

STEPS

03

**CONCEPT
CREATION**

CONCEPT

LOST TO EXTINCTION

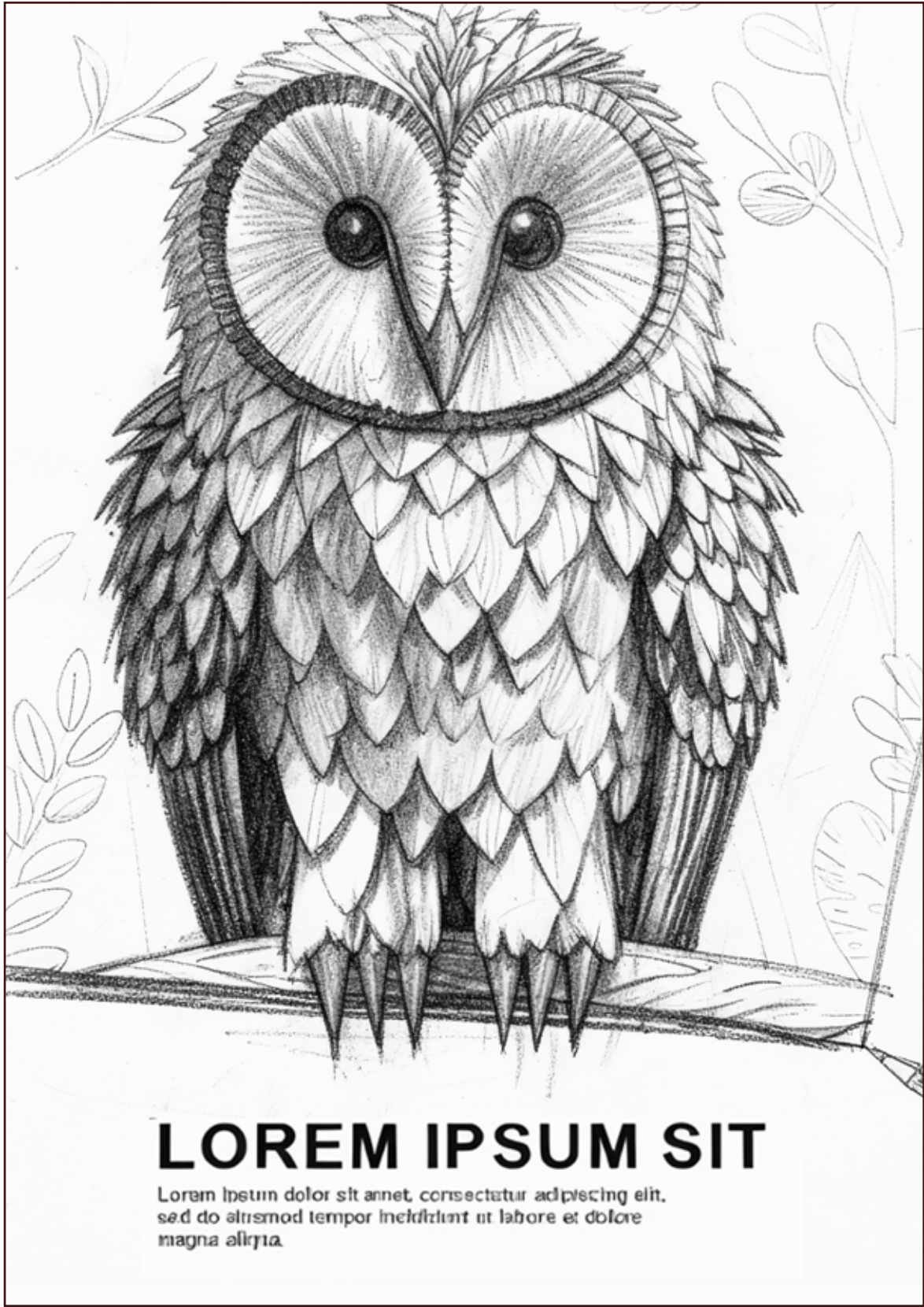
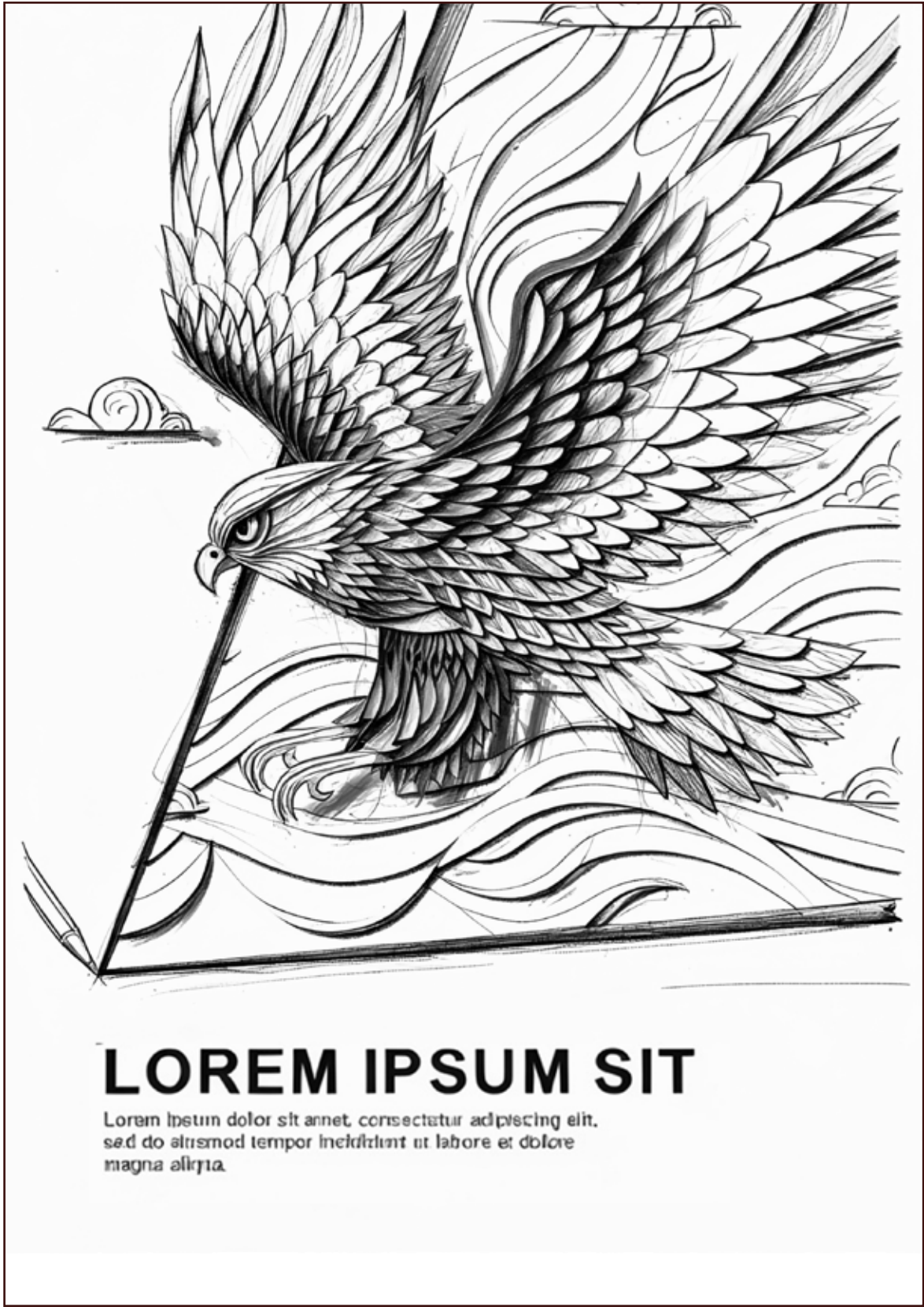
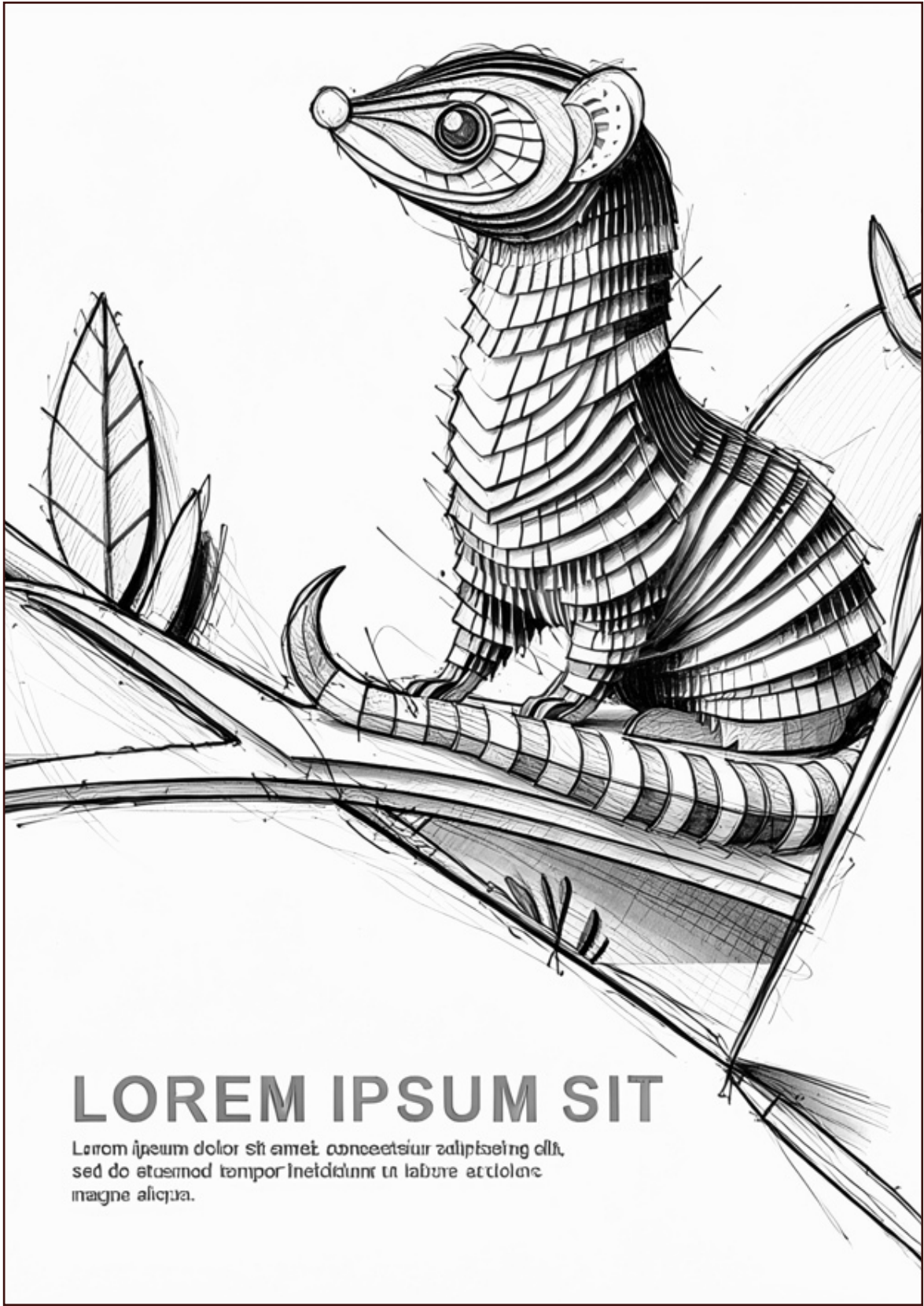
CONCEPT BRIEF:

