

PARKAR DIGITAL

VISUAL IDENTITY
CONCEPTUAL DEVELOPMENT



LOGO IDENTITY

parkar

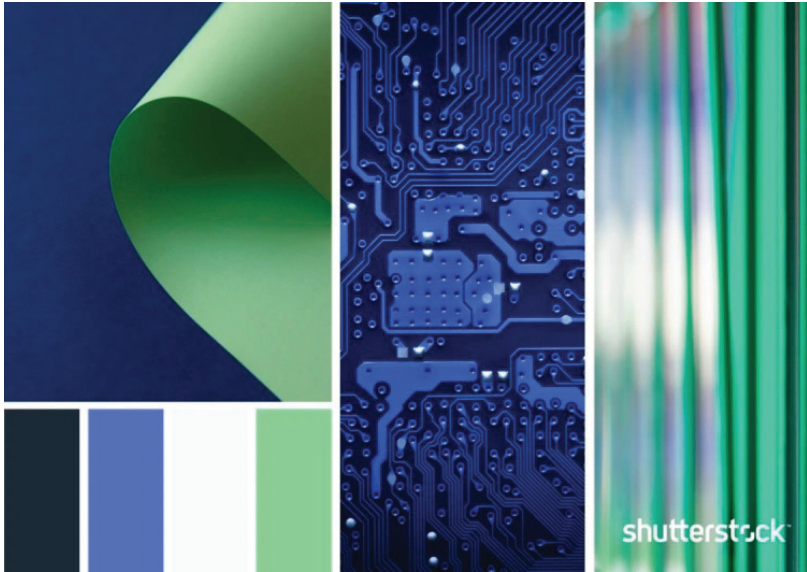
LOGO TYPOGRAPHY

FONTS (TWEAKED FOR THE LOGO)

Forma Regular Comfortaa

FONT TAGLINE

Hank Round



COLOR PALETTE INSPIRATION



brightscout

Services Company Our Work Resources Blog

CONTACT US

Design & Technology that Transforms

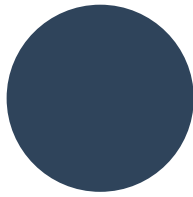
Building highly-polished digital products that transform business and accelerate the speed of innovation.

LET'S GET STARTED

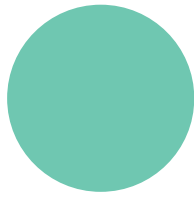
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COLOR PALETTE

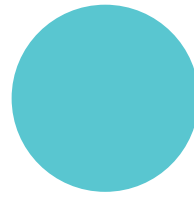
Primary



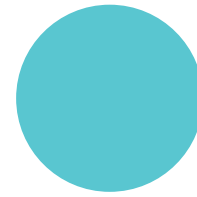
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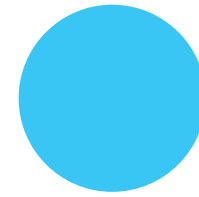
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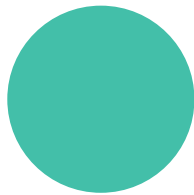


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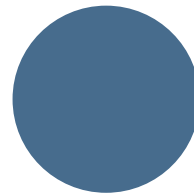


#3AC6F4

Secondary



#4BBFAA



#496B8C

THE LOGO



LOGO USAGE

Without Tagline



With Tagline



LOGO USAGE



DO NOT CHANGE THE COLOR
OR ELEMENTS



DO NOT PUT THE LOGO IN A
SHAPE



DO NOT ADD EFFECTS



DO NOT ROTATE

LOGO PLACEMENT





USE OF LOGO IDENTITY

- Social Media Posts
- Social Media Profile Pictures
- Merchandise



USE OF FULL LOGO

- Website
- Office Stationery
- Collaterals (Brochures/ Standees)
- Signages

FONT SUGGESTION FOR COLLATERALS

- Heading - Teachers Bold
- Subheading - Teachers Medium
- Paragraph - Teachers Regular

This is the Heading

THIS IS THE SUBHEADING

Lorem ipsum dolor sit amet, consectetur adipiscing elit. In a eros sed nisl dapibus egestas. Nam feugiat suscipit bibendum. Nam ante metus, scelerisque ut auctor nec, pharetra vitae mauris. Curabitur vitae viverra lorem. Sed condimentum felis eget vulputate egestas. Suspendisse arcu sem, aliquam ac sagittis vel, sagittis nec metus.

THANK YOU