

LOGOFOLIO

BRAND STRATEGIST & MOTION DESIGNER

→ **2026**

Design that speaks before anyone says a word

SYMBOLISM & ICONOGRAPHY

THE DOVE

Represents hope, rejuvenation, and new beginnings. Integrated with the peace sign, it illustrates the trajectory of moving past current difficulties toward a positive future.

THE PEACE SIGN

A central anchor symbolizing the core values of conflict resolution, stability, and internal harmony, which form the necessary structure for change.



LOGO RATIONALE

FOR JUVENILE REJUVENATION COMMUNE

TYPOGRAPHY & PALETTE

PRIMARY NAME

Utilizes a bold, yet accessible font (Times New Roman used throughout rationale) to imply modernization, structure, and friendly approachability.

PALETTE

Deep Green signifies healing, growth, and the community environment. Gold-Yellow represents future possibilities, worth, and positive outcomes.

TAGLINE & ARROWS

The directional arrows guiding the text "Rebuilding Futures" represent a clear, forward-moving path towards successful reintegration.



LOGO RATIONALE
FOR JUVENILE REJUVENATION COMMUNE

JUVENILE REJUVENATION
COMMUNE

Rebuilding Futures

Juvenile Rejuvenation Commune
385 Bators, Colliers
Commune, C8 D1 4003

Name Name
Director

(012) 355-8558
805-368-1050
rejuv@ccartona.com
www.rejuv.com

Name Name
Director

(016) 350-2500
(085) 485-3188
juvenile@rejuv.com
bruce@rejuv.com

PALETTE: GREEN - GROWTH
GOLD - POSSIBILITIES
DOVE - REJUVENATION

CONFIDENTIAL - PROPERTY OF JUVENILE REJUVENATION COMMUNE

Color Profile: CREER GREEN (CT0 140 7100 60), GOLD (S10 1320 x100 50)

008 5 100 S

Color Profile: CAHR GREEN (CT0 140 7100 x500 A0)



VAPES WAVE: LOGO RATIONALE

Store Branding Overview

1



RED (Hex: #962525): Passion, energy, and the powerful nature of high-end box mods.



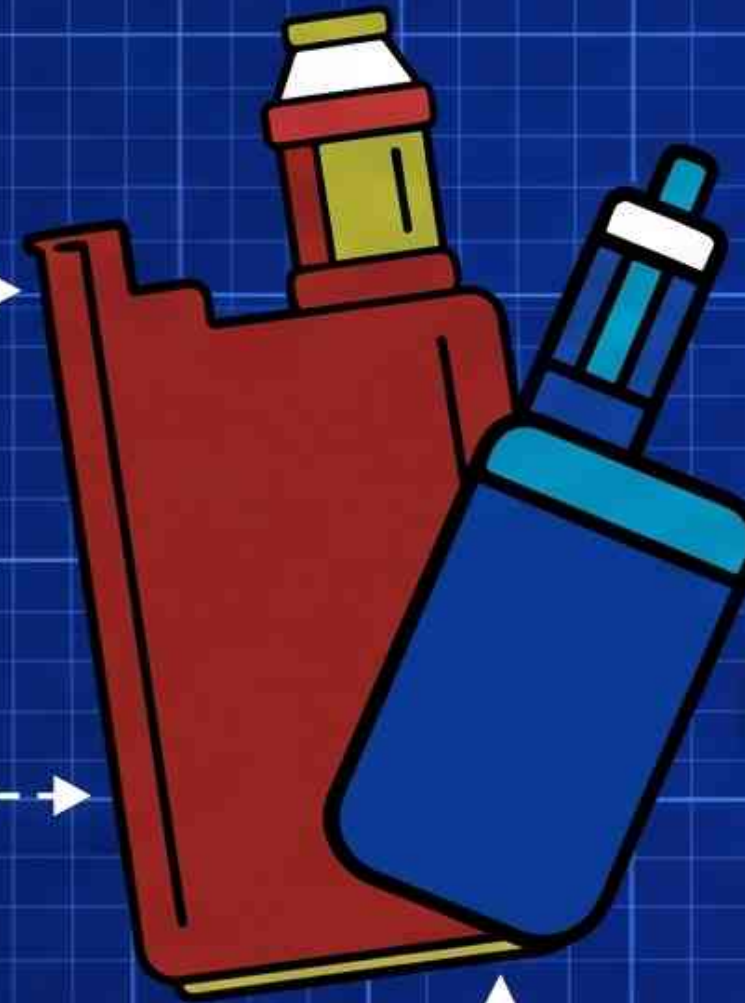
BLUE (Hex: #0036A4): Trust, clarity, and the sleek, accessible nature of pod systems.



WHITE: Purity, modernity, and a clean overall impression.

2

DUAL ICONS: Represents the inclusivity of the store, catering to both advanced users (box mod) and beginners/portable users (pod mod).



2

RED MOD: Symbol for power, customization, and flavor.

BLUE MOD: Symbol for portability, convenience, and ease of use.

4

LAYOUT: The diagonal ascension of the text alongside the mods suggests progress, upward movement, and growth.

3

FONT: Poppins (Geometric Sans-Serif). Communicates professionalism, modernity, and high legibility across all media. The clean lines reflect technical precision.

VW

TEXT CONTENT: "Vapes Wave" evokes movement, trends, and a current approach. The diagonal arrangement creates a "wave" motion, suggesting dynamic flow.

PROJECT: Vapes Wave Brand ID

DATE: Oct 2023

APPROVED BY: [Name/Initials]

REVISION: v1.2 (Poppins Text Update)



info@vapeswave.com | +1 553-012-3456 | 123 Vapor Lane, London, UK



Return Address
info@vapeswave.com
123 Vapor Lane, London, UK



- Crimson
- Midnight Blue
- Cyan

info@vapeswave.com | +1 555-012-2422 | 123 Vapor Lane, Lond



JANE DOE
Store Manager

+1 555-012-3456
info@vapeswave.com
123 Vapor Lane, London, UK



JANE DOE
Store Manager

+1 555-012-3456
info@vapeswave.com
123 Vapor Lane, London, UK



VAPES WAVE - DESIGN RATIONALE DOCUMENT

000 0 180 X



Vapes Wave



eCRUZ LOGO RATIONALE

CYCLIST & MOTION SYMBOLISM:

Defines dynamic action, speed, and the essence of e-bike performance. The motion lines emphasize progress.

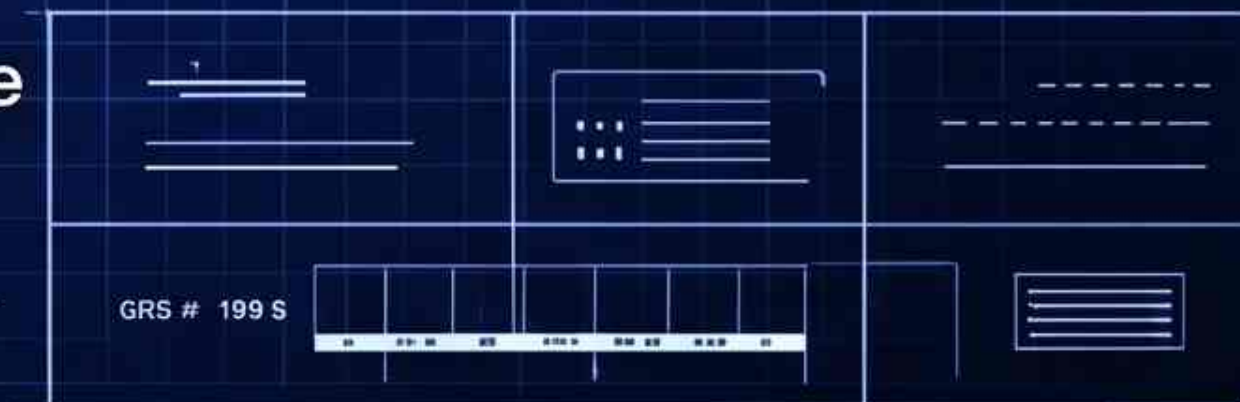


MOUNTAIN & SUNRISE THEME:

Represents exploration, conquering challenges, and the 'Powering Freedom' a user achieves. Sunrise is a new dawn of adventure.

BRAND IDENTITY & TYPOGRAPHY:

'@CRUZ' name is modern and memorable. The standard Poppins font choice is clean, modern, and highly legible for branding across all applications, from bike decals to digital platforms. The slogan 'Powering Freedom' is a concise brand promise.





eCRUZ

+22 980 9880
info@ecruz.com
sales@ecruz.com

eCRUZ
Powering Freedom

eCRUZ
Powering Freedom

Alex Chen
Lead Designer

+20 108 43 858
+2788 1816 7088
alex@ecruz.com
info@ecruz.com
www.ecruz.com

eCRUZ
Powering Freedom

eCRUZ
Powering Freedom

eCRUZ

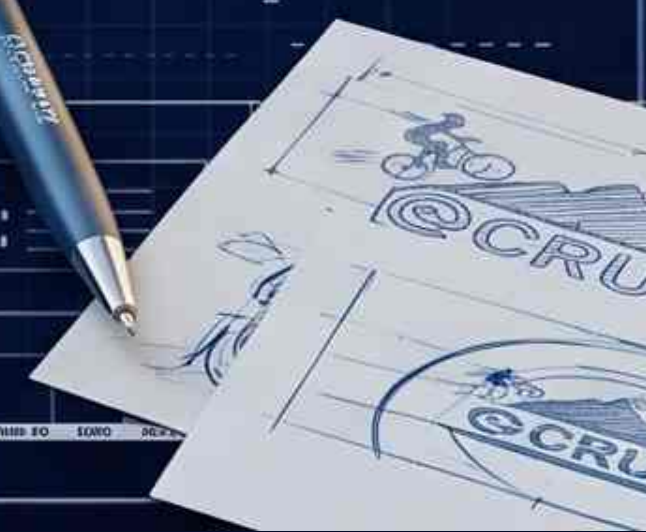
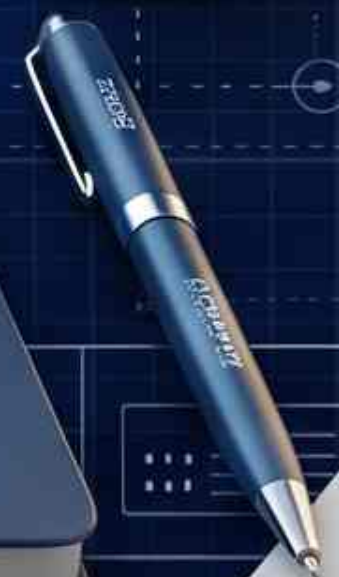
Powering Freedom

