

THE PARENT COMPANY

The Vision

The whole idea behind The Parent Company was to have a company that could house 'n' number of brands under it and it could act as, well, The Parent Company.

It was a holding company - a proper corporate brand that did nothing but housed and managed every brand under it.

It had to look, feel and scream modern corporate firm.

The Name

Since the company had nothing to do in the real world but act as the holding company to number of brands that the owner may think of or ideate in the coming future, it had to be something forward thinking, modern, something quirky to scream millennial culture.

A holding company is generally referred to as The Parent Company and what better name that says the exact thing a company does, hence the name - **The Parent Company**.

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The Logo

Ideating something corporate means designing something that is nothing fancy and tells anyone looking at it that the company behind means **business**. Something that doesn't care about showing off but is all about working better everyday without a flinch.

We needed something that was simple - simple to the eyes, simple to understand, simple to read and overall something that said that they didn't spend much time making something fancy since they were focused on something much more important - working on bringing out the best in everything they are working on.

The Process

It had to be typographical logo. Nothing too fancy like a calligraphy font, something that was easy to read from a distance and looked modern. That meant using a San Serif font and it made sense using a pre-made font since that allowed us to make it on-the-go wherever necessary.

After iterating we finalised on using Montserrat. It looked beautiful with enough character tracking, the characters being a bit fat on the body line yet readable from a distance that said modern mindset using things that looked aesthetic while maintaining that functionality. A great looking font is useless if it can't be read from a distance, right?

The Colour Scheme

The whole point being something simple yet bold enough to say that this company isn't something that's just another company. It's a group of it, it's corporate, it's filled with people that value work ethic, and it's something elite - something exclusive.

The Blue shouts supremacy, the colour of dignity, ingenuity and sheer determination.

The Gold added that elite, exclusive feel to the whole composition. It's something not many can get a piece of, like an exclusive club, a private space for the ones making a change on the bigger view.

#C4AB7F

#161C27

The Logo

THE
PARENT
COMPANY

Business Stationary

Letter Head



Business Stationary

Stationary

