# **Brand Guidelines**

### SolvLabs

Technology Consulting Agency

Dusk Blue #262E4A

#### Sky Blue #506CF1

#### Pearl White #FDFDFF

# Palette

The "Azure Horizon" palette for a technology consulting company conveys trust through deep dusk blues, optimism with vibrant sky blues, and modernity with pearl white. The blend suggests **reliability**, **innovation**, and **clean, sophisticated solutions**, creating an impression of a forward-thinking and trustworthy consultancy.

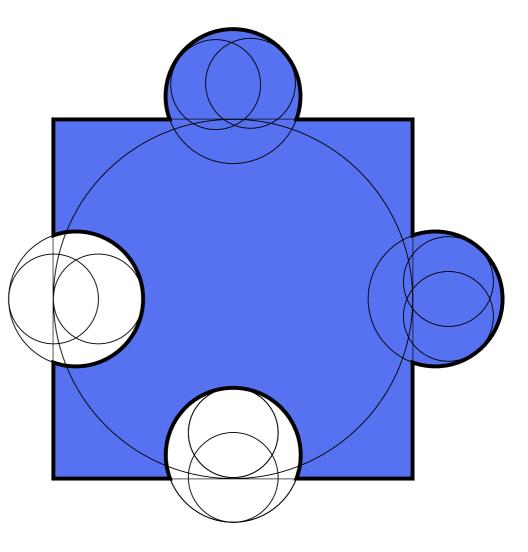
# **Typography** Muller - Stylistic Alternate 01



## Process

To make the final logo, we took inspiration from a jigsaw puzzle, as it resonates with Solv(e) and aligns well with the vision of SolvLabs as being the missing piece to a clients puzzle.

The logo, draws inspiration from a solitary puzzle piece, represents the essence of precision in our technical consultancy firm. Designed with the golden ratio, it reflects the meticulous craftsmanship integral to our services. Each piece signifies a unique technical solution, converging seamlessly to unlock unparalleled excellence in our brand identity.









#### Vertical

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#### Horizontal

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### **T-shirts**

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# an original composition by AkashNaskar

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