# Five brands for South India.

Identity, packaging, signage, social and paid ads for a restaurant, a hospital, a snack label, an apparel studio and a school.

**MOCK PORTFOLIO.** This is sample work created by Tuskers.me for practice and demonstration. Every client, brand name and figure here is invented. None of these are real client projects.




**Kaappi Vadai**

Premium restaurant · Coimbatore




**Thulasi Care Hospital**

Hospital · Madurai




**Paatti Veedu**

Healthy snacks · Urban South India




**Oosi Nool Studio**

Contemporary apparel · Chennai




**Thenral Vidya Mandir**

School · Salem

PREMIUM RESTAURANT · COIMBATORE

**Kaappi Vadai**

காப்பி வடை

A filter coffee and vadai house for people who grew up on both and want them done properly. Brass tumblers, banana-leaf service, a menu that reads like a small book.

CLIENT
Kaappi Vadai (fictional)

LOCATION
Coimbatore

SCOPE
Naming · Identity · Menu · Packaging · Signage · Social

YEAR
2026

# Kaappi Vadai

கபாய் வடை

PALETTE

**Decoction**
#2A160E

**Brass**
#D99A2B

**Milk foam**
#F2E2C0

**Banana leaf**
#6C8F4B

**Chilli**
#B5361F

TYPOGRAPHY · FRAUNCES

## Aa

Kaappi Vadai set in Fraunces, supported by Hanken Grotesk.

THE IDEA

The mark stacks the two stars of the menu: a vada ring floating over a davara tumbler. The palette follows the drink, from dark decoction through milk to brass.



