




MY FIRST SEMESTER PORTFOLIO

SK TAHIR UDDIN

PROJECT ON BERGER PAINTS

- 
- Name: Sk Tahiruddin
 - Course: GWD
 - Batch: (11-1)TTS
 - Roll: 739833
 - Faculty: Mis Sanjana



CURRICULUM VITAE

CURRICULUM VITAE

Objective

To build up career in the graphic field prestigious organization has zeal to grow along with organization and to become successful person with quality work effectively contributing towards the organization.

Education & Qualification

Name of EXAM	School/College	Name of Board
Secondary Examination {2007-2008}	Bawali High School	West Bengal Board Of Secondary
Higher secondary Examination {2009-2010}	Bawali High school	West Bengal Board Of Higher Secondary Education
B.A Examination {2010-2013}	New Alipore college	Calcutta University

Technical Qualification

Adobe Illustrator Cs5
Adobe Photoshop cs5
Corel DRAW X6

Hobby& Interest

Computer
Cricket
Drawing

Personal DETAILS

Name: Sk Tahiruddin
DOB: 25th November 1992
Religion: Islam
Sex: Male
Languages Know: Bengali, English, Hindi

Contact INFO

Mobile: 8013057289
Email id: tahiruddin4@gmail.com

DECLARATION

I hereby declare that all the above information is true in best my knowledge & belief.



RESEARCH

ABOUT BERGER

- HISTORY
- "Innovation, customer-focus, contemporary and responsible products" – the driving forces of Berger Paints – reflect the very spirit of its founder Lewis Berger – who laid the foundations of brand Berger way back in 1760 in the UK. With modest beginnings in India in 1923, currently, Berger Paints India Limited is the second largest paint company in the country with a consistent track record of being the fastest growing, quarter on quarter, for the past two years.
- Undergoing a number of changes in ownership and nomenclature in its 88 year old history in India, the company has come a long way. Starting out as Hadfield's (India) Limited, it had just one factory in Howrah, West Bengal. By the close of 1947, Hadfield's was acquired by British Paints (Holdings) Limited, UK and came to be known as British Paints (India) Limited. In 1983, it became part of the worldwide Berger group and thereby acquired its present name – Berger Paints India Limited. Presently, the majority stake is with the Delhi based Dhingra brothers



COMPETITORS



CONTENT

1. Logo
2. Letterhead
3. Letterhead Continuation Sheet
4. Visiting card
5. Envelope
6. Poly bag
7. Poster
8. Dangler
9. Hoarding
10. Press ad
11. Brochure
12. Web template
13. Greeting card
14. Illustration & other work



ORIGINAL LOGO OF BERGER



- **Logo meaning :** The entire logo is used to convey the meaning intended and avoid tarnishing or misrepresenting the intended image.



