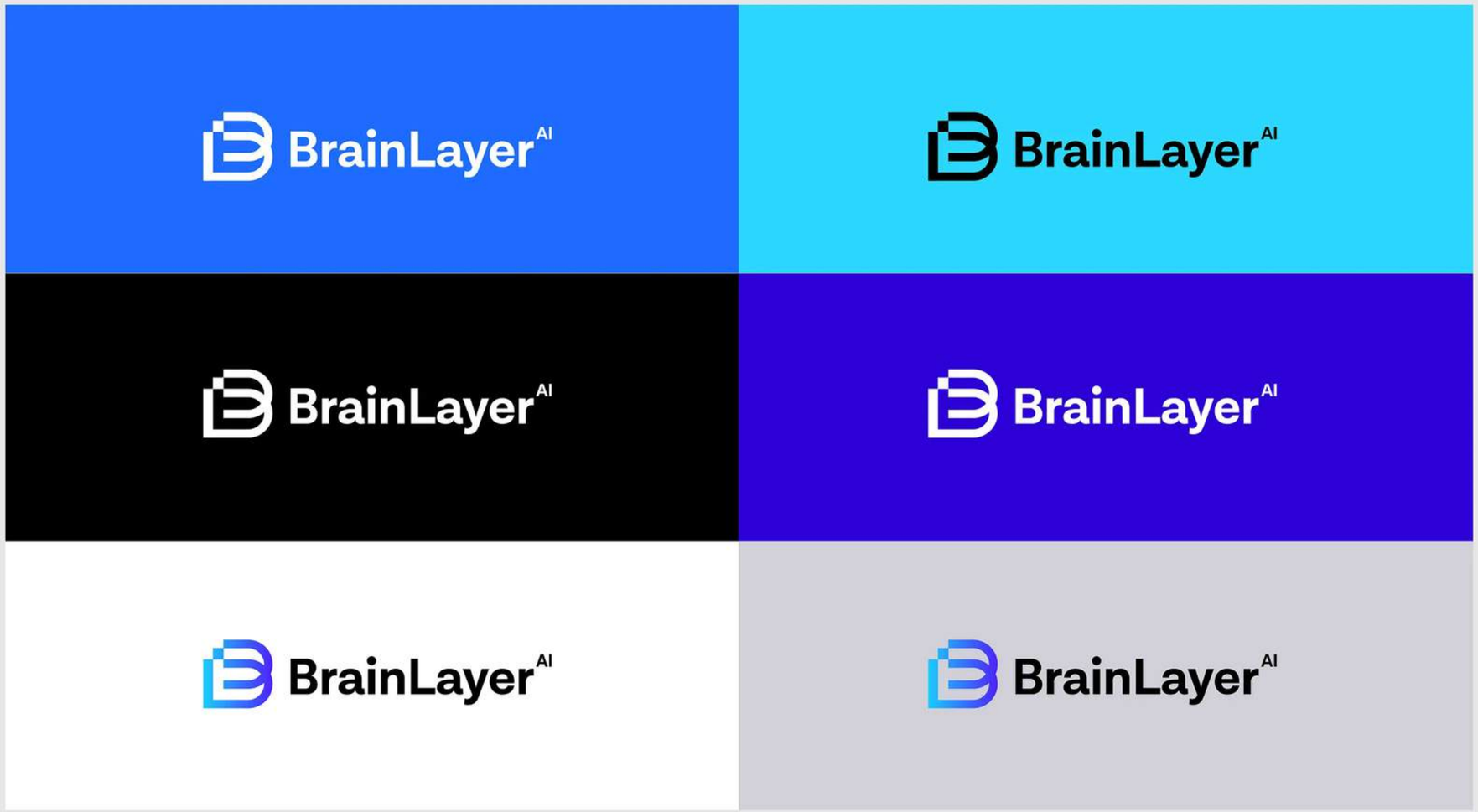
BrainLayer
AI

Primary Logo

A primary logo is the main representation of a brand or organization. It's the logo that is typically used in most instances and across various mediums, such as websites, business cards, signage, and advertisements. The primary logo usually includes the core elements of the brand identity. such as the company name, icon, and any other visual elements that are central to the brand's identity.

