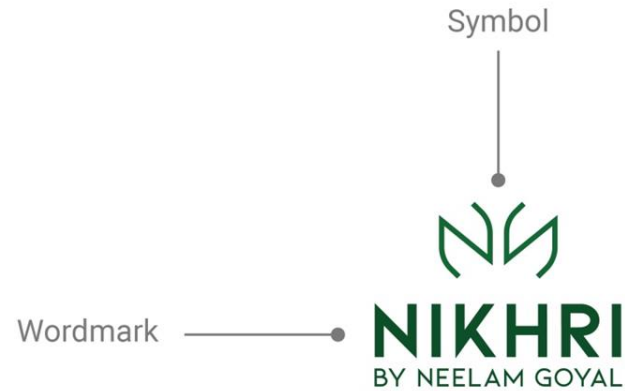




NIKHRI
BY NEELAM GOYAL

Logo Manual

Logo



INSPIRATION



+

N

Letter

The primary logo comprises wordmark and a symbol.

The name of the brand is the wordmark that has been designed with neat and clean texts. The symbol is placed straight above the word mark that resembles something like a crown. When looked closer to the symbol, it is inspired by the letter "N", (which is the first letter of the brand) and resembles the branches of the trees. This is made to show the image of the brand as a herbal one that is rooted deeply to nature and earth.

The font of the wordmark looks neat and polished with sharp straight edges that portrays an image that looks neat, fresh and beautiful.

Both the wordmark and the symbol balance the logo completely by highlighting the name of the brand first, that is comparatively large and thick in font size than the rest.

Logo Variations



Logo Details



Primary Logo

This is to be used as a form of a trademark for all communication purposes.



Logo Safe Area

The depicted area is to be left free of any graphic elements, to give the logo room to stand out/breathe.

Brand Colours



The brand color that is used in the logo is in shades of green. It is carefully chosen to symbolise nature as the product is of a herbal origin. The colour green also depicts friendliness and gives a tone of being environment friendly.

The primary palette is to be used for official applications only. (Letterhead, Envelope, Business Cards, etc)

The secondary palette is to be used for guest touchpoints. (Leaflets, Tariff Cards, Websites, etc)

If seen carefully, the logo is a mixture of two shades of green, the darker shade highlights the name of the brand which is done in an attempt to make the first name of the brand attractive and noticeable. The lighter shade comprises the symbol and the wordmark that is just below the brand name.

Primary Colours



#146735 #0d4f28

Secondary Colours



#9eb26f #84a48b #afd0b7 #f7b8b1

Logo Frame and Single Colour Usage



For usage in single colour on white or light coloured background.



For usage in single colour on dark backgrounds use the white version of the logo to get maximum contrast and visibility.

Logo on Coloured Background



This is the manner in which the logo will appear on coloured backgrounds. Only these brand colours are to be used in all applications and communication methods.