If we fail to protect wildlife today, tomorrow's generations will meet them only as sketches in books or soulless robotic replicas in parks. Imagine a jungle without its roar, deserts without their humps, skies without sweeping wings. Extinction isn't just their loss — it's a tear in the tapestry of life that sustains us. Real animals nurture balance; lifeless imitations can't. Saving them is saving ourselves.

TARGET GROUP:

Classes 5 to 8 (Students aged 10–14 years)

CONCEPT



CONCEPT

WILD WITHIN US

CONCEPT BRIEF:

From striding with a lion's fearless poise to thinking sharp as a fox, humans have long looked to wildlife to mirror strength, grace, and instinct. We draw courage from the tiger, foresight from the eagle, speed from the cheetah. These creatures don't just roam the wild — they live within our spirit, inspiring us to walk taller, think keener, and see further. Their raw essence stirs something deeply human: a primal spark that reminds us who we could be.

TARGET GROUP:

Classes 2 to 6 (Students aged 08–12 years)

CONCEPT



CONCEPT

RHYTHM & ROOTS

CONCEPT BRIEF:

From the elegance of Bharatanatyam to the pulse of hip-hop, this series celebrates dance as the pure language of motion. Each design captures a frozen beat — a swirl of a skirt, a leap mid-air, the arch of a hand. Old and new meet in a rhythm that never stops.

TARGET GROUP:

Class 5 to Class 10, Age group: 10–16 years

CONCEPT



CONCEPT

TAMP STORIES

CONCEPT BRIEF:

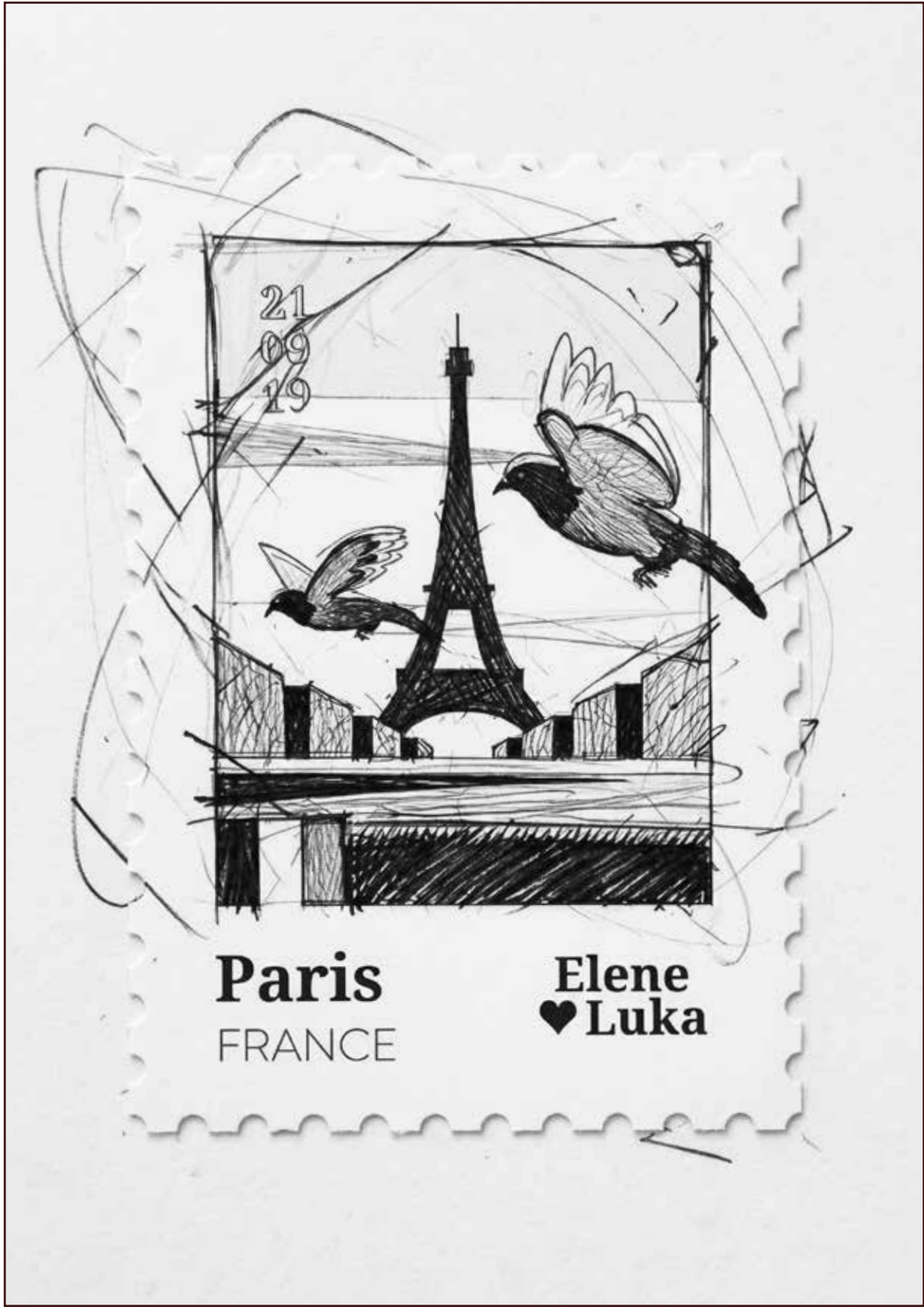
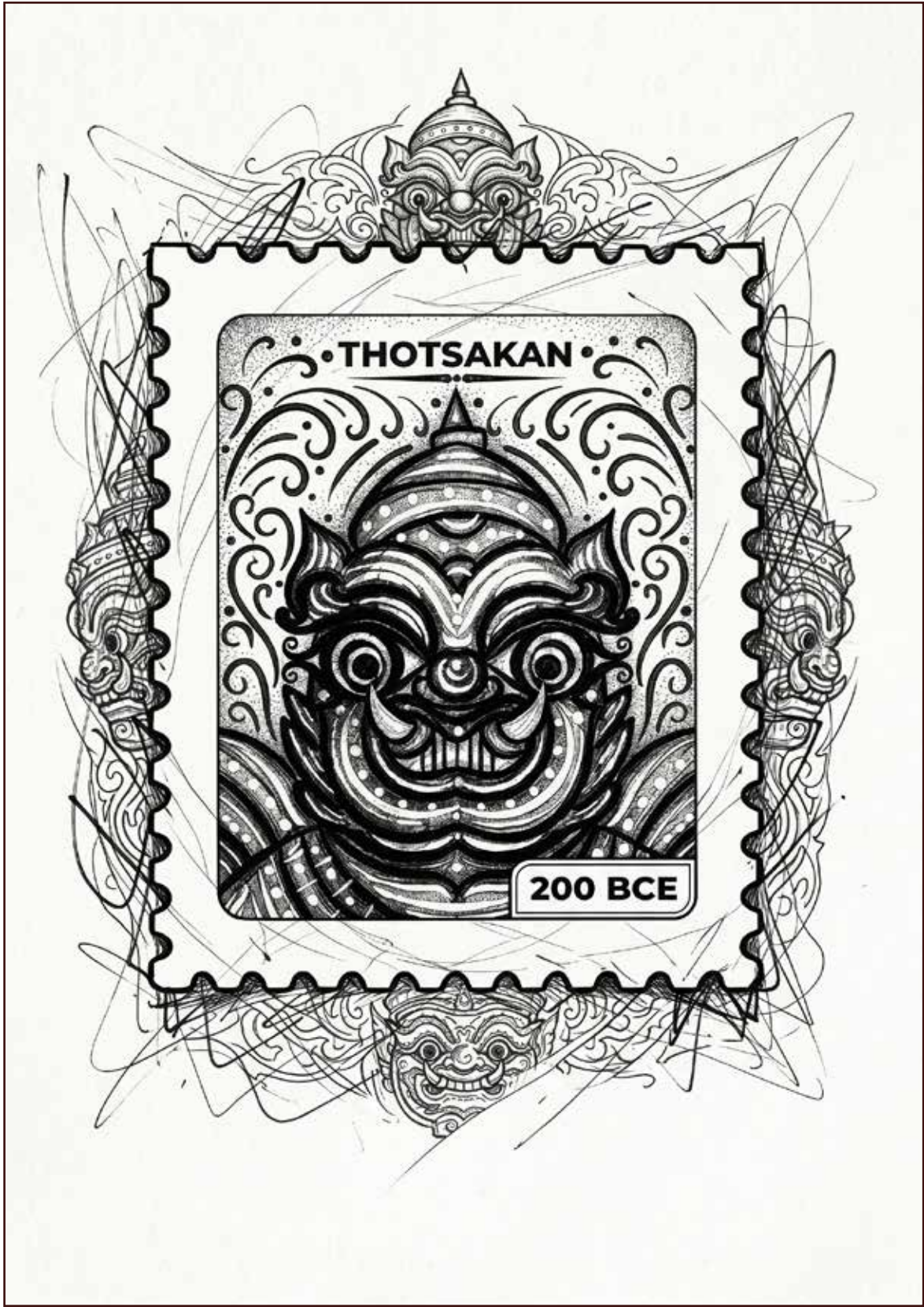
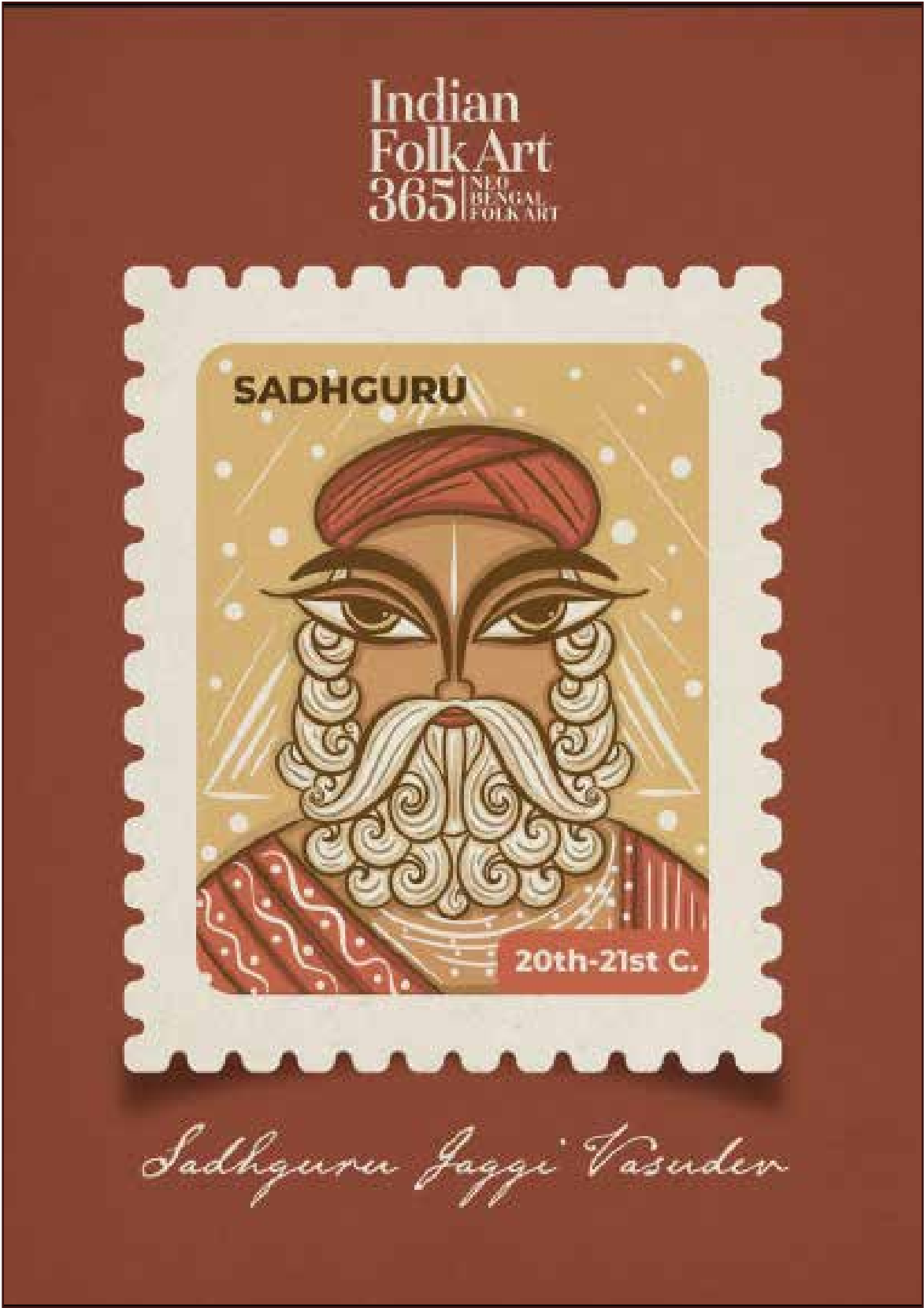
These notebook covers turn everyday studying into an adventure of discovery, inspired by the magic of collecting postage stamps. Each cover opens a small but powerful window into a story — echoing Indian folk traditions and mythology, distant cities, and quiet moments from nature. Just as stamps capture the soul of a place and preserve it forever, these notebooks invite students to collect their own moments of learning, thought by thought and page by page.

