PRIDE & PROUD

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VISUAL IDENTITY



LETTER P

PEACOCK TAILS

My approach to this design, was first t conduct a reasearch on what the company symbolizes..

Working with the brief i had, my approach to the logo was to creace a double P from a peacock feather since ia peacock is a symol og pride and it alos symbilizes elegangance



#445069 #f7e987 #252b48

blue yellow navy blue

COLOUR PALLET



Pattern



