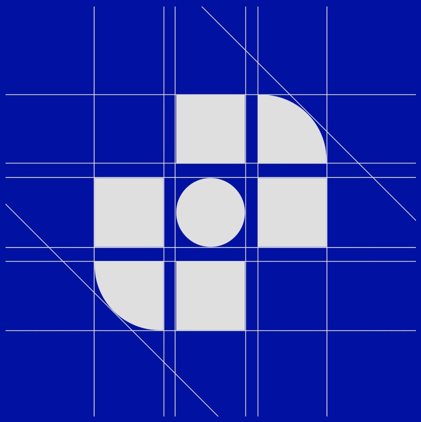
EVOSOL
Empowering Minds, Transforming Futures

EVOSOL - A CORPORATE PR & CONSULTANCY FIRM.

EVOSOL is a dynamic branding, consultancy, networking, and PR firm dedicated to empowering businesses and individuals. Through strategic brand development, expert business consultation, professional networking, and impactful public relations, THE EVOSOL transforms ideas into success stories. With innovation at its core, the company helps brands establish a powerful presence, expand their reach, and create lasting connections.



TOOLS USED	INDUSTRY	BASE	PROJECT	DATE	ROLE	DESIGNER
Ai Ps	CORPORATE MARKETING	PAKISTAN	BRAND IDENTITY	MARCH 2025	BRAND ANALYST	MUHAMMAD KHUZAIN

BRAND IDENTITY DESIGN

Brand identity design is the process of creating a cohesive and recognizable visual representation of a brand. It includes elements like the logo, color palette, typography, and imagery, all working together to reflect the brand's values and personality. A strong brand identity ensures consistency across platforms, builds recognition, and helps establish trust and emotional connection with the audience.

INNOVATION

INTEGRITY

BRAND VALUES

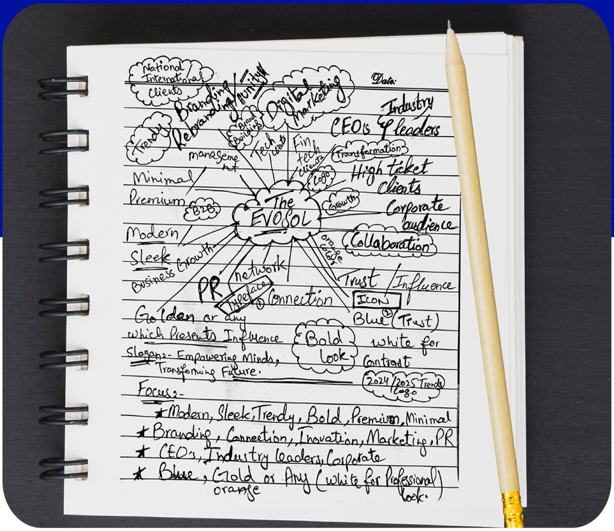
COLLABORATION

EMPOWERMENT

LOGO DESIGN PROCESS

The logo design process involves thorough industry and client research, brainstorming creative ideas, and sketching concepts to determine appropriate typefaces and symbols. Professional designers adhere to logo principles such as simplicity, scalability, and memorability while considering color psychology to evoke the desired emotions and brand message. This ensures the final logo is not only visually appealing but also strategically aligned with the brand's identity.

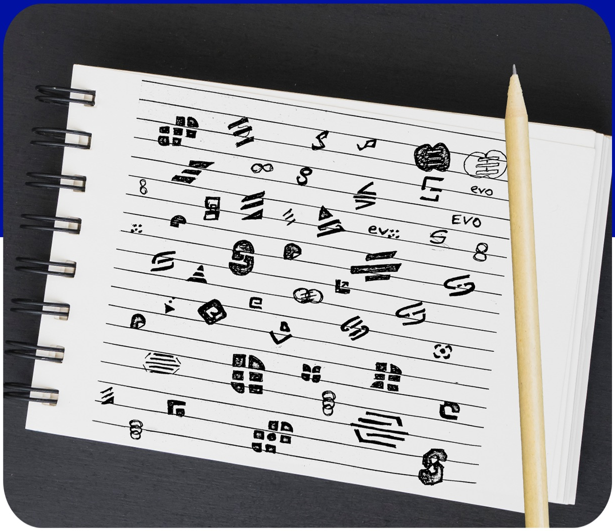
BRAIN STROM



Slogan:- Empowering Minds, Transforming Future.

