OTHERLOGIC

WWW.OTHERLOGIC.IN

www.otherlogic.in

WHO WE ARE .

OTHERLOGIC

We are a dynamic creative studio that fuses visual arts with engineering to craft innovative solutions. Our expertise spans interactive arts, space design, and digital storytelling.

BREAKING BARRIERS .

”The walls between art and engineering exist only in our minds”

We stand at the intersection of cutting-edge **experiential technology** & resilient **space design**, seamlessly blending **brand communication** with dynamic content and immersive visuals.

OUR SERVICES .

Brand Solutions

- Creative Campaign & Experiential Strategy
- Corporate Identity & Design Solution

Space Design

- Exhibition Space Design & Fabrication Turnkey Solutions
- Experience center and Retail Installations

Digital Story Telling

- Interactive Arts & Experiential Technology Solutions
- Content Creation Motion Graphics and VFX

OTHERLOGIC

CLIENTS .

Trusted by Government & Ministries

NITI Aayog

Department of Commerce
Ministry of Commerce and Industry
Government of India

सत्यमेव जयते
Goverment Of India

MSME
MICRO, SMALL & MEDIUM ENTERPRISES

Department of Industrial Policy and Promotion
Ministry of Commerce and Industry
Government of India

इन्दौर नगर पालिक निगम

वस्त्र मंत्रालय
MINISTRY OF
TEXTILES

पर्यटन मंत्रालय
MINISTRY OF
TOURISM

MINISTRY OF DEVELOPMENT OF
NORTH EASTERN REGION

Digital India
Power To Empower

राष्ट्रपति भवन
RASHTRAPATI BHAVAN

Trusted by Brands

wipro

Hero

Google

BMW

Meghalaya
TOURISM

EICHER
PARTNERING PROSPERITY

HONDA

BLENDERS PRIDE

TATA

TAJ

JK TYRE
TOTAL CONTROL

DELHI INDIRA GANDHI INTERNATIONAL AIRPORT

हिन्दुस्तान पेट्रोलियम
HP

UBOARD

Mahindra
Rise.

AMBIENCE MALL

Dulux

Ferrari

KPMG

SEIL
SKIPPER
Skipper Green

ACS
Accurate Concrete Solutions Pvt. Ltd.

BRAND SOLUTIONS.

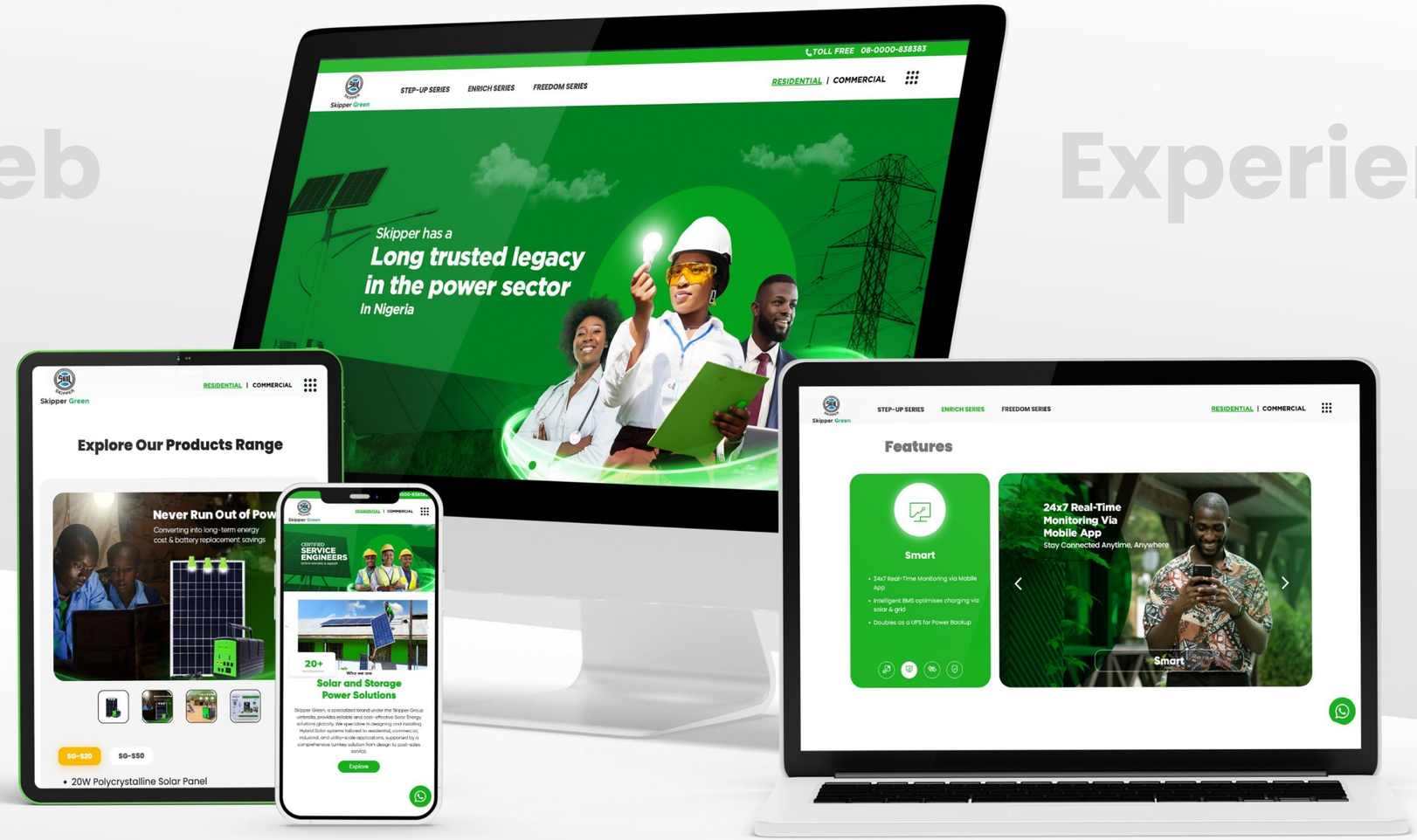
Web Experience and Integrated Brand Solutions

Skipper Green

BRANDING SOLUTIONS

Client : Skipper Green, T&D West Africa

Web Experience



www.skippergreen.com

BRANDING SOLUTIONS

Client : Skipper Green, T&D West Africa

OUTDOOR BRANDING SOLUTIONS

We designed the brand visuals and head office for Skipper Green brand in Nigeria, enhancing the outdoor building holdings to create a more communicative and cohesive brand presence.

EXPERIENCE CENTER

Client : Skipper Green, T&D West Africa

NIGERIA HEAD OFFICE, EXPERIENCE CENTER

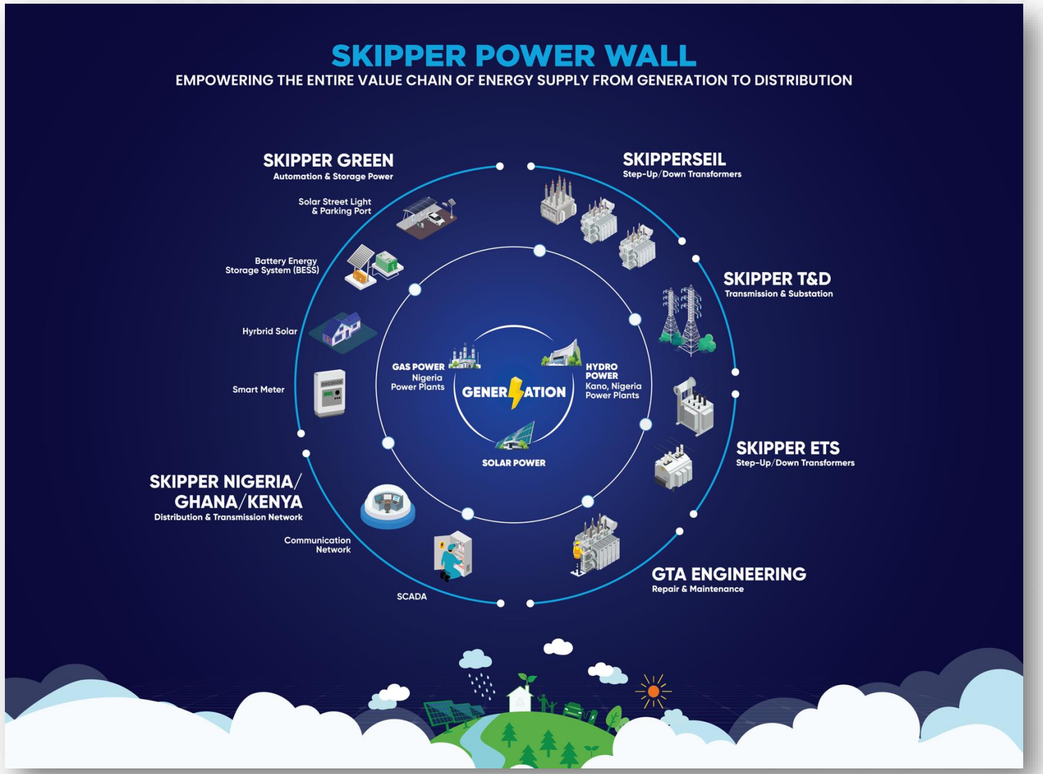
CONTAINER EXPERIENCE CENTER

OTHER BRANDING SOLUTIONS

Client : Skipper Seil Ltd.

Skipper Coffee Table Book

For Skipper's 40th anniversary, we crafted a premium coffee table book, designed exclusively for VVIP clients and industry leaders. This elegant publication celebrates the company's legacy, showcasing its milestones and achievements over four decades.



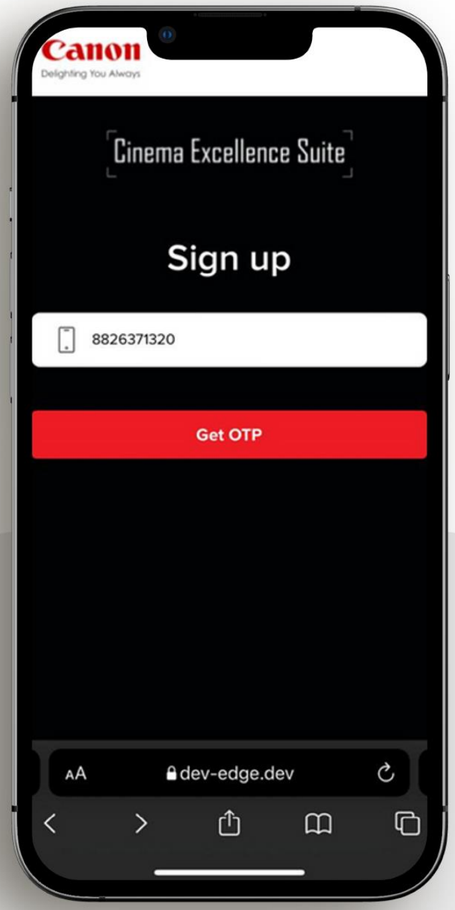
Skipper Power Wall

We designed the Skipper Power Wall as a dynamic visual display for events, exhibitions, and company branding across various spaces like offices and factories. It showcases the brand’s pillars, milestones, product range, and sectors of work. The Power Wall is also designed for projection, making it interactive and informative, enhancing Skipper's brand story-telling.