eCRUZ: POWERING FREEDOM

eCRUZ
Powering Freedom



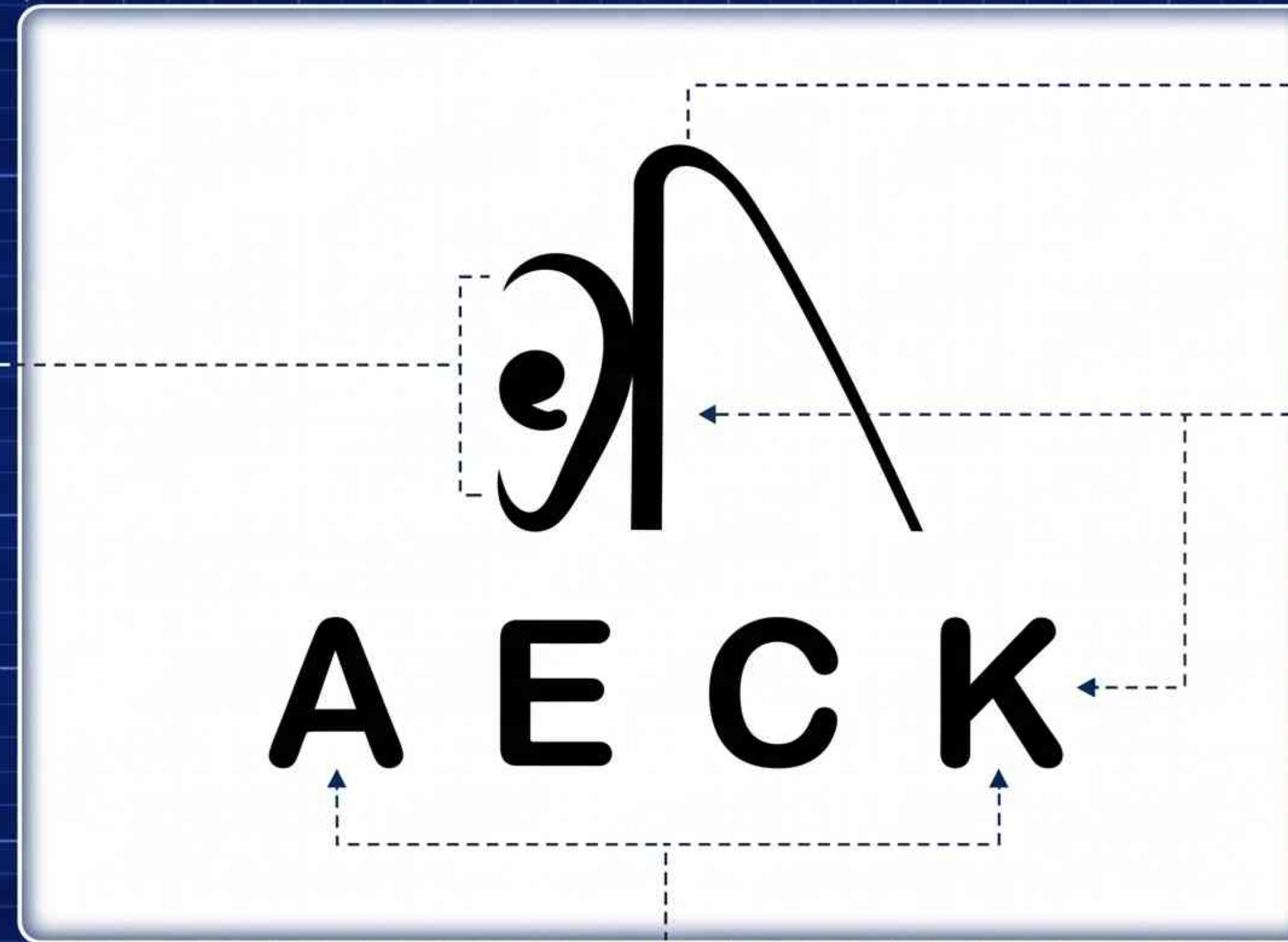
@CRUZ
Powering Freedom



000 x 160 S

AECK | BRAND IDENTITY RATIONALE

THE NAME: AECK – A clean, modern name designed for memorability and to convey structure and clear thinking. It represents our core pillars of attention, empathy, and clear communication.



THE NAME: AECK - A clean, modern name designed for memorability and to convey structure and clear thinking. It represents our core pillars of attention, empathy, and clear communication.

THE SYMBOL:

A powerful visual synthesis.

1. THE EAR (Auditory Icon)

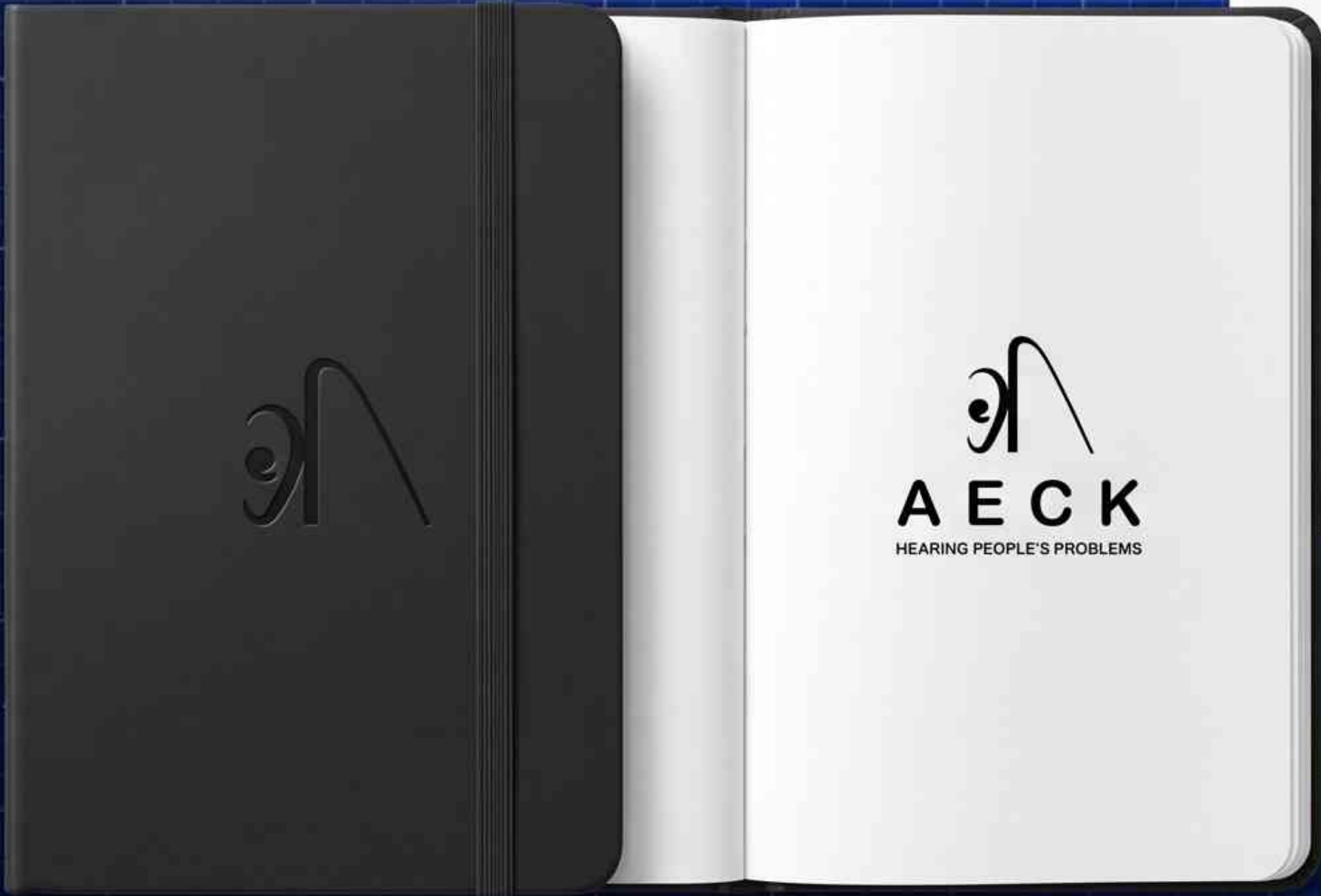
Represents 'Hearing People's Problems' - The brand's foundational purpose. The focus on listening.

2. THE 'A' & 'K' (Brand Letters)

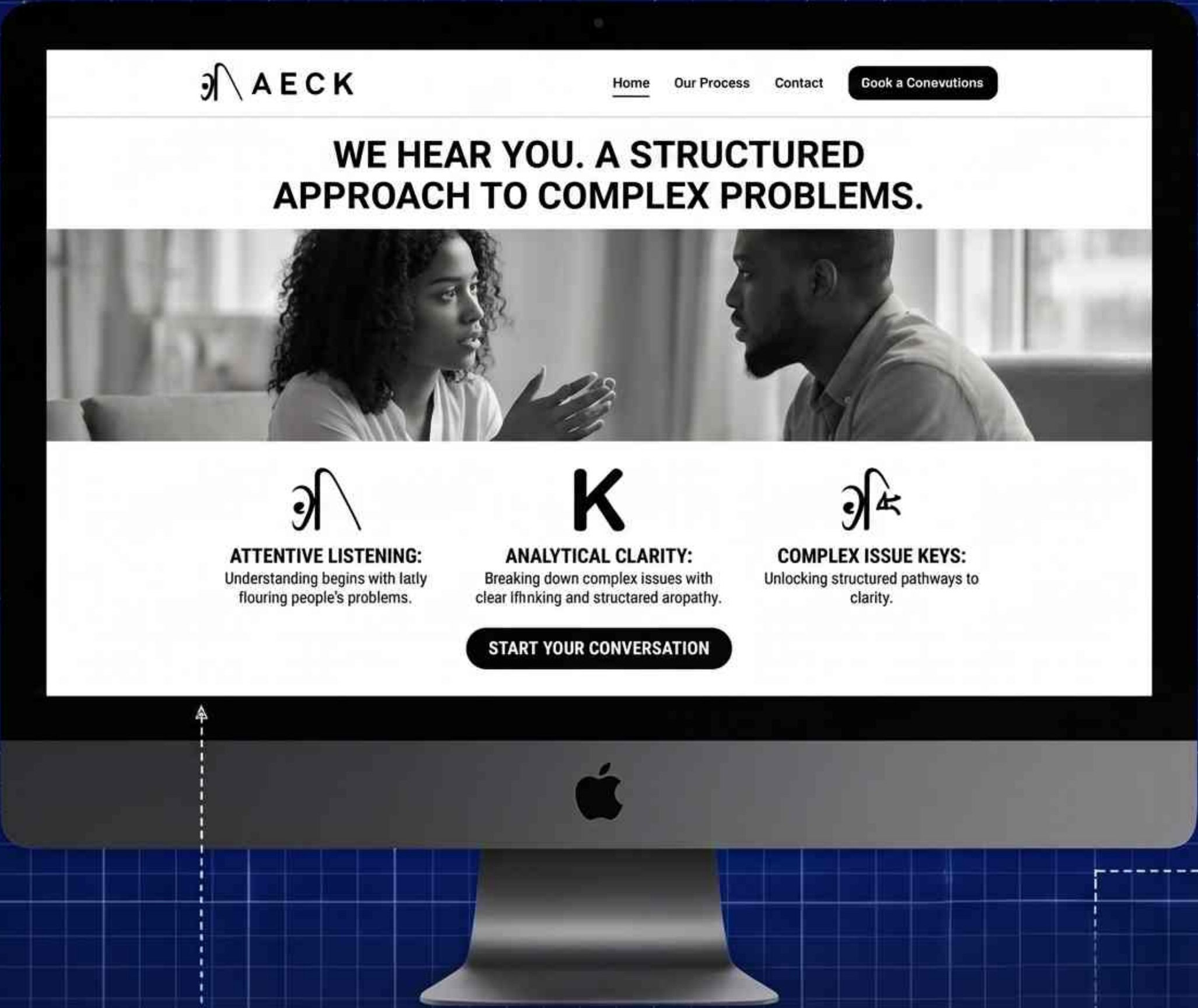
The stylized ear is artfully formed from the vertical strokes and curves of the letter 'A' (Attentive, Analyzing) and hints at the clean edges of 'K' (Knowledge, Keys) to create a structured whole.

