



Tamarind

Ann Arbor Bulk Goods

Client: Anusha & George
Prepared by: Rushal Butala

Logotype

The crop iconography serves as a powerful representation of the brand's dedication to embracing natural and organic principles, resonating with the essence of sustainability and eco-consciousness. At its heart, the seed symbolizes the array of carefully curated items available at the Tamarind outlet, reflecting a commitment to offering high-quality,

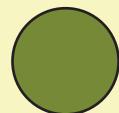
Mark Design



Primary Color Palette



#3F5439 ; C:71 Y:45 M:80 K:40



#778938 ; C:56 Y:30 M:100 K:10

Secondary Color Palette



#DCCC2E ; C:16 Y:12 M:95 K:0



#F8F6C4 ; C:3 Y:0 M:29 K:0

Typeface

Signature : Sans Serif - SF Pro

Regular

A QUICK BROWN FOX JUMPED OVER A LAZY DOG
a quick brown fox jumped over a lazy dog
01234567890

Light Italic

A QUICK BROWN FOX JUMPED OVER A LAZY DOG
a quick brown fox jumped over a lazy dog
01234567890

Bold

A QUICK BROWN FOX JUMPED OVER A LAZY DOG
a quick brown fox jumped over a lazy dog
01234567890

Typeface pairing : Serif - Georgia

Regular

A QUICK BROWN FOX JUMPED OVER A LAZY
DOG
a quick brown fox jumped over a lazy dog
01234567890

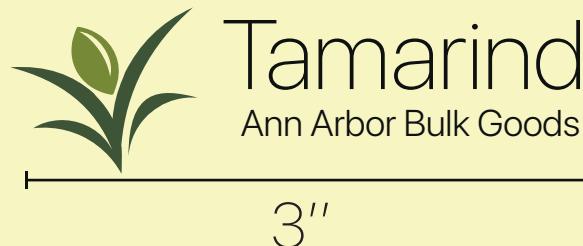
Italic

*A QUICK BROWN FOX JUMPED OVER A LAZY
DOG*
a quick brown fox jumped over a lazy dog
01234567890

Bold

A QUICK BROWN FOX JUMPED OVER A LAZY DOG
a quick brown fox jumped over a lazy dog
01234567890

