



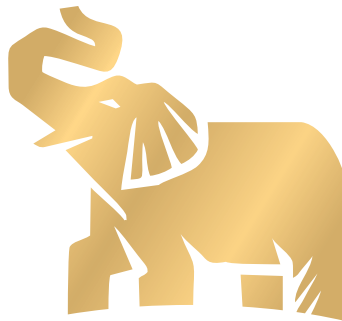
Project Title: The Royal Trunk

Offering limited edition apparels to the valued customers



Treasure Box

+



The gaint royal
happy animal

=



Trunk full of
Royal Products

THE
ROYAL
TRUNK

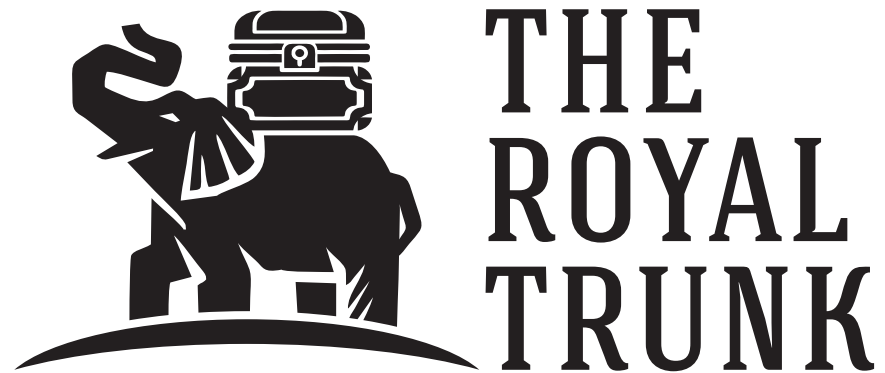


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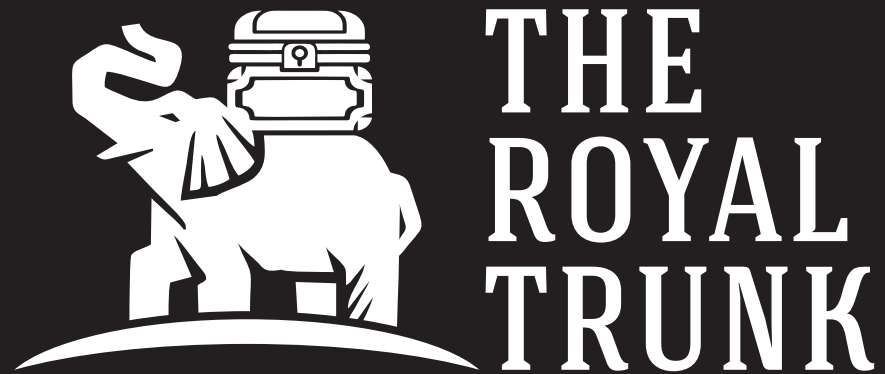


- logo can be easily printed in single color
- lowers stationery cost & looks elegant

Logo on White Background



Logo on Black Background



Logo Colour Proportion & Gradient



R:54 G:92 B:115
C:91 M:62 Y:39 K:20



R:210 G:174 B:109
C:0 M:20 Y:60 K:20

Maintain the proportion of the visual identity



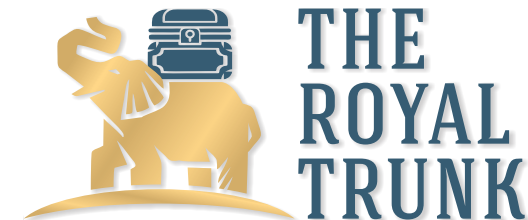
Orientations of the visual identity



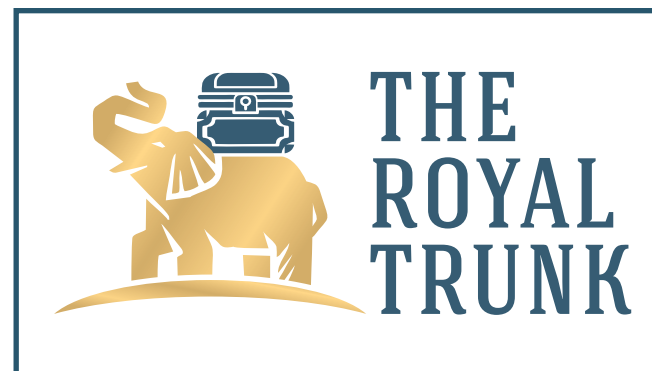
Iconic elements can be used separate as per requirement with proper breathing space around logo



Do not Drop Shadow



Do not bound the logo with outlines



Font used in the logo are

1. HAGIN CAPS MEDIUM

ABCDEFGHIJKLMNOPQRSTUVWXYZ
MNOPQRSTUVWXYZ
XYZ

ABCDEFGHIJKLMNOPQRSTUVWXYZ
OPQRSTUVWXYZ

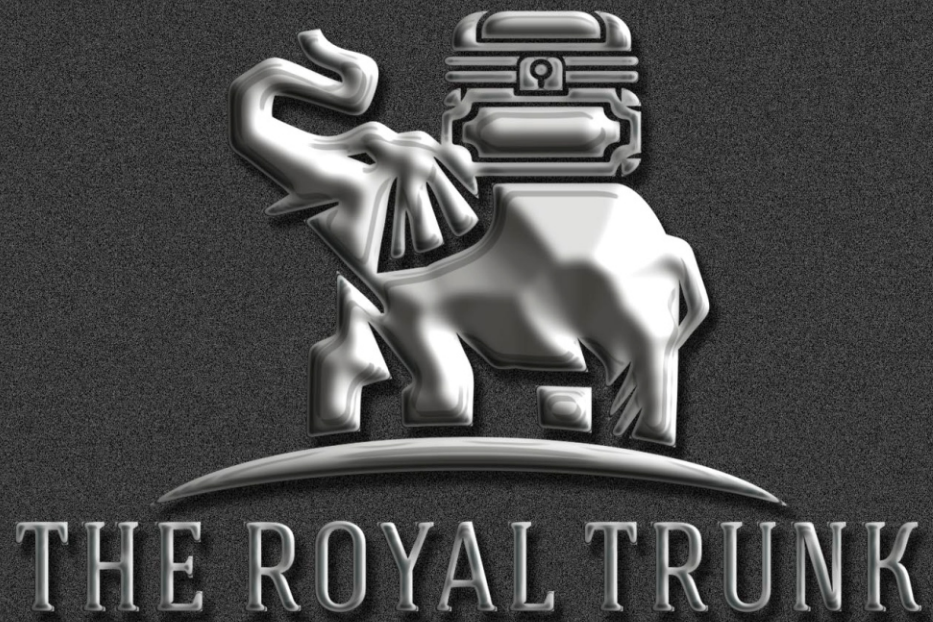
1234567890

!@#\$%^&*()_+



Use of logo on different color backgrounds





- Mockup showcasing the use of logo on different layouts



- Mockup showcasing the use of logo on different layouts







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Other Implementations & Thoughts we have worked with....

