



YEAR 2023 CLIENT SAMVEG SHAH SERVICES BRANDING / VISUAL IDENTITY

# 01 Visual identity

## FROM THE HORNS OF A2 GIR COWS

The brand Soothe is a premium brand that offers the highest quality A2 gir cow milk and ghee. The A2 gir cow breed is native to India and is renowned for its superior milk and ghee. The identity was made to look high end and consistent and the nomenclature was done just that it can be carried over to all their projects with the identity.



### Symbolic Logo

The logo is designed in a clean and simple style, with the image of the cow horns rendered in the OO's with the utilization of negative space suggesting to capture the essence of the brand. The word 'Soothe' is written in a bold and modern font. This gives the logo a fresh and contemporary feel, while also emphasizing the brand's focus on quality dairy products.



### Textual Logo

The textual logo is made with Bold Slab Serif fonts that create the luxurious and classic mood. The letter OO's have the visual identity depicting the horns and the snout of A2 gir cows.

# Visual Identity

The visual identity is as simple as it can get. It is the very element that makes the textual and symbolic and ties everything together beautifully. The simplicity itself makes it flexible enough to be used in numerous ways according to the requirements.

### Colors

The colors reinstates the sophistication mood that give the familiar and homely feeling. Co relating with textures of creaminess of dairy products



0F3A6A

EFEBD4

2EB55D

FFFFFF

### Typography

#### Ernestine Pro

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
1234567890 abcdefghijklmnopqrstuvwxyz

#### FORMA DJR MICRO

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1234567890 abcdefghijklmnopqrstuvwxyz

