

 Obsession



**PEROJERRY**

# Brand Guideline

# Complete Logo

We cultivate and export premium bay leaves from our own farms, ensuring quality, freshness, and natural flavor.



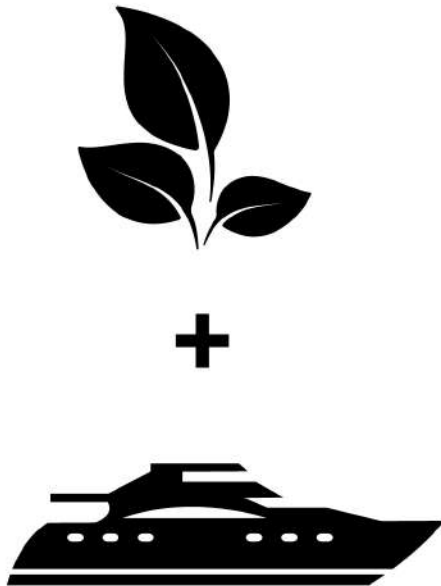
# PEROJERRY

# Complete Logo

We cultivate and export premium bay leaves from our own farms, ensuring quality, freshness, and natural flavor.



# Logo design Overview



**Ship:** The ship image suggests that the company is involved in shipping, logistics, or transportation, likely specializing in moving goods internationally or across large distances.

**Leaves above the ship:** the three stylized green leaves symbolize nature, sustainability, eco-friendliness, or agricultural products.

It suggests that the business has a green or environmentally-conscious focus, perhaps dealing with natural, organic, or agricultural products or using eco-friendly shipping practices.

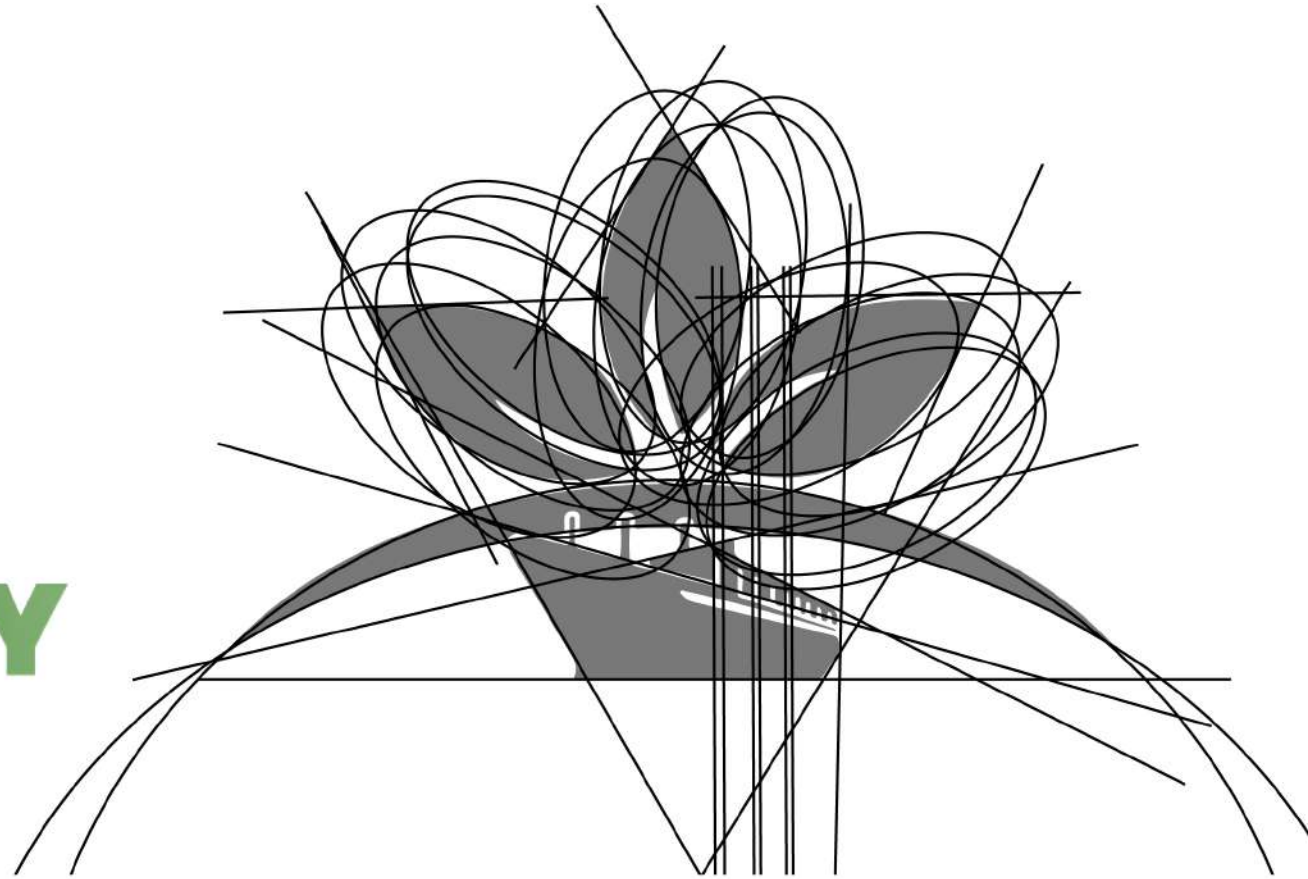
**Arc line:** The smooth arc line connecting the leaves and the ship creates a sense of unity and motion, emphasizing global reach, connectivity, and growth.