RECREATE LOGO OF BERGER



LEWIS

BERGERPAINTS

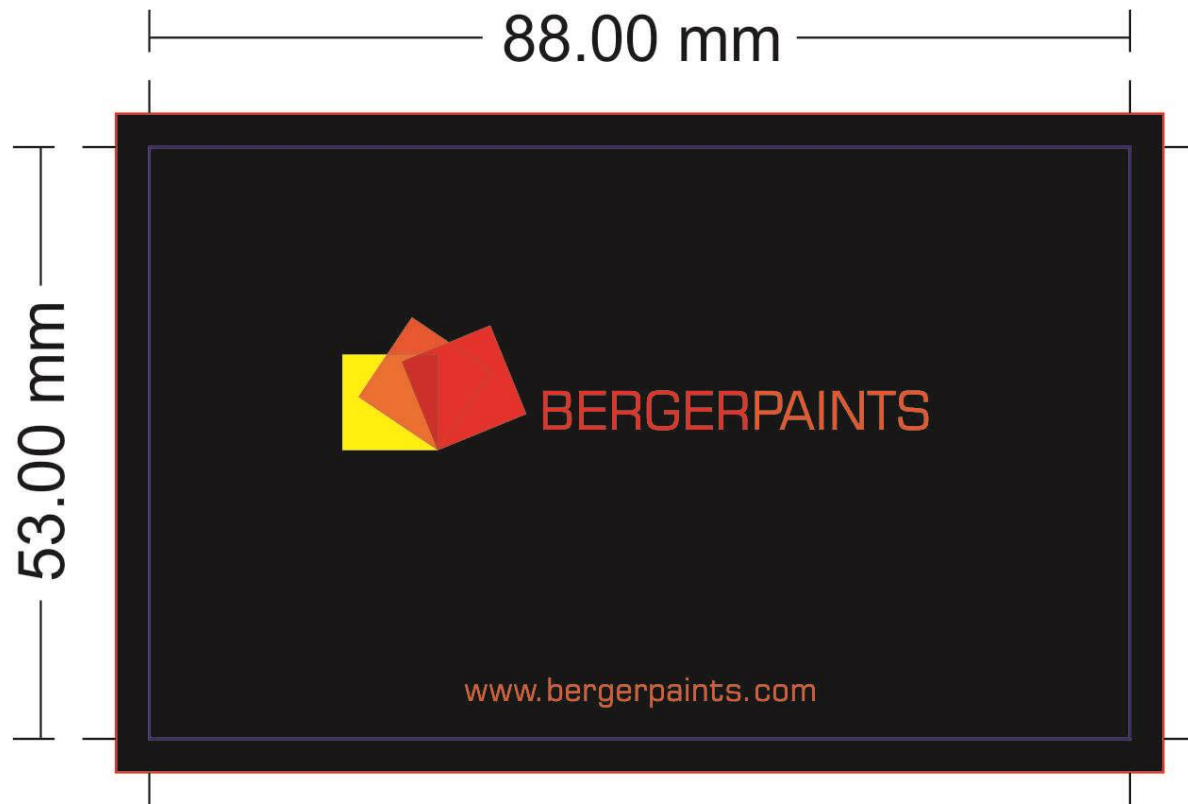
VISITING CARD

88.00 mm



Front

VISITING CARD



Back

LETTER HEAD WITH DIMENSION

8.00"

129 Park street kolkata700012
Ph: +913322299724/ 2226005/06/16
Fax:+913322499009/9729
e-mail:consumer@bergerindia.com



11.00"

