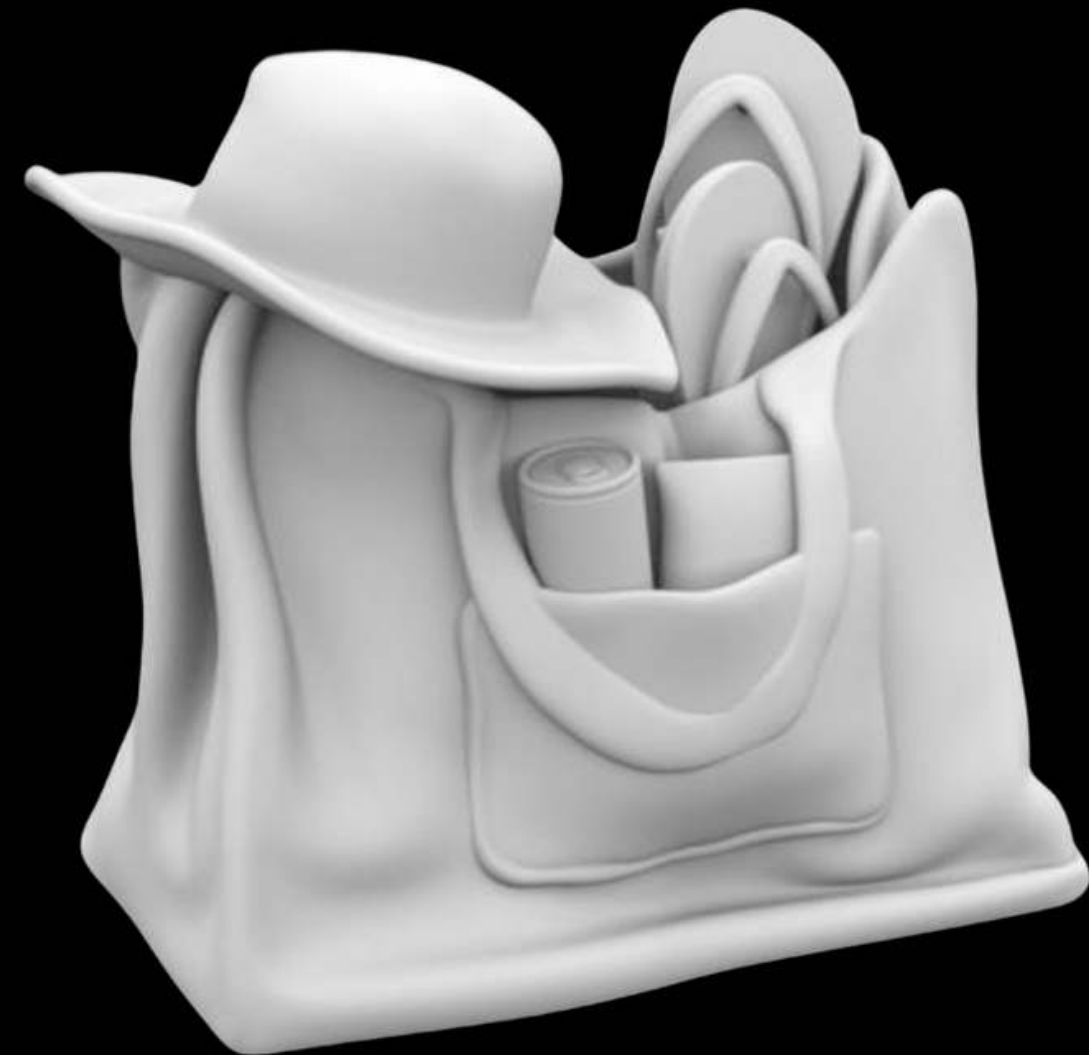


BRAND PLAY BOOK 2024

PRESENTED BY :- BOBY KESHRI



"Mapping the journey from concept to iconic brand."



THEME

A turtle embodies qualities like durability, elegance, and calmness. Evokes a sense of peace and serenity, much like the calm demeanor of a turtle.

Reflecting the turtle's slow and steady nature, the product boasts a luxury design that withstands trends.

Elegant

Aesthetic

Luxury

About Esio Lavish

"Esio Lavish" symbolizes a brand that combines the wisdom, patience, and enduring nature of a turtle with the opulence and luxury of high-end products. It conveys a message that true luxury is timeless, built on a foundation of thoughtful craftsmanship and long-lasting quality—much like the steady and enduring journey of a turtle.





