

Visual Informational Identity for

# CORONAVIRUS

pandemic is the defining global health crisis of our time and the greatest challenge we have faced since World War Two. The virus has now spread to over 200 countries and territories across the globe, and was characterised as a pandemic by the World Health Organization.

This project is to create a strong Identity through Visual representation of the Coronavirus reflecting its personality as a harmful virus.



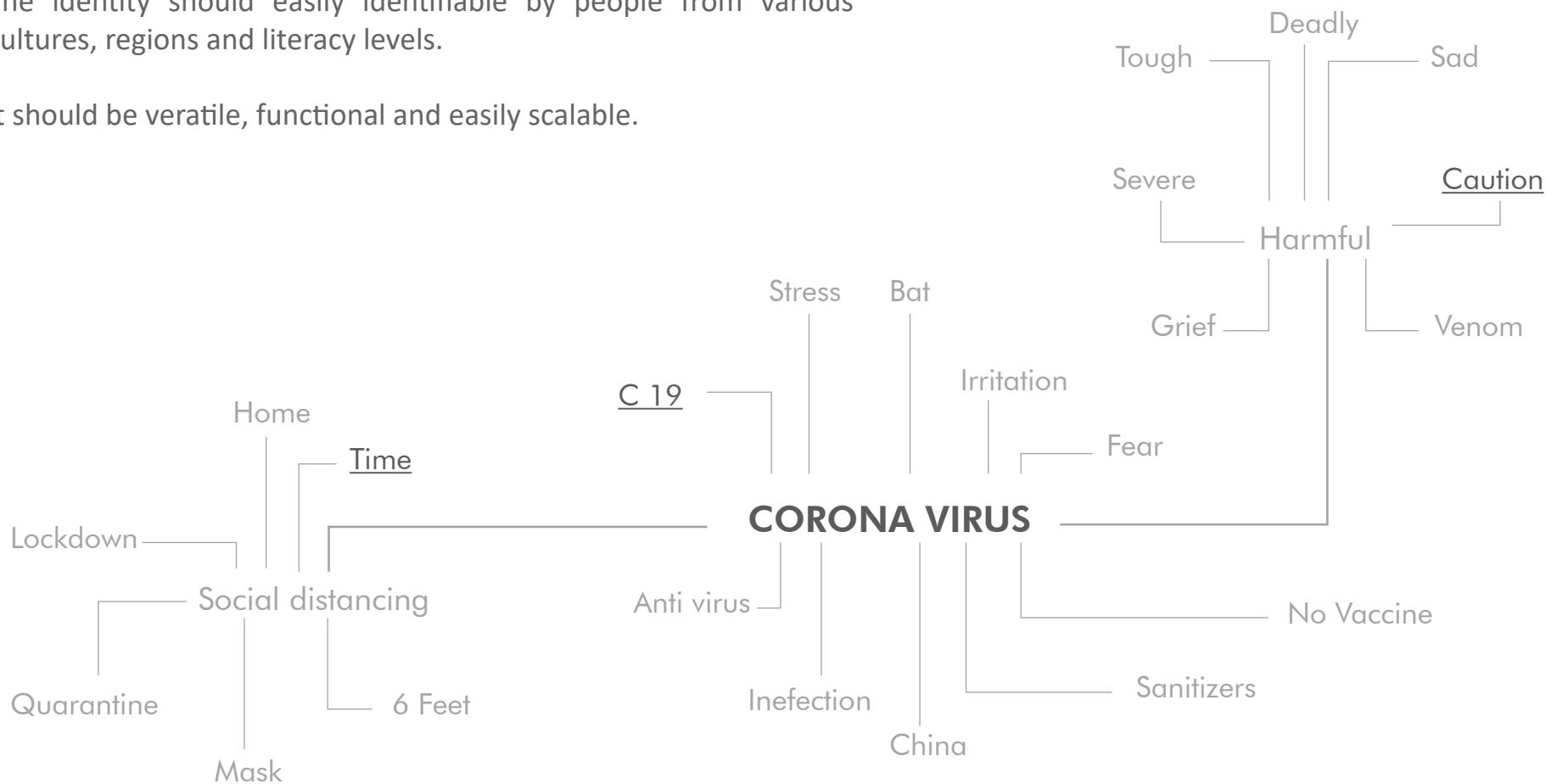
Designed by **Utsav.**  
NIFT, Patna.

