

# 01

## Logotype Design

A logo is the visual cornerstone of your brand identity. It's the iconic symbol that represents your values, personality, and sets you apart from the competition.

Keeping it simple and readable helps the audience to recognize it easily.

LOGOTYPE



LOGOTYPE



## Logomark Description

The mark, also known as the brand mark or logo mark, is a vital component of your brand identity. It serves as a visual representation of your business and becomes the recognizable symbol that connects you with your audience.



The leaves represent nature and environmental friendliness.

The Bubbles represent the lather created using our detergent products.

# 03 Color



## Light blue

- calmness, tranquility, and serenity.
- It can evoke feelings of peace, harmony, and relaxation.

## Orange

- vibrant and energetic color
- associated with enthusiasm, creativity, and warmth.
- It can evoke feelings of excitement, joy, and optimism.

