

Sruthi Nair

A multidisciplinary designer exploring design as a tool for storytelling, critical inquiry and cultural reflection. Her experience spans corporate design, printmaking, signage & wayfinding and research, with a particular focus on cultural representation in media.

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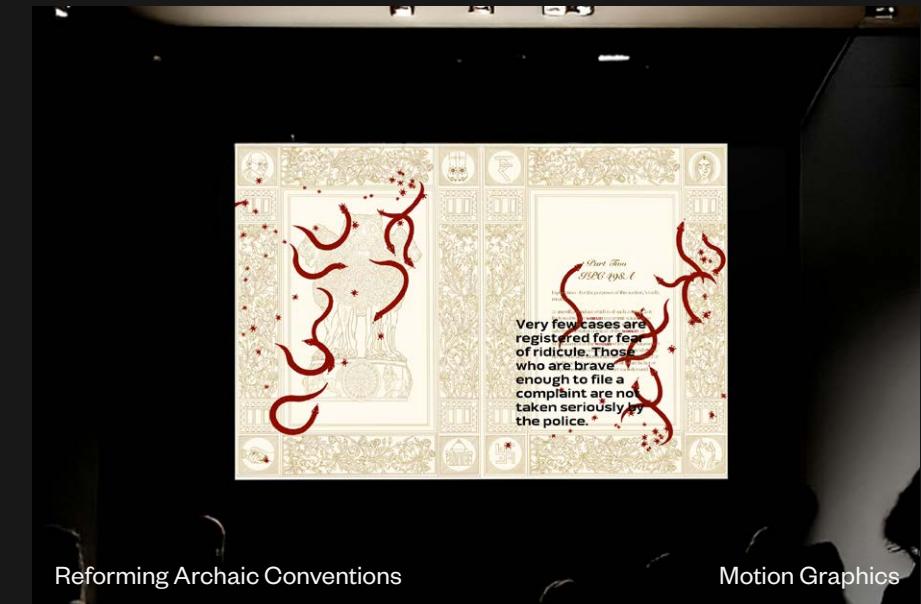
<https://www.linkedin.com/in/sruthi-nair-2203/>



Ritz Carlton



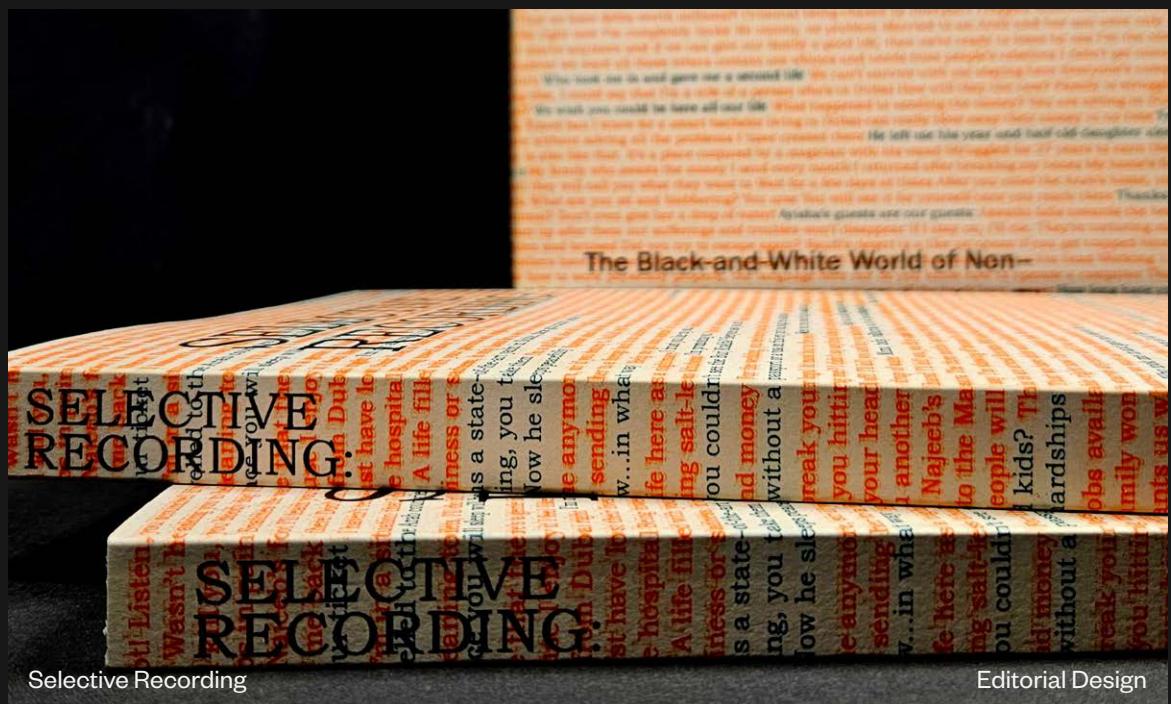
Signage Design



Editorial Design



Motion Graphics

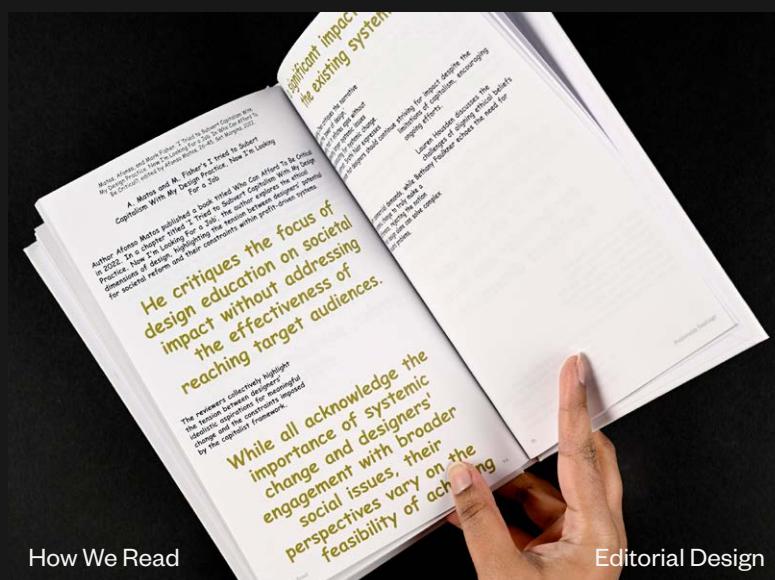


Selective Recording



Editorial Design

Editorial Design



How We Read



Marriott Hotel



Signage Design



i-Refer

Branding + Identity

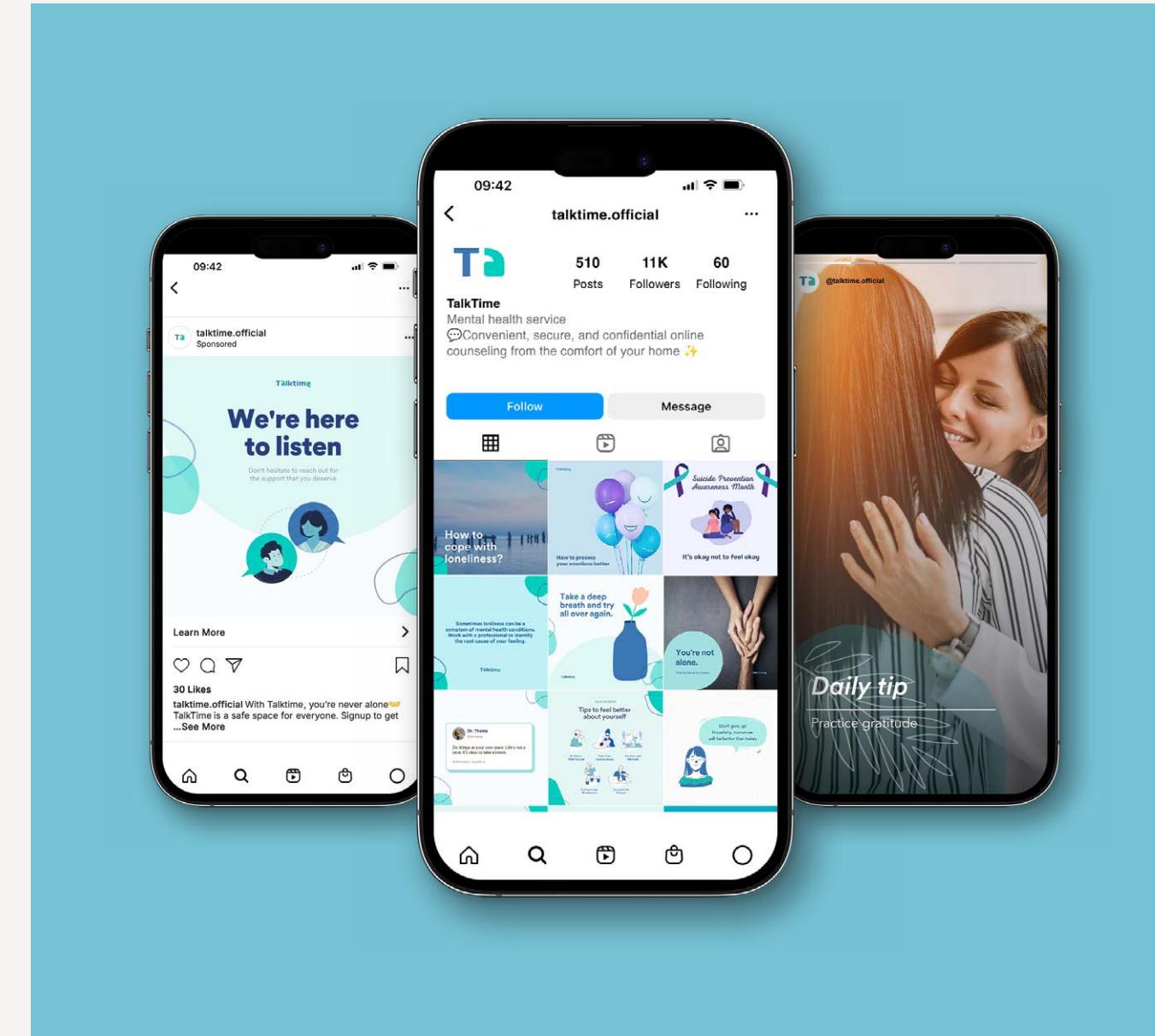
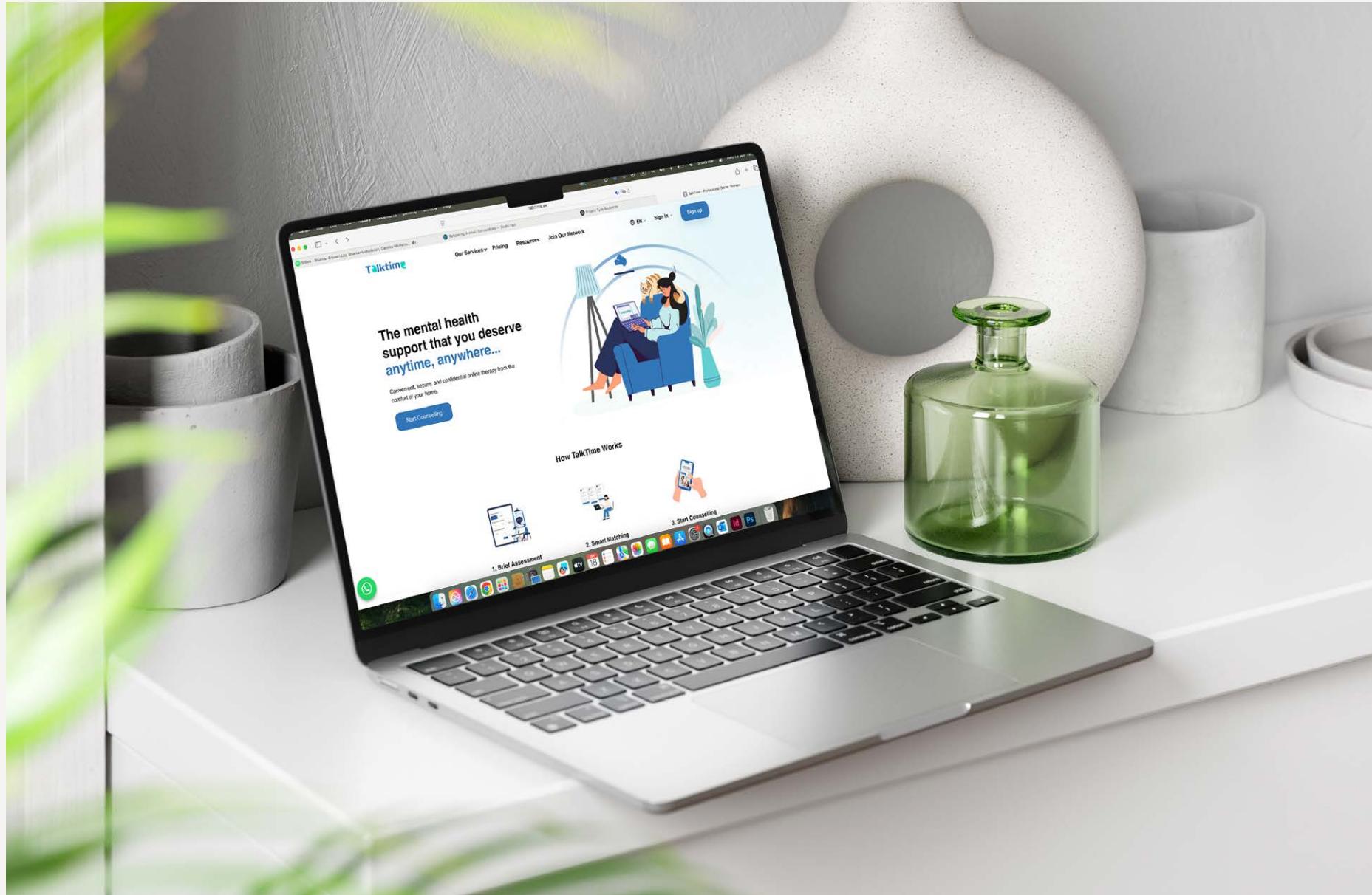
TalkTime

Branding | Social Media + Website Design | Health Awareness

Year:
2021

Role:
Graphic Designer

Tools:
InDesign, Photoshop, Illustrator, Canva and Wordpress



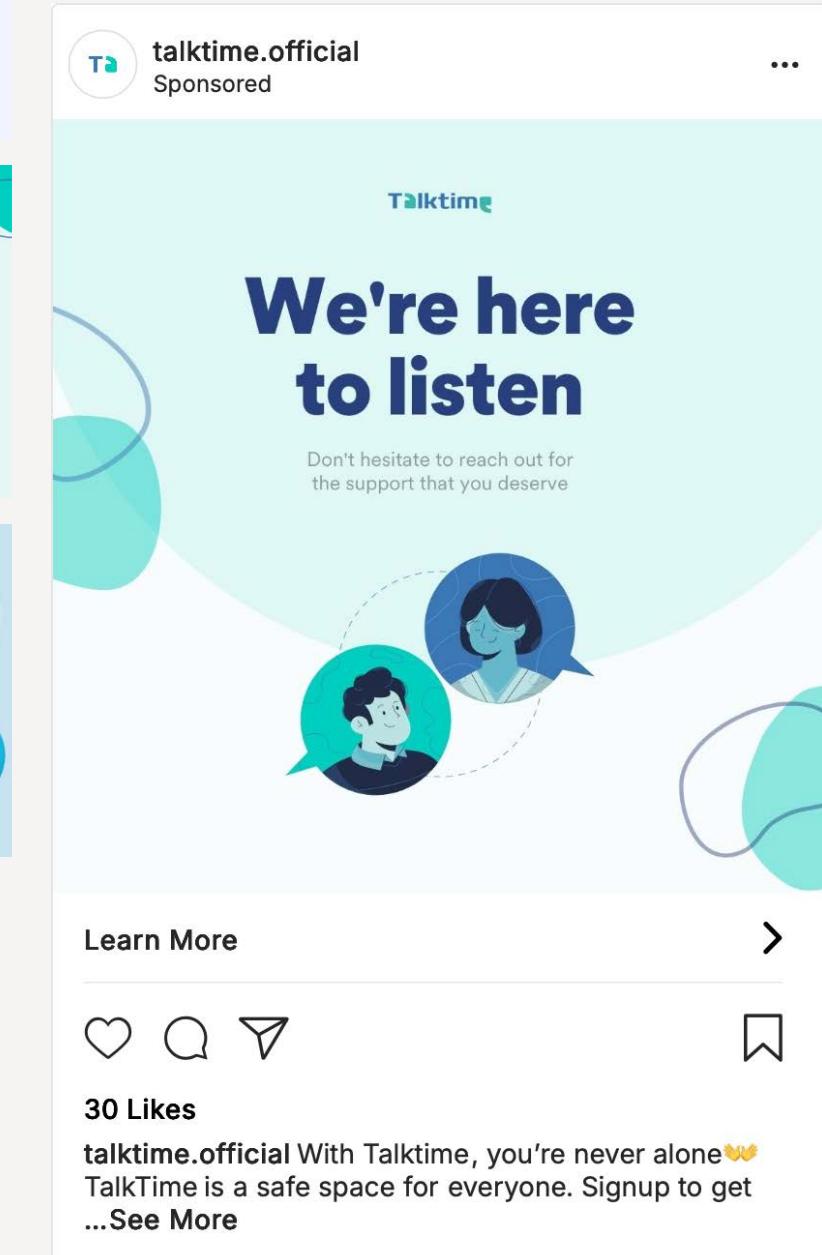
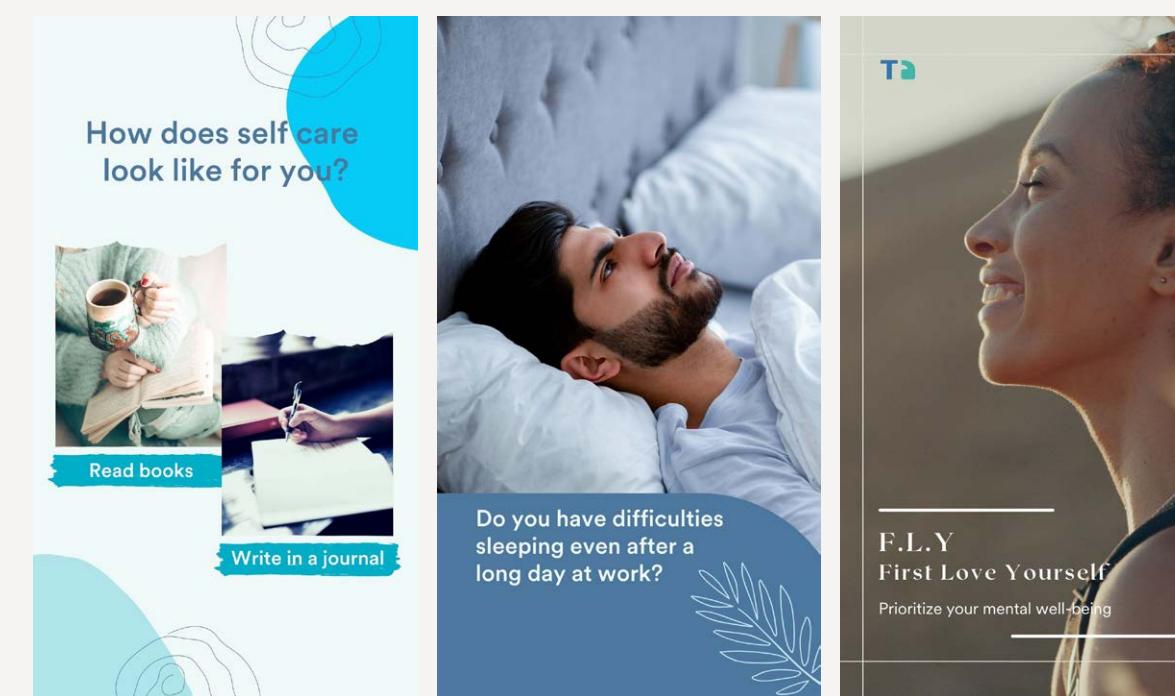
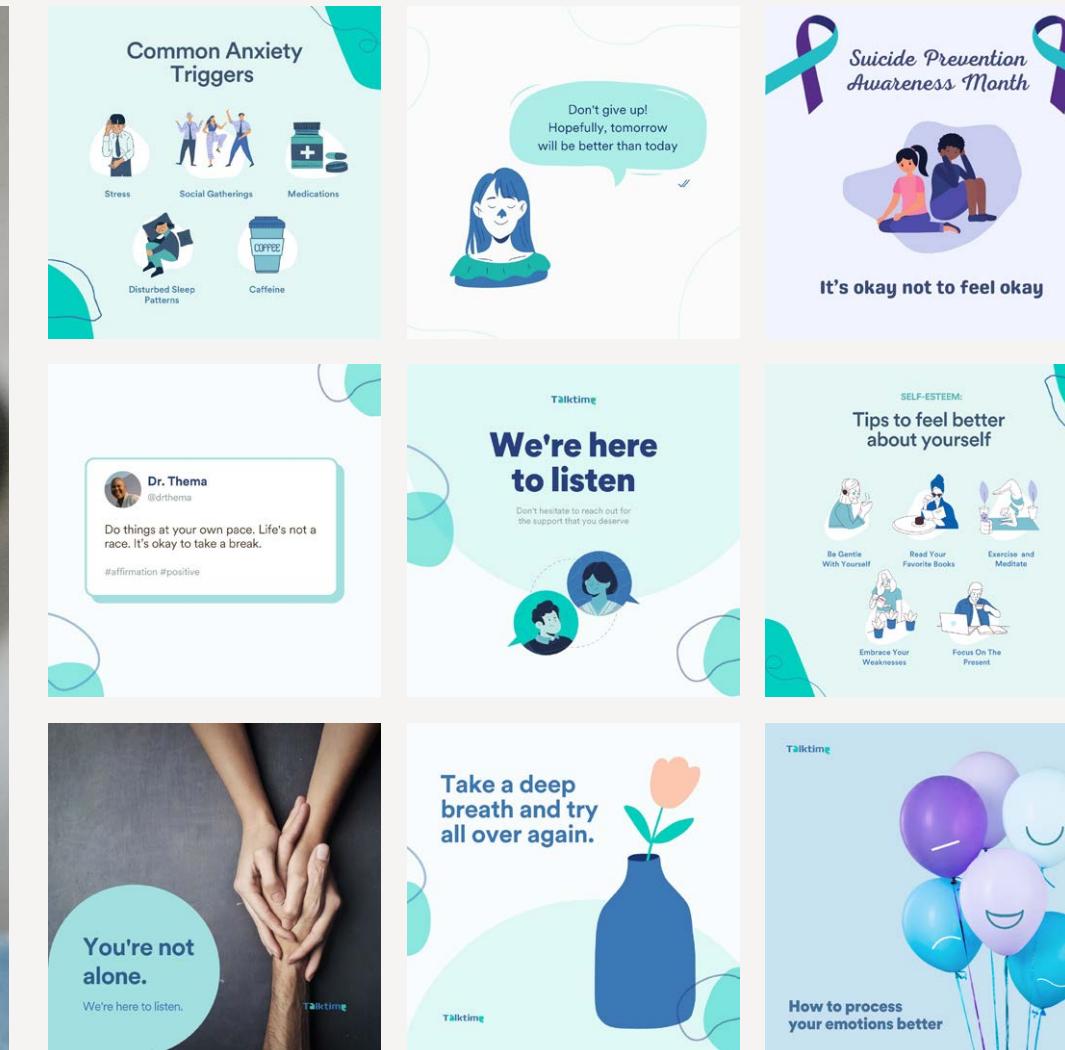
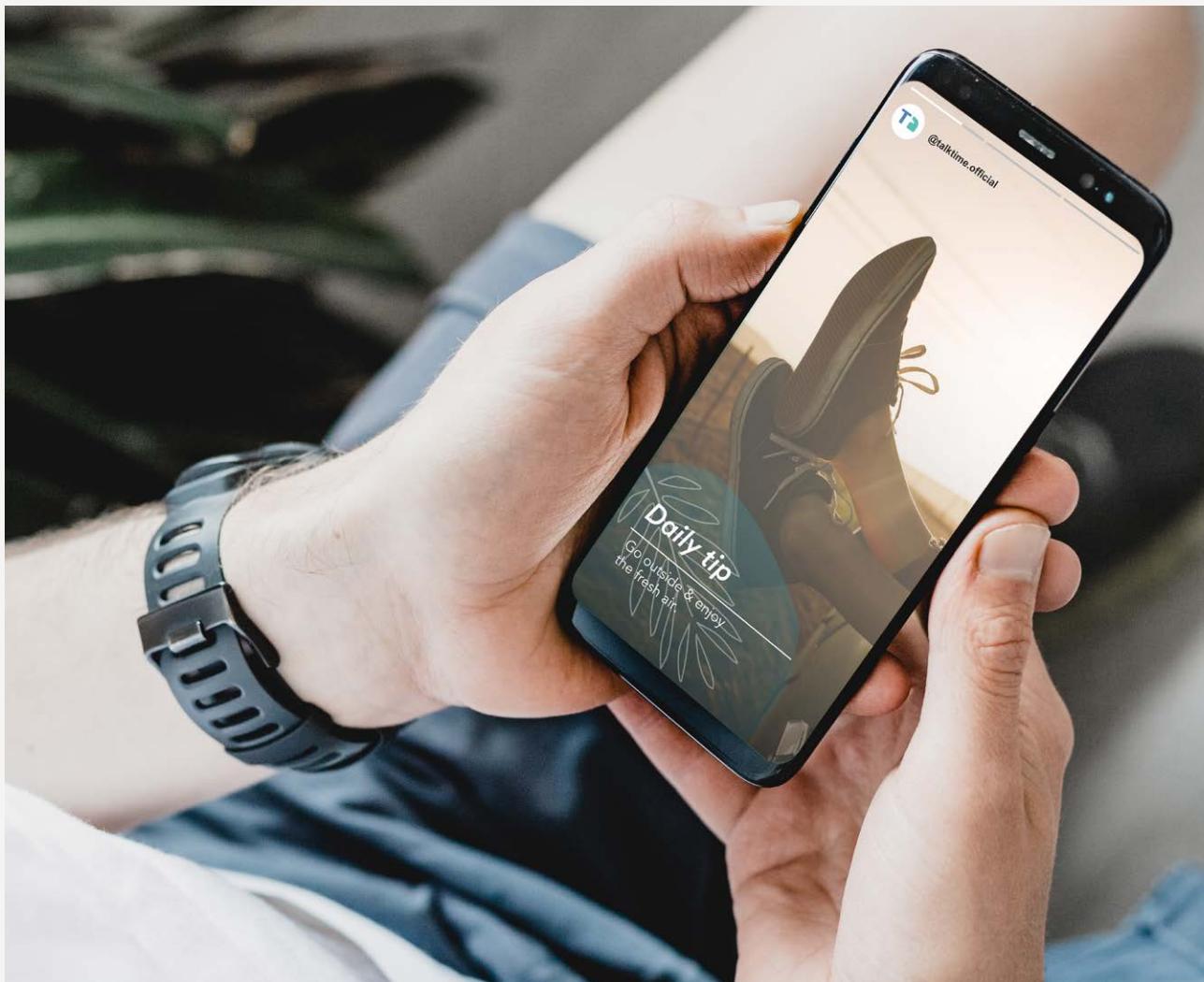
TalkTime is a Dubai-based platform offering individuals a safe, supportive space to connect with trained listeners for emotional support. The objective was to develop a cohesive visual language for social media and the website that clearly and consistently communicates the platform's core values of empathy, approachability, and discretion.

