

FARZAD Group
LOGO presentation
ZEDIA



LOGO

Concept



Taken from a building corner, Wing
and Charts Shape
All unique shapes will define
the F letter

MOTTO

“Details in Every Corner”

LOGO

Design

the logo has been made
in a way
that is suitable for Digital
appearance and Printing
simple and meaningful



FARZAD GROUP

Corporate Holdings



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LOGO

DON'T



Dont do the followings

logo should not be resized, changed to unknown color

stretch or rotating the logo shape

it should be as the standard mentioned

LOGO

Color



511d43

Color code as Hex
this is part of the main
color



333446

Color code as Hex
this is part of the main
color

Mentioned above color are Main colors of the logo
they can be used as its mentioned in the concept and logo usage
these are also used with 2 gener colors
white and black

LOGO

Typography

RADIKAL TRIAL BOLD

Radikal Trial thin

RADIKAL TRIAL BOLD

Radikal Trial thin

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Radikal Trial thin

RADIKAL TRIAL BOLD

Radikal Trial thin

The main logo font is called Radikal Trial with both Bold and Thin type its a must that any typography in the logo texts or any company letters should be in this font

A B C D E F G H I -
J K L M N O P Q R S -
T U V W X Y Z

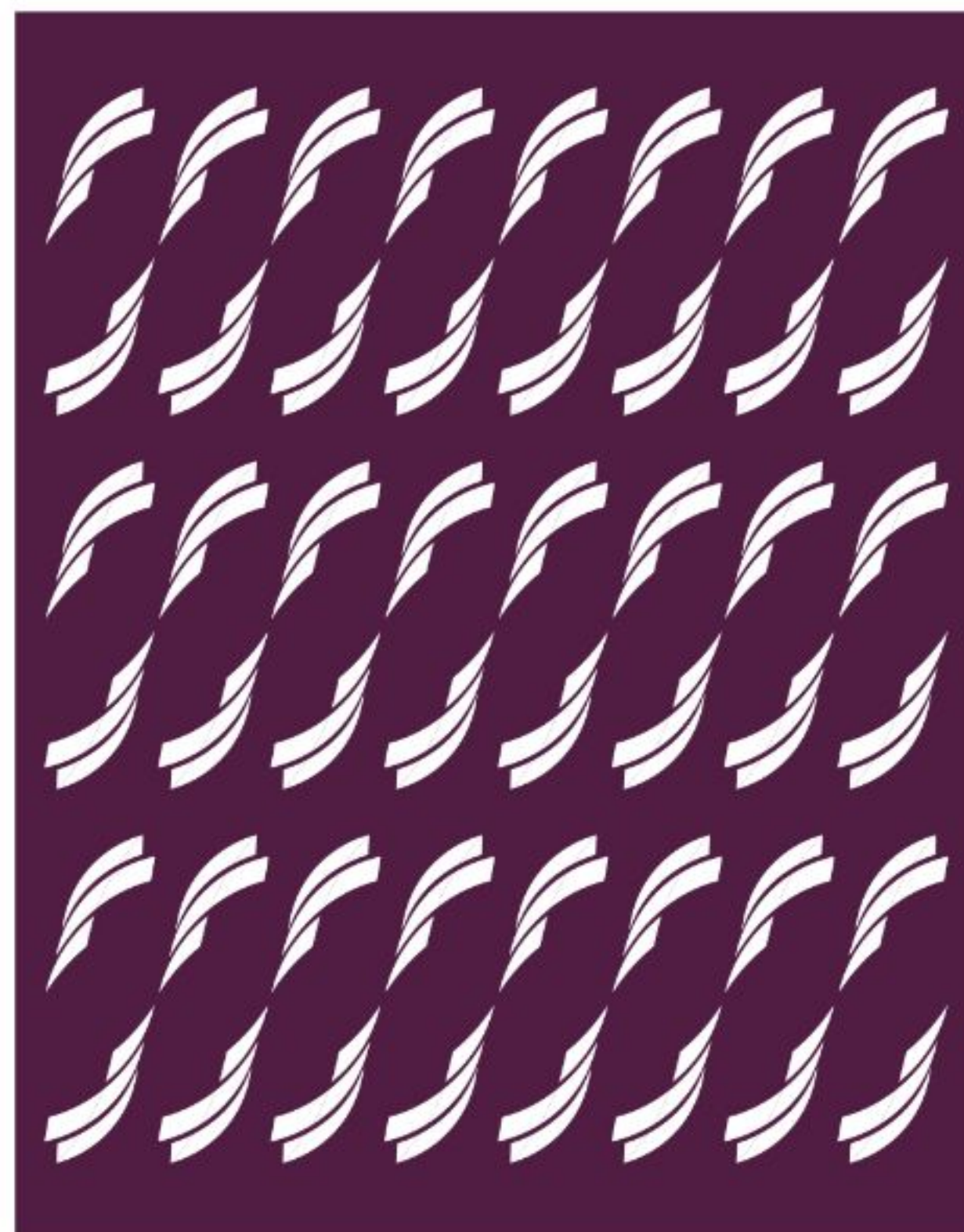
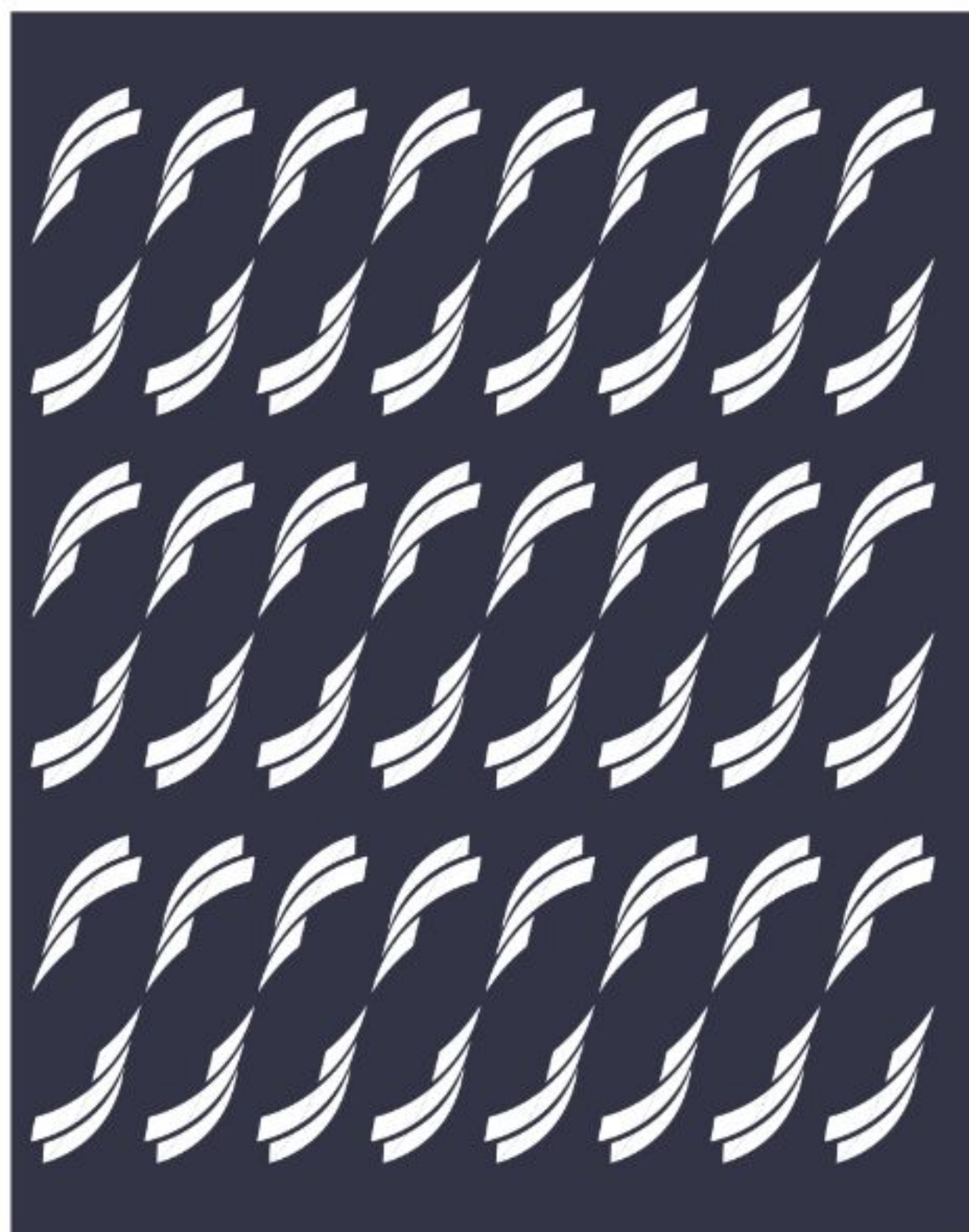
1 2 3 4 5 6 7 8 9 0

A B C D E F G H I -
J K L M N O P Q R S -
T U V W X Y Z

1 2 3 4 5 6 7 8 9 0

LOGO

Texture and Pattern



Texture and Pattern are used for Designin Letter head, business cards and other printing its a touch of art that adds detail to the branding concept to above styles are texture and Pattern