These notebook covers treat learning like collecting stamps — each book holds a story, a culture, or a place worth remembering, making every written word feel valuable, personal, and timeless rather than ordinary or forgettable.

TARGET GROUP:

Classes 5 to 8 (Students aged 10–14 years)

CONCEPT



CONCEPT

MOOD MATTER

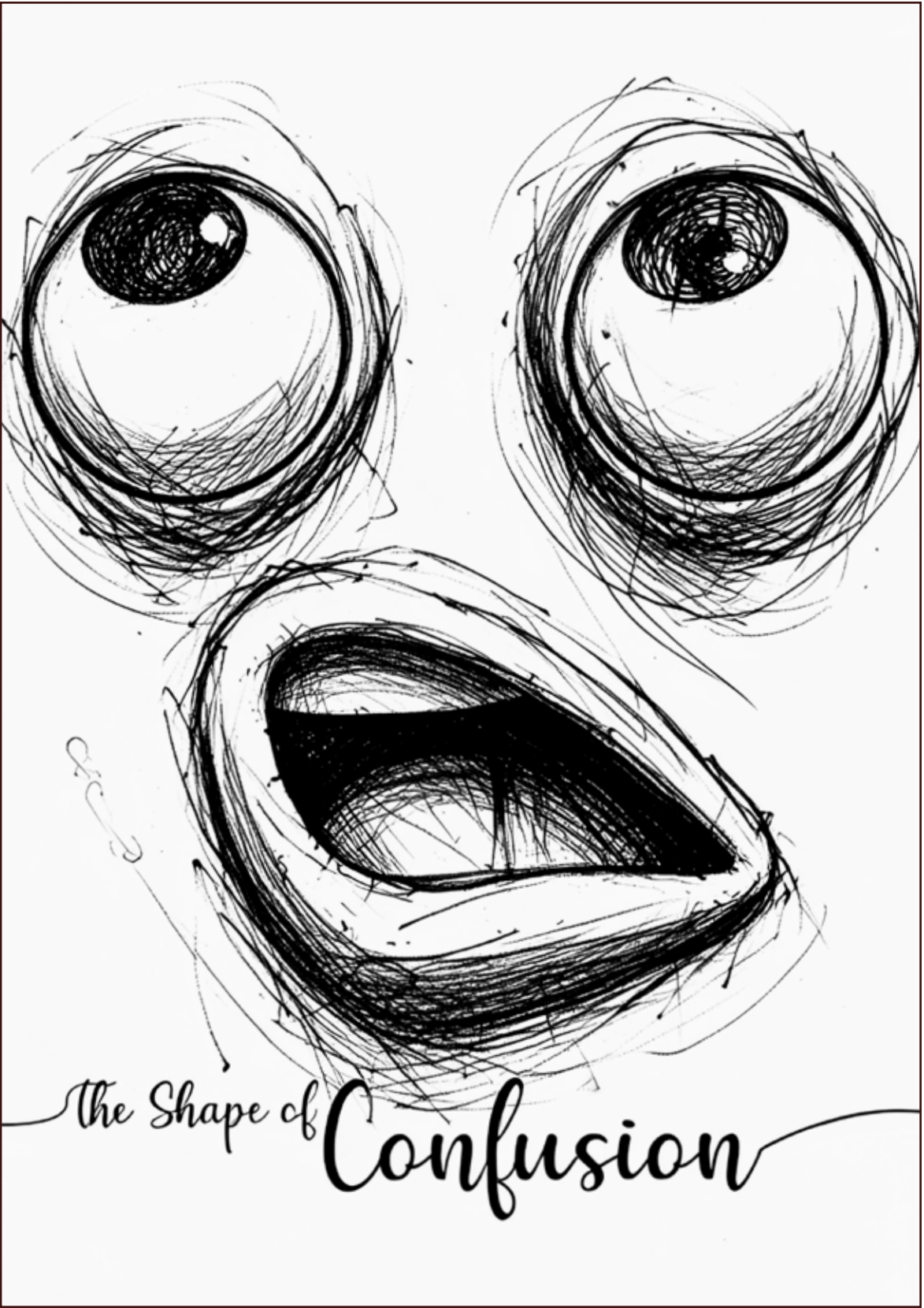
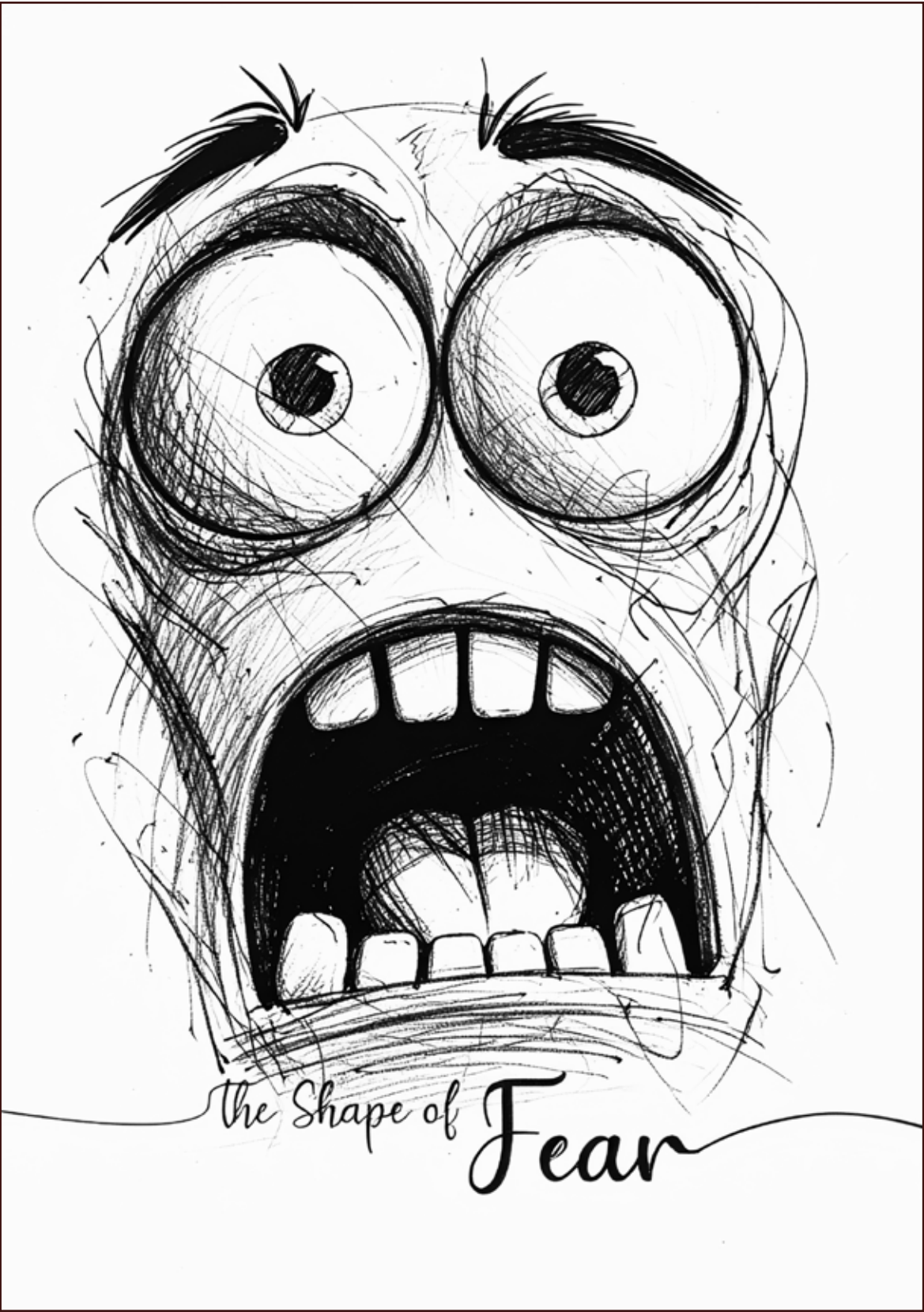
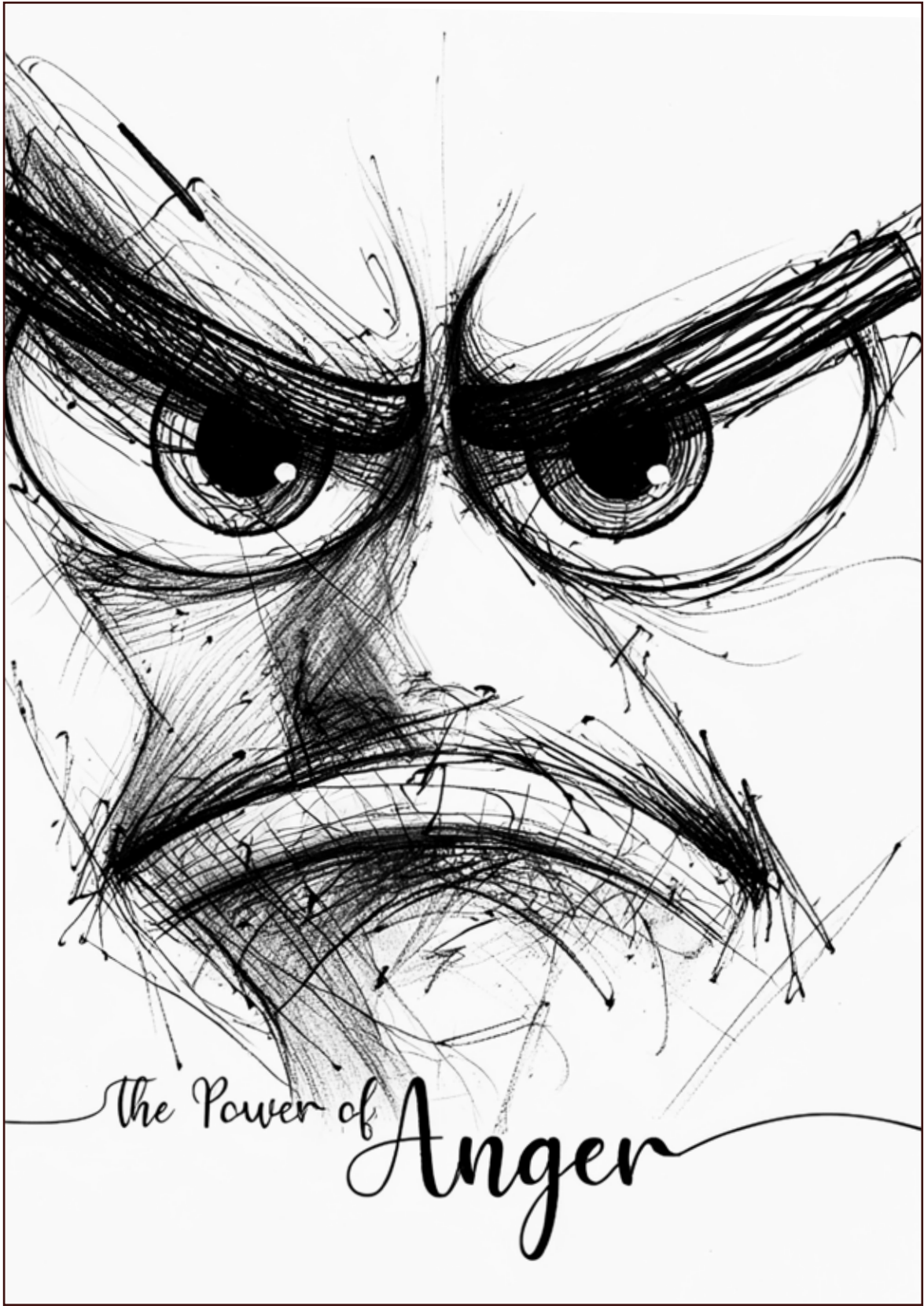
CONCEPT BRIEF:

The collection elevates raw emotion into a polished visual language, where each notebook becomes a sculpted emblem of a specific mood. The oversized 3D faces, rendered in rich monochrome palettes, offer a striking fusion of character and contemporary design. The series rejects subtlety, opting instead for bold expressiveness that feels confident, modern, and culturally sharp. More than a set of notebooks, it is a curated lineup of emotional icons—stylized, sculptural, and unmistakably trend-forward. This is premium character design crafted for those who enjoy expression served with impact.

TARGET GROUP:

Classes 2 to 6 (Students aged 08–12 years)

CONCEPT



CONCEPT

LITTLE EXPLORERS

CONCEPT BRIEF:

This notebook cover series celebrates the magic of early learning by placing children inside a world where nature becomes their first classroom. Surrounded by leaves, insects, soft light, and tiny discoveries, each cover invites young minds to observe, wonder, and imagine before they ever begin to write. Learning here feels gentle, playful, and full of curiosity—like peeking into a secret garden where every page holds a new surprise. These covers turn everyday learning into a quiet adventure—where curiosity grows as naturally as leaves. Designed for little learners, the visuals encourage joy, attention, and imagination, making every exercise book feel like the beginning of a story waiting to be explored.