MOOD BOARD



VISION & MISSION



Our vision is to create luxury products that combine top-quality craftsmanship with high end design, offering unique and elegant items for people who value exclusivity and style.



The goal is to create each product with the utmost quality.





DESIGN PROCESS

Our design process involves research to gather information, followed by ideation to generate ideas. These ideas are then developed in the design phase, where we create prototypes and refine them. Finally, we evaluate the final design to ensure it meets user needs and expectations.

TARGET AUDIANCE



TANGIBLE

Our target audience for a luxury lifestyle includes sophisticated and discerning individuals aged 25-40, who not only can afford high-end products and experiences but also deeply appreciate the nuances of true luxury.

we are more focused on experiences (like art, events) or tangible luxury goods or designer home decor.



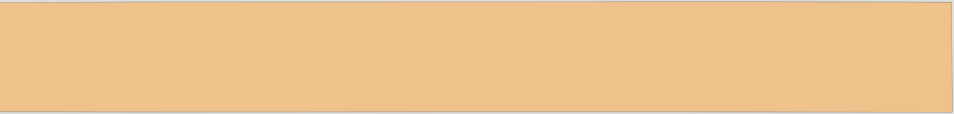
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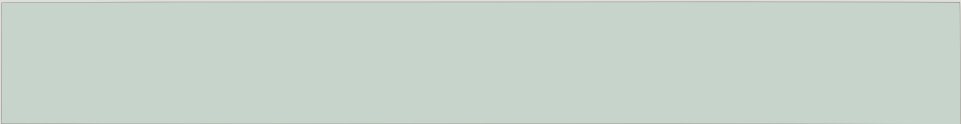
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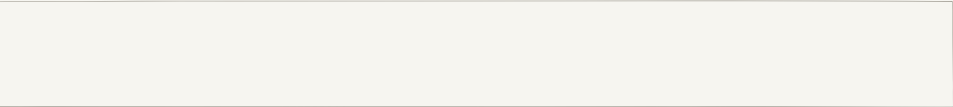
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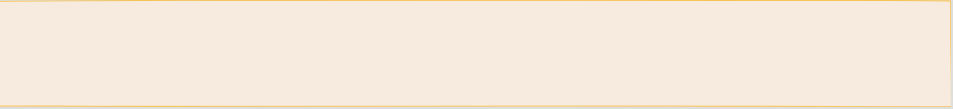
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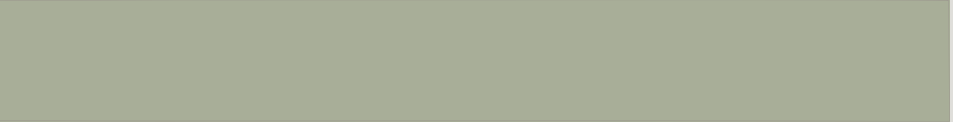
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#084E72

COLOR SCHEME



WARM LUXURY



Luxury products with deep red, Chinese brown, rose gold, vermillion, and sandy brown create a bold yet refined aesthetic. Deep red and vermillion add elegance and energy, while Chinese brown and sandy brown offer warmth and sophistication. Rose gold adds a modern, glamorous touch, making the overall design feel luxurious and balanced.

CLASSIC LUXURY

#F7F5F0

#F0C38C

#F8EBE

#1D140A



Classic luxury products often combine black, gold, and ivory to create an aura of timeless elegance. Black represents sophistication and authority, giving the product a striking and powerful appeal. Gold adds a sense of richness and exclusivity, highlighting luxury and grandeur. Ivory softens the boldness of black and the brilliance of gold, introducing a subtle, refined warmth that balances the overall design.

This combination of colors evokes a sense of prestige, making the product feel both classic and luxurious, appealing to those with a taste for enduring elegance.

COLOR SCHEME

MODERN LUXURY

#265630

#518166

#40A9A2

#A9AE98

#C8D5CB

#0A3A4E

#05425E

#084E72

#05618E

#07597F



In modern luxurious products, greenish and blueish colors are often used to convey a sense of calm, sophistication, and connection to nature. Shades like deep emerald green or silver exude opulence and tranquility, giving products a refined and grounded feel.

Blueish tones, such as sapphire, cobalt, and sea blue, are frequently associated with trust, elegance, and serenity, making them ideal for high-end designs. When combined with metallic accents or neutral tones, these greenish and blueish hues create a modern, luxurious aesthetic that feels both timeless and fresh.