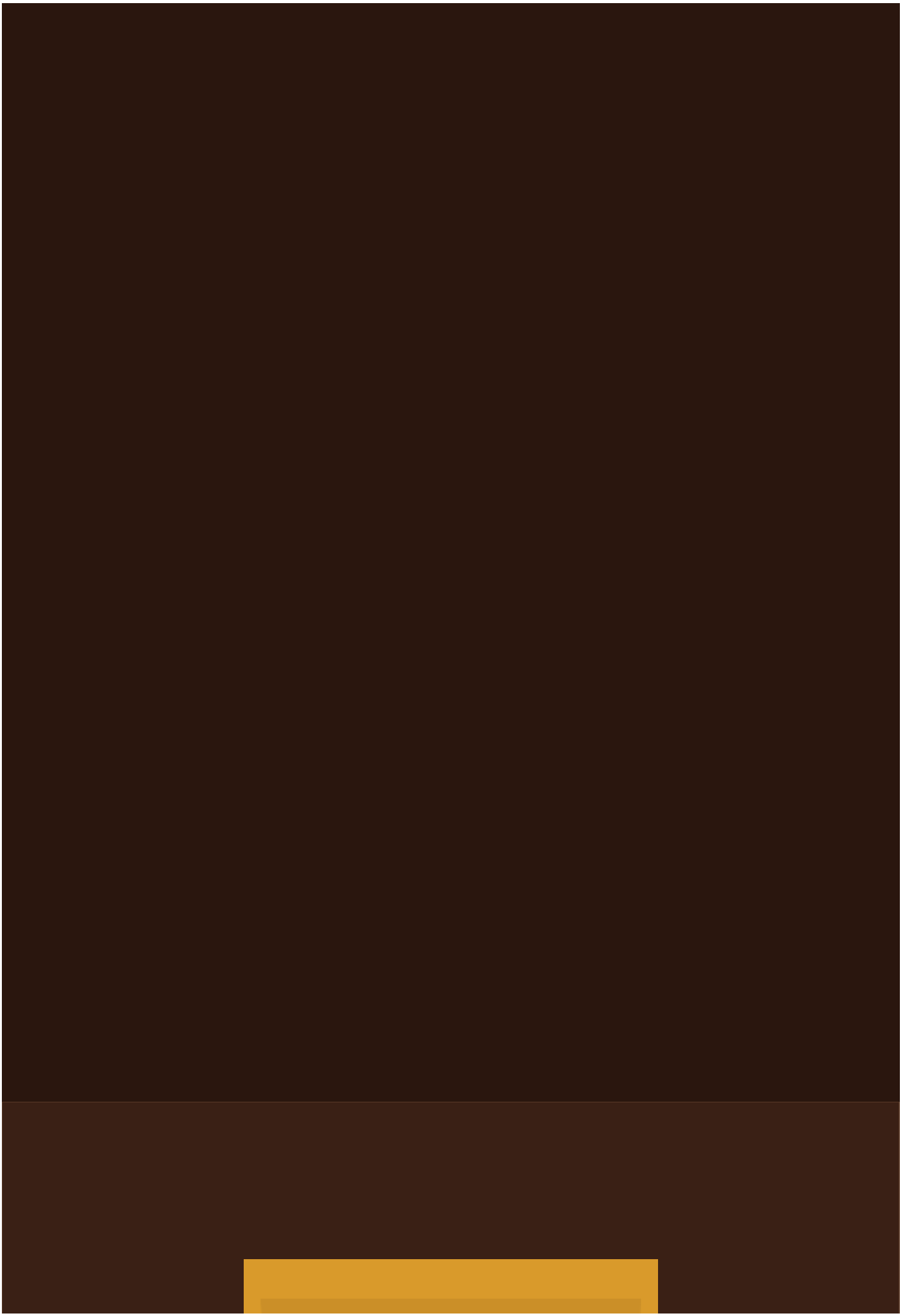
THE MENU

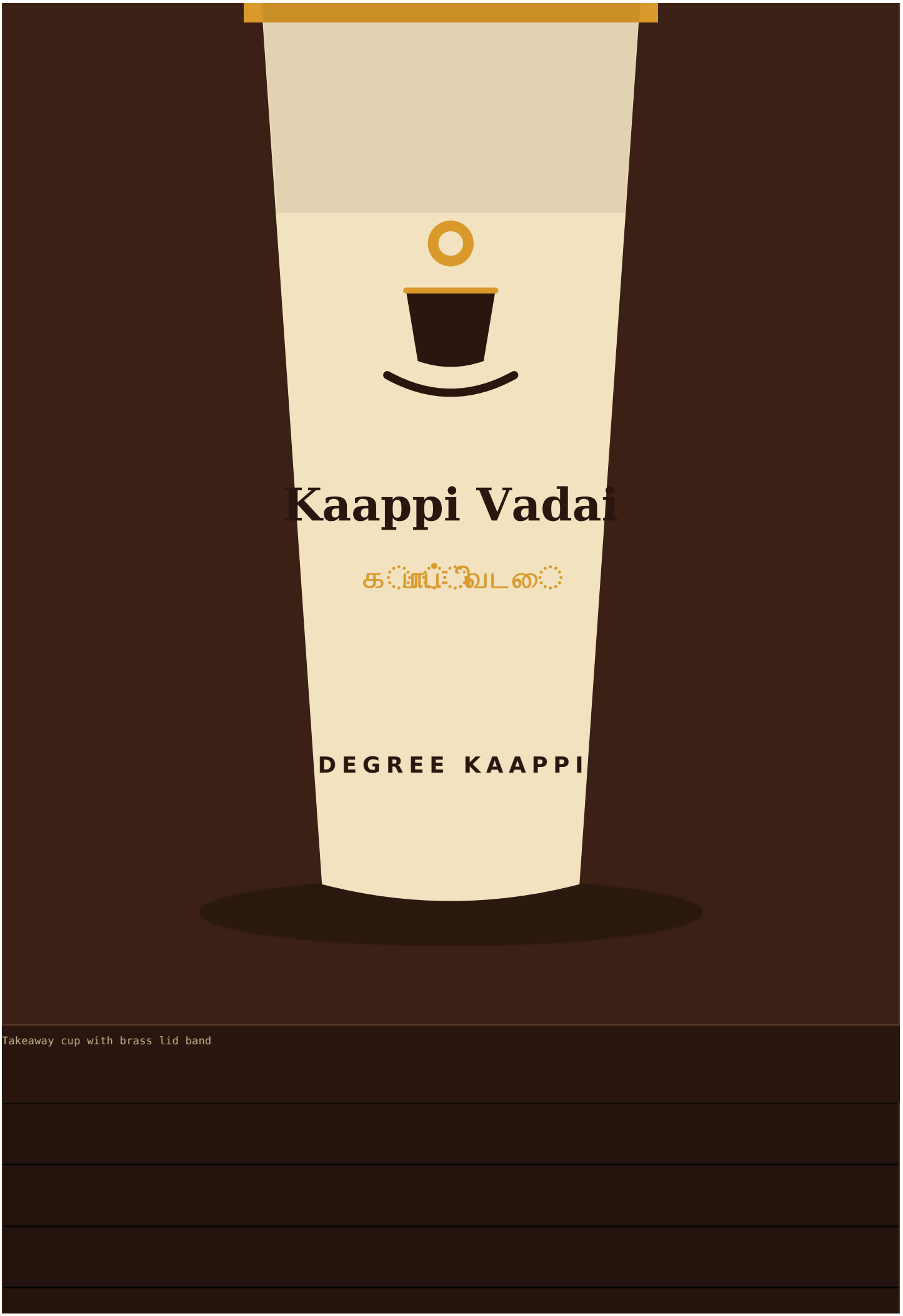
# Kaappi & Vadai

| | |
|---|---|
| Degree Kaappi | ₹90 |
| Kaappi Flight of three | ₹280 |
| Paruppu Vadai | ₹120 |
| Medhu Vadai & Sambar | ₹160 |
| Vadai Basket for the table | ₹240 |
| Jaggery Payasam | ₹140 |

Served on banana leaf after 6 pm

Menu card, A5, uncoated stock with brass foil rule






Takeaway cup with brass lid band




Fascia board, brass letters on dark teak, back-lit at night




Loyalty card, six of ten rings stamped

HOSPITAL · MADURAI

## Thulasi Care Hospital

துளசி கேர்

A 220-bed multispeciality hospital that wanted to feel less like a hospital. The brand needed to calm a waiting room, guide a first-time visitor and carry a health-camp campaign.