The resulting visual language was designed to be adaptable across social media channels, reinforcing TalkTime's mission while enhancing user engagement. Developed in collaboration with Aamna Hamid, the system included a set of modular templates and visual guidelines that brought coherence to the platform's digital presence.

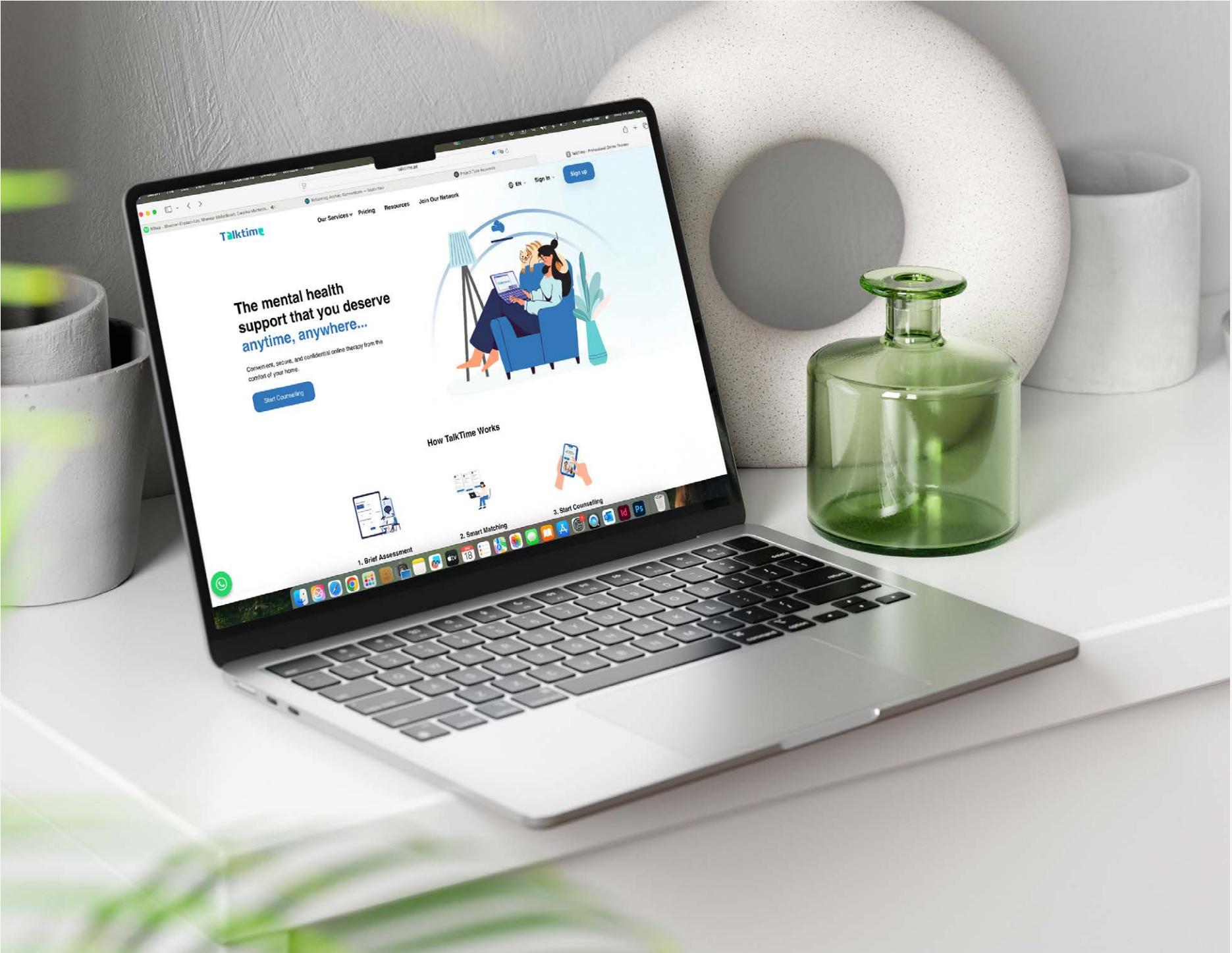
[View website](#)

[View social media](#)

Social Media Identity


[View social media](#)

Website Design



Resources here feature the latest research and strategies to better mental well-being

Breaking the Silence: Addressing Men's Mental Health this Movember →

How Trauma and PTSD can impact your sex life →

How to help teenagers manage difficult emotions →

Our partners: cigna healthcare, NASCO, STEPPi, wellx

Why Choose TalkTime

Effective, Convenient, Secure, Affordable

Effective

Our therapists hold an average of 8 years of experience, are trained in evidence-based therapy, and committed to serve you. Our matching algorithm will recommend you the best therapists based on your particular case and needs.

Start Therapy | Learn More

Individual Counselling with TalkTime

Counselling on a one-on-one basis. Here, your counsellor will help you work through any emotional difficulties you've been facing.

Get Started | Learn More

What may be some reasons to seek support?

Dealing with mental health issues is extremely common and something you should be ever ashamed of.

With mental conditions being stigmatized by society, many refrain from seeking help. Your health and well-being come first, so make sure you put that first.

Our counsellors Specializations

Our network of experts covers a range of specialities to meet your individual needs.

Anxiety, Stress, Trauma, OCD, Panic Attacks, Eating Disorders, Addictive Behaviors, Relationships & Family Issues, Career Difficulties, Depression, Mood Disturbances, Adjustment Difficulties, Fear & Phobia, Sleep Disturbances, Intimacy Concerns, Anger, Parenting, and More

As Featured in: Al Khaleej Times, Gulf News, What people think of us

Rekindle that lost spark with Couples Counselling

If you are feeling a sense of disconnect between you and your partner, Couples Counselling is definitely the way to go to help build a healthier relationship and strengthen emotional and physical intimacy.

Get Started | Learn More

Create a healthier relationship with Couples Counselling

There may be times when you feel resentment towards your partner over unresolved issues. During moments of transition or heightened stress, it is important to build mutual understanding. Speak to a couples' counsellor to help you navigate these surfacing issues and point you back to the intimacy and romance in your relationship.

Teen Counselling with TalkTime

Counselling for your child that aims to help them better process and express their feelings, develop healthy coping mechanisms, and better navigate challenges.

Get Started | Learn More

Benefits of Teen Counselling

Through counselling, your teen will learn and strengthen vital life skills such as emotional regulation, healthy communication, appropriate boundaries, empathy, assertiveness, and self-awareness; whereby strengthening their overall sense of identity and self-esteem.

Start Counselling

[View website](#)

Mina H.Majid

Rebranding | Social Media | Personal Branding

Year:
2025

Role:
Graphic Designer

Tools:
InDesign, Photoshop, Illustrator, After Effects, Canva and Figma



Mina H. Majid is a Middle Eastern content creator and writer whose work explores identity, humour, and cultural duality with an unfiltered, self-aware voice. As her platform grew, she sought a rebrand that reflected her personality and the balance between her Middle Eastern heritage and American upbringing.

The visual identity rejects overly polished personal-brand aesthetics, instead drawing on the tension and harmony of her dual background. A handwritten logo blends spontaneity with subtle calligraphic influences, merging informality and heritage.

Rooted in an anti-brand approach, the design embraces imperfection, spontaneity, and fluidity. Its irregular forms express identity as something layered and continually evolving. The result is a bold, personal mark that mirrors Mina's unfiltered voice and playful self-expression.

The system extends across her blog, stationery and social media, remaining cohesive yet flexible and unmistakably hers.

New Identity



mina

mina + مينا

Comparison

New identity

mína

Previous identity

MH

Mina H. Majid

Typeface & Visual Language

FOR HEADERS:

Urbane Rounded Bold

Aa Aa Aa Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss
Tt Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0



FOR BODY:

Urbane Rounded Medium

Aa Aa Aa Aa

**Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj
Kk Ll Mm Nn Oo Pp Qq Rr Ss Tt
Uu Vv Ww Xx Yy Zz**

1 2 3 4 5 6 7 8 9 0

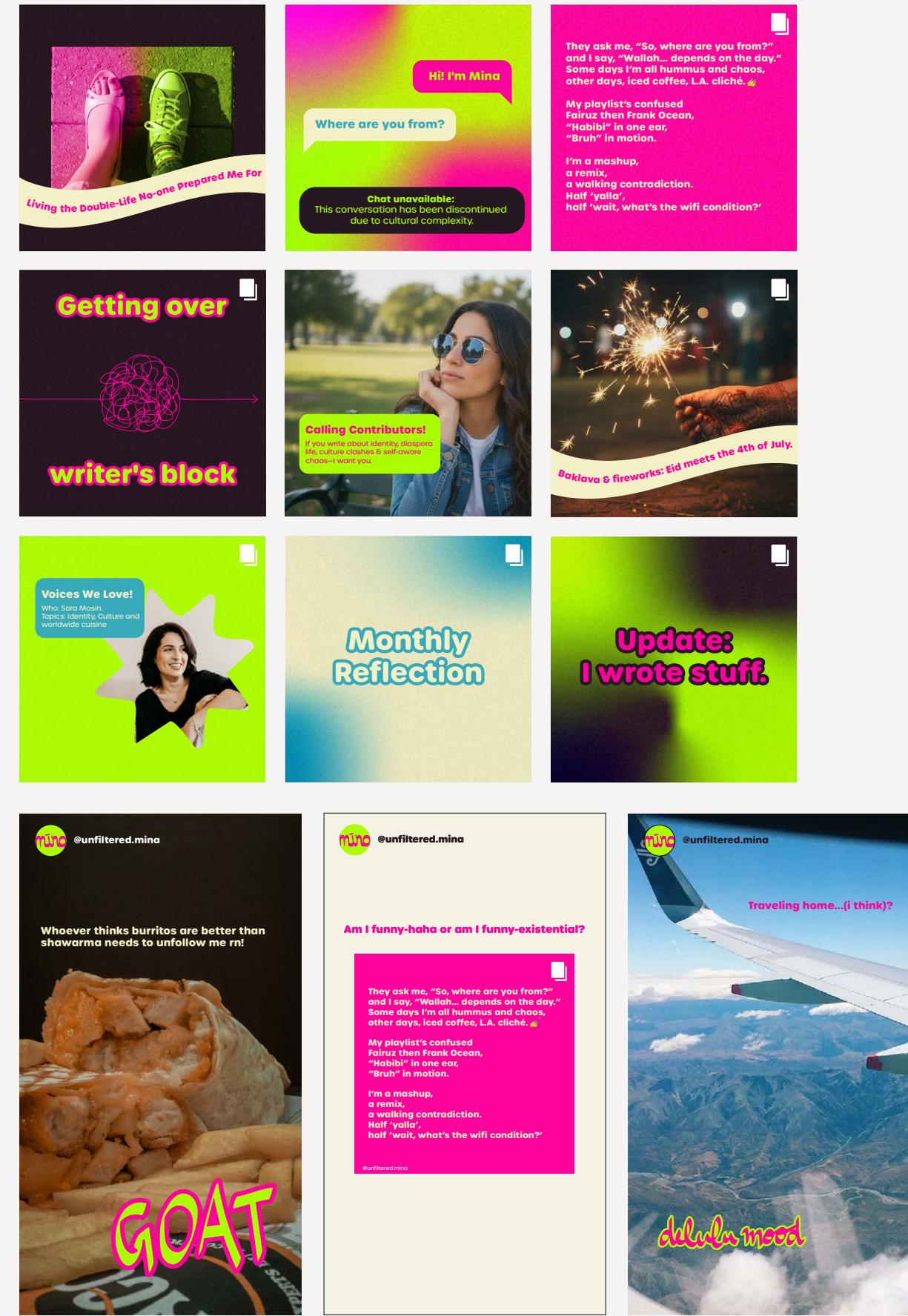
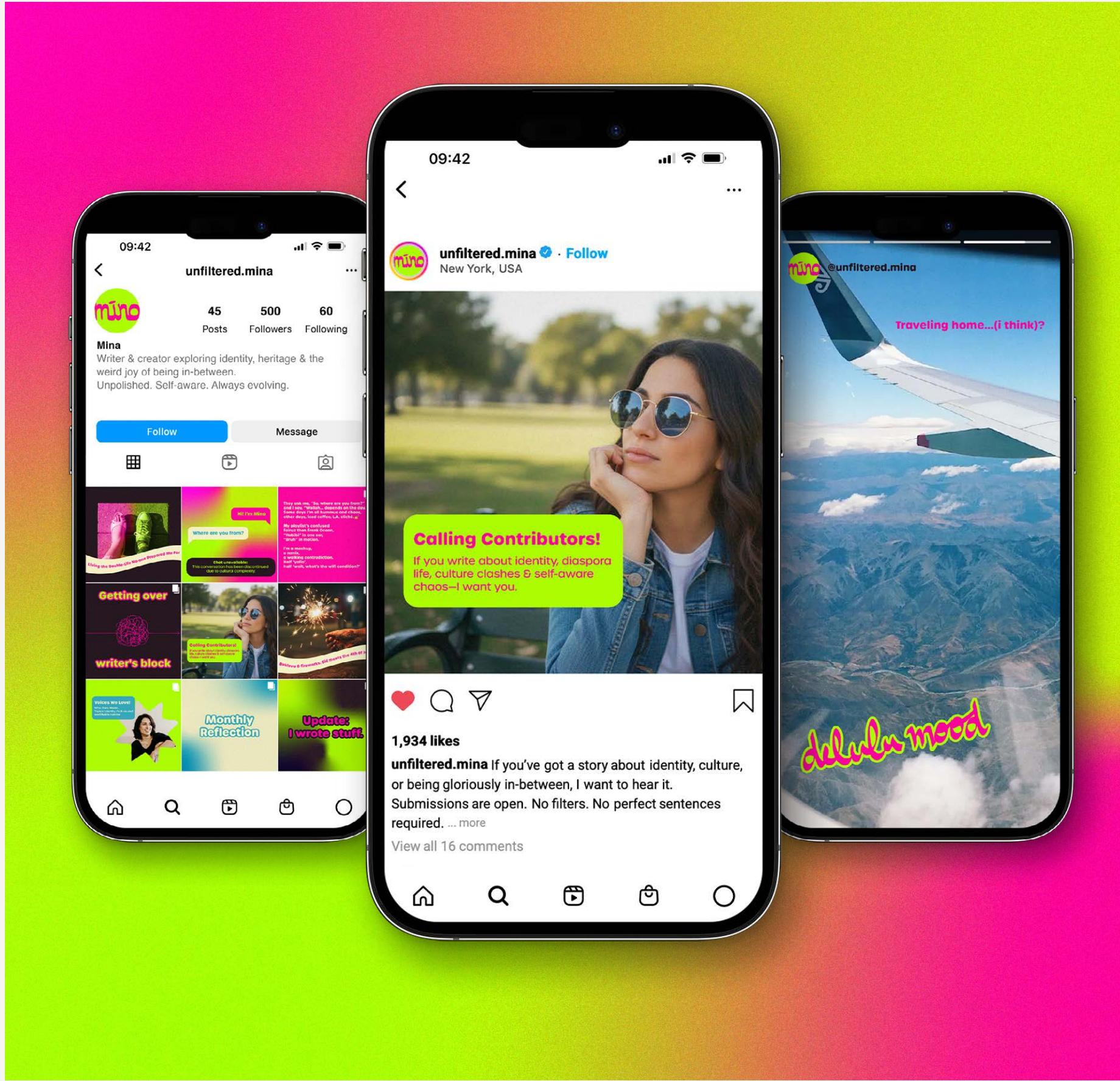