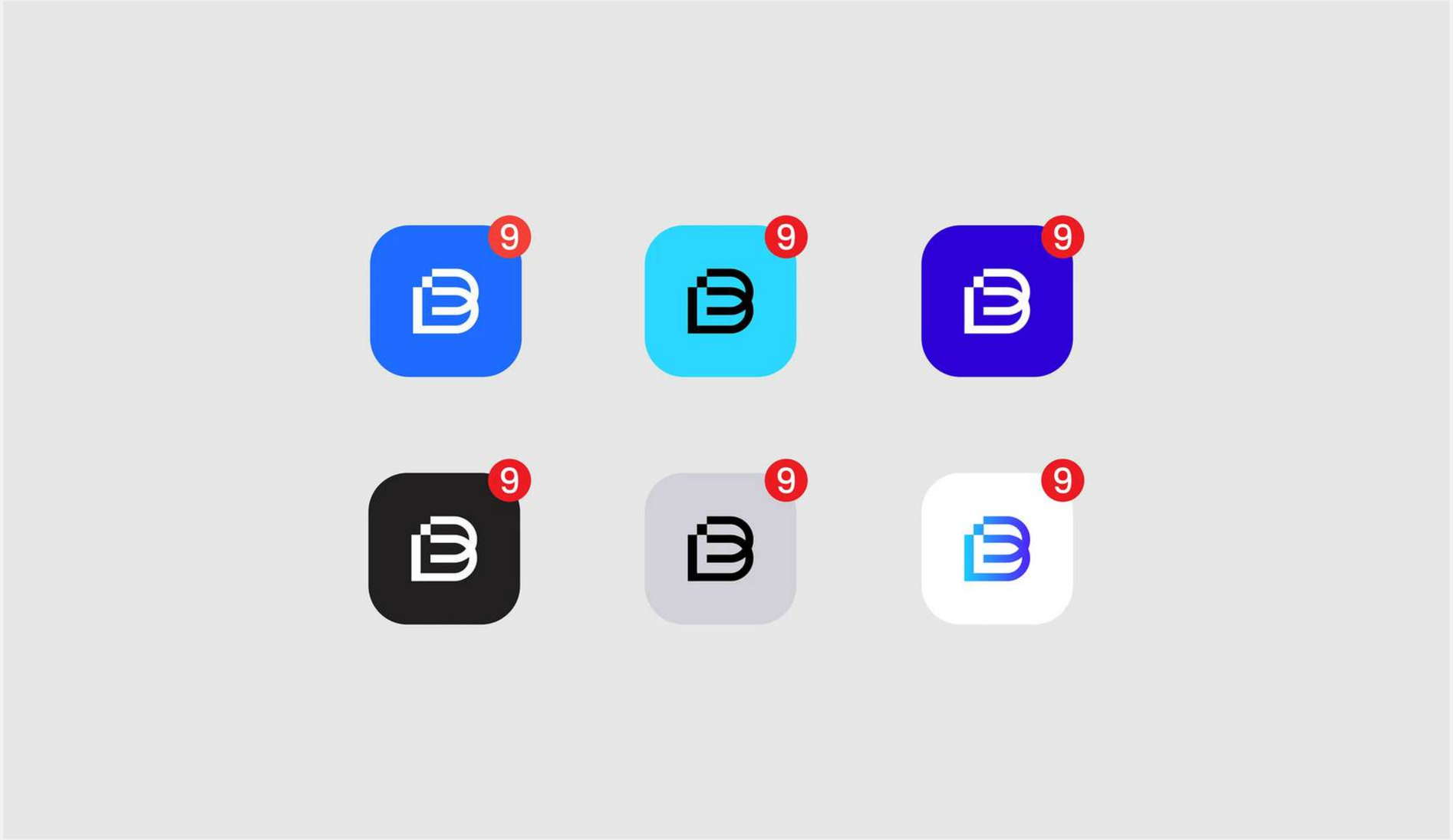
Logo Color Variations

Logo color variation refers to different versions of a logo that utilize varying color schemes while retaining the core design elements. These variations are often created to accommodate different backgrounds, printing methods needs.