CLIENT
Thulasi Care Hospital (fictional)

LOCATION
Madurai

SCOPE

Identity · Wayfinding · Brochure · Hoardings · Campaign

YEAR

2026

# Thulasi Care

## HOSPITAL · MADURAI

துளசி கேர்

PALETTE

**Tulsi teal**
#0B4A47

**Marigold**
#F2A52B

**Mist**
#EAF5F1

**Leaf**
#57A15A

**Pulse red**
#D7473A

TYPOGRAPHY · FIGTREE

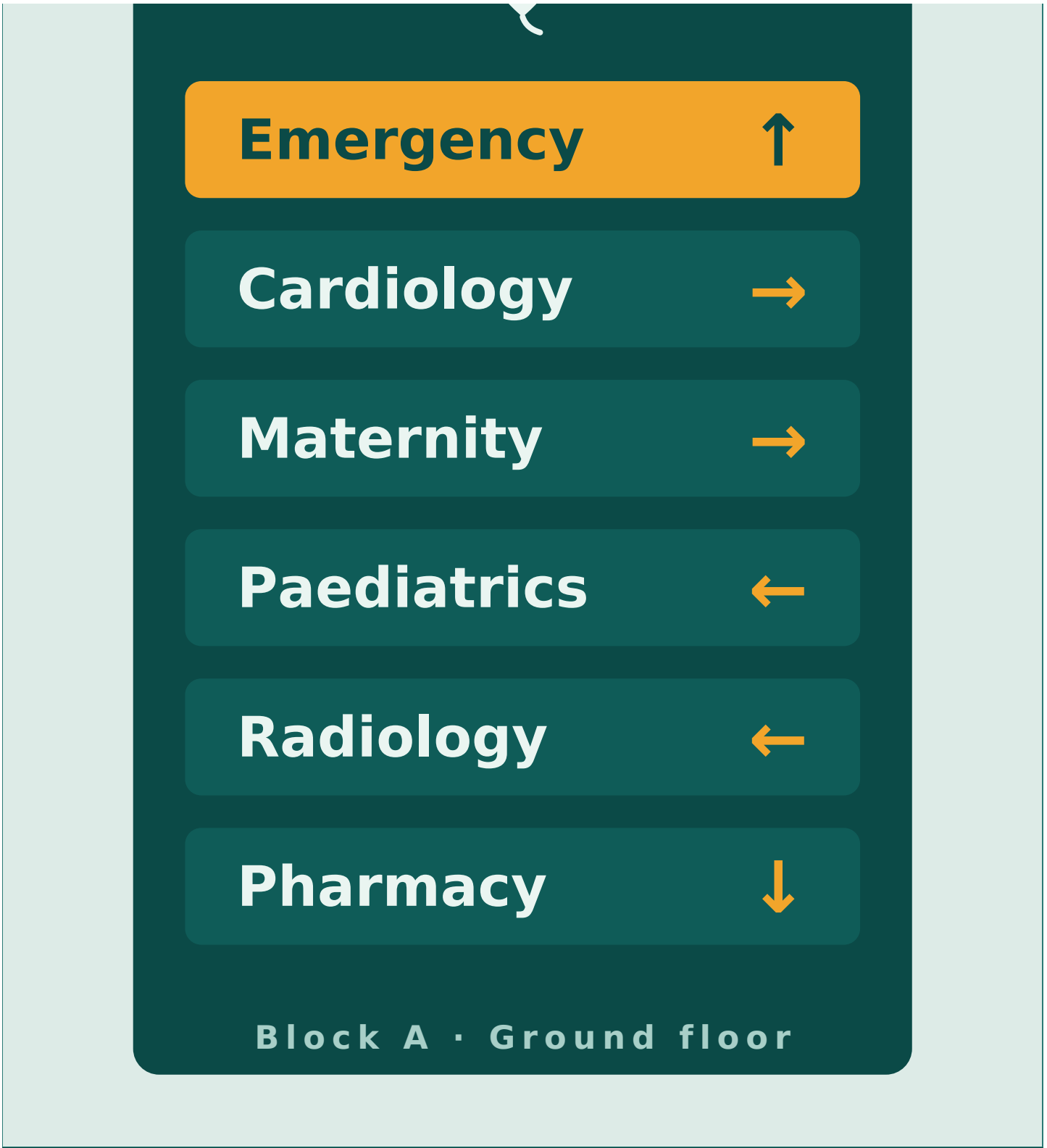
# Aa

Thulasi Care Hospital set in Figtree, supported by Hanken Grotesk.

THE IDEA

Thulasi (holy basil) is in every Tamil courtyard and has a long link with healing. The leaf holds a plus sign cut from its own vein, so the cross reads as part of the plant.






