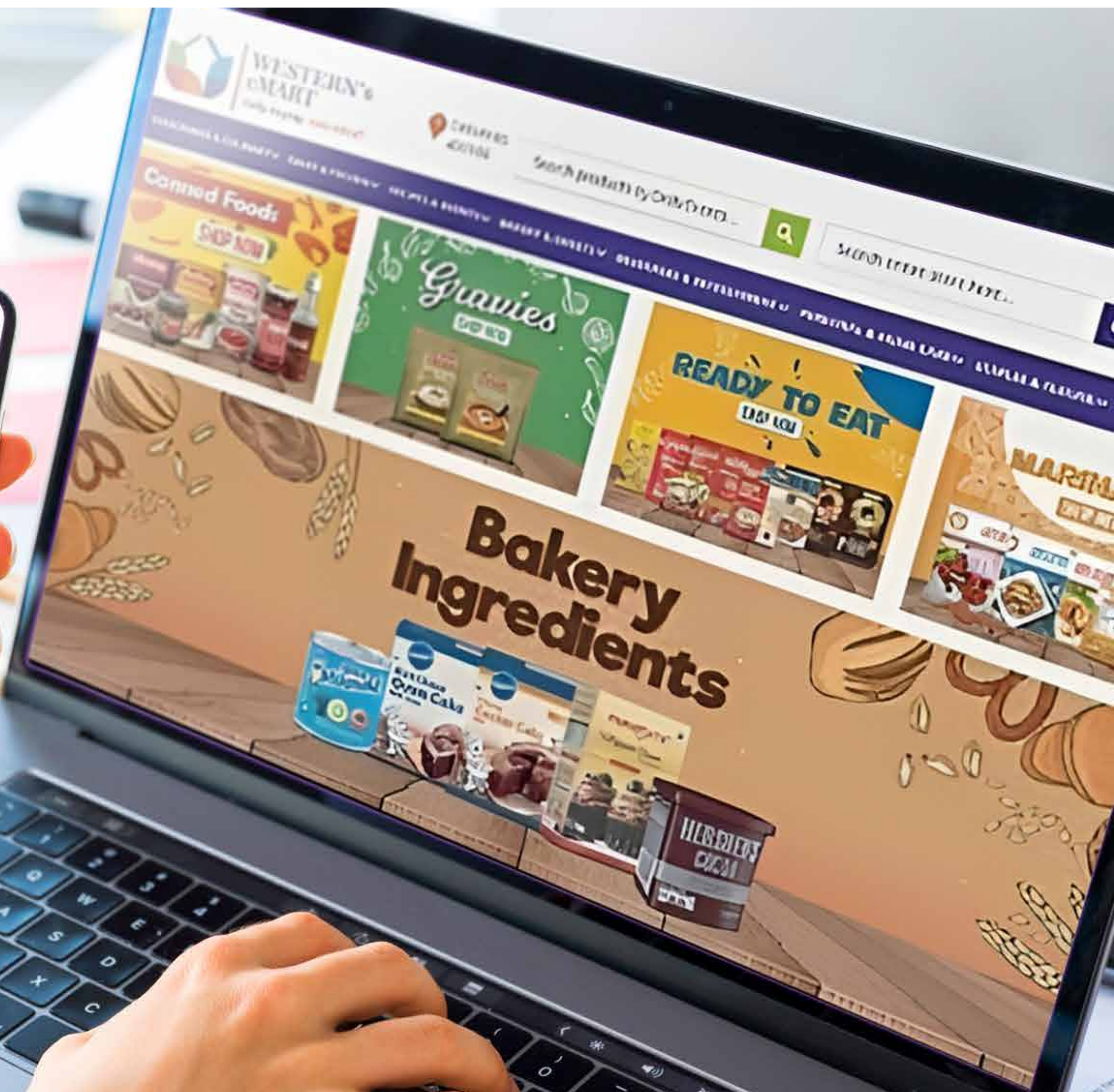




| About

Western's emart is your go-to online store for daily essentials, designed to meet the evolving needs of India.





| Problem

How can our brand stand out in such a competitive and saturated market?





