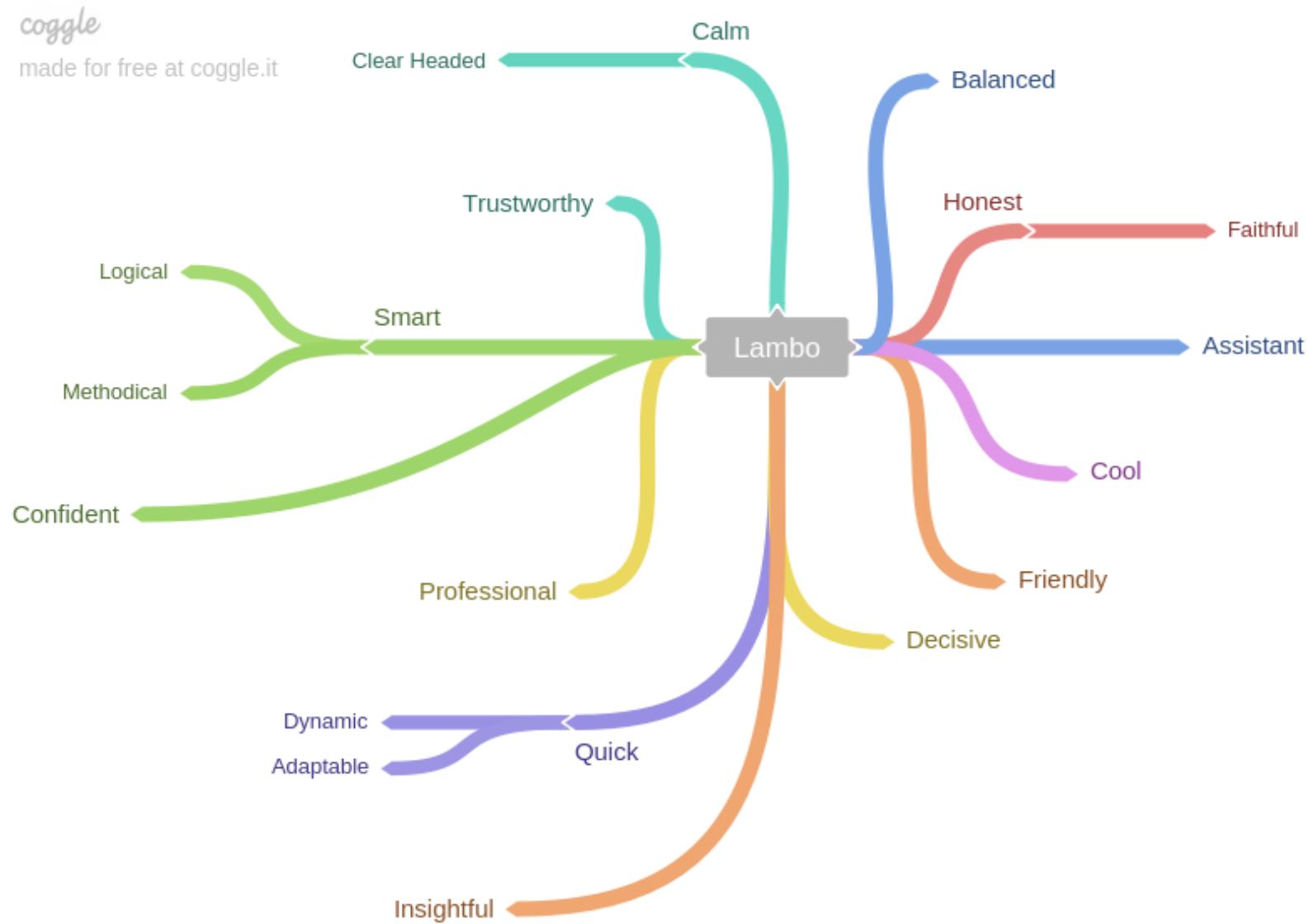


What is Lambo?

Lambo is a personal assistant for anyone who wants to invest in cryptocurrencies. Lambo predicts, advises and manages the users profiles in the most efficient and simplest way.

Mindmap



Concept

Since Lambo is to be perceived as a living creature and the conversation to be more natural, it is essential to have a figure which is a life form. From analysing the different personalities lambo will be having, we can see that owl fits for this perfectly.

Background

From the ancient Greek legends to the wise owls in some fictional stories and in many folk tales, owls are always being the symbol of quintessential bearers of knowledge and sagacity.

According to Greek mythology, owl is sacred to the Greek goddess of learning - Athena, and is even depicted on some Greco-Roman currency as a symbol of status, intelligence and wealth.

Native Americans associated the meaning of owl with wisdom, foresight, and keeper of sacred knowledge.

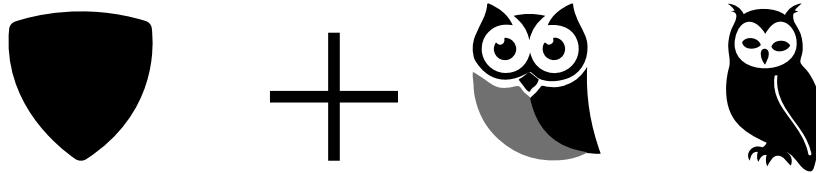
As Lambo, being an Indian brand, in Hindu mythology, Goddess Lakshmi, who is also the goddess of fortune, wealth and prosperity is seen with White Barn Owl as her vehicle.

“If one wants to attract wealth, good fortune, prosperity and well being – working hard is not sufficient. One has to work smart and be strategic in its actions. One has to think and act like an “Owl” to attract Lakshmi”.

- Owl works smart and sneaks a prey through intelligent measures. They are strategic creatures
- “Flying blind”, allows the Owl to hunt a prey which others cant. It can detect the movement of an underground rat and hunt it down without even it is out of sight.
- An owl can rotate its head 270 degrees in the horizontal axis and 180 degrees in the vertical axis. This unique attribute allows the Owl to instantly look in any direction. Hence they have full view of it's surrounding.

Lambo in the crypto world denotes Lamborghini and the shape of Lamborghini logo is a shield.

Shield conveys or represents the symbol of protection. Other hidden meanings for shield logo could be related to security, power or control, strength, protection, safety, and defense.



Primary Colors

Hex -#256EFF

Blue
(Crayola)

Trust & Security

It is the colour of trust inspiring security and a feeling of safety.

Spanish
Violet

Panache

Creates a sense of elegance and high-end appeal. It also fits the function of checking how much money you're making in real time.

Secondary Colors - For text and other usages

Orange
Yellow

Magic
Potion

Strong
Green

Typography - Sans serif fonts are clean, Simple, Contemporary, Straight Forward, Futuristic and Neutral

Frosty

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

Museo Sans

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
0 1 2 3 4 5 6 7 8 9

