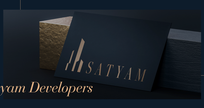


Satyam Developers

YEAR 2022 CLIENT SATYAM DEVELOPERS SERVICES VISUAL IDENTITY

01 Visual identity

BUILDING TOMORROW

The visual identity is made keeping in mind the purpose of the brand, that is to build for a future. The core idea of the logo is to show the growth of the company in an well-balanced way. Keeping the theme and legacy of brand alive, it creates a the number one in every long time.

IDENTITY SYMBOL

The icon identity is derived from the stacking cuts that the brickies used to use to transfer to the upper floors of the building. The icon represents the growth of the company in a well-balanced way. The icon represents keeping in mind the future usage of the logo that will include the name genre in the existing logo. Where brick stands out, that the negative space itself creates. It is effective for the logo.

SATYAM

TEXTUAL LOGO

The main reason logo uses textures is the logo, which is a brand identity, is made to be a long-lasting and timeless logo and form is being the essence and strong hold to the whole brand. Also, the logo is made to be a long-lasting and timeless, creatively and clean cause for the branding.

LOGO STACKING

The stacking options give a very grand and distinct look to the whole identity keeping in mind the meaning that Satyam would be coming into.

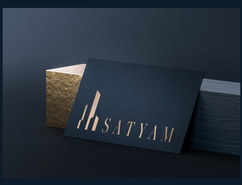
VISUAL IDENTITY

The different geometric elements from the logo itself can be taken to form architectural and structural patterns and combinations that are interesting. The patterns can be used in the form of lines, dots, and shapes. This will give a great flexibility to use the identity in multiple ways.

COLORS

The primary color is Office which is turned down to a pale Anna Jolie's Pale opposite to the colors of Satyam Developers. Also, the color of the logo is orange gold and white, which perfectly complimentary the primary colors.

TYPOGRAPHY

FreightBigCmp Pro
ABCDEFIJKLMNOPQRSTUVWXZ
123456789@# abcdefghjklmnopqrstuvwxyz

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