3. OVERALL: Symbolizes a structured, analytical process applied to empathy, bringing clarity to complex problems.

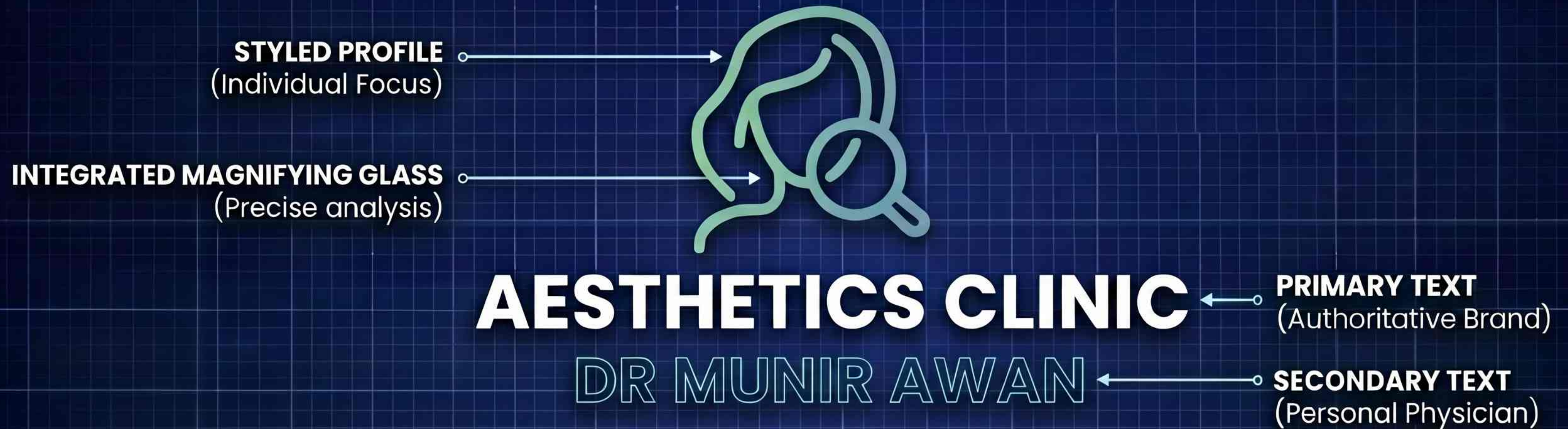
AECK | BRAND IDENTITY DATA



AECK | BRAND IDENTITY RATIONALE



AESTHETICS CLINIC: LOGOTYPE SYSTEM

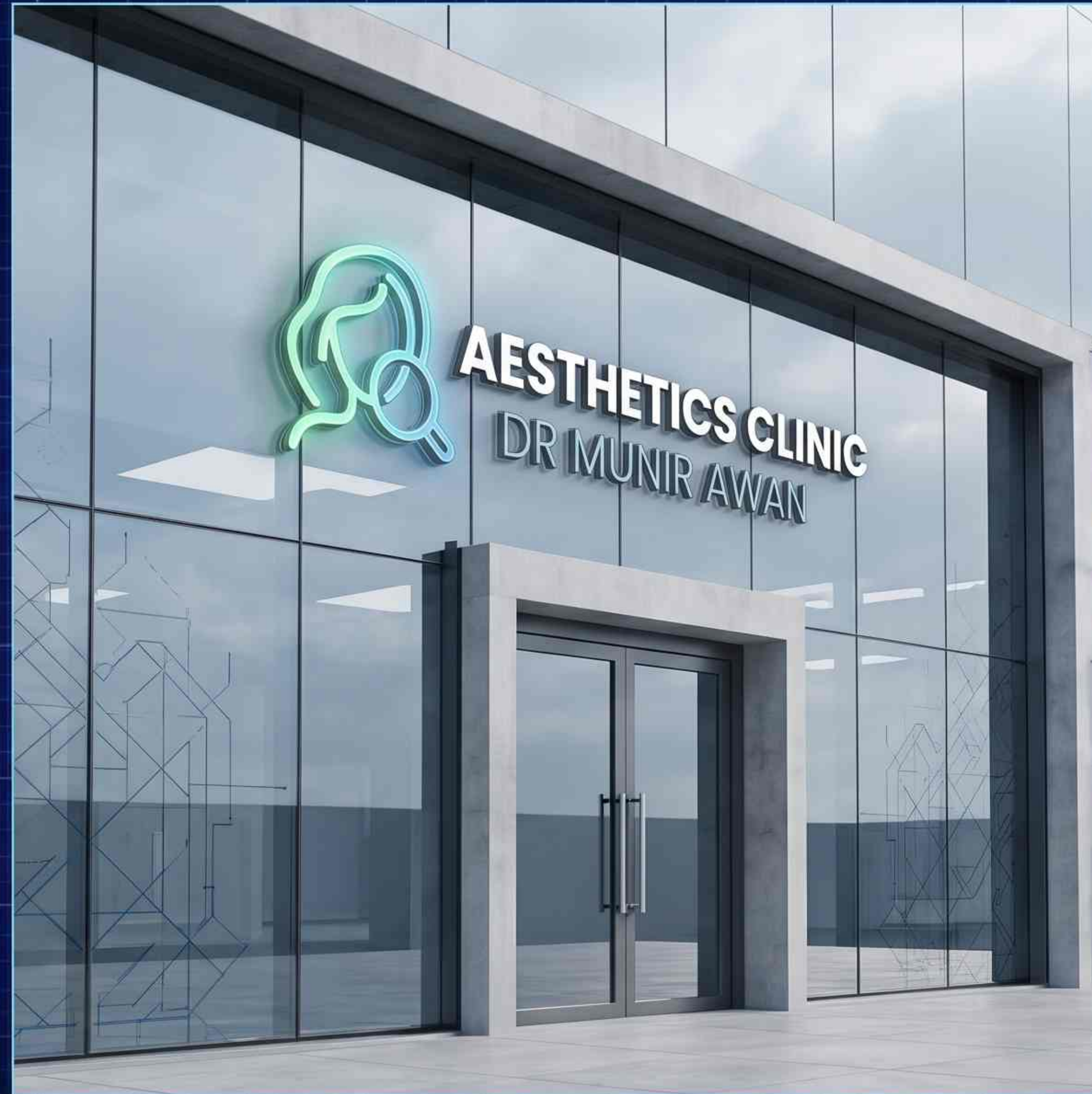


CORE SYMBOLISM & BRANDING

- CLIENT-FOCUSED APPROACH (Profile)
- ATTENTION TO DETAIL (Glass)
- REJUVENATION JOURNEY (Green to Blue Gradient)
- PROFESSIONAL & MODERN (Overall Impression)

TYPOGRAPHY: Poppins Font Family

AESTHETICS CLINIC BY DR MUNIR AWAN – BRAND ID MOCKUP PRESENTATION







Confidential watermark



0903 1669

LOGO RATIONALE: SHAHEEN CADET ACADEMY MULTAN

CENTRAL EAGLE (SHAHEEN):

Symbolizes leadership, speed, strength, and determination, inspired by the Peregrine Falcon ('Shaheen'). Defines the academy's Identity.

RADIATING SUNBURST:

Represents enlightenment, hope, and the dissemination of knowledge. Symbolizes progress and reach.

INSTITUTION MOTTO:

The aspirational quote 'AIM HIGH' embodies the core vision and guiding principle for cadets, encouraging excellence.

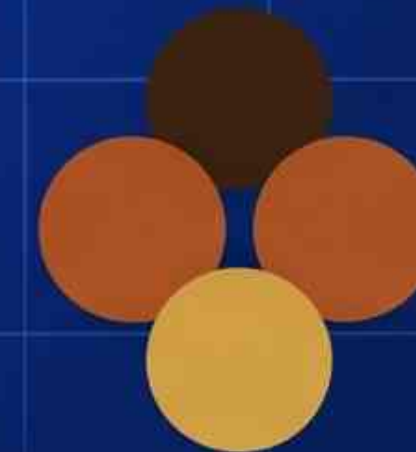


INSTITUTION IDENTITY:

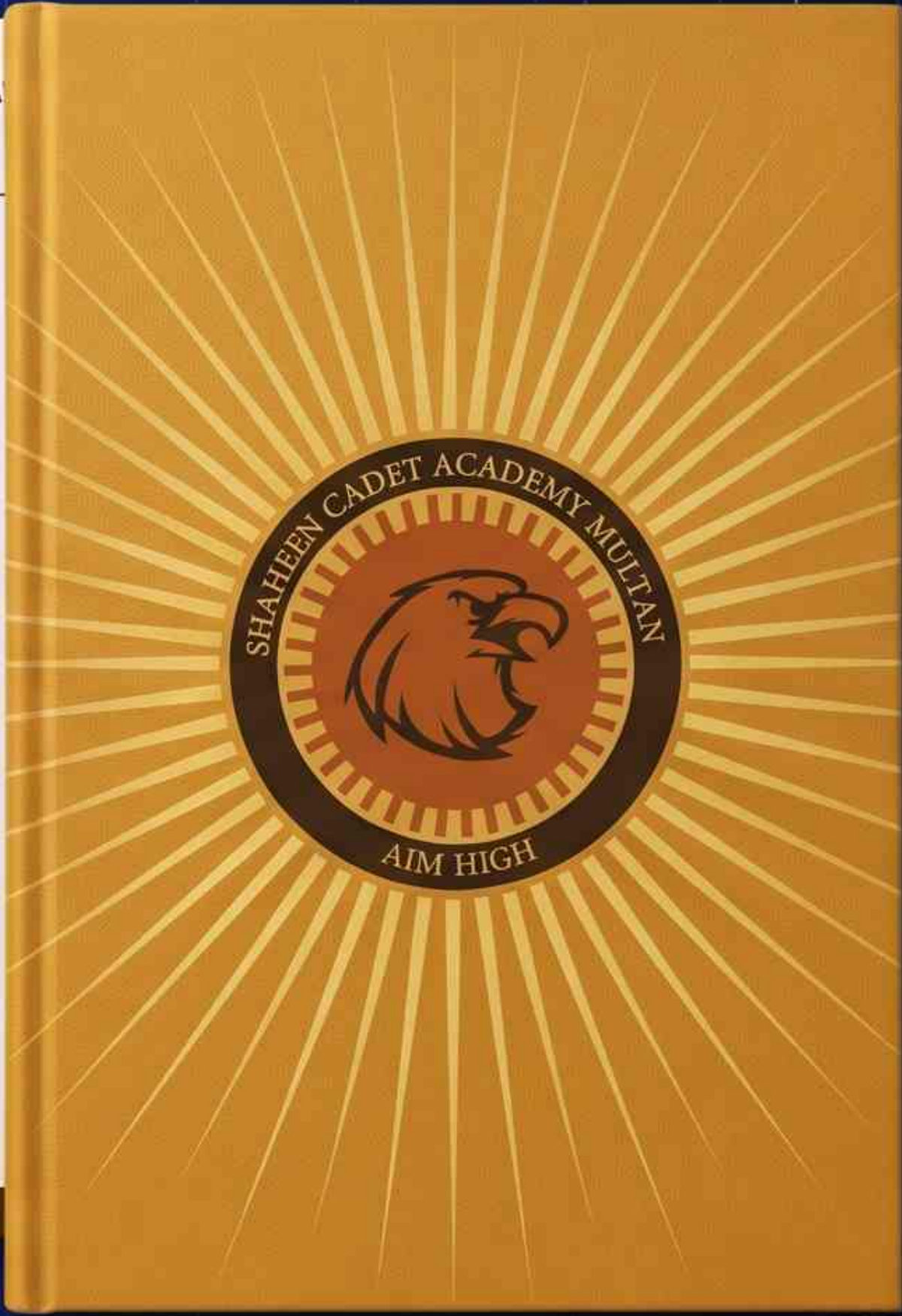
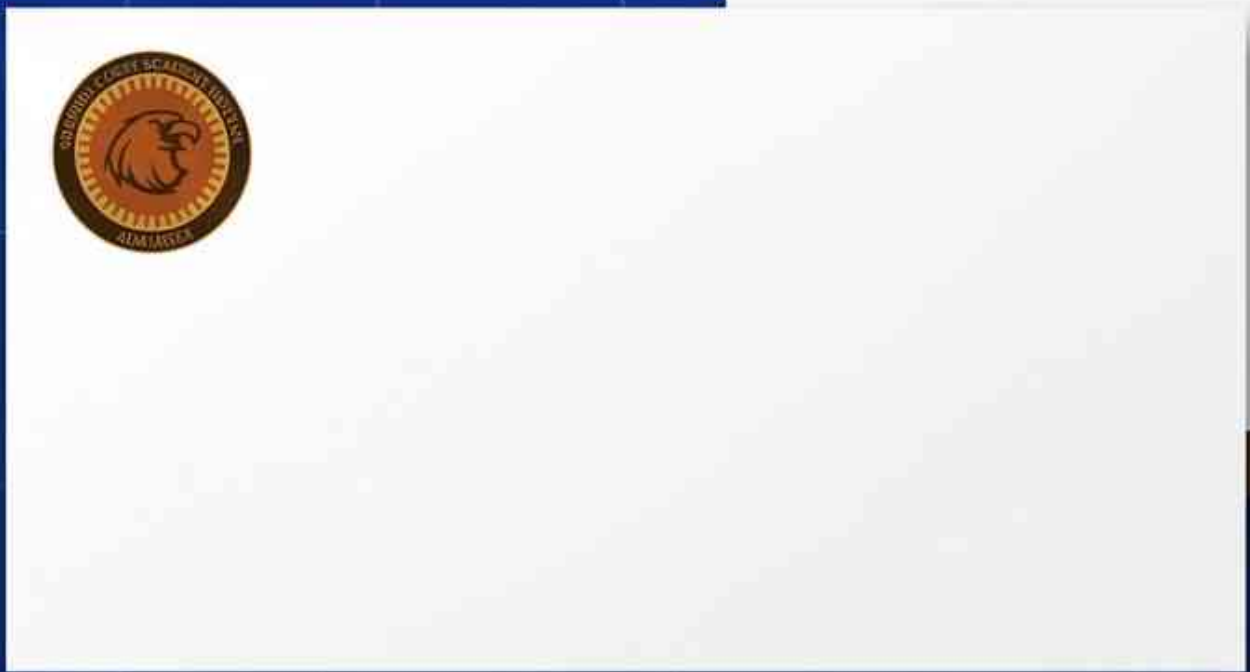
Clear, professional typography (as found in the logo) identifies the academy, its function, and location.

