



Competitor Analysis



Luxury Swiss brand founded in 1905
symbol of success, precision, and
timeless style.

Strengths:

Strong global reputation and resale value
Excellent craftsmanship and durability
Instantly recognizable prestige symbol
Great investment value — prices often
increase over time

Weaknesses:

Very expensive, not easily affordable
Difficult to get (limited availability, waiting lists)
Classic designs — not very experimental

Brand Style:

Elegant, masculine, powerful
luxury + tradition.

Gold, Green, Black



Swiss luxury brand known for precision
and association with NASA and James
Bond.

Strengths:

Excellent quality and accuracy
Good mix of classic and sporty designs
Heritage and innovation balance
Lower price point than Rolex, but still premium

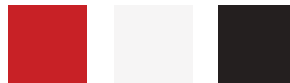
Weaknesses:

Resale value lower than Rolex
Some models overlap too much in design

Brand Style:

Modern luxury + adventure spirit

Red, White, Black



American brand mixing fashion and
functionality.

Strengths:

Affordable and stylish
Trendy designs for casual wear
Smartwatch lineup is good

Weaknesses:

Not a heritage watchmaker
Shorter lifespan and lower build quality
than Swiss brands

Brand Style:

Urban, casual, modern

Yellow, Red, Navy, Silver



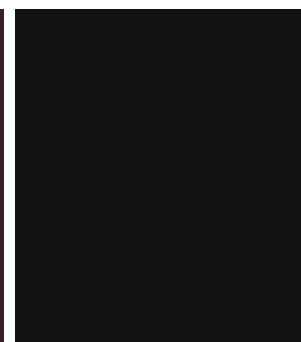
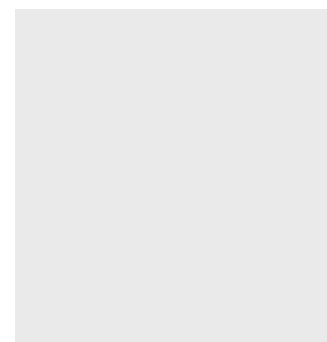




WAXO



WAXO



LOGO IDEATION



FINAL LOGO



The WAXO logo symbolizes power, precision, and modern masculinity. The design creatively turns the letter “A” into a clock hand, representing time, movement, and accuracy — the true essence of a watch brand. The tick marks around the logo reflect the dial of a watch, making the design meaningful and directly connected to the brand’s purpose. The bold sans-serif typography gives it a strong, confident, and stylish look, perfectly matching the personality of a men’s watch brand. The black color adds a sense of elegance, luxury, and timelessness, while the minimal design ensures it looks clean and modern across all platforms — from watch dials to packaging. Overall, the WAXO logo captures the spirit of confidence, strength, and the art of time.

TYPOGRAPHY

Montserrat Extra Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Visiting Card

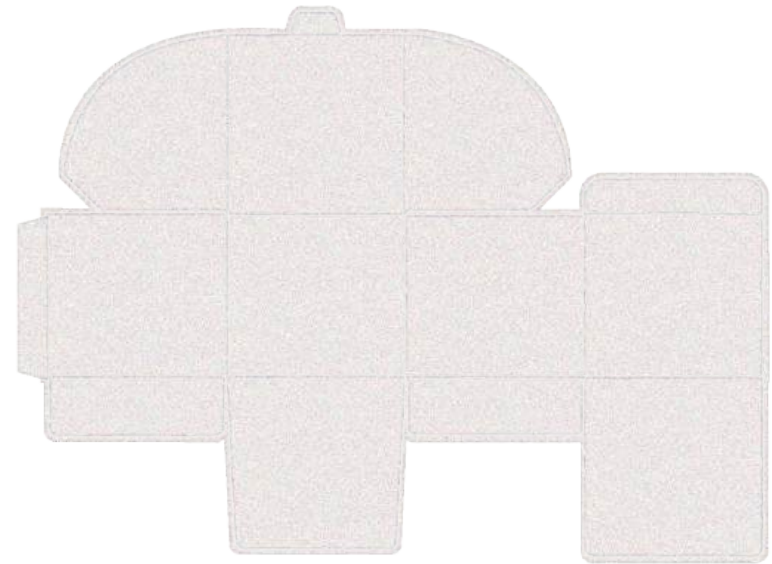
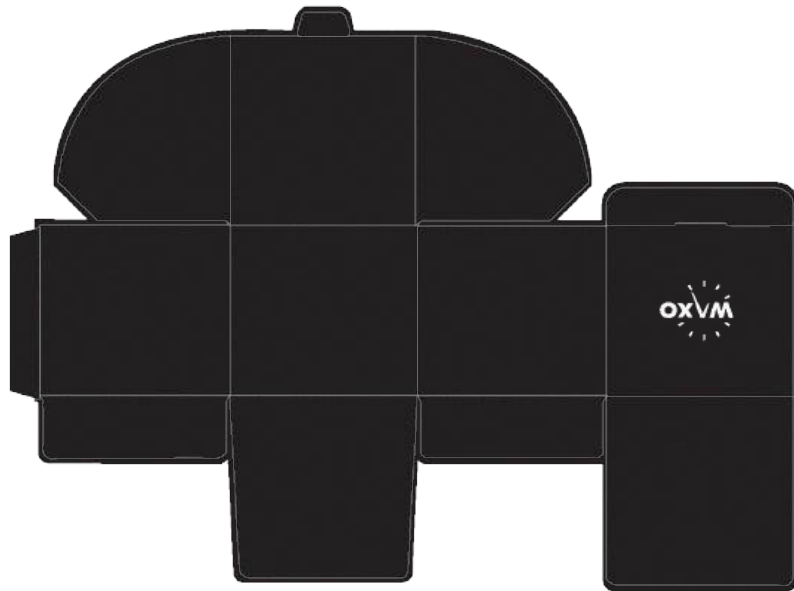


Letterhead





PACKAGING



FAVIKON