LETTER HEAD CONTINUATION



ENVELOP

24.50 cm



129 Park street kolkata700012
Ph: +913322299724/ 2226005/06/16
Fax: +913322499009/9729
e-mail:consumer@bergerindia.com

www.bergerpaints.com

11.50 cm

POLY BAG

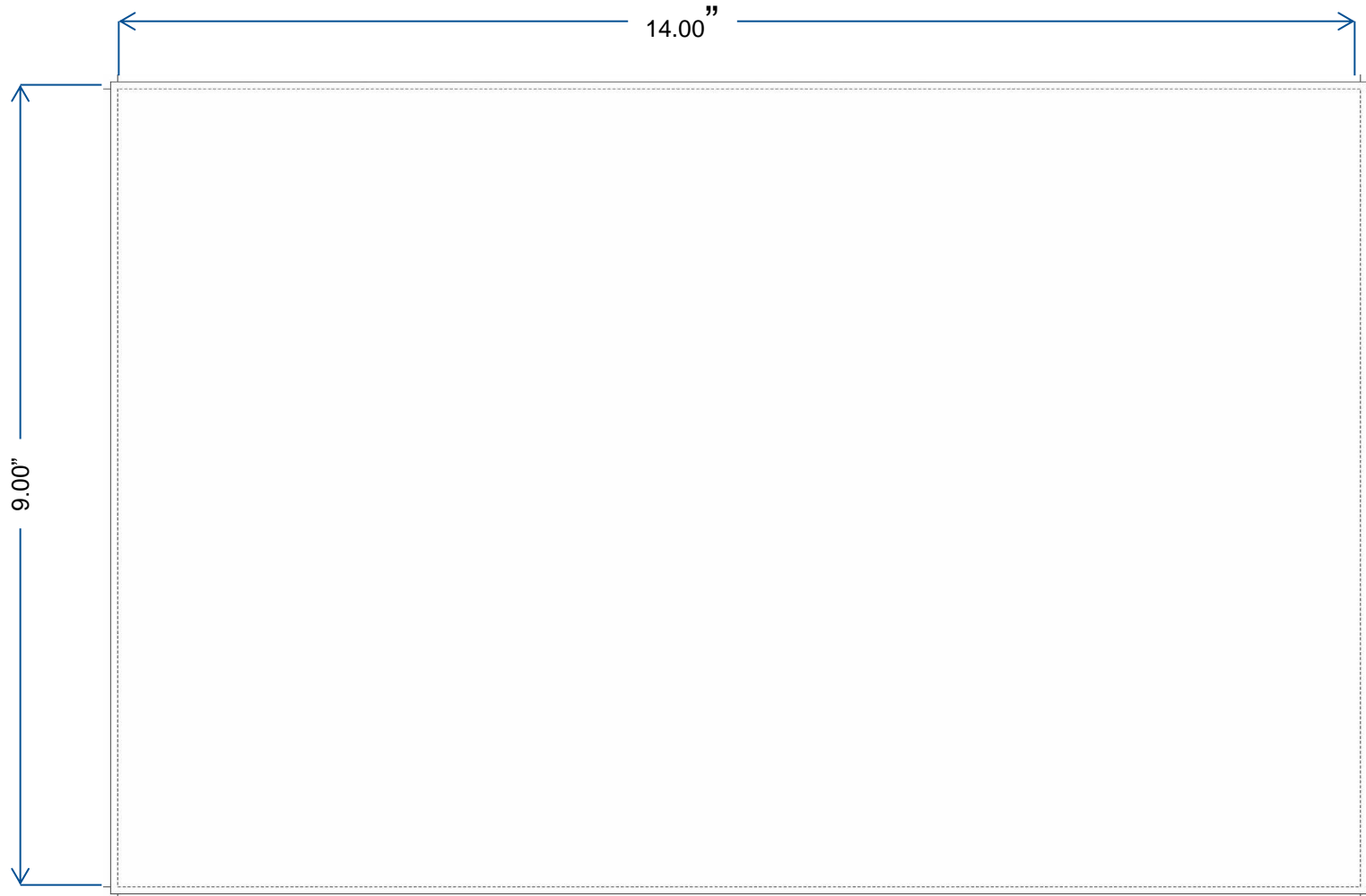
Size:A4



PRESENTATION OF CORPORATE STATIONARY



POSTER LAYOUT WITH DIMENSION



POSTER

SIZE:14INCH X 9INCH



'Being Natural'

As a part of our continuing process to re-invent ourselves we have new identity that signifies further commitments we would like to make to our customers.

The logo represents our continuing partnership with our customers to find new ways to spark their imagination & help them decorate better.

One thing that has remained constant, is our steadfast commitment to being truly GREEN! We have been making rapid strides here, and as a leader in the paint industry would like to offer Best-in-Class, truly Green products. We had started this journey with the 'Lead & heavy Metal Free Guarantee' about 4 years ago, and now we are moving on to a more complete Green Assurance in all our Best-in-Class Products, which is truly all encompassing. We would therefore like to assure our customers of our continuing commitment by providing you with Green Assurance - our promise of a beautiful home that conforms to true Green standards.



Accepted by nature !

www.bergerpaints.com



APPLICATION OF POSTER



DANGLER

SIZE:6INCH X 10INCH



APPLICATION OF DANGLER



HORDING 1:2 RATEO



Decorate your home with us.....