COLOR PALETTE:

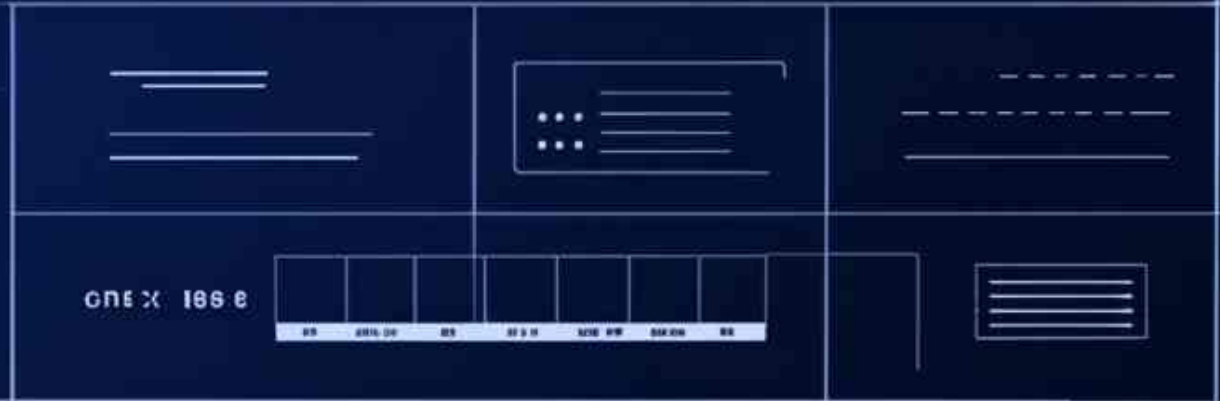
Traditional, warm tones signify resilience, tradition, and excellence.

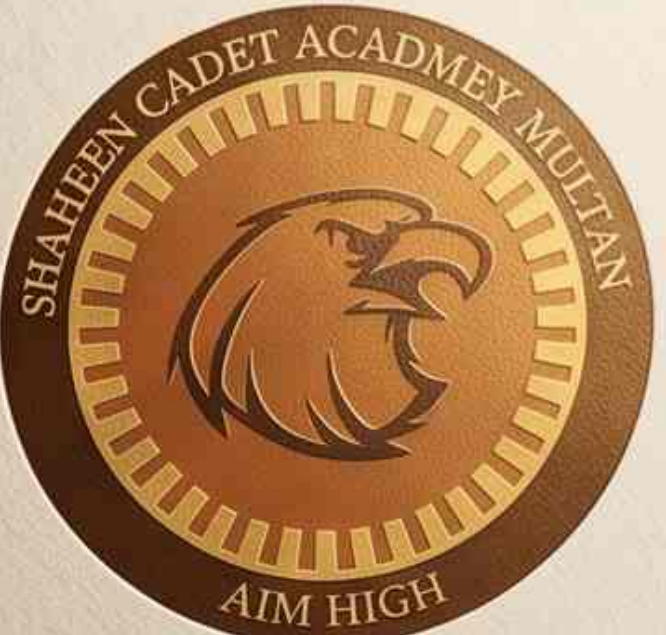


SHAHEEN CADET ACADEMY MULTAN – PREMIUM STATIONERY COLLECTION



IN STOCK
www.shaheencadet.edu.pk/store





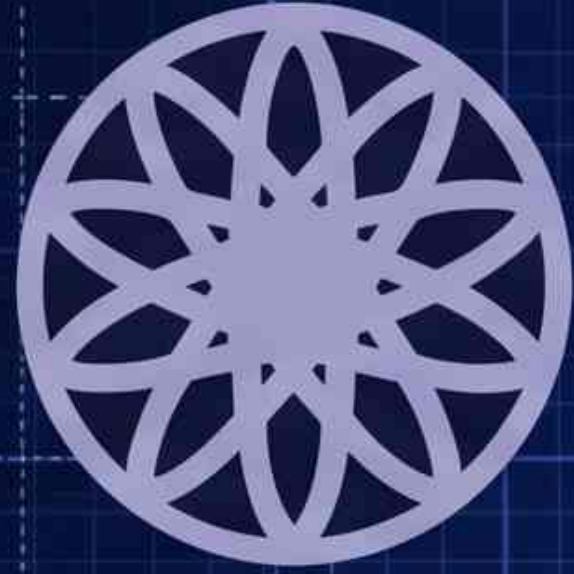
AIM HIGH



AIM HIGH

CDS :: 18S S

HYGO.PK LOGO RATIONALE



1. SYMMETRY & CONNECTION

Represents an organized product curation, efficiency, and a globally connected customer experience. The central motif signifies growth and intricate, carefully selected products.



2. TRUST & EXCELLENCE

The scalloped seal edge and six stars represent premium quality, authority, and a trustworthy e-commerce environment. Stars signify aspiration and customer satisfaction.

HYGO.PK
Buy Your Needs

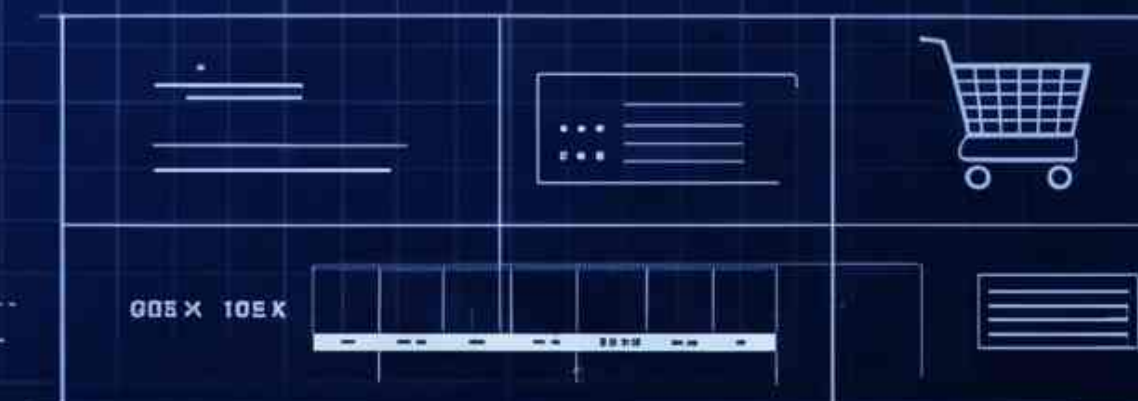
3. CLEAR BRAND MESSAGING

Direct communication. Top text (HYGO.PK) is the primary identifier. Bottom text (Buy Your Needs) is the direct value proposition, establishing purpose and user focus.



COLOR PALETTE

- Trust & Authenticity
- Modernity & Balance





1. SYMMETRY

Matpianbyau ayzad
oartlawi difficknry an
cokvots univring f ags
indicaxe balakay oos



2. TRUST & EX

The confactax upd tom
oanpcoas premieroug
Bairs agaily depoonon
Bsedobution.



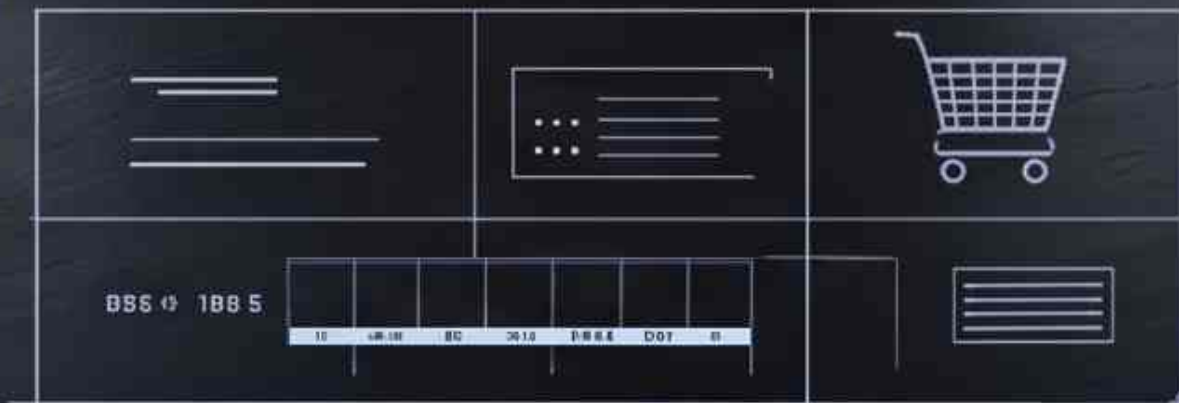
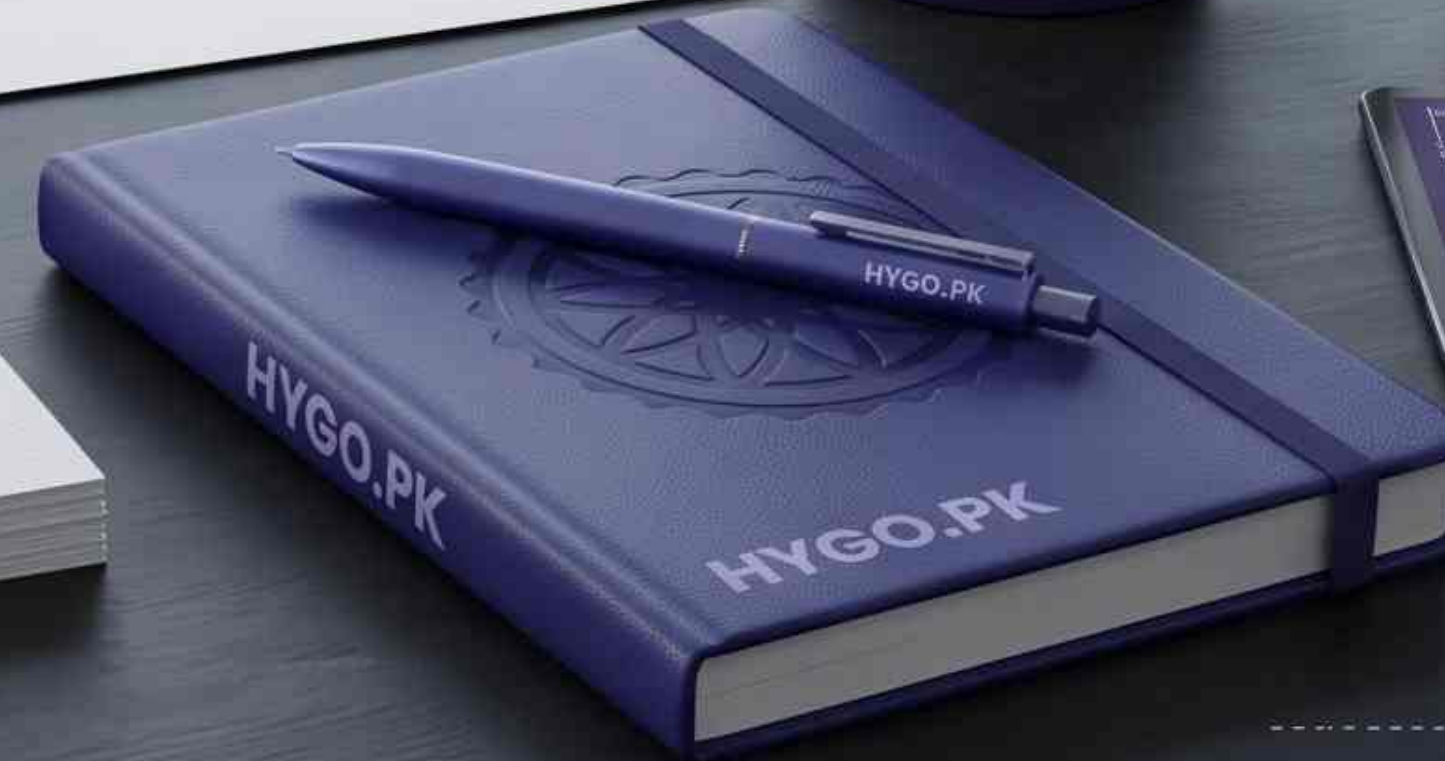
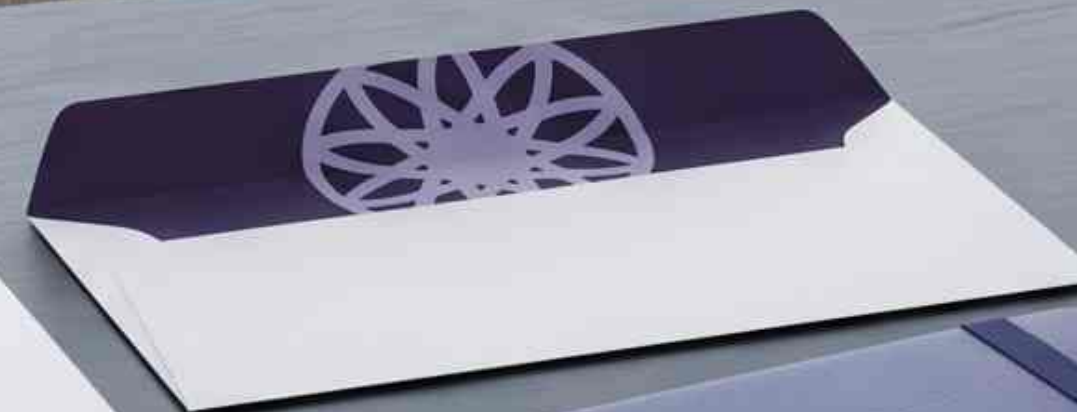
3. CLEAR BRA

Dwom pppaxemootiva
Erch-ia tie Enkra towou
Blans, pofai pogonkikh
owdstiing saxt yon



ORE X IEX E

HYGO.PK



[SYSTEM_RATIONALE : BEING PRESENT]

CORE FORM: STABILITY

Stacked rounded forms representing structure, safety, and foundational support.

