

PORTFOLIO  
**PORTFOLIO**  
PORTFOLIO

COMPLETE LOGO & BRANDING



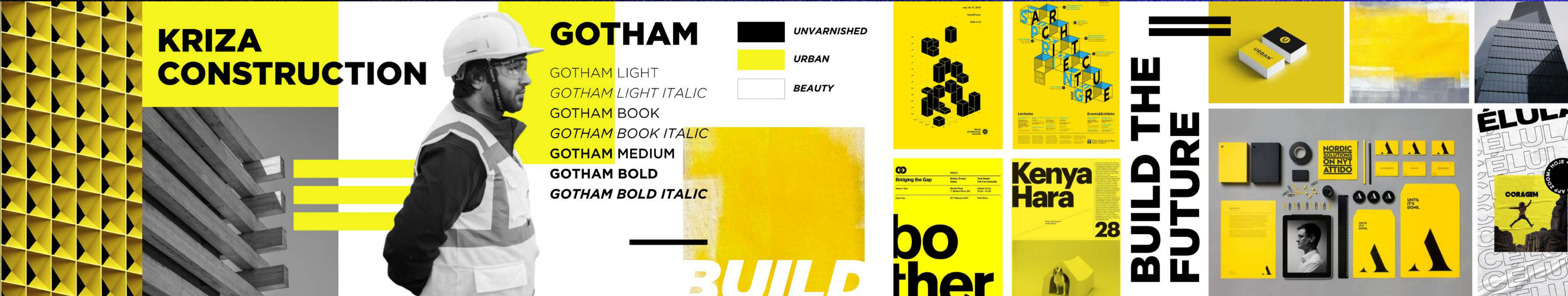
# ***BRANDING***

Branding is the process of creating a strong, positive perception of a company, its products or services in the customer's mind by combining such elements as logo, design, mission statement, and a consistent theme throughout all marketing communications.

A unique brand can have a huge impact on your bottom line by giving you a competitive advantage over your rivals and helping you acquire and retain customers at a much lower cost.

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# WE CREATE BRAND FROM SCRATCH



Arkay is focus on Efficient And Cost-Effective Ways To Develop Solar Projects like Rooftops, Industrial, Residential and Ground-Mounted Power Plant Ranging From 1KWp To Your Imagination.

Arkay is Committed To Enabling Energy Everywhere With Quality And Hassle-Free Installation To The Customer's Doorsteps.

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***BRAND IS JUST A PERCEPTION, AND PERCEPTION WILL MATCH REALITY OVER TIME*** - ELON MUSK



