

sajhna



| About

Sajhna, a renowned brand, specializes in providing exceptional products to its customers. In an industry where standing out is crucial, it recognized the importance of developing a distinct identity to enhance brand recognition and establish a strong market presence.

sajhna

| Problem

Sajhna, a brand in the market, faced the significant challenge of blending in with the competition and struggling to differentiate itself from other brands in the industry.



sajhna

| Creative Solution

To address this issue, we devised a unique brand strategy that emphasized a typeface-driven logo design for Sajhna. By carefully selecting the appropriate typeface, we aimed to reflect the brand's personality effectively. Incorporating a clever interplay between the letters "S" and "A," we created a heart symbol that directly communicates the brand's message.



| Logo Breakdown

Heart symbol with a interplay
of 'S' & 'A'



sajhna

| Logo Construction

sajhna

| Typography

A S

Specify Expanded Light
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Specify Expanded Medium
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz

Brand Colors

Hex Code: #F8F3E8

R: 248 C: 2%
G: 243 M: 3%
B: 232 Y: 8%
 K: 0%

Hex Code: #8A5B53

R: 138 C: 38%
G: 91 M: 64%
B: 83 Y: 61%
 K: 21%

burles





sajhna

bulles sajhna



| Impact

By acquiring a distinct brand identity, Sajhna has the opportunity to differentiate itself effectively and capture the attention of consumers. With a unique logo and brand message, Sajhna can enhance its brand perception, attract a larger customer base, and position itself as a standout leader in the industry.