Brand Communications

EMAIL SIGNATURES | LETTER HEADS |
BUSINESS CARD | TOTEBAG | SWEATSHIRT



Social Media Identity



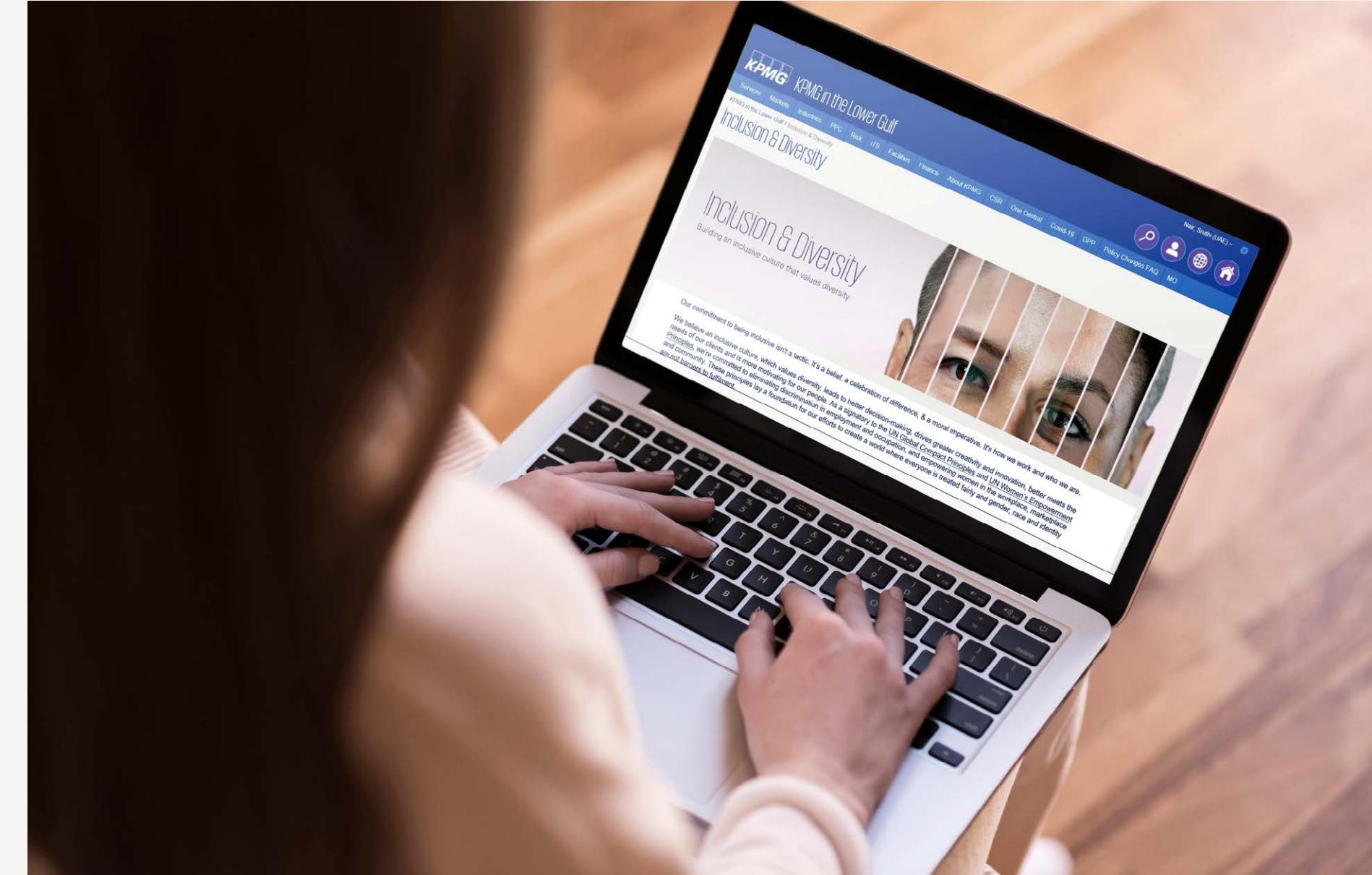
i-Refer | KPMG

Branding | Social Media + Website Design | Financial Sector

Year:
2025

Role:
Graphic Designer

Tools:
InDesign, Photoshop, Illustrator, After Effects and SharePoint



KPMG Lower Gulf launched i-refer as a sub-brand within its internal communications framework, created to encourage employees to recommend talented candidates for open roles. The purpose of the programme was to build a stronger, more diverse talent pipeline by activating the networks of existing staff, while making the referral process simple, rewarding, and engaging.

As a sub-brand, the outcome needed to reflect KPMG's existing brand guidelines while introducing a fresh, distinctive visual language that could be applied seamlessly across email signatures, newsletters, presentations, and internal communications.

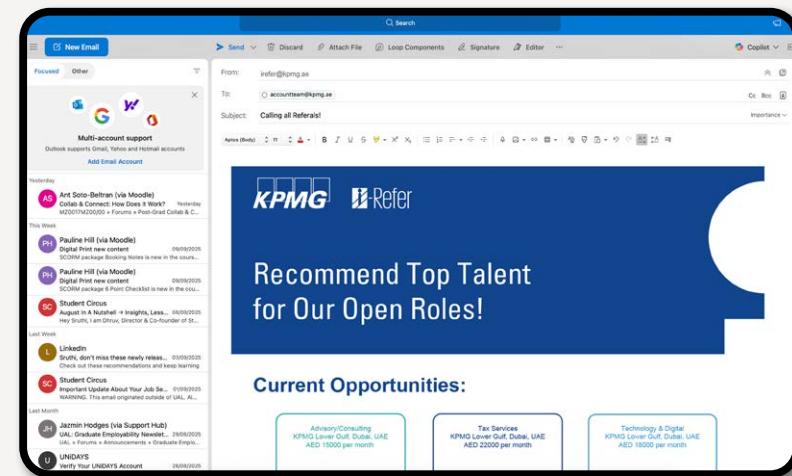
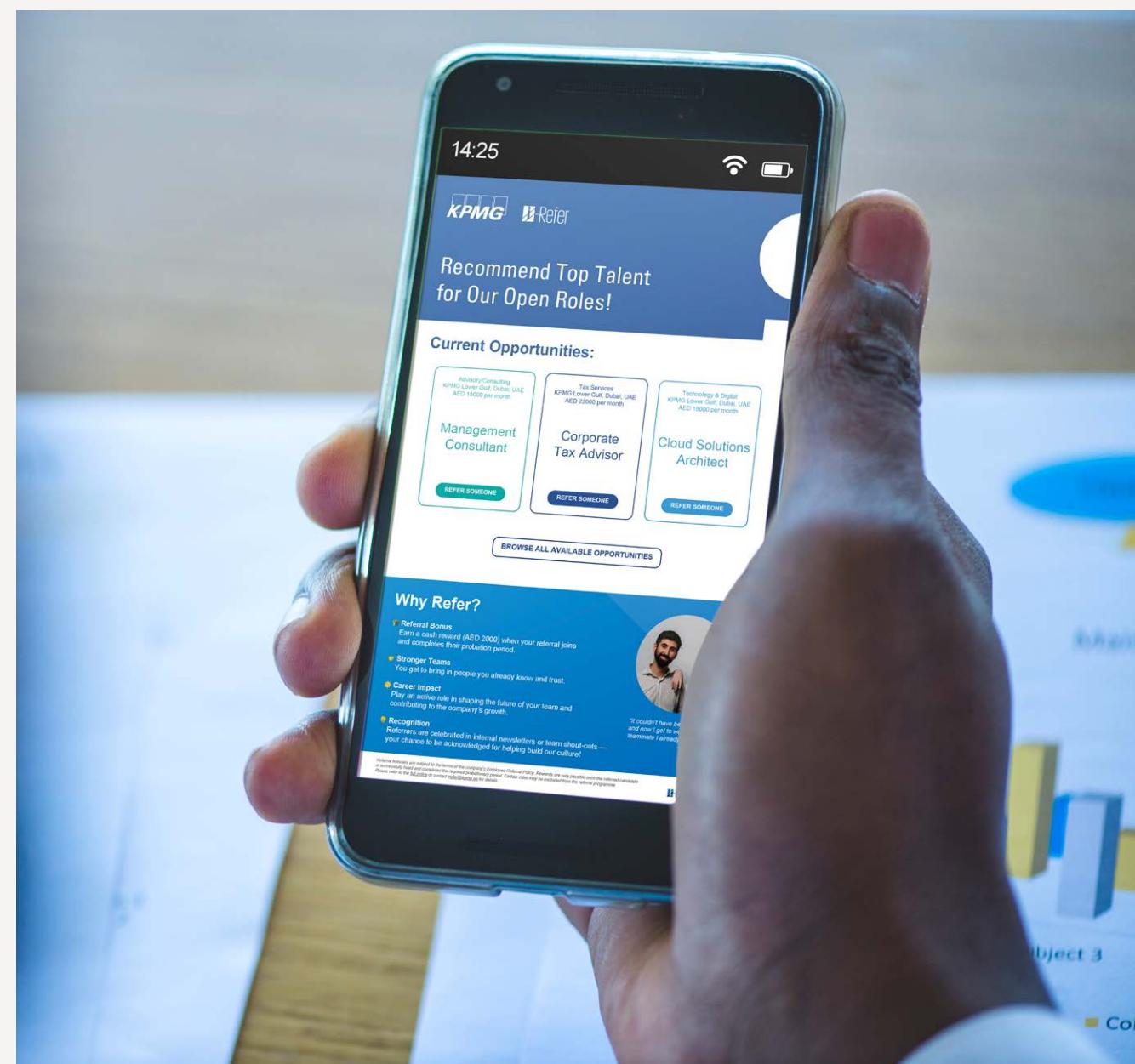
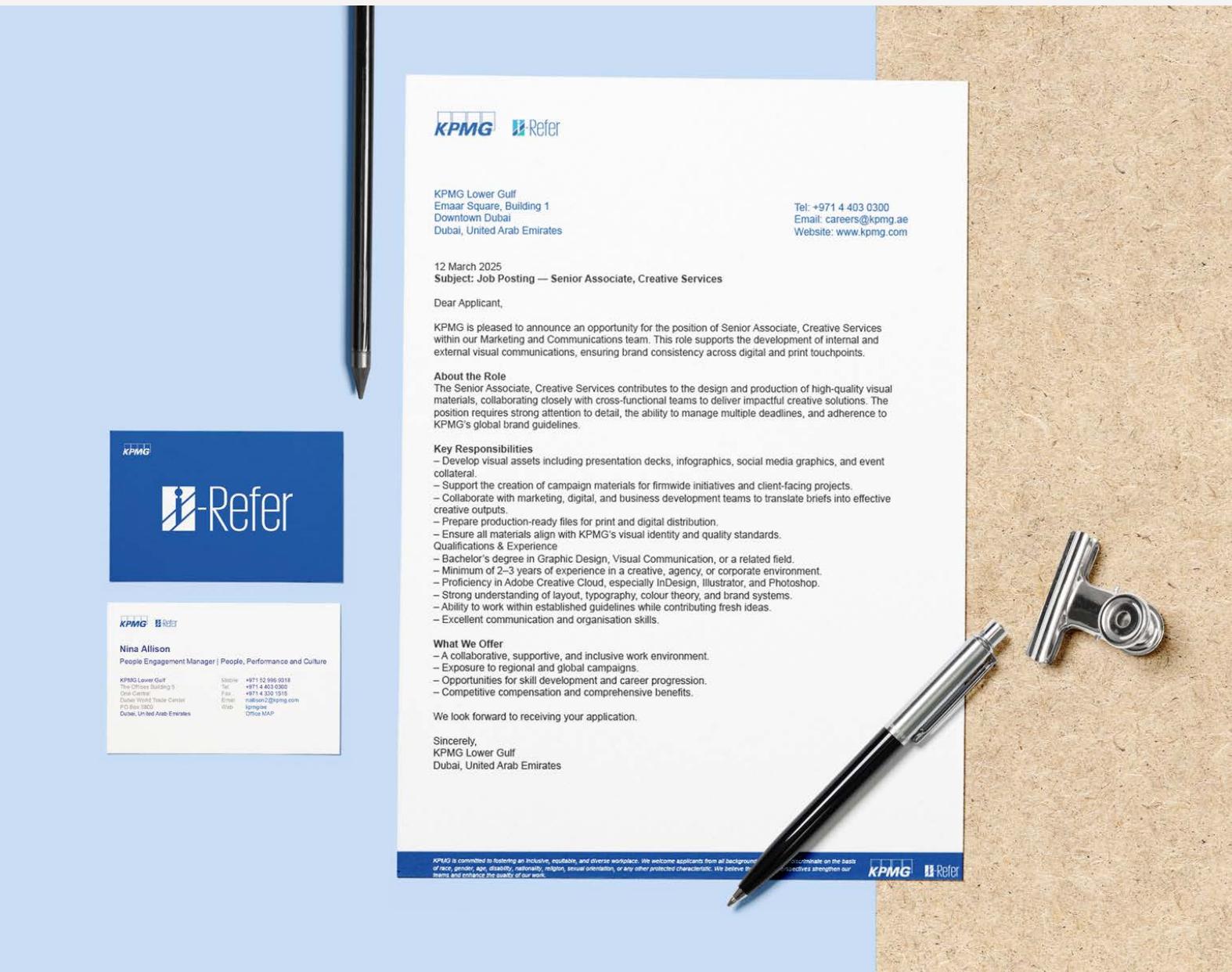
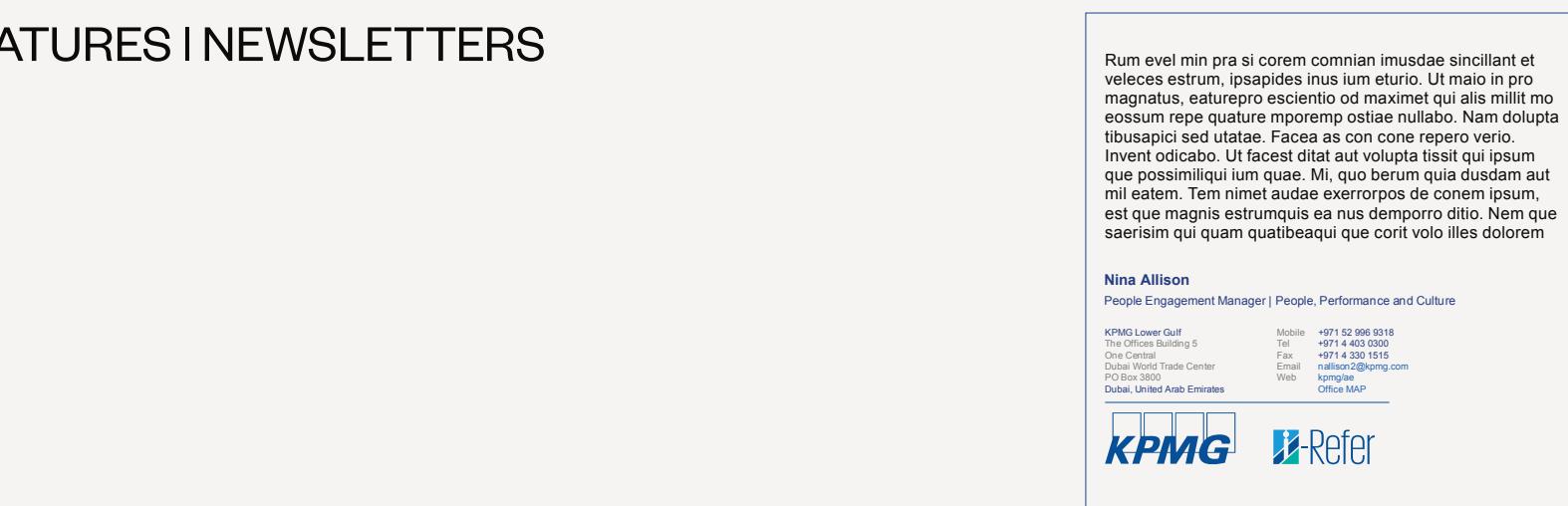
The visual identity took inspiration from the tangram, symbolising how individual contributions come together to complete a bigger picture. A deliberate gap formed the letter "I," representing the role of the employee as the missing piece in shaping high-performing teams. The result was a flexible, cohesive system that combined strategic clarity with visual warmth, reinforcing KPMG's culture of collaboration and recognition.

New Identity



Brand Communications

EMAIL SIGNATURES | NEWSLETTERS



Brand Communications

REFERRAL TEMPLATES

KPMG i-Refer

Join Our Team

Great People Know Great People

info@kpmgrefer.ae
kpmg.com



KPMG **i-Refer**

About Us

Who We Are

We are building a culture that is purpose-led and values-driven with excellence, quality and integrity and it's heart. We are at our strongest when our people are aligned behind a common set of values, working together to make the difference.

Our Purpose

Inspire Confidence. Empower Change. By inspiring confidence in our people, clients and society, we help empower the change needed to solve the toughest challenges and lead the way forward. Empowered by our Values, our people are our greatest strength. Together, we are building a values-led organization of the future. For Better.



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KPMG **i-Refer**

The Role

Associate Director

ASSET MANAGEMENT | MANAGED SERVICES

We are seeking a dynamic leader who combines deep technical expertise in asset management with proven leadership skills. You should have a track record of shaping strategy, managing transformation programmes, and leading teams to deliver large-scale impact. As an Associate Director, you will play a pivotal leadership role in defining strategy, shaping client transformation agendas, and ensuring successful execution. You will lead client engagements, manage diverse teams, and oversee delivery of large-scale programmes while driving innovation and building lasting client relationships.

Slide 3

KPMG

What We Offer

- Competitive salary
- Performance-based bonus
- Health & wellbeing benefits
- Hybrid/flexible working
- Learning & development programmes
- Opportunities for global mobility



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Slide 6

KPMG **i-Refer**

Why Join Us?

This is a unique opportunity to shape national and regional infrastructure transformation agendas across the Middle East. As an Associate Director, you will have the platform to:

- Drive high-impact engagements at ministerial and board levels.
- Build and lead transformation offices for national-scale projects.
- Influence policy, investment, and asset management frameworks at a regional level.
- Grow within a fast-expanding practice that is strategically important for KPMG globally.



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Slide 7

KPMG **i-Refer**

Interview Process

We aim to keep the process smooth, transparent, and supportive.



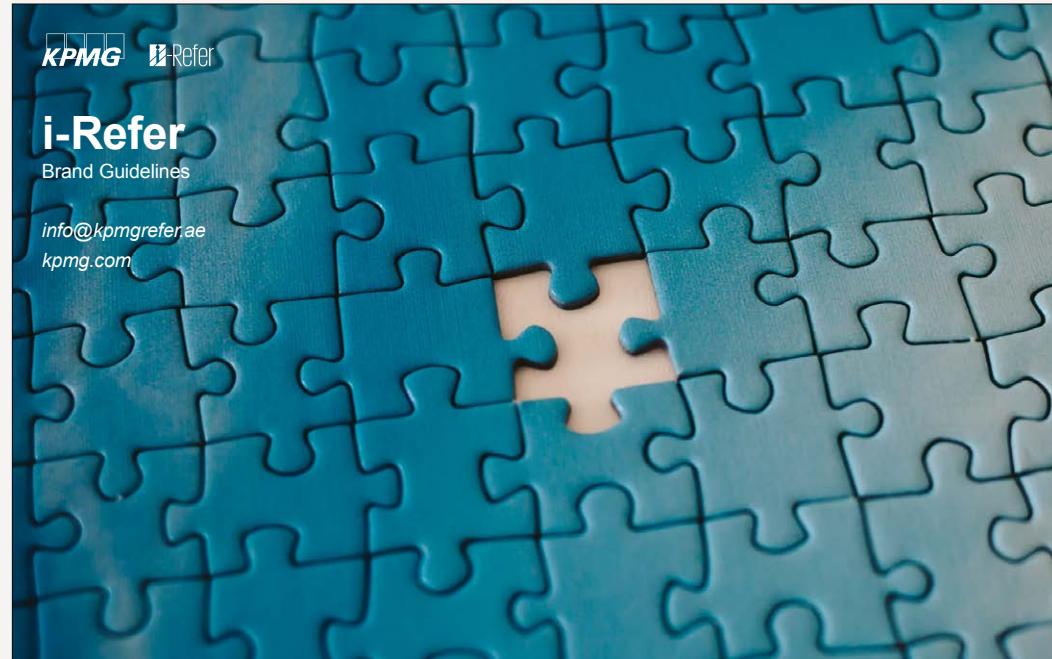
Application review
Virtual/ phone interview
Case study and/or technical assessment
Final interview with team director

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Slide 8

Brand Communications

I-REFER BRAND GUIDELINES



KPMG

i-Refer

Brief

About i-Refer

i-refer is KPMG's internal employee referral programme, created to empower staff to recommend talented individuals from their personal and professional networks for available roles across the firm. It provides employees with the guidance and tools needed to make referrals efficiently and effectively, supporting KPMG's talent acquisition efforts.

Objectives

The objective of i-refer is to establish a clear, engaging, and consistent referral framework that motivates employees to participate. Its aim is to strengthen KPMG's talent pipeline, make the referral process simple and rewarding, and foster a culture of collaboration, engagement, and ownership in building high-performing teams.

