

waxo

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



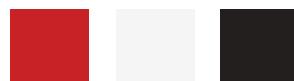
Swiss luxury brand known for precision
and association with NASA and James
Bond.

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

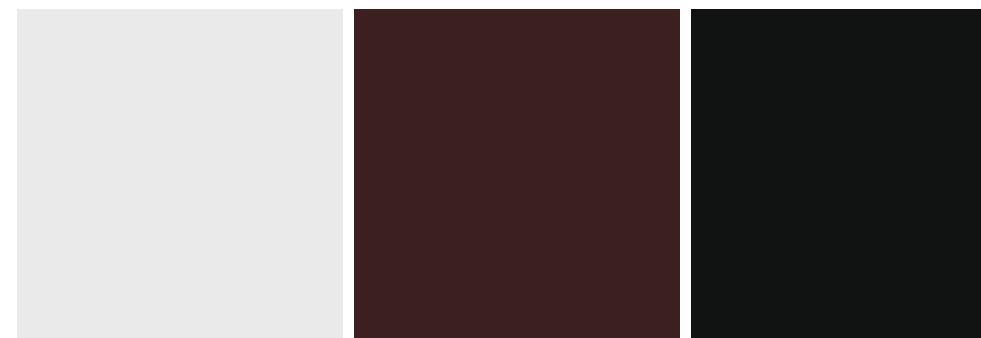
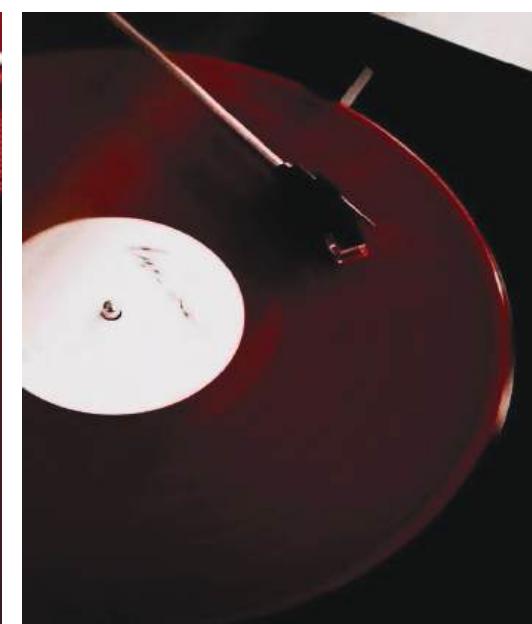
Yellow, Red, Navy, Silver







WAXO



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

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z

Visiting Card



Letterhead



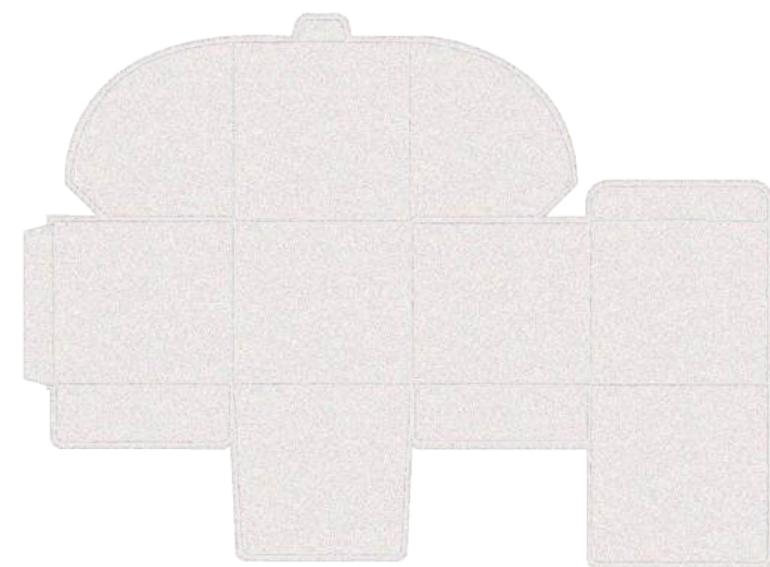
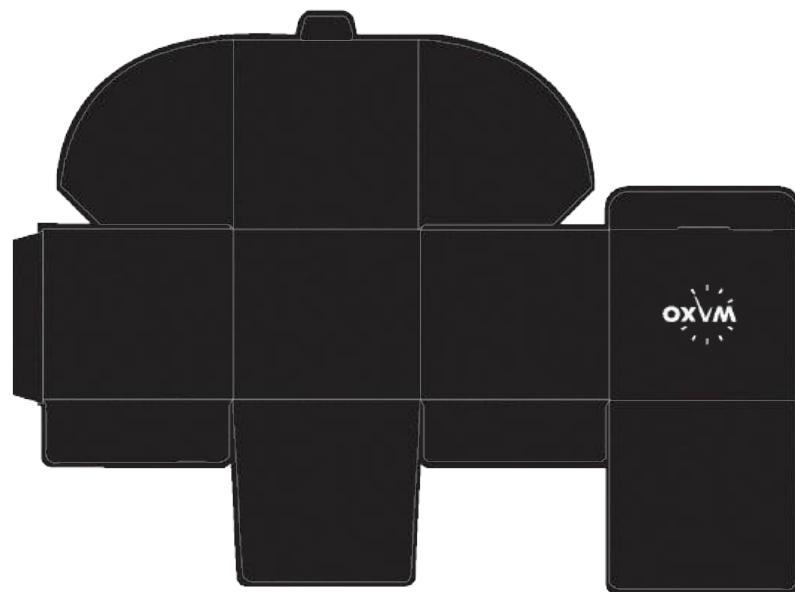
New Delhi, India

+91 987XXXX210

www.waxo.com



PACKAGING



FAVIKON