Accepted by nature !
www.bergerpaints.com

HORDING APPLICATION



APPLICATION OF COLOR PRESS AD



COLOURS OF INDIA

CRIMES off at lian
ng washes hands of 'M-Gilani' tatement

US won't block N-tech transfer to India: Clinton
Manmohan To Be First Obama State Guest In Nov

Hillary quotes TOI, says India Poised

Own a Home... possible with PNB HOME LOAN

wt goes by gay ruling, poses stay

wt in RI's cket, says thmalani

LEWIS BERGER PAINTS

punjab national bank

the nation's first 640K agent

CRIMES off at lian
ng washes hands of 'M-Gilani' tatement

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Own a Home... possible with PNB HOME LOAN

Go ahead with purchase, construction, repair, renovation or furnishing of your dream dwelling.

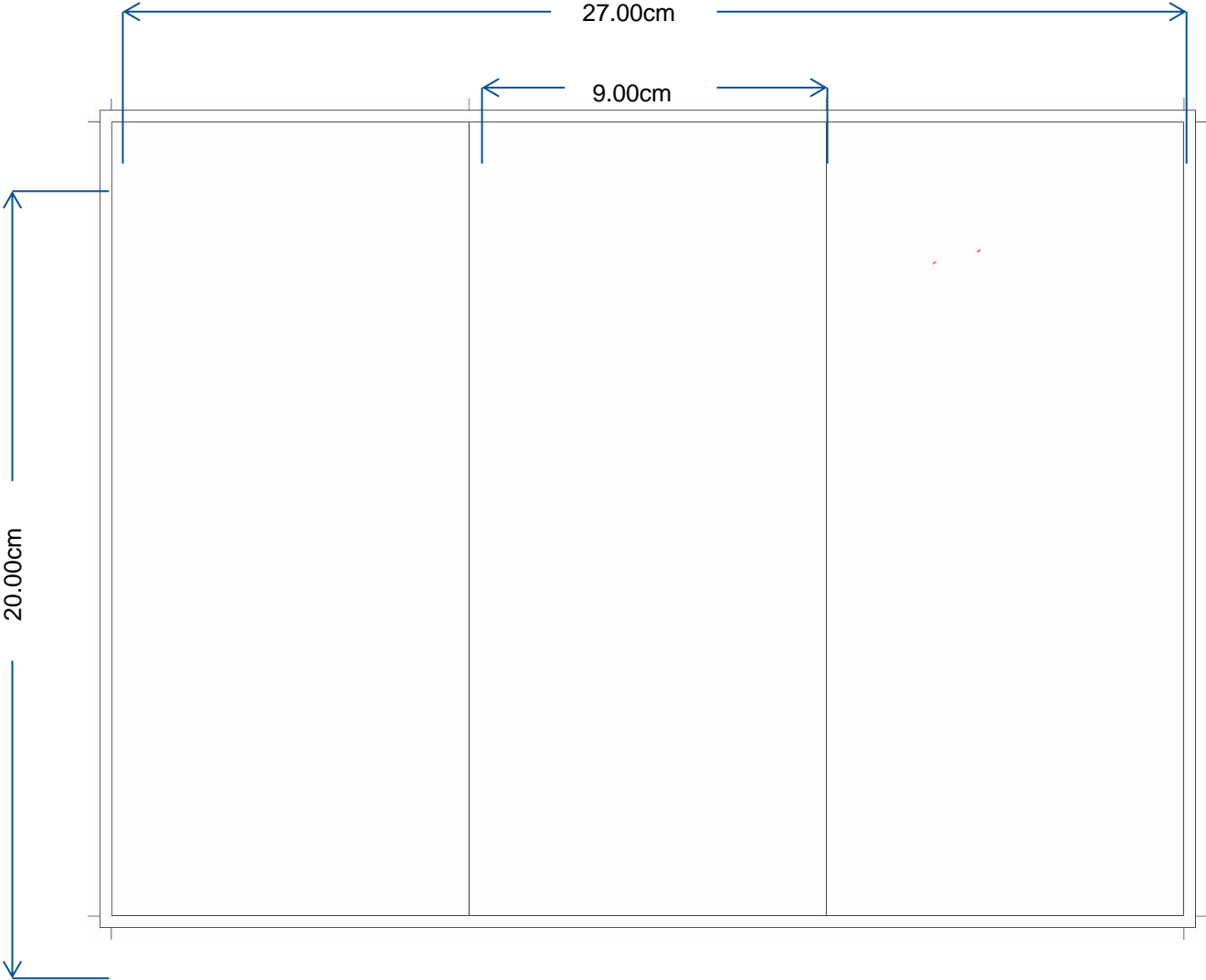
Key Features:

