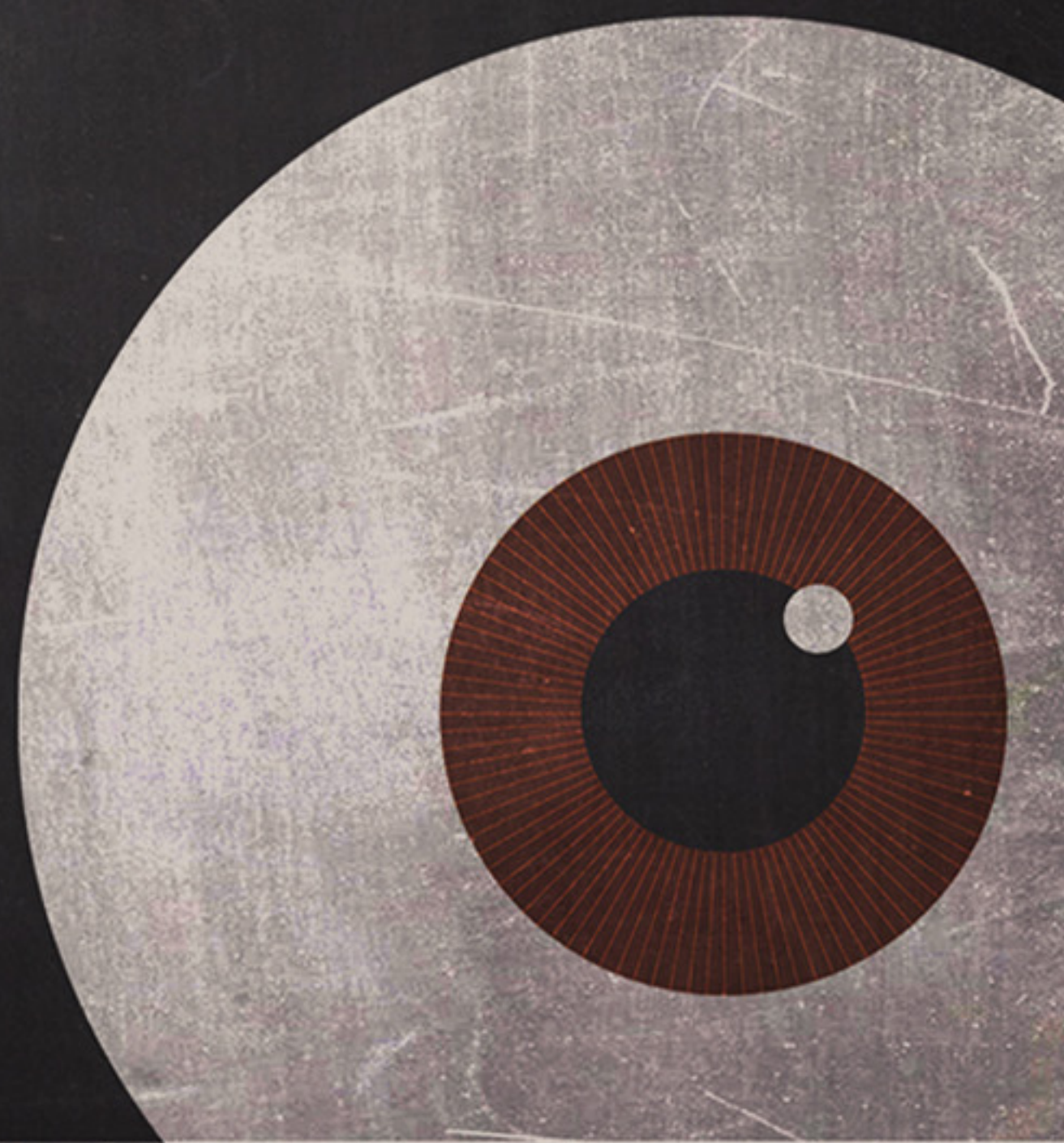


SHIVA ELECTRONICS
LOGO DESIGN PROJECT
EK NAZAR





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ELECTRONICS

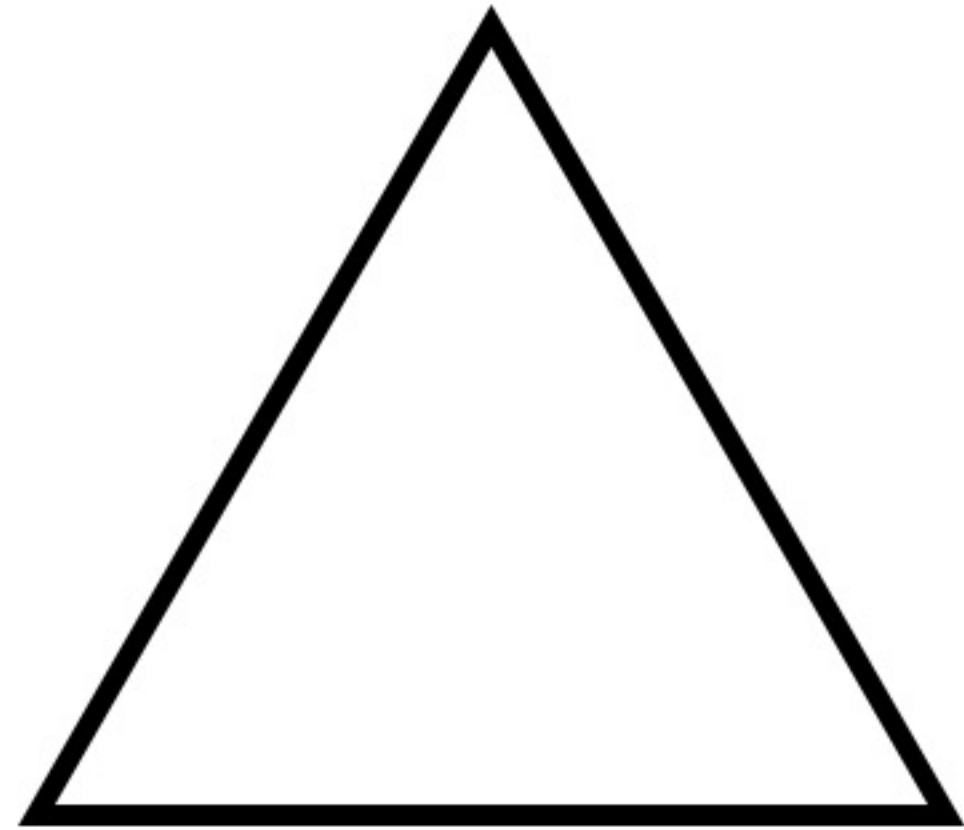
SHIVA
ELECTRONICS

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SHIVA
