



Project Title: Weshopaholic

A type of logo that has its initials or an object in negative form itself inside the main logo subject is known as a Negative Space Logo

So here taking “WE” from the name we created a unique shape that depicts W & E in two different boxes.



Gift box with
unique pattern creating
“W” in negative space



Gift box has
unique symmetric design with
“E” in negative space



WeShopaholic

The comic styled fonts &
unique pattern creating extra ordinary
impact on people’s mind to remember
the gifting brand WeShopaholic



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

- Mockup showcasing the use of logo on different layouts



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SHOP BY CATEGORY



TOYS &
GAMES



BACK TO
SCHOOL



BIRTHDAYS



- Mockup showcasing the use of logo on different layouts



- Color Trials for logo



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