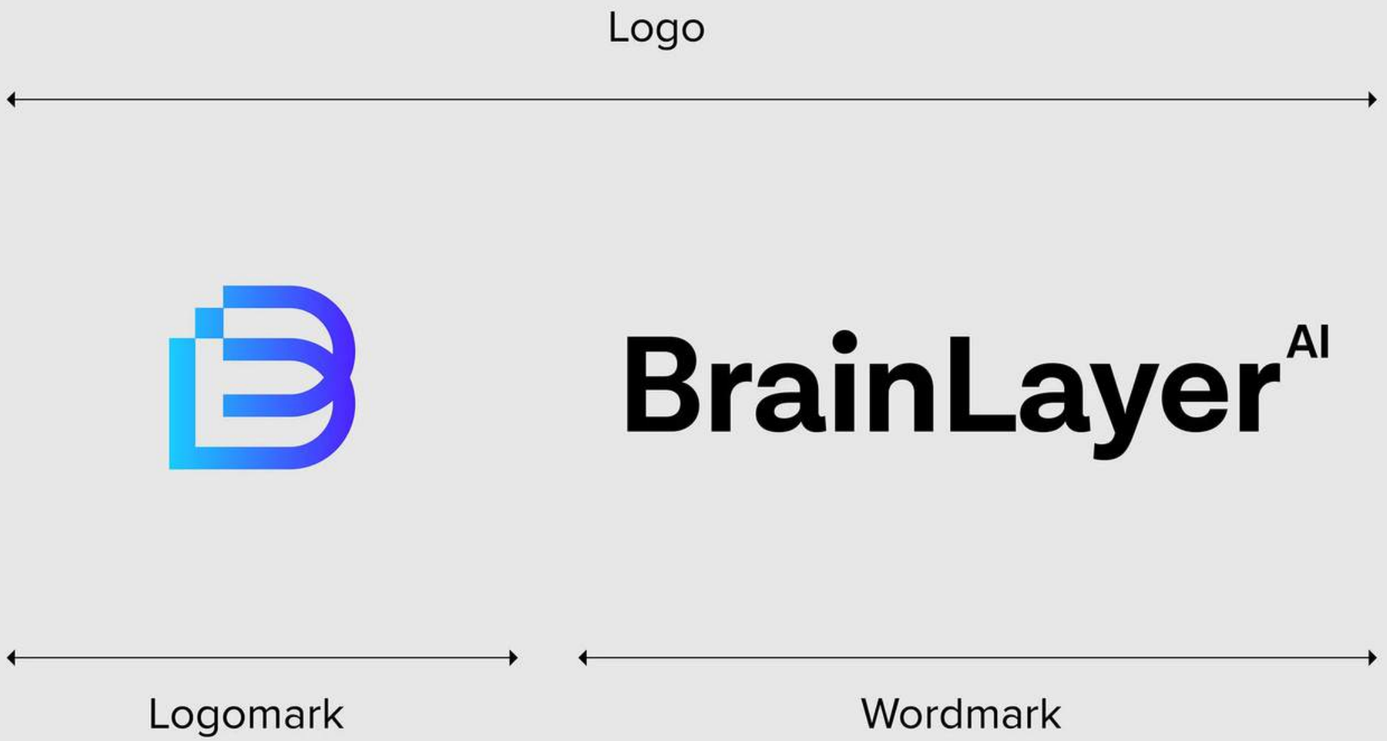
App Icons

An app icon is a small graphic symbol that represents a mobile application on a device's home screen or app drawer. It serves as a visual identifier for the app, making it easier for users to locate and access it among other installed apps.



