

WILLJINI

IDEATION OF IDENTITY DESIGN OF  
**WILLJINI**

## Will Jini

is a unique website portal which helps you to make a will online within 30 minutes

WILLJINI

It is an offshoot of Legal Jini started in 2004. It specializes in company formation, tax registrations, govt approvals, outsourcing of accounts / tax / audit, compliances etc



So you think financial planning is important ?

Let us understand why..

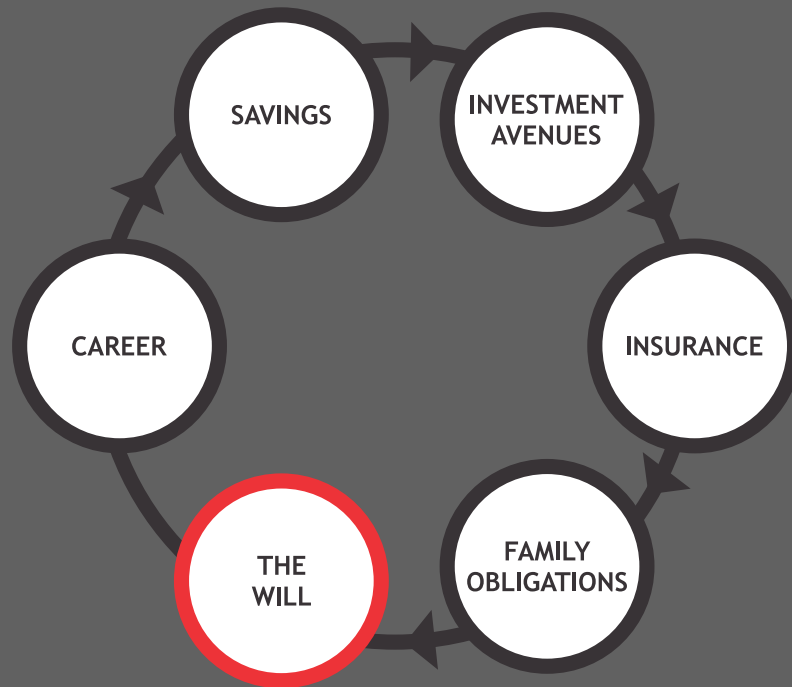
1. Managing income
2. Managing cash flow
3. Increase in capital
4. Family security
5. Choosing right type of investment
6. Managing a good standard of living in difficult times
7. Better financial understanding
8. A nice cushion of assets
9. Savings for a rainy day
10. Establishing a relation with financial advisor

So when you have done everything right  
to manage your hard earned money...  
Have you ever given a thought to what  
happens to that money when you are gone ?

Just as you have meticulously planned a diverse portfolio in financial planning, have you planned a diverse portfolio in how you want to distribute and to whom you want to distribute that money ?

With crimes and legal cases increasingly rising in financial matters within the family and outside, don't you think it would be obligatory for you to think of plan to distribute your planned money ?



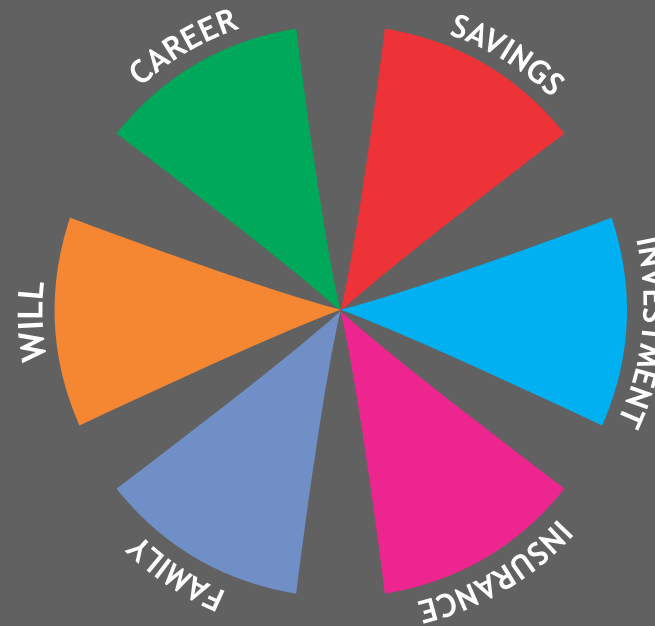


The cycle of financial planning is incomplete without A WILL !

