



- Graphic Design
- Logo Creation
- Printed Literature

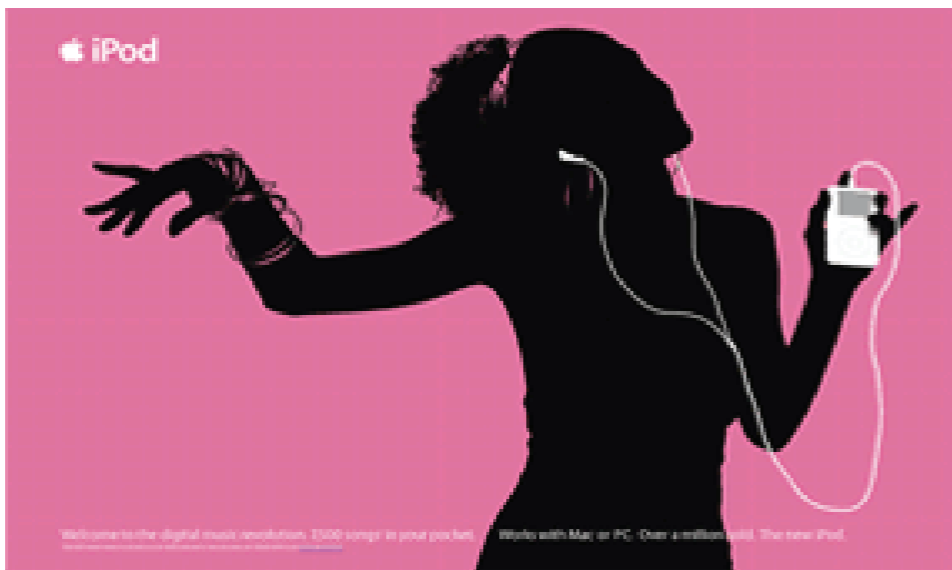
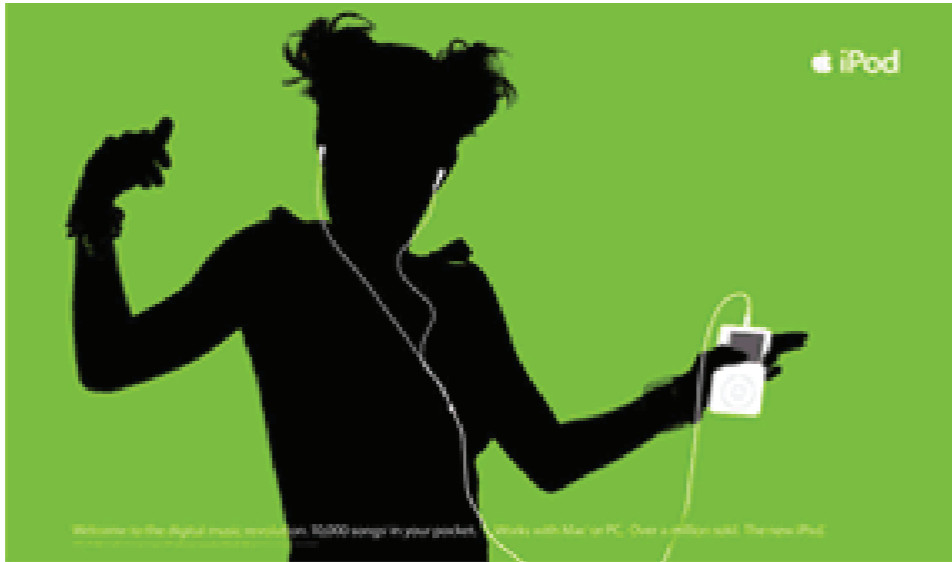
What is a brand?





ANDROID





iPad Air

The power of lightness.



COLORS BRING

Emotion



BLUE

+ TRANQUILITY, SECURITY, INTEGRITY, PEACE, LOYALTY, TRUST, INTELLIGENCE

- COLDNESS, FEAR, MASCULINITY



TURQUOISE

+ SPIRITUAL, HEALING, PROTECTION, SOPHISTICATED

- ENVY, FEMININITY



GREEN

+ FRESHNESS, ENVIRONMENT, NEW, MONEY, FERTILITY, HEALING, EARTH

- ENVY, JEALOUSY, GUILT



YELLOW

+ BRIGHT, SUNNY, ENERGETIC, WARM, HAPPY, PERKY, JOY, INTELLECT

- IRRESPONSIBLE, UNSTABLE



PURPLE

+ ROYALTY, NOBILITY, SPIRITUALITY, LUXURY, AMBITION, WEALTH

- MYSTERY, MOODINESS



PINK

+ HEALTHY, HAPPY, FEMININE, SWEET, COMPASSION, PLAYFUL

- WEAK, FEMININITY, IMMATURITY



RED

+ LOVE, PASSION, ENERGY, POWER, STRENGTH, HEAT, DESIRE

- ANGER, DANGER, WARNING



ORANGE

+ COURAGE, CONFIDENCE, FRIENDLINESS, SUCCESS

- IGNORANCE, SLUGGISHNESS



BROWN

+ FRIENDLY, EARTH, OUTDOORS, LONGEVITY, CONSERVATIVE

- DOGMATIC, CONSERVATIVE



TAN

+ DEPENDABLE, FLEXIBLE, CRISP, CONSERVATIVE

- DULL, BORING, CONSERVATIVE



GOLD

+ WEALTH, WISDOM, PROSPERITY, VALUABLE, TRADITIONAL

- EGOTISTICAL, SELF-RIGHTEOUS



SILVER

+ GLAMOROUS, HIGH TECH, GRACEFUL, SLEEK

- INDECISIVE, DULL, NON-COMMITTAL



WHITE

+ GOODNESS, INNOCENCE, PURITY, FRESH, EASY, CLEAN

- ISOLATION, PRISTINE, EMPTINESS,



GRAY

+ SECURITY, RELIABILITY, INTELLIGENCE, SOLID

- GLOOMY, SAD, CONSERVATIVE



BLACK

+ PROTECTION, ELEGANCE, DRAMATIC, CLASSY, FORMALITY

- DEATH, EVIL, MYSTERY



Serif ... Sans Serif ...

Script ... **Bold** ... Light

... *Handwriting* ...

Block Serif





TESCO

Waitrose

M&S



Emirates

virgin atlantic 

 **RYANAIR**





Any questions?

