



# Brand Presentation

Brand Presentation and Logo Explanation for  
**CANADIAN BLK WOMEN IN EXCELLENCE SOCIETY**

# Brand Presentation Content.

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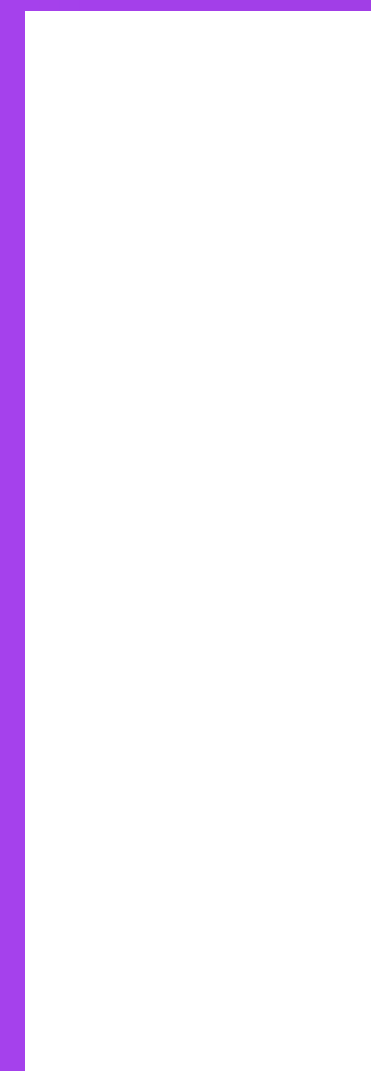
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LOGO

# Primary Logo



**BWIE**  
Canadian Blk Women  
in Excellence Society

# Primary Logo



# Logo Explanation

## The Hand

The bottom part of the symbol is shaped like a supportive hand. It symbolizes upliftment, community, and care. It represents the foundation of the organization that supports Black women in their journey, holding space for growth and nurturing excellence.

## The Crown

The middle section forms a crown, representing royalty, leadership, and empowerment. It honors the inherent value, dignity, and strength of Black women, celebrating their excellence and achievements in every space they enter.

