# Seign Group

YEAR 2023 CLIENT AKSHAY KUMAR SERVICES VISUAL IDENTITY

## 01 Seign Visual identity

KING OF THE JUNGLE

The visual identity is made for the company to look like it has a rich history and legacy and is there to stay! Inspired by the animal the company is named after the brand, the lion, the identity is made to make the audience look at large and feel empowered.

### IDENTITY SYMBOL

The symbol is inspired from the king jungle himself! And being a neutral identity for a group of companies the depiction is very indifeer! while the normal audiences can look at it just as an abstract shape. The overall shape is also derived from a star as well as a combination of a plus and multiply symbol.

INDIGNITLY AND VARIOUSLY DEPICTURE A WIDE OLE LOOK

THE SYMBOL DERIVES FROM A STAR FOR THE RISE AND VISION OF THE BRAND. ALSO, JUST A SIMPLE COMBONATION OF ADD AND MULTIPLY SYMBOLS

### TEXTUAL LOGO

SEIGN

The textual logo uses a Slab serif font as it's bolded form classic, impactful and powerful. The short length of the word allows for a bolder look and feel. Finishing with the stylizing 'E' and 'G' pulling it all together.

### LOGO STACKING

Two stacking options are very straightforward and clean just the brand itself. Very clear and visible in all forms with one option that also resonates with the identity being used in the other brands under the umbrella in design.

### VISUAL IDENTITY

The visual is the star shape itself, which is a very strong and full symbol in itself, no matter what it is scaled at. This very simple symbol also shows this identity to be used with many colors of different kinds that the child companies will have without drawing attention away from the companies themselves.

SEIGN

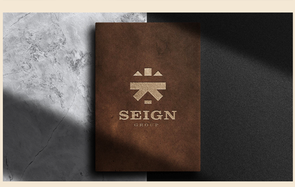
BROGHAR

UPTOWN

### COLORS

The color palette is on a more classic side just as the brand would lie to depict itself with warmer tones and neutrals. Also, the use of natural materials can help bring these colors out to the fullest potential as well.

### TYPOGRAPHY

**CLARENDON WIDE -**
A B C D E F I J K L M N O P Q R S T U V X Y Z
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v x y z

**Clarendon Text Pro -**
A B C D E F I J K L M N O P Q R S T U V X Y Z
1 2 3 4 5 6 7 8 9 0 a b c d e f g h i j k l m n o p q r s t u v x y z