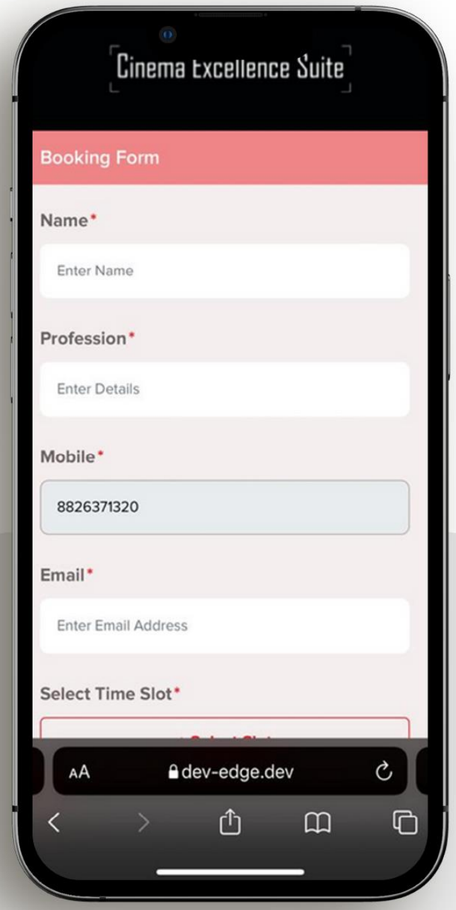
Cinema Excellence Roadshow

Web Apps + Live Dashboard

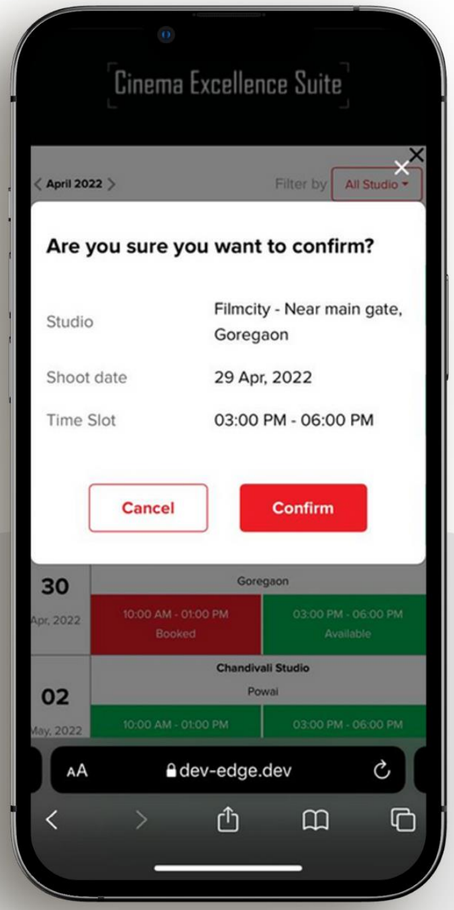
Client : Canon cinema Excellence Roadshow.
Live demo for hi-end Camera and lenses



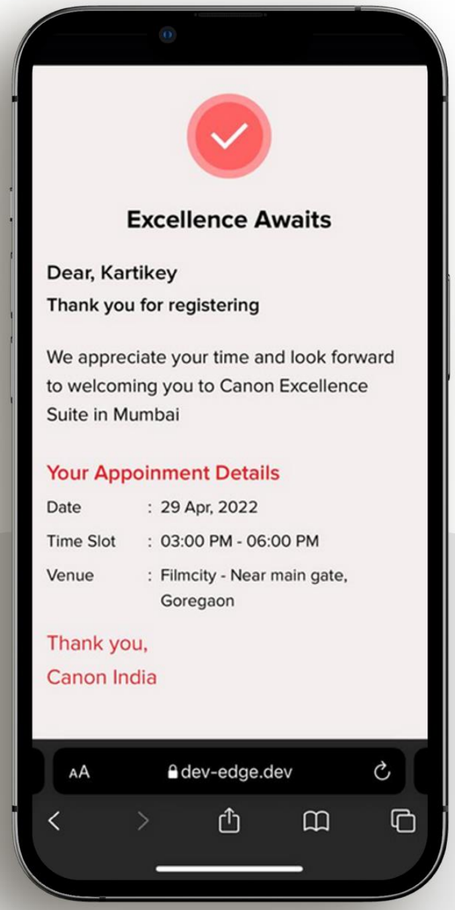
In this application, you can sign up for the Canon new camera and lenses demo.



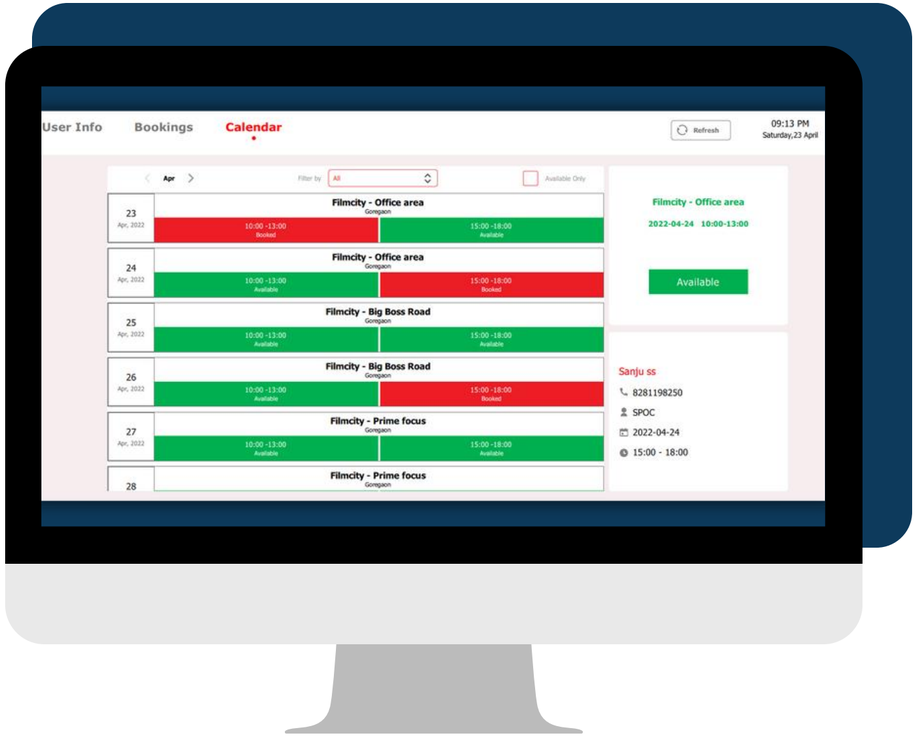
Register yourself with provide the following details.



Confirm your details and booking slot.

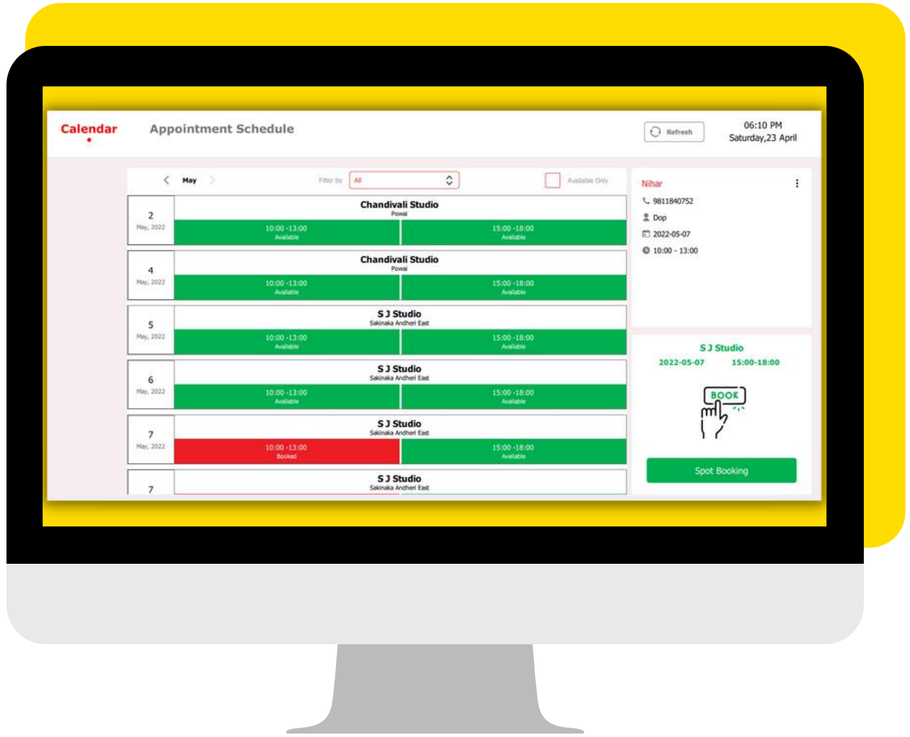


Here it will show you, your Appointment details.



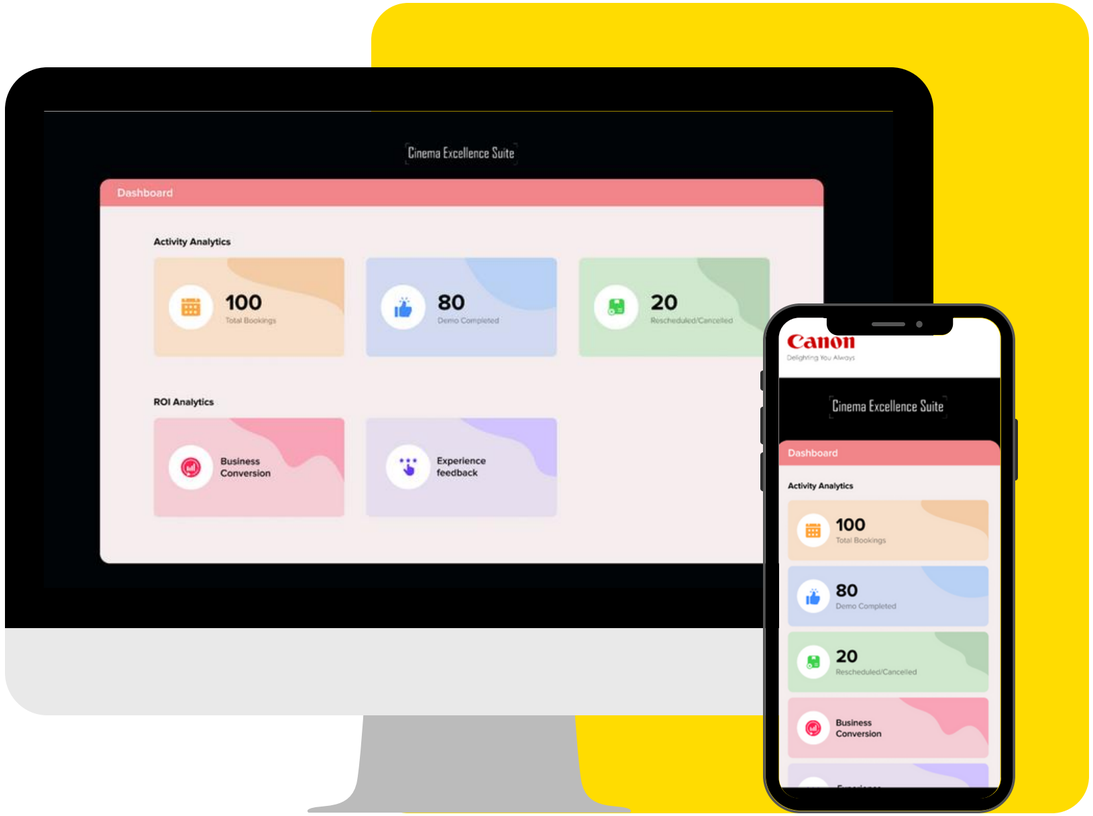
TMT Desktop-based Application.

In this application, telemarketing persons can access the booking and reschedule the same bookings per their customer's request.



PMT Desktop-based Application.

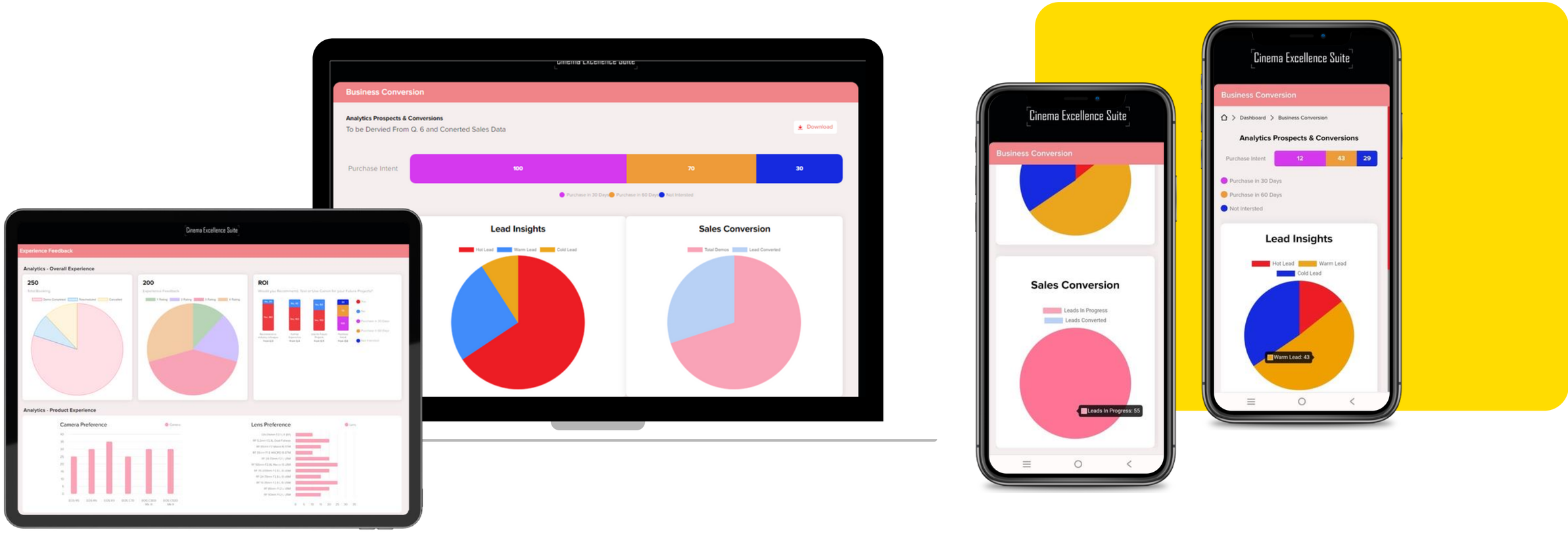
In this application, the Physical management team can check the booking slots to provide the demo to them and take their customers' feedback as per the product's experiences.

