

PURPLE CARATS

BRAND IDENTITY
PRESENTATION

LAXMI PANWAR





PURPLE CARATS

SUSTAINABLE TRANSPARENT TIMELESS



PURPLE CARATS

SUSTAINABLE TRANSPARENT TIMELESS



PURPLE CARATS

SUSTAINABLE TRANSPARENT TIMELESS



PURPLE CARATS

SUSTAINABLE TRANSPARENT TIMELESS



Creative Rationale

The Purple Carats logo reflects elegance, simplicity, and modern luxury while staying true to the brand's core values of sustainability, transparency, and timelessness. The intertwined initials "P" and "C" within a circular form symbolise unity, balance, and ethical craftsmanship, while the custom serif typeface with refined spacing adds a sophisticated and contemporary feel. The tagline "SUSTAINABLE TRANSPARENT TIMELESS" reinforces the brand's commitment to responsible beauty and enduring quality, creating a cohesive and memorable visual identity.

Autumn Sale – Enjoy 20% Off with Code FALL20

[Contact Us](#) [FAQ](#) [Virtual Appointment](#)



PURPLE CARATS

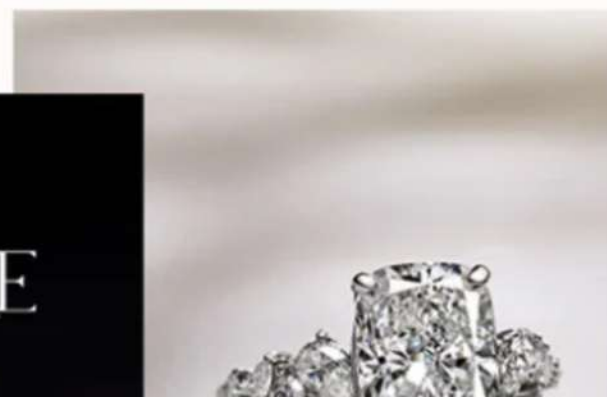
SUSTAINABLE TRANSPARENT TIMELESS



[ENGAGEMENT RINGS](#) [WEDDING RINGS](#) [GEMSTONES](#) [JEWELRY](#) [GIFTS](#) [ABOUT](#)



Our best selling
SIGNATURE
COLLECTIONS



Every detail matters.