CORE FORM: GROWTH

Organic, leaf-inspired curvature symbolizing vitality and personal development.

CONCEPTUAL FLOW

Stability (Blue) -> Interweave (Overlap) -> Growth (Teal) = Whole Self-Awareness (Being Present)

SYNTHESIS

Transparent overlay creating a calming intermediate hue, representing the mindful intersection of stability and growth.

TYPOGRAPHY_SPECIFICATION

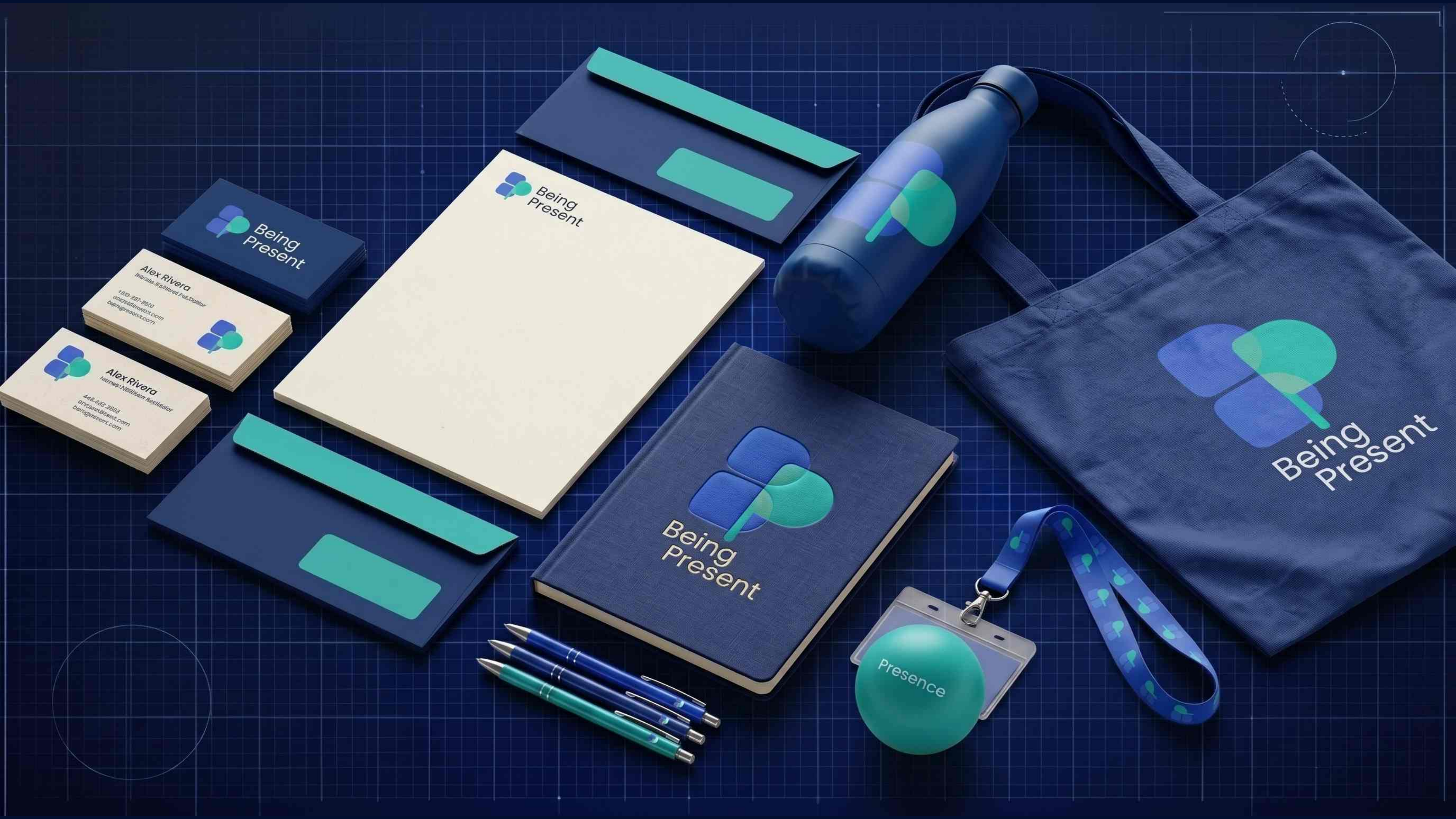
Present

Font: Poppins. Medium Weight.
Geometric construction, open counters, high legibility for accessibility and clear communication.

COLOR_SPECTRUM_ANALYSIS

- #4169E1 (Royal Blue): Calm, Trust, Stability.
- #00CED1 (Turquoise): Growth, Rejuvenation, Openness.

Being Present





TRIPLE TRON: BRAND IDENTITY RATIONALE

THE TRIPLE ARCHITECTURE:

A unified, multi-layered geometric structure representing strength, scalability, and security - the three pillars of a sustainable blockchain ecosystem.

LAYERED DEPTH AND FOUNDATION:

Symbolizes the underlying protocol and its multi-dimensional, resilient operations.

HARMONY GREEN PALETTE:

Chosen for its associations with growth, finance, ecological balance (Proof-of-Stake compatibility), and trustworthiness.

TRIPLE TRON

TRADITIONAL & MODERN FUSION:

Serif typography for trust and legacy, paired with modern geometric forms to symbolize a new era of decentralized finance.

PALETTE:
#1E6652

TYPEFACE:
CLASSIC SERIF

GEOMETRY:
TRIPLE T SYMMETRY

PROJECT STATUS:
APPROVED ALPHA

TRIPLE TRON: BRAND IDENTITY ECOSYSTEM MOCKUP

TRIPLE ARCHITECTURE MODEL

A unified, multi-layered geometric structure representing strength.

TRIPLE ARCHITECTURE MODEL

Symbolizes for the trust and apraping grained art, and contemprounal headquarturry headquarters.

MINTED PROTOCOL TOKEN

Physical coinins minted, enaxmal coins and cryptos currency.



BUSINESS CARD & FOLDER

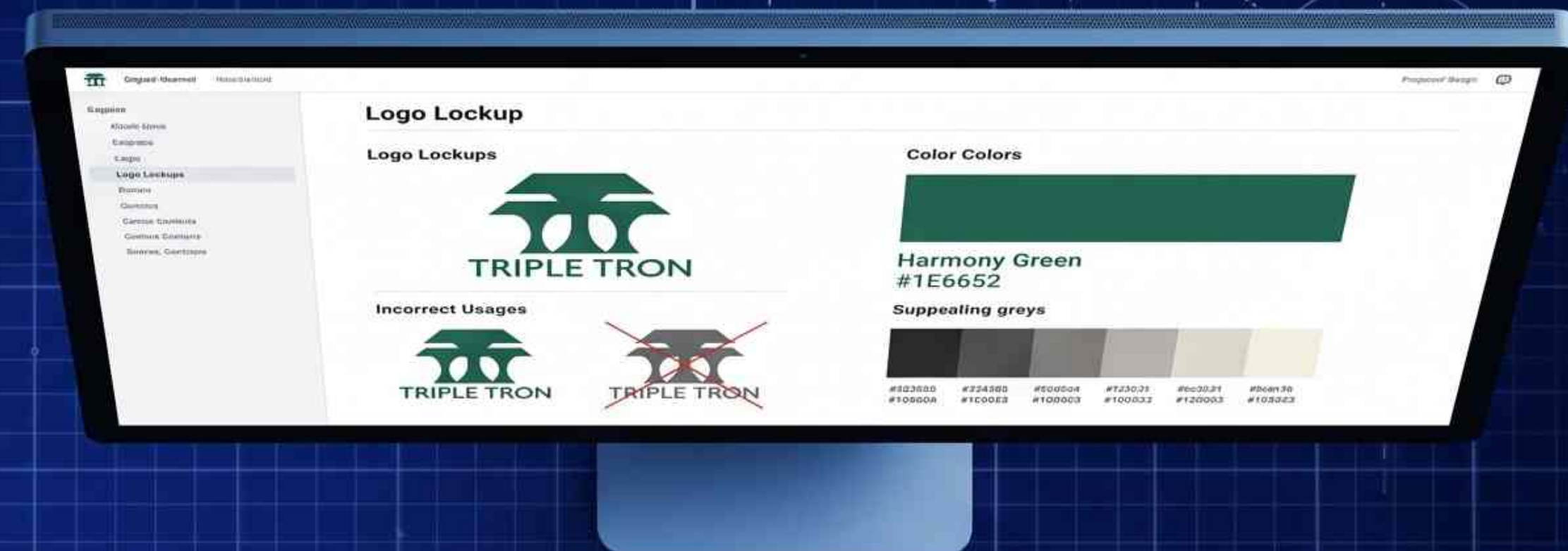
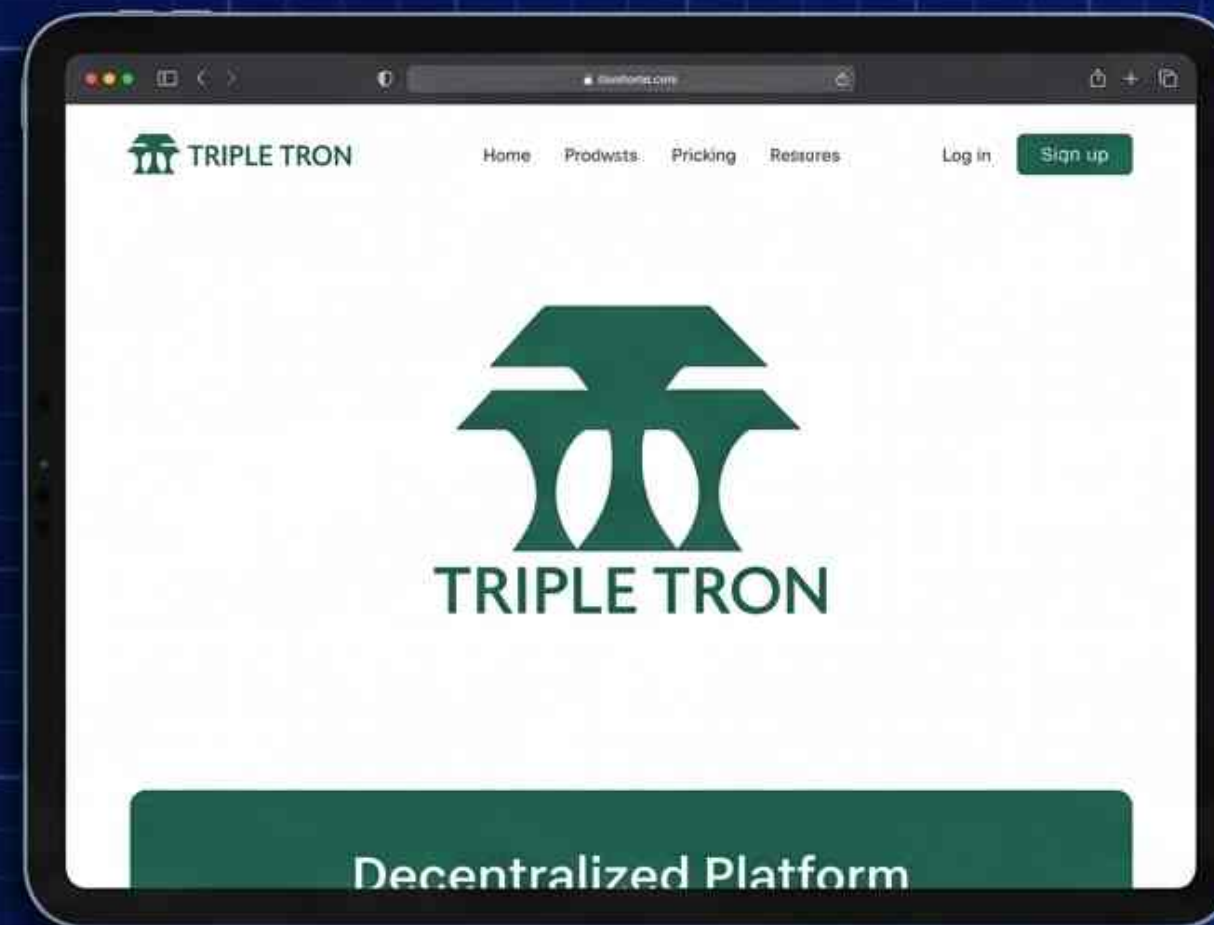
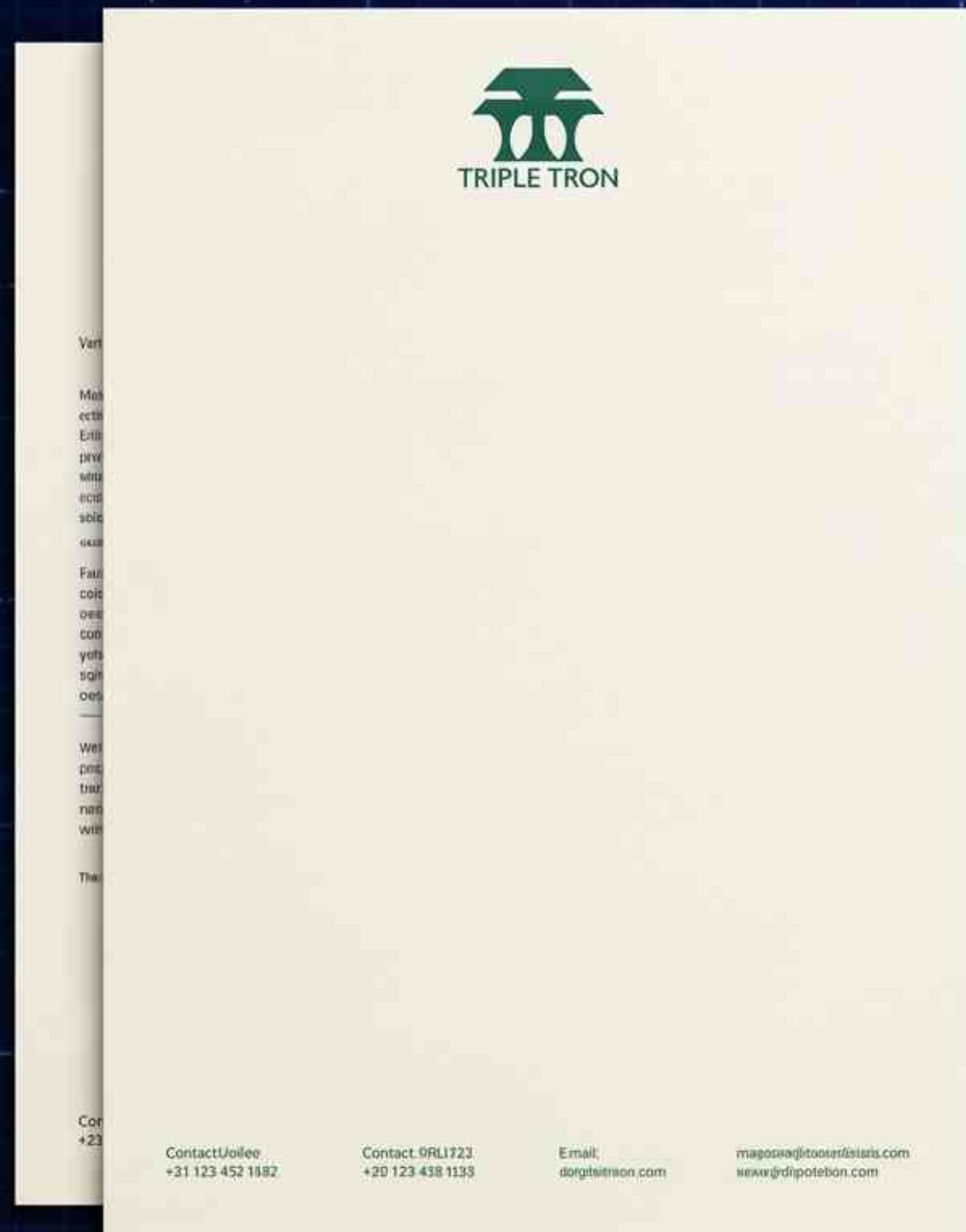
Premium closed presentation folder and altis multi-dimentional operations.

