LIKA ONLINE TV

Your World Around Us......

Logo Identity Presentation

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WHat's In Store

Lika

1- Project Recap

Understand the task ahead.

Lika Online TV

Lika TV is a modern TV and information brand that focuses on delivering trustworthy, dynamic, and engaging content to its audience. It aims to project professionalism, clarity, and innovation in the media space

Create a modern, versatile logo that reflects Trust, Innovation, and Engagement while being adaptable across various media platforms.

The logo should incorporate elements that symbolize communication, information dissemination, and Eagle eye facing towards a particular direction.

Design Preferences:

Preferred Logo Types:

Combination Mark

Typography Preferences:

Clean, modern fonts that convey Trust, Clarity, and Professionalism (e.g., Sans-serif fonts like Poppins or Lato).

Layout Preferences:

Scalable design that works across digital platforms, TV screens, social media, and print.

D' EYE on the "I"

Incorporate symbols or imagery associated with of Eagle eye, which basically means we see it faster than others.

Developing

bring ideas into life and visualize possible solutions
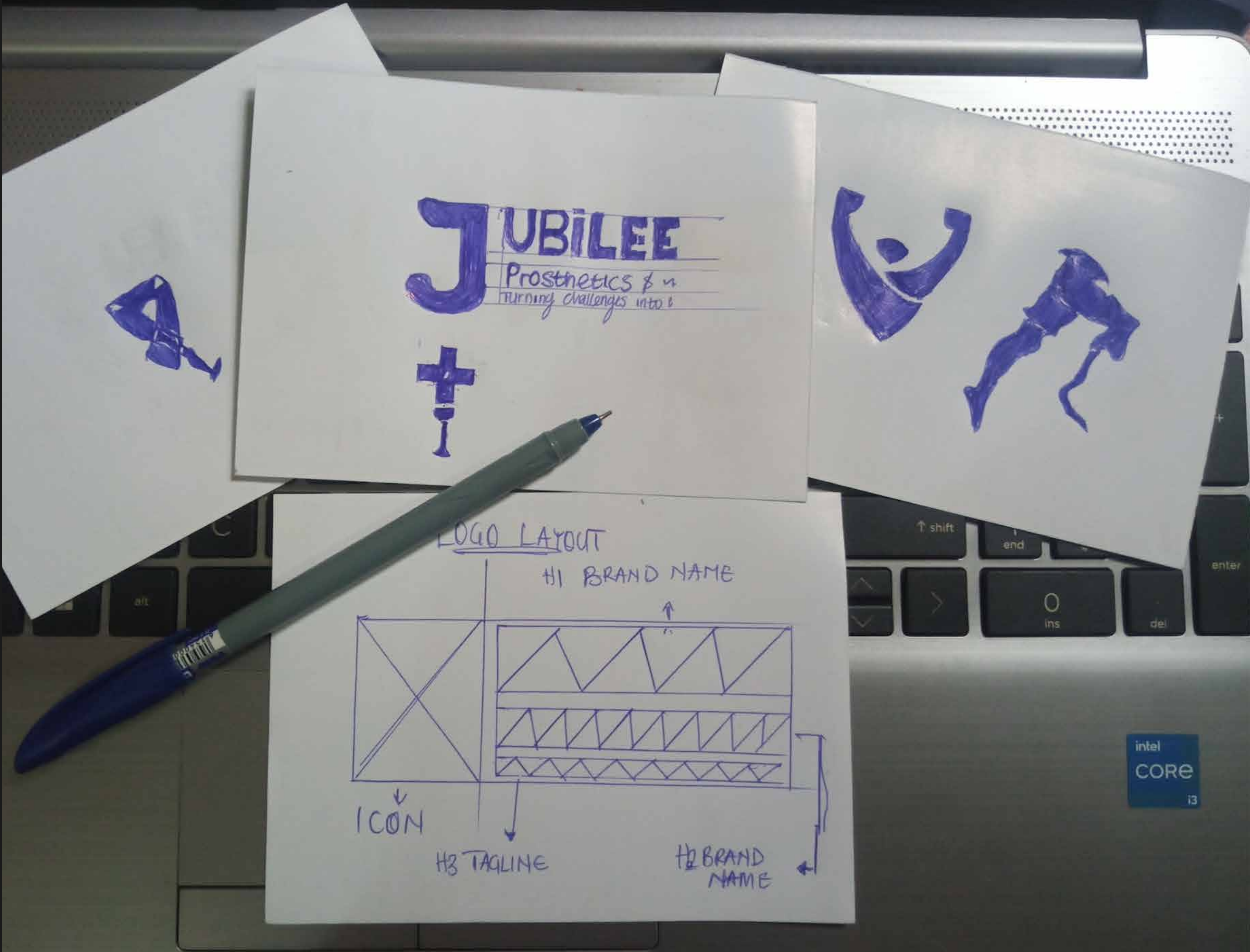
Logo Identity Presentation

Developing

bring ideas into life and visualize possible solutions

Logo Identity Presentation

Concept Territory

CONCEPT:

This territory will focus on the qualities listed to communicate the brands identity.

J + Cross + Champion Prosthetics Patient = J

Letter "J" | Cross | Champion Prosthetics Patient

Concept Territory

CONCEPT:

This territory will focus on the qualities listed to communicate the brands identity.

Eagles Eye   Eagles Eye on information "i"

TYPOGRAPHY:

Minion Variable Concept
Rethink Sans ABC 123

Lika^TV

Your World Around Us......

Concept Territory

Colour Palette

| 60% | 20% | 20% | 5% |

Deep Navy Blue

Significance: Trust, Professionalism, and Stability

Explanation: This dark navy blue projects confidence and professionalism, key attributes for a media brand. It represents trust and reliability, making it ideal for primary elements of the logo, especially in backgrounds or outlines.

Hex: (#131427)
RGB: (19, 20, 39)
CMYK: (51, 49, 0, 85)

Emerald Green

Significance: Growth, Harmony, and Innovation

Explanation: Emerald green symbolizes progress and creativity, conveying Lika TV's innovative approach to media and information. It suggests forward-thinking and harmonious communication, ideal for accent elements.

Hex: (#2E8660)
RGB: (46, 134, 96)
CMYK: (80, 24, 71, 8)

Bright Coral

Significance: Energy, Engagement, and Passion

Explanation: This bright coral color conveys energy and creativity, perfect for capturing attention in call-to-action buttons or highlights. It speaks to the passion and dynamism that Lika TV brings to its content delivery.

Hex: (#EA593B)
RGB: (234, 89, 59)
CMYK: (0, 62, 75, 8)

Charcoal Gray

Significance: Sophistication, Neutrality, and Balance

Explanation: This neutral dark gray represents balance and sophistication. It can be used for text or secondary elements, providing a professional and modern touch to the Lika TV brand without overpowering the design.

Hex: (#333333)
RGB: (51, 51, 51)
CMYK: (0, 0, 0, 80)

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Concept Territory

CONCEPT:

This territory will focus on the qualities listed to communicate the brands identity.

Eagles Eye + **Eagles Eye on information "i"** + **Lika** = **Lika**

Colour Palette

60%	20%	20%	5%

TYPOGRAPHY:

Minion Variable Concept
Rethink Sans ABC 123

Lika TV
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Ways Logo can be Used

Ways Logo can be used

Logo Mockups

Ways Logo can be used

Logo Mockups

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Logo Mockups

Lika TV

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