

BRAND PRESENTATION

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PRIMARY LOGO



LOGO MEANING

CENTRAL SPIRAL (GRANDMOTHER):

The spiral at the center likely symbolizes the wisdom, resilience, and guiding influence of the grandmother, representing the root or origin of the family.



LEFT ELEMENT (MOTHER):

The flowing design with a dot may represent the nurturing and bridging role of the mother, continuing the legacy and connecting generations.



RIGHT ELEMENT (DAUGHTER):

The element on the right could symbolize the next generation, the daughter, embodying hope, growth, and a continuation of heritage.

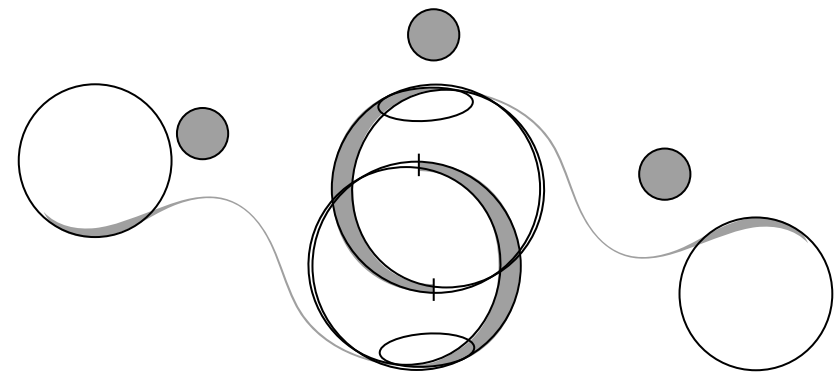


FEATHER:

The combination of Eagle feathers with Q is inspired, as the eagle is the strongest and bravest of all birds. Its feathers as a symbol of what is highest, bravest, strongest and holiest.



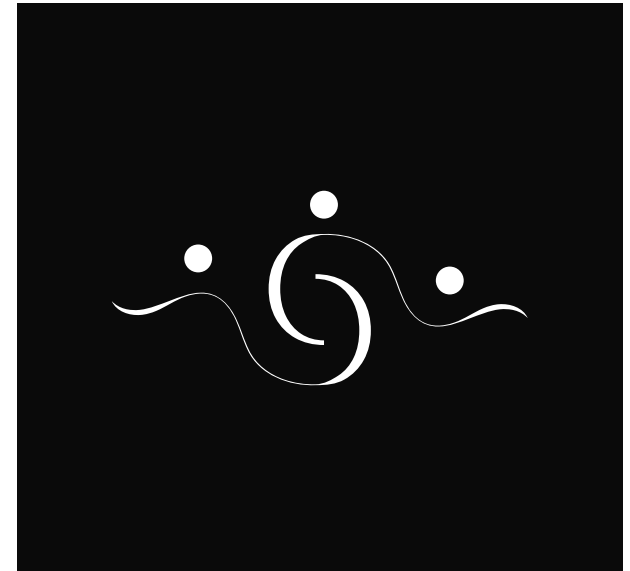
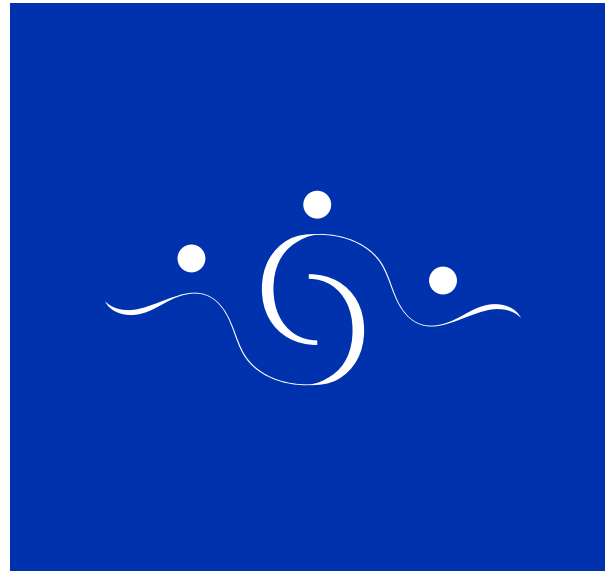
LOGO STRUCTURE