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page 2

KPMG

i-Refer

Concept

The i-refer identity uses tangram-inspired modular shapes, with the letter "i" depicted through negative space. This visual approach emphasizes participation, hierarchy, and cohesion, symbolizing how each employee's referral completes the team.

The image illustrates the design concept for the i-refer logo. At the top, a blue square is divided into four quadrants by a cross. The top-left quadrant contains a blue 'X'. Below this is a blue plus sign, followed by a blue letter 'i'. Below these elements is a large, stylized word 'i-Refer' in black. The 'i' is formed by a vertical line with a diagonal line extending from its top, and the 'R' has a horizontal bar through its middle. The entire logo is set against a background of a grid of blue dots, with the 'i-Refer' text also partially aligned with this grid.

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KPMG

i-Refer

Logos

Primary Logo Lockup

Logo lockup- colour

The primary logo lockup in color features the 'i-Refer' text in a bold, sans-serif font. The 'i' is stylized with a teal vertical bar and a blue diagonal stroke. The 'Refer' part is in a smaller, regular weight font.

Logo lockup- single colour (lightmode)

The primary logo lockup in single color (lightmode) is identical to the color version, using the same 'i-Refer' text and stylized 'i'.

Logo lockup- single colour (darkmode)

The primary logo lockup in single color (darkmode) is identical to the color version, using the same 'i-Refer' text and stylized 'i'.

Secondary Logo Lockup

Logo lockup- colour

The secondary logo lockup in color is a smaller version of the 'i-Refer' text, using the same stylized 'i' and regular weight font.

Logo lockup- single colour (lightmode)

The secondary logo lockup in single color (lightmode) is identical to the color version.

Logo lockup- single colour (darkmode)

The secondary logo lockup in single color (darkmode) is identical to the color version.

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page #

Brand Communication

Email Signature

Nina Allison

People Engagement Manager | People, Performance and Culture

KPMG Lower Gulf
The Offices Building 5
One Central
Dubai World Trade Center
PO Box 3800
Dubai, United Arab Emirates

Mobile +971 52 996 9318
Tel +971 4 403 0300
Fax +971 4 330 1515
Email nallison2@kpmg.com
Web kpmg.ae
Office MAP

200 px

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Colours

HEX 00338D

HEX 005EB8

HEX 0091DA

Typography

In accordance with KPMG Guidelines, the Arial typeface will be used for subheads and body copy in PowerPoint, documents, e-communications and websites for all i-Refer work.

Arial Bold

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Arial Regular

Aa Aa Aa Aa

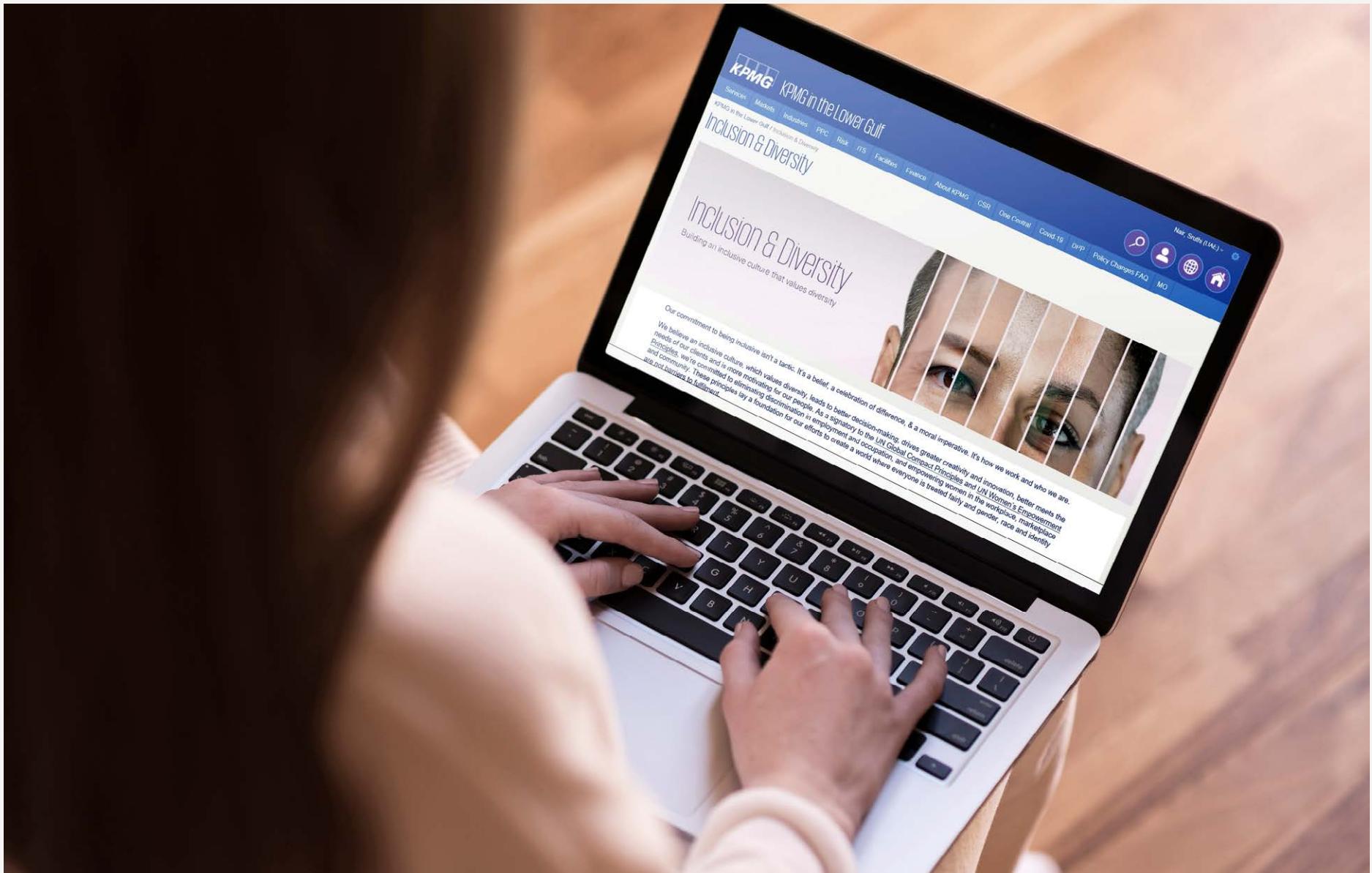
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Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

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People Engagement Website



KPMG in the Lower Gulf | Employee Engagement

Employee Engagement

Employee Engagement

Global People Survey | KPMG Story | KPMG in the Lower Gulf

Nair, Sruthi (UAE) -

Nomination and eligibility:

- Who can nominate? Anyone (team leaders, co-workers, etc.)
- Who decides the winner? Team Leader, Head of Department, Partner, etc.
- How to nominate? Fill a nomination form, or to team meetings.
- Who can get a Spot Award? Individual or group of individuals nominated.
- How often? As regular as team meetings, or as and when the award criteria is displayed.

Criteria:

What did the individual or team do to make a significant difference relevant to the chosen award? Why was this a significant achievement and how does it correlate to the Spot Award criteria?

How to write the reason:

Consider what has been the outcome in productivity, leadership, effectiveness, client service, community, teamwork and/or revenue.

Integrity

Always On Time Award | Role Model Award | Most Accountable Award | Key Contributor Award | Strategic Thinker Award

Nair, Sruthi (UAE) -

Nomination and eligibility:

All nomination descriptions must be clear, concise, meaningful and relevant to the award criteria. The nomination must also describe an effort or an achievement made within the respective period. The more detail you provide, the easier it is for us to evaluate your nomination.

- The individual/team demonstrate KPMG values consistently and this is described within the story.
- The individual/team display KPMG Values Anytime A Leader consistently & so reflects it in the story.
- The individual/team performance led to a good financial or high quality outcome.
- The individual/team has produced an innovative solution that has shown potential or has proven to serve significant benefit or gain for the department or organization.
- Individual/team or the client received recognition for their exceptional performance and collaboration.
- High levels of commitment displayed which led to superior client service, cross or mega-client relations.
- Displayed exceptional team effort and dynamics while working on the project.

Terms and conditions:

- Nominations are made only for completed projects, jobs or assignments, as the overall impact should be measurable/visible and final.
- It is important that we assess exceptional employees for their future development and reward them. Anything that is reflective of the past period is not applicable.
- Decor photos that are not reflective of a healthy work-life balance are not encouraged as they don't reflect the essence of the organization.
- Individual and team wins from previous periods within the same financial year cannot re-enter. This will ensure we give equal opportunity to all employees within the firm.
- All nominations made are subject to the approval process in place. Nominations submitted at the initial stages of the process will not guarantee that the nomination is approved. This is why it is strongly encouraged that these nominations are made in confidence to avoid disappointment and to reserve the element of surprise.

Resources: 'Bravo' is set to be a platform where great stories are told. We highly encourage everyone to learn from role model examples and strive for a recognizing workplace and high performance culture.

KPMG in the Lower Gulf | Spot Awards

Employee Engagement

Reward & Recognition Home | Spot Awards | Long Service Awards | Bravo Awards

Value Cards

Using our values is what we believe in; it guides our choices and behaviors in day-to-day activities. Appreciate someone for living out KPMG values.

Click here

Excellence التميز

Nair, Sruthi (UAE) -

Spot Awards

Reward & Recognition Home | Value Cards | Long Service Awards | Bravo Awards

Spot Awards

Appreciate recognition and timely recognition go hand-in-hand. It is what motivates us to keep up good work and drives high performance culture.

Click here

Innovator Award

Nair, Sruthi (UAE) -

Attractive Employer

Emiratization and Omanization are strategic priorities for the firm and our programs help to ensure we identify, train and develop the next generation of talent and leaders to be a professional services employer for UAE and Omanis nationals. We are committed to nurturing and investing in the next generation of Emirati and Omani leaders.

KPMG Network of Women (KNOW)

Our working parents program aims to address challenges of balancing work and family. This is a priority area for us, and we are constantly looking to assess how we can make KPMG an even more attractive place to work.

Parents at work

Flexible working arrangements are in place to allow better work-life balance.

Flexible working

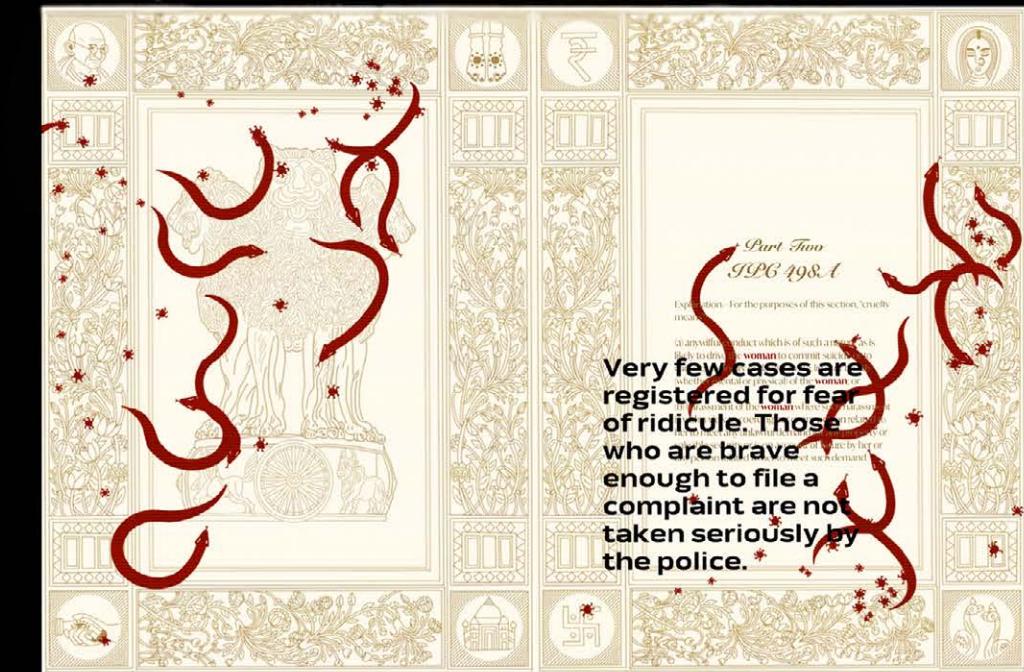
Reforming Archaic Conventions

Independent Project | Animated Poster | Legal Reform

Year:
2020

Role:
Graphic Designer & Researcher

Tools:
InDesign, Photoshop, Illustrator, After Effects and Procreate



Reforming Archaic Conventions is an independently developed project created during my undergraduate studies in Visual Communication. This project critically examined the shortcomings in existing laws by identifying their vague definitions. Rather than depicting scenes of abuse, the design quoted the laws themselves—preserving the typographic tone and structure found in the Indian Constitution, reinforcing the tension between the authoritative tone of the law and its failure to protect.

The outcome was an animated poster designed to raise awareness about the ineffective and outdated domestic and marital abuse laws prevalent in India. The eight corners incorporate symbols representing marriage and India, while the four-headed lion signifies the law.

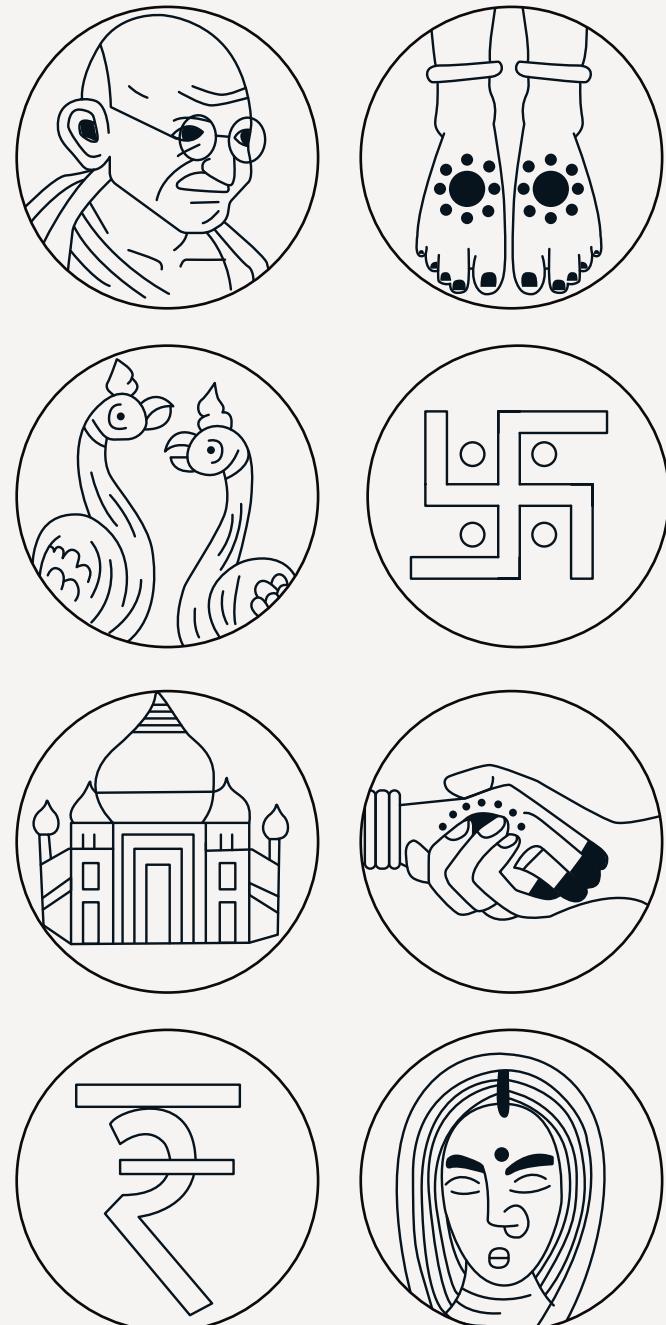
[View casestudy](#)

Typefaces & Visual Language

PRIMARY TYPEFACE A:

Snell Roundhand

Aa Aa Aa Aa



PRIMARY TYPEFACE B:

Pill Gothic

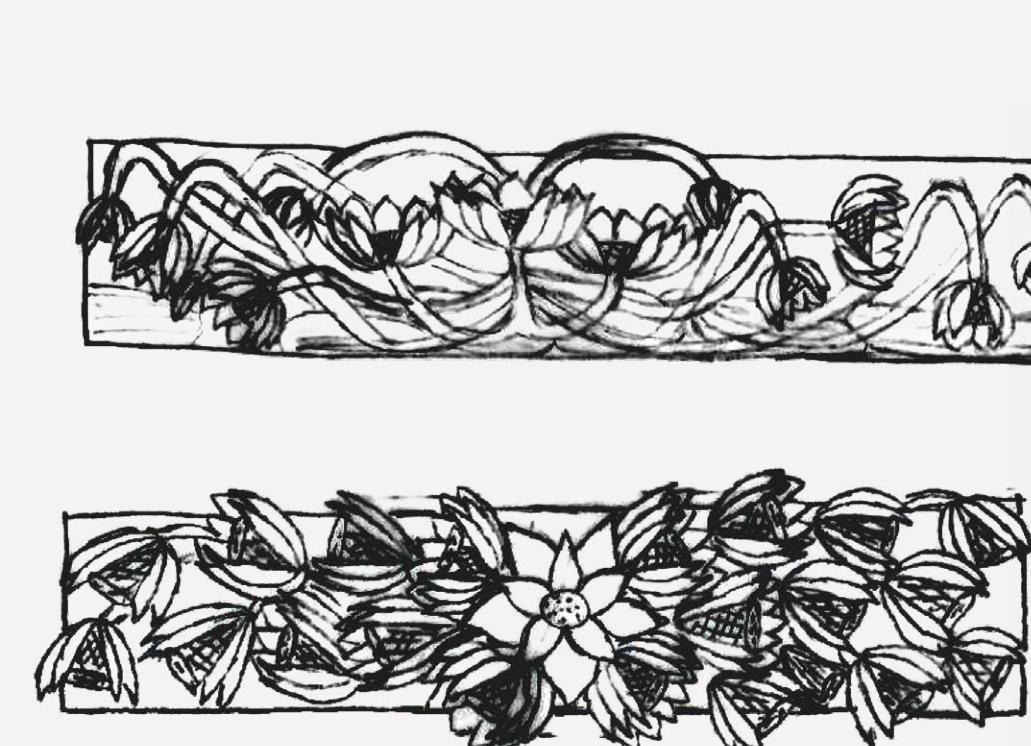
Aa Aa Aa Aa



SECONDARY TYPEFACE:

Ivy Mode

Aa Aa Aa Aa



Final Outcome



[View animation](#)

Taken From The Wild

Editorial Design | Educational book design | Generative Illustration

Year:
2025

Role:
Graphic Designer

Tools:
InDesign, Photoshop, Illustrator and Adobe Firefly



Taken From the Wild is an independently developed redesign project that reimagines a children's educational book about endangered animals affected by commercial exploitation. The original publication relied on photographic imagery and a muted visual style, so I set out to create a more engaging and child-friendly experience.

Using AI-assisted watercolour illustrations, the visuals were rebuilt to feel warmer, more expressive, and better suited for readers aged seven to ten. The redesign also introduces an updated typeface and a brighter visual language, helping simplify complex information while keeping the tone approachable.



The book combines lifespan indicators, population counts, and clear explanations of threats alongside a playful multi-format layout with varied page sizes to guide attention and create visual rhythm. This updated edition reflects an interest in using generative tools responsibly within editorial design and demonstrates how AI, illustration, and child-centred communication can work together to create an informative yet inviting reading experience.