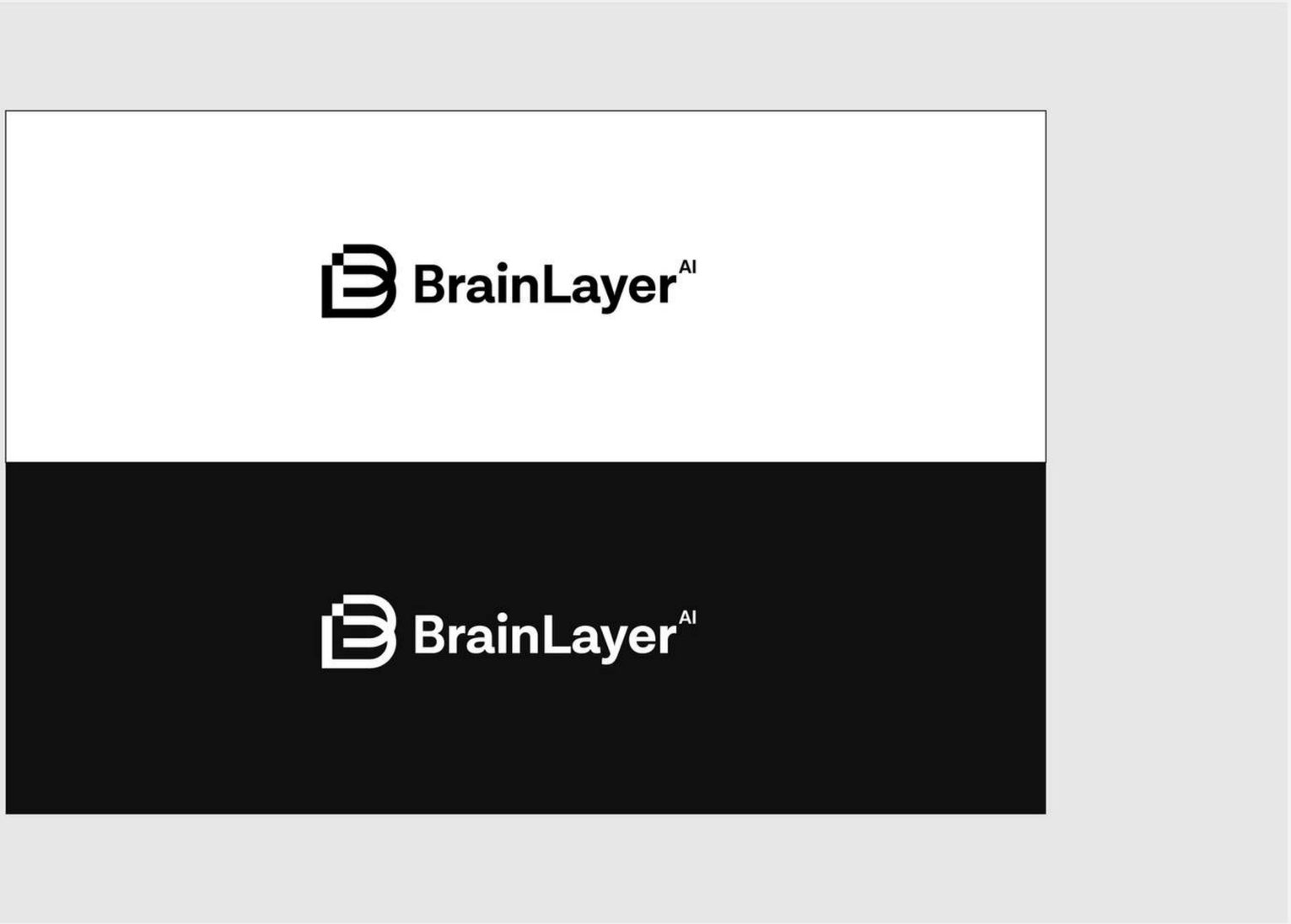
Company Logo

A company wordmark logo, also known simply as a wordmark & Logomark, is a type of logo that consists solely of the company's name, usually stylized in a distinctive font or typography. Unlike logos that incorporate symbols or icons brand