BRANDING ELEMENTS



This geometric and angular turtle design symbolizes modernity, strength, and innovation. It's ideal for Esio Lavish seeking a bold, edgy identity that breaks from tradition and stands out in competitive markets.

Turtle's eye indicates the attention to detail in every design.



The turtle's design evokes qualities of longevity, wisdom, patience, and protection, making it ideal for a brand "Esio Lavish" that wishes to convey these values.

The intertwined letters highlight a close connection and make the brand look appealing and cohesive. This design shows the brand values balance and unity, suggesting a strong, trusting relationship with customers.



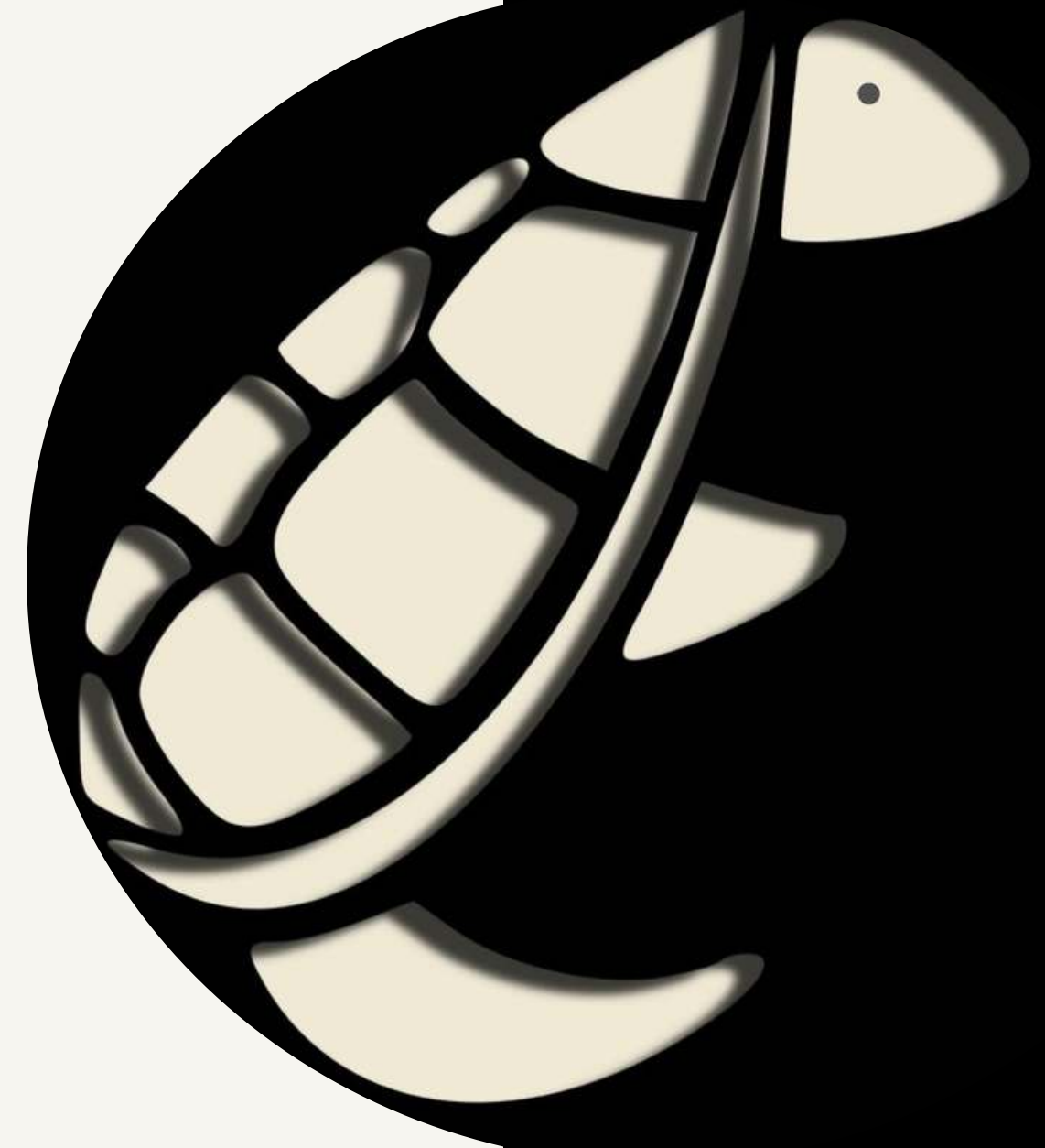
LOGO BIFURCATION



The segments on the turtle's shell can look like the three horizontal lines of the letter "E." The turtle's body can be seen as the vertical line of the "E," with the shell's lines representing the top, middle, and bottom parts.