Wayfinding board with colour-keyed departments



# Care that

# feels like home.

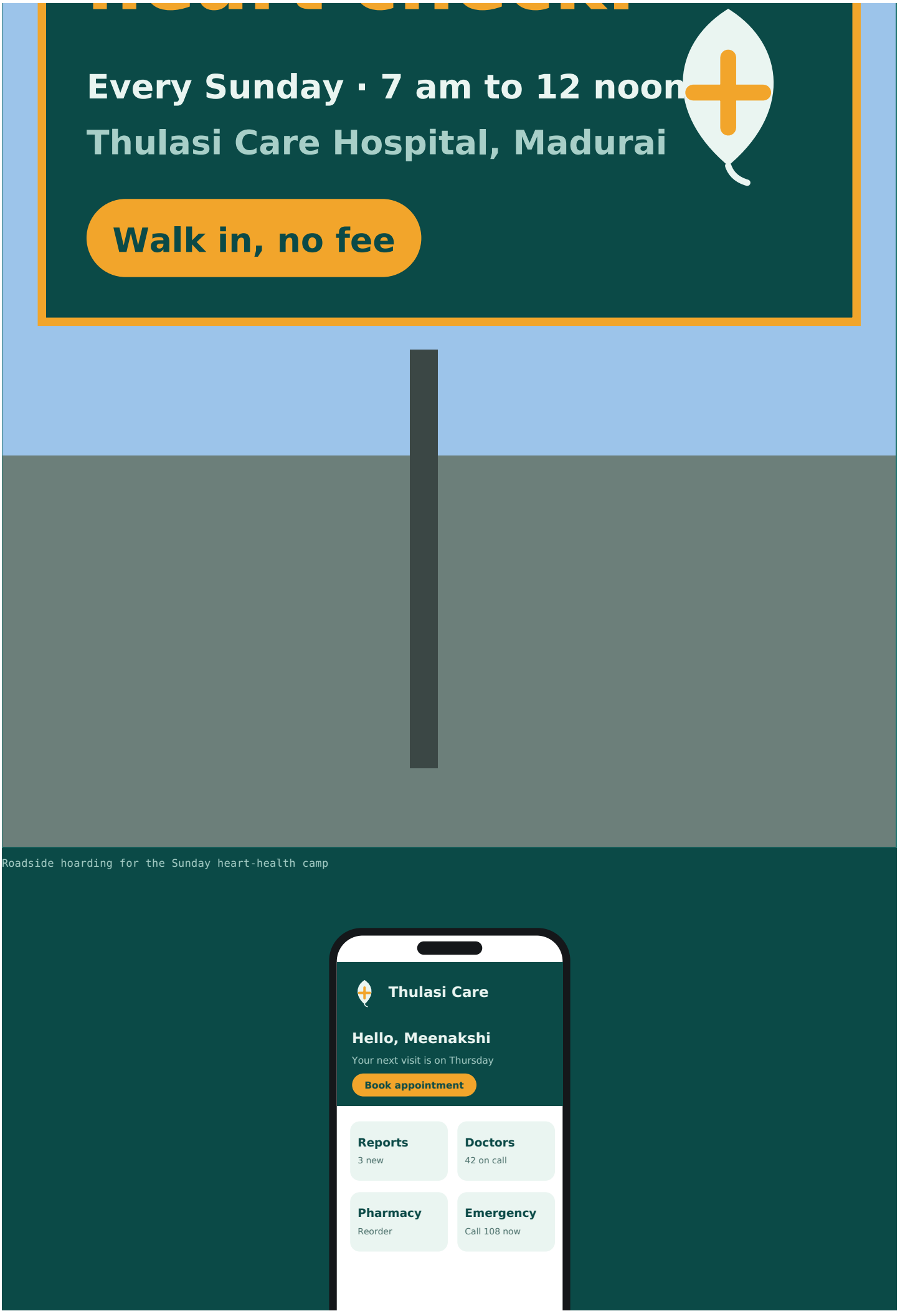
## A guide for patients and families

**Thulasi Care Hospital**

Madurai · 24×7 Emergency

Patient guide, 16 pages, matte laminate

**Free ECG &**
**heart check.**




Roadside hoarding for the Sunday heart-health camp




HEALTHY SNACKS · URBAN SOUTH INDIA

# Paatti Veedu

பாட்டி வீடு

Millet murukku, jaggery chikki and oil-light banana chips, made to a grandmother's recipe and sold to people who read ingredient lists. The social page is the main shop window.

CLIENT
Paatti Veedu (fictional)

LOCATION
Urban South India

SCOPE
Identity · Packaging · Social page layout · Content system

YEAR
2026



# Paatti Veedu

SNACKS FROM A GRANDMOTHER'S KITCHEN

பாட்டி வீடு

PALETTE

**Jaggery**
#C8741F

**Ragi plum**
#3E2234

**Curry leaf**
#3F7D3A

**Rice flour**
#FFF3DC

**Turmeric**
#F4B72C

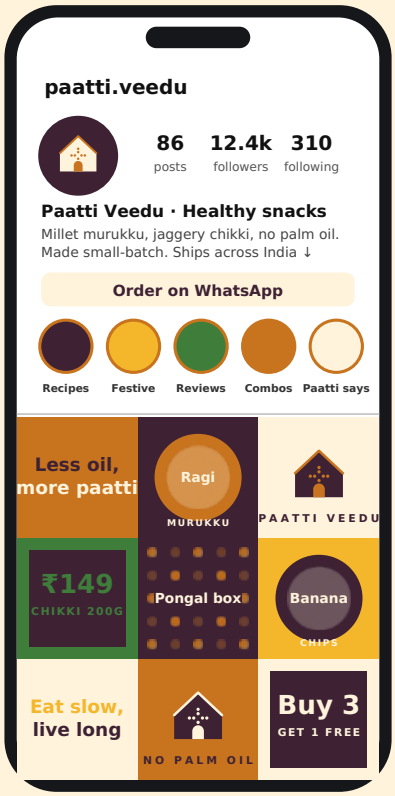
TYPOGRAPHY · BALOO 2

Aa

Paatti Veedu set in Baloo 2, supported by Hanken Grotesk.

THE IDEA

A small house with a kolam on its wall. Everything on the page is warm, hand-sized and a little teasing, as if paatti herself were writing the captions.




