

EV Automotive Show - Bus Graphics

Sector: Automotive design

Customer needed an expert in this field who knows about the current market and latest design trends, making a WoW impression at first sight. The designs had to be finished within stipulated time frame. We were chosen as TEL has worked extensively in this domain.

DESIGN CHALLENGE

The challenge was to convey 3 aspects/USPs of the bus through decal graphics in a bold manner

1. Clean Environment / Eco-friendly
2. Hi-tech
3. Connectivity

SCOPE OF WORK

To conceptualise, design, coordinate and supervise all the vehicle graphics which would be displayed for EV show.

DESIGN SOLUTION

Tata Elxsi with its unique **i-cube** (Investigate – Innovate – Implement) design approach, came up with a unique design, covering all the 3 aspects in flowy continues illustrative design.

Green and blue colour scheme universally accepted for EV graphics was thoughtfully chosen to complement the EV theme with suitable supporting graphic elements.



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IMPACT

The decals helped in enhancing the look and feel of the vehicle and successfully conveying the USPs of Clean Environment / Eco-friendly, Hi-tech, Connectivity through graphics.