The Vertical Line of "E" as "L": The long vertical line of the letter "E" can be seen as an "L" itself, with the top and bottom horizontal lines of the "E" forming the "L's" top and base.



LOGO LOCKUP

For the brand Esio Lavish, a logo lockup involves-

- Consistency: appears the same across all materials, from business cards to websites, reinforcing brand recognition.
- Alignment: The Esio Lavish logo's symbol and text are arranged to achieve a balanced and harmonious look, enhancing the overall aesthetics.
- Flexibility: The lockup offers various configurations, ensuring the Esio Lavish logo remains recognizable and adaptable.
- Clarity: The lockup ensures the Esio Lavish logo remains clear and legible in all sizes and formats.

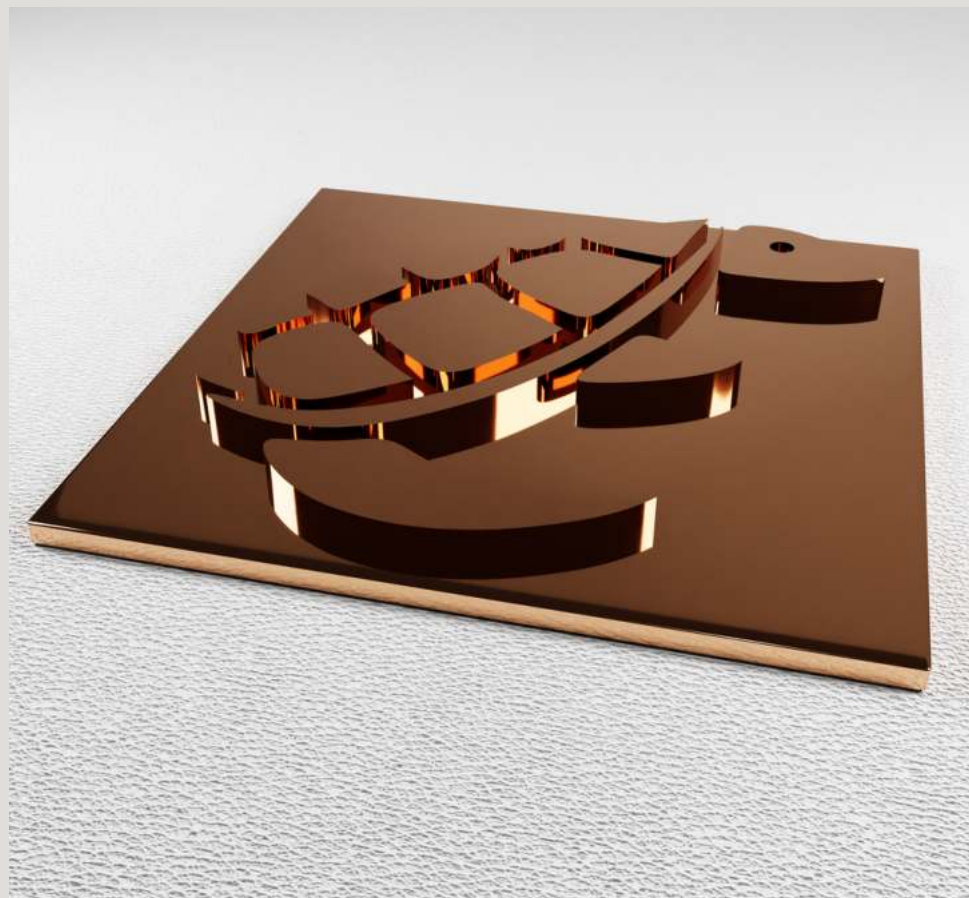


LOGO LOCKUP