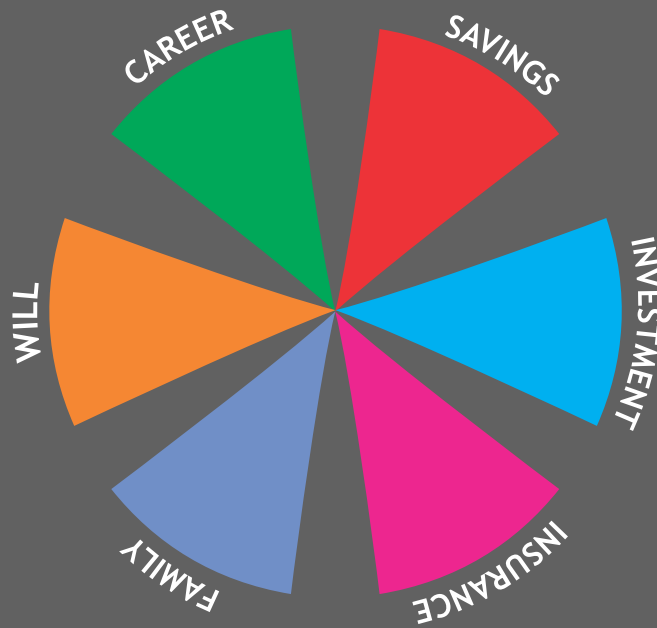
So with clarity of this thought process, we work around this central idea

**“Your financial planning is incomplete without a will”**

“Your financial planning is incomplete without a will”



“Your financial planning is incomplete without a will”



FINANCIAL PLANNING  
PROCESS



HIGHLIGHTING “WILL”

“Your financial planning is incomplete without a will”



HIGHLIGHTING “WILL”



SIMPLIFICATION OF FORM

## IDEATION PROCESS

### COLOUR OPTIONS

“Your financial planning is incomplete without a will”

Grey for being neutral and not getting swayed with emotion



Orange stands energy of the sun which gives direction



Grey for being neutral and not getting swayed with emotion



Blue stands security and serenity of life



SIZING

**“Your financial planning is incomplete without a will”**



SINGLE COLOUR

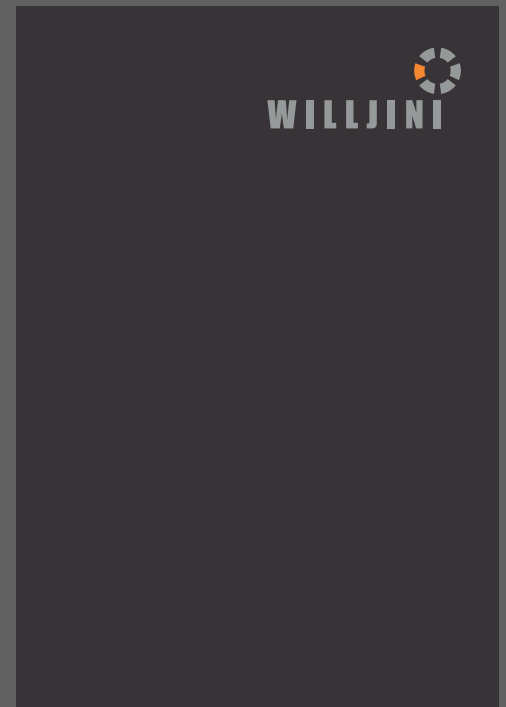
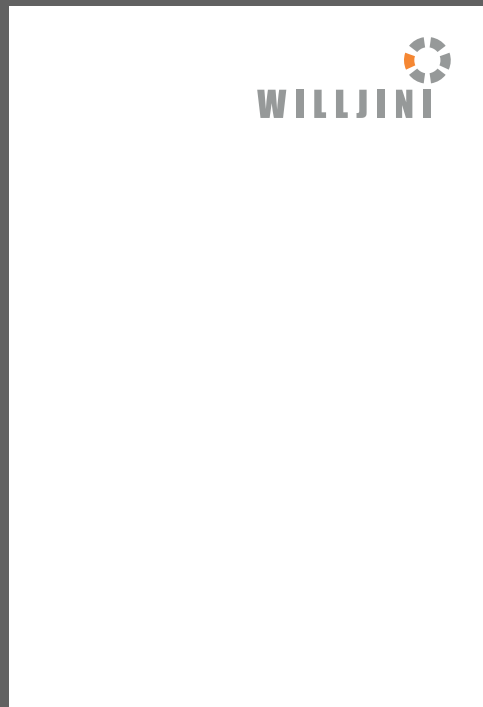
“Your financial planning is incomplete without a will”