ELECTRONICS

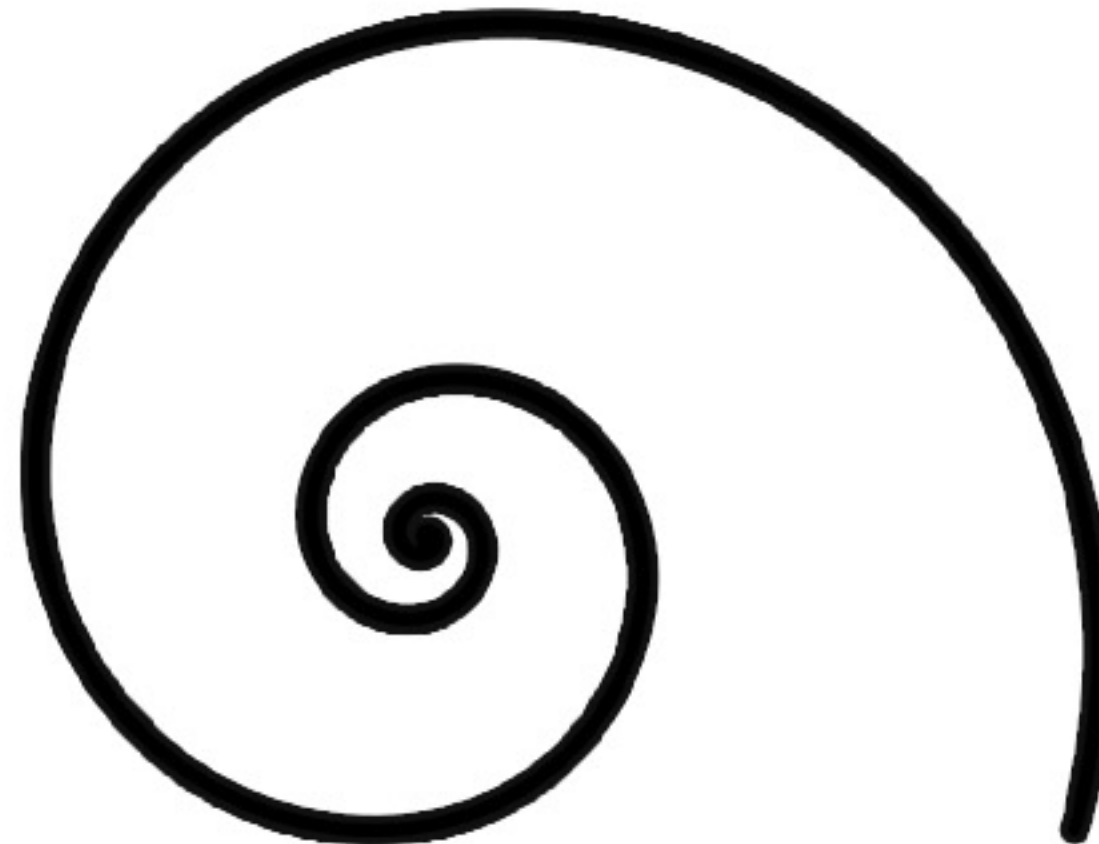
SHAPE PSYCHOLOGY

Logo is in goldern ratio



Triangle

Excitement,
Play Button, Balance,
Stability, Upgrade, Motion,
Triangle turned into V,A



Spiral

Intelligence,
Growth



Rectangle