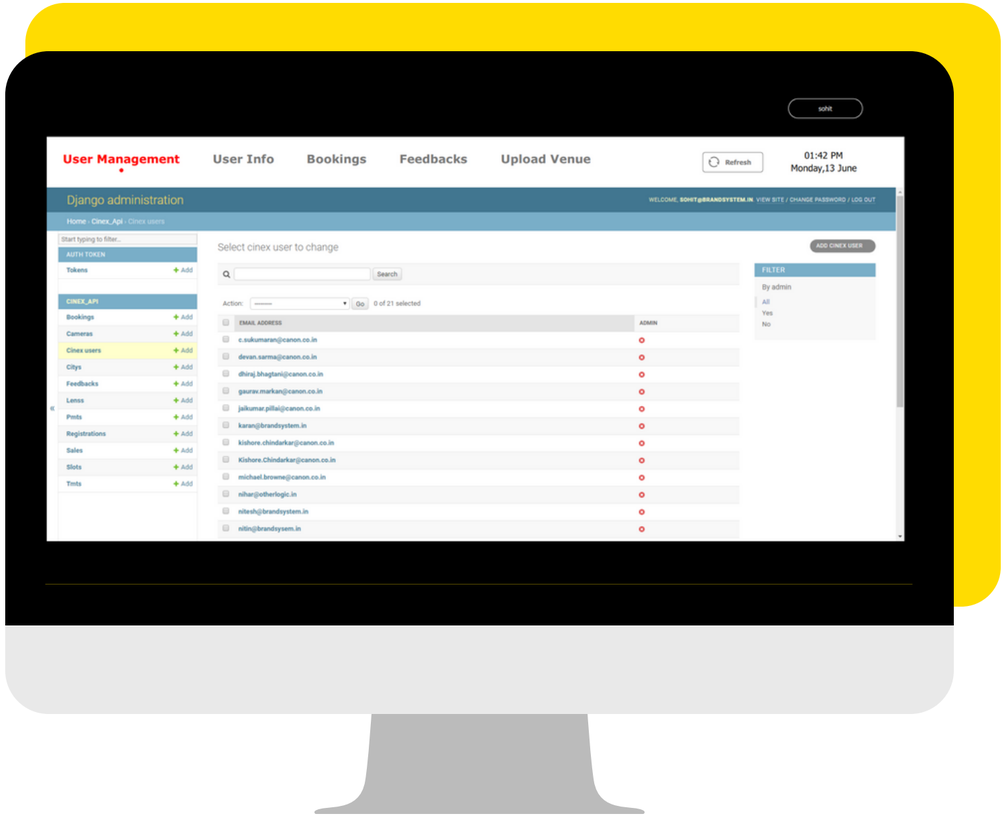


URL-based Web Application.

In this application, the project heads can check the project's important details, such as total number of bookings, demo completed, rescheduled/cancellation, business conversion, and sale conversion,

Live Sales integrated Dashboard

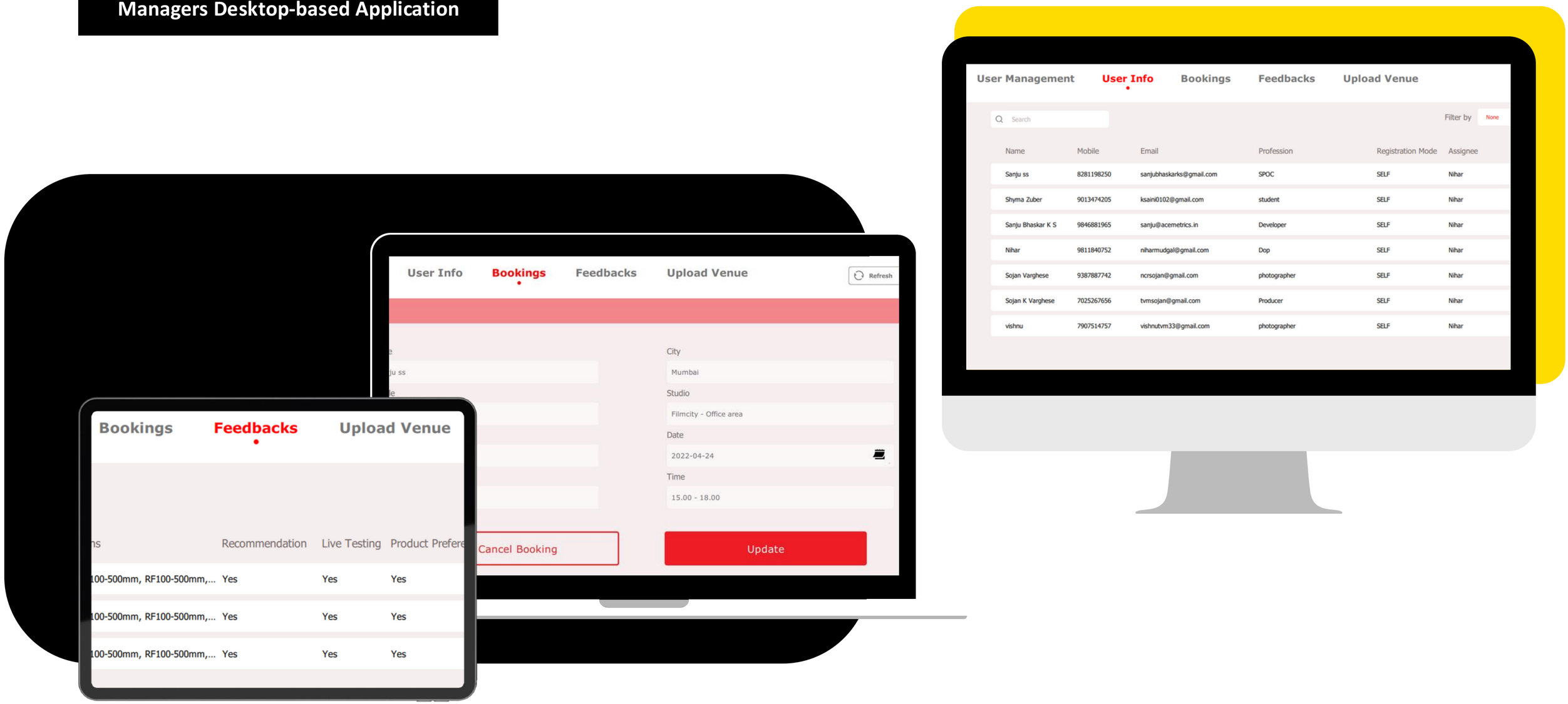




Managers Desktop-based Application.

In this application, the respected managers and senior managers can access all information and update the same, such as user information, and bookings, view customers' experiences (feedback) and schedule upcoming available slots. Also, they can upload a new venue as per the requirements, and create agents' profiles.

Managers Desktop-based Application



BRAND SOLUTIONS

Accurate Concrete Solutions Pvt. Ltd.

ACS ACCURATE CONCRETE SOLUTIONS
Big dreams need solid foundations.

KEEP HANDS AWAY FROM ROLLERS

ACS ACCURATE CONCRETE SOLUTIONS
Big dreams need solid foundations.

ENSURE ELECTRICAL AUDIT

To Prevent Electric Shock & Fire

ACS ACCURATE CONCRETE SOLUTIONS
Big dreams need solid foundations.

A NEAR MISS TOD

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AN

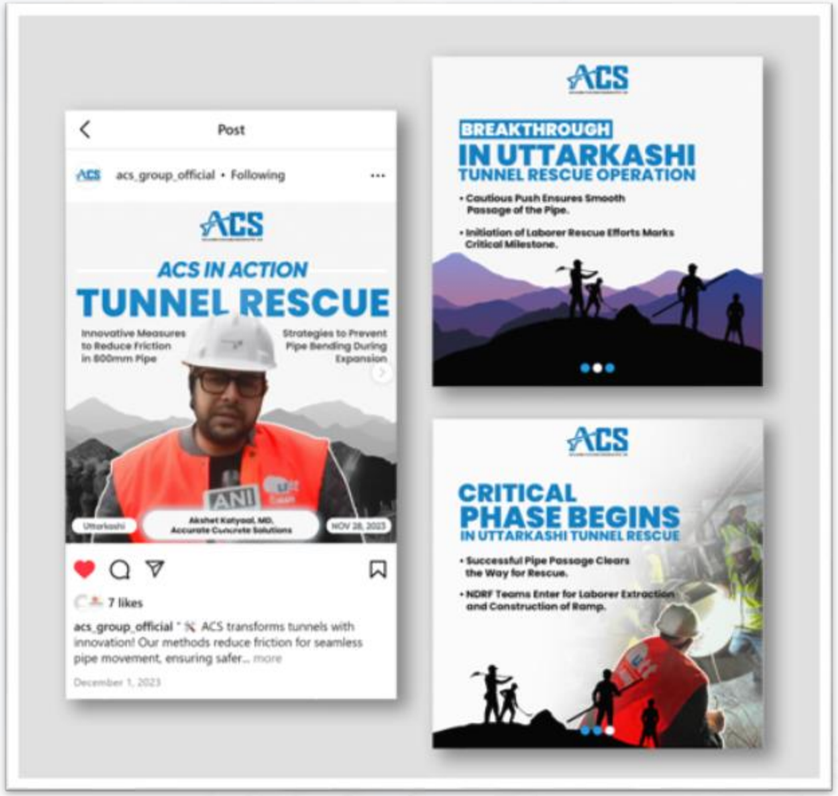
ACS ACCURATE CONCRETE SOLUTIONS
Big dreams need solid foundations.

GEAR UP
YOUR
Are you wo

OTHERLOGIC

BRAND IDENTITY

Client : Accurate Concrete Solutions Pvt Ltd



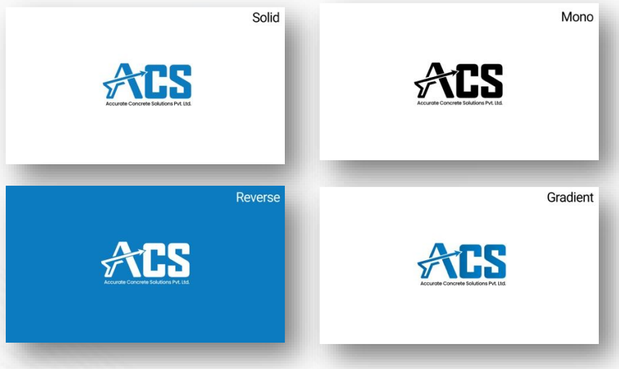
UTTARAKHAND TUNNEL RESCUE

12 NOV 2023 – 28 NOV 2023

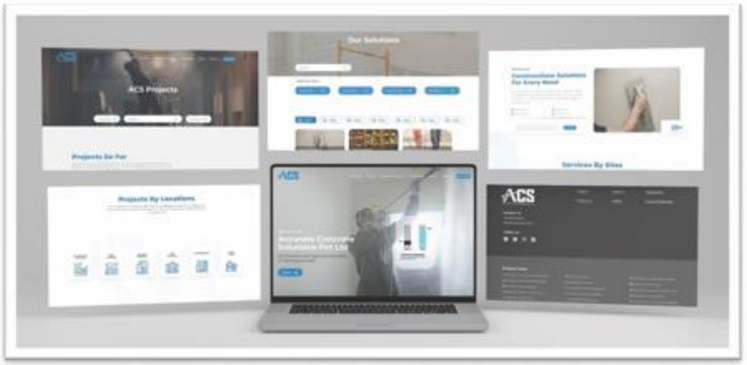
Accurate Concrete Solutions Pvt. Ltd.

