



Evok

Logo Presentation

Logo Model 1

—Evokes a Different view



Logo Model 2

– Camera Lens 1 (Geometric Version)



Logo Model 3

—Camera Lens 2 (Organic version)



Logo Model 4

– Evokes (Makes people think and evok)



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COLOR SCHEME 1

▶ GOLD (Primary Color)

stands out in both light & dark backgrounds and is used for representing rich status/ability. It adds to the brand of the company by conveying that the quality of its deliverables is rich & of high quality.

▶ WHITE (Support)

Pleasant support color universally used.

▶ BLUE GRAY (Accent Color)

contrasts well with primary and support colors. Represents Royalty, friendliness and professionalism.

Light version

evOK

evOK

Latent Medium Version



Dark Version



COLOR SCHEME 2

▶ **YELLOW (Primary Color)**

stands out in dark backgrounds and gives a pleasing appeal. It an inherent appeal and creative outlook to the brand.

▶ **WHITE (Support)**

Pleasant support color universally used.

▶ **BLUE GRAY (Accent Color)**

contrasts well with primary and support colors. Represents Royalty, friendliness and professionalism.

Light version

evOK

evOK

Latent Medium Version



Dark Version



Secondary Version

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