

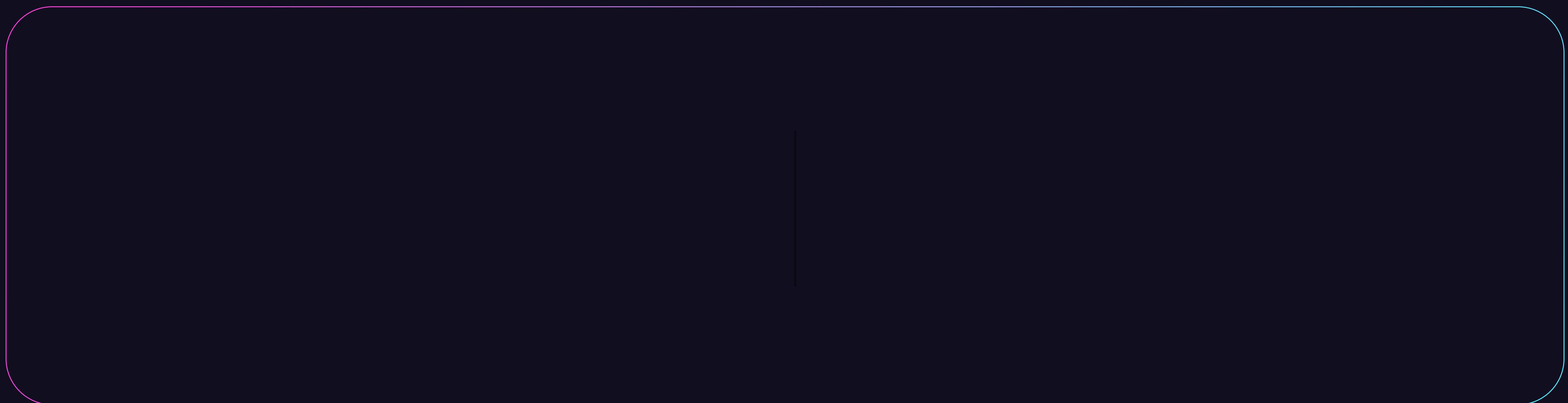
VASSANT | VERSION 1

# Logo Design

- \* Logotype
- \* Composition
- \* Lookup
- \* Minimum sizes
- \* Placement



# Logotype & Composition









# Logo Structure

The Vassant logo embodies the balance between logic and intuition—drawing inspiration from chess, strategy, and motion. It integrates a stylized move icon within the name, symbolizing progression, foresight, and calculated momentum. Every curve and angle reinforces the brand's philosophy: smart financial movement through strategic positioning. The mark isn't just a nod to chess—it's a representation of forward thinking and measured risk.