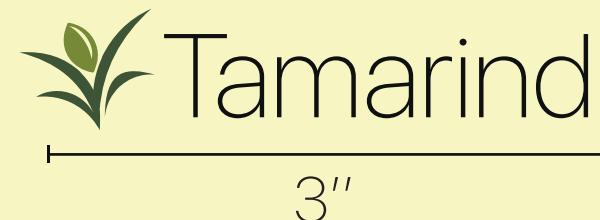
Scalability



Extended Logotype with Tagline
Min Width $\geq 3''$



Compact Logotype with Tagline
Min Width $\geq 2''$



Extended Logotype without Tagline
Min Width $\geq 3''$

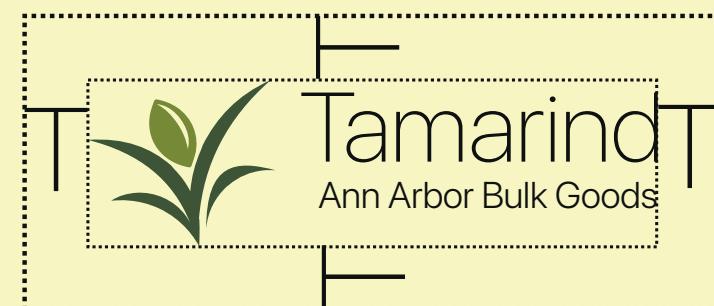
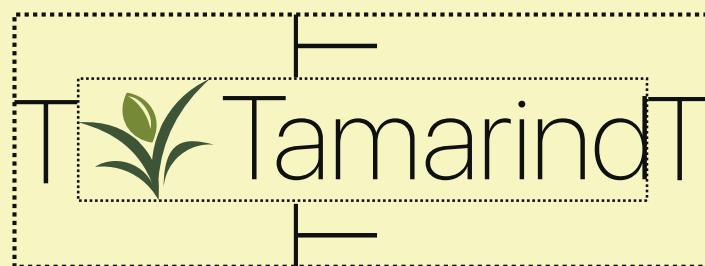
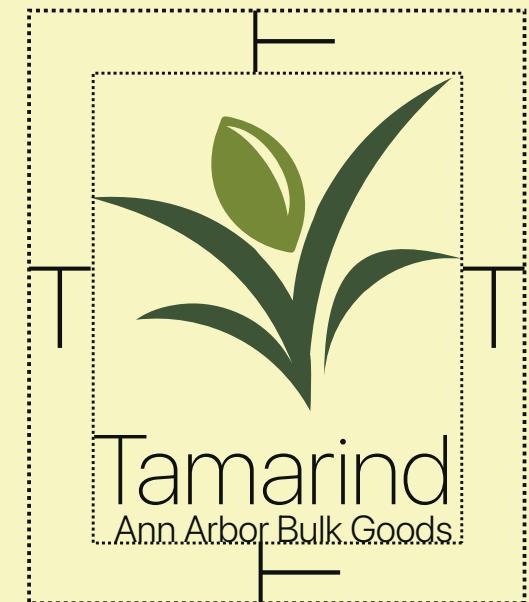
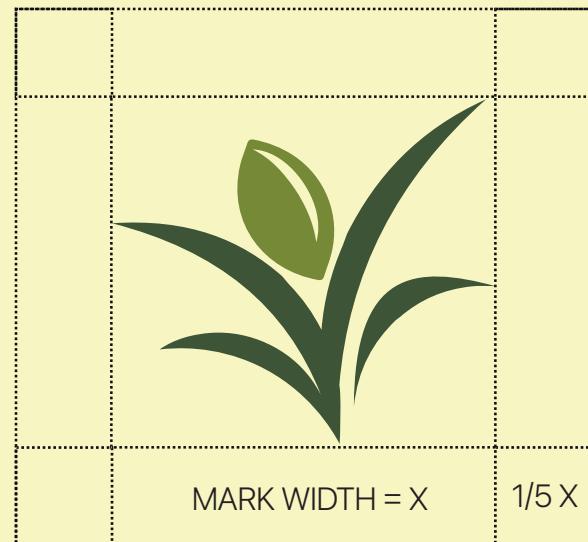


Extended Logotype without Tagline
Min Width $\geq 2''$



Mark only
Min Width $\geq 0.5''$

Free Space



Color Variation



CYMK ON WHITE



CYMK ON BLACK



BLACK ON WHITE



WHITE ON BLACK

Photography Asset



Photo by Viktor Smith



Photo by Lukas

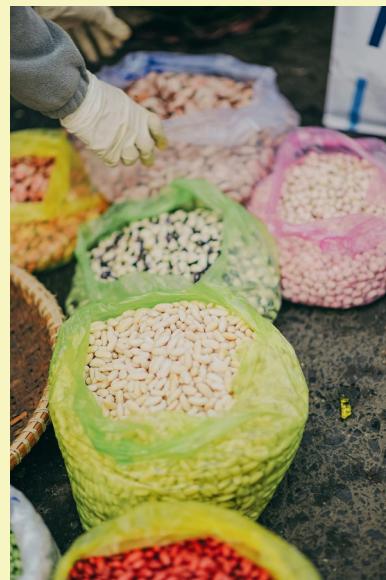


Photo by Min An



Photo by CottonBro Studio

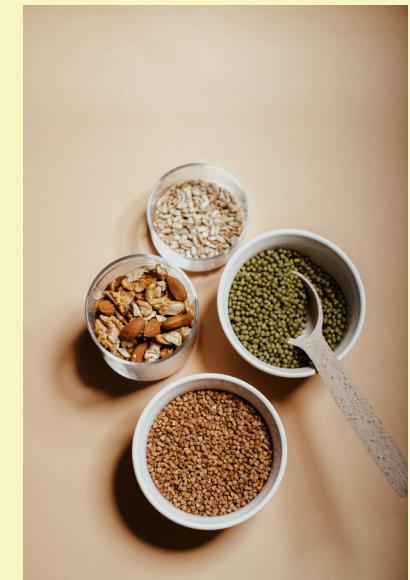


Photo by Vie Studio



Photo by Karolina Grabows



Photo by Mart Productions



Photo by Lada Rezants

Apparel