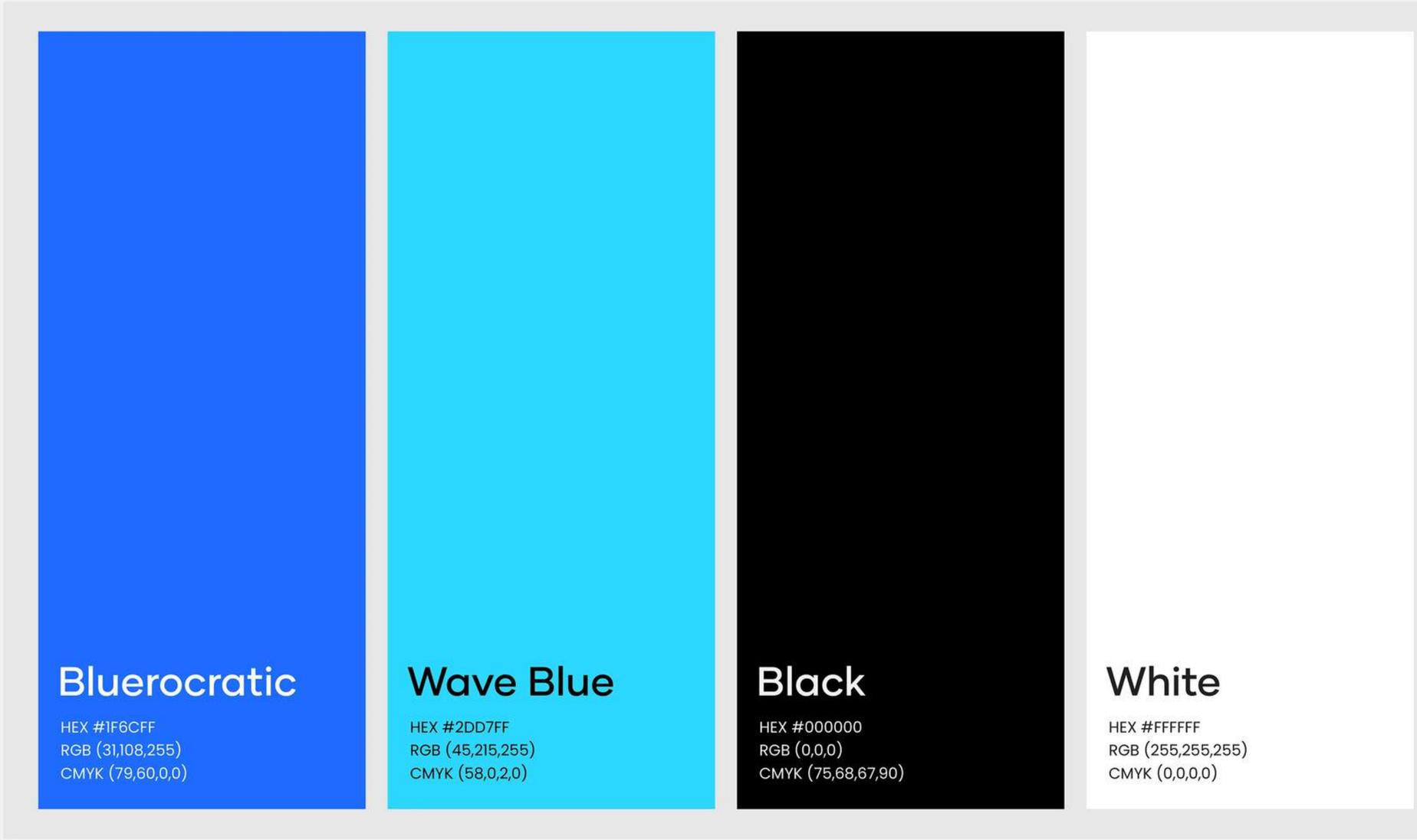
Mono Color

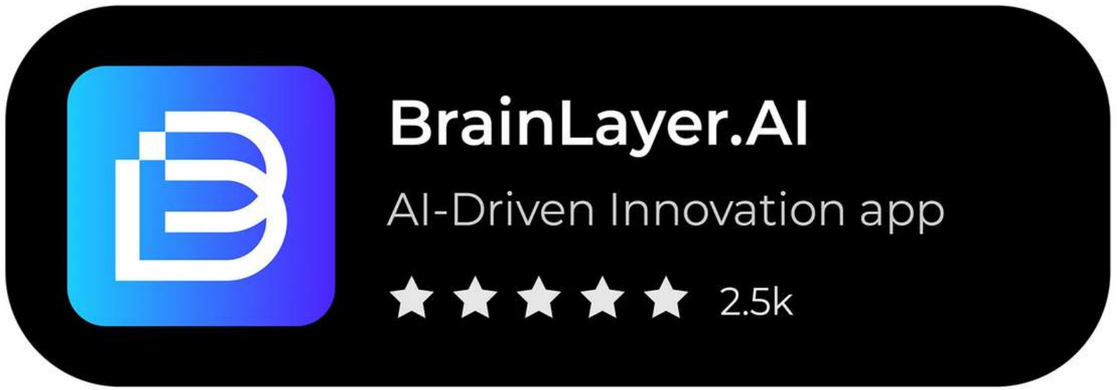
A logo in mono color, also known as a monochrome logo, is a version of the logo that is designed to be reproduced in a single color. Unlike the full-color version of the logo, which may contain multiple colors, gradients, or shades, the monochrome version simplifies the design to one color only.



Brand Colors

Brand colors are the specific colors that a company or organization uses consistently in its branding materials such as logos, websites, advertisements, and other marketing collateral. These colors are chosen carefully to reflect the brand's identity, personality, and values. Establishing a consistent color palette helps in creating brand recognition and reinforcing the brand's image in the minds of consumers.

