

**The identity must be able
to communicate virus**

quarantine

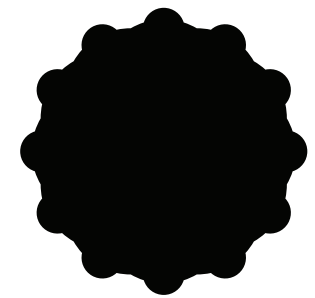
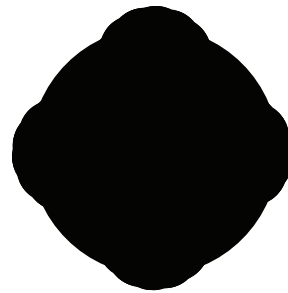
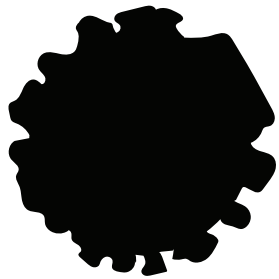
social distancing.

while being universally relatable

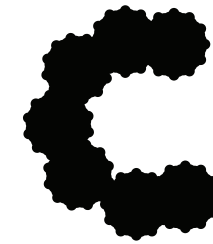
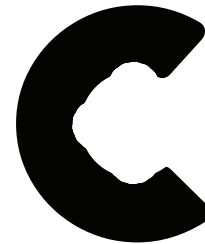
able to visually relay information

true to the nature & impact of Covid - 19.

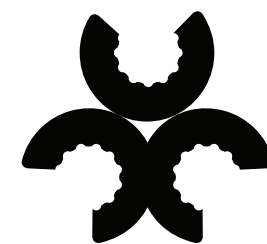
Context
Basics



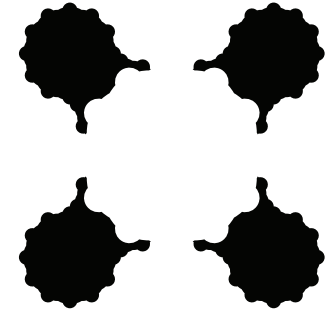
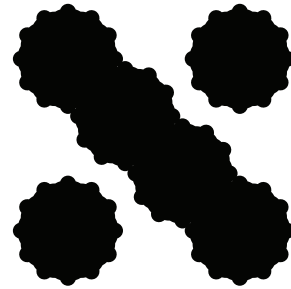
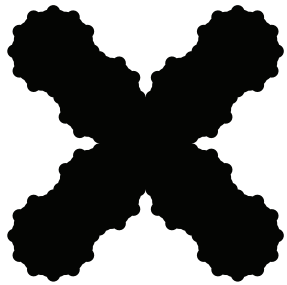
I understood that there exists an image of the structure of the corona virus which has crown like shapes on the surface. I wanted to stay true to that shape since the widely circulated image has left an impression in the minds of people & is widely recognised.



After reaching a simplified version, I wanted the identity to retain the characteristics of Covid - 19 & the impact on people. I realised that the forms generated till now were very generic and the others did not convey the seriousness of the virus.



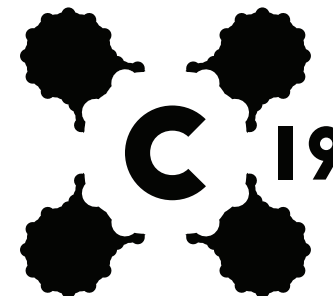
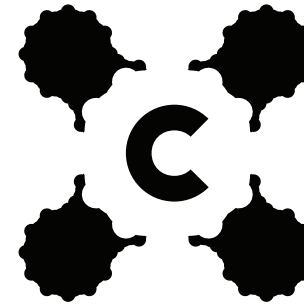
FORM



In one of my experiments, I developed a form which arose from the lack of social contact and the forced lockdown state that I, as a citizen of India, was in.

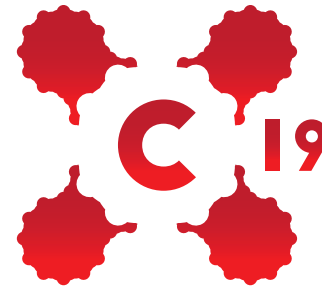
The form very clearly depicts that the virus is highly contagious and that if it spreads, we'll be locked in forever. As a person facing a global pandemic for the first time, much like the millennial population of the world, I felt like the form communicating lockdown and the contagious nature of the virus would very well be able to get people to relate to this symbol for the Covid - 19 pandemic.