Reliability, Safe

**Rectangle turned
into TV**

FONT TYPE

Roboto

Roboto has a dual nature.

It has a mechanical skeleton and the forms are largely geometric.

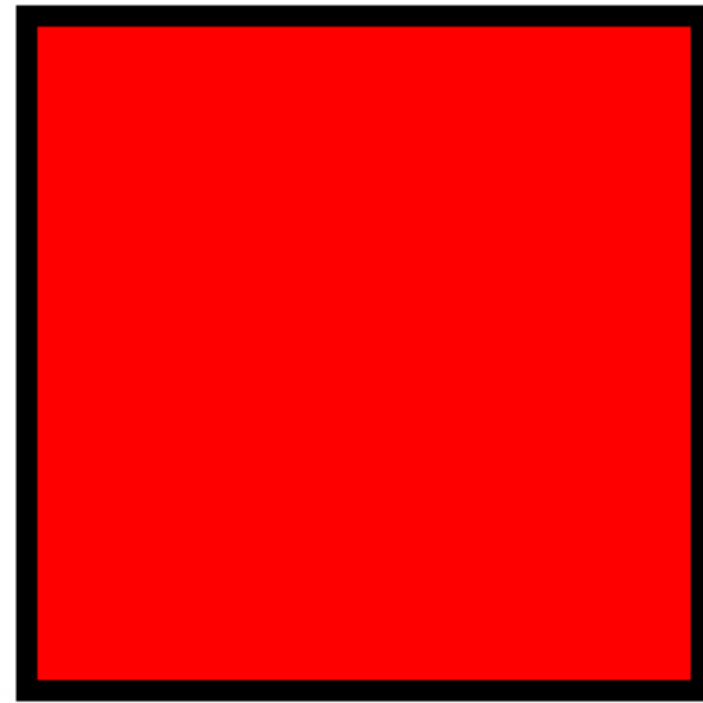
At the same time, the font features friendly and open **curves**.