# LOGO

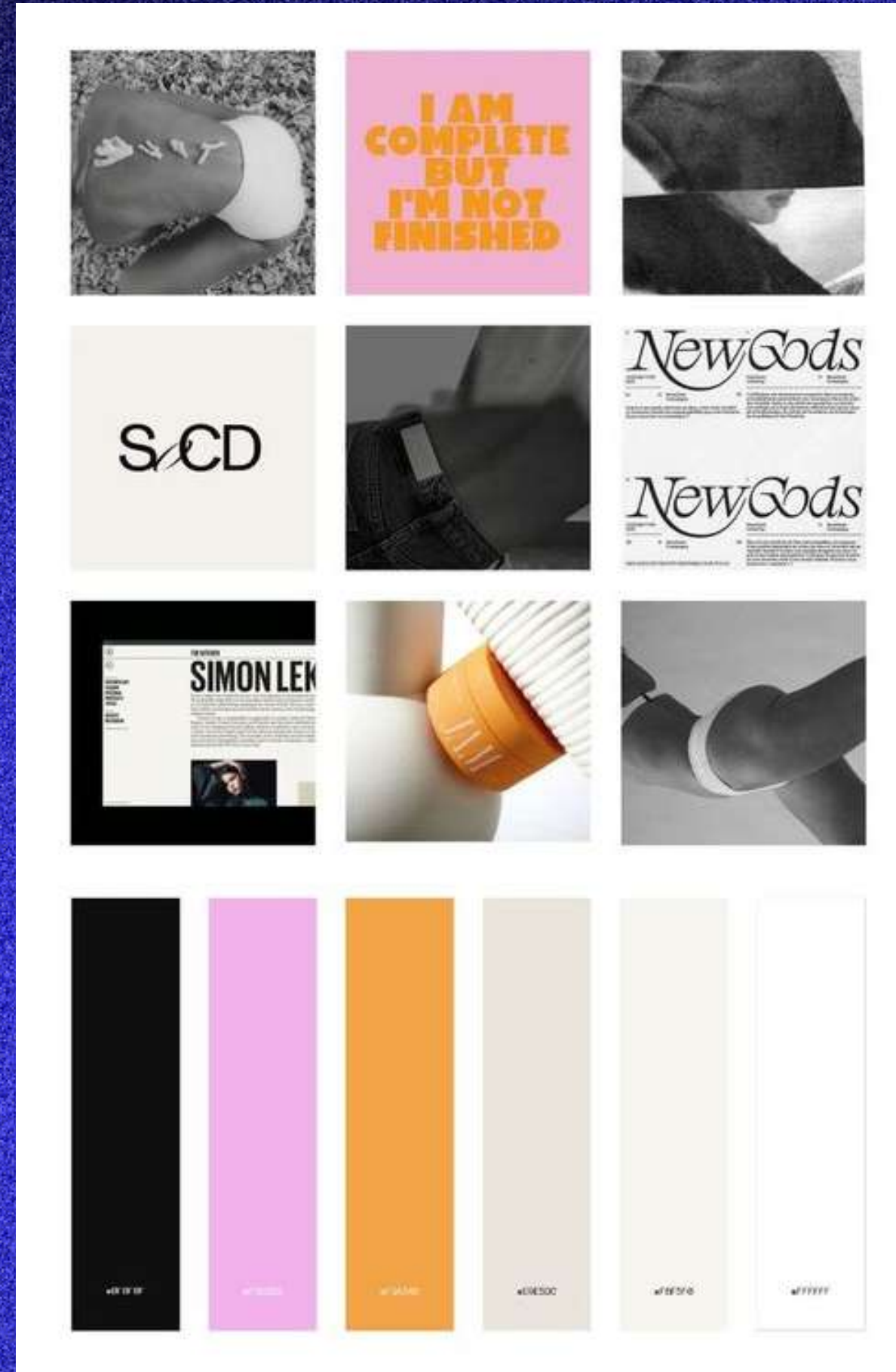
A logo is a symbol made up of text and images that identifies a business. A good logo shows what a company does and what the brand values.

Logo design is all about creating the perfect visual brand mark for a company. Depending on the type, a logo usually consists of a symbol or brandmark and a logotype, along with a tagline.

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# MOODBOARD & IDEA



A moodboard is a visual tool that communicates our concepts and visual ideas. It is a well thought out and planned arrangement of images, materials, pieces of text, etc. that is intended to evoke or project a particular style or concept.