TARGET GROUP:

Classes 1 to 4 (Children aged 6–10 years)

CONCEPT



CONCEPT

CMYK FLOW

CONCEPT BRIEF:

CMYK FLOW is a print-led notebook cover concept that brings CMYK colour to life through movement, overlap, and rhythm. Cyan, Magenta, Yellow, and Black flow across the cover like ink in motion—separating, layering, and reconnecting as they would in the printing process.

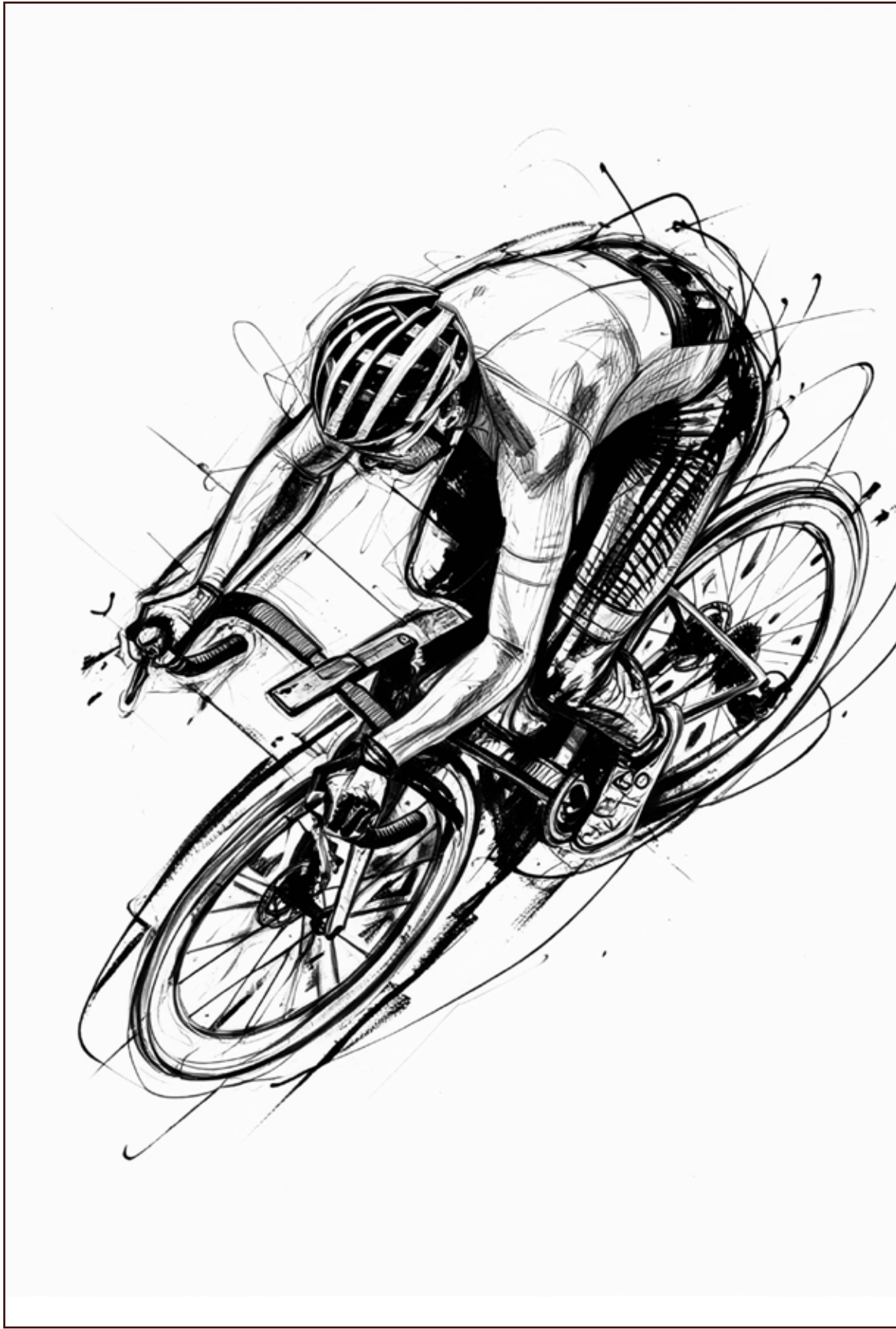
The designs use bold colour dominance and controlled offsets to create depth and energy, turning static print principles into a dynamic visual language. For students, the covers feel modern, confident, and engaging; for parents and educators, they reflect clarity, structure, and quality.

CMYK FLOW transforms everyday exercise books into a smooth, continuous learning experience—where colour, motion, and progress move together.

TARGET GROUP:

Classes 03 to 10 (Students aged 09 –16 years)

CONCEPT



CONCEPT

LIGHT

CONCEPT BRIEF:

LIGHT is a celebration of the small moments that quietly shape our lives. Through a series of relatable everyday scenes, the concept explores how light becomes more than just an element of nature—it becomes a symbol of curiosity, learning, hope, focus, and self-discovery. Whether it is the warm glow of a morning window, the determination of a late-night study session, the optimism found in a rainy walk, or the calm comfort of an evening stroll, each design captures a unique emotion illuminated by light. The collection encourages young minds to notice the beauty in ordinary experiences, embrace their journey of growth, and find inspiration in the moments that often go unnoticed. LIGHT reminds students that every day offers new possibilities, and every step forward begins with a spark of curiosity and imagination.

TARGET GROUP:

Classes 05 to 10 (Students aged 11 –16 years)

CONCEPT



CONCEPT

HANDS THAT SHAPE

CONCEPT BRIEF:

These notebook covers are built around the playful and imaginative language of hand-illusion art, where a single human hand transforms into animals, characters, actions, places, and stories. By reshaping fingers into powerful visuals, the designs show students how one simple form can express many ideas—movement, emotion, creativity, culture, and responsibility.

