About

Shrey Doshi is a Photographer & Cinematographer from Mumbai who specializes in Fashion & Lifestyle Photography amongst others.

Photography | Cinematography
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Let's Talk

Problem

To build a personal brand that reflects creative ethos and aesthetics. It should be beyond mainstream shutters, tripods, and camera lenses that make it too obvious and also has limitations. But rather it should communicate an intangible value as compared to functional features.

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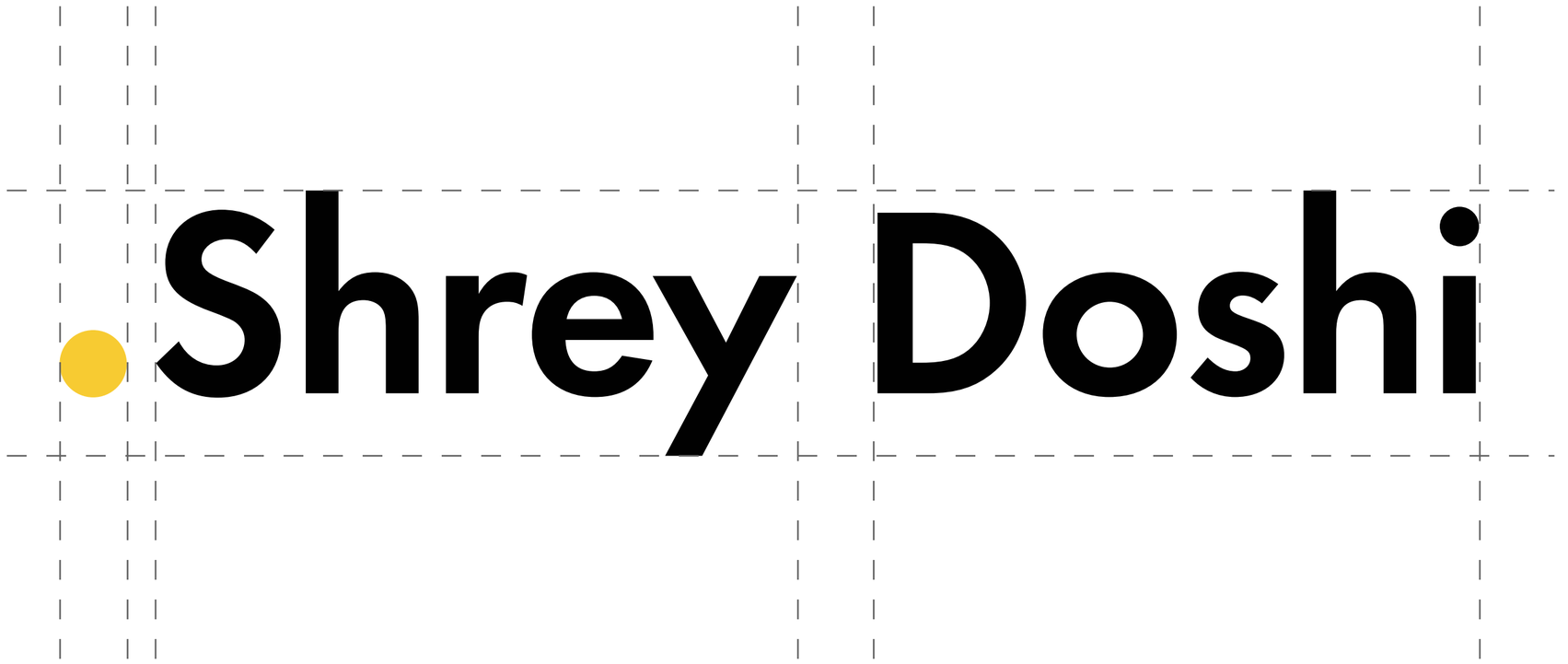
Creative Solution

We believe that great ideas are the simplest ones. By simply adding a . before the text we are establishing a message that "we start where people stop" and always take up every project with a fresh and creative approach.

Logo Breakdown

Logo Construction



Typography

Aa

Futura Demi

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&$

Futura Medium

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&$

Brand Color

Hex Code: #E05A27

R: 224

G: 90

B: 39

C: 7%

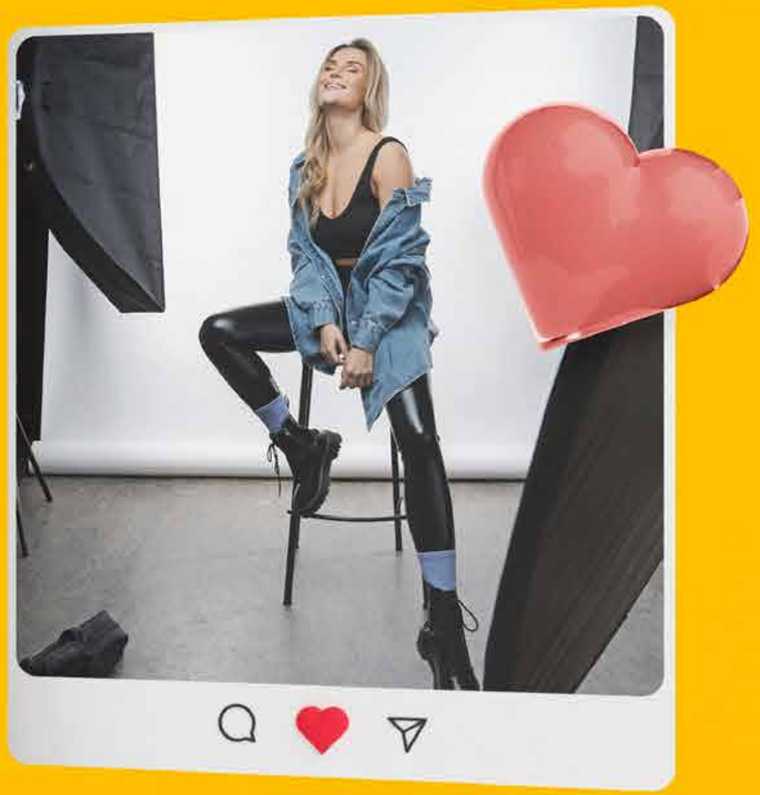
M: 79%

Y: 100%

K: 1%

Instagram

Let’s Talk



Impact

The identity was able to cut through the noise and differentiate itself in a crowded market-place. The idea also has the scalability to expand in similar other creative domains in the future without limiting itself to just photography/ cinematography.