

Brand identity & logo



Brand identity

Brand identity is the visible elements of a brand, such as color, design, and logo, that identify and distinguish the brand in consumers' minds.

Brand identity includes Name, logo, website, Business card, Product & Packaging.

Building Brand Identity

- Analyze the company and the market.
- Determine key business goals.
- Identify its customers.
- Determine the personality and message it wants to communicate.

Design Logo

Logos serve to represent a given organization or company through a visual image that can be easily understood and recognized.

Logo is clearly communicates who you are and what your value as a brand. Is visually appealing : Simple, Clean and Uncluttered goes a long way.