LOGO DESIGN

COMPANY PROFILE



Logo Brand Guidelines



Website UI/UX

BRAND IDENTITY

Client : Accurate Concrete Solutions Pvt Ltd

SIGNAGE BOARD

AUTHORISED SIGNATORY STAMP

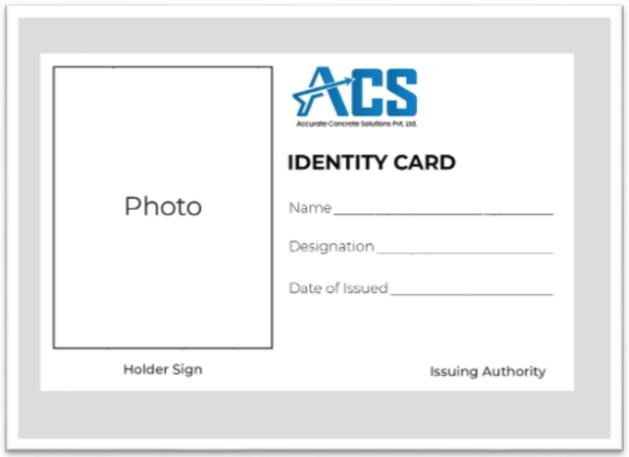
EMPLOYEE DRESS

LETTERHEAD

SENIOR OFFICERS VISITING CARD

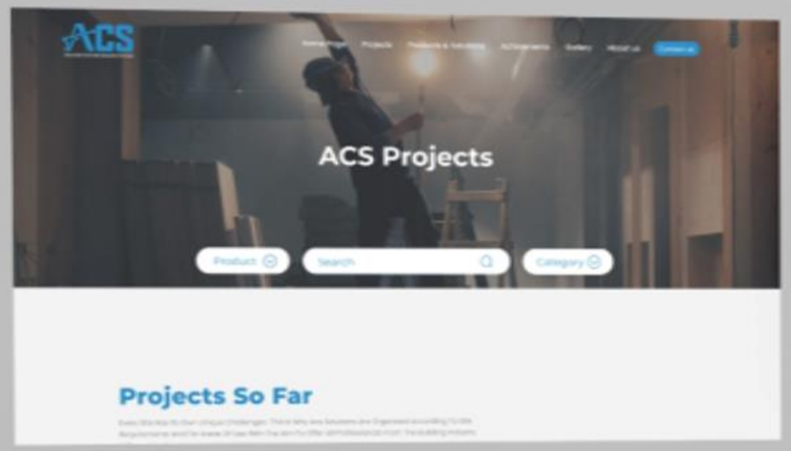
VISITING CARD

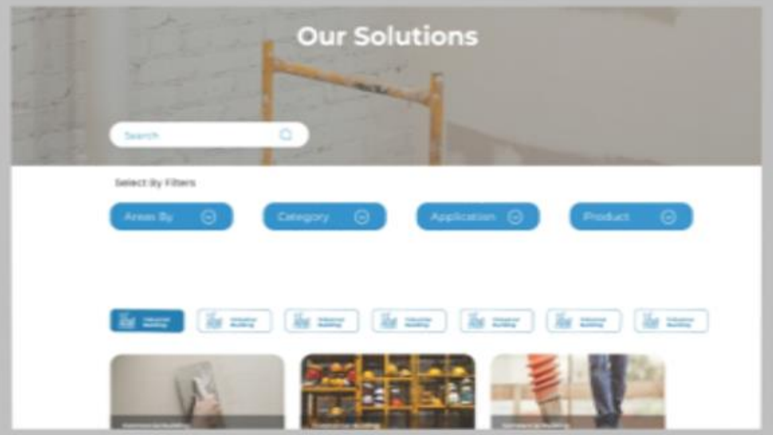
EMPLOYEE ID CARDS & ID CARD TIE

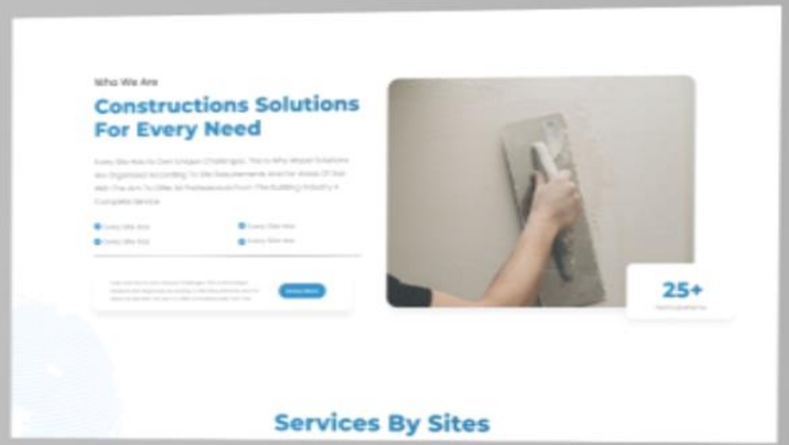


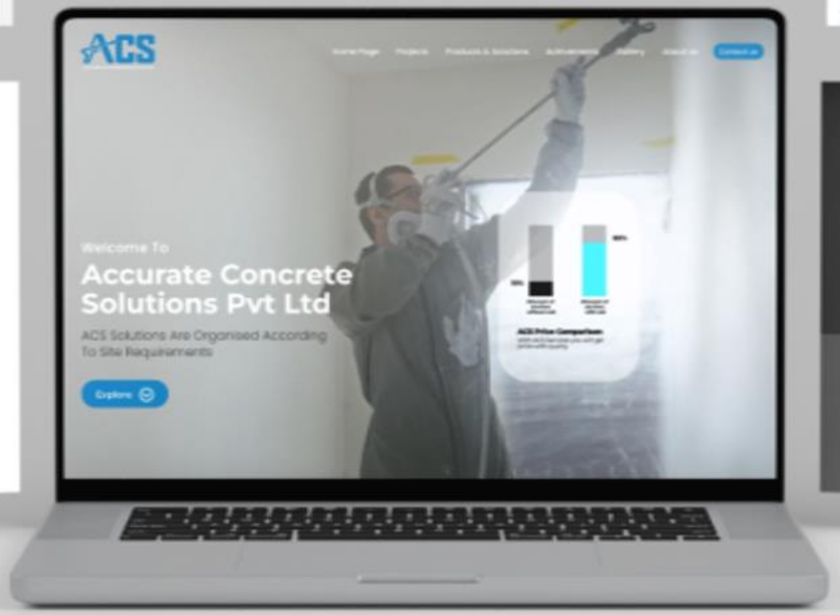
SITE WORKERS DAILY ID CARD

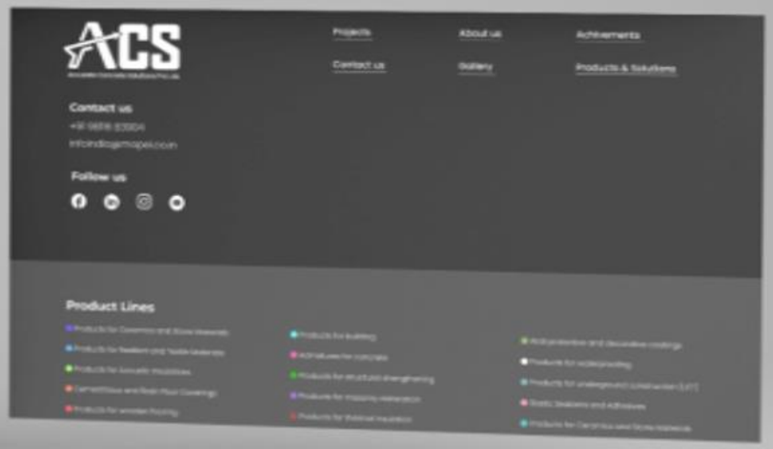
Web Experience UI/UX





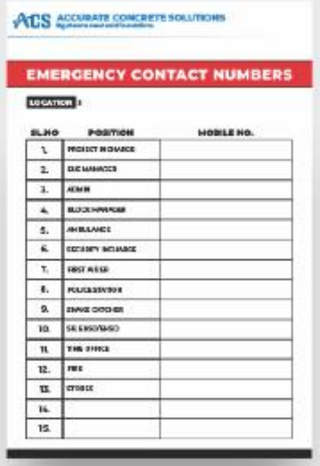


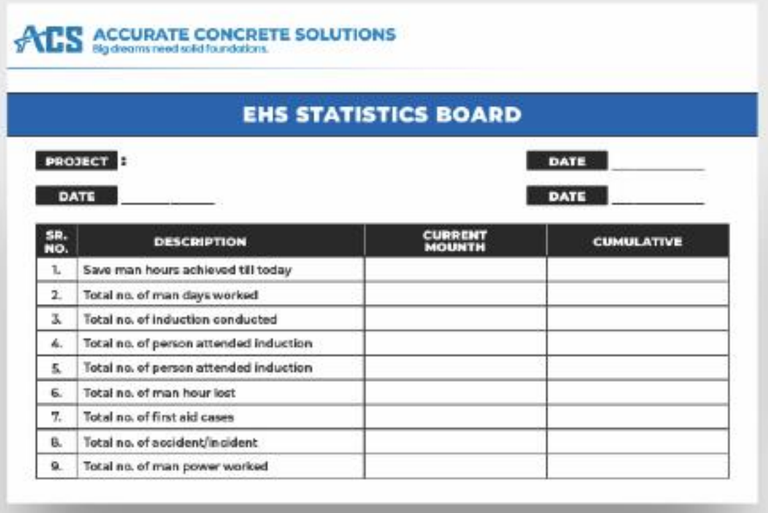




BRAND IDENTITY

Client : Accurate Concrete Solutions Pvt Ltd





Product Application Development

PADMINI VNA MECHATRONICS

BRAND IDENTITY

Client : Padmini VNA

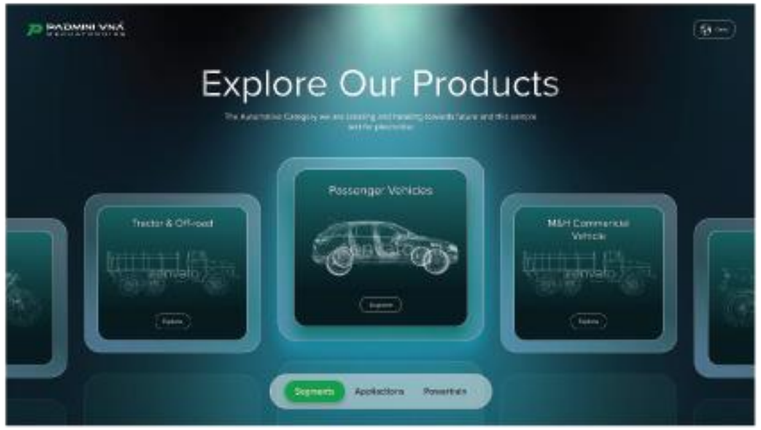
Application & brand Visual Redesign of Padmini VNA

BRAND IDENTITY

Client : Padmini VNA

Home Page

Category Page



Client Page

Product page

Product page

Branding & Packaging Design

MICRO MITRA

BRAND IDENTITY

Client : Micro Mitra

MICRO MITRA

BRAND IDENTITY

Client : Micro Mitra

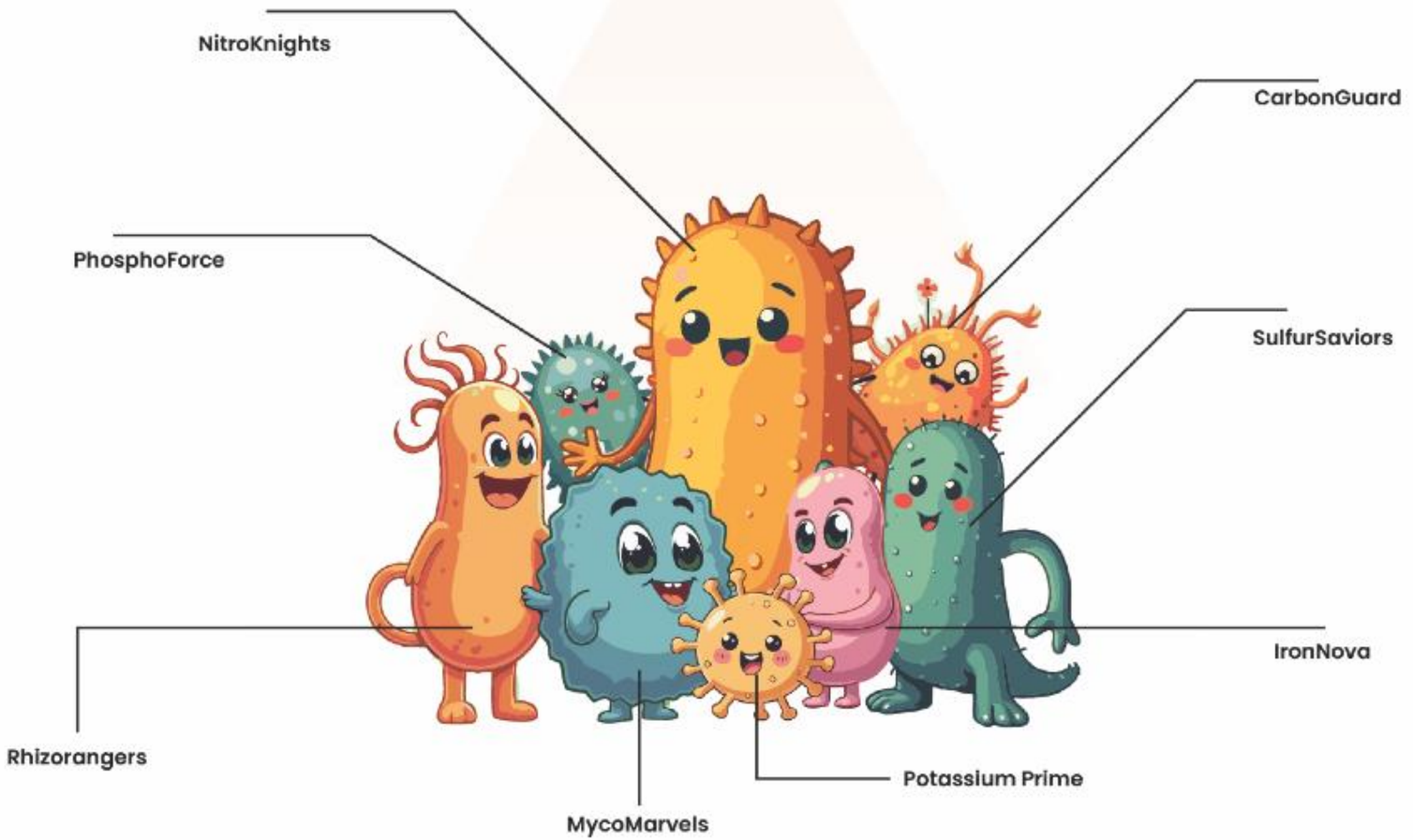
Box package Design

Bottle Wrap Design

Trump Cards Design

Magnet Design

Character Design



SPACE DESIGN.