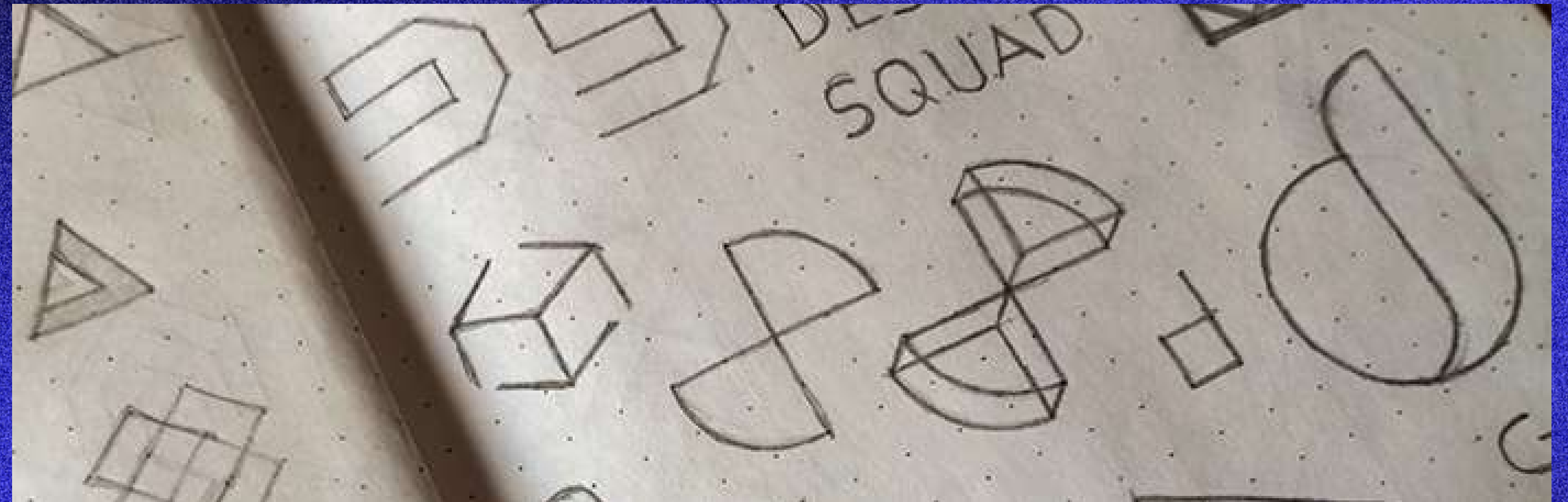
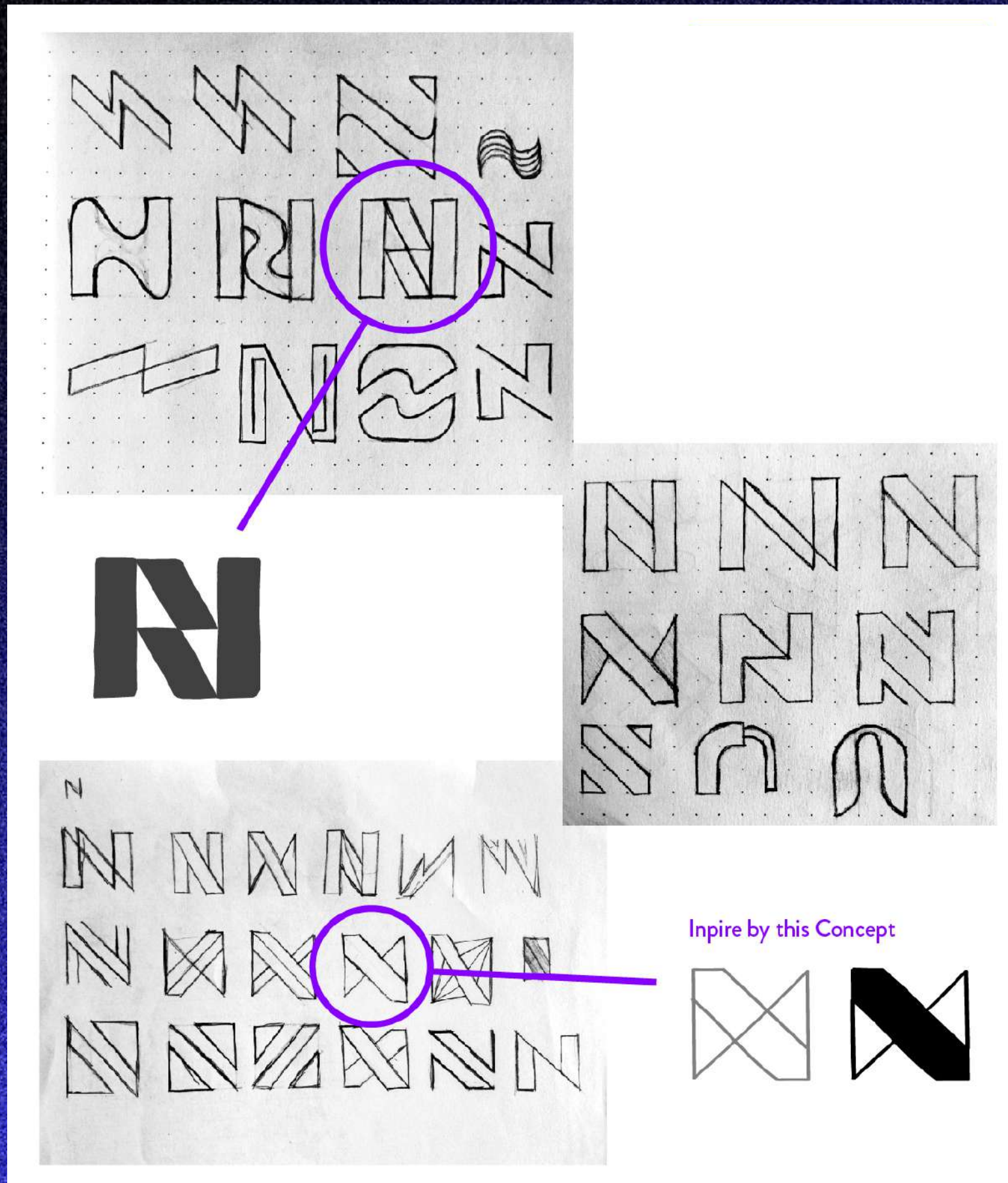
Give us a process to build a clear design story that we want to use in the space.