It might represent the earth's curvature, reinforcing an international or broad market presence.

**Typography:** The bold, capitalized "PEROJERRY" text at the bottom conveys strength, reliability, and trustworthiness.

The green color keeps the theme of nature and sustainability consistent across the design.

# Logo Construction



# Don't



Don't change the logo colour



Don't stretch the logo



Don't give the shadow to the logo



Don't rotate and spin logo



Use this logo for white background

## Minimum size

**106** px is the minimum height size of perojerry logo



106 px  
minimum size



# Typography

Aa Archivo

## LOGO FONT

Medium

ABCDEFGHIJKLMNOPQR  
STUVWXYZ

SemiBold

ABCDEFGHIJKLMNOPQRS  
TUVWXYZ

ExtraBold

ABCDEFGHIJKLMNOPQRS  
TUVWXYZ



ONLY OPTIONS:





# PEROJERRY

ONLY OPTIONS:



# Color scheme - Palette

## Primary Colors



## Secondary Colors



## Neutral Colors



# Soical Media Style



Company logo rebranding

# PATTERN



# WATER MARK

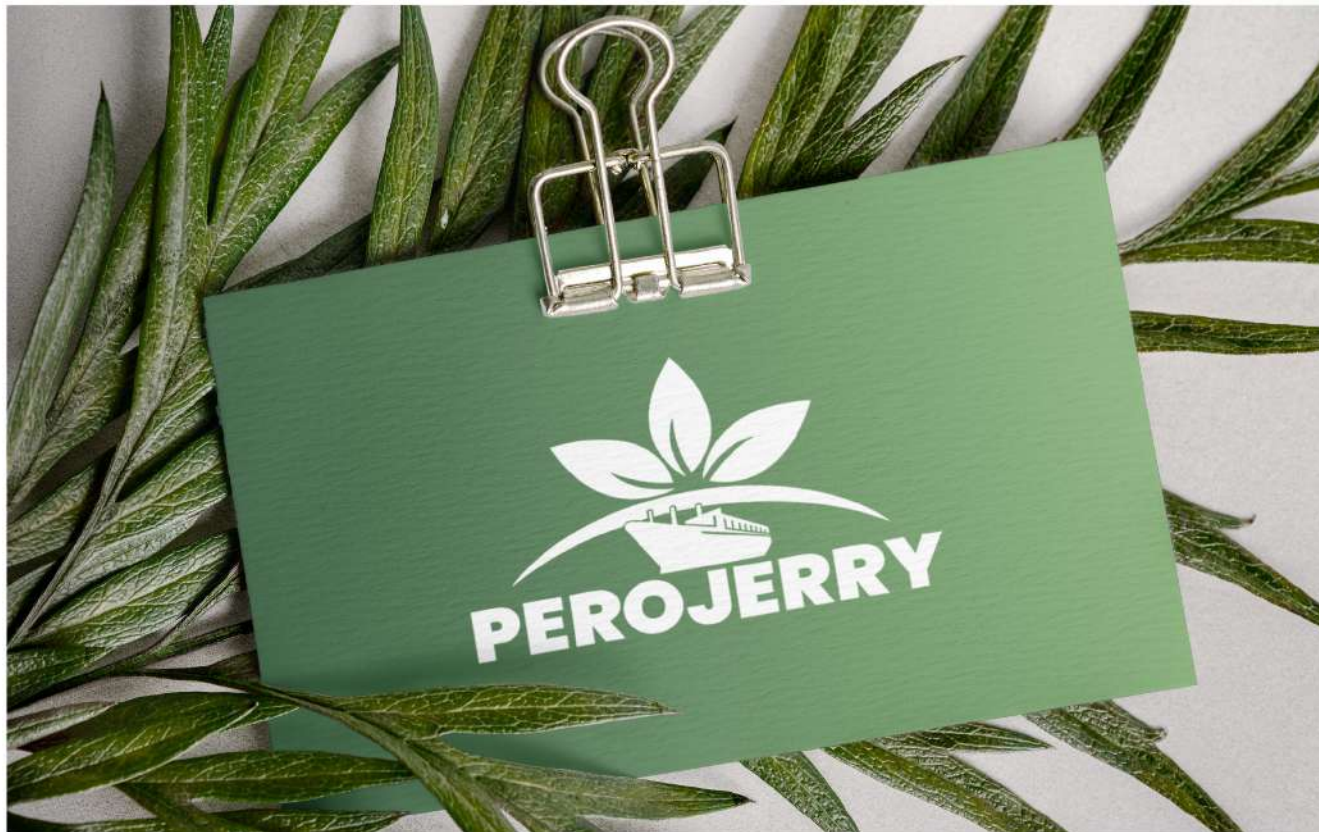
# Applications

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**PEROJERRY**

Stationary

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**PEROJERRY**

**OPTION**

**1**

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**OPTION**

**2**

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**PEROJERRY**

OPTION **3**



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Thank You

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