Instagram profile with highlight covers and a nine-post grid



Paatti Veedu

Ragi Murukku

Crisp, baked, 120 g

Paatti Veedu

Jaggery Chikki

Peanut, 200 g

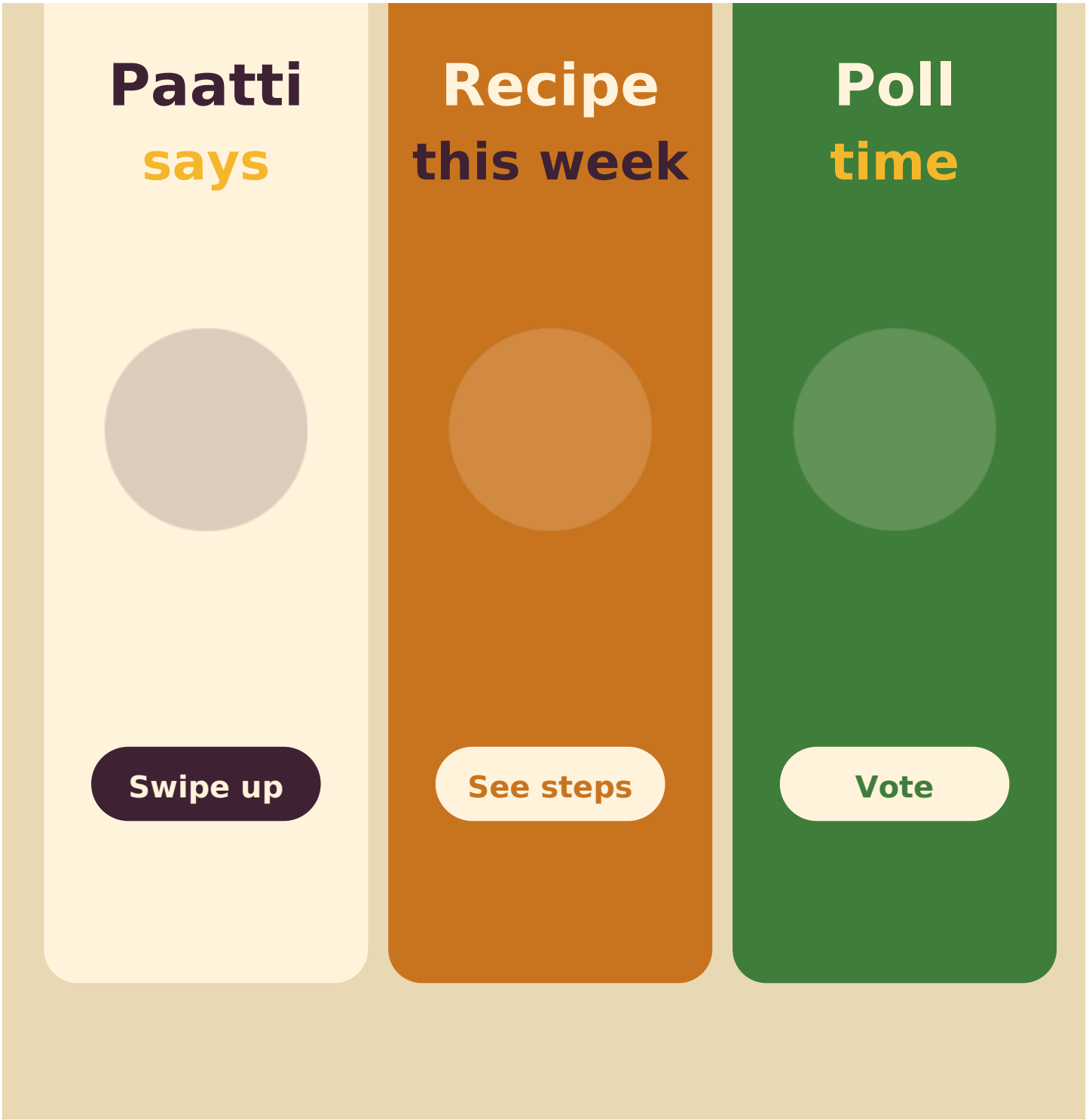
Paatti Veedu

Banana Chips

Coconut-oil fried, 100 g

Stand-up pouches, one colour per recipe family






Three story templates: quote, recipe, poll

CONTEMPORARY APPAREL · CHENNAI

## Oosi Nool Studio

ஊசி நூல்

A clothing label that reinterprets South Indian weaves and everyday silhouettes for people in their twenties. It needed a quiet brand and a loud, measurable ad system.

CLIENT
Oosi Nool Studio (fictional)

LOCATION
Chennai

SCOPE
Identity · Social media · Paid ads · Hangtags · Lookbook

YEAR
2026

# oosi nool

STUDIO · CHENNAI

ஊசி நூல்

PALETTE

**Indigo**
#161B3D

**Thread red**
#E2412F

**Kora**
#F1EBDD

**Ochre**
#D9A441

**Ink**
#0B0E24

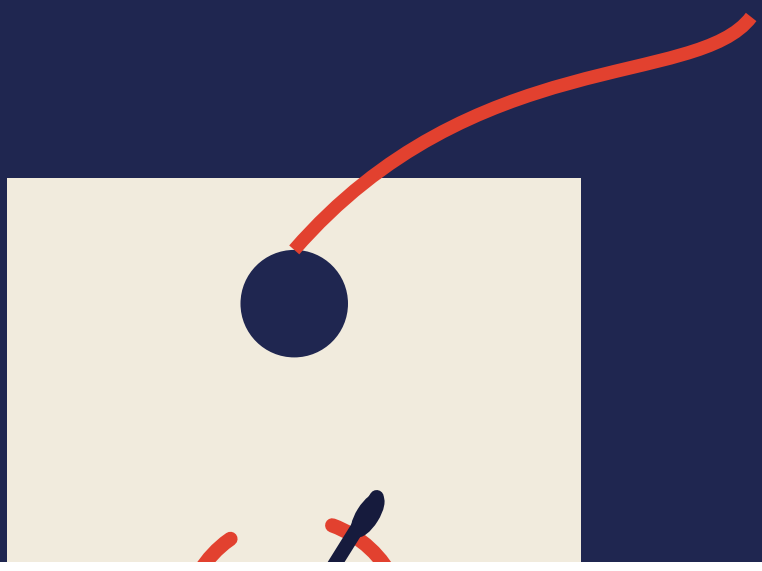
TYPOGRAPHY · SYNE

# Aa

Oosi Nool Studio set in Syne, supported by Hanken Grotesk.