## 1. Strategic Motion

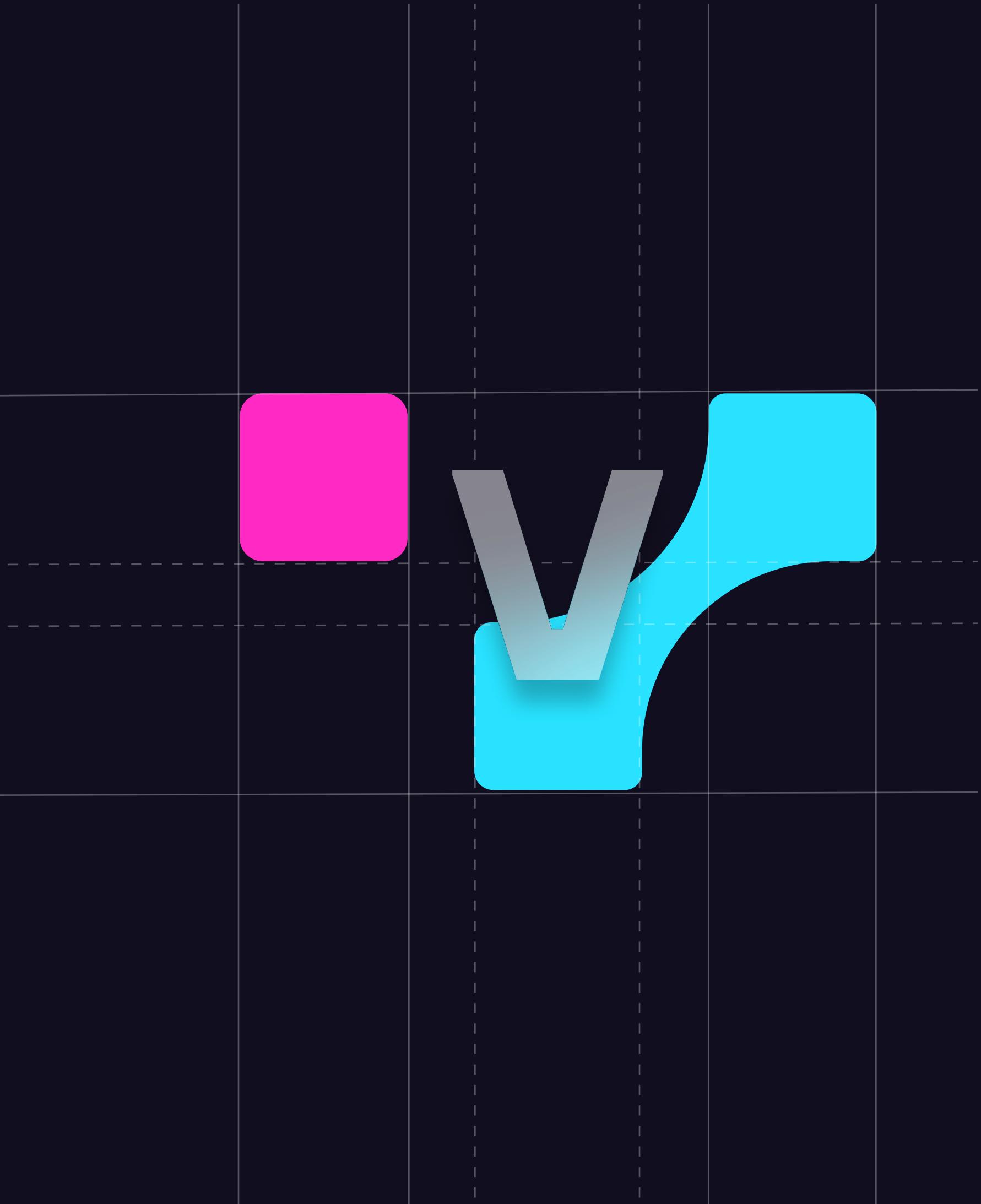
The curved form symbolizes movement and foresight—the essence of Vassant's philosophy. It nods to the en passant move, suggesting progress that's both deliberate and intelligent. The soft geometry makes the logo feel confident yet calm, reflecting the idea of smart decision-making without aggression.

## 2. Hidden "V" Shape

At the core of the symbol lies a clean, geometric "V," a quiet representation of the brand's name. The structure reinforces Vassant's focus on vision and value—forward-thinking guidance rooted in clarity and precision.

## 3. Playful Intelligence

The bubble gum pink and sky blue palette makes the brand feel bright and human, defying the typical seriousness of finance and strategy brands. It's designed to feel trustworthy but friendly, evoking creativity, confidence, and modernity—a reminder that smart strategy can also be joyful and accessible.



# Minimal Sizes

The version is optimized for sizes that are not excessively small. It mandates a minimum height of .72" for print applications and a minimum of 50px for digital applications, ensuring legibility and clarity even at larger dimensions.



# PLACEMENT

Position the logo on the primary grid line, aligning it to the left side for a prominent presence. In cases where the necessary space is not available, the logo should be placed in either the top or bottom left corners of the page. Detailed stationery layouts can be found in the BrandCollateral section of this document, offering specific guidelines for optimal placement.



**Date -**

01 JANUARY 2023

**To -**

NAME: PIYUSH  
FOUNDER & CEO

Dear Piyush,

I hope this email finds you well. I am reaching out from [Your Company Name], a video editing company based in [City, State] that specializes in creating high-quality videos for a variety of purposes.

We are thrilled to offer our services to your business and help you achieve your video editing needs you may have. Our team



# Feather icons