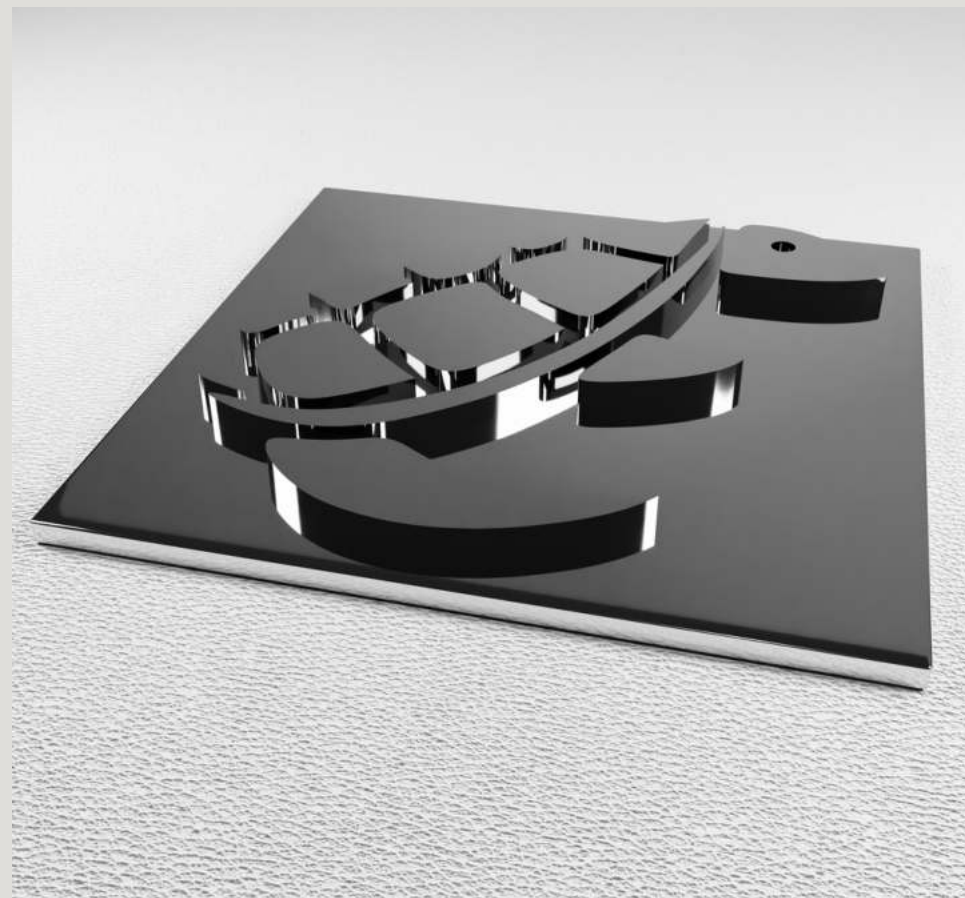


VARIATION

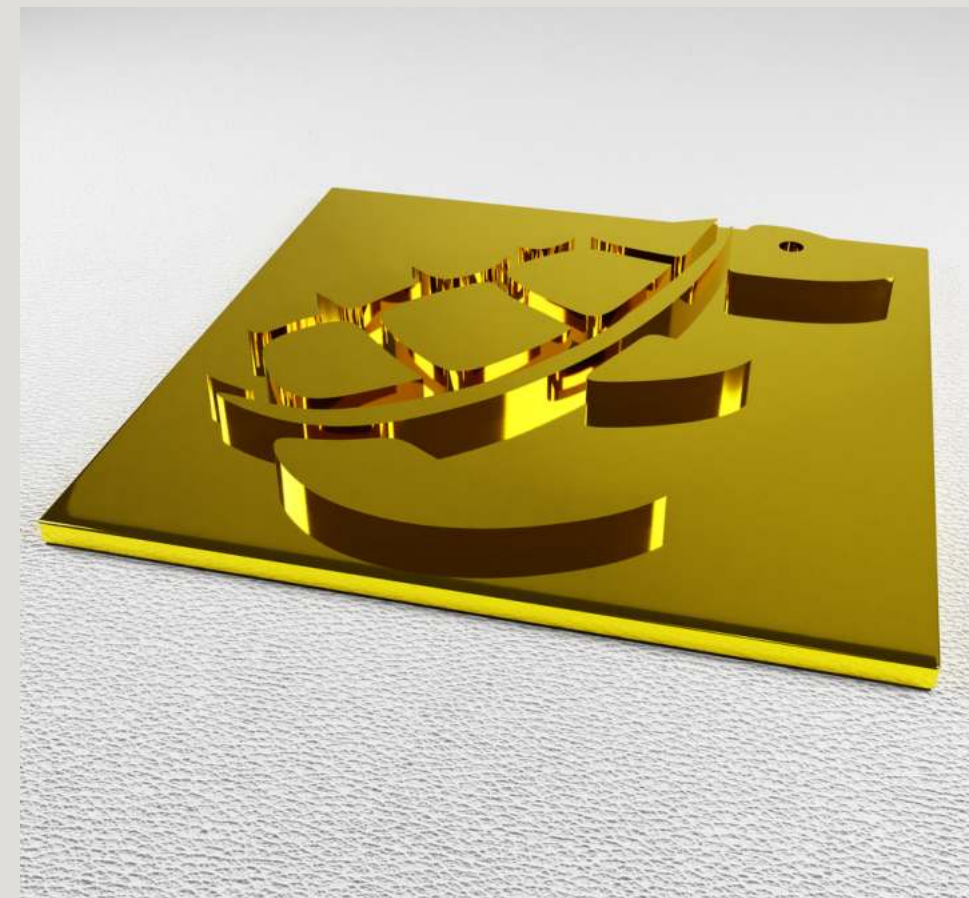
LOGO ON A SOLID COLOUR FILL



ANTIQUE BRASS



NICKEL

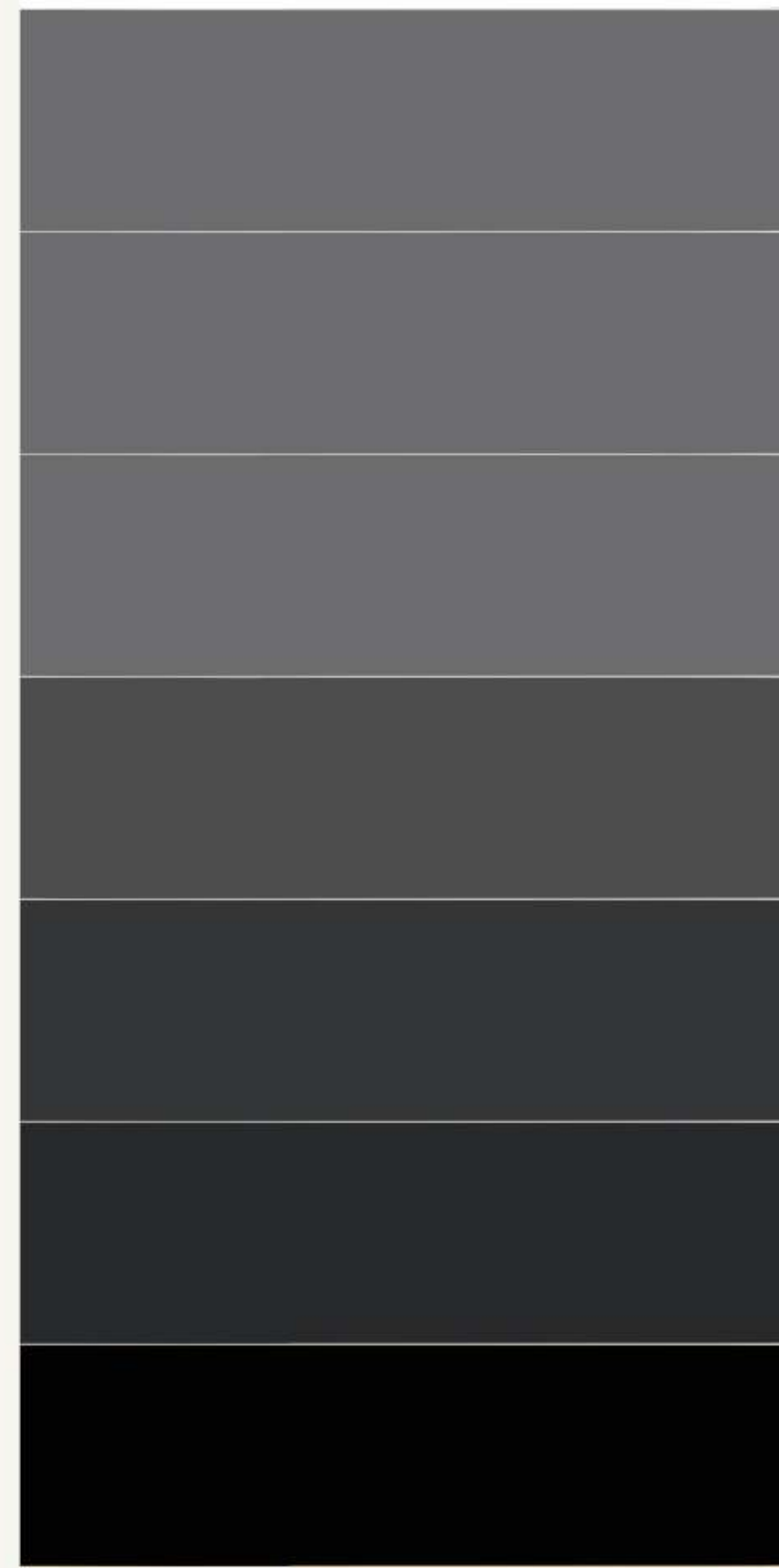


GOLD

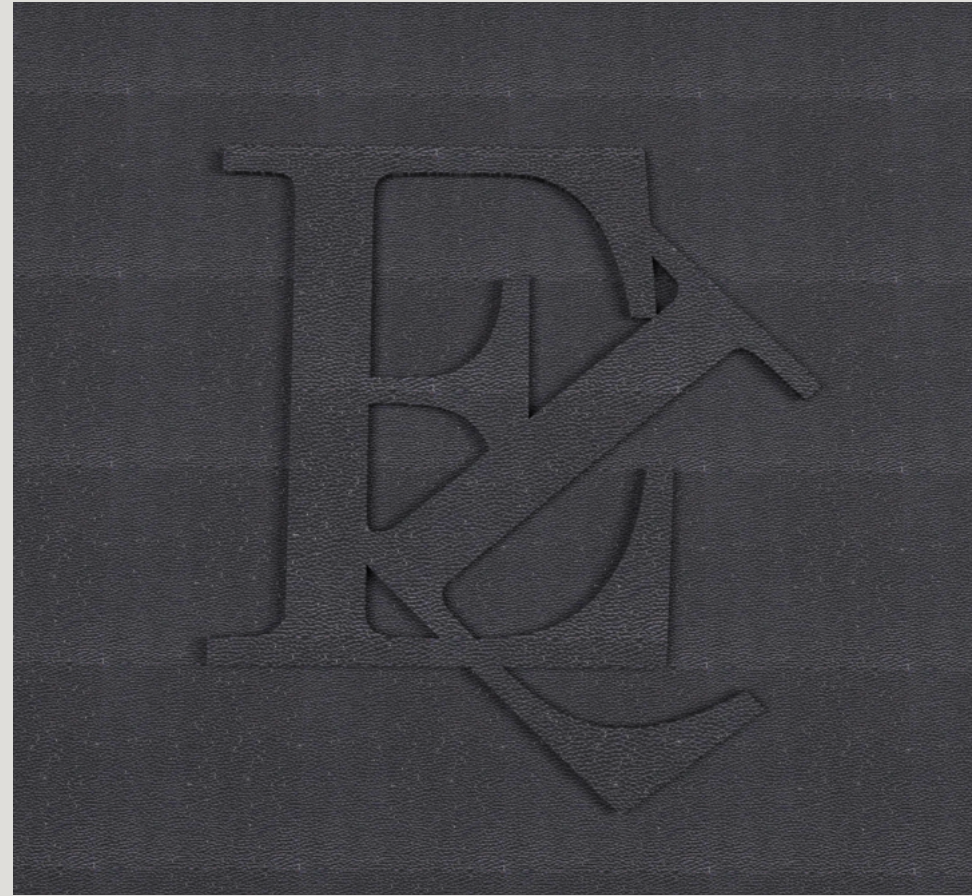
VARIATION

GREY SCALE LOGO

A range of shades of gray without distinct color.



EMBOSSING - DEBOSSING



APPLICATION

LOGO FONT

MODERN, CLEAN, AND PROFESSIONAL FONT TO CONVEY CLARITY AND PRECISION.

HELVETICA NOW

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz
0 1 2 3 4 5 6 7 8 9 0

USE :- to write a sentence or paragraph.

PRATA

Aa Bb Cc Dd Ee Ff Gg Hh Ii Jj Kk Ll Mm
Nn Oo Pp Qq Rr Ss Tt Uu Vv Ww Xx Yy
Zz
0 1 2 3 4 5 6 7 8 9 0

USE :- for heading and sub-heading

T
Y
P
O
G
R
A
P
H
Y

Hello!

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