THE IDEA

Oosi nool means needle and thread. The thread draws a loop around the needle, a stitch that is also a letter O. It works as a woven label, a favicon and a hangtag punch.



# oosi nool

STUDIO · CHENNAI

## Kalamkari shirt

Handloom cotton · Size M

**₹1,990**

Hangtag on 600 gsm board with a red thread loop

## Wear the weave

OOSI NOOL

Indigo

NEW DROP

Kalamkari

Thread by thread

20%

FIRST ORDER

Instagram grid · 3-up carousel system

Instagram grid, alternating type and product posts

Linen, but make it weekend.

20% off your first




order

Shop

Handloom shirts ₹1,490+

Free exchange · Ships in 2 days

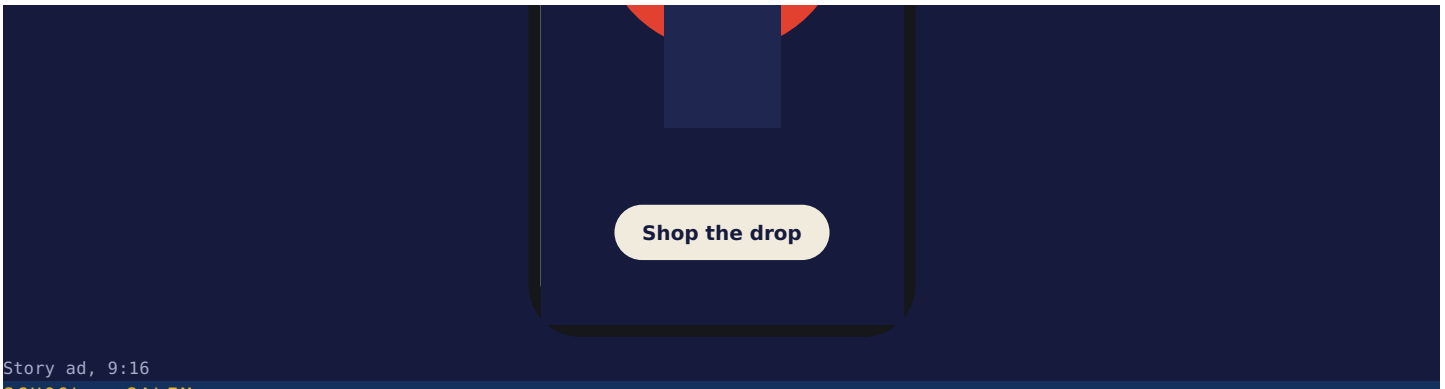
Buy now

MOCK AD RESULTS · ILLUSTRATIVE

| 3.4× | 1.9% | ₹64 |
|---|---|---|
| ROAS | CTR | CPC |

Paid ad set: feed square, story card and banner, with mock results






Story ad, 9:16

SCHOOL · SALEM

# Thenral Vidya Mandir

தென்றல் வித்யா மந்திர்

A CBSE school with a new campus and an admissions season to win. The brand had to feel trustworthy to parents and cheerful to six-year-olds.

CLIENT
Thenral Vidya Mandir (fictional)