## The Person

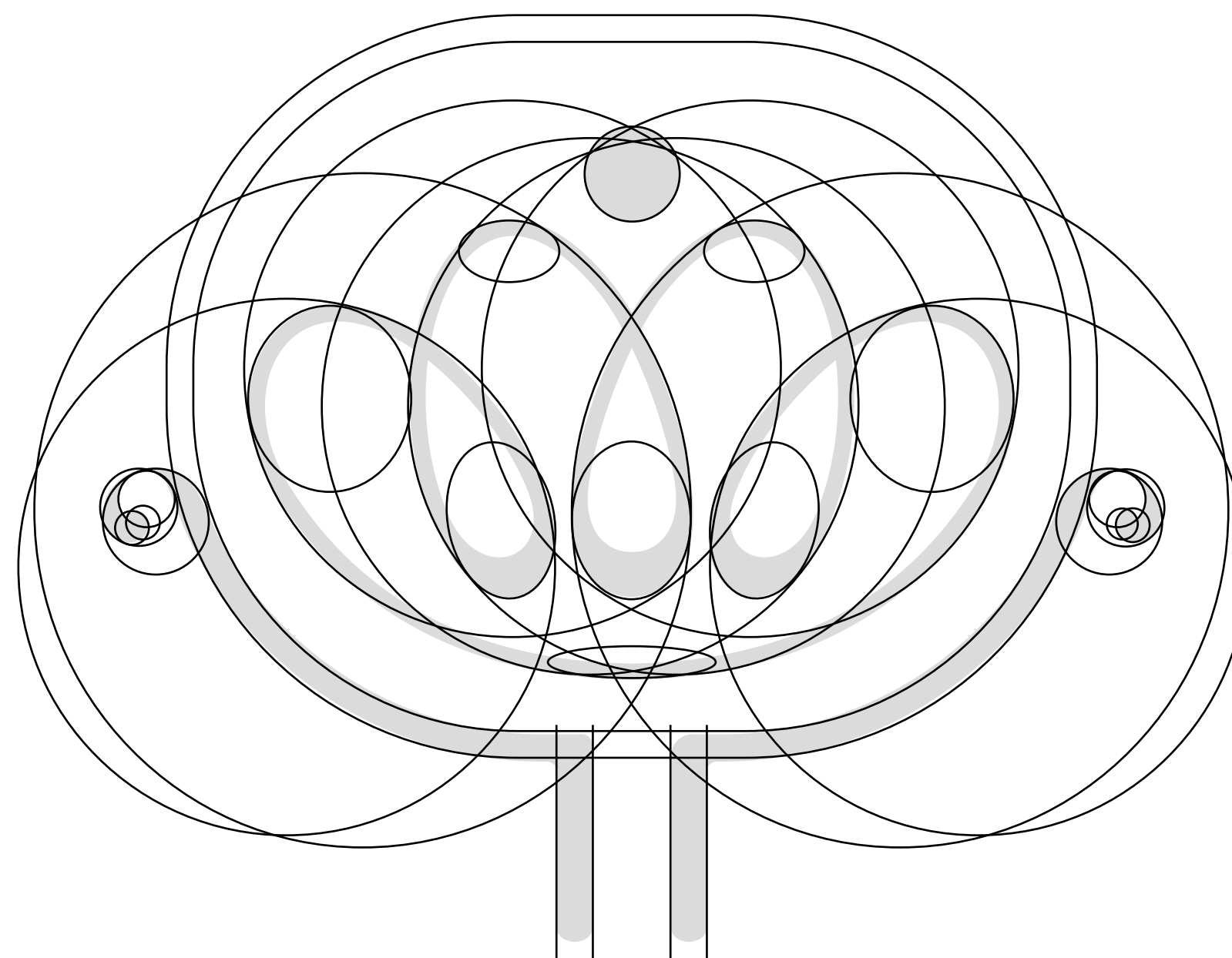
This shape resembles a person with an elevated head, symbolizing individual power, identity, and self-actualization. It reflects a woman standing tall in her authenticity, rising above challenges, and stepping into her full potential.

## The Symbol (Overall)

The middle section forms a crown, representing royalty, leadership, and empowerment. It honors the inherent value, dignity, and strength of Black women, celebrating their excellence and achievements in every space they enter.



