

H E L

TASK

The task set was to redesign a logo along with the identity items that would represent a brand new home appliances company.

WORK ON BRAND IDENTITY

CHANGE LOGO INTO A SIMPLE FORMAT.

MAKE IT NOT TO READ AS HELL.

SELECT A COLOUR SCHEME AND TEXT FONT TYPE.



HEL



Address Address Address Address Address Address Address Address

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Customer care
+91 85939 00090

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AKSHAY

+91 8975 562 475
akshay@hel.com

www.hel.com





HEL



HEL



ELECTRIC KETTLE

HEL

2
YEAR
WARRANTY



The HEL Electric Kettle is made from high quality stainless steel and is built to last. It has a soft touch handle, insulated walls, a water level gauge and an adjustable temperature. It is the perfect choice for your home and office.

There is no better choice than HEL.

Boil dry protection
Soft touch handle
Insulated walls
Water level gauge
Adjustable temperature

ELECTRIC KETTLE

HEL

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2
YEAR
WARRANTY

HEL

ELECTRIC KETTLE



YEAR
2
WARRANTY

The HEL Product portfolio includes a wide range of electric water heaters for residential and commercial purposes to suit various requirements, usage, capacity and living conditions. The electric heaters from HEL are of two types Instant water heaters and Storage water heaters.

There is no better choice than HEL

- Boil dry protection
- Soft touch handle
- Insulated walls
- Water level gauge
- Adjustable temperature



John Kerry with top German counterpart, Frank-Walter Steinfurter, on Sunday.

McDONALD'S MOVES TO HELP MICHIGANS
The fast-food giant is asking proprietors to donate advertising space to the United States' food program. PAGE 18

HEL

ELECTRIC KETTLE



The HEL Product portfolio includes a wide range of electric water heaters for residential and commercial purposes to suit various requirements, usage, capacity and fitting conditions. The electric heaters from HEL are of two types: instant water heaters and storage water heaters.

There is no better choice than HEL

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workers. nytimes.com/politics





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PRINT MEDIA

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HEL



There is no better choice than HEL

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**Free hot water
forever!!**



www.hindustanenergy.com

HINDUSTAN SOLAR WATER HEATER

The HEL Product portfolio includes a wide range of electric water heaters for residential and commercial purposes to suit various requirements, usage, capacity and living conditions.

The electric geysers from HEL are of two types Instant water heaters and Storage water heaters.



INDIA'S TRUSTED BRAND

There is no better choice than H E L.

HEL
CONNECTING TOMORROW

THANKS