LOCATION
Salem

SCOPE
Identity · Prospectus · Uniform badge · Hoardings · Admissions campaign

YEAR
2026

Thenral

VIDYA MANDIR · SALEM

தனெற்ல வ்தியி் மநத்ரி

PALETTE

**Navy**
#14305C

**Sunrise**
#F4B223

**Sky**
#5BA4D9

**Leaf**
#3E9B6D

**Chalk**
#F5F8FD

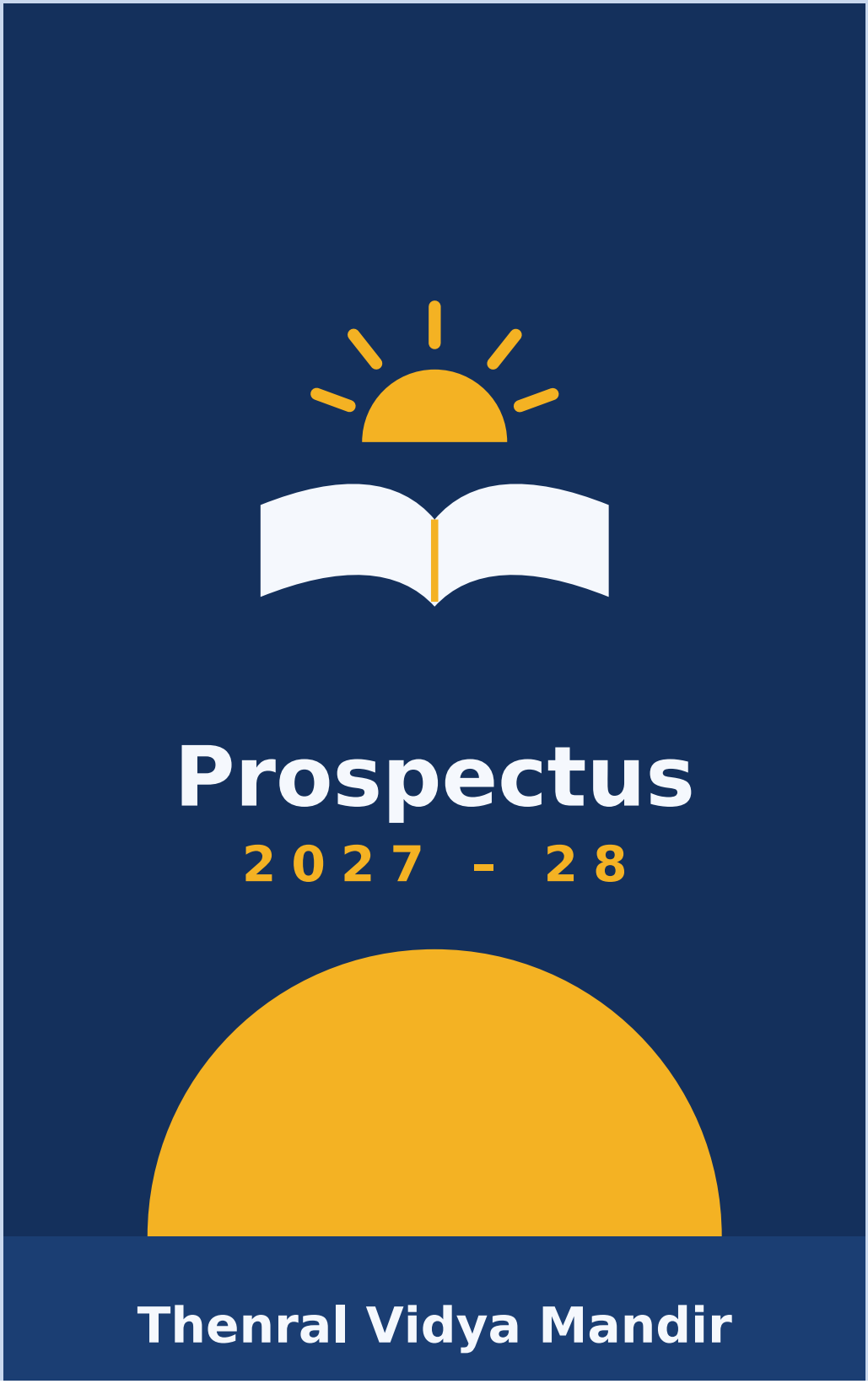
TYPOGRAPHY · LEXEND

# Aa

Thenral Vidya Mandir set in Lexend, supported by Hanken Grotesk.

THE IDEA

Thenral is the gentle breeze. An open book becomes a horizon, the sun rises from its spine, and a few breeze lines drift out from the pages.