Typefaces

PRIMARY TYPEFACE:

Baga

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn
Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

SECONDARY TYPEFACE:

Din Alternate

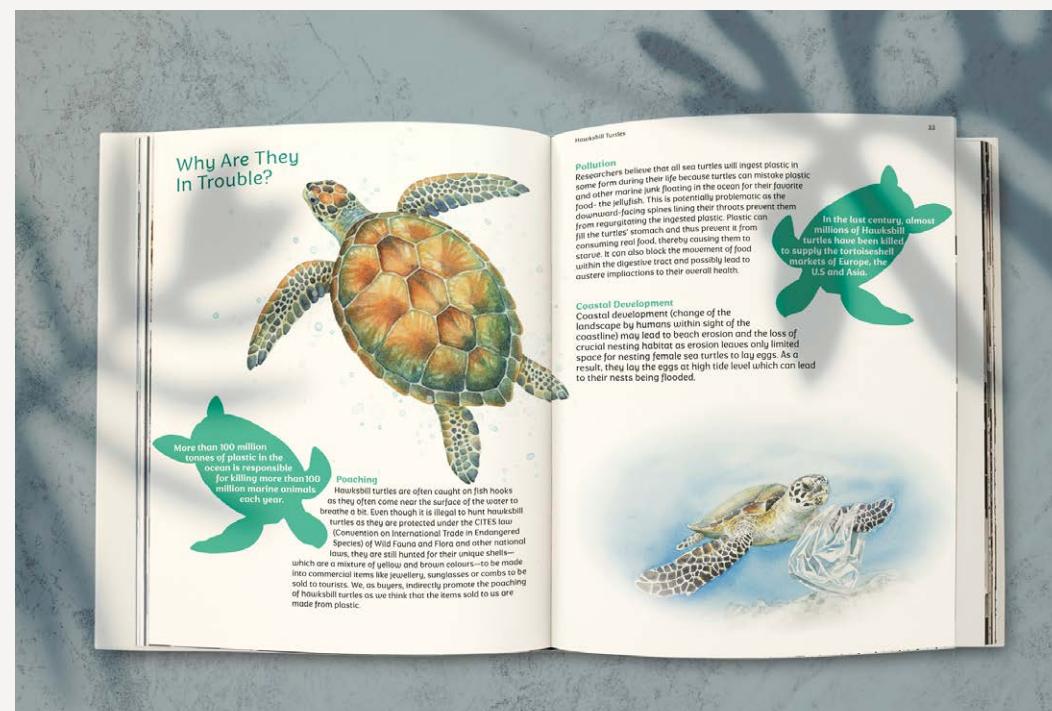
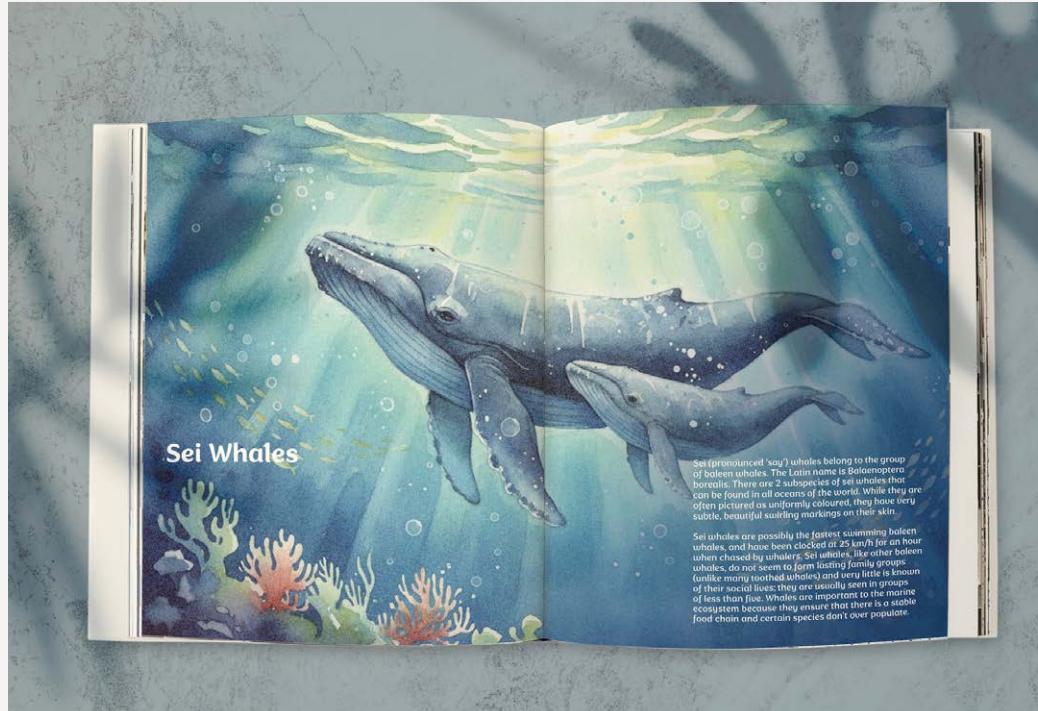
Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



Final Outcome



Selective Recording

Independent Project | Editorial Design | Archive

Year:
2024

Role:
Graphic Designer &
Researcher

Tools:
InDesign, Photoshop, Illustrator and Risograph



Selective Recording is an ongoing, independently developed database project that began during my postgraduate studies at UAL. Its first edition is a research-led publication indexing Malayalam films that portray NRIs (Non-Residential Indians) at the extreme ends of the socio-economic spectrum, framing their experiences and their relationship with the Gulf countries through a black-and-white lens of dream versus nightmare.



Using a factual tone, the publication examines the limited archetypes employed by Malayalam filmmakers when depicting Gulf-based NRIs, analysing films from 2000—2024 across a case study of thirteen titles. Designed for linear and non-linear reading, each chapter offers a distinct point of entry into the research.

The project was well received and featured at Bounty Hunters and at A Line Which Forms A Volume (ALWFAV)'s symposium at London College of Communication, where I presented the research methodologies behind the publication.

[View casestudy](#)

Typefaces

PRIMARY TYPEFACE:

Franklin Gothic Book

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

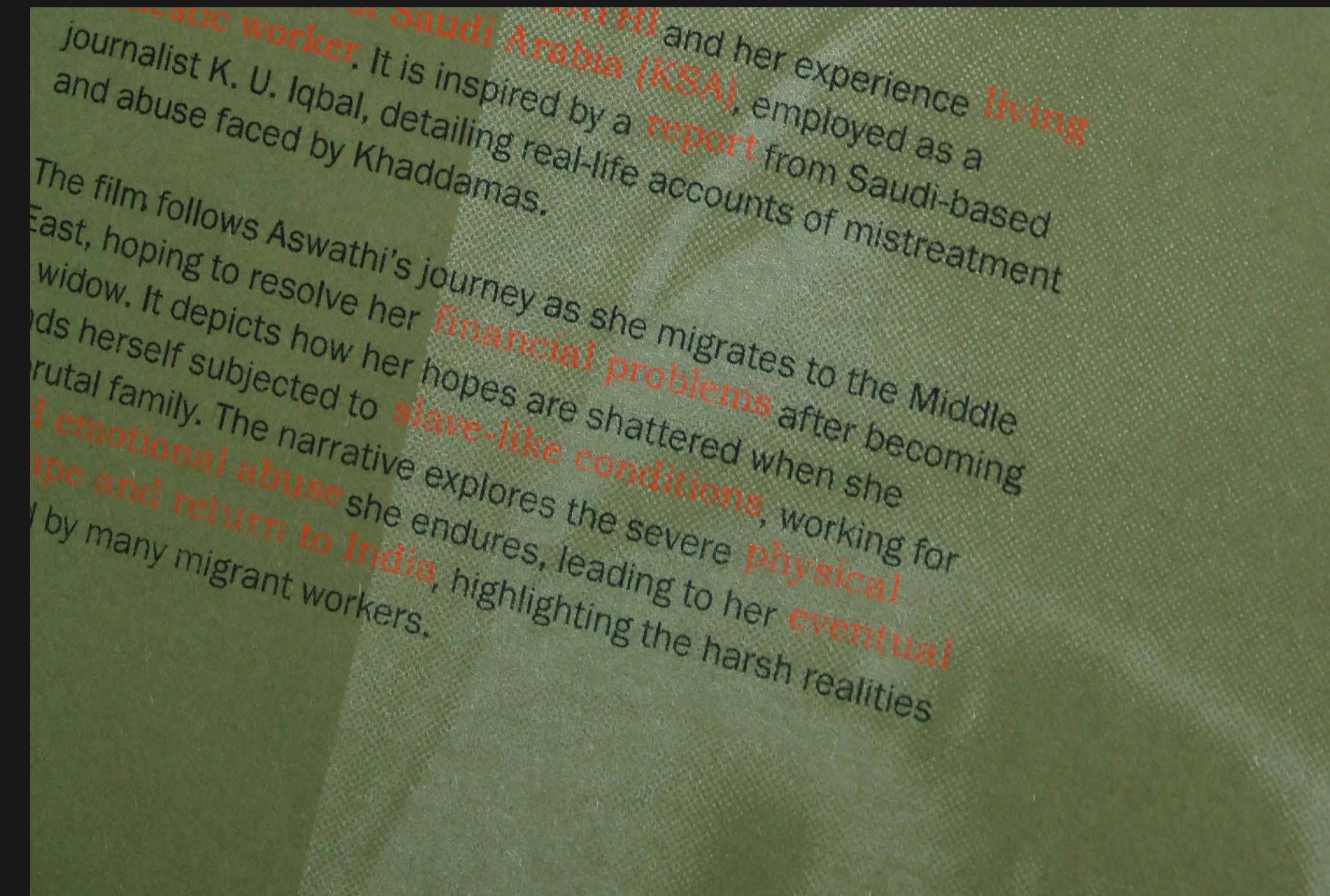
SECONDARY TYPEFACE:

Bookman Old Style

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



Risograph Printing



Final Outcome



A Line Which Forms A Volume

Critical Reader | Editorial Design | Refraction

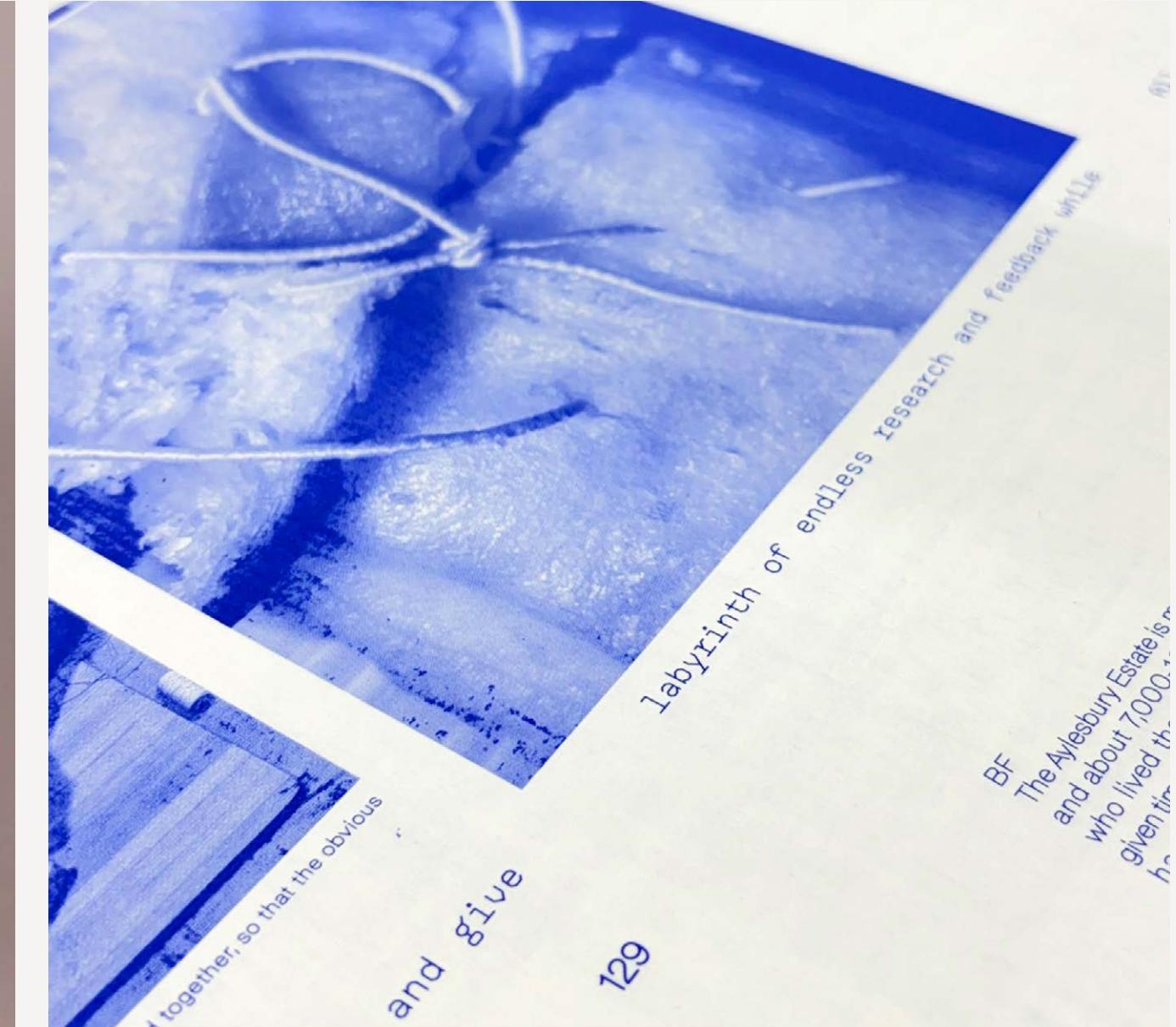
Year:
2025

Role:
Production Lead

Tools:
InDesign, Photoshop and Lithograph



A Line Which Forms A Volume (ALWFAV) is a critical reader and symposium of graphic design-led research, which is written, edited, designed, and published by participants of the MA Graphic Media Design (MA GMD) course at the London College of Communication (LCC) and advised by Irene Sempere. Our eighth issue focuses on the concept of refraction and how when applied to design, leads to outcomes that are omnidirectional— a single concept can lead to various outcomes based on the designers' personal perspective and cultural background on the subject.



The primary outcome of this project is a publication with an edition of 500, printed in January 2025 and distributed globally. The 8th edition is now available for sale in bookstores within the UK or can be bought online on the MAGMD website.

Typefaces & Litho Printing

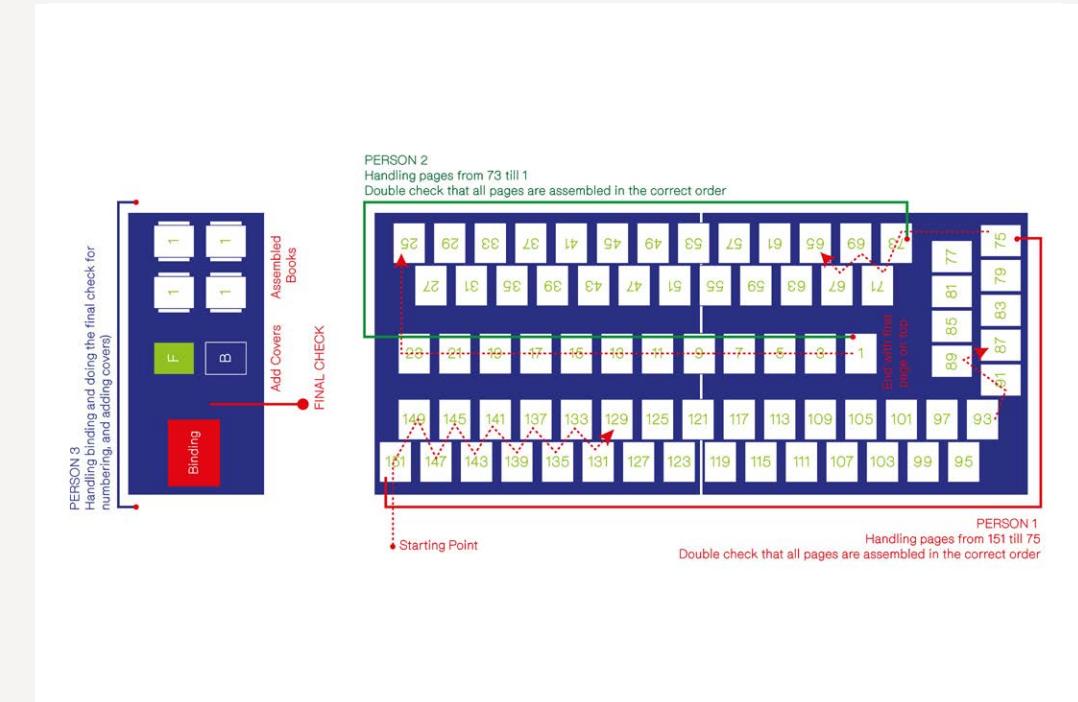
PRIMARY TYPEFACE:

Edition International

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo
Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



SECONDARY TYPEFACE:

Edition Numerical

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx
Yy Zz

1 2 3 4 5 6 7 8 9 0



Final Outcome





Symposium



How We Read

Independent Project | Editorial Design | Design Literature

Year:
2024

Role:
Graphic Designer &
Editor

Tools:
InDesign and Digital Print



How We Read examines the first encounters of MA Graphic Media Design (MAGMD) students with graphic design literature and how their educational backgrounds shape their perceptions. The book presents an AI-facilitated comparative review based on data from 2023-24 MA GMD participants. It analyses three reading lists— Seminal, Disciplinary, and Positional; exploring the role of design literature, while establishing historical and theoretical connections and personal engagement with these ideas.

The different classifications of periodicals are divided into 3 main chapters in the publication. Keeping a consistent layout, the publication uses colour and typefaces to differentiate between each section.

Developed by Carlos Romo-Melgar and Bryony Quinn, this project stems from the Literature Review module at LCC, designed to help students shape their critical perspectives on design writing and its relevance to their practice.

Typeface

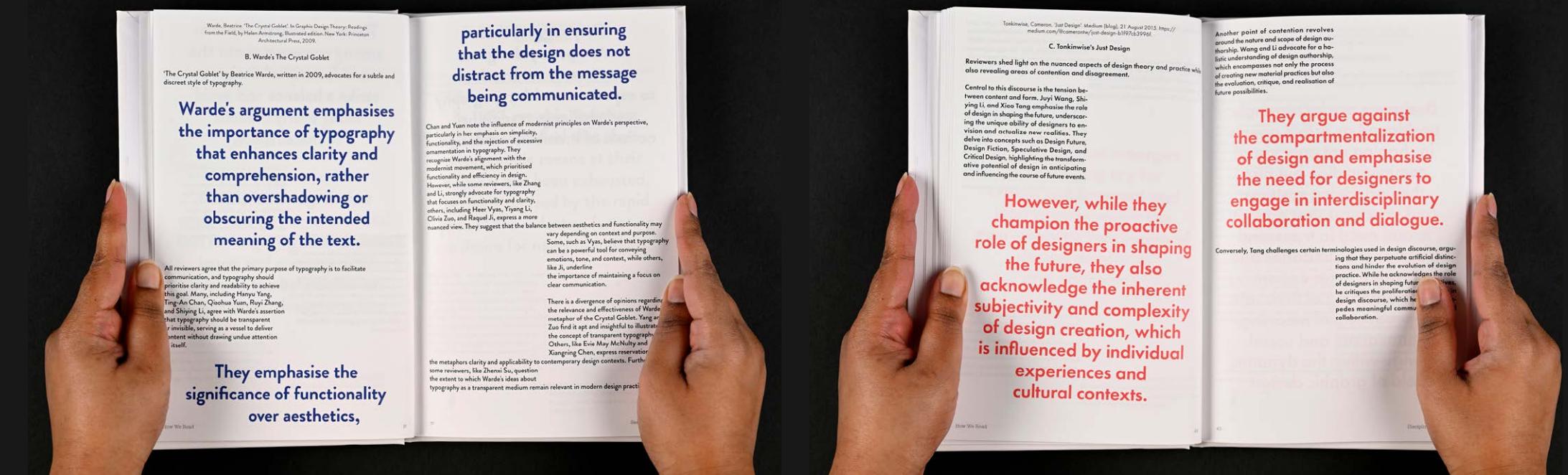
SEMINAL TYPEFACE:

Brandon Grotesque

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm Nn Oo Pp
Qq Rr Ss Tt Uu Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



DISCIPLINARY TYPEFACE:

Futura PT

Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz

1 2 3 4 5 6 7 8 9 0

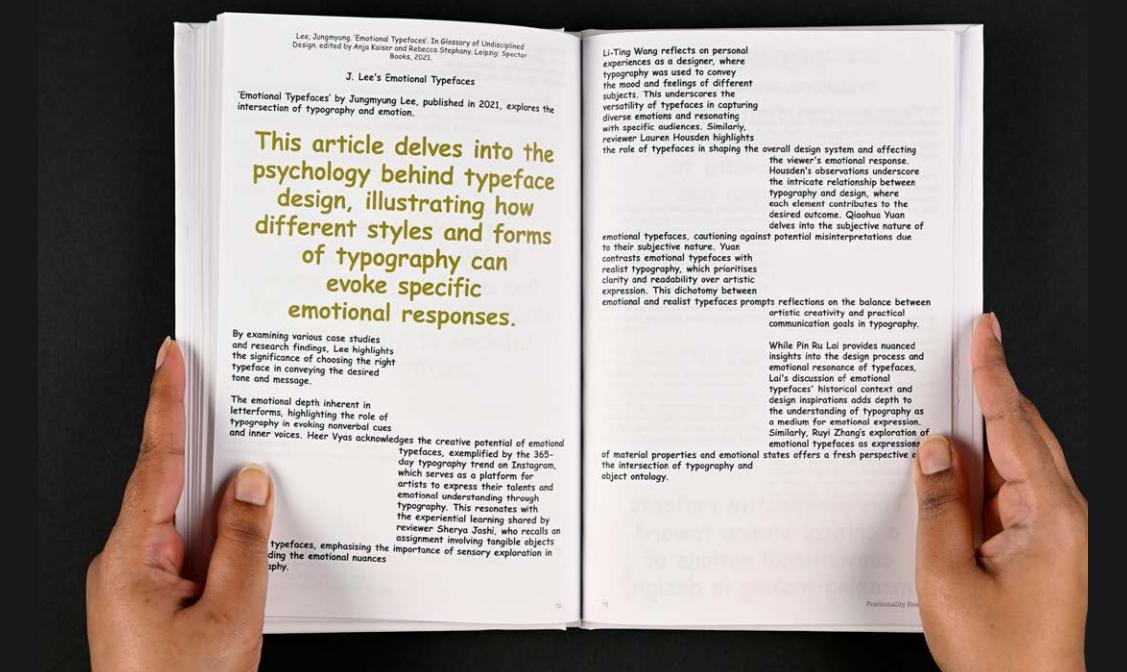
POSITIONALITY TYPEFACE:

Comic Sans

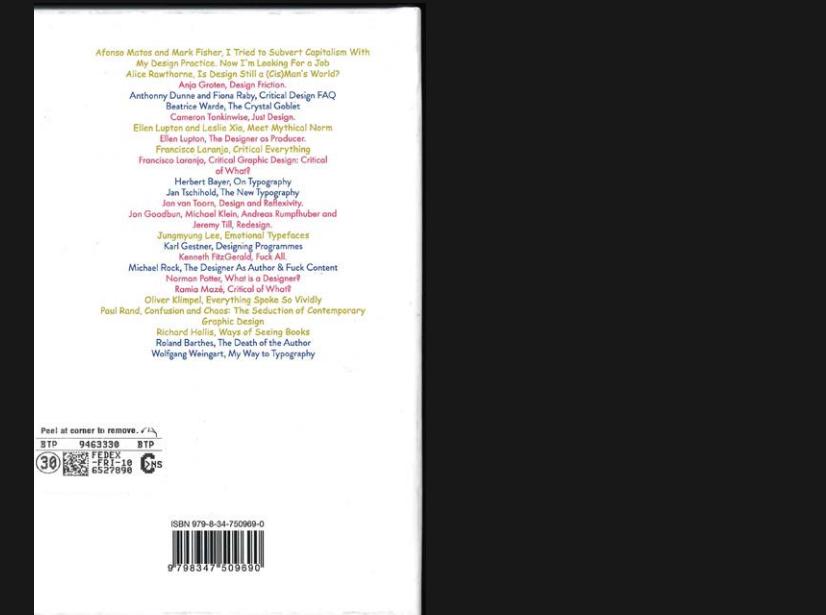
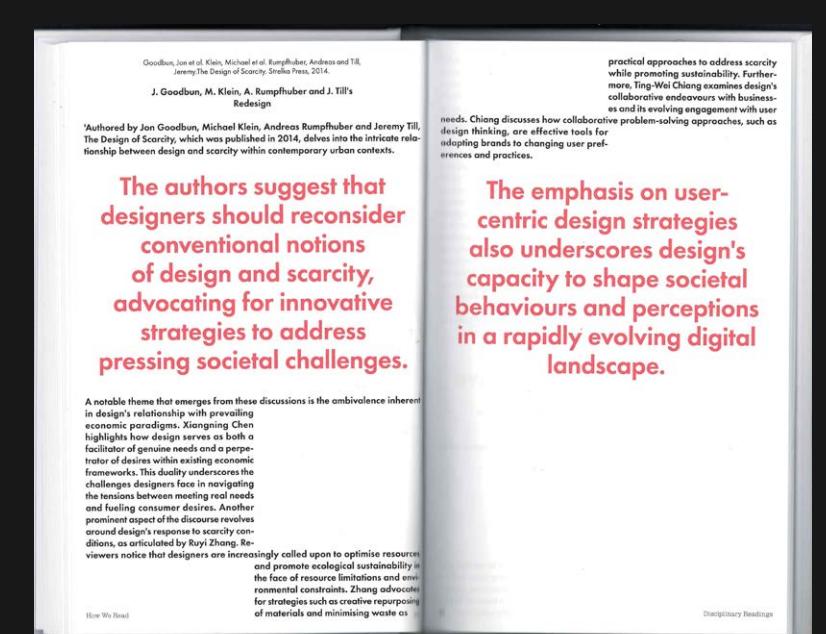
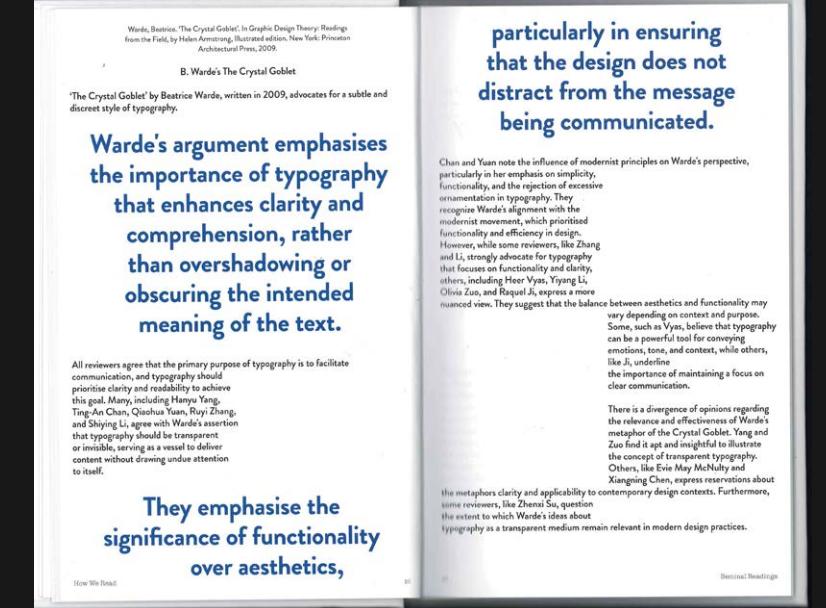
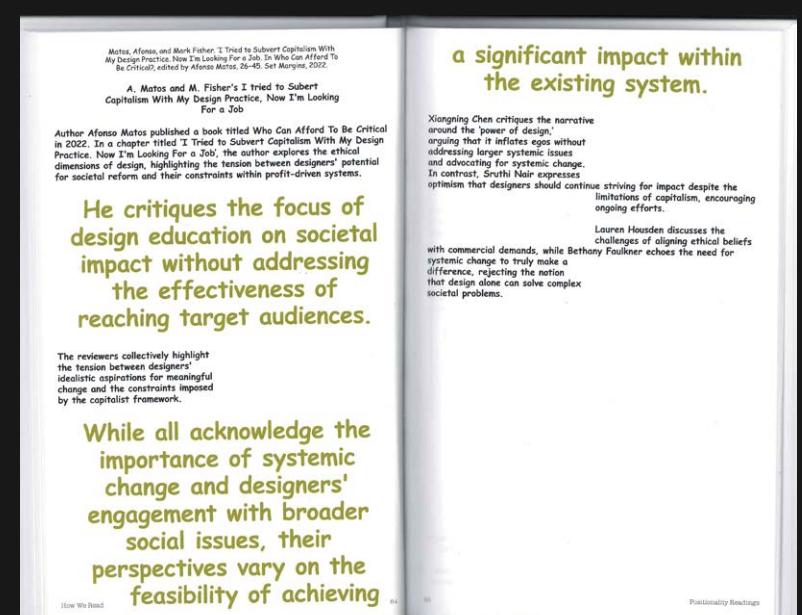
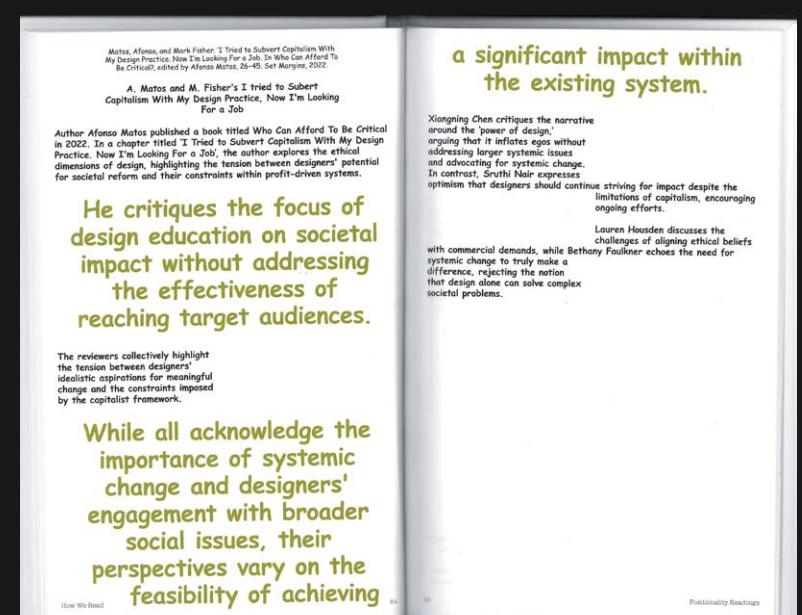
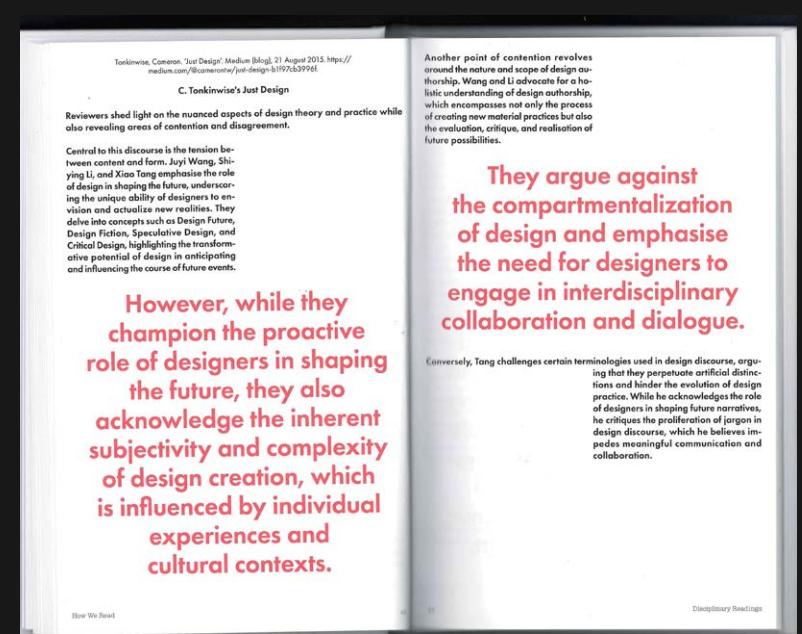
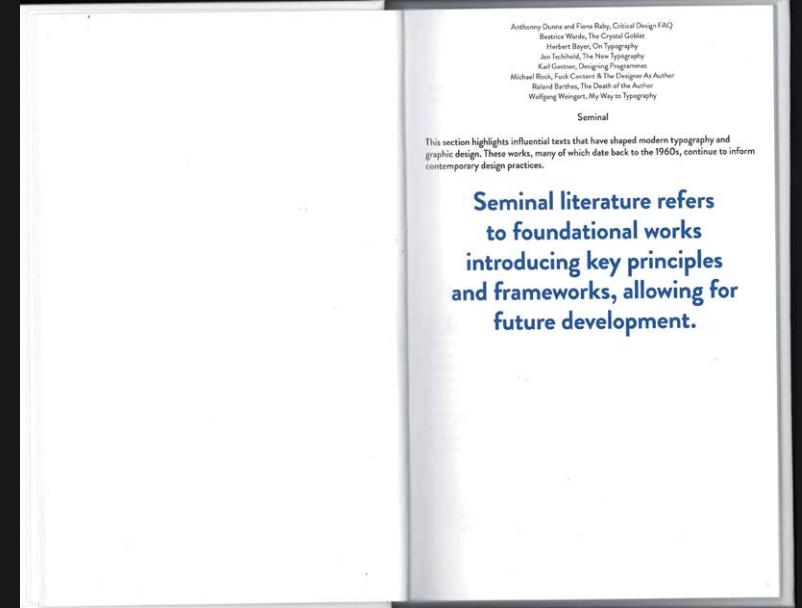
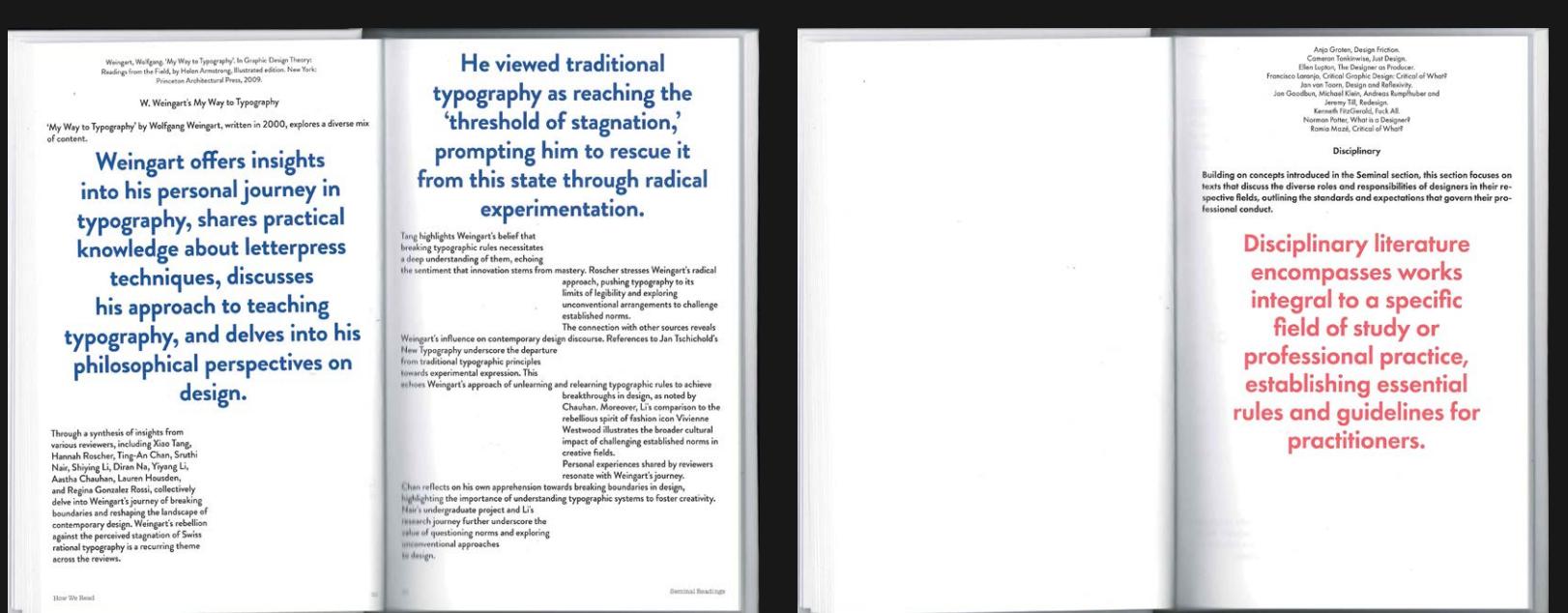
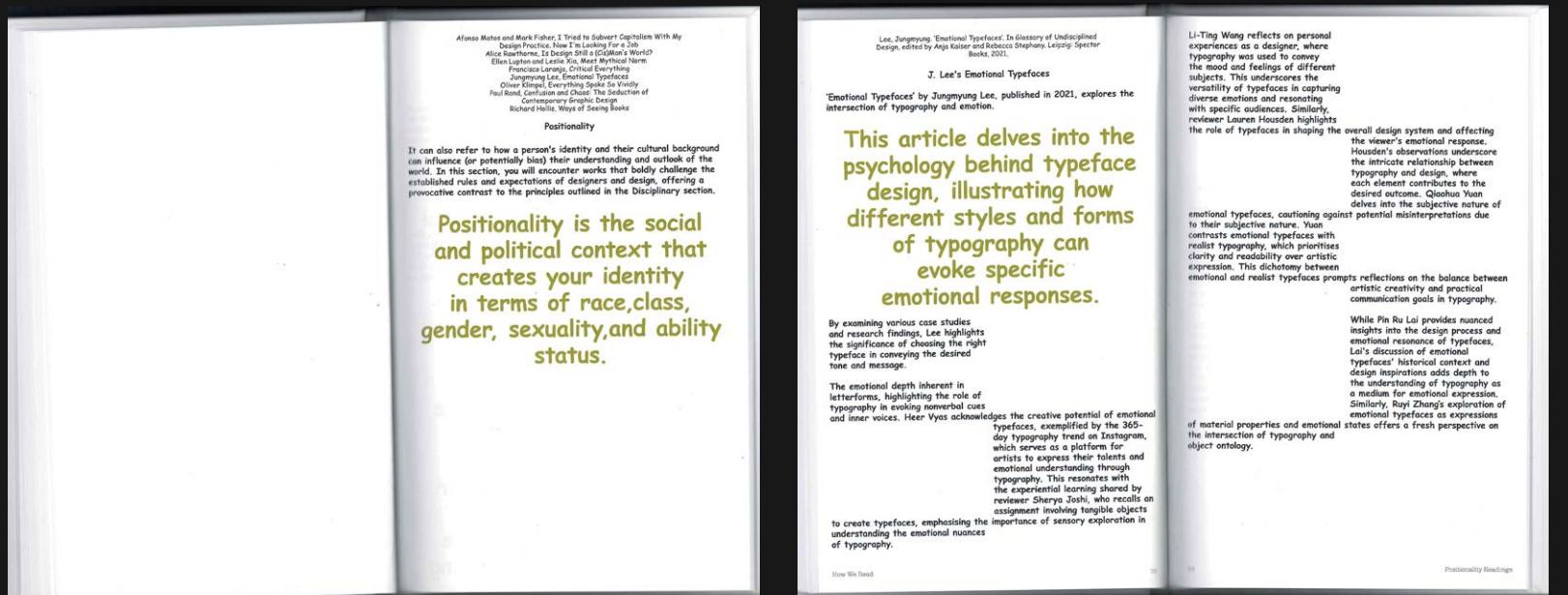
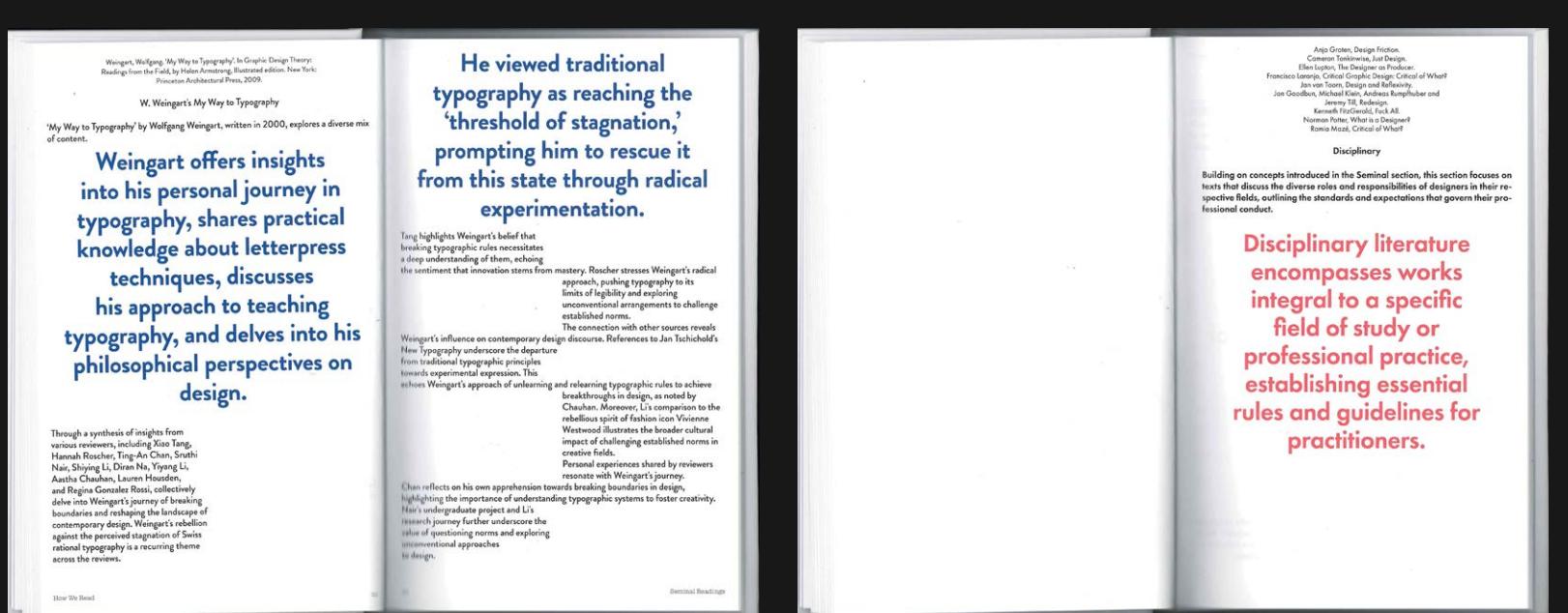
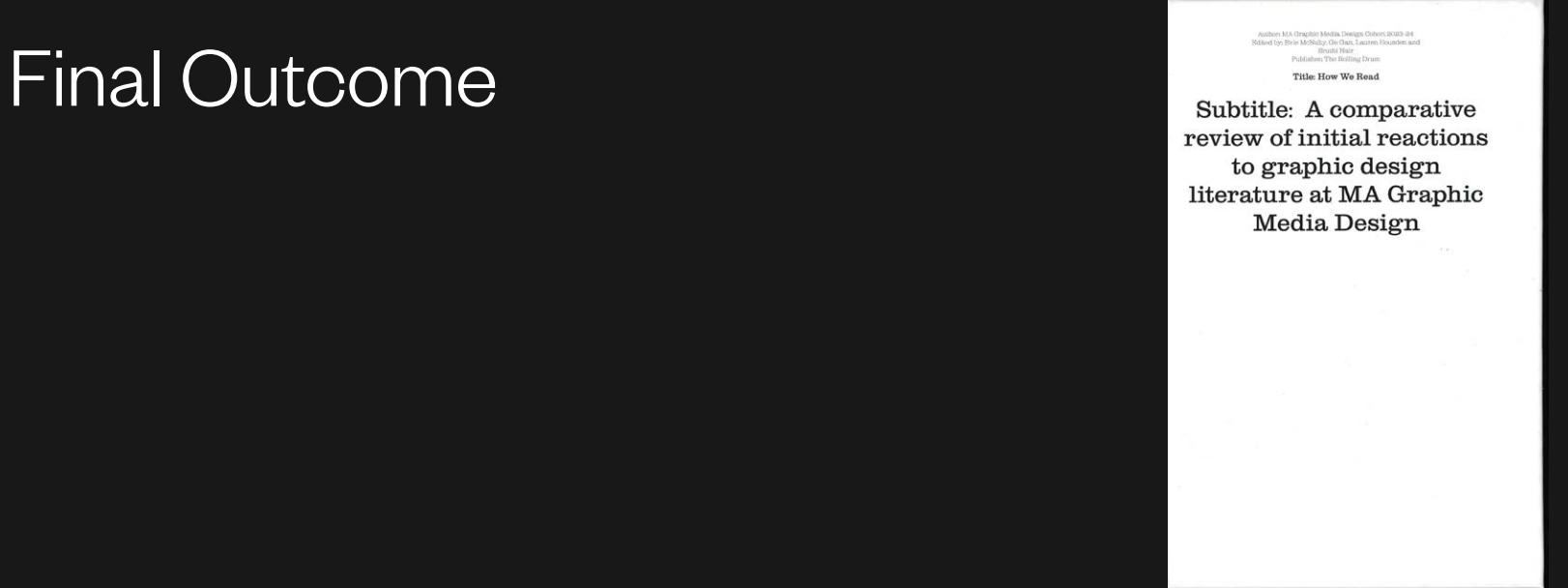
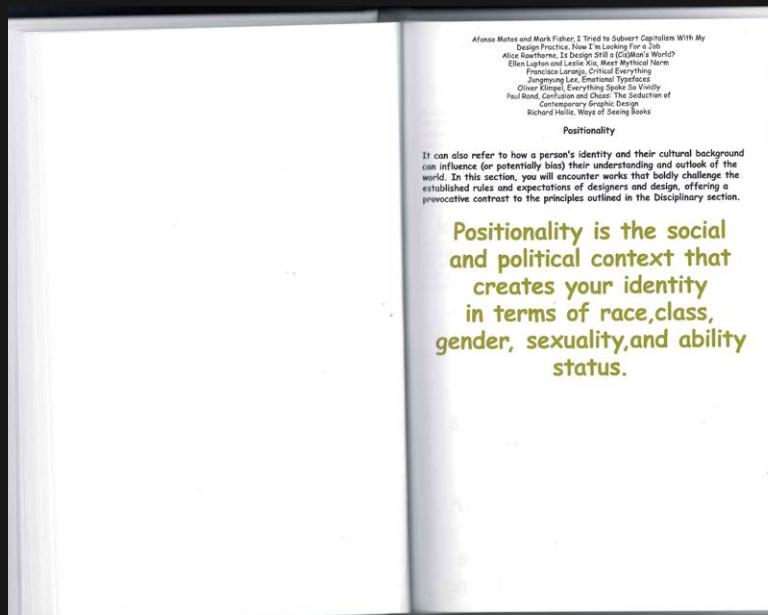
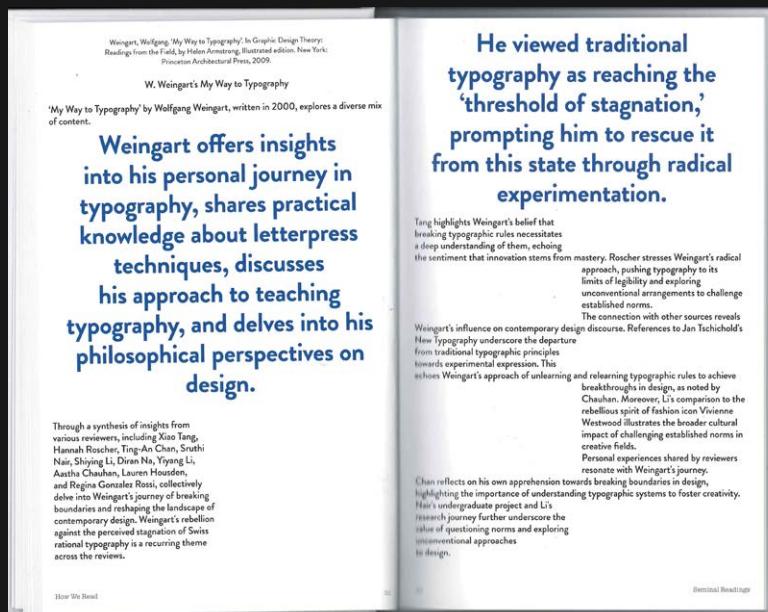
Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk
Ll Mm Nn Oo Pp Qq Rr Ss Tt Uu
Vv Ww Xx Yy Zz