# Logo Structure

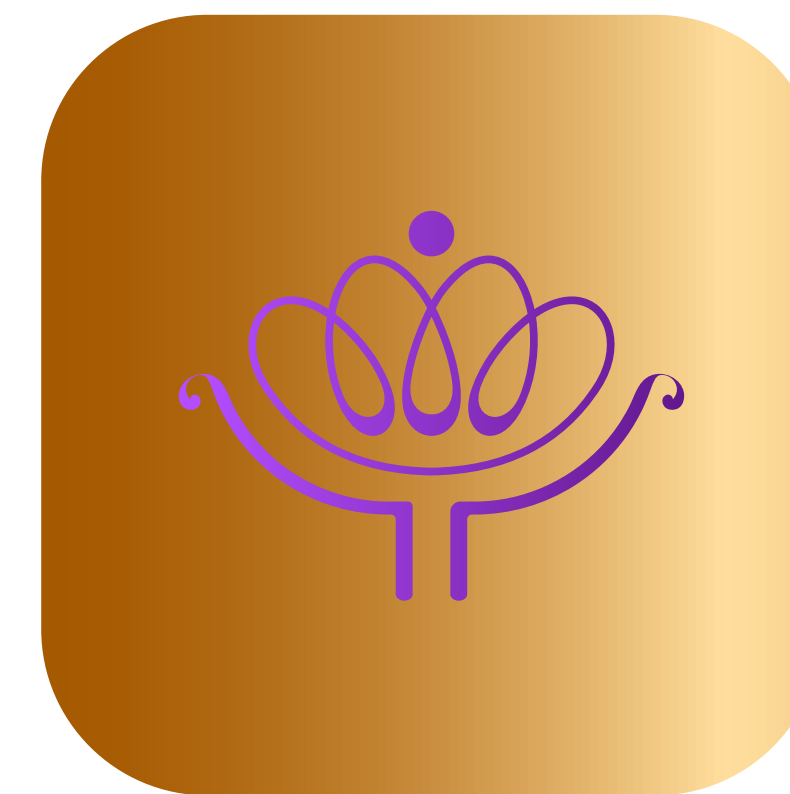
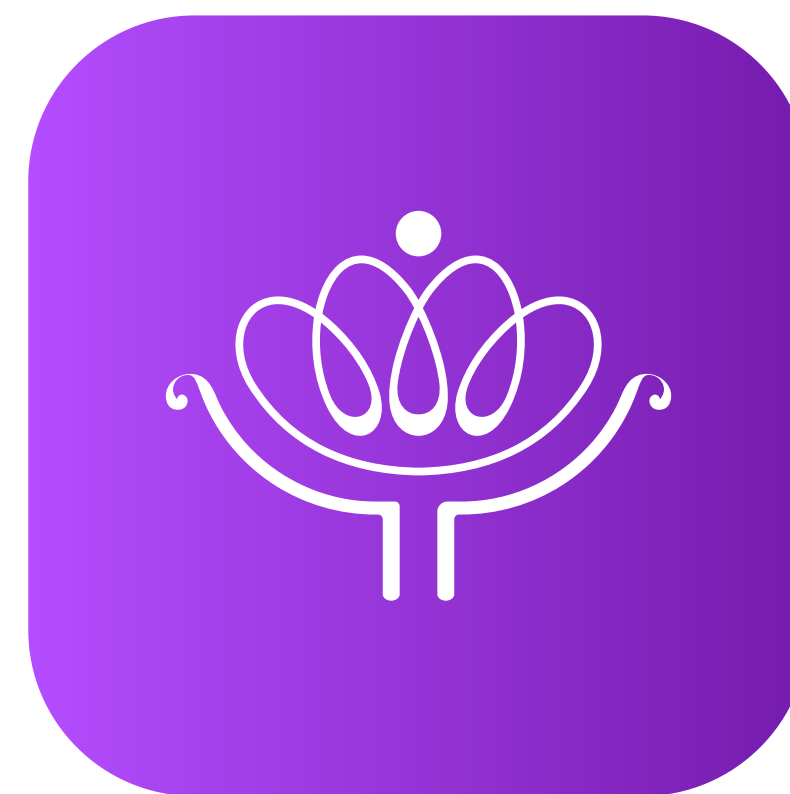


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# Logo Variation and Container