# THE IDEA BEHIND

The idea is to make the visual identity minimal which can be used at various platforms.

The identity should easily identifiable by people from various cultures, regions and literacy levels.

It should be veratile, functional and easily scalable.

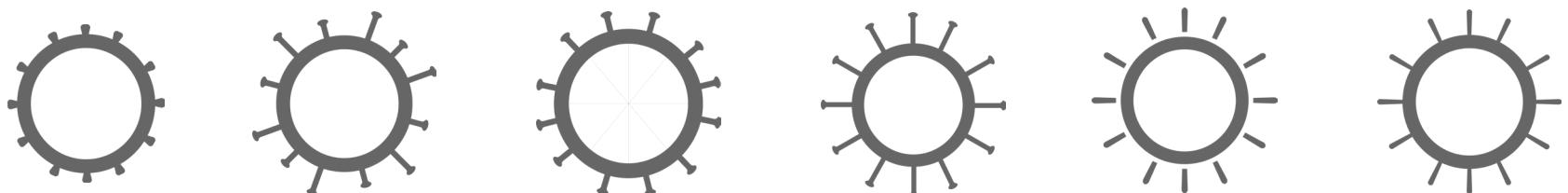


# FORM CREATION

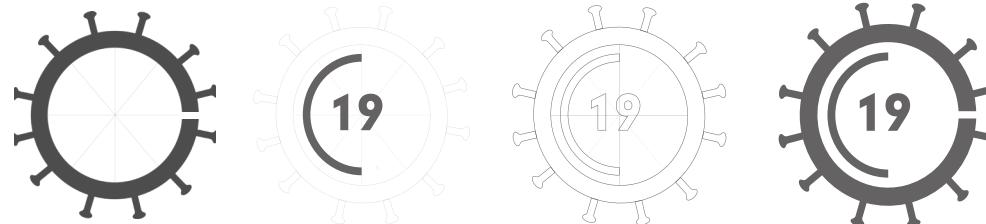
People across the globe have a existing shape for virus. This helped in creating the form for identity for coronavirus from keywords derived from brainstorming.

In line with idea, the form is kept simple. The final form is easily communicable and understandable by the masses.

This identity can be used via print and digital media. It can also be used on the protective tools, garments and Identity cards for health caregivers.



Various form explorations



Selected form



### Green Zone

Low risk area.



### Orange Zone

Moderate risk area.

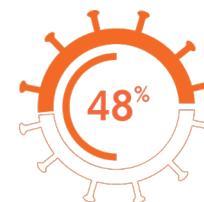


### Red Zone

High risk area.



Low threat level



Moderate threat level



High threat level



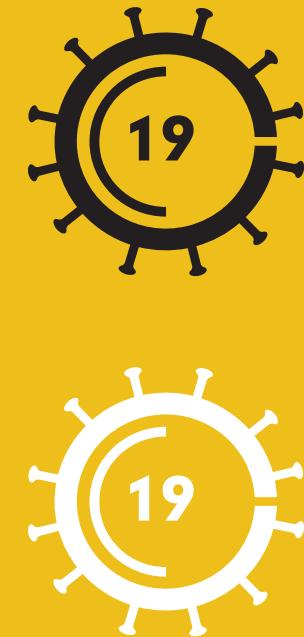
Verified Safe



Stay home



Lockdown



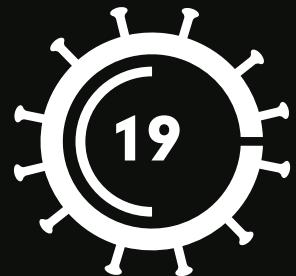
Identity used as Signage  
at various public places.



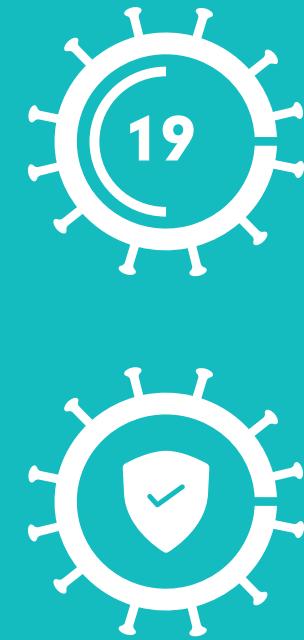
Identity can be used at various shops and public places to show the threat level.