INTERACTIVE COMMUNICATIVE SPACE

वित्तीय सेवाएं विभाग
DEPARTMENT OF
FINANCIAL SERVICES

बैंक ऑफ़ बड़ौदा
Bank of Baroda

PM VISHWAKARMA - 1st Year Anniversary

PM VISHWAKARMA - 1st Year Anniversary

Interactive Step-vision Showcase PM Vishwakarma Scheme Enrollment

We integrated Step Vision technology to create an interactive experience that guided visitors through the enrollment process for the PM Vishwakarma Scheme. By stepping on specific timeline panels, participants could explore each stage of registration, making the journey seamless and visually engaging while emphasizing the scheme's accessibility for traditional artisans.

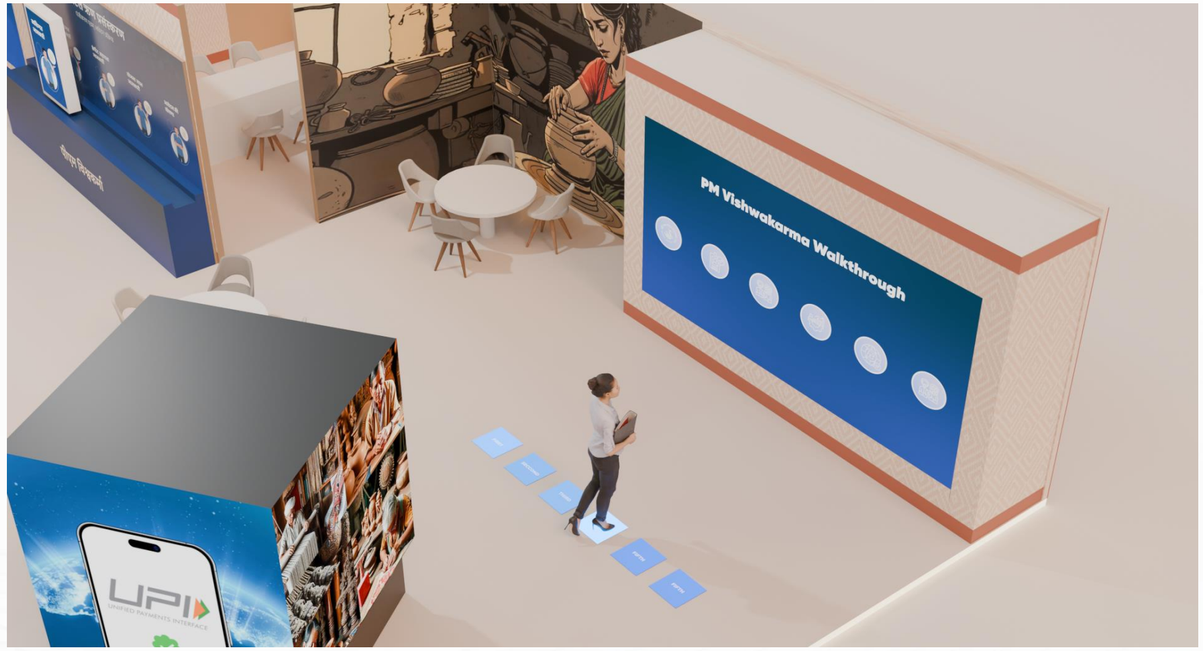
Video Link : https://youtu.be/qhsTw5e2L6U

Interactive Rotoscope Showcase PM Vishwakarama loan process

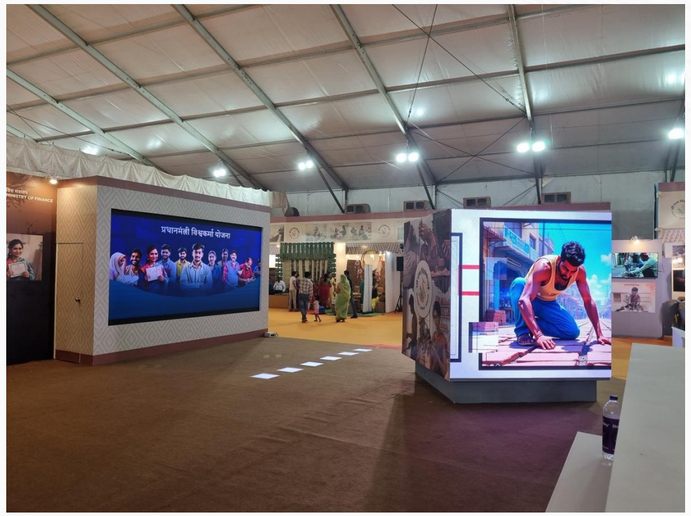
We utilized advanced Rotoscope technology to create an immersive showcase of the PM Vishwakarma loan process. This engaging setup allowed visitors to explore the step-by-step procedure interactively, highlighting its accessibility and benefits for skilled artisans and craftsmen under the scheme.

Video Link : https://youtu.be/KcSs5GsMpkk

PM VISHWAKARMA - 1st Year Anniversary



PM VISHWAKARMA - 1st Year Anniversary



PM VISHWAKARMA - 1st Year Anniversary

PM VISHWAKARMA - 1st Year Anniversary

Client : Department of Finance

In just 10 days, we designed and delivered the 1900-sq.m. Department of Financial Services (DFS) stall for the PM Vishwakarma event, inaugurated by Prime Minister Modi on 20th September 2024 in Wardha. Our immersive setup featured Step Vision for enrollment guidance, Rotoscope for the loan process, and live ATM demos with banking counters. The installation showcased the vital role of banking in the PM Vishwakarma Scheme, using informative designs to create a visually engaging and informative experience.

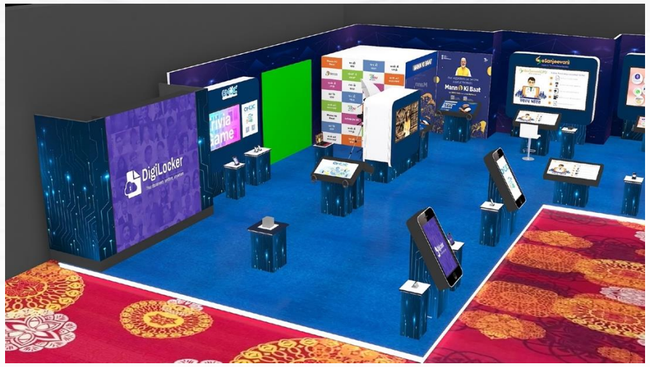
CHECK VIDEO LINK

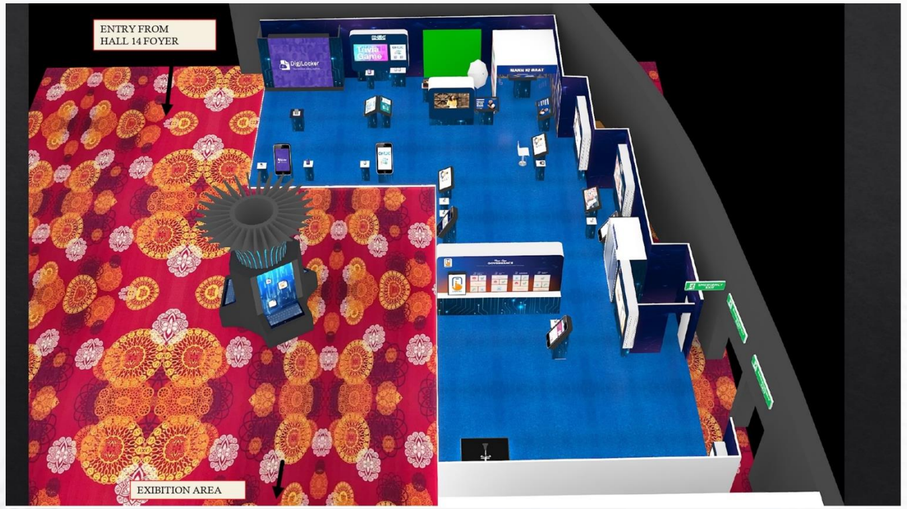
https://youtu.be/oNugVBWkQL8?si=zGsn2N5ySX1i4nV6

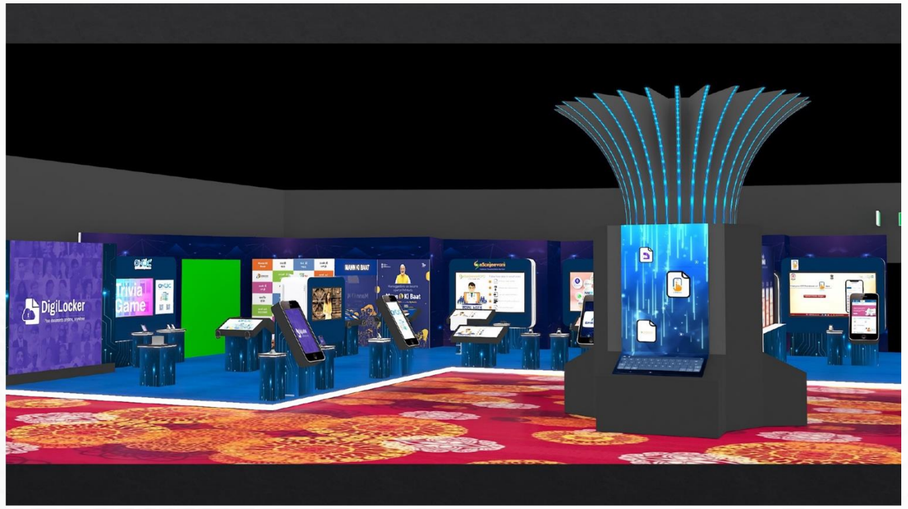
Digital India
Power To Empower

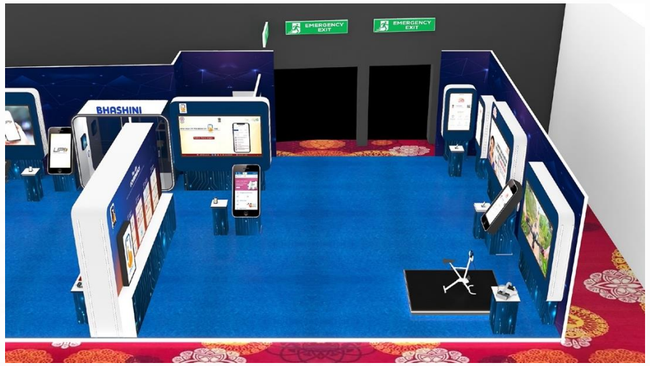
UNESCO 46TH SESSION OF THE WORLD HERITAGE CONFERENCE

UNESCO 46th Session of the World Heritage Conference



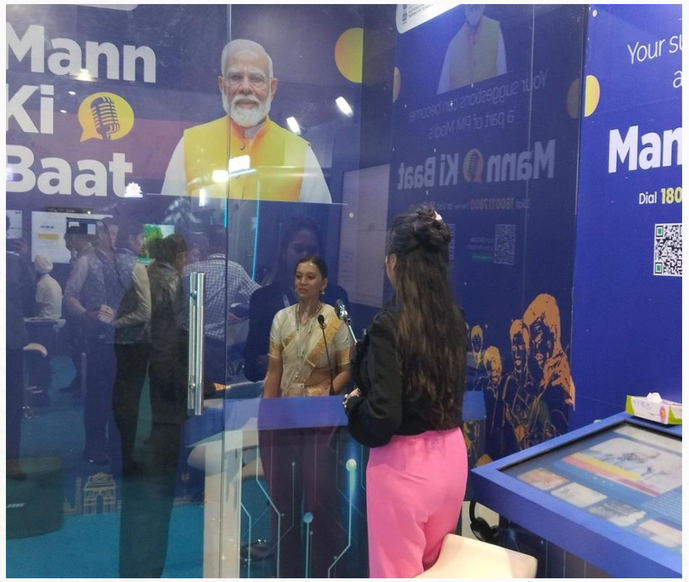






UNESCO 46th Session of the World Heritage Conference

UNESCO 46th Session of the World Heritage Conference



UNESCO 46th Session of the World Heritage Conference

UMANG App Interactive Rotoscope Showcase

We leveraged cutting-edge Rotoscope technology to create an immersive showcase of 20 essential government services available on the UMANG app. This installation provided a dynamic, visually engaging experience, allowing attendees to explore these services interactively while emphasizing their accessibility and importance in modern governance.

