

Graphista

EMISA SOAP

Branding Proposal



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Graphista creative studio / Istanbul

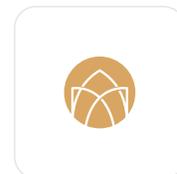


INSPIRATION DESCRIPTION

This logo design was inspired by the main ingredients of the Laurel soap which are, olives, oil, and the Bay leaves. We wanted to reflect the authenticity and simplicity of its ingredients. On the other hand, we adapted "Serif" family for the fonts which is luxurious and classical but with our touch to give it a modern look, and it is the exact thing we want the client to feel. Authentic and ancient product with a modern and luxurious feel.



emisa 



ICONS

PANTONE
P 18 - 5 C

00.99.91.47
145.8.17
#910811

COLORSCHEME

Our color scheme was mainly chosen and inspired from the olive oil color and its psychological meaning on the mind of the clients. Golden color is the color of success, achievement, luxury, quality, and prosperity. We also combined it with the grey color to give it this conservative and formal feel which is also connected to warmth. The grey color is timeless, it is always a great choice.

BLACK 80%

00.00.00.80
89.90.92
#595a5c







TYPOGRAPHY

PARAGRAPH TEST

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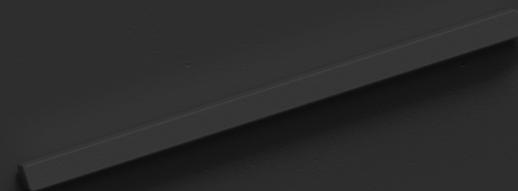
Montserrat

SPECIAL LETTERS
SUPPORT

TÜRKÇE
ĞÜŞİÖÇ

Mockups

SHOWCASE
FOR BRAND AND LOGO
USE





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POMEGRANATE
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JASMINE
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LAUREL
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AND MADE OF PURE NATURE



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You have been Graphitized! You have been Graphitized!
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