1 2 3 4 5 6 7 8 9 0



Final Outcome



Ritz Carlton Hotel

Signage & Wayfinding | Environmental Graphics | Luxury Hotel

Year:
2022

Role:
Junior Signage
Designer

Tools:
InDesign, Photoshop and Illustrator



The Ritz-Carlton Hotel in Saudi Arabia required a bilingual signage system that balanced functionality, elegance and cultural authenticity. Currently under construction, the signage needed to accommodate Arabic and English while ensuring clarity, accessibility and a refined visual hierarchy.



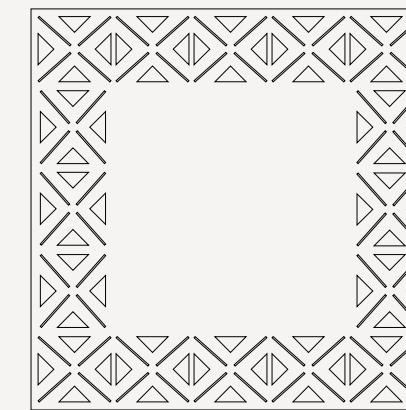
Drawing inspiration from Najdi architecture, the system referenced regional materials like mud brick, clay and stone alongside geometric patterns drawn from local design traditions. This approach ensured cultural sensitivity while aligning with the hotel's luxury interiors.

Typefaces and Visual Language



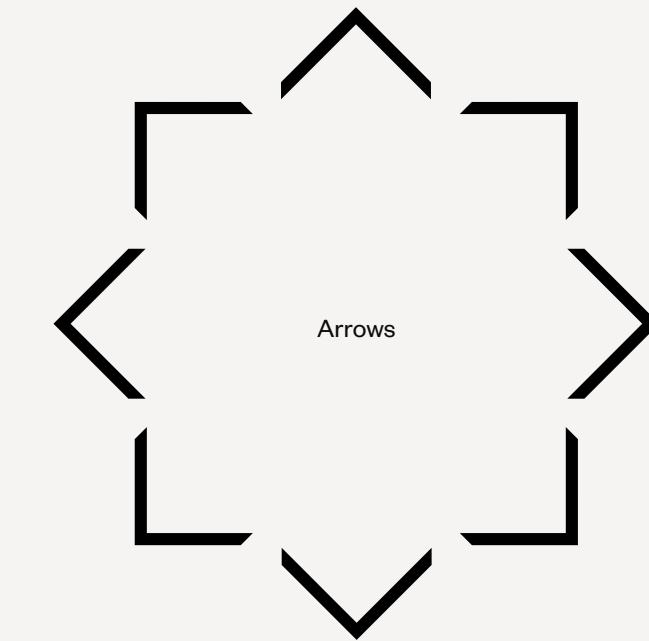
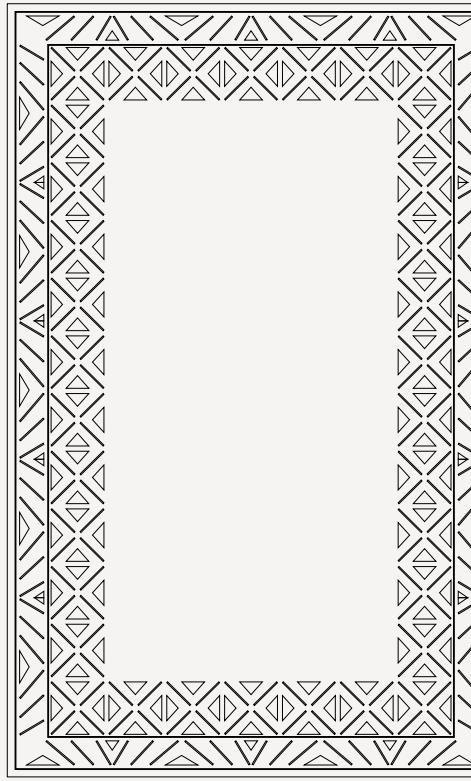
ARABIC TYPEFACE:
ITC Handel

جِي جِي جِي جِي

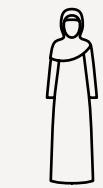


ENGLISH TYPEFACE:
Proxima Nova

Aa Aa Aa Aa



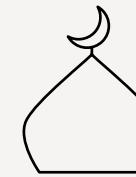
Male Restroom



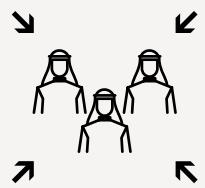
Female Restroom



Accessible



Prayer Room



Assembly Point



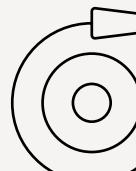
No Diving



No Smoking



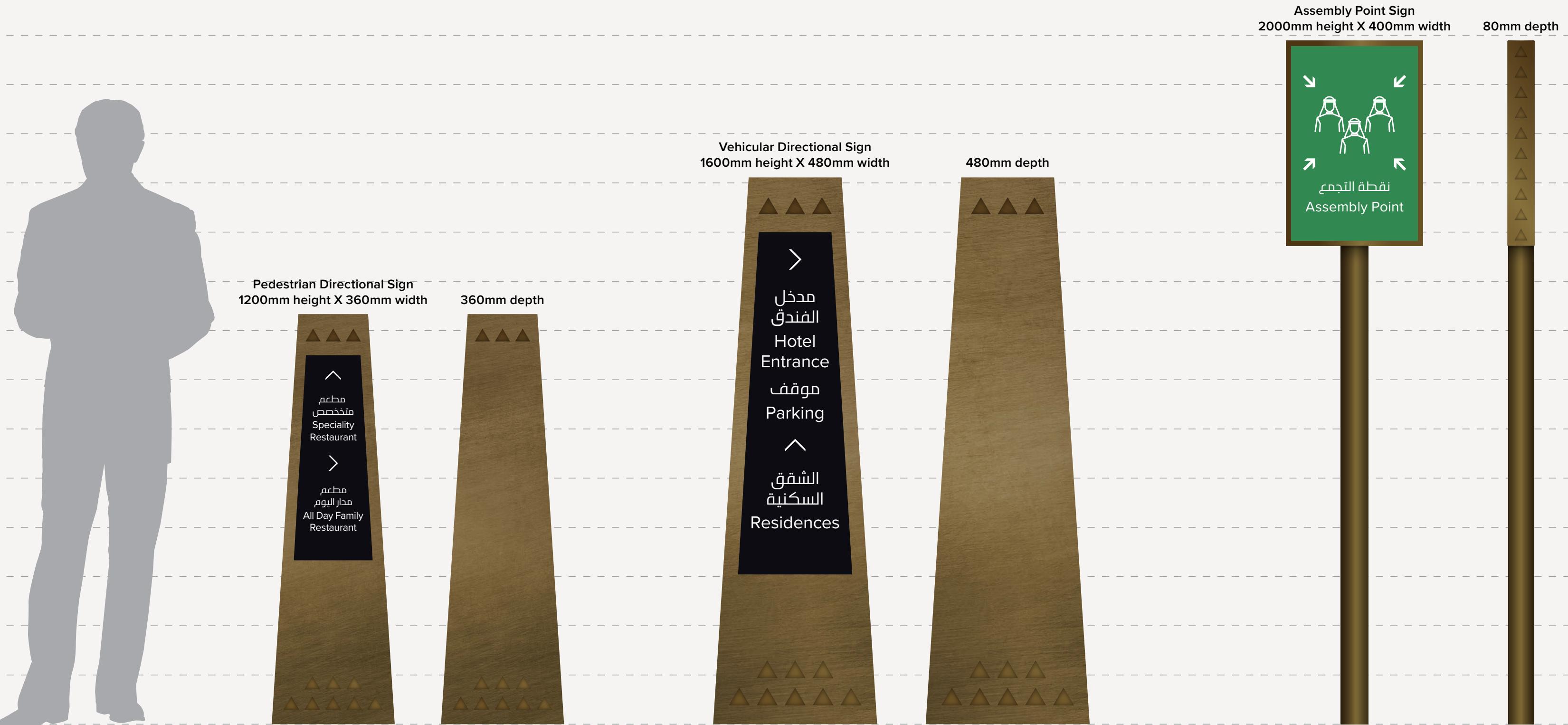
Fire Extinguisher



Fire Hose Reel

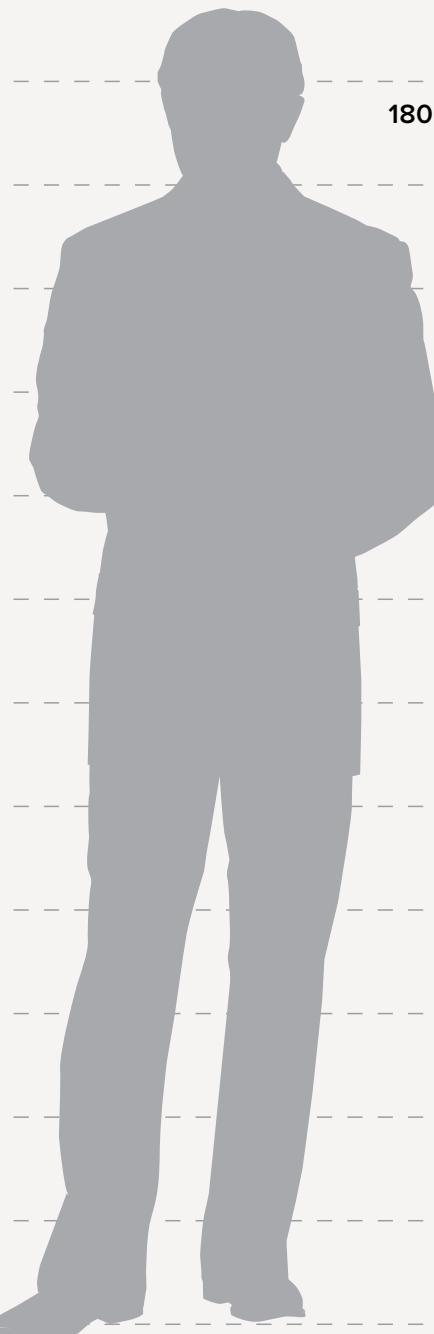
Signage Family

EXTERIOR SIGNS



Signage Family

INTERIOR SIGNS



Room Number Sign
180mm height X 180mm width



Restroom Identity Sign
290mm height X 220mm width

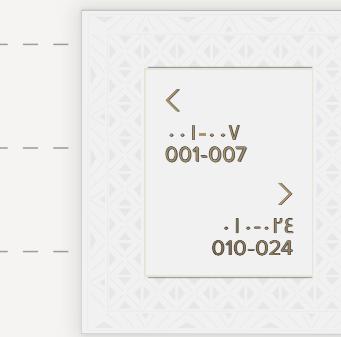


Male Restroom

Female Restroom

Prayer Room

**Room Number
Directional Sign**
500mm height X 380mm width



Lift Directory Sign
500mm height X 380mm width



Room Identity Sign
350mm height X 150mm width

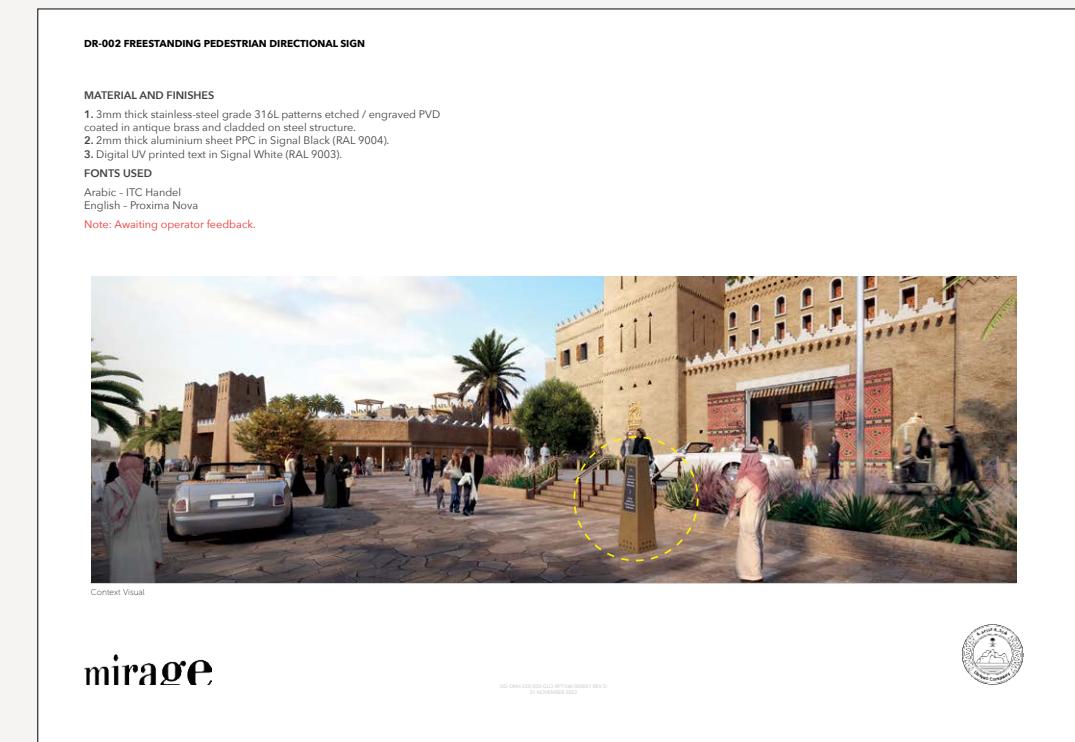
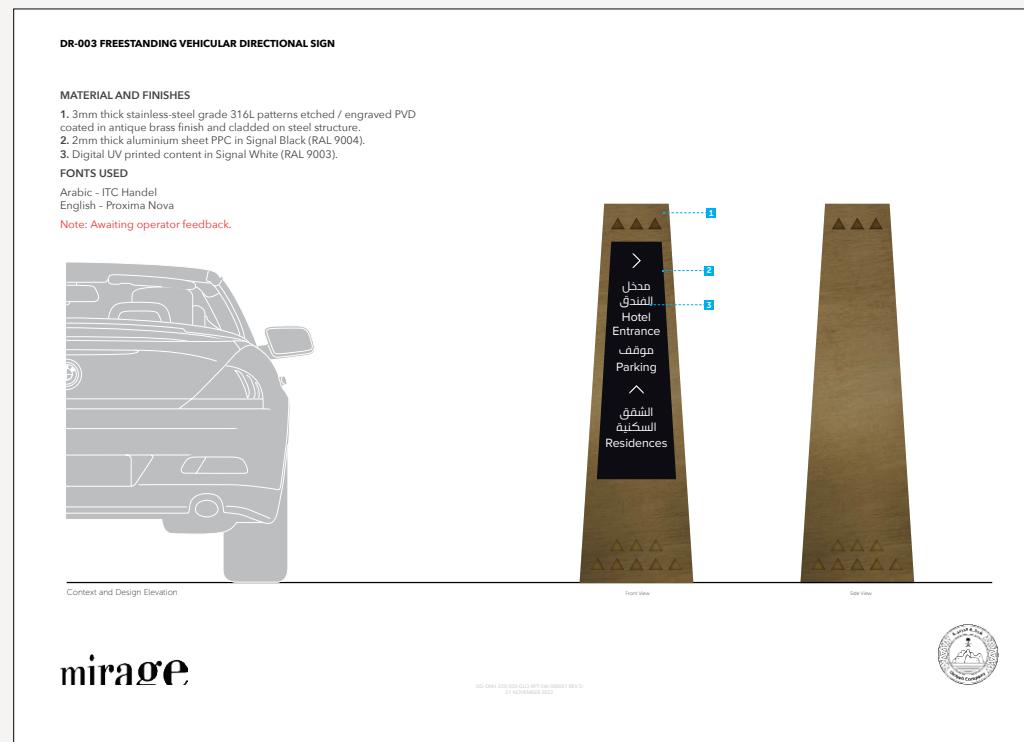
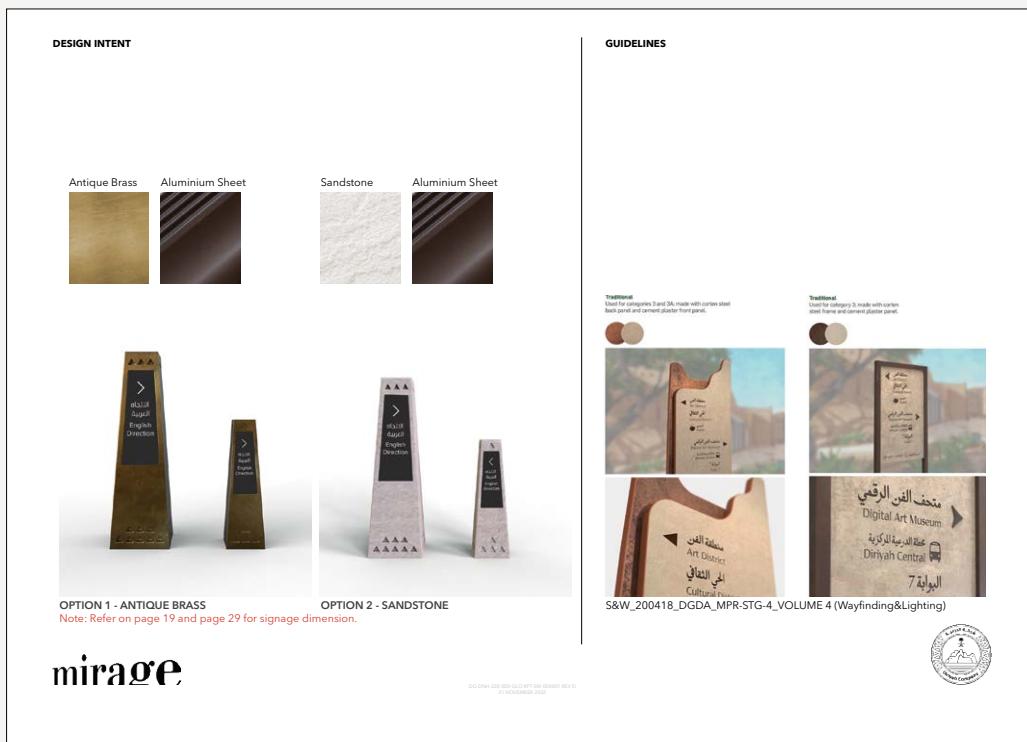
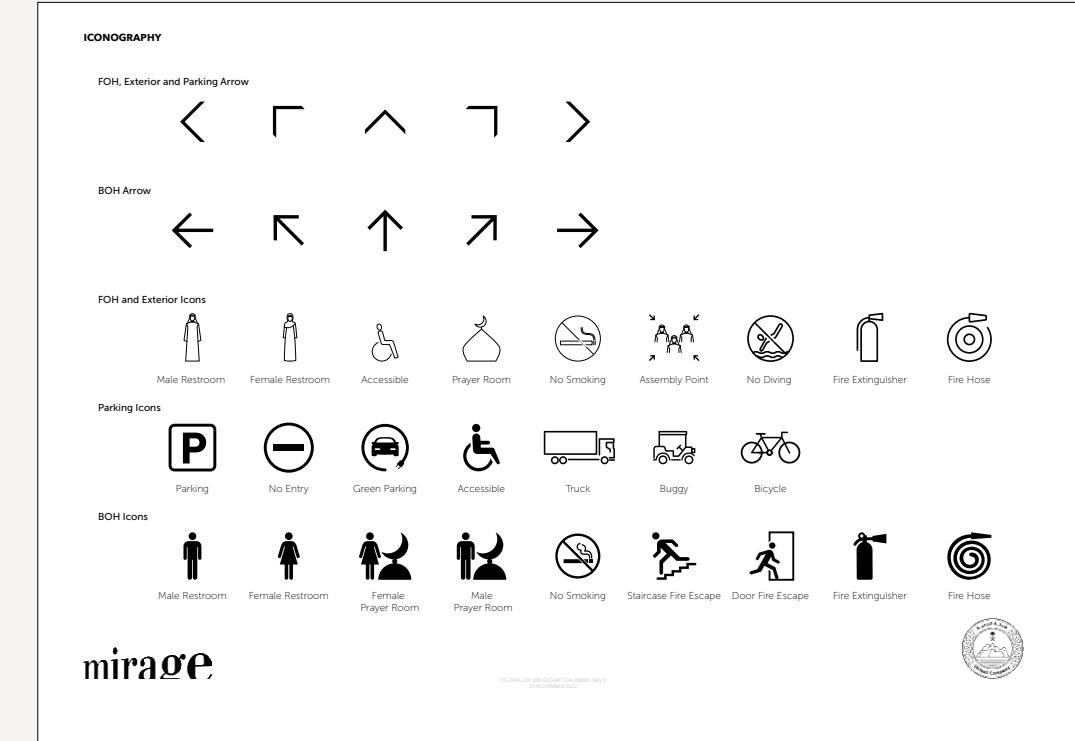
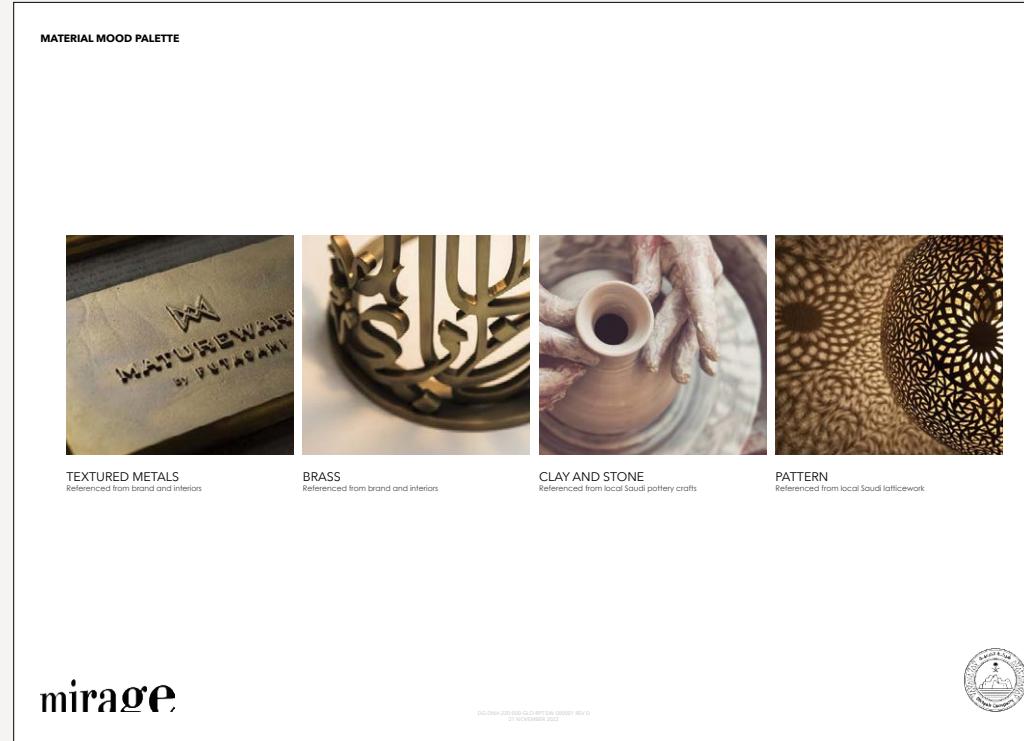