Using a moodboard helps you to express the vision you have in mind for the project.

January, 2022



# SKETCHING & BRAINSTROMING

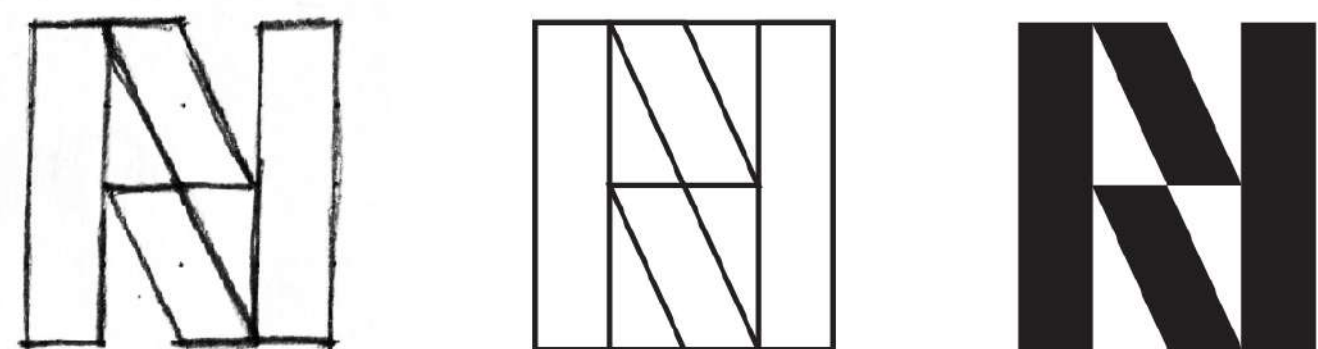


Sketching is a favorite way for graphic designers to come up with some quick and unique design ideas. This way, the designers know what is in their mind regarding a particular subject.

Such iconic logos started with a rough sketch of an idea, which they later developed gradually as per the client's design needs



