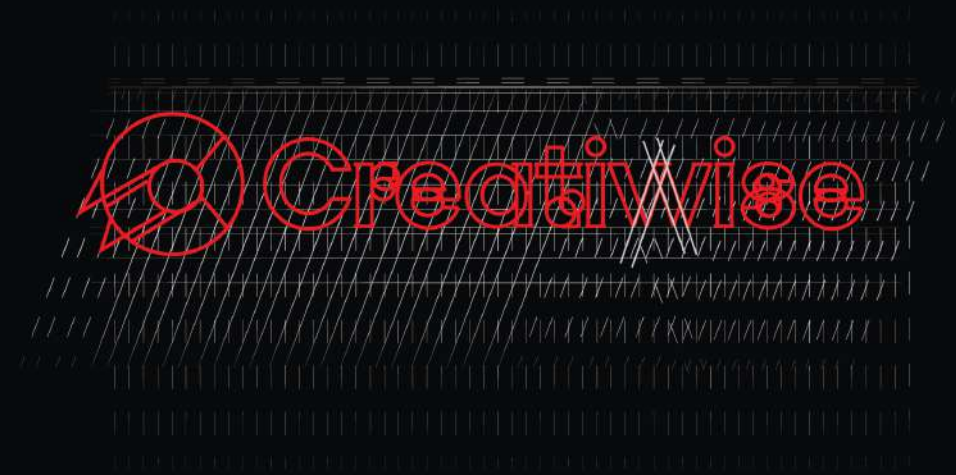




LOGO GRID





THE PALETTE IS DESIGNED TO EMBODY THE BRAND'S CORE VALUES. THE PRIMARY ICON USES A DYNAMIC **BLUE-TO-MAGENTA** GRADIENT, SHIFTING FROM THE PROFESSIONAL TRUSTWORTHINESS OF SLEEK BLUE (#1947FF) TO THE CREATIVE ENERGY AND EXCLUSIVE NATURE OF SHARP **MAGENTA** (#F21886). THIS GRADIENT ENSURES THE ICON IS MODERN, EYE-CATCHING, AND SIGNIFIES THE BLEND OF STRATEGY AND ARTISTRY IN CREATIWISE'S SERVICES. THE LOGOTYPE USES CREATIWISE DEEP GRAY (#222222), WHICH PROVIDES A GROUNDING, PROFESSIONAL CONTRAST THAT ENHANCES LEGIBILITY AND ESTABLISHES AN EXCLUSIVE, SHARP FEEL AGAINST THE PRIMARY WHITE SPACE.

BRAND TYPOGRAPHY

Aa

NEXA HEAVY

Aa

NEXA LIGHT

The typography selected is the Nexa family, specifically leveraging Nexa Heavy and Nexa Light. This choice is crucial for maintaining the required Sharp and Sleek aesthetic. Nexa Heavy is used for the primary wordmark to deliver a strong, confident, and exclusive presence that ensures instant recognition. Nexa Light is designated as the complementary typeface for all secondary text, such as taglines and body copy. The consistent use of the same geometric typeface family, with its clean lines and defined structure, creates a unified and highly professional visual identity that is both modern and highly readable across all digital and print applications."



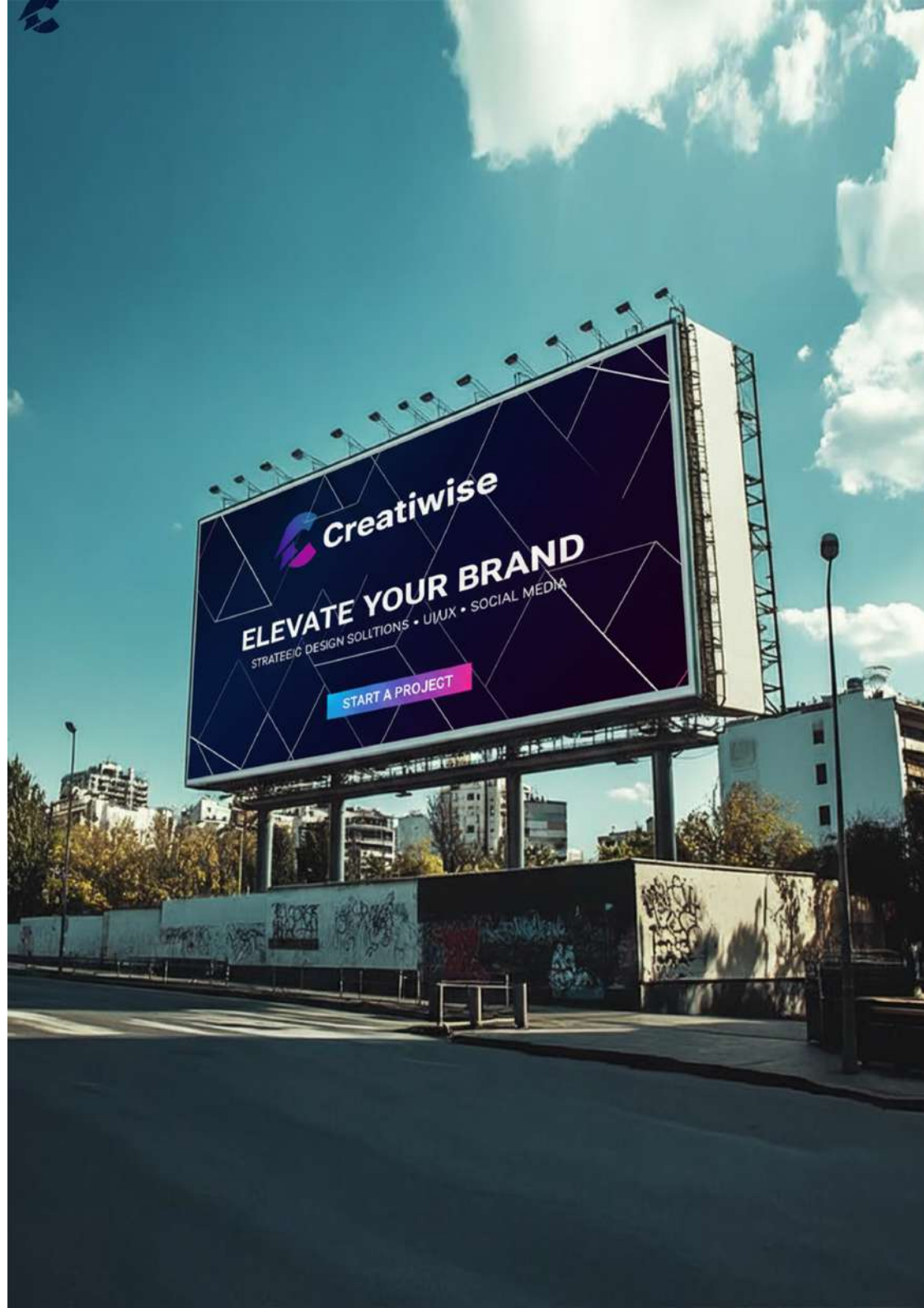
Creatiwise is an online design service provider dedicated to crafting the visual identities for ambitious brands. We deliver a suite of professional services including comprehensive branding , impactful UI design for digital products, targeted social media designs , and full-scale design services. Our process is defined by the core brand values of being Sleek, Modern, Sharp, and Exclusive. We don't just create graphics; we provide strategic design that is visually precise, highly effective, and elevates our clients into an exclusive tier of market presence.




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