

PORT FOLIO

REET GAUR

COMMUNICATION DESIGN

HELLO, I AM

Reet Gaur.

I study communication design at Pearl Academy, Jaipur.



“Curious about what an idea can become.”

A LINE FROM MY WEBSITE

My work moves between identities, packaging, illustrated stories and editorial layouts. I like to see how an idea changes when it has to work in different places.

I AM BUILDING A PRACTICE, ONE PROJECT AT A TIME.

The work in this book includes student concepts and a separate record of what I learned during a guided summer programme.

A GUIDE TO THE WORK

Contents



01 ZEA — 04 TO 05
Identity / student concept

02 ENGAGE — 06 TO 07
Packaging / student concept

03 Blue Gold — 08 TO 09
Illustration / visual narrative

04 Creativise — 10
Identity / logo redesign

05 Editorial studies — 11
Cover and layout exercises

06 Mindleap Labs — 12
Guided learning

07 CLEAR Outcomes — 13
Visual reference, not authorship

MY WORK / FOLLOWED BY MY LEARNING NOTES

01 / IDENTITY / STUDENT CONCEPT

ZEA

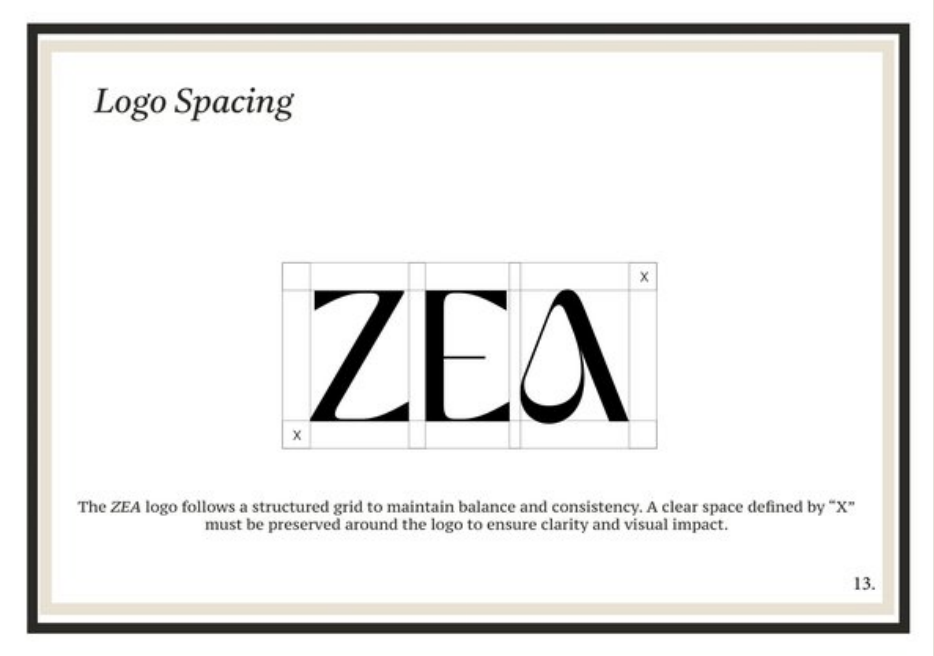
Quiet by design.



I built an identity for a minimal sling bag concept. The wordmark, palette and applications aim for a quieter, more considered presence.

FROM MARK TO APPLICATION

One visual language.



WORDMARK AND SPACING



COLOUR



PROPOSED APPLICATIONS

I kept the identity consistent as it moved from a guideline page to packaging, bags and a proposed retail environment. These applications belong to the concept, not a physical store.

02 / PACKAGING / STUDENT CONCEPT

ENGAGE

Two scents, one family.



FLORAL FRESH



CITRUS BREEZE

I kept the vertical name and information structure consistent. Botanical imagery and colour make each pocket perfume feel distinct.

The same system.

I wanted the range to feel connected at a glance, even when the scents have different personalities.