# VECTORIZATION & TYPEFACE



**Noor Enterprise**  
**NOOR ENTERPRISE**

**Noor**  
**Enterprise**

**NOOR**  
**ENTERPRISE**

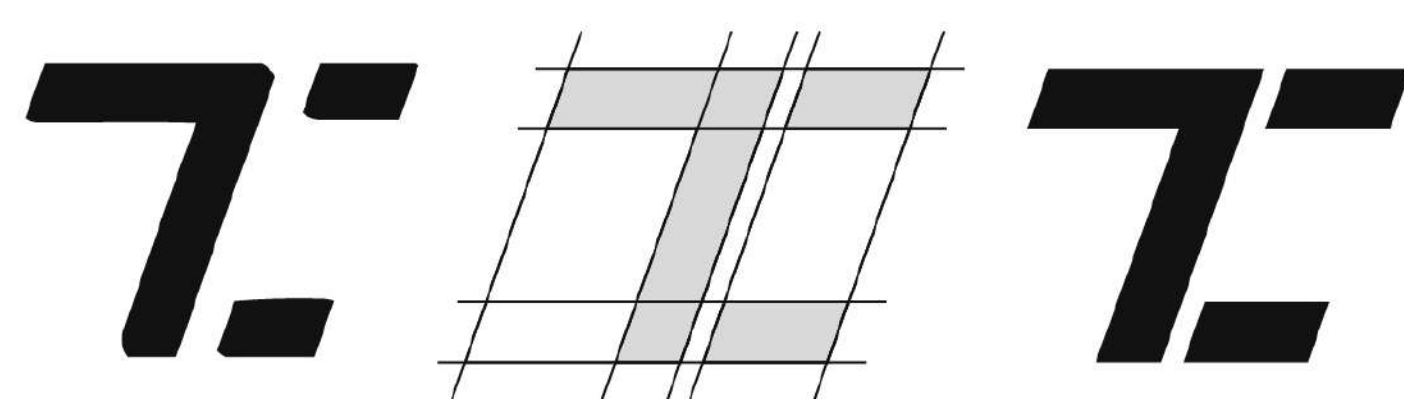
**Noor**  
Enterprise

**NOOR**  
ENTERPRISE

BLOCK  
LAYOUT

**Explain :**

With Logo we selected bold typeface for strong and straight look and feel for brand.  
All caps font are look better than small caps typeface.



**Tecocraft**

**TECOCRAFT**

Tecocraft

Tecocraft

Tecocraft

**Tecocraft**

**Tecocraft**

**Tecocraft**

**Tecocraft**

Codec Pro Bold

A typeface is the design of lettering that can include variations in size, weight (e.g. bold), slope (e.g. italic), width (e.g. condensed), and so on. Each of these variations of the typeface is a font. There are thousands of different typefaces in existence, with new ones being developed constantly.

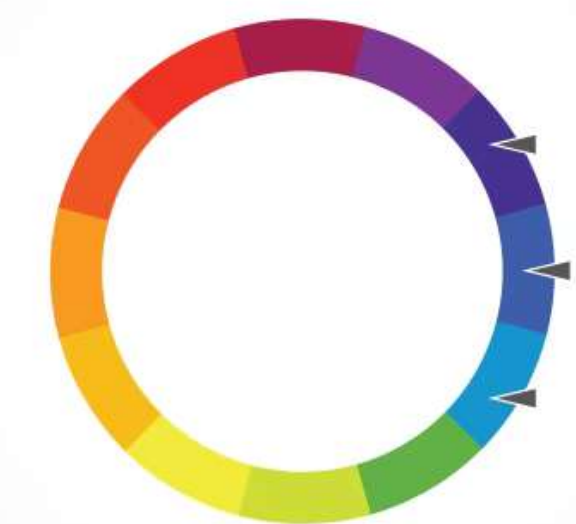


# COLOR



Choosing the right logo colors can highlight your business' strengths and help you attract the right customers. And, as you might guess, the wrong combination can have the reverse effect.