ON DIFFERENT BACKGROUNDS

**“Your financial planning is incomplete without a will”**



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IDEATION PROCESS

COMPOSITION WITH LOGO



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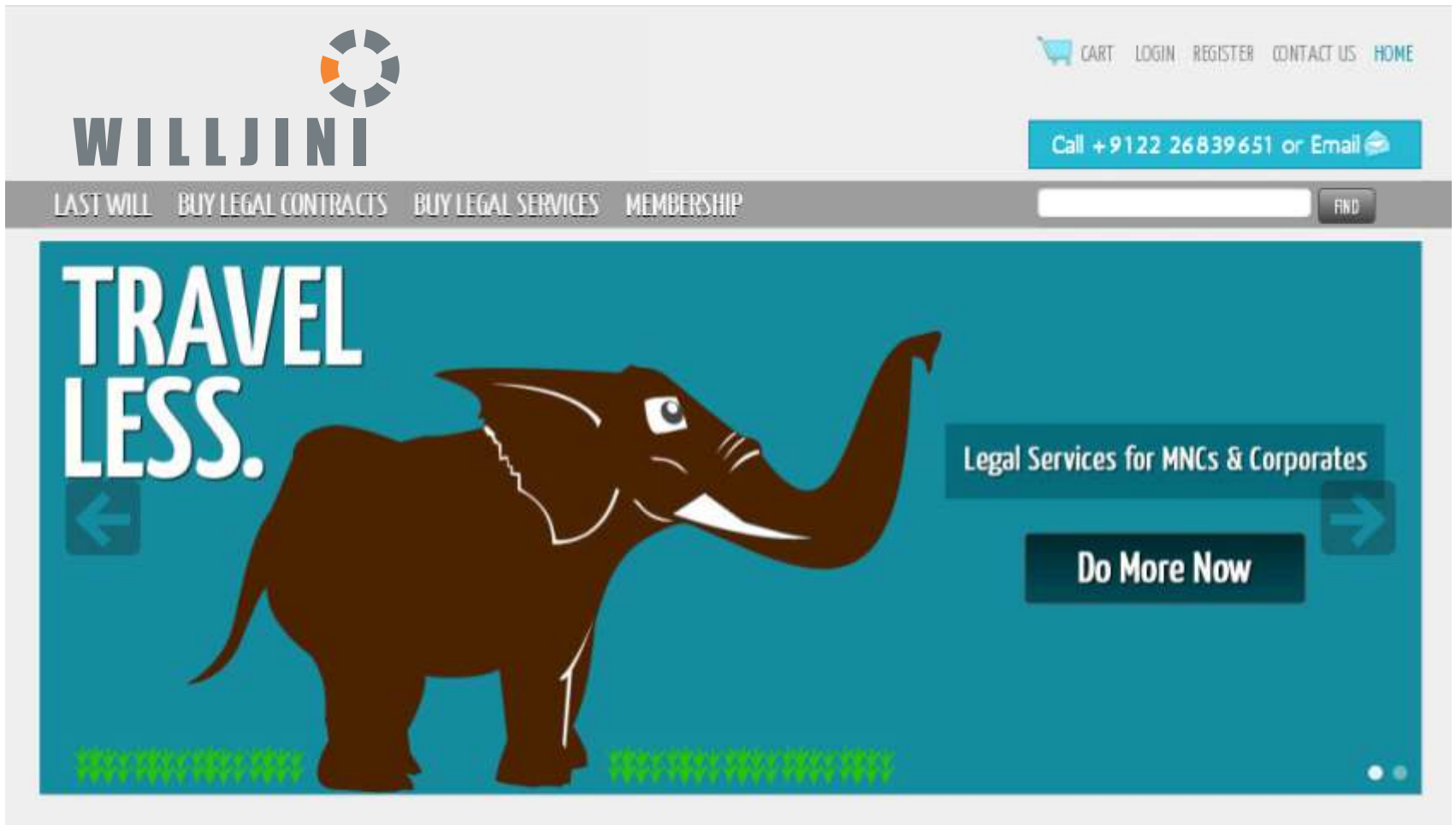
IDEATION PROCESS  
MEDIA 1 - STATIONERY



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# IDEATION PROCESS

## MEDIA 2 - WEBSITE







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for first half  
an hour

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# IDEATION PROCESS MEDIA 4 -BLOG AND NEWSLETTERS

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# IDEATION PROCESS MEDIA 5 -FACEBOOK PAGE

The image shows a screenshot of a Facebook page for 'Legal Services By LegalJini'. The browser's address bar shows the page URL. The Facebook header includes the search bar with the page name, navigation icons, and the user's name 'Nehal'. The main content area features a large blue banner with the text 'Make your Legal Will In just 30 minutes For Rs 3500 only' and illustrations of a family. Below the banner is the page's profile picture, name, and like count (12,144 likes). A navigation menu at the bottom includes 'About', 'Photos', 'Likes', 'Videos', and 'Pinterest'. The right sidebar contains a 'Create Page' button, a sponsored advertisement for Quikr, and a 'Recent' activity list.

Apps Customize Links Windows Marketplace Free Hotmail Windows Media Windows art therapy Wolff Olins Other bookmark

Legal Services By LegalJini

Create Page

Sponsored

Grow Your Sales Quickly

Reach your customers through Facebook. Get FREE support from experts & \$50 ad coupon

Used Mahindra Scorpio quikr.com

Quikr

Buy Mahindra Scorpio from Rs 1,70,000 onwards on Quikr.com. Quick, Easy and Free!

Recent

2013

2012

1 Chat (Off)

Make your Legal Will  
In just 30 minutes  
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About - Suggest an Edit

Highlights