Video Link : https://youtu.be/zc_Dria7wbk

Digi Cube for DigiLocker App

We used the Digi Cube to showcase the features and benefits of the DigiLocker app, where documents are validated online. The cube's six sides each displayed different categories of DigiLocker, with content enhanced by anamorphic design for a visually captivating experience.

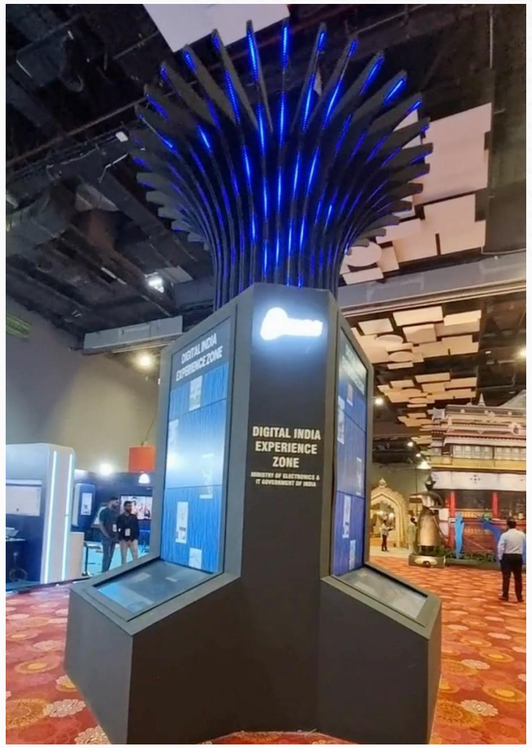
Video Link : https://youtu.be/uSIX29-iWcs

UNESCO 46th Session of the World Heritage Conference

VR Cyclotron : Journey Through Digital India and World Heritage

We developed a virtual environment path that integrates Indian heritage monuments recognized as UNESCO World Heritage sites. This immersive experience showcased India's digital transformation under the Digital India initiative, highlighting eight key apps—DigiLocker, ONDC, eSanjivani, UPI, Bhashini, Umang, and Aadhaar—featured in the Digital India Pavilion at the 46th UNESCO World Heritage Conference. The VR Cyclotron beautifully captured this journey, offering attendees an engaging and memorable experience of India's digital evolution.

Video Link : https://youtube.com/shorts/OBrpWvOMr5s?feature=share



Knowledge Fountain with Pixel Tree

At the 46th World Heritage Conference, the Digital India Pavilion featured the *Knowledge Fountain with Pixel Tree Installation*, a blend of digital art and interactive learning. The installation showcased cascading digital brochures on key initiatives like ONDC, UPI, Digilocker, Indian heritage sites, and festivals, all set against a stunning fountain animation. Visitors could easily explore and email themselves the informative content, symbolizing the spread of digital knowledge across India.

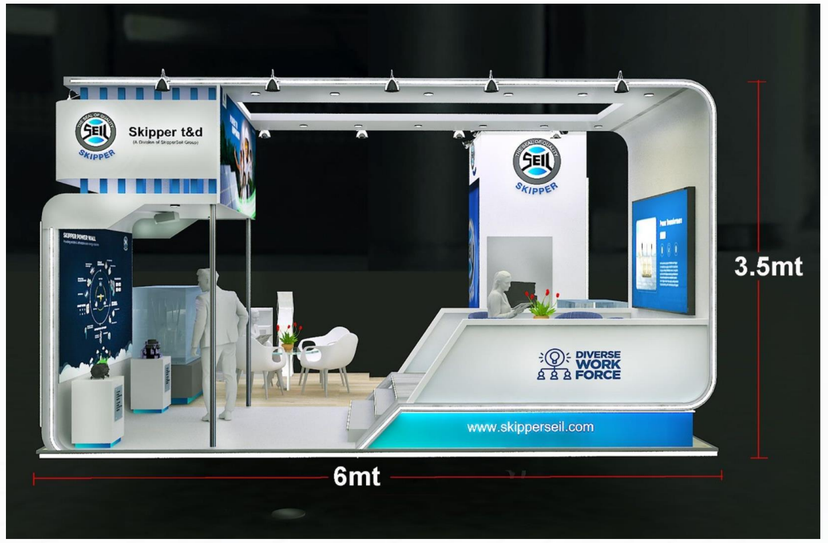
Video Link : https://youtu.be/aBwTuC9-7wk

Middle East Energy Dubai

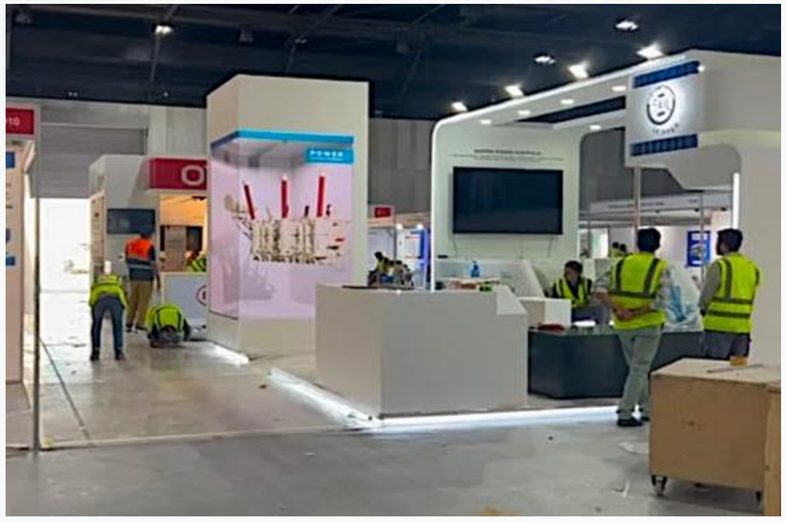
THE SEAL OF QUALITY SEIL SKIPPER

MEE - MIDDLE EAST ENERGY - DUBAI

MEE - Middle East Energy - Dubai



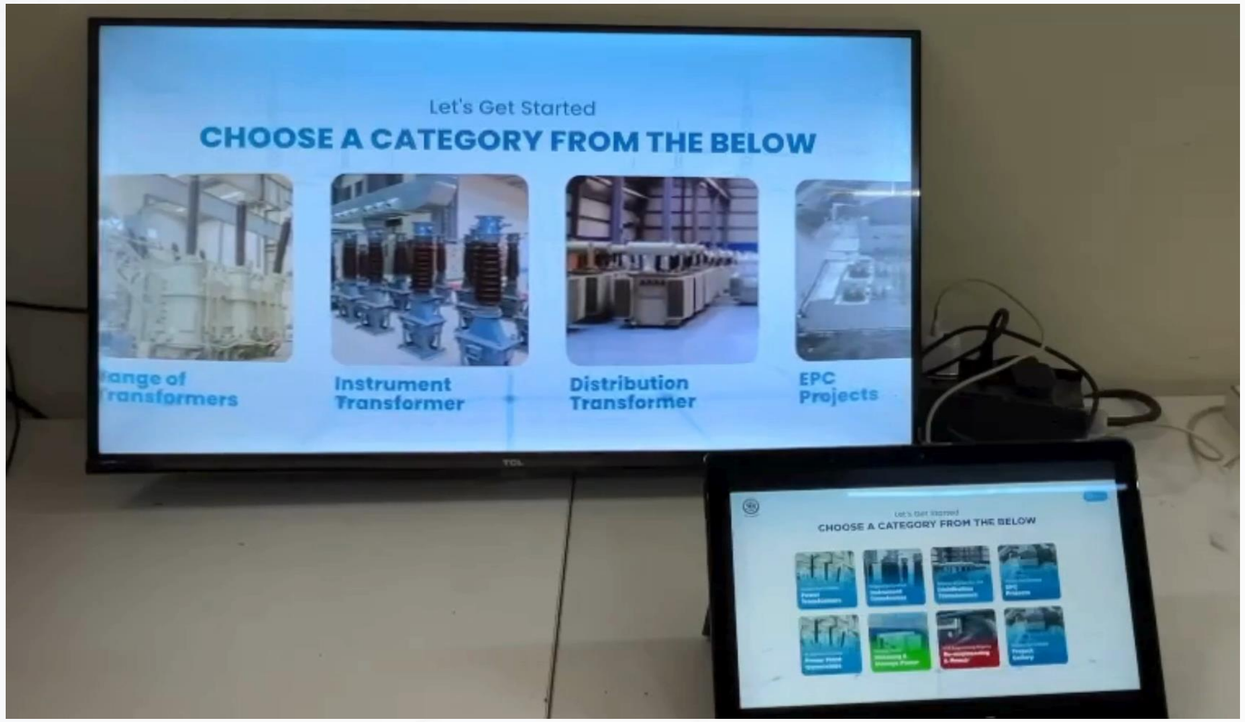
MEE - Middle East Energy - Dubai

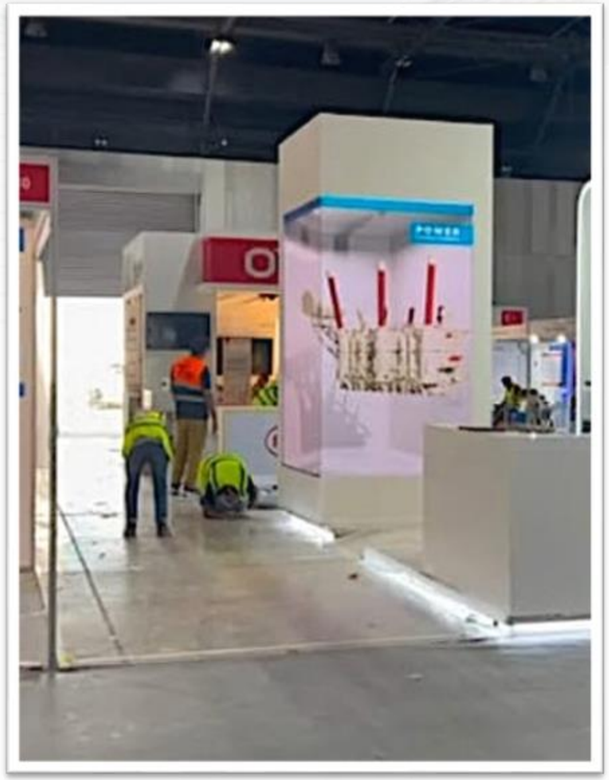


For MEE 2024 - Middle East Energy in Dubai, we designed and incorporated cutting-edge interactive technologies, including an anamorphic interactive power wall for Skipper.

Unfortunately, due to heavy rain in Dubai, the exhibition was cancelled.

MEE - Middle East Energy - Dubai





Interactive Tab Application for Seamless Product Showcase at Skipper Seil Ltd.

We developed an interactive tab application for Skipper Seil Ltd. to showcase their diverse product range in a categorized and user-friendly manner. This innovative tool was designed specifically for exhibitions, allowing marketing representatives to present product variants and specifications efficiently. The application not only enhances product visibility but also facilitates engaging interactions with clients and industry representatives, making it an invaluable asset for impactful presentations.