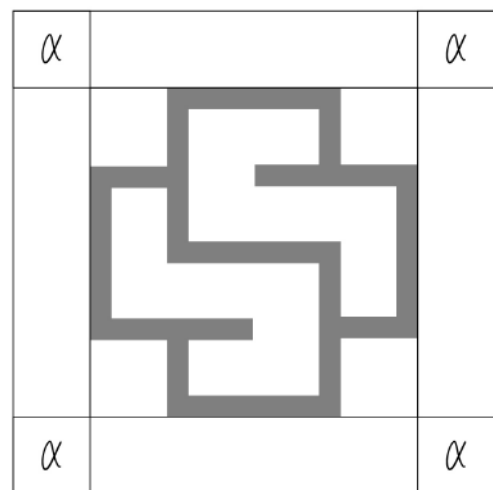
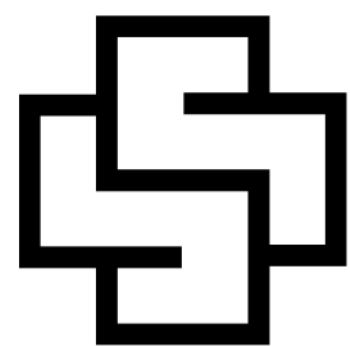
The color wheel—a circular representation of how colors are paired based on their light frequencies in nature—is an essential starting point for working with colors. It provides a scientific method for combining colors based on their proximity to one another on the wheel.