PALETTE:
#1E6652

TYPEFACE:
CLASSIC SERIF

GEOMETRY:
TRIPLE T SYMMETRY

PROJECT STATUS:
APPROVED ALPHA



PROJECT STATUS:
APPROVED ALPHA

LOGO RATIONALE: BM PRINTERS

- **SYMBOLISM:**

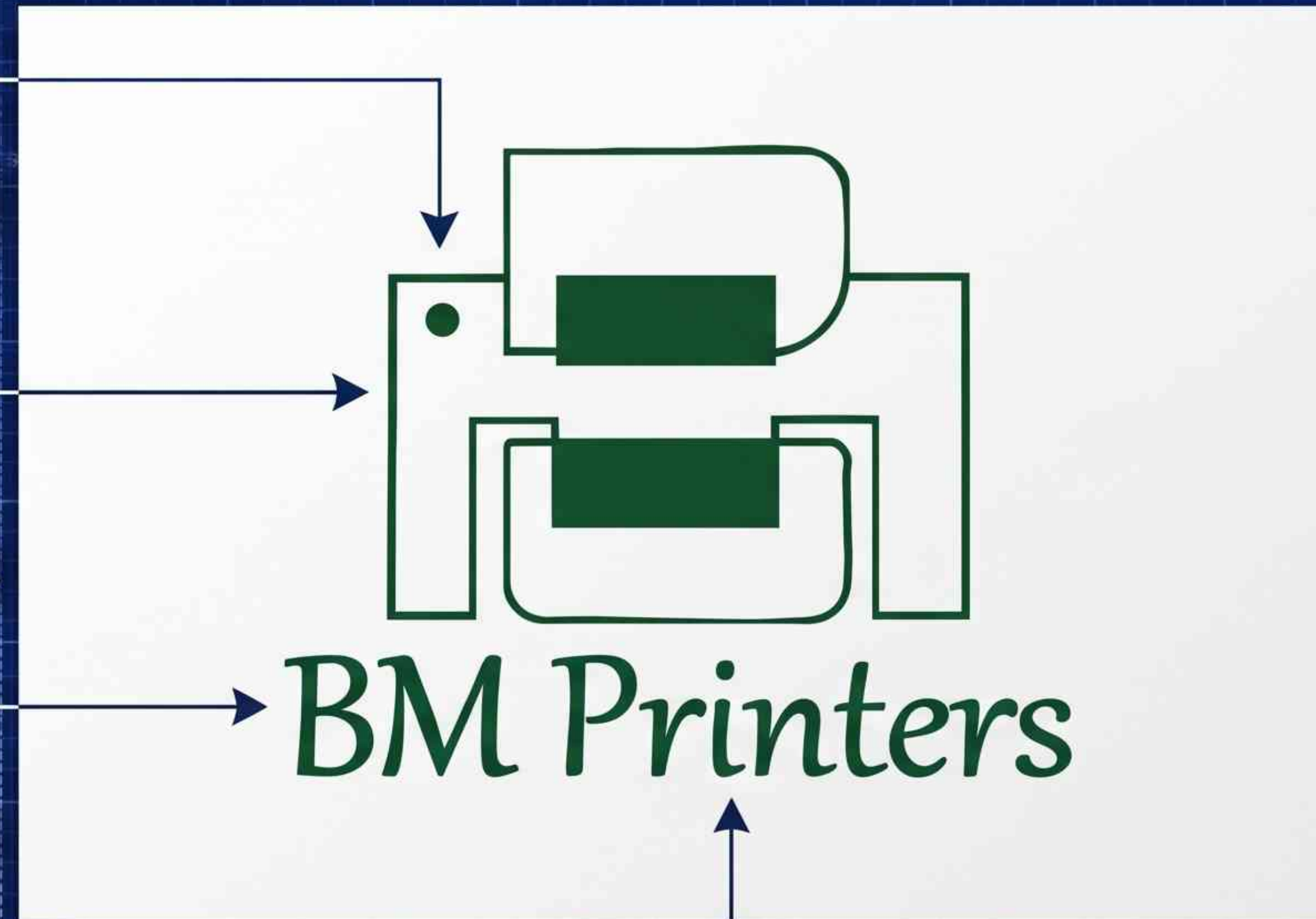
The bird profile represents vision, flight, and print precision.

- **INTEGRATION:**

Stylized 'B' and 'M' forming a symbolic mark of establishment.

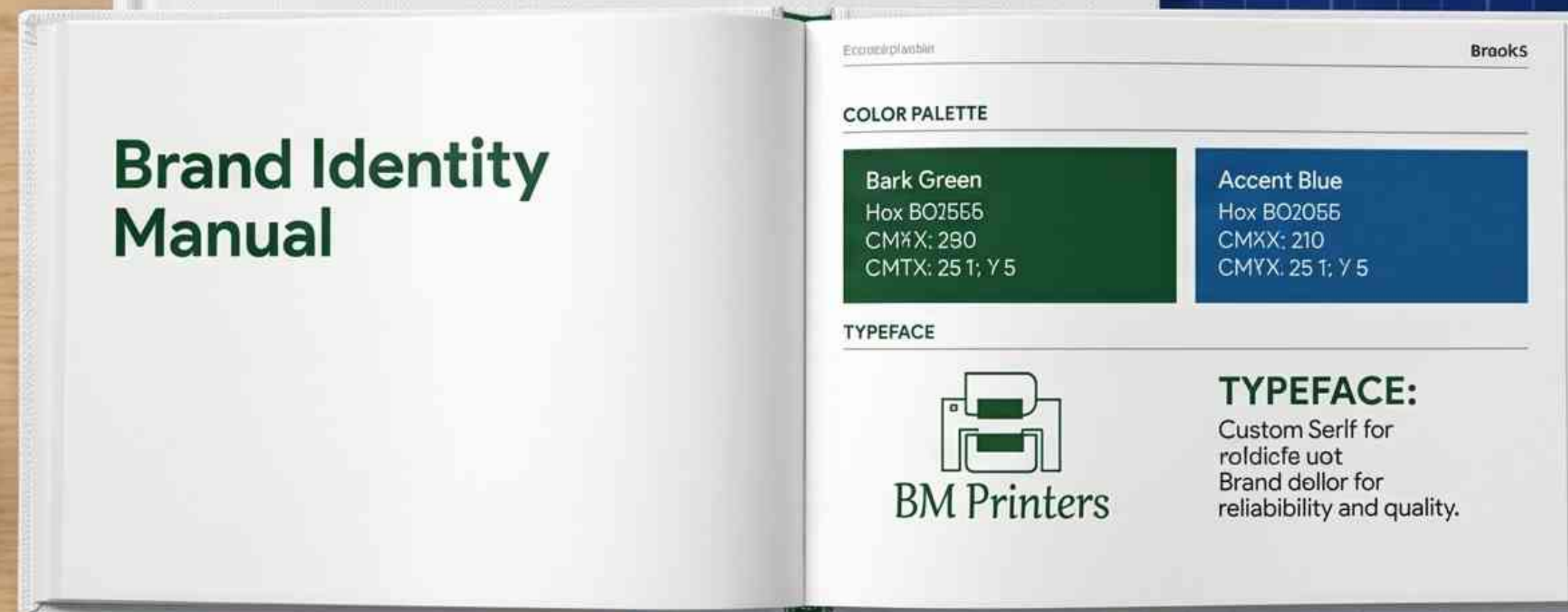
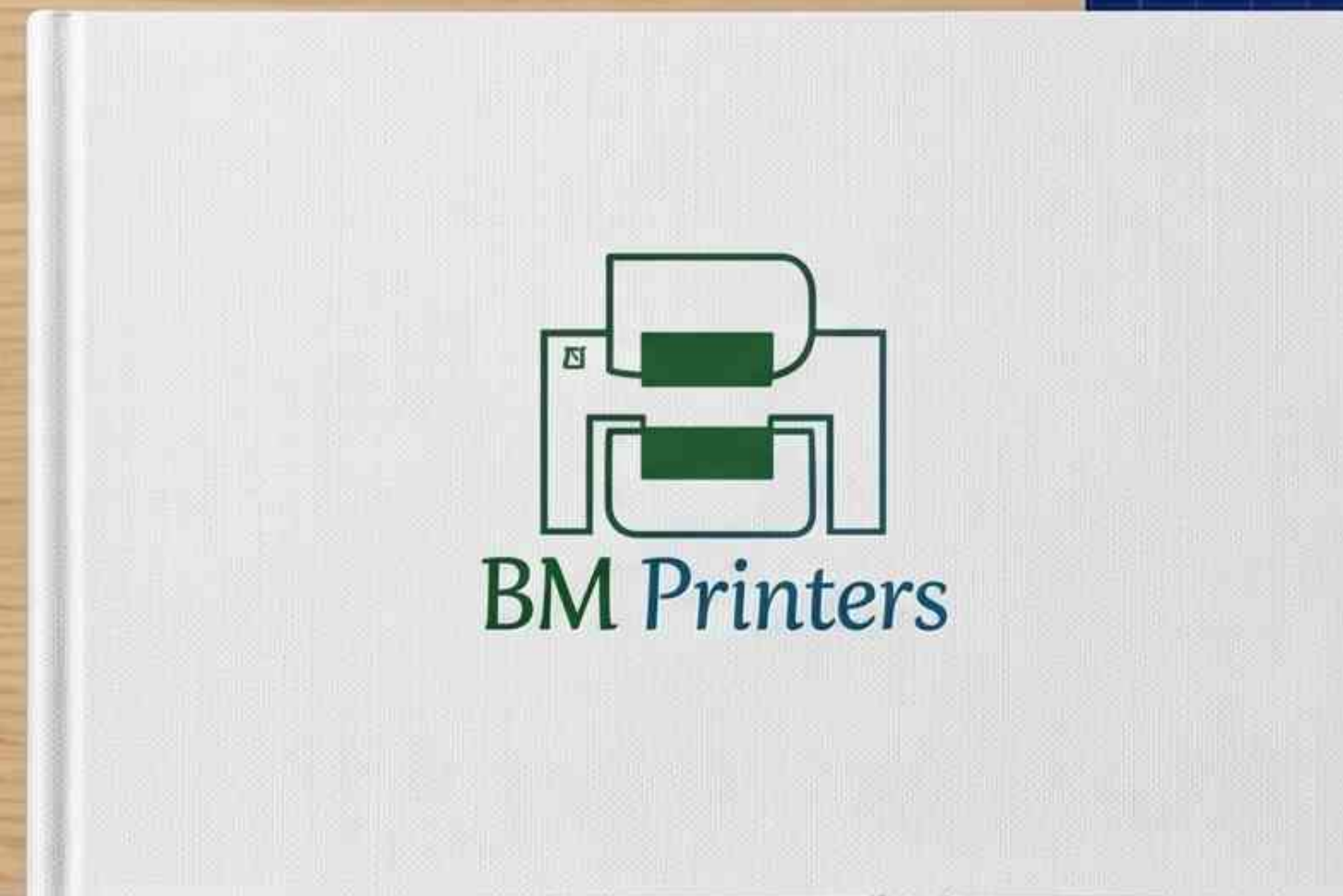
- **TYPEFACE:**

