# BRAND PRESENTATION
## Ideation & Conceptualization

# LOGO IDENTITY CONCEPTUALISATION

Two Logo Identity was created. While the first and second logo appear to be fixated on the concept of a city mall, the second logo appeared simple and professional. We will base our analysis on the second

## CONCEPTUALIZATION

The logo identity of Kano City Mall is conceptualized from the comtemporary style of a dividing element or interupter, allowing the name to have an icon in between.

The logo identity is a wordmark inspired by several keywords like Product, Purshase, Mall, Shopping, Trendy, Energetic and market place.

The idea is to present a simplistic but unconventional mark that portrays as a signature representation of what the logo can look like across all field of usage from branding, creativity to website landing page, merchandise and marketing colleterals.

The logo has a simplistic, memorable and recognisable lettermark & wordmark.



- This shape representing the handle of a shopping bag, broken to give rom for M.
- Complementing the handle Icon, the letter M represents the bag itself.
- This shape identified as a smile emoji, refers to happy customers after a seamless purchase.
- Font Type: Myriad Pro
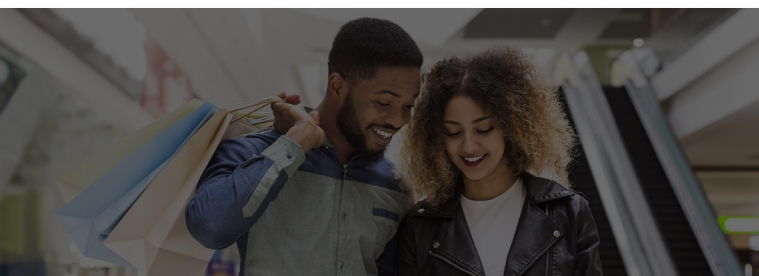
## COLOUR CODE

Maron #c82435          Yelow #fcb912

## PRIMARY & SECONDARY USAGE

### PRIMARY USAGE

Usage 1 —— **Kano CityMall**

Usage 2 —— **Kano CityMall**

Usage 3 —— **Kano CityMall** | **Kano CityMall**

### SECONDARY USAGE

Usage 1          **Kano City Mall**

Usage 2          **KANO CITY MALL**

## LOGO RATIONALE

| | |
|---|---|
| Resourceful | Established |
| Subtle | Bright |
| Classic | Contemporary |
| Minimal | Complex |
| Friendly | Authoritative |
| Playful | Serious |
| Luxury | Economical |
| Appreciable | Elite |
| Casual | Elegant |

The Brand, Kano City Mall stands both elegantly and blends in to form fluidity in representation. The brand has the flexibility to stand alone and to blend when put side by side with similar brands as shown above Yellow & Black as the brand primary colour exude warmth, vibe and presence.

## BRAND IDENTITY ELEMENTS & PATTERN

These elements are recognisable pieces used across the entire brand. The element are divided into both lettering and symbols. Each piece/elements are representation of the brand core values and are functional in representation of the brands identity across different platforms and spaces, both on digital and print media.

Kano City Mall — FLAT 25% OFF · 8-10 October



Kano City Mall

Kano
City**mall**

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the mafia place limited, old place by new location

Kano
City**mall**

To:
NAME SURNAME

Dear,

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KANO CITY MALL

**THANK YOU!**