Video Link : https://youtu.be/ObesnteeQH8

Immersive 3D Anamorphic Wall Showcasing Skipper Seil's Hero Product

We created an anamorphic wall for Skipper Seil Ltd. that dynamically showcases their hero product through striking 3D visuals. This immersive installation was designed to be a focal point of the stall, enhancing the overall look and feel of the space. The wall not only grabs attention but also provides an engaging and memorable experience for visitors, highlighting the product's features in a visually captivating way.

Video Link : https://youtube.com/shorts/1pNuRLNYlvY?feature=share

UBOARD®

THE GREAT INDIAN SNEAKER FESTIVAL

The Great Indian Sneaker Festival

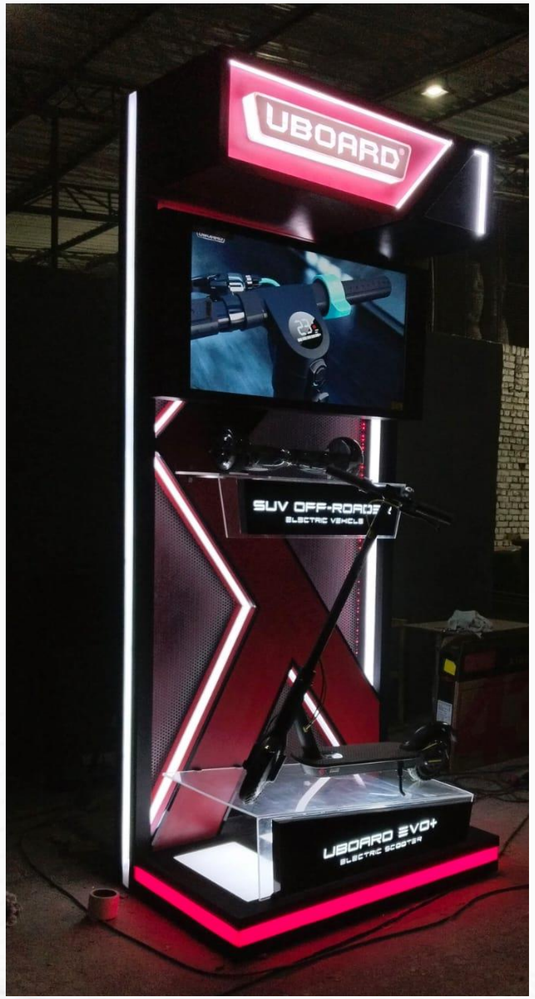
The Great Indian Sneaker Festival

The Great Indian Sneaker Festival

At *The Great Indian Sneaker Festival - 2022*, we designed the stall space for UBORD INDIA, capturing the essence of an electronic brand. The sleek and modern setup was a visual magnet, drawing attendees to take selfies both at and with the stall, making it a standout attraction at the event.

Video Link : https://youtube.com/shorts/w4ToESlHQLg?feature=share

UBOARD - Retail Kiosk



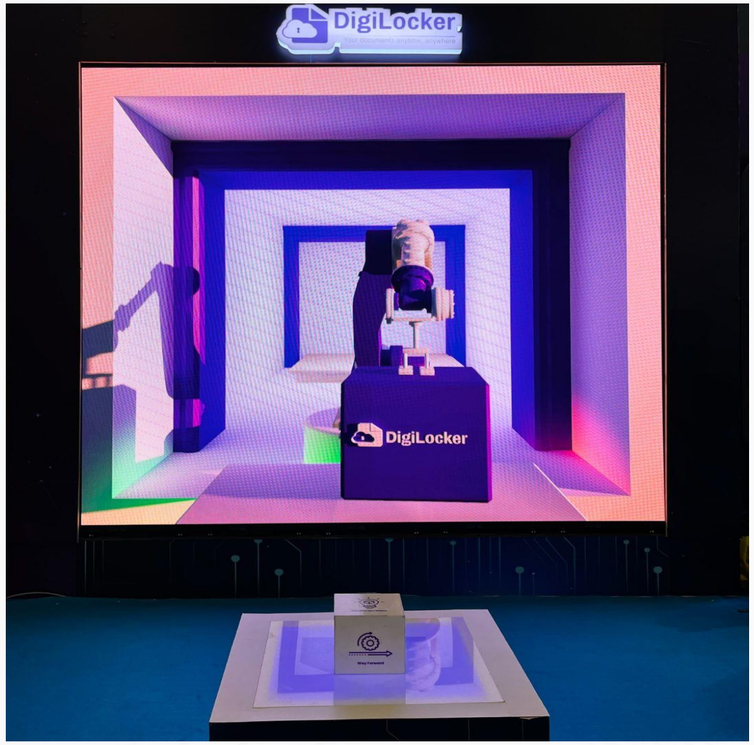
Retail Kiosk - UBORD INDIA

We designed a retail kiosk for UBORD INDIA, installed at the Hamleys store in Ambience Mall, Vasant Kunj. The kiosk prominently displays hero products like the hoverboard and electric scooter, featuring an integrated screen to showcase brand and promotional visuals. The overall design enhances the brand's presence, making the kiosk a captivating point of attraction.

DIGITAL STORYTELLING.

DIGITAL EXPERIENCE AND CONTENT DESIGN

DIGI CUBE – INTERACTIVE CUBE



Client : Digital India, MeitY

Our innovative Digi Cube for the DigiLocker app provides an engaging and immersive experience, highlighting the app's features and benefits. Each of the cube's six sides presents different categories of DigiLocker, with content brought to life through anamorphic design. This visually captivating installation effectively showcases how documents are validated online, offering a comprehensive view of DigiLocker's capabilities.

CHECK VIDEO LINK

https://youtu.be/uSIX29-iWcs

STEP – VISION INTERACTIVE LIGHTING

Client : KPMG - ENRich - flagship (ENR) Conclave

Our captivating immersive installations offer a brilliant window into KPMG's future vision, where we proudly display an array of monumental milestones that span far beyond the horizon of sourcing excellence. As you step onto our interactive floor, it lights up with dynamic visuals, guiding you through the remarkable information.

CHECK VIDEO LINK

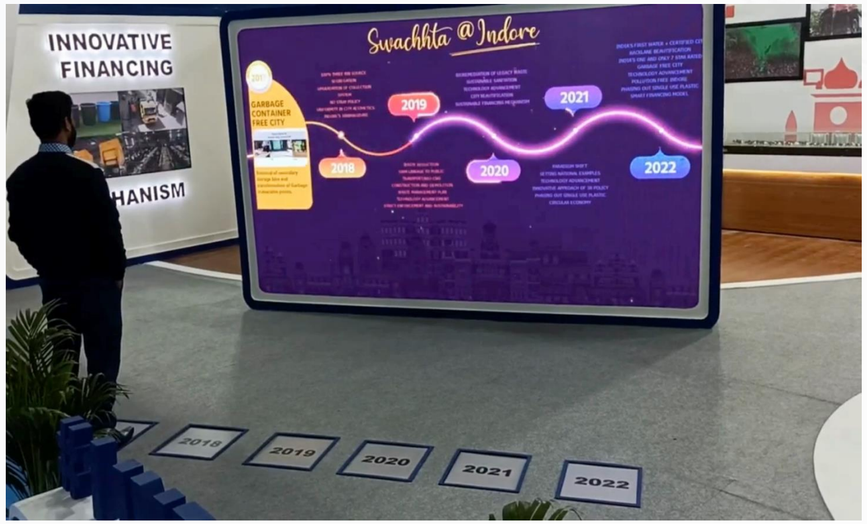
https://youtu.be/-Q5QD3ZnitE

STEP – VISION

Client : Skipper Seil Limited

CHECK VIDEO LINK

https://youtu.be/C4oiDQAyzMA



Client : Pravasi Bhartiya Divas, Govt of MP

CHECK VIDEO LINK

https://youtu.be/92dF2MsqcbI

Client : PM Vishwakarma Launch, MSME

CHECK VIDEO LINK

https://youtube.com/shorts/0mhXlSHI3zU?feature=s hare

INTERACTIVE ROTOSCOPE

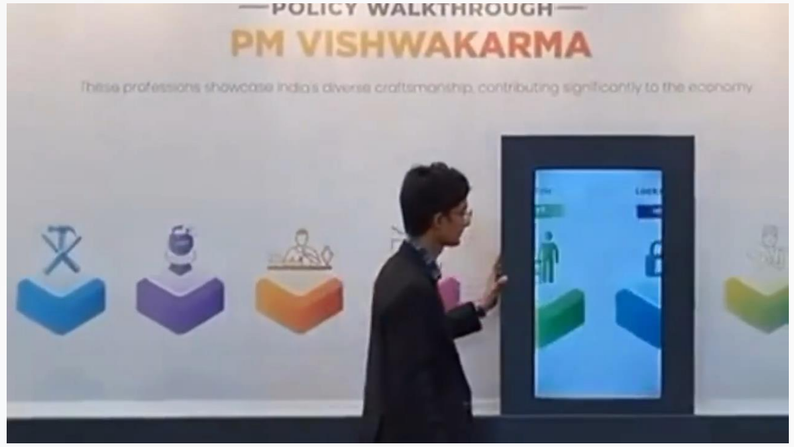
Client : Digital India, MeitY

Our interactive Rotoscope installation for the UMANG app utilized advanced technology to present 20 essential government services. This immersive showcase offered a dynamic and visually engaging experience, allowing attendees to explore these services interactively. It highlighted the app's role in modern governance, emphasizing the accessibility and importance of these services.

CHECK VIDEO LINK

https://youtu.be/zc_Dria7wbk

INTERACTIVE ROTOSCOPE



Client : PM Vishwakarma Launch, MSME

CHECK VIDEO LINK

https://youtu.be/VnAAIo9gwiE

Client : HPCL, Expo Mart, Noida

CHECK VIDEO LINK

https://youtu.be/6NE0CYGkL24

Client : Hindustan Aeronautical Limited

CHECK VIDEO LINK

https://www.youtube.com/watch?v=cfw_q3sM_6w

KNOWLEDGE FOUNTAIN - PIXEL TREE

Client : HPCL, Expo Mart, Noida

CHECK VIDEO LINK

https://www.youtube.com/watch?v=j9f9eECdi4U&t=5s

Client : Digital India, MeitY

CHECK VIDEO LINK

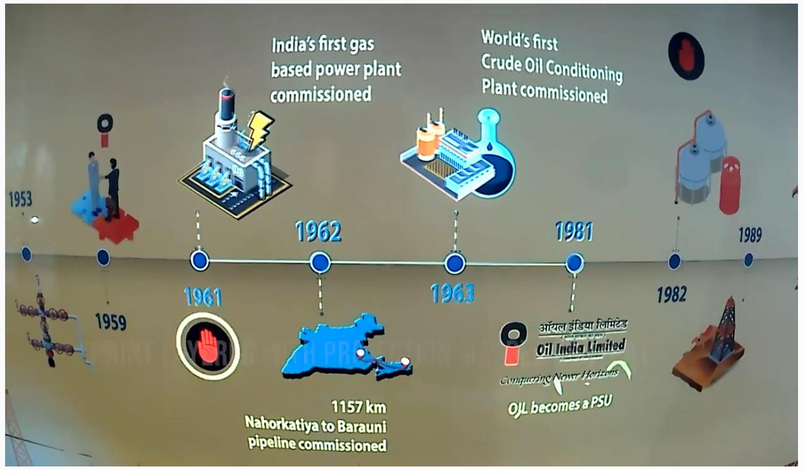
https://youtu.be/aBwTuC9-7wk

PROJECTION MAPPING | INTERACTIVE WALL

Client : Ambience Mall, Vasant Kunj

CHECK VIDEO LINK

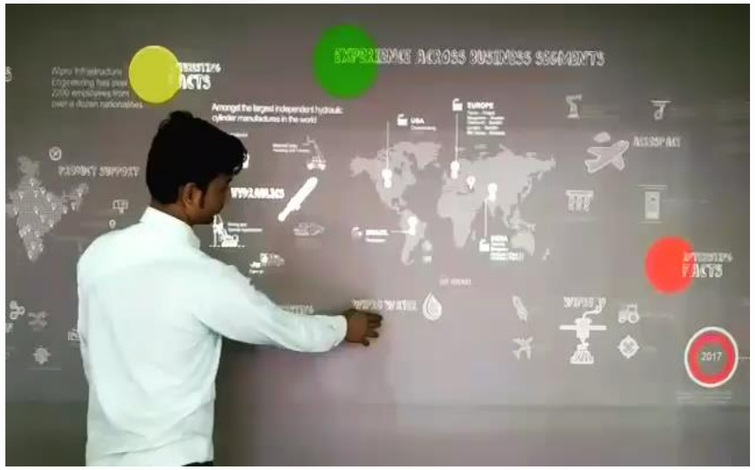
https://youtu.be/XDM5oZDGcfI



Client : OIL @Petrotech

CHECK VIDEO LINK

https://youtu.be/9pm6cC_cfvI?si=XUHVxbL2C9xYzcHJ



Client : Wipro at Excon

CHECK VIDEO LINK

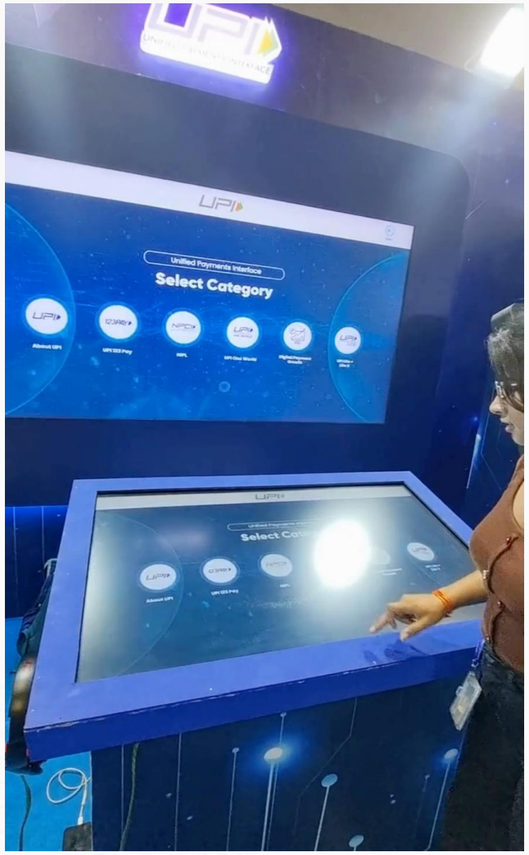
https://www.instagram.com/p/BcobbGaHALR/?hl=en&tagged=oleindia