3 colors:  
Side-by-side



# SAMPLE WORK



Dark Blue

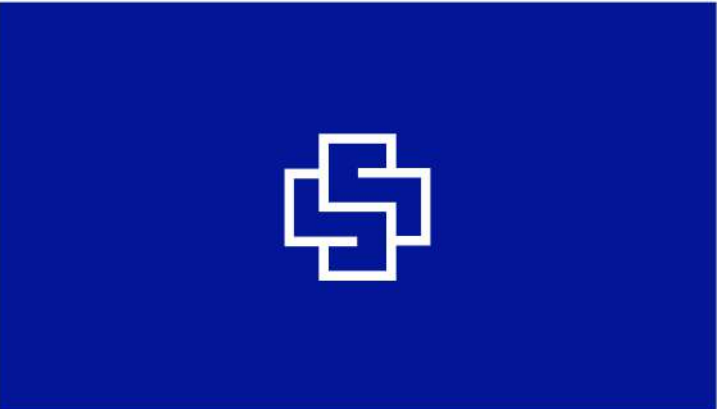
HEX : #031697

C : 98  
M : 85  
Y : 00  
K : 40

Black

HEX : #121212

C : 73  
M : 37  
Y : 66  
K : 82

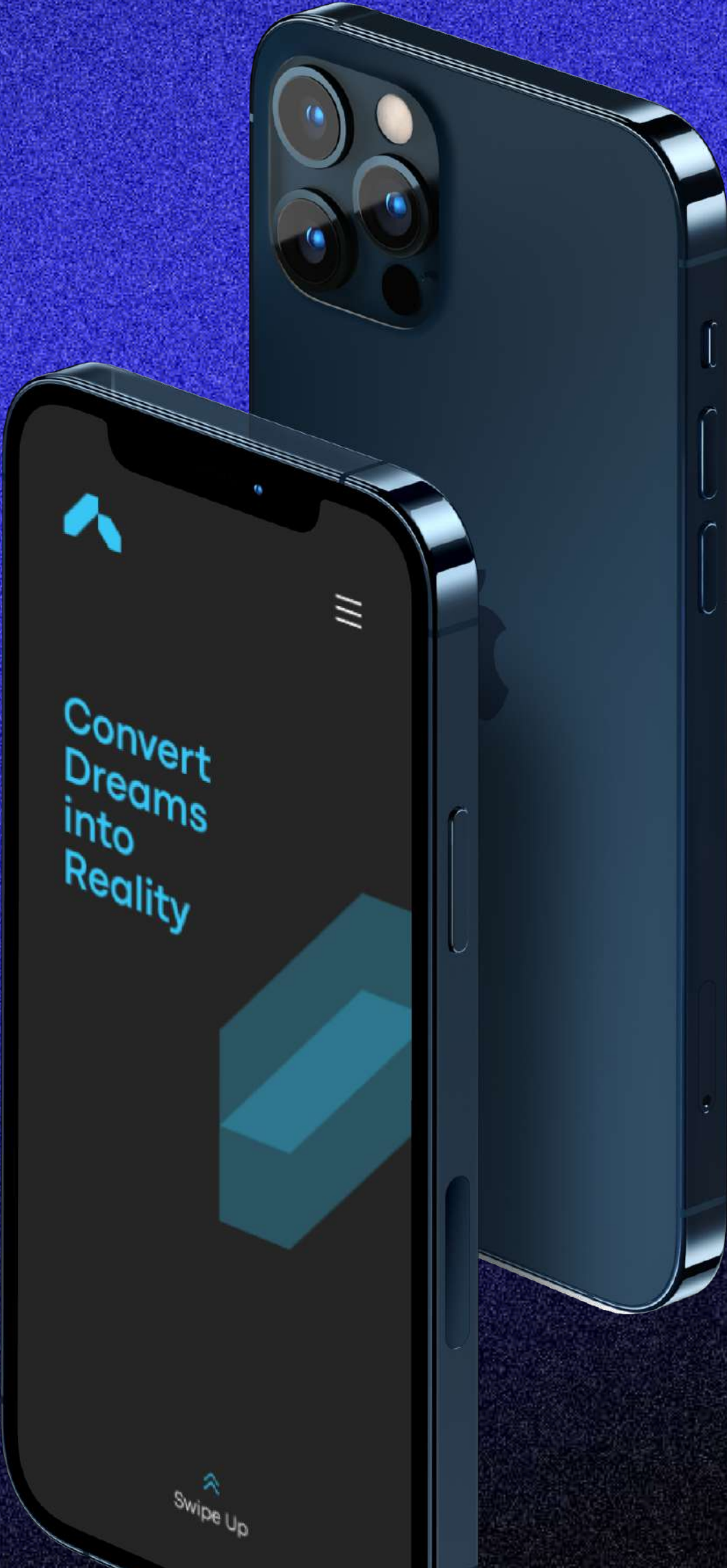
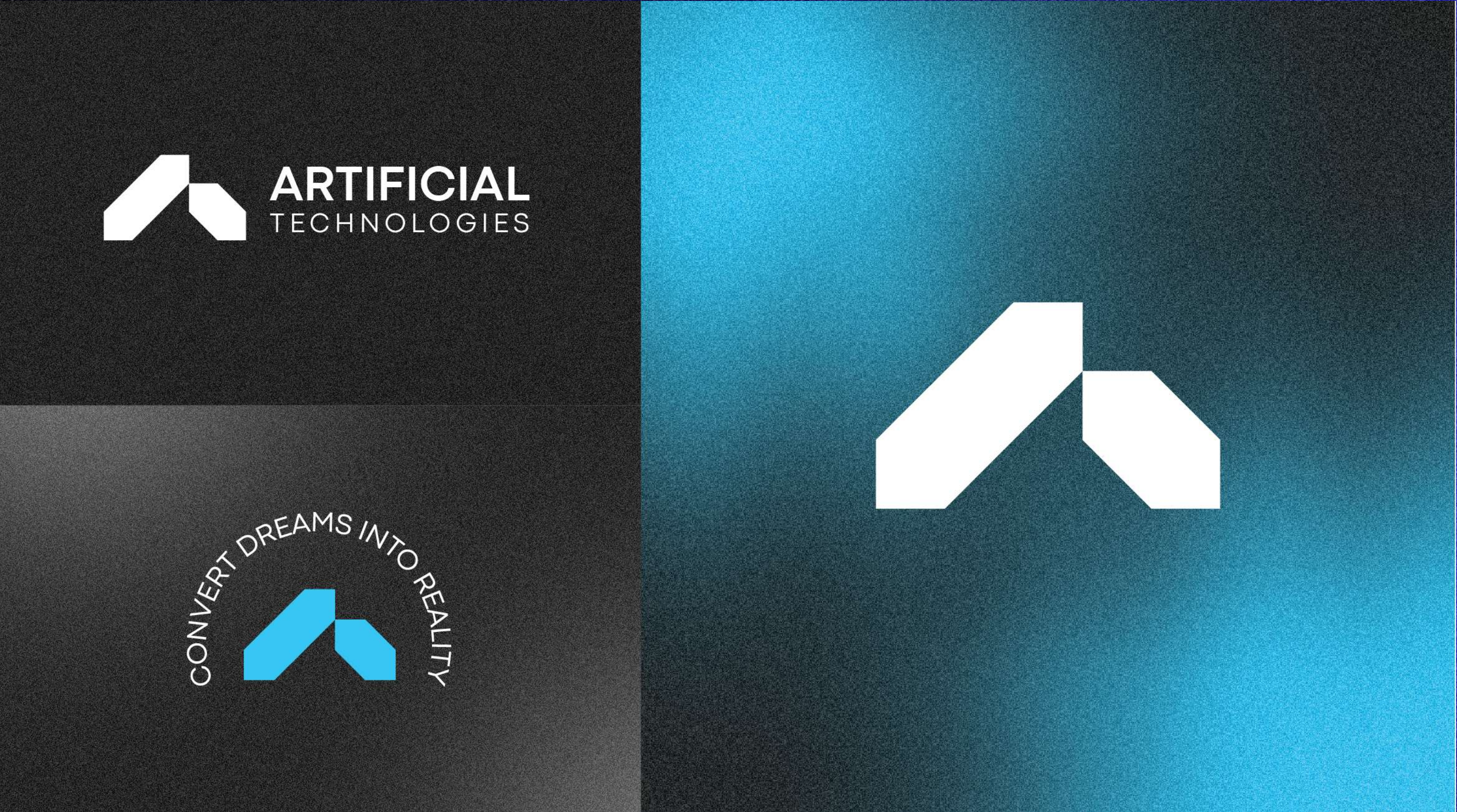