LOGO VARIATION AND CONTAINER

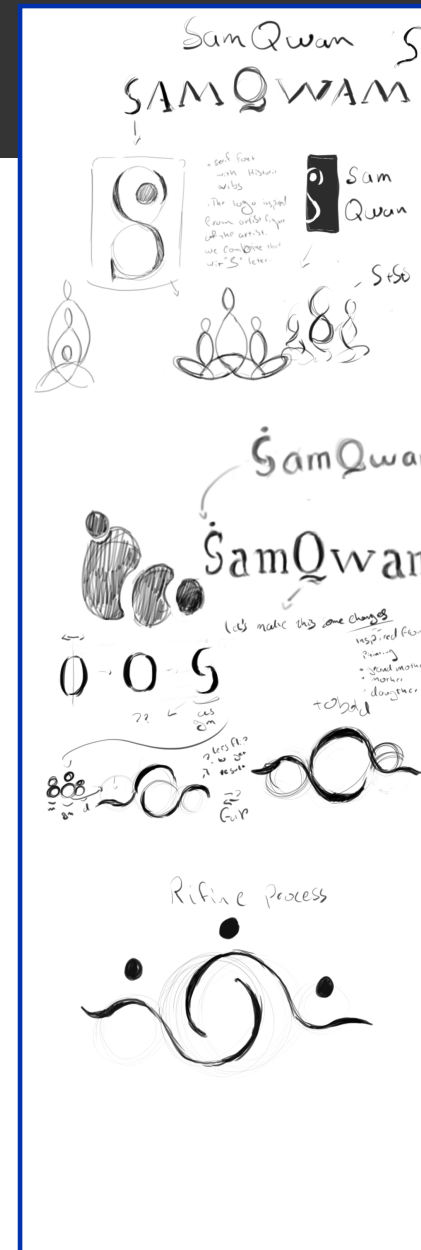


MARK VARIATION AND CONTAINER

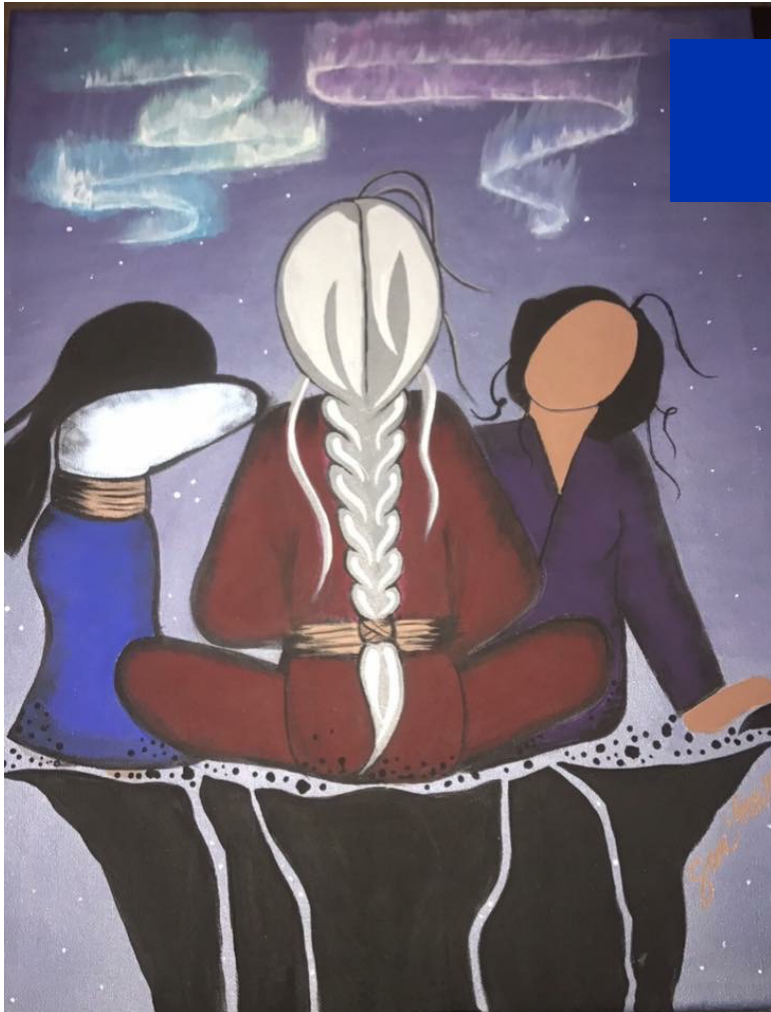


LOGO SKETCHING PROCESS

The sketching process is a crucial step in logo design as it allows for the exploration and refinement of ideas before committing to a digital format. Sketching enables designers to experiment with shapes, concepts, and compositions freely, fostering creativity and innovation. It serves as a foundation for developing a cohesive design by testing various iterations and identifying what works visually and conceptually. This hands-on approach saves time in the long run, as it helps pinpoint the strongest ideas early on, ensuring the final logo is both impactful and well thought out.



LOGO INSPIRATION



As a designer, I extensively researched the origins and significance of the brand. During my exploration, I came across this powerful artwork, which deeply inspired me. The painting tells a profound story of three generations—a grandmother, a mother, and a daughter—capturing their bond and legacy. Drawing from this inspiration, I combined the essence of their story with the letter 'S' (the first letter of SamQwan) to create a meaningful and symbolic logo.

BRAND COLORS

Blue calls to mind feelings of calmness and relaxation. It is often described as peaceful, tranquil, freedom, intuition, imagination, inspiration and orderly. Blue is seen as a sign of stability and reliability. Blue represents water and sea.