While some grotesks distort their letterforms to force a rigid rhythm, Roboto doesn't compromise, allowing letters to be settle in to their natural width.



COLOR PSYCHOLOGY

Monochromic



RED

#ff0000

Excitement,
Passion,
Energy,



WHITE

#ffffff

Cleanliness, Simplicity,
Perfection, Organised,
Optimism



BLACK

#000000

Elegance,
Sophistication,
Protection



SHIVA
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WWW.SHIVAELECTRONICS.COM

КРАШ
278-8571

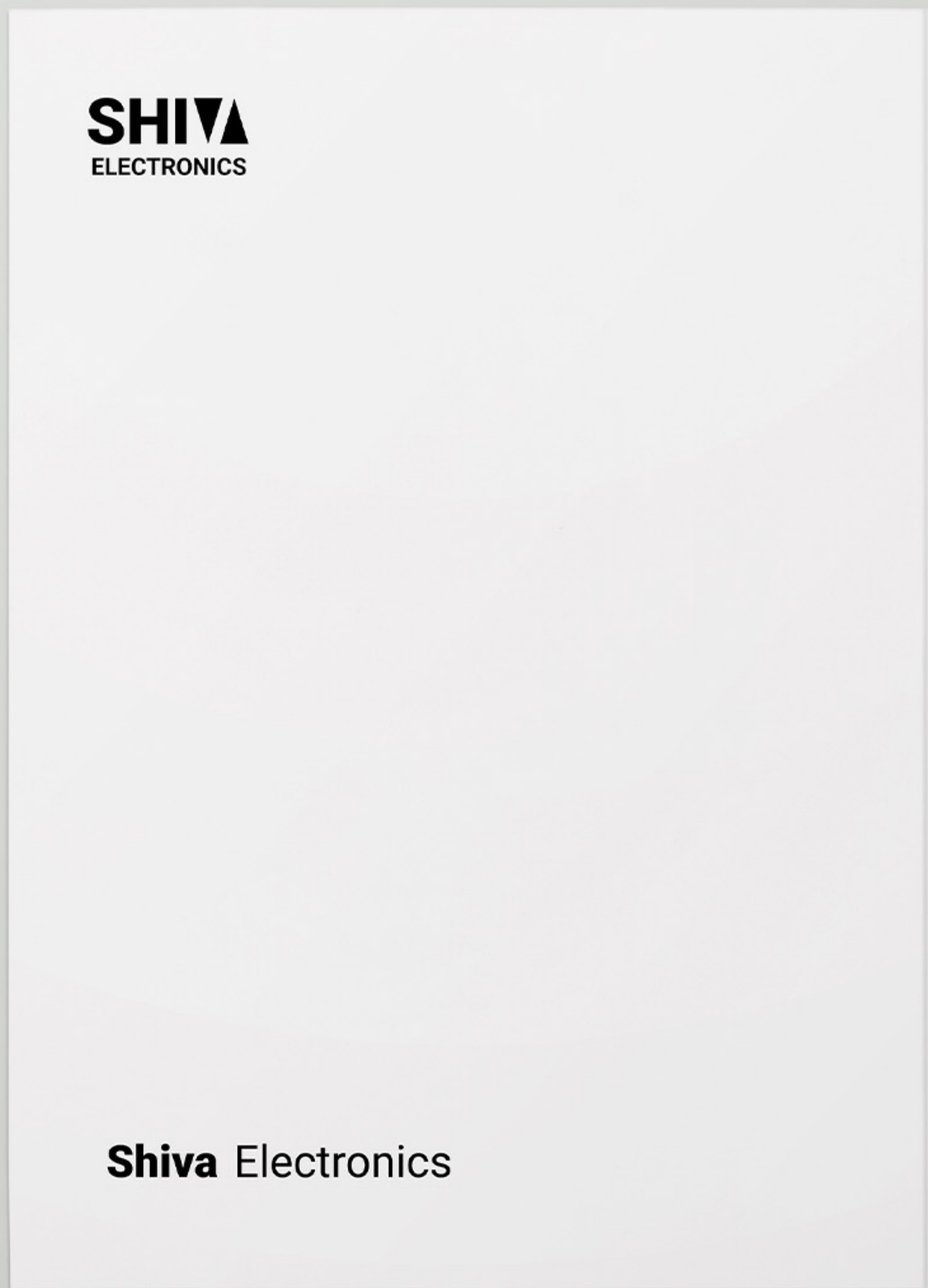


SHIVA
ELECTRONICS

A white ceramic mug is centered in the frame against a dark, gradient background. The mug has a simple, cylindrical shape with a C-shaped handle on the right side. It is placed on a dark, reflective surface that creates a clear reflection of the mug. The lighting is soft, coming from the upper left, which highlights the rim of the mug and the handle. The logo, consisting of the word 'SHIVA' in a bold sans-serif font with a stylized triangle between the 'I' and 'V', and the word 'ELECTRONICS' in a smaller font below it, is printed in black on the front of the mug.