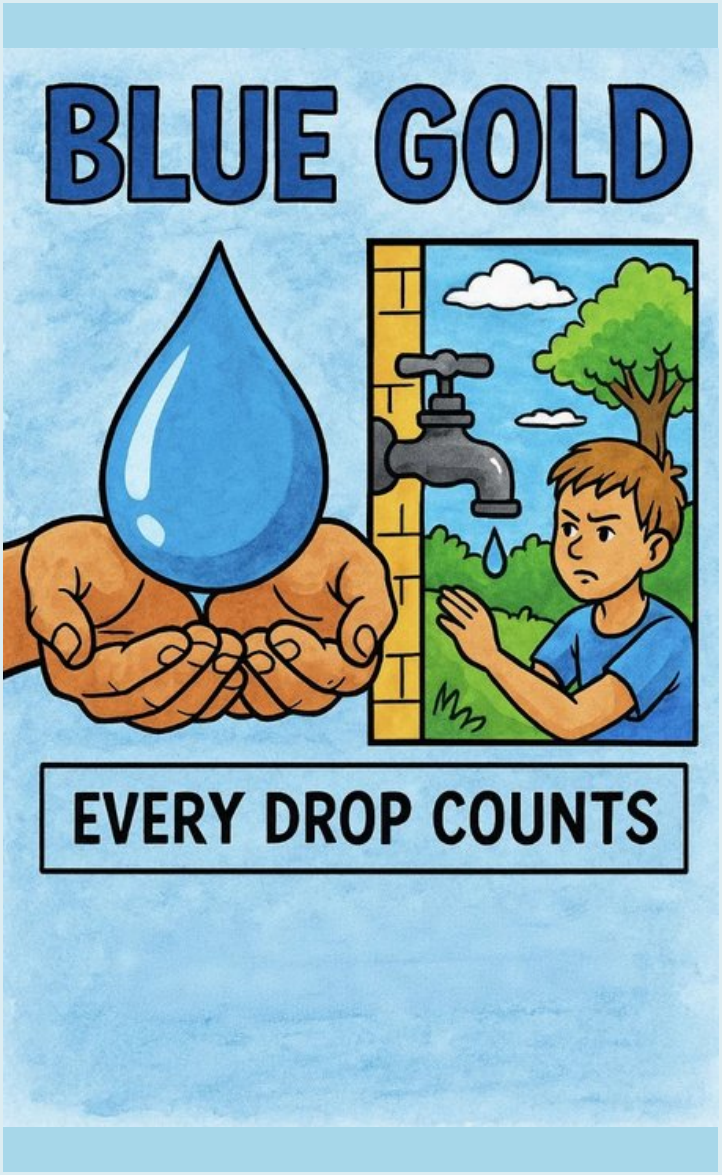


01 / REPEAT THE LABEL ARCHITECTURE

02 / CHANGE THE MOOD THROUGH COLOUR AND IMAGE

03 / ILLUSTRATED STORY

Blue Gold





I imagined a future where water is rationed. Panels, expressions and scene changes gradually turn an everyday moment into a warning.

READ THE SEQUENCE

An idea in panels.



01



02



03



04



05

“Creating Blue Gold helped me understand how images can tell a story even before words do.”

FROM MY PROJECT REFLECTION

04 / LOGO REDESIGN CONCEPT

Creativise

A letter with direction.









I joined a C and an upward arrow to suggest growth, then tried a navy and purple direction across digital and print mockups.

05 / EDITORIAL / STUDENT EXERCISES

First impressions.

I explored what changes when a cover lets its image, type and placement do the first bit of storytelling.



CREATIVE PULSE



FASHION COVER CONCEPT

The fashion cover is an uncommissioned student exercise. It is not a published issue or collaboration with the title shown.

06 / GUIDED SUMMER LEARNING / 2026

Mindleap Labs

EXISTING IDENTITY / SHOWN AS A LEARNING REFERENCE

I completed a guided programme in visual communication, branding, digital design and AI-assisted creative practice. I also joined discussions about the flow and messaging of the Mindleap website.

THE WORKING PRINCIPLE I LEARNED

Give AI context. Explore options. Validate the output. Make a human decision.

I am not claiming authorship of the existing logo, website or AI philosophy. Individual drafts are not included in this portfolio.

FULL LEARNING STUDY / REETGAUR.COM/REPORTS

07 / VISUAL REFERENCE

CLEAR Outcomes



HEADER-INSPIRED RENDERING / NOT AN ORIGINAL LOGO FILE

I included this free, open resource as a visual reference. Its compact green mark, calm type and generous spacing show me one way to make complex ideas easier to approach.

CLEAR is not listed in my Mindleap certificate. I did not design its logo, website, identity or methodology. This page is a later visual reading, not a project credit.

THANK YOU FOR LOOKING

If something stays with you, say hello.

CONTACT

hello@reetgaur.com

REETGAUR.COM

BEHANCE.NET/REETGAUR

