



KARAN AFRICA

IDENTITY PROPOSAL



Africa is richly endowed with different, unique cultures and diverse heritage. This has been an inspiration to the creation of the **KARAN AFRICA** Identity.

MOOD BOARD



Image source: www.unsplash.com

LOGOTYPE INSPIRATION

KARAN

Kiona Font - "K"

KARO

Meroche Font - "R"

africa

Morning Gold Free Regular Font

COLOR CODES



PANTONE 7421
R=101 G=27 B=50
C=37 M=93 Y=50 K=55



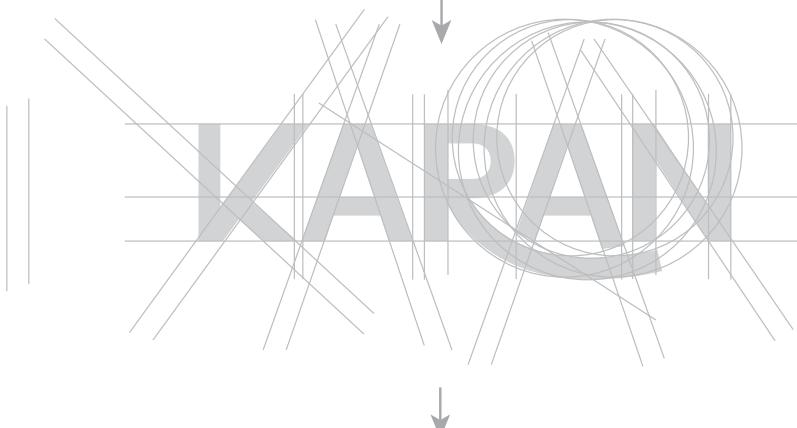
PANTONE 138
R=222 G=124 B=0
C=0 M=54 Y=100 K1



PANTONE 7421
R=255 G=181 B=72
C=0 M=36 Y=76 K=0

LOGOTYPE SKETCH

KARAN



KARAN
africa



The Logo



KARAV

africa

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Managing Director

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The image shows a free perfect binding brochure for KARAN africa. The brochure is open, revealing two pages of content. The left page features a header '2019/JULY' and a large title 'FREE PERFECT BINDING BROCHURE MOCKUP'. Below the title is a logo 'KARAN africa' with a red and yellow swoosh. The main content area contains placeholder text 'Lorem ipsum dolor sit amet, consectetur adipiscing elit.' followed by several paragraphs of Latin placeholder text. The right page also contains placeholder text and a large blue rose image. To the right of the brochure is its cover, which has a dark background with a hand holding a traditional African drum. The title 'The ultimate African trip' is printed in white, and the KARAN africa logo is at the bottom.

2019/JULY

KARAN
africa

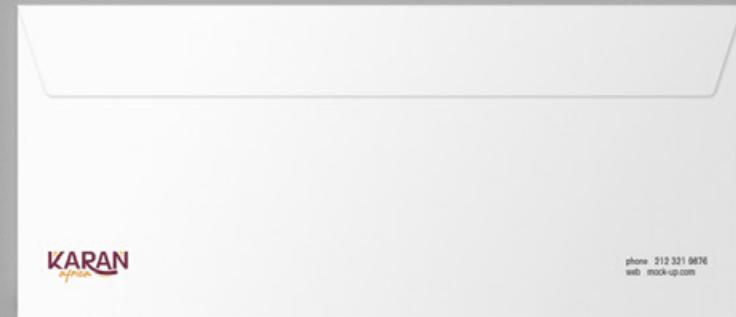
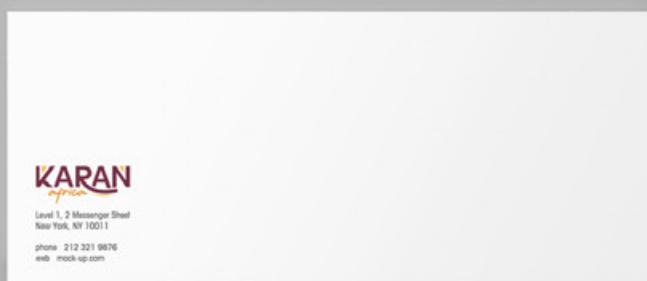
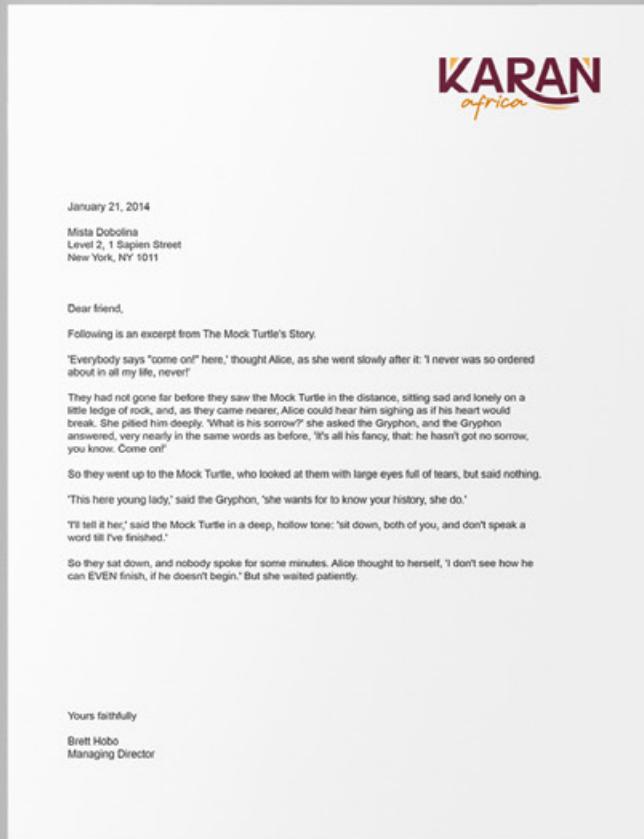
**FREE
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MOCKUP**

KARAN
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Asante
**THANK
YOU**