INTERACTIVE INFORMATIVE DISPLAY

Client : Niti Aayog

CHECK VIDEO LINK

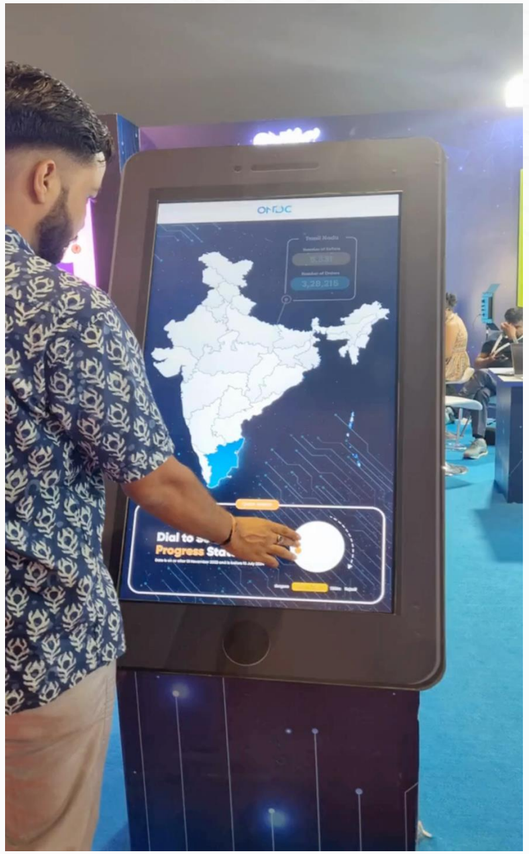
https://youtube.com/shorts/WT3IrokboJo?si=zShUN1ndphwKs7sf



Client : UPI - Digital India, MeitY

CHECK VIDEO LINK

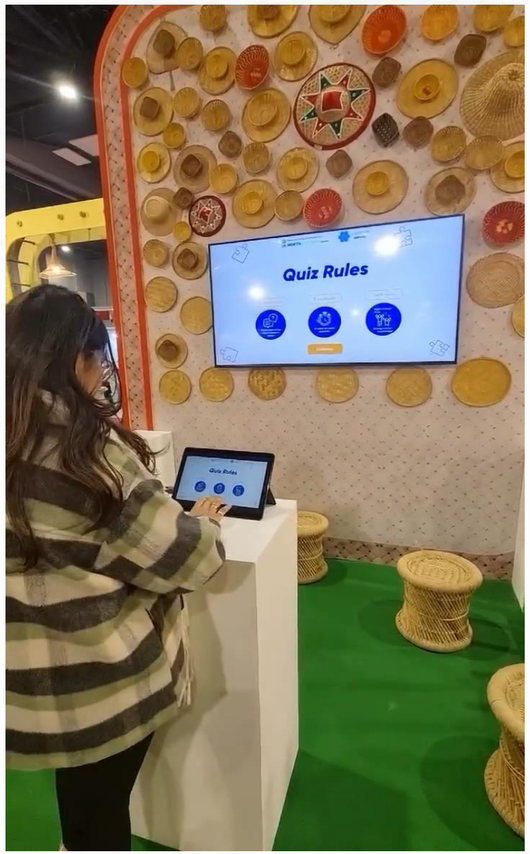
https://youtube.com/shorts/zaJBgYOxxpo?si=81Uiqo2BbR6HqIRv



Client : ONDC - Digital India, MeitY

CHECK VIDEO LINK

https://youtube.com/shorts/mK1nPsX9OAc?si=cBH766MBrX5DBZ25



Client : Uttar Purvi Mahotsav, DoNER

CHECK VIDEO LINK

https://youtube.com/shorts/der3WYGRPkc?si=gfWM3fXer4WQ6H0I

INTERACTIVE INFORMATIVE DISPLAY

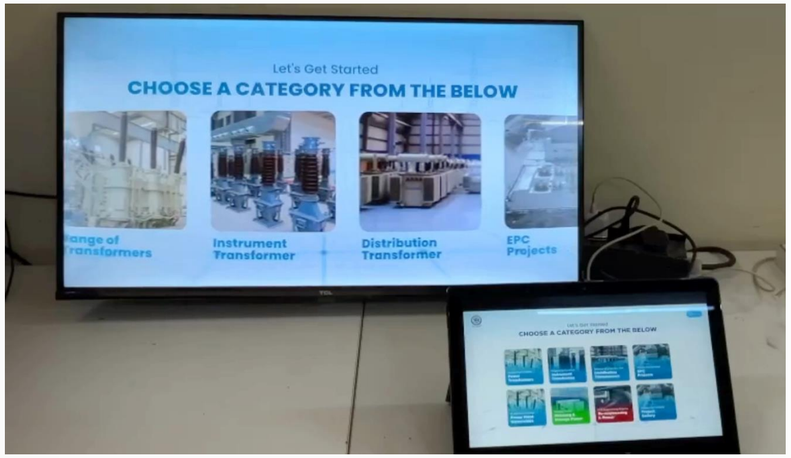
Pledge Wall

Client : Ministry of Tourism

CHECK VIDEO LINK

https://youtu.be/4gjy8ZsFJaU

Tab Application

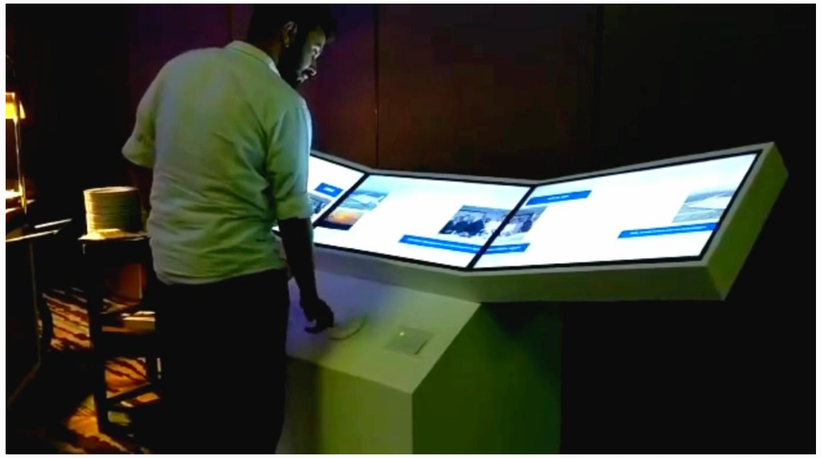


Client : Skipper Seil Limited

CHECK VIDEO LINK

https://youtu.be/ObesnteeQH8

Retro Dial



Client : GMR Group

CHECK VIDEO LINK

https://youtu.be/yzN0cFawGPA

CONTENT CREATION

Client : Niti Ayog

Sankalp Saptah a Niti Ayog initiative powered with Visuals and interaction by Otherlogic. We were glad that Prime minister Modi inaugurated the expo with our installation first hand.

CHECK VIDEO LINK

https://www.youtube.com/watch?v=xo4qitY6KjM

CHECK VIDEO LINK

https://youtu.be/0a3ICgNs7_A

CHECK VIDEO LINK

https://youtu.be/M14KoumX9HQ

CHECK VIDEO LINK

https://youtu.be/Cna1feuQdc8

CONTENT CREATION - Immersive visuals & Interactions

Client : Ministry of Tourism

"We were delighted to craft an immersive zone offering a glimpse of various places in Northeast India at the International Tourism Mart in Shillong, hosted by the Ministry of Tourism, India."

CHECK VIDEO LINK

https://youtu.be/EmIIC1qbYlM

CHECK VIDEO LINK

https://youtu.be/JxBBJK1rrKY

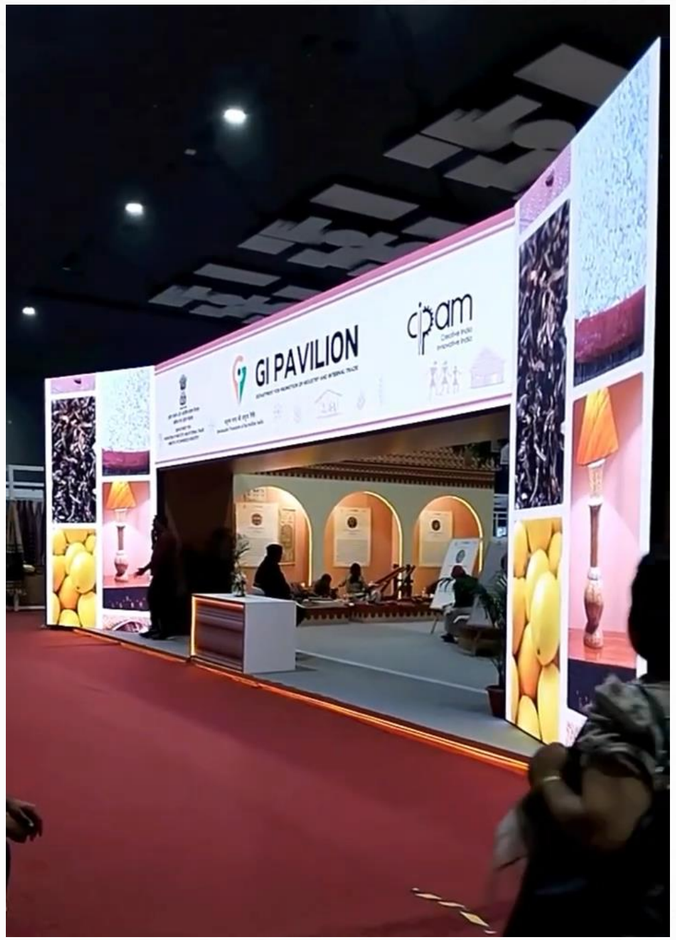
CONTENT CREATION

Client : DPIIT, Ministry of Commerce

"Thrilled to unveil the Interactive Entrance Fascia at the GI Pavilion, a Ministry of Commerce initiative at the Indian International Trade Fair in Delhi. Our visuals and interactive installation, by Otherlogic, were inaugurated first hand at IITF 2023."

CHECK VIDEO LINK

https://youtu.be/RZp3HmhnJ-4



CHECK VIDEO LINK

https://youtu.be/YBwD-u5cZMQ

CONTENT CREATION – ANAMORPHIC

Client : Digital India, MeitY

CHECK VIDEO LINK

https://youtube.com/shorts/00afyhGha38?feature=share

Client : Ambience Mall, Vasant Kunj

CHECK VIDEO LINK

https://youtu.be/SDK7v4nf9n4

Client : Skipper Seil Limited

CHECK VIDEO LINK

https://youtube.com/shorts/1pNuRLNYlvY?feature=share

VIRTUAL REALITY EXPLORATIONS

INTEGRATED CGI, SIMULATIONS AND INTERACTION DESIGN

360 Shoot

Client : UNDP

CHECK VIDEO LINK

https://youtu.be/4tU8NYTPmf8

Client : Nuture.farm

CHECK VIDEO LINK

https://youtu.be/f1f7h6OLmKo

Client : Ministry of Textile

CHECK VIDEO LINK

https://youtu.be/DNfc4JLVrpg

Thank You!

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