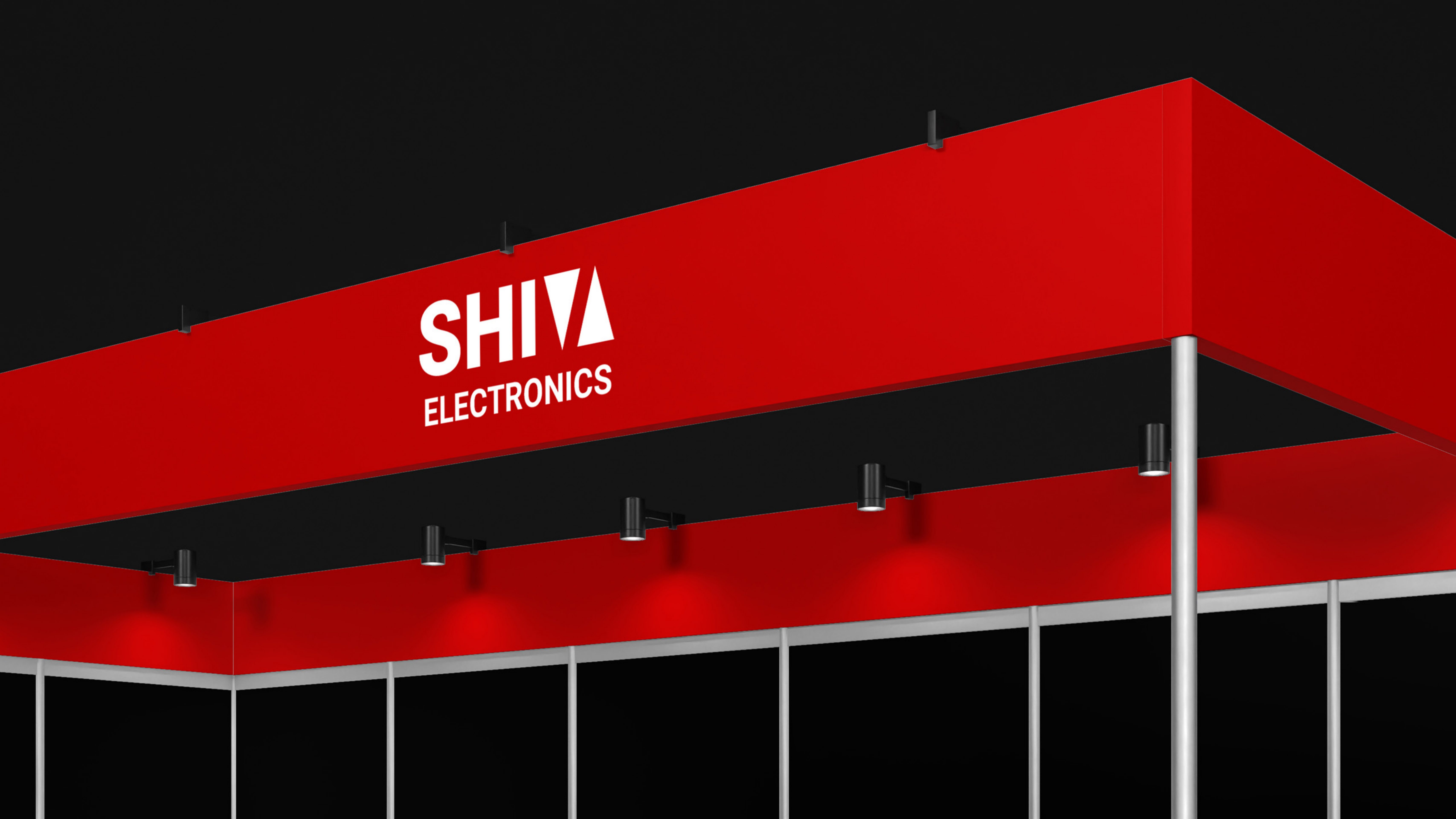








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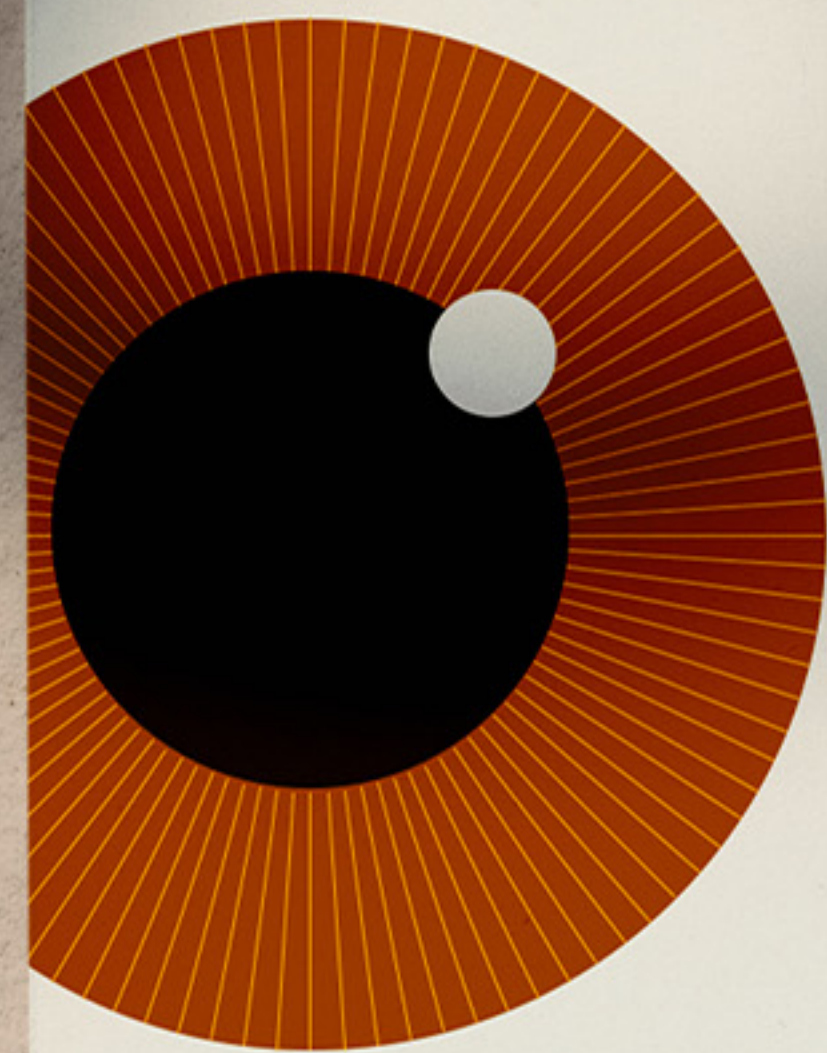


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Ek Nazar



THANKYOU

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