SKYLONA

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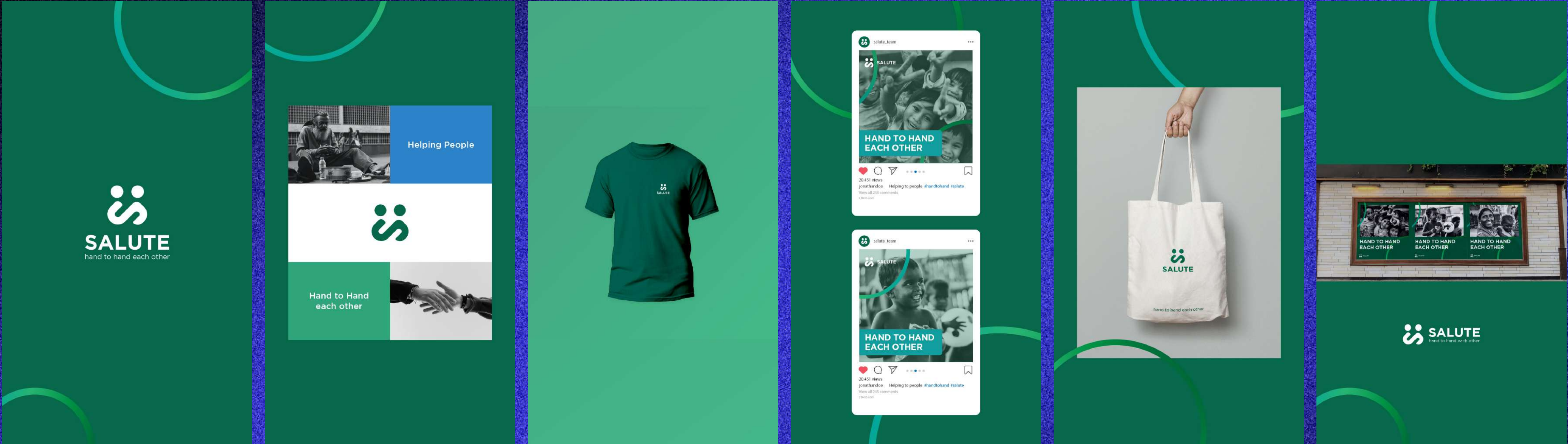


# SAMPLE WORK





# SAMPLE WORK





***THANKS FOR VISIT US***