- Broad based finance for construction, Purchase, Repair, Renovation and Furnishing of house or flat and purchase of plot
- Low rate of interest on daily reducing balance basis
- Repayment period upto 20 years
- Incentives as per government
- CDD facility also available
- No prepayment penalty
- Choice application facility

PNB HOME LOAN

punjab national bank
the nation's first 640K agent

BROCHURE LAYOUT WITH DIMENSION



BROCHURE 27CM/20CM



SHADECARD



Dealer Detail

Berger House

129 Park street kolkata700012
Ph: +913322299724/ 2226005/06/16
Fax: +913322499009/9729
e-mail:consumer@bergerindia.com



BROCHURE INSIDE



fell the nature

As a part of the commitment towards the stakeholders and the society at large, Berger Paints is committed to discharge its responsibility for the cause of the society through a variety of philanthropic and benevolent activities benefiting the society. Berger Paints ensures an environmentally safe and secure future with a commitment from the company and all its employees to practice and implement methods that help reduce the harmful effects on our environment. It is the duty of the organization to look after the conservation of natural resources and ensure that protection of the environment remains top priority. Berger Paints is committed to take up the challenge and develop more advanced products which consistently help reduce the harmful effects on our environment and conserve natural resources.



safely paint



According to Feng Shui every colour has a unique frequency and the objective is to bring them all into balance with each other and all other energies in the environment. Use the colours of the five creative elements in Feng Shui, which would be Green (wood), Red (fire), Yellow (earth), White (metal), Black (water). According to this theory you would incorporate one of each of these colours in each room. This could be in the form of a picture frame, rug, bedcover, wall colour etc. Pay attention to the exterior colours also. If you had a maroon roof, maroon siding, maroon trim, maroon door your house would not be in good colour balance. The solution in this case would be to paint the trim in another colours and then the front door could be painted another contrasting colours.



for color solution
call us on
1800-0000-0009

About BERGER

"Innovation, customer-focus, contemporary and responsible products" – the driving forces of Berger Paints – reflect the very spirit of its founder Lewis Berger – who laid the foundations of brand Berger way back in 1760 in the UK. With modest beginnings in India in 1923, currently, Berger Paints India Limited is the second largest paint company in the country with a consistent track record of being the fastest growing, quarter on quarter, for the past two years.

Undergoing a number of changes in ownership and nomenclature in its 88 year old history in India, the company has come a long way. Starting out as Hadfield's (India) Limited, it had just one factory in Howrah, West Bengal. By the close of 1947, Hadfield's was acquired by British Paints (Holdings) Limited, UK and came to be known as British Paints (India) Limited. In 1983, it became part of the worldwide Berger group and thereby acquired its present name – Berger Paints India Limited. Presently, the majority stake is with the Delhi based Dhingra brothers.

From an annual sales turnover of Rs.25 lakhs, business revenues today are in excess of Rs.2,400 crores. Headquartered in Kolkata, with 7 strategically located manufacturing units, and over 85 sales offices, the company also has an international presence in 4 countries. With an employee strength of over 2,500 and a countrywide distribution network of 15,000+ dealers, Berger is acclaimed as a game changer in the sector with a vibrant portfolio of paints and tailor-made customer services in every paint segment.

