YEAR **2023** CLIENT **KEN APPA** SERVICES **VISUAL IDENTITY**

01 Visual Identity

FROM ORGANIC FORMS

Incorporating circular shapes in the visual identity pays homage to the significance of circular forms in Indian culture. Circles symbolize unity, interconnectedness, and harmony, reflecting the idea of bringing people together through delicious food.

Rectangles represent stability, structure, and order, conveying a sense of reliability and consistency in the brand's offerings.

These organic shapes evoke a sense of the handmade and traditional craftsmanship, emphasizing the brand's commitment to preserving the heritage of Indian flavors and recipes.

Symbolic Logo

The choice of a lady in the logo represents the **Nurturing And Caring Nature** often associated with **Traditional Indian Home-Cooked Meals.** It symbolizes the love and dedication that goes into preparing each baked Indian delicacy offered by Spice in Law.

The lady's presence conveys a **Sense Of Heritage**, as she represents the **Rich Culinary Traditions Passed Down Through Generations**, and **Treasured For Their Authentic Flavors.**

SPICE IN LAW

TAKING A LEGACY AHEAD

EST. SINCE 1985

Textual Logo

The textual logo of Spice in Law is intricately designed to evoke a sense of tradition and heritage. **Evoking A Vintage And Regal Aesthetic.**

The vintage-inspired font chosen for the **Logo Adds A Touch Of Nostalgia**, harkening back to a bygone era where flavors and spices were treasured and celebrated.

The elaborate and sophisticated letterforms convey a sense of refinement, **Mirroring The Brand's Dedication To Creating Authentic And High-Quality Baked Delights.**

Visual Identity

The visual identity is as simple as it can get. It is the formed by taking the shape of the logo's frame and then forming a pattern out of it which justifies the traditional Indian patterns seen in our old heritage sites

Circle inspired from **Chakri**

Square/Diamond inspired from **Bhakarwadi Vada**

Semi Circle inspired from **Achari Puri**

Organic Canape Inspired shape

Colors

The colors reinstate the heritage and traditional Indian culture.

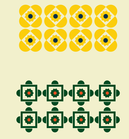
Saffron is a vibrant and sacred color in India, representing purity.

Red is a color of celebration and auspiciousness in Indian culture. It symbolizes love, passion

Turmeric yellow is a warm and vibrant color inspired by the vibrant spice turmeric. It is associated with energy and enthusiasm.

Green is a rich and regal shade inspired vibrant plumage of the Indian peacock. It represents royalty.

Royal Blue exudes a sense of power, luxury, and prestige.



Typography

NT Josefine

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

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

1 2 3 4 5 6 7 8 9 0

Ernestine Pro

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Collaterals