HEX: #0032ad
RGB: 0, 50, 173
CMYK: 100, 80, 0, 0

HEX: #4065c2
RGB: 64, 101, 194
CMYK: 80, 64, 0, 0

HEX: #8099d6
RGB: 128, 153, 214
CMYK: 50, 35, 0, 0

HEX: #bfcceb
RGB: 191, 204, 235
CMYK: 23, 14, 0, 0

HEX: #0a0a0a
RGB: 10, 10, 10
CMYK: 0, 0, 0, 96

RGB: 255, 255, 255
CMYK: 0, 0, 0, 0

PRIMARY TYPEFACE

A

CINZEL

CINZEL IS A TYPEFACE INSPIRED IN FIRST CENTURY ROMAN INSCRIPTIONS AND BASED ON CLASSICAL PROPORTIONS. HOWEVER, IT'S NOT A SIMPLE REVIVALISM, WHILE IT CONVEYS ALL THE ANCIENT HISTORY OF THE LATIN ALPHABET IT ALSO MERGES A CONTEMPORARY FEEL ONTO IT.

36PT [TITLE

18PT [SUBTITLE

11PT [SUBTITLELOREM IPSUM DOLOR SIT AMET, CONSECTETUER ADIPISCING ELIT, SED DIAM NONUMMY NIBH EUISMOD TINCIDUNT UT LAOREET DOLORE MAGNA ALIQUAM ERAT VOLUTPAT. UT WISI ENIM AD MINIM VENIAM. QUIS NOSTRUD EXERCITATION ULLAMCORPER SUSCIPIT LOBORTIS NISL UT ALIQUIP EX EA COMMODO CONSEQUAT. DUIS AUTEM .

SECONDARY TYPEFACE

Aa

Montserrat

Montserrat is a geometric sans-serif typeface designed by Argentine graphic designer Julieta Ulanovsky and released in 2011. It was inspired by posters, signs and painted windows from the first half of the twentieth century, seen in the historic Montserrat neighborhoods of Buenos Aires.

36pt **TITLE**

18pt **SUBTITLE**

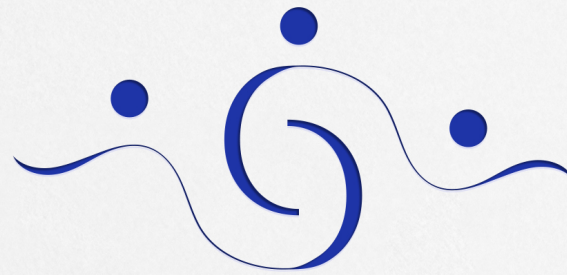
11pt Subtitle Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem .



SAMQWAN

THE ARTIST





SAMQWAN

THE ARTIST



SAMQWAN
THE ARTIST