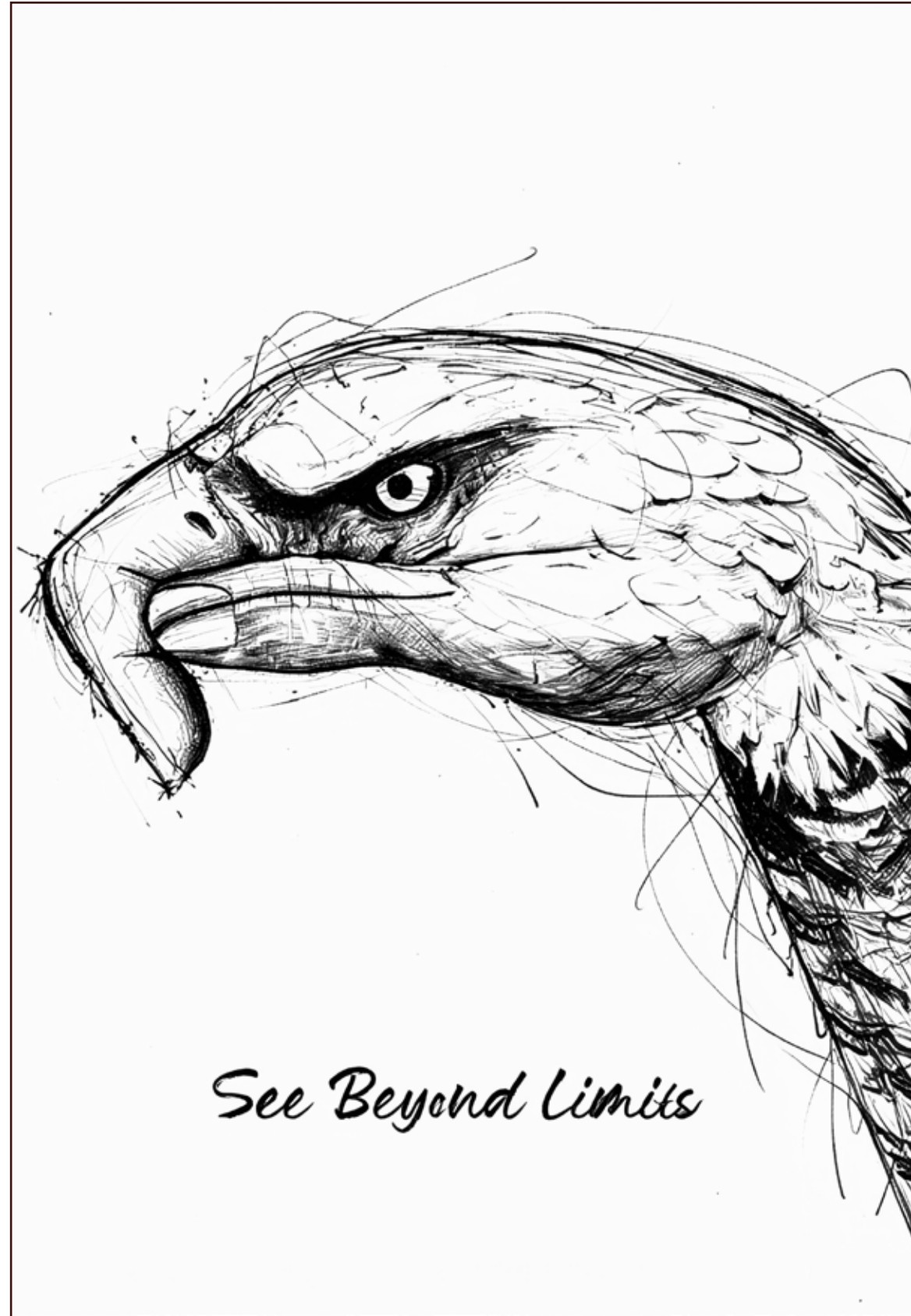
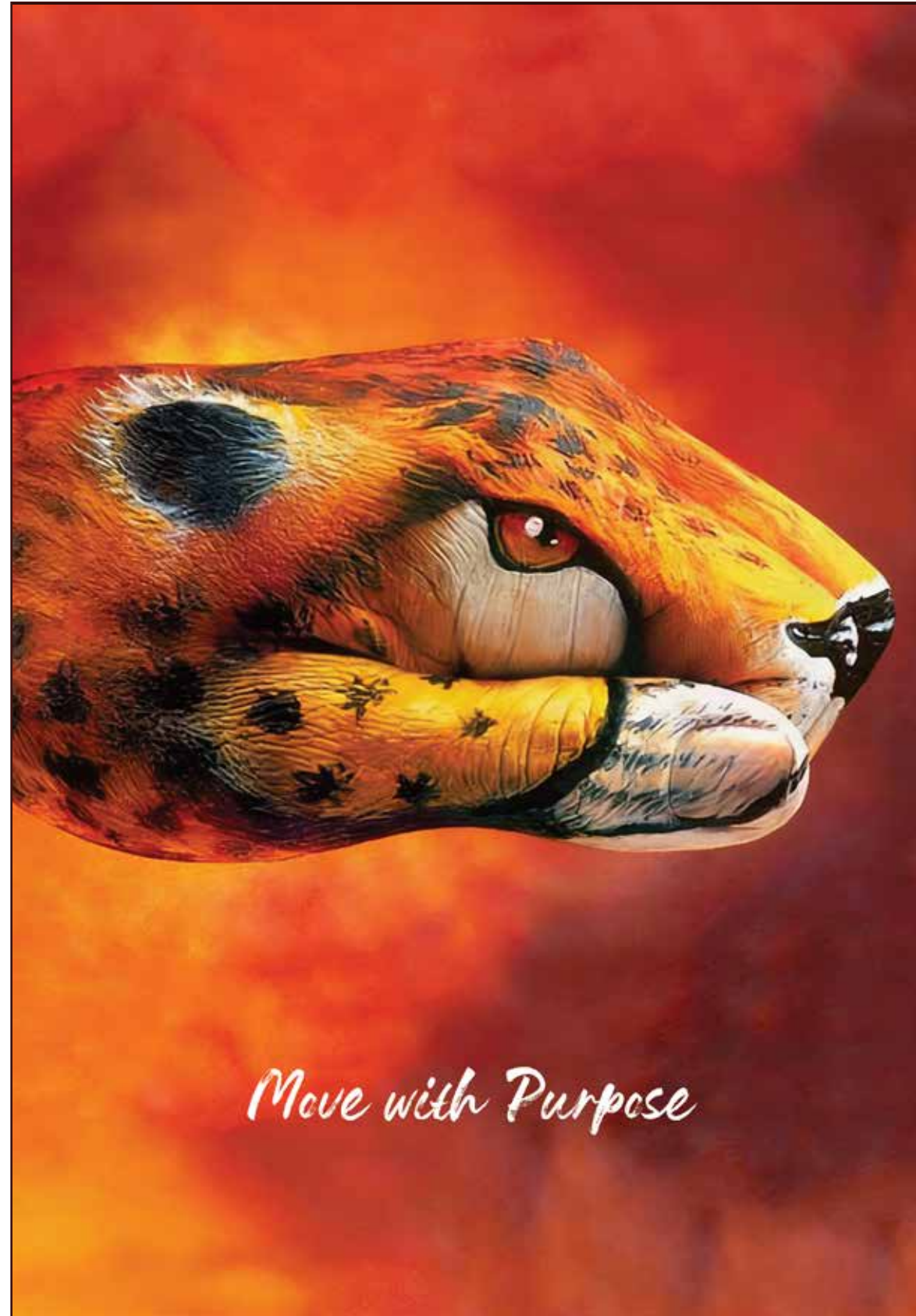
This approach encourages curiosity and observation, inviting learners to see everyday tools in new ways, just as learning turns ordinary writing into discovery. Designed for upper primary to secondary school students, the covers balance realism with fun, making them visually engaging without feeling childish.

Each book becomes more than a notebook—it becomes a small canvas of imagination, reminding students that ideas, skills, and stories all begin in their own hands.

TARGET GROUP:

Class 5 to Class 10 (Students aged 10–16 years)

CONCEPT



CONCEPT

CHROMATIC DESTINATIONS

CONCEPT BRIEF:

Chromatic Destinations merges luxury design with electrifying world culture—reimagining global landmarks through a fusion of refined artistry and high-voltage colour. Each cover becomes a collectible statement piece, where famous architecture meets bold, pop-modern expression. Sophisticated colour blocking and geometric finesse give the series its premium aura, while vibrant neon accents inject the energy of travel, youth culture, and fearless exploration.