Committed to being a responsible corporate citizen, Berger proactively pursues strategies both within and without that bring multiple societal and environmental benefits to all stakeholders.



PRESENTATION OF BROCHURE

LEWIS BERGERPAINTS

LEWIS BERGERPAINTS

Berger House
129 Park street kolkata700012
Ph: +913322299724/ 2226005/06/16
Fax: +913322499009/9729
e-mail: consumer@bergerindia.com

for color selection
call us on
1800-0000-0009

safely paint

balance
ment.
g Shui,
earth),
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o paint
ould be

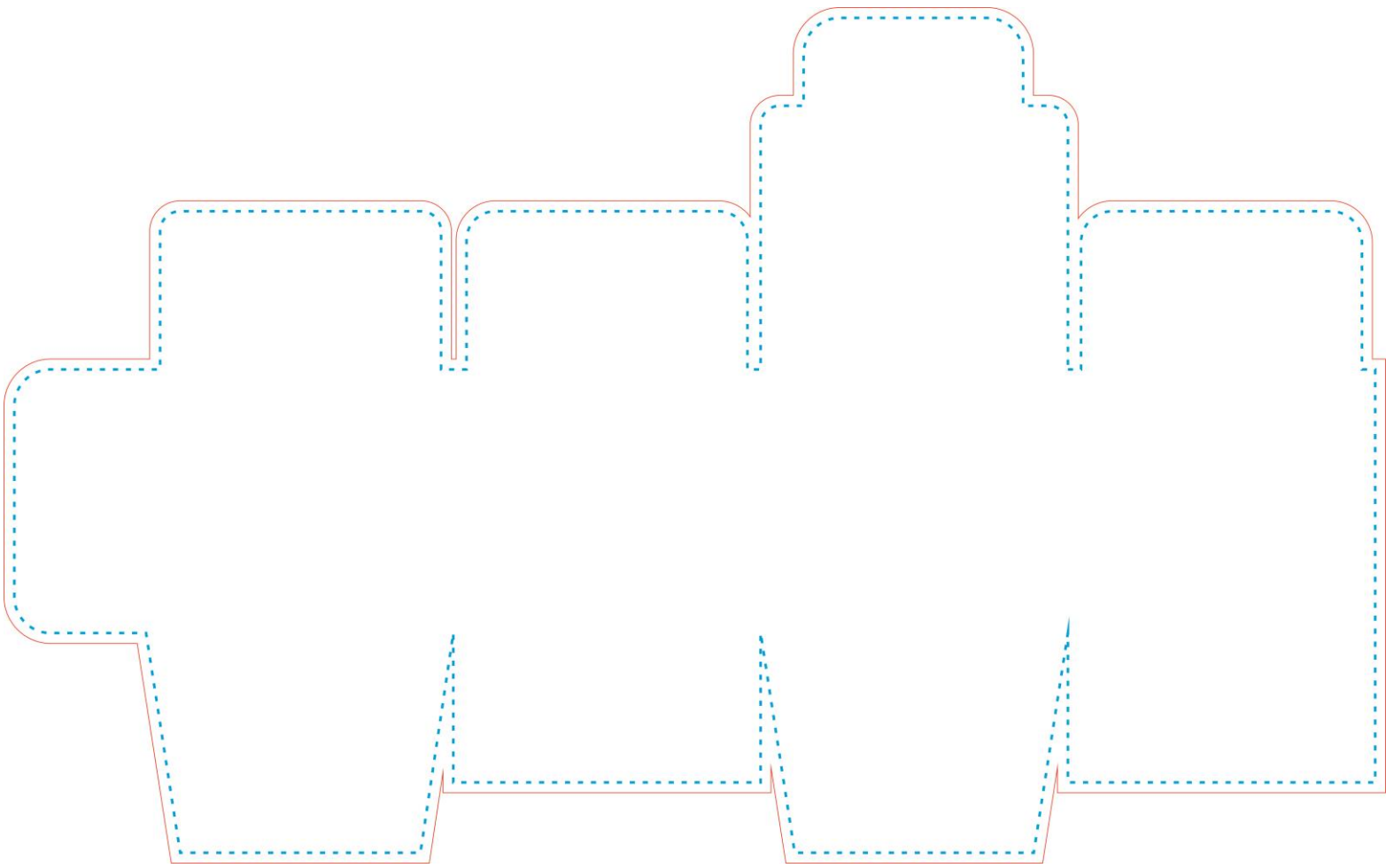
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PACKAGING FRONT PAGE LAYOUT