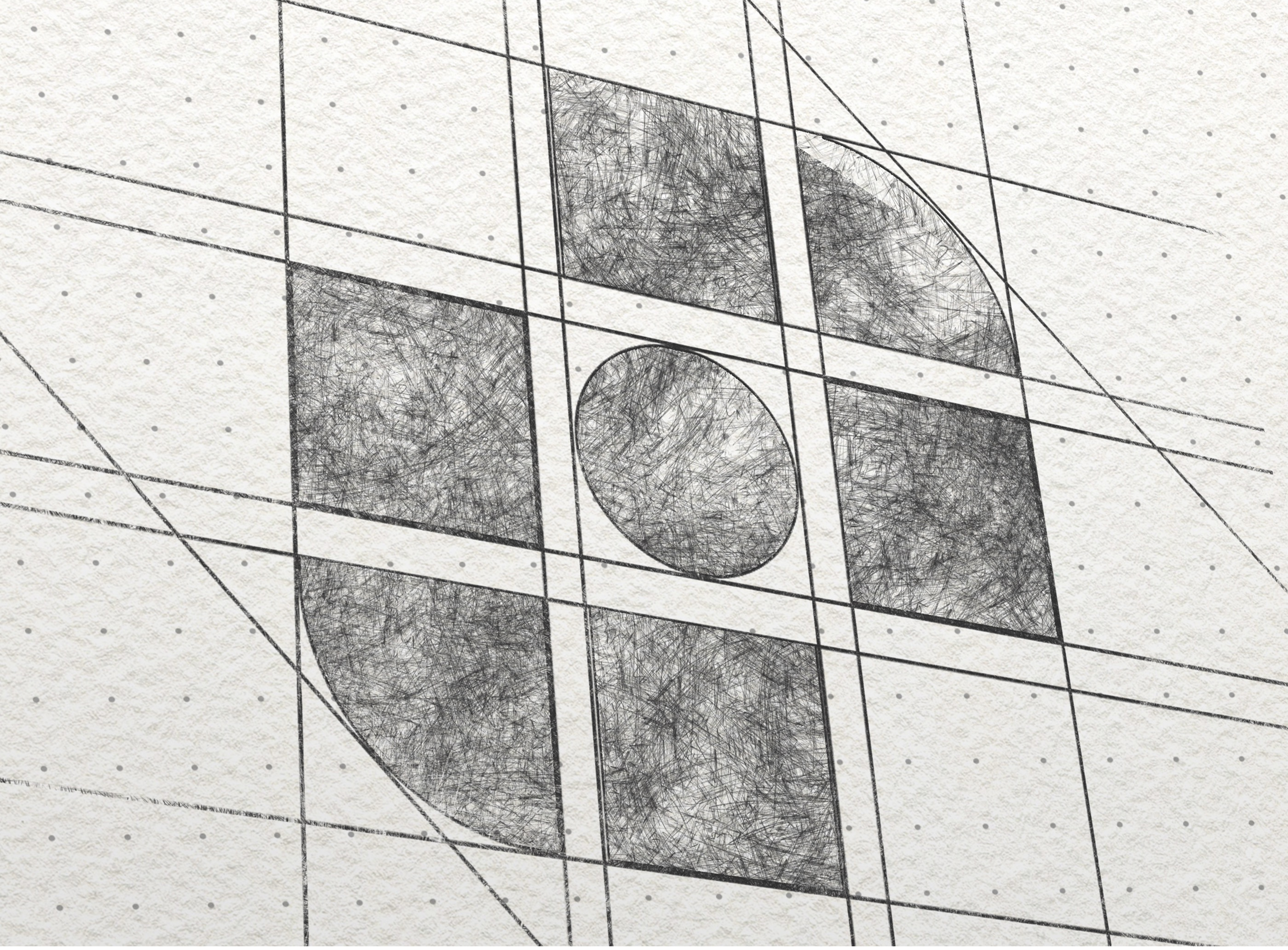
Focus:-

- ★ Modern, Sleek, Trendy, Bold, Premium, Minimal
- ★ Branding, Connection, Inovation, Marketing, PR
- ★ CEO's, Industry leaders, Corporate
- ★ Blue, Gold or Any (white for Professional look.)
  orange



FINAL SKETCH

LOGO IDEAS



THE LOGO CONCEPT/ CONSTRUCTION

The logo is composed of multiple shapes, creating an aesthetic, minimal, trendy, sleek, and symmetrical design that aligns with modern digital marketing trends. These small shapes come together to form a complete block, representing the business industry.

The small boxes symbolize different companies/ businesses within the industry.

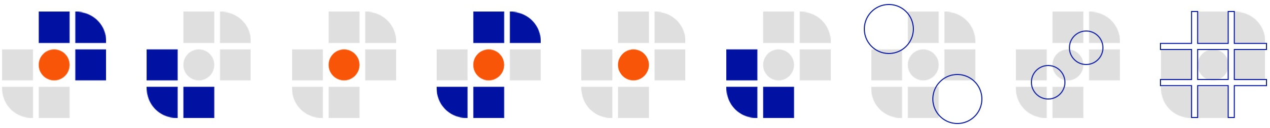
The central circle represents industry leaders, CEOs and hish tickt clients (company's target audience) with its distinct color highlighting their prominence.

The missing shapes in the top left and bottom right signify market gaps that EVOSOL aims to fill by identifying customer problems and providing effective solutions.

The central circle also reflects the company's expertise in precisely targeting the right objectives.

The rounded corners give the logo a futuristic and trendy appearance.

The lines between the shapes represent business and PR networks, while the intersections signify collaborations and partnerships, reinforcing a sense of trust and authenticity.



Letter	Letter	Letter	Letter	Letter	Letter	Market	Collabo-ration	Network/
e	v	o	s	o	L	Gap		Connection