Shop Signature Collection



LIFETIME WARRANTY



DIAMOND UPGRADE



CUSTOM DESIGNS



IGI CERTIFIED

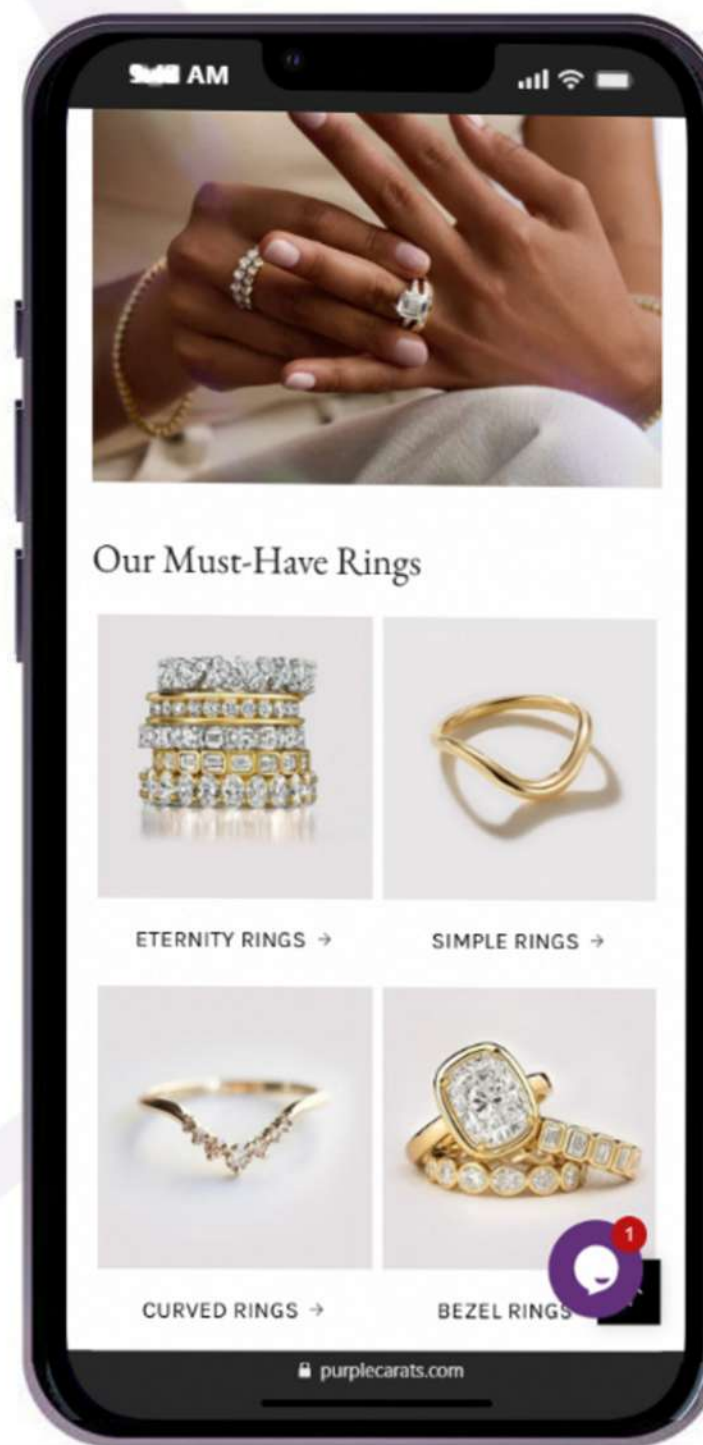
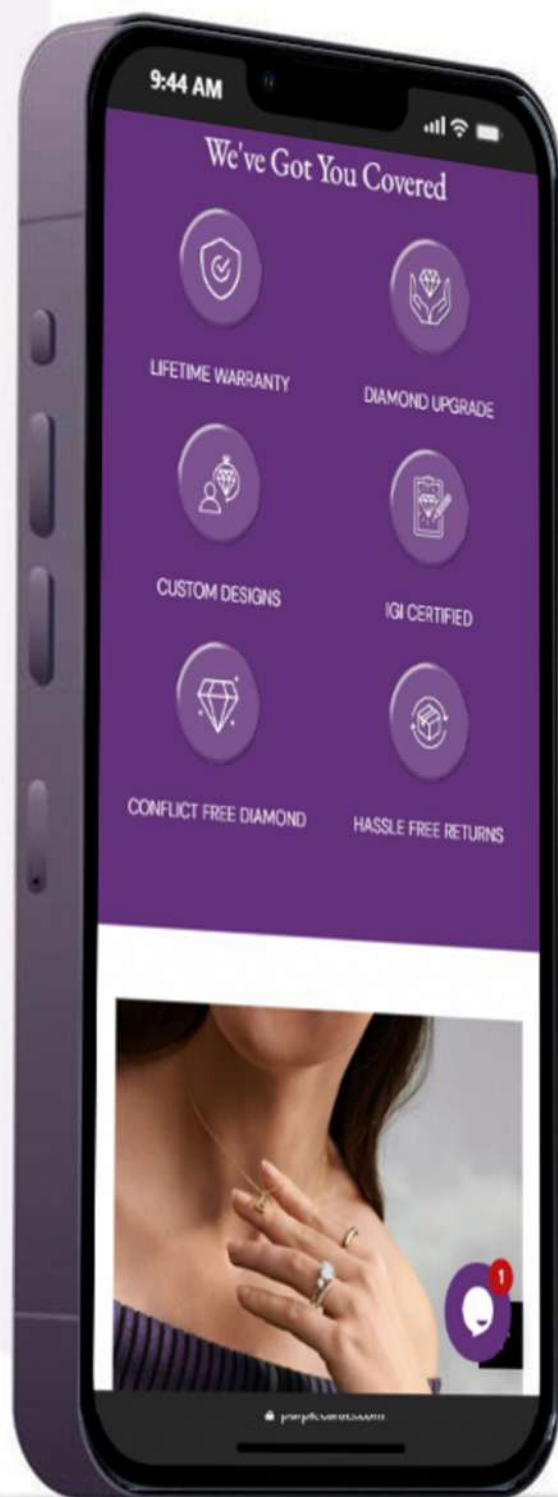


CONFLICT FREE DIAMOND



HASSLE FREE RETURNS

We've Got You Covered





SOCIAL MEDIA APPERANCE



LAXMI PANWAR



COLOR PALETTE

Black
#100f10

White
#100f10

Brown
#5d3d3a

Purple
#4c2c5c

Cultured
#f5f2f7

@BRAND COLOURS



PACKAGING

LAXMI PANWAR

ℰ



Shine, your
way!

ADVERTISEMENT DESIGN

LAXMI PANWAR



THANKYOU CARD



LAXMI PANWAR

BRAND IDENTITY

LAXMI PANWAR

THANK YOU FOR VISITING!

Contact

DESIGNER

Laxmi Panwar

SERVICES

Graphic Designing
Brand Identity Designing
UI, UX Designing

CONTACTS

Phone : +91-7906221124
Email : tanyapanwar236@gmail.com