

Deorum Branding

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Naming - Deorum

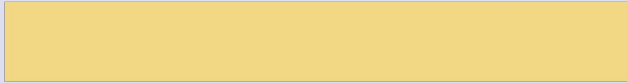
Deorum means “of the gods”



Colors

Gold and black are bold colors to emphasise the luxury of the brand

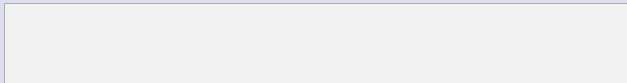
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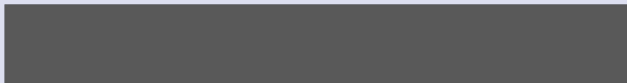
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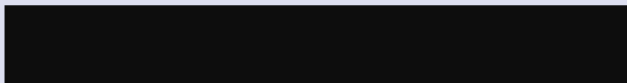
#F2F2F2



#595959



#0D0D0D



Monogram - Lotus

The lotus flower represents purity, beauty, and divine birth



Monogram - Sunrise

Sunrise is a magnificent view, it conveys the ideas of beauty in nature



Monogram - Old Crown

The crown symbol is to symbolise luxury- with an old crown it further suggests it is original and a notable piece of history



Fonts

Aviano - Headings

Area - Body

Final Logos - Monogram



Final Logos - Typography



DEORUM

The word "DEORUM" is rendered in a gold-colored, elegant serif typeface. The letters are closely spaced, and the 'M' features a distinctive, flowing tail that curves downwards and to the right. The text is centered within a solid black rectangular background.

DEORUM

This is an identical copy of the logo shown in the first block. It features the word "DEORUM" in a gold-colored serif font with a decorative tail on the 'M', centered against a black background.

Final Logos - Mixed