# Mark Variation and Container



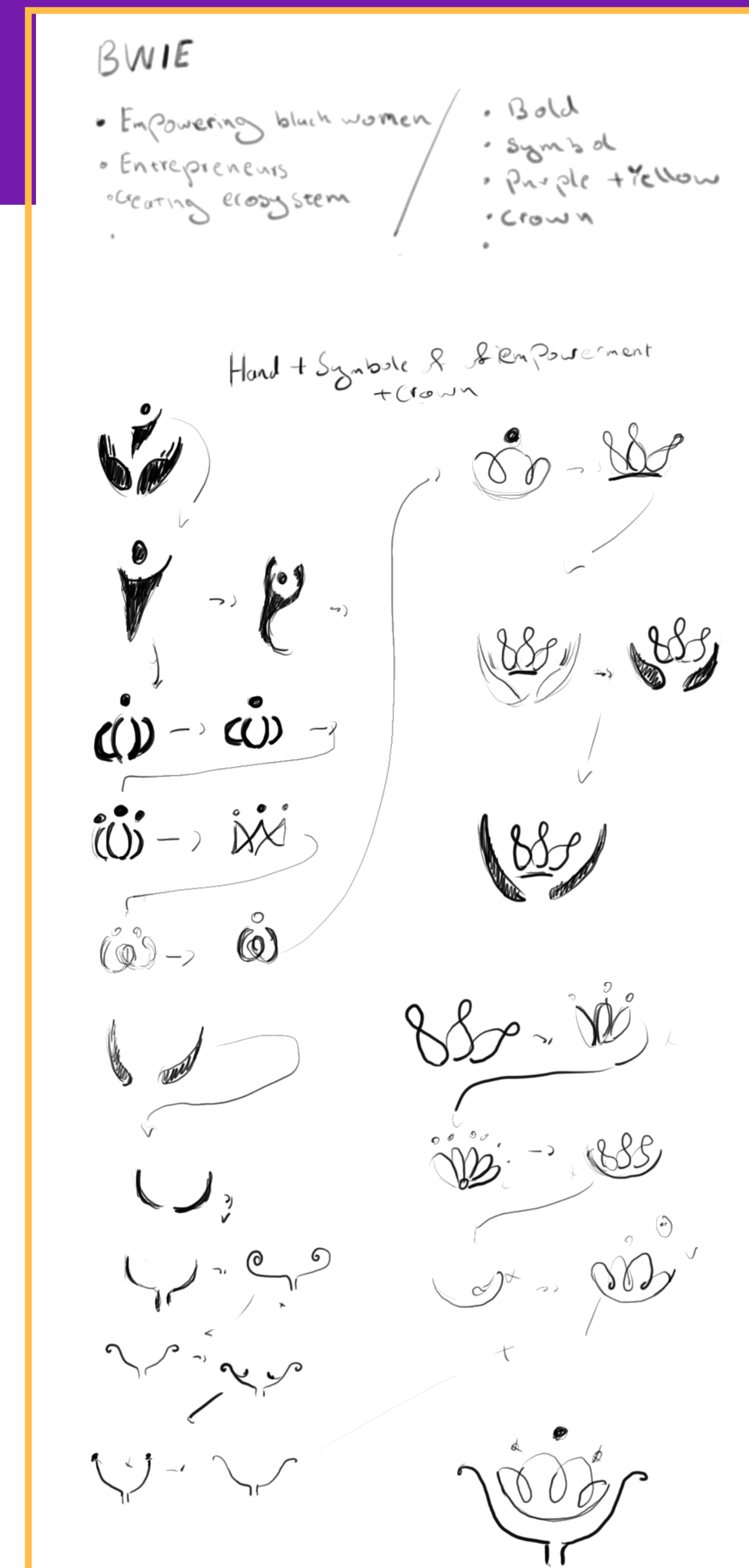


# SKETCHING PROCESS



# Logo Sketching Process

The sketching process is very important in logo design as it lets you explore and develop different ideas prior to creating them in digital format. Sketching also allows the designer to play with shapes, ideas and layouts without restriction therefore helping in developing creative concepts. It gives ground to test multiple iterations by researching and knowing what looks good visually or technically. It is a practical experience that keeps time and long-term for you because it allows you to focus on finding the best ideas from the first step, making sure if in fact the final brand will be strong to face the market.





# TYPOGRAPHY SYSTEM

# Fonts & Typography

Kugile

Kugile Is An Classy Serif Font Inspired By Luxury and Elegant Character.

Primary Fonts &  
Typography

Roboto

Roboto is a typeface family developed by Google. The first typeface was created as the system font for its Android operating system, and released in 2011.