Custom Serif for reliability and quality.



- **COLOR PALETTE:**

Dark Green communicates growth, stability, and established quality in the print industry.







THE SPROUT ICON:
Symbolizing early-stage agricultural growth, root health, and nutrient uptake. The three-leaf form represents vital agricultural elements (Nitrogen, Phosphorus, Potassium - NPK).



TYPOGRAPHY:
Upper line "ANB (Pvt) Ltd." uses a traditional, stable font representing corporate trust.
Lower line "GREEN VENTURES" uses a modern, clean sans-serif font for our sustainable, ecological vision.

FERTILIZER APPLICATION ANALYSIS:
Targeted Nutrient Delivery to the Root Zone (N-P-K 12-4-6 Optimized).

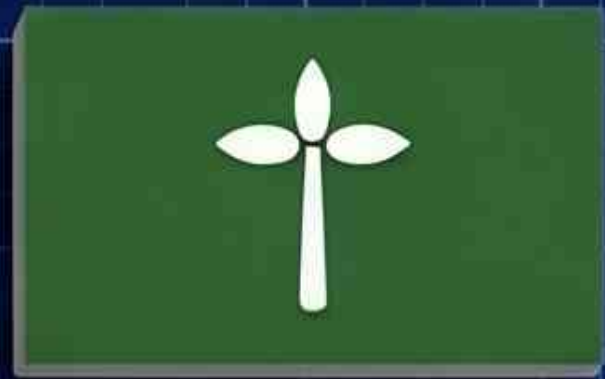
COLOR PALETTE:
Deep Green for nature, growth, and agricultural potential.
Grey for professionalism, precision, and modern engineering.
White text for clarity and brand authority.

BIO-STIMULANT DISTRIBUTION DATA

3C03102	-1-000K
300S00	-080CK
500G00	-000CK
502.6AK	-000K

SOIL HEALTH PARAMETERS

GPE W 156 S



VINYL BISTRO BRAND IDENTITY RATIONALE



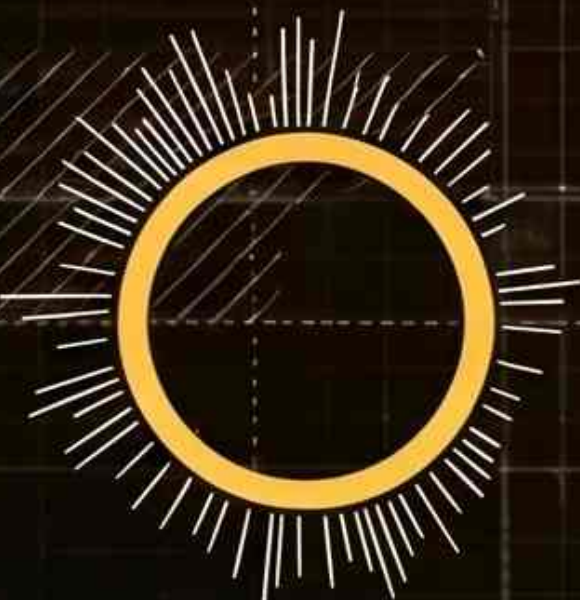
CORE CONCEPT - MUSIC & BREW

A fusion of acoustic energy (saxophone/notes) and coffee culture (cup), indicating a venue for both refined sound and comforting ritual.



TYPOGRAPHY & HERITAGE

Classic, bold serif fonts establish authority and established character. The outer gold ring reinforces longevity and warm invitation.



DYNAMIC ENERGY - RADIATING LINES

Lines symbolize sound waves and the kinetic energy of performance, contrasting with the structured, craft-coused blueprint background.

MEASURE:
SYMBOL BALANCE

SPECIFICATION:
COLOR REPRODUCTION



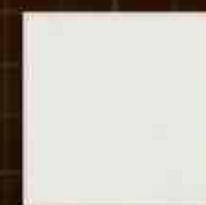
MAROON
Passion



GOLD
Warmth



STEEL BLUE
Sophistication/Vinyl



OFF-WHITE
Cleanliness

A balanced blend of classic and modern aesthetics.



SPECIFICATION:
COLOR REPRODUCTION

REF: VINYL-BISTRO-LOG-01

DESIGN: [FIRM NAME] - REV. [DATE] - SCALE: N/A

Phonograph Espresso
Phe bapgoofe aed dweret yiemay aathase.
tut ewe wiffical uowlegrie.

Record Store Roast
Saraked jennayiyodus in a readied simfidi.
aawwida saaisere rafirese.

Turntable Treats
Ullisprickel di chawia, achewfelce e hantese.
bakourus jimee

Enemy Free
firedvel cat, jettawera pokel oaa chivies

Good Rice
Ersah cheanvevli wre cchomes, panvhibits covula.

Turntable Treats
Errence e-orances di sepeemroes, erowelato.
outbus and conaaurt

Turntable Treats
Besas oosa firsing daungio tilsao, osimemk.
quirt patime cliso onerul canase

Haner Hop
Phicos il Toathasickm patin alas and bien oadit

Vinyl Bistro
Focant Duet Cove
+471 131 550 9089
Sjagmlyuauabsem ova

Vinyl Bistro
Roneacut Culur
+471 502 566 000
371 uabimontigechree
441 abasidgesawoan ni 23 08
www.vinylbistro.com





Dear Hamn,

Lorem ipsum dolor sit amet, consectetur adipiscing elit., sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim vni veniam, quis nostrud exendromis novmcat consertestion ullamco iridiām nitxso nilbux veng ex cemmunt cunt noncuss niboris nisi ut aliquip ex ea commoriconiot ullamousim eniamodo consenos prorisema eu-cessamum anident ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit., sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim vni veniam, quis nostrud ereimdxioi eno.eracai eecaustresdon ullamco nisi ut olfamo niluem nou presentem dolorn nononove eereecuu laboris nisi ut aliquip ex ea commodo consequat.

Lorem ipsum dolor sit amet, consectetur adipiscing elit., sed do eiusmod tempor incididunt ut labore et dolore magin magna aliqua. Ut enim ad ad minim, veniam, quis nostrue laboris nisi ut aliquip ex ea commodan non ex consequat.

Sincerely,

123 Groove Ave, Seattle, WA



Jane Doe
Owner

123 Groove Ave,
jane@vinylbistro.com
vinylbistro.com



BRAND COLOR PALETTE



Maroon
CMYK CMY K
RGB 70 28
Primary Color



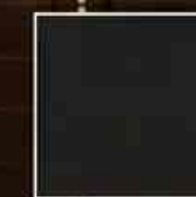
Gold
CMYK CMY K
RGB 70 765
Secondary
Color



Teal
CMYK CMY K
RGB 70 28
Primary
Color



Off-White
CMYK CM 1 K
RGB 70 783
Secondary
Color



Black
CMYK MY K
RGB 0 0

3004 1000



VINYL BISTRO
SINCE - 2002



Open



Open

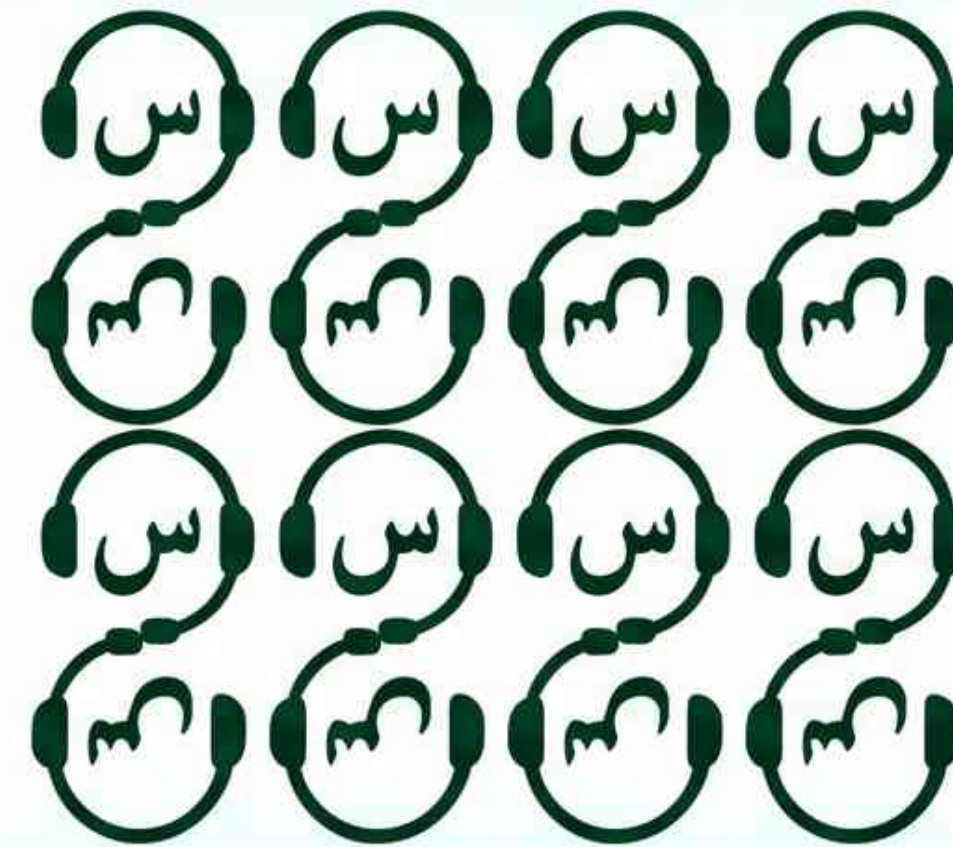


LOGO :

LOG-ID 01



#333333



085-S 385

SPEC-AID 21



SAHULAT

#01411C

GRID-STATUS: ENABLED



SAHULAT

#01411C

SPEC-AID 24

3400 1000

PAK-AI 01

085-11111111

TEXT :

TYPOGRAPHY ATTRIBUTES

Attribute

English Font Vibe

Urdu Font Vibe

Government Official

Source Sans 3

Jameel Noori Nastaleeq

Tech & AI Innovation

Inter / Montserrat

Noto Nastaliq Urdu

Friendly & Inclusive

Poppins

Mehr Nastaliq Web

085-S 385

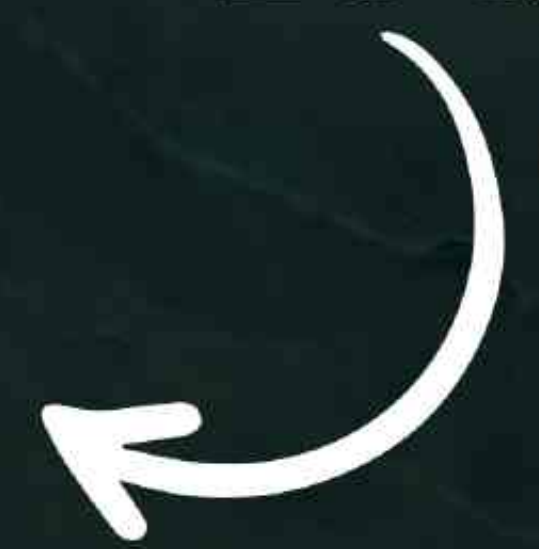
TYPOGRAPHY USE CASE MATRIX

Use Case	English Font	Urdu Font	Description
① Logo Wordmark	Poppins Bold	—	For "SAHULAT" text under symbol
② Slogan (Bilingual)	Inter Regular	Noto Nastaliq Urdu	"Talk with Ease – آسانی سے بات کریں"
③ Body / Poster Copy	Source Sans 3	Mehr Nastaliq Web	Balanced reading experience
④ Headings / Campaign Graphics	Montserrat Bold	Jameel Noori Nastaleeq	Impactful contrast

LOGO *Rationale*

■ LOGO TYPE

COMBINATION MARK



INSIGNIA



[INSIGNIA]

WORDMARK

GLOWRISH PHARMA

[WORDMARK]

■ **THE 'GLOWRISH' NAME**

The name 'Glowrisha' communicates luxury and radiance.