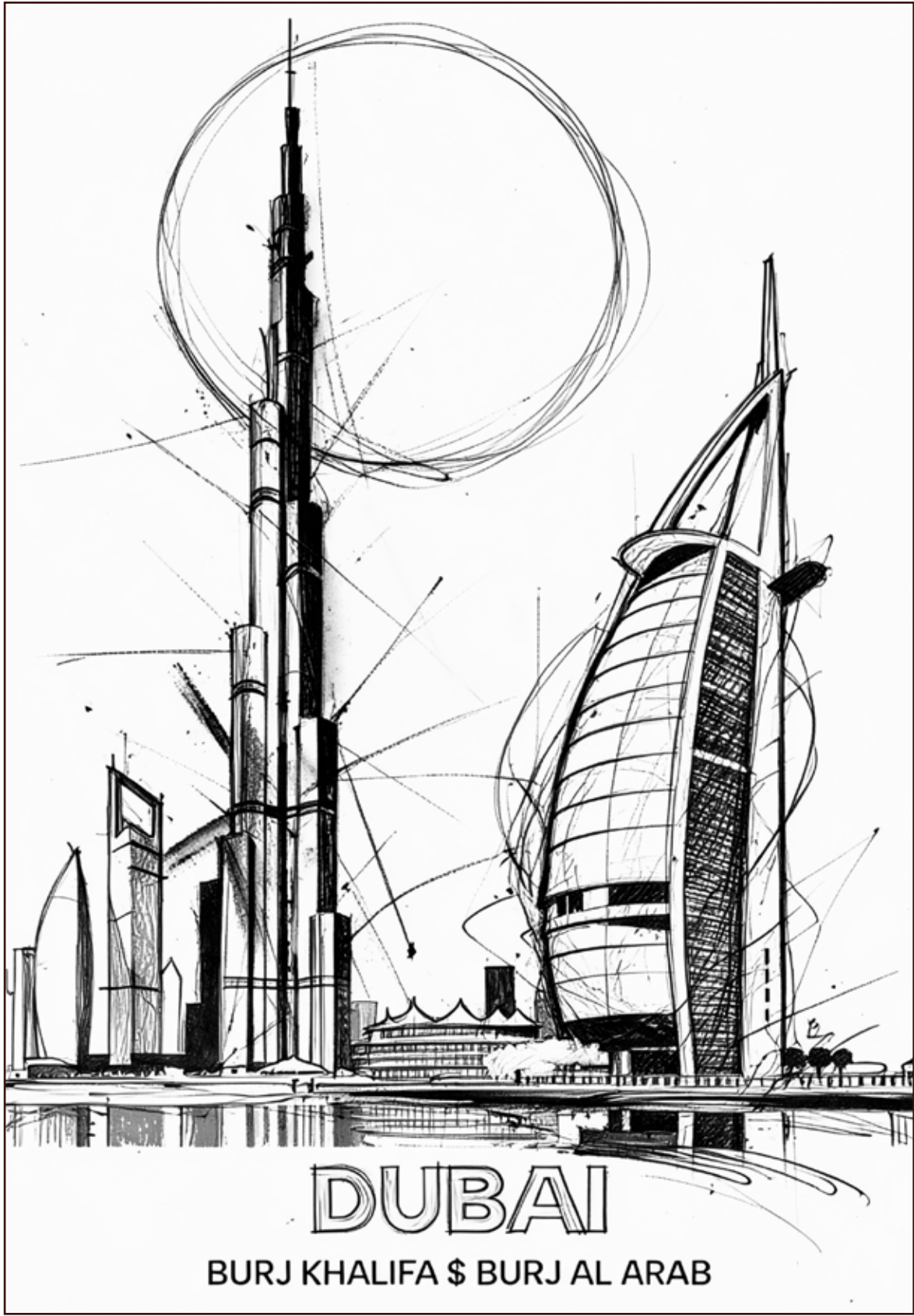
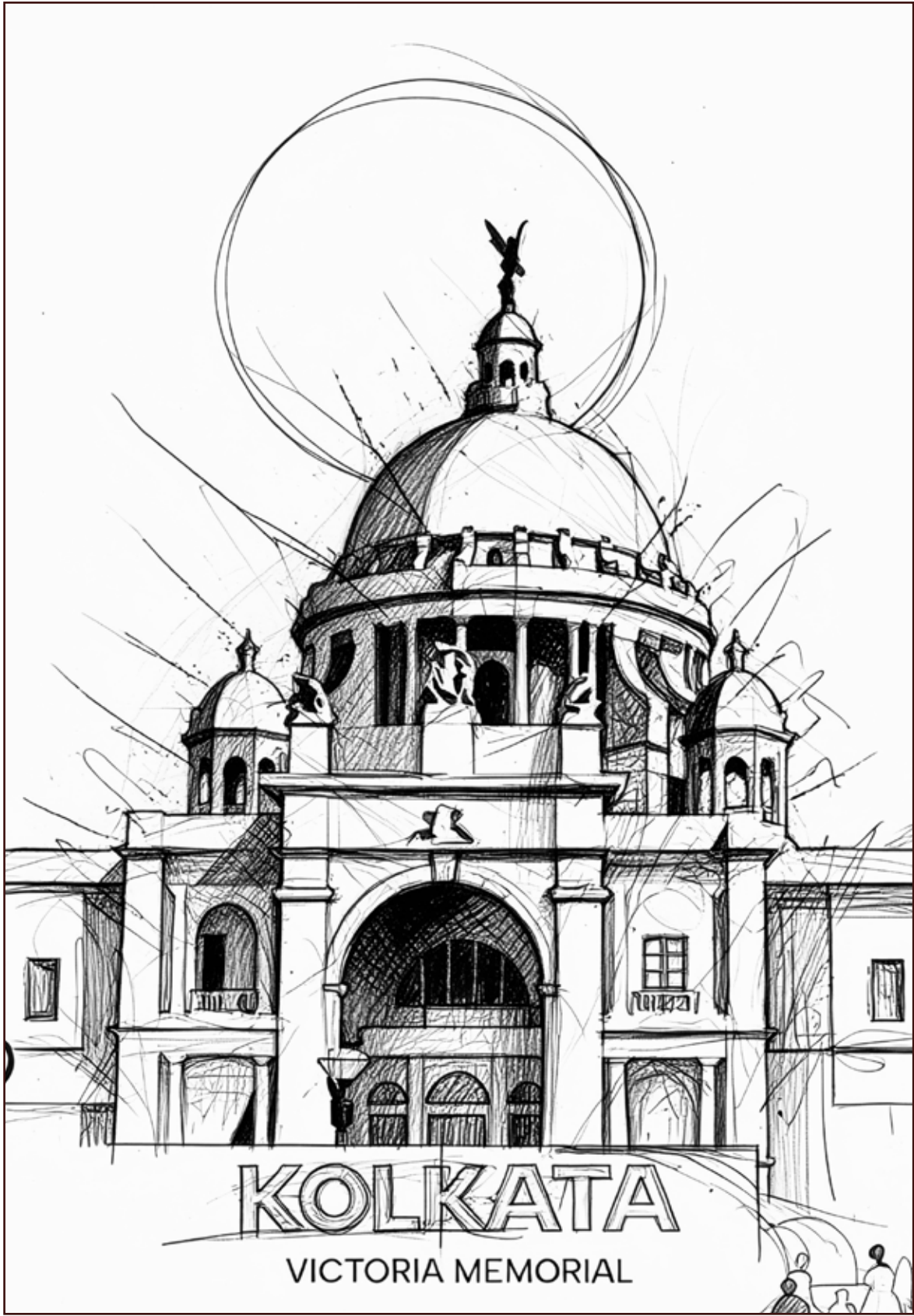
It celebrates the dreamer who seeks beauty and the rebel who seeks movement—those who see the world not just as places to visit, but as canvases of possibility.

This is world travel—elevated, electrified, and designed for those who want their stories to stand out as boldly as their destinations.

TARGET GROUP:

Class 5 to Class 10 (Students aged 10–16 years)

CONCEPT





THANK YOU