Secondary Fonts &  
Typography



# BRAND COLORS

# Brand Colors

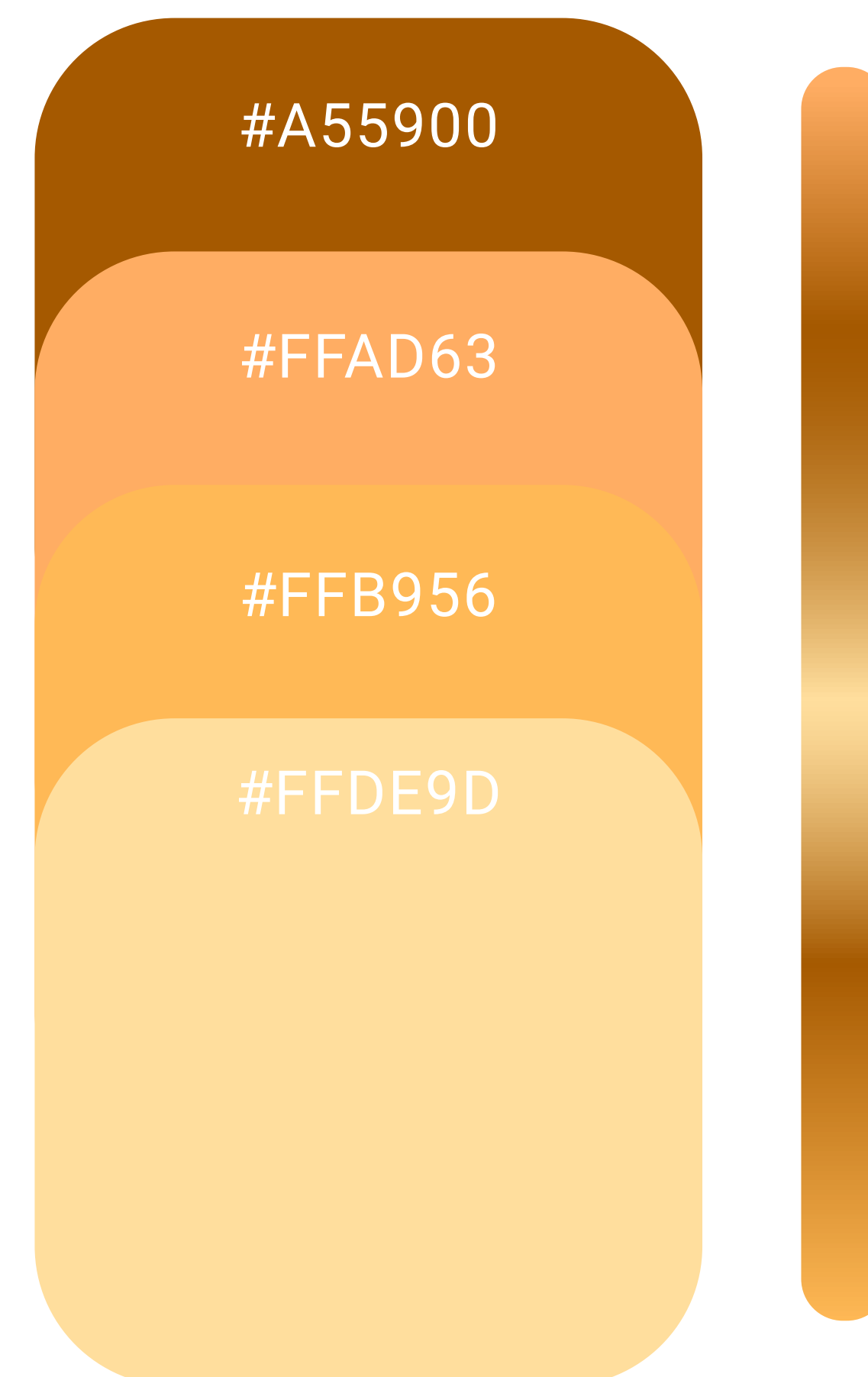
## Purple Gradient:

The gradient shades of purple embody royalty, power, and creativity, while also representing a blend of tradition and innovation—a nod to the fusion of ancestral legacy and modern entrepreneurship within the Black community.



C	69%
M	93%
Y	0%
K	0%
R	116
G	26
B	172

## Golden Gradient:





# LOGO MOCKUPS





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