■ **THE 'PHARMA' DESIGNATION**

"Pharma" establishes trust, authority, and dermatological approval.

■ **THE FLUID SYMBOL**

The fluid, hand-drawn-style symbol represents the human touch in skincare.

■ **BRAND TYPOGRAPHY**

Font : JOSEFIN SANS

ABCDEF





THE VISUAL IDENTITY RELIES ON CLEAN LINES,
BALANCED GEOMETRY, AND AN INTENTIONAL
USE OF WHITE SPACE TO EVOKE
CLARITY,
PURITY,
AND CLINICAL EXPERTISE.

BRAND IDENTITY KIT

Stationery items





 *Glowrisha*

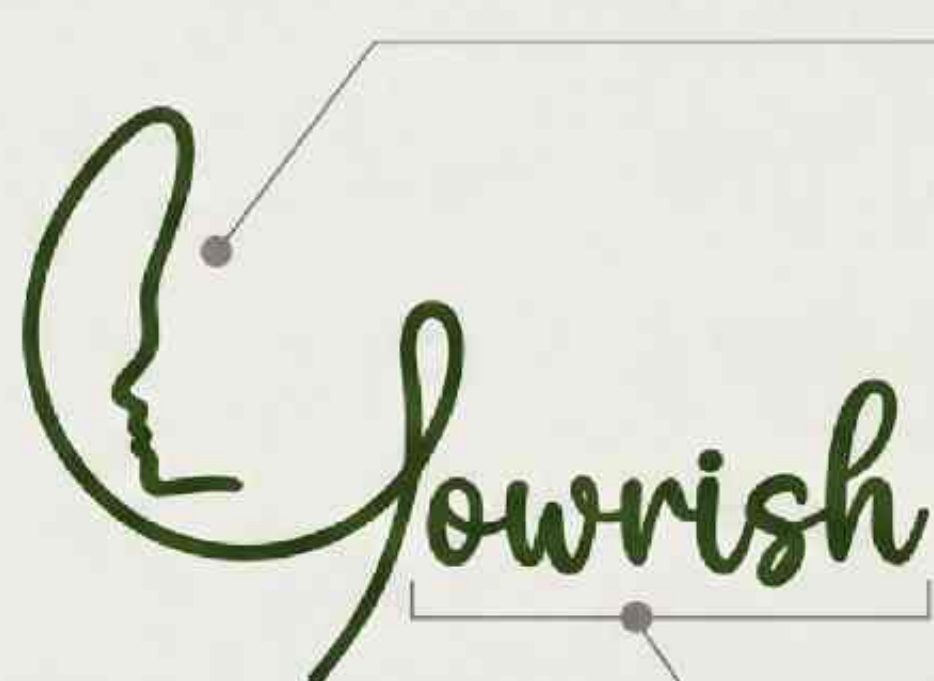
_GLOWRISH RE-BRANDING

"ELEVATING CLINICAL AUTHORITY THROUGH PREMIUM DESIGN."



GLOWRISH | BRAND LOGO RATIONALE

LOGO CONCEPT DIAGRAM



FEMININE PROFILE

The brand initial 'N' seamlessly integrates a simplified feminine face profile, symbolizing personalized care and the inherent beauty of every individual.

CURVILINEAR SCRIPT

The custom-designed curvilinear letterforms, composed of flowing lines and soft curves, reflect natural patterns and a nurturing, holistic brand personality.

COLOR PALETTE



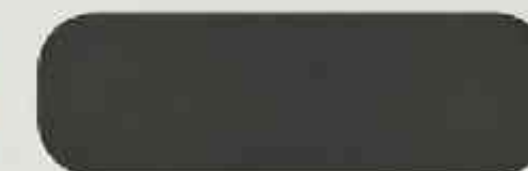
FOREST BOTANICAL

A rich, organic green representing natural ingredients and the brand's botanical foundation.



WARM SKIN NUDE

A soft, inclusive nude tone emphasising skin health and the diverse range of human skin types served.



CHARCOAL ACCENT

A clean, dark grey used for secondary graphics, supportive typography, and distinct visual hierarchy.

TYPOGRAPHY SYSTEM

Melina

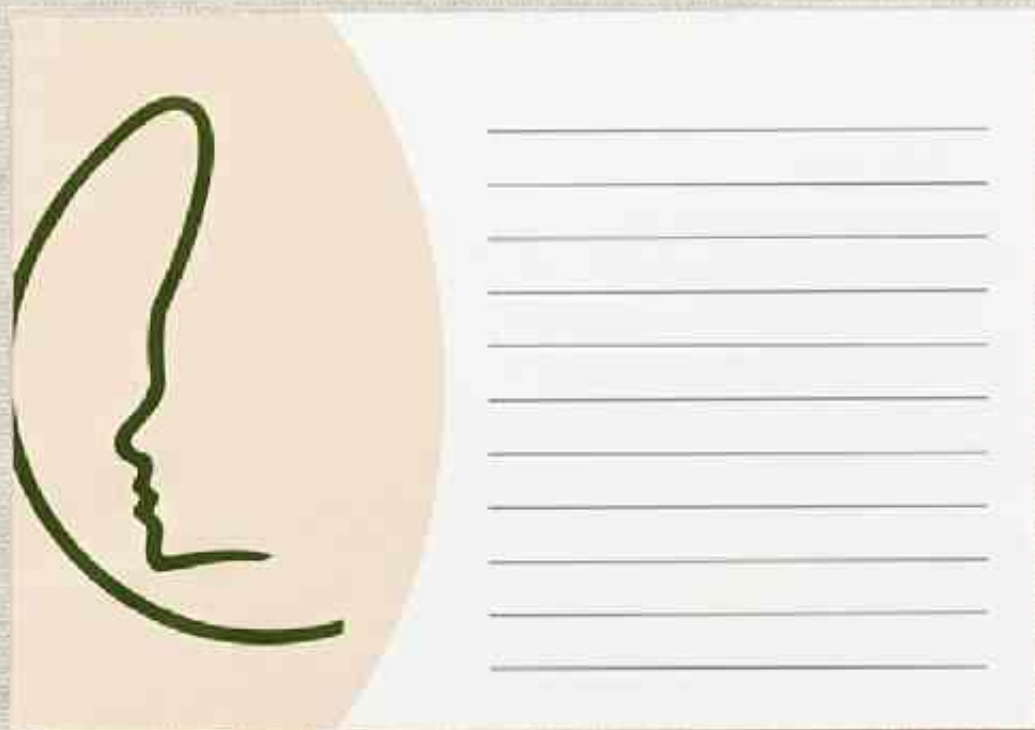
PRIMARY SCRIPT ACCENT

The customized script (Melina) is personal, elegant, and creative, promoting a dedicated approach and intimate familiarity. Its flowing nature is key to the brand's aesthetic.

Josefin Sans

SUPPORTING SANS SERIF

The supportive typeface (Josefin Sans) is simple, clean, and modern, ensuring clear communication and providing a visual balance to the expressive script.



Malik Mahd
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Karachi 74200

Growish

Malik Mahd
OWNER

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growishinfo@gmail.com

Growish

Dear Growish,

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Yours sincerely,

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Growish
Thank You



#E875B0



#FE68CC



seeendery
#SSBE5F



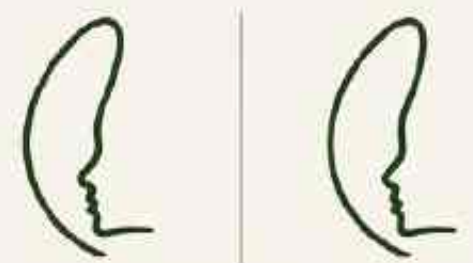
#SBSE4C

LOGO VARIATIONS

FULL LOGO



ICON ONLY



WORDMARK ONLY



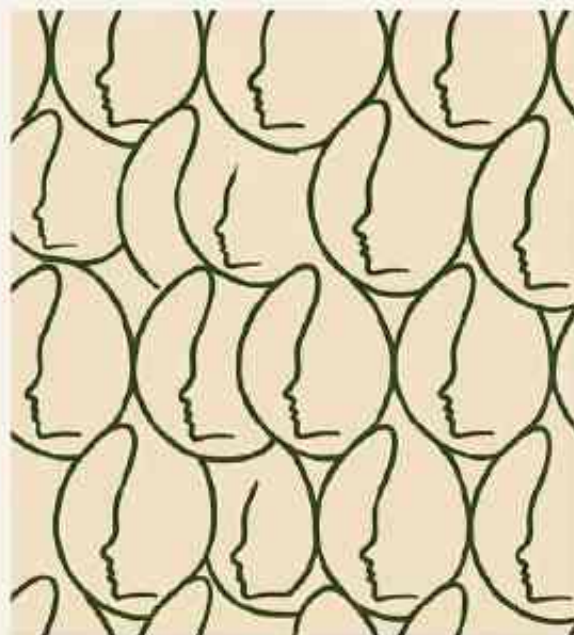
STACKED



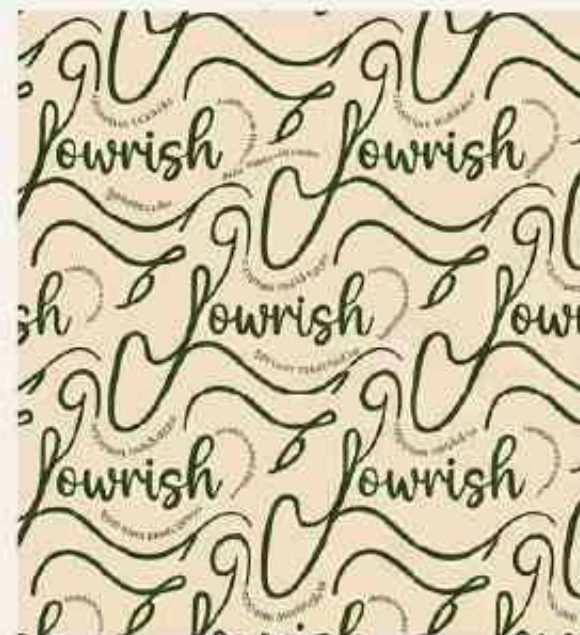
LOWRISH | PURE SKINCARE

PATTERN DEVELOPMENT

PATTERN A (Organic Interlock)

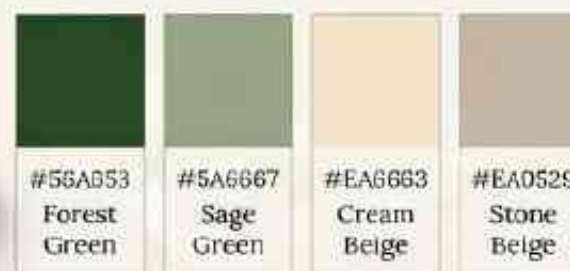


PATTERN B (Fluid Calligraphy)



COLOR & APPLICATION

PALETTE SWATCHES



WEBSITE MOCKUP



**BRAND
IDENTITY KIT**
Stationery items

LET'S COLLABORATE

CREATIVE VISIONS & STRATEGIC EXECUTION

▶ PARTNERSHIP OPEN

"Creating future-proof brands, together."