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**TEAGO**  
NIGERIA

# Dis- claimer!

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This presentation is a peek into the activities behind the scene that gave rise to this ideas that birthed the brand identity.

It also contains the Logo Applications to help demonstrate the functionality of the designs when used on different company items such as branded shirts, stationeries and lots more.

The beauty of this presentation will be best appreciated if viewed on a computer.

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# Intro- duction.

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## Who we are ?

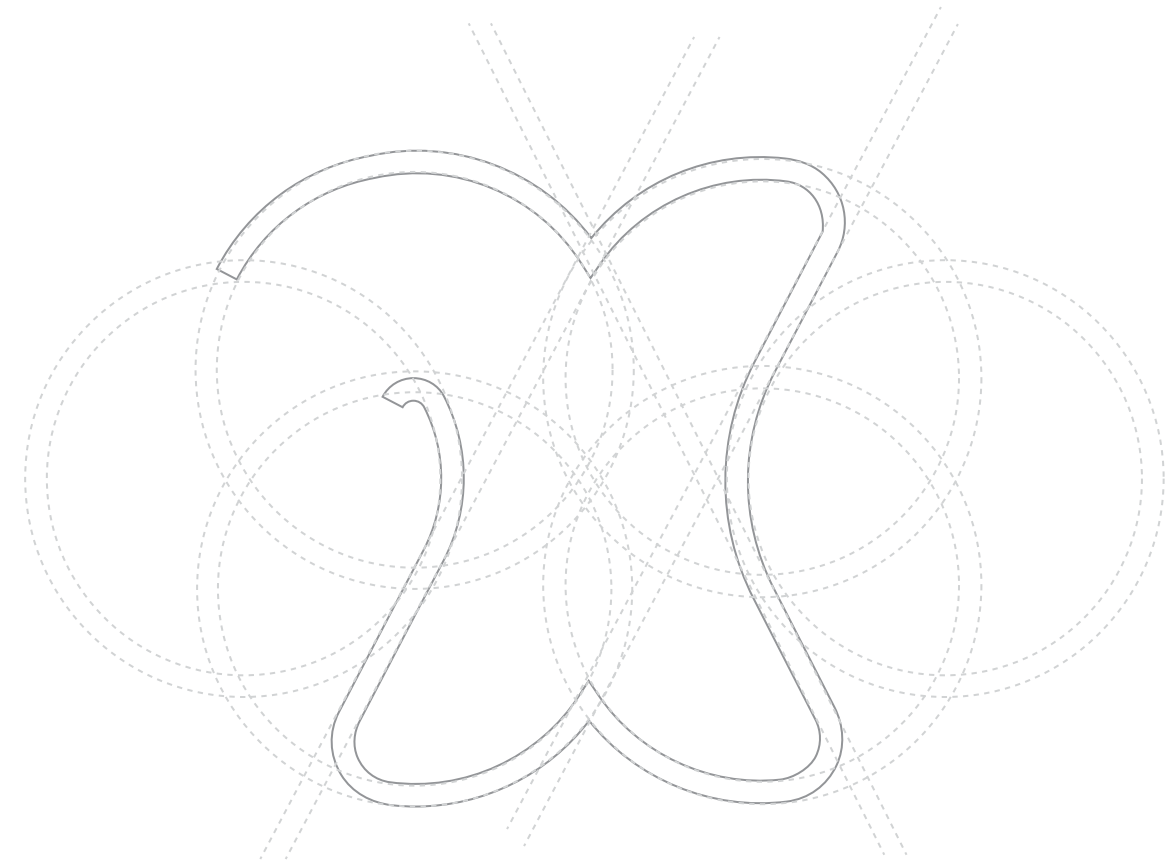
Chriz Apparel is an existing Fashion Design Brand aimed at creating waves in the Fashion Industry, likewise offering top-notch cut and sewing to our esteem customers.

## Project Objective

To create a brand identity that says it all , from the company's objectives to the expected customer's experience.

# Logo- Construction.

The outlines talks extensively about the process we went through in constructing the Logo.



# Logo- Story.



Teago being a brand that is intentionally given to the development of their client, sketches were carefully carved out until the final sketch was selected.

The final sketch was inspired by the metamorphosis of a "Butterfly", as it replicates the major essence

of the brand, which is developing people from the larvae stage to the final stage. A fully grown Butterfly with an open wing was used to simultaneously depict our fully trained targets and also their ability not just to know but to also train others.

Logo-



**Brand-  
Pattern.**



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# Brand- Colours.

	#BE1E2D
	R: 190
	G: 30
	B: 45
	CMYK: 15% 100% 90% 10%

# Colour- Variation.



**Logo-  
Application.**



TEAGO  
BUILDERS

**building  
men, not mare.**  
we are winning forever.

www.teago.com



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