

BRAND VISUAL IDENTITY DESIGN OF Auxentios

Bangalore

Sector : IT (saas)

Creators : Imran and Team Idesire



Visual Identity/ Symbol

In the visual, there are three dots visible right beside the brand name. These three dots, in three different colours, represent the three pillars of Stoicure. Red, in the center, represents the human-centric approach. Blue represents the business-centric approach, while Green represents fertility, calmness, and healing.

A minimal approach has been used, and the logo depicts simplicity. The scalability and practicality of the visual have been given importance. The logo can be printed or published on different surfaces and in different sizes without any issue.

Typography

The typography used in the visual is simple, yet gives out a sophisticated feel. It looks professional and can be read and said to be used in the category of serious industries. The typography is readable from any given distance.

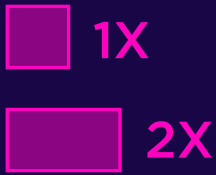
Colour Scheme

This one is a multi-colour logo. To make sure the colours don't lose their essence, dark grey has been used for the typography. This creates a balance, and so, even though the logo is multi-coloured, it looks simple and elegant.

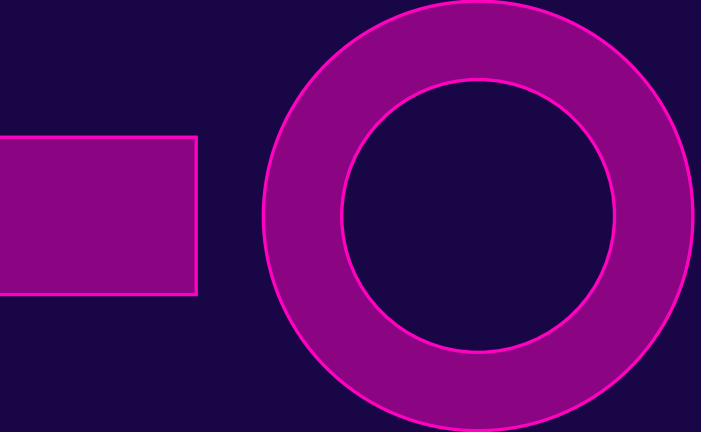
Logo Structure



Logo Grid



Basic Structure
Circle
Rectangle



White logo on Base Colors

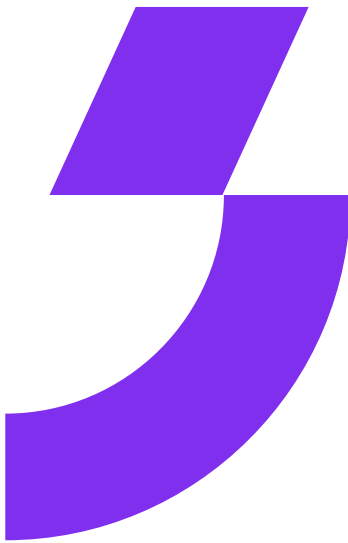




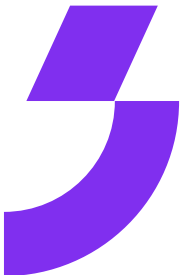
Scalability of the visual identity



400x400 px.



200x200 px.



100x100 px.



50x50 px.











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