EVO
SOL

COLOR PSYCHOLOGY

Color psychology studies how colors influence emotions and perceptions. In branding, the right colors convey a brand's identity, evoke emotions, and build trust. In EVOSOL,

Ignite Orange (#f85508) – (Innovation, Influence & Digital Trends.)
Represents energy, creativity, and modern digital marketing trends. Symbolizes growth, enthusiasm, and adaptability, aligning with the company’s mission to empower businesses. Reflects influence and leadership, making THE EVOSOL a driving force in branding, consultancy, and networking. Creates a sense of urgency and engagement, making it ideal for marketing and strategic communication.

Blue (#0111a2) – (Trust & Professionalism)
Reflects trust, credibility, and stability, which are crucial in the corporate sector. Evokes a professional and authoritative feel, making the brand reliable and respected. Strengthens connections and relationships, resonating with THE EVOSOL’s networking and consultancy services.

White – (Clarity & Simplicity)
Enhances contrast, ensuring a clean, minimal, and professional aesthetic. Represents transparency and authenticity, reinforcing the brand’s commitment to integrity. Gives a modern and sleek look, ensuring that the brand remains visually appealing and easy to recognize.

This color palette effectively communicates THE EVOSOL’s role as an innovative and influential brand, while maintaining trust, professionalism, and clarity in its identity.