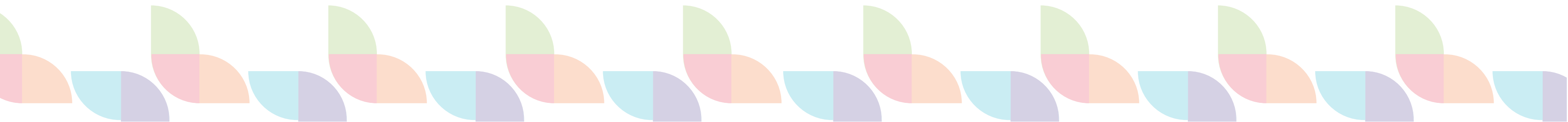
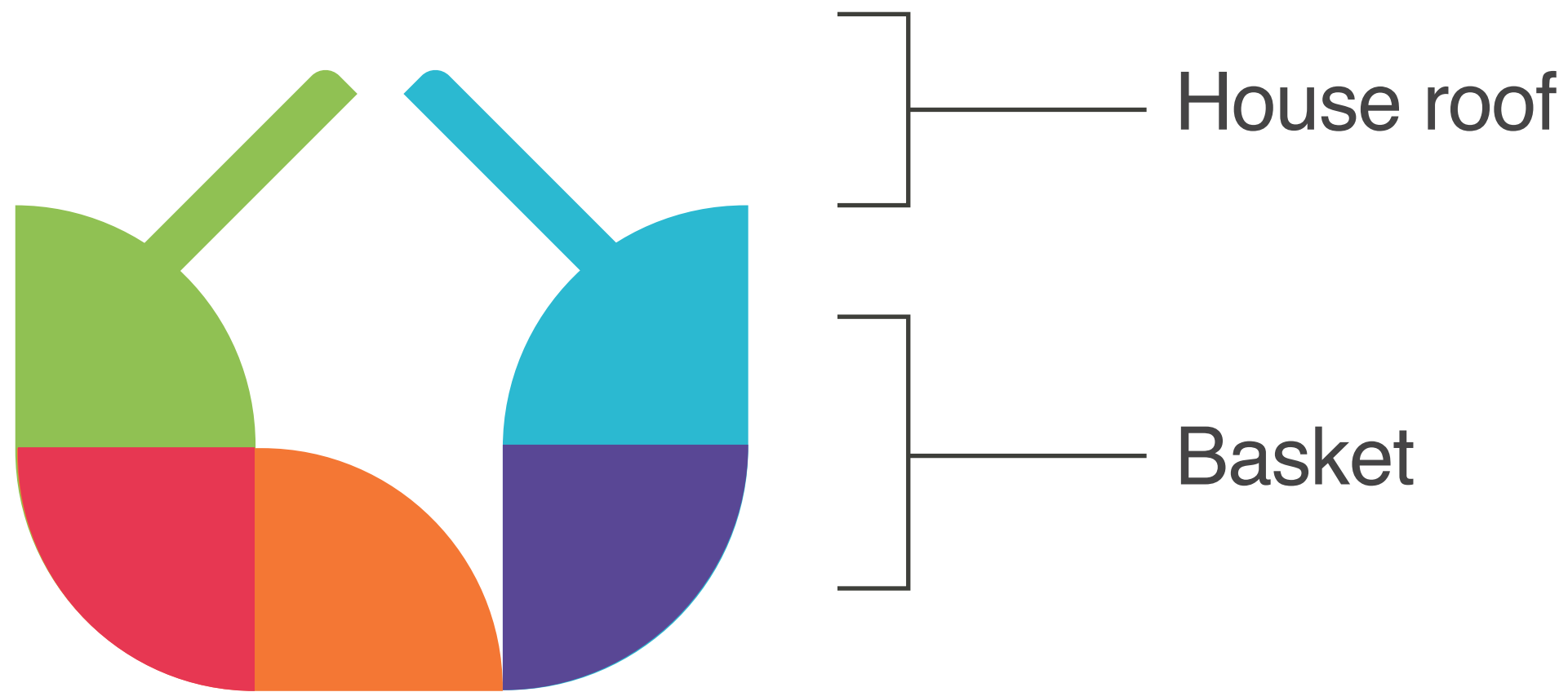
**Western's
eMart**
daily buying, simplified