CBSE · Salem

Prospectus cover, 28 pages

THENRAL

STUDENT ID

**Aadhira S.**

Class III · Sec B

House: Kaveri

Blazer badge and student ID card

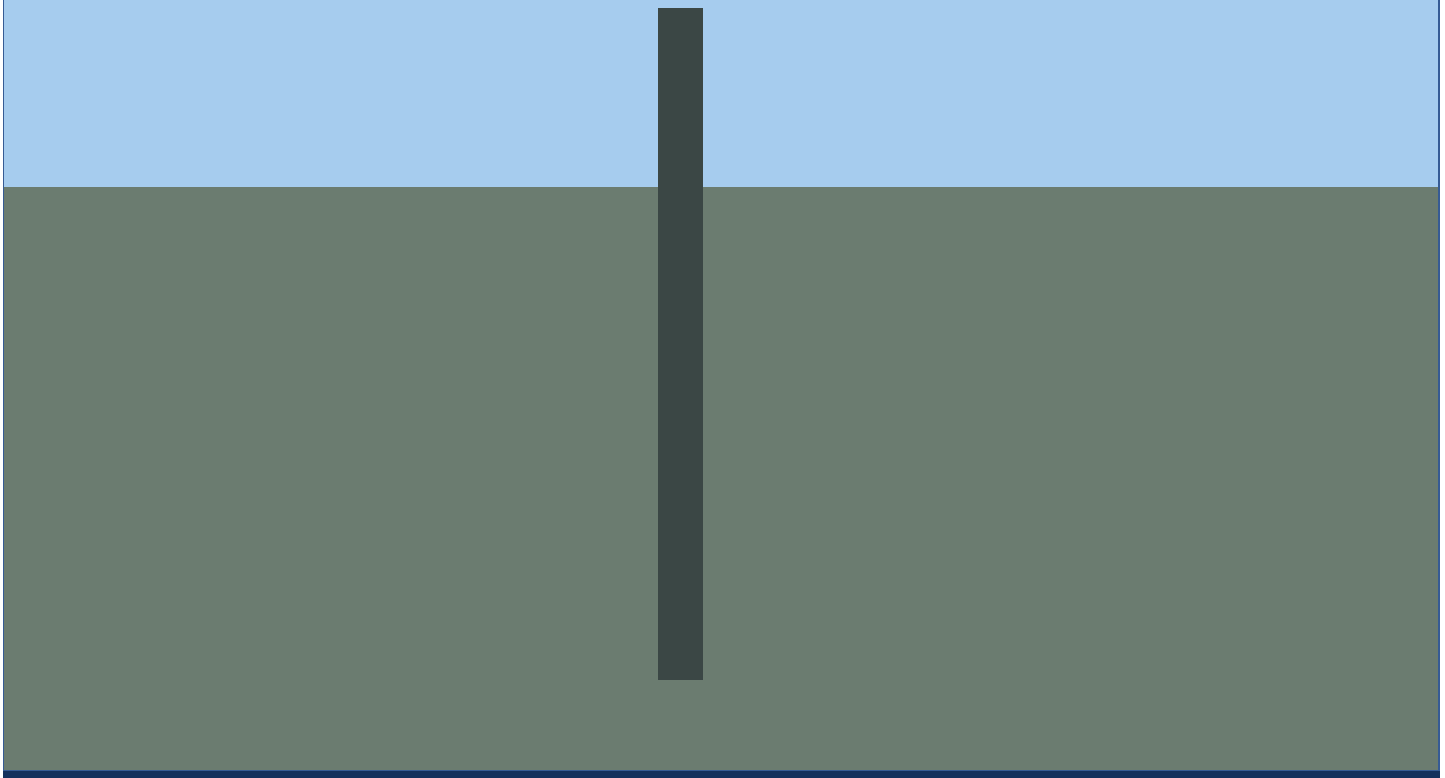
# Admissions open

LKG to Class IX

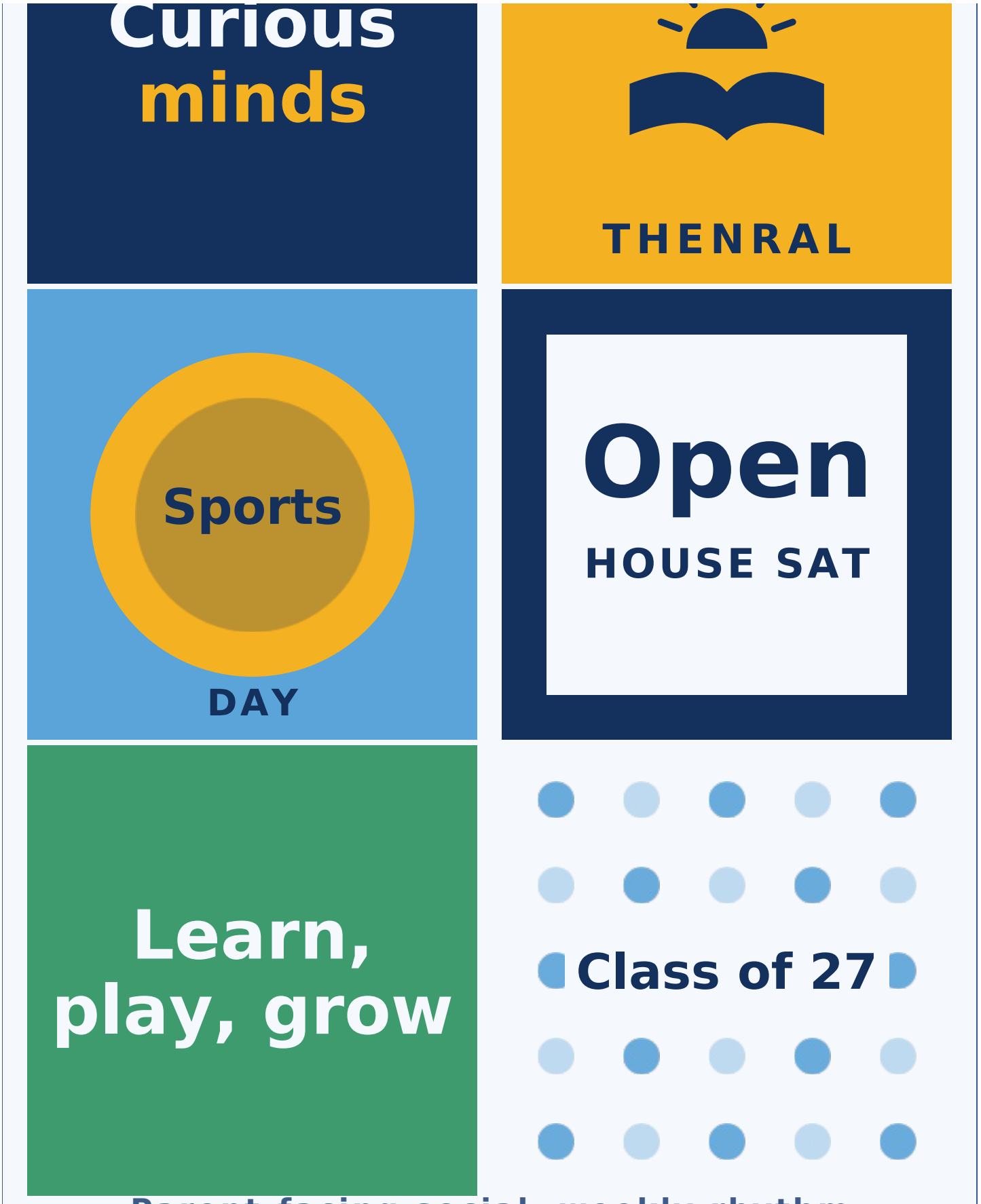
Session 2027 – 28

**Visit the campus**

**Thenral**



Admissions hoarding, 20 × 10 ft




Social posts for the admissions season

## Have a brand that needs this treatment?

Phone +91 94869 69332 · Instagram @tuskers.me · tuskers.me

Tuskers.me · Pollachi, Tamil Nadu · Mock portfolio, 2026