HEX: #0111A2
RGB: 1 17 162
CMYK: 100 94 4 14

HEX: #F85508
RGB: 248 85 8
CMYK: 0 84 100 0

HEX: #FFFFFF
RGB: 255 255 255
CMYK: 0 0 0 0

HEX: #000000
RGB: 0 0 0
CMYK: 0 0 0 100

HEX: #00194f
RGB: 0 25 79
CMYK: 100 89 17 53

LOGO VARIATIONS

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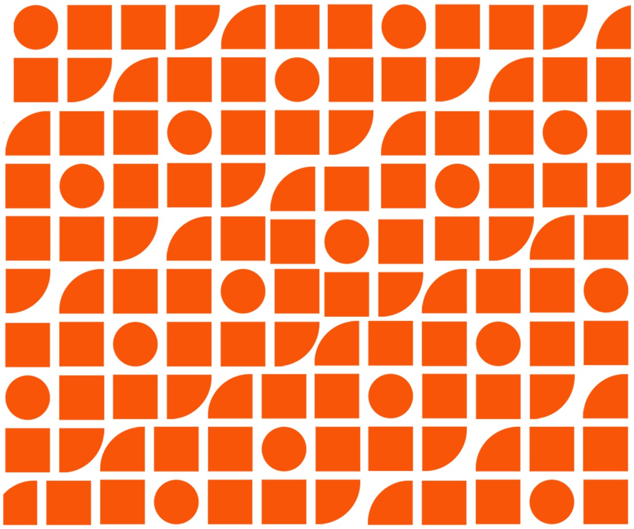
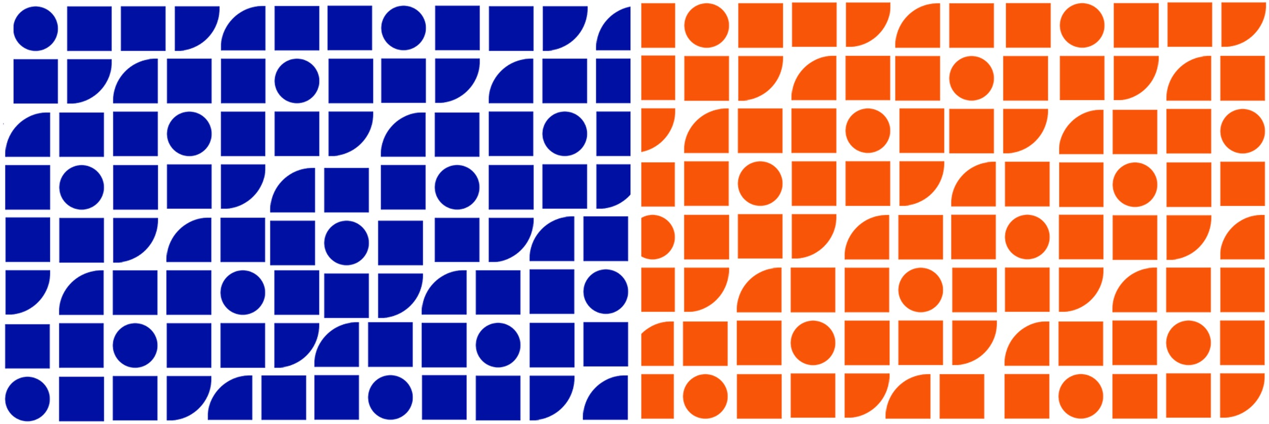
THE LOGO CONCEPT/ CONSTRUCTION

Patterns play a crucial role in branding as they create visual consistency, reinforce brand identity, and enhance recognition. In THE EVOSOL's branding, patterns symbolize structure, connectivity, and innovation, aligning with the company's mission. They help communicate core values, such as trust, collaboration, and problem-solving, while giving the brand a modern and professional aesthetic. Patterns also add depth and uniqueness to branding materials, ensuring a cohesive and memorable visual experience across all touchpoints.





THE TYPEFACE

THE EVOSOL's branding utilizes a simple, professional sans-serif font, carefully chosen to align with the corporate sector. This typeface ensures clarity, readability, and a modern appeal, making it ideal for both digital and print applications. Its clean and structured design creates a strong synergy with the logo icon, reinforcing brand consistency and professionalism. The minimal yet impactful typography reflects trust, innovation, and corporate excellence, enhancing the brand's overall identity.

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