BRAND IDENTITY SYSTEM

Concept · Maa Labs

NORTHLANE

— Built for the long way home.

01 — NIGHT SHIFT — DROP 01 — NIGHT SHIFT — DROP 01 —

BUSINESS CARDS



TOTE BAG

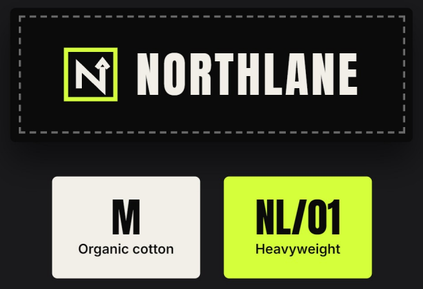


Volt	#D4FF3A
Bone	#F2EFE9
Concrete	#6B6B6B
Midnight	#0B0B0C

STREET POSTERS



WOVEN LABELS



TYPOGRAPHY

Aa

Anton
Display · all caps

Inter
Text, labels & UI

ABCDEFGH 012345

VELORA

NEW NIGHT REPAIR SERUM

Skin, slowed down.



01

Niacinamide

Evens tone while you sleep.

02

Ceramide complex

Locks moisture till morning.

03

Fragrance-free

Gentle on sensitive skin.

Shop the ritual →

[PRICE] · 30 ml

Kulhad & Co.

CHAI BAR

Chai that tastes like *home.*



Slow-boiled masala chai, poured into hand-thrown clay cups.

OPENING DAY

[DATE] · [YOUR CITY]

@kulhadandco

KULHAD & CO. · MENU

Today's *pours*



Masala Chai BESTSELLER

Ginger, cardamom, clove, black pepper

[PRICE]

Kesar Elaichi

Saffron and green cardamom, slow-boiled

[PRICE]

Adrak Tulsi HOUSE FAVE

Fresh ginger with holy basil

[PRICE]

Kashmiri Kahwa

Green tea, almonds, cinnamon

[PRICE]

Served in hand-thrown clay cups. Made fresh, every pour.

@kulhadandco

KULHAD & CO. · PACKAGING

Takeaway, the *desi* way.



Kraft carry bag
Block-print band, rope handles

Hot cup + sleeve
Pattern sleeve doubles as grip

Clay kulhad
Hand-thrown, stamped with the logo

Loose-leaf tea box
Take the chai home

MAA LABS · CONCEPT WORK

Logofolio — Vol. 01

06 logo marks

Outdoor · Lighting · Surf · Sweets · EdTech · Courier

01 OUTDOOR GEAR



PEAK & PINE

Gear for higher ground.

02 LIGHTING STUDIO



lumen

Lighting, made simple.

03 SWIM & SURF



tidal

Made for salt water.

04 SWEET SHOP



Mithaas

Mithai, made by hand.

05 KIDS' CODING SCHOOL



bytebee

Coding classes for curious kids.

06 CITY COURIER



patang

Same-day delivery, across the city.

INDIE MUSIC FESTIVAL

EDITION 01

रात राग

Three nights of indie, folk & electronica under an open desert sky.

RAAT RAGA

LINEUP

Monsoon Wires · Kite Season · Lal Mirch Radio · Paper Rickshaw · Neem & The Night Owls

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14–16 FEB 2027

JAIPUR · OPEN-AIR · 2 STAGES

Book passes →

rasa

COLD-PRESSED JUICE CO.

Packaging & label system · Concept · Maa Labs

01 NO ADDED SUGAR · 300 ML



Mango Sun

Alphonso mango · turmeric · lime

02 NO ADDED SUGAR · 300 ML



Beet Beat

Beetroot · apple · ginger

03 NO ADDED SUGAR · 300 ML



Green Reset

Spinach · cucumber · mint

kharcha

APP LAUNCH CAMPAIGN · CONCEPT

Know where every rupee goes.

Kharcha reads your UPI and card alerts, sorts every spend, and tells you what's left for the month.

- Auto-tracks UPI spends
- Monthly budgets that warn you
- Split bills with friends

Get the app →

Free on Android & iOS

