Business CARD



# VIPER GRAPHICS



***POWER / MONEY / RESPECT / EVERYTHING***

M

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P  
S

POWER<sub>E</sub>

EVERYTHING

NO PAIN NO GAIN

VIPER   
GRAPHICS  
*Power & Richness*





# MONETARY POWER

**VIPER**  
**GRAPHICS**  
*Power & Richness*



# Viper Graphics Is Inviting You For An Expo ON DEC 2024

## *Viper Graphics* *Since 2001*

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Coming Soon

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DEC 2024

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# VIPER GRAPHICS

## VIPER GRAPHICS



### RUSHIL BANSOODEB

Graphic Designer

#### Opening Hours:

MON: 8:30 am - 5:00 pm

TUE: 8:30 am - 5:00 pm

WED: 8:30 am - 5:00 pm

THU: 8:30 am - 5:00 pm

FRI: 9:00 am - 3:00 pm

SAT: 8:00 am - 12:00 pm



+1(437)-421-4312



[rushil.bansoodeb04@gmail.com](mailto:rushil.bansoodeb04@gmail.com)

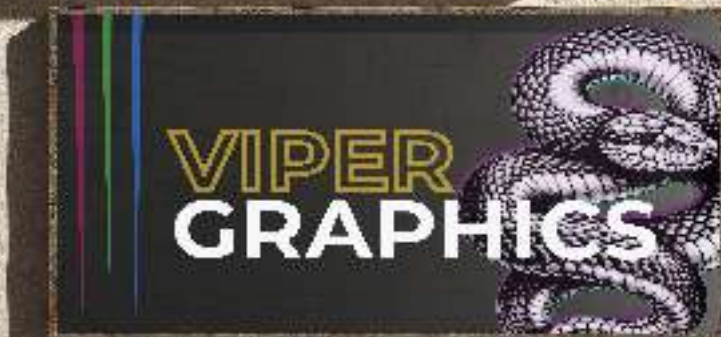


Chilligham Cres, Oakville, ON, L6J 6N7









**VIPER  
GRAPHICS**



**RUSHIL BANSOODEB**  
Graphic Designer

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**VIPER  
GRAPHICS**

*Power & Richness*

FOR FANCY DESIGN  
CONNECT WITH **US.**

**VIPER**  
**GRAPHICS**





# VIPER GRAPHICS



*Thank  
You  
Presented By  
RUSHIL BANSOODEB*