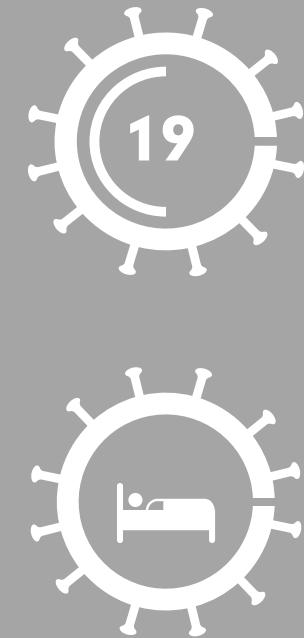
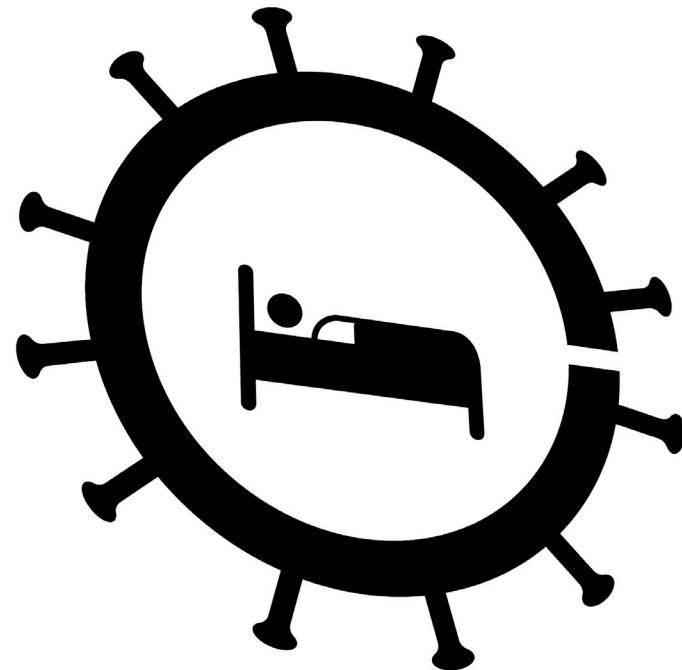
Identity is versatile and can be used in mobile applications or devices like smartwatch to show threat level percentage and respective precaution.



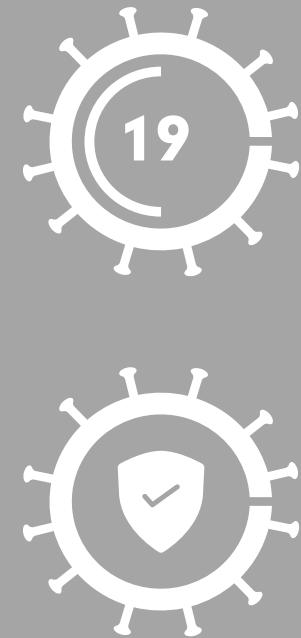
Identity can be used at  
busy public places like  
airport, railway stations  
as a reminder.



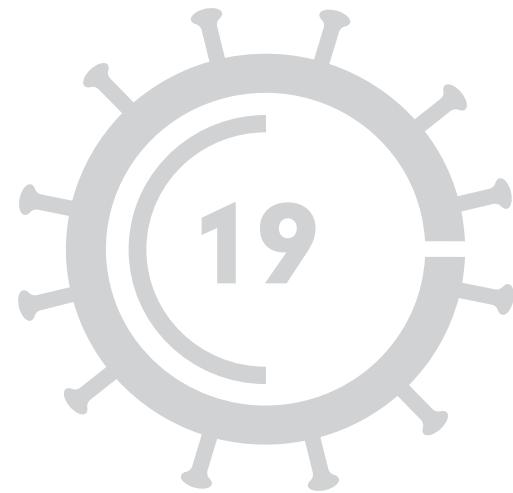
Identity can be used  
for protective tools and  
garments.



Identity can be used in hospitals in quarantine zones.



Identity can be used for badges and identity cards for volunteers and health caregivers.



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