PACKAGING



BERGERPAINTS

Breath
easy

Interior & Exterior



BERGERPAINTS

Application area



On metal surfaces



On interior walls



Design application on interior walls



Direct application on exterior surfaces



Direct application on wooden walls

Health and safety

In case of contact with eyes, wash immediately clean running water and seek medical advice in case of ingestion, immediately seek medical advice.

Consumer Relation Manager PH: 03322299724
e-mail: consumerfeedback@bergerindia.com
SMS BERGER to 56767

Registered office :BERGER PAINTS INDIA LIMITED BERGER HOUSE
129 PARK STREET, KOLKATA-700017



We at Berger Paints are committed to provide full satisfaction to our customers with respect to Quality, Reliability and Delivery and attain Quality Leadership for all products that are offered by us. We shall achieve this goal by:

• **commitment towards the stakeholders and the society at large, Berger Paints is committed to discharge its responsibility for the cause of the society through a variety of philanthropic and benevolent activities benefiting the society. Berger Paints ensures an environmentally safe and secure future with a commitment from the company and all its employees to practice and implement methods that help reduce the harmful effects on our environment. It is the duty of the organization to look after the conservation of natural resources and ensure that protection of the environment remains top priority. Berger Paints is committed to take up the challenge and develop more advanced products which consistently help reduce the harmful effects on our environment and conserve natural resources.**

The organization not only takes responsibility for environmental protection but also make the employees aware and committed to the cause.