LOGO

Stationery



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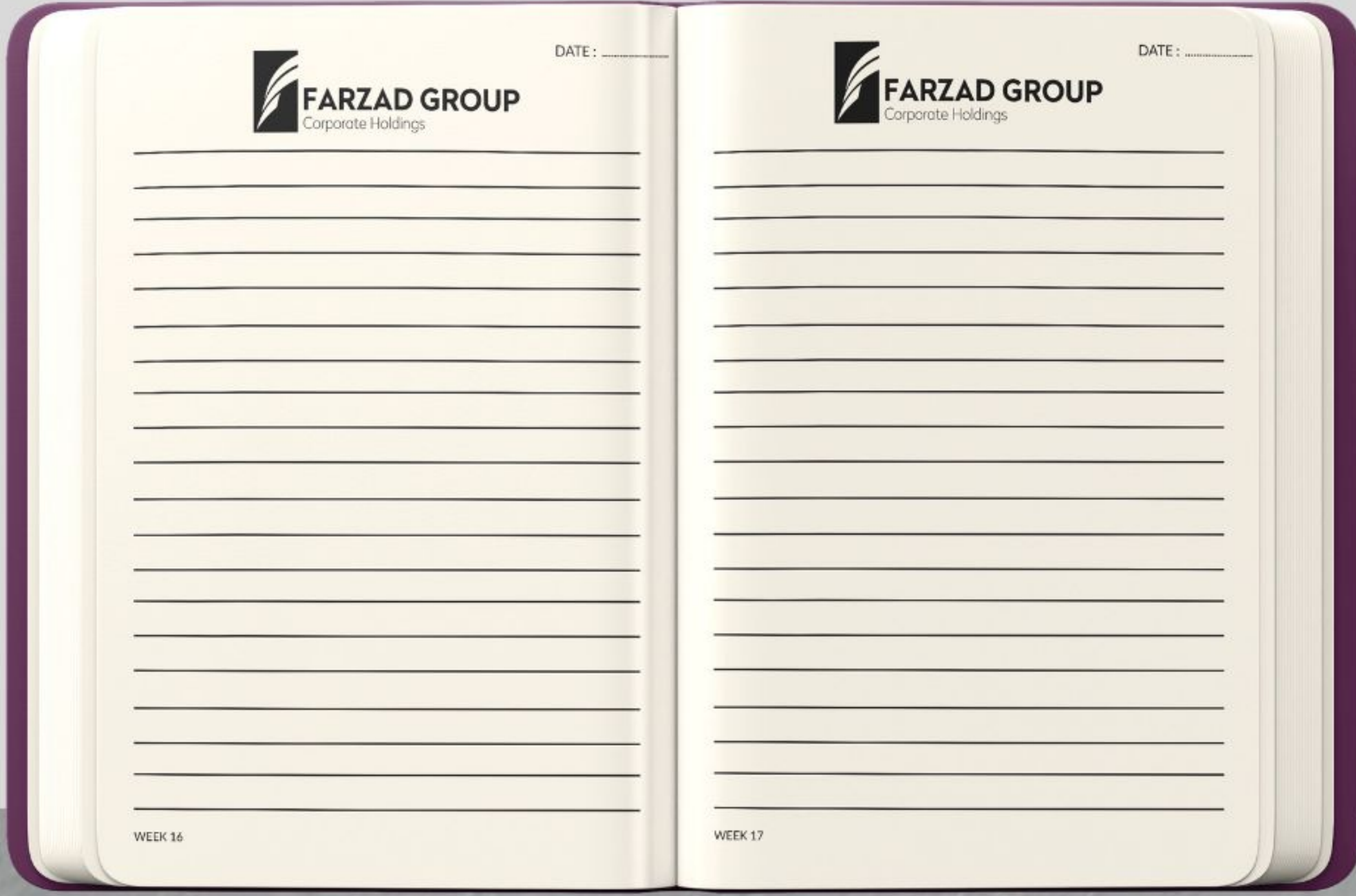
Branding is certainly not a light topic – whole publications & hundreds of books have been written on the topic, however to put it in a nutshell you could describe a 'brand' as an organisation, service or product with a 'personality' that is shaped by the perceptions of the audience. On that note, it should also be stated that a designer cannot "make" a brand – only the audience can do this. A designer forms the foundation of the brand.

Many people believe a brand only consists of a few elements – some colours, some fonts, a logo, a slogan and maybe some music added in too. In reality, it is much more complicated than that. You might say that a brand is a 'corporate image'.

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**Reach for the sky
Zedia will Support you**



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