FORM



I realised that areas needed to be demarkated on the basis of intensity of the virus in a particular area calculated through the total number of infected cases and taking into account new cases from that particular area. This was put into action by the Indian Government as well.

The colour differentiation can easily inform people about the severity of Covid-19 in the area they're about to enter in or are in already.



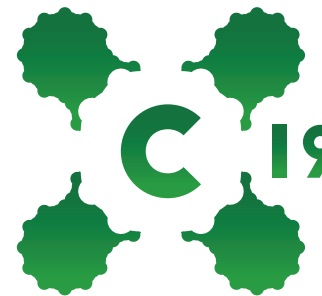
Red zone

The severity in this zone is high and the number of cases may be on the rise.



Orange zone

The number of cases is moderate and new cases have rarely been reported. We recommend you to be careful.



Green zone

This area is relatively safe and has a very low number of active cases. There are no new cases.

CON



Threat levels at
Vile Parle East are



You are currently safe!



Airport



Capitol



Bank





You're about to
enter a Covid-19
Red Zone.

Make sure you're prepared and
take the necessary precautions.



If you feel like you need help,
please reach out at 911.

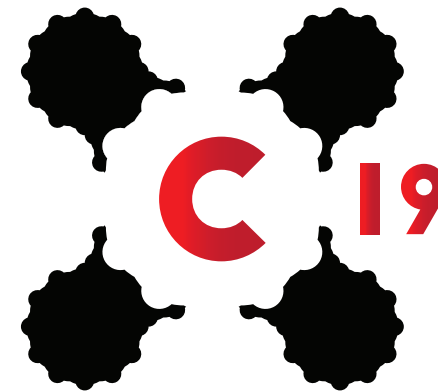
Severity



I feel like the identity is fluid enough to be deployed in a vast arsenal of media and surfaces to communicate different things; thereby creating a rich visual language that is immediately recalled by people after repeated viewing.

I hope that the identity comes into practical use and helps communicate information efficiently throughout the world.

I'm glad I got the opportunity to work on this challenge and it has given me a platform to create actual change through design which is what I've always strived to do. I'd love to continue working on the identity / create more things & I eagerly await your feedback.



Stay safe & take care.

Information Collection

Harmful & Serious.

Can cause anything between mild respiratory issues to severe fever and respiration problems.

The corona virus is a large family of viruses.

The virus.

Can very easily spread through droplets of saliva or discharge from the nose.

Quarantine.

Lack of testing kits which makes us unaware as to who is infected.

Social distancing, i.e staying 6 feet away to prevent transmission.

You can be immune to the virus but still be a carrier.

Currently has no vaccine / cure.

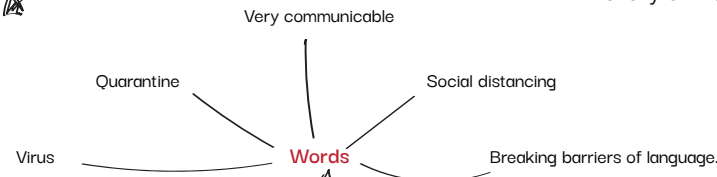
Fear & Irritation.

Taking a toll on people, even psychologically, in some countries due to restrictions imposed by the government to prevent widespread.

Critical stage; hence country wide quarantines.

Colour.

Some countries are dividing districts into zones and colour coding to know the intensity of the threat.



The identity.

Dynamic / fluid for information representation.

Different from any other virus, i.e communicate characteristics specific to Covid - 19 / its impact.

Something that is remembered.

A form that is universally understood.

Easily interchangeable between colours so as to demarcate zones.

Something everyone can relate to.

Studies & Articles

Initial Report on Covid-19

<https://www.who.int/dg/speeches/detail/who-director-general-s-opening-remarks-at-the-media-briefing-on-covid-19---11-march-2020>

Structure, Function & Evolution of Corona Spike Proteins

<https://www.annualreviews.org/doi/10.1146/annurev-virology-110615-042301>

Covid 19 - New Scientist

<https://www.newscientist.com/term/covid-19/>

Everything you should know about the Corona Virus 2019

<https://www.healthline.com/health/coronavirus-covid-19>

Design Elements

Montserrat Font Family

<https://fonts.google.com/specimen/Montserrat>

Mockups - 1

<https://www.anthonyboyd.graphics/mockups/2/>

Mockups - 2

<https://mockups-design.com/>