



THE ICON



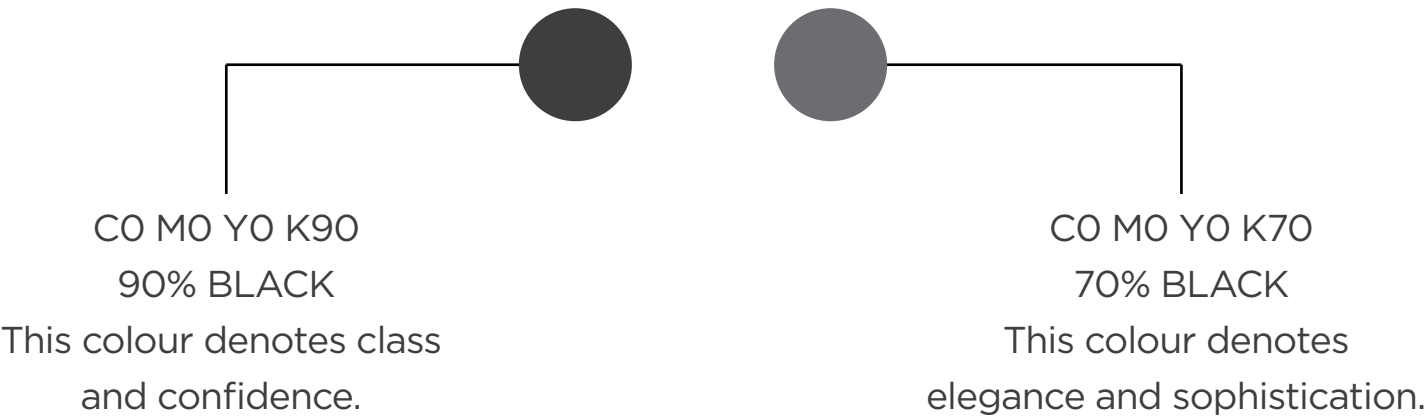
This resembles a flowing river (dziva) forming the joined letters “a” and “e” , representing the A in Ashumi and the E in Estate. Furthermore, the way the letters stand next to eachother look like a double storey structure which resonates with the essence of the brand.

THE TYPOGRAPHY

ASHUMI ESTATES

The font is clean, modern and timeless.
It sits well on any background and is legible even on the smallest of prints.

THE COLOUR(S)



ASHUMI  ESTATES

ASHUMI

ESTATES

 ASHUMI
ESTATES


ASHUMI ESTATES