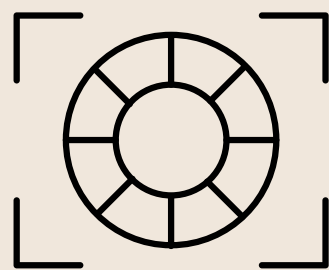




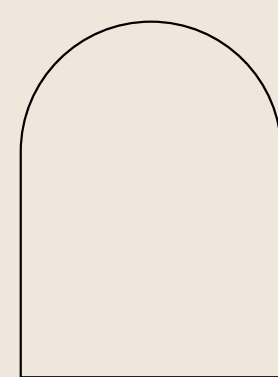
CONCEPT



The center focus of the logo looks like a camera lens and shutter, to symbolize the main business focus of Alma - Photography.



A decorative moon and star is placed within the lens to symbolize "dreaming" as per Alma's company name, this also doubles as depth into the camera lens.

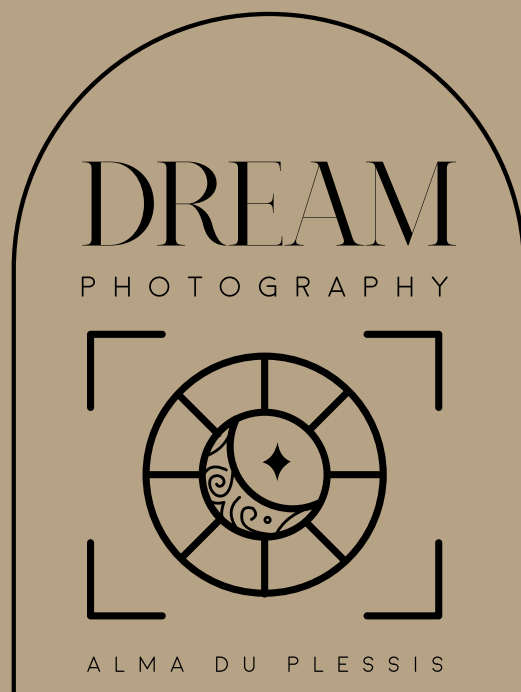


A modern frame is used to enclose all the elements of the logo together, to give the logo a polished, expensive, clean feel.

TRYPTIQUE



WHITE



BLACK



COLOURED

FONTS

NOMARK

lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

M O O N

lowercase

ABCDEFGHIJKLMNOPQRSTUVWXYZ

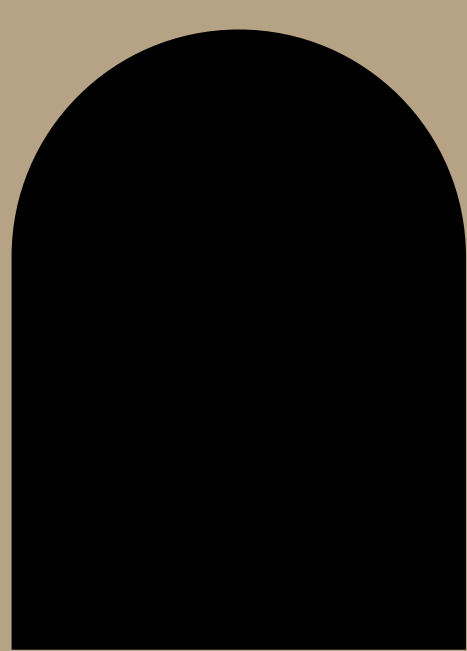
UPPERCASE

ABCDEFGHIJKLMNOPQRSTUVWXYZ

COLORS



#EAEAEA



#000000



#DCD2C4



#D4BEA8



#5E5F4C



#B6A284

PACKAGING

USB For Client Photos



INSPIRED BY PHOTOGRAPHY AND ART