| Creative Solution

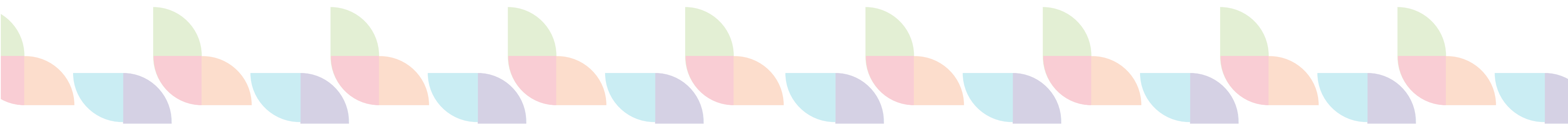
The basket design instantly distinguishes it as an online mart, while the vibrant colors represent the extensive product line. The handles are cleverly crafted to resemble a house's roof, symbolizing the brand's commitment to service.



| Logo Breakdown



| Logo Construction



| Typography

Aa

Baloo Bhai Bold

**ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$**

Baloo Bhai Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
0123456789!#%&\$



Brand Colors

Hex Code: #594695	Hex Code: #29B9D1	Hex Code: #90C154	Hex Code: #E73451	Hex Code: #F67733
R: 89 G: 70 B: 149	R: 41 G: 185 B: 209	R: 144 G: 193 B: 84	R: 231 G: 52 B: 81	R: 246 G: 119 B: 51
C: 79% M: 85% Y: 5% K: 0%	C: 69% M: 3% Y: 16% K: 0%	C: 49% M: 4% Y: 88% K: 0%	C: 3% M: 94% Y: 63% K: 0%	C: 0% M: 66% Y: 89% K: 0%





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UK MG7PO

WESTERN'S eMART
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Happy DUSSEHRA

www.westernsemarkt.com

Amul Shrikha, Amul Malai Peda, Amul Rasogolla, Amul Gulab Jamun, Amul Khir, Amul Paneer, Amul Ghee, Amul Milk.

Q ❤️ ▾

A pink heart sticker is placed on the left side of the post.

Instagram

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Amul T.F.U., Dabur Guava, Dabur Shikhar & Azam, Dabur Rose Syrup, Amul T.F.U., ARI UL, Kiwi.

❤️ Q ▾

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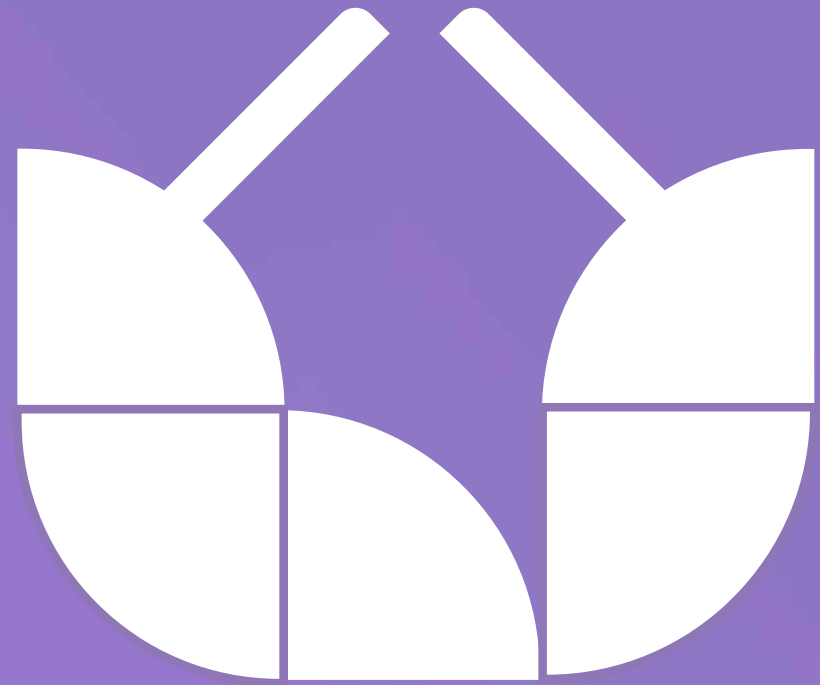
Sit Back & Relax
We are here to spice up your IPL fever!

www.westernsemarkt.com

Thums Up, TOO YUMM!, Meez Balls, Parle's, TAM, Sprite.

Q ❤️ ▾

A large pink heart sticker is placed on the right side of the post.



Western's eMart

daily buying, smartified!



| Impact

The brand identity effectively cuts through the clutter, making it easily recognizable and approachable to consumers.

