

Drawing (around) a line



Unreleased Devalok Product

Deadline: 24th July **Time Limit:** 20 minutes (*maximum*)

Meet Setu (setu.devalok.in)

(*undisclosed, confidential and not public information*)

Devalok is building Setu (सेतु - Sanskrit for Bridge)

Setu exactly does what its name says. Every brand has a way of looking and sounding: its colours, its words, its voice, the rules that make it feel like itself. Setu holds all of that in one place and feeds it, live, to the AI tools people now design and write with, so whatever those tools produce still comes back on-brand instead of drifting into generic AI sameness. It's the bridge between a brand's craft and the machines that help make it, keeping the human intent intact on the other side.

We believe that the foundation of art and design comes from human creativity. AI is a powerful tool, but it builds upon the visual language, craft, and intuition developed by people.

For our branding, we want to celebrate that human foundation by creating a dialogue between handmade, personal interventions and clean, digital graphic forms. By pairing hand-drawn interventions with AI, we're embracing the idea that new tools don't replace existing practices—they become part of them.

Brief

Create a handmade illustration (digital or physical) around the horizontal line within the dotted safe area. The line itself should be treated as part of your composition.

Guidelines

- Print the logo on an A4 sheet.
- Create your illustration entirely by hand. (Any medium is welcome: pencil, pen, ink, markers, paint, collage, crayons, embroidery, thread, etc. and any style is welcome: doodles, sketches, polished illustrations, abstract forms, detailed drawings, or experimental work.)
- Your illustration can occupy: above the line, below the line, or both above and below the line.
- Please keep your illustration entirely within the dotted safe space. **Do not go beyond it.**
- The line itself should be treated as part of your composition. Feel free to interact with it however you like, as long as everything stays within the safe area.
- Don't overthink it. Spend no more than 20 minutes. We're looking for spontaneity and personal expression, not perfection.
- Once done, please scan & share a high-res image to ayursha@devalok.in with your name.

setu.devalok.in

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