Fire Evacuation Sign
210mm height X 280mm width



Ritz Carlton

CONCEPT PROPOSAL



Marriott Taghazout Bay Resort

Signage & Wayfinding | Environmental Graphics | Luxury Hotel

Year:
2022

Role:
Junior Signage
Designer

Tools:
InDesign, Photoshop and Illustrator



Marriott Taghazout Bay Resort required a bilingual signage system that communicated effectively in French and English while maintaining clarity, elegance and a refined visual structure. The signage system needed to feel cohesive with the hotel's spatial identity and elevate the overall guest experience. It also required the consideration of cultural influence on the visual language and consistency in shaping wayfinding systems that were functional and aligned with Marriot's existing brand identity and experience.

Unlike other luxury hotels and resorts, the visual approach adopted was more minimalist while maintaining elegance within the signage family. Drawing from the region's local craftsmanship and the country's aesthetics, the design incorporated natural materials such as wood and Corian white marble to achieve a sense of understated luxury.

Typefaces and Visual Language



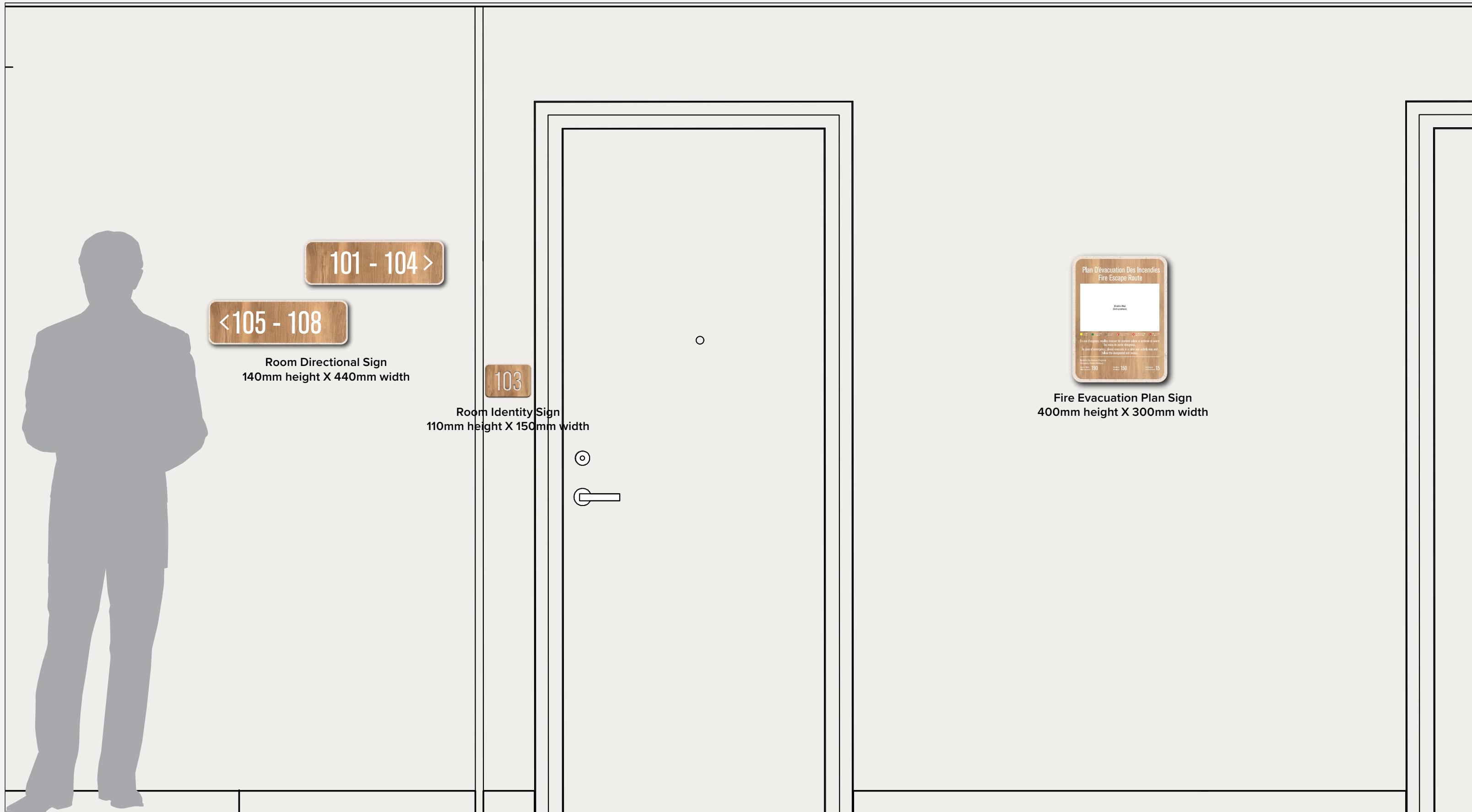
FRENCH + ENGLISH TYPEFACE:
Akzidenz-Grotesk BQ Condensed

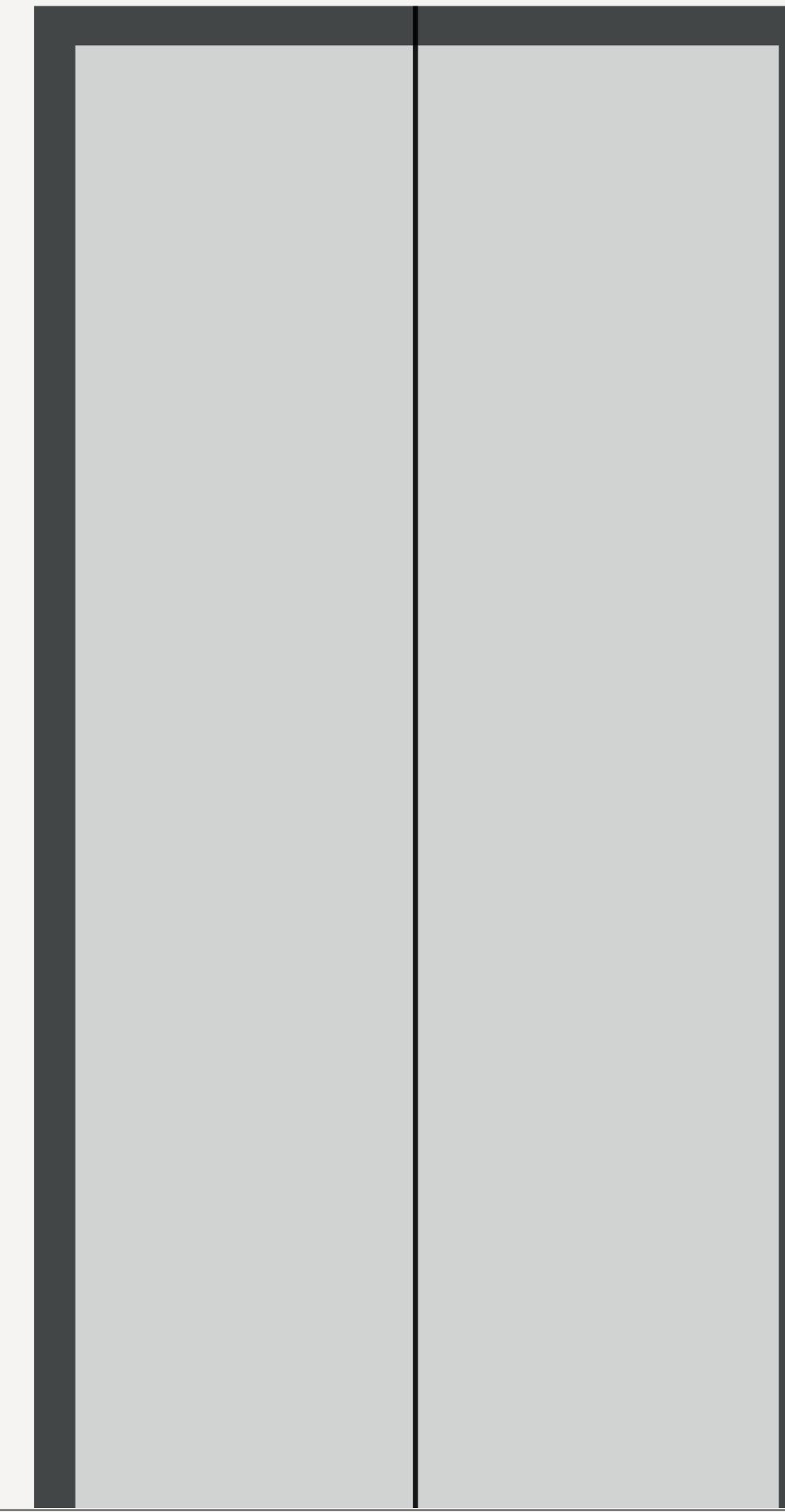
Aa Aa Aa Aa

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll
Mm Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww
Xx Yy Zz

1 2 3 4 5 6 7 8 9 0

Signage Family





G

Floor Level Sign
200mm height



Lift Directory Sign
900mm height X 300mm width



Wall Directional Sign
95mm height X 150mm width



Wall Directional Sign
500mm height



Washroom Sign
250mm height X 140mm width



Marriott Tagazout Bay Resort

CONCEPT PROPOSAL



ID-106 Restroom/Prayer Room Sign Panneau De Toilettes/Salle De Prière

MATERIALS
1. Corian white marble with sandstone finish.
2. Cut-out icon in wood finish.

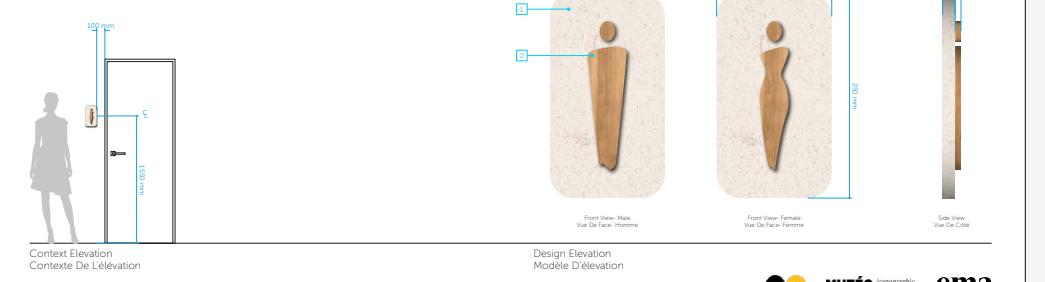
FIXATION
Mechanically fixed to wall.

Note - Elevation is a placeholder only.

MATÉRIAUX
1. Marbre en Corian blanc avec finition grès.
2. Icône découpée en finition bois.

FIXATION
Fixé mécaniquement au mur.

Remarque - L'élévation est un espace réservé uniquement.



DR-101 Room Directional Sign Panneau Directionnel De Salle



ID-103 Room Number Sign Plaque Avec Le Numéro De Chambre

MATERIALS
1. Corian white marble with sandstone finish.
2. Natural wood.
3. Cut through numbers.

FIXATION
Mechanically fixed to wall.

MATÉRIAUX
1. Marbre en Corian blanc avec finition grès.
2. Bois naturel.
3. Découpe à travers les chiffres.

#00 Material References Matériel Références



AD-105 Disclaimer - Sauna/Steam Avis De Non-Responsabilité - Sauna/Hammam

MATERIALS
1. Dark brass sheet.
2. Etched and infill content in Signal White (RAL 9005).

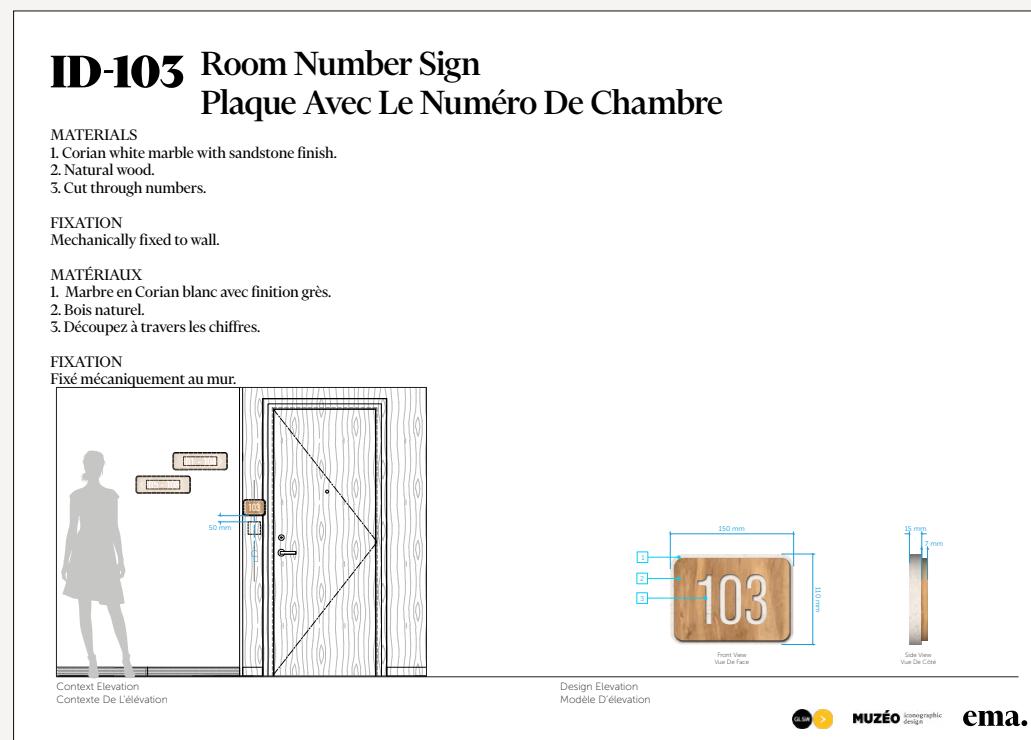
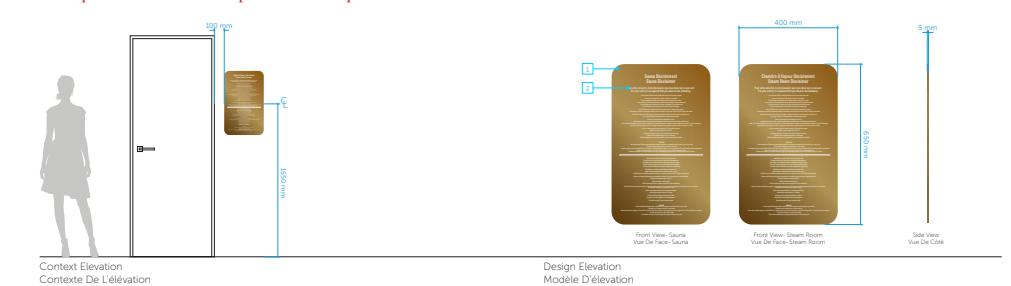
FIXATION
Mechanically fixed to wall.

Note - Elevation is placeholder only.

MATÉRIAUX
1. Feuille de laiton foncé.
2. Contenu gravé et garni en Blanc De Sécurité (RAL 9005).

FIXATION
Fixé mécaniquement au mur.

Remarque - L'élévation est un espace réservé uniquement.



Let's work together

A multidisciplinary designer exploring design as a tool for storytelling, critical inquiry and cultural reflection. Her experience spans corporate design, printmaking, signage & wayfinding and research, with a particular focus on cultural representation in media.

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