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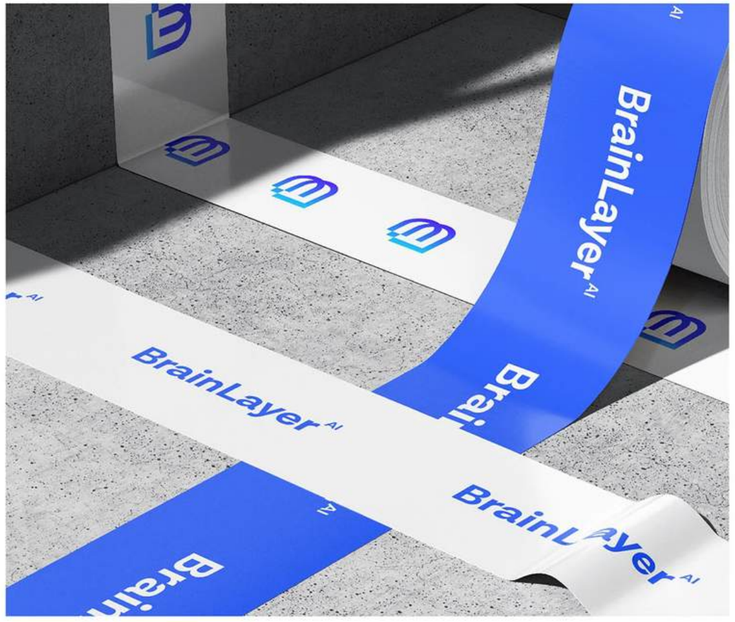

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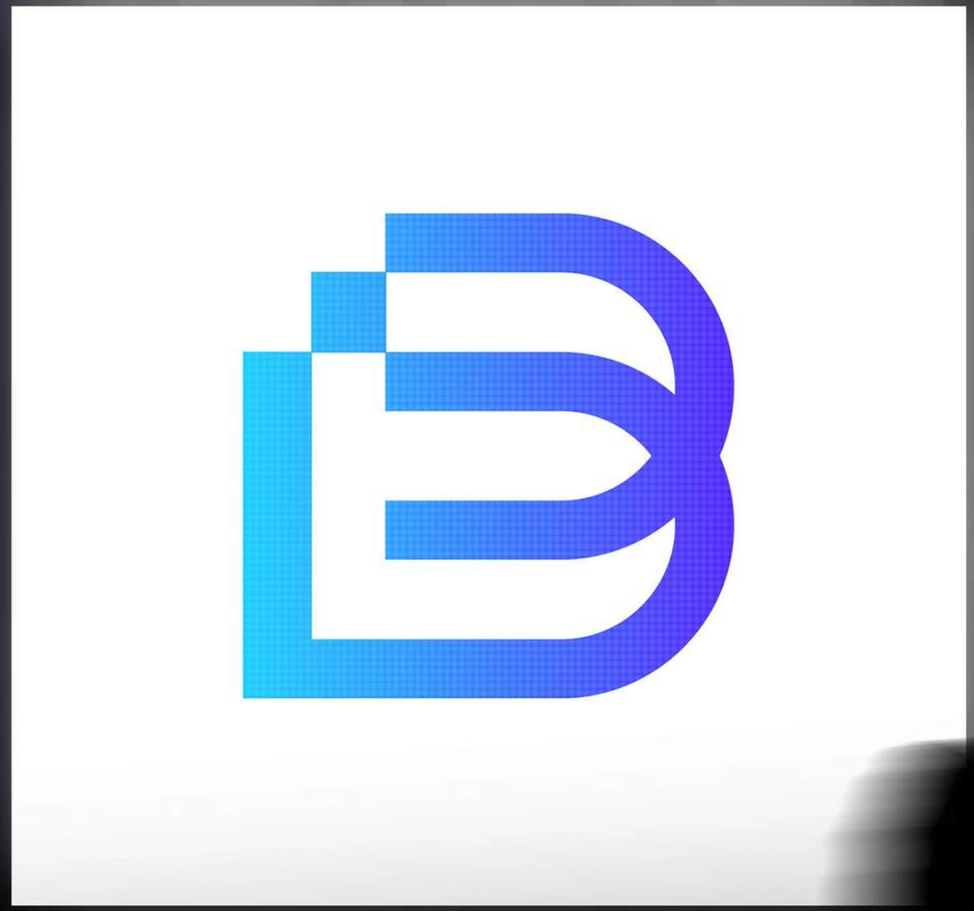
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