WEB TEMPLATE

SIZE:768/1001 pixel

Home Company Profile News & Blog Career

Paint fresh clean air
With breath easy

LEWIS BERGER PAINTS

About BERGER Knowledge Center Product Investor CSR Media



Your on-line Consultant
BERGER HomeDecor

News and Events

24/01/2014
15th Berger Younger Painters Art Competition Award Giving Ceremony

Industrial Marine

Architects & Interior Designers

BERGER Robbialat ACRYLIC PLASTIC EMULSION Classic

Find A BERGER Store Near You

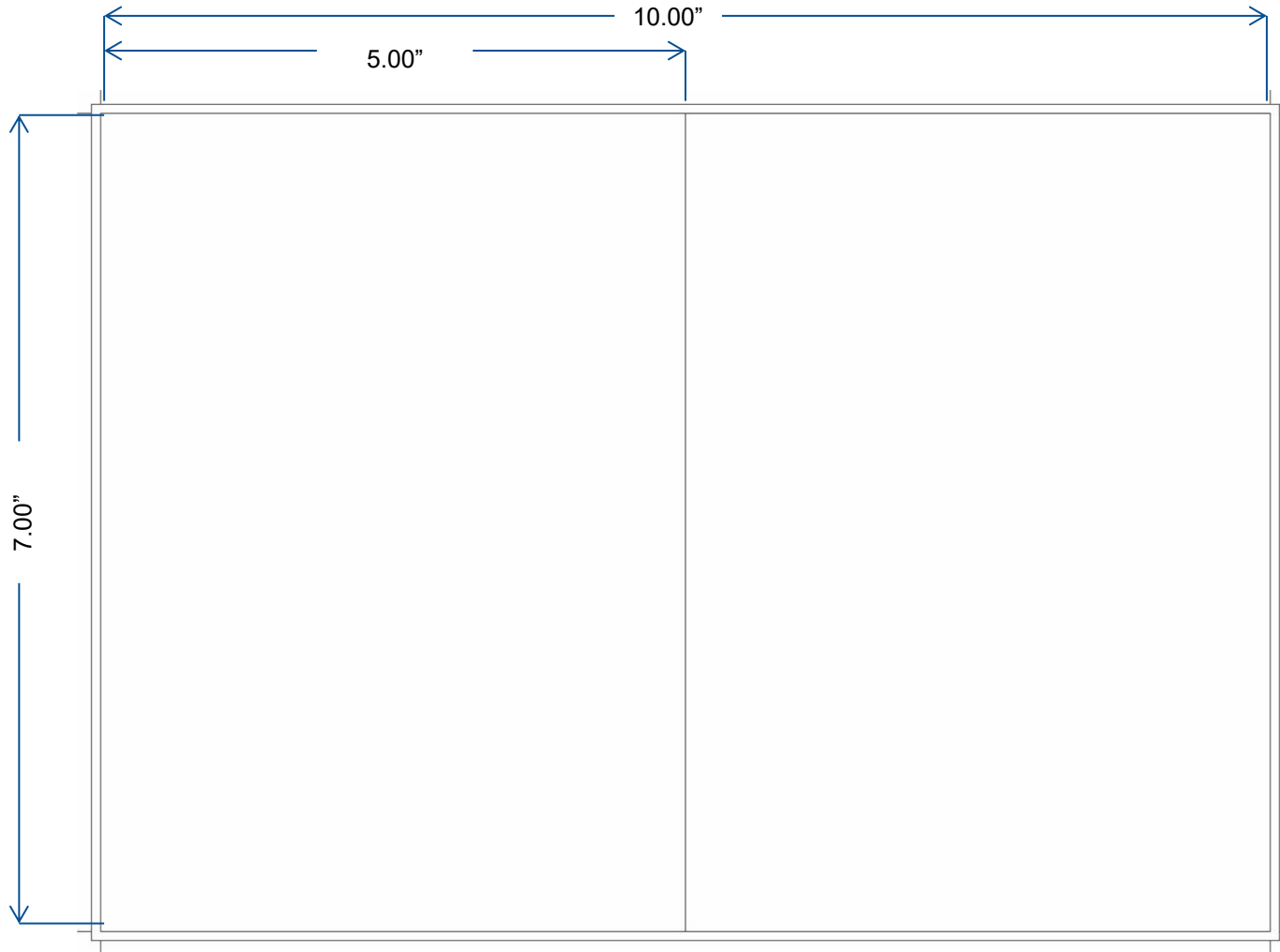
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Connect with us  

WEB APPLICATION



GREETINGS CARD LAYOUT



GREETINGS CARD OUTSIDE



Not for seal



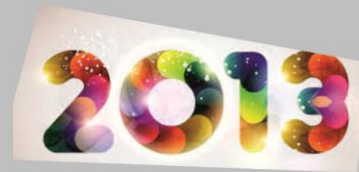
HAPPY CHRISTMAS

GREETINGS CARD INSIDE



Hope you and your family have
wonderful holidays and...
A Happy New Year

It's a Christmas and
I just wanted to say
Thank You and that...
Its been a pleasure
working with you this past year..





OTHER WORK

CORELDRAW WORK



CARTOON NETWORK

ILLUSTRATOR WORK



PHOTOSOP WORK





ACKNOWLEDGEMENT

I really grateful to my fellow mates who helped me to my desire during the making of this project.

My deepest thanks to my faculty **Mr. Sankar Prasad Das** for his heartily Guiding & correcting various flaws of Mine with attention & care.

DISCLAIMER

Project conceived and executed under the guidelines of **SWASTICK ANIMATION-PASCHIM SRIDHARPUR**. This is a purely educational project and there is no commercial purpose, All the logos are acknowledged.