

01

Verde Mall

Creative Direction

- The main objective is to Create a **luxurious & Lifefull** Logo.
- Our slogan is '**Next level of luxury**'.
- Main elements:
 - **V letter** (for Verde)
 - **Arrow** (refers to next Direction)
 - Adding a touch of **Nature & Movement** (represents the life).

02

**Trying to catch
the look & feel**



Unused sketches

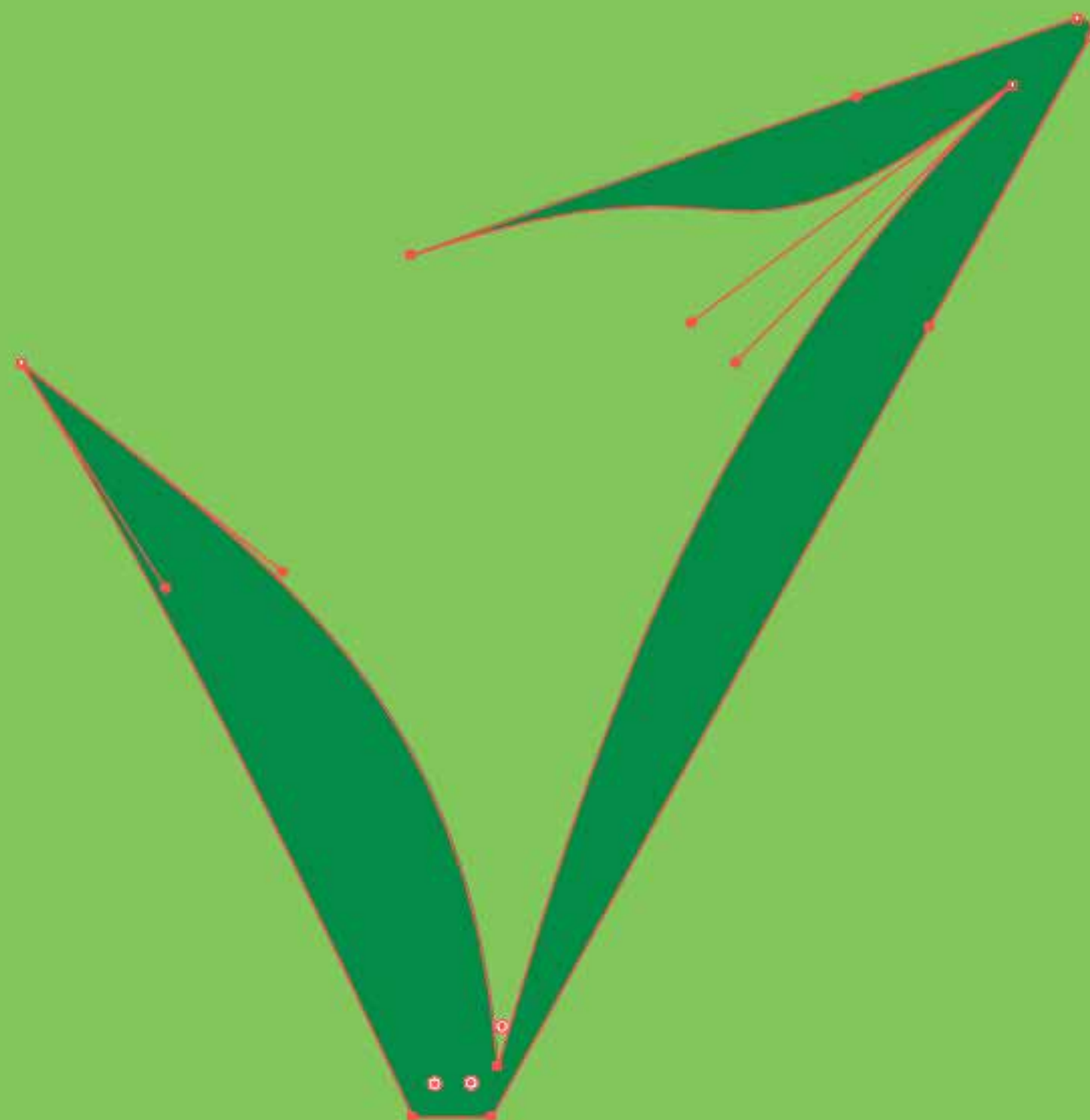
03

The Result

Verde

04

Behind the scenes



Verde
Mall



Weight variation
to capture the luxurios look



Curves
inspired by nature



Arrow



Verde
Mall

05

Fonts

New York

Spline Sans

Spline Sans

Autography

Headlines

**Text
(typeface)**

Details

05

Colors

	04303b
	028c47
	82c75b
	ffb445
	e9e453

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Thank You